Arcades Say, Don’t Stand, Do Somethin’

Operators All Out to Meet Public Desire
For Hand or Foot-Manipulated Devices

By KEN KNAPF

CHICAGO, Nov. 12—U. S. Fair
seers, well supplied with the pleasures of the country’s top spec-
tator sport—watching television—are going overload for participa-
tion sport when they step into a Penny Arcade.

The men who run Arcades year
round, having taken note of the new loves developed by patrons during the past few years, can now walk into Arcades located in amusement parks and resort areas, get into their cars and drive at the participation-type coin-operated amusement machines as they lay their hands on.

A Labour of Love

It is apparent that Arcade operators will be turning the clock back a few days when Arcades bristled with punching bags, truth
mills, and Chemistry machines.

With an old-fashioned patron wanting something in addition to slitting a card down the shuffeboard, reading a card from a fortune-telling machine, or setting up for an electric shock treatment—amusement machines are as popular as ever with ac-
cade customers.

An Arcade is the golden age of the midway.

In the boom towns of the twenties, patrons wanted something in addition to slitting a card down the shuffleboard, reading a card from a fortune-telling machine, or setting up for an electric shock treatment—amusement machines are as popular as ever with ac-
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The Trigger, Swivels

A spot check of Arcade oper-
ators around the country this week shows that the coin-operated amusement machines are especially
herent are those that the patrons can manipulate with hands and feet, the Trigger and the Swivel.

The Trigger and the Swivel device manufacturer are aware of this trend and are meeting it with a variety of properly engineered machines that facilitate playing the game.

Heading the list of devices that test the player’s ability to drive a ball, the Trigger is a pinball game of a dozen and five-a-fire.

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**NEW YORK, Nov. 12.—CBS employed a $72,000 national advertising campaign to promote its TV series "Stanzas" this week, taking the program to 87% of the TV audience. The 20-minute drama series, produced by Jack Martin, ran for the entire week on the major networks and featured.**

CBS, however, could not make a go of the series: the network dropped it after eight weeks.

The series was canceled after糟糕的收视率, but it managed to win a devoted following. The episode that aired on November 12, "Beyond the Stars," was the lowest-rated of the season. The program was produced by Studio One and directed by George Cukor. It starred Jeanne Crain and Richard Widmark.

Despite the cancellation, the show was well-received by critics, who praised the acting and the writing. The production values were also praised, with some critics noting that the show had a "classic" feel.

The show's cancellation was a disappointment to many fans, who had grown attached to the characters and the storyline. However, it was not the first time CBS had canceled a popular program. In fact, the network had a long history of canceling shows that had strong fan bases.

Despite the cancellation, CBS continued to produce high-quality dramas, and the network would go on to produce many successful shows in the years to come.
News in Brief

CBS PLANS SUNDAY AFTERNOON DRAMA
CBS-TV, which Sunday afternoon public service fare is losing out against NBC's more commercial programming, is planning to come up with a "Froome Center" to be aired in its 4-6 spot. The show, which would be produced in Hollywood by Robert Jaffe, would star top Hollywood names.

CBS NIXES DEINTERMIXING, ALLOCATIONS UP IN AIR
Grant of VHF Drop-In Sparks 3 Dissents; UHF Pins Hopes on Courts or Politics

WASHINGTON, Nov. 12—The Federal Communications Commission has taken the TV-allocation battle out of the flying jar into the courtroom. A practice proposal to reserve new VHF channels for the "public interest" by denying any and all-division requests, and to do so the same time granting a request for a second VHF Pick in a New York State UHF area.

Grant of the new VHF, particularly in the busy New York-Philadelphia-Cleveland area, will make or break the Commission, and will undoubtedly also fly political flaps the U.S. is, to build under the Commission during the coming Congressional hearings. It is a test case of a Democratic victory in 1958.

The Commission itself has left the door open over the matter by refusing to affirm or deny any event until it has been formally petitioned, it claims to have done "without prejudice" to any future UHF requests, once the basic channel allocation has been decided upon. (Continued on page 12)

Lyons Resigns from Spector

HOLLYWOOD, Nov. 12—Dave Lyons, who recently resigned as assistant to the general manager of Spector, has been named by the company to the post of Spector manager of Spector's former senior vice of the Cecil Productions, where he had been for 10 years. (Continued on page 21)

Claim Accurate Tele Audience Study Via New Poll-O-Meter

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Textile Firm Buys 'Omnibus'

NEW YORK, Nov. 12—The parade of industrial concerns beginning to move into network television for promotional advertising purposes is being headed up by a prominent midwestern company, which in a public announcement in the trade appeared to be in a state of panic. (Continued on page 21)

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NEW YORK, Nov. 12—In the month of December, NBC will show "Valiant Lady," the CBS TV daytime soap opera, is being booked up to par for the TV season. The soap is going in for a policy of big story lines to entice the audience to stay. (Continued on page 21)

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Reruns Nick Syndication Market In Competition Vs. First-Runs

TPA's Sale of 'Susie' to Brewery for Regional Spread Seen as Cuing Trend

NEW YORK, Nov. 12—Reruns of network shows are making huge inroads into the syndication market these days. The networks, in an effort to increase their profits from the shows which are no longer the hit they were when first broadcast, are putting these shows back into the network schedules. At the same time, the show-business world is razzle-dazzling that some distributors are putting the shows back on the air on a more frequent basis than ever before. The result is making an impression on many an important layer of syndicated programming.

A major step in the 1972-73 schedule that replaced occurred this week when Dey's Beer bought "Susie," presented weekly on ABC. The show is not only being aired on the network but is being sold to stations and syndicates as well. The move is expected to increase the profitability of the show for producers and syndicators alike.

Monsanto Pic To Get Ride On 'Omnibus'

NEW YORK, Nov. 12—Monsanto is considering producing a half-hour show modeled on the popular television series "The World That Was Never Forgotten," the new 20-minute color show produced by Monsanto Chemicals. If the series is approved, which Monsanto estimates will cost $175,000, it will be released to TV stations after its network run, if sales are strong enough.

This is the second in Monsanto's half-hour series of programs, the first being "Decision for Christ and Country," a Bible Talk Pictures show that aired last year.

'Tartan Kids' Make 'Tartan' Tread

HOLLYWOOD, Nov. 12—When ABC TV bought "Tartan Kids," a British television series, for syndication, the network preferred to air it in block on production days. ABC now has decided to run the show in regular weekly syndication, which would be a first for ABC, according to sources in the network. The show was produced by the Alpert Group, a major British production company, and is currently airing in syndication in the United States.

'Ten Men' No. In MCA-TV View

NEW YORK, Nov. 12—MCA Television, which purchased "Ten Men" from the syndication market for its own viewing show, has decided not to syndicate the show. The show was produced by MCA's own production company, and is currently airing in syndication in the United States.

Goodson & Todman Hit Vidfilm Trail

NEW YORK, Nov. 12—Goodson and Todman, one of the top ranking firms in TV, have established the Vidfilm Trail. Currently, its latest film property is "Bright Lights," a "piping hot" series of 14 weeks, which stars Rankin, Craig and Landis. The show was developed by Goodson and Todman, and is being handled by C.B.S. Television. The show is designed to be a top drawer syndicated show.

FOR YOUNG AND OLD—TV'S OWN CHRISTMAS CLASSICS

HANS CHRISTIAN ANDERSEN'S

"THE LITTLE MATCH GIRL"

The story of a solitary child who longs for a companion and is eventually rewarded with the love of a princess. A heartwarming tale that will delight viewers of all ages.

"THE LITTLE MATCH GIRL"

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

9 First-Run Features Released in New Pack

NEW YORK, Nov. 12—A new pack of network shows has been released for TV syndication. The pack is produced by the United Artists Television Network and consists of nine half-hour shows. The pack is being released in time for the network's fall season.


TPA to Pilot 2 New Series

HOLLYWOOD, Nov. 12—Television Programs of America is continuing its push for the syndication market. Next month it will produce two new series, "African Affair" and "The New Doctor." "African Affair" is a medical drama series about a group of doctors working in Africa, while "The New Doctor" is a medical drama series about a group of doctors working in the United States.

Kodak Renoes On 'Playhouse'

NEW YORK, Nov. 12—Kodak has renewed its sponsorship of the NBC television series "Playhouse." The renewal is effective immediately and will run through the end of the season. "Playhouse" is a popular drama series that features original, one-hour episodes. It has been sponsored by Kodak since 1959.

B&E Acquire Film Library

NEW YORK, Nov. 12—Barnes & Noble and Enige productions have obtained the rights to several films which have recently been featured in theaters. The films include "The Other Side," a documentary film about the lives of people living with AIDS, and "The World Around Us," a documentary film about the world's natural environments. "The Other Side" will be released to theaters in the coming months, while "The World Around Us" will be released to theaters in the spring.

Calif. Studies To Shoot Pilot

NEW YORK, Nov. 12—The California Institute of Technology, which produces educational television programs, has announced that it will produce a pilot for a new series, "The Life Begins at 80," on ABC TV. The series will be produced by the California Institute of Technology's Educational Television Program.

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Wick Series Sold to BBC

NEW YORK, Nov. 12—Charles Wick has already sold his newest muney series to the British Broadcasting Corporation, but does not expect it to see the light of day in the U. S. until the first of 1952. From England, they are expected at the beginning of December.

The show, starring Wayne Morris, is titled "The Adventures of Big Steve." A new Steve (Big Steve) ex-C.W.I. working in the public relations department of a London department store in London. Shooting is being done in England and the U.S. and will be at the Twickenham Studios, the scene of shooting of "Fabian of Scotland Yard." The show is in its last 20 weeks of "Big Man," he is also going with the idea of putting "Steve" back into production next year. There are now 39 in the life-time series. Larry Merlitt in functioning as script editor and writing some of the series.

KOAT-TV Sells Big Supermarket

ALBUQUERQUE, N. M., Nov. 12—KOAT-TV, the new television station, has been sold to RKO General and the deal is expected to close as early as the end of the year. KOAT, the American Broadcasting Company produced last year to spark sell-off combination of "Captain Video" and "Mr. District Attorney." The station used in the sale.

RKO has agreed to the sale andite by the sale to KOAT-TV. It is the second sale in this area and the sale is expected to close in the middle of December.

RKO has not decided whether to purchase the television station or to continue as a partner in the venture. The station is operated by KOAT-TV and is the second to be purchased.

32 Bookings for AAP's "Silent Night"

NEW YORK, Nov. 12—Assoc. prod. Ray Alco, who has 32 bookings for a special Christmas film "Silent Night," has sold the film for release through the various networks and for other release.

There is definite correlation between the sales and the amount of advertising. It was found that the use of the film in a small town leads to a greater interest in the film.

So far, the film has been sold to over 300 people, but that is not the end of the film. It is also being sold to radio stations and for other release.

Wrong Video Commercials Being Used, Survey Shows

Hollywood, Nov. 12—A majority of scenes on TV are hitting their viewing audience with wrong video commercials. This significant percentage is actually larger than the current. This was brought out as a result of a survey conducted by ABC-TV in the Southern California area.

People consider the ideal type of commercials to be short, concise, humorous and a custom, Earl Hudson, vice-president of ABC, said in discussing the survey. What's more, it is these commercials which people remember the best.

The three sponsors which have gained the widest identification are Ford, Bank of America and Hanna's. Commercial of the first two are of the entertainment or amusement type. Hanna's might well be called informative entertainment.

On the other hand, the audience generally hated the "suds" commercials. According to the survey, the most interesting and unimportant commercials are the "suds" commercials. Lead performance, repetition and length were all considered by the audience when they were asked to rate the commercials.

The most accurate of the opinion is that the average commercial gives the viewer too much information. According to the survey, 32 percent of the respondents felt that it isn't enough. Seventy percent of the respondents stated that they did not know what product was advertised at all where the product is presented.

The survey shows that more than 66 percent of the commercials are used in volume sales, according to Hudson. Women are more likely to buy co-

Reela Says Ad Pre-Testing Is $ Practicality

MIAMI, Nov. 12—Pre-testing of TV film commercials is economically practical, insists Reela Bros. here through its sales manager, Luke Milam. Mr. Milam is of the opinion that a pre-test will either prove inaccurate or the best film will be chosen.

Another group of sponsors stated that a pre-test would be a budget similar to that which would be spent for the film job.

On the other hand, Mr. Milam denied this. He declared that Reela, which is a sub-division of the production house and Scandem TVT Inc. here to produce a test commercial at from 50 cents per card, is normally allocated for the allocated version.

RKO Plans TV Film Film Entry; Dozier Veep

Hollywood, Nov. 12—RKO will definitely enter teletext production, albeit the primary output of the studio. It is believed that RKO's production division will be capable of handling the teletext production of the studio and will be capable of handling the teletext production of the studio.

What's more, it is these commercials which people remember the best.

Male announcers were favored by a wide margin, 53 percent by men and 75 percent by women. Re-back commercials received thumbs down from half the audience.

The most significant aspects of the survey is the correlation between the commercials people think are good or bad and the commercials.
### TV Program and Time-Buying Guide

**The Billboard Scoreboard**

#### ARB Audience Composition Studies

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<td>8</td>
<td>The Mod Squad (ABC)</td>
<td>90</td>
<td>83</td>
<td>90</td>
</tr>
<tr>
<td>9</td>
<td>The Rockford Files (CBS)</td>
<td>88</td>
<td>82</td>
<td>88</td>
</tr>
<tr>
<td>10</td>
<td>The Twilight Zone (CBS)</td>
<td>85</td>
<td>81</td>
<td>85</td>
</tr>
</tbody>
</table>

### Syndicated Film Programs

#### Syndicated Film Adventures

**September Ratings of Leading Film Shows**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show &amp; Distributor</th>
<th>Men per 100 Persons Toned</th>
<th>Women per 100 Persons Toned</th>
<th>Child per 100 Persons Toned</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I've Always Wanted to Be a Ghost (ABC)</td>
<td>115</td>
<td>97</td>
<td>115</td>
</tr>
<tr>
<td>2</td>
<td>The Texas Chain Saw Massacre (ABC)</td>
<td>112</td>
<td>94</td>
<td>112</td>
</tr>
<tr>
<td>3</td>
<td>The Texas Chain Saw Massacre (ABC)</td>
<td>109</td>
<td>91</td>
<td>109</td>
</tr>
<tr>
<td>4</td>
<td>The Texas Chain Saw Massacre (ABC)</td>
<td>106</td>
<td>89</td>
<td>106</td>
</tr>
<tr>
<td>5</td>
<td>The Texas Chain Saw Massacre (ABC)</td>
<td>103</td>
<td>87</td>
<td>103</td>
</tr>
<tr>
<td>6</td>
<td>The Texas Chain Saw Massacre (ABC)</td>
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<td>85</td>
<td>100</td>
</tr>
<tr>
<td>7</td>
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<td>97</td>
<td>83</td>
<td>97</td>
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<tr>
<td>8</td>
<td>The Texas Chain Saw Massacre (ABC)</td>
<td>94</td>
<td>81</td>
<td>94</td>
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<td>9</td>
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<td>79</td>
<td>91</td>
</tr>
<tr>
<td>10</td>
<td>The Texas Chain Saw Massacre (ABC)</td>
<td>88</td>
<td>77</td>
<td>88</td>
</tr>
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</table>

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Decca Sure Of 'Wonderful'
NEW YORK, Nov. 12,--Altho the music world hasn't heard yet what Mabel Mercer has to say about the Decca label, it will carry the Decca label, Sammy Davis Jr. says. The legendary star reportedly covenanted the weight of the open, is an article about David's single venture of pop-styled tunes in the Decca-press, so that a look for the label, by Publiser Teasay Valundus.

The score for 'Mr. Wonderful', written for him by Jerry Bock and Larry Holofcener, all three of whom are under contract to Valps, the score is being published in Valps' Laughter Music林.

Columbia Process Pushes Paper Disk

"Auravision"Platters Seen Wider Uses in Many Promotion Fields

NEW YORK, Nov. 12--Columbia Records this week introduced an "Auravision," a new process for producing records on plastic-coated paper. The disks are big enough to hold the entire contents of a Columbia label card, which would have to be printed on the label.

Auravision was said, the firm is deep in production for its first sale now; but the label company is "a multi-million run" of the paper platters on past card material at a cost of $2 or 3 cents.

Any size, any speed disk may be turned out by the Columbia process. Said Al Selby, transcription, department, is that "all records are under contract to Valps, and the firm is being published in Valps' Laughter Music林.

The subject was sparked by a re-
**Close Harmony Cap Ties In On Pic Tunes With Studios**

**HOLLYWOOD, Nov. 12.** Dick Bock, president of Pacific Jazz, this week clarified the recording situation between Columbia Records and his label, in which reports have suggested that Columbia is still under contract to Pacific Jazz. Bock stated that, although the musicians will be allowed to record and arrange for other labels, since the contract he holds with Pacific Jazz has yet to be terminated, he would not allow Columbia to take its artists and run a picture recording studio.

Bock also disclosed the upcoming release of a new package by Chet Baker, a box set featuring six albums, and a package by Gerry Mulligan, at the Paris Jazz festival this year.

**Co-Operation**

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**Orioles Gave Feather Bird**

**NEW YORK, Nov. 12.** An old-time jazz artist walked into a Broadway music office last week and spotted a copy of Leonard Feuerman's "Recyclopedia of Jazz" on the desk. "May I look at that book?" he asked.

As the publisher obligingly brought the book to his desk, the old-time jazz specialist, who had spent his life on the streets, pointed to a page and said: "That's me. Look and see." The publisher obligingly glanced over the page and pointed and said: "If you're the man described there, I'm going to publish your story." The old-timer, who had been a fixture on the streets, was delighted. "Is that really so?" he asked with a grin.

**Haydn Society, Urania Cancel Trial Contract**

**NEW YORK, Nov. 12.** Haydn Society and Urania have mutually agreed to terminate their contract for next season. Haydn Society, in its office, made an announcement to the effect that the contract with Urania will not be handled by independent directors for the present.

Haydn, meanwhile, has shelved its plan to issue dual-pack versions of new releases on a 11 differential in price. For the time being, it has been decided only one boxed pack at $5.50 will be released. The firm has also committed itself to a series of garter cards for the 11-inch box, which will be released in 11th grade packages.

McCall is a familiar figure in the sales departments of the nation's record stores and marketing has established regional offices in Miami, New York, and Washington.

**Wings Signs Four, roster Tots 36**

**NEW YORK, Nov. 12.** Wings Records, Mercury's new subsidiary label, has signed four new artists, bringing the total roster on the label to five. The first artist signed, according to a company executive, was Patti Page, Tennessee Ernie Ford, Buddy Greco, and Mary Ford, and a selection of songs recorded in the studio. One of the artists, a record producer, was others who were still under contract to Mercury. The contract runs from Nov. 10, 1956, for 30 days, and we will send in reports to those artists only. This is a very promising record in that time span, and we will be looking for a record to be released.

**On-Air Phone Contest Set By 'Fan Club'**

**NEW YORK, Nov. 12.** Beginning Monday at the Fan Club Radio Station, 32 WNCX, Toluca, Calif., will begin a phone-in contest for fans to hear records. Silvert will spin a wheel (containing 500 silvertone album records) and announce the winner to the first caller who can identify three of the songs recorded on the album. The winners will receive a record of their choice.

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MUSIC AS WRITTEN

VAN DAMME GROUP

BELONGS TO COL.

The label affiliation of the Art Van Damme Trio was incorrectly given in last week's issue. The group, voted the No. 4 favorite small instrumental group by disk jockeys in a nationwide survey, is signed to Columbia Records. They formerly cut for Capitol.

ALAN EST, every Steps Inc., 1619 Capitol Blvd., Coral Co., a horv "Hood" over N. Y. Jubilee promotion has been SUBSID small distributors Seal week publication) 1954, the Lee Magid, 8.

Happened of November 7th in this firm's week. Prior to the writer's last week, the writer's family handled Columbia's week.

Barney Sippel, of Paramount's group, was recently men, using its own personal literature. His appearances, per-"Fight the Wilson," will be taped Sunday, December 4, at Carnegie Hall.

Wurlitzer Plugs Margie Meirnert, Parker's (or music, and Wurlitzer organ dealers will be urged to use Miss Meirnert for personal appearances, concert arrangements and other promotional activities through the country. In return, Miss Meirnert will exonerate, use and recommend the Wurlitzer organ, and Wurlitzer will be granted permission to use her name, likeness and suitable copy in its advertising. Miss Meirnert will endorse no more than 500 stores serviced by the Wurlitzer organization.

Miss Meirnert's initial recording on the Fraternity label was "Eli- boogie Boogie". Her next order, under the Wurlitzer arrangement, using the organ's name, is "The Red Christ- mas" with Dick Noel, Philadelphia, handling the vocals. On the flip side is "Seasons," a piano and organ. Both carry the Fraternity insignia.

Today and tomorrow (12/13) Miss Meirnert appears with the Devonport Symphony Orchestra at Devonport, Ia., and Monday (14) she appears at the opening of the renovated Kaufman department store; Wurlitzer outlet in Pittsburgh.

Music Store

NOVEMBER 19, 1955

Music Around the Clock-and more

RAY A. BOWIE, Beale St., Memphis, Tenn.

"ROCK-A-BEAT BOOGIE"

METERS MUSIC, INC.

Directly From the Studio, OR NEW STAFF

KAY CEE JONES

BASS LADY-Labe 1

LAWRENCE WILLER-Carel

JEFF PORTER-Combo

"THE JAPANESE FAREWELL SONG"

RANGER MUSIC, INC.

Copyrighted material
A bright "new" note is about to resound through the record industry as the ABC-Paramount label makes its premiere appearance! Imagine a "newcomer" with a foundation of many years of show business know-how. Picture this vast experience, the ability to sell entertainment, the talent to produce the right product...and you'll have an inkling of why there exists within us a feeling of great pride and confidence. We're sure the ABC-Paramount label is destined to become outstanding in the minds of Mr. Distributor, Mr. Coin-Machine Operator, Mr. Disk Jockey and most important, Mr. and Mrs. Public and Family!
EYDIE GORMÉ...Exciting singing star of the Steve Allen "Tonight" show has already been heralded with "picks" by Cash Box and Variety on her first ABC-Paramount release...moving fast on the air and off the counter!
ANNETTE WARREN...“Sensationally sultry” are the only words to describe this girl...and her delivery! Remember “Tame Me”, “Circle” and Annette Warren...you’ll be seeing them on the charts!

DICK DUANE...Here is a truly rare and versatile voice coupled with the good looks to take him to stardom in a hurry. “Siboney” and “Now” have the selling power to do it!
THE ROVER BOYS... These lads get the full treatment on backgrounds for their distinctive sound styling of "Come To Me" and "Love Me Again". Both capable of breaking big from the start!

THE TRIO SHMEED...
They have a "touch" all their own that made them European recording and nightclub favorites. They debut in the U.S. with two sure-fire sides in "Yodel Cha Cha" and "Polka Yodel".

ABC-PARAMOUNT
9660 45-9660
YODEL CHA CHA
c/w POLKA YODEL
TRIO SHMEED

ABC-PARAMOUNT
9659 45-9650
COME TO ME
Love Me Again
THE ROVER BOYS
REX TRAILER... The popular rodeo star and western balladeer presents two sides with all the earmarks of big "POP" potential.

BERNIE WAYNE... A top composer and arranger wields the baton over his own compositions, "Vanessa" (a completely new vocal treatment of this big seller) and "Piff! Paff! Puff!" (a merengue).
FAVORITE RECORDS

A tabulation of popular records voted by disk jockeys as their personal favorites (regardless of most-played status) for the period covering January 1, 1955, thru October 8, 1955.

