

The Billboard

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Churches May Woo Kids by Rockin' 'Em

Council Polls Teen-Ager Taste as Video Program Guide; Age Preferences Vary

By JUNE BUNDY

NEW YORK, Dec. 17. — Altho religious interests have long frowned on the teen-agers' preference for rock and roll music, the rhythm and blues medium may yet be utilized as a means of bringing youngsters into the church.

National Council of Churches of Christ introduced the idea of presenting jazz in a religious TV context on the "Theology of Jazz" portions of its CBS-TV series "Look Up and Live." A recent survey by the Council reveals the show is attracting older teen-agers with such jazz greats as Dave Brubeck, but kids in the 13-year-old age group don't dig modern jazz yet.

Instead, younger teen-agers polled for music preferences on the show almost unanimously vote for r.&b.-type record artists; thus confronting Frank Nichols, producer for the Council's broadcasting and film commission, with something of a dilemma.

Lyric Problem

The lyrics of many r.&b. tunes make it difficult—if not impossible—to work them into the context of a religious show. Nevertheless, Nichols is wrestling with the problem and hopes to work out some kind of solution.

The NCCC has been conducting extensive surveys on several different teen-age levels for some time now, in an effort to determine the most effective ways of reaching the youngsters. At the same time, the teen-age market in general has become more and more a focal point of merchandising and marketing surveys made by the radio-TV industry, record companies and manufacturers of teen-age products.

Teen-Age Survey

Teen-age Surveys, Inc., this week, for instance, reported on its fourth continuing survey of teen-agers' views on deejays' radio-TV programs, music records and advertising effectiveness, with results again pointing up the differences in tastes between high school and college students.

Cognizant of the growing awareness of the teen-age market by manufacturers, Cleveland's independent radio station WERE is readying a merchandising service, whereby products aimed at the teen-age market will be tested by

R&B Strength OK, Says Poll

NEW YORK, Dec. 17.—Teen-agers still dig rock and roll, according to the fourth quarterly survey of the market here by Teen-Age Survey, Inc., which reports that a slight decline in popularity of rhythm and blues recently is as yet "insufficient to justify any claims that it is waning in popularity."

According to the high school-college poll, disk jockeys influence 69 per cent of pop record purchases by teen-agers. Alan Freed, WINS' r.&b. jockey here, topped the high school poll. Jerry Marshall, of WNEW, tied him for first on the college poll.

the station with special groups of teen-agers assembled for deejays' shows.

The survey efforts of the NCCC have been concentrated on three different channels, with a major advertising agency conducting regular tests on a mixed-age audience utilizing electronic program analysis equipment. Another survey is conducted at Columbia University to tap the college group. Still a third is made in the field and generally aimed at the pre-college group.

Qualifications

To qualify as a testee, the teen-agers polled must be "un-churched," since the primary aim of the show is to make converts.

Past surveys have shown that "Look Up and Live" has registered most effectively with the 17 to 23 age group. Consequently, Nichols now feels that somehow they must apply what they have learned about 13 to 17-year-old tastes (notably the rock and roll craze) to future programming.

Interestingly enough, Nichols notes, the 13-year-olds prefer Frank Sinatra (who is liked by all age groups incidentally) to Eddie Fisher, with the latter's name seldom showing up in their request-answers. Bill Haley, the Crewcuts, and the Four Freshmen are others showing up strong on their preference sheet, along with Al Hibbler, Count Basie and Joe Williams.

The 13-year-olds have little or no interest in modern jazz. Several students in this group thought Dave Brubeck was a classical musician, and a couple referred to him as blind, evidently confusing him with George Shearing. Also the

(Continued on page 14)

BIG ROSTER OF CLASSIC MUSIC STARS FOR TV

NEW YORK, Dec. 17. — "Producers' Showcase" is by no means finished with the longhair kick. Even before this Monday's telecast of the Sadler's Wells Ballet in "The Sleeping Beauty," Showcase Productions, packagers of the NBC-TV spectacular, had set a deal with S. Hurok for a gala musical show that will feature some of the top vocal and instrumental artists in the classical field.

The talent roster for that show includes Artur Schnabel, Marian Anderson, Gregor Piatagorsky, Isaac Stern, Renata Tebaldi, Jussi Björling, Victoria de los Angeles, Leonard Warren, Roberta Peters, Jan Peerce, Fritz Reiner and Max Rudolph.

This will be the Monday spectacular following "Peter Pan." It is penciled in for January 30. The show will mark the first TV appearance for some of these artists. Rubinstein and Piatagorsky consistently refused all TV offers heretofore.

Showcase and NBC, of course, are dedicated to the theory that longhair can pull top audience when presented as a one-shot special attraction with a big ballyhoo. Showcase and Hurok are still working out a format and title for the music show. They hope to get a top personality to serve as emcee. But already Showcase is laying out a mammoth promotion that will tie in music stores, symphony societies, clubs and political figures.

The ballet drew an amazing 22.0 average Trendex, holding quite steady thru the 90 minutes. It topped CBS-TV the first half hour.

Circus World Maps TV Wedding to Plug Its Live Attractions

Plans Giant Changes for Use; Big One Takes Big Step, to Open Park

By SAM CHASE

SARASOTA, Fla., Dec. 17. — The circus, having been as strongly affected by television as most other forms of show business, is blueprinting revolutionary changes in its operations so it can best use the electronic medium to promote and abet its live attractions.

The nation-wide CBS-TV telecast last night (16) of the Ringling Bros. and Barnum & Bailey Circus from winter quarters here was one of the first tentative steps toward a blending of one of the oldest forms of entertainment with one of the newest and lustiest.

Realignments

Among the drastic realignments of the traditional circus operations which are in store for the future, it was learned exclusively this week, are these:

A giant year-round tourist attraction in the form of an elaborate zoological park, to be erected on the grounds of the circus' present winter quarters and designed to be the great magnet in the Eastern part of the nation that Disneyland Park is in the Far West.

A "marriage" of the circus with TV, perhaps culminating in a weekly show, intended not only as a prime revenue producer on its own but also as a stimulus for attendance at the circus' road performances and to attract tourists to the future plant at home quarters.

Present thinking calls for the circus to finance and package these operations on its own. However, speculation exists that outside capital may come into the picture, depending upon the direction of future TV plans. It's recalled that American Broadcasting-Paramount Theaters, Inc., helped finance Disneyland Park and owns about a one-third interest in it, and as a result gained exclusive rights to Walt Disney's ever-expanding broadcast operations. The potential of shows built around the circus is expected to be similarly great.

Obviously, these developments will cause additional reverberations in the operations of the "Greatest Show on Earth," possibly even affecting the routing and duration of the national tour. The key problem occupying the attention of the Big Show's top management is how to retain the flavor and traditions of a great institution while streamlining and adapting it to today's changing showmanship.

Vast Undertaking

Last night's telecast, the second of three contracted for by the sponsor, General Foods, had special future significance in proving the practicability of originating nation-wide telecasts from the circus' home plant. It was the first network remote show from here and probably the most complex remote operation ever to originate from a single site. The ability of the combined staffs of circus, network, sponsor and advertising agency (Benton & Bowles) to get this show airborne offers vast encouragement for further originations from here.

The first modest move in the direction of its future massive home-base operation was made by the circus last Sunday (11), when its refurbished winter quarters were opened to the public as usual. However, instead of closing down again, as always has been done when the Big One hits the road in the spring, the plant henceforth will remain open around the calendar. Many of the

(Continued on page 37)

Circus, Video Merge Happily

By TCM PARKINSON

CHICAGO, Dec. 17.—Television and the circus got together on good terms Friday (16) when CBS produced an hour-long show from Ringling Bros. and Barnum & Bailey Circus quarters at Sarasota, Fla. The combination was a long time coming and worth the wait.

In the past the circus shied away from any televising or TV wasn't able to handle its part adequately. This show displayed the simple fact that television now has found the formula for transmitting the circus' TV screens. The television entertainment and an equally good sampling of what Ringling sells.

(Continued on page 9)

NEWS OF THE WEEK

Daytime Spectaculars Coming; NBC-TV Ready One for February . . .

The daytime spectacular, innovation in video network programming, is about to get underway shortly. NBC-TV may program "The Barretts of Wimpole Street" as a daytime extravaganza sometime in February if all goes well. . . . page 2

Woolworth Chain to Test Sheet Music Sales in 37 Stores . . .

The return of F. W. Woolworth as a retailer of sheet music after a 25-year hiatus may result from a sales experiment to be launched early next month. Thirty-seven stores in the chain will test sheet music racks for a period of three months, with the results determining future policy. . . . page 13

Britishers Study U. S. TV-Circus Results; See British Application . . .

Officials of England's Smart Circus spent the past month studying American TV-circus efforts and results. Their comment: not so good. Their hope: to be the first circus to benefit from England's commercial video. . . . page 37

Texas State Fair Net Drops Slightly From Peak '54 Take . . .

State Fair of Texas, Dallas, netted \$279,497 for a 12½-month period ending November 30, a drop-off from the peak 300G net in fiscal 1954. . . . page 37

Wurlitzer to Celebrate Centennial With New Juke . . .

The Rudolph Wurlitzer Company, juke box manufacturers, will kick off its 1956 centennial

year with a nation-wide showing of a new 104-selection phonograph. A special centennial public relations program will be launched thru radio, TV, newspapers and trade papers. . . . page 58

ASCAP to Broaden Logging System; Will Emphasize Local Performances . . .

The American Society of Composers, Authors and Publishers on January 1, 1956, will log performances on a total of 375 to 400 stations. The broader coverage will more accurately reflect performances on the local station level. . . . page 12

Juke Boxes for Holiday Parties Hard to Find . . .

The old holiday tradition of renting juke boxes for Christmas and New Year's parties seems to be on its last legs this year. The reason—operating and equipment costs are now too high for the operator to come out ahead on short-term rentals. As a result holiday revelers may have a tough time finding an operator willing to part with a juke. . . . page 58

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'Matinee' Move May Bring Dawn of Daytime's Specs

NBC Mulls 2-Hr. Dramas as Shot In Arm to That Programming Area

NEW YORK, Dec. 17.—The era of the daytime spectaculars may be dawning. Albert McCleery, executive producer of "Matinee Theater," is here conferring with NBC-TV program execs about presenting a once-monthly dramatic spectacular in the afternoon on the network.

The network has just about given McCleery the go ahead signal on the project which would be done by expanding the "Matinee" 3-4 p.m. time period to 2-4 p.m. for a two-hour drama. Under consideration for presentation in February or March is Rudolph Besier's "Barrett's of Wimpole Street." It would feature a top female name from Broadway or Hollywood, tho it would probably originate in Hollywood in color.

NBC will concentrate on getting the top names in the business for these shows. Such actresses as Helen Hayes and Katharine Cornell are considered as being of sufficient stature to star in these spectaculars. And dramatic vehicles by Broadway playwrights, but which have succeeded primarily because of their appeal to matinee audiences on Broadway will have top priority on the show.

Cost Problem

Aside from the cost of name talent and properties, the network will be able to lick the cost problem. McCleery will produce and, because of his experience with "Matinee," is expected to keep a tight rein on the budget. If no single client can be found for the fairly expensive package, by daytime standards, it may have to be sold in participations which shouldn't be too difficult, considering the merchandising value of the star and property.

Meanwhile, "Matinee" continues to improve its daytime position. A daytime 15-city Trendex this week gave the show a rating of 4.8, the best rating in the time period for

the past three years. It was estimated at a 10 Nielsen. And three important clients—Liggett & Myers, Block Drug and Bab-O this week renewed, an indication of their satisfaction with the property. Dow Chemical also bought 26 participations.

Opening Time

Should the spectacular go 2-4 p.m., it would mark an important step for the network in opening up early afternoon station time—2-3 p.m., which the web heretofore

has been unable to do. It would at least give the network a foot in the door and make it easier to sell the stations on giving the network the time on a regular basis.

Daytime spectaculars, the trade feels, could be very helpful to creating more excitement about that area of TV programming which has been vitally in need of a shot in the arm. And with the ABC-TV "Afternoon Feature Festival" and NBC's spectacular, daytime is about to get it in 1956.

SHOWCASE PRODS. SIGNS JOHN HUSTON

'Falcon' Considered; Firm Also in Talks With Other Top Hollywood Producers

NEW YORK, Dec. 17.—TV this week reached out and grabbed one of the top craftsmen in the movie production field when John Huston was signed by Showcase Productions. He will produce one of the spectaculars in the "Producers' Showcase" series Monday nights on NBC-TV in 1956.

The program will be offered live and will be a dramatic vehicle. Under the consideration early in the week was Dashiell Hammett's "The Maltese Falcon," which Huston produced as a film for Warner Brothers many years ago. That property, however, has been discarded and a search for another one is being instituted. Huston would like to star either Katharine Hepburn or Ingrid Bergman in whatever drama he produces.

Showcase Productions is also negotiating with other top film pro-

ducers on similar deals, tho none is concluded. Huston is the second of two top independent movie producers to move into TV, Joseph Mankiewicz being the first. Mankiewicz inked a deal with NBC whereby he will develop certain selected vehicles for the network, either film or live.

NBC this week also signed a five-year deal with Martin and Lewis. The comedians have a loose contract which allows them to be used on a variety of NBC shows on any night the network wishes.

EMP Adds 8.7 Sponsor Hours

NEW YORK, Dec. 17.—CBS-TV's Extended Market Plan, designed to encourage advertisers to add small stations to their network line-ups, was instrumental in bringing to each of the 26 EMP stations an average of 8.7 commercial hours of programming per week during the first year of EMP's operation. Most of this business would never have been obtained by the stations without the aid of the EMP project.

Forty-six CBS advertisers made use of EMP, which was put into effect just a year ago. The plan provides that advertisers can add any or all 26 EMP stations to their line-up at a rate lower than the one prevailing on the station rate card. The rate card of these stations call for a minimum price generally prohibitive to sponsors concerned with cost-per-thousand. As a consequence, these stations were usually by-passed by sponsors in the pre-EMP days.

NEAT TWIST

Y&R Works 'Miracle' on Bally Idea

NEW YORK, Dec. 17.—Young & Rubicam this week got the payoff on a unique exploitation it devised for General Electric's presentation of "Miracle on 34th Street" on its "20th Century-Fox hour" over CBS-TV. The agency persuaded both Gimbels and Macy's department stores to put up huge 50-foot signs hailing the show, plus banners directing shoppers to each other's stores. Also tied in were double truck newspaper ads by the stores which listed the program. The show, of (Continued on page 4)

NBC Revamps Sat. Mornings

NEW YORK, Dec. 17.—NBC-TV this week revamped its line-up of Saturday morning shows. "Children's Corner," which had a trial run several months ago, goes into the 10-10:30 a.m. time period, replacing Pinky Lee, who moves to a half hour later. "Fury" remains in its 11 a.m. spot for General Foods, but Paul Winchell and Jerry Mahoney, sponsored by Tootsie Rolls, (also Pinky Lee's bankroller) go into the 11:30-12 p.m. slot.

Moving into 12-12:30 will be "Choose Up Sides," a children's audience-participation show which may be emceed by Gene Rayburn. "Mr. Wizard," the 11:30-12 Don Herbert stanza, will be switched to Sunday mornings.

'Person' to Wear Toni; Elgin Rests

NEW YORK, Dec. 17.—The Elgin Watch Company, for whom the time right after Christmas has always been the poorest sales period of the year, is turning over its "Person to Person" sponsorship to Toni for the three alternate weeks following the New Year.

Or, February 1-3, Elgin will return to the show as regular co-sponsor.

TV Film Business to Deluge Nat'l Clients With Net Shows

By JACK SINGER

NEW YORK, Dec. 17.—The TV film industry over the past year has been casting more covetous eyes than ever before at the advantages and profits to be reaped from network sale of programs. It is now preparing to unveil early next year the largest number and widest variety of TV film properties that network advertisers have had thrown at them to date.

In effect, the TV film industry is preparing to take over more solidly than ever before the role of packager of network programs, a role that has gradually slipped

away from the live packaging houses.

Practically every important firm in the TV film business, including producers as well as distributors, is readying a record-breaking number of new properties aimed at national sponsors. The situation shaping up will undoubtedly be looked upon with glee by the national bankrollers, who will be able to pick and choose from a vast array of new shows.

For the individual TV film distributors, however, and to some extent the networks, the period coming up will undoubtedly prove

to be one of the most intensely competitive and hectic that they have yet faced. The new pilots being prepared, unlike those shot in the early days of TV film by "shoestring producers" who had little knowledge or experience in the field, will be coming out of the shops of established producers and distributors who have solid records of achievements behind them.

Necessary Move

The forthcoming situation is the result of decisions recently made by many well-established TV film (Continued on page 6)

Web Winners

PERRY COMO SHOW—NBC-TV

Como has wasted little time scaling the Nielsen heights since he took on the NBC banner this season. His latest rating is 39.9, which gives him the No. 7 spot in the Nielsen report for the first half of November. The fact that it was gained in the face of heavy competition from Jackie Gleason on CBS-TV has served to rub salt in CBS' wounds. The reason that NBC got him is that CBS let him go when they switched to kiddie fare in the 7:30-8 p.m. spot.

THE LUCY SHOW—CBS-TV

One of the few examples of reruns being slotted as a regular weekly show, this stanza shows remarkable pulling power in the Saturday 6:30 p.m. time slot. It delivered a neat 23.6 rating, according to the November American Research Bureau report, which was strong enough to land it among the top 10 network situation comedy stanzas. It's interesting to note that, tho "The Lucy Show" is now in its second season as a regular weekly stanza, the added exposure that the Lucille Ball and Desi Arnaz episodes have been getting hasn't hurt the first-run series in the least.

LIFE OF RILEY—NBC-TV

One of the best examples of a show that has remained steadily popular over the years is "Life of Riley," now in its fourth year on the air. The stanza continues to do very well, this month tying for sixth place among network situation comedies with a November ARB rating of 27.6. The stanza that it found itself tied with is the Phil Silvers show, which has now become one of the biggest hits of the season.

NO TAKERS YET

Dems Hunt Agency; Truman Blast Due

NEW YORK, Dec. 17.—Reports are circulating in advertising circles that former President Harry Truman is about to let fly with a blast at the big advertising agencies here in several weeks. Truman's ire has been aroused over the inability of the Democratic Party to find an agency to handle its use of the broadcast media, with billings that could run into the high millions, for its presidential campaign in 1956.

The Democratic Party usually uses the Joseph Katz agency, of Baltimore, as its advertising arm, but party toppers have recommended that an agency which makes more intensified use of network TV be assigned to the task of master-minding its presidential campaign.

Consequently, the Democrats have been scouring Madison Avenue trying to find an agency to do the job. Sources in the party report that they have met with nothing but excuses when they offer the account to selected agencies.

Republican Agencies

Batten, Barton, Durstine & Osborn has handled the Republican Party campaign both on a gubernatorial and national level in the past and is likely to handle it in the future. And it is also known that Sigurd Larmon, head of Young & Rubicam, is also a personal supporter of President Dwight Eisenhower and lent his influence to the campaign in 1952.

The Democrats feel that they are being turned down because

many agencies feel servicing its account would result in repercussions from some of their big clients. Consequently, former President Truman's blast will very likely try, it's thought, to link Madison Avenue hucksters with the Republican Party and big business in an attempt to capitalize on a situation which he feels is hurting the chances of his party's winning the presidential election in 1956.

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Vol. 67 No. 52

• New TV Spot Campaigns

Future National Spot Drives—
Contracts Being Signed Now

Deals Set During Two Weeks Ending December 10

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

NATIONAL SUMMARY

(Campaigns placed in more than one region)

Product and Advertiser
 Bab-O, B. T. Babbitt, Inc.
 Brookpark Dinnerware, International
 Molded Plastics
 Bufferin for Headache & Stomach,
 Bristol-Meyers
 Canada Dry Beverages, Canada Dry
 Ginger Ale
 Coty Perfume, Face Powder, Lipstick,
 Coty
 Ford Cars, Ford Motors
 Hazel Bishop Lipstick, Hazel Bishop,
 Inc.
 Hep Aerosol Insect Killer, Bostwick
 Laboratories
 Kleenex Tissue, International
 Cellucotton Products

Product and Advertiser
 Ladies Home Journal, Curtis Publishing
 L&M Cigarettes, Liggett & Myers
 Lava Soap, Procter & Gamble
 Mennen Antiseptic Oil & Talcum
 Powder, Hair Oil, Mennen Co.
 Nabisco, National Biscuit Co.
 Oh Henry Candy, Williamson Candy
 Pens, Paper Mate
 Raleigh Cigarettes, Brown & Williamson
 Saginaw Motors, General Motors
 Snow Crop Frozen Foods, Minute Maid
 Corp.
 Super Anahist Tablets, Anahist Co.
 Super Lanolin Make-Up, Charles Antell
 Viceroy Cigarettes, Brown & Williamson

REGIONAL SUMMARIES

Eastern

Bab-O, B. T. Babbitt, Inc.
 Beechnut Gum, Beechnut Packing
 Bionoid, Henry K. Wampole Co.
 Brookpark Dinnerware, International
 Molded Plastics, Inc.
 Bufferin for Headache & Stomach,
 Bristol-Meyers
 Canada Dry Beverages, Canada Dry
 Ginger Ale
 Chef-Boy-Ar-Dee Quality Foods,
 American Home Foods
 Chesterfield Cigarettes, Liggett & Myers
 Coty Perfume, Face Powder, Lipstick,
 Coty, Inc.
 Dash Soap & Flakes, Procter & Gamble
 Ehler's Coffee, Albert Ehler's, Inc.
 Fanny Farmer Candies, Fanny Farmer
 Candy Shops
 Ford Cars, Ford Motor
 Haley's M.O., Charles H. Philips
 Hazel Bishop Lipstick, Hazel Bishop,
 Inc.
 Hep Aerosol Insect Killer, Bostwick
 Laboratories
 Intimate, Revlon
 Kit Cake, Pillsbury Mills
 Kraft Orange Juice, Kraft Foods
 L&M Cigarettes, Liggett & Myers
 Ladies Home Journal, Curtis Publishing
 Lava Soap, Procter & Gamble

LeHigh Acres, Ratner Promotions
 Lestoil Detergent, Adell Chemical Co.
 Marlboro Cigarettes, Philip Morris
 Mennen Antiseptic Oil & Talcum
 Powder, Hair Oil, Mennen Co.
 Morrell Pride Meats, John Morrell
 & Co.
 Nestle's Milk Chocolate, Chocolate
 Coatings & Syrup, Nestle Co.
 Pond's Toilet Preparations, Pond's
 Extract Div.
 Raleigh Cigarettes, Brown & Williamson
 Reddi-Wip Cream, Reddi-Wip, Inc.
 Rival Dog Food, Rival Packing Co.
 Salada Tea & Tea Bags, Salada Tea
 Co., Inc.
 Smith Bros. Cough Drops & Cough
 Syrup, Smith Brothers
 Snow Crop Frozen Foods, Minute Maid
 Corp.
 Special "K," Kellogg Co.
 Sunsweet Prune Juice, Duffy-Mott Co.
 Super Anahist Tablets, Anahist Co.
 Super Lanolin Make-Up, Charles Antell
 Toys, American Toy
 Toys, Highlanders Sales
 Various Toiletary Products, Shulton, Inc.
 Viceroy Cigarettes, Brown & Williamson
 Whitman's Chocolates, Whitman & Son
 Wish Bone Salad Dressing, Wish Bone
 Salad Dressing Co.

Southern

Bobbi Pin Curl Home Wave, Toni Co.
 Canada Dry Beverages, Canada Dry
 Ginger Ale
 Fertilizer, Smith-Douglas Co.
 Kleenex Tissue, International
 Cellucotton Products
 LeHigh Acres, Grant Co.

Nunnally's Candy, Fine Products
 Pamper Shampoo, Toni Co.
 Power Pak, Charles Antell
 Raleigh Cigarettes, Brown & Williamson
 Snow Crop Frozen Foods, Minute Maid
 Corp.
 Super Lanolin Make-Up, Charles Antell

Midwestern

All Products, Dupont Co.
 Bab-O, B. T. Babbitt, Inc.
 Brookpark Dinnerware, International
 Molded Plastic
 Coty Perfumes, Face Powder, Lipstick,
 Coty
 Dromedary Cake Mix, Hill Brothers
 Fluffo Shortening, Procter & Gamble
 Ford Cars, Ford Motor
 Frozen Foods, Stokely Van Camp Co.
 Glue, Instant Grip Cement Co.
 Hazel Bishop Lipstick, Hazel Bishop,
 Inc.
 Hep Aerosol Insect Killer, Bostwick
 Laboratories
 Kleenex Tissue, International
 Cellucotton Products

L&M Cigarettes, Liggett & Myers
 Lava Soap, Procter & Gamble
 Mennen Antiseptic Oil & Talcum
 Powder, Hair Oil, Mennen Co.
 Nabisco, National Biscuit
 Oh Henry Candy, Williamson Candy Co.
 Pabst Blue Ribbon Beer, Pabst Brewing
 Pfeiffer, Maxon, Inc.
 Reader's Digest, Reader's Digest Assn.
 Saginaw Motors, General Motors
 Snow Crop Frozen Foods, Minute Maid
 Corp.
 Spoonmat, Maricopa Trading Co.
 Studebaker Auto, Studebaker Division
 Super Anahist Tablets, Anahist Co.
 Toys, Park Plastic Co.
 Various, Pillsbury Mills
 Viceroy Cigarettes, Brown & Williamson

Southwestern

Conoco, Continental Oil
 Cookies, Weston Biscuit Co.
 Hostess Cakes, Continental Baking
 Instant Maxwell House Coffee, General
 Foods

Ladies Home Journal, Curtis Publishing
 Nabisco, National Biscuit
 Pens, Paper Mate, Inc.
 Saginaw Motors, General Motors
 Super Lanolin Make-Up, Charles Antell

Rocky Mountain & West Coast

Brookpark Dinnerware, International
 Molded Plastic, Inc.
 Bufferin for Headache & Stomach,
 Bristol-Meyers
 Chrysler Cars, Chrysler Division
 Glamorene Carpet Cleaner, Glamorene,
 Inc.
 Lava Soap, Procter & Gamble

Magic Ovenliner, Radiant Mfg. Co.
 Oh Henry Candy, Williamson Candy Co.
 Pens, Paper Mate, Inc.
 Rainier Beer, Rainier Brewing
 Raleigh Cigarettes, Brown & Williamson
 Richfield Oil, Richfield Oil Co.
 Starnail, Charles Finkelstein
 Super Lanolin Make-Up, Charles Antell

FCC Nut: Does TV Belong to Nets or Small Communities?

UHF, VHF Data From All Sides Boils Down to One Major Issue

By MILDRED HALL

WASHINGTON, Dec. 17.—Will American television programming and sales remain locked in the embrace of networks and national advertisers—or will it spread out over the country and become locally available to small communities and small advertisers? This is the real issue at stake in the filings stacking up at the Federal Communications Commission from networks, independents, engineers, lawyers, UHF'ers, educators, laborites and pay-TV'ers, in reply to FCC's request for over-all allocation comment.

The December 15 deadline set by the FCC (November 10) brought a dramatic increase in the number and intensity of comment favoring the full 82 channels on a basis for the competitive TV system the Commission is pledged to try for. Significantly, the General Electric Company recommends that the FCC examine the "ultimate" possibility of one day having

to choose between all-UHF and all-VHF for U. S. television.

UHF Future

Even in the repeat filings by the nets, CBS and ABC, already on record with allocation plans (The Billboard, October 22), there was new emphasis on UHF as a "future" possibility. CBS retained its original blueprint to promote three VHF outlets in major cities, but this time refrained from specifically ruling UHF out of "future" service. Still, CBS directs FCC's feet to the sunny VHF side of the street by pointing out all of VHF's superiority to the younger and weaker UHF service.

ABC also plugs its original plan for three VHF outlets in major markets, but wants UHF preserved for the future to avoid a "virtual monopoly."

It is national broadcasting that makes the strongest pitch for the "precious" UHF allocations space. However, UHF would be angled to the big shots, in NBC's plan, which calls for "multiple owners" and "other qualified persons" with resources and know-how, to establish UHF on a sound basis. Both nets warn the FCC strongly against the dangers of overdoing the VHF drop-ins and degrading the service.

Hometown TV

Opposing the net plans for promoting big-time, big-city TV are the UHF'ers, the educational TV groups and the independents who want grass-roots television, like the newly formed Hometown Television Committee, composed of New England VHF and UHF station owners. Spokesmen for this side include former FCC Commissioner Frieda B. Hemmick, and President George Meany, of AFL-CIO, who voices labor's demands for "full use of the 82 channels" and "no cutback" in educational TV.

On the sidelines, toll TV sponsors, including Zenith and Skiatron, advise the FCC to forget the allocation headache, since the

"real trouble" is economic. UHF or VHF, small stations need the support of subscription TV, they claim, since American television cannot live by advertising revenue alone.

No Sides for GE

General Electric carefully avoids taking sides, but points out that an all-UHF conversion, spread over five to seven years, would assure a broad-based system, would be comparatively painless and would coincide with "volume sale of color receivers and the peak of normal receiver replacement." G. E. suggests that the FCC give the Radio Electronic & Television Manufacturers' Association's allocation study committee under Dr. W. R. G. Baker an additional 60 to 90 days to complete its work before coming to a final decision.

With a push from the current court disputes over newly assigned VHF drop-ins, and a strong industrial engineering backing, the allocation pendulum could make a spectacular swing, and an all-UHF television system could become a reality in the years to come.

Working Fems Cut Daytime TV Audience

WASHINGTON, Dec. 17.—Television programmers will have to tailor the distaff side of their output to the 12,000,000 wives that census reports "working outside the home." This is about 30 per cent of all the married women who once remained at home to enjoy soap opera and those leisurely cooking and style programs. The "growing tendency for married women to work has even extended to those with young children," Commerce Department reports. The percentage is "twice the proportion in the job market before World War II."

TV advertisers who want to reach these 12,000,000 working wives—and the increasing numbers in prospect—will have to catch them at night. News programs may eventually have to be tailored to the tired business wife, who will want more news slanted to her interests, and less of the tongue-in-cheek ladies' wear items occasionally tossed her way by regular newscasters.

"Between the third quarters of 1954 and 1955," census says, "the nation's work force increased by the unusual margin of 1,500,000, with most of the gain accounted for by women." The working women, single and married, totaled over 21,000,000 in the third quarter of 1955.

Coast Execs in Job Switch

HOLLYWOOD, Dec. 17.—Moving day came around for four top execs on the West Coast this week.

Sam Marx, producer of "The Whiting Girls" and "December Bride" for Desilu, is switching his affiliation to TCF-TV, where he will take over production chores on some of the "20th Century-Fox Hour" anthologies.

Bill Brennan, former CBS-TV producer, moves to Young & Rubicam, where he'll be on special assignment on the production staff.

In a musical chairs switch at the Ted Bates Agency, Austin Peterson, who was replaced as Coast production head by Mann Holiner last April, now, in turn, supplants Holiner.

Pepsi for K&E; Welch to Quit

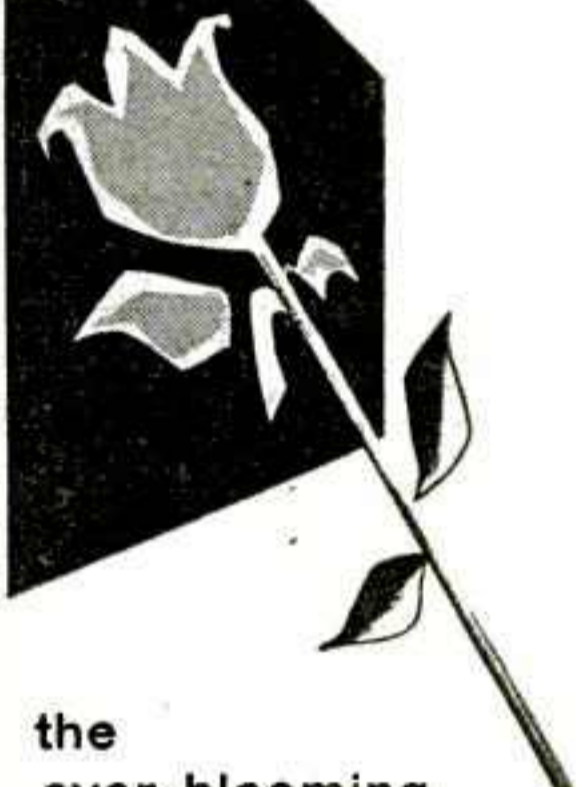
NEW YORK, Dec. 17.—The Welch Grape Juice account, estimated at between \$1,500,000 and \$2,000,000 yearly, is now looking around for a new agency as a result of the decision of Kenyon & Eckhardt to take the Pepsi-Cola account. K&E was a major factor in the recent upsurge in Welch business, one of the reasons that Pepsi selected the agency.

But Pepsi's yearly billings are estimated at between \$7,500,000 and \$10,000,000 and will mark another important step in the growth of K&E, an agency which has made impressive strides in recent years. Another important factor in acquiring the Pepsi billings was the long-time friendship between Tom Lewis, the K&E headman, and Al Steele, the Pepsi topper.

LAWRENCE WELK SEG RATES 27.5

NEW YORK, Dec. 17.—ABC's Lawrence Welk stanza, which has already proven itself to be one of the biggest programming "sleepers" of the season (The Billboard, November 19), continued its spectacular rating rise in November by pulling its highest rating to date, a 27.5, according to the Nielsen report for the second period in November. The show's rating for the previous Nielsen period was a 21.7.

a sales beauty



the ever-blooming Channel 8 Multi-City Market

WGAL-TV

LANCASTER, PENNA.
NBC and CBS

Ever-growing sales are yours in the Channel 8 Multi-City Market. It's a vast, diversified region—a buying market. Sell the 3½ million people who live here, who own 912,950 TV sets and spend \$5½ billion annually.

STEINMAN STATION
Clair McCollough, Pres.

Channel 8 Multi-City Market

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

116,000 werts

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



The Billboard

18th Annual Promotion Competition

IS NOW OPEN FOR ENTRIES FROM TV STATIONS AND TV FILM DISTRIBUTORS

To reserve a place for your entry please fill in and mail coupon below immediately.

COMPLETE RULES:

I. PURPOSE:

To give recognition to the best audience promotion—designed to stimulate viewing of TV shows by the public during the calendar year of 1955.

II. CATEGORIES OF ENTRANTS:

- A. TV Stations will compete against other stations in these categories:
1. One-station markets
 2. Two- or three-station markets
 3. Markets of four or more stations
- B. TV Film Distributors of Series and/or Feature Films
- C. TV Networks (rules and categories to be announced).

III. AWARDS:

Entries in each category are eligible to compete in any or all of the following awards:

- A. TV Stations: A separate entry is required for each award division entered:
1. Audience promotion of any single network program aired
 2. Audience promotion of any single syndicated film program or feature film program aired
 3. Audience promotion of any other local program aired
- B. TV FILM DISTRIBUTORS may enter one or both of the following award divisions. A separate entry is required for each division entered:
1. Audience promotion of a single series or feature film package
 2. Audience promotion on behalf of an entire catalog

IV. FORM OF ENTRIES:

A separate entry must be sent for each award division entered. Entries will take the form of presentations explaining and illustrating promotion work done, and may include samples of promotions. However, only quality of the promotion will count; size and elaborateness of presentation do not enter into judging. Presentation should be limited to minimum size and weight possible, and should not exceed five pounds in weight. Intention to enter must be declared by sending in coupon below or forwarding the information in the coupon in type-written form. Entries will be returned if so requested.

V. JUDGES:

A panel of judges, made up of leading advertisers and advertising agency executives, whose names will be announced shortly, will select the winners. The decision of the judges is final.

VI. DEADLINE FOR ENTRIES:

All entries must be received by The Billboard's Promotion Competition on or before February 3, 1956.

VII. HOW TO ENTER:

Fill out entry reservation coupon below and mail NOW.

When entry is ready, send to:

TV Promotion Competition
The Billboard
1564 Broadway
New York 36, N. Y.

If you enter more than one award division, a separate entry is needed for each division. These entries may be sent separately.

VIII. ANNOUNCEMENT OF WINNERS:

The judges will meet to make their selection on February 20, 1956. Winners will be announced in The Billboard issue of March 19, 1956.

News in Brief

BISHOP BUYS MOORE SEG

TO PUSH MAKE-UP . . .

Hazel Bishop's first TV buy to promote its new Liquid Make-Up is a quarter-hour weekly of the CBS-TV hourly daytimer, the Garry Moore show, putting the show close to a sell out. The sponsor has budgeted over \$2,000,000 to promote the new product.

CBS TO SUSTAIN WCBS'

'CAMERA 3' SHOW . . .

"Camera Three," the much awarded educational show that has been playing WCBS-TV, New York, the past three years, will be put on the network on a sustaining basis beginning January 22. It will be slotted Sunday, 11:30 a.m. to noon.

Y&R GIVES STUDENTS 100G

FOR SCHOLARSHIPS . . .

Young & Rubicam this week made \$100,000 available for scholarships to deserving students. The award will be administered by the Educational Testing Service of Princeton, N. J. Scholarships will vary from \$200 to \$2,000 per year each and will be for four years. Relatives of agency personnel making more than \$15,000 per year will not be eligible unless there are special circumstances.

HAMMERSCHMIDT NAMED

NBC CHIEF ENGINEER . . .

Andrew L. Hammerschmidt has been appointed chief engineer for NBC. He replaces Robert Shelby who died last week.

NORELCO SETS 600G FOR

NBC TELEMENTARIES . . .

Norelco this week committed itself for \$600,000 in NBC telementaries. The advertiser bought "World War I," "The Rise and Fall of a Dictator" and "The Rebirth of Freedom." The network has already sold four of its nine telementaries since Armstrong had already purchased "Nightmare in Red."

TIDEWATER TO RECEDE

FROM DALY NEWS . . .

Tidewater Oil, which sponsors ABC-TV's "John Daly and the News" two days per week, is bowing out of the show in a few weeks. The bankroller has had the stanza for only a limited number of stations. Miles Laboratories sponsors the show on the other three days.

WINE CORP. WOULD SPLIT

ITS 'DOLLAR' BILLS . . .

The Wine Corporation of America is looking for another bankroller who will take over half the sponsorship of "Dollar a Second," the Jan Murray quiz show that it bankrolls on ABC-TV Friday nights.

103 STATIONS TO CARRY

'CHRISTMAS CAROL' . . .

"A Christmas Carol," the feature film starring Alastair Sim, will be played by 103 stations during the current Yuletide. Last Christmas it was carried by 40 stations. The picture is distributed by Associated Artists Productions.

RESTLESS PEOPLE

Walter Damm, WTMJ-AM-TV, Milwaukee, was unanimously re-elected chairman of the executive committee of the Television Affiliates of the NBC net, at a meeting of the affiliates at the Drake Hotel in Chicago, December 9. . . . Art Duram, head of TV-radio department of Fuller, Smith & Ross, has been named a director of the agency. . . . William R. Simpson and J. B. Pollock, of the San Francisco office of Batten, Barton, Durstine & Osborn, have been appointed vicepres. . . . William L. Young, who has been with William Esty for the past nine years, has been made a member of the Copy and Planning Board, and Grant M. Thompson, who has been with the company since 1951, has become a vice-president.

Additional newly appointed vicepres are Lee Bland, David W. Dole and Gordon Minter, of the Leo Burnett Company; John W. Crawford, of Kenyon & Eckhardt, and Harry W. Chesley Jr., currently vicepres to the executive vicepres and director of D'Arcy Advertising. . . . Mann Holiner, vice-president and head of the Hollywood office of Ted Bates, has resigned his post effective January 1. . . . Jerome Harrison has moved from ABC to the executive staff

Tootsie Rolls Adds 1.5 Mil.

NEW YORK, Dec. 17. — The Sweets Corporation of America, makers of Tootsie Rolls, this week increased its purchase of time on the NBC-TV network by placing an order for \$1,500,000 in 1956.

Tootsie Rolls renewed Paul Winchell and Jerry Mahoney for another 13 weeks, and its two half hours of the Pinky Lee afternoon strip. It also bought Pinky Lee for a half hour every Saturday morning. The company is unable to fill orders at this time for its product.

Neat Twist

• Continued from page 2

course, is about the rivalry between the two stores.

The exploitation paid off in a tremendous amount of publicity. All the papers here did feature stories about the holiday truce between the stores, and one even did an editorial. Newsweek magazine also did a story. And the gimmick also was publicized on two local TV stations, WPIX and WCBS-TV. Jack Strauss, head of Macy's, and Bernard Gimbel, head of the store bearing his name, were also on "What's My Line?" for additional video exploitation of "Miracle."

of the radio-TV department of McCann-Erickson.

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

980

Name _____

Occupation or Title _____

Company _____

Address _____

City _____ Zone _____ State _____

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

RESERVATION COUPON FOR ENTRANTS IN THE BILLBOARD'S 18th ANNUAL PROMOTION COMPETITION

(Please fill in and mail NOW if you plan to submit entries.)

We plan to enter The Billboard's 18th Annual Promotion Competition in the following category and with entries in the following divisions:

FOR TV STATIONS

A. CATEGORY

(check one only)

- One-station market
- 2 or 3-station market
- Market of 4 or more stations

B. DIVISION (Check as many as you plan to enter with separate presentations)

- Promotion of a single network program
- Promotion of a single syndicated film or feature film program
- Promotion of other local program

FOR TV FILM DISTRIBUTORS

A. DIVISION

- Promotion of single series or feature film package
- Promotion of entire catalog

FOR ALL ENTRANTS:

Company name _____

Address _____

City and State _____

Individual entering and title _____

Name of General Manager _____

Name of Promotion Manager _____

Entry will be sent on or about (date) _____

Check here if entry is to be returned to entrant _____

Morris Adds Three Pilots To Roster

HOLLYWOOD, Dec. 17.—In line with the step-up in production of TV film series for national sponsorship (see other story), the Wm. Morris Agency this week added three new properties to the roster of pilots it is packaging. The agency now has a total of eight entries which it is ready for next year's selling season (Billboard, December 3).

The new programs are "The Adventures of a Model," a situation comedy in which Joanne Dru may play the lead; an anthology series on the type of "Four Star Playhouse," with four revolving stars, of whom Claudette Colbert may be one, and "Deep Sea Divers," an adventure show, which Les Goodwin will produce.

Pilot-production, in general, is the most active in Hollywood in several years, with a number of companies already engaged in full-scale filming.

"Sands of the South Seas," starring Jon Hall and Robert Haynes, began shooting at the TCF-TV lot Thursday (15). Hall and George Bilson are co-producers of the sea-adventure program.

Hal Roach Jr. is readying a new package for Gale Storm, scheduled to go before cameras in spring. Series titled "Susana," will have Miss Storm in the part of a hostess on a luxury liner.

Parker-Rogers Productions will start filming of "The Tracers," series based on the files of that organization, in New Orleans early next year. Writer Robert C. Dennis has been signed to do 26 scripts.

Brew House Buys 'Crunch'

HOLLYWOOD, Dec. 17.—NBC film division this week sold "Crunch and Des" to Lucky Lager Brewing Company as a replacement for "Gildersleeve" in eight Western States plus the territories of Hawaii and Alaska.

The deal is for 52 weeks on a 39 plus 13 basis. The brewery will bow out of "Gildersleeve" on the completion of 26 weeks of the show.

Reportedly Lucky feels that "Crunch and Des," a sports and adventure series, will draw more of the type of audience it wants than "Gildersleeve," which has basically a kid and family appeal.

NBC has not yet made a decision as to what it will do with "Gildersleeve" here, of which there are 39 half-hours in the can.

Ohio Oil Co. Buys 'X' For Regional Deal

NEW YORK, Dec. 17.—Sticking to the mystery-adventure formula that has been getting it the sought-for male audience, the Ohio Oil Company (Marathon Gas) this week bought Ziv-TV's "The Man Called X" for its 13-market Mid-western spread.

This is the first regional deal on the new Barry Sullivan show. In the first two weeks since Ziv released the show there are a remarkable number of deals in which major stations bought it for ready and waiting sponsors: WCAU-TV, Philadelphia, for the Gold Seal Company (Glass Wax); WKY-TV, Oklahoma City, for Safeway Stores; KHJ-TV, Los Angeles, for the Edison Electric Company; KING-TV, Seattle, for the General Electric Supply Corporation; WABT, Birmingham, for Royal Cup Coffee and Tea; WFAA-TV, Dallas, for Mohr Chevrolet.

FAIRBANKS 2D IN OCT. PULSE

NEW YORK, Dec. 17.—"Douglas Fairbanks Presents" was inadvertently omitted from the "Pulse Top 25 Non-Net Shows" chart in last week's issue. With an average weighted rating of 14.3 in October, the Fairbanks series should have been ranked second. "The Little Rascals" was also erroneously omitted. This series had an average of 9.9, making it 15th in the list. The previous week, the chart for Waco, Tex., had the title "Showtime" in sixth place among syndicated shows with 24.8 Telepulse. This was actually the Frankie Laine show.

CBS in Drive To Sell 'Flicka' By Pay Date

NEW YORK, Dec. 17.—CBS-TV is launching an all-out sales drive to sell its "My Friend, Flicka" stanza before February 1, the date on which it is reportedly obligated to start paying 20th Century-Fox for the show. The stanza, in all likelihood, will be put on the air that week in the Friday, 7:30-8 p.m. spot, unless sold for a different time slot. "Champion," the program which currently airs in the period, will be turned over to

(Continued on page 10)

Specs' Budgets May Be New TV Answer to Snare Feature Films

NTA Shoots for National Monthly Show For Selznick Pix Buy, Syndication Later

NEW YORK, Dec. 17.—It is now network spectaculars' budgets which may be able to lure more top feature films into TV. National Telefilm Associates, which this week acquired the TV rights to 11 David O. Selznick pictures, has this uppermost in its mind. The chance of NTA selling these pictures in syndication are extremely remote at this moment. What NTA is shooting for is a national advertiser with the bankroll to sponsor a monthly spectacular for a full year. The talent budget for the series will be well over \$100,000 each, according to Oliver Unger, executive vice-president of NTA.

The first show in the series would be a newly produced stanza called "The David O. Selznick Story," in which the producer would recount his life in the picture business with the aid of film clips and guest stars. Selznick personally would serve as host for the entire series.

The next 11 installments would be 10 of the pictures involved in the deal. "Since You Went Away," a picture that runs two hours and 51 minutes, would be played in two installments. This picture, which received four stars from the Daily News, stars Claudette Colbert, Jennifer Jones, Shirley Temple, Joseph Cotten, Lionel Barrymore, Monty Woolley, Guy Madison and Agnes Moorehead.

Remake Syndication

This arrangement would mean that the remake of "A Bill of Divorcement" would probably go into syndication under a new title. The remake stars Adolph Menjou and Maureen O'Hara. The original, made in 1932, with John Barrymore and Katharine Hepburn, would be one of the spectaculars.

The other pictures in the series are "The Farmer's Daughter," "Notorious," "Portrait of Jennie," "The Paradine Case," "I'll Be Seeing

You," "The Spiral Staircase," "Garden of Allah" and "Intermezzo."

The specifics of the NTA-Selznick deal were not revealed, though it was indicated that it was costing NTA over \$100,000 per picture for a five-year term beginning next May. If NTA were to venture syndication on the first run it would have to gross over \$140,000 per picture. No picture has ever grossed that much in TV distribution, and, though the station ante on top features is as high as ever, most trained observers doubt that that much can be milked out of the market. However, if NTA's spectacular plan works out next season, it would still have another three years left in which to syndicate reruns. At that time it would be able to sell them at a price stations can pay.

BACK IN RUNNING

WRCA Readies Film Battle for Sat. Nights

NEW YORK, Dec. 17.—WRCA-TV, the NBC flagship here, is making moves to get into the feature film sweepstakes. It is planning to install a top first-run picture late Saturday night in the slot occupied during the week by the network's "Tonight." It is apparently planning to play off reruns in a daytime strip immediately after the Saturday debut. The station is reported to have committed itself to one new picture already. It is understood to want to get three in the bank before officially launching the program.

The station is reported to be bidding as high as \$10,000 per picture. High prices have been paid in this market for feature films in the past two years, but this would be one of the highest.

Another unusual aspect of WRCA's effort is that it is offering a contract ranging from 30 to 90 days, according to various reports.

But when he increases his nighttime schedule to five spots a week—for a little more than twice the time cost—he more than doubles his coverage. Five a week will bring in 6,868,000 unduplicated homes and 13,049,000 sales calls.

Contrary to what happens in daytime, the increase in nighttime schedule improves the rate: 377 sales calls per dollar. But, of course, that's still not as good as either daytime schedule.

This local movie presentation is the third in a series that TVB calls "The Pinpoint Concept of Television." The previous two were on local news and local kiddie shows, and the next will be on weather shows.

The theme of the series is that one of the most effective ways for an advertiser to get his sales message over is to use a local personality, because he knows his territory and the territory knows him.

The Nielsen figures for the movie study were surveyed in a total of 97 markets from April 18 thru April 22. The survey revealed that 32 per cent of all TV homes tune in local feature films regularly, and they watch an average of 2.2 times a week.

TV SHORTS

NBC Shows Interest in UMM Deal

NEW YORK, Dec. 17.—Short subjects coming into TV are no exception to the rule that networks and national sponsors get first crack.

On the basis of the publicity alone, UM&M was understood to have received a flood of inquiries from stations interested in making deals on its recently acquired library of Paramount shorts, which includes cartoons, comedy, music, sports and nature subjects. This week, Charles Amory, president of UM&M, was reported to be pitching deals on this film to the networks and apparently had some interest from NBC-TV.

NBC-TV only recently bought 20 cartoons from the General Teleradio Film Division for use in "Howdy Doody." These were part of a library of about 200 shorts that GT acquired from the J. Arthur Rank Organization. The Paramount library has about 1,600 subjects.

CBS Sales in Newsfilm Deals

NEW YORK, Dec. 17.—CBS-TV Film Sales has wrapped up a few more sales on its Newsfilm package, bringing the total number of subscribers to near 80, according to Les Harris, head of the film distribution firm. Among the stations that have recently bought the package are WBNS, Columbus, O., and WREC, Memphis.

As part of the Newsfilm bundle, CBS is making available a Sports Service package, which consists of highlights from major sports events of the week. This can be aired by stations as a weekly sports show. Also available is a sports quiz feature based on sports events covered in the Newsfilm. Included with the scripts are instructions to station film directors on what Newsfilm footage should be used in conjunction with each script.

ALARM GROWS OVER VIDFILM SHORTAGE

Station Execs Plot Methods to Encourage New Syndicate Series

NEW YORK, Dec. 17.—Reports this week from several informed sources were that a number of key station executives concerned about the decrease of vidfilm product for first-run syndication were having a series of informal meetings with important film distributors. The confabs are to discuss ways and means of making it attractive for producers and distributors to concentrate on making TV film series for syndication alone so that the stations will not be faced with a situation in which rerun product dominates the market completely.

This season has seen an alarming decrease in the number of shows produced for syndication, tho several new properties are doing extremely well. The Billboard several weeks ago (December 3) printed an article in which Dick Moore, president of KTTV, Los Angeles, stated his serious concern about the lack of first-run product and said he was starting a campaign to change station thinking about the use of such properties by pointing up to them their profit potential.

Moore aims to show stations that syndicated vidfilm well handled can be an important source of profits to them, and has figures to prove it. And he has allies in a number of other stations who have done nearly as well with this form of TV programming.

Plan Block Purchases

The confabs by the stations and distributors would probably be along educational lines, and also might take the form of a block

purchase by several stations of selected properties that they feel virtually assured of selling. Consequently producers would have a large part of the production costs underwritten, almost before they go into production so that they would not be left out on a limb as many have been in the past when stations, in a buyer's market, refused to pay any but minimum prices for a number of strong properties.

The stations would try to educate other station execs to see the wisdom of paying fair prices for good properties, and not taking the short-sighted view which has forced many producers and distributors to sell their shows at dis-

tress figures. Many of the film distributors, notably Carl Stanton, head of the NBC-TV Film Division, and George Shupert, ABC Film Syndication topper, have been crying for many years that station cut-rate pricing would force producers out of the field.

Now their prophecies have come to pass, and the situation has become serious for many stations which want first-run product and have not been able to get the kind of shows they want in the season of 1955-56. The meeting of the station managers and distributors, it is hoped, will clarify the thinking of the industry and help make syndication a bigger and better business.

TV Filmmers Ready Web Show Deluge

• Continued from page 2

firms to move more boldly into the national sales arena. These moves were based on the conclusion that national sale has become essential to the profit and growth of TV film firms.

It has become increasingly difficult to make any profit by syndicating a first-run property. Syndication of reruns, which have returned all or most of their production costs from their network sale, is now considered to be much safer and more profitable.

A firm which succeeds in making a national sale accomplishes three important objectives at one fell swoop: (1) It assures the show a return of most, if not all, of its production cost; (2) It obtains for itself a valuable property that can be syndicated after its network run at prices which can be set low enough to compete with other shows in syndication, and (3) It gets a neat percentage of the national sales price as a commission without the necessity of expending large sums of money for distribution expenses.

It's small wonder, therefore, that the TV film firms and even some of the Hollywood majors (who plan also to get the benefits of promoting their theatrical features) are going all out in the national sale of TV film shows.

The line-up, as it now stands, of some of the important firms and the shows they are readying for national sale is as follows: Ziv (who is moving into the national sales field for the first time)—"Dr. Christian," "I Love a Mystery," "The Craig Rice Theater" and "Mr. and Mrs. Theater"; Television Programs of America—"Hawkeye, Last of the Mohicans," "Hotel Grand," "One False Step," "New York Confidential" and "Tugboat Annie"; Screen Gems—once a month 90-minute spectaculars, "Circus Boy," "You Can't Take It With You," "Mystery Theater,"

an hour-long dramatic anthology; "Emergency," a half-hour adventure series to be produced by Sheldon Reynolds in Europe, and several other stanzas in the planning stage, including "The Web" and "Files of New York."

Also CBS Film Sales—"Richard the Lion Hearted," "Sir Francis Drake," "The Legionnaire" and "Man From the Islands"; Warner Brothers—"Amazon Trader," "High Venture" and "Port of Call"; National Telefilm Associates—"Lilli Palmer Theater," an hour-long dramatic anthology series, and "Black Arrow," which is still in the negotiation stage.

ABC Film Syndication is working up a roster of about six new properties; none of which have as yet been disclosed. Desilu Productions and 20th Century-Fox are each planning approximately six series for national sale. Official Films is readying "Knight of the Round Table," "The Buccaneer," "The Scarlet Pimpernel" and "Mr. Pastry."

ABC-TV has already set eight packages to be produced by independent producers, which it will offer for airing on its network—"Command Performance," which is a 90-minute anthology; "Jim Bowie," "It's a Great Country," "Wire Service," which is a 60-minute show; "Fast Freight," "R.F.D., U.S.A.," "Publicity Girl" and a 60-minute dramatic anthology which Sheldon Reynolds will produce. Guild Films has about four new properties it's keeping under wraps.

Practically all of these shows, it should be noted, are slated for national sale only. If no such sale is made, the properties will be dropped. This list is still in the early stages of its growth. Plans are now being made by many of the above-named and other well-established firms for additional properties.

Films to Watch

"CONFIDENTIAL FILE"—Guild Films

The Paul Coates expose show is a sensation in a couple of the Pulse charts in The Billboard Scoreboard this issue. In Los Angeles, where the original live version has been a hit for two years, the film series hit a 13.5 in November, which was good enough to top all its competition, including the "Schlitz Playhouse of Stars" and "Campbell's Star Stage." In San Antonio, "File" was the top syndicated show in November, the 10th rated show over-all. Of course, it was given a good time slot, right behind "Dragnet," with no network competition. But note that it held over 80 per cent of the "Dragnet" audience and had the best rating that the station had all week in that time period.

"SUSIE"—Television Programs of America

"Susie" cut a beautiful figure in Los Angeles, 15.2, making it third in the syndicated film parade there. This is the first rating on the syndicated version of "Private Secretary," so you can say the gal had a lot of eyes on her as she stepped out in her new dress. In fact, she had nearly 25 per cent of the eyes then watching TV in L. A. The only TV personality that drew more eyes at that particular time was Perry Como, whose rating in that same half hour was 18.2.

"DR. HUDSON'S SECRET JOURNAL"

—MCA-TV Film Syndication

The doc's chart indicates a satisfactory condition. In San Antonio his 22.0 compared well with the competing Martha Raye's 27.0. In Atlanta his 15.0 made him the sixth rated syndicated show in the market. In Los Angeles "Dr. Hudson's" temperature (10.9) was close to that of NBC's "TV Playhouse" (11.7).

GOTHAM VIDFILM CENTER

Dynamic Plans Modern N. Y. Production Plant

NEW YORK, Dec. 17.—A new effort to hype TV film production here is being launched by Dynamic Films, seven-year-old firm specializing in commercials, and documentaries. Dynamic, which has two studios in a building in uptown Manhattan, is planning to build a new production center which, it says, will be the equal of any TV film plant in the country.

Besides doing contract work, Dynamic intends to do its own program packaging. It has formed two new subsidiaries, Dynamic Film Productions, for packaging, and Dynamic Studios, for the facilities.

Dynamic just recently began work on two educational TV series for the Educational Radio & TV Center in Ann Arbor, Mich., a Ford Foundation sponsored project that distributes films and kines to educational stations.

New Shows

The first show, titled "Writers of Today," consists of 26 half-hour interviews with such authors as Arthur Miller, Thornton Wilder, Robert Penn Warren, Archibald MacLeish, W. H. Auden and Langston Hughes. Produced with the co-operation of the American Book Publishers' Council, the show has Walter Kerr, drama critic of The New York Herald Tribune, as interviewer.

The other, titled "Music for Young People," is being produced in co-operation with Nina Collier, owner of Arts & Audiences, Inc., a live music appreciation project. Artists engaged for this series include Yehudi Menuhin, violinist; Gerald Warburg, violist; the Juilliard String Quartet, Roman Totenberg, violinist, and Thomas Scherman, conductor. One of these is completed.

Disneyland, 'Mouse Club' Set for '56

HOLLYWOOD, Dec. 17.—Outlines for next season's production of "The Mickey Mouse Club" and "Disneyland" are already on the drawing boards at Walt Disney Studio. It's understood both shows are set for renewal next season.

Disney is committed to continue with "Mickey Mouse," for another year and, altho contractual arrangements on "Disneyland" are somewhat different, there doesn't seem to be much doubt that the program will be renewed.

The possibility of general distribution of these two series is still up in the air.

Zucker made a few promotions this week to gear the firm for this expansion. Lee Bobker was made vice-president. He directs both educational shows. Lester Becker, former editorial supervisor, was made executive producer.

MCA-TV Goes To Syndicate

HOLLYWOOD, Dec. 17.—MCA-TV will come out with a spring series in the syndicated market. It's expected that the distributor will begin launching a campaign about March with the show becoming available in late April or May.

Just exactly what it will be is not known yet, with three different properties being considered. It's believed, tho, that the program will probably have an adventure-type format.

The exact date that the series becomes available depends to some degree on whether MCA will place one, or two, new shows on sale. The latter is a possibility if the market warrants it, and station purchases have been picking up considerably during the last two or three weeks.

To Continue 'Hudson' Prod.

HOLLYWOOD, Dec. 17.—"Dr. Hudson's Secret Journal," MCA-TV syndicated series, will continue in production until at least 78 half-hours are in the can. Producers Eugene Solow and Brewster Morgan made the decision this week. Filming on the new 39 episodes will get under way in spring.

At the same time, Solow and Morgan will begin production on a western series, "Fort Discovery," in January, with 39 half hours on schedule.

The program, based on the Paul Horgan Saturday Evening Post and Colliers stories, will be shot on location in Arizona. It's aimed at national sale, but Solow and Morgan say they will finance it themselves and place it in syndication if no such sale is forthcoming.

RACE SHOW

Sweepstake Films Go to Governor

NEW YORK, Dec. 17.—The animated "Movie Sweepstakes," which played theaters many years ago, have been acquired for TV by Governor TV Attractions. The films are owned by the Du Art Laboratories. Each subject, which shows a dog or horse race on which the audience is asked to pick the winner, runs two and a half minutes.

Governor is trying to work out an audience participation format in which these films can be used. It also hopes to be able to integrate a merchandising plan with this format. The distributor has its lawyers studying the lottery laws to see if a sound plan can be worked out. Barring this, it will sell the films as cartoons.

In an audience participation format Governor would have unlimited film, according to Art Kerman, head of the firm, since they can easily re-film the finish of each race.

The deal for the "Sweepstakes" was made thru Dorothy Stone, the film finder.

"3 LIVES" PULSE RUNNING AT



49.8*
IN NEW ORLEANS

Elusive action of Herb Philbrick (RICHARD CARLSON) on Commie courier assignment gets results in New Orleans. Big crowds, as indicated by Telepulse April 1955 report, follow Ziv's "I LED 3 LIVES" week after week.



Recently voted "Best Non-Network Film Series" . . . "I LED 3 LIVES" is now in production for 3rd award winning year!

To get an excited TV following, GET IN TOUCH WITH . . .



CINCINNATI
CHICAGO
NEW YORK
HOLLYWOOD

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

TV Program and Time-Buying Guide

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

The Billboard Scoreboard

NETWORK TV PROGRAMS

ARB Audience Composition Studies

• Network Situation Comedies

| NOVEMBER RATINGS | | | AMONG WOMEN | | |
|------------------|--|--------|-------------|---------------------------------------|---------------|
| Rank | Show, Sponsor & Web | Rating | Rank | Show, Sponsor & Web | Women Per Set |
| 1. | I Love Lucy, Gen'l Foods, P&G (CBS) | 52.1 | 1. | Honeymooners, Buick (CBS) | 1.16 |
| 2. | Honeymooners, Buick (CBS) | 32.6 | 2. | It's a Great Life, Chrysler (NBC) | 1.14 |
| 3. | Burns & Allen, Gen'l Mills, Carnation | 32.4 | 3. | I Love Lucy, Gen'l Foods (CBS) | 1.12 |
| 3. | December Bride, Gen'l Foods (CBS) | 32.4 | 3. | December Bride, Gen'l Foods (CBS) | 1.12 |
| 5. | Our Miss Brooks, Gen'l Foods (CBS) | 27.8 | 3. | Meet Millie, Pharmaceuticals (CBS) | 1.12 |
| 6. | Phil Silvers Show, Amana, R. J. Reynolds (CBS) | 27.6 | 6. | It's Always Jan, P&G (CBS) | 1.11 |
| 6. | Life of Riley, Gulf (NBC) | 27.6 | 7. | Burns & Allen, Gen'l Mills, Carnation | 1.10 |
| 8. | Ozzie & Harriet, Quaker Oats, Hotpoint (ABC) | 24.2 | 7. | Our Miss Brooks, Gen'l Foods (CBS) | 1.10 |
| 9. | Bob Cummings, R. J. Reynolds (CBS) | 23.7 | 9. | Mama, Gen'l Foods (CBS) | 1.08 |
| 10. | The Lucy Show, Lehn & Fink (CBS) | 23.6 | 9. | My Favorite Husband, Frigidaire (CBS) | 1.08 |

| AMONG MEN | | | AMONG CHILDREN | | |
|-----------|--|-------------|----------------|--|------------------|
| Rank | Show, Sponsor & Web | Men Per Set | Rank | Show, Sponsor & Web | Children Per Set |
| 1. | It's a Great Life, Chrysler (NBC) | .97 | 1. | The Lucy Show, Lehn & Fink (CBS) | 1.07 |
| 2. | Honeymooners, Buick (CBS) | .94 | 2. | Ozzie & Harriet, Quaker Oats, Hotpoint | 1.03 |
| 3. | Phil Silvers, Amana, R. J. Reynolds (CBS) | .90 | 3. | Life of Riley, Gulf (NBC) | .99 |
| 4. | Make Room for Daddy, Amer. Tobacco, Chrysler (ABC) | .89 | 4. | Topper, Standard Brands (ABC) | .95 |
| 5. | It's Always Jan, P&G (CBS) | .83 | 5. | Bob Cummings, R. J. Reynolds (CBS) | .94 |
| 6. | People's Choice, Borden (NBC) | .82 | 6. | It's a Great Life, Chrysler (NBC) | .88 |
| 6. | Life of Riley, Gulf (NBC) | .82 | 7. | Father Knows Best, Scott Paper (NBC) | .85 |
| 8. | Meet Millie, Pharmaceuticals (CBS) | .81 | 8. | Mama, Gen'l Foods (CBS) | .81 |
| 8. | I Love Lucy, Gen'l Foods, P&G (CBS) | .81 | 9. | People's Choice, Borden (NBC) | .77 |
| 10. | Burns & Allen, Gen'l Mills, Carnation (CBS) | .77 | 10. | Honeymooners, Buick (CBS) | .74 |
| 10. | December Bride, Gen'l Foods (CBS) | .77 | | | |

NETWORK LATEST RATINGS

Nielsen Top 10 TV Web Shows

(2 Weeks Ending Nov. 12)

* Indicates Film

Total Audience/Show

| Rank | Program & Web | Homes % |
|------|--------------------------|---------|
| 1. | \$64,000 Question (CBS) | 52.4 |
| 2. | Ed Sullivan (CBS) | 46.1 |
| 3. | *Disneyland (ABC) | 45.8 |
| 4. | *I Love Lucy (CBS) | 45.5 |
| 5. | Shower of Stars (CBS) | 43.5 |
| 5. | Jack Benny (CBS) | 43.5 |
| 7. | Perry Como (NBC) | 39.9 |
| 8. | *You Bet Your Life (NBC) | 39.4 |
| 9. | G. E. Theater (CBS) | 38.4 |
| 10. | Climax (CBS) | 37.8 |

Average Audience/Minute

| Rank | Program & Web | Homes % |
|------|-------------------------|---------|
| 1. | \$64,000 Question (CBS) | 48.2 |
| 2. | *I Love Lucy (CBS) | 43.2 |
| 3. | Jack Benny (CBS) | 39.7 |
| 4. | Ed Sullivan (CBS) | 39.1 |
| 5. | *Disneyland (ABC) | 39.0 |
| 6. | You Bet Your Life (NBC) | 36.6 |
| 7. | *G. E. Theater (CBS) | 35.9 |
| 7. | Shower of Stars (CBS) | 35.9 |
| 9. | George Gobel (NBC) | 34.9 |
| 10. | *December Bride (CBS) | 33.8 |

• ARB Top Shows Among Men

How Network Shows Rated Among Men in November

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

(*Indicates Film)

| Rank | Show, Sponsor & Web | Men Per Set | Avg. Nov. Rating |
|------|---|-------------|------------------|
| 1. | Wednesday Night Fights, Pabst, Mennen (ABC) | 1.23 | 21.5 |
| 2. | Cavalcade of Sports, Gillette (NBC) | 1.18 | 21.7 |
| 3. | Grand Ole Opry, Ralston Purina (ABC) | 1.16 | 13.7 |
| 4. | Red Barber's Corner, State Farm (NBC) | 1.15 | 5.6 |
| 5. | Ed Sullivan, Lincoln-Mercury (CBS) | 1.11 | 49.8 |
| 6. | Feature Boxing, Partic. (ABC) | 1.09 | 10.0 |
| 7. | Ozark Jubilee, Sust. (ABC) | 1.07 | 9.7 |
| 8. | Meet the Press, Pan American (ABC) | 1.05 | 11.1 |
| 9. | Jack Benny, Amer. Tobacco (CBS) | 1.02 | 39.6 |
| 9. | *Gunsmoke, Liggett & Myers (CBS) | 1.02 | 20.0 |
| 11. | Lawrence Welk, Dodge (ABC) | 1.01 | 23.7 |
| 11. | You Asked for It, Skippy (ABC) | 1.01 | 17.5 |
| 13. | *You Are There, ECAP (CBS) | 1.00 | 14.1 |
| 13. | G. E. Theater, Gen'l Electric | 1.00 | 33.2 |
| 13. | The Big Surprise, Purex, Spiedel (NBC) | 1.00 | 22.2 |
| 13. | Texaco Star Theater, Texas Co. (NBC) | 1.00 | 27.7 |
| 17. | *Famous Film Festival, Partic. (ABC) | .98 | 8.2 |
| 17. | Omnibus, Scott Paper, Aluminum, Ltd. (CBS) | .98 | 13.3 |
| 17. | Life Begins at Eighty, Serutan, Pharmaceuticals (ABC) | .98 | 8.3 |
| 20. | Two for the Money, P. Lorillard (CBS) | .97 | 26.9 |
| 20. | *It's a Great Life, Chrysler (NBC) | .97 | 13.7 |
| 22. | Chance of a Lifetime, Emerson Drug, Lenthic (ABC) | .96 | 11.1 |
| 22. | *Alfred Hitchcock, Bristol-Myers (CBS) | .96 | 29.1 |
| 22. | Goodyear Playhouse, Goodyear (NBC) | .96 | 19.9 |
| 22. | *Wyatt Earp, Gen'l Mills, Parker Pen (ABC) | .96 | 21.6 |
| 22. | Break the Bank, Dodge (ABC) | .96 | 13.1 |
| 22. | George Gobel, Armour, Pet Milk (NBC) | .96 | 40.1 |

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

• Syndicated Film Comedies

| OCTOBER RATINGS | | | AMONG MEN | | | AMONG TEENS | | |
|-----------------|-----------------------------|----------------|-----------|-----------------------------|----------------------------|-------------|-----------------------------|------------------------------|
| Rank | Show & Distrib. | Avg. Oct. Rtg. | Rank | Show & Distrib. | Men Per 100 Homes Tuned In | Rank | Show & Distrib. | Teens Per 100 Homes Tuned In |
| 1. | Life of Riley (NBC) | 14.3 | 1. | Amos 'n' Andy (CBS) | .79 | 1. | Meet Corliss Archer (Ziv) | .26 |
| 2. | Amos 'n' Andy (CBS) | 10.6 | 1. | Life of Riley (NBC) | .79 | 1. | Life of Riley (NBC) | .26 |
| 3. | Eddie Cantor (Ziv) | 8.8 | 3. | Eddie Cantor (Ziv) | .76 | 3. | Abbott & Costello (MCA) | .24 |
| 4. | Meet Corliss Archer (Ziv) | 8.7 | 4. | Beulah (Flamingo) | .72 | 4. | Beulah (Flamingo) | .19 |
| 5. | Abbott & Costello (MCA) | 6.2 | 5. | Life With Elizabeth (Guild) | .71 | 4. | Life With Elizabeth (Guild) | .19 |
| 6. | Life With Elizabeth (Guild) | 5.7 | 6. | Meet Corliss Archer (Ziv) | .47 | 6. | Amos 'n' Andy (CBS) | .16 |
| 7. | Beulah (Flamingo) | 3.7 | 7. | Abbott & Costello (MCA) | .16 | 6. | Eddie Cantor (Ziv) | .16 |

| VIEWERS/100 HOMES | | | AMONG WOMEN | | | AMONG CHILDREN | | |
|-------------------|-----------------------------|--------------------------------|-------------|-----------------------------|------------------------------|----------------|-----------------------------|-----------------------------|
| Rank | Show & Distrib. | Viewers Per 100 Homes Tuned In | Rank | Show & Distrib. | Women Per 100 Homes Tuned In | Rank | Show & Distrib. | Kids Per 100 Homes Tuned In |
| 1. | Life With Elizabeth (Guild) | 209 | 1. | Life With Elizabeth (Guild) | .87 | 1. | Abbott & Costello (MCA) | .98 |
| 2. | Life of Riley (NBC) | 206 | 2. | Beulah (Flamingo) | .84 | 2. | Meet Corliss Archer (Ziv) | .44 |
| 3. | Amos 'n' Andy (CBS) | 205 | 3. | Eddie Cantor (Ziv) | .83 | 3. | Amos 'n' Andy (CBS) | .32 |
| 4. | Eddie Cantor (Ziv) | 194 | 4. | Amos 'n' Andy (CBS) | .78 | 3. | Life With Elizabeth (Guild) | .32 |
| 5. | Beulah (Flamingo) | 191 | 5. | Meet Corliss Archer (Ziv) | .72 | 5. | Life of Riley (NBC) | .29 |
| 6. | Meet Corliss Archer (Ziv) | 189 | 5. | Life of Riley (NBC) | .72 | 6. | Eddie Cantor (Ziv) | .19 |
| 7. | Abbott & Costello (MCA) | 172 | 7. | Abbott & Costello (MCA) | .34 | 7. | Beulah (Flamingo) | .16 |

• Pulse Top Pix Among Men

How Non-Net Films Rated Among Men in October

This weekly audience composition analysis shows the relative popularity of non-network film series by number of viewers attracted according to sex or age. On consecutive weeks, this chart shows popularity among men, women, teen-agers and children. For additional information on audience size or coverage, please consult The Pulse, Inc., 15 West 45th Street, N. Y. C.

| Rank Order | Title and Distributor of Series | Men Per 100 Homes | Avg. Oct. Rating |
|------------|---|-------------------|------------------|
| 1. | Confidential File (Guild) | .89 | 9.7 |
| 1. | Foreign Intrigue (Official) | .89 | 5.3 |
| 1. | Boston Blackie (Ziv) | .89 | 5.9 |
| 4. | China Smith (NTA) | .86 | 5.0 |
| 4. | Ellery Queen (TPA) | .86 | 5.8 |
| 4. | Inner Sanctum (NBC) | .86 | 4.9 |
| 7. | Mr. and Mrs. North (ATPS) | .85 | 5.2 |
| 8. | Highway Patrol (Ziv) | .84 | 10.6 |
| 9. | Colonel March of Scotland Yard (Official) | .83 | 4.0 |
| 9. | Waterfront (MCA) | .83 | 10.2 |
| 11. | Captured (NBC) | .81 | 4.4 |
| 11. | City Detective (MCA) | .81 | 10.9 |
| 11. | Counterpoint (MCA) | .81 | 6.1 |
| 11. | Dangerous Assignment (NBC) | .81 | 6.8 |
| 11. | Death Valley Days (Pacific Borax) | .81 | 8.6 |
| 11. | The Falcon (NBC) | .81 | 5.4 |
| 11. | Guy Lombardo (MCA) | .81 | 5.8 |
| 11. | The Whistler (CBS) | .81 | 8.9 |
| 19. | Fabian of Scotland Yard (CBS) | .80 | 8.1 |
| 19. | I Led Three Lives (Ziv) | .80 | 13.2 |
| 19. | I Am the Law (MCA) | .80 | 6.8 |
| 19. | Mr. District Attorney (Ziv) | .80 | 17.4 |
| 23. | Amos 'n' Andy (CBS) | .79 | 10.6 |
| 23. | Dr. Hudson's Secret Journal (MCA) | .79 | 10.0 |
| 23. | Inspector Mark Saber (Koch) | .79 | 5.1 |
| 23. | Life of Riley (NBC) | .79 | 14.3 |
| 23. | Racket Squad (ABC) | .79 | 9.0 |
| 23. | Sherlock Holmes (UM&M) | .79 | 9.2 |

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The Billboard Scoreboard

PULSE LOCAL RATINGS FOR NOVEMBER

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 "A" 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, programs, audience composition and other details not included in this chart, please consult The Pulse, Inc., 15 West 46th Street, New York City.

COLUMBUS 3 STATIONS

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 15 once-weekly shows.

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 10 multi-weekly shows.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 30 locally originated film series.

LOS ANGELES 7 STATIONS

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 15 once-weekly shows.

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 10 multi-weekly shows.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 30 locally originated film series.

PHILADELPHIA 4 STATIONS

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 15 once-weekly shows.

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 10 multi-weekly shows.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 30 locally originated film series.

SAN FRANCISCO-OAKLAND 5 STATIONS

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 15 once-weekly shows.

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 10 multi-weekly shows.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 30 locally originated film series.

SAN ANTONIO 3 STATIONS

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 15 once-weekly shows.

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 10 multi-weekly shows.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 30 locally originated film series.

PORTLAND 3 STATIONS

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 15 once-weekly shows.

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 10 multi-weekly shows.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists top 30 locally originated film series.

(Continued on page 10)

LEGIT

'6 Characters' Won't Have to Hunt Audience

By BOB FRANCIS

Back in the early 1920's, Brock Pemberton's production of Pirandello's satirical fantasy, "Six Characters in Search of an Author," was an impressive play, but I don't remember it as particularly funny. However, into the new adaptation, currently at the Phoenix Theater, Tyrone Guthrie and Michael Wager have injected a comedy spice, never suspected in the original, and the former's brilliant direction makes it not only impressive but at moments devastatingly funny. I think even the author would be delighted with the result.

"Six Characters," of course, is Pirandello's philosophical, legerdemain excursion anent reality and illusion, illustrated by the intrusion of half a dozen ominous characters into a stock company rehearsal. The ghostly intruders have lost their own author and want the actors to play out their own horrendous story for posterity. The cream of Pirandello's jest lies in the fact that the imaginary characters grow progressively more real than the flamboyant illusions created by the actors who are trying to bring them to life.

The net result of these fantastic contradictions, abetted by Guthrie's staging and excellent performances from a fine cast, is an intellectual stimulant, as well as a witty jibe at matters theatrical.

Kurt Kasznar creates a splendidly funny portrait of a pompously temperamental director, and there are hilarious contributions from Natalie Schafer and Francis Bethencourt as caricatures of company headliners. Of the ghostly

Jackie Heller
Le Cupidon, New York

After an absence of nearly 10 years from the local scene, little Jackie Heller steps out on the tiny Le Cupidon floor and in five minutes has the swank room's customers eating out of his hand. Not only do the years deal kindly with Jackie's charm, but he is definitely a wearer of the old school tie of professionalism. He knows just what he's selling and how to reduce it to the least common denominator for customer reception. In consequence, he sticks primarily to ballad, with enough swing sandwiched in to vary the pace. It's a slick job by a skilled laborer.

Heller is so sharp that he forces the two supporting acts to strain to make the grade. Gal singer, Nancy Steel, seems like just another one-pleasant and attractive, but with no special voice and a woeful lack of specialty material. Comic Bob Melvin may register better when he snags some real material and stops over-punching on what he has got.

Francis.

visitants, Whitfield Connor, Betty Lou Holland, Katherine Squire and Michael Wager all indulge their tortured soul-searings in top effective form. In fact, everybody concerned does full justice to a brilliant script and fluent direction thereof. The Phoenix has something of a small triumph in its bout with "Six Characters."

