



The Billboard

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Penny, Nickel Still Have Buying Power

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

By BILL MASLOWE

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

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

Growth in this unique selling field, whose primary market is children, has not been accidental. Today more than ever, the small businessmen whose business it is to sell nuts and confections thru vending machines, are conscious of the new avenues of growth open to them thru applying time-honored principles of merchandising to their selling.

Big Business

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

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

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

Pleasing Results

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

Black Light Boosts Sales

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

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

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

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

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

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

He makes his own stands with a black light installed, and outlet owners are more than willing to pay the 3 cents a day it costs for electricity to light the machines.

Big Chain Stores

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

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

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

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DOUBLE DEALS HURL PRESLEY INTO STARDOM

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

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

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

Sun Rights

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

(Continued on page 15)

Long-Play Records To Chalk Up Peak Volume This Year

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

By IS HOROWITZ

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

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

This fact is dramatically borne out in a special survey just concluded by The Billboard among a wide sampling of dealers, both large and small, and located in all parts of the country.

Survey Facts

The survey, designed partly to determine the effect, if any, on LP sales of drastic price and marketing changes introduced earlier this year, brought out a number of significant facts.

Chief among them is the cited rise in LP sales. Eight out of 10 record dealers reported such gains as against last year. These gains were not alone in unit sales, but in dollar volume. The rise thus shapes up as more significant in

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

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

Of perhaps greater long-term significance is the overwhelming report that new record buyers account for the LP increases. Seven out of 10 of all dealers participating in the survey who noted increases attributed the rise in sales to new-blood collectors. Some, it is true, told of purely local, in-store conditions that helped spur increases. Less than one out of 10 retailers advanced the opinion that greater purchases by old patrons were at the root of the heavier LP volume.

Singles Okay

As a healthy augury for the industry generally, the upped volume in packaged records does not appear to be taking place at the expense of other types of records. Tho there is little question any more that a severe shift has taken place in the ratio of single record sales to albums (in favor of the latter) the current LP boom is not cutting into singles volume.

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

Motivations

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

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

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

(Continued on page 26)

Fast Coronat'n For '16 Tons'

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

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

NEWS OF THE WEEK

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

The day of the big-money TV writer has arrived. NBC is near concluding a deal with Sidney Kingsley which would pay him \$500,000 for five original TV scripts for use on spectacles. . . . Page 2

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

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

New Juke Box to Feature Tape Recordings—No Disks . . .

A new juke box that will play 35-mm. tape recordings instead of disks is in the making. The juke will be fully selective and coin-operated. Only fly in the ointment is that it probably won't hit the market for a few years. An adequate tape library to keep pace with demand for current pop tunes is not available. . . . Page 15

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

Coin-operated amusement game manufacturers, distributors and operators from all parts of the nation are gathering at Chicago's Hotel Sherman this week for their biggest show of the year. Exhibits of 16 firms will feature the latest coin-operated arcade machines, gun games, pool games, skee-ball units and novelty prizes. . . . Page 24

ABC-TV Negotiates for Purchase Of 100 J. Arthur Rank Films . . .

The American Broadcasting Company this week was nearing a deal for the purchase of 100 J. Arthur Rank features for the use in its 3-5 p.m. slot, the first venture of the network into daytime programming. . . . Page 5

EP Record Business Gets a Boost Via Big Sales by Rack Jobbers . . .

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

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

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

DEPARTMENTS AND FEATURES

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Stiff Competition to Lift Face Of Webs' Daytime Programs

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

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

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

Night for Day

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

Werner Guides NBC Shows

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

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

WBC Sales in '55 Up 13 1/2%

NEW YORK, Nov. 26.—Westinghouse Broadcasting Corporation's four TV stations will have combined gross sales this year 13 1/2 per cent higher than in 1954. This will be told to station managers at a meeting Monday (28) thru Wednesday (30) of the general managers of the WBC outlets.

Presiding over the meeting will be Donald Gaunon, who was recently elected president of WBC. He succeeds Chris J. Wittig, who has become veepee and general manager of consumer products of Westinghouse Electric Corporation.

run evening show of the past, is being readied for daytime. And a big money giveaway, "Play for Keeps," is also in preparation.

NBC's next answer is "Queen for a Day." Tho this is primarily a daytime property, it has established an enviable record on the West Coast. NBC has also thrown Ernie Kovacs into the 10:30-11 breach to see whether he can come up with that answer. But NBC has also been giving some serious thought to going beyond the confines of the TV studio for its daytime programming, according to Don Becker, its daytime supervisor.

Hour Musical

It considered a Florida origination for Kovacs, but it couldn't be worked out. Also in the preparatory stage is an hour musical, but its fate depends on how "Matinee" succeeds. ABC's daytime programming bid will be centered around top feature films which will go into the 3-5 p.m. strip and be directed at participation buyers.

Individual shows have made strong efforts to beef up their entertainment. "Modern Romances," the top-rated Wilbur Stark-Jerry Layton package, has set much of the pattern, using top nighttime acting names and writers. And

CBS' "Valiant Lady" has already used Signe Hasso, and is negotiating for Shelley Winters and Charlton Heston.

It seems fairly well established that the traditional programming pattern of daytime radio will never succeed in TV, and this may be part of its programming trouble. Some key agency execs believe that because of the demands that TV viewing makes on the housewife, it can never expect to get their attention for more than short periods of time. At any event, the smashing success of the soap opera in radio has not been duplicated in TV.

No Suds

There have been and are many successful soap operas. But the failure of "First Love," "Concerning Miss Marlowe," "Way of the World" and many others have led to the conclusion that perhaps they are not as serviceable on TV as they were on radio.

The result has been a reaching for something different, an attempt to create new patterns in programming, an attempt which is yet to be concluded, but which will probably change daytime TV as we know it now considerably before it is finished.

Showcase Firm Has Grip on Prime Segs

NEW YORK, Nov. 26.—One of the most important packaging powers in TV today is Showcase Productions, owned by the legal firm of Jaffe & Jaffe, along with NBC-TV. Since it has now taken over control of the Sunday night 8-9 time period, and it already owns 9-10 p.m. that same night, Showcase Productions controls two of the most important hours in TV today.

Another important property is "Producer's Showcase," the Monday night NBC spectacular. Showcase Productions works very closely with the network, and all of its programs are staffed with NBC production personnel. The deal between the web and the packager is such that none of these

properties can be moved to another network.

The important contribution that Showcase is making to the partnership is the delivery of talent that NBC otherwise would not be able to get. Jaffe & Jaffe represent some of the top names in show business, among whom are Eva Marie Saint and Henry Fonda.

They delivered both Humphrey Bogart and Frank Sinatra to NBC for "Producer's Showcase," tho Sinatra is no longer handled by the legal firm. It is expected that "Showcase" will deliver equally strong names to its Sunday night dramatic hour which is sponsored by Alcoa and Goodyear. Negotiations are said to be going on for Katherine Cornell to make her TV debut, either on that show or "Showcase."

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

NEW YORK, Nov. 26.—The day of the big money TV playwright has finally arrived. NBC-TV this week was concluding a deal with the prominent Broadway dramatist Sidney Kingsley for him to write five original hour and a half video scripts for use on its spectaculars.

Kingsley reportedly will receive at least \$500,000 for the five scripts, and his price may reach as high as \$750,000. This would give him a minimum of \$100,000 for each 90 minutes of his writing. The scripts are for delivery some time in the season of 1956-'57.

Kingsley's prices are the highest ever paid to a TV writer, the top previous figure being \$25,000 per hour script which was paid by NBC to the late Robert Sherwood. Only two of Sherwood's scripts were ever presented on TV, and several were not used.

The highest price paid in TV to other writers who have not made names for themselves in the theater is \$10,000. It was paid to

Paddy Chayevsky and J. P. Miller for scripts to be done on "Producer's Showcase," but which were never televised. Chayevsky is the biggest writing name that TV has created.

Begins Trend?

The Kingsley-NBC deal may be the signal to send a host of other top writers into TV. With so much money available on TV, such top names as Elmer Rice, S. M. Behrman, George S. Kaufman, Maxwell Anderson, John Van Druten, Robert Anderson, Tennessee Williams, Moss Hart, Arthur Miller, Herman Wouk, Frank Loesser and many others may be on the verge of selling their services to the medium. It has much to offer them.

The money, of course, has already been mentioned. But they will not have to worry about the perils of writing for the stage—the fickle critics and hard-to-please audiences, the boom or bust philosophy so prevalent on Broadway. They will be able to work in the

SILVERS DRUBS MARTHA RAYE

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

Haight to Fill McCann Post

NEW YORK, Nov. 26.—McCann - Erickson this week reached to the West Coast to find a new veepee to head up its TV and radio operations. He is George Haight and was director of programming for the agency in Hollywood.

Thus McCann is following the

A 64G QUESTION

NBC Hopes 'Red' Doc Will Dent Giveaway

NEW YORK, Nov. 26.—How well a strong documentary can do against a top entertainment show should be given a definitive answer on December 20 when NBC's "Nightmare in Red" is pitted against "The \$64,000 Question" on CBS-TV. The program has been bought by Armstrong for its Tuesday night 9:30-10:30 time period.

Execs at NBC are extremely bullish about the chances of the teleumentary to cut "Question" down to size for the first time. They are betting that it does not rate more than 10 points behind the CBS powerhouse.

The NBC optimism is based on the fact that "Nightmare in Red" defines the nature of communism, a subject that is of great interest throught the country. It is believed that interest in the program will be tremendous—especially among anti-Communist groups. All the veteran groups, societies of immigrants from countries behind the Iron Curtain and the power of the Roman church is expected to be marshalled to see "Nightmare in Red."

'Climax' Cues 'Dragnet' Shift

NEW YORK, Nov. 26.—NBC-TV is cooking up a Thursday night shift that it hopes will improve its competitive position against Chrysler's "Climax." The web is considering shifting "Dragnet" from its Thursday night 9-9:30 slot, to a half hour earlier. The hour "Climax" gets under way at 8:30, and the half-hour jump has been extremely valuable toward increasing its ratings and cutting into "Dragnet" ratings.

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

pattern set by Young & Rubicam when it named Nat Wolff to take charge of its radio-TV department.

Also at McCann, Joyce Cook has been appointed West Coast TV production supervisor. Haight is a former M-G-M producer.

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COMIC LINE-UP

NBC Sponsors Gird Against Sullivan Seg

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

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

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

Toni in Cold On Sun. at 10

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

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

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

Paige Heads North Media

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

Headed by Don Nathanson, North begins its career with the Toni account, an estimated \$8,000,000 worth of billings.

WABC Ups George Rice

NEW YORK, Nov. 26.—George Rice, up to now TV film buyer for WABC-TV, this week was promoted to program director of the station, replacing Ardien Rodner, who resigned. Rice, in his new post, will continue to handle the outlet's film buying.

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

CBS PEDDLING DRAMA STORIES

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

ABC SALES

'Film Festival' Gets Buyers At 6½G Price

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

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

Among the other bankrollers that have signed for the \$6,500 spots are American Chicle, two spots; Tums, also two; National Presto Industries, Inc., three; Procter & Gamble, one; Toni, two; Zenith, two, and Florists Telegraph Delivery Association, one.

Color Station Makes Sale To RCA Corp.

CHICAGO, Nov. 26.—WNBQ, which becomes the first all-color station next April, made its first sale this week. The RCA Distributing Corporation bought the "RCA Color Theater."

Jules Herbeux, general manager of the NBC co, expects TV stations around the country to learn a great deal from the color operation of his station, and has invited them to come in and look around for themselves.

MULTIPLE SPONSORSHIP

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

HOLLYWOOD, Nov. 26.—Multiple sponsorship of network programs has increased 43 per cent in the past six months. This startling shift away from one-advertiser sponsorship of programs is revealed in a special study just completed by Nielsen.

In the fall of 1955, with 276 hours of network programming, 160 hours has full sponsorship. There are 91 hours with alternate sponsors, and 25 with participating sponsors.

Nielsen compares this with the situation during the spring of this year. At that time, there were 281 hours of net programming, 180 of which had full sponsorship. Shows with alternate advertisers took up 64 hours, and those with participating sponsors 17 hours.

Drama, Variety Lead

As might be expected, when categorized, it is in the drama and

NOT SO SPECTACULAR?

Nielsen AA Differs With NR, Shows NBC Nighttime Drop

NEW YORK, Nov. 26.—Despite its heavy programming of spectaculars, or perhaps because of it, NBC-TV's ratings on its evening programs have shown a marked drop in comparison to last year. The drop has been heavy enough for NBC to lose the rating lead it had maintained over CBS thruout most of last year. Since spring, NBC has found itself trailing CBS in the nighttime rating battle.

These conclusions are based on a study of the average Nielsen AA (Average Audience) ratings of all nighttime shows from Nielsen's first January, 1954, report to its second October, 1955, report. These averages for each of the two networks are published in the chart below.

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

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

CBS Down, Too

According to the research study,

CBS ratings this year declined slightly from a year ago, but not nearly so much as NBC's. The decline of both CBS and NBC can be attributed to the increased competition they have been bucking

from ABC, the result of better ABC clearances and stronger ABC programming. It's interesting to note, however, that CBS ratings for the four Nielsen periods this year following its first August report have topped last year's figures.

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

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

Each rating figure in this chart is the average of the Nielsen AA (Average Audience) ratings of network programs, Monday-Saturday, 7:30-11 p.m., and Sunday, 5-11 p.m., aired during the rating period indicated. In figuring the averages, longer shows were weighted accordingly in comparison to shorter shows.

	CBS-TV		NBC-TV	
	1954	1955	1954	1955
Jan. I	26.6	24.0	27.0	24.2
II	25.7	24.8	30.3	26.2
Feb. I	24.7	25.7	28.6	26.1
II	25.0	25.0	27.6	25.7
Mar. I	24.0	24.0	27.2	26.8
II	24.8	24.2	27.0	23.7
Apr. I	24.2	23.9	26.3	22.7
II	24.0	22.8	24.6	21.5
May I	22.9	21.4	24.1	19.8
II	22.2	20.6	22.4	19.4
June I	20.3	19.2	19.9	19.8
II	18.3	18.0	17.2	18.2
July I	17.0	15.6	16.9	13.7
II	15.6	15.5	16.4	14.0
Aug. I	16.1	16.0	17.4	15.0
II	18.0	18.1	19.7	15.4
Sept. I	18.4	19.4	20.2	17.0
II	20.3	21.8	23.2	18.9
Oct. I	22.1	23.7	23.7	21.6
II	23.4	23.0	23.0	23.0
Nov. I	22.6	24.4	24.4	23.8
II	23.4	23.8	23.8	23.8
Dec. I	24.6	23.7	23.7	22.8
II	23.2	22.8	22.8	22.8

FCC Begins Thoro Study of Networks

WASHINGTON, Nov. 26.—Digging has begun at the Federal Communications Commission in its study of the "entire network broadcasting industry," which may find in demolition of the pre-television 1943 chain broadcasting rules. The FCC's four-man network committee announced (23) it will test all aspects of the government-industry foundations on which networks now operate. The dredging will cut down thru every layer of broadcast activity from advertising to affiliates, contract to revenue, option to ownership.

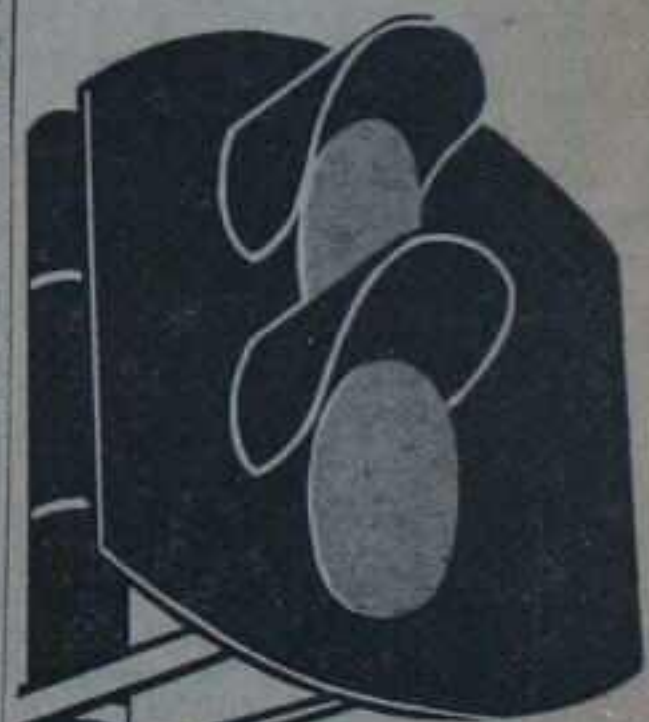
The three-pronged probe will feature first a detailed analysis of "inter-relations" between nets and their owned or affiliated radio and TV stations. To find out whatever tends to "foster or impede" competition, the FCC probers will dig into net tie-ins among national spot representatives (both net and individual), talent and ad agencies, film makers and distributors.

The second and third prongs of the appraisal may spade out hopeful prospects for UHF-ers, non-net stations and small-business advertising. These aspects will cover: 1) the "opportunity for an economic feasibility" of a multiple network structure; 2) the "opportunities" and money problems involved in "competition in the national advertising field," between net and non-net organizations, in terms of available outlets, national ad potential, and advertisers' needs.

There will be some overlap between FCC's Congressionally authorized study, headed by Dean Roscoe L. Barrow, of Cincinnati University Law School, and the Magnuson (D., Wash.) Senate, Commerce Committee net investigation due to start in January. The FCC study, however, will cover far more territory and is expected to require a year minimum (original rule-making on chain broad-

(Continued on page 4)

your go-sign for sales



in the great Channel 8 Multi-City Market

WGAL-TV

LANCASTER, PENNA. NBC and CBS

The WGAL-TV Channel 8 market offers you a unique sales opportunity. It is a multi-city region, a diversified, prosperous area, a spending market—where 3½ million people own 912,950 TV sets and spend \$5½ billion yearly.

Channel 8 Multi-City Market

- Harrisburg
- York
- Hanover
- Gettysburg
- Chambersburg
- Waynesboro
- Frederick
- Westminster
- Carlisle
- Sunbury
- Marlinsburg
- Reading
- Lebanon
- Pottsville
- Hazleton
- Shamokin
- Mount Carmel
- Bloomsburg
- Lewisburg
- Lewistown
- Lock Haven
- Hagerstown

316,000 WATTS

STEINMAN STATION CLAIR McCOLLOUGH, PRES.

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

News in Brief

PHARMACEUTICALS GRABS NORWICH NEWS NIX . . .

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

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

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

CBS REVAMPS SUNDAY FOR 'FRONT ROW' TIME . . .

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

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

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

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

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

CBS LOSES ONE, GAINS TWO FOR GODFREY . . .

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

RATINGS

British Like Sponsored Shows Best

LONDON, Nov. 26.—Advertisers, studying Nielsen ratings taken from sets converted to take both the British Broadcasting Corporation and the new commercial Channel 9, have been delighted to see that viewers far prefer the commercial offerings. For the three companies currently engaged in putting out programs (BBC, Associated-Rediffusion and Associated Television), the following pattern of leading shows emerged during the week ending October 30: 78 per cent—"Sunday Night at the Palladium" (ATV); 73 per cent "Take Your Pick" (AR); 70 per cent "Double Your Money" (AR); 69 per cent "Saturday Showtime" (ATV); Roy Rogers (ATV) and "Dragnet" (AR); 68 per cent "Highland Flmg" (BBC); "Robin Hood" (ATV) and "Movie Magazine" (ATV).

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

HOLLYWOOD, Nov. 26.—New program for Horace Heidt is being packaged by Frank Cooper Associates. Format would combine talent with the gimmicks of a giveaway show, having contestants compete for top prizes, rather than just giving them an opportunity to display their ability on the air.

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

NEW YORK, Nov. 26.—"Today," "Home," and "Tonight" had a record sales week, racking up close to \$1,500,000. The big buy was made by Block Drug, which purchased 104 participations in "Today."

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

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

FCC Studies Nets

• Continued from page 3
casting began in 1938 and didn't end until 1943).

FCC network committee members, Chairman George C. McConaughy and Commissioners Bartley, Hyde and Doerfer have listed eight priority angles on the "basic" question of possible monopoly. These are: effect of single control of both radio and TV networks; net ownership of stations; program and talent sales to net versus non-net broadcasters; net and non-net "national spot" advertising; "exclusivity" and other net affiliate contract aspects; ownership of "line facilities" by network owners; "related interests" of net owners, and multiple station ownership.

ADVISORY BOARD SURVEY:

How Can TV Reel In Department Stores?



Consisting of one key executive from each leading sponsor, advertising agency, TV broadcaster, producer and film company

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

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

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

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

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

Dawson Contribution

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

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

Aside from this, the suggestions were mostly obvious and well known: sell like hell, sell the

stores' top brass, convince them to employ ad personnel trained in TV, the TV stations ought to do a lot of the work themselves, teach the stores how to use the medium, tell them TV success stories.

Co-Op Money Scarce

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

HOW THEY VOTED

In order to get department stores to put money into TV, should TV stations try to convince the stores to take money out of newspapers, which comprises more than 50 per cent of the average store's promotion budget, or should they try to convince the store to take money out of all phases of its promotion budget, or should they try to convince the stores to put new promotion money into TV?

	Newspaper Money	From All Budgets	New Money	Combination
Stations & Networks	7	12	15	10
Ad Agencies	—	7	14	9
Network Sponsors	—	—	—	1
Regional, Local and Spot Advertisers	1	—	5	—
Distributors	1	2	4	2
Producers, Labs, Equipment	—	5	3	1
Grand Total	9	26	43	23

PRODUCERS SAY . . .

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

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

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

STATIONS SAY . . .

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

AGENCIES SAY . . .

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

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

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



COLLINS

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

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

WGR-TV
TOPS
in evening
viewing!
CHANNEL 2
BUFFALO

NEXT WEEK—in the TV Editorial Advisory Board study

WHERE DOES SMALLER NAT'L ADVERTISER FIT ON TV?

Gems, Morris To Pilot Two Series for '56

HOLLYWOOD, Nov. 26.—Screen Gems and the Wm. Morris Agency, each preparing to pilot two series for next year, lead in the development of new shows this week.

The Screen-Gems properties are the farther advanced, with production ready to begin on "Mystery Theater." The package, to be filmed by Bischoff-Diamond, who are also piloting a program for Desilu, will utilize whodunits by members of the Mystery Writers Association of America.

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

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

"Mrs. Mike," the story of the wife of a Canadian Royal Mounted Police officer, which was originally presented in motion picture form, is the second show in preparation. Benedict and Nancy Freeman are writing the script.

CBS-TV is readying a series called "International Airport," a dramatic anthology with the airport as the hook. Leonard Freeman is scripting the pilot.

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

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

MCA, CBS-TV Offer Reruns

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

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

NEW YORK, Nov. 26.—Associated Artists Productions has acquired distribution of the puppet feature film, "The Emperor's Nightingale."

It was previously distributed by Serling TV and has played about 25 stations.

Albers Buys 2d Run on 'Waterfront'

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

Deal, concluded between MCA's Dale Sheets and Frank McMahon for Albers, is for 52 weeks on an alternate week basis. Included is every major Western market except Los Angeles, where KTTV had previously purchased the series.

UM&M Said to Be Hawking Para's Shorts

NEW YORK, Nov. 26.—UM&M was reported this week to have begun peddling its library of Paramount shorts and was said to be close to a deal in New York that would put it well on its way to recouping its down payment. Charles Amory, president of UM&M, refused to make any comment on the subject, even to the extent of admitting that he had acquired these films. The reason for his reticence appeared to be that all facets of the deal with Paramount had not yet been cleaned up, and some rights have still to be cleared with outside producers.

There are understood to be 1,600 subjects in the library. There were in addition some 200 Popeye cartoons, but it is understood that King Features has refused to release the TV rights.

Some of the material in the library besides the "Little Lulu" and "Betty Boop" cartoons are nine Bob Benchley comedies, 142 "Screen Songs," cartoons, 49 "Speaking of Animals" comedies, 73 "Unusual Occupations" and 124 band acts including such names as the Dorsey brothers, Louis Armstrong, Vincent Lopez and Richard Himber.

Also, there are a number of one-reel comedy acts with Eddie Cantor, Ethel Merman, Jack Benny, Fred Allen and others of such stature.

NEW RANK DEAL IN WORKS

ABC Reported Near Buying 100-Film Feature Package

NEW YORK, Nov. 26. — Over 100 more feature films from the J. Arthur Rank Organization are expected to go into TV shortly. ABC-TV was reported to be close to a deal this week. National Telefilm Associates is understood to have been negotiating for the package for several weeks and was still bidding at press time.

Among the pictures in the group are (Laurence Olivier's) "Hamlet," "Henry V," "Genevieve," "The Cruel Sea," "The Lady Vanishes,"

"Tonight at 8:30" and "The Titled Thunderbolt."

ABC-TV is known to have been on the lookout for features to build an afternoon strip as a strong lead-in to "The Mickey Mouse Club." If it gets the Rank deal it will probably also put some of the pictures into syndication, as it did in the previous deal made with Rank.

This is the third deal that Rank will have made for TV distribution of his pictures. It will have committed all of his currently completed product to TV. Coming in the course of one year, these TV deals will probably net the Rank Organization more than all of its theatrical distribution in the U. S. in the past 10 years.

The NTA deal of last spring for 26 pictures that went into the "Fabulous 40" is understood to have guaranteed Rank \$300,000. The ABC deal of last summer for 35 pictures that went into the "Famous Film Festival" and the "Anniversary Package" is understood to have guaranteed Rank \$1,600,000. In the present situation, ABC is understood to be offering \$1,500,000.

Has First-Run Syndication Topped Out, Started Slump?

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

By BOB SPIELMAN

HOLLYWOOD, Nov. 26.—Has first-run syndication reached its peak and started on the decline? There are indications along both affirmative and negative lines, and no definite answer seems possible at this time. Without doubt, however, the situation is of concern to both syndicators and independent stations.

The underlying trouble seems to be that not enough independents, especially in the larger cities, have adopted a policy of programming syndicated TV film shows. A producer, therefore, is faced with three possible courses: (a) He can stay out of the syndicated market; (b) He can make a low-cost show which probably won't be able to compete with network programming; (c) He can make a quality series for around \$30,000, hope it becomes a hit, and eventually reap a substantial profit.

More and more film makers are shying away from the latter choice. The reason is obvious. At best, it's a long-range proposition. At worst,

if the show proves a dud, he can lose his shirt. The risk in network programming is not nearly so great.

Confidence Slipped

In effect, the confidence of producers in syndication has slipped considerably in comparison to what it was a year ago. At that time, the outstanding rise of KTTV as an independent was causing talk all over the country, and speculation was that other stations would follow its lead. The promise has not come true to date.

Why? Fred Thrower, general manager of WPIX, New York, probably sums up the general attitude as succinctly as anyone. Thrower believes that the KTTV operation does not produce profits comparable to the capital investment required, and that it is better for a station to concentrate on selling spots, rather than on obtaining and selling programs on a wide basis.

Dick Moore, president of KTTV, has now launched a campaign to change this thinking. Perhaps the best argument is the profit and

loss figure of his own station. Through 1953 the channel lost money. In 1954, when the present policy was put into full swing, the profit figure was approximately \$250,000. This year it is expected to be \$500,000 or better.

Few First-Runs

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

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

(Continued on page 8)

STUDY SHOWS MORE RERUN AUDIENCE

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

NEW YORK, Nov. 26.—A network-reissue may actually face a greater first-run audience in syndication than it did in its first play on the network. This possibility, which, if accepted by syndicated film buyers, could add so much to the mounting prestige of network reruns, was brought strikingly home in a study just completed by Television Programs of America for its distribution of "Susie," the rerun of "Private Secretary."

Adding the number of homes that missed the show its first time around to the number of homes that have acquired TV since the show's debut in February, 1953, the TPA study concludes that the potential first-run audience for the show today ranges in some markets up to 1,000 per cent of its first-

run potential at the time of the debut.

In Chicago, for instance, where "Susie" will be sponsored by Drewry Beer, the potential first-run audience will be approximately 165 per cent of Chicago's total TV audience when she first appeared there.

The TPA researcher estimates that there were 1,290,287 sets in Chicago in February, 1953. At that time the show received a rating of 15.1, meaning that 1,095,453 of the 1953 TV homes did not catch the show the first time. Add to that an estimated 1,032,913 Chicago homes that have acquired TV since 1953, and you have a potential first-run audience of 2,128,366 homes, according to TPA.

In like manner, TPA analyzed

(Continued on page 12)



Now . . . JOE FLOYD'S TWICE AS BIG!

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

The BIG TV COMBO



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



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

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

H-R REPRESENTATIVES

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$10 (a saving of \$3 over single copy rates). Foreign rate \$20.

Payment enclosed Bill me 970

Name _____
Occupation or Title _____
Company _____
Address _____
City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

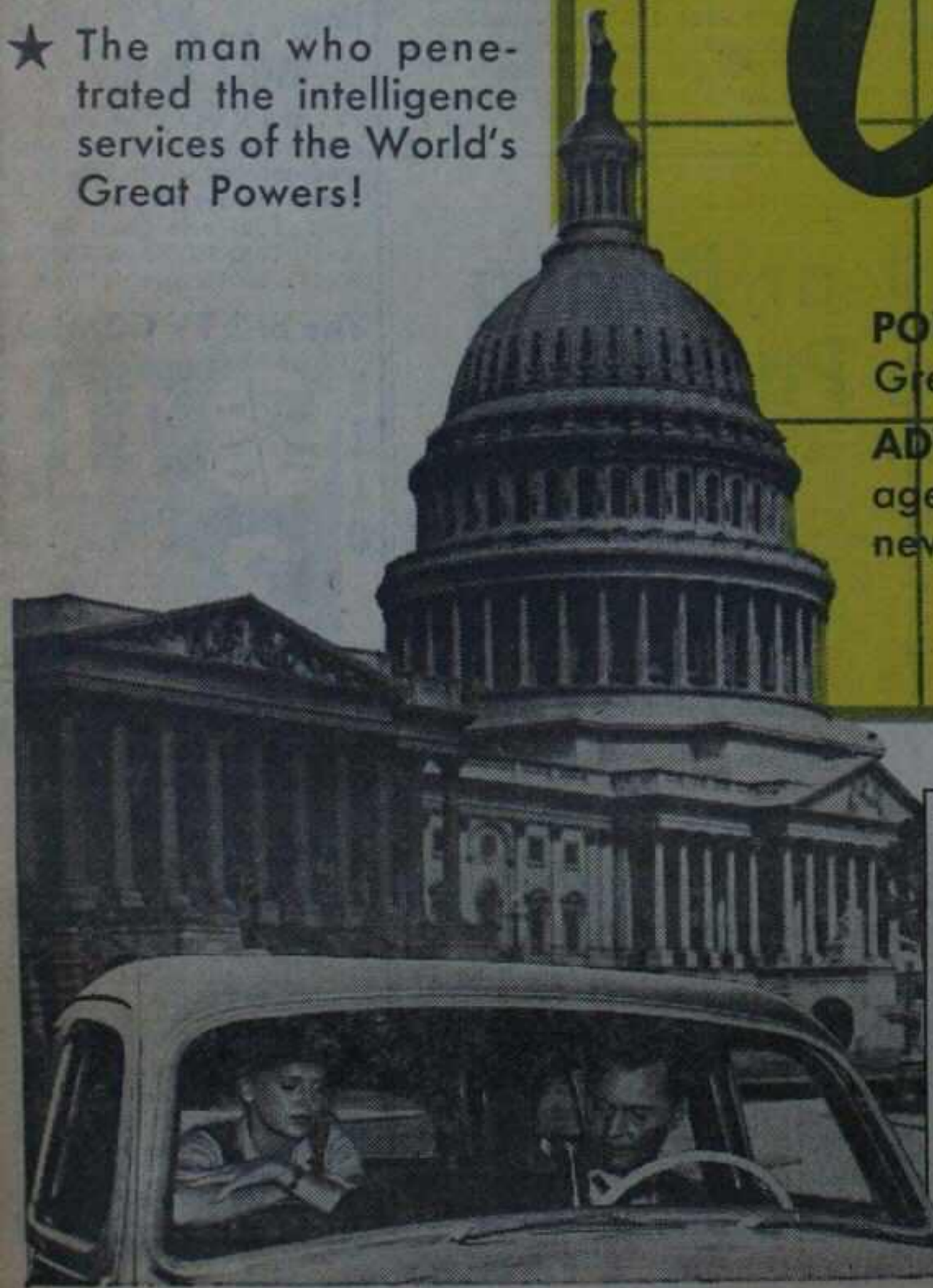
NOW! TV's Most Col

Based on material from the files of one of AMERICA'S FOREMOST INTELLIGENCE EXPERTS!

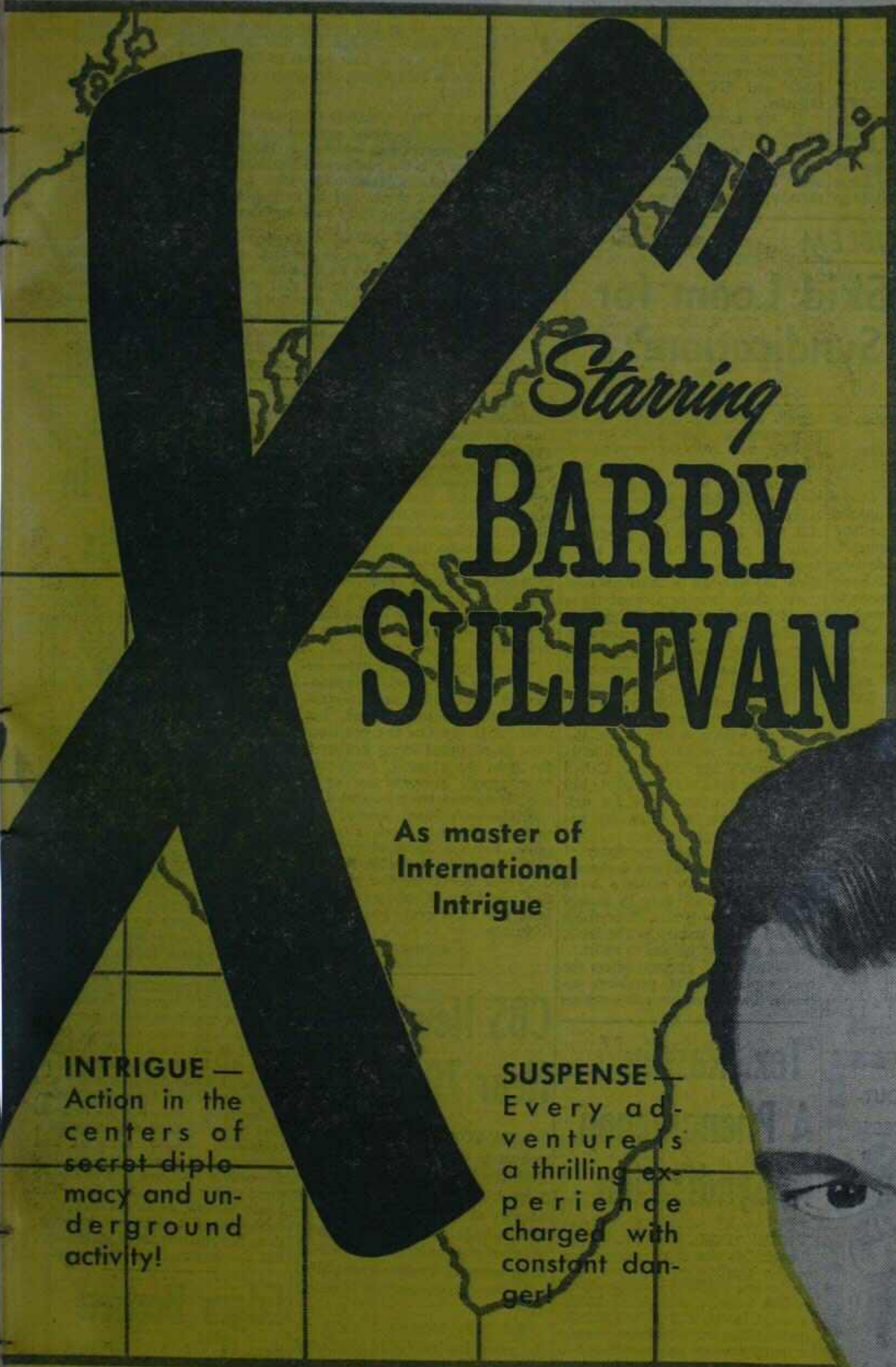
- ★ Chief Analyst—O.N.I.
- ★ Special consultant to the Joint Chiefs of staff
- ★ The man who penetrated the intelligence services of the World's Great Powers!

"The Man Called"

POWERFUL STORIES revealing the world's Great Powers locked in a titanic War of Wits **ADVENTURE** — An American intelligence agent's operations on the world's hottest newsfront!



orful Man of Mystery!



Starring
BARRY SULLIVAN

As master of
 International
 Intrigue

INTRIGUE —
 Action in the
 centers of
 secret diplo-
 macy and un-
 derground
 activity!

SUSPENSE —
 Every ad-
 venture is
 a thrilling ex-
 perience
 charged with
 constant dan-
 ger!

DANGER is his constant companion!



SECRECY is his way of life!



THE WORLD is his field of operations!



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



CINCINNATI
 NEW YORK
 HOLLYWOOD
 CHICAGO



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

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

NEW YORK, Nov. 26.—Matty Fox is developing a completely new concept of TV film distribution to apply to the RKO pictures, if he can succeed in prying the TV rights away from General Tele-radio. The plan is quite different from the usual methods of feature film distribution, nor can it be described as a network concept.

It would require the setting up of a new organization. Fox said it would solve many station problems in the programming of local time.

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

Fox is not the only one currently bidding for the RKO TV rights. MCA-TV and National Telefilm Associates are apparently also still in the running. How Associated Artists Productions might figure at this point is hard to tell, since Eliot Hyman has lately been displaying a rather bearish attitude toward the RKO pictures.

May Reject Bids

It is still a serious possibility that GT will reject all outside bids

and put TV distribution into the hands of its own film division. This, of course, would depend on the results of the station survey that the Film Division has made on the sales possibility of these films.

What would happen to the GT Film Division in the event the RKO product goes to an outsider seems to be anybody's guess at this point. It was pointed out by one GT executive that the film division has never been built into a very large organization and could well keep

operating along present lines.

GT this week applied to the Federal Communications Commission for authorization for a corporate merger with RKO-Radio. The new company will be called RKO Teleradio Pictures, of which RKO and GT would be subsidiaries.

At the same time it was revealed that R. H. Macy had sold its 10 per cent interest in GT to GT's parent company, General Tire and Rubber Company, which thereby becomes sole owner.

ANOTHER PROBLEM

Does a Skid Loom for 1st-Run Syndication?

Continued from page 5

throw in their lot with syndicated programming.

There has been speculation in the trade that in New York WPIX, and perhaps WABD, and in Chicago WGN would possibly follow such a course. What has happened to date, however, causes no particular optimism among distributors.

WPIX, which has made the greatest headway, now has 20 hours per week of TV film, but some of that is taken up by strips, such as "Florian ZaBach," "Ramar of the Jungle," and "Liberace." A majority of the programming is rerun material, and on only three nights of the week has it been slotted in prime time periods.

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

WGN-TV utilizes slightly over 10 hours of syndicated film. It has had considerable success stripping "My Little Margie" and "Stu Erwin" from 10 to 11 a.m. daily, and regularly programs TV film from 9 to 10 p.m. at night. Its only solid block in class A time is from 8 to 10 p.m. Tuesday with "Badge 714" (12.5), "Racket Squad" (13.7), "San Francisco Beat," and "I Led Three Lives" (10.2). There is a

certain amount of competition for programming, with WBKB and WNBQ also running syndicated film.

Apparently, however, producers feel that the strides made have not been rapid enough. Last year at this time 19 syndicated programs were in production, 10 of them having been new starts. This year there are only 13, with seven new starts. Only four or five of these could be said to have the quality of class A network programming.

Generally, among syndicators, it has been a bad fall (alho programs were selling well in late summer), and this reflects itself in production. MCA-TV, apparently, will not come up with a winter series, tho officially the company is "still looking." Ziv-TV has "The Man Called X" on the syndicated market, but is grooming other series for network sale, the first time Ziv has angled in this direction.

The reason, as the producer of one Ziv show pointed out, is simple. The company can make a small profit, or at least gets its money back, on the web run. Everything beyond that is money in the bank. Such a prospect is hard to resist.

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

the market it is assertedly still \$500,000 shy of returning a profit. That it eventually will, and handsomely, is beyond doubt. In the meantime, however, producers Ben Fox and Roland Beed are regarding syndication like a hot potato, to be handled very carefully, if at all. Other independent film makers, who have been the backbone of the business, are similarly wary. Distributors would like nothing better than to have some new product to offer, but they're having a terrible time convincing anyone to make it.

"Waterfront" offers a prime example of another trend. Everyone—sponsor, distributor, station—wanted production to continue, but, with 78 in the can the producers were in no mood to go further in the hole. As a result, production was stopped. "Mayor of the Town," another success, wound up with 39. "Dr. Hudson's Secret Journal" will probably have a similar cutoff point. From a financial point of view this is the desirable thing to do. From the perspective of a station, which has to build an audience for a new show every year, it's unfortunate.

(Continued next week)

Films to Watch

"I LED THREE LIVES"—Ziv-TV

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

"STARS OF THE GRAND OLE OPRY"—Flamingo Films

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

"WATERFRONT"—MCA-TV Film Syndication

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

Sharpe Exits Four Star Job

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

Sharpe's exit as producer follows a policy disagreement he had had with Charles Boyer, David Niven, Ida Lupino and Dick Powell, the co-owners of Four Star Productions. Sharpe will retain his financial interest in all of the shows produced by Four Star.

Roach Claims Most Appeal in Anthology Pix

HOLLYWOOD, Nov. 26.—Anthology series offer an advertiser a broader viewing audience than any other type of TV show. This is the opinion of Producer Hal Roach Jr., who to date has turned out primarily situation comedy and mystery-drama shows.

Roach believes that each program must find its own audience, and that an anthology on which every variety of drama—ranging from Western to musical—can be produced, caters to the widest variety of people. At the same time, he thinks that for sponsors aiming at certain audiences the specialized series will still do the job.

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

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

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

Edgar Bergen Pacted by CBS

NEW YORK, Nov. 26.—Edgar Bergen this week was pacted for two deals on CBS-TV. He was inked to narrate and introduce a half-hour series of 39 films about fairy tales which will be produced in Denmark by Karl Moseby. They are for delivery in early fall. Moseby is the producer of "The Amazing Tales of Hans Christian Andersen" of Interstate TV.

Bergen will also be the emcee of a new quiz show, "Do You Trust Your Wife?" which Frigidaire has bought to replace "My Favorite Husband" in its Tuesday night 10:30-11 p.m. time slot on CBS. The jackpot on this show deals with the tax problem by offering \$100 weekly for a year, and as much as \$100,900 over a 30-year period. Mortimer Snerd and Charlie McCarthy will assist.

'Tex. Rasslin' A Phenomenon In Syndication

NEW YORK, Nov. 26.—"Texas Rasslin'" is one of the phenomena of the syndication business. One of the few vidfilm shows produced in this country outside of Hollywood, Chicago and New York, the sports series has now been telecast in many markets for more than two years, and in 24 markets for more than 52 weeks.

It is also a maverick because it is one of the few sport shows that have made good in syndication and has drawn excellent ratings almost everywhere it has been shown. In some cities—as in Springfield, Mo., where its latest Pulse was a substantial 29.7—its ratings have topped many network shows. And in many where the rating figures are not that large, it has built up a large following among viewers.

The program is sold by stations in many ways—either to one client, to several clients or in participations. One of the reasons for its success, according to a recent survey of stations made by Maurice Beck, head of Texas Rasslin' Films, its distributor, is its servicing—good prints, excellent shipping and print handling and format sheets which enable pre-scheduling of promotion.

CBS Newsfilm Near 70 M'kts

NEW YORK, Nov. 26.—A heavy upbeat in sales of the CBS Newsfilm service that CBS-TV Film Sales is syndicating has hiked the number of markets subscribing to the package near to 70. A total of nine new subscribers, two of them overseas buyers, were pulled in by the distribution firm in recent days.

The hefty increase in sales on the newsfilm bundle is attributed to improved service that CBS instituted in recent weeks. For one thing, the web has now opened its processing labs over the weekend, which permits a late newsfilm flow to subscriber stations over the weekend. Also considered to be a factor is a new reference filing system that CBS has established on the newsfilm product, which permits stations to utilize the film more quickly and efficiently.

The new sales that CBS-TV Film Sales has made includes WDVJ, Roanoke, Va.; WMT, Cedar Rapids, Ia.; WBTW, Florence, S. C.; KGLO, Mason City, Ia.; KTVO, Ottumwa, Ia.; WTVH, Peoria, Ill., and its sports package to Budweiser for airing on KTVI, St. Louis. The foreign sales were made to HJRN in Bogota, Columbia, and to the Belgian television operation.



THIS CHRISTMAS SELL TV'S OUTSTANDING HOLIDAY SUCCESS!

HANS CHRISTIAN ANDERSEN'S Immortal

"THE LITTLE MATCH GIRL"

featuring

A cast of 80 actors and dancers, a full symphony orchestra, and a ballet company.

"Hans Christian Andersen's sad little story is put over with a spectacular production effort that will help give kiddies of yours a taste of Christmas spirit." The Billboard Gene Plotnik.

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

"... wrapped in a delightfully contrived holiday package made to order for sponsorship during the hollyherry span." Variety Len Traub.

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

recorded program services

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

The Billboard Scoreboard

PULSE LOCAL RATINGS FOR OCTOBER

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

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

All films listed are syndicated unless title is preceded by a dagger (†), indicating nationally spot-booked. Stations are VHF except where the symbol "u" denotes UHF. The symbol "&" shows that a program originates in another city, but has scored a rating of 3.0 or more. Complete ratings are published over a span of one month's weekly issues, beginning with the issue of The Billboard dated the third Saturday of each month. For complete information on audience size, coverage, opposition, program, audience composition and other details not included in this chart, please consult The Pulse, Inc., 15 West 46th Street, New York City.

OKLAHOMA CITY 3 STATIONS

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Show Title (Station, Day-Time). Includes '564,000 Question, KWTW, T.', 'Groucho Marx, WKY, Th.', etc.

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Show Title (Station, Day-Time). Includes 'Newsroom, Mbc. (10 p.m.), WKY, M-F.', 'Newsroom (6 p.m.), WKY, M-F.', etc.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Film Title (Distributor, Station, Day-Time). Includes 'Eddie Cantor (Ziv), WKY, Th-9:30', 'Mr. District Attorney (Ziv), WKY, W-9:30', etc.

JACKSONVILLE 2 STATIONS

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Show Title (Station, Day-Time). Includes '564,000 Question, WMBR, T.', 'I Love Lucy, WMBR, M.', etc.

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Show Title (Station, Day-Time). Includes 'CBS News, WMBR, M-F.', '6 o'Clock Report, WMBR, M-F.', etc.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Film Title (Distributor, Station, Day-Time). Includes 'Waterfront (MCA), WMBR, Th-7:00', 'Science Fiction Theater (Ziv), WMBR, Th-10:00', etc.

PITTSBURGH 4 STATIONS

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Show Title (Station, Day-Time). Includes '564,000 Question, KDKA, 57.9', 'WSTV, 2.3, T.', 'Ford Theater, KDKA, 51.4, WJAC, 2.9, Th.', etc.

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Show Title (Station, Day-Time). Includes 'World Tonight (11 p.m.), KDKA, M-F.', 'Z Z C Ranch Gals, KDKA, M-F.', etc.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Film Title (Distributor, Station, Day-Time). Includes 'Studio 57 (MCA), KDKA, T-9:00', 'Mayor of the Town (MCA), KDKA, F-9:00', etc.

FORT WORTH 4 STATIONS

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Show Title (Station, Day-Time). Includes '564,000 Question, KRLD, T.', 'Football, WBAP, 23.2, WFAA, 13.7, S.', etc.

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Show Title (Station, Day-Time). Includes 'Texas News (9:30 p.m.), WBAP, T-F.', 'Weather News (9:45 p.m.), WBAP, T-F.', etc.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Film Title (Distributor, Station, Day-Time). Includes 'Passport to Danger (ABC), WBAP, F-9:00', 'Badge 714 (NBC), WBAP, S-9:00', etc.

MINNEAPOLIS-ST. PAUL 4 STATIONS

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Show Title (Station, Day-Time). Includes '564,000 Question, WCCO, T.', 'I Love Lucy, WCCO, M.', etc.

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Show Title (Station, Day-Time). Includes 'Today's Headlines (10 p.m.), KSTP, M-F.', 'Mickey Mouse Club, WTCN, M-F.', etc.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Film Title (Distributor, Station, Day-Time). Includes 'Life of Riley (NBC), KSTP, Su-9:00', 'I Led Three Lives (Ziv), KSTP, M-8:30', etc.

DALLAS 4 STATIONS

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Show Title (Station, Day-Time). Includes '564,000 Question, KRLD, T.', 'Football, WBAP, 13.4, WFAA, S.', etc.

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Show Title (Station, Day-Time). Includes 'Final Edition (10 p.m.), WFAA, M to F.', 'Frontier Playhouse, WFAA, M, T, W, F.', etc.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Film Title (Distributor, Station, Day-Time). Includes 'I Led Three Lives (Ziv), KRLD, T-8:30', 'Famous Playhouse (MCA), KRLD, M-9:00', etc.

ADVERTISING MANAGER of a large Eastern Bank says: "Billboard is a most useful and helpful publication, jam-packed with information that any TV user should read."

TV Commercials in Production

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

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

(Continued from last week)

Table with columns: Sponsor, Product, Agency (Show if any), No. (Seconds), Type (Color), Commercial Producer. Rows include Public Utilities, Radio, TV Sets, Phonographs, Tobacco, Cigarettes, Cigars, Coffee, Tea, Coca, etc., and Miscellaneous and Unidentified Sponsors.

(Continued next week)

THIS WEEK'S FILM BUYS

ABC FILM SYNDICATION
SHENA, QUEEN OF THE JUNGLE
WPIX, New York; Adv. TBA

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

NEWS FILM
Brussels, Belgium; Adv. TBA

SAN FRANCISCO BEAT
WNBP, Binghamton, N. Y.; General Brewing
WRGB, Schenectady, N. Y.; Genesee Brewing
KFJZ, Fort Worth; Adv. TBA

INTERSTATE TELEVISION CO.
PUBLIC DEFENDER
WPIX, New York; Adv. TBA

NBC FILM DIVISION
THE GREAT GILDERSLEEVE
Syracuse: Haberer Congress Brewing
Tampa: Tampa Motor Club
WTHI, Terre Haute, Ind.; Kruger Grocery

BADGE 714-A
KRBB, Eldorado, Ark.; Adv. TBA

BADGE 714-B
WCNY, Watertown-Carthage, N. Y.; Carling Brewing
WOAI, San Antonio; Adv. TBA

BADGE 714-C
KXLY, Spokane; Adv. TBA

STEVE DONOVAN, WESTERN MARSHAL
WCIA, Champaign, Ill.; Kelly Potato Chips

THE VISITOR
WTVT, Tampa; Adv. TBA

HOPALONG CASSIDY—1 HOUR
WHAM, Rochester, N. Y.; Adv. TBA

HOPALONG CASSIDY—1 1/2 HOUR—A
WHAM, Rochester, N. Y.; Adv. TBA

HOPALONG CASSIDY—1 1/2 HOUR—B
WHAM, Rochester, N. Y.; Adv. TBA

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

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

RCA RECORDED PROGRAM SERVICES

TOWN AND COUNTRY TIME
WGN, Chicago: Cole-Finder, Lincoln-Mercury Dealer
WIMA, Lima, O.; Berger Beer
KREM, Spokane: Quality Motors; Spokane Film & Developing Co.
WFBM, Indianapolis: Sam Wolfe, Automobiles
KFEQ, St. Joseph, Mo.: Blue Cross-Blue Field
WHIZ, Zanerville, O.; Wideman Brewing Co.
WISN, Milwaukee: Aristo Blue Chinchillas
KOAT, Albuquerque, N. M.; WCTV, Tallahassee, Fla.; WALA, Birmingham; KHAS, Hastings, Neb.; Adv. TBA

THE SAM SNEAD SHOW
WVEC, Hampton-Norfolk: Varsity Shops
WMFD, Wilmington, N. C.; Cadillac-Oldsmobile Dealer
KTVV, Sioux City, Ia.: Hoak Oldsmobile
WGEM, Hannibal, Mo.; Adv. TB

STERLING TELEVISION CO.

BOWLING TIME
KGGM, Albuquerque, N. M.; Davidson Auto Sales; WTVN, Columbus, O.
WKRC, Cincinnati: Bavarian Beer
WKOW, Madison, Wis.; Nehi Bottling
KAKE, Wichita, Kan.; Pyramid Motors

MOVIE MUSEUM
KSWO, Lawton, Okla.; WIMA, Lima, O.; WNBP, Binghamton, N. Y.; KSWB, Rowell, N. M.; WSJS, Winston-Salem, N. C.; WBEL, Bellefonte, Pa.; Adv. TBA

KING'S CROSSROADS
WTVN, Durham, N. C.; WSFA, Montgomery, Ala.; WDSU, New Orleans; KCEN, Temple, Tex.; WBEL, Bellefonte, Pa.; Adv. TBA

LITTLE THEATER
KTAL, San Angelo, Tex.; WNHC, New Haven, Conn.; WLBK, Jackson, Miss.; WNBP, Binghamton, N. Y.; WBEL, Bellefonte, Pa.; Adv. TBA

NETWORK SHOWS NOW IN SYNDICATED RERUNS

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

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

MCA-TV Film Syndication has the largest collection of rerun product with 10 different series comprising 642 films. Its "Famous Playhouse" alone consists of over 200 network reruns.

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

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

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

Table with columns: Show, Episodes, Network Title. Lists various syndicated shows like ABC Film Syndication, CBS TV Film Sales, Consolidated TV Sales, Flamingo Films, Harriscope, Interstate, MCA-TV Film Syndication, NBC Film Division, National Telefilm Associates, Official Films, Screen Gems, Television Programs of America, Thompson-Koch Agency, Ziv-TV, etc.

D. Fairbanks Tops 'Riley'

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

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

Red Skelton

Continued from page 11

smacked the guy all over the set, and he returned in kind. TV seems to be impatient with slapstick. It is a tribute to Skelton that he has been able to carry it off so regularly and so long and still find a welcome.

Gene Plotnik.

Dollar for Dollar YOU CAN'T BEAT WRESTLING

From CHICAGO for
SOLID SALES RESULTS!

Popularity proven by
consistent high audi-
ence ratings. There's
a new show each week
now available in
color, too!

Imperial
WORLD FILMS, Inc.
49 East Oak Street
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Sylvia Davis, President
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a top quality film show for Every Product, Every Market, Every Budget

Offices in
principal cities
throughout the
United States

MCA-TV
Film Division

ROCHESTER'S NEW TREADWAY INN

Colorful and Convenient
... Catering to Show People

You'll enjoy the atmosphere and accommodations at the Treadway Inn in the heart of the City. It combines the best features of a motor inn and downtown hotel.

Convenient to Eastman Theater, Rochester Auditorium, theaters and business section. Coffee House open late. Modest rates—free TV—continuous food service in the Treadway Tradition.

TREADWAY INN
384 East Ave.
Rochester 7, N. Y.
J. Frank Birdall Jr.
Innkeeper

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

Rerun Audience

Continued from page 5

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

These estimates are only of potential first-run audience and take no account of the possibility that some viewers will sit thru a film a second time.

52 cities. In New York, where the show is carried by WPIX, the present potential is 125 per cent of the debut. In Los Angeles,

Kidisk Business Big Orphan; Labels Adopt New Policies

Drops 50%; Many Posers Plague Field

By BILL SIMON

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

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

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

49c Factor

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

KIDDIE VERSION OUT ON 'TONS'

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

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

rack operations, chain stores and toy departments in department stores.

Little, if any, standard children's material—i.e., nursery rhymes, Mother Goose, folk stories—may be found on 98-cent disks today. They're all on the budget disks, as are most of the pop and standard

(Continued on page 53)

49c Markets, 'Educationals' Change Slants

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

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

RCA Victor

At RCA Victor, the 98-cent business is off considerably. It will be a good year for the children's department, however, because of 49-cent sales, and particularly because of "Davy Crockett" at 49 cents. There has been very little new

(Continued on page 56)

Rack Jobbers Give Diskers Expanding M'kt, Shot to EP's

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

By JUNE BUNDY

NEW YORK, Nov. 26.—In addition to providing record manufacturers with an expanded market, rack jobbers are giving the heretofore unspectacular EP business a shot in the sales arm. Although dealers sell far more LP's than EP's, rack jobbers report their EP sales considerable higher than their LP trade.

At the same time, rack jobbers across the country are continuing to expand their own markets. The Handleman Drug Company, Detroit, for instance (which services more than 1,200 racks in drug stores and supermarkets in nine Midwest areas), is making plans to open up another branch in Akron. Handleman is also expanding its coverage within its branch areas. The firm now services racks in department stores, luncheonettes,

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

Market M'disers

Meanwhile, Market Merchandisers, a new affiliate of the Super Market Drug & Cosmetic Company, Inc., Newark, N. J., is the latest rack jobber to enter the record rack field. Market Merchandisers—headed by General Manager Harold Ragoff—picked up 50 record racks this month in its initial foray into the field. The firm (which services some 300 racks in drugstores and supermarkets throughout New Jersey) is modeling its new record rack operation after the Handleman formula, with merchandise put in the stores on a 100 per cent guarantee and jobber sales people servicing the racks two and even three times a week.

According to Ragoff, Market Merchandisers has already obtained franchises from four major labels, and expects to handle Victor, Columbia, Coral, Decca, Capitol, M-G-M, Mercury and Dot. The

(Continued on page 18)

BRANCHING DJ

Freed Moves Out Into Club, Movie Fields

NEW YORK, Nov. 26.—Alan Freed, WINS deejay here, is branching out into the nitery and movie field next year, in addition to his present sideline of presenting rock 'n' roll stage shows in motion picture theaters.

Freed is scheduled to take his own 18-piece band into Birdland here in February. Freed will front and play trombone on the bill, which will also feature Sam (The Man) Taylor and Al Sears as soloists.

(Continued on page 53)

A GREAT SONG; I WROTE IT!

NEW YORK, Nov. 26.—Coral Records' sales chief, Norm Wienstroer, recently sent a note to his distributors plugging "Sick, Sick, Sick," recorded by the Goofers.

"Let's face it," Wienstroer notes, "great songs are being written every year. . . Here is a truly great song with all the rhythmic charm of 'Maybellene' and the lyric sophistication of 'Daddy-O' . . . I predict that 'Sick, Sick, Sick' will be one of the truly great and immortal songs of our day, along with other fine compositions such as 'Cum Drop,' 'At My Front Door' and 'I Hear You Knocking.'"

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

"P.S.: I wrote it."

FOX REPORT

Big Increases In Mechanical Fees to Pubs

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

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

(Continued on page 53)

Suit Vs. BMI Moves Ahead

NEW YORK, Nov. 26.—The \$150,000,000 civil antitrust suit of 33 song writer members of the American Society of Composers, Authors and Publishers against Broadcast Music, Inc., moved one step forward, with another defendant being scheduled for pre-trial examination, December 12. This is Sidney Kaye, BMI counsel. BMI execs who have already been examined include President Carl Haverlin, and vicepres Bob Burton and Bob Sour.

The plaintiff writers have also been subjected to pre-trial examination.

Columbia Says EP Trial Plan Working Well

Sales Head Claims Orders Running to Five Times Normal

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

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

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

A similar test for juke box opera—

(Continued on page 53)

IF IT SELLS

When's Dog Disk Not a Dog Disk?

NEW YORK, Nov. 26.—RCA Victor reportedly shipped over 200,000 dogs this week, as it became apparent that all dog records are not necessarily dog records.

Actually, the diskery's left field entry by Don Charles' Singing Dogs has been kicking up a ruckus in most areas where the disk jockeys have got on it. The notable exception, however, is the New York City area, where most jocks, excepting those on foreign language stations, have put the doggies down, and even, like WNEW's Jerry Marshall, delivered tirades against the canines' brand of music making.

The metropolitan squeeze was reflected in a reported sale of only 7,000 disks in the area, as compared with almost 20,000 each for Boston and Philadelphia, where the record is getting hefty spins.

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

Diskeries Rushing To Beat Fee Hike

NEW YORK, Nov. 26.—Record manufacturers are expected to hike their schedule of disk sessions between now and the first of the year. Reason is a clause in the recording agreement, which provides that the labels pay 21 per cent above musicians scale, starting January 1, 1956. This sum is to go into the Music Performance Trust Fund, according to the present contract.

For the last two years, the MPTF has been receiving from the diskeries a sum of 10 per cent above scale—in addition to MPTF's royalty collections on records sold. This 10 per cent figure obtains until January 1.

Scale for a sideman on a record date is \$41.25 per three-hour session. Ten per cent of this is \$4.12, making a total of about \$45 which the diskery pays. Starting January

1, it will pay 10 per cent of \$45—which amounts to approximately 21 per cent over the original scale of \$41.25.