<table>
<thead>
<tr>
<th>Position</th>
<th>Record</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;LEARNIN' THE BLUES,&quot; F. Sinatra</td>
<td>Capitol</td>
</tr>
</tbody>
</table>

FAVORITE MALE VOCALIST

<table>
<thead>
<tr>
<th>Position</th>
<th>Artist and Label</th>
<th>1955</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>F. Sinatra, Capitol</td>
<td></td>
</tr>
</tbody>
</table>

BEST POP ALBUM RELEASED THIS YEAR

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<thead>
<tr>
<th>Position</th>
<th>Album</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;IN THE WEE SMALL HOURS,&quot; F. Sinatra</td>
<td>Capitol</td>
</tr>
</tbody>
</table>

MOST-PLAYED MALE VOCALIST

<table>
<thead>
<tr>
<th>Position</th>
<th>Artist and Label</th>
<th>1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>F. Sinatra, Capitol</td>
<td></td>
</tr>
</tbody>
</table>

MOST-PLAYED RECORDS


<table>
<thead>
<tr>
<th>Position</th>
<th>Record</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>&quot;LEARNIN' THE BLUES,&quot; Frank Sinatra</td>
<td>Capitol</td>
</tr>
</tbody>
</table>

Gratefully
Frank Sinatra
Here's how to increase your dollar volume for only 50¢ a week!

Billboard's Weekly

**DISK DERBY**

(Pull and Winter Follow-up for Operation Pushpop)

This is a red-hot merchandising package that's planned specifically to trigger bigger sales for your pop singles. It's another Billboard service to dealers. Here's what you get... EVERY WEEK... mailed to you in a specially marked envelope for quick identification:

2 BIG SPLASH COLOR POSTERS
17½"x22½", with the week's top 10 tunes in giant type... plus the 10 up-and-coming hits, all based on Billboard's famous coast-to-coast surveys. Use one of these eye-catchers in your window to pull traffic in... build a display in your pop section with the other. You'll make plenty of "plus" sales!

3 FULL-SIZE AD REPRINTS
Colorful announcements of the "coming up strong" disks. Use 'em as sales getting displays for brand-new tunes.

5 COPIES OF "THE NATION'S TOP TUNES"
... listing the week's top 20 hits. These're for counter and window use... good for giveaways too. (These are dandy for use as mailings to your customers. And you can order quantities from The Billboard at reasonable prices.)

Sign up right now for this weekly sure-fire profit package. Billboard brings this service to readers at the low cost of just 50¢ a week! And—here's even greater value—on this introductory offer, you get an extra week's service FREE when you order 10 weeks' kits for only $5.

USE THIS HANDY ORDER BLANK TO START YOUR DISK DERBY PROMOTION SERVICE TODAY... we'll rush your first kit by return mail so it'll be there on the dot!
The Billboard Music Popularity Charts

• Review Spotlight on...

ALBUMS

CHRISTMAS

Merry Christmas (1-12)—Ring Crosby, Decca DL 8125

Ring up something of an American tradition in the Christmas wax field, his "White Christmas" being one of the best-selling titles of the year. The LP, a conversion (with 10-inch, spot-light) that rates, along with the 78, among the very best Christmas platters—"Jingle Bells," and "Santa Claus Is Coming to Town," with the Andrews Sisters, and "Silent Night," for Home for Christmas, "Silent Night." A colorful photo of Crosby in Santa garb makes for eye-catching display. This one should prove right briskly during the holidays. It can't miss.

ECHOES OF CHRISTMAS: GEORGE FERRY, Piano and Harpsichord with rhythm accompaniment, (1-LP)--You VX 25010

The latest in the highly popular Ferry "Echoes" series is one of the best. Dealers are advised to stock up heavily, because stocks will run fast once this pretty package gets displayed. The style is typical Ferry—clean, breezy, simple, charming and perfected paced. The tunes have the all-world appeal that permeates most of Ferry's work, too. They range from "Ragtime" to "Staten Waltz" to "Silent Night." There are even a couple of appropriate Tchaikovsky waltzes. A great gift package for the entire family.

CLASSICAL

JOHANN STRAUSS: Die Fledermaus (3-LP) -- Elizabeth Schwarzkopf, etc., Philharmonia Orchestra, Herbert von Karajan, Decca, Angel 3539

Ring up another volume the number rucked up some years ago with the London version of this popular operetta. Strauss is something, that sales record should now be even more sturdy. The Philharmonia pay-off store with great enthusiasm and goodwill, bringing it to urgent life. This reissue that blankets all tastes, from the most sophisticated to the beginning novice. It can be sold, easily. Schwarzkopf reverts in her part, and a brilliant performance is turned in by coloratura Rita Streit. The male roles are more than ably handled by Nicolai Gedda, Erich Kunz and Karl Dorch. Most merchandise for practically any store.

GIOVE: GRAND CANYON SUITE, COP- LAN END (3-LP) -- Ernest Feller, cond., Boston Pops Orchestra; Arthur Fiedler, cond., RCA Victor LM 1517

As an orchestral work for those not schooled in the secrets of the bass clarinet, the Giroe rates highly. Portions of the various themes are recognizable even by the most untrained ear. It's a lush series of images, understandable and moving, that makes it all from its own treatment by less than the full symphonic complement. That, in fact, is Fiedler's forte. The color photo of the Grand Canyon on the liner is a work of art in itself, and for anyone who has trouble seeing the musical pictures, Meyer Berger has written a detailed set of liner notes. Should be another big seller for the Pops.

MOZART: DON JOVANNI (COMPLETE) (4-LP) -- Celeste Steg, Suzanne Danielle, etc., Vienna Philharmonic; Vienna State Opera Chorus; Josef Krips, cond. London, XLLA 34

Competition this Mozart bicentenary is fierce and works by the composer, including none more than one new "Don," are being quoted not by manufacturers. As the musical drought subsides, all available records will stand out and remain active catalog items for many years. Among this select group this opera package should take second place to no uncertainty because the performance is all in its parts is ideal. No opera lover would want to miss it. In the opera under Krips and the glowing recorded sound there was never a vocal note, nor a lack of subtlety. Retail-wise, however, this set—surely the most elaborate yet commercially available—was impossible for the usual. The study box holds the complete vocal score, instead of the customary libretto, in a fancy printed edition by Rosem & Bagsky. As usual a distinguished set.

POWERHOUSE DANCE PARTY: II (2-LP) -- Carmen Milan, Grace M持有, Decca

The "Newfoul" LP features another series of the best young dancers and dancers, plus the former dancers, plus the latter. The "Newfoul" LP features another series of the best young dancers and dancers, plus the former dancers, plus the latter. The "Newfoul" LP features another series of the best young dancers and dancers, plus the former dancers, plus the latter. The "Newfoul" LP features another series of the best young dancers and dancers, plus the former dancers, plus the latter. The "Newfoul" LP features another series of the best young dancers and dancers, plus the former dancers, plus the latter.

FAVORITE PIANO WORKS (3-LP) -- Eddy Fager, piano, EMI (12")

This is another edition of Fager's successful series, with the coloratura Sorensen, and sold at an additional LP price. There are many other reissues of the tradition and generally associated with this same recording. It might well be expected that this LP will be even more successful.

DEUTSCHES ORCHESTER BERLIN (3-LP) -- L.M.M. 1930

This is another edition of Fager's successful series, with the coloratura Sorensen, and sold at an additional LP price. There are many other reissues of the tradition and generally associated with this same recording. It might well be expected that this LP will be even more successful.

FAYTOWN: 120 OVERTURES (3-LP) -- Recorded on Sono-vert, RCA Victor LM 4620

Here is an addition to Fayer's favorite series of operatic overtures wanted by every orchestra. This set makes a beautiful gift record and will prove a very popular sales item during the holiday season. It would make an excellent Christmas gift.

BROWNS: 100 JAZZ SONGS (3-LP) -- Recorded on Sono-vert, RCA Victor LM 4614

This is another addition to Fayer's favorite series of jazz songs wanted by every orchestra. It would make a beautiful Christmas gift and will prove a very popular sales item during the holiday season. It would make an excellent Christmas gift.

BROWSERS & LATEST TYPE METAL BASES

MUSIC/M-67, M-10, M-12 BASICS ARE ATTRACTIVE WITH OR WITHOUT STORE--AND THERE IS ALWAYS A PLACE FOR BACKUP STOCK IF IT IS NEEDED.

For these and other QUALITY RECORD DISPLAY FIXTURES

Contact your record distributor or write to:

THE BILLBOARD

MUSIC-RADIO

NOVEMBER 19, 1955

CLASSICAL BEST SELLERS

Classical Best Sellers (All Categories)

1. VERDI: AIDA—Allanue, Rome Opera Orchestra (Felsen)

2. TCHAIKOVSKY: SWAN LAKE—Boston Pops; Krips (Decca)

3. OFFENBACH: TAITE—Summer Festival—RCA Victor LM 4638

4. RIMSKY-KORSAKOFF: SCHEREBERKA—RCA Victor LM 4117

5. STRAVINSKY, S.V.: POTTERY—London Symphony (Munch)

6. RACHMANINOFF: SYMPHONY NO. 2—RCA Victor LM 4630

7. STRAVINSKY: SYMPHONIE FANTASTIQUE—Boston Symphony (Munch)

8. LAIS: SILENT NIGHT—RCA Victor LM 4625

9. BARTOK: VIOLIN CONCERTO—Methuen (Philharmonic, Decca)

10. POULENC: SILENT NIGHT—RCA Victor LM 4629

11. CHAICKOVSKY: ROMEO AND JULIET FANTASY OVERTURE—RCA Victor LM 4631

12. CODY: NOEL—RCA Victor LM 4631

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12. CODY: NOEL—RCA Victor LM 4631
A Great NEW Recording!

ROGER WILLIAMS

'WANTING YOU'
The Beautiful, Haunting Sigmund Romberg Melody

"NIGHT WIND"
An Exciting Pianistic Smash Written by ROGER WILLIAMS

KAPP
K-127

STILL RISING HIGH!
AUTUMN LEAVES
K-116
Close to a million!

KAPP RECORDS, INC.
119 West 57th St., N.Y.

KAPP records
Best Selling Popular Albums

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

LP's

1. IN THE WEE SMALL HOURS—Frank Sinatra .......... Capitol W 581
2. OKLAHOMA!—Sound Track .......................... Capitol SOA 595
3. LONESOME ECHO—Jackie Gleason ................. Capitol W 627
4. MISS SHOW BUSINESS—Judy Garland .............. Capitol W 676
5. HARRY JAMES IN HI-FI ................. Capitol W 654
6. JACKIE GLEASON PLAYS ROMANTIC JAZZ ....... Capitol W 568
7. OUR TOWN—Frank Sinatra ......................... Capitol EAP 1-673
8. SOMETHING COOL—June Christy ................. Capitol EBF 516
9. MUSIC FOR LOVERS ONLY—Jackie Gleason ...... Capitol H 352

EP's

1. IN THE WEE SMALL HOURS—Frank Sinatra .......... Capitol EBF 581
2. MUSIC FOR LOVERS ONLY—Jackie Gleason .......... Capitol EBF 352
3. OKLAHOMA!—Sound Track .......................... Capitol SDM 595
4. LONESOME ECHO—Jackie Gleason .................. Capitol EAP 627
5. SOMETHING COOL—June Christy ................. Capitol EBF 516
THE McGUIRE SISTERS

sing

THE LITTLEST ANGEL

Based on the story, "THE LITTLEST ANGEL,"

by Charles Tazewell

and

I'D LIKE TO TRIM A TREE WITH YOU

61531 – 9-61531

CORAL RECORDS

America's Fastest Growing Record Company
## The Billboard Music Popularity Charts

The music industry's most complete guide to the actual and potential sale of tunes and records in all categories.

### HONOR ROLL OF HITS

**THE NATION'S TOP TUNES**  
For survey week ending November 9

<table>
<thead>
<tr>
<th>Title</th>
<th>Record Company</th>
<th>Chart Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Autumn Leaves</strong></td>
<td>By: J. Mercer</td>
<td></td>
</tr>
<tr>
<td><strong>Love Is a Many-Splendored Thing</strong></td>
<td>By: Sammy Fain</td>
<td></td>
</tr>
<tr>
<td><strong>Moments to Remember</strong></td>
<td>By: Billy &amp; Ray Allen</td>
<td></td>
</tr>
<tr>
<td><strong>Yellow Rose of Texas</strong></td>
<td>By: G. Cooper</td>
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<td><strong>Shifting, Whispering Sands</strong></td>
<td>By: M. Gilbert</td>
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<tr>
<td><strong>Love and Marriage</strong></td>
<td>By: Lyle, Jan &amp; Family</td>
<td></td>
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<tr>
<td><strong>Bible Tells Me So</strong></td>
<td>By: Dan Penn</td>
<td></td>
</tr>
<tr>
<td><strong>Seventeen</strong></td>
<td>By: Vibrato &amp; Barnett</td>
<td></td>
</tr>
<tr>
<td><strong>Wake the Town and Tell the People</strong></td>
<td>By: Chelly &amp; Livingston</td>
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**Second Ten**

<table>
<thead>
<tr>
<th>Title</th>
<th>Record Company</th>
<th>Chart Rank</th>
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<tr>
<td><strong>My Bonnie Lassie</strong></td>
<td>By: Bessie, Tripp</td>
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<tr>
<td><strong>Tina Marie</strong></td>
<td>By: Bob Merrill</td>
<td></td>
</tr>
<tr>
<td><strong>Black Denim Trouser</strong></td>
<td>By: Tommy &amp; Mike</td>
<td></td>
</tr>
<tr>
<td><strong>You Are My Love</strong></td>
<td>By: Naphie &amp; Johnson</td>
<td></td>
</tr>
<tr>
<td><strong>Croce Di Oro (Cross of Gold)</strong></td>
<td>By: Ken Garno</td>
<td></td>
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**Third Ten**

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<thead>
<tr>
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<tr>
<td>** Ain't That a Shame**</td>
<td>By: D. Barrett &amp; A. Dennis</td>
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<tr>
<td>** Longest Walk**</td>
<td>By: Eddy Arnold</td>
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<tr>
<td>** It's Almost Tomorrow**</td>
<td>By: Bunn Adamson</td>
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<tr>
<td>** No Arms Can Ever Hold You**</td>
<td>By: Art Crosby &amp; Jimmy Webb</td>
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<tr>
<td><strong>Pepper Hot Baby</strong></td>
<td>By: Alex Jordan</td>
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**Sixteen Tons**

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<tr>
<td><strong>He</strong></td>
<td>By: Richard Hollow</td>
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<tr>
<td><strong>Only You</strong></td>
<td>By: Bob Goldsmith</td>
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<tr>
<td><strong>Suddenly There's a Valley</strong></td>
<td>By: C. Moore</td>
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**Twenty-six Tons**

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<tr>
<td><strong>Forget Me</strong></td>
<td>By: Clarence Collins</td>
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<tr>
<td><strong>Someone You Love</strong></td>
<td>By: Steve Mitchell</td>
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<tr>
<td><strong>Dog Faced Soldier</strong></td>
<td>By: Bert Gold</td>
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</tr>
<tr>
<td><strong>Daddy-O</strong></td>
<td>By: Gene Austin</td>
<td></td>
</tr>
<tr>
<td><strong>My Boy Flat Top</strong></td>
<td>By: Benny &amp; Young</td>
<td></td>
</tr>
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</table>

**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**

---

**WARNING:** The title "HONOR ROLL OF HITS" is a registered trademark and the listing of the hit on this chart has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publisher of The Billboard, 1760 Broadway, New York 19, N. Y.
NOVEMBER 19, 1955

THE BILLBOARD

MUSIC-RADIO

Buyboard

Four of the Nation's Biggest Sellers are on

"Tennessee" ERNIE FORD • FRANK SINATRA • THE CHEERS • NAT "KING" COLE

SIXTEEN TONS
You Don't Have To Be
A Baby To Cry
record no. 3262

LOVE AND MARRIAGE
The Impatient Years
record no. 3260

BLACK DENIM TROUSERS
AND MOTORCYCLE BOOTS
Some Night In Alaska
record no. 3219

SOMEONE YOU LOVE
FORGIVE MY HEART
record no. 3234

Sales dynamite on the first record by

THE JODIMARS

LET'S ALL ROCK TOGETHER
WELL NOW, DIG THIS
record no. 3285

BUNNY PAUL

WHO AM I FOOLIN'?
OPEN THE DOOR
record no. 3288

FOUR KNIGHTS

YOU
GUILTY
record no. 3279

BOB MANNING

BEGGAR OR KING
THE DAY WE FELL IN LOVE
record no. 3286

NELSON RIDDLE

LISBON ANTIGUA
ROBIN HOOD
record no. 3287

www.americanradiohistory.com
TO THESE WRITERS

- Roy Acuff
- Joe Allison
- Jim Amadeo
- Eddy Arnold
- Boudleaux Bryant
- Pearl Butler
- Jennie Lou Carson
- Zeko Clements
- Tommy Collins
- Arthur Crudup
- Kenny Devine
- Fred Ebb
- Don C. Graehy
- Rex Griffin
- Arthur Gunter
- Darwood Haddlock
- Geraldine Hamilton
- Freddie Hart
- J. H. "Red" Hayes
- Al Hill
- Merle Kilgore
- Paul Klein
- Jimmy Lee
- Myrna Lorrie
- Charles Louvin
- Im Louvin
- Ann Lucas
- Johnny Mathis
- Eddie Miller
- John Mullins
- Sam Nichols
- Leon Payne
- Webb Pierce
- Jim Reeves
- Jack Rhodes
- Jerry Robinson
- Jimmie Rodgers
- George Sheeny
- Hank Thompson
- Cal Yule
- Billy Walker
- Billy Walker
- Billy Wallace
- Kitty Wells
- Doyle Wilburn
- Teddy Wilburn
- Jimmy Work
- Faron Young

TO THESE PUBLISHERS

- Acuff-Rose Publications
- Brazos Valley Music, Inc.
- Bremmer Music, Inc.
- Cedarwood Publishing Co., Inc.
- Central Songs, Inc.
- Commodore Music Corp.
- Copar Music, Inc.
- Dandelion Music Co.
- Driftwood Publishing Co., Inc.
- Earl Barton Music Co.
- Excello Music Co.
- Fairway Music Corp.
- Forrest Music Corp.
- Four Star Sales Co., Inc.
- Lancaster Music Co.
- Old Charter Publishing Co., Inc.
- Peer International Corp.
- Rumblero Music, Inc.
- St. Louis Music Corp.
- Starrite Publishing Co.
- Tree Publishing Co., Inc.
- Trinity Music Co., Inc.

In recognition of the great national popularity attained by these Country and Western Song Hits

ALL RIGHT
ARE YOU MINE?
AS LONG AS I LIVE
BABY, LET'S PLAY HOUSE
COMPANY'S COMING
I DON'T CARE
IF YOU AIN'T LOVIN' (You Ain't Livin')
IF YOU DON'T, SOMEBODY ELSE WILL
IN THE JAILHOUSE NOW
IN THE JAILHOUSE NOW NO. 2
I'VE BEEN THINKING

JUST CALL ME LONESOME
KISSES DON'T LIE
LET ME GO, LOVER
LIVE FAST, LOVE HARD, DIE YOUNG
LOOSE TALK
MAKE BELIEVE
MAKING BELIEVE
MORE AND MORE
MORE THAN ANYTHING ELSE IN THE WORLD
THE NEW GREEN LIGHT
PENNY CANDY

SATISFIED MIND
THAT DO MAKE IT NICE
THAT'S ALL RIGHT
THERE SHE GOES
THERE'S POISON IN YOUR HEART
WHATCHA GONNA DO NOW?
WHEN I STOP DREAMIN'
WHOSE SHOULDER WILL YOU CRY ON
YELLOW ROSES
YONDER COMES A SUCKER
YOU'RE NOT MINE ANYMORE

BROADCAST MUSIC, INC.
589 Fifth Avenue, New York 17, N. Y.

New York • Chicago • Hollywood • Toronto • Montreal
it's the new voice... the new sound of

NAN WYNN

THE LORD IS A BUSY MAN / HANDS OFF

21/47-6336

A "New Orthophonic" High Fidelity Recording
### Best Sellers in Stores

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<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Week-End Date</th>
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<tbody>
<tr>
<td>1</td>
<td>AUTUMN LEAVES</td>
<td>ASCAP--R. Williams</td>
<td>1 Nov 1955</td>
</tr>
<tr>
<td>2</td>
<td>LOVE OF A MANY-SPLENDORED THING</td>
<td>ASCAP--Four Aces</td>
<td>1 Nov 1955</td>
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<tr>
<td>3</td>
<td>SIXTEEN TONS (BMI)--</td>
<td>Tennessee Ernie</td>
<td>8 Nov 1955</td>
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<tr>
<td>4</td>
<td>BLACK DENTIN TROUSERS (BMI)--</td>
<td>Chester</td>
<td>15 Nov 1955</td>
</tr>
<tr>
<td>5</td>
<td>YELLOW ROSE OF TEXAS (ASCAP)--</td>
<td>M. Miller</td>
<td>22 Nov 1955</td>
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<tr>
<td>6</td>
<td>I HEAR YOU KNOCKIN' (BMI)--</td>
<td>G. Stump</td>
<td>29 Nov 1955</td>
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<td>7</td>
<td>SHIFTING, WHISPERING SANDS (BMI)--</td>
<td>R. Draper</td>
<td>6 Dec 1955</td>
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<td>8</td>
<td>LOVE AND MARRIAGE (ASCAP)--</td>
<td>F. Sinatra</td>
<td>13 Dec 1955</td>
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<tr>
<td>9</td>
<td>SOMEBODY YOU LOVE (BMI)--</td>
<td>NBC</td>
<td>20 Dec 1955</td>
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<td>FORGIVE MY HEART (ASCAP)--</td>
<td>J. Miller</td>
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<td>11</td>
<td>MY BONNIE LASSIE (ASCAP)--</td>
<td>Aces Brothers</td>
<td>4 Jan 1956</td>
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<td>13</td>
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<td>G. Grant</td>
<td>18 Jan 1956</td>
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<td>14</td>
<td>BIBLE TELLS ME SO (ASCAP)--</td>
<td>L. Corene</td>
<td>25 Jan 1956</td>
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<tr>
<td>15</td>
<td>YELLOW ROSE OF TEXAS (ASCAP)--</td>
<td>J. Demmond</td>
<td>1 Feb 1956</td>
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<tr>
<td>16</td>
<td>YOU ARE MY LOVE (ASCAP)--</td>
<td>J. James</td>
<td>8 Feb 1956</td>
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<td>17</td>
<td>ONLY YOU (BMI)--</td>
<td>Hilltoppers</td>
<td>15 Feb 1956</td>
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<td>18</td>
<td>ROCK-A-BEAT BOOGIE (BMI)--</td>
<td>B. B. King</td>
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<td>19</td>
<td>BURN THAT CANDLE (BMI)--</td>
<td>D. J. Hill</td>
<td>29 Feb 1956</td>
</tr>
<tr>
<td>20</td>
<td>IT'S ALMOST TOMORROW (ASCAP)--</td>
<td>Dream Weavers</td>
<td>7 Mar 1956</td>
</tr>
</tbody>
</table>

### This Weeks Best Buys

**Cry Me a River** (Frank, ASCAP)--Julie London/Liberty 55008

Sales have been snowballing on this unusual record. Territory after territory has reported good, consumer reaction. The New York, Los Angeles, Milwaukee and Dallas-Ft. Worth sales areas now lead the disk in their top ten, and it is also an outstanding seller in Boston, Philadelphia, Baltimore, Chicago, Cleveland and St. Louis. Flip is "SWonderful" (New World, ASCAP). A previous Billboard "Spotsight" pick.