The Candlabres
Pantomime Art Theater, New York

This Second Avenue converted loft, fully-equipped with a three-story climb, provides a rugged, somewhat threadbare setting for some very bright miming talent. Lionel Shepard's attractive young group, caught Saturday (10), display a minimum of fancy furbelows and a good amount of skill and artistry.

This new attempt at a pantomime theater makes for an exciting off-beat evening on the local off-Broadway scene. While all is not perfect, the happy and poignant moods outweigh the dull spots and hesitant experimentation. Some shortening of individual themes and less timidity for trying something radical could help.

Excellent as a group, Leo Rauch and Nancy Wynn stand out—Miss Wynn especially with her perfect figure for leotards and black stockings.

Holland.

Judy Valentine
Bradford Roof, Boston

This diminutive chirp is proving that a small style can have a big appeal with the rush of pre-Christmas patrons at the spacious midtown room. She shows her versatility by going from a series of moppet types in "Never, Never Land" thru her own M-G-M platter, "She Was Five and He Was Ten," into successful impressions of Rose Murphy, Helen Kane and Bonnie Baker. She even successfully essays a "wicked" Eartha Kitt. Beautifully gowned, the classy little beauty looks too frail to handle the big audience, but at her bow-off she has them begging for more.

Comedian John Howard, who has hit this spot on subway train schedule over the years, whistles, sings, yaks and generally kills the customers in a variety of dialects and comical concoctions that leave the patrons weak. A fiery Flamenco duo, Lao and La Minerva, completes the bill.

Dewar.

Sammy Davis Jr.
New Frontier, Las Vegas, Nev.

Diminutive Sammy Davis Jr. once more demonstrates he is among the greatest song-and-dance men of all time, as he returns for perhaps the last time to the Las Vegas Strip in the Venus Room of Hotel New Frontier.

What with a tremendous schedule of stage, recording and televi-

BROADWAY SHOWLOG

Performances Thru
December 17, 1955

| DRAMAS | |
|---|-----------|
| A Roomful of Roses ...10-17,'55 | 72 |
| A View From the Bridge | 9-27,'55 |
| Bus Stop | 3-2,'55 |
| Cat on a Hot Tin Roof ..3-24,'55 | 307 |
| Diary of Anne Frank ..10-5,'55 | 85 |
| Hatful of Rain | 11-9,'55 |
| Inherit the Wind | 4-21,'55 |
| Janus | 11-24,'55 |
| No Time for Sergeants ..10-20,'55 | 68 |
| Six Characters in Search of an Author | 12-11,'55 |
| The Desk Set | 10-24,'55 |
| The Chalk Garden | 10-26,'55 |
| The Lark | 11-17,'55 |
| The Matchmaker | 12-5,'55 |
| The Teahouse of the August Moon | 10-15,'53 |
| Tiger at the Gates | 10-3,'55 |
| Will Success Spoil Rock Hunter? | 10-13,'55 |
| Witness for the Prosecution | 12-16,'54 |
| MUSICALS | |
| Comedy in Music | 10-2,'54 |
| Damn Yankees | 5-5,'55 |
| Fanny | 11-4,'54 |
| Pajama Game | 5-13,'54 |
| Pipe Dream | 11-30,'55 |
| Plain and Fancy | 1-27,'55 |
| Silk Stockings | 2-24,'55 |
| The Vamp | 11-10,'55 |
| CLOSED | |
| The Terrible Swift Sword | 11-15,'55 |
| COMING UP | |
| The Righteous Are Bold | 12-22,'55 |

Cy Reeves
Palace Theater, New York

Pre-holiday bill is only so-so in balance, with the old Palace standby, Cy Reeves, in next-to-closing. Reeves clicks, as usual, with his patter and Commodore Perry gag for full quota of laughs.

Three Tappateers get bill off to a rousing stepping start. Grace Drysdale follows with her good puppet act. Likewise in the novelty column are returnees, the De Mattiazis, with their dancing dummies routine.

Young comic, Bob Sidney, registers pleasantly as an up-and-coming talk act. Les Collegians, offer a moderate, South-of-the-border stepping interlude, and singer Dolores Perry vocalizes with more than considerable dramatic emphasis. Gal is attractive and should register better when she learns not to stand on the loud pedal.

The Four Colleanos (a younger generation) put on a repeat of their virtuoso juggling for the closer.

Francis.

Since the play was done semi-professionally in 1946 here, music and a ballet have been added. The ballet is less successful than the enchanting score. Apart from the competent principals, the huge cast is spotty and fails to project the play's passionate poetry. But for all its faults, it is a strangely moving piece, bitter and great-hearted.

The opener on the show is eye-catching songstress Gogi Grant, who, of course, suffers by comparison with the star.

The chorus gals do nicely in fancy numbers. Music is by Garwood Van and his ork.

Oncken.

NIGHT CLUB

Customers Should Fill 'Nights' at Versailles

By BOB FRANCIS

Impressarios Nick and Arnold are off on another big business kick. Jack Yellen has devised another pocket-sized revue for them which should magnet Versailles customers for months to come. The new little potpourri, "The Thousand and Second Night," is slick with show business know-how, without a dull contribution from a dozen talented performers. "Night" is in the top-bracket of local cafe entertainment buys.

Yellen has evolved a whacky, little book which jumps around in locale from old Baghdad to the podium of the Versailles, offering a nice scope for Robert Mackintosh's colorful costume designs. Yellen has included some saucy dialog and ditto lyrics in his best vein, and Vic Mizzy a half-dozen tuneful backgrounds for the latter. Frank Wagner has staged some imaginative dance patterns gaited to the room's limited stage area. It all adds up to a fine showcase for exceptional talent.

The whole cast is so good on each individual stint that it's almost unfair to point a finger. Jack Cassidy has the lead slot, first with a small lampoon of Alfred Drake's Hadji and later as a cafe emcee. Cassidy could always sing but currently has come into his own as a fine light comedian. With an assist from personable Betty Bonee, he puts across the show's best melody, "All I Have Is a Love Song," in great style.

Larry Daniels

As an actor's agent, who somehow gets into the script, Larry

Daniels is a top choice for the major comedy assignment. His utterly relaxed underselling actually makes projection look easy, and material-wise it's amazing that he hasn't hit a top TV variety spot. Excellent also are the comic contributions of Mildred Cook and Herb Corey, both individually and in combo. The former's imitation of La Monroe is a showstopper.

Dance-wise, Eddie Lawrence offers a superlative brand of tapping, and Richard Tone is likewise superior with more acrobatic stepping. On the distaff side, Neile Adams also adds handsomely with song and steps and is otherwise cute as a button, and there are further fine assists from Carmen Alvarez, Pat Turner, Buff Shurr and Sharon Shore.

Eileen Barton
Fontainebleu Hotel, Miami Beach

Songstress Eileen Barton suffered from a cold when she opened in the Fontainebleu Hotel's La Ronde Room this week, and her chill spreads to the audience. Her reception was anything but hot.

The mike was turned up full blast, and she let loose the power of her pipes, despite her illness. The result was ear-splitting.

It was one of the paradoxes and perils of show business. Last winter she stood Copa City audiences on their ears with the same act, reprises of Harold Arlen hits and an onstage change to male attire and blackface make-up for an Al Jolson bit. This final routine got some of the audience off their hands and partially saved the night.

Kelly.

Herb Jeffries
Crescendo, Hollywood

Herb Jeffries spices his Crescendo return by plugging his new album, "The Singing Prophet," and the balladeering is good enough to draw ringside plaudits, even if some of the material is rather strange. The show is overly long, but Jeffries is not to blame for this.

Best of the "Prophet" numbers is "Adam and Evil Blues," which, together with such oldies as "More than You Know," seems just right for Jeffries' deep-throated resonance. Tony Martinez ork backstops in mambo fashion, with the diminutive Latin getting in a top imitation of Harry Belafonte.

Spielman.

Roberta Linn
Statler, Los Angeles

Thrush Roberta Linn expends enough energy to do an atomic reactor proud in her Terrace Room opening and draws plaudits from

(Continued on page 18)

NIGHT CLUB

Greco Knows His Spanish Onions

By BOB FRANCIS

When it comes to selling zapateados, castanet clicking or anything else pertaining to Iberian dance culture, Jose Greco definitely knows his Spanish onions better than any current competitor. Back for a fourth consecutive Christmas booking at the Waldorf, El Greco and his troupe are repeating a brand of torrid stepping which will have the Empire Room echoing customers' "oles" well into the New Year.

Aside from personal virtuosity, Greco knows how to pick supporting talent to round out a diversified show. He's done it again this time with some faces and talents, new at least to this reporter, for

a colorful, hot-paced potpourri which makes an hour of nitery stepping and chant seem less than half as long. El Greco is once more putting on a show.

The star, of course, features Ravel's Bolero, with choreography which he has made peculiarly his own. Lola De Ronda, as always, is eye arresting in her support, and other assistants build it to a top production number class, whether it's done on a big stage or a nitery floor. However, my favorite Spanish tittle again is "El Cortijo," in which Greco and a few of his genteel vaquero pals take to horse via zapateado hoof-beats. This is something to make those prancing "Oklahoma!" cowpokes look like

bridle path amateurs. In lighter vein, he teams with Senorita De Ronda and Anita Ramos in a charming Castillian idyll.

New with the troupe are diminutive flamenco stylists Pepita Sevilla and Gitanillo Heredia, hot-spiced enough to be fresh out of a Granada cave. Manuela De Jerez and Norina debut with appropriate sultry chanting. Our own Paul Haakon has gone completely Spanish to add to the stepping quotient. Mario Escudero contributes superior guitaring and, of course, Senorita De Ronda scores anew in her own right.

El Greco has put together another fast, colorful package. It will do well by the Waldorf.

I'm Still Swinging
"Some of These Days"....
and Wishing You----
All of These Days....

A Merry Christmas
and
A Happy New Year

SOPHIE TUCKER

ME TOO—TED SHAPIRO

ASCAP to Revamp Logging Procedure, Add 150 Stations

Changes, to Become Effective Jan. 1, Will Provide Closer Record of Plays

By PAUL ACKERMAN

NEW YORK, Dec. 17.—The American Society of Composers, Authors and Publishers on January 1 will revamp its logging procedure in order to broaden the sample and make it more truly representative of performances across the country.

Approximately 150 additional stations will be logged. This, added to the present line-up of 230 stations, will mean a total of between 375 and 400 outlets under the new plan. The daily sample, which now includes about 15 stations, will be raised to include approximately 38 or 40 stations.

Other changes in connection with the logging will also become effective January 1. They include an increase in the value of a performance, greater stress on local performances and a diminution in the value of plugs over radio network sustaining programs.

Under the old system, each performance has a multiplier of 15. Starting January 1 there will be a multiplier of 20—meaning that each plug will be credited with 20 points on the local sampling.

Other Changes

With regard to radio network sustaining programs, the multiplier will be three; that is, such a plug will be credited with three points

regardless of the number of stations carrying the program. In connection with this change, it has been pointed out that the increased local sample will make up for the diminution in the value of radio network sustaining plugs.

A small change with regard to network commercial rate programs will also become effective, in that plugs on all such programs—regardless of the program's time slot—will be credited with one point. Present practice allocates one point for nighttime commercial rate programs and three-quarters of a point for daytime.

It is believed the expanded logging program will meet with general approval. Many of the Society's members had long cam-

aigned for a more accurate appraisal of performances, particularly inasmuch as performances now constitute the bulk of publisher and writer income.

Local Emphasis

It will be noted that the new plan emphasizes the local station aspect of the music business and recognizes the declining role of network radio. The change, too, is in line with ASCAP's radio income. Whereas income from local stations has remained at a high level, and even increased, income from radio networks has declined.

A large number of complaints against the current ASCAP logging method were aimed at what was considered a too small sampling

(Continued on page 18)

Chess R&B Label Opens Pop Subsid

New 'Marterry' Label to Feature Rhythm Material to Grab Quick Deejay Exposure

CHICAGO, Dec. 17.—Repeated steps taken by rhythm and blues record companies to exploit fully the pop sales potential in their product was highlighted this week by the Chess-Checker operation, which moved to launch a new subsidiary label aimed specifically at the pop market.

The new label, to be called Marterry, will feature artists heard on the firm's established labels, as well as new artists, but the criterion will be the pop nature of the song material and interpretation.

Back of the move is the desire by the diskery to gain quick pop exposure for their disks by overcoming the reluctance of many pop disk jockeys and retailers to push disks which on a quick look are typed as r.&b. It's only after some pop demand has been stimulated for these disks that conservative elements of the trade go along with the tide.

Both Charts

Further evidence of the importance of the pop market in the full exploitation of the pop-styled r.&b. platters is the frequent appearance of records on both the r.&b. and pop best-selling charts. Over the past six months there have been many examples cited by tradesters.

Chess' own diskings of "Maybelle" by Chuck Berry is one instance. Others which started in r.&b. in the past six months and later hit the pop charts include "Ain't That a Shame" by Fats Domino on Imperial, and "At My

Front Door" by the El Dorados on Vee Jay. Mercury Records, which some time ago sought to minimize typing of disks by the removal of special number series, has two current examples of this phenomenon—"Only You" and "The Great Pretender," both cut by the Platters.

Other disks which figured on the r.&b. charts and sold strongly in pop during the same six months would include "Speedoo" by the Cadillacs on Josie, "When You Dance" by the Turbans on Herald; "You Tickle Me, Baby" by the

(Continued on page 17)

REVIVALS AND CUTS

M-G-M in 3-Sided Merchandise Push

NEW YORK, Dec. 17.—M-G-M Records kicked off a three-way merchandising drive this week with the revival of last summer's successful "Baker's Dozen" distributor plan, the restoration of the return privilege on LP's and a price reduction on its line of kidisks.

In the "Baker's Dozen" deal the diskery offers distributes 12 new LP's. For every complete set ordered the distributor gets an additional LP of his own choice without charge. The merchandise has also been packaged in 45 r.p.m. form with the same bonus privilege in effect. All purchases of the series by dealers and distributors earn full return privilege.

M-G-M's revival of what was once the standard industry 5 per cent LP return privilege follows al-

GOODY-HUNTER VIE AS 'BIGGEST'

NEW YORK, Dec. 17.—It's become a point of honor now, and both Sam Goody and The Record Hunter are out to prove that each is a bigger retailer of records than the other. Both have used the "biggest" pitch in advertising. The New York Times, where most of the ads are placed, is caught in the middle of the hassle. The local Better Business Bureau has been called in as arbiter and is now gathering data that will enable it to reach a decision that could easily tax the wisdom of a Solomon.

Court Bout Looms Over 'River' Tune

HOLLYWOOD, Dec. 17.—The question of whether or not an arrangement can be copyrighted will come before the courts once again as a result of an action filed this week (15) by Liberty Records, naming Mercury Records as defendant.

Complaint charges Mercury Records with unfair competition and copyright infringement, and asks for \$150,000 in damages, and an accounting of the profits from the sale of defendant's version of "Cry Me a River."

Suit, filed by attorneys Harold B. Fendler and Bernard B. Cohen, alleges Mercury instructed its musicians to "Duplicate Exactly" the guitar and bass arrangements provided by Barney Kessel on Liberty's Julie London etching of "Cry Me a River."

Action further charges the Mercury recording to be a "colorable imitation" of the original recording, and that Mercury distributed the disk "for the purpose of interfering with the sale of plaintiff's records."

So. American Pirating May Call for Action

Copyright Violation Evidence Points to Police Need—Shaw

NEW YORK, Dec. 17.—New evidence of music pirating in South America may lead publishers here to take some positive action to protect their copyrights. This action is seen as likely following the return from a five-week trip in Central and South America by Arnold Shaw, general professional manager of E. B. Marks Music.

Shaw has brought back with him copious samples of sheet music printed and marketed by firms having no contractual obligations with American publishers owning the tunes, in apparent violation of copyright law in those countries. Most flagrant violations were noted in Chile and Peru, Shaw asserted.

Shaw's plan is to call the alleged violations to the attention of the affected publishers here. Then representation is to be made to the Music Publishers' Protective Association, which will be asked to hire agents in South America to police copyright violators.

Expensive Job

It would be too expensive for any single publisher to undertake such policing action, it was indicated.

Some of the sample sheets

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Richards and Mullan Sue Link on 'He'

NEW YORK, Dec. 17.—Jack Richards and Dick Mullan, writers of the hit song "He," filed suit in the New York Supreme Court this week against the veteran music man Harry Link. The writers are seeking to rescind a contract they made with Link, which, they allege, he fraudulently induced them to sign.

According to the writers, Link had been retained by Avax Music, publisher of "He," and was receiving compensation from that firm. But Link, says the complaint, also made a contract with the writers whereby he was to receive one-third of the writers' share, which they understood he was to use to obtain additional recordings of the tune, the hit version of which was cut by Al Hibbler for Decca.

According to the plaintiffs, Link did not live up to his end of the bargain and allegedly intended to keep his third for himself. Link's end of the writers' pie is being held up by the publisher pending the outcome of the suit.

Writers Richards and Mullan are represented in the action by attorney Lee V. Eastman.

Capitol Label Launches Own 'World' Series

NEW YORK, Dec. 17.—Capitol Records this week launched the first platter in its new "Capitol of the World" series, which will spotlight imported master. acquired from its parent company, Electric & Musical Industries, Ltd. The disk—an instrumental waxing by Willie Schoebben, of "Trumpet Tango" and "Pony Parade"—has been a best-seller in Holland for the past several months.

In addition to singles, the series will feature special albums, with the LP's scheduled for release here sometime early next year.

In view of EMI's world-wide affiliation picture, the new series has an extensive international catalog available from which to choose material. The imported disks will be released under the Capitol label with sub-credits identifying them as part of the "Capitol of the World" series.

McGUIRES LOG 4,720 SPINNINGS

NEW YORK, Dec. 17.—The drive by Coral Records to log as many plugs as possible on "McGuire Sisters' Day"—December 5—racked up some interesting results. A total of 4,720 plugs were obtained on the group's latest disk, "My Babys Got Such Lovin' Ways" backed with "Be Good to Me." However, the sum total of performances on disks and albums cut by the McGuire Sisters far exceeded this. Many deejays built entire quarter-hour and 30-minute program segments around the event and gave heavy plugging to the albums and singles. The girl's disk of "He" was reported as getting about 3,000 plays. All told, figuring singles and albums, some 11,853 performances were estimated.

Delaney Quits Cadence Label

NEW YORK, Dec. 17.—Joe Delaney has resigned as sales chief of Cadence Records to branch into the music field on his own. However, he will continue to act as a Cadence consultant on a part-time basis.

Delaney joined Cadence last July when Sam Clark left to head up the new ABC-Paramount label. Although Delaney inked a one-year contract (including a percentage deal) with Cadence prexy Archie Bleyer, he and Bleyer have agreed to a parting at this time.

Rather than appoint a full-time sales director, Bleyer will assign specific sales responsibilities to members of his present staff.

New Cap Pact For Sinatra

HOLLYWOOD, Dec. 17.—Frank Sinatra and Capitol Records will continue their marriage as a result of a new seven-year contract inked by the singer here this week.

Alan Livingston, executive vice-president of Capitol, tore up the crooner's original four-year pact with eighteen months yet to go

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PAPER PHONO DISKS

Big Future Seen For Ad Novelty

NEW YORK, Dec. 17.—Bing Crosby Phonocards, a new organization to produce and market paper phonograph disks for use in industry and merchandising has been set up. Bing is a stockholder. Officers are Edward A. Di Resta, president; Everett Crosby, vice-president and treasurer; Ross Cowen, executive vice-president; Robert Schreiber, vice-president in charge of production. George F. Foley, well known in the TV packaging and agenting field, is counsel.

Company's first client is the

Borden Company, which will use a series of the paper disks produced at the Phonocard company's plant in Saddle Brook, N. J. First disk of the series is "Jingle Bells," and it is estimated that some 5,000,000 of these will be used on the covers of cottage cheese and other Borden dairy products. The Borden disk series will at first use songs suitable to the holiday season, but then will make use of more general song material.

While the initial song material is in the Public Domain, an execu-

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SPA to Widen Membership Base in 1956

Plan Would Include Writers Who Work On Special Material

NEW YORK, Dec. 17.—The Songwriters' Protective Association, with more than 2,500 members in the fold and agreements with over 800 music publishers, is now mapping plans for widening its operations into other fields in 1956.

With protective coverage of the great majority of composers and lyricists operating thru standard music publishing firms already in effect, SPA is now focusing on extending coverage to members who operate on special assignment to firms where present SPA contract terms do not apply.

The growing market among local radio and television stations and networks, packagers and producers of shows and advertising agencies for song material of many kinds has triggered the SPA move. Original material used includes pop songs, situation musical numbers, commercial jingles and themes. At present, composers and lyricists work out their own agreements with broadcasters and agencies without benefit of any standard SPA code or agreement such as now exists with most music publishing firms.

SPA is now surveying its full membership to determine the number of cleffers operating in these areas. Results will be weighed in forthcoming discussions by SPA execs on the possibility of petitioning the NLRB for recognition as official bargaining agent for songwriters engaged in these fields.

BOM Records To Increase Radio 1-Shots

NEW YORK, Dec. 17.—Following a successful year-long venture into radio mail order promotion, the Book of the Month Club's Music Appreciation Records is already plotting expanded operations in the medium for 1956.

Pointing out that at no time have term contracts been signed, Warren Lynch, promotion director, said that the Club, thru its agency, Schwab & Beatty, has made effective use of one-shot buys on both a local and network radio basis.

In addition to WQXR, New York classical music indie, the record club has used 67 different indie AM and FM stations in the United States and Canada, as well as spots on the CBS, CBS Pacific, Don Lee and New York State Rural radio webs. At the local
(Continued on page 17)

Victor Readies EP Packs for Jukes

NEW YORK, Dec. 17.—RCA Victor is preparing the second edition of what might develop into an annual juke box operator promotion. The company reportedly is putting together five special "functional" units of 10 EP disks each, to be offered as a special value in late February or early March.

The disks have been described by the diskery as "ideal couplings of top standards," and these will be accompanied by a permanent type of title strip, probably of plastic, that will stand up under repeated shifts. The cost of these strips, incidentally, will determine the actual price of the disks, probably to run between 70 and 75 cents per, as opposed to the standard dealer price of 86 cents for a hard-package unit.

'HARRY' CAUSES TRUMAN FUSS

NEW YORK, Dec. 17.—Liberty Records' new satirical slicing "The Trouble With Harry" has run into an unexpected snag exposure-wise at NBC, with the disk reportedly put on the "no play" list by the web's "Weekday" program chiefs.

Margaret Truman is a co-esssee on the Monday thru Friday daytime show, and although her father's old campaign theme was "I'm Just Wild About Harry," the brain trust at NBC reportedly decided it just wouldn't do to play Liberty's "The Trouble With Harry" on Miss Truman's show. The disk hasn't been officially banned, but it "won't be played."

Widows Have Priority, Say Music Faction

Oppose Brief View, Point to Varying DeWolf Opinions

NEW YORK, Dec. 17.—Although the American Society of Composers, Authors and Publishers and other publisher and writer organizations have filed briefs protesting the decision in the Marie De Sylva vs. Marie Ballentine case—wherein widows and children are granted equal rights in renewals—a number of important music business personalities have already let it be known that they oppose the point of view expressed in these briefs.

The briefs generally point out that it is customary for the widow to be regarded as the depository of renewal rights in the event of the author's death, and that a change in this interpretation would
(Continued on page 18)

Epic, Up 90%, Sets Heavier Expansion

NEW YORK, Dec. 17.—Epic Records, two-year-old affiliate of Columbia, is mapping a heavy expansion program for 1956. Growth of the label was marked this year by a 90 per cent increase in sales over 1954, according to Bill Nielsen, general sales manager.

In the works for the coming year is an increase in packaged records activity, with a new artist and repertoire exec in charge of pop albums slated to be hired. Working with a.&f. chief Marve Holtzman, the new staffer will free Holtzman

37 Key Woolworth Stores To Test Sheet Music Sales

If OK, Chain May Follow; 1st Time In 25 Years; Douglas Gets Credit

By IS HOROWITZ

NEW YORK, Dec. 17.—An experiment which could significantly increase the number of retail outlets for sheet music and return the giant F. W. Woolworth chain to the field of marketing copies has been set to kick off early next month.

On January 3 sheet music racks will be set up in 37 large Woolworth outlets in key cities across the country in a test due to run for three months. If the revenue produced is attractive enough to excess of the syndicate chain, the music racks will become permanent fixtures in the stores, and Woolworth may authorize their use generally throughout the chain.

Tradesters with long memories recall the important role played by the five and dimes years ago, but

note with regret that sheet music has not figured in the chain's marketing plans for more than 25 years. When sheet music began to sell for more than a dime, following increased costs of production a quarter century ago, Woolworth gradually dropped out of sheet music retailing.

Salesman Douglas

Credit for selling the idea of the experiment to Woolworth is attributed to Walter Douglas, chairman of the board of the Music Publishers' Protective Association. Douglas first broached the project to Woolworth brass last spring after the chain showed an apparent new interest in music by sponsoring a network music show, featuring Percy Faith over CBS radio.

Thru the show reasoned Doug-

las, Woolworth was creating a demand for an item they didn't carry.

To control the experiment, only one source of sheet music will be used during the test phase. Music Dealers' Service will supply the racks and music. The racks will hold a standard 20 titles of current hits in the depth of five copies each. Sheets will probably sell for 49 cents each.

The racks, in each case, will be positioned adjacent to the stores' record departments.

Woolworth, with more than 2,000 stores in its chain, operates record departments in more than 500 outlets. Presumably, if the test concludes satisfactorily, these 500 stores would comprise the potential handlers of sheet music in the chain.

HANDS & ARMS

Bloom Slaps Tune Suit On Pincus

NEW YORK, Dec. 17.—The Battle of the Titans was joined this week when publisher Benny Bloom drew a bead on George Pincus.

Bloom and cleffers Abner Silver and Benny Davis filed an injunction in Federal Court here against Gil Music, claiming that the latter's "No Arms Can Ever Hold You" is an infringement on the plaintiff's "With These Hands." Plaintiffs claimed that unless the defendant is restrained the plaintiffs will suffer irreparable damage. They ask for damages and that the infringing tune be impounded.

Pincus, head of Gil Music, this week remarked that if "Hands" is like "Arms," then "My Wild Irish Rose" is an infringement of "Hatikvah."

Dues Hike Irks Song Pluggers

NEW YORK, Dec. 17.—The Music Publishers Contact Employees Union will hold a special board meeting here Monday (19) to discuss possible action on an increased per-head tax levied on them by the newly merged CIO-AFL.

Under their old AFL affiliation set-up, the pluggers paid about \$40 each in union dues a year, but under the new merger terms, these would be increased about 50 per cent.

Several moves are open to them. They can absorb the increase and raise membership dues, protest the action and appeal, or even withdraw from the union completely. However, the last isn't a likely prospect, in view of publisher commitments.

Israel Files Gabor Suit

NEW YORK, Dec. 17.—Don Gabor's Associated Publishers wing was named defendant last week in a \$40,000 breach of contract suit filed by writer Leo Israel. Israel alleged that he has received no royalties from the Gabor firm since 1950.

The writer charges that in 1948 he entered into four contracts with Gabor, each of which covered approximately 10 songs of the polka or kiddie variety. He is asking \$10,000 on each contract and to have the contracts rescinded.

Gabor is proprietor of the Remington, Continental, Plymouth and Remington Junior labels, on several of which Israel's work is current.

Stoppage in Jan. on BIEM Disks Looms

International Federation Warns Diskers Of Pact Expiring and No New Agreement

NEW YORK, Dec. 17.—A stoppage of new recordings of copyrights owned by member publishers of Bureau Internationale de l'edition Mecanique, European mechanical agency, looms as a strong possibility by January 1.

This was disclosed in a memorandum—marked "very urgent"—sent to record manufacturers by the International Federation of the Phonograph Industry. The Federation, which has been trying to blueprint an agreement with BIEM to become operative when the cur-

rent contract expires on December 31, informs diskeries that BIEM seeks an increase in mechanical royalties from 4 to 5 per cent per side—equal to 10 per cent of the sales price of the disk.

BIEM also wishes a corresponding increase in the mechanical royalties accruing from medleys, or "multiple fragments," and would specify that the total number of fragments reproduced shall not exceed 14.

BIEM has apparently turned down counter-proposals of the International Federation. The latter, or its part, states that BIEM's demands are unlikely to be acceptable and adds, "It is therefore absolutely necessary to prepare for a contract-less situation arising as and from January 1, from which date it may not be possible to undertake new recordings of works in the BIEM repertoire."

The International Federation advises diskeries to take note of Article 26 of the existing standard contract, whereby record manufacturers have the right—for two years following expiration of the current pact—to make use of any matrices which may have been locally made or exploited during the contract. Members of the Federation are also urged to apprise music publishers in various countries that in
(Continued on page 18)

Doubleday to Step Up Activity on Own Dolphin Records

NEW YORK, Dec. 17.—Doubleday & Company, Inc., book publishers and operators of retail book and record stores, has entered the disk manufacturing business. Current planning calls for marketing of LP's only. Releases will feature personalities in the legit show and night club fields, doing songs and bits with which they have been identified in shows and acts.

A 10-inch Cyril Richard LP has been available on the Dolphin label in Doubleday stores only for about two months, but plans are now in motion to kick off national distribution early in January. Al Levine, of Ideal Distributors, in New York, is setting up 30 national distributors. Initial promotion is also being handled by Levine.

It is understood that 12-inch LP sides by Nancy Walker and Elaine Stritch have already been cut for mid-January release. Other artists signed include night club chanteuse Portia Nelson and Greta Keller, Viennese club star.

Price of the 12-inch disks is \$4.98.

from some package responsibility, enabling him to return the diskery to activity in the rhythm and blues under the Okeh imprint.

On the merchandising end, Epic will follow the lead of other diskeries in splitting singles and package responsibility, with the bringing into headquarters here of Bill Lawrence as national singles promotion manager. Lawrence, formerly with a Chicago distributor, will also serve the label as New England field man.

New Posts

Charlie Schicke, earlier in charge of general promotion, has now been named merchandising manager for packaged records. Walter Hayim, another field man, has also been charged with supervision of syndicate and rack sales.

Moves to strengthen the label's distribution set-up will also be made, it was noted by Paul Wexler, who as director of Columbia's Electronics division is in over-all charge of the Epic operation. Epic now has 32 distributors, only two of which are shared by Columbia.

Increased exploitation of Epic's classical LP line is also mapped. With all of the material in this category currently pressed from European masters cut by its overseas associate, Philips, domestic activity is also planned. Recent signing by the label of the Cleveland Orchestra and its regular conductor, George Szell, has already resulted in the production of two LP's scheduled for release in February.

Pop artists who contributed strongly to Epic's sales performance in 1955 were Roy Hamilton, the Four Coins, Lillian Briggs and Somethin' Smith.

Repertoire-wise, the five packs will consist of one Glenn Miller unit, two "Gold Standard" selections units, one mood music, and one country and western package.

Series Items

The Gold Standard Series consists of the diskery's all-time best-selling platters by such artists as the Boston Pops, Artie Shaw, Benny Goodman, Tommy Dorsey, Bunny Berigan, etc. One of the Gold Standard packs will include two selections by each of 19 artists, plus four by the Boston Pops. The other will include 10 artists doing four selections each.

The c.&w. pack will feature 10 artists in four numbers each, including the top chart-riding hits by these gleaned from the last two years. Porter Wagoner, for ex-
(Continued on page 58)

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DINAHSHOREHASASMASHHITFOR1956!

Stolen Love

That's All There Is to That

20/47-6360

"New Orthophonic" High Fidelity recording

the dealer's choice

RCA VICTOR



MUSIC, RELIGION

Churches May Lure Teens With R.&B. Beat

Continued from page 1

17 to 23-year-old group has little interest in r.&b. They responded much more to Brubeck (who has made two appearances on the series including one wherein he commented on segregation and how jazz has broken thru the color lines), Eddie Sauter, Stan Kenton, Wilbur de Paris and other jazz greats.

However, surveys indicate that both the 13 to 17 and 17 to 23 age groups have little interest in straight commercial pop singers, and Nichols has programmed the series accordingly during the last year. At first he planned to include country and western artists from time to time, but, according to the surveys, there is virtually no demand among teen-agers generally for c.&w.

Electronic Count

Most scientific of the NCCC's surveys are those conducted by the electronic program analysis

equipment, with each person in the audience reporting his responses thruout the show by pressing one of three levers ("not at all interested," "fairly interested" and "very interested").

When these individual reports are put together in chart form, they form a graph, indicating which segs of the show held the most audience interest. Nichols uses them to determine programming schedules on future shows.

The graphs are so detailed that they accurately chart the decline and rise of audience interest on each musical number, thereby enabling a performer to gauge exactly where the lyric or his larynx faltered.

In line with this, Nichols opines that record companies might well utilize such electronic survey equipment to determine which take on a record session is most effective.

Martian and Jimmy McPartland are scheduled to appear on Part 5 of "Theology of Jazz" on "Look Up and Live" January 1. Nichols is also talking of airing a live remote from a Mitch Miller record session early next year. Singer Merv Griffith is the permanent emcee on the "Look Up and Live" which spotlights various members of the clergy (Reverend Alvin "\$64,000 Question" Kershaw, etc.) appearing on a rotating basis.

Other music figures who have appeared on the show during the past year include Jerry Jerome's orchestra, Ellis Larkin, Sonny Greer, Lawrence Brown, Jo Jones and Mahalia Jackson.

LANGUAGES

Disk Course LP's to Sell For \$9.95

NEW YORK, Dec. 17. — The Living Language Courses, recorded instruction series for French, German, Spanish and Italian, have been acquired by the Sutliff & Stevenson combine and will be issued this month on LP disks. At \$9.95 retail, they will be the lowest-priced courses of this type to hit the market so far.

The disks will be distributed by jobbers who carry the Children's Record Guild and Young People's Records, both of which are Sutliff-Stevenson operations. The outfit reportedly has set up a national promotion campaign on the series budgeted at over \$50,000 for January alone. This will include full page ads in Esquire, New Yorker, Harper's, Atlantic Monthly, Popular Mechanics, New York Times, New York Herald Tribune and San Francisco Chronicle.

Mail Pieces

Also planned is a total of 350,000 mailing pieces, and co-op ads with dealers in many cities, starting with Philadelphia, Washington, Cleveland and Chicago.

The Living Language series actually consists of the teaching methods devised for wartime use by the then chief of the Language Section of the U. S. Army. Each consists of 40 lessons taught with disks, a conversational manual and a dictionary. Previously, for several years, they were available thru Columbia Records in shellac volumes retailing for about \$25.

For the new editions, these have been edited to four 10-inch LP's each.

Friedman Heads Pluggers Group

HOLLYWOOD, Dec. 17.—Sammy Friedman, Coast representative for Shapiro-Bernstein, has been elected president of the Music Men's Luncheon Club, fraternal organization of local song pluggers. The election signaled the official organization of the group as a non-profit corporation, wholly separate from the Music Publishers' Contact Men's Association to which many pluggers belong.

Others elected include Robert Marks, E. B. Marks, Inc., vice-president; Lucky Wilber, Cromwell Music, treasurer, and Dick Gray, Bourne Music, secretary.

Group is expected to extend its ken beyond purely social activities after the first of the year, delving into informative meetings at its weekly luncheon.

Caedmon Puts Out First LP

NEW YORK, Dec. 17.—Caedmon Records, the specialist in literary readings by name authors, poets and actors, has released its first LP's in a new series of children's records. Three sets are shipping this month, and several more are in the production stage.

The diskery also is in the process of lining up TV plugs for its properties similar to those that have launched several big pop disks in recent years.

Such a plug has been set for Thursday (22), when one of the new children's sets, "Oscar Wilde's Fairy Tales," will be featured on the Brillo ABC-TV show by the album's narrator, Basil Rathbone.

Other disks released this month are Boris Karloff reading Kipling's "Just So" stories, and Rathbone again, reading Edgar Allen Poe's "Mask of the Red Death" and "Black Cat." One of the items in production is Michael Redgrave's doing Hans Christian Andersen stories.

The Caedmon disks have been raising eyebrows in the trade by their healthy sales performances. Two disks by the late poet, Dylan Thomas, for example, have a reported total sale to date of 50,000, at a \$5.95 retail tag. The outfit sells thru many book shops as well as record stores, and currently has nine distributors.

Stevens Again Heads Guild

HOLLYWOOD, Dec. 17.—Leith Stevens, president of the Composers & Lyricists' Guild of America has been re-elected to office as results of recent balloting were announced by the Guild's board of directors.

Elected along with Stevens were Winston Sharples, Walter Schumann and David Terry, vice-presidents; Mack David and Ben Ludlow, secretary treasurer and assistant secretary treasurer. Sharples, Terry and Ludlow come from the New York section, the others from Hollywood.

Reeves Makes An Inexpensive, One-Unit Press

NEW YORK, Dec. 17.—A single-unit press for manufacturing phonograph records, and selling considerably cheaper than conventional pressing equipment, has been developed by Reeves Equipment Corporation here.

The press, according to Reeves Sales Manager Don Civitillo, is a "highly professional, but simplified" unit, which may be operated in a seven-by-seven-foot space. It can be mounted on a desk, table or bench, yet operates with a pressure of 25 tons.

It differs from the conventional compression presses in that it eliminates complex valve systems, boilers, pipe lines and steam tables. Its heating element is cast in the steel plates and heats to 350 degrees. The press operates on an ordinary 220-volt, 60-cycle line.

Reeves has licensed the Components Corporation of Danville, N. J., to manufacture the machine, and the latter is offering it for sale complete with a hot edger, two sets of book dies (each for 7, 10 and 12-inch disks) and a vacuum label drier for \$4,550 f.o.b. the factory.

In pointing out the virtual "do it yourself" aspect of the new press, Civitillo cited the average cost of installing a conventional type eight-press plant, including boilers, piping, etc., ostensibly would run \$60,000, plus installation, plus preparation of the building to hold the weight.

WMGM Adds Two Deejaays

NEW YORK, Dec. 17. — Indie radio station WMGM this week augmented its deejay line-up with two new spinners, Peter Tripp, formerly with WHB, Kansas City, Mo., and Dean Hunter, formerly with KYW, Philadelphia.

Tripp starts "Your Hits of the Week" Monday (19) from 5 to 8 p.m. Monday thru Saturday. Hunter heads up "It's a Woman's World" Monday thru Friday, from 11 a.m. to 2 p.m.

Meanwhile, the station launched a new promotion this weekend on the Lee Murphy "Record Hop" (Saturdays and Sundays, 2 to 5 p.m.). Murphy is working closely with local high school students, and a different school each week will submit a list of its top 30 tunes of the week (as selected by student body vote) for airing on the show. Students will also guest on the program.

Petrillo Figures In Indiana Hassle

INDIANAPOLIS, Dec. 17.—The name of James C. Petrillo, president of the American Federation of Musicians, figured last week in a bitter controversy which brought charges of duress in compelling an organist to resign from the picketed Sheffield Inn.

Emil A. Nosedo, owner of the hotel, explained that he refused to accept the resignation of his organist, Mary Jean Miller, because it was signed under duress. He claimed further that the resignation was written by an official of the Indianapolis Local 3 of the AFM, of which Miss Miller is a member.

The dispute over Miss Miller stems from differences between the Sheffield Inn management and Local 58 of the AFL Bartenders, Hotel and Restaurant Employees' Union, the organization which had been picketing the Inn since June 27. Miss Miller has been appearing in the Inn's restaurant. She asserted that a local union official had told her that her resignation has been decreed by Petrillo himself.

"Miss Miller is more than willing to stay with us," Nosedo stated. "I have convinced her that Petrillo did not order her to resign. That was all a bluff put over by the musicians' local."

MERRILL DEAL

Term Pact With M-G-M Is Rare One

HOLLYWOOD, Dec. 17.—Term contract consummated between songwriter Bob Merrill and Metro-Goldwyn-Mayer last week, marks the first time in more than four years that a tunesmith has been engaged at the lot for anything longer than a one-picture deal.

Merrill, currently at work penning the music score for M-G-M's "Anna Christie," inked a seven-year pact which calls for 10 pictures. Under terms of the deal, Merrill will alternately publish the film scores along with Metro's big three subsidiary firms. Robbins Music is scheduled to have the "Anna Christie" score, with Merrill's ASCAP firm tentatively set for the second film in the deal.

In past years, few writers have managed to land a share of the publishing rights to songs penned for Metro pictures. The lion's share of these tunes have gone to the big three. According to Johnny Green, head of the music department at the studio, negotiations with Merrill were actually started three years ago. Despite trade opinion that the pact and specifically the publishing agreements are unique, Green asserted that this was not the case. He pointed to the song "Tender Trap," published by Frank Sinatra's Barton Music, and averred that Metro was participating in the rights to the song.

Green, however, did acknowledge that there is discussion concerning a possible joint publishing firm being started by Merrill and Metro, tho such a firm is sheer conjecture at the moment.

A footnote to Merrill's successful career, unnoticed by the trade generally, is that Merrill continues his hit-making ways by virtue of being on the flip side of Tennessee Ernie's Capitol disk of "Sixteen Tons," now nearing the two million mark in sales.

802 Seeks Zone Change

NEW YORK, Dec. 17.—In order to open new avenues of employment to musicians, Al Manuti, president of Local 802, American Federation of Musicians, is seeking to amend the meaning of the word "cabaret" as currently interpreted in the zoning regulations of the Administrative Code of New York City. The present regulations exclude cabarets from residential areas. Manuti asked that the use of a small instrumental group for dinner music in a restaurant shall not be deemed a cabaret.

A decision on the matter is scheduled December 21 by the City Planning Commission. It is expected to be favorable to Manuti's point of view. Then the matter will be referred to the Board of Estimate, which, in turn, will call for an open hearing within 30 days. The next step would be the signature of the mayor.

Manuti, in his statement to the commission, pointed out that current zoning laws do not bar all music from residential areas, but that such laws are restrictive in that they bar live music.

Victor Sets Kiddie Special

NEW YORK, Dec. 17. — RCA Victor's Radio and Victrola Division has launched a last-minute special aimed at the children's Christmas market. This is a combination offer consisting of a Slide-O-Matic 45 r.p.m. record player attachment, 12 children's records and a carrying case.

The package, tagged "Treasure Chest for Young America," is being nationally advertised at \$19.95. It would normally carry a list of \$34.90.

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MIKEPEDICINHASASMASHHITFOR1956!

The Large, Large House

Hotter Than a Pistol

20/47-6369

"New Orthophonic" High Fidelity recording

the dealer's choice

RCA VICTOR



MUSIC AS WRITTEN

EDDIE WHITE ACTIVE
IN P.M. FIELD . . .

Songwriter Eddie White, co-writer of "C'Est La Vie," currently is increasing his activity in the personal management field. White last week signed Joe Barone and Eis Rockers to Unique Records, who will wax the group for its new Point subsidiary label. White also handles c.&w. thrush Mimi Roman, whose option was picked up last week by Decca.

FIRST PLATTERS
ISSUED BY MIRA . . .

Mira Records, music publisher Buddy Morris' new label, this week released its first three platters—two featuring the Four Notes, and one the Mira Sisters. All three disks spotlight rhythm and blues material, with four tunes in Morris' Meridian Music firm and two in E. H. Morris.

MIRIAM ABRAMSON
OFF TO ENGLAND . . .

Miriam Abramson, Atlantic Records vice-president, flies to England Thursday (22) for a 10-day business expedition. Her mission there will be to line up British and Continental outlets for Atlantic's LP line exclusively.

VICTOR TIE-UP FOR
"DUNGAREE DOLL" . . .

Victor has set a tie-up with the Lorraine Sportswear Manufacturers on behalf of the Eddie Fisher recording of "Dungaree Doll." A contest has been arranged wherein teen-age girls dressed in dungarees will be awarded Victor phonos and albums.

PHONO-UNITS COUNT IN
BELL-HOWELL \$5 MIL. . . .

Hi-fi phonos, phono-radio-tape recorder console units contributed to the one-month record sales total established by Bell and Howell in November. According to Charles H. Percy, president, the November high of over \$5,000,000 should be exceeded this month. Percy also predicted that 1955 sales will break the \$40,700,000 record set last year.

New York

Metopera performance of "Lu Forza del Destino" on January 10 will be for the benefit of New York's Free Milk Fund for babies. Renata Tabaldi, Richard Tucker and Josef Metternich will be heard in lead roles. . . . Presto Recording Corporation, of Paramus, N. J., has upped production rates of semi-professional type turntables three times in recent months in order to meet demands. . . . M-G-M Records' LP of Dickens' "A Christmas Carol," with Lionel Barrymore as Scrooge, will be aired on a 500-station Mutual Broadcasting System web on Christmas Eve.

Thrush Robbin Hood has been selected Queen of the Destroyer Fleet at the Norfolk Naval Base. The gal has also been booked to appear with Tommy Smalls' rock 'n' roll show Christmas week at the Brooklyn Paramount Theater. . . . Betty Madigan opens a two-weeker at Key West's Casa Marina Hotel December 29. . . . Barry Gordon, six-year-old singer, repeats on the Perry Como TV'er Saturday (24).

Dot Records' Jim Lowe will act as guest emcee on Kathy Godfrey's CBS show December 31, while the gal vacations over the holiday week. . . . Five music business bachelors—Ivan Mogul, Marvin Holtzman, Phil Kahl, Jack Rael and Arthur Mogul—embark on a Caribbean cruise Friday (23).

Bud Greenspan, co-producer of Columbia's "Great Moments in Sports" LP, has on the basis of that hit package landed a three-times weekly radio show on WMCA. The seg, which uses similar material, is entitled "The Trophy Room." . . . The Jazz Messengers opened a two-week stand Monday (19) at the Cotton Club, Cleveland. On January 5 the group returns to the Cafe Bohemia in Greenwich Village. . . . The Chauncey Gray ork began its second year in the Ambassador Hotel's Embassy Club.

The Sunnysiders go into the

Riviera Hotel, Las Vegas, December 27 for four weeks with options. . . . George Cardini, orkster and head of Greenbrier Records, has completed a full-length novel, "Bullets Whistle Out of Tune," which will be published early in 1956.

Decca Records has signed Tommy Charles to a pact. The vocalist will record for the pop market, altho he is a protege of c.&w. artist Webb Pierce. . . . Coral artist Steve Lawrence will visit Deejays in Chicago December 19 and 20. On Monday (20) he'll appear on the Steve Allen show from the Windy City. . . . Pianist Errol Garner appears on the Allen show Thursday (22), and on Friday (23) flies to St. Louis for a performance with Dinah Washington.

Joe Davis, operator of the Jay Dee label, has reactivated his pop Davis label for a special issue by the 15-year-old Tulsa high school thrush, Anita Bryant. . . . Paul Werth, former flack for Bethlehem Records, has formed his own artists management firm, Direction Unlimited. His first clients are the Herbie Mann-Sam Most combo and the Six, both jazz groups. . . . Lee Kraft, former exec with Variety Artists Management, also has struck out for himself. He's handling jazzman Miles Davis and the Howard McChee-Alan Eager Quintet. Kraft also has inked Geraldine Garner to handle her vocal career. The would-be thrush has been appearing in burlesque for two years as "The Sparkling Sequin."

SESAC, Inc., music licensing organization, has added another firm to its list of publisher affiliates. This is the firm of Max T and Beatrice P. Krone, publishers of choral music.

Denver

The Whispering Winds are back at Chris Maurer's Town House after a series of limited engagements thruout the South and Southwest. Their latest trek included a short stay at three top-drawer New Orleans supperies. Clyde McCoy, his trumpet and Dixieland combo, continue to get heavy mitt action at the Red Door, where his nightly capers, complete with costumes, gimmicks and good music, pack the nitery.

The Woodson Family, a quintet of brother-sister song, dance and comedy act, pulled good houses nightly into the Top of the Park, where they made a week's stay. . . . Weekends saw the S.R.O. sign hung out at the plush nitery where Mike DiSalle and his band, like old man river, seem to go on and on. Al Fike and His Taylor IV are back at Taylor's Westside supper after a 30-day stint in St. Louis' Chase Hotel.

Hollywood

Frank Sinatra has been made an honorary member of AFM, Local 47. Only others who have been so honored were Bing Crosby and Bob Hope. . . . Praiser Barney McDevitt (nee Mother) checks out of the Beverly Hills Hotel after an 18-month assignment. . . . Irwin Zucker handling promotion for Steve Allen's "What Is a Wife?" and also for Sunset Records.

With the writing of words and music for a 10th song, "True Love," Cole Porter completed the musical score for M-G-M's "High Society," musical starring Bing Crosby, Frank Sinatra and Grace Kelly. . . . The Merry-Macs begin a holiday run at Hattrah's Club, Lake Tahoe, next week. . . . Ray Heindorf, Warner Bros.' music director, checked out of St. Joseph's Hospital in Burbank following injuries received in a fall. . . . The Westlake College of Modern Music presented its annual awards here this week, with trophies going to Les Brown, Billy May, Frank Sinatra, Ella Fitzgerald, disk jockey's Peter Potter and Jack Wagner and the Rev. Alvin Kershaw. . . . Kay Cee Jones, nee Ruthie James, will etch a brace of Sherrill-Moody tunes from the Moulin Rouge show for Marquee Records.

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H E N R I R E N E H A S A S M A S H H I T F O
H E N R I R E N E H A S A S M A S H H I T F O R 1 9 5 6 !

The Little Laplander**Ring on Little Bell**

20/47-6361

"New Orthophonic" High Fidelity recording

the dealer's choice

RCA VICTOR



Christmas Record Sales Take On Hot-Cold Pattern in Hub

BOSTON, Dec. 17.—Christmas record sales were chalking up some curious patterns in the Boston metropolitan area this week and, while reports generally indicated a bigger volume than any past year, some dealers were wondering if a new generation of record buyers with different buying habits had entered the market.

The rush started early this year and up to the previous week business had been heavy. In city stores the customers had begun to thin out, with the business coming in delayed waves. But in department store record departments, things were normal, and it looked like the best year ever.

Both of the Hub's one-stop operators, Jerry Flatto, of Boston Record Distributors, and Dick Mitchell, of Dick's Records, were a little

startled at the trend. It had swamped them up to last week and was now rushing them off their feet one day and leaving them loafing the next.

Krey's, Inc., with three big-volume discount stores, reported that dollar-wise to date business was equaling last year's, but from the profit standpoint it would be off. Higher overhead and cut-rate competition were blamed for the condition. The steady business volume at the big Mosher Music store was called "satisfactorily." LP albums of all types were selling in volume and "Tom Lehrer Sings," performed by a Harvard savant, and which has had a steady sale for months, zoomed into the lead as the choice for gift-givers.

"Nuttin' for Christmas" appeared to be the yultime special this year, with city and suburban dealers reporting heavy movement in the platter. Suburban shops found business steady and strong. Some disks were getting a big play out of town which were hardly being touched in the city. These were "Calypso Christmas," "12 Days to Christmas," and "Christmas Chimes," which was selling out in some spots.

JUST LIKE POP

Red Seal's Oistrakh LP Rushed

NEW YORK, Dec. 17. — RCA Victor's Red Seal department stole a page from the pop disk producers' book this week in rushing out a new David Oistrakh LP one week after it was recorded. The Soviet violinist cut the disk in Boston December 9, and Victor made the first shipment to distributors yesterday (16).

Actually, the diskery had covers in preparation well ahead of time and thus becomes the first company to issue American-made Oistrakh. The first issue of two from Victor is a grouping of the Prokofiev Sonata No. 1, the Leclair Sonata No. 3 and a Locatelli Sonata.

Several days later he recorded the Chausson "Poeme" and Ravel "Tzigane" with the Boston Symphony conducted by Charles Munch.

It was noted by one top Victor exec that his company had succeeded in making its Oistrakh coup without dangling the inducement of a mail-order club before the artist. The latter also had been signed for two major recordings by Columbia Records (The Billboard, December 3).

Golden Records to Cut 'Romper' TV

NEW YORK, Dec. 17.—Little Golden Records inked a deal last week to produce a series of disks based on the TV "Romper Room" series. The first six 25-cent disks are scheduled for release in March.

The deal was set by Bob Bernstein, general co-manager of the newly constituted Simon & Schuster Golden Record division, and Bert Cluster, president of Bert Cluster Television Productions. The latter outfit produces the nursery school segs, which now are viewed in over 30 cities.

The S.&S. sales force is readying special promotion plans to launch the pre-school moppet material, which will be recorded under the direction of Golden's co-manager, Arthur Shimkin.

PRESLEY GETS 4 WITH GLEASON

NEW YORK, Dec. 17.—Elvis Presley has been booked to appear on four consecutive segs of Jackie Gleason's "Stage Show" on CBS-TV, marking his entrance into the big-time TV field. Presley, who inked a lucrative pact with RCA Victor this month, will guest on the Gleason show December 28, January 4, 11 and 18. The deal was set by his manager Col. Tom Parker. NBC-TV reportedly was also bidding for Presley to guest on Gleason's competitor Perry Como's show, but Gleason came thru with the top coin offer.

Rand Quits A-V Taper

NEW YORK, Dec. 17. — Ray Rand has resigned his post as top executive of A-V Tape Libraries, effective the end of this month. The firm was sold by Audio & Video Corporation to a group headed by Jim Rizek, in a deal consummated this week. Included in the transfer was a recording studio.

Rand has been associated with the tape firm since its inception over four years ago. He held the title of vice-president in charge of the tape library. A-V was the pioneer marketer of pre-recorded tape. Rand said he would announce his industry plans at a later date.

Chess R&B

• Continued from page 12

Royal Jokers on Atco; "All Around the World" by Little Willie John on King, "Why Don't You Write Me?" by the Jacks on RPM, "Death of an Angel" by Donald Woods on Flip, "Gum Drop" by Otis Williams on DeLuxe, and "Bo Diddley" by the artist bearing the same name on Chess.

A strong earlier example was "Tweedlee Dee" by Laverne Baker on Atlantic.

Heavy Volume

Diskery execs state that the heavy volume comes with the pop sales on disks that break in both markets.

Phil and Leonard Chess have already run four disk sessions for their new Marterry label. Disks, due out January 1, include sides by Danny Overbea and Savannah Churchill. The Chess brothers plan to set up a new group of indie distributors to handle the line.

BOM Records

• Continued from page 13

level, Lynch said that spots on participating shows, such as the Martha Deane WOR ainer here, have proved especially effective in promoting club memberships.

Altho no figures were cited, Lynch said that the net cost per club member via radio shots compared favorably enough with those obtained thru space advertising to justify expanded use of radio starting early next month.

New Cap Pact

• Continued from page 12

and negotiated the new deal. New pact puts to rest reports that Sinatra might sign with RCA Victor as part of an NBC-TV package.

The no figures were disclosed, Sinatra is reported to have received a substantial increase in his guarantee.

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TONYMARTINHASASMASHHITFOR1956!

Just a Gigolo

Love, You Funny Thing

20/47-6368

"New Orthophonic" High Fidelity recording

the dealer's choice

RCA VICTOR



BMI Check List

OF New RECORD RATINGS
BY THE TRADE PRESS

| | Billboard | Cash Box | Variety |
|---|----------------|---------------------|-----------|
| AFRAID OF THE DARK (Hill & Range) TONY BENNETT (Columbia) | 78 (Good) | Sleeper of the Week | |
| AIN'T IT A PITY AND A SHAME (Maple Leaf) FRANKIE LAINE-FOUR LADS (Columbia) | 78 (Good) | B+ (Excellent) | Excellent |
| ANGELS IN THE SKY (Ridgeway) THE CREWCUTS (Mercury) | Best Buy | Disk of the Week | |
| ARE YOU SATISFIED (Cordial) SHEB WOOLEY (MGM) | | Sleeper of the Week | Best Bet |
| RUSTY DRAPER (Mercury) | Best Buy | Disk of the Week | |
| CONNIE FRANCIS (MGM) | 74 (Good) | B+ (Excellent) | Good |
| CATHY JOHNSON (Columbia) | 75 (Good) | B (Excellent) | |
| TONI ARDEN (Victor) | 77 (Good) | (Very Good) | |
| COME HOME (Lois) EYDIE GORME (ABC-Paramount) | 76 (Good) | Sleeper of the Week | Fair |
| CATHY RYAN (King) | 73 (Good) | B (Very Good) | |
| EILEEN BARTON (Coral) | 80 (Excellent) | B (Very Good) | |
| DOLLY'S OH SUSANNA (Springfield) DON CHARLES & HIS SINGING DOGS (Victor) | Best Buy | Sleeper of the Week | Good |
| DUNGAREE DOLL (E. B. Marks) EDDIE FISHER (Victor) | Spotlight | Disk of the Week | Good |
| THE ROCK BROTHERS (King) | 73 (Good) | | |
| GEE WHITTAKERS (Lowell) | | | |
| PAT BOONE (Dot) | Best Buy | Sure Shot | Best Bet |
| THE FIVE KEYS (Capitol) | RGB | Award | |
| GROWIN' UP (American) | Spotlight | | |
| DOLORES HAWKINS (Epic) | 78 (Good) | Best Bet | |
| BURT TAYLOR (Mercury) | 75 (Good) | B (Very Good) | |
| I FORGOT TO REMEMBER TO FORGET (Hi-Lo) | C&W | C&W | |
| ELVIS PRESLEY (Sun) | Best Buy | Bullseye | |
| TONI ARDEN (Victor) | 76 (Good) | B (Very Good) | |
| LIVIN' IT UP (E. B. Marks) | | | |
| DICK WILLIAMS (Victor) | C&W | C&W | |
| THE ROCK BROTHERS (King) | Spotlight | B (Very Good) | |
| MEMORIES ARE MADE OF THIS (Montclare) | 72 (Good) | | |
| DEAN MARTIN (Capitol) | Best Buy | Sure Shot | Best Bet |
| GALE STORM (Dot) | Spotlight | Sleeper of the Week | |
| THE MOST (Lois) | | | |
| BOYD BENNETT (King) | 78 (Good) | B+ (Excellent) | |
| MY LOVE, YOUR LOVE (Zodiac) | 80 (Excellent) | Disk of the week | Excellent |
| THE AMES BROTHERS (Victor) | | Sleeper of the week | Good |
| NOW (Winnifred) | 75 (Good) | | |
| DICK DUANE (ABC-Paramount) | | Best Bet | Excellent |
| SWEET LORENA (BMI) | 74 (Good) | | |
| NORMAN LUBOFF CHOIR (Columbia) | | | |
| TAKE ME BACK TO TOYLAND (Harvard) | Spotlight | Disk of the Week | Best Bet |
| NAT "KING" COLE (Capitol) | | | |
| WHEN YOU DANCE (Angel) | Best Buy | Sure Shot | |
| THE TURBANS (Herald) | | B (Very Good) | |
| THE LAURIE SISTERS (Mercury) | 70 (Good) | | |

BROADCAST MUSIC, INC. 589 FIFTH AVENUE NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

DIRECT From The Orient... our NEW HIT

THE JAPANESE FAREWELL SONG

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

RANGER MUSIC, INC. 1617 Broadway New York 19, N. Y.

A Before Christmas Song!

Eddy Arnold

"Christmas Can't Be Far Away"

RCA VICTOR 29/11-5905

Commanding Attention!

THE INK SPOTS

Great New Release

"COMMAND ME"

on King Records

"Potent Reading!" Cash Box
"Dramatic Solo!" Billboard
"Dramatic Romantic Ballad" Cash Box
"Lasting Climax!" Billboard

A Big Winter Ballad!

The First Snowfall

The voices of Walter Schumann RCA - 47-6318
Bing Crosby Decca - 29777
Page Cavanaugh Trio Olympic - OL 805-A-X

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Priority Goes to the Widows

Continued from page 13

throw the music business into chaos.

One of the points in the ASCAP briefs which is causing some controversy is the quotation of a statement by Richard C. DeWolf in support of the ASCAP viewpoint. DeWolf was an attorney in the Copyright Office when the Act of 1909 was passed, and in 1941 he became Acting Register of Copyrights. The ASCAP brief quotes him as stating in 1925, in "An Outline of Copyright Law," that the renewal can be obtained by the beneficiaries named in the law, and in the order named—"If he (author) is not living, then the widow or widower is entitled to renew; if there is no widow... the children come in..."

Change of Mind

By 1944, however, DeWolf apparently changed his mind. In a letter to Ligon Johnson of 1619 Broadway, DeWolf, then Acting Register of Copyrights, states that it has never been settled as to whether the widow takes precedence over the children in renewal copyrights. "My own view is that they are members of one class; consequently, any member of the class may file for renewal and

thereby obtain a legal title, holding the renewal copyright in trust, however, for the other members of the class..."

DeWolf, in the 1944 letter, adds: "It would seem to me that if it had been the intention to give a widow the right of renewal to the exclusion of the children, the language of the section (in the act) would have read that copyright could be renewed by the widow if the author is not living, or, if neither author nor widow is living, then by the children..."

Later in the letter DeWolf adds: "I fear the difficulty is one inherent in the renewal provisions of the statute and that if the office (copyright office) were to take the position that the children could not share in the renewal rights so long as the widow remained alive, there would be just as much dissatisfaction as under the opposite view. At any rate, the office has never felt that the matter was clear enough to justify taking the position that a child could not renew so long as the widow was living. Our policy, as you know, is to register the renewal in the name of any beneficiary who seems reasonably entitled and leave the apportionment of interests among various beneficiaries to be settled by them or by a court if need arise."

Ad Novelty

Continued from page 12

tive of the paper disk company stated that this would not necessarily be the case in the future. "The surface of this field has not even been scratched," he stated, and added that copyrighted music and name artists might very well come into the picture. He also noted that the merchandising requirements of various clients would likely open the way for considerable use of specially written material, jingles and themes.

Music publishers and writers, whose interest perked up considerably when Columbia Records announced a similar venture several weeks ago, were already interested in the potential of the new field late this week. Thus far, Harry Fox, publisher's agent and trustee, has not had occasion to negotiate rates on tunes for the new-type disks, but in the event copyrighted material were used such a use would of course be considered a mechanical.

The Bing Crosby Phonocards organization is also experimenting with paper phonograph greeting cards, and also will produce paper books and direct-mail material. The disks are manufactured in all three speeds.

ASCAP Revamps

Continued from page 12

on the local level. A publisher who achieved a plug on a network sustainer was always certain to receive credit for that plug—at the rate of the number of stations multiplied by one-half a point. But many publishers felt that the local sampling did not mirror their local plugs.

Quick reaction to the upcoming changes have all been favorable. The general belief is that the new schedule will bring the Society more into step with prevailing conditions; that is, the intensive song and disk exploitation at hinterland outlets. The new plan is expected to lessen one major class of complaints: publishers with big records receiving what they felt was inadequate performance money.

South America

Continued from page 12

brought back by Shaw are crudely printed jobs of currently popular material, containing lyrics in both Spanish and English. These sheets sell for less than half the price asked for the same music legally marketed by responsible publisher representatives.

Lyric magazines are also copiously distributed, with no revenue forthcoming to the copyright holders. In some cases educational methods have also been "plagiarized," Shaw stated.

Roberta Linn

Continued from page 11

the crowd as a reward. It's quite likely, tho, that a more subdued performance would go over just as well and be considerably less taxing on the shapely singer.

Miss Linn bounces all over the stage in doing such numbers as "The Rock and Roll Waltz," but her vocal chords are displayed to better advantage in the likes of "Love Is a Many-Splendored Thing." She also takes a walk around the audience and winds up with a show-stopping strip.

Bobby Seargent's deep blue comedy gets better reception from the ladies than from the males, and he seems to flounder around in his sink-or-swim material.

Spielman.

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 JETHRO...RCA Victor
HILL & RANGE SONGS

Rock Around the Clock - and now -

ROCK-A-BEATIN' BOOGIE

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Breaking for a Hit!

REMEMB'RING

Recorded by

TERESA BREWER...Coral
P. L. HAYES—M. HEALY...Columbia
GEORGE CATES...Coral

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

NOW... AND ALL THROUGH THE WINTER SEASON

Leroy Anderson's

Sleigh Ride

100% Recorded

MILLS MUSIC

The Perennial Favorite

Santa Claus Is Comin' To Town

LEO FEIST, INC.

Best Selling POP RECORDS IN BRITAIN

For Week Ending December 10

Published thru the courtesy of The New Musical Express, Britain's Foremost Musical Publication.

| This Week | Last Week |
|---|-----------|
| 1. CHRISTMAS ALPHABET Dickie Valentine (Decca)..... | 2 |
| 2. ROCK AROUND THE CLOCK Bill Haley Comets (Brunswick)... | 1 |
| 3. LOVE IS A MANY-SPLENDORED THING, Four Aces (Brunswick)... | 3 |
| 4. LET'S HAVE A DING DONG Winifred Atwell (Decca)..... | 4 |
| 5. TWENTY TINY FINGERS Stargazers (Decca)..... | 5 |
| 6. MEET ME ON THE CORNER Max Bygraves (HMV)..... | 6 |
| 7. WHEN YOU LOSE THE ONE YOU LOVE, David Whitfield (Decca)..... | 11 |
| 8. HERNANDO'S HIDEAWAY Johnston Brothers (Decca)..... | 10 |
| 9. YELLOW ROSE OF TEXAS Mitch Miller (Philips)..... | 8 |
| 10. AIN'T THAT A SHAME Pat Boone (London)..... | 7 |
| 11. HAWK-EYE Frankie Laine (Philips)..... | 12 |
| 12. SUDDENLY THERE'S A VALLEY Petula Clark (Nixa)..... | 9 |
| 13. SINGING DOGS (Nixa)..... | 13 |
| 14. SUDDENLY THERE'S A VALLEY Lee Lawrence (Columbia)..... | — |
| 15. SUDDENLY THERE'S A VALLEY Jo Stafford (Philips)..... | 20 |
| 16. ON WITH THE MOTLEY Harry Secombe (Philips)..... | 17 |
| 17. TWENTY TINY FINGERS Alma Cogan (HMV)..... | — |
| 18. SEVENTEEN Frankie Vaughan (Philips)..... | 18 |
| 19. ARRIVERDICI DARLING Anne Shelton (HMV)..... | — |
| 20. OLD PIANNA RAG Dickie Valentine (Decca)..... | — |

Stoppage in Jan.

Continued from page 13

view of BIEM's attitude, the industry may not be able to make new recordings of their works after January 1. The Federation's notice to members went out earlier this month under the signature of Brian Bramall, director-general.

In Europe, mechanicals are not controlled by statute—as is the case in the United States. The rates are set by BIEM and its publisher members.

Should the deadlock persist and the threatened "strike" become an actuality, the situation is regarded as likely to have an indirect effect on the American music business—particularly in the areas of the disk export business and the operations of foreign affiliates of American disk firms.

Unique Starts Subsid

NEW YORK, Dec. 17.—Unique Records has launched a subsidiary label, Point Records, with the first disks bearing the new tag due out next week. The sides will cover the pop, rock and roll, and kiddie fields. Unique is headed by Joe Leahy and Stan Borden.

Review Spotlight on . . .

ALBUMS

Popular

PIPE DREAM (1-12") - Original Cast. RCA Victor LOC 1023

Rodgers and Hammerstein didn't get as good reviews on their new legit show, "Pipe Dream," as on past offerings, but any R. and H. score is bound to be a hot sales item, so this package should pile up its share of orders.

ROCK AROUND THE CLOCK (1-12")-Bill Haley and His Comets. Decca DL 8225

This collection of Bill Haley singles may be a bit premature sales-wise, in that Haley is slated to appear in a Columbia movie tagged "Rock Around the Clock" early next year, and the sound track version will undoubtedly carry the same tag.

Classical

VERDI: AIDA (3-12")-Maria Callas, Richard Tucker; La Scala Orchestra and Chorus; Tullio Serafin, Cond. Angel 3525

Callas and Tucker are the stellar draws here in a rich over-all performance of the operatic staple. It is the former, tho, whose passionate portrayal has the most dramatic impact.

Jazz

PIANO INTERPRETATIONS (1-12") - Oscar Peterson, Art Tatum, Teddy Wilson, Bud Powell. Norgran MGN 1036

Four giants of the jazz piano—each of them playing several standards—are on this disk. The package offers the jazz-minded listener a chance to compare styles and techniques of these noted performers, and really stacks up as a smart merchandising idea.

Reviews and Ratings of New Popular Albums

SUSAN HAYWARD SINGING SONGS FROM "I'LL CRY TOMORROW" . . . 78 Sound Track (1-EP) M-G-M X 1180

M-G-M pulled a switch and had movie star Susan Hayward do her own singing on this sound track waxing from the forthcoming film version of Lillian Roth's best selling autobiography, "I'll Cry Tomorrow."

"INVITATION TO THE DANCE" . . . 78 Sound Track (1-12") M-G-M E 3207

Gene Kelly's forthcoming picture is an all-dance feature consisting of three sequences. The scores of the two most musically rewarding sections are heard in this album: "Circus," with music composed by Jacques Ibert, and "Ring Around the Rosy" by Andre Previn.

YOUNG BING CROSBY . . . 77 (1-12") "X" LVA 1000

Here's another in "X's" Vault Originals series, spotlighting 12 waxings out of Bing Crosby's Paul Whiteman-Gus Arnheim period (1928-1931). It's an excellent collector's item with strong nostalgic appeal.

THE IMMORTALS—JOLSON AND CANTOR . . . 76 (1-10") Epic LN 1128

Here's a great collector's package of nostalgia and sock showmanship—featuring the late Al Jolson and Eddie Cantor. The masters (culled from Columbia's old files) include such solid oldies as Cantor's "If You Knew Suzy" and Jolson's trademarked "April Showers."

LAWRENCE WELK'S POLKA PARTY . . . 75 (1-12") Decca DL 8213

Here is an album with warm, old-fashioned appeal. The polka has a large die-hard following, and for them Welk has prepared an exciting and highly varied program of perennial

favorites. They include: "The Beer Barrel Polka," "Pennsylvania Polka," "Champagne Polka," "Raise the Window Down," "Clarinet Polka," "Pound Your Table Polka," "Barbara Polka," etc.

A SALUTE TO THE FABULOUS DORSEYS . . . 75 Buddy Morrow and his Ork (1-12") Wing MGW 12000

Buddy Morrow, a former sideman with both Tommy and Jimmy Dorsey, plays a musical tribute to the famous brothers in this collection of swingy, danceable instrumentals, including the best known Dorsey hits—"Oh Look at Me Now," "Maria Elena," "On the Sunnyside of the Street," "Amapola," etc.

I PRESUME . . . 75 The Hi-Los (1-10") Starlite ST 6005

In many ways, this young group represents a contradiction of current vocal group styles. Lots of attention is paid to shading, to blend and particularly to extremely tight chord structures. In a way the group seems to represent vocal progressive jazz.

PIPE BAND OF HER MAJESTY'S SCOTS GUARDS 2ND BATTALION . . . 73 (1-12") Decca DL 8184

This package is for devotees of the bagpipe, and, truth to tell, the number of such is increasing. The pieces herein are marches, strathspeys and reels—spirited selections with such evocative titles as "The 79th's Farewell to Gibraltar," "The 93d's Farewell to Edinburgh," "Highland Brigade's March to Helibron," etc.

COMPOSERS AT PLAY: HAROLD ARLEN AND COLE PORTER . . . 72 (1-12") "X" LVA 1003

Two of our top musical comedy tunesmiths cut these in the early '30's for sale in certain "class" record shops—the only ones doing any record business those days. The market for show musical specialties is much larger today, and collectors should plunge for these re-issued rarities.

THE HONEY DREAMERS SING GERSHWIN . . . 70 (1-12") Fantasy 207

Elliot Lawrence and his ork team up with vocal arranger Bob Davis and the rest of the three-boy, two-girl crew to turn out a most imaginative and listenable disk. The group demonstrates its usual keen blend and sense of expression on this all-Gershwin collection.

VERY TRULY YOURS . . . 68 Little Jimmy Scott (1-12") Savoy MG 12027

Scott, a one-time vocalist with the Lionel Hampton band, has an unusual singing style, difficult to categorize. Technically, somewhere between blues and standard pop, he is so individual that he can truly be said to be in a class by himself.

LE CHEVAL DANS LA BAIGNOIRE (THE HORSE IN THE BATHTUB) . . . 68 Stephane Golman, Guitar (1-10") Haydn Society HGL 1

Stephane Golman, French balladeer and poet, sings a dozen songs—each

(Continued on page 31)

Reviews and Ratings of New Classical Releases

RAVEL: RHAPSODIE ESPAGNOLE; CHABRIER: ESPANA RHAPSODIE; IBERT: ESCALES (PORTS OF CALL) (1-12") - Detroit Symphony Orchestra; Paul Paray, Cond. Mercury MG 50056. 79

Such French music is the specialty of Paray, and his readings rate with the best. In addition, the sound on this disk is superb, and perfectly ordered for the iridescent impressionist music. A good demonstration disk, and a good item to push over the counters.

KHATCHATURIAN: GAYNE SUITE; MASQUERADE SUITE (1-12")-Philharmonia Orchestra; Aram Khatchaturian, Cond. Angel 35277 . . . 78

In flowing melody and stimulating rhythm this set holds music with the broadest popular appeal. Conducted by the composer, the authenticity of interpretation can not be questioned. Likely to sell extremely well. A good item for most any store.

BERLIOZ: SYMPHONIE FANTASTIQUE (1-12")-Berlin Philharmonic; Igor Markevitch, Cond. Decca DL 9783 . . . 77

Altho there is heavy competition on this work, this version stacks up with the best. Markevitch and the orchestra itself are first-rate, and the full, rich sound obtained by the Deutsche Grammophon engineers is in a class by itself.

BEETHOVEN: VIOLIN CONCERTO (1-12")-Wolfgang Schneiderhan, Violin; Berlin Philharmonic; Paul van Kempen, Cond. Decca DL 9784 . . . 76

Another Beethoven Violin Concerto, un-economical perhaps in the amount of music on the disk, but very rewarding in musical values. This is a mature interpretation, equally perceptive on the part of the soloist and orchestra.

SAINT-SAENS: BACCHANALE FROM "SAMSON AND DELILAH"; THOMAS: RAYMOND OVERTURE; AUBER: LE DOMINO NOIR OVERTURE; LE CHEVAL DE BRONZE OVERTURE; FRA DIAVOLO OVERTURE; LA MUETTE DE PORTICI OVERTURE (1-12")-Orchestra des Concerts Lamoureux; Jean Forneret, Cond. Epic LC 3174 . . . 74

Here is a sampling of early and late 19th century music by French masters.

The performances are sparkling. This, combined with repertoire which is not too sophisticated, should appeal to new classical buyers. The package is well recorded.

MOZART: MASS IN C MINOR (2-12") -Soloists; Vienna Symphony and Chamber Choir; Rudolf Moralt, Cond. Epic SC 6009 . . . 72

When much else released this Mozart year will be forgotten, this dishing will continue in constant, if moderate, demand. For here is a wonderfully handled reading of the Mass, beautifully sung by the principals, Theresa Stich-Randall, etc., and the chorus. Thoro annotation adds to the package's value, and full Latin text and translation is provided.

GRIEG: SUITE IN OLDEN STYLE "FROM HOLBERG'S TIME"; TWO ELEGIAC MELODIES; TWO MELODIES AFTER ORIGINAL SONGS; TWO NORWEGIAN MELODIES; TWO LYRIC PIECES (1-12")-Arthur Winograd String Orchestra. M-G-M E 3221 . . . 72

This album contains all of Grieg's works scored for string orchestra. The selections are beautifully performed by the group led by Arthur Winograd, who seems to have the capacity to highlight Grieg's individual thematic and harmonic style. The package should have a fair sales potential.

ELGAR: THE DREAM OF GERONTIUS (2-12")-Richard Lewis, Tenor; The Huddersfield Choral Society, The Liverpool Philharmonic Orchestra; Sir Malcolm Sargent, Cond. Angel 3543 . . . 71

The association of Malcolm Sargent with this work (a close friend of the composer, he was one of the first to conduct it, and has been its most frequent interpreter in the past 40 years) makes him the only logical person to present it for the first time on records. "Gerontius" is a sacred cantata, based on a well-known poem of Cardinal Newman, whose subject is death and the life of the hereafter.

MALIPIERO: STRING QUARTET NO. 4; PROKOFIEFF: STRING QUARTET NO. 2 (1-12")-Quartetto Italiano. Angel 35296 . . . 71

In its class, that of contemporary chamber music by French masters.

Another Big One— A New Approach for the CREW CUTS 'ANGELS IN THE SKY' Mercury #70741. The Billboard, Dec. 17, 1955 HONOR ROLL OF HITS The Nation's Top Tunes For survey week ending Dec. 7 Angels in the Sky By Dick Glasser—Published by Ridgeway (BMI) RECORDS AVAILABLE: Crew Cuts, Mercury 70741. The Billboard, Dec. 17, 1955 Best Sellers in Stores For survey week ending December 7 This Week Last Week Chart Angels in the Sky (BMI) Crew Cuts . . . 1 Mostly Marths (BMI) Mercury 70741. RIDGEWAY MUSIC, INC. 6087 Sunset Hollywood 28, Calif.

