

The Billboard

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Outdoor Convention Cup Runneth Over

Prosperous 1955, Fine Outlook for '56 Fill Meeting Showmen With Good Cheer

By HERB DOTTE

CHICAGO, Dec. 3.—A prosperous 1955 season and confidence that 1956 will be at least equally good were mirrored at the annual outdoor show business conventions here this week in Hotel Sherman.

Carnivals which play the Midwest and South made few changes in their fair routes, a reflection of the high midway grosses experienced generally that gave fairs no compelling reason to switch. Such few changes made were prompted by factors other than '55 grosses.

The trade show, sponsored by the National Association of Amusement Parks, Pools and Beaches, was one of the most successful in its history. Sales were heavy, with indications that orders, both on-the-spot and stemming from the show, would top \$5,000,000.

Gayety and Confidence

In all of the social activities, whether of fair executives, amusement park owners-operators, carnival owners and others associated with the park and fair fields, there was a gayety charged with the feeling that comes from a prosperous season and confidence for continued prosperity. Banquets, balls, cocktail parties, etc., all were heavily attended, and the air rang with good will.

Only in one segment was there spirited contention—that of booking night grandstand attractions at fairs.

The Western Canadian A Fair Circuit, comprised of five major early fairs, sat all of one day and the greater part of the next to hear presentations of booking offices. Ten offices made their pitch, and Ernie Young of Chicago emerged with the contract, a repeat pact for him.

Contract Scramble

In the other scrambling for night grandstand contracts Young lost two fairs, Tennessee State Fair, Nashville, and the fair at Sioux Falls, S. D. Both went to the recently formed GAC-Hamid office, a combination resulting from General Artists Corporation and the veteran booker, George A Hamid, New York.

"Holiday on Ice," which last year made its initial appearance in front

Pat O'Brien Scores a Hit

CHICAGO, Dec. 3.—On a busman's holiday, movie actor Pat O'Brien proved the hit of a sock show at the 43d annual banquet and ball of the Showmen's League of America here Wednesday night (30) in the Hotel Sherman.

Pat, who has a great many outdoor show people among his friends and had a number of relatives who were with circuses, had no idea when he sat down that he was going to do anything but sit out a pleasant evening.

But the outdoor showmen had different ideas, and he heeded their pleas. Once on stage, he rocked them by uncovering a mastery of midway lingo and stole the show without trying.

CAPP STRIP TO TAKE SLAP AT TIN PAN ALLEY

NEW YORK, Dec. 3.—Cartoon-satirist Al Capp, creator of L'il Abner, will again train his sights on Tin Pan Alley next week. The first jibe was made in 1951.

This time the "Long Sam" sequence, syndicated in almost 300 dailies, introduces a song entitled "Lonesome and Disgusted," acclaimed as "the world's worst song."

Long Sam, a luscious, long-limbed chick, enlists the aid of a crooner named Danny Tempest, who resembles a certain Academy Award-winning crooner-actor, to introduce the song in public. Movie producer Louis B. Mayhem, TV tycoon Pat Beaver and the juke box industry come in for rapier thrusts.

The song itself will be printed in full around the middle of the week, and local newspapers are trying to line up live performances of the tune. In Philadelphia, for example, The News has been romancing Mindy Carson and Billy Daniels, both of whom are in town. The tune ostensibly "should be interpreted with a kind of de-praved sincerity. At their peak, Nelson Eddy and Jeanette MacDonald would have been peachy," said Capp.

"Lonesome and Disgusted" actually was written by Al Capp (words) and Dave Lambert (music). It's being published by Lambert's firm.

TV Industry Soaps Own Mouth, Keeps Viewer Ears Clean

Oils Self-Censorship Mills Well; No Written Code, Just Good Taste

By BOB SPIELMAN

HOLLYWOOD, Dec. 3.—What is television censorship? The general public, as well as many persons in the industry, are hardly aware that it exists. Yet TV has evolved a system of self-regulation that is probably the most complex and advanced of any mass entertainment medium. At the same time it contains some elements that, to put it mildly, are childish.

There is not, today, a scene or a line in a net or film program that does not go thru the censorship mill. This consists of a sort of triangular give-and-take between producer, advertising agency and network. Over all, there are very few specific rules, and even these are broken. The general criterion is "good taste."

Television has thus avoided the highly publicized censorship squabbles of the theatrical motion picture industry. It has also been less subject to the sometime occurrences of radio when a station suddenly had to cut itself off the air. Without a strait-jacket code to which it has to conform, the industry has been able to decide each case on an individual basis, and has the ability to change with changing custom. The result, over all, has been better entertainment.

The censor for the networks is the continuity acceptance department. The same function for the sponsor is performed by the agency producer. The checks for a film program are script, rough cut, and final answer print. In live TV there is a comparable series of steps. At each the material is scrutinized closely for unacceptable content.

CBS, in general, is more censorship conscious than NBC or ABC. The web, especially, will permit no hint of either kidnapping or anything to do with psychiatry, no matter in what context.

CBS, again, has the most inflexible policy toward use of certain types of words. Banned are gun, gunman, killer, murderer, blood, body, corpse, babes, femmes, dolls, molls, mate, love play, love affair, love nest, love match, love meeting, love-making and enamored.

On the other hand, the censor will likely okay rendezvous, romantic intentions, grande dame, matriarch, woman of the evening, girl friend, homicide, signs of violence, criminal, desperado, guilty party, hood, firearms, rifle, pistol, etc.

"Hell" Okay

Such generally frowned-or words as "hell" and "damn" have become acceptable, as long as they are used for emphasis and not injected promiscuously or to invoke a curse.

The stand on sex is slightly ambiguous. There are certain comics which are blue-pencilled heavily because the public has come to think of them as lechers, and there is a flood of mail at even the faintest hint of an off-color remark. On the other hand, a husband-wife team once built an entire half hour around a pair of panties. No one objected, because everyone knows they're married.

A low neckline is acceptable on a bathing suit but not on an evening dress. Many leading ladies have come onto camera in strange looking contraptions because of last-minute alterations to conceal a peeping bosom. One TV star

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Scripts Must Satisfy Many

NEW YORK, Dec. 3.—"The Line-up," now being syndicated by CBS Film Sales, at the same time it is sponsored on the CBS-TV network, has run head-on into local sponsor taboos because of its two-fold programming use.

The network clients, Brown & Williamson Tobacco and Procter & Gamble, have not objected to the several scripts in the series that concern car wrecks. But many of the local clients who are car dealers feel differently. This has made for a tough sales situation in some cases, and in others it means perhaps omitting the objectionable specific shows during its local run.

of grandstands in the Midwest, showed a gain. It was contracted by Missouri State Fair, Sedalia, to supplant a traditional night grandstand revue. In addition, it again was signed for grandstand appearances at Nebraska State Fair, Lincoln, and Kansas Free Fair, Topeka, and chalked up other repeat fair dates.

Among other developments was the contracting of more night auto racing by Frank Winkley and Al Sweeney, both of whom for the first time are offering portable light plants to fairs which do not have them.

Ride Buying

In the buying end, the most significant development was the abnormally heavy ride buying by carnivals at the trade show. Officials of the NAAPPB estimated that of the total sales at the show, two-thirds were by carnivals. A spot check gave support to this, with many carnival owners reporting they had placed sizable orders.

The success of the trade show reflected not only the generally good business enjoyed by carnivals, parks and Kiddielands during the past year, but specifically the excellent business which was experienced by riding devices in those branches of the business.

In the formal meetings of the International Association of Fairs

(Continued on page 59)

NEWS OF THE WEEK

Dot Records, in Drive for Major Status, Sets Expansion Programs . . .

Dot Records, independent manufacturer credited with skimming off about 15 per cent of the pop single business this year, is mapping a drive for major status. Firm will set up Eastern office and launch album program. . . . Page 19

RETMA Tabulates Plan to Tabulate Monthly Phonograph Sales figures . . .

Radio-Electronics-Television Manufacturers' Association has finalized plans for tabulating monthly factory sales figures of a majority of the nation's phonograph and record player manufacturers. The phono sales auditing procedures will follow similar systems now carried on by RETMA in the radio-TV and component parts industries. . . . Page 20

Pioneer Coin Machine Firm Sold to Auto Hardware Mfr. . . .

A.B.T. Manufacturing Corporation, Chicago, one of the oldest firms in the coin machine industry, was sold this week to Atwood Vacuum Company, Rockford, Ill., automotive hardware firm, for a reported \$1,000,000. A.B.T. will operate as a wholly-owned subsidiary. . . . Page 78

Color to Be Chief Topic at NBC Affiliates Meeting in Chicago . . .

Color is expected to be the prime subject of conversation at the upcoming confab between NBC and its affiliates in Chicago, Thursday and Friday, December 8 and 9. The meeting is expected to be harmonious, with few important differences aired. . . . Page 2

German Juke Operators Pinched By Taxes; Look to Vending . . .

German juke box and coin-operated amusement game operators are feeling the tax bite. Taxes on juke and games have become burdensome enough to discourage expansion in the industry and force smaller operators to throw in the sponge. Vending machine operations are, on the other hand, looking up in the Bonn Republic. . . . Pages 78, 84

Cigarette Vending Monopoly Hit By Federal Court Decision . . .

A telling blow was struck against monopoly in the cigarette vending field this week when fines totaling \$104,000 were levied against a cigarette vending association, five corporations, a labor union and five individuals. . . . Page 84

British Talent Reported Balking ABC-TV Acquisition of Rank Films . . .

ABC-TV is encountering difficulty in getting the rights to the 100 J. Arthur Rank features it is trying to buy for daytime programming on its network. Talents such as Lawrence Olivier are said to be loath to turn their features over to the network. . . . Page 2

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Color Due to Spark NBC's Affiliate Meeting in Chicago

By SAM CHASE
NEW YORK, Dec. 3.—Color TV has provided the major excitement at the last couple of conventions of the NBC affiliates, and this year's session, to be held in Chicago next Thursday and Friday (8-9), will probably follow form.

Executive veepee Bob Sarnoff is expected to take the lead on behalf of the network when the web toppers meet with the station execs on Friday, following the affiliates' closed session on the opening day. Sarnoff is expected to come equipped with a few surprises which may help whip up new excitement over tint prospects.

An educated guess is that the network will unfold additional color plans, possibly involving new shows adding hue and/or the expansion of the all-local-color swing of the web's owned and operated outlets, of which the Chicago station, WNBQ, was the first. It could be that either Hollywood or New York, or both, will follow suit. Construction of additional multi-chrome studio space has been set for both cities.

Renewed Vigor

All this may lead to a revival of the color enthusiasm of the 1953 sessions, also held toward year-end in Chicago. The web's president, Sylvester (Pat) Weaver, at that time board vice-chairman, outlined to the station execs what later was to become the network's firm policy: To speed the coming of color via exciting shows and grab the leadership in this period to come. Weaver's remarks sent the station men home in a glow of anticipation over the spectaculars which resulted.

Alto two years have come and one and the public has yet to grab at the color bait in the numbers hoped for, NBC still stands firm behind that policy, and it appears that the station execs do, too. Several, when queried on this

subject, noted that they are already in daily local hue programming on their own, while others plan a move into everyday local tint shortly. This the web will certainly encourage.

Distrib Tie-Up

Additional indications that the swing to color is taking on new force were evident this week, too, in the promotion tie-up between the NBC New York o&co, WRCA-TV, and the RCA Victor set distributors in New York and New Jersey, to show color via sets placed in major supermarkets throughout the area.

Also, the move by competitor CBS-Columbia in allowing tradings of black and white sets on color receivers was seen as reflecting increased public interest (see separate story this issue).

Another subject which is bound to be of interest is the network's plans for coverage of next year's political campaign—and the implications to the stations in terms of local business. That NBC has some blueprints to spring at the affiliates seems likely, in view of fact that John McDonald, who heads NBC's new Political Sales unit, is coming along to the meeting.

The network's Pat and Bob leadership team is apt to use this occasion as a means of pointing out the accomplishments of the present administration over the past couple of years. And this is probably the most apt time for them to do so, for on all fronts signs point to one of the most harmonious get-togethers yet, with no hint of any hidden fireworks.

Old Fuss Wanes

There no longer seems to be much concern over possible network infringement on station spot business thru sales patterns employing briefer time periods. This has been a perennial thorn over a period of years, but the tremendous accomplishments of the

magazine-type shows, notably "Today," "Home," "Tonight," and the ability of the stations to reap local business from them, have stilled the outcries of yore. The fast start made by the Program Extension Plan in getting bankrollers to pick up optional markets (see other story this issue) also has smaller affiliates in a fat mood.

Questions of network program policy are unlikely to kick up much of a fuss, either. Most of the interest hangs on new daytime efforts, such as "Matinee," but lack of local ratings until later this month makes any close examination impractical just yet. The sales situation in daytime slots calls for criticism. Some interchange can be expected on weaknesses showing up in the evening schedule, but the NBC brass is certain to come armed with answers, including plans for future shows to replace current weaklings.

Schedule

The affiliates meet behind closed doors Thursday-Friday morning NBC top brass will address the affiliates in an open session, which newsmen will attend. Following the luncheon at which affiliates' chief Walter Damm will be honored, the network toppers and station men will retire together behind closed doors to exchange notes.

Attending on behalf of NBC will be President Pat Weaver, Executive Vice-President Bob Sarnoff, TV web chief Tom McAvity, program boss Dick Pinkham, sales veepee George H. Frey and Matt Culligan, newly elected to the post of veepee for national sales.

Chrysler Eyes Election Pkg.

NEW YORK, Dec. 3.—Chrysler Motors is evincing substantial interest in the \$5,000,000 NBC-TV national election package for 1958. The buy includes 60 hours of convention telecasts, two full-hour, pre-convention telementaries, "The Donkey" and "The Elephant," and six and three quarter hours of actual commercial time. Among the other clients considering the package is Oldsmobile.

CINCINNATI, Dec. 3.—New director of WLW-TV promotion is Ray Shannon, who had been with WLW radio from 1934 to 1945 and later became one of the first free-lance TV commercial announcers. Shannon appeared in vaudeville for more than 20 years and later developed the successful network radio show, "Scramby Amby."

PRICE COMPETITION

ABC Rank Buy Enables Net To Offer Daytime Bargains

By JACK SINGER

NEW YORK, Dec. 3. — The ABC-TV hasn't yet set its sales plan for its new daytime 3-5 p.m. feature film stanza, scheduled to premiere January 16 on an across-the-board basis, there is little question that the price at which it will be offered to sponsors will be far lower than daytime network stanzas generally cost.

As such, ABC-TV's latest daytime programming venture can prove itself strong competition to NBC's relatively high-cost "Matinee" stanza and the other network programs against which it will be competing for advertisers' dollars. ABC-TV currently is involved in

selecting 100 features from the group of 130 or so that J. Arthur Rank has available for sale to TV. Some of the features may be blocked from sale to ABC, because part ownership of these films are vested in individuals who will not consent to turning them over to ABC. Laurence Olivier, for instance, reportedly is blocking ABC's acquisition of "Henry V," which he has an ownership stake in.

15C a Film

The \$1,500,000 that ABC-TV reportedly is prepared to pay for the five-year rights to the 100 J. Arthur Rank features brings ABC's cost per feature to \$15,000. The web will probably be able to

MAN'S GOT TO SAY SOMETHIN'

NEW YORK, Dec. 3.—One of the stranger reports around is that Hubbell Robinson, veepee in charge of network programs for CBS-TV, will shift over to NBC-TV in a top executive capacity. Already the subject of several denials, the story evidently originated as a result of talk that President Sylvester (Pat) Weaver will leave NBC.

P.&G. Cancels 'Jan,' Is Word

HOLLYWOOD, Dec. 3.—Procter & Gamble this week reportedly canceled out on "It's Always Jan," situation comedy starring Janis Paige and Merry Anders. Altho the Compton Agency on the Coast said that it hasn't been informed of the decision, P.&G. reportedly felt that the show wasn't holding its own between "Two for the Money" and "Gunsmoke" Saturday nights.

Only one other CBS program has so far been a mid-winter casualty, "Favorite Husband" having been axed previously. "Johnny Carson," teetering on the block for several weeks, has been given a new lease on life.

Beirn Quits Agency; Future Not Yet Set

NEW YORK, Dec. 3. — The resignation of Kenneth Beirn, president of the Beirn-Biow-Toigo agency, again has the trade speculating that the semi-retirement status that Milton Biow was expected to enter into was never really made a reality. The story around the trade is that Beirn resigned because he found after several months that Biow did not move out of control of the agency. Beirn believed, according to agency circles, that since he was the president of the agency he was to take active command of its functioning. And he waited and waited for Biow to move out, but it never really occurred. And so Beirn took the only course open to him and resigned.

Beirn's future plans are vague at the moment, tho it has been reported that he may take an account with him. Because Beirn is considered a top-flight executive, his resignation cannot be considered anything but a loss to the agency which may be on the verge of losing the Pepsi-Cola account. Al Steele, the Pepsi topper, is re-

'Medic,' 'Justice' Segs Open Up

NEW YORK, Dec. 3. — Two alternate week half hours this week opened up on NBC-TV. The network is now offering half of "Medic" for sale in the Monday 9-9:30 time period, as well as half of "Justice," Sundays 10:30-11 p.m.

The new "Medic" sponsor, if one is found, would replace Dow Chemical, which is retrenching on its network TV expenditures. General Electric owns the other half of this show. And "Justice" would be shared with the American Tobacco Company which now controls the entire show.

WBC Elects Three Veepees

NEW YORK, Dec. 3. — The Westinghouse Broadcasting Company this week elected three new vice-presidents. They are Richard M. Pack, veepee in charge of programming; Rolland V. Tooke, veepee, Philadelphia, and Harold Lund, veepee, Pittsburgh.

The last two will supervise all WBC activities in their respective areas, while Pack will continue to supervise the programming activities of its stations. Donald McGannon is the newly elected president of WBC.

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News in Brief

TWO WEBS KNOCK OFF 3 SALES IN SPORTS . . .

Sports programming was pretty popular with advertisers last week, three sales on this front being knocked off by two networks. NBC picked up Memmen as one-fourth bank-roller of its National Professional Basketball games, and also pacted Chrysler for the bank-rolling of its December 31 East-West football game. ABC joined in the sports sales picture by lining up Gulf Oil as sponsor of its January 1 Sugar Bowl football game telecast.

NBC EYES SATURDAY AFTERNOON FOR 'RICHARD III' . . .

NBC-TV, a little discouraged by the cool reception it's getting on its sales efforts on behalf of "Richard III," is toying with the idea of scheduling the feature for a 2-5 p.m. Saturday afternoon slotting early next year. The move would cut the price of the show to advertisers from its current selling price of \$900,000 for prime time showing to about \$450,000 for the Saturday afternoon airing.

CBS ADDS 'VALIANT LADY,' BOB CROSBY SALES . . .

CBS chalked up some additional daytime business in the form of a sale to Procter & Gamble of a quarter-hour of the Bob Crosby stanza and the sale to Scott Paper Company of the Monday segment of "Valiant Lady."

NARTB PREPARES LIFE INSURANCE PLAN . . .

The National Association of Radio & Television Broadcasters' insurance committee is putting the finishing touches to its plan for establishing a group life insurance system for employees working for NARTB-member radio-TV stations.

CBS, NBC AFFILIATES IN OMAHA SWAP WEBS . . .

The two VHF stations in Omaha are pulling a switch in network affiliations. KMTV, up to now affiliated with CBS, becomes an NBC basic affiliate January 1. On the same date, WOW, which up to now has been an NBC affiliate, becomes a CBS primary. KMTV will continue to be the ABC outlet in the market.

NBC OPERA

Will Tour U. S. Cities And Canada

NEW YORK, Dec. 3. — NBC will form an opera company to tour the major cities of the country and Eastern Canada beginning in the fall of 1956. The first tour which will run a minimum of eight weeks will be jointly sponsored by RCA and NBC and present the operas in English.

The objective is to broaden the audience for opera, and specifically for opera in English. General manager Rudolph Bing of the Metropolitan Opera has already extended his congratulations to General David Sarnoff, chairman of the board of RCA-NBC.

ABC Rank Buy

• Continued from page 2

same thing with the "Disneyland," "Mickey Mouse Club" and "Famous Film Festival" program material.

ABC is currently thinking of opening each daytime feature for nine minutes of commercial time per hour, or the equivalent of 18 one-minute spots during the two-hour show. Realistically speaking, it will probably never sell the total amount of commercial time it plans to offer on the features. But on the basis of the above figuring, all that the web need do is bring in approximately \$5,000 in program costs for each day's two-hour feature in order for it to be doing okay.

Spot Format

If ABC places a program cost of \$1,000 per 60-minute spot, all it need do is sell the equivalent of five such spots each day in order for it to come out okay. The network currently plans a flexible sales format, which would give advertisers a choice in the size of the spot they could air.

A network program whose talent cost can be pegged that low is non-existent at present. If the ABC features can draw any kind of audience at all, it will probably soon be considered a top daytime advertising buy. For with time costs included, a network spread on the features would probably cost an advertiser about \$2,500 per one-minute spot in comparison to the approximately \$10,000 per 90-second spot that NBC-TV's "Matinee" reportedly charges.

Smash Success For NBC's PEP

NEW YORK, Dec. 3. — NBC's Program Extension Plan has been a smashing success. Twenty-one different NBC advertisers have been ordering the 44 stations included in PEP for 19 different programs, since the plan was established on November 1.

Among the advertisers who have expanded their line-ups to take in the entire group of 44 stations are Armour and Pet Milk for their George Gobel show; Liggett & Myers for "Dragnet"; Sunbeam, RCA and Whirlpool for Milton Berle and Martha Raye; Chevrolet for Bob Hope.

PEP offers the network's clients dividends up to 100 per cent for buying into the smaller markets. As a result of the PEP buying, there has been an increase averaging over 133 station hours per week of sponsored programs on these stations.

Midseason Finds Good Half-Hour Segs Beating Longer Competition

Silvers, 'Question' Top All Opposition To Prove Anew 'The Show's the Thing'

NEW YORK, Dec. 3.—Now that the smoke is settling on the new TV season and much of the initial excitement about spectaculars has been dispelled, some second thoughts about half-hour programs are being voiced. Their showing this season indicated that strong half-hour properties which engender audience loyalty can more than hold their own against the best of the longer presentations have to offer. In other words, the major factor is not size but audience appeal.

The classic example, of course, is the Phil Silvers show which has already taken Milton Berle and Martha Raye into camp on Tuesday nights. This program, faced with the most powerful kind of opposition both in terms of names and the Berle and Raye budgets, managed to do a job for CBS-TV never accomplished even by hour shows.

Another formidable example of the half-hour show is "\$64,000 Question." Not only did this pro-

SALES AMMUNITION

TVB's Quintile Study Says Biggest Buyers View Most

NEW YORK, Dec. 3.—A new study prepared by the Television Bureau of Advertising, in co-operation with Nielsen, shows that there is a direct relationship between the amount of viewing and the amount of consumer goods purchasing done by a family.

TVB report provides powerful ammunition to TV time and program salesmen, for it indicates that the television medium hits hardest and most often at the households that are most prone to buy advertisers' products.

The TVB report breaks down all homes with TV sets into five equal quintiles. Each quintile consists of 20 per cent of all TV homes in the U. S. The quintile into which a family falls is decided by the amount of viewing per day that the family does—the first quintile consisting of families that do the least viewing, the second quintile consisting of families that do slightly more viewing, etc. Each quintile is then studied in terms of the types of families that fall into it—the age of its members, the number of people in the family, etc.

First Quintile

According to the report, which is based on a study of the homes that Nielsen uses for its rating purposes, families in the first quintile average only 1 hour, 22 minutes of viewing per day or 6 per cent of the total viewing in the U. S. Falling into the first quintile, according to TVB, however, are almost 30 per cent of all small TV families, almost 30 per cent of housewives over 55 and only 12 per cent of large TV families. This quintile, in other words, consists of families that not only do the least amount of viewing but also the least amount of purchasing of day-to-day household goods.

The second quintile families average 3 hours, 28 minutes of viewing per day, or 14 per cent of all TV viewing. They include "larger households with younger housewives, and are likely to buy more types of goods in greater quantities" than the families in the first quintile, according to the TVB report.

Third Quintile

The third quintile families spend an average of 4 hours, 44 minutes per day watching TV, the TVB study points out. This quintile accounts for 19 per cent of all TV viewing. The families in it are normal sized, averaging around 3.5 persons each. "Some are young,

some are older. There is no particular common denominator of income . . . no concentration in either urban or rural areas," according to TVB.

However, the fourth quintile consists of families who average 6 hours, 11 minutes of viewing per day, thereby accounting for 25 per cent of all TV viewing. The important thing to marketers, says TVB, is that "these avid TV enthusiasts comprise younger families with bigger shopping lists, more kids to feed and clothe, greater willingness to switch brands and try new things."

Fifth Quintile

The only group that exceeds them in importance as customers

P&G May Dump 'Your Account'

NEW YORK, Dec. 3.—Procter & Gamble may be getting ready to dump "On Your Account," its 4:30-5 p.m. strip on CBS-TV. The advertiser this week placed an order for half of "Queen for a Day," NBC-TV's new daytime property which will move in opposite "Account" shortly.

"Account" was one of two shows shifted by P&G. from NBC to CBS two seasons ago. "Queen" has done very well on the West Coast for its clients. Boyle-Midway is also interested in the property.

Trade-Ins for Color TV Set

NEW YORK, Dec. 3. — Both RCA and CBS-Columbia are taking steps to push the sale of color receivers in this area. CBS-Columbia will allow purchasers the full trade-in price of their black and white sets up to \$400, against the cost of an \$895 color receiver which gives a 17-inch picture.

In co-operation with Bruno-New York and Kirch-Radisco, Newark, N. J., RCA will install its 21-inch color receivers in local supermarkets in the Metropolitan area. The RCA aim, of course, is to stimulate the sales of color sets by letting more of the public view color at high traffic supermarkets.

for advertised products, says TVB, is the fifth quintile. The families in this quintile average 8 hours, 59 minutes of TV viewing per day, which accounts for 36 per cent of all viewing in the U. S. These families are primarily big families, TVB states, pointing to the fact that one-third of all families with five or more members fall into this quintile. These families, according to TVB, "tend to spend a larger share of their family income for things they need or want." Also of importance, TVB points out, is that families in this quintile "spend a far larger share of their time with television than with all other media combined."

The findings that TVB is issuing in this report was borne out by a similar study recently made by the American Research Bureau, which divided America's TV homes into "quartiles," or numerically equal fourths of the nation's TV homes, instead of "quintiles" as TVB did.

The ARB report points out that in the quartile doing the heaviest viewing, the women (who do so much of the buying) watch TV more than anybody else including the youngsters of the house.



the spectacular Channel 8 Multi-City Market

WGAL-TV

LANCASTER, PENNA. NBC and CBS

Sales results are spectacular, too, in the Channel 8 Multi-City Market. Advertise your product in this vast, SPENDING market where the owners of 912,950 TV sets spend \$5½ billion yearly. Make the 3½ million prospects who live here your customers.

STEINMAN STATION Clair McCollough, Pres.

Channel 8 Multi-City Market	
Harrisburg	Reading
York	Lebanon
Hanover	Pottsville
Gettysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Mount Carmel
Frederick	Bloomsburg
Westminster	Lewisburg
Carlisle	Lewistown
Sunbury	Lock Haven
Martinsburg	Hagerstown

Representatives: **MEEKER TV, INC.**
New York Chicago Los Angeles San Francisco



There's
 General
 Theatre
 rated
 show on

Brian Aherne, Eddie Albert, Ethel Barrymore, Harry Belafonte, Ralph Bellamy, Jack Benny, Joan Blondell, Madeleine Carroll, Jack Carter, Dore Clark, Jackie Cooper, Joseph Cotten, Wally Cox, Joan Crawford, James Edwards, Burgess Meredith, Ricardo Montalban, George Montgomery, Paul Muni, Gene Nelson, Dan O'Herlihy, John Payne, Elio Pinza, Robert Preston, Johnny Ray, Ronald Reagan,

a reason*

Electric

is ~~a~~ the top**

dramatic

TV

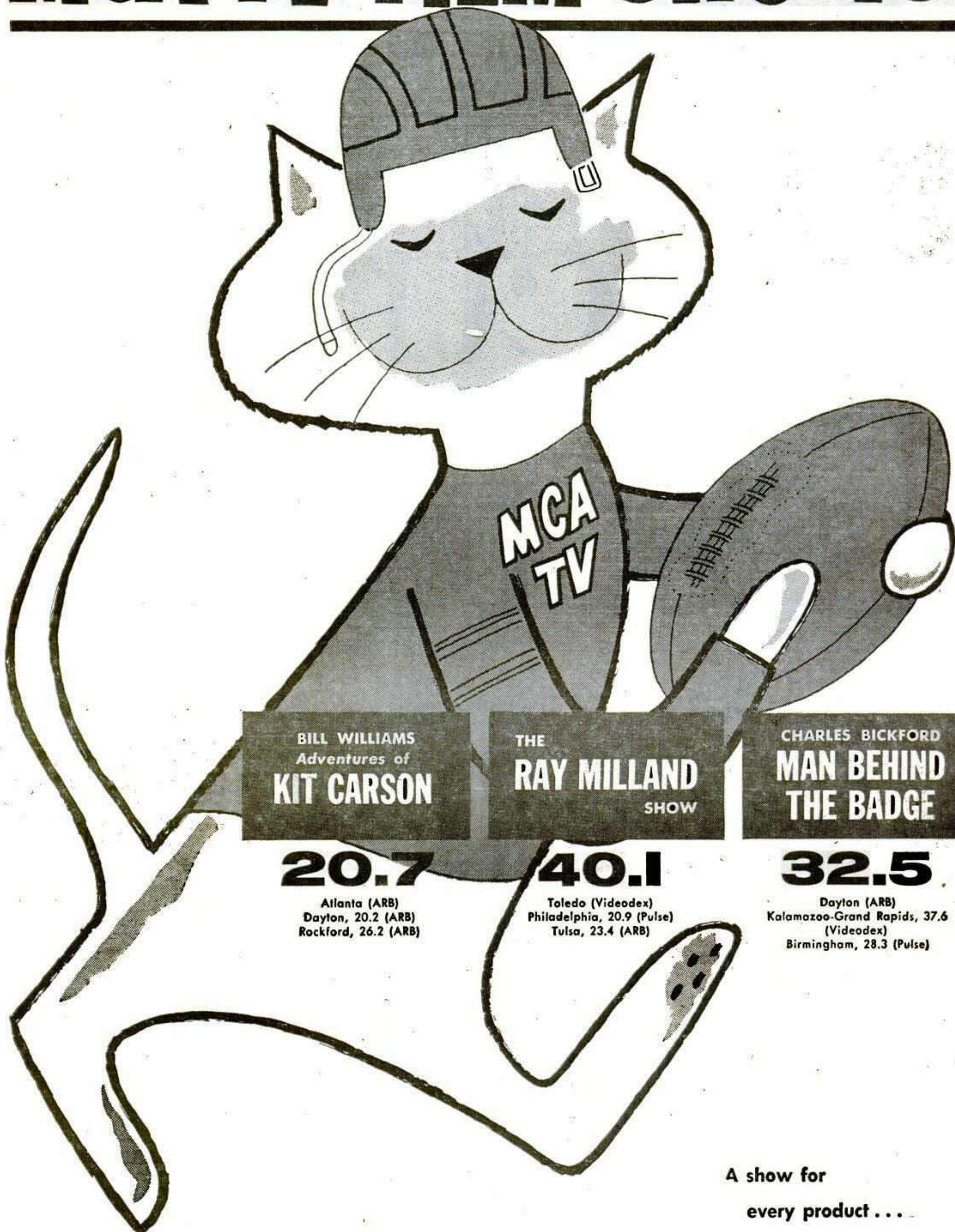
*to the actors, writers, directors and producing talent who ARE the reason, our ^{continued} thanks...

EVERY SUNDAY NIGHT AT 9 OVER CBS THROUGH 1956 MCA TV

**SOURCE: TRENDEX, NOV. 16, 1955.

Barry Fitzgerald, Henry Fonda, Thomas Gomez, Kathryn Grayson, Ann Harding, Paul Hartman, Charlton Heston, Boris Karloff, Alan Ladd, Monica Lewis, Joe Louis, Myrna Loy, Fred MacMurray, Lee Marvin, Raymond Massey, Ruth Roman, Eva Marie Saint, Zachary Scott, James Stewart, Barry Sullivan, Phyllis Thaxter, Ethel Waters, Cornel Wilde, Teresa Wright, Jane Wyman and many others.

MCA TV FILM SHOWS



BILL WILLIAMS
Adventures of
KIT CARSON

20.7

Atlanta (ARB)
Dayton, 20.2 (ARB)
Rockford, 26.2 (ARB)

THE
RAY MILLAND
SHOW

40.1

Toledo (Videodex)
Philadelphia, 20.9 (Pulse)
Tulsa, 23.4 (ARB)

CHARLES BICKFORD
MAN BEHIND
THE BADGE

32.5

Dayton (ARB)
Kalamazoo-Grand Rapids, 37.6
(Videodex)
Birmingham, 28.3 (Pulse)

A show for
every product . . .
every market . . .
every budget!

SCORE AGAIN!

GUY LOMBARDO
AND HIS
ROYAL CANADIANS

30.8

Birmingham (Pulse)
Pittsburgh, 40.9 (Videodex)
Shreveport, 29.4 (ARB)

JOHN HOWARD
**DR. HUDSON'S
SECRET JOURNAL**

34.4

Pittsburgh (ARB)
St. Louis, 28.7 (Videodex)
Buffalo, 26.4 (Videodex)

FIRST CHOICE FOR ALL AMERICA!

Choose your rating service — ARB, Pulse, Videodex. One thing you'll find they all have in common: Film shows syndicated by MCA TV are top-rated* everywhere. Big audiences that spell big sales for you!

*September-October, 1955, ratings are shown.

WESTERN FEATURES
STARRING
GENE AUTRY

21.9

Phoenix (ARB)
Columbus, Sat. AM, 12.9 (ARB)
Indianapolis, Sat. AM, 11.6 (ARB)

WESTERN FEATURES
STARRING
ROY ROGERS

22.2

Phoenix (ARB)
Boston, Sat. aft., 13.9 (ARB)
Houston, Sat. Noon, 14.9 (ARB)

For both Western features: 27.1 weekly cumulative rating in L. A. Lowest cost per 1000 homes per comm'l minute in TV film programming—42 cents!

PRESTON FOSTER
WATERFRONT

40.5

Charlotte (Pulse)
San Francisco, 21.4 (ARB)
Toledo, 36.4 (Videodex)

**FAMOUS
PLAYHOUSE**

45.8

New Orleans (Pulse)
Dallas-Ft. Worth, 26.0 (Videodex)
Atlanta, 16.6 (ARB)

PAUL HARTMAN
**PRIDE OF THE
FAMILY**

44.2

Norfolk (ARB)
Kalamazoo-Grand Rapids, 26.0 (Videodex)
Toledo, 18.8 (Videodex)

new show—pre-syndication network ratings shown

ROD CAMERON
CITY DETECTIVE

36.2

Buffalo (Pulse)
Columbus, 22.7 (ARB)
New Orleans, 39.0 (Pulse)

Phone, wire or write
your MCA TV office
for your audition
print today!

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS



Serving you with
30 offices in
principal cities

Syndicators' Top Problem: 'All Programming Is Local'

Webs, Indies Must Be Convinced Of That Fact, Says KTTV's Moore

(Continued from Dec. 3 issue)

HOLLYWOOD, Dec. 3.—The primary problem syndicators face, as Dick Moore, president of KTTV sees it, is to convince stations, both network and independents, that basically all programming is local. In some Western markets, for instance, the webs complete their schedule at 9 p.m. What does a station put on the air then?

Moore believes that it must be first-class product. He freely admits that KTTV could spend less money on programming, and still make as much, or more profit, than it does today. But what will happen as competition gets tougher? A station must give its audience the shows that it wants, or else viewers will slough off, and so, likewise, will profits eventually. The stations that will continue to expand, in Moore's opinion, are the ones that spend the money to do it.

This, however, provides small salve for the wounds of producers and distributors. A film maker who pays 10 per cent commission on an agency sale finds himself being dunned 40 per cent if the same series goes into distribution. That thought alone is enough to make many of them shy away.

There are some bright spots in the picture. TPA executive producer Leon Fromkess says that his company will continue to produce for syndication. In the first place, a good show can eventually make more money in syndication than on a network. Secondly, once a distributor has salemen in the field, he must give them new product to keep them there.

Readjustment

Wynne Nathan, vice-president of MCA-TV, believes the syndicated field is going thru another period of readjustment in which there will be further consolidation, with strong companies emerging stronger. The structure of syndication is such that the more shows and men a company has the better it is able to cope with the problems.

One factor which served to depress the market this fall, Nathan agrees, is the large number of reruns coming off the nets. Whether the market can stabilize itself enough to absorb these without shock in the future is problematic.

cal. A hopeful note is that some of these reruns are now being stripped in secondary time periods rather than slotted in times that would otherwise go to first-run syndicated shows.

Among stations, there are a number of promising indications, especially in the West. Seattle, according to reports, has become a strong market. So has San Francisco, with KOVR, as an independent, offering good possibilities for the future, and the other stations, especially KGO, utilizing more vidpix also.

Phoenix Market

One market which is being very closely watched is Phoenix. There, KPHO, previously a network affiliate, is now bucking three other stations as an independent, relying primarily on film. Taking the ARB ratings in half-hour segments from 7 to 11, the channel is second on one night of the week, tied for second on two nights, a very close third on two others, and third the remaining two. Furthermore, KPHO completely dominates the 6 to 7 time slot nightly.

In other words, the station is more or less holding its own with one of the net affiliates and badly outscoring another, despite the fact that, because of its previous web

ties, such top-rated syndicated programs as "Waterfront," "I Search for Adventure," "Mr. District Attorney," "Liberace," etc., had been nabbed by other channels beforehand.

One interesting note is that several top-ranked net programs make no impression at all in Phoenix, while a number of others are seen at uncomfortable hours. Ed Sullivan, for instance, is on from 5 to 6 p.m.

This brings up another one of Moore's points, that all programming is local. Moore contends that an independent station has a tremendous advantage over the net outlets in that it can cater to local tastes, whereas the webs must try to be all things to all people at the same time.

Most channels, even in one-station markets, recognize that they must reserve some time for local sponsors. For instance, Joe Floyd, president of KELO in South Dakota, says that he will always keep two hours a day of class B time open for local sponsorship even tho he could make more money if he sold it nationally.

Local Time Important

The reason, according to Floyd, is that he doesn't ever want to lose the local touch. Other stations have similar attitudes. Ad agencies, for example, have found that they can place spots on certain stations, on which the "sold out" sign had been placed as far as the nets are concerned.

Moore would carry the policy a step further. He believes that a local advertiser, if he can pay for a program in class A time, should be able to get it, and not be squeezed out by national sponsors or face the prospect of being pre-empted by a network show.

In this respect, distributors seem to feel that the network extended market plans have not hurt them much, because the stations that are taking them could not have afforded to buy syndicated programs anyway. They believe that the net plans will tend to strengthen these stations, thereby creating new markets for syndicated product.

Will this be available? Moore's opinion is that the nets have no monopoly on talent, and that good programs can be created just as well outside their fold as within. Will they be? Yes, if it is economic. Which, Moore agrees, brings the problem back to its starting point. There must be more, and more certain, markets.

Veeps Named By ABC Film

NEW YORK, Dec. 3.—ABC Film Syndication this week gave vice-president stripes to three of its executives.

Richard P. Morgan, up to now executive assistant to President George Shubert, becomes business affairs veepee; John Burns, recently brought to New York from Chicago to head up the firm's new national sales department, has been named vice-president and director of national sales, and William Clark, the firm's Western manager, has been named vice-president and director of the Western sales division. Burns and Clark will report to Don Kearney, ABC Film's vice-president in charge of sales.

APART TOGETHER

Sharpe and Four Star Loosen Connections

NEW YORK, Dec. 3. — Don Sharpe and Four Star Productions have not exactly severed their connection, but they have considerably loosened it. Their new understanding will enable Sharpe to create and peddle new properties that Four Star is not interested in, and it will enable Four Star to take on production business that Sharpe was not in a position to get for it.

Sharpe is removing from Four Star's hands the hour-long "Wire Service" film show on which he has a deal with ABC-TV. He is also taking back rights to an anthology series based on Whit Burnett's "This Is My Best," as well as Burnett's new anthology, "This Is My Best Humor."

He and his producer cohort, Warren Lewis, will start shooting the first film in the "Wire Service" series shortly before Christmas. They expect to have it completed January 15. Sharpe said he expects to have "This Is My Best" ready for presentation in February.

In addition, Sharpe said he is now in negotiations on three other new packages of his. He is also taking steps to expand his talent agency. Besides taking on new talent here, he is setting up offices in London.

Sharpe is still a member of the five-man board of directors of Four Star and will continue to give them a crack at some of his new packages. But he is no longer bound to do so, as he was as long as he was president of the firm.

On the other hand, Four Star is now free to take on filming deals for outside packages, something that Sharpe was not in a position to do since he was a packager himself. The firm is working out a deal with the William Morris Agency whereby the latter will represent it also.

In explaining the new arrangement, Sharpe this week said that he is not temperamentally suited to managing a studio operation, that his cup of tea is creating and selling new packages. Four Star, he said, had reached that point in its development in which it needed its top man planted at home base to concentrate on the administration of the production operation rather than free wheeling on package deals. He said it became apparent this spring that they were beginning to cramp each other's style when the Four Star board nixed a number of properties—both TV and movie—that he had brought in.

Sharpe pointed out that this is the third time in the TV film business that he has reached this kind

of parting with a company he helped formed. He added that it is likely to happen many times again. The two other companies he was referring to are Dougfair and Desilu.

The Four Star board consists of Sharpe, Charles Boyer, David Niven, Dick Powell and their attorney, William Cruikshank, who this week became acting president of the firm.

Hwd. TV Service To Syndicate 3 Series in Jan.

HOLLYWOOD, Dec. 3.—Hollywood Television Service will place three series, two new and one rerun, in syndication in January. The move marks a major policy decision at the Republic Picture subsidiary. Previously the company had concentrated primarily on feature syndication, tho the one TV film series it was spot-selling, "Stories of the Century," has had top reception.

The three programs are "Dr. Fu Manchu," "Stryker of Scotland Yard," and "Commander Cody." "Manchu" is being produced at Republic, with 13 episodes in the can and another 26 scheduled. The same is true of the Scotland Yard series, which is being filmed in England.

"Cody," of which there are 13 half hours available, has previously been seen in theaters as a serial, and was a summer replacement for General Foods. The show is expected to go back on the network next fall. Hollywood TV Service is now negotiating with General Foods on production, the company reportedly wanting a three-year run.

The three shows are by far the largest number being placed in the market this winter by any distributor. The only other series now being sold is Ziv-TV's "The Man Called X."

Official Films Scraps Pirate, Readies a Sub

NEW YORK, Dec. 3.—Official Films has scrapped its pirate in favor of a pirate fighter. After conferences in London last week, the company's executives decided that Sir Henry Morgan was just too bad a man to turn into a TV film here. So instead the Nettleford Studios there will produce "The Adventures of Captain Rogers." The lead character policed pirates for the English crown in the period around 1770. The Independent Television Program Company, Ltd., will start shooting the show around January 1.

"Rogers" is one of three shows Official has blueprinted for national sale beginning around April 1, aiming for debuts in the fall of 1956. It will also be pitching "The Scarlet Pimpernel," of which about 18 episodes are completed. "Pimpernel" is already playing on commercial TV in Britain. The third show is "Mr. Pastry," the pilot of which was shot two months ago but is still rough cut, the studio having since been preoccupied with the production of "Robin Hood."

Hal Hackett, president, and Herb Jaffe, executive vice-president, were in Europe from November 10 to 28. They said they visited Paris where they saw Sheldon Reynolds, but it was a purely social visit. A Reynolds-Official production deal was under discussion earlier this fall, but it is now dead.

CBS Film Broadens Operation Base

NEW YORK, Dec. 3. — In an effort to counteract the increasing risks of producing first-run shows for syndication, CBS-TV Film Sales has adopted two policies which will broaden its base of operations by injecting it more strongly into the field of national sales and give it a pre-production guarantee of some revenue on shows that it shoots for syndication.

The firm is preparing to move heavily into the field of national sales with the production of pilots on three new shows that would be sold only to national or regional sponsors. The shows would be put into production only if they're sold. Stanzas planned for this purpose are: "Richard the Lion-Hearted," which the Danizigers would shoot in England; "Sir Francis Drake," which Sam Callu would produce, and an untitled series that would be shot on location in various cities in Europe.

The company reportedly is already negotiating with regional and national sponsors for the sale of one or more of these shows.

Les Harris, sales chief, is firmly convinced that producing a first-run stanza for syndication today is at best a highly risky venture unless some guarantee that a sizable portion of its production cost can first be obtained. The two series currently planned for syndication, "The Legionnaire" and "Man From the Islands," are all but certain to be sold in England, which would immediately recoup close to 10 per cent of their production costs.

In moving more firmly into the field of national sales, CBS Film is following the policy that is being adopted by other distribution outfits, including Ziv and ABC Film Syndication.

The CBS will bank heavily on national, regional and English sales, the firm will undoubtedly pick up a number of network reruns from CBS-TV network to add to its catalog. Reports were rife this week that CBS-TV plans to turn over "Brave Eagle" and "Champion" for syndication. Already set for syndication are reruns of "The Search" and "My Favorite Husband."



EVERYBODY LOVES THIS TV VERSION OF

HANS CHRISTIAN ANDERSEN'S *Immortal*

"THE LITTLE MATCH GIRL"

featuring

A cast of 60 actors and dancers, a full symphony orchestra, and a ballet company.

See what satisfied stations and sponsors have said:

KLAS-TV, Las Vegas, Nev. "Sponsor very pleased with response to LITTLE MATCH GIRL."

WSYR-TV, Syracuse, N. Y. "Sponsor delighted with LITTLE MATCH GIRL—mail and phone response amazing."

Advertising Agency, Boston, Mass. "MATCH GIRL very successful... rerun show by public demand."

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



recorded program services

RADIO CORPORATION OF AMERICA
RCA VICTOR RECORD DIVISION

155 East 24th Street, New York 10, N. Y.
Murray Hill 9-7200

Desilu Mapping 50% Hike in Production

Firm May Handle 12 Shows Next Season; Pilots Under Way; First Is 'Whirlybirds'

HOLLYWOOD, Dec. 3.—Desilu Productions plans approximately a 50 per cent increase in its film activities next season. Martin Leeds, executive vice-president, said this week that the company may handle as many as 12 shows next season, as compared to seven this year.

Desilu has already started prepping pilots for the potential new programs, the first one to roll December 12. This is "Whirlybirds," story dealing with helicopter exploits, which is being done in collaboration with CBS-TV. Property, created by Art and Joe Napoleon, will star Ken Toby and Craig Hill under Lew Landers' direction.

Another show, "Fast Freight," created by Leeds himself, will probably feature Kennan Wynn and Tom D'Andrea in the leads in a story about truckers. Gayle Gitterman will produce the John O'Hanlon script which is being done for ABC.

Desilu is working on one pilot, titled "Black Arrow," for National Telefilm Associates. The Western mystery was created by Ralph and Doris Rose and Charles Smith.

"Father Duffy of Hell's Kitchen," to be filmed by Desilu in conjunction with Bishoff-Diamond, will star Lloyd Nolan and Steve Fisher in the tale of a New York priest.

Desilu has also taken up the option on its contract with the Whiting Sisters and Mabel Albertson, and will probably revive the Whiting series in the summer or fall.

Altogether, according to Leeds, between five and eight pilots will be filmed. Desilu now owns all or part of two series it produces—"I Love Lucy" and "December Bride," and Leeds said he expects to raise that total to about five.

In addition, the company will shoot at least three pilots for outside firms. This year it is handling below-the-line production on five programs.

Total of Radio, TV Revenue Hit \$1,000,000,000 in '54

WASHINGTON Dec. 3.—The grand total of all revenue for radio and television in the calendar year of 1954 passed the \$1,000,000,000 mark for the first time, the Federal Communications Commission says in its latest financial report for the industry. Other 1954 firsts: TV revenue (from the sale of time, talent and program materials to advertisers) topped radio for the first time, with a total of \$593,000,000 against radio's \$449,000,000. Radio showed no increase in revenue for the first time in 16 years.

To add insult to injury, young TV's 1954 take topped radio's all-time high of \$475,000,000 in 1953. TV revenues went up 37 per cent over 1953 while radio's sank 5 per cent. The story was repeated

in profits. Out of total radio and TV profits of \$132,000,000 in 1954 (up 7.4 per cent above 1953), TV got \$90,000,000, while radio profits were only \$42,000,000, before taxes.

TV networks, including their 16 owned and operated stations, took in \$306,700,000, over half the total TV revenue, while 394 other TV stations got the remaining 48 per cent, \$286,000,000. Of these independents, the 92 non-net pre-freeze stations snagged 79 per cent of the take: \$201,000,000. In striking contrast, network radio, including its 21 owned and operated stations, took only 20 per cent of the total industry revenue, while the 2,577 independents got 80 per cent—\$361,000,000 as against the nets \$89,000,000.

Time sales in television accounted for \$452,000,000 (76 per cent) of the revenue, with \$141,000,000 coming from sales of talent, program material and production. In radio, the time sales rang up a monumental 90 per cent of total revenue, jingling \$404,000,000, while talent and program sales only chalked up \$45,000,000.

Time Sales

FCC's breakdown of 1954 time sales by category in TV (before commissions to agencies and representatives) shows \$241,000,000 (45 per cent) coming from network time sales to national advertisers, \$177,000,000 (33 per cent) from non-net national advertising and the remaining 22 per cent,

(Continued on page 17)

Official Reaps National Chain In Erwin Push

NEW YORK, Dec. 3.—The first big deal to derive from Official Film's recent promotion of "Trouble With Father" to major food chains occurred this week in St. Louis. Beginning December 12, the National Food Center Stores, the local subsidiary of the National Tea Company, will sponsor the Stu Erwin show on KSD-TV, Monday, Wednesday and Friday, 1-1:30 p.m. For the same slot on Tuesday, Thursday and Saturday, Official sold the supermarket the June Havoc comedy, "Willy."

National, which is the 11th largest retail operation in the country and the fifth largest food chain, did not ask for Official's help in making co-op sales, which the distributor is offering in this promotion. But it will get benefits from Official's plan anyhow, since the distributor is sending notification of the deal to all time buyers on food accounts.

The St. Louis deal turned still better for Official, since the food chain's agency, Rutledge & Lilienfeld, bought "My Little Margie" for another account, Pevely Dairy, for stripping in the 1:30-2 p.m. slot.

In a deal paralleling its food chain promotion, Official is helping with presentations for co-op money for the Katz Drug chain, which bought a group of Official shows for Kansas City and St. Louis. In the latter market, Katz put three mystery series back to back in a late Saturday night berth, replacing feature films. Katz bought "Secret File USA" and "Dateline Europe."

"PASSPORT TO DANGER"

#1 in U.S.*

FLASH! The Mennen Company has just ordered "Passport to Danger" for 30 key markets—adding to the 100-plus already sold.

Still available—first run of these exciting half-hour adventures in over 150 markets.

Other prestige sponsors include—

- Anheuser Busch, Inc.
- Sears-Roebuck Co.
- Wise Potato Chip Co.
- Thom McAn Shoes
- Strietmann Biscuits Co.
- Donovan Coffee Co.
- Blatz Brewing Corp.
- Welch Grape Juice Co.
- Socony Mobil Oil Co.
- Pearl Brewing Co.

NOVEMBER 19, 1955

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

Pulse Top 25 Non-Net Shows

September Rating of Leading Film Shows

Rank	Show & Distributor	Avg. Sept. Rating
1.	Passport to Danger (ABC)	15.0
2.	Douglas Fairbanks Presents (ABC)	14.1

ABC FILM SYNDICATION, INC.

NEW YORK
10 E. 44 St.
SU 7-5000

CHICAGO
20 N. Wacker Dr.
AN 3-0800

HOLLYWOOD
1539 N. Vine St.
HO 2-3141

DALLAS
3123 McKinney Ave.
RA 6302

ATLANTA
267 Colonial Homes
Dr. N.W. • EM 4621

SAN FRANCISCO
277 Golden Gate Ave.
UN 3-0077

NEW ENGLAND
Reed St.
Western Circle
Westfield, Mass.
LO 2-3487

FOR A SQUARE DEAL call

CIRCLE

FILM LABORATORIES
COLUMBUS 5-2180

A Complete Motion Picture Lab
Serving the Industry
OVER A DECADE

33 WEST 60th ST. NEW YORK 23 N.Y.

SUDS IN ITS MOUTH!

TV Industry Keeps Its Programs Clean by Careful Self-Censorship

• Continued from page 1

evolves howls of protest even when she appears in a dress reaching to her chin because she has so much in so many right places. Tight treader pants with slit skirt are discouraged, altho they have been used.

You can't "keep a blonde" on NBC. To indicate that a character is in an opium den is, however, all right. The opinion is that the remark "hats give men a little something more to play with above the table" is not acceptable, even tho it was accidentally aired.

Foreign features provide some of the major problems on sex. If one of these doesn't seem to quite fit together when it gets on TV, the chances are that a bedroom scene was snipped here and there. The same holds true for old silent movies wherein it was common for a guy to wrestle a gal on a couch

or pick her up and shake her upside down.

Live Quizzes a Problem

Live quiz shows have been a big problem because audience participants are likely to say anything. Consequently, most are now filmed and then censored. The most hilarious parts of the Groucho Marx Show, 60 minutes of which is shot, often remain in the cutting room.

Dramas which go on the air after 9 p.m. are likely to be considerably more adult than those on earlier. The reason is that censors figure that by that time all the kids are in bed, and after 9 o'clock permit considerably more latitude in content.

What goes or doesn't go also depends considerably on the program. "Medic," for example, uses incidents and terminology that would make the Johnson Office blush deep red. Yet criticism from viewers is practically nil.

There is no subject absolutely taboo. Narcotics, for instance, can be treated as long as the program tends to discourage rather than encourage their use.

Sponsors tend to shy away from portraying Negroes in any but the standard roles, because they feel it will hurt their sales in the South. Again, however, exceptions are made.

Exposing a religion or race to ridicule is prohibited. An interesting recent ruling is that freedom of religion on the air includes the right to express atheistic beliefs. Minorities present another censorship headache.

The heavy, for instance, has traditionally been a "swarthy character," but the Latins are objecting and there is now an attempt to

diversify the onus. The A.M.A. squawks at the word "quack." When a joke is made about the inefficiency of plumbers, or the like, the plumbers' union rises in wrath. Some producers have a penchant to overemphasize the religious bodies or fraternal organizations to which they themselves belong, and censors have learned to keep a close watch on this.

Minorities, it's agreed, generally have a tendency to be overly sensitive. So far, however, there's been no complaint about the cop always being Irish.

There's almost no objection to alcohol in programming content. Showing a drunk, however, is not permitted unless it's done in slapstick fashion or to depict the evils of over-imbibing. Scenes with liquor are generally abstained from in kid programs and those slanted at women.

Okay Depends on Sponsor

Again, just what is specifically okayed depends a great deal on the sponsor. Some beer advertisers feel cocktail drinking is all right. Others think that hard liquor is a competitor, and if an actor is shown quenching his thirst it shouldn't be with anything but beer. One wouldn't allow a cup of coffee to be seen. Coffee, he believes, is a substitute for beer.

Sponsors and continuity acceptance departments have both become brutality conscious during the past year or two. The general rule is whether or not a specific act is necessary for plot. Since much of the programming on TV still depends on Joe Blow being gifted with a hole in the head, brutality continues to be a problem.

(Continued next week)

New KHJ-TV Programming Goes Vidfilm

HOLLYWOOD, Dec. 3.—A second Los Angeles independent station has decided to build its programming around TV film. According to John Reynolds, general manager of KHJ-TV, the outlet is entering the market for top syndicated properties.

The General Teleradio-owned channel this week made the first of these purchases, buying "A Man Called X" from Ziv-TV. This is Ziv's winter series, and, with first-run properties expected to be extremely difficult to get until next fall, many local observers expressed surprise that KTTV, traditionally the independent TV film station, allowed the show to slip away.

With KHJ-TV now in the market, however, bidding apparently has become extremely spirited. Reynolds states that he would rather pay a premium for top syndicated shows than obtain just an ordinary property for less.

The station is planning to program syndicated film from 8-9 p.m. nightly, Monday thru Friday. From 7 to 8 p.m. will go the Austry-Rogers features bought from MCA. The 9 to 10:30 slot will continue to be filled by feature movies.

The station previously has concentrated heavily on features—it ran the Bank of America pictures—and sports, but, according to Reynolds, will now aim for a more diversified audience.

The move may push the price of syndicated shows to a new high in Los Angeles, where, relatively, they have already been far above those in any other market.

'HEALTHY PATH AHEAD'

Kaufman Warns Guild Staff on Pessimism

NEW YORK, Dec. 3.—Don't be scared by the prophets of gloom in the TV film business, Reub Kaufman, president of Guild Films, declared this week in a statement timed for a special meeting yesterday and today of the entire Guild staff.

Kaufman stated, "Without doubt the time is past due for re-evaluating and re-examining some of the trends which the industry has been following. Contrary to the thinking of some of the writings I've been reading, our own studies have led us to believe there is a healthy path ahead for those film producers and distributors who have the business acumen required to understand the industry's problems and to solve them."

He continued, "Tougher competitive conditions don't mean that an

industry like ours has to fall apart. When wasn't it tough to do business? For example, failure was predicted for Guild Films when we started a little over three years ago, but we forged ahead anyway. Despite the pessimists, we anticipated then a steady growth, and we look forward now with even greater confidence in the future of the industry."

He said that the annual statement for the fiscal year ending November 30 is expected to show that Guild has about \$2,250,000 in working capital. He told the staff that several new series for release in 1956, produced by both Guild and outsiders, in Hollywood, New York and Europe, will be revealed as soon as schedules are set.

TCF-TV to Up Output in '56 Via New Skeins

HOLLYWOOD, Dec. 3.—TCF-TV, the 20th Century-Fox television subsidiary, will step up output to between five and seven series next season and will generally pattern itself after the Screen Gems operation, Irving Asher, the new general manager of the company, said this week.

TCF-TV has also entered into commercial production, turning out three spots for General Electric. An expansion is on tap in this field also, according to Asher, altho there has been no thought given yet as to whether a separate commercial division will be formed.

Similarly, he stated, how second runs of the company's product are to be handled is a New York decision. However, there are some definite indications that syndication is being thought of, since Asher said the company will not always expect to make a profit on the first run.

All of the new shows would be for fall start, the negotiations have begun already. One definitely will be "My Friend Flicka," of which several segments are already in the can.

TCF-TV has found out, Asher reported, that it's best in many ways for a company to do more than one or two series. It's also been decided not to rent out space to other companies on the lot, but to make it completely a Fox operation.

One plan now being considered is to try out Fox motion picture properties on television first to see how they're received. Asher declared that a new format is being sought to plug motion pix on the "Twentieth Century-Fox Hour," results to date having been unsatisfactory.

Offer 2 New Web Reruns

NEW YORK, Dec. 3.—Two more former network film shows this week are being considered for re-run syndication. The William Morris Agency is understood to be talking to distributors about handling rerun sales of "Dear Phoebe," starring Peter Lawford and Marcia Henderson, and "Hey Mulligan," starring Mickey Rooney. Both were on NBC-TV last season.

The Morris office is said to be asking a stiff guarantee for them. If deals jell on these two, there will be a total of 45 re-issue series in syndication.

Fogel to Film 'Express' Pilot

HOLLYWOOD, Dec. 3.—Pilot film of "Pony Express," TV series based on the records of the United States Post Office, Wells-Fargo, and the like, has been scheduled for January production by Syd Fogel.

Fogel, assistant director of the "Wyatt Earp" series, has signed Don Haggerty to play the lead in the new show.

IN MEMPHIS

NTA Story Gets Public Response

NEW YORK, Dec. 3.—In the one known instance of a TV film distributor taking its sales story right to the public, the results seem to have been worth while. In August, National Telefilm Associates ran an ad in The Memphis Commercial Appeal asking readers to write in their opinions of its "Fabulous Forty" feature film package. This week NTA declared that it had received 874 replies from Memphis TV viewers, and it claimed to be close to a sale in that market.

According to NTA's analysis of the replies, the bulk of the writers welcomed the 13 titles that were listed in the ad as a relief from old movies and reruns.

NTA said a number of respondents also asked for earlier slotting of feature films, but it had no accounting of exactly how many made this point.

UPA Shifts Half Of Prod. West

HOLLYWOOD, Dec. 3.—UPA will shift approximately half of its commercial production from New York to Hollywood, Stephen Bosustow, the company's president, said today. In the past the animation firm has confined its commercial operation largely to New York, turning out spots in Hollywood only when lags in entertainment shorts and industrial films occurred.

UPA, thereby, follows the Westward trend in the movement of commercial production from New York to Hollywood. The firm plans to have about 30 employees in its West Coast commercial film department.

Cine-Vue Sets Christmas Pic

NEW YORK, Dec. 3.—Cine-Vue has made up a special one-hour Christmas film from seven subjects in its library.

Titled "Christmas Film Festival," it consists of five cartoons with such titles as "Santa's Arrival" and "Christmas Up North" and two live action films.

Frank Smith, sales manager, says he sold it in four stations this week via a one-minute trailer and that the Vitapix Corporation is recommending it to its members.

UM&M Nears 170 Cartoons

NEW YORK, Dec. 3.—UM&M was this week reported to be close to taking over distribution of the group of 170 Walter Lantz cartoons from Matty Fox. This would probably give UM&M the biggest bundle of cartoons in the business, since it just acquired a big load in its deal with Paramount.

The Lantz cartoons are the only product Fox kept under his own wing when he took Motion Pictures for Television out of the distribution business last year, turning the half-hour series over to UM&M and the features over to Guild Films.

CISCO KID 28.9*



BALTIMORE, ARB*, March, 1955

In only eight months, ZIV-TV'S CISCO KID, starring Duncan Renaldo, leaps in Baltimore favor from 7.3 in August 1954 to 28.9 in March 1955,

ARB* . . . topping other favorite shows like Comedy Hour, Loretta Young, U. S. Steel Hour, etc.



To build a big TV audience faster, get in touch with . . .

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'X' Indicates Ziv Is Sticking To Steady Release Pattern

NEW YORK, Dec. 3.—Despite the apparent tightening of the syndication market, a situation that is expected to cause fewer shows to be put into full production without prior regional sales, Ziv-TV seems determined to pursue a steady release schedule come what may. This was indicated this week when Ziv began promoting syndication sales of "The Man Called X," which is probably scheduled for debut in January or February.

Ziv put the show into full production as soon as star Barry Sullivan completed his stint on "The Caine Mutiny Court Martial" on CBS-TV two weeks ago (November 19). As far as could be learned, Ziv did not at that time have any sponsors signed.

"Man Called X" will be Ziv's second release this season. The timing almost exactly duplicates the schedule the firm followed last season, when it brought out three new shows, fall, winter and spring. This suggests two possibilities in Ziv's planning for future first-run syndication: Either it hopes to buck the bearish trend with a pattern of three new releases a year, or it is trying to get a jump on the spring selling competition.

Over the three previous seasons, Ziv has upped its release schedule on first-run syndication at the rate of one a year.

In the 1952-'53 season, it broke one new series, "Favorite Story," which had its debut in September. The next season, 1953-'54, it had a spring as well as a fall debut. "I Led Three Lives" bowed in September, and "Mr. District Attorney" bowed in April, 1954.

The next season Ziv added a winter release, bringing the total for the season up to three. It opened the season with "Meet Corliss Archer," which had its debut in October, 1954. Then, in January, 1955, "The Eddie Cantor Comedy Theater" bowed. This

April "Science Fiction Theater" was Ziv's first-run promotion.

1951-'52 Shows

Prior to this line of development, in the 1951-'52 season Ziv also made three releases. But the timing was only a rough approximation of last year's pattern. And none of those shows, made when syndication was truly in its infancy and Ziv was without any real competition, went past their first year.

The first show that season was "Story Theater," which went on in July, 1951. In December "Boston Blackie" broke. And in March, 1952, it was "The Unexpected."

Ziv is understood to have completed four episodes of "The Man Called X" so far.

TPA to Cast Sponsor Salesman in 'Annie'

NEW YORK, Dec. 3.—Network sponsors, in refusing to let themselves get too deeply involved in program production, have often been at pains to get some degree of integration for their commercial message. Now Television Programs of America has come up with a sales gimmick on its new "Tugboat Annie" show that will in effect allow the sponsor to write his own salesman into the show.

TPA is telling top advertisers that it is reserving a major supporting role in the scripts for a personality of the sponsor's choice, be it man or woman. The merchandising possibilities of such an arrangement are vast, according to TPA. If the sponsor ties the personality up in a suitable contract, it can use him not only for the commer-

cials on the "Tugboat" show, but to imprint its identification on all its advertising and use him for dealer promotions to boot. This can be particularly valuable to an advertiser riding spectaculars, where it is often difficult for the individual sponsor to imprint its identification.

TPA is taking the usual step of making this pitch in a full page ad on the back of The New York Times next Wednesday (7). The ad is headed: "This important advertisement is addressed to the following men . . ." It goes on to name the heads of 22 top advertisers and the three networks.

TPA is farming out the filming of "Annie" to Chertok Productions. The leads for the show have still not been cast, a problem that TPA has been working on for some time.

WCBS Adds 8 Associated Artist Films

NEW YORK, Dec. 3.—WCBS-TV this week added eight first-run features to its roster by closing a deal with Associated Artists. The features are slated for airing on the outlet's "Late Show" and "Early Show" stanzas.

Included in the package are the following features: "The Star," "Close-Up," "Lost Boundaries," "Tangier Assignment," "Open Secret," "Man From Planet X," "Donovan's Brain" and "Captain Blackjack."

Sterling 'Bowling' Sells in 17 M'kts.

NEW YORK, Dec. 3.—Sterling Television has sold its hour-long "Bowling Time" in 17 markets five weeks after sending out the first audition prints.

Bavarian Beer took the show in a three-market spread in Cincinnati, Dayton and Columbus, O.



They talk of Pigeons and Glitch

"Pigeons" are not birds to a Bell System technician. They are impulse noises causing spots which seem to fly across the TV picture. And when he talks of "glitch" with a fellow technician, he means a low frequency interference which appears as a narrow horizontal bar moving vertically through the picture.

It is important that our technicians can describe the quality of their signals in terms which mean the same to Bell System technicians in television operating centers along the line.

They continually check their monitors and

oscilloscopes to guard the quality of the signal as it wings across the nation. If one of them notes any defect in the picture, he may want to compare the signal he is receiving with those received by monitors back along the line. It is important that they talk a uniform language with precise definitions. That way they quickly isolate the point of interference and correct it.

This teamwork along Bell System lines is another item which assures the network that the signals represent the best possible service that Bell System ingenuity can provide.



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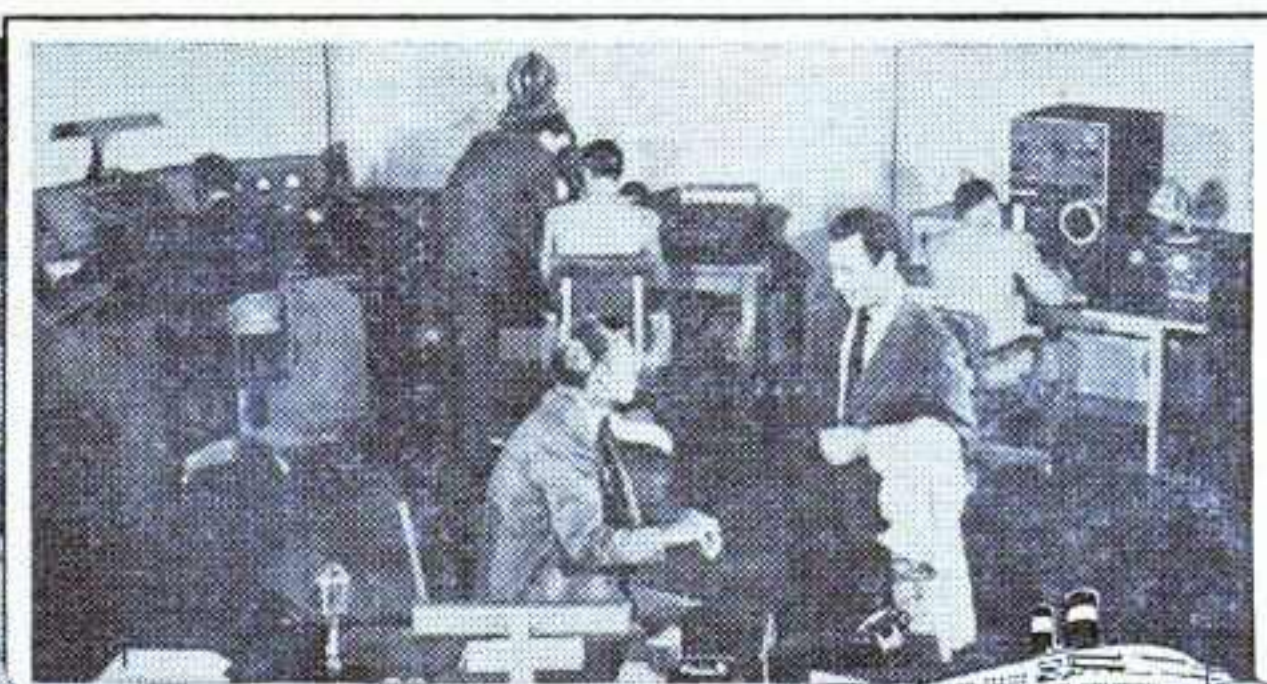
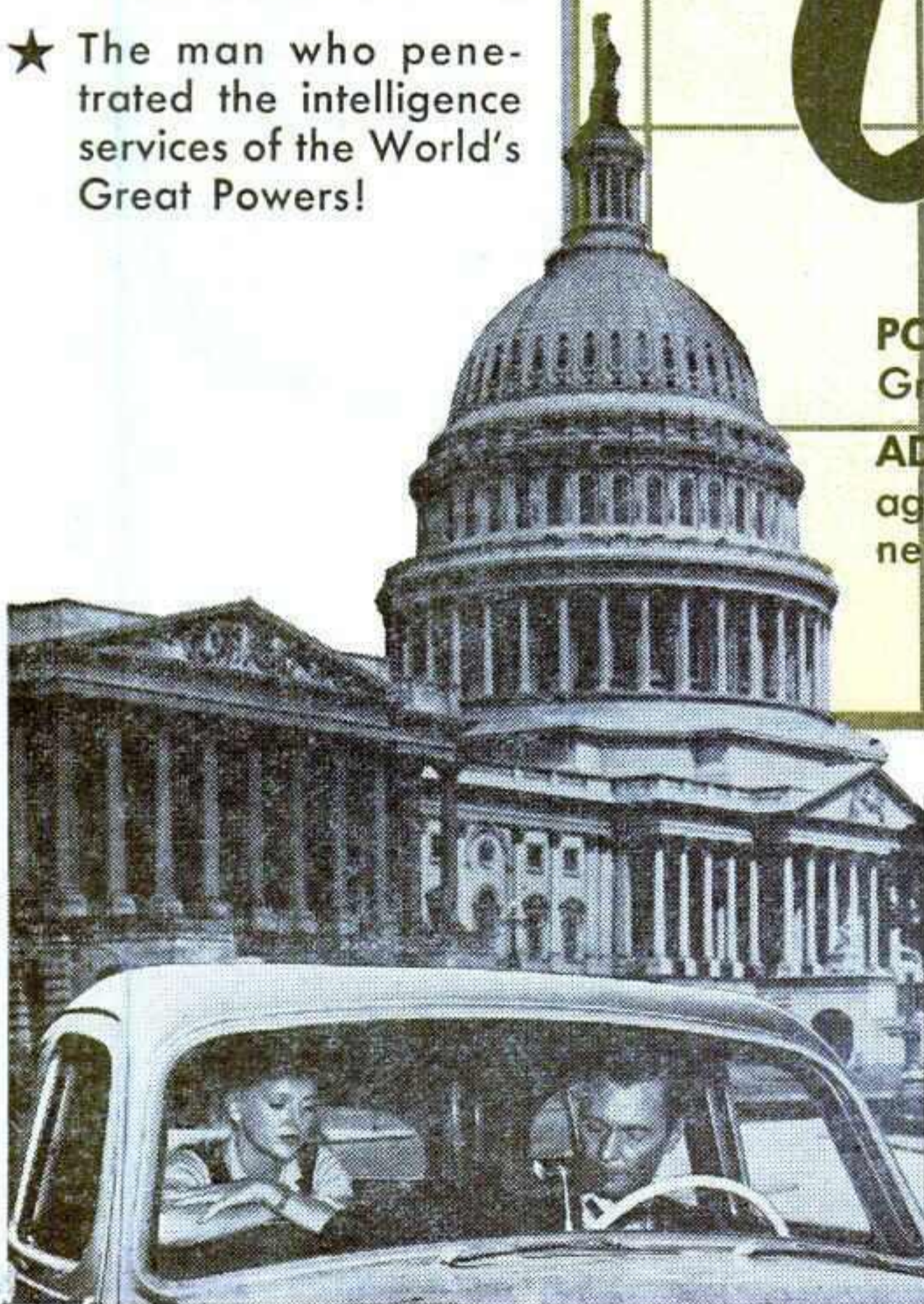
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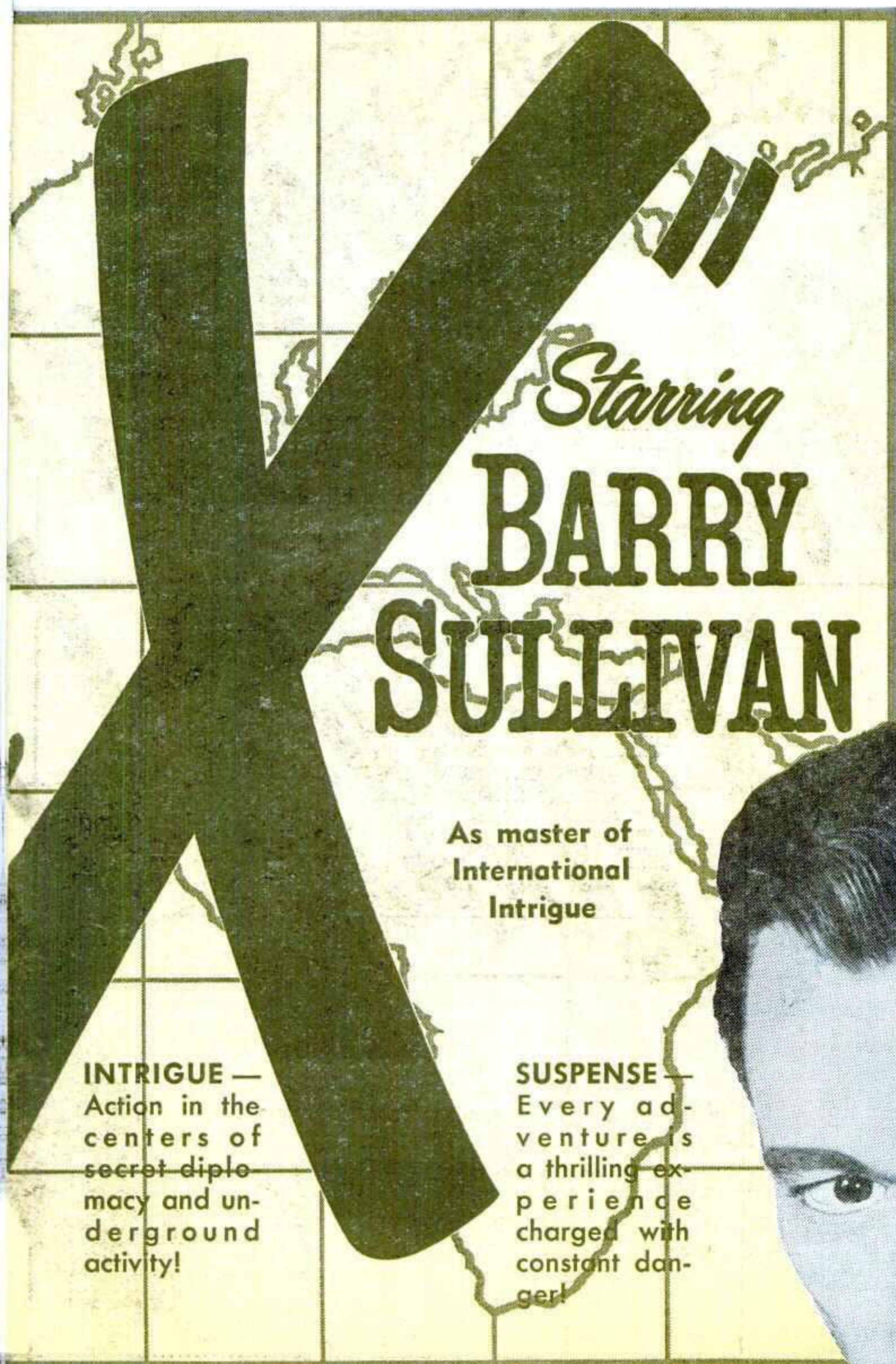
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NETWORK & LOCAL PROGRAMS - NATIONAL SPOT CAMPAIGNS - TV FILM PROGRAMS - COMMERCIALS IN PRODUCTION

TV Program and Time-Buying Guide

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

The Billboard Scoreboard

NETWORK TV PROGRAMS

ARB Audience Composition Studies

Web Quiz & Panel Shows

OCTOBER RATINGS		
Rank	Show, Sponsor & Web	Rating
1.	\$64,000 Question, Revlon (CBS)	60.0
2.	You Bet Your Life, De Soto (NBC)	37.6
3.	I've Got a Secret, R. J. Reynolds (CBS)	36.4
4.	Two for the Money, P. Lorillard (CBS)	30.2
5.	People Are Funny, Paper-Mate, Toni (NBC)	24.0
6.	Truth or Consequences, P. Lorillard (NBC)	23.4
7.	Beat the Clock, Sylvania (CBS)	21.5
8.	Break the Bank, Dodge-Chrysler (ABC)	20.1
9.	Dollar a Second, Mogen-David (ABC)	18.0
10.	Masquerade Party, Knomark, Pharmaceuticals, Inc. (ABC)	17.3

AMONG MEN		
Rank	Show, Sponsor & Web	Men Per Set
1.	Life Begins at Eighty, Pharmaceuticals, Inc. (ABC)	.98
1.	Break the Bank, Dodge-Chrysler (ABC)	.98
3.	Big Surprise, Speidel, Purex (NBC)	.96
4.	People Are Funny, Paper-Mate, Toni (NBC)	.95
5.	Chance of a Lifetime, Emerson Drug (ABC)	.92
6.	Two for the Money, P. Lorillard (CBS)	.91
7.	\$64,000 Question, Revlon (CBS)	.89
8.	Truth or Consequences, P. Lorillard (NBC)	.85
9.	Stop the Music, Quality Goods (ABC)	.84
10.	Penny to a Million, Brown & Williamson, Sheaffer Pen (ABC)	.83

AMONG WOMEN		
Rank	Show, Sponsor & Web	Women Per Set
1.	Life Begins at Eighty, Pharmaceuticals, Inc. (ABC)	1.34
2.	Chance of a Lifetime, Emerson Drug (ABC)	1.29
3.	Break the Bank, Dodge-Chrysler (ABC)	1.27
4.	Two for the Money, P. Lorillard (CBS)	1.24
5.	Big Surprise, Speidel, Purex (NBC)	1.21
6.	Stop the Music, Quality Goods (ABC)	1.20
6.	People Are Funny, Paper-Mate, Toni (NBC)	1.20
8.	I've Got a Secret, R. J. Reynolds (CBS)	1.16
8.	Down You Go, Amer. Home Prod., Procter & Gamble, Western Union (ABC)	1.16
10.	Dollar a Second, Mogen-David (ABC)	1.15

AMONG CHILDREN		
Rank	Show, Sponsor & Web	Children Per Set
1.	Beat the Clock, Sylvania (CBS)	.95
2.	Dollar a Second, Mogen-David (ABC)	.83
3.	People Are Funny, Toni, Paper-Mate (NBC)	.79
4.	Two for the Money, P. Lorillard (NBC)	.57
4.	Truth or Consequences, P. Lorillard (NBC)	.57
4.	Penny to a Million, Brown & Williamson, Sheaffer Pen (ABC)	.57
7.	I've Got a Secret, R. J. Reynolds (CBS)	.55
8.	Name That Tune, Whitehall (CBS)	.52
8.	You Bet Your Life, De Soto (NBC)	.52
10.	Stop the Music, Quality Goods (ABC)	.51

LATEST NETWORK RATINGS

Pulse Top 10 TV Web Shows

(October, 1955)
* Indicates Film

Rank	Program & Web	Oct. Rtg.
1.	\$64,000 Question (CBS)	53.4
2.	Ed Sullivan Show (CBS)	37.9
3.	*I Love Lucy (CBS)	36.9
4.	*Groucho Marx (NBC)	34.2
5.	Shower of Stars (CBS)	30.9
6.	*Honeymooners (CBS)	30.4
7.	George Gobel (NBC)	29.9
8.	*Burns & Allen (CBS)	28.5
9.	*December Bride (CBS)	28.2
10.	Lux Video Theater (NBC)	27.8

Pulse Top 10 Multi-Weekly Shows

(October, 1955)
* Indicates Film

Rank	Program & Web	Oct. Rtg.
1.	*Mickey Mouse Club (ABC)	14.4
2.	Guiding Light (CBS)	10.8
3.	Love of Life (CBS)	10.6
3.	Howdy Doody (NBC)	10.6
4.	Pinky Lee (NBC)	10.1
4.	Search for Tomorrow (CBS)	10.1
6.	CBS News (CBS)	9.9
7.	News Caravan (NBC)	9.6
8.	Big Payoff (CBS)	9.4
9.	Arthur Godfrey (CBS)	9.1
9.	Strike It Rich (CBS)	9.1

ARB Top Shows Among Kids

How Network Shows Rated Among Children in October

This weekly audience composition analysis shows the relative popularity 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	Children Per Set	Avg. Oct. Rating
1.	*Mickey Mouse Club, Partic. (ABC)	1.92	14.3
2.	*Commando Cody, General Foods (NBC)	1.79	10.5
3.	Uncle Johnny Coons, Lever Bros. (CBS)	1.77	6.2
4.	Barker Bill's Cartoons, Gen'l Mills (CBS)	1.74	3.7
5.	Paul Winchell, Sust. (NBC)	1.70	10.4
5.	*Disneyland, Derby, Amer. Motors (ABC)	1.70	35.6
7.	Howdy Doody, Partic. (NBC)	1.67	9.2
8.	*Tales of the Texas Rangers, Gen'l Mills (CBS)	1.65	12.5
9.	Winky Dink and You, Ideal Toy (CBS)	1.63	5.2
10.	*Captain Midnight, Wander Co. (CBS)	1.61	8.7
11.	*Wild Bill Hickok, Kellogg (CBS)	1.60	10.9
12.	*Rin Tin Tin, National Biscuit (ABC)	1.53	23.7
13.	Pinky Lee, Partic. (NBC)	1.51	7.7
14.	Ding-Dong School, Sust. (NBC)	1.48	5.7
14.	*Roy Rogers, Gen'l Foods (NBC)	1.48	18.7
16.	Mr. Wizard, Sust. (NBC)	1.45	6.9
16.	*Lone Ranger, Gen'l Mills (CBS)	1.45	9.8
18.	*Lone Ranger, Amer. Dairy (ABC)	1.43	16.4
19.	Super Circus, Chunky Alt. (ABC)	1.41	8.3
20.	Big Top, National Dairy (CBS)	1.38	14.7
21.	*Lassie, Campbell Soup (CBS)	1.34	22.6
22.	*Captain Gallant, H. J. Heinz (NBC)	1.29	10.7
23.	*Robin Hood, Johnson & Johnson, Wildroot (CBS)	1.21	21.0
24.	*Gene Autry, Wrigley (CBS)	1.10	11.5
25.	*Topper, Standard Brands (ABC)	1.08	12.1

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

Syndicated Film Westerners

SEPTEMBER RATINGS		
Rank	Show & Distrib.	Avg. Sept. Rtg.
1.	Annie Oakley (CBS)	10.6
2.	Hopalong Cassidy (NBC)	10.4
3.	Cisco Kid (Ziv)	10.0
3.	Wild Bill Hickok (Flamingo)	10.0
5.	Death Valley Days (Pacific-Borax)	9.1
6.	Range Rider (CBS)	8.3
7.	Stories of the Century (Hollywood)	7.9
8.	Gene Autry (CBS)	7.3
9.	Steve Donovan, Western Marshal (NBC)	6.8
10.	Kit Carson (Coca-Cola)	5.5

AMONG MEN		
Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Death Valley Days (Pacific Borax)	.81
2.	Hopalong Cassidy (NBC)	.69
2.	Stories of the Century (Hollywood)	.69
4.	Gene Autry (CBS)	.58
5.	Range Rider (CBS)	.55
6.	Kit Carson (Coca-Cola)	.54
7.	Cisco Kid (Ziv)	.52
8.	Cowboy G-Men (Flamingo)	.46
9.	Wild Bill Hickok (Flamingo)	.41
10.	Annie Oakley (CBS)	.36

AMONG TEENS		
Rank	Show & Distrib.	Teens Per 100 Homes Tuned In
1.	Kit Carson (Coca-Cola)	.29
2.	Cisco Kid (Ziv)	.28
3.	Steve Donovan, Western Marshal (NBC)	.27
4.	Range Rider (CBS)	.26
5.	Annie Oakley (CBS)	.24
5.	Cowboy G-Men (Flamingo)	.24
5.	Death Valley Days (Pacific Borax)	.24
5.	Gene Autry (CBS)	.24
5.	Wild Bill Hickok (Flamingo)	.24
10.	Hopalong Cassidy (NBC)	.22

AMONG WOMEN		
Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Stories of the Century (Hollywood)	.79
2.	Death Valley Days (Pacific Borax)	.72
3.	Hopalong Cassidy (NBC)	.59
4.	Gene Autry (CBS)	.57
5.	Annie Oakley (CBS)	.56
6.	Cowboy G-Men (Flamingo)	.42
6.	Kit Carson (Coca-Cola)	.42
8.	Range Rider (CBS)	.40
9.	Cisco Kid (Ziv)	.33
10.	Steve Donovan, Western Marshal (NBC)	.30
10.	Wild Bill Hickok (Flamingo)	.30

AMONG CHILDREN		
Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Annie Oakley (CBS)	102
2.	Steve Donovan, Western Marshal (NBC)	95
3.	Range Rider (CBS)	94
4.	Hopalong Cassidy (NBC)	93
5.	Wild Bill Hickok (Flamingo)	91
6.	Cowboy G-Men (Flamingo)	89
6.	Gene Autry (CBS)	89
6.	Kit Carson (Coca-Cola)	89
9.	Cisco Kid (Ziv)	88
10.	Death Valley Days (Pacific Borax)	49

VIEWERS/100 HOMES		
Rank	Show & Distrib.	Viewers Per 100 Homes Tuned In
1.	Hopalong Cassidy (NBC)	234
2.	Gene Autry (CBS)	228
3.	Death Valley Days (Pacific Borax)	226
4.	Annie Oakley (CBS)	218
5.	Range Rider (CBS)	215
6.	Kit Carson (Coca-Cola)	214
7.	Cowboy G-Men (Flamingo)	201
7.	Cisco Kid (Ziv)	201
9.	Stories of the Century (Hollywood)	192
10.	Wild Bill Hickok (Flamingo)	186

Pulse Top Pix Among Kids

How Non-Net Films Rate Among Children in September

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

Rank Order	Title and Distributor of Series	Kids Per 100 Homes	Avg. Sept. Rating
1.	Annie Oakley (CBS)	102	10.6
2.	Little Rascals (Interstate)	99	11.1
3.	Ramar of the Jungle (TPA)	98	7.1
3.	Abbott and Costello (MCA)	98	7.6
5.	Steve Donovan, Western Marshal (NBC)	95	6.8
6.	Range Rider (CBS)	94	8.2
7.	Hopalong Cassidy (NBC)	93	10.4
7.	Superman (Flamingo)	93	10.9
9.	Wild Bill Hickok (Flamingo)	91	10.0
9.	Captain Z-R (Atlas)	91	5.8
11.	Cowboy G-Men (Flamingo)	89	3.7
11.	Gene Autry (CBS)	89	7.3
11.	Kit Carson (Coca-Cola)	89	5.5
14.	Cisco Kid (Ziv)	88	10.0
14.	Laurel and Hardy (Governor)	88	9.1
16.	Badge 714 (NBC)	82	10.5
17.	Soldiers of Fortune (MCA)	81	10.0
18.	Death Valley Days (Pacific Borax)	49	9.1
19.	Meet Corliss Archer (Ziv)	44	11.5
20.	Your All Star Theater (Screen Gems)	41	4.3
21.	Joe Palooka (Guild)	39	6.1
22.	China Smith (NTA)	34	5.1
22.	Boston Blackie (Ziv)	34	9.4
24.	I Led Three Lives (Ziv)	33	12.3
25.	Amos 'n' Andy (CBS)	32	9.2

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

New TV Spot Campaigns

Future National Spot Drives— Contracts Being Signed Now

Deals Set During Two Weeks Ending November 26

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

NATIONAL SUMMARY

(Campaigns placed in more than one region)

Product and Advertiser	Product and Advertiser
Amm-I-Dent Powder & Paste, Block Drug	Marlboro Cigarettes, Philip Morris Co.
Bobbi Home Wave, Toni Co.	Mound Candy Bars, Peter Paul
Carlings Beer, Standard Brewing	Rolaids Antacid Products, American Chicle
Columbia Bicycles, Westfield Mfg.	Saginaw Power Steering Div., General Motors
Dentyne Gum, American Chicle	Salad Mixer, Grant Co.
Hacksaw, Grant Co.	Snow Crop Frozen Foods, Minute Maid Corp.
Kellogg's Shredded Wheat, Kellogg Co.	Studebaker Autos, Studebaker Division
Le High Acres, Grant Co.	Super Lanolin, Charles Antell
Le High Acres, Ratner Promotions	Wheat & Rice Honies, National Biscuit
Lionel Toy Electric Trains, Lionel Corp.	

REGIONAL SUMMARIES

Eastern

Bobbi Home Wave, Toni Co.
Campbell's Soups & Food Products, Campbell Soup Co.
Cheese, Armour & Co.
Fanny Farmer Candies, Fanny Farmer Candy Shops, Inc.
Florida Valencia Oranges, Florida Citrus Commission
Ford Cars, Ford Motors
Four-Way Cold Tablets, Grove Laboratories
Griffin Shoe Polish, Griffin Mfg.
Habitant Soups, Habitant Soup Co.
Kellogg's Shredded Wheat, Kellogg Co.
Kraft Orange Juice, Kraft Foods
Ladies Home Journal, Curtis Publishing
Le High Acres, Ratner Promotions
Lionel Toy Electric Trains, Lionel Corp.
Meats, John Wonnell & Co.
Miller High Life Beer, Miller Brewing
Minute Maid Orange Juice, Minute Maid Corp.

Miss Wisconsin Cheddar Cheese, Armour & Co.
Nestle's Instant Coffee, Nestle Co.
One-Pie Pie Filling, Medomake Canning Co.
Pertussin, Seck & Kade, Inc.
Philip Morris Cigarettes, Philip Morris Co.
Phillip's Soups, Phillip's Packing
Raleigh Cigarettes, Brown & Williamson
Rolaids Antiacid Products, American Chicle
Roll-A-Ton, J. C. Branscombs Products
Saginaw Power Steering Div., General Motors
Snow Crop Frozen Foods, Minute Maid Corp.
Super Lanolin, Charles Antell
Tip Top Bread & Cakes, Ward Baking
Tootsie Rolls, Sweets Co.
Toys, Quality Goods Mfg.
Various Toiletory Products, Shulton, Inc.

Southern

Aicup Pie Filling, Curt L. Roger Co.
Alliance Antenna Rotor & Door Operator, Alliance Mfg.
Amm-I-Dent Powder & Paste, Block Drug
Bobbi Home Wave, Toni Co.
Brylcreem Medical, Harold F. Ritchie, Inc.
Camay Soap, Procter & Gamble
Carlings Beer, Standard Brewing
Cling Peaches, Cling Peach Advisory
Cloverbloom Margarine, Armour & Co.
Columbia Bicycles, Westfield Mfg.
Coty Lipstick, Coty, Inc.
Dixie Dew Syrup, Curt L. Rogers Co.
Fluffo Shortening, Procter & Gamble
Gaines Dog Food, General Foods
Goodrich Peanut Oil, Curt L. Rogers Co.
Household Products, Hood Chemical Co.
Ivory Snow, Procter & Gamble
Le High Acres, Grant Co.
Lionel Toy Electric Trains, Lionel Corp.
Marlboro Cigarettes, Philip Morris Co.
Martha White Flour, Martha White Mills, Inc.

Max Factor Cosmetics, Sales Builders, Inc.
Mounds Candy Bar, Peter Paul
Nunnally's & Hollingsworth Candies, Fine Products
Pepperidge Farm Bread, Pepperidge Farms
Prestone Anti Freeze, National Carbon
Rolaids Antiacid Products, American Chicle
Saginaw Power Steering Div., General Motors
Shell Motor Oil, Shell Oil Co.
Simmons Mattress, Simmons Corp.
Smith Bros. Cough Drops & Cough Syrup, Smith Bros.
Snow Crop Frozen Food, Minute Maid Corp.
Texize Household Cleaner, Texize Chemicals
Thompson's Hushpuppy Mix, Curt L. Rogers Co.
Various Games, Selchow & Righter Co.
Wheat & Rice Honies, National Biscuit
White Lily Flour, Allen Smith & Co.

Midwestern

All, Monsanto Chemical
Amm-I-Dent Powder & Paste, Block Drug
Birds-Eye Frosted Foods, General Foods
Blue Goose Fresh Fruits & Vegetables, American National Foods
Bobbi Home Wave, Toni Co.
Carlings Beer, Standard Brewing
Chase & Sanborn Coffee, Standard Brands
Chevrolet Cars, Chevrolet Division
Columbia Bicycles, Westfield Mfg.
Dentyne Gum, American Chicle
Drewry's Ale & Beer, Drewry's Ltd.
Food Plan, Parliament Food Plan
Folger's Coffee, Folger & Co.
Hacksaw, Grant Co.
Ironing Board Covers, Grant Co.
Kellogg's Shredded Wheat, Kellogg Co.
Kool Mentholated Cigarettes, Brown & Williamson
Land-O-Nod Mattress, Serta Associates, Inc.
Lava Soap, Procter & Gamble
Le High Acres, Grant Co.
Le High Acres, Ratner Promotions

Manor House Coffee, McLaughlin & Co.
Marlboro Cigarettes, Philip Morris Co.
Max Factor Cosmetics, Sales Builders, Inc.
Minute Potatoes, Gelatines & Tapioca, General Foods
Mound Candy Bars, Peter Paul
Pillsbury Complete Bakery Line, Pillsbury Mills, Inc.
Pianer No. 3, Grant Co.
Remington Shavers, Remington-Rand, Inc.
Remington Typewriters, Remington-Rand, Inc.
Roto-Broil, Roto-Broil Corp.
Salad Mixer, Grant Co.
Schlitz Beer, Schlitz Brewing
Snow Crop Frozen Foods, Minute Maid Corp.
Studebaker Autos, Studebaker Division
Super Anahist Tablets, Anahist Co.
Super Lanolin, Charles Antell
Wheat & Rice Honies, National Biscuit
Whitman's Chocolates, Whitman & Son
Zerone Anti-Freeze, E. I. DuPont

Southwestern

Chili, Austex
E-Z-Popcorn, Top Pop Products
Hacksaw, Grant Co.
Magic Jell, Sewall Paint
Parker Fountain Pens, Parker Pen Co.

Salad Mixer, Grant Co.
T-N-T Popcorn, T-N-T Food Products
Texanne Peanut Butter, Texanne Products
Welch's Fruit of the Vine, Welch Co.