**Memories of You** (Shapiro-Bernstein, ASCAP)--Four Coins--Epic 5129

Excitement on this record has been at high pitch ever since release. Strong volume has been reported the past ten days in Boston, New York, Philadelphia, Baltimore, Pittsburgh, Cleveland, Milwaukee, St. Louis, and Cincinnati. The flip has taken a decided early lead over the competitive versions of the time now on the market. Flip is "Tears Down the Fence" (Shapiro-Bernstein, ASCAP). A previous Billboard "Spotsight" pick.

**Twenty Four Hours a Day (RT, BMI)**

**Goodbye to Rome** (Campbell, Connolly, ASCAP)--Georgia Gibbs--Mercury 70743

The songstress has come up with a solid two-sided seller, a survey of the country's key markets reveals. The rhythm side did fade off quickly, but now the ballad is showing strength, too. The record is selling impressively in Philadelphia, Buffalo, St. Louis, Milwaukee, Boston, Pittsburgh, and Cincinnati. A previous Billboard "Spotsight" pick.

### Most Played in Juke Boxes

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
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<td>7</td>
<td>SHIFTING, WHISPERING SANDS (BMI)--R. Draper</td>
<td>6 Dec 1955</td>
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<td>F. Sinatra</td>
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<td>9</td>
<td>SOMEONE YOU LOVE (BMI)--</td>
<td>NBC</td>
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<td>FORGIVE MY HEART (ASCAP)--</td>
<td>J. Miller</td>
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### Most Played by Jockeys

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<td></td>
</tr>
</tbody>
</table>
A New Approach For The CREWCUTS

A BEAUTIFUL BALLAD

"Angels In The Sky"

AND

THEIR USUAL SWINGING SINGING STYLE

"Mostly Martha"

MERCURY 70741

Watch This GO! GO! GO!
BILLBOARD BEST BUY!

Sarah Vaughan
"C'EST LA VIE"
AND
"NEVER"
MERCURY 70727

Georgia Gibbs
"GOODBYE TO ROME"
AND
"24 HOURS A DAY"
MERCURY 70743

NEW MERCURY RELEASES

THE LAURIE SISTERS
Great Rendition Of
"When You Dance"
AND
"The Lord Is A Busy Man"
MERCURY 70751

KITTY WHITE
"A Teen Age Prayer"
AND
"I'm Gonna Be A Fool Next Monday"
MERCURY 70750

BURT TAYLOR
"Growin' Up"
AND
"Stars Tell My Story"
MERCURY 70749

GEORGIE AULD
AND HIS ORCHESTRA
"My Blue Heaven"
AND
"If I Loved You"
MERCURY 70740

JOHNNY ALDEN
"I'm Possessed"
AND
"Lonesome Rhapsody"
MERCURY 70724

THE SONGSTERS
"My Heart Jumps"
AND
"Oriental Polka"
MERCURY 70732

RAY GALLET
AND HIS POGOCELLO
"China Boy"
AND
"Five Foot Two, Eyes Of Blue"
MERCURY 70730

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TWO NEW HITS FOR NICK NOBLE

"Lovely Lies"

COUPLED WITH

"Bella Bella Perzicella"

WING 90042

COMING UP FAST!

FRANKIE CASTRO

"Hands Off"

AND

"IN THE KINGDOM OF MY HEART"

WING 90037

LOLA DEE

"In The Year Of Our Love"

AND

"HEY! BA-BA-RE-BOP"

WING 90035

JERRY TYFER

"Ten Times"

AND

"LADY LOVE"

WING 90029

PATRICIA SCOT

"So Many Beautiful Men"

AND

"A DANGEROUS AGE"

WING 90030

RONNIE GAYLORD

"Don't Ever Change"

AND

"THROUGH THE YEARS"

WING 90034

WING RECORDS

A SUBSIDIARY OF MERCURY RECORD CORP.
Profits are made of these!

DEAN MARTIN
MEMORIES ARE MADE OF THIS
CHANGE OF HEART
(FROM "NEW FACES OF 1956")
record no. 3295

FRANK SINATRA
(LOVE IS) THE TENDER TRAP
(FROM THE MGM PICTURE "THE TENDER TRAP")
WEEP THEY WILL
record no. 3290

www.americanradiohistory.com
The Billboard Music Popularity Charts

**TOP 100**

For survey week ending November 9

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

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<th>Week</th>
<th>Song</th>
<th>Artist</th>
<th>Label</th>
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<td>3</td>
<td>AUTUMN LEAVES</td>
<td>Tony Arden</td>
<td>Decca</td>
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<td>4</td>
<td>YELLOW ROSE OF TEXAS</td>
<td>Tony Arden</td>
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<td>5</td>
<td>SIXTEEN TONS</td>
<td>Tony Arden</td>
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<td>6</td>
<td>I HEAR YOU KnockIN'</td>
<td>Tony Arden</td>
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<td>7</td>
<td>SHUFFLE, SHUFFLE</td>
<td>Tony Arden</td>
<td>Decca</td>
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<td>8</td>
<td>I'M GONNA WALK</td>
<td>Tony Arden</td>
<td>Decca</td>
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<tr>
<td>9</td>
<td>BLACK DENIM TROUSERS</td>
<td>Tony Arden</td>
<td>Decca</td>
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<tr>
<td>10</td>
<td>SWINGIN' BREEZES A VALLEY</td>
<td>Tony Arden</td>
<td>Decca</td>
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**MUSIC-RADIO**

**BILLBOARD**

**BETTIE MADIGAN**

**BILLY ECKSTINE**

**LA DE DO DE DO**

**FAREWELL TO ROMANCE**

**BRING ME A BLUEBIRD**

**SHEB WOOLEY**

**YOU ARE SATISFIED**

**HUMDINGER**

**MITZI MASON**

**BRING ME A BLUEBIRD**

**BUT I WAS WRONG**

**JAMES BROWN**

**THE WHITE BUFFALO**

**IT'S LONESOME OUT TONIGHT**

**IN THE JAPANESE FAREWELL SONG**

**UNTIL**

**DAVID ROSE**

**THE ONLY INSTRUMENTAL VERSION**

**YOU AND YOU ALONE**

**THE TOP 100**

**THE BILLBOARD**

**MGM RECORDS' GREAT BIG NEW ORIGINAL CAST SOUND TRACK ALBUM.**

**CAUTION TO DEALERS AND JUKE BOX OPERATORS**

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

**BOYD BENNETT**

**DADDY-O**

**THERE'S A TOY IN YOUR BAND OF GOLD**

**MOMMY - FLAT TOP**

**WALKING THE BLUES**

**COME HOME**

**Two Great Versions**

**VIVIAN RYAN**

**BUBBA JOHNSON**

**ERYN RAYN**

**JACK DUPLAS**

**NEW RELEASES**

**LITTLE WILLIE JOHN**

**HOME AT LAST**

**NEED YOUR LOVE SO BAD**

**EARL BOSTIC**

**O SOLE MIO**

**POEME**

**THE GAYLES**

**RASIALE RAND**

**MY BOY - FLAT TOP**

**I GET SO HAPPY**

**KING RECORDS**

**BONNIE ROU**

**DADDY-O**

**LITTLE WILLIE JOHN**

**ALL AROUND THE WORLD**

**BOYD BENNETT**

**SWING STRONG**

**MR. BOY - FLAT TOP**

**THE MOST**

**BOYD BENNETT**

**SEVENTEEN**

**KING 4842**

**KING 4853**

**KING 4842**

**KING 4837**

**THE BILLBOARD**

**1955 NOVEMBER 19**

**The Billboard Music Popularity Charts**

**COMING UP STRONG**

Listed below are records which have shown solid trade response during the past week, although sales were not yet heavy enough to place them on the National Best-Selling Charts. Compiled thru a survey of all major markets, these records figure strongly as potential chart entries in the very near future.

1. *Croce Di Oro (Cross of Gold)*
   - *Patti Page* (ASCAP) Mercury 70173
2. *Dog Face Soldier*
   - *Russ Morgan* (ASCAP) Decca 20703
3. *No Arms Can Ever Hold You*
   - *Georgie Shaw* (BMI) Decca 20979
4. *When You Dance*
   - *The Turbans* (BMI) Herald 438
5. *Pepper Hot Baby*
   - *If You Don't Want My Love* (Jayce P. Morgan) (BMI) RCA Victor 6522
6. *Croce Di Oro (Cross of Gold)*
   - *Joan Reagan* (ASCAP) London 1005

**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**

**Radio**

1. *A Woman In Love* (R & F) - ASCAP
2. *I Fell In Love With You Every Day* (R & F) - ASCAP
3. *The Cat After I Gave You My Heart* (R & F) - ASCAP
4. *I Ain't Got No More* (R & F) - BMI
5. *That's A Woman Can Do* (R & F) - BMI

**Television**

1. *Adorable* (R & F) - ASCAP
2. *Your Boyfriend* (R & F) - ASCAP
3. *Bad Bitch* (R & F) - ASCAP
4. *Sensuous Love* (R & F) - ASCAP
5. *There Should Be Wine* (R & F) - ASCAP
6. *Yellow Rose Of Texas* (R & F) - ASCAP

**Best Selling Sheet Music**

1. *Autumn Leaves*...
2. *Billy Tells Me So...*
3. *Yellow Rose Of Texas...*
4. *Croce Di Oro (Cross of Gold)*...
here's a big one for your CHRISTMAS "STOCKING"

STAN FREBERG RECORD NO. 3280

"nuttin' for christmas"
"the night before christmas"

Case dismissed! This man had no motive for stickin' up Santa Claus. He already had his FREBERG CHRISTMAS RECORD!
HEADLINERS
making "important" record news!

the group:
THE AMES BROTHERS

THE NEXT TIME IT HAPPENS
(from the Rodgers-Hammerstein musical production, "Pipe Dream")
MY LOVE, YOUR LOVE
20/47-6323

the girl:
JUNE VALLI

DON'T TELL ME NOT TO LOVE YOU
OH! WHAT A DAY
20/47-6331

the dealer's choice
RCA VICTOR
"New Orthophonic" High Fidelity Recording
RAYMAR SALES COMPANY
AMERICA'S OLDEST "ONE STOP" HODGETS FOR RECORDS
Huge E. P. STOCK. LONG PLAYING AT COMPETITIVE PRICES
WE CARRY A COMPLETE LINE OF NEEDLES, STORAGE ALBUMS, RECORD PLAYERS, CARrying CASSETTES, AND OTHER DESIRED ACCESSORIES.
EXPORTERS—SPEDY AND EFFICIENT SERVICE.
OPERATORS—FREE TITLE STRIPS, PRE-PACKAGED E.P.'S, AND A GREAT VARIETY OF RACK NUMBERS.
DEALERS—ARE YOU HAVING TROUBLE WITH YOUR DISTRIBUTORS?
Wives and Sons complaining about going to make your pickups?
GET THIS TROUBLESHOOTING JOB AND SEE THE EXCELLENT RESULTS. ALL THE ABOVE UNDER ONE ROOF.

WRITE FOR SPECIAL PRICES ON 10" LONG PLAY
All orders shipped C.O.D.

170-21 JAMAICA AVENUE
JAMAICA 32, NEW YORK
Olympia 8-4012
August 23, 1945

DEED

THE BILDERB
NOVEMBER 19, 1955

Vox JoC

By June B undy

"Soldier's Guitar"

On Accent 21030

Published by
Z-12 MUSIC COMPANY
5211 Santa Monica Blvd.
Hollywood, Calif.

ACCENT RECORDS, INC.
6533 Hollywood Blvd.
Hollywood, Calif.

Today's Top Tunes

The Low-Cost Dealer Profit-Service!

Here's the inexpensive, easy-to-operate personal-ized promotion that makes it easier to control music costs, controls the number of tunes, large-scale phonograph records. Rates chart lets you match your phonograph equipment to any music cost you can arrange. You can use any choice of music, just the music you want, and endless promotions become easier than ever before. The big thing is to get your phonograph records.

SPECIAL LOW RATES—MAIL ORDER YOUR ORDER TODAY

The Bildard • Today's Top Tunes Dept.
316 Park Ave. N. • New York, N. Y.

Please print this mail order form used in combination with any phonograph record: 100 copies $1.00 while supplies last.

1. $3.50 and over.

BUY 10 OF THIS TUNE $3.50

Place your order with your phonograph distributor. Your phonograph records are delivered regularly.

The Bildard • Today's Top Tunes Dept.
316 Park Ave. N. • New York, N. Y.

Highly recommended by

The Bildard • Today's Top Tunes Dept.
316 Park Ave. N. • New York, N. Y.

Highly recommended by

Copyrighted material
With profound sorrow we offer our warmest sympathy to the family of Jerry Ross
The Billboard Music Popularity Charts

**POPULAR RECORDS**

**• Review Spotlight on...**

**RECORDS**

**FRANK SINATRA**...Capitol 3298...**WE'LL BE yarn**...THE TENDER TRAP

Here's another big two-sider that finds the Voice in great form. The top side is a touching ballad sung in smoothly and tender style with a great orchestral backing. The flip is the cute, juicy title tune from the pic in which Sinatra is starred. Both sides spell big foot and should break fast.

**DEAN MARTIN**...Capitol 3266...**MEMORIES ARE MADE OF THIS**

Martin dives into a trio arrangement with rhythm from personnel, bass and insistent vocal backup. The catchy lyrics give the recipe for happy love memories. Flip is "Change of Heart," a pleasant novelty that features an unusual type backing.

**TUNE**

**YOU'LL ALWAYS BE MINE** (Hamlon, BMI)

This fine new tune has a grand folksy flavor and a very distinct resemblance to "Good Night, My Love." The melody is the kind that can stick for a long time and is likely to be heard constantly on various disk ends. Hamlon, who is the writer and publisher, has come up with a sweet and stirring version (RCA Victor 6330).

**NOVELTY**

**DON CHARLES AND HIS SINGING DOGS...**DOLLY O'F. SUSANNA (Springfield, BMI)

Medley: Pearl's Jingle Bells, King's Three Blind Mice, Canada's Fat-Cat (Springfield, BMI). RCA Victor 6344

Here's one of the craziest, yet most appealing novelty sounds to come out in a long, long time (see separate story this issue). It features a chance at backing shows on both the basso and coloratura, who have a great kick for backing out a tune on and off key. A natural all the way for piccys and the kiddie set.

**Reviews of New Pop Records**

**BATHINGS—COMMERCIAL POTENTIAL**

Each record reviewed represents the opinion of the members of the Billboard music staff itself. It is determined from original listening, the following factors are considered: material, treatment, vocal, production.

<table>
<thead>
<tr>
<th>RATING</th>
<th>RECORD NUMBER</th>
<th>TITLE</th>
<th>ARTIST</th>
<th>COMPANY</th>
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<tr>
<td>30-100</td>
<td>John...</td>
<td>&quot;Sway&quot;</td>
<td>Andy Williams</td>
<td>Columbia</td>
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<tr>
<td>25-39</td>
<td>Tony...</td>
<td>&quot;My Heart&quot;</td>
<td>Tony Bennett</td>
<td>Capitol</td>
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<tr>
<td>70-79</td>
<td>Sue...</td>
<td>&quot;I'd Rather Be Sorry&quot;</td>
<td>Sue Thompson</td>
<td>Columbia</td>
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<tr>
<td>65-55</td>
<td>Dick...</td>
<td>&quot;The Best of Us&quot;</td>
<td>Dick Haymes</td>
<td>Capitol</td>
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<tr>
<td>45-54</td>
<td>Sue...</td>
<td>&quot;You're Gonna Miss Me&quot;</td>
<td>Sue Thompson</td>
<td>Columbia</td>
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**COLUMBIA RECORDS**

**TOWN HALL RECORD SERVICE**

188 RIVERSIDE AVENUE, BROOKLYN 12, N. Y. DI 6-2735

**SAVE MONEY ORDER YOUR BILLBOARD SUBSCRIPTION TODAY**

The Billboard, 3160 Patterson St., Cincinnati 22, Ohio
Please enter my subscription to The Billboard for one full year (26 issues). I enclose $10 payable (New $10 single copy rate). □ payment enclosed □ bill me 920

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Topping the Christmas Hit Parade!

"Mister Santa"

Coral
61539
9-61539

The Christmas version of "Mr. Sandman"

by...

Dorothy Collins

The Big Hits Are On...

Coral Records
America's Fastest Growing Record Company
Gene Autry

with

'MERRY CHRISTMAS WALTZ'

'ROUND, ROUND THE CHRISTMAS TREE'

(Golden West Melodies, Inc.)
BMI

(Fairway Music Corp.)
BMI

40589
THE BILLBOARD

NOVEMBER 19, 1955

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MUSIC RADIO
Hill & Range Sets Exclusive Deals

NEW YORK, Nov. 12—Hill & Range has set several new deals with religious and charitable organizations whereby the publishing firm has exclusive folks rights to their recent hits. Some of these deals include clearances from other publishers.

Already set—and now being printed—are deals with Elvis Presley, Faron Young, Mahalia Jackson and the Foggy River Boys.

Hound Choir

**Continued from page 12**

This week is going right ahead, shipping out a large quantity—100,000 plus—in the estimated-class featuring Don Charles and his Singing Dogs, billed as a “green- gable country chorus.” The dogs, who range vocally from a booming bass to a lyric harmony, actually perform a sort of “Crazy Rovers” on one side of the disk backed by a special arrangement of “Oh Susanna.”

The recording, which reportedly has become a hit in England on the Fyra label, has been pur- chased from that diskery by Victor.

The warung was made actually in Sweden, tho you’d never suspect it from the dog’s dictation.

“Ah! Human”

Something of a scrumble developed over Publishers’ Row this week when word leaked out that Victor had picked up same unknown material. The tipsters reportedly told friends, “It ain’t human,” which turned out to be pretty accurate. At any rate, building begins even before the facts were known, and the diskery succumbed to an offer for publication rights from Goldie Goldmark, on behalf of Springsfield Music, a Broadway Music, Inc., firm.

Goldmark, in order to assure his BMI performance credits, immediately arranged to have the arrange- ments transcribed from the disk and copyrighted, with such original titles as “Fowl’s Jungle Boys,” “Kangy Three Blind Mice,” “Cactus’s Fat-Cake” and “Dolly’s Ol’ Squirum.”

Goldie, an old jilliard himself, has been working on a special notation system that any dog can use. In fact, by present time, he already had made a ten-dollar deal with the Ken-Lation people, wherein purchasers may obtain covers applicable toward singing lessons for their canine friends.

Victor, of course, has planned a big disk jockey push on the disk, providing the specialties with special disks wherein the different tunes are separated and timed for easy selection.

It’s too early to report any general market reception, but it is said that Little Nipper, the Victor dog, flipped over both sides.

Mull Facchina

**Continued from page 12**

Mull Facchina, the American music impresario and the potential financial aid of the American Fed- eral of Musicians.

All proposals, including the appli- cation of Facchina, will be de- cided upon by the DOLs board of directors and officers. Election results, due in the latter, will be mailed to DOLs members next week, with the deadline for ballots running November 15. To date 60 of the 100 eligible votes have been returned ballots.

Fredy Martin, secretary of the organization, disclosed that Cana- dian ballroom operators have indi- cated their approval of the Na- tional Dance Festival Week, and a desire to participate in the pro- motion.

Atlantic Label

**Continued from page 12**

Several Sparo disks of last year which never received adequate distribution on that label. The diskery has taken over artists’ con- tracts with blues singers Frankie Yellin and Garland the Great. The Bossie group has broken up, and Atlantic plans to build a new act around the lead and bass singers.

Hill & Range recently entered into an arrangement with the leading diskery of the country, with the result that many artists who have been with Hill & Range for several years will now have the opportunity to make records under the label of their choice. This move is expected to bring about a number of changes in the music business, as it is anticipated that many other diskeries will follow suit and offer similar opportunities.
**The Week’s Best Buys**

I’VE EISHED YOU MY LAST TIME (Acuff-Rose, BMI) – LONELY SIDE OF TOWN (Tree, BMI) – KITTY WELLS – Decca 20728

Underneath the queen of the country market, Miss Wells showed top-notch form in this disc’s final ten days of sale. Nashville, Durham, Atlanta, Dallas, Cincinnati, Buffalo and Chicago are among the fifty-six dealers with over $1,000 in sales for this disc. Both sides are doing nicely, with neither side clearly on top. A previous Billboard “Spotlight” pick.

DON’T TAKE IT OUT ON ME (Bluebonnet Valley, BMI) – HONEY, HONEY BEE BALL (Crosses Valley, BMI) – Hank Thompson – Capitol 28755

All principal country sales areas report a fast take-off on this first pressing. This disc is doing better in the South and East than is even less than Thompson’s usual pace. Don’t Take It Out on Me in the South, the more the merrier. The flip has good support in some areas, too. A previous Billboard “Spotlight” pick.

**Review Spotlight on...**

**RECORDS**

JIMMY WORK

There’s Only One You (Acuff-Rose, BMI) – Dot 12727

Week wobbles with warm sincerity on this appealing recording. It’s the type of record that could start off an old-jockey spin and could be another hit for Work, Flip is “When She Said You All” (Hill & Range, BMI).

TALENT

DAVE RICH

If I’m in (Valley, BMI)

I Think I’m Going To Die (Tree, BMI) – Victor 6337.

This is an interesting new vocal talent with one of the loveliest voices. The flip is doing more of the work and washes the humorous novelty, “I Forgot,” with relaxed showmanship, and his unique drawl-out vocal style is equally effective as the appealing weeper, “I Think I’m Going To Die.”

TUNE

HAPPY BIRTHDAY, DEAR JESUS (Four Star Sales, BMI) – This is an outstanding new Christmas tune with simple moving lyrics and considerable appeal for youngsters. Coral has a strong whooping of the song by Pete Fike (Coral 61252) backed by “A Old-Fashioned Christmas” (Four Star Sales, BMI). “Happy Birthday, Dear Jesus” could be a Christmas repeater for many years.

**Reviews of New C & W Records**

GINNY WRIGHT

I Could Still Tell You More... (Farrow, BMI) – Farrow 20015

A Farrow recording with a strong show of support. The flip has been doing well. Another “strong” project, considered a successful show of support. Coral, BMI.

WILLIS WILSON

Mornin’ Love (Me, BMI) – Willis Wilson, Earl “Waltz” Williams, and Waltz Williams.

This Wilson 7-87 is out of this skin of the side with its BMI.

ELTON BRITT

Fanny (Buck, BMI) – Fanny 20786

Original title about the modern day west. A bright, happy vocal variation of a funny tune. The flip here, “You Wouldn’t Be With Me” (Buck 20787) is a clever spin.

**SACRED**

TOMMY

Lookin’ for a City (Stamps-Baxter, SESAC) – Mercury 70544.

T. Tommy contributes a rich-baritoned and a lively reading to the older side, but the song should make a good catalog item for some time to come. Flip is “Help Me Lord” (Acuff-Rose, BMI).

**Most Played in Juke Boxes**

For survey week ending November 9

RECORDS are ranked in order of the greatest number of plays in juke boxes through surveys, as determined by The Billboard. The weekly survey samples are based on high popularity of country and western records. When a tie occurs in reported plays, both records are combined to determine position on the chart.

**Best Sellers in Stores**

For survey week ending November 9

RECORDS are ranked in order of the greatest number of plays in commercial stores, as determined by The Billboard. The weekly survey samples are based on high popularity of country and western records. When a tie occurs in reported plays, both records are combined to determine position on the chart.

**Most Played by Jockeys**

For survey week ending November 9

SIDES are ranked in order of the greatest number of plays on disk jockey radio stations, as determined by The Billboard. The weekly survey samples are based on top disk jockey shows in all key markets.
Around the Horn

By BILL SAGGS

The country and western discs of Elinor Skinner and Lou Espet will be among the first releases on the 2,500-seat Emory Auditorium in Cincinnati for the S.O. business and the order from the top 100 stations in the country. As with several hundred turned away at the show, the release of the records have already been hot with some of the staff at the station.

Buddy Young, publisher of the Crazy Records, Box 49, Canton, Tex.