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

The Billboard Music Popularity Charts

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

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending December 14

| This Week | Last Week | Weeks on Chart | This Week | Last Week | Weeks on Chart |
|--|-----------|----------------|---|-----------|----------------|
| 1. Sixteen Tons By Merle Travis—Published by American Music (BMI) BEST SELLING RECORD: T. Ernie, Cap 3262. RECORDS AVAILABLE: J. Desmond, Coral 61529; Marvia & The Chirps, Tip Top 202; R. Sovine, Dec 29739. | 1 | 7 | 6. I Hear You Knockin' By David Bartholomew—Published by Commodore (BMI) BEST SELLING RECORDS: G. Storm, Dot 15412; S. Lewis, Imperial 5356. RECORDS AVAILABLE: M. Wiseman, Dot 1273. | 7 | 12 |
| 2. Memories Are Made of This By Gilkyson-Dehr-Miller—Published by Montclare (BMI) BEST SELLING RECORD: D. Martin, Cap 3295. RECORDS AVAILABLE: M. Carson, Col 40573; G. Storm, Dot 15436. | 6 | 3 | 6. Only You By Buck Ram—Published by Wildwood (BMI) BEST SELLING RECORDS: Platters, Mercury 70633; Hilltoppers, Dot 15423. RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Dee, Wing 90015; B. Frank, Bell 1109. ELECTRICAL TRANSCRIPTION: Barbara Carroll, Standard. | 8 | 13 |
| 3. Autumn Leaves By J. Mercer, J. Prevert, J. Kosma—Published by Ardmore (ASCAP) BEST SELLING RECORD: R. Williams, Kapp 116. RECORDS AVAILABLE: S. Allen & G. Gates, Coral 61485; R. Charles Singers, M-G-M 12068; M. Ferguson, Mercury 70686; G. Galian, X 0161; J. Gleason, Cap 3223; M. Miller, Col 50033; T. Russo, Bell 1106; V. Young, Dec 29653. ELECTRICAL TRANSCRIPTIONS: Lou Brownie, Standard; Allen Roth, Ork., The-saurus; Henry Jerome Ork, Lang-Worth. | 2 | 18 | 8. Love and Marriage By Sammy Cahn and James Van Heusen—Published by Barton (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3260. RECORDS AVAILABLE: H. Grayco, X 0168; Laurie Sisters, Mercury 70705; J. Loco, Col 40591; D. Shore, Vic 20-6266. ELECTRICAL TRANSCRIPTIONS: Billy Mills Ork, Standard; Henry Jerome Ork, Lang-Worth. | 9 | 10 |
| 4. Moments to Remember By Stillman & R. Allen—Published by Beaver (ASCAP) BEST SELLING RECORD: Four Lads, Col 40539. RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Ballad, Bell 1107. ELECTRICAL TRANSCRIPTIONS: Russ Carlyle, Standard; Henry Jerome Ork, Lang-Worth. | 3 | 16 | 9. Love Is a Many-Splendored Thing By Sammy Fain & Paul Webster—Published by Miller (ASCAP) BEST SELLING RECORD: Four Aces, Dec 29625. RECORDS AVAILABLE: J. Bradley, Mercury 70716; D. Cornell, Coral 61467; Don, Dick & Jimmy, Crown 158; W. Herman, Cap 3202; J. Holiday, Dec 29709; J. Loco, Col 40591; D. Rose, M-G-M 30883; P. B. Ruiz, Vic 20-6341; T. Russo, Bell 1106. ELECTRICAL TRANSCRIPTIONS: David Lewinter Ork, Standard; Henry Jerome Ork, Lang-Worth. | 4 | 18 |
| 5. He By Richard Mullan & Jack Richards—Published by Avas (BMI) BEST SELLING RECORDS: A. Hibbler, Decca 29660; McGuire Sisters, Coral 61501. RECORDS AVAILABLE: K. Armen, M-G-M 12078; G. B. Shea, Victor 20-6292. ELECTRICAL TRANSCRIPTIONS: Paul Smith Trio, Standard; Henry Jerome Ork, Lang-Worth. | 4 | 14 | 10. Shifting, Whispering Sands By M. Gilbert & V. Gilbert—Published by Gallatin (BMI) BEST SELLING RECORDS: R. Draper Mercury 70696; B. Vaughn, Dot 15409. RECORD AVAILABLE: L. Ballad, Bell 1107; Johnson Family, Vic. ELECTRICAL TRANSCRIPTION: Henry Jerome Ork, Lang-Worth. | 10 | 15 |
| Second Ten | | | | | |
| 11. It's Almost Tomorrow By Buss Adkinson—Published by Northern Music (ASCAP) BEST SELLING RECORDS: Dream Weavers, Dec 29683; S. Lanson, Dot 15424. RECORDS AVAILABLE: D. Carroll, Mercury 70717; J. Stafford, Col; L. Welk, Coral 61524. | 11 | 7 | 16. Woman in Love By Frank Loesser—Published by Frank Music (ASCAP) BEST SELLING RECORD: F. Laine, Col 40583. RECORDS AVAILABLE: Four Aces, Dec 29725; G. MacRae, Cap 3284. ELECTRICAL TRANSCRIPTION: George Cook, Standard. | 19 | 4 |
| 12. Suddenly There's a Valley By C. Meyer & B. Jones—Published by Warman-Hill & Range (BMI) BEST SELLING RECORD: Jo Stafford, Col 40559. RECORDS AVAILABLE: P. Andrews, Cap 3228; B. Adams, Bell 1108; K. Armen, M-G-M 12078; G. Grant, Era 1003; J. La Rosa, Cadence 1270; M. Lynn, Vic 47-6257; Mills Brothers, Dec 29686. ELECTRICAL TRANSCRIPTIONS: Russ Carlyle, Standard; Henry Jerome Ork, Lang-Worth. | 12 | 15 | 17. Cry Me a River By Arthur Hamilton—Published by Saunders (ASCAP) BEST SELLING RECORD: J. London, Liberty 55006. RECORDS AVAILABLE: E. Barton, Coral 61530; J. Corey, Col 40596; K. White, Mercury 70722. ELECTRICAL TRANSCRIPTION: George Cook, Standard. | 18 | 5 |
| 13. Nuttin' for Christmas By Sid Pepper and Roy C. Bennett—Published by Ross Jungnickel (ASCAP) BEST SELLING RECORD: B. Gordon-A. Mooney, M-G-M 12092. OTHER RECORDS AVAILABLE: Fontane Sisters, Dot 15434; S. Freberg, Cap 3280; J. Ward, King 4854; R. Zahnd, Col 40576. | - | 1 | 18. Bible Tells Me So By Dale Evans—Published by Paramount-Roy Rogers (ASCAP) BEST SELLING RECORD: D. Cornell, Coral 61467. RECORDS AVAILABLE: K. Armen, M-G-M 12045; Coronets, Groove 0116; M. Jackson, Col 40554; N. Noble, Wing 90003; Weatherford Qt., Vic 20-6218; R. Young, Dec 29615. ELECTRICAL TRANSCRIPTIONS: Ralph Marterie, Standard; Henry Jerome Ork, Lang-Worth. | 14 | 21 |
| 14. Daddy-O By Gore, Abner & Innis—Published by Mar-Kay (BMI) BEST SELLING RECORD: Fontane Sisters, Dot 15428. RECORDS AVAILABLE: B. Lou, King 4835; E. Russell-R. Eberle, Bell 1111. | 16 | 7 | 19. No Arms Can Ever Hold You By Art Cramer & Jimmy Webb—Published by Gil (BMI) BEST SELLING RECORD: G. Shaw, Dec 29679. RECORDS AVAILABLE: P. Boone, Dot; J. Clay, Coral; Gaylords, Mercury; H. Jeffries, Olympic 503; J. Young, London. ELECTRICAL TRANSCRIPTION: Ralph Marterie, Standard. | 20 | 9 |
| 15. Band of Gold By Bob Musel & Jack Taylor—Published by Ludlow Music (BMI) BEST SELLING RECORD: D. Cherry, Col 40597. RECORDS AVAILABLE: K. Carson, Cap 3283; Hi-Fi Four, King 4856. | 16 | 4 | 19. At My Front Door By J. Moore & E. Abner—Published by Tollie (BMI) BEST SELLING RECORDS: P. Boone, Dot 15422; El Dorados, Vee Jay 147. RECORD AVAILABLE: Modernaires, Coral 61513. ELECTRICAL TRANSCRIPTION: Paul Smith Trio, Standard. | 13 | 11 |
| Third Ten | | | | | |
| 21. Yellow Rose of Texas By D. George—Published by Planetary (ASCAP) RECORDS AVAILABLE: J. Desmond, Coral 61476; I. Fields Trio, Tico 273; S. Freberg, Cap 3249; G. Galian, X 0161; Homer & Jethro, Vic 20-6241; M. Katz, Cap 3239; M. Miller, Col 40540; T. B. Strength, Cap 3217; E. Tubb, Dec. 29633. ELECTRICAL TRANSCRIPTION: Ray Pearl, Standard. | 15 | 21 | 25. Teen-Age Prayer By Riechner & Lowe—Published by La Salle (ASCAP) RECORDS AVAILABLE: G. Storm, Dot 15436; G. Mann, Sound 126; D. Cooper, Modern 977. | - | 1 |
| 22. All at Once You Love Her By Rodgers & Hammerstein—Published by Chappell (ASCAP) RECORD AVAILABLE: P. Como, Vic 20-6294. ELECTRICAL TRANSCRIPTIONS: Billy Mills Ork, Standard; George Cook, Standard; Henry Jerome, Lang-Worth. | 25 | 4 | 27. Burn That Candle By Winfield Scott—Published by Roosevelt (BMI) RECORDS AVAILABLE: Cues, Cap 3245; B. Haley, Dec 29713. | 28 | 3 |
| 23. C'est La Vie By Wolsson & White—Published by Planetary Music (ASCAP) RECORDS AVAILABLE: De John Sisters, Epic 9131; S. Gale, Vic 20-6286; S. Vaughan, Mercury 70727. ELECTRICAL TRANSCRIPTION: Paul Smith Trio, Standard. | 25 | 3 | 28. Angels in the Sky By Dick Glasser—Published by Ridgeway (BMI) RECORDS AVAILABLE: Crew Cuts, Mercury 70741. | 29 | 2 |
| 23. Great Pretender By Buck Ram—Published by Southern (ASCAP) RECORDS AVAILABLE: Platters, Mercury 70753; J. Riggs, Media 1020. | 30 | 2 | 29. You Are My Love By Jimmy Nabbie—Published by Jubilee (ASCAP) RECORDS AVAILABLE: Four Tunes, Jubilee 5218; J. James, M-G-M 12066. ELECTRICAL TRANSCRIPTIONS: Ralph Marterie, Standard; Paul Smith Trio, Standard; Henry Jerome, Lang-Worth. | 22 | 12 |
| 25. Croce Di Oro (Cross of Gold) By Kim Gammon—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: R. & B. Foley, Dec 29704; P. Page, Mercury; J. Regan, London. ELECTRICAL TRANSCRIPTION: George Cook, Standard; Henry Jerome Ork, Lang-Worth. | 21 | 9 | 29. Tender Trap By Sammy Cahn and J. Van Heusen—Published by Barton (ASCAP) RECORDS AVAILABLE: F. Sinatra, Cap 3290; E. Fitzgerald, Dec 29746; D. Reynolds, M-G-M 12086. | - | 1 |

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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

THE NUMBER

1

KIDDIE RECORD COAST TO COAST!...



OFFICIAL MICKEY MOUSE CLUB RECORDS

DBR50 *Mickey Mouse Club March The Mouseketeers' March*

DBR51 *Fun With Music, Volume I*

DBR52 *Fun With Music, Volume II*

DBR53 *Fun With Music From Many Lands*

DBR54 *Mousekedances*

DBR55 *Mouseketunes*

DBR56 *Jiminy Cricket Sings*

DBR57 *Bongo*

Available in both 78's and 45's! Up to 10 minutes playing time on each record!

ORDER NOW FROM YOUR LOCAL DISTRIBUTOR

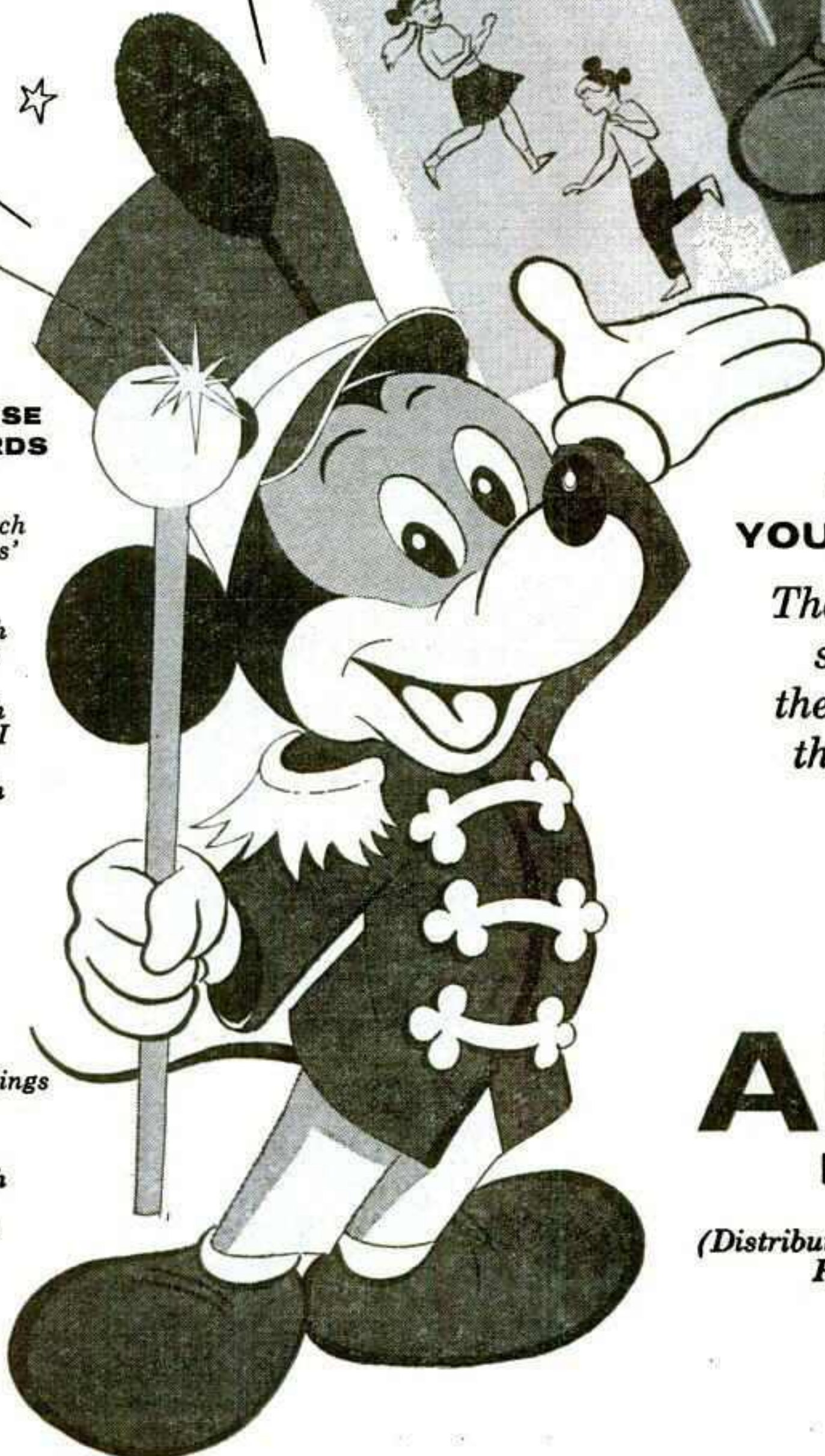
The Mickey Mouse Club March swings way out in front in the juvenile hit parade... with the rest of the Mickey Mouse records right up there with the pace setter!

Distributed by

AM-PAR RECORD CORP.

New York, N. Y.

(Distributed in Canada by Sparton of Canada, Ltd.)
Produced by Simon & Schuster, Inc.



The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending December 14

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 | Title | Label |
|-----------|-----------|----------------|---|-------|
| 1 | | 7 | SIXTEEN TONS (BMI)—Tennessee Ernie You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262 | |
| 2 | | 4 | MEMORIES ARE MADE OF THIS (BMI)—D. Martin Change of Heart (BMI)—Cap 3295 | |
| 3 | | 10 | I HEAR YOU KNOCKIN' (BMI)—G. Storm Never Leave Me (ASCAP)—Dot 15412 | |
| 4 | | 17 | MOMENTS TO REMEMBER (ASCAP)—Four Lads Dream On, My Love, Dream On (ASCAP)—Col 40539 | |
| 5 | | 19 | AUTUMN LEAVES (ASCAP)—R. Williams Take Care (BMI)—Kapp 116 | |
| 6 | | 13 | HE (BMI)—A. Hibbler Breeze (ASCAP)—Dec 29660 | |
| 7 | | 13 | ONLY YOU (BMI)—Platters Bark, Battle and Ball (BMI)—Mercury 70633 | |
| 7 | | 7 | LOVE AND MARRIAGE (ASCAP)—F. Sinatra Impatient Years (ASCAP)—Cap 3260 | |
| 9 | | 17 | LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces Shine On, Harvest Moon (ASCAP)—Dec 29625 | |
| 10 | | 25 | NUTTIN' FOR CHRISTMAS (ASCAP)—B. Gordon-A. Mooney Santa Claus Looks Just Like Daddy (ASCAP)—M-G-M 12092 | |
| 11 | | 10 | IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers You Got Me Wondering (ASCAP)—Dec 29683 | |
| 12 | | 12 | SHIFTING, WHISPERING SANDS (BMI)—R. Draper Time (ASCAP)—Mercury 70696 | |
| 13 | | 15 | DADDY-O (BMI)—Fontane Sisters Adorable (BMI)—Dot 15428 | |
| 14 | | 14 | BAND OF GOLD (BMI)—D. Cherry Rumble Boogie (BMI)—Col 40597 | |
| 15 | | 1 | GREAT PRETENDER (ASCAP)—Platters I'm Just a Dancing Partner (ASCAP)—Mercury 70753 | |
| 16 | | 16 | ONLY YOU (BMI)—Hilltoppers Until the Real Thing Comes Along (ASCAP)—Dot 15423 | |
| 17 | | 13 | HE (BMI)—McGuire Sisters If You Believe (ASCAP)—Coral 61501 | |
| 18 | | 20 | ANGELS IN THE SKY (BMI)—Crew Cuts Mostly Martha (BMI)—Mercury 70741 | |
| 19 | | 11 | AT MY FRONT DOOR (BMI)—P. Boone No Arms Can Ever Hold You (BMI)—Dot 15422 | |
| 20 | | 1 | WOMAN IN LOVE (ASCAP)—Four Aces Of This I'm Sure (ASCAP)—Dec 29725 | |
| 21 | | 1 | NUTTIN' FOR CHRISTMAS (ASCAP)—R. Zahnd Something Barked on Christmas (ASCAP)—Col 40576 | |
| 22 | | 1 | NUTTIN' FOR CHRISTMAS (ASCAP)—J. Ward Christmas Questions (BMI)—King 4854 | |
| 22 | | 18 | BURN THAT CANDLE (BMI)—B. Haley Rock-a-Beatin' Boogie (ASCAP)—Dec 29713 | |
| 24 | | 17 | SHIFTING, WHISPERING SANDS (PARTS I & II) (BMI)—B. Vaughn Dot 15409 | |
| 25 | | 19 | WOMAN IN LOVE (ASCAP)—F. Laine Walking the Night Away—Col 40583 | |

THIS WEEK'S BEST BUYS

TAKE ME BACK TO TOYLAND (Harvard, BMI)

I'M GONNA LAUGH YOU RIGHT OUT OF MY LIFE (Redd Evans, ASCAP)—Nat (King) Cole—Capitol 3305

While not a Christmas tune, "Toyland" has an aptness that is registering in a big way juke box-wise and in retail sales. At present it is the top side, but action on the flip is substantial enough to throw out the possibility that in time it might equal the acceptance of "Toyland." The disk was selling best in Los Angeles, Cleveland, Milwaukee, St. Louis, Baltimore, Buffalo, Philadelphia, Pittsburgh, Nashville, Atlanta, Durham. A previous Billboard "Spotlight" pick.

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

THE ROCK AND ROLL WALTZ (Sheldon, BMI)—Kay Starr—RCA Victor 6359

The fastest breaking record for the thrush since she has been on the Victor label. In addition to being on the Los Angeles territorial chart this week, it is reported strong in Baltimore, Providence, Buffalo, Atlanta, St. Louis and Pittsburgh. "Waltz" is also a good seller in Philadelphia, Cleveland, Milwaukee and elsewhere. Flip is "I've Changed My Mind a Thousand Times" (Shapiro-Bernstein, ASCAP). A previous Billboard "Spotlight" pick.

Most Played in Juke Boxes

For survey week ending December 14

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 | Title | Label |
|-----------|-----------|----------------|--|-------|
| 1 | | 6 | SIXTEEN TONS (BMI)—Tennessee Ernie You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262 | |
| 2 | | 9 | I HEAR YOU KNOCKIN' (BMI)—G. Storm Never Leave Me (ASCAP)—Dot 15412 | |
| 3 | | 15 | AUTUMN LEAVES (ASCAP)—R. Williams Take Care (BMI)—Kapp 116 | |
| 4 | | 11 | MOMENTS TO REMEMBER (ASCAP)—Four Lads Dream On, My Love, Dream On (ASCAP)—Col 40539 | |
| 4 | | 10 | SHIFTING, WHISPERING SANDS (BMI)—R. Draper Time (ASCAP)—Mercury 70696 | |
| 6 | | 10 | ONLY YOU (BMI)—Platters Bark, Battle and Ball (BMI)—Mercury 70623 | |
| 7 | | 1 | MEMORIES ARE MADE OF THIS (BMI)—D. Martin Change of Heart (BMI)—Cap 3295 | |
| 8 | | 8 | HE (BMI)—A. Hibbler Breeze (ASCAP)—Dec 29660 | |
| 8 | | 3 | LOVE AND MARRIAGE (ASCAP)—F. Sinatra Impatient Years (ASCAP)—Cap 3260 | |
| 10 | | 7 | LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces Shine On, Harvest Moon (ASCAP)—Dec 29625 | |
| 11 | | 15 | DADDY-O (BMI)—Fontane Sisters Adorable (BMI)—Dot 15428 | |
| 12 | | 11 | ONLY YOU (BMI)—Hilltoppers Until the Real Thing Comes Along (ASCAP)—Dot 15423 | |
| 13 | | 9 | AT MY FRONT DOOR (BMI)—P. Boone No Arms Can Ever Hold You (BMI)—Dot 15422 | |
| 14 | | 13 | HE (BMI)—McGuire Sisters If You Believe (ASCAP)—Coral 61501 | |
| 15 | | 14 | CRY ME A RIVER (ASCAP)—J. London S'Wonderful (ASCAP)—Liberty 55006 | |
| 15 | | 20 | BURN THAT CANDLE (BMI)—B. Haley Rock-a-Beatin' Boogie (ASCAP)—Dec, 29713 | |
| 17 | | 12 | SHIFTING, WHISPERING SANDS (PARTS I & II)—B. Vaughn Dot 15409—BMI | |
| 17 | | 4 | PEPPER-HOT BABY (BMI)—J. P. Morgan If You Don't Want My Love (ASCAP)—Vic 20-6282 | |
| 19 | | 18 | IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers You Got Me Wondering (ASCAP)—Dec 29683 | |
| 20 | | 1 | IT'S ALMOST TOMORROW (ASCAP)—S. Lanson Stop—Dot 15424 | |

Most Played by Jockeys

For survey week ending December 14

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

| This Week | Last Week | Weeks on Chart | Title | Label |
|-----------|-----------|----------------|--|-------|
| 1 | | 1 | SIXTEEN TONS (BMI)—Tennessee Ernie You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262 | |
| 2 | | 3 | MEMORIES ARE MADE OF THIS (BMI)—D. Martin Change of Heart (BMI)—Cap 3295 | |
| 3 | | 15 | MOMENTS TO REMEMBER (ASCAP)—Four Lads Dream On, My Love, Dream On (ASCAP)—Col 40539 | |
| 4 | | 7 | I HEAR YOU KNOCKIN' (BMI)—G. Storm Never Leave Me (ASCAP)—Dot 15412 | |
| 5 | | 8 | ONLY YOU (BMI)—Platters Bark, Battle and Ball (BMI)—Mercury 70633 | |
| 6 | | 6 | LOVE AND MARRIAGE (ASCAP)—F. Sinatra Impatient Years (ASCAP)—Cap 3260 | |
| 7 | | 5 | AUTUMN LEAVES (ASCAP)—R. Williams Take Care (BMI)—Kapp 116 | |
| 8 | | 4 | LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces Shine On, Harvest Moon (ASCAP)—Dec 29625 | |
| 9 | | 10 | ONLY YOU (BMI)—Hilltoppers Until the Real Thing Comes Along (ASCAP)—Dot 15423 | |
| 10 | | 11 | HE (BMI)—A. Hibbler Breeze (ASCAP)—Dec 29660 | |
| 11 | | 14 | C'EST LA VIE (ASCAP)—S. Vaughan Never (ASCAP)—Mercury 70727 | |
| 12 | | 18 | BAND OF GOLD (BMI)—D. Cherry Rumble Boogie (BMI)—Col 40597 | |
| 13 | | 9 | CRY ME A RIVER (ASCAP)—J. London S'Wonderful (ASCAP)—Liberty 55006 | |
| 14 | | 15 | WOMAN IN LOVE (ASCAP)—Four Aces Of This I'm Sure (ASCAP)—Dec 29725 | |
| 15 | | 13 | ALL AT ONCE YOU LOVE HER (ASCAP)—P. Como Rose Tattoo (ASCAP)—Vic 20-6294 | |
| 16 | | 17 | TENDER TRAP (ASCAP)—F. Sinatra Weep They Will—Cap, 3290 | |
| 17 | | 16 | YOU ARE MY LOVE (ASCAP)—J. James I Lay Me Down to Sleep (BMI)—M-G-M 12066 | |
| 18 | | 20 | DADDY-O (BMI)—Fontane Sisters Adorable (BMI)—Dot 15428 | |
| 19 | | 12 | IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers You Got Me Wondering (ASCAP)—Dec 29683 | |
| 20 | | 1 | IT'S ALMOST TOMORROW (ASCAP)—D. Carroll You Are Mine (BMI)—Mercury 70717 | |

IT'S A MONEY XMAS

With
These
**Great
Hits!**

**THE
PLATTERS**
"THE GREAT
PRETENDER"
AND
"I'M JUST A
DANCING PARTNER"
MERCURY 70753

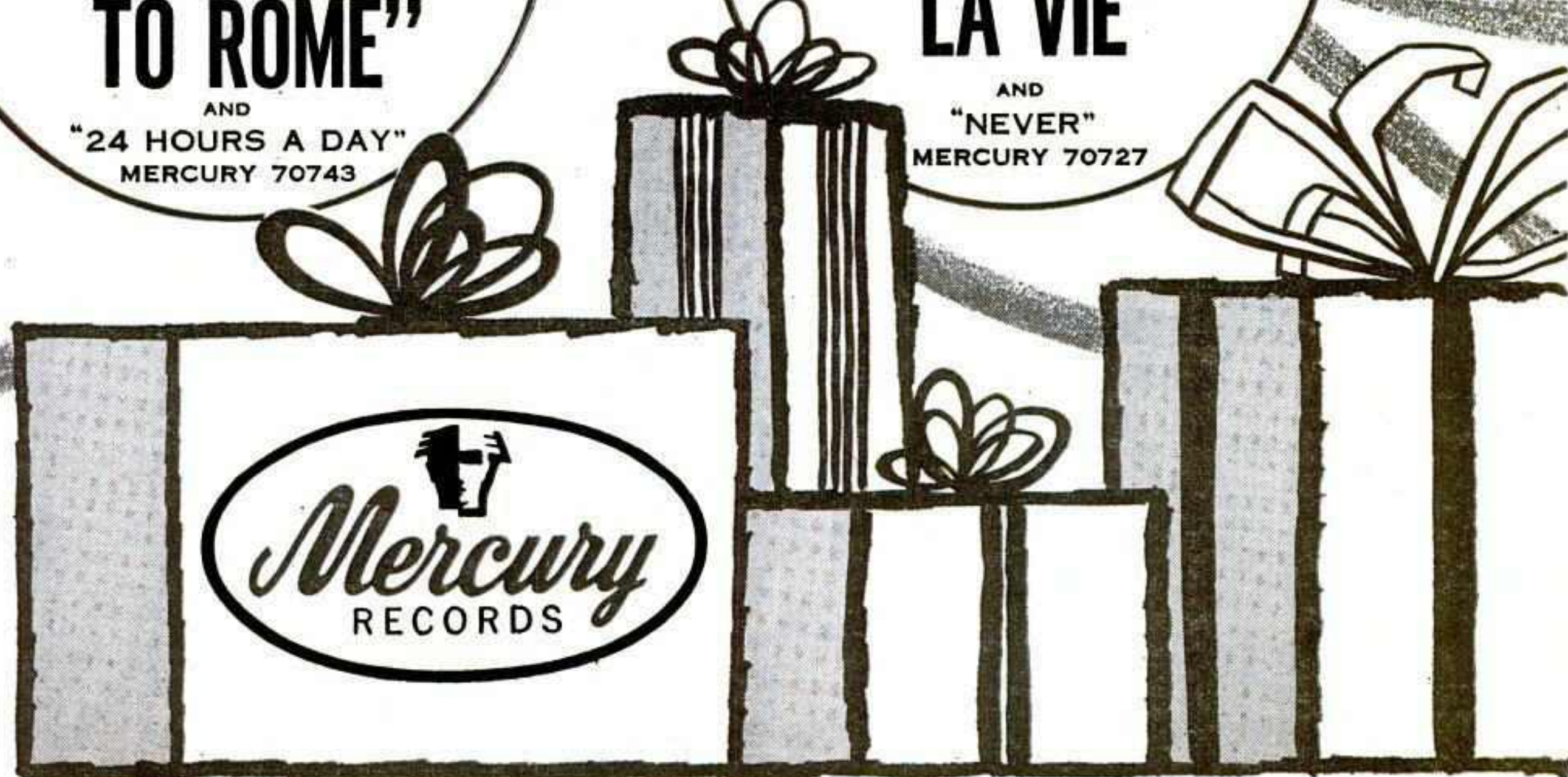
**RUSTY
DRAPER**
"ARE YOU
SATISFIED"
AND
"WABASH CANNONBALL"
MERCURY 70757

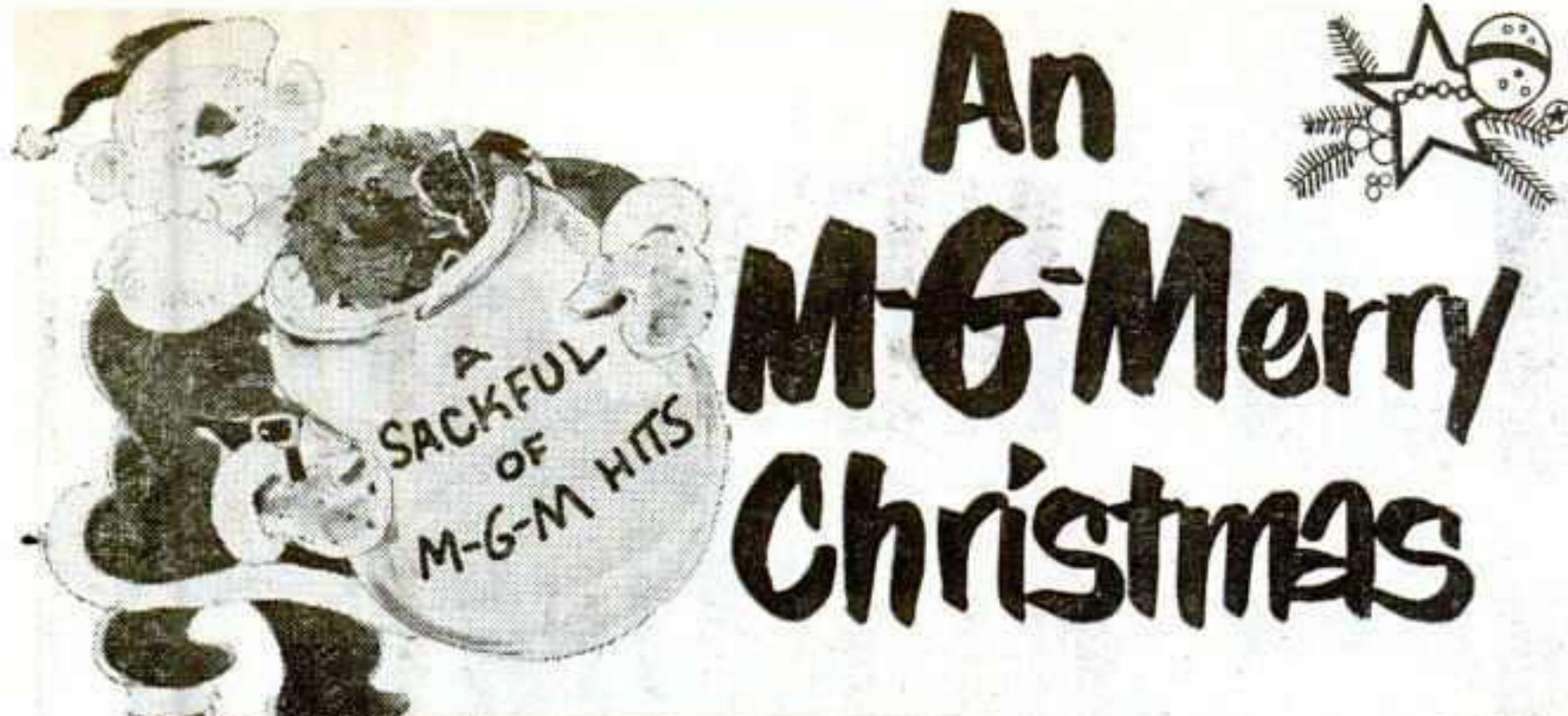
**PATTI
PAGE**
"GO ON WITH
THE WEDDING"
AND
"THE VOICE INSIDE"
MERCURY 70766

**THE
CREWCUTS**
"ANGELS IN
THE SKY"
AND
"MOSTLY MARTHA"
MERCURY 70741

**GEORGIA
GIBBS**
"GOODBYE
TO ROME"
AND
"24 HOURS A DAY"
MERCURY 70743

**SARAH
VAUGHAN**
"C'EST
LA VIE"
AND
"NEVER"
MERCURY 70727





An M-G-Merry Christmas

Joni James

MY BELIEVING HEART

- VARIETY PICK
- CASHBOX PICK
- BILLBOARD BEST BUY
- BILLBOARD REVIEW SPOTLIGHT



KISMET
EP X3281
LP E3281

YOU NEVER FALL IN LOVE AGAIN
MGM 12124
K 12124
Discovered
Conducted by
DAVID TERRY

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

- Definitely THE HIT VERSION Don't Accept Substitutes
- PLUGGED ON COMO TV SHOW
- THE ORIGINAL

CONNIE FRANCIS

MY TREASURE

TWO BIG IMPORTANT TV PLUGS ON NBC & CBS

MGM 12122 78 RPM • K 12122 45 RPM

BETTY MADIGAN
THERE SHOULD BE RULES

and STRANGERS
MGM 12094 78 rpm • K 12094 45 rpm

ROBBIN HOOD
A TEEN AGE PRAYER and **NO SCHOOL TOMORROW**

MGM 12138 78 rpm • K 12138 45 rpm

DEBBIE REYNOLDS
THE TENDER TRAP
and **CANOODLIN' RAG**

MGM 12086 78 rpm
K 12086 45 rpm

ROSALIND PAIGE
ALABAMY BOUND
and **I CAN'T GO ON THIS WAY**

MGM 12123 78 rpm
K 12123 45 rpm

Sheb Wooley
ARE YOU SATISFIED

MGM 12114
K 12114

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending December 14

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

- Atlanta**
1. Memories Are Made of This D. Martin, Cap.
 2. Sixteen Tons, T. Ernie, Cap.
 3. Love Is a Many-Splendored Thing Four Aces, Dec.
 4. Band of Gold, D. Cherry, Col.
 5. It's Almost Tomorrow Dream Weavers, Dec.
 6. Moments to Remember, Four Lads, Col.
 7. Lisbon Antigua, N. Riddle, Cap.

- Baltimore**
1. Sixteen Tons, T. Ernie, Cap.
 2. Memories Are Made of This D. Martin, Cap.
 3. I Hear You Knockin', G. Storm, Dot
 4. Nuttin' for Christmas B. Gordon-A. Mooney, M-G-M
 5. He, A. Hibbler, Dec.
 6. Only You, Platters, Mer.
 7. Moments to Remember, Four Lads, Col.
 8. Autumn Leaves, R. Williams, Kap.
 9. Love Is a Many-Splendored Thing Four Aces, Dec.
 10. Burn That Candle, B. Haley, Dec.

- Boston**
1. Sixteen Tons, T. Ernie, Cap.
 2. Memories Are Made of This D. Martin, Cap.
 3. Autumn Leaves, R. Williams, Kap.
 4. Band of Gold, D. Cherry, Col.
 5. He, A. Hibbler, Dec.
 6. Love Is a Many-Splendored Thing Four Aces, Dec.
 7. Woman in Love, F. Laine, Col.
 8. It's Almost Tomorrow Dream Weavers, Dec.
 9. Nuttin' for Christmas B. Gordon-A. Mooney, M-G-M
 10. What Is a Wife? S. Allen, Cor.

- Buffalo**
1. Sixteen Tons, T. Ernie, Cap.
 2. Memories Are Made of This D. Martin, Cap.
 3. Nuttin' for Christmas B. Gordon-A. Mooney, M-G-M
 4. Angels in the Sky, Crew Cuts, Mer.
 5. Great Pretender, Platters, Mer.
 6. Nuttin' for Christmas, R. Zahnd, Col.
 7. Love and Marriage, F. Sinatra, Cap.

- Chicago**
1. Sixteen Tons, T. Ernie, Cap.
 2. Nuttin' for Christmas B. Gordon-A. Mooney, M-G-M
 3. Memories Are Made of This D. Martin, Cap.
 4. Love and Marriage, F. Sinatra, Cap.
 5. Band of Gold, D. Cherry, Col.
 6. I Hear You Knockin', G. Storm, Dot
 7. Shifting, Whispering Sands R. Draper, Mer.
 8. Autumn Leaves, R. Williams, Kap.
 9. Woman in Love, F. Laine, Col.
 10. There Should Be Rules B. Madigan, M-G-M

- Cincinnati**
1. Sixteen Tons, T. Ernie, Cap.
 2. Memories Are Made of This D. Martin, Cap.
 3. Autumn Leaves, R. Williams, Kap.
 4. Shifting, Whispering Sands R. Draper, Mer.
 5. I Hear You Knockin', G. Storm, Dot
 6. Moments to Remember, Four Lads, Col.
 7. He, A. Hibbler, Dec.
 8. Angels in the Sky, Crew Cuts, Mer.
 9. Love and Marriage, F. Sinatra, Cap.
 10. Woman in Love, Four Aces, Dec.

- Cleveland**
1. Sixteen Tons, T. Ernie, Cap.
 2. Memories Are Made of This D. Martin, Cap.
 3. Great Pretender, Platters, Mer.
 4. Nuttin' for Christmas B. Gordon-A. Mooney, M-G-M
 5. Autumn Leaves, R. Williams, Kap.
 6. Moments to Remember, Four Lads, Col.
 7. Angels in the Sky, Crew Cuts, Mer.
 8. It's Almost Tomorrow Dream Weavers, Dec.

- Dallas-Fort Worth**
1. Sixteen Tons, T. Ernie, Cap.
 2. Memories Are Made of This D. Martin, Cap.
 3. Only You, Platters, Mer.
 4. It's Almost Tomorrow Dream Weavers, Dec.
 5. I Hear You Knockin', G. Storm, Dot

- Denver**
1. Sixteen Tons, T. Ernie, Cap.
 2. Autumn Leaves, R. Williams, Kap.
 3. Memories Are Made of This D. Martin, Cap.
 4. I Hear You Knockin', G. Storm, Dot
 5. Only You, Platters, Mer.
 6. Only You, Hilltoppers, Dot
 7. He, A. Hibbler, Dec.
 8. Moments to Remember, Four Lads, Col.
 9. At My Front Door, P. Boone, Dot

- Detroit**
1. Sixteen Tons, T. Ernie, Cap.
 2. Memories Are Made of This D. Martin, Cap.
 3. Band of Gold, D. Cherry, Col.
 4. Speedoo, Cadillacs, Jse.
 5. Nuttin' for Christmas, J. Ward, Kng.
 6. Woman in Love, F. Laine, Col.
 7. All Around the World L. W. John, Kng.
 8. Angels in the Sky, Crew Cuts, Mer.
 9. Lullaby of Birdland, Blue Stars, Mer.

- Kansas City**
1. Memories Are Made of This D. Martin, Cap.
 2. Sixteen Tons, T. Ernie, Cap.
 3. I Hear You Knockin', G. Storm, Dot
 4. Autumn Leaves, R. Williams, Kap.
 5. Only You, Hilltoppers, Dot
 6. Burn That Candle, B. Haley, Dec.
 7. Poor Me, F. Domino, Imp.
 8. Memories of You, Four Coins, Epl.

- Los Angeles**
1. Sixteen Tons, T. Ernie, Cap.
 2. Memories Are Made of This D. Martin, Cap.
 3. Autumn Leaves, R. Williams, Kap.
 4. Dolly's Oh Susanna D. Charles-Singing Dogs, Vic.

5. Love Is a Many-Splendored Thing Four Aces, Dec.
6. Moments to Remember, Four Lads, Col.
7. Forgive My Heart N. (King) Cole, Cap.
8. Love and Marriage, F. Sinatra, Cap.
9. Rock and Roll Waltz, K. Starr, Vic.
10. Dungaree Doll, E. Fisher, Vic.

- Milwaukee**
1. Memories Are Made of This D. Martin, Cap.
 2. Sixteen Tons, T. Ernie, Cap.
 3. Great Pretender, Platters, Mer.
 4. Angels in the Sky, Crew Cuts, Mer.
 5. I Hear You Knockin', G. Storm, Dot
 6. Nuttin' for Christmas B. Gordon-A. Mooney, M-G-M
 7. When You Dance, Turbans, Her.
 8. Nuttin' for Christmas, S. Freberg, Cap.
 9. It's Almost Tomorrow Dream Weavers, Dec.

- Mpls.-St. Paul**
1. Memories Are Made of This D. Martin, Cap.
 2. Sixteen Tons, T. Ernie, Cap.
 3. Only You, Platters, Mer.
 4. I Hear You Knockin', G. Storm, Dot
 5. Angels in the Sky, Crew Cuts, Mer.
 6. Cry Me a River, J. London, Lby.
 7. Love and Marriage, F. Sinatra, Cap.
 8. Autumn Leaves, R. Williams, Kap.
 9. Moments to Remember, Four Lads, Col.
 10. He, McGuire Sisters, Cor.

- New Orleans**
1. Sixteen Tons, T. Ernie, Cap.
 2. Memories Are Made of This D. Martin, Cap.
 3. I Hear You Knockin', G. Storm, Dot
 4. Nuttin' for Christmas R. Zahnd, Col.
 5. It's Almost Tomorrow Dream Weavers, Dec.
 6. Love Is a Many-Splendored Thing Four Aces, Dec.
 7. Lisbon Antigua, N. Riddle, Cap.
 8. Only You, Platters, Mer.
 9. All at Once You Love Her P. Como, Vic.
 10. Autumn Leaves, R. Williams, Kap.

- New York**
1. Sixteen Tons, T. Ernie, Cap.
 2. Love and Marriage, F. Sinatra, Cap.
 3. Moments to Remember, Four Lads, Col.
 4. Autumn Leaves, R. Williams, Kap.
 5. Only You, Platters, Mer.
 6. I Hear You Knockin', G. Storm, Dot
 7. Nuttin' for Christmas B. Gordon-A. Mooney, M-G-M
 8. Love Is a Many-Splendored Thing Four Aces, Dec.
 9. Memories Are Made of This D. Martin, Cap.
 10. C'est La Vie, S. Vaughan, Mer.

- Philadelphia**
1. Sixteen Tons, T. Ernie, Cap.
 2. Memories Are Made of This D. Martin, Cap.
 3. Autumn Leaves, R. Williams, Kap.
 4. Love Is a Many-Splendored Thing Four Aces, Dec.
 5. Moments to Remember, Four Lads, Col.
 6. Love and Marriage, F. Sinatra, Cap.
 7. Nuttin' for Christmas B. Gordon-A. Mooney, M-G-M
 8. He, A. Hibbler, Dec.
 9. I Hear You Knockin', G. Storm, Dot
 10. Great Pretender, Platters, Mer.

- Pittsburgh**
1. Sixteen Tons, T. Ernie, Cap.
 2. Memories Are Made of This D. Martin, Cap.
 3. Nuttin' for Christmas B. Gordon-A. Mooney, M-G-M
 4. Great Pretender, Platters, Mer.
 5. Lisbon Antigua, N. Riddle, Cap.
 6. Love and Marriage, F. Sinatra, Cap.
 7. Woman in Love, Four Aces, Dec.
 8. Memories of You, Four Coins, Epl.
 9. Dugaree Doll, E. Fisher, Vic.
 10. Teen-Age Prayer, G. Mann, Son.

- St. Louis**
1. Sixteen Tons, T. Ernie, Cap.
 2. Memories Are Made of This D. Martin, Cap.
 3. It's Almost Tomorrow Dream Weavers, Dec.
 4. Moments to Remember, Four Lads, Col.
 5. Love and Marriage, F. Sinatra, Cap.
 6. I Hear You Knockin', G. Storm, Dot
 7. My Boy Flat Top, D. Collins, Cor.
 8. Daddy-O, Fontane Sisters, Dot
 9. Only You, Hilltoppers, Dot
 10. Autumn Leaves, R. Williams, Kap.

- San Francisco**
1. Sixteen Tons, T. Ernie, Cap.
 2. Autumn Leaves, R. Williams, Kap.
 3. Memories Are Made of This D. Martin, Cap.
 4. Moments to Remember, Four Lads, Col.
 5. Only You, Platters, Mer.
 6. I Hear You Knockin', G. Storm, Dot
 7. He, A. Hibbler, Dec.
 8. Shifting, Whispering Sands R. Draper, Mer.
 9. Love Is a Many-Splendored Thing Four Aces, Dec.
 10. He, McGuire Sisters, Cor.

- Seattle**
1. Sixteen Tons, T. Ernie, Cap.
 2. Memories Are Made of This D. Martin, Cap.
 3. Daddy-O, Fontane Sisters, Dot
 4. It's Almost Tomorrow J. Stafford, Col.
 5. I Hear You Knockin', G. Storm, Dot
 6. Love and Marriage, F. Sinatra, Cap.
 7. It's Almost Tomorrow S. Lanson, Dot
 8. Band of Gold, K. Carson, Cap.
 9. Moments to Remember, Four Lads, Col.
 10. Angels in the Sky, Crew Cuts, Mer.

- Toronto**
1. Sixteen Tons, T. Ernie, Cap.
 2. Love Is a Many-Splendored Thing Four Aces, Dec.
 3. He, A. Hibbler, Dec.
 4. Moments to Remember, Four Lads, Col.
 5. Only You, Platters, Mer.
 6. Shifting, Whispering Sands B. Vaughn, Dot
 7. I Hear You Knockin', G. Storm, Dot



A NEW HIT ALBUM!

A Salute To The Fabulous Dorseys

BUDDY MORROW

Plays Dorsey All Time Favorites

Green Eyes
 There are Such Things
 Marcheta
 This Love Of Mine

Oh Look At Me Now
 Once In A While
 You're A Sweetheart
 The Breeze And I
MGW 12000

Maria Elena
 Amapola
 On The Sunnyside
 Of The Street
 I'll Never Smile Again

THREE BIG SINGLE HITS!



NICK NOBLE

"Lovely Lies"

AND

"BELLA, BELLA PERZICELLA"

WING 90042



LOLA DEE

"In The Year Of Our Love"

AND

"HEY! BA-BA-RE-BOP"

WING 90035



FRANKIE CASTRO

"Hands Off"

AND

"IN THE KINGDOM OF MY HEART"

WING 90037



WING RECORDS

A SUBSIDIARY OF MERCURY RECORD CORP.



BONNIE LOU
DADDY-O
King 4864

BOYD BENNETT
THE MOST
King 4853
MY BOY—FLAT TOP
King 1494
SEVENTEEN
King 1470

OTIS WILLIAMS and his
NEW GROUP
THAT'S YOUR MISTAKE
b/w
Too Late I Learned
DeLuxe 6091

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

LITTLE WILLIE JOHN
HOME AT LAST
b/w
Need Your Love
So Bad
King 4841
ALL AROUND
THE WORLD
King 4818

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

NEW RELEASES!!

THE INK SPOTS
I'LL WALK A
COUNTRY MILE
b/w
Command Me
King 4857

JACK DUPREE
SILENT PARTNER
b/w
She Cooks Me
Cabbage
King 4859

EARL (CONNELLY) KING
TIME WILL TELL
b/w
Here I Stand
King 4862



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. Cry Me a River Julie London
(ASCAP) Liberty 55008
2. Dungaree Doll
Everybody's Got a Home
But Me Eddie Fisher
(BMI); (ASCAP) RCA Victor 6337
3. Lisbon Antigua Nelson Riddle Ork
(ASCAP) Capitol 3287
4. Teen-Age Prayer Gloria Mann
(BMI) Sound 126
5. All at Once You Love Her Perry Como
(ASCAP) RCA Victor 6294
6. Are You Satisfied? Rusty Draper
(BMI) Mercury 70757
7. C'est La Vie Sarah Vaughan
(ASCAP) Mercury 70727
8. The Tender Trap Frank Sinatra
(ASCAP) Capitol 3290
9. Speedoo The Cadillacs
(BMI) Josie 785
10. Everybody's Got a Home
But Me Roy Hamilton
(ASCAP) Epic 9132

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

• Tunes With Greatest Radio-TV Audience

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

| Radio | Television |
|---|--|
| A Teen-Age Prayer (R)—La Salle—ASCAP | All at Once You Love Her (R)—Williamson—ASCAP |
| A Woman in Love (R)—Frank—ASCAP | Autumn Leaves (R)—Ardmore—ASCAP |
| All at Once You Love Her (R)—Williamson—ASCAP | C'est La Vie (R)—Planetary—ASCAP |
| Autumn Leaves (R)—Ardmore—ASCAP | Christmas Alphabet (R)—Budd—ASCAP |
| Baby, Baby, Be Good to Me (R)—Bregman, Vocco & Conn—ASCAP | Come to Me (R)—Marguerita—ASCAP |
| Band of Gold (R)—Ludlow—BMI | Croce Di Oro (R)—Shapiro-Bernstein—ASCAP |
| Cry Me a River (R)—Frank—ASCAP | Dungaree Doll (R)—E. B. Marks—BMI |
| First Snowfall (R)—Witmark—ASCAP | Every Morning (R)—Radio—BMI |
| Forgive My Heart (R)—Bregman, Vocco & Conn—ASCAP | Forever Darling (R)—Miller—ASCAP |
| He (R)—Avas—BMI | Forgive My Heart (R)—Bregman, Vocco & Conn—ASCAP |
| Let It Ring (R)—Artists—ASCAP | Get Busy (R)—Disney—ASCAP |
| Lisbon Antigua (R)—Southern—ASCAP | He (R)—Avas—BMI |
| Love and Marriage (R)—Barton—ASCAP | I Hear You Knockin' (R)—Commodore—BMI |
| Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP | It's All Right With Me (R)—Chappell—ASCAP |
| Memories Are Made of This (R)—Montclare—BMI | Lord Is a Busy Man (R)—Hill & Range—BMI |
| Memories of You (R)—Shapiro-Bernstein—ASCAP | Love and Marriage (R)—Barton—ASCAP |
| Moments to Remember (R)—Beaver—ASCAP | Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP |
| Next Time It Happens (R)—Williamson—ASCAP | Memories Are Made of This (R)—Montclare—BMI |
| Nuttin' for Christmas (R)—Jungnickel—ASCAP | Merry Mouseketeers (R)—Disney—ASCAP |
| Rock and Roll Waltz (R)—Sheldon—BMI | Moments to Remember (R)—Beaver—ASCAP |
| Rose Tattoo (R)—Paramount—ASCAP | No One Else Will Ever Know (R)—Garlock—BMI |
| Rudolph, the Red-Nosed Reindeer (R)—St. Nicholas—ASCAP | Rudolph, the Red-Nosed Reindeer (R)—St. Nicholas—ASCAP |
| Shifting, Whispering Sands (R)—Gallatin—BMI | Same Ole Saturday Night (R)—Barton—ASCAP |
| Silver Bells (R)—Paramount—ASCAP | Show Song (R)—Disney—ASCAP |
| Sincerely Yours (R)—Witmark—ASCAP | Silver Bells (R)—Paramount—ASCAP |
| Sixteen Tons (R)—American—BMI | Sixteen Tons (R)—American—BMI |
| Sleigh Ride (R)—Mills—ASCAP | Story of the Magi (R)—Acuff-Rose—BMI |
| Suddenly There's a Valley (R)—Warman-Hill & Range—BMI | Take Me Back to Toyland (R)—Harvard—BMI |
| Tender Trap (R) (F)—Barton—ASCAP | Yaller, Yaller Gold (R)—Wonderland—BMI |
| Wanting You (R)—Harms—ASCAP | Yellow Rose of Texas—Planetary—ASCAP |

• Best Selling Sheet Music

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

1. Sixteen Tons 2 6
Ardmore
2. Autumn Leaves 1 15
American
3. HE 4 13
Avas
4. Love and Marriage 5 8
Barton
5. Suddenly There's a Valley 3 15
Warman-Hill & Range
6. Love Is a Many-Splendored Thing... 7 16
Miller
7. Moments to Remember 6 13
Beaver
8. Memories Are Made of This — 1
Mont Clare
9. Bible Tells Me So... 8 19
Paramount-Roy Rogers
10. Shifting, Whispering Sands 9 11
Gallatin
11. Only You 13 6
Wildwood
12. I Hear You Knockin' — 1
Commodore
13. No Arms Can Ever Hold You — 1
Gil
14. Yellow Rose of Texas... 10 20
Planetary
15. Rudolph, the Red-Nosed Reindeer... 12 2
St. Nicholas

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The Billboard Music Popularity Charts

POPULAR RECORDS

Review Spotlight on . . .

STEVE LAWRENCE...Coral 61563.....THE CHICKEN AND THE HAWK
(Benell, BMI)

SPEEDOO
(Tiger, BMI)

Steve Lawrence comes thru with a couple of fine covers of already successful r.&b. items. Both sides rock and swing at a great pace, and Lawrence belts them thru in a fine shouting style. First-rate support in the backing department adds class. Either side has what it takes to brand the young TV star as a big-time disk.

DOROTHY COLLINS...Coral 61562.....SEVEN DAYS
(Progressive, BMI)

The thrush comes thru with a spirited blues job on a tune that's already moving in r.&b. circles via the Clyde McPhatter disk. This is a classy effort with a solid ork and vocal backing. Could be a big one. Flip is "Manuello," a rhythmic Mexican-type novelty.

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. The same considerations are applied to records reviewed in the country and western, and rhythm and blues fields.

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

BOB SPENCER

You Do Something to Me80

EPIC 9139—Highly stylized chanting of the Gershwin evergreen. It's different enough to generate some attention. (Harms, ASCAP)

Roll, Hot Rod, Roll...80

It figures, after motorbikes come hot rods. Siren sounds and punchy chanting, plus a solid beat, make this an exciting slice. The kids could go for it in a big way. Bears watching. (Roosevelt, BMI)

MILLS BROTHERS

All the Way 'Round the World78

DECCA 29781 — The Mills Brothers warble with warmth and brightness on a swingy rhythm ditty with an arrangement reminiscent of one of their past hits. Should get plenty of jockey and juke play. (United, ASCAP)

I've Changed My Mind
a Thousand Times...76

A personable reading of a lilting ballad with a relaxed tempo. (Shapiro-Bernstein, ASCAP)

CHUCK CABOT ORK

Let the Rest of the World Go By76

JUBILEE 5228 — The fine ballad is handed a warm revival in this well-phrased etching. Gimmick is an invite to listeners to join in the chanting. They very well may. Good wax, this. (Witmark, ASCAP)

Dill Pickles...74

Cornball orking with a happy bounce makes this entry another listenable experience. (Remick-Mills, ASCAP)

DINAH SHORE

Stolen Love75

VICTOR 6360—One of the thrush's sweetest efforts in some time. Tune is a languorous item with a minor key, tea-with-lemon flavor. Her deejay following is likely to give it every chance. (Hill & Range, BMI)

That's All There Is to That...71

Miss Shore adds a few r.&b. elements to her dulcet style, but her backing fails to carry the effect thru. (Meridian, BMI)

POLLY BERGEN

No One Else Will Know74

JUBILEE 5230—Reminiscent melody and romantic lyrics are sung with intimate warmth and controlled passion by Miss Bergen. This could do some business. (Garlock-Scherer, BMI)

Let's Make Love...68

Too cute item is sung pleasantly. Should get some spins. (Garlock-Scherer, BMI)

SONNY BURKE ORK

Pick Yourself Up73

DECCA 29706—Both these tasteful instrumental mambo sides are from Sonny Burke's Decca album, "Let's Mambo." Deejays with Latin-American shows should get plenty of spin mileage from this one. (Harms, ASCAP)

(The Chi-Chi)

Cha-Cha-Cha (Sha-Sha-Sha)...73

Same comment. (E. B. Marks, BMI)

BERNICE GOODEN

Uh-huh72

CAPITOL 3306—This is fine r.&b. material. Gal sings about how faithful she'll be. Male group backs with hopeful, repetitive "uh-huh" sound. Miss Gooden fits the r.&b. pattern in good form.

Penny Nickle...71

More swingy rock and rollin' here with gal showing to good effect all over again. She gives it a nice rough,

LAWRENCE WELK ORK

Musette76

CORAL 61508 — Both these nostalgic instrumental sides are from Welk's current album, "Lawrence Welk and his Sparkling Strings." The band leader has proven to be a "sleeper" attraction rating-wise on ABC-TV, so this disk should pull its share of over-the-counter sales and is bound to benefit from plugging on Welk's video show. (Nutmeg, ASCAP)

The Champagne Waltz...76

Same comment. (Famous, ASCAP)

AL MARTINO

Journey's End75

CAPITOL 3307—A colorful production job here on a tune that has a folkish, "down life's highway" feel. Singer builds to impressive, full-voice climax. If the jockeys give it a ride the side could get some healthy action.

Close to Me...74

Martino projects well in an expressive reading of a pretty ballad. Melody reminds of Johnnie Ray's "Cry."

HENRI RENE ORK

The Little Laplander75

VICTOR 6361—Charming, bright and wintery item from Germany gets English lyric and choral treatment here with old world flavor provided by Rene's musette accordion. Should do some business. (Zodiac, BMI).

Ring on Little Bell...73

A gentle, engaging three-four ditty by ork and mixed voices. Will get a respectable amount of play. (Beechwood, BMI).

tough sound and the "teen-age date" reference will grab attention in that market.

FRANK VERNA

Innamorata72

DECCA 29767—Verna sings a lush ballad from the forthcoming Martin and Lewis comedy, "Artists and Models." Sincere warbling and stand-out backing by Jack Pleis. (Paramount, BMI)

I'd Give a Million Tomorrows

(For Just One Yesterday)...70

Effective vocalizing on the dreamy, sentimental Jerry Livingston-Milton Berle ballad. Good jockey material for romantic segs. (Oxford, ASCAP)

REX ALLEN AND VICTOR YOUNG

I'm a Young Cowboy70

DECCA 29729—The Western perennial is sung with fine expression by Allen, and he's given sweet backing

(Continued on page 30)

VOX JOX

By JUNE BUNDY

MORE ADO ABOUT CHRISTMAS: Jim Harper, WINZ, Miami, a rugged individualist, is playing only Easter music during the yule season. Last July 15, he played Christmas music when the temperature was 92 degrees. . . . Manhattan indie WINS has scheduled a unique Christmas present for its listening audience. Station Manager Bob Leder and Program Director Bob Smith have decreed that no commercials will be aired from 6:35 p.m. December 24, thru Christmas Day at 6:30 p.m. Instead, WINS will present a full 24 hours of Christmas music and stories. However, Smith stressed "no commercial holiday recordings such as 'Nuttin' for Christmas,' 'Rock Around the Christmas Tree,' etc.," would be played during that period.

Meanwhile, William B. Williams, WNEW, New York, has appointed himself a one-man receiving committee for "bad-will" this Christmas. In a move to prevent his listeners from venting their holiday-nerve on over-worked sales girls and harried bus drivers this year, Williams has declared a "Hate William B. Williams Week," with listeners asked to write 25 words or less on the subject.

"D-J DISCUSSIONS": That's the name of a new record feature inaugurated by The Milwaukee Sentinel newspaper this month. Deejays from six local Milwaukee radio stations — WISN, WEMP, WFOK, WOKY, WRIT and WMIL. The new feature spotlights a weekly record column by WISN jock Jack Denton and a weekly guest column (on a rotating basis) by deejays from the other five stations. Bob (Coffeehead) Larsen, WEMP, was the first guest writer. Another weekly feature is

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

DECEMBER 22, 1945

1. It's Been a Long, Long Time
2. I Can't Begin to Tell You
3. Chickery Chick
4. It Might as Well Be Spring
5. Symphony
6. Waitin' for the Train to Come In
7. That's for Me
8. White Christmas
9. I'll Buy That Dream
10. It's Only a Paper Moon
11. (Did You Ever Get That Feeling) In the Moonlight
12. Till the End of Time
13. Just a Little Fond Affection
14. Lily Belle
15. In the Middle of May

DECEMBER 23, 1950

1. Tennessee Waltz
2. The Thing
3. Harbor Lights
4. Nevertheless
5. Rudolph, the Red-Nosed Reindeer
6. Bushel and a Peck, A
7. All My Love
8. Thinking of You
9. Frosty, the Snowman
10. My Heart Cries for You

"Top Ten" record picks by one spinner from each local station. The jockeys are also represented photo-wise and on bio material. The Sentinel's angle, of course, is to build up its record shop and appliance dealer advertising, and, to date, the feature is paying off ad-wise. Sentinel Sunday Editor Al Elewicz handles the editorial chores, with promotion man Tom Johnson doing the liaison work between the newspaper and the stations.

GIMMIX: Jim Murphy, WAUX, Waukesha, Wis., literally played the wedding march at a listener's wedding last month. The couple (by pre-arrangement) tuned in the radio (wedding was held at home) just before the ceremony, and, as pre-arranged, he

played a suitable disk while the pair tied the knot. . . . Kenny Vincent, WEOL, Elyria, O., is writing a column tagged "Music Box" for a local newspaper. . . . WGUY, Bangor, Me., recently staged a "Greatest Hunter Contest," with prizes going to the hunter who bagged the biggest deer during the season. The winner's game weighed 365 pounds. Gimmick was dreamed up by WGUY program director Ken Manley, who also coined the station's contest warning, "If you weigh over 200 pounds and plan to come to Maine, better wear red."

Jake Trussel, KINE, Kingsville, Tex., says he "leads a double life" as entertainment columnist and sports editor of a local newspaper (The Record) and jazz deejay on KINE. His daily show has been running for six years, and he has one of the largest and most diversified jazz collections in Texas. A special gimmick on the show is a South Texas Jazz Club.

THIS 'N' THAT: John Carl Morgan, general manager of WFVA, Fredericksburg, Va., writes, "We, and I am sure numerous other radio stations, have used recorded 'Remember When' type programs. Playing tunes which made the grade in by-gone years. (Many of the records of same being new or recent re-treads of these tunes.) However, it involves rather complicated research to ascertain the dates of these tunes' original popularity. I'd like to suggest that on all deejay copies of records this date be printed, plus the date of recording of the disk in question. For example, a re-release of an oldie would carry two dates, a new tune, of course, carrying its own recording date. Of course, I mean the year, not necessarily the month and day."

CHANGE OF THEME: Pat George, WGN I, Wilmington, N. C., has a new jazz and r.&b. show Monday thru Saturday from 10 p.m. to midnight. . . . Mickey Stratton, music librarian at WPIC, Sharon, Pa., has recovered from injuries sustained in a serious auto accident and has returned to her duties at the station after a month off the job. . . . Mal Sondock has moved from Oklahoma City and Houston to KENS, San Antonio, and needs jazz albums and other disks for his two new shows. . . . Charlie Grant, WEAX, Salem, Mass., is now doing a three-hour Sunday afternoon show. . . . Still another teen-age panel is spotlighted on John Bennett's show over WNNJ, Newton, N. J. The kids (two boys and two girls) review new releases and select "A Record of the Week."

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.

- Christmas Alphabet—Pickwick (Budd)
- Blue Star—Victoria (Young)
- Twenty Tiny Fingers—Day (Hampshire)
- Yellow Rose of Texas—Maddox (Planetary)
- Love Is a Many-Splendored Thing—Robbins (Miller)
- Hey There—Frank (Frank)
- Suddenly There's a Valley—Robbins (Warman-Hill & Range)
- Man From Laramie—Chappell (Columbia)
- Hernando's Hideaway—Frank (Frank)
- Meet Me on the Corner—Berry (*)
- Rock Around the Clock—Kassner (Myers)
- Everywhere—Bron (Mills)
- Dambusters March—Chappell (Chappell)
- I'll Never Stop Loving You — Robbins (Feist)
- The Very First Christmas of All—Dash (*)
- Seventeen—World Wide (Lois)
- I'll Come When You Call—Reine (*)
- Never Do a Tango With an Eskimo—Reine (*)
- Go On By—Bluebird (Hamblen)
- Every Day of My Life—Robbins (Miller)

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entertainment
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The Billboard Music Popularity Charts

POPULAR RECORDS

Reviews of New Pop Records

Continued from page 28

by the Young strings. Good program wax. (Northern, ASCAP) The Last Round-up... 69

CAROLE BENNETT If You Have Faith in Me... 70 RAMA 179—A pretty ballad with a strong lyric that makes an attractive vehicle for Miss Bennett.

EDDIE (LOCKJAW) DAVIS TRIO A Foggy Day... 69 KING 4863—Davis is a waiting tenor man, and he has a bawl with this oldie.

THE FIVE ENCORES Double Date... 68 RAMA 180—Teen-agers should get some kicks from this side.

THE FIVE KINGS The Story of Grand Central... 68 PARKER 114—Jazz buyers and deejays in that field will find this of mild interest.

PAT BOLTON Don't Ask Me Why I Love You... 67 JUBILEE 5229—Elaborate ballad fails to impress in an over-expressive reading by Pat Bolton.

PHIL LUPINO Chit-Chi-Chi-Chit... 66 JESTER 2—Deejays in search of out-of-the-way material in a ready-made "discovery" in this pretty, gay Philippine folk song.

BARBARA McRITCHIE You Wrote the Words... 64 FULTON 111—A soprano with silver in her pipes, Miss McRitchie has a knowing way with a ballad.

Reviews of New Pop-Christmas Records

LYNNE RICHARDS Christmas Lullaby... 71 STYLECRAFT 5043—This Christmas song is a finely written piece, and it is excellently sung by Lynne Richards.

Reviews of New Sacred Records

THE STAMPS QUARTET The Road That Leads to Tomorrow (Is the Road That Leads to God)... 74 COLUMBIA 21476—A strong group vocal reading on a moving sacred item.

THE MELLOWMEN Marsellaise... 61 The French national anthem is not too likely a piece of material, but the quartet almost succeeds in making a fair case for it here.

THE MELLOWMEN San Francisco... 63 FULTON 114—A hymn of praise to the California city that is appealing in this bright arrangement.

Reviews of New Childrens Records

ROBERT EMERICKS, GWEN DAVIES AND GILBERT MACK The Three Little Pigs (Parts 1 and 2)... 79 MERCURY MP 31—A well-packaged, well-performed, well-recorded version of the standard favorite.

JUNE WINTERS The Good Ship Lollipop; Tootles the Tug... 76 MERCURY MP 32—Attractive, glossy package houses two nautical themes.

JUNE WINTERS Little Willie, the Leader of the Band (Parts 1 and 2)... 76 MERCURY MP 30—In simplified form, this duplicates the lesson of "Sparky's Magic Piano," but on one 78 r.p.m. disk.

JUNE WINTERS The Little White Duck; Hasty Mischy... 76 MERCURY MP 33—Two kiddie tunes that have been around, with the former now established as a big standard.

Reviews of New Polka Records

L'L' WALLY Roll Out the Barrel Polka... 70 JAY JAY 147—Rather weak group vocalizing on the gay old polka standard. Instrumentally, tho, the disk has plenty of verve and should do well juke-wise.

Reviews of New Spiritual Records

THE PROGRESSIVEAIRES The Bongos Are Beating Out Salvation... 70 D-C 228—This is a new wrinkle for this type of music: Bongos introduce and punctuate this spiritual, undeniably adding considerable excitement.

THE RADIO FOUR Sending Up a Prayer Parts 1 & 2... 67 NASHBORO 568—Excellent warbling stint by the Radio Four on a moving two-part spiritual, with a particularly warm, sincere job by the lead singer.

THE TOP 100

For survey week ending December 7

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.

Table with columns: This Week, Song, Artist, Label, Week Last. Lists top 100 records including 'Sixteen Tons', 'I Hear You Knockin'', 'Memories Are Made of This', etc.

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

CAUTION TO DEALERS AND JUKE BOX OPERATORS The Billboard's Top 100 is NOT designed to provide tested information for buying purposes.

LAFAWN PAUL "WHERE DOES A BROKEN HEART GO?" "SUNDOWN" ABBOTT #3013 ABBOTT RECORDS, INC. BOX 38, MALIBU, CALIFORNIA

HIGH FIDELITY The Latest of the Sensational Drum Series Thurston Knudson's "ALIBI FOR DRUMS" also "TROPIC DRUMS" "DRUMS OF THE SOUTH SEAS" "DRUMS OF BRAZIL" "DRUMS OVER AFGHANISTAN" Incomparable High Fidelity at its most exciting best TEMPO RECORD CO. OF AMERICA 5328 Sunset Boulevard, Hollywood 44, California

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Occupation or title _____
Company _____
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Reviews and Ratings of New Popular Albums

Continued from page 19

of which is a commentary on humanity and modern life. The lyrics reflect the poignant, the comic and the tragic. All are touched with Gallic wit and flavor. Liner notes carry translations which enable the average listener to comprehend the selections easily. An interesting addition to current record literature.

Jazz

STEVE ALLEN: JAZZ FOR TONIGHT .77 (1-12")
Coral CRL 57018
This is a recording of an informal session that brought together Steve Allen, Urbie Green, George Barnes, Bobby Rosengarden, Charlie Shavers and Milt Hinton. They run thru a number of standards in a breezy, swinging fashion that makes clear that they are not trying to prove anything, but are succeeding in having a good time. The men play in a smooth, lyrical vein whose relaxed mood the listener easily falls into. Far-out hipsters may find little here, but the less partisan will get repeated kicks out of this jam session.

ROCK THE BLUES!76
Count Basie and his Ork (1-10")
Epic LN 1117
Six classic Basie sides from 1939 have been grouped on this \$1.98 disk, which belongs in every jazz collector's library. Two, "9:20 Special" and "Feedin' the 'Bean,'" have Coleman Hawkins as guest soloist. The basis for most of these is the blues and the famous Basie rhythm section really makes them rock.

BOOGIE WOOGIE ON THE 8876
Freddie Slack, Piano (1-12")
Wing MGW 60003
Well remembered for his all-out boogie-woogie efforts with the Will Bradley-Ray McKinley band of the early 1940's and with thrush Ella Mae Morse, Slack projects the mood here onto a rhythmic and colorful package. A share of the tunes like "Down the Road Apiece," "Cow Cow Boogie" and "Beat Me Daddy Eight to the Bar" are right from the old folio, while others reflect newer moods and melodies with the same forceful beat. On name value and the still great appeal of the boogie woogie form, this package should be a successful item.

JAZZ ECSTASY75
Harvey Leonard, his Sextet and Trio (1-12")
Keynote LP 1102
Pianist Leonard, a comparative unknown, heads up two powerfully swinging bop-oriented units here, consisting also of comparative unknown cohorts. Elaine Leighton is on drums and Anne Drewnack on bass in the Trio, which is good from the musical and conversational standpoints. Frank Rehack on trombone in the all-male Sextet is a big contributor. But the show is Leonard's, and he should build a big following among the modernist fans who like the fractured, frenetic idiom.

HOLLYWOOD SAXOPHONE QUARTET68
Russ Cheever, Soprano; Jack Dumont, Alto; Morrie Crawford, Tenor; Bill Ulyate (1-12")
Liberty LJH 6005
The music here is hybrid. Altho issued as jazz, this is purely arranged music, not unlike that for a dance band sax section plus rhythm instruments, altho some clever ideas are thrown in by arrangers Marty Paich, Jack Montros and Lennie Niehaus of the West Coast School, plus Billy May, etc. For sax students, this group's sound doesn't compare with that of the French Marcel Mule. The soprano sax here sounds more like an oboe. Sales may be limited.

MR. CLARINET67
Abc Most Quintet (1-12")
Liberty LJH 6004
Clarinetist Most plays a tasteful series of numbers here in a fairly conservative jazz style. A four-part rhythm backing works along on mostly standards like "Let's Fall in Love," "Small Hotel," "Little Girl Blue" and "The Lady Is a Tramp." It's good if not great blowing on a listenable group of tunes.

Children's

THE FURTHER ADVENTURES OF TUBBY THE TUBA80
Ray Middleton, Narrator; Russ Case Ork. (1-EP)
Camden CAE 290
This is one of a delightful and imaginative series of kiddie EP's based on orchestral instruments issued by the label. Others, of similar character, reissued from Victor disks include "One String Fiddle" and "Pee Wee the Piccolo." The other two disks in this series are narrated by Paul Wing and there is good support in telling the tales from Russ Case and ork. With a price pegged at 79 cents these should be great buys for kiddies.

SATURDAY MATINEE: THEATER FUN FOR THE YOUNG60 (1-10")
Heritage Hoo 61
The package depicts some energetic five-year-olds in a theater, but it's highly unlikely that they'd be listening to the songs on this particular disk. It's a typical Heritage collector's disk of show tunes—hardly a one which is childworthy—performed by such writers as Comden and Green, Kurt Weill and Ira Gershwin, Alan Jay Lerner and Harold Rome. The cover and title will mislead many Christmas buyers in the class shops.

Other Records Released This Week

Popular
I Can't Give You Anything But Love; Cecilia—Rose Murphy, Decca 29674
I Keep Telling My Heart; With All My Love—Ronnie Deauville, Reed 1
Lay My Head Beneath a Rose; I'd Give a Million Tomorrows (for Just One Yesterday)—Arthur Godfrey, Decca 29765
What Is a Wife?; What Is a Husband?—Steve Allen, Coral 61554

Pop-Christmas
Dance Mr. Snowman Dance; Twinkle Toes—The Crew Cuts, Mercury 70491
Winter Wonderland; Santa Claus Is Coming to Town—Lenny & Judith, Li'l Wally, Jay Jay 149

Polka
Jingle Bells Polka; Sleigh Bells Waltz—Li'l Wally, Jay Jay 150

Country & Western
Crazy 'Bout You; Baby Me, Baby—Hank Crow, Southwest 204

Spiritual
Let the Birds Sing His Praises; My Journey's End—The Progressiveaires, D-C 220

Reviews and Ratings of New Classical Releases

Continued from page 19

ber music, this set should pull much better than average consumer response. The severe Malipiero opus is given its first LP showcase, and it's one that highlights its austere beauty with great effect. The musicians, with few peers among active quartets, also do a superb job with the more quickly appealing Prokofiev.

ALBINONI: 12 CONCERTI A CINQUE, OP. 9 (3-12")—Vox DL 19370
But sparsely represented in the LP catalog, this library edition of Albinoni music can't fail to interest collectors of baroque music. Again, Vox has presented the product in form attractive enough to whet appetites beyond the connoisseur market. Beautifully packaged, with scholarly notes, it's ideal stuff for educational institutions, and as a gift set for those who have everything else. The group of Italian musicians play the violin and oboe concertos capably and convincingly. No mass item, but a good big-ticket potential exists in larger classical outlets.

LALO: NAMOUNA—BALLET SUITES NO. 1 AND 2 (1-12")—London Philharmonic; Jean Martinon, Cond. London LL 126870
Music-lovers, to whom Lalo's name conjures up little besides the "Symphonie Espagnole" and his Cello Concerto, owe it to themselves to sample parts of this equally interesting work. Following the lovely, sensuous Prelude, a series of colorful scenes unfold: a Mediterranean carnival day, exotic Moroccan dances, a lively Mazurka, and the "Pas de Cymbales," in which the dancers clash pairs of small cymbals. The graceful melodic style of the composer is rendered affectionately by Martinon.

A RECITAL OF SPANISH MUSIC ON THE SIENA PIANOFORTE (1-12")—Marisa Regules. Esoteric ESP 306267
The Siena Pianoforte is an instrument over 150 years old with a tone that is neither that of the harpsichord nor the

Number of Releases This Week

| Label | Pop | C&W | R&B |
|------------|-----|-----|-----|
| ABBOTT | 1 | — | — |
| APOLLO | — | — | 2 |
| CAPITOL | 2 | — | 1 |
| CHECKER | — | — | 1 |
| CHESS | — | — | 1 |
| COLUMBIA | 1 | 1 | — |
| CORAL | 4 | — | — |
| DAFFAN | — | 1 | — |
| DECCA | 7 | 2 | — |
| DE LUXE | — | — | 1 |
| EPIC | 1 | — | — |
| EXCELLENT | — | 1 | — |
| EXCELLO | — | 1 | 2 |
| FULTON | 2 | — | — |
| GEE | — | — | 1 |
| JAY JAY | 1 | — | — |
| JESTER | 1 | — | — |
| JOSIE | — | — | 1 |
| JUBILEE | 3 | — | — |
| KING | 1 | 1 | 2 |
| LIBERTY | 1 | — | — |
| LIN | — | 1 | — |
| MERCURY | 1 | — | — |
| ORMOND | — | — | 1 |
| PARKER | 1 | — | — |
| RAMA | 2 | — | — |
| RING | — | 1 | — |
| SOUTHWEST | — | 4 | — |
| STYLECRAFT | 1 | — | — |
| TUXEDO | — | — | 1 |
| VICTOR | 2 | 2 | — |
| TOTAL | 32 | 16 | 14 |

Reserve Records Pacts Gloria Van

CLEVELAND, Dec. 17. — Reserve Records, new indie diskery formed here, has signed Gloria Van, former Wing Record pactee. First release for the thrush will be in January. The firm has already released sides by Wendell Tracy and his ork and by the Tracey Twins. Distribution for the label has now been set in New York, Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago and St. Louis. Formation of Reserve Music, Broadcast Music, a Broadcast Music, Inc., publishing affiliate, has also been set.

Tabb Label to Get Back Into Business

NEW YORK, Dec. 17. — The Frank Sinatra-Ben Barton-Hank Sanicola interests will be back in the record business next month. Tabb Records, an adjunct of Barton Music, will be reactivated at that time after an hiatus of several years. The firm is understood to have purchased four masters cut independently by warbler Bernie Knee, which were recorded under the supervision of tunesmith Eddie White.