Rocky Mountain & West Coast

Airlines, Northwestern Airlines
Alka Seltzer, Miles Laboratories
Big Hunt Candy Bars, Golden Nugget Sweets
Biscuit, Paulin Chambers Biscuit
Black & Decker Electric Tools, Black & Decker Co.
Conoco Super Gasoline, Continental Oil
Darigold Milk, Butter & Cheese, Consolidated Dairy Products

Dash Soap & Flakes, Procter & Gamble
Dentyne Gum, American Chicle
Gallo Wines, Gallo Winery
Hazel Bishop Lipstick, Hazel Bishop, Inc.
Hills Brother Coffee, Hills Brother, Inc.
Miniature Marshmallows, Kraft Foods
Old Spice Shaving Lotion, Shulton, Inc.
Studebaker Autos, Studebaker Division
Tide, Procter & Gamble

THIS WEEK'S FILM BUYS

Continued from page 15

FOLLOW THAT MAN
KIEM, Eureka, Calif.: Kelley's Jewelers
NBC FILM DIVISION
GREAT GILDERSLEEVE
WWLP, Springfield, Mass.: Adv. TBA
WATE, Knoxville: Spender-Lays Packing Co. & Home Federal Savings & Loan
STEVE DONOVAN
Western Marshal
WBEN, Buffalo: Milk on Niagara Frontier
BADGE 714-C
WALA, Mobile, Ala.: Adv. TBA
KGLO, Mason City, Ia.: Adv. TBA
KPTV, Portland, Ore.: Adv. TBA
KIMA, Yakima, Wash.: Adv. TBA
WSFA, Montgomery, Ala.: Adv. TBA
INNER SANCTUM
WNBK, Cleveland: Adv. TBA
THE FALCON
WNBK, Cleveland: Adv. TBA
DANGEROUS ASSIGNMENT
WFIE, Evansville, Ind.: Adv. TBA
HOPALONG CASSIDY-HALF HOUR (A)
WBTV, Charlotte, N. C.: Sunrise & Co-Op Dairies of Charlotte
HOPALONG CASSIDY-HALF HOUR (B)
WBTV, Charlotte, N. C.: Sunrise & Co-Op Dairies of Charlotte
WATCH THE WORLD
WWLP, Springfield, Mass.: Adv. TBA
Lilli Palmer Show
WTTW, Chicago: (Educational Station)
WALTER SCHWIMMER PRODUCTIONS
EDDY ARNOLD TIME
KGLO, Mason City, Ia.: Myzon Feeds
SCREEN GEMS
All Star Theater
Sacramento: Sandy MacTavish Auto Sales
KCCC, Sacramento: Adv. TBA
WTOC, Savannah, Ga.: Levy Jewelers
WMAZ, Macon, Ga.: Adv. TBA
THE BIG PLAYBACK
KCCC, Sacramento: Adv. TBA
CELEBRITY PLAYHOUSE
WSB, Atlanta: Citizens and Southern National Bank
KFBB, Great Falls, Mont.: Grogen-Robinson Lumber Co.
WITN, Washington, N. C.: Harrington Mfg. Co.
JUNGLE JIM
KIMA, Yakima, Wash.: Adv. TBA
WLW-A, Atlanta: Atlanta Coca-Cola Bottling Co.
TALES OF THE TEXAS RANGERS
KFDA, Amarillo, Tex.: Amarillo National Bank
WJBF, Augusta, Ga.: Avery Co.
WATE, Knoxville: Swan Bros.
TOP PLAYS '55
WTAR, Norfolk: Nabisco
KPIN, San Francisco: Adv. TBA
STERLING TELEVISION CO.
SPORTS ON PARADE
WCMB, Harrisburg, Pa.: Adv. TBA
WWJ, Detroit: Adv. TBA
WREX, Rockford, Ill.: Adv. TBA
WBEL, Bellefonte, Pa.: Adv. TBA
ANIMAL FILMS
KVTU, Sioux City, Ia.: Adv. TBA
ANIMAL PICTURES
WGEM, Quincy, Ill.: Adv. TBA
ANIMAL TIME
WXBTV, LaCrosse, Wis.: Adv. TBA
ADVENTURES IN SPORTS
WNHC, New Haven, Conn.: Adv. TBA
WBEL, Bellefonte, Pa.: Adv. TBA
TELEVISION PRODUCTIONS OF AMERICA
COUNT OF MONTE CRISTO
WJHP, Jacksonville, Fla.: Riverside Chevrolet & Tire 'n' Tube, Inc.
ELERY QUEEN
WIBW, Topeka, Kan.: Fleming Co. Foods
ZIV-TV
I LED THREE LIVES
KSSS, Roswell, N. M.: Coors Beer

Radio, TV Take

Continued from page 9

\$120,000,000, from time sales to local advertisers.

Radio reversed the time sales ratios in contrast with television: local advertisers accounted for \$247,000,000, or 55 per cent, of the sales; national non-net advertisers paid \$120,000,000, or 27 per cent, while the net time sales to national advertisers were only \$84,000,000, or 19 per cent.

Network profits reported by "four TV networks" (Du Mont was still in network status in 1954), including all their owned stations, totaled \$36,500,000 before taxes—double their 1953 profits. Among the nets, 92 pre-freeze stations averaged profits of over \$700,000 a station, to total \$67,600,000. Of the 302 post-freeze stations, the majority operating less than one and a half years after the 1952 lift of the "freeze," most fared badly, as FCC reported in its post-freeze financial survey (The Billboard, August 27). The 177 post-freeze VHF's showed over-all loss of \$3,800,000, while 125 UHF's lost \$10,000,000.

Radio Profits

Radio network profits, including 1954's four nation-wide and three regionals, were \$8,200,000, a drop of 22 per cent below the peak year of 1953. In the over-all radio finances, 31 per cent reported losses in 1954, while only 23 per cent lost in 1953 and 20 per cent in 1952.

UPCOMING FILM SERIES

This chart is a compilation of new TV Film series about which The Billboard carried news stories in the past month. Full information available on each series will be found in the issue listed in the last column of this chart. The C listed after the title and type of a program indicates it will be shot in color. The symbol (P) listed after the production date refers to a pilot film.


Program (Type)	Producer	Prod'n Date	Info In BB Issue
Dr. Christian (Drama)	Ziv	P	10/22
Bulldog Drummond (Adv.)	D. Fairbanks	P	10/22
Nightwatch (Docum.)	Ashley-Steiner	P	10/22
Untitled Sit. Comedy starring Ann Sheridan	Ashley-Steiner	—	10/22
Hong Kong Deadline (Adv.)	Raymond Freedgen	11/55	10/22
World of Barbara (Drama)	Wm. Morris	P	10/22
King Arthur and His Knights of the Round Table (Adv.)	Austin-TV	—	10/22
Adventure Is My Business (Adv.)	Rawlins-Grant	—	10/22
Skoal (Sit. Comedy)	Sam Gallu	—	10/29
International House (Adv.)	Frank Sinatra	—	11/5
Court of Human Relations (Drama)	Mercury-Int'l	P	11/12
The Tracer (Mys.)	Motion Picture Adv. Serv.	—	11/12
Lullabys of the World (Misc.)	Eddie Yuhl & Flora Douglas	P	11/12
Hotel Grand (Drama)	TPA	—	11/19
One False Step (Mys.)	TPA	—	11/19
Hawkeye, The Last of the Mohicans (West.)	TPA	—	11/19
Johnny Moccasin (West.)	NBC-TV	P	11/19
Paul Gilbert show (Comedy)	NBC-TV	P	11/19
Double Trouble (Adv.)	Screen Gems	—	11/19
Log of the Silver Shark or Capt. Bad (Adv.)	Donlevey Development Corp.	—	11/19
Big Man (Drama)	Chas. Wick	—	11/19
Eagle and the Rose (Adv.)	Edward A. Byron	2/56	11/26
Story Teller Anthology Series (Drama)	Hal Roach	—	11/26
Pulitzer Prize Playhouse (Drama)	Hal Roach	—	11/26
African Drumbeats (Adv.)	Gerald Mayer & Eddie Dukoff	—	Current 11/26
Father Duffy of Hell's Kitchen (Drama)	Desilu	1/56	11/26
Test Pilot (Adv.)	Roland Reed Prodn. & Grosse-Krasna	P	11/26
Alarm (Adv.)	Roland Reed Prodn.	—	11/26
Mystery Theater (C'ys.)	Screen Gems	—	12/3
Emergency (Adv.)	Screen Gems	—	12/3
I Am Storm Carlson (Adv.)	Wm. Morris	—	12/3
Mrs. Mike (Drama)	Wm. Morris	—	12/3
International Airport (Drama)	CBS-TV	—	12/3
Roast of the World (Music)	Yma Sumac	1/56	12/3
Rosemary (Serial-Drama)	Frank Cooper & Elaine Carrington	—	12/3
Wire Service (Adv.)	Four Star Prodn.	—	12/3

QUALITY

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Plus personalized service

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ROUND-THE-CLOCK SERVICES

- Negative Developing
- First Print Department
- Ultra Violet and Flash Patch Printing
- 16mm and 35mm Release Printing
- Kodachrome Printing
- 63 Editing Rooms

SPECIAL TV SERVICES



For Color it's

Now Celebrating Our 25th Anniversary

MOVIELAB FILM LABORATORIES, INC.

619 West 54th Street, New York 19, N. Y. JUdson 6-0360

SELL YOUR PROSPECT WHEN HIS MIND IS ON TV PROGRAMMING—The Billboard talks programming . . . creates the perfect editorial atmosphere for TV advertising.

LEGIT

R&H Fill Their 'Pipe' With Weak Tobacco

By BOB FRANCIS

As a more or less ardent worshiper at the Rodgers-Hammerstein shrine over a considerable number of years, it hurts to say that the idols have currently tripped over their pedestals. Not that this wail of lament is going to mean anything to them financially! "Pipe Dream" has better than a \$1,000,000 advance sale. It's bound for a pay-off. But this time R. and H. have conspicuously let the payers down.

I have not read John Steinbeck's novel, "Sweet Thursday," from which "Pipe Dream" has been manufactured, but if it is all as it is raffishly reputed to be, somebody has dropped several stitches at the Shubert. Rodgers has evolved a generally delightful score, with a few really grand songs. Hammerstein's lyrics are uniformly in his most admirable vein, but his book is a cumbersome sporadic.

There may be considerable interest for some as to whether hero Bill Johnson wins heroine Judy Tyler, or vice versa, via the fairy godmother assistance of Helen Traubel and the slap-happy inhabitants of Cannery Row of Monterey, Calif., but personally their romance registers in ponderous progression. If it were other than an R. and H. brainchild the answer would be: "Pfui."

Songs Good

Aside from some lovely new Rodgers tunes, among which "Everybody's Got a Home But Me," "Sweet Thursday," "The Man I Used to Be" and "All at Once You Love Her" can be candidates for top popularity, "Pipe Dream" seems loaded with faults. There is an obvious lack of dance inventiveness. Metopera Helen Traubel is anything but right as a gold-

hearted proprietress of a bordello, either vocally or optically. Personally, I longed for a Sophie Tucker touch. Young Miss Tyler is pretty and possesses a remarkably fetching mezzo voice, but that's as far as she goes as yet. Jo Mielziener's sets are handsomely effective, but their prolonged switches present "scenes in one" problems which seem endless and for no good reason plot-wise.

Hero Bill Johnson is a standout, a vocal and ingenuous tower of strength. Miss Traubel prophesizes that Miss Tyler will sandbag him into matrimony, which she does without his feeling it. I hope that customers at "Pipe Dream" will not feel that they have been similarly blackjacked financially.

Connie Sawyer
Bon Soir, New York

Last March this department reported on Connie Sawyer in Leonard Sillman's streamlined revue, "Come as You Are," at the Versailles, as a most promising young comedienne. Catching up with her again in this intimate room only confirms the opinion. Miss Sawyer, with more than a touch of the w.k. Judy Holiday appeal in her projection, has a most ingratiating way with specialty material. She's a fine choice to head up a Bon Soir show.

Held over again are my particular favorites, Tony and Eddie, with their zany pantos to recordings. Pair have the room to advise hilariously that she "Shouldn't Have Trusted That Man." Jimmy Daniels contributes his customary soothing vocals, and the Three Flames continue their excellent instrumental backgrounding.

Hazel Webster has moved over from One Fifth Avenue to supply her solid brand of relief pianistics. Francis.

Vagabonds
Chez Paree, Chicago

The Four Vagabonds give their all and receive the same from a smiling, often laughing, audience. Best hand comes on novel ditties "Salt" and "How You Gonna Keep 'Em Down on the Farm After They've Seen TV." Laughs are supplied by bass and accordionist—the latter is even underplayed.

Chaz Chez, a carry-over of the old vaudeville days, represents pantomime at its best. To pull a laugh, he need only walk across the stage or change his facial expression. "Strip Polka" bit leaves the audience weak with laughter. Maria Neglia strings thru "Rumanian Rhapsody," "Lover" and "Hot Canary" with effortless ease. All are well received. Her version of "Serento" is far and away the customer favorite. Condos and Brandow aptly supply dancing and singing. Wickman.

The Cradle Song
Circle in the Square, New York

With a graceful bow, "The Cradle Song" showed the Thursday (1) audience that this gentle story is still very warm theater.

The Circle in the Square Players with deft fineness bring to life the Cloister of Dominican Nuns and the founding they take to their hearts. An intimate play to begin with, the tender atmosphere is only heightened by the theater's central staging. Keen simplicity in set, costume and Jose Quintero's perceptive direction add to the overall effect.

In the exceptional cast, nuns Betty James, Ellen Lowe, Lola D'Annunzio, Katherine Ross, Jean Arley, Mary Gordon, Miriam Green, Mable Cochran, Betty Miller, Jacqueline Mihalacs and Prudy Broadley rate bravos for their beautifully integrated performances. Woodrow Parfrey as the doctor matches the ladies with warmth and humor. Holland.

Dorothy Dandridge
Riviera Hotel, Las Vegas, Nev.

Pretty, would-be sexy Dorothy Dandridge stars this week at the Hotel Riviera. Miss Dandridge suffers from the inadequate acoustical arrangement of the huge Clover Room, with the management trying to improve things before her engagement ends.

It is noted that her brand of sex and suggestiveness are better fitted for a more intimate room. It seems lost beyond the first few rows of tables at the Riviera.

Supporting Miss Dandridge is comic Buddy Lester, who seems to do better with his ad lib remarks than with his old material, altho his ridiculous hat routine is well received.

Chorus numbers are cute but not fancy, with the finale featuring Miss Dandridge. Music is by Ray Sinatra and his ork. Oncken.

BROADWAY SHOWLOG

Performances Thru
December 3, 1955

DRAMAS

A Roomful of Roses .. 10-17,'55	56
A View From the	
Bridge .. 9-27,'55	79
Bus Stop .. 3-2,'55	317
Cat on a Hot Tin Roof. 3-24,'55	291
Diary of Anne Frank .. 10-5,'55	69
Hatful of Rain .. 11-9,'55	29
Inherit the Wind .. 4-21,'55	240
Janus .. 11-24,'55	12
Joyce Grenfell Requests	
the Pleasure .. 10-10,'55	64
No Time for Sergeants. 10-20,'55	52
The Desk Set .. 10-24,'55	48
The Chalk Garden .. 10-26,'55	45
The Heavenly Twins .. 11-4,'55	35
The Lark .. 11-17,'55	20
The Tea-house of the	
August Moon .. 10-15,'55	895
The Terrible Swift	
Sword .. 11-15,'55	23
Tiger at the Gates .. 10-3,'55	72
Will Success Spoil	
Rock Hunter? .. 10-13,'55	60
Witness for the	
Prosecution .. 12-16,'54	406

MUSICALS

Comedy in Music .. 10-2,'54	801
Damn Yankees .. 5-5,'55	244
Fanny .. 11-4,'54	452
Pajama Game .. 5-13,'54	646
Pipe Dream .. 11-30,'55	5
Plain and Fancy .. 1-27,'55	356
Silk Stockings .. 2-24,'55	323
The Vamp .. 11-10,'55	28

CLOSED

The Young and	
Beautiful .. 10-1,'55	65
D'Oyly Carte .. 9-27,'55	72
The Boy Friend .. 9-30,'54	484

COMING UP

The Matchmaker .. 12-5,'55	
Six Characters in	
Search of an Author. 12-11,'55	

A Quiet Place
Plymouth, Boston

When a quieter place is found, it may well be in the auditorium where the new Julian Claman vehicle is slowly unfolding. Serving as a plot, is a slight problem fresh from the pages of any woman's magazine and one that Norman Vincent Peale could resolve in 30 seconds. The wife feels her successful playwright husband doesn't need her any more and while in an idyllic Italian villa working out the difficulty, an Italian girl induces hubby to stray. The couple then decides it's time to go back to New York, and that's it. There isn't any more.

Tyrone Power works at his lines with a good deal of skill and pleases the fem following. Leora Dana is acceptable in a tense sort of way, and Susan Kohner does a sensitive job as the love interest. The setting is cleverly conceived along magazine illustration lines. From here it looks as tho it might be a little quiet around this offering. Dewar.

Nelson Eddy
The Statler, Los Angeles

On sheer commercial value alone, Nelson Eddy's act is as potent a box-office bell ringer as any that has ever played the Statler. Tho Eddy lives up to his role as the swashbuckling hero of yesterday cinema fame, there's a crisp, well paced delivery in his act that was missing in his stand here last year. Gale Sherwood is the feminine lure, and she's equally easy on the ears, joining Eddy in a duet

NIGHT CLUB

Howard Keel Pleasing In N. Y. Nitery Debut

By BOB FRANCIS

Bass-baritone Howard Keel makes his initial local nitery appearance to obviously please a Copa clientele. This is the first time I have heard him in person in a number of years, and frankly was a bit disappointed with his choice of rep. Some 10 numbers didn't include anything nostalgic of the years back, when most of us were rooting for him on his way up.

However, when he chants something like "Autumn Leaves" or "Granada," he still gets my vote. Just why he feels the need of a Negro trio like the Tri Boys to back him up on a floor is something of a mystery. From this corner, he can carry on right smart alone, and the assistance is more of a distraction than a help.

It must be admitted that Keel had his work cut out to follow Betty and Jane Kean. The sisters are playing in their own ball park and are socking out base hits accordingly. This corner has never seen them any better and the Copa customers were evidently of similar mind, with the gals having a time begging off. The pair have some

Johnny Morgan
Palace Theater, New York

At the show caught, 3:50 p.m., Friday (2), customers were, to say the least, lethargic. However, Johnny Morgan, in next-to-closing slot, managed to clock his regular quota of laughs, which would indicate that his monolog antics are again on the beam.

Practically every act suffered similarly from slow appreciation, except, as far as this reviewer was concerned, Mage and Karr, who were fine, as usual, in getting the bill off to a click stepping start. The Pitchmen continue to register with their zany instrumental imitations. Joe Morris and Barbara Barry, who never change a comma of their comedy dialog over the years, score as usual. Olivette Miller and Bert Gibson return with their solid harp and terp combo.

Newcomers to the house are Paula Dolan, a highly personable, young acro-dancer who boosts her talents with good novelty legerdemain: Bobby Colt, who boasts a pleasant baritone and an ingenious delivery, and the Three Lesters (two men and a gal) who give trampo histrionics a novel hypo. Francis.

of "This Is My Beloved" and "Wonderbar" and a solo on "Grand Night for Singing." Eddy eschews the pops for tunes long identified with him, "Rosalie," "Toreador Song," "Rose Marie" and "Donkey Serenade." Solo low spot of the evening is his try at aping other singers supposedly imitating him. It didn't quite come off and could easily be dropped. Eddie Bergman ork backstops the show and plays the dance sets. Friedman.

new bits—new, at least to this reporter — which are block-busters, notably Jane's vocal rib of an Eartha Kitt chant, and their combo jibe at the recent Mary Martin-Noel Coward spectacular. If they ain't already got Copa bonnets, they should.

Also returnees to the room are the Mello-Larks. Epic recorders offer up their usual solid brand of swing and rhythm chant for fine reception. A good new specialty is "The Story of Alice," madrigal satire from a recent revue.

Production numbers featuring the handsome Copa line, the vocalizing of Tony Foster and Fren Leslie, and the superior stepping of Meri Miller and Jimmy Sisco, remain intact. Michael Durso and his ork ably cut the show and Frank Marti's samba crew supply the dancing segs.

Vaughn Monroe
The Meadows, Framingham, Mass.

Billed as "The Voice of RCA," the Victor recording star has come back to his big 900-seater spot in the suburbs with mostly the old songs that seem to be ever new to the large trade he is attracting. He has a curious effect on his audience, which appears to be unable to realize it is hearing "the" Vaughn Monroe. He has roots in these parts and has become practically a legend, and for the crowd here, he can do no wrong.

His warm opening of "Getting to Know You," with handshakes all around, sets the pace, and when he swings into trade-marks like "Old Black Magic" and "These Foolish Things," there is a sense of almost quiet awe in the audience. It seemed that "Black Denim Trousers," his only current number, was only an interlude till he got back to familiar things like "Dance Ballerina." Monroe is a fine showman whose gloss never seems to wear thin, certainly for folk around here. Dewar.

Kay Starr
Hotel Flamingo, Las Vegas, Nev.

Returning this week to her old stand on the Strip for the umpteenth time, is the Flamingo's best filler-upper, Kay Starr, who packs 'em in even tho every recent engagement has been plagued with laryngitis.

Backed by another of her many male quartets, the Stanley Boys, Miss Starr runs thru most of her recording hits, skipping anything that might strain her voice, in deference to her sore tonsils.

The second spot in the show is taken by Joe and Sally Novelle, who bring a troupe of excellently trained dogs onstage, but much of the clever routine is lost beyond the first row of heads, being flat on the stage.

Miss Starr's boys do a few numbers of their own to open the show.

The Flamingo Starlets provide production numbers. Music is by Lou Basil and his ork. Oncken.

Ella Fitzgerald
Mocambo, Hollywood

Ella Fitzgerald is back, and there is more of her than ever before. It's also pleasant to report that she's never been in firer voice, and that the audience fully appreciated it. There are things she does with a song that would turn a refrigerator into a hot box, and, that being so, she melts the ringsiders right down to their martinis.

If any one number is to be picked as tops it has to be "Hard-Hearted Hannah," which she belts with just the right gusto and feeling. At the same time she can tone down to what is almost nursery-rhyme voice, and there are few singers that can match her when it comes to semi-rhythm and blues.

Don Abney, Vernon Alley and Jackie Wills accompany. Spielman.

NIGHT CLUB

T. Brewer Packs 'Em in at Vegas

By ED ONCKEN

The Congo Room of Hotel Sahara comes alive again for the current engagement, as tiny, throaty Teresa Brewer heads the new show.

The show lures all the disk jockey fans on the Strip to cheer Miss Brewer in a program of her recording hits that are throwbacks to the barroom warblers of half a century ago.

Her offerings include such as "There'll Be Some Changes Made," "Music, Music, Music," "Till I Waltz Again With You," "Ricochet Romance," "Lonesome Gal in Town," "When I Leave the World Behind," "Where the Black-Eyed

Susans Crow," "Saloon, Saloon, Saloon," "A Good Man Is Hard to Find," and "Seventeen" performed as a production number with chorus line backing.

Miss Brewer is melodically supported by the ever-present male quartet, these being the Ambassadors. At times the resemblance to Kay Starr's delivery is easily noted.

The Brewer show again proves that a popular recording artist will pack them in on the Strip, while more expensive acts without the advantage of a million juke boxes are always risking disaster.

Backing up Miss Brewer is comic-mimic Dick Kerr, who has

come a long way since he was first seen on the same stage in a ragged revue staged by Horace Heidt a couple of years ago. It seems that there must be some way better than the mimicking of other entertainers to utilize the amazing vocal range like Dick Kerr's, and until he discovers it, he must continue in second billing.

Opening act on the show is a spectacular tumbling act, the Seven Ashtons, who throw one another around like their vaudeville predecessors used to flip Indian clubs.

Chorus numbers are by the Sa-Harem dancers. Music is by the house ork of Cee Davison.

RCA's Mer Package its Desmond Nag

Singer's Sides Raise Queen of Vocalist's Rights

NEW YORK, Dec. 3.—Release by RCA Victor of recent Glenn Miller package, third volume in a series of pl editions, has precipitated a maffacted hassle owing to the fact Johnny Desmond, Coral vocets, is on some 18 of the sides.

At press time smond's attorney was unavable. Desmond, however, stated at Victor had never sought his mission to release the package Desmond questioned whether yone had the right to "sell hi to the Glenn Miller estate, threase of the album, Desmond inted out, must be considered a mmercial enterprise. If it were charitable proposition, he would take a different attitude, he said.

Desmond's attorney, Pete Pryor, of the office ofaffe & Jaffe, is currently negotiating with Victor. Desmond indicated that a check-

(Continued on page 54)

Mercury and Wing to Cut Joint Sessions

NEW YORK, Dec. 3.—In a move to cut down on production costs, Mercury Records will henceforth endeavor to co-ordinate its Wing recording schedule with that of the parent label whenever possible.

Wing artists will not record under the Mercury label, but they will frequently be worked in on an otherwise all Mercury session, so that a band used on a date can

(Continued on page 24)

Dootone Pacts Pipes, Notes

HOLLYWOOD, Dec. 3.—Dootsie Williams, president of Dootone Records, this week announced the signing of two new rhythm and blues vocal groups, the Four Pipes and the Cool Notes.

In addition, Williams inked Carl Perkins, Coast jazz pianist, to a contract calling for a series of EP's and LP's to augment the firm's expanding package goods line. Williams returned from a tour of San Francisco, Oakland and Northern California this week, following visits with distributors and disk jockeys.

SUN VS. DUKE

Artist Name on Label Means Excl., Says Ct.

NEW YORK, Dec. 3.—An interesting decision, involving contractual relations of artists and record companies and strengthening the concept of "exclusivity" in such contracts, was recently handed down in the Federal Court, Southern District of Texas, in the case of Sun Records vs. Don Robey.

Sun, thru its attorney, Morris Pepper, charged that Robey, who owned the Duke label, had induced rhythm and blues artist Little Junior Parker to breach his Sun contract and record for Duke Records, then owned by Robey.

Pepper contended that it is customary—when an artist's name

TRIPLE-CROWN HIT, '16 TONS', PENNEDED IN '47

NEW YORK, Dec. 3.—Altho "16 Tons" is mining nothing but gold now, it appears that the tune has been lying around since 1947, and it just took Tennessee Ernie's rendition to bring it to life on Capitol. Back in '47 country artist Merle Travis prepared a 78 r.p.m. album for Capitol entitled "Folk Songs of the Hills." The diskery asked him to include several mining songs, but finding none, Travis proceeded to write several himself. "16 Tons" was one, and "Nine-Pound Hammer," released last week by Tex Williams on Decca, was another. Travis' versions have been out of print for many years.

Decca Quarter Dividend Up; Pays 25 Cents

NEW YORK, Dec. 3.—Decca Records this week declared a regular quarterly dividend of 25 cents per share on the company's common stock, payable December 29, to stockholders of record December 15. This is an increase over the 17½ cents per share paid in previous quarters and places the stock on an annual dividend basis of \$1 per share.

The sharp upturn of the Decca dividend matches the dividend figure of 1947 and part of 1948, a period when the record industry hit its peak. Decca has paid dividends every year since 1937. The present declaration mirrors the strong business the label has been doing the past year both in the singles and pop album fields.

MPPA Asks Entry Into DeSylva Case

WASHINGTON, Dec. 3.—In a move of interest to the entire music publishing industry, the Music Publishers' Protective Association this week filed a motion in Supreme Court asking that it be permitted to file a brief as an amicus curiae in the case of Marie DeSylva vs. Marie Ballentine, guardian of the estate of Stephen William Ballentine.

The MPPA brief has reference to the decision in the U. S. Court of Appeals, which in December handed down a precedential ruling

is printed on a label—to assume that that artist is under an exclusive pact and cannot be signed by another label. If one interested has doubts on the matter, or would like to sign the artist to a pact, he should make inquiries to determine whether the artist is available, Pepper held.

Judge Connally of Federal Court upheld Sun Records' contention, and stated that Robey was liable for damages on the ground of interfering with the contractual relations existing between Sun and Parker.

Robey in court contended that

(Continued on page 54)

Dot Label Charts Expansion Aimed Toward Major Status

Tenn. Diskery Adding N. Y. Office, Bally Service, LP Pressing Plant

By IS HOROWITZ

NEW YORK, Dec. 3.—Dot Records, now completing its sixth year since formation, has set in motion plans aimed at elevating the hot independent to major manufacturer status.

Already in the works are the establishment of a New York office for the Gallatin, Tenn., based diskery, the blueprinting of an ambitious album program, a national publicity and promotion campaign, and a stepped-up recording program.

Named to head of the New York office is Henry Onorati who, as Eastern director of Dot Records, will assume direct responsibility for the pending album program as well as other diskery duties. Onorati, who has served The Bill-

board as advertising exec, and formerly was associated with RCA Victor, takes over his new post January 1.

The Randy Wood diskery, which has had a phenomenal sales record and has been a particular thorn in the side of the majors, is conservatively estimated to currently grab off more than 15 per cent of the total pop singles business. Its artists have become fixtures on the best selling charts.

Other Developments

As its expansion program gains speed other developments are likely, it was indicated. These may include the establishment of a company-owned plant, at least for the pressing of packaged goods, the addition of more outlets to its present string of 40 distributors,

the possible formation of a subsidiary label to accommodate a growing artist roster and increased release schedule, and the floating of a public stock issue.

An indication of the current health of the Dot operation is its movement of an average of 750,000 singles a month in 1955, according to Wood. In November, with more than his usual number of clicks riding the charts, Wood's diskery has racked up over 1,110,000 single-disk deliveries for the second largest month in the firm's history.

To handle its expanded recording load, Wood is known to be mulling the addition of an artist and repertoire exec. Until now Wood has personally handled practically all Dot sessions, with a strong assist from orkster-arranger Billy Vaughn. Dot exec Beasley Smith has also helped out on some dates.

The firm's New York office will serve other functions in addition to being headquarters for the label's album activities. It will also be

(Continued on page 52)

TIES WITH FILM

Col., Others Ready Big Goodman Push

NEW YORK, Dec. 3.—When "The Benny Goodman Story" film breaks in January, it will be heralded with intense promotion at several major diskeries. Columbia, for one, is building a major two-month campaign around the King of Swing, while RCA Victor, Capitol, Coral and Clef are also preparing packages to tie in with the Universal-International biog.

Meanwhile, Goodman has been cutting dates on his own, and for Columbia, and next week will start a new album for Capitol. He has not made up his mind whether or not to sign a term contract with any company.

Biggest of the promotions outlined to date involving the orkster's diskings is that planned by Columbia for January and February. During that time, the company will peg its campaign on the 25th anniversary of Goodman's initial sessions for the old Columbia label. The promotion will include three new Goodman albums, plus several repackaged items. All Goodman sets in the catalog will figure in the push, and five of these are considered major pop packages in the Columbia line.

New Sets

Among the new sets will be "A Date With a King," a 10-inch LP in the \$1.98 series, featuring Goodman with thrush Rosemary Clooney, trio and sextet. This will include the recently issued single of "Memories of You." Another will be "The Benny Goodman Story," a 12-incher featuring selections which have been used in the film, gleaned from the catalog, and including such names as Harry

(Continued on page 24)

Granz Plans JATP Record By Mail Club

NEW YORK, Dec. 3.—Jazz impresario Norman Granz, who is due back from Europe this week, is expected to complete negotiations for the release of recordings by his Jazz at the Philharmonic artists thru a new mail-order club.

The new club reportedly will be operated by the veteran mail-order combine of Sutliff & Stevenson, which also runs such outfits as Music Treasures of the World, Children's Record Guild and Young People's Records.

It was learned also that Granz has been huddling with Spike Jones concerning the possibility that the latter might join the Granz firm as an artist and recording director. If a deal is consummated, Jones will record as a pop kiddie artist. This, of course, would mark the entry of Granz into a new field far removed from jazz.

Jones' long-standing contract with RCA Victor expires this month. Reportedly, he's set to attend the upcoming convention of Granz's Clef and Norgren distributors at Las Vegas December 17-18.

WHO'S THAT MAN?

Execs Confer On Hilliard's Replacement

NEW YORK, Dec. 3.—RCA Victor execs this week conferred with men inside and outside the company as possible replacements for Jimmy Hilliard at Label "X."

Hilliard, who has been artists and repertoire head at the Victor subsidiary since its inception two years ago, is exiting the company as of January 1 to become president and general manager of the new Bally label (see other story.)

Contrary to rumors that Victor would dissolve the label, the company also laid plans this week for the immediate expansion of "X" distribution into 12 additional markets representing 20 to 25 per cent of the national potential.

The company also pushed ahead with the physical material neces-

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THEY SPEAK

Voice Cuts A&R Jazz Interviews

NEW YORK, Dec. 3.—The Voice of America, whose short-wave jazz programs have been lauded in the daily press recently, is cutting a series of interviews with artist and repertoire men who are knowledgeable in the jazz idiom.

In town this week were John Wiggins, the Voice's deputy program manager, and Willis Conover, disk jockey on the Voice's "This Is Music—U.S.A.," which is beamed all over the world. Interviews were completed with Coral's Bob Thiele, Decca's Milt Gabler, Columbia's George Avakian and Riverside's Orrin Keepnews. Upcoming interviews will be cut with Bethlehem's Red Clyde, Mercury's Bob Shad, RCA Victor's Joe Carlton and Capitol's Andy Wiswell.

The a.&r. men take over the show for one hour each, play their favorite disks and discuss jazz, the a.&r. function, etc.

RETMA to Compile Industry Records

Monthly Statistics to Be Kept on Factory Sales of Phono Equipment

By REN GREVATT

NEW YORK, Dec. 3. — The Radio-Electronics-Television Manufacturers' Association has developed a tentative plan for compiling monthly statistics of factory sales of all types of record-playing equipment. Full details of the project, in the planning stage for two years, will be disclosed by William F. E. Long, manager of RETMA's statistical department at a meeting of phonograph and record player manufacturers Monday (5) at Chicago's Conrad Hilton Hotel.

Long said here yesterday that RETMA considers 50 prime manufacturers as representing the great bulk of production of packaged high fidelity units. Of these, 25 of the largest have already indicated support for the program. Of the balance, at least 15 are expected to attend the special meeting and ultimately lend their backing.

Due to the numerous types of products that fall within the category of phonograph sets and the lack of any clear-cut definition of what is hi-fi and what is not, previous attempts to develop accurate industry production figures have all fallen by the wayside. Now, according to Long, the Association has developed a factory sales report form that overcomes most previous objections. Application of the same tight security safeguards now used successfully in RETMA's regular audits of the radio-TV industry volume are expected to eliminate another perennial barrier to accurate phono industry figures.

Questionnaires

Confidential monthly questionnaires will be filled out by all manufacturers who underwrite the plan and resulting sales figures will be tabulated according to price range

RCA to Include Pubs' Credits On Pop Disks

NEW YORK, Dec. 3. — RCA Victor henceforth will include publisher credit on all pop singles releases, and it is believed that all major labels will follow suit. Victor's acquiescence to this was obtained by Harry Fox, publisher's agent and trustee. Fox will aid Victor by supplying information as to publishers and clearances wherever necessary.

General crediting of publishers on labels is expected to eliminate considerable consternation. The Fox office believes it will facilitate the proper crediting of performances. Heretofore, most labels have included publisher credits only on their white label deejay promotional disks. Many labels just refused to take the trouble of including publisher credits on regular dealer disks.

A Necessity?

Publishers, in addition to a natural desire to see a manufacturer give credit to the copyright proprietor, feel that publisher credit on regular disks is necessary in view of the increasing share of income now derived from performances. Not all deejays receive all promotional disks. Deejays at smaller stations, particularly, are often omitted from diskery lists.

Many such deejays have to purchase their disks either from dealers or thru the various subscription services offered by record manufacturers. These disks, of course, are finished records. Inclusion of the publisher's name will mean there can be no question as to the proper logging of performances.

and speed. Only those firms actually taking part in the plan will have access to the final industry figures.

RETMA has already inaugurated a similar compilation of sales volume in the component parts industry. Figures for the first month from 30 firms, representing more than 80 per cent of industry volume, are now being tallied, Long said.

Recently, RETMA also became active in the record industry. Working with the Record Industry Association of America, a plan was worked out for the American Institute of Marketing to conduct a regular survey of disk factory sales. Operation of the audit is now handled by the Institute with RETMA over-seeing the entire operation. According to Long, more than 20 diskeries, including all majors and representing better than 90 per cent of industry volume, are taking part.

RETAIL ENTRY DUE

ABC Venders Plan Subway EP Tests

NEW YORK, Dec. 3.—The announcement this week by the ABC Vending Corporation of its imminent entry into the record retail business via New York subway newsstand outlets appeared to have several key points yet unresolved.

That the firm will test sales of seven-inch EP records on 25 of its stands in Independent Subway stations here appears probable. But other aspects of the project, brainchildren of H. Marshall Scolnick, ABC's specially retained consultant, have come in for the furrowed-brow, tongue-in-cheek reaction from industry brass.

Scolnick, who heads Nora Electronics, a consultant firm here, said he plans on marketing EP pop albums of all major labels and will also feature a private "ABC" label to sell for 98 cents. For the ABC record, Scolnick indicated he had already set tentative deals with at least a half dozen name artists.

Exec Talks

Altho the operation reportedly will get under way Saturday (10), some local disk execs deny ever having been approached by Scolnick, while others admit to conversations only in the most general terms. Irwin Tarr, RCA Victor syndicate sales manager, pointed out that he discussed the project with Scolnick in "general terms some time ago" but hasn't spoken to him recently. Tarr stressed that neither Victor nor its distributors have any kind of deal with ABC.

As for the use of name talent

Roy Dunann To Good Time

HOLLYWOOD, Dec. 3.—Roy Dunann, formerly director of Capitol Records' Coast recording studio operation, has joined the staff of Good Time Jazz Records, and its subsidiary label Contemporary Records.

Dunann's appointment signals the start of a program of expansion for the labels that will construct their own high fidelity recording facilities at the firm's existing offices.

Good Time Jazz President Lester Koenig disclosed the firm will up its release schedule this month, issuing four 12-inch LP's monthly. Current release of six 12-inch LP's includes 36 sides by the Firehouse Five packaged in a three-volume Christmas set at a retail list of \$15.

Hilliard Will Direct Bally's Sales & Rep.

NEW YORK, Dec. 3.—Jimmy Hilliard, who leaves Label "X" the end of this month to take over as president and general manager of the new Bally disk company, expects to personally direct both sales and recording for the Chicago outfit.

According to Hilliard, no definite policies for the new label will be set until after he joins the company next month in Chicago. Meanwhile, stated Hilliard, he is staying at his "X" desk here, wrapping up plans for the Victor subsidiary's 1956 package program and the January 1 changeover to a new "Vik" moniker. However, the exec emphasized that Bally would start slowly and expand as sound economics so dictate.

Initially Hilliard expects to release only singles, with packages to follow after about six months. While most of the first issues will be pop tunes, Hilliard said he

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on the private label, it was generally felt that few artists would jeopardize their position with a going concern by flirting with an untried operation. Scolnick's announced tie-up with names was tempered somewhat by his own statement that the firm will not necessarily rely on names or think they are vital to his operation.

Scolnick plans on farming out

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Columbia Says Club Plan Aids Stores

NEW YORK, Dec. 3.—Sales statistics analyzed by Columbia Records have added strong evidence to the diskery's contention that heavy advertising of LP's featured as free bonuses to consumers joining its mail-order club would actually stimulate store sales of the very same titles.

The case in point is the original-cast disk of "Pajama Game," which has enjoyed an unprecedented retail spurt since it began to figure in club ads last August. Third-quarter retail sales of the set numbered about 7,600 units, running neck and neck with movement of the control LP "Kismet." Latter package had been outselling "Pajama Game" in previous months by a two-to-one ratio, Columbia execs asserted.

CHURCH IS SITE OF DJ SERIES

BATON ROUGE, La., Dec. 3.—Don Sherman, WAFB deejay, chalked up a first last Saturday (26) night, when he launched a series of on-the-air record hops for teen-agers from the recreation center of Trinity Episcopal Church. The event—which points up the growing understanding between the popular music world and religious sects in this country—was sponsored by the Eolsum Baking Company of Baton Rouge. Church officials (including the Reverend Mr. Pope) and active parishioners were interviewed by Sherman during the broadcast. Free records and other merchandise prizes were given away to the hundreds of youngsters in attendance.

BMI'S HONOR ROLL

R.&B. Contributes 16 Award Songs

NEW YORK, Dec. 3.—The tremendous acceptance of rhythm and blues material in the face of adverse pressures from within—as well as outside—the industry will be highlighted in a major way Monday (5) when Broadcast Music, Inc., makes its annual awards to writers and publishers of outstanding songs cleared thru BMI.

Of the 28 tunes listed as award songs by BMI, no less than 16 are of r.&b. derivation, and all of the 16 created a stir not only in the r.&b. category but in the national pop market as measured by such barometers as The Billboard Honor Roll of Hits.

The imposing list of the 16 r.&b.-derived tunes includes the following:

Arc Music's "Maybellene," clefled by Alan Freed, Charles Edward Berry and Russell D. Frato, and Arc's "Sincerely," by Harvey Fuqua and Alan Freed; Commodore Music's "Ain't That a Shame," by Antoine (Fats) Domino and David Bartholomew, and "I Hear You Knockin'," by Pearl King and David Bartholomew; Granite Music-Regent Music's "Hearts of Stone," by Rudy Jackson and Edward Wiley Ray; Lion Publishing Company's "Pledging My Love," by Don Robey and Ferdinand Washington.

Lois Music's "Rock Love," by Henry Glover, and "Seventeen," by Boyd Bennett, John Young Jr. and Chuck Gorman; Meridian Music's "Ko Ko Mo," by Vernon Haven Porter, Eunice Levy and Forrest Wilson; Modern Music's "Dance With Me Henry," by Etta James; Progressive Music's "Tweedle Dee," by Winfield Scott.

Savoy and Republic Music's "Don't Be Angry," by Nappy Brown, Rose Marie McCoy and Fred Mendelsohn; Wildwood Music's "Only You," by Andre Rand;

Dootsie Williams Publications' "Earth Angel," Curtis Williams, and Tollie Mu "At My Front Door," by John Moore and Ewart Abner.

HIGH GEAR

M-G-M Sets 5 More Artists' Shots on TV

NEW YORK, Dec. 3.—M-G-M Records moves i high gear this month with its k ballyhoo-on-TV campaign. Following recent successful TV sp for artists on two of its fastest moving records, the diskery has ready set five more TV shots for talent.

With its press plant now on overtime scheduled producing six-year-old Barry (don's "Nuttin' for Christmas" di following the kid star's appearance on Perry Como and Dave arroway NBC-TV shows, the diery has slotted thrush Connie Fraiz for the Dorsey Brothers' live oration of CBS-TV's Gleason sho tonight. The gal will sing her corded version of "My Treasure," originally introduced on the NBCTV soap opera, "Modern Romance."

Two way tie-u deals are also in the works for new disks and M-G-M films invding disk stars. The sound track lbum from the "Kismet" flick ge a showcasing o- the "M-G-M Prade" TV show December 14 and 1. The camera will focus on the record album cover, with the package heavily pushed as a gift item. Desi Arnaz introduces his record of the title tune from his own new pic, "Forever Darling," on the "I Love Lucy" show December 12. Disks will be in the hands of jockeys and dealers the following day.

James Brown, who introduced his record of "The White Buffalo" on his TV starrer, "The Rin Tin" show last fall, follows up with a repeat slotting of the tune on the January 6 episode of the series. Sleeves of the disk now carry Brown's photo as the lead of the show, Lt. Rip Masters.

Norm Wieland To Join BB

NEW YORK, Dec. 3.—Norman Wieland will join The Billboard's advertising staff January 1. He will take over the slot to be vacated by Henry Onorati, who on that date leaves The Billboard to take an executive position with Dot Records (see separate story).

Wieland is senior accounts manager for the Dale and Finkels Advertising Agency and has had extensive experience in the advertising and promotional phases of the record business. At one time he owned his own independent label, and in his teens sang with the Richard Himber and Mal Hallett orchestras.

Victor to Ink Billy Eckstine

NEW YORK, Dec. 3.—It appeared certain this week that warbler Billy Eckstine will become an RCA Victor artist when his M-G-M pact expires January 31.

Milt Ebbins, who manages Eckstine as well as the diskery's musical director-artist, Hugo Winterhalter, was in town this week for confabs with Victor execs. Winterhalter's present pact with the label expires January 1, and it's believed likely that his new deal with the company will be a substantial improvement over the old one.

DISK VENDERS

Machine Holds 450 Records

LOS ANGELES, Dec. 3.—Record Automat, Inc., is testing a record vending machine here. The coin device, which stands 6½ feet high, holds 10 selections, each in depth to 45 copies. All are 45 r.p.m. disks.

The coin slot accepts four quarters per sale, returning 11 cents in change with the record purchased. Record Automat's plan calls for 12½ per cent of gross income to go to the location owner. Provision on the vender is made to plug radio programs handing the device special mention on a tie-in basis.

DECCA is No. 1

As the year draws to a close, there is every indication that 1955 will be one of the most successful years in the busy history of Decca Records.*

Decca is today the Number One label in the popular album business. Our position in the single record category needs no comment.

Our sales reports show, beyond a doubt, that season by season and in every division, sales have exceeded our most optimistic predictions. It is only right that we acknowledge the teamwork that made this possible: the teamwork of excellent product and presentation, of creative selling and alert distribution.

We would also like to express our deep appreciation to the record dealers, coin machine operators, disk jockeys, and others who have given us such wonderful cooperation.

Sincerely,



Decca Records, Inc.
Milton R. Rackmil,
President

* A substantial increase in the Decca Records, Inc., Dividend Rate to Stockholders was announced last week.

PLUG STUDY

Coral to Chart DJ Disk Spins

NEW YORK, Dec. 3.—Although the promotional aspect of the record business cannot be reduced to mathematics, many execs are often curious as to what a major drive entails in terms of plugs—or performances on a given record. Norm Wienstroer, Coral sales chief, has planned a major drive on behalf of the McGuire Sisters' latest release, with the object in view of not only creating a hit but also measuring the results in terms of disk jockey play for one day.

That day, Monday (5) is being promoted as McGuire Sisters Day. The disk in question is "My Baby's Got 'Be Lovin' Me" backed with "Such Goodin' Ways."

The entire Coral organization throughout the country and the publishers on the two sides are behind the drive. Wienstroer is aiming at 10,000 performances, although he feels the figure may not be too meaningful inasmuch as nobody knows how many performances could be construed as a good result.

Letters have been sent to the full deejay list with a return postcard asking them to list the number of plays. Distributors and salesmen have been furnished sheets and instructed to list the number of plays. All Coral execs on the national and divisional levels are contacting deejays by wire and phone. Dealers have been given promotional material.

Angel to Open San Fran Office

HOLLYWOOD, Dec. 3.—Angel Records will open a company-owned branch in San Francisco come January of next year in a move designed to enable the company to service Coast record dealers more rapidly.

Firm this week named Reider Torsen its West Coast sales manager, with Richard Nelson appointed to helm the San Francisco branch and Ralph Aufderheide in charge of the Southern California territory. All three men have acted as independent sales representatives for a number of labels including Angel, though they will now devote themselves exclusively to the E.M.I. subsidiary.

Both Nelson and Aufderheide are veterans of the disk business. Nelson was formerly associated with Bill McCall in the operation of Four Star Records, while Aufderheide ran the record department for Electric Supply Company in Los Angeles, later entering his own business as a manufacturers' representative. Torsen began his career as a disk salesman and distributor in 1949.

The North-west sales territory will continue to be serviced by Hugh Tritton, an independent sales representative, as it has for the past 18 months.

Announcement of the Angel branch is expected to set independent record distributors in Los Angeles and San Francisco scurrying for the lines formerly handled by Torsen and Aufderheide. Lines included firms deep in package goods, i. e., Audiophile, Cademon, Esoteric, Rachmanoff Society, Folkways, Vanguard, Walden, Lyricord, New Editions, Scala and others.

Mills to Market New Musical Game

NEW YORK, Dec. 3.—Mills Music unveiled a new musical note spelling game this week. Brainchild of Michael Aaron, prominent musical educator and author of a popular piano method, the game consists of a chart of the two octaves each side of middle C, a spinning pointer mounted on a disk divided into seven segments for each note of the scale, and 25

DECCA HAS ALL OISTRAKH LUCK

NEW YORK, Dec. 3.—Decca Records figured to pull off a promotional coup when David Oistrakh appears as soloist at a special yerkon fund concert by the New York Philharmonic here December 21.

The Soviet violinist, now setting them in aisles during his first American concert tour, will play three concertos with the orchestra—the Brahms, Tchaikovsky and Mozart A Major. Decca only has three Oistrakh LP's in its catalog, but they happen to be exactly the repertoire chosen for the Philharmonic appearance.

RCA Intros 3 45 Phonos, Slide-O-Matic

NEW YORK, Dec. 3.—RCA Victor this week introduced four new 45 r.p.m. phonos, including a Slide-O-Matic radio-phonograph combination, retailing at \$44.95.

The other models are a restyled version of the Victor self-contained 45 player, retailing at \$29.95 (\$5 under the original model's price); a deluxe version of the model at \$34.95, and a 45 automatic attachment, featuring a redesigned cabinet with side handles at \$19.95.

The Slide-O-Matic system previously used only in attachments for plugging into a radio or TV phono-jack, permits the playing of 45 disks by sliding them into a slot on the front of the cabinet. The new Slide-O-Matic combination, weighing only seven pounds, features a single-play 45 phono and a five-tube radio.

Virginia DJ Wins 'Wheel of Chance'

NEW YORK, Dec. 3.—Deejay George Dixon, WFHC, Bristol, Va., is the winner of the Mutual Broadcasting System's 12-week contest on its "Musical Wheel of Chance" program.

The Saturday night show, which spotlights six deejays from different parts of the country each week, has been conducting a contest for the spinner who made the best prediction for a "coming hit" on new releases.

Dixon won on the strength of his November 5 prediction on the nation's current No. 1 disk, Tennessee Ernie Ford's "16 Tons." Dixon's loot includes a Messerschmitt sports car, a gold watch and a round-trip vacation in Rio de Janeiro.

Ballance Gets Five Year Deal on KFWB

HOLLYWOOD, Dec. 3.—Disk jockey Bill Ballance has been signed to an exclusive five-year contract by Station KFWB here, one of the nation's leading independent music and news stations. Ballance, formerly with CBS, joins the station's line-up of disk jockeys following the resignation of Bob McLaughlin last week.

Negotiations for Ballance's services were carried on between Harry Maizlish, president and general manager of the station, and Harold Jovien, of Premier Artists, who represent Ballance.

Ballance will take over the early-morning time slot occupied by Zeke Manner, while Manner moves into the previous 12:30 p.m. segment formerly held by McLaughlin. Disk jockey roster at KFWB now reads: Al Jarvis, Joe Yocam, Larry Finley, Frank Bull, Art Laboe, Manner and Ballance.

steel pellets which can be inserted in holes in the keyboard corresponding to the notes.

The pellets are inserted according to the spin of the pointer. Object is to spell out words on the musical staff, thus familiarizing students with the notes and keyboard. Mills will market the unit thru music jobbers.

McCall Calls Distributors to DeeJay Confab

NEW YORK, Dec. 3.—Bill McCall, president of the Four Star Sales Company, manufacturer of Four Star Records, suggests that disk distributors be present at next year's annual disk jockey convention in Nashville.

McCall notes that during the past two years, at clinic discussions in Nashville attended by disk executives and deejays, the matter of free records has proved most controversial. During the recent convention this year (November 10-12), disk manufacturers told the assembled deejays that often the distributor rather than the manufacturer was responsible for the allocation of free records.

McCall points out: "Time and again the question has come up of the distributors handling the actual distribution of the records and of the necessity of conferring with the distributors before an answer can be given on the matter."

"If the distributors were present—which I hope they will be next year—they can speak for themselves, and we may be able to reach some final conclusions which justifies (the jockey's) time and expense of making such a journey to the convention."

De Luxe Firm, Stone Dissolve Partnership

NEW YORK, Dec. 3.—A partnership involving Henry Stone and the De Luxe Records firm was dissolved this week in an amicable settlement. Mutually owned properties were divided between Stone and the King subsidiary, and Stone also is reported to have received some cash considerations.

Stone and De Luxe entered into an operation two years ago, known as Crystal Recording Corporation, in which both parties owned a half interest. Masters recorded by Stone for the outfit were leased to De Luxe, and these included a number of hits by the Charms, rhythm and blues group.

Under the settlement, Stone gets the original Charms, who will record immediately for his new Chart label. Approximately 200 copyrights which had been deposited in King's Lois Music have been divided equally between Lois and Stone's new Sherlyn Music subsidiary. Both firms are affiliated with Broadcast Music, Inc.

Stone and Chart Records headquarters are in Miami.

Savoy Expands Artist Roster

NEW YORK, Dec. 3.—Herman Lubinsky, colorful rhythm and blues potentate, has signed a bevy of artists to the Savoy label and is expanding in the album field.

New artists include Hal (Cornbread) Singer, Brownie McGee, the Five Pennies, Big Miller, Billy Nelson and the Five Wings, Mar-Lene and Johnny Mehegan. Sides by most of them have just been cut. Mar-Lene is a new jazz vocalist and will be released on LP.

Savoy has 50 12-inch LP's on the market now, in addition to 150 10-inch disks and 150 EP's. Lubinsky is converting a good many of his 10-inch platters to 12-inch. The label's foreign distribution set-ups now include London Records in Canada, Festival in Australia, British Decca in England and on the Continent, Tru-Tone in South Africa. Distribution arrangements also have been made for Japan, the Scandinavian countries and Holland and Belgium.

A deal is being negotiated, Lubinsky stated, for distribution in the Soviet Union. The Russian Embassy, he added, has taken a complete Savoy LP library to see what they want.

40 OF 'EM FOR COL.'S SCHRADE

HOLLYWOOD, Dec. 3.—Andrew Schrade, vice-president in charge of Columbia Records' Coast pressing plant, will be honored at a luncheon commemorating his 40th anniversary in the record industry at the Lakeside Country Club Monday (5).

C. P. MacGregor, operator of the transcription company that bears his name, will host the affair. Others expected to salute Schrade include Dr. Frank Stanton, president of CBS; Lou Gilman and Joe Perry, Decca Records; Art Satherly, formerly with Columbia Records; Jim Francis, RCA Victor; Elmer Raguse, Paul Pepin, Tommy Rockwell, Dick McCoy and Shang Winter.

Schrade at one time operated Capitol Records' plant in Scranton, Pa., then the property of Herb Yates, who at that time produced disks for Warner Bros. Vitaphone films.

Melcher Denies That Doris Day Is Exiting Col.

HOLLYWOOD, Dec. 3.—Reports that singer Doris Day will leave the fold at Columbia Records and go with either the newly formed Bally Record label or National Juke Box Records were emphatically denied here this week by her personal manager-husband Marty Melcher.

According to Melcher, Miss Day has not signed a term recording contract with Columbia because of several tax ramifications which they are trying to work out with Columbia executives. Miss Day's pact with the company expired last July, and since then the singer has recorded on a one-shot extension basis only.

Melcher did acknowledge having talked to George A. Miller, president of Music Operators of America, though he denied the discussions concerned a possible recording contract for Miss Day. No discussions or negotiations of any sort, said Melcher, have been held with Bally brass.

Capitol Signs R. Hallenbeck

HOLLYWOOD, Dec. 3.—Ralph Hallenbeck, former arranger with the late Hal Kemp and twice elected as vice-president of the Los Angeles chapter of the American Society of Music Arrangers, has been appointed a producer on the repertoire staff of Capitol Records.

Hallenbeck served as an arranger for the Armed Forces Radio Service during the war, and since then has been active as an arranger-composer-conductor in the entertainment industry.

Alan Livingston, artist and repertoire topper for the label, also disclosed the addition of three new girl singers to the company's talent roster. Added were Kathy Lloyd, Carole Bennett and Bernice Gooden.

Kramer, Diamond Set Managem't, Bally Firm

NEW YORK, Dec. 3.—Promotion men Noel Kramer and Morris Diamond have joined forces in a new personal management and promotion firm. The pair will operate as United Record Promotions and Noel R. Kramer Associates.

Talent already signed by the team for management includes Terri Stevens (RCA Victor), Stuart Foster, jazzman Johnny Eaton (Columbia) and disk jockey Gene Stewart, of WAVZ, New Haven, Conn.

Promotion accounts in the fold are Sunny Gale, the Three Suns, Bill Kenny, the Barry Sisters and Mark VII Productions (Jack Webb).

'MAN & HILD'

Kap Label To Please Fresh Hit

NEW YORK, Dec. 3.—Eddie Constantine, American warbler who had to go Paris to click big as a recording artist, will make his wax debut next on Kapp Records. Kapp will release Constantine's hit French record, "Homme et L'Enfant" (released in France on the Barclay label) here shortly, along with a special album of songs by the crooner.

Interestingly enough E. H. Morris will also benefit since "L'Homme et l'Enfant" ("The Man and the Child") was originally published here by Morris as "The Little Boy and the Old Man" and recorded under that title by Frankie Laine and Jimmy Boyd for Columbia. The Columbia disk never made it, and the song was shelved in Constantine and his daughter recorded it this year with new French lyrics.

Morris' professional manager, Sidney Kornheiser, has now had a new English version made of the French interpretation of the original lyric. The new English version, tagged "The Man and the Child," will be recorded this month by Mercury, and Kapp is planning to bring out a second English-lyric platter on the one with Eddie Albert and his son.

Shorty Long To Join RCA

NEW YORK, Dec. 3.—Shorty Long, country warbler, promoter and disk jockey, will join RCA Victor next week as assistant to the director of specialty artists and repertoire, Steve Sholes.

It is understood that Long will assist Sholes in his country and western recording duties on a part-time basis, and that he also will sign with Victor as an artist. Long previously recorded for Decca and for King.

The warbler currently is active as a disk jockey on two stations, in Reading and Pottstown, Pa., sharing broadcasting duties with his wife, Dolly Dimples, who also is a c.&w. performer. During the summer the pair operate the Sante Fe Ranch near Reading.

Long also has been tagged for a big role in the forthcoming Frank Loesser musical, "The Most Happy Fella," which will hit town in early spring.

Britain's Bill Stirs Storm

LONDON, Dec. 3.—A new copyright bill about to be put before the House of Commons will allow all foreign recordings to be performed in public without sanction of Phonographic Performance, Ltd., the company formed by Britain's record manufacturers to control the public playing of their disks.

The object of PPL has been to prevent dance hall and other operators getting rid of their live bands by substituting disks. Where it was thought there was a danger to musicians' livelihood, the PPL withheld its license.

When the bill was brought up in the House of Lords, a former Government legal leader, Lord Jowitt, said, "... this right of receiving royalties from gramophone records is quite out of place in the law of copyright, and the sooner it goes the better."

Faced with that pronouncement, the PPL and the British Musicians' Union are girding themselves for an all-out fight to prevent the bill being passed into law by the House of Commons. Said an MU spokesman, "Such a law... would be a body blow, not only to musicians but the whole record industry of this country as well..."

the Best...

the McGuire Sisters

Best female vocal group of 1955—
Juke Box Operators of America—
Cash Box Poll.



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XMAS

Two great New Hits!

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BE GOOD TO ME

MY BABY'S GOT SUCH LOVIN' WAYS

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THE BIG HITS ARE ON

CORAL RECORDS

America's Fastest Growing Record Company

A subsidiary of DECCA RECORDS, INC.

Yes, the Xmas Hit of 1955

NUTTIN' FOR CHRISTMAS

recorded by

STAN FREBERG . . . Capital
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 JOE WARD King
 ART MOONEY AND BARRY GORDON . MGM
 EARTHA KITT . . . RCA Victor
 HOMER AND JETHRO RCA Victor
 HILL & RANGE SONGS

ANOTHER BMI "PIN-UP" HIT

SIXTEEN TONS

Recorded by Tennessee Ernie Ford, Capitol
 Johnny Desmond Coral
 Red Sovine—Webb Pierce Decca
 Marvin & The Chirps, Tip Top
 Published by AMERICAN MUSIC, INC.



New Mail Order Record Club Being Formed

Ira Hirschmann to Use Recordings of French Disk Club

NEW YORK, Dec. 3.—Discussions are currently under way that may lead to the establishment of a new mail-order record club able to call on a large catalog of recorded material.

If the deal jells, the club will be operated thru an enterprise headed up by Ira Hirschmann, businessman long prominent in musical affairs. Hirschmann for many years was the backer of the New Friends of Music concerts in this city.

Disk material will come from the Club du Disque Francais, continent-based mail-order firm. This company also operates affiliated record clubs in Belgium, Germany and Switzerland. Formed about 10 years ago, it originally sold books thru the mails, entering the record field about three years ago.

S. M. Aubrey, one of the owners of the French operation, is now in this country and is understood to be negotiating with Hirschmann. The club catalog includes jazz, light popular and classical selections, recorded by both American and European talent.

Aubrey has already made a deal for the tape rights to his catalog with International Pacific Recording, parent company of Omega-tape, Jazztape and Alphatape.

RAGS TO RICHES FOR DORIS DAY

HOLLYWOOD, Dec. 3.—The rewards the music business has to offer extend far beyond mere fame and fortune. Tho the byproducts of the industry are often limited to the paycheck, disk artists often manage to establish an identity thru other channels.

Such is the case of Columbia Records' Doris Day, who this week announced the forthcoming bow of a line of dresses bearing her name. Deal was made in association with Ted Lang Company, Inc., maker of Little Miss English casuals, who will produce the ladies' finery.

National promotion on the new line will be tied in with Miss Day's new films, "The Quality of Mercy" and M-G-M's The Amazing Nellie Bly."

CUSTOM WAX

Diskery Exec Says Prices May Increase

NEW YORK, Dec. 3.—Heavy rumors this week that major record manufacturers would up their rates drastically for the custom pressing of singles wax after the first of the year were only partially dispelled by denials from diskery execs.

Talk had it that the rates would go up six cents per pressing over the normal 14-to-16-cent rate. This, some indies opined, would be a direct move to cut their promotional budgets. The indies, of course, have cut deep into the pop volume of the majors over the past year.

Only one major firm spokesman confirmed that some consideration had been given to a pressing hike, but something more in the nature of 3 cents per disk. He spoke only under a tight assurance of anonymity.

Breaking for a Hit!

REMEMB'RING

Recorded by

TERESA BREWER Coral
 P. L. HAYES—M. HEALY Columbia
 GEORGE CATES Coral
 Bourne, Inc. 134 W. 52d St. N. Y. C., N. Y.

If yer gettin' NUTTIN', better

HANG THE MISTLETOE

ARDMORE MUSIC CORP.

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

SANTA'S SLEIGH

b/w

SANTA COMES ON CHRISTMAS EVE

BONNIE #527—Bill Milburn
 Published by MILBURN & MAUGHAN BMI
 8134 So. Alameda Los Angeles, Calif.

YOU DON'T HAVE TO BE A SANTA CLAUS

(When Christmas Comes Around)
 Written by SEGER ELLIS
 Sung by MILLS BROS. DECCA #29754
 Published by BOB STEPHENS, INC. 54 West 58 St. New York 19, N. Y.
 Sole Selling Agents KEY MUSIC, INC. 146 W. 54 St. New York 19, N. Y.

Columbia Halts Special Price Plan on EP's

NEW YORK, Dec. 3.—A modification of Columbia Records' incentive price marketing test involving EP's has been set by the diskery sales chiefs. Under the plan three EP's have been offered to dealers at 65 cents each on initial order, rather than the normal 86 cents.

No additional EP's will now be offered at the special price for the next two or three months, according to Hal Cook, director of sales. This, he indicated, will give the company a chance to evaluate the amount of re-orders racked up at regular prices, and then measure the spurt credited to the incentive offer. Initial distributor reaction has been five times the normal rate (The Billboard, December 3).

Mooney Pact With Gordon Tips Hassle

NEW YORK, Dec. 3. — Ork leader Art Mooney's signing of Barry Gordon, seven-year-old M-G-M disk star, to a personal management contract this week appeared to be laying the groundwork for a first-class legal hassle.

George Scheck, producer of the Du Mont network TV kid show, "Startime," said yesterday that he has had the youngster under his wing for two years, during which time he has featured the lad on his own TV show and got him shots on other TV shows, including the Jack Paar, Jackie Gleason, Red Skelton and Milton Berle shows. Scheck also pointed out that he set Gordon's appearance on the Perry Como show Saturday (26) in connection with the kid's M-G-M disk, "Nuttin' for Christmas," recorded with the Mooney band.

Scheck's management agreement with the boy reportedly still has 18 months to run.

SPA Meets on Pubber Pacts

HOLLYWOOD, Dec. 3.—A special committee of the Songwriters' Protective Association met here Tuesday (29) to discuss upcoming publisher contract provisions with West Coast cleffers. SPA's current contract with the pubbers runs out the end of 1956, and negotiations for a new standard pact are expected to begin soon after the first of the year.

Tho the SPA contract planning committee deliberations are still in the preliminary stages, final demands by the publishers are expected to spell out more positive provisions regarding copyright renewals, collection and payment of statutory royalty rates from record companies, and the expenditures of promotional monies.

RCA Victor Intros New Twin Portable

CAMDEN, N. J., Dec. 3.—A twin-speaker portable "Victrola" phonograph weighing less than 25 pounds and including a three-speed changer was announced yesterday by the RCA Victor Radio and "Victrola" division. The newly designed unit has a luggage-type case in two-tone gray with a coral and charcoal colored grill cloth.

According to James M. Toney, vice-president of the division, the new model 6ES5 will be nationally advertised at \$79.95, a reduction of \$20 on the price of the former model.

Bel Canto to Tape Essex, Media Wax

HOLLYWOOD, Dec. 3.—Russ Molloy, general sales manager of Bel Canto prerecorded tapes, this week disclosed the acquisition of tape rights to the Essex and Media records catalogs. Wax includes music by such artists as Monty Kelly, Ray Charles Chorus, Jay White and Billy Butterfield.

Initial plans call for the release of a tape series culled from the aforementioned labels after the first of the year. To date, Bel Canto has released a package of Christmas carols by Robert Rheims.

Goodman Push

Continued from page 19

James, Gene Krupa and Teddy Wilson, all of whom are also in the flick.

The sound track itself is unlikely to become available on disks due to contractual obligations of several artists to different diskeries.

Still another new Columbia 12-inch will be "Vintage Goodman," including 1931-1934 cuttings which preceded the King's swing heyday.

The big Goodman hit packages, "The Carnegie Hall Concert of 1938" and the "Benny Goodman Concert 1937-'38," will figure prominently and will be repackaged. The latter set will be retitled "The King of Swing."

Dealer Aids
 All newly shipped Goodman LP's will have a silver wrap-around band, and dealers will be supplied with extra quantities of these for stock on hand. Dealers will be urged to set up special browsers for BG seats. There also will be a special window display easel spotting the BG highspots and other talent in the pic. Newspapers in key cities will carry a series of big ads on the material, and the company will foot the bill for TV spots.

For deejays, Columbia is making up a kit of seven LP's, plus special BG voice tracks.

Mercury, Wing

Continued from page 19

also back sides cut at the same time by Wing warblers. David Carroll will oversee the Midwest musical operation of both Wing and Mercury, with Wing's new artist and repertoire chief Chuck Sagle reporting to him. Carroll, in turn, reports to Mercury's veepee Art Talmadge.

Sagle this week replaced Lew Douglas, who has resigned to become music director and assistant to Jimmy Hilliard on the new Bally label (see separate story). Sagle formerly worked as Douglas' assistant.



The Perennial Favorite

Santa Claus Is Comin' To Town

LEO FEIST, INC.

Rock Around the Clock - and now -

ROCK-A-BEATIN' BOOGIE

MYERS MUSIC, INC. 122 N. 12th St. Phila. 7, Pa.

a big one . . .

"There Should Be Rules"

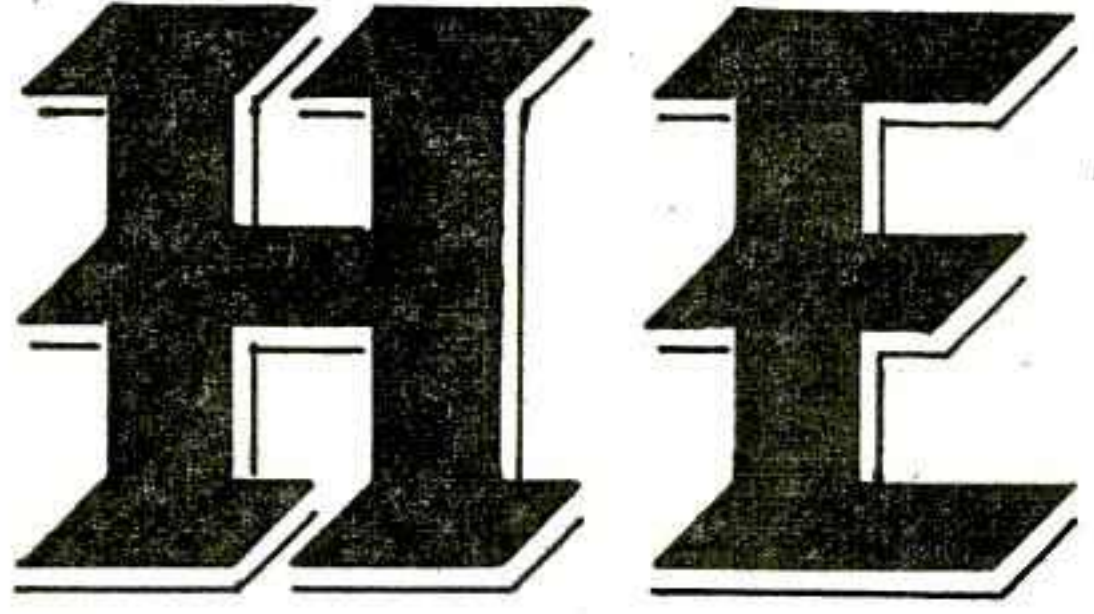
recorded by Betty Madigan
 MGM #K-12094
 M. WITMARK & SONS

Promotional Records

Are wanted unless properly presented, publicized and effectively promoted. DJ exploitation, independent record production and national publicity.

TIM GAYLE
 D.J. Song Exploitation
 P. O. Box 1155 Studio City, California

CHRISTMAS IS 'HE'



'HE' IS CHRISTMAS

when answering ads . . .
 SAY YOU SAW IT IN THE BILLBOARD!

Every Conceivable kind of

EQUIPMENT, SUPPLIES AND SERVICES

Has Been Sold in The Billboard

WHAT DO YOU HAVE TO SELL?
 Write BOX 666
 2160 Patterson Street
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DIRECT From The Orient . . . our NEW HIT

THE JAPANESE FAREWELL SONG

Sensationally recorded by KAY CEE JONES on Marquee

RANGER MUSIC, INC. 1619 Broadway New York 19, N. Y.

200,000 SOLD IN LAST TEN DAYS!



"A Teen-Age Prayer"

recorded by

Gloria Mann

on SOUND RECORD 126

b/w GYPSY LADY

45-126

La Salle Music Pub. Co.
Murray Deutsch, Gen'l Prof. Mgr.

SOUND

ORDER FROM YOUR NEAREST SOUND DISTRIBUTOR

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Los Angeles, Calif.

Commercial Distributing Co.
2630 Olive Street
St. Louis, Mo.

Cosnat Distributing Co.
1710 N. Street
Philadelphia, Pa.

Custom Distributing Co.
1735 Chester Ave.
Cleveland, Ohio

Eastern Distributing Co.
777 Conn. Boulevard
East Hartford, Conn.

General Distributing Co.
2329 Penn Ave.
Baltimore, Md.

Molverne Distributing Co.
424 W. 49th Street
N. Y. C.

Music Distributing Co.
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Music Suppliers of New England
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Boston, Mass.

1322 Locust Street, Philadelphia, Pa.

ANOTHER SERVICE TO DEALERS:

The Billboard's Weekly

DISK DERBY

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

17 1/2" x 22 1/2", 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-up-strong" 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 961
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)
 \$5 payment enclosed Bill me

● Send me _____ weeks @ 50¢ per week
 I enclose \$ _____ Bill me

NAME OF COMPANY _____
Attention: _____
Address: _____
City _____ Zone _____ State _____

Review Spotlight on . . .

ALBUMS

Popular

DO YOU REMEMBER WHEN? (1-12)"—McGuire Sisters; Dick Jacobs Ork. Coral CRL 57026

The McGuire Sisters (who couldn't possibly remember anything about the Twenties but the view from their baby buggy) have a sock, nostalgic package in this collection of 12 familiar standards, representative of Tin Pan Alley's golden era—"Sometimes I'm Happy," "Somebody Loves Me," "Blue Skies," "S Wonderful," etc. The girls blend with their usual smooth, superior brand of vocal harmony and solid showmanship, while Dick Jacobs supplies tastefully simple backing. Murray Kane's vocal arrangements for the trio, as always, are standouts. An unusually attractive color photo of the three lookers gives the cover a big sales plus and the album is bound to get plenty of plugging on radio and TV by Arthur Godfrey.

Classical

MOZART: DIE SAUBERFLOTE (THE MAGIC FLUTE) (3-12)"—H. Gueden, L. Simoneau, W. Berry, W. Lipp, K. Bohme, E. Loose; Vienna State Opera Chorus; Vienna Philharmonic Orchestra; Karl Bohm, Cond. London XLLA 33

The classical dealer out to push big-ticket items, and with a display window to spare, could score heavy action with this wonderful

package. Let him place this new "Magic Flute" on one side, London's recent "Don Giovanni" on the other, Victor's "Aida" in the center, flanked rather closely by a couple of Callas diskings on Angel, and prepan his sales clerks for action. Advance copies of "The Magic Flute" have already stimulated enthusiastic comment by top consumer reviewers, and with good reason. This is a performance to relish in the whole and all its parts. Again, its superb music-making is enhanced for the collector thru the inclusion in the package of the complete vocal score. Even without a spare window, it's "must" merchandise.

Christmas

MERRY CHRISTMAS FROM KUKLA, FRAN AND OLLIE (1-12)"—Decca DL 8192

This is a must for all Kukla, Fran and Ollie fans, and that covers everybody from the small fry to Tallulah Bankhead. The LP is colorfully packaged in gay Christmas colors, and should be a lucrative yule item for some years to come. One side spotlights a group of seasonal songs sung by Fran Allison and the TV show's leading puppet characters (Burr Tillstrom being the voice of all, of course). Miss Allison has a warm, gracious vocal quality that carries Tillstrom's characterizations along in fine style. The flip features a masterful narrative by Tillstrom of James Thurber's appealing fable, "Many Moons," which Tillstrom presented last year on TV.

Reviews and Ratings of New Popular Albums

LAWRENCE WELK INTRODUCES

THE GIRL FRIENDS 79
(1-12")
Coral CRL 57023

Welk has proved himself one of the most consistent attractions among the maestri. This package will not disappoint either the dealer or the customer. It has a bright, central theme—a collection of America's most notable musical sweethearts—"Mary Lou," "Dolores," "Marie" and many others. The sides are tasteful, wonderfully danceable and well-recorded, and the package's artwork makes for a fine window or counter display.

MUSICAL SKETCHBOOK 78
Victor Young and his Ork (1-12")
Decca DL 8140

The popular film composer-conductor has included his longer pieces, "Arizona Sketches" and "Manhattan Concerto," here, plus several shorter things. It's a big order of string-predominant schmaltz that should sell big with fanciers of movie-type music, or followers of the adulterated Tchaikowsky-Gershwin idiom. Good background music, as well as decay mood stuff.

GORDON JENKINS' ALMANAC 78
(1-12")
"X" LXA 1026

Here's some great jockey wax—12 Gordon Jenkins' originals, each dedicated to a different month of the year—"January Jumps," "February Fever," etc. It's an old gimmick but the tunes and arrangements are so fresh and melodic that the project emerges as a first-rate and imaginative package. Programming-wise, of course, the LP is loaded with deejay ideas, ranging from weather reports to date-line. Rhythm-wise the LP is also varied, with marches, waltzes, jazz, blues, and semi-classical material represented.

AN EVENING OF FOLK SONGS WITH THE TRAPP FAMILY SINGERS . . . 76
Dr. Franz Trapp, Cond. (1-12")
Decca DL 9793

The famous Trapps, who will this year discontinue their renowned family folk singing group, have put on wax for posterity 22 of the songs so typical of their style. Here are many of the beloved ditties of their own native Tyrol. Most of the material is of a light, folksy character with a few restrained yodeling passages here and there. With the family now on its final concert tour as a group, this package should enjoy a lot of attention among fanciers of the style.

THE MUSIC OF RUDOLF FRIML . . . 73
Nathaniel Shilkret Ork (1-12")
Camden CAL 252

From the Victor catalog comes a whole collection of Rudolph Friml operetta favorites, reissued on the low-priced RCA Camden label. Plenty of nostalgia value here in selections from "Rose Marie," "The Firefly," "The Vagabond King," "High Jinks," "You're in Love" and "Katrinka." Because the originals are from the dusty manuscript department, the fidelity is not on a par with current standards but the material itself enjoys the kind of universal popularity that can make this LP a profit maker.

Christmas

MERRY CHRISTMAS 75
George Wright at the Wurlitzer Pipe Organ (1-12")
High Fidelity Recordings R-706
Two purposes are served here. One is the availability of a generous

selection of material suitable to the holiday season played by a fine popular organist on a superb theater instrument. Another is the unusual faithfulness of the sound, in its variety certain to intrigue the hi-fi enthusiast if he is exposed to the set. Pretty good sales should ensue.

CHRISTMAS FAVORITES 70
Edward Vito, Harp (1-10")
Period SPL 1018

Seventeen traditional Christmas songs and carols, performed on the harp with classic simplicity and grace, are in this package. It is a tasteful addition to the list of Christmas merchandise, and will be appreciated by the discerning customer.

CHRISTMAS CARILLON 69
Arthur Lynds Bigelow, Carillon (1-12")
Columbia CL 750

This LP (which features 17 traditional Christmas carols, played on the Carillon presented by the Class of 1892 to Princeton University) is necessarily limited as to market. However, it should fare well within its sales-sphere and will undoubtedly pull trade from Princeton alumnae. The Carillon is played by the university's bell master, Arthur L. Bigelow, who studied the instrument at the Carillon school, Mechlin, Belgium, and (as we are informed by a fascinating liner note) is a "consultant in matters pertaining to tower and belfry design."

Jazz

IT'S ALL BOP TO ME 75
Charlie Ventura and his Ork (1-12")
Victor LPM 1135

The former Krupa sideman leads a seven-man group thru a couple of very happy and relatively unrestrained sides. A lot of blowing goes on with Ventura's tenor spotlighted with trumpet, trombone and with the voice of Jackie Cain. The latter style (voice harmonically matched with an instrument), was first developed with vocalist Buddy Stewart in the Krupa organization and the technique is

Reviews and Ratings of New Classical Releases

BRAMHMS: ACADEMIC FESTIVAL OVERTURE; TRAGIC OVERTURE; HAYDN VARIATIONS; ALTO RHAPSODY (1-12)"—Philharmonic Promenade Orchestra; Sir Adrian Boult, Cond. Westminster WN 18035 76

A bumper selection of important, but not too lengthy, Brahms works in a faithful recording. Boult's way with Brahms is one many will like for its rounded shaping of phrase and melody, and sensible tempos. Nothing extreme; just extremely appropriate music-making. Contralto Monica Sinclair is a capable soloist in the "Alto Rhapsody," with this etching currently the best sounding on vinyl.

SIR THOMAS (1-12)"—Royal Philharmonic Orchestra; Sir Thomas Beecham, Cond. Columbia ML 5029 78

The orchestral literature of the 18th century has long been the special domain of Beecham, and a "Sir Thomas" album inevitably would contain a generous sampling from that period. Included are such items as overtures to three operas by Mehul: "Le Chasse de Iseur

again worked favorably here with Miss Cain. Tho the material shown here is now slightly dated it's all very pretty stuff and shows plenty of imagination and skill.

HORACE SILVER QUINTET 73
(1-10")
Blue Note BLP 5062

Silver's Quintet—made up of Art Blakey, Hank Mobley, Kenny Dorham, Doug Watkins and himself—is gaining a considerable following in New York jazz spots as "The Jazz Messengers." Silver at piano is featured in three of his compositions: "To Whom It May Concern," "Hippy" and "The Preacher," and in a Hank Mobley original, "Hankerin'." The warmth, pulsating beat and stylishly modern ideas of other LP's put out by the group are very much in evidence here, too. This is an interesting and swinging group that modern collectors are following with enthusiasm.

JULIAN (CANNONBALL) ADDERLEY 73

Julian (Cannonball) Adderley, Alto Saxophone; Nat Adderley, Trumpet, J. Johnson, Trombone; Max Roach, Kenny Clarke, Drums, (1-12")
EmArcy MG 36043

The Cannonball Express slows down a little on his first EmArcy release. There are some high spots here, provided in the newcomer's alto work, and in his brother Nat's cornet work. But there are some bad lapses also which indicate the man is unaccustomed to the fast company he's favored with here. The drive and the talent of both Adderleys are obvious, however, and they are among the most promising new jazz stars. Curiosity will help sell this.

THE BUDDY DE FRANCO QUARTET 73
(1-12")
Norgran Mg N-1026

Clarinetist De Franco is presented in highly satisfactory fashion in this issue, playing a flock of swinging modern tunes, and accompanied in persistently modern fashion by Kenny Drew, piano; Art Blakey, drums; Milt Hinton, bass. De Franco is, as usual, facile and fertile, and he provides plenty of material for his clarinetist disciples. For the lay public, however, the sameness of his sound and his rhythmic patterns indicate the emotional limitations of his work, which consequently has lacked the mass appeal of a Goodman or Shaw.

Henri, "Timoleon" and "Le Tresor Suppose"; Boccherini's "Overture in D Major" and Gretry's "Air de Ballet" from his opera "Zemire et Azor." The delicacy, charm and spirit of Beecham's Mozart readings are here in full measure. To these connoisseur delights can be added the more substantial, tho less unusual, pleasure of Beecham's handling of Brahms' "Tragic Overture" and Beethoven's "Coriolan."

HAYDN: THE CREATION (2-12)"—Soloists; Chorus and Orchestra of the Vienna State Opera; Mogens Woldike, Cond. Vanguard VRS 471-2 75

A masterpiece of oratorio literature is a wonderfully perceptive reading, and etched in live and dramatic sound. Tho the performance as a whole is unusually fine, the solo work of soprano Teresa Stich-Randall and basso Frederick Guthrie is of top rank. Specialist collectors will find this an attractive buy, and dealers who have choral group members on

(Continued on page 30)

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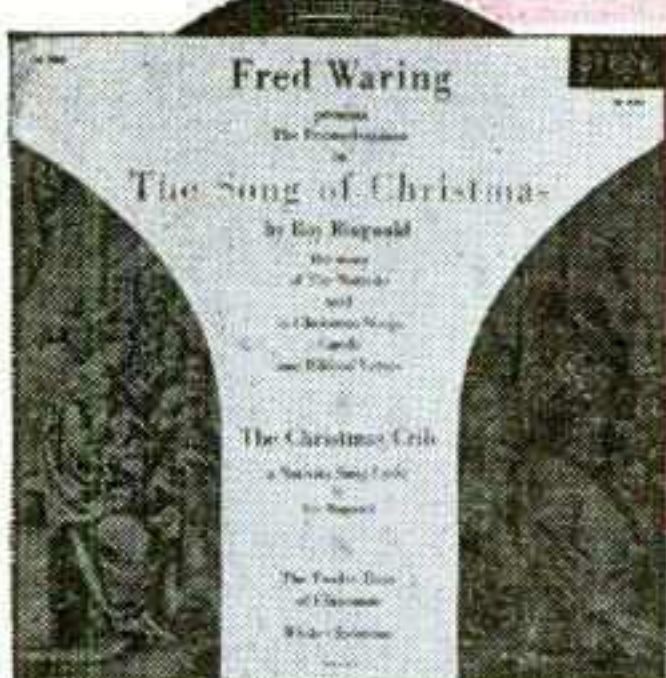
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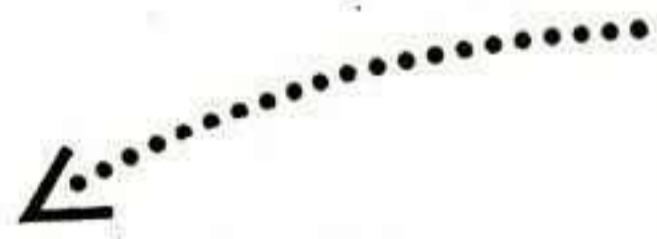
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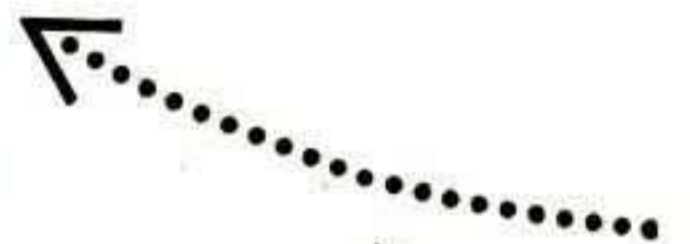
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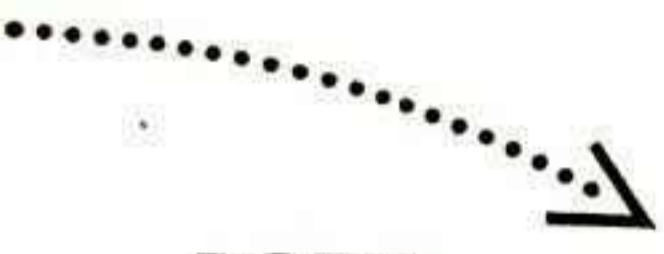
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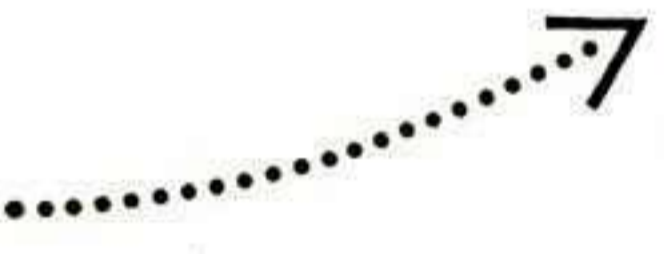
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Reviews and Ratings of New Classical Releases

Continued from page 26

their customer lists will move a happy number of copies.

BERLIOZ: SUMMER NIGHTS (LES NUITS D'ETE); DEBUSSY: THE BLESSED DAMOZEL (LA DAMOISELLE ELUE) (1-12")—Victoria De Los Angeles, Soprano; Boston Symphony; Charles Munch, Cond. RCA Victor LM 190774

A smart coupling of two French orchestral works with integral vocal and choral parts. De Los Angeles is the soloist in the Berlioz work and her flawless phrasing and purity of intonation is an aural thrill. Set against the silken textures of the Boston strings, her voice has a special sheen and loveliness that can be compared to no other singer of the day. Munch also holds his musicians in delicate balance in the shorter Debussy work (based on the famed poem of Rosetti), which employs the rich contralto of Carol Smith in the solo parts.

MOZART: SONATA IN D FOR TWO PIANOS (K. 448); THEME AND VARIATIONS (K. 501); SCHUBERT: FANTASIA IN F MINOR, OP. 103; AN-DANTINO VARIE, OP. 81, NO. 1 (1-12")—Robert and Gaby Casadesu, Pianists. Columbia ML 504673

The recorded literature for two pianos, or piano four hands, is limited out of proportion to the probable popular appeal of such music. In this set the husband and wife team, surely one of the best before the public, present an attractive program beautifully played and recorded. Three of the four works are already available, but these versions will probably be preferred by the knowledgeable.

ELIZABETHAN VERSE AND ITS MUSIC (1-12")—W. H. Auden; New York Pro Musica Antiqua; Noah Greenberg, Director. Columbia ML 505172

Here's a charming collection for those looking for disk material well off the beaten track. In it W. H. Auden recites verse and lyrics of songs from the title period, which are then performed musically by Noah Greenberg's experienced group. Latter has already built an enviable reputation and a loyal following, which this new LP can only stimulate further.

BETHOVEN: SONATA NO. 21 (WALDSTEIN); SONATA NO. 17 (TEMPEST) (1-12")—Jacob Lateiner, Piano. Westminster WN 1808670

One of the more highly thought of younger pianists, Lateiner is due to win frequent exposure on subsequent West-

minster disks. His is an important talent, which this LP does much to display. In his approach to these popular sonatas, the pianist gives full play to his singing tone and fluent phrasing. The technique is there but not ostentatiously displayed. In view of the staggering competition, only moderate sales can be hoped for, however.

JANECEK: CONCERTINO; MLADI (YOUTH SUITE, 1924) (1-12")—Rudolf Firkusny, Piano; Philadelphia Woodwind Quintet. Columbia ML 499569

Two important chamber works from the Czech composer's 1924-'25 period, when he was at the height of his powers. Both of them glow with a radiant pastoral happiness that suggests the inspiration of Janacek's countryman, Dvorak. Firkusny is a knowing and technically finished protagonist in the "Concertino" and could hardly ask for better support than that given by the Philadelphians. Enthusiasts of modern chamber music have the buy of the month here.

FRANZ SCHMIDT: SYMPHONY NO. 4 IN C MAJOR (1-12")—Vienna Symphony Orchestra; Rudolf Moralt, Cond. Epic LC 316468

One of the last—and certainly the greatest—orchestral works of a modern Austrian composer little known in this country. The language and outlook of Mahler and Bruckner is readily seen in Schmidt's extended melodic lines, his chromaticism and shifts of tonality—as well as in the mysticism and sonorities of this work. Moralt's reading of this fascinating work commands respect for its authority and strict control. Partisans of the late Romantic school will make an important discovery in this composer, all but unrepresented in the LP catalog.

SCHUBERT: DIE WINTERREISE (THE WINTER JOURNEY) (1-12")—Laurens Bogtman, Bass. Epic LC 315467

The Dutch basso, Laurens Bogtman, has a distinguished reputation in Europe for his interpretations of German lieder, and his "Winterreise" ought to do much to extend that fame in this country. A mature singer, with the richness of voice of a Kipnis, he brings out the varied emotions of these songs with a restrained pathos and subtlety of effect. Collectors who can overlook the singer's poor diction will have a "Winterreise" of uncommon musical and dramatic value.

(Continued on page 32)



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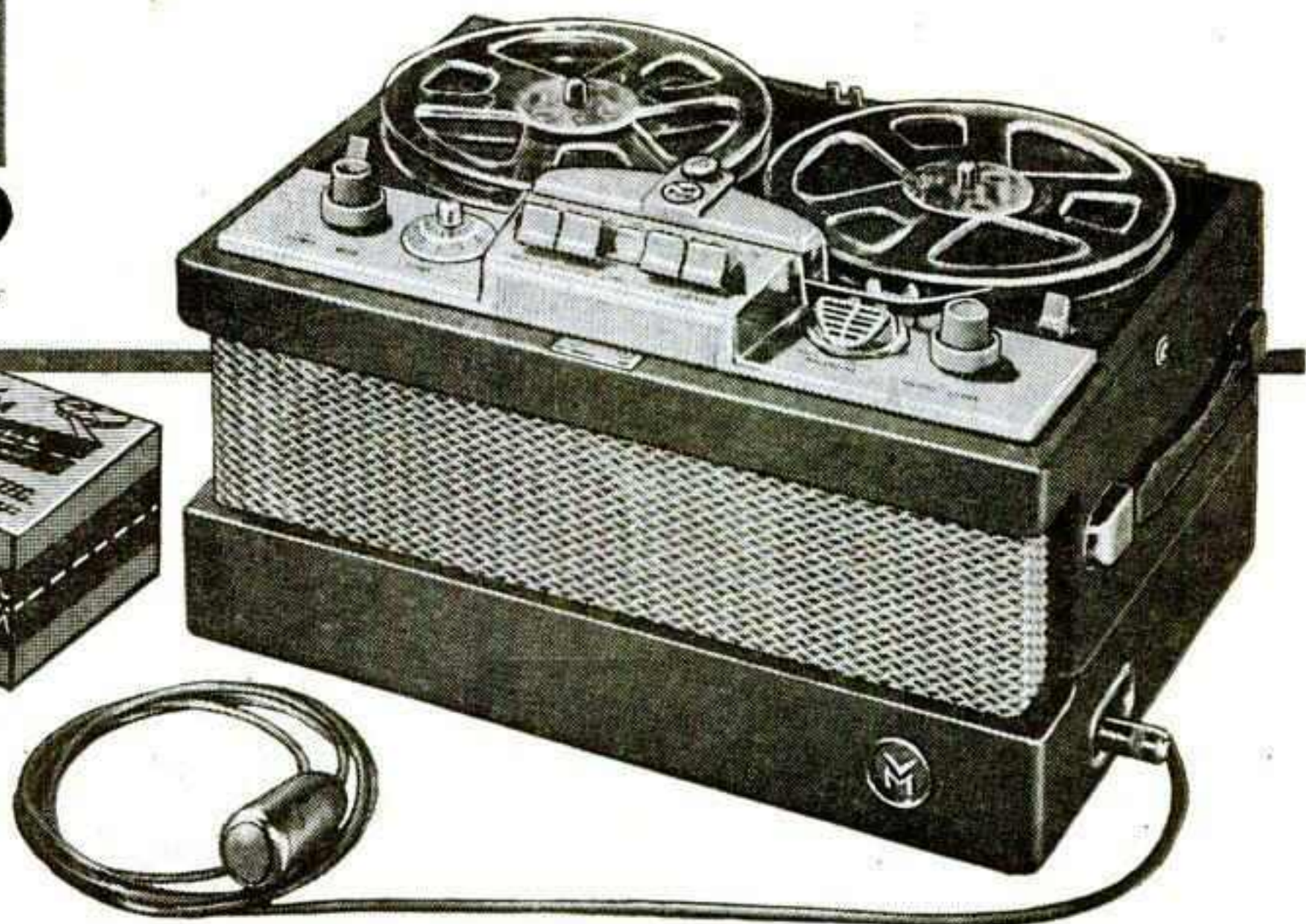
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MUSIC AS WRITTEN

CULLEN TAKES SILBERT JOB ON 'FAN CLUB' . . .

Bill Cullen will replace Bill Silbert as emcee on NBC's "National Radio Fan Club" show, beginning December 16. Silbert has resigned from that post to concentrate on TV.

Cullen recently took over the early morning show spot on NBC's radio flagship, WRCA, New York, and is under contract to the network. The "National Radio Fan Club," aired on Fridays from 8 to 10 p.m., spotlights record artists and their fan clubs.

JOHNNIE RAY PACKAGE FOR SOUTH AFRICA . . .

Johnnie Ray will do a three-week tour of theaters in South Africa starting December 23. Ray will take his own package show, which he will assemble in Rome. The deal, with the Schlesinger Theater chain, is reported as calling for payment of \$75,000 to Ray.

SPA MEMBERS MEET IN LOS ANGELES . . .

Songwriters' Protective Association members held a meeting in Los Angeles Thursday (1), at the Beverly Hills Hotel. SPA counsel John Schulman, Arthur Schwartz and L. Wolfe Gilbert were present at the well-attended session. Members received a report on progress in the song writers anti-trust suit against Broadcast Music, Inc. Execs indicated that the case would reach the trial stage by the end of 1956.

DECCA HOLDS DIVISION SALES CHIEFS MEET . . .

Decca Records held its annual meeting of divisional sales chiefs in New York Thursday and Friday (1 and 2). Sessions, presided over by Sales Manager Syd Goldberg, included Al Simpson, Eastern sales manager, and assistants Lou Sebeck and James McDonald; Robert N. McCormick, Southern division manager, and assistants Ed Russell and Clayton McNabb; North Central Division Manager Bill Glaseman and assistant Bill Green; Sellmann C. Schulz, Midwestern division manager, and assistants Shim Weiner and Clarence Goldberg, and Western Division manager Lu C. Gilman, with assistant Arthur Grobart.

New York

Warbler Roger Coleman opens Friday (9) at the Saxony Hotel, Miami Beach, for two weeks. . . . Decca thrush Carmen McRae has been booked for her eighth appearance on the Steve Allen "Tonight" show December 30. Miss McRae is set for the Blue Note, Chicago, for two weeks, starting January 4. . . . Harmonica virtuoso-composer Eddy Manson has clefted the score for the forthcoming documentary film, "Mirror in the Mountains." Trinity Music is publishing.

Orkster Jan Garber, now on Ridgeway Records, has been booked into the Blue Room of the Roosevelt Hotel, New Orleans, for eight weeks, starting January 5. . . . Kenyon & Eckhardt, Ltd., has been retained to service all advertising in Canada for RCA Victor Company, Ltd., there. . . . Mr. and Mrs. Ben Selvin left Friday (2) for a six-week vacation in Italy. While there, the RCA Victor exec expects to negotiate several deals with older Victor artists which will permit release of their Victor Red Seal catalog material on the low-priced Camden label.

Last week, the price of the Camden children's record line was incorrectly stated as 49 cents. The new kidisk issues on this RCA subsidiary label actually are EP's containing up to 15 minutes of material. They list at 79 cents.

The Bon Bons, London Records artists, will open January 5 at New York's Copacabana on the Billy Daniels bill. . . . An exclusive disk pact has been set for Rita Delmar on Rama Records by the thrush's personal manager, Gary Romero. . . . Frank Freimann, president of the Magnavox Company, has been elected a director of the American Music Conference.

M-G-M Records, which presses platters for Mercury and other labels, is so swamped with orders on "Nuttin' for Christmas," it has farmed some pressing work out to RCA Victor. . . . Coral will release the original cast album of the coming legit, "The Amazing Adele." The musical stars Johnny Desmond, a Coral artist, and Dagmar and Tammy Grimes. Score was written by Albert Seldon and published by Buddy Morris.

Bud Granoff has signed The Dream Weavers to a personal management pact. Five of the six members of the hot record group are quitting school to be groomed for personal appearances by Granoff. . . . Roger Williams opens Monday (5) at the Town Casino, Buffalo.

Polly Bergen, on the Perry Como show Saturday (10) over NBC-TV, will introduce the tune she just recorded for Jubilee, "No One Else Will Ever Know." Ditty is published by Garlock & Sherer.

Mr. and Mrs. Otto Reisman, of Great Neck, N. Y., have announced the engagement of their daughter, Ann Elizabeth, to Herbert A. Rosen, of Bayside, N. Y. Miss Reisman is Mike Conner's assistant in publicity at Decca. Fiance is president of the Streamliner Aluminum Corporation. A February wedding is planned.

Hollywood

Leighton Noble and his orchestra have been set for the December 6 show at the Coconut Grove, starring Dick Contino, the King Sisters and the Szonys. . . . Don Hartman, production chief of Paramount

Reviews of New Sacred Records

THE BLACKWOOD BROTHERS QUARTET

The Lord is a Busy Man . . . 79
VICTOR 6343—This tune is seeing considerable action in the pop field. Regardless of field, the quartet has one of the most attractive versions around, and ought to step out of their usual circle of fans. (Hill & Range, BMI)

The Soul-Spangled Banner . . . 77
Despite the title, this material is not an adaptation of the national anthem, but a typical happy Blackwood Brothers' song set to as fast beat and tinkly piano backing, as their fans love it. (Gospel Quartet, BMI)

ST. BARTHOLOMEW BOYS' CHOIR

The Ten Commandments Song . . . 75
UNIQUE 322—Paced by a very good boy soprano, this children's group makes a fine impression with this setting of the Commandments to music. For children, and adults, too, this is an affecting pop sacred side. (Religious Song, BMI)

I'm a Soldier in Christ's Army . . . 74
This side has a martial air, on the order of "Onward Christian Soldier," and the youngsters sing with obvious zest. Many straight pop radio programs can use both of these sides, and not religious programs only. (Religious Song, BMI)

Reviews of New Spiritual Records

THE FOUR INTERNES

Let's Go to Jesus . . . 77
FEDERAL 12247—The Internes, an increasingly prominent group in the spiritual field, know how to keep excitement high and mounting. They are favored with a solid rhythm backing that gives the lead a chance to go way out. (Lois, BMI)

See the Sign of Judgment . . . 76
The pounding beat and close-knit harmony of this side makes it an almost equally powerful side as the flip. Both should get a good reception in this market. (Lois, BMI)

Number of Releases This Week

Label	Pop	C & W	R & B
ADVANCE	1	—	—
ATLANTIC	—	—	4
BELL	5	—	—
CADENCE	1	—	—
CAPITOL	2	—	1
CHESS	—	—	1
CINDY	1	—	—
COLUMBIA	1	—	—
CORAL	8	—	—
DECCA	8	2	—
EPIC	4	—	—
ESSEX	1	—	—
FOX	—	1	—
GG	1	—	—
GROOVE	—	—	1
HERALD	—	—	1
HICKORY	—	1	—
HOLLYWOOD	—	—	1
HOLLYWOOD STAR	—	—	1
IMPERIAL	—	—	2
INTRO	1	—	—
JUKE BOX	1	—	—
KING	1	1	—
LINDWOOD	1	—	—
LONDON	1	—	—
MARQUEE	1	—	—
MERCURY	2	1	1
MODERN	—	—	1
PERFECT	—	1	—
Q	1	—	—
REAL	2	—	—
RONDO	2	—	—
RPM	—	—	1
RURAL RHYTHM	—	1	—
STARDAY	—	1	—
VANITY	2	—	—
VICTOR	3	2	—
WALDORF MUSIC	—	—	—
HALL	1	—	—
WEB	1	—	—
WING	1	—	—
"X"	4	—	—
TOTAL	58	11	15

Pictures, has written lyrics for "The Songs I Sing," based on the main love theme in the studio's "The Birds and the Bees" flicker starring George Gobel. . . . Jill Corey and Carmen Cavallaro bow on the new Marine Corps show, "Dress Blues" via CBS-TV this week. . . . Spike Jones' troupe broke all existing records at the Portland (Ore.) Auto Show last week, playing to a total of 125,000 people during the nine-day run. Mark is an all-time record for the Pacific Northwest for any type of entertainment. . . . Ray Heindorf, music director at Warner Bros., resting comfortably following a broken leg and ankle. He's recuperating at St. Joseph's Hospital, Burbank. . . . Vicki Young, back from a six-week engagement at the Waikiki Lounge in Honolulu, opened a stand in Fresno last week, with an Eastern tour scheduled kicking off December 26 at the Troubador in Houston. . . . Dobi Cole, singing comedienne, signed for a two-week engagement at Nick Arden's in the San Fernando Valley.

Reviews and Ratings of New Classical Releases

Continued from page 30

AN ORGAN RECITAL (1-12)"—Charles M. Courboin, Organ. Camden CAL. 218 67

Organ albums move steadily during the Christmas season, and this LP spotlights some excellent classical solo work by Courboin on the Grand Court Organ, at Wanamaker's, Philadelphia, and the St. Patrick's Cathedral Organ, New York City. Selections include "Ave Maria" (both the Schubert and the Arcadelt versions), "Evening Star" from "Tannhauser." A bargain-priced package of quality.

SELECTIONS FROM THE SOUND TRACKS OF THE MOTION PICTURES. CHRIST IS BORN AND CHRIST IS RISEN (1-12)"—Sistine Choir. Criterion CR 600 64

The most famous liturgical choir, the Sistine, is heard in these recordings made from the film tracks of two sacred pictures. Lovers of choir music will find this a rare package indeed, and dealers with an eye to the Christmas trade should stock it. This package should also have a continuing sale, particularly in stores catering to educational and religious trade.

MONIUSZKO: HALKA (3-12)"—Moniuszko Philharmonic Society of Poznan, Poland; Walerian Bierdzajew, Director. Colosseum CRLP 188-189P 65

This is the second version of this Polish opera released by the label, which otherwise has been heard in this country only in an abridged shellac-age version. It's a surprisingly melodious work, and it's sung beautifully by this Polish cast. Recording is not the last word, but there is plenty of good music and singing to make this attractive to opera collectors on the lookout for something different. Should be a natural, of course, for dealers in Polish neighborhoods, since this is recognized as the Polish National Opera.

Reviews of New Jazz Records

THE STAN GETZ QUINTET

Thanks for the Memory 78
NORGRAN 146—King tenor saxman Getz serves up a classic ballad jazz solo here. Jazz and late hour jacks should go for this. (Paramount, ASCAP)

How Deep Is the Ocean (How High Is the Sky)? . . . 76
More of the same, slightly faster, and with a guitar solo by poll-winning guitarist Jimmy Raney. (Berlin, ASCAP)

DIZZY GILLESPIE AND STRINGS

Can You Recall? 75
NORGRAN 147—A tasteful arrangement of a haunting instrumental theme, with melodic string backing and standout trumpet work by Gillespie. (JATAP, BMI)

Silhouette . . . 75
Same comment. (JATAP, BMI)

Reviews of New Polka Records

(WHOOPEE) JOHN WILFAHRT

Banjo Polka 78
DECCA 29714—One of the favorite polka specialists gets in the groove with a rousing toe-tapper. Spotlight shared by a vocal and banjo plucking. (Hill & Range, BMI)

Sweet Harriet Schottische . . . 75
A happy and tuneful grooving which should appeal to the folk-dance fans, especially in the Midwest. (American, BMI)

KENNY BASS

Quick Step Polka 76
CORAL 61533—This one has a fine Tyrolean flavor and a good melody to boot. If you listen closely, you can hear a bit of "beer barrel" here. (Lake Erie, BMI)

Big Pete's Polka . . . 72
More danceable sounds for the terpers. (Lake Erie, BMI)

England's Top Twenty

Based on cabled reports from England's top music 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)
- Twenty Tiny Fingers—Day (Hampshire)
- Christmas Alphabet—Pickwick (Budd)
- Hernando's Hideaway—Frank (Frank)
- Suddenly There's a Valley—Robbins (Warman-Hill & Range)
- Man From Laramie—Chappell (Columbia)
- Love Is a Many-Splendored Thing—Robbins (Miller)
- Everywhere—Bron (Mills)
- I'll Come When You Call—Reine (*)
- I'll Never Stop Loving You—Robbins (Feist)
- Rock Around the Clock—Kassner (Myers)
- Meet Me on the Corner—Berry (*)
- Seventeen—World Wide (Lois)
- Dambusters March—Chappell (Chappell)
- Go On By—Bluebird (Humblen)
- Every Day of My Life—Robbins (Miller)
- Close the Door—Duchess (Trinity)
- Banjo's Back in Town—Leeds (World)

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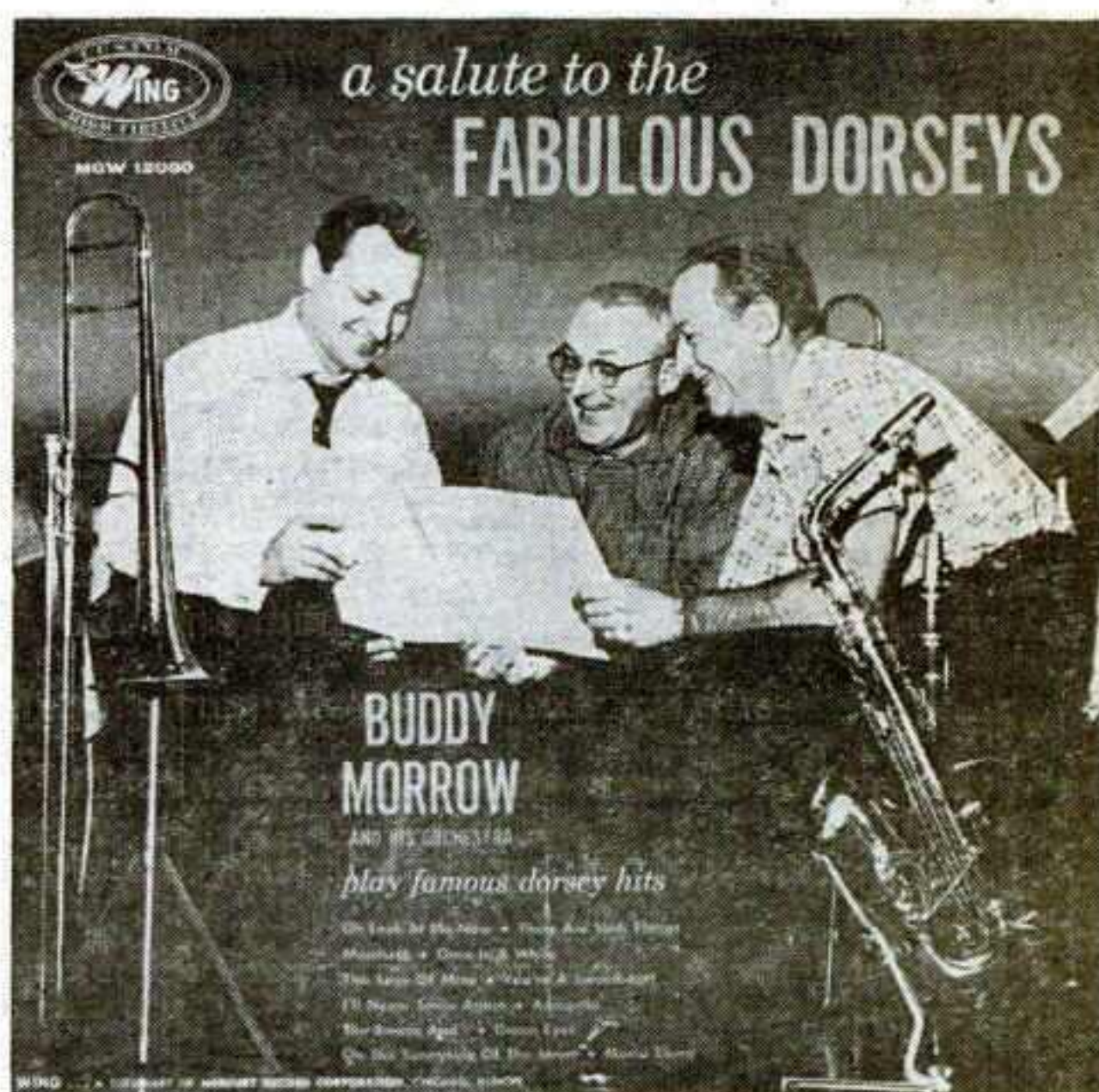
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A Salute To The Fabulous Dorseys ★ BUDDY MORROW

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|-----------------------|------------------------|---------------------|
| Green Eyes | Maria Elena | Oh Look At Me Now |
| There are Such Things | Amapola | Once In A While |
| Marcheta | On The Sunnyside | You're A Sweetheart |
| This Love Of Mine | Of The Street | The Breeze And I |
| | I'll Never Smile Again | |

MGW 12000



HI-FI JAZZ



Introducing Nat Adderly

MGW 60000

- Watermelon
- Little Joanie Walks
- Two Brothers
- I Should Care
- Crazy Baby

- New Arrivals
- Sun Dance
- Fort Lauderdale
- Friday Nite
- Blues For Bohemia

- | | |
|-------------------------------|-------------------------|
| Rockin' The Boogie | Rhum Boogie |
| Cow Cow Boogie | Bolero |
| Humoresquire | Pig Foot Pete |
| Down The Road A Piece | Rain Drops |
| After Sours | Eight To The Bar |
| 18th and 19th on Chestnut St. | Beating With Chopsticks |

Boogie Woogie On The 88 FREDDIE SLACK

MGW 60003



The Jazz School Clark Terry, Paul Gonsalves, Joe Gordon, Art Martigan

MGW 60002

- | | |
|-----------------------|--------------------------|
| I've Found A New Baby | It Don't Mean A Thing |
| Moroccan Blues | Take Nine |
| Old Gold | Everything Happens To Me |
| Golden Touch | Don't Blame Me |
| Evening Lights | Body and Soul |

- | | |
|-------------------------------|--------------------|
| Topsy | My Old Flame |
| My Heart | Time On My Hands |
| That Old Feeling | Drum One |
| There'll Never Be Another You | This Can't Be Love |
| Autumn Breeze | My One and Only |
| I Want To Be Happy | 52nd Street Theme |

PAUL BLEY

MGW 60001



RECORDS, ALBUMS AND SHEET MUSIC—POPULAR, COUNTRY & WESTERN, RHYTHM & BLUES, CLASSICAL

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 HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending November 30

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
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	5	5. Only You By Buck Ram—Published by Wildwood (BMI) BEST SELLING RECORDS: Platters, Mercury 70633; Hilltoppers, Dot 15423. RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Dec, Wing 30013. ELECTRICAL TRANSCRIPTION: Barbara Carroll, Standard.	6	11
2. Autumn Leaves By J. Mercer, J. Prevert, J. Kosma—Published by Ardmore (ASCAP) BEST SELLING RECORD: R. Williams, Kapp 116. RECORDS AVAILABLE: S. Allen & G. Gates, 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 TRANSCRIPTIONS: Lou Brownie, Standard; Allen Roth, Ork., The-saurus; Henry Jerome Ork, Lang-Worth.	2	16	7. Shifting, Whispering Sands By M. Gilbert & V. Gilbert—Published by Gallatin (BMI) BEST SELLING RECORDS: R. Draper, Mercury 70696; B. Vaughn, Dot 15409. RECORD AVAILABLE: Johnson Family, Vic. ELECTRICAL TRANSCRIPTION: Henry Jerome Ork, Lang-Worth.	5	13
3. Moments to Remember By Stillman & R. Allen—Published by Beaver (ASCAP) BEST SELLING RECORD: Four Lads, Col 40539. RECORDS AVAILABLE: L. Armstrong, Dec 29694. ELECTRICAL TRANSCRIPTIONS: Russ Carlyle, Standard; Henry Jerome Ork, Lang-Worth.	4	14	8. I Hear You Knockin' By David Bartholomew—Published by Commodore (BMI) BEST SELLING RECORDS: G. Storm, Dot 15412; S. Lewis, Imperial 5356.	8	10
4. 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, Mercury 70716; D. Cornell, Coral 61467; Don, Dick & Jimmy, Crown 158; W. Herman, Cap 3202; J. Holiday, Dec 29709; J. Loco, Col 40591; D. Rose, M-G-M 30883; P. B. Ruiz, Vic 20-6341. ELECTRICAL TRANSCRIPTIONS: David Lewinter Ork, Standard; Henry Jerome Ork, Lang-Worth.	3	16	9. 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. Loco, Col 40591; D. Shore, Vic 20-6266. ELECTRICAL TRANSCRIPTIONS: Billy Mills Ork, Standard; Henry Jerome Ork, Lang-Worth.	10	8
5. He By Richard Mullan & Jack Richards—Published by Avas (BMI) BEST SELLING RECORDS: A. Hibbler, Decca 29660; McGuire Sisters, Coral 61501. RECORDS AVAILABLE: K. Armen, M-G-M 1208; G. B. Shea, Victor 20-6292. ELECTRICAL TRANSCRIPTIONS: Paul Smith Trio, Standard; Henry Jerome Ork, Lang-Worth.	7	12	10. Suddenly There's a Valley By C. Meyer & B. Jones—Published by Warman-Hill & Range (BMI) BEST SELLING RECORD: G. Grant, Eda 10003. RECORDS AVAILABLE: P. Andrews, Cap 3228; K. Armen, M-G-M 12078; J. La Rosa, Cadence 1270; M. Lynn, Vic 47-6257; Mills Brothers, Dec 29686; J. Stafford, Col 40559. ELECTRICAL TRANSCRIPTIONS: Russ Carlyle, Standard; Henry Jerome Ork, Lang-Worth.	9	13
Second Ten					
11. It's Almost Tomorrow By Buss Adkinson—Published by Northern Music (ASCAP) RECORDS AVAILABLE: D. Carroll, Mercury 70717; Dream Weavers, Dec 29683; S. Lanson, Dot 15424; J. Stafford, Col; L. Welk, Coral 61524.	14	5	16. Croce Di Oro (Cross of Gold) By Kim Gammon—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: P. Page, Mercury; J. Regan, London. ELECTRICAL TRANSCRIPTION: George Cook, Standard.	16	7
12. 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 0161; Homer & Jethro, Vic 20-6242; M. Katz, Cap 3239; M. Miller, Col 40540; T. B. Strength, Cap 3217; E. Tubb, Dec. 29633. ELECTRICAL TRANSCRIPTION: Ray Pearl, Standard.	11	19	17. Daddy-O By Gore, Abner & Innis—Published by Mar-Kay (BMI) RECORDS AVAILABLE: B. Lou, King 4835; Fontane Sisters, Dot 15428.	18	5
13. Memories Are Made of This By Gilkyson-Dehr-Miller—Published by Montclare (BMI) RECORD AVAILABLE: D. Martin, Cap 3295	-	1	18. 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.	15	7
14. 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 TRANSCRIPTIONS: Ralph Marterie, Standard; Henry Jerome Ork, Lang-Worth.	12	19	19. You Are My Love By Jimmy Nabbie—Published by Jubilee (ASCAP) RECORDS AVAILABLE: Four Tunes, Jubilee 5218; J. James, M-G-M 12066. ELECTRICAL TRANSCRIPTIONS: Ralph Marterie, Standard; Paul Smith Trio, Standard.	19	10
15. 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. ELECTRICAL TRANSCRIPTION: Paul Smith Trio, Standard.	13	9	20. My Bonnie Lassie By Bennett, Tepper, McClurg—Published by Blossom (ASCAP) RECORD AVAILABLE: Ames Brothers, Vic 20-6208.	17	12
Third Ten					
21. Woman in Love By Frank Loesser—Published by Frank Music (ASCAP) RECORDS AVAILABLE: Four Aces, Dec 29725; F. Laine, Col 40583; G. MacRae, Cap 3284. ELECTRICAL TRANSCRIPTION: George Cook, Standard.	21	2	26. White Christmas By J. Berlin—Published by Berlin (ASCAP) Ames Brothers, Coral 60113; L. Armstrong, Dec 28443; E. Arnold, Vic 0390; P. Brito, M-G-M 10779; H. Brooks, Trio 787; K. Carson, Bibletone 751; S. Cavallaro, Dec 24141; R. Clooney-P. Faith, Col 59077; P. Como, Vic 1970; C. Copas, King 1004; J. Crawford, Dec 24143; B. Crosby, Dec 23778; V. Damone, Mercury 5178; Drifters-C. McPhatter, Atlantic 1048; E. Fisher, Vic 4910; J. Garber, Cap 9008; K. Griffith, Col 38911; J. Heifetz, Dec 23376; E. Howard, Mercury 5216; Ink Spots Dec 24140; M. Jackson, Col 702; S. Kaye, Col 285; B. King, Gotham 807; M. Lewis, Coral 60863; Liberace, Col 48001; G. Lombardo, Dec 28409; G. Lombardo, Dec 23738; Montovani, London 1280; Mulcays, Cardinal 1024; P. Page, Mercury 5732; L. Paul-M. Ford, Cap 2617; Ravens, Mercury 70505; A. Shaw, Dec 27243; F. Sinatra, Cap 2954; E. Smith, Dec 24142; K. Smith, M-G-M 10096; S. R. Tharpe, Dec 48119; Three Suns, Vic 3658; TNT Choir, TNT 101; E. Tubb, Dec 46186; C. Turner, International Sacred 2071; H. Voss, Singtime 403; F. Waring, Dec 24500; L. Whitney, Sacred 293; H. Winterhalter, Vic 3937.	-	-
22. Band of Gold By Bob Musel & Jack Taylor—Published by Ludlow Music (BMI) RECORDS AVAILABLE: K. Carson, Cap 3283; D. Cherry, Col 40597; Hi-Fi Four, King 4856.	29	2	28. Burn That Candle By Winfield Scott—Published by Roosevelt (BMI) RECORDS AVAILABLE: Cues, Cap 3245; B. Haley, Dec 29713.	-	1
22. C'est La Vie By Wolson & White—Published by Planetary Music (ASCAP) RECORDS AVAILABLE: De John Sisters, Epic 9131; S. Gale, Vic 20-6286; S. Vaughan, Mercury 70727. ELECTRICAL TRANSCRIPTION: Paul Smith Trio, Standard.	23	2	29. My Boy Flat Top By Bennett and Young—Published by Lois (BMI) RECORDS AVAILABLE: B. Bennett, King 1494; D. Collins, Coral 61510; Gayles, King 4846.	20	6
24. Pepper Hot Baby By Alicia Evelyn—Published by Sheldon (BMI) RECORDS AVAILABLE: B. Davis, Dec 29718; J. P. Morgan, Vic 20-6282; G. Mac-Kenzie, X 0172; J. Tubb, Dec 29720.	26	4	29. Forgive My Heart By Chester Conn & Sammy Gallop—Published by Bregman, Vocco & Conn (ASCAP) RECORD AVAILABLE: Nat (King) Cole, Cap.	23	7
25. All at Once You Love Her By Rodgers & Hammerstein—Published by Chappell (ASCAP) RECORD AVAILABLE: P. Como, Vic 20-6294. ELECTRICAL TRANSCRIPTIONS: Billy Mills Ork, Standard; George Cook, Standard.	30	2			
26. Cry Me a River By Arthur Hamilton—Published by Saunders (ASCAP) RECORDS AVAILABLE: E. Barton, Coral 61530; J. Corey, Col 40596; J. London, Liberty 55006; K. White, Mercury 70722. ELECTRICAL TRANSCRIPTION: George Cook, Standard.	23	3			

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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.



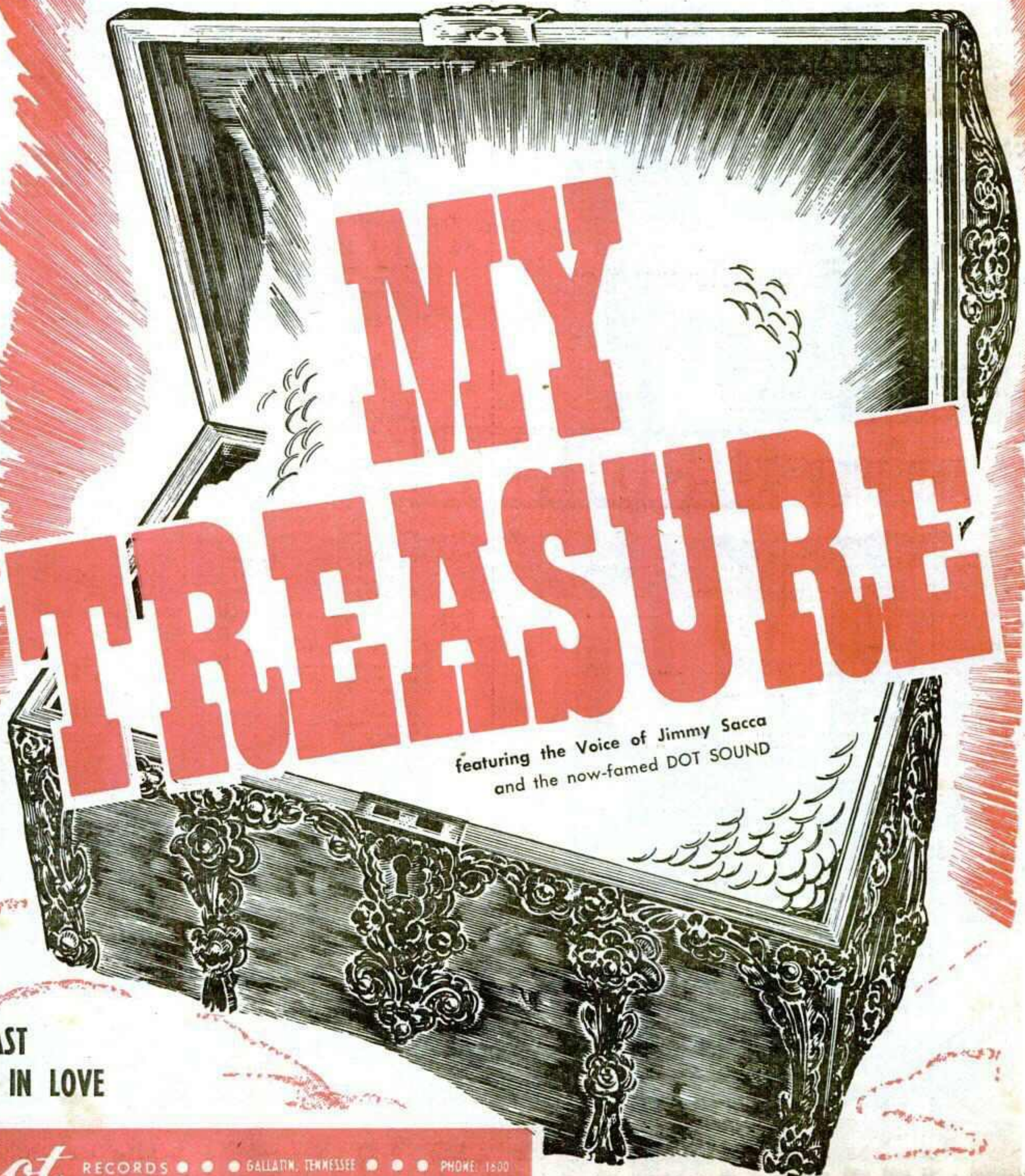
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DOT
15437

b/w
THE LAST
WORD IN LOVE

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THE NATION'S BEST SELLING RECORDS

REMEMBER
WHAT
COLUMBIA
DID WITH
THIS ONE?

I SAW MOMMY KISSING SANTA CLAUS

IT'S HAPPENING
AGAIN WITH
THIS ONE



RICKY

ZAHND

and the Blue Jeaners

AND THEIR **ORIGINAL** RECORDING OF

NUTTIN' FOR CHRISTMAS

COLUMBIA
40576 • 9-40576

COLUMBIA  RECORDS

ALSO ON E.P.
J263 • J4-263

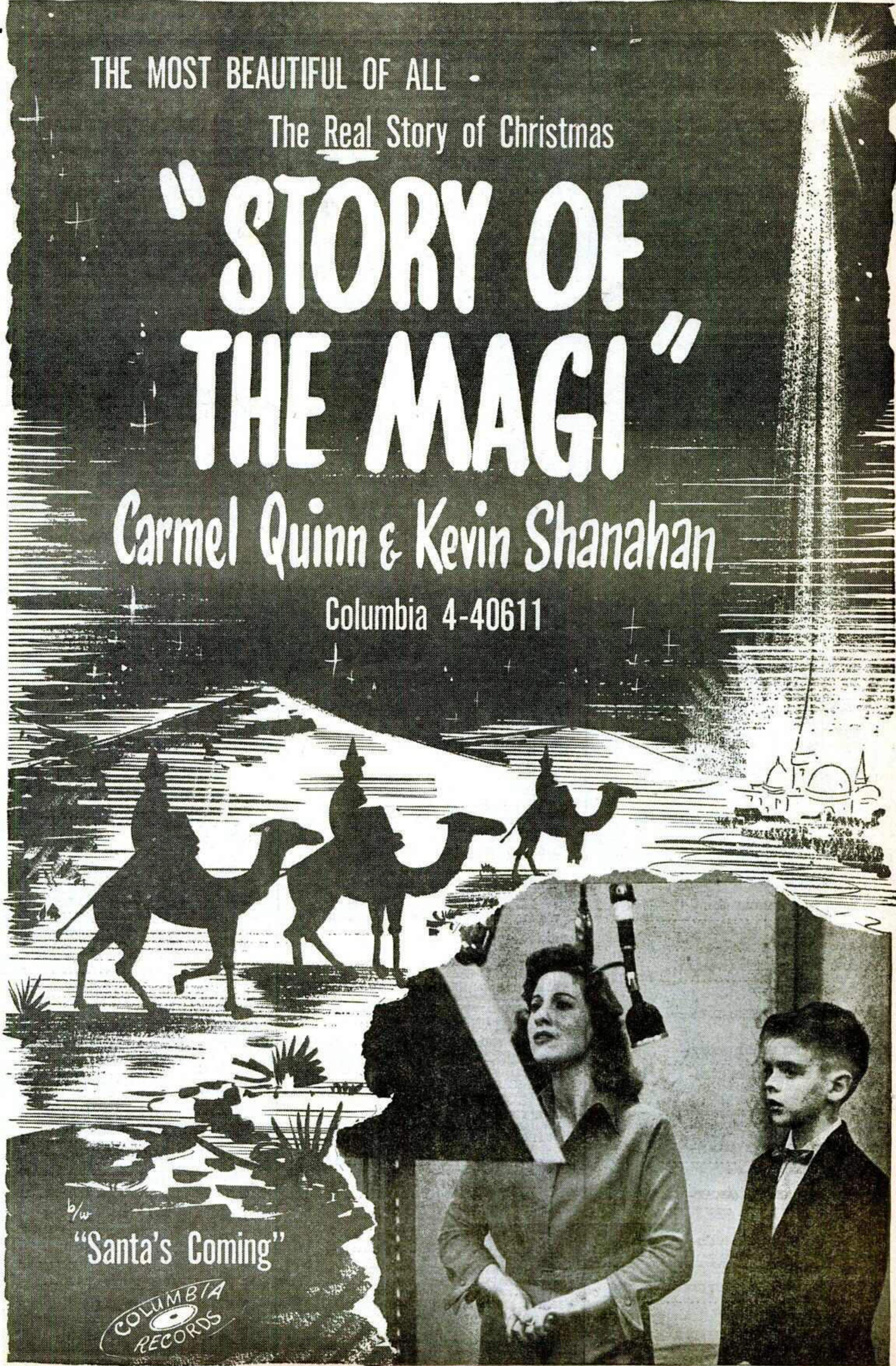
THE MOST BEAUTIFUL OF ALL

The Real Story of Christmas

"STORY OF THE MAGI"

Carmel Quinn & Kevin Shanahan

Columbia 4-40611



b/w
"Santa's Coming"



The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending November 30

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

This Week	Weeks on Chart	Last Week	Chart
1. SIXTEEN TONS (BMI)— Tennessee Ernie.....	1	5	5
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262			
2. AUTUMN LEAVES (ASCAP)— R. Williams.....	2	17	17
Take Care (BMI)—Kapp 116			
3. LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces.....	3	15	15
Shine On, Harvest Moon—Dec 29625			
4. MOMENTS TO REMEMBER (ASCAP)—Four Lads.....	4	15	15
Dream On, My Love, Dream On (ASCAP)—Col 40539			
5. MEMORIES ARE MADE OF THIS— (BMI)—D. Martin.....	23	2	2
Change of Heart (BMI)—Cap 3295			
6. I HEAR YOU KNOCKIN' (BMI)— G. Storm.....	6	8	8
Never Leave Me (ASCAP)—Dot 15412			
7. ONLY YOU (BMI)—Platters.....	5	11	11
Bark, Battle and Ball (BMI)—Mercury 70633			
8. HE (BMI)—A. Hibbler.....	7	11	11
Breeze (ASCAP)—Dec 29660			
9. LOVE AND MARRIAGE (ASCAP)— F. Sinatra.....	8	5	5
Impatient Years (ASCAP)—Cap 3260			
10. SHIFTING, WHISPERING SANDS R. Draper.....	9	11	11
Time (ASCAP)—Mercury 70696			
11. IT'S ALMOST TOMORROW (ASCAP) —Dream Weavers.....	14	5	5
You Got Me Wondering (ASCAP)—Dec 29683			
12. AT MY FRONT DOOR (BMI)— P. Boone.....	10	7	7
No Arms Can Ever Hold You (BMI)—Dot 15422			
13. SHIFTING, WHISPERING SANDS (PARTS I & II)—B. Vaughn.....	13	12	12
Dot 15409			
14. HE (BMI)—McGuire Sisters.....	12	7	7
If You Believe (ASCAP)—Coral 61501			
15. ONLY YOU (BMI)—Hilltoppers.....	17	5	5
Until the Real Thing Comes Along (ASCAP)—Dot 15423			
16. YELLOW ROSE OF TEXAS (ASCAP)—M. Miller.....	11	19	19
Blackberry Winter (BMI)—Col 40540			
17. BURN THAT CANDLE (BMI)— B. Haley.....	18	4	4
ROCK-A-BEATIN' BOOGIE (ASCAP)—Dec 29713			
18. SUDDENLY THERE'S A VALLEY (BMI)—G. Grant.....	16	10	10
Love Is (BMI)—Era 1003			
19. BAND OF GOLD (BMI)—D. Cherry... —	1	1	1
Rumble Boogie—Col 40597			
20. FORGIVE MY HEART (ASCAP)— Nat (King) Cole.....	15	8	8
SOMEONE YOU LOVE (BMI)—Cap 3234			
20. DADDY-O (BMI)—Fontane Sisters.... —	1	1	1
Adorable (BMI)—Dot 15428			
22. MY BONNIE LASSIE (ASCAP)— Ames Brothers.....	20	10	10
So Will I (BMI)—Vic 20-6208			
22. MEMORIES OF YOU (ASCAP)— Four Coins.....	—	1	1
Tear Down the Fence (ASCAP)—Epic 9129			
24. YOU ARE MY LOVE (ASCAP)— J. James.....	19	8	8
I Lay Me Down to Sleep (BMI)—M-G-M 12066			
25. CROCE DI ORO (CROSS OF GOLD)— P. Page.....	20	2	2
Search My Heart (BMI)—Mercury 70713			
25. NO ARMS CAN EVER HOLD YOU (BMI)—G. Shaw.....	—	1	1
Look to Your Heart (ASCAP)—Dec 29679			

• THIS WEEKS BEST BUYS

According to sales reports in key markets, the following recent releases are recommended for extra profits:

- DOLLY'S OH! SUSANNA** (Springfield, BMI)—Don Charles' Singing Dogs—RCA Victor 6344
Not many novelties have gotten the enthusiastic reception that this one has. Out only a short time, it is already on the St. Louis, Minneapolis and Seattle territorial charts and very close to the top 10 in many other market areas checked. The flip is a medley: Pearl's "Jingle Bells," King's "Three Blind Mice," Caesar's "Pat-a-Cake" (Springfield, BMI). A previous Billboard Novelty "Spotlight."
- ANGELS IN THE SKY** (Ridgeway, BMI)—The Crewcuts—Mercury 70741
Little by little this tune has been coming toward the top. Listed this week on the Cleveland and Minneapolis-St. Paul territorial charts; it is also a strong seller in Pittsburgh, Buffalo, Milwaukee and other important markets. Flip is "Mostly Martha" (Hill & Range, BMI). A previous Billboard "Spotlight" pick.
- THE TENDER TRAP** (Barton, ASCAP)—Frank Sinatra—Capitol 3290
With the film now garnering lush box-office receipts, this theme song is shaping up as a big one for Sinatra. Atlanta, Baltimore, Pittsburgh, Philadelphia, Providence, Buffalo and Chicago are typical areas returning strong and mounting sales reports. Flip is "Weep They Will." A previous Billboard "Spotlight" pick.
- TEEN-AGE PRAYER** (Peer, BMI)—Gloria Mann—Sound 126
The competition is keen on this tune, but Miss Mann had the advantage of a head start and is holding on to a comfortable lead. Strongest originally in Eastern cities—New York, Boston, Baltimore, Philadelphia—it is

now coming up fast in Chicago, St. Louis, Cleveland and other Midwestern territories. Flip is "Gypsy Lady" (Peer, BMI). A previous Billboard "Spotlight" pick.

ARE YOU SATISFIED? (Cordial, BMI)—Rusty Draper—Mercury 70757

The singer is following up his hit disk with another strong seller. "Are You Satisfied?" is selling nicely in Pittsburgh, Nashville, St. Louis, Baltimore, Philadelphia, Milwaukee, Cleveland and Chicago. In some areas, Sheb Wooley's competitive version has been taking a profitable slice of the melon. Flip of the Draper disk is "Wabash Cannonball."

THE GREAT PRETENDER (Pera, BMI)—The Platters—Mercury 70753

(See this week's Rhythm and Blues "Best Buys.")

SPEEDO (Rush, BMI)—The Cadillacs—Josie 785

(See this week's Rhythm and Blues "Best Buys.")

Christmas

NUTTIN' FOR CHRISTMAS (Ross Jungnickel, ASCAP)—Art Mooney-Barry Gordon—M-G-M 12092 — Ricky Zahnd — Columbia 40576

Early reports indicate that "Nuttin'" is the strong Christmas tune this year. A fierce competitive situation exists, but M-G-M was leading the field at the end of the week, with Columbia coming up with enough strength to challenge it seriously in many key territories. Both have strong chance of hitting the charts in the next weeks. Good regional support for the Joe Ward, Fontane Sisters and Stan Freberg versions also was reported.

• Most Played in Juke Boxes

For survey week ending November 30

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

This Week	Weeks on Chart	Last Week	Chart
1. SIXTEEN TONS (BMI)— Tennessee Ernie.....	1	4	4
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262			
2. I HEAR YOU KNOCKIN' (BMI)— G. Storm.....	5	7	7
Never Leave Me (ASCAP)—Dot 15412			
3. AUTUMN LEAVES (ASCAP)— R. Williams.....	2	13	13
Take Care (BMI)—Kapp 116			
4. MOMENTS TO REMEMBER (ASCAP)—Four Lads.....	6	9	9
Dream On, My Love, Dream On (ASCAP)—Col 40539			
5. SHIFTING, WHISPERING SANDS (BMI)—R. Draper.....	3	8	8
Time (ASCAP)—Mercury 70696			
6. LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces.....	4	12	12
Shine On, Harvest Moon (ASCAP)—Dec 29625			
7. ONLY YOU (BMI)—Platters.....	9	8	8
Bark, Battle and Ball (BMI)—Mercury 70623			
8. AT MY FRONT DOOR (BMI)— P. Boone.....	7	6	6
NO ARMS CAN EVER HOLD YOU (BMI)—Dot 15422			
9. HE (BMI)—A. Hibbler.....	20	7	7
Breeze (ASCAP)—Dec 29660			
10. SHIFTING, WHISPERING SANDS (PARTS I & II)—B. Vaughn.....	12	10	10
Dot 15409			
11. ONLY YOU (BMI)—Hilltoppers.....	10	4	4
Until the Real Thing Comes Along (ASCAP)—Dot 15423			
12. YELLOW ROSE OF TEXAS (ASCAP)—J. Desmond.....	13	16	16
You're in Love With Someone (ASCAP)—Coral 61476			
12. IF YOU DON'T WANT MY LOVE (ASCAP)—J. P. Morgan.....	15	3	3
PEPPER HOT BABY (BMI)—Vic 20-6282			
14. HE (BMI)—McGuire Sisters.....	11	7	7
If You Believe (ASCAP)—Coral 61501			
15. YELLOW ROSE OF TEXAS (ASCAP)—M. Miller.....	7	17	17
Blackberry Winter (BMI)—Col 40540			
16. LOVE AND MARRIAGE (ASCAP)— F. Sinatra.....	—	1	1
Impatient Years (ASCAP)—Cap 3260			
17. DADDY-O (BMI)—Fontane Sisters.... —	1	1	1
Adorable (BMI)—Dot 15428			
18. CROCE DI ORO (CROSS OF GOLD) (ASCAP)—P. Page.....	—	1	1
Search My Heart (BMI)—Mercury 70713			
19. IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers.....	—	1	1
You Got Me Wondering (ASCAP)—Dec 29683			
20. BURN THAT CANDLE (BMI)— B. Haley.....	—	1	1
Rock-A-Beatin' Boogie (BMI)—Dec 29713			

• Most Played by Jockeys

For survey week ending November 30

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

This Week	Weeks on Chart	Last Week	Chart
1. SIXTEEN TONS (BMI)— Tennessee Ernie.....	1	5	5
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262			
2. MOMENTS TO REMEMBER (ASCAP)—Four Lads.....	2	13	13
Dream On, My Love, Dream On (ASCAP)—Col 40539			
3. LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces.....	3	16	16
Shine On, Harvest Moon (ASCAP)—Dec 29625			
4. AUTUMN LEAVES (ASCAP)— R. Williams.....	4	14	14
Take Care (BMI)—Kapp 116			
5. ONLY YOU (BMI)—Platters.....	7	7	7
Bark, Battle and Ball (BMI)—Mercury 70633			
6. LOVE AND MARRIAGE (ASCAP)—F. Sinatra.....	6	6	6
Impatient Years (ASCAP)—Cap 3260			
7. MEMORIES ARE MADE OF THIS (BMI)—D. Martin.....	—	1	1
Change of Heart (BMI)—Cap 3295			
8. I HEAR YOU KNOCKIN' (BMI)— G. Storm.....	5	7	7
Never Leave Me (ASCAP)—Dot 15412			
9. HE (BMI)—A. Hibbler.....	8	9	9
Breeze (ASCAP)—Dec 29660			
10. ONLY YOU (BMI)—Hilltoppers.....	9	5	5
Until the Real Thing Comes Along (ASCAP)—Dot 15423			
10. IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers.....	—	2	2
You Got Me Wondering (ASCAP)—Dec 29683			
12. AT MY FRONT DOOR (BMI)— P. Boone.....	10	6	6
No Arms Can Ever Hold You (BMI)—Dot 15422			
13. YOU ARE MY LOVE (ASCAP)— J. James.....	11	8	8
I Lay Me Down to Sleep (BMI)—M-G-M 12066			
14. ALL AT ONCE YOU LOVE HER (ASCAP)—P. Como.....	15	3	3
Rose Tattoo (ASCAP)—Vic 20-6294			
15. CRY ME A RIVER (ASCAP)— J. London.....	13	2	2
S' Wonderful (ASCAP)—Liberty 55006			
16. C'EST LA VIE (ASCAP)—S. Vaughan..	12	2	2
Never (ASCAP)—Mercury 70727			
17. CROCE DI ORO (CROSS OF GOLD) (ASCAP)—P. Page.....	—	1	1
Search My Heart (BMI)—Mercury 70713			
18. SHIFTING, WHISPERING SANDS (PARTS I & II)—B. Vaughn.....	14	12	12
Dot 15409			
19. DADDY-O (BMI)—Fontane Sisters.... —	1	1	1
Adorable (BMI)—Dot 15428			
20. IT'S ALMOST TOMORROW (ASCAP)—J. Stafford.....	—	1	1
If You Want to Love (ASCAP)—Col 40595			
20. LOVE AND MARRIAGE (ASCAP)— D. Shore.....	—	1	1
Compare (ASCAP)—Vic 20-6266			

SMAASH!

Shipped To Date Over 250,000

THE PLATTERS



"The Great Pretender"

MERCURY 70753



ORDER NOW FOR SURE DELIVERY

SMASH!

"Are You Satisfied"



RUSTY DRAPER

MERCURY 70757



BIGGER THAN "SHIFTING, WHISPERING, SANDS"

TWO GREAT HITS
 "Tweedle Dee"
 "Dance With Me Henry"

VOTED NO. 1 MOST PLAYED FEMALE VOCALIST
 BILLBOARD ANNUAL DISC JOCKEY POLL

VOTED NO. 1 BEST FEMALE VOCALIST
 CASH BOX JUKE BOX OPERATOR'S POLL

Yes, it's been a great year!

...MANY, MANY THANKS,

Georgia Gibbs

PERSONAL MANAGEMENT: GABBE, LUTZ & HELLER
 EXCLUSIVE BOOKINGS: GENERAL ARTISTS CORP.



CURRENT RELEASE

"GOODBYE TO ROME"

MERCURY 70743



Joni James

YOU ARE MY LOVE

my believing heart

VARIETY PICK
CASH BOX PICK

Billboard Best Buy
Billboard Review Spotlight

ORCHESTRA CONDUCTED BY DAVID TERRY

YOU NEVER FALL IN LOVE AGAIN
MGM 12126 78 RPM K 12126 45 RPM

I LAY ME DOWN TO SLEEP
MGM 12066 78 RPM K 12066 45 RPM

ON ALL CHARTS

ART MOONEY
and His Orchestra

huttin' for Christmas

Vocal by 6-year-old TV star

BARRY GORDON

MGM 12092 78 rpm • K 12092 45 rpm

DEFINITELY THE HIT VERSION
DON'T ACCEPT SUBSTITUTES

PLUGGED ON COMO TV SHOW

CONNIE FRANCIS

MY TREASURE

MGM 12122 78 RPM K 12122 45 RPM

BIG 7-DAY NBC TV PLUG ON MODERN ROMANCES

<p>BILLY ECKSTINE</p> <p>LA DE DO DE DO</p> <p>and FAREWELL TO ROMANCE MGM 12105 78 rpm—K 12105 45 rpm</p>	<p>BETTY MADIGAN</p> <p>THERE SHOULD BE RULES</p> <p>and STRANGERS MGM 12094 78 rpm—K 12094 45 rpm</p>	<p>ROBBIN HOOD</p> <p>A TEEN AGE PRAYER</p> <p>and NO SCHOOL TOMORROW MGM 12138 78 rpm—K 12138 45 rpm</p>
<p>DEBBIE REYNOLDS</p> <p>THE TENDER TRAP</p> <p>and CANOODLIN' RAG MGM 12086 78 rpm—K 12086 45 rpm</p>		

BREAKING BIG!

SHEB WOOLEY

are you satisfied?

MGM 12114 78 rpm K 12114 45 rpm

**The Billboard Music Popularity Charts
POPULAR RECORDS**

• Territorial Best Sellers

For survey week ending November 30
Listings are based on late reports secured from top dealers in each of the markets listed.

- | | |
|--|---|
| <p>Atlanta</p> <ol style="list-style-type: none"> Memories Are Made of This, D. Martin, Cap. Band of Gold, D. Cherry, Col. Moments to Remember, Four Lads, Col. Autumn Leaves, R. Williams, Kap. Sixteen Tons, T. Ernie, Cap. | <p>Milwaukee</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Memories Are Made of This, D. Martin, Cap. I Hear You Knockin', G. Storm, Dot Only You, Platters, Mer. Love and Marriage, F. Sinatra, Cap. Autumn Leaves, R. Williams, Kap. My Bonnie Lassie, Ames Brothers, Vic. At My Front Door, P. Boone, Dot |
| <p>Baltimore</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. I Hear You Knockin', G. Storm, Dot He, A. Hibbler, Dec. It's Almost Tomorrow, Dream Weavers, Dec. C'est La Vie, S. Vaughan, Mer. Love Is a Many-Splendored Thing, Four Aces, Dec. At My Front Door, P. Boone, Dot Moments to Remember, Four Lads, Col. Woman in Love, Four Aces, Dec. Only You, Platters, Mer. | <p>Mpls.-St. Paul</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Only You, Platters, Mer. Moments to Remember, Four Lads, Col. I Hear You Knockin', G. Storm, Dot Memories Are Made of This, D. Martin, Cap. He, McGuire Sisters, Cor. Autumn Leaves, R. Williams, Kap. Angels in the Sky, Crew Cuts, Mer. Cry Me a River, J. London, Lbt. Dolly's Oh Susanna, D. Charles-Singing Dogs, Vic. |
| <p>Boston</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Memories Are Made of This, D. Martin, Cap. Autumn Leaves, R. Williams, Kap. All at Once You Love Her, P. Como, Vic. Love and Marriage, F. Sinatra, Cap. Moments to Remember, Four Lads, Col. He, A. Hibbler, Dec. It's Almost Tomorrow, Dream Weavers, Dec. Woman in Love, F. Laine, Col. C'est La Vie, S. Vaughan, Mer. | <p>New Orleans</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. It's Almost Tomorrow, Dream Weavers, Dec. Memories Are Made of This, D. Martin, Cap. I Hear You Knockin', G. Storm, Dot Only You, Platters, Mer. Autumn Leaves, R. Williams, Kap. Woman in Love, Four Aces, Dec. Love Is a Many-Splendored Thing, Four Aces, Dec. Burn That Candle, B. Haley, Dec. Band of Gold, D. Cherry, Col. |
| <p>Buffalo</p> <ol style="list-style-type: none"> Only You, Platters, Mer. Moments to Remember, Four Lads, Col. Sixteen Tons, T. Ernie, Cap. Love Is a Many-Splendored Thing, Four Aces, Dec. Autumn Leaves, R. Williams, Kap. | <p>New York</p> <ol style="list-style-type: none"> Autumn Leaves, R. Williams, Kap. Sixteen Tons, T. Ernie, Cap. Love Is a Many-Splendored Thing, Four Aces, Dec. Only You, Platters, Mer. He, A. Hibbler, Dec. Moments to Remember, Four Lads, Col. Love and Marriage, F. Sinatra, Cap. Shifting, Whispering Sands, R. Draper, Mer. Yellow Rose of Texas, M. Miller, Col. My Bonnie Lassie, Ames Brothers, Vic. |
| <p>Chicago</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Autumn Leaves, R. Williams, Kap. Love and Marriage, F. Sinatra, Cap. Shifting, Whispering Sands, R. Draper, Mer. Only You, Platters, Mer. I Hear You Knockin', G. Storm, Dot Love Is a Many-Splendored Thing, Four Aces, Dec. Goodbye to Rome, G. Gibbs, Mer. Japanese Farewell Song, K. C. Jones, Mrq. He, McGuire Sisters, Cor. | <p>Philadelphia</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Autumn Leaves, R. Williams, Kap. Love Is a Many-Splendored Thing, Four Aces, Dec. He, A. Hibbler, Dec. Love and Marriage, F. Sinatra, Cap. Moments to Remember, Four Lads, Col. My Bonnie Lassie, Ames Brothers, Vic. I Hear You Knockin', G. Storm, Dot He, McGuire Sisters, Cor. |
| <p>Cincinnati</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Autumn Leaves, R. Williams, Kap. Shifting, Whispering Sands, R. Draper, Mer. Memories Are Made of This, D. Martin, Cap. Band of Gold, K. Carson, Cap. Moments to Remember, Four Lads, Col. I Hear You Knockin', G. Storm, Dot Only You, Platters, Mer. Suddenly There's a Valley, G. Grant, Era Pepper-Hot Baby, J. P. Morgan, Vic. | <p>Pittsburgh</p> <ol style="list-style-type: none"> Memories Are Made of This, D. Martin, Cap. Sixteen Tons, T. Ernie, Cap. Lisbon Antigua, N. Riddle, Cap. It's Almost Tomorrow, Dream Weavers, Dec. Love and Marriage, F. Sinatra, Cap. Times Two I Love You, Three Chuckles, X Love Is a Many-Splendored Thing, Four Aces, Dec. Moments to Remember, Four Lads, Col. Shifting, Whispering Sands, R. Draper, Mer. No Arms Can Ever Hold You, Gaylords, Mer. |
| <p>Cleveland</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Memories Are Made of This, D. Martin, Cap. It's Almost Tomorrow, Dream Weavers, Dec. Autumn Leaves, R. Williams, Kap. Angels in the Sky, Crew Cuts, Mer. Moments to Remember, Four Lads, Col. Croce Di Oro (Cross of Gold), P. Page, Mer. Speedo, Cadillac, Jse. He, A. Hibbler, Dec. Lovely Lies, Manhattan Brothers, Lon. | <p>St. Louis</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. It's Almost Tomorrow, Dream Weavers, Dec. Memories of You, Four Coins, Epl. Dolly's Oh Susanna, D. Charles-Singing Dogs, Vic. Love and Marriage, F. Sinatra, Cap. Only You, Hilltoppers, Dot He, McGuire Sisters, Cor. Autumn Leaves, R. Williams, Kap. Cry Me a River, J. London, Lbt. Love Is a Many-Splendored Thing, Four Aces, Dec. |
| <p>Dallas-Fort Worth</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Love Is a Many-Splendored Thing, Four Aces, Dec. It's Almost Tomorrow, Dream Weavers, Dec. Autumn Leaves, R. Williams, Kap. Cry Me a River, J. London, Lbt. Moments to Remember, Four Lads, Col. He, A. Hibbler, Dec. | <p>San Francisco</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Moments to Remember, Four Lads, Col. Love Is a Many-Splendored Thing, Four Aces, Dec. Autumn Leaves, R. Williams, Kap. Shifting, Whispering Sands, R. Draper, Mer. He, A. Hibbler, Dec. Memories Are Made of This, D. Martin, Cap. I Hear You Knockin', G. Storm, Dot Yellow Rose of Texas, M. Miller, Col. Only You, Platters, Mer. |
| <p>Denver</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Only You, Platters, Mer. Shifting, Whispering Sands, R. Draper, Mer. Autumn Leaves, R. Williams, Kap. Love Is a Many-Splendored Thing, Four Aces, Dec. Moments to Remember, Four Lads, Col. He, A. Hibbler, Dec. | <p>Seattle</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Love and Marriage, F. Sinatra, Cap. Moments to Remember, Four Lads, Col. Memories Are Made of This, D. Martin, Cap. Dolly's Oh Susanna, D. Charles-Singing Dogs, Vic. Daddy-O, Fontane Sisters, Dot Suddenly There's a Valley, G. Grant, Era At My Front Door, P. Boone, Dot |
| <p>Detroit</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Memories Are Made of This, D. Martin, Cap. Band of Gold, D. Cherry, Col. Speedo, Cadillac, Jse. At My Front Door, P. Boone, Dot Smokey Joe's Cafe, Robins, Ato. Memories of You, Four Coins, Epl. Daddy-O, B. Lou, Kng. It's Almost Tomorrow, D. Carroll, Mer. You Tickle Me Baby, Royal Jokers, Ato. | <p>Toronto</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Moments to Remember, Four Lads, Col. Love Is a Many-Splendored Thing, Four Aces, Dec. Autumn Leaves, R. Williams, Kap. My Bonnie Lassie, Ames Brothers, Vic. He, A. Hibbler, Dec. Only You, Platters, Mer. I Hear You Knockin', G. Storm, Dot Shifting, Whispering Sands, R. Draper, Mer. |
| <p>Kansas City</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Memories Are Made of This, D. Martin, Cap. Only You, Platters, Mer. I Hear You Knockin', G. Storm, Dot He, A. Hibbler, Dec. Autumn Leaves, R. Williams, Kap. At My Front Door, P. Boone, Dot It's Almost Tomorrow, S. Lanson, Dot Dungaree Doll, E. Fisher, Vic. | <p>Los Angeles</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Autumn Leaves, R. Williams, Kap. Love Is a Many-Splendored Thing, Four Aces, Dec. Memories Are Made of This, D. Martin, Cap. |

teresa

brewer



The Song You Asked Teresa to Record
**A GOOD
MAN IS
HARD
TO FIND**

Cute! Contagious! Colossal!
**IT'S
SIESTA
TIME**

The Big Hits are on...

CORAL RECORDS
America's Fastest Growing Record Company

CORAL
61548/9-61548

OUT OF THIS WORLD

the MODERNAIRES



SLEEPY LITTLE SPACE CADET



The song the Modernaires sang on television that resulted in a sensational coast-to-coast public response.

CORAL 61547 9-61547

b/w SANTA'S LITTLE SLEIGH BELLS

CORAL RECORDS

America's Fastest Growing Record Company



The Billboard Music Popularity Charts POPULAR RECORDS

THE TOP 100

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 in the field.

This Wk.	Song	Artist	Label	Last Wk.
1.	SIXTEEN TONS	T. Ernie	Capitol	1
2.	AUTUMN LEAVES	R. Williams	Kapp	2
3.	MOMENTS TO REMEMBER	Four Aces	Columbia	4
4.	LOVE IS A MANY-SPLENDORED THING	Four Aces	Decca	3
5.	I HEAR YOU KNOCKIN'	G. Storm	Dot	5
6.	ONLY YOU	Platters	Mercury	6
7.	HE	A. Hibbler	Decca	8
8.	LOVE AND MARRIAGE	F. Sinatra	Capitol	9
9.	AT MY FRONT DOOR	P. Boone	Dot	7
10.	ONLY YOU	Hilltoppers	Dot	9
11.	IT'S ALMOST TOMORROW	Dream Weavers	Decca	20
12.	SHIFTING, WHISPERING SANDS	B. Vaughn	Dot	11
13.	SHIFTING, WHISPERING SANDS	R. Draper	Mercury	13
14.	HE	McGuire Sisters	Coral	12
15.	DADDY-O	Fontane Sisters	Dot	19
16.	CROCE DI ORO (CROSS OF GOLD)	P. Page	Mercury	18
17.	YOU ARE MY LOVE	J. James	M-G-M	15
18.	YELLOW ROSE OF TEXAS	M. Miller	Columbia	10
19.	CRY ME A RIVER	J. London	Liberty	23
20.	SUDDENLY THERE'S A VALLEY	G. Grant	Era	14
21.	PEPPER HOT BABY	J. P. Morgan	Victor	31
22.	SUDDENLY THERE'S A VALLEY	J. Stafford	Columbia	16
23.	NO ARMS CAN EVER HOLD YOU	G. Shaw	Decca	35
24.	ALL AT ONCE YOU LOVE HER	P. Como	Victor	30
25.	MY BONNIE LASSIE	Ames Brothers	Victor	17
26.	C'EST LA VIE	S. Vaughan	Mercury	38
26.	MEMORIES ARE MADE OF THIS	D. Martin	Capitol	44
28.	MEMORIES OF YOU	Four Coins	Epic	41
28.	WOMAN IN LOVE	Four Aces	Decca	26
30.	IT'S ALMOST TOMORROW	J. Stafford	Columbia	32
31.	BURN THAT CANDLE	B. Haley	Decca	28
32.	MY BOY—FLAT TOP	T. Collins	Coral	22
33.	DADDY-O	B. Lou	King	36
34.	DOG-FACED SOLDIER	R. Morgan	Decca	42
35.	AUTUMN LEAVES	S. Allen	Coral	40
35.	NO ARMS CAN EVER HOLD YOU	P. Boone	Dot	26
37.	SUDDENLY THERE'S A VALLEY	J. La Rosa	Cadence	33
38.	SOMEONE YOU LOVE	Nat (King) Cole	Capitol	38
38.	IT'S ALMOST TOMORROW	S. Lanson	Dot	24
40.	IF YOU DON'T WANT MY LOVE	J. P. Morgan	Victor	48
41.	FORGIVE MY HEART	Nat (King) Cole	Capitol	21
42.	BAND OF GOLD	K. Carson	Capitol	67
43.	WOMAN IN LOVE	F. Laine	Columbia	50
44.	ANGELS IN THE SKY	Crew Cuts	Mercury	—
45.	BAND OF GOLD	D. Cherry	Columbia	45
45.	TINA MARIE	P. Como	Victor	47
47.	LOVE AND MARRIAGE	D. Shore	Victor	48
48.	ROCK-A-BEATIN' BOOGIE	B. Haley	Decca	42
48.	BLACK DENIM TROUSERS	Cheers	Capitol	29
50.	AUTUMN LEAVES	M. Miller	Columbia	42
51.	SEVENTEEN	Fontane Sisters	Dot	37
51.	IT'S ALMOST TOMORROW	D. Carroll	Mercury	67
53.	YELLOW ROSE OF TEXAS	J. Desmond	Coral	25
54.	LOVE IS A MANY-SPLENDORED THING	D. Cornell	Coral	55
55.	BIBLE TELLS ME SO	D. Cornell	Coral	33
56.	AT MY FRONT DOOR	El Dorados	Vee Jay	51
56.	OF THIS I'M SURE	Four Aces	Decca	71
58.	DOLLY'S OH SUSANNA	D. Charles-Singing Dogs	Victor	—
59.	SIXTEEN TONS	J. Desmond	Coral	65
59.	LONGEST WALK	J. P. Morgan	Victor	58
61.	AUTUMN LEAVES	J. Gleason	Capitol	73
61.	LISBON ANTIGUA	N. Riddle	Capitol	—
63.	TENDER TRAP	F. Sinatra	Capitol	—
64.	MY BOY—FLAT TOP	B. Bennett	King	52
65.	AMUKIRIKI	L. Paul & M. Ford	Capitol	53
66.	YELLOW ROSE OF TEXAS	S. Freberg	Capitol	82
67.	TIMES TWO I LOVE YOU	Chuckles	X	83
68.	LOVE IS A MANY-SPLENDORED THING	D. Rose	M-G-M	55
69.	WHEN YOU DANCE	Turbans	Herald	65
70.	WAKE THE TOWN AND TELL THE PEOPLE	L. Baxter	Capitol	59
70.	CROCE DI ORO (CROSS OF GOLD)	J. Rezan	London	60
70.	GOODBYE TO ROME	G. Gibbs	Mercury	75
73.	THERE SHOULD BE RULES	B. Madigan	M-G-M	54
74.	TWENTY-FOUR HOURS A DAY	G. Gibbs	Mercury	—
75.	SPEEDO	Cadillacs	Herald	—
76.	SEVENTEEN	B. Bennett	King	61
77.	AIN'T THAT A SHAME	P. Boone	Dot	46
77.	YOU TICKLE ME BABY	Royal Jokers	Atco	—
79.	PET ME PAPA	R. Clooney	Columbia	94
79.	SMOKEY JOE'S CAFE	Robins	Atco	—
79.	SUDDENLY THERE'S A VALLEY	Mills Brothers	Decca	70
82.	JAPANESE FAREWELL SONG	K. C. Jones	Marquee	64
83.	WANTING YOU	R. Williams	Kapp	—
84.	AUTUMN LEAVES	V. Young	Decca	55
85.	PEPPER HOT BABY	G. MacKenzie	X	76
86.	AUTUMN LEAVES	R. Charles Singers	M-G-M	97
87.	TEENAGE PRAYER	G. Mann	Sound	—
87.	ADORABLE	Fontane Sisters	Dot	89
89.	LOVE IS A MANY-SPLENDORED THING	W. Herman	Capitol	84
90.	YOUNG ABE LINCOLN	Hugo & Luigi	Mercury	—
91.	ROSE TATTOO	P. Como	Victor	79
92.	CHARMAINE	Four Freshman	Capitol	—
92.	OO BANG	Doris Day	Columbia	100
92.	I'LL KNOW	S. Davis, Jr.	Decca	—
95.	I WANT YOU TO BE MY BABY	G. Gibbs	Mercury	—
96.	POR FAVOR	V. Damone	Mercury	99
97.	NO ARMS CAN EVER HOLD YOU	Gaylords	Mercury	91
97.	DAY BY DAY	Four Freshman	Capitol	72
99.	HEARTLESS	T. Leonetti	Capitol	—
99.	MY BELIEVING HEART	J. James	M-G-M	—
99.	RICHEST MAN	E. Arnold	Victor	—

CAUTION TO DEALERS AND JUKE BOX OPERATORS

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

A HIT - 1953 - Now A Christmas Classic



MANTOVANI White Christmas

1280

A HIT - 1954 - Stronger Than Ever

DAVID WHITFIELD

Sings

Santo Natale

1508



A HIT - 1955



DICKIE VALENTINE

Sings

Christmas Island

1620

Christmas Alphabet

London

RECORDS





TOPS IN CHRISTMAS SONGS
THE "RECORD" THAT LEADS THE FIELD

8-YEAR-OLD **JOE WARD**

NUTTIN' FOR CHRISTMAS King 4854
CHRISTMAS QUESTIONS King 4854

BABS GONSALES
BE-BOP SANTA CLAUS
b/w
Watch Them Resolutions
KING 4836

BUBBER JOHNSON
LET'S MAKE EVERY DAY A CHRISTMAS DAY
b/w
It's Christmas Time
KING 4855

BEST SELLERS

BONNIE LOU
DADDY-O King 4864
MISS THE LOVE
(That I've Been Dreaming Of)

BOYD BENNETT
ALL "3" GOING STRONG
THE MOST --- King 4853
MY BOY-FLAT TOP --- King 1494
SEVENTEEN --- King 1470

ROCK BROTHERS
DUNGAREE DOLL
b/w
Livin' It Up
KING 4851

THE MIDNIGHTERS
ROCK AND ROLL WEDDING
b/w
That House on the Hill
FEDERAL 12240

JOE TEX
COME IN THIS HOUSE
b/w
Davy, You Upset My Home
KING 4840

RUBY WRIGHT
DO YOU BELIEVE
b/w
I Fall In Love With You Ev'ry Day
KING 4850

LITTLE WILLIE JOHN
HOME AT LAST
b/w
NEED YOUR LOVE SO BAD
KING 4841

ALL AROUND THE WORLD
KING 4818

EARL BOSTIC
POEME
b/w
O SOLE MIO
KING 4845

BILL DOGGETT
MISTY MOON
b/w
HONEY BOY
KING 4838

COUNTRY AND WESTERN
COWBOY COPAS
BLUE YESTERDAY
b/w
Tell Me More
KING 1507

BOBBY ROBERTS
MY UNDECIDED HEART
b/w
I'm Gonna Comb You Outta My Hair
KING 4837

KING RECORDS

The Billboard Music Popularity Charts
POPULAR RECORDS

• 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 potential chart entries in the very near future.

- 1. A Woman in Love** **The Four Aces**
(ASCAP) Decca 29725
- 2. Dolly's Oh!**
Susanna **Don Charles' Singing Dogs**
(BMI) RCA Victor 6344
- 3. A Woman in Love** **Frankie Laine**
(ASCAP) Columbia 40583
- 4. Angels in the Sky** **The Crew Cuts**
(BMI) Mercury 70741
- 5. All at Once**
You Love Her **Perry Como**
(ASCAP) RCA Victor 6294
- 6. C'est La Vie** **Sarah Vaughan**
(ASCAP) Mercury 70727
- 7. Band of Gold** **Kit Carson**
(BMI) Capitol 3283
- 8. Goodbye to Rome**
Twenty-Four Hours a Day **Georgia Gibbs**
(ASCAP); (BMI) Mercury 70743
- 9. Gee Whittakers** **Pat Boone**
(BMI) Dot 15435
- 10. Wanting You** **Roger Williams**
(ASCAP) Kapp 127

NOTE: This chart does not have a set number of selections. The number will vary from week to week.

• Tunes With Greatest Radio-TV Audience

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

Radio	Television
A Teen-Age Prayer (R)—La Salle—ASCAP	Woman in Love (R)—Frank—ASCAP
Woman in Love (R)—Frank—ASCAP	Wonderful Christmas (R)—Criterion—ASCAP
All at Once You Love Her (R)—Williamson—ASCAP	All at Once You Love Her (R)—Williamson—ASCAP
Are You Satisfied (R)—Cordial—BMI	Autumn Leaves (R)—Ardmore—ASCAP
Autumn Leaves (R)—Ardmore—ASCAP	Boomerang (R)—Frank—ASCAP
Band of Gold (R)—Ludlow—BMI	Cattle Call (R)—Foster—ASCAP
C'est La Vie (R)—Planetary—ASCAP	Croce Di Oro (R)—Shapiro-Bernstein—ASCAP
Cry Me a River (R)—Frank—ASCAP	Cry Me a River (R)—Frank—ASCAP
Everybody's Got a Home But Me (R)—Chappell—ASCAP	Dungaree Doll (R)—E. B. Marks—BMI
Forgive My Heart (R)—Bregman, Vocco & Conn—ASCAP	Everybody's Got a Home But Me (R)—Chappell—ASCAP
He (R)—Avas—BMI	Forgive My Heart (R)—Bregman, Vocco & Conn—ASCAP
It's All Right With Me (R)—Chappell—ASCAP	He (R)—Avas—BMI
It's Almost Tomorrow (R)—Northern—ASCAP	I Hear You Knockin' (R)—Commodore—BMI
Japanese Farewell Song (R)—Ranger—ASCAP	I Want You to Be My Baby (R)—Victory—BMI
Lisbon Antiqua (R)—Southern—ASCAP	I'll Never Stop Loving You (R)—Feist—ASCAP
Love and Marriage (R)—Barton—ASCAP	I'm Always Pallas' in Love (R)—Cromwell—ASCAP
Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP	Love and Marriage (R)—Barton—ASCAP
Miracle in the Rain (R)—Remick—ASCAP	Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP
Moments to Remember (R)—Beaver—ASCAP	Moments to Remember (R)—Beaver—ASCAP
Pepper-Hot Baby (R)—Sheldon—ASCAP	My Boy—Flat Top (R)—Lois—BMI
Red Roses and Little White Lies (R)—Trinity—BMI	Nuttin' for Christmas (R)—Jungnickel—ASCAP
Rose Tattoo (R)—Paramount—ASCAP	Only You (R)—Wildwood—BMI
Shifting, Whispering Sands (R)—Witmark—ASCAP	Ooh Bang (R)—Artists—ASCAP
Sixteen Tons (R)—American—BMI	Optimist and the Pessimist (R)—Reiss—ASCAP
Sleigh Ride (R)—Mills—ASCAP	Pepper-Hot Baby (R)—Sheldon—BMI
Someone You Love (R)—Bradshaw—BMI	Shifting, Whispering Sands (R)—Gallatin—BMI
Suddenly There's a Valley (R)—Warman-Hill & Range—BMI	Sixteen Tons (R)—American—BMI
Tender Trap (R)—Barton—ASCAP	Suddenly There's a Valley (R)—Warman-Hill & Range—BMI
There Should Be Rules (R)—Witmark—ASCAP	Tender Trap (R)—Barton—ASCAP
	Then I'll Be Happy (R)—Bouras—ASCAP

• Best Selling Sheet Music

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

- 1. Autumn Leaves** 1 13
Ardmore
- 2. He** 2 11
Avas
- 3. Sixteen Tons** 3 4
American
- 4. Suddenly There's a Valley** 6 13
Warman-Hill & Range
- 5. Bible Tells Me So** 4 17
Paramount-Roy Rogers
- 6. Love Is a Many-Splendored Thing**.. 5 14
Miller
- 7. Moments to Remember** 7 11
Beaver
- 8. Love and Marriage**... 8 6
Barton
- 9. Shifting, Whispering Sands** 9 9
Gallatin
- 10. Yellow Rose of Texas**.. 10 18
Planetary
- 11. Only You** 13 4
Wildwood
- 12. Croce Di Oro (Cross of Gold)**..... 12 4
Shapiro-Bernstein
- 13. White Christmas**..... - 1
Berlin
- 14. It's Almost Tomorrow** . - 1
Northern
- 15. My Bonnie Lassie**..... 15 8
Blossom

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by Jackie Riggs

With Orchestra and Chorus

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NOT ONE GOODBYE*

MY BEWILDERED HEART

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20/47-6318



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JE CHERCHE UN HOMME

20/47-6319



LOU MONTE
ITALIAN JINGLE BELLS
SANTO NATALE

20/47-6320



PERRY COMO
HOME FOR THE HOLIDAYS
GOD REST YE MERRY GENTLEMEN

20/47-6321



TONY MARTIN
CHRISTMAS IN AMERICA
CHRISTMAS IN RIO

20/47-6317



CHET ATKINS
JINGLE BELLS
FOUR CHRISTMAS CAROLS

20/47-6314



MARIO LANZA
AVE MARIA (Schubert)
I'LL WALK WITH GOD

20/47-6334



HOMER & JETHRO
NUTTIN' FOR CHRISTMAS
SANTY'S MOVIN ON

20/47-6322



GEORGE BEVERLY SHEA
CHRISTMAS, CHRISTMAS
SLEEP PRECIOUS BABE

20/47-6315

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The Billboard Music Popularity Charts

POPULAR RECORDS

Review Spotlight on . . .

RECORDS

KAY STARR...RCA Victor 6359.....**ROCK AND ROLL WALTZ**
(Sheldon, BMI)

Miss Starr sells all the way in her very best offering in a long time. Gal rocks and rolls in great style thru the decidedly good lyrics, and there's a powerful assist from the gal's first Winterhalter ork and chorus backing. This one could break out fast. Flip is a pleasant ballad, "I've Changed My Mind a Thousand Times" (Shapiro-Bernstein, ASCAP).

NAT (KING) COLE...Capitol.....**TOYLAND**
(Harvard, BMI)

I'M GONNA LAUGH YOU RIGHT OUT OF MY LIFE
(Redd Evans, ASCAP)

These are two great new sides, both pretty ballads, both delivered in Cole's lush, matchless style. Top side is not the Herbert opus but it's still a fine tune, and with the flip adds up to a natural break-out pairing.

DORIS DAY...Columbia 40618.....**LET IT RING**
(Artists Music, ASCAP)

La Day just caresses the sounds here in some of her huskiest, sexiest singing in the book. Gimmick of telephone ringing when couple have other things in mind is mighty cute. All told it looks like winning piece of thrushing with solid help from the Paul Weston crew. Flip is "Love's Little Island," another pretty tune sung in the same soft touching tones (Artists Music, ASCAP).

McGUIRE SISTERS...Coral 61532.....**MY BABY'S GOT SUCH LOVIN' WAYS**
(Pincus, ASCAP)

BE GOOD TO ME (Bregman, Vocco & Conn, ASCAP)

This one has all the earmarks of a two-sider for the McGuire gals. On top is a catchy, swinging tune that tells all about the lover boy's big assets, while the flip is a slower, more moving effort with some great harmony sounds. Either side could hit paydirt.

Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff in determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential.

- 90-100. **Tops**
- 80- 89. **Excellent**
- 70- 79. **Good**
- 60- 69. **Satisfactory**
- 50- 59. **Limited**
- 0- 49. **Poor**

THE HILLTOPPERS

My Treasure80

DOT 15437 - Jimmy Sacca delivers a heartfelt vocal with an able backing from the group on this moving ballad. It's a slick job thruout that could compete with the Connie Francis original of the tune. (Randy-Smith, ASCAP)

The Last Word in Love...76

The guy has no swimming pool or Cadillac but he's got the last word in love. Cute, gimmicky swinger with Sacca again spotlighted. Good wax. (Randy-Smith, ASCAP)

THE BARRY SISTERS

Cha Cha Joe80

CADENCE 1280—A commendable effort to duplicate the infectious feeling of the old "Jack, Jack, Jack" tune in Cha Cha rhythm. The Sisters sing out with verve and the backing moves along with a catchy pulse. (United, ASCAP)

Baby—Come a Little Closer

(The Walkin' Talkin' Song)...75
The girls croon a cozy little rhythm ditty with style and a fine blend. (Rogus, ASCAP)

ELLIE RUSSELL, RAY EBERLE AND LARRY CLINTON ORK

Love and Marriage77

BELL 1111—A very cute duo job on the fast-rising tune from TV's "Our Town." Okay at any price. (Barton, ASCAP)

You Are My Love...75

An appealing duet on the Joni James hit by the talented team, with smart Clinton orking. One of the better bargain coup-lings. (Jubilee, ASCAP)

5 DeMARCO SISTERS

Romance Me76

DECCA 29758—Here's a smart lyric in a leisurely tempo, and it's well chanted by the DeMarcos. Deejays will like this well-recorded side. (E. H. Morris, ASCAP)

Say You Care...76

This side is a melodic waltz, and the DeMarcos are backed by an interesting arrangement, sometimes featuring a mandolin and later a rhythm section. (Sberidau, BMI)

LES BROWN ORK

Take Back Your Mink76

CAPITOL 3303—A swiny, tasteful instrumental on the bouncy tune from "Guys and Dolls." The movie version of the legit musical is one of the hottest items on the screen right now, so this side should get plenty of jockey play. (Frank, ASCAP)

Sincerely Yours...75

This is one of the best versions out yet on the theme from Liberace's

first movie. The picture hasn't shown much speed at the box office so far, but if it steps out in the hinterlands, this disk could move out with it. The attractive arrangement is highlighted by an excellent recitation and vocal by Jo Ann Greer. (Witmark, ASCAP)

CARMEN McRAE

The Next Time It Happens76

DECCA 29749—A pretty ballad from "Pipe Dream" gets an appealingly straightforward rendition. Should increase her pop following, especially if the tune catches. (Williamson, ASCAP)

Come On, Come In...72

On this side the thrush is called upon to invite. (Planetary, ASCAP)

to sing coyly on a self-conscious sexy

BARRY FRANK

Only You (and You Alone)75

BELL 1109—A highly appealing version of the Platters' smash by Frank

JAYE P. MORGAN

My Bewildered Heart77

VICTOR 6329—This is the coupling cut at the recent public recording session in Detroit. It's an appealing job on a fair enough ballad. It's not likely to be one of the thrush's fastest starters, but fan support could build it big. (Weiss & Barry, BMI)

Not One Goodbye...77

This smart, swiny Redd Evans-Phil Springer tune isn't the thrush's special cup of tea. A fairly labored lilt. (Jefferson, ASCAP)

JACKIE RIGGS

The Great Pretender77

MEDIA 1020—This is an expressive and touching version of the new tune recently waxed by the Platters. Riggs shows plenty of vocal savvy which makes this a contender for the coin. (Panther, ASCAP)

His Gold Will Melt...75

A pretty piece of ballad wax with Riggs again spotlighted effectively. (Banks, BMI)

THE SUNNYSIDERS

Doesn't He Love Me77

MARQUEE 1029—Watch this one. The Sunnysiders belt out this gospel-type blues to the accompaniment of hand-clapping and banjos. It has beat and excitement. (American Academy, ASCAP)

She Didn't Even Say Goodbye75

The Sunnysiders do this novelty ditty with a pleasing beat and enthusiasm. A nice item for deejays. (Mills, ASCAP)

on the 39-cent label. Merits a lot of juke and jockey exposure, the action on the cover will probably be natural in chains and racks. (Wildwood, BMI)

Black Denim Trousers and Motorcycle Boots

...74
The solo voice cover of this group hit is less effective, but still a great value. (Quinlet, BMI)

GINNY GREER

I Can't Forget (N'Onble Jamais)75

DECCA 29687 - Imported French ballad conveys gobs of sentiment in this prettily sung waxing by Ginny Greer. It makes for pleasant listening and it should get a fair shake from the jockeys. (Leeds, ASCAP)

The Moon Was Yellow

(And the Night Was Young)...73
The evergreen is projected with much charm by the thrush in this vibrant reading. She's backed bounteously by a large sounding ork. (Bregman, Vocco & Conn, ASCAP)

THE COWBOY CHURCH

SUNDAY SCHOOL

A Handful of Sunshine75
DECCA 29757—Inspirational Stuart Hamblen ditty is sung with charm by the group. At this time of the year it should get more than its normal share of exposure. And it could sell a good many copies, too. (Hamblen, BMI)

Those Bad Bad Kids...70

Cute item about naughty moppets is also from the pen of Hamblen. (Hamblen, BMI)

JACK PLEIS ORK AND CHORUS

Pauline74

DECCA 29766—Three-beater is an adaptation of "Sweet Betsy From Pike," which also serves as the Pall Mall commercial. Catchy stuff as sung by Ralph Waldo Cummings and chorus. (Johnathan)

The Trouble With Harry...73

The picture title tune gets a swiny, entertaining reading by the Pleis ork and chorus. It's not exactly a retentive melody line here, however. (Frank, ASCAP)

STEVE GIBSON

How I Cry74

VICTOR 6345—Rousing rock and roll opus is sold to the hilt by the group. A good side which ought to do right fine on the coin boxes. (Boland-Leng, ASCAP)

Robbin...72

More of the same, tho flip has the edge. (Iris-Trojan, BMI)

JACKIE LEE

Aloha Oe (Farewell to Thee)74

CORAL 61534 - Fine honky tonk piano solo work on a Hawaiian-styled melody Good juke wax. (Fairmount, BMI)

More, More, More...72

An okay vocal on a fast-paced rhythm tune with a steady beat. However, flip is more in the style of Lee's past successes. (Fairmount, BMI)

THE MULCAYS

Miss You73

ESSEX 407—The couple team up with their electric guitar and harmonica combo in a lush instrumental version of a pretty standard. (Santly-Joy, ASCAP)

Twelfth Street Rag...73

Same instrumental voicing as the flip comes thru equally well on this ragtime standard. (Shapiro-Bernstein, ASCAP)

THE LOU STEIN TEN

Lou's Tune73

EPIC 9134—Here's a fast-paced little instrumental number penned by Stein and racked up in neat jazz sounds by the crew. Should get some attention from the juke players. (Blackwood, BMI)

Butterfly Cha-Cha-Cha...72

More instrumental sounds based on the current terp craze. Band generates excitement. (Blackwood, BMI)

HELEN GRAYCO

I'd Better Be Careful73

"X" 180—The songstress has an r.&b. tune here that is well suited to her husky voice. She gives it a slow, torchy styling that ought to raise male blood pressure. (Maggie, BMI)

Night Train...70

A modified blues, based on traditional material. Miss Grayco sells it in a relaxed but effective way. (Frederick, BMI)

PETE HANLEY

Robin Hood73

EPIC 9135—This "different" version of the ballad of Sherwood Forest has no lush choruses, no big martial brass sounds, but it does have a flock of gimmick sound effects and a simple solo delivery which could win the disk a share of plays. (Jungnickel, ASCAP)

Ridin' Herd...70

A simple melodic tale of an Oklahoma cowpoke on his way to "Wyomin'" that somehow smacks of gentle parody of standard cowboy fare. (Ward & Sears, BMI)

THE GAYLES

Too Late I Learned73

KING 4860—Sporting a hiccup-type vocal gimmick, reminiscent of the DeJohn Sisters, the fem trio generate a good deal of excitement in this swiny reading. (Armo, BMI)

I Had to Lose You...70

Fortright warbling in close harmony by the Gayles with an almost-r.&b. style. Sax mid-disk, etc., all add up to a listenable job. (Summit, ASCAP)

JOHNNY COOLEY ORK

I Don't Want to Ever Be a Princess73

INTRO 6091 - This is the much-bruited tune which almost precipitated an international situation. Pleasant singing by the thrush of the innocuous item. (Valley Hill, BMI)

The Princess Melody...65

A pretty enough instrumental version of the tune. (Valley Hill, BMI)

WILD BILL DAVIS TRIO

Lullaby of Birdland72

EPIC 9137—This is an enthusiastic instrumental version of the anthem with some fancy organ and guitar spots interspersed with a few shouts from the boys in the group. (Patricia, BMI)

April in Paris...72

Here's some gently swinging stuff that builds up to a big colorful climax, "Yeh, yeh, yeh" and audience sounds help keep up the excitement. (Harms, ASCAP)

ZATH-MARY ORK

Strictly for the Birds72

RONDO 970 - Swinging beat and good orking are wedded to sound gimmicks in a platter that should pull well on the boxes. Needs exposure. (Coliseum, BMI)

Single-O...70

Pleasant ballad is read ably. Good wax. (Coliseum, BMI)

THE KIRBY STONE QUARTET

Lasso Trombone73

CORAL 61538—A brightly paced, happy rendition of a jaunty old-time rhythm ditty, which should get some juke play. (Fischer, ASCAP)

Honey Hush...70

A pleasant group reading of a catchy old Fats Waller rhythm theme. (Bourne, ASCAP)

RUSSELL ARMS

Nobody Knows73

EPIC 9136—The "Hit Parade" warbler sings with warmth and sincerity on a pretty theme from the Broadway hit, "Inherit the Wind." (E. H. Morris, ASCAP)

Methinks...70

Arms does a nice job on a pleasant rhythm ditty with lyrics reminiscent of the legit tune, "Thou Swell." (Star, ASCAP)

DOLORES FREDERICKS

Cha Cha Joe73

DECCA 29716—Miss Fredericks has a bright version of this Latinized novelty, but she faces a tussle with the fine Barry Sisters' dinking. (United, ASCAP)

Whole Lotta Shakin' Goin' On...69

The thrush offers a routine rock and roller here. (Marlyn, BMI)

JERRY WALLACE

The Greatest Magic in the World72

MERCURY 70758 - That greatest magic, of course, is love and Wallace sings the tune in pleasantly expressive fashion. (Rene, ASCAP)

Walkin' in the Rain...69

A simple, swiny little ballad gets a pleasant, almost country-styled treatment. (Fowler, BMI)

LORRY RAINE

Don't Touch Me72

ADVANCE 3005—To the sinuous Latin beat Lorry Raine warbles a sexy refrain. Ear-pleasing wax. (Mills, ASCAP)

Interlude...67

Sophisticated ballad is read sympathetically by the sultry-voiced songstress. (Russell, BMI)

RUSS CARLYLE ORK

The Point of No Return72

"X" 181—A smooth, commercial interpretation of this sentimental ballad. The comfortable business man's beat and schmaltzy backing makes this side all the more viable to Carlyle fans. (Weiss & Barry, BMI)

My Mom...65

With chorus and ork playing "My Mom" quietly in the background, John McCormick does a sentimental recitation that praises the contribution of mothers to their children's lives. Inevitably will snag deejay play. (Bregman, Vocco & Conn, ASCAP)

NORMAN BROOKS

Goodbye, Gal, Goodbye71

"X" 179—There is nothing sad about this song. It has a cheerful old-fashioned sound that Brooks puts over in his persuasive Jolson manner. (Cooper, BMI)

Way-Way-Te-Nan-Go...70

A humorous ditty set to a rumba beat. Brooks reads it pleasantly and with a light touch. (Sheldon, BMI)

JILL WHITNEY

Dancing in My Socks71

CORAL 61541—A bright and enthusiastic hand-clapper cover of the tune also recorded by Robbin Hood. It's late. (Lowell, BMI)

My Heart Says "Yes"...64

A novelty type offering finds the gal talking with her heart (represented by subdued male voices). Cute idea but tune lacks paydirt potential. (Krasner, ASCAP)

LALO (PANCHO LOPEZ) GUERRERO ORK

Fancho Rock70

REAL 1302—A fairly swiny satirical take-off on r.&b., wrapped up in a Latin-American-flavored driving beat. Should get some juke play. (Real-American, BMI)

My Rosita From Texas...68

A comedy south-of-the-border take-off on "Yellow Rose of Texas" which is probably too late to really cash in on the tune's big click. (Real-American, BMI)

TED MARTIN

Keep the Faith70

Q 1011—Ted Martin does a thoroly competent vocal with this religious song. Backing includes a chorus. Timely for the season. (Met, ASCAP)

Faded Letters...69

This side is a tender ballad, which takes its inspiration from the pages of old love letters. (Deal, BMI)

TEDD SMITH

He Whispered "Peace Be Still"70

VICTOR 6259—Spotlight is on the full sound here with emphasis on Smith's pianistics. Religious feeling escapes but the disk makes good listening. (Singspiration, SESAC)

Sometimes I Feel Like a Motherless Child...68

This is a neat concert style offering by pianist Smith on the familiar spiritual. Lush orking nearly overshadows the soloist. (PD)

BOB ANDERSON

God's Image70

WING 90044—This is a reverent, moving opus with a heavy religious emphasis. Singer shows warmth and a mixed chorus contributes to the mood. (Mellin, BMI)

When Your Lover Has Gone...67

Here's a rhythmic version of the mournful weeper standard which adds up to a fresh approach. Ork adds a swiny zip. (Remick, ASCAP)

BILL RANDLE AND BILL SILBERT

Disk Jockey's Love Song69

CORAL 9-61544—Real life deejays

(Continued on page 52)

"THE MAN WITH THE GOLDEN ARM"



November 22, 1955

Mr. Sammy Davis, Jr.,
Decca Records,
5505 Melrose,
Hollywood, California

Dear Sammy:

I just lifted the needle off a Decca side you cut called "The Man With The Golden Arm". When the odds are laid on this wax, the price is a fat thousand to one you'll have one of the largest hits ever pressed.

As you know, I had my heart set on recording this tune, but after talking it over with Otto Preminger, director and producer of "The Man With The Golden Arm", we both decided that due to the type of role I play in the picture, it would be a shade out of character for me to do it.

What ever the story, you've done a magnificent job and the cat that doesn't dig this record needs hospitalization.

Once again, congratulations and a gillion thanks for one of the most thrilling two minutes and fifty five seconds of my young and swingin' life.

Sincerely,



a great
new
song
by
a great
singer!



SAMMY DAVIS, Jr.

b/w

"IN A PERSIAN MARKET"

#29759 (78 rpm)

#9-29759 (45 rpm)



FRANK SINATRA · ELEANOR PARKER · KIM NOVAK

THE MAN WITH THE GOLDEN ARM

A film by Otto Preminger

AN UNTOUCHABLE THEME!

AN UNFORGETTABLE MOTION PICTURE!

With Arnold Stang, Darren McGavin, Robert Strauss, John Conte, Doro Merande, George E. Stone, George Mathews, Leonid Kinskey, Emile Meyer, Shorty Rogers, Shelly Manne, Screenplay by Walter Newman & Lewis Meltzer, From the novel by Nelson Algren, Music by Elmer Bernstein, Produced & Directed by Otto Preminger, Released by United Artists

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The Billboard Music Popularity Charts

• **Reviews of New Pop Records**

• Continued from page 50

Randle and Silbert join adequate vocal forces on a routine ditty with lyrics featuring titles of popular songs strung together to tell a story. The disk is certainly no chart maker, and it's doubtful if other spinners will give it much of a whirl. However, it is a conversation piece. (Tee Kaye, ASCAP)
 Rosina!...69
 Same comment. (Valando, ASCAP)

TOMMY ADRIAN
Pazzi-Pazzi (Crazy-Crazy).....69
RONDO 969—American-Italian novelty is cute and will pull some smiles from listeners. Should get some deejay whirrs. (Colliseum, BMI)
Gal-Gettin' Horn....68
 Another novelty, this is also performed gleefully. (Colliseum, BMI)

LOUIS JORDAN
Where Can I Go?.....69
 "X" 182—A slow, refined blues read with taste and feeling by Jordan to a wailing backing by piano, chorus and ork. The side makes an agreeable piece of programming for jocks. (Regent, BMI)
Chicken Back....66
 Jordan and his gang rouse a few laughs with the humorous lyrics of this tune. A brisk dance beat is no small additional asset. (Dann, BMI)

BELMONTE ORK
Shy.....69
COLUMBIA 40607—A popular theme from the opera "Carmen" pops up with a Latin-American beat and a modern lyric delivered in acceptable style by Barry Frank. (Harvard, BMI)
Cuban Love Song....65
 The ork gets the full spotlight here in an instrumental waxing of the south-of-the-border standard. Pleasant terping material. (Robbins, ASCAP)

THE THUNDERBIRDS
Rock Boom Boom.....68
GG 518—Interesting beat and unusual song construction should stir a mod-

erate amount of attention. (Golden, BMI)
Love Is a Problem....65
 The boys sell the rhythmic item energetically. It's not their fault if it doesn't seem to go anywhere. (Golden, BMI)

SYLVIA MARIE
Runnin' Wild.....66
WEB 1054—Rendition spotlights instrumental talents of accordionist Sylvia Marie and Jack Loos on organ working out on the fast-paced oldie. (Feist, ASCAP)
Little Walking Doll....64
 Sylvia Marie imitates a little girl voice talking to and about her walking doll. Doll-minded youngsters might be interested. (Web, Air Permissions)

POLISH AMERICAN STRING BAND
I Want to Be a New Year's Mummer (Just Like Dad).....65
LINDWOOD 502—The Sullivan School Junior Chorus does a so-so vocal job on a routine tune. The Polish American String Band—winner of the 1954-'55 Philadelphia Mummies Parade—provides infectious backing. (tho. ASCAP)
Tie Tock Polka....65
 An all-male vocal group warbles in okay fashion on a fairly catchy rhythm theme.

CAL CALA
Wine Head Woman.....65
VANITY 559—Here is a neo-r.&b. effort delivered in strictly pop tones. Lyrics show imagination. (Vanity, BMI)
Light Up Lightnin' Bugs....58
 Will take more than this to make 'em light up. (Vanity, BMI)

JOHNNY CRAWFORD
What Else But Love.....60
CINDY 1—Poetic, romantic ballad is sung gently by Crawford. (Meridian, BMI)
Just Yours....55
 The baritone promises eternal love with warm sincerity. (Mellin, ASCAP)

• **New Pop-Christmas Records**

MILLS BROTHERS
I Believe in Santa Claus.....77
DECCA 29754—The Mills Brothers are in good form with this Christmas ditty. The side has beat, a good sound and catchy lyric. (Bourne, ASCAP)
You Don't Have to Be a Santa Claus (When Christmas Comes Around)....76
 A strong coupling for the flip. Deejays will like the relaxed delivery and infectious beat. (Ellis, ASCAP)

EDDY HOWARD
'Round, 'Round the Christmas Tree...76
MERCURY 70763—Here's homespun wax with strong family appeal. Gene Autry also has this new yule tune out, and while he may corner the kiddie market, this version should corral plenty of pop spins. Howard contributes a sprightly reading on the folksy item. (Fairway, BMI)
Silver Bells....74
 A pleasant group vocal on the appealing Christmas standard. Both sides should get plays this season. (Paramount, ASCAP)

JOHNNY DESMOND
Santo Natale.....75
CORAL 61543—Johnny Desmond delivers here in his usual pleasant style on the tune that became a big one last year for David Whitfield. Jockeys will play it. (Spier, ASCAP)
Happy Holidays to You....72
 Tender, lovely holiday greetings are expressed here, with the spotlight on

heavy sentiment. Suitably touching tones in evidence. Desmond co-authored the tune. (RPD, BMI)

DICKIE VALENTINE
Christmas Alphabet.....73
LONDON 1620—An entrant for the Christmas sweepstakes. Dickie Valentine renders the lilting ditty, with an attractive lyric which made its initial appearance last year. (Budd, ASCAP)
Christmas Island....71
 Another Christmas song; but this side has not the charm of the flip. (Leeds, ASCAP)

KNUCKLES O'TOOLE
When Christmas Comes to Our House...70
WALDORF MUSIC HALL 219—Cheerful holiday ditty makes for pleasant listening. Dottie Evans warbles it prettily.
Jingle Bells....68
 Swinging treatment of the perennial is read by a vocal group, with O'Toole providing a chorus or two on the keyboard.

HARROWGATE STRING BAND
Fat Fat Man (With the White White Beard).....60
JUKE BOX 101—A so-so Christmas novelty offered with true tyro flavor. (Peer, BMI)
Mummer's March....58
 This Philadelphia string band plays a number dedicated to a local New Year's event. Interest at other times in other places is unlikely. (Peer, BMI)

Dot Label Charts Expansion

• Continued from page 19

the home office for Wood's publishing enterprise, Gallatin Music, which will continue to be directed by Jack Spina, Gallatin vice-president and general manager.

Artist Bureau
 Spina will also continue to direct the enterprise's artist bureau, which is due for increased activity. Now in the fold of the bureau are Dot stalwarts, the Fontane Sisters; Pat Boone, the Hilltoppers, Billy Vaughn and Johnny Maddox with personal management contracts. The bureau also acts in an advisory capacity on bookings.

First Dot albums under its new program are expected to move out to the trade early in 1956. The moves will be made conservatively and the long-range plans call for full-scale operation in packages in two years. Jazz will figure prominently among the initial efforts, but all musical categories will eventually be explored, including classical at a later date.

Wood particularly stressed that the label will show strong interest in original-cast material, with Dot thereby eventually shaping up as

a contender for Broadway and Hollywood musical properties.

Onorati, when he moves over to Dot, will first visit the label headquarters in Gallatin to familiarize himself with its operations. Following a tour of the diskery's distributors, he will then locate in the New York office.

One of Onorati's functions, it was disclosed, will be to help screen material submitted by publishers, forwarding his recommendations to Wood at Gallatin.

An increase of promotional activities under Al Bennett, national promotion manager, is also slated. New men will be added to supplement the efforts of Bob Smith, responsible for the Midwest territory, and Jerry Johnson, in charge of 11 Western states. Kay Ryan has been handling promotion in the New York area.

Wood noted that increased activity abroad is also in the works. He estimated that Dot wax is now distributed in about 60 per cent of the available foreign markets. British Decca handles the line in England.

POPULAR RECORDS

VOX JOX

By JUNE BUNDY

GIMMIX: Johnny Fairchild, WORZ, Orlando, Fla., has a busy schedule lined up, including a guest shot on NBC's "National Radio Fan Club" December 9, a plug for his teen-age show in the January issue of The Woman's Home Companion and as a participant in Modern Screen magazine's new "Disk Jockey Derby" contest. . . . Walt Kay, WDOK, Cleveland, has a regular feature tagged "Yesterday's Missing Hits," which spotlights tunes which he feels had every potential of becoming a hit but failed to make the grade (e.g., Gene Rayburn and Dee Finch (feilow deejays) with "Dry Bones," Three Suns' "Moonlight and Roses," Stuart Hamblen's "I've Got So Many Million Years," etc.

THIS 'N' THAT: Larry Carle, WOND, Pleasantville, N. J., recently aired his "Carnival of Music" from the Mid-Atlantic Farm and Home Show, Atlantic City, for the third straight year. . . . Eddie Dillon, WMBS, Uniontown, Pa., and his wife, Beverly, are now making personal appearances and emceeing record hops thruout Pennsylvania, Maryland, Virginia and Ohio. . . . Cedric Dumont, light music director of the Swiss Broadcasting Corporation and a deejay over Germany's big-

YES!ERYEAR'S TOPS—
 The nation's top tunes on records as reported in The Billboard

- DECEMBER 8, 1945:
1. It's Been a Long, Long Time
 2. It Might as Well Be Spring
 3. Chickery Chick
 4. I Can't Begin to Tell You
 5. I'll Buy That Dream
 6. That's for Me
 7. Till the End of Time
 8. Waitin' for the Train to Come In
 9. Symphony
 10. (Did You Ever Get That Feeling) In the Moonlight?
 11. White Christmas
 12. Love Letters
 13. It's Only a Paper Moon
 14. But I Did
 15. If I Loved You

- DECEMBER 9, 1950:
1. Harbor Lights
 2. The Thing
 3. Nevertheless
 4. Tennessee Waltz
 5. Bushel and a Peck, A
 6. All My Love
 7. Thinking of You
 8. Rudolph, the Red-Nosed Reindeer
 9. Goodnight, Irene
 10. An Orange-Colored Sky

gest network, the Nordwestdeutsche Rundfunk, wants to tape a Continental deejay show, "Your Rendezvous in Europe," featuring new releases from Europe. They would be sent by air mail for use on any deejay's show here who is willing to co-operate. "The plan, tho," writes Dumont, "could only be realized if enough deejays would participate. Anybody interested in this project can write to me for further details c/o Radio Basle, Switzerland.

JAZZ JOX: Arch Harrison, WFVA, Fredericksburg, Va., premed a new jazz show, "New School," last month, which features all the modern school jazz artists. . . . Elzer Marx, WITY, Danville, Ill., has started a jazz show from 8:05 p.m. to 9 p.m. "Response has been pretty fair for this area," comments Elzer, "but we're hampered by lack of good jazz on record." . . . Jazz wax is also needed by Mal Sondock, KENS, San Antonio, for his "50,000-watt jazz show." . . . Lem Earp, KHFM, Albuquerque, N. M., is emceeing and hour and 45-minute night jazz show, with only one commercial spotted every 15 minutes. . . . Pat McMahon, KSTT, Davenport, Ia., has started a new jazz program from 8 to 10 p.m., marking the

first time a jazz show has been aired in the area. The program spotlights all types of jazz, along with history notes about various eras and schools. The station, has asked listeners to submit names for the show, with \$25 worth of records offered as a prize for the best title. The deejay also invites listeners with private jazz collections to take over small segments of the show and spin their own rare wax specimens.

CHANGE OF THEME: Fred Potts, formerly with WINX, Washington, has moved to WAGR, Lumberton, N. C. He has two shows, with a full hour of his nighttime ainer sponsored by Coca-Cola. . . . Bob John, WHVH, Henderson, N. C., is doing a new "Monitor"-type show from 1 to 6 p.m. on Sundays and needs photos of pop artists. . . . Mac McGarry, WRC, Washington, has picked up an extra quarter hour from 10:15 to 11 p.m. each night. . . . Ralph Henry, KRAY, Amarillo, Tex., was appointed station manager. . . . Jack Slatery, WILS, Lansing, Mich., is doing the "color" for local football broadcasts every Saturday. . . . Russ Blair, WTXL, West Springfield, Mass., has added a 7:30 to 8 p.m. show to his schedule, in addition to a regular 10 to midnight "Sandman Serenade."

Ron Turner, WKMI, Kalamazoo, Mich., is now the station's late night deejay from 10 p.m. to 2:30 a.m. across the board. . . . Lou Shabott and J. Barbree have launched a new show, "The Record Trial," over WALB, Albany, Ga., which features a disk panel (two teen-agers and two post-teen panelists). . . . Morris Reichley, KWBB, Wichita, Kan., has started a new program, "Starlight Special." . . . Ted Crays, KRMD, Shreveport, La., has extended his Saturday night show to five and a half hours and needs "more artist promotional voice tracks." . . . Frank Sweeney's "Nite Club" over WPOR, Portland, Me., now runs from 10:15 p.m. to 1 a.m. . . . Ray Paulsen, WDSM, Superior, Wis., has moved his "There's Music in the Land" to a 9 to 10 a.m. spot on Saturday mornings.

Jack Edwards, KGDE, Fergus Falls, Minn., has started a new two and a half-hour afternoon show, "Musical Marathon," which averages about 50 record plays a day. . . . Elliot Nevins, 22-year-old assistant program director at WKNY, Kingston, N. Y., is piloting a new "Requestfully Yours" program, featuring mystery disks prizes and dedications. . . . Allen Grant, KRAY, Amarillo, Tex., is emceeing a new afternoon show, "Moods in Music," spotlighting pop and light classical disks. . . . Alan Dary, recently named program director of WORL, Boston, was in Manhattan this week scouting for program ideas. . . . Buddy Hamilton's "Club Kool" over KOOL, Phoenix, Ariz., has been extended an extra two hours and now runs from 10 p.m. to 2 a.m.

Freddie Chapman, ex-WSCR, Seranton, Pa., is now airing platters at KBOE, Oskaloosa, Ia., and hopes the label will put him on their mailing lists. Chapman is doing an hour c.&w. show, in addition to a pop ainer. . . . Dick Richards is taking over the morning show at KABC, San Antonio, while Mal Sondock is moving into KABC's "Night Owl Club," "Today's Top 10" and the "880 Music Shop" shows. Altho Sondock joined the station only a month ago, he already has started a chapter of the Jazz International club in San Antonio and is negotiating to do a record column for a local newspaper.

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Review Spotlight on... RECORDS

HANK LOCKLIN

Love or Spite (Tannen, BMI)—RCA Victor 6347—On this disk, Locklin gives it all he's got in a most appealing weeper. A fine emotional performance which makes a healthy impression. Lots of action in store here. Flip is a pleasant version of an oft-recorded tune, "Why, Baby, Why?", which could pull some coin on its own. (Starrite, BMI).

C & W Territorial Best Sellers

For survey week ending November 30

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

Birmingham

1. Sixteen Tons, T. Ernie, Cap.
2. Beautiful Lies, J. Shepard, Cap.
3. It's a Great Life, F. Young, Cap.
4. Love, Love, Love, W. Pierce, Dec.
5. I Walked Alone Last Night
E. Arnold, Vic.
6. Just Call Me Lonesome,
E. Arnold, Vic.
7. Most of All, H. Thompson, Cap.
8. Satisfied Mind, J. Shepard, Cap.

Charlotte

1. Love, Love, Love, W. Pierce, Dec.
2. Sixteen Tons, T. Ernie, Cap.
3. When I Stop Dreaming
Louvin Brothers, Cap.
4. Just Call Me Lonesome
E. Arnold, Vic.
5. I Feel Like Cryin', C. Smith, Col.
6. Satisfied Mind, P. Wagoner, Vic.

Dallas-Fort Worth

1. Sixteen Tons, T. Ernie, Cap.
2. Love, Love, Love, W. Pierce, Dec.
3. Just Call Me Lonesome
E. Arnold, Vic.
4. I Don't Care, W. Pierce, Dec.
5. Cattle Call, E. Arnold, Vic.
6. Croce Di Oro (Cross of Gold)
R. & B. Foley, Dec.

Houston

1. Sixteen Tons, T. Ernie, Cap.
2. Love, Love, Love, W. Pierce, Dec.
3. Just Call Me Lonesome
E. Arnold, Vic.
4. Eat, Drink and Be Merry
P. Wagoner, Vic.
5. Thirty Days, E. Tubb, Dec.
6. Satisfied Mind, P. Wagoner, Vic.
7. I Forgot to Remember to Forget
E. Presley, Sun
8. Number One Street, A. Smith, M-G-M
9. I Don't Care, W. Pierce, Dec.
10. That's What I Like, T. Fell, Vic.

Memphis

1. Sixteen Tons, T. Ernie, Cap.
2. Love, Love, Love, W. Pierce, Dec.
3. Eat, Drink and Be Merry
P. Wagoner, Vic.
4. I've Lived a Lot of My Time
J. Reeves, Abb.
5. It's a Great Life, F. Young, Cap.

Nashville

1. Love, Love, Love, W. Pierce, Dec.
2. Sixteen Tons, T. Ernie, Cap.
3. Eat, Drink and Be Merry
P. Wagoner, Vic.
4. I Thought of You, J. Shepard, Cap.
5. It's a Great Life, F. Young, Cap.
6. I Forgot to Remember to Forget
E. Presley, Sun
7. Don't Let Me Hang Around
M. Robbins, Col.

New Orleans

1. Love, Love, Love, W. Pierce, Dec.
2. Christmas Dolly, J. W. Thompson, Fin.
3. Don't Take It Out on Me
H. Thompson, Cap.
4. All Right, F. Young, Cap.
5. Sixteen Tons, T. Ernie, Cap.

Richmond, Va.

1. Sixteen Tons, T. Ernie, Cap.
2. Love, Love, Love, W. Pierce, Dec.
3. When I Stop Dreaming
Louvin Brothers, Cap.
4. Mystery Train, E. Presley, Sun
5. Croce Di Oro (Cross of Gold)
R. & B. Foley, Dec.

St. Louis

1. Sixteen Tons, T. Ernie, Cap.
2. I Forgot to Remember to Forget
E. Presley, Sun
3. Love, Love, Love, W. Pierce, Dec.
4. Don't Take It Out on Me
H. Thompson, Cap.
5. Why, Baby, Why? G. Jones, Sdy.
6. I Walked Alone Last Night
E. Arnold, Vic.

Reviews of New C & W Records

DEAN BEARD

Sing, Sing, Sing76
FOX 408—This country blues has mood and a powerful r.&b.-type backing. Beard's performance is excellent. Disk is likely to sell both r.&b. and country, provided it gets distribution. (American, BMI)
Time Is Hanging
Heavy on My Hands....73
Dean Beard's vocal gets strong instrumental support on this side—the arrangement of which shows the r.&b. influence. (American, BMI)

TEX WILLIAMS

Pauline76
DECCA 29764—A country version of the "Sweet Betsy From Pike" adaptation, also cut by Jack Pleis on Decca's pop label. Catchy stuff. Could do okay in pop and country markets. (Jonathan)
New Nine-Pound Hammer....72
It's inevitable that there will be a flock of follow-ups to "Sixteen Tons." This is another coal miner chant, but not nearly as effective as the hit. It, too, was clefted by Merle Travis. (Old Charter, BMI)

HARDROCK GUNTER

Turn the Other Cheek76
KING 4858—In several outrageously funny stanzas, Gunter successfully proves that you can't win, when it comes to women. This is Gunter's best record to date, and should do well in the boxes and over the counter. (Betty-Jo, BMI)
Before My Time...71
Gunter assures his girl that he is not interested in her past; only the present counts. A smooth reading of a tuneful ballad. (Betty-Jo, BMI)

MCCORMICK BROTHERS

Bugle Call Rag75
HICKORY 1038—Fine instrumental on the old standard. There's pace and sound to this side, and it's sure to get spins. (Mills, ASCAP)
Are You Feeling Blue...75
Fine, authentic country sound to this side. The vocal is backed by excellent instrumentation. (Acuff-Rose, BMI)

ROY ACUFF

Crazy Worried Mind74
DECCA 29748—Things are rough since she left. Acuff gives appropriate expression to the frenzied state. Should enjoy some spread. (Acuff-Rose, BMI)
Along the China Coast....74
A sailor laments his lonely life. The

warbling is less effective, tho the material is fine. (Champion, BMI)

BUCK RYAN

Uncle Herm's Hornpipe74
MERCURY 70748—Country instrumental that will get a lot of deejay spins. It's a lively hornpipe with a full sound and beat. (Pure, BMI)
Beaumont Rag...74
Another country instrumental, and it's a fine one. There's a wealth of great fiddling in the arrangement, plus a persuasive beat. (Pure, BMI)

DON WINTERS

One Way Is Bound to Be Right74
VICTOR 6348—A bright ballad sung out with vigor and charm. Winters' reading gets a helpful assist from the lively beat and pretty fiddle backing. (Tannen, BMI)
I've Been Thinking It Over...73
Winters muses over his wife's infidelities and comes to some painful conclusions. Both of these sides make fine juke box numbers. (Tree, BMI)

FRED CRAWFORD

Me and My New Baby74
STARDAY 218—The duo is goin' honky-tonkin', he tells his ex-sweetie. Infectious stuff that should pay its way. (Starrite, BMI)
Just Another Broken Heart...72
Crawford clefted this bright, dancy ditty. A catchy side that should do well around the label's home territory. (Starrite, BMI)

JOE POOVEY AND EARNEY VANDAGRIFF

Christmas Filled With Cheer73
RURAL RHYTHM 503—This Christmas entrant in the c.&w. field has an affecting gimmick, a recitation by a boy about his departed daddy and sick sister. (Sage Brush, BMI)
Santa's Helper...72
A kiddie c.&w. Christmas item, replete with sleigh bells and good cheer. (Sage Brush, BMI)

TOMMY SPURLIN

Danger!59
PERFECT 107—Spurlin is a talented singer, with the makings of a good commercial style. The material he works with is routine, however, and taken at an uncomfortably draggy pace. (Jiffy, BMI)
Ain't Had No Lovin' (Since the Last Time It Rained)...56
The singer pleads for a little love, and as woe-begone as he sounds, he probably succeeds in getting it. (Jiffy, BMI)

This Week's Best Buys

I'LL BE GONE (Central, BMI)
I LOVE YOU MORE AND MORE EACH DAY (Central, BMI)—Tommy Collins—Capitol 3289

Collins is wasting little time in making his way to the charts on this one. The record has been available two to three weeks, and most country markets report it to be selling very well and getting stronger. While there is no general agreement as to which is "the" side, there is little doubt that both are in solid with the customers.

THIRTY DAYS (Arc, BMI)
ANSWER THE PHONE (Tubb, BMI)—Ernest Tubb—Decca 29731

Tubb also has a two-sided hit that has been climbing week after week. Durham, Nashville, Richmond, Atlanta, Dallas and New Orleans are among the territories that report good to strong sales. Midwestern and New England country patrons are also taking well to the disk.

Sun Vs. Duke

Continued from page 19

he had no knowledge that an exclusive pact existed between Parker and Sun Records. The Billboard and other trade papers were introduced as evidence, and Sun contended Robey read The Billboard and should have assumed thru record ads—as well as printed evidence on the label—that an exclusive arrangement existed.

Robey also brought up the fact that Parker's Sun contract was not an American Federation of Musicians' paper, but in the court's view this did not alter or diminish the Sun argument. According to Pepper, Sun's present artist contracts are AFM papers.

Judge Connally has under advisement the extent of the damages. Sun claimed that when Parker was issued on the Duke label, Sun was damaged. Sun also claimed that the breach of contract damaged the label in another way—it lessened the label's opportunities to sell Parker to another label. Sun, incidentally, recently sold Elvis Presley to RCA Victor (The Billboard, December 3).

Punitive Damages

Meanwhile, Pepper has contended that the breach of contract was willful on Robey's part and has asked for punitive damages in addition to regular damages.

In attempting to assess damages, The Billboard national and regional charts were used to indicate how Parker was selling.

Parker, meanwhile, is recording for Duke. His Sun contract, signed June 18, 1953, was for one year with options and has now run out. Robey made a contract September 4, 1954.

The Duke label in January of this year became a corporation, with Robey reportedly owning 60 per cent of the stock.

RCA's Miller

Continued from page 19

for about \$1,000—was waiting for him at Victor, but he would refuse it. "All I want is my rights and to be reckoned with," Desmond added.

In U. S. Employ

He pointed out that while in the U. S. Army, he did not work for Glenn Miller, but for the United States. Miller did likewise, Desmond said. "I would like to have the same rights," Desmond said. This would include, he noted, permission to put out a Coral album entitled "Johnny Desmond Sings, With Glenn Miller."

"I don't want to be paid flat scale," the Coral chanter added, with regard to the Victor check. "I want to be paid, if not Coral rates, then something per side and a royalty."

Desmond said he wished to cause the Glenn Miller estate no irritation whatsoever, but he pointed out that the album was competitive to his own career on Coral. The Miller estate, incidentally, has given Victor an indemnity guarantee on the album.

The entire matter, to tradesters, is regarded as vitally interesting in areas beyond the usual competitive ones indicated here. What, for instance, are the rights of the principals involved? Desmond was a G.I. when he made the sides. Where does he figure in the eco-

Who's That Man?

Continued from page 19

sary to the label's changeover on January 1 from "X" to "Vik."

On the a.&r. front, several outsiders are believed to have been tendered offers, with especially strong rumors involving Coral's Bob Thiele. At press time, the whole matter was still way up in the air.

Indie Franchise

Distribution-wise, the company made a single change in its existing string of 30 indie distribs, but selected 12 areas in which indie franchises had been deemed uneconomical, and handed these areas over to the regular Victor-Camden-Bluebird jobbers. The most important of the centers involved would be Syracuse, Providence, Dallas, New Orleans, Birmingham and Newark, N. J.

It has been reported also that Frank Amaru, sales manager for the subsidiary, is a likely candidate for a different job in the rapidly expanding RCA International Division. Amaru, an accomplished linguist, could be in line for an overseas appointment. This week he is leaving for a one-month vacation in Italy.

Jack Burgess, general sales and promotion manager of the Victor single records division, and Amaru's boss, will fill in during his absence.

DeSylva Case

Continued from page 19

that a child, upon reaching maturity, would not execute an independent assignment to another publisher or user.

The MPPA brief notes that the decision conflicts with the decision of the Circuit Court of Appeal in the case of Silverman vs. the Sunrise Pictures Corporation, wherein it was stated that "the purpose of the statutory renewal . . . is to give to the persons enumerated in the order of their enumeration a new rightor estate, not growing legally out of the original copyright property, but a new creation for the benefit . . . of those naturally dependent upon . . . the author's bounty."

Widow's Action

Prior to the finding in the DeSylva case, publishers, acting under the Copyright Act as construed in the Silverman vs. Sunrise case, concluded that where an author was survived by a widow and children, the right of renewal was the widow's alone. Many publishers, Wattenberg points out, have obtained renewals and acted under exclusive assignments of renewals solely from widows.

The brief states that the facts in the present case are unusual, that the Copyright Statute has been interpreted in an "unusual atmosphere involving the inherent disharmony and diversity of interest which must exist between the widow on the one hand and the mother and guardian of the illegitimate child of the deceased author on the other."

nomics of the matter now that he is a civilian? Are his rights equal to those of the late Glenn Miller, etc.? Some claim that in addition to legalities and points of justice, there may also be ethical considerations.

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Best Sellers in Stores

For survey week ending November 30

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records.

Table with 3 columns: Rank, Song Title, Weeks on Chart. Includes songs like 'LOVE, LOVE, LOVE' and 'SIXTEEN TONS'.

Most Played in Juke Boxes

For survey week ending November 30

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records.

Table with 3 columns: Rank, Song Title, Weeks on Chart. Includes songs like 'LOVE, LOVE, LOVE' and 'JUST CALL ME LONESOME'.

Most Played by Jockeys

For survey week ending November 30

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

Table with 3 columns: Rank, Song Title, Weeks on Chart. Includes songs like 'LOVE, LOVE, LOVE' and 'SIXTEEN TONS'.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Webb Pierce and his unit, comprising the Wondering Boys, Bonnie Sloan, Red Sovine, Red Murphy, Glenn Reeves and Gordon Terry, played to two capacity houses at the National Guard Armory, Jacksonville, Fla., Wednesday night of last week (30) despite the fact that cold weather forced cancellation of a dance date at Ocala, Fla., the night before.

Tommy Lloyd, heard regularly over WIOD, Toledo, and appearing nightly at the Pioneer Club, that city, has two sides coming out on the Blue Hen label early in the new year. Tunes are "Goin' Home", b.w. "Listen to My Heart (It's Beating Just for You)".

Red Foley embarked Sunday (4) on his second personal appearance tour in five weeks, opening at Robinson Memorial Auditorium, Little Rock. On Monday (5), he appeared at Municipal Auditorium, Pensacola, Fla., and Wednesday and Thursday (7-8) holds forth at the Hi-Li Fronton in Tampa.

Cowboy Howard Vokes, Hank King, Skeets Martin and Hank Gibson will guest on Buddy Moore's TVer over WFBC, Altoona, Pa., Wednesday (7). Immediately after the show, the group heads for Clearfield, Pa., for a guest spot on the jamboree at the Roxy Theater there.

The Lonesome Pine Fiddlers move into Cleveland Saturday (10) for the guesstar slot on "Circle Theater Jamboree." The Carter Sisters and Mother Maybelle make a personal in Milton, Fla., next Wednesday (14), and do a guest shot with country deejay Doyle Cook on WEKY there that night.

Hank Thompson and His Brazos Valley Boys, under the personal management of Jim Halsey, are set on a busy personals schedule right up until New Year's. They play the Skyline Club, Austin, Tex., Wednesday (7), and then swing

thru Texas and Oklahoma on the following schedule: The Western, Victoria, Tex., 8; Auditorium, Abilene, Tex., 9; Trianon Ballroom, Oklahoma City, 10; Buckholts Hall, Buckholts, Tex., 12; Beach Corral, Velasco, Tex., 13; Rob's Place, Robstown, Tex., 14; Cabaret Club, Bandera, Tex., 15; Fred's Barn, Dallas, 16; Trianon Ballroom, Oklahoma City, 17; American Legion Hall, Miami, Okla., 22; Trianon Ballroom, Oklahoma City, 24; Civic Center, Bartlesville, Okla., 28; Armory, Blackwell, Okla., 29; American Legion Hall, Seminole, Okla., 30, and Trianon Ballroom, Oklahoma City, 31.

Gary Williams, who has been working in and around Nashville the last two months, is back in Hollywood, where he joined "Town Hall Party" last Saturday (3). Before returning to the Texas country with Jimmy Dickens and Del Wood, George Jones (Starday) is the newest name to be added to the talent lineup of "Louisiana Hayride," Shreveport.

Howard Vokes, of Vokes Music Publishing Company, New Kensington, Pa., reports that the "Country Carnival Jamboree," staged by Marty Krauss at Carnegie Hall, Pittsburgh, November 26, pulled a whopping crowd, surprising many of the skeptics who had little faith in the project. According to Vokes, it'll be a weekly venture after the first of the year.

Eddy Arnold headlines the third "Grand Ole Opry" ABC-TV show from Ryman Auditorium, Nashville, Saturday (10), beginning at 7 p.m., CST. Other features will include Carl Smith, Hank Snow, Minnie Pearl, Rod Brasfield, Marty Robbins, Jean Shepard, the Jordanaires, Lew Chidre, Grandpa Jones, Cousin Jody, the Junior Kentucky Briarhoppers, square dances, and Nita, Rita and Ruby. The Purina show will feature a rural Christmas setting, with Arnold stressing his new RCA Victor release, "Christmas Can't Be Far A'way."

George Riddle, of WROL radio and TV, Knoxville, is set until the middle of December on a string of dates in the Knoxville area with Jimmy Murphy (Columbia) and Carlos Henderson, of the Cas Walker shows. Riddle will hop into Indiana December 17 to spend the holidays with kinfolk. During his stay there he'll appear as guest on WLBC-TV, Muncie; WGL, Fort Wayne; WARU, Peru, and WMRI, Marion.

WLW's "Midwestern Hayride" has begun the pitching of records in connection with its

Wednesday night NBC network TV show. For a 50-cent piece plus a box top from the sponsor's (Kolynos) toothpaste, listeners may obtain the newest waxings of Phyllis and Bobby Holmes, the Willis Brothers, Clay Eager, Dixie Lee, Kenny Price and the Flonotowners on the Featernity Records' label. Buddy Blake appears with the Pee Wee King TV show from Chicago Saturday (10).

Johnny Horton, Betty Amos, David Houston, the Armstrong Twins, Sonny Trammel, Ray Gomer and Peach-Seed Jones, with Horace Logan's emcee, played to two performances at City Auditorium, Tyler, Tex., November 21, under sponsorship of the local National Guard. Glenn Ritch, deejay at KGVV, Greenville, Tex., was forced out of the show when he landed in a hospital following a fall. The same show played Orange, Tex., last Thursday (1).

With virtually all the old regulars on hand, "Louisiana Hayride," of KWKH, Shreveport, played to a capacity crowd Saturday night, November 26. On deck for the occasion were Elvis Presley, Jimmy Newman, Johnny Horton, Werley Fairborn, George Jones, Betty Amos, Jeannette Hicks, Hoot and Curley, Jack Ford, Buddy Attaway, Floyd Cramer, and the Lump-Lump Boys, the "Hayride" staff band. Guests were Slim Rhodes and the television group from Memphis, and Buddy Thompson, new RCA Victor artist. Visitors included Ed Hamilton, of KRUS, Ruston, La., and Jimmy and Johnny.

With the Jockeys Harry Bryan and Fred Brooks, at WTJS, Jackson, Tenn., are spinning an hour and 45 minutes of country & western stuff a day, six days a week. Harry Gaines, KTAE, Taylor, Tex., was late (Continued on page 57)

WESTPORT RECORDS advertisement featuring a circular logo and listing new releases like 'TELEVISION LOVE b/w BLEEDING HEART'.

SANTA CLAUS HEADQUARTERS advertisement for costumes and dance items, featuring a Santa Claus illustration and contact information for Schenectady, N.Y.


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The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

• This Week's Best Buys

THE GREAT PRETENDER (Pera, BMI)—The Platters—Mercury 70753
Volume on this new Platters disk has already been of such proportions as to indicate that it will be a worthy successor to "Only You." Like that record, this is doing equally well in r.&b. and pop stores and locations. In Baltimore, New York, Philadelphia, Pittsburgh, Cleveland, St. Louis and Detroit it is reported to be an outstanding seller. Flip is "I'm Just a Dancing Partner" (Admont, ASCAP). A previous Billboard "Spotlight" pick.

SPEEDO (Rush, BMI)—The Cadillacs—Josie 785
This record has been a "sleeper" that has taken on major proportions the past two weeks. It has been stirring as much action in pop markets as in the r.&b. In fact, it placed on the Detroit and Cleveland pop territorial charts this week. It is also a good seller in New York, Atlanta, Durham, St. Louis and Chicago. Flip is "Let Me Explain" (Rush, BMI).

NIGHT OWL (Venice, BMI)—Tony Allen—Specialty 560
Another disk that has developed slowly, but is now coming forward by leaps and bounds. Territories that reported heavy volume this week included New Orleans, New York, Pittsburgh, Baltimore, Durham, Cleveland and Buffalo. Flip is "I" (Venice, BMI).

• Review Spotlight on . . . RECORDS

THE CARDINALS

Here Goes My Heart to You (Progressive, BMI)
Lovely Girl (Progressive, BMI)—Atlantic 1079—Two great sides by this potent group stand an equal chance of breaking big. Top face is a ballad with pretty harmony and fancy wedding effects behind a lyric intoned by the ecstatic groom. Flip is an exciting rocker with infectious phrases. Two shots for the money here.

SMILEY LEWIS

Come On (Commodore, BMI)—Imperial 5371—Lewis has one in a vein similar to that of his click, "I Hear You Knockin'," and he smacks it out in those rich tones of his. Flip is an attractive "Queen of Hearts" (Commodore, BMI). A slower, bluesy item.

THE MOONGLOWS

In My Diary (Arc, BMI)—Chess 1611—The group has a fancy piece of material here in the super-refined groove, with a definite story idea well carried thru by the high lead singer. Flip is the rhythm side, "Lover, Love Me" (Arc, BMI).

• Reviews of New R & B Records

THE NUTMEGS
Whispering Sorrows80
HERALD 466—A solid, swaying beat paces the boys as they turn in a mighty potent reading of the pretty ballad. There's much to intrigue the ear in this distinctive performance and the side could attract lots of attention. (Angel, BMI)
Betty Lou79
The Nutmegs punch this across with infectious spirit. A joyful effort with bouncing beat, it should pull plenty of juke coin. (Angel, BMI)

A fine coupling. Joe Turner's boisterous shouting is showcased by Pete Johnson's boogie woogie piano. Great for deejays and the boxes. (Campbell, BMI)

THE BARONS
Searching for You69
IMPERIAL 5370—Sincere warbling stint by the group on a pleasant weeper with a pounding beat. (Commodore, BMI)
Cold Kisses69
Same comment. (Commodore, BMI)

JACKSON TRIO
Jingle Bell Hop67
HOLLYWOOD 1046—A swifty instrumental version of the traditional Yule ditty with a bouncy beat. (Golden State, BMI)
Love for Christmas65
A routine vocal interpretation of an okay ballad with a seasonal theme. (Golden State, BMI)

NU-TONES
You're No Barkin' Dog67
HOLLYWOOD STAR 798—Interesting material, very flavorsome in spots; but the engineering is not good enough. (Enterprises, BMI)
Believe60
Routine r.&b. ballad and performance. (American, BMI)

• Other Records Released This Week

Popular

Give Me Your Heart for Christmas; Christmas Alphabet — The McGuire Sisters, Coral 61303
He; Suddenly There's a Valley — Bruce Adams, Bell 1108
I Wanna Do More Than Whistle (Under the Mistletoe); 'Twas the Night Before Christmas—The Lancers, Coral 61314
Mickey Mouse Mambo; Tacos for Two—Lalo (Pancho Lopez) Guerrero, Real 1303
Moments to Remember; The Shifting, Whispering Sands — Lynn Ballard, Bell 1107
Oklahoma!; Guys and Dolls—Bell Chorus, Bell 1110
What Ever You Do (You're Mine); Tell Me the Truth—Cal Cala, Vanity 558

Rhythm & Blues Notes

— By PAUL ACKERMAN —

Big rhythm and blues shows continue to spread into new areas. One of these is Buffalo, where last month Lew Platt staged an eminently successful clambake at the Plaza Theater. Platt, formerly manager of Alan Freed, on New Year's Eve will promote another r.&b. show at the Plaza, with his present protegee, George (Hound Dog) Lorenz, of WKBW, as emcee. Platt and Lorenz are now rounding up talent for what promises to be a great bash.

Co-stars will be Clyde McPhatter, Atlantic Records artist, and Groove Records' Mr. Bear, who has been built up big in the Buffalo and other areas. The show will be called the "New Year's Eve Moovin' and Groovin'" stage-show and will be given at 9

(Continued on page 58)



Parrot #819
"I CAN'T REFUSE"
THE ORCHIDS
b/w
"You Said You Loved Me"
*Excellent

"RIDING HIGH"

The Billboard rates this one *80

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THE SPIDERS
"WITCHCRAFT"
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Imperial Records
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-COMING UP-
DEAR DARLING
B/W Don't Shoot
The Medallions 379
I WANNA GO HOME
I Never Would Have Made It
Roy Milton 377

DOOTONE RECORDS
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SAVOY SAVOY
New Releases!
"HOT ROD"
b/w (ROCK ROLL)
HAL SINGER Savoy 1179
"MR. MOON"
b/w (LET IT RAIN)
THE 5 PENNIES
Savoy 1182

SAVOY RECORD CO
58 MARKET ST
NEWARK, N. J.

DOLLY COOPER
Teen-Age Prayer76
MODERN 977 — Not too different from the pop versions of the building ditty, this has a good beat. It should do okay in the market, but other waxings will take away a good deal of the potential. (Peer, BMI)
Down So Long70
Okay blues ballad is handed a capable performance by the thrush. (Modern, BMI)

TOMMY BROWN
Won't You Forgive Me75
Groove 132—Tommy Brown belts out this side with a world of emotion. The disk has good sound and beat, and a relaxed quality. (Monument, BMI)
Don't Leave Me75
Here's a novelty which can stir some action. Tommy cries this blues, and he really means it when he tells her not to leave him. (Winston, BMI)

THE PENGUINS
A Christmas Prayer75
MERCURY 70762—A strong entrant for the r.&b. Christmas sweepstakes. It's a sincere reading of a good seasonal ballad. (Panther, BMI)
Jingle Jangle74
There's a different sound to this Christmas side. A Latin-type beat in the backing, and a persuasive rhythm. (Pera, BMI)

BETTY JEAN MORRIS
Shack Daddy75
CAPITOL 3296—This is a little story about the guy who lives in a shack with a Cadillac parked in back. The gal has a real wild style, and the tune suits her to a tee. (Quintet, BMI)
I Ain't Gonna Mambo72
This is a cute r.&b. twist on the mambo craze which the gal sells for all she's worth. It's good, but the flip has the edge. (Quintet, BMI)

JOE TURNER
Piney Brown Blues74
DECCA 29711—Decca cut this Joe Turner side in 1941. It's a wonderful side, with Turner's excellent vocal backed by Pete Johnson on piano; Hot Lips Page on trumpet; John Collins, guitar, and other fine sidemen. For discerning deejays. (Leeds, ASCAP)
I Got a Gal
for Every Day in the Week74

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IN LOS ANGELES!

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Excello 2064
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177 3RD AVE., N. Phone 42-2215 NASHVILLE, TENN.

FOLK TALENT AND TUNES

Continued from page 55

arriving at the studios of WSM, Nashville, recently when he journeyed there to do a "Mr. Deejay, U. S. A." stint. Seems Gaines' hotel forgot to awake him in time. While in Nashville, Harry guested on Eddie Hills' "Breakfast With the Stars," and was a guest of Cowboy Copas on the "Grand Ole Opry."

Greun Landon, of Hill and Range Songs, Inc., New York, relays that Gene Ryan, WFMC, Goldsboro, N. C., attended the deejay convention in Nashville for the first time, and was so impressed that he has vowed to remain in the country & western field the rest of his days. . . . Bill Boyd has just celebrated his 23d anniversary at WRR, Dallas, making him the oldest c.&w. show in Dallas and the Southwest. . . . Doug Williams, 1025 Preston Drive, Nashville, is sending Billy Worth's M-G-M waxing of "Honey, Don't You Miss Me?" b/w "Why Don't You Leave Us Alone?" to those deejays who write in.

Doyle Cooke, who spins 'em over WEBY, Milton, Fla., recently took over a new request-type show which airs from 1-3:15 p.m. daily. . . . Bill Mack, KWFT, Wichita Falls, Tex., had Carl Smith, Mac Wiseman, Charlene Arthur, the Farmer Boys, Benny Martin and Justin Tubbs for a December 1 appearance at the Wichita Falls Municipal Auditorium. And here's a switch! Mack says he has no complaints whatsoever for the record companies. He's getting "terrific service from all of them." . . . Paul Buskirk (Lin) recently appeared on Pete Burrows' show on KDNT, Denton, Tex. Burrows infos that the Five Strings appeared in Fort Worth November 24 with Cowboy Copas, Floyd Tillman and Ferlin Huskey to help kick off a new western show, "Friday Night in Fort Worth."

Dave G. Ruf, president of Westport Enterprises, Inc., Kansas City, Mo., writes: "Read your column every week as it keeps me posted on who is spinning the c.&w. records. Have read the appeals by deejays for records and we are sending them our releases. Just completed mailing our three latest Westport waxings, together with pictures and information on Milt Dickey, the Westport Kids and Jimmy Dallas, to all the disk jockeys on our list, which now numbers over 600 in 45 States. Would like to hear from jockeys who aren't receiving our records." . . . Happy Wainwright, deejay-performer at WKRG, Mobile, Ala., and the Kings of the Hillbillies kicked off a new dance and show at Prichard Armory, Mobile, November 19. . . . Jerry Green has chucked his job of twirling the country platters at KFPW, Fort Smith, Ark., to take a position with Procter & Gamble.

Hawkshaw Hawkins and Jean Shephard, while in La

Grange, Ga., recently for personal appearances, guested on Weyman Brooks' "Hillbilly Matinee," which is heard from 3-3:30 p.m. over WTIP. . . . Lew Banks, WHIE, Griffin, Ga., who recently added an hour-long morning show to his schedule, 10-10:55, Monday thru Friday, infos that the seg is growing stronger every day. Banks recently began mailing lists of the top 10 c.&w. hits from his shows to publishers and record companies, and says the response has been excellent. . . . Leon Sanders of KDET, Center, Tex., asks: "If the major record companies can't afford to send records to the radio stations, as they claim, how can the small independent labels afford to do it? From some of the small companies we receive as many as five copies of each release. Why can't the big companies stand the expense, too?" . . . Smilin' Jack Tucker starts the day with a platter show, 6-7 a.m. Monday thru Saturday, over WFVA, Fredericksburg, Va.

The Maddox Brothers and Rose, Bob Wills and His Texas Playboys, Justin Tubbs and Rosie and Retta appeared on the same bill at Fair Park Coliseum, Lubbock, Tex., recently reports deejay Dave Stone, of KDAV, Lubbock. . . . In addition to his regular noontime show over KWEM, Memphis, Dick Stuart has acquired the afternoon tanza that Texas Bill Strength formerly handled. . . . Nervous Ned Needham is now emceeing a show every Saturday afternoon from 3-3:30 over WMOP, Ocala, Fla., that features Sonny Sea and the Starlite Sand Dusters. . . . Johnny Gee, who mans the c.&w. turntable at WHPE, High Point, N. C., complains that he isn't getting any M-G-M or Decca releases. Says he needs records by Red Stewart, Wade Ray and Bob Wills.

Doug (Lefty) MacDonald, CHEX, Peterborough, Ont., letters: "I read your column each week as it provides a valuable service to c.&w. disk jockeys, like myself, who cannot afford to make periodic jaunts to the Southern States to keep abreast of the goings-on of the c.&w. artists. My daily 'Ranch House Revelries,' heard from 1:05-2 p.m., is sadly in need of disks, especially Hank Snow records, which are greatly in demand in this area."

The Red Foley radio show, which originates from Springfield, Mo., has been purchased by Fremantle Overseas Radio for use on their Trinidad station. Other Springfield-originated programs airing outside the U. S. A. are the Tennessee Ernie Ford show, heard in South Africa, Singapore and Trinidad, and the Smiley Burnette show, heard in New Zealand and Okinawa.

The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

Best Sellers in Stores

For survey week ending November 30

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 throught the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. ONLY YOU (BMI)—Platters	1	20
Bark, Battle and Ball (BMI)—Mer 70633		
2. HANDS OFF (BMI)—J. McShann	2	6
Another Night (BMI)—Vee Jay 155		
3. POOR ME (BMI)—F. Domino	6	3
I Can't Go On (BMI)—Imperial 5369		
4. PLAY IT FAIR (BMI)—L. Baker	3	7
Lucky Old Sun (ASCAP)—Atlantic 1075		
5. ADORABLE (BMI)—Drifters	5	6
STEAMBOAT (BMI)—Atlantic 1078		
6. AT MY FRONT DOOR (BMI)—El Dorados	4	10
What's Buggin' You, Baby? (BMI)—Vee Jay 147		
7. TUTTI FRUTTI (BMI)—Little Richard	10	3
I'm Just a Lonely Guy (BMI)—Specialty 561		
8. FEEL SO GOOD—Shirley & Lee	8	16
You'd Be Thinking of Me—Aladdin 3289		
9. ALL AROUND THE WORLD (BMI)—Little Willie John	7	10
Don't Leave Me, Dear (BMI)—King 4818		
10. I HEAR YOU KNOCKIN' (BMI)—S. Lewis	8	14
Bumpity Bump (BMI)—Imperial 5356		
11. THIRTY DAYS (BMI)—C. Berry	11	7
Together (BMI)—Chess 1610		
12. DON'T START ME TALKIN' (BMI)—Sonny Boy Williamson	13	8
All My Love In Vain (BMI)—Checker 824		
13. WITCHCRAFT (BMI)—Spiders	11	2
Is It True? (BMI)—Imperial 5366		
14. SMOKEY JOE'S CAFE (BMI)—Robins	13	2
Just Like a Fool (BMI)—Alco 6059		
15. WHEN YOU DANCE (BMI)—Turbans	15	2
Let Me Show You (BMI)—Herald 458		

Most Played in Juke Boxes

For survey week ending November 30

RECORDS are ranked in order of the greatest number of plays in juke boxes throught the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. ONLY YOU (BMI)—Platters	1	14
Bark, Battle and Ball (BMI)—Mercury 70633		
2. AT MY FRONT DOOR (BMI)—El Dorados	3	10
What's Buggin' You Baby? (BMI)—Vee Jay 147		
3. PLAY IT FAIR (BMI)—L. Baker	4	2
Lucky Old Sun (ASCAP)—Atlantic 1075		
4. I HEAR YOU KNOCKIN' (BMI)—S. Lewis	—	8
Bumpity Bump (BMI)—Imperial 5356		
5. FEEL SO GOOD (BMI)—Shirley & Lee	2	7
You'd Be Thinking of Me (BMI)—Aladdin 3289		
6. GOOD ROCKIN' DADDY (BMI)—E. James	—	1
Crazy Feeling (BMI)—Modern 962		
7. HANDS OFF (BMI)—J. McShann	6	3
Another Night (BMI)—Vee Jay 155		
8. THIRTY DAYS (BMI)—C. Berry	9	7
Together (BMI)—Chess 1610		
9. ALL AROUND THE WORLD (BMI)—Little Willie John	—	3
Don't Leave Me, Dear (BMI)—King 3818		
10. DON'T START ME TALKIN' (BMI)—Sonny Boy Williamson	—	6
All My Love In Vain (BMI)—Checker 824		
10. EVERYDAY (BMI)—C. Basie	7	20
Come Back (BMI)—Clef 89149		

Most Played by Jockeys

For survey week ending November 30

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throught the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. ONLY YOU—Platters	1	12
Mercury 70633—BMI		
2. HANDS OFF—J. McShann	4	4
Vee Jay 155—BMI		
3. PLAY IT FAIR—L. Baker	2	8
Atlantic 1075—BMI		
4. POOR ME—F. Domino	13	3
Imperial 5369—BMI		
5. ADORABLE—Drifters	7	5
Atlantic 1078—BMI		
6. AT MY FRONT DOOR—El Dorados	5	12
Vee Jay 147—BMI		
6. I CAN'T GO ON—F. Domino	—	1
Imperial 5369—BMI		
8. I HEAR YOU KNOCKIN'—S. Lewis	3	14
Imperial 5356—BMI		
9. ALL BY MYSELF—F. Domino	6	13
Imperial 5357		
9. DON'T START ME TALKIN'—Sonny Boy Williamson	10	5
Checker 824—BMI		
9. BURN THAT CANDLE—B. Haley	—	1
Dec 29713—BMI		
12. TUTTI FRUTTI—Little Richard	15	2
Specialty 561—BMI		
12. CAUSE YOU'RE MY LOVER—Five Keys	15	2
Cap 3267—ASCAP		
14. EVERYDAY—C. Basie	—	10
King 4780—BMI		
14. STEAMBOAT—Drifters	—	1
Atlantic 1078—BMI		

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#155 Vee Jay

HANDS OFF'

by

PRISCILLA BOWMAN

with

JAY McSHANN'S ORCHESTRA

#147 Vee Jay

"AT MY FRONT DOOR"

by

THE EL DORADOS

NEW RELEASES

#158 Vee Jay

"OOP-DE-OOP"

by

EARL PHILLIPS

b/w

"Nothing But Love"

#164 Vee Jay

"Time Is Marching"

by

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THE FINAL CURTAIN

ADMIRE—J. C., veteran advance man for circuses, at Logansport, Ind., October 30. Burial at Brazil, Ind. He began with Hagenbeck-Wallace in 1908 and later was billposter, car manager, agent and owner of circuses, Tom shows and other outfits. Survived by his widow, Gertrude, of Brazil. (Details in Circus section.)

ALICE From Dallas, 62, circus fat lady for 20 years, whose name was Mrs. Frank T. Julian, at Dallas November 23. She was widely known by her show name after years with Sells-Floto and Ringling-Barnum circuses as well as other shows. Survived by her husband, who trouped with her as a tattooed man. They retired about 10 years ago. (Details in Circus section.)

BEEBE—William, 94, veteran musician, November 30 in Cincinnati. A trumpet player, he was the oldest alumni of the Cincinnati Conservatory of Music and played with many of the top bands in the nation. After retiring from the band business, he began teaching trumpet and instructing drum and bugle corps for many veterans' organizations. He was the father of the late Sylvian Beebe, who formerly operated his own tab shows in the Cincinnati area, and of Arlington Beebe, a member of the old Tennessee Quartet which was famous some 40 years ago. In addition to his son, he is survived by his daughter, Miss Agnes Beebe. Burial December 3 in St. Joseph's Cemetery, Cincinnati.

IN LOVING MEMORY OF
RALPH H. BARR
Passed away December 10, 1954.
FRANCES BARR HOLTZMAN

BREYER—Aron, 82, retired actor and former stock company owner, November 26 in Indianapolis. The son of John P. and Maggie Breyer, owners of a stock company, he traveled with his parents as a child actor. Following in their footsteps, Breyer acquired his own stock company and played under canvas throughout the Midwest. He produced such hits of the day as "East Lynne" and "The Girl From Way Out Yonder." After the sale of his company in 1920, Breyer, a comic, was in the New York cast of "The Fortune Hunter." A son and three grandchildren survive.

COMER—George, 51, veteran outdoor showman, November 13 in East Liverpool, O. During his many years in show business he had worked on the Cavalcade of Amusements, Endy, Model and the James E. Strates shows. For the past two years he worked for Bertha Gyp McDaniel as foreman on the Rocky Road to Dublin. He was a member of the Miami Showmen's Association. Survived by his widow, Mary; a son, George Jr.; a daughter, Kathryn; his mother, four brothers and three sisters. Burial in Memorial Cemetery, East Liverpool.

FAUST—Mrs. Thelma Joan, 37, sister of Billy Logsdon, Side Show operator, November 22 in St. Joseph's Hospital, Louisville. Burial in Calvary Cemetery, Louisville.

FRIEND—Al M., 72, former vaudeville comedian, November 27 in New York. For 30 years he had appeared in the dialect act of Friend and Downing in vaudeville and burlesque. He began his career in burlesque in the Apollo Theater in New York and from 1908 to 1915 he played in pantomime in England. From 1915 to 1926 Friend toured the U. S. on the Keith, Pantages, Loew's and Suntime vaude circuits. He was the manager of the Polly Theater in Brooklyn from 1926 to 1930 and most recently was associated with Loew's Theaters. Besides these activities, Friend wrote many song parodies and variety skits, and while overseas he became the bantamweight boxing champion of English theaters. His widow, a son, a daughter, a brother, two sisters survive.

GEDDIS—George, member of the aerial act of George and Bessie Geddis, November 18 in Pacolima, Calif. He was widely known as a bar performer, having been with Oscar Haas, Charles Devaro and Charlie Zemeter. Survived by his widow, Bessie, and a son, William G. Irwin, of the Harrison bicycle act. Cremation at Forest Lawn Memorial Park, Hollywood Hills, Calif.

GOLZE—Mrs. Richard, 46, former film and stage actress known as Agnes Sanford, November 27 in New Brighton, N. Y. She had appeared in stock companies, in vaudeville and on Broadway in "The Prince of Pilsen" and "Tangletoes," among others.

GOODHART—Al, 50, songwriter, November 30 in New York of a heart attack. From high school he entered radio as an announcer and entertainer. He became a vaudeville pianist, began writing special material for acts. He returned to radio as a member of a two-piano team, and opened his own theatrical agency. With the publication of "I Apologize" in 1931, he turned to song writing as a career. He spent some time in England writing for motion pictures, and returned to the U. S. in 1938. He was a member of ASCAP and APM. Among some of his many songs were: "Black-Eyed Susan Brown," "Auf Wiedersehen, My Dear," "Pit As a Piddle," "Who Walks In When I Walk Out," "Jimmy Had a Nickel," "I'm In a Dancing Mood," "The Place Where I Worship," etc. He is survived by his widow, Eleanor; his mother and a sister.

HONEGGER—Arthur, 63, one of the leading composers of contemporary music, November 27 in Paris. His first major success came in 1921 with the premiere of "King David" and there followed a long succession of chamber music, songs, scores for films, operas and theater and symphonic works, including "Judith," "Antigone," "Les Crist du Monde," "Rugby," "Christmas Cantata," "Pacific 231" and "Joan at the Stake." It was this last theater work which started Ingrid Bergman in many performances in Europe. All told Honegger had written five symphonies and had done the scores for "Pygmalion" and "The Testament." Swiss born, he was a leader in French music circles. One of his last activities was as president of the Acad-

emie du Disque Français, which every year makes awards for the best phonograph records of the year. He was married to the pianist and composer Andree Vaurbourg and had two sons.

KEMPER—Collin, 87, theatrical producer in New York for several decades until his retirement in 1926, November 28 in White Plains, N. Y. In successful partnership with Lincoln A. Wagenhals, which began in 1887, he produced on Broadway "The Bat," "Paid in Full," "Seven Days," "Resurrection," "Transatlantic," "Whirlpool," "Spanish Love" and many Shakespearean dramas. Besides production activities, the team managed such stars as Mme. Modjeska, Louis James, Frederick Warde, Katherine Kidder, Henry Miller, Arthur Byron, Blanche Walsh and Anne Miller. They opened the new Astor Theater in New York in 1906 with a production of "A Midsummer Night's Dream" and continued as lessees and managers of the theater for 20 years.

KEYES—William A., 76, prominent Dayton, O., realtor and owner of the Victory Theater there, recently in Dayton.

LEWIS—Mrs. Claude D., 63, former vaudeville and musical comedy actress, November 27 at Mariners Harbor, N. Y. She appeared on the stage as a singer-dancer from the decade preceding World War I to the early 1930's under the stage name of Lulu Jane Wilson. Her husband, a son and her mother survive.

MEYERS—William M., 84, old-time vaudeville and med show performer, recently in Milwaukee. Born in New York, he and his brother Edward entered vaudeville at an early age as a song and dance team, billed as the Armond Brothers. Later they joined a med show and traveled thruout the West and the Hawaiian Islands. Aside from his work as an active performer, Meyers at one time also managed several theaters in the Midwest and one in Winnipeg, Man. He retired from show business about 25 years ago. Survived by his daughter, Mrs. Geraldine Ruddick, Anderson, Mo.

NIXON—Harper B., Theater owner, recently in Bonham, Tex. He operated a theater at Mulberry, Tex., and was also associated with his son in the management of a theater at Abilene, Tex.

OWENS—Frank H., general agent of the J. A. Gentsch Shows, November 14 after being struck by an automobile in Hattiesburg, Miss. (Details in Carnival section.)

ROBINSON—James A. (Jim), 69, former outdoor showman, November 22 in Mobile, Ala. At one time he was associated with the late Joe Gallar Shows and was one of the originators of the Biller Bros.' Circus. Prior to his retirement three years ago, he was president of the Robinson Truck & Equipment Company, Mobile. Survived by his son Joseph.

ROLLO—George, 72, known as Rollo the Limit, in Chicago recently. He worked an act in which he went down an incline on roller skates and somersaulted over a gap to a platform. Rollo worked in parks and fairs. He had been in the refrigeration business in Chicago since retirement. Survived by his widow, Louise.

In Loving Memory of
MY DEAR WIFE and PAL ROSE MARY RUBACK



Who passed away Dec. 4, 1950
Jack Ruback

ROSE—John F., widely known musician and uncle of Frances R. Francis, known professionally as Lady Frances, the magician, November 21 in Iliion, N. Y. A drummer, he played for many years with various bands and orchestras thruout the country, including the Utica Symphony Orchestra, Remington Arms Band and the Port Dayton Band. At one time he also served as drum instructor for Post 225, Utica American Legion Drum and Bugle Corps. He was the oldest member of Local 383, American Federation of Musicians. Survived by his widow, Margaret; a sister, Mrs. Clara Rose Robinson, New York, and two other nieces, Mrs. Ella Crane, Los Angeles, and Clara R. Robinson, New York.

ROSS—Minnie Jeanette, wife of Jimmie Ross, well-known ride and park superintendent, November 15 in St. Francis Hospital, Lynwood, Calif. For many years she was a ticket seller on Pacific States, Greenburgs, Rubin & Cherry, Don Franklin and various other shows. At one time she also worked at Jantzen Beach Park, Portland, Ore.; Playland Park, Houston; Celoron Park, Celoron, N. Y.; and Fairland Park, Kansas City, Mo. Survived by her husband, Jimmie; two brothers and a sister. Burial in Evergreen Cemetery, Los Angeles.

RYAN—Frederick B. Sr., 72, the last of the two founders of the Ruthrauff & Ryan advertising agency, November 29 in Port Lauderdale, Fla. From a \$2,000 one-room operation he and the late Wilbur B. Ruthrauff built the agency into one of the largest in the world, serving as advisors to the American Tobacco Company and other industrial giants. Ryan resigned as chair-

man of the board last February. His widow and two sons, Barry, chairman of the board of directors, and Quincy, a vice-president of the agency, survive.

TAYLOR—Kermit Frank, purchasing agent for Mills Bros.' Circus, by accidental electrocution in his house trailer at Jefferson, O., November 23. Survivors include his widow and three stepchildren. He was related to owners of the circus. (Details in Circus section.)

WILLIS—William T., 80, retired advance man for the Barnum & Bailey Circus, recently in Passaic, N. J.

ZIEMAN—Vernon F., 55, outdoor showman, November 25 in a Tampa hospital. Funeral November 29, with interment in the Showmen's Rest of the Greater Tampa Showmen's Association.

Rhythm & Blues Notes

Continued from page 56

p.m. and midnight. Hound Dog, incidentally, is virtually sold out advertising-wise on his station and is negotiating for more time.

Stan Pat has added to his personal management stable. His new artists are the Dell-Tones, Bator. Records group whom Pat has assigned to Shaw Artists, and Iona Wade, blues chanter formerly with James Moody and band. The latter records for Prestige. The Costelles, another of Stan's groups, have been pacted to Atlantic Records.

Groove Records has signed the Tri-Tones and the Night Caps. . . . Prophet Jones has cut a side on label "X" with 20 voices. . . . The Harptones, who record on the Old Town label, have been virtually set for a European tour by Leo Rogers. They'll be gone for 26 weeks starting in February.

Among the artists set for the big r.&b. show at the Mastbaum Theater, Philadelphia, for six days starting December 12, are Lavern Baker, the El Dorados, the Valentines, Red Prysock, Screamin' Jay Hawkins, Bubber Johnson and others. . . . Ella Fitzgerald, who opened at the Mocambo in Hollywood for two weeks, will go into the Chi Chi Club, Palm Springs, Calif., for 10 days starting December 15. . . . Sarah Vaughan is set for the Las Vegas Club, Baltimore, December 13, for one week. . . . Betty McLaurin has signed for the Cat and the Fiddle, Nassau, the Bahamas, December 24. . . . Bill (Moose) Jackson will play the Flame Bar, Detroit, for a week December 16. . . . Al Hibbler and Illinois Jacquet will go into Basin Street December 9 and 10, 16 and 17. . . . The Drifters, December 11, will move into the Lord Calvert, Miami, then do a string of one-nighters with Little Walkin' Willie and his ork. . . . Chuck Berry is set for the Stage, Chicago, for a two-week stand.

R & B Territorial Best Sellers

For survey week ending November 30

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Steamboat, Drifters, Atl.
2. Hands Off, J. McShann, VJ.
3. Tutti Frutti, Little Richard, Spe.
4. Don't Start Me Talkin', S. B. Williamson, Che.
5. Only You, Platters, Mer.
6. Play It Fair, L. Baker, Atl.

Charlotte

1. Tutti Frutti, Little Richard, Spe.
2. Witchcraft, Spiders, Imp.
3. All Around the World, L. W. John, Che.
4. Only You, Platters, Mer.
5. Play It Fair, L. Baker, Atl.
6. Feel So Good, Shirley Lee, Ala.
7. Poor Me, F. Domino, Imp.

Chicago

1. Only You, Platters, Mer.
2. Hands Off, J. McShann, VJ.
3. Blackjack, R. Charles, Atl.
4. I Hear You Knockin', S. Lewis, Imp.
5. He, A. Hibbler, Dec.

Cincinnati

1. Hands Off, J. McShann, VJ.
2. At My Front Door, El Dorados, VJ.

HOCUS-POCUS

By BILL SACHS

L. E. (ROBA) COLLINS was rushed to St. Mary's Hospital, East St. Louis, Ill., last week for observation on a stomach and kidney ailment. He's in Room 145. . . . "I think somebody stole my act," posts Jack Herbert. "I read that a new comedian starved to death last week." . . . Gus W. Brakmeier, Louisville magic enthusiast, died there last week at the age of 71. He was also a photographer and a chess player of note. . . . Bob Lynn, Bloomfield, N. J., mystifier, tips off the public via a new mailing piece that he's now available for weddings, ship launchings, senate investigations, ashtray emptyings and pressure-cooker openings, also clubs, churches and lodges. . . . Lockman, magician and escape artist of Alhambra, Calif., is on tour of the West Coast, assisted by his wife. . . . Dell O'Dell's Los Angeles magic shop has reopened, with King Stevenson, of New York, in charge. . . . Lady Frances (Frances

R. Francis) is currently holding forth in the Washington-Oregon sector. . . . Don Brandon and Company, with Carl Reid Balmer agenting, is on tour of the Texas-Oklahoma territory. Dick Volcane is serving as special agent. Assisting Brandon are Dorothy Estes, Buddy Raymon, Lois Roberts, Donna Henderson and Bess Huebner. Show features eight illusions. A blindfold drive is used for a bally. . . . Lucille and Eddie Roberts, just returned from a seven-week engagement in Montego Bay, British West India, are current at Dore's in Pittsburgh. On December 9 they return to the Saxony Hotel, Miami Beach, Fla., and on February 28 begin a four-weeker in the Cotillion Room of Hotel Pierre, New York, for their eighth stop-off there. . . . Magicker Fritz Dude (Charles Bode) is still on tour thru the East with a theater unit. . . . Jack Zemel, magician, of Cypress Park, B. C., died at his home there Sunday night of last week (27).

BURLESQUE BITS

By UNO

Dixie Evans, another strip protégée of Suey Welch of Los Angeles, started eight weeks' engagement at the Red Barn in Miami thru Dave Cohn, after a week at the Swing Club in Rochester and two weeks at the Monaco Club in New York. . . . On November 25 the Appellate Division, First Part, heard the appeal in the Phillips vs. McCaffrey case and ruled that the license commissioner must issue a license to Tom Phillips to affirm Justice Steuer's decision on May 25, but modifying it by consent of the attorneys for both sides that only a general theater license be issued. The court found that there is no specific provision that an applicant for a license need state in advance what policy or type of performance is going to be. The general inference is that such a licensee can put the name burlesque on the marquee if he so desires. However, the general opinion is that the license commissioner will try to prevent Phillips from using the name burlesque on the marquee. . . . Helene King,

the King's Girl, is recuperating from a leg injury in her Jersey City, N. J., home and is ready to accept bookings again. . . . Terg Sheehan followed Texas Sheridan into the New Follies, Los Angeles, last week. Booked for succeeding days are Betty Rowland, December 2; Searlett O'Hara, December 16, and Tempest Storm, December 30. . . . Sally Kane and her monkey, following her week at the Empire, Newark, N. J., moved to the Lyric, Allentown, Pa., December 3, with the Troc, Philadelphia, set for December 5. . . . Julie Jones followed Evelyn West into the Tropics in Denver this week. The same bill features striptease Bobby Wilson and the Eric Lawrence Trio.

Flash O'Farrell closed a week (November 28-December 3) at the Cumberland Bar in Philadelphia and shifted to the Gayety in Baltimore. She will open December 23 at the Colony in Union City, N. J. . . . The Empire, Brooklyn, after a week (November 18-24) of Bob Collins Follies shows, folded because of lack of patronage. From a good source it was learned the week's total receipts ran to about two grand. To continue on, it would have been necessary to take in above the nut figured at five grand. With little advertising and exploitation, the expected crowds were not forthcoming. The officers of the operating company included Bob Collins, proxy; Benjamin Friezner, vice-president, and Al Lukasz, secretary and treasurer. Billy Koud was the number producer. Featured comics were Marty Collins and Joe Young. Other principals were Eddie Michaels, Gene Doyle, Alverdo, Joy Rogers, Lee Marmer, Raymond Cole and the Bonita Sisters. Over 150 was spent in repainting and remodeling the house that had been dark for several years following a movie policy and before that playing Columbia Circuit shows. . . . Leo Welch, house manager of the New Follies, Los Angeles, is vacationing in Akron. Kenneth Ware is subbing during his absence. . . . Jack Coombs, manager of the Taft Hotel in Philadelphia, threw a Thanksgiving Day dinner for the guests, consisting principally of burly performers playing the Troc that week and others in the profession. Among those participating in the eats were Mr. and Mrs. Harry Conley, May Joyce, Paul West, Joane Ward, Sonia Lawrence, Sen Lee Fu, Marylyn, Ann Arbor, Earl Fisher, Jack Brooks, Hugh Kelly, Leonard Koptkin, (concessionaire) and the hotel owners, Phillip Dorfman and Ivan Pechner and their wives.

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Now booking Exotics—Theaters—Night Clubs—Carnivals.
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127 N. Dearborn St. Chicago 2, Ill.

3. Big John, T. Turner, Wng.
4. Blackjack, R. Charles, Atl.
5. How Come My Dog Don't Bark? P. Partridge, Cst.

Detroit

1. Sanatee, B. B. Warren, Dot
2. You Tickle Me, Baby, Royal Jokers, Ato.
3. Smokey Joe's Cafe, Robins, Ato.
4. Ten Long Years, B. B. King, RPM
5. Only You, Platters, Mer.
6. Davy, You Upset My Home J. Tex, Kng.

Los Angeles

1. Only You, Platters, Mer.
2. Jivin' Around, E. Freeman, Cas.
3. Adorable, Colts, Vta.
4. Night Owl, T. Allen, Spe.
5. At My Front Door, El Dorados, VJ.

New Orleans

1. Feel So Good, Shirley & Lee, Ala.
2. Poor Me, F. Domino, Imp.
3. Hands Off, J. McShann, VJ.
4. Only You, Platters, Mer.
5. Play It Fair, L. Baker, Atl.
6. Don't Start Me Talkin', S. B. Williamson, Che.
7. Need Your Love So Bad L. W. John, Kng

New York

1. Only You, Platters, Mer.
2. At My Front Door, El Dorados VJ.
3. He, A. Hibbler, Dec.
4. Adorable, Drifters, Atl.
5. Speedo, Cadillac, Jse.

Philadelphia

1. Hands Off, J. McShann, VJ.
2. Tears in My Eyes, Dreamers, Gra.
3. Play It Fair, L. Baker, Atl.
4. Yes Sir, That's My Baby Sensations, Ato.
5. Adorable, Drifters, Atl.
6. Zindy Lou, Shimes, Spe.
7. Devil That I See, Penquins, Mer.

St. Louis

1. Hands Off, J. McShann, VJ.
2. All Around the World L. W. John, Kng.
3. Only You, Platters, Mer.
4. Adorable, Colts, Vta.
5. Poor Me, F. Domino, Imp.

Washington, D. C.

1. Only You, Platters, Mer.
2. Adorable, Drifters, Atl.
3. At My Front Door, P. Boone, Dot
4. Hands Off, J. McShann, VJ.
5. I Hear You Knockin', S. Lewis, Imp.
6. Maybellene, C. Berry, Cns.

World's Fair Dates Slated By Australia

SYDNEY, Dec. 3.—A price of \$3.36 (30 shillings) per square foot has been established for exhibits at the Australian World's Fair, to be held at the Sydney Showgrounds July 26-August 4 of next year.

Initial descriptions are not clear on whether there will be an amusement zone. Attractions already slated are a world-wide band festival, woodchopping championship contests, and Miss World's Fair competition.

The following exhibit classes have been established: Foodstuffs; wines and spirits; plastic products; timber, household and industrial; jewelry; household furnishings; gardening; travel equipment; scientific instruments; toys, games and novelties; sporting and recreational goods; television; wool and wool growing; textiles and accessories.

Also, textile machinery; metals and metal products; machine tools; industrial machinery; engineering equipment and mining; agricultural implements and equipment; office, show and factory appliances; building and hardware; transportation.

An April 30 date has been set as deadline for submitting exhibit contracts. Managing director of the Australian World's Fair is at 234 Clarence Street, Sydney, and the American end is being handled by the Australian Government Trade Commissioner, 630 Fifth Avenue, New York City. Both offices have application forms, which must be accompanied by a 50 per cent deposit when submitted.

Boston Auto Show Clicks On TV Names

BOSTON, Dec. 3. — Close to 225,000 persons reportedly attended the first annual Boston Post Automobile Show at the Commonwealth Armory, Thanksgiving Day thru Sunday (24-27). Show was scheduled to open at 1 p.m. Thanksgiving Day, but before noon 1,200 had gathered at the doors and it was decided to open one hour early.

All car manufacturers were on hand with cars and trucks as well shops which displayed hot-rods and speed autos. Admission was 25 cents alike to adults and children, with proceeds going to The Post's Christmas Basket Fund for the needy families in the area.

Si Redd, of Redd Distributors, donated the use of four coin kiddie rides, a Model-T Hot Rod, space ship, Western champ and speed-boat.

A stage show was given twice daily, offering television personalities Hildegard, Toast of the Town's Julia Meade, Carmel Quinn from the Godfrey show, and Richard Carlson from TV's "I Led Three Lives." Rocky Marciano also was on hand, and Larry Valentine's orchestra provided the music.

Gene Holter Show To East; Contracts Springfield, Mass.

CHICAGO, Dec. 3.—Gene Holter's Wild Animal Show will play Eastern fairs, it was announced at the outdoor conventions here this week.

Owner-manager Holter said that he had contracted to play the Eastern States Exposition, Springfield, Mass., and had other Eastern dates pending. The show has played in the West and Midwest in the past two seasons. Its quarters are in Norco, Calif. Holter said possible developments for the show include acquiring additional elephants.

\$100 A SEAT

GOP Buys Out Garden Date Of Wirtz Icer

NEW YORK, Dec. 3.—The 1956 Hollywood Ice Review will run without a mid-engagement break in Madison Square Garden for the first time in 13 years. This season's run of 24 performances, same as last season, will be held January 12-19. Shows will be nightly, with matinees on Saturdays and Sundays.

The Friday night show, January 12, has been bought by the New York and New Jersey Republican Committees, for a political fundraising affair with national implications. Admission will be \$100 a plate and box lunches will be served. Closed circuit TV will be carried to several other GOP hotel and arena gatherings, with this phase handled by Tex McCrary. The program will include a closed-circuit message from President Eisenhower.

German skater Cundi Busch, who made her American debut in a featured role last year, is the lead skater this time. Barbara Ann Scott, who married this summer, is out of the show and her bit will be taken over by Margie Lee, sister of skater Carol Lynn.

German Newcomers

Other newcomers this time are Rita Barin and Paul Falk, Olympic pair champions from Germany. Returnees include Freddie Trenkler, Skippy Baxter, Jimmy Grogan, Andra McLaughlin, and the Bruises.

Feature production number will be Cinderella, for which the company will be lavishly costumed. Brooks Costumes, which executed the costumes designed by Raoul Pene du Bois, says the \$500,000 show order is the largest it has filled in 45 years.

Advance sale opens Monday (5). A break of one to four days has been common for 13 years, due to scheduling of boxing, basketball and ice hockey, which have been avoided for the 1956 edition's run.

Eastern Action Nil At Chicago Confab

Relaxed Atmosphere Prevails as Show Representatives Attend Minus Problems

CHICAGO, Dec. 3. — Eastern show representatives at the outdoor meetings this week had a holiday in the strict sense of the word. While there was some glad-handing and watch-dogging, booking activity was virtually nil, following the expected pattern. As a result the atmosphere was relaxed and the buzzing associated with sessions in the past had the rundown quality of an aging time-piece.

Less than 20 organizations were represented and, as nearly as could be determined, there wasn't a worry among them as far as activity here was concerned. With virtually all of the major events in the East already spoken for, as well as a large number of smaller operations, the booking action that will yet come will be centered in the State meetings which get under way next month.

Several of the attending easterners obviously were intent only on putting in an appearance for the record. Others were interested in acquiring new equipment. A few had club activities to spark their interest.

The personnel picture appeared equally static with the ranks of the agents and concession managers apparently stabilized, at least for the time being. The over-all picture was one of stabilization rather than lethargy.

RECORD BUYING MARKS OUTDOOR TRADE SHOW

Carnival, Park Operator Interest Reflects Top Seasonal Earnings

By JIM McHUGH

CHICAGO, Dec. 3.—Representatives of amusement parks, carnivals and Kiddielands reflected the increased earnings of the past season in the manner in which they viewed and bought equipment on display at the annual trade show staged by the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman here November 27-30.

Exhibitors who have long been gauging the status of the industry thru inquiries and sales made here unanimously tagged the session as one of the best in recent years—a period that would encompass the biggest selling records in the history of the event. There was a notable increase in the number of signed orders and there were many indications that there would be a

substantial gain over the estimated average \$5,000,000 in sales attributed to the show.

Buying interest was shown from the opening session Sunday (27) when exhibitors normally expect only walkaround interest. The tempo increased each day and orders covering maximum plant capacities were announced by several manufacturers of heavy equipment before the final go-round Wednesday (30).

Carnival Interest Up

It was apparent, too, from the start that the carnival operators, who last year did more looking than buying as the result of somewhat lean seasonal pickings, were once again ready to take their place with, if not lead, the park operators in the purchasing of equipment. The season's ride grosses,

which hit record proportions on many occasions and added up to one of the very best seasons for this phase of operation, made possible the buying interest.

While many units were required as replacement needs, the delivery of most will serve to expand operations which have mushroomed since the war. New acquisitions for some operators meant a step toward needed diversification. For others it meant the securing of much needed new and novel units.

Interest in major rides, which began to revive last year after giving way for several sessions to kiddie units, rose sharply at this year's show. The trend served to point up the healthy economic status of the owners who could once again view a \$20,000-plus price tag without turning pale. Some sellers interpreted the trend as a leveling off in the Kiddieland industry. But the manufacturers of the scaled down units, including those who work both sides of the street by building majors, reported the birth of many new moppet centers and the expansion of others.

Supply Picture

The material supply picture, while not critical, nevertheless is a factor that builders are prone to mention. Requests for steel predicated on planned output had to be made well in advance. If sales exceed expectations, and there was evidence that they would in some instances, there is small hope that additional materials could easily be picked up thru normal channels.

Paul H. Huedepohl, NAAPPB
(Continued on page 65)

Sedalia Signs Icer; Western Canada's A Again Pacts Young

GAC-Hamid Picks Up Nashville, Sioux Falls at Chi Convention

By HERB DOTTE

CHICAGO, Dec. 3.—The Missouri State Fair, Sedalia, went for an ice show ("Holiday on Ice"); Ernie Young of the Chicago booking office of that name, was contracted to supply the Western Canadian A Fair Circuit, and, Young dropped two fairs, Nashville, Tenn., and Sioux Falls, S. D., to GAC-Hamid.

The developments were the

highlights of the scramble by booking offices for night grandstand attractions at the annual convention of the International Association of Fairs and Expositions here this week.

In signing "Holiday on Ice" for five of its nine nights, Sedalia gave up a traditional revue as its featured night grandstand attraction. In recent years Barnes-Carruthers Enterprises, Inc., had put a revue into Sedalia.

To retain the Western Canadian circuit contract, Young faced nine contenders in what is believed to be the most spirited competition in many years. The Canadian fairmen, representing the five-member circuit, met from 10 a.m. to 4 p.m. one day, recessed until the following day when they huddled from 10 a.m. to 3 p.m., hearing 10 presentations in all before awarding the contract.

Early in the convention the recently formed GAC-Hamid snared the contract for the Sioux Falls, S. D., fair, a contract calling for a traditional revue and circus-type acts. On Thursday (1), after the formal convention was over, GAC-Hamid announced the signing of the Tennessee State Fair, Nashville. The Nashville contract, according to Joe Higgins, of GAC-Hamid, calls for a revue, with acts, six nights and with a TV talent discovery show as an added

(Continued on page 65)

Grand Nat'l Racks Up 9% Gate Boost

SAN FRANCISCO, Dec. 3.—Attendance at the 1955 Grand National Livestock Exposition, Horse Show and Championship Rodeo at the Cow Palace here showed an increase of 9.2 per cent over 1954, Porter Sesson, president of the board of directors, revealed today.

Total attendance for the 15 performances, October 28-November 6, was 136,616, according to the final report by Nye Wilson, secretary-manager of the Cow Palace. Attendance in 1954 was 125,094.

Featuring the Riders of the Andes, spectacular troop of Chilean mounted police, the 1955 Grand National was hailed as the most successful in the 15-year history of the event.

Chi Convention Mirrors Year's Good Business

Continued from page 1

and Expositions there were no major developments, the program being given over to details of fair management and operation.

Formal sessions of the NAAPPB were highlighted by a meeting for Kiddieland operators, which proved one of the liveliest of the convention. The session for the operators of kid fun spots pointed up the vast development of the kiddieland field.

Sun Expands In Midwest

SPRINGFIELD, O., Dec. 3.—Gus Sun Sr., head of the Gus Sun Booking Agency, with headquarters in the Regent Theater Building here, announced this week that the Sun office's severance of affiliation with the Grossman Agency, Des Moines, will have no effect on the firm's coverage of the West and Midwest.

The territory formerly serviced by the Grossman office will now be covered out of the main office here. Sun representatives will make all the up-coming fair meetings in the area, Sun said, and manpower will be added to the office here to service the additional territory.

The Grossman office recently announced its affiliation with the newly formed A.B.C. Booking Office, with headquarters in New York and Chicago.

Jack Joyce scooted for Sarasota after looking in on the Chicago conventions. He and Glenn Henry made the drive from Fort Worth to Chicago in record time.

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CITY	HOTEL	Rooms with Bath from
Baton Rouge, La.	Heidelberg	\$5.50
Birmingham, Ala.	Bankhead	3.50
Canton, O.	Belden	4.00
Chicago, Ill.	Congress	6.00
Cincinnati, O.	Fourteen Square	3.75
Cleveland, O.	Carter	4.75
Columbus, O.	Fort Hayes	6.00
Dayton, O.	Alma	4.75
Detroit, Mich.	Fort Shelby	4.00
Evansville, Ind.	Georgian	3.50
Flint, Mich.	Durant	4.50
Indianapolis, Ind.	Anderson	4.00
Pittsburgh, Pa.	Roosevelt	5.00
St. Louis, Mo.	Mark Twain	4.00
Scranton, Pa.	Malbourne	4.00
South Bend, Ind.	Jermyn	4.50
Toledo, O.	Oliver	3.50
Topeka, Kan.	Fort Meigs	3.50
Washington, D. C.	Logan	4.00
Youngstown, O.	Lee House	5.00
	Pack-Ohio	4.50

CHI CONVENTION NOTES

Rube Liebman Retires; Streibich Pensioned

CHICAGO, Dec. 3.—A long familiar face was missing from the annual outdoor conventions here this week. The widely known Ernest (Rube) Liebman left the city on the eve of the convention to go into retirement in Tampa. Rube, who had been a sales representative for Barnes-Carruthers Theatrical Enterprises since 1929, has been placed on a pension by the Barnes-Carruthers office. His Tampa address is the Zano Hotel. Joe Streibich, long time secretary of the Showmen's League of America, was voted a pension by the League during the convention proceedings. Joe has been in ill health for some time but managed to come in from his Delavan, Wis., home to attend the League's annual banquet and ball.

Sam J. Levy Sr., president of the Barnes-Carruthers office, announced at the opening of the meetings that Sam J. Levy Jr. had been named the firm's Western sales rep-

resentative and that Randy Avery had been elevated to vice-president.

Neva Heiman, Miami, a mitt reader with the Royal American Shows, was the winner of the Showmen's League Cadillac award.

Glen Boyd, who recently resigned as secretary of the Ozark Empire Fair, Springfield, Mo., was lauded at the annual meeting of the Middlewest Fair Circuit by Joe Monsour, secretary of the Louisiana State Fair, Shreveport, when Boyd resigned as president of the group at its annual meeting. Virgil Miller, secretary of the Kansas State Fair, Hutchinson, was elected president to succeed Boyd, who is now a sales rep for E. G. Staats & Company, Mount Pleasant, Ia., but was at the convention as the representative of the Springfield fair.

Joe Monsour was elected president of the International Motor Contest Association at the annual meeting of that organization, suc-

ceeding R. H. (Dick) McIntosh, secretary of the Alabama State Fair. Other officers elected were C. G. (Pete) Baker, Oklahoma State Fair, vice-president, and Frank Harris, Davenport, Ia., secretary. Named as directors besides Baker and Monsour were Lloyd Cunningham, Iowa State Fair; Al Halvorsen, Sioux Falls, S. D.; Virgil Miller, Kansas State Fair; Doug Baldwin, Minnesota State Fair, and McIntosh.

Paul Olson, manager of the Olson Shows (the former Amusement Company of America), said he plans to go to England in January on business. He will be accompanied by Mrs. Olson and expects to be in England for about a month.

Virginia Kline left Chicago Thursday (1) for Europe, where she is to visit her nephew. She plans to stay abroad for at least six months.

Maurice Fager, secretary of the Kansas Free Fair, Topeka, cut short his convention stay to fly back to Topeka for an operation. Earl J. McCarel, now back as secretary of the Anderson (Ind.) Free Fair, was on hand, along with Ralph Ferguson, Anderson mayor. McCarel returned to the Anderson post when the Democrats won the recent election there. McCarel's predecessor, Bill Hutton, also was at the convention.

Archie Gayer, who with Ralph Ammon operates the Fun-on-the-Farm area at the Wisconsin State Fair, Milwaukee, announced that he signed three shows for '56. They are Lash La Rue and his Western show, Archie McAskill's illusion show, and "Grand Ole Opry."

J. Dan Baldwin, secretary of the Kentucky State Fair, Louisville, said that contracts for the new Kentucky fairgrounds construction call for a completion date of August 24, 1956, and has a penalty clause of \$2,000 per date after that time. The Louisville event now is tentatively slated to run September 1-15, but if the new plant is not ready it will be held for a shorter period at the old fairgrounds.

C. L. Carpenter, Missouri Commissioner of Agriculture, who has long been active in the fair movement, was among those present. Carpenter recently filed for nomination for governor of Missouri. . . . Art Signor will join the William T. Collins Shows and handle the office, Billy Collins announced.

Big-Hearted Bennie Weiss, chairman of the Miami Show-
(Continued on page 70)

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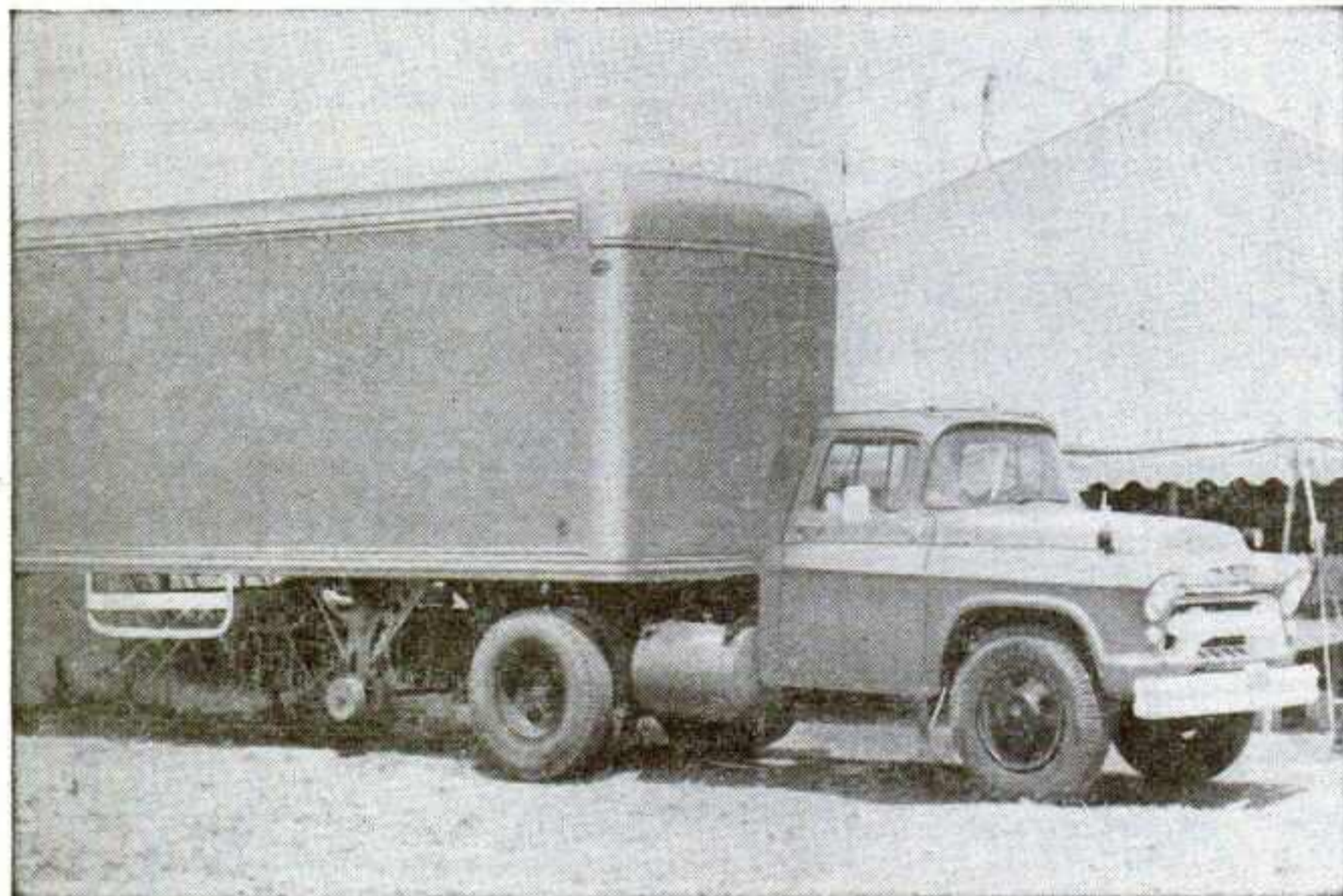
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AUDITORIUMS-ARENAS

Johnstown's War Memorial Breaks Thru Sound Barrier

By TOM PARKINSON

Latest arena to break its own type of sound barrier is the Cambria County War Memorial Building at Johnstown, Pa. Here, as in many other cases across the country, acoustics in the arena were poor, too poor to use the building for many types of shows that depend on sound of voice and music.

The steps taken by Manager W. Zane Schneider and his management board were similar to those taken by such other buildings as the Sports Arena in Toledo and the War Memorial Building at Canton, O.

They called in acoustical experts and installed fiberglas panels in the ceiling. The panels act to curb the sounds, cut down the time before any given sound dies out completely. Tests reported now by Schneider show that in its original state the building allowed some sounds to reverberate for 14 seconds. That's what caused the trouble.

Now the reverberation time has been cut to about one and a half seconds thru installation of the panels. The building was tested recently when the Governor of Pennsylvania gave a speech in the building. Checks made during the talk showed no flaws in acoustics, Schneider points out.

The basic principals used here are the same as in other fiberglas installations. The insulating material is placed between girders high in the ceiling. Special wheeled scaffolds, cranes and bridges were used on the arena floor by workmen who installed the panels.

In some cases, arenas and auditoriums have found it necessary to install additional fiberglas at the rear of the hall to keep sounds from bouncing off the back. But in this installation, it was found that a different course was needed. One area in the center of the ceiling has been left without insulation in order to allow a necessary minimum amount of reflection of sound.

Schneider and Clayton C. Dovey, president of the War Memorial Board, now are looking forward to much wider opportunity with the arena. Events which previously had to be turned down now may be staged successfully, and the arena will be able to offer a greater selection of non-sports events.

Grossman Office Affiliates With Woolfolk-ABC

CHICAGO, Dec. 3.—The Grossman Agency, Des Moines, and Tom Powell, representing R. D. Chew Enterprises, Springfield, O., this week became affiliated with the Boyle Woolfolk Agency, Jack Lindahl, general manager, announced. The two offices formerly represented the Gus Sun offices in their respective cities. The Woolfolk office recently became a subsidiary of the Association Booking Corporation.

Lindahl said the move will concentrate routing of acts and shows, publicity services and other standard office functions in Chicago. This will enable the personnel in Des Moines and Springfield offices to devote all their time to selling.

The Woolfolk-ABC office is also represented in Nokomis, Ill., by Cal Rasor.

TRADE AWARDS

Wedemeyer Wins Show Sweepstakes

CHICAGO, Dec. 3.—The Eric Wedemeyer Company won the John R. Davies (Sweepstakes) Award for the most meritorious exhibit at the annual trade show sponsored by the National Association of Amusement Parks, Pools and Beaches at the Hotel Sherman here November 27-30. Honorable mention in the category went to the National Amusement Device Company and the Miniature Train Company.

Animated Display Creators, Inc., won the Charles S. Wilson award for the most meritorious exhibit of equipment and supplies. Honorable mention went to the Mexico Forge Company and the Globe Ticket Company.

The Allan Herschell Company won the D. S. Humphrey Award for the most meritorious new device with its Twister, a major ride unit. The Pee Wee Valley Amusement Company and the Major Rides Manufacturing Company won honorable mentions.

The Scientific Machine Corporation won the Henry A. Guenther Award for the most meritorious exhibit dealing in games and/or Arcade equipment, either mechanically or manually operated. Honorable mention was won by the International Mutoscope Company and the Mike Murves Corporation.



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"One of the best money-grossing rides in the business. No other kiddie ride can out-gross it. Never required any maintenance and it's so easy to put on the truck we leave it to the last."

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"Our top ride. The day it arrived our kiddieland was mobbed with kids trying to get a ride."

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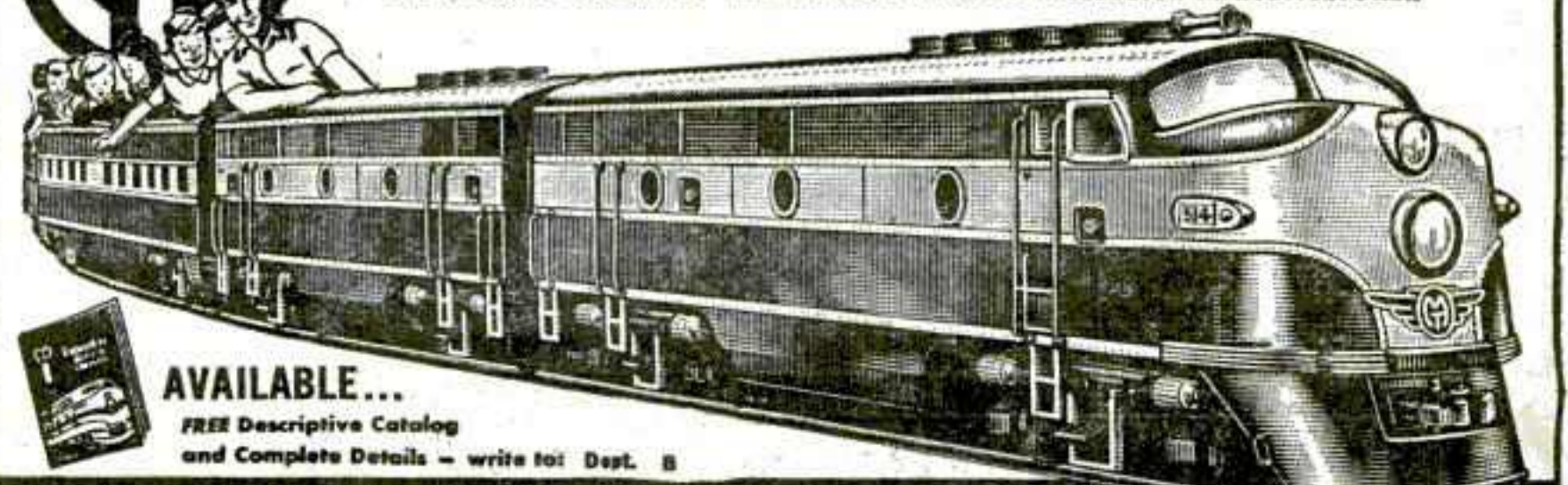
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Coliseum Firm to Stage Meeting for Show Mgrs.

NEW YORK, Dec. 3.—A special meeting for exhibition managers will be held Tuesday (6) at the New York Coliseum, which is rapidly nearing completion. The discussions and tour of facilities is being held by the Coliseum Exhibition Corporation, which has contracted with the Triborough Bridge and Tunnel Authority for control of the new building's space.

Conducting the tour and demonstration will be Howard Sloane, vice-president of Coliseum Exhibition Corporation. There will be a report from the construction firms, Walsh, Fuller, and Slattery, and a luncheon at the 52 Vanderbilt Avenue penthouse of Arthur Smadbeck, corporation president.

Among those managers who have accepted invitations are Richard Bohn, Jacob S. Clauser, Robert Durk, Hayward Cleveland, Ralph Becker, G. A. Parsons, William S. Orkin, Standish O'Neill, Evelyn McCullagh, Joseph Alterman, Rudolph Lang, E. K. Stevens, Joseph Choate, J. Bauman, Albert J. Chase, Peter V. Solmo, Victor Oristano, William C. Copp and W. K. Seely.

The huge structure is to open April 28 with three shows going on simultaneously—the International Motor Sports Show, International Philately Exhibition and National Photography Exhibition.

Publicity for the Smadbeck organization is being handled by the Smith & Rose firm of this city.

TV PRESTIGE

Ford Films to Spot Wagner's Stunt Drivers

PHILADELPHIA, Dec. 3.—A ramp-to-ramp bus jump is one of the stunts Buddy Wagner intends to have in his Auto Daredevils, Eastern unit of the Tournament of Thrills, next season. Two units will again be offered fairs in the East and Canada, and the Canadian unit will move into New Brunswick as well as Quebec and Ontario provinces, it is reported.

Wagner's group will be featured this winter in Ford TV commercials pretty shortly, he says. The stunt crew, led by Bobby LaBay and Bill Ward, finished the films recently at Alcyon Speedway, Pitman, N. J. New Ford safety belts were used in several crashes, as were padded steering wheels.

Films were directed by John De Benham, of the J. Walter Thompson Advertising Agency, New York; Jack Beck, general manager of Tournament of Thrills, Inc., and Wagner. It is believed that release of the films over the winter will add greatly to the show's prestige.

Al Martin, of Boston, will again be exclusive representative for the show, Wagner says. The staff will remain intact, with Johnny Purtil and Fred Kenney, advance agents, and Ray Wagner, unit manager. LaBay will be track manager and chief stunter for the fourth year.

COMING EVENTS

California
San Diego—All-Breed Cat Show, Jan. 28-29.

Florida
Kissimmee—Kissimmee Valley Livestock Show, Feb. 15-18. Carlisle Bronson.
Madison—Madison Co. Livestock Show, Feb. 27-28. O. E. Hamrick Jr.
Orlando—College Park Merchants' Festival, Dec. 1-24.
Plant City—Fla. Strawberry Festival, Feb. 20-25. F. W. Nulter.
Quincy—West Fla. Pat Cattle Show & Sale, Jan. 17-19.
Tampa—West Coast Dairy Show, Jan. 28. Charles E. Loe Jr.

Georgia
Atlanta—Southeastern China, Glass & Gift Show, Jan. 15-18. Foster B. Steward, 1401 Peachtree St., N.E.

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. 10-11. A. Hymes, 455 Schenectady Ave., Brooklyn 13.

New York
Bronx—Sports, Travel & Vacation Show, Feb. 17-26.
White Plains—Gilbert's Big Show Carnival-Fair, Dec. 26-31.

Ohio
Cincinnati—Sports, Vacation & Travel Show, Jan. 26-Feb. 5. W. S. Bain, c/o Cincinnati Garden.

Texas
Brownsville—Charro Days, Feb. 9-12. M. G. Dennis, 1006 Van Buren St.
Dallas—Exposition of Modern Living, Feb. 19-26. Louis L. Young, 4611 Cole Ave.
Dallas—Southern Gift Show, Feb. 19-24. Fred Sands, 3108 S. Joplin, Tulsa, Okla.
Dallas—Allied Gift & Jewelry Show, Feb. 19-24. Mrs. M. Dalton, 3932 Wilshire Blvd., Los Angeles.
El Paso—Southwestern Livestock Show & Rodeo, Feb. 6-12. Chamber of Commerce.
El Paso—Better Homes Exposition, Feb. 22-26. Patrick J. O'Toole, Hilton Hotel.
El Paso—Southwestern Sun Carnival, Dec. 26-Jan. 1.
Fort Worth—Southwestern Breeders' Rabbit Show, Dec. 10-11.
Fort Worth—Southwestern Expo. & Pat Stock Show, Jan. 27-Feb. 5. W. R. Watt.
Houston—Houston Pat Stock Show & Livestock Exposition, Feb. 22-March 4. Herman Engle.
Laredo—Washington Birthday Celebration, Feb. 16-26. J. George Loos, Box 455.
San Antonio—San Antonio Livestock Exposition, Feb. 10-20. W. L. Jones.

CANADA

Ontario
Toronto—Elks Motorshow and Christmas Fiesta, Dec. 5-10. Al Dean, Suite 601, Victory Bldg., 80 Richmond St. W.
Saskatchewan
Saskatoon—Meat and Poultry Show and Sale, Dec. 14-15.

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Miller Bros.: Richmond, Va., 6-8.

Ice Shows

Hollywood Ice Review: Winnipeg, Man., 7-14; Chicago 25-Jan. 10.
Holiday on Ice, No. 1: Kansas City, Mo., 11; Rock Island, Ill., 25-Jan. 2.
Holiday on Ice (European): Rotterdam, Holland, 5-23; Bruxelles, Belgium, 24-Jan. 10; Frankfurt, Germany, 12-29.
Holiday on Ice (Far East): Bangkok, Siam, until Jan. 5; Hong Kong, China, until Jan. 20.
Holiday on Ice (South America): El Salvador, C. A., 7-21; Guatemala, Guat., 23-Jan. 5.
Ice Capades of 1956: Springfield, Mass., 6-11; Rochester, N. Y., 12-18; Boston, Mass., 26-Jan. 11.
Ice Capades, International: Fresno, Calif., 6-11; San Diego 12-18; Spokane, Wash., 26-Jan. 2; Seattle 4-15.
Shipatads & Johnson's Ice Pollies of 1956: New Haven, Conn., 6-11; Philadelphia 25-Jan. 15; Cleveland, O., 17-29.

Miscellaneous

Congo Land: Dallas, Tex., 6-10.
Gould, Jay, Christmas Show: Austin, Minn., 6; Osage 7; New Hampden, Ia., 8; Le Sueur, Minn., 9; Glencoe 10; Hopkins 12; Paynesville 13; Hector 14; Benson 15; Tracy 16; Lake Benton 17.
Hitler's Personal Armored Car, Jack W. Burke, Mgr.: Paris, Tex., 6; Mount Pleasant 7; Sulphur Springs 8.
Scott, Turner: College Park Merchants' Festival, Orlando, Fla., Dec. 6-24.

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Because of the importance of the above message, this space has been contributed by

ROADSHOW REP

"I recently saw an article in one of our local papers about various old-time minstrel shows, but not much was written about Haverly's Minstrels," writes Irving Sweet, Buffalo, N. Y. "Can any of the column's readers tell us something about Haverly and his shows? As I understand it, the show was considered one of the best. When I resided in Chicago, The Tribune and other papers would at times come up with something about this old-time burnt cork outfit." Sweet reports that he has several amateur minstrel promotions lined up in Northern New York, all dates that he has had in former years.

Hughie Cavanaugh writes from Rockland, Me.: "I have seen many notes in the past about the old 'Ten Nights in a Barroom' show, but no one mentions one of the best of all of these roadshow outfits. That was the Price Webber show. With that outfit was Wilson E. Benette, who played the Joe Morgan role, and, perhaps, was the best Morgan of that or any other time. Price Webber played Sample Switchell, and Edwina Grey, who was Mrs. Webber in private life, played the character, Cartwright, a juvenile comedy part. E. E. Parker was Mr. Romaine, and my father, who was with Webber for two seasons, always said that Parker was the best Romaine he ever saw. As a young man I used to see Price Webber in Augusta, Me. Can someone come up with more about Webber and Miss Grey?"

From Laramie, Wyo., Oscar Worle writes: "After a poor summer I am now taking on school dates, but it won't last long because of the scattered towns and the cold, snowy weather. I worked a subscription book proposition by day last summer and took on some eating spots at night. At Sparks, Nev., I met Andrew Meath, an old-time stock and rep performer who was with the Ginnivans and others long ago. He was doing a one-man musical show and also working as a stroller. At Reno I ran into Jimmy Russell, who was with Henry Link's 'Thelma' company in the Midwest years ago. Russell now spends his summers selling music to small-town dealers and tickles the ivories at night. He gives a good one-man musical show." Worle would like to read something about the old Bybee Stock Company and its old personnel, if still active.

Frank Talbot, Lawrence, Mass., writes as follows: "In regard to the inquiry I read some time ago about the Ethel Tucker 10-20-30 show, I was living in Gloucester,

Mass., when this show was the Ethel Tucker and H. P. Meldon Show. At that time it played week stands and I spent several weeks with the show as assistant on props and stage. I remember one of the better bills it played, 'La Belle Marie.' I hope someone will send in a little background material on this show, as Miss Tucker was a clever actress."

Chris Meridew, Rockland, Me., reports that he gets a kick out of reading the old 10-20-30 shows, reminding him of days when he worked for the old Aller. Print firm in Beverly, Mass., a company that turned out stock printing for many shows. Meridew recalls getting out an order for the Irene Myers company which was rehearsing "The Heart of Colorado," a new play at that time. Meridew says that last winter, while traveling Northern Maine, he ran into an amateur show promoter in Littleton, N. H., who was using the opus. The fellow told Meridew that the play still is a good attraction.

Hauck's Midway Destroyed by Fire; Loss 40G

MIDDLETOWN, O., Dec. 3.—Fanned by strong winds, flames destroyed Midway Roller Rink on State Route 73 near here early Sunday (27) and damaged the adjoining frame residence of operator Bernie Hauck. Total loss was estimated at more than \$40,000 by William Long, chief of the North Middletown Fire Department.

Long said the blaze apparently was caused by overloaded electrical circuits. The circuits had been the cause of several previous small fires at the rink, he said. Destroyed were some of the Hauck family's personal possessions, skates and broadcasting equipment and an organ belonging to WFPB, local radio station. The Haucks were awakened by neighbors at 5:20 a.m. and found flames erupting from the rink.

Twenty-three firemen from North Middletown battled the blaze for two hours and were successful in saving the residence. They were assisted by 15 volunteers and additional equipment from the nearby Mayfield fire department.

Drivin' 'Round the Drive-Ins

Donald McPhee has been named manager of the Lockwood & Gordon Danbury Drive-In, Danbury, Conn., replacing John O'Sullivan, appointed the circuit's district manager for Massachusetts, Rhode Island and New Hampshire.

Harry Sullivan, manager of the East Windsor Drive-In, East Windsor, Conn., has been shifted to a similar post at the Pix Drive-In, Bridgeport, Conn., with no assignment named as yet at East Windsor by Doug. Amos, L&C's Hartford division manager.

Hempstead Drive-In Theater, Houston, was damaged recently by high winds, which tore down power supply lines and caused large mural paintings to be torn loose. Jimmy Harris, manager, reported that damage was \$150. . . . Ray Fuller has been named new manager of Red Bluff Drive-In, Houston. . . . Oscar Dietz has been

named manager of the Scenic Drive-In, Brady, Tex. Mrs. Mae Jensen, formerly manager of the Scenic, has been named manager of the Rice Drive-In, El Campo, Tex. . . . Tower Drive-In, Abilene, Tex., is installing a new \$5,000 marquee. . . . Bill Ellis has taken over duties as manager of the Crescent Drive-In, Abilene. . . . E. H. Moreland has taken over additional duties as manager of the Hi-Nabor Drive-In, Houston, where he is manager of the Lindale Theater. . . . Bits of sharpened wire scattered at the South Loop 13 Drive-In Theater, San Antonio, resulted in flat tires for a number of customers, according to Dr. Hesskew, manager. According to police reports more than 100 pieces of the wire were picked up at the drive-in.

Louis Littlefair, manager for Frontier Theater Circuit at Gainesville, Tex., has announced that grading and preliminary work on the new 500-car drive-in has been completed. Delay in construction was caused due to recent changes in highway planning, making it necessary to alter the theater ground plans. . . . James Hopkins has been named manager of the

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REVIVAL

Rollercade Eye on Big Operation

AKRON, Dec. 3.—Now under the management of Mr. and Mrs. Myron Shetler and with an efficient teaching staff composed of Roland and Margaret Cioni, the Rollercade of Akron is making strides which are expected to bracket it with the better rinks of Northern Ohio, according to M. H. Shetler, president of the Akron Rollercade Skating Club.

Upon taking over the Rollercade, the Shetlers installed a new hardwood floor and completely redecorated the rink's interior, including the lobby. To stimulate week-night attendance, the Shetlers have been distributing tickets to industrial concerns and department stores in town. In addition, a number of school parties have taken over the rink on Monday nights, normally dark, for private parties.

Within the past two months rink clubs have been reorganized and are now joined in one large competitive organization. Mrs. Cioni reported that her big junior class is progressing so well that she will organize a junior club before long. Her husband has also been busy with three Girl Scout classes. These classes have more than 550 girls enrolled for a 15-week course. The Cionis also conduct classes in figure, free style, speed and dance skating.

The Rollercade was the scene of the 1954 Ohio championships of the Roller Skating Rink Operators' Association last April is now bidding for the 1956 nationals of the association.

B'port Park City Skaters Win N. E. Meet

BRIDGEPORT, Conn., Dec. 3.—Members of Park City Roller Skating Club took team honors by winning four of eight events in a New England inter-club dance competition conducted November 26 at Park City Roller Rink here.

Worcester (Mass.) Skating Club and Shole's Skating Club, Boston, each won two first places. Also entered were Long Beach Club, Stratford, Conn.; Crystal Roller Skating Rink, Boston, and Lake Candlewood Club, Danbury, Conn.

Summary:
Juvenile — Yvonne and Arthur Herbert, Worcester, and Judith Miller and Stephen Havenec, Long Beach. Sub-novice — Nancy Ann Wilson and Paul Fiester, Worcester; Gail Welby and Ronald Forknell, Shole's; Theresa Paquatter and John Risto, Worcester. Novice — Margaret Bush and Ronald Cryoskie, Park City; Mary Geddes and William Morton, Shole's; Marlene Turner and Arthur Baumstein, Shole's. Intermediate C—Dorothy Brzozowski and John Kochis, Park City; Marie Ariox and Michael Cicarelli, Crystal; Judith Murray and John Amour, Shole's. Intermediate B—Helen Gabriela and Ronald Fitzgerald, Worcester; Veronica Solomon and Joseph Alcorn, Long Beach. Intermediate A — Diana Lynch and William Kelly, Park City; Anna Marie Reddington and Arnold Turner, Shole's; Dorothy Gush and Roland Jones, Park City. Juniors — Jacqueline Morcom and Paul Mooney, Shole's. Senior—Carolyn Macklow Elias and Joseph Bouchard, Park City; Betty Honey and Charles Dannenberg, Long Beach; Catherine Faherty and Tarmo Holma, Shole's.

Circle Drive-In Theater, Waco, Tex. He was formerly manager of the Burnet Drive-In, Austin, Tex.

Out-of-State Skaters Enter Fordham Grind

NEW YORK, Dec. 3.—Entries from RSROA amateurs in many States are reported by manager Jim Ferris for New York's second annual roller marathon race, scheduled for Saturday night (17) at Fordham Palace Rink, 190th Street and Jerome Avenue. The event is open to all male members of the association, over 18, and offers trophies for the first five men to finish and medals for all who complete the grind. A companion event for the fair sex, going two miles, has been scheduled for the same evening by Ferris.

The marathon distance will again be the official 26 miles, 385 yards, the same as covered by the Athenian courier Pheidippides in 490 B.C., when he raced from the plain of Marathon to the outskirts of Athens with news that Darius the Mede had been defeated.

Early out-of-town entries include 1955 Ohio State senior men's

champ Don Wood of Elyria, O.; Tidewater States senior men's winner Jim Rice of Wilmington, Del.; Bob Smith of Dayton, O.; and Phil Wheeler of Boulder, Colo. Carol Buchholz of Elyria is the sole distaffer from out-of-town.

Requests for applications for both events are available at the Fordham Rink. There is a \$1 fee.

Becks, Keating Get RSROA Memberships

DETROIT, Dec. 3.—Addition of two rinks to the membership of the Roller Skating Rink Operators' Association was announced this week by Robert D. Martin, secretary-treasurer, at association offices here.

The rinks and their operators are Beck Roller Rink, Ravenna, N. Y., Edward and Mrs. Bernice Beck, and Rollarena, East Palestine, O., Richard Keating.

YULE DRIVE

Meyers Spot Maps Needy Kids' Benefit

CINCINNATI, Dec. 3.—If past performance is any indication, the December 12 skating show and carnival for the local Mile of Dimes campaign at the Lou and Charles Meyers-operated Price Hill Roller Rink will roll up a tidy sum with which to buy Christmas toys for needy children.

Mile of Dimes is a drive which has been sponsored for many years by The Cincinnati Post and local firemen. In recent years the sponsors, in co-operation with the rink, have staged skating shows as part of their campaign. These shows have grossed in the neighborhood of \$500. This year, as in past years, proceeds from the show will go 100 per cent to the fund.

C. V. (Cap) Sefferino, manager of the rink, has planned a 15-act show, featuring local skating talent, for the night. An added attraction will be a personal appearance by Dotty Mack, popular local TV personality, and her team mates, Colin Male and Bob Braun. Admission will be \$1.

A. Schaub, 66, Retains Interest in Skating

MONTEREY, Calif., Dec. 3.—Armand J. Schaub, veteran skating enthusiast formerly well known to rink operators in the Midwest, is now connected with a restaurant business here and reports that he occasionally dons the wheels, altho 66 years old.

Schaub now confines his skating to his birthday anniversaries. For the past 11 years he has made appearances on that day at Del Monte Gardens here to do a toe dance on skates, his most recent exhibition having been given on November 10.

Altho no longer a steady skater, he still maintains an interest in the sport and corresponds with Bill Fitzgerald, the Chicago old-timer, now in his 70's. Recently Schaub caught the Royal Whirlwinds' act at Redwood Gardens, Salinas, Calif., reporting an excellent performance on a six-foot circular table.

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125 Kiddielanders In Lively Session

Clemens, Fritz, Rueter Take Part; Operators Toss Problems Into Pot

CHICAGO, Dec. 3.—More than 125 enthusiastic Kiddieland operators attended an open forum meeting here Monday (28) in conjunction with the National Association of Amusement Parks, Pools and Beaches convention.

The session, organized and presided over by Ferd Clemens, of PeeWee Valley Kiddieland, Cincinnati, was expected to prove to be the first step toward wider recognition of the Kiddieland field by NAAPPB. This year's meeting was expected to lead to a full program covering several mornings at the 1956 convention.

Monday's session was launched with Maynard Reuter, vice-president of The Billboard Publishing Company, setting the theme. He pointed out that the nation's population will reach 200 million by 1965 and that there are five million additional youngsters annually. Population is shifting to suburbs, he said, and habits—including amusement habits—change accordingly. Reuter predicted a boom time for family amusement centers, with Kiddielands, golf ranges, batting machines and many similar attractions, for "a nation on wheels."

Arthur Fritz, "father of the Kiddieland" and dean of Chicago operators, said his kiddie park now is catering to children of his earliest customers. His formula for success, he said, stresses ride maintenance, cleanliness, good music, nice treatment of the public and providing of good rides. Fritz answered numerous questions from Kiddieland operators in the audience.

In other discussions, Grover Watkins, Noble Funland, Paducah, Ky., said school dates were quadrupled there by sending letters to schools in a wider radius around the city and offering a 10 per cent refund to aid school activities. Reece Wood, Wedgewood Park, Oklahoma City, said his park filled part of the October slack time by giving the facilities to the PTA on a 50-50 basis for a day.

Jimmy Thompson, Kiddieland, Alexandria, La., said he sent two tickets for each child in lower school grades. Those schools which didn't use the tickets in an organization picnic passed them out to students, who came to the park on their own in the ensuing weeks, he said.

James L. Brown, Sans Souci Park, Wilkes-Barre, Pa., said Kiddieland spending averages \$5 per child when fathers are buying the tickets. His spot is trying birthday party promotions and PTA tie-ins in 1956.

Carroll Spitzer, of Denver's new Kiddieland, said his spot had used radio and TV names familiar to children, and found them "expensive but self-liquidating."

Morton Fink, of Chicago, told that he bought children's name stars from local TV stations on a deal that called for spot announcements over the telecasts as well as the personal appearances. Clemens also told of his experiences in using TV personalities at his park.

Wood told about staging fireworks shows July 4 and Labor Day, spending \$300 each and drawing 8,000 people. Fritz said after three years his fireworks shows drew crowds too large to handle and they had to be abandoned. In response to a question from Dave Litvak, of St. Louis,

Fritz said he used no advertising for his funspot. Litvak replied that he had settled on periodic larger newspaper ads as the most effective.

Kiddieland operators also discussed ticket prices, rates of pay for part-time help, percentages used in leasing rides, make-up of a list of the most basic rides for starting Kiddielands, whether Arcades have a place at kid spots and what advantages and disadvantages here are to offering live pony rides.

Extended discussions also centered on material to use for paving grounds, how to use the ground for off-season profits, and how concession problems are being met.

DAZEY FORECASTS PARKS' BEST ERA

Cites Need to Keep Pace With Growth; NAAPPB Membership Up; ASCAP Moves

CHICAGO, Dec. 3.—Outgoing President Don Dazey said in the NAAPPB convention that "the greatest era" for amusement parks lies ahead, but that park owners must cast off tradition and keep pace with growth of the nation and economy if they are to meet rising competition.

In reviewing his term, Dazey pointed to the inception of an association-sponsored TV commercial film for member parks, of visits to regional park association meetings and the National Industrial Recreation Association as well as to Disneyland and to the summer session at his LeSourdsville Lake.

Looking ahead, he pointed out that the great increases in population mean the greatest era for parks is coming. He said that the park business has thrown off old stigmas and that it now must sharpen up new concepts and encourage younger park operators who are coming on.

Competition Rises, Too

Parks look to makers for new rides, he said, but the parks themselves must see that they keep pace, showing increases proportionate to the increase in population, leisure time and increased income of the nation.

Dazey cited the increase of competition in the form of kiddie and major rides at drive-in theaters, shopping centers and supermarkets as well as in independent kiddie parks and in city-owned parks and amusement areas.

But he said that major amusement parks, kept sufficiently attractive, would continue to attract their fair share of the business.

ASCAP Seeks More

In other actions at the business session of NAAPPB:

Vic Sloan, president of the National Ballroom Operators' Association, said ASCAP was seeking a new contract which would give it an increased percentage and include inside sales along with the ticket sales in figuring the gross. He also noted the formation of the Dance Orchestra Leaders' Association and an effort to form more bands. He also reported NBOA is mulling a new magazine.

Chairman Edward J. Carroll said the insurance committee had recommended that one insurance booth be permitted at the trade show and that free space in the annual manual be limited to that for the NAAPPB's insurance set-up.

Treasurer A. L. Filograsso reported a surplus for the year's operation. Harry J. Batt reported on tax bills pending in Washington. James L. Brown, of Sans Souci Park, Wilkes-Barre, Pa., entered a complaint against an unidentified

NAAPPB Awards Honor Dickson, Dazey, Price

CHICAGO, Dec. 3.—NAAPPB service awards for the year were awarded to W. Hearstill Wilson, Don Dazey, James Dickson and Gerald Price. Awards were announced at the convention closed Wednesday (30).

Wilson, representative of the Chrysler Corporation, had given a talk about salesmanship and was awarded the N. A. Alexander Award for the finest program appearance on a subject dealing with parks.

Don Dazey, outgoing president, was honored with the Andrew S. McSwigan Award for service to the industry.

James Dickson headed the beach

(Continued on page 65)

Henry Bowen Heads Parks Association

Coleman, Pearce, Muar Named V-P's; New Directors Elected; Amend Rules

CHICAGO, Dec. 3.—Henry G. Bowen, of Whalom Park, Fitchburg, Mass., was elected president of the National Association of Amusement Parks, Pools and Beaches here Tuesday (29).

The action by the NAAPPB board of directors also named John L. Coleman, of Riverview Park, Indianapolis, to be first vice-president; Fred Pearce Jr., of Walled Lake Park, Detroit, as second vice-president, and William A. Muar, of Roseland Park, Canandaigua, N. Y., third vice-president.

Paul H. Huedepohl was re-elected executive secretary, and A. L. Filograsso was named treasurer again.

Bowen, who succeeds Don Dazey, of LeSourdsville Lake, O., as president, served in 1955 as first vice-president and social chairman. Gerald Price, Glen Echo Park, Glen Echo, Md., was second vice-president and convention program chairman. William B. Schmidt, Riverview Park, Chicago, was third vice-president and finance chairman.

Change Constitution

In a separate action, the directors voted a change in the NAAPPB constitution to provide that past presidents are to be ex officio members of the board. Huedepohl explained that while the past presidents have been acting in this capacity for some years, it was only now noted that the constitution was not clear in providing that arrangement.

While the officers were elected

by the board, NAAPPB directors were elected from the convention floor. Nominating chairman Muar presented the slate. New directors for five-year terms are:

Roy Staton, Spring Lake Park, Oklahoma City; J. R. Singhiser, Fontaine Ferry Park, Louisville; Robert F. Plarr, Dorney Park, Allentown, Pa.; Robert A. Guenther, Olympic Park, Irvington, N. J.; George K. Whitney Jr., Whitney's Playland, San Francisco, and William B. Schmidt, Riverview Park, Chicago.

An off-the-floor suggestion that a Kiddieland operator be named to the board was rejected prior to the presentation of the slate.

AREA Launches Bylaws Study; Elects Sellner

CHICAGO, Dec. 3.—Members of the American Recreational Equipment Association, meeting here Monday (28), decided on a study of ways to police its membership.

Arthur M. Sellner, Sellner Manufacturing Company, Faribault, Minn., was elected president, and he named a committee to look into the situation. On the committee are Vernon Smith, McDougall-Butler Company, Inc.; John Allen, Philadelphia Toboggan Company, Philadelphia, and Lyndon Wilson, Allan Herschell Company, North Tonawanda, N. Y.

Wilson was named vice-president. Fred Markey, Dodgem Corporation, Exeter, N. H., and Ben Roodhouse, Eli Bridge Company, Jacksonville, Ill., were re-elected treasurer and secretary respectively.

AREA also discussed relocating the meeting, setting up a code of ethics, and establishing regulations governing use of the aisles at the trade show. Thirty-one companies belong to the organization and about 45 persons attended the meeting.

Outgoing president, B. H. Brockway, Concession Supply, Toledo, showed films of the summer meeting of the NAAPPB. Lyndon Wilson was moderator for an open discussion.

dren take 4.4 rides and that 75 per cent of the ride revenue is from adults.

Wood said Disneyland is buying a Roto Jet and Dodgem as well as building a mining car ride. The standard devices will be remodeled, he said, to meet Disney's design themes.

Park Men Hear Panels, Talks, Disney Report

CHICAGO, Dec. 3.—Park owners and managers attending the 37th annual convention of the National Association of Amusement Parks, Pools and Beaches here this week heard rousing sales talks for salesmanship and showmanship, panel discussions about maintenance and publicity, and a report on Disneyland's first year.

George Alexandria Bowie, speaking Monday (28), boosted trade associations. He said that politics often takes half of many conventions, and that since government has gotten into business, it follows that business had to get into politics. Automation is a good thing, he said, which will increase people's leisure time and thus increase the market for amusements.

Maintenance, Promotion

Taking part in a maintenance panel on Tuesday (29) were A. M. Brown, Buckeye Lake, O.; Roy Wroble, Tropical Paint Company, Chicago; T. V. Pvtaffoli, Pure Oil Company, Chicago; Robert Ott, Dorney Park, Allentown, Pa.; J. B. Tibbetts, Owens Corning Fiberglas Company, and W. S. Davis, Commonwealth Edison Company, Chicago.

Those on the panel discussing promotions of the year were John M. Gurler, Elitch's Gardens, Denver; Edward J. Carroll, Riverside Park, Agawam, Mass.; John L. Coleman, Riverside Park, Indianapolis, and James L. Brown, Sans Souci Park, Wilkes-Barre, Pa.

Francis McD. Culver, of Custom Comics, New York, told how his firm proposes to put out a comic book for advertising parks.

Discusses Sales

One of the high points was the talk by W. Hearstill Wilson, of the Chrysler Corporation, Detroit. He said salesmanship went rusty in war years and never has been recovered in most fields. He said too many take the easy way out and

decide there is no more business to be had. But professional salesmen, he pointed out, increase the sales by knowing their own and their competitors' products and then reaching true prospects with a message that sells. How to close a deal is an art few have developed properly, he said.

A past presidents' panel on Wednesday was presided over by Fred W. Pearce Sr., dean of past presidents. Other participants included Arnold Curtler, Paul Huedepohl, A. B. McSwigan, Edward L. Schott, Harry J. Batt, Edward J. Carroll and George Hamid.

Winding up the final session Wednesday was a report by C. V. Wood, vice-president and general manager of Disneyland. He said that if the new amusement park has a problem it is that of small capacity of special rides. Among many statistics he reported from Disneyland were those showing that the per capita spending is \$4, that adults ride 7.7 rides and chil-

522 Attend Park Banquet, Hear Dot Collins, Mariners

CHICAGO, Dec. 3.—A record 522 members and friends of the National Association of Amusement Parks, Pools and Beaches attended the annual banquet at the Hotel Sherman Tuesday night (29). The gathering topped the previous high by 60 persons, according to Paul H. Huedepohl, executive secretary.

The crowd was treated to the top show of the outdoor meetings. Talent, furnished by the GAC-Hamid booking agency, featured television and recording stars Dorothy Collins and the Mariners. Excellent supporting acts filled out the bill.

For many, the park banquet con-

tinues as a favorite social activity for the reason that speeches are eliminated and, except for the introduction of new officers, the evening is completely given over to fun and frivolity.

Many representatives of fairs, including a number from Canada, were in the audience. Virtually all park operators in town for the business sessions attended, according to Huedepohl.

The banquet climaxed a series of nightly social events which began Sunday evening (27) in the hotel penthouse and continued in the same spacious quarters Monday (28).

New Carolina Firm

ASHEVILLE, N. C., Dec. 3.—West Asheville Amusement Park, Inc., with principal office here, has been granted a charter by the State. Authorized capital stock is \$100,000, with \$3,000 stock subscribed by Red Smathers Jr., Charles L. Byrd and Robert F. Campbell, all of Asheville.

Record Buying Marks Outdoor Trade Show

• Continued from page 59

executive secretary, reported 96 exhibitors using 174 booths—statistics comparable with last year's capacity participation. Attendance was reported good by the sponsors and participants with the latter noting a sizable percentage of new faces over last year. Carnival and Kiddieland operators, unlike the operators of major parks, are inclined to hinge their visits to the meetings on their equipment needs. Consequently, their appearance denoted almost certain buying action.

Peak interest was shown in the Allan Herschell Company's award-winning Twister; the Eli Bridge Company's Scrambler; Frank Hrubetz's Pound-Up, and Eric Wedemeyer's Roto-Jet and Laff-o-Rama, all in the major category.

230 Back Orders

Eli Bridge continued to add to the phenomenal success story of its Scrambler. Only 16 were in the hands of operators this past season when the unit was first made available in quantity. The demand which started with the introduction of the unit has led to back orders numbering around 230. Plant capacity will limit the output this year to about 25.

Ben O. Roodhouse, sales manager of the Eli firm, noted that Ferris Wheel sales were also good. Construction of these units and replacement parts eat up much of the available factory time.

The Herschell Company, which won the most meritorious new device award with its Twister, has already delivered nine of the major units. The continuing demand for the products of the company, the largest in the manufacturing field, will likely press plant capacity.

Frank Hrubetz reported the best business ever for his firm. Twenty-two Round-Ups are in operation and eight were sold here. Hrubetz said that reports from operators indicate that the unit is heading for the standardization bracket since repeat grosses invariably top the initial showing. Parks are showing considerable interest and new units are slated for Palisades (N. J.) Amusement Park, Jefferson Beach and Long Island's Kiddie City.

Wedemeyer reported a sellout well in advance of the show closing. Orders totaling approximately \$300,000 call for seven Roto-Jets and several full or partial Laff-o-Rama installations. Disneyland; Pontchartrain Beach, New Orleans, and Long Beach, Calif., among others, will have the ride units. The fun houses are slated for Palisades, Long Beach and Riverside, Agawam, Mass.

At least 25 sites will be surveyed by the Allan Hawes Company at the request of operators interested

in its miniature river boat. The \$6,500-\$7,500 unit caught the eye of several fair operators as well as a number of parkmen.

The Pee Wee Valley Amusement Company reported business good with its award-winning Teeter Copter, a moppet unit having the over-all structural appearance of an Octopus. Another winner in the device field, Major Rides Manufacturing Company, reported considerable interest in units it has built and developed at Chicago's Riverview Park.

Bill L'horbe, of the National Amusement Device Company, said his firm had drawn plans for the construction of four major Roller Coasters. Also in the discussion stage are plans for four large fun houses. Little interest has been evidenced in these \$100,000-plus properties in recent years. The firm had on display one of a fleet of new trains for the Wildcat Coaster at Coney Island, Cincinnati.

Interest in bumper cars was brisk, with Fred Markey, of the Dodgem Corporation, reporting excellent sales results from the start of the show. Ray Lusse, builder of the Skooter cars, also reported good results. An imported unit was offered by Hot Rods, along with several other rides. The firm reported some sales action as the show wound up.

Note Increases

The Eyerly Aircraft Company reported sales well ahead of last year with interest turning to major units. John E. Mitchell, of the R. E. Chambers Company also said that the show was better than last year for his firm. Harry Traver, who showed a tracked tractor unit, and Leon Cassidy, of the Pretzel Company, other veteran exhibitors, also reported sales ahead of last year. Cassidy reported a unit set for delivery to the new Kiddieland at Pompano Beach, Fla., an installation that several attending manufacturers were also interested in.

It was the best show ever for the Miniature Train Company, according to R. Robertson. Ben Schiff was also happy with the results as were Charley Addition and Dick Phelps, of the Overland Amusement Company, who were showing their Moon Rocker in addition to their portable Coasters.

King Amusement Company, specializing in moppet units, said business was excellent. The sale of 12 combination auto units and 22 Spineroos, the latter an adult unit, were reported dated recently. Bill Bishop, of Amusements Unlimited, reported keen interest in his firm's tank ride. The Arrow Development Company, a West Coast firm largely occupied with the building of Disneyland last year, reported excellent results with considerable activity supplied by carnival operators.

Locations Set

The Hampton Amusement Company reported business better than last year with six orders for its self-propelled stagecoach as well as a number of orders for its Tubs-o-Fun. Jimmie Johnson's San Antonio, Tex., funspot will have one of the coach units. The Catskill (N. Y.) Game Farm will have a coach unit and a Tubs-o-Fun. A new exhibitor, the F. H. Bultman Company, displayed a miniature trolley and reported considerable interest.

The Sellner Manufacturing Company reported good business for its Tilt-a-Whirl, and the R. E. Chambers Company also reported good results with its standard devices.

Suppliers, too, were happy with results secured at the show although they look for few orders because of the time element. They gauge results on the basis of the value of contacts made here in the past.

Only a few coin-operated riding devices were on display this year, a notable change from last two years when several dozen were exhibited.

Considerable coin-operated Arcade and vending equipment was on display. (Details in the Coin Machine section.)

Lakewood Sets 'Buyers-Only' Exposition

ATLANTA, Dec. 3. — A buyers-only trade show, the Southeastern International Industrial Exposition, will be held at Lakewood Park next May 18-25. The park in the past has been used for many events, including auto racing and a fairgrounds.

This event has developers, utility and governmental officials on its board, and chairman is E. A. Yates Jr., manager of the industrial development division of the Georgia Power Company.

Exhibits will occupy two buildings and an outdoor plaza area, with samples of domestic and foreign products. Management will provide at the exposition a post office, banking facilities, hotel and transportation reservation services, communications and other facilities.

There will be no admission price charged, but the general public will be excluded and entry will be by invitation only, issued only to business people.

N. J. Resorts Fight State and Seizure

WILDWOOD, N. J., Dec. 3.—The Atlantic City, Cape May and Ocean City resorts are fighting attempts of the State of New Jersey to claim half of federal funds earmarked for county beach erosion projects. The money was appropriated last June to reimburse the municipalities for complete beach work.

Officials of the three communities met last week with Army engineers and representatives of the State and will hold another session later this month. The squabble has stalled disbursement of the funds pending settlement of the State's claim. Representing Cape May at the conference were Mayor Samuel F. Eldredge and Commissioner Carl R. Youngberg.

Hamids to Get Defense Award

ATLANTIC CITY, Dec. 3.—For helping advance the cause of Civil Defense, Steel Pier owners George A. Hamid Sr. and George A. Hamid Jr. will be given a citation in the office of Mayor Joseph Altman. Joseph Hackney, director of Civil Defense here, says the award will be made for donating space on the Steel Pier for a C. D. exhibit where 1,500,000 pieces of literature were distributed last summer.

Eastern Action

• Continued from page 59

in that the show next year will jump from Macon, Ga., to Jacksonville, Fla., for an October 24-November 3 showing. This will eliminate a showing at Waycross, Ga., and the Orangeburg (S. C.) Fair. The latter event is reported held by the John H. Marks Shows, the first truck show to play the Carolina event in more than a decade.

Other events credited to Marks include Covington, Staunton and Roanoke, Va.; Burlington, Gastonia, Albemarle, Hickory, Fayetteville, Wilson, and Monroe, N.C., and the Winston-Salem (N. C.) Colored Fair.

F. E. Spain, representing Ross Manning here, reported signing the Petersburg (Va.) Fair. Other spots held by Manning include Rock Hill, S. C.; Athens, Ga., and Statesville, N. C.

Young Lauds Canada's 'A'

• Continued from page 59

attraction one night, plus Kiddie Kapers for one matinee.

"Holiday on Ice," which last year was presented for the first time as the grandstand attraction at two Midwest fairs, the Nebraska State Fair, Lincoln, and the Kansas State Fair, Topeka, entered the convention with Lincoln's contract for 1956 signed.

The Topeka fair also will get the ice show, according to the icers' reps, but the number of performances is up in the air at this point. Last year the Kansas annual had a 10-day run and offered the icers three nights and a Barnes-Carruthers revue as the features for the balance of the run. Topeka this year is returning to a seven-day operation.

In addition to signing grandstand shows at Sedalia and Lin-

coln, "Holiday on Ice" was expected to return to the Kansas State Fair, Hutchinson, where it has appeared for a number of years, not as a grandstand attraction, but within a bleacher-enclosed area away from the stand.

Among other repeat fairs dates "Holiday on Ice" will play are Salt Lake for 10 days, Amarillo, Tex., for 6; Lubbock, Tex., for 6; and Tulsa for 7. It is also set to return to the Illinois State Fair, Springfield, where it again will show in a bleacher-enclosed area.

Delegates to the fair convention heard Jack Bright, national administrator of the American Guild of Variety Artists, tell of the AGVA's plans in organizing outdoor talent.

Before appearing before the fairmen Bright announced that five booking offices had either signed or indicated they would sign with AGVA. He named GAC-Hamid, Barnes-Carruthers Theatrical Enterprises, the Ernie Young Agency, the Al Martin Agency and the Boyle Woolfolk subsidiary of Associated Booking Agency.

Bright told the fairmen that the AGVA would protect fairs against acts that jump contracts, maintaining that any act that jumps a fair contract would be suspended and forever barred from playing any fairs.

Danish Park Sets Entry By Elevated R. R.

COPENHAGEN, Dec. 3. — An elevated railway ride firm has been capitalized at \$21,750 for the purpose of building an overhead railway to enter suburban Dyrehavsbakken. No motor vehicles are allowed to circulate in the big deer preserve in which the midway area is located, so it is expected the railway will attract many motorists to the outside parking lots.

Entry now is by uphill hike from the lots to the park, or by horse-drawn carriages for customers arriving by train. Heading the new firm are Herman Gillin, local showman, and T. Johannesen, Odense restaurant owner.

Povl Sabroe will succeed the late Ib Schonberg, who operated the Circus Ib Revue until his death in October. Sabroe is a popular local columnist. The circus-revue is a big-time show offered on a stage under a big top, and has been the featured attraction at Dyrehavsbakken for years.

NAAPPB Awards

• Continued from page 64

and pool session of the convention and was awarded the A. R. Hodge Award for the finest program appearance dealing with pools and beaches.

Gerald Price was presented with the Harry J. Batt Award for the best program appearance on the most outstanding promotion of the year. Price had reported on the success of a promotion at his Glen Echo Park in which a trip to Disneyland was top prize in a bottle cap tie-in contest.

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Occupation

Hiked Attendance, More Income Sought At Chicago Meet

Panel Discussions Embrace Gate, Grandstand, Promotional Problems

By CHARLIE BYRNES

CHICAGO, Dec. 3.—Methods of increasing attendance and income were major points of discussion by fair executives from the United States and Canada here this week at the 65th annual meeting of the International Association of Fairs and Expositions. Programming of the business sessions this year was on the lines of open-panel discussions rather than formal speeches and drew much questioning from the floor.

Some of the conclusions drawn were:

1. An industry-sponsored campaign is needed to attract more national advertisers as commercial exhibitors at fairs.
2. Publicity and advertising programs in many cases need an overhauling to furnish better material to newspapers, radio stations and television outlets.
3. Fairs in industrial areas should build up their lure to non-farm patronage.
4. Name attractions are successful with some fairs, but draw poorly at others.
5. Agricultural exhibits of all kinds need to be glamorized to compete with the professional attractions being offered on the grounds.

E. Lee Carteron, manager of the Southeastern Fair, Atlanta, told the delegates that fairs should take advantage of their value as an advertising media, one of their biggest assets. He pointed out that at few places except fairs can an advertiser reach the family group at one time, appeal to the five senses, be guaranteed millions of potential buyers and reach people when they are in a relaxed, receptive mood. Carteron recommended that next year's meeting program include some of the nation's leading salespeople who can point out ways for the fairs to better sell their commercial exhibit space.

Publicity

Jim Hill, of The Daily Oklahoman, Oklahoma City, spoke on publicity programs and urged that better material be provided editors who are always eager to co-operate with the annuals. He compared newspapers with fairs in that they are both educational, promotional, provide entertainment and have the same competitors, radio and television. Editors, however, must have factual and colorful material, and it is up to the fairs to provide this ammunition, Hill said.

With the agricultural population in a growing number of States declining steadily, a bigger pitch to industrial patronage is an important move, according to Sam Cashman, secretary of the Ohio State Fair, Columbus. Figures compiled in a survey at the Columbus annual indicated that 76 per cent of its front-gate traffic was made up of urban people with the balance coming from farm areas. The same survey showed that more industrial exhibits were wanted by these urban dwellers. As a result, the Ohio fair plans to put more color into its agriculture exhibits by showing these non-farm folk how farm products find their way into the homes. In addition, more emphasis will also be put on home-making, a particularly timely subject, Cashman said.

Name Talent

No definite conclusions were drawn on name attractions at fairs. Sam Lewis, York (Pa.) Interstate Fair, said that the names were essential to his five-day operation and that Bill (Davey Crockett) Hayes

was a big hit this year on kid days. The fair's policy of having some new added attraction in front of its grandstand each day has made for good repeat business. Dudley T. Fortin, secretary of the California State Fair, Sacramento, said his fair's three different programs honoring names in the music world, and featuring a number of name performers was a failure and they planned to go back to acts in '56. Fortin said that names that click in the East don't mean much to fair-goers on the West Coast.

In addition to Cashman's advice to dress up its agricultural exhibits, E. Lee Carteron also advocated this and described the Atlanta fair's success this year with its poultry exhibit. A story should be told thru the exhibits, he said. With this in mind, the Carteron-managed fair put experts to work on the job who had typical homes built for the chickens, had an incubator where chicks were born, colored chickens to create a mystery appeal and dressed up the entire exhibit in a colorful manner.

Farm machinery shows, a problem with many fairs, were discussed

IAFE PLANS PERMANENT H. Q.

CHICAGO, Dec. 3.—The establishment of a permanent office for the International Association of Fairs and Expositions was unanimously approved at its annual convention here this week.

The move was the result of a resolution presented by Douglas Baldwin, of the Minnesota State Fair, with the idea to improve the association's public relations and provide a central source of information about fairs.

The resolution, which was passed unanimously, read: "Be it resolved that the members of the International Association of Fairs and Expositions assembled in convention on November 30, 1955, recognizing the value of a permanent office, do hereby instruct the board of directors to study such a proposition and further to authorize them, if in their judgment such a permanent office is financially and otherwise feasible, to take the necessary steps to create such an office."

by Forrest Knaupp, secretary of the Beaver Dam, Wis., Fair and a machinery dealer. He advised the fairmen to provide a good location for the equipment near buildings that are of interest to farmers. A superintendent of farm machinery should be appointed who knows the problems of the exhibitor and the fair machinery shows as a leading at-

(Continued on page 67)

Federation Elects Harry Kelley Prez

CHICAGO, Dec. 3.—Harry B. Kelley, Hillsdale, Mich., was elected president of the Federation of State and Provincial Association of Fairs at its annual meeting here Monday (28). Kelley, longtime secretary of the Michigan Association of Fairs & Exhibitions and veteran manager of the Hillsdale Fair, will serve for two years. In addition, he will automatically become a member of the board of directors of the parent organization, the International Association of Fairs and Expositions.

C. S. Miller, secretary of the Iowa Fair Managers' Association, was named vice-president for one year, and Joseph Bartlett, North Haven, Conn., was re-elected secretary-treasurer.

Growth of the federation, which was started several years ago to deal with State association problems, was indicated by the announcement that the organization now includes 19 States in its membership.

Urges Date Plan

Kelley, who also delivered one of the major addresses of the one-day session, urged association members to plan convention dates that do not conflict with other States in the area. He said that booking agencies and other attraction people had shown their gratitude for doing this by the good shows they have presented at the various State meetings. Kelley also encouraged fair manager short-courses that give new managers and directors an opportunity to discuss their problems. He also urged more liaison between associations to improve the annual programs.

Clarence Harnden, manager of the Saginaw, Mich., fair, in an address on "Competition of Entertainment at Fairs," told how they met the competition of television. The Saginaw Fair invited the local television station to move to the grounds for the duration of the fair. As a result their in-town station is shuttered during the week and every program comes from the grounds. He pointed out that suitable program material must be pro-

vided in order to interest the television station adopting this program.

Harnden also said that fairs have survived the inroads of the automobile and radio, and that both these are now being used to the advantage of annuals. He also said that fairs must do things that TV can't do, such as junior fairs, hobby shows and sports shows. Other advice was to dress up exhibits, develop special events for all types of people and create an unusual interest in fair programs.

Fair History

George Hamid, the key afternoon speaker, related the history of fairs, which date back to biblical times, and frankly admitted that he didn't know the answer to declining grandstand receipts. He advised the fairmen that some of the reason lies with them and said that in many cases they should carefully study their own situation. As one solution, he said they should offer a new combination or personality in addition to the standard program. He also advised a study of the fair's publicity program in

LESS INTEREST:

Do-It-Yourself Shows On Wane, Mgrs. Report

CHICAGO, Dec. 3.—Do-it-yourself shows as fair attractions and income-boosters are losing some of their steam. That was the opinion this week of the managers of two major fairs, who expressed this opinion at the meeting of the International Association of Fairs and Expositions.

G. W. (Bill) Wynne, manager of the Mid-South Fair, Memphis, said they found this year that the number of desirable exhibitors was not as large as heretofore. They also noted less interest from the viewing public. With the exception of

Tulsa Execs Propose Nat'l Tractor Contest

CHICAGO, Dec. 3.—Representatives of the Tulsa State Fair this week urged members of the International Association of Fairs and Expositions to support a national junior tractor operator contest with the finals to be held at the Tulsa event each year.

Kenneth Domnick, assistant vice-president of the National Bank of Tulsa, outlined plans for the tourney which would include the designation of State winners at the various State fairs and the finals at Tulsa.

Domnick said the State contest at this year's Tulsa Fair had benefited the annual in many ways and believed the same program would aid other fairs thruout the country. Publicity-wise the contest proved quite valuable. Thru it the fair received 71 mentions in newspapers, 676 column inches of space and 275 column inches devoted to 23 photos. On radio they had two radio shows of eight minutes each in addition to 12 spots which were used numerous times. Domnick said that the tractor contest was responsible for four television shows, two for eight minutes each, one 10 minutes and one 15 minutes.

In addition, the tractor events helped build good will among farm machinery exhibitors, was good public relations among youth organizations and provided a genuine attraction for both rural and urban patrons, he said.

At Tulsa 30 of the State's counties were represented in the two age groups, and Domnick urged other fair managers to set up a similar program and send the winners to Tulsa.

The event was sponsored by the Agricultural Division, Petroleum Information Committee, Tulsa Chamber of Commerce, which is eager to expand the contest thruout the country, Domnick said.

IAFE Ladies Re-Elect Ruth Hartkopf

CHICAGO, Dec. 3.—Mrs. Ruth Hartkopf, manager of the Eastern Idaho State Fair, Blackfoot, was re-elected president of the Fair Women's Affiliate Association of the International Association of Fairs and Expositions this week at its annual luncheon. The event was held Monday (28) in the Hotel Sherman.

Also re-elected was Mrs. Lloyd Cunningham, Des Moines, who will again be vice-president. Mrs. Willard Masterson, Milwaukee, succeeded Mrs. Jack Reynolds, Springfield, Mass., as secretary-treasurer.

Over 60 women turned out for the luncheon, where points of interest to see in Chicago were discussed. Included were Mrs. Cunningham, Mrs. Reynolds, Mrs. Masterson; Mrs. Leon Harms, Albuquerque; Mrs. Harold Pike, Whiting, Ia.; Mrs. Edwin Schultz, Lincoln, Neb.; Mrs. Estel Callahan, New Augusta, Ind.; Mrs. E. Lee Carteron, Atlanta; Mrs. Ruben Planert, DePere, Wis.; Mrs. Frank Harris, Davenport, Ia.; Mrs. Fred Fredell, St. Paul; Mrs. Perry H. Lambert, Hiawatha, Kan.; Mrs. Everett E. Erhart, Stafford, Kan.; Mrs. Elmer McNabb, Pleasanton, Kan.; Mrs. J. C. Lacey, Mt. Clemens, Mich.; Mrs. R. E. Allingham.

(Continued on page 67)

NEW EXHIBIT:

Home-Built Machine Show Clicks in Ohio

CHICAGO, Dec. 3.—A new type exhibit that could be popular at any size fair—a farm-built equipment show—was described here this week at the fair meetings by Sam Cashman, manager of the Ohio State Fair, Columbus.

The exhibit, which Cashman said should work at county as well as State fairs, was made up of machinery built by farmers for some particular need on their farm. The fair received over 100 nominations for such equipment and from these selected some of the top ones.

The fair paid transportation costs to Columbus, housed the exhibits in a building, watched over them closely and shipped them back to their owners following the close of the fair.

Cashman said interest in the showing was broad and some fine displays of ingenuity were demonstrated. Not only other farmers, but urban dwellers as well went out of their way to see the machinery, he added.

UNDER LIGHTS

Midwest Race Promoters Pick Up Dates

CHICAGO, Dec. 3.—Night auto racing will be featured at more Midwest fairs in '56 than in the past as a result of contracts announced during the outdoor conventions here this week.

The two major Midwest promoters either are offering portable lighting systems or have tie-ups with owners of such systems. Frank Winkley, one of the two promoters, will have one night of auto racing at Cedar Rapids, Ia.; Springfield, Mo., and Owatonna and Hibbing, Minn.

Al Sweeney, who had some night racing last year, already has closed for five nights, one at Wausau, Wis., three at the Iowa State Fair, Des Moines, Ia., and one at the Missouri State Fair, Sedalia, which will feature night racing for the first time in '56.

relation to newspapers, radio and television.

Jack Reynolds, Eastern States Exposition, Springfield, Mass., headed up a forum discussion on general subjects with most of the time devoted to judging methods of junior livestock shows. Participating were Cliff Hunter, J. M. Dean, C. S. Miller, Paul Courson, Everett Erhart and Harry Kelley.

FAIR ASSN. MEETINGS

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 12-13. C. S. Miller, Tipton, secretary.

Indiana Association of County & District Fairs, Hotel Severin, Indianapolis, January 1-3. William H. Clark, 360 Walnut Street, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 3-5. Win H. Eldridge, 315 1/2 East Mill Street, Plymouth, secretary.

Massachusetts Agricultural Fairs' Association, Weldon Hotel, Greenfield, Mass., January 9-10. Paul Corson, Topsfield, secretary.

Minnesota Federation of County Fairs and Minnesota State Fair, Hotel St. Paul, St. Paul, January 9-11. Harold C. Pederson, 3531 22d Avenue South, Minneapolis 7, secretary.

Kansas Fairs' Association, Jayhawk Hotel, Topeka, January 10-11. Everett E. Erhart, Stafford, secretary.

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 12-13. Rollo E. Singleton, Department of Agriculture, Jefferson City, secretary.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 14. Robert Turner, Horsehead, N. Y., secretary.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 15-17. Harry B. Kelley, Hillsdale, Mich., secretary.

Georgia Association of Agricultural Fairs, Atlanta Biltmore, Atlanta, January 16. Joe F. Pruett, 550 Riverside Drive, Mason, secretary.

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, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 23-25. H. C. McClellan, 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, Locomotive Hotel, Williamsport, January 25-27. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Kentucky Association of Fairs & Horse Shows, Kentucky Hotel, 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.

Oklahoma Association of Fairs, Student Union Building, Stillwater, January 27-28. Vera G. McQuilkin, P. O. Box 3898, Oklahoma City, secretary.

West Virginia Association of Fairs, Daniel Boone Hotel, Charleston, January 28. James T. Hetzer, 307 Bank Arcade, Huntington, secretary.

Western New York Fair Managers' Association, Buffalo, January 28. W. Howard Vanderhoef, Hamburg, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 29-31. Clifford D. Coover, Shelby, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 30-31. James A. Carey, Department of Agriculture & Markets, State Office Building, Albany, secretary.

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.

IAFE Ladies

Continued from page 66

Escanaba, Mich.; Mrs. J. Hugh King, Yakima, Wash.; Mrs. Arthur Briese, Chicago; Mrs. Chris Wagner, Bloomfield, Ia.; Mrs. J. H. Nutter, Rockwell City, Ia.; Mrs. C. J. Matthiessen, Monticello, Ia.; Mrs. H. L. Fitton, Billings, Mont.; Mrs. Ray LaPorte, Escanaba, Mich.

Also Mrs. Peter Buback, Detroit; Mrs. Donald L. Swanson, Detroit; Mrs. Cass J. Wasung, Detroit; Mrs. Harold W. Donahue, London, Ont.; Mrs. T. O. Robinson, London, Ont.; Mrs. G. A. Hamid, Atlantic City, N. J.; Mrs. J. C. Raab, Atlantic

WINTER FAIRS

Florida

Arcadia—DeSota County Fair, Jan. 9-14. A. G. Erickson.
Clewiston—Sugarland Exposition, Jan. 24-28. Doug Peary.
Dade City—Pasco Co. Fair Assn., March 1-10. H. A. Gruczmacher, Box 248.
De Land—Volusia County Fair, March 5-10. Lee Maxwell.
Delray Beach—Florida Gladioli Festival & Fair, Feb. 20-25. R. O. Lawson.
Eustis—Lake County Fair & Flower Show, March 12-17. Karl Lehmann.
Fannin Springs—Suwannee River Fair & Livestock Assn., Jan. 18-20. L. C. Cobb.
Fort Myers—Southwest Florida Fair, Jan. 30-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. K. Price.
Orlando—Central Florida Fair, Feb. 20-25. C. T. Bickford.
Palmetto—Manatee County Fair, Jan. 23-28. W. H. Kendrick.
Punta Gorda—Charlotte County Fair, Jan. 16-21. Harry Jack.
Sarasota—Sarasota Co. Fair, Jan. 16-21. Geo. W. Potter.
Tampa—Florida State Fair, Jan. 31-Feb. 11. J. C. Huskisson.
West Palm Beach—Palm Beach Co. Expo., Jan. 20-29. Lamar Allen.
Williston—Levy Co. Fair, March 20-25. O. C. Belott, Mgr., Box 741.
Winter Haven—Florida Citrus Expo., Feb. 13-18. Phillip Lucey.

Dominican Republic

Ciudad Trujillo—Dominican World's Fair, Dec. 20-Feb. 27.

City; Laura Haugen, Great Falls, Mont.; Mrs. Carl Bowman, Converse, Ind.; Mrs. Jesse DeVault, Indianapolis; Mrs. W. H. Wimmer, Rockville, Ind.; Mrs. John A. Craft, La Porte, Ind.; Mrs. John Schermerhorn, Wawaka, Ind.; Mrs. Ed Struckman, Huntington, Ind.; Mrs. Kenneth F. Blackwell, Indianapolis; Mrs. Robert D. Harris, Kokomo, Ind.; Mrs. Sybil Maxwell, Tallahassee, Fla.; Mrs. Moxie Mulrooney, Saginaw, Mich.; Goldie Scheible, Dayton, O.; Mrs. L. E. Jones, Oklahoma City; Nola E. Minton, Barbourville, Ky.; Mrs. Ross Luckville, Lewisburg, W. Va.; Mrs. Margaretta R. Cassel, Brazil, Ind.; Mrs. Louise A. Royce, Austin, Ind.; Mrs. Louis London, Springfield, Ill.; Mrs. Strother G. Jones, Buffalo, Ill.; Rose Sarlow, Ionia, Mich.; Mrs. Lester Schrader, Centreville, Mich.; Mrs. Harry Kelley, Hillsdale, Mich.; Mrs. Irving McArdle, Elk City, Neb.; Mrs. A. Carlberg, Fremont, Neb.; Virginia Staffels, Springfield, Ill., and Mrs. Edna Hemire, Springfield, Ill.

IAFE Elects Stewart As '56 President

Jack Reynolds Named Vice-President, Kingman Re-Elected Secretary-Treas.

CHICAGO, Dec. 3. — James Stewart, executive vice-president and general manager of the State Fair of Texas, Dallas, was elected president of the International Association of Fairs and Expositions at its annual convention here Monday thru Wednesday (28-30). He succeeds C. G. (Pete) Baker, manager of the Oklahoma State Fair, Oklahoma City.

Stewart has been with the Dallas fair since 1950, coming to the big annual after a career devoted to athletics in the Southwest. During his lifetime he was an athlete, coach and the first executive secretary of the Southwest Athletic Conference. He has long been active in the Dallas Chamber of Commerce and was national vice-president of the Junior Chamber of Commerce.

Jack Reynolds, manager of the Eastern States Exposition, Springfield, Mass., was named vice-president, and Frank H. Kingman, Winston-Salem (N. C.) Fair, was re-named secretary-treasurer. New directors for the odd-numbered zones include John Leahy, Dan-

bury, Mass.; Willard Masterson, Milwaukee; Virgil Miller, Hutchinson, Kan., and Maurice Hartnett, Calgary, Alta.

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Davis, Bob F. Jr.
Davis, Jimmy (Clown)
Dawson, Kittie
DeRue, Delilah
DeBald, Eddie
DeWald, Frieda
Deady, Paul V.
Dean, Russell S.
Decker, Ralph
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Delano, P. J.
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Deming, Frank
Deschaine, Gerald
Dodson, R. L.
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Donnelly, Russell
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Drake, Robt. B.
Dreaden, E. H.
Duchene, Mrs. L. P.
Dunlap, S. P. (Lash
LaRue Show)
Dunn, Hall
Eckert, Benny
Edwards, Blackie
Edwards, Bob
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Erwin, L. O.
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Hendrix, C. W. (Carnival)
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Hesser, Sam
Hickman, Henry
(Hank)
Hicks, Johnnie
Hilfinger, Floyd, E.
Hinzer, Kenneth W.
Hoover, Jack
Horwitz, I. C. W.
Hos, Leland & Mrs.
Houston, Lee
Hout, Leon T.
Hoyt, Helen
Hubbard, Lucy
Hubbard, Mrs. Paul
Huffie, Thos. J.
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Jenkins, John
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HUTCHINSON, KAN., FAIR SIGNS ROYAL AMERICAN

Gooding Picks Up Savannah, Olson Switches From Laurel to Tupelo

By HERB DOTTEN

CHICAGO, Dec. 3.—Pleased or at least satisfied with the generally high midway grosses given them this year, practically all of the fairs of the Midwest and South represented at the outdoor convention here this week re-contracted the same carnivals for 1956.

Only a few fairs made switches, but the changes stemmed not from discontent over '55 grosses in most such instances but from other factors.

The Kansas State Fair at Hutchinson, for instance, had been trying to get the Royal American

Shows to play it. However, the RAS had not been able to do so because of conflicting dates with the Kansas Free Fair at Topeka.

Change Dates

The conflict was eliminated at the opening of the convention when the Topeka fair obliged by advancing its dates one day to close on a Thursday. Hutchinson at the same time moved up its closing one day, giving it a Thursday finale, thus enabling the Royal American to have ample time to move to Oklahoma City for a Saturday opening at the Oklahoma State Fair.

Hutchinson is good for a big midway gross, and its signing further bolsters the show's already fair route by filling in a gap during which it previously either was idle or still dated in a spot with relatively little potential.

For the Hutchinson fair, the

signing will put a railroad show on the midway for the first time in about eight years. During that period the fair had brought in rides, shows and concessions under varying arrangements, but the end results, in the eyes of the fair, did not measure up anywhere nearly what it thought might be obtained with a show of the Royal American's caliber.

Boosts Fair Route

The former Amusement Company of America, retitled the Olson Shows after its manager, Paul Olson, boosted its fair route by substituting the fair at Tupelo, Miss., for the one at Laurel, Miss. The switch will save the show on railroading costs and also provide the opportunity for a bigger gross than Laurel. The Laurel date was snared by C. G. (Specks) Groscurth for his Blue Grass Shows

(Continued on page 70)

Close to 400 Turn Out for SLA Services

CHICAGO, Dec. 3.—One of the largest turnouts in recent years was present here Sunday (27) at the annual memorial services of the Showmen's League of America. The rites were held in the Bal Tabarin of the Hotel Sherman at 1:30 p.m. under the supervision of Ed Sopenar.

The solemn program, which was attended by close to 400, began with an organ prelude by Gerald Crossaint, and Sophia Vail sang "Let Not Your Heart Be Troubled." The Rev. Adolph Bohn delivered the invocation, which was followed by "Beautiful Isle of Somewhere," sung by Grethe Bichel. The Rev. Bohn also delivered the address of the day, which was titled "The Voice of Yesterday"; Earl Bichel sang the "91st Psalm," and George B. Flint, League chaplain, read the memorial for members.

The presentation of colors was by the Square Post of the American Legion. The Edgewater Trio sang "Beside Still Waters," with the benediction by the Rev. Bohn and the organ postlude by Gerald Crossaint.

Members who passed on during 1955 included Robert C. Hicks, Rudolph Natansen, Charles Watson, Henry H. Heth, Charles Green, Peter Andrich, William E. Johnson, Nate Nye, Robert J. Dodge, Richard Levy, Michael J. Bodenschotz, Nate Johnson, Harry Mamsch, J. Robert Ward, Julius Latto, Edward Murphy and L. Verne Slout. Watson and Latto were buried in the club's cemetery plot here.

200 Attend Tampa Club Beach Party

TAMPA, Dec. 3.—Upward of 200 members of the Greater Tampa Showmen's Association turned out for the club's annual picnic here at Bob Florio's Ralston Beach.

Doc Hartwicke, chairman of the event, had all preparations made when the members arrived. Two kegs of beer, donated by President O. J. Weiss and Vice-President C. C. Groscurth, was a center of attraction.

Children and the ladies vied in a number of contests for cash prizes. Entertainers from a number of local night spots were on hand along with several local sports figures. Willie Pep, former world's featherweight champ, entertained the kids and Tex Darlington and Steve Pelak had their boats out to ride the moppets around the lake.

1,200 Celebrate At SLA Banquet

Gold Life Membership Cards Awarded Louis Berger, E. W. Evans

CHICAGO, Dec. 3.—Upward of 1,200 show people and their guests turned out for the 43d annual banquet and ball of the Showmen's League of America here Wednesday night (30), making it one of the most successful in the long line of similar parties. Every seat in the Hotel Sherman's ballroom was occupied as the show people relaxed after a week of busy convention activities.

Seated at the speaker's table were representatives of almost every facet of outdoor show business. They were all introduced by Toastmaster Vince Gottschalk, local radio-TV personality.

Included were the officers of the League, Ned E. Torti, president; Maurice Ohren, first vice-president and incoming president; Al Sweeney, second vice-president; Jack Duffield, third vice-president; William Carsky, treasurer; Joe

Streibich, secretary; Walter F. Driver, treasurer emeritus; George B. Flint, chaplain; Morris A. Haft and Robert Beaudry, co-counsels; Dr. John Havlik, surgeon, and Homer Briant, executive secretary.

Those representing other organizations and clubs included Art Frazier, Arizona Showmen's Association; William H. (Bill) Green, Michigan Showmen's Association; M. (Whitey) Monette, Show Folks of America, San Francisco; O. J. (Whitey) Weiss, Greater Tampa Showmen's Association; John Gallagan, Hot Springs Showmen's Association; C. C. (Specks) Groscurth,

(Continued on page 70)

SCRAMBLERS

Three to Work With Gooding Units in '56

CHICAGO, Dec. 3.—Three Scramblers will operate under the Gooding banner during the 1956 fair season, Floyd E. Gooding, who heads the far-flung Gooding operation, indicated during the outdoor convention here this week.

John Gallagan, concessionaire, long identified with the Gooding dates, has been promised delivery of a Scrambler and will have it with one of the Gooding units. In addition, Gooding said he expected to book two other Scramblers.

Gooding did much buying at the trade show, putting his outlay for new rides and equipment at "in excess of \$50,000." Among his purchases were an Allan Herschell Merry-Go-Round, a King combination auto-fire engine, a King Spineero and a new improved, lighting system for a Tilt-a-Whirl purchased from the Allan Herschell Manufacturing Company.

Gooding again will have a "Dancing Waters" unit, but will route it principally in new territory. He also disclosed that he had booked Leo Carroll's chimp show and Carroll's little horse, big dog show.

RAS Train to Move On All-Steel Wheels

CHICAGO, Dec. 3.—Come next spring, the Royal American Shows will go out on cars equipped thruout with all-steel wheels, Carl Sedlmayr, RAS owner, disclosed this week at the outdoor convention here.

The last of the cast iron wheels on the train are now being replaced in winter quarters at Tampa, Sedlmayr said, adding that when the job is completed the show train will be the only one equipped thruout with steel wheels.

The changeover, he pointed out, would add greatly to safety in operation.

The show also is equipping all of its cars with U-type side frames, replacing the old T-frames as another safety measure, Sedlmayr said.

WQ Project

Another major winter quarters project is mounting each of the show's four No. 12 Eli Wheels on low-boy trucks and equipping them so that they can be erected and dismantled hydraulically.

The hydraulic method of erecting and tearing down Ferris Wheels was introduced by the Catlett Manufacturing Company of Bonners Springs, Kan., and up to now had been used largely on smaller wheels, mostly in the Far West.

The method cuts down sharply the time it takes to put up and

MIAMI NOMINATIONS

Buck Tops MSA Slate; List Vivona for V.-P.

MIAMI, Dec. 3.—Oscar C. Buck was nominated this week for the presidency of the Miami Showmen's Association at Monday night's (28) meeting, presided over by Treasurer Mel G. Dodson in the absence of Sam Prell, president, who was attending the National Showmen's Association banquet in New York.

Buck heads the slate of officers brought in by the nominating committee. He will, if elected, advance from the first vice-presidency and other vice-presidents will also move up one notch. These are Ross Manning and Ben Weiss. The resultant vacancy for third vice-president, the committee recommended, would be filled by John Vivona.

Other officers named, in addition to the 50-man board of governors, were Mel G. Dodson and William J. Tucker, remaining as treasurer and vice-treasurer; Ep Glosser, for secretary, replacing Clif Wilson, and Paul Prell, for assistant secretary, replacing John W. Wilson.

Some 150 members attended the gathering, which was slimmed

somewhat by the absence of members both to the New York banquet and the Chicago conventions.

Governors List

Named for the board of governors were the following: Raymond (Shep) Blumberg, William D. Bryant, Tommy Carson, Joe Cename, Issy Cetlin, Dick Coleman, Sydney Daniels, Danny Dell, Ralph Endy, Dave E. Fineman, Patty Finerty, Ben Glassberg, Sydney Goodwalt, Pud Hartman, Fred Holtzman, H. William Jones, John Campi, Andy Markham, John Marks, Frank C. Miller, Harry Modelle, Pete Norman, W. O. (Bill) Page, Alton Pierson, Joe Prell, Harry Schrieber, Louis Rice, Claude Sechrest, Lloyd Serfass, Maxie Sharp, Irving Sherman, William Tara, L. I. Thomas, Lyman Truesdale.

Also, Rip Weinkle, Harry Weiss, Harry (Buster) Westbrook, A. R. (Dutch) Whiteside, Charles Wright, Joe (Ross) Grosso, Clif Wilson, Guy Dodson, James Stabile, Phil Cook, Harry Katz, Abe Prell, Mike Roman, James E. Strates, John W. Wilson and Willie Lish.

League Honors Torti At President's Party

CHICAGO, Dec. 3.—Close to 1,000 members of the Showmen's League of America and their guests paid tribute to the organization's outgoing president, Ned Torti, at the annual President's Party here in the Hotel Sherman Sunday night (27).

High point of the evening was the presentation to Torti of a set of luggage and the outgoing president was also the subject of a burlesque on "This Is Your Life."

Following dinner the male audience enjoyed a program of acts. Included were the Visionaires, songs; Benny Meroff, comedy-mu-

sic; DeMay and Moore, comedy dance; Dean Allen, voice impressions; Connell and Ryan, comedy, and Don Rice, emcee. Ben Young's orchestra cut the show.

G.&B. Re-Signs Four in W. Va.

PARKERSBURG, W. Va., Dec. 3.—The re-signing of four fairs for the 1956 season, making the fifth year G. & B. Rides & Shows have held the contracts, was announced this week by G. & B.'s owner, George Broas, at winter quarters here.

All in West Virginia, the events are Paw Paw District Fair, Rivesville; Gassaway Free Fair; Preston County Fair, Terra Alta, and Tucker County Fair, Parsons.

Since the show's close one major ride has been added to the line-up and another is to be delivered before the spring opening, said Broas. In addition, he plans more music and a new lighting system for the midway and enlargement of the bingo. Reconditioning of equipment is under way here under the direction of Al Everhart, assisted by Ernest Condon and Alex Bourgeois.

Mrs. Broas, who underwent a major operation October 26, is reported to be recuperating satisfactorily at her home here.

Ohren Appoints SLA Committee Toppers

CHICAGO, Dec. 3.—Maurice (Lefty) Ohren was installed as president of the Showmen's League of America Thursday night (1) at the League's annual meeting. Sam J. Levy Sr., a past president, was the installing officer.

Other officers installed were: Albert Sweeney, first vice-president; John Duffield, second vice-president; William Carsky, third vice-president; Bernice Mendelson, treasurer, and Joseph L. Streibich, secretary, and Fred H. Kressmann, member of the board of trustees.

Upon assuming office, Ohren announced some of the committee heads as follows: Ways and Means—J. W. (Patty) Conklin, chairman; Paul Olson and J. P. Sullivan, co-chairmen. Membership—Floyd E. Gooding, chairman; Dave Fineman and Harry Shore, co-chairmen. Directory—C. J. Sedlmayr Sr., chairman; Louis Berger, Chuck Magid, M. M. (Neil) Webb, co-chairmen. Entertainment—Bill Carsky, chairman; Norman Schlossberg, Grievance—Hank

(Continued on page 70)

MIDWAY CONFAB

Billy McHugh and Stash Gray, who appeared in Raynell's "Streets of Paris" on the Cetlin & Wilson Shows last year and who toured Canada this season with the road company of "Pajama Game," have signed a contract with J. W. (Patty) Conklin to star in that production at the 1956 Canadian National Exposition, Toronto. Also in the cast will be Fifi La Mont and Jacquelin Le Sueur. . . . Col. Sam Rose notes from Newark, N. J.: Pete and John Glynn left that city for Miami where they plan on opening a Turkish bath. Jean Beauford, manager of Frank Allan's Girl Show on the Dick Wilcox Shows, is Santa Clausing at a department store. Dominick (Shamrock) Vita is selling toys. Muttles is driving a cab. Slim Wolfe is running a bazaar for the Moose Club. Leitha Price was given a baby shower by the New Jersey Showman's Auxiliary. Jeanie Joy presented her with a layette.

The Kirby brothers, who have operated rides and concessions in Western Canada the past two years, are spending the winter seeing some of the world. Tannie R. Kirby sailed to the Orient November 25. W. H. Kirby and a Navy friend, John Centery, left for an around-the-world trip, and Raymond Kirby and his wife, Susie are scheduled to leave December 7 for Australia. Mrs. Kirby will stop off at Manila to visit relatives and await Kirby's return from Down Under.

Theodore Megaarden, former Girl Show operator with the World of Mirth Shows and recently general manager for Consolidated Theaters of Connecticut, will operate, with his partner, Ike Weiner, the

Carver Theater, Washington, and the Waldorf (Md.) Theater. Both houses are being refurbished. Negro acts will be used at the Carver and white acts at the Waldorf. . . . Carl E. Lee has been released from the Baptist Hospital, Winston-Salem, N. C., and is presently at his home in Burlington, N. C. He is skedded to return to the hospital in early December. . . . Cutting up jackpots at a Thanksgiving dinner were Jack and Martha Kenyon, Mushy and Maxine Ellissin and Minnie and Tony Spring. The Kenyons, who operated the cookhouse and custard concession on the old-Beckman & Gerety Shows, now operate a motel in Los Angeles. The Ellissons, veteran troupers, are working their concessions on shows on the West Coast. The Springs, formerly of Beckman & Gerety and other shows, operate a trailer park in Artesia, Calif.

Claude Sechrest has joined the sales force of Sellhorn's in Miami. . . . Lawrence Smith, electrician, and his wife, Ida, are wintering at their home in Perryville, Ark. . . . Don Crown, his wife, Mary, and their children, Wayne, Lynn and Claudia Colleen, are wintering at Kissimmee, Fla. . . . James Baker, Girl Show operator with the Page & Ferris Combined Shows, suffered a severe back injury recently when the truck he was driving rolled over a bank. Friends may write to him at 2425 North Orianna, Philadelphia.

Pedro Morales cards that the Miamians opened a two-week stand at the Henry Grady Hotel in Atlanta December 1. After that date they'll return to their home in Tampa for the holidays.

Tennie Davis, The Billboard and mail agent on the Rocky Mountain Empire Shows, plans to spend the holidays in London visiting the family of her brother. She reported that the past season was successful for her.

Mr. and Mrs. Quack Donahue, of Columbia Shows, are currently vacationing in Miami on their first Florida visit. Other Maine show-folk around include Mr. and Mrs. Dick Wilcox, Mr. and Mrs. George Storti, Mr. and Mrs. Ray McDermont, Mr. and Mrs. Lefty Edger-ton, Mr. and Mrs. Fred Lawria, Mr. and Mrs. Don Watson, Mr. and Mrs. Bill Gross, Mr. and Mrs. Charles Ginsberg, Louis Ginsburg, Mr. and Mrs. Larry Saunders, Mr. and Mrs. Rip Aquino and Mr. and Mrs. Martin Black.

Ted Kimpel, concessionaire with the Forsythe & Dowis Rides the past season, writes that he's working as Santa Claus in Denver's new May Company department store. He also adds that despite going on a diet, he's gained seven pounds in the past month.

Members of the International Showmen's Association, St. Louis, noted at the convention included: John Roth, Euby Cobb, William (Red) McCoy, Lee Schumacker, Edwin Campbell, Eugene Franklin, Al Weston, Edgar Hart, Pat Flynn, Edwin Schantz, Buff Hottle, Donald Donnelly, John Gallagan, Lou Dufour, John Francis, Fred Propther, Pat Downey and Romeo Dunn. . . . James H. (Georgia Boy) Drw, of the show that bears his name, beamed at the convention over the prospects for his show in 1956.

Frank W. Peppers writes from Mobile, Ala., quarters that his All-States Shows closed November 19 at Chatom, Ala. The season was off considerably from last year's. Bobbie Sickels is now handling a Peppers Merry-Go-Round booked at a supermarket in Pascagoula, Miss., for the holidays. . . . Earl A. Chapman, who is promoting safety stamp campaigns in Alabama and Mississippi this winter, recently visited Walter B. Fox at the latter's Mobile home. Other recent visitors with Fox were James R. Reed, late of Wallace Bros.' Shows; Mike J. Dressen, former circus agent; S. A. Ratliff, local billposter, and Frank Peppers and Robert Sickels, of Peppers' All-States Shows.

WITH THE LADIES:

Gowns, Jewels Hit New High At Showmen's League Ball

By VIRGINIA KLINE

CHICAGO, Dec. 3.—The social side of the annual outdoor meetings here this week hit its high Wednesday night (30) at the 45th annual banquet and ball of the Showmen's League of America in the Hotel Sherman. The splendor of the gowned ladies of outdoor show business out-sparked any of the 44 previous colorful events.

When the first strains of the grand march opened the gala event, it climaxed a busy round of social events for the ladies and a busy week of conventioning for the showmen.

Among the varied highlights of the week was the tea given by the wives of the members of the National Association of Amusement Parks, Pools and Beaches in the hotel's penthouse. There the ladies were accorded an opportunity to exchange greetings and map plans for the week's social program. The dinner for Mrs. May Snobar, Outdoor Queen of the Golden West, given by Mr. and Mrs. M. J. Doolan was enjoyed and the cocktail party, attended by motion picture star Pat O'Brien, was a treat for all.

Grand March

The League's new president, Maurice Ohren, with Mrs. Ohren at his side, led the grand march at Wednesday's ball. Mrs. Ohren sparkled in her Paquin model of red, a huge arm bouquet of roses blending with the shade of her gown. Mrs. Ned Torti, wife of the outgoing president, wore a Don Looper model in moonlight white, the bodice low and the bouffant long skirt controlled by puffs of lace. Mrs. Albert Sweeney, wife of the new first vice-president, was resplendent in silver white in an Irene model, one shoulder bare and a waist-whittling bow across the bodice front.

Next in line was Mr. and Mrs. Jack Duffield, with Mrs. Duffield in a platinum white Fath number topped with a tiny jacket. A Christian Dior model in cloud blue, the low bodice splashed with pearls and the skirt a whirl, was selected by Mrs. William Carsky, the next in the procession, while Mrs. Joe Streibich wore an informal suit, the blouse white and the skirt flaring at the hem line. Mrs. Neil Webb, wife of the League's Canadian secretary, wore a Suzee model in rocket red, the charm of the gown in the soft folds of the material. A short silver lame gown with the neckline over the shoulder was selected by Mrs. Morris Haft, with Mrs. J. W. (Patty) Conklin in an Adrienne gown of blond peau de soie, the beaded bodice held in place by straps of beaded lace, the skirt, longer than floor-length, pouffed with a back floating panel of satin. For the event Miss Ida Cohen selected a Paulin model in brown embroidered with black, the skirt ankle-length.

Queen's Gown

White cotton lace in a Bendel model with bodice showered with rhinestones was worn by Mrs. Harry Hennies, while the queen of the Pacific Coast Showmen's Association, Mrs. May Snobar, appeared in a Renaud model in green gold, the trim of gold sequins and beads that molded the flowered pattern of the bodice. Mrs. Harry Batt wore a charcoal grey Larry Aldrich number, the skirt short, the bodice folds in a controlled neckline. With her was Mrs. Harry Batt Jr., in black, the petite skirt a swirl and the bodice covered with an evening sweater. Mrs. John Batt selected black also, a sheath model, the skirt ballerina length. Mrs. Benny Weiss came in a white Balmain, the back a floating panel, the bodice rhinestone showered. Mrs. Art Briese wore black in a Renter model, with hug-fitting bodice low and strapless. Mrs. Art Frazier wore Miami tan in a glorified squaw dress in formal style. A Mangone number with jeweled tones of lilac was worn by Mrs. K. H. Garman, the bodice fitted

then opening at the top like petals of a flower.

A corsage of orchids set off Mrs. Noble Fairly's creamy pink lace, while Mrs. Gyp McDaniels came in an informal black number with full, floor-length skirt and an orchid in her hair. Miss Evie Belew chose a Lily model in rose-gold beige, the wide shoulder bateau and the formal length skirt flared in clinging lines. A Pierre number in misty black lace and a blue mink cape were worn by Mrs. Margaret Hock, while Miss Evelyn Hock came in a Sophia creation of nacre tones of beige. Viola Parker wore a Parmiss model in black, the French pink of the under-trimming blended in the skirt and bodice. An ocean green Copeland gown with contrasting full bustle sash and cummerbund of hushed blue was selected by Mrs. Carmelita Horan, while Mrs. Carl Sedlmayr wore a Lily Dache nude blue lace model, the sleeves long and fitted and the torso ending in a flare with subtle green undertrimming of the petticoat.

Wears Gold Model

Mrs. Louis Berger, whose husband was awarded a gold life membership card at the banquet, wore a Ritter model in gold, the bodice fitted and showered with sequins and her wrap of mink. The tiny diadem in her hair was of rhinestones. Mrs. Harry Shores came in a golden beige gown, the haltered bodice caught with rhinestones. Mrs. John Perkizas's gown was a formal with black bodice embroidered with tiny stitches of gold, the skirt short and lifted with petticoats. A Jay Thorpe model in rose red, the folds of the halter neckline softened by white orchids set off Mrs. Steve Vaughn, while Mrs. John Hill came in black, the straps of her bodice whispers of velvet. Mrs. Mike Doolan was adorned in a Carnegie front blue gown, the bodice a flutter of pearls, the skirt side swept with a flare of satin. Mrs. Robert Zirzow wore a semi-rose beige with a

corsage of white orchids. Another of the Doolan family, Mrs. William Doolan, came in ice blue, the neckline an interesting cutaway of tiny circles.

A gold gown, the skirt a sheath and the bodice merely a whisper of lame, was selected by Margo Snobar, while Mrs. Eleanor Hollaman was adorned in a gilt-threaded gown of black Venise lace. Mrs. Walter White wore black in a floor-length formal, the bodice of folds of sequined satin. Marie Broughton selected black in a sculptured Genon lace, her orchids of full color in purple. Mrs. Bill Martin wore a gown of patio blue, her short evening jacket of lace. Mrs. Frances Campbell selected safari grey in a formal evening suit with orchid corsage, and Mrs. J. M. Desplenter a full-length formal black gown with rhinestone evening purse. Mrs. O. E. Bradley wore a capri blue satin Ceil model with evening cape silvered with rhinestones. A Balanciega model in heaven blue and silver short evening gloves were worn by Miss Josephine Hayworth, while Mrs. Bernie Mendelson came in a Juillard number of charcoal grey satin topped with a mink wrap.

Wears Irene Number

Lucile Hirsch came in a short formal Irene number, the skirt full and fluttered with soft lace. Mrs. Sam J. Levy Sr. came in a black torso-fitted gown, the skirt short and sheathed, while her daughter-in-law, Mrs. Sam Levy Jr., wore a page boy, two-piece blue gown. June Kerlander wore black, the skirt short and the bodice form-fitted and strapless. Mrs. Minnie Simmons came in a lace number of antique lace fully flared and topped with a mink evening wrap. A figure-fitting gown of blush pink lace was selected by Mrs. Sophia Carlos and the costume was topped by a corsage of orchids. Mrs. Fred H. Kressmann came in a Maurice model in black lace, the bodice high waisted and of softest faille. The Belmont twins, Alice and Lor-

(Continued on page 70)

Frank H. Owens Killed

HATTIESBURG, Miss., Dec. 3.—Frank H. Owens, general agent of the J. A. Gentsch Shows for the past five years, died here November 14 after being struck by an automobile as he was crossing the street on which the Gentsch Shows were playing. His widow, who lives in Memphis, and other relatives survive.

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CHI CONVENTION NOTES

Rube Liebman Retires; Streibich Pensioned

Continued from page 60

men's Association program committee, spent his time largely in putting the bite on prospective advertisers. He did a good job for the club but the Weiss fortunes suffered in the process. A case in point was the reported successful ding put on Marty Weiss of the Tampa group. Before the pact was concluded Bennie had to submit to a bite for an equal amount.

Henry Bowen, newly elected park president and head of Whalom Park, Fitchburg, Mass., will journey to Rome in late summer with his family to attend the ordainment of his son. Henry and his cohort, John Collins, Lincoln Park, North Dartmouth, Mass., again held forth in the sumptuous Governor's suite.

John Leahy, of the Danbury (Conn.) Fair, secured 400 brand new pennies to hand out when mention was made of his Gold Town exhibit. The display will be expanded next year and more sacks of "gold" added. Leahy and his wife, Gladys, have scheduled a three-week Mediterranean cruise with a return date that will allow him to attend the New York fair meeting.

President Samuel S. Lewis of the York (Pa.) Interstate Fair was pleasantly surprised shortly before leaving for Chicago when final auditing figures showed his afternoon grandstand attendance up 700 over 1954. There was no time for analysis, but he has his fingers crossed just in case a solution to afternoon interest might be hidden in the figures.

Disneyland extended an invitation to the National Association of Amusement Parks, Pools and Beaches to hold its summer meeting at the famed and new California funspot. One wag at the association banquet, where the invitation was first made public, cracked that by the time the event rolled around everyone who could afford the trip from distant places would already have seen the creation. Harry (Waggy) Prince, Boston-based operator, included a visit before his attendance in Chicago. Dennis Collins of Mountain Park, Holyoke, Mass., planned a long detour to view the spot when he left the meetings for Florida.

Ben O. Roodhouse, of the Eli Bridge Company, a qualified veteran who should know, opines that the actual beginning of kiddie ride interest might well have been sparked by the pioneering of the late Johnny J. Jones, famed carnival operator. Jones, it was recalled, operated wooden units constructed by his own crews and then prevailed upon William F. Mangels to build a miniature of the firm's Whip and the Eli people to construct a baby Ferris Wheel.

Francis Messmore, of Messmore & Damon, represented his firm after a year's absence. The display builders are now creating a fairy-tale presentations out of fiber glass. The interest of the firm, and others, points up a trend toward creating fanciful display areas which often include kiddie riding devices.

Richard McIntosh, manager of the Alabama State Fair, Birmingham, left the Chicago meetings Sunday (27) for Port St. Joe, Fla., where he was to marry Mrs. Sara Evans Kenney. The bride is a long-time friend of McIntosh and is quite active in civic, cultural and religious activities in Florida. She is a member of the State Democratic Committee, the advisory council of the Florida State In-

dustrial Commission, has been on the Florida Public Welfare Board, the State Red Cross executive committee and was a member of the executive committee of the Florida Tuberculosis and Health Association. After their Sunday (4) wedding they will divide their time between Port St. Joe and Birmingham.

Joseph C. Bartlett, of the North Haven, Conn., Fair and secretary of the Federation of State and Provincial Associations of Fairs, was unable to make the meetings due to the illness of his father. . . . Ed Estel, veteran manager of the National Dairy Cattle Congress, Waterloo, Ia., also missed due to preparations for a trip to Washington to visit his daughter. . . . Kenneth Blackwell, secretary of the Indiana State Fair, was called home early due to the illness of his wife.

The delegation from the Illinois State Fair, including general manager Strother Jones, weren't surprised when the grand champion steer was announced at the International Livestock Exposition. The Aberdeen-Angus steer, Julius, was an Illinois product, and the reserve grand champion steer at the 1955 Illinois State Fair.

The Ohio State Fair, Columbus, received the annual award of the MORE MORE MORE MO Breeder's Gazette this year "for the best job of translating, thru public relations, champion livestock into quality meats, and milk merchandising thru food stores and onto the consumer's table." Sam Cashman, fair's manager, received the trophy which was competed for by 201 fairs and expositions which had a total attendance of more than 33 million. Wisconsin State Fair, Milwaukee, won second place and the Indiana State Fair, Indianapolis, third spot.

J. P. (Jimmie) Sullivan has booked a Scrambler (Bill Pink's) on Sullivan's World's Finest Show, the smiling Irish show owner announced before leaving the convention.

John W. Leahy, of the Danbury (Conn.) State Fair, drew plenty of laughter when he recommended that all fair managers contract laryngitis just before their fair opens. He had it this year and said it saved much wear and tear. People with complaints were afraid to get too close and they all treated him exceptionally well, Leahy disclosed.

While Sid Jessop was singing praises of U. S. Tent & Awning at the convention, he was being nominated to become 23d president of the Chicago District Golf Association, a field in which he has been active for years.

C. V. Wood, general manager of Disneyland, rushed directly from the speakers' platform at the NAAPPB meeting to the airport where he flew to Washington to confer with the State Department about Disneyland's upcoming world goodwill theme.

L. William Baker, Omaha exposition producer, was making the outdoor convention not only for his interest in the trade show, coin operations and other angles, but also in his new role as promoter of shows at the new municipal auditorium in Omaha.

Included on the program at the NAAPPB banquet were the Rudenko Brothers, juggling, and Johnson and Owens, bars, who were in the city also to play "Super Circus" on ABC-TV Sunday (27).

Harry Illions, Eastern park man

Hutchinson, Kan.

Continued from page 68

and is a new one to that show's route.

Gooding Amusement Company also picked up one new fair, Savannah, Ga., according to Floyd E. Gooding, who said that the fair had sent the contract to his Columbus, O., office for signing during the convention. Earlier, the World of Mirth had announced that it had re-pacted Savannah. The Gooding show will play Savannah on its way north from its Florida fair dates to its home base in Columbus.

The William T. Collins Shows plugged a gap in its strong route by signing Muskogee, Okla., which it will play immediately prior to showing at the Tulsa, Okla., Fair. This year the Collins aggregation still dated in the week prior to Tulsa. Earlier, Collins had picked up another new fair, Fessenden, N. D. His fair route, which will start July 4, consists of 11 straight fairs and will end October 5.

Faces Stronger Route

Don Franklin, who heads the show bearing his name, also faces a stronger route than last year. Franklin will return to the Salem (Ill.) Soldiers' Reunion after a year lapse and has signed to provide the shows and rides at the Buccaneer Days, Corpus Christi, Tex., April 23-28, where he will open the season. His fair route embraces one fair in Wisconsin, Soughton; four in Minnesota, Fairbault, Austin, New Ulm, and Blue Earth; one in Iowa, West Union; one in Kansas, Coffeyville, and six in Texas, Tyler, Texarkana, Wharton, Rosenberg, Angleton and Refugio.

E. D. McCrary, now sole owner of the 20th Century Shows, put in a busy time at the convention and when it was over announced that he had purchased six new rides, a three-abreast Merry-Go-Round; Round-Up, double-tub Octopus, Rock-o-Plane, Flying Scooter, and a Roller Coaster, and had signed 10 fair dates, plus the Hutchinson (Minn.) Water Carnival. Seven of his fair dates are in Minnesota, namely, Ada, Thief River Falls, Hallock, Fosston, Mason City, Owatonna, Albert Lea, and Marshall. The others are Grand Forks, N. D.; Marshfield, Wis., and Waco, Tex.

K. H. Garman, of Sunset Amusements, picked up a new addition to his fair route, Belleville, Kan., and Don Greco, of the Gem City Shows, also announced a new acquisition, the fair at Mobile, Ala.

and Western fair midway man, appeared on the Bob Elson broadcast out of Chicago during the outdoor conventions. Also on the air was Aut Swenson, of Thrillcade, who was interviewed on WLS. These were part of the publicity hits scored by Nat Green. Newspaper columnists also took note of the outdoor meetings.

Western names figured strongly in the outdoor meeting doings. Among those on hand were Gene Autry, Cisco Kid and Tex Ritter, as well as several rodeo producers and performers.

While Autry was in to sign rodeo dates for his producing companies, he also was angling for fair dates. He completed his Chicago stay by signing a new contract with the Wrigley Gum Company to sponsor his radio show. Autry's pal, Pat Buttram, also was on hand.

The Cisco Kid (Duncan Regalado), who has signed with the Clyde Beatty Circus, was being offered to fairs as well. While in the city for the convention, he was contracted by one of the major packing companies to make a personal appearance at another hotel where the firm was entertaining hundreds of 4-H youths. Latter were in town for the International Livestock Exposition at the International Amphitheater.

Morris Chalfen, president of Holiday on Ice, Inc., headed his delegation to the convention. Another ice show executive on hand was Bill Horstman, whose interests for Art Wirtz enterprises include "Hollywood Ice Revue" and circuses.

With the Ladies in Chicago

Continued from page 69

raine, came in black, the necklines rounded and held in place with rhinestone clips. Mrs. Ralph Pope chose a Piquet model in mauve, the skirt and bodice lace frothed.

An ice-blue formal with stole of frothy white tulle was worn by Mrs. Dolly Young, and Mrs. Leonard Dille chose a Morey black contoured number in a long torso look. Mrs. Ralph Lockett was attractive in a formal squaw dress of pale blue, the trim in traditional Indian style. Mrs. John Corey's gown was blue lace, the skirt flared and long and the bodice form-fitted. Mrs. Buddy Paddock selected a gown of sheer chiffon, beaded in black and the side draping in soft folds of chiffon. A black gown was worn by Miss Nola Minton, the skirt hip-gathered and the blouse strapless. Mrs. Bob Parker's Schiaparelli gown was of black satin, the high-waisted look given with a draping of white satin forming a bustle interest in the back. Mrs. Frank Eastman wore a Karl model in rose beige touched with pearls, and Mrs. Charles Moss came in a Magnin black number collared deeply and touched with rhinestones.

Unusual Gown

A short formal in black with evening coat of velvet was worn by Miss Patty Steele, while Miss June Tate came in an unusual gown of black with clever bow-knitted sleeves. Mrs. John Gallagan's gown was of lace in a rich rose shade, the side draping of sequined lace. Mrs. Paul Delaney was in a gold torso gown with fitted bodice and short evening skirt, and Mrs. John Enright chose a wave blue gown sequined and beaded with pearls. Miss Goldie Scheible wore blue satin, and Mrs. Randolph Andress selected a green number with a willow-waisted look and floor-length skirt. Mrs. Grady Maxwell's gown of winter white was highlighted by a jeweled jacket, and Mrs. William Perrot's costume was a gown of white lace with straps no wider than a wink.

Mrs. Charles Zemater Sr. chose a black gown, the neckline squared and face flattering, while Mrs. Charles (Chuck) Zemater Jr. came in a gown of sheerest satin, the sheath embroidered in pearls. Miss Patricia Kruse wore a short black cocktail formal, and Mrs. Jimmy Sullivan's gown was a Dupree model in pearly white, her shoulder stole of white tulle. Mrs. Sy Symonds came in a gown softly printed in tones of blue, and Mrs. Ross Davies in a topaz gold satin number richly beaded. A soft pink

gown beaded in pearl sequins was worn by Mrs. Mae Taylor, while Mrs. May Smith chose pink lace with orchid corsage. Mrs. Ralph Woody wore satin in rose beige with tiny pink roses as a corsage. Mrs. Robert Dixon came in black lace with rhinestone jewelry accenting the costume. Mrs. Ethel Wadzas came in black in tulle lace with skirt flared and floor length.

Mrs. Ken Rifkin's gown was a Dior artfully trimmed in beaded bands and fully formal, while Mrs. Nellie Vaughn chose an ice blue number with overlay of folds. Miss Viola MacLeod wore Canterbury blue, the bodice beaded and the skirt full length. Mrs. Lloyd Monette came in black with orchid corsage.

1,200 Celebrate

Continued from page 68

International Showmen's Association; Max Cohen, American Carnival Association; George A. Hamid Sr., National Showmen's Association; Don Dazey, National Association of Amusement Parks, Pools and Beaches; C. G. (Pete) Baker, International Association of Fairs and Expositions; Al Cohen, Pacific Coast Showmen's Association; Oscar C. Buck, Miami Showmen's Association, and J. P. (Jimmy) Sullivan, Al Sopenar Post, American Legion.

Congratulatory wires were read from Lou and Frances Keller, John N. Wiseman, Viola Parker for the Ladies' Auxiliary, Rube Liebman, Louis Torti, Pacific Coast Showmen's Association, Hot Springs Showmen's Association and the Miami Showmen's Association.

Speeches Brief

Speeches were brief. In fact, the outgoing president, Ned Torti, stepped to the microphone, tore up his speech and went back to his chair amidst thunderous applause. A surprise guest, Pat O'Brien of motion picture note, virtually stole the show with his stories in dialect and found it difficult to leave the platform.

One of the highlights was the presentation of May Snobar, winner in the queen contest conducted by the Pacific Coast Showmen's Association. She represented the Coast club here as Outdoor Show Queen of the Golden West.

Another high spot was the presentation of gold life membership cards to Louis J. Berger and E. Walter Evans for their long efforts on behalf of the League. A gold card was presented Chuck Magid and a silver card went to John Lempart.

The floorshow, produced by Sam Levy Jr., chairman of the banquet and ball, had the backing of the Lou Breese orchestra and choral group. Acts included Jimmy Nelson, vent; Condos and Brandow, trapeze; George West and Maza, musical; Consuelo and Melba, dancing, and Mr. Ballentine, comedy magic.

The show wound up after midnight, but dancing continued until late Thursday morning.

Many of the New York area boys got in a week's work at the bazaar held at American Legion Hall in Harlem, 652 Lenox Avenue, the date promoted by Ike Weinberg.

Thrill show figure Buddy Wagner stayed home from the Chicago meetings this year due to the illness of Helen Wagner, his wife, who underwent surgery at Nazareth Hospital, Philadelphia.

Ohren Appoints

Continued from page 68

Shelby, Hadji Delgarian, Eddie Levinson, Charles Owens. Press-Nat Green. Welfare-Chick Schloss chairman; John Lemart. Finance-George Johnson, chairman; Andy Markham. House-Charles Zemater Sr., chairman; Max Brantman, Petey Pivor. Funeral-Walter F. Driver, chairman; Hy Neitlich. Cemetery-Morris Haft, chairman; Ed Sopenar. News Flashes-George Flint, chairman; W. J. Goodwin. Banquet and Ball-Sam J. Levy Jr. Presidents Party-Bill Carsky, chairman; Lou Dufour. Tyler-William Hetlich. Chaplain-George Flint. Canadian Counsel-C. N. Kushner, Louis Herman. Canadian Secretary-M. M. (Neil) Webb. Physicians-Dr. Max Thorex and John C. Havlik. General Counsels-Morris Haft, Arthur Morse. Associate Counsels-Richard Napolitano, Robert S. Beaudry and R. Alvin Purcell. Christmas Party-Al Sweeney, chairman, Sol Wasserman, co-chairman.

Members of the 1956 board of governors elected Monday (28) are: Doug Baldwin, Mickey Blue, Fitzle Brown, Noble Case, Hadji Delgarian, Herb Dotter, Harry Duncan, Don Franklin, John Gallagan, Sam Gordon, C. C. Groscurth, George W. Johnson, Bernary P. Thomas, Leo Overland, Al Kaufman, Edward Levinson, Sam J. Levy Jr., Rube Liebman, Petey Pivor, P. A. Marco, Arthur Morse, Paul Olson, Harold Paddock, Dave Picard, Harry Ross, Jack Ruback, Jack Hawthorn, Henry Shelby, Edward Sopenar, Louis Stern, J. C. (Tommy) Thomas, Sol Wasserman, M. M. (Neil) Webb, V. Ben Williams, Charles Zemater Sr., Rudolph Singer, Elmer Byrnes, Louis Berger, Max Brantman, Gene Autry, William T. Collins, M. J. Doolan, George B. Flint, Benedict E. Garmissa, K. H. Garman, Nat Green, Morris A. Haft, William Kaplan and Frank Winkley.

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CLUB ACTIVITIES

Arizona Showmen's Association

216 West Washington, Phoenix
 PHOENIX, Dec. 3.—The third meeting of the fall season was called to order by President Millard Freeman. He stressed the importance of the work of the various committees and spoke on the coming banquet and ball.

Charles Denny, past president, was at the meeting after a long absence. Louis Block was in Santa Monica, Calif., visiting friends. Rose Merrow planned to Los Angeles to visit and conduct some personal business. Jack Terrell left for Los Angeles on a buying trip. Mr. and Mrs. Slim Brazer visited here recently and were the house guests of Mr. and Mrs. John M. Stone.

Louis Wald, Billie Scanlon, Billie Henderson and Skippy Bess left for Hawaii where they will work at a new amusement enterprise. Harry and Marie Berko are back here after a Las Vegas visit.

Sick committee reported Nora Lucas was on the mend. Vincent Tweedy recuperating at St. Joseph Hospital. Don Hanna, club treasurer, confined at home by a virus infection.

Ray Barber is a new member. Mrs. J. M. Stone was appointed chairman of the memorial services to be held at Greenwood Memorial Park Cemetery, December 18 at 11 a.m.

Visitors were Rellie Castle and Mrs. Billie Bryant. Pot of Gold was taken by Harry Lucas. Meeting closed with a buffet lunch.

Miami Showmen's Association

1799 N. W. 28th Street, Miami
 MIAMI, Dec. 3.—Dances are being held every Saturday night for members and friends, under leadership of Mike Roman, and are proving successful. The president's party, it has been decided, will be held on Tuesday, December 20, at the Clover Club in Miami.

Also on the entertainment calendar is the annual Christmas Party, set for December 22, and the big banquet and ball on Monday, January 9.

There will be memorial services at the club at 2 p.m. on December 18.

William J. Tucker is confined to his home but is coming along fairly well and would like to hear from his friends. Joe Vernick is also confined to his home, and five members are in Coral Gables Veterans' Hospital. These are Whitey Herzon, Louis DeJoseph, Charlie Goldberg, Al Weinberg and Ed Yeasted. Sick brothers at home and in the hospital are being visited by the relief committee.

Herman (Beansy) Britz was buried last week in New Orleans, it has been learned.

Recent visitors to the National Showmen's Association in New York included Sam Prell, Ben Weiss, Frank Bergen, Bucky Allen, Harry Eddels, Fred Wardle, James E. Strates, Ernest Dellabate, Sol Nuger, Harry J. Kahn, Joe Prell, the Vionas, Ben Herman, Max Gruberg, Aaron Hymes, Max Sonn, Oscar C. Buck, Phil Isser, Is Trebish, Al Howard, Charles Schatt, Joe and Al McKee, Vince Anderson, Morris Batalsky, Frank Grimes, Ben Braunstein, Harry Schwartz, Sidney Goodwalt, Charles Zucker, Al Eisen, Leo Beck, Samuel Cohen, Thomas Pell, Arthur Rothbard, Samuel Karp, Sam Glickman, George Rector, Harry Nelson, Frank Rosenberg, Mack Kassow, Irving Zaitshik, L. James Quinn, William Urann, Abe Rapps, Frank Capell, Harry E. Prince, Hernard B. Arent, Tommy Wolfe, Ed Keck, Tom Sanders, Al Crane, Aaron Katzen, Frank Schillizi, Walter Fried, Herman Cohen, Lucky Gordon, Maurice Elk, Nat Cutler and many others.

Showmen's League of America

54 W. Randolph St., Chicago
 CHICAGO, Dec. 3.—President Ned Torti reopened the annual meeting Thursday night (1) and then turned the gavel over to the new president, Maurice Ohren. All officers were present and several past presidents were on the platform, including Sam J. Levy Sr., Bob Parker, Carl Sedlmayr, C. J. Sedlmayr Jr., J. P. (Jimmy) Sullivan, Fred H. Kressmann and J. W. (Patty) Conklin.

Sullivan, who is outgoing commander of the League's American Legion Post, was presented with a past commander's pin. Members called upon to speak included Max Goodman, M. J. Doolan, William T. Collins, Tommy Thomas, Mickey Blue, Cliff Wilson, Harry Julius, Max Friedman, Pat Purcell, Dave Russell, E. W. (Slim) Wells, Otto Swebpe and O. E. Bradley.

Sam J. Levy Sr., served as installing officer. The sick list included Clint Shuford who was confined to Alexian Bros. Hospital here for a checkup.

New members announced included Harry Wald, Eldred Stacey, Lloyd A. Burge, William H. King, John Giere, Evie Anderson, James Lane, Marcus Glaser, Charles Hogan, John Curran, Jack Weiss and Ernie Fast.

Meeting closed with refreshments, including 17 cakes sent by the Ladies' Auxiliary.

Miami Showmen's Association Ladies' Auxiliary

1799 N. W. 28th Street, Miami
 The 139th meeting was called to order by President Ada Cowan. Chaplain Elsa Bryant being absent, the invocation was given by past Chaplain Edna Lockhart. It was followed by the salute to the flag by the 140 members and five officers present.

Caesara Buzzella was present after hospitalization for two weeks following an operation. Margaret Ferris, of the sick committee, reported Frances Deemer ill in Jackson Memorial Hospital. Grace Kelly also was reported ill at Melrose, Fla. Box 205 is the address for those wishing to send her cards. Freda Wilson resigned as president on doctor's orders, elevating Agness

Grosso to the post for the next term. Ann Whitehead was nominated as third vice-president and Reah Carson as corresponding secretary.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.
 KANSAS CITY, Mo., Dec. 3.—The largest turnout of the season attended the regular meeting which was presided over by F. W. (Boxie) Warfield, president.

Leon Branon and Howard Muse are new members. The house committee announced the purchase of a pool table for the recreation room. A nominating committee was appointed by President Warfield to include George Hawk, George Gordon, Lee Thompson, George Campbell and Al C. Wilson. Election of officers will be held in the clubrooms December 16.

Banquet and ball committee reported tickets going well for the New Year's Eve event in the Hotel Aladdin. The Ladies' Auxiliary tacky party is scheduled December 30, the night before the ball.

Holder of '56 membership cards wishing to vote in the election can receive absentee ballots from the secretary, Al Wilson announced.

National Showmen's Association

317 West 56th Street, New York
 NEW YORK, Dec. 3.—December birthday congratulations are in order for the following: December 1, John E. Clark; 2, Harry F. Eddels and Tom S. Slater; 3, Gene O'Donnell, Charles Melsaac and Joseph Weissman; 4, Max Gruberg, Harry Heller; 5, Walter W. Bedka, Irving Rosenthal and John J. P. Tumelty; 6, Joseph Milana; 7, Al Martin and Robert C. Russell; 9, Charles Shine. The nominating committee will submit a slate of officers at the next meeting, Wednesday, December 14. The club office is accepting 1956 dues payments now.

Regular Associated Troupers

3115 West Adams Blvd.
 Los Angeles
 LOS ANGELES, Dec. 3.—The annual homecoming and bazaar Friday (25) was well attended.

NEW DEVELOPMENTS:

Three-Tap Dispenser Occupies Little Space

MILWAUKEE, Dec. 3.—A three-faucet soft drink dispenser with a flashy keg on top is being manufactured here. Unit dispenses three-flavored carbonated drinks from individual faucets and self-contained root beer barrel. It is refrigerated thruout to include a one-third horsepower condensing unit, water-cooled sirup tanks and additional faucet for fine and coarse seltzer.

Manufacturer reports it is made of sturdy, heavy gauge steel with a choice of exterior finishes. Cabinet is 24 inches wide, 22 deep and 41 high and the dispenser weighs approximately 300 pounds. Faucets are heavily chrome plated and are said to be easily disassembled for cleaning; all faucets are water cooled. Sirup tanks are two-gallon vertical; carbonator is small and efficient and the carbonator pump is a positive rotary, gearless water pump with a water inlet strainer pump driven by a quarter horsepower motor with overload features. Unit operates on 115 volt AC 60 cycle, single phase current. —Perlick Brass Company, 3110 West Meinecke Avenue, Milwaukee 45.

Electric Butter Spray . . .

GRAYSLAKE, Ill.—An electric butter sprayer that sells for \$14.95 is being marketed here. Operating much on the principle of a paint sprayer, the manufacturer states it saves butter as a single pound sprays all the popcorn produced from 10 pounds of raw corn. The unit is completely self-contained and a built-in reciprocating-type motor is sealed off from the butter. Plastic parts are warp-proof and taste-proof and the unit is self-cleaning. To clean a warm, soapy

C. H. Allton was chairman and his committee included his wife, Inez; Eddie Harris, Jack Morris, Sam Steffin, Morry Levy, Max Kaplan, Jimmy Dunn and Fred Smith.

The Jim Manley trio furnished the music for dancing and Abe Goldstein put on his entertaining routine. Dinner included turkey and all the trimmings. The bar department was headed up by Ed (Continued on page 73)

water is pulled thru the spray, then rinsed with clear water.—Burgess Vibrocrafters, Inc., Grayslake, Ill.

Popcorn In Batches . . .

CHICAGO—Pre-measured popcorn, oil and salt are being sold here in packaged form with the correct amount set for various kettle sizes. Manufacturer claims that by using the batch method, there is less oil waste, makes for cleaner, easier operation and the packaging preserves freshness. They also say the packages serve as a simple inventory control and come in easy-stacking cartons.—Popcorn Corporation of America, 6570 Sheridan Road, Chicago 26.

Range-Top Coffee Maker . . .

NEW KENSINGTON, Pa.—A coffee maker that has a capacity of 100 cups and is designed for range-top use, has been introduced here. The aluminum alloy construction is said to rebuff dents and scratches. Body and cover are fitted with heat-resistant handles and the faucet is drip-resistant and self-closing. A coffee bag and ring come with the unit.—The Aluminum Cooking Utensil Company, Inc., Wear-Ever Building, New Kensington, Pa.

Automatic Barbecue . . .

NASHVILLE—An automatic barbecue machine has been introduced here that is claimed to be capable of basting, roasting and barbecuing up to 300 pounds of meat per day. Glass front gives the unit eye appeal and a hickory block is used to impart and authentic flavor. Unit is 30 inches wide and 57 inches high.—Hunt Heater Corp., 220 12th Avenue, Nashville.

Compact Hot Plate . . .

ST. LOUIS—An electric hot plate with two six-inch cooking surfaces has been developed here. Maker states the hot plate will accommodate most sizes of pots, pans and kettles. Two, three-heat rotary switches permit an easy selection of proper temperatures for cooking.—Star Manufacturing Company, 6300 St. Louis Avenue, St. Louis 20.

WHO HAS 24031?

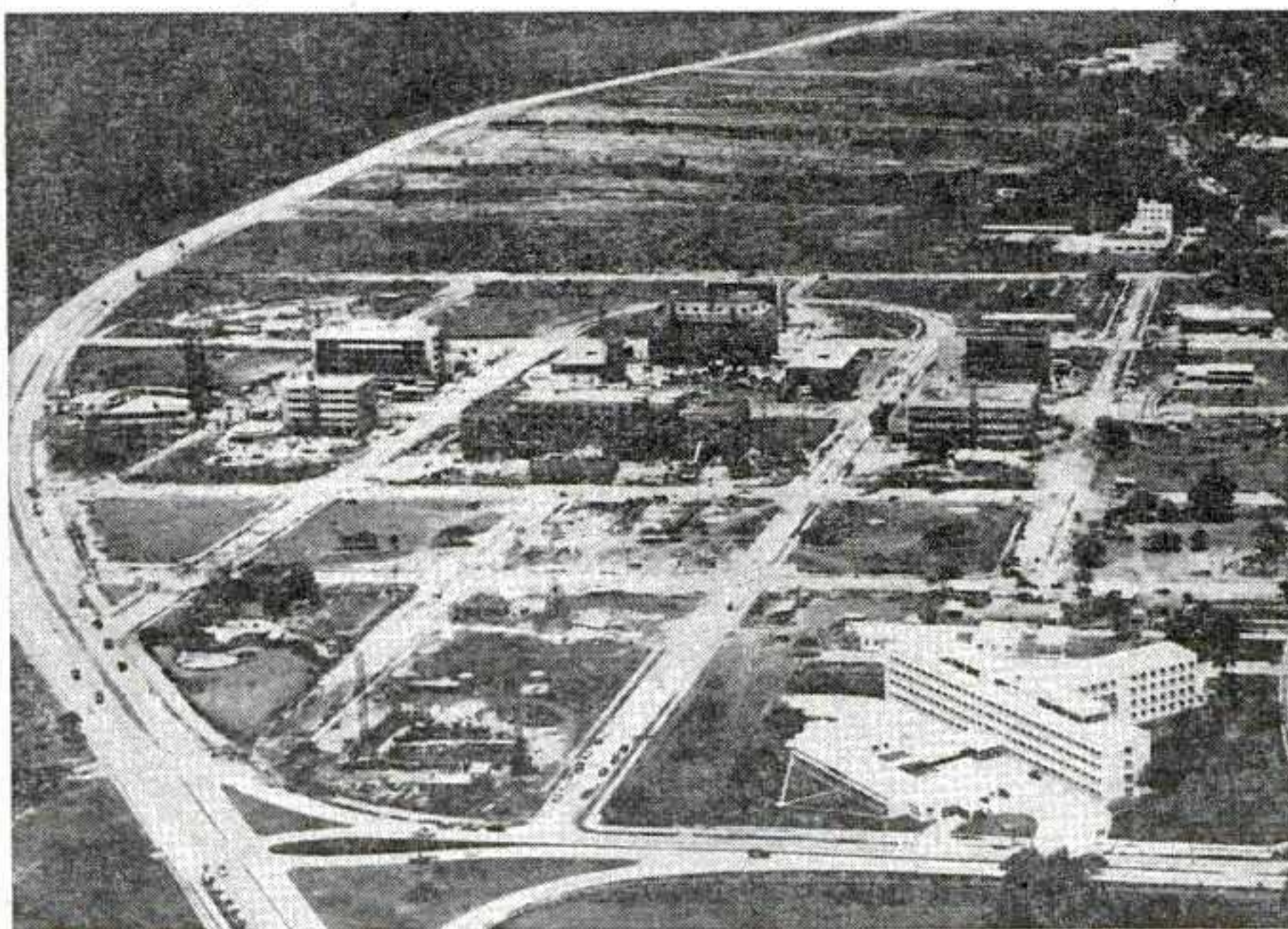
NSA Slate to Be Proposed At Next Meet

NEW YORK, Dec. 3.—The National Showmen's Association is slipping into its regular meeting schedule, second and fourth Wednesday every month, now that the annual banquet is a thing of the past. At the next session, December 14, the nominating committee will bring in its slate of officers.

President John S. Weisman, who received a gold life membership card at the affair November 23 in the Hotel Commodore, will join the board of trustees upon retiring from office following the annual elections and installations.

Gold cards are also the aim of Charley Davenport and Morris Batalsky, who have reached the half-way mark in obtaining new members. Newly backed by Davenport are John DeNoia, Frank DeSantis, Jack Friscia, Anthony G. Varone, Francis Pelland, Dominick D. Scarpito, Charles Reiss, Angelo Longo, Douglas R. Neal, Sol Grant, Nat Martin and Walter Tyski. Batalsky proposed Saul Rubel and Jimmy Daltee.

The club is still waiting to hear from the holder of ticket 24031, who won a case of cigarettes at the open house last month, but whose name is not known.



A PORTION OF THE 125-ACRE GROUNDS of the Dominican International Peace and Progress Fair is shown here. Most of the 70 buildings have been completed. The area on top represents many acres for development and parking. At the lower right is the Hotel Angelita, 100-room structure. The road from it leads past the Pavilion of Agriculture, Economy and Finance, and the Pavilion of Public Health, Social Welfare and Cultural Arts, and ends at the Sugar Industries Pavilion, top right. The two buildings in the center are the National Industries Pavilion and District of Santo Domingo Palace. Two buildings at top left are the National Security and Communications, and Armed Forces pavilions. Main entrance will be to the left of these structures and along the highway which skirts the Caribbean, top left. Adjoining the grounds is an 18,000-seat stadium. Concrete and steel are the main construction elements of the fair buildings. Landscaping is the only major chore to be completed between now and the fair's opening on December 20. Besides the Angelita, other new hotels finished in time for the fair are the 250-room Jaragua, 310-room Ambassador and 154-room Paz. Midway area will be near the Angelita.

RINGLING NEARS LATEST CLOSING

Miami, Orlando Produce Fair Business; Elephant Dies; Quarters to Be Busy

SARASOTA, Fla., Dec. 3.—Ringling Bros. and Barnum & Bailey's latest closing in history will come off here Sunday (4), wrapping up what will also go down in history as one of the show's most controversial years.

After showing in its home town, the circus will move into quarters and start immediate preparations for two winter events. One is the December 16 telecast over CBS. The other is the annual junket of a Ringling unit to Cuba for an engagement thru the holidays.

There also were predictions that the show management operations would put in an unusually active winter

Fair Business

Meanwhile, the show has been playing to fair business in Florida cities. Miami was a three-day stop for the weekend following Thanksgiving Day. The long holiday helped attendance, with emphasis on afternoon shows.

On Friday (25) in Miami the outfit drew half and three-quarter crowds. Press agent Zac Friedman, who also will handle the Cuban publicity, estimated the Saturday (26) business in Miami as two three-quarter houses. The Sunday (27) afternoon was reported as a three-quarter house while the night show pulled half of capacity. The Saturday business was in opposition with the annual University of Miami-University of Florida football game in the

Kermit Taylor, Mills Relative, Staffer, Dies

JEFFERSON, O., Dec. 3.—Kermit Frank Taylor, purchasing agent for Mills Bros. Circus, was accidentally electrocuted while taking a bath in his house trailer at the show's quarters on the fairgrounds here.

The accident occurred Wednesday (23). Efforts to aid him were unsuccessful and he was pronounced dead upon arrival at a hospital. His widow told authorities that wiring in the trailer may have been defective.

Taylor was a brother-in-law of Jack and Jake Mills, co-owners of the circus. He had been with the circus nine years.

Included among survivors are his widow, Ida; three step-children, Mrs. Margaret Pasternak and Mrs. Iris Taylor, San Pedro, Calif., and Capt. George Madril, Topeka, Kan.; a brother, Buford Taylor, San Pedro, and the Mills families. Burial was in Cleveland.

Polack Elephants Take Over Station In Charlotte, W. Va.

CHARLOTTE, W. Va., Dec. 3.—Six elephants of Polack Bros. Circus bolted shortly after being transferred from a baggage car to semi-trailer here Sunday (27). Three were halted quickly and three others roamed for nearly an hour.

They became frightened when the dolly wheels on the trailer struck a curb and jolted the trailer. Five bulls walked over the sixth in order to get out of the trailer. Two entered the railroad station, causing people to flee the waiting room. They surrounded a trainmaster briefly and then returned to the platform to join the third elephant. The trainmaster then ordered all trains halted until the animals were recaptured.

Orange Bowl, an event which drew 50,000.

Elephant Dies

Opposition at Orlando, Fla., on Tuesday (29) was Adlai Stevenson, Democratic presidential nomination seeker. The show played there under auspices of the Goodfellows and Sentinel-Star, an alignment dating back to the seasons Ringling experimented with auspice dates.

In the afternoon, the big top was near-full. At night it was half full in colder weather.

An elephant, Jewel, died on the way to the show grounds in Orlando. It had been struck by a local automobile in West Palm Beach the night before, but examination then revealed no injuries. Benny White, superintendent of elephants, and Hugo Schmitt, head elephant trainer, were on hand when the elephant fell and was unable to get up again. It was believed internal injuries were the cause of death. The bull was about 50 years old.

J. C. Admire, Veteran Agent, Dies in Indiana

BRAZIL, Ind., Dec. 3.—Funeral services for J. C. Admire, veteran circus promoter and advance man, were held at his home here recently. He died in Logansport, Ind., it was reported by Cass County Sheriff O. R. Carson.

Admire began in 1908 as a programmer for Hagenbeck-Wallace, and a billposter on Ringling Bros. and Hagenbeck-Wallace in the ensuing three years. He was second man for Terry's Uncle Tom's Cabin Show in 1912 and general agent for it the next five seasons.

He also put in hitchhikes as car manager for Young Buffalo Wild West and John Robinson Circus, agent for Christy's three-car show, contracting agent for six years with the Kings' Gentry and Main shows and also for Gentry-Patterson, agent for Barnett Bros. Circus during the depression, general agent for Seils Sterling in the mid-1930's, agent for the Steece UTC show in 1927, and owner of his own circus 1928 '30.

In more recent seasons he had been ahead of various carnivals, and since 1935 he operated circus units that played schools. He also handled indoor circuses and numerous magicians.

Admire had a show in partnership with Joe Mix this summer. After it folded, he was detained in Logansport. He was hospitalized in September and then returned to Logansport.

Survivors include his widow, Gertrude, of Brazil, and a brother.

PAUL'S CELLAR

Peru Farm Boards 16 Bulls; Hippo, 27 Cats in Quarters

PERU, Ind., Dec. 3.—The former Cole Bros. winter quarters here, now operated as the Circus Museum by Paul Kelly, is the host for 16 wintering elephants. Old bull hands said they were reminded of the William P. Hall farm and Hall's Cellar, where elephants and handlers congregated in years gone by.

In the Peru barn are one King Bros. elephant left during the season, Terrell Jacobs' little bull, five elephants which Kelly bought from the St. Louis zoo, and three from

Disney Opens Strong; Mull Circus Movie

Disneyland Chief Says Performance, Parade Win Kudos

CHICAGO, Dec. 3.—Disneyland's Mickey Mouse Club Circus opened strong, according to C. V. Wood, vice-president and general manager of Disneyland, who was in Chicago for the amusement park operators convention.

He said that there had been preliminary discussions in the Disney organization about using the circus equipment in a motion picture later but that no decision had been reached. Wood said there was little or no chance that the circus would be trouped.

The circus is in the Holidayland section of Disneyland, Anaheim, Calif., and is the spot's Christmas special event. After the circus, which closes January 8, the section will be readied for a different kind of display for Easter.

Wood said reaction of the public to the Disney circus performance was good and that the crowds were especially strong for the show's street parade. The march uses numerous antique circus wagons which the Disney organization bought and restored. They are drawn by four, six and eight-horse hitchers.

Wood said that since this is Disneyland's first season he has no way to judge the effectiveness of the circus or of special events in general at Disneyland.

Alice From Dallas Dies; Was Star Of Side Shows

DALLAS, Dec. 3.—Mrs. Frank T. Julian, 62, known as Alice from Dallas, died here November 23. She was a fat lady with circus Side Shows for about 20 years prior to her retirement several seasons ago.

Discovered by Doc Palmer, one of the Side Show greets, Alice from Dallas went with Sells-Floto Circus and later spent years with the Ringling Bros. and Barnum & Bailey Circus.

While with Side Shows she met and married Frank Julian, tattooed man. He survives her and lives at their home here. Prior to her marriage her name was Mary Alice Ward. She weighed about 400 pounds when she was 20, was billed as weighing 625 pounds while with the circus, and slimmed down to about 400 in recent years.

It was in a Dallas hospital that Palmer found her and induced her to join the circus years ago. She died in a Dallas hospital Friday (23).

FEWER BIG TOPS AT CHICAGO MEET

Sherman Lobby Draws Circus Troupers, But Reps of Some Key Shows Absent

CHICAGO, Dec. 3.—While some "regulars" were not represented in the circus delegations to the outdoor conventions in Chicago this week, many circus staffers and performers gathered in the Hotel Sherman lobby for annual end-of-season confabs.

Most observers believed circus participation in the conclave was under par this year. Because of late closing dates, other business and changes of the past season, some executives skipped the informal sessions. Since circus business has no trade association or formal organization, there often is no pressing reason for circus people to attend and the junkets are for visiting and possible equipment buying.

Leading this year's participation were representatives of the Al G. Kelly & Miller Bros. Circus, Clyde Beatty Circus and Polack Bros. Circus. For the first time in years the Mills Eros Circus had no delegate. Where King Bros. executives have been among those in the Sherman regularly, none was on hand this time. Agents of Tom Packs and Hamid-Morton shows usually look in, but changes in dates and other switches prevented that this time. Ringling-Barnum had no representatives since the show has shuttered its Chicago headquarters and since its road season was still in progress.

90 Circus People

Despite the absences, more than 90 persons with primary circus connections were spotted in the hotel lobby, at the trade show of outdoor show business, at the Atwell Club luncheons and other circus gathering points.

Predominating circus talk were reports of splits, mergers and new shows. Several showmen inspected equipment displayed in the trade show and were preparing to buy some types. There also were business talks between showmen and suppliers of tents, concession equipment and paper. Show people in the circus field were renewing acquaintances with those in other branches, including fair executives who also manage arenas and coliseums. Some circus people were talking with fair and arena managers about booking acts and shows during the coming season.

Attendance List

Among the circus people on hand during the conventions were:

King Animals Back in Barn; Make Parades

MACON, Ga., Dec. 3.—Animals from King Bros. Circus returned from playing Shrine shows at Houston and Fort Worth. They arrived at quarters Wednesday (30) with Bert Pettus in charge. Included were six elephants, a Liberty act and a pony drill, moving on two baggage cars.

Several King-Cole units are being used in Christmas parades in the Macon area. Three camels were in a Macon parade November 26.

Co-Owners Arnold F. Maley and Floyd King canceled plans to attend the Chicago conventions in order to remain here and map plans for next season as well as wind up business of the tour just closed.

The Paul M. Conaways, Macon, Ga., visited the Noyelles D. Burkharts and others on the Ringling show at Orlando, Fla. . . . Gayle De Ritzkie was honored at a birthday party (28) by circus friends wintering in Macon. Tommy Hart was emcee. Her father, Frank DeRiskie, is in Macon for several weeks of dental treatment.

Ed (Elephants) Widaman, Bill (Cinerama) Green, M. D. (Doc) Howe, Nat Green, Duncan (Cisco Kid) Renaldo, the Al Dobritches, Edna Curtis, Bill Atterbury, the Earl Shipleys, Whitey Lehrter, Mickey Blue, George Westerman, Sam Ward, Dave Friedman, Two-Chair Morris.

Ralph Clawson, George (Big Tops) Johnson, Walt (White Tops) Hohenadel, Alex (Calliope) Irwin, C. S. Primrose, Earl (Autry) Lindsay, Fred McLennon, Christy Obrecht, Larry Benner, Gene Randow.

F. G. (Banners) Johnson, Joe Madden, Dukie Anderson, Dwight Pepple, Bill Moore, Nick Carter, Bill Jones, Walter Fleck, Mike (Flying) Malko, Paul and Sam Delaney, Ray Thompson.

Louis Stern, Chris Krinkle, Bill Naylor, Don Cook, Whitey Perry, Lew Christianson, Nick Francis, Frankie Little, Don Sexton, Howard Gusler, Mae Hong, Miss Lexi. Frank Ellis, Glenn Henry, Jack Joyce, F. A. (Babe) Boudinot, the Art Millers, the D. R. Millers, the Ray McMillans, Sam (Bloomington) Stern, Marshall Green, Lee and Anne Hendricks, Phil Fein and Florence Tennyson, Dr. H. H. Conley.

Francis Kitzman, Jew Murphy, Louis (Bugs) Rosenberg, E. R. (Pops) Gray, Gene Autry, Bill Horstman, the Ralph Locketts, Emmett Sims, Jack Hawthorne, C. A. (Red) Sonnenberg, George Paige, Lola Dobritch.

Nellie Vaughan, Viola McLeod, Willie Moon, Ray Olech, Terrell Jacobs, Richard O. Scatterday, Mike Wissinger, Paul Kelly, Gene Holter, Tom Carroll, Bernie (Tents) Mendelson, Kurt Oranto.

Tom Packs Show Sets New High For Orleans \$\$

NEW ORLEANS, Dec. 3.—Tom Packs' Circus played its most successful New Orleans date this year, show staffer Jack Leontini said Thursday (1).

He said that money-wise the show topped all other editions here. Attendance was up a little, and a new ticket scale was put into effect. It had a \$3.60 top, where last year's was a \$2.40 top.

The show pulled three turn-aways in Municipal Auditorium, with fire department officials closing the doors Sunday (20), Saturday (26) and Sunday (27) afternoons. The Sunday (27) twilight show also was near-full.

While the engagement was in progress, Tom Packs and members of his staff conferred about plans for their new second unit which is to open in April. Leontini is leaving Friday (9) for Europe, where he was to attend British and Continental circuses in search of new talent and animal acts.

Macon Shrine Closes Strong Week's Stand

MACON, Ga., Dec. 3.—Macon's 21st Shrine Circus closed Saturday (26) after a week of big business, W. J. (Bill) Bailey, chairman, announced. An all-day rain Friday held down the crowds, but the attendance and spending on Saturday was better than the closing day last year.

Final results will not be known until cost of merchandise given away on concessions is totaled, Bailey said.

As customary, the Shriners gave an elaborate backstage party after the final performance Saturday night to the cast of 32 performers who took part in the Shrine show.

CLUB ACTIVITIES

Continued from page 71

Kennedy, Ed Harris and Morry Levy.

Highpoint in the festivities was the presentation of a gold life membership card to Tillie Palmateer, chairman of the bazaar for the past two years, and a tireless worker for the organization for many years. May Snobar, winner in the queen contest conducted by the Pacific Coast Showmen's Association, appeared and announced she was leaving for the Chicago outdoor meetings.

The original plan to give a new Chevrolet away has been postponed until January 3 the night of the annual banquet and ball.

C. H. Allton obtained a number of items as attendance prizes. A full set of dinner dishes was taken by Ed Butler; a clock donated by Norm Schue, was won by Ellis Hendry; a Tom and Jerry set by Edith Bluestein; bottled beverage went to Frank Babcock and Sylvia Hendry, with Zoe Wick and Fred Smith carrying off cash prizes. Carl Frye had his plastic machine on hand and a good sum was turned over to the club from coating membership cards.

Five new members are Justin Monzo, Bernice and Raymond Allton, William McMahon and Rae Freedman. A total of 86 new members was added this year.

National Showmen's Association

317 West 56th Street, New York

Ladies' Auxiliary

The night of November 22 was open house. Annual memorial services were held with addresses by Rabbi Jacob Rodin, of the Inwood Hebrew Congregation, and Rev. Dr. Allen E. Claxton, pastor of the Broadway Temple Methodist Church.

Guests attending the banquet Thanksgiving Eve included Marion Allen, wife of Bucky Allen, World of Mirth Shows, and their two daughters; Mickey Levine, Mona Sates, Mrs. A. Doyle, Lillian Harrison, Martha Phillips, Maria Slucklak, Maryann Tillyou, Ann Decker, Pearly Myers, Pat Marino, Sylvia Weiss, Mildred Heckinger, Rose Kahn, Beatrice Prell, Hilda Friedland, Alyce, Mendelson, Mrs. Rothbard, Onolee Jones and daughter Gloria, and Mrs. David Brown.

Attending the cocktail party Thanksgiving Day at the Commodore Hotel were Marion Prell, Mrs. Prell, Mrs. Levine, Bertha Davenport, Sylvia Laiken, Margaret Band,

Jean Ried, Mrs. Hickman, Mrs. E. A. Band, Pearl Stone, Jai-Lita, Erma Bernard, Nora Bruckner; Mrs. Stillman and daughters, Debbie and Diane; Mrs. Cohen; Mae S. Hong, of the James E. Strates Shows; Mrs. Sevetneck, Catherine De Vito, Muriel Balza and Ann Stegman. Harry Hershfield was toastmaster and James Farley was a guest of the auxiliary.

A show, which followed the dinner, was headed by Lillian Roth ("I'll Cry Tomorrow"), the McGuire Sisters, Johnnie Ray and Jean Carrol. Evelyn Batafsky was presented a gold card for bringing in 25 new members.

Greater Tampa Showmen's Association

Willow at Carmen, Tampa, Fla.

TAMPA, Dec. 3.—The regular meeting was called to order by Sam Gordon with most of the officers in Chicago for the outdoor meetings.

George Ringlin reported that Butch Plas was confined to the Veterans' Hospital in St. Petersburg, Fla., and would appreciate hearing from his friends. Harry Wilson was also reported ailing.

The members were saddened by the Friday (25) death of Vern Zeman.

Earl Maddox reported the entertainment committee was functioning and that the Saturday night dances were drawing good turnouts. Acts from local niteries have added to the entertainment bill at the dances.

Leaders in the race to receive gold life membership cards are Harry Hauck, Lester Demay, William Stophel, Joe Fontana and Bill Abrahams. Earl Maddox announced that the pony donated by Col. Tom Parker will be given away soon with proceeds earmarked for the Christmas party for underprivileged children. The party will be held in the clubhouse December 22. Local television stations have indicated their co-operation.

A vote of thanks was given Charles Lenz for the donation of an air-conditioner for the board of governor's room.

Meeting closed with lunch served to the 94 members present.

Saints and Sinners to Honor Hunt

NEW YORK, Dec. 3.—The Circus Saints and Sinners will honor Charles Hunt Sr. at a luncheon on Friday, December 30, at the Waldorf-Astoria. Hunt, dean of American circus owners, will receive a memento from the club.

The Hunt clan, in quarters in Burlington, N. J., will be taking off for Florida shortly, Harry Hunt reports. It is intended to equip their show helicopter with pontoons, base it at Charles Hunt Jr.'s property and to fish off it, offshore.

Two additional seat wagons are under construction, each with capacity of 210. The original seat wagon seats 320 people.

Ben Davenport Plays Georgia

MACON, Ga., Dec. 3.—Ben C. Davenport's Merchants Free Circus enjoyed a big week's business in nearby Georgia towns Thanksgiving week. Davenport said that South Carolina and Georgia have both been good for this show. Davenport visited Floyd King, Arnold Maley and others of the King-Cole show here. Also visited with Lucio Cristiani, who was spending several days at the Hotel Dempsey after a holiday visit with his son and other relatives in Chicago.

Davenport said his show would have a short lay-off in Florida for Christmas and that he planned to stay out all winter.

UNDER THE MARQUEE

Irish Deedy, billposter, was hit by a car in Tucson, Ariz., and now is hospitalized at Phoenix, Ariz. . . . Allen's Performing Bears are playing Christmas dates for Howard Schultz out of Chicago and will play Noel Van Tilburg's Minneapolis Shrine show.

Arkie Scott and wife, the former Toni Martin, write that they are at Thousand Oaks, Calif., where Arky handles two elephants for the World Jungle Compound. They report that they have retired from circus business. He had the Cole elephants from 1935 to 1949 and the Ringling herds from 1950 to 1955. Mrs. Scott was with Cole from 1946 to 1949 and Ringling 1951-55.

Otto H. Sparton reports that his Sparton Family is playing dates around St. Louis until January. Their dates for Mike Riaff included two weeks at the Grand Theater there. The family's six pieces of rolling stock and outdoor rigging are stored in Granite City, Ill., until starting outdoor dates in January. Their 1955 fair route totaled 4,532 miles in six States.

John C. Brott, Arcata, Calif., CFA, put on circus programs for several clubs and youth groups there. Tom (Smokey) Rouse was chairman for one of the programs. . . . CFA's Pettus (Brownie) Brown and Jess Beadles observed Thanksgiving Day with Ernie Burch and Jackie LeClaire at the dressing room of the Evansville, Ind., Shrine show.

Beatrice Dante has her chimp at the Disneyland circus and it walks on stilts in the spec. . . . Mary Jane Miller, formerly with Ringling, is secretary to John L. Sullivan at the Hall of Fame museum in Sarasota.

Carmen and Dick Slayton were the subjects of a full-page spread in the Utica, N. Y., paper when Polack Eastern was there. . . . Visiting Ringling at Miami were the Bill Sadlers, the Freddie Daws, the Bill Johnsons, Henry T. Hutchinson, Thomas Sadler, Fred Canfield and family, Paul Tharp, the Bob Whites and the Ed Lesters.

About 100 Florida CFA members and guests met at the home of Bob White in Miami. Winifred Coleano was guest of honor. People from the Ringling and King shows were guests. The CFS's attended the Ringling show in a group.

The mother of Sam Ward, Polack promotion man, died last week in Memphis after a long illness. . . . Louis Ringol is ahead of Rudy Bros.' Circus in Oregon. . . . King quarters will be open to the public for the winter.

Tommy Hanneford writes that the George Hanneford Family is at their home in Sarasota after making Orrin Davenport's Wichita and Kansas City dates. In Kansas City, he and Col. Harry Thomas were made honorary members of the temple. George Hanneford has reopened his court in Osprey to good business, while his sons, Tommy and George Jr., have bought property adjacent to it and George Jr.'s new home is completed. The family will be with Polack Bros.' Circus all of 1956. In Kansas City they bought a bareback horse from Joe Conley, of the Riding Conleys. Tommy Hanneford is scheduling a trip to Chicago next week.

Pallbearers at the funeral of Charles (Rube) Kline were Van Wells, Happy Kellems, Garner Newton, Jeff Murphree, George LaSalle and Harry Murphy. Peggy Kline is staying temporarily with the Van Wells family in Houston.

From King-Cole quarters at Macon, Ga., comes word that Louis Ingleheim, billposter most recently with Hagen Bros., is in critical condition following an abdominal operation. . . . King-Cole visitors included Lucio Cristiani, Ben Davenport, O. C. Cox, the DeRiskies, Cretona Family, Charley Blaum,

and Si Rubens. . . . Jimmy and Sylvia Hershberg, of the King-Cole staff, spent Thanksgiving at their new home in Charlotte, N. C., and will return this week to quarters.

In King-Cole quarters this week were Dorothy Clemmens, Herb Knight, the Douglas Browns, Malcolm Fleming, Charles Underwood, Walter D. Nealand, Elmer Kaufman, A. Lee and Eva Hinckley, the English Rockettes and the Riding Dorchesters. . . . Ora Parks, King press chief, is at home in Marion, Ind., for the holidays. . . . J. C. Rosenheim and Jerry and Keller Pressley visiting King quarters. . . . Elmer Yates, formerly with King, is in Macon to promote a "Grand Ole Opry" date.

R. E. McAfee, with King Bros. Circus for the past several years, this time with a baby elephant show, is in Sarasota, Fla., for a few weeks. . . . Mrs. Emma Maley, wife of the co-owner and general manager of King-Cole circus, spent Thanksgiving Day in Atlanta with her mother.

William L. Oliver, circus billposting boss, is confined to his St. Louis home with a severe case of arthritis. . . . Harry Doran, circus publicity and concession man, has returned to his Elgin, Ill., home after completing the season with Kelly-Morris Circus.

W. E. (Shotgun) Page, owner of the Page Bros. Carnival, has bought Judy, one of the three ex-Ringling elephants that have been at the amusement park in Bowling Green, Ky. He will use it in advertising and as a free act.

R. M. Harvey, veteran circus general agent, of Perry, Ia., was honored by the Des Moines Shrine Temple recently when he was voted a life member and presented with a 50-year membership card, marking his completion of 50 years as a member of the temple. . . . Mr. Harvey reports that the last traces of Fred Buchanan's old quarters for Yankee Robinson, World Bros. and Robbins Bros. circuses at Granger, Ia., have now been removed.

Earl D. Creager and Gene Haerlin, of the Shrine Temple, Dayton, O., were in Chicago most of last week arranging final details for their annual Shrine Circus, which will again be held in the Coliseum on the Montgomery County Fairgrounds, Dayton, O., next March 15-24. Orrin Davenport will again produce and furnish the acts for the Dayton event. The promotion, formerly handled by the veteran Buck Waltrip for a number of years, will be in new hands in 1956. Creager and Haerlin put in their spare time in Chicago last week mingling with the outdoor showfolk in convention there.

The Bouncing Bodos, with Bobby Ashe, recently completed a run of theaters with the Four Aces, Art Lund and Lee Kane, recording artists. The Bodos, who recently came up with a new trampoline act, were featured in Ripley's Believe It or Not column. They planned on remaining in the Boston area for several weeks before jumping off for either California or Florida for the winter.

TRIO SIGNED

Newman Gets Booking for Super Circus

NEW YORK, Dec. 3.—The all-new Super Circus video show will premiere on Christmas Day for its run originating from New York City. Producer for ABC will be Martin Stone, for many years head of the Kagan Corporation which handled the "Howdy Doody" show.

Three people have been signed thus far, one of them being Leon Newman, who will handle all booking. Acts will average out at three per week and top-name attractions will be sought, it has been stated. Newman now shares booking chores with Mark Letty on the Ed Sullivan TV show.

Also on the show will be Jerry Colonna, as ringmaster, and the featured femme will be Sandy Wirth, Miss Florida. There will be a house band, but other details, such as personalities connected with the show and the precise format, are still indefinite. The studio will be at 7 West 66th Street.

Altho no agreement on merchandising has been arrived at yet, it is understood ABC is anxious to build the popularity of its program characters to where exploitation can be worked out. Stone and his assistant, Ed Kean, had years of experience with the "Howdy Doody" show, molding the personalities to where tie-ins with manufacturers became a fabulous business.

Altho Super Circus will still be essentially a circus show for kids, the present format will be abandoned and a totally new version will be worked out for the series starting December 25.

WANTED
Phonemen and Promoters With Crews
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Can place two men with present staff.
Write (no calls or wires)
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Anah Temple Kora Temple
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Buy for 7¢, sell for 4¢ to 6¢ each! Ideal for demonstrations. Strip off a leaf or two and you have a table place mat, leafy canoe center piece or juicy wrapping for certain foods!

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Original Gold-Filled Expansion Bands, 95¢ extra.
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DAY AND NIGHT SERVICE

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.

A vest pocket pen-type adhesive applicator is being introduced by Poppet Corporation, North Bergen, N. J. Anyone who has frequent use for mucilage will find Poppet a handy aid. This pliable plastic pen ejects a small dot of rubber cement each time it is tapped where cement is desired. The manufacturer says that the pen will hold enough adhesive for 5,000 dots. Refills are available in throw-away plastic ampoules. Write for quantity prices on this soil-proof applicator.

Offered for the first time to the trade, Astra Merchandise Company, Los Angeles, claims it has the smallest tight-rope walker in the world. Gogo is a beautifully costumed toy rider astride a counterbalanced unicycle. Placed on a string at any height, Gogo cycles back and forth with realistic leg motions in perfect balance. A sample dozen costs \$10.80 post-paid. The firm says this is a great demonstration item.

Cook Bros., Chicago, consisting of Jim and Nat Cook and Art Braver, reports that 1955 has been a banner year from the standpoint of sales volume and satisfied customers. The firm features major lines of household items, electrical appliances, jewelry, watches and hardware.

Star Sales Company, Chicago, has instituted a new policy of "not being undersold" and it has paid

off tremendously, according to Jack Tickman, owner-manager. As a result, the firm has doubled its sales force in recent weeks due to particular demand for its merchandise described as "hottest items." Included in this category are its automatic skillet, its anniversary clock perfume bottle, six-piece watch set, G. E. or Westinghouse deep fryer, nine-piece Sheffield steak knife and carving set, and the Ronson electric shaver kit. Star is currently operating eight completely stocked stores in the Chicago area to better service its growing list of customers. Tickman announced that each store carries a complete line from toys to diamonds, much of the merchandise being nationally advertised products.

Jay Norris Company, New York, is featuring in its 1956 catalog a two-pound rum and brandy fruit cake, a delicious cake full of fine fruits and nuts. Attractively packed in vacuum Currier & Ives metal containers, they are priced at \$15 per dozen and are called a perfect Christmas item by the firm. Another sure-fire money getter is the Jay Norris Cannon blanket promotion. For \$15.95 you get four 25 per cent wool giant size blankets which retail for \$49.95. Buyers realize a profit of \$34. The firm urges that you send for its new catalog, listing a wide variety of merchandise.

PIPES FOR PITCHMEN

By BILL BAKER

IN THE FIRST PIPE . . .

that we've had from him since shortly after the Revolutionary War, Bill Snow pens that he recently went into Newark, N. J., after finishing up in Trenton. While in Newark he ran into a few of his old cronies, Bill Jenner, former sheetie who is now in the furniture business, and Tim Hall and Bill Stern, both of whom are still working sheet in and out of Trenton. He reports that he and the boys did plenty of jackpot cutting about the years gone by. Snow would like to read pipes from Doc Lack, Paul Cramer and many of the other boys whom he hasn't seen or heard from in several years.

IF AS MANY . . .

paid for their chow as pitched in on the cuff, Dan DeFoe jokingly reports, he would open up a restaurant. DeFoe, retired Market Street impresario of some 40 years' experience, hosted employees of Kim and Cioffi, Philadelphia distributors to bazaars and carnivals, Saturday (19) at his second annual affair. A 12-course meal was served.

KAY AND BUSTER DOSS . . . of Kay and Buster's Variety Show, report that Charles and Lois Hale were frequent visitors on their show during the past season.

WORD REACHES US . . . that Bill and Helen Van Sandt are returning to the road.

LITTLE CHIEF . . .

White Eagle pipes in from Los Angeles to wish all pitchmen, both young and old, a very Merry Christmas and a happy and prosperous New Year. Says the Chief: "I said last year that I would invade your cities but I didn't get around to it. However, if everything goes well, I will see some of you old-timers next year." In closing his note, Chiefie urges all of his friends in the business to pipe in and let him know what's going on.

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\$1.00 EACH IN DOZEN LOTS (Assorted Styles)

Beautiful heart-shaped sets with brilliant jeweled centers, 24K gold-plated, 4 matching pieces in satin-lined velvet boxes. Special introductory offer. This is not job merchandise or seconds—available year round for steady business.

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Including 14" Panel, Mitre and three assorted Sawing Blades. Packed 6 to unit. \$9.00 per doz.

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Knapp, Speedy
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La Flur, Joe
La Pearl, Jack
La Rue, Bob
La Zelle, Aerial
Lance, Mrs. Gladys
Laughlin, John Joseph
Le Vine, Anna & Maurice (Lefty)
Lee, Frank
Lee, Sandra
Legan, Eldon
Leichsenring, James S.
Lesander, John (Jack)
Lewitt, Jack O.
Levy, Martin (Bill)
Libby, Thomas
Lilly, Rachael
Lindfers, Sandy
Linton, Rev. W. J.
Litcofsky, N. Peg
Litzen, Archie
Lloyd, Russ & Mary
Lozan, Johnnie
London, Al (Diggers)
Long, Paul (Diggers)
McCaully, Alonzo & Mrs.
McDaniels, Harvey
McGinnis, Cleburn
McGarry, K. C. (Mac)
McHugh, Mrs. Bernice
McHugh, Butch & Gerry
McHugh, Jerry D. & Mrs.
McIntyre, Wilbur
Madam Virginia
Madison, H. L.
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Maki, Edwin J.
Manley, Bud
Manning, Mrs. Ennis
Mannuzza, Mrs. Tom
Manson, Francis T.
Manstein, William W.
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Marsh, Mr. Jesse B.
Martin, Paul
Martin, Arthur Lee
Martin, Earl
Martin, Edward
Maser, Lewis
Merritt, Floyd & Mrs.
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Michael, Walter H.
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Miller, Mrs. Cash
Mims, Joseph Jr.
Mizner, Joe
Moore, Harvie
Moore, Mabel Kell
Moore, Bill (Cecil & Wilson)
Moore, Jack B. Sr.
Moore, Mike
Moore, Norm
Moore, Harry E.
Moore, Dorothy
Muelle, Paul M.
Mundy, Marvin
Murphy, Mary Maggie
Nash, Charles (Chuck)
Nelson, Carl E. & Mrs.
Nicholas, Eohrem
O'Connor, Mrs. Betty
O'Malley, Pat & Alice
O'Reilly, Jimmy & Mrs.
Ollis, Paul L.
Ojize, Betty
Pannbacker, G. D.
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Pinelli, John
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Rego, Louis G.
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Reynolds, Larry (Motor Drome)
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Robertson, Linda
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Rosenfeld, Sol
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Rubin, Harry & Mrs.
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Ryan, John (Giri Show)
Saas, Leone F.
Sanford, Ray
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Saulsberry, Robt.
Saunders, Douglas
Sawyer, Arno (Dorothy)
Scheel, Glenn R.
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Muska, George
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Tailored earrings, asst. gr. \$15.00 Stone earrings, asst. gr. 18.00 Stone & Tailored Brooches, asst. gr. 16.50 Bracelets, Charm & Link, asst. gr. 24.00 Tailored Tieside Sets, boxed, asst. dz. 3.50 Stone Tieside Sets, boxed, asst. dz. 4.50 Ropes all-bead asst. dz. 3.00 Ropes chain-bead asst. dz. 2.00 Men's stone rings, asst. dz. 2.75 #2160 rhinestone neck & earrings, boxed, asst. dz. 7.20 #2164 rhinestone neck & earrings, boxed, asst. dz. 9.00 #2236 3-piece pearl set, boxed, dz. 14.00 #1202 3-piece rhinestone set, dz. 18.00 P-45 3-piece rhinestone set, dz. 30.00 C-3 3-piece rhinestone set, dz. 30.00 #3052 3-piece rhinestone set, dz. 45.00 #3070 3-piece rhinestone set, dz. 51.00 Try a sample dozen of any items listed above at reg. prices 20% deposit, balance c.o.d.

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ASSORTED PEARL EARRINGS FROM

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10¢ item, \$6 per gross; charms, toys, plastic assorted 106 different characters, per 1,000, \$5.75. No C.O.D. Rothblatt, 9 Thayer St., New York 40, N. Y. de17

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EARRINGS — ASSORTED STONED AND

tailored \$8 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, 121 Empire St., Providence, R. I. de31

EARRINGS; EARRINGS; EARRINGS! NICE

assortment. New styles, \$18 gross. Send check with order, we pay postage. Custom-craft Jewelry Mfg. Co., 26 Custom House St., Providence 3, R. I. de17

FAMOUS CELLINI BANGLE BRACELETS—

All colors, \$6 per gross plus postage, c.o.d. For adults and children. New England Jewelry, 124 Empire St., Providence, R. I. de24

FAMOUS MFR. CLOSEOUTS

Stoned or tailored Earrings, \$2.00 doz. Rhinestones Neck & Ears, 12.00 doz. Charm & Link Bracelets, asst. dz. 2.50 doz. Lord's Prayer Necklace, boxed, 3.00 doz. Pin & Earrings, boxed, 4.50 doz. Children's Jewelry, boxed, asst., 3.00 doz. Ropes, assorted, 2.00 doz. Shorty Tie Slides, carded, 1.95 doz. Cufflinks, carded, 1.95 doz. Cameo sets, boxed, 7.20 doz. Anklets, G.F., carded, 3.50 doz. Stoned Neck & Earrings, boxed, 9.00 doz. Tie Slide sets, asst., 5.00 doz. Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

SAMUEL SILVERMAN & CO.

1820 Westminister St., Providence, R. I.

FREE—WOULD YOU LIKE FREE COMPLETE

set of 30, 50 or 75 piece stainless steel tableware? Write now. Send 10c for mailing Topper, Lyndhurst, N. J. de17

HILARIOUS CHRISTMAS AND NOVELTY

Fun Cards. Send \$1 for sample pack of each and wholesale prices. Ace Enterprises, Box 262, Lyndhurst, N. J. de10

IMMEDIATE DELIVERY!

New Assortment of Manufacturers Closeouts Charm Bracelet assortment, \$2.00 doz. Tailored Earring assortment, 1.50 doz. Pierced Earrings assortment, 1.50 doz. Tailored Pins assortment, 2.00 doz. Stoned Pins assortment, 3.00 doz. Rhinestone Earrings, 2.50 doz. Stoned Necklaces assortment, 5.50 doz. Tailored Necklaces assortment, 4.00 doz. Genuine Cultured Pearl Pins, Necklaces, Bracelets, 2.50 doz. Enamel on Copper Pins, Earrings, Cuff Links, 3.00 doz. Ropes, assorted, 3.00 doz. Rosary Brace, asst., 5.50 doz. Miraculous Brace & Neck Sets, 5.50 doz. Rhinestone Expansion Brace, 24.00 doz. Liberate Neck, Brace, Ear, 3.00 doz. Ladies' Cuff Link & Bar Pin Sets, 4.80 doz. Adjustable Stone Rings assortment, 4.50 doz. Stoned Pins boxed, Earrings boxed, Necklaces boxed, 4.00 doz. Assorted Ladies' Glove Holder, boxed, 3.00 doz. Love Cuff Earrings, Brace, Neck, 4.00 doz. Men's Tie Slide Sets, Reg. \$5.00 ea. Pin & Earring Set boxed, 7.20 doz. Reg. \$3.95 ea. Neck & Earring Set boxed, 9.00 doz. Reg. \$5.95 ea. Pin, Neck & Earring Set boxed, 10.80 doz. Neck Brace & Ear Set boxed, 24.00 doz. Reg. \$29.95 ea. Rhinestone Neck, Brace, Ear, 36.00 doz. Reg. \$14.95 ea. Assorted Ladies' Glove Holder, 12.00 doz. Reg. \$4.95 ea. 24 HOUR SERVICE! 20% deposit with order, balance C.O.D. KAREN ORIGINALS, 45 No. Main St., Bristol, Conn. de17

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lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. de17

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NEW ULTRA-BLUE 7"x11" SIGNS, 7¢, RE-

tail, 50¢, 2,000 Signage, comedy, religious, general, sample free! Lowry, 612 Broadway, Dept. 908, New York 3, N. Y. fe25-ch

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hole step-up 5¢ boards. Gardner and Superior brands, 6 different boards at \$1.55. 25¢ at \$1.40, 100 at \$1.25. Seyco Sales, 418 Main St., Bradley Beach, N. J. de17

\$7.50 SPREADS, \$3.95 LADIES' NYLONS,

\$3.50 doz.; Pillow Cases, \$2.95 doz. We also buy shipping orders. Inquiries cannot possibly be answered. However, your sample c.o.d. order with 25% deposit will be filled promptly. Silbert Jobbers, Chattanooga 4, Tenn. ch-p

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generators only 25¢. Good for 1,000 cheerful chuckles. Enterprises, 901-B, S. 12th, San Jose, Calif. de17

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like wildfire, \$2.60 price tag; sample, 50¢. 24 nationally advertised imported perfumes, 10¢ for \$1; wholesale prices on request. Write Importers, Box 521, Waterloo, de17

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FOR LONG LEASE, LARGE ACREAGE FOR

recreation and amusement, on U. S. highway near town. Millions of tourists. Mrs. Tom Ferguson, Bryson City, N. C. de17

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Automatic Duck Pin Alloys, fully equipped, including benches and scoring tables. The alloys are in excellent condition. Being sold to close out estate. Contact Executor, Phone 8114 or write J. C. Wilbourn, c/o Citizens National Bank Bldg., Meridian, Miss. de10

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catalog, 500 best sellers pocket books cheap. Dasaro, 2300 South Michigan Blvd., Chicago 15, Ill. de17

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portunity to develop unique sensational feature male attraction for new season. Box C-339, c/o Billboard, Cincinnati 22, O. de10

HILL BILLY AMUSEMENT PARK, EXPER-

rienced operator preferred, earnings exceeded \$20,000 1955. Part cash balance \$5 or 20 yrs. Apply soon, take advantage 1956 season; present owner sick. Apply Hirst, Trexler, Jarrett, Real Estate Co., Allentown, Pa. de24

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greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weights 60 pounds; small investment; free recipes. Nobert Ray Co., 3805 S. 13 Ave. Minneapolis 7, Minn. de17

SIX BASEBALL PITCHING MACHINES

and pipeline for stalls, \$3,600, or what have you to trade. S. D. Sica, 135 Fairfield Ave., West Caldwell, N. J. Ca 6-3473. de10

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brands Giant 100 page catalog. BTS Products, Box 217, Oakland 79, N. J. ch-de17

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ferent, sensational; make the most of your exhibit. A specially built, beautiful 46 ft. house trailer, over 700 sq. ft. of display space behind plate glass with other space for living quarters if desired. Effective for display of guns, relics, art, etc. Displayed this summer in Midwest fairs and vacation centers with antique doll exhibit. Davis Dolls, 1221 E. 27th Place, Tulsa, Okla. de17

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ATTENTION — ORCHESTRA COATS, \$4;

Tuxedo Pants, \$4; Santa Claus Wigs, \$8; Clown Bundle odds, \$7; Clown Wigs, \$4. Bargains, Curtains, Striptease costumes, Magicians outfits. Free list. Wallace, 2453 N. Halsted, Chicago. de17

NEW CLOWN SUITS, \$10; GENUINE DER-

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CONCESSION SUPPLIES

EIGHT HORSE STRAIGHT-A-WAY. NEW

jackpot game for details and picture send \$1. Lakeshore Games, Rt. 3, Box 61, Hot Springs, Ark. de17

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ABOUT ALL MAKES OF POPPERS—CARA-

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FOR SALE—SECONDHAND

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BLEACHERS, 8,000 FOLDING CHAIRS,

Theater Chairs, Sidewalk, 40x80 Tent, other sizes. Tabas, Lone Star Seating Company, Box 1734, Dallas 1, Tex. de17

BUILD RIDES FROM TESTED PLANS—

Kiddie Auto Airplane, Rocket, \$100 Chair-plane, \$5 each; free 48 plan circular. Brill, Box 875, Peoria, Ill. de17

FERRIS WHEEL—25 SIZE, V BELT DRIVE,

The Roi power plant, all steel seats; can be seen set up and running. Robert D. Kellogg, Stillwater, N. Y. Morris 4-5273. de17

ELI — 25 FERRIS WHEEL, TOP-NOTCH

condition. Up in operating condition in Jacksonville Beach, Fla. \$3600. L. A. Sadlek, M. D., 4460 Archer Ave., Chicago, Illinois. de10

KIDDIE TEN CAR AUTO RIDE—ELECTRIC

motor, 20" in diameter, \$500; come and get it. Robert D. Kellogg, Stillwater, N. Y. Morris 4-5273. de17

KIDDIE TROLLEY CAR, 10 PASSENGER,

up and down, 30 minutes one man, ride complete; sell for one half original cost; used ten weeks. Mrs. C. Casey, Box 300, Batavia, N. Y. de17

PAIR ROMAN TARGETS, PERFECT CON-

dition; three Guns, cost \$500. Sacrifice \$150 for quick sale. P. O. Box 665, Erie, Pa. de17

FOR SALE—KIDDIE RIDES, LATE MOD-

els, Allan Herschell Auto, Mangels, Roto Whip and Speed Boat; King Pony Cart and Airplane. Two International Tractors with Semi Trailers. G. Williams, General Delivery, Eunice, La. de31

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Steam Train, good condition, 4 coaches, engine and tender, 360 ft. track. For children and adults; portable, buy it or let's trade rides. Foster Rides, City Park, Dodge City, Kan. Phone Hu. 33447. de17

MANUFACTURER, REPAIR, TRADE ANY-

thing canvas. Any size, good as new tents. What do you have or want. Smith Tent, Auburn, N. Y. de17

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front to back, sixty-five machines, thirty by sixty foot. International tractor and thirty-two foot low boy trailer. Box C-341, c/o Billboard, Cincinnati 22, Ohio. de17

POPCORN TRAILER, EQUIPPED WITH

Cretors Popper, Carmelcorn Kettle, Candy Apple Kettle, Electric Brakes, glass enclosed. First class shape throughout. Robert D. Kellogg, Stillwater, N. Y. Morris 4-5273. de17

TENTS, 45x85, 60x100, COMPLETE OUT-

fits; 10x10 Top Chairs, Spotlight, Scenery, Cables, Stake Puller, Ropes, Benches, Poles, Make-Up Benches, Footlights. Ludwig, Carroll, Iowa. de17

6 DODGEM CARS, 5 SKEE-BALL ALLEYS,

Arcade Machines, Bingo Cards, Equip., Root Beer Barrel, Dog Steamer, used few months. Like new, must move at once, make offer, sell all or part. Sports Center, Montpelier, Vt. CA 3-7854. de24

20 HORSE METRO DERBY, HI-LO KIDDIE

Ride, Electric Chair, Escape Cabinet, Short Range built in 1 1/2 ton Chevrolet panel, 6 Cat Concession, 14 ft. Higgins Box Double Slum Spindle, Evans Skillo, Evans Wheel, 24 foot Semi, Shamrock Shows, Cherrylava, Kan. Phone 114. de10

WHIRL FLAT RIDE—8 TUB, 16 PAS-

senger. Teen-age ride, electric power, needs paint, sacrifice, \$500 with 1948 1 1/2 ton van good condition, \$300 extra; also 16 unit Derby Trailer, mounted, good condition, \$2,250. Babe Gallamore, 3540 E. Washington St., Phoenix, Ariz. de10

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Choice Lot—Famous WATCHES, 6 for \$49

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WILL SACRIFICE M. T. TRAIN, THREE Coaches and Truck; eight car Jeep ride, excellent cond. Contact Mrs. Weidie, 1903, West Mohawk, Tampa, Fla. Phone 37-2771

MAGICAL APPARATUS

A BRAND-NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144-page illustrated catalog, 50¢ wholesale. Nelson Enterprises, 336 S. High, Columbus, Ohio.

PROFESSIONAL VENTRILOQUIST FIGURES made to your order, send 25 cents for price list. John Carroll, 64-38 Myrtle Ave., Brooklyn 27, N. Y.

SUB MINATURE RADIOPHONE FOR MENTALISTS. Easily concealed. Write for brochure, prices. Nelson Enterprises, 336 South High, St., Columbus, Ohio.

TRICKS-MAGIC-FUN—BIG PROFESSIONAL catalog, 10¢. Free! Show Business Book Catalog, Jasper Joke Shop, 804 South Wesley, Oak Park, Ill.

MISCELLANEOUS

INTERESTED CURRENT INFO NYC JOBS, Apts? Mammoth Sunday classified sections rushed you, \$1. Kirchner, 41-27 73rd St. Jackson Hgts, N. Y.

REMAILS HAVE FUN; MIAMI AND MIAMI Beach, 10 assorted 6x9" kingsize gloss colored post cards. Write your pals. Remail to me in my self-addressed envelope, \$1 remail for you. Send \$2 cash or money or money order. No checks. Letters remailed, 25¢. Kingsize Postal Service, P. O. Box 270 B, Miami 2, Fla.

TAPE RECORDERS, TAPES, ACCESSORIES. Unusual values, free catalog. Dressner, Box 65B, Peter Stuyvesant Station, N. Y. 10

SPECIAL 2000 EMBOSSED BUSINESS cards, \$5 postpaid. Maximum six lines. Expires December 31. John Peper, Box 822, Chattanooga, Tenn.

M. P. FILMS & ACCESSORIES

16MM. 5,000 SOUND REELS, DIRT CHEAP. New list Features, Westerns, Serials, War films. Sell, rent, Roshon, 335 Fifth Ave., Pittsburgh 22, Pa.

18 MM. USERS: THE NEW MA & PA KETTLE series and new Abbott-Costello series, plus hundreds of new titles, as "Thunder Bug," "Desert Legion," "Great Dan Patch," "Davy Crockett," "Four Faces West," "Back to God's Country," "Clemm Miller Story," now ready. Write for free catalog. If interested in outright sales write for list C. Minot Films, Inc., Milbridge, Me.

MUSICAL INSTRUMENTS, ACCESSORIES

WHOLESALE MUSICAL INSTRUMENTS, Phonographs, Recorders, Watches, Appliances, etc. Discounts to 75%! Free catalog. Strauss Music Co., 25-35 Lafayette, Paterson 23, N. J.

PERSONAL

AM TAKING THIS MEANS OF TRYING TO locate you, Bob, as all others have failed. Please wire collect at once to 20493 Hubbell Ave., Detroit.



BEARS AND POODLES

FROM K. C. WAREHOUSE No. 4613-27" Bear ...\$21.50 per doz. No. 4615-30" Bear ... 25.60 per doz. No. 4652-16" Sitting Poodle Dog with hat and chain 17.25 per doz. No. 4719-16" Dalmatian, same as 4652 ... 17.25 per doz.

FROM EASTERN WAREHOUSE No. 7328-27" Bear ... \$21.50 per doz. No. 7343-30" Bear ... 25.60 per doz. No. 7332-16" Poodle Dog with lead ribbon and chain. 14.90 per doz

Wisconsin Deluxe Co. 1902 No. 3rd St., Milwaukee 12, Wis.

ANNOUNCING

CRISLOID PLASTICS, INC. has merged with THE SILVERLOID CO.

Dice and Dominoes

Crisloid plastics inc. THE SILVERLOID CO. A SUBSIDIARY 71 Reynolds Ave., Providence 5, R. I.

SALE OF ALL SALES

Gardenia Perfume, \$1.00 retail, \$2.50 per doz.; \$5.00 bottle, \$4.50 per doz.; \$5.00 leather Billfold, \$6.75 per doz.; bracelet-type Watches, 17 jewels, tagged \$100-\$12.50 each; three-piece Comb and Mirror Sets, \$5.50 per doz.; close-out Dolls, 15¢ each; \$2.00 Pens; \$4.50 per doz.; 17 jewel Swiss Watches, \$5.50 each; Electric Shavers, leather case, tagged \$19.95-\$24.50 doz.; long-type Neckties, \$2.25 doz. 10 per cent with order, balance C.O.D.

NATIONAL DISTRIBUTING CO. BOX 361 OCEAN DRIVE, S. C.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS AND BACK-grounds, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 8, Mo.

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1548 W. Cortez, Chicago 22, Ill.

PHOTOS—100 ONLY \$2. POSTAGE STAMP size from any photo. Clear professional prints. Your photo returned. Send today! Bullock Photos, 4619 3d St., McKeesport (Versailles), Pa.

PRINTING

ATTRACTIVE CALENDAR CARDS, YOUR advertisement raised printed on front, calendar on back, 1,000 only \$3.75 postpaid, guaranteed. Executive Advertising, 1627 Kay, Washington 6, D. C.

ATTRACTIVE THREE-COLOR 14x22 WINDOW cards, \$8 hundred. Larger 17-26 size, \$12.50. Posters for all occasions, many illustrated. Tribune Press, Dept. ND, Earl Park, Ind.

"BE YOUR OWN BOSS." OPERATE YOUR business with new ideas. Complete plans, Counsel, Stuart Printing Service, Box 115B2, Philadelphia 3, Pa.

BILLBOOKS, CASH BOOKS, SALESMEN'S Order Books. Fast selling line printed business forms, continuous forms. Free illustrated catalog. Billboard, Box 502, Great Neck, N. Y.

PHOTO OFFSET: 5000 8 1/2 x 11, \$18. NO CUTS needed, just a paste-up of your copy, pictures, clippings, etc. Free sample, price list. Maurice Fischer, 711 S. Boulevard, New York 25.

SPECIAL 2000 EMBOSSED BUSINESS cards, \$5 postpaid. Maximum six lines. Expires December 31. John Peper, Box 822, Chattanooga, Tenn.

SALESMEN WANTED

CALIFORNIA SWEET SMELLING BEADS, sensational sellers. Free particulars. Mission, 2328H West Pico, Los Angeles 6, Calif.

HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursdays for the Following Week's Issue

ALTO, SAX AND CLARINET MAN WANT party for 1956, had my own carnival five Six Fat Dutchmen Orchestra, New Ulm Minn., Telephone, 1103.

GAY NINETIES TAVERN, LOCATION JOB Interested in self-accompanying single-duos or trios. 267 1st, South Amboy, N. J.

AD MATCHES SELL AMAZING DESIGNS, 10, 20, 30, 40 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full, part time. Buy nothing; sales kit furnished. Match Corp., Dept. D-91, Chicago 32, Ill.

SCENERY & BANNERS

STROBLITE BANNER LINES—FOR THE first time in history show people can purchase Stroblite Banners, real show stoppers, painted by America's foremost banner artist. 80¢ sq. ft. Stroblite, 50¢ sq. ft. straight. Send one-half dozen with order, balance c.o.d. Norton Enterprises, 600 E. 10th St., Dallas 3, Tex.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 3, Calif.

WANTED TO BUY

JUKE GAME ROUTE WANTED BY OPERATOR. Preferably New York, Washington, Maryland, Florida, California. Please furnish complete information. B. Hecker, 6415 Bay Parkway, Brooklyn 4, New York.

PAY \$1,500, 1894-S DIME; CERTAIN Quarters, \$1,000; Indianhead Cents, \$60; 1875 Canadian Quarter, \$50; Others, \$5-\$3,000. Complete illustrated guarantee buying-selling catalog, send \$1. Worthycoin Corporation, K-177-C, Boston 8, Mass.

WANTED TO BUY

One Adult Amusement Ride With Location Beach Boardwalk. State Full Particulars.

WALTER I. HOVELL 804 Jamaica Avenue Brooklyn, N. Y. WE BUY, SELL TOURIST ATTRACTIONS, Displays, Crafts, Collections, Hobbies, Fairland characters, unusual interesting items. Tourist Attractions, Box 438, Rosville, Ga.

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue

CIRCUS & CARNIVAL

NOTICE, CARNIVAL OWNERS—AT LIBERTY for 1956, had my own carnival five years, 40 years' experience all branches, manager unit, assistant manager, concession manager, lot man; honest, dependable; use no tobacco or liquor. Past 70, perfect health, will take reasonable salary, no advance, not broke. Jack Scharding, P. O. Box 1762, Long Beach, Calif.

MISCELLANEOUS

GIRL OF 21, BEAUTIFUL OF FACE AND body, proportioned right to be the most alluring. What do you offer as an exotic or strip? Will consider posing. Box C-343, c/o Billboard, Cincinnati 22, Ohio.

HYPNOTIST FOR STAGE PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 3002, Seattle, Wash. mh17'56

IF YOU WANT SOMETHING DIFFERENT in a Stripper which will increase your drawing, engage Miss Nudity of 1956. Available the first of the year. Write, don't wire, Thelma Thomas, Box 321, Oklawaha, Fla.

MUSICIANS

A-1 RINK ORGANIST AVAILABLE. 15 years' experience; best rinks. Contact Milo Morgan, 109 Simmons Ave., Cohoes, N. Y. Tel. Cedar 7-6945.

ALL GIRL COMBO, EXCELLENT DANCE music, all types; also novelties and vocals. Good wardrobe. Box C-338, c/o Billboard, Cincinnati 22, Ohio.

AT LIBERTY—COUNTRY STYLE SINGER, Guitar and Bass Player, with national publicity, would like to work with outfit on radio, TV and personals. Have convertible, trailer, wardrobe; prefer location, will go anywhere; 15 years' experience radio, stage and dance bands. Write or wire "Rambler" Red Ross, Eagle Lake, Tex.

AVAILABLE IMMEDIATELY — TENOR Alto, Clarinet and Flute, prefer locations. Les Dickson, 1817 E. Laurel, Springfield, Ill.

AVAILABLE—TENOR SAX, DOUBLE ALTO and clarinet. Read, fake, play all styles. Sober, reliable, neat appearance. Prefer location with established orchestra or small groups. Carl Stephens, 297 Oxford Place N.E., Atlanta, Ga.

BASSMAN VOCALIST AVAILABLE IMMEDIATELY. Otto Woodsey, #235, New Royal Hotel, Jackson, Miss.

DRUMMER, EXPERIENCED, AVAILABLE immediately, age twenty-nine, read well, play shows, all styles and Latin. Prefer location. Dick Gierum, 1941 West McNichols Road, Detroit 3, Mich. Telephone University 4-4237.

DRUMMER — NAME BAND EXPERIENCE, cut shows, good experience in all styles of music. James Engle, 325 North 4th St., Tulare, Calif.

GIRL WANTED FOR NEWEST AND MOST thrilling act. Must be hypnotized; should save other job till bookings start. No experience necessary; good opportunity; act may start new TV series. Write letter bout self, send photo. Write Quentin Till, 630 N. 73 Ave., Elmwood Park, Ill.

TANO, OTHERS, WRITE: BUDDY BAIR, 716 Bona Allen Bldg., Atlanta, Ga. del7

EXPERIENCED LADY PIANIST — READ, fake, transpose, accompanist, solo, orchestra, cocktail lounge. Play all requests. Gladys Bell, Marquette Hotel, Denver, Colo.

GIRL TRIO BASS, GUITAR AND STEEL. Hillbilly and Western numbers, available Jan. 15th; will consider capable agent or manager as sole representative. Box C-342, c/o Billboard, Cincinnati 22, Ohio.

ATTENTION SALESMEN! BUY YOUR PEN AND PENCIL SETS DIRECT FROM THE MANUFACTURER! New Miracle Ink • Transferproof • Attractively Designed • No More Inkstains • All Merchandise Fully Guaranteed TAKE A LOOK AT THESE SENSATIONAL VALUES! ITEMS A-203, B-206, C-208—Corgeous hand-set rhinestone-studded crosses or clips on gold tone caps. Items B-206 and C-208 have rhinestones set in barrel. Available with black or white barrels. Each individually packaged in clear vinyl plastic tubes. \$7.20 per doz. \$72.00 per gross. Samples at \$1.00 each. ITEM #375-D—New color-matching ball pens in 10 assorted color combinations to match cars, colleges, etc. Silver-tipped writing point, gold-tone cap. \$2.00 per doz. \$21.60 per gross. Samples at \$1.00 each. ITEM #128—New 3-color ball pen set with plastic pocket. Each pen writes red, blue or green. Gold-tone cap with colored barrel to match color of ink. \$6.00 per doz. \$64.80 per gross. Sample set \$1.00. ITEM #900—Beautiful 3-piece set. Hooded-point fountain pen, automatic pencil, precision ball pen. Cold-tone cap, assorted colors. Attractively boxed. \$48.00 per gross. Sample set \$1.00. ORDERS FILLED SAME DAY RECEIVED. SEND 25% DEPOSIT, BALANCE C.O.D. ALL PRICES F.O.B. NEW YORK. PACKARD BALL PEN COMPANY 28 EAST 22ND STREET • NEW YORK 10 • SPRING 7-7180

ORGANIST, HAMMOND, EXPERIENCED, also Solovox and piano. Marjorie Ekedahl, 203 Lafayette Street, Jamestown, N. Y.

PIANO MAN—NAME BAND EXPERIENCE; vocals, age 27, classical background. Like combo work. Good Latin commercial Jazz. Available Dec. 8, Musician, 2774 Losantiville, Phone Jefferson 1-3000, Cincinnati, Ohio.

PIANIST—WELL EXPERIENCED. FAKE OR sight read, chord, symbols and lead. Double electric guitar. Good voice. Sing solo or harmony. Prefer small combo on location in south. Can work alone. Male, white, union. Musician, Box C-337, c/o Billboard, Cincinnati 22, O.

TAKE OFF GUITAR, WESTERN & HILL-billy, name western experience, union, sober, sing baritone; cut or no notice; transportation and wardrobe. Wife plays bass; sings solo and tenor for trios. Musician, 708 Beech St., Gaffney, S. C.

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude I. Shafer, 1041 S. Dennison, Indianapolis 21, Ind.

IF YOU WANT IMPRESSIVE RESULTS find them something above average. As sensation High Diving as featured by Fox Movietone and the New York Press, Same-saulting backwards through space, blasting gasoline, sharp ugly spears, that small diving tank known throughout the show world as suicide pool, etc. Large bright colored posters for advertising this act are available. Capt. Earl McDonald, 458 Lampier Place, Warren, O. Tel. 45337.

MAGNIFICENT WATCH BRACELET Simulated diamonds cover entire bracelet and watch cover. Brand new guaranteed 17-J Swiss movement (not pin lever). Delivered with watch box, \$120 price tag. Min. order 3. 25% with order —balance C.O.D. Only \$12.50 each in lots of three \$13.95 for sample NATIONAL DIST. CO. 222 Calumet Bldg. Miami, Fla.

Tr-u-l-y terrific RUDELLE OYS Jacko (Season's hit) Dancing Chimp 20" Long, Shaggy, Flexible Arms & Legs. Dances, Hangs, Stands & Cuddles. \$24 Doz. Trudelle Creations, Inc. 137 Greene St. • New York 12, N. Y. 24 hr. phone, SP 7-2377 Catalogue on Request.

BEAUTIFUL CROSS MIRACLE CROSS When you place the center to your eye you can see the A REAL LORD'S PRAYER MONEYMAKER clearly and distinctly. #999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful nickel silver finish, soldered links. \$4.25 Doz. \$48.00 Gross #999-G. Same as above, Chain and Cross, in beautiful gold finish. \$6.00 Doz. \$66.00 Gross No. 509 AN EYE CATCHER!! \$2.75 Doz. \$30.00 Gross Gold finish. White Brilliant Center, Red Sides or Three Sparkling Rhinestones. PROVIDENCE RING COMPANY 49 Westminster St., Providence, R. I.

Take the lines of least resistance with NAME BRANDS THE HOUSE OF NAME BRANDS Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. WHOLESALE ONLY. Send for free catalog.

H. B. DAVIS CORP. 145-B West 15th Street, New York 11, N. Y.

You Can't Beat BRODY for Merchandise We Carry a Complete Line of TOASTERS—Kitchen Utensils—ALUMINUMWARE—Irons—GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—HORSES—Toys—CLOCKS—Dolls—CARNIVAL GOODS—Plastic Dolls—BALLOONS—PREMIUM GOODS—WATCHES—Glassware—ASSORTED NOVELTIES—Household Goods—Lamps 84-PAGE CATALOG AVAILABLE FREE SEND for Your Copy Today. M. K. BRODY 1116 S. Halsted St., Chicago 7, Ill. L. D. Phone: MOnroe 6-9520 In-Business in Chicago for 37 Years

A.B.T. Sold to Illinois Auto Hardware Mfr.; Staff Stays

CHICAGO, Dec. 3.—A.B.T. Manufacturing Corporation, 37-year-old pioneer firm in the coin machine industry, was sold this week to the Atwood Vacuum Machine Company of Rockford, Ill., an automotive hardware manufacturing firm.

Announcement of the sale was made by Seth G. Atwood, president of the Rockford firm. While the purchase price was not disclosed, The Billboard learned from reliable sources it was about \$1,000,000.

"A.B.T. will operate as a wholly owned subsidiary of Atwood Vacuum Company, and work will continue without interruption," Atwood stated. "William A. Patzer will continue as president and all personnel will be retained."

Tratsch Retires

Walter A. Tratsch, one of the founders and owners of A.B.T., which was established in 1918 in Greenville, S. C., announced he was retiring. According to current plans he intends to make an automobile tour of the United States and Canada with his wife.

Commenting on the purchase, Patzer stated the experience and

facilities of the Atwood firm were welcomed in view of the plans that A.B.T. has to substantially increase its volume.

"New developments of coin controlled units in the vending machine field will be put into production within the near future," Patzer revealed, "and will require additional personnel and plant facilities."

Atwood explained that no building expansion plans are contemplated. However, production will be stepped up thru the utilization of Atwood's facilities. Continuing, he said:

"A.B.T. was purchased as a part of our firm's program to diversify its activities, and will offer greater opportunities to the personnel of both the parent company and A.B.T."

"The facilities and know-how

(Continued on page 84)

ABC Plans EP Vending In Subways

• *Continued from page 20*

production operations but will own his tapes. He further pointed out that the 98-cent EP is possible because ABC has a "captive audience" and doesn't have to invest in promotion.

Provided initial problems are successfully hurdled, the firm has plans for immediately initiating sales on all its 86 subway outlets in New York, 47 each in Philadelphia and Boston, and later thru-out its empire of 2,700 candy and soft drink concessions in theaters, motion picture houses, sports arenas and airports in 41 cities.

Altho conceding his widespread operations might bring squawks from various established dealers, Scolnick said that such mass record exposure would only increase total record volume and would not detract from in-store sales.

Genco Sports New Rifle Unit At Park Show

CHICAGO, Dec. 3.—Super Big Top, a new coin-operated .22 rifle game, was unveiled at the National Association of Amusement Parks, Pools and Beaches convention here this week by Genco Manufacturing & Sales Company, Chicago.

A de luxe model of its predecessor, Big Top Rifle Gallery, produced in October, 1954, the new Super Big Top has moving targets, match play and perfect score features.

Main target of the game is a swinging head of a clown that moves across the firing range in the background. The clown is flanked by four lighted candle targets which the player shoots to "put out." Other targets are special bull's-eyes that pop up for bonus scores, moving ducks, and stationary rows of eagles and bears.

Players can shoot at any target in the field. Targets are reflected from the bottom of the cabinet onto the backglass. The .22 rifle is electrically operated, and can be fired automatically by holding back the trigger.

Players making a score of 5,000 are given five extra shots at the bull's-eye targets. A perfect score is 9,000. A star flashes on the backglass at the end of the game to add to the match play feature.

Representing Genco at the show were Avron Gensburg, vice-president; Ralph Sheffield, director of sales; Al Warren and Steve Cordek.

Call Wurlitzer Distrib Meet in L. A. Dec. 8-10

LOS ANGELES, Dec. 3.—The Rudolph Wurlitzer Company has called a nation-wide distributor meeting at the Statler Hotel here Thursday, Friday and Saturday (8-10).

The meeting is expected to revolve around plans and preparations for Wurlitzer's centennial celebration which gets under way January 1. Promotion by the firm is reportedly ready to get under way in all fields early in January.

A distributor tour thru Disneyland, where Wurlitzer has numerous displays, is also expected to be held during the three-day meet.

Mutoscope Exhibits New Arcade Units

CHICAGO, Dec. 3.—International Mutoscope Corporation displayed its new line of Arcade machines at the National Association of Amusement Parks, Pools and Beaches show here this week. The exhibit won an honorable mention award for "a meritorious exhibit."

Heading the Mutoscope exhibit was "The Lord's Prayer," a new machine that inscribes the prayer on a copper penny inserted by the player along with a dime to operate the machine.

The machine flattens the penny out and bends the copper into a semi-ring form, with the inscription on the outside.

Mutoscope introduced a new double-feature reel movie machine which the player operates by turning a crank on the side of the machine. The machine combines two pictures into one view.

Other Arcade units on display were K. O. Champ, a two-player game featuring two miniature prize

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New Arcade Games, Pool Units Spark NAAPPB Coin Exhibits

CHICAGO, Dec. 3.—The show within a show — coin-operated amusement exhibits at the annual National Association of Amusement Parks, Pools & Beaches convention this week—featured the displays of a relatively small group of exhibitors. The coin firms, while presenting no outstanding new developments in the amusement field, nevertheless paraded a wide variety of game and Arcade equipment.

The outdoor park show drew a

crowd of an estimated 6,000 and a group of 16 coin machine and related parts exhibitors who unveiled some dozen new coin-operated amusement pieces.

The exhibitors representing the coin-operated amusement industry included many of the larger Arcade game manufacturers in the nation, but in number of exhibits and new machines did not shape up to coin amusement shows of previous years.

More than 20 coin machine

firms exhibited a record variety of new products at the 1954 NAAPPB shows, and some 26 coin machine firms showed their wares at the 1953 show.

Top coin machine exhibits from the showmen's viewpoint were those of Scientific Machine Corporation, Brooklyn; International Mutoscope Corporation, Long Island City, N. Y., and Mike Munves Corporation, New York.

Scientific walked off with the annual Henry A. Guenther Award for "the most meritorious exhibit" dealing with games or Penny Arcade equipment. The exhibit featured the firm's complete line of coin-operated roll-down games. (See separate story.)

Awards

Honorable mentions were awarded the exhibits of International Mutoscope and Mike Munves. A new fortune teller machine, Zodiac Chart, was featured at the Munves booths, along with a wide selection of other Arcade units.

International Mutoscope introduced "The Lord's Prayer," a new machine that inscribes the prayer on a penny, new movie machines, and other Arcade pieces. (See separate stories.)

Firms showing brand new equipment included A. & L. Kiddie Rides, Kenosha, Wis., horse kiddie rides; Standard Metal Typer, Inc.,

(Continued on page 88)

First Holds Game Showing

CHICAGO, Dec. 3.—First Coin Machine Exchange held a showing of the new Chicago Coin pool game, Automatic Pool, Wednesday (30), with a large crowd of area operators turning up for the event. Starting at 4 p.m., the showing continued until 10 p.m., with refreshments provided for the visitors.

Along with the First staff were Chicago Coin Machine representatives attending, including Sam Wolberg, co-head; Ed Levin, director of sales, John Gore and Jerry Kozy of the engineering department.

Acting as hosts were First staffers Joe Kline, Wally Finke, Sam Kolber and Fred Klein.

German Ops Bear Heavy Tax Burden

Slots Hit on Gross Volume; Jukes Pay Stiff Monthly Fee; Small Ops Sell Out

NEW YORK, Dec. 3.—German amusement machine and juke box operators are currently having their troubles, according to Horst Sommer, Hamm coinman currently visiting here (see separate story, Vending section).

Source of the woe is not the difficulty in getting locations, nor excessive commission, nor even the difficulty in getting equipment. It's the same thing that has bedeviled a

lot of American businessmen—but a lot more severe—it's taxes.

Slot machines, tho not the American variety, are legal in Germany. As a result, most pinball-type games cannot compete with the payoff games on a lot of locations.

Taxes, Taxes, Taxes

But the taxes on slots are discouraging a lot of operators, and the smaller ones are throwing in the sponge and selling out to the big boys. The operator must pay a special tax of 8 per cent of the machine's income in addition to a sales tax of 4 per cent of the machine's income.

On top of that, commissions to locations range from 50 per cent in the cities to 30 per cent in rural

(Continued on page 87)

Own Show for Game Industry? Air Views

CHICAGO, Dec. 3.—Should the amusement game industry hold an annual convention of its own? This question has been open to conjecture since Coin Machine Institute, now dissolved, staged its last International Coin Machine Exposition early in 1952.

Pointing up the question at this time is the fact that the number of Arcade and amusement game exhibitors at the National Association of Amusement Parks, Pools & Beaches show has dwindled steadily since the 1953 show. The NAAPPB show is the only convention now in existence which represents—in part—the amusement game industry.

Number of coin-operated amusement game and Arcade exhibitors has dropped from 26 in 1953, to 21 in 1954, to 16 at this year's convention.

Showing the wide divergence of opinion on the subject of an all-

coin game show are the views expressed by the following coin machine exhibitors at this year's show:

Said Max D. Levine, president, Scientific Machine Corporation: "The coin amusement industry should have its own show because the industry is large enough to deserve a convention—a convention all amusement game operators will know is devoted to them. The park business is affiliated, but not directly associated with, the operating business."

"The coin field is opening up to new ideas in games—games with new motifs and at different prices. A convention is needed to show and demonstrate these new ideas. Our firm has ideas for new games and we are representative of a score of other manufacturers. We would be ready to sign for space at such a show immediately."

Gil Kitt, Empire Coin Machine

(Continued on page 88)

I SAY, ANYONE FOR HEAT—WHO HAS THE PENNY?

LONDON, Dec. 3.—And for a penny, the Britisher can now purchase about 10 minutes worth of heat.

Yep, it's true. Britain's nationalized railroads are now testing a system for warming up waiting rooms of small stations—at the passengers' expense, of course.

Coin-operated gas and electric heaters are being installed in three wayside stations. And should you want to warm up a bit, well, just drop a penny in the coin chute and for about 10 minutes you can bask in heat.

PR BEGINS AT HOME

Op Plans DAV Kids' Chi Christmas Party

CHICAGO, Nov. 26.—Hundreds of disabled veterans will enjoy Santa Claus again this year thanks to the Disabled American Veterans, Department of Illinois, which is headed by one of the coin machine industry's busiest operators.

Desmond C. Fortner, Illinois commander of DAV, and head of two operating firms in Southern Illinois, this week announced plans for DAV's annual Christmas party which is expected to draw a throng of 3,500 youngsters.

The party, which will be held in the Grand Ballroom of the Hotel Sherman December 18 from 1 to 5 p.m., will be only for children of disabled veterans currently undergoing hospital treatment.

Each child attending will receive toys, a Christmas stocking, refreshments, candy and, of course, a visit with Santa Claus. A program is being planned which will include

television and radio personalities, a Punch and Judy show and Christmas clowns.

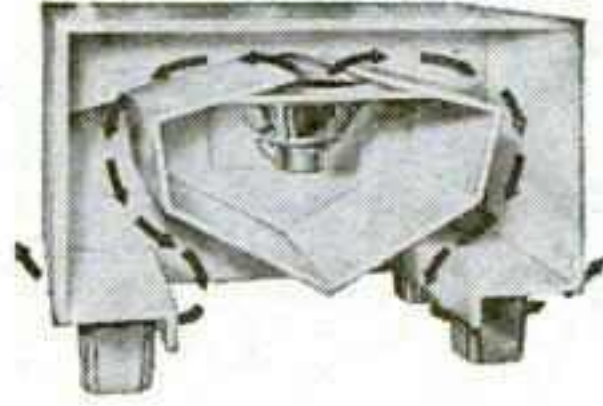
Fortner, in charge of the group's fund-raising campaign which makes the event possible, pointed out that the annual DAV Christmas party provides a fine opportunity for the coin machine industry to contribute to a very worthy cause.

(Editor's Note: Contributions should be sent direct to Disabled American Veterans, Department of Illinois, Suite 1601-4, 127 N. Dearborn Street, Chicago 2. Checks should be made payable to: Disabled American Veterans, Department of Illinois.)

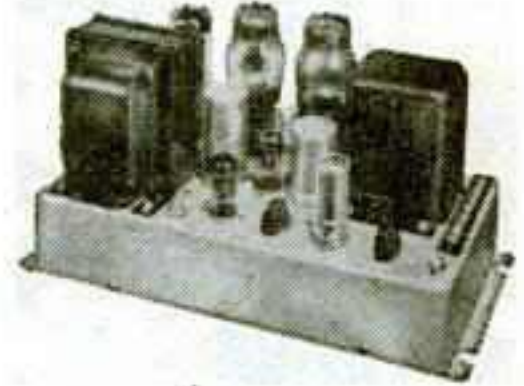
Acting as a liaison between the Veterans Administration and the veteran, DAV helps veterans with any matters pertaining to the VA. DAV also provides an employment service for physically handicapped

(Continued on page 91)

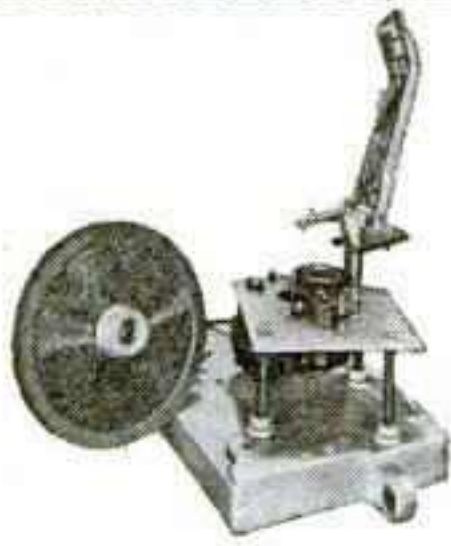
Play-mates



Folded Bass Horn



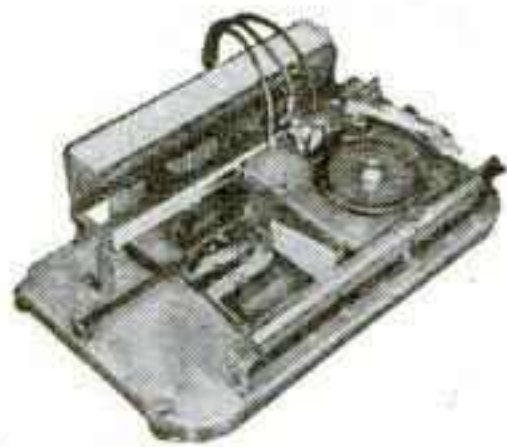
High Output Amplifier



Transcription Turntable



"Wide-Screen"
High Frequency Horn



Time-Tested Mechanism



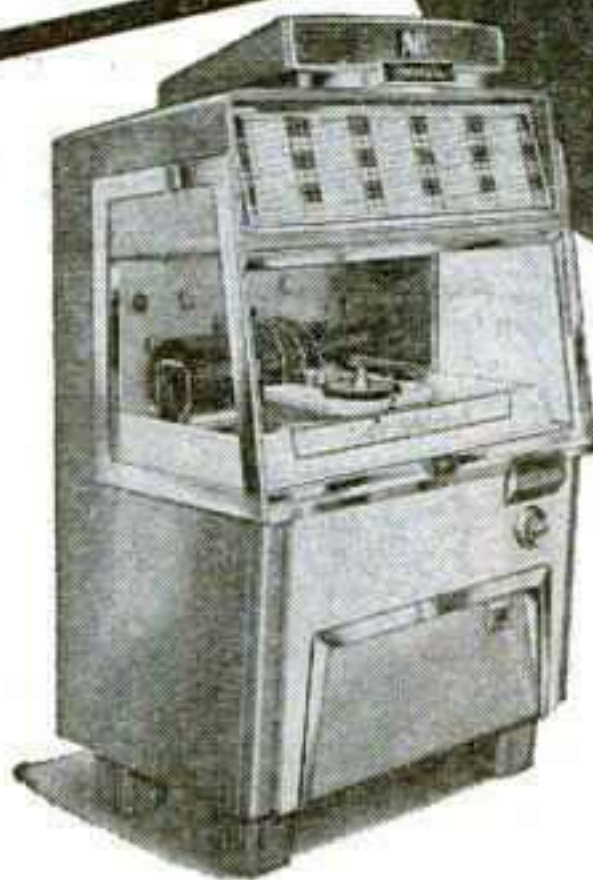
Featherweight Tone Arm

These are the "play-mates"—the matched components—that achieve AMI-Fidelity...the utmost in clarity and wide range richness of tone that draws more play.

Only the AMI Model "G" has this salable sextet of profitable "play-mates."

Get Going with the

Get Going with the "G"



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AMI 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
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THE WURLITZER 1800



WINS THE TOP LOCATIONS



WOWS
LOCATION GOERS



WORKS WITHOUT INTERRUPTION

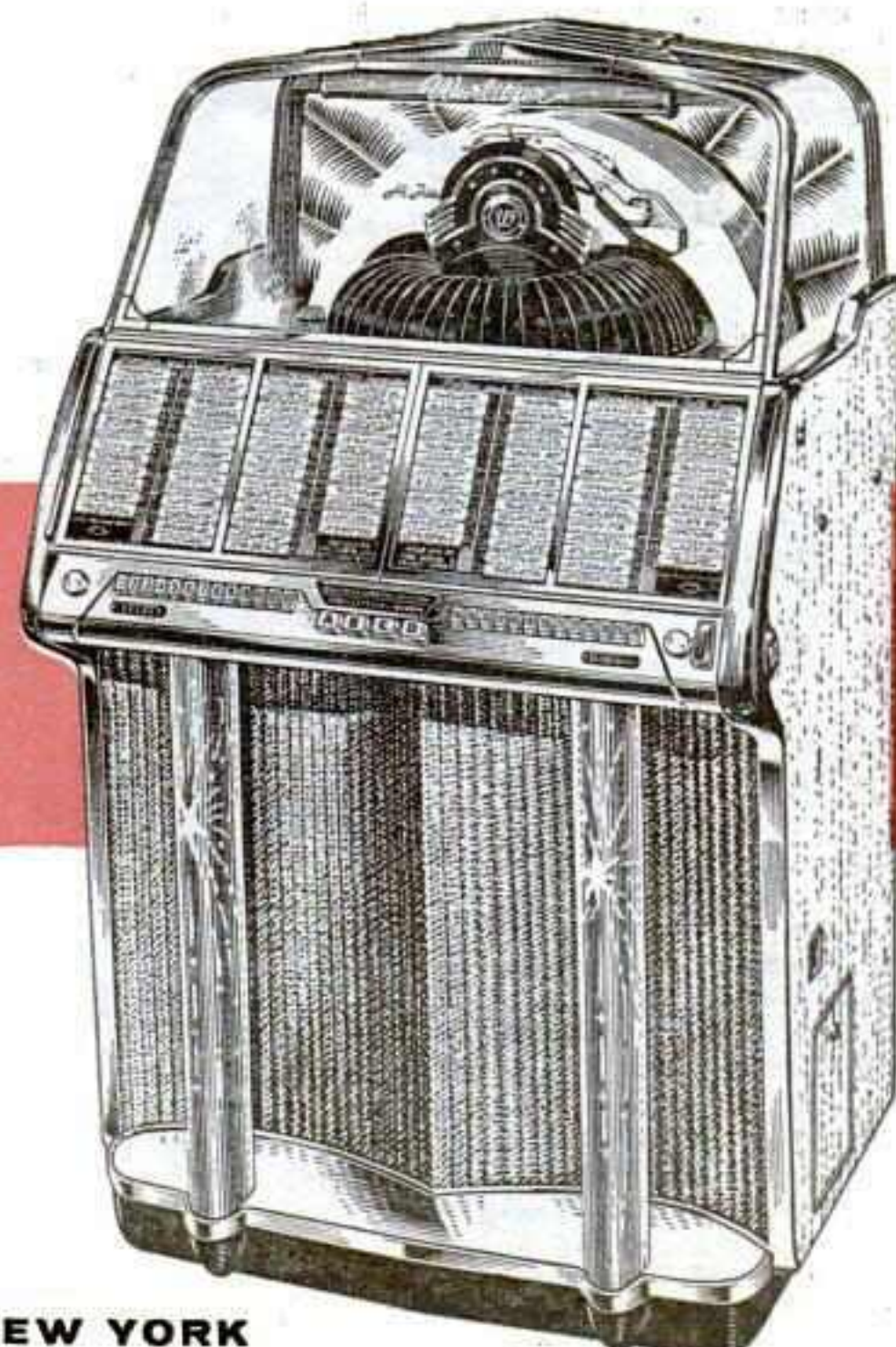
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IT OUTEARNNS ALL OTHERS !

See it—Hear it—Buy it
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Wurlitzer 1800

THE YEAR'S TOP PHONOGRAPH
IN BEAUTY - IN TONE - IN EARNINGS



THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
Established 1856

MUSIC LINK

Trace, Outline Steps To DeeJay-Op Tie-Ins

PEORIA, Ill., Dec. 3.—How does an individual music operator or a State-wide operators' association establish promotional tie-ins with disk jockeys?

Because the need for such tie-ins is vital in building better juke box public relations, The Billboard contacted Les Montooth, president of the Central States Music Operators' Association and the man behind his organization's daily co-operative program with local disk jockey Johnny Coy, WIRL, to detail the methods used so successfully here.

Coy's program is heard nightly from 8 to 11 and the music played is keyed to the music featured on the juke boxes thruout the city. Chatter about music operator activities along with reminders that the music heard on the program can be found on juke boxes is frequent.

The program also serves as a sounding board for hunch tunes pushed by operators. Coy contacts Montooth every week for the hunch picks.

How did all this come about? Montooth says the tie-in was simply the result of operators getting acquainted with the disk jockey. He explained that when he first met Coy, they just naturally talked the one subject they both knew something about: Music.

Coy was interested in the methods operators used in picking new releases and also how they determined when it was time to pull a record off a machine, Montooth said. Before they parted, Coy had an invitation to visit Montooth's office the following week.

Montooth said he pointed out how the play meters aided operators in both buying records and in discarding them. He explained that new disks were taken out on the route and tested for one or two weeks via the popularity meters, that old records were watched closely and pulled when meters showed the records were not getting play.

Montooth also showed Coy his programming guides, pointed out how he watched new tunes rise in national popularity.

Before Coy left Montooth's office he had been promised that

(Continued on page 83)

Midwest Ops Look to Holiday Takes To Equal or Top Juke Marks of '54

CHICAGO, Dec. 3.—Music operators thruout the Midwest began contemplating yuletide collections this week and the general consensus was that take would be "as good" or "slightly better" than those of the corresponding period last year.

Altho the Christmas season, at least as far as juke boxes are concerned, is still two weeks off—the bulk of the Holiday play always occurring within 10 days of Christmas—operators said that collectors were already reporting a slight increase in takes and that they were commenting that location owners seemed highly optimistic.

All operators contacted reported that distribution of standard holiday tunes was being handled this week and would be completed not later than next week. New tunes were being sampled by a few, but the majority said that they were

waiting until the records really hit before covering.

In Chicago most operators said that altho collections were down slightly this year, compared with last, they anticipated the coming Christmas play to be just as good.

According to Midwest operators, the average number of Christmas records put on machines is four or five, with extremes of as many as 10 and as few as two being reported. The standard rule, in regard to new holiday releases, seems to be one new disk for three standards, unless a couple of new ones really kick off. Standards are never pulled until after New Year's Day.

Bill Nyland, manager of Western Automatic Music, Inc., said that he thought holiday collections would total about the same as they did last year. "We average about six or seven holiday records on all our

machines," Nyland said, "two representing new releases."

Western Automatic also goes after rental business during the holiday season. Phonographs used on rentals are generally 24, 40 and

(Continued on page 83)

Hilliard Will Direct Bally's Disk Subsid.

(Continued from page 20)

would not pass up any good material in other veins, particularly in rhythm and blues.

Artist-wise, Hilliard doesn't plan to enter into fancy bidding for established names on other labels. The diskery has no plans at this time regarding its own publishing firm.

Regarding distribution, Hilliard pointed out that some of the present Bally coin machine distributors handle disks, and that others may gradually be drawn into the disk set-up. This situation will be evaluated when he reaches Chicago.

Hilliard himself is moving his family back to Chicago where he lived previously for 14 years, during part of which time he was artist and repertoire head of Mercury Records. His secretary at "X," Dorothy Effinger, also will make the move.

In addition to his reportedly sizable salary at Bally, Hilliard is believed to have a solid stock interest.

Orkster Lou Breeze, who has joined the company as a vice-president, will also serve as an artist for the label. Thrush Betty Johnson, of the "Breakfast Club," who formerly cut for RCA Victor, also is reported going with the label.

Chi Ops Pick 'Nuttin' for Holiday Hunch

CHICAGO, Dec. 3.—Juke box operators here got into the spirit of Christmas this week when Stan Freberg's arrangement of "Nuttin' For Christmas" was selected as the Chicago "Hunch Tune" of the month.

Carl Greene, who heads the operator committee which selects the disks and works with radio station WAAF in promoting the "Hunch Tunes," said that cards notifying operators of the December pick along with title strips were mailed early this week.

Operators place the record in the No. 1 spot on their juke boxes and use special title strips which call attention to radio station WAAF. The station plugs the tune via Jim Mills, who steers the daily deeJay show "Juke Box Matinee," and who calls attention to the music that is featured on the city's juke boxes.

Young-Gwartz Near Bowing Juke Label

NEW YORK, Dec. 3.—The projected National Juke Box disk company, under the aegis of publisher Barney Young, drew close to the launching stage this week. Irving Gwartz, one time recording man, absent from the local scene for at least seven years, is reportedly set as artists and repertoire chief.

Regarding Gwartz, Young told The Billboard, "I'm not in the position to confirm or deny this." However, the pair has been making the rounds of the custom-pressing diskeries this week to line up some large-scale production. Confabs

are known to have been held with both Capitol and RCA Victor execs.

Actual filing of the corporation papers is set for Monday (5).

The outfit has the blessings and actual support of the Music Operators of America, and Young expects to enlist 2,000 or more operators as stockholders.

Gwartz, who was at one time a top exec at the now-defunct Musicraft Company, most recently was operator of the also defunct Diamond label. The latter label became prominent in the mid-40s via Jan August's smash waxing of "Misirlou."

P-R Keys Neb. Freemont Meet

FREEMONT, Neb., Dec. 3.—The Nebraska Phonograph Operators' Association launched into its final quarterly convention meeting at the Pathfinder Hotel here today with local public relations as the No. 1 topic for discussion.

Approximately 100 operators and their guests were expected to be on hand for the business session tomorrow afternoon. The convention will close following the banquet tomorrow evening.

Feature speaker at the business session will be Glen Ilgenfirtz.

(Continued on page 83)

LETTERS TO PUBLISHER

MOA, Op Back BB Digest Stand; RD Ed. 'Regrets'

(Editor's Note: Following are letters received by W. D. Littleford, publisher of The Billboard, commenting on his letter to DeWitt Wallace, editor of The Reader's Digest, on an article entitled "Racket in the Juke Box" which appeared in the November issue of the Digest.)

To W. D. Littleford:

Your letter of October 21 arrived during my absence and was held for my return.

Your disapproval of Lester Ve-

lie's article, "Racket in the Juke Box," is regretted. Mr. Velie provided ample documentation for his charges and there seems little doubt about the facts presented. You'll notice toward the end of the piece the clear admission that "many distributors and operators are reputable businessmen." It seems clear enough to me that the article could do no damage to any operator conducting his business in an honest way. Your own letter reflects recognition of the existence of a "corrupt minority" in the juke box field. It is good to know—and I am sure Mr. Velie is well aware that shoddy practices, hoodlumism, etc., have been commented upon editorially in The Billboard. You have every right to be proud of your efforts to clean up the industry.

Thanks for your interest in The Reader's Digest.

(Signed) DeWitt Wallace
Editor, The Reader's Digest

To W. D. Littleford

May I first of all apologize for not having written a letter of congratulations and thanks to you and The Billboard staff, on the open letter to READER'S DIGEST dated October 29, 1955. I just returned to my office two weeks ago due to illness, or I assure you that the letter would have gone out long before now.

You are to be highly complimented for the manner in which the open letter is written, and of course I am sure that every music operator in America appreciates the stand taken by BILLBOARD regarding the automatic phonograph business.

I do want you to know that we who represent the MUSIC OPERATORS OF AMERICA—and all of

(Continued on page 83)

'16 Tons' Tops MOA Hit List

NEW YORK, Dec. 3.—Tennessee Ernie Ford's recording of "Sixteen Tons," on the Capitol label, was nominated as the nation's top disk tonight (3) on "National Juke Box," the ABC radio network show prepared by the Music Operators of America.

West Coast selection was "He," by the McGuire Sisters on Coral, with the Dream Weavers' "It's Almost Tomorrow," on Decca, named as the most promising disk in that area.

Midwestern nomination was the Four Aces' version of "Love Is a Many-Splendored Thing" on Decca, while Rogers Williams' "Autumn Leaves," on Kapp, topped the East Coast selections. East Coast tune voted most promising was "Good-bye to Rome," by Georgia Gibbs on Mercury.

Rock-Ola Adds Building Space

CHICAGO, Dec. 3.—Rock-Ola Manufacturing Corporation is adding 96,000 square feet of floor space to its plant.

The addition is a three-story building adjoining the Rock-Ola factory which was formerly occupied by Stewart-Warner. David C. Rockola, president, said that the entire building was being remodeled and that it would be ready for occupancy about February 1.

Wayne Bradfield, advertising and sales promotion manager, reported that both the engineering and cabinet production departments had been instructed to estimate additional space requirements needed. Rock-Ola will not take over the entire building, leasing out some of the space. The addition was undertaken to provide room for future expansion plans, it was announced.

German Music Ops Bear High Monthly Tax Fees

(Continued from page 78)

areas. And the operator's taxes are based on 100 per cent of the take, no matter what he pays out in commissions.

In the music machine field that tax situation is somewhat better, but it's still not good. The federal government sets tax limits, and the municipalities may levy within those limits.

Based on Value

Taxes are determined by the value of the machine. For example, an AMI-120 is generally taxed at the rate of \$10 a month.

Sommer estimates that about 10,000 boxes are currently on location in West Germany, but the number of operators is growing smaller. He explains that the smaller operator hasn't been able to get by and usually ends up by selling out to his larger competitor.

German manufacturers have entered the juke box field with 100

and 48-play machines, and, according to Sommer, are selling one of three boxes in Germany now.

Price Is Factor

While Sommer admits that German juke boxes still have a long way to go before they catch up with their American counterparts, he feels that they do a job and they sell for a lot less than U. S. machines.

The big difference is on terms. A German operator can buy a domestic box for nothing down and 24 months. Terms on an American box are 35 per cent down and 15 months.

Best juke box area in Germany is in Bavaria, where G.I.'s have been stationed since the end of World War II. Here the American influence has stimulated the juke box industry, and here U. S. records, or their German translations, rack up heavy sales.

Mass. Ops Discuss Dime Play, Insurance and Assessments

BOSTON, Dec. 3.—The value of a music operators' association was strongly pointed up at the Massachusetts Music Operators' Association meeting recently in the Hotel Beaconsfield in Brookline. Group action was taken on a number of problems facing operators, while other difficulties peculiar to the business were ironed out.

David Baker, organization president and of the Melo-Tone Music, Arlington, entertained reports from several members covering their experiences with 10-cent play. One member said his extended play records were doing about 25 per cent of the business, and others reported a substantial increase in gross receipts.

Ed Ravreby, of World Fair and Associated Amusements, newly appointed Rock-Ola distributor in the area, spoke on a new insurance policy that contains not only the usual machine coverage (fire, flood, tornado, theft, etc.), but pilferage as well. He said the insurance can be obtained for about \$6 a thousand. Ravreby offered to bring an underwriter for the policy to the next meeting and it was suggested that the directors investigate the plan and make a report.

Mitnick Talks

Another visiting speaker was Jack Mitnick, AM! Eastern representative. He said his firm was a staunch supporter of the trade asso-

(Continued on page 83)

YOU MAKE MORE MONEY

WITH

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50 and 120 Selection
HI-FIDELITY
Phonographs

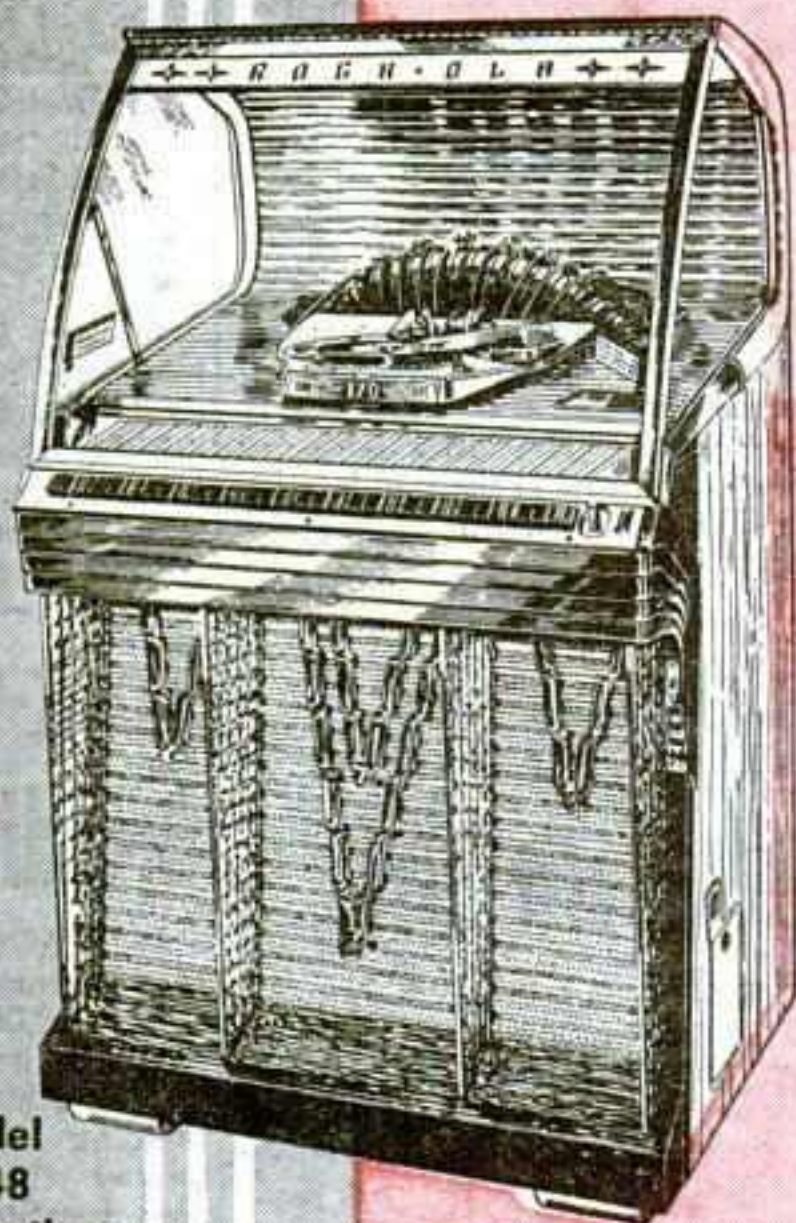


This Bond is your guarantee of Superior Performance and Trouble Free operation when you Buy and Operate Rock-Ola Phonographs.

JOB-TAILORED TO YOUR LOCATIONS



TWO GREAT MODELS— WORTH MORE WHEN YOU BUY
WORTH MORE WHEN YOU TRADE



Model 1448
120 Selections

Model 1448
deluxe 120 Selections
HI-FIDELITY MUSIC

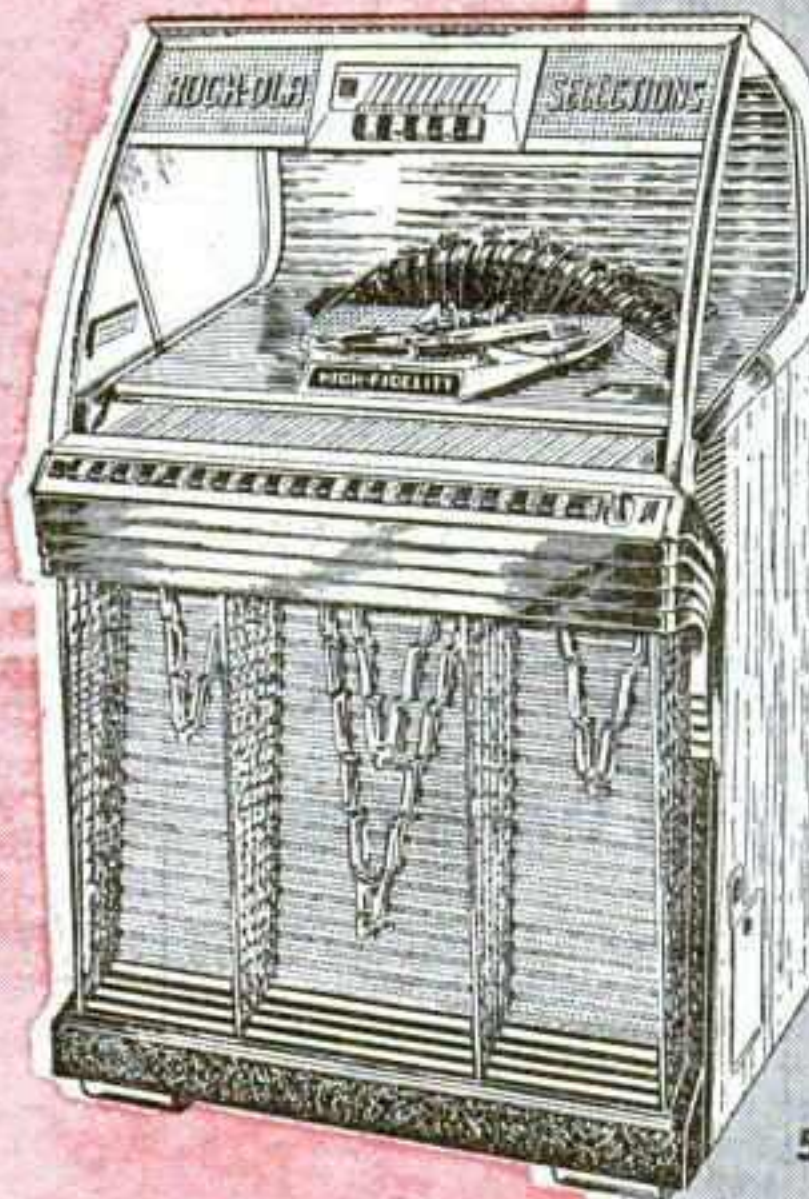
DESIGNED FOR YOUR TOP LOCATIONS

More new features are built into Model 1448 than were ever before incorporated into any one model—to give you the world's greatest phonograph value—The True-Tone HI-FIDELITY Amplifier and Component HI-FIDELITY Speakers (largest in the industry) combine to produce the finest HI-FIDELITY tones yet achieved. The Robot Record Arm assures an even, uninterrupted flow of music regardless of jarring or outside interference. The Play Proven Accumulator and HI-SPEED Selector Panel permit faster play, greater revenue and the world famous ROCK-OLA trouble-free mechanism means longer life and service-free operation, and that means GREATER PROFITS FOR YOU.

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Model 1452
Standard 50 Selections
HI-FIDELITY MUSIC

Model 1452 is designed for locations requiring only a limited number of selections as in areas where "country music" is all the rage or in college centers with a demand for the latest hit tunes, but demanding the finest in HI-FIDELITY MUSIC. Model 1452 has all the same outstanding features as Model 1448 except for the smaller record storage and playing capacity.



Model 1452
50 Selections

SEE YOUR ROCK-OLA DISTRIBUTOR or write direct to: ROCK-OLA MANUFACTURING CORP.
800 N. Kedzie Ave., Chicago 51, Illinois

Memphis Jukes Sport Charity Disk; Takes to St. Jude

MEMPHIS, Dec. 3.—Music operators here are currently donating all collections received on one record to the St. Jude Hospital Fund.

The record, written and sung by Danny Thomas, is entitled "Bring Back Our Beale Street" and it is being programmed in the No. 1 position on the machines.

J. A. Dixon, sales manager of S & M Sales Company, Rock-Ola distributor and staunch supporter of the charity drive, said that operators were co-operating with the campaign nearly 100 per cent.

A decal featuring a picture of Danny Thomas and an explanation of what's being done with the proceeds is available to operators for affixing to their machines.

Holiday Takes

Continued from page 81

50-selection machines which have already seen location wear. The units are stripped of their coin chutes, supplied with records and delivered for one or two-night stands at a flat rate. Nyland said: "We are one of the few operating companies in Chicago that still goes after the rental business, what with increasing costs making it harder and harder to rent and make a profit. But it's a steady perennial business and we work deliveries into regular service calls."

Bob Gnarrow, head of ABC Music, looks to the holiday season with a less optimistic eye. Gnarrow feels that collections will drop slightly compared with last year. However, he added that he did not consider the drop enough to worry about.

Gnarrow said that he thought easy credit was hurting juke box collections. "When people over-buy," he explained, "they have to put themselves on tight budgets which do not include a night out at a restaurant or tavern."

ABC programs four Christmas records on its juke boxes whenever possible, Gnarrow said, five when the location owner wants it. "Past records show that Christmas tunes only pulled about 10 per cent of total collections during the holiday season, and that was when we had considerably more Christmas tunes featured and were using smaller boxes," he said.

ABC does not rent machines during the holiday season. Gnarrow commented that with multi-selection equipment they would have to charge more than a customer would be willing to pay in order to make a profit.

Roy Blomquist, head of Metropolitan Amusement Company, took the middle of the road, estimated Christmas collections to hit about the same.

Back BB Stand

Continued from page 81

its members—are highly appreciative of your coming forward—and speaking out against this kind of publicity that actually involves a very few, but damages and embarrasses a great majority.

If it is agreeable with you—and I will consider it so, if I do not receive a letter to the contrary—I would like to republish the article in my yearly magazine, and send it to every operator in California, as well as many operators in other states.

(Signed) George A. Miller
National President and Business Manager, Music Operators of America, Inc.

To W. D. Littleford
May the writer, both as a subscriber to your worthy magazine, and as a music machine operator, thank you sincerely for your open letter to the unworthy article appearing in the Reader's Digest.

In my humble opinion this once highly respected magazine has hit a new low in journalism. In its zest for sensationalism without proper investigation, it has put itself on a level with the many smear sheets which inevitably go out of existence with time.

(Signed) Major Mohr
South Bay Music Company

Talk Dime Play

Continued from page 81

ciation movement, since a strong organization helps improve the financial condition of its members. Mitnick told of the benefits to be attained legislative-wise and explained about the Music Operators of America, Inc., and its effective work in Washington.

The attention of members was called to the unfairness, particularly to the operator with only a few machines, of the flat rate of assessment and the difficulty of collecting an equal amount from all members, irrespective of size. It was voted that as of December 1, the monthly assessments be abolished. After that, dues will be set at 42 cents per machine per month.

President Baker received the members' congratulations on being elected to the board of directors of MOA and told of his conference in Chicago with the officials. He recounted some of the activities in which the organization was engaged and pointed out the many ways in which the MOA is helping operators all over the country. Baker said MOA President George A. Miller hopes to attend an early meeting and that literature and application forms would be available at the next meeting. He urged members to join the national organization.

Radio Program

It was announced that Boston Radio Station WYDA would rebroadcast each Sunday night at 10 p.m. the weekly radio show "National Juke Box," sponsored by MOA. The station has made available stickers which members will place on their machines immediately.

Lucas Foster, executive director of MMOA, reviewed the action taken by the 1955 Massachusetts Legislature in amending the Sunday law as a result of which the Department of Public Safety has abolished the license fee for motion pictures, radio and television, but has retained the fee for live entertainment and juke boxes. He told of working to introduce legislation to remove the discrimination against music machines and said that this would be one of the association's most important projects.

It was announced that the United Cerebral Palsy Association was seeking a used 40-selection machine for its recreation center here. Several offers were received, and Ralph Lackey, of Karel Music, Roxbury, took care of the request with a Wurlitzer 750.

New Members

It was voted that the association's Code of Ethics be framed and sold to members. This is to cost about \$1. Five new members were accepted for membership at the meeting. They are: Fred Koufous, Fred's Music, Roxbury; Renato Faini, Ideal Amusement Company, Inc., Framingham; Harry Deshowitz, K&D Vending Company, Medford; George Marks, Wabau, and John Fiore, Northern Amusement, Boston.

The next meeting was scheduled for December 8 at the Beaconsfield.

Nebraska Meet

Continued from page 81

president of Fremont's Chamber of Commerce and a public executive of a local firm. Ilgenfirtz will discuss the need for public relations in all industries and the benefits accruing from sound programs.

Howard N. Ellis, secretary-treasurer of the association and an executive of Music Operators of America, will report on the recent MOA meeting held in Chicago.

During the banquet a juke box will be donated to the Trinity Lutheran School by Ted Nichols, president of the association. The donation is a part of the organization's public relations program which calls for a juke box donation at every meeting.

Distributors at the convention were Harold Lieberman, AMI, who is also slated to talk to operators at tomorrow's meeting; Hymie Zorinsky, Rock-Ola; Phil Moss, Seeburg, and Bill Mashek, Wurlitzer.

George A. Miller, president of MOA, was also expected at the business meeting.

Steps in DeeJay-Op Tie-In

Continued from page 81

all the programming information would be sent to him every week, that he could be reasonably sure that records that were hard to get would be made available to him thru the local association, and that should he ever want a juke box for a back drop on one of his programs, the operators would see to it that he would have one.

Montooth and Coy also worked out the idea of checking with each other on hunch tunes, both plugging the tune. In turn for these operator benefits, Coy began pointing out on his program that the music he played was also being featured on local juke boxes.

A five-point check list, which if followed by operators would go a long way in setting up promotional tie-ins with deejays, was outlined by Montooth:

1. Call or visit the local disk jockey. Set up friendly relations, explain how operators buy their records, how they use popularity meters.
2. Offer to help the disk jockey.

Secure records for him that are hard to get thru regular channels and that are no longer being distributed.

3. Stimulate interest in juke boxes used as backdrops for a radio or television programs. If operators belong to an association they can take turns supplying the disk jockey with equipment.

4. Tell the juke box history. Point out the need for good public relations, stress how little is known about the industry and how interesting it is.

5. Work out programming details. Supply the deejay with operator information, ask about hunch tune selections plugged by both radio and juke box.

Larry Ash Joins Active Amusement As Sales Staffer

PHILADELPHIA, Dec. 3.—Joe Ash, president of Active Amusement Machines Company, Wurlitzer distributor here, announced this week that his son, Larry, had joined his firm's sales staff.

His territory, Ash said, would be South Jersey, Delaware and Eastern Pennsylvania. Larry joins Active Amusement following a two-year stint in the Army. He is a graduate of Penn State.

Ash said that his son would begin covering his territory immediately following a service course at Active's headquarters here.

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Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

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Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

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Business Opportunities

COIN RADIOS AND TELEVISION — BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. ja14

Parts, Supplies & Services

COIN-OPERATED TIMERS — ELECTRONIC, automatic; no buttons to push or mechanical lever to wind; adaptable for television, washing machines, dryers, radios, hair dryers, irons, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City ja14

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedeo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcus 7-1448.

STANDS FOR BULK VENDORS, \$3 EACH. Remit 50%, balance c.o.d. Stanley Hyman, 1172 Hoe Ave., Bronx, New York.

Routes for Sale

JUKE, BINGO, BOWLER ROUTE, SOUTH-west, five thousand down, worth price asked; reason, health. Box M-132, c/o Billboard, Cincinnati 22, Ohio. de17

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines \$5 up. Established over 28 years. MACK H. POSTEL, 2952 Milwaukee Ave., Chicago 18, Ill.

ADVANCE MACHINE OPERATORS—Machines and Merchandise at rock bottom prices; immediate shipment. McDonald Distr. Co., 2416 Davis St., Dallas, Tex. de17

CIGARETTE MACHINES—330 NATIONALS 270 capacity King size column, 25¢ or 30¢ operation, completely shopped-refinished, \$75. 1.3 deposit, balance c.o.d. Automatic Service Co., 230 Dithworth St., Pittsburgh 11, Pa.

CIGARETTE MACHINES—DU GRENIER, 7 col. S, \$45; 7 col. V, \$50; 9 col. W, \$55; Rowe Imperial, 6 col., \$45; 8 col., \$50; Unedapak 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 6-4244. ch-14n

EXPERIENCED MECHANIC WANTS JOB with reliable company. Coin machine experience twenty (20) years, route or shop work. Write or call A. F. Stephey, 755 Oak St., Huntington, Ind. Phone 1121. de31

FOR SALE—JUMPIN' JACK, \$25; SHOW Boat, \$35; Tahiti, \$65; Rio, \$75; Wurlitzer Wall Boxes, \$5 each; all types of Pinballs and used Cigarette Machines. Write Frank Guerrini, 1211 West 4th Street, Lewisville, Pennsylvania. de17

FOR SALE—ONE MILLS MODERN PENNY Scale; like new, never used outside, ivory color, price \$50. J. E. Morrison, Flanagan, Illinois.

PENNY ARCADE FOR SALE—COMPLETE front to back, sixty-five machines, thirty by sixty top, International tractor and thirty-two foot low boy trailer. Box M-133, c/o Billboard, Cincinnati 22, Ohio. de17

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders, DAV razor blade venders, Advance 23C's National #5, National #13 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

NATIONAL SANITARY SALES

Dept. B-8, 4397 W. Lawrence Av., Chicago 36 Ill.

SPECIAL SALE, 4 STANDARD METAL Typers, \$149.50 each; 2 Harvard types, \$49.50 each; 22 Ammunition Gallery 10¢, \$99.50; 1 R. C. Cola Scale, \$35; Comb Venders, \$10 each; Perfume 10¢ Atomizer, \$10 each; 10 Bar-B-Q Almonds, 10¢, \$20 each; 5 Oak Ball Gum, \$5 each; 5 Hunter's, \$10 each. Kiddie rides, Atomic Jets, \$100; Boats, \$75; Deco Hydraulic Ranger, \$150. All created, guaranteed nicely refinished and ready. Florida Music Co., 4717 Edgewater Drive, Orlando, Fla.

VENDING MACHINES, PARTS, ALL SUPPLIES, Ball Gum all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk. Panned Candies, 1¢ Hershey's, 320 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. ja5

WANT RELIABLE PROMOTIONAL SALE ORGANIZATIONS

Patent "Non Coin" hot nut displays. Colorful, has action. Perfume Vendors, 25¢, solid pack, purse size, new! IQ 1¢ Ticket Vender, locations everywhere; sell in direct routes to new operators. Buy samples. Drop slip under label. Write for set-up.

COPPERITE, INC.

74 W. WASHINGTON CHICAGO

1¢ SCALES, LINCOLN OR EXCELLA, \$40. Lowboy size, beautiful porcelain on cast iron, ex to operate; other makes also, 5 kinds of counter games, \$12.50. Tom Osborn, 635 Klawer, Toledo 9, Ohio.

10 PHILADELPHIA TOBOGGAN SKEEBALL Alleys and 32 Poker Tables, late models for sale. Robert Pearlman, 33-34 Crescent Street, L. I. C. 6, N. Y.

100 LIKE NEW PACKARD BAR BOXES and Brackets, 5¢ or 10¢ play, \$10 each or entire lot for 1 Seeburg Model G Phonograph. Modern Music, 3348 Euclid, Cleveland, O. de31

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. ja7

WANTED — BINGO AND SHUFFLE Mechanics; good pay and good working conditions. Persons must be sober and furnish references. Write Box 813, The Billboard, Chicago, Ill. ja19

WANTED—50 LATE MODEL SEEBURG 100 Wallboxes, Seeburg Model B-C or G Phonographs. Modern Music, 3348 Euclid, Cleveland, Ohio. de31

USE THIS HANDY FORM TODAY

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 money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

- Next 6 issues Next 4 issues Next 3 issues Next issue only

\$ _____ Payment enclosed

Name _____

Address _____

City _____ Zone _____ State _____

Federal Court Decision Hits At Monopoly in Cig Vending

CMA, Rowe, Local 805, Forbes and 7 Others Fined \$104,000 in N. Y.

NEW YORK, Dec. 3.—The Anti-Trust Division of the U. S. Justice Department Wednesday (30) struck a telling blow at monopoly in the cigarette vending field when fines totaling \$104,000 and two jail sentences, both suspended, were levied against the Cigarette Merchandisers' Association, Inc., five corporations, a labor union and five individuals.

Fines and sentences were handed down by Judge Edward Weinfeld in Federal Court here after the defendants had pleaded nolo contendere charges of monopolizing

the sale and distribution of cigarettes thru vending machines in the metropolitan New York area.

Matthew Forbes, CMA executive director, was fined \$10,000 and given a six-month suspended sentence; Gustave Stern, president of Cigarette Service, Inc., was fined \$2,500; Jackson Bloom, secretary-treasurer of the United Tobacco Corporation, was fined \$2,500, and Louis Price, secretary-treasurer of County Enterprises, Inc., was fined \$1,500.

Heaviest fines, \$15,000 each, were levied against CMA; the Rowe

Cigarette Service, Inc.; the United Tobacco Corporation and the Herald Vending Corporation.

Other fines were: Milton Holt, secretary-treasurer of the Confectionery and Tobacco Drivers and Warehousemen's Union, Local 805, AFL, \$1,500 and a three-month suspended sentence; Local 805, \$3,500, and County Enterprises, \$7,500.

The indictment was handed down by a Federal Grand Jury on April 28, 1954, and the defendants were arraigned two weeks later. The only other action taken between that date and the handing down of Judge Weinfeld's decision was a bill of particulars filed by the government on August 11, 1955.

Charge Conspiracy

According to the indictment, the defendants had conspired since 1936 to monopolize the cigarette vending machine business so as to

(Continued on page 85)

A.B.T. Sold to Illinois Auto Hardware Mfr.

• Continued from page 78

from a manufacturing point-of-view dovetailed nicely with A.B.T. operations, and it is hoped that in the near future volume can be obtained to satisfy the growing demand for A.B.T. products."

3-Year Study

For the past three years officials of the Rockford firm have been studying the potential of the coin-operated machine field, he stated, and at one time seriously considered the manufacturing of vending machines.

"There are unlimited opportunities in this industry," Atwood asserted. "It is expanding rapidly, and there is a growing demand for new equipment capable of vending many items sold thru grocery, drug and department stores."

He singled out the need for a coin device to handle 50-cent pieces, and the need for wider range change makers.

Other Products

Atwood, in addition to its automobile hardware, produces trailer parts, bicycle accessories and stampings. It has plants in Rockford and Stockton, Ill.; Detroit, and the Lake Simcoe Industries, Ltd.,

Beaverton, Ont., an affiliate company.

The company employs about 1,400, and utilizes in excess of 800,000 square feet of floor space.

A closed corporation, the firm was founded by Seth B. and James T. Atwood in 1909. The latter is chairman emeritus, and Seth B. is chairman of the board.

The firm's name originated thru the fact that it originally manufactured stationary hotel and apartment-type vacuum cleaners. However, since 1913 it has primarily been a stamping and hardware supplier to the automotive and truck industries.

A.B.T. is one of the leading manufacturers of automatic merchandising mechanism, including slug rejectors, coin changers, accumulators, coin chutes and a variety of accessories for amusement games and vending machines. It also makes a coin-operated shooting gallery, the Rifle Sport.

In 1920 the firm moved to Memphis, and five years later came to Chicago where it occupies a three-story building with 50,000 square feet of floor space on the West Side. It employs about 150 people.

Union News Installs Vendo Hot Food Unit

NEW YORK, Dec. 3.—The first Vendo hot food vender in the New York area went on location Friday (2) at the Long Island Railroad's workyard in nearby Morris Park. Operator is the Union News Company.

Bob Arnold, Union News vending executive, said that three soups, vegetable, tomato and chicken, will be tried at the outset. He added

that the firm will experiment with soups and such solids as stews and hashes.

The Vendo machine, which was exhibited for the first time at the 1955 convention of the National Automatic Merchandising Association in Chicago, dispenses eight-

(Continued on page 97)

Snively Shifts Sales Office To Fla. City

NEW YORK, Dec. 3.—The sales headquarters of Snively Groves, Inc., was shifted from here to Winter Haven, Fla., Thursday (1), Paul Sullivan, Snively sales executive, announced.

Sullivan will not make the move to Winter Haven, tho. The veteran vending executive said he would remain in the New York area and announce his plans later.

R. W. Johnson, Snively vice-president, will handle sales from Winter Haven. The move was made to centralize the operation.

W. Germany Looks to America for Vending Techniques and Equipment

Coinmen Will Comprise Operator Nucleus; Manufacture of U. S.-Type Machines Likely

NEW YORK, Dec. 3.—Vending operations, American style, may soon be introduced in Western Germany. Altho automatic merchandising is not new in Central Europe, and altho the Germans are ahead of American coinmen in many respects, the operator system we have here is in its infancy in the Bonn Republic.

Prime differences are the type equipment used and the purpose of automatic merchandising itself. In this country, most vending equipment is operator owned and

is limited largely to in-plant feeding and impulse items. Industrial locations are probably the most important stops. Equipment is often high-capacity machines capable of delivering nationally advertised items in rapid succession.

In Germany, automatic merchandising is more often than not another selling arm of the retailer. Shops own the equipment—generally Wittenborg-type units—and leave the machines in front of the stores to catch after-closing sales. The man who may do a lot to

MERCHANDISE OUTLETS

Unit, Item Changes Key to Bulk Op \$\$

By HAL REVES

DETROIT, Dec. 3.—Rotation of equipment and product is a key factor in the successful operation of Carl Hill, founder of the Hill Vending Service, one of the major bulk machine operators in this area. "Changing machines around frequently helps keep sales up," Hill stated, "as does the change in products. Wherever possible we try to build an outlet's sales to where it will support three types of venders—ball gum, charms and capsules."

In other words, we merchandise locations to build sales. Shifting equipment is a standard practice of mine when volume begins to

drop off. Changing venders and products in my opinion brings a freshness of appeal to patrons."

Hill Vending Service today has more than 300 bulk venders on location in suburbs in Macomb County, adjoining Detroit, and about 50 straight gum machines in the Motor City. About 250 vend ball gum and charms, and 50 contain capsules only.

Sales Incentive

Typically of Hill's operations is the fact that when a ball gum vender with charms has been on location for some time he will replace it with a nickel capsule unit or with ball gum only.

(Continued on page 87)

Hawkeye, Victor to Hike Prices; 8 Mull Increases

CHICAGO, Dec. 3.—Price increases ranging from 75 cents to \$1 per unit effective in January were announced by two manufacturers of bulk vending machines this week.

The price hike was necessitated by the recent increase in the cost of metals and other materials along with the cost of labor, the companies reported.

A number of other firms contacted by The Billboard said no increases were contemplated, but indicated prices may be upped within the next six months.

F. A. Wittern, president, announced the Hawkeye Novelty Company, of Des Moines, would increase the price of its bulk vender \$1, effective January 1. The new price will be \$12.85 f.o.b. factory.

Effective January 16 Victor Vending Corporation, of Chicago, will increase the costs of its five models \$3 per case of four machines, or 75 cents per unit, according to Harold M. Schaefer, president.

The new prices in case lots of less than 25 will be \$53 for the 5-Star Baby Grand and Standard Topper models; \$60 for Topper Deluxe; \$74.80 for the Super V, and \$61 for the King Size Topper Deluxe, f.o.b. factory.

Because of its inventory of bulk machines and the firm's purchase of materials before the recent price increase in steel, H. K. Hart Confection, Inc., Union City, N. J., hopes to maintain its current cost for at least six months, according to

(Continued on page 90)

NVA Sets '56 Conclave Plans; Names 7 Chairmen

CHICAGO, Dec. 3.—Members of the National Vendors' Association convention committee laid the ground work this week for the 1956 conclave and exhibit.

The committee decided to hold the four-day convention at the Morrison Hotel here May 10 thru May 14. The convention theme will be "Vendorama of 1956."

Seven committee chairmen were selected, with 41 members named to assist in setting up and carrying out the program.

Extensive space has been reserved for exhibits by machine manufacturers, distributors, auxiliary equipment suppliers as well as those of candy, gum, nuts, charms and capsule firms.

Tentative plans for the opening

of the convention include a cocktail party and a buffet dinner and dance, Paul Crisman, of King & Company, Chicago, convention chairman, announced.

Jane Mason, of Leaf Brands, Inc., Chicago, was named convention secretary, with Moe Mandell, Northwestern Sales & Service Company, New York, president of NVA, as ex-officio member of all committees.

Other committee chairmen and members include:

Reservation: Bob Kantor, Confection Specialties, Inc., Chicago, chairman, and Jack Nelson, Logan

(Continued on page 86)

Central Ready On Conversion

PHILADELPHIA, Dec. 3.—Bill Goldberg, head of Central Vending Machine Service Company here, announced that the firm is now producing two-price conversions for Uneeda-Pak, Rowe, National and DuGrenier cigarette venders. Conversions will allow the operator to vend at 25 and 30 cents.

Goldberg said the firm's policies will continue as they were before the recent death of his partner, Herman Wolfe. Central rebuilds, refinishes and repairs all types of automatic merchandising equipment, specializing in cigarette and candy machines.

In addition, Central is setting up an experimental division for the purpose of working with product manufacturers in designing new types of vending equipment.

Pecan Crop Up Slightly

Pecan production is estimated at 91,550,000 pounds, 1 per cent above the short crop of last year, but 35 per cent below average. Most Southern States have short crops this year. Oklahoma expects to produce about a third of the total U. S. crop.

IMPORTED HARMONICAS
 "New low priced imported Harmonicas—exclusive with Guggenheim."
 Only \$8.75 per M.
 F.O.B., N. Y. C.
 At your distributor or . . .
Guggenheim
 33 UNION SQUARE
 N. Y. C. 3, N. Y. • AL 5-8393

RECONDITIONED VENDORS
 All Machines Completely Checked and Ready for Location—Order With Complete Confidence.
BULK VENDORS
 Silver King 1c or 5c.....\$ 8.50
 Victor V—Cab type..... 8.50
 Victor V—Globe type..... 8.50
 Acorn 5c..... 10.00
 DuGreiner, 4 Col..... 14.50
 DuGreiner, 6 Col..... 17.50
 Mills, 6 Col..... 17.50
 1/2 deposit, balance C.O.D.
RAKE
COIN MACHINE EXCHANGE
 609-A Spring Garden Street
 Philadelphia 23, Pa.
 LOmbard 3-2676

ADVANCE SANITARY VENDOR
 The Finest for Vending Flat-Pack Products
 Here is a durable, reliable, sanitary vendor . . . with the many exclusive features which have made the Advance name a symbol for the best in vending.
 Accommodates flat packages up to 1/8" by 2" by 3 1/4" . . . has separate cash box . . . Advance coin detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1c, 5c, 10c or 25c operation.
 For Details and Prices Write, Wire, Phone Today.
J. SCHOENBACH
 Factory Distributor of Advance Vending Machines
 1645 Bedford Ave., Brooklyn 25, N. Y.
 PResident 2-2900

PLASTIC & PLATED FILL CHARM MIX
 50% Plastic—50% Plated
 Consisting of . . .
 Over 255 different CHARMS, Series #2 and Series #3 Plastic
 PLUS
 Copper & Silver Plated Series #2 and Gold Vacuum-Plated Sports Charms—Series #8.
\$2.10 F.O.B. JAMAICA, N. Y.
 PER 1,000 Or at Our Distributors
 What recommends this for your buying is:
 (1) Tremendous Variety of CHARMS
 (2) Variety of Plastic, Copper, Silver and Gold Plating
 (3) Low Price
 (4) One Purchase Gives You Your Low-Priced Plastic and Plated FILL MIX.
SAMUEL EPPY & CO., INC.
 91-15 144th Place
 Jamaica 35, L. I., N. Y.

Court Decision
 • Continued from page 84
 exclude independent operators. The government contended that 14 per cent of all cigarettes sold in the New York area are dispensed thru vending machines, and CMA members account for 95 per cent of these sales.

At the time of the indictment, the government said, this amounted to 90,000,000 packs annually at an approximate retail value of \$21,000,000. The defendants were said to operate 17,000 machines in the metropolitan area.

Enforcing Arms
 The suit charged that the operators and CMA used Local 805 to enforce and police a conspiracy by compelling members of the association to conform with the by-laws or face picketing or boycott.

Altho four counts of the Sherman Anti-Trust Law were cited, all charges were basically the same—that the defendants conspired illegally in an unreasonable restraint of interstate trade and commerce.

Among the specific charges were that the association allocated locations and forced members to conform to its ruling by boycott.

Refused Service
 Local 805 was charged with picketing members who refused to conform, refusing service to non-members and members who refused to abide by allocations.

The association was organized in 1936 and had 60 members at the time of its founding. It is bargaining agent for its members in negotiations with Local 805.

Hudson to Bow Hot, Cold Cups For Vend Field

NEW YORK, Dec. 3. — Cup manufacture for the vending industry will figure heavily in the 1956 plans for the Hudson Pulp & Paper Corporation, a 59-year-old firm currently making napkins, gummed tape and multiwall bags.

This summer, Hudson plans to set up a paper cup and container division, with manufacturing facilities in the New York area. Hot and cold cups for vending will be made.

William Mazur, Hudson president, predicted the firm would move swiftly toward a contending position in the nation's \$300,000,000 paper cup and container industry.

Other items to be made will include ice cream containers as small as four-ounce capacity, and in-plant feeding containers for soups and casserole dishes.

The New York plant will be set up as a pilot operation, with other production sites to be selected later.

A REAL SENSATION IMPORTED JUMPING FROG
 Looks like a frog—jumps like a frog, jumps over 12" in air. For 1c Vendors. Packed 2 Gr. to Box, Only \$1.50 Gr. Prepaid Shipment.
 Write for Free Sample.
Ohio Gum Supply Corp.
 WICKLIFFE, OHIO

POPPERETTE
 FULLY AUTOMATIC POPCORN MACHINE
 • POPS FRESH FRAGRANT POPCORN ON INSERTION OF COIN
 • GLASS BOWL ON TOP FOR RAW CORN RESERVE
 • AUTOMATICALLY SEASONED
 • 10c PLAY • BIG PROFIT MARGIN
 • 5 FEET 5 INCHES HIGH
 TERMS: 1/2 deposit with order, bal. C.O.D. PRICE **\$149.50**
 Write, Wire or Phone
MAYFLOWER DISTRIBUTING COMPANY
 2218 UNIVERSITY AVE. ST. PAUL 4, MINN.
 Midway 6-7091

HEADQUARTERS
BULK VENDERS CHARMS SUPPLIES
 • LOW PRICES
 • LARGE INVENTORY
 • ALL YOUR NEEDS ON HAND
 Ball Gum • Bulk Candies • Victor Machine Parts • Stands • Brackets • Largest Selection of Charms • All Orders Shipped Same Day Received.
 Now 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 samples sent on request.
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

oak's GOLDMINE
TAB GUM MACHINE
 the revolutionary Gold Mine is Oak's new streamlined, 10 column Tab Gum Machine. It vends not only tab gum, but also charm candies.
 Gold Mine is built and guaranteed for mechanical perfection by Oak, the world's largest manufacturer of precision-built bulk vending machines.
oak MANUFACTURING CO., INC.
 11411 Knightsbridge Ave., Culver City, Calif.
 EASTERN OFFICE: PENNY KING CO. 2538 Mission St. Pittsburgh 3, Pa.
 WESTERN OFFICE: OPERATORS VENDING MACHINE SUPPLY 1023 S. Grand Ave. Los Angeles 15, Calif.

ANNOUNCEMENT TO THE TRADE:
Sincerest Thanks to all our friends who sent their kind condolences on the death of my late partner
HERMAN WOLF
 I wish to extend my assurances that CENTRAL VENDING will continue to give the same fine service as in the past.
 You can look to Central Vending for the best in quality and prices.
BILL GOLDBERG
CENTRAL VENDING MACHINE SERVICE CO.
 3967 Parrish St., Philadelphia 4, Penna.
 BAring 2-8710

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

ATTENTION, VENDING OPERATORS!!!
 DuGRENIER CANDYMAN 72 BAR CAP.
 Uneeda Vending Service is instituting a new policy in this issue of Billboard. Check all information in this ad and future ads for terrific new benefits on equipment.
CIGARETTE MACHINE CONVERSIONS IMMEDIATE DELIVERY
 on 25c and 30c Coin Mechanism Conversions for:
ROWE IMPERIALS, ROYALS, PRESIDENTS, CRUSADERS | **NATIONAL** 930, 950, 750, 9A
 Also Available:
 • ROWE PRICE DIFFERENTIAL BARS • NEW CIGARETTE MAGAZINES (Containers) for all Rowe and National Machines. Will vend King Size & Reg. in all Cols. TERMS ARRANGED—WRITE FOR INFORMATION.
CIGARETTE VENDORS
 National Model 9A, 9 Cols., 370 Cap. \$125.00
 National Model 930, 9 Cols., 270 Cap. 110.00
 National Model 750, 7 Cols., 270 Cap. 125.00
 Lehigh PX, 10 Cols., 300 Cap. 125.00
 Lehigh PX, 8 Cols., 240 Cap. 115.00
 DuGreiner Champion, 9 Cols., 370 Cap. 100.00
 Uneeda Model E, 6 Cols., 180 Cap. \$ 75.00
 Uneeda Model A, 8 Cols., 240 Cap. 90.00
 Uneeda Model 500, 9 Cols., 350 Cap. 100.00
CANDY MACHINES
 Stoner Candy Prewar, 160 Cap. \$135.00
 Rowe 5c Gum & Mint Vendor, 7 Cols., 175 Cap. 32.50
 Rowe Candy Merchant, with changemaker, 7 Cols., 158 Cap. 165.00
ALL EQUIPMENT UNCONDITIONALLY GUARANTEED, COMPLETELY RECONDITIONED AND REFINISHED
 We have a tremendous stock of "AS IS" Equipment. In good condition but not rebuilt or refinished.
 Check this list of terrific values!
ROWE CIGARETTE VENDORS
 Imperial, 6 Col. \$32.50
 Imperial, 8 Col. 35.00
 Royal, 6 Col. 32.50
 Royal, 8 Col. 35.00
 President, 8 Col. 57.50
 Crusader, 8 Col. 65.00
 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, 10c & 15c 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.
Uneeda VENDING SERVICE, INC.
 "The Nation's Leading Distributor of Vending Machines"
 250 Mesardale Street • Brooklyn 6, N. Y. • HEGeman 3-6295

EMPTIES MACHINES FASTER!



LEAF Rain-Blo BALL GUM

NEW! Red-Hot "Ball of Fire" Bubble Gum!

BERNARD K. BITTERMAN
47-09 E. 27th St.
Kansas City, Missouri

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:

5-STAR BABY GRAND
Less than 25 cases, \$53.00 per case of 4. 25 cases or more, \$51.00 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.

All prices F.O.B. Chicago.
Expand your routes now!
See your nearest Victor distributor.

VICTOR VENDING CORP.
5711 W. Grand Ave. Chicago 39, Ill.

VICTOR STANDARD TOPPER



Case of 4 **\$50**

SPECIAL!
4 Standard TOPPERS, plus 25 lbs. of GUM, plus 1,000 CHARMS. **\$60**

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.

PIONEER VENDING SERVICE
590 Albany Ave., Brooklyn 3, N. Y.

TOPS IN EYE APPEAL



"KNUCKLE DUSTERS"

This is the best number to hit the market in a long, long time. These brilliant transparent stones in bright assorted colors create terrific eye appeal—featuring the largest stones ever used in any rings.

GUARANTEED TO EMPTY YOUR MACHINES!!!

\$17.75 per M Assorted Settings

For All Types of Vending

IMMEDIATE DELIVERY!

Stickers available . . . contact your local distributor, or:

paul a. PRICE co. inc.
55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-A

NAMA Chairmen Appointed

Continued from page 84

waukee, was named chairman of the finance and convention exhibit sales committees.

J. Richard Howard, Howard Vending Service, Inc., Indianapolis, is chairman of the automatic merchandising directory committee, with Henry Davidson, Davidson Bros., Los Angeles, heading the advertising sales group. Aaron Goldman, the G. B. Macke Corporation, Washington, is chairman of the constitution and bylaws committee.

Convention Exhibits

William C. McConnell Jr., Automatic Merchandising Corporation, Medford, Mass., was named general chairman of the convention and exhibit group; Mrs. Raymond Scheuer, Vendomat Corporation of America, Baltimore, heads the ladies' activities committee. William Courtney, Automatic Refreshment Service, Youngstown, O., is chairman of the program committee, and Wallace T. Collett, W. W. Tibbals Company, Cincinnati, vice-chairman. William Sedy, Lily-Tulip Cup Corporation, New York, heads the trade show advisory committee.

Other committee chairmen include Eric W. Dunn, New York, European liaison; Aaron Goldman, the G. B. Macke Corporation, Washington, government liaison; Louis Risman, Mystic Automatic Sales Company, Medford, Mass., labor relations; John J. Mahoney III, Carolina Vending, Inc., Charleston, S. C., emp' ee standards.

Norval B. Rader, Automatic Canteen Company of America, Chicago, legislative; Elmer F. Pierson, the Vendo Company, Kansas City, Mo., manufacturers' division; W. S. Fishman, Automatic Merchandising Company, Chicago, John S. Mill Memorial; Frank Chinelli, Capital Vending, Inc., Lansing, Mich., operator accounting; Raymond Scheuer, Vendomat Corporation of America, Baltimore, operator insurance.

Alex Izzard, the Vendo Company, Kansas City, Mo., public relations; M. C. Bush, Beach-Nut Packing Company, Canajoharie, N. Y., regional meetings, and Arthur J. Nolan, Dixie Cup Company, Easton, Pa., sanitation, with Charles H. Brinkman, Rowe Manufacturing Company, N. Y., vice-chairman.

Bldg. Maintenance

Ernest J. Fox, Austin Packing Company, Inc., Baltimore, is chairman of the membership building and maintenance committee. Vice-chairmen are Jack Burlington, the Vendo Company, Kansas City, Mo.; H. J. Foster, the Bert Mills Corporation, St. Charles, Ill.; Jack Hopson, Rowe Manufacturing Company, New York, and E. N. Thomas, Curtiss Candy Company, Chicago.

Meyer Gelfand, the G. B. Macke Corporation, Washington, is chairman of the military liaison committee, and T. F. Nance, Nance Wholesale Confections, Inc., Sanford, N. C., vice-chairman.

NVA Sets Conclave Plans

Continued from page 84

Distributing Company, and Sam Schnayer, Circle R Distributors, both of Chicago.

Program: Rolfe Lobell, Leaf Brands, Inc., Chicago, chairman, assisted by Roy Becker, Roy Becker Vending Service, Berkeley, Mo.; Everett Graff, Graff Vending Supplies, Dallas; Harry Bell, Lawndale Candy Sales, Chicago, and Warner Smith, Warner C. Smith Associates, Dallas.

Publicity: Sam Eppy, Samuel Eppy & Company, Inc., Jamaica, N.Y., chairman, assisted by Les Hardman, Penny King Company, Pittsburgh; Paul Price, Paul A. Price Company, New York; Bob Guggenheim, Karl Guggenheim, Inc., New York; Ray Greiner and Ralph Atkinson, Northwestern Corporation, Morris, Ill., Meyer Abelson, Oak Sales Company, Pittsburgh; Bill Falk, Plastic Processes, Inc., Freeport, N.Y.; Harold M. Schaefer, Victor Vending Corporation, Chicago, and Sid Bloom, Oak Manufacturing Company, Culver City, Calif.

Exhibitor: Tom King, King & Company, Chicago, chairman, and Bert Fraga, Standard Specialty Company, Oakland, Calif.; Bernard Bitterman, Kansas City, Mo.; Sam Eppy, Samuel Eppy & Company, Inc., Jamaica, N.Y.; Randy Cooper, Atlas Distributing Company, Atlanta; Irv Merrick, Con-

fection Specialties Company, Pittsburgh; Max Hurvich, Birmingham Vending Company, Birmingham; Hamilton Peck, Master Sales & Service, Dallas; H. B. Hutchinson Jr., Atlanta; Wallace Jenkins, Atlas Manufacturing & Sales Corporation, Cleveland; Kenneth McPhail, McPhail Vending Service, Toronto; Harry Bell, Lawndale Candy Sales, Chicago; Rolfe Lobell, Leaf Brands, Inc., Chicago; Harold Folz, Folz Vending Company, Oceanside, N.Y., and W. J. Weber, Ohio Gum Supply Company, Wickliffe, O.

Registration: Lauretta Cooke, NVA, Chicago, chairman, assisted by Mike and Joe Sparacino, Sparacino Sons, Chicago, and Tony Tortorici, T. T. Vending Sales Company, Chicago.

Policing: R. R. Whitehead, Atlanta, chairman; Myer Abelson, Oak Sales Company, Pittsburgh; Phil Sparacino, S & S Vending, Chicago, and Leonard Quinn, Confection Products Company, Columbus, O.

Ladies' Program: Mrs. Harry Bell, Chicago, chairman, assisted by Mrs. Phil Sparacino, Mrs. Milton T. Raynor, Mrs. Rolfe Lobell, Mrs. Alvin Kantor, all of Chicago; Mrs. Lester Hardman, Pittsburgh; Mrs. Sid Bloom, Culver City, Calif., and Mrs. Moe Mandell, New York.

Germans Eye Yank Technique

Continued from page 84

trial operators and equipment manufacturers have convinced him that the German industrial market for vending machines is a sleeping giant. To date, the humming factories of the Ruhr and the bustling South German plants in Frankfurt, Stuttgart and Munich have seen little in the way of automatic in-plant feeding for employees.

Coffee Breaks

Sommer said the Germans are great coffee drinkers, and both the German factory and industrial systems permit the employees to take frequent coffee breaks. He feels that the introduction of automatic feeding will effect a major time saving for management and will provide food service in plants now going into two and three-shift operations.

Biggest obstacle in the development of U. S.-type vending in Germany is the lack of an operator

system. Sommer feels that juke box and amusement machine operators will provide the nucleus of the vending machine operator corps.

For one thing, the amusement machine industry in Germany is experiencing rough sledding (see separate story, Coin Machine section) and coin and music operators are looking to other fields.

For another, the coinmen have been watching increasing sales in automatic equipment operated by retailers, and they would like to share in the profits.

Cigarette vending doesn't figure in German plans. Big obstacle here is the skimpy profit margin—about 2 cents on 100 cigarettes.

Biggest attractions, feels Sommer, will be coffee and cup drink machines. In coffee, he leans toward a pre-brewed unit. Sirups will pose somewhat of a problem

COINMEN YOU KNOW

Chicago

By KEN KNAUF

INDUSTRY TAKES PART IN NAAPPB SHOW. A large number of coin machine exhibits, and a good crowd of visiting coinmen made the annual National Association of Amusement Parks, Pools and Beaches show at the Hotel Sherman here of top interest to the industry this week.

Among the coin machine exhibitors manning the booths and manufacturers, distributors and operators visiting the show were: Sam B. Goldsmith, John Hess, George Young, Al Blendow and Ernest Topper, Capitol Projector Corporation, New York; V. Van Nattan, Ray Cooley, Mari Foster, Auto-Photo Company, Los Angeles; Elmer Schmitt, Gil Kitt, Chicago; Lucian Isovich, Auto-Photo of Canada; David Rosen, Philadelphia, Albert Simon, New York.

Sam Lewis, Frank Mencuri, Chester Gore, Ed Hall, Exhibit Supply, Chicago; George George, Cleveland; Art Weinand, Harry Stern, Williams Manufacturing Company, Chicago; Max D. Levine, Jack Firestone, Scientific Machine Corporation, Brooklyn; Mr. and Mrs. Henry Grauf, Henry's Playland, Seaside Heights, N. J.; Milton Tone, Bayonne, N. J.; Herman Bakerman, Point Pleasant, N. J.; Avron Gensburg, Ralph Sheffield, Al Warren, Steve Cordek, Genco Manufacturing & Sales Company, Chicago.

John Allen Sr., John Allen Jr., Noel Jannotta, Ed Schmid, Philadelphia Toboggan Company, Philadelphia; Hemert Klein, Mr. and Mrs. William Rabkin, Bill Delvos, Matthew Fauvell, International Mutoscope Corporation, Long Island City, N. Y.; Henry Barnas, Andrew Wierdah, Standard Metal Typer, Inc., Chicago; Lou Berger, L. B. Himes, Bill MacEvoy, Ralph Bloom, Pat Hurley, Harvard Automatic Machine Corporation, Lorain, O.

Roy P. McGinnis, Paul Huebsch, Bill Coan Jr., Tom MacCormack, J. H. Keeney & Company, Chicago; Mike Munves, Joe Munves, Mike Munves Corporation, New York; Alan Hawes, Alan Hawes Manufacturing & Display Company, Atlanta; Gunny Lawrence, George (Dan) Ash, A. & L. Kiddie Rides, Kenosha, Wis.; Harry Atwood, Bill Troy, At-Roy Amusement Company, Dania, Fla.

Milton Marmer, Marmer Distributing Company, Cincinnati; Herb Perkins, Purveyor Distributing Company, Chicago; Isadore Edelman, Edolite Products, Detroit; Ted Kruse, Chicago; Joseph Karras, Michigan City, Ind.; George Kozy, A.B.T. Manufacturing Corporation; Don Moloney, Donan Distributing Company; Al Pierz, Chicago.

New York

By AARON STERNFIELD

MOVING WEEK. It's getting so you can't tell the distributors without a scorecard. Here's the latest on who's where on 10th Avenue:

The New York branch of Seacoast Distributors, headed by Bob Slifer, is closed, with all operations out of the main office at Elizabeth, N. J. Joe Young and Abe Lipsky have moved their Wurlitzer distributorship to 575 11th Avenue and plan to hold an open house in two weeks.

Meanwhile Dave Simon is moving into the old Young Distributing Company quarters. . . . To complete the picture, Murray and Bill Weiner, representatives of Eastern Electric, move into the quarters vacated by Seacoast.

Bill Bye, former Wurlitzer district sales head, will handle Luncho-mat sales for Eastern Electric. . . . Al Simon reports the Chicago Coin Automatic Pool is a strong seller. . . . Max Levine's Scientific Machine Corporation won first prize for exhibits at the recent convention of the National Association of Amusement Parks, Pools and Beaches.

Ed Murach, executive director of the New Jersey Automatic Merchandising Association, announces that the organization will hold its annual banquet at the Terrace Room of the Mosque, Newark, N. J., March 24.

Harry Berger, West Side Distributors, is in production on the Buccaneer conversion for Empire, Chiefs, Fifth Avenues and Royals. The conversion holds strikes and spares as in standard bowling. Scoring backboard features a pirate ship with skull and crossbones. Price is \$79.50 and production is running 15 a day.

Morris Rood, Runyon Sales, says that pool table sales are going well, particularly to New Jersey and Long Island operators. . . . Bernie Boorstein, Leslie Distributors, reports business is on the upswing.

Salt Lake City

By STAN BOWMAN

MUSIC-GAME FIRM MOVES, EXPANDS. Western States Distributors, holder of the area AMI franchise and dealer in Williams products, moved this month to a new location in the city. Al Nowels, owner, and Johnny Weller, shop foreman, have been busy remodeling. . . . All operators in the area are dependent on new machines, such as the coin-operated pool tables, since pinballs have been banned. A shot in the arm—badly needed—for amusement firms. . . . Wally Moulton, Sun Valley, Idaho, was in town on a buying trip. He left Salt Lake for Las Vegas, where he is contemplating starting a coin machine route.

Bob Bever, sales manager for Dan Stewart Company (Rock-Ola, Williams and United products), reports tremendous earnings on pool tables. Bever left this week to tour Wyoming territories serviced by the firm. . . . Dan Stewart is in Phoenix, Ariz., on a flying business trip. . . . Isabelle Alred, office manager for Stewart, was snowbound in the rugged mountains of Utah. She was on a deer hunt when a sudden storm trapped her group. They lived in a ranger's cabin for three days. . . . Gene Phelps, owner, and Jay Thompson, assistant manager of Amusement Sales Company, Midvale, Utah, put in a word of praise for the coin-operated pool tables.

in Germany. While major American sirup firms have bottling plants in Germany, U. S. sirups are not now available for German vending operators.

Two-Way Traffic

According to Sommer, Germany will be a good customer of American vending machines. But, he added, German manufacturers will soon begin making machines on American patents, paying royalties to U. S. firms.

Sommer indicated that something along these lines may be in the works. He added that the vending relationship between the United States and Germany may be a two-way street, with Germans shipping Wittenborg-type venders to the States.

Currently, said Sommer, the first cup drink venders are being installed in German industrial locations, and coffee machines should follow by early 1956.

BIG SAVINGS

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 Chicle Ball Gum, 130 ct. 34¢ lb.
 Chlor-o-Vend Ball Gum 40¢ lb.
 Chlor-o-Vend Chicks, 320 & 520 ct. 40¢ lb.
 Chicle Chicks, 320 & 520 ct. 36¢ lb.
 Bubble Chicks, 320 & 520 ct. 27¢ lb.
 Tab (short stick), 100 ct. 38¢ box
 5-Stick Gum, 100 packs \$1.90

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Key to Bulk Operator \$\$

• Continued from page 84

"The switch to something different brings a spurt of new business," he claims.

Explaining, he disclosed that when a change is made to straight ball gum vending, the sales appeal is made thru the larger size of the gum ball offered, about 3/8 of an inch in diameter.

"However," Hill continued, "the best way to keep sales up is to add new charms continuously. Ball gum alone does not move very fast, but with charms volume increases about 25 per cent. Still we have to keep changing charms about every month or so."

Hill puts about four different types of charms in a vender at a time. This is to encourage the buyer who has already received one to remain a customer in the expectation that he will receive a different item upon the next purchase.

Popular Items

Big favorites in charms, according to Hill, are the compasses, Davy Crockett rings, small siren rings, pencil sharpeners, miniature playing cards, dominoes and earrings.

The earrings, Hill pointed out, are an important factor in attracting plus sales from feminine patronage as they catch the eye of the girls.

"Always treat the location owner honestly so he will have confidence in you," Hill advised in summarizing his philosophy. "And by the same token deal fairly with the consumer in offering quality merchandise."

Standard commission in the bulk field, and one that usually satisfies the location owner as well as wins his co-operation in helping maintain a vender, is around 25 per cent, Hill said.

"Because of the nature of the bulk vending business," Hill pointed out, "some approximation is usually permissible. To save time, an operator usually gives the outlet owner a lump payment of \$2.50 when the globe is emptied."

Fair Commission

However, if an owner wishes it, Hill said he always makes a check to determine the amount of sales. A globe normally holds \$9 to \$10 worth of ball gum, he said. The \$2.50 is a fair commission in line with the 25 per cent basis.

Declaring he likes the vending business, Hill asserted there isn't any way to get locations except to go out and look for them. Locations, he maintained, are easy to secure if the picture of bulk vending is presented properly.

"Owners like the commission, especially when they see an opportunity to add to income from space that is not being used. However, he warned, operators must learn to appraise a potential outlet, otherwise he can lose his shirt."

Grocery stores are the best locations for bulk venders, in Hill's opinion, with restaurants and soda fountains next, and then gasoline service stations. The latter is es-

pecially a good outlet for both ball gum and capsule machines.

Penny Change

Venders should be spotted near the cash register so as not to interfere with store sales, Hill stated, adding machines so located catches the customer's eye before he has a chance to put his change away. And with sales tax nearly everyone receives some pennies in change.

As to servicing machines, this insight is gained thru experience. Most of Hill's machines are serviced every three weeks except those which have extra high sales and demand extra attention.

Hill indicated that the average gross on his machine is between \$3.50 and \$4 a week on a single unit with the better locations running one-third more. He reported his over-all bulk vending volume up about 15 per cent due to better placing of his venders and thru use of better machines.

Giving an example of what he considers fair in dealing with the consumer, Hill disclosed he places about \$2.50 worth of charms—about 200 pieces—in a machine with approximately 600 balls of gum. Thus it is adjusted to dispense a charm about once in every four sales, which, in his opinion, pleases most customers.

Sell 23 Tons

Buying of charms in bulk is an important factor in making up the ratio for venders. In addition to his bulk operations, Hill is also a distributor. He supplies other operators in the area with charms, capsules and ball gum, and estimates he has sold about seven tons of gum in his own machines this past year. He also estimates he has sold about 23 tons to other operators.

About eight years ago Hill established his own firm which has become a family enterprise. His wife, Rose, handles the books, while his son, Chester, a partner, handles the service operations. Hill devotes most of his time to securing new locations and repairing venders.

In addition to the bulk venders, the firm also has cigarette, coffee and candy machines. Hill has sold routes, but continues to remain in the business thru building up of new outlets.

"There is no limit to business in the vending field," he asserts.

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\$12.00 100 or more

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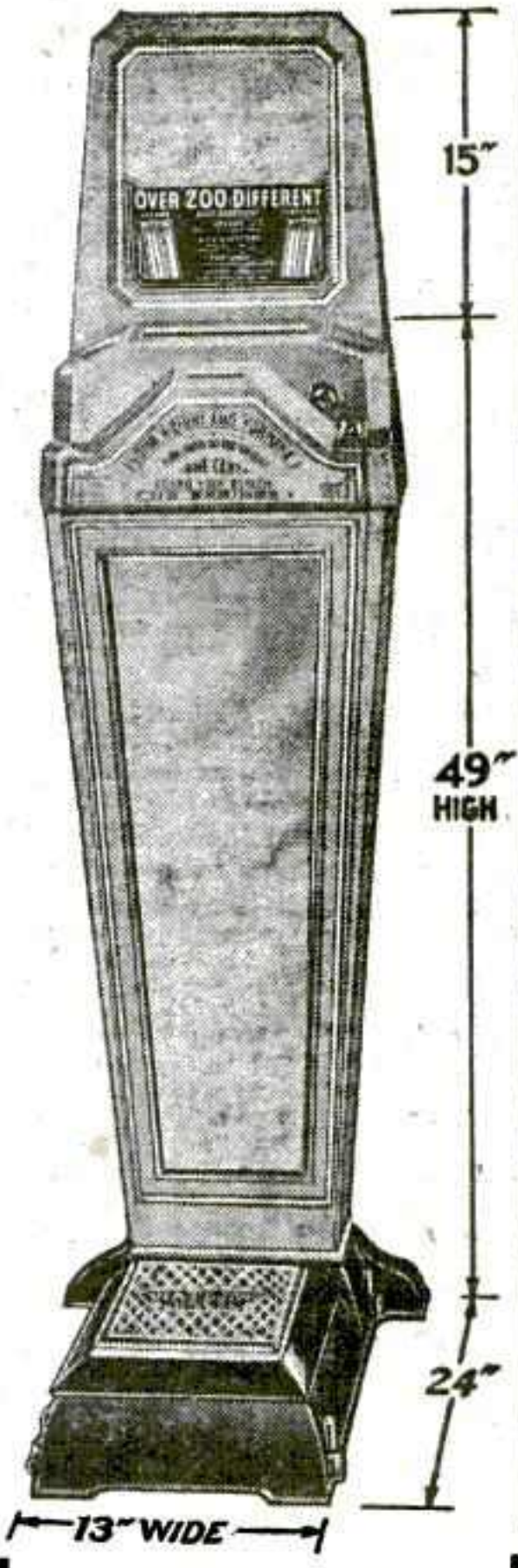
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N.W. #33 1c Porc. B.G.	6.50
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Master 5c Bulk Porc.	6.50
Master 1c & 5c Bulk Porc.	6.95
Columbus 1c Bulk	6.50
Silver King 1c B.G. or Mdse.	7.45
Exhibit Post Card (Metal)	7.45
Advance #2 1c B.G.	15.00
Advance #11 Mdse.	8.95

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Pistachio Nuts, Jumbo Queen	\$.77
Pistachio Nuts, Vendor's Mix	.72
Pistachio Nuts, Sheik	.65
Cashew Whole	.61
Cashew Butts	.57
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.55
Tabby-Lets, 52¢ ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.38
Licorice Gems	.28
Leaflets (similar to M & M), 55¢ ct.	.40
Assorted Fruit Charms, 100 ct.	.42
Rain Blo Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound	\$.28
100 ct.29
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beach-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40

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You'll hit the jackpot with this selective tab vender. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.

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New Arcade Games, Pool Units Spark NAAPPB Coin Exhibits

• Continued from page 78

Chicago, metal typer unit; Genco Manufacturing & Sales Company, Chicago, rifle game; At-Roy Amusement Company, Dania, Fla., baseball pitching machine; Exhibit Supply, Chicago, ping-pong gun game and auto racing game; and Capitol Projector Corporation, New York, driver testing unit, movie machines.

Other Exhibitors

Other coin machine firms exhibiting included A.B.T. Manufacturing Corporation, Chicago; Auto-Photo Company, Los Angeles; Harvard Automatic Machine

Corporation, Lorain, O.; National Rejectors, Inc., St. Louis; Philadelphia Toboggan Company, Philadelphia; J. H. Keeney & Company, Chicago, and Williams Manufacturing Company, Chicago.

Probably the most popular exhibits from the standpoint of coin machine play were the new coin-operated pool games in operation at the booths of Exhibit Supply, Keeney, and Williams. Conventions were quick to join in competitive play on these games.

Coin machine exhibitors this year were among 100 firms

displaying their products. The convention ran from Sunday (27) thru Wednesday (30), winding up with the annual banquet Wednesday night.

NAAPPB SPORT

At-Roy Shows Pitch-A-Ball Action Game

CHICAGO, Dec. 3. — Pitch-A-Ball, a new coin-operated baseball action game, was introduced to the trade at the National Association of Parks, Pools & Beaches show here this week by At-Roy Amusement Company, Dania, Fla.

One of the most unusual pieces of coin-operated equipment at the show, the Pitch-A-Ball unit was unfortunately not in playing operation because of space limitations.

The game depicts a realistic batter and catcher sketched on a foam rubber cushioned back-stop. The figure of the catcher is sketched

(Continued on page 92)

Mike Munves Zodiac Game Wins Mention

CHICAGO, Dec. 3. — Mike Munves Corporation, New York, drew an honorable mention "for a meritorious exhibit in games and for Arcade equipment" at the National Association of Amusement Parks, Pools and Beaches show at the Hotel Sherman here this week.

The award was presented for the new Mike Munves Zodiac Chart, Arcade machine that tells fortunes according to the player's birthday and zodiac sign.

The player sets the machine to

(Continued on page 92)

Keeney Shows Game, Venders At Sherman

CHICAGO, Dec. 3.—The J. H. Keeney & Company exhibit at the National Association of Amusement Parks, Pools and Beaches convention this week represented the firm's coin-operated amusement game and vending machine lines.

Displayed was the Keeney Fascination Pool, coin-operated pool table, and the new coffee vender and cookie vender in production by the company.

Representing Keeney at the show were Roy P. McGinnis, president; Paul Huebsch, general sales manager; Bill Coan Jr., of the vending division, and Tom McCormack, sales representative.

Auto-Photo Co. Exhibits Unit At Park Show

CHICAGO, Dec. 3.—Auto-Photo Company, Los Angeles, exhibited its coin-operated photo machine at the National Association of Amusement Parks, Pools and Beaches annual meeting here this week.

The photo machine features an "automatic stroboscopic process of electronic lighting," which, accord-

(Continued on page 92)

Arcade Op Outlines Year-Round Exhibits

ATLANTIC CITY, Dec. 3.—F. McKim Smith, Arcade operator here, this week outlined plans for a permanent coin machine show which would feature year-round exhibits of amusement games, juke boxes and vending machines.

Proposed site of the show is the \$1,000,000 exhibit building on the Boardwalk here. According to Smith, the show would be designed to supplement rather than replace the annually presented coin machine shows.

Smith said the show would

afford "the only opportunity for coinmen to view all of the latest coin-operated machines at their convenience—to leisurely inspect and compare them, away from the crowded conditions at a convention."

Smith estimated the first year's attendance could reach 50,000. A charge of \$1 would be made for registration or admission thru turnstiles.

The 29,000 square foot exhibit building would offer space to display all coin-operated machines, equipment and parts to best advantage. The mezzanine and second floor displays would feature vending machines.

Said Smith, "It is economically sound business to display all the coin products under one roof 365 days a year. The fact that business can also be combined with pleasure makes the Atlantic City exhibits doubly attractive."

(Continued on page 90)

Phil. Toboggan Skee-Ball Line At Park Show

CHICAGO, Dec. 3.—The Philadelphia Toboggan Company exhibited its Skee-Ball and Bowl-O coin-operated games at the National Association of Amusement Parks, Pools & Beaches show here this week.

Skee-Ball is a roll-down game featuring rolling balls down a 14-

(Continued on page 90)

Capitol Intros Games, Movie Units at NAAPPB

CHICAGO, Dec. 3. — Capitol Projector Corporation, New York, unveiled an interesting variety of new coin machine products at the National Association of Amusement Parks, Pools and Beaches Show here this week.

Main attraction was the Capitol Auto Test machine, which tests

an actual traffic film. The player sits "behind the wheel" of the machine and "steers a car" that moves thru traffic on a film before him. He steps on accelerator and brake pedals on the floor of the unit to control his driving.

Sam Goldsmith, president of the firm, said the machine will list at \$1,395 and be shipped after January 1. The game has a new score system, with bonus scores for perfect braking and a buzzer that sounds when the car is "off the road."

Goldsmith said the game will be equipped with a set of four different films representing driving conditions in the city, country, mountains and such. The game is being tied in with the safe-driving campaign.

New Train Unit

Another new piece exhibited by Capitol was the Tiny Town Train, coin-operated miniature train unit. It is magnetically controlled on the tracks and is directed by the player who works levers moving the train

(Continued on page 90)

Williams Game Line Exhibited

CHICAGO, Dec. 3. — Williams Manufacturing Company here displayed a large part of its current coin-operated amusement game line at the National Association of Amusement Parks, Pools & Beaches show this week.

Among the Williams products exhibited were the new Deluxe Bank Pool game, the Jolly Joker and Royal Crown roll-down counter games, and the Sidewalk Engineer, kiddie bulldozer game.

Manning the Williams exhibit were Harry Stern and Art Weinand, players' driving habits thru use of

CUE-HAPPY CONVENTION

Coin Pool Games Score Hit at NAAPPB Show

CHICAGO, Dec. 3.—If there has been any doubt of the popularity of the new crop of coin-operated pool games, it was obviated at the National Association of Amusement Parks, Pools and Beaches convention at the Hotel Sherman here this week.

Three firms—Exhibit Supply, J. H. Keeney & Company and Williams Manufacturing Company—included new pool games in their exhibits and were crowded by cue-stick-grabbing ball-shooting conventioners from morning to night.

Coin pool game manufacturers, already enjoying the prospects of more pool game orders than they can readily fill, will in all prob-

ability be swamped by additional orders following the show.

Main difficulty from the production standpoint is the shortage of parts for the games—balls, cue-sticks, billiard cloth—which is sold to some 15 different coin pool manufacturers by a relatively small number of pool game supply firms.

Appearing at the park show for the first time, the new model pool games were one of the main novelty attractions at the coin machine exhibit hall.

The trend to coin pool games in the amusement game industry began in mid-August. Since then one coin machine manufacturer

(Continued on page 93)

Own Show for Game Industry? Air Views

• Continued from page 78

Exchange, had opposing views. Opposed to all shows as such, Kitt said: "Such a convention hurts business. If an annual date of a coin convention is made, business drops off for two months before the show. Operators held off buying to see what is new at the show. The operator thus hurts himself by waiting for equipment rather than continuing to buy new pieces for his route. I believe this would be the basic objection of any game distributor."

Kitt marked his 20th year in the coin machine business this week.

Sam B. Goldsmith, president, Capitol Projector Corporation,

takes the pro side of the argument. Said Goldsmith: "I'm for a show devoted to the amusement game business. Many people who are in the game industry don't get here (for the Park show) because they feel that the show hasn't enough to offer them as members of the coin machine industry."

Sam Lewis, president, Exhibit Supply, felt that an amusement game show would do little good for the industry. Said Lewis: "I don't see any need for such a show, altho I have no objection to the idea, if the industry wants it. The conventions serve mainly as get-togethers for good times."

'MOST MERITORIOUS'

Scientific Exhibit Wins Guenther Award

CHICAGO, Dec. 3.—Scientific Machine Corporation, Brooklyn, walked off with top coin machine honors at the National Association of Parks, Pools & Beaches show here at the Hotel Sherman this week.

Scientific won the Henry A. Guenther award for the "most meritorious exhibit" dealing with games or penny Arcade equipment.

On display at the Scientific exhibit, which included six booths' space at the show, were a row of seven Bing-O-Reno and Pokerino roll-down games and a row of 3-In-Line and "21" roll-down games, all

manufactured by the firm. The exhibit was decorated with signs and posters.

Manning the Scientific exhibit during the show were Max D. Levine, Scientific president; Jack Firestone, Scientific superintendent; Mr. and Mrs. Henry Grauf, Seaside Heights, N. J.; Herman Bakerman, Point Pleasant, N. J., and Milton (Uncle Milt), Tone, Bayonne, N. J.

The Scientific exhibit was devoted completely to the roll-down type game, a game which the firm

(Continued on page 95)

Exhibit Unveils Target, Racing Games at Show

CHICAGO, Dec. 3. — Exhibit Supply here bowed two new coin-operated amusement pieces—a racing game and a target game—at the National Association of Amusement Parks, Pools and Beaches show this week.

Exhibit also showed its coin-operated pool game, Skill Pool '84, its new record vender and card vender.

Circus Target, the new target game, features shooting ping balls from a pistol-type gun, at pop-out comical head targets in the foreground. In addition to five different pop-out heads, a light-up triangle target at the center of the target field is featured.

The head targets score 10 points each, and the player hitting heads three times lights up the triangle target. The various sections of the triangle target score different point values. Scores increase on head

targets as hits are made on the triangle target. Players get 25 shots for 10 cents. Balls pass thru target holes or roll back and down a chute near the front of the cabinet.

Twin Champ, new two-player auto racing game, has players taking turns guiding balls down a rocking playfield into holes at the end. Six ball holes determine which of six speed-cars moves ahead over a miniature racing track in the foreground.

Playfield buttons arranged in three wavering lines determine how far a car moves in one turn, depending on how many buttons are hit by the ball in its progress to the holes. The player rocks the playfield from side to side by turning a steering wheel to guide the balls into the proper holes to advance the cars desired.

One player tries to advance the

(Continued on page 93)

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 involved. West Coast buyers, for example, should add 10 per cent to prices shown. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed.

The Most Active Equipment list (to the right) indicates which machines have been advertised the greatest number of times for the period indicated. In the case of Pinball Games, most advertised games are listed for manufacturers with 10 or more games listed. All advertised used Pinball Games are listed below. Machines appear in order of frequency advertised.

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated December 3, 1955)

ARCADE EQUIPMENT

1. SEEBURG—Shoot the Bear
2. GENCO—Rifle Gallery
3. Not Listed—Baseball Deluxe
4. EXHIBIT—Sportland
5. UNITED—Carnival Gun
6. EXHIBIT—Dale Gun
7. GENCO—Sky Gunner

MUSIC MACHINES

1. AMI—Model D-80
1. AMI—Model E-120
2. AMI—Model D-40
2. SEEBURG—A-100-B
2. SEEBURG—M-100-A

SHUFFLE GAMES

1. UNITED—Cascade Shuffle Alley, 6 Player
2. UNITED—Olympic Shuffle Alley
3. UNITED—Chief Shuffle Alley
3. CHICAGO COIN—Tenth Frame Bowler
4. UNITED—Royal Shuffle Alley

VENDING MACHINES

1. Northwestern 33, Ball Gum
2. Columbus 1c Bulk
2. Master 1c & 5c Bulk
3. Stoner Candy (8 Col.)
3. Uneda Model E (6 Col.)

PINBALL GAMES

(Manufacturers with ten or more games listed below)

BALLY

1. Beach Club
2. Palm Springs
3. Hi-Fi

GOTTlieb

1. Pinwheel
1. Lady Luck
2. Gypsy Queen
2. Guys & Dolls
2. Grand Siam
2. Skill Pool

UNITED

1. Nevada
2. Mexico
2. Havana

WILLIAMS

1. Hayburner
2. Dealer
2. Big Ben

PINBALL GAMES

	HIGH	LOW	Mean Average
BALLY			
Allanti City (5/52)	\$ 95.00	\$ 60.00	85.00
Beach Club (2/53)	165.00	110.00	135.00
Beauty (11/52)	140.00	85.00	125.00
Big Times	495.00	395.00	485.00
Bright Lights (5/51)	95.00	50.00	75.00
Bright Spot (11/51)	125.00	75.00	95.00
Coney Island (9/51)	95.00	45.00	75.00
Dude Ranch (9/51)	195.00	119.00	160.00
Frolic (10/52)	135.00	80.00	110.00
Gayety	445.00	245.00	340.00
Gaytime	475.00	395.00	445.00
Hi-Fi (6/54)	225.00	145.00	175.00
Ice Frolics (1/54)	225.00	125.00	195.00
Palm Beach (11/52)	95.00	60.00	85.00
Palm Springs (11/52)	210.00	125.00	185.00
Singapore	225.00	185.00	225.00
Stop Lite (1/52)	70.00	29.50	55.00
Surf Club (3/54)	235.00	160.00	195.00
Varieties	395.00	265.00	325.00
Yacht Club	110.00	69.50	95.00
GENCO			
Basketball, 2 player	245.00	185.00	225.00
400 (10/53)	75.00	35.00	55.00
Golden Nugget (2/53)	95.00	95.00	95.00
Wild West	395.00	395.00	395.00
GOTTlieb			
Chinatown (10/52)	85.00	75.00	85.00
Grand Slam (4/53)	110.00	85.00	110.00
Guys & Dolls	135.00	65.00	135.00
Gypsy Queen	225.00	210.00	225.00
Lady Luck (9/54)	190.00	165.00	175.00
Pinwheel (11/53)	125.00	95.00	115.00
Skill Pool (8/52)	110.00	50.00	110.00
Southern Belle	245.00	225.00	235.00
UNITED			
ABC	75.00	29.50	75.00
Cabana (3/53)	135.00	75.00	135.00
Havana (2/54)	175.00	50.00	150.00
Hawaii (6/54)	125.00	125.00	125.00
Mexico	225.00	75.00	195.00

	HIGH	LOW	Mean Average
Nevada (8/54)	225.00	95.00	175.00
Rio (11/53)	175.00	50.00	135.00
Stars (6/52)	75.00	40.00	65.00
Tahiti	175.00	50.00	100.00
Triple Play	495.00	325.00	465.00
Tropicana (1/55)	250.00	185.00	250.00
Tropics	150.00	50.00	150.00
WILLIAMS			
All Star Baseball	245.00	155.00	245.00
Big Ben (9/54)	185.00	110.00	185.00
Dealer	125.00	95.00	110.00
Fairway	90.00	90.00	90.00
Four Corners	90.00	30.00	90.00
Hayburner	85.00	35.00	50.00
Jalopy (8/51)	85.00	50.00	85.00
Lazy Q (2/54)	125.00	95.00	125.00

ARCADE EQUIPMENT

Advance Shockers	\$ 24.50	\$ 15.00	15.00
Baseball Deluxe	299.50	125.00	175.00
Bat-A-Score (Evans) (8/48)	175.00	69.50	175.00
Carnival Gun (United) (10/54)	295.00	225.00	275.00
Coon Hunt (Seeburg) (2/54)	275.00	145.00	165.00
Dale Gun (Exhibit)	89.50	30.00	65.00
Derby 4 Player (Chicago Coin)	195.00	135.00	195.00
Goalie (Chicago Coin) (1/46)	99.50	95.00	95.00
Gun Patrol (Exhibit) (5/51)	125.00	69.50	125.00
Home Run, 6 player	225.00	200.00	200.00
Midget Movies	145.00	135.00	145.00
Pistol Target Skill	99.50	15.00	15.00
Pitch'm & Bat'm (Scientific)	185.00	125.00	150.00

	HIGH	LOW	Mean Average
Pistol Pete (Chicago Coin)	99.50	50.00	99.50
Rifle Gallery (Genco) (6/54)	225.00	200.00	225.00
Shoot the Bear (Seeburg)	150.00	65.00	145.00
Shooting Gallery (Exhibit)	175.00	124.50	165.00
Sky Gunner (Genco) (9/53)	150.00	125.00	135.00
Sportland (Exhibit) (11/54)	250.00	195.00	235.00
Sportsman (Keeney) (11/54)	295.00	199.50	245.00
Super Home Run (Chicago Coin)	250.00	125.00	225.00
Super Jet (Williams)	295.00	295.00	295.00
Telequiz (1/49)	115.00	100.00	115.00
Voice-O-Graph (Mutoscope)	495.00	495.00	495.00

MUSIC MACHINES

AMI			
Model A (46)	\$125.00	\$ 69.50	110.00
Model C (50)	195.00	125.00	175.00
Model D-40 (51)	295.00	195.00	225.00
Model D-80 (51)	645.00	325.00	375.00
Model E-120 (53)	750.00	435.00	525.00
ROCK-OLA			
Comet 1438 (54)	599.50	475.00	549.00
SEEBURG			
M-100-A (78 RPM) (50)	335.00	199.50	295.00
M-100-B (50)	525.00	110.00	495.00
M-100-C (52)	625.00	475.00	595.00
WURLITZER			
1015 (46)	95.00	44.50	65.00
1400 (50)	325.00	195.00	250.00

	HIGH	LOW	Mean Average
SHUFFLE GAMES			
Ace Bowler (5/54)	\$275.00	\$225.00	\$250.00
Advance Bowler (Chicago Coin) (5/53)	185.00	140.00	175.00
Bonus Bowler	445.00	140.00	150.00
Capital	425.00	425.00	425.00
Carnival Bowler (Keeney) (5/53)	95.00	75.00	95.00
Carnival Deluxe (United) (10/54)	395.00	265.00	285.00
Cascade Shuffle Alley, 6 player (United)	110.00	60.00	85.00
Century (United)	295.00	250.00	295.00
Chief Shuffle Alley (United) (11/53)	225.00	145.00	195.00
Classic Shuffle Alley, 6 player (United)	135.00	99.00	125.00
Clipper Deluxe	410.00	385.00	410.00
Clover Shuffle Alley, 6 player (United)	110.00	70.00	75.00
Comet (United)	335.00	300.00	325.00
Comet Deluxe	335.00	275.00	315.00
Criss Cross Bowler (Chicago Coin) (12/53)	260.00	175.00	245.00
Criss Cross Target Regular	195.00	175.00	185.00
Diamond (Keeney)	225.00	110.00	215.00
Domino Bowler (Keeney)	115.00	75.00	110.00
Double Score Bowler (Chicago Coin) (3/53)	95.00	75.00	89.00
Fifth Inning Deluxe	395.00	295.00	385.00
Flash Bowler (Chicago Coin)	325.00	250.00	315.00
Gold Cup Bowler	135.00	110.00	110.00
Holiday Match Bowler (Chicago Coin) (9/54)	445.00	350.00	405.00

	HIGH	LOW	Mean Average
Hollywood (Chicago Coin)	495.00	410.00	475.00
Imperial Shuffle Alley (United) (9/53)	195.00	175.00	185.00
Jet Bowler (Bally)	350.00	269.00	350.00
League Bowler (United) (1/54)	225.00	195.00	210.00
Leader Shuffle Alley (United)	250.00	189.00	225.00
Lightning (United)	410.00	335.00	355.00
Lightning Deluxe	395.00	350.00	375.00
Magic (Bally)	425.00	365.00	385.00
Mars	355.00	275.00	325.00
Mars Deluxe (United)	375.00	325.00	345.00
Match Pool (Genco) (2/54)	149.50	99.00	135.00
Mercury Deluxe Shuffle Alley, 11th Frame	355.00	279.00	355.00
Name Bowler (Chicago Coin) (1/54)	60.00	55.00	60.00
Olympic Shuffle Alley (United) (6/53)	120.00	85.00	95.00
Pacemaker (Keeney)	149.50	100.00	115.00
Rainbow Shuffle Alley (United) (8/54)	250.00	225.00	245.00
Royal Shuffle Alley (United) (9/53)	180.00	135.00	170.00
Shuffle Alley Deluxe, 6 Player (United) (10/51)	75.00	55.00	65.00
Shuffle Pool (Genco) (11/53)	99.50	65.00	85.00
Speedie (United) (8/54)	295.00	250.00	295.00
Star, 6 Player (United) (7/25)	65.00	45.00	50.00
Starlite Bowler (Chicago Coin) (5/54)	255.00	185.00	225.00
Super Frame Bowler (Chicago Coin)	250.00	195.00	235.00
Supr Six Shuffle Alley (United) (3/52)	89.50	50.00	89.50
Targette (United) (8/54)	285.00	250.00	265.00
Targette (United)	285.00	250.00	265.00
Team Bowler (United) (1/54)	235.00	189.00	225.00
Tenth Frame Bowler (Chicago Coin)	85.00	50.00	60.00
Triple Score Bowler (Chicago Coin)	155.00	90.00	95.00
V. us Bowler (United)	385.00	375.00	375.00
Victory Bowler	295.00	250.00	295.00
VENDING MACHINES			
Columbus 1c Bulk	\$ 6.50	\$ 6.50	6.50
Master 1c & 5c Bulk	6.95	6.95	6.95
Northwestern 33, Ball Gum	6.50	6.50	6.50
Stoner Candy (8/col.)	165.00	110.00	135.00
Uneda Model E (6/col.)	75.00	50.00	75.00

Why a New Look in the Coin Machine Price Index

For the second time within a year The Billboard has changed its Advertised Used Coin Machine Price Index to provide a better service for readers.

With this issue a "Mean Average" price is added to high and low advertised prices, and prices and listings have been eliminated on music machines which have been advertised less than 10 times, and on all other equipment which has been advertised less than five times in the four-week period indicated in the Index.

These changes have been made to provide a more meaningful listing of prices.

The mean average is **not** the simple average between the high and the low. It is a computation based on all prices at which a particular machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. For example, in the index above, the "high" on a machine is \$495, the "low" \$325 and the mean average \$465. This means that the average dominate advertised price is \$465 and not midway between the "high" and "low." It also strongly indicates that the "low" in this case is a unique advertised price reflecting only one advertiser's price, that

the machine advertised at \$325 is "as is" or in very poor condition, and it reflects possibly other factors peculiar to that advertiser in order for him to advertise at that price.

The Index as it appears above is the most accurate reflection of used advertised prices and contains as meaningful a guide as it is presently possible to offer.

All of the prices which appear were taken from advertisers' prices which have appeared in The Billboard during the period indicated. Therefore they form the most accurate basis for used prices. That is the source of The Billboard's prices. In checking price listings in any trade publication, it is essential to know what the source of those prices are in order to use them properly.

Prices given in the Index are in no way intended to be "standard" or "national," "set" or offer an authoritative reflection of what prices should be on used equipment. There is no possible way for this to be done at the present time. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

Alan Hawes To Preem New See-Saw Unit

CHICAGO, Dec. 3.—Alan Hawes Manufacturing & Display Company, Atlanta, will introduce a new hand-carved German-made clown figure with its coin-operated See-Saw kiddie ride, to be on the market in the near future.

The announcement was made by Alan Hawes, president of the firm, at the National Association of Amusement Parks, Pools and Beaches convention at the Hotel Sherman here this week.

Alan Hawes displayed the See-Saw ride at the convention. Main feature of the Hawes exhibit was a miniature model of a large showboat for multiple rides at outdoor amusement centers.

Hawkeye, Victor

Continued from page 84

to L. F. Leary, vice-president and sales manager.

Seven other bulk machine manufacturers stated they contemplated no price increase within the near future, but each pointed out that material and labor were the highest in history.

The firms are the Northwestern Corporation, Morris, Ill.; Advance Machine Company and Ball Gum, Inc., of Chicago; W. G. Parrish, Inc., Geneva, Ill.; the Atlas Manufacturing & Sales Corporation, Cleveland; Silver King Corporation, Aurora, Ill., and the Oak Manufacturing Company, Inc., Culver City, Calif.

With the exception of Ball Gum, the other manufacturers during the past five years increased the prices.

Capitol Intros

Continued from page 88

forward or backward, fast or slow. The game is manufactured by the J. R. Hess Corporation, Brooklyn. It is set in a glass cabinet and the train circles thru an area representing a small town and surrounding country. The game is operated for a dime.

Capitol movie machines on display featured a new optical system for viewing colored moving pictures. Viewers get four features for a dime, the various machines including Mickey Mouse, Charlie Chaplin and girlie shows.

Also on display at the Capitol exhibit were the Hydro Duck gun game, which features shooting a jet of water from a pistol at a field of floating plastic ducks, and a horse kiddie ride.

Arcade Exhibits

Continued from page 88

The usual expenses incurred by manufacturers for exhibiting at a convention, according to Smith, would be eliminated for exhibitors at the show. "All a manufacturer would need to do would be to ship; all details, setting up, servicing and sales leads would be handled by experienced personnel. An efficient manager in each division, with assistants, would explain impartially the features of all machines."

Besides the display of approximately 200 exhibit pieces, it is proposed to add a museum feature displaying old-time machines. Manufacturers interested in exhibiting are to write F. Mc-Kim Smith, managing director, 24 N. California Avenue, Atlantic City, N. J.

Philly Toboggan

Continued from page 88

foot board into ball rings at the end, each ring registering a different point value on a scoring reel at the top.

Bowl-O is a similar type game featuring a target field of mechanical pin paddles. It is electrically operated and played with 10 balls. Representing the firm at the show were John Allen Sr., John Allen Jr., Noel Jannotta and Ed Schmid, company supplier.

BALLY Exclusive Distributor For **ROCK-OLA**

SHUFFLE ALLEYS		ARCADE	
Bally Gold Medal.....	Write	Now Delivering Bally Pin Pool	Write
Bally Jumbo.....	Write	Bally Bull's-Eye Kiddy Gun...	Write
Bally King Pin.....	Write	Chi. Coin Deluxe Bull's-Eye	
Bally Congress.....	Write	Baseball	\$299.50
Chi. Coin Blinker.....	Write	Bally Hot Rod.....	Write
Chi. Coin Bonus Score.....	Write	Exhibit Sportland (Moving	
Bally Jet Bowler.....	\$350.00	Target)	199.50
Bally Magic Bowler.....	400.00	Keeney Sportsmen (Moving	
Bally Champion.....	275.00	Target)	199.50
Chi. Coin Starlite.....	225.00	Genco Quarterback.....	Write
Keeney Century.....	250.00	Genco Champion Baseball....	Write
Keeney Pacemaker.....	100.00	Genco Tournament Pool.....	Write
Keeney Bonus.....	150.00		
United Rainbow.....	225.00		
United Cascade.....	85.00		
United Clover.....	75.00		
United 6 Play Star.....	65.00		
Un. Deluxe Comet Targette..	275.00		
WHILE THEY LAST—LIKE NEW			
5 Chi. Coin Criss Cross Target	\$175.00		

MUSIC

Rock-Ola 1448 Hi-Fi, 120 Select	Write
Rock-Ola 1446 Hi-Fi, 120	
Select	\$725.00
Rock-Ola 1438 Comet, 120	
Select	499.50
Rock-Ola 1428 Magi-Glo.....	49.50
Seeburg M100C.....	475.00

PINBALLS

Miami Beach.....	Write
Gaytime.....	\$445.00
Gayety.....	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 Manhaffan.....	295.00

Calderon

450 MASSACHUSETTS AVENUE
INDIANAPOLIS, INDIANA
MElrose 4-8468

EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN-AMI-GENCO-EXHIBIT

ARCADES		UNITED BOWLERS	
GENCO SUPER BIG TOP.....	WRITE	LIGHTNING.....	\$335.00
GENCO QUARTERBACK.....	WRITE	SPEEDY.....	250.00
EXHIBIT TREASURE COVE GUN.....	WRITE	RAINBOW.....	225.00
CHI COIN BIG LEAGUE BASEBALL.....	\$425.00	LEAGUE.....	195.00
CHI COIN SUPER HOME RUN.....	225.00	OLYMPIC.....	85.00
CHI COIN HOME RUN.....	200.00	CASCADE.....	75.00
WMS. DELUXE BASEBALL.....	150.00	10TH FRAME.....	50.00
EXHIBIT SHOOTING GALLERY.....	150.00	10TH FRAME STARS.....	55.00
BEAR GUN.....	125.00	STARS.....	45.00
SIX SHOOTER.....	95.00	DELUXE.....	40.00
SKY GUNNER.....	150.00		
CHI COIN 4 PLAYER DERBY.....	175.00		

BINGOS

GAY TIME.....	\$450.00
GAYETY.....	325.00
BIG TIME.....	475.00
VARIETY.....	335.00
SURF CLUB.....	210.00
ICE FROLICS.....	175.00
PALM SPRINGS.....	175.00
DUDE RANCH.....	165.00
YACHT CLUB.....	100.00
BEACH CLUB.....	150.00
GENCO GOLDEN NUGGET.....	85.00
GENCO JUMPING JACK.....	75.00

MUSIC

AMI MODEL F-120.....	\$725.00
AMI MODEL F-80.....	675.00
AMI MODEL E-120.....	515.00
AMI MODEL E-80.....	475.00
AMI MODEL D-80.....	335.00
AMI MODEL D-40.....	250.00
AMI MODEL C.....	175.00
AMI MODEL B.....	165.00
AMI MODEL A.....	75.00
SEEBURG M100A.....	245.00
SEEBURG 147M.....	65.00
WURLITZER 1015.....	65.00
ROCK-OLA 1438 COMET.....	475.00
ROCK-OLA 1434 FIREBALL.....	195.00

CHICAGO COIN BOWLERS

BOWLING TEAM.....	WRITE
SCORE-A-LINE.....	WRITE
HOLLYWOOD.....	\$450.00
BONUS SCORE.....	425.00
TRIPLE STRIKE.....	395.00
FIREBALL.....	345.00
FLASH.....	275.00
FEATURE FRAME.....	235.00
SUPER FRAME.....	195.00
ADVANCE.....	165.00
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.....	175.00

1/2 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

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coin machine exchange inc.
DIRECT FACTORY DISTRIBUTORS OF ALL TYPE COIN OPERATED MACHINES
"The House of Quality"
2423 Payne Ave. • Cleveland 14, Ohio • Phone Superior 1-4600

READY FOR YOUR LOCATIONS

PHONOS	SHUFFLE GAMES	MISCELLANEOUS
AMI F-120.....\$750.00	C.C. Hollywood Bowler.....\$475.00	United DeLuxe Carnival Gun.....\$300.00
AMI F-80.....700.00	C.C. Hollywood Holiday.....375.00	Dale Gun.....50.00
Seeburg B-100.....450.00	Bally Jet Bowler.....375.00	Bally Spotlites.....65.00
Rock-Ola 1436, 45 RPM.....300.00	United 5th Inning.....400.00	Bally Frolics.....99.00
Rock-Ola 1428.....90.00	United DeL. Bowlers.....60.00	United Stars.....60.00
Wurlitzer 1500.....210.00	C.C. Bowl-a-Ball.....75.00	Pintables.....Write

MOUNTAIN DISTRIBUTORS
3630 Downing St., Denver 5, Colo. Phone AComa 2-8518

Distributors—Rock-Ola, Bally, Genco

Bally Space Ship.....	\$350.00
Bert Lane Merry-Go-Round.....	350.00
United DeLuxe Fifth Inning.....	350.00
United Venus.....	350.00
Rock-Ola Model 1434 Rocket, 45 RPM.....	325.00
AMI Model D-40, 78 RPM.....	200.00
Wurlitzer Model 1250.....	150.00

WALBOX DISTRIBUTING CO.
3909 MAIN STREET DALLAS 26 TEXAS Victor 1671

BOWLERS	FIVE BALLS	MUSIC
United Imperial.....\$160.00	Gott. Mystic.....\$140.00	AMI D40.....\$200.00
United Leader.....170.00	Marvel.....\$140.00	Wurlitzer 1500.....250.00
United Team.....185.00	Gott. Tournament.....350.00	Wurlitzer 1550.....285.00
United DeLuxe Clipper.....375.00	Gott. Sluggin' Champ.....210.00	Wurlitzer 1100.....125.00
United DeLuxe Targette.....280.00	Gott. Duette.....250.00	Wurlitzer 1400.....250.00
United Capital.....395.00	Gott. Gypsy Queen.....200.00	Rock-Ola Fireball.....250.00
United Star Shuffle Alleys.....50.00	Gott. Jockey Club.....125.00	NEW
United Lighting.....325.00	Wms. Struggle Buggy.....85.00	Rock-Olas—120's & 50's
United Mars.....285.00	Wms. Army-Navy.....50.00	
United 11th.....300.00	Wms. St. Louis.....20.00	BINGO
Frame DeLuxe.....300.00	Wms. Dreamy.....20.00	Bally Spot Lite.....\$ 50.00
Chicago Coin Hollywood.....395.00	Wms. Grand Champion.....75.00	Bally Frolics.....70.00
Chicago Coin Star Lite Bowler.....195.00	Wms. Gun Club.....80.00	Bally Atlantic City.....60.00
Chicago Coin Star Lite Bowler.....195.00	Wms. Screamo.....100.00	
Chicago Coin Crown Bowler.....75.00	Wms. Hong Kong.....50.00	DISTRIBUTORS
Chicago Coin Name Bowler.....75.00		ROCK-OLA
		GOTTLIEB
		WILLIAMS

CIGARETTE MACHINES
Rowe, National, Electro

H. Z. VENDING & SALES CO.
1205 DOUGLAS STREET Phone: ATLantic 1121 OMAHA, NEBRASKA

★ ★ ★ **ROYAL** ★ ★ ★
DISTRIBUTING, INC.

BEACH CLUBS.....\$125.00	BEAUTY.....\$110.00
DUDE RANCH.....140.00	PALM BEACH.....60.00
PALM SPRINGS.....135.00	IMPERIAL.....170.00
ICE FROLICS.....170.00	GOLD CUP BOWLER.....100.00
SURF CLUB.....150.00	LEADER.....190.00
HI-FI.....145.00	CLASSICS.....95.00
VARIETY.....275.00	KING BOWLER.....130.00
ATLANTIC CITY.....70.00	

Cleanest games you've ever seen!
1/2 Down, the rest "Sight Draft"
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Double your Profits with Double - U - Sales

PRE-INVENTORY CLEARANCE

Thoroughly Reconditioned Bingo Games
Lowest prices in America GUARANTEED

BEACH CLUBS.....	\$110.00
PALM SPRINGS...	129.50
TRIPLE PLAYS...	459.50
GAY TIMES.....	425.00
MANHATTANS...	395.00
HAVANAS.....	95.00

All orders subject to prior sale. 1/3 deposit with order

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Your ticket to **SALES RESULTS—**
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Let's Make a Deal

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Exclusive A.M.I. Dist. Ea. Pa.
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IN MUSIC, YOUR BEST BUY IS... **AMI**

GET IT FROM YOUR EXCLUSIVE DISTRIBUTOR...

"The House that Confidence Built"

SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.

ESTABLISHED 1923
1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio
735 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.

POOL GAME PARTS AND ACCESSORIES IMMEDIATE DELIVERY

- | | |
|---------------------------------------|---|
| CUE STICKS..... Ea. \$2.50 | NOVO-PLY PANELS, complete w/ cloth & holes..... Ea. \$35.00 |
| CUE TIPS, elk leather. Pkg. of 25 .75 | NOVO-PLY PANELS w/ rubber bumpers & cups..... Ea. 42.50 |
| TIP CLAMPS..... Ea. .25 | PHENOLIC RESIN BALLS..... Ea. 2.50 |
| CHALK..... Per Gross 3.00 | |

For PERFORMANCE That Means PROFITS
COIN POOL

MARKED FOR PLAY FROM 3 OR 4 SIDES
MATCHLESS IN QUALITY—ABSOLUTELY TOPS IN APPEAL!
DISTRIBUTORS! This one is HOT! A few good territories still open, so WRITE-WIRE-PHONE NOW!

COIN POOL MACHINE & PARTS CO.

2259 N. LINCOLN AVENUE, CHICAGO 14, ILLINOIS • Lincoln 9-3998

DAV Kid Party

Continued from page 78

veterans, and for the past 11 years, the Illinois Department has held a banquet for crippled children.

A national DAV program which provides it with a large part of funds necessary to conduct charitable activities is the key chain license tag program.

Fortner, named State Commander of DAV, Department of Illinois, for this year, served as Second Junior Vice-Commander last year, and has been active in the organization for five years. Last year, he said he spent about 75 per cent of



DESMOND C. FORTNER

his time working for the group, currently is spending all his time to promoting its worthwhile charitable activities.

The present top post in the Illinois DAV came to Fortner as a logical outgrowth of his many activities in civic affairs. Fortner, who calls Carmi, Ill., home, is an active worker and a member of the American Legion's Forty-and-Eight; Ancient Free and Accepted Masons of Illinois (Carmi Lodge 272—he's a 32d Degree Mason, Bloomington, Ill. Consistory); Ainad Temple Shrine, East St. Louis, Ill.; member of both the Elks and the Loyal Order of the Moose for 18 years (both of Pontiac, Ill., lodges); member of the Carmi Chamber of Commerce and Rotary Club and of the First Methodist Church of Carmi.

An operator for 23 years, Fortner, a youthful 42, heads both the Livingston County Music Company, Pontiac, Ill., and the Southern Illinois Amusement Company, Carmi, operating firms with juke boxes, pinball machines, shuffle games and cigarette, candy and gum vending machines.

And as if his operating businesses and his civic activities weren't enough to keep him busy, Fortner is also general manager of the Spear Oil Company and has an interest in the Fortune Drilling Corporation, Princeton, Ind., a firm he helped organize with a brother, Robert E., president, in 1950.

A proud family man, he has five children, Mrs. Virginia Nickholoff, Streator, Ill.; William D., 19, who attends Southern Illinois University, Carbondale, Ill. (and helps his dad in his vending machine division); Barbara Jean, 17; David Lee, 15, and Ronald Desmond, 8.

Fortner, one of three sons, started in the coin machine business with his father, William G. (who died in 1950), on a part-time basis in 1932. In 1938 he became a partner with his father of the Amusement Distributing Company in Dwight, Ill. From 1939 until he entered the service in 1942, Fortner headed two operating firms, White County Amusement Company and Franklin County Amusement Company.

Due to disabilities and ill health, he did not enter the coin machine business again until December, 1947, when he bought the Livingston County Music Company in Pontiac, Ill.

As a long-time coin machine operator, Fortner believes it is very important for operators to play active roles in community affairs. He's a strong believer in the adage that public relations begins at home. He's a good example of an operator who's made it work.

POOL GAMES

IMMEDIATE DELIVERY AT LOW PRICES

WRITE FOR POOL GAME SUPPLIES

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- Un. Leader 195
- Un. Team 205
- Un. Imperial 185
- Un. League 195
- Un. Chief 195
- Un. Royal 170
- Un. Olympic 95
- Un. Classic 105
- Un. Deluxe 65
- Un. Cascade 85
- Un. Targette 250
- Un. Comet 295
- Genco Match Pool . 105
- Genco Shuffle Pool 75
- Keeney Diamond .. 195
- Keeney American.. 295
- Keeney Domino .. 105

- Keeney Domino... \$105
- Keeney Century .. 265
- Keeney Carnival .. 95
- Keeney 10 Player. 75
- Keeney 6 Player.. 65
- C.C. Advance 175
- C.C. Triple Score.. 100
- C.C. Double Score. 80

BINGOS

- Nevada \$175
- Beach Club 135
- Spot Light 50
- Surf Club 175
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- Yacht Club..... 75
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- Frolics 100
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- Atlantic City... 80
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SUPPLIES

- Shuffleboard Game Wax, Case (12) \$ 3.50
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18 FT. ROCK-OLA SHUFFLEBOARDS \$125.00

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- Keeney Sportsman .. \$245
- Keeney Ranger 345
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MODEL T COIN-OPERATED AUTO-RIDE



Miniature model of early style roadster in eye-catching colors... with real headlights and real horn... MODEL T takes youngsters on a rolling, rocking ride for a dime. Eccentric motion of MODEL T, mounted on rigid steel base, creates illusion of exciting travel on a country road... an illusion so attractive to boys and girls, from toddlers to teenagers, that MODEL T keeps busy earning money every minute of the day.

Packed with appeal to junior marksmen, boys and girls, from 6 to 16, Bally BULL'S EYE Junior Shooting-Gallery is a gold-mine in every location frequented by youngsters. Realistic western six-shooter shoots 10 to 20 shots for nickel at exciting wild animal targets, shots and hits registering on illuminated score-glass. Pistol is positively safe, because no bullets or pellets are fired, hits registering when gun is accurately aimed and trigger pulled. Gayly colorful cabinet occupies only 1 1/2 ft. by 3 ft. of floor-space to take in coins at a rate of \$15 to \$35 per hour.

BULL'S EYE COIN-OPERATED JUNIOR SHOOTING-GALLERY



THE CHAMPION COIN-OPERATED HORSE-RIDE



THE CHAMPION is a life-like western golden-palomino bronco in iron-tough plastic... with genuine cowboy saddle. All-metal base permits operation outdoors in all weather. THE CHAMPION walks, trots or gallops, as rider controls speed by pulling reins. Riding-time is adjustable to 45 seconds, 1 minute, 90 seconds, 3 minutes. Occupying only 22 in. by 44 in. of floor space, THE CHAMPION takes in \$2.00 to \$8.00 per hour.

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Ill.

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- WURLITZER 1100 155
- WURLITZER 1015 95
- A.M.I. MODEL C 165
- A.M.I. MODEL A 125
- SEEBURG WALL-O-MATIC (W4-L56--20 Sel.) 17

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COBRA CARTRIDGES
Realigned and Resurfaced, 75¢ each. Compare them with new cartridges. Cartridges returned within 10 days.
ELECTRONIC INDUSTRIES
P. O. Box 2008 Mesa, Arizona

NAAPPB Sport
• Continued from page 88

in a cut-away portion of the back-stop representing the strike zone. Players pitch real baseballs at the strike area which lights up red signals at the top of the back-stop when hit. Gold lights signal a "ball" pitched, which hits outside of the strike zone on the surrounding foam rubber cushioning.

A mechanical arm at the side of the unit actually pitches baseballs on the fly back to the pitcher. This arm is adjustable to return pitches accurately at variable speeds and distances.

Designed for outdoor use, the unit is constructed of heavy waterproof marine plywood, trimmed with aluminum edging, painted with a Duralac finish. Impact surfaces are covered with vinylite material over Tuflex and foam rubber cushioning. The return arm is spring operated.

Height of the units is 84 inches; width, 54 inches; depth, 24 inches. Strike zone is 33 by 17 inches, representing exact strike zone for the average batter.

The unit operates on 110-volt AC current, reduced by transformer to 30-volt and 6-volt operating current. It is energized automatically by an electric button.

Manning the At-Roy booths were Harry D. Atwood, president, and William F. Troy, treasurer.

Mike Munves
• Continued from page 88

the sign of the zodiac and sets a calendar pointer to the exact day of his birth. He is automatically delivered astrological information giving an analysis of his personality and character . . . "hidden talents, love, marriage and guide to success and happiness."

Also exhibited by Munves, large dealer in Arcade machines, was Genco's Two-Player Baseball and Quarterback games; Exhibit card vander; Williams Sidewalk Engineer, kiddie bulldozer game, Jolly Joker and Royal Crown roll-down games; Standard Metal Typer machine, and a coin-operated horse kiddie ride.

Mike and Joe Munves headed the firm's convention delegation.

Auto-Photo Co.
• Continued from page 88

ing to the company, permits an extremely fast shutter speed, stopping all action or motion while the photographs are taken.

Manning the Auto-Photo exhibit at the show were company representatives and distributors, including V. Van Nattan, Ray Cooley and Mari Foster, of the Los Angeles headquarters; Lucian Isovich, Auto-Photo of Canada; Elmer Schmitt, Gil Kitt, Chicago; David Rosen, Philadelphia, and Albert Simon, New York.

Almond Crop Down

The almond crop in California is estimated at 37,600 tons, slightly below last year and average. Production in some frosted areas was lower than expected, but these reductions were more than offset by heavier crops in other areas.

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NEW POOL TABLE LITE
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Fits Every Make of Pool Table on Market
Does NOT "Block" Any Shot!
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Priced Low at only \$17.50
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CHICAGO COIN'S NEW "FRONT PLAY" AUTOMATIC POOL
Space-saving . . . ideal for every location! Automatic Back Rack Scoring! New Score Transfer Device! Many other features!



EXHIBIT'S DELUXE "84" SKILL POOL
11 Ways Better to assure powerful player appeal and dependable performance! 3 or 4-Side Play.

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NEW: CHICAGO COIN BOWLING TEAM BOWLER . . . PHONE OR WRITE
CHICAGO COIN ALL STAR TEAM BOWLER . . . PHONE OR WRITE
CHICAGO COIN SCORE-A-LINE BOWLER, SPECIAL . . . WRITE

FIRST-Conditioned
OFFERING THE WORLD'S BIGGEST AND FINEST SELECTION OF CHOICE SHUFFLE GAMES . . . GUARANTEED TO BE THOROUGHLY RECONDITIONED AND REFINISHED. * INDICATES "MATCH" GAME.

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* BULL'S EYE WRITE	* DELUXE FIFTH INNING (F.S.) . . . 395	* DELUXE LIGHTNING . . . 355	* DELUXE MARS . . . 325
* HOLIDAY \$410	* TEAM 295	* BANNER 295	* SPEEDY 250
* TRIPLE STRIKE 350	* TARGETTE 235	* RAINBOW 235	* LEAGUE 195
* FIREBALL 375	* CHIEF 195	* CHIEF 185	* ROYAL 150
* FLASH 315	* STAR 10th FRAME . . . 65	* STAR 6-PLAYER . . . 55	* DELUXE 6-PLAYER . . . 45
* PLAYTIME 295	* KEENEY	* BONUS \$165	* PACEMAKER 115
* FEATURE 255	* DOMINO 95	* CARNIVAL 75	* CLUB 10-PLAYER . . . 55
* SUPER FRAME 195			
* STARLIGHT 225			
* CRIBS CROSS TARGET . . . 185			
* ADVANCE 165			
* GOLD CUP 135			
* TRIPLE SCORE 95			
* DOUBLE SCORE 85			
* CROWN 85			
* 10th FRAME, 6 PLAYER . . . 85			
* NAME BOWLER 55			
GENCO			
* MATCH POOL \$125			
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FIRST-Conditioned
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SPORTLAND, S.G. \$235
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Wms. ALL STAR BASEBALL . . . \$155
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C.C. 4-PLAYER DERBY 135
TELEQUIZ with film 115
C.C. GOALEE 95
Evans TEN STRIKE 75
NEW EX. VACU. MATIC VENDOR WRITE

SCOOP!
Have purchased entire Binks Mfg. Co. inventory of their outstanding counter game:
ZIPPER
3 Great Play Principles: Bingo Scoring — High Score — Steeple Chase (zig zag ball action). 1c, 5c, 10c, 25c play.
BRAND NEW
Originally \$79.50—NOW \$25

FIRST COIN MACHINE EXCHANGE, INC.
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ELECTRIC SCOREBOARDS
SLIM JIM Model
Maple Cabinet Natural Finish
• Two-Faced • Coin-operated — 10¢ 1 Player or 10¢ 2 Player by simple plug switchover.
• Fits any Shuffleboard • 2 Models 15-21 pts. 15-21 and/or 50 pts.
• Large metal ABT Coin Reflector Box • Aluminum Button Blocks • Chrome Tube Supports
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GYPSY QUEEN 210	DELUXE SLUGGIN' CHAMP 205	UNITED DELUXE MARS 350	UNITED DELUXE 5TH INNING . . . 295
SLUGGIN' CHAMP 200	TWIN BILL 185	UNITED TEAM SHUFFLE ALLEY . . . 225	UNITED LEAGUE 210
STAGE COACH 175	LADY LUCK 165	UNITED ROYAL 165	
DRAGONETTE 160	GOLD STAR 160		
HAWAIIAN BEAUTY 145	MYSTIC MARVEL 130		
SHINDIG 110	PINWHEEL 110		
POKER FACE 100	GUYS-DOLLS 90		

RECONDITIONED BINGO GAMES
BIG TIME \$445
VARIETY 310
GAYETY 295
ICE FROLICHS 210
SURF CLUB 195
PALM SPRINGS 185
HI-FI 175
DUDE RANCH 150
BEAUTY 125

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MARVEL'S SENSATIONAL BUMPER-TYPE POOL GAMES . . . 2 SIZES
Especially Designed and Built for Choice Locations
CHECK THESE EXCLUSIVE FEATURES:
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One 22-ft. American Shuffleboard . . . \$179.50
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NEW ELECTRIC SCOREBOARDS
SLIM JIM MODELS (Overhead), 15-21 pts. and 15-21 and/or 50 pts. \$139.50
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SMOKE SHOP CIGARETTE VENDOR (Late Model)...\$125.00

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NEW MODEL!

NICKEL DISPENSERS

READY NOW FOR
IMMEDIATE DELIVERY

- ★ Single 5c Tube holds 200 nickels with feather touch operation.
- ★ All die-cast parts in mechanism.
- ★ Chrome-Plated mechanism.
- ★ Detachable units (1c, 5c, 10c, 25c) as many tubes as you want (1, 2, 3, 4, 5-hole bases).
- ★ All "wearing" parts of old model eliminated.
- ★ Single 10c Tube with base attached available in quantity.
- ★ Guaranteed accurate.
- ★ Wall or Counter mount.

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A.&L. Kiddie Rides

Continued from page 88

36 inches high. Mechanisms of both models are interchangeable. The standard model lists at \$395, the smaller at \$375.

Ride Details

The rides are powered with a 1/2 h.p. GE motor, equipped with a Euclid drive mechanism, National Rejector coin chute, Ward-Leonard single-pole relay. The fibre-glass body is manufactured by Nemetz Manufacturing Company, Kenosha.

The kiddie ride mechanism is an independent unit and can be slid out of the base. The ride can be broken down in 15 minutes, according to the firm. The ride has two rollers in the front and is equipped with rubber pads to set up.

The ride is specially designed so that the moppet can seat himself on the horse with a little or no help.

A. & L. is headed by Gunny Lawrence and George (Dan) Ash, who represented the firm at the show. Headquarters are at 4303 75th Street, Kenosha.

Coin Pool Scores

Continued from page 88

after another has joined the pool game ranks and all have experienced steady orders for the games.

Pool games have furnished operators with "something new" for their tavern and bowling alley locations at a comparatively low price. The games are simple to play and easy to service, have caught on with operators in all sections of the country.

Coin-operated pool games have been in existence since 1913, originating in Europe. They had remained principally an export item in the U. S. until their surging popularity on the American market this year.

All indications point to continued high sales of the games, and most firms in the industry expect the games to continue as a solid sales item for a long time to come.

Mutoscope

Continued from page 78

fighters, each manipulated against the other by players at opposite ends of the cabinet; Zekla, a fortune-teller machine dispensing cards to the player; Mystic Swami, a fortune-teller dispensing cards and charm tokens; Drive Yourself, driver-testing machine; the Tungo grip tester, featuring the head of a clown, and the new production model of the firm's Voice-O-Graph.

Hemert Klein and William Rabkin directed the exhibit.

Exhibit Unveils

Continued from page 88

odd-numbered cars, his opponent, the even-numbered ones. Green traveling lights flashing in front of the ball-holes increase the advance of a car when ball is landed in hole with green light. Lights on the backglass show how many "miles" each car travels, and a speedometer lights up to show speed each car makes.

CLEANED, CHECKED READY TO OPERATE

BIG TIME\$425.00
VARIETY 295.00
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HI-FI 175
SURF CLUB 185
PALM SPRINGS..... 175
DUDE RANCH..... 150
BEAUTY..... 125
BEACH CLUB 135
YACHT CLUB 85
CONEY ISLAND..... 65
FROLICS..... 110
PALM BEACH 65
BRIGHT SPOT..... 95
SPOTLIGHT 45
NEVADA 150
TRIPLE PLAY 395

5-BALL GAMES

WISHING WELL.....\$265
SWEET ADD-A-LINE..... 245
SOUTHERN BELLE 225
GYPSY QUEEN 210
LADY LUCK 160
FOUR BELLES 175
JOCKEY CLUB 125
PINWHEEL 95
SPITFIRE 195
COLORS 195
THUNDERBIRD 125
DEALER 110
BIG BEN 110
ARMY & NAVY 65
SILVER SKATES..... 65
JALOPY 75

LATE SHUFFLES

BLINKER.....WRITE
GOLD MEDAL\$395
MAGIC 345
DELUXE CAPITOL..... 410
DELUXE CLIPPER..... 395
DELUXE LIGHTNING..... 360
DELUXE MERCURY..... 325
BANNER 285
ACE 250
TEAM 210
LEADER 195
IMPERIAL 160
CLASSIC 115

FEATURE OF THE WEEK

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World's Finest—Best Known!

SOLID RED 2 1/2" DIA. BALL\$3.45
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GENCO RIFLE GALLERY... 210
EXHIBIT SPACE GUN..... 75

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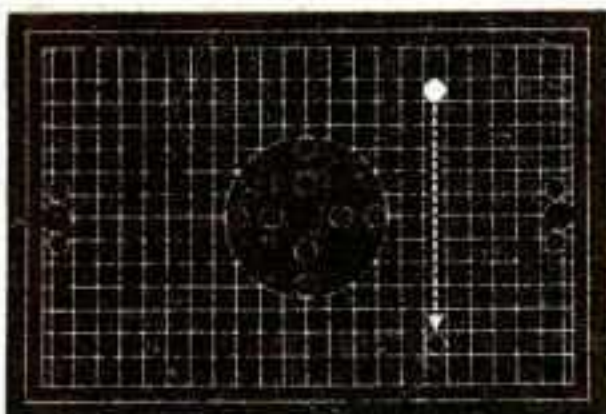
11 reasons why EXHIBIT'S SKILL POOL DELUXE IS BREAKING PROFIT RECORDS EVERYWHERE

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* Requires only 12' x 7' or 84 sq. ft.



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4 LINED PLAY FIELDS
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5 3-SIDED PLAY
Allows table to be placed against wall without interfering with play area.



- 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—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!



3 PLAYFIELD LEVELS
Sunk into the playfield for fast, reliable, easiest leveling of table. Insures that playfield is level for true play!



3 HINGED TOP
For easy, speedy servicing! Lifts right up without effort.

Sees Big Future In Hawaii, Teves Forms Vending Co.

HONOLULU, Dec. 3.—Declaring the food vending industry has a big future and is expanding rapidly in the Islands, Nicholas T. Teves, former city-county supervisor, has established a new vending firm.

Known as the Teves Games Equipment, it will represent vending machine manufacturers in the Islands within the near future, Teves announced.

The firm was capitalized at \$25,000 with the privilege of expanding to \$250,000. Director-officers are Teves, president, treasurer and majority stockholder; Mrs. Belle Teves, vice-president, and Nona Belle Teves, secretary. Directors are Nicholas W. Teves and Mrs. Madeline Botelho.

Currently the company is distributing shuffleboards and bumper pool games. Teves said he introduced shuffle boards in Hawaii several years ago.

We Will Trade SKILL POOL

FOR LATE BINGO GAMES

Send your list in today or call us.

FRANK SWARTZ SALES CO.

515-A Fourth Ave., S. Nashville 10, Tenn. 4-8571

MINTHORNE —Specials—

- Bert Lane Merry-Go-Round .. \$195.00
- Chi Coin Starlite Bowler ... 175.00
- Bally Jet Bowlers 245.00
- Chi Coin Criss Cross Bowlers . 150.00
- Bally Atlantic City 35.00
- Williams Spitfire 120.00

These are only a few of the tremendous bargains in used equipment. WRITE—WIRE—OR CALL for our money-saving values.

WATCH FOR OUR SPECIALS ON GAMES & PHONOGRAPHS

MINTHORNE MUSIC CO.
2920 W. Pico Blvd., Los Angeles 6, Calif.
Phone: REpublic 4-2177

Exclusive Factory Distributors for:
J. P. Seeburg Corp., Chicago Coin, Exhibit Supply, Williams Mfg. Co.

GIVE TO DAMON RUNYON CANCER FUND

END OF YEAR CLEARANCE

- 6 Genco Quarterbacks \$400.00
- 3 AMI Model D 80's 325.00
- 1 AMI Model E 80 425.00
- 2 AMI Model E 120 450.00
- 3 Advance Bowlers 165.00
- 1 Arrow Bowler 350.00
- 1 Thunderbolt Bowler 350.00
- 2 Bull's-Eye Bowlers 495.00
- 1 Blinker Bowler 550.00

Will take in trade
Gottlieb & Williams Pin Games

SPECIAL
5 United Nevadas—very clean . \$150.00 each

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and International Mutoscope Distributors.



Remember IN NEW ENGLAND IT'S TRIMOUNT

40 WALTHAM STREET BOSTON 18, MASS

EXHIBIT SUPPLY COMPANY

Established 1901

4218 W. LAKE ST. CHICAGO

PHONE: VA 6-3100

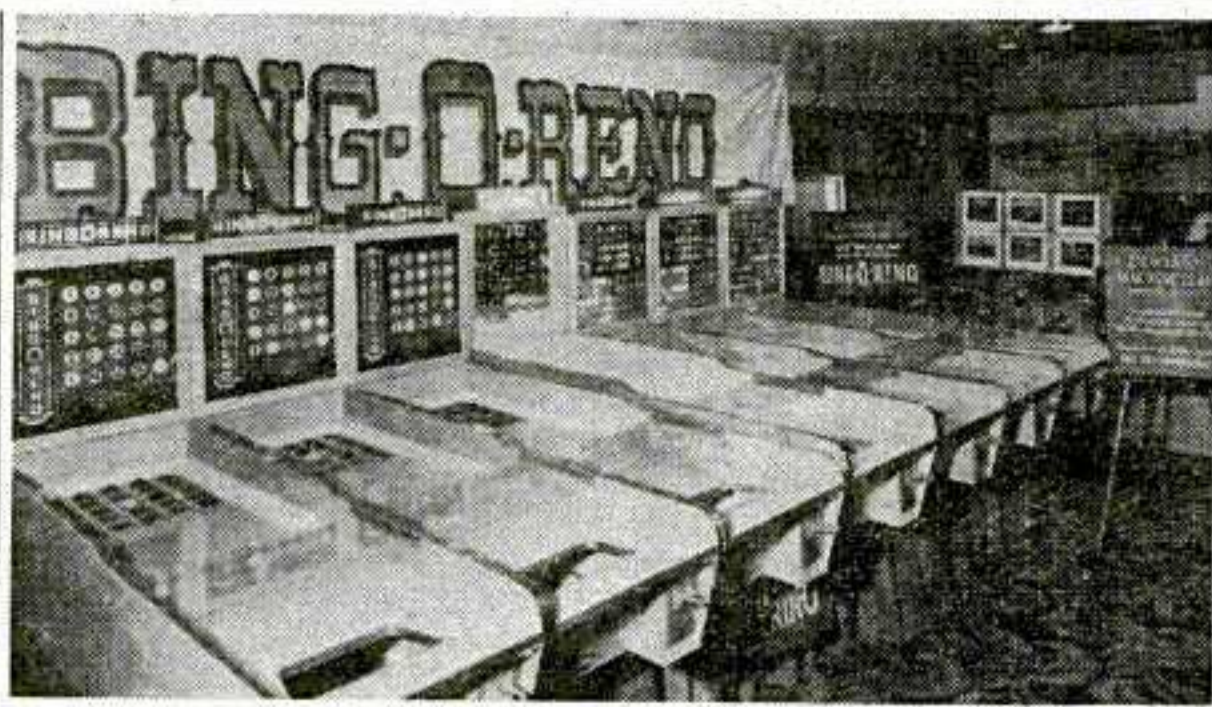
**COMPLETELY CHECKED . . .
READY FOR LOCATION!**

SCALES
WATLING FORTUNE SCALES . . . \$110
MILLS LO BOY SCALE . . . 70
ROCK-OLA (Floor Sample) . . . 90

BOWLERS
UNITED ACE . . . \$250
UNITED TEAM . . . 235
UNITED LEADER . . . 195
GENCO SHUFFLE POOL . . . 65
CHICAGO COIN DOUBLE SCORE . . . 75
CHICAGO COIN STARLIGHT . . . 225

ARCADE
GENCO SKY GUNNER . . . \$ 85
EXHIBIT SHOOTING GALLERY . . . 185
KEENEY SPORTSMAN . . . 200
EVANS BAT-A-SCORE . . . 85
TELEQUIZ with Film . . . 85
SEEBURG 148-M PHONOGRAPH . . . 85
ALL MAKES POOL TABLES—WRITE!

**IRV OVITZ
ACME-INTERNATIONAL
DISTRIBUTORS**
3643-45 W. Montrose Chicago 18, Ill.
CORNELIA 7-7272



HENRY A. GUENTHER AWARD for the "most meritorious coin machine exhibit" at the 1955 National Association of Amusement Parks, Pools and Beaches show went to Scientific Machine Corporation. Part of the exhibit is shown here.



AWARDED FIRST PRIZE at the National Association of Amusement Parks, Pools and Beaches show at the Hotel Sherman, Chicago, last week was the Scientific Machine Corporation exhibit. Manning the Scientific booths were, left to right: Jack Firestone, Scientific superintendent; Milton Tone, Bayonne, N. J.; Max D. Levine, Scientific president; Mrs. Henry Grauf and Henry Grauf, Seaside Heights, N. J.; Herman Bakerman, Point Pleasant, N. J.

FINEST RECONDITIONED EQUIPMENT

READY FOR LOCATION

Gayety . . . \$315.00
Surf Club . . . 185.00
Hi-Fi . . . 150.00
Dude Ranch . . . 140.00
Palm Beach . . . 70.00
Variety . . . 285.00
Palm Springs . . . 175.00
Beach Club . . . 110.00
Atlantic City . . . 75.00
Yacht Club . . . 70.00
C. C. Starlite Bowler . . . 175.00
United Clover Shuffle Alley . . . 65.00
Exhibit Shooting Gallery . . . 125.00
United Carnival Gun . . . 225.00

ONE-THIRD DEPOSIT

**Marmor
DISTRIBUTING COMPANY**
1519 Central Parkway, Cincinnati 14, O.
Phone Dunbar 1-5152

Guenther Award
• Continued from page 88

has manufactured for over 20 years. Levine rates his Bing-O-Reno the standout game in the group, but unveiled a brand new model roll-down, "21," at the show.

Bing-O-Reno is a three-card roll-down game, with the player getting action on from one to three of the cards in any one game at a dime a play. Numbers of ball holes on the playfield correspond to numbers on the backglass cards.

With the "21" game, the player rolls balls to make a score of "21," as in the popular card game. Scores add up on the backglass as player shoots each ball.

Pokerino, another roll-down game featured, gives the player the opportunity to score poker hands by rolling balls into ball holes marked according to playing card symbols. "Poker hands" light up on the backglass.

NEW YORK, Dec. 3.—Pepsi-Cola Company and its consolidated subsidiaries had a 60 per cent increase in estimated net income after taxes for the first nine months of 1955, compared with the 1954 corresponding period, Alfred N. Steele, board chairman, announced. Estimated consolidated net income after taxes for the nine months of 1955 was \$7,815,000, or \$1.32½ per share, compared with \$4,800,000 or 83 cents per share for the 1954 period.

**Cleveland Coin
Machine Exchange, Inc.**
Valley Manufacturing Distributors
2029 Prospect Ave. Cleveland, Ohio
To: 1-6715
Write for prices.

**Yes!
Watch for
something NEW
in next week's ad**

Valley

**333 MORTON ST.
BAY CITY, MICH.**

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

**Completely Refinished
and Factory
Reconditioned . . .
Ready for Location!**

C. C. HOLIDAY (Jackpot) . . . \$359
DELUXE COMETS . . . 289
JET BOWLER . . . 269
DELUXE MERCURY . . . 279
LEADERS . . . 189
TEAM PLAY . . . 189
UNITED CLASSICS . . . 99
MATCH POOL . . . 99
C. C. CROWN . . . 89
SHUFFLE POOL . . . 69

Jobbers—Call Us for
"As Is" Prices!

Will Trade Above Games for Late
A.M.I. and Seeburg Phonographs
or Pool Tables

ALLIED COIN MACHINE CO.
786 Milwaukee Ave.
CAAnal 6-0294
Chicago 22, Ill.

**GIVE TO DAMON RUNYON
CANCER FUND**

USED MUSIC MACHINES

AMI
Model C . . . \$150.00
Model D-40 . . . 195.00
Model E-120 . . . 435.00

SEEBURG
M-100-C . . . \$535.00
M-100-A . . . 225.00
M-100-B . . . 425.00

WURLITZER
1250 . . . \$200.00
1400 . . . 325.00
1500 . . . 375.00
1700 . . . 745.00

PEACH STATE MUSIC COMPANY
549 Peach Street Macon, Georgia Phone 3-1588
911 Gervais Street Columbia, So. Carolina Phone 4-2452

**Empire has the POOL
GAMES!**

- 3 OR 4-SIDED PLAY
- HINGED TOP
- IMMEDIATE DELIVERY

**Genco DeLuxe Tournament
Williams DeLuxe Bank Pool**

5 BALLS

WMS. SNAFU
WMS. JOLLY JOKER

GOTTLIEB

Gold Star	\$200.00	Grand Slam	\$110.00
Flying High	135.00	Skill Pool	110.00
Shindia	135.00	Quartet	110.00
Guy and Dolls	135.00	Queen of Hearts	100.00
Pinwheel	125.00	Crossroads	85.00
Poker Face	125.00	Chinatown	85.00

WILLIAMS

Big Ben	\$185.00	Palisades	\$90.00
Screamo	145.00	Fairway	90.00
Dealer	125.00	Hayburner	85.00
Lazy Q	125.00	Twenty Gr.	85.00
Struggle	125.00	Disk Jockey	85.00
Buggy	125.00	Jalopy	85.00
Grand Champ	125.00	Four Corners	90.00
C.O.D.	115.00	Lucky Inning	49.50

SHUFFLE GAMES

UNITED TOP NOTCH
UNITED REGULATION

Chicoin Bonus Score Bowler	\$425.00
United Lightning, High Score	245.00
United Banner, Match Score	295.00
United Mercury, Match Score	295.00
United Speedy	295.00
United Comet, Match Score	335.00
United Lightning, Match Score	375.00
United Clipper, High Score	375.00
United Mars, High Score	295.00
United Venus, High Score	375.00
United Ace, Match Score	265.00
United Rainbow, High Score	245.00
United Leader, Match Score	225.00
United Chief, High Score	185.00
United Team, Match Score	195.00
United League, High Score	195.00
United Imperial, Match Score	185.00
United Royal, High Score	175.00
United Classic, Match Score	100.00
United Olympic, High Score	100.00
United Clover, Match Score	100.00
United Cascade, High Score	110.00
United Super	75.00
Chicoin Bull's-Eye	Write
Chicoin Blinker	Write
Chicoin Hollywood	475.00
Chicoin Holiday	395.00
Chicoin Criss Cross Bowler	245.00
Chicoin Starlite	235.00
Chicoin Super Frame Bowler	225.00
Genco Match Pool	99.50
Genco Shuffle Pool	99.50
Bally Victory	295.00

LET'S SWAP
BINGOS & Late Shuffles
for Seeburg M100HFC,
Seeburg M100R and Late
Gottlieb 5-Balls.

BINGOS

UNITED STARLET
BALLY BEACH BEAUTY

Bigtime	\$445	Tahiti	\$150
Variety	325	Nevada	175
Triple Play	445	Beauty	125
Gayety	325	Frolics	110
Bally Hi Fi	175	Yacht Club	95
Surf Club	175	Palm Beach	95
Ica Frolics	145	Atlantic City	95
Palm Springs	165	Bright Light	95
Mexico	165	Chicoin Super Home	95
Dude Ranch	150	Coney Island	95
Beach Club	150	Golden Nugget	95
Rio	150	Genco 400	55
Havana	150		

GUNS

Genco Sky Rocket	\$425.00
Keeney Sportsman	295.00
Genco Sky Gunner	135.00
Shooft the Bear	145.00
United DeLuxe Carnival	295.00
Genco Rifle Gallery	225.00
Williams Super Jet	295.00
Seeburg Coon Hunt	165.00

BRAND NEW CLOSEOUTS
United Derby Roll . . . Write
Mighty Mike Sparring Partner . . . 795.00
Genco Silver Chest . . . 125.00

COIN-COUNTER
NEW STANDARD-RAPID
Counts and wraps Pennies to Halves.
Rugged, Light, Accurate, Portable. Try
One on Money-Back Guarantee . . . \$189.50

PHONOGRAPHS
EXPERTLY RECONDITIONED . . .
EMPIRE GUARANTEED

SEEBURG	AMI
M100R . . . \$845	E120 . . . \$545
M100HFC . . . 735	D40 . . . 275
M100C . . . 615	D80 . . . 375
M100B . . . 495	Model C . . . 175

ARCADE

SIDEWALK ENGINEER
AUTO PHOTO
HARVARD METAL TYPER
HYDRO DUCK GUN
EXH VACUUMATIC CARD VENDOR

Wms. All Star Baseball	\$225.00
Set Shot Basketball	345.00
Photomatic, Late	445.00
Voice-o-Graph	495.00
Williams Super Jet	295.00
Genco 2-Player Basketball	225.00
3D Theatre	199.50
Ch. 4-Player Derby	195.00
Mercury 15-Way Athletic Scale	75.50
Wms. Deluxe Baseball	175.00
Wms. Super World Series	99.50
Wms. Star Series	79.50
Ev. Bat-a-Score	175.00
Auto. Drivemobile	165.00
Telequiz and Film	100.00
Auto. Flying Saucer	149.50
Goatee	99.50
Chi Pistol	99.50
Ext. Dale Gun	89.50
Scientific Baseball	79.50
Flash Hockey	75.00
Wms. Quarterback	75.00
Exh. Hi-Ball	75.00
Anti-Aircraft	99.50
Undersea Raider	125.00
Auto. Drop Kick Football	295.00
Standard Metal Typer	295.00
Deco Space Ranger	325.00
Royal Mustangs Horse	375.00
Exh. Big Bronco	375.00

**EXCLUSIVE DISTRIBUTOR NEW
AUTO PHOTO II**
Illinois, Kentucky, Ohio, Indiana,
Wisconsin.
Order Now—for Early Delivery.

Empire COIN MACHINE EXCHANGE
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

Davis Guarantee

- Mechanism Overhauled
- Worn Parts Replaced
- Amplifier Reconditioned
- Speaker Inspected
- Tonehead Renewed
- Cabinet Professionally Refinished

DAVIS REBUILT EQUIPMENT

with the DAVIS 6-Point GUARANTEE

The following models are available for prompt shipment:

SEEBURG		WURLITZER	
148	\$ 95	1100	\$125
M100C	595	1400-1450	250
		1500-1550	295
AMI		ROCK-OLA	
A	\$125	1428	\$ 95
D-80. 45 R.P.M.	345	1436 FIREBALL 120, 78 R.P.M.	275
F-120	695		

WALL BOXES

SEEBURG 3W5, 5c, 10c, 25c. 3-wire	\$12.95
SEEBURG 3W2, 5c, 3-wire	4.95
WURLITZER 3020, 5c, 10c, 25c	9.95
WURLITZER 4820, 5c, 10c, 25c	14.95
WURLITZER 5204, 104 Selections	22.95
WURLITZER 219 Stepper	9.95
WURLITZER 252 Stepper	22.50
AMI 40 Selection Stepper	14.95
WURLITZER Speakers 4000, 4006, 4007, 4009	9.95

Private Western Union Wire • Cable Address: "Davdis" • 1/3 Dep. Required

WORLD EXPORT
WESTERN EXPORT
DISTRIBUTING

Davis Corp.
 Exclusive Seeburg Factory Distributor
 738 Erie Boulevard East
 Syracuse 3, N. Y., U.S.A., Ph. 75-1631

Cig Sale Rise Nets Indiana \$11,363,299

INDIANAPOLIS, Dec. 3.—Sharp increase of cigarette consumption in Indiana for the first 10 months of 1955 was reported by distributors.

Figures disclosed by the State's cigarette tax division show revenue for the 10-month period ending October 31 exceeded the 1954 income for the corresponding period by \$462,367. Collection for the current year rose to \$11,363,299 from the 1954 yield of \$10,900,932.

Since 1947, when the law creating the tax was enacted, the State has been collecting 3 cents on each package. Revenue yield during the first 10 months reflects the sale of 363,364,400 or 7.27 billion cigarettes. Should this rate be maintained during November and December, totals for the year should reach 8.72 billion cigarettes.

The trend to filter tips is gaining strength in the State, distributors report. Exact figures are unavailable, but it is believed Indiana is keeping pace with the national shift to the new types of smokes. Nationally, 19 per cent of all cigarettes sold are filter tipped.

A great majority of filter tip and king size smokers are still women, according to distributors in Northern Indiana's populous industrial centers.

BINGO MECHANIC WANTED

For route work. Regular hours —good pay and vacation. No travelers. Write to

BOX 831
 The Billboard, Chicago, Ill.

SAM SOLOMONS' SPECIALS

BOWLERS

Hollywood	\$445.00
Arrow	425.00
Thunderbolt	375.00
Flash	245.00
Starlite	225.00
Feature	225.00

UNITED

Capital	\$425.00
Mars	295.00
Rainbow	245.00
League	185.00
Chief	175.00
Cascade	65.00

SAM SOLOMONS — HARRY STEWARD

UNIVERSITY COIN MACHINE EXCHANGE
 858 N. High St. AX. 4-3592
 Columbus 8 Ohio

Your American Red Cross Is Always There After Disaster Strikes

2 GREAT GAMES FROM GENCO!

DE LUXE
GENCO'S TOURNAMENT POOL
 FOR 2 OR 4 PLAYERS

1

For **3 or 4-SIDED PLAY**

- SETS AGAINST WALL ... saves 60 sq. ft. of floor space
- DUAL BUILT-IN LEVELING GAUGES ... assures perfect, non-tilt playing area
- COMPLETE INSTRUCTION CARDS ... for 3 or 4-sided play

2

THE ORIGINAL POOL GAME with OPTIONAL TABLE LIGHT



HINGED PLAYFIELD ... for easy servicing

GENCO'S SUPER BIG TOP RIFLE GALLERY



Operators everywhere acclaimed **BIG TOP** the finest Gun Game ever made!

And **NOW WE** proudly present this brand-new, better-than-ever model!

SEE them **NOW** at your GENCO Distributor

CONVERTIBLE...
 novelty, match or super star

PLUS many more **NEW FEATURES!**

GENCO MFG. & SALES CO.

2621 N. Ashland Avenue
 Chicago 14, Illinois

REAL POOL TABLES

YES, same size as most bumper tables, but without the bumpers! Six pockets, live cushions, regulation play with ten numbered balls and cue ball, legal everywhere. Completely automatic and cheat proof; any number can play. Hinged top, nickel or dime chute. Will make your investment back in a few days. Non-electric. Comes complete with balls and rack, cues, chalk holder and cue racks. Maple finish. Slightly used, but guaranteed. Shipped crated.

\$160.00 each

One-third with order, balance COD or \$150 cash in advance.

JOE NICOLA
SAN MARCOS, TEXAS

Paul Price Ready On Knuckle Duster

NEW YORK, Dec. 3.—Paul A. Price, Inc., has gone into production on its knuckle-duster charm, which consists of a ring and a transparent stone.

Price said the charm stones will come in assorted colors, with assorted settings and platings. He added that the stone has a high glare and brightens up globe displays. The item is ready for immediate delivery.

Union News

Continued from page 84

ounce cans packed by the Campbell's Soup Company.

Deliveries Set

According to Vendo, several hundred orders have been received since the convention, and quantity deliveries will be made starting January 15, 1956.

Each unit has a capacity of 210 cans, which are dispensed hot. The three-column machine can use any of the 12 varieties made in the eight-ounce size.

Arnold said railroad employees will be polled to determine food preferences. Ingredients retain a thermostatically controlled temperature of 150 degrees and are contained in an insulated heating cabinet. Another Vendo hot food unit is reported on location at the Eastern Venetian Blind Company, Baltimore.

Started in '51

Soup vending is not new to Campbell's. In 1951, the first soup vander was installed in New York's Pennsylvania station. The unit was the machine made by Snively Groves, Inc., and it was developed thru a joint effort of the two firms.

The Snively machine, currently in location in industrial and public locations, is a bulk soup vander which dispenses an unadorned product.

ALWAYS BEST BUYS ALL WAYS

FOOT VIBRATOR

A New Field for the Alert Operator A Treat for TIRED FEET

Profitable locations available everywhere 5c

Coin Operated

Exclusive territories available



FACTORY DISTRIBUTORS

ADVANCE—All Purpose 25¢ Vendors \$ 28.50
10¢ Comb Vendors 24.50
Comb Vendors, 50 or more 17.40
Combs, per gross 3.75
10¢ Sanitary Napkin 23.50

NORTHWESTERN—Newest

16-Col. Candy \$475.00
49ers, all purpose 17.95
Tab Gum Vendors 28.95
5¢ Package Gum Vendors 29.45

VICTORS—Standard Topper,

case of 4, each 12.50
DeLuxe Toppers 13.50
DeLuxe Toppers, half cabinet 13.50

DISTRIBUTORS FOR LEAF BALL GUM.

BINGOS

ABC \$ 75.00
Atlantic City 90.00
Beach Club 125.00
Cabana 115.00
Dude Ranch 140.00
Frolics 110.00
Gayety 325.00
Hi-Fi 175.00
Havana 150.00
Ice Frolics 245.00
Long Beach 75.00
Mexico 175.00
Miami Beach 50.00
Palm Beach 85.00
Palm Springs 225.00
Rio 95.00
Spot Lite 50.00
Singapore 195.00
Stars 45.00
Surf Club 195.00
Tropicana 225.00
Tropics 150.00
Yacht Club 110.00

PIN & NOVELTY GAMES

Chinatown \$ 95.00
Grand Champion 115.00
Hot Rods 50.00
Hay Burners 50.00
Jalopy 50.00
Futurities 50.00
Steeple Chase 50.00
Spark Plug 50.00
Touch Down 50.00
Struggle Buggy 125.00
Quartet 95.00

UPRITE GAMES

Genco 400 \$ 35.00
Golden Nugget 45.00
Silver Chest 95.00
Saddle & Turf, club model 275.00

RIDES

Miss America Boat \$295.00
Bally Space Ship 325.00
Atomic Jet Ship 150.00
Decco Merry-Go-Round, with music 395.00
Decco Air Ship 295.00

MUSIC

AMI Model A-40 \$ 95.00
AMI Model C-40 175.00
AMI Model D-40 245.00
AMI Model D-80 350.00
AMI Model E-120 495.00
AMI Model F-80 425.00
AMI Model F-120 695.00
Wur. 1015 60.00
Rock-Ola Fireballs 285.00
Seeburg Sicum, 200 sel. 325.00
Wallboxes, Seeburg 100 75.00
Wallboxes, Rock-Ola 50 sel. 50.00
Wallboxes, AMI, 5-10¢ 15.00
Wallboxes, Packard & Buckley 5.00

COUNTER GAMES

ABT Fire & Smoke \$ 20.00
ABT Red, White & Blue 20.00
Adv. Shocker 15.00
ABT Challenger 25.00
Ex. Disposition Register 25.00
Ex. Personality Indicator 25.00
Ex. Lovemeter 25.00
Got. 3-Way Grippers 20.00
Gypsy 18.50
Gypsy Fortune Teller 10.00
Merc. Grip Scales 20.00
Pistol Target Skill 15.00
S. K. Grip Vue 20.00
Smiley 10.00
Three of a Kind 18.00
Zig Zag Skill 20.00

CIGARETTE MACHINES

Alsa, 8 col., elec., new \$125.00
Mercury, 9 col., new 210.00
Lehi, 12 col., new 225.00
Super Six, new 115.00
Super Nine, new 155.00
National 930, used 95.00
National 950, used 110.00
Electro, 8 col., used 125.00
P. X., 10 col., used 115.00
P. X., electric 85.00
Keeney Electric, 9 col. 135.00
All new equipment shipped and refinished with 25¢ and King Size.

CANDY VENDORS, Used

5 Col. Mills \$55.00
6 Col. Uneda 65.00
9 Col. National 95.00
1 Col. Nat'l King 25.00

VENDORS, Used

50 5¢ Sanitary Napkins \$15.00
50 5¢ Victor Rockets 10.00
60 5¢ N.W. Jets, Caps. 10.00
20 1¢ Baby Grands 7.50
5 Masters 6.50
Shipman Stamp, 3 col. 23.50

DRINK VENDORS

Andico Coffee, new \$475.00
Andico Coffee, used 325.00
Mills Single Drink, cup 150.00
3 American 9" Bank Shot, like new, complete with cashbox and scoring unit \$250.00
SHUFFLE BOARD SCORE UNITS—Genco, Monarch, Edelman, Rock-Ola. \$75.00 each
POOL TABLES—Immediate delivery on the finest regulation 3 side or front play. Contact us for prices.
IMMEDIATE DELIVERY on HUNTERS AND BUGABOO 5-10-25¢ Play.

ARCADE LIST

Bally Big Innings \$ 99.50
C.C. 4-Pl. Home Run 200.00
C.C. 4-Pl. Super Home Run 225.00
United Super Slugger 395.00
Bala-Score Sr. 65.00
Coco Hunt & Bat'm 150.00
Wms. DeLuxe Baseball 145.00
Wms. World Series 85.00
Lite a League 75.00
Evans Bat a Score 150.00
Heavy Hitter 35.00
Bear Gun 25.00
Coco Hunt 175.00
Bonus Gun 295.00
Carnival Gun 275.00
Bally Defender 150.00
C.C. Pistol 50.00
Ex. Sportland 175.00
Ex. Gun Patrol 95.00
Ex. Six Shooter 95.00
Ex. Dale Gun 50.00
Sky Gunner 145.00
Silver Bullet 95.00
Ex. Jet Gun 125.00
Champion Hockey 85.00
C.C. Basketball 195.00
Goalie 95.00
Harvard Metal Typer 135.00
Stan. F.S. Metal Typer 340.00
K.O. Flier, F.S. 395.00
Periscope 95.00
Midget Movies, latest 125.00
Quizzer 95.00
Telequiz 100.00
Shoe Brush Up, New 95.00
Auto Photo 1850.00
DeLuxe Photo 365.00
Mut. Recorder 350.00
Ballon-Mat, New 395.00
Drivemobile 150.00
Mills Violino Virtuoso, as is 250.00

UNITED ALLEYS

5 Player \$ 40.00
DeLuxe 60.00
Cascade 75.00
Clipper 425.00
Comet 295.00
Capital 465.00
Clover 65.00
Chief 165.00
Ace 225.00
Lightning 365.00
Leader 185.00
League Bowler 160.00
Mars 295.00
11th Frame 195.00
Original 70.00
Rainbow 210.00
Royals 135.00
Venus 325.00
Speedy 240.00
C. C. 10th Fr. Double 75.00
C. C. Hi-Speed Triple 175.00
C. C. 10th Fr. Triple 95.00
C. C. Match Bowlers 45.00
C. C. Super Frame 195.00
C. C. Star Lite 225.00
C. C. Triple Strike 395.00
C. C. Flasher 215.00
Bally Rockets 275.00
Bally Mystics 355.00
Genco 8 Player 50.00
Keeney Carnival 125.00
Keeney League Bowler 50.00
Keeney Team Bowler 50.00
Keeney Bottle Pins 40.00



Cleveland Coin MACHINE EXCHANGE, INC.

2029 Prospect Ave., Cleveland 15, Ohio. Phone To-16715. Terms: 1/3 deposit with all orders, balance C. O. D.

GIVE TO DAMON RUNYON CANCER FUN

GIVE TO DAMON RUNYON CANCER FUND

A WIDE, OPEN TRAIL... TO GREATER EARNINGS...

WITH **GOTTLIEB'S FRONTIERSMAN**

4 LINE-UP ADVANCING TARGETS!

- Lighting up 4 spots of same color lights center hole for SPECIAL and EXTRA SPECIAL.
- Hitting any target 4 times lights hole for SPECIAL.
- Spotting rollover advances color lights.
- Lettered bottom rollovers advance corresponding target lights.

HOLD OVER FLAMING ARROW
FEATURE totals number of times player lights 4 spots of same color.

SUPER SPECIAL awarded when 5th number of ARROW FEATURE is lit.

3 Hi-Speed Pop Bumpers.
2 Cyclonic Kickers.
2 Super Powered Flippers.
High Score to 7 Million 900 Thousand!

SEE IT AT YOUR DISTRIBUTOR NOW!

Amusement Pinballs
as American as Baseball and Hot Dogs!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

SENSATIONAL SALE—PRICES SLASHED

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

DISTRIBUTORS:

BINGOS

- 25 MIAMI BEACH NEW
- 5 TROPICANAS \$185
- 5 SINGAPORES 185
- 10 GAYETIES 350
- 10 VARIETIES 350

GUNS

- 10 UNITED DELUXE BONUS
- 5 EXHIBIT SPORTLAND
- 20 EXHIBIT SHOOTING GALLERY

SHUFFLE ALLEYS

- TOPNOTCH SPECIAL
- CAPITAL DELUXE
- SUPER BONUS
- CLIPPER DELUXE

MUSIC

- 10 WURLITZER 1700's
- LIKE NEW

SPECIALS

- 2 EXHIBIT CARD MACHINES, New
- MEXICAN BANK SHOT, 9 ft. ... \$125
- GENCO SHUFFLE POOL 95

Trade us your GOTTLIEB PINBALLS and SEEBURG 100 A's from your stockroom for our reconditioned KIDDIE RIDES

WRITE—WIRE—CALL COLLECT!

298 Lincoln St., Allston 34, Mass.

ALgonquin 4-4040



Exclusive distributors for

WURLITZER — BALLY — UNITED

Ohio Gum Supply Moves Warehouse to Wickliffe

WICKLIFFE, O., Dec. 3.—The Ohio Gum Supply Corporation, distributors of imported and domestic charms and novelties, has moved its warehouse from Euclid, O., to

the firm's headquarters here in the former city hall building, W. J. Weber, president, announced.

The move, according to Weber, was made to facilitate the handling of orders. The firm's mailing address of Post Office Box 155 remains the same.

EXTRA SUPER DUPER VALUES

Miami Beach .. Write	Spot Lite ... \$ 39.50	Hi Fi \$149.50
Gayety \$274.50	Manhattan . 249.50	Palm Springs 144.50
Surf Club .. 154.50	Flying High . 64.50	Beach Club 124.50
Ice Frolics .. 154.50	Daffy Derby 119.50	Yacht Club 74.50
Dude Ranch 139.50	Big Time .. \$384.50	Frolics 99.50
Palm Beach . 59.50	Variety 274.50	Havana 99.50
		Daisy Mae . 164.50

Fast Guaranteed Delivery. Mechanically Perfect, Refinished Like New. All of our games sold on a guarantee basis.

PHONE OR WIRE US TODAY

Crown Novelty Co., Inc.

920 Howard Avenue, New Orleans, La. Phone Canal 7137
Nick Carbajal, Gen. Manager

Joe Ash says . . .

When you compare quality with price, Active is never undersold!

EXCLUSIVE DISTRIBUTORS FOR WURLITZER & D. GOTTLIEB & CO. in S. Jersey, Del. and E. Pennsylvania.



Joe Ash says . . .

Los compradores en el extranjero encontraran estos aparatos libres de contratiempos a los mas bajos precios de aqui.

Exportamos juegos de bolos (pin games) y veloneras (music machines) nuevas o reconstruidas listas para operacion.

ACTIVE

AMUSEMENT MACHINES CO.

666 N. Broad St. Phila. 30
FRemont 7-4495 Write or wire for prices

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

Your American Red Cross Is Always There After Disaster Strikes

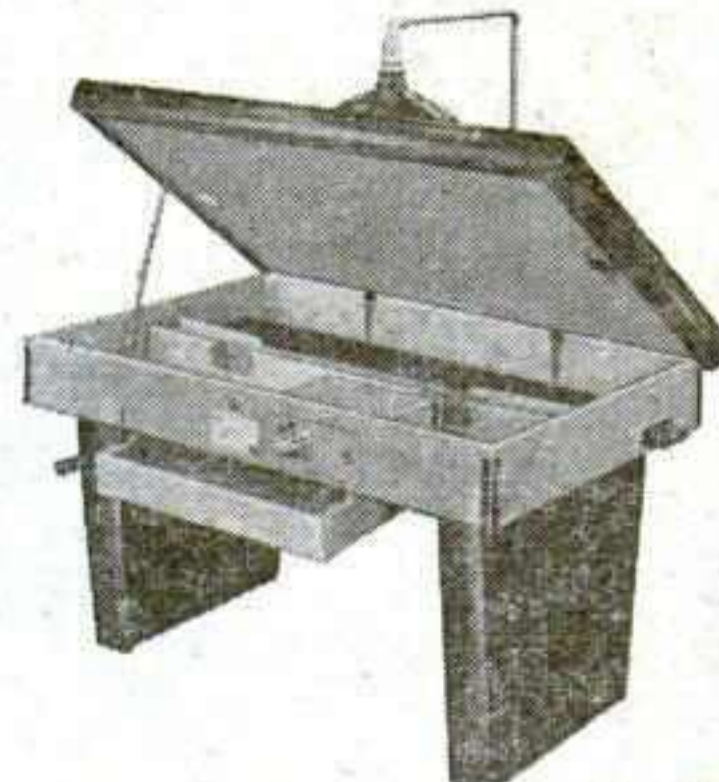
AVAILABLE NOW ANY WAY YOU WANT IT TO FIT ANY AND ALL LOCATIONS

Keeney's

"FASCINATION POOL"



REGULAR SIZE
52" L. x 36" W. x 32" H.
OR
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

- 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

J. H. *Keeney* & CO., INC.
2600 WEST FIFTIETH STREET • CHICAGO 32, ILLINOIS

Milk Production Up

Milk production the first 10 months of 1955 beat the previous 1954 record January-October output by half a billion pounds. Total production for the period was 106.7 billion pounds, according to the Agriculture Department. Milk pro-

duced on farms during October amounted to 9,324,000,000 pounds, an increase of 3 per cent above last year's previous high and 8 per cent above average for the month. Production declined only 3 per cent from September to October as compared with a usual decline of 6 per cent during this period.

TOP VALUES AT THE RIGHT PRICES!

ROCK-OLA		SPECIALS	
1446, 45 RPM	\$649.50	AMI-A	\$ 69.50
1442, 45 RPM	550.00	WUR. 1700	550.00
1438, 45 RPM	549.50	HF 100R	800.00
1436, 45 RPM	250.00	M-100C	695.00
1434, 45 RPM	250.00	M100-C	550.00
1432, 45 RPM	200.00	M-100BL	475.00
		M-100B	450.00
		Seeburg Chrome Boxes	60.00

All Machines Guaranteed Reconditioned Like New
 WRITE FOR COMPLETE LIST AND QUANTITY PRICES
 Terms: 1/3 down, balance C.O.D.
S & K DISTRIBUTING CO.
 Exclusive ROCK-OLA Dist. in E. Pennsylvania and S. Jersey
 808 N. BROAD STREET, PHILADELPHIA 30, PENNSYLVANIA PO. 5-6384

BEST BUYS IN BOWLERS!

United Star Regulation Bowler	\$225	United Team Bowler	\$175
United DeLuxe Targette	225	Bally Magic	300
United DeLuxe Clipper	350	Bally Gold Medal	350
United DeLuxe Mars	250	Keeney Bonus Bowler	140
United 5th Inning	325	Chicago Coin Hollywood	425
United Ace Bowler	195	Chicago Coin Advance Bowler	135
United Leader	150	Chicago Coin Triple Score	65

Exclusive Chicago Distributor for the BEST in POOL GAMES!
CUE-STAR by FISCHER -- \$209
 BRAND NEW COIN POOL Marked for Play from 3 or 4 Sides!
IMMEDIATE DELIVERY!

CHARLEY PIERI
Monarch Coin Machine, Inc.
 Get Our List, New-Used Games, All Types
 Lincoln 9-3996-7
 2257 N. Lincoln, Chicago 14, Ill.

LOOK TO American
FOR THE BEST IN SHUFFLEBOARD SUPPLIES

AMERICAN'S 4 SUPERIOR POWDERED WAXES

More and more shuffleboard owners are now looking to American for their COMPLETE equipment and supply needs. Through constant research American has developed a DEPENDABLE line of products that offers highest quality at lowest possible cost.

Send for free 28-page catalogue of all supplies & accessories.

American SHUFFLEBOARD COMPANY
 210 PATERSON PLANK ROAD • UNION CITY, NEW JERSEY
 UNION 5-6633

Your American Red Cross Is Always There After Disaster Strikes

All Locations LARGE or SMALL invite you to install Williams DE LUXE BANK POOL FEATURING 3-SIDED PLAY!

IT PAYS TO OPERATE Williams WINNERS!

LITE IS OPTIONAL EQUIPMENT

TWO SETS OF RULES FOR 3 OR 4 SIDED PLAY

PERFECT BANK SHOTS EASY TO GAUGE WITH RED DIAMONDS SPACED ON FOUR SIDE RAILS!

CAN'T BE BEAT

EXTRA CUE HOOKS IN ADDITION TO BUILT-IN HOLDER

2-3-or 4 PLAYERS

FOOL-PROOF MECHANISM!
 Anti-Cheat Ball Release
2 COIN OPERATION!

3 Designed for or 4 SIDED PLAY!

First WITH THE HINGED TOP!

SILENT BALL-DROP
 PROTECTED CASH BOX

OPERATE Williams SNAFU
 NEW 5-BALL SCORE BUILD-UP!
 HIGH SCORES!

OPERATE Williams CIRCUS WAGON
 LUXURY 2 PLAYER WITH NUMBER MATCH
 • BONUS POCKET Buildup!
 • Bonus Scoring!
 • Multi-Tilt!

OPERATE Williams JOLLY JOKER
 HIGHEST EARNINGS!
 LOWEST PRICE!

Williams MANUFACTURING COMPANY

See YOUR WILLIAMS DISTRIBUTOR NOW!
 CREATORS OF DEPENDABLE PLAY APPEAL
 4242 W. FILLMORE ST. CHICAGO 24, ILL.

The "FORWARD LOOK" in 5-BALL CABINETS!

HERE THEY 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

BLINKER

With "Ring-O-Matic" Bulls Eye and
Traveling Lites! 100% Replay
— Equipped With Replay
Totalizer!

BULLS EYE

Player Matching A Number Only
Gets Additional Scoring On
The "Ring-O-Lite"
Bulls Eye!

SCORE-A-LINE

With "Number-Lite" Scoring! Player
By Lighting Up Numbers In
Line Gets Additional
Points!
With Automatic Talley Sheets!

chicago coin

1725 West Diversey Chicago 14, Ill.

MACHINE COMPANY

Complete Meal

Continued from page 84

Babit is currently negotiating with Birdseye for a licensing arrangement.

The food package, in a cardboard container, will measure about four by six by four inches and will include appetizer, main course and dessert, so arranged so that the entire meal can be eaten with a spoon. Babit claims the dinner takes up 40 per cent less space than comparable frozen food dinners.

Each course is separated by a thin layer of neutral edible food product which prevents intermingling of different courses. A neutral flavored gelatin or tapioca type ingredient is used as a separator.

Combinations which have been tested include such appetizers as tomato juice, shrimp, citrus fruit sections and antipasto; main courses include chicken macaroni salad; chicken potato salad, tuna fish salad and pineapple cottage cheese salad; desserts include fruit cocktail, rice pudding, chocolate pudding and tapioca pudding.

The purchaser starts eating from the top of the package and works down. As the course separators are edible, too, the only discard is the package itself.

While the dimensions of the package are too large to fit into the vending chambers of standard sandwich machines, removal of every other separator within the column would accommodate the food pack.

Wholesale cost will be about 37 cents a package, with a suggested vending price of about 60 cents.

Standard Metal Typewriter Exhibits New Coin Unit

CHICAGO, Dec. 3. — Standard Metal Typewriter, Inc., Chicago, displayed its new coin-operated metal typewriter machine at the National Association of Amusement Parks, Pools and Beaches show here this week. Improvements in design over previous models includes a Formica top trimming. The machine prints up to 32 letters or numbers on a piece of metal a little larger than a 50-cent coin.

Representing the firm at the show were Henry Barnas and Andrew Wierdah.

WANTED

Mechanic on late Bingos and Phonographs. Excellent opportunity and good starting salary for dependable, sober, honest man. Give references and experience.

Write, Wire or Call Collect
J. G. Smith or Marvin Malhiser

**OWENSBORO
AMUSEMENT CO.**

601 Center St. Owensboro, Ky.
Day Phone: MURRAY 3-8761
Night Phone: MURRAY 3-4730

GRANDE SPECIALS

- Chgo. Coin Advance Bowler ..\$140.00
- Keeney Bonus Bowler 149.50
- United Lightning 410.00
- Keeney Domino 75.00
- United Royal 140.00
- Keeney Pacemaker 149.50
- Gottlieb Mystic Marvel 159.50
- Williams Dealer 95.00
- Gottlieb Diamond Lil 195.00
- Gottlieb Marble Queen 95.00
- Williams Lazy G 95.00
- Williams Deluxe Baseball 159.50
- Exhibit Shooting Gallery 159.50
- Genco 400 35.00
- Hockey Pool 100.00

contact: Tony Sanders
Dale Sauve

GRANDE DISTRIBUTORS, INC.
TONY SANDERS
7525 Grand River Ave.
Detroit, Michigan
TYLER 7-6213

CORRECTION

**GRANDE DISTRIBUTORS
AD IN DEC. 3 ISSUE**

The Billboard regrets its error in using the incorrect address for Grande Distributors in the last issue. The correct address is used in the ad directly above.

**GIVE TO DAMON RUNYON
CANCER FUND**

WALL BOX INVENTORY SALE

WURLITZER 104 SELECTION

- 5 No. 5204A, 3 wire, each\$35.50
- 12 No. 5204, 7 wire, each 24.50
- 2 No. 252 Stepper, 7 wire, each 24.50
- 2 No. 253 Stepper, 3 wire, each 35.50

48 SELECTIONS

- 20 5c-10c-25c, 4 wire, each\$10.50
- 25 5c, 4 wire, each 5.00
- 1 Stepper, 4 wire 24.50

24 SELECTIONS

- 20 5c-10c-25c, 4 wire, each\$ 7.50
- 10 5c, 4 wire, each 3.50

MISCELLANEOUS

- 40 Seeburg 20 Record wired and wireless, each ...\$ 2.50
- 2 40 Record AMI, each . 10.00
- 20 24 Record Packard, each 2.00
- 1 AMI SM Stepper 20.00-



DISTRIBUTING COMPANY
1663 Central Parkway
Cincinnati 14 Ohio
Main 1-8751

DRASTIC INVENTORY REDUCTION SALE

All Games Completely Reconditioned

Will TRADE and SELL Outright for
LATE MUSIC — GUNS — KIDDIE RIDES

NO REASONABLE OFFER REFUSED

- GAY TIME
- BIG TIME
- GAYETY
- VARIETY
- SURF CLUB
- ICE FROLICS
- PALM SPRINGS
- DUDE RANCH

- HI-FI
- YACHT CLUB
- BEACH CLUB
- BEAUTY
- FROLICS
- PALM BEACH
- ATLANTIC CITY

Terms: 1/3 Down, Balance SDBL.
Call or Write

Lieberman Music Co.

257 Plymouth Ave., North

Minneapolis, Minnesota

Fillmore 0031

Chicago Coin Solves \$64,000 Question

Introduces It's New, Space Saving, **FRONT PLAY!**

AUTOMATIC POOL

For Every Location!

Featuring... Automatic
Back Rack Scoring!



It's The FIRST Automatic Pool Game In The Industry!

FAST Appealing Play!

New Livelier Rebound Rails!

Accurate Fool-Proof Scoring!

New Ingenious Player Score Transfer Device! (Accurate Transfer Scoring From One Player To Another.)

Easy Servicing . . . Hinged Playfield!

3' x 5'
Requires Only
21 Sq. Feet of
Space



Specially Designed Table Light Available At Slight Additional Cost.

This is The First Of a Series Of a Full Line Of DeLuxe Pool Tables Which Chicago Coin Will Bring to the Operator.

**AUTOMATIC
POOL
Will Break All
Profit-Making
Records!**

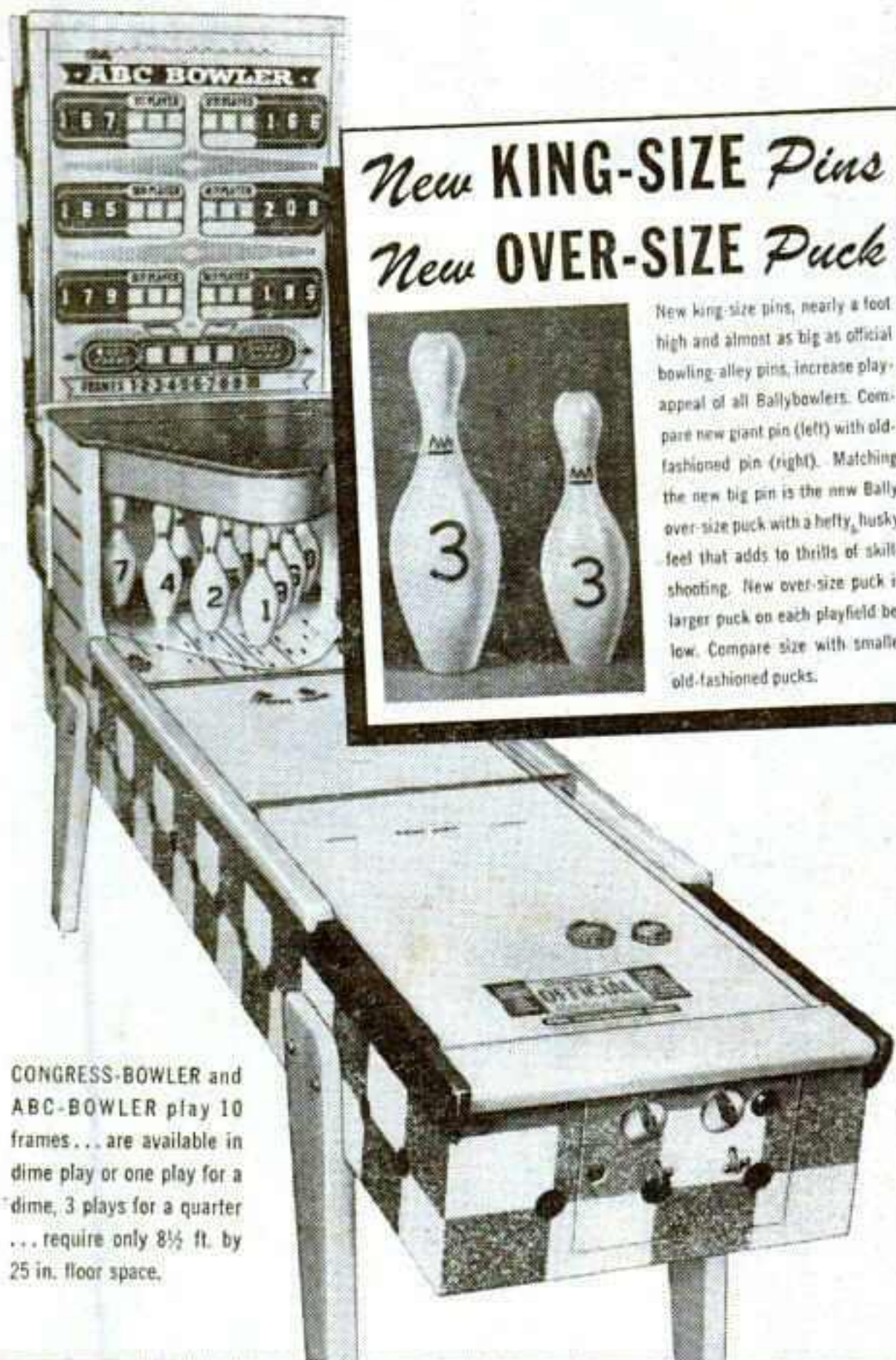
**chicago
coin**
MACHINE COMPANY

1725 West Diversey Blvd., Chicago 14, Ill.

Bally[®] BIG bowlers earn BIG money

POPULAR OFFICIAL BOWLING SCORES

BOWLER earnings climb to a new sensational high... as 20,000,000 bowlers and their millions of non-bowling friends... discover the fun and fellowship... and the sporting satisfaction of shuffle-bowling by OFFICIAL BOWLING RULES. For biggest group-play... and continuous repeat-play... resulting in bigger bowler profits... get Bally ABC-BOWLER on location now... or CONGRESS-BOWLER for added attraction of match-score features.



New KING-SIZE Pins
New OVER-SIZE Puck

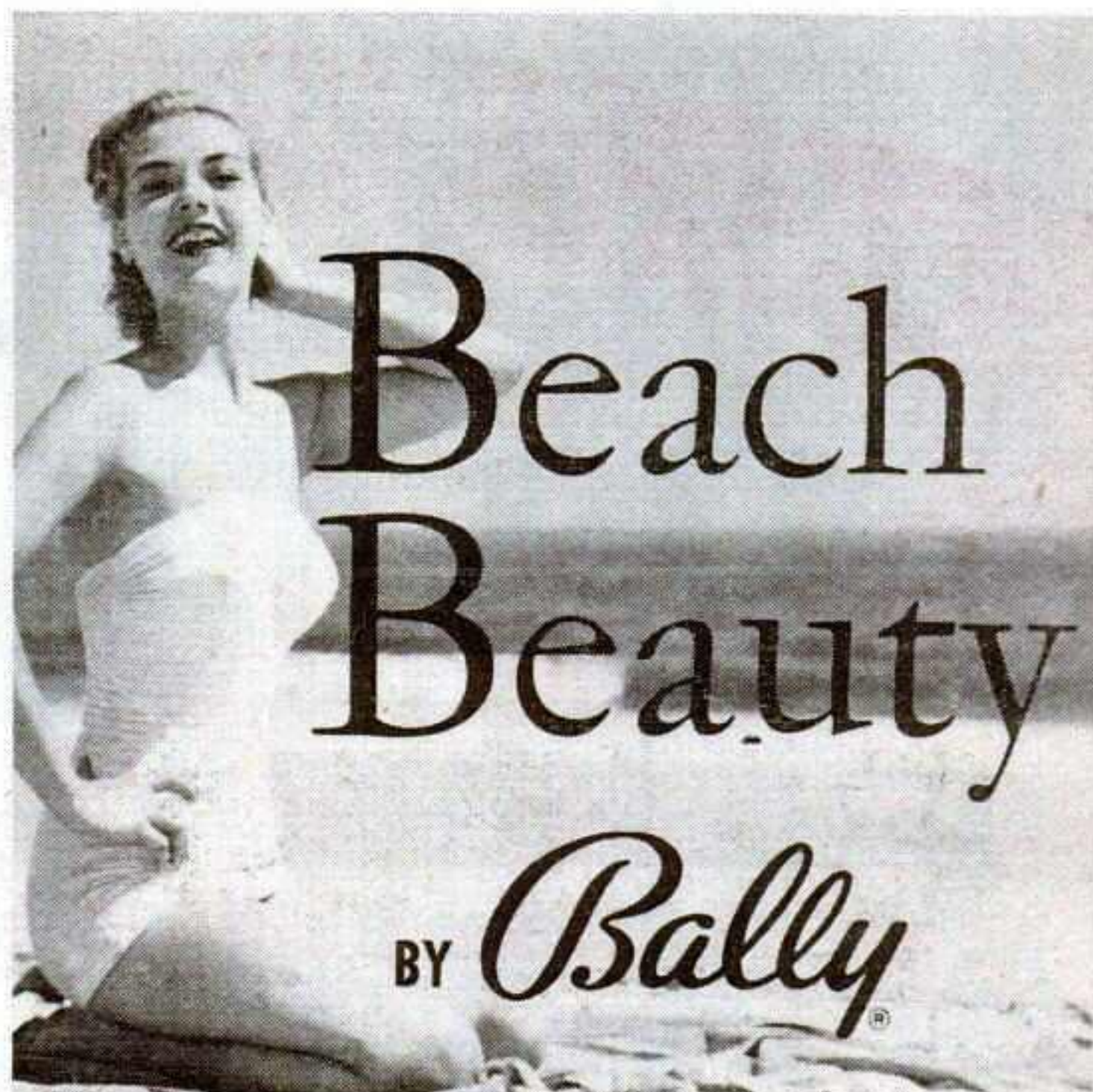


New king-size pins, nearly a foot high and almost as big as official bowling-alley pins, increase play-appeal of all Ballybowlers. Compare new giant pin (left) with old-fashioned pin (right). Matching the new big pin is the new Bally over-size puck with a hefty, husky feel that adds to thrills of skill-shooting. New over-size puck is larger puck on each playfield below. Compare size with smaller old-fashioned pucks.

CONGRESS-BOWLER and ABC-BOWLER play 10 frames... are available in dime play or one play for a dime, 3 plays for a quarter... require only 8½ ft. by 25 in. floor space.

ABC bowler

WITH MATCH SCORE FEATURES
Congress bowler



Beach Beauty

BY Bally[®]

gets big play with sensational new WILD POCKETS

Now the old-favorite money-making Select-A-Spot feature is not limited to 4 or 5 numbers. Each and every number on the Card and Super-Cards of the brilliant BEACH BEAUTY backglass may be a selectable-spot number... because ball in Wild Pocket lights up any number player desires to light. Players are enthusiastic about the new cover-the-cards spotting idea... and their enthusiasm is showing up in packed-full cash-boxes. Get your share... get Bally BEACH BEAUTY now.



**DOUBLE
SUPER
CARDS**

**CORNERS
SCORE
300**

**ADVANCING
SCORES
EXTRA
BALLS**

SENSATIONAL NEW ROTO FEATURE...

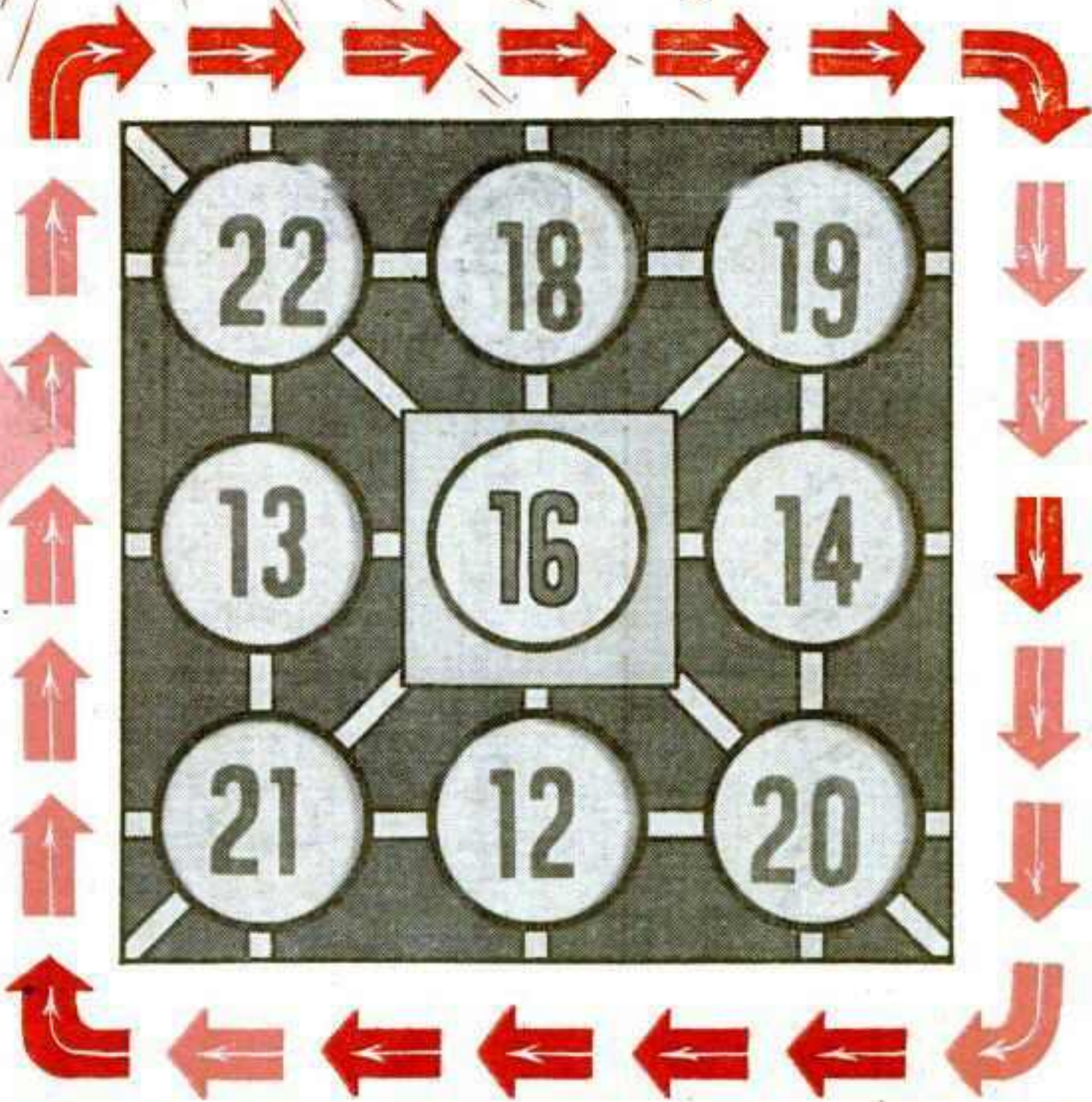
IN UNITED'S NEW

STARLET

NEW

8-IN-1 CARD COMBINATION

PLAYER CAN MOVE NUMBERS CLOCKWISE WITH EXTRA COINS



NEW HORIZONTAL FEATURE

Horizontal Lines Score Separately
When FEATURE is Lit

BUILDS UP TO
3-IN-LINE SCORES 4-IN-LINE
4-IN-LINE SCORES 5-IN-LINE

Other Profit Features

- ★ SPELL NAME
- ★ ADVANCING SCORES
- ★ NUMBER SELECTION
- ★ EIGHT BALLS
- ★ SPOT ROLL-OVERS
- ★ ROTO TIME FEATURE
- ★ EXTRA BALLS

Top-Notch Shuffle Alley

Regulation Shuffle Alley

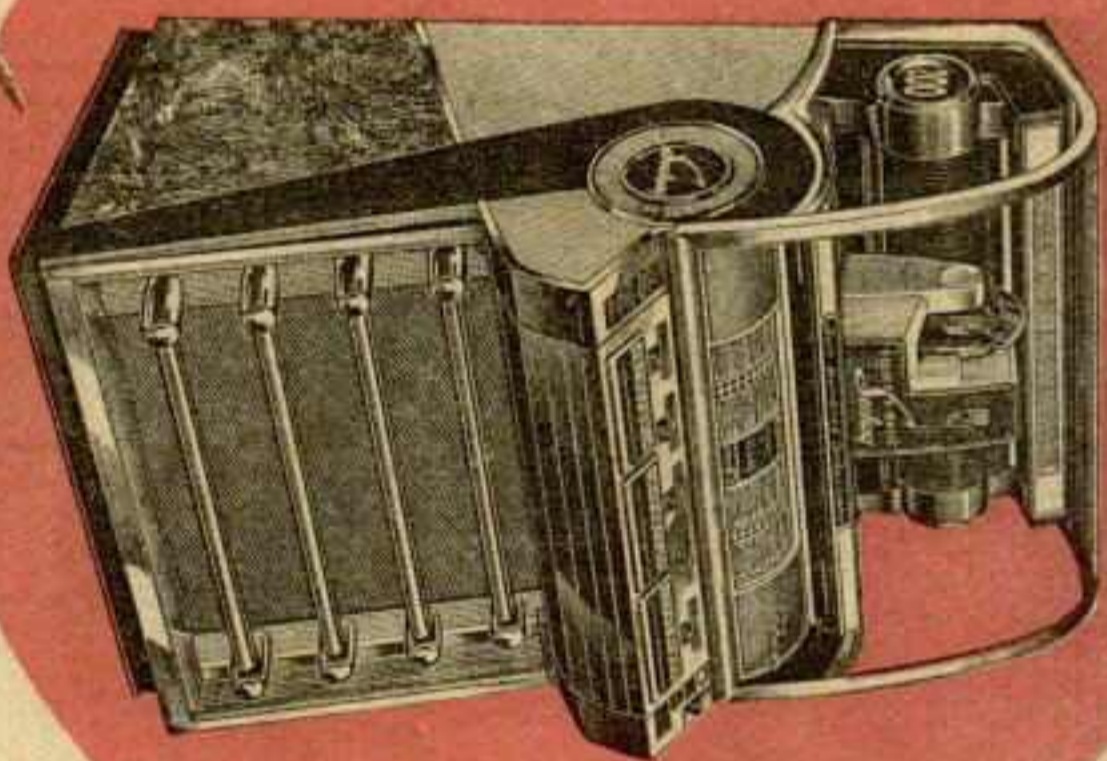
NOW AT YOUR DISTRIBUTOR

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

UNITED OPERATORS ARE SUCCESSFUL OPERATORS

to give you the world's
first dual music system

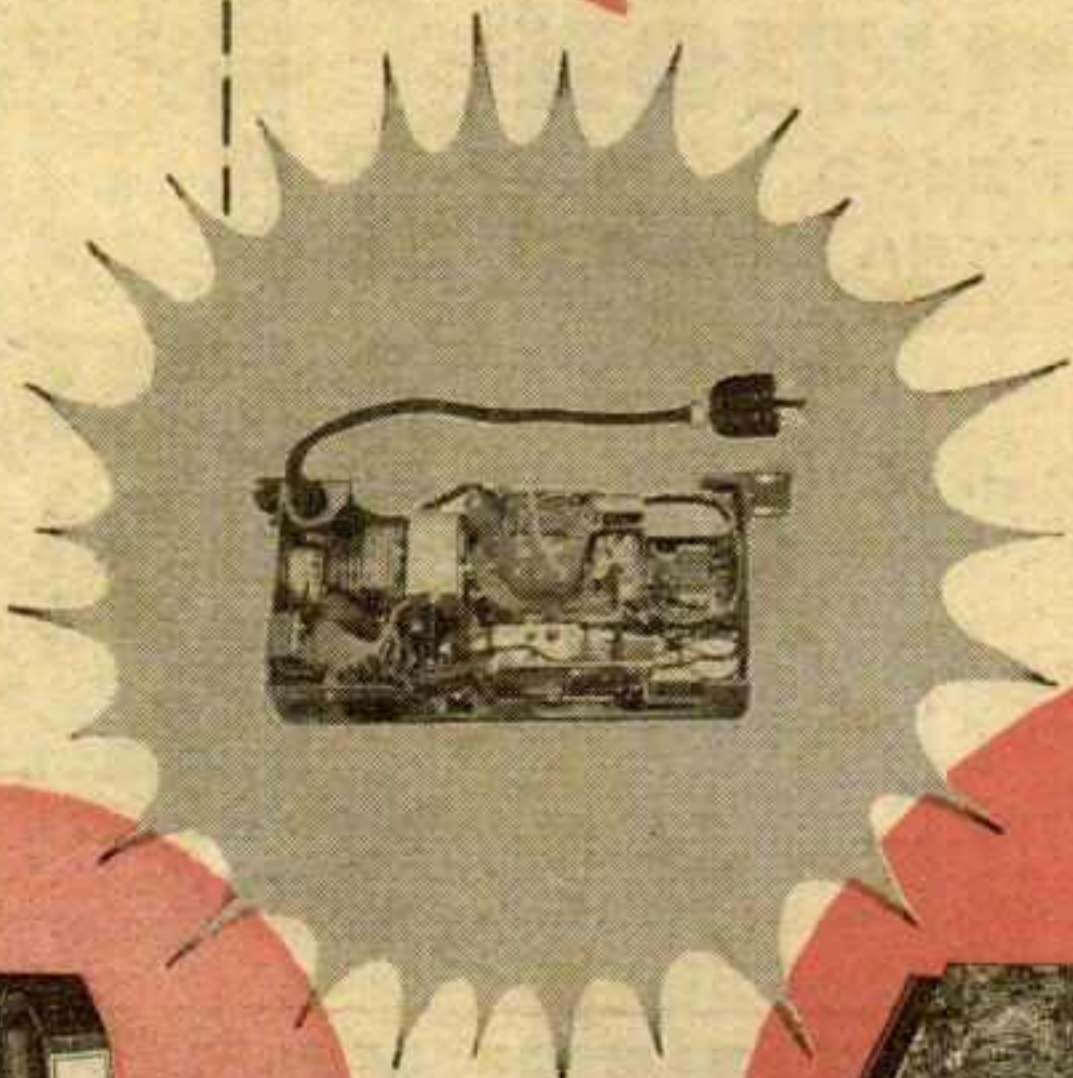


dual credit unit

The Select-O-Matic "200",
The World's First
Dual Music System,
100 Records—200 Selections.

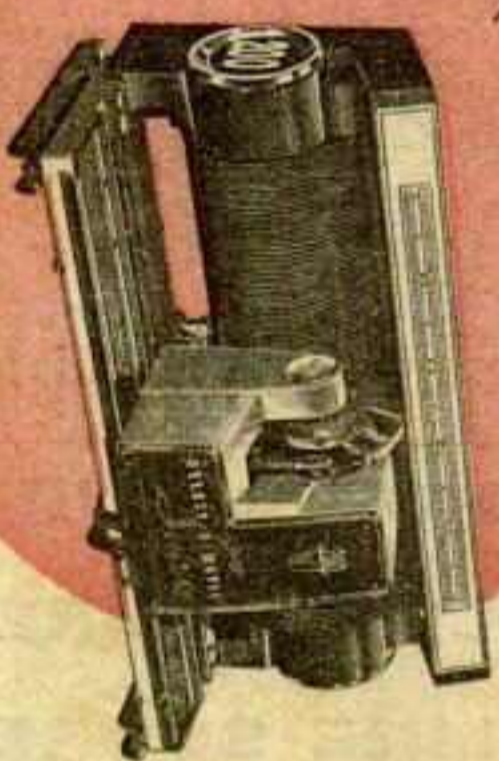
Dual Credit Unit makes
it possible to offer both
45 RPM Single Records and
45 RPM E. P. Records
at two separate rates.
It's "Selling Time."

we matched the new



with the famous

Select-O-Matic mechanism



The Select-O-Matic "200"
Mechanism. The most
revolutionary development
for the playing of recorded
music since the invention
of the phonograph.

America's finest and most complete music systems

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 27, Illinois