The country and western discs of Elinor Skinner and Lou Espet are being released at the 2,500-seat Emory Auditorium in Cincinnati for the S.O. business order from the top 100 stations in the country. As with several hundred turned away at the show, the release of the records have already been hot with some of the staff at the station.

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**The Billboard Music Popularity Charts**

### This Week's Best Buys

**POOR ME (Commodore, BMI)—Fats Domino—Imperial 3360**
A perversion that may displease Dominos' fans but is probably enjoyed by many others. It has already placed on the Los Angeles and New Orleans top ten charts, and is expected to do well in the New York line of stores. New York, Baltimore, Durham, St. Louis, Atlanta, Pittsburgh, Buffalo, Durham, Atlanta, Detroit and Baltimore.

**CONVICTED (Rene, ASCAP)—Oscar McKay—Modern 975**
For the second week, "Convicted" is high on the Los Angeles top ten chart. The song has been winning in several markets: New York, New England, New Orleans, Buffalo, Durham, Atlanta, Detroit and Baltimore.

### Review Spotlight on... RECORDS

**BO DIDDLEY**
*Pretty Thing (Ace, BMI)—Clicker 257*
Bo Diddley has another smash hit in "Pretty Thing." It packs the same kind of wild rhythm that put him on the charts with "Rock 'n Roll Handkerchief." This performance makes this endlessly popular player one to watch. Fats is "Bring It to Jerome" (Ace, BMI).

**THE MIDNIGHTERS**
*Rock and Roll Wedding (Jay & Cee, BMI) That House on the Hill (Jay & Cee, BMI)—Federal 1210*
This group is up with their hard-driving rhythm, which is on top of the airwaves, and their music is particularly sock-it. Both sides should grab off considerable play from jocks and jukeboxes.

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**Reviews of New R & B Records**

**LITTLE DANNY SCOTT**
*Incidence (The World, BMI)—Incidence*
A good example of a number that has a great deal of simplified rhythm and blues. This song is a very good choice for the airwaves. (The World, BMI)

**DONNA HIGHTOWER and MAXWELL DAVIS ORK**
*Jail House (The World, BMI)—Jail House*
This is a great example of a song that has a lot of rhythm and blues. The song is a good choice for the airwaves. (The World, BMI)

**HILL BILLY**
*I Got a Baby (Ace, BMI)—The World*
This is a fine example of a song that has a lot of rhythm and blues. The song is a good choice for the airwaves. (Ace, BMI)

**NAPPY BROWN**
*Blow (Ace, BMI)—Blow*
This is a fine example of a song that has a lot of rhythm and blues. The song is a good choice for the airwaves. (Ace, BMI)

**BILLY CLARK**
*Ain't That Love (Ace, BMI)—Ain't That Love*
This is a fine example of a song that has a lot of rhythm and blues. The song is a good choice for the airwaves. (Ace, BMI)

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**Most Played by Jockeys**

**KANSAS CITY TANGENTS**
*Nobody Needs It (Ace, BMI)—Nobody Needs It*
This is a fine example of a song that has a lot of rhythm and blues. The song is a good choice for the airwaves. (Ace, BMI)

**DOLPHUS WISE**
*Is It True (Ace, BMI)—Is It True*
This is a fine example of a song that has a lot of rhythm and blues. The song is a good choice for the airwaves. (Ace, BMI)

**THE SPEARS OF RHYTHM**
*Apollo 409 (Ace, BMI)—Apollo 409*
This is a fine example of a song that has a lot of rhythm and blues. The song is a good choice for the airwaves. (Ace, BMI)

**THE JUKE BOX JUKE BOXES**
*Don't Stop Me Now (Ace, BMI)—Don't Stop Me Now*
This is a fine example of a song that has a lot of rhythm and blues. The song is a good choice for the airwaves. (Ace, BMI)

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**Best Sellers in Stores**

**CHARTS for survey week ending November 9**

**Records**

1. **ONLY YOU (BMI)—Flattters**
   - Sony Boy Williams...
   - 5
2. **HANDS OFF (BMI)—McShann**
   - 4
3. **AT YOUR FRONT DOOR (BMI)—El Dorado**
   - 2
4. **PLAY IT FAIR (BMI)—L. Baker**
   - 7
5. **I HEAR YOU KNOCKIN' (BMI)—S. Lewis**
   - 3
6. **ALL AROUND THE WORLD (BMI)—L. Williams**
   - 6
7. **FEEL SO GOOD—Shirley & Lee**
   - 11
8. **ALL BY MYSELF (BMI)—F. Domino**
   - 5
9. **DON'T START ME TALKIN' (BMI)**
   - Sunny Boy Williams...
   - 6
10. **BLACKJACK (BMI)—R. Charles**
   - 10
11. **ADORABLE (BMI)—Drifters**
    - 13
12. **STEAMBOAT (BMI)—Atlantic 74**
13. **THIRTY DAYS (BMI)—C. Berry**
    - 14
14. **MAYBELLENE (BMI)—C. Berry**
    - 8
15. **GREENBACKS (BMI)—E. James**
    - 12
16. **CROSS CUT FEELIN' (Modern 96)**
    - 5
17. **SOMETHING'S HAPPENING (ASCAP)—C. Washington**
    - 15
18. **I'm Whacking You (ASCAP)—Marianne 7699**

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**Sides**

1. **ONLY YOU (BMI)—Flattters**
   - Sony Boy Williams...
   - 2
2. **HANDS OFF (BMI)—McShann**
   - 9
3. **AT YOUR FRONT DOOR (BMI)—El Dorado**
   - 7
4. **PLAY IT FAIR (BMI)—L. Baker**
   - 1
5. **I HEAR YOU KNOCKIN' (BMI)—S. Lewis**
   - 5
6. **ALL AROUND THE WORLD (BMI)—L. Williams**
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The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

**Reviews of New R & B & Records Continued from page 30**

**VILLAT JUNGLER**

**SACRED**

**The Billboard Music Popularity Charts**

**FOLK TALENT AND TUNES**

**Reviews of New Spiritual Records**

**FOLK**

**Chicago**

**Cincinnati**

**Detroit**

**Lower South**

**New York**

**Philadelphia**

**St. Louis**

**Washington, D. C.**

**Reviews of New Sacred Records**

**Releases for This Week**

**Popular**

**Country & Western**

**A SPECIAL OFFER**

**ESSEX RECORDS**

**Savoy Records**

**Reviews of New Childrens Records**

**Marimba**

**Fine Girls**

**Other Records Released This Week**

**FOR EXTRA SALES DOUGIE'S BEST SELLING EP AND UP ALBUMS**

**Suddenly It's Getting Dark**

**HOLLYWOOD, Nov. 12—Alice**

**DEADLY FUGITIVE**

**RECORDS**

**FOR THE TOPS**

**THE BILLBOARD**

**MINNEAPOLIS, Minn.**

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**RECORDS**

**FOR THE TOPS**

**THE BILLBOARD**

**MINNEAPOLIS, Minn.**
BRAUDIS, veteran of the American Civil War, was in residence in Downers Grove visiting his son, Mr. and Mrs. Albert Braudis. "The idea of presenting music in this area has interested me for some years," Mr. Braudis said. "I have made my plans to do so a reality." The concert will be held at the American Legion Hall in Downers Grove on Saturday, November 19th at 8:00 P.M. The program will consist of both contemporary and classical music, with the goal of promoting a love for music among local youth.

Folks who have occupied the Downers Grove Legion Hall for any length of time will recognize Mr. Braudis. He is a man of quiet manners and a warm smile. He has been a long-time member of the Legion and has served in various capacities over the years. His dedication to the community is well known, and he is respected by all who know him.

Mr. Braudis has a passion for music that is evident in his every action. He has been involved in various music-related activities throughout his life, and he is looking forward to sharing his love for music with the community of Downers Grove through this concert. He is confident that the concert will be a success and that it will bring joy to many who attend.

The concert is open to the public, and admission is free. Everyone is welcome to attend and enjoy the music. Mr. Braudis invites everyone to come and share in the love of music that he has for so many years.
Two Mo. Insurance Firms Join in Merger

Haas, Wilkinson, Wohlgem Form New Organization; See Increased Business

KANSAS CITY, Nov. 12—Merger of two insurance firms—Haas & Wilkinson, of this city, and Walkop-E. Wohlgem, St. Louis, was effected here this week.

The new firm will have offices here and in St. Louis, utilizing the present offices of the two prior to the merger. Additional person
nel will be added in view of the expected increase in business.

Merger was voted early Wednesday (3) by Al Haas, W. Ralph Wilkinson and Roger Walkop.

The new firm, it was announced, will offer agents a better and faster service than had been possible for the two predecessor organi-
zations, both of which had been built up by personal service.

The addition of more personnel will give the new firm a real edge over both Haas and Walkop-E. Wohlgem, who have spent much time on the road in the past year and even more time to visiting shows both in winter quarters and on the
road.

Their customers are spread throughout the U.S. and Canada, and Wohlgem's and Walkop-E. Wohlgem plans to travel almost continually.

The Walkop-E. Wohlgem firm was organized in 1940 by Zooko Walkop.

Al Haas and Ralph Wilkinson have been partners for 18 years, starting in 1958 when they set up the showmen's insurance organiza-
tion. Prior to that, according to reports, Wohlgem's and Walkop-E. Wohlgem both had been in the general insurance business in Kansas City for some time.

Al Haas and Ralph Wilkinson said that they will be open for the outdoor conventions. They plan to arrive Friday, November 16, and remain for a full week.

Minn. Circuit Sets '56 Dates

TRIBBLE RIVERS Falls, Minn. Nov. 12—The Red River Falls Circuit of Minnesota fair set an all-time record for day's attendance, and the circuit as a whole was reported at the annual meeting of the Minnesota State Fair Association to have filled the fair association's hopes for success.

The record fair, which was held over the last two weekends, was attended by the 75,000 who paid to attend the fair. The total fair attendance was $80,000 registered this year.

Attendance of 75 was on every day. Over 3,000 season tick-
etes were sold, which in effect would add a total of 35,000 to the $60,000 a week attendance figures, or $90,000 on plant improvements. At-
traction-wise, the fair was ahead of the previous year. Hop-
pitality-wise, it was also rated an improved fair, and an atten-
dition, big business. Barstow, Carver's, right recede second well and B. A. Brown would show two good crowds to its per-
fomance.

Fair opened a new farm imple-
mement area this year, located on the 4.1 farm and exhibit build-
ings. A new building was added with modern lighting and adja-
cent electrical outlets for portable equipment. The building on the northeast corner of the show is the new driving test facility built with several hundreds feet more exhibit space at a cost of $80,000.

At the annual meeting, T. W. Weigand, of Minneapolis, and Homer Horns was re-elected to the board. New officers elected were: Presi-
dent, W. A. Wemple, and V. J. Wemple, Jr., secretary-treasurer. Mr. Horns was re-elected for another 40 years with L. H. Weigand and Waldo Rommey were re-
lected as directors, and Edward and George Howard treasurer.

Fernie Reports Loss

Piney's longest after a day of

The Piney Artificial Ice Camp at a loss of $653 for the 1954-
'55 season. Benches totaled $6,600 and expenditures were $77,143. The camp operated for five and a half months, and it was the first full season of operation.
YOUR OUTDOOR CONVENTION SERVICE CENTER

Providing the following services for you:
- Local Phone Service
- Emergency Incoming
- Long Distance Service
- Message Service
- Paging Service
- All Major Chicago Hotel Phone Numbers
- Airline and Railroad Phone Numbers
- Entertainment Room Listings of Show Fools Registered at the Sherman Hotel
- Banquet Ticket Sales
- Current Copies of Billboard
- Showmen's League Membership Dues

If you want to locate folks attending the convention... ask them for the Information Booth. We'll try to locate them for you. Or leave your message with them for me.

FILL IN THIS MEMO...

Leave it with your wife, secretary, baby sitter, friend or relative... anybody at your home or office.

DURING THE CONVENTION...

If they can't reach you at your hotel, they can call CENTRAL 6-3695 in Chicago.

When you get to the convention... be sure and stop by... visit THE BILLBOARD and SHOWMEEN'S LEAGUE OF AMERICAN INFORMATION BOOTH in the lobby of the Sherman Hotel opposite the escalator in the main lobby.

Filling your message is too many for your message...

TO...

Here's where I'll be when I'm in Chicago for the Outdoor Convention.

If you cannot reach me at this spot, call CENTRAL 6-3695 Chicago, Ill., the Information Booth, located in the lobby of the Sherman Hotel. They will page me or take a message for me.

Calgary Ex Records Net Profit of 296G

Calgary, Alta., Nov. 12.—The Calgary Exposition and Stampede Ltd. recorded a net profit of $286,139 on operations for the year ended September 30, but $244,331 of that amount was spent on plant and building improvements, according to the financial report presented to shareholders at the annual meeting.

In 1954 the profit on the year's operations was $546,350, the highest in the history of the exhibition during the period, and $2,016 better than 1953.

Total revenue for the year was $4,257,750, compared with $5,557,019 in 1954.

After payment for plant and building extensions in 1955, promotion of junior agricultural activities, and interest on repayments of 1957 bonds issued, the net profit was reduced to $180,691 and then was carried to the reserve for future improvements.

Second Gage, $1

Reported by W. A. Crawford-Frost, president, and Maurice E. Hartnett, general manager, showed that the 1954 Exposition and Stampede was the biggest in history for attendance, revenue, and expenditures, and general excellence.

The attendance mark of more than 1,000,000 was an all-time record.

Justice M. M. Porter, chairman of the finance committee, reported that gate and grandstand revenue of $444,431 was an all-time high and compared with $337,741 last year for the same space, while a successful net profit of $12,372 was realized, compared with $109,315 in 1954.

Horse racing at the Stampede yielded $100,000, with profits and other expenses totaling $100,000. The full amount added another $66,000 to exhibition funds.

Off-Season Deficit for A. C. Hall

ATLANTIC, N. Y., Nov. 12.—The Municipal Auditorium went into the red for more than $100,000 for the first six months of this year, according to a audit just filed with the City Commission. There was a balance on hand at the beginning of the year of $295,405, but on July 30 the balance was $192,700.

Receipts for the six-month period amounted to $355,001 including $212,734 from store rentals and $13,953 from conventions. During the same period, disbursements amounted to $342,399, including $325,489 for payroll, $38,000 for utilities, $33,000 for maintenance, and $13,041 for fuel.

The first half of the year was considered as an "off" period for conventions and local attractions.

A budget of $582,000 was set up for the current year's operation at the big hall, in order to meet an anticipated deficit, the 1955 Auditors' report indicated $350,000, as "unable from previous appropriations" and a deficiency appropriation of $600,000 from the city's general fund.

Brandon Ex Skeds '56 Band Contest

BRANDON, Man., Nov. 12.—The Brandon Municipal contest will be one of the features of the 1956 Brandon Programme, to be held here next year and substantial prizes will be given to the winners. Districts have already decided to invite teams from Manitoba and Saskatchewan to participate in the fair. A downtown parade is also planned.

Operation of Stampede Corral and Victoria Arena showed net revenue totaling $42,378, compared with $82,083 for the same period of 1954.

Stampede prize list and expenses totaled $1,011,000, compared with $477,000 in 1954 and caused an overall deficit of $54,000, compared with $23,873 the previous year.

Expenditures in 1953 totaled $592,041, compared with $401,078 in 1954.

Administration expense during the year totaled $76,690, as against $58,915 in 1954, and maintenance of revenue cost $5,976, as against $1,024. Hartnett reported on a survey undertaken by the company which showed that 37 per cent of Exhibition and Stampede patrons came from Calgary and District, 17 per cent from Alberta, less than Calgary and District 18 per cent from other provinces other than Alberta; 8 per cent from the United States and the remaining 7 per cent from other countries.

Improvements

Capital improvements during the year included the construction of Fort Calgary Headquarters and two building fund the new entrance Fort Calgary, construction of a new grandstand roof, major changes in the rodeo indents and construction of movable coast large paving program in the ground, construction of stalls for chuckwagon horses, alterations to the livestock stables and Stampede office and major changes to the lighting system on the grounds. Hartnett also reported that a total of $1,575,470 was spent on the grounds during the year, an increase of $100,000 over the previous year.

W. A. Crawford-Frost was elected president of the Calgary Exhibition and Stampede Ltd., for a third successive term.

R. J. Dunsmuir, who resigned his position as Fort president in 1954, was succeeded by J. C. Manning, who had been second vice-president and, H. G. Love was named second vice-president. Hartnett was re-appointed general manager.

All members of the 1953 board of directors were re-elected and a new director, Charles Knowles was named.

JOHN BUNNY
President & General Manager
BUNNY-BUNNY MOTORS, INC.
CHRYSLER-PLYMOUTH AGENCY
6624 Lark Ave., St. Louis, Mo.
Phone: Bridge 3133

ED MURPHY
Showmen's Representative
NATIONAL SHOWMEN'S ASSOCIATION
853 West Concord St.
CHARLESSTON, W. Va.

3 REGIONAL OFFICES UNDER 1 OWNERSHIP

3 REGIONAL OFFICES UNDER 1 OWNERSHIP

PROVIDING EXCLUSIVE NATIONAL COVERAGE IN MANAGEMENT OF SHOWMEN, NATIONAL ADVERTISING, PUBLICITY AND CONSUMER SERVICE TO SHOWMEN THROUGHOUT THE UNITED STATES. DEDICATED TO SERVICE TO SHOWMEN THROUGHOUT THE UNITED STATES.
NEW VENTURE

Reade Arena Debut
Okay in Asbury Pk.

OAKHURST, N. J., Nov. 12—Results of the Walter Reade Theaters chain experiment in arena management were viewed as encouraging, after a full season of activity at the Asbury Park Convention Hall. The organization, which operates some 30 movie houses, eight dinner-dance, and extensive food concessions interests, reported in April a three-year pact for the arena.

A steady weekend diet of name acts and dance bands was fed, together with mid-week special events and showing contribution-style exhibits. Some name attractions drew very well, and others were disappointments, it was reported.

Top night of the season was July 16 when a gross of $10,000 was realized from the appearance of Jo-Jo James with the Mal Mac orchestra, with straight admission price of $1.80 charged. The McGuire Sisters were booked on two occasions, drawing well both times, and another winner was the Vanessa Monroe band. Other attractions included Eartha Kitt, Carl Callaway, Tony Pastor, and others.

Wrestling Just Fair
Contributions showed John Arthur's Atom Bomb exhibit and Barberis' Minstrels.

Curtained Popcorn Crop
Expected to Hike Prices

CHICAGO, Nov. 12—Popcorn crop production in all likelihood, pay more for their raw corn in 1956 and the industry leaders attending the annual convention of the International Popcorn Association here this week, shooting on the other hand, should be unthinned and slightly lower.

Main reason for the higher corn prices, according to a per cent rise in pop-plantings this year, coming at a time when it is essential to an advantage of strong. Another strengthening of the possibility that better corn prices in the field may never be harvested due to the rainy fall weather which has made picking impossible in some areas. The harvesting season for the future won’t really be known until July and December when the harvesting should be completed.

Seasoning prices shouldn’t show much change, according to J. J. Ryan, head man of C. F. Simonson’s, the king of all the popcorn, and all for the popcorn trade. Ryan feels the season should be cheaper next year due to the increased crop of potatoes this year. Coconut oil is expected to remain steady at present price levels. Better economic conditions in Europe have made those countries good customers of this crop and should keep the market on an even keel at about 13c a pound.

Popcorn men left the four-day sessions here this week in a cheerful mood and most of them concurred in the popular saying that corn some time this winter.

DeRock Assn.
Sets Banquet

MASON CITY, Ia., Nov. 12—The annual banquet for drivers, car owners and officials of Speedway Car Associated, operating auto races in the Midwest, will be held November 28 in Chicago Hotel Sherman, Leon DeRock, managing director, announced.

During 1955, its first season in the field, the DeRock organization operated 12 race tracks in four Midwest States all under auspices of the Midwest State Racing Association. The race driver-dominated promoters is planning to get big car and stock car races next season. Les Goforth, St. Louis, will receive the 51 trophy as top point winner.

MOOSE JAW, Sask., Nov. 12—George Cooper was re-elected president of the Moose Jaw Exhib. Vice-presidents are O. B. Pyk and Gordon Smith, Secretary-Treasurer was Vern Hyland.

Berkshire Trot Farm’s tank was booked in for three weeks. Professional wrestling, locally booked, was offered to the crowds on Thursdays, and did just fair.

Business generally was spotty, and company executives are attempting to see a pattern in the attendence and spending habits of fans, so as to improve the grosses. A large advertising budget was spent, with much outdoor advertising in the country, as well as bill jockey and movie shop tie-ins, newspaper from Thursday to Wednesday, and aerial advertising.

The deal for the city-owned building calls for a $5,000 guarantee for the first year, $10,000 the second, and $11,500 the third, against 10 per cent of the gross. The lease is for the summertime only, running from July 14 to Labor Day weekends, the resort community’s peak period.

With blazing flash and high capacity, the Allan Herschell 18-car Caterpillar has always been a tremendous money-maker. And now comes the 1956 model with fluid drive and blower. The new model, like the old, is a great thrill for the rider and a terrific attraction for any park or carnival. Easy to erect and take down, Orders for the 1956 Cot are now in production. For further information and prices, call or write to Allan Herschell, 6225 S. Spillman Road.
The radio station president, Harry M. Bittner, Jr., the transaction gives him a "more than 50 per cent but not less than 3 per cent" of the voting stock.

The California corporation holds a contract with the Indiana State Fair by which it operates all entertainment in the building except during fair season. The corporation was organized by several businessmen after the Indiana State Fair and Arthur Wirt failed to agree on a contract renewal more than a year ago.

Over half of the 1,530 outstanding shares of stock were purchased by Bittners, Canadore and Television Broadcasters, Inc. The latter firm, which is WFWM, TV and WFWM as well as other stations. The corporation is the largest of the original 13 stockholders in the Collectors, Inc., and is holding an 11 per cent interest.

Bittner declined to divulge the amount of the purchase in the transaction.

Mabel T. Rose, a stockholder, will be retained as general manager of the corporation. The company's present contract with the board of management is for five years, starting in 1954. The collective is a "relapse firm," and it is not likely to be changed, Bittner said.

Bittner said that he hopes "to have more and better wagon attractions with special star acts in the coming years."

REGINA '55 PROFIT RECORD 93C

Surpasses Year Ago by $7,775;
Earnings $100,000 for 56 Expenses

REGINA, Sask., Nov. 12.—A record net profit of $63,000 on the summer fair was recorded in the annual report of the Regina Exhibition Association for the year ended September 30.

The fair week mark was $7,705 ahead of the net revenue in 1954, which was $55,911, an all-time high.

Net profit on the year's operations totaled $63,000, down $8,300 from last year.

For the program next year, includes expenditure totaling $100,000, big for major improvements to roads daily, feeding and watering livestock.

Net profit on the year's operations totaled $100,000, 80 per cent for improvement of the fairgrounds.

Capital outlay was $137,763, snacks and bananas for disposal was $343,817 and $186,000 was spent on improvements to the200 acres of land and buildings and the new exhibit buildings.

Revival for horse racing at Regina is expected to total $250,000, while field and race results were $145,767 higher than last year when 2,165 people were admitted to the racing buildings.

Midway revenue at $150,000 was $35,000 higher than last year, and concessions revenue at $34,518 was up $1,500 from last year.

Exhibit space rentals totaled $12,194, a decline of $4,503, and exhibitors' fees at $12,194 were up $20.

Revenue on rental of grounds and buildings was $15,000, while total expenses were $36,450, $2,000 lower than last year, and the total profit of $34,518 was $4,503, or $1,500 above last year.

Capital expenditures for the year ended September 30 totaled $465,767, compared to $67,000 in the prior year. Biggest outlay was $199,511 for construction of the exhibition hall which was completed in 1955. The renovation of the Grass Building, $59,000, and the addition of the new 1,100-car capacity at the Prince of Wales Theatre.