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b/w RAIN CHECK ON LOVE #426

Velma Carey, voc. **ALBA** 1005 Century Bldg.
Frank Jarema, ork. Pittsburgh 22, Pa.

KEEP YOUR EYE ON THIS ONE!

Deed #1010
"SUCH A DAY"
b/w
"OLE DEVIL MOON"
with Rita Raines

DEED Records 64 W. Randolph, Chicago

GIVE TO DAMON RUNYON CANCER FUND



The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

"A REAL
COIN GETTER"

by
**CHARLIE
WALKER**
"ONLY YOU,
ONLY YOU"

b/w
"YOU CAN'T
GET THERE
FROM HERE"
Decca 29715



It's so good
it's worth
repeating
"YOU CAN'T
GET
THERE FROM
HERE"

b/w
"ONLY YOU,
ONLY YOU"

Decca 29715
DECCA
RECORDS
Songs published by
FAIRWAY MUSIC CORP.
6365 Selma Ave.
Hollywood 28, California

• This Week's Best Buys

I DON'T BELIEVE YOU'VE MET MY BABY (Tree, BMI)
THE LOVIN' BROTHERS—Capitol 3300
With each release, the group shapes up as an even stronger commercial threat. Acceptance of this recent issue has been fast and unanimously strong. Nashville, Richmond, Atlanta, Durham and Dallas indicated that it is an imminent chart possibility. Flip is "In the Middle of Nowhere" (Acuff-Rose, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . . RECORDS

EDDY ARNOLD

When You Said Goodbye (Harpeth Hills, BMI)
Trouble in Mind (Jenkins, ASCAP)—RCA Victor 6365—Arnold offers two contrasting efforts here, either or both of which could make the grade, and undoubtedly will for this consistent winner. The topside is a melancholy ballad intoned with sincere, haunting flavor. The flip is a great old piece of blues material from the '20's, revived in a way that makes you feel it was c.&w. all the time.

NELSON KING

A Mail Order From Heaven (Nash, BMI)—Mercury 70768—King, the perennial king of the nation's c.&w. disk jockeys, turns disk artist with a most promising, most unusual recitation side that can't fail to raise considerable comment and probably sales to match. The message is purely religious, but it's delivered exactly as King might read one of the lengthy commercials on his highly rated show—softly and sincerely, and even in the same lingo. Flip is another reading, "The Loom of Time" (Nash, BMI).

• Reviews of New C & W Records

TERRY FELL
That's the Way the Big Ball Bounces .77
VICTOR 6353—One of life's important lessons is brought out here in a rhythmic sermon on fate. Good wax. (American, BMI)
What Am I Worth? .76
A bouncy little ditty shows off the savvy of this solid country performer. (Starrite, BMI)

ANITA CARTER
I Wore Dark Glasses .77
VICTOR 6364—A great bit of emotional country material gets a sincere and tender reading. Gal has the real pay-off sound in the pipes. (B. F. Wood, ASCAP)
False Hearted .75
He's false hearted, but she can't get him off her mind. Good swingy country wax, with thrush Carter and group on choruses giving it the hand-clapping treatment. Good juke material. (Vidar, BMI)

NEAL JONES
Two Wrongs .76
COLUMBIA 21475 — A good vocal performance on an outstanding piece of weeper-material, with particularly effective lyrics. (Valley, BMI)
What This Old World Needs .74
Another good piece of material is handed a happy vocal treatment. Tune is a brightly paced ditty with happy lyrics. (Starrite, BMI)

MIMI ROMAN
Wrap It Up and Save It .76
DECCA 29732 — Here's a smart novelty that will get deejay action. It's a lively country blues with good pace and a fine performance by Miss Roman. (Cedarwood, BMI)
My Tears Are Beginning to Show .74
Mimi Roman belts out a weeper that merits good deejay exposure. Song and performance have a sincere touch. (Tubb, BMI)

LOUIE INNIS
Jealous Hearted Woman .75
KING 4861—Innis chants exuberantly on one of his own tunes—a bluesy weeper with an up-tempo beat and good lyrics. (Mar-Kay, BMI)
Sing Your Song Baby .73
Innis contributes a personable vocal on another weeper-blues with a solid beat and excellent rhythm guitar work. (Mar-Kay, BMI)

AUTRY INMAN
Blue Monday .75
DECCA 29690—There's an attractive folk flavor to this story of the fellow whose girl has not come back. Inman has style and individuality. (Tree, BMI)
Look Over Your Shoulder .73
Inman chants a conventional country weeper. He does a real smooth job and merits spins. (Copar, BMI)

HANK CROW AND JEANNE BLACK
Wish You Would .74
SOUTHWEST 207—Hank Crow and Jeanne Black do a strong duet on this good country ballad. (Four Star Sales, BMI)
Who's Gonna Know? .71
Happy rural item on the joys of spooning. The vocal duet is backed by nice instrumentation. (Four Star Sales, BMI)

LINDSEY BROTHERS
Big Hearted Joe .72
EXCELLO 2071—Big Joe is advised to double-check that beauty-prize he's

got. It's a cute song idea and gets a good reading. (BMI)
Let's Get Down to Business .72
"Nature tells us what to do" is the theme of the ditty the Lindsey Brothers sing. Another good tune idea. (Excellorec, BMI)

L. PRESLEY LEWIS
Move Over, Dave Crockett,
Here Comes Santa Claus .72
SOUTHWEST 400—Christmas song with a good lyric idea gets a nice performance. Should share some of the loot in the country field. (S&W, BMI)
Big Ol' Bass Drum .72
Another Christmas item. Like the flip, it is a smartly turned out song, well performed by Lewis. (S&W, BMI)

JERRY JERICHO
These Hands .72
DAFFAN 101—Inspirational opus is sung with considerable sincere feeling by Jericho. It's a ballad that can stir quite a bit of attention, if the side is exposed adequately. (Hill & Range, BMI)
Walk My Way .70
Another good side, this about the strength gained by a loving partner. (Hill & Range, BMI)

L. PRESLEY LEWIS
Be Wise, Humble and Worship .71
SOUTHWEST 403 — The Christmas story of the wise men visiting the manger is told in sincerest country tones. Should catch seasonal attention in the right markets. (S&W, BMI)
Jimmy's Christmas .71
"Jimmy" is one of those little elves who help Santa load up the sleigh, and Lewis tells the whole story with a pleasant country charm. Kiddies will like. (S&W, BMI)

THE STYLECRAFTERS
Never .70
STYLECRAFT 5078—This is a pretty ballad with a very stock type melody. Vocalist Roy Akron delivers in the Ray Ebert fashion, and the reed scoring of the Howard-Sutor band has a touch of the Glenn Miller mode. Pleasant for listening or dreamy dancing. (Rochet, BMI)
Lonely Trail .64
This is a rather listless "clip clop" type of Western item. Low-voiced twangy singing and yodeling by Roy Akron. (Rochet, BMI)

BUCK GRIFFIN
Little Dan .69
LIN 1018—Cute item about a care-free moppet is sung amiably. It adds up to pleasant listening. (Lin, BMI)
Neither Do I .66
Another okay waxing, with Buck Griffin singing warmly. (Lin, BMI)

TED LONG
Angels Cry .67
RING 100—A poignant weeper, it is sung with appropriate sentiment by Long. Good listening. (Ring, BMI)
It Wasn't in the Cards .64
Another tuneful weeper, less effective than the flip, tho. (Fairway, BMI)

RAY LUNSFORD
Country Pickin' .65
EXCELLENT 226 — Guitars, banjo and fiddles set a happy mood in this instrumental. (Acuff-Rose, BMI)
Red Wing .63
More of the same.

• C & W Territorial Best Sellers

For survey week ending December 14
City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. It's a Great Life, F. Young, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Beautiful Lies, J. Shepard, Cap.
4. I Walked Alone Last Night, E. Arnold, Vic.
5. Here Today, Gone Tomorrow, J. E. & M. Brown, Fab.

Charlotte

1. Sixteen Tons, T. Ernie, Cap.
2. Love, Love, Love, W. Pierce, Dec.
3. I've Kissed You My Last Time, K. Wells, Dec.
4. Why, Baby, Why?, R. Sovine-W. Pierce, Dec.
5. I Forgot to Remember to Forget, E. Presley, Sun
6. Just Call Me Lonesome, E. Arnold, Vic.
7. Cry, Cry, Cry, J. Cash, Sun
8. When I Stop Dreaming, Louvin Brothers, Cap.

Dallas-Fort Worth

1. Love, Love, Love, W. Pierce, Dec.
2. Sixteen Tons, T. Ernie, Cap.
3. Just Call Me Lonesome, E. Arnold, Vic.
4. I Don't Care, W. Pierce, Dec.
5. Croce Di Oro (Cross of Gold), R. & B. Foley, Dec.
6. Why, Baby, Why?, R. Sovine-W. Pierce, Dec.
7. Lonely Side of Town, K. Wells, Dec.
8. Satisfied Mind, P. Wagoner, Vic.

Houston

1. Sixteen Tons, T. Ernie, Cap.
2. Love, Love, Love, W. Pierce, Dec.
3. I Forgot to Remember to Forget, E. Presley, Sun
4. Why, Baby, Why? G. Jones, Sdy.
5. Just Call Me Lonesome, E. Arnold, Vic.
6. Thirty Days, E. Tubb, Dec.
7. Eat, Drink and Be Merry, P. Wagoner, Vic.
8. Only You, C. Walker, Dec.
9. I Don't Care, W. Pierce, Dec.
10. There's Only One You, J. Work, Dot

Memphis

1. Sixteen Tons, T. Ernie, Cap.
2. Ballad of Davy Crockett, T. Ernie, Cap.
3. Richest Man, E. Arnold, Vic.
4. Honey, Honey Bee Ball, H. Thompson, Cap.
5. Love, Love, Love, W. Pierce, Dec.

Nashville

1. Sixteen Tons, T. Ernie, Cap.
2. Love, Love, Love, W. Pierce, Dec.
3. Why, Baby, Why?, R. Sovine-W. Pierce, Dec.
4. Eat, Drink and Be Merry, P. Wagoner, Vic.
5. I Feel Like Cryin' C. Smith, Col.
6. You're Not Playing Love, Wilburn Brothers, Dec.
7. Beautiful Lies, J. Shepard, Cap.
8. Pepper Hot Baby, J. Tubb, Dec.

New Orleans

1. Don't Take It Out on Me, H. Thompson, Cap.
2. Love, Love, Love, W. Pierce, Dec.
3. Sixteen Tons, T. Ernie, Cap.
4. I Thought of You, J. Shepard, Cap.
5. Pretty Mama, M. Robbins, Col.
6. Yonder Comes a Sucker, J. Reeves, Vic.

Richmond, Va.

1. Sixteen Tons, T. Ernie, Cap.
2. Richest Man, E. Arnold, Vic.
3. Lonely Side of Town, K. Wells, Dec.
4. Mystery Train, E. Presley, Sun
5. Love, Love, Love, W. Pierce, Dec.

St. Louis

1. I Forgot to Remember to Forget, E. Presley, Sun
2. Love, Love, Love, W. Pierce, Dec.
3. Don't Take It Out on Me, H. Thompson, Cap.
4. Sixteen Tons, T. Ernie, Cap.
5. I Walked Alone Last Night, E. Arnold, Vic.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Connie B. Gay returned to Washington and his Town & Country network activities last weekend after a journey to the Far East, where he has a unit playing the Far East Command, including Japan, Korea, Iwo Jima and Guam. Group, due back in the States early in 1956, includes the North Carolina Cloggers, Alec Houston and Elmer, and Pete Pike (Coral) and his band. While abroad, Gay conferred with the Far East Command about keeping a Town & Country unit in that area at all times on a three-month rotating basis. For the last five years, Gay has furnished the bulk of the country and western entertainment in the territory covered by the Far East Command. Gay severed his affiliation with WARL, Arlington, Va., a month ago.

Roy Acuff and His Smokey Mountain Boys, Kitty Wells, Johnnie and Jack, Elvis Presley, Jack Turner, Fred Wamble and Buddy Hawk furnished the entertainment for the finals of Station WBAM's annual Talent Search of the Deep South held at the State Coliseum, Montgomery, Ala., December 3. The event, which had 37 contestants vying for \$1,750 in cash prizes, drew an estimated crowd of 15,000. Margaret Littlefield, 11-year-old singer of Clio, Ala., won the \$1,000 first prize for her rendition of "Whose Shoulder Will You Cry On?" Eddie Hill handled the emcee chores. Shorty Sullivan, musical director of WBAM, was in charge of the talent contest.

Faron Young will resume activity, following his lengthy illness, with an A. V. Bamford "Grand Ole Opry" package at the St. Paul and Minneapolis auditoriums Saturday, December 31. Others on the bill will be the Wilburn Brothers, Porter Wagoner, Marvin Rainwater and J. E. and Maxine Brown, with Texas Bill Strength as emcee. Young will work a limited schedule during January, but will be back in full force by February 1, according to his

personal manager, Hubert Long. The release of Faron's first movie, "Hidden Guns," is being held up to coincide with the release of his new TV film series, "The Young Sheriff," on which filming will be completed sometime in January. It is reported that one of the networks is clearing time for the show.

"West Coast Jamboree," featuring Lefty Frizzell, Cyclone Wayne and the Rattlesnake Ramblers, Blackjack Jack Wayne and the Bar 10 Ranch Boys, Fred Hart, and Bill Monroe and His Blue Grass Boys, is slated for a New Year's Eve appearance at the Auditorium, Oakland, Calif. . . . Carl Smith's newest on the Columbia label, "You're Free to Go," is reported catching on in Midwestern territory. . . . Jimmy Dallas, Don Sullivan and Tiny Tillman are still among the highlights with "Cowtown Jubilee," heard each Saturday night over KIMO, Independence, Mo. . . . Lee Holden, whose latest on the Cavalier label is "Two Evil Eyes" b.w. "Lady Luck," appeared recently with Curley Gold and His Texas Tune Twisters at the Disco-Shaker Club, San Francisco.

Denny Dever, c.&w. deejay at WCMW, Canton, O., has Jimmy Dickens, Del Woods, the Louvin Brothers, Cousin Judy and Dusty Owens going into Memorial Auditorium there January 1 for two shows. Same package plays Warren, O., January 2, and Zanesville, O., 3. . . . Elsie Pierce Wilks, composer of "Turn Back the Clock to Davy Crockett" and others, has a new Christmas

(Continued on page 35)

TOMMY COLLINS
"I'll Be Gone"
b/w
"I Love You More and More Each Day"
CAPITOL #23289

CENTRAL SONGS INC.
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The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• Best Sellers in Stores

For survey week ending December 14

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. | SIXTEEN TONS (BMI)—Tennessee Ernie You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262 | 1 | 7 |
| 2. | LOVE, LOVE, LOVE (BMI)—W. Pierce IF YOU WERE ME (BMI)—Dec 29662 | 2 | 14 |
| 3. | JUST CALL ME LONESOME (BMI)—E. Arnold THAT DO MAKE IT NICE (BMI)—Vic 20-6198 | 3 | 19 |
| 4. | I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley MYSTERY TRAIN (BMI)—Sun 223; Vic 20-6357 | 4 | 15 |
| 5. | ALL RIGHT (BMI)—F. Young Go Back You Fool (BMI)—Cap 3169 | 9 | 21 |
| 6. | EAT, DRINK AND BE MERRY (BMI)—P. Wagoner Let's Squiggle (BMI)—Vic 20-6289 | 8 | 4 |
| 7. | I'VE KISSED YOU MY LAST TIME (BMI)—K. Wells LONELY SIDE OF TOWN (BMI)—Dec 29728 | 13 | 2 |
| 7. | IT'S A GREAT LIFE (BMI)—F. Young For the Love of a Woman Like You (BMI)—Cap 3258 | 15 | 5 |
| 9. | DON'T TAKE IT OUT ON ME (BMI)—H. Thompson HONEY, HONEY BEE BALL (BMI)—Cap 3275 | 5 | 3 |
| 10. | BEAUTIFUL LIES (BMI)—J. Shepard I THOUGHT OF YOU (BMI)—Cap 3222 | 6 | 9 |
| 10. | RICHEST MAN (BMI)—E. Arnold I WALKED ALONE LAST NIGHT (ASCAP)—Vic 20-6290 | 11 | 7 |
| 12. | WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce Missing You (BMI)—Dec 29755 | — | 1 |
| 13. | I DON'T CARE (BMI)—W. Pierce Your Good For Nothing Heart (BMI)—Dec 29480 | 7 | 26 |
| 14. | SATISFIED MIND (BMI)—P. Wagoner Itchin' For My Baby (BMI)—Vic 20-6105 | 12 | 31 |
| 15. | DON'T TEASE ME (BMI)—C. Smith I Just Dropped In to Say Goodbye (BMI)—Col 21429 | — | 4 |

• Most Played in Juke Boxes

For survey week ending December 14

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout 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 IF YOU WERE ME (BMI)—Dec 29662 | 1 | 12 |
| 2. | SIXTEEN TONS (BMI)—Tennessee Ernie You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262 | 2 | 5 |
| 3. | JUST CALL ME LONESOME (BMI)—E. Arnold That Do Make It Nice (BMI)—Vic 20-2198 | 3 | 17 |
| 4. | WHY, BABY, WHY? (BMI)—C. Jones Seasons of My Heart (BMI)—Starday 202 | 4 | 6 |
| 5. | BORN TO BE HAPPY (BMI)—H. Snow MAINLINER (BMI)—Vic 20-6269 | 6 | 6 |
| 6. | I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley MYSTERY TRAIN (BMI)—Sun 223; Vic 20-6357 | 4 | 6 |
| 7. | THIRTY DAYS (BMI)—E. Tubb Answer the Phone (BMI)—Dec 29731 | 10 | 2 |
| 8. | EAT, DRINK AND BE MERRY (BMI)—P. Wagoner Let's Squiggle (BMI)—Vic 20-6289 | 8 | 2 |
| 9. | YONDER COMES A SUCKER (BMI)—J. Reeves I'm Hurtin' Inside (ASCAP)—Vic 20-6200 | — | 13 |
| 10. | IT'S A GREAT LIFE (BMI)—F. Young For the Love of a Woman Like You (BMI)—Cap 3258 | 7 | 4 |

• Most Played by Jockeys

For survey week ending December 14

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout 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 Dec 29662—BMI | 1 | 13 |
| 2. | SIXTEEN TONS—Tennessee Ernie Cap 3262—BMI | 2 | 6 |
| 3. | JUST CALL ME LONESOME—E. Arnold Vic 20-6198—BMI | 3 | 17 |
| 4. | WHY, BABY, WHY?—R. Sovine & W. Pierce Dec 29739—BMI | 4 | 2 |
| 5. | EAT, DRINK, AND BE MERRY—P. Wagoner Vic 20-6289—BMI | 12 | 4 |
| 6. | IT'S A GREAT LIFE—F. Young Cap 3258—BMI | 6 | 4 |
| 7. | YOU'RE FREE TO GO—C. Smith Col 21462—ASCAP | 9 | 3 |
| 8. | I FORGOT TO REMEMBER TO FORGET—E. Presley Sun 223; Vic 20-6357—BMI | 5 | 11 |
| 9. | WHY, BABY, WHY?—G. Jones Starday 202—BMI | 12 | 4 |
| 10. | HERE TODAY AND GONE TOMORROW—J. E. & Maxine Brown Fabor 126—BMI | 14 | 6 |
| 11. | YONDER COMES A SUCKER—J. Reeves Vic 20-6200—BMI | 8 | 18 |
| 12. | SATISFIED MIND—P. Wagoner Vic 20-6105—BMI | — | 28 |
| 12. | BEAUTIFUL LIES—J. Shepard Cap 3222—BMI | — | 1 |
| 14. | BORN TO BE HAPPY—H. Snow Vic 20-6269—BMI | — | 3 |
| 15. | ALL RIGHT—F. Young Cap 3169—BMI | 7 | 20 |

It's **2** Big Sides
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COUPLED WITH
"Dangerous Crossing"




The CARLISLES


MERCURY 70754

BEST SELLERS

"MY WORLD IS YOU"
B/W
"Fool 'Em & Leave 'Em Alone"
Jimmy Dean
MERCURY 70745



"LOOKIN' FOR A CITY"
B/W
"Help Me Lord"
T. Tommy
MERCURY 70744



Mercury RECORDS

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• This Week's Best Buys

NEED YOUR LOVE SO BAD (Jay & Cee, BMI)—Little Willie John—King 4841

With "All Around the World" still on the charts, this more recent release has come forward slowly. Now it is asserting its own strength and is one of the top records in Detroit, New Orleans and Dallas. From there this disk is fanning out to the rest of the country in growing waves of popularity, being particularly well entrenched in the South. Flip is "Home at Last" (R-T, BMI). A previous Billboard "Spotlight" pick.

SEVEN DAYS (Progressive, BMI)—Clyde McPhatter—Atlantic 1081

Out little more than two weeks, this record is shaping up as one of the biggest new records. Strongest reports to date have come from New York, Philadelphia, Buffalo, Baltimore, Cleveland, Nashville, Durham, St. Louis, Atlanta. Flip is "I'm Not Worthy of You" (Progressive, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

OTIS WILLIAMS

Too Late I Learned (Armo, BMI)—De Luxe 6091—Former lead man in the Charms group gives out with a mighty strong solo effort. A pile of heart and soul drip into this one and the side has "action" written all over it. Could be a big break-out item. Flip is "That's Your Mistake," a solemn warning to the gal about running around with others. (R-T, BMI).

JACK DUPREE

Silent Partner (Jay and Cee, BMI)—King 4859—Dupree delivers another one of his colorful and exciting sides with that irresistible beat of "Walkin' the Blues." Humorous lyric is embellished with the usual pianistic commentary. Adds up to great wax with a solid all-level potential. Flip is "She Cooks Me Cabbage," another humorous "southern style" entry (Jay and Cee, BMI).

TALENT

THE KEYNOTES

I Don't Know (Bess, BMI)
A Star (Bess, BMI)—Apollo 484—The group on their first disk make a sock impression. Lead shows a wonderful savvy of the idiom and the group follows right along. On top is a fancy romantic opus delivered at a go-go-go pace while the flip is a solid ballad job. Should hear more noise from this crew via jingling coin.

SACRED

SOLOMON BURKE

When I'm All Alone (Bess, BMI)—Apollo 485—Here's a truly sensational emotional performance of a devotional ballad by a fine gospel stylist. Burke delivers one of the most impressive entries in this field in a long time. Flip, "Christmas Presents" (Bess, BMI), is a flavorsome effort on a rhythmic spiritual in the Christmas vein. (Bess, BMI).

• R & B Territorial Best Sellers

For survey week ending December 14

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Steamboat, Drifters, Atl.
2. Poor Me, F. Domino, Imp.
3. Don't Start Me Talkin', S. B. Williamson, Che.
4. Tutti Frutti, Little Richard, Spe.
5. Witchcraft, Spiders, Imp.
6. Only You, Platters, Mer.
7. Too Late, Little Walter, Che.

Charlotte

1. Tutti Frutti, Little Richard, Spe.
2. Witchcraft, Spiders, Imp.
3. Hands Off, J. McShann, V. J.
4. Only You, Platters, Mer.
5. I Know I Was Wrong, Baropa, Imp.
6. Poor Me, F. Domino, Imp.
7. Play It Fair, L. Baker, Atl.
8. At My Front Door, El Dorados, V. J.
9. Love Has Joined Us Together, R. Brown-C. McPhatter, Atl.
10. Feel So Good, Shirley & Lee, Ala.

Chicago

1. When You Dance, Turbans, Her.
2. I Hear You Knockin', G. Storm, Dot
3. Only You, Platters, Mer.
4. Tutti Frutti, Little Richard, Spe.
5. Blackjack, R. Charles, Atl.

Cincinnati

1. Hands Off, J. McShann, V. J.
2. Tutti Frutti, Little Richard, Spe.
3. At My Front Door, El Dorados, V. J.
4. Blackjack, R. Charles, Atl.
5. Big John, T. Turner, Wag.

Detroit

1. Need Your Love So Bad, L. W. John, King.
2. Hands Off, J. McShann, V. J.
3. Sanafce, B. B. Warren, Dot
4. Way You Dog Me Around, Diablos, Ftn.
5. When You Dance, Turbans, Her.
6. Trouble No More, M. Watets, Chs.

Los Angeles

1. Great Pretender, Platters, Mer.
2. Only You, Platters, Mer.
3. Tutti Frutti, Little Richard, Spe.
4. Jivin' Around, E. Freeman, Cas.
5. Poor Me, F. Domino, Imp.
6. Devil That I See, Penguins, Mer.
7. Rock-A-Beatin' Boogie, B. Haley, Dec.
8. Witchcraft, Spiders, Imp.
9. Teen-Age Prayer, D. Cooper, Mod.
10. Convicted, O. McLollie, Mod.

New Orleans

1. Feel So Good, Shirley & Lee, Ala.
2. Poor Me, F. Domino, Imp.
3. Here Today, Gone Tomorrow, J. E. & M. Brown, Fab.
4. Trees, Trees, C. Brown, Ala.
5. Play It Fair, L. Baker, Atl.
6. Adorable, Drifters, Atl.
7. Only You, Platters, Mer.
8. Tutti Frutti, Little Richard, Spe.
9. Need Your Love So Bad, L. W. John, King.
10. Come in This House, J. Tex, King.

New York

1. Great Pretender, Platters, Mer.
2. He, A. Hibbler, Dec.
3. Feel So Good, Shirley & Lee, Ala.
4. Only You, Platters, Mer.
5. C'est La Vie, S. Vaughan, Mer.
6. At My Front Door, El Dorados, V. J.

Philadelphia

1. Play It Fair, L. Baker, Atl.
2. Adorable, Drifters, Atl.
3. Smokey Joe's Cafe, Robins, Ato.

4. Hands Off, J. McShann, V. J.
5. Great Pretender, Platters, Mer.

St. Louis

1. Hands Off, J. McShann, V. J.
2. All Around the World, L. W. John, King.
3. Sugar Sweet, M. Waters, Chs.
4. Tutti Frutti, Little Richard, Spe.
5. Poor Me, F. Domino, Imp.
6. Only You, Platters, Mer.
7. Smokey Joe's Cafe, Robins, Ato.
8. Don't Start Me Talkin', S. B. Williamson, Che.
9. I'm Lost Without You, D. Washington, Mer.

Washington, D. C.

1. Hands Off, J. McShann, V. J.
2. Only You, Platters, Mer.
3. Feel So Good, Shirley & Lee, Ala.
4. At My Front Door, El Dorados, V. J.
5. I Hear You Knockin', S. Lewis, Imp.
6. Adorable, Drifters, Atl.
7. Poor Me, F. Domino, Imp.

RHYTHM-BLUES NOTES

By PAUL ACKERMAN

A quick look at the Christmas market indicates the rhythm and blues field is developing a couple of standard Christmas items. These are the Drifters' "White Christmas" on Atlantic, and Dinah Washington's "Silent Night" on Mercury. The Drifters currently are the top-per and seem headed for the best selling charts. Both the disks were released last year and the r.&b. diskeries put out a flock of Christmas sides this year, nothing could match the Atlantic and Mercury releases of one season ago.

Happy Harold Globenfelt, deejay at KGST, Fresno, Calif., is celebrating two years on the air. He's taken on additional time and he's now airing seven days a week. . . . Viviane Greene, West Coast thrush who chants for Imperial, is doing an hour-long r.&b. show nightly over KIMN, Denver's Mutual Broadcasting System outlet. . . . Groove Records has signed Johan Jones, veteran jaz trumpeter, and has scheduled his first release for January. He will go into the Embers in New York with his own group January 18 for 13 weeks.

Lavern Baker will cut a session for Atlantic next week and on December 22 go into the Academy of Music, New York, until January 2. . . . Sarah Vaughan into Birdland December 22 for two weeks. . . . The Cardinals to the Howard Theater, Washington, December 30 for one week. . . . Ella Fitzgerald will take over the Fairmont Hotel, San Francisco December 27 for three weeks. . . . The Drifters will return to Atlanta December 29 to sing another round in R. B. Beamon's "Battle of the Quartets."

Eddie (Lockjaw) Davis is set for the Sportsmen's Club, Newport, Ky., December 26. . . . Turk Murphy at the Colonial Tavern, Toronto, December 27 for one week. . . . Cuck Berry will go on a tour of one-nighters December 23 thru January 1 and on January 3 he's booked into Mandy's, Buffalo. . . . Willie Dixon is set for the Blue Flame, East St. Louis, Ill., December 23 for 12 days. . . . A package consisting of Joe Jones and his

ork, and Shirley and Lee will start a tour thru the South December 20.

Hamp Swain, deejay at WBML, Macon, Ga., has hit on the idea of recording stations breaks with artists he interviews. . . . Jocks in increasing numbers are doing record hops. John Slade, WJMO, Cleveland, says the hops furnish an "acid test" for brand-new releases. . . . Happy Frolix, of Harmony House Publishers, San Francisco, is enthusiastic over the Harmonaires recording of "I'm Spending the Winter" on Slate Records.



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Dusty Brown

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• Reviews of New R & B Records

LOWELL FULSON

I Still Love You Baby79
CHECKER 829—The singer pleads with his girl to take him back. An attractive piece of material with a tangy Southern-style accompaniment that will please Fulson's following. (Arc, BMI)
Trouble, Trouble77
Fulson shouts out his woes with convincing pathos. The blues theme is carried out in the growling tenor and tinkling piano backing him. (Arc, BMI)

EARL (CONNELLY) KING

Time Will Tell78
KING 4862—A ballad with a melancholy sentiment that is tenderly intoned by an increasingly popular singer. The backing is quiet and tasty, effectively showcasing the tune. (Jay & Cee, BMI)
Here I Stand76
Another pleasant ballad appealingly handled, with a simple and highly effective backing. (Mar-Kay, BMI)

THE CASANOVAS

My Baby's Love76
APOLLO 483—A slow, emotional chant is intoned by a standout lead singer with strong backing. Group shows itself to be one of the best around. A side to watch. (Bess, BMI)
Sleepy Head Mama73
Routine blues material is rendered in sock fashion by the good group, with good choice of slow, swingy tempo. (Bess, BMI)

THE CHARIOTEERS

Don't Play No Mambo76
JOSIE 787—The veteran group injects flavor into the rock and roll idiom and comes up with a rompin' novelty. Good wax, with sock backing by the Sid Bass ork. (Marlyn, BMI)
I Don't Wear My Heart on My Sleeve70
Falsetto lead carries this slow ballad all the way. So-so stuff. (Roosevelt, BMI)

THE CUES

Charlie Browns74
CAPITOL 3310—Cute catchy tune with novelty effects about Charlie Brown who tried to learn to blow a horn. Infectious rhythm has a winning way.
You're on My Mind73
An example of the refined r.&b. style nicely rendered by the group. Soloist is slotted impressively.

EARL GAINES

It's Drivin' Me Mad74
EXCELLO 2072—Earl Gaines gets the true flavor in his chanting of this blues. The monotonous backing is quite effective. (Excellorec, BMI)
A Long Time Ago74
Same comment. (Excellorec, BMI)

THE CLEPTONES

I Was Dreaming73
GEE 1000—The group sings a dignified love ballad in the refined mode. Disk has a good full sound. (Kah, BMI)
You Baby You73
The Cleptones chant this lively ditty with plenty of heat and nice harmony. (Patricia, BMI)

ABNER KENON

It's the Same Thing All the Time73
ORMOND 101—The guy gets tired of that same thing all the time. Good driving upbeat stuff with enthusiastic singing. (Fomark, BMI)
Waiting69
Slow ballad material. Properly expressive chanting here but excitement of the flip is lacking. (Fomark, BMI)

THE RAYS

Tippity Top73
CHESS 1613—The group works up a lot of steam with this rhythm side. The lead, in particular, shows exciting style. The material itself is only fair, however. (Arc, BMI)
Moo-Goo-Gai-Pan69
This novelty represents an original idea, but the material becomes somewhat forced eventually. Good try on the part of the Rays. (Arc, BMI)

GOOD ROCKIN' SAM

Don't Let Daddy Slow Walk You Down70
EXCELLO 2070—There are some good lines to the lyric of this blues, but the disk doesn't sustain interest. (Excellorec, BMI)
Funny Fanny Feelin'69
Another blues. Good Rockin' Sam and the boys show promise but do not quite make it here. (Excellorec, BMI)

VICKI EVANS

Speed My Man Home69
TUXEDO 908—A throaty thrashing job on an appealing ballad with strong r.&b.-styled backing. (Ford, BMI)
Don't Talk That Talk to Me69
A showmanly reading of a jaunty rhythm tune with a solid r.&b. beat. (Ford, BMI)

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Atlantic 1081

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b/w
"ON THE JUDGMENT DAY"
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THE SENSATIONAL NIGHTINGALES
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The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

Best Sellers in Stores

For survey week ending December 14

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. HANDS OFF (BMI)—J. McShann..... | 1 | 8 |
| Another Night (BMI)—Vee Jay 155 | | |
| 2. ONLY YOU (BMI)—Platters..... | 2 | 22 |
| Bark, Battle & Ball (BMI)—Mer 70633 | | |
| 3. POOR ME (BMI)—F. Domino..... | 3 | 5 |
| I CAN'T GO ON (BMI)—Imperial 5369 | | |
| 4. TUTTI FRUTTI (BMI)—Little Richard..... | 4 | 5 |
| I'm Just a Lonely Guy (BMI)—Specialty 561 | | |
| 5. ADORABLE (BMI)—Drifters..... | 5 | 8 |
| STEAMBOAT (BMI)—Atlantic 1078 | | |
| 6. FEEL SO GOOD (BMI)—Shirley & Lee..... | 6 | 18 |
| You'd Be Thinking of Me (BMI)—Aladdin 3289 | | |
| 7. GREAT PRETENDER (BMI)—Platters..... | 13 | 2 |
| I'm Just a Dancing Partner (ASCAP)—Mercury 70753 | | |
| 8. WITCHCRAFT (BMI)—Spiders..... | 9 | 4 |
| Is It True? (BMI)—Imperial 5366 | | |
| 9. PLAY IT FAIR (BMI)—L. Baker..... | 7 | 9 |
| Lucky Old Sun (ASCAP)—Atlantic 1075 | | |
| 10. ALL AROUND THE WORLD (BMI)— | | |
| Little Willie John..... | 8 | 12 |
| Don't Leave Me, Dear (BMI)—King 4818 | | |
| 11. AT MY FRONT DOOR (BMI)—El Dorados..... | 10 | 12 |
| What's Buggin' You, Baby? (BMI)—Vee Jay 147 | | |
| 12. WHEN YOU DANCE (BMI)—Turbans..... | — | 3 |
| Let Me Show You (BMI)—Herald 458 | | |
| 13. DON'T START ME THINKIN' (BMI)— | | |
| Sonny Boy Williamson..... | 11 | 10 |
| All My Love Is Vain (BMI)—Checker 824 | | |
| 14. SUGAR SWEET (BMI)—M. Waters..... | — | 1 |
| Trouble No More (BMI)—Chess 1612 | | |
| 15. HE (BMI)—A. Hibbler..... | 15 | 2 |
| Breeze (ASCAP)—Dec 29660 | | |

Most Played in Juke Boxes

For survey week ending December 14

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

| This Week | Last Week | Weeks on Chart |
|---|-----------|----------------|
| 1. ONLY YOU (BMI)—Platters..... | 1 | 16 |
| Bark, Battle and Ball (BMI)—Mercury 70633 | | |
| 2. PLAY IT FAIR (BMI)—L. Baker..... | 2 | 4 |
| Lucky Old Sun (ASCAP)—Atlantic 1075 | | |
| 3. WHEN YOU DANCE (BMI)—Turbans..... | 6 | 4 |
| Let Me Show You (BMI)—Herald 458 | | |
| 4. AT MY FRONT DOOR (BMI)—El Dorados..... | 3 | 12 |
| What's Buggin' You, Baby? (BMI)—Vee Jay 147 | | |
| 5. HANDS OFF (BMI)—J. McShann..... | 7 | 5 |
| Another Night (BMI)—Vee Jay 155 | | |
| 6. ADORABLE (BMI)—Drifters..... | 10 | 6 |
| STEAMBOAT (BMI)—Atlantic 1078 | | |
| 7. FEEL SO GOOD (BMI)—Shirley & Lee..... | 5 | 9 |
| You'd Be Thinking of Me (BMI)—Aladdin 3289 | | |
| 8. POOR ME (BMI)—F. Domino..... | — | 3 |
| I Can't Go On (BMI)—Imperial 5369 | | |
| 8. TUTTI FRUTTI (BMI)—Little Richard..... | — | 1 |
| I'm Just a Lonely Guy (BMI)—Specialty 561 | | |
| 10. THIRTY DAYS (BMI)—C. Berry..... | 8 | 9 |
| Together (BMI)—Chess 1610 | | |

Most Played by Jockeys

For survey week ending December 14

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. HANDS OFF—J. McShann..... | 1 | 6 |
| Vee Jay 155—BMI | | |
| 2. ONLY YOU—Platters..... | 4 | 14 |
| Mercury 70633—BMI | | |
| 3. PLAY IT FAIR—L. Baker..... | 2 | 10 |
| Atlantic 1075—BMI | | |
| 4. TUTTI FRUTTI—Little Richard..... | 14 | 4 |
| Specialty 561—BMI | | |
| 5. POOR ME—F. Domino..... | 3 | 5 |
| Imperial 5369—BMI | | |
| 6. STEAMBOAT—Drifters..... | 8 | 3 |
| Atlantic 1078—BMI | | |
| 7. AT MY FRONT DOOR—El Dorados..... | 7 | 14 |
| Vee Jay 147 | | |
| 7. I HEAR YOU KNOCKIN'—S. Lewis..... | 12 | 16 |
| Imperial 5356—BMI | | |
| 9. FEEL SO GOOD—Shirley & Lee..... | — | 7 |
| Aladdin 3289—BMI | | |
| 10. DON'T START ME TALKIN'—Sonny Boy Williamson..... | — | 6 |
| Checker 824—BMI | | |
| 10. WITCHCRAFT—Spiders..... | — | 2 |
| Imperial 5366—BMI | | |
| 12. WHITE CHRISTMAS—Drifters..... | — | 1 |
| Atlantic 1048—ASCAP | | |
| 13. ADORABLE (BMI)—Drifters..... | 6 | 7 |
| Atlantic 1078—BMI | | |
| 13. THIRTY DAYS—C. Berry..... | 15 | 8 |
| Chess 1610—BMI | | |
| 13. BURN THAT CANDLE—B. Haley..... | — | 2 |
| Dec 29713—BMI | | |

FOLK TALENT & TUNES

Continued from page 32

tune, "Oh, the Man in the Moon is Santa Claus," which has been waxed for Jet Records by Bennie Hess. Ditty is being published by Peoples Music.

Eddie Band has returned to Memphis after a jaunt to Louisville, where he worked several dates and visited with the deejays to plug his latest Ekko waxing, "Double-Duty Loving" b.w. "Talking Off the Wall." Ekko recorders Jess Willard and the Cochran Brothers have just concluded a swing up the West Coast thru Oregon and Washington and return thru Kansas and Arizona. . . . Matt Furin, of Round-Up Records, has as his first release "Too Late to Cry" b.w. "Tender Words and Wicked Lies," as cut by Bill Pence and His Round-Up-Aires. . . . Samuel A. Short Jr., of Blue Hen Records, has named Cowboy Howard Vokes, of New Kensington, Pa., to handle promotion for the label.

Roy Moss, of Plainview, Ark., now working under the personal management of Lou Epstein, of Jimmie Skinner's Music Center, Cincinnati, has just cut his first session for Mercury. His initial release for that label is "You're My Big Baby," written by Jimmie Skinner, and "You Nearly Lose Your Mind," penned by Ernest Tubb. Release is due Christmas week. A new group, the Country Partners, also working under the Epstein banner, have just signed to record for RCA Victor. Group comprises Bill Price, Bobby Simpson and Carlos Brock, who are featured regularly over WNOP, Newport, Ky.

Bill Carter, who with his Hometown Boys is a regular feature over Station KBOX, Modesto, Calif., cut a session recently in Nashville on the Republic label for Murray Nash, with the initial release due January 1. Most of the ditties waxed were penned by Jack Rhodes. Jimmy Patton (Sims Records) was guestar with Carter and the Hometown Boys December 10, and December 15 Cottonseed Clark and the "California Hayride" gang made a personal with Carter and his boys at the Riverbank Clubhouse in Modesta. The Carter group is working under the management of John McDonald.

Joe Hodges, young singer-guitarist, and Jerry Case, 12-year-old guitar twangler, both of Paris, Tex., appeared on "Big D Jamboree" over KRLD, Dallas, December 3, and December 4 made a TV appearance with the Belew Twins on "Western Frolics" on Channel 4, KRLD-TV. The Belews produce and headline their own television show. . . . Jimmie Busler's newest song output, "Sunshine In Your Eyes," has been cut for the Abbott label by Laurel and Miles, and was introduced recently on the Pee Wee King show over the CBS network via WBBM-TV, Chicago. Hill and Range Songs, Inc., is the publisher. "Sunshine" is also being featured by Tommy Lloyd over WTOP, Toledo.

"Elfie the Elf (and Santa Himself)," penned by Matt Pelkonen and Jack Swanson, is being featured on KDAL-TV's (Duluth, Minn.) "Mr. Tolliver's Travels," kiddie show heard Monday thru Friday, 4-5 p.m. Cast includes Santa, Jack Gordon; Achilles Tolliver, Joe McFarlin; the Western Ranger, Eddie Williams, and Elfie the Elf, Roland LeMasurier. Arrowhead Creameries is the sponsor. "Elfie the Elf" is pubbed by Country Music, Inc., Chicago, and has been recorded on Coral by Kenny Roberts, on RCA Victor by the Walter Jaworski orchestra and John Corvo, and on Dome by

Woody Wooddell and the Bailey Sisters.

C. G. (Red) Matthews, vice-president and a.s.r. man of Ekko Records, Memphis, last week put Lloyd McCollough and Lou Millet thru their first session for the Ekko label. Gladys Hart, who formerly operated her own school of music in Memphis, has joined Ekko Records, where she will be in charge of reviewing and screening of songs submitted to the Ekko firm. Matthews says his firm is in search of writers with good, fresh song material.

Don Reno and Red Smiley, with the Tennessee Cutups, will join Connie B. Gay's "Town and Country Time" out of WMAL-TV, Washington, starting Christmas Eve. The King Records waxers have been a feature of "Old Dominion Barn Dance," Richmond, Va., since last April. They also have been heard daily over WRVA, Richmond. More recently, they added a Monday night half-hour on WXEX-TV in Petersburg, Va. They will continue with the latter seg. Reno and Smiley are managed by Herb Clarke, WRVA deejay.

Stew Carnall, of Santa Barbara, Calif., is bringing Bill Monroe and His Blue Grass Boys to the West Coast for a series of personals, opening at Riverside Park, Phoenix, Ariz., December 23 and following with "Town Hall Party," Compton, Calif., on the 24th. Unit then will be packaged with Lefty Frizzell, Freddie Hart and Terry Fell to play Salinas, Calif., December 28; Modesto, Calif., 29; San (Continued on page 36)

AT THE TOP!

#155 Vee Jay
"HANDS OFF"
by
PRISCILLA BOWMAN
with
Jay McShann's Orch.

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by
THE EL DORADOS

NEW & HOT!

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"OOP-DE-OOP"
by
EARL PHILLIPS

#164 Vee Jay
"TIME IS MARCHING"
b/w

"MAMBO CHILLUN"
by
JOHN LEE HOOKER

#168 Vee Jay
"BABY, DON'T SAY THAT NO MORE"
b/w

"AIN'T THAT LOVIN' YOU, BABY"
by
JIMMY REED

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GROWING GROWING BIG!

CHESS #1611

'IN MY DIARY'

by

THE MOONGLOWS

Review Spotlight on...

THE MOONGLOWS

In My Diary (Arc, BMI)—Chess 1611—The group has a fancy piece of material here in the super-refined groove, with a definite story idea well carried thru by the high lead singer. Flip is the rhythm side, "Lover, Love Me" (Arc, BMI).

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THE FINAL CURTAIN

ALLEN—C. E. (Red).
58, veteran outdoor concession operator, recently in Veterans' Hospital, Biloxi, Miss. He was with Bob Hammond Shows the past year and previously had been associated with the Alamo Exposition and Hill's Greater Shows. Survived by his widow, Pat, and a daughter, Mrs. Ira Dossler, of Gridley, Calif.

ARGIEWICZ—Bernard L.
77, retired cellist and former member of the Philadelphia Orchestra, December 7 at his home in Upper Darby, Pa. He had been a member of the Philadelphia Orchestra twice during his career, starting with the orchestra in 1917 and previously had played with the Detroit Symphony Orchestra for 25 years. Surviving are his widow, Lillian, and a brother and sister, Artur and Mrs. Genia Bem, of San Francisco, both violinists. Services December 9 in Philadelphia and burial in Mount Lebanon Cemetery there.

BENNETT—Edna G.
widely known for his giant card manipulations, recently in Detroit. She was a member of the International Brotherhood of Magicians and president of the International Religious Magical Society. At the time of her death, she was writing a book on magic patter. In addition to her husband, she is survived by her son, Zina Jr., and a daughter, Barbara. Burial in Woodmere Cemetery, Detroit.

BERNARD—Dorothy.
61, stage, screen and TV actress, December 13 at her home in Hollywood of a heart attack. She was an old silent screen player, having been a member of D. W. Griffith's Biograph Company as long ago as 1911. Later she joined Fox Studios and from 1924-'29 was an associate editor of Harper's Bazaar. She played the role of Margaret, the Irish cook, in "Life With Father" for eight years on Broadway. She had been acting the same part in the current TV series. Her husband, A. H. Van Buren, and a daughter, Mrs. Marjorie Talbot, survive.

CARILL—Joseph J.
83, formerly of the Brockton (Mass.) Fair management, December 9 at his winter home in Palm Beach, Fla. (Details in General Outdoor section.)

CARUSO—Mrs. Dorothy Benjamin.
62, widow of the Italian tenor, Enrico Caruso, December 16 of cancer at Union Memorial Hospital, New York. Her marriage to the famous singer, 21 years her senior, was described by her in magazine articles in 1927, six years after his death in Naples, Italy. Later these were put into book form, "Enrico Caruso, His Life and Death," published in 1945. Her autobiography, "Dorothy Caruso, A Personal History," appeared in 1952. Born in Hastings-on-Hudson, N. Y., she eloped with Caruso August 20, 1918. Caruso died within three years. Mrs. Caruso married Capt. Ernest Ingram in 1923 and divorced him two years later, and in 1933 married Charles Adams Holder, which also ended in divorce. Survived by her two daughters, Mrs. Michael H. Murray, of Paris, and Mrs. William Hamilton Foster Jr. (the former Jacqueline Ingram), Baltimore; a sister, Mrs. Frederick Goddard, Tyson, N. C., and four grandchildren.

DALTON—Ralph H.
72, retired musician, at his home in Philadelphia December 5. He played violin and clarinet in theater orchestras in Philadelphia for about 20 years before retirement eight years ago. For a time he was leader of the orchestra at the old Fay's Theater. Surviving are two sisters and a brother. Services December 9 in Philadelphia.

DURAND—Paul.
vaudeville agent and producer, December 12 in New York. From 1908 to 1930 he had been a booker for the Keith and Orpheum circuits. His widow survives.

FRANKEN—Dr. Eugene H.
73, father of Merritt Franken, director of publicity of Television Programs of America, December 11 in New York. Dr. Franken was the chiropodist at the Hotel Astor for 33 years. Another son and a brother survive.

FURBER—Percy N.
90, founder and board chairman of the Trans-Lux Theater Corporation, December 15 at his home in Darien, Conn. He organized the company in 1920 and headed the firm until 1947 when his son Percival E. Furber succeeded him.

GRACE—Edward.
53, well-known designer in outdoor show business, December 4 in a Rhode Island hospital. (Details in Outdoor section.)

HARVEY—Paul.
71, veteran character actor, December 15 in Hollywood. He made his film debut in Chicago in 1917 with the old Selig Film Company. In late years he had specialized as the businessman type in such pictures as "The Late George Apley," "April in Paris" and "The Awful Truth." He also played on Broadway in "The Trial of Mary Dugan" and "Dinner at Eight." He was recording secretary of the Screen Actors' Guild, which he had helped organize in 1935. He was also a trustee of the Motion Picture Relief Fund. His widow, Ottye, survives.

ROCKETT—Glenn H.
63, owner of the Red Ribbon Shows in Gautier, Miss., December 13 from injuries received in an automobile accident that day near Los Angeles. A showman since 1907 when he was with the rodeos, he was negotiating with Edward Arnette to operate a kiddie park near Santa Paula, Calif., at the time of his death. He was a member of the Michigan Showmen's Association and the American Legion. Survived by his widow,

BIRTHS

HENSON—
A son, Lloyd Dennis, to Mr. and Mrs. Jimmie Henson November 25 in Alexandria, La. Parents are owners of Greater Dixieland Shows.

MARRIAGES

JOHANSSON-YOKAL—
Roland Johansson, one-finger equilibrist, to Little Yokal, cyclist, November 17 in Merit Bergen, N. J.

Dorothy; a daughter, Jean Kaddie, of Hagerstown, Md.; sons, Herbert and James, the latter in the armed services in Tokyo, and a stepson, Russell Emmons. Burial December 17 in Evergreen Cemetery, Los Angeles.

HOFFMAN—John.
63, veteran animal trainer, December 14 in Los Angeles. A member of the Pacific Coast Showmen's Association, he had lived on the West Coast for a number of years, working at the old Gay's Lion Farm in El Monte and for Louis Goebel in Thousand Oaks.

HOPKINS—Louisa May.
concert pianist, who was associated with the Main Line School of Music near Philadelphia, December 10 at her home in Haverford, Pa. Services December 13 in Ardmore, Pa.

JEFFRIES—Edward A.
81, pioneer motion picture exhibitor in Philadelphia who established one of the first nickelodeons in 1906, December 11 at his home in that city. He was owner of the Jeffries Theater. Surviving are his widow, Mary A., and two sisters. Services December 14 in Philadelphia and burial in St. Timothy's Churchyard there.

KNODLE—Walter St. Clare.
78, organist and member of the American Guild of Organists, December 10 in Lancaster Hospital, Philadelphia. Three sons and a daughter survive.

KNOX, Lena B.
87, composer, December 12 in Springfield, Mass. She had written more than 100 compositions, most of them marches, including "Union Forever," "Anniversary March" and the "Encampment March." The first is played frequently by the Marine Corps Band.

LARNARD—Freeman.
80, former circus tight-wire artist, known professionally as Harry Freeman; recently in St. Petersburg, Fla. After retiring from show business he became a sewing machine repairman and for several years prior to his death he operated a barber shop in St. Petersburg. Survived by his widow, Blanche, and a son, Harry.

LIFSON—Harry.
77, composer of military marches, December 14 at his home in New York. He headed the Symbolic Music Publishing Company, which he operated from his home. Four daughters and a son survive.

LUCKY—James Merle (West).
49, veteran burlesque performer, December 1 in Fort Smith, Ark. He started in burlesque as a straight man under the name of Merle Kay, later changing it to Jimmie West. At one time he worked with Endy Bros. Shows and was also with Mat and Dot Mercer as a straight man. Survived by a son, William Leonard Lucky.

MALTBIE—C. J.
80, former circus clown known professionally as Carl Milvo, recently in Cortland, N. Y. During his many years in show business he performed a revolving ladder act and later followed that with a trained dog act. He traveled with many different circuses, including Forepaugh-Sells, Barnes, Hagenbeck & Wallace and Ringling Bros. and Barnum & Bailey. After retiring from show business he served as a court attendant at sessions in County and Supreme Court in Cortland. Survived by his widow, Amy, and a sister, Eva Maltbie. Burial in Cortland Rural Cemetery.

RINGLING, Henry—
48, member of the circus family and a leader of the Republican party in Wisconsin, at Baraboo, Wis., December 9. Survived by his widow, Jean; a son, Henry Jr., and a daughter, Salome. Burial in Baraboo. (Details in Circus section.)

ROGERS—Earl S.
66, former Memphis radio entertainer, December 9 in Baptist Hospital, Memphis. A pianist, organist and singer, he appeared as Swanee Earl on morning musical programs over Station WMC, Memphis, from 1941 to 1946. Survived by his widow and his mother. Burial in Forest Hill Cemetery, Memphis.

RUPARD—Roy.
70, former secretary of the State Fair of Texas, Dallas, December 8 in a Dallas hospital. (Details in Outdoor section.)

SWISHER—Clifford E.
56, veteran concessionaire, December 4 in Lakeview Hospital, Danville, Ill., of a heart attack. Starting out in 1920 with the Matthews & Kotcher Shows, he had since worked on many different carnivals. He closed last season with William T. Collins Shows. Survived by his mother, Mrs. Clara Swisher, two brothers and two sisters. Burial December 7 in Springhill Cemetery, Danville.

YOUNG, ALLEN TIE ON DISKS

NEW YORK, Dec. 17.—Decca Records has coupled country artist Rex Allen with pop favorite Victor Young and is releasing the disk of both country and pop deejays. Tunes are "I'm a Young Cowboy" and "The Last Round-Up." Young, of course, uses a full string orchestra. Some months ago, RCA Victor issued a disk also calculated to appeal to the dual market. This was the Eddy Arnold-Hugo Winterhalter ork version of "Cattle Call," backed by "The Kentuckian." Despite some early opposition by country deejays, this disk hit both the country and pop best selling charts.

FOLK TALENT AND TUNES

Continued from page 35

Diego, 30; Oakland, 31, and Medford, Ore., January 1. This marks the Monroe combo's first to the Coast.

Mimi Roman plugged her new Decca release, "Wrap It Up and Save It" b.w. "My Tears Are Beginning to Show," on the Pee Wee King TV show from Chicago last Saturday (17). Disk jockeys may obtain a copy of the platter, together with a photo of Mimi, by writing to her at 417 Ocean Avenue, Brooklyn 26. . . . Porter Wagoner and his p.a. companions, Speedy Haworth and Don Warden, stopped off at ABC-TV's photo studios in New York recently to pose for new publicity photos for the network's use in promoting "Ozark Jubilee."

The Hawkshaw Hawkins package broke the house record at the "Circle Theater Jamboree," Cleveland, December 3, when he, Jean Shepard, Del Wood and Radio Dot and Smokey played to 2,600 payers in two performances. Previous record was chalked by Slim Whitman and Mac Wiseman. . . . Fran Allison, of the "Kukla, Fran and Ollie" TV show, and Aunt Fannie, of Don McNeill's "Breakfast Club," will make a return appearance on "Ozark Jubilee" over the ABC-TV network from the Jewell Theater, Springfield, Mo., January 21, the program's first birthday.

The Miller Bros. promoted a successful show and dance at Wichita Falls, Tex., December 5, with Hank Thompson and His Brazos Valley Boys, Bob Wills and His Texas Playboys; Bill Mack, of Station KWFT; Nat Fleming and His Boys, and the Miller Bros. band participating. All the bands were on the show at Municipal Auditorium, with Hank Thompson and Bob Wills doing the battling honors for the dance at the Miller Bros.' M-B Corral. Even the Thompson, Wills and the Millers have worked the same territory for years, this marked the first time the three combos had ever worked together.

Jim Trippe advises that the deadline on his year book, "Who's Who in Radio and TV," is January 31, with release date set for March 15. He urges deejays, artists, fan club presidents, in fact, anyone connected with radio and television in any capacity to send biographies and glossy photos immediately to him at P. O. Box 341, Decatur, Ala. . . . Joe Johnson, who represents the Gene Autry music publishing interests in Hollywood, was a visitor to RadioOzark in Springfield, Mo., last weekend.

Sunset Carson has inaugurated a daily hour-and-a-half kid show over KVAR-TV, Phoenix, Ariz., in which he's assisted by Dottie Mae, president of the Sunset Carson Fan Club, and Bill Gene, who is the ranch foreman in the show. Seg is made up of shooting demonstrations, code messages, cartoons, Our Gang comedies, Western movies and games with the children. Kids at home participate by playing the games and mailing in their answers. Specialty acts are booked in regularly. Charles Wallace is producer and director.

With the Jockeys

Jimmy Dunklin, who has been spinning c.&w. wax at WKXY, Sarasota, Fla., the past three years, asks that his name be added to the list of deejays who aren't receiving recordings from the majors. . . . Paul (Grandpappy) Knight, WBZ, Boston, complains that he's not getting service from Columbia, Hickory, Sun or King. Knight is on the air at 11 a.m. every Saturday with his "Grandpappy's Country Store." . . . A two-voice opus

HOCUS-POCUS

By BILL SACHS

JOAN BRANDON'S new book, "Successful Hypnotism," will hit the nation's book stores in January. Completely illustrated, it will bear a \$3.50 price tag. Miss Brandon is set in the New York area thru the holidays. . . . Elgin Mason, after a trek thru the Midwest, arrived back home in Los Angeles last week. "Been trying to figure out where showbiz went, postals Mason. "I get an occasional dinner date, and have had several TV shows on the Coast recently." . . . Myrus the Mentalist is in his fourth week on Station WITV, Miami, doing an audience-participation mental routine. He works from an outdoor studio, sponsored by a local auto agency. . . . Marvin Roy is en route to Paris for an early opening at the Lido there. Other European bookings are slated to keep him abroad at least three years. . . . After officiating at the mid-winter meeting of the International Brotherhood of Magicians' trustees at the Sheraton-Gibson Hotel, Cincinnati, December 3, Charles A. RossKam, IBM prexy, departed for Buffalo, where he and Mrs. RossKam did their turn at the yuletide party of Hocus Pocus Ring 12 at the Lafayette Hotel December 5. On December 6 RossKam paid an official visit to Rochester (N. Y.) Ring 4, IBM, at the home of Ken Punnett, where George Ito, Hawaiian magus-juggler, now playing in "Tea House of the August Moon," was also entertained by the Rochester group. Last Wednesday (14) RossKam presented the charter to the newly formed Greensboro, N. C., IBM Ring. He spent last weekend in Miami conferring with Cliff Lesta, convention chair-

man, on plans for the IBM conclave to be held at the DeLido Hotel, Miami Beach, Fla., June 22-25, 1956. . . . Lady Francis (Frances R. Francis) has been making a number of flying engagements in the West and Midwest, out of Seattle, in recent weeks, and is loaded with holiday engagements in the State of Washington. . . . Edna Bennett, wife of Dr. Zina Bennett, Detroit magic enthusiast, died recently in the Moto City. . . . Pauline and Bill Morton scribble that they are keeping busy in show business in and around their native Lincoln, Neb. "Still dabble a little in real estate," says Bill, "but most of my time is still in booking, promoting and performing. We don't carry as big a show as we formerly did. In fact, a lot of my work lately has been as after-dinner speaker. Our two kids are healthy and wonderful and coming along fine. We'll go to Pauline's home in South Dakota for Christmas. No magical news to speak of except that Lieut. Carl Pike was in town recently for a series of his worth while and effective safety magic shows in local schools. He represents the American Trucking Association." Mal Lippincott, veteran magician, who has been in poor health for some time, is critically ill in Room 320, Ward B2, Veterans' Hospital, Montgomery, Ala. Mal and his wife, Maxine, lost most of the season due to the former's illness, altho they were able to play Fountain Ferry Park, Louisville (their 16th season there), and the Centennial at Maxine's home town, LaPlata, Mo. Mrs. Lippincott is residing in their trailer at Dalarida Court, Montgomery, operated by Mr. and Mrs. Johnny Evans, former rep performers.

BURLESQUE BITS

By UNO

Princess Orelia, between her own many singing and dancing engagements, finds time to manage a popular and much-in-demand instrumental group called the Les Modes Cultural Quintet, the members of which are Charles Rouse, Julius Watkins, Gildo Maroness, Paul West and Ron Jefferson. . . . Gilda, the one-time-child star of "Our Gang" comedies, now working niteries, begins a two weeks' stay at Henry Veto's Chez Paree in Denver, her second time at the same club within a year. . . . This chapter rings down the curtain once more in the burly-back-to-Manhattan appeal. On December 13 the Appellate Division, First Department, New York, rendered its final decision in the Phillips vs. McCaffrey bout. The essential germ of it is that since Tom Phillips' attorney, Harold F. Berg, consented to the argument on November 25 that the word burlesque be stricken from the license application, the licensee is granted a general theatrical license without the names "burlesque" and "vaudeville" on it. The clear implication is that Phillips cannot use the name burlesque on the marquee of the theater. Incidentally, Berg has advised us that Phillips will not seek a license under these terms. So what was all the shooting about for over a year? . . . Suzie, the French Doll, and Frenchie LaVonne are among the list of strip principals, with June Eadie Coronado new in the chorus line, at the New Follies, Los Angeles. . . . Mark Tanno replaced Jimmie Ferguson as house singer last week at the Hudson, Union City, N. J., where Lily White, talker-stripper, was held over a second week.

Reads part of Martin's prospectus, "All scenes, songs and situations are of the 1895 to 1925 setting, covering a 30-year period." . . . Connie Chapman closed last week at the newly refurbished Westerner Club in Pueblo, Colo., while further South, Gloria Bruce goes into her 12th week at Petrino's in Albuquerque, N. M. Both are bookings by Bob Corash out of Denver. . . . Lee Kraft has entered the management field and signed Geraldine (Sequin) Garner for a record deal in vocals. Also Miles Davis and the Howard McGhee-Alan Eager Quintet. Miss Garner, before her burly career, worked as a singer and, according to Kraft, "has a real jazz feel." . . . At the Colony in Union City, N. J., Joe Young opened as the new comic. Charlie Robinson returned December 16 when Eddie Lloyd closed. Both Robinson and Lloyd were the starting funsters when the house opened November 18. . . . While Bea Sweet does her act at Billy Gray's Band Box in Reno, Nev., her husband, Jerry Paulos, vocalizes as one of the Four Stags at the Hotel Riverside, downtown in the same city. Co-principals at the Band Box are Slapsie Maxie Rosenbloom, Sid Fields, Sammy Wolfe, Sid Gary and the Smith Twins. Virginia O'Brien, comedienne, headlines at Mort Wertheimer's Riverside. The rest of the bill there includes Professor Backwards, Les Marcellis, George Moro's Starlets, headed by Gene Nash and Elaine Evans, vocalist with Bill Clifford's ork.

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Ralph Lockett Named Manager Of Va. Fair

PETERSBURG, Va., Dec. 17.—Ralph Lockett, veteran outdoor showman, was named general manager of the Petersburg Fair here the same week that the fair's grandstand was destroyed by fire.

Lockett, who has been secretary of the Clyde Beatty Circus the past two seasons, will leave here in February to make a six-week tour with the show before assuming his duties here.

The fire, which caused an esti-
(Continued on page 40)



ROY RUPARD

Roy Rupard, Former Dallas Fair Mgr., Dies

DALLAS, Dec. 17.—Funeral services were held here Saturday (10) for Roy Rupard, 70, former secretary-manager of the State Fair of Texas and 1948 president of the International Association of Fairs and Expositions. Rupard died Thursday (8) after an illness of five months.

During his 34 years at the fair, Rupard worked under eight presidents—A. A. Jackson, Louie Lipsitz, Harry Olmstead, T. E. Jackson, Rosser Coke, Otto Herold, Harry Seay and R. L. Thornton Sr.

He was born September 4, 1885, on a farm in Eastern Dallas County and began his long career with the fair as chief clerk in 1914. He became secretary in 1926 and doubled in the role of fair manager until the first general manager was ap-

pointed shortly before his retirement. He was active in staging the Texas Centennial in 1936 and the Pan-American Exposition in 1937.

After leaving the fair, Rupard established the USS Triple X Products Company, which distributed insecticides. He also was active in the Mesquite Community Fair near Dallas and thru his efforts the annual acquired a seven-acre tract at Mesquite and became the Dallas County Fair.

He was a 32d degree Mason, a Shriner and a member of the Episcopal Church.

Survivors include his widow, Hazel; a son, Donald, a daughter, Mrs. Clair Candler, both of Dallas; two brothers, Jack and Louis, and two sisters, Mrs. Leoti Binford and Mrs. Margaret Baggy, and a grandson, Denny Candler.

Jos. Cahill of Brockton Fair Dies in Fla.

PALM BEACH, Fla., Dec. 17.—Joseph J. Cahill, for many years active in midway and entertainment management at the Brockton (Mass.) Fair, died Friday (9) at his winter residence here. He was 83 years old.

Cahill was associated with theaters in Brockton since the dawn of the movie industry. For many years a vaudevillian, Cahill was widely known in the entertainment world. He retired in 1944 as general manager of the M. & T. theater chain in Brockton, and was past president of the Kiwanis Club there.

Survivors include two daughters, Mrs. Louis M. Vogel of Needham, Mass., and Mrs. Rose P. Gortner of Middletown, Conn., and a son, John C. Cahill of California. The funeral was in Waukesha, Wis.

Nat'l Amusement Not Up for Sale

DAYTON, O., Dec. 17.—A rumor that the National Amusement Device Company, ride manufacturers of this city, has been offered for sale was killed this week by a spokesman for the firm.

Actually, the firm is currently talking about business as far as two years in advance, has several major projects, including large Roller Coasters, under consideration, and has some new rides in the process of design and development, William de L'Horbe Jr., the firm's sales representative, said.

The rumor, de L'Horbe said, probably stemmed from a recent blind advertisement in The Billboard in which another amusement ride manufacturing company in business over 40 years advertised it was for sale.

CONVENIENT MARRIAGE

Big One Takes Steps Toward TV Use to Push Live Show

• Continued from page 1

circus' constantly increasing animal population will be left behind as permanent residents, and in about two weeks, rides on ponies and elephants, among others, will be instituted for the first time.

The projected zoological park is planned to rank with the finest in the world, and it will complement the present attractions at the circus headquarters, with others to be added. The feeling is that Sarasota, on Florida's West Coast, is becoming the great boom area of the coming period, and the expanding circus project will add major impetus to attract additional tourist lures. Already, two new projects have been added to the many already functioning, and are now going into: the recently-opened Sunshine Springs and Gar-

dens, which offers four elaborate water-ski shows daily, and the Circus Hall of Fame, which will open two weeks from now, featuring 26 marionettes theaters with puppet shows, circus films, a miniature midway, displays of circus lore of the past and places of honor for great performers who will be elected in much the same way as baseball's Hall of Fame. The Circus Hall of Fame is operated by John L. Sullivan and has no connection with the Ringling operation.

Zoo Area

With the present Ringling quarters occupying only half of some 200 acres, there is plenty of expansion room to hold the new zoo. It will be a huge affair which will permit the animals to roam un-

caged within specified areas, as in the famed zoo at Hamburg, Germany. Max Weldy, who designs costumes and floats for the circus and who planned the large-scale landscaping and ground improvements already under way, will visit the world's outstanding zoos before drafting his own conception of the future plant. When actual plans are ready to be drawn, an architect or designer of the calibre of Frank Lloyd Wright or Raymon Loewy will take over.

It is expected that construction will begin about a year from now, with the entire plant to be ready two winters hence, or sooner if possible. Admission prices currently are \$1 for adults and 50 cents for children; there are, at present, no plans for an increase.

Michael Burke

Michael Burke, executive director of the Ringling circus, is a prime mover in planning these varied operational changes. He said:

"TV is a fixed factor in everybody's future, including that of the circus. Our thinking is to use TV as intelligently as we can to increase the company's revenue, at the same time whetting the appetite of the nation to see the real thing when it hits town."

The ultimate form of the TV project has not yet taken final shape. Burke said the three General Foods telecasts (last spring from Madison Square Garden, last night and next spring from the Garden) are being used to "feel the way." He confirmed that he had held discussions with a number of TV sources who offered various plans. Some of these go beyond mere pick-ups of circus performers in action, which form the basis of the three General Foods shows and involve other formats in which the circus itself would be the background for a dramatic line. This would seem to be the ultimate direction in which the TV future of the circus is heading. Burke said that all these plans are being mulled "on a reasoned and considered basis," but that he is "not leaping" until the ideal combination has been found.

TV and Live

"If we use our heads about this," he declared, "there's no reason why the circus and TV cannot be married to the mutual interest of both. We think we have in the circus a tremendous source of material for TV. At the same time, a vast number of people still want to come and eat popcorn and see the real circus. Our problem is to use TV in such a way that the people

(Continued on page 47)

ENGLISH VIEW

Video Good, Beasts Best, Smarts Says

NEW YORK, Dec. 17.—Television will help rather than hurt and animal acts are a guarantee of circus perpetuity, at least in England and at least for the Billy Smart Circus.

Two of the operating clan, Ronnie and Billy, the former charged with administrative chores and the latter with the supervision of show's performing animals, con-

curred in that viewpoint here this week as they wound up a month's tour that included several visits to the Ringling Circus on the road and the winter quarters at Sarasota.

The recent advent of commercial television in England actually was the impetus for the Smart's visit here. The earnings possibilities, for-

(Continued on page 47)



A FULL CREW OF MEMBERS OF THE SHOWMEN'S LEAGUE OF AMERICA kept busy this week finishing preparations for the organization's 10th annual Christmas party for 200 underprivileged Chicago children. Event was scheduled for Sunday (18) in the Hotel Sherman. Busy in the top photograph are from left, Sol Waserman, Noble Case, Chairman Al Sweeney, Chick Bohdan and Jack Kaplan. Equally hard at work above are Hyman Neitlich, Henry Polk, Louie Berger and Hetlich.

Edward Grace, Designer, Dies

PROVIDENCE, Dec. 17.—Edward Grace, veteran artist and show designer, died Sunday (4) in South County Hospital at the age of 59.

Grace had been with many circus, carnival and fair organizations and was widely known in those circles. He was an expert show front designer, wagon and carriage stripper, and originator of numerous attractive fair designs. Over the past years he had been with Traver's Chautauqua Shows, O. C. Buck Shows, Rhode Island State Fair, and for the past 10 years the Great Danbury State Fair.


Grace was born July 4, 1896, in Denver, and resided at South County Trail, Slocum, R. I. Survivors include his widow, Mrs. Dora Grace, and a daughter, Elizabeth.

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ARENAS-AUDITORIUMS

Yule Puts Arena Attention On Company, Church Events

By TOM PARKINSON

With the Christmas season at hand, arenas throughout the nation are catering to large employee groups, housing Christmas pageants and otherwise acting as centers of holiday observance.

Among the building managers who have built holiday business that attracts attention of other auditorium-arena executives is Alex Sinclair, of the Cincinnati Gardens. One whose Christmas feature is out of the ordinary is Don Myers, of Fort Wayne's Allen County War Memorial.

This is the sixth season for Sinclair's Christmas package for industry. He wrapped up a three-way show this time, with a diving tank, ice rink and stage set up in a fashion similar to a three-ring circus. The show is one of the features of the complete Christmas celebration which is sold to industries.

Four companies bought the package this year; two performances will be Saturday (17) and two will be Sunday (18). A fifth was a benefit for the Heart Foundation and was being presented Friday night (16).

While Sinclair's first interest is his own building, his Christmas package also has gone "on the road". When one of his Cincinnati buyers wanted the show for another plant in an Indiana city, the Gardens show made the out-of-town appearance, and that way all employees of the firm got the same holiday present.

In the Fort Wayne building at Christmas time is a three-day event sponsored by the Associated Churches of the city. Called the Christ Child Festival, it is comprised of booths, one sponsored by each church. Each has a display with a religious theme and some are very elaborate. Myers tells that some of these displays feature live participants. In some cases, several persons are present for each role in the display and they take turns appearing so that none is over-tired by the necessity for remaining stationary. This event is in addition to industrial Christmas parties at the Fort Wayne building.

Dallas Fair Names Concession Mgrs.

DALLAS, Dec. 17.—Al Jones has been named assistant manager of the concessions and midway department of the State Fair of Texas, effective January 1. His work will be primarily in connection with the midway operation, both during the fair and the summer season.

Arthur K. Hale, assistant secretary of the fair and manager of the fair's Cotton Bowl department since 1948, will become manager of the concessions and midway department in addition to his other duties.

Jones has been employed to handle numerous special assignments for the fair during the past five years. His first connection with the Dallas exposition was in 1946, when he announced the free acts on the Magnolia stage during the October fair. He became announcer for the free acts on the summer midway in 1950.

Jones became the voice of big "Tex," the fair's giant cowboy statue, in 1953 when the figure was made to "talk" electronically. His activities at the fair have ranged from emceeing Cotton Bowl shows to managing the fairgrounds' public-address system.

Jones is well known in Dallas as a radio announcer and performer. A graduate of the University of Texas, he started in radio work at Station KEYX in Corpus Christi. He came to Dallas in 1943 to become a staff announcer and disk jockey at Station WRR, located on the fairgrounds. During recent months he has been a member of the staff of Station KGKO.

Davenport, Ia., Skeds Sunday Opener in '56

DAVENPORT, Ia., Dec. 17.—The Mississippi Valley Fair has shifted its '56 dates and will open on Sunday and close on Saturday, Frank Harris, veteran secretary-manager, announced. In recent years the fair bowed on Monday and ran thru Sunday.

Attractions for next year will include Gem City Shows on the midway, a repeat engagement. "Ice Varieties," produced by L. N. Fleckles Associates, will return as the main night grandstand fare, Harris said. The Aut Swenson Thrillcade will play one night and harness racing or a rodeo may occupy the afternoons this year.

Sandusky, O., Event Re-Elects Officers

SANDUSKY, O., Dec. 17.—Robert W. Hermes was unanimously re-elected president of the Erie County Agricultural Society at the annual meeting here recently. Also renamed were Kenyon Miller, vice-president; George K. Moon, treasurer, and Art McCall, secretary.

Tentative dates set for the annual Erie County Junior Fair are August 16-19 but may be advanced a day or two, depending upon available dates at a site under consideration for rental. Hermes and McCall will represent the fair board at the Ohio Fair Managers' convention.

Ernie Young Inks Cedar Rapids; MCA Contracts 2 Iowa Fairs

DES MOINES, Dec. 17.—The Ernie Young Show and the Music Corporation of America made the grandstand news at the annual meeting of the Fair Managers' Association of Iowa here this week.

The Young office, represented by Ernie Young, closed to provide the night revue at the All-Iowa Fair, Cedar Rapids. The show, a revue with acts, will be presented three nights of the fair.

MCA, represented here by Eldred Stacey, closed with two county fairs. At Monticello, the office will put in five different programs on that many days. Included will be Lassie, with a puppy giveaway tie-in; "Riverboat Follies," with Johnny Maddox and Candy Candido; Eddy Howard ork and revue; Tex Ritter and Smiley Burnette, and a name band with acts on the fifth day.

The Barnes-Carruthers office was an active place throughout the three days of the meeting, with Sam J. Levy Jr., ending up with a large file of contracts, many of them new for the office. Also on hand for the Chicago office were

(Continued on page 40)

W. VA. State Inks Denton, GAC-Hamid

LEWISBURG, W. Va., Dec. 17.—Contracts for the 1956 West Virginia State Fair were awarded by the fair board this week. Manager C. T. Sydenstricker reported that the Gold Medal Shows of Johnny Denton will be on the midway, and the grandstand talent will be provided by GAC-Hamid, Inc.

The talent organization will offer an ice show and the Midwestern Hayride country-western show. Contracts are for one year, Sydenstricker said.

Dates for the 1956 fair were set for Monday thru Saturday, August 20-25.

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Ice Shows
Holiday on Ice: Rock Island, Ill., 26-Jan. 2; Des Moines, Ia., 3-8.
Holiday on Ice (European): Rotterdam, Holland, 20-23; Brussels, Belgium, 24-Jan. 10; Frankfurt, Germany, 12-29.
Holiday on Ice (Far East): Bangkok, Siam, until Jan. 5; Hong Kong, China, until Jan. 20.
Holiday on Ice (South America): El Salvador, C. A., 20-21; Guatemala, Guat., 23-Jan. 5.
Hollywood Ice Review: Chicago, 26-Jan. 10.
Ice Capades of 1956: Boston, Mass., 26-Jan. 11; Providence, R. I., 12-24.
Shipstads and Johnson's Ice Poilies of 1956: Philadelphia, Pa., 25-Jan. 15; Cleveland, O., 17-29.

Miscellaneous
Hitler's Personal Armored Car, Jack W. Burke, mgr.: Houston, Tex., 20-24 (season ends).
Scott, Turner: College Park Merchants' Festival, Orlando, Fla., Dec. 20-24.

N. C. Meef's Banquet Room Is Enlarged

RALEIGH, N. C., Dec. 17.—Capacity of the Sir Walter Hotel Banquet Room has been enlarged to handle 600 persons, according to Norman Y. Chambliss Sr., president of the North Carolina Association of Agricultural Fairs. The association's meeting will be held on Thursday and Friday, January 19-20.

The banquet will be held on Friday night. Reports at meetings will be made by the following committee chairmen: Howard Robbins, membership; M. W. Williams, resolutions; William Phillips, auditing, and Curtis A. Leonard, banquet and tickets.

Records indicate the 1955 membership total, 57, is the highest yet achieved by the association. Dues are being received by Corbin Green, of Hickory, secretary-treasurer.

Assisting Leonard with the banquet will be R. W. Schoffner, Clyde Smyre, Ernest P. Batton, Corbin Green, Larry Averette and W. C. Blackmon.

Iowa State Renames Pike As President

DES MOINES, Dec. 17.—H. L. Pike, of Whiting, was re-elected president of the Iowa State Fair board at the annual meeting. Pike has served as president since 1948 and has been a member of the State Fair Board since 1902.

Bill Campbell, of Jessup, was renamed vice-president.

Directors, all re-elected for two-year terms, included C. S. Macy, of Grundy Center; J. W. Cory Jr., of Spencer; C. J. Matthiessen, of Monticello, and W. H. Maxwell, of Winterset.

SUCCESSION: Father-Son Title Claimed By Hillsdale

HILLSDALE, Mich., Dec. 17.—The Hillsdale County Fair here lays a claim to some sort of a title as a father-and-son affair.

Thirty-two years ago December 11, 1923, John French was named president of the fair, and Harry B. Kelley, veteran secretary, was named a director. Monday (12), William J. French, son of the former president, was elected president, and Kelley's son, Harold, was named a director.