Recording sessions by symphony orchestras are exempt from the 21 per cent ruling.

It is no secret that musicians in the important recording centers—New York, Hollywood and Chicago—do not take kindly to the ruling. Many of this same group of musicians, of course, take a dim view of the principle of the Trust Fund generally, inasmuch as they feel that non-recording musicians are benefiting from their skill.

Meanwhile, music publishers and, of course, writers, stand to benefit from the probable increase activity of the diskeries in the immediate future, in order to beat the fee hike deadline.

Bleyer Won't Block La Rosa

NEW YORK, Nov. 26.—If Julius La Rosa leaves Cadence Records, as it has been rumored, it is believed that President Archie Bleyer will not try to block his departure.

La Rosa, who was there at the beginning, reportedly has a fancy deal with Bleyer which specifies that he gets 50 per cent of Cadence's net profits as long as he stays with the label.

Bleyer was out of the country at press time, and could not be reached for comment. La Rosa has been dickering with several companies, one of which is Coral.

Rizek Near to Buy Of A-V Tape Firm

NEW YORK, Nov. 26.—A-V Tape Libraries, pioneer firm in the pre-recorded tape field, is due for a change of ownership in a stock deal already negotiated but awaiting former approval.

Control of A-V, a subsidiary of Audio & Video Products Company, will move over to Jim Rizek and his associates in the ABC Trading Corporation, if the Audio & Video stock and bondholders, as expected, agree to the projected sale at a special meeting next Friday (2).

The deal also calls for the transfer to the Rizek group of Audio & Video's recording studio operation, a facility largely serving advertising agencies with custom transcriptions. The stock transfer is understood to involve an outlay of about \$200,000.

The purpose of the sale, according to Charles Bynd, president of Audio & Video, is to permit

the company to put more concentration behind its background music and tape instrumentation operations. The latter subsidiary corporations are National Musitime and A-V Manufacturing, respectively. The latter phase of the firm's endeavor is said to be undergoing heavy expansion.

100 in Catalog

A-V Tape, which entered the home music field in 1951, has over 100 reels in its active catalog. Among them are many items licensed from independent diskeries, including Vanguard, Period and Elektra, with whom A-V had license arrangements. It is believed that these licensing pacts will be continued under the new ownership.

Rizek stated the tape library and recording studio operations would be continued by present personnel, with no changes currently contemplated.

IMPORTANT!

because it's a great new Rodgers and Hammerstein ballad!



EDDIE FISHER

SINGS

Everybody's Got a Home But Me

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

"New Orthophonic" High Fidelity recording

the dealer's choice **RCA VICTOR**

55-CENT POPS

Palisades DJ To Sell Disks At Cut Rates

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

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

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

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

Kaufman's fan club numbers around 105,000 members, and a prime asset of the membership is that fans are admitted free to the Palisades Amusement Park for his weekly summer show, which has no connection with his 11-midnight WMCA show. Last summer, Kaufman drew 125,000 people when Eddie Fisher and Sammy Davis Jr. appeared, and next summer he plans to operate on a two-shows-a-week basis. The record concession is scheduled to open in late March, with autographed platters featured as a special promotional item.

Columbia Skeds Winter Confabs

NEW YORK, Nov. 26.—Columbia Records will hold its annual winter meetings here beginning December 19, with the company calling in regional executives and field promotion men for the conclave.

Meet will be helmed by Columbia President Jim Conkling and national sales manager Hal Cook, with plans for 1956 and a review of the current year's business to be broached to the visiting staffers.

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

Smalls Buys Old Nitery in Harlem; 50G for Revamp

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

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

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

TOM BROWN'S STILL BAWLING

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

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

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

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

BY JOVE

Briton Bans Deity in 'Tex. Lady'

HOLLYWOOD, Nov. 26.—England put the damper on another American pop tune this week, tho a transatlantic phone call solved the problem.

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

"Change the line to read 'Maybe Fate Has Sent Her,' instead of 'Maybe God Has Sent Her,'" he advised.

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

Motorola Issues 'Do-It-Yourself' Disk

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

Basis of the idea is a new hi-fi record specially produced for the firm by Columbia Transcriptions. The disk first describes for the customer the intricacies of hi-fi in simple language. The voice on the record then invites the prospect to try the various controls and see for himself the range and ability of the unit. Cost of the record to dealers is 50 cents.

Introduced on Rin-Tin-Tin TV Show

WHITE BUFFALO

M-G-M—James Brown
CADENCE—Bill Hayes

BOURNE, INC. 134 W. 32d St. N. Y. C. N. Y.

Rock Around the Clock
—and now—

ROCK-A-BEATIN' BOOGIE

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

OISTRAKH

Columbia May Grab Beat on Local Diskings

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

Altho it couldn't be learned if pacts were actually set, insiders expect Columbia to come out with at least two major Oistrakh diskings. One will probably be a first etching of the Shostakovitch Violin Concerto, to be cut with the New York Philharmonic. He is also expected to record a violin concerto in the standard repertoire with the Philadelphia Orchestra under Eugene Ormandy.

Leeds Music, meanwhile, is known to be preparing to import a number of new Oistrakh tapes cut in Russia. These will be licensed to domestic diskeries, as have others brought in by the music publisher.

Increased Flow of American Records Slated for Israel

NEW YORK, Nov. 26.—The flow of American phonograph records to Israel will soon be increased. This was indicated thru an announcement here this week by execs of Records Distributing Company of Johannesburg, South Africa, of their plan to establish a central distributing firm in Israel.

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

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

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

Anti-Trust Law Extended to Booking Offices

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

HOLLYWOOD, Nov. 26.—Music Corporation of America; MCA Artists, Ltd., and Management Corporation of America, along with the Hilton and Statler hotel chains were held to be subject to the federal antitrust laws in a decision handed down this week (21) by Judge Harry Westover in U. S. District Court here.

Decision was rendered in connection with the recently filed action by Herman Hover, owner-operator of Ciro's, who alleged that the defendants had conspired to restrain and monopolize "the booking and presentation of name acts in Los Angeles, and that MCA had a monopoly of name acts thruout the country."

According to Fred A. Weller and Jack Corinblit, who represent Hover in the \$1,600,000 litigation, the decision expressly holds that the booking business as carried on by MCA is interstate trade and commerce and within the ken of antitrust laws.

Weller declared, "The closest to such a holding is the Supreme Court decision holding that the Shuberts in their production, booking and presentation of stage plays are under the antitrust laws. Judge Westover, by his ruling, has extended the coverage of the antitrust laws specifically to booking organizations such as MCA. If there was any previous doubt about the matter, the issue appears settled."

No trial date for the Hover vs. MCA case has as yet been determined.

Victor Huddles Also on Agenda

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

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

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

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

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

Jensen Makes Speaker Kits

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

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

IMPORTANT!

because it's got that 'teen age selling sound



EDDIE FISHER SINGS

Dungaree Doll

20/47-6337

"New Orthophonic" High Fidelity recording

the dealer's choice

RCA VICTOR



a big one...

"There Should Be Rules" recorded by **Betty Madigan**

MGM #K-12094

M. WITMARK & SONS

DIRECT From The Orient... our NEW HIT

THE JAPANESE FAREWELL SONG

Sensationally recorded by **KAY CEE JONES** on Marquee

RANGER MUSIC, INC. 1419 Broadway New York 18, N. Y.

IMPORTANT

because
it's
a
new
and
great

Stuart Hamblen
ballad!



Stuart Hamblen sings

YOU'LL ALWAYS BE MINE

A HANDFUL OF SUNSHINE

20/47-6333

A "New Orthophonic" High Fidelity Recording

the dealer's choice

RCA VICTOR



Rack Jobbers Aid Diskers

• Continued from page 14

firm will give stores carrying racks the usual 25 per cent on gross sales volume, with floor space rental figure at about \$7 per foot per week.

With the exception of Decca, the majors (thru their distributors) are selling disks to jobbers at an estimated 49 cents to 51 cents per platter, with jobbers buying about 1,200 45's for every 800 78's. Only the singles are sold to jobbers on a 100 per cent return privilege, but the labels reportedly work out some kind of return deal on package merchandise as well.

Package Sales

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

Handleman's Chicago branch is especially strong for EP's, and the branch manager (Handleman's branches buy individually) is currently looking for country and western EP material in particular.

Big sellers in the LP line include Mercury's \$1.49 series and

Columbia's \$1.89 "Houseparty" series. Interestingly enough, rack jobbers are shying away from Christmas merchandise this year because they think its seasonal life span is too short.

Since many rack jobbers have branches in cities considered too small for the majors to set up local distributors, manufacturers are now chalking up plenty of extra sales in those territories. Handleman's Columbus, O., branch, for instance, orders around 1,400 on each new release initially, while its Detroit branch orders around 2,000 per new release. A record order was recently chalked up by Handleman's Columbus branch, which ordered over 5,000 copies of Tennessee Ernie Ford's "16 Tons." In some areas rack jobbers reportedly are buying more on initial orders than distributors in the same locale.

Mercury Study

In line with this, Mercury Records recently assigned its Eastern division manager, Joe Martin, to make a study of the rack jobber market in a move to re-evaluate Mercury's operational procedures in the rapidly expanding rack jobber field.

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

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

New Racks

Among stores newly carrying Handleman racks are J. C. Penney, the University of Kentucky Campus Bookstore, the Youngstown Air Force base, the Pittsburgh Air Force base and 10 department stores, including 13 Goldblatt stores in Chicago; Frank & Seder, Pittsburgh, and Stone & Thomas, Wheeling, W. Va. The last two are serviced by nearby branches. Drug chains include Walgreens, Marshall and Gray.

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

It's Here To Stay

(I TOOK A LITTLE RIDE ON)

SANTA'S SLEIGH

b/w

SANTA COMES ON CHRISTMAS EVE

BONNIE #527—Bill Milburn

Published by MILBURN & MAUGHAN BMI
8134 So. Alameda Los Angeles, Calif.

SEVEN PROFESSIONAL WRITTEN SONGS

1. "May the Angels Lead Thee Into Paradise"
2. "On Rugged Calvary"
3. "I'm Right Back Where I Started"—C.W.
4. "On an Evening of Love, Sweetheart"
5. "I Want Cash on the Barrelhead"
6. "Long Time No See My Baby"—R.B.
7. "Mister Eisenhower"

Copy Free to Singers, Record Companies and Orchestra Leaders.

HANK WARD

Rm. 324, Y.M.C.A. Bldg.
Bremerton, Wash.

TITLE TUNES

Oblivion for 'Golden Arm,' 'Rose Tattoo'

HOLLYWOOD, Nov. 26.—Somewhat like the old chestnut game, two upcoming title tunes normally slotted in motion pictures won't be heard in the films after all. Songs are "The Man With the Golden Arm" and "The Rose Tattoo."

"Golden Arm" was originally set for the film and subsequently yanked. Song is published by Frank Sinatra's Maraville Music. Fred Raphael, partnered with Danny Kaye and Sylvia Fine in Dena Music, acquired the Elmer Bernstein score and the song "Molly-O" this week, with a sound track album from "Golden Arm" in the works.

The "Rose Tattoo" song is reported to have never been scheduled for use in the picture.

N. Y. School Does Lively Business In Singles Sales

NEW YORK, Nov. 26.—The newest retail medium for the sale of records here is the high school store. A student-operated store is now marketing selected single records at the Bronx High School of Science.

Started only three weeks ago, record sales in the store now amount to between 200 and 300 disks per day among the more than 2,000 students attending the school. A committee of students selects the records to be made available in the store on the basis of tunes they hear most played on disk jockey shows and on the local juke boxes. Four to five new record releases are added to the inventory on an average of once a week. New disks are exposed to the students via a p.a. system which is operated in the school cafeteria.

With annual \$3 subscriptions in the student organization purchase plan, youngsters in the school are entitled to make purchases in the store at discount rates. Discounts at any given time depend on current balances in the student fund and on the prices on merchandise offered school buyers by distributors. In the case of records, prices to students in the store have run as low as 65 cents per single disk.

At the present time, only single records are available in the store, altho orders are taken and filled thru outside sources for LP's. Disks for store sales are obtained from an unnamed New York one-stop.

MUSIC AS WRITTEN

RAINBOW SIGNS THREE BONNIE NURSES . . .

Rainbow Records signed exclusive contracts with three Bellevue Hospital nurses last week between blood counts. The three R.N.'s, who reportedly sing, comprise the Bonnie Sisters, and their pact with Rainbow is for two years. The diskery topper, Eddie Heller, is also manager of the trio, in conjunction with Mat Ryan and Frank Castle.

CBS-COLUMBIA NAMES PRICE TO EXEC POST . . .

Forrest W. Price, former national sales manager at Columbia Records, has been appointed manager of the CBS-Columbia factory branch distributing operation. The latter facility handles distributor matters involving CBS television and radio receivers. Price quit the diskery post several months ago.

KIT CARSON HOSTED BY CINCY CAP EXECS . . .

Kit Carson, Capitol Records' "Band of Gold" girl, was hosted in Cincinnati Tuesday night (22) by local Capitol execs, deejays and music people. The thrush was met at the airport and taken by motorcade to the Pizza Restaurant, where deejay Ron Dunn helms a remote over WCPO. Nearly 150 music people were present at the affair, where "Band of Gold" mums and autographed records were given away. Wednesday (23) the singer toured local radio and TV stations and attended a cocktail party given in her honor at local Capitol headquarters before departing for New York.

New York

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

Peggy King will go into the Hollywood Mocambo December 27 for two weeks. . . . Steve Clayton will guest on the Kathy Godfrey CBS show Saturday (3). . . . Henry Tobias, of the renowned songwriting clan, has been signed as entertainment director for the new Eden Roc Hotel in Miami Beach. . . . Eddie Scott, personal manager of Jess Willard and the Cochran Brothers, has set the boys for a heavy tour of the Northwest. . . . Eddie Rogers Selecto has joined with Harry Blake in a new music-comedy act.

Millicent Rodgers and Royce Goodrich have been signed to an Ac'cent Records pact.

Publisher-tunesmith Sidney Prosen has signed warbler Broc Peters to his Big Records label. . . .

Dick Lyons, former M-G-M recording staffer, was in from the Coast this week on a visit. . . . The Four Coins open at the Falcon, Detroit, next Monday (5) for a week. . . .

Georgie Shaw will be at Chubby's, Camden, N. J., the week of December 12. . . . The Crew Cuts, just back from an eight-week tour of Great Britain, will play a two-week engagement at the Statler,

Cleveland, beginning December 19.

Sunny Gale has been booked into Chubby's, Camden, for the week of December 26. . . . Leonard Feather has produced a 12-inch LP featuring thrush Maxine Sullivan for Period. It's the veteran thrush's first. . . . Jazz trumpeter Conte Candoli, last reported in the Pacific Jazz stable, has mailed in his signed contract to RCA Victor, according to Victor's jazz topper, Jack Lewis.

A new diskery organized with headquarters at Harrisburg, Ill., is Golish Records. Mitchell Golish is president. . . . Decca has issued a new addition to the "Curtain Call" series—the seventh volume in this collection of hits of the past. Included are etchings by Count Basie, Woody Herman, Glen Gray and Jimmy Lunceford.

Writer Edgar Leslie is out of the hospital and recuperating at his home after an attack of pneumonia.

Hollywood

Dick Contino, Gale Storm and Eddie Cantor set for the Milton Berle teleshow this week (29), with maestro Victor Young conducting. . . .

Milton Rackmil, president of Decca Records, became a grandfather for the second time when his daughter, Mrs. Martin Salkin, gave birth to a son in New York last week (22). Salkin is an exec with the plattery. . . .

Dimitri Tiomkin named to pen the theme for the first annual Palm Springs Pageant. . . . Jeff Alexander has been assigned to write the score for M-G-M's "Ransom." . . . Personality Productions have inked Ernie Freeman, music director for Vita Records, to a management contract. . . .

Joan Weldon joins the cast of the Orrin Tucker Show this week. . . . Yma Sumac set to slice four sides for Capitol following her run at the Pierre Hotel, New York. . . .

Frankie Carle ork inked for a four-week run at the Beverly Hilton here. . . . Dinah Washington, Dave Brubeck and Woody Herman will do series of jazz concerts in San Diego and Los Angeles next week. . . .

Songwriter Ben Oakland will be saluted by disk jockey Gil Henry on the latter's KNX radio show this week. . . .

Local music trade turned out en masse for the annual KLAC Thanksgiving party at the Beverly Hills this week (21). . . . Chirp Meg Myles, recently pacted by Capitol, breaks in her new act at the Maison Jussaud in Bakersfield this week. . . .

Hal Dickinson, singing lead of the Modernaires, took the plunge as a single on Coral Records via "Merry Christmas, Baby," and "Tenderly." . . . Liberty Records' Julie London hosted a party for Bobbie Dieterle here last week. . . . Ned Washington and Victor Young set to pen the title tune for Barbara Stanwyck's "Maverick Queen" at Republic.

Wing Promotes New LP Line With Contest

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

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

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

IMPORTANT

a howling success . . .

the wildest novelty you ever heard

the SINGING DOGS



OH! SUSANNA

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

20/47-6344



the dealer's choice

RCA VICTOR



Yes, the Xmas Hit of 1955

NUTTIN' FOR CHRISTMAS

recorded by

- STAN FREBERG . . . Capitol
- RICKY ZAHND . . . Columbia
- FONTANE SISTERS . Dot
- JOE WARD King
- ART MOONEY AND BARRY GORDON .MGM
- EARTHA KITT . . .RCA Victor
- HOMER AND JETHRORCA Victor

HILL AND RANGE SONGS

THESE NEW PHONOGRAPHS
ARE THE FASTEST-SELLING LINE
IN THE STORE!



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



Table, Floor, or Portable Three-Speed Automatic Phonograph with removable wrought iron legs that can be carried in case. Has automatic shut-off after last record, separate Tone and Volume Controls, lightweight pick-up arm with turnover cartridge. Rich maroon with contrasting gray fits any room. Model DP-530 \$54.95* (legs extra). UL Approved.



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

DEALERS REPORT: DECCA PHONOS ARE REALLY HOT!

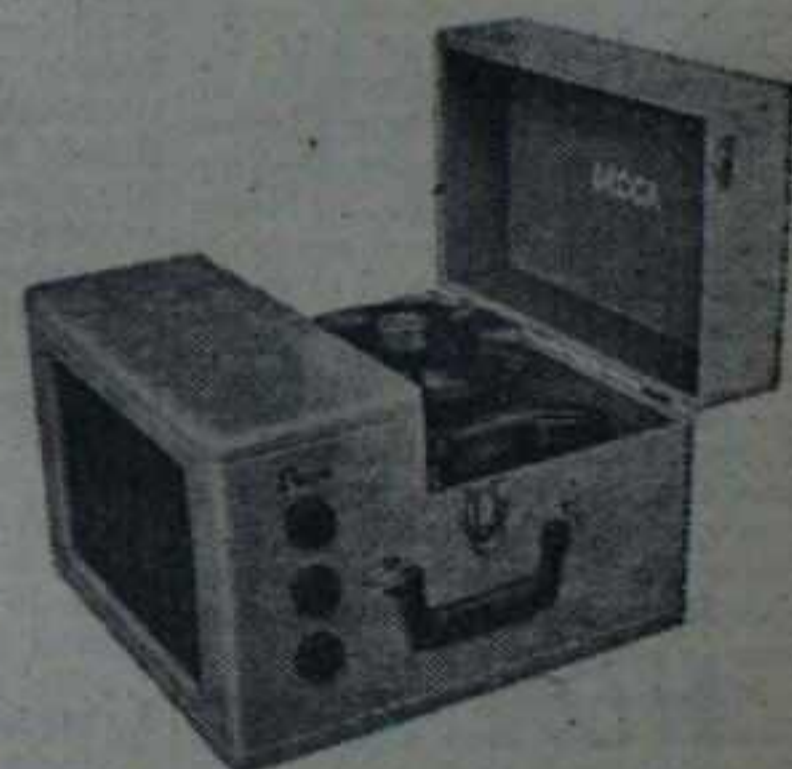
Decca has a phonograph model to fit the pocketbook and taste of every customer who walks into your store.

What's more, the sale of a Decca phonograph is just the beginning... your phonograph customers will keep coming back for records. Display, demonstrate the complete Decca phonograph line; then *watch 'em sell!*

Contact your Decca Distributor now for fast service on the fastest-moving phonograph line available!

DECCA PHONOGRAPHS—
DESIGNED FOR LOOKS,
SOUND AND SALES!

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



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



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



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

Winky Dink Three-Speed Phonograph is tops for children's market. Self-amplified, volume control, top mounted speaker protected by grill. Colorful Winky Dink designs on tone arm and speed control. Model DP-520 \$19.95*. UL Approved.



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HI-FI'S 3D STAGE

Parts Manufacturers Start Assembling Sets

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

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

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

LP Factor

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

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

They are not necessarily suffering a decrease in their sales, components parts manufacturers, eyeing

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

Still Growing

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

EXAMINATIONS OF TRENDS IN DISK INDUSTRY

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

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

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

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

WHERE CREDIT'S DUE

Independent LP Firms Pioneer Tape Industry

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

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

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

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

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

Vox on Verge

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

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

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

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

RESISTANCE LOWERED

LP's Gradually Catch Hold in Country Market

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

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

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

Factors Involved

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

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

(Continued on page 32)

NO WORRY HERE

'16 Tons' Proves Sale Of Singles Still Strong

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

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

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

made the top spot on the Honor Roll of Hits, moving into the No. 1 slot after only three weeks on the chart. A similar overnight chart rise occurred a couple of months ago when Mitch Miller's "Yellow Rose of Texas" climbed into the No. 1 spot after only five weeks on the charts.

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

"Davy Crockett," which benefitted several labels, was probably

(Continued on page 32)

THE BILLBOARD'S MONTHLY

PULSE OF THE INDUSTRY

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

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

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

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

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

EDITORIAL

Interdependence Day

The element of stability—an awareness of solidity and strength—is a highly prized asset in any industry.

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

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

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

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

Guard Advantage Well

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

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

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

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

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

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

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

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

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

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

with only 11 per cent.

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

Cap Gain

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

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

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

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

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

Classical Sales

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

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

Only slightly higher in all-market weight are the movie-show LP's.

QUALIFIED APPROVAL

Some Shops Lean Toward Col. Plan

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

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

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

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

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

On the other hand, Robert D.

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

Discount Threat

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

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

(Continued on page 32)

MAYBE CLUB HELPED, SAYS RECORD ROOM

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

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

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

TV SURPRISE

Bo Diddley Ain't Heard Of '16 Tons'

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

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

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

PULSE OF THE INDUSTRY

LP's show significant gains in 1955

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

	Large Markets	Smaller Markets	Over-All
Ahead	79%	79%	79%
Same	13%	14%	14%
Down	8%	7%	7%

(Percentage of stores)

EP's show mixed gains in 1955

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

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

(Percentage of stores)

Singles show strongest gains in smaller markets

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

	Large Markets	Smaller Markets	Over-All
Ahead	37%	44%	42%
Same	42%	35%	37%
Down	21%	21%	21%

(Percentage of stores)

Pop Instrumentals sell best (dollar volume)

List musical categories in order of LP dollar volume.

	Large Markets	Smaller Markets	Over-All
Pop Instrumental ..	1,000	1,000	1,000
Classical	820	990	940
Movie-Show	750	760	760
Jazz	710	750	740

(Note: Weighted to give largest category 1,000 points)

RECORD VOLUME

New record buyers account for greatest rise

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

	Large Markets	Smaller Markets	Over-All
New Buyers	71%	66%	67%
More Sold to Old Customers ..	11%	7%	8%
Other	18%	27%	25%

(Percentage of stores)

RCA Victor leads as biggest LP line

Which label represents your biggest volume in LP sales?

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

(Percentage of stores)

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

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

	Large Markets	Smaller Markets	Over-All
RCA Victor	36%	27%	29%
Columbia	25%	27%	26%
Capitol	15%	28%	25%
Angel	8%	4%	5%
London	3%	5%	4%
Decca	4%	3%	3%
Mercury	4%	2%	3%
All Others	5%	4%	5%

(Percentage of stores)

CLUB OR CUDGEL?

Dealers' Reasons For Disapprovals

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

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

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

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

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

Participation NSG

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

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

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

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

Nix Subscriptions

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

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

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

Few Conversions

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

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

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

BONUSES OUGHT TO BE STORES'

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

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

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

'Delovely' To Go in 'Anything Goes'

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

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

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

MAIL ORDER CLUBS

PULSE OF THE INDUSTRY

Columbia & Decca LP volume down in many stores

Which label has shown the greatest decrease in LP sales?

	Large Markets	Smaller Markets	Over-All
Columbia	34%	25%	28%
Decca	21%	29%	27%
Mercury	17%	17%	17%
London	4%	9%	7%
RCA Victor	9%	7%	7%
Capitol	5%	7%	6%
All Others	10%	6%	8%

(Percentage of stores)

Most stores report clubs have not affected volume

Have mail-order record clubs had any effect on your sales so far?

	Large Markets	Smaller Markets	Over-All
No Effect	61%	62%	62%
Have Hurt Business	37%	35%	36%
Increased Business	2%	3%	2%

(Percentage of stores)

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

How are you co-operating with the Columbia plan?

	Large Markets	Smaller Markets	Over-All
Indifferent, Tho Accepting Members	67%	76%	73%
Not Co-Operating	22%	14%	16%
Co-Operating Aggressively	11%	10%	11%

(Percentage of stores)

Co-operating stores sign five times as many members

If you accept club members, how many have you signed to date?

	Large Markets	Smaller Markets	Over-All
Co-Operating Dealers	128	75	90
"Indifferent" Dealers	23	17	18

Newspaper ads and direct mail most effective

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

Newspaper Ads	24%
Direct Mail (from store)	24%
Radio and/or TV	11%
Telephone Solicitation	3%
House-to-House Canvassing	1%
All Other Methods	37%

(Percentage of stores)

Average of six members converted per store

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

	Large Markets	Smaller Markets	Over-All
No	89%	88%	89%
Yes	11%	12%	11%

(Percentage of stores)

If Yes, Then How Many? . . . 2 7 6

Majority of dealers opposed to record clubs in any form

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

(Percentage of stores)

The Billboard Buying and Programming Guide

BEST SELLING PACKAGED RECORDS

• Classical Albums (Over-all)

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

1. RAVEL: DAPHNIS ET CHLOE—Boston Symphony (Munch)..... RCA Victor LM 1893
2. BERLIOZ: SYMPHONIE FANTATIQUE—Boston Symphony (Munch).... RCA Victor LM 1900
3. VERDI: AIDA—Milanov, Rome Opera Orchestra (Perlea)..... RCA Victor LM 6122
4. MOZART: DON GIOVANNI—Siepi, Vienna Philharmonic (Krips)..... London XLLA 34
5. OFFENBACH: GAITE PARISIENNE; MYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler)..... RCA Victor LM 1817
6. TCHAIKOVSKY: SWAN LAKE, ACTS 2 AND 3—NBC Symphony (Stokowski)..... RCA Victor LM 1984
7. BEETHOVEN: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg)..... Capitol P 8313
8. COLORATURA-LYRIC—Maria Callas..... Angel 35233
9. GOLDEN JUBILEE CONCERT—Josef Hofmann..... Columbia ML 4929
10. RIMSKY-KORSAKOFF: SCHEHERAZADE—Philadelphia Orchestra (Ormandy)..... Columbia ML 4888
11. TCHAIKOVSKY: SYMPHONY NO. 6 ("Pathétique")—Boston Symphony (Munch)..... RCA Victor LM 1901
12. BEETHOVEN: SYMPHONIES NOS. 5 AND 8—NBC Symphony (Toscanini)..... RCA Victor LM 1757
13. BRAHMS: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg)..... Capitol P 8271
14. TCHAIKOVSKY: ROMEO AND JULIET FANTASY OVERTURE; MARCHE SLAV—Philadelphia Orchestra (Ormandy)..... Columbia ML 4997
15. IBERT: ESCALES; RAVEL: BOLERO; LA VALSE; PAVANE; DEBUSSY: CLAIRE DE LUNE; CHABRIER: ESPANA—Philadelphia Orchestra (Ormandy)..... Columbia ML 4983

• Popular Albums (Over-all)

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

1. LOVE ME OR LEAVE ME—Doris Day..... Columbia CL 710
2. JACKIE GLEASON PLAYS ROMANTIC JAZZ..... Capitol W 568
3. IN THE WEE SMALL HOURS—Frank Sinatra..... Capitol W 581
4. LONESOME ECHO—Jackie Gleason..... Capitol W 627
5. OKLAHOMA!—Sound Track..... Capitol SAO 595
6. MISS SHOW BUSINESS—Judy Garland..... Capitol W 678
7. JUST FOR LOVERS—Sammy Davis Jr..... Decca DL 8170
8. SONG HITS FROM THEATERLAND—Mantovani Orchestra..... London LL 1219
9. MEET ANDRE KOSTELANETZ..... Columbia KZ 1
10. POP SHOPPER..... RCA Victor SPL 12-13
11. STARRING SAMMY DAVIS JR..... Decca DL 8118
12. SO SMOOTH—Perry Como..... RCA Victor LPM 1085
13. I LOVE PARIS—Michel LeGrand..... Columbia CL 555
14. PETE KELLY'S BLUES—Jack Webb..... RCA Victor LPM 1126
15. THE STUDENT PRINCE—Mario Lanza..... RCA Victor LM 1837

• Symphonies

1. BERLIOZ: SYMPHONIE FANTASTIQUE — Boston Symphony (Munch)..... RCA Victor LM 1900
2. TCHAIKOVSKY: SYMPHONY NO. 6 ("Pathétique")—Boston Symphony (Munch)..... RCA Victor LM 1901
3. BEETHOVEN: SYMPHONIES NOS. 5 AND 8—NBC Symphony (Toscanini)..... RCA Victor LM 1757
4. DVORAK: SYMPHONY NO. 5 ("New World")—NBC Symphony (Toscanini)..... RCA Victor LM 1778
5. BEETHOVEN: SYMPHONY NO. 3 ("Eroica")—Chicago Symphony (Reiner)..... RCA Victor LM 1899
6. BRAHMS: SYMPHONY NO. 4 — NBC Symphony (Toscanini)..... RCA Victor LM 1713
7. MOZART: SYMPHONY NO. 36 — ("Birth of a Performance") Columbia Symphony (Walter)..... Columbia SL 224
8. BRAHMS: SYMPHONY NO. 1 — NBC Symphony (Toscanini)..... RCA Victor LM 1702
9. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—NBC Symphony (Toscanini)..... RCA Victor LM 6009
10. BEETHOVEN SYMPHONY NO. 3 ("Eroica")—NBC Symphony (Toscanini)..... RCA Victor LM 1042

• Jazz

1. JAZZ: RED, HOT AND COOL—Dave Brubeck..... Columbia CL 699
2. KAI & JAY—Kai Winding & Jay Jay Johnson..... Bethlehem BCP 13
3. BENNY GOODMAN IN HI-FI..... Capitol W 565
4. THIS IS CHRIS—Chris Connor, Bethlehem BCP 20
5. SATCH PLAYS FATS—Louis Armstrong..... Columbia CL 708
6. DUET—Stan Kenton & June Christy, Capitol T 656
7. HARRY JAMES IN HI-FI..... Capitol W 654
8. STEVE ALLEN'S ALL-STAR JAZZ CONCERT, VOL. 1... Decca DL 8151
9. BRUBECK TIME—Dave Brubeck, Columbia CL 622
10. \$64,000 JAZZ..... Columbia CL 777

• Opera

1. VERDI: AIDA—Milanov..... RCA Victor LM 6122
2. MOZART: DON GIOVANNI—Siepi..... London XLLA 34
3. RICHARD STRAUSS: ARIADNE AUF NAXOS—Schwarzkopf... Angel 3532
4. PUCCINI: MADAME BUTTERFLY—De Log Angeles, RCA Victor LM 6121
5. MOZART: COSI FAN TUTTE—Schwarzkopf... Angel 3522
6. VERDI: LA TRAVIATA—Albanese..... RCA Victor LM 6003
7. PUCCINI: LA BOHEME—Albanese..... RCA Victor LM 6006
8. MASCAGNI: CAVALLERIA RUSTICANA—Callas..... Angel 3509
9. BIZET: CARMEN—Stevens..... RCA Victor LM 6102
10. PUCCINI: MADAME BUTTERFLY—Callas..... Angel 3523

• Children's

1. SIAMESE CAT SONG; LADY AND THE TRAMP —Peggy Lee... Decca K 149
2. LADY AND THE TRAMP..... Capitol DBX 3056
3. PETER PAN (Walt Disney)..... RCA Victor Y 4001
4. IT DOESN'T HURT A BIT TO BE POLITE..... Capitol CAS 3228
5. BALLAD OF DAVY CROCKETT —Fess Parker..... Columbia J 242
6. LITTLE WHITE DUCK—Burl Ives... Columbia J 85
7. WOODY WOODPECKER MEETS DAVY CROCKETT—Mel Blanc..... Capitol CAS 3236
8. KING OF THE RIVER; YALLER, YALLER GOLD —Fess Parker..... Columbia J 260
9. SONGS FROM DISNEYLAND—Cliff Edwards... Decca K 151, 152
10. OPEN UP YOUR HEART—Cowboy Church Sunday School... Decca K 146
11. NUTTIN' FOR CHRISTMAS—Ricky Zahnd... Columbia J 263
12. BALLAD OF DAVY CROCKETT — (Tennessee) Ernie Ford..... Capitol CAS 3229
13. 20,000 LEAGUES UNDER THE SEA..... RCA Victor Y 4004
14. JOHNNY APPLESEED —Dennis Day..... RCA Victor Y 390
15. CINDERELLA—Ilene Woods..... RCA Victor Y 399

• Show and Movie

1. LOVE ME OR LEAVE ME —Doris Day..... Columbia CL 710
2. OKLAHOMA!—Gordon McRae... Capitol SAO 595
3. PETE KELLY'S BLUES—Jack Webb..... RCA Victor LPM 1126
4. KISMET—Alfred Drake... Columbia ML 4850
5. THE STUDENT PRINCE—Mario Lanza..... RCA Victor LM 1837
6. PETE KELLY'S BLUES—Peggy Lee & Ella Fitzgerald, Decca DL 8166
7. THE KING AND I—Gertrude Lawrence... Decca DL 9008
8. GUYS AND DOLLS—Original Broadway Cast... Decca DL 9023
9. DAMN YANKEES—Gwen Verdon..... RCA Victor LOC 1021
10. PAJAMA GAME — Original Broadway Cast..... Columbia ML 4849

"X" Best Buys for Big "X"mas Sales

POPULAR ALBUMS—12" LONG PLAY

VAULT ORIGINAL PERSONALITY SERIES—12" LONG PLAY ALBUMS

- LXA-1000 "I ONLY HAVE EYES FOR YOU"**
Spencer-Hagen Orchestra
 I Only Have Eyes for You—Where Am I?—Remember Me—The Shadow Waltz—I'll String Along With You—Absence Makes the Heart Grow Fonder . . . and others
- LXA-1001 "RHAPSODY IN RHYTHM"**
Geri Galian Orchestra
 Slaughter on Tenth Avenue—Tara Lara—Minuet Rhumba—Malaguena—C'est Si Bon—Mescalanza—Slave Maidens Rhumba—Danza Lucumi—Ebbtide . . . and others
- LXA-1002 "ORCHIDS IN THE MOONLIGHT"**
Geri Galian Orchestra
 Orchids in the Moonlight—Hallelujah!—Without a Song—Carioca—Time on My Hands—I Know That You Know—Tea for Two—I Want to Be Happy . . . and others
- LXA-1003 "RECIPES FOR ROMANCE"**
Spencer-Hagen Orchestra
 Pink Lady—Silver Fizz—Cuba Libre—Cafe Pousse—Mint Julep—Old Fashioned—Velvet Hammer—Side Car—Tom and Jerry—Absinthe Frappe—Grasshopper—Zombie.
- LXA-1004 "HANDYLAND U.S.A."**
George Handy
 Recoil—A Tight Hat—Noshin—Sprong—Rainbow—Pegasus—Lean To—Blinuet—Case Ace—Crazy Lady—Zonkin—Footnotes.
- LXA-1005 "CALVIN JACKSON AT THE PLAZA"**
Calvin Jackson & Quartet
 Sleep—Under a Blanket of Blue—Fire Four—Motem Swing—Down by the River—Sunday—By the River St. Marie—Gone With the Wind—Heat Wave . . . and others
- LXA-1007 "YESTERDAYS"** Memorable Memories of Jerome Kern
Russ Case Orchestra
 Yesterdays—Smoke Gets in Your Eyes—Look for the Silver Lining—Make Believe—Why Do I Love You?—The Song Is You . . . and others
- LXA-1013 "HANSEL AND GRETEL"**
The Original Sound Track from the MICHAEL MYERBURG PROD. Orch. conducted by Franz Allers. Music by Engelbert Humperdinck. Featuring: ANNA RUSSELL . . . and others
- LXA-1014 "SAMMY KAYE AND HIS ORCHESTRA"**
Featuring Don Cornell
 Roomful of Roses—Careless Hands—Down Among the Sheltering Palms—I'll Always Be in Love With You—I Want a Girl—Cuddle Up a Little Closer . . . and others
- LXA-1022 "PUPPETS ON PARADE"**
Larry Ferrari
 Parade of the Wooden Soldiers—Doll Dance—The Skating Gremlyns—The Toy Trumpet—The Teddy Bear's Picnic—Dance of the Paper Dolls . . . and others
- LXA-1024 "PATTERNS IN PURPLE"**
Bobby Stevenson Trio
 There's a Small Hotel—Coffee Time—Look for the Silver Lining—Improvisation—Over the Rainbow—Jitterbug Waltz—When Did You Leave Heaven? . . . and others
- LXA-1025 "AT THE JAZZ BAND BALL"**
Dukes of Dixieland
 At the Jazz Band Ball—Beale St. Blues—Muskrat Ramble—Blue Prelude—That's a Plenty—Original Dixieland One Step—Panama—Wolverine Blues—Fidgety Feet . . . and others
- LXA-1026 "GORDON JENKINS ALMANAC"**
 January Jumps—February Fever—March Marches On—April Sings a Lovely Song—May Wine—June Wedding—Two Weeks in July—August Heat . . . and others

- LXA-1027 "GYPSY MOODS"**
Russ Case Orchestra
 Zigeunerweisen—Two Guitars—Hara Staccato—When a Gypsy Makes His Violin Cry—Csardis—Stradivarius—Hejre Kati—Play Fiddle Play—Romany Life . . . and others
- LXA-1028 "BISTRO BALLADS"**
Audrey Morris
 Nobody's Heart Belongs to Me—Where Are You?—Good Morning Heartache—Come In Out of the Rain—Sweet William—Blah, Blah, Blah . . . and others
- LXA-1029 "MUSICAL HIGHLIGHTS FROM 'DAMN YANKEES' / LOVE SCENES FROM THE CINEMA"**
Richard Maltby Orchestra / Spencer-Hagen Orchestra
 Shoeless Joe From Hannibal, Mo.—Near to You—Heart—Goodbye, Old Girl—Whatever Lola Wants—Two Lost Souls—A Man Doesn't Know—Not as a Stranger . . . and others
- LXA-1030 "BOOGIE BASH"**
Freddie Mitchell Orch.
 Moon Dog Boogie—Home, Sweet Home—Mary Anna—Mama Inez—Long Lean Daddy—Roll 'Em Boogie—National Emblem—The Wedding March—Louise . . . and others
- LXA-1031 "SONGS OF REVERENCE"**
The Lighthouse Singers
 The Lord's Prayer—Bless This House—Ave Maria—Arise, Rejoice, and Praise the Lord—One Melodious Song—Rock of Ages—Whispering Hope . . . and others
- LXA-1032 "BY GEORGE! (HANDY, OF COURSE)"**
George Handy Orchestra
 Maretet—A Wooden Sail in a Wooden Wind—Foolish Little Boy—Heavy Hands—Of Gossamer Sheen—Tender Touch—Pensive—Stream of Consciousness . . . and others
- LXA-1033 "ROBERT Q. LEWIS AND HIS GANG"**
Robert Q. Lewis—Chordettes—Betty Clooney—Lois Hunt—Earl Wrightson
 The Plunk of the Banjo—Dixie Danny—One Night of Love—900 Pages and 66 Books—Buck Dance—Mention My Name in Sheboygan—Only Forever . . . and others
- LXA-1034 "SPOTLIGHT ON BEN LIGHT"**
Ben Light and His Lightning Fingers
 Alexander's Ragtime Band—Carolina in the Morning—September Song—Back Home Again in Indiana—I Don't Want to Walk Without You—Alabama Bound . . . and others
- LXA-1037 "CHRISTMAS CAROLS"**
The Lighthouse Singers
 Silent Night, Holy Night—O' Come All Ye Faithful—Hark! The Herald Angels Sing—The First Noel—Ave Maria—O' Little Town of Bethlehem—O' Holy Night . . . and others
- LXA-1038 "MAKE MINE MALTBY"**
Richard Maltby & His Orchestra
 Midnight Mood—Strictly Instrumental—High Tide Boogie—Four or Five Times—Grand Slam—St. Louis Blues Mambo—The Book of Love—Six Flats Unfurnished . . . and others
- LXA-1039 "PRESENTING NEAL HEFTI AND HIS ORCHESTRA"**
 The Donkey Serenade—Loch Lomond—Danny Boy—L'Amour Toujours L'Amour—Annie Laurie—Believe Me If All Those Endearing Young Charms . . . and others
- LXA-1040 "AN AFTERNOON AT BIRDLAND"**
With Kai Winding & J. J. Johnson
 Funnybone—Cornerstone—Lullaby of Birdland—Bone of Contention—Birdland Festival—Vista.

- LVA-1000 "YOUNG BING CROSBY"**
Paul Whiteman and Gus Arnheim Orchestras
 I'm Coming, Virginia—O! Man River—That's Grandma—Thanks to You—I'm Gonna Get You—Wrap Your Troubles in Dreams—The Little Things in Life . . . and others
- LVA-1001 "FRED ASTAIRE"**
With Leo Reisman Orchestra
 I Love Louisa—New Sun in the Sky—White Heat—Sweet Music—Hoops—I Love Louisa (reprise)—Night and Day—I've Got You on My Mind . . . and others
- LVA-1002 "LOVE SONGS BY RUSS COLOMBO"**
 Call Me Darling—Sweet and Lovely—Just Friends—Where the Blue of the Night—You Try Somebody Else—You're My Everything—All of Me . . . and others
- LVA-1003 "COMPOSERS AT PLAY"**
Cole Porter—Harold Arlen Leo Reisman & Orch.
 Let's Fall in Love—As Long as I Live—Ill Wind—This Is Only the Beginning—Happy as the Day Is Long—Stormy Weather.
- LVA-1004 "ON STAGE" Volume I**
Ethel Merman and Gertrude Niesen
 I Gotta Right to Sing the Blues—How Deep Is the Ocean—Satan's Li'l Lamb—I'll Follow You (Ethel Merman). Harlem on My Mind—Jealousy . . . and others
- LVA-1005 "THE GAY CABALLERO"**
Frank Crumit
 A Gay Cabellero—I Learned About Women From Her—Little Brown Jug—Frankie and Johnny—My Grandfather's Clock—Down by the Railroad Track . . . and others
- LVA-1006 "TORCH SONGS"**
Helen Morgan and Fannie Brice
 Body and Soul—Why Was I Born?—Mean to Me—Frankie and Johnnie—Something to Remember You By—Can't Help Lovin' Dat Man (Helen Morgan) . . . and others
- LVA-1007 "GENE AUSTIN SINGS ALL-TIME FAVORITES"**
 I've Got a Feeling I'm Falling—My Melancholy Baby—St. James Infirmary—When Your Lover Has Gone—If I Could Be With You—St. Louis Blues . . . and others
- LVA-1008 "THE HAPPINESS BOYS"**
Billy Jones and Ernie Hare
 I Can't Sleep in the Movies Any More—Mr. Hoover, Mr. Smith—She Knows Her Onions—Where Did You Get That Name?—She Has a Little Dimple on Her Chin . . . and others
- LVA-1009 "ETHEL WATERS"**
 Frankie and Johnny—Jeepers Creepers—They Say—Lonesome Walls—If You Ever Change Your Mind—What Goes Up Must Come Down—Y'Had It Comin' to You . . . and others

10" LONG PLAY ALBUMS

- LXA-3032 "TALES FROM THE GREAT BOOK—MOSES"**
Joseph Cotten
- LXA-3051 "TALES FROM THE GREAT BOOK—ABRAHAM AND SOLOMON"**
Ronald Reagan
- LXA-3055 "TALES FROM THE GREAT BOOK—SAMSON & JOSHUA"**
Robert Preston
- LXA-3056 "TALES FROM THE GREAT BOOK—JOSEPH"**
Brian Aherne

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RECORDS MARK THE HITS!

a Product of Radio Corporation of America

Record Sales Year For LP Records

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

• Continued from page 1

directed at consumers, and preaching records, than at any time in the past.

Some of this has been the result of heightened competition and a desire on the part of manufacturers to establish their own lines in the face of new gimmicks introduced by other labels. It would be interesting to discover (if it were possible) just how much consumer advertising was stimulated by manufacturers seeking to plug their product in the face of price inducements offered by competitors.

Display Ads

Another interesting area of speculation certainly is the probable effect, retail-wise, of the tremendous number of display ad pages used by the various record mail-order clubs to pull members. While there are two schools of thought relative to their effect on dealer sales, a large body of opinion holds that at the very least they have many more people in the habit of thinking about records, playing them and buying new ones.

Continued consumer interest in high fidelity, abetted constantly by special audio shows and the entry of new and established electronic names into the equipment field, is also spreading the gospel. It's almost a trade axiom today that if a manufacturer produces television, he's also making record players. And that's true from Admiral to Zenith and all letters in between.

Auto Phonos

Such a seemingly off-beat development as a record player for automobiles has in its own way

served to dramatize the entertainment value of disks to the still uninitiated public. This, of course, would be the current availability of players on all Chrysler product cars.

So the dealer sales of LP's (and other records) continue to mount. And no one would accuse the manufacturers of being loathe to ride the boom. They are turning out new products at an ever increasing rate. And dealers everywhere seem to be absorbing this unprecedented output with little trouble. More importantly, they are passing it on to the consumer in greater numbers.

Manufacturers whose success depends on how closely they sense the temper of the times, and then move to take advantage of it, have closely traced the boom in packaged record goods. Their attitude in this regard is significant to other elements of the trade.

Long Pay-Off

Only a week ago a story in these columns reported how manufacturers were plowing back heavy chunks of profits into more albums. This is with full realization that in many cases these investments will not pay off for many months, perhaps years. No more addicted to altruism than any other businessman, the record manufacturer thus is taking a highly optimistic view of future prospects.

If his calculations are right, and all indications point that way, the dealer in 1956 can expect even greater volume gains. All facets of the industry should be able to participate in the feast.

CLUB OR CUDGEL?

Dealers' Reasons For Disapprovals

• Continued from page 23

out superlative merchandise handsomely packaged." But, "record clubs are a fact, and I accept their existence, altho I don't really like them."

One store in Wichita claimed he "fell for the Club, but . . . not all the way," he signed up 15 people. "Then after the first records were sent, people came in to me and griped. . . . Their record came in scratched! Their record came in bent. I told them, don't come to me, I have nothing to do with it. I referred them to the local Columbia Records salesman. So I figure it is going to be a 'pass the buck' deal. . . . Oh, well, I think it will fall thru to everyone's happiness."

The theory that the Club puts the manufacturer in "direct competition" with the retailer was general among the more analytical dissenters.

Mrs. Betty Schilling, of Schilling Music, Fresno, Calif., wrote, "We were not opposed to the record club when it was started. But theory and practice are two different things. The record club of Columbia is not keeping customers out of my store, but Columbia has become a competitor for our customers' business. Items I would previously have sold my customers on the Columbia label

are now being purchased direct in order to get the bonus records. . . . One of the new fall releases was received by one of our customers direct from the factory before we had received it for stock, altho it was on back order for two months."

That feeling, that club members are getting preference over dealers in shipments of hot LP merchandise, was expressed by several retailers.

A Pennsylvania retailer differs radically with Columbia on the company's concept of "modern merchandising." "It is rather anguishing to see such a hitherto respected company as Columbia indulge in such rough-shod tactics as this Record Club, which they attempt to force their retailers to swallow as 'Modern Merchandising' and for your (the dealer's) own good."

"The Columbia conception of 'Modern Merchandising' and my conception of aggressive merchandising of a worthwhile product at a competitive price are worlds apart," he wrote.

Glenn Ford, of Kenmac Radio Center, Chicago, reflected the concern of many dealers when he wrote, "I believe the only reason the record club is operated is to eliminate both the dealer and the

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

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

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

An Ohio dealer accuses Columbia of "trying for years to obtain my customer mailing list. They use contests, record clubs, etc. This mailing list is one of my biggest assets and I intend to give it to no one!"

The old club problem, wherein subscribers neglect to send in their cards and receive selections they did not intend buying, is becoming a particular headache to one Pittsburgh merchant. He claimed that "good customers come in to exchange unwanted club records in the store. Can hardly refuse. . . . It is my opinion that Columbia is getting a large percentage of members by direct mail. They should make public such information."

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

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

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

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

J. Ferguson, of Rite-Way Furniture, East Chicago, Ind., summed up a number of responses with the statement that "record clubs inhibit impulse buying and suggestive selling which was what I prided myself on." Another dealer in Ohio who offered the same opinion, also pointed out that the diverting of store traffic "decreases phonograph and accessory sales."

Only one dealer suggested that it was time to pack up and get out of the business.

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

Summers also expressed some concern about Victor's PMS. "It seems to me, that if not watched, every grocery store, hardware store or gas station in the country could have a catalog for customers to go thru and coupons to sell for approximately \$1,400 worth of Victor's top albums for a small \$68 investment. This is something we should all keep our eyes on."

NEW PRODUCTS



A Record Accessory Bar, currently in use with a special merchandising program of Walco Products, Inc. Bar serves as a complete record accessory department for dealers. Designed for counter display, it carries Stati-Clean, anti-static spray; DisCover plastic record sleeves, the Walco balanced sound kit and the DisClean record brush.



V-M Tape-O-Matic Recorder and Player unit, one of the firm's popular priced line now convertible for binaural tape playing. A special "Stereo-Matic" Binaural Conversion Kit, just introduced, retails for about \$16.95. Average installation cost for the adapter unit is said to be about \$10.



New hi-fi turntable and viscous-damped tone arm combination, just introduced by Gray Research and Development Company. The unit is completely shock-mounted, operates at all three standard speeds and accommodates 12-inch records or 16-inch transcriptions. The tone arm takes all popular types of pick-ups. The unit comes with red, yellow, green or gray pedestal and is available either with four-pole induction motor or, at slightly higher rates, with the hysteresis type synchronous motor.



The Crestwood Concerto (Model 360) Magnetic Tape Recorder, now being marketed by Daystrom Electric Corporation. The unit comes in mahogany or blond and employs push-button controls. Basically a table model, accessory legs screwed in the bottom transform it into an armchair console. There is ample storage space for mikes, cords and four seven-inch reels of tape. Retail price is \$299.50.



Bohn Music System, Inc., has introduced this new hi-fi radio-phonograph system which consists of a custom quality transcription turntable, pre-amplifier and equalizer and 30-watt amplifier, all housed in a step-type end table (pictured above) and a matching speaker system. Over-all, the line includes two phono systems and two radio-phonos units. All include connections for tape recorders and television.



Pentron's illuminated tape recorder floor display unit. The unit employs a combination of wrought iron, wood and gold expanded metal. The set-up accommodates five tape recorder units or four recorders and an accessory display. Unit is primarily designed for distributor use.



One of the new AMI hi-fi radio phono units recently introduced. Speaking system employs exponential horns. Units include precision built-in radio and three-speed record changer. Provision is made for attachment of a tape recorder or TV and for remoting music to other rooms. Cabinets are available in blond or dark mahogany finish, employing solid brass hardware. The firm is a major juke box manufacturer.



The new 1956 model Miraphon Manual Record Player (XM-110A), now being delivered by Audiogerh Corporation. The turntable moves in a special double row of ball bearings, as does the tone arm. The plug-in head accommodates user's choice of cartridge. Table itself is white rubber matted. Adjustment for cartridge weight is accomplished by a thumb screw under the tone arm.

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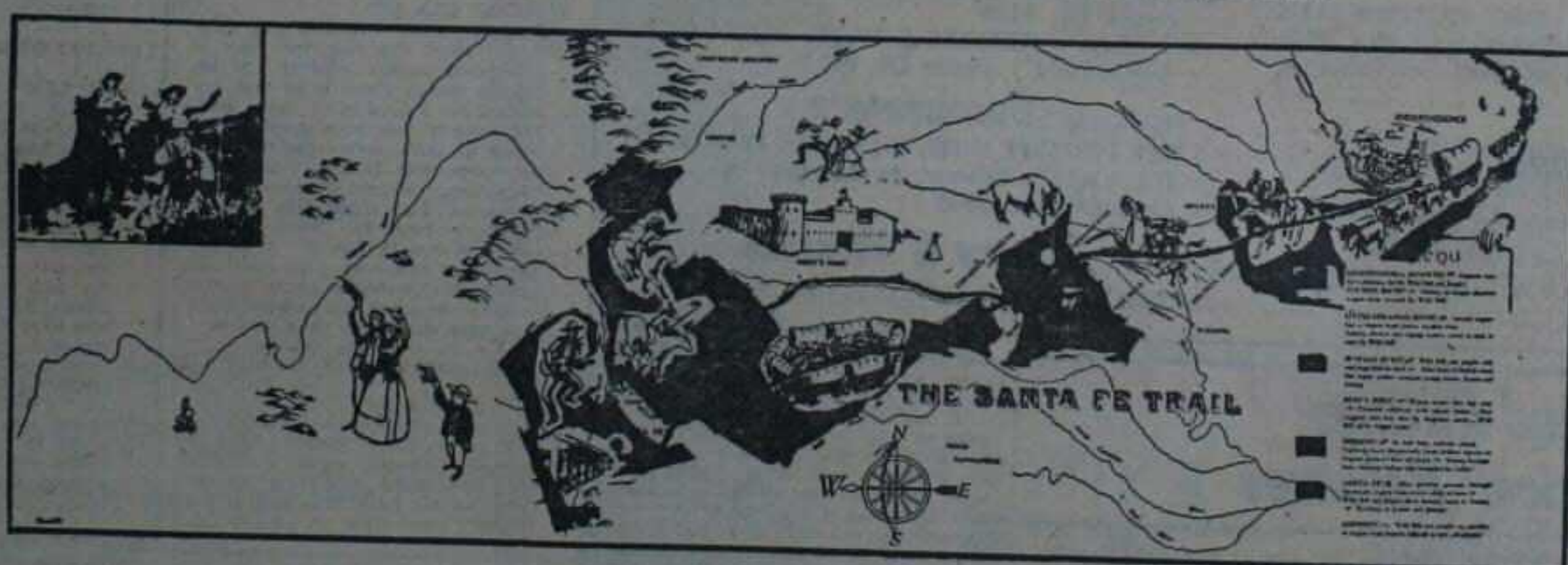
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Review Spotlight on...

ALBUMS

Classical

A TREASURY OF FAVORITE SYMPHONIES (6-12)-Camden CFL 104
Here's another excellent Camden bargain set, with six LP's packaged at \$10.98. It's an ideal Christmas gift item for beginning collectors and should move briskly across the counter this season and for a long time to come.

Popular

FROM THE SOUND TRACK OF "KISMET" (1-12)-Howard Keel, Ann Blyth, Dolores Gray, Vic Damone. M-G-M E 328
This looks like a natural for big sales. The original Broadway legit piece left its mark with such hits as "Stranger in Paradise" and "Baubles, Bangles and Beads."

Spotlight Recap

A wrap-up of all album spotlight picks from Billboard issues of the past four weeks.

Classical

- GOLDEN JUBILEE CONCERT A (1-12)-Josef Hofmann, Piano. Columbia 5 ML 4929
GROFE: GRAND CANYON SUITE; COPLAND: EL SALON MEXICO (1-12)-Boston Pops Orchestra; Arthur Fiedler, Cond. RCA Victor LM 1928
HOROWITZ PLAYS CLEMENTI SONATAS (1-12)-Vladimir Horowitz, Piano. RCA Victor LM 1902
MOZART: DON GIOVANNI (Complete) (4-12)-Cesare Siepi, Suzanne Danco, etc.; Vienna Philharmonic; Vienna State Opera Chorus; Josef Krips, Cond. London XLLA 34
PUCCINI: MADAME BUTTERFLY (Complete) (3-12)-Maria Callas; La Scala Orchestra and Chorus; Herbert von Karajan, Cond. Angel 3523.
JOHANN STRAUSS: DIE FLEDERMAUS (2-12)-Elizabeth Schwarzkopf, etc.; Philharmonia Orchestra; Herbert von Karajan, Cond. Angel 3539

Popular

- MISS SHOWBUSINESS (1-12)-Judy Garland. Capitol W 676
SINCERELY YOURS (1-12)-Liberace. Columbia CL 800

album can make it a most happy holiday for the diskery.

Jazz

THE CALVIN JACKSON QUARTET (1-12)-Columbia CL 756
It's likely that this will become another in Columbia's string of pop-selling jazz sets. Essentially, this is Juilliard Jazz, but it has a crisply modern flavor and swings mightily in its own way.

GERRY MULLIGAN QUARTET (1-12)-Pacific Jazz PJ 1207
A prize collection of recordings from the Quartet's 1952-'53 phase, when Chet Baker was still blowing with Mulligan.

Reviews and Ratings of New Popular Albums

STEVE SINGS (1-12) 79
Steve Allen (1-12) 79
Coral CRL 57019
This is another well-calculated device to cash in on Allen's seeming ever-increasing popularity. As a wit and pianist the star of "Tonight" has carved out his own indelible niche.

THE ROSE TATTOO (1-12) 78
Alex North Ork (1-12) Sound track. Columbia CL 727
The forthcoming Anna Magnani-Burt Lancaster movie "The Rose Tattoo" promises to be one of the big pictures of the year.

GREAT GERSHWIN (1-12) 76
Paul Whiteman and his ork (1-12) Decca
The market is loaded with Gershwin packages, but Paul Whiteman has a particularly close association with the late composer's works in the mind of the public.

TALES FROM THE GREAT BOOK (1-12) 75
Label "X" LXA-3032, 3051, 3055, 3056
Although each one of these disks is separately packaged, the four do comprise a set.

ROBERT Q. LEWIS AND HIS GANG (1-12) 74
Label "X" LXA 1033
Musically, there is nothing very spectacular about this disk, but there is nonetheless a very winning and infectious quality about it all that can account for a good many copies sold.

FRED ASTAIRE (1-12) 74
Label "X" LVA 1001
This collection represents the Broadway, or pre-Ginger Rogers period of Astaire. Collectors of the real show stuff will cherish this, although it is evident that the later Brunswick period (recently represented on an Epic re-

issue disk) offered the more universally acceptable tunes and stylings. For the connoisseurs, there's a "Band Wagon" medley, from the original stage show, in which sister Adele joins the hooper for two songs.

BISTRO BALLADS (1-12) 76
Audrey Morris (1-12)
Label "X" LXA 1028
Audrey Morris sings and plays the piano in the intimate, soft and silky style of Jeri Southern, albeit not yet as polished.

LIZZIE MILES: TORCHY LULLABIES (1-12) 69
Cook 1184
When she was seven years old back in New Orleans, Lizzie Miles was singing with the Kid Cry-King Oliver band. That's when she learned her own wonderful blues style.

CHRISTMAS WITH MARAIS AND MIRANDA (1-12) 74
Decca DL 9030
The great charm of this package lies in its simplicity and taste. Marais and Miranda are known in the folk circles for the simple beauty and authenticity of their ballad offerings.

CHRISTMAS MUSIC FROM AROUND THE WORLD (1-12) 65
Einar Hansen, Glass Instrument (1-12) MGM E 3277
Hansen's "glass harmonica" is built from several dozen glasses partly filled with water. He plays them with an amazing legato effect by rubbing fingers on the edges.

Christmas

CHRISTMAS WITH MARAIS AND MIRANDA (1-12) 74
Decca DL 9030

CHRISTMAS MUSIC FROM AROUND THE WORLD (1-12) 65
Einar Hansen, Glass Instrument (1-12) MGM E 3277
Hansen's "glass harmonica" is built from several dozen glasses partly filled with water.

Jazz

LULLABY OF BIRDLAND (1-12) 81
Victor LPM 1146
In the '30's it was "One o'Clock Jump," in the '40's "How High the Moon," and in the '50's the jazzman's anthem is George Shearing's "Lullaby of Birdland."

Country & Western

WEBB PIERCE (1-12)-Decca DL 8129

Reviews and Ratings of New Classical Releases

BRAHMS: COMPLETE STRING QUARTETS (2-12)-Budapest String Quartet. Columbia SI 225 77
Of the three Brahms quartets, only the first, in C Minor, has been available in a Budapest reading. Thus, this release will quickly assume major status in the calculations-buying and listening-of any chamber music enthusiast.

SIBELIUS: SYMPHONY NO. 5; NIGHT RIDE AND SUNRISE (1-12)-London Symphony Orchestra; Anthony Collins, Cond. London LI 1276 74
Anthony Collins now has only the Sixth Symphony of Sibelius to record, to have completed his survey of all the symphonies of Sibelius.

catalog. For Sibelius fans, both of these well-recorded items are a "must."

A BRAILOWSKY RECITAL (1-12)-Alexander Brailowsky, Piano. RCA Victor LM 1918 74
Brailowsky's "Recital" consists of tried-and-true concert material of the early Romantic period: Schumann's Sonata in F-Sharp Minor, Op. 11; Schubert's Impromptus, Nos. 3 and 4, Op. 90; Mendelssohn's Andante and Rondo Capriccioso, Op. 14; and Weber's Invitation to the Dance. The lengthy Schumann Sonata requires emotional and technical scope, and Brailowsky has considerable resources from which to draw.

MILLOCKER: THE BEGGAR STUDENT (2-12)-Wilma Lipp, Orchestra of the Vienna State Opera; Anton Pauk, Cond. Vanguard VRS 474-5 73
The "Bettelstudent" has been an immensely popular operetta since its first performance in 1882, but, curiously, has never been recorded in its entirety until now. Vanguard could not have done

better than to seek out regulars of the Vienna Volksoper to give a brilliant, effervescent performance in a manner that is traditional in that house. This is music in the vein of "Fledermaus," and anyone who has thrilled to the melodies of Strauss, will just as readily take this to his heart. Anton Pauk is practically unrivalled as a conductor of Viennese operetta, and turns in a magnificent reading here.

LOTTE LENYA SINGS BERLIN THEATER SONGS BY KURT WEILL (1-12)-Columbia ML 5056 72
In the fabulous Berlin of the pre-Hitler era, Lotte Lenya was a glamorous adornment of that city's theatrical life.

MOZART: VIOLIN SONATA IN G (K. 379); VIOLIN SONATA IN B FLAT (K. 454); RONDO (1-12)-David Oistrakh, Violin; Igor Oistrakh, Violon. Colossium CRLP 194 71
This is the Oistrakh year, and any

Documentary

I CAN HEAR IT NOW: WINSTON CHURCHILL (1-12)-Edward R. Murrow, Narrator. Columbia ML 5066

Country & Western

WEBB PIERCE (1-12)-Decca DL 8129

Country & Western

WEBB PIERCE (1-12)-Decca DL 8129

WEBB PIERCE (1-12)-Decca DL 8129

WEBB PIERCE (1-12)-Decca DL 8129

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Jazz

LULLABY OF BIRDLAND (1-12) 81
Victor LPM 1146
In the '30's it was "One o'Clock Jump," in the '40's "How High the Moon," and in the '50's the jazzman's anthem is George Shearing's "Lullaby of Birdland."

Country & Western

WEBB PIERCE (1-12)-Decca DL 8129

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NO ARMS CAN EVER HOLD YOU**
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- 3 The Fontane Sisters
DADDY-O—ADORABLE
DOT 15428
- 4 Billy Vaughn
**THE SHIFTING WHISPERING
SANDS (PARTS I & II)**
DOT 15409
- 5 The Hilltoppers
ONLY YOU
DOT 15423
- 6 Snooky Lanson
**IT'S ALMOST TOMORROW
STOP**
DOT 15424
- 7 Pat Boone
**AIN'T THAT A SHAME
TENNESSEE SATURDAY NIGHT**
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TIME**

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FOR
CHRISTMAS**

**SILVER
BELLS**

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**HANDS
OFF**

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Here's the inexpensive, easy-to-use personalized promotion sheet that's made to order for more dealer sales. Printed as a 4-page folder (7x8½ per page), it carries The Billboard HONOR ROLL OF HITS to 35 places with the best-selling records of each tune.

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GIVE TO DAMON RUNYON CANCER FUND

QUALIFIED APPROVAL

Some Shops Lean Toward Col. Plan

Continued from page 23

plus business and stimulate the public's desire for more records."

Downing adds, "I was very much disappointed that in September we had 3,760 customers at our record counter, and signed only 36 up for the club plan. If this is going to run us out of business, we will surely die slowly. All this talk about Columbia starting a record club in order to secure a mailing list from dealers is a lot of bunk. Why would Columbia spend \$3,000,000 to get only a small fraction of addresses when Lever Brothers recently purchased the correct mailing address of practically every home in the U. S. for \$100,000 (e.g., in connection with a \$100,000 contest which polled box holders and residents all over the country for their addresses)?"

Small Dealers

With reference to the argument that the club will increase a dealer's LP business, Bob Rippey, Triangle Music Store, Waukesha, Wis., says, "I think, and have right from the start, that the Columbia Record club is an aid to the smaller dealer who is either financially or spatially limited from stocking more than one major classical line completely."

In a similar vein, Fred H. Werner, Kimbrel Music, Greeley, Colo., writes, "I sincerely believe that Columbia is trying its best to increase the LP business, not only for itself but for the dealer as well. Prior to the Columbia plan, many of our customers were ordering LPs from the cut-rate dealers in New York City. Since the plan, we believe the situation is improving."

Wary Okay

A somewhat wary endorsement of the Columbia plan is submitted by Leon Ferguson, Ferguson's Record Shop, Memphis, who writes, "It seems to me that the Columbia Record club ought to benefit record retailers—if Columbia will play fair. I'm willing to give the club a fair trial and

Lower Resistance

Continued from page 21

kets. Ditto the syndication of such TV film product as the Eddy Arnold show.

Another factor accounting for the upsurge lies in the merchandisability and attractiveness of the LP medium, and just as it has caught the pop consumer's fancy, so is it achieving a hold in other fields.

At the annual disk jockey convention in Nashville, held November 10-12 in conjunction with the 30th anniversary of "Grand Ole Opry," country deejays in private conversation voiced their growing interest and pre-occupation with the album field. Just as is the case in the pop field—both in singles and in packages—the deejay and the record manufacturer will have to work together very closely in order that sales of country albums can reach the maximum potential.

Singles Potent

Continued from page 21

the outstanding example this year of a TV-made-single-smash, while "Rock Around the Clock" was the most dramatic case of a movie-made hit.

The latter example was particularly interesting, in that the Bill Haley record had been around for more than a year when M-G-M decided to use it as the background theme for its "Blackboard Jungle" film. The result, of course, was that the platter made No. 1 the second time around.

to trust Columbia to a certain point, but if it attempts to go too far in its direct selling, then it is up to us dealers to call a halt and let Columbia decide whether they want to go along with its dealers or without them. The thing that hurt me the worst was that LP price cut last Christmas. It meant that I worked half a year or more for nothing."

The competitive menace of independent record clubs is discussed by Robert Spence, Spence Music Shop, Whitesville, Mass., who opines, "I believe Columbia's Record club will help me. Many of my LP customers were already enrolled in various other LP clubs, I was amazed to discover. I converted several over to Columbia, but couldn't sway them all. Also, outlets such as Sam Goody's were getting a lot of my business. My LP business is no where near what it should be, so if I can get enough club members, my commission checks might tide me over."

All Right If

The "it's all right if" school of thought was heavily represented in the survey. Mumford Music, Detroit, for instance, writes, "Columbia's approach to the club question is the best, so far. However, I still think the dealer should be allowed to give the customer the bonus records, even tho the mechanics of handling this have not been completely worked out in my own



Hoffman Electronics has introduced this new four-speed player to match its line of TV receivers. It handles 16½ audio book records as well as standard speeds. Sapphire needles, automatic shut-off, ceramic cartridge and featherweight tone arm are features of the unit, which carries a list price of \$52.25.

Reviews and Ratings of Pre-Recorded Tape

Classical

GERSHWIN: RHAPSODY IN BLUE; PIANO CONCERTO IN F (7"-Dual Track) — Sondra Bianca, Piano; Pro Musica Symphony, Hamburg; Hans-Jürgen Wallner, Cond. Phonotapes-Sonoer PM 101

The performances here are the same made available on disk by M-G-M Records, with even heightened fidelity apparent over the excellent LP sound. Tremendously popular repertoire, and good, sturdy performances by the American pianist and German orchestra should insure favorable retail action wherever recorded tapes are sold.

BACH: CONCERTO FOR THREE HARPISCHORDS; VIVALDI: BACH: CONCERTO FOR FOUR HARPISCHORDS; HAYDN: CONCERTO FOR TRUMPET IN E FLAT; CONCERTO FOR HORN IN D (7"-Dual Track)—Helmut Wobitsch, Trumpet; Franz Koch, Horn; Anton Heller, Cond. Berkshire BB-1003

Musically, this is a more than generous transfer from earlier LP offerings. Two complete Haydn Society 12-inches are represented here. For collectors moving into tape, therefore, this set may be presented as an authentic bargain. Performances are good and the sound excellent. A strong classical package for the budding industry.

TCHAIKOVSKY: SYMPHONY NO. 6 (PATHETIQUE) (7"-Dual Track) — Oberammergau Festival Orchestra; Kurt Schertferger, Cond. Berkshire B-2107



The Philadelphia Badge Company is now marketing its new Analoid Anti-Static Record Brush, shown above. The three-and-a-half-inch brush is packaged in a plastic bag and carries a list price of 50 cents. Dealer or manufacturer imprint is free with orders for 250 or more brushes.

mind. In some way the customer should be brought into the dealer's store at regular intervals thru the club. I feel that selling directly to supermarkets—especially packaged goods—is a far greater evil than the record clubs.

More of the same line of thinking is spotlighted by Tom Perry, Jerry Ritter Records, Port Huron, Mich., who comments, "If a customer in our area signs up by mail direct, I feel we should get the commission. They come in and play our records to see if they want to buy them thru the club, even tho we can save them postage and handling."

Also in sympathy with this attitude is Harold I. Fox, Fox Music House, Charleston, S. C., who writes, "While we do not believe that record clubs are good for dealers, we have told Columbia that we might reconsider this opinion, provided that we are assured in writing that in the event that more than 20 per cent of the club members join directly instead of thru dealers, arrangements be made to distribute 20 per cent commissions earned by such surplus club members to participating dealers by putting all such commissions in one fund and dividing it up among the dealers in proportion to the actual number of active club members already enlisted by the dealers."

lower reaches than at the top. Packaging by the new company is attractive.

THE SONG OF HIAWATHA (7"-Dual Track) — Harry Fleetwood, Reader. Phonotapes PT 10034

Over 53 minutes of excerpts from the Longfellow poem, read interestingly and resoundingly by Fleetwood, an all-night classical disk jockey in the New York area. No false dramatics here, but a clear exposition of the narrative that will captivate listeners, both young and old. In the field of taped literature this set is likely to prove a mighty strong seller.

Popular

PIANO PANORAMA (5"-Dual Track)—Barbara Carroll. Livingston-Atlantic AT 5-1

Here's a reel that serves more than one function well. The tape version of an earlier Atlantic 10-inch LP will, of course, be eminently pleasing to fans of the imaginative pianist. But it could also appeal to a broader audience merely interested in pleasing background music with cool overtones. The sound captured on this tape is of the highest order. Heard in the set are a group of standards, among them "My Finny Valentine," "You Can't Take That Away From Me," etc. Joe Shulman on bass, and Herb Wasserman on drums provide quiet support for the 88'er.

FUN WITH MAE BARNES (5"-Dual Track)—Livingston-Atlantic AT 5-3

Appropriate title promises, and the reel delivers, an enjoyable half-hour of lusty vocal stylings by the thrush. Good for late-hour listening, or spicing up a social gathering, the reel should move well in its class. Mae Barnes, in this pickup from an Atlantic disk, chants 10 items in her individual manner, including such choice selections as "Laziest Gal in Town," "Sweet Georgia Brown" and "Old Man Mose."

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The Billboard Music Popularity Charts

THE MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES

HONOR ROLL OF HITS

THE NATION'S TOP TUNES

TRADE MARK REG.

For survey week ending November 23

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Sixteen Tons		1	4		
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.					
2. Autumn Leaves		2	15		
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 12088; M. Ferguson, Mercury 70686; G. Galian, X 0161; J. Gleason, Cap 3223; V. Young, Dec 29653. ELECTRICAL TRANSCRIPTION: Lou Brownie, Standard.					
3. Love Is a Many-Splendored Thing		3	15		
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. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.					
4. Moments to Remember		4	13		
By Stillman & R. Allen—Published by Beaver (ASCAP) BEST SELLING RECORD: Four Lads, Col 40539. RECORDS AVAILABLE: L. Armstrong, Dec 29694. ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard.					
5. Shifting, Whispering Sands		5	12		
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.					
Second Ten					
11. Yellow Rose of Texas		6	13		
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.					
12. Bible Tells Me So		13	13		
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 40534; N. Noble, Wing 9003; Weatherford QL, Vic 20-6218; R. Young, Dec 29615. ELECTRICAL TRANSCRIPTION: Ralph Marterie, Standard.					
13. At My Front Door		12	3		
By J. Moore & E. Abner—Published by Tollie (BMI) RECORDS AVAILABLE: P. Boone, Dot 15422; El Dorados, Vee Jay 147; Modernaires, Coral 61513.					
14. It's Almost Tomorrow		15	4		
By Buss Adkinson—Published by Northern Music (ASCAP) RECORDS AVAILABLE: D. Carroll, Mercury 70717; Dreamweavers, Dec 29683; S. Lanson, Dot 15424; J. Stafford, Col; L. Welk, Coral 61524.					
15. No Arms Can Ever Hold You		22	6		
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.					
Third Ten					
21. Seventeen		16	13		
By Young-Gorman & Bennett—Published by Lois (BMI) RECORDS AVAILABLE: B. Bennett, King 1470; R. Draper, Mercury 70651; Fontane Sisters, Dot 15386; E. M. Morse, Cap 3199. ELECTRICAL TRANSCRIPTION: Johnny (Scat) Davis, Standard.					
21. Woman in Love			1		
By Frank Loesser—Published by Frank Music (ASCAP) RECORDS AVAILABLE: Four Aces, Dec 29725; F. Laine, Col 40583; G. MacRae, Cap 3284.					
23. Forgive My Heart		23	6		
By Chester Conn & Sammy Gallop—Published by Bregman, Vocco & Conn (ASCAP) RECORD AVAILABLE: Nat (King) Cole, Capitol.					
23. Cry Me a River		27	2		
By Arthur Hamilton—Published by Frank (ASCAP) RECORDS AVAILABLE: J. London, Liberty 55006; K. White, Mercury 70722.					
23. C'est La Vie			1		
By Wolson & White—Published by Planetary Music (ASCAP) RECORDS AVAILABLE: De John Sisters, Epic 9131; S. Gale, Vic 20-6286; S. Vaughan, Mercury 70727.					
6. Only You			3		10
By Buck Ram—Published by Wildwood (BMI) BEST SELLING RECORDS: Platters, Mercury 70633; Hilltoppers, Dot 15423. RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Dee, Wing 90013. ELECTRICAL TRANSCRIPTION: Barbara Carroll, Standard.					
7. He			7		11
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.					
3. I Hear You Knockin'			10		9
By David Bartholomew—Published by Commodore (BMI) BEST SELLING RECORDS: G. Storm, Dot 15412; S. Lewis, Imperial 5356.					
9. Suddenly There's a Valley			9		12
By C. Meyer & B. Jones—Published by Warner-Hill & Range (BMI) BEST SELLING RECORDS: G. Grant, Eca 10003; J. Stafford, Coral 40559. RECORDS AVAILABLE: P. Andrews, Cap 3228; K. Armen, M-G-M 12076; J. La Rosa, Cadence 1270; M. Lynn, Vic 47-6257; Mills Brothers, Dec 29636. ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard.					
10. Love and Marriage			11		7
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.					
16. Croce Di Oro (Cross of Gold)			16		6
By Kim Gammon—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: P. Page, Mercury; J. Regan, London. ELECTRICAL TRANSCRIPTION: George Cook, Standard.					
17. My Bonnie Lassie			14		11
By Bennett, Tepper, McClurg—Published by Blossom (ASCAP) RECORD AVAILABLE: Ames Brothers, Vic 20-6208.					
18. Daddy-O			13		4
By Gore, Abner & Innis—Published by Mar-Kay (BMI) RECORDS AVAILABLE: B. Lou, King 4835; Fontane Sisters, Dot 15428.					
19. You Are My Love			13		9
By Nabbie—Published by Jubilee (ASCAP) RECORDS AVAILABLE: Four Tones, Jubilee 5218; J. James, M-G-M 12066. ELECTRICAL TRANSCRIPTION: Ralph Marterie, Standard.					
20. My Boy Flat Top			29		5
By Bennett and Young—Published by Lois (BMI) RECORDS AVAILABLE: B. Bennett, King 1494; D. Collins, Coral 61510; Gayles, King 4846.					
26. Pepper Hot Baby			26		3
By Alicia Evelyn—Published by Sheldon (BMI) RECORDS AVAILABLE: J. P. Morgan, Vic 20-6282; G. MacKenzie, X0172.					
26. Black Denim Trousers			21		11
By Jerry Leiber & Mike Stoller—Published by Quintet-Hill & Range (BMI) RECORDS AVAILABLE: Cheers, Cap 3219; J. Brooks, Dec 29684; Diamonds, Coral 61502; V. Monroe, Vic 20-6260.					
28. Someone You Love			23		7
By Steven Mitchell—Published by Bradshaw (BMI) RECORD AVAILABLE: Nat (King) Cole, Cap 3224. ELECTRICAL TRANSCRIPTION: Ralph Marterie, Standard.					
29. Band of Gold					1
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.					
30. All at Once You Love Her					1
By Rodgers & Hammerstein—Published by Chappell (ASCAP) RECORD AVAILABLE: P. Como, Vic 20-6294.					

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

KEEP THE POPS ALIVE IN '55

e-x-c-i-t-e-m-e-n-t

in
every
groove

JOHNNIE RAY

In His Best Record Since "CRY"

**WHOSE
SORRY
NOW**

**A HEART
COMES IN
HANDY**

COLUMBIA 40613-4-40613

COLUMBIA  RECORDS

The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending November 23

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

This Week Last Week Weeks on Chart

- SIXTEEN TONS (BMI)**—Tennessee Ernie 1 4
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262
- AUTUMN LEAVES (ASCAP)**—(ASCAP)—R. Williams 2 16
Take Care (BMI)—Kapp 116
- LOVE IS A MANY-SPLENDORED THING (ASCAP)**—Four Aces 3 14
Shine On, Harvest Moon (ASCAP)—Dec 29625
- MOMENTS TO REMEMBER—(ASCAP)** Four Lads 4 14
Dream On, My Love, Dream On (ASCAP)—Col 40539
- ONLY YOU (BMI)**—Platters 6 10
Bark, Battle and Ball (BMI)—Mercury 70633
- I HEAR YOU KNOCKIN' (BMI)**—G. Storm 5 7
Never Leave Me (ASCAP)—Dot 15412
- HE (BMI)**—A. Hibbler 7 10
Breeze (ASCAP)—Dec 29660
- LOVE AND MARRIAGE (ASCAP)**—(ASCAP)—F. Sinatra 11 4
Impatient Years (ASCAP)—Cap 3260
- SHIFTING, WHISPERING SANDS** R. Draper 10 10
Time (ASCAP)—Mercury 70696
- AT MY FRONT DOOR (BMI)**—P. Boone 8 6
NO ARMS CAN EVER HOLD YOU (BMI)—Dot 15422
- YELLOW ROSE OF TEXAS (ASCAP)**—M. Miller 9 18
Blackberry Winter (BMI)—Col 40540
- HE (BMI)**—McGuire Sisters 16 6
If You Believe (ASCAP)—Coral 61501
- SHIFTING, WHISPERING SANDS (PARTS I & II)**—(BMI) B. Vaughn 12 11
Dot 15409
- IT'S ALMOST TOMORROW (ASCAP)**—Dream Weavers 14 4
You Got Me Wondering (ASCAP)—Dec 29683
- SOMEONE YOU LOVE (BMI)**—Nat (King) Cole 13 7
FORGIVE MY HEART (ASCAP)—Cap 3234
- SUDDENLY THERE'S A VALLEY (BMI)**—G. Grant 19 9
Love Is (BMI)—Era 1003
- ONLY YOU (BMI)**—Hilltoppers 16 4
Until the Real Thing Comes Along (ASCAP)—Dot 15423
- BURN THAT CANDLE (BMI)**—B. Haley 23 3
ROCK-A-BEATIN' BOOGIE (ASCAP)—Dec 29713
- YOU ARE MY LOVE (ASCAP)**—J. James 18 7
I Lay Me Down to Sleep (BMI)—M-G-M 12066
- MY BONNIE LASSIE (ASCAP)**—Ames Brothers 15 9
So Will I (BMI)—Vic 20-6208
- CROCE DI ORO (Cross of Gold) (ASCAP)**—P. Page - 1
Search My Heart (BMI)—Mercury 70713
- SUDDENLY THERE'S A VALLEY (BMI)**—J. Stafford 21 6
Night Watch (BMI)—Col 40559
- MEMORIES ARE MADE OF THIS—(BMI)**—D. Martin - 1
Change of Heart (BMI)—Cap 3295
- BIBLE TELLS ME SO (ASCAP)**—D. Coraell 20 13
Love Is a Many-Splendored Thing (ASCAP)—Coral 61467
- BLACK DENIM TROUSERS (BMI)**—Cheers 21 11
Some Night in Alaska (BMI)—Cap 3219

• THIS WEEKS BEST BUYS

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

GEE WHITTAKERS! (Lowell, BMI)—Pat Boone
—Dot 15435

Boone has captured the imagination of the teen-age audience once more with this congenial material. First-week sales in Philadelphia, Buffalo, Milwaukee, Baltimore, Cleveland, Richmond and Nashville have been exceptionally good and are rising rapidly. Flip is "Take the Time" (Tee Pee, ASCAP). A previous Billboard "Spotlight" pick.

A WOMAN IN LOVE (Frank, ASCAP)—Frankie Laine—Columbia 40583

With this tune getting stronger all the time, both the Four Aces (previously picked as a "Best Buy") and the Frankie Laine versions are shaping up as disks with strong chart potential. While the former still is leading Laine, the latter has also begun to swing considerable volume in Providence, Baltimore, Pittsburgh, Atlanta, Milwaukee, Chicago, Durham and Cleveland, among others. Flip is "Walking the Night Away."

WANTING YOU (Harms, ASCAP)—Roger Williams—Kapp 127

This disk is a strong follow-up to "Autumn Leaves." Initial sales reaction in New York, Philadelphia, Buffalo, Cleveland, Chicago, St. Louis, Baltimore and Milwaukee has been excellent; juke box operators in all these territories are buying particularly heavily. Flip is "Night Wind."

MY BELIEVING HEART (Valando, ASCAP)
YOU NEVER FALL IN LOVE AGAIN (Hub-Leeds, ASCAP)—Joni James—M-G-M 12126

An unusually fast take-off has been reported in a majority of territories where this disk was delivered last week. While the side has not been determined yet, interest at this point is keen on both. Providence, Baltimore, St. Louis, Buffalo, Philadelphia, Durham and New York are among the territories that indicated good to strong sales. A previous Billboard "Spotlight" pick.

• Most Played in Juke Boxes

For survey week ending November 23

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

This Week Last Week Weeks on Chart

- SIXTEEN TONS (BMI)**—Tennessee Ernie 7 3
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262
- AUTUMN LEAVES (ASCAP)**—R. Williams 2 12
Take Care (BMI)—Kapp 116
- SHIFTING, WHISPERING SANDS (BMI)**—R. Draper 3 7
Time (ASCAP)—Mercury 70696
- LOVE IS A MANY-SPLENDORED THING (ASCAP)**—Four Aces 1 11
Shine On, Harvest Moon (ASCAP)—Dec 29625
- I HEAR YOU KNOCKIN' (BMI)**—G. Storm 6 6
Never Leave Me (ASCAP)—Dot 15412
- MOMENTS TO REMEMBER (ASCAP)**—Four Lads 4 8
Dream On, My Love, Dream On (ASCAP)—Col 40539
- YELLOW ROSE OF TEXAS (ASCAP)**—M. Miller 5 16
Blackberry Winter (BMI)—Col 40540
- AT MY FRONT DOOR (BMI)**—P. Boone 8 5
NO ARMS CAN EVER HOLD YOU (BMI)—Dot 15422
- ONLY YOU (BMI)**—Platters 9 7
Bark, Battle and Ball (BMI)—Mercury 70623
- ONLY YOU (BMI)**—Hilltoppers 16 3
Until the Real Thing Comes Along (ASCAP)—Dot 15423
- HE (BMI)**—McGuire Sisters 10 6
If You Believe (ASCAP)—Coral 61501
- SHIFTING, WHISPERING SANDS (PARTS I & II)**—B. Vaughn 12 9
(BMI)—Dot 15409
- YELLOW ROSE OF TEXAS (ASCAP)**—J. Desmond 14 15
You're in Love With Someone (ASCAP)—Coral 61476
- DADDY-O (BMI)**—B. Lou - 1
Dancin' in My Socks (BMI)—King 4835
- PEPPER HOT BABY (BMI)**—J. P. Morgan 19 2
IF YOU DON'T WANT MY LOVE (ASCAP)—Vic 20-6282
- BIBLE TELLS ME SO (ASCAP)** D. Cornell 11 11
Love Is a Many-Splendored Thing (ASCAP)—Coral 61467
- MY BOY FLAT TOP (BMI)**—D. Collins - 1
In Love (BMI)—Coral 61510
- MY BONNIE LASSIE (ASCAP)**—Ames Brothers - 8
So Will I (BMI)—Vic 20-6208
- SUDDENLY THERE'S A VALLEY (BMI)**—G. Grant 19 5
Love Is (BMI)—Era 1003
- HE (BMI)**—A. Hibbler 16 6
Breeze (ASCAP)—Dec 29660

• Most Played by Jockeys

For survey week ending November 23

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

This Week Last Week Weeks on Chart

- SIXTEEN TONS—Tennessee Ernie** 1 4
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262
- MOMENTS TO REMEMBER—Four Lads** 3 12
Dream On, My Love, Dream On (ASCAP)—Col 40539
- LOVE IS A MANY-SPLENDORED THING—Four Aces** 2 15
Shine On, Harvest Moon (ASCAP)—Dec 29625
- AUTUMN LEAVES—R. Williams** 4 13
Take Care (BMI)—Kapp 116
- I HEAR YOU KNOCKIN'—G. Storm** 8 6
Never Leave Me (ASCAP)—Dot 15412
- LOVE AND MARRIAGE—F. Sinatra** 5 5
Impatient Years (ASCAP)—Cap 3260
- ONLY YOU—Platters** 6 6
Bark, Battle and Ball (BMI)—Mercury 70633
- HE—A. Hibbler** 7 8
Breeze (ASCAP)—Dec 29660
- ONLY YOU—Hilltoppers** 14 4
Until the Real Thing Comes Along (ASCAP)—Dot 15423
- AT MY FRONT DOOR—P. Boone** 10 5
No Arms Can Ever Hold You (BMI)—Dot 15422
- YOU ARE MY LOVE—J. James** 12 7
I Lay Me Down to Sleep (BMI)—M-G-M 12066
- CEST LA VIE—S. Vaughan** - 1
Never (ASCAP)—Mercury 70727
- CRY ME A RIVER—J. London** - 1
S'Wonderful (ASCAP)—Liberty 55006
- SHIFTING, WHISPERING SANDS (PARTS I & II)—B. Vaughn** 9 11
Dot 15409 (BMI)—
- ALL AT ONCE YOU LOVE HER—P. Com0** 20 2
Rust Tattoo (ASCAP)—Vic 20-6294
- YELLOW ROSE OF TEXAS—M. Miller** 11 18
Blackberry Winter (BMI)—Col 40540
- SIXTEEN TONS—J. Desmond** - 1
Ballo Italiano (BMI)—Coral 61529
- HE—McGuire Sisters** 16 3
If You Believe (BMI)—Coral 61501
- SUDDENLY THERE'S A VALLEY—J. Stafford** 15 5
Night Watch (BMI)—Col 40559
- IT'S ALMOST TOMORROW—S. Lanson** - 1
Swag (ASCAP)—Dot 15424

Another Smash By



**THE
PLATTERS**

WHO SKYROCKETED TO FAME
WITH THEIR GREAT HIT
OF "ONLY YOU"

**"THE GREAT
PRETENDER"**

A TRULY GREAT RECORD

COUPLED WITH

**"I'M JUST A
DANCING PARTNER"**

MERCURY 70753



MGM DELIVERS THE HITS



Joni James

VARIETY PICK

CASH BOX PICK

my believing heart

YOU ARE MY LOVE

Billboard Review Spotlight

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

ORCHESTRA CONDUCTED BY DAVID TERRY

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

ON ALL CHARTS

ART MOONEY

and His Orchestra

nuttin' for Christmas

Vocal by 6-year-old TV star

BARRY GORDON

MGM 12092 78 rpm • K 12092 45 rpm

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

BREAKING BIG!

are you satisfied?

SHEB WOOLEY

ROBBIN HOOD
A TEEN AGE PRAYER
and
NO SCHOOL TOMORROW
MGM 12138 78 RPM K 12138 45 RPM

BETTY MADIGAN
THERE SHOULD BE RULES
and
STRANGERS
MGM 12094 78 RPM K 12094 45 RPM

JAMES BROWN
(Li. Rip Masters of Rin Tin Tin TV show)
THE WHITE BUFFALO
and
IT'S LONESOME OUT TONIGHT
MGM 12080 78 RPM K 12080 45 RPM

The Billboard Music Popularity Charts POPULAR RECORDS

Territorial Best Sellers

For survey week ending November 23

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

Atlanta

1. Moments to Remember, Four Lads, Col.
2. Autumn Leaves, R. Williams, Kap.
3. Sixteen Tons, T. Ernie, Cap.
4. Love Is a Many-Splendored Thing, Four Aces, Dec.
5. Only You, Platters, Mer.
6. Someone You Love, Nat (King) Cole, Cap.

Baltimore

1. Sixteen Tons, T. Ernie, Cap.
2. He, A. Hibbler, Dec.
3. At My Front Door, P. Boone, Dot
4. I Hear You Knockin', G. Storm, Dot
5. It's Almost Tomorrow, Dream Weavers, Dec.
6. Only You, Platters, Mer.
7. Autumn Leaves, R. Williams, Kap.
8. Moments to Remember, Four Lads, Col.
9. Band of Gold, K. Carson, Cap.
10. Daddy-O, Fontane Sisters, Dot

Boston

1. Sixteen Tons, T. Ernie, Cap.
2. Autumn Leaves, R. Williams, Kap.
3. It's Almost Tomorrow, Dream Weavers, Dec.
4. He, A. Hibbler, Dec.
5. Love and Marriage, F. Sinatra, Cap.
6. Only You, Platters, Mer.
7. I Hear You Knockin', G. Storm, Dot
8. Love Is a Many-Splendored Thing, Four Aces, Dec.
9. Shifting, Whispering Sands, R. Draper, Mer.
10. Woman in Love, F. Laine, Col.

Buffalo

1. Sixteen Tons, T. Ernie, Cap.
2. Moments to Remember, Four Lads, Col.
3. Autumn Leaves, R. Williams, Kap.
4. Only You, Platters, Mer.
5. Shifting, Whispering Sands, R. Draper, Mer.
6. He, McGuire Sisters, Cor.
7. Love Is a Many-Splendored Thing, Four Aces, Dec.
8. Bible Tells Me So, D. Cornell, Cor.
9. Shifting, Whispering Sands, B. Vaughn, Dot
10. My Boy Flat-Top, D. Collins, Cor.

Chicago

1. Sixteen Tons, T. Ernie, Cap.
2. I Hear You Knockin', G. Storm, Dot
3. Autumn Leaves, R. Williams, Kap.
4. Love Is a Many-Splendored Thing, Four Aces, Dec.
5. Shifting, Whispering Sands, R. Draper, Mer.
6. Love and Marriage, F. Sinatra, Cap.
7. He, McGuire Sisters, Cor.
8. My Bonnie Lassie, Ames Brothers, Vic.
9. He, A. Hibbler, Dec.
10. Moments to Remember, Four Lads, Col.

Cincinnati

1. Sixteen Tons, T. Ernie, Cap.
2. Autumn Leaves, R. Williams, Kap.
3. Only You, Platters, Mer.
4. Moments to Remember, Four Lads, Col.
5. Shifting, Whispering Sands, R. Draper, Mer.
6. Band of Gold, K. Carson, Cap.
7. He, A. Hibbler, Dec.
8. Love Is a Many-Splendored Thing, Four Aces, Dec.
9. I Hear You Knockin', G. Storm, Dot
10. You Are My Love, J. James, M-G-M

Cleveland

1. Sixteen Tons, T. Ernie, Cap.
2. It's Almost Tomorrow, Dream Weavers, Dec.
3. Autumn Leaves, R. Williams, Kap.
4. Croce Di Oro (Cross of Gold), P. Page, Mer.
5. Memories Are Made of This, D. Martin, Cap.
6. Angels in the Sky, Crew Cuts, Mer.
7. C'est La Vie, S. Vaughan, Mer.
8. It's Obnoxious, B. Johnson, Mer.
9. He, A. Hibbler, Dec.
10. Love and Marriage, F. Sinatra, Cap.

Dallas-Fort Worth

1. Autumn Leaves, R. Williams, Kap.
2. Sixteen Tons, T. Ernie, Cap.
3. Love Is a Many-Splendored Thing, Four Aces, Dec.
4. I Hear You Knockin', G. Storm, Dot
5. He, A. Hibbler, Dec.
6. Moments to Remember, Four Lads, Col.
7. Only You, Platters, Mer.

Denver

1. Sixteen Tons, T. Ernie, Cap.
2. Autumn Leaves, R. Williams, Kap.
3. Shifting, Whispering Sands, R. Draper, Mer.
4. Only You, Platters, Mer.
5. I Hear You Knockin', G. Storm, Dot
6. He, A. Hibbler, Dec.

Detroit

1. Sixteen Tons, T. Ernie, Cap.
2. You Tickle Me, Baby, Royal Jokers, Atc.
3. When You Dance, Turbans, Her.
4. I Hear You Knockin', G. Storm, Dot
5. Band of Gold, D. Cherry, Col.
6. All Around the World, Little Willie John, King
7. At My Front Door, P. Boone, Dot
8. Memories Are Made of This, D. Martin, Cap.
9. Only You, Platters, Mer.
10. Daddy-O, B. Lou, King

Kansas City

1. Sixteen Tons, T. Ernie, Cap.
2. Only You, Hilltoppers, Dot
3. Autumn Leaves, R. Williams, Kap.
4. He, A. Hibbler, Dec.
5. I Hear You Knockin', G. Storm, Dot
6. Rock-A-Beatin' Boogie, B. Haley, Dec.
8. Daddy-O, B. Lou, King
9. At My Front Door, P. Boone, Dot
10. You Are My Love, J. James, M-G-M

Los Angeles

1. Sixteen Tons, T. Ernie, Cap.
2. Love Is a Many-Splendored Thing, Four Aces, Dec.

3. Autumn Leaves, R. Williams, Kap.
4. Forgive My Heart, N. (King) Cole, Cap.
5. Memories Are Made of This, D. Martin, Cap.
6. Moments to Remember, Four Lads, Col.
7. Shifting, Whispering Sands, B. Vaughn, Dot
8. Someone You Love, N. (King) Cole, Cap.
9. He, A. Hibbler, Dec.
10. Love and Marriage, F. Sinatra, Cap.

Milwaukee

1. Sixteen Tons, T. Ernie, Cap.
2. I Hear You Knockin', G. Storm, Dot
3. Only You, Platters, Mer.
4. Love and Marriage, F. Sinatra, Cap.
5. You Are My Love, J. James, M-G-M
6. At My Front Door, P. Boone, Dot
7. Only You, Hilltoppers, Dot
8. My Bonnie Lassie, Ames Brothers, Vic.
9. Amakiriki, L. Paul & M. Ford, Cap.
10. Someone On Your Mind, C. Butler, Cor.

Mpls.-St. Paul

1. Sixteen Tons, T. Ernie, Cap.
2. Only You, Platters, Mer.
3. Moments to Remember, Four Lads, Col.
4. I Hear You Knockin', G. Storm, Dot
5. Autumn Leaves, R. Williams, Kap.
6. Je, McGuire Sisters, Cor.
7. Suddenly There's a Valley, J. Stafford, Col.
8. My Boy-Flat Top, D. Collins, Cor.
9. Love Is a Many-Splendored Thing, Four Aces, Dec.
10. You Are My Love, J. James, M-G-M

New Orleans

1. Sixteen Tons, T. Ernie, Cap.
2. Only You, Platters, Mer.
3. It's Almost Tomorrow, Dream Weavers, Dec.
4. Memories Are Made of This, D. Martin, Cap.
5. Love Is a Many-Splendored Thing, Four Aces, Dec.
6. Autumn Leaves, R. Williams, Kap.
7. Moments to Remember, Four Lads, Col.
8. I Hear You Knockin', G. Storm, Dot
9. No Arms Can Ever Hold You, G. Shaw, Dec.
10. You Are My Love, J. James, M-G-M

New York

1. Autumn Leaves, R. Williams, Kap.
2. Love Is a Many-Splendored Thing, Four Aces, Dec.
3. Sixteen Tons, T. Ernie, Cap.
4. Yellow Rose of Texas, M. Miller, Col.
5. Moments to Remember, Four Lads, Col.
6. C'est La Vie, S. Vaughan, Mer.
7. Love and Marriage, F. Sinatra, Cap.
8. He, A. Hibbler, Dec.
9. Only You, Platters, Mer.
10. There Should Be Rules, B. Madigan, M-G-M

Philadelphia

1. Sixteen Tons, T. Ernie, Cap.
2. Love Is a Many-Splendored Thing, Four Aces, Dec.
3. Autumn Leaves, R. Williams, Kap.
4. I Hear You Knockin', G. Storm, Dot
5. Love and Marriage, F. Sinatra, Cap.
6. Moments to Remember, Four Lads, Col.
7. He, A. Hibbler, Dec.
8. Shifting, Whispering Sands, R. Draper, Mer.
9. No Arms Can Ever Hold You, G. Shaw, Dec.
10. Seventeen, Fontane Sisters, Dot

Pittsburgh

1. Sixteen Tons, T. Ernie, Cap.
2. Memories Are Made of This, D. Martin, Cap.
3. Autumn Leaves, R. Williams, Kap.
4. Love and Marriage, F. Sinatra, Cap.
5. It's Almost Tomorrow, Dream Weavers, Dec.
6. Times Two I Love You, Three Chuckles, X
7. When You Dance, Turbans, Her.
8. Daddy-O, Fontane Sisters, Dot
9. No Arms Can Ever Hold You, Gaylords, Mer.
10. He, McGuire Sisters, Cor.

St. Louis

1. Sixteen Tons, T. Ernie, Cap.
2. Love and Marriage, F. Sinatra, Cap.
3. I Hear You Knockin', G. Storm, Dot
4. He, A. Hibbler, Dec.
5. He, McGuire Sisters, Cor.
6. Only You, Hilltoppers, Dot
7. Forgive My Heart, N. (King) Cole, Cap.
8. Autumn Leaves, R. Williams, Kap.
9. Moments to Remember, Four Lads, Col.
10. Croce Di Oro (Cross of Gold), P. Page, Mer.

San Francisco

1. Moments to Remember, Four Lads, Col.
2. Autumn Leaves, R. Williams, Kap.
3. Shifting, Whispering Sands, R. Draper, Mer.
4. Sixteen Tons, T. Ernie, Cap.
5. Love Is a Many-Splendored Thing, Four Aces, Dec.
6. Yellow Rose of Texas, M. Miller, Col.
7. Suddenly There's a Valley, G. Grant, Bra
8. He, A. Hibbler, Dec.
9. Only You, Platters, Mer.
10. At My Front Door, El Dorados, VJ.

Seattle

1. Sixteen Tons, T. Ernie, Cap.
2. Daddy-O, Fontane Sisters, Dot
3. Burn That Candle, Cues, Cap.
4. I Hear You Knockin', G. Storm, Dot
5. Autumn Leaves, R. Williams, Kap.
6. He, A. Hibbler, Dec.
7. My Boy-Flat Top, D. Collins, Cor.
8. It's Almost Tomorrow, S. Lanson, Dot

Toronto

1. Love Is a Many-Splendored Thing, Four Aces, Dec.
2. Autumn Leaves, R. Williams, Kap.
3. Moments to Remember, Four Lads, Col.
4. Sixteen Tons, T. Ernie, Cap.
5. My Bonnie Lassie, Ames Brothers, Vic.
6. He, A. Hibbler, Dec.

Christmas

Buyboard



GORDON MACRAE

(HERE'S TO) A WONDERFUL CHRISTMAS
b/w A Woman in Love
No. 3284



LES PAUL MARY FORD

RUDOLPH THE RED-NOSED REINDEER
SANTA CLAUS IS COMIN' TO TOWN
No. 3302



STAN FREBERG

NUTTIN' FOR CHRISTMAS
THE NIGHT BEFORE CHRISTMAS
No. 3280

CHRISTMAS FAVORITES ON SINGLE RECORDS

- I Yust Go Nuts At Christmas & Yingle Bells — Yogi Yorgesson ... No. 781
- Christmas Candy & Silver Bells
Margaret Whiting & Jimmy Wakely No. 1255
- Jingle Bells & Silent Night — Les Paul-Mary Ford No. 1881
- Little Boy That Santa Claus Forgot & Mrs. Santa Claus
Nat "King" Cole No. 2616
- Jungle Bells & White Christmas — Les Paul-Mary Ford No. 2617
- You're The Angel On My Christmas Tree & I'm Gonna Tell
Santa Claus On You — Faron Young No. 2629

- The Christmas Waltz & White Christmas — Frank Sinatra No. 2954
- The Christmas Song & My Two Front Teeth — Nat "King" Cole .. No. 2955
- My Birthday Comes On Christmas & Jingle-O-The Brownie
Dallas Frazier-Joe "Fingers" Carr No. 2956
- Is There A Santa Claus? & Old Tex Kringle — Tex Ritter No. 2957
- I Forgot To Remember Santa Claus & Christmas In My Hometown
Sonny James No. 2958
- Be Kind To The Street Corner Santa Claus & I Give Up!—What Is It?
Yogi Yorgesson No. 2978
- Yulenet, Part I & Yulenet, Part II — Stan Freberg-Daws Butler .No. 2986



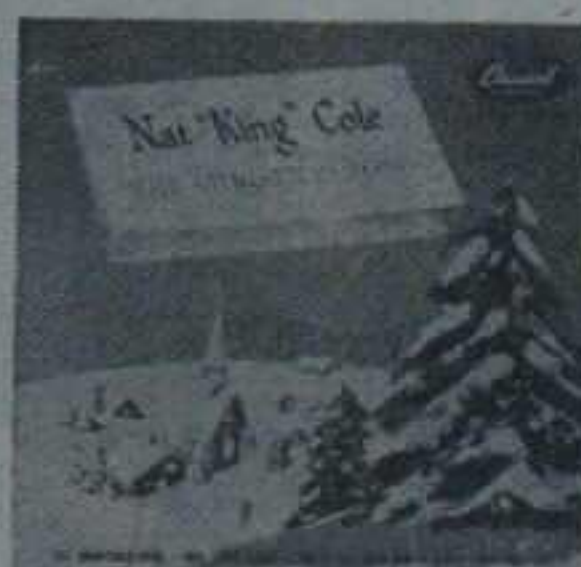
CHRISTMAS BELLS
RICHARD KEYS BIGGS
No. 9013



CHRISTMAS CHEER!
LES PAUL AND MARY FORD
No. 543



CHRISTMAS IN THE AIR!
VOICES OF WALTER SCHUMANN
No. 9016



THE CHRISTMAS SONG
NAT "KING" COLE
No. 9026



MERRY CHRISTMAS TO YOU!
TOP ARTISTS
No. 9030



YINGLE BELLS
YOGI YORGESSION
No. 481



CHRISTMAS CAROLS
ST. LUKE'S CHORISTERS
No. 9000



THE ORGAN PLAYS AT CHRISTMAS
BUDDY COLE
No. 9002



CHRISTMAS ON THE RANGE
JIMMY WAKELY
No. 9004



SONGS OF CHRISTMAS
JO STAFFORD
GORDON MACRAE
No. 9021



BOYS TOWN CHOIR SINGING CHRISTMAS MUSIC
No. 9006



MY BIRTHDAY COMES ON CHRISTMAS
DALLAS FRAZIER
JOE "FINGERS" CARR
No. 9025

Children's Single Record Christmas Albums



JERRY MARLOWE
Frosty The Snowman
Tubby The Tuba Song
No. 3079



THE MELLOMEN
'Twas The Night Before Christmas
No. 3121



SMILEY BURNETTE
Rudolph The Red-Nosed Reindeer
Swiss Boy
No. 3140



MEL BLANC
Yeh, Das Ist Ein Christmas Tree
I Tan't Wait Til Quilthuth Day
No. 3191



MOLLY BEE
I Saw Mommy Kissing Santa Claus
Where Did My Snowman Go?
No. 3192



THE ORIGINAL! THE DISK THAT STARTED IT ALL

(Don't Accept Any Substitutes)

Sheb Wooley

ARE

YOU

SATISFIED

CASH BOX
PICK
VARIETY
PICK

TOP REVIEW
BILLBOARD

**BIG
POP
SELLER**

b/w HUMDINGER
MGM 12114 • K 12114
Published by Cordial Music

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE. NEW YORK 26, N.Y.



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 Week	Song	Artist	Label	Last Week
1.	SIXTEEN TONS	T. Ernie	Capitol	3
2.	AUTUMN LEAVES	R. Williams	Kapp	2
3.	LOVE IS A MANY-SPLENDORED THING	Four Aces	Decca	1
4.	MOMENTS TO REMEMBER	Four Lads	Columbia	4
5.	I HEAR YOU KNOCKIN'	G. Storm	Dot	5
6.	ONLY YOU	Platters	Mercury	6
7.	AT MY FRONT DOOR	P. Boone	Dot	8
8.	HE	A. Hibbler	Decca	9
9.	LOVE AND MARRIAGE	F. Sinatra	Capitol	13
10.	ONLY YOU	Hilltoppers	Dot	14
11.	SHIFTING, WHISPERING SANDS	B. Vaughn	Dot	10
12.	HE	McGuire Sisters	Coral	12
13.	SHIFTING, WHISPERING SANDS	R. Draper	Mercury	11
14.	SUDDENLY THERE'S A VALLEY	G. Grant	Era	15
15.	YOU ARE MY LOVE	J. James	M-G-M	17
16.	SUDDENLY THERE'S A VALLEY	J. Stafford	Columbia	18
17.	MY BONNIE LASSIE	Ames Brothers	Coral	16
18.	CROCE DI ORO (CROSS OF GOLD)	P. Page	Mercury	22
19.	DADDY-O	Fontane Sisters	Dot	25
20.	IT'S ALMOST TOMORROW	Dreamweavers	Decca	27
21.	FORGIVE MY HEART	Nat (King) Cole	Capitol	30
22.	MY BOY FLAT TOP	D. Collins	Coral	48
23.	CRY ME A RIVER	J. London	Liberty	44
24.	IT'S ALMOST TOMORROW	S. Lanson	Dot	43
25.	YELLOW ROSE OF TEXAS	J. Desmond	Coral	23
26.	NO ARMS CAN EVER HOLD YOU	P. Boone	Dot	39
27.	WOMAN IN LOVE	Four Aces	Decca	42
28.	BURN THAT CANDLE	B. Haley	Decca	38
29.	BLACK DENIM TROUSERS	Cheers	Capitol	19
30.	ALL AT ONCE YOU LOVE HER	P. Como	Victor	34
31.	PEPPER-HOT BABY	J. P. Morgan	Victor	24
32.	IT'S ALMOST TOMORROW	J. Stafford	Columbia	69
33.	SUDDENLY THERE'S A VALLEY	J. La Rosa	Cadence	33
34.	BIBLE TELLS ME SO	D. Cornell	Coral	47
35.	NO ARMS CAN EVER HOLD YOU	G. Shaw	Decca	36
36.	DADDY-O	B. Lou	King	28
37.	SEVENTEEN	Fontane Sisters	Dot	28
38.	C'EST LA VIE	S. Vaughan	Mercury	51
39.	SOMEONE IN LOVE	Nat (King) Cole	Capitol	21
40.	AUTUMN LEAVES	S. Allen	Coral	45
41.	MEMORIES OF YOU	Four Coins	Epi	51
42.	ROCK A BEATIN' BOOGIE	B. Haley	Decca	41
43.	DOG-FACED SOLDIER	R. Morgan	Decca	37
44.	MEMORIES ARE MADE OF THIS	D. Martin	Capitol	—
45.	BAND OF GOLD	D. Cherry	Columbia	—
46.	AIN'T THAT A SHAME	P. Boone	Dot	32
47.	TINA MARIE	P. Como	Victor	20
48.	LOVE AND MARRIAGE	D. Shore	Victor	53
49.	IF YOU DON'T WANT MY LOVE	J. P. Morgan	Victor	58
50.	WOMAN IN LOVE	F. Laine	Columbia	60
51.	AT MY FRONT DOOR	El Dorados	Vee Jay	35
52.	MY BOY FLAT TOP	B. Bennett	King	63
53.	AMUKIRIKI	L. Paul & M. Ford	Capitol	49
54.	THERE SHOULD BE RULES	B. Madigan	M-G-M	75
55.	AUTUMN LEAVES	V. Young	Decca	58
56.	LOVE IS A MANY-SPLENDORED THING	D. Cornell	Coral	26
57.	LOVE IS A MANY-SPLENDORED THING	D. Rose	M-G-M	60
58.	LONGEST WALK	J. P. Morgan	Victor	30
59.	WAKE THE TOWN AND TELL THE PEOPLE	L. Baxter	Capitol	59
60.	CROCE DI ORO (CROSS OF GOLD)	J. Regan	London	55
61.	SEVENTEEN	B. Bennett	King	40
62.	AUTUMN LEAVES	M. Miller	Columbia	55
63.	MAGIC FINGERS	E. Fisher	Victor	73
64.	JAPANESE FAREWELL SONG	K. C. Jones	Mrd	—
65.	SIXTEEN TONS	J. Desmond	Coral	67
66.	WHEN YOU DANCE	Turbans	Herald	74
67.	BAND OF GOLD	K. Carson	Capitol	74
68.	BLACK DENIM TROUSERS	V. Montroe	Victor	86
69.	IT'S ALMOST TOMORROW	D. Carroll	Mercury	65
70.	SUDDENLY THERE'S A VALLEY	Mills Brothers	Decca	45
71.	OF THIS I'M SURE	Four Aces	—	89
72.	DAY BY DAY	Four Freshmen	Capitol	61
73.	AUTUMN LEAVES	J. Gleason	Capitol	81
74.	HAWK-EYE	F. Laine	Columbia	81
75.	GOODBYE TO ROME	G. Ghibbs	Mercury	—
76.	PEPPER-HOT BABY	G. MacKenzie	X	76
77.	WITHOUT A SONG	R. Hamilton	Epic	93
78.	BONNIE BLUE GAL	M. Miller	Columbia	57
79.	ROSE TATTOO	P. Como	Victor	—
80.	WAKE THE TOWN AND TELL THE PEOPLE	M. Carson	Columbia	70
81.	ROCK AROUND THE CLOCK	B. Haley	Decca	53
82.	YELLOW ROSE OF TEXAS	S. Freberg	Capitol	81
83.	TIMES TWO I LOVE YOU	Chuckles	X	81
84.	LOVE IS A MANY-SPLENDORED THING	W. Herman	Capitol	83
85.	C'EST LA VIE	S. Gale	Victor	88
86.	SHOOT IT AGAIN	T. Brewer	Coral	66
87.	LEARNIN' TO LOVE	P. King	Columbia	80
88.	MAYBELLENE	C. Berry	Chess	87
89.	ADORABLE	Fontane Sisters	Dot	71
90.	SONG OF THE DREAMER	E. Fisher	Victor	100
91.	NO ARMS CAN EVER HOLD YOU	Gaylords	Mercury	67
92.	BIBLE TELLS ME SO	N. Noble	Wing	61
93.	SAME OLE SATURDAY NIGHT	F. Sinatra	Capitol	72
94.	PET ME PAPA	R. Clooney	Columbia	77
95.	SWEET KENTUCKY ROSE	K. Kallen	Decca	—
96.	YOUNG ABE LINCOLN	D. Cornell	Coral	—
97.	AUTUMN LEAVES	R. Charles	M-G-M	83
98.	LOVE IS A MANY-SPLENDORED THING	Don, Dick & Jimmy	Cen	—
99.	POR FAVOR	V. Damone	Mercury	—
100.	OO BANG	Doris Day	Columbia	83

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.

**You've Asked To See Them—
Well...HERE THEY ARE**



... and Here's
Their Newest
and Biggest...

The Cowboy Church Sunday School Choir

singing again 2 Great Stuart Hamblen Songs

**“A
HANDFUL OF
SUNSHINE”**

Featuring

LITTLE MISS ENRY

**“THOSE
BAD, BAD
KIDS”**

Featuring

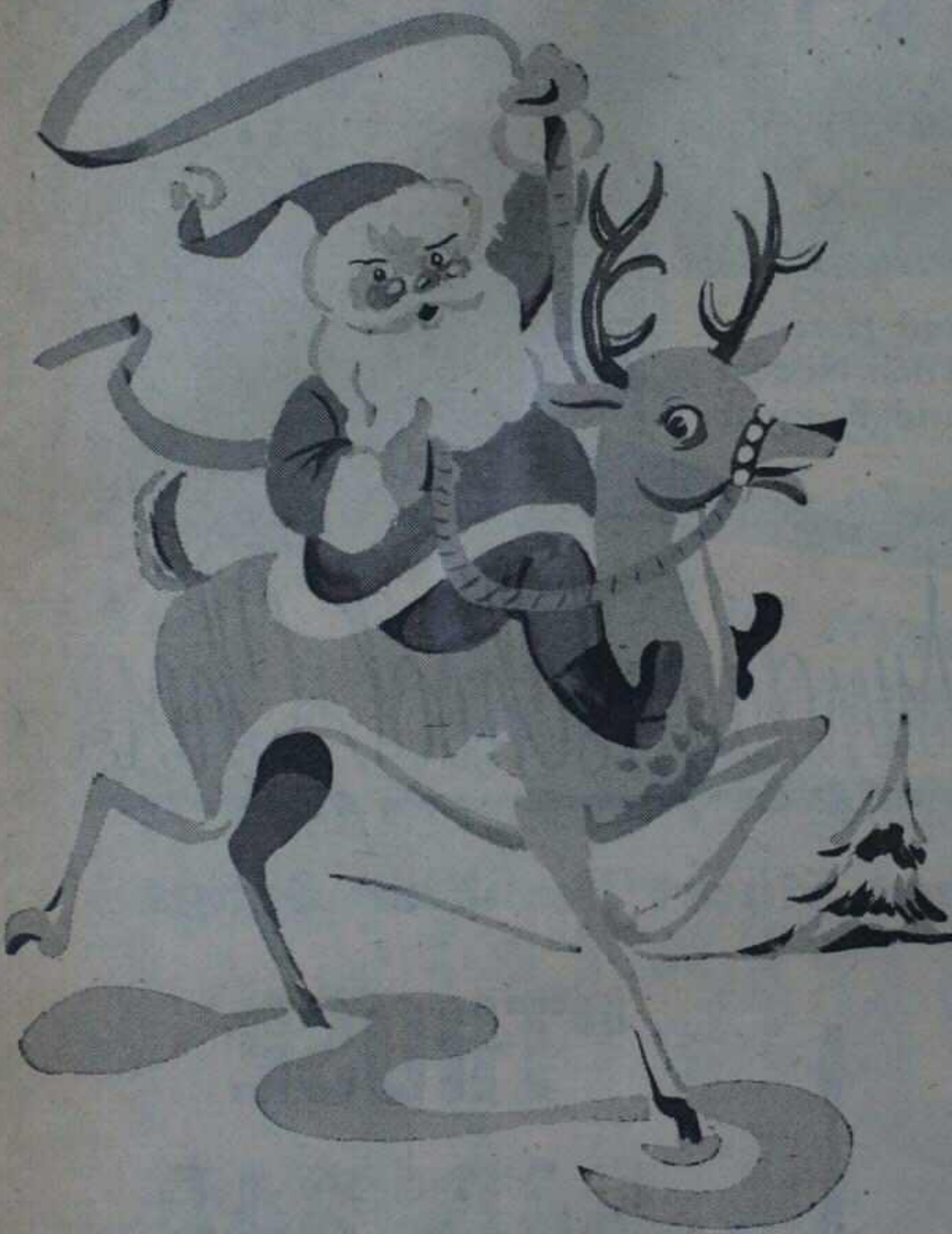
LITTLE MISS TOMBOY JANIE

29757.....



.....9-29757

THE *Christmas* SALUTE
comes but once a year



Now's the time when all of us who are employed in the Amusement Industry open our hearts and purses to help heal—and prevent—tuberculosis for ourselves, our families, and our friends. There's no cost to patients at Will Rogers, and no finer care anywhere. Give at least One Hour's pay to the 6th Annual Christmas Salute.

**WILL ROGERS
 MEMORIAL HOSPITAL
 & RESEARCH LABORATORIES**

Saranac Lake, N. Y.

NATIONAL OFFICE: 1501 BROADWAY, NEW YORK 36, N. Y.

Sponsored and Operated by the
**MOTION PICTURE
 INDUSTRY**
 for the Entire
 Entertainment
 World



Give AT LEAST ONE HOURS PAY... 6TH ANNUAL *Christmas* **SALUTE**

Will Rogers Hospital gratefully acknowledges the contribution of advertising production by Warner Brothers Pictures, and of space by this Publisher.

THE
HI-LO'S

SHOUT THEIR
THANKS!




no. 1 position: "MOST PROMISING NEW GROUP"
THE BILLBOARD 1955 DISK JOCKEY POLL

And CASH BOX VOTED THE HI-LO'S THE PROMISING UP-AND-COMING MALE
GROUP IN THE NATIONAL CASH BOX DISK JOCKEY POLL

STARLITE RECORDS Current Album: THE HI-LO'S, I PRESUME (ST 6005)
SOON TO BE RELEASED: THE HI-LO'S/under glass 12" Long Play (ST 7005)
NEW SINGLE RELEASE (ST 1375)

Surrey With a Fringe On Top & Too Young To Sing The Blues

Personal Management:
LOEB & FREED
BEVERLY HILLS-NEW YORK

Direction: 
Public Relations:
JUDD BERNARD

The Smash Novelty of the Year

Steve Allen

"WHAT IS A WIFE"

MEMORIES OF YOU

CORAL
61542
9-61542



the big hits
are on...

CORAL RECORDS
America's Fastest Growing Record Company

VOX JOX

By JUNE BUNDBY

BACK SCRATCHING: Denver TV Station KBTU is setting a unique "courtesy to other media" precedent with a new show dedicated to local Denver radio deejays. The program, a special guest seg on Va' Sherman's daily afternoon film series, will spotlight a different deejay each day, and KBTU eventually hopes to give every indie radio station in the area a chance to have at least one of their spinners appear on the show. An extra incentive is that the jockey will be allowed to plug his own radio show, plus any new artists or records he wants to give a boost as well. First deejay guest scheduled is Bobby Beers (ex-Lawrence Welk vocalist), of KOSI, followed by Ralph Donahue, KLAK, and Joe Flynn, KFSC.

There are more than 14 indie radio stations in the immediate vicinity and 20 more within a 60-mile radius, so KBTU is looking forward to building a good afternoon audience from people who heretofore just listened to the radio. In line with this, KBTU

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

DECEMBER 1, 1945:

1. It's Been a Long, Long Time
2. I'll Buy That Dream
3. Till the End of Time
4. Waitin' for the Train to Come In
5. Chickery Chick
6. It Might as Well Be Spring
7. I Can't Begin to Tell You
8. Did You Ever Get That Feeling in the Moonlight?
9. Along the Navajo Trail
10. It's Only a Paper Moon
11. On the Atcheson, Topeka and Santa Fe
12. I'll Be Walkin' With My Honey (Soon, Soon, Soon)
13. Some Sunday Morning
14. If I Loved You
15. Symphony

DECEMBER 2, 1950:

1. Harbor Lights
2. Nevertheless
3. All My Love
4. The Thing
5. Bushel and a Peck, A
6. Tennessee Waltz
7. Thinking of You
8. Goodnight, Irene
9. An Orange-Colored Sky
10. Rudolph, the Red-Nosed Reindeer

President John C. Mullins notes "The guest jockeys will talk about their forthcoming appearances on our TV show, which not only will advertise our station but will give the radio audiences a chance to see what their favorite disk jockeys look like."

GIMMIX: Don Bruehey, WWIN, Baltimore, has an unusual rotating theme operation, which changes with the weather on his morning show. He uses Les Brown's Coral album "Weather Vane," and each day's weather forecast determines which side out of the album will be used as a theme on his show ("Clouds," "Ill Wind," "Rain," "Lost in a Fog," etc.) . . . Jack Gale, WTMA, Charleston, S. C., co-conducted a marathon show from a local appliance store's window earlier this month, staying in the window from 6 a.m. of a Thursday to 1 a.m. Sunday. He tagged the stunt "Gale's lost weekend." . . . Another window remote is handled by Jack Friel, WBTA, Batavia, N. Y., who recently launched a weekly show from the window of a local music store. In addition to spinning disks, Friel plays instruments (on sale in the store) and interviews local talent. He also passes out free sheet music and records to the first 100 persons to come in the store during his broadcasts.

CHANGE OF THEME: Alice and Len McEwen, "Mr. and Mrs. Music," are back together on KTLN, Denver, with McEwen recovered from his recent illness. . . . George Lyle, WJMJ, Philadelphia, has teamed up with Doug Henson on a wake-up show tagged "Merry-Go-Round." Bill Cook has joined WOV, New York. . . . Sammy David, KALB, Alexandria, La., has acquired a six-hour pop show (in addition to his regular Monday thru Friday series) on Sundays, which will feature The Billboard's "Top 100." . . . Forrest Morgan Jr., formerly with WKEB, Manchester, N. H., is the new program manager at WCCM, Lawrence, Mass. He also emcees a new early afternoon feature, "The Song Peddler."

Moon Mullins, KEX, Portland, Ore., has started a new 6 to 9:30 nightly schedule and will introduce his daughter Dariel on the 6:30 to 7 p.m. seg. The 12-year-old will use her nickname "Misty" on the show, which will be titled "Music With Misty." Her proud pop opines she's the "youngest pop deejay in the country." Misty will poll her school mates and read the trades to pick her platters. . . . Roy Dixon was named station manager at KTRM, Beaumont, Tex. . . . Freddy Marshall, formerly with WNAV, Annapolis, Md., has joined WNTM, Vero Beach, Fla.

Larry Kane has moved from KLBS, Houston, to KNUZ, same city. His new "Club Time" will be heard nightly from 9 to midnight. . . . Clark Standard was spotlighted as a guest on the Mutual Broadcasting System's "Wheel of Chance" network series November 12. . . . Bob Bradley is the new music librarian at WLOL, Minneapolis. . . . Del Clark, ex-deejay at WJMR, New Orleans, has taken over the midnight to dawn show over WRIT, Milwaukee. . . . Vern Modeland, formerly with KJFJ, Webster City, Ia., moved to WHO-TV, Des Moines, November 15. . . . James Roper, WCKT, Greer, S. C., has inaugurated a new program, "Record Review," which spotlights new releases exclusively. The show's main gimmick calls for Roper to pass along listener comments on the new platters to artists who recorded the wax.

New staffers at KLII, Dallas, include Bob Gwyn, who handles "Night Beat," and Ken Knox. . . . Jerry Griffin, ex-spinner at WDOS, Oneonta, N. Y., is now spinning 'em at WNBK (both radio and TV), Binghamton, N. Y. . . . Don Austin has left WHOW, Clinton, Ill., to become a staffer at WSIV, Peoria, Ill. Tommy Dunn, same station, has been upped to studio supervisor. . . . After two years at KERO, Bakersfield, Calif., Jack (Madhouse) Fisher has returned to KAFY, same city. . . . Steve Gilmartin, formerly with WEIM, Fitchburg, Mass., has joined WGHT, Hartford, Conn. . . . Frank McDonald is now doing WEIM's "Night Train" show from 8:30 to 11 p.m. across the board, with Les Elgart's "Night Train" platter as his theme. . . . Tom Morrison, ex-KWIK, Pocatello, Idaho, has moved over to KSEI, same city.

Bill Miller, formerly at KLKC, Parsons, Kan., has taken over the night shift at KGGF, Coffeyville, Kan., while Jack Bateman, KFSB, Joplin, Mo., is scheduled to rejoin KLKC, and Bill Cramer has been promoted to deejay-commercial manager of the station. . . . Florian Winciter has replaced Wayne Cody as the morning deejay on KALL, Salt Lake City. . . . New staffer Dick Nedlin has taken over the 6:30 to 8 a.m. show on WKNY, Kingston, N. Y. Elliot Nevins, same station, has taken over the reins on "Requestfully Yours" from 2 to 5 p.m. and 9 to 10 p.m. daily.

bennett at his best!

BECAUSE OF YOU

BLUE VELVET

COLD, COLD HEART

RAGS TO RICHES

CINNAMON SINNER

STRANGER IN PARADISE

And Now Another Smash!

Tony Bennett

Singing

COME NEXT SPRING

(as sung by Tony in the forthcoming Republic Picture "Come Next Spring")

and

AFRAID OF THE DARK

Columbia 40598

COLUMBIA  RECORDS

© Columbia 1955



THE CASH BOX
"BEST BET"



The NORMAN LUBOFF Choir
Singing

"SWEET
LORENA"

Words by Jeremy Stephen
Music by Alex Wilder
Columbia #40604



DEAN MARTIN

Singing

"CHANGE
OF
HEART"

Words and Music by John Rox
Capitol #3295

BROADCAST MUSIC, INC.

589 Fifth Avenue, New York 17, N. Y.
JULIE STEARNS, (Gen. Prof. Mgr.)

Chicago
HARRIE CAIRNS

New York
GEORGE FURNESS
MAC KOOPER

Hollywood
EDDIE JANIS

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. Daddy-O
Adorable The Fontane Sisters
(BMI); (ASCAP) Dot 15428
2. A Woman in Love The Four Aces
(ASCAP) Decca 29725
3. Band of Gold Don Cherry
(BMI) Columbia 40597
4. C'est La Vie Sarah Vaughan
(ASCAP) Mercury 70727
5. A Woman in Love Frankie Laine
(ASCAP) Columbia 40583
6. Memories of You The Four Coins
(ASCAP) Epic 9129
7. All at Once You Love Her Perry Como
(ASCAP) RCA Victor 6294
8. Twenty-Four Hours a Day
Goodbye to Rome Georgia Gibbs
(BMI); (ASCAP) Mercury 70743
9. Band of Gold Kit Carson
(BMI) Capitol 3283
10. Gee Wittakers Pat Boone
(BMI) Dot 15435

NOTE: This chart does not have a set number of selections. The number 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 Woman in Love (R)—Frank—ASCAP	Adelaide (R)—Frank—ASCAP
All at Once You Love Her (R)—Williamson—ASCAP	Alabama Jubilee (R)—Rznick—ASCAP
At My Front Door (R)—Hollis—BMI	All at Once You Love Her (R)—Williamson—ASCAP
Autumn Leaves (R)—Ardmore—ASCAP	Autumn Leaves (R)—Ardmore—ASCAP
Band of Gold (R)—Ludlow—BMI	Bo Diddley (R)—Arc—BMI
Cry Me a River (R)—Frank—ASCAP	Croce Di Oro (R)—Shapiro-Bernstein—ASCAP
Forgive My Heart (R)—Bregman, Vocco & Conn—ASCAP	Dungaree Doll (R)—E. B. Marks—BMI
He (R)—Avas—BMI	He (R)—Avas—BMI
It's All Right With Me (R)—Chappell—ASCAP	Learnin' the Blues (R)—Barton—ASCAP
Japanese Farewell Song (R)—Ranger—ASCAP	Learning to Love (R)—Trinity—BMI
Lisbon Antiqua (R)—Southern—ASCAP	Ling Ting Tong (R)—St. Louis—BMI
Longest Walk (R)—Advanced—ASCAP	Longest Walk (R)—Advanced—ASCAP
Love and Marriage (R)—Barton—ASCAP	Love and Marriage (R)—Barton—ASCAP
Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP	Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP
Memories Are Made of This (R)—Montclair—BMI	Maybelle (R)—Arc—BMI
Memories of You (R)—Shapiro-Bernstein—ASCAP	Moments to Remember (R)—Beaver—ASCAP
Moments to Remember (R)—Beaver—ASCAP	Mr. Portnoy (R)—Bloom—ASCAP
Only You (R)—Wildwood—BMI	Oklahoma (R) (F)—Williamson—ASCAP
Pepper-Hot Baby (R)—Sheldon—BMI	Pepper-Hot Baby (R)—Sheldon—BMI
Rice (R)—E. H. Morris—ASCAP	Pet Me, Poppa (R)—Frank—ASCAP
Rose Tattoo (R)—Paramount—ASCAP	Rememb'ring (R)—Bourne—ASCAP
Shifting, Whispering Sands—Gallatin—BMI	Rice (R)—E. H. Morris—ASCAP
Sincerely Yours (R)—Witmark—ASCAP	Same Ole Saturday Night (R)—Barton—ASCAP
Sixteen Tons (R)—American—BMI	Seventeen (R)—Lois—BMI
Suddenly There's a Valley (R)—Warman-Hill & Range—BMI	Sixteen Tons (R)—American—BMI
Tender Trap (R) (F)—Barton—ASCAP	Someone You Love (R)—Braidshaw—BMI
Then I'll Be Happy (R)—Bourne—ASCAP	Suddenly There's a Valley (R)—Warman-Hill & Range—BMI
There Should Be Rules (R)—Witmark—ASCAP	Tender Trap (R) (F)—Barton—ASCAP
Wanting You (R)—Harms—ASCAP	There Should Be Rules (R)—Witmark—ASCAP
You Are My Love (R)—Jubilee—ASCAP	Yellow Rose of Texas (R)—Planetary—ASCAP
You Gotta Give (R)—Peer—BMI	

• 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 12
Ardmore
2. He 8 10
Avas
3. Sixteen Tons 8 3
American
4. Bible Tells Me So 2 16
Paramount-Roy Rogers
5. Love Is a Many-Splendored Thing 10 13
Miller
6. Suddenly There's a Valley 6 12
Warman-Hill & Range
7. Moments to Remember 4 10
Beaver
8. Love and Marriage ... 5 5
Barton
9. Shifting, Whispering Sands 7 8
Gallatin
10. Yellow Rose of Texas ... 3 17
Planetary
11. No Arms Can Ever Hold You - 1
Gil
12. Croce Di Oro (Cross of Gold) 13 3
Shapiro-Bernstein
13. Only You 12 3
Wildwood
14. Woman in Love - 1
Frank
15. My Bonnie Lassie ... 14 7
Blissom



ALAN DALE

Has Another

Great Hit!

I'M GONNA SLEEP WITH ONE EYE OPEN

(SO I CAN SEE YOU IN MY DREAMS)

The American Version of The French Song Success "ET BAILLER ET DORMIR"

With A Great Lyric by MITCHELL PARISH



Record No. 61553

The Billboard Music Popularity Charts

POPULAR RECORDS

• Review Spotlight on . . .

RECORDS

GALE STORM . . . Dot 15436 TEEN-AGE PRAYER
(Peer, BMI)

MEMORIES ARE MADE OF THIS (Mont Clare, BMI)

Miss Storm racks up a fine two-sided follow-up to her current "I Hear You Knockin'" smash. "Teen-Age Prayer" is already moving in other versions, but Miss Storm gives a very convincing performance. Flip is a cover of the clicking Dean Martin platter, but the gal again puts out an expressive job. Both sides have what it takes to move out. A good juke buy.

ALAN DALE . . . Coral 61553 I'M GONNA SLEEP WITH ONE EYE OPEN
(Miller, ASCAP)

LISBON ANTIQUA (Peer, BMI)

This could be a big one for Dale, with both sides likely entries. On top is a delightful and bouncy little rhythm effort with cute lyrics delivered in winning style. On the flip, Dale delivers special lyrics written for the lush mood instrumental. Fine performance here either way.

JOHNNY MADDOX . . . Dot 15432 HANDS OFF
(Tollie, BMI)

Thru Jackie Little contributes a top-flight vocal effort on Maddox's pop version of the r.&b. hit. This, combined with a great swinging band backing, spells healthy action at all levels. Flip is "Hop Scotch Boogie," a happy, bouncy instrumental. (Randy, Smith, BMI)

THE PLATTERS . . . Mercury 70753 THE GREAT PRETENDER
(Pera, BMI)

(See listings under Spotlight on Rhythm and Blues.)

• Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

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

JOE (FINGERS) CARR
Memories of You 80
CAPITOL—The piano man gets on the famous standard with a lush ork and chorus treatment. Fine trumpet sounds with one of the top vocal treatments of the current crop. This should fare well in the race for the money.
Henderson Stomp 69
Carr and the band revive a standard of the "swing" era—one of the Henderson opuses for the old Goodman ork. Tho it doesn't quite hit the feeling of the original, it's pleasant memory material.

LILLIAN BRIGGS
Can't Stop 79
EPIC 9138 — The thrush projects this rock and roller with the same kind of energy she put into "I Want You to Be My Baby." Together with the novelty flip, this should do great with the bobby-soxers. (Planetary, ASCAP)
Rock 'n' Roll-y Poly Santa Claus 79
A flock of the year's big rock and roll hits get recognition here. He has a silver ball and chain for Maybellene, bag of dimes for that Juke Box Queen, etc. Should be one of the bigger holiday items this year. (Korwin, ASCAP)

BILL KENNY
The Flower and the Weed 79
"X" 178—A warmly expressive reading of a moving theme with effective message lyrics. Should grab off considerable jockey play. (Caesar, ASCAP)
Evening Bells 74
Kenny wraps up a melodic ballad in his memorable dramatic vocal style. (Zodiac, BMI)

GORDON JENKINS ORK
Wish I Could Say the Same 78
"X" 175—Bob London contributes a warm solo vocal to bring out the pleasant sentiment in this tuneful, soaring waltz ballad. A mighty pretty side that could generate much consumer interest, if exposed. (Maasey, ASCAP)
Follow Me, Baby 73
Slight rhythmic opus is handled gayly by the Jenkins ork, with vocal help from the Pick Pipes. (Merlotown, BMI)

SANDY STEWART
Could It Be? 76
"X" 176—A tender ballad is read with captivating simplicity and phrasing know-how. Miss Stewart does a fine job on this one, and it could move some copies if promoted. (BMI, Canada)
I'll Take Care of You 74
Cute romantic ditty with an intriguing beat is handled nicely by the thrush. Dancers will like this side, as will those interested in just listening. (United, ASCAP)

BILLY VAUGHN ORK
Calico Cathy 78
DOT 15430—A gay, bouncy group vocal on a homespun little ditty with a swingy tempo. (Randy-Smith, ASCAP)
I'd Give a Million Tomorrows
(For Just One Yesterday) 78
A dreamy, nostalgic interpretation of the wistful oldie, with Vaughn's ork performing in the musical manner of his past instrumental hits. (Oxford, ASCAP)

JOHNNIE RAY
A Heart Comes in Handy 78
COLUMBIA 40613—A fervid reading by Ray of a moving theme by Singleton and McCoy with a steady, insistent r.&b. beat. Paul Weston contributes his usual fine backing job. (Roosevelt, BMI)
Who's Sorry Now? 76
Ray wraps up the great oldie with a breezy show-wise vocal and a jumping beat, somewhat reminiscent of his big click platter, "Walking' My Baby Back Home." This one could catch on big. (Mills, ASCAP)

THE DE CASTRO SISTERS
Cry Baby Blues 78
ABBOTT 3014—A sock performance by the De Castros on a lively rhythm ditty with a drivin' rock and roll beat. (Farmer, ASCAP)
Rockin' and Rollin' in Hawaii 75
Rock and roll rhythm with a South Seas flavor and a showmanly vocal reading by the girls. However, flip will probably pull more plays. (Marlee, ASCAP)

JIM LOWE
St. James Avenue 76
DOT 15429—A sock vocal treatment of the old "St. James Infirmary Blues" with new lyrics and a wild, drivin' beat. Stand-out stuff for juke and juke. (Trinity, BMI)
John Jacob Ingleheimer Smith 74
An appealing warbling stint by Lowe on a happily extroverted novelty with clever lyrics and a funny pay-off gimmick. (Trinity, BMI)

(Continued on page 50)

HITS and MORE HITS

BONNIE LOU
DADDY-O

KING 4835

BOYD BENNETT
THE MOST

KING 4853

MY BOY—FLAT TOP SEVENTEEN
KING 1494 KING 1470

COME HOME

Two Great Versions

BUBBER JOHNSON
KING 4822

CATHY RYAN
KING 4848

LITTLE WILLIE JOHN
ALL AROUND
THE WORLD
KING 4818

THE PLATTERS
ONLY YOU
(And You Alone)
b/w
YOU MADE ME CRY
FEDERAL 12244

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

BILL DOGGETT
HONEY BOY
b/w
MISTY MOON
KING 4838

EARL BOSTIC
O SOLE MIO
b/w
POEME
KING 4845

RUBY WRIGHT
DO YOU BELIEVE
b/w
I FALL IN LOVE
WITH YOU
EVERY DAY
KING 4850

COMING UP FAST

THE LAMPLIGHTERS
HUG A LITTLE,
KISS A LITTLE
b/w
DON'T MAKE IT SO GOOD
Federal 12242

JOE TEX
DAVY, YOU UPSET
MY HOME
b/w
COME IN THIS HOUSE
King 4840

THE GAYLES
MY BOY—FLAT TOP
b/w
I GET SO HAPPY
KING 4846

THE "5" ROYALES
SOMEONE MADE YOU
FOR ME
b/w
I AIN'T GETTIN' CAUGHT
King 4830

CHRISTMAS RELEASES

JOE WARD
NUTTIN' FOR
CHRISTMAS
b/w
CHRISTMAS QUESTIONS
KING 4854

BUBBER JOHNSON
LET'S MAKE EVERY
DAY A
CHRISTMAS DAY
b/w
IT'S CHRISTMAS TIME
KING 4855

KING RECORDS

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Clooney

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The Magnificent Trumpet of



De Gangi

"DEAR HEART"

Media 1019

The Billboard Music Popularity Charts POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 48

JIMMY WAKELY
Are You Satisfied?.....76
DECCA 29756—The oft-waxed c.&w. tune gets another reading—this time in a pop vein with a country artist. The parlay results in pleasant listening which can snare a share of the loot from the competitors. (Cordial, BMI)

Mississippi Dreamboat...74
This is a pleasant rhythmic effort with a driving "Hong Kong Blues" type beat. Wakely gets good support from a gal group on this one. (Simon House, BMI)

LEROY HOLMES ORK
The Little Bell (That Just Went Ding)...76
M-G-M 12128—One of the more attractive Christmas tunes of last year is a fresh arrangement that ought to occasion heavy deejay play. The vocal is rendered by a mixed chorus. The sound effects will be appreciated by the kiddies. (E. B. Marks-Monument, BMI)

Song of December...73
This tune is more familiar under another name, but this adaptation sets its lilting melody in an attractive frame. Like the flip, it has excellent programming possibilities. (Lyric, ASCAP)

FRANK FONTAINE
Everybody Rocks.....75
M-G-M 12129—While this may not be quite as exciting as Bill Haley's kind of music-making, it bears comparison. A solidly rhythmic opus, with humorous lyrics. Teen-agers ought to latch on to this readily. (Marionette, BMI)

Livin' It Up...74
A funny, but friendly, spoof of typical rock 'n' roll material. Parody or not, the ork provides an authentic beat, and the kids could very well pick this up for its own merits. (E. B. Marks, BMI)

RUBY WRIGHT
I Fall in Love With You Ev'ry Day...75
King 4650—Miss Wright, Cincinnati radio and TV star, offers a mighty pretty rendition of the appealing Sammy Steps standard. If circulated, should get plenty of play. (Sanjad, ASCAP)

Do You Believe?...73
This side's a pretty waltz, and the thrush's growing audience should cotton to it. (Wemar, BMI)

THE INK SPOTS
I'll Walk a Country Mile.....75
King 4857—The new personnel here bears little resemblance to the original Spots group. However, the outfit is good in its own right on this disk. (Bee, BMI)

Command Me...72
This side puts the spotlight on a very dramatic solo that works to a literally blasting climax. It's good show stuff, but the other side should get the play. (Pinelawn, BMI)

THE FOUR ESQUIRES
Adorable.....75
CADENCE 1277—Cover of the ditty showing action in other wakings is sung here with warm resonance. Backing has a mighty rhythmic beat. Could create listener interest. (Panthor, ASCAP)

Thunderbolt...72
Title is descriptive of the gal's impact on the boys. Gimmick sounds will help this get exposed. (Greta, BMI)

RALPH MARGERIE ORK
Misirlou.....75
MERCURY 70760—Marrerie's many-hued, swinging version of the oriental standard should become one of his best repertoire items. Should be a long-term coin catcher. (Colonial, BMI)

Wondrous Love...71
This side is a rollicking merengue, with a swing band flavor and Margerie's classy trumpet. Fine dance stuff. (Leeds, ASCAP)

THE GOOFERS
Twenty One.....75
CORAL 61545—In a variation of the "Seventeen" theme, the gal here is older and that much more knowing. The kids could go for this one, and it could easily attract a hatful of juke coin. (Tee-Kays, ASCAP)

Sick! Sick! Sick!...70
Tune, written by a couple of Coral execs, is a novelty rhythm item. It's handed a vigorous performance by the Goofers and would shape up as okay juke box fare. (Vim, ASCAP)

LOREN BECKER
Samson Beware! (Don't Let That Bad, Bad Woman Get in Your Hair).....74
Waldorf Music Hall 221—This could be a sleeper. It's a swingy, humorous treatment of a clever novelty take-off on the Biblical Samson and Delilah story.

(I Don't Stand) A Ghost of a Chance With You...73
A stand-out vocal interpretation of the haunting oldie, with tasteful backing by Enoch Light's ork. Good jockey wax.

KEN GRIFFIN
Little Brown Jug.....74
Columbia 40609—A bouncy calliope-styled interpretation of the swingy standard by organist Griffin. Solid item for the boxes. (PD)

The Band Played On...74
Same comment. (PD)

BILLY MAY ORK
Suzette.....74
Capitol 3297—A mighty cute side by

the May boys here about a little doll from gay Paris. It swings gently, and there's a hunk of good lyric stuff offered by a male group called the Maymovers. This could win spins. (Raphael, ASCAP)

Street of Dreams...73
This is nice dreamy slow stuff that finds the band in good form with some very modern sounds in spots. Encores, a mixed vocal group, sound smooth and mellow. (Miller, ASCAP)

RALPH FLANAGAN ORK
Flanagan's Boogie.....74
Victor 6338—The Flanagan crew belts out a rather typical swinging item. There's excitement all the way which works to a blasting climax. Teeners will keep jockeys busy on this. (Pilot, ASCAP)

My Souvenir...72
Here's a slow foxtrot item that makes use of the Glenn Miller style. Pleasant dance wax. (Valley Entertainment, ASCAP)

CINDY LORD
Tall Men.....74
CADENCE 1276—Tune from the title flicker is a happy opus, sung with infectious gaiety by Miss Lord. This will please many. (Robbins, ASCAP)

Put Your Lips to Mine...72
The thrush sounds fine in this pleasant reading of the romantic ditty. Fine backing by Azuhic Bleyer and his ork. (Chilton, ASCAP)

RICHARD MALBY ORK
Four or Five Times.....73
"X" 177—Malby, a dance band in the rhythmic tradition of the 1930's and 1940's hands the catchy oldie a sure-fire, swingy arrangement with a solid danceable beat. Nice group chirping by the Excels. (Miller, ASCAP)

Walkie Talkie...72
A pleasant, tuneful instrumental with infectious pacing and a danceable tempo. (Sesac)

ESTELITA
La Macarena (The Bullfighter's Prayer) 73
REAL 221—Sung in Spanish, this disk is a dramatic presentation of the opus which shows off the fine talent of the thrush to great advantage. Side could get many spins. (Peer, BMI)

Waiting for the Robert E. Lee...72
Effective, novelty reading of the lousy standard, full of Latin twists. Miss Estelita punches it across with lots of verve. (La Salle, ASCAP)

THE GYPSIES
Rock Around the Christmas Tree.....73
GROOVE 129—The group gives out with some happy, hand-clapping sounds on a cute idea for a tune. Good pop-styled rock 'n' roll. (Deep River, ASCAP)

You've Been Away Too Long...72
There's a nice slow beat to this tune, and the group and gal soloist deliver a pleasant brand of harmony. (Deep River, ASCAP)

CONNIE BOSWELL
I Compare You.....73
DECCA 29721—The singer turns the ballad with feeling and forceful style. Her fans will appreciate it. (Weiss & Barry, BMI)

No Other One...70
A ballad that also gets the full treatment from Miss Boswell. Material is only so-so, however, and does not make a very strong impression. (Reben, BMI)

GEORGE SHEARING QUINTET
Stranger in Paradise.....73
M-G-M 12132—Now that "Kismet" is set for release as a film, this tune might start all over again. Shearing's reading is shimmeringly beautiful. (Frank, ASCAP)

Point and Counterpoint...68
An arty play of melodic lines against each other that will please Shearing aficionados but will have only moderate appeal for the general public. (Bayes, BMI)

BOB LONDON
Love Words.....73
VITA 118—A very pretty, very sentimental waltz tune is warbled warmly by London, whose style sounds like a mixture of Buddy Clark's and Bob Manning's. Could be a sleeper. (Winston, ASCAP)

I Sailed the Seven Seas...67
This bright polka-type side may find some use as a show opener. (Lees, ASCAP)

JOE PANAMA SEXTET
Annoy-Merengue Mambo.....73
VICTOR 6340—For those who like their music on the Latin side, this mixture of two types of south-of-the-border rhythms with vibes in spotlight makes for good listening or dancing. (Robbins, ASCAP)

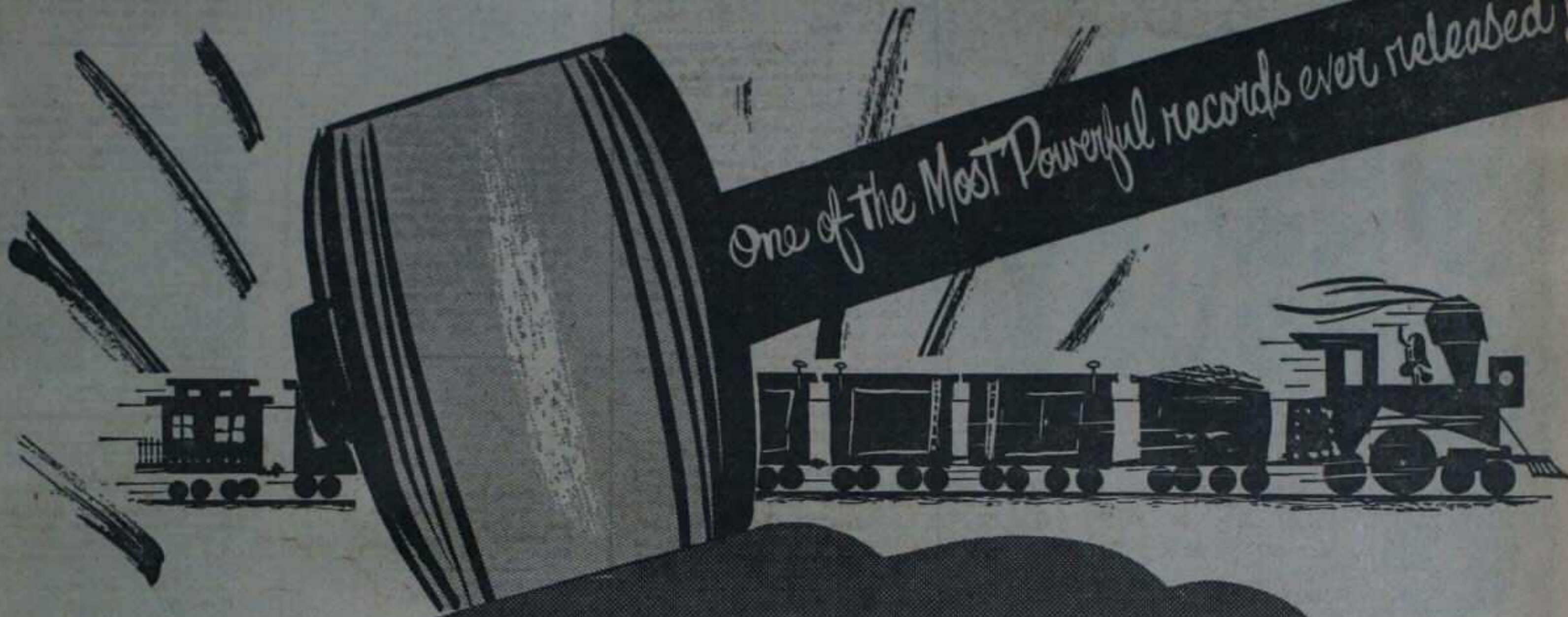
Copacabana-Mambo...72
A straight mambo this time, and the group again delivers in satisfactory fashion. (Robbins, ASCAP)

VICKY LANE
I Ain't Got Nothin' But the Blues.....73
SUNSET 2008—Pete Candoli backs up his Mrs. here with some wailing blues trumpet tones. The lady shows a fine feel for the blues idiom in her first outing on wax. (E. H. Morris, ASCAP)

S'Wonderful...70
The gal gives a pleasant subdued jazz
(Continued on page 52)

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The Billboard Music Popularity Charts POPULAR RECORDS

Reviews of New Pop Records

Continued from page 50
styling to the familiar standard, and there's interesting rhythm backing from the Candoli combo.

HAL CASE The Cola Song... 68 BLACK GOLD 4614-A fast-moving rhythmic ditty about the guy who sat in the corner drinkin' cola.

Boogie Woogie Mambo... 67 This attempt to wed an eight-to-the-bar beat with the mambo influence comes off in only so-so fashion.

JULIE JOYCE I Had the Craziest Dream... 68 WEN DEE 1934-Julie Joyce shows a song shows here with pleasantly rendition of the ballad.

Never Your Love... 66 Swinging rewrite of a semi-longhair melody is pleasantly warbled.

RICHARD LYNN Send Me a Kiss From Paris... 68 ESQUIRE 1136-Imaginative idea for a song shows here with pleasantly expressive singing.

Something Wonderful Happened... 66 Lynn sings pleasantly on a routine bit of slow-paced rhythm material.

LAURINDO ALMEDIA & GEORGE FIELDS The Naked Sea... 68 CAPITOL 3298-This is a guitar and harmonica duet on the title tune from the pic.

Volcano... 65 A bit of mood music which sets out to paint a picture. Features the artists on guitar and harmonica in a piece from the score of the pic "The Naked Sea."

MICKY ROONEY You Couldn't See the Teardrops From the Rain... 64 NOVA 104-Flick star, songwriter Rooney, with a first-rate backing by Van Alexander, belts out a tearful ballad.

Susie the Snow Girl... 63 A personable rendition by the perpetual pixie of a slight winter novelty, clefted by Rooney himself.

New Pop-Christmas Records

LES PAUL-MARY FORD Rudolph the Red-Nosed Reindeer... 79 CAPITOL 3302-Rudolph figures to lead the sleigh and possibly even the sales again this year.

Santa Claus Is Coming to Town... 77 Another sure-fire perennial gets the multi-track guitar treatment.

THE FONTANE SISTERS Nottin' for Christmas... 78 DOT 15434-Undeniably solid as the girls' reading of this tune is, the lyrics are supposedly to be sung by a youngster.

Silver Bells... 77 A tastily blended reading of a pretty, and ever more popular, holiday tune. The arrangement creates a delightful yuletide atmosphere.

DAVID CARROLL My Christmas Carol... 76 MERCURY 70759-A beautiful, familiar classical melody serves for this new carol, tenderly sung by mixed group.

I'll Be Home for Christmas... 76 The war-borne holiday song is no less effective today. Can sell neatly if exposed by dealers.

CARMEL QUINN AND KEVIN SHANAHAN Story of the Magi... 76 COLUMBIA 40611 - A moving mother and son type of reading of the Biblical tale by Arthur Godfrey's Irish thrush.

Santa's Coming... 72 A delightful thrashing job by Miss Quinn and a spontaneous sounding kid chorus on a catchy little folk tune.

HAL DICKINSON Tenderly... 73 CORAL 61536 - The great Waller Gross standard gets a relaxed and pleasant reading here with some very smart ock backing.

Merry Christmas Baby... 71 Dickinson offers a classic-styled blues standard which is a switch from the expected. However, it's well delivered, and the band makes another good effort.

BILL MILBURN (I Took a Ride on) Santa's Sleigh... 65 BONNIE 527-Another entry in the race for the kiddie Christmas market. Fare is cute enough, but the competition is very tough.

KEN CURTISS Christmas Cowboy... 63 POP SACRED 7106 - "Christmas Cowboy," of course, is a little boy all dressed up in his dude outfit and six-shooter.

CHUCKIE Santa Claus Is on His Way... 64 TRIPLE A 1-A cute child performance of an ordinary S. Claus ditty.

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

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• Continued from page 14

tunes that have moppet appeal, the so-called kiddie pops.

As the impulse buying outside of disk shops has drained off the potential of regular line disks in the shops, it also has drained off the enthusiasm of regular disk distributors and their salesmen for kidisks in general, an enthusiasm which never exactly had reached fever pitch. Except where there has been heavy company emphasis, as at Capitol for many years, kidisks represented the least glamorous segment of a line.

Education Disks

Today, due perhaps to the extensive propaganda of such mail-order houses as Children's Record Guild and Young Peoples Records, the regular priced lines have gone over considerably toward "educational" type material, which appeals to the more discriminating parents and also to the school market.

The audio-visual dealers, who cater to the schools, have, in fact, taken up some slack where the regular distrib salesmen haven't been inclined to familiarize themselves with the new type of disks and the specialized selling they require.

As one trader observed, "The salesmen don't know what they're selling, and most of the dealers don't care. The companies aren't advertising, there are virtually no promotion media for children's records and the consumers just don't have any idea about what's available."

Mfrs. to Blame

This party, then, places the blame for the doldrums squarely on the manufacturers and the dealers.

Among the manufacturers, there are a number of explanations, though none of them is endorsed unanimously.

In some sectors lack of enthusiasm is attributed to the fact that the kidisk business persists as the last stronghold of 78 r.p.m. And the 78 business refuses to be anything but a 10-inch business. Efforts to introduce seven-inch 78's at 49 cents by RCA Victor and Columbia have been abandoned. Most of the cheap children's phonographs marketed today by chain and toy stores are for 78's only. It's generally agreed that the industry will have to see a big push on low-tag 45 kiddie phonos before the donut disks can be promoted in that field.

Several of the companies blame TV for monopolizing children's entertainment to the exclusion of disks, but others insist that disks which sustain their children's catalogs and the ones that continue to merit a 98-cent ticket are those based on familiar TV properties, which are exclusive to the label. This is especially true at Decca.

Club Outfits

The club outfits and Columbia feel that the market least affected by TV and, in fact, the biggest market for population, is that of the pre-school agers, two and a half to six years of age. According to Columbia's kidisk topper, Hecky Krasno, this is the group that is usually at home, and for whom there is a limited number of suitable TV shows.

Reputedly, this younger group also is the most difficult to write suitable material for, and lack of understanding on all trade levels has resulted in its neglect.

At several companies it is believed that intensified pop single and package competition has left little energy for kidisks. It is pointed out that the same amount of art work and printing required for an LP or EP is required for a 25-cent kidisk. Also, recording

costs and royalties, including artists royalties to name performers, bring production costs up almost to the level of pops. The kidisks, however, cannot be exposed to the public in the same way and ordinarily cannot realize the same potential.

Plugs Scarce

Pop disks, it is pointed out, may be plugged on thousands of radio shows. Children's shows, however, are few and far between. Of the several network TV shows extant, only "Ding Dong School" is recognized as a strong, consistent disk seller. This show, of course, caters to the pre-school set exclusively.

Highly contradictory are several diskery approaches to big ticket moppet packages. Simon & Schuster, for example, whose Little Golden line is the 25-cent leader, is expanding its "Treasure Chest" line, each package of which offers eight disks at \$3.98. Capitol, on the other hand, has virtually done away with its once-potent \$3.50 line of elaborate record-readers, spiral-bound volumes, etc.

Branching DeeJay

• Continued from page 14

ists, plus a big-name r.&b. recording artist (as yet unselected). In line with this, Freed is also negotiating with a major label to record a series of LP's with his new band sometime next year.

Freed's movie deal is with Columbia, and it calls for the deeJay to act as technical director and play himself in Sam Katzman's forthcoming picture, "Rock Around the Clock," starring Bill Haley and His Comets. The movie, which has an r.&b. music theme, is scheduled to start shooting in January. Freed will take a few weeks' leave of his WINS show here and trek to Hollywood at that time.

Prior to the picture, Freed is booked to take a rock 'n' roll stage-show in to the Academy of Music here from December 22 to January 2.

Fox Report

• Continued from page 14

the increased mechanical royalties, Fox notes.

Sync rights on TV film are also gradually moving up, but no single mechanical income factor has matched the rise of publishers' LP money. The top singles business, from the standpoint of mechanical income, has been holding its own.

Columbia Says

• Continued from page 14

tors has not pulled as well, Cook remarked. Under this phase of the experiment a new Joe Loco Christmas EP was offered operators at an introductory price of 49 cents, packaged in a plain sleeve. Another operator test may be undertaken later, involving a disk not limited to a short-term holiday appeal.

Other diskeries have been watching the Columbia experiment closely as a possible guide to expansion of the EP market (The Billboard, November 26).

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BORN TO BE HAPPY

(Bound to Sell a Million)

and

MAINLINER

(A Song About Flying—This Song Is Sailing in Sales)

#20-6269



*** Most Played by Jockeys**
The songs most widely played by jockeys during the week ending December 14, 1955.

1. LOVE, LOVE, LOVE (H.M.)	18
2. ALL NIGHT LONG (H.M.)	17
3. BUT CALL ME LOVERHOBBE (H.M.)	16
4. SIXTEEN TONS (H.M.)	15
5. I DON'T CARE (H.M.)	14
6. SATISFIED MIND (H.M.)	13
7. IF YOU WERE ME (H.M.)	12
8. STAY AWAY FROM TEXAS (L. Dain)	11
9. BORN TO BE HAPPY (H.M.)	10
10. CASTLE CALL (E. Arnold & H. Wainwright)	9
11. THAT ONE MAKE IT NICE (E. Arnold)	8
12. WHEN I STOP DREAMING (Laurie Berkner)	7

*** Best Sellers in Stores**
The songs most widely sold during the week ending December 14, 1955.

1. LOVE, LOVE, LOVE (H.M.)	18
2. SIXTEEN TONS (H.M.)	17
3. BUT CALL ME LOVERHOBBE (H.M.)	16
4. I DON'T CARE (H.M.)	15
5. BEAUTIFUL LIPS (H.M.)	14
6. SATISFIED MIND (H.M.)	13
7. I FORGOT TO REMEMBER TO FORGET (H.M.)	12
8. ALL NIGHT LONG (H.M.)	11
9. CASTLE CALL (H.M.)	10
10. IT'S A GREAT LIFE (H.M.)	9
11. I WALKED AROUND LAST NIGHT (H.M.)	8
12. SATISFIED MIND (H.M.)	7
13. WHY BARY WHYY (H.M.)	6
14. BORN TO BE HAPPY (H.M.)	5

*** Most Played in Juke Boxes**
The songs most widely played in juke boxes during the week ending December 14, 1955.

1. LOVE, LOVE, LOVE (H.M.)	18
2. BUT CALL ME LOVERHOBBE (H.M.)	17
3. ALL NIGHT LONG (H.M.)	16
4. SATISFIED MIND (H.M.)	15
5. MAINLINER (H.M.)	14
6. BORN TO BE HAPPY (H.M.)	13
7. FORTYSEVEN AND A HALF (H.M.)	12
8. BEAUTIFUL LIPS (H.M.)	11
9. I FORGOT TO REMEMBER TO FORGET (H.M.)	10
10. SIXTEEN TONS (H.M.)	9

BOTH SIDES SHOWING!
2 Hits on 1 Record

HAMBLER'S SONGS GROW AND GROW



Sheet Music Available
HAMBLER MUSIC CO., INC.
Los Angeles 24, Calif.

STUART HAMBLENS

New Smash
HIT!

YOU'LL ALWAYS BE MINE

(Suzy and Stuart Wrote This One Together)

and

A HANDFUL OF SUNSHINE

#20-6333

D. J.'s—

Some of America's greatest hits were composed and sung by STUART HAMBLLEN. All of them had to prove themselves over terrific odds in the Pop Field. This is one of his best, and it's being covered—

**SPIN BOTH SIDES AND LET
YOUR LISTENERS HEAR
THE ORIGINAL**

The Billboard Music Popularity Charts

POPULAR RECORDS

● Review Spotlight on . . .

YOU'LL ALWAYS BE MINE (Hamblen, BMI)

This fine new tune has a grand folksy flavor and a very distinct resemblance to "Good Night, Irene." The melody is the kind that can stick for a long time and is likely to be heard consistently on various disks. Hamblen, who is the writer and publisher, has come up with a sweet and lulling version (RCA Victor 6333).



RCA VICTOR



Sheet Music Available
HAMBLLEN MUSIC CO., INC.
Los Angeles 24, Calif.

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• This Week's Best Buys

WHY, BABY, WHY? (Starrite, BMI)—Red Sovine & Webb Pierce—Decca 29755
While George Jones' version of this tune has had considerable success in the past weeks, this powerful new reading is giving it yet another strong push. Typical markets like Nashville, Richmond, Atlanta and Durham report that it is coming up quickly; several key Northern markets also indicate it to be one of better recent releases. With its new coupling—"Missing You" (Copar, BMI)—the record will be all the more acceptable to operators.

• Review Spotlight on . . . RECORDS

RAY PRICE

Run Boy (Milene, ASCAP)
You Never Will Be True (Apache, BMI)—Columbia 21474
—Price wraps up "Run Boy," a spirited rhythm tune with a folksy flavor, in his usual personable style. The disk has a pleasant tempo and effective dual-track warbling tricks. The flip is a moving weeper, with Price plaintively reproaching his fickle sweetie. Both sides should move out briskly in the field.

THE LOUVIN BROTHERS

I Don't Believe You've Met My Baby (Tree, BMI)
In the Middle of Nowhere (Acuff-Rose, BMI)—Capitol 3300—The Autry-Inman tune, "I Don't Believe You've Met My Baby," gives the boys a lively piece of material, which should do as well commercially as their last click platter. The backing sports a terrific beat, and should grab off a lot of juke coin. The flip spotlights an outstanding weeper harmony job, and should also leave a heavy sales imprint.

• Reviews of New C & W Records

WILBURN BROTHERS (Teddy and Doyle)
You're Not Play Love78
DECCA 29747—The boys warble with verve and showmanship on a catchy little ditty with a good title. (Arc, BMI)
Look Around
Take a Look at Me77
An appealing vocal job on a pleasing theme by the Wilburn Brothers and deep-voiced gospel singer Jack Brock Spear (billed on the label as "a friend"). (Acuff-Rose, BMI)

THE CARLISLES
Run, Boy78
MERCURY 70754 — More of the "Good Night, Irene" sound here in the "Weavers" style. Folksy solo bits are interspersed with group singing on chorus. Could stir action. (Milene, ASCAP)
Dangerous Crossing73
All about the dangers of romance, etc., this swings along with a pleasant bounce. Has a certain revivalist flavor. (Acuff-Rose, BMI)

HOMER AND JETHRO
Sitting, Whimpering Sands77
VICTOR 6342—Parody of the click ballad will engulf Homer and Jethro fans in guffaws. It's one of the boys' best efforts in some time. A natural for heavy deejay play; sales, too, could be pretty good. (Gallatin, ASCAP)
They Laid Him in the Ground75
A perfect match for the flip, this hymn to guys and others who kicked off suddenly also stands to win lots of attention. (Cole, BMI)

JIMMY SWAN
It's Your Turn to Cry75
M-G-M 12136—A mighty effective weeper has been penned by Jimmy Swan, and he injects much feeling in his apt reading. A fine waxing. (Acuff-Rose, BMI)
Frost on My Roof73
Brisk rhythmic opus is sung happily by Swan as he tells of his graying hair but still-roving eye. Could do okay on the coin boxes. (Acuff-Rose, BMI)

JIMMIE LOGSDON
Cold, Cold Rain75
DOT 1274—Logsdon styles this original weeper of his distinctively and sells it easily. Good juke box item. (Volunteer, BMI)
Midnight Blues72
Another effective tear-jerker, but set to a slower blues tempo. (Volunteer, BMI)

BILLY WALKER AND JEANETTE HICKS
Why Does It Have to Be?75
COLUMBIA 21471—An ingratiating lament by the boy and girl duo on an excellent weeper about two lovers who are married but not to each other. (Cedarwood, BMI)
Blue Mountain Waltz71
Sincere, harmonious vocal blending on a simple theme. However, flip is a better showcase. (Driftwood, BMI)

BROTHER PAUL BUSKIRK
Do You Remember?75
LIN 1017—There's a line, authentic sound to this Brother harmony effort. Tune is appealing, too. Should do very well in its home territory, the Southwest. (Lin, BMI)
Wasted Love71
This side features a solo vocal, and it's a good job. The philosophical material is so-so, however. (Lin, BMI)

HERB TUCKER
Option on Your Heart74
EXCEL 108—Sincere reading of a melodic ballad with clever lyrics. (American, BMI)
Too Meek to Speak72
Tucker comes thru with a good performance on an attractive tune with catchy lyrics. (American, BMI)

DENVER DUKE AND JEFFERY NULL
Hank Williams, That Alabama Boy74
BLUE HEN 214—Here's a musical epitaph to the late Hank Williams. It's sung with loving feeling by the boys, with a strong religious slant on The Lord calling Hank home. Has the power to kick up some noise. (Vokes)
When We Meet Up Yonder71
This is country stuff with a sacred twist about Judgment Day, etc. Echoing voice is The One talking down from way up there. Religious thoughts get a sincere reading. (Vokes)

FREDDIE HART
Hiding in the Darkness74
CAPITOL 3299—Hart sympathetically tells of the plight of two teenagers who want to marry but cannot get their parents' consent. A fascinating piece of material that should have wide appeal. (Central, BMI)
That's What You Gave to Me71
A happier ballad in which the singer recounts the wonderful things his love has given him. A smooth performance. (Central, BMI)

• C & W Territorial Best Sellers

Birmingham

1. Sixteen Tons, T. Ernie, Cap.
2. Beautiful Lies, J. Shepard, Cap.
3. It's a Great Life, F. Young, Cap.
4. I Walked Alone Last Night, E. Arnold, Vic.
5. Love, Love, Love, W. Pierce, Dec.
6. Just Call Me Lonesome, E. Arnold, Vic.
7. Dear Mr. Brown, F. Huskey, Cap.
8. Cattle Call, E. Arnold, Vic.

Charlotte

1. Love, Love, Love, W. Pierce, Dec.
2. Sixteen Tons, T. Ernie, Cap.
3. Just Call Me Lonesome, E. Arnold, Vic.
4. I Feel Like Cryin', C. Smith, Col.
5. S O S, Johnnie & Jack, Vic.
6. You're Free to Go, C. Smith, Col.
7. When I Stop Dreaming, Louvin Brothers, Cap.
8. It's a Great Life, F. Young, Cap.
9. Maladroit, H. Snow, Vic.

Dallas-Fort Worth

1. Sixteen Tons, T. Ernie, Cap.
2. Love, Love, Love, W. Pierce, Dec.
3. I Don't Care, W. Pierce, Dec.
4. Cattle Call, E. Arnold, Vic.
5. Just Call Me Lonesome, E. Arnold, Vic.
6. Croce Di Oro (Cross of Gold), R. & B. Foley, Dec.
7. All Right, F. Young, Cap.
8. Satisfied Mind, 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. Pepper Hot Baby, J. Tubb, Dec.
5. I Don't Care, W. Pierce, Dec.
6. Why, Baby, Why? G. Jones, Sdy.
7. If You Were Me, W. Pierce, Dec.
8. I Guess I'm Crazy, T. Collins, Cap.
9. Satisfied Mind, P. Wagoner, Vic.
10. Eat, Drink and Be Merry, P. Wagoner, Vic.

Memphis

1. Sixteen Tons, T. Ernie, Cap.
2. Eat, Drink and Be Merry, P. Wagoner, Vic.
3. It's a Great Life, F. Young, Cap.
4. I've Lived a Lot in My Time, J. Reeves, Abb.
5. In the Jailhouse Now, W. Pierce, Dec.

Nashville

1. Love, Love, Love, W. Pierce, Dec.
2. Sixteen Tons, T. Ernie, Cap.
3. Eat, Drink and Be Merry, P. Wagoner, Vic.
4. It's a Great Life, F. Young, Cap.
5. I Can't Go Home Like This, R. Price, Col.
6. I Thought of You, J. Shepard, Cap.

New Orleans

1. Sixteen Tons, T. Ernie, Cap.
2. Love, Love, Love, W. Pierce, Dec.
3. All Right, F. Young, Cap.
4. Beautiful Lies, J. Shepard, Cap.
5. If You Were Me, W. Pierce, Dec.

Richmond, Va.

1. Sixteen Tons, T. Ernie, Cap.
2. Love, Love, Love, W. Pierce, Dec.
3. When I Stop Dreaming, Louvin Brothers, Cap.
4. Croce Di Oro (Cross of Gold), R. & B. Foley, Dec.
5. Mystery Train, E. Presley, Sun

St. Louis

1. I Forgot to Remember to Forget, E. Presley, Sun
2. Love, Love, Love, W. Pierce, Dec.
3. Sixteen Tons, T. Ernie, Cap.
4. I Walked Alone Last Night, E. Arnold, Vic.
5. Cry, Cry, Cry, J. Cash, Sun

ARTHUR SMITH
Number One Street (Parts 1 and 2)72
M-G-M 12135 — Humorous monolog with audience laughs in the backing is a cover of the Bob Corley waxing. Could sell a fair number of copies in the back country. Listeners will chuckle over this one. (Stars, BMI)

JIM WILSON
'Round, 'Round the Christmas Tree72
MERCURY 70755—Here's a bright and merry version of the pleasant Christmas tune that tells about all the presents spread around the tree. Wilson has the right style to sell it. (Fairway, BMI)
Daddy, Who Is Santa Claus?68
This takes the form of a dialog between a daddy and a little gal who wants the usual answers about Santa. The daddy gives a credible story with religious aspects. Kiddies might enjoy it. (Acuff-Rose, BMI)

RICK JOHNSON
Somebody Is Heartbroken70
SARG 123—A good-enough performance of adequate material. Should do okay in Johnson's own Texas territory. (Acuff-Rose, BMI)
My Very Own70
As above. (Acuff-Rose, BMI)

JIMMY EDWARDS
The La Dee Da Da Polka68
INTRASTATE 26 — A danceable country polka with good orking by Chuck Ray and His Gang behind the Edwards vocal. Okay for some box play around home base. (Homestead, BMI)
The Things That Make Me Care67
Edwards' warbling sounds a lot like Gene Autry's. Pleasant, sentimental stuff with more danceable orking. (Homestead, BMI)

THE CLASSMAN
Wonder Why68
CORAL 61535 — Smooth warbling, with nice harmonizing, on a pretty ballad. Some spins due. (Surf)
As Long as the World Goes Around and Around66
Brisk three-beater is charmed pleasantly. (Summit, ASCAP)

Sincere Thanks
to the
dealers, operators
and disk jockeys
for your
continued acceptance

• Review Spotlight on . . . RECORDS

EDDY ARNOLD
The Richest Man (Showcase, BMI)



Eddy Arnold

SINGING ANOTHER HIT . . .

"THE RICHEST MAN"

WRITTEN BY BOUDLEAUX BRYANT

b/w

"I WALKED ALONE LAST NIGHT"

(RCA VICTOR 20-6290—47-6290)



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(Continued on page 60)

A Double-Barrel Hit READY TO EXPLODE

"Pretty Mamma"

Columbia 21461



Marty Robbins Sings...

Columbia 21461

"Don't Let Me Hang Around"



FOR BOOKINGS PLEASE CONTACT

EDDIE CRANDALL, Manager

319 SEVENTH AVENUE, NORTH NASHVILLE, TENNESSEE
PHONE 4-6143

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• Best Sellers in Stores

For survey week ending November 23

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

This Week	Last Week	Weeks on Chart
1. LOVE, LOVE, LOVE (BMI)—W. Pierce	1	11
IF YOU WERE ME (BMI)—Dec 29662		
2. SIXTEEN TONS (BMI)—Tennessee Ernie	2	4
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
3. JUST CALL ME LONESOME (BMI)—E. Arnold	3	16
THAT DO MAKE IT NICE (BMI)—Vic 20-6198		
4. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley	7	12
MYSTERY TRAIN (BMI)—Sun 223		
5. I DON'T CARE (BMI)—W. Pierce	4	23
Your Good for Nothing Heart (BMI)—Dec 29480		
6. I WALKED ALONE LAST NIGHT (BMI)—E. Arnold	—	4
Richest Man (BMI)—Vic 20-6290		
7. SATISFIED MIND (BMI)—P. Wagoner	6	28
Itchin' for My Baby (BMI)—Vic 20-6105		
7. IT'S A GREAT LIFE (BMI)—F. Young	10	2
Love of a Woman Like You (BMI)—Cap 3258		
9. BEAUTIFUL LIES (BMI)—J. Shepard	4	6
I Thought of You (BMI)—Cap 3222		
10. ALL RIGHT (BMI)—F. Young	8	18
Go Back You Fool (BMI)—Cap 3169		
11. EAT, DRINK, AND BE MERRY (BMI)—P. Wagoner	—	1
Let's Squiggle (BMI)—Vic 20-6289		
12. CATTLE CALL (ASCAP)—E. Arnold & H. Winterhalter	9	24
Kentuckian Song (ASCAP)—Vic 20-6139		
13. MAINLINER (BMI)—H. Snow	—	3
BORN TO BE HAPPY (BMI)—Vic 20-6269		
13. YOU'RE FREE TO GO (BMI)—C. Smith	—	1
I FEEL LIKE CRYIN' (BMI)—Col 21462		
15. YONDER COMES A SUCKER—J. Reeves	—	8
I'm Hurtin' Inside (ASCAP)—Vic 20-6200		

• Most Played in Juke Boxes

For survey week ending November 23

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart
1. LOVE, LOVE, LOVE (BMI)—W. Pierce	1	9
If You Were Me (BMI)—Dec 29662		
2. JUST CALL ME LONESOME (BMI)—E. Arnold	2	14
THAT DO MAKE IT NICE (BMI)—Vic 20-2198		
3. SIXTEEN TONS (BMI)—Tennessee Ernie	5	2
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
4. YONDER COMES A SUCKER (BMI)—J. Reeves	7	11
I'm Hurtin' Inside (ASCAP)—Vic 20-6200		
5. MAINLINER (BMI)—H. Snow	5	3
BORN TO BE HAPPY (BMI)—Vic 20-6269		
6. BEAUTIFUL LIES (BMI)—J. Shepard	8	3
I Thought of You (BMI)—Cap 3222		
7. ALL RIGHT (BMI)—F. Young	3	13
Go Back You Fool (BMI)—Cap 3169		
7. I DON'T CARE (BMI)—W. Pierce	6	23
Your Good for Nothing Heart (BMI)—Dec 29480		
9. WHY, BABY, WHY? (BMI)—G. Jones	—	4
Season of My Heart (BMI)—Starday 202		
9. IT'S A GREAT LIFE (BMI)—F. Young	—	1
For the Love of a Woman Like You (BMI)—Cap 3258		

• Most Played by Jockeys

For survey week ending November 23

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. LOVE, LOVE, LOVE—W. Pierce	1	10
Dec 29662—BMI		
2. SIXTEEN TONS—Tennessee Ernie	4	3
Cap 3262—BMI		
3. JUST CALL ME LONESOME—E. Arnold	3	14
Vic 20-6198—BMI		
4. I DON'T CARE—W. Pierce	5	24
Dec 29480—BMI		
5. ALL RIGHT—F. Young	2	17
Cap 3169—BMI		
6. SATISFIED MIND—P. Wagoner	6	26
Vic 20-6105—BMI		
7. I FORGOT TO REMEMBER TO FORGET—E. Presley	12	8
Sun 223—BMI		
8. YONDER COMES A SUCKER—J. Reeves	7	15
Vic 20-6200—BMI		
8. IT'S A GREAT LIFE—F. Young	—	1
Cap 3258—BMI		
10. IF YOU WERE ME—W. Pierce	7	5
Dec 29662—BMI		
11. WHY, BABY, WHY?—G. Jones	—	1
Starday 202—BMI		
12. MOST OF ALL—H. Thompson	10	11
Cap 3188—ASCAP		
13. WHEN I STOP DREAMING—Louvin Brothers	13	12
Cap 3177—BMI		
14. BORN TO BE HAPPY—H. Snow	10	2
Vic 20-6269—BMI		
14. HERE TODAY AND GONE TOMORROW—J. E. & Maxine Brown	—	3
Fabor 126—BMI		
14. EAT, DRINK, AND BE MERRY—P. Wagoner	—	1
Vic 20-6289—BMI		

**the most talked-about new personality
in the last 10 years of recorded music**



ELVIS PRESLEY

now on RCA Victor records with

**I FORGOT TO REMEMBER TO FORGET
MYSTERY TRAIN... 20/47-6357**

*Bob Neal, manager
under direction of Hank Snow Jamboree Attractions,
Col. Tom Parker, general manager
Box 417, Madison, Tennessee*

RCA VICTOR



The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

• Best Sellers in Stores

For survey week ending November 23

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

This Week	Last Week	Weeks on Chart
1. ONLY YOU (BMI)—Platters.....	1	19
Bark, Battle and Ball (BMI)—Mer 70633		
2. HANDS OFF (BMI)—J. McShann.....	2	5
Another Night (BMI)—Vee Jay 155		
3. PLAY IT FAIR (BMI)—L. Baker.....	4	6
Lucky Old Sun (ASCAP)—Atlantic 1075		
4. AT MY FRONT DOOR (BMI)—El Dorados.....	3	9
What's Buggin' You, Baby? (BMI)—Vee Jay 147		
5. ADORABLE (BMI)—Drifters.....	8	5
STEAMBOAT (BMI)—Atlantic 1078		
6. POOR ME (BMI)—F. Domino.....	10	2
I CAN'T GO ON (BMI)—Imperial 5369		
7. ALL AROUND THE WORLD (BMI)—		
Little Willie John.....	6	9
Don't Leave Me This Way (BMI)—King 4818		
8. I HEAR YOU KNOCKIN' (BMI)—S. Lewis.....	7	13
Bumpity Bump (BMI)—Imperial 5356		
8. FEEL SO GOOD—Shirley & Lee.....	5	15
You'd Be Thinking of Me (BMI)—Aladdin 3289		
10. TUTTI FRUTTI—Little Richard.....	12	2
I'm Just a Lonely Guy—Specialty 561		
11. THIRTY DAYS (BMI)—C. Berry.....	15	6
Together (BMI)—Chess 1610		
11. WITCHCRAFT (BMI)—Spiders.....	—	1
Is It True? (BMI)—Imperial 5366		
13. DON'T START ME TALKIN' (BMI)—		
Sonny Boy Williamson.....	9	7
All My Love in Vain (BMI)—Checker 824		
13. SMOKEY JOE'S CAFE (BMI)—Robins.....	—	1
Just Like a Fool (BMI)—Aico 6959		
15. WHEN YOU DANCE (BMI)—Turbans.....	—	1
Let Me Show You (BMI)—Herald 458		

• Most Played in Juke Boxes

For survey week ending November 23

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This Week	Last Week	Weeks on Chart
1. ONLY YOU (BMI)—Platters.....	1	13
Bark, Battle and Ball (BMI)—Mercury 70633		
2. FEEL SO GOOD (BMI)—Shirley & Lee.....	2	6
You'd Be Thinking of Me (BMI)—Aladdin 3289		
3. AT MY FRONT DOOR (BMI)—El Dorados.....	6	9
What's Buggin' You, Baby? (BMI)—Vee Jay 147		
4. PLAY IT FAIR (BMI)—L. Baker.....	—	1
Lucky Old Sun (ASCAP)—Atlantic 1075		
5. GREENBACKS (BMI)—R. Charles.....	8	4
Blackjacks (BMI)—Atlantic 1076		
6. HANDS OFF (BMI)—J. McShann.....	—	2
Another Night (BMI)—Vee Jay 155		
7. POOR ME (BMI)—F. Domino.....	6	2
I Can't Go On (BMI)—Imperial 5369		
7. EVERYDAY (BMI)—C. Basie.....	—	19
Come Back (BMI)—Clef 89149		
9. THIRTY DAYS (BMI)—C. Berry.....	4	6
Together (BMI)—Chess 1610		
9. WHEN YOU DANCE (BMI)—Turbans.....	8	2
Let Me Show You (BMI)—Herald 458		

• Most Played by Jockeys

For survey week ending November 23

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. ONLY YOU—Platters.....	1	11
Mercury 70633—BMI		
2. PLAY IT FAIR—L. Baker.....	2	7
Atlantic 1075—BMI		
3. I HEAR YOU KNOCKIN'—S. Lewis.....	5	13
Imperial 5356—BMI		
4. HANDS OFF—J. McShann.....	7*	3
Vee Jay 155—BMI		
5. AT MY FRONT DOOR—El Dorados.....	3	11
Vee Jay 147		
6. ALL BY MYSELF—F. Domino.....	4	12
Imperial 5357		
7. ADORABLE (BMI)—Drifters.....	11	4
Atlantic 1078—BMI		
8. GOOD ROCKIN' DADDY—E. James.....	8	2
Modern 962—BMI		
8. MAYBELLENE—C. Berry.....	—	16
Chess 1604—BMI		
10. DON'T START ME TALKIN'—		
Sonny Boy Williamson.....	—	4
Checker 824—BMI		
11. THOSE LONELY, LONELY NIGHTS—E. King....	15	9
Ace 509—BMI		
12. LOVE HAS JOINED US TOGETHER—		
R. Brown & C. McPhatter.....	—	1
Atlantic 1077—BMI		
13. POOR ME—F. Domino.....	13	2
Imperial 5369—BMI		
13. THIRTY DAYS—C. Berry.....	12	6
Chess 1610—BMI		
15. ALL AROUND THE WORLD—Little Willie John... 8	9	
King 4818—BMI		
15. TUTTI FRUTTI—Little Richard.....	—	1
Specialty 561—BMI		
15. WITCHCRAFT (BMI)—Spiders.....	—	1
Imperial 5366		
15. CAUSE YOU'RE MY LOVER—Five Keys.....	—	1
Cap 3267—ASCAP		

HERE'S THE NEW
JOE TURNER
HIT!

The CHICKEN and the HAWK
Morning, Noon and Night
ATLANTIC #1080



HERE'S THE NEW
RUTH BROWN
HIT!

I WANNA DO MORE
Old Man River
ATLANTIC #1082



HERE'S THE NEW
CLYDE McPHATTER
HIT!

SEVEN DAYS
I'm Not Worthy of You
ATLANTIC #1081



HERE'S THE NEW
CARDINALS
HIT!

LOVELY GIRL
Here Goes My Heart to You
ATLANTIC #1079



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The Calvanes 371
- 2. LOOKIN' FOR MY BABY
b/w Eyeballin'
Chuck Higgins 376
- 3. DEAR DARLING
b/w Don't Shoot
The Medallions 379
- COMING UP-
- 4. FLORABELLE/ONE
MORE KISS
The Calvanes 380
- 5. I WANNA GO HOME
I Never Would Have Made It
Roy Milton 377

DOOTONE RECORDS
1112 SOUTH CENTRAL AVE. LOS ANGELES 8, CALIF.

SAVOY SAVOY

HOT BISCUITS
"I'D LOVE TO LOVE YOU"
BROWNIE MCGHEE
Savoy 1177

"DOODLE, I LOVE YOU"
HAPPY BROWN
Savoy 1178

"ROCKIN' BOY"
CHUZ ALFRED COMBO
Savoy 1175

"IMAGINATION"
JIMMY SCOTT
Savoy 1174

SAVOY RECORD CO.
38 MARKET ST.
NEWARK, N. J.

The Billboard Music Popularity Charts RHYTHM-BLUES NOTES

By PAUL ACKERMAN

The national retail rhythm and blues chart has been showing a lot of movement the past several weeks. In the current issue of The Billboard, three new items moved onto the chart: "Witchcraft," by the Spiders on Imperial; "Smokey Joe's Cafe," by the Robins on Ato, and "When You Dance," by the Turbans on Atlantic. Last week, four new items hit the chart. These were Fats Domino's Imperial etching of "Poor Me," Pat Boone's Dot record "At My Front Door," Little Richard's Specialty cutting of "Tutti Frutti" and Dinah Washington's two-sided Mercury hit, "You Might Have Told Me," backed with "I'm Lost Without You Tonight."

That's a lot of action in a short time, and it is all the more remarkable in view of the fact that r.&b. disks take longer to make the charts than was the case years ago. Such sides as the Turbans' "When You Dance" and the Robins' "Smokey Joe's Cafe" have been with us quite a while. It sometimes takes several months to build a side to the point where it lands on the chart.

Evelyn Johnson, of the Buffalo Agency, Houston, tells us that Lloyd (Lawdy Miss Claudy) Price has been returned to civilian life after 21 months with the Armed Forces. He'll shortly be active in the entertainment world. Welcome back, Pricel... Al Green was in town to see his artist, Lavern Baker, open at the Brooklyn Paramount Wednesday (23)... Groove records has recorded the Nite Caps, a new Detroit group.

Newest r.&b. and jazz spot in Denver is Sonny's Lounge,

owned by Sonny Nupoff. On the stand is the Beatty Hobbs aggregation with Jerry Bryant, ex-Ernie Fields pianist; Price Robinson, one-time guitarist for Nellie Litcher, and Gene Stanley on drums. Nupoff is looking for r.&b. names for appearances at his location.

Atlantic Records subsidiary, Ato, is stepping out regionally, with such sides as Jesse Stone's "Night Life" showing action in Buffalo, the Royal Joker's "You Tickle Me Baby" in Detroit and the Sensations' "Yes Sir, That's My Baby" in Philadelphia. The label's "Smokey Joe" has already made the charts... Viviane Greene, Los Angeles thrush who recently cut "Thanks for Nothing" on Imperial, is the only female r.&b. deejay in the Rocky Mountain area.

Several issues back we mentioned Bobby Blue Bland's "It's My Life, Baby" as being recorded on Peacock. Bland records for Duke Records, which cut the side, as Mrs. Lorene Williams so kindly informs us... The latest gimmick of Cool Bill Davis, jazz and r.&b. deejay at Denver's KTLN, is running an "identify the mystery artist" contest. An LP album is added to the pot each night the artist goes unnamed. At press time the prize totaled 15 albums. The idea has had great results for local dealers because of interest in the albums generated among listeners... Hugh (The Spider) Wall has a new show over WHNY, McComb, Miss... Mary Dee, WHOD, Homestead, Pa., has moved into new studios in the Pittsburgh Courier building.

RHYTHM & BLUES RECORDS

This Week's Best Buys

YOU TICKLE ME BABY (Progressive, BMI)—Royal Joker—Ato 6052
The new group is parlaying a giggling gimmick on this fast-moving novelty into a commercial platter which is beginning to move out in Buffalo, Cleveland, St. Louis, Durham and Baltimore. The platter is also showing up pop in some markets, and made the Detroit pop territorial charts this week. Flip is "Stay Here" (Progressive, BMI).

THE SEVENTH SON (Arc, BMI)—Willie Mabon—Chess 1608
This disk (a previous Billboard "Spotlight" pick) is moving into high sales-wise and may make the charts in the near future. The platter is pulling strong sales reaction in Buffalo, Philadelphia, Chicago, Detroit, Durham, St. Louis and Atlanta. Flip is "Lucinda" (Arc, BMI).

Review Spotlight on... RECORDS

RUTH BROWN

I Wanna Do More (Tiger, BMI)—Atlantic 1052—The top-seeded r.&b. thrush has come up with one of her best efforts in many months. It's a cutie by the hot cleffing team of Lieber and Stoller, and Miss B. throws all of her flashy tricks into the whirl. Really rhythmic and infectious stuff that should take off in a hurry. The flip is a rockin' treatment of the great standard "Ole Man River" (T. B. Harms, ASCAP).

THE PLATTERS

The Great Pretender (Pera, BMI)—Mercury 70753—This great act, currently riding way up on the r.&b. and pop charts both with "Only You," has a hunk of great follow-up material here. It's a strong song with definite two-market potential again. The flip is a three-beater, "I'm Just a Dancing Partner" (Admont, ASCAP). It's different, and this, too, has a good chance.

JOE TURNER

Morning, Noon and Night (Progressive, BMI)
The Chicken and the Hawk (Tiger, BMI)—Atlantic 1080—The reputed "Boss of the Blues" could take off with either or both of these, with a likely front-runner in the top-side. That one is by Calhoun, writer of "Shake, Rattle and Roll," etc., and it's in the same vein. The flip is an unusual idea projected with some funny lines, and a great funky flavor. Both sides jump.

B. B. KING

I'm Cracking Up Over You (Modern, BMI)—RPM 450—King's hit streak should keep right on sailing with this entry. It's a medium tempo blues, with the man's usual potent pulsation and some heart-rending sentiments. The flip is a brisk "Ruby Lee" (Modern, BMI).

R & B Territorial Best Sellers

For survey week ending November 23

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Only You, Platters, Mer.
2. Don't Start Me Talkin'
S. B. Williamson, Che.
3. Steamboat, Drifters, Atl.
4. Tutti Frutti, Little Richard, Spe.
5. Hands Off, J. McShann, VJ
6. Play It Fair, L. Baker, Atl.

Charlotte

1. Tutti Frutti, Little Richard, Spe.
2. Hands Off, J. McShann, VJ
3. All Around the World, L. W. John, Che.
4. Play It Fair, L. Baker, Atl.
5. Adorable, Drifters, Atl.
6. At My Front Door, P. Boone, Dot
7. Only You, Platters, Mer.
8. I Can't Go On, F. Domino, Imp.
9. I Hear You Knockin', S. Lewis, Imp.
10. Thirty Days, C. Berry, Cha.

Chicago

1. Only You, Platters, Mer.
2. Hands Off, J. McShann, VJ
3. Blackjack, R. Charles, Atl.
4. He, A. Hibbler, Dec.
5. I Hear You Knockin', S. Lewis, Imp.

Cincinnati

1. Hands Off, J. McShann, VJ
2. Big John, T. Turner, Wng.
3. At My Front Door, El Dorados, VJ
4. How Come My Dog Don't Bark?
P. Patridge, Cat.
5. Blackjack, R. Charles, Atl.

Detroit

1. When You Dance, Turbans, Her.
2. Sanafee, B. B. Warren, Got.
3. Only You, Platters, Mer.
4. Smokey Joe's Cafe, Robins, Ato.
5. Hands Off, J. McShann, VJ
6. You Tickle Me Baby
Royal Joker, Ato.

Los Angeles

1. Only You, Platters, Mer.
2. Four Me, F. Domino, Imp.
3. Witchcraft, Spiders, Imp.

4. Adorable, Coils, Via.
5. At My Front Door, El Dorados, VJ
6. Seventeen, B. Bennett, Kng.
7. Hands Off, J. McShann, VJ
8. Tutti Frutti, Little Richard, Spe.

New Orleans

1. Feel So Good, Shirley & Lee, Ala.
2. Only You, Platters, Mer.
3. Play It Fair, L. Baker, Atl.
4. Poor Me, F. Domino, Imp.
5. When You Dance, Turbans, Her.
6. I Hear You Knockin', S. Lewis, Imp.
7. Adorable, Drifters, Atl.

New York

1. Only You, Platters, Mer.
2. Adorable, Drifters, Atl.
3. Hands Off, P. Bowman, VJ
4. Crazy for You, Heathbracks, Hul.
5. I'm Lost Without You
D. Washington, Mer.

Philadelphia

1. Play It Fair, L. Baker, Atl.
2. Hands Off, J. McShann, VJ
3. I Concentrate on You
D. Washington, Mer.
4. At My Front Door, El Dorados, VJ
5. Zindy Lou, Chimes, Spe.
6. Why Don't You Write Me?
Jacks, RPM

St. Louis

1. Hands Off, J. McShann, VJ
2. All Around the World
L. W. John, Kng.
3. Only You, Platters, Mer.
4. Don't Start Me Talkin'
S. B. Williamson, Che.
5. Poor Me, F. Domino, Imp.
6. At My Front Door, El Dorados, VJ

Washington, D. C.

1. Only You, Platters, Mer.
2. Hands Off, J. McShann, VJ
3. At My Front Door, P. Boone, Dot
4. At My Front Door, El Dorados, VJ
5. I Hear You Knockin', S. Lewis, Imp.
6. Adorable, Drifters, Atl.
7. Maybelle, C. Berry, Che.

Reviews of New R & B Records

THE EL DORADOS
I Begun to Realize...79
VEE-JAY 165—The boys sob out a dramatic vocal interpretation on a moving theme, with a powerful performance by the lead singer. (Tollie, BMI)

I'll Be Forever Loving You...76
A swingy rendition of a bouncy rhythm ditty with a solid beat. (Tollie, BMI)

of power in this attractive slicing. Mighty listenable ooking supports his vocal effort, and the side builds in interest. (Veneis, BMI)

That Girl I Married...74
There's a hopping beat behind Myles as he chants a complaint against his mate. Good listening on this side, too. (Veneis, BMI)

SUE ALLEN
Set a Wedding Day...78
GROOVE 130—The talented story, here solo without Oscar Black, sets

BIG BOY MYLES
Who's Been Fooling You?...74
SPECIALTY 364—Myles shows lots

(Continued on page 63)

TARZAN AND THE DIGNIFIED MONKEY



WILLIE MAE "Hound Dog" THORNTON

b/w
"HOW COME"
#1654

THE SCAMPS
Initial Recording

"YES MY BABY"
b/w

"WATER PROOF"
#1655

"WHO'LL BE THE ONE"

b/w
"ON THE JUDGMENT DAY"

Featuring
THE SENSATIONAL NIGHTINGALES

#1743

PEACOCK RECORDS, Inc.
2809 Erastus St. Houston 26, Texas

THE FINAL CURTAIN

AYERS—Ruby M., 72, prominent English author of more than 100 romantic novels...

BUCHAROFF—Simon, 74, composer, music editor and orchestrator for Warner Bros. Studio...

CASE—Lou Jr., 25, a member of Jimmy Palmer's orchestra, November 20 in an auto crash at Waterbury, Neb...

GEDDIS—George, 57, veteran bar and ring performer, November 16 in Hollywood...

HUDSPETH—Ferdita, 55, actress for many years in England and the U.S., November 18 in East Islip, N. Y.

JACOBSEN—Jacob, 50, veteran Danish actor and movie theater owner, in Copenhagen November 12...

LORING—Foster, 78, San Antonio civic leader and member of the Circus Fane Association...

MARTELLO—James, 36, a member of Jimmy Palmer's orchestra, November 20 in an auto crash near Waterbury, Neb...

McMANUS—John G., 58, head of exploitation for Warner Bros., November 13 at St. Joseph's Hospital, Burbank, Calif...

MILLICAN—James, 41, motion picture actor, November 24 at Glendale Hospital, Glendale, Calif...

MORGAN—William, 75, one-time stage and vaudeville performer, November 17 in Pontiac, Mich...

RENN—Jack, 23, a member of Jimmy Palmer's orchestra, November 20 in an auto crash at Waterbury, Neb...

RESTOPFF—Leon, 72, popular Danish singer and pianist, November 23 in Copenhagen...

To the Memory Of our very best friend ROSE RUBACK Who passed away December 5, 1950...

SCHROEDER—Mrs. Lella Bestl, 79, former singer and lyric writer, November 18 in New York...

SHIFFIELD—Dan, 25, a member of Jimmy Palmer's orchestra, November 20 in an auto crash near Waterbury, Neb...

WALLACE—Francis J., 46, president of Local 117, American Federation of Musicians, November 15 at Tacoma, Wash...

MARRIAGES

BENNEWIS—JENSEN—Sanny Bennewis, son of the Danish circus owners, Irene and Eli Bennewis...

NEDERLANDER—BROWN—Joseph Nederlander, associated with his father in the operation of the Shubert-Lafayette Theater...

SCHULZ—BRAGG—Lloyd Schulz, non-pro, and Roberta Bragg, daughter of Mr and Mrs. George Bragg...

FOLK TALENT AND TUNES

Continued from page 60

banjo; Ray DeLorge, fiddle, and Roberts, steel guitar... Johnny Banks, besides spinning a daily show from 11:30 a.m.-1 p.m. over KRDU...

Farmer Red is spinning the country and western stuff over KVSM, San Mateo, Calif... Cavalier recordings by Western McGee, Vance Marshall, Patsy Montana and the Bar 10 Ranch Boys...

BIRTHS

JAMES—A daughter, Debra Kay, to Mr. and Mrs. J. C. James recently in Brandon, Man. Parents are known as Sam and Diane in business and with the W. D. (Ray) Cowan roadshow.

KELLEY—A daughter, Stacia, to Mr. and Mrs. Emmet Kelley recently in Sarasota, Fla. Father is dean of circusdom's and-faced clown. Mother was one-time aerialist with the Ringling Bros. and Barnum & Bailey Circus.

REID—A son, Albert William, to Mr. and Mrs. Jack Reid recently in Shippenville, Pa. Father is cookhouse operator.

TAFT—A daughter to Mr. and Mrs. David Taft recently in Christ Hospital, Cincinnati. Father is executive vice-president of Station WKRC-TV, Cincinnati.

Reviews of New R & B Records

Continued from page 63

L'IL MILLET Hopeless Love... SPECIALTY 565—Individual style of Millet comes thru the grooves in interesting fashion as he laments a romantic disappointment...

CARMEN TAYLOR The Bride Should Have Been Me... OKEH 7064—Seeing her rival marrying the man she expected to marry, the singer shouts out her blues...

ALBERTA HALL Let Me Dream... SPECIALTY 562—Spiritual flavor, but the message is romantic. Alberta Hall sells it nicely, and the side ought to grab off spins...

Oh! How I Need Your Love... Slow ballad is sung effectively by the thrush. Good backing helps put the item across...

THE SOUNDS No Unnecessary... MODERN 975—The lead singer projects a lot of emotion in this ballad and gets fine harmonic support from the rest of the group...

SAM (THE MAN) TAYLOR Taylor Made... M-G-M 12131—A slow, groovy dance instrumental with Taylor wailing way out on tenor...

JOHNNY FULLER Black Cat... HOLLYWOOD 1773—Considering his streak of misfortune, Fuller believes a black cat must certainly have crossed his trail...

RICHARD BERRY Big John... RPM 448—A cover of a recent Titus Turner disk. Giving to a catchy

Village Cafe Installs Hi-Fi

NEW YORK, Nov. 26. — Cafe Bohemia, Greenwich Village jazz bistro, has recently installed what is believed to be the first hi-fi public address system in this area...

The installation was made and tested by the Siegel Electric Company of the Bronx. The key to the system is the use of four separate microphones on the bandstand...

Output stage includes a hi-fi amplifier, driving two 15-inch speakers. A velvet drop hung directly behind the musicians on the stand is said to insure cleaner sound.

rumba-blues beat. Berry turns in an exciting reading. (Chilton, BMD) Roekin' Man... This medium tempo material doesn't suffer Berry much to work with, but he invigorates it with lively spritz. (Modern, BMD)

JIMMY NOLEN You've Been Goofing... FEDERAL 12246 — Cleflet Nolen turns warbler for his first disk. Acceptable offering, but no powerhouse. (Armo, BMD) I Can't Stand You No More... Similar stuff in material and performance. (Armo, BMD)

JOE AND URSULA Let's Face It... IMPERIAL 5371—The duo harmonizes effectively in this swingy material. With stronger stuff to work with, they could attract a lot of attention. (Commodore, BMD) The Good Book... A solid rock item with a sentiment unusually moral for r.&b. material. The beat is catchy all the same. (Commodore, BMD)

MAXWELL DAVIS ORK Thunderbird... RPM 449—Paced by Davis' gutsy tenor sax, the band swings in a relaxed way thru this dance instrumental. An unpretentious, but appealing side. (Modern, BMD) Bluesville... Over a simple blues figure, repeated in the most insinuating way, the band belts out an attractive slow rock opus. (Modern, BMD)

THE PYRAMIDS Someday... HOLLYWOOD 1047—Fair harmony on this ballad, but the material carries little weight. (Golden State, BMD) Bon Wow... The basic idea of this material is humorous and might have been brought off if it were not repeated to the point of irritation. (Minor-tone, BMD)

HOCUS-POCUS

By BILL SACHS

RALPH SLATER, hypnotist-magician, has opened his own nitery, the Svengali, on the Miami-Miami Beach 79th Street Causeway... Prince Julian has returned to New York after a week at the Palmero Club, Montreal...

to be 100 per cent by the time the Columbus Magi-Fest comes up February 2-4. P. C. SORCAR, Hindu conjuror, who began a week's stand at the Etoile Theater, Paris, November 15...

BURLESQUE BITS

By UNO

Felice Ridgeway, long associated with RKO theaters and more recently with the New York Academy of Music in an executive capacity, is laid up in her home with a heart ailment and would like to hear from friends...

holdings in Miami and established a permanent residence in Morelos, Mexico... Ivan Pechner and Phil Dorfman have completely renovated their Taft Hotel in Philadelphia...

Be a Booster for MILTON SCHUSTER New booking Exotics—Theaters—Night Clubs—Carnivals. BOBBY GOODMAN IN CHARGE CLUB DEPT. 127 N. Dearborn St. Chicago 2, Ill.

All the news of your industry every week in The Billboard...

Winkley \$\$ Up 10% Despite Fewer Races

CHICAGO, Nov. 26.—Despite fewer auto race meets than in '54, Auto Racing, Inc., this year racked up gross receipts that were 10 per cent ahead, Frank Winkley, manager, announced. This year a total of 60 meets were operated compared with 76 last year, but several exceptionally strong late model stock car races liked the gross.

For the third straight year the organization paid out more than \$150,000 in prize money to drivers and car owners, and the average purse per meet was over \$2,500.

Fair business, some of which was affected by poor crop conditions, held up to '54 in most cases and several annuals, that had been

Canada Fairs Organize Loop For Bookings

MEDICINE HAT, Alta., Nov. 26.—Medicine Hat Exhibition and Stampede has joined with Lethbridge, Moose Jaw and Swift Current for the booking of midway, grandstand acts and rodeo stock for their summer shows.

The arrangement was confirmed at the annual meeting of the Medicine Hat organization. Already contracted are Royal Canadian Shows and Bob di Paolo's acts.

The move follows the breaking away from the B fairs circuit of Lethbridge and Moose Jaw, due to dissatisfaction with dates.

Medicine Hat will continue its affiliations with the Southern Alberta Rodeo Circuit.

Dates of the four exhibitions for 1956 are: Swift Current, Sask., July 2-4; Moose Jaw, Sask., July 5-7; Medicine Hat, Alta., July 19-21; Lethbridge, Alta., July 26-28.

The annual meeting at Medicine Hat re-elected Mack Higdon as president for the 10th straight year. Other officers re-elected are: D. A. Scholten, first vice-president and managing director; Henry Cavan, second vice-president; Lorne Thompson, third vice-president; E. V. Elford, secretary-treasurer.

The annual report for the year ended August 31 showed a profit of \$4,473, compared with a profit of \$79 last year, bringing the liquid surplus total up to \$55,595. The increase was said to be due mainly to lesser expenditures for repair and upkeep.

Washington Fairs Set '56 Dates at Meeting

SPOKANE, Nov. 26.—Washington State Fair dates for 1956 were announced at the annual convention of the Washington Fairs' Association here last weekend (18-19).

G. Merton Dick, Waterville, manager of the North Central Washington Fair, was elected president to succeed Joel F. Gould, Olympia. Donald M. Clark, Shaw Island, was elected vice-president. Wendell W. Prater, Ellensburg, was re-elected secretary-treasurer. Kenneth Killingsworth, Benge, and Paul Creighton, Grandview, were named to the board of directors.

Longview was selected as the 1956 convention city and November 16-17 as the meeting dates. Area meetings were set for March 17 in Olympia, March 24 in Mount Vernon, March 31 in Wenatchee and April 17 in Spokane.

A record attendance of about 110 persons turned out here despite

previously hurt by drought conditions, came up with new highs to offset those that were down.

At the Minnesota State Fair, largest date on the Winkley schedule, a total of 192,000 spectators saw the speed events. This engagement has already been recontracted by Winkley for 1956.

Snyders Frame New Turn With White Boxers

CINCINNATI, Nov. 26.—Fay and Bill Snyder, of Snyder's Boxers, have just concluded a two-week stand at the Cat and Fiddle nitery here, announced this week that they have framed a new act employing all white (albino) Boxers, which breaks in on Christmas dates in the Detroit area in two weeks.

The Snyders spent nearly two years recruiting white Boxers for the new act. Their current nitery turn employs 10 faun Boxers and a Chihuahua. The new act will employ a like number of canines and will enable the Snyders to present two separate acts. E. B. Radcliffe, drama and nitery editor of The Cincinnati Enquirer, devoted nearly a column to the Snyders and their Boxers in Wednesday's (23) edition. Yarn was accompanied by a two-column picture of the Snyders.

Fay Snyder is the daughter of Carl Romig, of the well-known circus team of Romig and Rooney. Bill, trampoline and trapeze artist, doubled for Cornel Wilde in the catcher tricks in the flying act featured in "The Greatest Show on Earth." The Snyders appeared most of the summer with the Tom Pack's show.

NSA BANQUET JOTTINGS

Party Turnout Lags, No Cause for Worry

NEW YORK, Nov. 26.—Attendance-wise it added up to an off year for the National Showmen's Association banquet and ball with the unaudited account running to something more than 700 as against the something more than 800 a year ago. The result, however, could not be charged to lagging interest. Rather, the fault seemed to be in late and distant show closings and the fact that several

of the sparkplugs were tied up with important business deals of their own during the ballyhoo period.

Parade Watchers

John W. Leahy, general manager, and his assistant, Irving Jarvis, of the Danbury (Conn.) Fair, were on the street bright and early Thanksgiving morning to view the Macy parade. Leahy and Jarvis put together an excellent parade annually at the Danbury event and part of the reason is that they never miss anyone else's effort if they can help it.

No Turkey

For the second year in a row, diners were treated to roast beef instead of the traditional turkey on the holiday eve. Approval seemed to be unanimous.

Palisades Group Leader

Palisades Park seemed to have walked off with over-all entertaining honors, as usual. The World of Mirth led the carnivals with large delegations from Canada and its home town, Richmond, Va. Among the latter were Ben Tucker and Mrs. L. T. Christian. The James E. Strates Shows also were well represented.

Haberdashry Note

Sartorial splendor marked Bennie Weiss. He was the only one attired in what appeared to be a charcoal grey tuxedo. Ben and Martha did the town and then planned for more of the same at Chicago.

N. C. Welcome

Norman Y. Chambliss, president of the North Carolina Association

G. E. to Pick Tab on Barnum Ballyhoo Show

BRIDGEPORT, Conn., Nov. 26.—Ringmaster Joseph W. Ganim of the 1956 Barnum Festival, annual five-day celebration honoring the memory of Bridgeport's greatest citizen, the late P. T. Barnum, has announced the appointment of four deputy aides.

They are Joseph Neidermeir, who will have general supervision of parades, clowns, transportation, Navy and costumes; William R. Townes, program, yacht regatta, and champion contests; Raymond C. Lyddy, Ballyhoo show and promotion; John Shentop, ticket sales, Jenny Lind contest, King and Queen contest, and municipal activity.

The 1956 celebration will be spread over a 10-day period instead of five days as formerly, and will start June 28. The Ballyhoo show will be entirely sponsored by the General Electric Company.

10-DAY COURSE OFFERED

Free School Part of Sands' Modus Operandi

NEW YORK, Nov. 26.—If next season's business is anything like the season just concluded, Hal Sands of this city will again have more than 80 dancing girls on the road as the backbone of grandstand reviews.

One of many talent suppliers in evidence at the Chicago meetings, Sands' aim is to convince buyers that his precision-dancing lines are the best anywhere, with the expectation that bookers will turn to

Two IMCA Race Ops To Carry Light Units

CHICAGO, Nov. 26.—The two operators of auto racing under the banner of the International Motor Contest Association, Frank Winkley and Al Sweeney, this week announced they will carry portable lighting systems next year to make night racing available at fairs and race tracks not equipped with light installations.

Winkley, who heads up Auto Racing, Inc., has under construction a completely portable night floodlighting unit designed for half-mile tracks. Besides furnishing lights for his own engagements, Winkley's new Porto-Flood Lighting Company will build units to sell to groups of fairs or other race operators. The complete unit for half-mile ovals will consist of six mobile generators, 48 1,000-watt floodlights and six 30-foot telescoping light towers. A complete unit will sell in the neighborhood of \$15,000, Winkley said.

Sweeney, top man of National Speedways, Inc., announced that he had signed an exclusive contract with Charles F. Connolly, Lake

Success, N. Y., track lighting expert, for the rental of a portable lighting plant to be used at State and county fairs. Connolly this year furnished a lighting unit at the Wausau, Wis., Fair, where night racing was introduced for the first time.

Sweeney also announced he had signed Fay Tylour, of Dublin, Ireland, to drive race cars at Southern and Midwestern fairs in '56. Miss Tylour has for years driven in auto races in England, Australia and New Zealand, Sweeney reported.

Calgary Ex Seeks 200G

CALGARY, Alta., Nov. 26.—Formal application for a federal government grant of \$200,000 has been made by the Calgary Exhibition and Stampede board. It followed close on the heels of an announcement that a grant of \$100,000 had been approved by the provincial government.

The federal grant is sought to aid in agricultural department expansion of the exhibition and stampede. The provincial grant will also go toward a long-range agriculture program.

The exhibition board is asking the federal government for \$100,000 on behalf of winter fair activities and an additional \$100,000 under general exhibition expansion.

If received, \$100,000 will be apportioned to the new \$300,000 extension to the present livestock building, and the balance will be allocated to renovation of the present stock pavilion, which will include the building of dormitories and a restaurant for stockmen.

Recently the exhibition board called for tenders for construction of a \$300,000 addition to the present livestock building and other improvements and extensions to

(Continued on page 66)

George Geddis Passes Away

HOLLYWOOD, Calif., Nov. 26.—Funeral services were held here Tuesday (22) for George Geddis, 67, long-time bar and ring performer, who died here November 16, following a short illness.

Geddis and his widow, Bess, he performed at fairs and celebrations for many years. They made their home in Grand Rapids, Mich. Burial was in Hollywood Hills Forest Lawn Cemetery.

2 Holiday Units May Play Fairs; Firm Resumes Ice Vogues Title

CHICAGO, Nov. 26.—Whether Holiday on Ice, Inc., will route another unit to fair dates will be determined by results of booking efforts in progress at the outdoor conventions at the Hotel Sherman here this week.

Morris Chalfen, president of the firm, is heading the iceer's delegation. During the past season, his second unit scored record business at several fairs on its expanded route of outdoor and summer engagements.

Next season, the second unit is scheduled to go back to its original title, "Ice Vogues." In 1955 it operated under the "Holiday on Ice" title, like the No. 1 unit.

It is the first unit which would go to fairs in 1956 if the demand is great enough. The show usually opens in September and closes in May. The second unit this year operated thru the summer and well into November by playing fairs.

A year ago "Holiday" was unprepared for what proved to be great demand by fairs. If the same number is interested this time around, and some more turn up as well, "Holiday" will be ready, staffers say.

The organization has a dozen portable ice rinks at its disposal and it is able to hopscotch them so that they usually are set up two towns ahead of the show. The tanks are 140 by 60 and 100 by 60 and require 36 hours to acquire a workable ice surface.

"Holiday's" advance staff, working under John Finley, promotion chief, out of the New York office, includes Paul Dempsey, Art Johnson, Art Sellig and Ray Rice. Skee Goodhart is company manager of the "Holiday on Ice" show, and Sid Cohen manages "Ice Vogues." George Tyson is executive producer.

(Continued on page 66)

(Continued on page 69)

Some Backers Revealed For Arena in Hartford

HARTFORD, Conn., Nov. 26.—Local and out-of-State interests will be associated with A. J. Bronstein, Hartford outdoor theater developer, in construction of the proposed \$2,500,000 multi-purpose arena in Hartford's North Meadows section.

Bronstein, also head of B & J Paper Company, East Hartford, presided at an organizational meeting of backers Friday (18) at the paper company's offices.

Israel Citron, retired Trenton, N. J., businessman; Israel Bregman, of Bregman Electric Company, and Anthony Paoletta, of Toto Electric Company, both of Hartford, and Ross Phipps Company of Meriden, Conn., are among those investing with the Bronstein organization.

A meeting is planned with Mayor-elect Joseph V. Cronin to discuss the city's plans for a similar project in the North

Meadows. Dr. Philip T. Sehl, of the municipal auditorium committee of the Greater Hartford Junior Chamber of Commerce, which has been backing arena plans for several years, is expected to attend.

Arena use is envisioned for basketball, hockey, dancing, ice shows, boxing, bowling, wrestling, conventions and the like, with seating capacity upward of 10,000.

"Once we obtain zoning approval," said Bronstein, "we would start actual construction later this winter, for a possible opening by mid-1956."

300 FT. HIGH

Bklyn. Plans Weatherproof, Domed Stadium

NEW YORK, Nov. 26.—An all-weather ball park, suitable for virtually every type of entertainment, might be the result of studies into attendance problems of the Brooklyn Dodgers, which earlier this year said they would move out of Brooklyn unless some help was offered.

Altho turnouts for ball games have not been alarmingly low, Ebbets Field has proved woefully inadequate to handle crowds which desire to see the games. The park seats 34,000 and many potential customers do not even show up at some games, knowing they would be unable to get in. The club figures it lost 200,000 admissions because of limited space and weather interference last year.

The latest offering is a 52,000-seat park, covered with a 300-foot-high clear dome. Plans are for the park to have controlled temperature inside and unobstructed vision from all angles.

A model has been erected at the Princeton University School of Architecture, and 25 men are working out the details. If built as envisioned, the new stadium would be an ideal setting for sports, circuses, rodeos and any other show endeavor.

Strong Intros New Light

TOLEDO, Nov. 26.—The Strong Electric Corporation has announced a new direct current powered arc spotlight called the Super Trouper.

Unit has a built-in power conversion unit. Strong officials announced. Other features include a combination transformer and selenium rectifier which draws only 10 amperes from the 220-volt a.c. power source and converts it to d.c. current of the proper voltage. The optical system has a silvered glass reflector, carbons are fed automatically by an electric motor, and a tap-changing switch in conjunction with an indicating meter enables the operator to quickly adjust the arc power regardless of line voltage.

A small blower serves to cool the selenium conversion unit and the vertical tilt pivot is adjustable between 42 and 55 inches from the floor, the manufacturer points out.

DETROIT, Nov. 26.—Jack O'Dare, press agent for thrill shows and auto racing the past several years, has opened an office here for the booking of attractions and handling publicity for outdoor and indoor events. O'Dare was formerly associated with the James E. Strates' Shows, Bill McGaw's thrill show, Swenson Thrillcade, Jimmy Lynch Death Dodgers, the Congress of Canadian Daredevils and Auto Racing, Inc. His offices are at 90 Stinson Street and at the Gus Sun Agency, 504 Park Avenue Building.

AUDITORIUMS-ARENAS

Auto Thrill Shows, Races Steer for Arenas, Coliseums

By TOM PARKINSON

New prospects for motor shows to appear in arenas are pointed up this week from two directions. One is in the form of a troupe of midget auto race drivers who will make one-day stands in Canadian arenas. The other comes from the auto thrill show field.

The Canadian racing organization works out of Ottawa and includes nine (soon to be 12) cars, and a roster of 22 drivers, mechanics and others. It opened at the auditorium in Ottawa to fair business and also did fair at Pembroke. The program calls for seven races each night, and a clown works between heats. Plans call for the unit to work in arenas until April and then outdoors, with stock car promoter Bert Sandham as the operator.

Aut Swenson, whose Thrillcade is one of a dozen or so auto thrill shows touring the country, uses his experience in playing the Hope, Ark., Arena as a basis for saying that the motor marvels are readily adaptable to indoor performances.

The main requirement for staging a thrill show indoors is that the building have at least one outside entrance thru which cars can enter at good speed. They can't work up needed speed in the building, but they can perform all the important thrill show routines inside once they have the speed.

There are complications which would have to be considered but which are more easily met than the door requirement. One is that the outside starting area for cars would have to be kept free of ice. Another is that the arena floor would have to have a dirt surface.

Swenson states that a one-door arena could house such stunts as fire wall crashes, slides, the T-Bone crash and crash rolls. A two-door arrangement, allowing for a fast exit as well as entrance, could handle ramp-to-ramp jumps, four-car precision driving and other features.

The appearance in the Arena at Hope included not only the auto thrill events, but also motorcycle stunts, a device that catapults a car into a triple somersault, and the act in which a man seals himself in a casket and then "blows himself up." The Hope building's working area for the show was 87 feet wide and 200 feet long.

Standard territory for the thrill shows has been the race tracks, mostly those at fairs. The shows also play independent dates thru the earlier part of the summer. In Swenson's view there is no reason why it wouldn't be practical for a thrill show to play a route of indoor arena engagements thru the winter.



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Kansas City Outdoor Rink Opens Gates

KANSAS CITY, Kan., Nov. 26.—Capacity crowds of winter sports enthusiasts welcomed the return of ice skating to the Greater Kansas City area this week.

The new \$100,000 outdoor rink of George Bennett's Lakeside Club at 3300 North 91st Street, west of Kansas City, opened November 17 with the mayors of five nearby cities participating. It was the first time in five years that the area has had a facility for the winter sport.

Business was brisk at the opening and all indications were it would be maintained thruout its nine-month season. The rink, which is standard hockey size, 85 by 185 feet, will be operated thruout the year except for the hottest months, June, July and August.

George Bennett Enterprises, which also built and operates Lakeside Stadium that returned major big-car racing to this area this year for the first time in 32 years, also draws revenue from a two-story building at the end of the rink. The structure includes a skate shop for the rental and sale of skates; a huge gallery, snack bar, lounge replete with fireplace, lodge, resting place for skaters, and other concessions.

Admission is 50 cents. Sessions on weekdays begin at 3 p.m. and 8 p.m., and on Saturdays and Sundays at 10 a.m., 2:30 and 8 p.m.

No. Platte Rodeo Broadens Pitch For Dude Traffic

NORTH PLATTE, Neb., Nov. 26.—The 74th annual Buffalo Bill Rodeo will hypo its attraction program in '56 with an increased pitch for the tourist trade, H. B. Manners secretary-manager, announced.

"For many years North Platte has been one of the finest rodeos in the nation, but being primarily in cattle country it has been strictly a cowboy's rodeo," Manners said. Next year the organization will

hold the rodeo in the afternoon and has signed a "Grand Ole Opry" unit as the evening grandstand fare.

Manners said in another move to capture more tourist trade, they will play up the color and western atmosphere available in the area. They will also use many Indians during the rodeo and in the historical pageant. Stock will again be furnished by Beutler Brothers of Elk City, Okla.



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Earl Newberry
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Cycle Troupe

CHICAGO, Nov. 26.—The Cytrix Troupe, an English unit of motorcycle stuntmen, has been signed by Newberry Thrill Enterprises for a limited tour of the U. S. The cyclists will be an added attraction to the Newberry auto thrill show.

For several years the Cytrix group has performed at agricultural shows in the British Isles and in leading stadiums and race tracks, Newberry said. During its tour it appeared before Queen Elizabeth and other members of the royal family and has been seen on BBC television on several occasions. They were also in the English-made motion picture, "Stunt Men."

Newberry presented them as an added feature in the Abe Saperstein-Newberry Hollywood Motor Rodeo during its Paris engagements last June and immediately arranged for their '56 tour of this country.



J. C. (HUSKY) HUSKISSON (right), manager of the Florida State Fair, Tampa, has built a strong managerial team within a short time in his drive to develop the Tampa exposition, M. E. Twedell (left), formerly secretary of the Oklahoma Free State Fair, Muskogee, this year joined as Huskisson's assistant, Ray P. Speer (standing), veteran publicity-advertising director of the Minnesota State Fair, St. Paul, assumed a like post at Tampa in 1953. Speer continues as press chief of the Minnesota State Fair, spending the spring, summer and early fall in St. Paul, the rest of the year in Tampa.

UNDER THE MARQUEE

Jorgen Christiansen, who has been with Polack Eastern this year, is making the Macy date in New York for Polack. His animals and the show's elephant laid over at the Trenton, N. J., fairgrounds between that and the end of the regular season. Christiansen will return to his Fulton, Ind., home and start breaking in a new guano for his Story Book act. He will play Christmas shows in Fort Wayne, Ind., December 17-18 for the June Darling office. With room to spare, Christiansen invites troupers to stop off at his farm this winter.

F. Robert Saul, who handled press for Fred Buchanan shows and other old-timers, is at the Masonic Home, Alma, Mich. . . . Jack LaPearl and Jack Harrison have doubled up for clowning. They are at New Orleans for Tom Packs' Circus, along with clowns Jimmie Davison, Bozo Harrell, Teto Flint, Arden Beecher and Billy Irwin.

Dick Doud writes that clowns at the Houston Shrine show were

Billie Burke, Lew Kish, Roy Barrett, Jeff Murphree, Charlie Lewis, George LaSalle, Happy Kellems, Van Wells, Peggy Kline, Slim Williams, Grover Newton, Charlie
(Continued on page 77)

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Miller Bros.: Norfolk, Va. 29-30; Lynchburg Dec. 2-3; Richmond 6-8. Polack Bros.: Western; Charleston, W. Va., 29-Dec. 4. Ringling Bros. and Barnum & Bailey: Orlando, Fla. 29; Fort Myers 30; Lakeland Dec. 1; St. Petersburg 2; Sarasota 4 (season ends).

Ice Shows

Hollywood Ice Revue: Milwaukee, Wis., 29-Dec. 4; Winnipeg, Man., 7-14; Chicago 25-Jan. 10.
Holiday on Ice No. 1: Toledo, O., 29-Dec. 4; Kansas City, Mo., 6-11; Rock Island, Ill., 25-Jan. 2.
Holiday on Ice (European): Durimund, Germany, 29-Dec. 4; Rotterdam, Holland, 5-23; Bruxelles, Belgium, 24-Jan. 10.
Holiday on Ice (Far East): Medan, Indonesia, 29-Dec. 3; Bangkok, Siam, until Jan. 5.
Holiday on Ice (South America): Lima, Peru, 29-Dec. 4; El Salvador, C. A., 7-21; Guatemala, Guat., 23-Jan. 5.
Ice Capades of 1956: Montreal, Que., 29-Dec. 4; Springfield, Mass., 5-11; Rochester, N. Y., 12-18; Boston, Mass., 26-Jan. 11.
Ice Capades International: Fresno, Calif., 29-Dec. 11; San Diego 12-18; Spokane, Wash., 26-Jan. 2.
Shipstada & Johnson's Ice Follies of 1956: Hershey, Pa., 29-Dec. 3; New Haven, Conn., 4-11; Philadelphia, Pa., 29-Jan. 15.

Cow Palace Rodeo Attendance Up 9%

SAN FRANCISCO, Nov. 26.—Attendance at the 1955 Grand National Livestock Exposition, Horse Show and Championship at the Cow Palace showed an increase of 9.2 percent over 1954, Porter Sesnon, president of the board of directors, revealed this week.

Total attendance for the 15 performances between October 28 and November 6 reached 136,616, according to final report submitted by Nye Wilson, secretary-manager of the Cow Palace. Attendance in 1954 was 125,094. Show featured the Riders of the Andes, a troop of Chilean Mounted Police.

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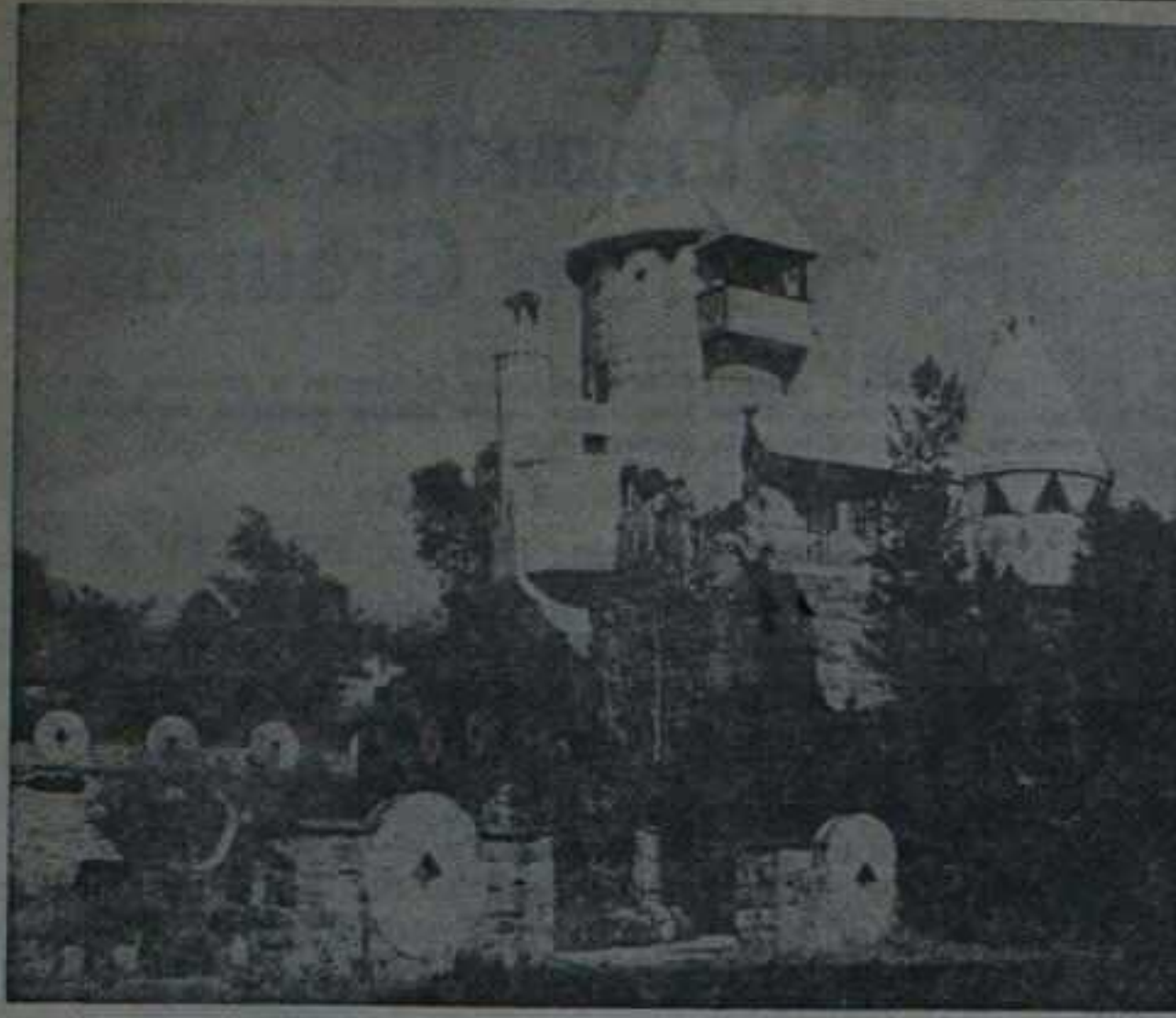
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THE ORNATE GINGERBREAD CASTLE, Hamburg, N. J., has been an attraction for youngsters for nearly 30 years. Those who came as youngsters when the place first opened now are returning with children of their own to be entertained by the same nursery-rhyme characters depicted thruout.

NEW JERSEY FAIRYLAND

Early-Day 'Fantasy' Castle Updates With Kiddie Train

VISITORS to the Gingerbread Castle, where little Hansels and Gretels take them on tour, now ride in a miniature diesel streamliner thru the castle grounds at Hamburg, N. J.

That's where F. H. Bennett built this "fantasyland" before there was a Kiddieland or Disneyland and even before there was much in the way of kiddie rides. The attraction consists of a full-sized stone castle with candy, cookie and animal

trim and decoration. Nursery rhyme characters are placed thruout the interior. The Miniature Train was added this season as an extra feature along with the food novelty concession.

How the castle came into being goes back to 1928. That's when Bennett saw a stage production of "Hansel and Gretel" and determined to build a full-scale version of the settings. He retained Joseph Urban, famous set designer, to prepare the plans. Construction required two years and \$250,000.

The layout depicts such characters as Snow White and the Seven Dwarfs and the Three Little Pigs, as well as others which also got the Disney treatment later. In addition, there are such other statues and decorations as Humpty Dumpty, Prince Charming, Aladdin and the Old Witch.

The castle is open daily April until December and then on weekends only thru March. Hours usually are 10 a.m. to 5:30 p.m., and admission is 25 cents. Picnic and parking facilities are free. Special arrangements are made for organized groups of youngsters.

Two Levy Rides Set Up In Memphis Toy Dept.

MEMPHIS, Nov. 26.—J. C. Levy, Kiddieland operator at Fairgrounds Park here, has set up two devices in the toy department of Bry's department store for the pre-Christmas season, an Allan Herschell Auto and Ewart's Street Car. In order to use the Street Car a special commutator was devised to encircle a square post and trackage smaller than the original is being used. The rides are two of the seven Levy operates at the park.

Custom Railroad Planned for Zoo At Portland, Ore.

PORTLAND, Ore., Nov. 26.—A custom-made miniature railroad has been recommended for Portland's proposed zoo by the Zoo Commission.

The group visited zoos and amusement parks in 35 cities before deciding a stock train available from amusement device manufacturers would not answer the needs of Portland's zoo, now in the planning stage. The ride will provide views of most areas of the new zoo, for which the voters last year approved tax measures to raise \$3,800,000.

Recommendations

Earl said the commission urged a Miniature Train that would attract adults as well as children. Among features recommended by the commission are:

Seats wide enough to seat two adults side by side; cars provided with detachable plexiglass roofs, perhaps modeled after vista-dome cars; a 24-inch gauge or wider, instead of 16-inch gauge.

The commission estimated the train, station, loading platforms, crossing signals, block signals, trestles and a tunnel would cost \$108,000.

Earl said the commission estimated 258,000 riders a year at the start, with charges 25 cents for adults and 15 cents for children, for an eventual gross income of \$50,000. The commission believes two or three separate trains eventually will be required.

New Kid Spot Is Started at Winston-Salem

WINSTON-SALEM, N. C., Nov. 26.—A new Kiddieland is under construction at Tanglewood Park, part of the properties administered by the Reynolds Foundation. Revenue from the project will be used to help defray the cost of maintaining the property for the benefit of the public.

A Merry-Go-Round and a Miniature Train are being donated by Frank Bergen, general manager of the World of Mirth Shows, which has played the Winston-Salem Fair for a number of years. Other units will include a jeep and a kiddie Auto Ride.

John Whittaker, chairman of the board of the Reynolds Tobacco Company, is active in the project. Other prominent persons are aiding in improving the grounds and the construction of a swimming pool and auxiliary buildings.

Palisades Builds Dock, Shoots for Boat Trade

NEW YORK, Nov. 26.—A new dock extending into the Hudson River will serve two purposes for Palisades (N. J.) Amusement Park. Primarily it will carry a pipeline that will facilitate faster filling of the swimming pool with better salt water. The second purpose, which could easily be the primary one if it works out, will be the promotion of boat traffic for the park.

Operator Irving Rosenthal, aiming for river trade to supplement the bus and car patrons who now make up the bulk of the park's at-

tendance, noted that the building of the dock makes it possible for the park to solicit boat patronage for the first time. Full success could add another 150,000 to the season's attendance.

The appeal of summer boat travel is known to center around the ride. The practically in-town location of Palisades necessitates the creation of new gimmicks if the proper appeal is to be built up. Rosenthal figures this can be done by creating open water trips of about an hour's duration. Boats would then tie up at the park's dock and the park would transport riders free to the funspot at the top of the hill and admit them free. Return trips would be timed to allow patrons two to four hours in the park.

River boat traffic out of New York in the summer is heavy. Most of the riders, including many charter groups, are taken to Bear Mountain State Park, which is devoid of all amusements and offers only picnicking and swimming, and the full-scale amusement centers of Playland, Rye, N. Y., and Indian Point Park, Peekskill, N. Y.

There is also the possibility, Rosenthal believes, that trips from the Newark, N. J., and lower New England areas might prove popular.

ADDED HORSES

Nunley's to Convert M-G-R With Jumpers

NEW YORK, Nov. 26.—Jumping horses will be added this winter to the Carrousel at Nunley's Happyland in Bethpage, Long Island, Mrs. Miriam Nunley reports. The wooden horses were on hand a couple of years back when the organization started building another Merry-Go-Round, but that job was abandoned.

The machine at Happyland has horses three abreast, staggered. A row of outside jumpers will add life and flash to the unit, it is felt.

Nunley's has kiddielands in Baldwin, Rockaway Beach, Bethpage, Broad Channel, and Middle Island, all on Long Island, as well as parking lot operations, and is probably this sector's primary operator of kiddie rides. The Middle Island Merry-Go-Round is a relatively late-model Allan Herschell, but the others are all old-timers, the one at Rockaway being 41 years old.

Two of the Merry-Go-Rounds were redecorated last winter, and the Baldwin spot was enlarged from two indoor rides and Arcade to a large indoor-outdoor park. Broad Channel, at the approaches to the Rockaways, will be disposed of shortly to another operator, and Mrs. Nunley will develop adjacent property she owns for other usage.

At Chicago this week the organization will be represented by Mrs. Nunley, Happyland manager Jimmy Mizell and wife, and general manager Lou Lercari and wife, all of whom are flying both ways.

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Seaside Execs Set to Rebuild Va. Beach Spot

NEW YORK, Nov. 26.—Jack Greenspoon and his partner, Dudley Cooper, met here yesterday to finalize plans for the rebuilding of their Seaside Park, Virginia Beach, Va. The funspot suffered more than \$200,000 in fire damage several weeks ago.

Cooper was en route to Europe on vacation when the fire occurred and did not learn of the loss until his arrival on the continent. He returned here Thursday (24).

Greenspoon, who left for the Chicago meetings after meeting with Cooper, said the fire loss would result in the creation of a beautiful new funspot. He said considerable shopping and buying would be done in Chicago.

10-Day Course

Continued from page 65

thru June with girls from New York, New Jersey, Long Island and Baltimore. This year Sands' choreographer held a session in Washington because of the increased number of prospects in that area.

Contracts are signed with the girls as dates shape up for the office, and by late spring show routines will be worked out at rehearsals. Sands' expanding wardrobe, purchased instead of rented, is housed at 44th Street, and props and scenery are in a 43d Street warehouse. Some \$12,000 is expected to be layed out for new costumes for 1956 dates and musical scores.



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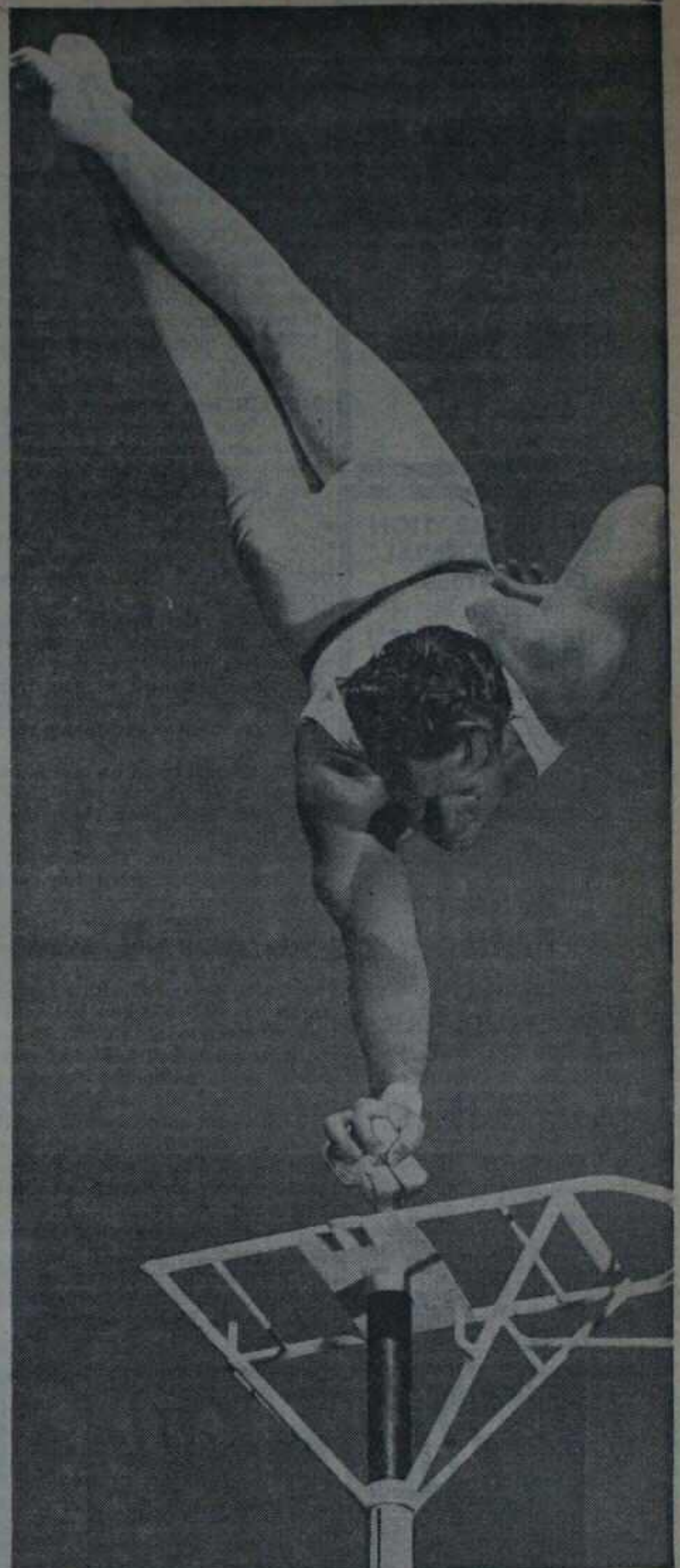
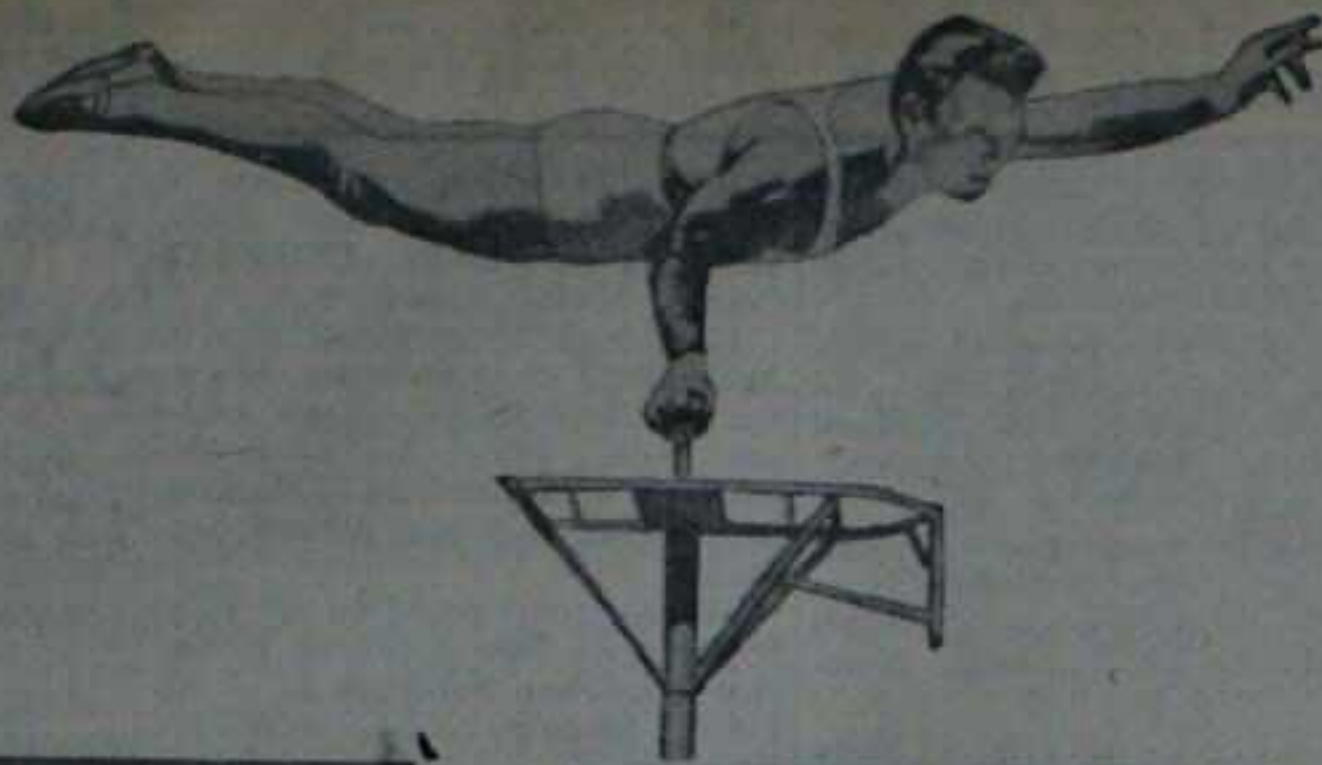
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Saskatoon Ex Nets \$127,210 For New High

SASKATOON, Sask., Nov. 26.—Reporting to the annual shareholders' meeting of the Saskatoon Industrial Exhibition, R. J. (Bert) Murray, retiring president, termed 1955 "the most successful year in our history."

The net operating surplus of \$127,210 was a record one, he noted. "But I am not thinking only of financial returns," he said. "I have in mind the contribution we have made to agriculture thru our livestock shows, our farm boys' and girls' camps and 4-H club activities, and thru our sponsorship of the Dairy Calf Club Sweepstakes competitions."

"I think the people who attended our summer fair enjoyed themselves more than they have ever done," he said, judging from all-time records in grandstand attendance, midway and racing revenue.

The amount spent on capital improvements during the year—\$337,849—was "more than three times that spent in any one of the last 10 years," he said. The new Jubilee Building accounted for much of the expenditure.

378¢ Gross

The financial statement disclosed revenues from all sources reached \$378,473, compared with a budget figure of \$302,900 and last year's actual revenue of \$336,692. Expenditures reached \$251,262, compared with a budget figure of \$233,025 and last year's \$216,666.

This year's surplus of \$127,210 compared with \$120,026 last year. Like the 1954 surplus, it was placed in the reserve for extension and replacement.

J. A. Mighton was elected president, succeeding R. J. Murray, president for the last two years. Dr. V. E. Graham is first vice-president and R. H. Howes second vice-president.

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, 315½ 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.

New Jersey Association of Agricultural Fairs, Hotel Hildebrecht, Trenton, January 23. William C. Lynn, c/o Department of Agriculture, 1 West State Street, Trenton 8, secretary.

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, Lycoming 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.

Indiana State Receipts Jump 35¢ Over 1954

INDIANAPOLIS, Nov. 26.—Total receipts of the Indiana State Fair this year amounted to \$797,368.14 an increase of more than \$35,000 over last year, the fair's financial report indicated.

Largest single item of increase was from concession space in the Coliseum, which yielded \$116,147 this year compared with \$103,461 a year earlier.

The report showed that \$336,097 was spent on the new sheep pavilion, leaving a balance due to \$20,475. On the new farmers' building, \$371,561 was spent with \$45,278 yet to be paid. Construction was financed thru a \$500,000 bond issue plus \$250,000 appropriated by the board.

Illinois Meet Well Attended

SPRINGFIELD, Ill., Nov. 26.—Upward of 75 fairmen from 28 Illinois fairs attended the annual meeting of the Central Zone of the Illinois Association of Agricultural Fairs here Sunday (19) in the St. Nicholas Hotel.

Main topics of discussion were State aid, midways, name attractions, free gates, means of increasing attendance, gimmick attractions such as walkathons, beauty contests, expenses and fairgrounds maintenance. Among the speakers were Stillman Stanard, director of agriculture; Wilbur G. Colburn, president of the association; Bob Skinner, vice-president; W. E. Freeman, secretary, and C. C. Hunter, secretary of the State association and an administrative assistant to Stanard.

A good number of attraction people were also on hand, including George B. Flint, Boyle Woolfolk-Associated Booking Corporation; Billy Senior, Barnes-Carruthers Theatrical Enterprises; Jimmy Downey, Downey Agency; Aut Swenson, Swenson Thrillcade; Buff Hottle, Buff Hottle Shows; H. V. Peterson, Tivoli Exposition Shows; Earl Baker, Blue Grass Shows; Harry Smith, Schafer Shows; Emil Guldenzopf, Regalia Manufacturing Company, and Wally Baptist, Baptist Sound Service.

Miss. Assn. Meets Feb. 1

JACKSON, Miss., Nov. 26.—The Mississippi Association of Fairs & Livestock Shows will hold its annual meeting at the Robert E. Lee Hotel here February 1. J. M. Dean, secretary, announced. Daytime business sessions will be followed by a banquet that evening.

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Fredericton Show Signed By GAC-Hamid

FREDERICTON, N. B., Nov. 26.—One of the first fair contracts signed by the new GAC-Hamid, Inc., talent office is the Fredericton Exhibition, with Ray Crewdson, secretary-manager, representing the fair, and August C. (Babe) Raab representing the agency.

Included in the 1956 show lineup are to be Will Mahoney, musical novelty; Florida Trio, knockout comedy; Wazzan Troupe, tumblers; Irah Watkins' chimps; Terry Sisters, acrobats; Two Mazurs, aerialists, and Edna and Leon, balancing. Gordon Sinclair, emcee, now doing hotel and club work in Montreal and Toronto, is well known in Fredericton from a stint as staff announcer on CFNB.

Idaho Assn. Sets '56 Dates

TWIN FALLS, Idaho, Nov. 26.—The Idaho State Fair and Rodeo Association set '56 dates for its members and re-elected most of its officers at its annual meeting here.

Dates for next year are: Eastern Idaho State Fair, Blackfoot, September 11-15; Western Idaho State Fair, Boise, August 28-September 1; Caldwell Night Rodeo, August 7-11, tentative; Emmett Cherry Festival, June 18-23; Lewiston Roundup, September 7-9, and the Snake River Stampede, July 17-21.

Only new officer is Elmer Terry, of Pocatello, who was elected second vice-president of the association. Re-elected were George W. Cleveland, Caldwell, president; Tom Parks, Filer, first vice-president; Clifford Hinkley, Lewiston, third vice-president, and Erlin Johannesen, Emmett, secretary-treasurer.

The 125 delegates at the meeting selected McCall as the site of next year's meeting November 9-10.

Neely Chairmans Tex. Assn. Program Group

TYLER, Tex., Nov. 26.—Othel Neely, manager of the Heart o' Texas Fair, Waco, has been named chairman of the program committee of the 1956 Texas Association of Fairs & Expositions convention in Dallas, February 2-4. President William Petmecky, Fredericksburg, president of the association, made the appointment.

Named chairman of the membership and attendance committee was Allen B. Finnell, manager of Jackson County Fair, Edna.

Petmecky said the convention will conclude with a noon luncheon on Saturday (4).

WITH THE LADIES.

Costumes Sparkle At Hot Springs Ball

HOT SPRINGS, Nov. 26.—The social season hit its high point from the feminine standpoint here Wednesday (16) at the annual banquet and ball of the Hot Springs Showmen's Association held in the ballroom of the Arlington Hotel. And the ladies, adorned in their finest, out-sparkled any past events, according to most on-lookers.

The out-of-town contingent included Mrs. Margaret Pugh, who wore a Lily Dache original of black lace, very bouffant with rhinestone trim. Mrs. Grace Tinker was charming in a black cocktail-length crepe and taffeta, while Mrs. Edythe Conklin came in periwinkle blue lace over satin sheath with silver accessories. A Schiaparelli of shrimp-colored taffeta with fish-tail back was chosen by Josephine Hayward, while Mrs. Alice Block appeared in blue velvet trimmed with rhinestones, and Mrs. Bobbie Hymen in a blue crepe cocktail-length gown with matched accessories. White satin trimmed with rhinestones was selected by Mickey Young.

Ice Blue Satin

Mrs. Ann Doolan came in an ice-blue satin cocktail number with matching slippers. Mrs. Betty Dyer wore a grey-blue Christian Dior number with matching accessories, while Sybil Lashbrook wore an

Adele Simpson original of emerald green. A grey jersey cocktail suit, with rhinestone trim, was selected by Millie Wilson, and Evelyn Moran Olliphant was adorned in a powder blue floor-length net and tulle strapless number. Sable brown floor-length gown was chosen by Irene Dickens.

Mrs. Alice Hennies, president of the Ladies' Auxiliary, graced the speaker's table in a toast rose gown of nylon net and lace with multiple rows of tiny net ruffles. Mrs. Ethel Booth, Auxiliary president-elect, was sophistication personified in a sheath-type black taffeta with large side bow and drape. Mrs. Caroline Holt, past president, came in a white metallic gown by Irene, while another past president, Mrs. Vivian Zimdars, was in a silver lame cocktail dress by Dior. Mrs. Bonnie Wheatley's imported ensemble was of powder blue taffeta and coat of paisley print trimmed in sequins. For the event Mrs. Irene Ogle selected a grey cocktail number with matching accessories, and Mrs. Daisy Fritts, club mother, was in a royal blue velvet dress set off by rhinestones. A floor-length black taffeta and net gown was worn by Mrs. Elsie Powell, while Mrs. Joanne Fairly came in a plum-colored velvet with bouffant petticoat.

Princess Style

White faille in a princess style was worn by Mrs. June Reynolds, and Mrs. Marie Sorenson came in a sheath cocktail gown of imported blue lace over pink taffeta. Mrs. Marion Shuford wore black-net over taffeta with velvet bodice, with the skirt decorated in roses of varied colors. One of the many outstanding groups included Mrs. Gloria Pearson in a shocking pink sheath number with gold acces-

(Continued on page 74)

Chambliss Sets Buck Unit for Rocky Mount

NEW YORK, Nov. 26.—The O. C. Buck Shows have been awarded the 1956 midway contract at the Rocky Mount (N. C.) Fair, it was announced here this week by Norman Y. Chambliss, fair manager.

The Buck unit succeeds Prell's Broadway Shows which furnished attractions at the fair for several years. Chambliss said the need for a change influenced the decision.

Awarding of the midway contract at the Pitt County Fair, Greenville, N. C., which Chambliss also manages, will not be made until the annual meeting of the governing group December 5. Usually the same show plays both events.

Chicago Showfolks Elect Lucian Kapp As '56 President

CHICAGO, Nov. 26.—Lucian S. Kapp was elected president of the Show Folks of America here for 1956 and Henry C. Rieck was named first vice-president. George B. Flint was elected second vice-president and Sophie Tucker third vice-president.

Named to the post of recording secretary was Florence La Mar, while Mildred Cusick will take over as corresponding secretary and Tom Coulthard as financial secretary. Isaac T. Chapple is treasurer and Walter F. Driver treasurer emeritus.

Board members for one year are Clara Paulsen, Charles Stewart and Robert Hughey. Those named for two years are Eugene Bradley, William Hetlich, Emily Zabel, Etta Coulthard, Howard Olson, Bess Tibbills, Estelle Flint and Walter F. Driver. Hold-overs are Edgar Bradfield, Mizpah Chender, Billy Kiefer, Antonette Nechville and Dora Ring.

The club will hold its annual Christmas dinner at Ricketts here December 18. Installation is scheduled for January 17. Club's "Night of Stars" will be held December 8 in the Civic Opera House.



MR. & MRS. C. GUY DODSON
MODEST AFFAIR

C. Guy Dodsons Celebrate 50 Wedded Years

MIAMI, Nov. 26.—The C. Guy Dodsons will observe their Golden Wedding anniversary on Sunday (4) with a small family get-together at their home. Dodson has lived in retirement both here and at his Savannah, Ga., home since 1948, when he and his brother, Mel G. Dodson, sold their Dodson's World's Fair Shows to John R. Ward. Two years later the brothers again acquired the show and disposed of it piecemeal.

The 50 years of wedded life, an *(Continued on page 74)*

May Snobar Wins Coast Club Crown

LOS ANGELES, Nov. 26.—May Snobar, of Monte Young Shows, was crowned Outdoor Show Queen of the Gold West at the homecoming dinner of the Pacific Coast Showmen's Association here Monday night (21). Miss Snobar took top honors in the 10-month contest by amassing a total of 71,400 votes.

More than 400 members, friends and guests attended the homecoming which was held in the clubrooms, and the queen, along with other contestants, received Defense Bonds as prizes.

Runners-up to Miss Snobar, all

TOP TALENT PERFORM

Food & Fun Liven Bang-Up NSA Fete

NEW YORK, Nov. 26.—Wednesday's (23) 18th annual banquet by the National Showmen's Association, climaxing a week of get-togetherness by Eastern showmen, drew some 700 persons to the Hotel Commodore for one of the club's most successful affairs. Many of those present will carry the frivolous post-season attitude over into next week's yearly Chicago sessions.

The night was notable in several respects. The food was excellent and promptly served, speeches were brief and to the point, and the entertainment topped everything within recent memory. Chairman Max Tubis and his committee came in for congratulations several times before the night's festivities drew to an end after 2 a.m.

Pointing up the talent power of the newly formed GAC-Hamid office, the entertainment included a host of impressive names, and the dais guests included Jackie Bright, of the American Guild of Variety Artists, which recently concluded a pact with GAC-Hamid. Getting the program off to a rapid start was the Wazzan Troupe, crackerjack tumbling and pyramid-building outfit.

Ray, McGuire Show

Johnnie Ray, as promised, made a next-to-closing appearance lasting some 10 minutes. Ray sang "Dog-gone Nice to Know You" after spending several minutes building up a friendly atmosphere with the crowd. Also in a brief appearance

were the McGuire Sisters, who offered a few bars of their theme, "Good Night, Sweetheart," then returned to the Copacabana.

Lengthy and well-appreciated stunts were offered by comedienne Jean Carroll and songstress Lillian Roth, both of whom made a solid hit with the many showmen in attendance. Miss Carroll's rapid-fire delivery included many side-splitters. Miss Roth, freely plugging the upcoming movie based on her book, "I'll Cry Tomorrow," starring Susan Hayward, sang "Sitting on Top of the World"; "Red, Red Rob-

(Continued on page 74)

NSA Memorial, Open House Big Success

Phil Davis Cops \$400 Award, One Prize Unclaimed

NEW YORK, Nov. 26.—One of the largest turnouts in recent years attended this week's open house and memorial services at the National Showmen's Association. The memorial end, executed under the chairmanship of Joe McKee, was fittingly solemn and appropriate, lasting exactly an hour.

The balance of the evening was taken over by the annual award activity and refreshments. As was the case last year, one prize was unclaimed, and the winner is unknown. A case of Philip Morris cigarettes is being held at the club office for the holder of ticket *(Continued on page 74)*

Chuck Moss Heads Dallas Club Slate

DALLAS, Nov. 26.—Chuck Moss was this week nominated as the first male president of the Lone Star Show Woman's Club of Texas here, which is to be known from now on as the Lone Star Showman's Club of Texas. A slate of officers was announced at the Monday (21) meeting that included both men and women who will operate the club for its first year as a mixed organization.

Also on the slate were Mrs. Katie Little Eutah, first vice-president; W. A. (Junior) Schafer, second vice-president; Mrs. Bette Harris, third vice-president; Johnny Obluck, secretary, and Ed Meek, treasurer. A recording secretary will be appointed.

Nominated to the board of governors were 12 past presidents of the women's club, Beth Anderson, Mary Ellen Liberman, Edna Hacker, Ketta Linsey, Margaret Pugh, Sally Murphy, Alynne Moresy, Millie Cepak, Helen Rees, Mabel Welshman, Milly Hudspeth and Marie Obluck. Additional nominees include T. C. Sands, Bob Harris, Red Kearns, Paul Julien, J. D. Taylor, Simmie Carroll, Herb Crangle, Joe Murphy, Tex Chambers, Jack Ruback, Curley Reynolds, Curley Vernon, Toke MacFarland, Grace Tinker, Ira Burdick, Bonney (5-Star General) Allard, Pat Templeton and Pearl Ledel.

The installation of officers will, as usual, be held at the annual banquet held during the fair meetings here in February.

Bergen Slates Added Unit for Dominican Fair

NEW YORK, Nov. 26.—Details involving the participation of World of Mirth Shows equipment in the Dominican Republic's World's Fair were completed here yesterday by Frank Bergen, owner and manager.

In addition to 53 wagons of equipment already in Ciudad Trujillo, Bergen said he had contracted to send Club 18, a featured show unit, to the exposition. Club 18, which houses the girl revue, will accommodate around 1,000 patrons.

Bergen was here this week with Bernard (Bucky) Allen, show concession manager and midway manager at the Dominican event, to attend the National Showmen's Association banquet. Allen left here yesterday for Miami. He will plane from there to Ciudad Trujillo tomorrow with a full crew of foremen to supervise the setting up of the equipment.

World of Mirth Sets Hermine's Midget Troupe

NEW YORK, Nov. 26.—Hermine's Midget Troupe will return to the World of Mirth Shows next season after an absence of two years, Frank Bergen, show general manager, reported here this week. The show will replace Nate Eagle's Hollywood Midgets.

Other changes and additions to the attractions line-up are also under consideration, Bergen said. Discussions of available features were under way here this week, as most of the World of Mirth execs were in town for festivities staged by the National Showmen's Association.

TWO NSA PRIZES FIND WAY HOME TO DONATORS

NEW YORK, Nov. 26.—Two odd ones, at odds of some 17,000-to-1 on the basis of total tickets sold, marked the annual National Showmen's Association prize awards Tuesday night (22). In one case a ladies' diamond ring found its way home to jewelry salesman Walter Fried. He had sold it to George Ross, who donated it as a prize. In the other instance a \$200 government bond, donated by George A. Hamid Sr., and his son, George Jr., was won by Bess Hamid. "My men may have donated it," Mrs. Hamid quipped, "but they aren't going to get it back!"

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UNDER THE MARQUEE

Continued from page 68

Franks, Andy McLaughlin, Albert Marx and Doud. . . Dick Doud, Billie Burke and Lew Kish are clowning at Disneyland's Mickey Mouse Club Circus.

Pete Lindemann, Art Heller, the Frank Van Epps, and John H. Wilson were among those catching Jake Jacobsen's circus at Sheboygan, Wis., Sunday (13). Acts included two from Sheboygan, Erv Lange's teeterboard troupe and clown Percy Rademacher.

Robert D. Good, Allentown, Pa., caught Polack Eastern in Philadelphia and visited with Jorgen Christiansen. Christiansen had the 24-horse Liberty act on Ringling in the early 1920's, when Good also was with that show.

Cyril and Bernard Mills are extending invitations to a luncheon and initial performance of the Bertram Mills Circus at Olympia, London, on December 20. The Lord Mayor of London will open the show officially. Formal invitations include a color reproduction of an old print showing the Courier of St. Petersburg act at a French circus.

Dolly Varden, former circus performer, is critically ill at City Hospital, St. Louis. Her husband, Raymond O'Dell, died last August. . . Adolfo and Nelida, knife-throwing act, was named one of the top acts of the year on the TV show, "You Asked for It."

Buck Leahy, who is wintering in Boston, caught Hamid-Morton there and visited with Bumpy Anthony, Sa-So, Dime Wilson and Slim Collins.

Clowns making the Evansville, Ind., Shrine show last week were Gene Randow, Jack Klipple, Larry Benner, Jackie LeClaire, Ernie Burch, Lew Christie and Joe Madden.

Terrell Jacobs' cages are aboard flat cars in the Wabash yards at Peru, Ind., having arrived some weeks ago from the Sullivan carnival. . . George Davis Hensley, veteran circus, carnival and vaude man, is wintering in New York after a season with several Eastern carnivals. He reports he is now a great-great-grand uncle. . . William E. Green, owner-manager of the Rare Bird and Animal Farm, Fairlee, Vt., delivered a 983-pound Kodiak bear to the zoo at Quebec City, Que., this week.

Chicago's Atwell Club, now meeting at the Toffenetti restaurant in the Greyhound Terminal across from the Sherman Hotel, has been drawing large turnouts as showmen assemble in the city for outdoor conventions and for the winter.

Freddie Freeman writes from Ringling-Barnum that as the show nears the end of its longest season many performers have picked up their autos at Sarasota and are making the moves overland. . . Everyone enjoyed the Ringling Sunday off at Savannah. . . At Fort Lauderdale a reunion and Thanksgiving Dinner for the original Wirth Family riding act was held at Frank Wirth's home. The Wirth Family was a center ring attraction with Ringling for years and then included Frank and May Wirth, Stella and Phil Wirth and Ethel and Freddie Freeman. The head of the act, Mrs. Martin Wirth, died some years ago. The Freemans were with the Wirths for 15 years. . . Ringling people are looking forward to Sarasota sunshine. Those who go to Cuba will have only two weeks rest ahead of time. . . Birthdays: Frederick Edward David Andrew Freeman, who winds up his season's columning and extends holiday greetings.

Ringling visitors included Ralph Holt, T. L. Lucas, Herman Joseph, Joe Minchin and the Wirths.

Bob Printy writes that he and Terrell Jacobs exchanged visits, and that Van Binkherd, former elephant man, now in Peru, Ind., visited the Printys at Lagro, Ind. . . Ray Bickford caught Hamid-Morton in Boston and renewed acquaintances with the clowns. The Rev. Ed Sullivan visited the show. He entertained clowns at his home Thursday (17). Bickford also caught Marcel Marceau, French pantomime star, in Boston.

A trio visiting the Tom Packs show in New Orleans included Bill Moore, Beatty agent, with Bob Reynolds and W. E. Lawson, both formerly with Ringling.

Nellie Vaughan and Viola McLeod, of Polack Bros.' Chicago offices, caught the Western unit at Springfield, Ill. . . Justus Edwards, Polack press chief, was in Chicago a few days between Springfield and Charleston, W. Va., dates. . . Prof. George Keller lost a leopard recently.

Wayne Newman and family visited Mack and Valla McCall at Emporia, Kan., and Don Page at Hutchinson, Kan., recently. The McCalls have 32 weeks of dates booked and are presently on tour for the University of Kansas. They recently visited the Miller Troupe at Springfield, Mo.

Harold Curtiss has been ill and would enjoy reading mail. . . Hardtimes Leonard is in Florida on business for his new circus. . . Tommy Buchanan and Matt Laurish are among those with the Miller indoor show. Frankie Lou Woods is scheduled to join later. Henry Vonderheid has the Miller concessions. Jack Lampton, Fred Pfening, Buck Saunders and Jack Sweetman caught the Miller opening at Huntington, W. Va.

William A. Matthews, for many years a clarinet player with P. G. Lowery and Arthur Wright Side Show bands, is teaching music and playing clubs around Wilmington, Del. . . Lee Jackson, who was in Harry Crigler's band on the original Gentry show, is living in Lafayette.

Altho still a patient in Veterans' Hospital, Biloxi, Miss., Arizona Jack Campbell was on the lot of the King Bros.-Cele Bros.' Circus at Mobile, Ala., to visit with the Valencianos, Capt. John Smith, the Gibsons and Butch Cohen, reports Dorothy Gibson. In Mobile Georgina Scott, oldest daughter of the Riding Dorchesters, suffered a broken nose in a fall from her pony, which bolted in the spec. Eva Hincley, wife of a Lee Hincley, band leader, served as Billboard and mail agent on the show during the past season. The show closed Sunday (20) in Columbus, Ga., and the following night a farewell party was held in the Side Show top.

Col. Robert Morton stopped off in New York for a visit with Ben Weiss, bingo operator, while en route from Boston to Miami Beach, Fla. Morton was bubbling over as a result of the successful Hamid-Morton Circus stand in Boston. It was the first time Hamid-Morton had played the Boston Garden since 1950.

Frank Sutherland, publicity clown with Miller Bros., appeared Friday (18) on Fanny Boon's Play Shop kiddie show over WDBJ-TV, Roanoke, Va. Also, on Friday (26), the chimp, Tonga, appeared with Irving Sharp's Little Baseals show, to publicize the date. Station promotion man Mike Schaeffer donned whiteface that night and joined Clown Alley.

Albert and Paulina Schumann, accompanied by bookers Julie and Aksel Glaesner, have left Copenhagen for Italy, France and Germany on a search for talent for next season's program of Circus Schumann. They will only hit the high spots as Albert and Paulina are set to open with their high school and Liberty horses at the Palais des Sports, Paris, December 15, for a holiday run thru January 3.

Circus Franz Althoff, of Germany, is set for a two-month season at the Cirque Royal arena in Brussels, starting January 15. Althoff will feature horse and animal numbers, with 120 horses, 13 elephants, 15 lions, 13 camels, 10 bears and various other groups of animals.

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Denver's Skateland Hits Nov. Jackpot

DENVER, Nov. 26.—The biggest week in more than 14 years of operation of Skateland here was reported by owner Carl Johnson this week as he estimated nightly crowds more than double the usual attendance. Cold weather, including two nights of light snow, helped push skaters inside the rink, which accommodates more than 1,000.

Friday and Saturday nights during all of November have seen Skateland jammed, with only a small percentage of the crowd consisting of clubs or groups that regularly attend Skateland. Week nights have brought out an excep-

tionally large number of clubs and organizations, and even regular classes have nearly doubled in size.

Concession Business Good

The sharp jump in attendance has kept the cash register at the concession stands ringing to set new highs. Carbonated drinks from bottles, soft water drinks and candy and gum are about equal in sales. Pinball machines located at the front of the rink have had crowds around them consistently with the take running higher than ever.

Professional Clay Briggs reported that several good prospects are shaping up for regional and national meets, and that beginning classes also have some good prospects.

In an effort to police the rink and maintain order Johnson prohibits youthful spectators unless they are part of a club or special group using the rink. "Adults, parents and relatives, of course, are always welcome," Johnson asserted. "We like to have the parents attend these skating sessions and look forward to showing off our facilities and our operation, but, as in all rinks, we have to watch our door closely and we sometimes turn away youths who obviously aren't interested in skating." He went on to point out that servicemen are among his best customers and that he has had no liquor problem for a long time.

Twin City Kids Get Hot in AOW Racing League

ELIZABETH, N. J., Nov. 26.—Altho the Mount Vernon (N. Y.) Racing Club retained its lead in the Northern Division of the America on Wheels chain's inter-rink racing league, the big noise in the Saturday (19) contests held at Florham Park (N. J.) Rink was the Twin City Arena team of Elizabeth. In fourth place two weeks ago with 32 points, the Twin City aggregation won 12 points to take over the runner-up slot with a total of 44. Mount Vernon took 10 points to run its season total to 58.

Boulevard Arena, Bayonne, N. J., in the No. 2 spot two weeks ago, accumulated only four points for a total of 40 and dropped into third place, a shade ahead of Paterson (N. J.) Arena with 38 points. The remainder of the league is composed of Capitol Arena, Trenton, N. J., 30; Florham Park Rink, 28; Hackensack (N. J.) Arena, 26, and Levittown (L. I.) Arena, 6.

Competitions resume December 3 at Hackensack Arena.

Bird Awards In Event at Gelfand Bowl

OMAHA, Nov. 26.—Three turkeys, seven roasted chickens, an extended skating session and special skating numbers were the attractions offered at the Roller Bowl's November 24 Thanksgiving Jamboree by operator, Jack Gelfand.

Two new skating numbers recently introduced by Jack L. Browne, Bowl professional, have met with good reception from patrons. One is a conga trio number (two girls and a boy or vice-versa) which features skating in single file or in threes to a conga tempo. The other is a singing quartet number. Browne said that both numbers pack the floor.

Class work has grown to such extent that Browne has had to halt enrollment for dance instruction until January, 1956, at which time enrollment will be accepted on a three-month course basis. New dances introduced by Browne has swelled the classes and increased the popularity of regular skating sessions. Browne has also introduced outside activities for clubs, such as bowling parties, wiener roasts, etc., on Monday nights when the rink is operated for private parties. "These events have increased interest in club work," he said. "The skaters learned quickly that the key to a good time is membership in one of the rink clubs."

Good Biz for Denver Icery

DENVER, Nov. 26.—Hedy Stenuf's Ice Rink, the newest icery in the Rocky Mountain area, is getting the lion's share of trade, which until this fall was confined either to membership at local country clubs or limited open nights at the University of Denver rink. Business clubs, service groups and private parties have been making the Stenuf rink a busy place. Classes for all ages have increased in size, and a sharp jump in private parties has been noted by Miss Stenuf, one-time Olympic skating champion and member of ice show troupes.

About 25 classes are now being conducted by Miss Stenuf and four assistants, who are instructing in everything from beginning skating to work for professional appearances.

As part of the city recreation program Miss Stenuf is beginning work on an ice show

ROADSHOW REP

"I have read with interest in recent issues of The Billboard about old-time repertoire shows being 'corny,' as one person said in the November 12 issue," writes Billy Terrell, veteran repertoire man. "That person is absolutely correct about some broken down actors who had seen their best days and could not modernize. Some of them joined shows with old wardrobes, and their personal appearance was terrible. Yet they came on, regardless, and we were forced to use them one night, fire them and give them two weeks' salary and fare back to the point where they joined. In addition, the manager was usually stuck for tickets he had wired them. Then they went away grumbling and knocking the show. However, I hate to think of 20 or 30 real performers who put in a summer of tent theater and a winter on the best vaudeville circuits out of New York being called corny by some hams who couldn't hold a job on a third-rate repertoire show. I am sure that the Livesay Sisters, who played with me for two years and then played the best in vaudeville, and the late Jimmie Rodgers would not care to be called corny. There were other great performers, too, such as Babe and Verne Malone, Roe and Nell Nero, Brooks Terrell, Al Russell, Paul and Evelyn Reno, Charles Maynard, Jack Woods, Bonnie and I and dozens of others who would resent the insult of being called corny. We were positively the first tent theater in 1921 to cut down scripts and feature real vaudeville. We played nine

successful years before closing in 1936 to offer a 10-people musical unit that played the Fox and F&M circuits." Terrell, who now lives in Roseland, La., points to his numerous business enterprises and various properties there as indications of his success. "Not bad for an old-timer from the roaring '20s," he concludes. "There were plenty of good repertoire shows on the road that were making money then, and several of the older ones that were getting by. So when they use the word, corny, the term shouldn't include everyone."

Roul Melanson and wife are playing schools in Central Oregon to fair business that has been hampered by cold weather and snow. They are moving toward California for the holiday season. . . . Earle Anderson is working on some minstrel promotions in the Pittsfield, Mass., area. . . . From Ardmore, Okla., Jay Friend reports that he is temporarily out of showbiz to do sales work with cosmetics.

D. F. Cornell has been making school show dates in the Laramie, Wyo., area and reports the weather frigid and the going tough. . . . After a fair summer in small towns of Oregon, H. H. (Hy) Rathburne has been picking up a few dates around Portland. He is preparing to trek toward California for the remainder of the winter. . . . Leonard Allan, solo show operator, has experienced light business in the Sarnia, Ont., area. He blames most of his bad luck on stormy weather. Allan put in the past summer in Northern Maine.

Drivin' 'Round the Drive-Ins

Jack Owens has taken over management of the Starlite Drive-In, Tyler, Tex., according to C. D. Leon, owner. He replaces George Glover. . . . Kenny Morris has been named manager of the Cherokee Drive-In Theater, Longview, Tex. He was formerly at the Buckner Drive-In, Dallas. . . . Bill Ellis has taken over duties as manager of Crescent Drive-In, Abilene, Tex. . . . Bob Yancey has taken over duties as manager of the Rice Drive-In, El Campo, Tex., where he is also manager of the Normana Theater. He replaces Ralph Langston, who resigned to move to New Jersey to join Walter Beade Theaters. . . . A new 1,200-car drive-in is being planned at Harlingen, Tex., to be constructed on a 20-acre plot by Lew Bray, owner and operator of the Lew Bray Valley Theaters. The drive-in will be opened when ramps for 600 cars are completed. William O'Donnell, formerly of the Interstate Theater Circuit and Trans-Texas Theater Circuit, will be associated with Bray.

John H. Flache has opened the new 400-car Fiesta Drive-In Theater at Lamesa, Tex. He also operates the Charro Drive-In, San Antonio. . . . A recently completed

Mineola Turkey Night

MINEOLA, N. Y., Nov. 26.—Operator Earl Van Horn put up 10 turkeys as door prizes at the rink's annual Turkey Night party held November 23. Five were awarded to men and five to women. The management is now preparing for its annual Winter Carnival, the date of which has not yet been set.

300 at Holyoke Party

HOLYOKE, Mass., Nov. 26.—Some 300 persons attended a recent masquerade party at the Winter Palace Roller Rink here, with games and door prizes among the evening's highlights. Refreshments of cider and doughnuts concluded the program.

presented each year in the Coliseum with more than 500 kids participating in racing, figure skating, exhibitions, pageantry and hockey.

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survey reveals that managers and owners of drive-ins participating in "Drive-In Theater Week," sponsored by Texas COMPO, revealed an almost overwhelming response to hold another such event next year. . . . William H. Butler, manager of the Alamo Drive-In, San Antonio, was treated for a compound fracture of his right leg. He was injured when his car struck an overpass after he apparently had gone asleep at the wheel of his car.

Joseph Bronstein, general manager, Bronstein Drive-In Enterprises, Hartford, Conn., and Mrs. Bronstein will return to Connecticut around December 15 from a vacation in Arizona. . . . Bernard Cauley, formerly assistant manager at the E. M. Loew's Riverdale Drive-In, West Springfield, Mass., has taken a similar post at the Meadows Drive-In, Hartford. . . . Bronstein Drive-In Enterprises, Hartford, Conn., has disclosed plans for 1,000-car capacity drive-in theaters at Trenton, N. J., and Scranton, Pa., both projects to be ready for operation by spring.

Louis S. Catacalos, former owner of Varsity Drive-In Theater, San Antonio, has filed suit asking \$40,000 damages in Special 37th District Court against Mrs. N. V. Christensen. He alleges he sold Mrs. Christensen the drive-in for \$12,000 after she told him she could arrange for him to become owner of a "million-dollar operation" in Houston. Catacalos alleges this proved to be fraudulent. His suit asserts he sold the drive-in at a loss of \$10,500 and threw into the deal 30,000 yards of gravel worth \$4,500. Catacalos also asks \$25,000 exemplary damages.

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Called Paint-Roller Spin-Dryer, a new device announced by the Star Sponge & Supply Company, Chicago, attaches quickly to any electric drill so that anyone can spin-dry a paint roller in 15 seconds. Made of one-eighth-inch rod, it has an over-all length of one-eighth and one-half inches and is equipped with spring prongs which hold the roller securely yet permit easy attaching or removal. The big advantage is that the use of the Spin-Dryer permits only one or two roller covers being used for different color jobs. Not only is work speeded, but loose wool, which may mar a paint job, is automatically removed in the spinning. Retail for \$1.

Of interest to those who use men's boxed watch and jewelry sets is one recently introduced by Cel Max, Inc., Memphis. Called the Knight, this set consists of jeweled Swiss watch with sweep second hand and expansion band, gold plated and attractively designed cuff links, tie holder, distinctive money clip and collar holder. All six pieces are displayed in a handsome box at the low price of \$5.15 per set. This is only one of the values featured by this firm which invites inquiries.

Eisendrath Glove Company, Marinette, Wis., has just perfected an all-purpose dusting, polishing and washing mitten which should be a must for every housekeeper and car owner. U-Clean-Mitt is eight inches long and seven inches wide, and comes equipped with a formfit cotton wristlet. It has a one-inch thick acrylic pile, which is soft, dries quickly after washing, and does not shed or harden. U-Clean-Mitt comes in one uni-

versal size, interchangeable with either hand, with pile on each side providing a double cleaning surface. Retail price is \$1, but your inquiry will bring you quantity prices.

Hall of Distributors, Inc., Detroit, reports heavy shipments of fruit cakes, nationally and internationally. Repeat orders have been received from all over the world, the firm states. This is an exclusive item offered to Billboard readers, and is considered a holiday sensation. Bakers are working 24 hours a day to keep up with demand, according to a firm spokesman, who urges that you get your order in early for this money maker.

The low retail price of \$1.50 is announced for a new 12 inch by 16-inch children's blackboard introduced by Deotone Products Company, Inc., Collingdale, Pa. Included with the blackboard are a box of three white chalks and a cellulose sponge eraser. Construction is of tempered pressboard with writing surface either green or black, specially developed to simulate the feel and action of slate. The arabic numerals 1 thru 0 are printed in white down the left edge of the board, while across the top and down the right side is printed the complete alphabet in lower case script letters. Information on quantity discounts will be furnished promptly on request.

The trade will be interested to learn that Style Guild and Caseini, both of Providence, R. I., have joined forces to give faster delivery, lower prices and improved creative thinking. They claim they have new packages and new ideas. Write for literature on the combined lines.

PIPES FOR PITCHMEN

By BILL BAKER

KAY AND BUSTER DOSS . . . of Kay and Buster's Variety Show, pen their regrets upon hearing of the passing of Edith Kincheloe. That makes the second loss in the Doss' circle of friends within the past year. The other being Little Mama Pearle Johnson, who bowed out last December 13. They also report that since September 14 they have teamed up with Doc and Babe Sherwin. The foursome framed a small med show for the winter, selling a lot of med for chilly weather. They intend staying out until the going gets too tough weatherwise. A lot of people will probably be interested to know that Doss and Sherwin have also hooked up for the med season of '56, with Doss using his own label. Plans are under way for construction of a new stage plus numerous other things that have to be done. Sherwin's semi and the big show are stored in Cushing, Okla., but a lot of new equipment and new ideas will be used. Personnel will consist solely of Doc Sherwin, banjo; Babe Sherwin, accordion and parts; Buster Doss, guitar, vocals, comedy, magic and vent; Kay Doss, featured vocalist, bass fiddle and straights. Doss and Sherwin will do the lecturing.

HERE WE GO AGAIN . . . S. C. Maurel adds this further fuel to the seven-in-one scope fire. Maurel letters: "I have read James E. Miller's comment on the old seven-in-one scope in Pipes and I would appreciate it very much if you would pass on the following info. The seven-in-one scope is a pitch item that was sold for the first time at the Paris International Exhibition in 1900, at the time that the Eiffel Tower was built. The manufacturer was Ets. Daugouaut in Paris. It was called the seven-in-one scope because it featured seven major uses. 1—as a regular scope. 2—As opera glasses. 3—As

a mirror. 4—As a magnifying mirror. 5—As a magnifying glass. 6—As a compass, and 7—as a stereoscope. At that time it was made of a celluloid material of various colors. It had a terrific success and manufacturing rights were granted to other European manufacturers. The item was imported to this country thru a defunct New York firm. It is therefore very possible that the scopes sold in America were imported by some country other than France. So far as I know, the item is now only manufactured in France and is sold on the boulevards in Paris by pitchmen for Christmas and Bastille Day. It is now made of a black plastic similar in appearance to regular binoculars, and it is packed in an attractive transparent case. As soon as I read of the interest for that item, I asked for information and samples. Since you published my name and address, I have been flooded with inquiries and I take the opportunity to thank here all the boys who have written so many nice letters to me. I never thought there were so many pitchmen in the country and that they formed such a family. I apologize to them for not being able to answer more promptly but the factory in Paris has been closed and besides I had problems to solve with the U. S. Customs. I am now in a position to give them information and quotations that they will find in the advertising columns of The Billboard Pamphlets are going to be printed with description and instructions. I am also having various pitches mimeographed for them. I hope that they will be able to make money with this item and wish them the very best of luck. However, I advise them to let me know their requirements in advance so that we don't run out of stock imported in this country."

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NATIONAL DISTRIBUTING CO. Box 361, Ocean Drive, South Carolina

Yule Season Disk Rush Is Under Way

CHICAGO, Nov. 26. — The Christmas rush is on.

Juke box operators, who wait until after Thanksgiving before dusting off the seasonal favorites, let alone checking the new crop of Yuletide tunes, went into action yesterday.

However, with Christmas still a month off, the big problem confronting operators was not what's new, but what's old. Record inventories had to be checked carefully, replenished, and set up for route distribution, which begins Monday (28).

AMI, BAL-AMI, IMA-AMI Name Belgium Outlet

GRAND RAPIDS, Mich., Nov. 26. — C. Van Brabant, head of Tonalty Ets., Antwerp, Belgium, has been appointed distributor of the AMI, BAL-AMI (England) and IMA-AMI (Denmark) phonograph lines covering all of Belgium, John Haddock, president of AMI, announced here this week.

BAL-AMI and IMA-AMI are manufactured under license from the plant here.

Haddock said that the new AMI Model G and the English and Danish AMI models would all be displayed in the showrooms of Tonalty Ets., Belgielei 134. The firm has a complete up-to-date service department.

Kansas Assn. To Boost '56 Dime Campaign

KANSAS CITY, Kan., Nov. 26. — Members of the Kansas Music Association will take an active role in the State's 1956 March-of-Dimes campaign, according to plans approved at the annual election of officers meeting here November 12.

Thruout the State juke box operators will spot phonographs in highly trafficked office buildings, banks and department stores bearing posters proclaiming that all money placed in the juke boxes will be contributed to the polio fund.

As part of its public relations drive, the association thruout the (Continued on page 58)

Michigan Assn. Backs Youth Show, GI Dance

DETROIT, Nov. 26. — The United Music Operators of Michigan applied the old "one-two" technique to its public relations program this week when it sponsored two talent-packed shows in two days.

The first event, staged Sunday (20) at the suburban Center Line High School Auditorium, drew a crowd of teen-agers numbering over 2,000. The second, held the following day, was staged at nearby Selfridge Air Base for the benefit of enlisted men.

The teen-age show was the biggest of its kind sponsored by UMO, lasting for over three hours.

Sunday Show

Participating in Sunday's festivities were disk jockeys Bob Maxwell, WWJ-TV, and Paul Dean, WJR; recording artists Siny Graham, RCA; Patti Ann Morris, Spotlight; Pattie Jerome, Wing; the

The scramble for the holiday tunes was particularly felt by operators with stops operating on two-week collections. If the Christmas tunes are not placed on the machines next week, the season will almost be over before the locations are visited again.

Locations being serviced weekly will receive the bulk of their holiday music the following week, altho there are always a few spots which call for the tunes as soon as Thanksgiving is over.

A few record companies launched into Christmas merchandising nearly a month ago, but efforts were restricted to old favorites for the most part. Now, with Thanksgiving over and operators and deejays holiday conscious, the (Continued on page 87)

Sked 5 Topics To Key Dec. 5 Detroit Meet

DETROIT, Nov. 26. — The United Music Operators of Michigan has scheduled a five-point program for its December 5 meeting at the Fort Wayne Hotel.

Roy Small, conciliator, outlined the program as follows:

1. Extensive discussion of Reader's Digest article, "Racket In The Juke Box."
2. Discussion of local restrictions and taxes.
3. Plans for the next "Miss MOA Contest."
4. Airing UMO co-operation with disk jockeys and methods to build up this practice.
5. Further plans for extensive teen-age public relations parties.

Small said that he will also report on UMO's two public relations events staged this week (see separate story).

U. S. Market Sought for Selective, Coin-Operated Tape Music Machine

Swedish Firm Starts Production; Lack Pop Tape Library Hinders Development

• Continued on page 15

program background music and are non-selective.

The Swedish machine, built along the lines of a standard juke box, is envisioned as a substitute for the record-playing, selective music machine.

The problem appears to be the classic one of the hen or the egg. Without tapes to play, a manufacturer would be reluctant to go into production on the selective tape player.

Prospect Dim

Without coin-operated selective tape recorders on location, the prospect of any firm going to the expense of building up a pop tape library seems dim.

The Swedish machine was invented by G. K. Tolnai, Hungarian-born engineer, who sold the patent to Stalex. Stalex has recently started production for the European market.

Only a single recording head is used, with the head adjustable crosswise over the tape by a device allowing contact with one of 16 channels selected. High fidelity tape which normally takes an hour to reproduce takes only 45 seconds

to rewind. Normal playing speed is five inches a second.

192 Selections

On music machines with a pre-selector device, the tape is about 760 feet long and divided in 12 sections, each section containing 16 channels. Thus the player may select any of 192 tunes after inserting the coin which activates the mechanism.

Selection is made by turning one knob for the channel and another knob for the number on the channel. The chassis is built along the same lines as the Wurlitzer 1800. Coin chute is set for Swedish 25-ore coins.

If more than one coin is inserted, the machine plays the first piece selected and continues with the following pieces on the same tape.

Sole U. S. Rep

Mrs. Rose, the widow of Jack Rose, who spent 35 years with the DuGrenier organization, is the sole U. S. representative of Stalex. She has discussed the tape machine with American juke box manufacturers and is currently negotiating with a U. S. firm for purchase of manufacturing rights here.

Mrs. Rose pointed out that the actual mechanism of the tape recorder weighs only 40 pounds and that the music machine manufactured could be considerably smaller than the standard juke box.

ZITHER STILL BOSS

Austria's Juke Market Grows Despite Checks

VIENNA, Austria, Nov. 26. — American juke boxes continue to be imported into Austria despite stringent government restrictions on customer financing and on the import of non-essentials.

John Cotton Merrill, Wurlitzer distributor here and who was formerly connected with the State Department's radio station, Red-White-Red, told The Billboard that as of last June, when Austria received her sovereignty again, re-

strictions on customer financing became so tight that it made sales almost impossible. Then, a subsequent ruling by the Commerce Ministry which made the direct importation of music machines from the U.S. illegal, business came to a standstill.

But importers, Merrill continued, got around the law by importing U.S. machines from other European countries whose currencies were not as tight, thus avoiding a drain on Austria's slim supply of dollars.

Merrill states that there are approximately 400 automatic phonographs operating in Austria, estimates the country can absorb nearly 10,000 before reaching a saturation point.

He claims that the majority of (Continued on page 105)

Winners Named In Wurlitzer's Sales Contest

NORTH TONAWANDA, N. Y., Nov. 26. — Seven days of mid-winter vacation in Mexico City and Acapulco today awaits the 12 winning distributors of the summer sales round-up contest sponsored by the Phonograph Department of The Rudolph Wurlitzer Company.

Announcement of the results of the three-month contest which end- (Continued on page 106)

ALLUVOT VS. MILLER

Location Contracts Approved by Court

DETROIT, Nov. 26. — The value of written contracts to a music operator were clearly demonstrated here last week when Circuit Judge John V. Brennan issued a temporary injunction against the Miller-Newmark Distributing Company, AMI outlet here, and several location owners in a suit filed by Frank Alluvot, head of Frank's Music Company.

The injunction restrains the defendants "from interfering with, or soliciting in any manner, any location owner for the purpose of renting, selling, displaying or operating said parties' music boxes" during the life of a written contract or its extension.

The action was brought by Alluvot in an effort to regain three locations lost to the Miller-Newmark firm.

Supporting the plaintiff was the United Music Operators of Michigan, whose conciliator Roy Small was a principal witness in Alluvot's behalf.

Small said that the UMO was (Continued on page 105)

BAL-AMI Finds Sales Bonanza In Ireland

LONDON, Nov. 26. — Automatic Musical Instruments, Ltd., manufacturers of the BAL-AMI phonograph, is finding the juke box market in Northern Ireland a sales bonanza. During the past 14 weeks, more than 50 new machines have been sold there for approximately \$1,700 each.

Sales have been to operators, who spot them in cafes and taverns, giving the location owners a percentage of the collections, and to milk bar and restaurant proprietors. The latter group have found customer traffic increases considerably after an installation is made.

The machines are 80-selection models.

The man behind the interest now being generated in Northern Ireland for the automatic phonograph business is J. H. A. Swinson, managing director of a firm in Belfast which supplies catering equipment.

When the firm took delivery of 10 new Model "G" phonographs at the Nutts Corner Airport recently, the occasion attracted both press and radio coverage.

MONEY-BACK GUARANTEE ON MINSTREL

LONDON, Nov. 26. — The Minstrel juke box, which sells here for \$1,190 including tax, now carries a five-year money-back guarantee.

If at any time the customer is dissatisfied with the machine he can get the full purchase price back, less \$11.20 for each week the machine has been used.

Pick 'Leaves' on MOA Show; Emsee Shift Set

OAKLAND, Calif., Nov. 26. — Emsee duties on the ABC network radio show, "National Juke Box", of the Music Operators of America, will be rotated regularly on a two-week basis, George A. Miller, president, announced here this week.

The program, which got under way October 15, has been emceed to date by three officers of MOA—Miller, Harry Snodgrass and Al Denver. Miller reported the top tune of the country along with West Coast favorites. Snodgrass introduced the regional favorite in the Southwest, while Denver listed the week's best tunes along the Eastern Seaboard.

Tonight's show marked the first change in the format, Clint Pierce, vice-president, taking over for Snodgrass and introducing the favorites of the Midwest. (Continued on page 87)

NEW YORK, Nov. 26. — The Roger Williams version of "Autumn Leaves" on the Kapp label was selected as the nation's top juke box tune tonight (26) on "National Juke Box," the ABC radio network program prepared by the Music Operators of America.

"Shifting, Whispering Sands," with Billy Vaughn on Dot, was the West Coast regional choice, with "Rock-a-Beatin' Boogie," with Bill Haley and His Comets on Decca listed as promising.

Favorite of the Midwest was "Sixteen Tons," with Tennessee Ernie Ford on Capitol, while "Love Is a Many-Splendored Thing," with the Four Aces was the East Coast selection. Eastern nomination for the most promising tune was "Rocky Trail to Peaceful Valley," with the LeRoy Holmes ork on M-C-M.



You never have to cover up when you have a string of "G's" working for you . . . no excuses, no alibis. The AMI-Fidelity Sound System is true hi-fi, capturing every nuance of the recorded music . . . capturing more dimes and quarters at every location.

There's no HI-FI like AMI-FI!



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COINMEN YOU KNOW

Chicago

By KEN KNAUF

NAAPPB SHOW PULLS COIN CROWD. Coin machine operators, distributors and manufacturers from around the country began flocking into town over the weekend for the National Association of Amusement Parks, Pools and Beaches Show at the Hotel Sherman, Sunday thru Wednesday (27-30). (See story in Amusement Machines section). Local manufacturers and distributors were expecting a flow of visitors to their plants and showrooms this week.

Ralph Sheffield, Genco Manufacturing & Sales Company director of sales, returned this week from a trip to Portland, Ore. . . . Frank Meneuri, Exhibit Supply vice-president and director of sales, journeyed to St. Louis, Kansas City, Mo., and other points during the week. Sam Lewis, Exhibit president, says the firm is still swamped with orders for coin pool games. . . . Art Weinand, Williams Manufacturing Company sales manager, traveled all the way from Louisville to New York and back on his latest sales jaunt.

United Manufacturing Company roadmen, John Casola and Al Tholeke, finished a service school for operators at Baltimore, and headed out to Philadelphia for another school this week. Bill DeSelm, United sales manager, reported a big crowd of United distributors coming into town for the show. . . . Al Stern, World Wide Distributors head, reports Rock-Ola phonographs, shuffle games, pinballs and pool games all moving at a fast clip. . . . George Wrenn, Chicago Coin Machine Company sales representative for the State of Texas, dropped in at the Chicago plant this week.

John S. Conroe, J. H. Keeney & Company vice-president, returned from a trip to Detroit, while Bill Coan Jr., of the vending division, returned from Philadelphia. Bill Bolles, Keeney eastern representative, is touring the New England territory, and Al Allbritten is traveling thru Pennsylvania and Kentucky. . . . Joe Kline, First Coin Machine Exchange, witnessed a record number of trucks pulling up to the First headquarters for game shipments this week. Pool games, he says, are responsible for a big share of the business. Wally Finke took time out recently for a vacation at Grossingers, New York State resort.

Stanley Mack, of Jane Sales Company, subsidiary of Allied Coin Distributors, walked off with top honors this year at the Harvest Moon Festival dance competition. He and his dance partner, his wife, Jane Mack, will appear at the Chez Paree this month. . . . Visiting manufacturer here recently was Paul Brower, young Denver amusement game operator. Getting a line for 1956 expansion, Brower visited plants of Bally, Genco, Northwestern and Williams.

Miami

By RAOUL SHAPIRO

ROUTES BOOSTING GROSSES. Collections here are showing a decided increase. Norman Rogers, of R&S Music, says his locations have really shown increased activity in the past couple of weeks. Buddy Kaufman, C&L Amusement, says his stops have picked up too in the past two weeks. Harry Silverman, Ace Music Company, says his games have picked up a little, but his music route is still lagging behind.

Ted Bush, Bush Distributing Company, is back on the job after spending a week in the hospital undergoing minor surgery. Ted says he feels fine again. Another returnee to Bush Distributing Company is Ken Willis. Ken has been a pretty sick boy, and tho he has not completely recovered from his illness, is anxious to get going again. Arthur Zuker, of Budisco, readying for a trip up north. Arthur says he is not anxious to hit the cold up New York way, but is anxious to see his folks.

Sid Nathan, head of King Records, down from Cincinnati for a visit to his Miami branch office. Ralph Bass, a.&c.r. man for Federal Records, flew in from Los Angeles to record the *Midnighters*, now working at the Palms up in Hallandale. Marvin Novak, King Branch office manager, showed Ralph the town. And no smog, of course. Mrs. Ernie Reyer bought herself a boat. She is the wife of Distributors' crack salesman, Ernie. He is on the road so much she decided she would spend her leisure time fishing, a sport she loves. Mel Schwartz, of Mellow Music Company, is another guy who loves boats. Mel was seen recently towing his big boat thru downtown Miami and holding up traffic beautifully.

Bill Rogers, of E. C. Rogers, Fort Myers, in town on his weekly record buying trip. Bill was a bit under the weather with a nasty cold. Bill says every time the temperature drops to about 60 degrees he is sure to catch cold. No use giving him any remedies. He's already tried them all. Gale First, of First Music Company in Naples, also in town buying records. Gale says business is fair, but should get better shortly. . . . Both Moe and Harry Steinberg sporting big smiles. Seems they have started converting their machines to dime play, and tho they have only changed over a few locations, claim that those locations that were changed over have shown increases as high as 35 per cent. . . . The hottest record to hit this town in many of a year is Tennessee Ernie's "Sixteen Tons," with every operator covering his complete route with the disk.

Bobby Schwarts, of B&B Vending, says business is good and should get better from now on in. Harry Zimand, of Acme Music Company, is another operator who reports that collections have started to climb. . . . Red Gurkin, of Belle Glade Music Company, plagued with a bad cold for several weeks, had to forego his weekly record buying trip into Miami. . . . Red reports business good, with many migrant workers in the area. The same observation was made by Jim Robbins, of the Robbins Electric Company in Okeechobee. Jim says there are thousands of Mexican and Puerto Rican farm hands helping with the tomato picking, and they are keeping the machines jumping. Jim was accompanied to town by Mrs. Robbins and his two lovely daughters.

Gale First, of First Music Company in Naples, reports business is not as good as he hoped it would be, but is setting out a lot of equipment in locations that were closed for the summer season, and has high hopes for a big season. Marvin Turner, of Palm City Music Company in Fort Meyers, reports business should really boom in the next couple of weeks. Marvin says his leg feels fine. Missed hearing from Bill Rogers, of E. C. Rogers in Fort Meyers. Hope everything is okay with him. Every juke box operator this writer spoke to reports that Capitol's disk of "Sixteen Tons" has boosted the take on machines from \$2 to \$6.

Ozzie Truppmann, of Advance Music Company, reports that his route of pool tables is averaging over \$20. Ozzie says that any operator not setting out this new type of game is missing the boat. . . . Every

(Continued on page 88)

Yule Season

• Continued from page 84

big promotional guns were oiled and readied for action.

Christmas Favorites

Fred Sipiara, head of Singer One-Stop here, reported that many operators began ordering Christmas favorites two weeks ago, but that Friday was a mad scramble. He said that he thought operators would continue to order the stand-bys for another week, at that time

'Leaves' Picked

• Continued from page 84

During the MOA executive meeting in Chicago several weeks ago, six officers appeared at the ABC broadcasting studio, where transcriptions were made for future programs. Those making the transcripts were Miller, Snodgrass, Denver, Pierce, who operates in Wisconsin; Martin Britz, of Colorado, and Howard Ellis, Nebraska. Meanwhile, Miller urged operators thruout the country to send in suggestions and ideas for improving the program. He pointed out that the show was designed to give local color as well as furnish national appeal and therefore needed fresh ideas all the time.

- switching over to the new crop of tunes.
- Following is an alphabetical check list for operators of the 10 top seasonal favorites:
1. All I Want for Christmas
 2. Here Comes Santa Claus
 3. I Saw Mommy Kissing Santa Claus
 4. I'll Be Home for Christmas
 5. Jingle Bells
 6. Rudolph, the Red Nose Reindeer
 7. Santa Claus Is Coming to Town
 8. Silent Night
 9. White Christmas
 10. Winter Wonderland.

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ATTENTION, VENDOR SALESMEN, DISTRIBUTORS. New high-speed, hot sandwich machine for route sales; not a vendor; re-tails at half the price of infra-red machines to operators; cooks twice as fast, electrical operation, semi-automatic; \$2900 commission paid one salesman for three weeks sale. Write full details previous experience, vendor or promotional, first letter. No cards answered; a new deal for men willing to sell or clean deal clean, able to finance self. Box M-150, c/o Billboard, Cincinnati 22, O. ch-de3

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veeeco Sales Co., 2121 Market St., Philadelphia 3, Pa. LOeast 7-1548. ja3-ch

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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 5-4244. ch-tfn

COIN-OPERATED ART SHOWS. 4 SHIP. man. 6 pack. Good as new. Make offer. First letter. 2111 South Kansas, Wichita, Kansas.

MERCURY 13-WAY STRENGTH TESTERS and parts, springs, gears, other parts. Dial Decals, \$2. Complete machines, good condition, \$75. Playland Arcade, Macon, Mo. de3

SCALES—1#, 12 MILL LOWBOY STYLE, excellent shape; 1 Rock-Ola, 2 Pace, 1 Caille, Watling Guessar, Watling Horoscope. All S-1, ready to operate, \$29 to \$47.50. Quantity discount; also counter games, \$12.50. R. Osburn, 635 Knower, Toledo 9, Ohio.

VENDING MACHINES, PARTS, ALL SUPPLIES, Ball Gum all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk. Panned Candies, 1¢ Hersheys, 320 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Vendors. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. ja5

WANT RELIABLE PROMOTIONAL SALE ORGANIZATIONS

Patrol "Non Coin" hot nut displays. Colorful, has action. Perfume Vendors, 25¢, solid pack, purse size, new! 12 1/2 Ticket Vender, locations everywhere; sell in direct routes, to new operators. Buy samples. Drop slip under label. Write for set-up.
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74 W. WASHINGTON CHICAGO

WRITE FOR CATALOG. MOST COMPLETE range machines and parts for all makes of equipment; much not available elsewhere. All types Arcade equipment, pinball machines, electrical and mechanical parts. Electric signs; moving figures illuminations same as used by all Municipalities at leading seaside places in England. We can accept any currency. Chicago Automatic Supply Co., Equipment Engineers & Exporters, 11-15 St. George's Road, London, S.E. 1. ch-de3

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. de3

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

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 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.

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Paster Weighs Disk One-Stop

MILWAUKEE, Nov. 26.—Paster Distributing Company, AMI outlet in this area, is considering opening an operator one-stop.

According to Manager Sam Cooper, the firm has been studying the possibilities of such a move

for some time, that it was quite possible the move might be made within the next two months. Said Cooper: "We've had experience in the one-stop business in St. Paul, found that a juke box distributorship and operator record outlet can work well together."

Cooper added that if the plan is instituted, the new one-stop operation will occupy space in the present quarters.

S. H. LYNCH & CO.

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SAN ANTONIO — 414 DOLOROSA

DID YOU READ THESE EXCLUSIVE INDUSTRY NEWS ITEMS PUBLISHED IN THE BILLBOARD AND ONLY IN THE BILLBOARD LAST WEEK?

DIME JUKE BOX PLAY MOVES SLOWLY AHEAD IN N. Y. Mid-town Manhattan spots easily converted. Neighborhood bars, teen-age stops pose problem. Ops give various views on move. (Page 100, The Billboard, November 26.)

COLORFUL ARRAY OF GAMES, ARCADE UNITS TO BE SHOWN AT NAAPPB. Eighteen coin machine and related product exhibitors compete for coveted Henry A. Guenther Award. Details present picture of newest equipment to be unveiled. (Page 106, The Billboard, November 26.)

MICHIGAN'S UNITED MUSIC OPERATOR CRITICIZE MOA ACTION. MOA supports public relations efforts, but tears into the Music Operators of America's commercializing in juke boxes. (Page 100, The Billboard, November 26.)

ARCADE OP BUILDS 34-ACRE FUN PARK. Chicago op adds new twist to Arcade expansion move, outlines plans for \$250,000 fun park in hinterlands to be known as "The Enchanted Forest." Midwest's reply to Disneyland. (Page 106, The Billboard, November 26.)

ARCADES MUSHROOM IN NEW LOCATIONS. Reports reveal expansion move lies in outlying districts. Detailed are "dream locations" discovered by Arcade operators. (Page 106, The Billboard, November 26.)

FAIRS, PARKS, POOLS HIKE OPS' SEASONAL INCOME. Outlined are details of vending operators' move to outdoor locations, a successful move in increasing over-all summer sales and profits. (Page 96, The Billboard, November 26.)

AMI Bows Location Color Wheel Chart To Aid Juke Sales

GRAND RAPIDS, Mich., Nov. 26.—AMI, Inc., has introduced and is distributing a new juke box location sales aid to operators and distributors.

The sales aid, called a color wheel visualizer, is a card, measuring approximately eight inches in circumference, which consists of translucent plastic discs that can be rotated to show eight different types of locations in eight different colors and equipped with any one of the eight AMI juke box colors. There are 512 possible color combinations.

Types of locations represented are restaurants, diners, clubs, cocktail lounges, ice cream parlors, dance halls, bars and taverns. Background colors are white, grey, yellow, light green, brown, sand, red and light blue. The top plastic disc shows the eight AMI juke box colors.

Color visualizers are available to all operators and can be obtained either thru local distributors or by writing direct to the AMI plant here.

Neb. Phono Assn. Backs MOA Safety Driving Campaign

OMAHA, Nov. 26.—The Nebraska Phonograph Operators' Association, Inc., has gone all out to support the national safe driving campaign recently launched by the Music Operators of America.

Howard N. Ellis, secretary-treasurer of the Nebraska association, this week sent a letter to every operator in the State, urging 100 per cent co-operation in the campaign. Ellis pointed out the advantages of a national public relations program and explained how each operator could participate.

The record, "Please Take Care of Yourself," which is tied in with the MOA campaign (The Billboard, November 19), is being ordered by operators thru the association and by direct contact with Deed Records in Chicago.

Ellis said that local operators had already placed their orders.

Anthracite Assn. To Mull 10c Play

SCRANTON, Pa., Nov. 26.—A public relations program designed to boost dime play for juke box operators will be discussed at a meeting of the Anthracite Music Operators' Association Monday, December 5, Ben Sterling, president announced today.

"Opposition which always arises when any price increase is imminent will disappear if the cost hike is justified and properly explained to the public," Sterling said.

Increased cost of machines, operating expense and labor, he said, make it necessary for the association to discuss the move to make the operation of automatic phonograph self-supporting.

Kansas Assn.

Continued from page 84

coming year will present a number of automatic phonographs to community organizations and hospitals.

New Officers

Ivan Martin, Winfield, was elected president for the ensuing year; R. M. McClanathan, Salina, vice-president, and Harlan C. Wingo, Emporia, secretary-treasurer.

Elected to the board of directors for a two-year term were Glenn Williams, Topeka; Ed Upshaw, Junction City; Lou Ptacek, Manhattan; Louis Prell, Bremen; Byron McCullough, Great Bend, and Don Foose, El Dorado.

Elected to the board for a one-year term were Mrs. Hatcher, Garden City; Charley Newkirk, Parsons; Stan Chilton, Wichita; Al Phinney, Salina; William C. Ingram, Hayes, and Bob Allen, Hutchinson.

The association will hold its next meeting in Salina on January 28-29 with McClanathan as the host-operator.

COINMEN YOU KNOW

Continued from page 87

operator who has set out the Seeburg V200 on straight dime play reports collections excellent. Buddy Kaufman, of C&L Amusement, reports he experimented with dime play in a teen-age location and collections jumped over 40 per cent. . . . Lucky Skolnick, of Music Makers, Inc., reports collections the highest since last winter, with his white route leading the way. Bert Blatt, of Music Makers, tiring of the coin machine business, thinking of going into the printing business.

Boston

By CAMERON DEWAR

PUSHES NEW DISTRIBUTORSHIP. Now that Ed Ravreby, of World Fair & Associated Amusements, has taken over the distributorship of Rock-Ola in this area he is busy negotiating for larger quarters. In the meantime he has redecorated his present plant in red and plans to hold a big showing soon. . . . New girl in Ravreby office is Connie Bianca. Ray Davis, of the Ravreby staff, just returned from a trip to Greenwood, Miss.

At Redd Distributors (Wurlitzer), sales chief Bob Jones says Exhibit's new pool game has arrived and business has started to spurt on the item. Redd's sending phonographs and games to global spots. Singapore, South America, Europe and the Caribbean are all on the list. . . . Louis Blatt, of Atlas Distributors, reports sales booming in the new AMI. He and Tom Byrnes, of his sales staff, just returned from the north country taking orders.

Irwin Margold, of Trimount Automatic Sales Corporation (Seeburg), happy over business on both games and phonographs. Says the firm is doing a big volume, especially in Vermont with the new Seeburg 200. . . . Jerry Flatto, of Boston Record Distributors, entertaining the song spinners, Tony Bennett and Sherm Feller, of WVDA. Jerry has booked his new singer, Dick Roman, into Bronzo's in Shrewsbury and is pleased with the results. . . . Dick Mitchell, of Dick's Records, buckling to tackle the advance Christmas business. Dick had a visit from the Rover Boys this week.

Hank Petect, Wurlitzer field engineer, doing the rounds. . . . Guy P. DiGiovanni, of Commonwealth Distributors, reports coin-operated pool tables going well, and late model phonographs are moving at a good speed. Guy has been spending a lot of time calling on the trade. . . . Jim and Ray Magee, of Magee Music, Winthrop, worried over a lady patron in one of their locations. Seems she ripped her dress on the edge of a music machine and is demanding \$25 damages. . . . Jerry Belliveau, of Fitchburg, who owns a diner in Wayland, is getting into the restaurant business in a big way. He has now bought himself a luncheonette in Leominster. With all his enterprises, Jerry still finds time to coach basketball at St. Bernard's High School in Fitchburg.

Ray Shea, of Worcester, enjoying the show at Bronzo's, Shrewsbury. . . . Al Yourkewicz, of Ambrose & York, Brockton, who used to play professional hockey, is assisting with coaching at Boston University for the tryouts for the 1956 Olympics. Al expects to go along with the team when it goes to Moscow for the 1957 Olympics. Many operators were doing the rounds this week. Among them were Harry Baker, of Portland, Me.; Harry Walker, of Newport, R. I.; James O'Connor, of Danielson, Conn.; Charles Sharpe, of Portland, Me.; Al Dolins, of Hyannis; Al Riquier, of Williamantic; Sol Robinson, of Newton; Ralph Lackey, of Roxbury; Bert Howell, of Norwood, and Eddie Germandie, of Bristol, Conn.

Milwaukee

By BENN OLLMAN

GEIGER CONGRATULATED. Vending machine operators here are extending congratulations to Herb Geiger, who was named treasurer of the National Automatic Merchandising Association at its recent 20th annual convention. . . . A statistical report issued from United, Inc., Wurlitzer stronghold on Vliet Street, according to Harry Jacobs Jr.: "We have sold music equipment to 111 per cent more customers this year than in 1954." Further indication of healthy conditions at United, Inc., includes the recent purchase by Harry Jacobs Jr. of a pink Cadillac. "Our big worry now," adds Harry, "is whether we can get enough machines from the factory from now to the end of the year."

Carl Karl, of the Wurlitzer factory credit department, stopped in briefly this week at the United office. . . . Reports from the Marinette, Wis., area indicate that music-games operator Lawrence Egner is expanding his territorial coverage. Another Marinette, Wis., operator, Frank Szymusiak, after a lengthy spell of illness, is back on the routes again. . . . Bill Doyle, marking his 10th year as a sales representative for Mars, Inc., reports that business keeps holding up nicely. Sales, especially to the vending machine trade, is well up over last year, he adds. Bud Rutherford, Mars, Inc.'s new western sales manager, spent several days recently calling on key accounts in the Madison, Wis., territory.

L. R. Distributors' music routeman and record buyer Carl Staska is up in the North Woods this week deer hunting. Other coinmen in the deer hunting grounds included Jerry Groll and Woody Hoefner, of the Paster Distributing Company organization. Back first, Woody Hoefner reported that he shot a six-pointer. . . . Mrs. Beverly Black is back at her old job at the Major Distributing Company, filling in for office manager Phyllis Kappenman, hospitalized for an emergency appendectomy at Misericordia Hospital.

Bally and Keeney pool games are selling in big volume, according to Sam Cooper, of Paster Distributing Company. "Most of the pool table games are being bought by up-State operators," says Sam, "but they are also showing some new strength in the Milwaukee area." Visitors at Paster Distributing Company's new headquarters at 36th and Fond du Lac Avenue this week included Herman Paster and Allen Nilva, both of the St. Paul office. . . . The recent mink jacket and stole promotion run by Wurlitzer was taken seriously by a number of State operators. Among those whose wives are now proud possessors of the coveted fur garments are Carl Klein, Bert Liesch and Ken Kulow, Milwaukee coinmen, and Harold Ristow, of Kaukauna.

New York

By AARON STERNFIELD

HOLD MONY DINNER. Music Operators of New York, Inc., holds its annual dinner meeting and election of officers November 29 at the Park-Sheraton Hotel. . . . Ernie Levine and Art Gochman have broken up their partnership in Pacific Music Company. Levine now operates under his own name and Gochman operates Argo Music. . . . Mrs. Al Denver, wife of the head of the Music Operators of New York, is expected to be elected president at the dinner.

(Continued on page 99)

IF YOU MISSED READING THE NOVEMBER 26 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New

A CONTINUING STORY OF



Leadership in Action

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 October 22, 1955)

ARCADE EQUIPMENT

- 1. SEEBURG—Shoot the Bear (12/53)
2. UNITED—Carnival Gun
2. GENCO—Rifle Gallery
2. GENCO—Sky Gunner
3. EXHIBIT—Dale Gun

MUSIC MACHINES

- 1. AMI—Model E-120
1. SEEBURG—M-100-A
2. SEEBURG—M-100-B
3. AMI—Model A
3. AMI—Model C
3. AMI—Model D-40

SHUFFLE GAMES

- 1. UNITED—Cascade Shuffle Alley (6 player)
2. UNITED—Olympic Shuffle Alley
3. UNITED—Chief Shuffle Alley
4. CHICAGO COIN—Triple Score Bowler
5. UNITED—Royal Shuffle Alley

VENDING MACHINES

- 1. Northwestern 33, Ball Gum
2. Columbus 1c 6-R
2. Master 1c & 5c Bulk
3. Electro (8 col.)
3. Stoner Candy (8 col.)
3. Uneda Model E (6 col.)
3. Victor Model V, B/G Wheel

PINBALL GAMES

(Manufacturers with ten or more games listed below)

BALLY

- 1. Beach Club
2. Hi-Fi
2. Palm Springs

GOTTLIBS

- 1. Chinatown
2. Grand Slam
2. Guys & Dolls
2. Skill Pool

UNITED

- 1. Nevada
2. Mexico
2. Rio

WILLIAMS

- 1. Hayrunner
2. Dealer
2. Four Corners

PINBALL GAMES

Table with columns: BALLY, HIGH, LOW, Times Adv'd. Lists various pinball games and their prices.

Table with columns: HIGH, LOW, Times Adv'd. Lists games like Star Pool, Struggle Buggy, Thunderbird, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists games like Cyclope, Spitfire, Three Deuces, etc.

MANUFACTURERS NOT LISTED

Table with columns: HIGH, LOW, Times Adv'd. Lists games like Cyclone, Spitfire, Three Deuces.

ARCADE EQUIPMENT

Table with columns: HIGH, LOW, Times Adv'd. Lists various arcade games like ABT Challenger, Advance Shockers, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists games like Silver Bullets, Six Shooter, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists games like Sky Gunner, Sky Fighter, etc.

MANUFACTURERS NOT LISTED

Table with columns: HIGH, LOW, Times Adv'd. Lists games like Cyclone, Spitfire, Three Deuces.

Table with columns: HIGH, LOW, Times Adv'd. Lists various arcade games like ABT Challenger, Advance Shockers, etc.

MUSIC MACHINES

Table with columns: HIGH, LOW, Times Adv'd. Lists various music machines like AMI Model A, etc.

ROCK-OLA

Table with columns: HIGH, LOW, Times Adv'd. Lists various Rock-Ola machines like Comet 1438, etc.

WURLITZER

Table with columns: HIGH, LOW, Times Adv'd. Lists various Wurlitzer machines like 1015, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists games like Ace Bowler, Advance Bowler, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists games like American Bank, Shuffle, etc.

SHUFFLE GAMES

Table with columns: HIGH, LOW, Times Adv'd. Lists various shuffle games like Ace Bowler, Advance Bowler, etc.

MUSIC MACHINES

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WURLITZER

Table with columns: HIGH, LOW, Times Adv'd. Lists various Wurlitzer machines like 1015, etc.

HIGH LOW Times Adv'd

Table with columns: HIGH, LOW, Times Adv'd. Lists various shuffle games like Shuffle Alley, Shuffle Pool, etc.

VENDING MACHINES

Table with columns: HIGH, LOW, Times Adv'd. Lists various vending machines like Acorn 5c or 1c, Advance D 1c B/G, etc.

67,000 ACTIVE BUYERS read The Billboard classified columns each week.

Iowa Seeks Op Aid To Draw Model Law

State Invites NAMA Help to Insure Fair Fees, High Sanitation Standards

DES MOINES, Nov. 26.—Iowa's Department of Agriculture is seeking a model statute to govern the licensing of food and bottle beverage vending machines thru help from the vending industry in an unprecedented move.

Determined to establish fair regulations of high sanitation standards and licensing fees that will not hamper the growth of vending industry in the State, L. D. Liddy, chief of the dairy and food division, Department of Agriculture, has invited the co-operation of Iowa vending operators and the National Automatic Merchandising Association in drawing up the proposed law.

In seeking the aid of the vending operators and the NAMA, Iowa's officials have set a new precedent in the annals of vending history.

Ordinarily, laws pertaining to the vending industry are drawn up and passed by city and State officials without consultation with the operators or the national association.

No Hindrance

"We are not interested in revenue," Liddy emphatically declared. "We only want to retain jurisdiction in regard to sanitation, and in no way hinder the growth of the automatic vending industry in Iowa."

"I am convinced after inspecting the latest food and beverage vend-

(Continued on page 101)

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"I am convinced after inspecting the latest food and beverage vend-

(Continued on page 101)

Uneda Begins Production on Conversions

NEW YORK, Nov. 26.—Anticipating increases of State cigarette taxes and the possibility of wholesale cigarette price increases, the Uneda Vending Service has gone into production on its new line of 25-cent and 30-cent coin mechanism conversions.

The line includes 25 and 30-cent conversions for Rowe Imperials, Royals, Presidents and Crusaders, to list for \$16.50.

Rowe price differential bars, enabling the operator to vend at either 25 and 30 cents or 30 and 35 cents, will sell for \$4.50. National coin mechanisms, including a new side and price differential bar for Models 9-30, 9-30 Special, 9-50, 7-50 and 9-A, will sell for \$22.50.

Nat Hochman, Uneda president, said recent increases in State taxes have made it difficult for

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Bushnell Cites Growing Interest of Banks, Finance Houses in Vending

NEW YORK, Nov. 26.—The banking fraternity is showing an intense, if somewhat belated interest, in the vending industry, according to Sam Bushnell, president of the Conditional Sales Credit Corporation.

Bushnell reported that at the recent convention of the National Automatic Merchandising Association, bankers and finance house representatives visited the convention floor to get a good look at how the industry was progressing. And, he added, most of them were impressed.

Conditional, which specializes in discounting equipment loans in the coin machine industry, handled virtually no vending accounts a year ago. Today, said Bushnell, from 7 to 10 per cent of the firm's coin machine volume is in automatic merchandising.

Cigs, Soft Drinks

And, Bushnell pointed out, nearly all of the firms financing in the vending field covers cigarette and soft drink machines. The fast-growing milk and full-line feeding operations haven't yet been covered.

One of the prime reasons accounting for the interest in banking houses in vending machines is their longevity. While an amusement game may stand up a long time, a newer model could depress the value considerably in a few months.

On music, the life of equipment is considerably longer, but newer models do cause mechanically perfect pieces to decrease in value.

Slow Depreciation

However, a vending machine depreciates at a much slower rate than games or music, and as long

as it is in operating shape, it can be kept on a location.

This probably accounts for the difference in terms offered to operators of games, music and vending. Conditional Sales usually wants to get paid within eight months on games. For music it will carry paper as long as 24 months and will go to 36 months in some cases on vending.

Bushnell says that finance charges to purchasers of coin machine equipment are about the same as they were a year ago, but the firm is coming out with a lesser profit margin. He explained that bank interest rates have risen 33 to 40 per cent, but rates to operators have remained the same. As the finance house gets its money from

(Continued on page 98)

BULK OPERATOR: CIVIC LEADER, PROUD FATHER

CHICAGO, Nov. 26.—Sam Schnayer, owner of the Circle R Distributors, a bulk gum and charm vending firm, is active in community and civic affairs, and is president of the Young People's Club of Congregation B'nai Zion.

Married and the father of three youngsters — two boys and a girl — Schnayer has been in the bulk vending field for 21 years. He established his own firm more than three years ago (see story in this section).

The fifth in a family of seven children, he quit high school after his sophomore year to help support his family, working as a salesman for several months before joining Confection Specialties.

Prior to the birth of his daughter, Joann Lynn, his wife, Lillian, was active in the business. Today she maintains their six-room apartment, and watches over their daughter and sons, Robert, 12½, and Ronald Harold, 10.

250 Coke Bottlers Use Pre-Mix Units

Franchised Outlets Woo Industrials With Glasscock Venders; Sales Hit New High

NEW YORK, Nov. 26.—More than 250 Coke bottlers throughout the nation are currently using the new pre-mix vending machine developed by Glasscock for Coca-Cola, according to William E. Robinson, Coke president.

The pre-mix machines, and the increased sale of cup drink machines for industrial locations, are felt to be a factor in the record gallonage sold in the third quarter of this year by the firm.

Many bottlers feel that the pre-mix unit will help them out of their quandary—how to compete with diversified operators on their own terms.

Low-Volume Stops

Traditionally, the bottlers have stuck with bottle venders, usually with limited capacities on locations which didn't do enough volume to support a cup vender.

With diversified operators buying the syrups directly from the

manufacturer, and being able to offer a complete vending package to locations, the bottler was at a competitive disadvantage in high-traffic locations.

Plus Sales

On gas-station-type locations, the bottler had the edge. Most of these stops will not support cup machines, and the diversified operator can't very well go into them with bottle machines, as the local bottler is his only source of supply. So the bottlers used these marginal locations as outlets for plus sales and.

(Continued on page 98)

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(Continued on page 98)

Promoters Get 18 Months in Vending Fraud

KANSAS CITY, Mo., Nov. 26.—Cracking down on unethical promoters of hot drink vending machines, Judge Albert Ridge in the U. S. District Court here sentenced Clarence V. Roades and Gene R. McCulloch to 18 months in a federal penitentiary.

The two, along with Roy L. Baker and Lawrence A. Wolfe who were acquitted, were named in a three-count indictment returned by a Kansas City grand jury July 28.

In finding Roades and McCulloch guilty, Judge Ridge said the 18-month sentence on each count was to run concurrently. The three-count indictment charged the men with the operation of a vending machine promotion which did business as "Netco Enterprises," and the "Western Manufacturing Company."

Fraud Charged

The men were charged with devising a scheme and artifice to defraud purchasers and prospective

(Continued on page 101)

Maps Depreciation For Bulk Operators

By MORRIS SCHWARTZ
Partner, Shepard, Schwartz & Co., certified public accountants

CHICAGO, Nov. 26.—Since the advent of high income tax rates, businesses operating at a profit have been seeking maximum deductions allowable for tax purposes. The bulk vending machine operator is no exception. He, too, is desirous of taking highest possible tax deductions currently even tho this may leave only reduced allowances for future years.

By selecting one of the new methods of depreciation permitted in the Internal Revenue Code of

1954, the bulk vending machine operator can avail himself of large depreciation allowances on his machines in the early years of their usefulness. Here is how it works:

Under the new Internal Revenue Code, the depreciation methods permitted under the old law are continued and, in addition, certain other methods are recognized. Of these, there are two that have created the most interest among businessmen. These are the declining-balance method at double the straight-line rates and the sum-of-the-digits method. By and large, the declining-balance method has

(Continued on page 93)

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(Continued on page 93)

Penny, Nickel Still Have Buying Power

• Continued from page 1

when nearing the machines, and when accompanied by youngsters stop and make a purchase from the vending machine.

Pleases Children

Phil Sparacino, a veteran of more than 20 years in the bulk ball gum vending field, has established two of his sons in the business, and operates his own firm with another son.

He bases his success on "pleasing children." He keeps his machines clean and always in proper working order so children won't complain, or keep away from his machines because they failed to receive gum because a machine failed to work.

The Sparacinos have more than 1,800 venders on locations, and all are in outlets on the outskirts of cities and towns. This is done to avoid time lost in traffic tie-ups.

An important factor in the Sparacino success lies in friendship with location owners. They send out birthday cards and small gifts with the thought in mind that little remembrances go a long way toward building thriving outlets.

Building Up

Rapidly building up a thriving business in tab gum venders along with cashew and jelly bean machines is Eli Soto, who quit his job

as a quality control engineer so he could have his own business.

Among his best are a large automobile agency, an auto parts dealer and freight trucking terminals.

In Detroit Carl Hill, head of Hill Vending Service, has met unusual success by frequently changing products in his bulk vending machines, and including charms—miniature toys—in his units.

The 1-cent coin as well as the nickel is here to stay, they contend. Individually the penny may not mean much, but collectively it is responsible for millions of dollars spent annually for vended products.

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Operator's Truck Looted of \$5,000

NEWARK, N. J., Nov. 26.—A vending machine operator's truck was looted of \$5,000 in coins this week, while scores of people passed by at a busy intersection here.

While the truck was being looted, the alarm system was screeching away, but nobody stopped to see what was going on. The vehicle, owned by the Federal Automatic Company, was left at the curb while the driver and his assistant were making a purchase at a nearby paint shop.

Milk Sales Top Soft Drinks in Vermont Tests

BURLINGTON, Vt., Nov. 26.—According to a recent report from the Vermont Agricultural Experimental Station, milk sales will outpull those of soft drinks when vending machines for both products are placed side by side on office locations.

James G. Sykes, assistant agricultural economist of the VAES, told of a test which had a cup milk machine placed in an office building near a cup drink unit which had been on the location for some time.

On one day during the first week of operation, the milk vender pulled 87 sales as compared with 24 for the soft drink machine. In the dual-selection milk machine, chocolate milk outpulled white milk 1.6 to 1.

110 to 16

Four days later, when all the employees were aware of the place-

(Continued on page 101)

Sum of Digits Method For \$100 Asset With 5-Year Life

Year	Unrecovered Cost	Depreciation Factor	Allowable Depreciation	Allowable Depreciation Under Declining Balance
1	\$100.00*	5/15	\$33.33	\$40.00
2	66.67	4/15	26.67	24.00
3	40.00	3/15	20.00	14.40
4	20.00	2/15	13.33	8.64
5	6.67	1/15	6.67	5.58

*Disregards Salvage Value

Declining Balance Method For \$100 Asset

Year	Unrecovered Cost	Allowable Depreciation For Year
1	\$100.00	\$40.00
2	60.00	24.00
3	36.00	14.40
4	21.60	8.64
5	12.96	5.58



VICTOR'S TOPPER
1c BALL GUM MACHINE.
\$12.50 each.
\$12.00 100 or more.
TIME PAYMENT TERMS
in lots of 8 or more. Payments as low as \$3 weekly.
Write for details.

ROY TORR
LANSDOWNE, PA.



VICTOR'S TOPPER
1c Ball Gum Machines.
\$12.50 each.
\$12.00—100 or more.
VICTOR'S FIVE STAR BABY GRAND
\$12.50 each
Write today for FREE Price Lists on other Victor products. Liberal allowance on trade-ins.

GARDNER & LOSE
2611 Hale Ave. Louisville 11, Ky.
EM 6-6838



VICTOR Standard TOPPER
1c BALL GUM VENDOR
\$12.50 Each
\$12.00 Each 100 or More
30 day money-back guarantee if not satisfied.
1/2 deposit on all orders
Write for lowest prices on filled capsules. Immediate delivery.

SPECIAL TRADE-IN OFFER
As High As \$6.00 Per Machine On VICTOR TOPPERS
Send Us Your List.

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1445



NEW IMPROVED PENNY-NICKEL ATLAS MASTER

Write for full information to
EXCLUSIVE NAT'L SALES AGENT

Penny King Company
2538 Mission St.
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World's Largest Selection of Miniature Charms

Send 35c for regular sample kit of charms

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

BULK OP'S THEME

'Sparkle'—Wins Kiddies' Pennies

By **BILL MASLOWE**
CHICAGO, Nov. 26.—"Sparkle." That virtually describes Sam Schnayer's entire operation in the bulk ball gum and charm vending business, and he's been actively engaged in the field for 21 years.

As the owner of the Circle R Distributors, Schnayer personally services his venders, cleans, repairs and paints them regularly, and orders his own stock.

His venders sparkle from the top of the globe to the base, gleaming with cleanliness that makes the products inside the glass ball easily seen and appealing.

So clean are the globes that a youngster from several feet away can spot the many charms as well as the colorful balls of gum. The sparkle, according to Schnayer, usually draws the youngster closer to the machine to inspect the contents more thoroughly, and another sales is made.

Efforts Rewarded
"This buy appeal," Schnayer explained, "more than repays the effort I take to keep my machines sparkling at all times."

A penny is important to a child, he asserts. Youngsters have to be sold on a product before they spend that penny. A clean vender with its gleaming glass globe and bright shining base is half the battle in selling children.

"A sparkling machine adds to a child's confidence," Schnayer maintains. "They realize somehow they will not be disappointed when they place that penny in the coin chute, and usually are quite content with their purchase."

Circle R locations include neighborhood department, grocery and fruit stores, 5 and 10-cent chain stores, confectioneries and drug stores.

While he has hundreds of outlets, Schnayer said he has made it a point to become personally acquainted with the owner or manager of each, and knows them all by their first name. On each service call he tries to see each one,

and listen to complaints or suggestions.

Service First
"I have informed them I carry property and personal liability insurance, and impressed upon them the fact that I try to service and maintain the vender as I would want it kept if I owned the outlet," he explained.

Schnayer said he always makes it a practice to pay his commissions with rolls of pennies, saying outlets are always in need of change, and feels grateful toward an operator who supplies him with pennies.

"Commissions should be kept within reason," he maintains. "Further, I do not believe in jumping a location. I have seen many bulk operators try to move in on another's location by offering a higher commission, but they don't last long. They just can't operate on that small a profit."

In locations where toys are sold, the owner of the Circle R says he places very few charms in his venders, stating:

"In this way I don't compete with store sales. The parents usually buy the child a toy, and here the colorful ball gums sell themselves as a treat for the child and cost only a penny."

Stairway Spots
In such locations, Schnayer usually spots his machines—usually two—near the exit door. In de-

partment stores the venders are located at the head of each stairway, plus the exits.

Schnayer usually spends four days a week servicing his machines. He leaves his headquarters about 8 a.m. in the family car loaded with spare venders, refilled globes, and cartons of gum and charms.

Wednesday he spends in his headquarters at 1212 S. Komensky Avenue where he receives his stock, repairs and paints his venders, plus washing globes and refilling them.

"Never order more ball gum than can use within the next week or two, and keep a close eye on the popularity of certain charms. However, keep a supply of popular

favorites on hand at all times," he advises.

To assure each location of proper service, Schnayer supplies each with a postpaid card to be used when a machine empties faster than anticipated or does not function properly.

"This occurs more frequently than you expect," he pointed out. "Why, I don't know. Sometimes sales zoom when you move a" *(Continued on page 98)*

EMPTIES MACHINES FASTER!



NEW! Red-Hot "Ball o' Fire" Bubble Gum!
DANCO COIN MACHINE CO.
1302-04 E. Baltimore St.
Baltimore 31, Maryland

NEW CAPSULES
That Don't BREAK and OPEN



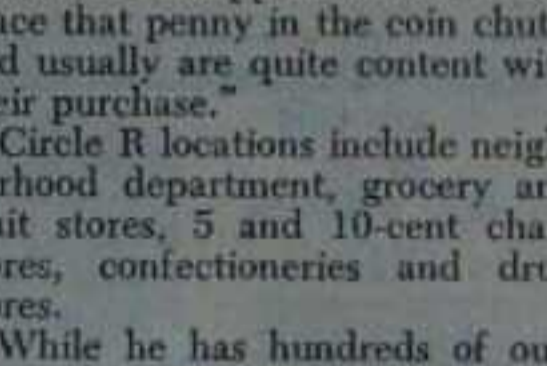
You WANT a CAPSULE that STAYS CLOSED—you've GOT IT.
You WANT a CAPSULE that won't SPLIT—you've GOT IT.
You WANT a CAPSULE that's CLEAR—CLEAR and in COLORS, TOO—you've GOT IT.
Costs a bit more, because we put so much more into it . . .
HEAVY WALLS, HIGH IMPACT PLASTIC POWDER, BETTER MOLDING TECHNIQUE, POSITIVE LOCKING-SNAP.

In 100,000 lots, in bulk. \$4.00 per 1,000
In 10,000 to 99,000 lots, in bulk. \$5.00 per 1,000
Minimum order 10,000.
f.o.b. Jamaica, N. Y.
Immediate delivery.

IF YOU WANT THE BEST . . . You've GOT IT

SAMUEL EPPY & CO., INC. 91-15 144th Place
Jamaica 35, L. I., N. Y.
Quality—FIRST, LAST & ALWAYS

EMPTIES MACHINES FASTER!



NEW! Red-Hot "Ball o' Fire" Bubble Gum!
ROY BECKER
8733 Wickham Drive
Berkeley, Mo.

EMPTIES MACHINES FASTER!



NEW! Red-Hot "Ball o' Fire" Bubble Gum!
SAM PHILLIPS COMPANY
4372 Lindell Avenue
St. Louis, Mo.

EMPTIES MACHINES FASTER!

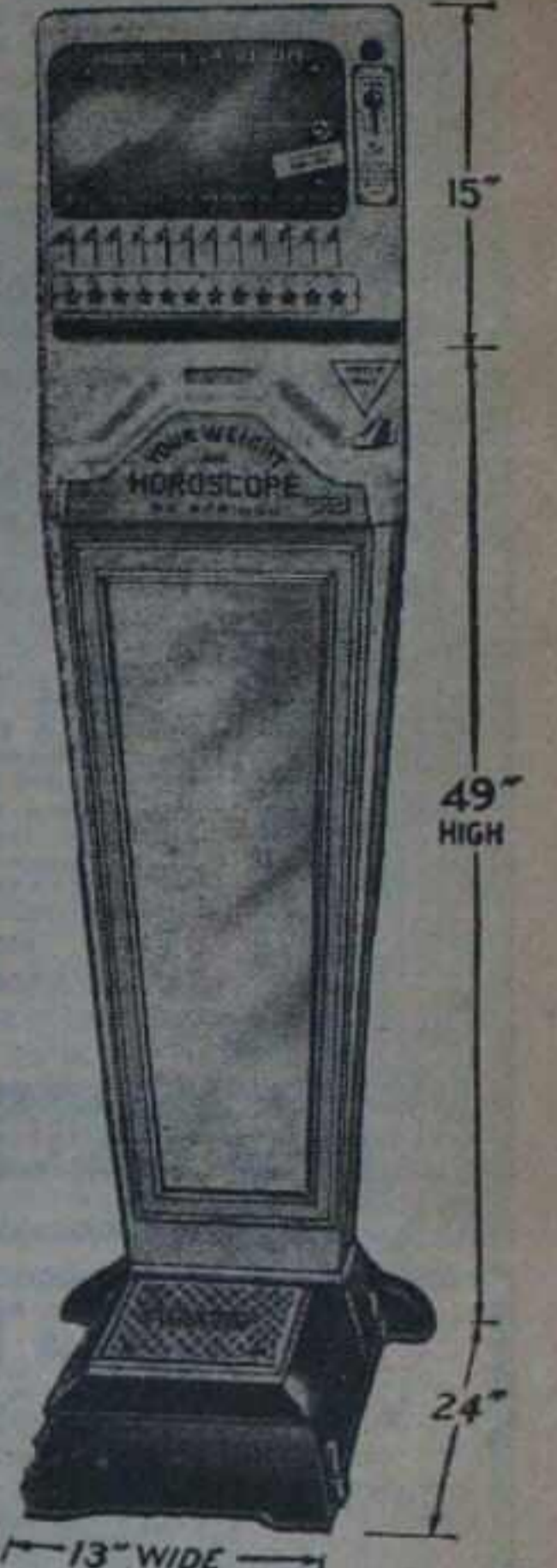


NEW! Red-Hot "Ball o' Fire" Bubble Gum!
ACME VENDING MACHINE CO.
1888-90 W. Washington Blvd.
Los Angeles 7, Calif.

EMPTIES MACHINES FASTER!



NEW! Red-Hot "Ball o' Fire" Bubble Gum!
SAM PHILLIPS COMPANY
4372 Lindell Avenue
St. Louis, Mo.



5c HOROSCOPE SCALE
TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

\$25.00 DOWN
BALANCE \$10.00 PER MONTH

WATLING MFG. CO.
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889
Telephone: COLUMbus 1-3772
Cable Address: WATLINGITE, Chicago

ATTENTION VENDING OPERATORS!!!

Uneda 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, NATIONAL 930, 950, PRESIDENTS, CRUSADERS 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.

ROWE CIGARETTE VENDORS

Imperial, 8 Cols., 240 Cap.	\$ 90.00
Crusader, 8 Cols., 340 Cap., Vends 25c & 30c	150.00
Crusader, 10 Cols., 400 Cap., Vends 25c & 30c	160.00
Diplomat, 8 Cols., 340 Cap., Vends 25c & 30c	160.00
President, 8 Cols., 340 Cap., Vends 25c & 30c	135.00
Uneda Model E, 6 Cols., 180 Cap.	\$ 75.00
Uneda Model A, 8 Cols., 240 Cap.	90.00
Uneda Model 500, 9 Cols., 350 Cap.	100.00

CANDY MACHINES

DuGrenier Candyman, 74 Cap.	\$ 67.50
Stoner Candy Prower, 160 Cap.	135.00
Rowe 5c Gum & Mint Vendor, 7 Cols., 175 Cap.	32.50
Rowe Candy Merchant, with shangemakar, 7 Cols., 158 Cap.	165.00

ALL EQUIPMENT UNCONDITIONALLY GUARANTEED, COMPLETELY RECONDITIONED AND REFINISHED

Trade prices: 1/2 deposit, balance C.O.D. Quantity buyers, write for special discount prices and terms.

Uneda VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
250 Meunier Street • Brooklyn 6, N. Y. • HEGeman 3-6295

Precision-Built for PROTECTION & PROFITS!

ACORN

The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

1c & 5c mechanism slides into place—no screws!

- Vends GUM—all bulk merchandise.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

IMPROVED!
SILVER-STREAK
BRUSH HOUSING & BALL GUM WHEEL

MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

Western Office
OPERATORS VENDING
MACHINE SUPPLY
1022 S. Grand Ave.
Los Angeles 12, Calif.
Eastern Sales Office
M. J. ABELSON
2022 Fifth Ave.
Pittsburgh 19, Pa.

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

NOTICE!

VENDING MACHINE OPERATORS

Get your orders in now before the prices rise. Effective January 16, 1956, new prices on all Victor Vendors are as follows:

BABY GRAND	Less than 25 cases.....	\$53.00 per case of 4
	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

This year's prices are still \$3.00 per case LESS than the above prices scheduled for January, 1956. Order NOW!! Full line of Victor's Filled Capsules for \$12.50 per M to \$25.00 per M.

GET YOUR NAME ON OUR FREE MAILING LIST
Sample Super V Capsule Machine and 500 Capsules for \$28.00.
All prices F.O.B. Toledo, O., or Chicago.

ARTHUR GRAEFF CO.

3121 STRATHMOOR AVENUE
TOLEDO 14, OHIO

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

FREE!

HELMCO-LACY DISPENSER

LIST PRICE IS \$109.50
when you sell

Palmer House

HOT CHOCOLATE

OPERATORS—AGENTS—DEALERS
DISTRIBUTORS WANTED

The finest quality hot chocolate syrup made. MONEY-BACK GUARANTEE TO DEALERS IF NOT COMPLETELY SATISFIED. Franchises available in certain territories. No equipment to buy.

Write for complete information and FREE sample of choc.

PALMER HOUSE PRODUCTS, Inc. Suite 725-26
Plymouth Bldg. Minneapolis 3, Minn.
Phone: Fillmore 5141



COINMEN YOU KNOW

Twin Cities

By JACK WEINBERG

OP RETURNS TO ACTIVITY. Philip Moses has returned to active coin machine operation again since he bought out the interest of his partner, William Averbeck, in Atlas Sales Company of Minneapolis. Moses formerly operated under the name of Phillips Novelty Company. Illness has kept his interest in the business at a low level for some time, however, until now. . . . Lawrence Balow, of Eau Claire, Wis., former route and serviceman for Emil Sirianni, Eau Claire operator, has bought out Sirianni's 75-piece music and bowlers route and is operating it himself.

A veteran coinman died recently when Carl Wiedman, 65, collapsed at the wheel of his automobile in Minneapolis. Wiedman for many years operated in Owatonna, Minn., then sold out and operated in Minneapolis until he had a heart attack several years ago and retired from the business. About two months ago he returned to take over operation of new pool tables for Joe Perkins in Minneapolis. He was stricken while servicing a location. A physician was called and told Wiedman to drive his automobile home. En route he collapsed and died.

Coinmen in this area are extending condolences to Tony Trucano, of Deadwood, S. D., on the death of his mother recently in Los Angeles. Harold Lieberman, of Lieberman Music Company, attended the national vending machine show in Chicago, as did Irving Sandler, of Sandler Distributing Company of Minneapolis and Des Moines. . . . Pete Wilbur, of Duluth, came to the Twin Cities to buy pool tables for his route. So did Frank Phillips, of Winona, Minn. Jack Lourie, of Lake City, Minn., added music and bowlers on his trip to the cities. Leo DeMars, of Ashland, Wis., freshened up his operation by coming to town and stocking up on a quantity of new bowlers. . . . Chester LeDeaux, Virginia, Minn., operator, is convalescing at home following a recent operation which hospitalized him for a period. Martin Kantor, of Harmony Music Company, Minneapolis, played host to many coinmen at the Bar Mitzvah last week of his son in St. Paul.

Dick Henderson, of Willmar, Minn., bought games on a stop-over in this market. Vince Jorgenson, of Mason City, Ia., stopped on his trip to the Twin Cities. Mr. and Mrs. Ralph Harvey, of Mitchell, S. D., came to this mart for parts and games. Russell Gherty drove in from Baldwin, Wis., for games and music. Jack Backus, of Jamestown, N. D., came in to buy bingo games and spent several days in the cities. Elgin McDaniel, of Wadena, Minn., bought pool tables, records and parts on his trip to the cities. Elmer Cummings, of Brookings, S. D., came to buy music. Mr. and Mrs. Cecil Terveer, of Winona, Minn., bought records while in Minneapolis-St. Paul.

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.....	9.50
Victor V—Globe type.....	8.50
Acorn 5c.....	10.00
DeGrazer, 4 Col.....	14.50
DeGrazer, 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 3/4" by 2" by 3 1/2" . . . 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 3-2900

VICTOR'S TOPPER

1c BALL GUM MACHINE
\$12.50 each
\$12.00 100 or more

AMERICA'S FINEST BALL GUM VENDOR

30-day money-back guarantee if not satisfied. No questions asked.

Write for FREE 32-page catalog
1/2 deposit on all orders

PARKWAY MACHINE CORP.

715 Ensor St., Baltimore 2, Md.

A New Field for the ALERT OPERATOR

IDEAL FOOT VIBRATOR

A Treat for TIRED FEET

Preferable locations available everywhere.

5c Coin Operated

For full information contact:
National Distributor
CLEVELAND COIN Machine Exchange, Inc.
3029 Prospect Ave.
Cleveland, Ohio
Tel.: TO-1-4715

CIGARETTE and CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

STONER 8-COLUMN CANDY, 180 capacity, prewar model	\$110.00
STONER 8-COLUMN CANDY, 180 capacity, postwar model	165.00
STONER 8-COLUMN CANDY, 102 capacity, postwar model	90.00
ROWE CANDY 8-COLUMN, 128 capacity	60.00
NATIONAL 8-18, 163 capacity	75.00
UNEDA 8-COLUMN CIGARETTE, king size	50.00
DUGREMIER V.D. CIGARETTE, king size	55.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

NATIONAL VENDING

300 Furman St., Brooklyn, N. Y.
Triangle 3-1837

Rumba! Mambo!
Cha Cha! Samba

"Maracas"

Sensational item! These miniature plastic maracas work like the real thing—have pellets that make them rattle in the South American way that's sweeping the country! Young and old will enjoy them. They're designed with loop for attaching key chain. Has many uses.

\$10.50 per M

Two-tone plastic in many color combinations. For bulk and capsule vending.

ORDER TODAY—RATTLE AND ROLL WITH PRICE MARACAS!

paul a. PRICE co. inc.
55 Leonard St., N. Y. 12, N. Y. ORtland 7-5147-a

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for

1 year at \$4. 2 years at \$6. 3 years at \$8.
(Foreign rate, one year, \$8)

949

Name

Address

City..... Zone..... State.....

Occupation

TO OUR OPERATOR READERS

In the next 13 weeks you will find much more advertising from distributors offering good used equipment for use on your locations. To stimulate these offerings The Billboard has set up a special advertising program for these 13 weeks. **IF YOU ARE NOT A SUBSCRIBER**, make sure that you get these issues by using the coupon below. Subscribe for a full year . . . or take advantage of the **SPECIAL OFFER** of 13 weeks for only \$2.50. Don't miss these next thirteen value-packed issues.

TO DISTRIBUTORS

Interested in The Billboard's Special Three-Month **HALF-PRICE** advertising rates? Despite the fact that five salesmen have been traveling the past few weeks, it's physically impossible to see everyone in such a short time. We have a kit which will completely explain it to you if you're interested. Wire any individual in any office below collect and we'll rush it out to you.

"SEVEN-TO-ONE" FAVOR FOR THE BILLBOARD

During the past year distributor advertising has been carefully measured in all coin machine publications. It's a matter of "Black and White Facts" that distributors spend \$7 in The Billboard for every \$1 in all other publications!

It must mean that distributors get results in The Billboard which cannot be obtained through any other means.

ADVERTISING OFFICES

- CHICAGO 1**, Illinois, 188 W. Randolph St., Central 6-8761
Jack Sloan, Dick Ford, Dick Wilson and Hilmer Stark
- NEW YORK 36**, N. Y., 1564 Broadway, Phone Plaza 7-2800
Marty Toohey
- CINCINNATI 22**, Ohio, 2160 Patterson St., Dunbar 1-6450
Lou Schochet
- HOLLYWOOD 28**, Calif., 6000 Sunset Blvd., Hollywood 9-5831
George Kelley
- ST. LOUIS 1**, Mo., 300 Arcade Bldg., Phone Chestnut 1-0443
Frank Joerling

WIRE ANY OFFICE by addressing any individual, The Billboard, WUX city (to which directed).

SUBSCRIPTION ORDER BLANK

The Billboard
2160 Patterson Street
Cincinnati 22, Ohio

958

Yes, I want to be sure to read the forthcoming important issues of The Billboard.

- Send me The Billboard for 1 yr.—\$10.
- Send it for 13 weeks at only \$2.50.

Name _____

Address _____

City, Zone & State _____

Banner to Run Primer Meet

PHILADELPHIA, Nov. 26.—Al Rodstein, Banner Specialty, says Al Thoeke and Johnny Casola,

United Manufacturing Company field engineers, will be present Monday, Tuesday and Wednesday (28-30) to impart operating tips on Top-Notch, Regulation and Starlet pinball games. A good turnout is anticipated because of the valuable tips offered at meetings of this type.

GAME, AMUSEM'T PRODUCT EXHIBITORS AT NAAPPB


CHICAGO, Nov. 26.—A group of 16 coin machine and related product firms are exhibiting at the National Association of Amusement Parks, Pools and Beaches Show at the Hotel Sherman here. The exhibit winds up Wednesday (30).

Following are the firms exhibiting and some of the products they are showing:

- A.B.T. Manufacturing Corporation, Chicago, slug rejectors, coin changers.
- Auto-Photo Company, Los Angeles, coin-operated photo machine.
- Capitol Projector Corporation, New York, coin-operated picture units.
- Dodgem Corporation, Exeter, N. H., coin-operated baseball game.
- Exhibit Supply, Chicago, coin-operated gun game, racing game, pool game, record vender, card vender.
- Genco Manufacturing & Sales Company, Chicago, coin-operated gun game, pool games.
- Harvard Automatic Machine Corporation, Lorain, O., metal typer.
- International Mutoscope Corporation, Long Island City, N. Y., coin-operated photo machine.
- J. H. Keeney & Company, Chicago, coin-operated pool game, coffee, cookie, and cigarette venders.
- Mike Munves Corporation, New York, Arcade machines.
- National Rejectors, Inc., St. Louis, slug rejectors, coin changers.
- Philadelphia Toboggan Company, Philadelphia, roll-down games.
- Scientific Machine Corporation, Brooklyn, coin-operated roll-down games.
- Selmix Dispenser Corporation, Long Island City, N. Y., soft drink unit.
- Standard Metal Typer, Inc., Chicago, metal typer.
- Williams Manufacturing Company, Chicago, coin-operated roll-down games, bulldozer game.

BALLY ROCK-OLA
 Exclusive Distributor For

SHUFFLE ALLEYS		ARCADE	
Bally Gold Medal.....	Write	How 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		
PINBALLS			
WHILE THEY LAST—LIKE NEW			
5 Chi. Coin Friss Cross Target \$175.00			


450 MASSACHUSETTS AVENUE
INDIANAPOLIS, INDIANA
MElrose 4-8468

Gun Games on Rebound? Mfrs. Prep New Models

CHICAGO, Nov. 26. — Gun games, which hit their production peak in 1954 and the early part of this year, may be returning as a standard new piece of equipment on manufacturers' production lines.

- Indications are:
1. A demand exists again for new gun games, which have not appeared on the market since late summer.
 2. Prices of used gun games—especially on the later model .22 rifle units—have held up unusually well.
 3. Two manufacturers, Exhibit Supply and Genco Manufacturing & Sales Company, have new gun games being readied to hit the market in the near future.

Get Good Play

Gun games, previously considered strictly an Arcade item, last year proved that they could more than earn their keep at regular locations such as taverns and bowling alleys. More than 20 different models of the new .22 rifle units were produced during the time when gun game output was at its top.

With the recent lapse in gun game output (no new rifle games have been introduced since last June), operator demand for new guns has resumed.

Exhibit Supply is readying for production a new gun game, Circus Target, which features shooting ping pong balls at moving targets. Details on the new game were not available, but Exhibit is showing a model at the National Association of Parks, Pools and Beaches Show here at the Hotel Sherman, beginning Sunday (27).

New Rifle Unit

Genco Manufacturing & Sales Company has developed a new .22 rifle unit, Super Big Top. The game has moving targets, a new match play feature, and similar play appeal of its predecessor, Big Top, produced last year. This game also will be displayed at the park show.

Said Ralph Sheffield, Genco director of sales, "Demand from our distributors for guns has been so great that we had to build another new model."

"Every day we get inquiries for

Big Top, from both Arcade and regular route operators. Demand for guns is coming back."

Takes Hold

Sheffield said operators report takes on the older guns on locations still coming in good. As a result, prices on used guns have held up well. The Genco Big Top, for example, originally listed at \$675, when the game was introduced in October, 1954, and is selling for an average of over \$375 on the market today.



You SHOULD BE DOING BUSINESS WITH

TRIMOUNT

America's foremost exporters of Reconditioned coin-operated equipment


- Trimount has New England's largest stock of used Phonographs, 5 Balls and Arcade Equipment.
- All equipment is guaranteed mechanically and electrically perfect—all has been completely reconditioned.
- Trimount has one of the country's largest parts departments with thousands of parts in stock for immediate delivery.
- Trimount has a large Service Department completely staffed with highly trained technicians.
- Export Shipping Department specially packs equipment to insure delivery in perfect condition.

WRITE FOR NEW PARTS CATALOG, EXPORT BROCHURE, CATALOG SHEET AND PRICE LIST
 Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and International Mutoscope Distributors.



Remember IN NEW ENGLAND IT'S TRIMOUNT

40 WALTHAM STREET BOSTON 18, MASS
Tel. UMass 7-9100


...PAID CIRCULATION PROVES READER INTEREST

WHEN YOU SEE "ABC" IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

OHIO SPECIALTY Best Buys

DALLAS.....	\$25.00
SAMBA.....	20.00
STARDUST.....	25.00
ROSEBOWL.....	50.00
JALOPY.....	50.00
ICE FROLIC.....	\$125.00
PALM SPRINGS.....	125.00
BIG TIME.....	395.00
MANHATTAN.....	335.00
GAYTIME.....	395.00
EX. SPORTLAND GUN.....	\$195.00
UN. SUPER SHUFFLE ALLEY.....	45.00

CLOSEOUT—CHEAP
 8,000 PUNCHBOARDS
 WRITE FOR LIST
 1/3 deposit with order.

OHIO SPECIALTY COMPANY, INC.

530 S. 2nd St. • Louisville Ky.
 WAbash 2465

PRE-INVENTORY CLEARANCE

USED—RECONDITIONED

	Each
1 United Havana.....	\$125.00
1 United Tahiti.....	90.00
2 United Manhattan.....	375.00
1 United Mexico.....	145.00
3 Bally Coney Island.....	45.00
1 Bally Surf Club.....	145.00
4 Bally Spot Life.....	45.00
1 Bally Variety.....	235.00
2 Bally Frolic.....	85.00
3 Bally Dude Ranch.....	125.00
3 Bally Ice Frolics.....	145.00
1 United Triple Play.....	400.00
2 Bally Beauty.....	55.00
1 Bally Yacht Club.....	80.00
1 Bally Atlantic City.....	45.00
1 Bally Bright Light.....	50.00
1 Seeburg Bear Gun.....	45.00
2 Bally Gay Time.....	450.00
1 Exhibit Gun Patrol.....	49.50
1 Gottlieb Skill Pool.....	50.00
1 Williams Army & Navy.....	45.00
1 Exhibit Shooting Gallery (New).....	225.00
2 Evans Bat-a-Score.....	49.50
10 Asco Hot Nut Machines (New).....	15.00

Terms: 1/3 Deposit, Balance C.O.D. or Sight Draft.

RITE-WAY DISTRIBUTORS
 3200 Olive St. St. Louis 3, Mo.
 (Phone: JEFFERSON 7628)

Quality That Outperforms All Others!

THE AMAZING NEW

COIN POOL

10 BIG REASONS WHY YOU'LL ENJOY TERRIFIC POPULARITY and PROFITS!

- NO SERVICE CALLS — JUST TOP COLLECTIONS!
- NON-WARP PLAYFIELD
- MARKED FOR PLAY FROM 3 OR 4 SIDES
- AUTHENTIC BILLIARD CLOTH
- BAKED PHENOLIC RESIN BALLS
- CONVENTIONAL RUBBER BUMPERS and CUSHIONS
- RUBBER-LINED BALL TROUGH
- SILENT, SMOOTH BALL DROP
- EASY-LIFT TOP
- CHEAT-PROOF BALL RELEASE

IMMEDIATE DELIVERY!

POOL GAME PARTS AND ACCESSORIES IMMEDIATE DELIVERY

CUE STICKS.....	Ex. \$2.50	NOVO-PLY PANELS, complete	
CUE TIPS, elk leather.....		w/ cloth & holes.....	Ex. \$35.00
TIP CLAMPS.....	Pkg. of 25 .75	NOVO-PLY PANELS w/ rub-	
CHALK.....	Ex. .25	ber bumpers & cups.....	Ex. 42.50
PHENOLIC RESIN BALLS.....	Per Gross 3.00		
	Ex. 2.50		

DISTRIBUTORS! Still a few good territories available! Write—Wire—Phone Today!

COIN POOL MACHINE & PARTS CO.

2259 N. LINCOLN AVENUE, CHICAGO 14, ILLINOIS • Lincoln 9-3996



A CHICAGO BULK operator, Sam Schnayer, and his wife, Lillian, are the parents of three healthy youngsters, Robert, 12½; Ronald Harold, 10, and Joann Lynn, 2½.

Intl. Slates Bally School

PHILADELPHIA, Nov. 26.—Abe Witsen, new International Amusement head, says Paul Calamari, Bally representative, will be present at the company show-rooms to conduct a Bally service school on Tuesday and Wednesday (29-30). Coin machine mechanics and operators are invited to attend. Refreshments will be served.

YOUR TICKET TO SALES RESULTS—THE ADVERTISING COLUMNS OF THE BILLBOARD!

Kentucky, Indiana, Southern Ohio Operators!
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.

Anti-Pinball Ordinance Scrapped by Mo. Judge

KANSAS CITY, Mo., Nov. 26.—Circuit Judge Joe W. McQueen ruled this week that the city's ordinance banning bingo-type pinball games was unconstitutional. Pinball game operators were jubilant. However, attorneys for the city indicated the ruling would be appealed and, if necessary, taken to the State Supreme Court. The ordinance, which referred particularly to the type of machines offering free game awards, was passed December 10, 1954. Twelve days later, a declaratory judgment suit was filed in behalf of John Masters, operator of the Missouri Valley Amusement Company, 2554 Cherry Street. The petition stated it was brought in behalf of Masters and several other coin machine operators. Coin machine operators have complied with the city law during the 11-month litigation. Judge McQueen took the case under advisement in October.

BANK-A-BALL
 THE SMALLEST ADV. PROFIT
The BIGGEST OPPORTUNITY
 Orms only mfg. in United States with 9 years' experience making Belgian Pool

Distributors' Territory Open
ORMS MFG. CO. 2314 MAIN DALLAS, TEXAS

The judge held that pinball machines were not in themselves a nuisance and that the city did not have the authority to declare them a nuisance. "It is therefore ordered, adjudged and decreed," said Judge McQueen, "that the ordinance be declared null and void and unenforceable." The ordinance affected only machines on which a player could increase the probability of winning free plays by putting in more coins. Many operators had their machines modified to meet the requirements of the law.

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
AMI	ROCK-OLA
A \$125	1428 \$ 95
D-40, 45 R.P.M. 225	1436 FIREBALL 120, 78 R.P.M. 275
D-80, 45 R.P.M. 345	

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	22.50
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

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 Exclusive Seeburg Factory Distributor
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SAM SOLOMONS' SPECIALS

ARCADE

Genco Wild West (Criss Cross)	\$395.00
Genco Rifle Gallery	225.00
Genco Sky Gunner	150.00
Genco 2 Pl. Basketball	225.00
Genco Total Roll	95.00
Exhibit Sportland Gun	250.00
Scientific Pitch 'Em & Bat 'Em	150.00
Seeburg Shoof the Bear	125.00

SAM SOLOMONS — HARRY STEWARD

UNIVERSITY COIN MACHINE EXCHANGE
 858 N. High St. AX. 4-3592
 Columbus 8 Ohio

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 Q	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

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NOW DELIVERING NEW REGULATIONS—PIXIE—MARATHON—HUNTER

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ABC \$ 75.00	5 PLAYER DELUXE \$ 40.00	AIR HOCKEY \$295.00
ATLANTIC CITY 90.00	CASCADE 75.00	BALLY BIG-INNING 125.00
BEACH CLUB 150.00	OLYMPIC 85.00	BEAR GUN 150.00
CABANA 135.00	COMET 325.00	BONUS GUN 325.00
FROLICE 110.00	CAPITAL 425.00	CHAMPION HOCKEY 85.00
HI FI 185.00	CLOVER 75.00	C.C. HOCKEY 75.00
HAVANA 175.00	RAINBOW 225.00	C.C. BASKETBALL 195.00
MEXICO 195.00	TARGET SKILL 250.00	COON GUN 175.00
NEVADA 195.00	VENUS 385.00	CARNIVAL GUN 295.00
PALM BEACH 85.00	CHIEF 195.00	C.C. PISTOL 50.00
SPOT LITE 60.00	LIGHTNING 325.00	C.C. & PL. HOME RUN 225.00
SINGAPORE 225.00	SPEEDY 250.00	C.C. 6-PL. SUPER HOME RUN 250.00
STARS 65.00	LEADER 225.00	BAT-A-SCORE SR. 65.00
TROPICANA 250.00	LEAGUE BOWLER 195.00	DELUXE PHOTO 265.00
TROPICS 150.00	MARS 325.00	EX. SPORTLAND GUN 195.00
YACHT CLUB 110.00	ACE 225.00	EX. GUN PATROL 125.00
	ROYALS 135.00	EX. SIX SHOOTER 125.00
	CLIPPER Write	EX. DALE GUN 50.00
	C.C. SUPER TRIPLE \$365.00	EVANS BAT A SCORE 165.00
	C.C. TRIPLE SCORE 95.00	EVANS SKI-ROLL 95.00
	C.C. 10TH FRAME 75.00	GOALEE 95.00
	CRISS CROSS 175.00	HEAVY HITTER 35.00
		HARVARD METAL TYPER 135.00
		LITE LEAGUE 75.00
		MUT. F.S.K.O. FITER 395.00
		MIDGET MOVIES, Latest 135.00
		PERISCOPE 95.00
		QUIZZER WITH FILM 95.00
		SPARK PLUG 75.00
		STEEPLE CHASE 75.00
		SCI. PITCH'M & BAT'M 185.00
		SPACE SHIP 325.00
		SHOE BRUSH UPS, New 95.00
		SKY GUNNER 150.00
		SILVER BULLET 95.00
		SUPER JETS 225.00
		SILVER GLOVES 165.00
		UNITED SUPER SLUGGER 395.00
		UNITED DERBY ROLL 250.00
		AUTO PHOTO 1850.00
		STANDARD METAL TYPER, F.S. 240.00
		WMS. DELUXE BASEBALL 130.00
		WMS. WORLD SERIES 85.00

MUSIC

AMI E-120, Used	\$495.00
AMI F-80, New	Write
AMI F-90, Used	445.00
AMI F-125, Used	495.00
AMI F-130, New	Write
AMI D-40	225.00
AMI D-80	325.00

CIGARETTE VENDORS

AJAX 8-COL. ELECTRIC, New	\$125.00
MERCURY 2 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
ELECTRO 8 COL., Used	125.00
NATIONAL 950, Used	110.00
PX 10 COL., Used	115.00
KEENEY ELEC., 9 COL.	135.00
PX ELECTRIC, 9 COL.	85.00

All new Equipment 25¢ or 30¢. All used, completely shopped and refinished with 25¢ and King Size.

5-COL. MILLS CANDY	\$ 55.00
6-COL. UNNEEDA CANDY	45.00
SHIP. STAMP	23.50

Write for special price—immediate delivery.
 VALLEY BUMPER POOL.

COUNTER GAMES used

ADVANCE SHOCKER	\$15.00
ZIGZAG SKILL	20.00
PISTOL TARGET SKILL	15.00
MERC. GRIP SCALES	20.00
GOT. 3-WAY GRIPPERS	20.00
WHIZ	20.00
GYPSY	15.50
GYPSY FORTUNE TELLER	10.00
S.K. GRIP VUE	20.00
SMILEY	10.00
THREE-OF-A-KIND	18.00
ABT CHALLENGER	20.00

ADV. SHOCKERS, New \$24.50
 KICKERS & CATCHERS, New 49.50
 SHIP. 5¢ WIZARD 19.50

WHAT'S NEW IN COIN MACHINES!
 WHAT ARE THEY GETTING FOR USED EQUIPMENT?
 WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING!

Find out every week in **The Billboard**

Order NOW at LOW Subscription Rates.
 Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
 Yes Please send me The Billboard for one year at \$10.
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Cleveland Coin MACHINE EXCHANGE, INC.

2029 PROSPECT AVENUE
 CLEVELAND 15, OHIO
 All Phones: Tower 1-6715

Terms: 1/3 deposit with all orders, balance C.O.D.

NCMDA PROGRESS AND AIMS

Continued from page 94

difficulty in trying to keep the members on the rolls. They were slipping away until you had only a skeleton organization.

Membership Drive

Since my appointment five months ago, I have tried to analyze the reasons that made our former members relinquish their membership in this association.

The only reason I dwell upon this was to find out, if possible, why we were losing our members, why my predecessors failed to make this association the potent force it should have been in this industry. These were the questions that puzzled me.

1. Did the members understand the complete functions of a trade organization?

2. Did the managing directors have the basic knowledge of conditions within the coin machine industry?

3. Did our members resign because of high cost of dues?

4. Did changing city, State and Federal laws reduce a sales, making membership dues a hardship to meet?

NCMDA Returns

It was with these questions in mind, that I proceeded to open an office on May 1 of this year, for handling the business of this association. Offices were set up at 30 North LaSalle Street, Chicago, and all the necessary steps were taken to publicize thru all the trade publications notice of the reactivation of this association.

I need not tell you that this announcement was not hailed in certain circles with any great enthusiasm.

The stories that got back to me were "Why are the distributors reactivating?" "What benefits do they expect from this association?" Some manufacturers and trade publications wanted to know the real reason for our banding together again.

Strong Group

There were many who looked upon our announcement with great satisfaction and hope. It was the latter, who hoped that this association would be a strong dynamic group, who would be able to put forth a program that would be able to not only help distributors, but be able to produce the leadership which this industry has long needed.

However, all the trade publications have given us their cooperation. They have carried the news items, articles, statement of policy, and all have contributed their share of space in explaining our story to the entire coin machine industry. Hundreds of letters were mailed weekly to every distributor explaining the plans for the new reactivated association. Approximately 15 of the original members answered our first call to be placed on the rolls again. This was our nucleus to start with.

74 Inquiries

Thru our vigorous membership campaign, we received a total of 74 inquiries from distributors all over the nation and from foreign countries. Applications were included in all our mailings. Many small distributors signed membership applications immediately only to express their regrets later when they learned what the dues were. Of course, canceled their applications. They felt the need for belonging, but, being small dis-

tributors, were unable to include this cost in their operating budgets.

We received a total of 55 signed applications for membership. Ten of these were dropped immediately because of the dues. I am recommending that the Board of Directors expel two additional members for non payment of dues. Our present membership is 43.

A New Look

I felt a great disappointment in that some of our original members in 1948 showed such a lack of interest in my invitation to rejoin our new reactivated group. It is very possible they wanted to be certain that this new association was not just a continuation of the old one. I feel quite certain that these former members will at some time in the near future recognize the new look that this association will put upon the face of this industry.

While I have concentrated my efforts on trying to get new members, I have not been remiss in my duty in contacting operators and the leaders of operator associations. We now receive reports and bulletins from operator associations who are desirous of creating an atmosphere of good relations.

Mfr. Contacts

I have also visited all the officials and sales managers of all the factories in the Chicago area. Wherever I have gone, whomever I have spoken to, I have consistently spread the gospel about our new reactivated association and our hopes of cementing good relations for the betterment of our entire industry.

One of the innovations of our association has been our semi-monthly bulletin, Distrib's Digest. I have tried to bring to the attention of our members thru our editorials, highly constructive thoughts and approaches to the problems of the day. The bulletin has conveyed to you the great potential this association has. It has also carried stories of new products, parts items, premium items, new manufacturers, and our Buy & Sell section is of great value to our members. This section of our bulletin is the only service of this kind available to distributors. Here, your ad only reaches a distributors' market. As time goes on this service will be of tremendous value to our members. Our bulletin has created a great deal of interest. It has great potential value and it is an important part of this association.

Another new project undertaken in behalf of our members is what appears to me the inequality of advertising rates in our trade publications.

For the past five months I have made an earnest effort to bring your association to the attention on the entire coin machine industry. With but little funds I have to some extent reactivated your association to the point where sufficient funds are now needed to add additional services for our members' benefit. No funds are now available for travel, public relations, legal services, legislative reporting, clipping services, nor even a secretary for your managing director.

This situation requires your utmost consideration. Steps should be taken at this meeting to find ways and means of raising additional revenue. If this association is to take its place among the leaders, sufficient funds should be available

to expand our services so that every member can have the latest information on every subject that affects his business.

Despite the rosy stories that appear in some of our trade publications, there are some in this industry who view the future with pessimism and gloom. The members of this association will play an important role in the future welfare of this industry.

As a united group we have the responsibility of correcting any abuses that may now exist and direct our combined efforts toward the problem of the operators and manufacturers by using this association to get better machines, better prices, better legislation, and better public opinion.

In concluding this report, I realize and I am certain that you also realize, that there has been some progress made in the past five months. While the building of this association is being done slowly, it is being done safely and surely. With a good solid foundation under us, I feel that this association can go on to a long range program with a feeling of certainty.

I would further add that our groundwork to a large extent has been completed. With the nucleus that we now have, representing a majority of the distributors of the nation, we can ultimately create a strong united force that will shape the policies of this industry.

Pla-Pool

Marvel's Sensational Bumper Pool Games—2 Sizes . . .

Especially Designed and Built for Choice Locations

CHECK THESE EXCLUSIVE FEATURES:

- 3 or 4-sided play
- Pockets set in from and permit rebound action
- Dimensions: Deluxe Model, 72" x 36" x 32" Regular Model, 52" x 36" x 32" Regulation Size Cues
- Table Top on Hinges With Lock
- Cash Box Inside, also with Lock
- Attractively Finished Cabinets
- ABT Double 10¢ Chute
- Finest obtainable pure gum rubber cushions and playing field cloth
- Immediate Delivery

Distributors, Write

MARVEL
MFG. CO.

2845 W. FULLERTON
CHICAGO 47, ILLINOIS
Tel.: Dickens 2-2424

Bally BIG bowlers earn BIG money

POPULAR OFFICIAL BOWLING SCORES

For bigger bowler profits... get Bally ABC-BOWLER on location now... or CONGRESS-BOWLER for added attraction of match-score features.



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 8 1/2 ft. by 25 in. floor space.

ABC bowler

WITH MATCH SCORE FEATURES Congress bowler

BALLY MANUFACTURING COMPANY
2640 Belmont Ave., Chicago 18, Illinois

MR. IMPORTER

BEFORE YOU ORDER
PHONOGRAPHS & GAMES

WRITE OR CABLE

FOR OUR

LOW

CIF PRICES

WE ACCEPT PAYMENT
IN FOREIGN CURRENCY

Badger Sales Co., Inc.

Distr. AMI, Gottlieb, Genco, etc.

2251 W. PICO BLVD.

LOS ANGELES 6, CALIF.

Cable: Baggersal—Los Angeles

Los compradores en el extranjero encontraran esto aparatos libres de contratiempos a los mas bajos precios de aqui.

Exportamos juegos de bolas (pin games) y velloneras (music machines) nuevas o reconstruidas listas para operacion.



Joe Ash says..

When you compare quality with price, Active is never under-sold!

EXCLUSIVE DISTRIBUTORS FOR
WURLITZER and D. GOTTLIEB & CO.

in S. Jersey, E. Pennsylvania and Delaware.

ACTIVE

AMUSEMENT MACHINES CO.

666 N. Broad St.

FRemont 7-4495 Phila. 30, Pa.

YOU CAN ALWAYS DEPEND
ON ACTIVE—ALL WAYS

COINMEN YOU KNOW

Continued from page 88

York, is in the hospital. . . Al Miniaci, Paramount Music, and Ray Knoss, Arrow Music, returned from vacations. . . Tenth Avenue coinmen at the recent National Automatic Merchandising Association meeting in Chicago used the exhibition suite of American Hand Dryer Corporation at the Hilton as unofficial headquarters. Bill Kane was host. Among the coinmen there were Harry Stern, Williams; Johnny Billotta, Newark, N. J., Wurlitzer distributor; Meyer Parkoff, Atlantic-New York, and Max Shapiro, Montreal operator.

Joe Young and Abe Lipsky, Young Distributing Company, move into new quarters at 575 11th Avenue December 1. The new set-up has 5,000 square feet of floor space which the Wurlitzer distributorship needs for expanding business. Dave Simon, Simon Sales, takes over the old Young headquarters on 10th Avenue. Simon is not ready

(Continued on page 100)

letter goods and workers more leisure time, R. C. Siciliano, Assistant Automatic Company keeps its candy bar vending machine spic and U. S. Secretary of Labor, reported at a dinner meeting here. . . . span in one of the best-kept-up buildings in Pittsburgh, Schenley Park's Syria Mosque.

On Veterans' Day Sidney Weinstein, of Sidmor Vending Company, feeling much better after his hospital sojourn, was busy with business correspondence. . . . Harry Wyner, proprietor Automatic Vending Machine Exchange, reports the sale of vander conversion kits has been heavy. . . . Glen Mowry, of Gem Vending Company, visited Rolling Rock recently. . . . Al Rosenzweig, of Automatic Food and Refreshment Company, will have finished converting the firm's cigarette machines in a couple weeks. He says it takes 10 minutes to convert the new ones and up to three hours to convert the older machines.

Washington

By DELORES NEWCOMB

ELECTED TO SHOWBIZ POST. Hirsh de La Viez was recently elected second assistant to the chief barker of the Washington Variety Club. He has been a board member of the club for many years, and was chairman of the entertainment committee which lined up talent for the recent fete in honor of Steve Allen. The latter was voted the "Personality of the Year" by the Variety Club here, and the dinner at the Statler to honor him was a sellout and a great success, Hirsh says. Business at Hirsh Machines continues good.

★ ★ ★ ★ ★
GAME SPECIALS!

- ★ 2 HAYBURNERS \$35.00 ea.
- ★ 2 BRITISH LITES 45.00 ea.
- ★ 2 BRITISH SPOTS 75.00 ea.
- ★ 2 WMS. WORLD SERIES ... 55.00 ea.
- ★ 2 QUEEN OF HEARTS 75.00 ea.
- ★ 1 WMS. DELUXE BASEBALL 125.00
- ★ 2 HOLLYWOOD SHUFFLE ALLEYS 475.00 ea.

★ ★ ★ ★ ★
NEW ENGLAND EXHIBIT COMPANY
★ 237 WASHINGTON ST. (At Newton Corners) ★
★ NEWTON 58, MASS. ★
★ DECATUR 2-1500 ★

WANT 1c A.B.T. CHALLENGERS
Working condition.....\$4.00
Not working...\$2.00 Ship C.O.D.
Orms Mfg. & Sales Co.
2814 Main Street
Dallas, Texas
Phone: PProspect 7453

LIQUIDATING All Late Shuffle Alleys
Write or call—will sacrifice
Clippers Venus
Capitals Comets
Hollywoods Targettes
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Blinkers Leaders
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18 Frolics\$110.00
10 Beach Clubs 135.00
5 Spot Lights 55.00
Call (ASCME)
ALL STATE COIN MACHINE EXCHANGE
2317 North Western Ave.
Chicago 47, Illinois
BE 5-6770

FOR A STEADY INCOME
OPERATE 100% LEGAL
STANDARD METAL TYPERS
NEW & USED
High quality, straight discs, packed 100 to a roll.
Complete line of parts.
WRITE FOR PRICES
STANDARD METAL TYPER CO.
1318 N. Western Chicago 22, Ill.



Vending Fraud
• Continued from page 90

purchasers of certain vending machines, persons looking for employment or profits in connection with the operation of vending machines.

J. C. Melton, post office inspector, Kansas City, testified Netco took in more than \$43,000 during the short period it operated. It sold 50 machines, 41 of which were paid in full, but shipped only nine.

Baker told federal inspectors he operated and was sole owner of Netco. It was formed after National Distributing Company, operated by Roades and McCulloch, discontinued because of its reputation.

Wolfe, according to federal au-

Cleveland Coin Machine Exchange, Inc.
Valley Manufacturing Distributors
2029 Prospect Ave., Cleveland, Ohio
To. 1-6715
Write for prices.

thorities, said that Roades wanted him to set up Western Manufacturing Company in Los Angeles and operate the business as his own because of complaints by the Better Business Bureau, which was instrumental in bringing the case before the Federal Court.

COBRA CARTRIDGES
Reconditioned and Resurfaced, 75c each
Compare them with new cartridges
Cartridges returned within 10 days
ELECTRONIC INDUSTRIES
P. O. Box 3008 Mesa, Arizona

Let's Make a Deal
We have a lot to offer...
tell us what you need
and we will work it out.

DAVID ROSEN
Exclusive: AMI Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2903

Wire • Phone • Write

Seeks Op Aid
• Continued from page 90

ing machines at the NAMA convention in Chicago recently that sanitation will not pose a paramount problem.

"With a little good housekeeping effort vending operators should be able to keep their automatic machines within the health requirements of any State."

Liddy disclosed he had conferred with John T. Pierson, Kansas City, newly elected president of NAMA and head of Vendo Company, and Attorney Herbert Beitel, NAMA's legislative counsel, at the Chicago conclave regarding Iowa's proposed move.

The meeting, according to Liddy, was held after he had consulted with food and beverage manufacturers' representatives and operators attending the meeting.

Plan 1957 Passage

"It is our plan to present the proposed legislation governing these machines to the next session of the Iowa State Legislature, which convenes January 1, 1957," Liddy stated.

In his remarks with a Billboard reporter, Liddy declared there had been a great influx of coffee and milk machines in Iowa recently, adding:

"Food dispensing venders are becoming more and more popular, as are fruit machines, and the industry should thrive in our State."

Iowa, he explained, currently governs only the health regulations of coffee, bottle milk and cup beverage vending machines, which require a \$3 license fee.

Restaurants, he continued, must pay a license fee of \$18 for the first year and \$3 thereafter. However, should the restaurant be sold or move to a new location, the owners must again pay the initial license fee of \$18.

This law, he explained, could be applied in all probability to food and beverage machine operators. However, Liddy thought the fee to be somewhat high, and unfair to vending operators.

The new statute, which the Iowa Department of Agriculture will present to the Legislature, will regulate the operation and fees of all food and beverage machines, including candy, cookies and bulk operations of nuts and gum.

While it was not mentioned, the action may bring about the opening or the operation of cigarette machines in the State. Iowa is the only State which does permit the sale of cigarettes thru vending machines.

Milk Tops Pop
• Continued from page 90

ment of the milk vender, 110 milk sales were racked up against only 16 soft drink sales.

Of the milk sales, chocolate milk outsold white milk by two to one. Sykes pointed out that the figures are probably weighted in favor of milk because of the novelty of the machine at the location. He added that more tests will be made in factories, schools and offices.

The milk machine used in the test is made by the Food Engineering Corporation, Manchester, N. H.

Valley's BUMPER POOL

FINEST HARD MAPLE CONSTRUCTION

LIKE MONEY IN YOUR SIDE POCKET

LIVE RUBBER CUSHIONS

GENUINE RUBBER BACKED BILLIARD CLOTH

LIVE RUBBER CUSHIONS

SERVICE FREE

SOMETHING NEW HAS BEEN ADDED

CADILLAC OF POOL GAMES

FINEST BALLS

PROVEN MONEY MAKER

ONLY OFFICIAL TOURNAMENT BUMPER POOL

WIRE, WRITE, OR PHONE FOR COMPLETE DETAILS AND PRICES.

VALLEY MANUFACTURING CO. 333 MORTON ST. BAY CITY, MICH. PHONES 8587 or 8588

FROM ED RAVREBY,

Thanks a million for the wonderful reception you gave the announcement of our new Rock-Ola Mfg. Co. and Keeney Mfg. Co. franchises. We intend to continue to serve you to the best of our ability. We hope your friendship will remain with us for the years to come.

ASSOCIATED

188 BRIGHTON AVE.

EXCLUSIVE DISTRIBUTORS FOR ROCK-OLA MFG. CO. AND KEENEY MFG. CO.

DISTRIBUTORS OF GAMES OF LEADING MANUFACTURERS

AMUSEMENTS INC.

ALLSTON, MASS.

DIG THOSE IVY-COVERED PINBALLS

BOULDER, Colo., Nov. 26.—What's new on the campus? At the University of Colorado here, it's pinballs.

In the lower level game rooms of the beautiful student union hall, social center for the university, Diness Music Company has installed 12 pinball games, which are available to students for entertainment, along with the customary ping pong tables and bowling alleys.

The games have proved popular with the 3,000 students who pass thru the union hall daily.

OPERATORS!

Line up your PIN-POOL spots in a hurry! Show locations that PIN-POOL not only earns big cash-box money but steps up sales of beverage, smokes and snacks by creating a friendly club atmosphere. Locations are looking for an attraction to keep drop-in trade from drifting away. Tear out advertisement on dotted lines and show locations the strongest steady-customer attraction they ever saw—Bally PIN-POOL. priced for blanket coverage of your territory.

CUSTOMERS *Play More AND Spend More*

Pin-Pool

WHEN YOUR PLACE IS HEADQUARTERS



1. More steady-customer patronage
2. More free-spending double-date trade
3. Increased cash-box profits
4. Increased sales of beverage, smokes and snacks

PIN-POOL...newest coin-operated amusement sensation...offers your customers all the fascination of billiards with exciting bank-shots from rail-cushions, plus tricky maneuvers of balls around live-rubber bumper-pins in center of table.

20 CENTS PER GAME EARNS UP TO \$2 PER HOUR

PIN-POOL...played by 2 players or 2 pairs of players, playing partners, creates a cozy clubroom atmosphere in your place that keeps drop-in trade from drifting away. Because friendly competition at the PIN-POOL table keeps customers happy, they stay longer, spend more at the bar, cigar-counter or snack-shop... come back oftener and bring their friends.

Cash in on growing popularity of PIN-POOL...the 100 per cent skill-game with 0 per cent grief. Get PIN-POOL busy for you now.

No electrical hook-ups

No service-calls, no worry

Welcome in every territory

Deluxe table harmonizes with finest fixtures

Genuine snooker-pool balls*

Accurately balanced cues*

Table precision-squared to please experts

Table upholstered with genuine billiard-cloth

Cheat-proof coin-mechanism

Clog-proof ball-release

52 in. by 36 in., 32 in. high

*Manufactured by the Brunswick-Balala-Calendar Company

DALLAS, Nov. 26.—A \$2,000,000 advertising program for 1956 was announced by the Dr. Pepper Company this week. Leonard Green, president, disclosed the budget is more than twice as large as the 1955 campaign. The campaign will be highlighted by a new, co-operative ad plan for independent bottlers. Four basic media—television, newspaper, outdoor and radio—will be used for consumer advertising. Trade publications are scheduled for institutional advertising.

BINGO MECHANIC WANTED

For route work. Regular hours—good pay and vacation. No drifters. Write to

BOX 831

The Billboard, Chicago, Ill.

BEST RECONDITIONED GAMES

READY FOR LOCATION

BRIGHT SPOT	\$ 75.00
BRIGHT LITE	75.00
SPOT LITE	50.00
ATLANTIC CITY	75.00
PALM BEACH	65.00
BEAUTY	135.00
BEACH CLUB	150.00
YACHT CLUB	85.00
DUDE RANCH	175.00
GAY TIME	475.00
STARS	40.00
CABANA	75.00
SHOW BOAT	95.00
TROPIC	95.00
HAYANA	125.00
SINGAPORE	225.00
HAWAII	125.00
NEW UNITED DXE. SLUGGER	WRITE

CLOSE OUT

NEW EXHIBIT DXE. SKILL POOL

NEW—UNITED STARLET

UNITED TOP NOTCH

(Sou. Calif., Ariz. only)

C. A. ROBINSON & CO.

2303 W. Pico Blvd.
Los Angeles 6, Calif.
DUinkirk 3-1810

SOMEWHERE IN THE WORLD...

There's a buyer for your talents — services — or merchandise.

Chances are you'll find him among the 67,000 who read THE BILLBOARD classified columns every week. And finding him this quick, easy way can cost as little as \$3 — 1

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

November 27-30—National Association of Amusement Parks, Pools and Beaches, annual convention, Hotel Sherman, Chicago.

December 1—California Music Merchants' Association, Sacramento division, monthly meeting, Sacramento Hotel, Sacramento.

December 3-4—Nebraska Automatic Phonograph Operators' Association, Inc., quarterly convention, Freemont.

December 5—United Music Operators' Association of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

December 5—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

December 6—Washington Music Merchants' Association, monthly meeting, Seattle.

December 6—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton Gibson, Cincinnati.

December 6—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

December 7—Music Operators' Association of St. Joseph Valley, bi-weekly meeting, offices of Carl Zimmer Company, South Bend, Ind.

December 7—Retail Amusement Association of Canton, O., monthly meeting, Massillon.

December 9—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline, Mass.

December 9—Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.

December 19—Worcester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

December 21—Automatic Equipment & Owners' Association of Indiana, monthly meeting, Association headquarters, Gary.

January 28-29—Kansas Music Association, monthly meeting, Salina, Kan.

January 30—Central States Phonograph Operators' Association, monthly meeting, offices of Les Montooth, Peoria, Ill.

FOR SALE—LIKE NEW COMPLETELY RECONDITIONED

MIAMI BEACH	Write
GAY TIME	\$425.00
BIG TIME	400.00
HI-FI	150.00
PALM SPRINGS	135.00
RIO	100.00

WRITE, WIRE OR PHONE

NASTASI DISTRIBUTING COMPANY

912 POYDRAS MAGNolia 6386 or 7419
NEW ORLEANS 12, LA.

GOOD BUYS

MIAMI BEACH	Write
GAYETY	\$245.00
VARIETY	270.00
SURF CLUB	160.00
PALM SPRINGS	125.00
HI-FI	145.00
DAFFY DERBY	125.00

GENERAL

DISTRIBUTING COMPANY

1809 ORLEANS AVE. NEW ORLEANS, LA. TULANE 6729

For Complete

ARCADES

Mike Munves Corp.

Outstanding Reliable Coverage
Single Machines

A Complete Arcade
Parts—Supplies—Sundries

Photo Machines and Voice Recorders, Athletic, Movies, Fortune, Counter, Baseballs, Basketball, Football, Coin Counters, Coin Weighing Scales, Electric Drills, Soldering Irons, Guns, Shuffle Board Wax, Coin Wrappers.

Supreme's Bull's-Eye, new	\$125.00
Williams Sidewalk Engineer, new	Write
Exhibit Western Gun, new	175.00
Williams Jet Fighter, new	275.00
Seeburg Coon Hunt, new	275.00

Machines Equal to New

Williams Safari Gun	\$200.00
Exhibit Space Gun	125.00
Seeburg Coon Hunt	195.00
Exhibit Shooting Gallery	175.00
Exhibit Star Gallery	225.00
Pitch 'Em and Bat 'Em	95.00
Williams World Series	190.00
Williams Deluxe 1953	190.00
Williams Deluxe 1954	190.00
Williams Major League, 6 Player	145.00
Williams Deluxe Baseball, 6 Player	195.00

300 illus. Catalog on Request

HIRE MUNVES

577 Tenth Ave. bet 42nd St.
New York 36, N.Y. BRyant 9-6677
43 YEARS SERVICE • EST. 1912

SEE YOUR Bally DISTRIBUTOR TODAY

BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

COINMEN YOU KNOW

Detroit

By HAL REVES

COINMEN OFF HUNTING. Early reports from the coin machine trade indicate that not too many are having any luck tracking down their deer this season. Dale Sauve, of Sauve and Son Distributing, has just returned from a week up at Drummond Island without a deer. Accompanying Dale was Jake Dumler, of D and P Service, who also returned empty handed.

Sam Willens, owner of Willens Music Systems, who specializes in installations in drugstores, is convalescing from a severe head cold. . . . Sonny Sears, office secretary for the United Music Operators, on volunteer duty for the USO Monday evening, enjoyed jitterbugging at the Selfridge Air Force base. . . . Sam Sapienza, head of Eagle Music Company, was on special courier duty for the UMO this week, making a visit to the local office of The Billboard.

SHAFFER EXTRA SPECIALS

On Fully Reconditioned Trade-Ins

SEEBURG		AMI	
M100-B	\$495.00	F-120	\$695.00
M100-A	295.00	D-40	195.00
148ML	95.00	Model "C"	165.00

WURLITZER		ROCK-OLA	
1800	WRITE	1448 (120 Sel.)	WRITE
1700	\$595.00	1442 (50 Sel.)	WRITE
1650	395.00	1438 (Comet)	\$525.00
1500	300.00	1434 (50 Sel.)	195.00
1400	195.00	1456 (120 Sel. Wall Box)	45.00

Send for Illustrated Catalog Showing Complete List

Shaffer Music Co.

In the Coin Machine Business Over 25 Years

COLUMBUS, OHIO 849 N. High St. AXminster 4-4614	CINCINNATI, OHIO 1200 Walnut St. MAin 1-6310	INDIANAPOLIS, IND. 1327 Capitol Ave. MElrose 4-3571
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EXCLUSIVE DISTRIBUTORS FOR
CHICAGO COIN-AMI-GENCO-EXHIBIT

MUSIC	ARCADES
AMI Model A \$110.00	Chicago Coin Home Run. \$200.00
AMI Model B 175.00	Chicago Coin Super
AMI Model C 195.00	Home Run 225.00
AMI Model D-80 375.00	Wms. Deluxe Baseball. 150.00
AMI Model E-120 525.00	Exhibit Shooting Gallery 165.00
AMI Model F-80 675.00	Genco Wild West 395.00
AMI Model F-120 750.00	United Carnival Gun . . 225.00
Seeburg 147M 65.00	
Seeburg M100A 245.00	CHICAGO COIN BOWLERS
Seeburg M100B 495.00	Score-a-Line Write
Seeburg M100BL 525.00	Flash \$250.00
Wurlitzer 1015 65.00	Gold Cup 110.00
Rock-Ola 1438 Comet. 475.00	Triple Score 90.00
Rock-Ola 1434 Fireball 195.00	Double Score 75.00
	Name 60.00
	Super Match 55.00
	10th Frame 50.00
	Match 45.00
	Criss Cross Target . . . 195.00
	UNITED BOWLERS
	League \$210.00
	Olympic 90.00
	Cascade 75.00
	10th Frame 50.00
	Stars 45.00

1/2 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

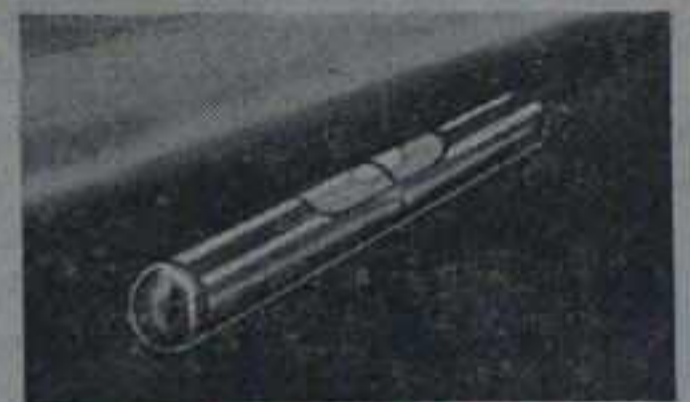
11 reasons why EXHIBIT'S SKILL POOL DELUXE IS BREAKING PROFIT RECORDS EVERYWHERE

IF IT'S NOT AN "EXHIBIT" FEATURE IT JUST HASN'T BEEN DESIGNED YET!

* Requires only 12' x 7' or 84 sq. ft.



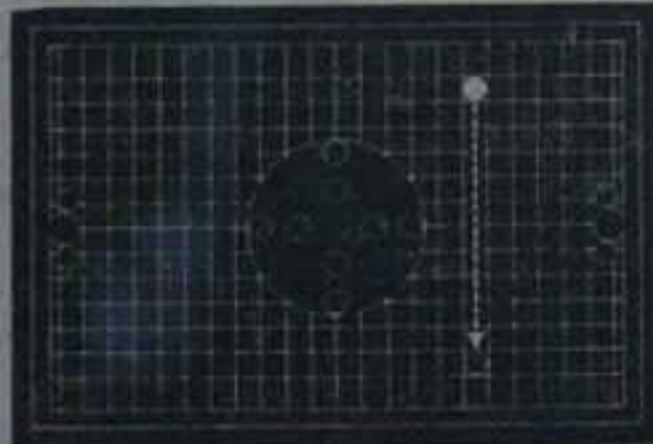
2 LIGHTING FIXTURE
Now, out-of-the-way LIGHTING FIXTURE does not interfere with play!



1 3 PLAYFIELD LEVELS
Sunk into the playfield for fast, reliable, easier leveling of table. Insures that playfield is level for true play!



3 HINGED TOP
For easy, speedy servicing! Lifts right up without effort.



4 LINED PLAY FIELDS
Allows accurate placing of "out-of-bounds" ball for 3-side play.

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!

EXHIBIT SUPPLY COMPANY

Established 1901
4218 W. LAKE ST. CHICAGO
PHONE: VA 6-3100

MONROE
coin machine exchange inc.
3423 Payne Ave. • Cleveland 14, Ohio • Phone DUperior 1-4400

Exclusive Chicago Distributor for the BEST in POOL GAMES!
CUE-STAR by FISCHER -- \$209

BRAND NEW COIN POOL Marked for play from 7 to 4 sided!
IMMEDIATE DELIVERY!

POOL GAME PARTS AND ACCESSORIES

★ IMMEDIATE DELIVERY ★	
CUE STICKS	EA. \$2.50
CUE TIPS, Bk. Leather Pkg. of 25	.75
TIP CLAMPS	EA. .25
CHALK	PER GROSS 3.00
PHENOLIC RESIN BALLS	EA. 2.50
NOVO-PLY PANELS, complete w/ Cloth and Holes	EA. \$35.00
NOVO-PLY PANELS, w/ Rubber Bumpers and Cups	EA. 42.50

CHARLEY PIERI Get Our List, New-Used Games, All Types
Monarch Coin Machine, Inc. Lincoln 9-3996-7
 2257 N. Lincoln, Chicago 14, Ill.

POOL GAMES

IMMEDIATE DELIVERY AT LOW PRICES

WRITE FOR POOL GAME SUPPLIES

SHUFFLE GAMES	Keeney Domino	\$178	BINGOS	Nevada	\$175
Un. Mars	Keeney Century	392	Beach Club		135
Un. Mercury	Keeney Carnival	95	Spot Light		70
Un. Leader	Keeney 10 Player	75	Surf Club		175
Un. Team	Keeney 6 Player	75	Dude Ranch		140
Un. League	C.C. Advance	185	Yacht Club		75
Un. Chief	C.C. Triple Score	115	Beauty		125
Un. Royal	C.C. Double Score	95	Frolics		110
Un. Olympic			Palm Beach		60
Un. Classic			Atlantic City		80
Un. Deluxe			Stars		65
Un. Cascade			Hi-Fi		165
Un. Targette					
Un. Comet					
Genco Match Pool					
Genco Shuffle Pool					
Keeney Diamond					

SUPPLIES

Shuffleboard Game	
Wax, Case (12)	\$ 3.50
Pucks (Set of 8)	18.00
Fast Wax, Case (12)	4.50
Score Sheets, 10 Pads	7.50
Fluorescent Lights	
Pr.	22.50
Adjusters	18.50



18 FT. ROCK-OLA SHUFFLEBOARDS... \$125.00

GUNS

Keeney Sportsman	\$245
Keeney Ranger	345
Genco Rifle Gallery	200

PURVEYOR
 DISTRIBUTING CO.

Better Buys

4323-24 N. WESTERN AVE.

CHICAGO, ILLINOIS

JUMPER B-1814

NCMDA Names 5 New Firms To Trade Group

CHICAGO, Nov. 26.—The National Coin Machine Distributors Association boosted its membership this week with the addition of six new firms to the distributor group.

The board of directors of NCMDA unanimously approved the following distributors for membership in the association:

Mickey Anderson Amusement Company, Erie, Pa.; Calderon Distributing Company Indianapolis; Shaffer Music Company, Columbus, O.; Allan Sales, Inc., Wheeling, W. Va.; Uni-Con Distributing Company, Kansas City, Mo.; Coin Machine Exchange, Chicago.

United Holds Eastern Area Op Schools

CHICAGO, Nov. 26. — United Manufacturing Company conducted an operator service school at Baltimore during the week and scheduled another at Philadelphia Monday thru Wednesday (28-30).

Double U Sales Corporation, Baltimore, was host for the school conducted there by United field representatives John Casola and Al Thelke. Harry Rosenberg and Sam Weisman were on hand to greet operators and servicemen.

Banner Specialty Company, Philadelphia, was slated for the United school Monday thru Wednesday. Casola and Thelke were to conduct this school also, with Al Rodstein of the Banner organization acting as host.

Theodore Lee Dies After Long Illness

LOS ANGELES, Nov. 26.—Theodore Lee, 45, a veteran of 20 years in the vending and refrigeration industries and West Coast sales representative of the Lennox Manufacturing Company of Chi-

cago, died here after a lingering illness.

A native of Brooklyn, Lee served with the Armed Forces in Europe during World War II. Following the war he was associated with the Drink-O-Mat Industries Corporation. He joined Lennox September 1, 1954, and became West Coast representative last January 1. Mr. Lee, who is survived by his widow, Inge, died October 25.

WORLD'S BEST BUYS

MUSIC AS LOW AS \$60
 SHUFFLES AS LOW AS \$50
 BALLY BINGOS AS LOW AS \$60
 KIDDIE RIDES AS LOW AS \$150

All equipment reconditioned, cabinets refinished, export crated or packed, delivered free aboard steamer.

For Immediate Delivery

MUSIC MACHINES	Donald Duck Carusel Tank	BALLY BINGOS
1015 Wurlitzers		Bally Atlantic City
1100 Wurlitzers		Bally Beach Beauty, New
1250 Wurlitzers		Bally Beach Club
1500 Wurlitzers		Bally Beauty
1700 Wurlitzers		Bally Big Time
1800 Wurlitzers		Bally Bright Lights
M100A Seeburgs		Bally Bright Spot
M100B Seeburgs		Bally Coney Island
M100BL Seeburgs		Bally Dude Ranch
M100C Seeburgs		Bally Frolics Tan
Rock-Ola Fireball		Bally Gayety
Rock-Ola 1422		Bally Gay Time
Rock-Ola 1438 Comet		Bally Hi-Fi
Rock-Ola 1446		Bally Ice Frolics
		Bally Palm Beach
KIDDIE RIDES		Bally Palm Springs
Bally Champion Horse		Bally Miami Beach
Bally Space Ship		Bally Spot Lite
Bally Hot Rod		Bally Surf Club
Bally Moon Ride		Bally Variety
Aqua Jet		Bally Yacht Club
Rocket Ship		
Elsie the Cow		

Write for Complete Details and Most Current Price List
 European Distributors (not including West Germany) for Bally, Genco, Exhibit, Williams.

INTERNATIONAL AMUSEMENT CO.

1423 SPRING GARDEN STREET

SCOTT-CROSSE COMPANY

Billenhouse 6-7712

PHILADELPHIA 20, PA.

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.

D. Gottlieb & Co.
 1140-50 N. KOSTNER AVE.
 CHICAGO 51, ILLINOIS



- 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!

Alluvot Vs. Miler

Continued from page 84

supporting Frank's Music Company to set a precedent—a test case to determine the legality of practices to which the association objects. Significantly, Small pointed out to The Billboard that the UMO set up a fund when first formed to maintain high standards of operation and that the action in the Alluvot-Miller injunction case followed the association's policy.

General agreement with the court's position insofar as it upholds the enforceability of a written contract was voiced by both William L. Miller, head of Miller-Newark, and his counsel, Ben Rosenthal.

However, Rosenthal ordered a transcript of the record and is planning an appeal to the Michigan Supreme Court.

The validity of the three location contracts upon which the court action was based was not considered in any detail nor decided by the court action, Rosenthal pointed out. Rosenthal declared that all three specific contracts were invalid for various reasons, primarily because two of the contracts were not signed by the present location owners.

Rosenthal pointed out that a new location owner is not bound by a contract signed by a predecessor if he entered the sale without knowledge or assumption of such a contract.

AMI, Inc., was originally named in Alluvot's suit, but was subsequently exempted from the provisions of the injunction, having filed a separate stipulation setting forth that the firm does not operate.

Zither Still Boss

Continued from page 84

his sales are Wurlitzer Model 1550's and 1800's, the latter selling for about \$2,000 in Austrian currency. Wall boxes, he declared, are "unheard of."

Machines are mostly located in Austria's modern coffee bars, where modern phonograph styling is not out of place. Merrill pointed out that the bulk of the machines operated thruout Austria are owned by location owners rather than operators.

He reported that after phonograph installations, location owners claim business picks up about 40 per cent. Phonographs are relatively new in this country, appearing on the scene for the first time about two years ago.

Are juke boxes going to replace the traditional zither in Austria?

"Never," says Merrill. "First, the Austrians in the taverns—where the zithers are played—want folk songs and there's very few recorded. Second, they want a musician who comes around and plays music at their table and drinks with them."

CHARLESTON, W. Va., Nov. 26.—Kwik Kafe of West Virginia, Inc., capitalized at \$10,000, was issued a corporate charter by the secretary of state. Incorporators were Mary C. Matheny, of Dunbar, and John D. Smallridge and Carole Lee Staats, both of Charleston.

NEW YORK, Nov. 26.—Thomas C. Fogarty has been elected president of the Continental Can Company effective January 1 to fill the vacancy that will be created by the retirement of Hans A. Eggerse, Gen. Lucius D. Clay, board chairman, announced.

★★★ **ROYAL** ★★★
DISTRIBUTING, INC.

BEACH CLUBS	\$125.00	HI FI	\$165.00
PALM SPRINGS	135.00	ICE FROLICS	170.00
DUDE RANCH	140.00	SURF CLUBS	175.00
VARIETY	\$295.00		

Cleanest games you've ever seen! 1/2 Down, the rest "Sight Draft"

All Types of Wall Boxes Available . . . WRITE

3726 Kessen Avenue, Cheviot 11, Ohio

Ask for Ben Mackie or Harold Hoffman — Phone: MONTANA 1-5004

PHONOGRAPHS YOU CAN DEPEND ON!

ROCK-OLA 1438 COMET	\$575
WURLITZER 1100	155
WURLITZER 1015	95
A.M.I. MODEL D-80	350
A.M.I. MODEL A	125
SEEBURG WALL-O-MATIC (WR-L56--20 Sel.)	17

RECONDITIONED—REFINISHED LIKE NEW!
Terms: 1/2 Dep., Bal. C.O.D.



A Quarter Century of Service.

ATLAS MUSIC COMPANY

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

ARmitage 6-5003



IT'S SIMPLE AS A-B-C . . .

. . . that the circulation of this business paper is PAID circulation and that the totals have been audited and certified by the AUDIT BUREAU OF CIRCULATIONS.

**You asked for it...
HERE IT IS!**



**NEW GENCO'S
SUPER
BIG TOP
RIFLE GALLERY**



Remember GENCO'S BIG TOP?
Operators everywhere acclaimed it
the finest Gun Game ever made!

NOW we bow to the
**POPULAR and SUSTAINED
DEMAND . . .**

and proudly present this brand-new,
better-than-ever advanced model . . .

**SUPER
BIG TOP**

SAME SMASH FEATURES AS THE ORIGINAL—PLUS NEW, EXCITING ADDITIONS!

SEE OFFICIAL AND DELUXE
TOURNAMENT POOL GAMES
AT YOUR GENCO DISTRIBUTOR TODAY!

RECONDITIONED

READY TO OPERATE

Atlantic City	\$ 60.00
Beach Club	125.00
Bright Lights	65.00
Coney Island	45.00
Dude Ranch	145.00
Big Time	445.00
Palm Springs	165.00
Variety	275.00
Seeburg Shoot the Bear ..	95.00
Exhibit Dale Gun	30.00
Wallling Guesser Scales ..	65.00
Exhibit Vitalizers	30.00

WANT TO BUY—ROCK-OLA 1544
120 Sel. Wall Boxes

J. ROSENFELD CO.
4701 Washington Blvd.
St. Louis 8, Mo.
FO 7-6730

**SAVE MORE MONEY—
MAKE MORE MONEY**

GENCO

MFG. & SALES CO. 2621 N. Ashland Avenue
Chicago 14, Illinois

SPECIAL PRICES to QUANTITY BUYERS!

5-BALL GAMES

GYPSY QUEEN	\$210
JOCKEY CLUB	125
PIN WHEEL	95
LADY LUCK	165
FOUR BELLES	195
MARBLE QUEEN	95
SOUTHERN BELLE	225
SWEET ADD-A-LINE	265
THREE DEUCES	235
SPIFFIRE	165
THUNDERBIRD	125
BIG BEN	175
CYCLONE	45
HOME RUN	165
WISHING WELL	275
4 STAR	75
GREEN PASTURES	125
DEALER	110

SHUFFLE GAMES

BLINKERS	\$475
HOLLYWOOD	475
HOLIDAY	350
KING PIN	WRITE
GOLD MEDAL	385
DELUXE CAPITOL	425
DELUXE CLIPPER	395
DELUXE LIGHTNING	375
DELUXE COMET	315
DELUXE TARGETTE	250

BINGO GAMES

GAYETY	\$295
BIG TIME	445
VARIETY	310
HAFI	175
SURF CLUB	195
ICE FROLICS	210
PALM SPRINGS	185
OUDE RANCH	150
BEAUTY	125
BEACH CLUB	125
YACHT CLUB	85
CONEY ISLAND	65
FROLICS	125
PALM BEACH	65
BRITE SPOT	95
SPOTLITE	45

EXCLUSIVE NATIONAL DISTRIBUTORS BRUNSWICK-BALKE-COLLENDER POOL GAME REPLACEMENT ACCESSORIES
World's Finest—Best Known! DISTRIBUTOR TERRITORY OPEN!

ALL TYPES POOL GAMES
Immediate Delivery
LOWEST PRICES!
CALL NOW!

Terms: 1/3 Deposit Balance Sight Draft



Chicago 47
2330 N. Western Ave.

Phone: EVerglade 4-2300

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

Winners Named

Continued from page 84

ed October 31 were announced this week. The winners and their wives are to make the trip in February.

Making the trip will be Joseph Ash, Active Amusement Machine Company, Philadelphia; F. A. Blalock, F.A.B. Distributing Company, Inc., New Orleans; C. B. Brady, Brady Distributing Company, Charlotte, N.C.; P. O. Brandt, Brandt Distributing Company, Inc., St. Louis; T. T. Bush, Bush Distributing Company, Miami, and W. E. Copeland, Sierra Distributors, Los Angeles.

W. T. Cruze, Cruze Distributing Company, Inc., Charleston, N.C.; C. A. Culp, Culp Distributing Company, Oklahoma City; J. R. Steele, Steele Distributing Company, Inc., Houston; G. A. White, Music Distributing Company, Pittsburgh; R. B. Williams, Commercial Music Company, Inc., Dallas, and C. W. Winters, the Winters Distributing Company, Baltimore.

Accompanying the group will be Arthur W. Daddis, Wurlitzer district sales manager for Southeastern United States, and his wife. Daddis was the winner in the field sales organization. Wurlitzer factory executives and their wives will act as hosts.

The contest, according to the company, was supervised by Cappel, MacDonald & Company, Dayton, O., nationally known sales incentive organization. All of the Wurlitzer 36 distributorships participated in the contest.

FOR SALE

PHONOGRAPHS

Rock-Ola 1432	\$200.00
Rock-Ola 1434	300.00
Rock-Ola 1436	325.00
Wurlitzer 1450	265.00

BINGOS

Ice Frolics	\$200.00
Palm Springs	190.00
Beauty	135.00
Palm Beach	85.00
Beach Club	165.00
Surf Club	220.00

BOWLERS

Bally Jet Bowler	\$345.00	Keency Century Bowler	\$275.00
Bally Magic Bowler	385.00	C.C. Crown Bowler	85.00

NOW DELIVERING BALLY BEACH BEAUTY, WILLIAMS SNAFU AND JOLLY JOKER

UNI-CON DISTRIBUTING COMPANY

3410 Main Street Phone: Jefferson 1-1205 Kansas City 11, Mo.

NATIONAL Serves You Better!

ATTENTION

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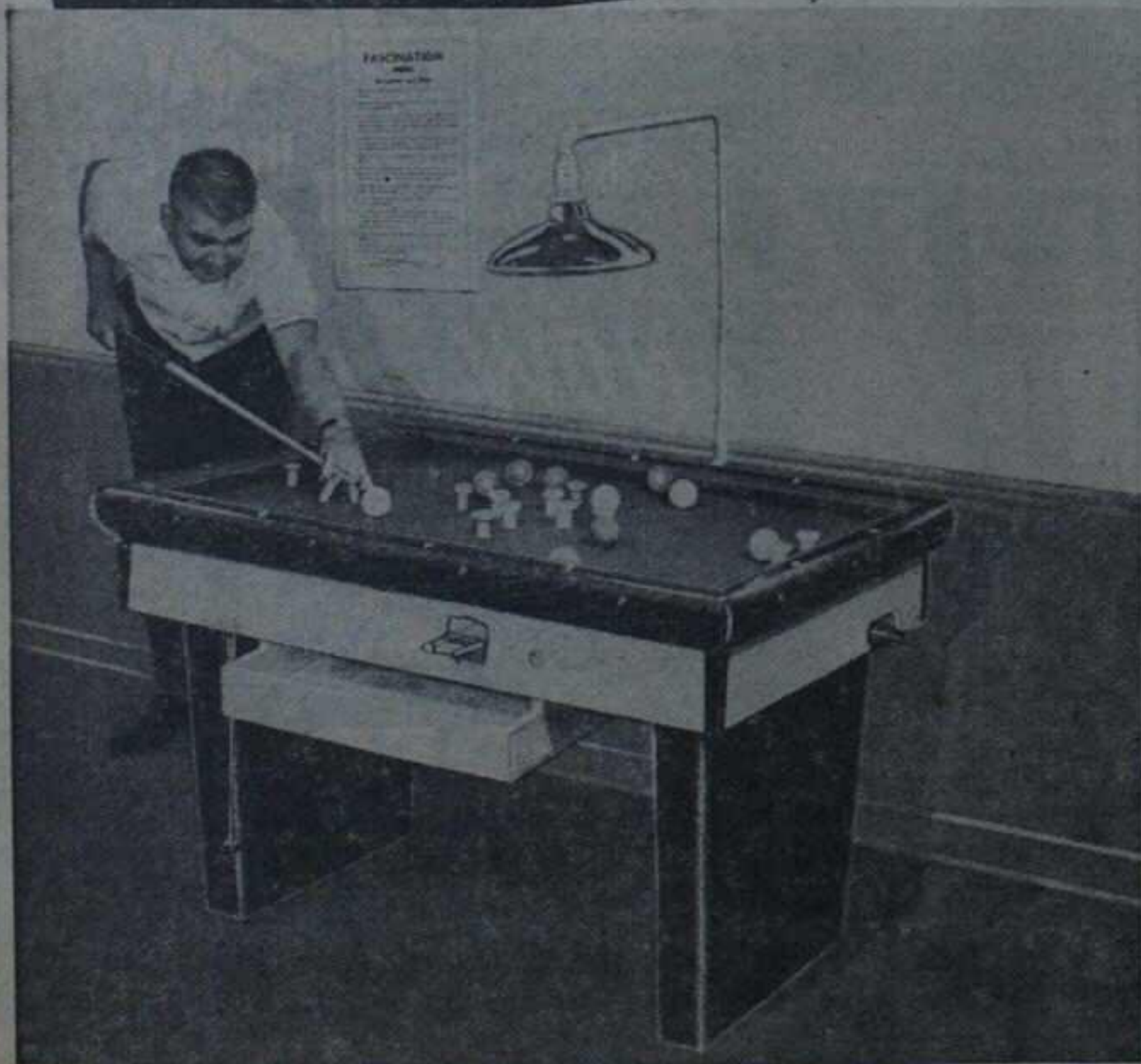
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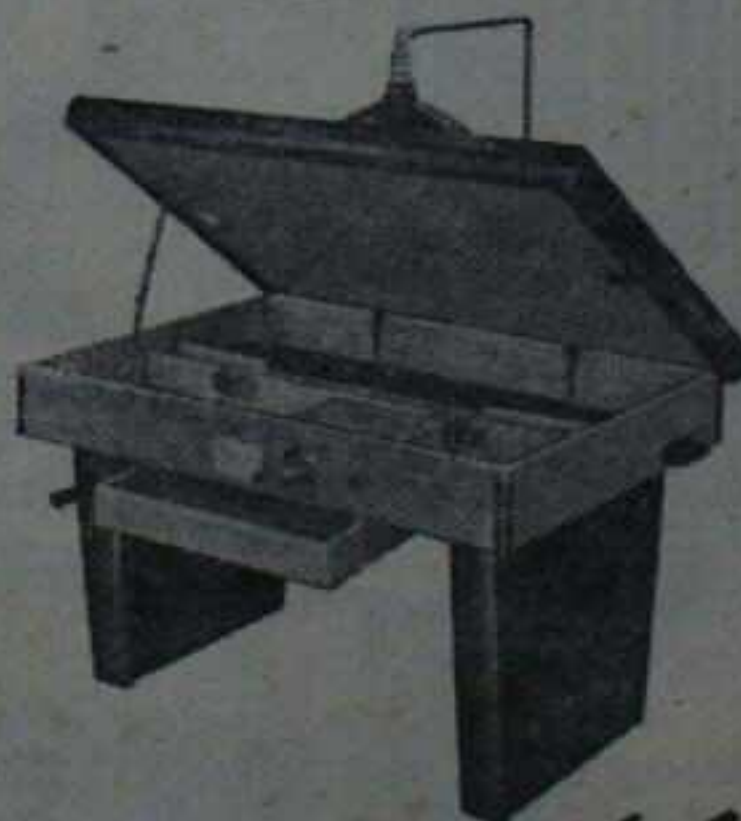
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Mahogany Grained Moulding—Cork Finish Body and Legs

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J. H. *Keeneys* & CO., INC.

2600 WEST FIFTIETH STREET • CHICAGO 32, ILLINOIS

Chi Coin Pool

Continued from page 94

balls sunk by a player in one shot are registered on the scoreboard.

To determine which player shoots first, each player shoots a cue ball from the foul line, banking it against the back cushion and the player whose cue ball returns nearest to foul line shoots first. If more than one game is played, player with lowest score shoots first.

To start game, first player shoots cue ball from his tee, hitting "spot" ball first and attempting to sink either or both balls into scoring holes. If both balls are pocketed so that no balls remain on table, then second player places one ball in tray at front end of table on "spot" and another on his tee and continues to play.

Play continues to alternate between players until all cue balls are used from ball tray; then the ball nearest to foul line is used until the last ball remains.

The last ball must be shot from tee as usual, but banked against rear or side cushions to complete game.

A player forfeits the game if he deliberately attempts to score cue ball into pocket without first hitting another ball, or if he fails to bank the last ball.

The game is provided with an instruction card to be displayed near the player's end of the table, and table leg levelers.

Automatic Pool is equipped with twin dime coin chutes. According to Chicago Coin, the game's playing time is shorter than other coin pool games.

Uneeda Begins

Continued from page 90

many operators to get by with a 25-cent vend.

He added that most operators in

the New York area are getting only 25 cents for filters and not making a profit. Or, he added, they fail to stock enough selection on filters and lose out on gross volume.

Hochman pointed out that the overwhelming majority of machines

on location are single-price manuals set at 25 cents. He added that while they may be in good operating shape, the straight 25-cent vend prevents the operator from realizing the maximum profit from his locations.

Trade sources now feel that an increase in the wholesale price of cigarettes is imminent. They point to recent talks by cigarette industry leaders calling for "more realistic pricing." This they interpret as preparation for the boost.

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STILL Popular
500 YEARS
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Available in both Regulation and the New Deluxe "Billiard" Models, 9 to 22 ft.

For More SALES and PROFITS, Too!

Also Available: A complete line of accessories and supplies.

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LARGE or SMALL
invite you to install
Williams DE LUXE
BANK POOL
FEATURING
3-SIDED PLAY!

NOW AVAILABLE
The Deluxe SENIOR Model
18 Inches Longer
Same Width
More Exciting Than Ever!

2-INCH SQUARE BALK-LINES COVER PLAYFIELD! CIRCLED MUSHROOMS!

IT PAYS TO OPERATE
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TWO SETS OF RULES FOR 3 OR 4 SIDED PLAY

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EXTRA CUE HOOKS IN ADDITION TO BUILT-IN HOLDER

2-3-or 4 PLAYERS

FOOL-PROOF MECHANISM!

Anti-Cheat Ball Release

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3 Designed for or 4 SIDED PLAY!

First WITH THE HINGED TOP!

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NEW 5-BALL SCORE BUILD-UP!
HIGH SCORES!

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The Profit Leading Bowlers of the Year...

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With Automatic Tally Sheets
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On Each Team Can Play!
Available In MATCH Model as
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Traveling Lites! 100% Replay
—Equipped With Replay
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BULLS EYE

Player Matching A Number Only
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SCORE-A-LINE

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By Lighting Up Numbers In
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MACHINE COMPANY

Appellate Court Backs Silco on Injunction

JERSEY CITY, N. J., Nov. 26.—The Silco Cigarette Service has won an important round in its legal battle with the Abco Vending Service. The decision was given recently in the Superior Court of New Jersey Appellate Division, where an interlocutory injunction against Abco was upheld.

The case involves contract rights between a cigarette operator and his locations. Briefly, Abco has been operating in the Hudson County area for about two years. Its rate of growth has been mainly at the expense of Silco.

Silco charges that Abco expansion has been due to the pirating of locations which were under contract to Silco. Named as defendants were Abco and its officers as individuals, and the owners of 50 locations. Silco is seeking damages of \$25,000 each against the defendants and the right to get its locations back.

Silco Contention

Backbone of Silco's case is the contention that Abco induced locations to break contracts by promising to back them in any legal difficulties which might arise from the contract breach.

In September, Silco was granted an ad interim injunction and later was granted an interlocutory injunction which provides that Abco remove its machines from the locations involved until the case is resolved.

Abco then asked for a stay of the injunction, which was denied. Then, Abco appealed the case, and the appeal was also denied. As things stand now, Abco must remove its equipment from the locations involved until a decision is rendered.

Not Complete

However, the Appellate Court decision was not a complete victory for Silco. In the case of Abco and the majority of the locations involved, the court upheld the interlocutory injunction.

But in the case of 20 others the injunction was denied. Reason given was that Abco had taken prior action against these 20 in a trial court. The court ruled that a defendant could not be sued in two courts for the same alleged breach.

However, the failure to sustain the injunction in the case of the 20 is academic. As long as the injunction against Abco holds up, Abco is prohibited from operating equipment in all the locations involved, and the net result is unchanged.

Supreme Court

Meanwhile, Silco has filed a move for leave to appeal the exemption of the 20-stops before the Supreme Court of New Jersey. Reason for this legal maneuver is this: When the Supreme Court rules on a minor issue in a case, it often decides to review the entire case, particularly if it feels the case is apt to come before the court again.

Therefore, if the Supreme Court hears the rule on the exemption of the 20 locations, it might well give a ruling that would obviate further litigation.

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All equipment cleaned and
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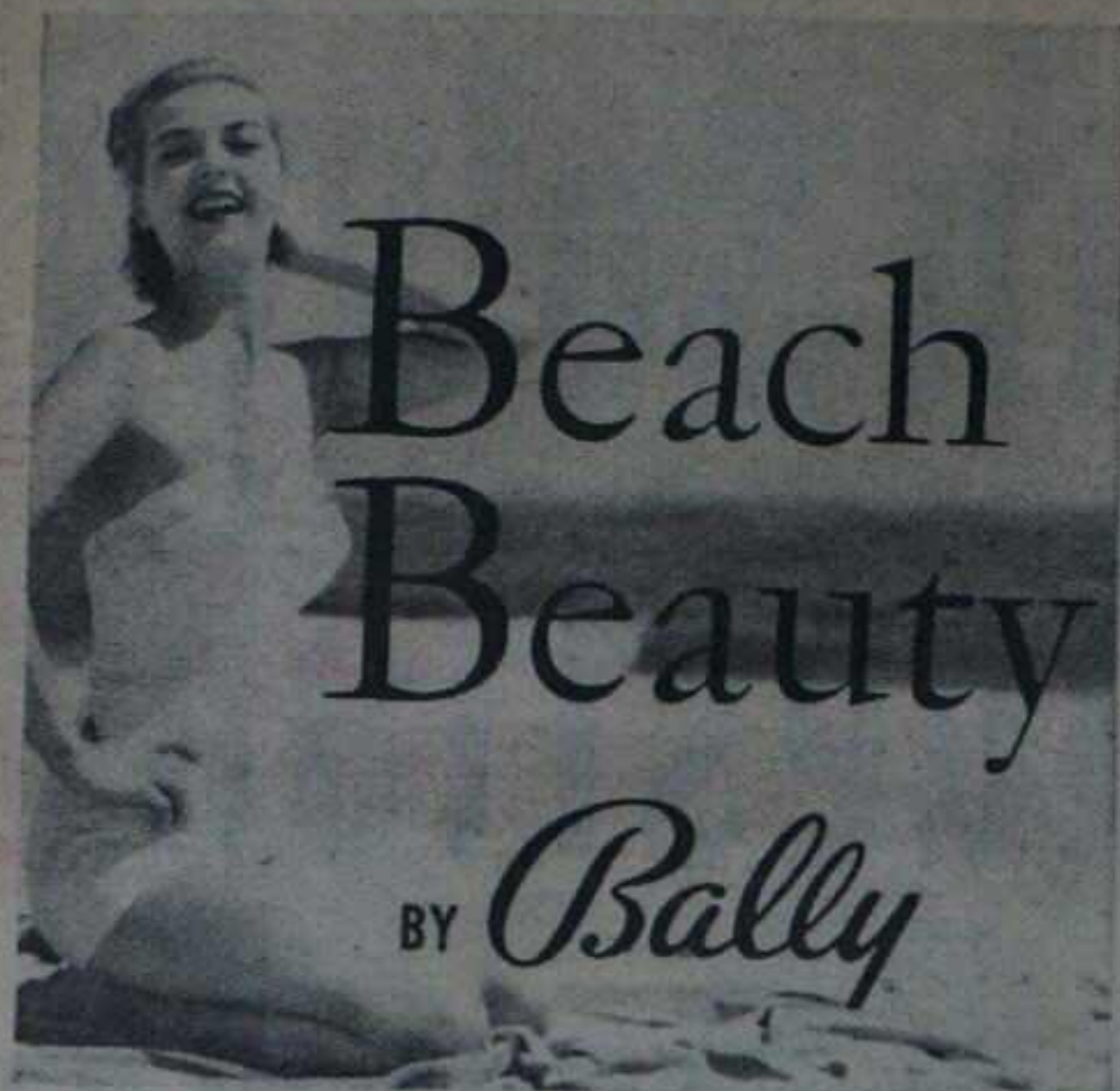
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SEE *Bally* BOWLERS
PAGE 99

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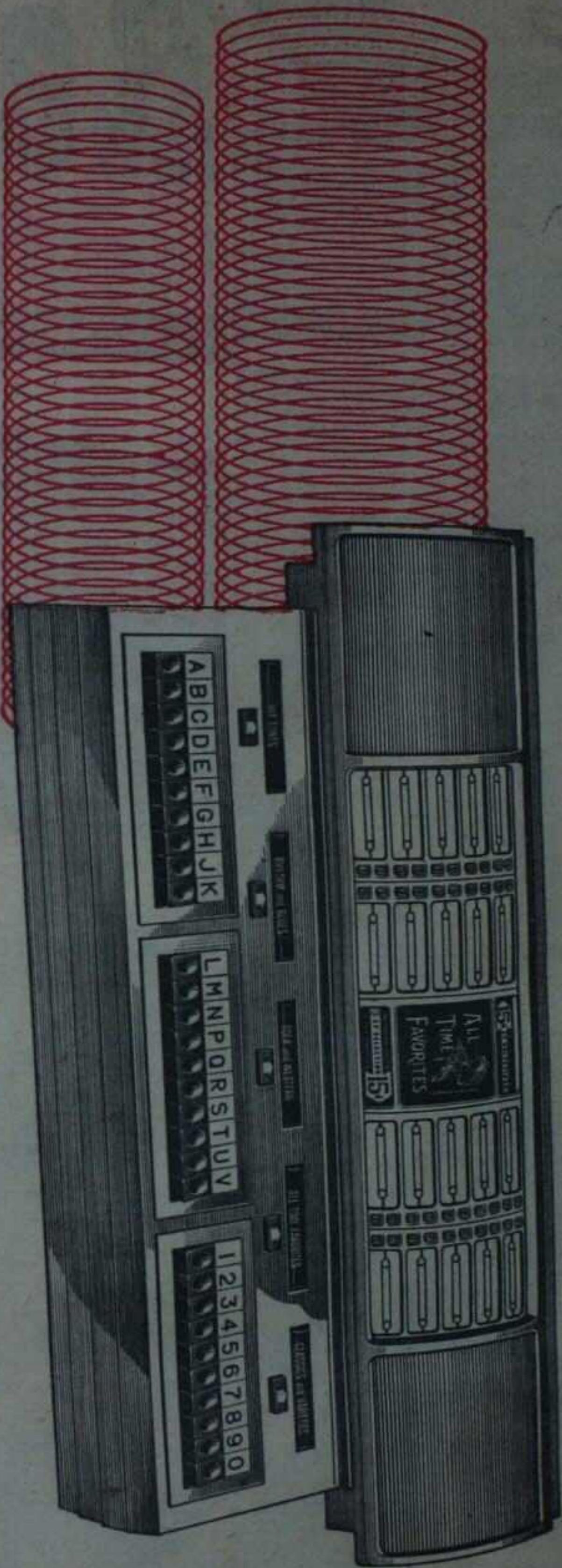
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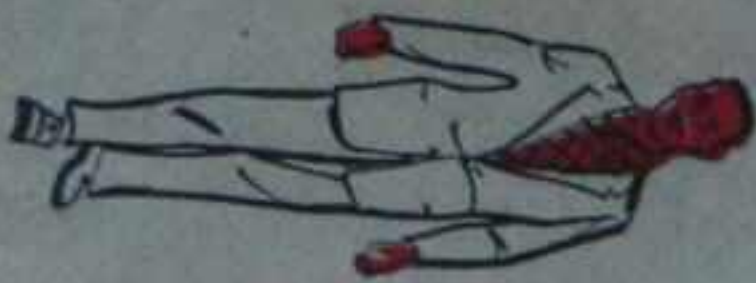


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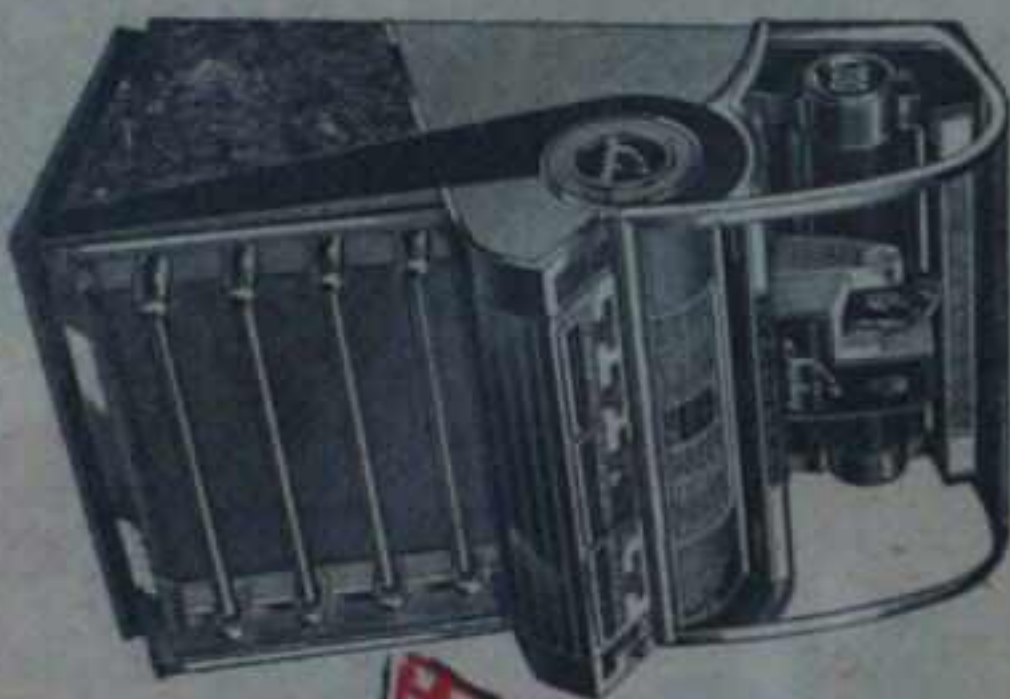
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