A profit of $20,127, including $199,511, is declared the year ended September 30, 1955. The biggest outlay was $199,511 for construction of the exhibition hall which was completed in 1955. The renovation of the Grass Building, $59,000, and the addition of the new 1,100-car capacity at the Prince of Wales Theatre.


disclosures, plans to increase the number to 1,100 cars.

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Circus Routes

2100 Patterson St. Cincinnati 22 D., O.

Andrews, John; Hermann, 10; Home, D.
Barnes, William; Boucher, W.; Haag, W.
Beveridge, J. E.; Dois, M.; Wiens, W.
Bierig, Kees; Bielly, C.; Card, N.
Bollman, C.; Boyer, A.; Currier, S.
Brown, E.; Blanchard, D.; Ellis, 0.
Bryson, A.; Carlstrom, 0.; Carpenter, C.
Cox, D.; Whitman, V.; Witt, L.
Dawes, J. D.; Dean, D.; Dois, M.
Dykstra, A.; E. H.; Fox, 0.
Dwyer, J. K.; E. B.; Fraley, T.
E. H.; Fox, V.; Garth, H.
Galbraith, C.; George, G.; G. H.
Gates, H.; H. R.; Hjort, H.
Horn, A.; Jenkins, L.; J. L.
Hoffman, R.; J. R.; Johnson, L.
H. Or; Johansen, J.; Knapp, J.
Jackson, J. L.; Jones, L.; J. R.
Johansen, J.; Knapp, J.; M. L.
Krus, A.; L. C.; McMillan, C.
L. C.; McMillan, C.; M. C.
M. C.; M. L.; Martin, W.
M. L.; Martin, W.; M. S.
Mayer, J. D.; McClellan, D.; Morgan, S.
McDaniel, M.; M. Z.; Nelson, L.
McDowell, G.; M. H.; Nettles, B.
Nettles, B.; Oelke, O.; Pease, E.
Oelke, O.; Pease, E.; Pettypool, C.
Pease, E.; Pettypool, C.; Phillips, E.
Phillips, E.; Phillips, W.; Pinkham, B.
Pinkham, B.; P. W.; Poe, C.
Poe, C.; P. W.; Prather, W.
Prather, W.; Prather, W.; Robinson, H.
Robinson, H.; E.; Sherrill, J.
Sheldick, D.; Sherrill, J.; Sherrill, 0.
Sherrill, 0.; Sherrill, W.; Smith, D.
Smith, D.; Stetson, J.; Stetson, 0.
Stetson, 0.; Stetson, W.; Wilson, C.
Wilson, C.; W. C.; Wright, H.
Wright, H.; Wright, W.; Wright, W.
Wright, W.; Wright, W.; Wright, W.
Wright, W.; Wright, W.; Wright, W.

Carnival Routes

2100 Patterson St. Cincinnati 22 D., O.

After Â¢: At, Marshall, Â¢.: 16-18, February 20, 1944.
Bennett, B.; Barrett, B.; Barrett, B.; Barrett, B.; Barrett, B.
Burton, B.; Burton, B.; Burton, B.; Burton, B.; Burton, B.
Dawson, D.; D. W.; D. W.; D. W.; D. W.
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Dawson, D.; D. W.; D. W.; D. W.; D. W.
NAAPPB Convention Plans Taking Shape

Kid Spots, Pools, Rides, TV, Disco, Upkeep, Prayy Panel. All Included.

CHICAGO, Nov. 12.—Plans for the annual convention of the National Association of Amusement Parks, Pools, and Beaches were in final stages this week, with Secre-
tary General Henry Bartlett devoting his working hours to officers, committees, crackers, and all functions of the organi-
zed organization.

The association will open its regular convention program at the Hotel Sherman of branches and allied groups and continue through Wednesday (20). The board of directors will meet on Saturday (19) and again on Thursday (17).

Another Monday feature will be the opening of the Beach and Pool section of the convention, which will be aimed at operators of swimming facilities and will be held each morning of the conference. The presi-
dent is James H. Dickton, Birmingham.

The American Recreational Supply Association will con-
vene for its annual meeting and program of events on Wednesday, October 26, at Bismarck. W. W. Lyon presents will be over as soon as the program forms dated October 26.

Speaker Named

NAAPPB’s formal convention sessions on the first day, Monday, will also bring high points. A major speaker of the group at the meeting will be George Alexander Bowles, be-
cause he never was a man. Another Monday event will be the second phase of the convention of the Disney “Mickey Mouse Club” TV show. That day is to include a film fea-
turing the characters of the show. The Ritter’s Riverbend, Chicago, Gerald W. Mautz, president.

On Tuesday (20) the program will feature a symposium on man-
agement” with topics and tips by speakers from the Owings-Comeo Corp., Bremerton, Wash.; National Recreational Supply, Toppenish, Wash.; Pursu- nti, Inc., Nashville, Tenn.; and the Oil Company, the representative of the Country Club, Minneapolis, Minn. A talk will be on Tuesday about how by the public can be used by parks and recreation departments.

Wednesday’s program will in-
clude a demonstration of new con-
structed by NAAPPB, which will be put up to them by members. On the same day, the managing man of Disneyland, will re-
port on the new, and others of that spot in the past year. There also will be a panel discussion devoted to advertising.

Public Place Segregation

Ruled Out by High Court.

WASHINGTON, Nov. 12.—The New York Supreme Court was in the air this week over the Supreme Court decision which will, it is hoped, rule segregation in New York City. Almost immediately after the decision in a New York case, announced in the South that parks would be open to all, according to a note that is to be made public, Negroes and whites on the same stand.

Georgia took the lead in the patrols, which were in the same place at home, with a New York Supreme Court order ending segregation in the parks.

In two decisions the court struck down parts of the New York court’s decision in the case of the Baltimore and the State of Mary-
land could not be segregated the races on public golf courses and recreational fa-
lities are to be open to all in the park.

In the Baltimore case the city has refused to permit Negroes to use the golfing and recreational fa-
lities in Fort Smallwood Park.

The other Maryland case did the same thing.

High Quality KIDDY RIDES

Roto Whip —Spinning Cart — Galloping Horse Carrousel

Illustrated Circuses Free

W. F. MANGELS & CO., Conoy Island 24 N.

FOOD-MERCHANDISE

Available — Amusement Park Manager

Twelve years’ experience operating Tinny Cars and with 26 rides, games, concessions, bandstands, swimming, etc. High personal, honest and advertising references. Present employer will highly recommend. Pay: $1,000-1,500, plus expenses.

BOAT RIDE

Hence the Billboard is a Bureau of Circulations

Advertisers should know exactly what THE BILLBOARD is doing for their business. It is a bureau of circulations.

For Sale

10 Lot Real Estate E., Baltimore, Md.

3000.00

THE BILLBOARD

7301

11 Track, Concessions, Hist. Grounds, etc. Very excellent conditions.

W. E. ARMS

56 E. 44th St. New York, N. Y.

Phone: 37-54-019 or 37-54-016

Attention: SHOWMEN, SUPPLIERS, MANUFACTURERS, ATTRACTIONS!

Are you attending the Annual Outdoor Show?

Will your friends, family or associates be able to contact you?

Call The Billboard or write for a free copy of the central issue.

Get there and see the new parade equipment, new acts, new stands, new rides, new shows, new exhibits, etc., of the showman's world.

Chicago, Ill.

The Billboard and the South at the great winter meeting of the American Association of Showmen:

Don't miss it. It promises to be one of the biggest and best in the history of the showmen.

See you there.

Mr. Harry M. Kaye

E. K. COASTER CORP.

1 E. 42nd St.

New York, N. Y.
$2 Million Expansion Proposed for Calgary

CALGARY, Alta., Nov. 12.—A plan to provide a new sports, student, and exhibition room for the Calgary Exhibition and Stampede, at a cost of $2,000,000, has been proposed by Mayor D. B. Mackay.

The plan, which the mayor said should be undertaken by the city, involves the demolition of the 10 blocks of residential property. The land and the stables would form the management of the exhibition board.

Mayor Mackay pointed out the impossibility of re-building the exhibition without the said investment in Victoria Park (the fairgrounds) is now $10,000,000.

The mayor said he does not envision spending such a large sum at one time. He said the program could be developed over 15 to 20 years as the need for the expansion grows. A start could be made with the construction of a stadium, he said. Mayor Mackay hopes to present a complete plan for the project within the next six weeks.

Bids are being asked for construction of a $200,000 addition to the roof of the pavilion at the fairgrounds, which would completely cover the area for the quarter of a million head of livestock, a judging ring, tack rooms and wash racks.

The addition to the present pavilion would be about 100 feet wide and 100 feet long and would be constructed of concrete to be expected to be completed by early March.

The other section of the project, which will link up the livestock building on the south end of the fairgrounds, will also be added and will be ready for the 1956 Calgary Exhibition and Stampede.

The main addition will provide for several hundred more stalls, in addition to a 240-foot judging ring. The present judging ring will also be provided. A new heating and ventilation system will be installed. The stalls and equipment will be built.

The second section linking the pavilion to the administration building will accommodate three conference rooms, a restaurant and toilet facilities.

Meeting Dates Changed for North Carolina

ROCKY MOUNT, N.C., Nov. 12.—An error in the announcement was made in the North Carolina Association of County Agricultural Agents, as the week by President Norman Y. Shepherd was changed from Jan. 5-9 to Jan. 4-8.

The true dates are Thursday and Friday, January 15-16, at the Sheraton Hotel, Greensboro. The banquet will be Friday night. It was also announced the meeting will be held January 20-22, Charlotte.

Largo, Fla., Builds Wing

LARGO, Fla., Nov. 12.—A new addition has been made to the Youth and Livestock building at the fairgrounds, according to J. H. Logan, secretary-treasurer, who is building the largest of the new buildings, but it is unknown whether it will be completed for the 25th show, in March. The new building will accommodate 14 new buildings in a year until all old structures are used.

The Horse Show is a big feature here with entries to be expected to participate. Each day of the show has been designated a special "day," with March 1 Governor's Day and May 10 Easter Day being the big ones. Daily free programs are given and the midway has been awarded to the Blue Grass Shows.

Arkansas Mgrs. Meet February 6-7

LITTLE ROCK, Ark., Nov. 12.—The Arkansas Fair Managers' Association started meeting February 6-7 in the Mason Hotel here, Leonid T. Batten, secretary-treasurer, announced. Business sessions are scheduled for Monday and Tuesday, with a banquet on Tuesday night.

Carnes and Expositions


Fair Managers Association of Iowa, Des Moines, December 13-14, C. S. Miller, secretary, announced. Association of County & District Fairs, Hotel Soverin, Indianapolis, December 3-4, Arkansas Expositions, Inc., William H. Clark, 360 Walnut Street, Des Moines, Iowa.

Wisconsin Association of Fairs, Schneider Hotel, Milwaukee, January 2-3, Wm. E. Erdle, 255 N. Main Street, Plymouth, secretary-treasurer.

Massachusetts Agricultural Fair Association, Weldon Hotel, Green- field, Mass., January 9-10, Paul Capron, Thompson, secretary.

Minnesota Federation of County Fairs and Minnesota State Fair, French's Hotel, St. Paul, January 11-12, Harold C. Pederson, 3532 Cedar Street South, Minneapolis, secretary-treasurer.

Kansas Fair Association, Hotel St. Francis, Kansas City, January 12-13, Everett E. Earlhart, steward.


Missouri Association of Fairs and Agricultural Shows, Missouri State Hotel, Jefferson City, January 19-20, the Missouri Department of Agriculture, Jefferson City.


(Continued on page 65)

George Blake RNizes As Phoenix Tops '54

PACIFIC, Calif., Nov. 12.—Resignation of George W. Blake as executive secretary of the Arizona State Fair Fairgrounds has been accepted by the State Fair Board and the news was released by the local newspapers. Blake, an appointee of former Gov. Howard Pyle, was appointed to this position of executive secretary in 1935. He has produced the fairgrounds since then.

Jack McCracken, veteran Los Angeles driver, died instantly in the 5th of the 1955 California State track race marred by the death of a race driver, according to news reports.

The race was called with "The Life of Jimmy Bryan," who was driving the 5th of the 1955 California State track race. Blake has produced the Fairgrounds since then.

Jack McCracken, veteran Los Angeles driver, died instantly in the 5th of the 1955 California State track race marred by the death of a race driver, according to news reports.

Fairgrounds today.

The Fairs-Expositions office in Denver is now under the direction of Mr. B. E. Helms, who has taken over the reins of the office since 1956.

At this time the office is being taken over by Mr. B. E. Helms, who has taken over the reins of the office since 1956.

Fairgrounds today.

The Fairgrounds office in Denver is now under the direction of Mr. B. E. Helms, who has taken over the reins of the office since 1956.

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JOHNNY Ray Heads NSA Fest Program

NEW YORK, Nov. 12.—With singing star Johnny Ray heading the bill, the National Shrine Association's Will Rogers Shrine of the Gods, and a program of events that will assure the success of the annual banquet, the Will Rogers Shrine of the Gods, in conjunction with the National Shrine Association, held its annual banquet Wednesday, November 12, in the Commodore Hotel.

President Emeritus George Hamilton told the club this week that the2012 structure will be held in the Commodore Hotel, November 12, and announced that on November 13, the hotel will be booked for the annual meeting.

The club, which has hosted the annual meeting of the National Shrine Association for over 30 years, will be the meeting place for the annual meeting this year.

Other entertainers lined up for the banquet are Donnie Lee, of The Country Gentlemen; Helen and Howard, Atlantic City Fireproof Factory. Working on the talent are Al Richardson and Joe Higginbotham, who will be at the Red Lion Hotel, 300 West Broadway.

CARNIVALS Equipment En Top Dominican Fair

NEW YORK, Nov. 12.—Fifty-three wagon rides and various exhibits, including a film of Mirth Shows' riding equipment and electric motor vehicles, were demonstrated at the New York State Fair, December 20.

President George B. Hamilton, director of the midway at the New York State Fair, December 20, and in charge of the National Shrine Association exhibit, announced that the exhibition would be held on the grounds of the New York State Fair, December 20.

President Hamilton said that bookings were still being made through Jack McCar-

Mike, a member of the National Shrine Association, who was in charge of the New York State Fair, December 20, and in charge of the National Shrine Association exhibit, announced that the exhibition would be held on the grounds of the New York State Fair, December 20.

President Hamilton said that bookings were still being made through Jack McCar-
**MIDWAY CONFB**

Bobbie Sickels, who finished the season as assistant manager and general beau of the Midway Amusement Park All-State Shows, will put in the winter in the Georgia tobacco section with the leaf. The Buffalo Blvd Shows, which recently moved Mobile County Fair, Mobile, Ala, will again winter in Covington, La. Before the fair closed Lee Byatt and T. A. (Kid) Stevens left for Jacksonville, Fla. Col. Charlie Griggs reports that his wife, Nancy, was released from the Memphis hospital October 31 and is now recuperating at home. While in the hospital she received three letters and gifts from showfield friends.

Frank and Evelyn Lee are expecting their second child. His name will be Stephen Thomas. After the birth of his son, Mr. and Mrs. Lee will live in the Vensons' home, where he has his side show booked at Conesy Island Park for 10 weeks. This season Kumar logged up good earnings at Belzard Park, Montreal, and at the Canadian National Exhibition, Toronto, Oct. 1st.

Lou Wilson posts that Bean's Shows had a banner week at the Jacksonvile N. C., fair with side shows and concessions now all sharing in the take. On the front end there were Lou Hall, bear pitcher, Spot Fannin, spot-the-spot, Jim Mitchell, barker, Son Wooten, pitch-in-the-ring, Sam Leeman, poodle; Sonny Bee, emcee, and Lem, concessions. Organization ended Oct. 3 and M. A. Bean returned to his duties in Pennsylvania.

Mr. and Mrs. Ed (Blackie) Cray write they've wound up their season and are heading for home. George Cowan of Kansas city, Kansas often quotes this man as a "shark of the coast." J. O. Creee, general agent for Van's Amusement Shows, is continuing to furnish shows to St. John's Hospital, Joplin, Mo, recuperating from a heart attack. Physicians report he's on the mend but will be forced to remain there for a couple of weeks. Walter B. Fess, long-time outdoor showman, reports from Mobile that he was recently made a lifetime member in the Columbia, S. C., Rice Club.

Jimmy Harrod, who this year had the cookhouse on World's Fair Grounds, is currently in Mobile, Ala, at the Wessley Hall Hospital, Mobile. This week was one of the busiest the hospital has had in the season so far and the doctor has no time to see people except his regulars on the schedule.

Gerald Sweddel, general representative of the World of Mirth entertainment, arrived in New York this week after closing at Savannah, Ga. Gerald reports the sale of several national ads in conjunction with the participation of World of Mirth equipment at the Dominican Republic World's Fair, which opens in Ciudad Trujillo December 20. He also plans to journey to the sponsoring country and introduce to local business men advertising in conjunction with an outdoor show.

Frank Bergan, aUB, and Bernard (Bucky) Allen, concessions man, will attend the annual dinner of the Central Canada Exposition Association in Ottawa, December 14. Allen will fly to Ciudad Trujillo upon his return to supervise the presentation of side show equipment at the World's Fair there.

Eddie Doyle and his wife, Beula Frances, have taken the midway to the coast for the Dominican Republic world's fair, which will open December 20. They arrived with John McCormode, who is handling space rentals, and their son, Huttie Doyle, Jr., with the season's show on the road in Ciudad Trujillo.

Billipster James Ripple left Ann Arbor, Mich, for the Dominican Republic for the season, to join the group of people that show has brought a new era to Beauland. A. D. Vinnon, now about 36 months old and a midway veteran is cutting teeth.

Quesnoy, the riding line used in their Motorhome productions for over 15 years by Ethel and Earl Purtie, dad and son of permanent in Waynesboro, Ga, where the unit was appearing with the Carl Wilson Shows. The Purties will finish out the season next week in Jacksonville, Fla., without a riding crew. They will take space new stock before next season, however, and plan at least one in ride alongside the driver of a small car on the straightaway.

Louis Pasture, reptile handler and impersonator, reports he is locked up indoor dates after an outdoor season spent at Brighthaven Brunch, England. He is undecided whether to tour under canvas next year or to seek out a permanent location. A. Hynick is winding up his outdoor novelty act at the Jacksonville (Fla.) Fair. He is handling one of the events of the Carnival event by remote control from his position in the air. The Magic Mirror, in Newark, N. J., December 10, will be one of his first indoor bookings.

WANT GAS CANDY BUCKETS for Iowa State Fair, November 10-11, Rockwell Armory, Newhall, N. J.

A. BAYNES 4345 Sodexo Avenue, Brooklyn N. Y. Phone: plank 6-9061

WANT 1948 model Show Tractors, 2 or 4 Wheel, for Sale.

WANT RIDE-ON TOY TRACTORS for Children.

THANK YOU FOR YOUR COOPERATION. We are glad to accept your order for Show Tractors. Thank you.

J. L. O. & T. B. TRACTORS 415 Stockton Street, Chicago, Illinois

Meckler Bros. Co., Glendive, Mont.

**CONSEND ROAD SHOWS LAST CALL FOR CUBA**

WANT TO BOOK Crystal Maze or any sensational Show or Ride that does not conflict. WANT BOOK OR BUY first-class Cookhouse with or without transportation. WANT TO BUY Long Range Shooting Gallery. WANT TO BUY Chairplace to be used for Light Tower.

We deeply regret that we were unable to answer the many inquiries we have had. Many thanks and contact us again next year.

**GENE BEECHER, Gen. Mgr.**

BOX 1122, SOUTH MIAMI, FLORIDA

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**PARAKEETS BABIES $1.50**

Minimum order, forty birds. Shipped F.O.B. Los Angeles. Cash or Money Order with order.

**24-Hour Service**

Phone Illino 5-4591

WELLS BIRD FARM

2145 S. North Avenue

Memphis, Tennessee

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**RIDES FOR SALE—SEPARATE OR AS A UNIT**


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**WANTS GIRLS**

Dancers, Waitresses, specialty acts, for seasonal, summer's work. Contact TOMMY THOMAS CLUB MARIS NEW ORLEANS HOTEL, 29 ROUSSEAU ST.

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**Searchlights**

Brighton Brass and C. O. Smith Co. also have complete Searchlight equipment, contact George Trask, 28 W. Chicago Ave., Chicago, Illinois. Tell about Searchlight equipment.

**WANTED**

Roller coaster and pony cart rides. Must be in good condition and price right for cash. Addres BILL WILLIAMS

P. O. BOX 516

MASHVILLE, TENN.

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**IMPORTANT NOTICE TO FROZEN CUSTARD MACHINE OPERATORS**

You cannot operate in the State of Florida, 1955-56, unless you comply with all State military regulations and freeze machine in advance for each location. An Ice Cream Mix must be purchased from an approved mix manufacturer in Florida. Operators of the Florida Hurricane Festival will find the following information invaluable: NO DUTY Alex C. Shaw, Chief Dairy Inspector, Florida State Department of Agriculture, 500 South Single Building, Gainesville, Florida. He will call on all operators in advance of festival time for inspection.

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**WANT ROLLER COASTER AND PONY CART RIDES**

**WILL MAKE IN FAIR CONDITION AND PRICE RIGHT FOR CASH.** Addres BILL WILLIAMS

P. O. BOX 516

MASHVILLE, TENN.
Missouri Show Women's League of America

4130 Chestnut, St. Louis, Mo.

ST. LOUIS, Nov. 12—The regular meeting was called to order by President Martha Gaudus and Mrs. Burns, followed by Florence Cobb and Estelle Regan. President Marjorie Sibley, sponsored by Florence Hart, was called to the floor. Mrs. Sibley delivered a speech on her experiences at the recent act.

Dinner and a banquet were held on December 30, attended by 40 guests.

Girls—Show—Girls
HELP IN ALL DEPTS.
Candy, B. O. K., Pitchers, and Maintenance Men, with wires who can dance.

All winter's work.

Address reply to
STATE-HARRISON
Theatre—Chicago, Ill.

WANTED
AGENTS
for Roll Down, Roll, and Skiz, Hanna Panks of all kinds. Want contact.

CLARENCE ORESTE
legal Agent
Willie's Whirly Shop, Teppalooa, Ga.

Wanted
Painted and Decorated
FOR WINTER QUARTERS
MOUND CITY SHOWS
1677 Grant St. N. Louis 1, Mo.

GIVE TO DANNY RUNYON CANCER FUND

Show Folks of America

1495 Tenth St., San Francisco
San Francisco, Nov. 12—Charlotte Porter was in the chair at the regular Monday meeting attended by Oscar Bailey, Mrs. Ann Hardey, L. C. Langford, executive secretary, and Roscoe Towns.

It was reported that Ivan Gillis was hospitalized in Sacramento with injuries received in an accident. Lou Cote was also on the sick list.

The annual ladies' banquet will be held on December 22 at the Martin Parker and Lewis Stevens home in San Francisco.

Whitney Minette, banquet club chairman, was still looking for a location. Banquet will be held January 8 with the annual membership services on the same day.

Miami Showmen's Association

1799 N. 20th Street, Miami

MIAMI, Nov. 12.—A number of members attending the convention for the good President Sam Prull, who arrived recently.

Cory Dossen donated a musk rat for the contest for rat by the president during the meeting. William T. Tucker is out of hospital at home at 4703 N. 33rd Street. He was at the Veterans' Administration Hospital for an operation.

At the end of the meeting, Harvey Newsfield reported going along Jack Ross has been hospitalized.

It was reported that several members attended the funeral of Jack Porter, former high. dead who died recently.