Other officers named are Erwin Howe, vice-president; J. I. Post, treasurer; Harry Kelley as secretary for the 27th year, and Mrs. Harry Kelley as assistant secretary. Frank Leutheuser was also named to the board.

Plans for '56 include the construction of a new 4-H dairy cattle barn, 44 by 120 feet.

Prince Albert Gets 'A' Rating

PRINCE ALBERT, Sask., Dec. 17.—A Class-A rating has been granted the Prince Albert Agricultural Society's annual exhibition, it was announced by S. L. Small, past president of the society.

As a result of the re-classification, the federal government will increase its annual grant by \$1,500, making it possible for higher prize money in livestock events.

Representations to raise the rating from Class B to Class A were made to the government by Small.

The new rating will not mean that the annual fair will become part of the Class-A circuit. It will remain with the B loop and the exhibition will still be a three-day affair.

Total grant from the federal government will now be \$4,500. In 1955 the provincial government contributed \$7,400.

Leahys Leave On Ocean Trip

DANBURY, Conn., Dec. 17.—John W. Leahy, general manager of the Great Danbury Fair, sails on the S. S. Independence today with his wife on a Mediterranean cruise. While at Gibraltar next week Leahy intends to procure a group of wild baboons to add to the fair's attractions.

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Season Bad, Vegas Faces Foreclosure

\$50,000 Mortgage Cited, Critics Note Operation, Layout Faults

NEW YORK, Dec. 17.—In the eyes of creditors seeking relief from the ill-fated Funland Park, lavish effort in the desert five miles east of Las Vegas, Nev., is I. Q. Baseball Machine Corp. of this city. I. Q. is suing for \$4,375, and the amusement center is also facing foreclosure on a \$50,000 chattel mortgage.

Funland opened two seasons ago after being capitalized at about \$278,000. Original installations were on a grandiose scale, but professional onlookers were quick to note shortcomings in the layout and other items. The effort was notable in that it strove to establish a major park from the ground up at one swoop.

The baseball range, it was pointed out, was located so that at late afternoon the sun shone directly into batters' eyes. Entry to the park was by stepping over the miniature railroad tracks, which also blocked off the approach to one of the rides.

New Money Needed

The park will not reopen next spring unless new investors are willing to underwrite it, it is known. Original shortages were eased last December when an additional \$50,000 was raised, but the season just concluded was a losing one, even down to the bar and slot machines, which are the very backbone of Vegas' prosperity.

Twister and Kid Unit Set For Olympic

IRVINGTON, N. J., Dec. 17.—A location for the Twister ride, to be delivered for the coming season by the Herschell plant, has been arranged at Olympic Park. The spot is near one of the entrances, and was occupied part of last season by the Caterpillar, which has been moved to another site.

Except for operation of the skating rink by Fred Rendfrey, there is little activity at the park. A section of the Roller Coaster is being rebuilt at the take-offs and approach to an incline. Rink action has slowed for the holiday season, probably due to youngsters taking jobs in stores until the peak shopping period is over.

One of the park concessionaires made a kiddie auto ride purchase in Chicago and that, too, will be in use next season, it was reported.

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Representing a group asking the District Court to foreclose the mortgage and order the fixtures and property sold, is former Lieutenant Governor Clifford Jones. While assets of the park are in the \$300,000 class, they are mostly in the form of physical improvements, useless unless as a park operation. The park this year told creditors a deal was in the making with a major amusement park owner but no arrangement was forthcoming.

Chief promoters of Funland were Sam Pearlstein and Sam Lipkin, both of Detroit. They and their investors were in trouble even before they opened in the spring of 1954, as a strike of lumbermen delayed opening of their chief attraction, a Roller Coaster. They were also forced to spend three times the amount estimated in drilling almost 1,000 feet to reach water.

Weather Curbed Season

Critics of the original plan to cash in on the Las Vegas boom held that the boom was not a result of amusement park elements in the first place, and that the bulk of Vegas transients are adults who hit town for many reasons other than riding amusement devices. From the outset a mistake was realized in the plan of remaining open all year, which was found prohibitive due to extreme temperatures in mid-summer and mid-winter.

Few rides were priced at less than a quarter. Special "nights" for organizations never materialized. No live entertainment was offered. Advertised dancing to live music was dropped almost at once. Juke box dancing did not catch on. Roller skating clicked for a time with teen-agers, but failed when a rink opened in town.

Named as defendant to the suits, which include a \$750 claim by the Ruppert Plumbing Company, are Lipkin and Philip Jordan, who came on the scene after the opening as manager. Both signed contracts and promissory notes.

Insurance company correspondence lists other holders of notes as including several outdoor equipment suppliers, notably Dodgem, Sellner, Eli Bridge, Eyerly Aircraft, and Allen Herschell. With the park's closing, I. Q.'s insurance on its equipment was canceled but has since been reinsured by a Vegas firm.

GOOD FOR THREE KIDS

Kid Spot Sets All-Season \$10 'Membership' Tickets

NEW YORK, Dec. 17.—Bunny's Kiddieland on Boston Road in the Bronx will sport a new appearance and stepped-up promotion campaign next season, operator Max Kassow reports. Kassow will dispose of a couple of the park's rides and add a new Schiff Coaster and Herschell Jolly Caterpillar, as a starter.

Among the plans decided on, an innovation will be a season-long membership card, good for ride admissions. The park will definitely try this method, Kassow said, and thoughts so far are to charge \$10 per ticket, have it an interchangeable item, and good for as many as three riders at a time, any time. He added that a ride might as well have six children on it as three

BILLY ROSE

Names Tivoli As Model for Central Park

NEW YORK, Dec. 17.—Showman Billy Rose Wednesday (14) cited Copenhagen's famed Tivoli as a model for the rebuilding of Central Park.

In a talk at Town Hall, Rose noted that Tivoli had lakes, concerts, 28 restaurants and a fun park. Other needed developments for the site are a Shakesperian festival, underground parking, floodlighted sports fields and other facilities that would brighten up the dismal area and aid in combating juvenile delinquency.

Coney Urges Parking, Not Housing, at Luna

NEW YORK, Dec. 17.—The proposal to convert the former Luna Park site into a 1,500-unit public housing apartment development (The Billboard, December 17) moved forward one step this week when the City Planning Commission gave tentative approval.

The Coney Island Chamber of Commerce came out strongly against the proposal. Much of the affected property is vacant and the Chamber held that if anything, a parking area should be built there. It was claimed that the site could accommodate 8,000 cars. It was held that Coney Island can now take care of only 6,000 cars.

Parking has long been a detracting feature of the Island. Streets and commercial lots fill up very early on summer weekends with the result that from 11 a.m. on, traffic is bumper-to-bumper and completely snarled. When sundown patrons attempt to leave the Island, and evening visitors begin arriving, bottlenecks frequently choke all major intersections for long periods.

Pose Other Sites

The Chamber pointed out that two other sites at the Island were approved last year by the Planning Commission for redevelopment, outside the amusement area. Utilizing one of these locations for apartments and creating a municipal parking area on the Luna Park site would help alleviate one of Coney Island's most pressing problems, it was claimed.

The area in question is behind

Ocean Beach Gate OK, Re-Award Beach Pacts

NEW LONDON, Conn., Dec. 17.—Despite weather conditions which turned unfavorable several times during the season, Ocean Beach Park had an attendance of 564,239, which was only a 5,000-person decline from 1954. The municipally operated enterprise this week awarded several concession contracts for the coming year. The figures do not include children under five and patrons using the pedestrian gate after 6 p.m. The contracts will run for three years, whereas previously there had been many five-year pacts. Part of the new agreements was that each operator pay the city one-half of

one per cent of his gross to be used for promotion.

The Park Board, controlling the city-owned and operated Ocean Beach Park, approved renewals with Armando Baldelli, Frank Lewyant and Leon St. Germain, Cam Restaurant; CNF Amusements Incorporated, rides and a boating concession; Mrs. Annie Vescovi, Merry-Go-Round and Dodgem, and Nutmeg Beverage Company, soft drink vending machines.

Baldelli, Lewyant and St. Germain agreed to pay the city 15 per cent of their gross, the same as under their previous contract.

CNF Amusements will pay 25 per cent of its gross from the rides during the official season and 10 per cent before the season opening and after closing. It will pay a flat \$600 per year for the boating concession. The terms are the same as the previous contract.

Mrs. Vescovi also will pay the city 25 per cent during the season and 10 per cent before and after. Under her previous contract, she paid 20 per cent on her gross up to \$5,000, then 25 per cent.

Nutmeg Beverage will again give the city 25 per cent.

9 Firms Order Tilt-a-Whirls

FARIBAULT, Minn., Dec. 17.—Orders for Tilt-a-Whirls from five parks and four carnivals were announced this week by M. W. Sellner, owner of Sellner Manufacturing Company, Inc., here.

Rides have already been delivered to H. L. Roberts, Lakeside Park, Salem, Va., near Roanoke, and Mrs. Minette Dixon, Lake Winnepesaukee, Rossville, Ga., near Chattanooga. The rides have been stored and will be erected in the spring. Other parks slated to take delivery on Tilt-a-Whirls for the 1956 season are Washington (Ind.) Park, LeSourdsville Lake, Middletown, O., and Fairyland Park, Lyons, Ill.

Last September Sellner delivered a Tilt-a-Whirl to the Evans United Shows. He also has announced orders from Nolan Amusement Company, South Zanesville, O.; Brownie Amusement Company, Salem, Ore.; Peck Amusement Company, Kankakee, Ill., and Imperial Shows, Fairbury, Ill., for delivery in time for opening of the 1956 season.

operated next fall. He did not know what the plans would be in reference to a grandstand.

Ralph Lockett

Continued from page 37

mated \$60,000 damage, was discovered Sunday night (11) but destroyed the grandstand before it could be brought under control. Two small nearby buildings, which housed equipment owned by Cetlin & Wilson Shows, were also burned. Damage to the fair-owned buildings was covered by insurance, according to Mayor Churchill Dunn.

The Petersburg City Council recently turned over operation of the fair to the Lions Club and Dr. E. L. Rayburn Jr., of the fraternal organization, said a fair would be

Ernie Young Inks Cedar Rapids

Continued from page 38

Sam J. Levy Sr., Mike Barnes and Fred H. Kressmann.

The rooms occupied by the Grossman Agency and the Boyle Woolfolk-ABC office were scenes of much activity and booking volume was up, according to reps of both offices. On hand for the Des Moines agency were John Planalp, Peg Longnecker and Bob Steele. Jack Lindahl and George Flint represented the Woolfolk office.

There was some action in auto race circles. Frank Winkley, head man of Auto Racing, Inc., closed with the Bethany, Mo., fair for two days. Al Sweeney, National Speedways, Inc., signed to put auto racing into Iowa fairs at West Union, Alta, Davenport, Algona, Bloomfield, Independence, Eldon and Mason City. Sweeney also announced he had closed with the Faribault, Minn., fair auto races.

Ben Braunstein, who represented the Joie Chitwood thrill show here, reported that Chitwood was in Hollywood making a picture for M-C-M and that he was scheduled for a TV network shot on the Bob Hope show in April.

Other attraction people and fair suppliers at the meetings included: George and Richard Ferguson, WLS Attractions; J. A. Curry, Mitchell Robinson,

Jack O'Dare, Congress of Canadian Daredevils; Frank M. Prystak, Fair Publishing House; Lou Black, Ozark Jubilee; T. B. Skarning, Grand Ole Opry; Bill Dillard, Ted and Florence Myers, Mable Corlius, Sonny Myers Amusements; Hal Garven, Roger Dick, Earl Dunn, Hal Garven Productions; Aut Swenson, Swenson Thrillcade; Bill Hartzler, Hartzler Sound Systems; R. E. Green, Illinois Fireworks Company; Harry Peebles, Ben Truex (Truex Peebles Agency); Billie Veach, Veach Rodeo; Venita Rich, Venita Rich Talent Contest Revue; Carl Mario, Mario Show Productions; Alex Fidler, concessions; A. W. (Bill) Pops, Saway Steel Scaffold Company; Bob Barnes, Lloyd Spangenberg, Barnes Rodeo; Earl Newberry, Leo Overland, Newberry Thrill Enterprises; Frank Duffield, Art, Briese, Jack Duffield, Thearle-Duffield Fireworks, Inc.; Charles Zemater Sr., and Chuck Zemater, Charles Zemater Agency; Al Sweeney, Moke Cosby and Jerry Mariatt, National Speedways; Ted Reichelsdoerfer, Bill Lindermann, Frank Sharp, Emil C. Guldenzopf Sr., and Kurt Kuehn, Regalia Manufacturing Company. Also Mel Hummitch, Andrew Piretag, Bill Schwartz, Mel Hummitch Theatrical Productions; W. L. Engelbart, Karl King's Band; John Molskow, Robert Taylor, White Horse Mounted Patrol; Dan Fleenor, Cavalcade of Canadian Hell Drivers; Lew Martin, Augie Davis, Smokey Smith Enterprises; Earl D. Hordene, Rich Fireworks, Paul Turner, Turner Sound Systems; Louis Rosenberg, Triangle Poster Company; William Garrett, Garrett Sound Systems; Jimmy Downey, Sid Dahl, Jimmie Downey Entertainment; Gerald A. Wald, Wald Fireworks; Clifford Davis, Dixie Amusements; Tom Drake, Tom Drake Agency; Glen Boyd, Keith McCabe, M. L. Lines, E. G. Blais Company; Jay Burns, Grand Ole Opry; Happi Bruno, Pete Brady, Hollywood Thrill Show; Fred Harrington, Paramount Fireworks; Johnny and Jean Gunter, Ty Tyson, Gunier's Entertainment; Lyle D. Drollinger, D & D Amusements; Harold Henson, Henson Rodeo; John Harless, Paul Blakemore, Harless Company; Hazel Randall, Randall Jack Pot Shows.

DECEMBER 24, 1955

Communications to 188 W. Randolph St., Chicago 1, Ill.

Publicity Stressed At Iowa Convention

Bill Woods Succeeds Hansen as Prez; Eugene Moore Elected Vice-President

By CHARLIE BYRNES

DES MOINES, Dec. 17.—The growing importance of publicity, problems emanating from population shifts and how to increase county aid were three of the high points of the 48th annual meeting of the Fair Managers' Association of Iowa here this week. The confab was held Monday and Tuesday (12-13) in the Hotel Fort Des Moines.

Rex Conn, farm editor of the Cedar Rapids Gazette and president of the Farm Editors' Association, told the fairmen that their success depends in a large part on how they can interest people in becoming a part of the fair. He said that all media, newspapers, radio and television were interested in the fair, but it was up to the fairs to see that they get the news while it's still fresh. Conn also advocated

that a continuous flow of news be released thruout the year.

As a suggestion, he said a separate release should be prepared on each attraction as its signed and then be sent out at different times. Elections of board members and officers was another way of keeping the fair in the news, Conn said. He warned that many fairs that include advertising in its premium books create hard feeling with newspapers and that this point should be discussed with local publishers and editors.

H. J. Gramlich, retired director of agricultural development for the

(Continued on page 44)

WINTER FAIRS

Florida

Arcadia—DeSota County Fair, Jan. 9-14. A. G. Erickson.
 Clewiston—Sugarland Exposition, Jan. 24-25. Doug Percy.
 Dade City—Pasco Co. Fair Assn., March 1-10. H. A. Grutzmacher, Box 248.
 De Land—Volusia County Fair, March 5-10. Lee Maxwell.
 Delray Beach—Florida Gladioli Festival & Fair, Feb. 20-25. R. C. Lawson.
 Eustis—Lake County Fair & Flower Show, March 12-17. Karl Lehmann.
 Fannin Springs—Suwannee River Fair & Livestock Assn., Jan. 18-20. L. C. Cobb.
 Fort Myers—Southwest Florida Fair, Jan. 30-Feb. 4. J. Clyde King.
 Fort Pierce—Indian River Area Youth Show, Jan. 20. M. B. Jordan.
 Largo—Pinellas County Fair, Feb. 28-March 3. J. H. Logan.
 Miami—S.E. Florida & Dade County Youth Show, Jan. 22-29. P. K. Price.
 Orlando—Central Florida Fair, Feb. 20-25. C. T. Bickford.
 Palmetto—Manatee County Fair, Jan. 28-29. W. H. Kendrick.
 Punta Gorda—Charlotte County Fair, Jan. 16-21. Harry Jack.
 Sarasota—Sarasota Co. Fair, Jan. 16-21. Geo. W. Potter.
 Tampa—Florida State Fair, Jan. 31-Feb. 11. J. C. Huskisson.
 West Palm Beach—Palm Beach Co. Expo., Jan. 20-29. Lamar Allen.
 Williston—Levy Co. Fair, March 20-25. O. C. Belott, Mgr., Box 741.

MASS. FAIRS OUTLINE 2-DAY MEET PROGRAM

GREENFIELD, Mass., Dec. 17.—The Massachusetts Agricultural Fairs' Association will hold its 36th annual meeting January 9-10 in the Weldon Hotel here. The affair will open Monday evening (9) with a social hour, with the entire following day being devoted to business. Richard H. Campbell, of Greenfield Fair, president, will formally open the convention Tuesday (10) with an address of welcome.

Secretary-Treasurer Paul Corson, manager of the Topsfield Fair, will give the annual report as well as bring the delegate's report from the New England Conference and report on the States Relations Committee.

The afternoon session will open with an address by Roy L. Hawes, State commissioner of agriculture.

There will also be a past presidents' luncheon with Jack Reynolds, of the Eastern States Exposition, presiding. There will be a talk on the work of the 4-H clubs by State leader Horace M. Jones. Prof. Clarence Parsons will discuss "Dairy Judging at Fairs."

The annual banquet will be held in the Main Ballroom of the hotel Tuesday evening at 7 p.m., with Campbell as toastmaster. The floorshow will be by courtesy of the Al Martin Agency, Boston, with music by Vince Ferdinando and his orchestra.

Corson points out that the Monday evening social hour is open to all fairs.

Dallas Fair Turns in \$279,497 Net Profit

Surplus for 12½-Month Period Drops Under Peak 300G Set in Fiscal 1954

DALLAS, Dec. 17.—The State Fair of Texas earned a net profit of \$279,497.53 for a 12½-month period from November 15, 1954, thru November 30, 1955, it was reported at the annual stockholders' meeting Tuesday (13).

The fair is in the process of changing over from a fiscal year ending November 15 to a calendar fiscal year ending December 31, thus adding an extra month and a half to the current fiscal year. Consequently, the report made by Secretary S. Bowen Cox was only a tentative one, not including the month of December. Cox will make a final report in January for the 13½-month period which began November 15, 1954, but it is not expected to alter the year's standing substantially.

This year's net profit was slightly less than last year's profit, which totaled \$300,631.20. The report showed that gross receipts for 1955 were among the highest in history, but expenditures were also at a peak level.

President R. L. Thornton Sr. pointed out that the fair has held the line on its 60-cent admission charge for the past 10 years, while the cost of everything the exposition buys has gone steadily up. He expressed himself as being well satisfied with the year's operation. The 1955 State Fair, running 16½ days instead of the usual 16, established a new national attendance record of 2,611,271 for the run.

General Manager James A. Stewart explained that the fair's

basic aim is not to chalk up a big profit figure, but to use the money it makes to present each year a greater State Fair for the benefit of all the people of the Southwest.

"All net profit, as usual, will be plowed back into the fair for permanent improvements and operating costs," he said.

The State Fair of Texas is a non-profit corporation.

(Continued on page 44)

FAIR CELEBRATION CENTENNIAL COMMITTEES

CONTACT:

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Stage Shows — Music — Acts of all description — Complete Grandstand Attractions.

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Ten 1956 Automobiles at each performance

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FLEET OF 26 FORDS

Supercharged
 SUICIDE
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A MERRY CHRISTMAS and a HAPPY NEW YEAR to all of our friends everywhere

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ACTS WANTED FOR OUR 1956 FAIRS AND CELEBRATIONS

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 R. R. #4 Jacksonville, Ill.
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Gate Income Dips

BIG RAPIDS, Mich., Dec. 17.—A drop in gate receipts from \$4,756 in 1954 to \$2,803 this year was a principal factor in a net loss of \$1,782 reported for the Mecosta County Fair this year. Drops in midway grosses and grandstand also helped create the low figure.

Fair Assn. Meetings

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.

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Now available for a greater area over the U.S. and Canada

YES! Now two completely separate Jack Kochman Shows backed by national co-op advertising of DODGE, SINCLAIR and GOODYEAR to bring more dollars at your gate!

Featuring the nation's top performing personnel plus the most complete selling effort ever offered by any outdoor attraction.

32 pieces of 1956 DODGE equipment—Trucks, Station Wagons, Convertibles, Hardtops, Sedans.

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RACING GREYHOUNDS

The brand-new grandstand attraction that smashed records at more than half the fairs played in '55. (Ask any fair we played.)

- BEAUTIFUL MODELS
- 100 RACING DOGS
- PRIZES
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Under our own brilliant lighting

JACK KOCHMAN
 262 Main Street
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GAC-HAMID, Inc.
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or see **JACK KOCHMAN** or **BOB CONTO** at all Fair Meetings

"LUCKY DOGS"

Shows Get Action At Iowa Meeting

Tivoli Packs Burlington, Dubuque; Merriam, Kile Add New Fairs to Route

DES MOINES, Dec. 17.—Carnival bookings at the Iowa fair managers' meeting here this week added up to a sizable total despite the two factors that have made the State not too attractive for midway shows. The crowding of a large number of annuals into the two middle weeks of August continued a discouraging factor plus tight regulations on front-end operations, which has kept a number of organizations out of the State.

A number of switches took place during the meeting, but most of these came about as a result of date changes by the fairs which made it impossible for shows to repeat. Despite the sizable contracting, many Iowa fair boards, as usual, left the meeting without a carnival for '56.

H. V. Peterson, owner of Tivoli Exposition Shows, closed with the Burlington, Ia., annual, a new one for his show, and also signed to return to the Dubuque annual next August. While here Peterson announced signing Jonesboro and Paragould, Ark., fairs, both new to his route, and the Anna, Ill., and Winnsboro, La., annuals. J. O. Greene, Tivoli general agent, was on hand at the meeting after a six-week siege in the hospital following a heart attack. Greene said he'd be present at the Wisconsin and Missouri meetings next month.

Floyd O. Kile Shows picked up two Iowa fairs new to their route,

those at Hampton and Eldora. Mrs. Floyd Kile was on hand for the show. Merriam's Midway Shows will also play two of the State's fairs new to their route. Alva Merriam announced signing to provide the midway at Missouri Valley and Alta. In addition the show will return to Algona, Sac City and Merville. Mrs. Merriam also attended the meeting with Mr. and Mrs. Otis Porterfield.

Mr. and Mrs. L. O. Weaver, of Grand American Beauty Shows, pocketed five fair contracts, all repeats. They were with fairs at Maquoketa, Atlantic, Allison, Marshalltown and Audubon. Also closed was the Sauerkraut celebration at Ackley, and the Traer Merchant's Fete, both in Iowa. Weaver announced they had bought a second Ferris Wheel from E. D. McCrary at the Chicago meeting and will also add an Allan Herschell Roller Coaster. Total line-up in '56 will be seven major and five kid rides, Weaver reported.

Inks Oskaloosa

American Beauty Shows signed the Oskaloosa, Ia., fair for next year, replacing another show that played the spot the past two seasons. Mr. and Mrs. H. H. Bartholomew announced they had also inked annuals at Bloomfield, Eldon and Donnellson. Mr. and Mrs. Larry Scott were also on hand for the show.

Sunset Amusement Company, represented here by Mr. and Mrs. K. H. Garman, signed the Clinton, Ia., annual birthday party, July 18-21. Garman last played the event in '53. Show also filled the last week in July with the Iowa fair at Manson.

Dyer's Greater Shows closed for two Iowa fairs at the confab, both old-timers on the show's route. They are at Manchester and Boone. Mr. and Mrs. Bill Dyer reported that work at their Cerce, Ark., winter base has been under way all fall and much of the refurbishing has been completed.

Others from the carnival and allied fields at the meeting included: Paul Olson, Olson Shows; F. Walter Nelson, Mr. and Mrs. George Nelson, George W. Nelson Shows; Floyd and Sheldon Shorter, Shorter's Shows; John Lempart, showmen's supplies and equipment; Woody Gaither, concessions; Albert Barker, Merry Midway Shows; Carl Burkhardt, Burkhardt Shows; W. T. Hale, Hale's Shows of Tomorrow; Mr. and Mrs. Charles Carroll, Mr. and Mrs. Ross Sinderson, Carroll Greater Shows, and Jimmie Henson, Greater Dixieland Shows.

Buff Hottle Closes With Springfield, Mo.

SPRINGFIELD, Mo., Dec. 17.—The Ozark Empire Fair this week announced it had awarded a contract to Buff Hottle Shows to provide its midway attractions at next year's fair. The date is new for the Hottle organization.

Other attractions will include "Stars Over Ice" in front of the grandstand for the second year, to be brought in by the Boyle Woolfolk-ABC office. Two thrill shows, Aut Swenson's Thrillcade and Earl Newberry's Tournament of Thrills, are included on the program and Frank Winkley will provide the auto races.

Buck Signed At Greenville

GREENVILLE, N. C., Dec. 17.—The O. C. Buck Shows was awarded the contract this week for next year's Pitt County Fair, to be held the week of October 8.

The announcement was made by Norman Y. Chambliss Sr., fair manager, who had announced previously in New York that the Buck organization will play next season's Rocky Mount Fair. The two dates are generally assigned to the same show.

Herbert Hockett Killed in Crash

CASTAIC, Calif., Dec. 17.—Herbert G. Hockett, 62, veteran midway showman, was killed Tuesday (13) when the car in which he was riding collided with a lumber truck near here. Hockett had moved here recently from Gautier, Miss.

Driver of the car in which he was a passenger, was Edward P. Arnett, Kiddieland operator.

STRIKER SET FOR TRUJILLO IN SPANISH

NEW YORK, Dec. 17.—Dominican Republic fair patrons will have no trouble understanding the scoring on the latest high striker made by Harry Nelson, of Coney Island. The machine was lettered in Spanish by painter Nat Sachs, and was air freighted to Ciudad Trujillo on Wednesday (14). Two years ago Nelson had Sachs letter a striker in Hebrew characters for shipment to Tel Aviv, Israel.

350 TURN OUT FOR PCSA BALL

May Snobar Crowned Outdoor Show Queen; Frank Warren Awarded Life Membership

LOS ANGELES, Dec. 17.—A large and enthusiastic crowd of about 350 was on hand for the 35th annual Pacific Coast Showmen's Association banquet and ball here Tuesday night (13) and saw May Snobar, of the Monte Young Shows, crowned "Outdoor Show Queen of the Golden West." The event was held in the plush Gold Room of the Biltmore Hotel.

The festivities ended the second

annual queen contest which accounted for what was said to be the largest amount of money received from a single project. M. J. (Mike) Doolan, chairman of the contest, received the crown and regal robes from Josephine Lynch, 1954 winner, and presented them to Mrs. Snobar. The four princesses, Flossie Fitzgerald, Foley & Burk Shows; June Sutton, Crafts 20 Big Shows; Mary Helen Graham, Doolan Kiddie Land, and Evelyn Lantz, Crafts Exposition Shows, were presented with bouquets of red roses and watches. Lucille Dolman and Eddie Tait, who served as co-chairmen, assisted in the presentations.

Queen Honored

Mrs. Snobar returned here from the Chicago Showmen's League convention to accept her honors. The trip was part of the award.

The festivities started early in the evening with a reception. Dinner was served with the dignitaries marching to their seats at the speaker's table. The group was led by Orville N. Crafts, chairman of the ball. Honored were J. Frank Warren, PCSA president; Clara Andersen, Ladies' Auxiliary president, and their respective successors, Edward J. Harris and Marosa Herman. Others were Ted LeFors, PCSA chaplain, who delivered the invocation; Charles Goss, representing the Hot Springs Showmen's Club; Matt Herman, Tampa Showmen's Club; L. Ed Roth, Miami Showmen's Club; Al Weber, PCSA Cemetery Board; Mike Krokos, PCSA building committee; Charlotte Porter, Show Folks of America, San Francisco Chapter; Robert Downie, banquet co-chairman; T. Dwight Pebble, Showmen's League of America, and Harry C. Seber, who served as the toastmaster.

Congratulatory messages were read from Peggy and Joe Steinberg in New York; Show Folks of America, San Francisco; National Showmen's Association, Ethel Weinberg, secretary; Tampa Showmen's Club, Miami Showmen's Club, Arizona Showmen's Association, and the Hot Springs Showmen's Association.

Speeches were kept to a minimum, with Crafts welcoming the group. Seber presented President Warren with a gold life membership card. Crafts took the microphone to thank Seber for his untiring efforts in behalf of the club.

The floor show was presented by Walter Trask, of the Walter Trask Theatrical Agency, and included the Hart Sisters, vocal group; Dick and Dot Remy, knock-about comedy; Guy Rennie, comic, and Jimmy and Mildred Mulchay, recording harmonica duo. Dancing until 2 a.m. was to the music of Phil Arden and his orchestra.

Midway Glitters for Dominican Premiere

NEW YORK, Dec. 17.—The midway at the Dominican Republic's Peace and Progress Fair was reportedly in glittering shape for next Tuesday's (20) opening, with the World of Mirth Shows' 23 rides sporting new paint and decked out with Dominican flags.

A tall archway of molded figures spans the entrance to the paved midway area. National and other flags are in profusion about the grounds. The carnival's equipment is in the same eye-pleasing condition it displays for its most lucrative engagements.

Impresario George A. Hamid, associated with Bernard Allen of the show in this venture, left in mid-week for Ciudad Trujillo. John McCormick, who has been renting concession space, will fly down today.

Concessionaires include Sammy Wexler, bear pitch; Bill Jones, bingo; Bernard Allen, eight stock concessions; Sol Brunfield, dish and lamp pitch; Fulton Arnold, souvenir and novelties, guesser, Photomat and voice recordings; Al Myers, Humatones; Mr. and Mrs. Joe Unkis, custard; Eddie Doyle, cookhouse. Also present are Harry Modell, Vinnie Glass and Sam Beatty. Jeff Harris reportedly is flying down from Boston today.

Dog Racing in Works

The fun zone will also have the Club 18 revue, an ice show and a casino for which Ben Golob will provide and maintain the equipment. Pari-mutuel dog racing is a definite element in the fair program, and both seating and mechanical equipment is reportedly committed and will be sent down shortly. New shows are to be brought in after five weeks, it is reported, altho those present will remain if grosses are encouraging.

McCormick, who has the exclusive on jewelry, will return next Saturday (24) for a week's stay in New York. He has made several trips to the island republic in recent weeks and reports the midway area has developed exceptionally well. The government, he reports, has bent over backwards to co-operate in all ways with the amusement people, and no difficulties have been encountered in securing services of English-speaking Latins for general work around the midway.

No nightly closing hour has been set for the midway, and for the early stages of the fair, at least, it will run until past midnight. Opening day ceremonies will begin at 10 a.m., with the public invited.

Midwest Shows Disband Assn.

DES MOINES, Dec. 17.—The Midwest Carnival Managers, organized here five years ago to promote better relations between shows, was disbanded here this week at its annual meeting. K. H. Garman, president, announced that the group voted unanimously to disband. L. O. Weaver was vice-president.

Frank M. Shortridge, who was secretary-treasurer since the organization's inception, has been forced to retire from his booking business here due to ill health. Garman said that the upward of \$1,000 in the association's treasury was turned over to Shortridge. A total of 18 Midwest shows held membership in the organization.

Edward (Patty) Rouch is hospitalized at the surgical ward of the Jersey City, N. J., Medical Center. Leo Brenner is in Mount Pleasant Hospital, Baltimore. Joe Agule is in Kingsbridge Veterans' Hospital, the Bronx, New York. Herbert (Pinky) Pincus is in Jackson Memorial Hospital, Miami.



THE PACIFIC COAST SHOWMEN'S ASSOCIATION'S "Outdoor Show Queen of the Golden West" and her four princesses were honored at the association's banquet and ball in Los Angeles Tuesday night (13). M. J. (Mike) Doolan (left), chairman of the event, presented a trophy and bouquet to May Snobar, the queen, who was sponsored by the Monte Young Shows. Standing to the left of Mrs. Snobar are Josephine Lynch, the 1954 queen and princesses Mary Helen Graham, sponsored by Doolan's Kiddie Land; June Sutton, Crafts 20 Big Shows; Evelyn Lantz, Crafts Exposition Shows, and Flossie Fitzgerald, Foley & Burk Combined Shows, Eddie Tait and Lucille Dolman, co-chairmen, assisted in the coronation ceremonies.

Denton Wins Ronceverte

LEWISBURG, W. Va., Dec. 17.—Johnny Denton will repeat with his Gold Medal Shows next year at the West Virginia State Fair, Lewisburg-Ronceverte, Manager C. T. Sydenstricker announced this week following the annual association meeting.

Denton was awarded a one-year contract, as was GAC-Hamid, Inc., for the grandstand, which will consist of an ice show and the Midwestern Hayride. Fair dates will be Monday thru Saturday, August 20-25.

Dollie and Art Frazier and Marjorie and Ralph Lockett are scheduled to sail from New Orleans January 17 aboard the S.S. Sapulpa for a Caribbean cruise. The Fraziers are now at the Broadwater Beach Hotel, Biloxi, Miss.

Eddie Harris Elected Prez Of Coast Club

LOS ANGELES, Dec. 17.—The regular ticket of the Pacific Coast Showmen's Association officers for 1956 will be elected without opposition but some of those nominated for the Board of Governors will have opponents. Harry G. Seber, chairman of the nominating committee, announced the slate at the meeting Monday night with Sam Dolman motioning for the closing of the nominations. This was promptly seconded by Sam Landesman.

Eddie J. Harris will be president for the coming year, moving up from vice-president. Robert Downie was selected as the vice-president and Harry Phillips again was named treasurer. Ted LeFors succeeds Joe Mead as secretary. Harry Hargrave was selected as a member of the board of trustees for five years and C. F. (Doc) Zieger for two years. Edward Tait was named to the cemetery board to serve for five years.

The nominating committee picked as its 40 members for the governing board G. C. Loomis, Art Andersen, John Backman, Robert Banard, Al Cohn, Dan Dix, Sam Dolman, M. H. Ellison, Alex Freedman, Matt Herman, John Snobar, Sam Steffin, Joe Steinberg, Newton Stone, Elmer Velare, Charles Walpert, Harry Lewis, Tom Condon, Sam Landesman, Louis Bacigalupi, George Surtees, Louis Leos, Joe Mead, Eddie Hellwig, Max Hillman, Arthur Hockwald, Toney Martone, Rudy Jacobi, Max Kaplan, Lee Garland, James Lantz, George Lauerman, Robert Matthews, Harry Merkel, C. E. Moore, Harry Myer, L. Ed Roth, Charles Goss, Ernest Fitzgerald and Joseph Dauer.

The independent ticket for the board, brought out on a petition signed by 25 members, includes Fred Mortensen, Louis Cecchini, Lee Brandon, Joe Blash, M. M. Buckley, Pete Sutton, Charles Austin and Harry Suker.

BOOKING CHORE

Most Routes Firmed Prior to Fair Meets

NEW YORK, Dec. 17.—Many of the East's carnival operators can confine their Christmas wishes to a stocking full of good weather and continuing prosperity and free spending thru the 1956 season.

Many of the routes are full, or nearly so, and on the surface nearly everyone seems to have gotten what he wanted, at least within the limits of his sober thinking.

Booking action so far this year has been even quieter than in the past, a trend that has been in the making for the past several years. Accordingly, booking intrigue at the fair meetings, which begin early next month with the Massachusetts session, promises to be at least as uncomplicated as it was at last year's confabs.

Larger Shows Set

The stability in booking is found principally among the larger organizations, but many of the smaller units are following the example and managing to put their routes

in good shape prior to the fair meetings. Representatives of the better spots are pursued practically on a year-round basis, and the show agent or owner who relaxes at the wrong time can find himself on the outside looking in.

Practically no major changes are in the making despite the fact complacency is not a fault of the bigger operators. A measure of envy will always exist as long as routes fall short of absolute perfection. However, geography and the time element act as natural

deterents in many instances, along with the more important possibility of the opposition being strongly entrenched.

A relatively large number of Southern dates are also known to be set. This is in contrast to some previous years when those empowered to sign resisted until meeting time despite the assault efforts of agents.

As in any other "sport," upsets can be part of the picture. Although spots are often claimed with complete assurance as the result of talks and commitments, there has been some mind changing documented in the past. Those who have route deficiencies will undoubtedly be seeing what they can do to facilitate such upheavals and so improve their own position and add to the excitement of the meetings.

Jimmie Henson Takes Over Reins Of Dixieland Org

DES MOINES, Dec. 17.—Jimmie Henson is now sole owner of the Greater Dixieland Shows, he announced here this week, having purchased the entire interest of John McKee.

Organization will again open late next year, with the bow set for sometime around June 1. Route in Iowa this year will include fairs at Mount Pleasant, Vinton, Nashua, Waukon and Cresco, plus the July 4 celebration at Preston. Louisiana fairs include Jonesboro, Jonesville, Marksville and Tallulah. Henson also reported signing the Juneteenth Celebration at Tulsa.

MIDWAY CONFAB

NOTES FROM HAWAII: Billie and Grabbo Henderson, Skippy Best and daughter Sherry Mathews are enjoying daily swimming on the beach at Waikiki. Henderson and Bob Robinson are operating an Arcade on Hotel Street, Honolulu. Billie Scanlon is working as the hula girl in the Arcade. Howard Hass, who was a guest of Best and his daughter, has left. Billie Henderson and Sherry Mathews are working daily on the 20th Century-Fox set for "The Life of Mamie Stover." Lou Wald, who has been ill, gave up his grab stand in the Arcade and returned to the mainland with his Hawaiian bride.

Mr. and Mrs. Jimmie Henson, owners of Greater Dixieland Shows, became the parents of a son, Lloyd Dennis, recently in Alexandria, La. Lloyd is the second child for the Hensons. . . . Mr. and Mrs. L. O. Weaver, owners of American Beauty Shows, left the Iowa fair meeting at Des Moines en route to Tampa and Miami. They will be joined at Tampa by their daughter and her husband, Mr. and Mrs. Reg Nash, who will also bring along their son, David. The Nashes both teach at Michigan State College, Lansing Mich.

Mr. and Mrs. J. R. Carroll, formerly with the World of Pleasure Shows and Goding Amusement Company, went to Southern California this month to visit with their son, Dick Havins, and his family. Havins is a concessionaire with the Cavalcade of West Shows. . . . Prof. J. Wesley Blair is appearing at the Diamond Horse Shoe, Tampa, with his Hollywood Marionettes, magic and as emcee. Blair is being held over thru the holidays. . . . After closing with Billy Logsdon's freak show at Pascagoula, Miss., recently Virginia Waters left for Florida to join the Harry Fink Freakatorium. . . . Col. Shimmy Bloom, Columbia, S. C., restaurant operator, is studying diction and languages under the guidance of his friend, Buck Denby.

Norman Shapiro, owner of the Globe Poster Corporation, is recuperating at Mount Sinai Hospital, Baltimore, after a major operation. . . . Clarice M. Schleifer, publicist a year ago with the James E. Strates Shows, is residing permanently in Baltimore. Her husband is now employed by the Globe Poster Corporation.

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Want new attractions such as Glass House, Side Show and any other first-class Attraction that is capable of grossing money during circuit of big fairs.

Aug. 6, Ionia Free Fair, Ionia, Mich.; Missouri State Fair, Sedalia, Mo., from Aug. 17 to 25; Indiana State Fair, Indianapolis, Ind., from Aug. 29 to Sept. 7; Reading Fair, Reading, Pa., from Sept. 10 to 16; Virginia State Fair, Richmond, Va., from Sept. 20 to Sept. 29; Greenwood Fair, Greenwood, S. C., from Oct. 1 to Oct. 6; Piedmont Interstate Fair, Spartanburg, S. C., from Oct. 8 to 13; Georgia State Fair, Macon, Ga., from Oct. 15 to Oct. 20; Greater Jacksonville Gator Bowl Fair, Jacksonville, from Oct. 24 to Nov. 3.

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 NEED Ride Foremen who can produce. Mule Drivers and Cat Drivers.

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GIRL REVUE—COLORED REVUE—HAWAIIAN SHOW—SNAKE SHOW and one or two good grind shows. Can use a few more Merchandise Concessions for the Winter Haven and Orlando dates. Can place some experienced Staff Help. Have openings for experienced Ride Help. Will book any Ride that does not conflict.

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 THE BIG EVENT OF THE SOUTH

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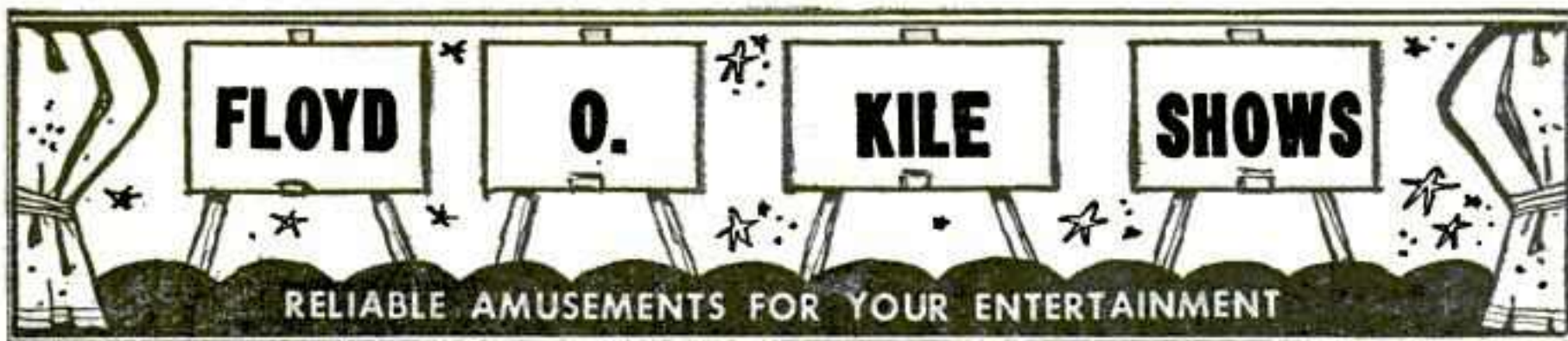
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 32-ft. two-abreast, 20 jumping aluminum horses, Anchor top, electric motor. Cash price: \$5500.00, or will take in trade Eli Ferris Wheel, Tilt-a-Whirl, Roll-o-Plane, Jenny and Kid Rides. Write or call
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Stress Publicity at Ia. Meet

• Continued from page 41

Chicago & Northwestern Railway, told the delegates that more attractions are needed to lure urban people to fairs. He pointed out that the farm population per county in this country is decreasing steadily. Therefore more features of interest to city and suburban dwellers is necessary. His advice was to play up the hobby type of thing as more people are pursuing this type of recreation than ever before. He said that a fishing contest should be a natural as more money is annually spent on fishing tackle than any other sports equipment.

Gramlich said that surveys indicate that in 20 years a total of 200 million people will live in or adjacent to cities and the future attendance of fairs would come from these areas. He also suggested that fairs look to the future in planning fairgrounds, provide plenty of parking, a Coliseum if possible and to plan for expansion.

County Aid

Bill Woods, Spencer, chairman of the association's legislative committee, reported that efforts to make the payment of the half-mill county tax to fairs mandatory, had died in committee. He advised, however, that the fair boards cultivate their county supervisors who decide whether the fairs are to get the aid payments.

Woods, who this year is in his ninth year as secretary of the Clay County Fair, Spencer, was elected president of the association for '56. He succeeds Andrew Hansen, Cedar Rapids. Eugene Moore, secretary of the Cedar County Fair, Tipton, and mayor of Tipton, was elected vice-president. New directors elected to represent two of the six association districts are G. A. Soderquist, Alta., and L. L. Lyle, Webster City. Both will serve three-year terms.

The business sessions, presided over by President Hansen, consisted of panel discussions rather than formal speeches. One of the questions discussed was the effect of television on fair programs. Hansen summed it up by saying that radio had been strong competition at first but now it was an important ally of fairs. He suggested that the fairs use the new media as much as possible to publicize programs. Also discussed was the up-grading of exhibits, the role of churches, financing of new buildings and the

building up of afternoon attendance.

Leonard L. Grimes, secretary of the Central Iowa Fair, Marshalltown, said the annual planned ladies' days, veteran days and kids' days with free outside gate next year and hoped this would bring in bigger crowds during the daylight hours. Leigh Curran, president of the North Iowa Fair, Mason City, said their children's matinee programs at 10 a.m. had helped to bring out many adults who paid their way into the grandstand.

Hog Problem

Other speakers on the program included Wilbur L. Plager, field secretary of the Iowa Swine Producers' Association, who spoke on "What County Fairs Can Do to Promote Meat Hogs," and E. L. Pavel, secretary manager of the Des Moines Convention Bureau, who delivered the welcoming address.

The annual secretaries' breakfast, held Tuesday at 7:30 a.m., was attended by a total of 37 secretaries, who discussed many mutual problems.

Gov. Leo A. Hoegh delivered the main address at the Tuesday evening banquet which was attended by close to 500 delegates, attraction representatives and guests. President Hansen served as toastmaster. Following supper a program of acts were presented, including Val Setz, Heller and Riley, Tulara Lee, Moxie and Millie, Estelle Sloan, the Kayettes (5) and Keith Killinger's orchestra.

James E. Strates was a New York visitor last week. He spent his time setting details for new attractions before leaving for his Orlando, Fla., winter quarters. . . . Novelty concessionaire A. Hymes reports he is set for Frank Wirth circus presentations in Hartford, Conn., and Springfield, Mass.

STUPENDOUS COLOSSAL

From near and far on this great North American Continent, Showmen will meet for the greatest of all great: "EVENT OF THE SEASON."

MONDAY NIGHT, JANUARY 9th, 1956

12TH ANNUAL

BANQUET AND BALL

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Now owned and managed by MRS. WALTER LEAKE welcomes her old friends and guests back to Gadsden.

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• Continued from page 41

profit institution that pays no dividends and receives no tax money from State, federal, county or city governments for its operation, he emphasized.

The tentative report made at the stockholders' meeting showed that the pattern of gross receipts followed the usual trend, with the largest amount coming from the gate, the midway second, then exhibit sales, stadium operation, the State Fair Auditorium operation, building rentals and trade shows, etc.

The theatrical operation enjoyed its best year in history, profit-wise, the report revealed. This includes the State Fair show during the run of the annual exposition in October and other fair-sponsored shows in the Auditorium. State Fair Musicals, Inc., which produces a series of summer shows in the Auditorium and is a companion corporation to the State Fair, also showed a healthy profit, one of its largest in history.

130G Improvements

The fair put \$130,090 into permanent improvements on the fairgrounds during the year and currently has a permanent inventory on hand valued at \$54,898, the report stated.

Sixteen of the fair's 48 directors were re-elected to new three-year terms on the board to serve with holdover directors whose terms have not yet expired.

The annual meeting of the fair's board of directors at which officers for the coming year will be elected will take place at noon Tuesday, December 20.

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Would like to buy for cash one short-arm 8-tub Octopus with transportation and in good condition. Will consider other major one-truck Ride, also Kiddy Rides of factory build, and one Fun House with compressor. Also several hundred feet of 2-conductor Ground Cable. Contact

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RIDES—SHOWS—CONCESSIONS

For Odessa, Texas, Stock Show, Jan. 2d thru 7th
Those booking now will be given preference at Oil Show, Odessa, in October, 1956; also other good spring dates and full season for '56. Reliable Ride and Concession Help wanted.

Contact **FRANK O. SWARTZ**

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ROADSHOW REP

Now in its 32d year, the Tilton Comedians, owned and operated by Mr. and Mrs. M. R. Tilton, closed December 18 in Wisconsin after a run of 12 weeks. The show will reopen after the holidays and continue in operation thru next summer in a tent theater. The show will go out after the holidays with a large truck to carry scenery. During the Wisconsin run three plays written by Neil Schaffner, of the Neil and Caroline Schaffner Players, were presented by the company, whose cast was made up of J. W. Lawler, Thersa De Cicco, Floyd Ditto, Adelle Reel, Herbie Hugo, Trixie Maskew, Darlene Hugo, Larry Dirksen and the Tilt-tons. Dirksen entered the armed services December 5. The Tilt-tons will be at 339 Cole Street, East Peoria, Ill., during the holidays and would like to hear from friends. They opened their own company in 1923 and have worked uninterruptedly in the field since then, both in theaters and under canvas. Their stock dates have included such towns as Logansport, Ind.;

DRIVIN' 'ROUND THE DRIVE-INS

Al Frank, secretary and treasurer, Hammonton Theaters, Inc., announced that a 1,000-car drive-in will be built on the outskirts of Ocean City, N. J., on a 20-acre site. Construction is to start immediately after completion of the Circus Drive-In, Amatol, N. J., which is set to open Christmas, by the same contractor. . . . In Reading, Pa., an inquiry into the Sunday rights status of the new Sinking Spring Drive-In started last week. Manager Frank C. Kennedy said he had heard a report about illegality of operation without an election having been held by South Heidelberg Township residents and had promptly notified the owners. Courthouse records showed that no election has been held in the township. Clarence C. Mendelsohn, Reading attorney for the owners, Pavilion Drive-Ins, Inc., Batavia, N. Y., said it might not be profitable to run the theater if Sunday operations are prohibited. He said that if the owners had known about the law they would have had an election last month in the township. Work started on the drive-in more than six months ago and it opened in August. Mendelsohn said he was hopeful Sunday operation will be permitted until the issue can be voted on in 1956. He asserted that a school tax on the drive-in receipts averages \$1,000 a month.

Blue Hills Drive-In, Bloomfield, Conn., has closed for the winter, with General Manager Milt LeRoy planning extensive remodeling.

Only remaining operating unit in metropolitan Hartford, Conn., is the \$500,000 Meadows Drive-In, which recently installed in-car electric heating service. Harold Cummings expects the Smith Management location to continue performances indefinitely. . . . Peter Perakos Sr., president of Perakos Theater Associates, New Britain, Conn., has been recuperating from surgery.

A. Milo De Haven, manager of the Woodville Drive-In, Toledo, has been given a special assignment in organization in the Toledo area in advance of the National Allied Drive-In Theatre Association convention to be held at Cleveland, February 21-23, by Robert A. Wile, convention manager.

OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1,595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19.

Sioux Falls, S. D.; Des Moines; Joplin, Mo., and Ottumwa, Ia. For 20 years they and Billy Guthrie operated the Tilton & Guthrie Players and later the present Tilton show.

C. E. Duple, Jeffersonville, Ind., presents some interesting information, culled from the book, "Gentlemen, Be Seated," in reply to a recent request from Irving Sweet, Buffalo, for information on J. H. Haverly, the minstrel man. "The greatest name in minstrel management in this country or anywhere else is undoubtedly that of J. H. Haverly. Chicago saw the inception of his most famous organization, Haverly's Mastodon Minstrels. 'Forty, Count 'Em, Forty.' That was on the big bass drum of the troupe. Haverly had been associated with other men in the management of minstrel troupes 24 years before he organized the Mastodons. Haverly's troupe, sumptuously mounted and boasting the best-known names in the profession, set a high mark for his competitors. Altho he made a great deal of money in the course of his career and was considered one of the best managers minstrelly ever had, the end of his life found him in poverty. His last effort in show business was a small museum in Brooklyn. He died in Salt Lake City September 28, 1901." Duple, who was with the DeRue Bros. Minstrels 42 year ago as trombonist, says the records of Macauley's Theater, Louisville, showed that the Mastodon show played there in 1876, '79, '81, '82 and '84, all two-night-and-matinee stands. Other Haverly shows to play that theater were the American-European Minstrels, 1886 and '88, and Haverly's Minstrels, 1887.

The Olney Players, a three-cast trick that left Sacramento in October and has been in Eastern Washington recently, is working on a West to East trek. . . . Pat E. Goring is busy promoting amateur dates in the Torrington, Conn., area. He and his wife have teamed up on promotion work and also work in the shows. Goring has worked minstrel promotions in the past, mostly in Northern New York, but says that burnt cork promotions have been overworked in New England.

From Gooding, Idaho, Jimmie Simonds writes: "I have a solo show and would be doing all right except for the weather, which has been cold and stormy. Laid up for a week recently in Caldwell, Idaho, by la grippe, Simonds is now back in harness and is dickering to put on a short-cast bill, with his wife and brother-in-law, for sponsored dates. During the holidays Simonds will prep a show for dine and dance spots he contemplates playing on a move toward the East.

Weather Chases Denver Blade Fans Into Hedy Stenuf Icery

DENVER, Dec. 17.—Unusually warm and variable weather has made outdoor ice skating in this city only a conversation piece and as a result Hedy Stenuf's indoor rink has become a mecca for young and old alike, who are flocking thru the turnstiles to participate in a varied program aimed at the most inexperienced novice and the experienced skater alike.

About 25 classes are now working at the rink, each varying from six to 25 members. One of the most promising groups, according to Miss Stenuf, is her class of pre-school moppets, with the youngest age three and a half. On the other end of the age bracket is a regular skater who admits that he is past seventy and seldom misses a chance to put on skates.

Ice Show in Rehearsal

The city will have its annual ice show in February, with races, exhibitions and hockey game, all

RSROA World Congress Meet Plans Mapped

Board of Control Also Sets State, Regional Contests

DETROIT, Dec. 17.—A World Congress meet of roller skating will be a feature making Richmond, Va., a mecca for skaters on July 26-August 2, announcement of detailed plans approved by the RSROA Board of Control indicates.

The World Congress, the first held in several years, will be held immediately subsequent to conclusion of the American Championships, with all events concluding on August 2 at the Richmond Arena.

To Oakland in '57

In a further unusual move, the board approved the American Championships award for 1957 to Oakland, Calif., giving the West Coast representation again. Dates will be set later.

Two regional championships were awarded by the board. The Pacific Coast Regional-California State Championships go to Roller City, Richmond, Calif., July 1-5, with Wonderland Roller Rink, Fresno, as alternate. The Northeastern Regional was awarded to Lincoln Park Rink, North Dartmouth, Mass., with Carbone's Skateland, Haverhill, the alternate.

State Meets Awarded

The awards of State championships—with dates still to be set—was released Wednesday (14) by RSROA headquarters:

Upper Midwest, Eaton's Pastime Arena, Minneapolis; Iowa-Nebaska, Arena Roller Skating Club, Lincoln, Neb., with the Roller Bowl, Omaha, alternate; Rocky Mountain States, Warnoco Rink, Greeley, Colo.; Oregon, Imperial Rink, Portland; Washington, Roller Bowl, Tacoma; Texas, Hubert's Rink, Pasadena; Arkansas-Louisiana, Pelican Skateland, Lake Charles, La.; Michigan, Arcadia Rink, Detroit, with the Rolladium, Pontiac, as alternate; Wisconsin, Pallomar, Milwaukee; Illinois, Moonlight, Bradley, with Planet, Chicago, as alternate; Massachusetts-New Hampshire, Revere, Mass., with Rialto, Springfield, Mass., as alternate; Connecticut, Melody Rink, Groton, with Eli Skating Club, New Haven, alternate; Rhode Island, Riverdale Rink, Natick; New Jersey, Roller-drome, Riverside; Tidewater States, Mercury Rink, Norfolk, with Printz Roller-Way, Holly Oak, Del., alternate; Pennsylvania, Rocky Springs Park, Lancaster, and Ohio, Lorain (O.) Arena.

RSROA Regional Status Goes to Hawaii, Alaska

DETROIT, Dec. 17.—Formal extension of organized skating to major non-contiguous territories of the United States marked the four-day semiannual meeting of the Board of Control of the Roller Skating Rink Operators' Association, recently held at the Hotel Statler here. Hawaii and Alaska were each granted recognition as regions of the RSROA, effective at once.

Extended planning and discussion of the projected new national headquarters to be built by the RSROA showed the wide interest in this project. Present quarters at Detroit, into which the association moved three years ago, have already become seriously crowded, and plans for growth are necessary. President Thomas S. Boydston appointed a special committee empowered by the board to take any necessary action on behalf of the organization.

Name Judges' Council

Formal appointment of judges for the important American Judges' Council, to serve for the current year, was made by the board: Frank Bartik, Northeastern region, who will serve as chairman; June Hutchinson, Eastern; William Micles, Southern; Robert Irwin, Great Lakes; John Milligan, Midwestern; Daryl Schoenauer, Southwestern, and Rose Henrickson, Northwestern.

George Russell, St. Petersburg, Fla., who was active in connection with publicity and promotion for the American Championships held at Toledo last summer, was appointed director of publicity and promotion for the RSROA on an annual basis. This marks the establishment of a year-round public relations program, as well as for specialized activity in connection with annual meets.

Two long-time leaders of the RSROA were awarded the association's highest honor, life membership. They are William T. Brown, Portland, Ore., and Edward H. LaVenture, Waltham, Mass.

Jim Lorello Exits Denver's Mammoth For Restaurant Biz

DENVER, Dec. 17.—Jimmy Lorello, for more than nine years associated with Mammoth Gardens Roller Rink here, this week severed his affiliation with the Sigman-owned rink.

Lorello said that he is going into the restaurant business after the first of the year. He indicated that a change had been brewing for several weeks and that the parting was amiable.

Hawkins Day Event

HARTFORD, Conn., Dec. 17.—Hartford Skating Palace held its annual Sadie Hawkins' Day party Saturday night (10), with games, mock marriages and other entertainment from 7:30 to midnight. Jimmy Morgan provided organ music.

Board of Control members attending the meeting included: President Thomas S. Boydston, Jack Dalton, Victor Caille, Walter J. Wolf, William T. Brown, M. M. Shattuck, Benjamin F. Morey, Robert Y. Gould, Claude W. Robinson and Secretary-Treasurer R. D. Martin.

Others attending included John W. Sawyer and Ralph Fox—vice-presidents; Arthur E. Litzenberger, sergeant at arms; C. E. Cahill, assistant secretary-treasurer, and Edward H. LaVenture, honorary member.

Guests and those appearing on business before the board were Mr. and Mrs. J. Harper Spencer, Robert Bollinger, James Steigler, Al Kish, Dan Cay, Robert Martin, William Logan, Bert Anselmy, Henry Mason, Clifford Wilkins, Millie Wilkins, George Brett, W. J. Betts, T. T. Johnson, Frank Bartin, Bob Irwin, Bill Holleman, Jerry Nista, Joseph Shevelson, Sam Asad, Paul Riedell, Cecil Davis, Jack Adams, Paul E. Cottrell, Vince Devitt, Vernon Fowlkes and Bill Skelly.

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BONNY'S HUG-ME-TIGHTS—\$11.00 DOZ.
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42 x 102 IN STOCK
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NEW SHOW TENTS MADE TO ORDER

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CURVECREST RINK-COTE

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We invite you to bring your skates to Curvecrest and see for yourself!

HELP WANTED

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We Wish Our Many Friends
and Patrons

A Very Merry Christmas
and a Happy New Year

CHICAGO ROLLER SKATE CO.

Orman Returning As Beatty Manager

Reynolds to Be Superintendent; Hamiter to Have Ticket Position

HOLLYWOOD, Fla., Dec. 17.—Clyde Beatty said here Friday (16) that Frank Orman would return to the Clyde Beatty Circus as manager, assisting Beatty in that work. This was worked out over the past weekend (9-10) and supercedes earlier reports. Bob Reynolds is to be superintendent of the Beatty show. Jimmy Hamiter is to be superintendent of tickets.

Beatty said that he was in the process now of negotiating with staff people for various positions and that most of the show's department heads would be the same as last year.

Who would have the concessions on the show was still in the air this week. Several candidates were in the running, it was understood. Beatty said that he was in contact with Jacobs Brothers again, and that their contract might be renewed.

Meanwhile, Beatty said that he was scheduled to make Orrin Davenport dates at Detroit and St.

Henry Ringling Dies at Baraboo; Was GOP Leader

BARABOO, Wis., Dec. 17.—Henry E. Ringling, 48, a member of the circus family and a national committeeman of the Republican party until recently, died at St. Mary's Hospital in Baraboo, Friday (9). He was never active in the circus business but was around the show as a child.

His father was Henry Ringling, brother of the five Ringlings who started the circus and of the mother of John and Henry Ringling North.

Ringling was graduated by the University of Florida in 1929 and then taught at the University of Arkansas. In 1931 he studied at the London School of Economics, and during that stay in Europe he made a long trip thru Russia. He studied another year at the University of Wisconsin.

It was in 1938 that he began activities for the Republican party. At the 1948 convention he nominated General MacArthur for president in a speech which many termed outstanding in the field of oratory. In 1952 he attended the convention as a delegate and Wisconsin committeeman.

Ringling became ill at the Republican State convention in June. After that he was treated at Madison, and at Rochester, Minn.

Surviving are his widow, Jean; one son, Henry Jr., and a daughter, Salome. Services were held at the Episcopal church in Baraboo, and burial was at Walnut Hill Cemetery.

King Acts Go To Mexico City For Atayde Run

MACON, Ga., Dec. 17.—A Liberty act from King Bros.' Circus plus Tony Smaha and his dressage horse, and the Hungarian Troupe, all with King last season, have left quarters here for Mexico City. They will appear there with Circo Atayde, which opens in Mexico City at Christmas time.

Visitors to the King Quarters included the Jake Mills family, on their annual trip to Sarasota. Owners of the King-Cole circus, Arnold Maley and Floyd King, returned here this week from Chicago and Peru, Ind.

SMARTS SMART AT SHIRT SEARCH FOR SMART SR.

NEW YORK, Dec. 17.—Ronnie and Billie Smart, of the English circus clan, had a chore apart from their search of the American video-circus scene during their visit here. It had to do with buying some shirts for their father, Billy Sr. Normally a half-hour effort at the most, the brothers Smart had to exercise all of their managerial ability. The reason: Collar size "at least 20."

Paul plus Noel Van Tilburg's date at Minneapolis. The Beatty show's elephants and horses will make Detroit and Cleveland shows before returning to winter quarters in advance of the show's March opening.

Plans call for the show to have another seat wagon built, giving them six for the blues.

YULE AT THE CIRCUS

R-B Acts Show Up Well As TV Meets Challenge

• Continued from page 9

proper scene for it just didn't develop this time.

Circus Kids Interviewed

Switch to Heston in the seats found him with the first of a series of circus kids, these the youngsters of the tiger trainer. The kids entered into the closing bit of the cat act. Film clip brought Rog Rogers and Dale Evans with their family for a commercial.

Heston talked with little Ilona Fredonia briefly before the cameras caught quick bits of aerial contortionist and roly boly acts. Time was allowed for the Cordons to complete a routine with bull whip and newspaper, one of the spots where camera work showed strongly.

Young Fermito did both forward and backward somersaults on the tight wire in what comprised top-grade circus performing caught by very good televising. More short pick-ups showed single trapeze work head-to-head balancing and Ilona Fredonia's debut in Risley.

Speed and pace were maintained as Heston held a chimp and brought on Dejonge's Chimpanzees. Then Johnny Carson came in with a film commercial.

Back to Heston, and with him this time was little Dolly Loyol Perez to help him introduce the section devoted to horse acts. Mrockowski's 12 Liberty horses reared en masse and Marion Seifert presented a dressage act. The Justino Loyol troupe of bareback riders did jump-ups and built to Justino's backward somersault from horse to horse. Emmett Kelly clowning with him a moment and the Loyals came on again for a finale. This was followed by more performing children from circus families. Louisa Bisbini appeared in iron jaw and Dolly Perez fore-sook the family's riding tradition for single trapeze where she did heel and toe work in what amounted to a long sequence on this show. Spring Byington's filmed commercial followed.

More Elephants Needed

Heston and little Roman Schmitt introduced Hugo Schmitt, head trainer of Ringling's 55 elephants. He used four big ones and placed his son in the act. A good shot showed the prone youngster as an elephant carefully placed its foot close to his face. Heston announced an elephant long mount and this would have been an excellent spot for CBS to use its high-mounted camera and for the R-B show to trot out its wholesale elephant supply. The camera worked on about 10 bulls, but the others weren't there and the scene fell short.

With a little philosophizing Heston heralded the clowns and Ringling's funsters swarmed on camera. They did a walkaround, hot dog gag, laundry bit and clown boxing which added up to an adequate sampling. Eve Arden's film clip followed.

Where circus and TV got along best was where circus itself is at

its best—the Flying Palacios. The camera work was excellent, catching the flying trapeze pirouettes, somersaults to a bar two-and-a-half, to a foot catch and the masterful passing leap. Pat Brady commercialized.

Finale Clicks

Specs and similar parades sometimes haven't shown up well on TV, but the finale procession in this case showed that both mediums have come a long way. This one featured the ancient Ringling bell wagon, Christmas carols and a float bearing a baby elephant decked out as Santa Claus. The high camera caught views of circus ring mats that read "Merry Christmas" and "General Foods" as it swept thru the big top. Heston and the circus people went outside to a huge Christmas tree for caroling and for the observance that circus folk are a world-wide family living in peace and harmony. Peggy Wood's closing film clip was in the same spirit.

Merle Evans headed the Ringling band and the performance was a credit to his career. His 37 years with the circus were to end with this program. Circus credits also go to Richard Barstow and Pat Valdo.

While the owner was named and the subtitle was used often, the actual title of Ringling Bros. and Barnum & Bailey Circus wasn't mentioned, at least not that was noted here.

This program obviously learned much from the Ringling televising of last March. If the one scheduled for next spring benefits as much, it will be quite a show, for television now is managing to differentiate between a large circus production and a weekly program of circus acts.

Davenport Closes Street Show; Tells Winter, Reopening Plans

VALDOSTA, Ga., Dec. 17.—B. C. Davenport's Merchants' Free Circus is closing here Saturday (17), after a season of 250 days in 12 States. Davenport said the show will open its 1956 season January 14 at Jasper, Fla.

Davenport just returned to his show from New Orleans, where he assisted Emilio Razzore, owner of the Razzore Circus, in loading animals, wardrobe and canvas for shipment to Carracas, Venezuela, where that circus will open December 22.

Davenport also made arrangements with Razzore for the return of the elephants and lion act which he has had with Razzore's show for about two years. They are to be returned to New Orleans about March 15, after which they will be added to the Merchants' Free Circus.

He said his show enjoyed a successful tour, with no accidents. He will visit his mother in West

MERLE EVANS ENDS LONG RINGLING RUN

Bandmaster Closes 37-Year Engagement; Nena Evans Resigns as North's Secretary

SARASOTA, Dec. 17.—Merle Evans, only bandmaster the Ringling-Barnum combined circus has ever had, announced his resignation this week.

At the same time, his wife, Nena Evans, announced she was resigning as private secretary to John Ringling North. In that capacity she also has been private secretary to several general managers of the show since 1949.

They are planning to remain at their home here following Evans' final appearance on the Ringling bandstand. That occasion was to be the television show from winter quarters Friday (16).

Henry Kyes, former member of Evans' band and leader of circus bands for Ringling subsidiaries in the past, will take Evans' place as bandmaster for the Ringling unit's engagement in Havana, Cuba, starting December 25. Kyes said, however, that after that engagement he would return to Polack Bros.' Circus, where he has been bandmaster for the Eastern unit several years. He will re-open with that unit February 3.

Never Missed Performance

Evans has made himself a personification of the "show must go on" slogan. When the Barnum & Bailey and Ringling Bros.' circuses were united in 1919, Evans was named bandmaster. He claims to have made every performance since then. About the only exception was when a union situation forced the Ringling band to strike about 15 years ago, and Evans filled in a year as bandmaster at Hardin-Simmons college in Texas.

Evans and the circus stressed that the parting was on a friendly basis. The veteran bandmaster said that it was likely he would return to show business after an extended rest here.

In the circus world, the Evans departure was not unexpected. In the past two years there have been instances in which he might have left the show. This season it was generally known at one point the show was discussing use of a different band in 1956. That plan was dropped, however, and word was sent to Evans that the show would be counting on his being with it in the future. However, he had by then reached the decision not to return, and he turned down the show's request that he make the Cuban run and 1956 season.

Evans, a native of Columbus, Kan., joined the S. W. Brundage Shows in 1909 and was on the Cotton Blossom showboat in 1910. After being with a med show,

stock company, Josh Spruceby show and the Brundage carnival again, Evans went with the 101 Ranch Wild West in 1916 and Jess Willard Wild West in 1917. The next year was spent with the Gus Hill Minstrels and with a carnival he owned.

For many years he has given lectures and appeared as guest conductor in high schools during the winters, but he is uncertain about making those dates this winter. As head of the Ringling band he made recordings for four major recording companies.

Zoo Buys Jail For Bars; Big '55 Reported

NEWINGTON, Conn., Dec. 17.—It's not always easy to sell a jail, but when Hartford, Conn., put one on the market the city found a buyer in Ralph Emerson, owner of Emerson's Animal Farm.

Emerson bought tons of old steel bars and a padded cell. The bars will be held for possible use in building new cages in the future. The padded cell came originally from Sing Sing prison.

The animal farm scored its most successful season, Emerson said. Both attendance and spending were up. Newspaper advertising was heavy and much radio-TV time was used. A new front with animal cutouts and liberal use of flags and pennants served to decorate the spot.

Open the year around, the zoo found this fall on a par with last year but under expectations because of weather. Christmas theme is centered on the deer corral.

Unions Picket CBS, Ringling

SARASOTA, Fla., Dec. 17.—Members of the stagehands' union were picketing the CBS television units at Ringling-Barnum winter quarters here this week.

They were protesting the hiring of circus workers to help with preparations for the televising of a show from quarters Friday (16).

At the same time it was reported that Joseph (Killer) Kane, and Harry Karsh of the teamsters' union, began picketing the circus quarters. They also picketed the show at many stands during the past season.

Wharton Closes; Plans '56 Shows

MILLINGTON, Md., Dec. 17.—David Wharton closed his indoor circus here November 19, after making several weekend stands in the vicinity of Wilmington, Del. The La Belle Ray Troupe was with the show.

He said the indoor unit will go out again in February and that he is laying plans to organize a five-truck under-canvas circus for next summer.

Johansson-Yokai Wed

NORTON BERGEN, N. J., Dec. 17.—Rolando Johansson, one finger equilibrist, and Lillie Yokai, cyclist, were united in marriage at the North Bergen Lutheran Church today. The couple left immediately for Caracas, Venezuela, where they will perform their specialties at Coney Island Amusement Park. Four weeks at the Roosevelt Hotel, New Orleans, will follow.

Britishers Study U.S. TV-Circus

• Continued from page 37

mats and experiences of existing television offerings having a circus core were studied thoroly.

Teaser Video

The Smarts have used television practically from its inception in England to Lallyhoo their stands. They claim excellent results but stress the fact that their use of the media has been judicious, being limited to fragmentary viewings designed to whet the appetites of potential box office patrons.

A factor in favor of the Smart show, which does not apply to any of the regular touring units in this country, is the lengthy duration of its stands, never less than three days and sometimes lasting for three weeks. On this basis, and in accordance with the usual effort of publicity, live teaser video offerings early in the run could lead to an increase in box office action as the run progresses.

Video circus offerings viewed here did not impress. The acts were mostly too long, the Smarts said, and there was an insufficient number of animal routines. Seven, 8 and 10-minute turns on video drag out and detract from the overall effect of virtually any act, they said.

Animals Most Important

Animals are the nucleus of a successful circus, the Smarts say, and substantiate this belief by devoting 60 per cent of all of their programs to animal turns, with the remaining short end given over to human talent. They have a novel and probably economic approach to their use of animals, owning all of their performing animals, and would rather buy than book a new act. They recently bought 10 camels and will under-

take to train these beasts as they have others, and so considerably increase their worth and usefulness.

Ronnie and Billy visited only the Ringling show, and that principally to view the various specs, since the Smarts this year for the first time included a hippodrome track in their tent. Previously they had used parades, but the participants then could only walk in and out thru the single ring, eliminating the possibility of any panoramic view. Under this setup wardrobe maintenance was also a problem since the participants and their finery were mostly outside and exposed to the elements.

Of the Ringling specs, the best liked and probably most adaptable was "Mama's in the Park." It is likely that something akin to this would lend itself to the physical setup and be seen in next year's program.

Want Majorette

Talent-wise the Smarts are looking for an American drum majorette to both perform and train a corps for their show. While there is some twirling ability to be found in Britain, the lassies have not yet developed the poise and fetching mannerisms of the specialists seen here.

Ronnie and Billy and their wives departed for England yesterday morning, unhappily missing the television program emanating from the Ringling winter quarters that night. With the season opening scheduled for March, only three months remain for the formulating of plans. This work will begin immediately with Ronnie and Billy reporting back to their father, Billy Sr., and brothers David, who is also in the administrative end, and Wally, charged with maintenance.

UNDER THE MARQUEE

By TOM PARKINSON

Charlie Cuthbert and Jimmy Crabtree, formerly with Kelly-Miller, now have a movie under auspices, and called recently on Paul Van Pool at Joplin, Mo. . . . Clown Laurence Cross is in Portland, Ore., for the winter, where he has a TV show, "Candy Cane Circus," sponsored by a large department store. Cross is billed as Candy the Clown on K-LOR. He reports that the program was launched as a Christmas event but may be continued thru the winter. It uses circus acts and is put on with circus setting and atmosphere.

Happy Kellems, clowning with a Christmas industrial show unit in Milwaukee now, has completed more than six months' work without a layoff. Included were a route of Gene Autry dates, the Tom Packs show, his 18th season with Barnes-Carruthers on fairs, the Shrine shows at Fort Worth and Houston, a couple of minstrel producing chores, and the current booking. He points out that six clowns at the Shrine dates were former minstrel men. They were Slim Williams, Garner Newton, Van Wells, Roy Barnett, Andy McLaughlin and Kellems.

Making the Atwell Club, Chicago, Thursday (15) were Burt Wilson, Sam Polack, Justus Edwards, Al Sweeney, Red Sonnenberg, George Johnson, Nat Green, Tom Carroll, Frank Davis, Harry Duncan, George Flint and Homer Briant, among others.

Happy Harrison is playing Christmas parties in Gary, Hammond, and South Bend, Ind. . . . Ethel G. Kline, Richmond, Va., circus fan, is going to London and Paris, where she will see the Bertram Mills, Tom Arnold, Medrano and d'Hiver circuses.

Karl Wallenda, back in Colombia with the Circus Royal Dumbar, writes that he is turning down an offer to stay with that show another year because of plans to be with the new unit of the Tom Packs Circus, and will come back to the U. S. in March. Royal Dumbar is in Medellin, Colombia, for a five-week stand, closing there December 18. Show then heads for smaller cities.

Bill Oliver, St. Louis, veteran car manager and official of the billers' union, is planning to be in Dayton, O., for the holidays. . . . Eddie Dullum is working as Santa Claus and Merlin (Shorty) Hinkle is clowning at the May Company, Lakewood, Calif., department store. They were with Beatty and Fernandez recently.

William T. (Tommie) Randolph, formerly of Gladewater, Tex., and active around Southwestern shows, now is with the Farmer-Stockman, Dallas, and lives in Garland, Tex. . . . The Clyde Wixoms, of Detroit, are sending a photo of the Mat Wixon Wagon Circus band as a Christmas card.

Rex Ingham, animal man, and Bob Noel, of Noel's Ark Gorilla Show, were visitors of Dr. William Mann, Washington, D. C., zoo.

George King is working Handy Andy stores and a TV show sponsored by the grocery chain in Texas with the Don Franklin elephants. . . . Jack Moore, of the Tex Carson Circus, is with Junior Clark's parade unit in Iowa and Missouri until December 21. . . . Fred Logan, aided by Red Compton and Buckles Woodcock, is breaking five green elephants for Kelly-Miller. There are 20 bulls in the K-M kraal, including 14 for that show, three from George W. Cole Circus, and three in the Miller & Woodcock act. Another is playing Christmas parades. The Miller & Woodcock Elephants will be with Sam Levy and Orrin Davenport next season.

D. R. Miller, Donnie McIntosh, Sid Stevenson, all of Kelly-Miller, and Eddie Gamble, of the Olson Shows, were taking the Shrine at Muskogee, Okla., Friday (9). Frank Ellis and Art Miller were among those attending.

Frank Ittardi is reported to have left Ringling. . . . Miss Rusty Kile, ice show skater, is back from three years in Europe, and is trying to relocate the Aristos, circus roller skate act. . . . Bob Calloway, old-time trouper, is living on Darden Road, South Bend, Ind., and would like to hear from other veteran circus people.

Antoinette Bisbini, Ringling performer, and Bob Dover, assistant to Pat Valdo on the Ringling show, were married in Sarasota Saturday (10). Valdo was best man. Francis Bisbini was maid of honor. Flower girls were Louisa Bisbini and Marie Pouri.

Circus TV show out of Sarasota Friday (16) was to include five old wagons borrowed from the museum of the American Circus. Charlton Heston, movie actor who was to be seen for the TV show, was making a personal appearance Tuesday (13) at the Florida Theater in Sarasota, where "The Greatest Show on Earth" movie was playing. Heston starred in the picture.

CFA's Wally and Mildred Ahlberg, St. Paul, visited CFA John Hartwig at Owatonna, Minn., recently. . . . William E. Green, of the Rare Bird and Animal Farm, Fairlee, Vt., appeared on Gary Moore's TV show December 9 with a miniature zebu bull and is booked to return December 26 with a baby elephant.

John S. Maurer, Belleville, Ill., recalls being with the Two Bills show in 1912 on the Vin Fiz bottling wagon, an advertising set-up of the Armour Company. . . . Eugene Knie, member of the Swiss circus family, died at the show's winter quarters in October. He had been chairman of the board of the Knie Bros.' Swiss National Circus, which was founded in 1910.

Charles and Beverly Allen, Allen's Performing Bears, are playing Christmas dates around Chicago for Howard Schultz. They are working out of Peru, Ind., this winter. At South Bend they worked with the Zoppes' ladder act, the Cycling Whiz Kids and others at a company party. CFA Whiteie White and the Melvin Olsons entertained the circus performers at dinner there. That date was for Dorothy Durbin.

Powers' Dogs is playing Christmas dates for Ray S. Kneeland, Buffalo booker.