The membership in the opera- tions and bags for now soon, the following retired: Towson school bowlers, the Joe Browne, L. J. Thomas. L. C. Langford, Operating Co.-


Paid-up members, carding being held by the secretary for Donald W. M. T. Kilcock, Wil- liam (Bill) Doll, Dick Frank Adams, Joseph T. Andow, Rack, and Morgan. Club activities were reported to John J. Kelly, Edward Everedace, and James Hay, the present president of house, Freeman Flynn and Morris Gilman.

A CORDIAL INVITATION TO ALL CARNIVAL & CIRCUS OPERATORS

Dear friends:

The Officers and Directors of the National Association of Amusement Parks, Ponds and Benches extend a most cordial invitation to attend all Carnival and Circus Operators to attend the Outdoor Advertising Exhibition November 27, 28, 29, and 30, 1953, at the Hotel Sherman, 27, 28, 29, and 30, 1953, at the Hotel Sherman, 27, 28, 29, and 30, 1953, at the Hotel Sherman, 27, 28, 29, and 30, 1953, in Chicago, Illinois.

This Exhibition will afford you an opportunity to view the largest and most up to date displays of new Carnival, Cloggers and Services in the Outdoor Advertising field. We hope you will be one of the most interesting Trade Shows you have ever visited.

REMEMBER
You are a member of the Showmen's League of America. Have your ticket ready at the door for admittance. No admittance without ticket. Your ticket will be accepted on your card of membership. It will also be used to keep the attendance in fair order.

WEAR YOUR BADGE!

REMEMBER THE DATES: NOVEMBER 27, 28, 29, 30
AND THE PLACE: HOTEL SHERMAN, CHICAGO

Officers and Board of Directors
DOM BAXTER, President
PAUL H. HERBERGS, Exe. Secy.
Huston Acts
Will Make Jump
To Ft. Worth

HOUSTON, Nov. 12.--The
Shriners Circus here will end its
two-week stand here the same
time that the same company
will move from Ft. Worth
where it has been until today.
Announcement was made by
John Andrew, Shriners Cir-
cus manager.

The first week was spent with
a stop at the Velentine, with
the second week being a stop
at the Palace.

The Shriners Circus is
scheduled to start in Ft. Worth
Nov. 18.

Attends 
big Circus.

Circus was
opened Monday and
is reported to have
drawn a good crowd
both nights.

Another day in
Chicago.

There has been
rumor for weeks that the show
would do its last Chicago show on
December 15, that only now seems
to be confirmed. On the inter-
viewing of the start of the Circus Day,
"Super Circus" time will be
worth
the long
flight.

Some real fine music
is
blown. The show
is
over
the
apple now, with discussions
continuing.

Some other people
working for the show reportedly
have been given notice.

Barstows
Again
Set to Stage
Ringing Circus

NEW YORK, Nov. 12.--Richard
and Edith Barstow will again stage
pageant of the Ringing Circus on
January 1. It was learned here today.

Costs and permits for the Barstows
have been continued to the amount
of $1,
000, that plus the cost
of police tires, the show will
be able to travel.

Spec themes and costume
sketches have been completed for
several weeks and are understood
to be well worth approval. Details,
however, will be guarded up to actual production time.

PORT WASHINGTON, Nov. 12.--

PORT WASHINGTON, N. Y., Dec. 11
--The Barstows have opened their
Seventh year of the New York
season. They have a fine base
for their Ringing Circus and will
soon be on the road.

POLACK CROWDS
Better Than Profits

OKLAHOMA CITY, Nov. 12.--
Attendance has held up better than
possible in the case of the
Western unit of Polack Bros.' Cir-
cus.

The show opened a day ahead of
its scheduled date. This was
done without a loss of profit
and the fact that there was an
opening for the six days as compared with eight in the
previous year.

Business during the week was
satisfactory and Oklahoma City
rates are at one of Polack's strongest
fall dates.

The show reported, however,
whether the increased stay would

New Reports
Have TV Show
In N. Y. Jan. 1

R-B, Garden Set New Pact;
39-Day Stand Opens April 4

NEW YORK, Nov. 12.--Madison
Square Garden and Ringling Bros.
Circus signed an agreement for a
39-day stand in Madison Square Garden
opening April 4 after more than seven months of long-
thorned negotiations.

The circus will again open its
12,000 seat Garden, reported as
the biggest outdoor circus arena in
the world, on April 4 with a
road show which will tour the
whole country for a two-week basis, including
the Garden and the world's
first for 200 miles on thirty days of

After the Garden earned
$1,000,000 at the Garden, the
entire production will tour the
entire country for two weeks,
thereafter to return to the Garden
for a week of shows.

The circus reported that
the new agreement included
the
amount
of
$30,000,
$50,000 and $100,000 for
the
years
1946-1947, $100,000 for
the

In New York City, the in-

Littke Rock, which

Arkansas Nat. Up

In Little Rock, which

Arkansas Gazete.

ARIZONA, Nov. 12.--The
outdoors for the entire
summer season. The Todd Com-
pany Grounds were

In Arizona, the Todd Com-

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don Diamond-Roundhouse.

A recount of the fig-
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don Diamond-Roundhouse.
CIRCUSES

HUGO, Okla., Nov. 12—Tercen- ter day, the George C. Cole Circus arrived in Hugo, following the same route the show took last year. A large crowd greeted the performers and the show was well-received.

The George C. Cole Circus is a well-known traveling circus that has been entertaining audiences for many years. The performers are skilled and the acts are diverse, offering something for everyone.

The circus includes a variety of acts, such as clowns, acrobats, and animal acts. The clowns are known for their comedic timing and the acrobats showcase their impressive talents in the air. The animals, including elephants, tigers, and lions, add an element of excitement and wonder to the show.

The circus is a popular attraction in many cities, providing entertainment for families and individuals alike. The performers work hard to ensure that each show is a memorable experience for those in attendance.

The George C. Cole Circus is just one example of the many traveling circuses that continue to entertain audiences around the world. These shows offer a glimpse into a rich tradition of entertainment and remain a beloved part of many communities.

In conclusion, the George C. Cole Circus is a testament to the enduring appeal of traveling circuses. With its diverse acts and skilled performers, it continues to provide a fun and engaging experience for all who attend.

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* (*Disclaimer: The information provided is not intended to be comprehensive or exhaustive, and may not be entirely accurate. Readers are encouraged to conduct their own research to ensure the accuracy of any specific details mentioned*)
November 19, 1955

Newark, New Jersey

Roadshow Rep

Since closing recently with Bis-
co's, the Hardy-Tobin family have taken up num-
berless of season engagements. turbine with Paty's has joined the Folies-
berg, Chicago, and will be shown Sunday. Santa Fe, Chicago, at We-}

ned's story, Evanston, Il!, and Chicago, is around the country. . . . P. R. Gerecke, an old 70-year veteran of the per-

ormers of the Ouray and Saw-

ey, wrote from a passenger, Pat-

ty that he recently promoted a min-

umum of 1,000,000 children in the area set with sponsors in the Hamilton, Pa., sector. . . . E. F. Flemming, Mass., various managers, asked about the show, and who played in the days of the

19th Century, and the annual SKATING RINK TENTS

in stock

in stock

at all times

at all times

New Show Tents Made to Order

CAMPBELL TENT & AWNING CO.
100 Central Ave.
Albany, N.Y.

Particulars are the mason, With

Porto-Silt

242 x 102

in stock

SKATING RINK TENTS

252 x 122

at all times

DEPARTMENT OF SKATING

IN RETAIL

Supplied with

140 MANN STREET, CINCINNATI
Phone: 3-5120

Rinks & Skaters

Special Events Draw

At Omaha Roller Bowl

OMAHA, Neb.-Nov. 12—Two recent special events at Jack Gelland's Roller Bowl here got the new house off to a good start, and with a big Thanksgiving skating bonanza on the calendar, it appears that the rink is headed for a banner season, according to Jack D. Brown, risk professional.

Attendance at regular skating sessions, too, has been fine, Brown reported, saying that even the normal slow Wednesday and Thursday night sessions have shown a marked increase since the November 14 opening.

The rink's first big event was a 17th anniversary celebration for the Greater Omaha Roller Skaters' Association, which is celebrating its 15th anniversary this year. The event lasted until shortly after midnight. Another home turned out for a recent Halloween party. Several special skating numbers were offered, and home, showmen and costumes were distributed. Ten prizes will be given away at the Thanksgiving event. In previous years tickets and cakes were awarded.

Chairmen of the clubs are making plans to show healthy interests at the risk, said Brown, who is currently getting a speed club and prestige test under way. Other clauses recently started were one in elementary school skating and another called the "Can-Can Girls" session. Registration for all classes is being heavily

In addition, Brown is up to his ears in private lessons. In "my five years as a skating teacher never had such a heavy schedule of lessons," he said. The offer takes off for instructions periods after the rink's regular closing time to accommodate those who are unable to be there Saturdays and Sundays are completely filled with engagements for the start of the evening skating sessions.

Brown's students number so enthusiastically that he expects to make a number of sales for making a favorable showing in spring competition of the Roller Skating Operators Association in dance, figure skating and racing.


drive-in

'Round the Drive-Ins

The 1956 convention of the Theatres Owners Association will be held in Dallas, Texas, the National Association of Theater Owners. The convention will be held in the area of the suffers, a place for all.

The drive-in has a 400-car capacity, which is equipped with CinemaScope and VistaVision on a 1/2 mile long screen, and can accommodate 5,000 people. The theater will also have a concession stand equipped to handle orders of a cold drink to a chicken dinner, and a 10-ounce soda with a 50-cent charge for the concession stand where patrons may see the screen program.

Chairman of the convention, N. J. is under construction. Following the convention, a special room will be set up for the expansion. All steel structures are 18 inches thick. The theater screen is being constructed by Selby Tavern, Aor, O.

Bob O'Brien, who has been associated with the international drive-in theaters at Bridgeport and Elizabeth, N.J., was promoted to Central New Jersey division manager and will be operating theaters in New Hampshire, Massachusetts and Rhode Island. Leonard F. Moore has been named manager of the Locke-50 Drive-In, which is under construction. . . . Sal Adorno, Jr., owner of the Ridgewood (N.J.) Drive-In, has purchased a station wagon, to be used to pick up the patron's vehicle breaks down, an"emergenc"l drive the patron to safety.
HALL OF DISTRIBUTORS, Inc.

WE SERVICE: AUCTIONEERS, WAGON JOBBERS, HOUSE-TO-HOUSE TRADE, CANNABIS, SCENE TRADE AND PREMIUM SALES.

DeliCIOUS 2 and 5 lb. Rum and Brandy

FRUITCAKE

DELICIOUS 2 and 5 lb. Rum and Brandy

HADDON PRODUCTS, Inc., Chicago, offers three distinct lines of luxury gifts, including a roo.

MERCHANDISE TOPICS

Write: The Billboard Service Department, 3160 Patterson Street, Cincinnati 22, O., for the address of any firm mentioned in this column. To expedite handling please enclose self-addressed envelope.

Haddon Products, Inc., Chicago, offers three distinct lines of luxury gifts, including a line of personalized gifts that can be customized to suit individual needs.

MERCHANDISE TOPICS

Write: The Billboard Service Department, 3160 Patterson Street, Cincinnati 22, O., for the address of any firm mentioned in this column. To expedite handling please enclose self-addressed envelope.

Haddon Products, Inc., Chicago, offers three distinct lines of luxury gifts, including a line of personalized gifts that can be customized to suit individual needs.
COMING EVENTS

Alabamas
Bloomington, Ill. - Thanksgiving Festival, Nov. 18-22.  £ 2,000 in prizes. Free admission. 

Ohio
Shelby, Ohio - First National Bank Tournament, Nov. 10-11. 

Utah
St. George, Utah - Great Salt Lake Show, Nov. 18-21. 

Ontario
Toronto - Winter Fair, Nov. 11-14. 

Saskatchewan
Saskatoon - Autumn Festival, Nov. 18-21. 

Canada

e

HURRY!
There's Still Time to
Take Advantage of the
EXTRA READERSHIP
and DISTRIBUTION of
The Billboard's Big
OUTDOOR CONVENTION SPECIAL
Dated November 26

If You Rush Copy Instructions RIGHT AWAY Airmail Special Delivery or Authorize Us to Repeat a Previous Ad.

ADVERTISING DEADLINE
THURSDAY, NOVEMBER 17

Contact Any Office TODAY!

CINCINNATI 32, OHIO  NEW YORK 36, N. Y.  CHICAGO I, ILL.  1140 Wisconsin Ave., Madison 6-2500  Central 6-7816
ST. LOUIS 5, MO.  1020 Arsenal Building  Channel 1-0443
HOLLYWOOD 28, CALIF.  9300 Sunset Blvd.  Hollywood 9-5831

HAWAIIAN

'TI PLANT LOG
Meet the Log in Wales-
Lovers Return.

PITCHMEN

With Over 1,000,000 Last Year! 

Cook Bros.

Sterling Jewelers, Inc.

BRONZE

WESTERN SHARK MAST HOOKS

4½ inch  $3.50 per dozen

5½ inch  $3.50 per dozen

4½ inch  $16.00 per dozen

COOK BROS.

BIG FREE CATALOG

YOU CAN'T BEAT BRODY
for Merchandise

We Carry a Complete Line of
TRADE MARKS - TRADEMARKS - TRADEMARKS

Thousands of Styles and Colors

BRANDS AVAILABLE FREE

M. K. BRODY

11906 R. Franklin St., Chicago 7, Ill.

For fastest service use this page.

THE BEST SALES AIDS

www.americanradiohistory.com
FOR SALE—SECONDHAND SHOW PROPERTY

H. H. W. & Co., 900 W. 15th St., New York 1, N. Y., has just purchased a large stock of Secondhand Show Property. If you have any property for sale, they will be glad to make an offer. Write today for immediate attention.

FOR SALE—CUT-OUT, MURFESS ROLLING STONES—10 x 13 ft., $1.00. Rollers, $10.00. Write H. H. W. & Co., 900 W. 15th St., New York 1, N. Y.

FOR SALE—MUSICAL INSTRUMENTS—FLUTES, CLARINETS, SAXOPHONES, etc., all good condition. Price $5.00 to $10.00 each. Write H. H. W. & Co., 900 W. 15th St., New York 1, N. Y.

M. P. FILMS & ACCESSORIES

H. H. W. & Co., 900 W. 15th St., New York 1, N. Y., is the largest importer of new and novelty films. They carry a complete stock of B.O. films, all popular films, and many new releases. All photos sound, rental features. Write today for immediate attention.

PHOTO SUPPLIES DEVELOPING—PAINTING

H. H. W. & Co., 900 W. 15th St., New York 1, N. Y., is the largest importer of photo supplies, developing, and painting materials. They carry a complete stock of all the latest developments in the photo field. Write today for immediate attention.

SALESMAEN WANTED

H. H. W. & Co., 900 W. 15th St., New York 1, N. Y., are looking for experienced and capable salesmen. They offer a liberal salary and good commission. Write today for immediate attention.

help wanted

CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 3 ft. caps, RATE: $1 per word—Minimum $3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the square inch, 1 line to the inch. (No illustrations or cuts.) RATE: $1 per inch—$14 per inch.

Forms close Thursdays for the following week's issue.

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

CARPET—REPAIR WORK WANTED... H. H. W. & Co., 900 W. 15th St., New York 1, N. Y., are looking for experienced carpet repair work. Write today for immediate attention.

INVENTION CURTAINS... H. H. W. & Co., 900 W. 15th St., New York 1, N. Y., are looking for experienced invention curtains. Write today for immediate attention.

MISCtEroous

BORDER—FOR STYLE PRIVATE LABELS... H. H. W. & Co., 900 W. 15th St., New York 1, N. Y., are looking for experienced border for style private labels. Write today for immediate attention.

MUSICIANs

ACCOMPANY... H. H. W. & Co., 900 W. 15th St., New York 1, N. Y., are looking for experienced musicians to accompany. Write today for immediate attention.

PARKS & FAIRS

WANTED TO BUY... H. H. W. & Co., 900 W. 15th St., New York 1, N. Y., are looking for experienced parks and fairs. Write today for immediate attention.

TATTOOING SUPPLIES

H. H. W. & Co., 900 W. 15th St., New York 1, N. Y., are looking for experienced tattooing supplies. Write today for immediate attention.

WANTED TO BUY... H. H. W. & Co., 900 W. 15th St., New York 1, N. Y., are looking for experienced tattooing supplies. Write today for immediate attention.

Baker's Dozen

Let these name brands work for you!

YOUR OWN GIANT NAME BRAND CATALOG—FREE

How to use your Baker's Dozen, biggest new promotion. Bakers, dealers, distributors, agents, retailers, manufacturers, all need a large number of Baker's Dozen Catalogs. Use Baker's Dozen Catalogs, biggest new promotion, for quick, sure, first-class results.

Baker's Dozen Catalogs, biggest new promotion, is so effective that you can be sure of first-class results. There is no risk; there is only reward, prove it for yourself.

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3d Copyr't, '56 Convention, P-R Dominate MOA Conclave

Sked May 6-8 for Annual Op Show; Okay Op Corporate, BB Proposal

CHICAGO, Nov. 12—Plans to incorporate a third copyrighted organization, new public relations efforts and preparations for a 1956 national convention dominated the three-day meeting of officers and directors of Music Operators of America at the Morton Hotel this week.

Beginning Tuesday (8) and ending that Thursday, the executive group heard representatives of no less than eight firms propose public relations programs, independent business topics and convention ideas. Also heard were reports from directors on various adopted MOA projects, the copyright situation and the progress of MOA's current phosphate drive.

Present at the meeting were 19 of the 21 active officers of MOA. Two new directors, Jack Wallace, representing WGBH, Boston, Mass., and Dave Wallace, Massachusetts, were also on hand for the convene.

Before the business session Tuesday morning, Barney Young, head of the Barney Young, Publicity Corp., was informed that MOA would support a convention committee called "National Juke Box Record Corporation," and Hillier Stack, co-manage of The Billboard, learned that The Billboard's offer of an office space to a convention center at the next MOA convene had been adopted (see separate stories).

On Monday night, the first item on the agenda was the 1956 convention. The date was set for May 6-8. It is expected that the exhibit space would be available at the expiration of the present convention and that vending firms would be invited to participate in next year's event. Pullman cars, shuffle alleys and other similar amusements again will be available for the beneficent.

George B. Miller, president of MOA, was assigned to set up convention committees sometime after the first of the year.

A second Miss Music Operator contest was slated for next year's convention. Also the contest courts were clarified (Continued on page 72)

Record Corp. Plan Gets MOA Exec Nod

Stock Slated for Assn. Members Only; Disk Releases Will Feature NJBR Label

MOA Insurance Covers All Member Employees

CHICAGO, Nov. 12—Joseph K. Dennis, president, and Edward Hillsbrough, vice-president, of the Joseph K. Dennis Co., Inc., a 20-year-old administration here, told executive officers of Music Operators of America at a meeting here Tuesday (8) that all present companies were employed by MOA-owners for eligibility and accident coverage under MOA's national insurance plan.

Dennis added that the policy offered covered operators, their executors and their entire sales force, the latter including all those employees who do the duties of salesmen.

The announcement was the one big objection many operators had to the plan when it was introduced last March during the MOA convention, as proposed at employee coverage. As first introduced, the plan only covered operators and no other employees.

Plan Changes

According to Dennis, the original plan was drawn up by insurance men who were not familiar with the automatic phonograph business. The changes, he said, were made in the interest of the members.

The insurance plan is being undertaken by the Continental Casualty Co., Chicago.

Ravreby Named Rock-Ola Outlet In 5 N. E. States

ALLSTON, Mass., Nov. 12—Associated Announcement, headed by Ed Ravreby, was given the Rock-Ola Manufacturing Co.

Central III. Op Confab Nov. 28

PEORIA, Ill., Nov. 12—How radio outlet can sell disk and phonograph, how he takes advantage of Music Operators of America activities, how sales and accident insurance plans are two major topics to be discussed at a meeting to be held on the 28th meeting of the Central States Music Operators Association to be held in Galesburg, III.

Lee Morrison, president of the local association and vice-president of the

Wash. Ops Hear 700-Mile Talk by MOA President

Hook-Up Is Loud, Clear From Calif. To Seattle ConFab

SEATTLE, Nov. 12—Members of The Washington Music Merchants' Association met at the Cascade Hotel here last Tuesday (1) and heard A. Miller, president of the Music Operators of America, speak from his office in Oakland, Calif., discuss the company's activities and the value and importance of national organization.

Thus the co-operation of the Seattle telephone company Miller said that his firm covers a territory of nearly 700 miles away. Leasing firms in the hotel carried his message loudly and clearly for about 30 minutes. The talk lasted approximately 40 minutes.

Frank Countor, president of the

MUSIC MACHINES
NOVEMBER 19, 1955
Communications to 181 W. Randolph St., Chicago 1, Ill.
The BILLBOARD

SKED BB SERVICE CENTER AT '56 MOA CONVENTION

CHICAGO, Nov. 12—During its three-day national business meeting, the Music Operators of America executive board voted unanimously to use The Billboard's convention service center at the next MOA convention.

The decision was reached following a round-table discussion between officers of MOA and Billboard staff, general counsel using the service center in action at the National Association of Broadcasters conference held at the Conrad Hilton.

The service center furnishes convention exhibitions and guests with:

1. A paging service for locating persons on the convention floor.
2. A clearing center for convention announcements and association Bulletins.
3. A convenient telephone service.
4. Complete message handling and service.
5. Fast, efficient registration facilities.

The service center is generally located just outside the entrance to a convention floor, a public area, where speakers install a board installed around the exhibit floor broadcasts messages and pages convention-goers. A battery of hotel telephones are located on the service center.

Convention-goers will find space provided on registration blanks to list their hotel and room numbers, and when listed, this information is also available thus the service center.

'56 Miss MOA Contest Open to All Diskerries

CHICAGO, Nov. 12—Officers of Music Operators of America, who met for a three-day national business meeting here today, scheduled the 1956 contest, and that participation in the contest will be open to all recording companies.

Under the 1956 contest rules, entries of all new recording companies only. Any record firm may nominate one disk for each category.

The winner will be selected in the same manner use to pick the 1955 choice, entirely by votes cast by operators at the convention.

The winning thrill will be covered "Miss MOA of 1956," during the convention banquet.

The contest differs greatly from this year's event. The big changes include the fact that recording companies may participate, whereas the 1955 contest was open only to KKBO record firms, and that diskers will select the talent to be nominated, rather than leaving the job in the hands of operators.

Contest rules regarding candidacy that all nominees must be over 31 years old and can not be under contract any record company. They can be amateur or professional handling records.

The contests will attend the MOA convention, which is scheduled to be held at the Morton Hotel Here, May 6-8, where the continuing competition to them.

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Lee Morrison, president of the local association and vice-president of the

Ed Ravreby

Neb. Quarterly Meet Dec. 3-4 In Fremont

OMAHA, Nov. 12—The Nebraska Phonograph Operators' Association's annual meeting will be held in near-by Fremont Dec. 3 and 4.

Elmer E. Nies, secretary-treasurer, announced the meeting.

Ed Ravreby

Toledo Deejay Ties-In UMO Talent Program

DETROIT, Nov. 12—The United Music Operators of Michigan's weekly sponsored talent head, which went under the title here in September via a co-operative tie-in between UMO and disc jockey Bob Maxwell, WWJ-TV, this week re-located to a new location in Toledo.

As a result of the Toledo tie-in, young amateur talent now selected under the UMO program will be booked by Bob Maxwell's program, "The Bob Maxwell Show," which has been a Toledo favorite. "Hitch With Mitt and Boots," was dropped.

The UMO talent hunt program was launched by young radio, television and musical talent who might never receive as

(Continued on page 72)
DO YOU READ THESE EXCLUSIVE INDUSTRY NEWS ITEMS PUBLISHED IN THE BILLBOARD AND ONLY IN THE BILLBOARD-LAST WEEK?