Chick Yale (Otto Viola), table rock performer, has been a throat cancer patient in Indian Hospital, Albuquerque, N. M., for more than

Norwalk, O., Re-Elects
NORWALK, O., Dec. 17.—Arthur Herner, Monroeville, was re-elected president of the Huron County Agricultural Society at its annual meeting. Other officers are Ray Leichter, vice-president, and Mrs. Elfreda Crayton, secretary-treasurer, a post she held a number of years. Nine directors were elected to the board, which in turned picked the officers.

a month and is expected to remain there another six weeks. He would like to hear from friends.

Ted Hensen, former circus press agent from Beloit, Wis., attended the recent outdoor show meeting in Chicago and visited there with Kris Kringle, Polack Eastern manager; Dwight Pepple, the show's general agent, and two Polack promotional directors, Mickey Blue and Bill Kay.

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R-B May Use TV as Bally

• Continued from page 37

won't feel they've already seen the show and thus decide to stay home."

Burke believes that the coming of color TV on a mass scale will be of particular benefit to circus telecasts. "It's just over the horizon, and it's a natural," he said.

"This circus has a really promising future for a very long time to come," Burke stated, "if that future is intelligently planned into a total operational package. We're assuming a flexible posture which will enable us to move in many directions. We are most anxious to sustain indefinitely the traditional circus performance, but in order to do so we realize we must become more efficient and economical in our operations, and more attractive with greater comfort and convenience for the public. In this respect, we will undoubtedly make certain changes in our physical operations in the seasons to come."

Tour Cuts?

Altho Burke would not comment on a possible reduction in number of cities played in the future, it's considered possible that smaller hamlets might be eliminated when the home plant is in full operation, making for a shorter tour and longer home season. The operating nut on tour is reportedly about \$25,000 daily, and many towns

cannot provide anywhere near that revenue. Also, with the greater mobility provided by the vast increase in automobile ownership and the promotional benefits which could be derived from TV, it's conceivable that the population of the smaller towns could be drawn to attend performances in a neighboring metropolis.

TV revenue alone is apt to provide a major infusion of new money into the Big One's tills. General Foods is paying a reported \$100,000 for each of its three telecasts. TV on a more regular basis could mean a great deal more.

Giant Tie-ups

Indicative of the application of new methods to promote the circus was the tie-up made with General Foods prior to the national tour last season, expected to be repeated next season. The major supermarkets carrying GF products in each city visited by the circus, beginning about two weeks before the arrival of the show, featured lavish point-of-sale merchandising displays for performances of the circus itself.

The circus is branching out in other ways, too. The last national sales meeting of General Foods' Birdseye division was held here under the big top, and negotiations are now reportedly under way to extend these facilities to other companies as well. One such is a major national appliance manufacturer, which also could supply major national promotion to the circus.

Performer Comment

While all these developments are very much under cover at the present time, the circus performers have a feeling that big things are cooking, and their own futures are irrevocably linked with TV. A typical comment was that by Madeline (Bubbles) Long, aerialist, who said: "The performers all think that a tie-up between TV and the circus would be great, altho we were apprehensive at first that it might cut down the gate. The tent show business has been dying ever since the Cole Bros. show closed. If an arrangement with TV can help revive it and bring it to the public's attention, we're all for it."

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Write The Billboard Buyers Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

An unusual cigarette lighter is being introduced by R. & S. F. Company, 919 West Girard Avenue, Philadelphia. Available in either chrome table or pocket models, the lighter is designed so that there are no extensions from it, yet flame-producing action is easily accomplished by gentle pressure along the sides. Readers may get two dozen of these lighters for \$8.95. The firm requests cash or money order with order.

A new golfer's watch has been created by Lucien Piccard Watch Corporation, New York. Answering the demands of golfers, the watch is different from other sport watches because it may be worn during the most rigorous playing. Actually, it is a smartly styled belt buckle with finger-tip release which reveals the face of the watch. Here is an attractive belt buckle combined with 17-jewel Lucien Piccard watch, making a gift every man should welcome. Retail for \$59 in sterling silver.

Called Safti-Sickle, a new grass trimmer is announced by Techno Engineering & Manufacturing Company, Inc., 5115 West Roosevelt Road, Chicago 50. The product utilizes used razor blades, providing a double-edged lawn tool that is always sharp, yet safe and easy to use. In use, Safti-Sickle is grasped with both hands, much like in golfing, and the grass is trimmed by smooth, rhythmic strokes. Stooping, squatting and handstrain are eliminated. Weighing less than one and a quarter pounds, it takes the drudgery out of lawn trimming. Retail for \$2.69 postpaid, including blades.

The Portable Ice Man, just introduced by Walteo Products, 2300

West 49th Street, Chicago, was displayed at the recent National Premium Buyers Exposition at Navy Pier, together with the firm's line of insulated thermo bags. The pint-sized metal container holds a new gelatin-type chemical that stores cold or heat for long periods of time. After being frozen in a refrigerator or freezing compartment, it is then placed in a picnic basket, lunch pail or thermo bag. Shown with the portable Ice Man is Walteo's model 604 thermo bag. The insulated thermo bags are leak-proof and washable, have electronically welded seams, fibreglass insulation, patented air-lock zipper closing and attractive vinyl plaid leather-like covers. Retail price of the Portable Ice Man is 69 cents and the thermo bags range from \$2.95 to \$6.95 each.

Bell Sales, 1107 South Halsted Street, Chicago, is introducing a complete new line of plush toys for the 1956 season. Along with a huge selection of plush items, the firm is also stocking great quantities of novelty items for the fair-carnival season. Just a portion of merchandise now on hand includes binoculars, dangling clowns, stuffed animals, etc., for pitchmen, peddlers, wagon jobbers and concessionaires. A wide variety of fishing equipment, cameras, electrical appliances, hardware, silverware, dolls, games, fans, lamps, lawn chairs, leather goods and friction toys is also being offered. Demonstrators and dealers are asked to write for quantity prices.

David Silver, owner of G & S Manufacturing Company, 514 Deaderick, Nashville, reports steady sales of the hilarious Gas Shaver novelty. Order a sample and see this fast selling gag.

PIPES FOR PITCHMEN

By BILL BAKER

BABE SHERWIN . . . penning from Marble Falls, Tex., reports that group of med show-folks feasted on turkey and all the trimmings at the home of Murl Webster in Waco, Tex., Thanksgiving Day. Among those giving their choppers a workout on the groceries and generally enjoying the festive occasion were Kay and Buster Doss, Charlie and Lois Hale, Dan and Babe Sherwin, Lloyd and Ethel Long, Pat Harris and Murl and Jeanie Webster and their children, Ann, Mike and Davy. Says Babe, "We really enjoyed the association of these old friends. We hadn't seen the Longs in 15 years. Part of the afternoon was spent cutting jackpots with Doc N. T. Tate, an old-timer, who has retired from the road and who operates, along with other interests, a trailer park for showfolks. Webster has been working quite a bit in Waco under canvas and plans to stay out all winter. He will open outside in Houston in March. He has a good minstrel show with a seven-piece band. We have closed our med opry and are wintering here in Marble Falls where the beautiful Colorado River grows those big lucious fish that Dan likes to dangle on the end of a fishing pole."

THE BOYS IN . . . the editorial department of the Cincinnati office of The Billboard were treated to a whizbang demonstration of hand-engravers' art when that old master, Johnny Regan, walked in on us a few days ago. Regan, a rather mild-mannered and retiring sort of a guy, is plenty sharp about the way he reveals his wares to the unsuspecting stranger. Asking for your cigarette lighter, watch, pen or what-have-you, he fiddles around with a lot of fancy hand manipulations and while you're engaged in a maze of mental gymnastics trying to figure out

just what the hell's going on, he slips your merchandise back to you with your moniker neatly engraved thereon. Of course, the gents here in the office had all their work done for free but Johnny explains that this same slippery approach also works real well on the paying customers. Regan was passing thru Cincy on his way to Shelbyville, Ind., where on Christmas Day he will marry Mary Lou Sweeney, of that city. After the nuptials he is scheduled to move on to Chicago, where he will work Kresge's State Street store. Following that stand he and his new missus will take up permanent residence in St. Augustine, Fla., where he is slated to work the Ripley Odditorium.

HOW ABOUT . . . some pipes from: Big Al Wilson, Joe Lehr, Al H. Herman, the Ragan sisters, Dave Rose, Jack Scharding, I. W. Hightower, Tex Dabney, Mr. or Mrs. Jack King (By the way, we wonder how Jack is getting on after his operation), Mark Jarrett, Harry Kincheloe, Jop Pardue, Charlie Trott, Doc George Blue, Kid Carrigan, Elnor Kahn, Joe Blake, Dr. Paul A. Hunt, Murray Becker, E. C. Pardee, Roy Cain, Dan Hamilton, Duke Morley, Joe Heinker, Windy Bill Dee, Sonny Giss, Goose Schafner, Oscar Christian, Swede Kramer, Heck Scott, Louis Chase, George Tanker, Charles Rothgeb, Sen. C. V. Ralston, Al Gardner and Howie Posner.

WE HEAR THAT . . . Arnold Morris is grabbing off plenty of scratch with his platform plastic grater pitch in Newark. Also, Marc Harris is slippin' 'em a payoff med spiel in Woolworth's store on 34th Street, New York. Seymour Jacobs is getting ready to rekindle the fire under his Kwiki Pi sandwich grill, a pretty hot item of some five years ago.

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Guaranteed LIKE NEW!

ASSORTMENT OF 10 for \$74.50

Choice Lot—Famous WATCHES, 6 for \$49

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No. 4652—16" Sitting Poodle
Dog with hat and chain 17.25 per doz.
No. 4719—16" Dalmatian, same as 4652 . . . 17.25 per doz.
FROM EASTERN WAREHOUSE
No. 7328—27" Bear . . . \$21.50 per doz.
No. 7343—30" Bear . . . 25.60 per doz.
No. 7332—16" Poodle Dog with lead ribbon and chain. 14.90 per doz.

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COMING EVENTS

California
San Diego—All-Breed Cat Show, Jan. 28-29
Connecticut
Hartford—Automata, Feb. 27-28. Joe Kizis,
Autorama Corp., 215 Broad St., Milford.
Florida
Kissimmee—Kissimmee Valley Livestock
Show, Feb. 15-18. Carlyle-Bronson.
Madison—Madison Co. Livestock Show, Feb.
27-28. O. R. Hamrick Jr.
Miami—General Motors Motorama, Feb.
4-12.
Orlando—College Park Merchants' Festival,
Dec. 1-24.
Plant City—Fla. Strawberry Festival, Feb.
20-26. F. W. Nulter.
Quincy—West Fla. Fat Cattle Shows & Sale,
Jan. 17-19.
Tampa—West Coast Dairy Show, Jan. 28.
Charles E. Loe Jr.
Georgia
Atlanta—Southeastern China, Glass & Gift
Show, Jan. 13-18. Foster B. Steward, 1401
Peachtree St., N.E.
Illinois
Chicago—National Boat Show, Feb. 3-12.
Michigan
Bay City—Poultry Show, Jan. 13-15. Ben
M. Mau, 3009 Second St.
New York
Bronx—Sports, Travel & Vacation Show,
Dec. 17-26.
New York—General Motors Motorama, Jan.
19-24.
White Plains—Gilbert's Big Show Carnival-
Fair, Dec. 26-31.
Ohio
Cincinnati—Sports, Vacation & Travel
Show, Jan. 13-18. W. S. Bain, c/o
Cincinnati Garden.
Oklahoma
Oklahoma City—Antique Show, Feb. 22-26.
Texas
Brownsville—Charro Days, Feb. 9-12. M. C.
Dennis 1004 Van Buren St.
Dallas—Exposition of Modern Living, Feb.
19-26. Louis L. Young, 4611 Cole Ave.
Dallas—Southern Gift Show, Feb. 19-24.
Fred Sanda, 3108 S. Joplin, Tulsa, Okla.
Dallas—Allied Gift & Jewelry Show, Feb.
19-24. Mrs. M. Dalton, 3832 Wilshire
Blvd., Los Angeles.
El Paso—Southwestern Livestock Show &
Rodeo, Feb. 6-12. Chamber of Commerce.
El Paso—Better Homes Exposition, Feb. 22-
28. Patrick J. O'Toole, Hilton Hotel.
El Paso—Southwestern Sun Carnival, Dec.
26-Jan. 1.
Fort Worth—Southwestern Expo. & Fat
Stock Show, Jan. 27-Feb. 5. W. R. Watt.
Houston—Houston Fat Stock Show & Livestock
Exposition, Feb. 22-March 4. Her-
man Engle.
Laredo—Washington Birthday Celebration,
Feb. 16-26. J. George Loo, Box 453.
Odessa—Livestock Show, Jan. 2-7. Frank
O. Swartz, 3519 Newton St., Denver 11,
Colo.
San Antonio—San Antonio Livestock Ex-
position, Feb. 10-20. W. L. Jones.
Haiti
Port Au Prince—Mardi Gras, Dec. 22-
Feb. 20.

Letter List

Letters and packages addressed to persons in care of The Billboard will be
advertised in this list two times only. If you are having mail addressed to you in
our care, look for your name EACH WEEK. Mail is listed according to the office of
The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be
listed in following week's issue, mail must reach New York, Chicago or St. Louis by
Wednesday morning or Cincinnati office by Thursday morning.

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Cincinnati 22, O.

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\$1.15

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Ackley, James W.
Adair, Robt. D.
Agumanales
Aldridge, Mr. Dee
Alexander, C. W.
Alfredo, Al
Allan, James C.
Allen's Bear Act
Allen, Billy & Mrs.
Allen, Casey P.
Allen, Chas. & Mrs.
Allen, Curley
Allen, Capt. Frank
Allen, Frieda
Allen, Mrs. Juanita
Allen, Roy & Theresa
Allsup, Bob & Mrs.
Alstama, Fred J.
Alston, Robt. L.
Amand, Thelma &
Ames, Eddie
Anthony, Jack (Coll
Worker)
Anthony, Mark
Atterbury, Bob
(Atterbury Circus)
Ayers, Jimmy & Mrs.
Balle, King
Baker, Bennie
Bakke, Russell R.
Barbay, Stanley
Barber, J. L.
Barofsky, Harry E. &
A.
Barr, John Calvin
Barrett, Martin
Bartiga, Raymond H.
Barth-Maier
Beall, Hiram
Beamer, Bob
Beasley, Emmet
Beatty, Albin A. G. &
Bellew, A. G. & Mrs.
Bennett, Joe & Mrs.
Bennett, Miss Terry
Berggren, Prof. Carl
Bergman, Leo H.
Blodgett, Gaston
Bishop, Brownie &
Mrs.
Bishop, Jack R.
Black, Frank
Black, Mary (Holly)
Blackmer, Kittie
Blake, D. D. (Tex)
Bly, Jerry
Blythe, Billy
Boe, Harry & Mrs.
Boone, Johnny
Borrow, W. L.
Borsvold, Arthur
Borvold, Frank
Boynton, C. F.
Brady, L. P. (Show)
Branch, Jake
Brantholz, Chick
Brice, Tommy & Mrs.
Broeffel, Harry J.
Brooks, E. L. (Red)
Brown, Fitz
Brumolow, M.
Buckanan, F. K. (All
Circus)
Bungamer, W. C.
Burdge, Michaela A.
Burke, Geo. & Mrs.
Burch, Eric (Clown)
Burridge, Jewel
Butler, Clint
Calkins, John L.
Campbell, Sam
Cantwell, Chas. S. H.
Carlike, Hank
Carson, Leo
Carson, Tommy &
Mrs.
Carter, James A.
Cash, James T.
Chiacrelli, James
Christo, Leo
Christy, Eugene
Claire, Hans
Clark's Bears
Clark, John
Clippard, Mrs. Harold
Cobb, Paul Edw.
Conklin, Lola
Conn, Harold
Continental Rodeo
Assn.
Converse, Art
Cooke, Jess M.
Cooper, Bobby
Cooper, Bozo (Clown)
Cooper, J. F.
Cotton, Roy & Mrs.
Cools, Bob & Marjorie
Cox, O. C.
Coyle, Oscar
Cravenbo, Chas.
Crawford, Mrs. Edna
Crosby, Wm. C.
Crouch, Leroy
Crowell, Harold
Crumley, Robt. M.
Curtis, Irene
Curtis, Date & Mrs.
Cyr, Jimmy
Dags, Bernice M.
Dahl, Sid
Damon, Eddie
Davidson, J. E.
Davidson, Mrs.
Davis, Dick
Davis, Lester
Davis, Vick
Davison, Jimmy
Davisco, Jerry (Clown)
Day, Andy
DeBold, Eddie
DeCorte, David
DeRiska, Family
Dean, Aloha Bobby
Decker, Ralph
Dellego, Tony
DeMar, Lisa
DeMores & Arkie
Demetro, Polly
Dempey, John
Demster, Frank
Dennis, Theodore
Devine, James
Diaz, Tony
Dickman, Bob
Dillon, Loretta
Donnelly, Geo. & Mrs.
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Doto, Phil
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Ducharme, Henry W.
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Edwards, Leon
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Ezra, Dan
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Evans, Joe
Everhart, Bertha
Farber, Susie
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Fawbush, Glen
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Fetta, Tex
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Flanigan, Ruth
Flannigan, Wally &
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Fleet, Albert & Clio
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Flower, Mildred
Flynn, Jack
Followell, Blackie
Forkum, Mrs. Bill
Fortner, Buck
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Foster, Jackie L.
Fowler, Bennie
Frazier, W. H.
Fox, Hannah
Francis, Dave
Francis, Russell
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Fraser, Steve
Fredericks, Hank
Freeman, Freddie
French, Otis &
Louise
Gable, Joe
Gallo, Geo. J.
Gambino, John
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Joseph
Gawle, W. P.
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Gentry, "Doc"
Gibson, Willie
Gillespie, Edna
Gladhill, Agnes M.
Goforth, Mrs. Ann
Goodine, Gerald
Goodrich, Mrs. Billie
Gordon, Dixie & Gil
Gosh, Byron
Grantham, Buttons
Green, Mike
Greer, Pauline Bell
Greiner, Harry
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Hancock, Solli
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Harrell, "Bozo"
Hawk, James B.
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Hill, Mrs. F. R.
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Hitchcock, Ernest W.
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Holtzinger, Arthur
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Howe, Edith Noble
Huff, Marshall
Huffie, Thos. J.
Hungaria Troupe
Hunter, Leroy
Hunt, Frank & Mickey
Ice, Gene
Jabalonski, Frances
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Jacobs, Glen
Jenkins, Alberta
Johnson, Edith
Johnson, James O.
Johnson, J. (L. J.)
Johnson, J. (L. J.)
Johnson Sr., J. J.
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Jones, Freddie
Jones, Thos. Curtis
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Journe, Chas.
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Kanerva, Gus
Katsy, Sailor & Mrs.
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Keegan, Ralph & Mrs.
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Keith, Nicki
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Kelly, E. C.
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King, Rusty
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La Rue, Blackie
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Leal, Carlos
Lee, Francene
Lee, Toona
Lehman, Charlie
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Leonard, Harry
Leta, Jai
Leta, Slim & Millie
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Madison, Joe
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Maki, Edwin J.
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Marco, Walter
Marcus, Robert (Red)
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Martin, Hax B.
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Masiello, Tony
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Mayman, Gilbert
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Meyers, Ed
Meyers, Bill
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More, Bill (C Shows)
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Mort, Harry
Mort, Joseph
Mosa, Al
Moyer, Edward
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Munroe, Cliff
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Nealand, Walter D.
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Owens, Whitey &
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Potter, Jimmy
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Reynolds, Jimmie
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Rochman, Al (Stash)
Rogers, Frank
Rogers, Mervin (Red)
Rogers, Steve
Roisen, S. & Mrs.
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Ross, Emile B.
Rosediger, Albert
Russell, Fred & Mrs.
Russell, Mickey
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Sawyer, Edw.
Saxe, Reggie
Schaefer, Rose
Schentz, (Sign
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Schmidt, Mrs. Stanley
Schnepel, Whipsey &
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Sharkey, Thos. F.
Shipman, Sid
Short, James (Scotty)
Simon, Bill
Simmons, Joe & Mrs.
Sims, Bob
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Slayton, Richard
Smaglick, Harry
Smalley, Harry &
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Smiga, Joe & Martha
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Smith, Harold C.
Smith, James & Mrs.
Smith, Paul
Smith, Talla Ray
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Sokobie, Mrs. Mickey
Sowells, Bob
Spoon, Tommy & Mrs.
Springer, J. & Mrs.
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Stark, Gordon
Star, H.
Stearns, Henry &
Ted
Steiner, Tommy
Stevens, Carl E. E.
Stevens, Jackie
Stevens, Kathleen &
Bob
Stevens, Little Bob
Stevens, Roy L.
Stevenson, Jack &
Margie
Stevie & Ronnie
Stockdale, Lillian (Russell)
Stone, Malcolm A.
Stonig, Jackson W.
Stroigel, Mrs. Mikki
Sturdivant, A. O.
Suber, Sarg & Mrs.
Sullivan, Clifford
Sunderlin, Philip
Swank, Harry &
Family
Swartz, Jay (Jewelry)
Sword, Bory L.
Sylvester, S. & Mrs.
Tacker, Chas.
Taylor, Wm. Lanky
Thomas, Col. & Mrs.
Thomas, Jack
Thomas, Nick
Thompson, Wm.
Thorne, Willie Jackson
Thorne, Whitey &
Mrs.
Throw, Shirley (Ham-
Bones Minstrel)
Tivoli, Cilla
Toler, Carl H.
Tumber, Bill
Tuttle, Clyde E.
Tyaki, Walter
Uncle Amusement Co
Van Ault, Burr
Van Ness, Mrs. Mae
Vanant (Magician)
Vance, W. A.
Victor, Blackie
Vielko, Mrs. Mae
Visengard, A. & Mrs.
Vomborg, Jack
Vosburg, Charlie
Voss, P.
Wagner, Archie &
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Wagner, Tommie
Walker, Bob
Wallace, Bert & Mrs.
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Walsh, Florence
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MAGICAL APPARATUS

A BRAND-NEW #24 CATALOG—MIND- reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic, Frank E. Dusing, ed. catalog, 50¢ wholesale. Nelson Enterprises, 336 S. High, Columbus, Ohio. de24

PROFESSIONAL VENTRILOQUIST FIGURES

ures made to your order, send 25 cents for price list. John Carroll, 64-36 Myrtle Ave., Brooklyn 27, N. Y. fe9

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MISCELLANEOUS

NOTICE: WOULD YOU LIKE TO TEACH the accordion and guitar in and around your community? If you teach piano, it would be easy enough to teach our course on a piano accordion. If interested, write Associated Teachers of Music, 24 N. Broadway, Watertown, S. D. Should you desire another community, please state in your letter. Also submit references. ja14

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M. P. FILMS & ACCESSORIES

PANORAM FILMS FOR SALE, PIN-UPS & Burlesque; treated for continuous projection; silent or sound; send for complete list. Box C-348, c/o Billboard, Cincinnati 22, Ohio. ja7

MUSICAL INSTRUMENTS, ACCESSORIES

WHOLESALE MUSICAL INSTRUMENTS, Phonographs, Recorders, Watches, Appliances, etc. Discounts to 75%! Free catalog. Strauss Music Co., 25-35 Lafayette, Paterson 23, N. J. de24-ch

PERSONAL

ANYONE KNOWING THE WHEREABOUTS of Robert A. Heck please wire collect to his sister Barbara at 20493 Hubbell Ave., Detroit, Mich. Mother gravely ill. de31

PACKAGES, 25¢; LETTERS, 15¢; CARDS, 10¢; mailed from Chicago. You pay the postage; glossy post card views of Chicago, six for 30¢, 60 per dozen. Brown, U.S.M.S., Suite 429, 100 West Chicago Ave., Chicago 10, Illinois.

WHAT IS YOUR "I. Q.?" TAKE RELIABLE intelligence test; approved, scientific, confidential report by mail, free information. Universal Test Bureau, Desk B-2, Box 401, Palo Alto, Calif.

WALDO, FORGIVE ME, JERI WANTS BILL now. Contact me through this column. Hurry please. Am so lonely. Box C-348, c/o Billboard, Cincinnati 22, Ohio.

TUG, C. P. BEITMAN, SEND ADDRESS, important mail. Mr. F. H. Beitman, 5330 Southern Blvd., Youngstown, Ohio.

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ATTRACTIVE THREE-COLOR 14x22 WIN- dow cards, \$8 hundred. Larger 17-26 size, \$12.50. Posters for all occasions, many illustrated. Tribune Press, Dept. ND, Earl Park, Ill. ch-np

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PAY \$1,500, 1894-S DIME; CERTAIN Quarters, \$1,000; Indianhead Cents, \$600; 1875 Canadian Quarter, \$50; Others, \$5-\$3,000. Complete illustrated guarantee buying-selling catalog, send \$1. Worthcoy Inc. Corporation, K-177-C, Boston 8, Mass. ch-de31

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Simulated diamonds cover entire bracelet and watch cover. Brand new, guaranteed 17-J Swiss movement (not pin lever). Delivered with watch box. \$120 price tag. Min. order 3. 25% with order—balance C.O.D.

Only \$12.50 each
in lots of three.

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World's Smallest Pistol

COMPLETE WITH RAMMAG AND YOUR CHOICE OF LEATHER HOLSTER OR BLANK

ACTUAL SIZE



Dealer's \$12.00
Cost... \$1.95 ea.

Actually shoots blanks with terrific report... kills on sight with a bang!

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Jobbers, Distributors, write, wire or phone for quantity prices. Also write for 55 Catalog.

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A real money maker—14K Gold Plate Top with stainless steel back, wafer-thin model accurate time-keeper. Gold filled American Expansion Band.

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To All Our Customers
Contact us for all your needs in 1956

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Dependable - efficient. Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable cameras. Write for details.

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To All Our Customers
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IMPORTED MEXICAN BAGS



Shoes to match. Wallets, Belts and other leather items at lower prices. Write for wholesale prices and folder.

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Buy the Best for Less. Accounts not rated, a deposit of 25% to accompany order, balance C.O.D. Catalogue on Request.

Jacko
(Season's hit)
Dancing Chimp 20"
Long, Shaggy, Flexible Arms & Legs. Dances, Hangs, Stands & Cuddles.
\$24 Doz.



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For the latest in Carnival and Novelty items write for our 75th Anniversary edition.
Please state your business.

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Wholesale Distributors Since 1850
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GIVE TO DAMON RUNYON CANCER FUND

HELP WANTED CLASSIFIED ADVERTISEMENTS
REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.
DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursdays for the Following Week's Issue

MUSICIANS, EXPERIENCED. ALL CHAIRS, year-around guarantee, traveling Midwest orchestra; one-nighters, sleeper bus, include telephone. Box 1460, Edgewater, Colorado. ja28

WANTED - EXPERIENCED PERSON TO operate amusement park at Battle Creek, Michigan; should be reliable and responsible. Chase, 100 Main Street, Battle Creek, Michigan.

WANTED IMMEDIATELY - SIX EXPERIENCED chorus girls with individual specialties for permanent line at top club in South Central City of over 500,000. Top wages guaranteed for six-day week. Only those interested in steady work under good conditions need apply. Must send recent full photo with measurements, height, weight, age and all other pertinent information acceptable. Applicants will be contacted promptly. Box C-347, c/o Billboard, Cincinnati 22, Ohio

AT LIBERTY-ADVERTISEMENTS
5c a Word Minimum \$1
Remittance in full must accompany all ads for publication in this column.
No charge accounts.
Forms Close Thursdays for the Following Week's Issue

CIRCUS & CARNIVAL

FOR WINTER SIDE SHOWS MAN, DOOR talker; lady doing ring contortion, jumping rope on back, disappearing stomach. Mack Stafford & Delar, General Delivery, Attalla, Ala. de24

INDOOR AND OUTDOOR CIRCUSES, fairs, rodeos; it's Wild Horse Harry's trick and gun shooting cowpony (Montana Babe). Sherwood, Ohio. de31

MISCELLANEOUS

FOR WESTERN SHOW-EDDY DYER, recently featured comedian, Bill Monroe's Blue Grass Boys, Grand Old Opry Unit. 29 Avon Street, Revere, Mass. de24

HYPNOTIST - FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. mh1756

PROF. HAWK-WHO EATS DRY ICE. Fantastic, featured in Ripley's, proof of feat available, send best offer. Prof. Hawk, The Billboard, 6000 Sunset Blvd., Hollywood 28, California. de31

MUSICIANS

A-1 RINK ORGANIST AVAILABLE. 15 years' experience best rinks. Contact Organist, 771 Sea Street, Quincy, Mass. Tel. President 3-3513. de31

ALL GIRL COMBO, EXCELLENT DANCE music, all types; also novelties and vocals. Good wardrobe. Box C-338, c/o Billboard, Cincinnati 22, Ohio. de31

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DRUMMER, VOCALIST, SOLID BEAT, CUT shows, sings ballads, jazz; combos or big band, experience, available January 1. P. D. Alleman, Southwinds Motel, Springfield, Missouri.

FAIR ASSN. MEETINGS

• Continued from page 41

Kelley, Hillsdale, Mich., secretary.
Georgia Association of Agricultural Fairs, Atlanta Biltmore, Atlanta, January 16. Joe F. Pruett, 550 Riverside Drive, Mason, secretary.

Association of Colorado Fairs, Albany Hotel, Denver, January 16. Forrest F. Hammes, 108 E. Main St., Littleton, 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, Taylorsville, 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.

QUIT WISHING-START PITCHING VIDEO PLASTIC TOWELS

Thousands Sold on Television. Send for Sample Package NOW!
PITCHMEN, DEMONSTRATORS, JOBBERS

- Free Waxing Cloth with each package
- Beautiful pastel colors
- Cut in 18x24" uniform size
- Guaranteed lint free
- Packed one gross to a carton
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100% Wool in All Colors. Available in "Dancers" or the embroidered styles, in all sizes and colors. Dancers, sizes 34-40, \$7.75 each. Embroidered, sizes 34-40, \$6.75 each. White or sizes over 40, \$1.00 extra. Also available in children's sizes at various prices. Special prices on quantity lots to jobbers.

MEXICAN RINGS
At last we have them. Nickel plated Color, Tarnish Proof. \$3.36 a dozen with side ornaments. Both prices, if in gross lots, if less than a gross, \$3.50 and \$4.20 a dozen.

LADIES' AND MEN'S MEXICAN WALLET
Hand tooled, hand laced, finest leather obtainable. All colors. From \$16.20 to \$21.00 a doz. Special prices on quantity lots.

25% deposit, balance C.O.D. Free Catalog.
PEARL SALES CO.
P. O. Box 675, El Paso, Texas



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Men's 3-Stone Rhinestone Rings in Display Tray... \$2.75 doz. Ass't.
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A Merry Christmas and A Happy New Year
BUY EARLY and SAVE EASTER LINE
NOW READY FOR DISTRIBUTION
SEND FOR FREE CATALOG
Complete line of REAL FUR & PLUSH TOYS and DOLLS
ACE Toy Mfg. Company
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NEW!

100 Feet of 48 12"x18" Pennants. All-Weather Durafilm, Only \$4.50. Money refunded if not satisfied.

MYRLO COMPANY
Dept. B
2168 W. 25th Cleveland 13, Ohio

7 POUNDS OF RUBBER FREE!

THE GORDONS

This beautifully colored sample personalized door mat puts you in business. You send just \$1 for postage and handling!

Everyone with a name is a potential customer! We mold in personal names, nick-names, pet names, house names, store names—any names up to 13 letters. Choice of four colors. Nationally advertised in American Home, House Beautiful, Living, Redbook—over 115,000,000 readers every year.

MITCHELL CUSTOM MADE RUBBER MATS
You pocket all the cash
You get the orders, put the commission in your pocket. We ship direct from our factory. This is the fastest, easiest, most lucrative—but write to us NOW for more details and be your own boss on a full or part time basis. A tip from salesman Joe Novotny: "I started telling housewives what a wonderful gift a Mitchell personalized door mat made for weddings, birthdays, showers and parties. It increased my sales by 20%."

Coupon brings simple, clear instructions that show you how to get started right away—PLUS the actual full-size sample.

MITCHELL RUBBER PRODUCTS, INC.
Attn: Mr. Raymond Mitchell
2120 San Fernando Rd., Dept. 38
Los Angeles 65, California

Please send me the money-making facts about your Rubber Mat exclusive territory offer.
Also send me FREE SAMPLE full-size demonstrator, order book, and complete information. I am enclosing \$1 to cover postage and handling.

MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED

Name
Address
City Zone State

All the news of your industry every week in The Billboard...

Minn. Atty. Gen. Rules Pinball Games With Free Play Illegal

By JACK WEINBERG

ST. PAUL, Dec. 17.—All pinball machines giving free game replays to winners were termed gambling devices and ruled in Minnesota as illegal under a history-making opinion handed down here Tuesday (13) by Miles Lord, State's attorney general.

Lord said operators and distributors should be given until January 1 either to convert or pull out such equipment from locations.

However, in Minneapolis, Police Chief Thomas R. Jones, Wednesday, declared the free replay machines were illegal "as of right now" and that locations permitting their use face arrest and prosecution.

Order Games Out

In St. Paul both Mayor Joseph E. Dillon and Ramsey County Attorney James F. Lynch agreed that the free replay machines should be removed from operation immediately instead of January 1. However, Robert F. Peterson, St. Paul public safety commissioner, and his police chief, William Proetz, decided to seek a ruling from Marshall Hurley, city attorney, as to what course to follow in view of Lord's "grace period."

Operators, expecting the ruling ever since it was sought November 15 by George M. Scott, Hennepin County attorney, were undecided as late as Wednesday night whether to attack Lord's decision in the courts or go out of the free replay game end of the business.

Amos Heilicher, of Heilicher Bros., one of the larger operators in Minneapolis, only one who would be quoted, charged Lord's opinion puts the pin games into the class of "political football" and indicated he was ready to quit the business without seeking a court test.

License Refunds

Heilicher declared that cities which issued licenses for such machines only last month would be asked to make refunds to the operators if the games finally are determined as illegal.

St. Paul licenses 819 such machines in 460 locations and receives license fees totaling \$40,000 annually. Even as Lord was handing down his decision Tuesday the St. Paul City Council approved applications for the operation of 47 pinball machines in 21 locations.

Minneapolis issued permits for 1,246 pinball machines for the year ending November 30. Revenue from these games total: \$76,663 yearly.

Following on the heels of Lord's ruling, County Attorney Scott in Minneapolis issued a call for the Hennepin County grand jury to meet at 10 a.m. Tuesday (20) to investigate "the various aspects" of pinball machine operations in the area.

Lord's decision upsets one by his predecessor in office, J.A.A. Burnquist, who August 29, 1947, held that a free replay was not a thing of value as long as the free games are awarded automatically by the machine without tokens. Opinions prior to that one ruled free replays designated by tokens as illegal.

May File Appeal

The Burnquist decision, Lord said Tuesday, did not take into consideration the entire law relating to what is considered "everything of value." The actual question never has been determined by the Minnesota State Supreme Court but if operators decide to challenge the decision by Attorney-General Lord it is a certainty the case will go all the way to the highest tribunal.

Ramsey County Attorney Lynch of St. Paul pointed out that Lord's opinion was the same as one handed down by Lynch on May 22, 1947, which held that free replay machines were illegal because they contained the three necessary elements to violate State gambling laws—prize, chance and considera-

tion. Lord also cited these elements Tuesday.

When Lynch made his ruling, operators then went to court and obtained a short-lived injunction against arrests or prosecution which subsequently was dismissed by the Ramsey District Court. An appeal was taken to the State Supreme Court but dropped when Burnquist, then attorney general, handed down his decision which, in effect, legalized free replays until now. Burnquist at the time suggested enactment by the State Legislature of more definite laws on the subject but such action was not taken.

Seeks Evidence

Since he asked for the ruling on free replay machines, Hennepin County Attorney Scott has met with various groups of coin machine operators and distributors, as well as location owners. Scott also has offered immunity to anyone coming forward with evidence and information concerning cash payoffs, long illegal in Minnesota. There are rumors that at Tuesday's grand jury session Scott will seek a gambling indictment against at least one pinball operator.

While all free replay games are involved in the ruling by Lord, the drive is aimed particularly at bingo and one-ball games and their feature of putting more money into the machines to build up odds.

TOLL UNIT GIVES YULE GREETINGS TO MOTORISTS

SAYREVILLE, N. J., Dec. 17.—"Merry Christmas, please drive carefully."

That's how motorists are greeted when they pay toll charges into the automatic coin collector at the Garden State Parkway's Raritan Plaza here.

The record attachment goes into action after the motorist has deposited the correct amount of the toll charges in the machine which the New Jersey State Highway Authority is using during daylight hours. The department is planning to use similar devices at other toll stations.

In his rebuttal to claims by Lord, who echoed Scott's earlier statements hinting at "syndicates" and "monopolistic elements," Heilicher, cited as the second largest operator in Minneapolis, contended pinball machine owners in the Minneapolis area, at least, are, by and large, honest business men who do not operate as a syndicate or monopoly.

Cites Grosses

Where Lord said the 3,000 to 5,000 machines believed in operation in Minnesota yield an annual income of \$5,000 each, Heilicher declared the average weekly gross is "between \$12 and \$20, making a maximum of \$1,040 yearly."

Heilicher said operators are "anxious" to meet with Lord and discuss

(Continued on page 64)

U. S. Indicts 6 In Iowa 'Blue Sky' Operations

SIOUX CITY, Ia., Dec. 17.—Six persons connected with the National Advance Machine Company are under federal indictment here on charges of making fantastic claims as to income derived from vending machines.

In a 48-page indictment returned by a Federal Grand Jury, U.S. District Attorney F. E. Van Alstine stated the six were also charged with selling vending machines of various types thruout the United States, Canada and Hawaii thru newspaper ads exaggerating the value of machines.

Named in the grand jury action were Leo Peter Reistroffer, president of National Advance Vending Machine Company; his sister, Violet Sheehan; C. J. Feldman, Dubuque; William L. Rogers, national sales director; J. W. Bramblett and Kenneth Paul Brown, salesmen.

Reistroffer, according to the charges, also used the name of John Randell.

Pin Tax Dodgers Sought by Feds

BOSTON, Dec. 17.—A drive on pinball machines in New England on which federal taxes have been evaded was started this week by the Internal Revenue Bureau. A number of raids on establishments having the non-taxed machines already have been staged in the Pittsfield, Mass., area.

In these instances it was found that the occupational tax on the coin games was not paid or that the \$10 tax imposed on coin-operated amusement devices had been paid instead of the \$250 gaming tax required on coin-operated gaming machines. Earlier there were pinball machine seizures in Canton and Burlington, Mass.

Indianapolis Slates Bottled Coke Hike

INDIANAPOLIS, Dec. 17.—With the 16-cent-a-case increase on Coca-Cola slated to become effective January 3, officials of the Indianapolis bottling company are of the opinion that less than 50 per cent of the machines will be converted to deliver 6-cent Cokes.

It is estimated there are more

(Continued on page 75)

Advance Co. Sold to Harmon Machine; Moved to Wichita

CHICAGO, Dec. 17.—Sale of Advance Machine Company, a 57-year-old pioneering firm in the vending machine industry, to the Harmon Machine Company, Inc., of Wichita, Kan., was announced this week by F. C. Black, secretary and general manager of the Chicago firm.

While the purchase price was not revealed, W. F. Harmon, president of the Wichita firm, admitted it was about \$500,000.

Advance Machine Company will be moved to Wichita with little interruption, Harmon stated, adding that current plans are to resume full production about the first of the year. A few of the key personnel have been retained and will move to Kansas.

Advance is the second company in the coin machine industry to be sold this month to firms outside the field. A.B.T. Manufacturing Corporation, also a pioneer in the field, was sold to the Atwood Vacuum Machine Company of Rockford, Ill., an automotive hardware manufacturing firm, earlier this month (The Billboard, December 10.)

Established 25 years ago, the Harmon Company is a contract manufacturer of tools, dies and parts for airplanes, oil, air conditioning and stove companies.

Advance Machine will operate as a wholly owned subsidiary of Harmon Company, and for the present there will be no change in the policies adhered to by the company, Harmon said.

"Our modern tool and die facilities dovetail perfectly with the Advance operations, and the purchase of the firm fits in nicely with our program to diversify our activities," Harmon said.

To Increase Output

Preliminary plans, he revealed, call for stepping up production, the addition of a sales force plus an extensive advertisement and

promotion campaign for Advance products.

"We have made a close study of the vending industry for the past several years and are well aware of its rapid, expanding growth," Harmon said. "We also have several ideas for new vending machines."

Harmon Machine Company, he said, occupies 55,000 square feet of space, and has between 85 and 100 employees.

Advance Machine Company was founded in 1898 by the late C. C. Travis. Current production included the manufacture of cigarette, bulk gum and peanut, comb, sanitary napkin and soap venders, timing devices, pay locks and a coin-operated electric shock machine.

Sept. Vend Exports Up; Jukes, Games Dip

CHICAGO, Dec. 17.—Shipments of U. S. juke boxes and amusement games to world markets during September dropped off compared to shipments in the same month last year, while vending machine exports increased slightly. Total shipments hit \$1,165,468 on 3,811 units exported.

U. S. Department of Commerce figures for September, the latest month for which complete figures are currently available, show that juke exports totaled \$873,009 in dollar volume; games \$206,522; venders \$85,937. This compares with September, 1954, volumes of \$1,115,640, \$244,670, and \$85,413 for jukes, games and venders respectively.

With the world market for juke boxes dropping for the third consecutive month, indications are that 1955 total coin machine shipments may fall below the record high total of last year — \$14,941,849. Earlier in the year heavy shipments seemed to point the way to a new 1955 record year.

Amusement game shipments thru the first nine months of 1955 held

steady with the 1954 level, and vending machine shipments are well out in front of last year. Thus it is solely in the juke box field that exports have slumped, but since this is the field where greatest export business is done, it has a decided effect on the coin, machine export total.

Total exports in all three fields—jukes, games and venders—in the first nine months of this year reached \$10,989,949. This means that exports will have to hit about \$4,000,000 in the final months of this year to meet the 1954 level.

Top markets for coin machines during September were Canada, Venezuela, Belgium, West Germany and British Malaya, in that order. Canada did a \$222,311 volume, Venezuela hit \$194,804, Belgium \$111,023 (see chart on page 64) The same three countries led the markets during September, 1954, but all did a bigger volume that year, with West Germany leading with a \$395,001 volume.

Venezuela led the juke box markets during September this year,

(Continued on page 76)

Phono, Game Taxes Cut in L. A. County

LOS ANGELES, Dec. 17.—Taxes on both automatic phonograph and amusement games in Los Angeles County will be reduced effective January 1.

The biggest reduction will be on amusement games, which will be dropped from \$32 to \$5 a year. The phonograph tax reduction is from \$12 to \$5 a year.

The tax changes were recently announced during a meeting of the Los Angeles division of the California Music Merchants' Association. Walter Hemple, president of the division, said that favorable legislation was made possible thru the efforts of the State association, headed by George A. Miller.

Distributors: Bingo Pin Market Dips

CHICAGO, Dec. 17.—The used equipment market for bingo-type pinball games is experiencing a downward trend, with prices declining steadily during the last month, according to a survey of Chicago distributors.

The drop in the market was attributed directly to the fact that these games have met with tightened legal restrictions in some sections of the country.

Distributors surveyed this week by The Billboard said they feel that unless there is a distinct reversal of the legal trend against these games, bingo pinballs will ultimately lose their position in the field as top location piece in many areas.

Legal Aspects

Distributors also noted a current drop in the shuffle game market stemming principally from other than legal aspects. Distributors and operators interviewed said that the new coin-operated pool games—which are currently enjoying an unprecedented boom thruout the nation—are temporarily

"stealing the play" from the bowling games at many locations.

This is an understandable situation, as the shuffle bowlers have been standard equipment on locations since 1946, and their play appeal has leveled off in the past

(Continued on page 64)

NCMDA Boosts Membership to 58 Distributors

CHICAGO, Dec. 17.—National Coin Machine Distributors' Association this week added three new members to its group, boosting total membership to 58 firms.

The new members are Rose M. Bennett, Toledo Coin Machine Exchange, 814 Summit, Toledo; Romeo Laniel, Laniel Amusement Company, 1807 Notre Dame Street, W., Montreal, Que.; W. N. Hawes & A. J. Hawkins, Peach State Music Company, 549 Pine Street, Macon, Ga.

BULK OP'S 'DON'TS'

'Kids,' Like Adults, Must Be Satisfied

By BILL MASLOWE

CHICAGO, Dec. 17.—He's been a bulk gum and charm operator for the past 15 years. He's in his late 40's, but looks much younger. He's 5 foot 11 inches tall and tips the scales at about 190.

He likes his work and sets his own hours. And, like any American businessman, he gripes about his enterprise at times, claiming he's getting old and the competition is getting too keen. But then he relaxes and is content.

Yet when he looks back over his years in the business, Peter J. Gulotta, who has more than 400 locations on Chicago's South Side

and suburbs, offered a bit of advice to newcomers in the field. Said Gulotta:

"Don't curtail your business by offering big commissions to outlets. You just limit your own expansion plans.

"Don't jump another operator's locations. Build on your own solid business principles and you're much safer.

"Don't try to fool your customers—the kids—with inferior products. They may be young, but they're smart and want value for value!"

Please Youngsters

Machines, Gulotta stoutly maintained, must be kept sparkling clean and in perfect working order. The youngsters, according to him, must not be disappointed by failing to receive a piece of gum or a charm when they spend a penny in a vender.

"The penny is the kid's fortune," Gulotta pointed out, "and he expects an item in return. In fact, full money's worth. He may not get the ball of gum he desired or the charm, but as long as he got something worth his penny, he'll spend more pennies in the future, and that is the basis of my business."

A youngster has to be sold just as an adult, Gulotta asserts, explaining:

"Suppose a trinket or charm
(Continued on page 54)

SET NEW DATE, DEC. 2-5, FOR '56 NAMA MEET

CHICAGO, Dec. 17.—The new date for the 1956 convention and exhibit of National Automatic Merchandising Association is December 2-5 at the Conrad Hilton Hotel here.

Rescheduling and the selection of the new site was announced by John T. Pierson, The Vendo Company, Kansas City, Mo., president of NAMA, following the executive board meeting Tuesday in Chicago.

The conclave was originally set for October 7-10 at the Navy Pier, with the convention hotel to be the Morrison.

Keeney Ships Cookie Vender

CHICAGO, Dec. 17.—J. H. Keeney & Company, Inc., will begin shipping its new Snak Vender Monday, Bill Coan, manager of the vending division, announced today.

The new three-column cookie vender, priced at \$52.50 f.o.b. factory, has a capacity of 75 packages. It is 10 inches square, 36 inches high and can be mounted on the counter, wall or on a rack.

Production on the firm's new combination hot coffee and chocolate vender and cigarette machine is slated to start around the first of the year, Coan said.

The coffee and chocolate unit
(Continued on page 54)

C&C to Concentrate On Gotham for '56

Herald Sees 'Dry' Operators as Best Prospects for Canned Drink Vending

NEW YORK, Dec. 17.—George Herald, in charge of the vending program for the C&C Super Corporation, said that the 1956 automatic merchandising effort for the firm's line of canned carbonated drinks will be concentrated in the metropolitan New York area.

Herald said that C&C plans to place, thru local operators, about 500 Central Tool and Kelvinator machines during 1956, and that 350 of these will be in and around New York.

He added that the firm is still shooting for national sales, but that it will build up area by area, using its own canning plants as focal points and branching out from them.

Now in New York

Herald has been transferred from the Englewood, N. J., plant to the executive offices at 270 Park Avenue here, where he is in charge of the military division, sirup sales, commissary and export, as well as the vending effort.

C&C's market will not be the cup drink vender. According to Herald, the firm will attempt to reach what he calls the dry operators, or the automatic merchandiser who specializes in either cigarette and candy, or full-line vending, rather than one who concentrates on drinks.

His reasoning is that the drink specialist concentrates on high-traf-

fic locations which probably could be served more efficiently by cup drink venders.

The can vender was designed to replace the bottle unit, not the cup drink machine. Hence, Herald will attempt to seek out the operator with locations which would support bottle machines, but not cup drink units.

For example, Herald feels the Manhattan office market, with seldom more than 50 or 60 employees in the same office, will provide ripe locations for canned drink venders.

Currently, according to Herald, about 1,000 venders dispensing C&C products are on location, 40 per cent of them placed thru operators by the company this year. C&C works with Central Tool and Kelvinator and finances equipment for operators.

N.Y. Dairy Seeks Relief From Law Vs. Milk Units

BUFFALO, Dec. 17.—Supreme Court Justice George T. Vandermeulen has under advisement a petition by the People's Dairy, Blasdell, seeking to void a Lackawanna ordinance which limits locations of the firm's milk vending machines.

Wendell and William Scholl, owners of the dairy, in the petition claim the ordinance is "unconstitutional and discriminatory," because the venders are readily accessible for examination by city, county and federal health inspectors.

Passed April 5, 1954, the ordinance prohibits venders in industrial plants, on road sides, in shopping plazas or business establishment where the proprietor is not in attendance at all times.

Attorney Leonard N. Laker, who said he was appearing as a friend of the court, announced the Lackawanna Food Merchants' Association, which he represents, opposes the petition and wants the ordinance sustained.

Earlier this year, Justice Vandermeulen denied a motion by Corporation Counsel Rudolph S. Weinstein of Lackawanna to set aside the petition.

Gluck, Jacobs Fined in Gov't Anti-Trust Suit

NEW YORK, Dec. 17.—Arthur Gluck, executive vice-president and treasurer of the Rowe Corporation, and Harold Jacobs, president of the Herald Vending Company, drew fines of \$10,000 and \$1,500 each in federal court here Tuesday (13) after they had pleaded nolo contendere to charges involving violations of the Sherman Anti-Trust Act.

The fines came in the wake of \$104,000 in penalties and two suspended jail sentences imposed on five individuals, a labor union and the local Cigarette Merchandisers' Association, Inc., earlier this month (The Billboard, December 17).

In a criminal action, the government had charged the defendants with allocating cigarette vending machine locations and using the boycott and the strike, and the threat of both, as enforcement measures.

A civil action against the same defendants will probably be heard in the spring of 1956.

Tenco Sets Sights on \$3 Million Sales for 1956 to Coffee Ops

LINDEN, N. J., Dec. 17.—With the first 12 months of full production behind it, Tenco, Inc., manufacturer of soluble coffee for the vending trade, is selling coffee to the industry at the rate of \$2,000,000 a year, according to Dave Hampton, director of sales and advertising.

And, according to the current rate of sales growth, Hampton fig-

ures U. S. and foreign vending operators will buy about \$3,000,000 of the firm's product during 1956.

The Tenco is a relative newcomer to the coffee vending field, its roots in the coffee industry go back for more than a century. Actually, as the name indicates, Tenco represents a joint effort on the parts of 10 regional coffee firms, all well established in their areas.

In 1948 the 10 companies organized Tenco, pooling their resources to set up a plant here for the manufacture of instant coffee to be sold under their individual labels.

Edward Aborn, veteran coffee man, was named to head the organization, and directors of the 10 member companies were named to the board. According to Aborn, 375 years of coffee experience are represented on the Tenco board.

Mich. UVA In Drive for New Members

DETROIT, Dec. 17.—A State-wide membership drive has been inaugurated by the United Vendors' Association of Michigan, C. J. (Chuck) Morgan, conciliator, announced this week.

Membership in the organization until recently was confined to vendors within a 70-mile radius of the city, Morgan stated. However, due to the rapidly expanding growth in the industry it was decided to expand State-wide.

"It was also decided to invite catering firms into the association," he said. "Many of these firms operate vending machines and should belong to the association."

UVA was organized in August, 1954, and has a membership of more than 100 operators.

Early in 1952 Tenco began research in soluble coffee designed specifically for vending, and at the annual convention of the National Automatic Merchandising Association in Washington in September, 1954, the production coffee was first exhibited. Prior to that, Tenco had limited runs of its vending coffee.

Hampton Hired

Full production began in January, 1955, as Hampton was hired from the Spacarb organization to head the sales effort. One of the first decisions was to organize a distributor set-up, rather than to depend on direct factory sales.

Distributors were selected on the basis of experience in the vending
(Continued on page 55)

CENTS-LESS PUZZLE

20 Billion Pennies; Still U. S. Shortage

CHICAGO, Dec. 17.—There is a shortage of pennies—just as most bulk vending operators claim.

And while it may be at least a part of an explanation of a decline in the current 1-cent bulk vending sales, there are more pennies in existence today than ever before in the U.S.A.

However, the scarcity of the pennies even has William H. Brett, director of the Treasury's Bureau of Mint in Washington, puzzled. And he is one fellow who should know.

M. J. Abelson Named Oak Co. Eastern Rep

CULVER CITY, Calif., Dec. 17.—The M. J. Abelson Company, of Pittsburgh, has been named Eastern sales representative for the Oak Manufacturing Company, it was announced this week.

Abelson will handle the firm's Acorn All Purpose and the Goldmine Tab Gum venders. Abelson recently visited the Oak plant here and conferred with Sid Bloom, vice-president.

Brett says it's a 799,000,000-cent question, explaining that Uncle Sam has supplied that many more pennies this year to the nation's Federal Reserve Banks than in 1954.

20 Billion Pennies

Furthermore, he estimated there are, according to Uncle Sam's calculation, 20,000,000,000 of these 1-cent pieces in circulation today.

That, according to any figuring, is exactly \$200,000,000 in greenbacks—folding money—that fits into any billfold.

"So," says Brett, "there just can't be any shortage of pennies. It is just a question of where they are."

He speculated maybe stores and merchants had these coins saved up for change use during the Christmas buying rush. Brett said he didn't think anyone was hoarding pennies, but that may be where he is wrong.

A check in the Midwest and on the West Coast revealed that a decline in penny bulk vending sales began early in October.

None to Spare

And about the end of the month currency exchanges began telephoning penny bulk operators offering an extra dollar for \$100 in
(Continued on page 54)



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
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2 Col. Vendor (as illustrated) **\$24.50 ea.**
3 Col. Vendor **\$32.50 ea.**

STAMP FOLDERS Very Low Prices
1/3 With Order, Balance C.O.D.

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Distributors of Advance Vending Machines
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TAB GUM MACHINE

the revolutionary Gold Mine is Oak's new streamlined, 10 column Tab Gum Machine. It vends not only tab gum, but also charm candies.



Gold Mine is built and guaranteed for mechanical perfection by Oak, the world's largest manufacturer of precision-built bulk vending machines.

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203 Fifth Ave.
Pittsburgh 19, Pa.

oak MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

Kiddies Must Be Satisfied

Continued from page 53

catches the eye of a grownup. Well, he'll spend a dollar to get it. It appeals to him. Well, the same applies to a youngster. And while he does not have a buck, he does have pennies and nickels, and he does like gum.

"That youngster will be back when he gets another penny. He wants that charm, but more than ever he knows he will receive a ball of flavored gum.

"While the charm has certain sales appeal, it alone does not attract the youngsters. What attracts him is the fact he is going to get some gum and perchance a charm, but he knows he is going to get that ball of gum."

Color Attracts

Continuing, Gulotta stated he believes youngsters love the various colors and flavors offered by the balls of gum, and this eye appeal is what attracts them to bulk gum venders.

Tab gum and package gum are all right, he says, and offers no argument, but comes back with the fact that few items are offered for a penny, and the colorful gum will always have an appeal.

"It's color in my belief," he said, "that sells youngsters. And right now the golden color of charms is adding the appeal that makes youngsters want them."

As to spotting venders in locations, Gulotta states he does not place his machines so they compete with an outlet's products. Like hundreds of other operators, he prefers to have his machines near exit doors or just off the cash register.

"By spotting my machines in this manner, I don't interfere with the location's normal flow of business," he explained, "but I do catch the eye of a customer before he leaves the store or gets the change in his pocket."

Features Charm

Gulotta mixes his gum and charms so they dispense about four or five balls of gum to each charm,

and he tries to feature one outstanding charm in each machine.

He explained that he takes extra pains in keeping his machines in excellent working order and has an agreement with location owners whereby they call him immediately when a machine has sold out or develops mechanical difficulty.



PETER GULOTTA

"I make it a point that the location owner understands that I pay for the telephone call. This impresses them with the fact that I have a great interest in my venders as well as his business. As a result we both profit by it," Gulotta disclosed.

It was back in 1940 that Gulotta entered the bulk gum vending field and strictly by accident. He was helping out a cousin who owned a grocery store when a ball gum operator came in to service his vender.

Becoming interested in the machine, Gulotta engaged the operator in a conversation and asked about the facts of the business. The operator painted a pretty convincing picture and convinced Gulotta it was opportunity knocking at the door.

Several days later Gulotta purchased 25 machines and was in business. Like many new operators, he, too, had to be straightened out on the operations by veterans, and what followed is now history.

Gulotta convinced his cousin that the ball gum vending business had a future, and together they pooled their money, purchased several hundred venders and began establishing routes on Chicago's South Side.

The two continued to operate together until 1951 when they had more than 600 locations. At this time his partner's son returned from the service and the two divided the business so his cousin and son could work together.

Shortage of 20 Bil Pennies

Continued from page 53

pennies. Not wrapped pennies, but loose in a bag. However, bulk operators just didn't have them to spare.

It is also a well-known fact that Federal Reserve Banks in various parts of the country have been and are still restricting orders for pennies. In addition they have shipped out greater amounts of 1-cent coins than ever before.

And this, mind you, is taking place when many high public officials as well as Johnny Q. Public claim the penny no longer will buy anything, and so "let's quit making it!"

However, bank officials disclose that while the penny won't buy much, people have a greater tendency for saving that minor coin more so in good times than in bad.

In addition, bank and mint people said, the penny has a lot of uses today; namely, for sales taxes, parking meters, and especially that extra penny cost for cigarettes and penny venders.

\$5 Million in Venders

It was pointed out there are about 1,200,000 bulk venders on location today. Pioneer distributors agreed that these machines hold about \$4 each in pennies. That's about \$5,000,000.

Added to this are the thousands of cigarette venders that accept pennies. Again several million dollars worth of pennies are tied up in machines. And there are odd-cent beverage venders, candy machines, and others that take in pennies.

Citing an example, Brett pointed to Pennsylvania:

"They have added a new cigarette tax in Pennsylvania, and this means that additional pennies must be used when purchasing cigarettes from a vending machine.

"In 1954 we put 21 million pennies in Philadelphia, and for the same period this year we put 64 million pennies in the city, and the same situation applies in Pittsburgh."

No Explanation

And the situation is continuing to grow all the time, he added, claiming no one has a full explanation of the penny problem.

Last year from January 1 to

November 30, the Federal Reserve Banks delivered to private banks 295 million pennies, Brett disclosed, and this year he asked:

"How come for a similar period in 1955 the demand was for 1,094,000,000 pennies?"

Penny-wise, since the first one was produced back in 1792, 23 billion have been minted, and to top it off 65 per cent of all our coin is in pennies.

Brett said he was anxious for the public and bulk venders to know that his mints in Philadelphia and Denver are now producing pennies and nothing else.

The Philadelphia plant, he said, is on a double trick of eight hours each of just making pennies. If necessary, he declared, the 6,000,000 penny a day production can be doubled.

Yep, boss, even Uncle Sam is baffled by "The Case of the 'Worthless' Penny."



"Those poor devils are dying"

MUSTACHIOED, bulky and calm, Jack Philip stood on the bridge of the U.S.S. Texas, watching his gunners pour fire into the Spanish men-of-war fleeing Santiago harbor.

Enemy shells were whistling over his head—but they came from desperate vessels doomed to destruction. As the Texas raced past the flaming, riddled hulk of the Vizcaya, that Spanish battleship exploded.

Instantly, a great victorious shout sprang up on the Texas. But Philip quickly silenced it:

"Don't cheer, men; those poor devils are dying."

Jack Philip was already something of a friendly hero to his men. But this one sentence made him a hero of the Spanish-American War to millions of Americans.

For Americans prize gallantry. Gallantry is part of the great heritage—part of the strength—of the American people. And today, it is this strength—the strength of 165 million Americans—which forms the real guarantee behind one of the world's finest investments: United States Series E Savings Bonds.

That's why it's a good idea for any American to buy Bonds regularly and hold on to them. Start today!

★ ★ ★

It's actually easy to save money—when you buy Series E Savings Bonds through the automatic Payroll Savings Plan where you work! You just sign an application at your pay office; after that your saving is done for you. The Bonds you receive will pay you interest at the rate of 3% per year, compounded semiannually, when held to maturity. And after maturity they go on earning 10 years more. Join the Plan today.

Safe as America—U.S. Savings Bonds

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ATTENTION, VENDING OPERATORS!!!

DUGRENIER CANDYMAN 72 BAR CAP.



Xmas Special \$62.50 with base \$57.50 without base For December only!

Uneeda Vending Service is instituting a new policy in this issue of Billboard. Check all information in this ad and future ads for terrific new benefits on equipment.

CIGARETTE MACHINE CONVERSIONS IMMEDIATE DELIVERY

on 25c and 30c Coin Mechanism Conversions for:

ROWE IMPERIALS, ROYALS, NATIONAL 930, 950, 750, 9A PRESIDENTS, CRUSADERS

Also Available:

● ROWE PRICE DIFFERENTIAL BARS ● NEW CIGARETTE MAGAZINES (Containers) for all Rowe and National Machines. Will vend King Size & Reg. in all Cols. TERMS ARRANGED—WRITE FOR INFORMATION.

CIGARETTE VENDORS

National Model 9A, 9 Cols., 370 Cap. \$125.00
National Model 930, 9 Cols., 270 Cap. 110.00
National Model 750, 7 Cols., 270 Cap. 110.00
Lehigh PX, 10 Cols., 300 Cap. 125.00
Lehigh PX, 8 Cols., 240 Cap. 115.00
Dugrenier Champion, 9 Cols., 370 Cap. 100.00
Uneeda Model E, 6 Cols., 180 Cap. \$ 75.00
Uneeda Model A, 8 Cols., 240 Cap. 90.00
Uneeda Model 500, 9 Cols., 350 Cap. 100.00

CANDY MACHINES

Stoner Candy Prewar, 160 Cap. \$135.00
Rowe 5c Gum & Mint Vendor, 7 Cols., 175 Cap. 32.50
Rowe Candy Merchant, with changemaker, 7 Cols., 158 Cap. 165.00

ALL EQUIPMENT UNCONDITIONALLY GUARANTEED, COMPLETELY RECONDITIONED AND REFINISHED

We have a tremendous stock of "AS IS" Equipment. In good condition but not rebuilt or refinished.

Check this list of terrific values!

ROWE CIGARETTE VENDORS

Imperial, 6 Col. \$32.50
Imperial, 8 Col. 35.00
Royal, 6 Col. 32.50
Royal, 8 Col. 35.00
President, 8 Col. 57.50
Crusader, 8 Col. 65.00
Dip Electric, 8 Col. 65.00

Any of above machines resprayed in color of your choice for \$12.00.

For 25c & 30c Dual Vend Mechanism add \$20 to above prices.

Rowe Pastry Vendor (like new), 5c, 10c & 15c Vend—Special \$125.

Rowe Refrigerated Sandwich Vendor—\$300.

Trade prices: 1/2 deposit, balance C.O.D. Quantity buyers, write for special discount prices and terms.

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1c BALL GUM MACHINE \$12.50 each \$12.00 100 or more

AMERICA'S FINEST BALL GUM VENDOR

VICTOR'S FIVE STAR BABY GRAND \$12.50 each

1/2 Deposit on All Orders Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS

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NOTICE!

VENDING MACHINE OPERATORS

Get your orders in now before the prices rise.

Effective January 16, 1956, new prices on all Victor Vendors are as follows:

5-STAR BABY GRAND Less than 25 cases, \$53.00 per case of 4 25 cases or more, \$51.00 per case of 4

STANDARD TOPPER Less than 25 cases, \$53.00 per case of 4 25 cases or more, \$51.00 per case of 4

TOPPER DELUXE Globe Style or Topper Deluxe, Mail 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, \$74.00 per case of 4 25 cases or more, \$70.00 per case of 4

KING SIZE TOPPER DELUXE Less than 25 cases, \$61.00 per case of 4. 25 cases or more, \$59.00 per case of 4.

All prices F.O.B. Chicago. Expand your routes now! See your nearest Victor distributor

VICTOR VENDING CORP.

5711 W Grand Ave. Chicago 39, Ill.

CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

- STONER 8-COLUMN CANDY, 160 capacity, prewar model ..\$110.00
STONER 8-COLUMN CANDY, 160 capacity, postwar model .. 165.00
STONER 6-COLUMN CANDY, 102 capacity, postwar model .. 90.00
ROWE CANDY 8-COLUMN, 120 capacity .. 60.00
NATIONAL 9-18, 162 capacity... 75.00
UNEEDA 6-COLUMN CIGARETTE, king size 50.00
DuGRENIER 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

308 Furman St. Brooklyn, N. Y. TRIangle 5-1857

GIVE TO DAMON RUNYON CANCER FUND

News Briefs

DALLAS, Dec. 17.—William C. Kenyon, a relative newcomer to the Dr. Pepper Bottling Company, was selected as the firm's outstanding salesman for the year. As "Mr. Dr. Pepper of 1955," he is to receive 25 shares of Dr. Pepper common stock, a wrist watch and a salary increase. He was also presented a plaque from the Dallas Sales Executive Club. Kenyon is zone manager for West Texas, New Mexico and Colorado. He joined the firm in 1954 as a vender placement specialist.

DALLAS, Dec. 17.—Dr. Pepper Company recorded its biggest November sales in history in the month just ended, Leonard Green, president, announced. Sales for the month topped those of November, 1954, by about 9 per cent. The sales increase, according to Green, is expected to boost fourth quarter earnings and the full year's gain ahead of 1954 figures.

WALTHAM, Mass., Dec. 17.—Of the more than \$100,000 presented to the 1956 Red Feather Campaign by the Raytheon Manufacturing Company, \$11,000 came from the proceeds of candy, gum and other types of vending machines thruout the plant. Employees pledged more than \$54,000, and the Raytheon Charitable Foundation made a corporate gift of \$35,000.

Court Upholds Vending Pact

MENANDS, N. Y., Dec. 17.—The Fort Orange Vending Corporation here was awarded \$108.99 in damages from a Schenectady restaurant when the location brought in a cigarette vending machine from another operator.

The Fort Orange vender was turned to the wall, while the machine operated by the competitor was racking up all the sales.

The Schenectady County Court decision, in effect, upholds the validity of 1,000 location contracts, as similar test cases are pending in Albany and Rensselaer counties.

The Menands firm was granted profits guaranteed under the contract for the period when the competing machine was in use.

Hoffman Forms Foreign Subsid.

NEW YORK, Dec. 17.—Directors of the United States Hoffman Machinery Corporation, parent company of Apeo, this week approved the formation of the Hoffman International Corporation for the consolidation of European subsidiaries into one corporate unit.

Hoffman has subsidiaries in Germany, France, Switzerland, Belgium, Sweden, Holland and Austria.

Nutmeg Gets Renewal

NEW LONDON, Conn., Dec. 17.—The Nutmeg Beverage Company, operator of soft drink vendors at Ocean Beach Park here, has been awarded a contract renewal for 1956 thru 1958. The pact calls for a commission of 25 per cent on gross sales.

Tenco Sight on \$3 Mil Sales

Continued from page 53

field, with most of the 20 chosen in major trade areas men with equipment or operating backgrounds.

One of the Tenco sales policies is that product distributors concentrate on sales, not operations. As a result, only two of the 20 distributors are operators, and both these have separate distributing and operating divisions, with their own operations accounting for only a small portion of their purchases.

National Sales

According to Hampton, Tenco is now sold to vending operators in every State of the union and is currently in No. 3 spot among vending coffee manufacturers.

Regional sales managers are Perc Arnsten, veteran coffeeman, East; William Howard, who spent 15 years with the Rowe organization, Southwest; Don Port, former Milwaukee coffee operator, Midwest, and J. A. DellaPela, former industrial caterer, West. H. I. (Bud) Hagmaier, special distributor representative, is a veteran of 12 years with Spacarb.

European sales are handled by Eric Dunn, and shipments to the Benelux countries have been picking up lately. Hampton feels that coffee vending has a promising future in Europe, and export sales figure prominently in Tenco's 1956 plans.

Cost, Quality Control

Tenco bases a great deal of its sales story on cost and quality control. Tenco representatives attempt to show operators how to find out their per-cup ingredient costs and how to make sure the proper amount of coffee is thrown for each vend.

Biggest problem is a lack of uni-

formity in machines run by the same operator. For example, Hampton discovered that one operator with 62 coffee venders was throwing twice as much as necessary in 22 of his units.

Not only was this jacking up his costs but he was delivering too strong a cup of coffee, and the consumers weren't satisfied.

Yield Chart

Tenco has prepared a yield chart which it distributes to operators. The chart lists grams, in increments of .1 from 1 to 2.5, translates them into grains and tells how many cups per pound each throw will give.

For its own coffee, Tenco recommends a 1.5-gram throw, equal to 23.2 grains, which comes to 302 cups per pound.

When the Tenco sales organization began its cost and quality control program, it discovered that operators seldom knew just how many grains of coffee each machine was throwing. Usually they left the machine at the setting the equipment manufacturer or distributor had fixed, figuring that it must be right.

Powder Scales

So Hampton arranged for the purchase of the entire factory output of portable scale plant. The firm made two-pound scales used by sportsmen to weigh powder charges for cartridges.

The scales were first sold at the cost price of \$11.75 and later were given free on initial orders of 10 cases. Operators could then check the weight of each machine's throw, and by consulting their yield chart could learn how many cups per pound they were getting and the per-cup ingredient cost.

Research figures prominently in Tenco's plans. The firm has four full-time p.h.d.'s working on soluble vending coffee, and the research budget for 1956 calls for \$500,000.

Hampton figures that a good deal of Tenco's 1956 expansion will be due to the growth of coffee vending in office buildings. The firm is currently working with several equipment manufacturers on the development of ingredient venders for small locations.

Am. Chicle Mulls Stock Dividend

NEW YORK, Dec. 17.—A special stockholder meeting has been called by the directors of the American Chicle Company for January 17 for the purpose of voting on a 10 per cent stock dividend.

A company spokesman said that if the proposal is adopted, cash dividends on common stock will probably continue at the present rate, which has been 62.5 cents a quarter plus extra distributions.

NEW YORK, Dec. 17.—Edward P. Lewis has been named president of the Coca-Cola Bottling Company of New York. He succeeds James T. Murray, who becomes chairman of the board.

Lewis joined the firm as a clerk in 1935, became vice-president in charge of operations and personnel in 1949, and executive vice-president early this year.

EMPTIES MACHINES FASTER! LEAF Rain-Blo BALL GUM NEW! Red-Hot "Ball of Fire" Bubble Gum! R. R. WHITEHEAD 1075 Woodland Ave., S.E. Atlanta, Georgia

GREETINGS FROM GRAFF VENDING SUPPLY COMPANY 2817 W. DAVIS STREET DALLAS, TEXAS

At the close of another year, we realize how important your friendship and good will has been to our most successful year.

A special thanks to our valued customers and a very special thanks to our supply houses: The Victor Vending Corporation, Leaf Gum Company; Samuel Eppy & Company, Inc.; Karl Guggenheim, Inc.; Paul A. Price Co.; Plastics Processes, Inc.; U. S. Chewing Gum Company and our many other friends in the manufacturing field.

As distributors for the above mentioned, we have been able to give you the merchandise which made your success the best in bulk and capsule vending, machines and merchandising.

If you are in the gum, capsule, or rocket charm vending business, we will be glad to supply you with our 300-item price list upon request.

Wishing you a Merry Christmas and a Happy New Year, we remain yours for faster and better service.

SIGNED: EDWARD J. GRAFF

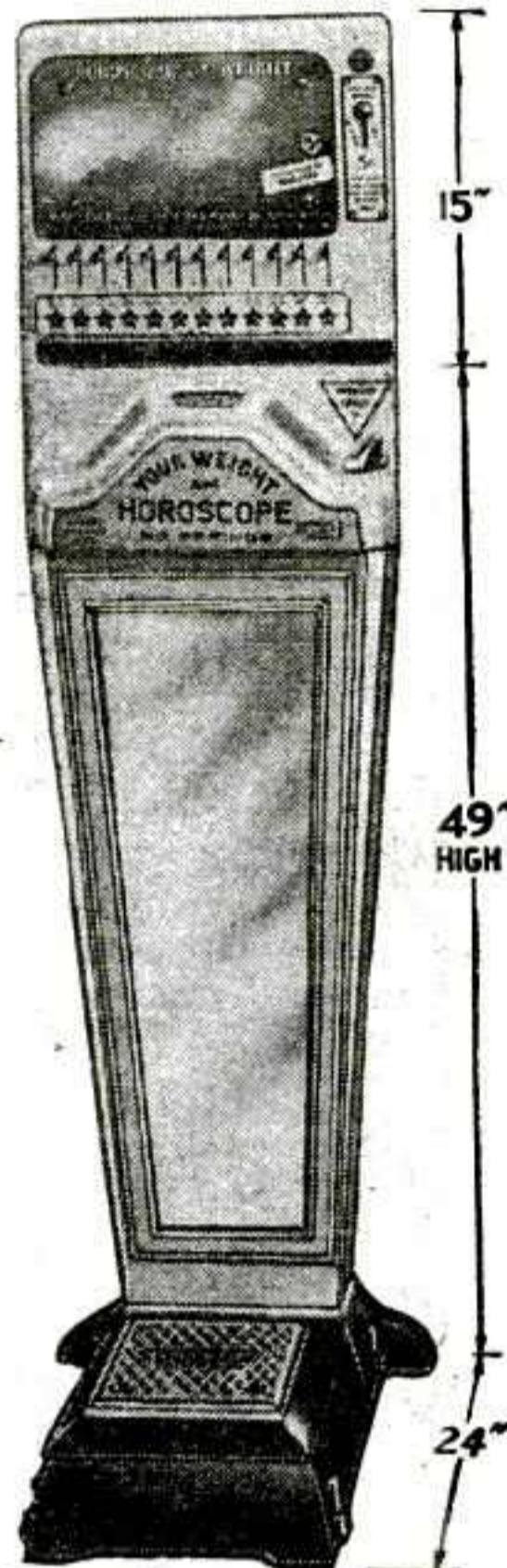
GRAFF VENDING SUPPLY CO.

2817 W. Davis Street Phone: Whitehall 2-8323 Dallas 2, Texas

Chocolate Peanut Line by Mandell

NEW YORK, Dec. 17.—Moe Mandell, Northwestern Sales & Service Company, announced that his firm is now selling milk chocolate-covered peanuts for bulk vending machines.

The item is being made especially for Mandell by Blumenthal Bros. It sells for 40 cents a pound.



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

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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) 971

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FEATURES MONTHLY

- Candy Gum & Nuts Beverages Tobacco New Products Trends Industry News Market Place Articles Editorials



VICTOR STANDARD TOPPER



Case of 4 \$50
SPECIAL! 4 Standard TOPPERS, plus 25 lbs. of GUM, plus 1,000 CHARMS, \$60

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.

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WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

COINMEN YOU KNOW

Miami

By RAOUL SHAPIRO

DIME PLAY GAINING MOMENTUM. With many operators finding collections up wherever they have converted to dime play, more and more machines are due to be converted in the South Florida area. One of the happiest of local operators is Moe Steinberg, who together with his brother Harry operate the Stirling Music Company in Hialeah. Moe reports that collections have shown a steady increase, and even those location owners who predicted that play would fall off are now among the most enthusiastic proponents of dime play.

Joe Mangone, of Mangone & Mangone up Philadelphia way, where the climate being what it is, is longing to finish his business there and return to sunny Miami. Eloise Mangone must have gone on a diet, what with her new svelte figure. One guy whose figure is anything but svelte is Willie Levy, of Mellow Music Company. Willie has cut down to almost nothing on his cigar smoking, and to make up for it has really taken to eating on a larger scale. And he has a bulging waistline to prove it.

Lucky Skolnick, of Music Makers, on the sick list the past week, is feeling better. Another guy not up to par is Red Gurkin, of the Belle Glade Music Company. Seems Red stepped on a nail and on his weekly visit to Miami was limping badly. Hope the foot heals soon as Red is too active a guy to have to take things easy. Glad to report that Ken Willis, of Bush Distributing Company, is gaining in health every day. Even Ken would be amazed to know how many friends he has up and down the State.

RECONDITIONED VENDORS

All Machines Completely Checked and Ready for Location—Order With Complete Confidence.

BULK VENDORS

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|-----------------------|-------|
| Silver King, 1¢ or 5¢ | 8.50 |
| Victor V—Cab. Type | 9.50 |
| Victor V—Globe Type | 8.50 |
| Acorn, 5¢ | 10.00 |
| DuGrenier, 4 Col. | 14.50 |
| DuGrenier, 6 Col. | 17.50 |
| Mills, 6 Col. | 17.50 |




Ajax 5¢ Hot Nut Vendors, recond., incl. stand and cup dispenser. Write for SPECIAL price!

Pop Corn Section, clean, ready for location. 16¢ mechanism. \$55.00 EA.

1/2 deposit, balance C.O.D.

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HEADQUARTERS

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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.

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A sad note was struck among the many friends and co-workers of Hyman Goberman, one of the hardest working guys at Taran Distributing Company. Hymie was taken seriously ill and had to be rushed to a hospital for treatment. To make matters worse, his daughter Jean, formerly a booker at Taran Distributing Company, gave birth to a daughter, only to have the infant die within a few hours. Our heartfelt sympathy is extended to Jean, a real swell gal. And Hymie's many friends in the industry are hoping for his speedy recovery.

Dave Shedd and Jo Hiller are readying for a trip to Jacksonville this weekend. Both are in the Miami office of Binkley Distributing Company and have been invited by Bill Binkley to help celebrate the opening of the remodeled and enlarged Jacksonville headquarters. Dave and Jo are planning to fly there Saturday morning. . . . Willie Blatt, of Music Makers, Inc., says he may have some important news within the next few days, but cannot say anything until several details have been worked out. Lucky Skolnick, other half of Music Makers, has refused comment until everything has been settled.

Milwaukee

By BENN OLLMAN

CHRISTMAS SEASON BOOSTS OP RECEIPTS. Rush of Christmas shopping in all downtown stores and neighborhood shopping districts is being reflected in boosted cash box receipts, according to operators.

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 7/8" by 2" by 3/4" has separate cash box . . . Advance coin detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1¢, 5¢, 10¢ or 25¢ operation

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VICTOR Standard TOPPER
CASES OF 4 \$50.00
30-Day Money-Back Guarantee!! Not Satisfied

1/2 Deposit on All Orders. Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS

TO OUR MANY FRIENDS FOR A Merry Christmas AND A VERY Happy New Year

SIDMOR VENDING CO.

2137 Fifth Ave., Pittsburgh, Pa. Telephone: ATlantic 1-2540

Detroit Firm Installs Cup Venders in Park

DETROIT, Dec. 17. — Edgewater Park Refreshment Company in its program to diversify its operations has installed six new Spacarb cup venders at Edgewater Park here.

Edgewater is the only amusement park in Detroit, according to Samuel Kutzen, head of the company which operates the refreshment concessions.

Kutzen said his future plans call for installation of more beverage venders during the 1956 season.

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FULLY AUTOMATIC POPCORN MACHINE

- POPS FRESH FRAGRANT POPCORN ON INSERTION OF COIN
- GLASS BOWL ON TOP FOR RAW CORN RESERVE
- AUTOMATICALLY SEASONED
- 10c PLAY • BIG PROFIT MARGIN
- 5 FEET 5 INCHES HIGH

TERMS: 1/2 deposit with order, bal. C.O.D. PRICE \$299.00

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BALL and VENDING GUMS

LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct.25¢ lb.
Chicle Ball Gum, 130 ct.34¢ lb.
Clor-o-Vend Ball Gum40¢ lb.
Clor-o-Vend Chicks, 320 ct.40¢ lb.
Chicle Chicks, 320 & 520 ct.36¢ lb.
Bubble Chicks, 320 & 520 ct.27¢ lb.
Tab (short stick), 100 ct.38¢ box
5-Stick Gum, 100 packs\$1.90

F.O.B. Factory, 150 Lb. Lots

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4th & Mt. Pleasant • Newark 4, N. J.

Cancer strikes one in five

STRIKE BACK

Give to Conquer Cancer!

AMERICAN CANCER SOCIETY

EMPTIES MACHINES FASTER!



LEAF Rain-Blo BALL GUM

NEW! Red-Hot "Ball of Fire" Bubble Gum!

WILLIAM J. NEWMAN
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San Francisco, Calif.

KEY TO THE CITY



Every kid can be a real hot shot. They'll love this item!

These brilliantly vacuum plated keys come in assorted colors and will light up your machines.

A terrific value at only **\$7.50 per M**

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BUY NOW BEFORE JAN. 15th
PRICE INCREASE AND SAVE MONEY

The World Famous STANDARD TOPPER



That attractive ensemble — is finished in smooth, hard Duranite and chrome... steel construction, precision built and amazingly durable. Equipped with the large glass globe.

Less than 25 cases **\$50.00** per case of 4

25 or more cases **\$48.00** per case of 4

TOPPER DELUXE HALF-CABINET STYLE



Topper Deluxe, the perfect combination of steel and lucite. Finished in brilliant colors and trimmed with gleaming chrome. Capacity 7 to 8 lbs. of ball gum. All models packed and sold 4 to the case.

Less than 25 cases **\$57.00** per case

25 or more cases **\$54.00** per case

TOPPER DELUXE GLOBE STYLE



Rugged, durable Globe Style vender finished in red and black trimmed with chrome. Chrome top and bottom available at 75¢ extra. Capacity: Approx. 7 to 8 lbs. of ball gum. Packed and sold 4 to the case.

Less than 25 cases **\$57.00** per case

25 or more cases **\$54.00** per case

We require one-half deposit with order, balance C.O.D.

Cleveland Coin MACHINE EXCHANGE, INC.

2029 Prospect Avenue
Cleveland 15, Ohio
Tower 1-6715

Distributors report a general slowdown in sales of equipment as operators busy themselves with their routes.

Doug Opitz and Ken Kulow, operators of the Avenue Arcade, note that they expect their traffic and receipts to step up sharply within the next week. In preparation for the increased numbers of shoppers and school kids on vacation they have switched a number of gun games from inactive tavern locations to the Arcade.

New employee at the Hilltop Coin Machine Company is Victor Kobylarz. . . "Band of Gold" by Don Cherry, according to Bill Farr, Columbia Records distributor head, is a fast-moving item these days. Sales to dealers and ops climbed this week as a result of Cherry's personal visit to deejays and the heavy radio play that followed. . . Harry Jacobs Jr. is expected back in mid-week from his trip to Los Angeles to view the new Wurlitzer music machine. According to Harry Jacobs Sr., in charge of the United, Inc., office during his son's absence, December volume is a bit under the average of previous months. The drop-off in business was anticipated, he says. "We are still adding some new accounts, however," he added, "and the outlook for '56 is excellent."

United, Inc.'s Christmas party for employees is slated for Saturday afternoon, December 17, at the Pan-American Club. . . George Schroeder reports that he has added several new pool table games and is receiving fairly good action. Best results come from the neighborhood locations, he says. . . A number of candy brokers and salesmen well known among vending machine operators journeyed to Chicago last week for the annual Western Confectionery Salesmen's convention. The list of local conventioners included Joe Dellosso, Pete Faith, Bob Morgan, Joe Spasaro and Ralph Schewe, of Merrilite Candy, Merrill, Wis.

Music operators are still coming in for holiday wax, according to Stu Glassman, Radio Doctors' disk buyer. Stop-ins included Al Andres, Oshkosh; Leo Bartol, Green Lake, and Roy Subrod, Burlington. Operator favorites last week were Gale Storm's "I Hear You Knockin'," still strong after several weeks of heavy juke box and radio exposure, and a newcomer, "Month of Sundays" by Art Wayner on M-G-M. . . Frank Bartnik, back from a weekend with Al Witalis, of Western Music in Cleveland, O., reports route receipts holding up well. "Nuttin' for Christmas" is his top Christmas number and he has covered his entire route with the platter by several artists. . . Dime play, according to Bartnik, has not proved successful. "We tried it out in several locations and had to go back to a nickel in each case," he notes.

Glenn Gaedtker, G. & W. Novelty Company, South Milwaukee coin firm, is home with a bad cold and a sore throat. . . Dick Wall, the Holloway Candy man, is spending several weeks sunning himself in Florida. . . According to Barney Kuehn, the Music Mart man, a trio of diskings are bringing him heavy repeat orders from operator trade. "Nuttin' for Christmas" by Art Mooney; "Memories Are Made of This," by Dean Martin, and the Platters' version on Mercury of "The Great Pretender."

Roger Bartnik, son of Frank Bartnik, is now putting in a number of hours each week learning the business on the Banaco Music routes. . . Art Zastrow is the new routeman recently hired by Clarence Smith for his Milwaukee Amusement Company. Ed Bauer, another Milwaukee Amusement Company routeman, this week marked his second anniversary with the firm. Owner Clarence Smith says that one of his top locations is all set to convert to dime play right after the first of the new year.

Detroit

By HAL REVES

DIRECTS FUND DRIVE. Nathan Goldstick, Detroit's veteran assistant corporation counsel, who has been a principal factor in coin machine legislation with a close acquaintance with every phase of the business for decades, is on the executive board of the Old Newsboys' Goodfellows' Fund, which has set its major campaign of the year for December 19. . . Henry C. Lemke, who has headed the Lemke Coin Machine Company here for 37 years, is branching out into new areas of operation. Lemke is adding three new types of amusement machines which he considers have a good profit potential—the Swami Horoscope, new Grandma Fortune Teller and Mutoscope Penny Crusher.

Edward Grodzicki, who heads the E & A Music Company after 19 years in the business, is still slowly but steadily expanding his route. Formerly on the East Side, he is now also operating in the western suburb of Dearborn.

Salt Lake City

George Burch, Cedar City, Utah, and Ray Simms, Twin Falls, Idaho, were both in Salt Lake City on a buying trip. . . Larry Atkinson, operator of coin routes in Salt Lake and Provo, Utah, is busily engaged with his uranium claims. He is actually in production and shipping ore. . . Joe Earl, coin kiddie ride operator, reports collections unusually good for this time of year.

Los Angeles

By JOEL FRIEDMAN

Veteran operator Pop Burris in from nearby Montebello. . . H. O. Heddergott, of National Rejectors, made the rounds on coin row this week to see what the jobbers and distributors needed in his line. . . Jack Neel, of Riverside, made his semi-monthly trip to Los Angeles for supplies. Neel will return December 27 for more material. He is here twice a month, making the trip every other Tuesday. His firm stays strictly to the music field. . . California Music Merchants' Association, Los Angeles division, is moving along fine with new members. Among those who have joined recently are Albert Berton, California Vendors; Stan Muckler; Nick Carter and Harold Chapman, Mayflower Music; Arthur J. Squires; John Endo and Tom Tomoyasu, Jet Music; Ed Wilson and Jim Davis, Wilson Amusement, and Jess Sanchez.

Pittsburgh

By LEON M. LEFFINGWELL

VENDERS OPPOSE NEW EXCISE TAX. The Automatic Merchandisers' Association reports that a 3½ per cent manufacturer's excise tax approved by the Democratic House of Representatives in Harrisburg "will boost the State levy on cigarettes to 6 cents a pack, compared with 2 cents in Ohio and none in Maryland. . . Glen Gillette has installed a new cigarette machine and a candy machine at the new County Home at Woodville. Profits from the machines go to the patients' entertainment fund.

Pittsburgh banks are having considerable difficulty getting pennies because of additional taxes on cigarettes and gasoline. . . Harry Rosen, co-owner, Allegheny Cigarette Service Company, while in Venezuela on vacation recently saw machines operated by Robert L. Warwick Jr. and described in a recent feature article in Vend.

Coffee-Mat Sales Top '54 by 16%

ELIZABETH, N. J., Dec. 17.—Sales of the Coffee-Mat Corporation for 1955 topped the previous year's totals by 60 per cent, according to Sol Small, C-M executive.

Small said that 3,000 Coffee-Mat units are now on location. The firm starts production on the new units, which vend hot and iced coffee and chocolate, after January 1.

Cleveland Coin Machine Exchange, Inc.

Northwestern Corporation Distributors

2029 Prospect Ave. Cleveland, Ohio
Tel: 1-6715
Write for prices.

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| N.W. DeLuxe 1c & 5c Comb. | \$12.00 |
| N.W. 33 1c Perc. | 7.95 |
| N.W. 33 1c Perc. B.G. | 6.50 |
| Master 1c Bulk Perc. | 4.50 |
| Master 5c Bulk Perc. | 4.50 |
| Master 1c & 5c Bulk Perc. | 6.95 |
| Columbus 1c Bulk | 6.50 |
| Silver King 1c B.G. or Mdse. | 7.45 |
| Silver King 5c | 7.45 |
| Exhibit Post Card (Metal) | 15.00 |
| Advance 2 1c B.G. | 6.45 |
| Advance 11 Mdse. | 5.95 |

MERCHANDISE & SUPPLIES

| | |
|--|------|
| Pistachio Nuts, Jumbo Queen | 5.77 |
| Pistachio Nuts, Vendor's Mix | .74 |
| Pistachio Nuts, Sheik | .65 |
| Cashew Whole | .61 |
| Cashew Butts | .57 |
| Peanuts, Jumbo | .45 |
| Spanish | .32 |
| Mixed Nuts | .55 |
| Tabby-Lets, 520 ct. | .30 |
| Rainbow Peanuts | .32 |
| Boston Baked Beans | .32 |
| Jelly Beans | .28 |
| Licorice Gems | .28 |
| Leaflets (similar to M & M), 550 ct. | .40 |
| Assorted Fruit Charms, 100 ct. | .42 |
| Rain Blo Ball Gum, 40 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound | 5.28 |
| 100 ct. | .30 |
| Adams Gum, all flavors, 100 ct. | .45 |
| Wrigley's Gum, all flavors, 100 ct. | .45 |
| Beech-Nut, 100 ct. | .45 |
| Mershey's Chocolate, 200 ct. | 1.40 |
| Minimum Order, 25 Boxes Assorted. | |

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.
STAMP FOLDERS, Lowest Prices. Write

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NEW DIAMOND JEWEL RING

*Fiery rhinestone on ruby red set. Sensational! A completely new ring.

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.

EXCLUSIVE NAT'L SALES AGENT FOR NEW IMPROVED PENNY-NICKEL ATLAS MASTER



Penny King Company

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Pittsburgh 3, Pa.



World's Largest Selection of Miniature Charms

AD MEN of every kind ENDORSE THE BILLBOARD as a top selling force

THERE ARE BIG PROFITS IN **GUM**

GET YOUR SHARE WITH **Northwestern**

PACKAGE GUM VENDER



This amazing vender is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

TAB



You'll hit the jackpot with this selective tab vender. Ten column, for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.

BALL



More profits with ball gum through the famous Northwestern JET. Vends ball gum, ball gum and charms or capsules—1¢, 5¢ or 10¢ play. Available in chrome for outstanding flash.

Also **NORTHWESTERN**

49 NUT VENDEP



Interchangeable SANI-CARRY globe for faster servicing. Displays merchandise to best advantage. Also available in Hot Nut.

WIRE, WRITE or PHONE TODAY for Complete Details

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HELP YOURSELF TO MORE VENDING PROFITS



Get VENDOR Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

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Payment enclosed Please bill me (Foreign rate, one year, \$8)

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City..... Zone... State....

Occupation.....

GIVE TO DAMON RUNYON CANCER FUND

Wurlitzer to Bow '56 Phono Jan. 15; Preps Centennial

NORTH TONAWANDA, N.Y., Dec. 17.—The 1956 Rudolph Wurlitzer phonograph line will be unveiled to operators January 15, A. D. Palmer, advertising and sales promotion manager, announced here this week. Palmer also outlined Wurlitzer's centennial promotion plans scheduled for the coming year.

Both the new phonograph line and the firm's promotional plans were presented to Wurlitzer's entire phonograph distributor organization last week, December 7-9, at a meeting at the Statler Hotel in Los Angeles.

What music operators can expect to see on display January 15, the date set for the launching of "Wurlitzer Centennial Days," is a 104-selection phonograph equipped with the firm's Carousel record mechanism, featuring an entirely new cabinet design.

The phonograph, Model 1900 and called the "Centennial," is reported to be available in four colors. Chrome decoration and color scheme have been altered considerably. Size of the new model is expected to be about the same as the firm's current line. Price, also not released, is reportedly on a par with the current line also. Sound improvements have been made.

Palmer, in outlining the firm's centennial promotion plans, explained that preparations for Wurlitzer's 100th anniversary campaign started in 1952, that a committee made up of Fanny R. Wurlitzer, chairman of the board; R. C. Roling, president; R. W. Carlson, vice-president and comptroller; R. F. Waltemade, head of the North Tonawanda division; James E. Roling, head of the DeKalb division,

and Earl C. Payton, head of the retail store division, was organized in June, 1954.

Highlights of the centennial promotion plans include an illustrated book covering the history of Wurlitzer, a centennial crest to be used on all equipment and promotion throughout the year, a Wurlitzer home cook book, other giveaways and a greatly increased public relations program, which will include radio, television and newspapers.

The illustrated book covering the history of Wurlitzer is titled "Wurlitzer, World of Music." It will cover all Wurlitzer products, including pianos, organs, electric pianos and coin-operated phonographs. A condensed timetable pocket-sized folder will also be available.

The crest will be used on practically everything connected with Wurlitzer. Plans have been made (Continued on page 66)

Juke Export \$ Totals Denote Leveling Mkt.

CHICAGO, Dec. 17.—U. S. juke box exports during September marked the third consecutive month that both number of units shipped and dollar volume dropped below 1954 corresponding totals. It also marked the first three-month period since 1951 that juke box exports failed to top a previous year's quarterly totals.

However, these statistics do not indicate that juke box shipments are in a slump. The drop in dollar volume, altho amounting to \$541,984 for the three-month period (July-September), represents only a small piece of the total juke box export pie which now stands at \$8,138,270 for the first nine months of the year. And even should the decrease continue during the last three months, total dollar volume for the year would still match 1954's \$10 million mark.

It appears that the juke box export market, after enjoying a tremendous expansion for six years, has leveled off, reaching a supply and demand balance. With the exception of Western Germany, which imported less from July to

September than it did in one month during 1954, juke box overseas have been on par with last year's averages.

Following is a comparison of juke box sales to the five leading overseas markets during the first nine months of 1954 and 1955:

| | 1955 | 1954 |
|---------------------|--------------------|--------------------|
| Venezuela | \$1,290,161 | \$ 872,145 |
| Belgium | 1,157,125 | 795,132 |
| W. Germany | 994,067 | 1,891,718 |
| Canada | 743,467 | 805,383 |
| Mexico | 633,502 | 616,798 |
| TOTALS | \$4,818,324 | \$4,981,176 |

As the figures show, Venezuela and Belgium increased their imports enough to nearly offset Western Germany's 50 per cent drop. Canada and Mexico remained fairly stable.

A complete chart, including all countries, would show juke box exports during the first nine months of 1955, \$8,138,270, slightly higher than last year's total of \$7,596,074.

With the final quarter of the year, normally the busiest period for juke box exports, 1955 totals are expected to equal or top 1954's \$10,655,504 total.

CALL 5 IN JUKE ANTI-TRUST QUIZ

CHICAGO, Dec. 17.—The federal grand jury, investigating possible anti-trust violations in the automatic phonograph industry, resumed here Friday (16) as representatives of five firms appeared to testify.

The investigation is an outgrowth of charges of monopolistic practices, including restraint of trade, within the industry. Earl Jinkinson, local anti-trust chief, and Thomas Kerr, assistant to Jinkinson, head the inquiry.

Kerr said that he thought Friday's hearing would be the last one until after the holiday season. The investigation was launched last May.

Seeburg Names J. H. Rogatnick To PR Position

CHICAGO, Dec. 17.—The J. P. Seeburg Corporation this week appointed Joseph H. Rogatnick as its director of overseas public relations.

Rogatnick will also serve as director of Seeburg's overseas research and development. In this phase of his work, Rogatnick will assist the company's research program of developing new and improved products to serve both domestic and foreign markets.

Rogatnick, a specialist in overseas industrial and commercial public relations, was formerly a management consultant in Europe for a group of American companies. Prior to this he was a U.S. consul serving at diplomatic posts in Europe and the Far East.

Rogatnick will make his headquarters in Europe.

H. Silverberg Is Sole Owner Of W. B. Music

KANSAS CITY, Mo., Dec. 17.—Harry Silverberg became sole owner of W. B. Music Company, Inc., here Friday (16), when he purchased all outstanding stock in the firm from his former partner Bill Betz. W. B. Music Company is the Seeburg distributor in the Kansas City area.

Betz, now that he has released his holdings in the Kansas City firm, will direct all of his attention to his St. Louis distributorship, W. B. Distributors, Inc., also a Seeburg outlet.

Silverberg and Betz remain partners in their non-coin machine business, B & S Building Company.

W. B. Music Company moved into a new building earlier this year.

Ops Take Pass on Holiday Juke Box Rental Business; Claim Too Few \$\$

By BENN OLLMAN

MILWAUKEE, Dec. 17.—Holiday phonograph rentals, once a highly competitive field for music operators, are rapidly becoming as rare as the nickel cup of coffee.

According to a spot check of operators in four key cities this week—Chicago, New York, Detroit and Milwaukee—higher operating and equipment costs, coupled with an inability to pass on a price increase to rental customers, has all but squeezed out the profit margin in the juke box rental business.

Typical of the situation throughout the country is Milwaukee, where persons interested in renting a juke box for a holiday party found it no easy matter. Whether the party

was scheduled for a basement recreation room, an office or factory lunchroom or a clubroom, the average operator was quite uninterested. Asked why, operators replied, "There's no profit in rentals."

"You just can't install a phonograph in a home or factory, supply records and then pick it up for \$10 anymore," said local operator Frank Bartnik, head of Banaco Music Company.

Lack of interest in meeting the public's demand for juke box rentals has resulted in channeling most of the business in this field to a handful of firms. In Milwaukee, four operators handle about 90 per cent of the rental business.

Mitchell Novelty Company, one of the larger operating firms in this area, probably reaps the lion's share of the rental business here throughout the year. But, according to Erv Beck, office manager, the firm's rental business is no real cause for joy. "There's very little money to be made in renting equipment," said Beck. "We do it because we usually have idle machines in our shop, also because it provides our staffers with a little extra work during slow seasons."

Mitchell Novelty charges a variety of rates on phonograph rentals, each depending entirely on the accessibility of the location. First floor deliveries average \$20, basement installations average \$20, installations requiring three men between \$23 and \$25.

The reason explained Beck, is that deliveries and pickups must be fitted into regular schedules. The charges are more realistic, taking into consideration the time and labor costs involved. Wear on

equipment can usually be predetermined by the type of location ordering the phonograph.

Over the seasons, Mitchell Novelty has established relations with a number of steady rental accounts, such as lodges, churches, schools, offices and a number of factories.

The George Schroeder Company ranks second in the rental business (Continued on page 61)

Aim for Assn., Radio Tie-Ins on MOA Show

OAKLAND, Calif., Dec. 17.—Small decals on juke boxes which call attention to local radio stations will be the rule rather than the exception next year if the Music Operators of America's current plans to promote its national weekly radio show are carried out.

What MOA is shooting for is a co-operative tie-in between operators and radio stations in every city where MOA's program, "National Juke Box," is heard. George A. Miller, president of MOA, explained the tie-ins briefly as follows:

"Music operators, via their respective associations, contact the local ABC radio station broadcasting MOA's program. They explain that they are willing to affix decals to their machines calling attention to the station and the particular program. In return for this service they expect the station to share in the cost of the decals."

Miller pointed out that the decals could include whatever informa-

Music Systems Host 1,000 at Grand Opening

Dual Celebration: 25th Anniversary, New Detroit Bldg.

DETROIT, Dec. 17.—Music operators and their guests, record distributors and disk artists, and a host of representatives of firms associated with the automatic phonograph business—numbering well over 1,000—jammed the grand opening of Music Systems, Inc.'s, new headquarters here Sunday (11).

The event also marked Music Systems' 25th anniversary celebration. President Joe Nemish, who founded the firm in Cleveland in December, 1930, was presented with a bronze plaque commemorating his achievements during the past quarter century by Gerry Snyder, manager of the Lansing (Continued on page 65)

Victor Readies EP Packs as Juke Specials

Continued from page 13

ample, will be represented by "Satisfied Mind," plus three of his top catalog items. Elvis Presley will be represented by four sides obtained by Victor from Sun Records in its recent Presley acquisition deal.

Each of the five packs will be available separately and, according to a company spokesman, there is no law against dealers buying them also, altho the disks will be boxed without sleeves.

Similar Deals

Earlier this year, at the time of the Music Operators of America convention, Victor and most of the other companies offered ops similar deals (The Billboard, March 26). It was noted at that time that the industry was using EP's to ease the public into the philosophy of 10-cent play. Victor's deal at that time was two 25-disk sets selling to ops for \$17.40 as opposed to a \$21.50 wholesale price for the same merchandise in regular EP hard covers.

Currently, it is possible that new EP drives will gain impetus from the recent introduction of the Seeburg two-price player.

Seeburg Ads Plastic To Juke Title Strips

CHICAGO, Dec. 17.—Something new has been added to the appearance of the modern automatic phonograph: plastic title strips.

The J. P. Seeburg Corporation, in an effort to eliminate the problem of soiled and faded title strips, recently introduced and shipped to its distributor organization plastic title strips to be used with its new 200-selection phonograph.

According to Tom Herrick, assistant general manager, the plastic sets cover all of the tunes in Seeburg's 40-record EP package. He explained that the plastic strips would be uneconomical if used with current hit tune records be-

cause of their relatively short life on a phonograph.

However, he added, when operators program anywhere from 40 to 50 extended play records on their phonographs, the plastic strips are well worth the cost. He said that the plastic strips were colored, lettered and designed after Seeburg's paper duplex strips.

Seeburg's EP package, sold with all 200-selection phonographs, comes equipped with five sets of title strips for each record, supposedly for use with the phonograph and four wall boxes.

According to Herrick, operators using the plastic strips install them on the phonograph, use the paper strips for wall boxes.



JINGLING COINS, JINGLING COINS,
 JINGLING ALL THE DAY*
 WHEN A "G" IS ON THE JOB
 SANTA COMES TO STAY . . .
 *AND RIGHT THROUGH UNTIL CLOSING TIME!

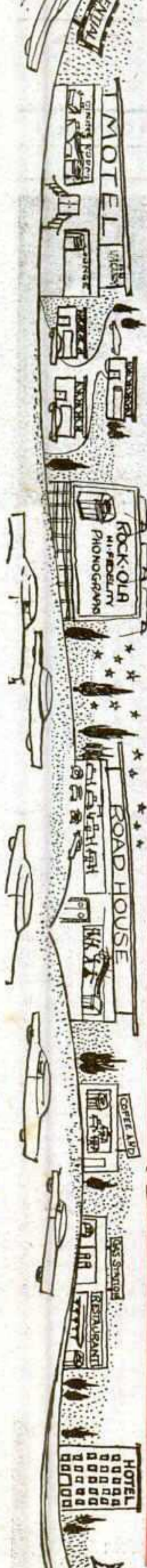
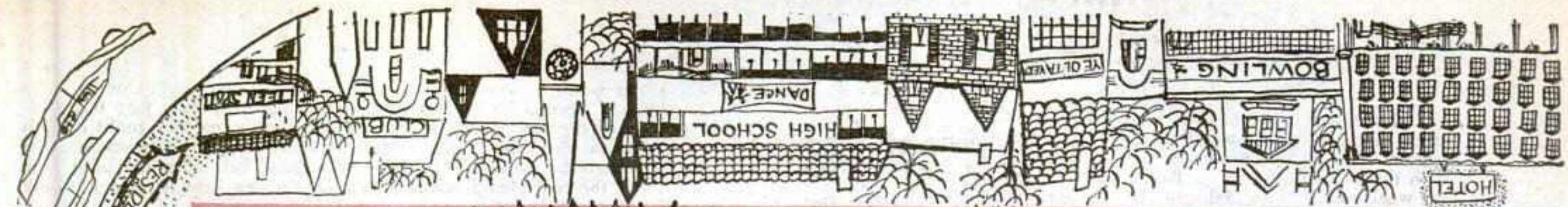
AMI Incorporated / 1500 Union Avenue, S.E.
 Grand Rapids 2, Michigan

AMI Model "G"—120, 80, 40 selections. More plays in less time
 ORIGINATOR OF THE AUTOMATIC SELECTIVE JUKE BOX IN 1927

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark
 Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W. 1, England—building the BAL-AMI Juke Box



AMI, The AMI girl
 wishes you and yours an
 AMIABLE
 YULETIDE SEASON



ROCK-OLA Manufacturing Corp.
800 North Kedzie Avenue, Chicago 51, Illinois



Taxes, Juke Insurance Key Mass. Op Assn. Meet

BOSTON, Dec. 17.—State tax legislation on juke boxes, an equipment insurance program and a campaign to tie-in with the Music Operators of America's weekly network radio program headlined the discussion agenda at the weekly meeting of the Massachusetts Music Operators' Association at the Hotel Beaconsfield, in suburban Brookline.

The new machine insurance policy, which will be underwritten by the George Swartz Insurance Company here, will cover members' juke boxes for \$6.50 per \$1,000 of insured property. The \$6.50 will represent an annual premium.

A proposal is also being considered to expand the coverage to include cigarette and other types of vending machines owned by member operators.

Lucius Foster, executive director of the organization, reported at the meeting that he had filed a bill to include juke boxes in a law passed in 1954, which exempts cigarette and other vending machines from personal property taxes but levies a tax on music machines.

Members were urged to ask their local legislators to support the bill when it is brought up in the Massachusetts legislative session in January.

The campaign to publicize the Music Operators of America's Sunday radio program was reported going strong. Stickers advertising

the broadcast were being placed on almost all of the MMOA members' machines.

David J. Baker, of Melo-Tone Music, Arlington, MMOA president, said there was some concern among members on the introduction by other manufacturers of 200 or more selection models. Baker pointed out that would all right as long as they couldn't be set on new models 5-cent play, which would nullify all progress made in dime conversions.

Members agreed to support MOA's Safe Driving Campaign, placed orders for the record "Take Care of Yourself."

The likelihood of MOA starting a record company to produce records for members, together with the organization's insurance program and legislative help was also stressed by Baker. He said that he received five new applications from members to join the national group and expected more.

A discussion of whether or not a location owner can legally remove a music installation, especially wall boxes, from his property followed. It was agreed that if an operator is notified in writing, the location owner has a legal right to remove equipment, and even damage it in the process, if the operator has had reasonable time to reply to the request.

The next meeting was set for Thursday, January 12, at the Beaconsfield Hotel.

Sked Elections At Gary Assn. Meet Dec. 21

CHICAGO, Dec. 17.—Annual election of officers will spark the scheduled meeting of the Automatic Equipment Owners' Association of Indiana here Wednesday (21), Victor Ostergren, president, announced this week.

Ostergren said that he expected 100 per cent attendance at the meeting. He added that association plans for the coming year would also be discussed.

Other officers of the Gary organization are Frank Witecki, recording secretary, Matt Pohl, financial secretary, and John LeGette, vice-president.

The meeting will be held at the association's offices at 550 Broadway.

'16 Tons' Still Leads MOA Radio Show

NEW YORK, Dec. 17.—Tennessee Ernie Ford's version of "Sixteen Tons" on Capitol continued as the top juke box tune of the nation on the weekly show prepared by the Music Operators of America on the ABC radio network Saturday night (17).

West Coast leader was "Memories Are Made of This" with Dean Martin in Capitol, while Rusty Draper's "The Wabash Cannonball" on Mercury was listed as the most promising in the area.

Midwestern favorite was "I Hear You Knockin'," with Gale Storm on Dot, while "Love and Marriage" with Frank Sinatra on Capitol, was the Northwestern leader. "You Are My Love," with Joni James on M-G-M, was picked as the most promising in that area.

Making the selections were George A. Miller, MOA president; Howard Ellis, Omaha, MOA director, and Martin Britz, Great Falls, Mont., MOA vice-president.

'DO RE MI'

Movie Film To Pot-Shot At Juke Box

NEW YORK, Dec. 17.—A full-length feature film about two fictitious hoodlums who enter the juke box industry is slated to go into production during 1956. Twentieth Century-Fox has purchased the movie rights for "Do Re Mi," a story which first appeared in the Atlantic Monthly and later appeared as a book.

The film will be written and directed by Nunnally Johnson. Fox will also attempt to convert "Do Re Mi" into a stage musical before the picture is released.

AMI to Show Juke, Radio-Phono Lines In Dom. Republic

GRAND RAPIDS, Mich., Dec. 17.—AMI, Inc., will display its high fidelity automatic phonograph and home phonograph lines at the International Fair for Peace and Brotherhood in the Dominican Republic. The fair will get under way Tuesday (20) and continue thruout February.

The fair is being held in an area of 125 acres developed especially for the event. Approximately 70 buildings, including four hotels, and an auditorium capable of seating 18,000 have been erected for the fair. Visitors are expected from all over the world.

Juke Rentals

• Continued from page 58

here, charging a flat rate of \$22.50.

In Chicago, Western Automatic Music, headed by Paul Brown, is one of the few Windy City firms still catering to holiday rentals. Western has a number of machines with the coin chutes removed and used exclusively for rentals. Customers were originally obtained via word of mouth and an attractive window display. Repeat business accounts for the bulk of today's rentals.

In New York and Detroit, the same situation exists: Operators are backing away from juke box rentals, finding too little profit in such transactions. As in Milwaukee, the business has fallen off until now only a few firms handle the bulk of all rentals.

S. H. LYNCH & CO.

EXCLUSIVE *Seeburg* DISTRIBUTOR

DALLAS — 2900 GASTON AVE. HOUSTON — 910 CALHOUN ST.

SAN ANTONIO — 414 DOLOROSA

DID YOU READ THESE EXCLUSIVE INDUSTRY NEWS ITEMS PUBLISHED IN THE BILLBOARD-AND ONLY IN THE BILLBOARD-LAST WEEK?

CHI OPS TO FORM NEW GROUP. Action follows disclosure of proposed amendment of city's licensing ordinance to stop licensing of games played with "puck or disk." Detailed are objectives to be sought. (Page 83, The Billboard, December 17.)

FAVORITES TO TOP JUKE YULE PLAY. Is it going to be an "old-fashioned" Christmas on the nation's automatic phonographs? See The Billboard's operator survey of records which are expected to take undisputed honors for the top spots during the yuletide season. (Page 1, The Billboard, December 17.)

U. S. RULES ON FREE PLAY PAYOFFS. Federal District Court Judge John P. Barnes hands down ruling, court's interpretation of findings pertaining to free plays as gambling. Outlines decision of guilty. Case to be appealed. (Page 83, The Billboard, December 17.)

MILLER TO GUIDE MOA ACTIVITIES. George A. Miller, president and general business manager of Music Operators of America, slated to resign from California groups to guide national association's program. Outlines wide scope plans. (Page 88, The Billboard, December 17.)

SEES STIFFER INTEREST RATES IN '56. Coin machine operators can probably look to higher interest rates on equipment purchases in 1956. With trend to higher borrowing rates emphasized by 1/8 per cent hike by several finance firms this. Trend outlined and details on high rates described. (Page 83, The Billboard, December 17.)

WURLITZER HOLDS CENTENNIAL MEET. The Rudolph Wurlitzer Company outlines centennial plans to its distributor organization and representatives from 27 foreign countries. Exhibits 1956 models. (Page 88, The Billboard, December 17.)

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

December 21—Automatic Equipment & Owners' Association of Indiana, monthly meeting, Association headquarters, Gary.

January 2—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

January 3—Washington Music Merchants' Association, monthly meeting, Seattle.

January 3—West Virginia Music Operators' Association, monthly meeting, Daniel Boone Hotel, Charleston, W. Va.

January 3—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton Gibson, Cincinnati.

January 4—Summit County Music Operators of St. Joseph Valley, bi-weekly meeting, offices of Carl Zimmer Company, South Bend, Ind.

January 4—Retail Amusement Association of Canton, O., monthly meeting, Massillon.

January 5—California Music Merchants' Association, Sacramento division, Sacramento Hotel, Sacramento.

January 9—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

January 13—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.

January 13—Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.

January 16—Worcester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

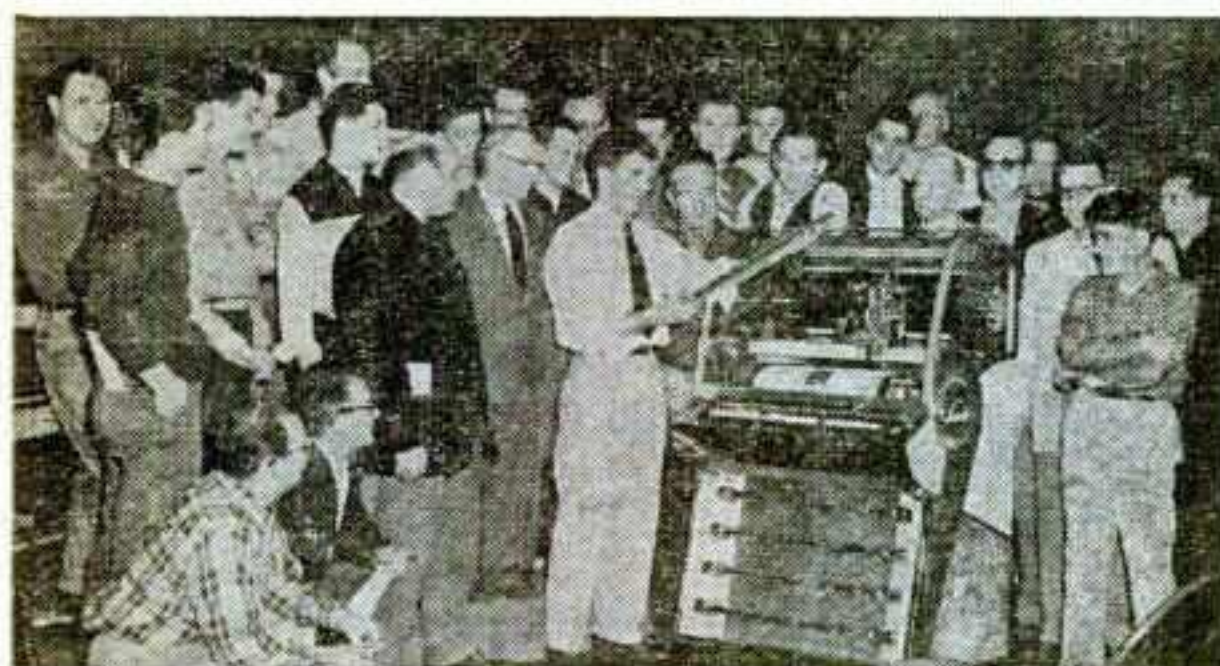
January 28-29—Kansas Music Association, monthly meeting, Salina, Kan.

January 30—Central States Phonograph Operators' Association, monthly meeting, offices of Les Montooth, Peoria, Ill.

February 25—National Automatic Merchandising Association, regional meeting (IV), Biltmore Hotel, Atlanta.

March 10—National Automatic Merchandising Association, regional meeting (VI), Congress Hotel, Chicago.

March 24—National Automatic Merchandising Association, regional meeting (IX), Baker Hotel, Dallas.



OPERATORS AND THEIR SERVICEMEN turned out in full force for Davis Distributing Corporation's Seeburg service school despite some bad New England weather. At Davis' Syracuse office are instructor Bob Moulder, Seeburg factory engineer; Harry Kelly, Seeburg sales representative, standing directly behind Moulder, and local operators and their staffers.

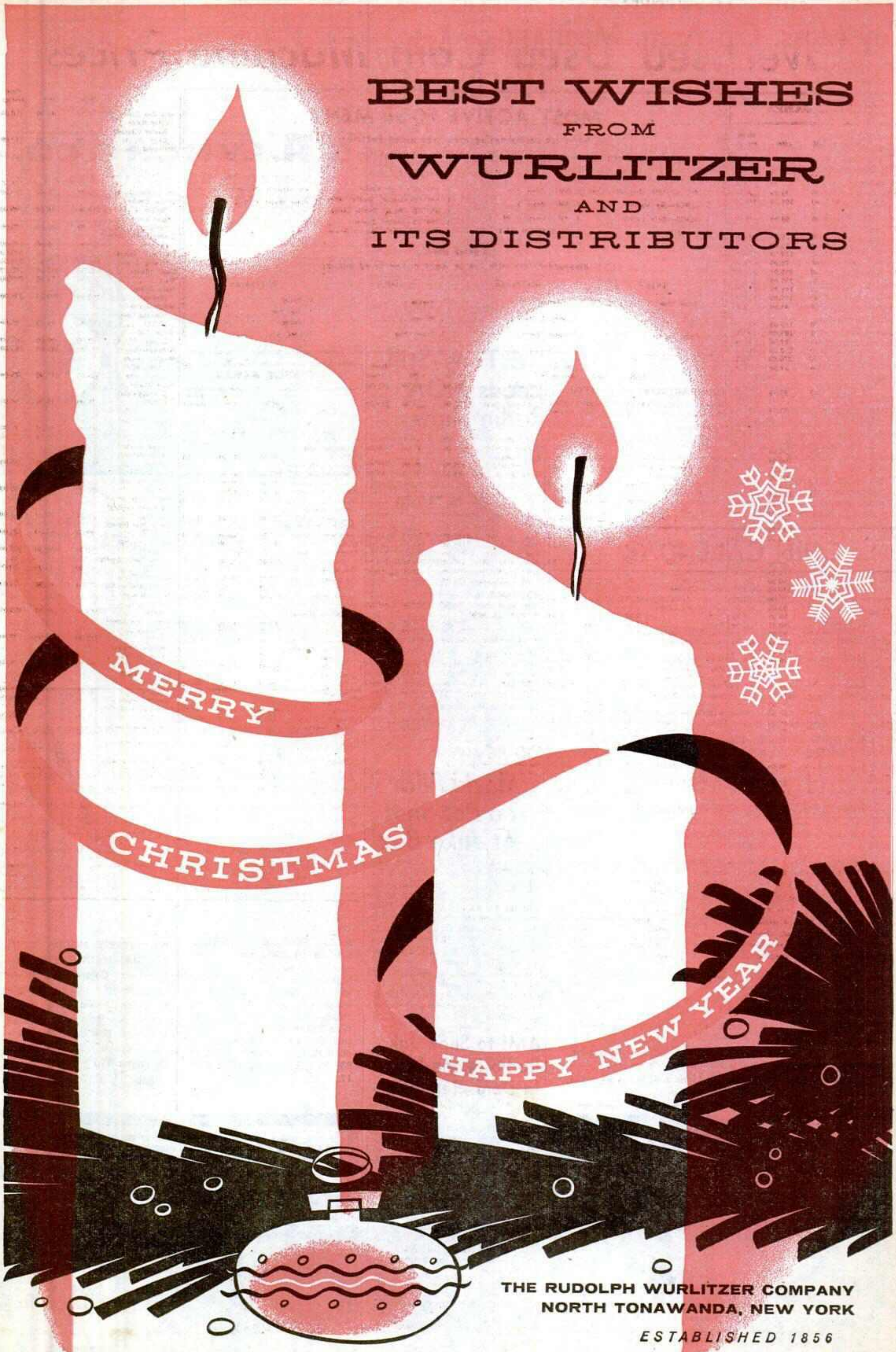
IF YOU MISSED READING THE DECEMBER 17 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New

A CONTINUING STORY OF

Leadership in Action

BEST WISHES
 FROM
WURLITZER
 AND
 ITS DISTRIBUTORS



THE RUDOLPH WURLITZER COMPANY
 NORTH TONAWANDA, NEW YORK

ESTABLISHED 1856

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES table with columns: HIGH, LOW, Mean Average. Lists various models like BALLY Atlantic City, GEMCO 400, GOTTIEB Flying High, UNITED ABC, WILLIAMS All Star Baseball.

MOST ACTIVE EQUIPMENT (For four-week period ending with issue dated December 10, 1955). Includes ARCADE EQUIPMENT, MUSIC MACHINES, SHUFFLE GAMES, and VENDING MACHINES.

Table with columns: HIGH, LOW, Mean Average. Lists MANUFACTURERS NOT LISTED and ARCADE EQUIPMENT models like Spitfire, Sweet Add-A-Line, Baseball Deluxe.

Table with columns: HIGH, LOW, Mean Average. Lists MUSIC MACHINES models from AMI, ROCK-OLA, and WURLITZER.

Table with columns: HIGH, LOW, Mean Average. Lists SHUFFLE GAMES models from various manufacturers like Flash Bowler, Ace Bowler, Banner Shuffle Alley.

Table with columns: HIGH, LOW, Mean Average. Lists various models including Gold Cup Bowler, Holiday Match, Jet Bowler, and many others.

Explanation of Coin Machine Price Index

Prices given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment.

Highs and Lows. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more.

Mean Average. The mean average is a computation based on all prices at which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and the "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for.

Most Active List. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only, most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

BE SURE TO SEE AND READ THE MANY DISTRIBUTOR ADS IN THIS ISSUE

When Answering an ad, say:

"I saw it in The Billboard"

AMUSEMENT MACHINES

Distributors Report Acute Drop In Bingo Pin, Shuffle Market

Continued from page 52

few years. The pool games have new-game appeal, are a novelty at most locations. The trend to pool began only last August.

Going hand in hand with the drop in bingo pinball and shuffle game sale has been the dip in tavern business which has affected all types of amusement games.

Ops Profit Most

It is the operators who have enjoyed the fruits of the pool game boom the most, for the margin of profit on a pool game to the distributor is small due to the relatively low cost of a new pool game.

One large Chicago distributor reported selling prices of bingo pinballs dropping steadily from day to day. The distributor is depending on export orders to alleviate a large inventory.

The pool games, while cutting into and in some cases eliminating

shuffle play on locations, have served to "fill the gap" where bingo pinballs were moved out of locations in some areas.

Said one distributor, "We can't sell a bingo game for a reasonable price. Unless there are some favorable legal decisions on these games, we don't see that the situation will improve."

Cut Production

The legal trend against bingo pinballs will probably move manufacturers to cut back on production of these games, and possibly toward higher production of games which are considered legal through

out the country. A growing trend toward production of lower priced legal games has been apparent in the industry this year, led by the location success of the new pool games.

A blow against bingo pinball games was struck here last week when a Federal District Court judge ruled that redeeming free plays in cash is gambling and subjects the game involved to the \$250 federal tax on coin-operated gambling devices. The games involved in the case in which the judge ruled were bingo pinballs (The Billboard, December 17).

Free-Play Pins Hit By Minn. Atty-Gen.

Ops Expected to Seek Court Action; Have Until Jan. 1 to Convert, Pull

Continued from page 52

the matter but that none has been contacted thus far.

The Lord decision climaxes some two months of near inactivity on the part of pinball machine operations throughout Minnesota. The harassment first started with federal agents seeking to obtain the \$250 government license fee for each machine on the ground it was a gambling device. Both operators and location owners denied this, contending only that winning players got free replays instead of cash or merchandise.

On November 15 Scott entered the picture with his request for the opinion on legality of free replays. Several operators indicated in advance of the ruling by Attorney General Lord that they planned to get out of the pinball business here and concentrate their activities on other coin machines.

While few denied the pinball business was profitable, most agreed it long has been a headache and a political football. Commission splits, demand for new and

more expensive machines by locations, large service staffs and in some instances stiff competition have served to make the "headaches" while the politicians have made it the "football."

Demise of pin game operations means that juke box play is almost certain to go from nickel to dime play practically at once, especially if no court fight against the Lord opinion is undertaken.

Where music operations heretofore have been more or less secondary to pin game operations, juke boxes will come into their own, it has been predicted, as the mainstay of the coin machine business for those not in vending operations.

Coinmen combining vending with other machine operations probably will expand their vend machine routes and numerous types of units either not yet introduced or only just beginning in this market may be expected to appear in locations in increasingly large numbers.

Operators choosing to continue with amusement game operations will concentrate on bowlers and the new pool tables which have caught hold in this area in unusual manner in recent weeks. Perhaps now the shuffle game clubs and tournaments which have sprung up in other territories on bowlers will take hold here, too. Until now there has been little if any effort in this direction by either operators or locations.

What attraction the pin games without free replay features will have remains to be determined. Operators face the problem of

MODEL 'T' STEALS SHOW

BOSTON, Dec. 17.—The Model "T" stole the show at the exhibit of 1956 automobiles at the Commonwealth Armory here recently.

The Model "T," in this case, was Bally Manufacturing Company's coin-operated kiddie auto ride, which was displayed at the show by Redd Distributing Company.

According to Si Redd, the kiddie ride drew more attention than its classy, expensive neighbors.

either converting existing units or selling them in States where they are legal. Various figures as to the extent of the total loss to be taken by operators throughout Minnesota have been mentioned.

While the heaviest emphasis on the attorney general's opinion was made in St. Paul and Minneapolis, Lord said he would see to it that county attorneys in each of the State's 87 counties get formal notice of his opinion and that the sheriffs in Minnesota are advised that free replay pin game operations are illegal.

There have been claims that the ban on these machines will mean unemployment for a large number of men now in the business either as servicemen or operators and that quite a few taverns and other locations depending on revenue from such equipment will feel the pinch sufficiently to have their continued existence jeopardized.

The decision by Attorney General Lord rivals the activity in Minnesota in the spring of 1947 when Luther W. Youngdahl, then governor and now a federal judge in Washington, pushed thru the State Legislature an anti-gambling law which outlawed the use of bell machines in the State. At that time, too, some operators using the "slots" cried it would mean the end of the coin machine business. Instead, the business went on to even greater heights than ever before.

An operator, who declined to permit use of his name, said after Lord's ruling was made public, that "the same thing will happen now, once the coinmen get over being panicky and get down to the business of operating machines which are legal."

Williams Ships New Electric Score-Pool

CHICAGO, Dec. 17. — Score-Pool, a new coin-operated pool game equipped with an electric automatic scoreboard, has been shipped to distributors by Williams Manufacturing Company.

The game is a two-player unit which is played from the front end only. The scoreboard registers scores for balls dropped in any of six holes on the playfield. It is equipped with a new plexiglass backglass.

Players take turns shooting, attempting to land balls in playfield holes which score from 100 to 500 points. Each player's score is registered automatically on scoring reels on the scoreboard attached to the far end of the table. Two cues and 10 balls are standard equipment.

Play Action

Players shoot from behind a foul line at the head of the table, placing a ball on one of two tees (one for each player) before shooting. A player must shoot to hit one of the

(Continued on page 71)

Swiss Firm Ships Pool Balls to U. S.

GENEVA, Switzerland, Dec. 17. —Tousjeux & Nouveautes, S.A., export company here, is shipping pool balls into the United States, where there is an acute shortage in the coin amusement game industry.

Including the standard 2 1/8-inch-diameter ball used with the new coin-operated pool games, the company says it can ship any type, size, color and weight—and any quantity.

Balls are priced at \$500 per thousand. Geneva address of the company is Rue de Lausanne 29bis.

Easy Aces New Gottlieb 5-Ball Game

CHICAGO, Dec. 17.—D. Gottlieb & Company shipped to its distributors this week Easy Aces, a new single player five-ball game.

Easy Aces features lighting up cards on the backglass by hitting targets and roll-overs on the playfield.

Twenty back-glass cards include tens, jacks, queens, king and aces in all suits. Eleven different score combinations light up the center ball hole for special scores.

Targets and roll-overs on the playfield correspond to the card symbols on the backglass.

In addition to targets and roll-overs, the game has button-operated ball-flippers, four rotating light ball bumpers and ball kickers. Scores run to seven million.

The game is equipped with all-steel legs and plated cigarette holders on the side rails.

Eastern Pool Ball Mfr. Swamped With Orders

ALBANY, N. Y., Dec. 17.—Niagara Insull-Bake Company, manufacturer of pool balls here, has been swamped with orders for balls from coin-operated pool game manufacturers and distributors.

Officials of the company said they were "sold out" for months to come. The firm is expanding production but "can't begin to meet the demand."

All of the firm's facilities are currently producing the type of ball used with the coin pool games, the firm presently making more of this type of ball than any other.

Officials said it was anybody's guess how long the trend to coin pool games would last. The firm initially thought the pool ball demand would last just 30 days, then 60, then 90 days. Now, it seems, according to the company, that the demand will last indefinitely.

Niagara Insull-Bake has produced all types of pool balls since 1868. Different types of balls are made, according to various materials used and various manufacturing processes.

Brunswick-Balke-Collender Company, Chicago, another producer of pool balls, last week reported that its orders for balls for coin games was at an all-time high. Brunswick is also expanding production to meet the demand, but is

behind on orders (The Billboard, December 17).

Reports from other sources indicate that firms in several foreign countries are flying in pool balls to the States from their overseas manufacturing plants.

Coin Machine Exports Leading Countries

September, 1955

| Country | Phonographs | | Amusement Games | | Vendors | | Totals | |
|-----------------|--------------|------------------|-----------------|------------------|------------|-----------------|--------------|--------------------|
| | No. | Value | No. | Value | No. | Value | No. | Value |
| Canada | 214 | \$89,340 | 237 | \$61,462 | 476 | \$71,509 | 927 | \$222,311 |
| Venezuela | 236 | 188,622 | 16 | 4,372 | 36 | 1,810 | 288 | 194,804 |
| Belgium | 238 | 99,168 | 140 | 11,855 | .. | .. | 387 | 111,023 |
| W. Germany | 145 | 70,184 | 37 | 10,256 | .. | .. | 182 | 80,440 |
| Br. Malaya | 110 | 38,882 | 186 | 22,231 | .. | .. | 296 | 61,113 |
| Colombia | 112 | 60,128 | .. | .. | .. | .. | 112 | 60,128 |
| Switzerland | 83 | 49,470 | 66 | 6,105 | 3 | 1,097 | 152 | 56,672 |
| Austria | 77 | 53,732 | .. | .. | .. | .. | 77 | 53,732 |
| Netherlands | 65 | 26,444 | 87 | 16,545 | .. | .. | 152 | 42,989 |
| Mexico | 81 | 33,806 | 1 | 698 | .. | .. | 82 | 34,504 |
| Peru | 42 | 27,501 | 22 | 1,915 | .. | .. | 64 | 29,416 |
| France | 23 | 16,300 | .. | .. | 27 | 5,976 | 50 | 22,276 |
| Italy | 20 | 7,500 | 115 | 11,399 | .. | .. | 135 | 18,899 |
| Sweden | 22 | 13,855 | .. | .. | .. | .. | 22 | 13,855 |
| Cuba | 35 | 12,325 | 30 | 1,500 | .. | .. | 65 | 13,825 |
| Other Countries | 195 | 85,752 | 233 | 58,184 | 401 | 5,545 | 829 | 149,481 |
| TOTALS | 1,698 | \$873,009 | 1,170 | \$206,522 | 943 | \$85,937 | 3,811 | \$1,165,468 |

New Game Group Skeds Open Meeting

CHICAGO, Dec. 17.—The newly formed Chicago Independent Amusement Association has scheduled an opening meeting of local coin-operated amusement game operators for Thursday (22).

An independent operator association, the group plans to work for good will and operator needs in

the Chicago area, according to members.

A temporary chairman and board of directors has been appointed and Paul Smith Jr., local attorney, has been chosen to draw up a charter. Regular officers are expected to be elected at the coming meeting.

Representatives of the group plan to attend city hearings on proposed machine licensing changes. The City Collector's Office advised this week that no important changes in the licensing system are planned for 1956, but changes have been proposed. An amendment to the city game ordinance had been proposed which would stop licensing of shuffle bowling games and other games played with "a puck or disk."

Operators here are generally in favor of changing the licensing system to operate on a six-month basis. As the system now stands operators must buy licenses for individual machines for the full year, and cannot under the law change a license from one machine to another.

The Thursday meeting is to be open to all Chicago operators, according to members of the temporary board of directors. Plans of the association will be discussed. Initial membership fee is set at \$5 for the first 90 days. Sam Greenberg, local operator, was named temporary chairman of the association.

Miniature BULBS OVER 60% DISCOUNT We Sell Name Brands Only. 10 to Box—Specify No.

| Number | Cost per 100 | Cost per 1,000 |
|--------|--------------|----------------|
| 44, 47 | \$5.29 | \$49.50 |
| 51, 55 | 4.65 | 44.50 |
| 63 | 5.05 | 47.75 |
| 81 | 5.90 | 56.50 |
| 1458 | 6.75 | 63.50 |

All prices include Fed. Tax

Pop-Open Tubular MONEY WRAPPERS

Available in 1c, 5c, 10c, 25c & 50c
—Specify denomination.
Sold only by Peach State

55c per 1,000 | \$11.00 per case
in case lots | of 20,000

PEACH STATE

Distributing Co. — Macon, Ga.
549 Pine St. Phone 3-1588

Southern Music Holds Open House

MIAMI, Dec. 17. — Because Southern Music Company, AMI distributor thruout Florida, held no formal unveiling of AMI's Model "G" phonograph line when it was first introduced in October, Owner Ron Rood and Manager Bob Nor-man held an operator open house here this week, called it a holiday get-together. Southern's main headquarters are in Jacksonville.

Among those attending were Lucky Skolnick and Willie Blatt, of Music Makers; Dave Friedman, of the American Operating Company; Willie Levy, Mellow Music Company; Eddie Leopold, Town Amusement Company; Eloise Mangone, Mangone & Mangone; Mr. and Mrs. Harold Carson, of the Juke Box Company, and Mr. and Mrs. Raoul Shapiro, Tropical Music Company.

Mr. and Mrs. Ed Mercer, Orange Blossom Amusement Company; Cliff Deale, Deale Automatic Company; Mr. and Mrs. Morris Marder, M&M Service; Mr. and Mrs. Moe Kappell and Mr. and Mrs. Bob Massey, of Magic Music Company; Bert Lane, Bert Lane Manufacturing Company; Harry Pearl, New Jersey operator, and Mr. and Mrs. James Mullins and Gene Laine, of the Taran Distributing Company.

Music Systems

• Continued from page 58

office, on behalf of all the firm's employees.

Recording artists from at least a dozen labels were on hand. Each added to the festivities by singing one or two of their latest releases. Headlining the artist roster were Lou Monte and the Rhythmettes, RCA Victor; Nelson Riddle and Stan Kenton, Capitol; Connie Boswell, Savannah Churchill and Kitty Kallen, of Decca; Frankie Castro and Pattie Jerome, Wing; the Gaylords, Guy Churney and David Carroll, Mercury; the Four Voices and Jeri Adams, Columbia, and Boyd Bennett, King.

Old Jukes Featured

Refreshments, including an elaborate buffet dinner, grabbed the spotlight in the rear of the new building, with entertainment occupying the firm's main showroom. A collection of historic juke boxes was featured in Music Systems' second showroom. On display were 1929, 1932 and 1934 Seeburg machines and an 1898 Regina Hexaphone.

General arrangements for the grand opening were made by Lou Nemish, vice-president of the firm and head of the Detroit office. However, nearly all Music Systems' staffers from every office, and many Seeburg representatives, were on hand.

Among those greeting guests were Joe and Lou Nemish; Frank Martin, manager of the Toledo office; Steve Smith, Cleveland manager; Mrs. Joseph Nemish, Paul Verschur, and Tom Herrick and Al Ganges, both of Seeburg.

NAB PAIR TWO HOURS AFTER \$900 HOLDUP

CLEVELAND, Dec. 17.—Less than two hours after John Butina, 33, a routeman for the Ace Tobacco Company was held up and robbed of \$900, Cleveland police had the two men in custody.

Supplied with the license number of the holdup men's car by a bystander, detectives James P. Burke and Charles R. Mullin nabbed one of the robbers several miles from the scene.

Turned up in the car was another license plate. It belonged to the second robber, and he, too, was taken into custody. And now police are seeking a third, believed to be the driver of the get-away car.

DRIVE SAFELY, CAUTIONS MOA BUMPER DECAL

OAKLAND, Calif., Dec. 17. —Steps have been taken by the Music Operators of America to enlist the co-operation of all music operators in the national safe driving campaign.

Automobile bumper decals, which read "A COURTEOUS DRIVER IS A GOOD SPORTSMAN," were mailed from MOA headquarters here to local associations thruout the country this week for operator distribution.

Accompanying the decals was a letter from George A. Miller, president of MOA, urging operator co-operation and pointing to the good public relations such efforts would bring about.

The decal is in a brilliant orange which reflects light. It is 15 by 4 inches.



JOE CONNERY was appointed assistant sales manager of Chicago Coin Machine Company, Chicago. Connery will devote his efforts to personal contact with distributors and operators (The Billboard, December 17).

FIRST CLASS MECHANIC WANTED

FOR WORK WITH
DISTRIBUTING
ORGANIZATION

Must be familiar with Rock-Ola shuffles and pins. No drifters nor boozers need apply. Write to

FRANCO DISTRIBUTING COMPANY

P. O. BOX 927
Montgomery, Alabama

From Ed Ravreby

A Very Merry
Christmas
and
A Happy
New Year
To
All Our Friends

associated amusements, inc.

188 Brighton Ave. Allston, Mass.

Exclusive Distributors for Rock-Ola Mfg. Co. & Keeney Mfg. Co.
DISTRIBUTORS OF GAMES OF LEADING MANUFACTURERS.

FINEST RECONDITIONED EQUIPMENT

| | |
|---------------------------|----------|
| Ice Frolics | \$165.00 |
| Dude Ranch | 135.00 |
| Palm Springs | 129.50 |
| Beach Clubs | 110.00 |
| Surf Clubs | 175.00 |
| Beauties | 100.00 |
| Tropics | 75.00 |
| Mexico | 125.00 |
| Seeburg Shoot the Bear .. | 125.00 |
| United Jungle Gun | 250.00 |
| Mutoscope Champ | 300.00 |
| Major League Baseball .. | 190.00 |
| Super Pennant Baseball .. | 175.00 |

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32 S. Charles St., Baltimore 1, Md.
LEX 9-6446-7

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AMI—Seeburg
Wurlitzer
All Models

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593 Tenth Avenue
New York 18, N. Y.
LO 4-1880

221 Frelinghuysen Avenue
Newark 8, N. J.
BI 3-8777

To All Our Friends A Very MERRY CHRISTMAS And A HAPPY NEW YEAR

Trimount

AUTOMATIC SALES CORPORATION

40 WALTHAM STREET

BOSTON 18, MASS.

Tel.: Liberty 2-9480

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Chicago Coin, Genco and
International Mutoscope Distributors

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The National Exchange
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Personnel, Products,
Services and
Opportunities

CLASSIFIED ADVERTISING

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REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15¢ a word—Minimum \$3.00.

CASH WITH ORDER

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1.00 a line—\$14.00 per-inch.

CASH WITH ORDER

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ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in Care of The Billboard allow for 6 additional words.

On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

Business Opportunities

COIN RADIOS AND TELEVISION — BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. ja19

EXCELLENT MONEY MAKING OPPORTUNITIES in coin radios & coin television for operators & distributors; installations made in hotels & motels; write or wire for details and prices. Coradio, Inc., 196 Albion Ave., Paterson 2, N. J. ch-fc25

Help Wanted

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—JUKE BOX MECHANIC, GOOD pay, pleasant working conditions; must be sober, route experience. Ga. Music Company, 1139 Sixth Avenue, Columbus, Ga. de31

Parts, Supplies & Services

COIN-OPERATED TIMERS — ELECTRONIC, automatic; no buttons to push or mechanical lever to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City ja14

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Vending Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcut 7-1448. ja3-ch

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines \$5 up. Established over 28 years.

MACK H. POSTEL Chicago 18, Ill.
2982 Milwaukee Ave.

FIFTEEN NEW WHITE COME VENDING Machines, \$300; twenty-five Perfumatics, good, \$40 each; any number. George Lord Vending, Bryan, Ohio.

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders, DAV razor blade venders, Advance 23C's National \$5 National \$15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

NATIONAL SANITARY SALES

Dept. B-3, 4307 W. Lawrence Av., Chicago 30, Ill. np

VENDING MACHINES, PARTS, ALL SUPPLIES, Ball Gum all sizes, Ic Tab Gum, 5c Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1c Hersheys, 320 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. ja5

WANT RELIABLE PROMOTIONAL SALES ORGANIZATIONS

PATENTED

"Non-Coin" hot nut displays: Colorful, has action, Perfume Vendors, 25¢ solid pack, purse size, new! 1. Q. 1¢ Ticket Vender, location everywhere; sell in routes direct to new operators. Buy samples. Drop-ship under your label. Write for set-up.

COPPERITE, INC.

74 W. Washington Chicago

25-1¢ AND 5¢, 2-3¢ NORTHWESTERNS, 4 No. 11, 2 model D Advance, 3 Columbus Ball Gum, 2-5¢ Atlas, 4 Exhibit Card Vendors, any of these, \$4.50 each; 4 DuGrenier Tab Gum, 1 Candy Bar, 1 Kotex machine, \$8 each; 1 Exhibit Moving Picture, 2 Bingo, 3 Golf, 1 Spitfire, 1 Basketball counter games, \$15 each; 1 Marion, 10 Rock-Ola Lobby, person Scales, \$45 each; 1 money counting Scale and case, \$10. Al Hoff, 1920 Rose St., Baltimore 13, Md.

100 LIKE NEW PACKARD BAR BOXES and Brackets. 5¢ or 10¢ play. \$10 each or entire lot for 1 Seeburg Model G Phonograph. Modern Music, 3348 Euclid, Cleveland, O. de31

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. ja7

WANTED—50 LATE MODEL SEEBURG 100 Wallboxes, Seeburg Model B-C or G Phonographs, Modern Music, 3348 Euclid, Cleveland, Ohio. de31

THIS IS A 10-LINE AD

For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services.

YEAR-END SPECIALS!

SEEBURGS: 46, 47 or 48. Ea. \$25
 100 SELECTION WALL BOX—3W1 Chrome . . . 55
 100 SELECTION WALL BOX—3W1 Painted . . . 40
 RS1—8-INCH TEAR DROP SPEAKER 10
 RS—12-INCH MIRROR SPEAKER 15

ORDER NOW—IMMEDIATE DELIVERY
 "The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923
 1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio
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Gaytime \$425.00
 Big Time 425.00
 Variety 295.00
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 Beach Club 125.00
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 Palm Springs 158.00
 Palm Beach 85.00
 Ice Frolics 160.00
 Bright Spot 90.00
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 Pique 490.00
 Beauty 115.00
 Atlantic City 75.00

MUSIC

AMI F-120 \$495.00
 AMI F-80 430.00
 AMI Model B 145.00
 Rock-Ola 1438 Comet (Like New) . . . 445.00

VENDORS

Shipman 3-Col. Stamp Machine . . . \$ 15.95
 Lehigh PX 12-Col. Cigarette Machine (New) . . . 225.00
 Silver King Hot Mail . . . 9.00
 Natl. 918 Candy Vendor . . . 95.00
 Mercury 9 Column (New) . . . 150.00
 Keeney Coffee Machine . . . 425.00
 21F Latex Vendor (New & Used) . . . Write
 Acorn Capsule Vendor (New) . . . 15.00
 Atlas Capsule Vendor (New) . . . 90.00
 Aikune Cracker Vendor . . . 27.50
 Lehigh Cracker Vendor . . . 27.50
 Acorn Charm Vendors (Used 5c) . . . 12.50
 Continental Change Vendor . . . 86.00
 Rowe Penny Inserter (Electric) . . . Write

ARCADES

Bally Big Innings \$ 85.00
 Chi Coin 6-Player Home Run . . . 200.00
 Chi Coin 6-Player Super Home Run . . . 225.00
 Set Shot Basketball (Used) . . . 295.00
 Muto. Voice-a-Graph . . . 475.00
 Chi Coin 4-Player Derby . . . 175.00
 Treasure Cove Gun (New) . . . 495.00
 Sky Gunner 150.00
 Bear Gun 125.00
 Coon Hunt 195.00
 Chi Coin Basketball Champ . . . 195.00
 Chi Coin Goatee 90.00
 Quizzer 80.00
 Standard Metal Typewriter (Used) . . . 295.00
 Chi Coin Pistol 50.00
 Exhibit Gun Patrol 95.00
 Exhibit Six Shooter 95.00
 Genco Sky Rockets 435.00
 Chi Coin Big League Bull's-Eye . . .
 Baseball 375.00
 Genco Quarterback Write
 Genco Super Big Top Write
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CHICAGO COIN BOWLERS

Score-a-Line (Brand New) Write
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UNITED BOWLERS

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1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

Wurlitzer Bows

Continued from page 58

to use the crest on all equipment, on all advertising material, on all display backgrounds, stationery, trucks and even on all Wurlitzer postage meters. Decals of the crest have been made in a number of sizes.

The cook book consists of two parts: The first section contains recipes of the Wurlitzer family, dating back to the early 1700's. The second half, a collection of modern recipes, the best of the entire Wurlitzer employee organization.

Both the history of Wurlitzer and the cook book, as well as other home items, will be used as giveaways by distributors and retail stores thruout the year.

Public relations work, Wurlitzer has hired a New York public relations agency. The objective will be to put the name of Wurlitzer on radio and television, and in newspapers and trade papers more often than ever before.

COBRA CARTRIDGES

Realigned and Resurfaced, 75c each. Compare them with new cartridges. Cartridges returned within 10 days.

ELECTRONIC INDUSTRIES

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NOW DELIVERING

Chicago Coin's
AUTOMATIC POOL
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Keeney's FASCINATION POOL

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State Music Distributors, Inc.

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ADMEN of every kind ENDORSE

THE BILLBOARD
 as a top selling force

COINMEN YOU KNOW

Washington

By DELORES NEWCOMB

MILK VENDING SALES STEADY. James Bowen, manager of Kwik Kafe of Washington, is pleased that milk sales have held up so well despite the cold weather. Bowen says milk sales drop less in winter than coffee sales drop in summer. One milk machine in particular is still averaging \$140 to \$150 a week. Coffee and hot chocolate sales at Kwik Kafe are on the upswing.

Robert W. Knost, of Automatic Sales, Inc., reports his Pentagon installation is "as good a contract as there is." Collections have been "very pleasing," he says.

Phil Mason, of Hirsh Machines, is a mighty proud man these days. The reason is a brand new grandson, presented by his daughter. Hirsh has had a successful year and will pass some of the profits on to its employees in the form of Christmas bonuses.

The G. B. Macke Corporation is experimenting with hot food machines with an eye to incorporating them into automatic snack bars. Sid Lotenberg reports the Macke snack bars at Maryland University are doing well and says that the firm will increase its coverage of "this section of the country" in the coming year.

The Game Room at Washington National Airport continues to bring in good collections, says Owner Michael Bushdid. His installation of background music in the American Airlines ticket office has proved so successful that Bushdid is adding two salesmen to his staff early in January and will really go after the background music market in a big way.

ROYAL DISTRIBUTING COMPANY

| | |
|----------------------------------|-------------------------------|
| Atlantic City \$ 49.50 | Variety \$275.00 |
| Palm Beach 49.50 | Palm Springs 120.00 |
| Beach Club 99.50 | Leaders 175.00 |
| Dude Ranch 134.50 | Imperial 150.00 |
| Ice Frolics 170.00 | Gold Cup 99.50 |
| Surf Club 139.50 | Classic 89.50 |
| Hi-Fi 139.50 | |

Cleanest games you've ever seen!
 1/3 Down, the rest "Sight Draft"

Ask For Ben Mackie or Harold Hoffman
 3726 KESSEN AVE. CINCINNATI, O. MOntana 1-5004

BILLIARD BALLS

Any type, size, color and weight

Can supply any quantity

Standard balls two and one eighth inch

\$500.00 per thousand

Wire cash with order to:

TOUSJEUX & NOUVEAUTES, S.A.

GENEVA, SWITZERLAND

Your Dollar Buys More at NATIONAL

The House That Serves You Better!

ATTENTION—IOWA and NO. ILLINOIS OPERATORS!

Get those Easy Earnings
 with Gottlieb's New

EASY ACES

Immediate Delivery!

RECONDITIONED SHUFFLE GAMES

| | |
|------------------------------|-------|
| DELUXE CAPITOL | \$410 |
| DELUXE CLIPPER | 340 |
| DELUXE LIGHTNING | 350 |
| DELUXE MERCURY | 310 |
| MARS SHUFFLE ALLEY | 310 |
| BANNER | 275 |
| ACE | 250 |
| TEAM | 200 |
| LEADER | 195 |
| IMPERIAL | 145 |

RECONDITIONED 5-BALL GAMES

| | |
|---------------------------------|-------|
| SWEET ADD-A-LINE | \$250 |
| SOUTHERN BELLE | 225 |
| GYPSY QUEEN | 210 |
| DELUXE SLUGGIN' CHAMP | 205 |
| SLUGGIN' CHAMP | 200 |
| TWIN BILL | 185 |
| STAGE COACH | 175 |
| LADY LUCK | 165 |
| DRAGONETTE | 140 |
| GOLD STAR | 140 |
| HAWAIIAN BEAUTY | 145 |
| MYSTIC MARVEL | 150 |
| SHINDIG | 110 |
| PINWHEEL | 110 |
| POKER FACE | 100 |
| GUY'S-DOLLS | 90 |

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NEW POOL TABLES

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 AVAILABLE

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Davis Guarantee

- Mechanism Overhauled
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with the DAVIS 6-Point GUARANTEE

The following models are available for prompt shipment:

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| SEEBURG | WURLITZER |
| 148 \$ 95 | 1100 \$125 |
| M100C 595 | 1400-1450 250 |
| | 1500-1550 295 |
| AMI | ROCK-OLA |
| A \$125 | 1428 \$ 95 |
| D-80, 45 R.P.M. 345 | 1436 FIREBALL 120, 78 R.P.M. . . . 275 |
| F-120 695 | |

WALL BOXES

| | |
|---|---------|
| SEEBURG 3W5, 5c, 10c, 25c, 3-wire | \$12.95 |
| SEEBURG 3W2, 5c, 3-wire | 4.95 |
| WURLITZER 3020, 5c, 10c, 25c | 9.95 |
| WURLITZER 4820, 5c, 10c, 25c | 14.95 |
| WURLITZER 5204, 104 Selections | 22.95 |
| WURLITZER 219 Stepper | 9.95 |
| WURLITZER 252 Stepper | 22.50 |
| AMI 40 Selection Stepper | 14.95 |
| WURLITZER Speakers 4000, 4006, 4007, 4009 | 9.95 |

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WORLD EXPORT

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COINMEN YOU KNOW

Chicago

By KEN KNAUF

GAME OPS SLATE MEETING. The Chicago Independent Amusement Association, new operator group formed here last week, has scheduled an open meeting of local game operators for Thursday (22) (see separate story in Amusement Machines section).

Joe Schwartz, National Coin Machine Exchange owner, back on the job now for a few weeks after his recent illness, has things well in hand once again. Mort Levinson reports large orders for the new Gottlieb Easy Aces five-ball, and pool tables moving well... Jack Burns, Empire Coin Machine Exchange road representative, will be back in town for the holidays. Joe Robbins and Jerry Bremner, of the Empire sales staff, are proud of their new juke box paint-spraying process. It has used phonos looking brand new.

Herb Perkins, Purveyor Distributing Company, has a new office cut out for himself at the Purveyor headquarters. Recently down in Florida, Herb ran into Bert Lane. Monte West has been concentrating on Purveyor sales... Don Binks, Binks Industries, reports the firm expanding its engineering staff, with owner Mel Binks busy on all kinds of new coin machine ideas.

Alvin Gottlieb, D. Gottlieb & Company, is off on a Florida vacation with his family, while president Dave Gottlieb is leaving with his wife for Florida Saturday (17)... At the Olson-Robinson fight here during the week were Bill DeSelm, United Manufacturing Company; Tony Koupal, Central Distributing, St. Louis; Attorney Vernon Riehl, St. Louis; Joe Robbins, Empire Coin; Hank Davek, United superintendent, and United staffers Joe Kus, Leo Golinski and Nick Porceliano.

Stanley Levine, All State Coin Machine Exchange, getting a lot of practice in on the coin pool games... Joe Kline, First Coin Machine Exchange, greeted a big number of operator visitors this week and is shipping out more and more pool games... Don Moloney, Donan Distributing Company, had his office filled with out-going Christmas presents this week.

William S. Fishman, Automatic Merchandising Company here; Herb Geiger, Geiger Automatic Sales Company, Milwaukee, and Louis J. Risman, of the Mystic Automatic Sales Company, Medford, Mass., attended the executive committee meeting of the National Automatic Merchandising Association here Tuesday (13)... S. D. Black, general manager and secretary of Advance Machine Company, which firm was sold to Harmon Machine Company, of Wichita, Kan., is retiring from coin machine work and currently plans to travel around the country.

New York

By AARON STERNFIELD

COIN COLLECTIONS OFF. For some unexplained reason, amusement game and juke box collections in the New York area are running behind last year at this time. Eli Kasper, of the Associated Amusement Machine Operators of New York, guesses they're down about 15 per cent. Nash Gordon, of the Music Operators of New York, says juke box operators have been complaining. But general business activity here is good.

Al Leeds has sold his Albe Music route to Herb Jacob and Gene Jacob, of Nu-Way Phono, Brooklyn... Joe Young and Abe Lipsky, Young Distributing, have returned from the Wurlitzer distributor meeting in Los Angeles. The firm will hold an open house Christmas party for operators at the new showroom of 11th Avenue Friday (23).

Tenth Avenue distributors report that pool table sales are coming along, but most of the locations are in suburban areas, not in New York proper... George Holtzman, vice-president of the AAMONY, is still receiving plaudits from the membership for the excellent job he did in running the organization's recent affair.

Leo Prager and Gerald Prager have sold their Marlow Amusement route to Mike Romash. In turn, Romash has sold part of his route to Harold Jacobs, Elmar Enterprises... Lou Rosenberg, Arrow Amusement Company, is vacationing in Miami. Seymour Howard is a new AAMONY member... Tom Gobel, Hudson Valley Amusement, Beacon, N. Y., was a 10th Avenue visitor last week.

Boston

By CAMERON DEWAR

UNITED HOLDS SCHOOL HERE. United Manufacturing Company held a week-long service school this week at Ed Ravreby's World Fair & Associated Amusements headquarters. In charge of the sessions were John Casola and Al Thoeke, field representatives. More than 40 operators came from scattered points in New England for the instruction... Ed reports business with his newly acquired Rock-Ola phonographs on the upgrade with orders coming in well. In-line games taking hold and demand exceeding supply.

World Fair's sales manager Ed Mandell and staffers Al Levine back from separate tours of Connecticut and Western Massachusetts. Both found the demand up for equipment and market prices holding up well. Ravreby expects Christmas party phonograph rental business to be about the same as last year... Ed is throwing his Christmas party for the crew plus guests December 20 at the Brighton plant.

Barney Blatt, of Atlas Distributors (AMI), back after a bout with a virus, busy trying to catch up in time for the yuletide... Barney's daughter-in-law has been giving operator Arnold Blatt some worried days and nights lately, but she's now mending satisfactorily from recent surgery... Louis Blatt plans to contribute a juke box for the Christmas party at the Massachusetts Department of Public Safety across the street. Louis has made a practice of this for some years.

Si Jacobs, of Interstate Music, and Anthony Grazio, of Globe Vending, busy getting ready to move in phonographs for Christmas parties. Both look for volume to be about the same as last year... James Geracos, of National Music, donating a few juke boxes to charitable groups in the Dorchester area. Thinks it is a wonderful idea at this time of year to spread good will and cement better public relations. Jerry Flatto, of Boston Record Distributors, living it up with Tommy and Jimmy Dorsey at their New York television rehearsal. Jerry reports a good time meeting stars, including Connie Francis and Gordon MacRae. Jerry also having fun at home squiring a gorgeous redhead to the opening of Patti Page at Blinstrub's.