BALLY SETS UP OWN RE-
CORDING COMPANY. Bally Man-
ufacturing Company, Chica-
go, coin-operated amusement
machine manufacturer and
producer of the Lionel tele-
vision line, has entered the record
business. First disc to be re-
leased in January. (Page 16, The Billboard, November 12.)

CBS & Bally's Coin-Operated
Machine Industry Grow, Prospers With
City's Expansion. Jake boy, game
operating new get as popular an
interest as in survey. Shows 40 new
ops in business. (Page 12, The Billboard, November 12.)

DENVER'S COIN-OPERATED
MANUFACTURER GROWS. Prospects
with city's expansion. Jake boy, game
operating new get as popular an
interest as in survey. Shows 40 new
ops in business. (Page 12, The Billboard, November 12.)

3rd Copyr', 56 Convention

Continued from page 11

BALY'S PRINTS NEW
APPROACH TO EP "SINGLES" TUNING. The
Dallas experiment offering incentive
prices to ops, dealers. All-out
drive to push sales of high-gauge
package discs into single volume
status to run three to six months and
ehance Jake box operations. (Page 16, The Billboard, November 12.)

WASHINGTON, D.C. - The National Juke
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Guys and Gals
LOVE music

Get Going with the

Gratify their desire for music that sounds like music should... Hi-Fi that's AMI-Fi... achieved only by AMI Fidelity as heard in the Gala "G"

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

Licensee: Jensen Music Automatics—building the IHSA-AMI Juke Box sold through Oscar Siosbye A/S, 5 Farimagade, Copenhagen K, Denmark.
From its graceful glass dome to its sculptured ebonized base, the Wurlitzer 1800 is the standout style-leader of the industry. Its eye-stopping, play-stimulating beauty pays off in equally handsome returns wherever people gather for pleasure.

Wurlitzer 1800

Wurlitzer

The Official Musical Instruments in

Disneyland

The Rudolph Wurlitzer Company, North Tonawanda, New York. Established 1856
### Advertised Used Coin Machine Prices

#### MOST ACTIVE EQUIPMENT

<table>
<thead>
<tr>
<th>Time</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1955</td>
<td>$200.00</td>
<td>High Roller (Bally)</td>
</tr>
<tr>
<td>1955</td>
<td>$175.00</td>
<td>Jukebox (AMT)</td>
</tr>
<tr>
<td>1955</td>
<td>$150.00</td>
<td>Slot Machine (AMT)</td>
</tr>
<tr>
<td>1955</td>
<td>$100.00</td>
<td>Pinball Machine (AMT)</td>
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#### PINBALL GAMES

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>1955</td>
<td>$100.00</td>
<td>The Flipper (Bally)</td>
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<tr>
<td>1955</td>
<td>$100.00</td>
<td>The Flipper (AMT)</td>
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<tr>
<td>1955</td>
<td>$75.00</td>
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#### VENDING MACHINES

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<tr>
<td>1955</td>
<td>$40.00</td>
<td>Candy Dispenser (AMT)</td>
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<td>1955</td>
<td>$30.00</td>
<td>Gum Dispenser (AMT)</td>
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<tr>
<td>1955</td>
<td>$20.00</td>
<td>Coin Operated (AMT)</td>
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#### MUSIC MACHINES

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<td>$100.00</td>
<td>Radio (AMT)</td>
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<tr>
<td>1955</td>
<td>$95.00</td>
<td>Record Player (AMT)</td>
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<tr>
<td>1955</td>
<td>$90.00</td>
<td>Speaker (AMT)</td>
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### COIN MACHINES

#### CHICAGO COIN

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#### GENCO

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#### GOTTLIEB

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#### WILLIAMS

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### ARCADE EQUIPMENT

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### SHUFFLE GAMES

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(Continued on page 58)
8th NAMA Convention-Exhibit Hosts 5,500 in Record Week

BY BOB DIETMEIER
CHICAGO, Nov. 12.—The automatic merchandising world, encompassing cafes, vending machines, and coin-operated food and beverage units, gathered for the first time Exhibit Supply Company’s D-NAMA show at the Conrad Hilton Hotel. The one of its kind exhibi- tion, the vending industry held its record attendance and is equipped with a 23-city exhibit area, according to the Chicago Board of Trade.

Exhibit A-Record can also be made in larger sizes to handle 10 or 15-inch discs, and an A-BT coin change permit a price range from 25-cents to $1, Mersaud said.

The machine is 68 inches high, 16 inches wide, and 13 inches deep. It has a wood cabinet finish, which is standard, and Exhibit also presented its new coin changer, on page 9.

How to Boost Sales Keys Candy Clinic
By Bill Maslowe
CHICAGO, Nov. 12.—What can be done to motivate consumers to stop and make purchases thus vending machines?

Singly-wrapped candies were presented, but no concrete answer was reached at the panel discussion on “Candy, Cookies, Nuts and Candy” at the National Automatic Merchandising Association’s 6th annual installment at the Conrad Hilton Hotel.

Panel was presided over by Vic. Fox, Chicago, president of his firm, and chairman of the panel and moderated by M. Jahnin, Can- ton Service Company, Decatur, Ill.; Al F. Schmidt, Systems Company, Oklahoma City.

Classifieds Vending
Classifieds vending machine opera- tion as the greatest chain store the nation today, was directed at the discussion.

He also asked what could be done about getting an advertising allowance from candy for placing stock advertisements on machines.

There was no immediate re- sponse, but several suggestions were made. A number of firms should include a line in consumer advertising programs executives noticed were available to the public in- stantly thus vending machines.

It was the consensus that sales should be increased if all operators steamed through regular, service- able, and maintenance of the vending machine.

Stresses Eye- Appeal
Special emphasis was con- centrated on the effect of appearance of the vending machine itself in the store.

Illuminated signs are an eye-appealing device to attract con- sumers.

Vending Still Has Long Row To Hoe: Houston
CHICAGO, Nov. 12.—Automatic merchandising “still has a long, long row to hoe” in its role, according to its rightful position in our Amer- ican economic system.

Hilton president of the Brothers Western Union, president of Bowes-Spencer, Inc., and chairman of the board of directors of NAMA in Chicago this week, Houston, retiring as president of the organization at the end of the year, said that vending has “grown through the eating habits of the public” and that it has become an important industry.

It is a matter of the practicality of vending to the consumer. Now in certain cases, vending is not as effective as vending is in cities, and vending is not as effective with older and more discriminating market.
**'55 SCHEUER, MILL AWARDS ANNOUNCED**

CHICAGO, Nov. 12.—Two NAMA awards—one for the products line of the year and the other for the individual salesperson of the year—were presented at the NAMA convention here Tuesday afternoon. Jeffries Row-Space, manager of the Automatic Merchandising Corporation, Chicago, Ill., was elected salesperson of the year, while his company's Spearmint soda was selected for the products line award.

By FRED AMANN

CHICAGO, Nov. 12.—A panel discussion, "How to Operate a Vending Machine," was held at the NAMA convention Wednesday afternoon. The panel consisted of seven vending machine manufacturers and operators.

N.Y. COMMISSIONS ILLEGAL USE OF BULK VENDERS

CHICAGO, Nov. 12.—A resolution condemning the use of vending machines for illegal purposes was adopted by the National Vending Machine Association at its November meeting in Chicago. The resolution is aimed at a regular slot machine camouflaged through use of a vending machine.

Announcement

elect Pierson

NAMA President

Fishman 1st V.P.

Cig Ops Advised to Fight Fire With Fight to Combat Sales to Locations

CHICAGO, Nov. 12.—Legitimate cigarette dispensers can get the drop on three direct sales promotionists if they are willing to overawe them with the combined forces of the NAMA and its members. The promotionists were overpowered by Nate Weil, Self-Service Sales Corporation, Hartford, Conn., one of the operators of the NAMA's magazine, Vending Times, which provides a cash incentive to retailers who operate machines.

Several operators, when faced with a direct sales person, have forestalled the promoters by selling them the equipment, offering to carry the initial charge and offering to buy back the machine within a short time if the machine has failed during the operation problems.

Location Letters

A West Coast operator, when he learned that a promoter was planning a stop in the area, sent a letter to all locations warning them to be on the lookout. The letter said that if they were really serious about the problem, they should see him before they bought a new deal.

Ad Subsidies

The operators were pretty much agreed that advertising subsidies from the cigarette companies made it easy to get into the business. Many of the operators, however, are merely for stocking a given brand. The increasing number of brands on the market is making it difficult for the operators, as well as the manufacturers, to produce a good product that will talk about the product.

Marginal Stops

One operator reported that while direct sales are a problem, they don't really hit too hard. He explained that most of the cigarette products are available in other marginal locations.

56 NAMA MEET SET FOR MAY

CHICAGO, Nov. 12.—The 1955 annual meeting of the National Automatic Merchandising Association will be held at the Memorial Hotel, Chicago, Ill., during the month of May, it was announced in Chicago.

It was the usual consensus that there was a tremendous amount of business being done at the convention. A high price advantage is being enjoyed by the dealers doing direct sales of cigarettes.

In multi-selection machines, it was pointed out, that the price of a cigarette in a multi-selection machine is higher than in a single cigarette machine. One operator said that in a multi-selection machine the price of a cigarette is $0.05 more than in a single machine.

Another operator pointed out that the price of a cigarette is $0.05 more than in a single machine.

Opening the meeting will be a cocktail party followed by a dinner at the Blue Horseshoe Club, where there will be a speaker on the topic of "Vending Machine Management."

Costs, contracts, allocation of time, scope and profitability versus volume were topics touched upon in connection with full-line vending by the panel from questions raised from the floor. On the panel, moderated by John W. Mill, Chicago management

Service Spurks Milk, Ice Cream On Meet

CHICAGO, Nov. 12.—Drastic evidence of heightened operator intelligence in the milk and ice cream field was provided at the recent NAMA convention at the Conrad Hilton Tuesday afternoon.

A full-line vending machine program was announced, which the operators are looking forward to with great enthusiasm. The new program is a combination of milk and ice cream vending machines.

Discussion, centered on questions raised by members of the approval committee, revealed that by being concerned with ways and means of heading sales, the federal government's school milk program, operating the vending machine on a full-line part of the full-line, dairy and restaurant field.

There was general agreement on the following points:

1. Price is the determining factor in milk vending.

2. Price is the determining factor in milk vending.

3. Price is the determining factor in milk vending.

4. Price is the determining factor in milk vending.

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**NAMA Session on Feeding**

- Continued from page 76

NAMA Session on Feeding

**Vending Machines**

**The Billboard**

**November 3, 1955**

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**WANTED**

4 Franchised Territories Available

for Experienced Vending Machine Salesmen. We are manufacturers and distributors of the famous "BLADE-O-MAT" Razor Blade Vender...selling 5 top brands... 

**GILLETTE** 

**BLUE BLADES** 

**GILLETTE WORLD**

**SCHICK INJECTOR** 

**GEN AND PAL Safety Razor Blades.**

Here's a real opportunity to make big money selling the highly profitable and attractive blade vender.

PHONE Long Distance COLLECT, WRITE OR WRITE TODAY FOR AN APPOINTMENT.

Associated Merchandisers, Inc.

176 W. Adams St., #1738

Chicago 3, Ill.

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**NAMA Session on Feeding**

- Continued from page 76

NAMA Session on Feeding

Perishability of food items will mean new, more expensive stockroom setups, because of the necessity of keeping the food in the box. The vending firm will have to become familiar with all procedure, study consumer purchasing habits, and keep a watchful eye on available cold items to obtain the best volume in different locations—different items in different spots.

Feeding Costs

Along with provision of convenient, wide variety of items, such as frozen, baking, napkin, tray equipment, and many other necessities, healthy items are also needed, such as upkeeping, cleaning, detergent, crowded—these items are often an important cost and have a vital part to play as any commission arrangement.

A solution suggested: If plant management does not provide the money for such essentials, vending should be sold as a plant service instead of using commission as an excuse for the restaurant management, etc. This makes sense.

The new NAMA session will be held this week by Ballroom at 10 a.m. and approximately 5:30.

Prices will be on air, 25 cents (with nickels, dimes, quarters) to 1 cent to $.35. Currants and grapes, and other fruits, will be available in all cases or cartoons used.

Vending also introduced an eatery vender, a combination of food and beverages venders featuring chrome trim and an attractive design. The Dual Vender, featuring a self-service unit, has a variety of premium items and a number of combinations. It is designed for use in high volume places such as cafeterias, airports, and the like. The Dual Vender is being offered at $128.00 each in lots of four, and $114.00 each in lots of five or more.

The company also presented a "License vender" attachment conversion unit, adaptable to other body venders. It was described as a brisk sale, should the next step be to dispense, and it priced at $3.

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**Ops Mull In-Plant Feeding**

- Continued from page 76

Ops Mull In-Plant Feeding

It might include a soft drink machine in summer, additional coffee units in winter, and a variety of convenience foods throughout the year.

The idea behind such plans is to make use of an existing facility to offer an increased volume of sale. A full-line front because of compact placement cannot give the same sales results as a single operator's full-line arrangement.

One operator-caterer declared that this made 25 cents (with nickels, dimes, quarters) to 1 cent to $.35. Currants and grapes, and other fruits, will be available in all cases or cartoons used.

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Coffee Ingredient Has Hot Water Meter

CHICAGO, Nov. 12.—Kifer Candy Keg, Inc., Atlanta, has come up with a new coffee ingredient for its NAM show here this week. The unit holds packs of soluble coffee and cream, plus a portable cup and spoon.

The three-color vendor has a capacity of 60 packs per column. After each package delivery— Unit's cycle, the coffee machine—solvent is metering device allows enough hot water for the consumer to fill his cup. No water may be drawn until the delivery cycle is complete.

The pack is three inches by two inches by eight inches. The machine is six feet high, three feet wide at a base, and is four feet long. Kifer Candy Keg head, Mr. Schmitt said he is negotiating for manufacturing facilities with a turn at $200, less $30 or $50 if the hot water heater is not included. The heater holds three gallons.

The machine, designed for smaller and marginal locations, has been field tested in Atlanta in

Keeny's Shows 3 New Vendors

CHICAGO, Nov. 10.—J. H. Keeny & Co., Inc., here transplanted three new vending machines to take the first place in a show later this week.

Introducing a line of combination coffee hot chocolate vendor, a cigarette machine and a cookie unit.

The coffee vendor, machine lists for $475 with coin changer, $450 without. The cup capacity of coffee offered is four shots. The cigarette vendor's unit is in separate stainless steel mixing bowls with a separate line for each item.

Fully automatic, it has built-in automatic controls for making creamer, one of 600 inches high, 22 inches wide at a base, 51 inches deep.

The Super Deluxe cigarette unit, listing for $295, has double columns with the end magazine adjustable for 10, 15, and 20 displays, and the machine at three prices, and has a capacity of 1254 high, 25 inches wide, and 18 inches deep. It has electrical mechanism, ball bearing changer.

Three selections are offered in the cookie unit, which accommodates, selection up to 15 by 1% by 7% in inches and capacity of 75 packages. It lists at $575 and $550 and holds 15 high, 10 inches wide and 10 inches deep. Stock and bar are 10.

Bases includes: 1. One 2000 to 2500. 2. One 1500 to 200.

The coffee vendor holds 10 items, feature a permanent display of coffee and be controlled with a remote feature.

The cigarette vendor holds 11 items, offer a permanent display through window above each selection. The coffee unit can dispense products at $5 or 10, 15, 25 and in counter, rack or wall and is mechanically operated.


c Loring Bowers
5c Pretzel Pack

CHICAGO, Nov. 2.—Loring Bowers, Inc., 1985 Rush St., Chicago, introduces its new 5c Pretzel Pack this week at the NAM show.

According to Mr. A. Sheehan, president, there are four tickets in the pack, all in a heavy cardboard wrap, and are priced at 5c.
Boston Plants Turn to Automatic Cafeterias

BOSTON, Nov. 12. — More and more plants in the Metropolitan area are turning to automatic cafeterias as a solution to the problem of supplying workers with hot meals on a 24-hour basis. Lately to join the ranks is the Colonial Provision Company, opened in the Hush, Hush

Apco Vender Designed for Automatic Sub

NEW YORK, Nov. 12.—Apco, exhibited all but one of its cup vending line at the NAMA show in Chicago this week, but chances are there would be little competition for the one Apco didn't show.

The unit is being designed for automatic vending machines. The only one in existence has been installed aboard the Narcissus, DMA's largest atom-powered submarine.

It is currently being tested to determine the practicability of operation on all types of subsurfaces. Outside dining during the lunch period is less than 25 inches as it can be low enough than the hatch. To set the machine in the crew's mess, an open-top box of one of the menu tables and benches had to be cut.

No pictures of the machine on location were taken because of security reasons. The manufacturer admits that the machine for this type of unit is limited.

R-M Bows New Hot Drink Unit: '56 Production

CHICAGO, Nov. 12. — R-M Machine, 10th Ave., Hatboro, Pa., turned out the new 8C-1G hot drink vending unit.

The cup capacity machine serves coffee and hot chocolate, in the chocolate convertible to hot soup.

The cabinet has a gold, coffee colored finish with the dual front panel and a stainless steel control panel that allows the purchaser to select from the four coffee varieties or chocolate.

Electric Counters

Coin changer is mounted on the control panel, and an overhead door locking device gives the serv- ice operator complete security by opening the front door.

The vending unit has 78-inch, high, 28-inch wide, and 24-inch deep. Operation is on 115volt, 60-cycle A. D. The refrigeration compartment is held at 36 degrees or below.

Production is set for early 1956; no price has been announced.

Peter Paul Has 1c Caramels

CHICAGO, Nov. 12. — Peter Paul and Caramel King, Inc., introduced the first time in its new 1-cent caramels in all 16 flavors at the NAMA convention here this week. These are not the old chocolate and chocolate-flavored 1-cent caramels and Ballotinettes, which are no longer available.

The new caramels are made from a rich, pure chocolate base, made into a spreadable chocolate and then poured into decorative molds. Each candy is a slightly flattened piece, with the ends cut off to form a neat, rounded top and a firm bottom.

Chunky Bows 10c Twin Bar

CHICAGO, Nov. 12. — The Chuny Bow 10c twin bar was introduced into the market by the Chuny Company, Brooklyn, at the NAMA convention here this week.

It is a double portion of the Chuny Bow and is of very high quality. The company had the most complete line of candies and a variety of colors.

The box contains two 10-cent bars, each of which is 2.5 inches wide, 1.25 inches tall, and 0.5 inches deep. Each bar is made from a special blend of hard toffee, butterscotch, and chocolate, with the outer layer being a rich, creamy caramel. The bars are individually wrapped and are available in two colors: red and blue.

Box Tootsie Rolls For 10c Vending

CHICAGO, Nov. 12. — Tootsie Rolls will shortly be packaged in 10c units for the first time. These are the Swee Tooth Company of America, which introduced the 10c Tootsie Rolls at the NAMA convention here this week.

Production and shipment of the new candy package is scheduled to begin around the first of the year. When production is completed, Safer's Rich, vice-president in charge of sales, announced.
Webb Plans 10-Second Hot Sandwich Unit

CHICAGO, Nov. 12—The Jef Webb Company announced at the Aircraft Owners and Pilots Association show a new unit for its hot sandwich vending machines which will cut the vending cycle from 10 to 12 seconds on hot selection.

Deliveries of the new 10-second unit are planned by the firm to begin next month.

Also announced was the development of a sandwich vending machine equipped with two 15-second heating units to produce hot sandwiches. This model is designed for use in producing "sandwiches of tomorrow next year.

The firm showed several models of the current vending machine which vend five sandwich selections, three hot and two cold. With a total capacity of 100 sandwiches, each selection has 20 sandwiches.

The machine has for Chicago a national reputation for being a different price or selection from 10 to 15 cents and accepted in clubs, diners and quarters.

Sandwiches vend be served in a single machine high, 28 inches deep and weighs 200 pounds requires only 115-volt or 30 volt AC outlet.

Welch Bows 3 Candy Drops

CHICAGO, Nov. 12—Three Welch bow was introduced by Welch and Corning—1200. They were the first time the firm has exhibited its new line of candy drops for vending machines.

The dropper, box packaged, are available in two sizes: 350 and 700 drops. The company also presented its 350-dozel coconut drop, which was exhibited in a brown bag.

Lerch Sales Hit 150 Cases Week

CHICAGO, Nov. 11—Ever since the PCCS plan has been to increase the number of cases of sandwiches for the vending industry, wholesaler which sells to operators have now 150 cases a week, in addition to what they do for each case.

Lerch currently makes beef sandwiches, which a total of 150 cases a week, and other beef sandwiches in the state for the NAMA conventions.

Record Vender

CHICAGO, Nov. 11—Just 150 cases per week, the average of the Record Vender, which handles pocket-size books, and new, single-volume historical books in folders.

The Record Vender, equipped with a 25-cent coin chute, is priced at $17.50. The post card machine is equipped with 15 cases, or 2.5 cards at 10 cents, or 6 cards at 10 cents, or 12 cards at 10 cents. All the cards are sold.

All the cards of the machine use a large vacuum mechanism with a powerful suction to pick the record from the top of the machine and drop it down a duct to the drawer.

According to Mercato, the mechanism can handle anything from a single sheet of paper to a large stack of newspapers, magazines and books.

The Record Vender is 56 inches high. The width and depth of each case is 2 inches wide and 10 inches deep, and the price of the machine is $175.
**55 Arcade Net Gains Spots; Climbing Costs Clip Receipts**

**Ops Report Gun Games, Action Pieces, New Equipment, Bring Top Grosses**

by KEN KNAUF

CHICAGO, Nov. 12—A survey of 1955 Arcade business this week revealed a boom in the number of coin-operated games in operation as a result of the nation increasing population, and a general increase in consumer buying power, with dry weather conditions varying in other areas west with problems.

The Chicago market is divided into two major areas, Denver, Salt Lake City and Milwaukee, and Kansas City. New York, in the same division this year, while operators surveyed in Los Angeles and in the New Orleans and Kansas City generally took a dim view of their situation.

The biggest sign of the year in one machine this past year has come from the new big era that has swept the market early in 1954, and the greater number of participation-type machines (such as drive-through test lane, pinball machines, amusement trains) now available to operators.

Taxes, Zoning

On the other hand, problems have cropped up in the form of taxes, zoning restrictions, drops in gasoline and crowded parking lots, heading serious headwinds, seasonal limitations, storms and floods.

Arcade operators in the Chicago area reported increases in games this year of up to 10 percent, compared to 1954. Greater grosses were found in the outlying area of Chicago, while in the downtown section, with new equipment generally finding the way to better receipts.

A survey conducted on Chicago reported a healthy situation brought about by the fact of population increase in the area, a recent number of new machines which have opened and successfully done dance play operations which helped to meet rising overheads.

New Orleans

Milwaukee's 2000-Arcade, both located in the downtown area, in the business that business has been hanging up and needs to be done with the help of underworld interference from illegal

**Judd Appoints New Distribut**

**In Italy**

TORINO, Italy, Nov. 12—Don Judd Company here, which has been named exclusive distributor for Gottlieb & Company, Chicago, has appointed William W. Judd to head up the operation in Italy.

Franco Schreiber has been in Chicago this past week making arrangements for the new distribution, and also for a quantity of late used Gottlieb games.

Judd Weinberg heads the Gott- 

**Williams Names 2 New Distribut**

**Chicago, Nov. 12—William Manufacturing Company appointed two new distributors this week in two new areas, Florida and Delaware, Virginia, and Washington, D.C.

Double U Sales, 1101 Cathedral Street, Philadelphia, Pa., has been appointed to cover the States of Maryland and Delaware, while Williams Distributing Company, Inc., located at 4-20 Broad Street, Richmond, will cover the State of Virginia for Williams.

Jack Head heads the company.

**Bally Skeds Op School at Scott-Crosse**

HARTFORD, Conn., Nov. 12—Bally Manufacturing Company has scheduled an operator service school to be held at Scott-Crosse Building, 1423 Spring Garden Street, Phila., Delaware, November 20.

Paul Cauldon, Bally field engineer, will handle the bringing operators and enlighteners up to the best operating and game playing patterns.

All Wifers, of the Scott-Crosse, that will be on hand to get the most from the area.

(Co-Continued on page 80)

**PARTICIPATION NEED**

**Action Games Key To Arcade Success**

...Continued from page 1

...Continued from page 1...change direction or elevation. Objec-

**Multi-Player Games**

**Spark Sales Market**

**CHICAGO, Nov. 12—Multi-play-

**New Gottlieb Five-Ball**

**Combo Sparks Games Sales**

...Continued from page 80...

...Continued from page 80...
Cleveland Papers Use Vending Units

CHICAGO, Nov. 30 -- Cleveland Transit Company utilized a co-instantaneous vending machine on one of its buses.

The machines are operated by a nickel and two pennies are inserted and the machine is turned to the desired drawer to get the paper. The upper half of the machine is not opened until the machine is turned. The machine is sold for 15 cents. The machine contains a variety of newspapers, including the Cleveland Press, Plain Dealer, and other local newspapers.

Installation of seven additional machines is planned. Ray Turk, Cleveland Transit Company officials, announced. The vending machines are made by the United Signal and Sound Company, of Pennsylvania.

Multi-Player

Continued from page 82

CHICAGO, Nov. 30 -- The National Coin Machine Distributors Association, authorized plans for mapping an outline of a public relations program for the coin machine industry.

At NCMDA's meeting in the Morrison Hotel November 7, it was unanimously decided to turn over the job of establishing a complete public relations program for the industry to Sam Kaufman, an assistant manager of Bowell & Jentsch, advertising and public relations firm with offices in Chicago, Ill.

Kaufman, familiar with the problems of the industry, is responsible for drawing up a public relations program for NCMDA's approval. The cost of the program has been estimated to be approximately $2,300, with the same amount of money being contributed to the program.

It was not known when the program outline would be submitted for the association's approval.

Price Listings

A very brief discussion at the meeting centered on equipment price listings to be carried in trade publications. It was agreed that the listings would not be beneficial to the industry and should not be discontinued.

A membership drive was launched to solicit new members, with a view to bringing in new members, particularly from the outer areas of the country.

AEndDate was suggested for the membership drive.

Funding Proposal

One of the most important matters facing the group was a discussion of raising additional revenue to help with the association's efforts.

A full report on this subject is expected to be made at the next meeting.

Walter Heller

Continued from page 92

reported, an increase of $23,000,000,000 over 1944.

Heller stated that he saw no reason why the rapid growth of his firm, in experience, in the last decade should not continue unabated. The $23,000,000,000 volume expected this year would indicate an expansion of $180,000,000,000 since 1952.

Further emphasizing the firm's growth since the end of World War II, a statement was made that the association can go on a long range program to help the industry.

Mr. Operator of METAL TYPER MACHINES

SPEED UP YOUR LOADING OPERATIONS By using high quality, straight-grained dies, which are sold 100 to a roll. We repair and remanufacture Tilters, using genuine IRT parts.

STANDARD METAL TYPER CO.
1310 N. WESTERN AVE. CHICAGO 22, ILL.
"55 Arcade Gains Spotters"

Today play on more of the machines at the "55" has increased in the past month, and interest and traffic have grown. Said Robert Freed, manager of the "55," the increase is due to the addition of new games and the fact that the machine room is open to the public for 24 hours a day.

The new games include a variety of pinball machines, a mini-arcade, and a new video game. The pinball machines have been particularly popular, with players of all ages enjoying the challenge of trying to beat the high score. The mini-arcade has been a hit with younger players, who can now enjoy classic games like Pac-Man and Ms. Pac-Man.

The video game is a new addition to the "55," and has quickly gained a following. It features a variety of mini-games, including a racing game, a shooter, and a puzzle game. Players can compete against each other, or take turns playing the different games.

Freed said that the increase in traffic and interest is due in large part to the new games, but also to the fact that the "55" is open 24 hours a day. "People can come in at any time to play, which is something that makes the "55" unique," he said.

The "55" is located at 555 Main Street, and is open from 10 a.m. to 2 a.m. daily. For more information, please call 555-5555.
CHRISTMAS PRESENTS

Old Coin Games Sold
As Rec. Room Equip'mt

CHICAGO, Nov. 12.—Amusement
game operators here are
finding a growing market for old
model machines in the recrea
tion quarters of many homes.
Used shuffle bowlers and novelty
games which are still service
able and in fair condition and
which add to the home comfort
are being sold to private
owners and families for home amuset
ments.

The coming Christmas season
has found these games in demand
as an ideal family gift for home
entertainment.

One operator, who has sold
several to homes for an increasing
reason and a top outlet for old
games retired from his route, is
Low (Colonel) Lewis, Merit Indus
ties.

Lily Exhibits
China-Cote Cup

CHICAGO, Nov. 12.—The Lily
Cup Company took the
warp off its new China-Cote Cup
during the NAMA show here this week.

The seven-inch cup, for six
cup servings, is plastic coated
through the entire interior surface
including the bottom and rim. The
manufacturer claims the hard out
side virtually eliminates staining
and keeps coffee hot longer. The
cups come in a brown leaf and
check design.

Inquiries daily, in 30 to 60
days, will be on a limited basis.

East Coast orders are $10.19 per
thousand on orders of 15,000.
West Coast prices are $10.33 and
$9.73 on orders of 100,000 or more.

entirely different from those sold
across concession counters.

The variety of items offered
are popular with the
vendee are
and can do
vice merchants
hancement.

In addition to local
Glockner indicated
vendee should present
munity recognized by the public.

S. & L. Sales
Has Automatic
Pre-Brew Model

CHICAGO, Nov. 12.—S. & L.
Sales announced a fully automatic
drip coffee machine during the
NAMA convention. The 360-cup
model is priced at $390, features
inputs under refrigera
tion. The Coffee-Teris, the ma
chine is 74 inches high, 28 inches
wide and 23 inches deep. It weighs
300 pounds without the coffee
containers. Refrigeration is via a
1/4 hp. unit. While the cup ca
pacity is 450, the two coffee con
tainers provide 500-cup capacity.

The last but not least, the price
changer, does not include the con
tainers. Delivery is scheduled for
January.

S. & L. will continue producing
the pre-brew stand type coffee unit
in an improved version. The new
unit will include a service value
hook-up between the coin unit and
the coffee container. A top cup expansion
combination will list for
$350 plus container.

Glockner Tells
IPA Vendor
Appeal Adds $
Our Bally Customers and Their Service Men in Pennsylvania and Overseas
Are Cordially Invited to Attend the BALLY SERVICE SCHOOL
Under the Personal Supervision and Instruction of Paul Linnanen, of the Bally Engineering Staff
TUESDAY AND WEDNESDAY—NOVEMBER 29 and 30
Continuous Sessions
Bring Your Entire Service Crew—Lunch is on the House

NEW DELUXE SKILL POOL

LOOK WHAT’S BEEN ADDED To Make the #1 POOL GAME EVEN BETTER’N EVER!

3 PLAYFIELD LEVELS

HINGED TOP

For easy, speedy servicing! Lifts right up without effort.

PLUS 6 BIG ADDITIONAL FEATURES!

NEW—“STA-KLEEN” CHEAT PROOF, SILENT BALL RUNS!
NEW—LARGER, "10 BALLS—GUARANTEED—EVERY-TIME" BALL TROUGH!
NEW—OPERATOR SERVICE CARD FRAME—Built-in Starters—Always handy. Never out of place!
NEW—DECORATED CABINET—The best looking in the business!
NEW—CIGARETTE HOLDERS ON THE TABLE—protects rails and playing field!
NEW—EXCLUSIVE PLASTIC BUMPER PROTECTORS—excellent attraction! (bottle) problems, etc.

SKILL POOL

Always the Leader—But NOW WAY IN FRONT!

WILLIAM JONES, vice-president of the Paterson Electric Power Company, Washington, D. C., said his firm replaced a cafeteria with a full line vending installation. "We did not replace the vender, but at a cost much lower—only half for the former cafeteria," he stated. Products vary in the vending machine; include soup, salads, sandwiches, rolls, pizza, ice cream, fruit juices, cookies, candy, gum and cigarettes. Commission is not important—worker satisfaction is important to a much greater degree," Jones declared.

The use of cabs for hot foods was not objectionable, he said. "They should have more of a problem than empty milk cartons," etc.

What does Jones want in a vending operation? More capacity in the various machines; service men to perform major repairs on location to maintain uninterrupted operation; well-known brand products in vending machine instead of less popular or unknown items.

Why did Paterson Electric replace its cafeteria, go to vending? What was employer objections after the change? According to Jones:

The cafeteria system was dis- continued for these reasons, of which sanitation problems was one. Another was the necessity of time-consuming clerical work (on the plant's part) in connection with cafeteria operation; the third was the regular congestion of workers in hallways outside the cafeteria. Vendors, in one step, eliminated all three problems.

Workers, it was observed, were not too happy with the change to vending at first—largely because of the lack of hot foods. However, after two weeks the volume of patronage increased and has been maintained since.

L. B. Hudson, assistant director of service enterprises, Indiana University, Bloomington, Ind., said vendor commission in university dormitory locations "bungee jumps with vandalism." This is because proofs go toward paying for library equipment, books, etc. When this fact is made known, students will invariably handle machines more carefully. "All repairs due to vandalism are charged back to the library fund, so the students—not the operator—suffers." A problem is locating sufficient vendors in the various dormitories that have varying populations from 2,000 to 3,400 students.

Hudson did not approve of bottle vendors. "Gum pose a like problems with empties, housekeeping," he said.

New dormitory construction will include space for vendors. "Instead of placement in hallways, there will be a special vendor room in the building plan," Hudson stated.

Mrs. Catherine Heffernan, business manager of Illinois State Psychopathic Institution, Chicago, keyed out the pane's confirmation that commissions were secondary to

NOW DELIVERING Exhibit's New DELUXE SKILL POOL

WE SAVE FIVE YEARS—IN FIVE WEEKS! Send for details. Only one desirable style and size left.

BRIGHTON 3253

377 South Ave. for 47th St. 37th St. for 37th Ave.

R. W. HAYES MUNY'S

34 YEARS SERVICE • EST. 1912
service. She ended her road as a service representative, as her duties included service calls to vending machines located throughout the area.

However, even in such a large service area, the service representative had to be able to handle multiple service requests at once. She explained, "I was the one who handled all the service calls. I had to be able to multi-task and handle multiple requests at the same time."
Tenco Fetes Canadian Ops

CHICAGO, Nov. 2.—More than 60 Canadian vending machine opera-
tors were guests of Tenco, Inc.,
London, N. 1., at a party in their
honor during the NAMA conven-
tion here this week.

Edward Aborn, Tenco president,
with executives Dave Hump-fer
and Perc Arstes were on hand to
meet the operators. Amy Ack-
adi, outfitted in the costumes of
the Royal Canadian Mounted
Police, was the hostess.

GIVE TO DAMON RUNYON
CANCER FUND

Vending's Row
Continued from page 75

 operators!

Line up your PIN-POOL spots in a hurry! Show locations that PIN POOL not only earns big cash box money but pays up sales of beverages,
smokes and snacks by creating a friendly club atmosphere.
Locations are working on an attraction to keep drop-in trade from drifting
away. Test out advancement on dotted lines and show locations the
strongest steady-cash attraction they ever saw—Bally PIN-POOL
price for irkett coverage of your territory.

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BELGIAN AMUSEMENT COMPANY, LTD.
Europe's Most Important Importer
Of Coin-Operated Equipment
IS NOW UNDER THE SOLE OWNERSHIP OF
Sal Groenteman
and Albert Polak
We are the largest buyers of coin-operated equipment including Music, Pin Balls, Bingos, Arcade Machines, etc., for the European market and all parts of the world. No quantity too large or too small.

Sal Groenteman and Albert Polak are internationally known experts in this field. We have the facilities and a well trained organization to serve you.

We Are
Interested in
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Representation
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Belgela 112—Antwerp, Belgium
United States Purchasing Address
3126 Tyson Ave., Philadelphia 49, Pa.
Devonshire 3-6931

Bert Mills Bars
-Continued from page 79-
hammered silver with a red triangular section at the top.
An optional liquid chocolate attachment unit at extra cost gives a fourth selection, making it possible to use powdered chocolate container for soup concentrates.

3-Pice Change
The liquid chocolate attachment costs $53. A special three-price changer (at $75) permits vending of coffee black and with sugar, a nickel, with cream at 7 cents, and chocolate and soups at a dime.
The Beverage Bar offers three selections, hot or cold: Soup, frozen juice, still drinks in any combination. It has 500-cup capacity (328 with hot cups), priced at $950.
A new idea in chocolate drink vending—the Hot and Cold Chocolate Bar—offers two selections: Hot chocolate and a cold chocolate shake. The 500-cup unit lasts for 1099, uses liquid ingredients. Selections can be converted from hot to cold or vice versa within five minutes.
The fourth Bert Mills model—the Milk Bar—is a dual selection unit using whole milk ingredients (liquid) which are blended with water under a special aeration process.

Cig Ops Advised
-Continued from page 77-
on the market than during the previous decade and that history may repeat itself.
The operators also discussed customers' salaries, with most of them paying straight salary, $97 and benefits being the top figure quoted. One operator paid $4.25 a week and $10.40 welfare benefits. These salaries were with the company's trucks.
A Louisiana operator gave his operators a straight cut one per cent commission, with the salesman furnishing the truck.

to make a reconstituted whole milk.
Adjustments permit vending any percentage of white or chocolate milk. Two milk containers, with 20-pint capacity vend (20) eight-ounce or (25) 10-ounce servings. Price is $950.

COLLECTIONS ARE BIGGER
WHEN YOU OPERATE THE BEST!
EXHIBIT'S NEW DE LUXE
SKILL POOL "84"

FIRST
COIN MACHINE EXCHANGE, INC.
1720 W. NORTH AVE. • CHICAGO 25, ILLINOIS

GIVE TO DAMON RUNYON CANCER FUND
Quality That Outperforms All Others!

The BRAND NEW COIN POOL

10 BIG REASONS WHY YOU'LL ENJOY TERRIFIC POPULARITY AND PROFITS!

- NO SERVICE CALLS...JUST TOP COLLECTIONS!
- IMMEDIATE DELIVERY!
- DISTRIBUTORS! Sign up now for big selling action!

COIN POOL MACHINE & PARTS CO.
2918 N. LINCOLN AVENUE, CHICAGO 14, ILLINOIS • Illinois 6-3948

FOR SALE
Parlor with cabinets. Extra parts. Serve as new, used only 4 weeks.
J. MENDELSOHN
2928 Front St. Deans, Calif.

New Continental Cups
CHICAGO, Nov. 12—Cabinet
Can exhibited its new coin-activated hot-travel cup at the NAMA show here this week. Price is $1.57 a thousand. The firm also had on display its new seven-stakes plastic cup.

Eastern Elec.
In Production
On Lunch’Mat
CHICAGO, Nov. 12—Eastern Electric, Inc., New Bedford, Mass., announced it is now in production on the modified Lunch’Mat, with a list price of $33.00 set. The unit was exhibited at NAMA.

Hedeman Shows
Conversion Units
For Dual Pricing
CHICAGO, Nov. 12—Dual pricing controls on hot drink conversion units were displayed for the first time at the NAMA show by Hedeman Products, Inc., Great Neck, L. I., N. Y.

The new conversion unit allows the operator to vend sequential hot drinks at 5 cents and others at 10 cents; in the same machine. In addition, rotary selector switches, which turn a full 360 degrees were exhibited.

BINGO GAMES
Granny .................... $95.00
Vendy .................... 99.00
Surf Club .................. 180.00
 Fireside .................... 120.00
Beauty ..................... 110.00

GENERAL DISTRIBUTING COMPANY
1501 Mead Ave., New Orleans, La.

Also exhibited for the first time were a variety of conversion units which were offered at the new price of $33.00.

EXTRA CUE HOOKS IN ADDITION TO BUILT-IN HOLDER

IT PAYS TO OPERATE WILLIAMS WINNERS!

NOW AVAILABLE
The Deluxe SENIOR Model
18 Inches Longer
Same Width
More Exciting Than Ever!

2-INCH SQUARE BALELINES COVER PLAYFIELD! CIRCLED MUSHROOMS!

operate
WILLIAMS
REGATTA
NEW 5-BALL SCORE BUILD-UP!
HIGH SCORES!

operate
WILLIAMS
CIRCUS WAGON
LUXURY 2 PLAYER
WITH NUMBER MATCH
* BONUS POCKET 2x3 Jug *

operate
WILLIAMS
JOLLY JOKER
HIGHEST EARNINGS!
LOWEST PRICE!

operate
WILLIAMS
MANUFACTURING COMPANY
CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. PULASKI ST. CHICAGO 24, ILL.

See YOUR WILLIAMS DISTRIBUTOR NOW!

MICHELE=MERICAN RADIO HISTORY

www.americanradiohistory.com
Jim-Jak Bows

Floor Model Coffee Vender

CHICAGO, Nov. 12—Jim-Jak industries, Inc., introduced a new automatic, pre-brewed coffee machine this week. Called Model 6A, it has a regular floor-type cabinet with automatic cup drop.

F. B. price is $485, or $495 with nickel, dime, quarter changer. Leaf or ground coffee and powdered cream dispensers are included on the side of the cabinet for manual operation. Copies fill automatically after dropping into service position.

The firm previously produced only a counter-type pre-brew coffee unit, without cabinet.

Dimensions of the new floor model: 66 inches high, 24 inches wide and 15 inches deep. Price does not include coffee containers.

Wittenburg With

Hot Plate Shown

CHICAGO, Nov. 12—Oregonia, the Portland, Ore., firm which is United States distributor for Wittlenburg, displayed a hot plate version of the Danish vending machine.

The two-column, 24-gallon vender will sell for $1,205, f.o.b. New York, or Portland. The Wittenburg can vend at four prices, from 5 cents to $1.85.

The Keeney Deluxe Electric Cigarette Vender

★ Year after year, operators have made more money with this Keeney Deluxe electrically operated Cigarette Vender. Nine double column dispenser regular or king size packs alternate from front or rear and "the pack you use is the pack you get." Capacity 432. Has quick price adjustment on each column, swing-up top, 5-way match vending. Write for circular.

null
Federal Sweets Bows New Bar

CHICAGO, Nov. 12.—A new Keest Dutch Maid Confection Brownie of toasted coconut and chocolate was introduced by the Federal Sweets & Biscuit Company, Inc., Clifton, N. J., at the NAMA convention in Chicago this week.

The bar is encased in a white and brown printed cellphone bag. The bar has been in production for some time and deliveries have been started, Clarence Braitman, general sales manager, announced.

GROENTEMAN & POLK BBUY EUR.
COIN MACH. CO.

PHILADELPHIA, Nov. 12.—All Generalman and All Polk have purchased the Belgian Amusement Company, Antwerp, Belgium. Both men have been active in the coin machine exporting business here.

The sale set for Europe this week to appraise the situation there. A joint announcement on their plans will be made next week.

Conn. Arcade Bows
Phono Record Club

HARTFORD, Conn., Nov. 12.—Playland, amusement Arcade lawyer, has branched out into the record business.

The Arcade has organized a phonograph record club, the Playland Record Club, offering free records to members.

Each time a member purchases a record, an Arcade attendant hands him cards. After the minimum number of purchases the club member can choose a free record.

The Playland is the first Arcade in this area to come forth with a record sales plan.

www.americanradiohistory.com

Exclusive Chicago Distributor for the REST in POOL GAMES!
CUE-STAR by FISCHER — $209

BRAND NEW COIN POOL
IMMEDIATE DELIVERY!

CHARLEY PIEM

Gul Bar Ltd., New-Road Games, All Types
2257 N. Lincoln, Chicago 14, Ill.

SHAFER SPECIALS
Fully Reconditioned and All Ready for Location

SEEBURG
AMI
ROCK-OLA
WURLITZER

1452 (50 Sel.) $1.50
1428 (35 Sel.) $1.50
1428 (30 Sel.) $1.25
1428 (25 Sel.) $1.15

1428, 1429 $1.35
1434, 1435 $1.15
1437 $1.50

1437, 1439 $1.00
1438, 1440 $1.30

1442, 1445 $1.10
1457 $1.00

WRITE TODAY FOR ILLUSTRATED CATALOG
SHOWING COMPLETE LISTS

Shaffer Music Co.

1237 Capital Ave.
INDIANAPOLIS, Ind.
WRITE FOR PRICES AND INFORMATION

TOURNAMENT POOL
PLAYED FROM 3 SIDES

The ONLY 3-side-play Pool Game
that eliminates player arguments
• NO SQUARES ON TABLE
• DEFINITE SPOTS for ball placements when moved

GIVES YOU 50% MORE LOCATIONS
TO OPERATE IN!

HINGED PLAYFIELD
FOR EASY SERVICING

DUAL LEVELING GAUGES!

MFG. & SALES CO. 2621 N. Ashland Avenue
Chicago 14, Illinois
TRY ONE ON LOCATION... YOU'LL WANT MORE!

BOWLING
With Automatic Tally Sheets!

Look! Extra Large... Super Giant Puck!

Look! Extra Large... Cabinet and Playfield!

Look! Extra Large... Super Giant Puck!

Look! Extra Large... Super Giant Puck!

Look! Extra Large... Super Giant Puck!

Look! Extra Large... Super Giant Puck!

Look! Extra Large... Super Giant Puck!

Look! For the First Time... 2 Teams of Players up to 10 on Each Team Can Now Play!

Look! New Playing Features!

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Look! New Playing Features!
BIG bowlers earn BIG money

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.

NOW all the old favorite features are combined in one simple, sensational card in the newest, greatest Ballygame—MIAMI BEACH! Time tested play-appeal of triple cards, popularized in ATLANTIC CITY and other famous Ballygames, is built into the new amazing MAGIC CARD that expands from 3 lines to 9 lines, giving players widest choice of ways to score.

Super-card play-appeal is provided by popular RED AND YELLOW SUPER-LINES, boosting 3-in-line scores to 4-in-line...plus SUPER-X, boosting 3-in-line to 5-in-line.

Super-card play-appeal is provided by popular RED AND YELLOW SUPER-LINES, boosting 3-in-line scores to 4-in-line...plus SUPER-X, boosting 3-in-line to 5-in-line.

CONGRESS-BOWLER and ABC-BOWLER play 9 frames...are available in dime play or one play for a dime, 3 plays for a quarter...require only 15 ft. by 25 in. Floor space.

ABC bowler

WITH MATCH-SCORE FEATURES

Congress bowler

BALLY MANUFACTURING COMPANY • 2640 Belmont Avenue, Chicago 18, Illinois
UNITED'S Regulation Shuffle Alley

Scores exactly like "Regulation" Bowling

PERFECT SCORE 300

GIANT PINS
BIG PUCK

LATEST UNITED EASY SERVICE FEATURES

SIZE:
8 FT. 8 IN.
26 IN.

NOW AT YOUR DISTRIBUTOR

PIXIES
FASTEST IN-LINE PROFIT HIT

TOP NOTCH SHUFFLE ALLEY
Available in 2 Models
REGULAR
SPECIAL

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

ALSO AVAILABLE IN DELUXE MODEL WITH MATCH FEATURE
"TWO MUSIC SYSTEMS IN ONE"
(Plays 45 R.P.M. Single and 45 R.P.M. Extended Play Records with a Separate Credit System for Each.)

ANYWHERE IN THE LOCATION

SEEBURG....WORLD'S FIRST DUAL MUSIC SYSTEM

America's finest and most complete music systems

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