Trimount Automatic Sales Corporation has scheduled its Christmas party for employees' children December 23. Trimount used to run (Continued on page 73)

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| Basketball Champ | \$175.00 | Dreamy | \$ 20.00 |
| Basketball, 2 Pl. | 195.00 | Fairway | 65.00 |
| Jockey Club | 125.00 | Four Corners | 90.00 |
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| Army & Navy | 60.00 | Screamo | 100.00 |
| Daffy Derby | 125.00 | Star Pool | 95.00 |
| | | Cyclone | \$65.00 |

BINGOS

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|---------------------|---------|---------------|---------|
| Bally Spot Lite | \$50.00 | Bally Frolics | \$70.00 |
| Bally Atlantic City | \$60.00 | | |

Shuffle Games

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|--------------|----------|
| Capital | \$395.00 |
| Crown Bowler | 65.00 |
| Hollywood | 425.00 |
| Imperial | 150.00 |
| Lightning | 225.00 |
| Name Bowler | 60.00 |

Vending Machines

| | |
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| Electro, 10 Col. | \$150.00 |
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Arcade Equipment

| | |
|----------------|----------|
| Coon Hunt | \$175.00 |
| Pistol Pete | 75.00 |
| Safari | 295.00 |
| Silver Bullets | 95.00 |
| Six Shooter | 95.00 |
| Super Jet | 275.00 |

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- 10 UNITED DELUXE BONUS
- 5 EXHIBIT SPORTLAND
- 20 EXHIBIT SHOOTING GALLERY

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- GENCO SHUFFLE POOL..... 95

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DeLuxe Toppers, half cabinet 13.50

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| Havana | 150.00 |
| Ice Frolics | 245.00 |
| Long Beach | 75.00 |
| Mexico | 175.00 |
| Miami Beach | Write |
| Palm Beach | 85.00 |
| Palm Springs | 225.00 |
| Rio | 95.00 |
| Spot Lite | 50.00 |
| Singapore | 195.00 |
| Stars | 65.00 |
| Surf Club | 195.00 |
| Tropicana | 225.00 |
| Tropics | 150.00 |
| Yacht Club | 110.00 |

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|---------------------------|----------|
| Grand Champion | \$115.00 |
| Atomic Nuggit | 50.00 |
| Hay Burner | 50.00 |
| Jelopy | 50.00 |
| Futurites | 50.00 |
| Sleepie Chase | 50.00 |
| Tropics | 50.00 |
| Spark Pigs | 50.00 |
| Genco 400 | \$ 35.00 |
| Golden Nugget | 50.00 |
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| Saddle & Turf, club model | 275.00 |

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| Decco Air Ship | 295.00 |
| Bally Moonride | 350.00 |

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| AMI Model A-40 | \$ 95.00 |
| AMI Model C-40 | 175.00 |
| AMI Model D-40 | 245.00 |
| AMI Model D-80 | 350.00 |
| AMI Model E-120 | 495.00 |
| AMI Model F-80 | 625.00 |
| AMI Model F-120 | 695.00 |
| Wur. 1815 | 60.00 |
| Seeburg Sicum, 200 sel. | 325.00 |
| Wallboxes, Seeburg 100 | 75.00 |
| Wallboxes, Rock-Ola 50 sel. | 50.00 |
| Wallboxes, AMI, 5-10¢ | 15.00 |
| Wallboxes, Packard & Buckley | 5.00 |

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| AST Fire & Smoke | \$ 20.00 |
| AST Red, White & Blue | 20.00 |
| Adv. Shocker | 15.00 |
| AST Challenger | 20.00 |
| Ex. Disposition Register | 25.00 |
| Ex. Personality Indicator | 25.00 |
| Ex. Lovemeter | 25.00 |
| Got. 3-Way Grippers | 20.00 |
| Gypsy Fortune Teller | 18.50 |
| Merc. Grip Scales | 25.00 |
| Pistol Target Skill | 15.00 |
| S. K. Grip Vus | 20.00 |
| Smiley | 10.00 |
| Three of a Kind | 18.00 |
| Zig Zag Skill | 20.00 |
| Adv. Shockers, new | 24.50 |
| Kickers & Catchers, new | 49.50 |
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|---|----------|
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| Mercury, 9 col., new | 210.00 |
| Labi, 12 col., new | 225.00 |
| Super Six, new | 115.00 |
| Super Nine, new | 155.00 |
| National 930, used | 95.00 |
| National 950, used | 110.00 |
| Electro, 8 col., used | 125.00 |
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| 1 Col. Nat'l King | 25.00 |

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| 50 5¢ Victor Rockets | 10.00 |
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| Shipman Stamp, 3 col. | 23.50 |

3 American 9' Bank Shot, like new, complete with cash box and scoring unit, \$250.00.

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| Home Run | 225.00 |
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| Bally Rockets | 275.00 |
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FOLK TALENT AND TUNES

Continued from page 36

a week. Courtney reports that CKCY is being well supplied by the major labels, but could stand more material from the smaller companies.

snow is the Dixie Jamboree Band, with Jack Jones on bass fiddle; Banks, piano and emcee; Nelson Rogers, drums; Henry McDaniel, rhythm guitar; Charles Perkins, steel guitar, and Elvin Perkins, fid-

Forman Bill is twirling the country stuff at KCCC, Pittsburg, Calif., and Chester Smith is at the c.&w. mike at KTBR, Modesto, Calif. . . . Cliff Rogers, WHKK, Akron, writes: "I have set up what I think is a most unusual record reviewing board. I have about 30 regular listeners in Arkon and surrounding towns within a 100-mile radius who listen to the new releases I play and then send in their opinions. We use a point system (from one to 10) for each side. I compile the results and have an accurate picture of the record's potential."

Johnny Cash (Sun) recently played to 6,000 in Odessa, Tex., reports Dick Stuart, KWEM, Memphis. Appearing with Cash were Jim Edward and Maxine Brown, Bonnie Brown, George Jones, Jeanette Hicks and Werley Fairburn. . . . Lew Banks, WHIE, Griffin, Ga., is now mailing his Newsletter-Top Ten list to approximately 50 artists, record companies and publishers. Three recordings by Rusty and Doug (Hickory) are in the top 10 at WHIE, Banks adds. . . . Jay Thompson is using a new gimmick on his "Coffee Carnival," which he recently kicked off at KSTB, Brenckenridge, Tex. On the show, broadcast 6:15-6:45 a.m., six days a week, deejay Thompson sips coffee and introduces other informal bits as he spins out the country & western music.

Jimmy Newman (Dot) and his manager, Slick Norris, recently visited Fuzzy Hal Harris at KRCT, Baytown, Tex. Harris says the welcome mat is always out. . . . Uncle Nate (Nathan Street) has a new afternoon seg going over WKSR, Pulaski, Tenn., which he says is the first afternoon hillbilly program to go out over WKSR in two years. Show is broadcast for an hour Monday thru Friday, and for an hour and a half each Saturday. . . . Hank Harvey, WIMA-TV, Lima, O., is emceeing the Monday-thru-Friday "Slim Moon and the Moonshiners" tele show. Harvey, who plays bass fiddle on the show, wonders how many fiddler-emsees there are.

Marshall McQueen, who devotes the last 30 minutes of his daily two-hour show, aired 1-3 p.m. over KEBE, Jacksonville, Tex., to hymns, reports that that portion of the show is as popular as the preceding hour and a half of hillbilly music. . . . Lew Banks, WHIE, Griffin, Ga., types: "We recently kicked off our new "Dixie Jamboree," broadcast each Saturday from 4-5:30 p.m. Headlining the

de. Acts include David Rogers, Cecil Jones, the Emanuel Trio, girl gospel group, featuring Phyllis McGee, and the Kingsmen Quartet, gospel singers, with Clay Brown and Wallace Upson featured. I would appreciate it if some of the music firms would send us lead sheets on current and up-coming hits." Jake Armstrong, WROM, Rome, Ga., infos that he recently completed an 18-hour cerebral

Season's Greetings

TO ALL OUR FRIENDS from

**JOE KLINE
WALLY FINKE
SAM KOLBER
FRED KLINE**

and all the Staff

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| * FLASH | 315 | * DELUXE MARS | 325 |
| * PLAYTIME | 295 | * DELUXE COMET | 315 |
| * FEATURE SUPER FRAME | 255 | * BANNER | 285 |
| * STARLIGHT | 195 | * SPEEDY | 295 |
| * CRISS CROSS TARGET | 225 | * DELUXE TARGETTE | 275 |
| * ADVANCE | 165 | * RAINBOW | 235 |
| * GOLD CUP | 135 | * LEADER | 200 |
| * TRIPLE SCORE | 95 | * TEAM | 195 |
| * DOUBLE SCORE | 85 | * LEAGUE | 195 |
| * CROWN | 85 | * CHIEF | 185 |
| * 10th FRAME & PLAYER | 85 | * ROYAL | 150 |
| * NAME BOWLER | 55 | * CLASSIC OLYMPIC | 95 |
| KEENEY | | * STAR & PLAYER | 55 |
| * BIKINI | \$195 | * DELUXE & PLAYER | 45 |
| * DIAMOND | 185 | GENCO | |
| * BONUS | 165 | * MATCH POOL | \$110 |
| * PACEMAKER | 115 | * SHUFFLE POOL | 75 |
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| * CLUB 10-PLAYER | 55 | | |
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SHOOTING GALLERY 175
JET GUN 125
DALE GUN 45

GENCO

SKY ROCKET \$365
RIFLE GALLERY 205
INVADER 125
SKY GUNNER 125

UNITED

CARNIVAL DELUXE \$265

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TELEQUIZ WITH film 115
C.C. GOALEE 95
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NEW EX. VACU-MATIC VENDOR WRITE

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| VARIETY 265 | HI-FI 145 | FROLIC 95 |
| GAY TIME 425 | HAIDE RANCH 150 | BRIGHT SPOT 95 |
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| DELUXE CLIPPER | 355 |
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| DAISY MAE 145 | PINWHEEL 95 | BEAUTY 125 |
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when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

palsy telethon which featured Smiley Burnette as emcee, and the Saturday Night Jamboree Gang from WROM-TV.

Paul Davis, WCRA, Effingham, Ill., says he'd like to know how to obtain Sun and Marty Robbins' release. . . . Joe Hoppel, who for the past three years did a night show over WLOW, Norfolk, recently moved over to WCMS, Norfolk, where he's now on the air 7-9 a.m. and 1-3 p.m. daily.

Roy Hines, WPAG, Ann Arbor, Mich., is handling promotion and

doing guest shots on the new Saturday night shindig, the "Wayne County Barn Dance," held weekly in Wayne, Mich. Show features Johnny Whitlock and the Drifters, along with Billy Gray and Don Waynick. Plans call for booking of guest artists in the near future. Bookings are handled by the Roy Hines Agency, South Rockwood, Mich. . . . Eighteen-year-old Jerry Reed, new Capitol artist, visited Uncle Eb Brown at WGST, Atlanta, recently. Lad, says Brown, pens all of his own songs. . . . Ace Ball, deejay-performer at KDAV, Lubbock, Tex., with his wife, Dorothy, is doing personals in the Lubbock area with Little Joe and

the Crowder Family. Ball's "South Plains Jamboree" still holds forth each Saturday night at the Home Theater, Whiteface, Tex.

Gene Ryan, WFMC, Goldsboro, N. C., who's now a regular on the "Packhouse Jamboree" in Wilson, N. C., is helping to organize a jamboree in Goldsboro. The show, which is slated to begin operations around January 14, will use "Grand Ole Opry" artists once a month as an added attraction. . . . John E. Kramer Jr., WDBS, Hanover, N. H., advises: "We are trying to make up a display board with autographed pictures of the country & western stars. Would appreciate getting pics from any of the artists we might have missed in our mail requests."

Ted Kirby, WZOB, Fort Payne, Ala., will take up new duties at WHBS, Baxley, Ga., January 1. . . . (Continued on page 70)

BEST WISHES TO ALL OF OUR CUSTOMERS FOR A VERY HAPPY HOLIDAY SEASON

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Rock-Ola Fireball, Comet, 1448. EITHER STEAM CLEANED OR FACTORY RECONDITIONED.

AMUSEMENT GAMES

PIN GAMES: Gottlieb Duette De-Luxe, Super Jumbo, Jubilee, Marathon, etc. Williams Race the Clock, Wonderland, Peter Pan, etc.
ARCADES: Genco Rifle Gallery, Super Big Top, Wild West Criss Cross, Sky Racket, United DeLuxe Carnival, Bonus, Jungle, Keeney Sportsman, Exhibit Treasure Cove, Williams Safari, Polar Hunt, Seeburg Coon Hunt, Shoot the Bear. AND ALL OTHER ARCADE EQUIPMENT.

ALL OUR AMUSEMENT GAMES ARE FULLY RECONDITIONED

We supply also all parts for Music and Amusement Apparatus.

PAYMENT: Possible in American \$ and all other currency: Francs, Pound Sterling, Guilders, Lire, Marks, etc.
BANKERS: Hanover Bank, New York—Banque de Commerce, Brussels—Amsterdamsche Bank, Amsterdam—Rhein u. Ruhr Bank, Germany.

Merry Christmas and a Happy New Year To Everyone - Everywhere

Season's Greetings

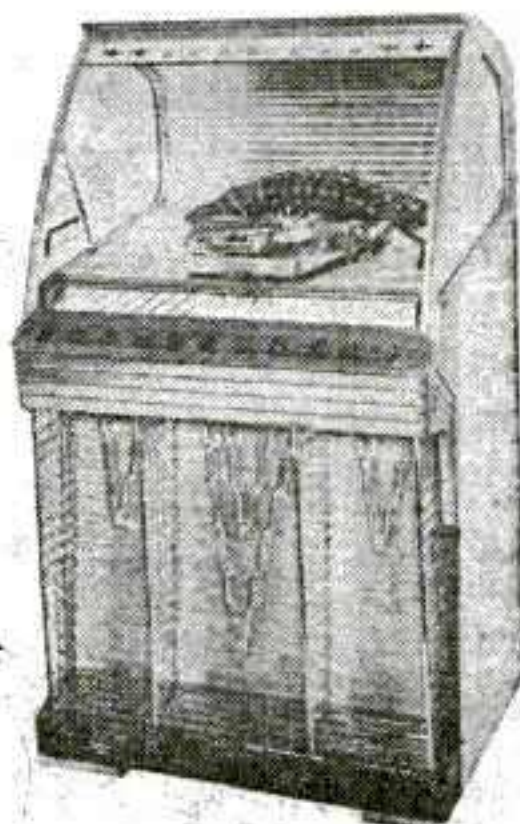
- UNITED CLASSIC \$105
- UNITED TEAM 205
- UNITED ACE 235
- UNITED LEADER 185
- UNITED CLIPPER 375
- KEENEY SPORTSMAN TARGET GUN 195
- TELEQUIZ, w/film 75
- WATLING FORTUNE SCALES 100
- MILLS LO-BOY SCALES 65
- BALLY DUDE RANCH 125
- BALLY PALM SPRINGS 165
- BALLY ICE FROLICS 195

POOL TABLES—All Makes WRITE

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Model 1448 (illustrated)

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120 SELECTIONS HI-FIDELITY MUSIC AND
MODEL 1452 STANDARD
50 SELECTIONS HI-FIDELITY MUSIC
NOW DELIVERING ROCK-OLA 1448, 1452 AND ALL ACCESSORY EQUIPMENT

USED ROCK-OLA PHONOS
MODEL 1432, 45 RPM's. . . . \$225.00
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From



Gil Kitt



Joe Robbins



Jerry Bremner



Jack Burns

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CLUB POOL

Williams
SCORE POOL

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TOURNAMENT POOL

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BANK POOL
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| | | | |
|---------------------|-------|---------------------|-------|
| ★ MIAMI BEACH | Write | PALM SPRINGS | \$125 |
| ★ BIG TIME | \$450 | BEACH CLUB | 125 |
| ★ GAY TIME | 425 | FROLICS | 125 |
| ★ VARIETY | 270 | YACHT CLUB | 85 |
| ★ GAYETY | 245 | PALM BEACH | 65 |
| ★ ICE FROLICS | 170 | BRIGHT LIGHTS | 65 |
| ★ SURF CLUB | 160 | ATLANTIC CITY | 60 |
| ★ HI-FI | 145 | CONY ISLAND | 45 |
| ★ DUDE RANCH | 145 | SPOT LIGHT | 45 |

1/3 Deposit

FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago Bayport 1-1616

Continued from page 69

"Southern Barn Dance," held at the Coliseum Arena, New Orleans, was carried over WVEZ, New Orleans, December 10 for the first time. WVEZ's Jolly Cholly emceeds the show, which also features Alice From Dallas, Faye Darling, Skeeter Beam, Tex Walters and Bob Cole. . . . Country & Western artists with new releases are advised that their platters will get solid plugging if sent to Balin-Wire Bob Strack at KIMO, Independence, Mo.

Happy Frolix, of Harmony House, Box 339, Mill Valley, Calif., infos that copies of Rusty Cole's Emerald recording of "Once In a Lifetime (I Meet Somebody Like You)" are available to deejays who will write in for them. . . . Honest John Vroman, deejay-performer at

Cleveland Coin Machine Exchange, Inc.
Valley Manufacturing Distributors
2029 Prospect Ave. Cleveland, Ohio
Tel. 1-5715
Write for prices.

WFKY, Frankfort, Ky., reports that he is moving to WMJM, Cordele, Ga., where he'll work as a disk jockey and staff announcer. Vroman, who recently guested with Dick Dixon at WLEX, Lexington, Ky., is visiting Georgia radio stations to promote his latest recording, "Down on the Okefenokee" b/w "Hold It in the Road."

KSTP, St. Paul, sends out a call for platters. Station is now programming a 3-6 a.m. seg, "Mid-Morning Jamboree." . . . These jockeys are all in need of programming wax: O. C. Hardin, WGWD, Attalla, Ala.; Tommy Floyd, KCHA, Charles City, Ia.; Carl Swanson, WRUN, Utica, N. Y., and Bill Quinn, WNDR, Syracuse. . . . KOA, Denver's NBC outlet, has brought back its Saturday night "Western Stampede." Show, heard from 8-8:15, is emceed by Bob Lilly, who says, "The bunkhouse door is always open to c.&w. folks who may be in the area."

Ray Pulley, WFOS, Norfolk, is still looking for wax from the various diskeries. Pulley spins 14 hours of the c.&w. stuff weekly. Cowboy Howard Vokes, president of Vokes Music Publishing Company, New Kensington, Pa., letters: "Joe Lucas, of Hickory Records, Nashville, has been very co-operative in relation to the deejay list-

(Continued on page 72)

BEST RECONDITIONED GAMES

| READY FOR LOCATION | |
|-------------------------------|----------|
| BRIGHT SPOT | \$ 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 |
| STARS | 40.00 |
| CABANA | 75.00 |
| TROPIC | 95.00 |
| HAVANA | 125.00 |
| CLOVER S/A | 75.00 |
| CLASSIC S/A | 95.00 |
| STARLITE S/A | 175.00 |
| TEAM S/A | 200.00 |
| CARNIVAL GUN | 225.00 |
| NEW EXHIBIT DXE. SKILL POOL | |
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BINGO SPECIALS

| | |
|-----------------------------|----------|
| Un. Starlets (New) | Write |
| 15 Un. Pixies (New) | Write |
| 6 Un. Triple Play | \$325.00 |
| 14 Un. Manhattan | 295.00 |
| 2 Un. Singapore (New) | 250.00 |
| 7 Un. Singapore | 185.00 |
| 10 Un. Tropicana | 185.00 |
| 1 Un. Hawaii | 110.00 |
| 3 Un. Nevada | 95.00 |
| 1 Un. Circus | 85.00 |
| 5 Un. Mexico | 75.00 |
| 6 Un. Cabana | 75.00 |
| 6 Un. Havana | 50.00 |
| 7 Un. Tahiti | 50.00 |
| 2 Un. Tropics | 50.00 |
| 1 Ba. Gay Time | 395.00 |
| 3 Ba. Big Time | 375.00 |
| 2 Ba. Gayety | 245.00 |
| 5 Ba. Variety | 270.00 |
| 3 Ba. Surf Club | 160.00 |
| 1 Ba. Hi-Fi | 145.00 |
| 1 Ba. Dude Ranch | 140.00 |
| 6 Ba. Palm Springs | 125.00 |
| 1 Ba. Ice Frolics | 125.00 |
| 1 Ba. Beach Club | 120.00 |
| 5 Ba. Frolics | 115.00 |
| 11 Ba. Beauty | 85.00 |
| 3 Ba. Atlantic City | 60.00 |
| 8 Ba. Palm Beach | 60.00 |
| 1 Ba. Bright Lights | 50.00 |
| 1 Ba. Spotlight | 35.00 |

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| | |
|--------------------|-------|
| Big Time | \$450 |
| Gay Time | 425 |
| Variety | 270 |
| Gayety | 245 |
| Bally Bounty | 90 |
| Ice Frolics | 150 |
| Surf Club | 140 |
| Dude Ranch | 125 |
| Beach Club | 100 |
| Frolics | 90 |
| Yacht Club | 70 |
| Palm Beach | 50 |

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| 9 Col. Keoney—Electric | \$125.00 |
| 8 Col. Electro—Electric | 75.00 |
| 10 Col. Electro—Electric | 140.00 |

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|---------------------------|----------|
| Miami Beach | Write |
| ABC | \$ 25.00 |
| Coney Island | 45.00 |
| Dude Ranch | 135.00 |
| Palm Springs | 150.00 |
| Surf Club | 175.00 |
| Variety | 275.00 |
| Yacht Club | 80.00 |
| Chicago Coin Super Frame | |
| Bowler | 200.00 |
| Genco Sky Gunner | 100.00 |
| AMI Model "A" | 110.00 |
| Rock-Ola 1436 Fireball | |
| 78 RPM | 250.00 |
| 45 RPM | 325.00 |
| Seeburg Model B (Factory | |
| Refinished Cabinet) | 495.00 |

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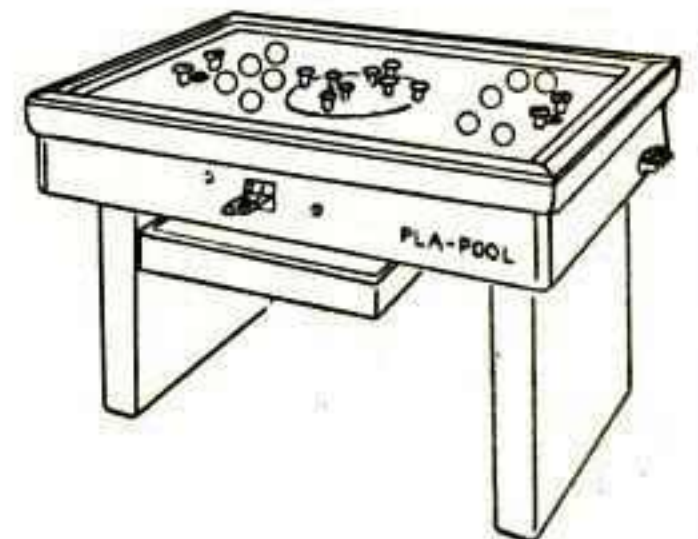
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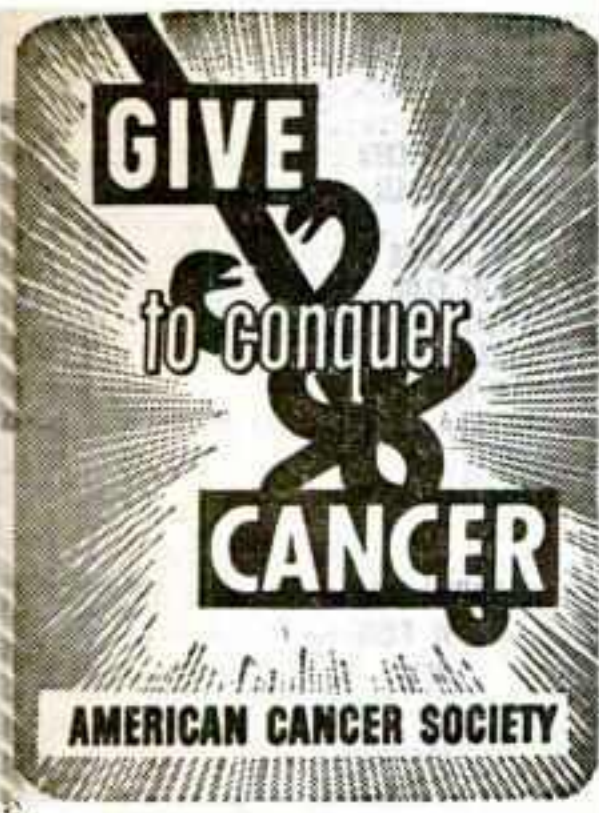
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Williams Ships

Continued from page 64

other balls on the table, if he fails he commits a foul and forfeits a shot to his opponent.

If a ball is shot so that it passes back over the foul line, the player also forfeits a turn. Main target in the game is the "500" hole located behind a single bumper at the center of the table. All balls sunk by a played in one shot are registered on the scoreboard.

Score-Pool is the second automatic-scoring coin pool game to hit the market. Chicago Coin Machine Company introduced its Automatic Pool, with electric scoreboard late in November (The Billboard, December 3).

Macke Names 3 New Officers

WASHINGTON, D. C., Dec. 17. —Selection of three new officers by the G. B. Macke Corporation was announced at the firm's 29th annual dinner at the Mayflower Hotel December 10.

Meyer Gelfand was named vice-president for sales; George H. Duckett, vice-president for operations, and Balfour D. Goldman, formerly assistant secretary, secretary.

Aaron Goldman was renamed president, Harry Gelfand, vice-president, and Hymen Goldman, treasurer.

Twenty-year Macke service pins were presented to Aaron Goldman and George H. Duckett. Forty-six other employees received service pins for 3, 5, 10 and 15-year periods.

MINTHORNE Specials

| | |
|--------------------------|----------|
| AMI MODEL B..... | \$125.00 |
| AMI MODEL C..... | 145.00 |
| ROCK-OLA 1432..... | 150.00 |
| SEEBURG 146 (46)..... | 25.00 |
| SEEBURG 47 (47)..... | 50.00 |
| SEEBURG 147 (47)..... | 70.00 |
| WURLITZER 1100 (48)..... | 90.00 |
| WURLITZER 1400 (50)..... | 195.00 |
| WURLITZER 1800..... | WRITE |

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to all from
INTERNATIONAL SCOTT-CROSSE

And in keeping with the New Year spirit and by way of thanks for your patronage thru the years we offer you these . . .

GREAT SAVINGS

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| | |
|-------------------------|----------|
| Atlantic City | \$ 85.00 |
| Beach Club | 165.00 |
| Beach Beauty, new | Write |
| Beauty | 150.00 |
| Bright Lights | 60.00 |
| Bright Spots | 65.00 |
| Coney Island | 75.00 |
| Dude Ranch | 185.00 |
| Frolics | 125.00 |
| Gayety | 325.00 |
| Hi Fi | 195.00 |
| Ice Frolics | 235.00 |
| Palm Beach | 105.00 |
| Palm Springs | 195.00 |
| Spot Life | 70.00 |
| Surf Club | 215.00 |
| Variety | 325.00 |
| Yacht Club | 115.00 |

SHUFFLE ALLEYS

| | |
|--|----------|
| Bally Jet | \$350.00 |
| Bally ABC, 10¢ chute, new | Write |
| Bally ABC, 10¢/25¢ chute, new | Write |
| Bally Congress, 10¢ chute, new | Write |
| Bally Congress, 10¢/25¢ chute, new | Write |
| Chicago Coin Criss Cross | 235.00 |
| Chicago Coin Feature | 255.00 |
| Chicago Coin Holiday | 365.00 |
| Chicago Coin Flash | 295.00 |
| Keeney Carnival | 85.00 |
| Keeney Domino | 95.00 |
| Keeney Pacemaker | 115.00 |
| Keeney Mainliner | 135.00 |
| Keeney Bonus | 165.00 |
| Keeney Diamond | 185.00 |
| United Super, 6 player | 50.00 |
| United 10th Frame | 65.00 |
| United Star | 65.00 |
| United Cascade | 85.00 |
| United Royal | 150.00 |
| United Deluxe Shuffle | 250.00 |

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| | |
|--|----------|
| Bally Bull's Eye | \$225.00 |
| Exhibit Shooting Gallery .. | 160.00 |
| Exhibit 500 Shooting Gallery | 375.00 |
| Exhibit Sportland Shooting Gallery | 225.00 |
| Genco Rifle Gallery | 195.00 |
| Genco Big Top | 360.00 |
| Genco Sky Rocket | 375.00 |
| Genco Wild West | 395.00 |
| Williams Safari Gun | 350.00 |
| Williams Polar Hunt | 395.00 |
| Seeburg Coon Hunt | 175.00 |
| United Bonus | 340.00 |

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SEE IT AT YOUR DISTRIBUTOR NOW!

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 3 United Deluxe Capitals \$375 Ea.
 3 United Deluxe Clippers 350 Ea.
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Gaytime Amusements
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 Phone: GLendale 1129

**GIVE TO DAMON RUNYON
 CANCER FUND**

• *Continued from page 70*

ings I have been sending out. He really checks his lists and makes sure no one is missed. If the majors were like this, deejays wouldn't have a thing to worry or gripe about. The statement, "If the small labels can afford to send records out, why can't the majors?" is certainly true. Seems the majors cover hundreds of deejays at sta-

tions where pop music is preferred, thus wasting many country records. That's why my lists go out every three months, to help companies know where their releases will get played." . . . Bob Duck, program director at WMLS, Sylacauga, Ala., S.O.S.'s for more records.

Red Jones, of the American Forces Network, Frankfurt, Germany, typewrites: "Really enjoyed reading The Billboard's coverage of the big disk jockey festival in there! Have a question: Why weren't the names of Connie B. Gay, Joe Nixon or Parker Wilson listed among the top 60 c.&w. jockeys in the recent poll? They do a fine job of spinning and promoting. Here at American Forces Network my show is currently pulling mail from Germany, Austria, England, France, Belgium, Holland, Sweden and Norway. Those 150,000 watts are really reaching out. Would appreciate any deejay publication sheets that the promoters or artists are sending out."

SOUTHERN'S BEST BUYS

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- 1400 WURLITZER \$249.50
- 1450 264.50
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- 1600A Write
- 1500 249.50
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 Holiday
 Greetings
 for a
 Very Happy
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 577 Tenth Ave. (at 42nd St.)
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 43 YEARS SERVICE EST. 1912

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Immediate Delivery
 Cue Sticks Ea. \$2.50 | Phenolic Resin Balls, Ea. \$ 2.50
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 Novo-Ply Panels, complete w/ cloth and holes. Ea. 35.00
 Novo-Ply Panels, w/ rubber bumpers and cups. Ea. 42.50
 Tip Clamps Ea. 25c | Chalk Per Gross 3.00

BINGO BUYS

Bally
 Atlantic City \$ 50
 Bright Spot 85
 Frolics 100
 Beauty 118

Exclusive Chicago Distributor for the BEST in POOL GAMES!

CUE-STAR by FISCHER -- \$209

BRAND NEW COIN POOL Marked for Play from 3 or 4 Sides!
IMMEDIATE DELIVERY!



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WRITE FOR POOL GAME SUPPLIES

| SHUFFLE GAMES | | GUNS | | BINGOS | |
|------------------------|-------------------------|-------------------------|----------------------|------------------------|----------------------|
| Un. Mars \$345 | Keeney Diamond .. \$195 | Keeney Sportsman \$245 | Nevada \$175 | Beach Club 135 | Spot Light 50 |
| Un. Mercury 285 | Keeney American. 295 | Keeney Ranger 345 | Beach Club 135 | Surf Club 175 | Dude Ranch 140 |
| Un. Leader 195 | Keeney Domino 105 | Genco Rifle Gallery 200 | Yacht Club 75 | Beauty 125 | Frolics 100 |
| Un. Team 205 | Keeney Century 265 | | Palm Beach 60 | Atlantic City 80 | Hi-Fi 165 |
| Un. Imperial 185 | Keeney Carnival 95 | | | | |
| Un. League 195 | Keeney 10 Player 75 | | | | |
| Un. Chief 195 | Keeney 6 Player 65 | | | | |
| Un. Royal 170 | C.C. Advance 175 | | | | |
| Un. Olympic 95 | C.C. Triple Score 100 | | | | |
| Un. Classic 105 | C.C. Double Score 80 | | | | |
| Un. Deluxe 65 | | | | | |
| Un. Cascade 85 | | | | | |
| Un. Targette 250 | | | | | |
| Un. Comet 295 | | | | | |
| Genco Match Pool 105 | | | | | |
| Genco Shuffle Pool 75 | | | | | |



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- Optional lighting accessory.
- Colorful bumper protectors.
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- Inlaid rail markers.

GENUINE BRUNSWICK-BALKE-COLLENDER ACCESSORIES

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NOW!

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 1140-50 N. KOSTNER AVE.
 CHICAGO 51, ILLINOIS

1927-1956
 29 Years of Leadership!

COINMEN YOU KNOW

• Continued from page 67

two parties, one for adults and one for children. but in the last two years moppets seemed to get all the play. Marshall Caras reports that this Christmas marks the highest business in Trimount history with the new Seeburg V-200 helping to expand volume and speed 10-cent conversion.

Si Redd, of Redd Distributors (Wurlitzer), off for Los Angeles for a distributors' meeting. Plans to stop over in Chicago, St. Louis and Kansas City. . . . Bob Jones has replaced Ray Kennedy, who retired last month from Redd's. Bob reports business good with Bally's Miami Beach Beauty, orders running ahead of deliveries. Redd's comptroller, Joe Maggioni, has returned from a trip to Texas. . . . Operator Leonard Riley, of Burlington, Vt., and his wife were in a serious automobile accident and are recuperating in the Burlington Hospital.

Among operators in the Hub this week for pre-Christmas buying were Al Yorke, of Brockton; Martin Ferraro, of New Bedford; Pete Slepchuk, of Springfield; Mrs. Eva Thurston, of Fall River; John Perry, of Stoughton; Ralph Ridgeway, of Springfield; Henry Brooks, of Dover, N. H., and Dee Halli, of Berlin, N. H.

Denver

By BOB LATIMER

PREPS CHRISTMAS EXHIBIT. Gano Senter, Mills distributor here, is making plans for 3,000 guests expected to tour the Senter home soon. Each year Senter displays a huge Christmas tree loaded with \$10,000 worth of costly imported ornaments and a nativity scene set up in the basement of his home. . . . O. P. Lambreath, Denver game operator, has purchased 25 scales which will be installed along with his amusement games thruout the Colorado capitol. Scales were purchased from W. R. Storey. . . . Valley Vendors, Inc., Phoenix, Ariz., has expanded its operations with new cigarette venders and new fixtures for speeding up warehouse operations. Art Kaufman, president, expects to build an extension on the firm's headquarters. "Expansion has taken place in both the candy and cigarette fields," Kaufman reports.

Los Angeles

By JOEL FRIEDMAN

OP RETURNS TO COIN BUSINESS. George Warner, a veteran operator, is returning to the field after a year in a different business. . . . Lucille and Paul Laymon, of Paul Laymon, Inc., are going all out at their Huntington Palisades home this year on Christmas decorations. The entire garden is being spruced up Christmas-like.

William R. Happel Jr., of Badger Sales Company, is looking forward to spending the New Year's weekend in Las Vegas. However, he is having some difficulty getting plane reservations. . . . Major Mohr, of Redondo Beach, was in town for his Christmas shopping. . . . Dannie Jackson, a well-known coin operator, is commuting between his home in North Hollywood and San Luis Obispo, where he has some business property and an operation. . . . Lawrence Raya, music machine operator of Colton, in town on a business shopping tour. . . . Mrs. Lela Smith, of Barstow, was buying equipment and parts to tide her route there over during the holidays. . . . Louis Noreiga, who also has a flower shop in Mexicala where he operates, made a quick visit to coin row to pick up needed equipment.

Sam Brown, a CMAA member, dropped into the association's headquarters this week for a friendly chat with the local representative, Ben Chemers. . . . Veteran operators Ernest and Irma Bryant are retiring from the music field and have sold their route to Merle Holmes, of Valley Vendors in Glendale. Mrs. Bryant, because of the sale, resigned her post as secretary of the California Music Merchants' Association here. Walter Hemple, the group's president, reluctantly accepted the resignation. A new secretary has not yet been appointed.

EXCLUSIVE WURLITZER DISTRIBUTORS FOR SO. GEORGIA, FLORIDA AND CUBA

BUSH DISTRIBUTING CO.
286 N.W. 29TH ST.
MIAMI 37, FLA.

OFFICES JACKSONVILLE, FLA. MIAMI, FLA. HAVANA, CUBA

Christmas 1955

To Our Friends:

Bright as sparkling sunlight, the Holiday Spirit lights new friendships and rekindles old ones year after year. At this one season we pause to remember our friends...and to tell them that we are thinking of them.

The business you have given us is sincerely appreciated, and we hope you are pleased with the way we have served you. We want you to think of us, not only at the Holiday Season but all through the year, as a friendly firm.

And may your Christmas be happy—with 1956 full of good health and happiness in everything you do.

Sincerely,
BUSH DISTRIBUTING CO.

REPRESENTING THE LEADING MANUFACTURERS OF COIN OPERATED EQUIPMENT FOR 25 YEARS. NOW SERVING SOUTHEASTERN UNITED STATES AND LATIN AMERICA.



Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

The big difference in POOL TABLES IS Williams QUALITY

LITE IS OPTIONAL EQUIPMENT

A REAL SPACE-SAVER WITH FRONT PLAY!

Williams SCORE-POOL

TOTALS SCORES AUTOMATICALLY ON LITE BOX

- Transfer Scoring from one player to another
- Lively Rails
- Accurate Scoring

2 DIMES PER GAME

PLEXIGLASS TO ELIMINATE REPLACEMENT!

Fool-Proof Anti-Cheat Ball Release Mechanism

LITE IS OPTIONAL EQUIPMENT

Williams DE LUXE BANK POOL

TWO SETS OF RULES FOR 3 OR 4 SIDED PLAY

- Perfect Bank Shots
- New Free-Swinging HINGED TOP
- Extra Cue Hooks
- 2 Coin Operation
- Fool-Proof Mechanism
- Red Diamonds on Siderails

SIZE 52" L. x 36" W. x 32" H.

YOURS FOR MORE PROFITS!

Yes! **3 POOL TABLES** FOR EVERY TYPE LOCATION!

Williams DELUXE SENIOR BANK POOL

18 inches longer than the Deluxe Model —same width as Deluxe Model.

OPERATE Williams ROYAL CROWN FAST SCORE BUILD-UP!

OPERATE Williams CIRCUS WAGON LUXURY 2 PLAYER 5 BALL

OPERATE Williams JOLLY JOKER HIGHEST EARNINGS! LOWEST PRICE!

SEE YOUR Williams DISTRIBUTOR TODAY FOR EVERY TYPE OF LOCATION EQUIPMENT.

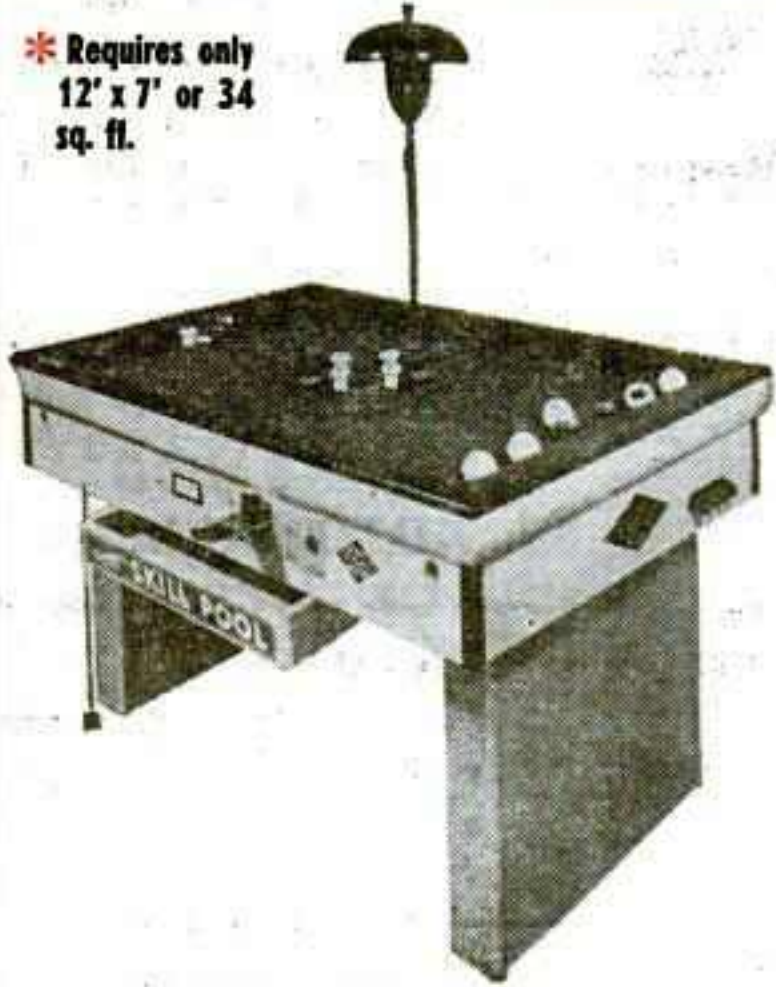


CREATORS OF DEPENDABLE PLAY APPEAL 4242 W. FILLMORE ST. CHICAGO 24, ILL.

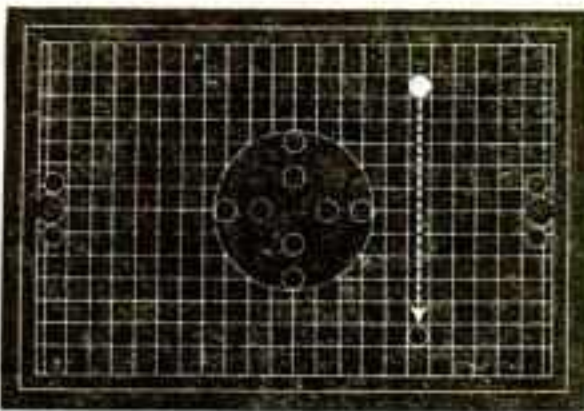
11 reasons why EXHIBIT'S SKILL POOL DELUXE IS BREAKING PROFIT RECORDS EVERYWHERE

IF IT'S NOT AN "EXHIBIT" FEATURE IT JUST HASN'T BEEN DESIGNED YET!

* Requires only 12' x 7' or 34 sq. ft.



2 LIGHTING FIXTURE
New, out-of-the-way LIGHTING FIXTURE does not interfere with play!



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.

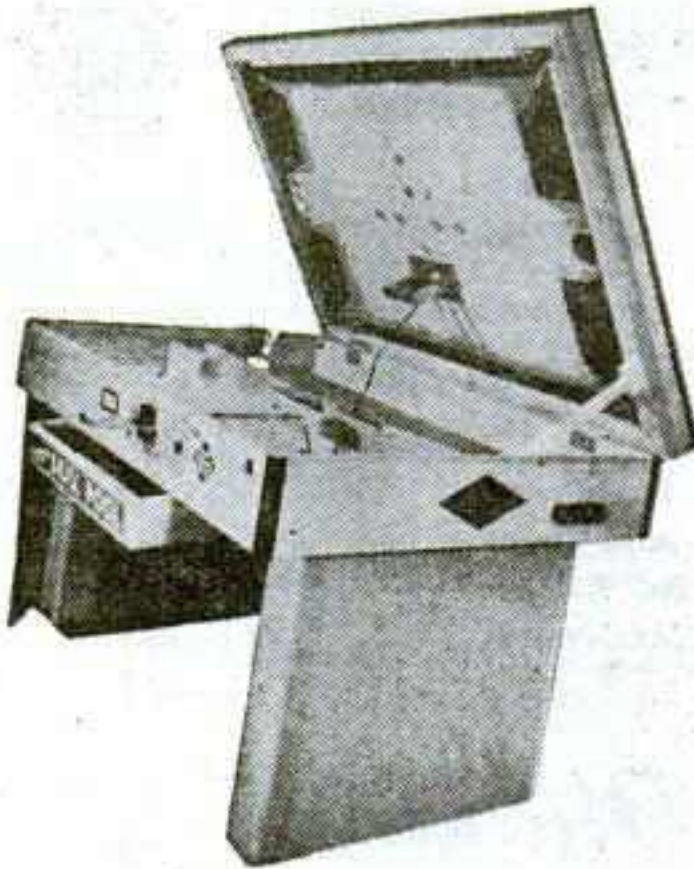


- 6 NEW**—"STA-KLEEN" CHEAT PROOF, SILENT BALL RUNS!
- 7 NEW**—LARGER "10 BALLS GUARANTEED EVERY TIME" BALL TROUGH!
- 8 NEW**—OPERATOR SERVICE CARD FRAME—built in! Always handy. Never out of place!
- 9 NEW**—DECORATED CABINET—The best looking in the business!
- 10 NEW**—CIGARETTE HOLDERS ON THE TABLE—protects rails and playing field!
- 11 NEW**—EXCLUSIVE PLASTIC BUMPER PROTECTORS—colorful, attractive.

Separate Instruction Sheets for Regular Play and 3-Sided Play!



1 3 PLAYFIELD LEVELS
Sunk into the playfield for fast, reliable, easiest leveling of table. Insures that playfield is level for true play!



3 HINGED TOP
For easy, speedy servicing! Lifts right up without effort.

Give TO CONQUER Cancer

AMERICAN CANCER SOCIETY

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. 2814 MAIN DALLAS, TEXAS

SAVE MORE MONEY—MAKE MORE MONEY
Subscribe to The Billboard TODAY!

We wish to take this opportunity to express to our many friends and customers in the Coin Machine Industry our season's greetings and best wishes for a happy and prosperous New Year!

EXHIBIT SUPPLY COMPANY

Double your Profits with Double-U-Sales

THOROUGHLY RECONDITIONED BINGO GAMES

AMERICA'S BEST BUYS

- HAVANA \$ 95.00
- MANHATTAN 349.50
- PALM SPRINGS 129.50
- TRIPLE PLAYS 439.50

1/3 deposit with order—balance C.O.D. or sight draft your bank. Immediate delivery.

- UNITED: Starlet—Top Notch—Regulation—Super Bonus—Club Pool
- WILLIAMS: Circus Wagon—Jolly Joker—Deluxe Bank Pool (regular and senior)—Score Pool

Double-U-Sales Corp.

1101 CATHEDRAL STREET Baltimore 1, Md.
Telephones: SARatoga 7-4770

BALLY

Exclusive Distributor For

ROCK-OLA

SHUFFLE ALLEYS

| | |
|-------------------------------------|----------|
| Bally Gold Medal | Write |
| Bally Jumbo | Write |
| Bally King Pin | Write |
| Bally Congress | Write |
| Chi. Coin Blinker | Write |
| Chi. Coin Bonus Score | Write |
| Bally Jet Bowler | \$350.00 |
| Bally Magic Bowler | 400.00 |
| Bally Champion | 275.00 |
| Chi. Coin Starlite | 225.00 |
| Keeney Century | 250.00 |
| Keeney Pacemaker | 100.00 |
| Keeney Bonus | 150.00 |
| United Rainbow | 225.00 |
| United Cascade | 85.00 |
| United Clover | 75.00 |
| United 6 Play Star | 65.00 |
| Un. Deluxe Comet Targette | 275.00 |

WHILE THEY LAST—LIKE NEW

5 Chi Coin Criss Cross Target . . \$175.00

MUSIC

| | |
|--|----------|
| Rock-Ola 1448 Hi-Fi, 120 Select. Write | |
| Rock-Ola 1446 Hi-Fi, 120 Select. | \$725.00 |
| Rock-Ola 1438 Comet, 120 Select. | 499.50 |
| Rock-Ola 1428 Magi-Glo | 49.50 |

ARCADE

| | |
|--|----------|
| Now Delivering Bally Pin Pool | Write |
| Bally Bull's-Eye Kiddy Gun | Write |
| Chi. Coin Deluxe Bull's-Eye Baseball | \$299.50 |
| Bally Hot Rod | Write |
| Exhibit Sportland (Moving Target) | 199.50 |
| Keeney Sportsmen (Moving Target) | 199.50 |
| Genco Quarterback | Write |
| Genco Champion Baseball | Write |
| Genco Tournament Pool | Write |
| 4 Bally Space Ships (extra clean) | 325.00 |
| 2 Bally Speed Boats (extra clean) | 325.00 |

PINBALLS

| | |
|------------------------------|----------|
| Miami Beach | Write |
| Bally Beauty | Write |
| Gaytime | \$445.00 |
| Gayety | 345.00 |
| Palm Springs | 175.00 |
| Beach Club | 125.00 |
| Yacht Club | 95.00 |
| Hi-Fi | 175.00 |
| Atlantic City | 75.00 |
| Surf Clubs | 195.00 |
| Ice Frolic | 175.00 |
| United Triple Play | 325.00 |
| Beauty | 125.00 |
| Bright Lights | 75.00 |
| Coney Island | 85.00 |
| Dude Ranch | 175.00 |
| United Manhattan | 295.00 |



Distributing, Inc.
450 Massachusetts Ave.
Indianapolis, Indiana
MEIrose 4-8468

EXHIBIT SUPPLY COMPANY

Established 1901

4218 W. LAKE ST. CHICAGO

PHONE: VA 6-3100

Panoram Operators
FILMS FOR PANORAM
 Highest quality prints—good projection contrast. We distribute ONLY CLEAN films. Drop us a card or letter for further information.
PANORAMA-PIX
 Box 4244 Panorama City, Calif.

Exclusive Distributors for
 AMI-Chicago Coin-Exhibit-Genco-Gottlieb-Keeney-Williams

BALLY

| | |
|---------------|----------|
| Atlantic City | \$ 50.00 |
| Stop Life | 50.00 |
| Varieties | 395.00 |
| Yacht Club | 75.00 |

GENCO

| | |
|-------------------|----------|
| Basketball, 2 Pl. | \$185.00 |
| Champion Baseball | 350.00 |
| Invader | 119.50 |
| Quarterbacks | Write |

ARCADE EQUIPMENT

| | |
|---------------------|----------|
| Big Top | \$375.00 |
| Genco Rifle Gallery | 200.00 |
| Shoot the Bear | 85.00 |

UNITED

| | |
|-------|----------|
| Stars | \$ 50.00 |
|-------|----------|

WILLIAMS

| | |
|------------------|----------|
| Army & Navy | \$ 65.00 |
| Colors | 179.50 |
| Dealer | 110.00 |
| Disk Jockey | 74.50 |
| Fairway | 74.50 |
| Grand Champion | 89.50 |
| Gun Club | 80.00 |
| Hayburner | 49.50 |
| Lazy Q | 99.50 |
| Lv Lv | 215.00 |
| Nine Sisters | 119.50 |
| Screamo | 125.00 |
| Peter Pan | 225.00 |
| Cue Tee | 175.00 |
| Thunderbird | 149.50 |
| Times Square | 79.50 |
| Wonderland | 209.50 |
| Sweet Add-a-Line | \$235.00 |

Indianapolis
 • Continued from page 52
 than 5,000 venders in the Indianapolis area. However, many of the firms use the Coca-Cola machine to build traffic, or as a service for

employees, a company spokesman stated, and have indicated they will not hike the price.
 The increase boosts the case price from 80 to 96 cents, and cuts the profit from 40 to 26 cents per case.
 There is also speculation that the prices in certain areas will be raised to 10 cents a bottle.
 James S. Yuncker, president of the local company, stated the firm was compelled by the mounting costs of labor, materials and maintenance to increase the cost.

GOTTLIEB

| | |
|-----------------|----------|
| Guys & Dolls | \$ 99.50 |
| Hawaiian Beauty | 149.50 |
| Jockey Club | 135.00 |
| Globe Trotters | 59.50 |
| Poker Face | 119.50 |
| Stage Coach | 185.00 |

SHUFFLE GAMES

| | |
|----------------------------|----------|
| C. C. Advance Bowler | \$140.00 |
| Bonus Score Bowler | 425.00 |
| Bonus Bowler | 395.00 |
| Keeney Carnival Bowler | 65.00 |
| C. C. Criss Cross Bowler | 175.00 |
| Criss Cross Target Regular | 175.00 |
| C. C. Crown Bowler | 75.00 |
| Flash Bowler | 275.00 |
| Gold Cup Bowler | 75.00 |
| Holiday Match Bowler | 350.00 |
| League Bowler | 140.00 |
| United Lightning | 310.00 |
| Mars | 275.00 |
| Name Bowler | 40.00 |
| Speedie | 250.00 |
| Super Frame Bowler | 195.00 |
| Triple Score Bowler | 75.00 |
| Triple Strike Bowler | 395.00 |
| Thunderbolt | 350.00 |
| Venus Bowler | 325.00 |

WANTED
 4-PLAYER GENCO SKEE BALLS
 CASH WAITING

FINEST RECONDITIONED EQUIPMENT

READY FOR LOCATION

| | |
|-----------------------------------|----------|
| Gayety | \$300.00 |
| Surf Club | 175.00 |
| Hi-Fi | 150.00 |
| Dude Ranch | 140.00 |
| Palm Beach | 70.00 |
| Variety | 275.00 |
| Palm Springs | 175.00 |
| Beach Club | 110.00 |
| Atlantic City | 75.00 |
| Yacht Club | 70.00 |
| C. C. Starlife Bowler | 175.00 |
| United Clover Shuffle Alley | 65.00 |
| C. C. Gold Cup Bowler, large pins | 85.00 |

Marmar
 DISTRIBUTING COMPANY
 1519 Central Parkway, Cincinnati 14, O.
 Phone Dunbar 1-5152

MILLER-NEWMARK Distributing Co.
 5743 W. Grand River Ave. Detroit 8, Michigan TYler 8-2230
 42 Fairbanks St., N.W. Grand Rapids, Mich. Phone: 9-8632

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

NEW MODEL!
NICKEL DISPENSERS
 READY NOW FOR
IMMEDIATE DELIVERY

- ★ Single 5c Tube holds 200 nickels with feather touch operation.
- ★ All die-cast parts in mechanism.
- ★ Chrome-Plated mechanism.
- ★ Detachable units (1c, 5c, 10c, 25c) as many tubes as you want (1, 2, 3, 4, 5-hole bases).
- ★ All "wearing" parts of old model eliminated.
- ★ Single 10c Tube with base attached available in quantity.
- ★ Guaranteed accurate.
- ★ Wall or Counter mount.

Patented Patents Pending

DUNIS DISTRIBUTING CO.
 100 Elliott Ave. W., Seattle 99, Wash., Ph.: Alder 0414
 (Inquiries Accepted Now For Local Distributors)

Exclusive Factory Representative
 For Kwik-Koin Dispensers (Manufactured by McPherson Manufacturing Co.) Tacoma, Washington

ONLY THE BILLBOARD—
 among over-all entertainment weeklies—is a member of the
AUDIT BUREAU OF CIRCULATIONS.

Capture AND HOLD THE CHOICE LOCATIONS!!!

Keeney's
JUMBO DELUXE
 (18 inches longer)
FASCINATION
POOL
is the answer!

FEATURES
 3 or 4 sided play
 Perfect operating Ball Release can't be cheated
 Perfectly squared to entice the professionals

LITE IS OPTIONAL EQUIPMENT

Keeney's Original HINGED TOP!

J. H. *Keeney* & CO., INC.
 2600 WEST FIFTIETH STREET • CHICAGO 32, ILLINOIS

REGULAR SIZE 52" L x 36" W. x 32" H.

YOUR KEENEY DISTRIBUTOR HAS THEM!

Mahogany Grained Moulding—Cork Finish Body and Legs

- Green, rubber-backed felt
- Simple coin mechanism
- Levels on 2 Side Rails
- Leg Levelers
- White Diamonds on Side Rails

FOR SALE—LOOK AT THESE PRICES

| | | | | | |
|-------------|----------|--------------|----------|-------------------|----------|
| Miami Beach | Write | Palm Springs | \$125.00 | Rio | \$ 65.00 |
| Big Time | \$375.00 | Beach Club | 125.00 | Twin Bill | 175.00 |
| Variety | 265.00 | Frolics | 85.00 | Daisy Mae | 165.00 |
| Gayety | 260.00 | Yacht Club | 65.00 | Daffy Derby | 120.00 |
| Gay Time | 365.00 | Spot Lite | 45.00 | Chi Coin Home Run | 135.00 |
| Surf Club | 145.00 | Manhattan | 245.00 | Seeburg Shoot the | |
| Hi Fi | 140.00 | Havana | 65.00 | Bear | 100.00 |
| Ice Frolics | 135.00 | | | | |

All games sold on a guarantee basis. One-third deposit
PHONE OR WIRE—PROMPT DELIVERY

CROWN NOVELTY CO., Inc.

920 Howard Avenue, New Orleans, La. Phone Canal 7137
Nick Carbajal, Gen. Manager

Exports

Continued from page 52

with a \$188,622 mark, nearly twice the volume of Belgium, the No. 2 juke market. Canada ranked next in the juke box field with \$89,340.

Canada led in amusement game imports during September, hitting \$61,462, well ahead of British Malaya, another steady game market, hitting \$22,231. Other ranking game markets during the month were the Netherlands, \$16,545; Belgium, \$11,855, and West Germany, \$10,256.

Canada, as usual, monopolized the vending machine markets with a big \$71,509 import mark, no other countries hitting impressive volumes in this field. Canada's vending machine volume during September nearly equaled the total vending machines imported by all countries during the same month of 1954.

While dollar volume fell below the level of September, 1954, it was realized on only 3,811 machines shipped, compared to 7,856 units shipped during the same month last year. This indicates that shipments were generally of a

higher quality than the previous year.

Average price of juke boxes exported during September was \$515. Games averaged \$177, venders \$91. This compares with September, 1954, figures of \$574, \$102, and \$24 for juke, games and venders respectively.

Panoram Operators!

FOR SALE

We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.

Phil Gould

283 Market St. Newark 5, N. J. Market 2-4275

Joe Ash says . . .

When you compare quality with price, Active is never undersold!

EXCLUSIVE DISTRIBUTORS

FOR WURLITZER & D.

GOTTLIEB & CO. in S. Jersey, Del. and E. Pennsylvania.



Joe Ash says . . .

Los compradores en el extranjero encontraran estos aparatos libres de contratiempos a los mas bajos precios de aqui.

Exportamos juegos de bolos (pin games) y veloneras (music machines) nuevas o reconstruidas listas para operacion

ACTIVE

AMUSEMENT MACHINES CO.

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

666 N. Broad St. Phila. 30
FRemont 7-4495
Write or wire for prices

GIVE TO DAMON RUNYON CANCER FUND

Merry Christmas

To Our Many Friends, Everywhere

From the entire Atlas Music staff

ATLAS MUSIC COMPANY

A Quarter Century of Service.
2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

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

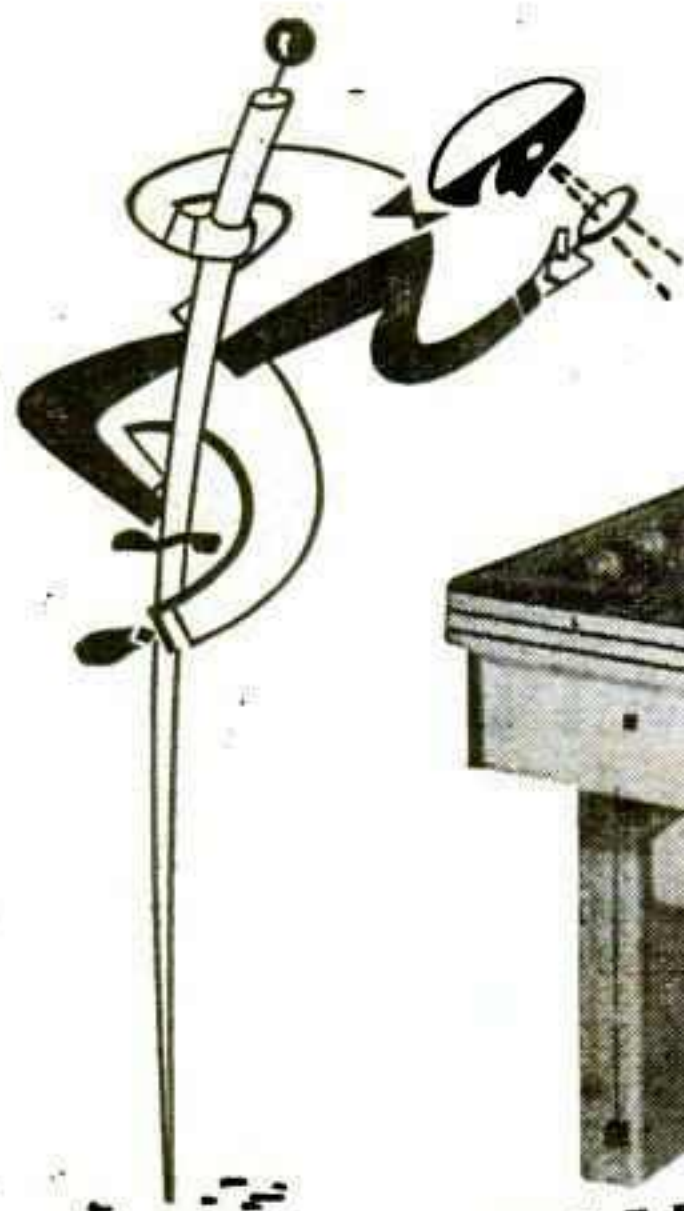
We take pleasure in extending the Season's Greetings to all of our friends, the Genco Distributors and Operators who have helped us make 1955 the best in our 28-year history.

Avron Gensburg
Ralph Sheffield

Genco Manufacturing & Sales Company

Hey, Joe! Didja ever LOOK INSIDE

the amazing GENCO 3 or 4-sided play TOURNAMENT POOL GAME?



P-L-U-S!

PLAYFIELD LINED IN SQUARES FOR 3-SIDED PLAY

ONLY GENCO Pool Games have these CABINET CONSTRUCTION FEATURES

GENCO has EXTRA-STRONG HINGED TOP FRAME OVERLAP. Eliminates theft by prying open and strengthens both frame and cabinet.

GENCO has Extra Strong LOCK-CORNER CONSTRUCTION. Gives greatest gluing surface area. The only corner construction approved on government contracts.

GENCO has Heavy, Durable 1/2" PLYWOOD BOTTOM . . . for greater cabinet and leg strength. Twice as thick as ordinary cabinets.

GENCO has Hinged Top With SAFETY CHAIN and TOP SUPPORT ARM

Tell your Distributor YOU want to see Genco's "insides," too

In Production and Delivering "SUPER BIG TOP"

GENCO MFG. & SALES CO.

 2621 N. Ashland Avenue Chicago 14, Illinois

**Taking
the
Country
by *STORM!***

chicago coin's

AUTOMATIC POOL

**Featuring... Automatic
Back Rack Scoring!**

It's The **FIRST** Automatic Pool
Game In The Industry!

FAST Appealing Play!

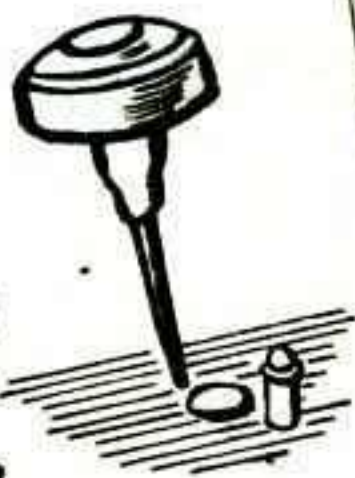
New Livelier Rebound Rails!

Accurate Fool-Proof Scoring!

New Ingenious Player Score
Transfer Devise! (Accurate
Transfer Scoring From One
Player To Another.)

Easy Servicing . . . Hinged
Playfield!

Don't Forget...
For Increased Play and Profits
Light Up With This Specially
Designed Table Light Available
At Slight Additional Cost.



**AUTOMATIC POOL
Will Break All
Profit-Making Records!**

1725 West Diversey Blvd., Chicago 14, Ill.

**chicago
coin
MACHINE COMPANY**



3' x 5'
Requires Only
21 Sq. Feet of
Space

**Most Talked About . .
Profit Making
BOWLING GAMES
of the Year!**

BOWLING TEAM

With Automatic Tally Sheets
2 Teams With Up to 10 Players
On Each Team Can Play!
Available in MATCH Model or
ALL STAR TEAM Bowler

BLINKER

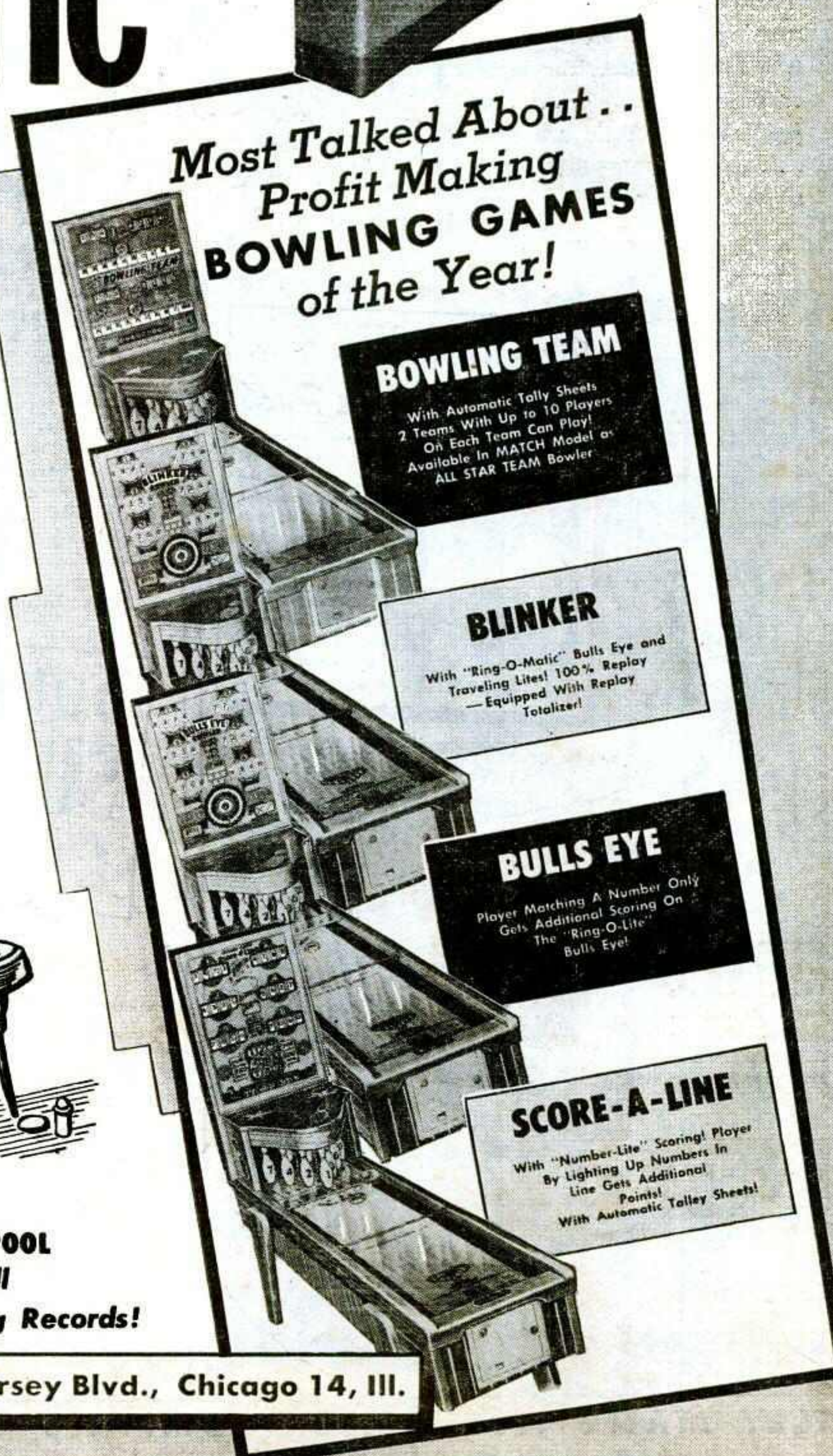
With "Ring-O-Matic" Bulls Eye and
Traveling Lites! 100% Replay
— Equipped With Replay
Totalizer!

BULLS EYE

Player Matching A Number Only
Gets Additional Scoring On
The "Ring-O-Lite"
Bulls Eye!

SCORE-A-LINE

With "Number-Lite" Scoring! Player
By Lighting Up Numbers In
Line Gets Additional
Points!
With Automatic Tally Sheets!



Bally BIG bowlers earn BIG money

POPULAR OFFICIAL BOWLING SCORES

BOWLER earnings climb to a new sensational high... as 20,000,000 bowlers and their millions of non-bowling friends... discover the fun and fellowship... and the sporting satisfaction of shuffle-bowling by OFFICIAL BOWLING RULES. For biggest group-play... and continuous repeat-play... resulting in bigger bowler profits... get Bally ABC-BOWLER on location now... or CONGRESS-BOWLER for added attraction of match-score features.



New KING-SIZE Pins
New OVER-SIZE Puck

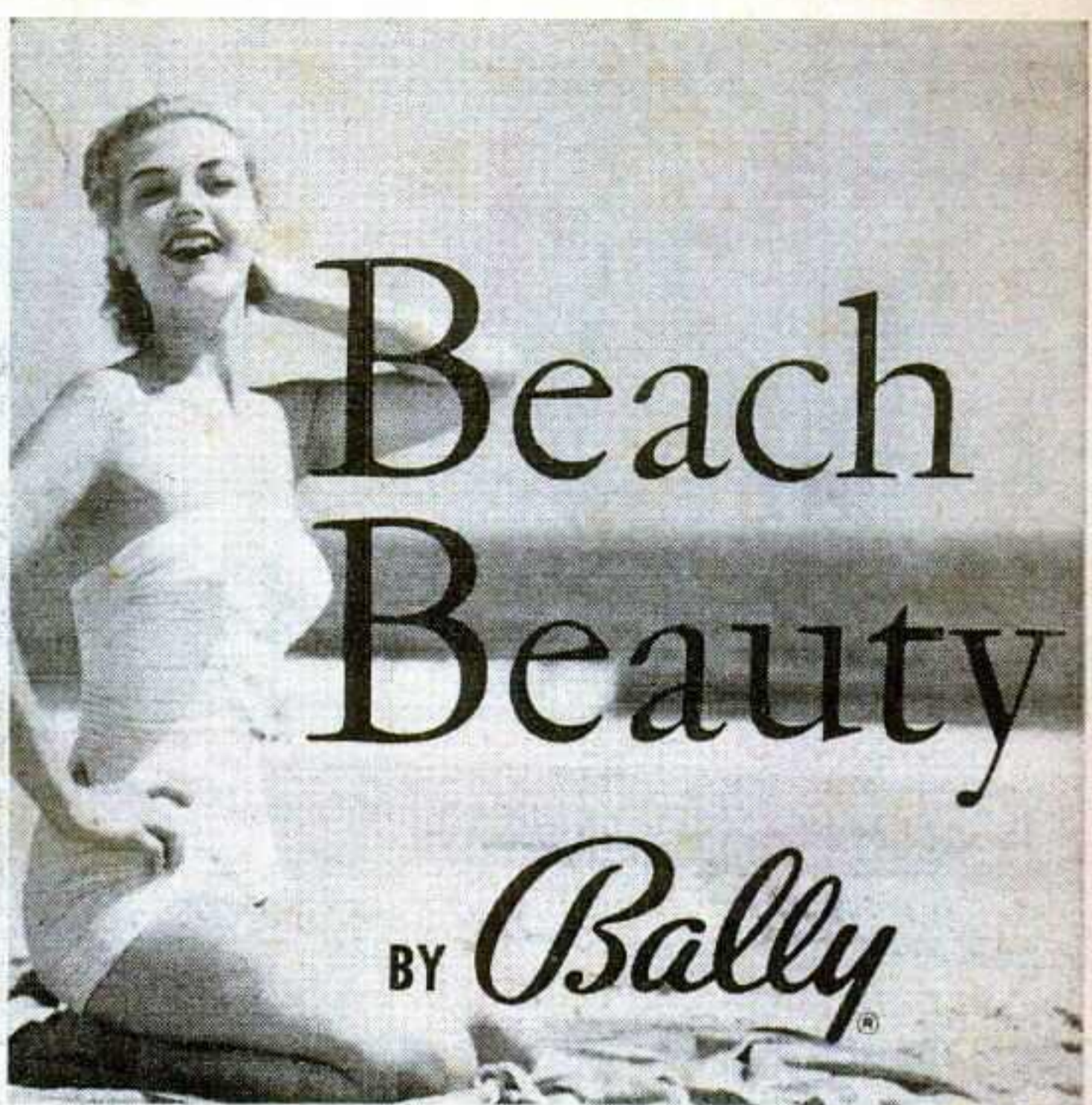
New king-size pins, nearly a foot high and almost as big as official bowling alley pins, increase play-appeal of all Ballybowlers. Compare new giant pin (left) with old-fashioned pin (right). Matching the new big pin is the new Bally over-size puck with a hefty, husky feel that adds to thrills of skill-shooting. New over-size puck is larger puck on each playfield below. Compare size with smaller old-fashioned pucks.

CONGRESS-BOWLER and ABC-BOWLER play 10 frames... are available in dime play or one play for a dime, 3 plays for a quarter... require only 8½ ft. by 25 in. floor space.

ABC bowler

WITH MATCH-SCORE FEATURES

Congress bowler



Beach Beauty

BY *Bally*

gets big play with sensational new WILD POCKETS

Now the old-favorite money-making Select-A-Spot feature is not limited to 4 or 5 numbers. Each and every number on the Card and Super-Cards of the brilliant BEACH BEAUTY backglass may be a selectable-spot number... because ball in Wild Pocket lights up any number player desires to light. Players are enthusiastic about the new cover-the-cards spotting idea... and their enthusiasm is showing up in packed-full cash-boxes. Get your share... get Bally BEACH BEAUTY NOW.



**DOUBLE
SUPER
CARDS**

**CORNERS
SCORE
300**

**ADVANCING
SCORES
EXTRA
BALLS**

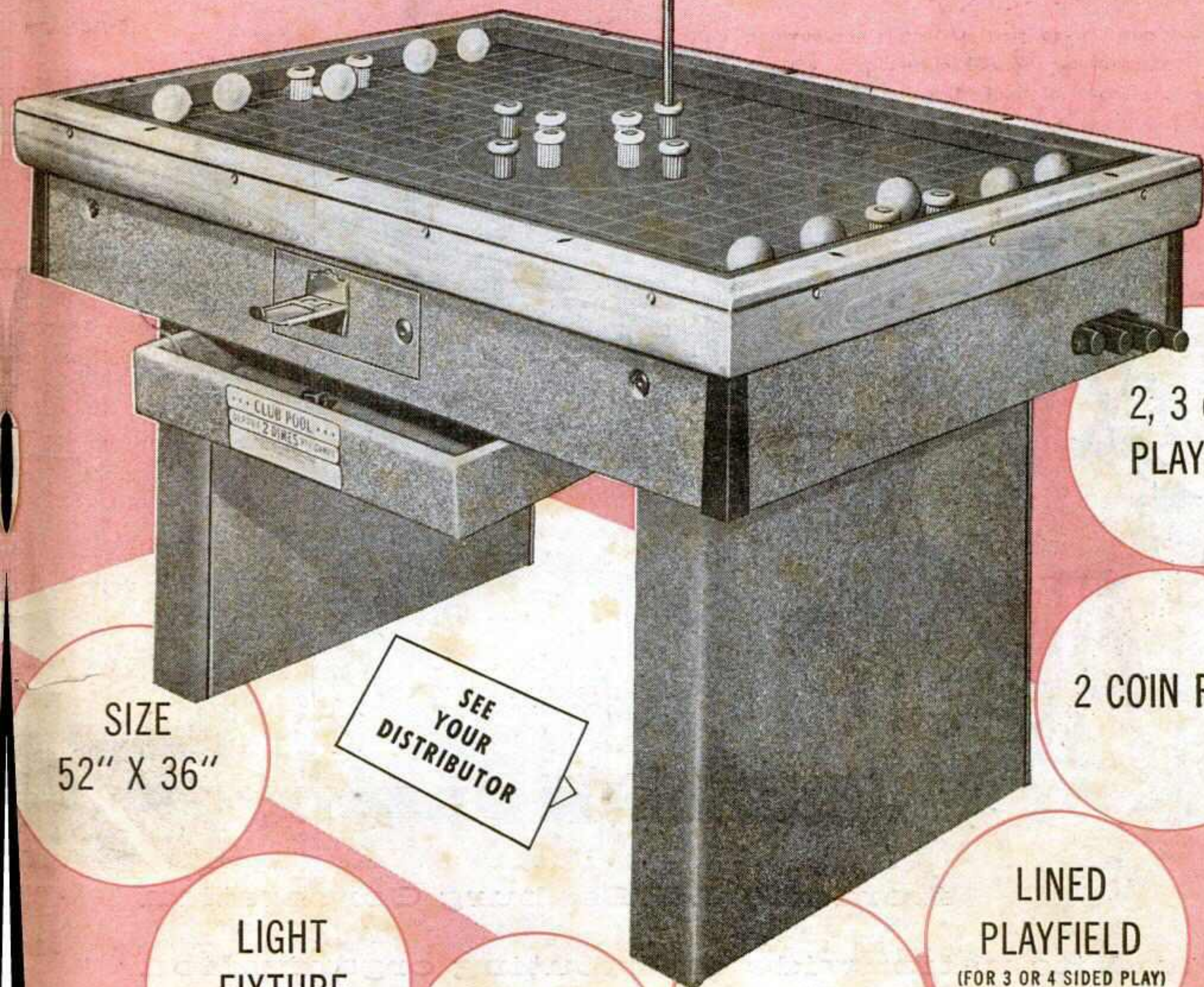
UNITED'S

CLUB POOL

Fascinating Skill Game

Operates Everywhere!

TREMENDOUS APPEAL!
TREMENDOUS EARNINGS!



2, 3 or 4
PLAYERS

2 COIN PLAY

LINED
PLAYFIELD
(FOR 3 OR 4 SIDED PLAY)

HINGED TOP

BUILT-IN
CUE RACK

LIGHT
FIXTURE
(OPTIONAL)

SIZE
52" X 36"

SEE
YOUR
DISTRIBUTOR

NOW AT YOUR DISTRIBUTOR

- **REGULATION** Shuffle-Alley
- **TOP-NOTCH** Shuffle Alley
- **STARLET** In-Line-Game



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

UNITED
OPERATORS
ARE
SUCCESSFUL
OPERATORS

JUMBO CLUB POOL also available with all the features of Club Pool. Size: 70" x 36"



SEASON'S GREETINGS

from the J. P. Seeburg Corporation
and its nationwide distributing organization

America's finest and most complete music systems

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois