

The Billboard

NOVEMBER 19, 1955  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY  PRICE: 25 CENTS

Arcades Say, Don't Stand, Do Somethin'

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

By KEN KNAUF

CHICAGO, Nov. 12.—U. S. Fun-seekers, well supplied with the pleasures of the country's top spectator sport—watching television—are going overboard for participation 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 summer season in Arcades located in amusement parks and resort areas, are putting into theirs as many action-packed, participation-type coin-operated amusement machines as they can lay their hands on.

This does not mean that Arcade operators will be turning the clock back to the days when Arcades bristled with punching bags, treadmills, and chinning machines.

But it does mean that Arcade patrons want something in addition to sliding a puck down a shuffleboard, reading a card from a fortune-telling machine or stepping up for an electric shock treatment—alho these types of equipment remain as popular as ever with arcade customers.

Triggers, Swivels

A spot check of Arcade operators around the country this week shows that the coin-operated amusement machines now played heaviest are those that the patrons can manipulate with hands and feet by means of triggers and swivels.

Arcade equipment manufacturers are aware of this trend and are meeting the challenge with coin-operated amusement machines that fill the bill.

Heading the list are devices that test the player's ability to drive a car, fly an airplane, operate a bulldozer and fire a rifle.

An example of this new, action-packed look in Arcades is Chicago's Riverview Amusement Park, where manager Herb Tekip has three Arcades running during the summer season. Among the new equipment pieces added this year were four Drivemobiles, four Sidwalk

What's Next? Operators Ask

CHICAGO, Nov. 12.—What kind of entertainment does the Penny Arcade patron want now? That's the question that must be constantly pondered by the nation's Arcade operators. One thing is certain—he always wants a big selection of amusement games.

Typical sampling of the wide variety of machines at Arcades today are those at the Playland Arcade, operated in Los Angeles by Dave Robbins.

Among the 100 coin-operated games at Playland are fortune teller machines, pistol games, shuffle bowlers, card vendors, boxing machines, "love" machines, drivemobiles, jet plane games, shooting galleries, movie machines, photo machines, voice recorders, grip testers, hockey games, shoot-the-bear games, machine gun units and foot-easers.

Engineers and five Jet Fighter gun games.

Autos, Bulldozers

With the Drivemobile, the player sits down in the driver's seat of a machine resembling the inside of an automobile, and steers himself along a highway that spins before him in the form of a large cylinder.

With the Sidwalk Engineer, the player switches levers to propel a scale-model bulldozer inside a glass cabinet. The bulldozer moves gravel on a simulated construction job.

The new gun games feature electrically operated .22 rifles attached to compact cabinets that reflect moving duck, gorilla, or flying saucer targets in 3-D view.

Riverview's Arcades concentrated this year on such new machines.

Top Marksmen

Out of some 50 games in operation at Fun City, Chicago Loop Arcade, about 15 are gun games. This is indicative of the trend these games have established at Arcades in cities around the nation. The locations are used by manufacturers, according to operators Gene Wilhelm and Bob Bear, to test newly designed Arcade machines before they are mass produced at the factories.

Another action piece which is now a familiar sight at Arcades since its introduction a few years ago, is Round-the-World Trainer, a coin-operated airplane game. It has some similarities to equipment used by the Air Force to train pilots and gunners.

Piloting Plane

The patron sits inside and manipulates a pilot-type wheel to

(Continued on page 82)

UNIONIZATION IN WORKS ON ALL OUTDOOR ACTS

NEW YORK, Nov. 12.—

The first major step toward unionization of the outdoor talent field took place this week in the form of an agreement between the American Guild of Variety Artists (AGVA) and the new GAC-Hamid, Inc., booking firm. Pending completion of a "Code of Fair Practice" and a special outdoor contract form, GAC-Hamid agreed formally to employ only members of AGVA in good standing.

Discussions on the pending matters will be held Monday (14) between George Hamid, company president; Jackie Bright, union national executive chairman, and Sam Levy, of Barnes-Carruthers, major Midwest bookers. Alho Barnes-Carruthers is not directly involved in the pact, Levy will sit in as consultant, in order to contribute his sizable knowledge of the field. Adoption of a similar agreement by his firm would make over-all unionization of outdoor talent a foregone conclusion.

Signing the agreement for GAC-Hamid was Jack Katz, secretary and General Artists Corporation attorney. Bright represented AGVA. Finality of the arrangements will effect hundreds of performers next season at fairs, parks, circuses and other dates. It also would put an end to sporadic sniping between union and bookers which has been going on for years.

Hamid lauded the agreement as offering a chance for an outdoor code, and said he foresaw the day when all outdoor bookers might be so brought together by the development that they would

(Continued on page 53)

Going to Be Record Fight; Independents Smack Big Labels

Majors Lay Pots to Save Crown As Pop Hit Makers, Battle Inroad

By IS HOROWITZ

NEW YORK, Nov. 12.—The capture of a substantial chunk of the popular singles record market by independent manufacturers has set the majors reeling, but the large firms are now rising to challenge with greater energy than they've ever shown.

Recent reorganization moves by some of the major producers have been aimed specifically at recapturing business they've traditionally felt came within their ken. Future months will see this effort intensified.

Percentage Off

In an industry where accurate sales statistics are notoriously hard to come by, best estimates place the volume currently done by the "big seven"—RCA Victor, Columbia, Decca, Capitol, Mercury, M-G-M, and London—at about 60 per cent of the pop singles total. Only a year ago the majors controlled 70 per cent of the volume; two years ago still more. These figures include rhythm and blues, but disks in the latter idiom have more and more been selling in pop markets. Country and western platters are excluded.

Looked at from another vantage point, the seven majors and their subsidiary labels are now estimated to skim a fast 78 per cent of the over-all pop business, the latter percentage, however, including pop albums—EP's and LP's.

A short 12 months ago the majors were estimated to have racked up pop sales (singles and albums)

comprising at least 85 per cent of the total volume.

Subsidiaries, Too

Previous stories have chronicled the success of the independents, who in almost any week now can be expected to hold a quarter of the positions on the best-selling charts. And not numbered among them are Coral, the Decca subsidiary; Label "X," the Victor off-spring; and Epic, operated as an "indie" out of the Columbia field.

The most sensational independent operation, all agree, has been Randy Wood's Dot Records. Excess of major record firms who've done a little market research on the Dot blossoming, conjecture that Wood's label alone now accounts for as much as 12 to 15 per cent of all single pop sales.

Out of Woods?

Wood, however, isn't talking. But it's thought that he is now looking at the majors' pictures with an eager eye and traders expect that it won't be long before Dot launches a packaged records operation and bids himself for major status.

The strategy of the majors, basically, is to take a page from the indies' book and fight them for consumer favor with their own weapons. They no longer can rely on artist loyalty among the fans to insure success of a new top-name entry. The course of the music business the past year, or two has shown that hits can, and do, come from anywhere, and from any label.

The main strength of the indie in fighting to establish a new disk-ing has been its quick-silver timing, adaptability and singleness of purpose. From headquarters on down into the field pushing across the new single was practically the only goal. If corners had to be cut, they were cut. And there were no big-ticket packaged sets to diffuse the effort.

Recent weeks have seen Victor streamline its operation to separate singles effort from that concerned with packages. It cuts a sharp line down thru the functions of

(Continued on page 12)

Independents' Chart Scores

NEW YORK, Nov. 12.—Topped by the high-riding Kapp disk of "Autumn Leaves," featuring Roger Williams, the best-selling pop chart this week again highlights the strong sales position enjoyed by independent record manufacturers. In all, six out of the 25 entries on the chart are of indie origin.

Dot Records, with four chart slots, leads the independent pack. The artists are Gale Storm, Billy Vaughn, Pat Boone and the Hilltoppers. Era Records remains on the list for the 14th week with its Gogi Grant platter of "Suddenly There's a Valley." Of the majors' subsidiaries, only Coral places this week, with sides by the McGuire Sisters, Don Cornell and Johnny Desmond.

NEWS OF THE WEEK

FCC Holds Up Deintermixture Pending National Study Results . . .

The Federal Communications Commission this week ended all consideration of deintermixture until a nationwide study has been concluded. The move has sparked a wave of protests from UHF stations. . . . Page 3

"Toast" Guest Appearance Helps Phil Silvers Rating . . .

CBS-TV this week found the key to solve the Milton Berle dominance of Tuesday 8-9 p.m. when Phil Silvers gave the comedian his first rating drubbing in more than seven years. By cross-plugging Silvers on last Sunday's (6) Sullivan show, CBS won the attention of millions of viewers and helped build Silvers' audience on the following Tuesday (8). . . . Page 2

Ringling-Garden Get Together; Circus to Open in N. Y. April 4 . . .

Ringling Bros. Circus and Madison Square Garden ended a seven-month contract signing stalemate Wednesday (9). The Greatest Show on Earth will again open its season at the Gotham arena with a 39-day run beginning April 4. . . . Page 63

Columbia Records Perfects

New, Cheap, Plastic Disk . . . A new process for producing plastic-on-paper records has been introduced by Columbia Records. Called "Auravision," it can be used to make any size or speed disk, with post-card size paper platters to be sold to heavy commercial users at 2 or 3 cents a copy. . . . Page 10

WFBM-TV Buys Indianapolis Arena: To Push New C & W TV Origination . . .

WFBM-TV, Indianapolis, has acquired controlling interest in the Indiana Coliseum Corporation, which holds a contract with the State fair by which it controls entertainment in the big building except during the fair season. Station plans to put more name attraction shows into the building and to originate a country and western telecast there. . . . Page 53

GAC-Hamid Outdoor Office To Expand Booking Territory . . .

The newly formed GAC-Hamid outdoor booking agency will have its sales portfolios loaded with some of the top names held by its parent, General Artists Corporation, when it tackles fair buyers this month in Chicago. A move is already under way to expand the territory traditionally worked by the absorbed George A. Hamid & Son agency. . . . Page 53

DEPARTMENTS AND FEATURES

Amusement Games	82	Merchandise	66
Burlesque	52	Music	11
Carnival	60	Music Charts	26
Circus	63	Music Machines	71
Classified Ads	68	Parks & Pools	58
Coin Machines	83	Pipes	66
Coin Machine Market	83	Radio	11
Coming Events	70	Review Digest	10
Drive-In Theaters	65	Rinks	65
Fairs & Expositions	59	Roadshow Repertoire	65
Final Curtain	53	Routes	57
General Outdoor	53	Television	2
Honor Roll of Hits	26	TV Film	4
Legitimate	10	TV Reviews	8
Letter List	70	Vending Machines	76
Magic	52		

CBS Strategy Pays Off in Slotting Silvers Vs. Berle

Grabs 25.2 Trendex to 17.6, But It's the First Dent in 7 Years

NEW YORK, Nov. 12.—The CBS-TV technique of cross-plugging its talent is believed to have been the key to Phil Silvers' rating victory over Milton Berle last Tuesday (8). The web had tried Silvers at 8:30, with fair success, then shifted him to 8 where his rating was damaged. Its sharpest move came when it exposed him on the Ed Sullivan Sunday night stanza to millions of viewers in an extremely funny sketch. The result undoubtedly was to put the bait before the public.

And the pay-off came when ratings in the 15-city Trendex gave Berle a 17.6 for the 8-8:30 half hour against Silvers' 25.2. In the second half hour Berle hit a 21.9 against an 18.5 for "Navy Log," and a 19.8 for "Wyatt Earp," the ABC-TV opposition.

The NBC position of strength on Tuesday evenings had already been chopped down considerably by the whacking "\$64,000 Question" has been giving its opposition 10-10:30 p.m., but before 10—because of Berle, Raye and Hope who occupy the 8-9 hour—the network's position had been fairly strong.

During its seven long years of famine, CBS had thrown everything but the kitchen sink against Berle. Practically every type of show had been tried—comedy, situation-comedy, variety, audience-participation, half hour and hour drama—and found wanting.

Berle's Reign

He beat back the competition offered him by such names as Frank Sinatra, Ronald Colman, Red Buttons and Gene Autry. Such

vehicles as "Actor's Studio Theater" in 1949, "Leave It to Larry" in 1952, and the Ernie Kovacs show in 1952, "Draw to Win" that same year, and, more recently, "Life With Father"—were all soundly drubbed by the comedian. And when sponsors found they had good vehicles, but that they didn't rate against Berle, they usually moved them into other time periods, as was done successfully with Red Skelton in 1954.

Berle's dominance of the time period was so complete that he even made Tuesdays 8-9 p.m. a

dead spot during the summer for CBS-TV. Stanzas such as the Sam Levenson show moved in one summer, and when fall came around moved to a different time period. The major contribution made by Berle to TV in the early stages of its development cannot be overlooked since it was his show that helped sell the medium to both advertisers and the public; to the one by indicating what ratings could be gotten, and to the other by the entertainment he presented.

Berle started on TV in June, (Continued on page 10)

ABC STILL AT IT

Web Signs Three Clients, Two Prime

NEW YORK, Nov. 12.—Tho the current TV season is well on its way, ABC-TV is still busily filling in its sponsorship holes with new sales that will hike its billings for this year and next to record-breaking marks. The web chalked up three sales this week in three of its shows, two of them in prime time.

The biggest sale was to Charles Antell, which bought what amounts to a half hour of "Ozark Jubilee" every week. The web also closed the gates on its "Stop the Music" stanza by selling the last remaining quarter of the show to "JB" watchbands. Its third sale was to Roto-Broil, which is picking up

what amounts to a half hour every week of "Super Circus." Both the Roto-Broil and Charles Antell sales were made thru Product Services, Inc.

Antell has contracted to sponsor the 7:30-8 p.m. portion of the stanza every other week, including the one week per month when Ralston-Purina's "Grand Ole Opry" pre-empts "Ozark Jubilee" from 8-9 p.m. The weeks it doesn't sponsor the 7:30-8 portion of the show, Antell will bankroll the 8-8:30 segment.

The Antell buy leaves the web with alternate weeks of the 7:30-8 segment, one week out of four of the 8-8:30 segment, and three weeks out of four of the 8:30-9 segment of the show open for sale to a network sponsor. These open segments will continue to be sold on a co-op basis until such time as network sponsors are found to take them over.

Roto-Broil, in its purchase of "Super Circus," agreed to sponsor the show 5:30-6 p.m. two alternating weeks out of four, and the 5-5:30 p.m. segment the other two weeks. Chunky Chocolate already sponsors the 5:30-6 segment on alternating weeks. The web is now left with only alternate weeks of the 5-5:30 period of the show to sell before it hangs up the sold-out sign on the stanza.

Welk Rings Welkin In Fancy Ratings

NEW YORK, Nov. 12.—The "Lawrence Welk Show," whose low budget encouraged Dodge to give it a network airing on ABC this summer on a "we can always yank it at the end of the summer" basis, has parlayed itself into one of the least-publicized but most eye-opening success stories of the year.

The stanza, which began what many industryites expected to be a short-lived network career in July, with a 7.1 Nielsen rating, has steadily increased its rating strength to the point where it currently is topping the 20.0 mark, a three-fold rating rise.

The show airs on ABC in the 9-10 p.m. spot. Its regular CBS competition is "Two for the Money" and "It's Always Jan," while on NBC it is "People Are Funny" and the Jimmy Durante show. Once a month NBC throws a spectacular at it; while CBS, also once a month, hits the last half of Welk with another spec.

Despite it all, however, the Welk stanza has steadfastly maintained its gains. The only time it faltered was the week that Jackie Gleason bowed with his new "Honeymooners" series in the 8:30-9 p.m. period, which resulted in a large number of viewers staying with CBS thru the 9-9:30 p.m. show.

The success of the Welk stanza, which provides its sponsor with an excellent cost-per-thousand buy, once again points up the fact that, in television, long-shots can often pay off. The show, before being berthed on ABC-TV, was a local Los Angeles live stanza that Dodge sponsored. The local L.A. show is still on the air.

A run-down of the network stanza's weekly Nielsen ratings from its July premiere to the present is

as follows: July: 7.1, 9.2, 13.0, 14.3; August: 14.5, 20.4, 15.6, 17.5; September: 20.4, 22.6, 21.4, 25.3; October: 17.2, 21.4, 21.1, 20.4. Its share of audience was 10.9 per cent for its July premiere, climbed to around 30 per cent for the month of September, and settled down to an average of around 23 per cent for October.

Hazel Bishop Board Chairman M. Boscia, 41, Terms NBC 'Arrogant, Callous' CBS Vet, Dies

NEW YORK, Nov. 12.—NBC this week was accused of being "arrogant, brazen and callous" in its disregard for the needs of advertisers by Raymond Spector, chairman of the board of Hazel Bishop and president of the agency bearing his name. Spector told a press conference this week that he was considering legal action against NBC because his company was damaged severely when the web refused to let him have Sunday nights 10:30-11 this season.

Spector said that he had a verbal agreement with the network for the time and that his buy had already been publicized, but that NBC took it away from him to give it to American Tobacco. He said the program of his choice was "The Arthur Murray Party," but that he was willing to take any program the network would suggest. (Unofficial spokesmen for the NBC stated that Spector had taken so long to make up his mind to buy the half hour that they were forced to sell to another ad-

vertiser more willing to make a definitive commitment.)

Spector lashed out at what he termed NBC's "do this or else" philosophy. "I am not the only one who has suggested the networks are acting in a high-handed manner," he said, but later amended his statement to say he was referring specifically to NBC. "I have spoken to at least 10 important advertisers and agency men and they agree with me, tho they won't make any statements," he claimed.

Warns Censorship

"The networks are not the only ones with brains in the business," Spector stated. "Most high rated shows have been conceived by independent packagers and agencies," he maintained. "There is only one maxim in this business and that is that the public is never wrong. The day that the networks only decide what programming we see we'll get government regulation," he said.

Spector maintained that if rates

and requirements continued to go up in TV, the medium would kill the goose that is laying the golden eggs. "Advertisers will be forced to use other media," he pointed out. "It is no secret that advertisers are studying the medium more carefully and that TV has become deglamorized to them," Spector said.

"Not everything that NBC has done is bad," he added. "Much that it's done is good." "But," he said, "they forced us out of the medium into newspapers and radio." Spector also disclosed that he hadn't signed his contract with NBC for "This Is Your Life" because he had objected to a clause which allowed him to be charged an unstipulated sum when the show was produced in color.

Raps Spectaculars

The exec also complained about paying \$57,000 a week for "This Is Your Life." "It's costing NBC \$50,000 weekly, and it cost us \$25,000 a week under our old con-

tract," he said. About the spectaculars of last season, Spector remarked that advertisers "didn't get what they ordered or order what they got." He felt that the spectaculars had failed to do a job for his company.

The press conference was called to explain a story given to The Chicago Sun-Times by Spector in which he talked about the value of using newspaper advertising.

EDITORIAL

A Spector Haunts TV

Every industry occasionally finds itself with a member who proclaims everyone to be out of step except himself. TV is no exception. One of its loudest dissenters has been Ray Spector, head of the ad agency bearing his name and the guiding genius behind the spectacular rise of the Hazel Bishop cosmetic line. As a businessman, Spector has proved himself to be shrewd and capable. As a TV sponsor, he's also shown his savvy in picking up "This Is Your Life" as the vehicle by which he's boosted the Hazel Bishop sales curve clear off the chart.

But even with this kind of record behind him, it's possible for a man to be wrong sometime, and in our opinion, it would be hard to be more wrong than Spector was in the remarks he made this week anent network control of programming, as described in an accompanying story.

In raising the old network control bugaboo, Spector is vainly trying to revive an issue which could no longer be resuscitated even by the gaudiest surgical feats of "Medic." The free ride on the gravy train may not have gone out with the Fitch "Bandwagon," but there are mighty few sponsors around today whose shows don't stand up on their own ratings, rather than pull audiences mainly because of a show that precedes or follows. And this happy condition, which can only benefit all other bankrollers as well as the voiceless viewer, is due to that very network "control" which Ray Spector so loudly condemns.

Thanks to the firm decision of NBC and CBS to retain final authority over what should or should not be aired over their facilities, it's now seldom possible for a sponsor to short-change other bankrollers in the line-up as well as the audience with a cheapie show. It also enables network execs to plan the strongest possible line-ups for a full evening, line-ups which tend to pull the viewer from one show to the next, instead of the anarchic conditions of the radio days when it was every sponsor for himself.

That this exercising of the networks' prerogative has worked out happily needs little new verification. The increasing selectivity of the viewer bespeaks the growing quality of shows right across the board. The increased expenditures of advertisers attest the potency of the present video pattern in moving merchandise. While nobody will take issue with Spector's thesis that outside packages are a must, his own "This Is Your Life" is one of the many such airing on the webs—which indicates a monopoly on programming habits.

That Spector is swimming against the tide was borne out by a vote of many of the top brains in the business in The Billboard's TV Editorial Advisory Board study on the subject in our August 20 issue. By a ratio of about two to one, the webs' program policies were upheld, with the proportions varying from eight and one-half to one by stations, thru five to one by network sponsors, to four to three by ad agencies. Biggest opposition came from film producers, equipment manufacturers and labs.

Finally, Spector's outcry against the spectaculars was an even more bizarre performance, in view of the tremendous success this type of show has had this season. Healthy ratings and happy sponsors bear that out. Spector's mad against the extravaganzas dates back to the pioneer efforts, when an overdose of ballet harpooned one such opus right in its ARB's, whereupon Mr. S. took his program criticisms to the network president. This, surely, was his privilege, as much as canceling his contract, but it is no less the network's privilege to program its own shows its way.

And on that topic, it was interesting to note Spector's sudden beguilement with the charms of newspaper advertising. It might come as quite a surprise, in the period ahead, when he discovers that he will have little success in getting a publisher to look kindly on one advertiser's ideas about control of the editorial content near which his ad is slotted.

It wasn't too long ago that Ray Spector was proudly proclaiming that it was TV, virtually alone, that put Hazel Bishop on the lips of women across the country. The thought occurs that television has contributed more to the success of Ray Spector than vice versa.

News in Brief

CBS PLANS SUNDAY AFTERNOON DRAMAS . . .

CBS-TV, whose Sunday afternoon public service fare is losing out against NBC's more commercial programming, is planning to come up with an hour-long live drama series, "Front Row Center," to be aired in its 4-5 spot. The show, which would be produced in Hollywood by Edgar Petersen, would star top Hollywood names.

NBC OUT TO SELL SAT. AYEM SLOT . . .

NBC has unleashed a sales campaign on its Saturday morning 11:30-12 spot. The previous half hour, which airs "Fury," has racked up a neat 14.0 Nielsen and NBC is pointing to the fact to back up its claim that the 11:30-12 period can provide advertisers with a good buy.

FRIGIDAIRE SEEKS TUESDAY STANZA . . .

The Frigidaire Division of General Motors is on the lookout for a new stanza which it can put into its highly coveted Tuesday 10:30 p.m. time slot following the "\$64,000 Question." The bankroller has decided to give up on "My Favorite Husband," which currently airs in that time period.

CBS PROFITS BEAT '55, EARNINGS TOP \$8-MIL . . .

CBS, Inc., increased its profits during the first nine months of 1955 by 19.5 per cent over last year's figure. The company this year earned \$8,718,713, equal to \$1.19 per share, as compared to the 1954 figure of \$7,299,130, equal to \$1.04 per share.

'HOME' RAISES RATINGS BY HITTING ROAD . . .

The extent to which putting a show on the road can serve to hike its ratings in the city where it originates was demonstrated recently by NBC-TV's "Home." The stanza, which originated in Cleveland during the ARB rating week of October 8-14, scored a hefty 12.9 rating in that city, which was close to triple the average rating pulled in by Arthur Godfrey, Garry Moore, and "Strike It Rich." NBC is now mulling plans to originate "Home" from Hollywood this spring for a month.

NBC'S RETAIL SURVEY

TV Found Profitable To Food, Drugstores

NEW YORK, Nov. 12. — TV's astounding impact at the retail level was given greater definition this week when further analysis of NBC's "Strangers into Customers" Fort Wayne Study were made known. The over-all conclusion is that TV is the strongest selling

force ever to hit the grocery and drug trade.

Breaking down this generality, NBC found that: 1) dealers and their customers are more aware of TV than any other form of advertising; 2) TV advertising, the primary factor responsible for dealers stocking new brands, carries much more weight than competing media such as newspapers, radio and magazines; 3) TV brands also get more dealer promotion via special shelf space and special displays; 4) because of the manner in which dealers have become impressed with TV's selling job, they urge manufacturers to support their products with TV advertising.

This retail level phase of the Fort Wayne Study, known as "Dealers Sound Off on Advertising," gave even more specific facts to bulwark the survey. NBC learned that 70 per cent of all grocers and 77 per cent of all druggists recall the TV advertising for their products. In addition, two out of five retailers report stocking new brands because of TV advertising, one out of four dealers gave TV more or better shelf space, and two out of three retailers report exceptional gains on TV advertised brands.

As a pre-selling force, TV is regarded by 62 per cent of both grocers and druggists, respectively, and by 25 and 28 per cent of

(Continued on page 10)

FCC NIXES DEINTERMIX, 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 problem out of the frying pan into the fire. The Commission's present proposal to revamp the whole system has fired a blazing controversy by denying any and all deintermixture petitions, and at the same time granting a request for a brand new VHF drop-in in a New York State UHF area.

Grant of the new VHF, particularly, sparked three dissents within the Commission, and will undoubtedly be the basis for whatever court appeals the UHF'ers may make. It will also fuel any political fires the outraged U's hope to build under the Commission during the coming Congressional session, or in the event of a Democratic victory in 1956.

The Commission itself has left safety doors ajar by neither denying nor affirming any intent to keep UHF alive. While turning down 30 individual and five "selected area" deintermixture petitions, it claims to have done so "without prejudice" to any future UHF requests, once the basic channel allocation plan is decided upon. (Comments and replies on such plans must be in by January 6, 1956.)

The door is equally wide to grants of VHF applications now pending in deintermixture areas. The proposed rule-making in no sense spells a "freeze," FCC says, except insofar as it freezes all further "piecemeal" deintermixture petitions, and will include only plans based on a "nationwide" approach.

Prejudice Alleged

This drafty arrangement only fanned the flames higher among UHF spokesmen who point out that the early deadline on comment, and the formidable expense of making a "nationwide" plan, automatically puts the network proposals front and center. (CBS and ABC informally submitted allocation plans over a month ago, with CBS recommending eventual termination of all UHF service.) UHF representatives also claim that, legally, FCC's labeling of the deintermixture denials as "without prejudice" would not stand up in court. UHF'ers claim that authorization of VHF's in the protested areas, in itself constitutes "prejudicial action" against the industry.

Hottest point of contest is the incidental grant of a new VHF drop-in assignment for the tiny Vail Mills, N. Y., at the request of CBS affiliate WROW-TV. UHF'ers claim this is evidence of "pressure" allegedly applied by the net and by VHF's to the Commission's decisions.

Altho Commission vote was unanimous on the over-all allocation study, dissents on the VHF drop-in came from Commissioners Hyde, Bartley and Webster, all three appointed under the Democratic regime. Hyde, a champion of UHF as a basis for preventing TV monopoly, had stated only two days before, in Des Moines, that while "UHF was sick," it was "not dead." Confronted with the present FCC action, his dissent stated: "What the Commission has done today may deal a death blow to UHF television service."

Bartley referred to the new VHF as a "slug-in," and also foretold the death of "multiple UHF service" in the area. Webster backtracked from his earlier stand favoring action on individual deintermixture petitions, but was "forced to dissent from the Vail Mills drop-in." A last-minute protest by UHF'ers that newcomer Commissioner Mack should not vote on deintermixture was met with an FCC statement that he had read transcripts of the oral hearings, and so was fully qualified to vote. Commissioners Mack, Doerfer, Lee and chairman McConnaughey tolled the "ayes."

Hope in Dissents

UHF'ers see some hope in the dissents, in the event that action by sympathetic Congressmen and Senators could be brought to bear. Those taking the long view hope for delaying actions until a possible election turn-over in 1956, which would make Democratic Commissioner Bartley chairman, replacing Republican George McConnaughey.

Stars to Hype 'Valiant Lady'

NEW YORK, Nov. 12.—In the manner of many other daytime shows, "Valiant Lady," the CBS-TV daytime soap opera, is being beefed up to build viewing. The soaper is going in for a policy of big name stars who will be integrated into the plot.

Already used on the show is Signe Hasso. To be presented in future weeks are Shelley Winters and Charlton Heston. The program will also integrate a fashion show that will feature Jinx Falkenberg. In the works is a theme song, "My True Devotion." General Mills and Toni sponsor the 12-12:15 stanza.

Textile Firm Buys 'Omnibus'

NEW YORK, Nov. 12. — The parade of industrial concerns bent on moving into network television for institutional advertising purposes added a new marcher this week in the form of J. P. Stevens, a major textile firm, which bought into CBS-TV's "Omnibus." Bryan-Houston is the agency.

Meanwhile, Electrical Companies Advertising Program, which decided against picking up NBC-TV's "Project 20" documentaries, is reportedly eyeing ABC-TV's Saturday, 7:30-8 p.m. time slot for a program that's as yet unknown.

Both outfits are new to network television.

Lyon Resigns From Spector

NEW YORK, Nov. 12. — Dave Lyon this week resigned as assistant to the president of the Raymond Spector Agency because of a disagreement over policy. He was formerly senior vicepres of the Cecil & Presbrey agency with whom he was with for 10 years.

Lyon has made no immediate plans for his future.

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

HOLLYWOOD, Nov. 12.—An electronic rating device that promises to turn TV audience measurement from a toonerville trolley type operation into a scientific business is scheduled to be unveiled here in mid-January. Called Poll-O-Meter, it's being developed by Calbest Engineering and Electronics.

Briefly, the device is one that can be mounted on or inside a truck. When aimed at a television antenna it automatically registers what channel the set is tuned to. It can distinguish signals between closely mounted antennae, so that even if there are two sets in the

house it can tell them apart providing they have different lead-ins.

The actual measuring device has already been perfected, according to I. Dubin, president of the company, and the problem now is to complete a recording instrument which will keep track of the results according to the time periods.

Once the instruments are put into commercial production, the cost should be quite reasonable. Engineers in this area are of the general opinion that it is practical.

Perhaps the major problem would be to get enough instruments out at one time to obtain a scien-

tifically accurate measurement (most rating services privately admit that they are not doing this now). From present indications, however, the system would seem to be economically feasible.

In addition to other pluses, Poll-O-Meter would permit a 24-hour reading of TV sets, not possible under the coincidental method.

Calbest, among other things, was the first company to bring out a remote control unit for TV. Industry figures associated with the venture are Art Weissman and George Reeves.



Channel 8 Multi-City Market

WGAL-TV
LANCASTER, PENNA.
NBC and CBS

Just as a fingerprint is distinctive for its individuality, the WGAL-TV Channel 8 market is distinctive for the unique advertising opportunities it offers you. It is a multi-city market—stable and diversified—where 3½ million people have 912,950 TV sets and spend \$5½ BILLION each year.

Channel 8 Multi-City Market

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

316,000 WATTS

STEINMAN STATION
CLAIR MCCOLLOUGH, PRES.

Representatives:

This One



9GF5-JLX-TPRU

The Billboard
The Amusement Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson

Publishers
Roger S. Littleford Jr.
William D. Littleford

E. W. Evans Pres. & Treas.
K. Kemper Vice-Pres.
M. L. Reuter Vice-Pres.
Lawrence W. Gatto Secy.

Editors
R. S. Littleford Jr. Editor in Chief, New York
Paul Ackerman Music-Radio Editor, N. Y.
Herb Dotten Outdoor Editor, Chicago
Robt. Dietmeier Coin Mach. Editor, Chicago
Wm. J. Sachs Exec. News Editor, Cincinnati
Is Horowitz Music-Radio News Editor, N. Y.
Leon Morse Television News Editor, N. Y.

Managers and Divisions
E. W. Evans Main Office, Cincinnati
K. Kemper Music-Radio Division, New York
Sam Chase Television Division, New York
Lee Zhitto West Coast TV Division, L.A.
M. L. Reuter Outdoor Division, Chicago
Hilmer Stark Coin Mach. Division, Chicago

Offices
Cincinnati 22, 2100 Patterson St.
E. W. Evans
Phone: DUnbar 1-4450
New York 36, 1564 Broadway
W. D. Littleford
Phone: PLaza 7-3800
Chicago 1, 188 W. Randolph St.
Maynard L. Reuter
Phone: CEntal 6-8761
Hollywood 28, 8000 Sunset Blvd.
Sam Abbott
Phone: HOLlywood 9-5631
St. Louis 1, 390 Arcade Building
Frank B. Joerling
Phone: CHestnut 1-0443
Washington 5, 1428 G St., N.W.
News Bureau
Phone: NAtional 8-4749

Advertising Managers
Outdoor-Mdse. C. J. Latscha, Cincinnati
Music-Radio Dan Collins, New York
Television Andrew Csida, New York
Coin Machine Hilmer Stark, Chicago

Circulation Department
B. A. Bruns, Director Cincinnati
Main Advertising and Circulation Offices
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$10 in U.S.A. and Canada. All foreign countries, \$30. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1955 by The Billboard Publishing Company. The Billboard also publishes Tide, the fortnightly magazine of sales and advertising trends, one year, \$8.50, and Vend, the monthly magazine of automatic merchandising, one year, \$4.

Vol. 67 No. 47

Reruns Nick Syndication Market In Competition Vs. First-Runs

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

NEW YORK, Nov. 12.—Reruns of network shows are making ever bigger inroads into the syndication market this season. The ingenious razzle-dazzle selling that some distributors are putting behind reissues seems to be making an impression on many an important buyer of syndicated programming.

A major step in the rise of the reruns occurred this week when Drewry's Beer bought "Susie" ("Private Secretary") from Television Programs of America. Drewry, thru MacFarland, Aveyard, will put "Susie" in as the replacement for the "Eddie Cantor Comedy Theater," beginning January 23 in Cedar Rapids, Ia. The brewery's 13-market spread includes Chicago, Detroit, Toledo; Fort Wayne, Ind.; South Bend, Ind., and Grand Rapids, Mich.

The significant thing about this deal is that Drewry, like most regional beers, is exactly the kind of client that has been the mainstay of first-run syndication. The regionals have traditionally wanted hot new shows that would enable them to make a showing against their national competitors. It is certain types of national advertisers, such as Eversharp, Kent, Nabisco and Motorola, whose approach to syndication is not so basic to their advertising, that have been the major users of reissues. To be sure, Pure Oil has made big use of "Badge 714." But "Badge" is one rerun whose prestige (and pricing) made it the equal of the top first-run shows in syndication.

Handling Counts

TPA's handling of "Susie" is undoubtedly the closest thing to the "Badge" treatment to hit syndication in two and a half years. TPA has given the show a veritable face lifting and is putting a powerful merchandising campaign behind it. Its pricing appears to be only a step or two below normal first-run rates.

The economics of reissues seems to make so much sense for the distributors that, against the mount-

ing costs of new production, there is every reason for them to continue to pursue this type of business.

TPA, after a one-week sales drive, has sold "Susie" in 15 markets, including the three biggest, giving it a gross of around \$500,000. It is understood to have put down \$1,000,000 to get the show, so it has no anxiety about making profits on the show.

Following a different slant, Official Films is making the other big noise on the rerun front with "My Little Margie." Promoting daytime stripping of the series, Official has sold it in almost every major market, the latest sale being to WCBS-TV here. It is understood to be only a week or two away from putting it in the profit column.

The logical outcome of these trends is a situation in which re-

issues will dominate the syndication market. There are now 42 different series in syndication that had their first appearance on network. Nine of these entered the syndication fold this season.

32 Candidates

The potential growth of this category can be surmised from an examination of the film shows now riding the networks. After a process of reasonable elimination, there are 32 properties that are candidates to enter syndication in the next two or three years. Then there are another couple of shows already canceled off network that can still move into syndication.

"Susie" is no mere stop-gap measure for Drewry. It bought 52 of the 78 episodes on a firm 52-week deal. It is the Drewry caliber of (Continued on page 10)

Goodson & Todman Hit Vidfilm Trail

NEW YORK, Nov. 12.—Goodson and Todman, one of the top packaging firms in live TV, has become active on the vidfilm front. Currently its hottest film property is a new situation comedy, "Buckley," which stars Reginald Gardiner as a Belvidere-type butler. The idea was created by Don Quinn, and integrates top Hollywood movie names in the action as themselves.

Another of its major properties is the Landmark hour series for CBS-TV. This show is based on the Random House series of children's books, and offers history in an educational and entertaining way. It should be ready late next spring.

Goodson and Todman are also close to concluding a deal with a major TV producer for "The Web," its live mystery show which was sponsored so long on CBS-TV by

Kent cigarettes. The program would be put on film and readied for national sale.

The packagers are also preparing "J. D.," a new half-hour series about juvenile delinquency, which is being done in co-operation with the California Youth Authority. In co-operation with Infanta Productions, Goodson and Todman are working on "Boss of the House," a new situation comedy which stars a child. (See review this issue.) The show, however, needs work before intensive selling gets under way.

The packagers are representing, for national sale, "Bahiti," an adventure show with an African locale which stars Johnny Sheffield, the youngster used in the "Tarzan" film series. It is about a Zebra boy, and features a pet Zebra. All these shows will be produced on the West Coast, and were developed by the Beverly Hills office of the company.

Monsanto Pic To Get Ride On 'Omnibus'

NEW YORK, Nov. 12.—"Omnibus" is considering the presentation of "The World That Nature Forgot," the new 30-minute color film produced by Monsanto Chemical. The film, which cost \$150,000, will be released to TV stations after its network ride, if that occurs.

This is the second in Monsanto's "Adventures in Science" series, the first being "Decision for Chemistry," which cost \$75,000. Modern Talking Pictures will handle the release.

'Margie's' Fate Still Undecided

NEW YORK, Nov. 12.—WCBS-TV this week denied reports that it will program the "My Little Margie" film reruns in its 9-9:30 a.m. time slot.

The outlet stated it has come to no decision yet where it will air the film show, which it bought last week from Official Films for programming daytime across the board.

The station's 9-10 a.m. period is currently occupied by the George Skinner show, which is 94 per cent sold out.

'T Men' No. 1 In MCA-TV View

NEW YORK, Nov. 12.—MCA-TV's newest vidfilm property for syndication release will probably be a retitled version of "T Men in Action." The distribution organization has been considering several new properties, with "T Men" the first choice. "T Men" was on ABC-TV last season for Chevrolet.

Also being considered, but as new series prospect, is a Benny Goodman series, "The Sea Hawk," which is about a ship, and a Gordon MacRae musical vidfilm program.

Calif. Studios To Shoot Pilot

HOLLYWOOD, Nov. 12.—Pilot production for the coming season gets under way at California Studios Monday (14), with other shows ready to roll at Hal Roach, Screen Gems and General Service within the next couple of weeks.

First to get off from the wire is "Johnny Moccasin," NBC-TV kid Western series (Billboard, October 29) being filmed at California. NBC is also remaking the Paul Gilbert pilot at Roach.

Connie-Stephens Productions, which plans to shoot at least half a dozen pilots, will lease the first at General Service before the end of the month.

Screen Gems kicks off "Double Trouble" with Brian Donlevy and Richard Dennis within the next couple of weeks. Donlevy is reactivating his own production unit, Donlevy Development Corporation, which produced "Dangerous Assignment," to film a pilot in the Bahamas immediately after the Screen Gems assignment. Donlevy will produce, but not act in his own show, an adventure format, to be titled either "Log of the Silver Shark" or "Captain Bad."

TPA to Pilot 2 New Series

HOLLYWOOD, Nov. 12.—Television Programs of America is continuing to advance its production plans. Next month it will produce a pilot of "Hotel Grand," an anthology. This comes on the heels of its buy of "One False Step" from John Guedel. "Step," a mystery anthology, will deal with first offenders and people who get into trouble with the law accidentally. TPA will produce a pilot of "Step" before starting full shooting.

The other two new shows that TPA has on order from outside producers will not stop at the pilot stage. Four Star Productions will start the new "Stage 7" any week now. Chertok Productions will go ahead with "Tugboat Annie" as soon as it can solve its casting problems.

Apparently even these four shows are not enough for TPA. It is still planning a frontier show of its own, and it is still talking to independent producers.

Hoffman Heads West Coast Bally

NEW YORK, Nov. 12.—Screen Gems has expanded its publicity operation with the appointment this week of Jerry Hoffman as its West Coast publicity director.

Hoffman, who will headquarter in Hollywood, moves to Screen Gems from Columbia Pictures, where he has handled publicity for the past six years. West Coast publicity for Screen Gems has been handled up to now by Frank Young, whose headquarters are in New York.

B&E Acquire Film Library

NEW YORK, Nov. 12.—Barry and Enright Productions have obtained a mammoth stock shot library which it has organized under the name International Telefilm Library.

The nucleus of ITL is the collection of Elbert Kapit, who is a member of the new organization. The Kapit collection consists of 5,000,000 feet of film with an index file of 500,000 references dating back to the turn of the century.

Jack Barry is president of ITL. They are toying with the idea of integrating some of the older footage into B-E's "Life Begins at 80" on ABC-TV.



FOR YOUNG AND OLD—
TV'S OWN CHRISTMAS CLASSIC

HANS
CHRISTIAN
ANDERSEN'S
Immortal

"THE LITTLE MATCH GIRL"

featuring

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

You'll thrill to every minute of this half-hour show. A cast of more than 60 brings the story to glittering life. There's the tender portrayal of the match girl—the brilliant dance of the snowmen—the whirling Christmas ballet—the climactic dance of the toys—all set to the glowing music of Tchaikovsky, performed by a huge symphony orchestra. Beautiful scenes like these mark "The Little Match Girl" as a milestone in television shows.

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

Phone, write or wire:

RCA recorded program services
RADIO CORPORATION OF AMERICA
RCA VICTOR RECORD DIVISION
155 East 24th Street, New York 10, N. Y.
Murray Hill 9-7200

9 First-Run Features Released in New Pack

NEW YORK, Nov. 12.—A new package of nine first-run feature films has been released for TV sale by Tele-Pictures, Inc., the Lippert TV subsidiary. The package was immediately gobbled up here this week by WCBS-TV.

This is the first new package of first-run features to hit the TV market since ABC Film began offering its "Anniversary Package" of J. Arthur Rank features about two months ago. However, there is a strong possibility that the 35 Pine-Thomas pictures and the eight Jules Levey features that Associated Artists was forced to turn back to Paramount and Universal respectively last month may soon be again in TV distribution. Hygo and National Telefilm Associates are understood to be among those bidding for the Pine-Thomas bundle, while reports have it that Associated Artists may wind up with the Universal bundle again.

It is also speculated that Universal may hold on to the Levey pictures (including "Boys From Syracuse" and "Hellzapoppin'") with the idea of starting its own TV distribution along the lines of Republic's Hollywood TV Service. Any such move, however, would undoubtedly await some determination on the government's 16mm. anti-trust action just winding up on the West Coast.

The new nine-title package of Lippert features, which is still in theatrical release, will not be available for television airing until next year, despite the fact that it's now being offered for sale. Each title in the group will be released for

TV showing at different dates in 1956.

The nine Lippert features, all of which reportedly were produced in 1953 or 1954, are: "Air Strike" with Richard Denning; "Black Pirates" with Lon Chaney Jr.; "Deadly Game," Lloyd Bridges; "Glass Tomb," John Ireland; "Lonesome Trail," John Agar; "Race for Life," Richard Conte; "Unholy Four," Paulette Goddard; "Silver Star," Edgar Buchanan, and "King Dinosaur," Bill Bryant.

Kodak Renews On 'Playhouse'

NEW YORK, Nov. 12.—Screen Directors' Playhouse has been renewed by Eastman Kodak. The debut program of the vidfilm series started off badly, but since then has picked up strength.

The client evidently is happy with what he has seen. J. Walter Thompson is the agency.

NEW YORK, Nov. 12.—RCA Recorded Program Services this week closed a distribution deal for a quarter-hour nature series titled "The World Around Us." RCA has 39 films in color completed. The series was produced by Pictura Films, which has produced a number of movies on great artists for theatrical release. The camera work was done by John Storer, who had a hand in Walt Disney's "True Life Adventures."

Watch For The
ADVENTURES of FU MAN CHU
H.T.S.I

Wick Series Sold to BBC

NEW YORK, Nov. 12.—Charles Wick has already sold his new mystery series to the British Broadcasting Corporation, but does not intend to close a distribution deal in the U. S. until the first couple of films arrive from England. They are expected at the beginning of December.

The show, starring Wayne Morris, is titled "The Adventures of the Big Man." Morris plays an ex-GI working in the public relations department of a department store in London. Shooting is being done by Wick's Trinity Productions at the Twickenham Studios, the same arrangement used in the shooting of "Fabian of Scotland Yard." Wick plans to shoot at least 26 episodes of "Big Man." He is also toying with the idea of putting "Fabian" back into production next year. There are now 39 in the latter series. Larry Menkin is functioning as script editor and writing some of the series.

KOAT-TV Sells Big Supermart

ALBUQUERQUE, N. M., Nov. 12.—KOAT-TV here has made exceptionally good use of the sales film that Television Programs of America produced last spring to spark sell-off syndication of "Captain Gallant of the Foreign Legion." The station used the film in selling "Gallant" to Barber's Markets, which preemed the show in the beginning of August. The mail and phone response was so tremendous on the debut that Barber's immediately ordered another half hour back to back, in which it installed Screen Gems' "Jet Jackson." Soon thereafter, Barber's bought still another half hour elsewhere in the schedule, in which it is riding Guild Films' "I Spy."

The station produces a live commercial for Barber's, the format of which involves a typical check-out counter, with the clerk giving the spiel on each item as he lifts it from the customer's cart.

'Showcase' to Get 'Richard'

NEW YORK, Nov. 12.—"Richard, the Third," the three-hour feature film which stars Sir Lawrence Olivier, will probably wind up in "Producer's Showcase" on NBC-TV. In that manner half of the show can be sold to Ford Motors and RCA, the co-sponsors of the spectaculars and get the network off the hook.

It is not known just what date the feature film will occupy in the series, but it will probably go sometime early next year. NBC will still be faced with the problem of finding a client or clients for the other hour and a half of the show, but figures the job won't be too difficult.

Amory Snags Para Shorts

NEW YORK, Nov. 12.—Charles Amory, head of Minot TV and UM&M, has all but closed a deal for the TV distribution of a huge backlog of short subjects produced by Paramount Pictures. It is not yet clear just what material UM&M has here, since TV rights have still to be cleared with several outside producers and other interests.

The Paramount short collection includes the Bob Benchley comedies and the Popeye cartoons. There are understood to be about 1,800 subjects in the UM&M deal.

Reela Says Ad Pre-Testing Is \$ Practicality

MIAMI, Nov. 12.—Pre-testing of TV film commercials is economically practical, insists Reela Films here thru its sales manager, Luke de Mantania. He was replying to statements made in a recent edition of The Billboard's TV Editorial Advisory Board on this subject. One agency exec was quoted as saying that a pre-test will either prove inconclusive or the test film will be too expensive to junk. Another agency man stated that a meaningful pre-test would require a budget similar to that which would be needed for the finished job.

De Matania denied this. He declared that Reela, which is a subsidiary of the Wometco theater chain and Station WTVJ here, can produce a test commercial at from 10 to 20 per cent of the budget normally allocated for the finished version.

Sunshine Buys 'Stories' Segs

HOLLYWOOD, Nov. 12.—Sunshine Biscuit Company this week bought "Stories of the Century," Hollywood TV service series, for the Cincinnati and Charlotte, N. C., markets. Cunningham & Walsh is the agency.

Marcus Advertising Agency, Cleveland, at the same time concluded a deal for the series for Cleveland and Toledo.

32 Bookings for AAP's 'Silent Night'

NEW YORK, Nov. 12.—Associated Artists Productions this week had 32 bookings for a special Christmas one-shot of "Silent Night," the half-hour film made last year as part of "Douglas Fairbanks Presents." AAP is ordering 60 prints of the film.

Wrong Video Commercials Being Used, Survey Shows

HOLLYWOOD, Nov. 12.—A majority of sponsors on TV are hitting their viewing audience with the wrong type of commercials. A significant percentage is actually creating ill will rather than good. 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 commercial to be short, sincere, humorous and a cartoon. Earl Hudson, vice-president of ABC, said in talking about 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 Hamm's Beer. Commercials of the first two are of the entertainment or amusement type. Hamm's might be called informative entertainment.

On the other hand, the audience generally blasted the "hard sales" commercial. According to the viewers, the most uninteresting and unimpressive commercials are the ones utilizing high-pressure tactics, long, loud presentation, repetition and exaggerated claims. Relative to this, 12 per cent of those polled felt no sense of gratitude to advertisers footing the bill.

Thirty per cent are of the opinion that the average TV commercial gives the viewer too much information, while 20 per cent think that it isn't enough. Seventy per cent said that an advertiser should list where his product can be purchased locally.

The survey proves that well-executed TV commercials result in volume sales, according to Hudson. Women are more likely to buy cos-

WB'S COMING VIDPIC PUSH

Plans for Coming Season End Rumors of Withdrawal

By BOB SPIELMAN

HOLLYWOOD, Nov. 12.—Warner Bros. is preparing to jump into TV film production with both feet next season. The extent of the company's plans are such as to put an end to speculation, rampant in the trade earlier this year, that it would pull out of TV again if "Warner Bros. Presents" on ABC-TV did not prove a smash.

The Warner Bros. TV division—as distinct from the "Warner Bros. Presents" unit—is concentrating exclusively on half-hour product for 1956-1957.

Headed by Jack Warner Jr., the division has several series in various stages of preparation. It's expected that they'll be ready for agency presentation in January.

The two furthest advanced are "Amazon Trader" and "High Venture." A unit under Tom McCowan is already in Brazil filming footage for "Trader," with four scripts completed. Most of the show, a type of anthology with a South American locale, will be shot on location.

A presentation film for "High Venture," dealing with stories of

the air, was lensed early last summer. This is now being revamped. Wendell Corey will probably continue to host the program, which will use tales of both military and civil aviation.

Another adventure format, "Port or Call," has as its hook a passenger freighter which travels from port to port, carrying some 16 passengers as well as its crew.

Insurance Cases

Files of insurance companies will be used as basis for "98 Williams Street." The go-ahead on the series is dependent on finalization of negotiations now being conducted by attorneys in New York. Also in the works is a comedy, not of the situation type.

Warner Bros. TV Division is an outgrowth of Sunset Productions, formed last year as the company's TV subsidiary along the line of Screen Gems. This, however, would have meant renegotiating all union contracts, so it was decided to produce the telefilms under the aegis of Warner Bros. itself.

Sunset continues as a sales organization for TV under the direction of Norman H. Moray, president of Warner-Pathe News in New York. "Warner Bros. Presents," managed by Bill Orr, was set up strictly for the hour-long productions for ABC-TV.

May Do Specs

Warner Bros. TV may do hour-long series, but not until after the 1956-'57 season. The company will also be willing to film one-shot spectaculars, providing the price is right. Warner-Pathe is now in TV commercial production in New York, but there are presently no plans to expand that to the Coast.

"Amazon Trader" is being lensed in color. "High Venture" may go tint also, but the other programs will probably be done in black and white.

RKO Plans TV Film Entry; Dozier Veep

HOLLYWOOD, Nov. 12.—RKO will definitely enter telefilm production, altho the primary output of the studio will still be theatrical entertainment. A top executive of the Tom O'Neill organization made the statement yesterday (11), altho not permitting himself to be quoted directly.

That the studio would go into TV film was indicated earlier this week with the appointment of William Dozier as vice-president in charge of production. Dozier, a key exec with CBS since 1951, previously had been associated with Samuel Goldwyn, U-I and RKO, and is intimately versed with both the television industry and film production.

Dozier's appointment, effective December 1, was announced by Charles Glett, executive vice-president, and himself a former CBS-TV executive. Production conferences with President Daniel O'Shea are now in full swing here.

O'Shea and Glett have also huddled with Desi Arnaz, TV star and

president of Motion Picture Center, leading to speculation that there may eventually be some sort of production or distribution tie-in between the two organizations.

It's believed that TV film production at first will be confined to properties for national sale, altho it's fairly certain that the six General Teleradio stations, in Los Angeles, New York, Boston, Memphis, Hartford and West Palm Beach, would be taken care of in any deal that's made. At the same time, officials of the G-T distributing organization seem to feel that the outfit is due for considerable expansion shortly.

With Paramount now renovating stages for telefilm production, RKO will complete the list of majors in the TV film field. U-I, the only studio not now producing or planning to produce TV entertainment films, is actively engaged in the making of television commercials thru its United World Films subsidiary.

Susie Alters Series' Face

NEW YORK, Nov. 12.—Television Programs of America has put a new dress on "Private Secretary" to differentiate the syndicated series from the network show and to gimmick up the sales and merchandising of the reruns. The gimmick is a little cartoon character named "Susie," also the title of the rerun series.

The cartoon Susie who appears on the opening credits also identifies all the audience promotion material. TPA and Stone Associates have also prepared a line of Susie trade-marked secretarial type giveaways.

TPA is also understood to be thinking of making open-end commercials around the cartoon character.

"3 LIVES" "TAKES" HOUSTON PULSE AT



39.0*

In Telepulse May, 1955* ratings "I Led 3 Lives" takes top spot among syndicated TV shows in Houston. But that's nothing unusual for this series. Houstonians are typical Americans. They want to see Red secrets exposed. So they watch, en masse, Ziv's "I Led 3 Lives" starring RICHARD CARLSON.



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

To expose your commercials to mass TV audiences, GET IN TOUCH WITH . . .



CINCINNATI
CHICAGO
NEW YORK
HOLLYWOOD

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

TV Program and Time-Buying Guide

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

The Billboard Scoreboard

NETWORK TV PROGRAMS

ARB Audience Composition Studies

Web Adventure Shows

OCTOBER RATINGS

Rank	Show, Sponsor & Web	Rtg.
1.	Rin Tin Tin, National (NBC)	23.7
2.	Big Town, Lever Bros. (NBC)	23.5
3.	Robin Hood, Johnson & Johnson (CBS)	21.0
4.	Wyatt Earp, General Mills (ABC)	19.6
5.	Gunsmoke, Liggett & Myers (CBS)	18.8
6.	Roy Rogers, General Foods (NBC)	18.7
7.	Lone Ranger, Amer. Dairy (ABC)	16.4
8.	W. B. Presents: "Cheyenne," Gen'l Elec., Liggett & Myers, Monsanto Chem. (ABC)	15.9
9.	Gene Autry, Wrigley (CBS)	11.5
10.	Wild Bill Hickok, Kellogg (CBS)	10.9

AMONG MEN

Rank	Show, Sponsor & Web	Men per Set
1.	Gunsmoke, Liggett & Myers (CBS)	99
2.	Wyatt Earp, General Mills (ABC)	92
3.	Big Town, Lever Bros. (NBC)	85
4.	W. B. Presents: "Cheyenne," Gen'l Elec., Liggett & Myers, Monsanto Chem. (ABC)	79
5.	Robin Hood, Johnson & Johnson (CBS)	65
6.	Brave Eagle, Sustaining (CBS)	63
7.	The Lone Ranger, Amer. Dairy (ABC)	61
8.	Adventures of Champion, Sustaining (CBS)	57
8.	Gene Autry, Wrigley Co. (CBS)	57
10.	Rin Tin Tin, National Biscuit (ABC)	54

AMONG WOMEN

Rank	Show, Sponsor & Web	Women per Set
1.	Gunsmoke, Liggett & Myers (CBS)	116
2.	Big Town, Lever Bros. (CBS)	99
3.	Wyatt Earp, Gen'l Mills (ABC)	88
4.	W. B. Presents: "Cheyenne," Gen'l Elec., Liggett & Myers, Monsanto Chem. (ABC)	82
4.	Adventures of Champion, Sustaining (CBS)	82
6.	The Lone Ranger, Amer. Dairy (ABC)	81
7.	Brave Eagle, Sustaining (CBS)	75
7.	Rin Tin Tin, National Biscuit (ABC)	75
9.	Robin Hood, Johnson & Johnson (CBS)	72
10.	Captain Gallant, Heinz (NBC)	66

AMONG CHILDREN

Rank	Show, Sponsor & Web	Children per Set
1.	Commando Cody, Gen'l Foods (NBC)	1.79
2.	Wild Bill Hickok, Kellogg (CBS)	1.60
3.	Rin Tin Tin, National Biscuit (ABC)	1.53
4.	Roy Rogers, General Foods (NBC)	1.48
5.	Lone Ranger, Gen'l Mills (CBS)	1.45
6.	Lone Ranger, Amer. Dairy (ABC)	1.43
7.	Captain Gallant, Heinz (NBC)	1.29
8.	Robin Hood, Johnson & Johnson (CBS)	1.21
9.	Gene Autry, Wrigley (CBS)	1.10
10.	Adventures of Champion, Sustaining (CBS)	1.04

LATEST NETWORK RATINGS

Trendex Top 10 TV Web Shows

(Week Ending Oct. 7)

*Indicates Film

Rank	Program & Web	Rating
1.	The \$64,000 Question (CBS)	45.2
2.	World Series, Saturday (NBC)	37.2
2.	*The Honeymooners (CBS)	37.2
4.	*I Love Lucy (CBS)	33.3
5.	Your Hit Parade (NBC)	32.0
6.	The Ed Sullivan Show (CBS)	31.1
7.	*The Bob Hope Show (NBC)	30.7
8.	*You Bet Your Life (NBC)	30.0
9.	World Series, Sunday (NBC)	29.8
10.	Red Skelton (CBS)	28.6

Videodex Top 10 TV Web Shows

(Week Ending Oct. 7)

*Indicates Film

Rank	Program & Web	Rating
1.	The \$64,000 Question (CBS)	37.7
2.	The Ed Sullivan Show (CBS)	31.8
3.	*Dragnet (NBC)	31.5
4.	*You Bet Your Life (NBC)	31.3
5.	*I Love Lucy (CBS)	31.2
6.	World Series, Sunday (NBC)	30.7
7.	Lux Video Theater (NBC)	30.0
8.	Studio One (CBS)	29.3
9.	Shower of Stars (CBS)	28.9
10.	*Disneyland (ABC)	28.8

ARB Top 25 Network Shows

October Ratings of Leading Web Programs

This breakdown of network program ratings shows the 25 leaders for the past rating month, listed in rank order. This chart runs once monthly, and appears in the issue of The Billboard dated the third Saturday of each month. For additional information on audience size and coverage, please consult ARB, National Press Building, Washington, D. C.

(*Indicates Film)

Rank	Show, Sponsor & Web	Oct. Rating
1.\$64,000 Question, Revlon (CBS)	60.0
2.*I Love Lucy, P. & G., General Foods (CBS)	44.8
3.Your Hit Parade, Amer. Tobacco, Hudnut (NBC)	43.5
4.George Gobel, Pet Milk, Armour (NBC)	41.4
5.Ed Sullivan, Lincoln-Mercury (CBS)	39.8
6.Climax, Chrysler Corp. (CBS)	39.3
7.*You Bet Your Life, DeSoto-Plymouth Dealers (NBC)	37.6
8.I've Got a Secret, R. J. Reynolds (CBS)	36.4
9.*Disneyland, Amer. Motors, Hudson, Derby Foods (ABC)	35.6
10.*Honeymooners, Buick Motors (CBS)	34.2
11.Godfrey's Talent Scouts, Thos. J. Lipton Co. (CBS)	32.8
12.*December Bride, General Foods (CBS)	32.7
13.What's My Line? Remington Rand, Montener (CBS)	32.3
14.*Loretta Young, Procter & Gamble (NBC)	31.5
15.Perry Como, International Celucotton, Noxema (NBC)	30.7
16.This Is Your Life, Hazel Bishop (NBC)	30.6
17.Lux Video Theater, Lever Bros. (NBC)	30.5
18.*Fireside Theater, Procter & Gamble (NBC)	30.2
18.Two for the Money, P. Lorillard, Sheaffer Pen (CBS)	30.2
20.Line Up, Brown & Williamson Tobacco (CBS)	30.1
21.*Dragnet, Liggett & Myers (NBC)	30.0
22.*Big Story, Pall Mall Cigs., Simonize (NBC)	29.6
23.Studio One, Westinghouse (CBS)	29.4
24.*Our Miss Brooks, General Foods (CBS)	29.3
25.Red Skelton, C. S. Johnston & Sons, Pet Milk (CBS)	28.9

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

Syndicated Film Adventures

SEPTEMBER RATINGS

Rank	Show & Distrib	Avg. Sept. Rtg.
1.	Passport to Danger (ABC)	15.0
2.	I Led Three Lives (Ziv)	12.3
3.	Waterfront (MCA)	11.7
4.	Superman (Flamingo)	10.9
5.	Soldiers of Fortune (MCA)	10.0
6.	Foreign Intrigue (Official)	9.3
6.	The Falcon (NBC)	9.3
8.	Secret File, U. S. A. (Official)	8.0
9.	Dangerous Assignment (NBC)	7.3
10.	Ramar of the Jungle (TPA)	7.1

VIEWERS/100 HOMES

Rank	Show & Distrib	Viewers per 100 Homes Tuned in
1.	Soldiers of Fortune (MCA)	234
2.	Foreign Intrigue (Official)	220
2.	China Smith (NTA)	220
4.	I Led Three Lives (Ziv)	219
5.	Dangerous Assignment (NBC)	205
6.	Joe Palooka (Guild)	198
7.	Waterfront (MCA)	196
8.	The Falcon (NBC)	194
9.	Secret File, U. S. A. (Official)	193
10.	Ramar of the Jungle (TPA)	192

AMONG MEN

Rank	Show & Distrib	Men Per 100 Homes Tuned in
1.	Foreign Intrigue (Official)	89
2.	China Smith (NTA)	86
3.	Waterfront (MCA)	83
4.	Dangerous Assignment (NBC)	81
4.	The Falcon (NBC)	81
6.	I Led Three Lives (Ziv)	80
7.	Passport to Danger (ABC)	76
8.	Secret File, U. S. A. (Official)	71
9.	Joe Palooka (Guild)	61
9.	Soldiers of Fortune (MCA)	61

AMONG WOMEN

Rank	Show & Distrib	Women Per 100 Homes Tuned in
1.	Foreign Intrigue (Official)	89
2.	Dangerous Assignment (NBC)	87
3.	I Led Three Lives (Ziv)	85
4.	China Smith (NTA)	84
5.	The Falcon (NBC)	80
6.	Waterfront (MCA)	78
7.	Secret File, U. S. A. (Official)	72
8.	Passport to Danger (ABC)	71
9.	Joe Palooka (Guild)	70
10.	Soldiers of Fortune (MCA)	64

AMONG TEENS

Rank	Show & Distrib	Teens Per 100 Homes Tuned in
1.	Foreign Intrigue (Official)	29
1.	Superman (Flamingo)	29
3.	Joe Palooka (Guild)	28
3.	Soldiers of Fortune (MCA)	28
5.	I Led Three Lives (Ziv)	21
5.	Passport to Danger (ABC)	21
5.	Secret File, U. S. A. (Official)	21
8.	Ramar of the Jungle (TPA)	20
9.	Waterfront (MCA)	19
10.	Dangerous Assignment (NBC)	18

AMONG CHILDREN

Rank	Show & Distrib	Kids Per 100 Homes Tuned in
1.	Ramar of the Jungle (TPA)	98
2.	Superman (Flamingo)	93
3.	Soldiers of Fortune (MCA)	81
4.	Joe Palooka (Guild)	39
5.	China Smith (NTA)	34
6.	I Led Three Lives (Ziv)	33
7.	Secret File, U. S. A. (Official)	29
8.	Dangerous Assignment (NBC)	19
8.	The Falcon (NBC)	19
10.	Waterfront (MCA)	18

Pulse Top 25 Non-Net Shows

September Ratings of Leading Film Shows

This breakdown of non-network film ratings shows the 25 leaders for the past rating month, listed in rank order. This chart runs once monthly, and appears in the issue of The Billboard dated the third Saturday of each month. The Average Rating is based on the rating scored by each show in the 22 basic markets studied monthly by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion to its TV population. For additional information on audience size and coverage, please consult The Pulse, Inc., 15 West 46th Street, N. Y. C.

Rank	Show & Distributor	Avg. Sept. Rating
1.Passport to Danger (ABC)	15.0
2.Douglas Fairbanks Presents (ABC)	14.1
3.Man Behind the Badge (MCA)	13.6
4.Mr. District Attorney (Ziv)	13.3
5.I Led Three Lives (Ziv)	12.3
6.Science Fiction Theater (Ziv)	12.1
7.Waterfront (MCA)	11.7
8.Meet Corliss Archer (Ziv)	11.5
9.Little Rascals (Interstate)	11.1
10.Superman (Flamingo)	10.9
11.Annie Oakley (CBS)	10.6
12.Badge 714 (NBC)	10.5
13.The Whistler (CBS)	10.4
13.Hopalong Cassidy (NBC)	10.4
15.Cisco Kid (Ziv)	10.0
15.Soldiers of Fortune (MCA)	10.0
15.Star and the Story (Official)	10.0
15.Wild Bill Hickok (Flamingo)	10.0
19.Boston Blackie (Ziv)	9.4
20.Eddie Cantor (Ziv)	9.3
20.The Falcon (NBC)	9.3
20.Foreign Intrigue (Official)	9.3
20.Sherlock Holmes (UM&M)	9.3
24.Amos 'n' Andy (CBS)	9.2
25.Death Valley Days (Pacific Borax)	9.1
25.Heart of the City (MCA)	9.1
25.Laurel and Hardy (Governor)	9.1

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

Regular List Records Added By BOM Club

Latest Mailing to Members Offers 6 Vox Standards

NEW YORK, Nov. 12. — The marketing by mail of standard retail classical LP's is being incorporated as a regular adjunct to the operation of the Book-of-the-Month Club's Music Appreciation Records mail-order club.

This month's mailing to club members, for instance, offers six Vox diskings by pianist Guimaraes Novaes, in their regular Vox jackets and at the regular retail list price of \$4.98 per 12-incher. The disks are not club selections, but are offered as additional items to subscribers.

The estimated 145,000 members of the club are receiving promotional brochures describing the selections. Brochures also contain capsule reviews and reproductions of the disk covers.

Additional disks will be offered next month under the same arrangement. Two more from Vox are to be plugged in December mailings, as well as two each by Haydn Society and Stradivari Records. A couple of months ago, a limited test mailing by B-O-M-C offered the Westminster set of Bach's "St. Matthew Passion."

Meanwhile, it was learned that B-O-M-C and the Metropolitan Opera Company have progressed in their joint disk venture to the point where recording sessions have already been scheduled. First session is to be held next week, although consumer promotion won't begin until the spring of 1956. Popular works in the operatic repertoire will be made available thru this separate operation.

WSM's DeeJay Festival Pulls 1,300 Turnout

NASHVILLE, Nov. 12.—WSM's fourth annual national Disk Jockey Festival in honor of the 30th anniversary of "Grand Ole Opry" drew an attendance of over 1,300, the largest in the history of the event. Approximately 80 per cent were disk jockeys, with the remaining 20 per cent including record company executives, music publishers, artists and songwriters. Last year's attendance was 946.

A geographical breakdown indicated that virtually every State was represented. There were also jockeys and station men attached to Canadian broadcasting companies. Even the U. S. Army took note of the proceedings. Major Joseph Gigandet, of special services, was busy making his usual talent contacts, and Gene Hugham, who spins country music records in Frankfurt, Germany, over a seven-station network, traveled 5,000 miles to make the festival.

Hotel facilities in Nashville were taxed to the limit. Bill McDaniel, WSM exec who handled details of the festival, was forced to secure housing accommodations in outlying motels for some of the registrants.

Clinics and discussions ran as per schedule, with the deejay-record exec sessions sparking most interest. New angle to the festival this year was the scheduling of fan club clinics wherein presidents and secretaries of artists' fan clubs were given the opportunity to meet the jockeys and discuss how the one group might co-operate with the other in the interest of country music.

Co-Operation Key to Healthy C.&W. Trade

NASHVILLE, Nov. 12.—Generally high optimism with regard to the future of the country field prevailed at the WSM Festival here. A number of executives and jockeys, however, felt that all segments of the country field must put their shoulder to the wheel in order that the fullest potential might be realized. Hardest-hitting talk along these lines was that made by Morrie Price, Mercury Records vice-president. Price noted that sales of country records had picked up in metropolitan areas; but they had also declined in some Southern markets, he said.

Price doubted that the drop in sales in Southern areas could be traced to inroads of rhythm and blues labels. He pointed out that the latter had not held back the progress of country disks in the metropolitan areas.

Some dealers, Price remarked, refused to stock enough country disks. Better merchandising and selling at this level was necessary. (Continued on page 13)

Decca Sure Of 'Wonderful'

NEW YORK, Nov. 12.—Although the musical won't open here until late March, there's little doubt that the original cast disk of "Mr. Wonderful" will carry the Decca label. Sammy Davis Jr., whose shoulders reportedly will carry the weight of the opus, is a Decca artist, and Davis' single disk version of pop-style tunes in the show have already been set at the diskery by Publisher Tommy Valando.

Besides Davis, other principals set at press time were Jack Carter and Olga James. Another female lead is being sought for the Jule Styne production.

The score for "Mr. Wonderful" was penned by George Weiss, Jerry Bock and Larry Holofcener, all three of whom are under contract to Valando as writers. The score is being published in Valando's Laurel Music firm.

Columbia Process Pushes Paper Disk

'Auravision' Platters Seen Getting Wide Uses in Many Promotion Fields

NEW YORK, Nov. 12.—Columbia Records this week introduced "Auravision," a new process for producing records on plastic-coated paper. The diskery's transcription department, which developed the technique, is mapping a big push to promote the disks to all types of commercial and public-service users who might want to add the impact of words or music to printed advertising or promotional material.

While paper disks are not new (basic patents, in fact, have run out) the move by Columbia represents the first time a major record manufacturer has moved to exploit them.

Already, it was said, the firm is deep in production for its first account, a user which has ordered a "multi-million run" of the paper platters on post card mailers at a per-card cost of "2 or 3 cents."

Any size, any speed disk may be turned out by the new process, said Al Schulman, transcription department chief. Textual matter and four-color illustrations may be printed over the playing surfaces, facilities aside from its regular pressing plants to punch out the Auravision sides.

Most recent use of plastic-on-paper disks was the incorporation of such a product as a regular page in the November Pageant

CMDJA Confab OK's Plan for Annual Country Music Fete

Pledges Support of Local Events; Would Hold Nat'l in Rotating Towns

By PAUL ACKERMAN

NASHVILLE, Nov. 12.—The Country Music Disk Jockeys' Association, at its annual convention here, ratified preliminary plans for an annual country music festival commemorating National Music Day. Nelson King, CMDJ president, stated that the various country music festivals at the present time were local rather than national in character. CMDJ would support these to the hilt, he observed. He made special mention of CMDJ's debt to WSM and its music festival which provided the opportunity whereby CMDJ was founded. King stated that the CMDJ's annual convention would continue to be held in conjunction with the WSM festival. It is the intention of the deejay organization, however, to hold the pro-

jected national festival some time in May, at a different city each year.

Late Friday night it was stated that for the forthcoming year the projected national festival would be offered to WSM. Whether or not the station would accept it was not ascertained at press time. WSM's Bill McDaniel stated the matter would require consideration by station execs.

The annual Jimmie Rodgers celebration on May 26, in the view of the deejays, was not adequate from a national point of view, even tho it had the blessing of Congress. But King was insistent in pointing out that all local festivals, including the Rodgers' one at Meridian, Miss.; the observances at Montgomery, Ala., in honor of Hank Williams, etc., should all continue and receive CMDJ support. The

CMDJ festival, the deejays felt, would be backed by civic groups and chambers of commerce. It would be plugged by the deejays for days in advance, and the deejays felt they could secure top artists for the annual show. Such money as would be raised, it was stated, would be placed in the treasury and used to advance the cause of country music.

Hall of Fame

One of the CMDJ long-range projects, it was stated, is the creation of country and western hall of fame honoring outstanding writers, publishers, artists and recording men. "This all needs money," the CMDJ pointed out. WSM's Bill McDaniel, in view of the announcement of the CMDJ hall of fame plans, stated that such a venture was also being considered by WSM, and that a final decision in the matter was now pending.

The country deejay organization also stated it would make available to diskeries and other interested parties an up-to-date membership list. The CMDJ also plans to publish a monthly periodical, with the first issue likely to be forthcoming within 60 days, and a quarterly which would debut in January or February.

Connie B. Gay, of Town and Country Network, Washington, and Tom Perryman, KSJ, Gladeswater, Fla., were elected members of the board.

Am-Par Execs Hit Bally Trail

NEW YORK, Nov. 12.—ABC-Paramount's top executive echelon will hit the road Monday (14) to launch the label's first seven releases with distributors, deejays and dealers across the country.

President Sam Clark and vice-president Harry Levine will visit Boston, Albany, N. Y.; Hartford, Conn., and Buffalo. Sales Chief Frank Hobbs is scheduled for Cincinnati, Cleveland, Detroit, Minneapolis, Pittsburgh and St. Louis, while Sy Paul, promoter director, will cover Philadelphia, Chicago and Milwaukee. West Coast coverage will be handled by Abe Glazer.

The diskery has sent out sample records to 3,500 deejays, in line with Clark's plan to maintain an extensive jockey service on all new releases.

Am-Par's Boston distributor, Music Suppliers of New England, has set up a special promotion for Monday, when 17 Boston deejays will play all seven new releases thruout the day and evening.

New disks feature Eydie Gorme, Annette Warren, Bernie Wayne, Dick Duane, the Rover Boys, Trio Schmeed, and Rex Trailer.

Calif. Record Plant Calif. Record Plant

HOLLYWOOD, Nov. 12.—Jules Bihari, president of Cadet Record Pressing Company, this week disclosed the purchase of the plant and equipment of California Record Manufacturing Corporation, owned by the late Louis Guttman.

Name of the firm will be changed to Cadet, with Bihari continuing his pressing operation at the Culver City site. Purchase will allow Bihari to install four injection mold pressing machines, in addition to the 12 hydraulic presses acquired in the purchase. According to Bihari, plant capacity will be approximately 30,000 records daily.

Gratis Disks Snare D. J. Meet Spotlight

Controversial Topic Claims Major Part Of Session; Record Firm Execs Wary

By PAUL ACKERMAN and BILL SACHS

NASHVILLE, Nov. 12.—Apart from the round of parties and the good will engendered among all segments of the county music field at the fourth annual disk jockey festival here, most interest centered around the controversial subject of gratis records to disk jockeys. The subject consumed most of the time allocated to the disk jockey clinic, held yesterday at the WSM studios, and attended by several hundred deejays and a representative group of record manufacturers. The subject was sparked by a res-

olution, passed the day before by members of the Country Music Disk Jockeys' Association, asking that the record industry give complete free record service to members of the CMDJ, in preference to non-members.

Connie B. Gay, of Town and Country Network, Washington, speaking for the members of the CMDJ, stated the organization was cognizant of the economic problems of diskeries. He noted that thousands of jockeys did not program c.&w., and claimed that one station had a warehouse full of country disks and never played them. The CMDJ members, however, are dedicated to the country field and for ethical reasons should get gratis service, he claimed. This, he argued, would also be in the best interests of the manufacturers, inasmuch as the CMDJ would guarantee label and artist credit. Gay also noted that the jockeys, manufacturers and stations were mutually dependent upon one another.

No Hard Feelings

"We'll still love you if you don't agree with us," Gay said.

The record execs were extremely wary of the CMDJ suggestion, pointing out the danger of acting in collusion and discriminating against non-members jockeys. It was estimated that some 200 deejays comprised the CMDJ. Syd Goldberg, Decca sales chief, inquired as to the total number of country deejays. The CMDJ estimated this as 1,000 "legitimate" ones. "We are disk jockeys," said Gay. "Some are disk jerkies."

Bill Bullock, RCA Victor exec, pointed out that the distribution of promotional disks was the responsibility of the record distributor, not the home office. Each of Victor's 52 distributors is responsible for his territory, he noted. He termed the problem a far-reaching one, and stated some 2,000 deejays were on the c.&w. list. This is in addition to the extremely large pop list. "You've got to be fair. If one jockey is a CMDJ member and gets records, and another is not and gets no records, it creates a problem."

Despite deejay pressure as to whether an arrangement with the home office might not be arranged, Bullock held to his argument that the distributor has the responsibility.

(Continued on page 13)

Magazine, this featuring a new disk by Jaye P. Morgan. Tho an RCA Victor etching, production of the platter was undertaken by Rainbo Plastics, a West Coast company.

Latter disk, however, was pressed on a plastic film and later affixed to paper. The Columbia process calls for pressing directly on plastic-treated paper.

With Columbia exploring the possibility of Auravision use by educational, religious and political institutions, in addition to commercial firms, it is expected that talent, where appropriate, will be made available from the Columbia roster.

Artists will probably be paid a flat fee for their services, Schulman indicated. Where music is used, he expected that deals with publishers could be worked out calling for mechanical royalties at a fraction of a cent per copy. Only a portion of a tune would most probably be used, and the heavy pressing runs would make the deal attractive to the copyright owner, it was believed.

The records are said to play 50 times without deterioration, and the sound quality etched on the disks is attributed largely to special recording techniques used in the studio.

FIGHT WAXES HOTTER

Majors Map Battle to Save Pop Hit Crown From Indies

• Continued from page 1

artists and repertoire, sales and promotion. This pin-pointing of responsibility, a pattern evolving among all the majors, reaches all the way down into the field organization.

Perhaps just as important competitively are new production and delivery schedules being hammered out by majors. Except for occasional specials, new disks moved out into the field a couple or more weeks after the recording session, and no one seemed to mind very much.

But schedules are now being tightened up. At Victor, for instance, timetables have been set calling for deliveries in quantity 10 days or less after cutting. This is to be standard procedure. Columbia and other top labels have introduced similar schedules, with execs all the way down the line alerted to hew to the new timing.

The bars have also been let down considerably on what is acceptable promotion and sales practice. It is now the rule rather than the exception for majors to offer pretty much the same inducements only indies were willing to grant consistently. Thus, free records to key spots, guaranteed sales and

munificent return privileges are becoming more the accepted manner of operation for the big firms.

Another approach, tried and abandoned in the past, is up for a new attempt. This is the conscious cutback of new releases to a more manageable number. Exploitation effort, in all its facets, can then be focused on a few properties, rather than dissipated on many. This, however, won't take full effect until after the Christmas push.

Columbia Policy

At Columbia the word has gone out to hold new singles releases to an absolute minimum. Artists commitments, where they call for more releases than it is thought can receive proper sales attention, will be satisfied by album dates. This is now easier to "sell" to the talent with the rise in sales of pop packages.

Columbia thinking, now more typical of major calculation, is that greater cumulative sales can be racked up on relatively few disks that break big than on many smaller-selling platters. It's also more economical in production and use of manpower.

Columbia, of course, some time ago named an exec, Dick Linke, to worry only about the sales of

singles. Its concern with the general problem was highlighted again last week when it moved to build the sales of single EP's, setting incentive prices and handling them, personnel and promotion-wise, as true singles (The Billboard, November 12).

The assignment of additional duties last week to Lloyd Dunn at Capitol Records, now vice-president in charge of sales and merchandising (The Billboard, November 12), is seen as another facet of the same situation. Decca has long oriented its thinking, primarily at singles sales.

Smaller Majors

The smaller majors, Mercury, M-G-M and London, operate closer to the indie format than the top four.

The indies, of course, will not forfeit their gains in the singles field at the first show of greater major energy. They've been known to turn and bend with the tide, improvising new techniques wherever called for, and hustling to maintain their foothold whenever challenged.

It all points to a still more hectic pace in the record market place next year, the jockeying for position promising many kicks for all in the business.

PLATTERS WIN TRIPLE CROWN

NEW YORK, Nov. 12.—The Platters, Mercury Records rhythm and blues artists, have won their first Billboard Triple Crown Award. Their disk, "Only You," placed first in all three rhythm and blues chart categories this week — best-selling in stores, most-played on juke boxes, and most-played by disk jockeys.

In the record category normally dominated by independent labels, winning of the award by artists of a major label, in this case Mercury, is considered notable. A plaque emblematic of the Triple Crown accomplishment is being sent to the group.

Atlantic Label In Co-Op Deal With Spark Firm

NEW YORK, Nov. 12.—Atlantic Records this week inked a many-faceted deal with Spark Associates, West Coast writing-publishing-talent-recording combine, consisting of Mike Stoller, Jerry Leiber and Lester Sill.

The Spark group, who operated the Spark label and Quintet Music, have deactivated Spark and are turning over all masters to Atlantic. Stoller and Leiber, the songwriting team responsible for a number of hits, including "Black Denim Trousers," will write and acquire song material to be recorded for Atlantic and its subsidiary labels, which will be published in a new firm, Tiger Music, owned jointly by the Spark and Atlantic interests.

Last year Stoller, Leiber and Sill were reported on the verge of a similar deal with Decca, but this never materialized. Their negotiations with Atlantic began several weeks ago, when the latter purchased the Spark master of "Smokey Joe's Cafe" by the Robins, which now is doing well on the subsid Atco label. Already, new Stoller-Leiber tunes have been recorded by Atlantic's Joe Turner and Ruth Brown and have been placed in Tiger Music.

Atlantic plans also to reissue (Continued on page 47)

MOA Officials Okay Plan for Recording Co.

Stock Restricted To Assn. Members; Disks to Bear NJB

CHICAGO, Nov. 12.—Officers and directors of Music Operators of America voted here Wednesday (9) to support a record corporation which would restrict stock purchasing rights to MOA members only.

The corporation is to be formed and headed by Barney Young and chartered under the name National Juke Box Record Corporation. Capitalization is to be at an amount under \$300,000.

All records released by NJBR would be license free to all music operators should the juke box exemption from performance fee royalties ever be removed from the 1909 Copyright Act. Disks will bear an NJBR label.

Also the price of NJBR stock has not yet been determined, Young said that he believed it would be marketed between 50-cents and \$1 a share.

Stock is to be purchased on a voluntary basis, with no single (Continued on page 71)

RCA Unveils 50c Phonos

NEW YORK, Nov. 12.—The Radio Corporation of America this week unveiled a plastic hand-operated phonograph, specially designed for use in propaganda warfare. The unit can be manufactured for 50 cents or less.

Brig. Gen. David Sarnoff, RCA board chairman, who supervised the demonstration, claimed the device was the answer to a need for a unit that could carry a message without being subject to radio jamming and without a source of electricity. He said the machine could be dropped by air and is so simply designed that it could be assembled and operated by anyone.

Records for the machine play at 78 r.p.m. for three minutes per side and can be made for approximately a nickel apiece.

Clinton Melody Trails, Essex Prof. Manager

NEW YORK, Nov. 12.—Larry Clinton, former band leader and composer of "Dipsy Doodle," "My Reverie," "Study in Brown" and other tunes, has become general professional manager of Essex Music and Melody Trails, Inc.

Clinton, who has recently devoted himself to arranging and record sessions with Bell Records, and to short-story writing, will seek out new writers and new material for the Howard Richmond pubberies. Lucky Wilber will handle Clinton operations on the West Coast.

DOG BISCUIT

Victor Digs Hound Choir For Howls

By BILL SIMON

NEW YORK, Nov. 12.—If RCA Victor's newest novelty disk release is to make it at all, it will necessarily be classed a "howling success."

Some wags may even yap about the company "going to the dogs," but that's to be expected in this bitterly competitive—shall we say, dog-eat-dog—business.

But be that as it may, Victor (Continued on page 47)

'Opry' Palace Gross of 31G

NEW YORK, Nov. 12.—The "Grand Ole Opry" unit—headed by Roy Acuff and Kitty Wells—piled up a hefty \$31,000 gross during its one-week run at the Palace Theater here, thus confounding the skeptics who said a country and western unit wouldn't go at the Broadway house.

The gross exceeded management's expectations and, as a result, the unit will be booked back at the vaude house sometime next summer. However, Palace management doesn't plan to book any other c.&w. units in the interim, operating on the theory that a country talent bill can't realize its maximum drawing power here if booked oftener than twice a year.

BIG LEAGUE TV TO ROCK 'N' ROLL

NEW YORK, Nov. 12.—Rock 'n' Roll moves into the big-time TV picture via an appearance booked this week for Dr. Jive (Tommy Smalls), local rhythm and blues disk jockey, for the Ed Sullivan CBS-TV show, Sunday night (20).

Show will feature Smalls, heard here on indie radio station WWRL, in a 15-minute seg, in which he will emcee a package of top r.&b. acts, including Laverne Baker, Bo Diddley, the Five Keys and Willis Jackson and his ork.

Facchine Mulled as Head of Dance Fete

Proceeds From National Promotion Would Be Used to Pay Permanent DOLA Exec

HOLLYWOOD, Nov. 12.—Russell Facchine, veteran band business booker, is tentative being considered to administrate National Dance Festival Week, the Dance Orchestra Leaders of America (DOLA) project approved at the recent convention of the group in Chicago.

Meeting of approximately 30 DOLA members here this week (11) revealed affirmative interest in the dance promotion by Facchine, with President Les Brown scheduled to confer with him in Chicago December 10. Facchine has been associated with Music Corporation of America, General Artists Corporation and Associated Booking Corporation, and is well known by ballroom operators and ork leaders alike.

The concrete plans for the national dance festival have not been set yet, ballroom operators would donate their locations with two, three or more bands donating their services for a combined one-nighter, the proceeds of which would go to DOLA. Said proceeds would serve as the necessary funds with which to appoint a permanent full-time administrator of DOLA. Should Facchine be approved by the officers and board of directors, he would be a candidate for that position, tho his acceptance to helm the dance festival would not be contingent on any future appoint-

ment. Other candidates previously mentioned for the permanent position were Willard Alexander and Niles Trammell.

Proposals were made at the meeting to raise funds with which Facchine might co-ordinate the dance festival project were he appointed. Suggestions included a loan by both booking agencies and (Continued on page 47)

3 TUNES, 30 WAXINGS

Aberbachs Jackpot With 50 in 2 Weeks

NEW YORK, Nov. 12.—The Aberbachs—Jean and Julian—virtually dominated the music publishing business record-wise this month, with more than 50 waxings of their tunes released within the last two weeks.

Among the new disks bearing the Aberbach publishing stamp are 11 RCA Victor disks, five Columbia, five Capitol, four Decca, three M-G-M, and three on Mercury. Coral, Dot, King, Era, Waldorf, Peter Pan, and Little Golden are also represented in the platter line-up.

More than 30 of the sides were cut on just three tunes. New disks on "The Lord Is a Busy Man" were sliced by Ralph Young, Decca; Steve Lawrence, Coral; Mahalia Jackson, Columbia; Lorrie Sisters, Mercury; Art Mooney, M-G-M; Merry Macs, Era; Nan Wynn, Victor; the Blackwood Brothers, Victor, a Capitol artist.

Among nine disks lined up on "Arriverderci Roma" were platters by the Three Suns, Nilla Pizzi, Norman Luboff Choir, Ralph Young, Georgia Gibbs, an M-G-M instrumental, and three different Capitol versions—two Italian sides and one in English.

Meanwhile the score continues to mount on the Aberbachs' "Nut-tin' for Christmas" tune, with 11 sides now ready for the market.

In addition to their three top

Remington Sued In Chi for 100G

CHICAGO, Nov. 12.—Remington Records has been sued for \$100,000 damages in Federal Court here. Charges were filed by Anthony Galgano and Reuben Lawrence, trading as Record Distributors, citing violations of an exclusive franchise agreement, signed with the diskery in June, 1953.

The agreement purportedly gave the firm exclusive distribution of Remington's complete line in Illinois and Northern Indiana, including Indianapolis. Alleged infringements of this agreement are the basis of the suit.

SILBERT CALLS

On-Air Phone Contest Set By 'Fan Club'

NEW YORK, Nov. 12.—Beginning December 1 NBC's "National Radio Fan Club" (Friday, 8-10 p.m.) will start a new contest gimmick, spotlighting direct on-the-air phone calls by emcee Bill Silbert to record fans at home.

Silbert will spin a wheel (containing names of more than 100 disk artists with fan clubs) and phone calls will be made to fans of the artists chosen by the wheel's indicator. Fans will be asked to identify voices on a scrambled record featuring five different artist vocals. Each fan called will receive five free records, and the first to identify all five voices correctly will win an RCA color TV set.

Meanwhile, the show's producer, Parker Gibbs, reports that local station co-operation on the gimmick, wherein teen-agers at local record stores across the country select a top new release each week, is paying off at the advertising level for the local outlets, with stations in many cases selling local spots immediately before and after the seg to the dealers hosting the teen-agers. Since the retailers receive liberal plugging on the network show, the local spots in effect make it appear that the dealer is sponsoring a half-hour network program.

Participants

Deejays participating in the promotion to date include Norm Prescott, WBZ, Boston; Bob Burton, WEEK, Peoria, Ill.; Phil Murray, WCSH, Portland, Me.; John Lascalles and Bob Glacey, WGR, Buffalo; Tom Weitzel, WKBO, Harrisburg, Pa.; Tom Mercein, WMAQ, Chicago; Joe Moran, WDEL, Wilmington, Del.; Jimmy Capps, WBTF, Raleigh, N. C.; Dick Doty, WHAM, Rochester; Jim Mader, WLBA, Madison, Wis.; Bob Howard, WDSU, New Orleans, and Paul Smith, KDYL, Salt Lake City. Bob Kay, WAVE, Louisville, and Tom Longfeller, KARK, Little Rock, will participate November 18.

Dealers spotlighted on the show to date include Cressey & Allen, Portland, Me.; Pooles, Wilmington, Del.; Senate Drug Chain, Harrisburg, Pa.; the Archie Bleyer Record Shop, New York, and on November 18 — the Variety Record Shop, Louisville.

Lengsfelder Says, Let Courts Decide

NEW YORK, Nov. 12. — Reaction by Hans Lengsfelder this week to a defense committee formed to fight his libel suit against Mickey Stoner (The Billboard, November 12) is "we'll let the courts decide." The two members of the American Society of Composers, Authors and Publishers have become embroiled in a hassle over the Society's distribution methods.

Lengsfelder asserted that "matters of fact are involved," and it will be up to a court to determine "if the Stoner accusations are true or false."

Shaw Setting Tour For Jazz Artists

HOLLYWOOD, Nov. 12.—A six-week national tour featuring leading West Coast jazz exponents, with the possibility of an additional three weeks in Europe, is currently being organized by Billy Shaw, president of the agency that bears his name.

Shaw arrived here this week and disclosed that he is currently lining up talent to make the tour, tentatively planned for the spring of 1956. No names have as yet been set, but Shaw hopes to complete the package within the next three weeks.

Shaw this week inked pianist Hampton Hawes and Modern Records pactee Donna Hightower to contracts.

Montrose Still Under Pacific Jazz Contract

HOLLYWOOD, Nov. 12.—Dick Bock, president of Pacific Jazz, this week clarified the recording status of saxophonist Jack Montrose, reported to have been signed to an RCA Victor recording contract (The Billboard, November 12).

According to Bock, Montrose is still under contract to Pacific Jazz, tho an agreement has been reached whereby the musician will be allowed to record and arrange for other firms. Under no circumstances, said Bock, could Montrose record for RCA Victor exclusively since the contract he holds has until 1957 to run. Bock also disclaimed the RCA inking of Conte Condoli, claiming he too was still under contract.

Pacific Jazz this week commissioned three well-known painters, all of whom have had art showings at the major galleries throughout the country, to do album cover art for the firm.

Bock also disclosed the upcoming release of packages by Chico Hamilton, a concert by Chet Baker recorded at the University of Michigan, and a package by Gerry Mulligan, cut at the Paris jazz festival this year.

CLOSE HARMONY

Cap Ties in On Pic Tunes With Studios

HOLLYWOOD, Nov. 12. — Aware of the importance of motion picture promotion, Capitol Records is currently engaged in increasing its recording output of movie tunes with a well-knit relationship established with virtually every major and independent studio here.

Tho no official policy has been disclosed, Dick Rising, national sales promotion manager, is currently assigned to the project, devoting the lion's share of his time to placing Cap artists in motion picture recording chores.

In recent months, Capitol has set several important deals with the studios, involving such names as Nat Cole, the Four Freshmen, Les Paul and Mary Ford, Tex Ritter, Gordon MacRae and others. The activity is not confined to talent appearing in pictures, but involves suggesting talent to sing title songs, score background themes, etc.

Deals are generally worked out months in advance of the release of a film, with Capitol following the picture production schedules closely.

Gratis Disks in Spotlight

• Continued from page 11

ity. He promised to take the matter under advisement. "Is a home-office arrangement a good possibility?" queried one jockey. Bullock said, "No, I don't want to build up your hopes. We will not bypass the distributor."

Relies on Distributions

Kenny Myers, of Mercury, stated his firm relied on distributors to tell them what promotional disks are required for what jockeys. He posed the question of whether disks should go to stations or to jockeys. "You are wasting your time if you send them to the wrong guys," one deejay stated. At this point several deejays called on the record execs to "clean up" their mailing lists. "Appoint a committee, it will save you money," one deejay cried. Mercury execs asked the deejays to send a list of their members, and said that their execs would review the matter with the distributors. This was as far as any of the majors would go.

A number of jockeys at this point noted that they were not members of CMDJ, and felt that they should not be discriminated against. One such stated he had written to distributors and that he still paid 89 cents for disks. His problem was typical of the small station, he added. Decca's Goldberg stated, "I'll refute that; you can subscribe, for \$5 a month, for every hillbilly record we release." He added, "We run a business, and know you are our means of record sales, but we each (each major) spend hundreds of thousands of dollars on free records, and we leave it in the hands of our branches. Ask about this subscription service; this is a very realistic statement. It's possible some get free records—and some don't—wherever we must spend money on free exploitation we do." Answering a charge that diskeries gave free records to juke box operators, Goldberg said: "We give no free records to operators." In answer to a query as to how stations are selected for gratis disks, Goldberg said: "Where they sell most records." He was asked: "Why not give them to the jockeys who each spend \$500 to attend the WSM Festival?" Goldberg, however, would only promise to go over a list of deejay names with his branch offices.

Deejay: "You'll have a bad time without us."

Another: "Every time we play a disk you get a commercial."

Like other disk execs, Goldberg held fast, asked for names of jockeys regardless of membership in CMDJ, and promised to check into the matter.

Connie Gay reiterated that CMDJ was not mad at anybody—non-members or disk manufacturers. "We're all on one side of the table; we have no real quarrel."

Laud Independents

Deejays stated they got a better break from indie labels, mentioning Dot, Four Star, Ekko.

One deejay remarked that \$5 a month is a lot of money. "Sixty dollars a year, and there are a lot of labels." Another said: "They ask us to play their records; they give us whisky to get us drunk; then they don't give us the records." One yelled "Touche"

"How can Randy Wood service 2,400 jockeys when our good friends in the suites (the majors) cannot?" one deejay queried. This prompted an explanation by Wood, who noted that each manufacturer had his own problem, that it would be difficult for manufacturers to obligate themselves as a group, and that there were occasions when Dot could not service 2,400 deejays. "It depends on how good a record is," he added.

Some deejays felt that the manufacturers' offer to consider the matter with their distributors and branches was indicative of progress; others were still combative and retaliatory. "In 30 days we will pay no more subscription fees and only play indie labels," one deejay stated.

Co-Operation

• Continued from page 11

he said, in order to bring country sales back to where they should be.

The Mercury exec also pointed out the importance of the country field to the entire music-record business. Patti Page, Tennessee Ernie, Rusty Draper, Les Paul and Mary Ford, and a flock of other large pop sellers, have their roots in country music, he explained.

Price's remarks were made at the welcoming ceremonies Thursday morning. The sessions included addresses by station executives Bill McDaniel and Jack Stapp; the granting of awards by Broadcast Music, Inc., and various trade-papers, and the introduction of disk execs to deejays. Bill Bullock, Steve Sholes, Jack Burgess were among those present for Victor; Syd Goldberg, Mike Connors, Paul Cohen for Decca; Dick Linke, Columbia; Mike Mailand and Ken Nelson, Capitol; Price and Dee Kippatrick, Mercury; Randy Wood, Dot and others.

MUSICIAN GIVES 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 Feather's "Encyclopedia of Jazz" on the desk. "Man," he said, "I'm in that book. You look and see."

As the publisher obligingly turned to the proper page, the old-timer put his hands over his eyes and continued, "Now don't it say I was born in Atlanta?" This was confirmed. Then, "Well, I lied to him, it ain't true."

The publisher, intrigued by this time, asked why he should hand Feather this false information.

"Why Man," came the explanation, "I'm writing my own book!"

Haydn Society, Urania Cancel Trial Contract

NEW YORK, Nov. 12.—Haydn Society and Urania Records, which merged their sales, office and production facilities last May, have canceled the arrangement, with each to handle its own product exclusively.

Dissolution of the six-month "trial marriage" was attributed to a difference in policy matters. "It just didn't work out," stated one of the principals.

Tom Crowder, president of Haydn Society, is in active charge of his diskery, with Victor Cohen, general manager; Louise Goodman, production manager, and a sales staff consisting of Willie Lerner, Max Schubel and Fred Ehrenfeld. The label will ship direct to retail accounts east of Denver. West Coast and Denver accounts are handled by independent distributors.

Haydn, meanwhile, has shelved its plan to issue dual-pack versions of new repertoire at a \$1 differential in price. For the time being, Crowder said, only de luxe packs at \$4.85 will be released. The firm is continuing its heavy release program calling for the diskings of the complete Mozart piano repertoire featuring Lili Kraus.

Urania Staff

Rudolph Koppl, president of Urania, now takes over active administration of his company. His exec staff includes Abbot Lutz, sales manager; John Horenovsky, production manager, and Sidney Gross, in charge of the jazz department.

Due for release next month are Urania's first disks in its previously-announced "professional engineering series," listing at \$7.50. Regular issues include an expanded jazz program with 10 new 12-inch LP's in preparation, plus a "great chorus" series and several complete operas and oratorios.

Urania is now considering a move into the pre-recorded tape field, Koppl said.

Wing Signs Four, Roster Totals 36

NEW YORK, Nov. 12. — Wing Records, Mercury's new subsidiary label, has signed four more new artists, bring the current total on the roster to 36. The newcomers are vocalists Patti Jerome, the Wilder Brothers (a singing duo), Jimmy Palmer and his orchestra, and jazz trumpeter Nat Adderly.

Initial single waxings by Miss Jerome, Palmer and the Wilder Brothers were released by Wing this week, while an LP by Adderly will be marketed next week. At the same time, Wing will bring out albums featuring Buddy Morrow, Freddie Slack and Paul Bley.

NEWS REVIEW

Archive LP Issue Seen As Top-Notch

By IS HOROWITZ

NEW YORK, Nov. 12.—Decca Records has released the first 12 LP's in its imported Archive Production series and, on a number of counts, has furnished the trade with as salable a collection of esoterica as is probably possible today. Success of the project seems equally the result of top-notch performances, recording, packaging and presentation.

Made available thru Decca's association with the German diskery, Deutsche Grammophon, the Archive series has as its scope music from the 8th to the 18th centuries. There are 12 research periods covered in the series, and one disk from each is included in the first batch.

From Gregorian chant, thru the Renaissance and Baroque periods to Mozart, with fascinating forays into historical bypaths, the series gives the listener a broad appreciation of the roots of Western serious music.

Performances, on instruments of the period, are authentic stylistically, and the annotations are unusually complete. The sound on these imported pressings is of the very highest quality, and the factory-seal pack awards each LP an added aura of being something special.

Not merchandise for every store, classical outlets can move considerable copies of the Archive disks to connoisseur collectors, as well as to schools and libraries. What's more, the sale of any disk in the set will create the urge to own more on the part of the consumer. A steady trade can thus be developed as new packages are released.

The LP's, listing at \$5.98, are tagged ARC 3001 thru 3012.

RCA Sharpens Latin Sales

NEW YORK, Nov. 12.—RCA's International Division this week created two new sales posts to sharpen service to distributors in Latin America. A. F. Waters, vice-president and operations manager of the division, upped Carl E. Treutle to the position of manager, regional sales for South America. And Frank A. McCall was promoted to the same title for the Caribbean and Central America regions.

McCall is a familiar figure in the record business, having been manager of record sales and marketing for RCA International for the past 10 years. Henceforth he will operate out of a newly established regional office in Miami.

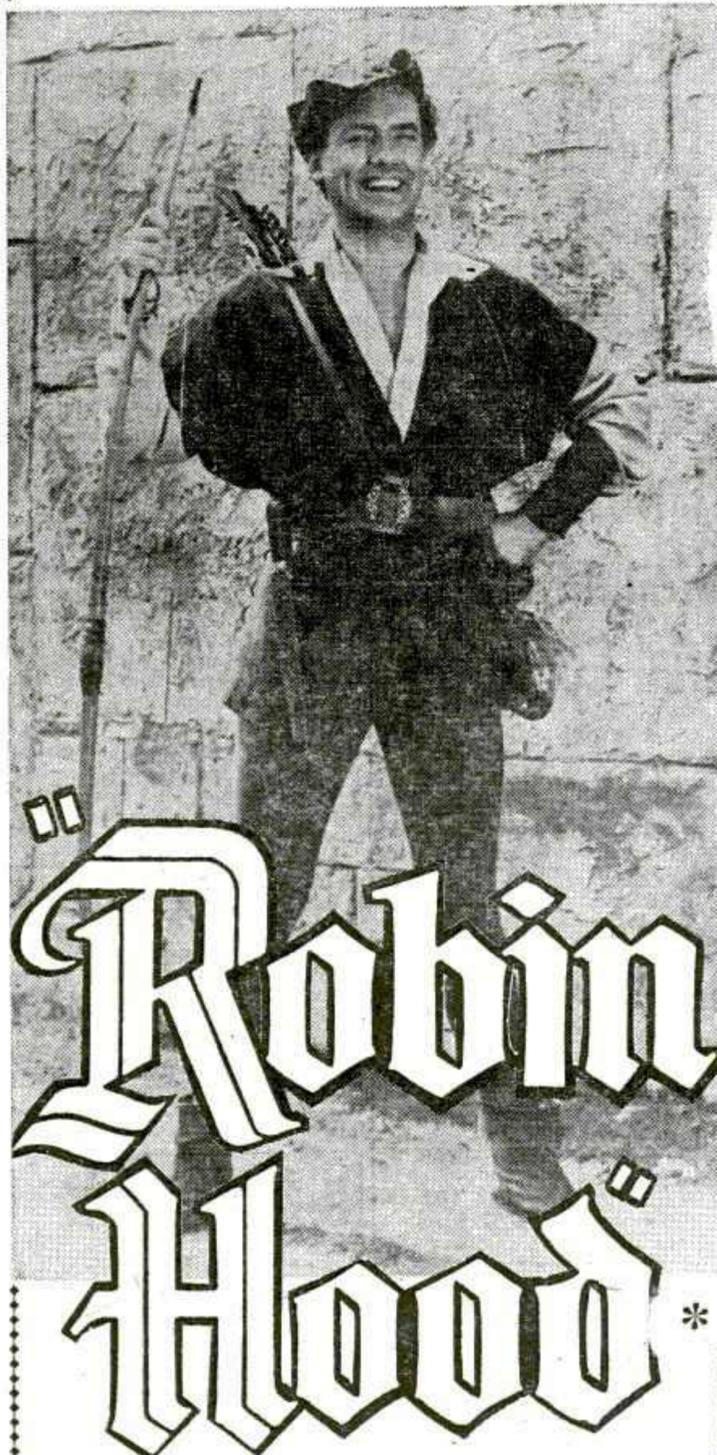
Treutle most recently has been general sales manager of Almasen Americano, RCA distrib in Venezuela.

Deejays Get 'For Men Only'

NEW YORK, Nov. 12. — Disk jockeys were being wooed this week by Decca Records via a specially wrapped package of four new LP albums featuring the diskery's top female performers. Wrapped in cellophane and bound by a pink satin ribbon, the handsome package carries a slip of pink stationery, with a kicker on the cover, "For Men Only." Inside, there is a note to the jockey from the four fem singers.

The albums include "Southern Style" by Jeri Southern, Carmen McRae's "By Special Request," "Sweet and Hot" by Ella Fitzgerald, and "Sylvia Syms Sings." The current promotion is a follow-up to a campaign reaching jockeys earlier this fall featuring the "Fill Your Home With Music" sets, the Decca "Holiday" series and a collection of new jazz albums.

From Out of the Pages of History Steps . . .



recorded by

ALAN DALE

on Coral

JOE REISMAN Ork & Chorus

on RCA Victor

NELSON RIDDLE Ork & Chorus

on Capitol

THE NATURALS with JOE LIPMAN ORK

on MGM

and More to Follow

* is featured on "The Adventures of Robin Hood" program every Monday evening, 7:30-8, over CBS-TV, EST, Coast to Coast.

OFFICIAL MUSIC CO., INC.

sole selling agent

WEISS and BARRY, Inc., 1619 Broadway, N. Y.

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 nation-wide survey, is pacted to Columbia Records. They formerly cut for Capitol.

BEN KEMPER HEADS SUBSID PROMOTION . . .

Ben Kemper, former Red Seal publicity chief for RCA Victor, this week took over as promotion director for the Victor subsidiary labels, "X" and Groove. Kemper has been with the diskery's publicity force for 10 years. No successor has been named as yet for the Red Seal post.

New York

Henry Okun, who handles disk promotion for the Art Mooney ork, visits the mid-Pennsylvania area next week to plug the band's new M-G-M platters. . . . Cindy Records of Wilmington, Del., has signed Johnny Crawford to a disk pact.

Jerry Kay, formerly a deejay with WTIX, New Orleans, has joined Jubilee Records. He will cover distributors and deejays in the South on record promotion. . . . Jack Kelly, of Jubilee's Jack Kelly Trio, has married Marilyn Youngman.

Ellis L. Redden has resigned the post of director of advertising and sales promotion for the Magnavox television-radio-phonograph division. Prior to joining the firm in 1954, Redden held the same post with Motorola, Inc. . . . Institute of High Fidelity Manufacturers brought its membership to 47 this week with confirmation of AMI, Inc., of Michigan; DeJur Amsco, of New York, and Better Listening (a publication) as new members.

B&R Electronics, manufacturer of small radios and record players for private-label users, reports sales for the first nine months of this year are up 40 per cent over last year. . . . The "Fight for Sight" show, 7th annual all-star revue of the National Council to Combat Blindness, will be staged Sunday, December 4, at Carnegie Hall.

Warbler Ralph Young will open at the Calabrese Club, Erie, Pa., November 18. . . . Al Hibbler has been booked for the Ed Sullivan shows November 13 and January 8. He'll also appear in Sullivan's forthcoming Warner Bros. flick. . . . Lee Magid, manager of Young and Hibbler, this week inked Ida James to a personal management contract.

The song-writing team of Bennie Benjamin and Sol Marcus has signed a long-term writing pact with Chappell Music. Several months back, Benjamin dissolved his long-standing associations with writer Georgie Weiss and publisher Tommy Valando.

Pianist Lou Stein, currently at the Embers, here, signed with Associated Booking Corporation this week. . . . ABC-Paramount's group, the Rover Boys, are set to open Thursday (17) at the Lotus Club, Washington.

Jack Howard, for many years identified with the hillbilly and Western booking, management, music publishing and recording fields, has taken a post as vice-president of the Valley Brook Music Company in Chester, Pa. The firm publishes some of Bill Haley's waxed efforts.

Hollywood

The local scene will be jammed this week with Eastern record company execs due in town. Frank Walker, M-G-M president; Randy Wood, Dot Records; Joe Delaney, Cadence Records; Hal Cook, Columbia, all due for trips out this way. Bobby Shad, of Mercury, and Johnny Sippel, of Wing Records, already in town for brief spells. . . . Band leader Tony Martinez bagged a part in the musical version of "It Happened One Night" at Columbia Pictures. . . . Hunter

Hancock's "Rhythm and Bluesville" being talked of for a network slot on CBS-TV. . . . David Raksin assigned to write the score for "Jubal." . . . Paramount Pictures and Columbia Records have teamed on a promotion on "The Desperate Hours." . . . Ray Heindorf named to supervise music for "The Ed Sullivan Show" being produced by Warner Bros. . . . Mary Kaye Trio inked for a four-week stay at the Congress Hotel, St. Louis, beginning January 19. Don Reed back in town plugging his gilt-edge version of "Wasting My Time." . . . "How Can I Tell Her," theme music from Paramount's "Lucy Callant," kicks off next week with a mammoth disk jockey-dealer promotion. Capitol's Four Freshmen air the tune in the film. . . . Carol Richards inked an RCA Victor recording pact last week. . . . Billy Daniels inked for the Latin Casino, Philadelphia, opening November 28. . . . Duke Ellington into Zardi's here November 23, followed by Woody Herman December 6.

Wurlitzer Plugs Margie Meinert, Frat's Organist

NORTH TONAWANDA, N. Y., Nov. 12.—In a deal consummated this week between Ralph L. Gates, advertising and sales promotion manager of the Rudolph Wurlitzer Company, and Harry Carlson, president of Fraternity Records and Buckeye Music, Inc., both with headquarters in Cincinnati, the Wurlitzer company will inaugurate a promotional drive to build Margie Meinert, organist and Fraternity Records artist, as an exclusive Wurlitzer organist.

Under the arrangement, Wurlitzer will actively promote Miss Meinert thru national advertising, dealer display material and publicity literature. In addition, Wurlitzer will also put its best efforts behind the distribution of Miss Meinert's records thru its entire dealer organization, both domestic and export, Gates stated. Further, Wurlitzer organ dealers will be urged to use Miss Meinert for personal appearances, concert arrangements and other promotional activities thru the country.

In return, Miss Meinert will endorse, use and recommend the Wurlitzer organ, and Wurlitzer will be granted permission to use her name, likeness and suitable copy in its advertising. A full-size likeness of Miss Meinert will adorn the more than 400 stores serviced by the Wurlitzer organization.

Miss Meinert's initial recording on the Fraternity label was "Electronic Boogie." Her first under the Wurlitzer arrangement, using the firm's organ, is "The Real Christmas," with Dick Noel, baritone, handling the vocals. On the flip side is "Senorita," using piano and organ. Both carry the Fraternity insignia.

Today and tomorrow (12-13) Miss Meinert appears with the Davenport Symphony Orchestra at Davenport, Ia., and Monday (14) she appears at the opening of the remodeled Kaufman department store, Wurlitzer outlet in Pittsburgh.

YOU

(Brought Sunshine)

By Pat Ballard

FOUR KNIGHTS—Capitol

GEE PALMER—Wing

BEN LIGHT—Label X

LAWRENCE WELK—Coral

JAKE PORTER—Combo

Rock Around the Clock
—and now—
ROCK-A-BEATIN' BOOGIE
MYERS MUSIC, INC. 122 N. 12th St. Phila. 7, Pa.

Nuttin for Christmas?

The Perennial Favorite
Santa Claus Is Comin' To Town
LEO FEIST, INC.

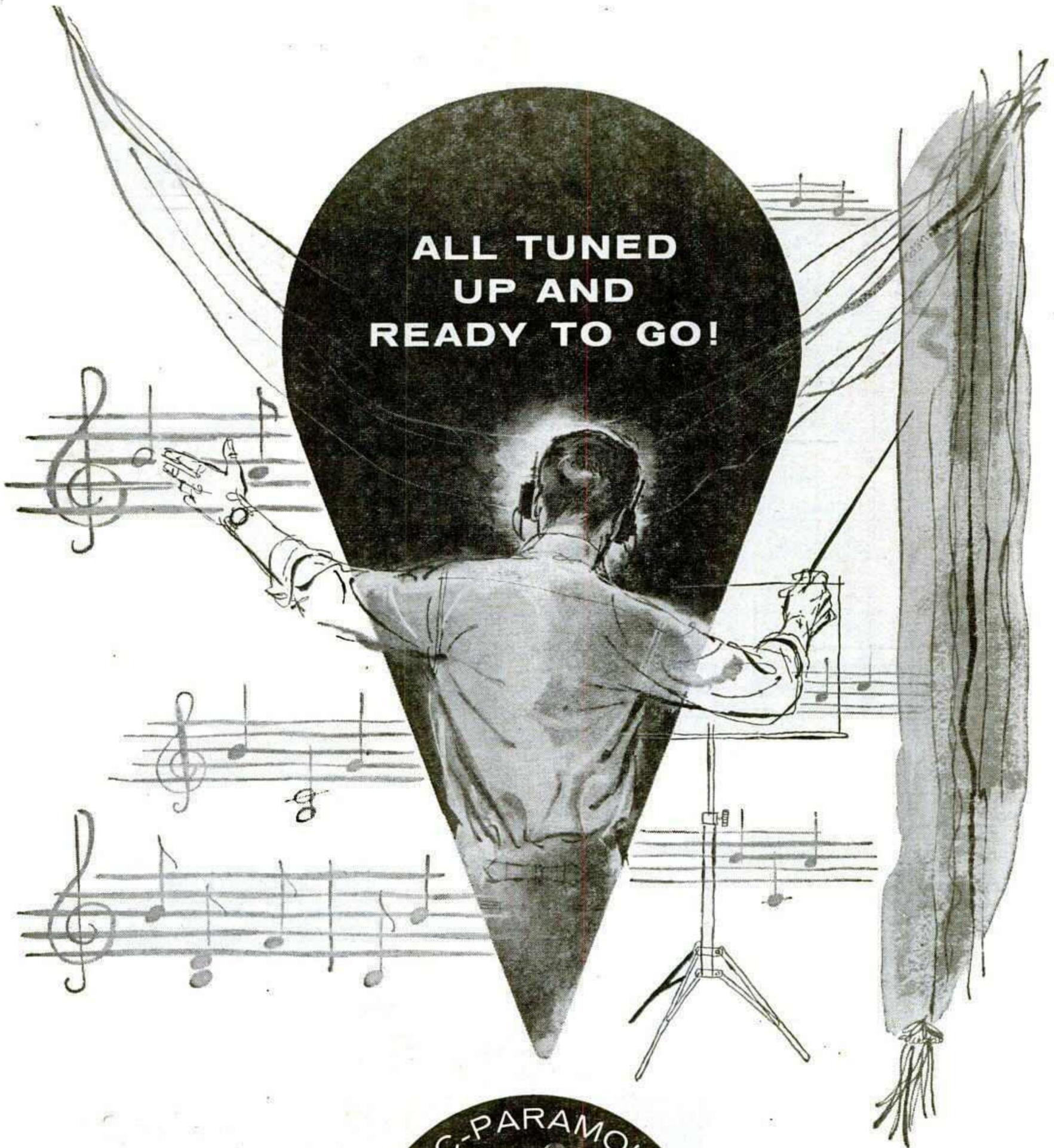
Nuttin for Christmas?

Introduced on Rin-Tin-Tin TV Show
WHITE BUFFALO
M-G-M—James Brown
CADENCE—Bill Hayes
BOURNE, INC. 134 W. 52d St. N. Y. C., N. Y.

Nuttin for Christmas?

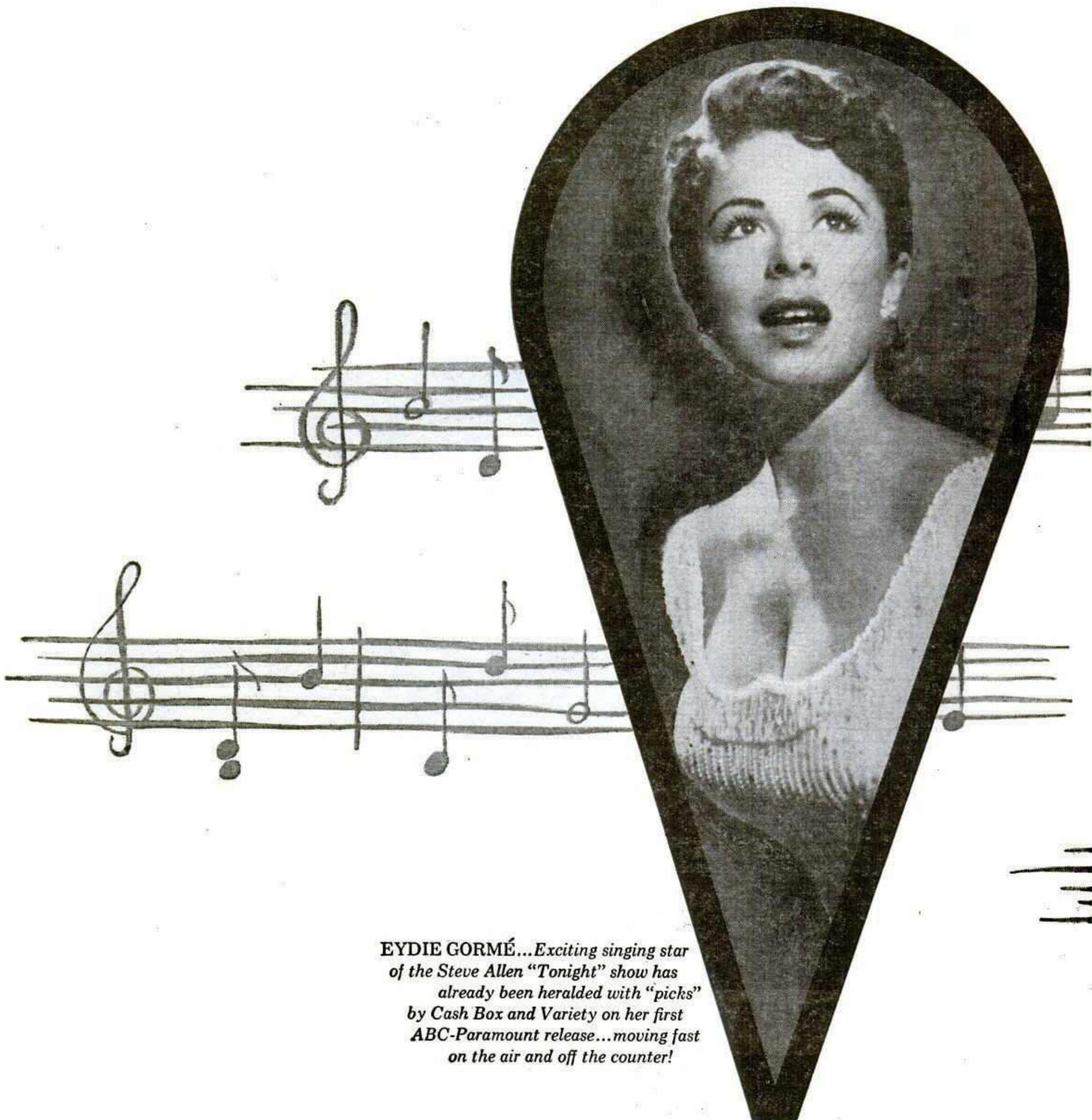
DIRECT From The Orient. . . . our NEW HIT
THE JAPANESE FAREWELL SONG
Sensationally recorded by KAY CEE JONES on Marquee
RANGER MUSIC, INC. 1619 Broadway New York 19, N. Y.

BIG AS YOU-KNOW-WHAT STATE!
New Tune—I'm Gonna TAKE UP FOR TEXAS
Published by STEPHEN MORTON JR. 103 York St. Kingsport, Tenn.



A bright "new" note is about to re-sound 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!



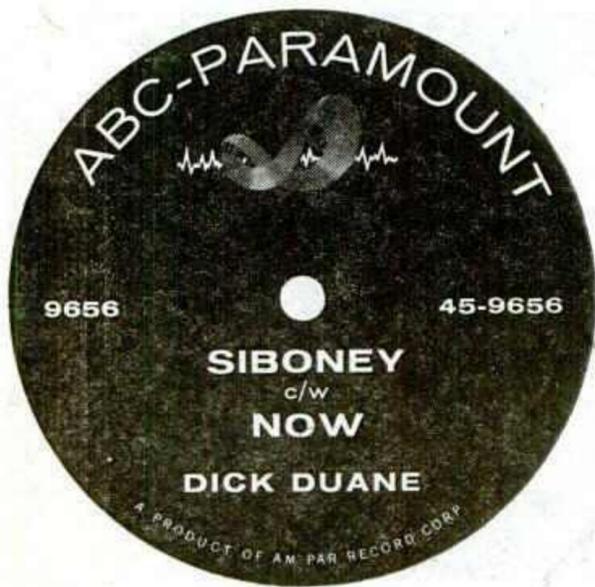
EYDIE GORMÉ...Exciting singing star of the Steve Allen "Tonight" show has already been heralded with "picks" by Cash Box and Variety on her first ABC-Paramount release...moving fast on the air and off the counter!

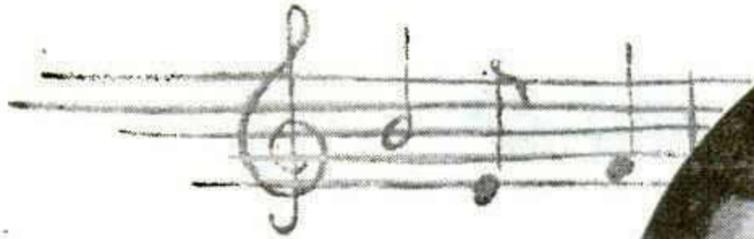


ANNETTE WARREN... "Sensationally sultry" are the only words to describe this girl...and her delivery! Remember "Tame Me", "Circle" and Annette Warren...you'll be seeing them on the charts!



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!





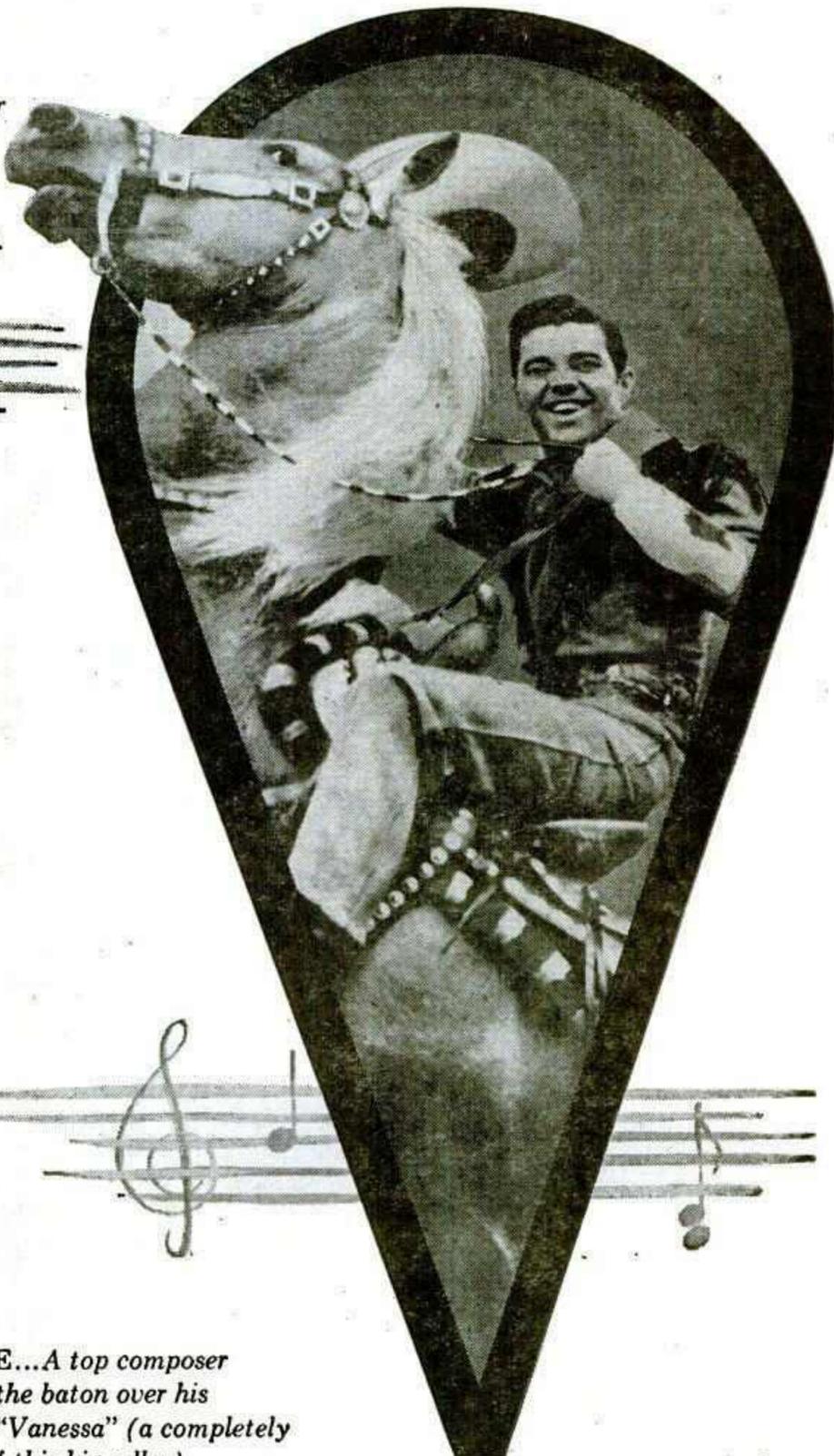
THE ROVER BOYS... *These lads get the full treatment on backgrounds for their distinctive sound-styling of "Come To Me" and "Love Me Again". Both capable of breaking big from the start!*



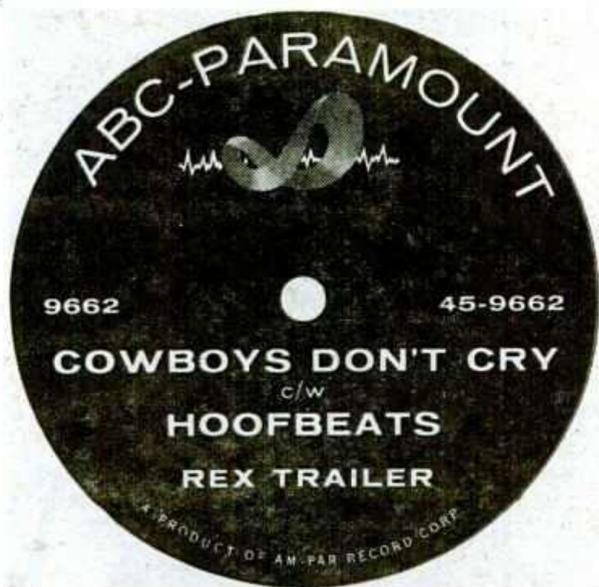
THE TRIO SHMEED... *They have a "touch" all their own that made them European recording and nightclub favorites. They debut in the U.S. with two sure-fire sides in "Yodel Cha Cha" and "Polka Yodel".*



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 meringué).*



AM-PAR
RECORD CORP.

New York, N. Y.

(Distributed in Canada by Sparton of Canada, Ltd.)

THE BILLBOARD NOVEMBER 12, 1955
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.

Position	Record	Label
1.....	LEARNIN' THE BLUES, F. Sinatra.....	Capitol

THE BILLBOARD NOVEMBER 12, 1955
FAVORITE MALE VOCALIST

Position	Artist and Label	1954
1.....	FRANK SINATRA, Capitol.....	1

THE BILLBOARD NOVEMBER 12, 1955
BEST POP ALBUM RELEASED THIS YEAR

Position	Album	Label
1.....	IN THE WEE SMALL HOURS, F. Sinatra.....	Capitol

THE BILLBOARD NOVEMBER 12, 1955
MOST-PLAYED MALE VOCALIST

Position	Artist and Label	1954
2.....	FRANK SINATRA, Capitol.....	2

THE BILLBOARD NOVEMBER 12, 1955
MOST-PLAYED RECORDS

A tabulation of The Billboard's "Most Played by Disk Jockeys" popular charts for the period covering January 1, 1955, thru October 8, 1955.

Position	Record	Label
3.....	LEARNIN' THE BLUES, Frank Sinatra.....	Capitol



Gratefully
Frank Sinatra



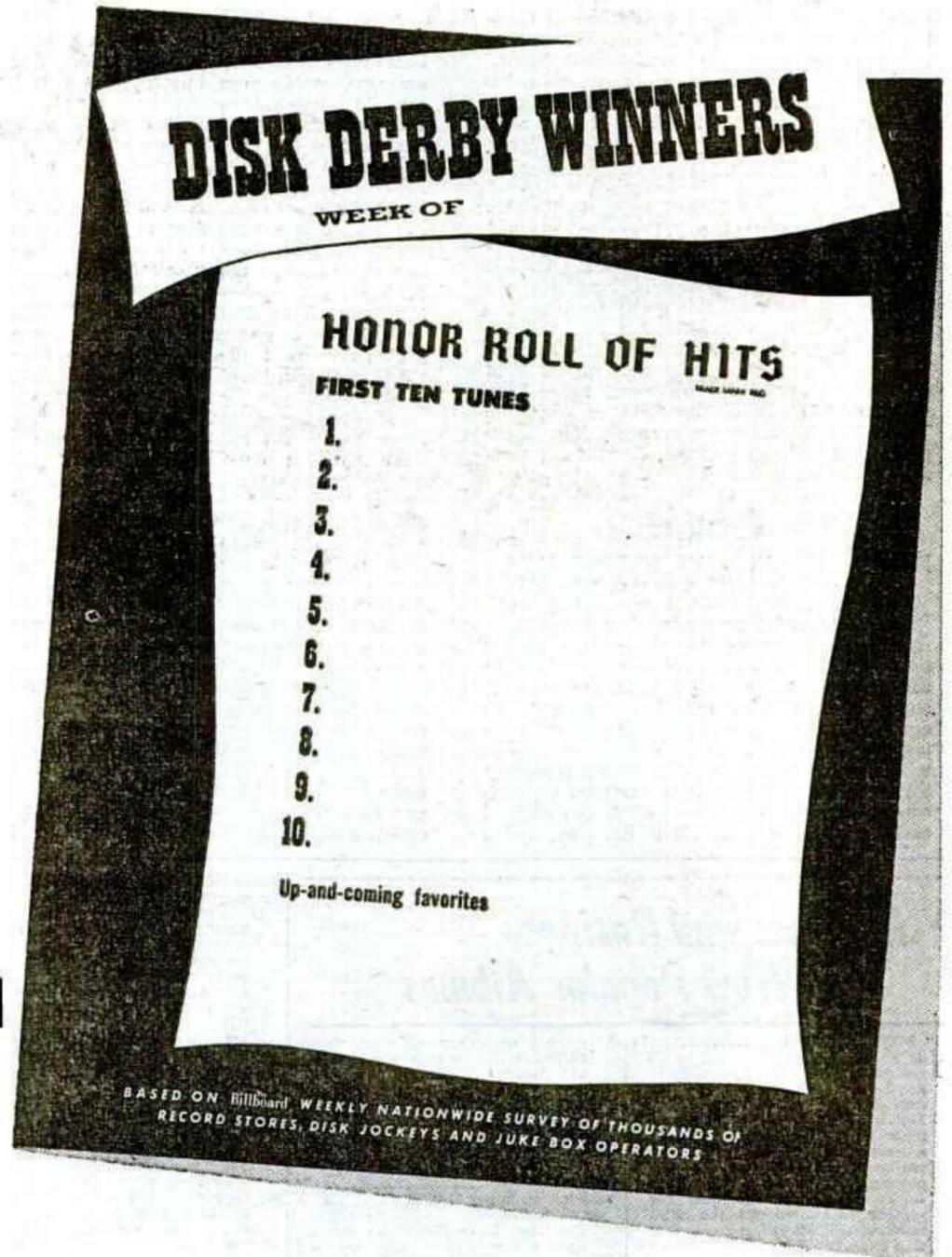
Here's how to increase your dollar volume for only 50¢ a week!

Billboard's Weekly

DISK DERBY

(Fall 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:



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!



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!



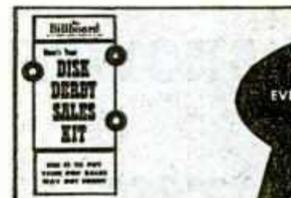
3 FULL-SIZE AD REPRINTS

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.)



YOU GET A COMPLETE NEW KIT EVERY WEDNESDAY FOR ONLY 50¢ A WEEK!
 introductory offer:
 order 10 weeks for \$5—
 get the 11th week FREE!

THE BILLBOARD
 2160 Patterson St.
 Cincinnati 22, Ohio

DISK DERBY PROMOTION KIT

- Please send me 10 weeks DISK DERBY promotion kits plus 1 week free (introductory offer)
 - \$5 payment enclosed Bill me
- Send me _____ weeks @ 50¢ per week
 - I enclose \$ _____ Bill me

NAME OF COMPANY _____

Attention: _____

Address _____

City _____ Zone _____ State _____

The Billboard Music Popularity Charts

Review Spotlight on . . .

ALBUMS

Christmas

MERRY CHRISTMAS (1-12)—Bing Crosby. Decca DL 8128
 Bing Crosby is something of an American institution in the Christmas wax field, his "White Christmas" being the all-time best-seller. This LP, a conversion from 10-inch, spotlights that side, along with 11 other seasonal Crosby platters—"Jingle Bells," and "Santa Claus Is Coming to Town," with the Andrews Sisters; "I'll Be Home for Christmas," and "Silent Night." A colorful photo of Crosby in Santa garb makes for eye-catching displays. This one should move right briskly during the holidays. It can't miss.

ECHOES OF CHRISTMAS: GEORGE FEYER, Piano and Harpsichord with rhythm accompaniment. (1-12)—Vox VX 25.010
 The latest in the highly popular Feyer "Echoes" series is one of the best. Dealers are advised to stock up heavily, because stocks will run out fast once this pretty package gets displayed. The style is typical Feyer—clean, breezy, simple, charming and perfected paced. The tunes have the all-world appeal that permeates most of Feyer's work, too. They range from "Rudolph" thru "Skaters Waltz" to "Silent Night." There are even a couple of appropriate Tchaikovsky pieces. A great gift package for the entire family.

Classical

JOHANN STRAUSS: DIE FLEDERMAUS (2-12)—Elizabeth Schwarzkopf, etc.; Philharmonia Orchestra; Herbert von Karajan, Cond. Angel 3539
 Dealers will remember the volume racked up some years ago with the London version of this most popular among Strauss operettas. If anything, that sales record should now be equalled if not surpassed. The artists tackle the joyful score with great enthusiasm and goodwill, bringing it to urgent life. This is repertoire that blankets all tastes, from the most sophisticated to the beginning novice. It can be sold easily. Schwarzkopf revels in her part, and a

brilliant performance is turned in by coloratura Rita Streich. The male roles are more than ably handled by Nicolai Gedda, Erich Kunz and Karl Donch. Must merchandise for practically any store.

GROFE: GRAND CANYON SUITE; COPLAND: EL SALON MEXICO (1-12)—Boston Pops Orchestra; Arthur Fiedler, Cond. RCA Victor LM 1928
 As an orchestral work for those not schooled in the appreciation of the heavy classics, the Grofe rates high. Portions of the various themes are recognizable even by the most untrained ear. It's a lush series of images, understandable and moving, that suffers not at all from its 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 GIOVANNI (COMPLETE) (4-12)—Cesare Siepi, Suzanne Danco, etc.; Vienna Philharmonic; Vienna State Opera Chorus; Josef Krips, Cond. London XLLA 34
 Competition this Mozart bi-centennial is fierce and works by the composer, including more than one new "Don," are being poured out by manufacturers. As the musical dust settles, however, a few issues will stand out and remain active catalog items for many years. Among this select group this opera package should take an honored place. Not necessarily because the performance in all its parts is ideal. No opera lover would grant that judgment on any cast. But it does come about as close as any diskery can muster today. And in the orchestra under Krips and the glowing recorded sound there was further attributes of excellence. Retail-wise, however, this set—surely the most elaborate yet from London—has display and commercial potential far beyond the usual. The sturdy box holds the complete vocal score, instead of the customary libretto, in a finely printed edition by Boosey & Hawkes. By all counts a distinguished release.

Classical Best Sellers (All Categories)

Records are ranked in order of their national sales strength at the retail level, without regard to musical category or date of release, as determined by a survey of classical dealers in all key markets.

1. VERDI: AIDA—Milanov, Rome Opera Orchestra (Perlea) RCA Victor LM 6122
2. TCHAIKOVSKY: SWAN LAKE, ACTS 2 AND 3—NBC Symphony (Stokowski) RCA Victor LM 1984
3. OFFENBACH: GAITE PARISIENNE; MYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) RCA Victor LM 1817
4. RIMSKY-KORSAKOFF: SCHEHERAZADE—Philadelphia Orchestra (Ormandy) Columbia ML 4888
5. TCHAIKOVSKY: SYMPHONY NO. 6 ("Pathetic")—Boston Symphony (Monteux) RCA Victor LM 1901
6. TOSCANINI OMNIBUS—NBC Symphony (Toscanini) RCA Victor LM 6026
7. BERLIOZ: SYMPHONIE FANTASTIQUE—Boston Symphony (Munch) RCA Victor LM 1900
8. BEETHOVEN: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg) Capitol P 8313
9. RAVEL: DAPHNIS ET CHLOE—Boston Symphony (Munch) RCA Victor LM 1893
10. TCHAIKOVSKY: ROMEO AND JULIET FANTASY OVERTURE; MARCHE SLAV—Philadelphia Orchestra (Ormandy) Columbia ML 4997
11. COLORATURA-LYRIC—Maria Callas Angel 35233
12. BRAHMS: VIOLIN CONCERTO—Heifetz, Chicago Symphony (Reiner) RCA Victor LM 1903
13. THE SERIOUS GERSHWIN—Morton Gould RCA Victor LM 6033
14. THE FAMILY ALL TOGETHER—Boston Pops Orchestra (Fiedler) RCA Victor LM 1879
15. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—NBC Symphony (Toscanini) RCA Victor LM 6009
16. GRIEG: PEER GYNT SUITES, NOS. 1 AND 2; BIZET: L'ARLESIENNE SUITES, NOS. 1 AND 2—Philadelphia Orchestra (Ormandy) Columbia ML 5035
17. OFFENBACH: GAITE PARISIENNE; CHOPIN: LES SYLPHIDES—Philadelphia Orchestra (Ormandy) Columbia ML 4895
18. MOZART: DON GIOVANNI—Siepi, Vienna Philharmonic (Krips) London XLLA 34
19. CONCERTO UNDER THE STARS—Enario, Hollywood Bowl Symphony (Dragon) Capitol P 8328
20. RACHMANINOFF: PIANO CONCERTO NO. 2—Pennario, St Louis Symphony (Golschmann) Capitol P 8302

Reviews and Ratings New Classical Releases

Reviews and Ratings of New Popular Albums

THE SCOTS GUARDS (1-12) 76
 Angel ANG 35271
 Angel Records in the past year has released several notable band albums. This is another. The recording was made in the summer of 1955 in advance of the group's current American tour. The sides contain thrilling performances, and the liner notes outline some of the traditions and pageantry associated with this noted regiment. Will sell well, better, in fact, than might be quickly expected.

OUTLAWS OF THE OLD WEST (1-12) 75
 Dickson Hall, Singer (1-12") M-G-M E 3263
 Here's a charming collection of folk songs, written and sung by Dickson Hall with simplicity and heart. Each tune recites the life-story and exploits of a legendary outlaw of the old West, ranging from the Ringo Kid and Billy the Kid to Doc Holliday. The lyrics pack a remarkable amount of data about the oldtime outlaws,

yet still retain a poetic ring; while Dickson Hall sings them with honesty and warmth. The album back features detailed biogs on each outlaw, and the package shapes up a good bet for kids in the over-seven age group as well as adults.

PIAF TONIGHT (1-12) 74
 Edith Piaf, Singer (1-12") Angel ANG 65024
 The latest Edith Piaf album should enjoy the same brisk sales success here accorded her other LP's. The French chanteuse has a loyal U. S. following, and her recent cross-country night club trek (alho not overwhelmingly successful box office-wise in some locales) nevertheless, must have won her many more fans. In addition to "Bravo Pour Le Clown" (the title theme of her 10-inch Angel LP), the throaty thrush sings 11 other equally dramatic selections (in French) registering her usual sock emotional impact and wail-like charm.

POWERHOUSE DANCE PARTY (1-12) 72
 Grady Martin; Guitar (1-12") Decca DL 8181
 The "Slewfoot Five" features country artist Grady Martin on guitar with the spotlight to a large extent focussed on Dutch McMillan's sax. Group is rounded out by piano, bass and drums. This is strictly foxtrot material and the songs for the most part are familiar standards. It makes just the right accompaniment when the terpers get to rolling the rugs back of a Saturday night.

SCOTCH AND IRISH SONGS (1-12) 72
 Father Sydney MacEwan, Tenor (1-12") Columbia ML 5067
 The Scotch-Irish priest, a tenor reminiscent of John McCormack in his pop and folk song renditions, is a big favorite in the Gaelic-American market. But the simple, unaffected charm of his songs and his manner should register with a broader family-type clientele. The repertoire is not the usual pseudo-Irish fabrications, but the real McCoy (and MacDuff). This one is likely to surprise many a skeptical merchant.

MEET ROBERT CLARY (1-12) 71
 Epic LN 3171
 This French singer, known well to the cafe trade and to Broadway for his role in "New Faces," sings a dozen
 (Continued on page 46)

TCHAIKOVSKY: 1812 OVERTURE, CAPRICCIO ITALIEN; RIMSKY-KORSAKOV: CAPRICCIO ESPAGNOL, RUSSIAN EASTER OVERTURE (1-12) 80
 Vienna State Opera Orchestra; Mario Rossi, Cond. Vanguard SRY 101
 This is another of the season's bargains offered dealers by a diskery with a point to establish. For \$1.98, Vanguard actually is offering a full hour of beautifully recorded music, including several of the most popular orchestral works that exist. The idea Vanguard is selling is the quality of its sound, which is very good indeed, and hi-fi addicts should plunge heavily for this, as should library builders who appreciate a rare bargain. Merits a feature spot on anyone's store counter.

LALO: SYMPHONIE ESPAGNOLE (1-12)—David Oistrakh, Violin; Philharmonia Orchestra; Jean Martinon, Cond. Angel 35205 79
 Once the returns are in this is more than likely to emerge as the favored recording of the popular work. All the superb qualities of Oistrakh as executant and interpreter are displayed at top level on this LP. Warm tone and perfect technique, plus enthusiastic support by the orchestra add up to a listening experience few fiddle fanatics will want to miss. A strong seller now and over the long haul. Remember, dealers, the Russian violinist's first American appearances this season (sellouts, incidentally) will spark further interest in his disk product.

LISZT: PIANO CONCERTO NO. 1; PIANO CONCERTO NO. 2 (1-12)—Wilhelm Kempff, Piano. London Symphony Orchestra; Anatole Fistoulari, Cond. London LL 1972 74
 Kempff, better known on disks for his Beethoven and Brahms, awards the pair of keyboard perennials a large-scaled performance with a drive and urgency that projects over the grooves with absorbing impact. Competition is imposing, but the audience for the works' is almost self-replenishing and this new entry will be welcomed by many. London engineers have done a great job with the sonics, and for once the triangle is in proper focus, heard but not in such disproportion as to set teeth a-jangling.

SCHUBERT: DIE WINTERREISE (2-12)—Hans Hotter, Baritone; Gerald Moore, Piano. Angel 3521 72
 There are several older recordings of the complete song cycle, including one by Hotter himself. However, this latest entry should face much good action in the specialist lieder market. Hotter is in fine form; the recording is faithful. And, it should be noted, Gerald Moore as accompanist (collaborator is more appropriate) brings to the interpretations his tremendous knowledge and sympathy of the repertoire, as well as his own following among disk collectors. Packaging is attractive; complete text and translation are furnished. Use of only three sides of the two 12-inches brings the list price down to \$1.98.

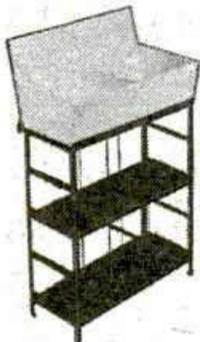
BEETHOVEN: THE FOUR OVERTURES FOR "FIDELIO" (1-12)—Philharmonia Orchestra; Otto Klemperer, Cond. Angel 35258 73
 Beethoven's successive re-working of his "Leonore" theme into the three "Leonore" Overtures and the final "Fidelio" is, as Schumann has said, "a memorable monument of the industry and creative power of Beethoven." Klemperer approaches these contrasting works with obvious reverence, dwelling rather on the noble drama of ideas there than on the opportunities they present (especially in the overwhelming "Leonore No. 3") for virtuoso display. Meticulously played and handsomely recorded, they will prove very attractive to connoisseur buyers.

BRAHMS: SYMPHONY NO. 1 (1-12)—Hague Philharmonic; Willem van Otterloo, Cond. Epic LC 3155 71
 Van Otterloo has been recorded in a wide variety of scores, and much of what the Epic label has come to represent rests on his growing prestige. This workmanlike performance will certainly give added distinction to the line. He has a well disciplined orchestra, responsive to his least demand, and it is recorded in fulsome high fidelity.

SCHUBERT: PIANO SONATA IN A, OP. POSTH; PIANO SONATA IN A MINOR, OP. 164 (1-12)—Friedrich Wührer, Piano. Vox PL 9130 69
 Wührer continues his complete survey of the Schubert sonatas with the fifth LP in a series of strong interest to collectors of the composer's music. If they want the repertoire this is the disk they must buy. The A Major was cut once on a now difficult-to-obtain disk, and this is the first etching of the A Minor. And Wührer has a way with this discursive music that is appealing.

VIVALDI: "GLORIA" MASS; CONCERTO IN C MAJOR FOR ORCHESTRA ("SAN LORENZO") (1-12)—Ginevra Vitrate, Soprano; Claudia Garbi, Mezzo-Soprano; Orchestra da Camera of the Scuola di Arrigiano; A. Pellizzari, Cond. Entre RL 6632 65
 The "Gloria," re-discovered in 1930 after long oblivion, is one of Vivaldi's more inspired church pieces. The choral passages are of particular interest for fanciers of music of the baroque period. Happily, the female soloists and the mixed chorus are excellent and render the Mass with musicianly feeling. The orchestra, however, leaves much to be desired; its playing is rigid and often inaccurate. It does a somewhat better job in the concerto grosso on the reverse side.

BEETHOVEN: SYMPHONY NO. 1; "JENA" SYMPHONY (1-12)—Warwick Symphony Orchestra; Janssen Symphony of Los Angeles; Werner Janssen, Cond. Camden CAL 241 68
 Altho the No. 1 is performed by the Philadelphia ork, using the "Warwick" non-de-disk, this is an obviously old waxing, and not even a first-flight reading. The more rare "Jena," altho a lesser piece of music, is fairly well-recorded and interesting enough to sell a few copies. But this is not one of Camden's big bargains, even at \$1.98.



Two #333 Browsers One MB-12 Base

BROWSERS & LATEST TYPE METAL BASES

FUNCTIONAL MB-7, MB-10, MB-12 BASES ARE ATTRACTIVE WITH OR WITHOUT STOCK—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

FREEDMAN AIRCRAFT ENGINEERING CORP.
 CHARLEVOIX, MICHIGAN



KAPP
records

A Great NEW Recording!

ROGER WILLIAMS



'WANTING YOU'

The Beautiful, Haunting Sigmund Romberg Melody

and

"NIGHT WIND"

An Exciting Pianistic Smash Written by ROGER WILLIAMS

KAPP
K-127

Still Riding High!

**AUTUMN
LEAVES**

K-116

Close to a million!



KAPP
records

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

ADVERTISEMENT

Reprinted from Billboard, Nov. 12, 1955

• *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.
2. **IN THE WEE SMALL HOURS—Frank Sinatra**Capitol W 581
3. **OKLAHOMA!—Sound Track**Capitol SOA 595
4. **LONESOME ECHO—Jackie Gleason**Capitol W 627
5. **MISS SHOW BUSINESS—Judy Garland**.....Capitol W 676
- 6.
- 7.
- 8.
- 9.
10. **HARRY JAMES IN HI-FI**.....Capitol W 654
11. **JACKIE GLEASON PLAYS ROMANTIC JAZZ**..... Capitol W 568
- 12.
- 13.
14. **MUSIC FOR LOVERS ONLY—Jackie Gleason**.....Capitol H 352
- 15.

EP's

- 1.
2. **IN THE WEE SMALL HOURS—Frank Sinatra**..... Capitol EBF 581
3. **MUSIC FOR LOVERS ONLY—Jackie Gleason**..... Capitol EBF 352
4. **OKLAHOMA!—Sound Track**Capitol SDM 595
5. **OUR TOWN—Frank Sinatra**Capitol EAP 1-673
- 6.
7. **LONESOME ECHO—Jackie Gleason**Capitol EAP 627
8. **SOMETHING COOL—June Christy**.....Capitol EBF 516

THE BIG CHRISTMAS HIT OF 1955

**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



Order Now...
FROM YOUR
CORAL
DISTRIBUTOR

Christmas
THE BIG ^ HITS
ARE ON CORAL

CORAL RECORDS

America's Fastest Growing Record Company

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

The Billboard Music Popularity Charts

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

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending November 9

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Autumn Leaves		2 13	6. Sixteen Tons		13 2
By J. Mercer, J. Prevert, J. Kosma—Published by Ardmore (ASCAP) BEST SELLING RECORD: R. Williams, Kapp 116. RECORDS AVAILABLE: S. Allen & G. Gates, Coral 61485; R. Charles Singers, M-G-M 12066; M. Ferguson, Mercury 70686; G. Galian, X 0161; J. Gleason, Cap 3223; V. Young, Dec 29653 ELECTRICAL TRANSCRIPTION: Lou Brownie, Standard.			By Merle Travis—Published by American Music (BMI) BEST SELLING RECORD: T. Ernie, Cap 3262. RECORDS AVAILABLE: J. Desmond, Coral 61529; R. Sovine, Dec 29739.		
2. Love Is a Many-Splendored Thing		1 13	7. He		7 9
By Sammy Fain & Paul Webster—Published by Miller (ASCAP) BEST SELLING RECORDS: Four Aces, Dec 29625; D. Cornell, Coral 61467. RECORDS AVAILABLE: J. Bradley, Mercury 70716; Don, Dick & Jimmy, Crown 158; W. Herman, Cap 3202; J. Holiday, Dec 29709; J. Loco, Col 40591; D. Rose, M-G-M 30883. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.			By Richard Mullan & Jack Richards—Published by Avas (BMI) BEST SELLING RECORDS: A. Hibbler, Decca 29660; McGuire Sisters, Coral 61501. RECORD AVAILABLE: K. Armen, M-G-M 1208.		
3. Moments to Remember		4 11	8. Only You		8 8
By Stillman & R. Allen—Published by Beaver (ASCAP) BEST SELLING RECORD: Four Lads, Col 40539. RECORDS AVAILABLE: L. Armstrong, Dec 29694. ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard.			By Buck Ram—Published by Wildwood (BMI) BEST SELLING RECORDS: Platters, Mercury 70633; Hilltoppers, Dot 15423. RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Dee, Wing 90013. ELECTRICAL TRANSCRIPTION: Barbara Carroll, Standard.		
4. Yellow Rose of Texas		3 16	9. Suddenly There's a Valley		6 10
By D. George—Published by Planetary (ASCAP) BEST SELLING RECORDS: M. Miller, Col 40540; Johnny Desmond, Coral 61476. RECORDS AVAILABLE: I. Fields Trio, Tico 273; S. Freberg, Cap 3249; G. Galian, X 0161; Homer & Jethro, Vic 20-6242; M. Katz, Cap 3239; T. B. Strength, Cap 3217; E. Tubb, Dec 29633. ELECTRICAL TRANSCRIPTION: Ray Pearl, Standard.			By C. Meyer & B. Jones—Published by Warman-Hill & Range (BMI) BEST SELLING RECORDS: G. Grant, Eda 10003; J. Stafford, Coral 40559. RECORDS AVAILABLE: P. Andrews, Cap 3228; K. Armen, M-G-M 12078; J. La Rosa, Cadence 1270; M. Lynn, Vic 47-6257; Mills Brothers, Dec 29686. ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard.		
5. Shifting, Whispering Sands		5 10	10. I Hear You Knockin'		10 7
By M. Gilbert & V. Gilbert—Published by Gallatin (BMI) BEST SELLING RECORDS: R. Draper, Mercury 70696; B. Vaughn, Dot 15409. RECORD AVAILABLE: Johnson Family, Vic.			By David Bartholomew—Published by Commodore (BMI) BEST SELLING RECORDS: G. Storm, Dot 15412; S. Lewis, Imperial 5356.		
Second Ten					
11. Love and Marriage		13 5	16. My Bonnie Lassie		18 9
By Sammy Cahn and James Van Heusen—Published by Barton (ASCAP) RECORDS AVAILABLE: H. Grayco, X 0168; Laurie Sisters, Mercury 70705; J. Loco, Col 40591; F. Sinatra, Cap 3260; D. Shore, Vic 20-6266.			By Bennett, Tepper, McClurg—Published by Blossom (ASCAP) RECORD AVAILABLE: Ames Brothers, Vic 20-6208.		
12. Bible Tells Me So		12 16	17. Tina Marie		17 15
By Dale Evans—Published by Paramount-Roy Rogers (ASCAP) RECORDS AVAILABLE: K. Armen, M-G-M 12045; Coronets, Groove 0116; D. Cornell, Coral 61467; M. Jackson, Col 40554; N. Noble, Wing 9003; Weatherford Qt., Vic 20-6218; R. Young, Dec 29615. ELECTRICAL TRANSCRIPTION: Ralph Marterie, Standard.			By Bob Merrill—Published by Roncom (ASCAP) RECORD AVAILABLE: P. Como, Vic 20-6192. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.		
12. At My Front Door		11 6	18. Black Denim Trousers		16 9
By J. Moore & E. Abner—Published by Tollie (BMI) RECORDS AVAILABLE: P. Boone, Dot 15422; El Dorados, Vee Jay 147; Modernaires, Coral 61513.			By Jerry Leiber & Mike Stoller—Published by Quintet-Hill & Range (BMI) RECORDS AVAILABLE: Cheers, Cap 3219; J. Brooks, Dec 29684; Diamonds, Coral 61502; V. Monroe, Vic 20-6260.		
14. Seventeen		9 16	19. You Are My Love		21 7
By Young-Gorman & Bennett—Published by Lois (BMI) RECORDS AVAILABLE: B. Bennett, King 1470; R. Draper, Mercury 70651; Fontane Sisters, Dot 15386; E. M. Morse, Cap 3199. ELECTRICAL TRANSCRIPTION: Johnny (Scat) Davis, Standard.			By Nabbie—Published by Jubilee (ASCAP) RECORDS AVAILABLE: Four Tunes, Jubilee 5218; J. James, M-G-M 12066. ELECTRICAL TRANSCRIPTION: Ralph Marterie, Standard.		
15. Wake the Town and Tell the People		13 16	20. Croce Di Oro (Cross of Gold)		26 4
By Gallop & Livingston—Published by Joy (ASCAP) RECORDS AVAILABLE: L. Baxter, Cap 3120; M. Carson, Col 40537; L. Welk, Coral 61477. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.			By Kim Gammon—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: P. Page, Mercury; J. Regan, London. ELECTRICAL TRANSCRIPTION: George Cook, Standard.		
Third Ten					
21. Ain't That a Shame		19 19	26. Forgive My Heart		22 4
By D. Bartholomew and A. Domino—Published by Commodore (BMI) RECORDS AVAILABLE: P. Boone, Dot 15377; Fats Domino, Imperial 5348; R. Gaylord, Wing 90000. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.			By Chester Conn & Sammy Gallop—Published by Bregman, Vocco & Conn (ASCAP) RECORD AVAILABLE: Nat (King) Cole, Capitol.		
22. Longest Walk		19 14	26. Someone You Love		23 5
By Eddie Pola-Fred Spielman—Published by Advance (ASCAP) RECORD AVAILABLE: J. P. Morgan, Vic 20-6182. ELECTRICAL TRANSCRIPTION: Ray Pearl Ork, Standard.			By Steven Mitchell—Published by Bradshaw (BMI) RECORD AVAILABLE: Nat (King) Cole, Cap 3234. ELECTRICAL TRANSCRIPTION: Ralph Marterie, Standard.		
23. It's Almost Tomorrow		24 2	28. Dog Faced Soldier		- 1
By Buss Adkinson—Published by Northern Music (ASCAP) RECORDS AVAILABLE: D. Carroll, Mercury 70717; Dreamweavers, Dec 29683; S. Lanson, Dot 15424; J. Stafford, Col; L. Welk, Coral 61524.			By Burt Gold & Ken Hart—Published by Shawnee Press (ASCAP) RECORDS AVAILABLE: J. Lipman, M-G-M 12102; J. Morgan, Dec 29703.		
24. No Arms Can Ever Hold You		24 4	29. Daddy-O		30 2
By Art Crafer & Jimmy Webb—Published by Gil (BMI) RECORDS AVAILABLE: P. Boone, Dot; J. Clay, Coral; Gaylords, Mercury; G. Shaw, Decca; J. Young, London. ELECTRICAL TRANSCRIPTION: Ralph Marterie, Standard.			By Gore, Abner & Innis—Published by Mar-Kay (BMI) RECORDS AVAILABLE: B. Lou, King 4835; Fontane Sisters, Dot 15428.		
25. Pepper Hot Baby		- 1	30. My Boy Flat Top		26 3
By Alicia Evelyn—Published by Sheldon (BMI) RECORDS AVAILABLE: J. P. Morgan, Vic 20-6282; G. MacKenzie, X0172.			By Bennett and Young—Published by Lois (BMI) RECORDS AVAILABLE: B. Bennett, King 1494; D. Collins, Coral 61510; Gayles, King 4846.		

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits 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 at The Billboard, 1564 Broadway, New York 36, N. Y.

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



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

NEW NEW NEW NEW NEW NEW NEW NEW

Sales dynamite on the first record by

THE JODIMARS

LET'S ALL ROCK TOGETHER
WELL NOW, DIG THIS

record no. 3285

Review Spotlight
THE BILLBOARD NOVEMBER 12, 1955



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





Citation of Achievement

1955

*Awarded to the writers and publishers of
the great Country and Western Song Hits
of the year*

TO THESE WRITERS

Roy Acuff
Joe Allison
Jim Amadeo
Eddy Arnold
Boudleaux Bryant
Pearl Butler
Jennie Lou Carson
Zeke Clements
Tommy Collins
Arthur Crudup
Kenny Devine
Fred Ebb

Don Grashey
Rex Griffin
Arthur Gunter
Durwood Haddock
Geraldine Hamilton
Freddie Hart
J. H. "Red" Hays
Al Hill
Merle Kilgore
Paul Klein
Jimmy Lee
Myrna Lorrie

Charles Louvin
Ira Louvin
Ann Lucas
Johnny Mathis
Eddie Miller
John Mullins
Sam Nichols
Leon Payne
Webb Pierce
Jim Reeves
Jack Rhodes
Jerry Robinson

Jimmie Rodgers
George Sherry
Hank Thompson
Cal Veale
Billy Walker
Cindy Walker
Billy Wallace
Kitty Wells
Doyle Wilburn
Teddie Wilburn
Jimmy Work
Faron Young

TO THESE PUBLISHERS

Acuff-Rose Publications
Brazos Valley Music, Inc.
Brenner 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.
Excelloree Music Co.
Fairway Music Corp.
Forrest Music Corp.
Four Star Sales Co., Inc.
Lancaster Music Co.

Old Charter Publishing Co., Inc.
Peer International Corp.
Rumbalero 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 COMIN'
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



the incredible come-back story!

it's the new voice...the new sound of

NAN WYNN

THE LORD IS A BUSY MAN / HANDS OFF

21/47-6336

the dealer's choice

RCA VICTOR



A "New Orthophonic" High Fidelity Recording

The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending November 9

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

This Week	Leading side on top.	Last Week	Weeks on Chart
1.	AUTUMN LEAVES (ASCAP)— R. Williams.....	1	14
	Take Care (BMI)—Kapp 116		
2.	LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces.....	2	12
	Shine On, Harvest Moon—Dec 29625		
3.	SIXTEEN TONS (BMI)— Tennessee Ernie.....	5	2
	You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
4.	MOMENTS TO REMEMBER (ASCAP)—Four Lads.....	3	12
	Dream On, My Love, Dream On (ASCAP)—Col 40539		
5.	YELLOW ROSE OF TEXAS (ASCAP)—M. Miller.....	4	16
	Blackberry Winter (BMI)—Col 40540		
6.	I HEAR YOU KNOCKIN' (BMI)— G. Storm.....	8	5
	Never Leave Me (ASCAP)—Dot 15412		
7.	ONLY YOU (BMI)—Platters.....	6	8
	Bark, Battle and Ball (BMI)—Mercury 70633		
8.	SHIFTING, WHISPERING SANDS (BMI)—R. Draper.....	7	8
	Time (ASCAP)—Mercury 70696		
9.	AT MY FRONT DOOR (BMI)— P. Boone.....	9	4
	No Arms Can Ever Hold You (BMI)—Dot 15422		
10.	HE (BMI)—A. Hibbler.....	11	8
	Breeze (ASCAP)—Dec 29660		
11.	SHIFTING, WHISPERING SANDS (PARTS I & II) (BMI)—B. Vaughn.....	10	9
	Dot 15409		
12.	LOVE AND MARRIAGE (ASCAP)— F. Sinatra.....	19	2
	Impatient Years (ASCAP)—Cap 3260		
13.	SOMEONE YOU LOVE (BMI)— Nat (King) Cole.....	13	5
	FORGIVE MY HEART (ASCAP)— Cap 3234		
14.	MY BONNIE LASSIE (ASCAP)— Ames Brothers.....	15	7
	So Will I (BMI)—Vic 20-6208		
15.	HE (BMI)—McGuire Sisters.....	16	4
	If You Believe (ASCAP)—Coral 61501		
16.	BLACK DENIM TROUSERS (BMI)— Cheers.....	12	9
	Some Night in Alaska (BMI)—Cap 3129		
17.	TINA MARIE (ASCAP)—P. Como.....	20	14
	Fooled (ASCAP)—Vic 20-6192		
18.	SUDDENLY THERE'S A VALLEY (BMI)—G. Grant.....	14	7
	Love Is (BMI)—Era 1003		
19.	BIBLE TELLS ME SO (ASCAP)— D. Cornell.....	18	11
	LOVE IS A MANY-SPLENDORED THING (ASCAP)—Coral 61467		
20.	YELLOW ROSE OF TEXAS (ASCAP)—J. Desmond.....	—	14
	You're in Love With Someone (ASCAP)—Coral 61476		
21.	YOU ARE MY LOVE (ASCAP)— J. James.....	25	5
	I Lay Me Down to Sleep (BMI)—M-G-M 12066		
22.	ONLY YOU (BMI)—Hilltoppers.....	23	2
	Until the Real Thing Comes Along (ASCAP)—Dot 15423		
23.	ROCK-A-BEATIN' BOOGIE (ASCAP)—B. Haley.....	—	1
	BURN THAT CANDLE (BMI)— Dec 29713		
24.	SUDDENLY THERE'S A VALLEY (BMI)—J. Stafford.....	21	4
	Night Watch (BMI)—Col 40559		
25.	IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers.....	24	2
	You Got Me Wondering (ASCAP)—Dec 29683		

• THIS WEEK'S BEST BUYS

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

CRY ME A RIVER (Frank, ASCAP)—Julie London—Liberty 55006

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

MEMORIES OF YOU (Shapiro - Bernstein, ASCAP)—Four Coins—Epic 9129

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, Pitts-

burgh, Cleveland, Milwaukee, St. Louis, and Cincinnati. The Coins have taken a decisive early lead over the competitive versions of the tune now on the market. Flip is "Tear Down the Fence" (Shapiro - Bernstein, ASCAP). A previous Billboard "Spotlight" pick.

TWENTY FOUR HOURS A DAY (RT, BMI) GOODBYE TO ROME (Campbell, Connelly, ASCAP)—Georga 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 started off quickly, but now the ballad is showing strength, too. The record is selling impressively in Philadelphia, Buffalo, St. Louis, Baltimore, Milwaukee, Boston, Pittsburgh, and Cincinnati. A previous Billboard "Spotlight" pick.

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

This Week	Leading side on top.	Last Week	Weeks on Chart
1.	LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces.....	1	9
	Shine On Harvest Moon (ASCAP)—Dec 29625		
2.	AUTUMN LEAVES (ASCAP)— R. Williams.....	3	10
	Take Care (BMI)—Kapp 116		
3.	YELLOW ROSE OF TEXAS (ASCAP)—M. Miller.....	2	14
	Blackberry Winter (BMI)—Col 40540		
4.	MOMENTS TO REMEMBER (ASCAP)—Four Lads.....	4	6
	Dream On, My Love, Dream On (ASCAP)—Col 40539		
5.	SHIFTING, WHISPERING SANDS (BMI)—R. Draper.....	5	5
	Time (ASCAP)—Mercury 70696		
6.	I HEAR YOU KNOCKIN' (BMI)— G. Storm.....	8	4
	Never Leave Me (ASCAP)—Dot 15412		
7.	AT MY FRONT DOOR (BMI)— P. Boone.....	10	3
	NO ARMS CAN EVER HOLD YOU (BMI)—Dot 15422		
8.	BIBLE TELLS ME SO (ASCAP)— D. Cornell.....	14	9
	LOVE IS A MANY-SPLENDORED THING (ASCAP)—Coral 61467		
9.	SEVENTEEN (BMI)—Fontane Sisters.....	6	14
	If I Could Be With You (ASCAP)—Dot 15386		
10.	ONLY YOU (BMI)—Platters.....	13	5
	Bark, Battle and Ball (BMI)—Mercury 70623		
10.	HE (BMI)—McGuire Sisters.....	19	4
	If You Believe (ASCAP)—Coral 51051		
12.	YELLOW ROSE OF TEXAS (ASCAP)—J. Desmond.....	7	13
	You're in Love With Someone (ASCAP)—Coral 61476		
13.	AIN'T THAT A SHAME (BMI)— P. Boone.....	9	19
	Tennessee Saturday Night (BMI)—Dot 15377		
14.	SHIFTING, WHISPERING SANDS (PARTS I & II)—B. Vaughn.....	14	7
	Dot 15409 (BMI)		
15.	TINA MARIE (ASCAP)—P. Como.....	10	12
	Fooled (ASCAP)—Vic 20-6192		
16.	SIXTEEN TONS (BMI)— Tennessee Ernie.....	—	1
	You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
17.	LONGEST WALK (ASCAP)— J. P. Morgan.....	12	13
	Swanee (ASCAP)—Vic 20-6182		
18.	ONLY YOU (BMI)—Hilltoppers.....	—	1
	Until the Real Thing Comes Along (ASCAP)—Dot 15423		
19.	HE (BMI)—A. Hibbler.....	19	4
	Breeze (ASCAP)—Dec 29660		
20.	SEVENTEEN (BMI)—B. Bennett.....	16	13
	Little Ole You-All (BMI)—King 1470		
20.	MY BONNIE LASSIE (ASCAP)— Ames Brothers.....	—	1
	So Will I (BMI)—Vic 20-6208		

• Most Played by Jockeys

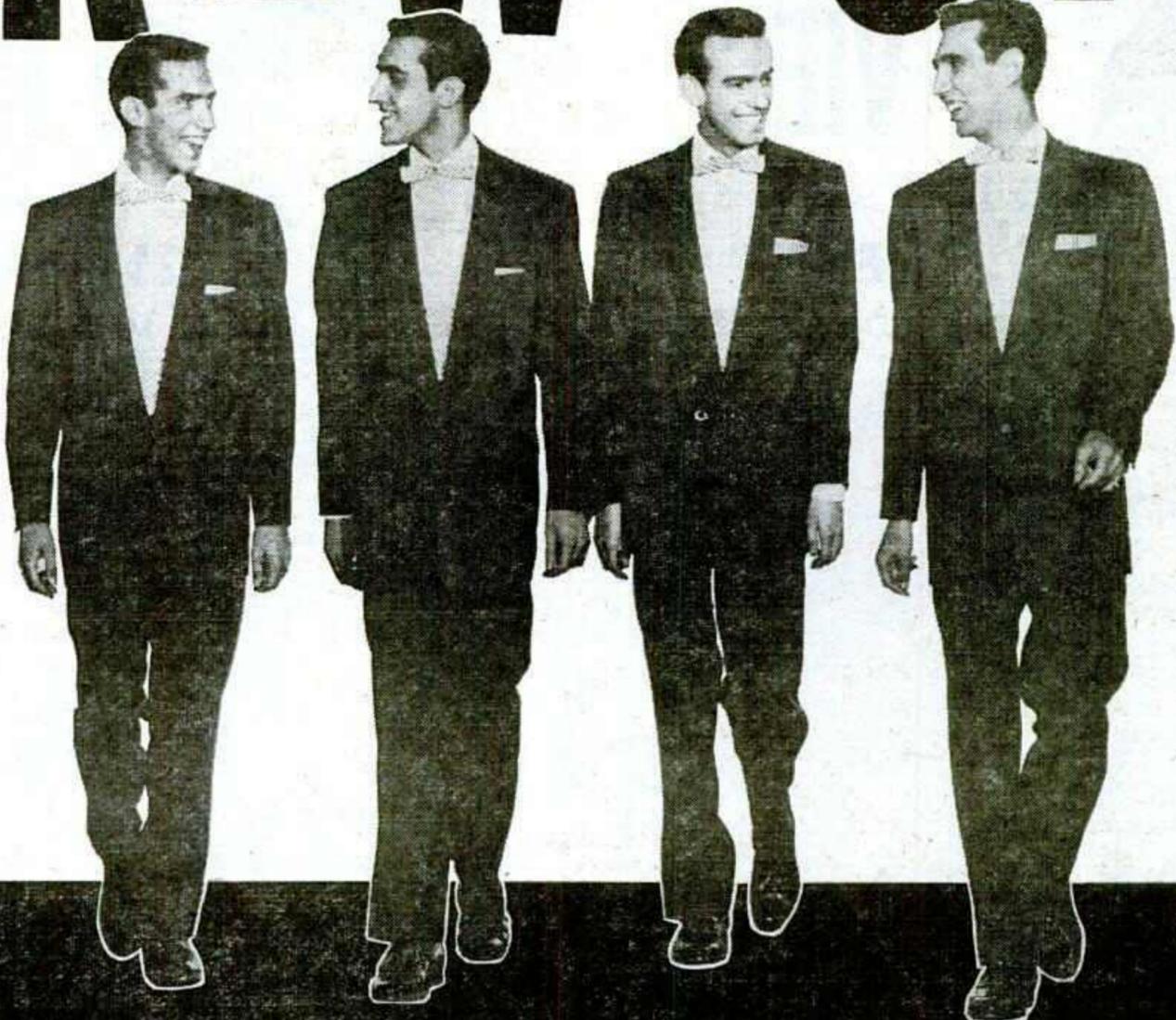
For survey week ending November 9

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

This Week	Leading side on top.	Last Week	Weeks on Chart
1.	LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces.....	1	13
	Shine On Harvest Moon (ASCAP)—Dec 29625		
2.	MOMENTS TO REMEMBER (ASCAP)—Four Lads.....	2	10
	Dream On, My Love, Dream On (ASCAP)—Col 40539		
3.	SIXTEEN TONS (BMI)— Tennessee Ernie.....	7	2
	You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
4.	AUTUMN LEAVES (ASCAP)— R. Williams.....	3	11
	Take Care (BMI)—Kapp 116		
5.	YELLOW ROSE OF TEXAS (ASCAP)—M. Miller.....	4	16
	Blackberry Winter (BMI)—Col 40540		
6.	ONLY YOU (BMI)—Platters.....	10	4
	Bark, Battle and Ball (BMI)—Mercury 70633		
7.	SHIFTING, WHISPERING SANDS (PARTS I & II)—B. Vaughn.....	5	9
	Dot 15409 (BMI)		
8.	YOU ARE MY LOVE (ASCAP)— J. James.....	8	5
	I Lay Me Down to Sleep (BMI)—M-G-M 12066		
9.	LOVE AND MARRIAGE (ASCAP)— F. Sinatra.....	9	3
	Impatient Years (ASCAP)—Cap 3260		
10.	AT MY FRONT DOOR (BMI)— P. Boone.....	13	3
	No Arms Can Ever Hold You (BMI)—Dot 15422		
11.	I HEAR YOU KNOCKIN' (BMI)— G. Storm.....	6	4
	Never Leave Me (ASCAP)—Dot 15412		
12.	HE (BMI)—A. Hibbler.....	11	6
	Breeze (ASCAP)—Dec 29660		
13.	ONLY YOU (BMI)—Hilltoppers.....	17	2
	Until the Real Thing Comes Along (ASCAP)—Dot 15423		
14.	SHIFTING, WHISPERING SANDS (BMI)—R. Draper.....	16	4
	Time (BMI)—Mercury 70696		
15.	BLACK DENIM TROUSERS (BMI)— Cheers.....	12	7
	Some Night in Alaska (BMI)—Cap 3129		
16.	SUDDENLY THERE'S A VALLEY (BMI)—G. Grant.....	15	8
	Love Is (BMI)—Era 1003		
17.	IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers.....	—	1
	You Got Me Wondering (ASCAP)—Dec 29683		
18.	TINA MARIE (ASCAP)—P. Como.....	20	14
	Fooled (ASCAP)—Vic 20-6192		
19.	SOMEONE YOU LOVE (BMI)— Nat (King) Cole.....	10	4
	Forgive My Heart (BMI)—Cap 3234		
20.	SUDDENLY THERE'S A VALLEY (BMI)—J. Stafford.....	—	3
	Night Watch (BMI)—Col 40559		

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!

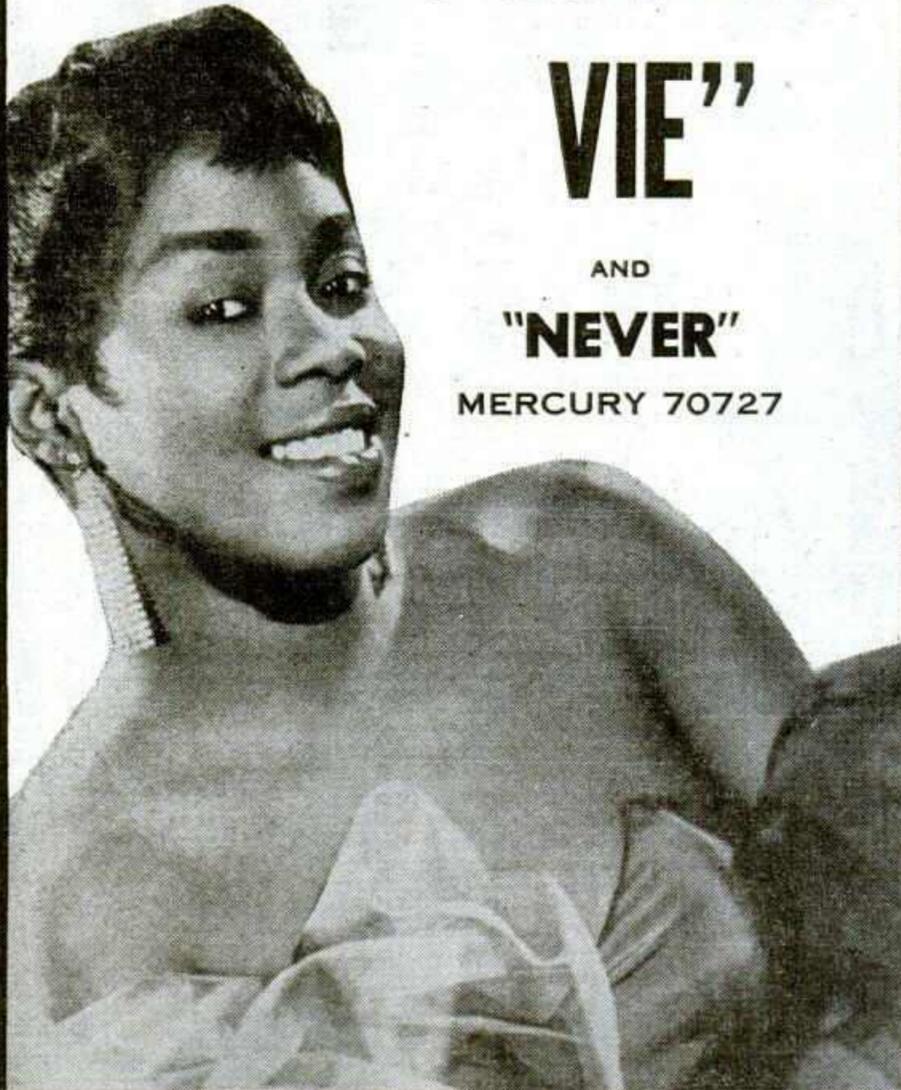
Sarah Vaughan

"C'EST LA VIE"

AND

"NEVER"

MERCURY 70727



AMERICA'S BEST BALLAD HIT!

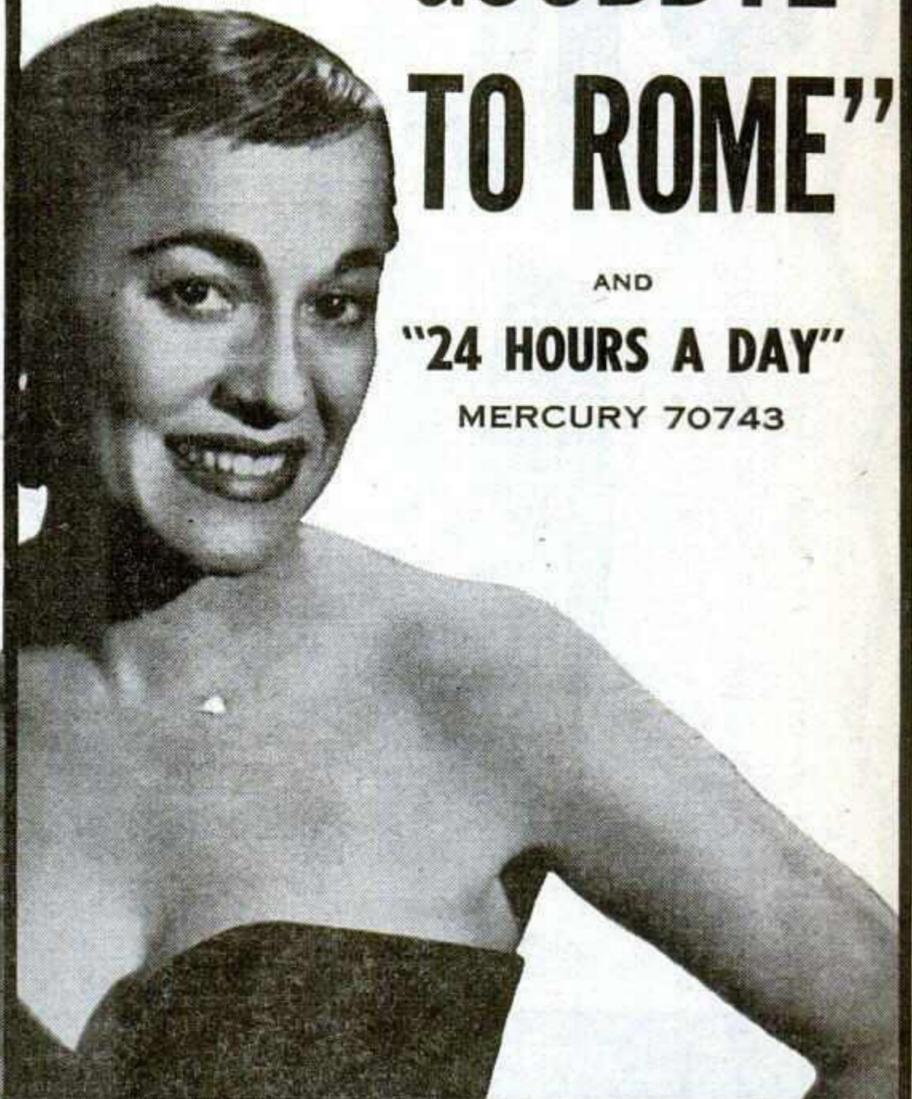
Georgia Gibbs

"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



CHICAGO 1, ILLINOIS

TWO NEW HITS FOR NICK NOBLE

"Lovely Lies"

COUPLED WITH

"Bella Bella Perzicella"

WING 90042



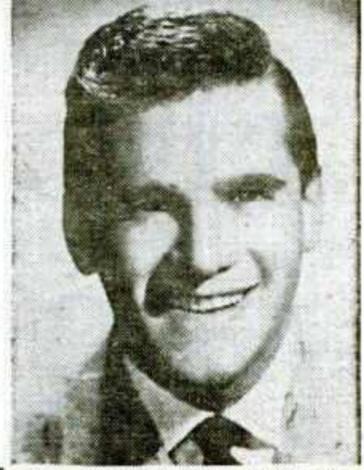
COMING UP FAST!

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"

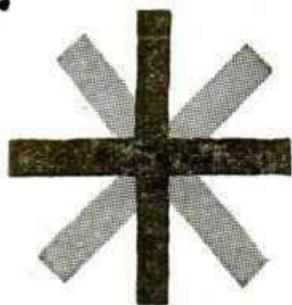
AND

"THROUGH THE YEARS"

WING 90034



A SUBSIDIARY OF MERCURY RECORD CORP.



a red-hot 'n' rockin'
debut on Capitol!!

Anita Tucker

• **Review Spotlight**

THE BILLBOARD NOVEMBER 12, 1955

SLOW, SMOOTH AND EASY

LET'S MAKE LOVE

record no. 3277



The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending November 9

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

Atlanta

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

Baltimore

1. Sixteen Tons, T. Ernie, Cap.
2. At My Front Door, P. Boone, Dot
3. Autumn Leaves, R. Williams, Kap.
1. I Hear You Knockin', G. Storm, Dot
5. Only You, Platters, Mer.
6. He, A. Hibbler, Dec.
7. Rock a Beatin' Baby, B. Haley, Dec.
8. It's Almost Tomorrow Dream Weavers, Dec.
9. Shifting, Whispering Sands R. Draper, Mer.
10. Dog-Faced Soldier, R. Morgan, Dec.

Boston

1. Autumn Leaves, R. Williams, Kap.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. He, A. Hibbler, Dec.
4. Love and Marriage, F. Sinatra, Cap.
5. Moments to Remember, Four Lads, Col.
6. Only You, Platters, Mer.
7. Yellow Rose of Texas, M. Miller, Col.
8. Sixteen Tons, T. Ernie, Cap.
9. Shifting, Whispering Sands R. Draper, Mer.
10. It's Almost Tomorrow Dream Weavers, Dec.

Buffalo

1. Sixteen Tons, T. Ernie, Cap.
2. Only You, Platters, Mer.
3. Autumn Leaves, R. Williams, Kap.
4. Shifting, Whispering Sands R. Draper, Mer.
5. Love Is a Many-Splendored Thing Four Aces, Dec.
6. Moments to Remember, Four Lads, Col.
7. Love and Marriage, F. Sinatra, Cap.
8. He, A. Hibbler, Dec.

Chicago

1. Autumn Leaves, R. Williams, Kap.
2. Sixteen Tons, T. Ernie, Cap.
3. Love Is a Many-Splendored Thing Four Aces, Dec.
4. My Bonnie Lassie Ames Brothers, Vic.
5. Shifting, Whispering Sands R. Draper, Mer.
6. Only You, Platters, Mer.
7. At My Front Door, P. Boone, Dot
8. I Hear You Knockin', G. Storm, Dot
9. Tina Marie, P. Como, Vic.
10. Moments to Remember, Four Lads, Col.

Cincinnati

1. Autumn Leaves, R. Williams, Kap.
2. Sixteen Tons, T. Ernie, Cap.
3. Moments to Remember, Four Lads, Col.
4. Love Is a Many-Splendored Thing Four Aces, Dec.
5. Only You, Platters, Mer.
6. Shifting, Whispering Sands R. Draper, Mer.
7. Band of Gold K. Carson, Cap.
8. You Are My Love, J. James, M-G-M
9. Yellow Rose of Texas, M. Miller, Col.
10. He, A. Hibbler, Dec.

Cleveland

1. Sixteen Tons, T. Ernie, Cap.
2. Autumn Leaves, R. Williams, Kap.
3. Moments to Remember, Four Lads, Col.
4. It's Almost Tomorrow Dream Weavers, Dec.
5. It's Obdacious, B. Johnson, Mer.
6. At My Front Door, El Dorados, VJ.
7. Daddy-O, B. Lou, Kng.
8. Croce Di Oro (Cross of Gold) P. Page, Mer.
9. Yellow Rose of Texas, M. Miller, Col.
10. My Bonnie Lassie, Ames Brothers, Vic.

Dallas-Fort Worth

1. Sixteen Tons, T. Ernie, Cap.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Cry Me a River, J. London, Lbt.
4. Autumn Leaves, R. Williams, Kap.
5. I Hear You Knockin', G. Storm, Dot
6. Suddenly There's a Valley G. Grant, Era
7. Yellow Rose of Texas, M. Miller, Col.

Denver

1. Autumn Leaves, R. Williams, Kap.
2. Sixteen Tons, T. Ernie, Cap.
3. Shifting, Whispering Sands R. Draper, Mer.
4. Love Is a Many-Splendored Thing Four Aces, Dec.
5. Suddenly There's a Valley J. Stafford, Col.
6. Moments to Remember, Four Lads, Col.
7. Black Denim Trousers, Cheers, Cap.
8. He, McGuire Sisters, Cor.

Detroit

1. Sixteen Tons, T. Ernie, Cap.
2. At My Front Door, P. Boone, Dot
3. When You Dance, Turbans, Her.
4. Only You, Platters, Mer.
5. Longest Walk, J. P. Morgan, Vic.
6. No Arms Can Ever Hold You G. Shaw, Dec.
7. I Hear You Knockin', G. Storm, Dot
8. You Tickle Me, Baby Royal Jokers, Ato.
9. Times Two I Love You Three Chuckles, X
10. Pepper-Hot Baby, G. MacKenzie, X

Kansas City

1. At My Front Door, P. Boone, Dot
2. Only You, Hilltoppers, Dot
3. I Hear You Knockin', G. Storm, Dot
4. Sixteen Tons, T. Ernie, Cap.
5. Autumn Leaves, R. Williams, Kap.
6. He, A. Hibbler, Dec.
7. Rock-A-Beatin' Boogie, B. Haley, Dec.
8. Dancin' in My Socks Robbin Hood, M-G-M
9. Shifting, Whispering Sands B. Vaughn, Dot

Los Angeles

1. Autumn Leaves, R. Williams, Kap.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Sixteen Tons, T. Ernie, Cap.
4. Tina Marie, P. Como, Vic.
5. Moments to Remember, Four Lads, Col.
6. Suddenly There's a Valley G. Grant, Era
7. Cry Me a River, J. London, Lbt.
8. Shifting, Whispering Sands R. Draper, Mer.
9. Day by Day, Four Freshmen, Cap.

Milwaukee

1. Sixteen Tons, T. Ernie, Cap.
2. I Hear You Knockin', G. Storm, Dot
3. Shifting, Whispering Sands R. Draper, Mer.
4. You Are My Love, J. James, M-G-M
5. Autumn Leaves, R. Williams, Kap.
6. Love and Marriage, F. Sinatra, Cap.
7. Only You, Hilltoppers, Dot
8. Only You, Platters, Mer.
9. Amukiriki, L. Paul & M. Ford, Cap.
10. Cry Me a River, J. London, Lbt.

Mpls.-St. Paul

1. Sixteen Tons, T. Ernie, Cap.
2. I Hear You Knockin', G. Storm, Dot
3. Autumn Leaves, R. Williams, Kap.
4. Moments to Remember, Four Lads, Col.
5. Only You, Platters, Mer.
6. Shifting, Whispering Sands B. Vaughn, Dot
7. Yellow Rose of Texas, M. Miller, Col.
8. My Boy Flat-Top, D. Collins, Cor.
9. He, McGuire Sisters, Cor.
10. Croce Di Oro (Cross of Gold) P. Page, Mer.

New Orleans

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

New York

1. Autumn Leaves, R. Williams, Kap.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Moments to Remember, Four Lads, Col.
4. Yellow Rose of Texas, M. Miller, Col.
5. Love and Marriage, F. Sinatra, Cap.
6. C'est La Vie, S. Vaughan, Mer.
7. Sixteen Tons, T. Ernie, Cap.
8. Tina Marie, P. Como, Vic.
9. Cry Me a River, J. London, Lbt.
10. Shifting, Whispering Sands R. Draper, Mer.

Philadelphia

1. Autumn Leaves, R. Williams, Kap.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Sixteen Tons, T. Ernie, Cap.
4. Moments to Remember, Four Lads, Col.
5. He, A. Hibbler, Dec.
6. Love and Marriage, F. Sinatra, Cap.
7. Yellow Rose of Texas, M. Miller, Col.
8. My Bonnie Lassie, Ames Brothers, Vic.

Pittsburgh

1. Sixteen Tons, T. Ernie, Cap.
2. When You Dance, Turbans, Her.
3. Black Denim Trousers, Cheers, Cap.
4. Come Home, B. Johnson, Mer.
5. Love and Marriage, F. Sinatra, Cap.
6. Times Two I Love You Three Chuckles, X
7. Shifting, Whispering Sands R. Draper, Mer.
8. No Arms Can Ever Hold You Gaylords, Mer.
9. Autumn Leaves, R. Williams, Kap.
10. Rock-A-Beatin' Boogie, B. Haley, Dec.

St. Louis

1. I Hear You Knockin', G. Storm, Dot
2. He, A. Hibbler, Dec.
3. Sixteen Tons, T. Ernie, Cap.
4. Moments to Remember, Four Lads, Col.
5. Autumn Leaves, R. Williams, Kap.
6. He, McGuire Sisters, Cor.
7. Only You, Hilltoppers, Dot
8. Love Is a Many-Splendored Thing Four Aces, Dec.
9. Someone You Love N. (King) Cole, Cap.
10. Yellow Rose of Texas, M. Miller, Col.

San Francisco

1. Autumn Leaves, R. Williams, Kap.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Shifting, Whispering Sands R. Draper, Mer.
4. Yellow Rose of Texas, M. Miller, Col.
5. Moments to Remember, Four Lads, Col.
6. He, A. Hibbler, Dec.
7. Sixteen Tons, T. Ernie, Cap.
8. Black Denim Trousers, Cheers, Cap.
9. Suddenly There's a Valley G. Grant, Era

Seattle

1. Sixteen Tons, T. Ernie, Cap.
2. I Hear You Knockin', G. Storm, Dot
3. My Boy Flat-Top, D. Collins, Cor.
4. Burn That Candle, Cues, Cap.
5. Autumn Leaves, R. Williams, Kap.
6. Suddenly There's a Valley G. Grant, Era
7. Moments to Remember, Four Lads, Era
8. At My Front Door, P. Boone, Dot

Toronto

1. Love Is a Many-Splendored Thing Four Aces, Dec.
2. Autumn Leaves, R. Williams, Kap.
3. My Bonnie Lassie, Ames Brothers, Vic.
4. Moments to Remember, Four Lads, Col.
5. Shifting, Whispering Sands R. Draper, Mer.

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





M MORE
G GOOD
M MUSIC

JONI JAMES
.....
YOU ARE MY LOVE

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

ON ALL CHARTS

BILLY ECKSTINE
.....
LA DE DO DE DO

and
FAREWELL TO ROMANCE
MGM 12105 78 RPM
K 12105 45 RPM

BETTY MADIGAN
.....
THERE SHOULD BE RULES

and
STRANGERS
MGM 12094 78 RPM
K 12094 45 RPM

CLICKING

JAMES BROWN
(Lt. Rip Masters of Rin Tin Tin TV Show)
.....

THE WHITE BUFFALO

and
IT'S LONESOME OUT TONIGHT
MGM 12080 78 RPM
K 12080 45 RPM

ZOOMING

DAVID ROSE
and HIS ORCHESTRA
.....
LOVE IS A MANY-SPLENDORED THING

and
YOU AND YOU ALONE
MGM 30883 78 RPM
K 30883 45 RPM

ONLY INSTRUMENTAL VERSION

★ **RAY CHARLES SINGERS**
AUTUMN LEAVES
and
EARLY AUTUMN
MGM 12068 78 rpm • K 12068 45 rpm

★ **ROBBIN HOOD**
DANCIN' IN MY SOCKS
and
HAPPY IS MY HEART
MGM 12046 78 rpm • K 12046 45 rpm

★ **AMBROSE**
and His Orchestra
SLIDE RULE
and
WHISTLIN' WILLIE
MGM 12103 78 rpm • K 12103 45 rpm

BREAKING BIG!

SHEB WOOLEY

ARE YOU SATISFIED?
and
HUMDINGER
MGM 12114 78 rpm • K 12114 45 rpm

★ **MITZI MASON**
BRING ME A BLUEBIRD
and
BUT I WAS WRONG
MGM 12097 78 rpm • K 12097 45 rpm

★ **GINNY GIBSON**
OOH (How I Love Ya')
and
IF YOU WANT TO MAKE ME HAPPY
MGM 12113 78 rpm • K 12113 45 rpm

★ **LEROY HOLMES**
and His Orchestra
THE JAPANESE FAREWELL SONG
and
UNTIL
MGM 12119 78 rpm • K 12119 45 rpm

★ **MARVIN RAINWATER**
TENNESSEE HOUN' DOG YODEL
and
TEA BAG ROMEO
MGM 12090 78 rpm • K 12090 45 rpm

The Billboard Music Popularity Charts
POPULAR RECORDS

THE TOP 100

For survey week ending November 9

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

This Week	Song	Artist	Label	Last Week
1	LOVE IS A MANY-SPLENDORED THING	Four Aces	Decca	1
2	AUTUMN LEAVES	R. Williams	Kapp	2
3	MOMENTS TO REMEMBER	Four Lads	Columbia	3
4	YELLOW ROSE OF TEXAS	M. Miller	Columbia	4
5	ONLY YOU	Platters	Mercury	9
6	SIXTEEN TONS	T. Ernie	Capitol	27
7	I HEAR YOU KNOCKIN'	G. Storm	Dot	6
8	SHIFTING, WHISPERING SANDS	R. Draper	Mercury	7
9	AT MY FRONT DOOR	P. Boone	Dot	8
10	SHIFTING, WHISPERING SANDS	B. Vaughn	Dot	5
11	HE	A. Hibbler	Decca	10
12	HE	McGuire Sisters	Coral	45
13	LOVE AND MARRIAGE	F. Sinatra	Capitol	16
14	TINA MARIE	P. Como	Victor	12
15	ONLY YOU	Hilltoppers	Dot	18
16	YOU ARE MY LOVE	J. James	M-G-M	22
16	YELLOW ROSE OF TEXAS	J. Desmond	Coral	17
18	BLACK DENIM TROUSERS	Cheers	Capitol	13
18	SUDDENLY THERE'S A VALLEY	G. Grant	Era	14
20	SEVENTEEN	Fontane Sisters	Dot	15
21	MY BONNIE LASSIE	Ames Brothers	Victor	11
22	SUDDENLY THERE'S A VALLEY	J. Stafford	Columbia	20
23	IT'S ALMOST TOMORROW	Dream Weavers	Decca	29
24	SOMEONE YOU LOVE	Nat (King) Cole	Capitol	23
25	CROCE DI ORO (CROSS OF GOLD)	P. Page	Mercury	34
26	AIN'T THAT A SHAME	P. Boone	Dot	21
27	LONGEST WALK	J. P. Morgan	Victor	19
28	PEPPER-HOT BABY	J. P. Morgan	Victor	37
29	SUDDENLY THERE'S A VALLEY	J. La Rosa	Cadence	31
30	DOG FACED SOLDIER	R. Morgan	Decca	36
31	BIBLE TELLS ME SO	D. Cornell	Coral	32
32	LOVE IS A MANY-SPLENDORED THING	D. Cornell	Coral	30
33	WAKE THE TOWN AND TELL THE PEOPLE	L. Baxter	Capitol	24
34	FORGIVE MY HEART	Nat (King) Cole	Capitol	24
35	SEVENTEEN	B. Bennett	King	28
36	NO ARMS CAN EVER HOLD YOU	G. Shaw	Decca	35
37	NO ARMS CAN EVER HOLD YOU	P. Boone	Dot	52
38	AMUKIRIKI	L. Paul & M. Ford	Capitol	40
39	ALL AT ONCE YOU LOVE HER	P. Como	Victor	70
39	BURN THAT CANDLE	B. Haley	Decca	46
41	AUTUMN LEAVES	M. Miller	Columbia	64
42	BLACK DENIM TROUSERS	V. Monroe	Victor	38
42	CRY ME A RIVER	J. London	Liberty	58
44	WAKE THE TOWN AND TELL THE PEOPLE	M. Carson	Columbia	33
45	AT MY FRONT DOOR	El Dorados	Vee Jay	41
46	MY BOY FLAT TOP	D. Collins	Coral	49
47	DADDY-O	B. Lou	King	50
48	IF YOU DON'T WANT MY LOVE	J. P. Morgan	Victor	68
49	AUTUMN LEAVES	S. Allen	Coral	44
50	AUTUMN LEAVES	J. Gleason	Capitol	67
51	SUDDENLY THERE'S A VALLEY	Mills Brothers	Decca	59
52	AUTUMN LEAVES	V. Young	Decca	54
52	MAGIC FINGERS	E. Fisher	Victor	66
54	LOVE IS A MANY-SPLENDORED THING	D. Rose	M-G-M	60
55	AUTUMN LEAVES	R. Charles	M-G-M	77
56	BONNIE BLUE GAL	M. Miller	Columbia	51
57	MY BOY FLAT TOP	B. Bennett	King	39
57	ROCK AROUND THE CLOCK	B. Haley	Decca	56
57	CROCE DI ORO (CROSS OF GOLD)	J. Regan	London	63
60	DADDY-O	Fontane Sisters	Dot	80
60	PEPPER-HOT BABY	G. MacKenzie	X	—
60	YELLOW ROSE OF TEXAS	S. Freberg	Capitol	47
63	ROCK A BEATIN' BABY	B. Haley	Decca	—
64	LOVE AND MARRIAGE	D. Shore	Victor	55
65	LEARNIN' TO LOVE	P. Kings	Columbia	61
66	C'EST LA VIE	S. Vaughan	Mercury	—
67	IT'S ALMOST TOMORROW	S. Lanson	Dot	97
68	WOMAN IN LOVE	Four Aces	Decca	—
69	NO ARMS CAN EVER HOLD YOU	Gaylords	Mercury	87
69	CATTLE CALL	E. Arnold & H. Winterhalter	Victor	—
70	SAME OLD SATURDAY NIGHT	F. Sinatra	Capitol	65
71	MAYBELLENE	C. Berry	Chess	42
71	SIXTEEN TONS	J. Desmond	Coral	—
73	FOR FAVOR	V. Damone	Mercury	—
73	BIBLE TELLS ME SO	N. Noble	Wing	74
73	REMEMB'RING	P. L. Hayes & M. Healy	Columbia	57
76	SWEET KENTUCKY ROSE	K. Kallen	Decca	85
77	I WANNA GO WHERE YOU GO	E. Fisher	Victor	75
77	ADORABLE	Fontane Sisters	Dot	—
79	I WANT YOU TO BE MY BABY	G. Gibbs	Mercury	48
80	GUM DROPS	Crew Cuts	Mercury	—
80	BAND OF GOLD	K. Carson	Capitol	—
82	I WANT YOU TO BE MY BABY	L. Briggs	Epic	53
82	THERE SHOULD BE RULES	B. Madigan	M-G-M	—
84	PAPER ROSES	L. Dee	Wing	72
85	HAWK-EYE	F. Laine	Columbia	73
86	BURN THAT CANDLE	Cues	Capitol	—
87	LOVE IS A MANY-SPLENDORED THING	W. Herman	Capitol	79
87	SHOOT IT AGAIN	T. Brewer	Coral	—
87	WHY DON'T YOU WRITE ME	Jacks	RPM	82
91	DAY BY DAY	Four Freshmen	Capitol	76
92	YOU WIN AGAIN	Paulette Sisters	Capitol	—
93	SOMEONE ON YOUR MIND	C. Butler	Coral	—
94	SONG OF THE DREAMER	E. Fisher	Victor	43
95	NUMBER ONE STREET	B. Corley	Stars	—
96	WHEN YOU DANCE	Turbans	Herald	98
97	SUDDENLY THERE'S A VALLEY	P. Andrews	Capitol	69
98	ROSE TATTOO	P. Como	Victor	81
99	OCCASIONAL MAN	J. Southern	Decca	89
100	PET ME POPPA	R. Clooney	Columbia	78

221

get ready! get set!

KISMET
is coming...

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

BONNIE LOU
DADDY-O
KING 4835

LITTLE WILLIE JOHN
ALL AROUND THE WORLD
KING 4818

BOYD BENNETT
Still Going Strong
MY BOY - FLAT TOP
KING 1494

His Latest
THE MOST
KING 4853

JACK DUPREE
WALKING THE BLUES
KING 4812

BOYD BENNETT
SEVENTEEN
KING 1470

COME HOME

Two Great Versions

BUBBER JOHNSON
KING 4822

CATHY RYAN
KING 4848

THE HI-FI FOUR
BAND OF GOLD
b/w
DAVY, YOU UPSET MY LIFE
KING 4856

THE PLATTERS
ONLY YOU
(And You Alone)
b/w
YOU MADE ME CRY
FEDERAL 12244

THE MIDNIGHTERS
DON'T CHANGE YOUR PRETTY WAYS
b/w
WE'LL NEVER MEET AGAIN
FEDERAL 12243

THE CATS
AFTER I GAVE YOU MY HEART
b/w
I DON'T CARE NO MORE
FEDERAL 12238

EARL BOSTIC
FOR ALL WE KNOW
b/w
BEYOND THE BLUE HORIZON
KING 4829

JACK DUPREE
STUMBLING BLOCK
b/w
THAT'S MY PA
KING 4827

NEW RELEASES

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

RUBY WRIGHT
I FALL IN LOVE WITH YOU EVERY DAY
b/w
DO YOU BELIEVE
KING 4850

EARL BOSTIC
O SOLE MIO
b/w
POEME
KING 4845

BILL DOGGETT
HONEY BOY
b/w
MISTY MOON
KING 4838

THE GAYLES
MY BOY - FLAT TOP
b/w
I GET SO HAPPY
KING 4846

ROSALIE RAND
TONIGHT I'VE GOT A FEELING FOR THE BLUES
b/w
THAT'S WHAT A SONG CAN DO
KING 4842

KING RECORDS

The Billboard Music Popularity Charts

POPULAR RECORDS

• COMING UP STRONG

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

- 1. Croce Di Oro (Cross of Gold) Patti Page**
(ASCAP) Mercury 70713
- 2. Dog Face Soldier Russ Morgan**
(ASCAP) Decca 29703
- 3. No Arms Can Ever Hold You Georgie Shaw**
(BMI) Decca 29679
- 4. When You Dance The Turbans**
(BMI) Herald 458
- 5. Pepper-Hot Baby**
If You Don't Want My Love Jaye P. Morgan
(BMI); (ASCAP) RCA Victor 6282
- 6. Cry Me a River Julie London**
(ASCAP) Liberty 55006
- 7. A Woman in Love The Four Aces**
(ASCAP) Decca 29725
- 8. Daddy-O**
Adorable The Fontane Sisters
(BMI); (ASCAP) Dot 15428
- 9. My Boy—Flat Top Dorothy Collins**
(BMI) Coral 61510
- 10. Croce Di Oro (Cross of Gold) Joan Regan**
(ASCAP) London 1605

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

• Tunes With Greatest Radio-TV Audience

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

Radio

- A Woman in Love (R)—Frank—ASCAP
- All at Once You Love Her (R)—Williamson—ASCAP
- Amukiriki (R)—Famous—ASCAP
- At My Front Door (R)—Hollis—BMI
- Autumn Leaves (R)—Ardmore—ASCAP
- C'Est La Vie (R)—Planetary—ASCAP
- Croci Di Oro (R) — Shapiro-Bernstein—ASCAP
- Cry Me a River (R)—Frank—ASCAP
- Everybody's Doin' It (R)—Berlin—ASCAP
- Forgive My Heart (R)—Bregman, Vocco & Conn—ASCAP
- He (R)—Avas—BMI
- I Like Them All (R)—Broadcast—BMI
- It's Almost Tomorrow (R) — Northern —ASCAP
- Japanese Farewell Song (R) — Ranger—ASCAP
- Lord Is a Busy Man (R)—Jungnickel—ASCAP
- Love and Marriage (R)—Barton—ASCAP
- Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP
- Miracle in the Rain (R)—Remick—ASCAP
- Moments to Remember (R) — Beaver—ASCAP
- My Bonnie Lassic (R)—Leeds—ASCAP
- Pepper-Hot Baby (R)—Sheldon—BMI
- Rose Tattoo (R)—Paramount—ASCAP
- Shifting, Whispering Sands (R)—Gallatin—BMI
- Sixteen Tons (R)—American—BMI
- Suddenly There's a Valley (R)—Warman-Hill & Range—BMI
- Then I'll Be Happy (R)—Bourne—ASCAP
- There Should Be Rules (R) — Witmark —ASCAP
- Wake the Town and Tell the People (R)—Joy—ASCAP
- Yellow Rose of Texas (R) — Planetary—ASCAP
- You Gotta Give (R)—Peer—BMI

Television

- Adelaide (R)—Frank—ASCAP
- Autumn Leaves (R)—Ardmore—ASCAP
- Backfire (R)—Flo—ASCAP
- Bible Tells Me So (R)—Paramount-Rogers—ASCAP
- Bonnie Blue Gal (R)—Hollis—BMI
- Come Next Spring (R)—Frank—ASCAP
- Cry Me a River (R)—Frank—ASCAP
- Don't Make Me Laugh (R)—Showcase—BMI
- He (R)—Avas—BMI
- I Am a Pilgrim (R)—Cole—BMI
- I Love Her, That's Why (R)—Walton—ASCAP
- I Want You to Be My Baby (R)—Victory—BMI
- It's All Right With Me (R) — Bregman, Vocco & Conn—ASCAP
- Longest Walk (R)—Advanced—ASCAP
- Love and Marriage (R)—Barton—ASCAP
- Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP
- Moments to Remember (R) — Beaver —ASCAP
- My Bonnie Lassic (R)—Leeds—ASCAP
- Pepper-Hot Baby (R)—Sheldon—BMI
- Rice (R)—E. H. Morris—ASCAP
- Rose Tattoo (R)—Paramount—ASCAP
- Same Ole Saturday Night (R)—Barton—ASCAP
- Seventeen (R)—Lois—BMI
- Sixteen Tons (R)—American—BMI
- Someone You Love (R)—Bradshaw—BMI
- Suddenly There's a Valley (R)—Warman-Hill & Range—BMI
- Tall Men (R)—Robbins—ASCAP
- There Should Be Rules (R) — Witmark —ASCAP
- Tina Marie (R)—Roncom—ASCAP
- Yellow Rose of Texas (R)—Planetary—ASCAP

• Best Selling Sheet Music

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

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

DEALERS!

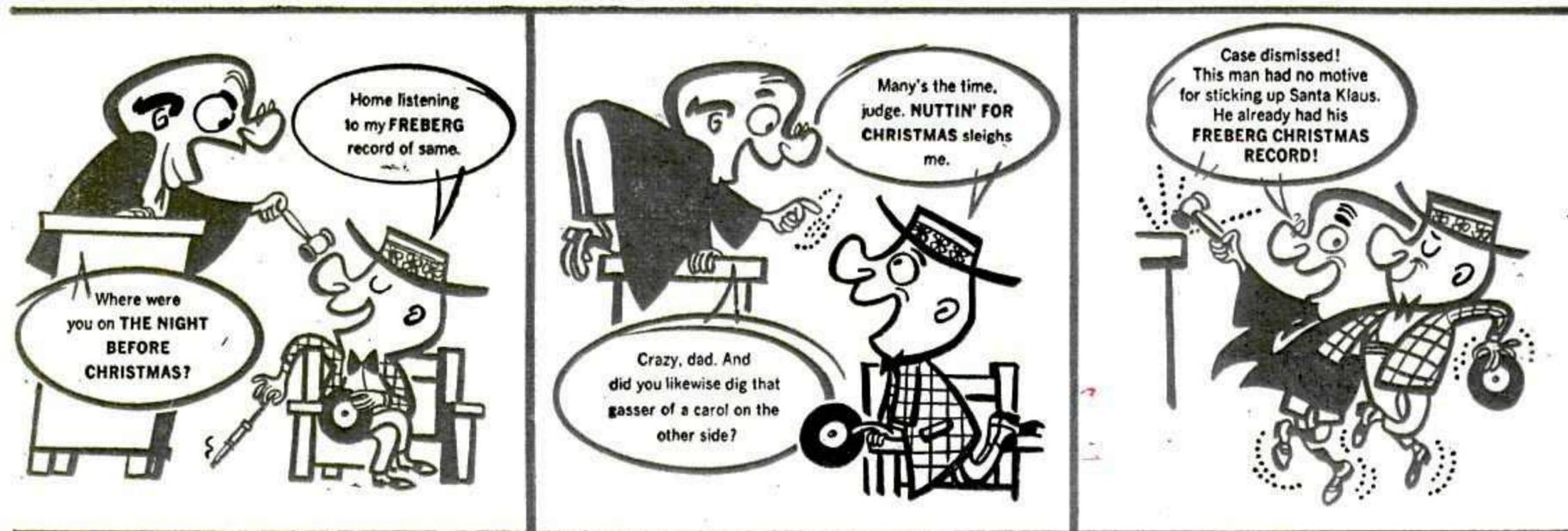
here's a big one for your
**CHRISTMAS
"STOCKING"**



STAN FREBERG

RECORD NO. 3280

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



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

Breaking For a Hit!
- The Original
By -

**NICK
LUCAS**



**"SOLDIER'S
GUITAR"**

On Accent #1030

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

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

**RAYMAR
SALES COMPANY**

AMERICA'S OLDEST "ONE STOP" HDQTS. FOR RECORDS

HUGE E. P. STOCK. LONG PLAYING AT COMPETITIVE PRICES

WE CARRY A COMPLETE LINE OF NEEDLES, STORAGE ALBUMS, RECORD PLAYERS, CARRYING CASES, AND ANY OTHER DESIRED ACCESSORIES.

EXPORTERS—SPEEDY AND EFFICIENT SERVICE.

OPERATORS—FREE TITLE STRIPS, PRE-PACKAGED E.P.'S AND A GREAT VARIETY OF BACK NUMBERS.

DEALERS—ARE YOU HAVING TROUBLE WITH YOUR DISTRIBUTORS! WIVES AND SONS COMPLAINING ABOUT GOING TO MAKE YOUR PICKUPS! GIVE US THIS TROUBLESOME 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 Olympia 8-4012
 JAMAICA 32, NEW YORK Olympia 8-2346

DEED IT'S A BIG "HIT"
 Deed #1006
"UNTIL DEATH DO US PART"
 b/w
 "DON'T TOUCH ME"
 by RITA RAINES
 Records 64 W. Randolph, Chicago

It's Beautiful! It's Wonderful!
 That's what everybody says about the new Cardinal record
 No. 1031 (ASCAP)
Dr. Insko's "In the Twilight Rays" • "Love's Sweet Story"
 Played on all stations in United States and Canada.
 On 200 Juke Boxes in K. C.
 Played Everywhere Live Music Is Played in K. C.
 and on Thousands of Juke Boxes From Coast to Coast.
 If your record dealer doesn't have it, order from Jenkins Music Co., Kansas City, Mo.

VOX JOX

By JUNE BUNDY

DEEJAYS FOR D. R.: Local Manhattan deejays are staging a special dinner at Le Cupidon nitery Sunday (20) to raise money for the Dano-Runyon Cancer Fund. The jocks are peddling tickets to publishers, artists and record company staffers in the trade (at \$12.50 per) for the affair, which will feature service provided by the jockeys themselves costumed as waiters, bus boys, doormen, etc. Jack (Milkman's Matinee) Lazare, WNEW, is chairman. Other deejays participating include Jerry Marshall, WNEW; Jack Lacy, WINS; Alan Freed, WINS; Ed Stokes, WMGM; Jim Coy, WRCA; Bill Williams, WNEW; Jack Sterling, WCBS, and Ray Carroll, WMCA.

GAB BAG: Taris ('Tis) Savell writes (commenting upon a recent "Vox Jox" item about the new trend for women to take over the deejay mike), "I'm 24 and program director of WPPA, Pensacola, Fla. Up until a month ago I had an hour semi-classical deejay show, plus two interview shows. My station then changed to country and western and r.&b. That left me out in the cold. However, I hitched up my belt and became known as your country cousin. That's right. I now have an hour Western show, and I believe I'm about the only 'femmy' Western deejay in the area. At first I didn't like it, but fan mail is coming in, the show is sold out, my twang is more twangy and I'm beginning to like it."

Arnie Kuvent, WGAN, Portland, Me., submits the following beef: "My big gripe with record companies concerns time markings on their labels. Most labels have the

have returned to college. . . . Scotty Rhodamer's "Skyline Ballroom" over W W N C, Asheville, N. C., has been increased an extra quarter hour.

Bob (The Deacon) Frazier is the new program director at WBIP, Boonville, Miss. . . . Doug Gross has taken over spinning chores on "Spinners Sanctum" over WCTW, New Castle, Ind., and would like to receive disks and correspond with other deejays across the country. . . . Art King, WBSM, New Bedford, Mass., is back at work after a serious operation. . . . Carroll Deane is the nighttime deejay at WCOU, Lewiston, Me. . . . Eddie Lane, chief engineer at WAEW, Crossville, Tenn., has acquired deejay status as well. . . . Jack Cowden is a newcomer at WTMC, Ocala, Fla. . . . Walter Gibbs recently moved from FGT, Fremont, Neb., to KSWI, Council Bluffs, Ia., where he'll be a jockey and music librarian.

Chuck Lay, promoted to program director post at KYMA, Yuma, Ariz., will still retain his deejay show. . . . Bob Rachlin, WCCC, Hartford, Conn., has taken his usual fall hiatus to Yale, but will continue on at WCCC on a weekend basis. . . . Roy Rabbit has hopped over to WTPS, New Orleans. . . . New deejay at WLAY, Tri-Cities, Ala., is Jerry Thompson. . . . Michael Whorf, WOCB, West Yarmouth, Mass., is piloting a new Saturday afternoon jazz show. . . . Van Vander Ark has left WGEZ, Beloit, Wis., to join WJON, St. Cloud, Minn. . . . Frank Joyce has been pacted by KOB, Albuquerque, N. M., to conduct a country and western show.

Chuck Mefford is out of the Army and doing the 6 to 8 a.m. stint over WKMI, Kalamazoo, Mich. . . . Jim Jones is now spinning platters 25 hours a week over WTIM, Taylorville, Ill. . . . Tom Jones, meanwhile, has left WFRX, West Frankfort, Ill., to study radio-TV at the University of Illinois. . . . Gary Lester has started a daily 2 to 4 p.m. show over WVNJ, Newark, N. J. . . . Bill Clark is piloting a new Saturday night show over KRGV, Wesslaco, Tex. . . . J. Livingood is leaving KVOG, Ogden, Utah, to enter the Army for two years, while another

KVOG jock, Sam Stephens, is moving over to KLO, same city.

David Potts has extended his "Moonlight Serenade" show over WKOP, Binghamton, N. Y., another hour and is now heard from 9 p.m. to midnight. . . . Curt Bradley is back at WMX, Mt. Vernon, Ill., after a brief fling in TV. . . . Bill Walker was recently tagged music director of WGH, Newport News. . . . Jack Thayer is switching from WTCN, Minneapolis, to KEYD (both radio and TV) same city. . . . Don Mullally, ex-WTWN staffer, St. Johnsbury, Vt., has joined WWSC, Glens Falls, N. Y.

Frank Sweeney, formerly with WICH, Norwich, Conn., has taken over the "Night Club" show over WPOR, Portland, Me. . . . Jim Martin, WTBO, Cumberland, Md., has taken over reins on the station's afternoon show, in addition to his regular morning airt. . . . Curtis Palmer has replaced George Gregg at KCOG, Centerville, Ia. . . . Earl Sadlon and Jim Yates, WBUT, Butler, Pa., have started a new night program from 7:30 to 9 p.m., which features more talk than music. . . . Night deejay Bill Richards has left WBAT, Marion, Ind., to go into television in Mobile, Ala. . . . Jack Brooks, WCCC, Hartford, Conn., has launched a new morning program, which he describes as "an early morning program for people who hate early morning programs."

Dave Kiernan, WNH C, New Haven, Conn., is starting a Saturday jazz show. . . . Louis Gutenburger has taken over "Spinner Sanctum" on KSTT, Davenport, Ia. . . . After three years with WTIH, New Orleans, Les Stein has gone over to WJBW, same city, to pilot two daily disk shows. . . . Sammy Walk has joined KEAN, Brownwood, Tex. . . . Bill Craig's new show over WHAP, Hopewell, Va., is titled "Hit Kit" and features 10 top tunes each day culled from The Billboard charts. . . . Morris Reichley, Wichita, Kan., had added another two-hour show, "Starlite Special," from 8 to 10 p.m.

Kyle Green, WMAK, Nashville, writes that WMAK has "gone to a" (Continued on page 44)

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard NOVEMBER 17, 1945:

1. It's Been a Long, Long Time
2. Till the End of Time
3. I'll Buy That Dream
4. That's for Me
5. It Might as Well Be Spring
6. Chickery Chick
7. On the Atchison, Topeka and Sante Fe
8. Along the Navajo Trail
9. I Can't Begin to Tell You
10. It's Only a Paper Moon
11. If I Loved You
12. (Did You Ever Get That Feeling) In the Moonlight
13. Waitin' for the Train to Come In
14. Love Letters
15. I'm Gonna Love That Guy

NOVEMBER 18, 1950:

1. Harbor Lights
2. All My Love
3. Nevertheless
4. Goodnight, Irene
5. Thinking of You
6. Bushel and a Peck, A
7. Mona Lisa
8. La Vie En Rose
9. An Orange-Colored Sky
10. Can Anyone Explain?

time of the record printed on them in quite small type and very often incorrectly. I also think the date the tune was recorded should also appear on the label."

CHANGE OF THEME: Arch Harrison, WFVA, Fredericksburg, Va., has started a new weekly nighttime modern jazz show, making extensive use of jazz LP's and local collections. He's also shaping up a serious music show, which he says "answers a crying need for something better than 'Rock Around the Bible,' or something. . . . Dick Smith has moved into the morning seg at WORC, Worcester, Mass., and Paul D. Coss is now doing a rightly five-and-a-half-hour request show. . . . Wayne Nation and Lee Voss have replaced Bill Moll and Frank Waltrip at KSMI, Sikeston, Mo. The latter pair

Today's **TOP TUNES**

**The Low-Cost
Dealer Profit-Service!**

Here's the inexpensive, easy-to-use personalized promotion sheet that's made to order for more dealer sales. Printed as a 4-page folder (7x8 1/2 per page), it carries The Billboard HONOR ROLL OF HITS to 35 places with the best-selling records of each tune.

Also shows hit R & B and C & W records with the top classical and packaged albums as well. Today's Top Tunes carries The Billboard's famous Pop Charts right to your customer's pocketbook, building more sales and profits for you.

With your store name, address and phone number imprinted free, Today's Top Tunes becomes your good-will ambassador or counter give-away item.



SPECIAL LOW RATES—MAIL YOUR ORDER TODAY

The Billboard • Today's Top Tunes Dept. 937
 2160 Patterson St., Cincinnati 22, Ohio

Please print and mail Today's Top Tunes as follows:

- 1 week trial Twice a month 50 copies..\$1 250 copies.\$3.50
 Weekly Monthly 100 copies..\$2 500 copies.\$5.50

Store name, address and phone printed as shows:

Name _____ (please print)
 Address _____
 City and State _____
 Phone _____ Ordered by _____

With profound sorrow we offer
our warmest sympathy to the family of

Jerry Ross

Frank Music Corp.

DEALERS • OPERATORS • EXPORTERS

Get Acquainted With the Most Efficient

ONE STOP RECORD SERVICE

in the Country

WE CAN SUPPLY ALL YOUR RECORD REQUIREMENTS—ALL SPEEDS—ALL LABELS AT WHOLESALE COST PLUS SMALL SERVICE CHARGE. ALSO FREE TITLE STRIPS.

WE GUARANTEE:

- BEST PRICES
- FASTEST SERVICE
- MOST COMPLETE FILLING OF ORDERS

TRY US AND BE CONVINCED

All shipments C.O.D. Token deposit required with first order.

TOWN HALL RECORD SERVICE

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

SAVE MONEY

ORDER YOUR BILLBOARD SUBSCRIPTION TODAY



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one full year (52 issues). I enclose \$10 payment (saves \$3 on single copy rates).

payment enclosed bill me 933

Name _____

Occupation or title _____

Company _____

Address _____

City _____ Zone _____ State _____

A Must for Your Christmas Stock

"CHRISTMAS KISSES" b/w "SEASON'S GREETINGS"

Recorded on both Greenbrier 45-11314, Skyway 45-109

By **GEORGE CARDINI and Lou Stein Orchestra**

Order through your distributor or

GREENBRIER RECORDING CO., INC. and **SKYWAY RECORDS**

White Sulphur Springs, W. Va. Los Angeles, California

MONTILLA

proudly presents

MUSIC from SPAIN

ZARZUELAS FLAMENCOS

BULL FIGHT MUSIC MOOD MUSIC

Recorded in Madrid by Spain's greatest artists on HIGH FIDELITY recordings. Territories open for distributors. Catalog sent free on request.

MONTILLA RECORDS, INC.

145 West 50th St., New York 19, N. Y.

MUSIC from SPAIN

ZARZUELAS FLAMENCOS

BULL FIGHT MUSIC MOOD MUSIC

Recorded in Madrid by Spain's greatest artists on HIGH FIDELITY recordings. Territories open for distributors. Catalog sent free on request.

MONTILLA RECORDS, INC.

145 West 50th St., New York 19, N. Y.

COLUMBIA RECORDS



everything for complete Listening Pleasure

RECORDS • PHONOGRAPHS • NEEDLES

"Columbia," Trade Mark Reg. U. S. Pat. Off. Marcas Registradas

RECORD PRESSINGS

Shellac—Vinylite—Flex

78 RPM—45—33 1/2

Test Pressings Free

Small or Large Quantity, Labels—Processing—Masters

SONG CRAFT, INC.

1450 Broadway New York 19, N. Y.

HIGH FIDELITY

This Year's Hi-Fi Microgroove Sensation

THURSTON KNUDSON'S ALIBI FOR DRUMS

Orchestra under the direction of

FRANK WORTH

Exciting—Different—Exotic TT2256

TEMPO RECORD CO. OF AMERICA

8540 Sunset Boulevard, Hollywood 14, California

GIVE TO DAMON RUNYON CANCER FUND

The Billboard Music Popularity Charts

POPULAR RECORDS

• Review Spotlight on . . .

RECORDS

FRANK SINATRA . . . Capitol 3290 **WEEP THEY WILL 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 typically smooth and tender style with a great ork backing. The flip is the cute, bouncy title tune from the pic in which Sinatra is starred. Both sides spell big loot and should break fast.

DEAN MARTIN . . . Capitol 3295 **MEMORIES ARE MADE OF THIS**

Martin shines thru on a tricky arrangement with rhythm from guitar, 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 oriental type backing.

TUNE

YOU'LL ALWAYS BE MINE (Hamblen, BMI)

This fine new tune has a grand folkish flavor and a very distinct resemblance to "Good Night Irene." The melody is the kind that can stick for a long time and is likely to be heard consistently on various disks. Hamblen, who is the writer and publisher, has come up with a sweet and lilting version (RCA Victor 6333).

NOVELTY

DON CHARLES AND HIS SINGING DOGS **DOLLY'S OH, SUSANNA** (Springfield, BMI)

Medley: Pearl's Jingle Bells, King's Three Blind Mice, Caesar's Pat-a-Cake (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 chorus of barking dogs, including basso and coloratura, who have a great knack for barking out a tune on and off key. A natural all the way for jockeys and the kiddie set.

• Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

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

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

ROGER WILLIAMS
Wanting You **80**

KAPP 127 — The Hammerstein-Romberg standard presented in the concerto style of the recent Williams hit, "Autumn Leaves." It is lush and pretty, and has a ready-made market. (Harms, ASCAP)

Night Wind **78**
A Williams original that features intricate finger work a la "Flight of the Bumblebee." This fast and furious virtuoso display will inspire considerable deejay interest. (Garland, ASCAP)

CONNIE FRANCIS
My Treasure **80**

M-G-M 12122 — Ditty with a country weeper flavor was showcased strongly on a week-long TV soap opera and could have stirred considerable demand. Connie Francis warbles it (multi-dub) with fresh youthfulness. Bears watching. It could step out. (Songsmiths, ASCAP)

Are You Satisfied? **74**
Gimmicky ballad, which has been showing all-market strength in a Sheb Wooley original waxing, is sung ably by the thrush here. Should earn spins. (Cordial, ASCAP)

THE AMES BROTHERS
My Love, Your Love **80**

VICTOR 6323—This side is a waltz with a better than usual lyric. The excellent Ames' vocal gets fine backing. (Zodiac, BMI)

The Next Time It Happens **79**
From the Hammerstein-Rodgers musical "Pipe Dream" comes the tune, and it is a beautiful ballad, well chanted. (Chappell, ASCAP)

NORMAN LUBOFF CHOIR
Arriverderci Roma **76**

COLUMBIA 40604—This is a well-arranged version of the pop tune with nice voicing and suitable Neapolitan mandolin sound. Due to heavy number of entries on the tune, the flip has the better chance.

Sweet Lorena **74**
Fresh, polished vocal treatment is applied here to a pretty folkish tune. Comes under the heading of sweet, listenable stuff. Jockeys will like.

MAHALIA JACKSON
You're Not Living in Vain **76**

COLUMBIA 40610—The great spiritual voice delivers a warm and effective preaching on how to live a worthwhile life. The singer sounds fine in this pop showcasing.

The Lord Is a Busy Man **75**
The old-recorded new pop tune with the spiritual flavor is delivered in exciting fashion by the golden pipes. This one stacks up well with all the competitors. (BMI & Range, BMI)

LAFAWN PAUL
Where Does a Broken Heart Go? **76**

ABBOTT 3013—The chantress does a fine reading of this tender country ballad. Side is full of warmth and dignity. Watch it. (Dandelion, BMI)

Sundown **74**
LaFawn Paul, who stirred up action with "Learning to Love," does a blues-ballad here with warmth and style. (Trinity, BMI)

TONY BENNETT
Afraid of the Dark **78**

COLUMBIA 40598 — A swiny vocal treatment of an attractive ballad with a catchy beat and effective lyrics. (Hill & Range, BMI)

Come Next Spring **77**
Tony Bennett warbles a truly lovely ballad by Max Steiner (from the forthcoming movie of the same title) with sincerity and sensitivity. (Frank, ASCAP)

ANNETTE WARREN
Tame Me **77**

ABC-PARAMOUNT 9657 — A smartly made record in which the thrush milks a sexy piece of material of the Eartha Kitt ilk. Merits spins and could sell. (Gold, ASCAP)

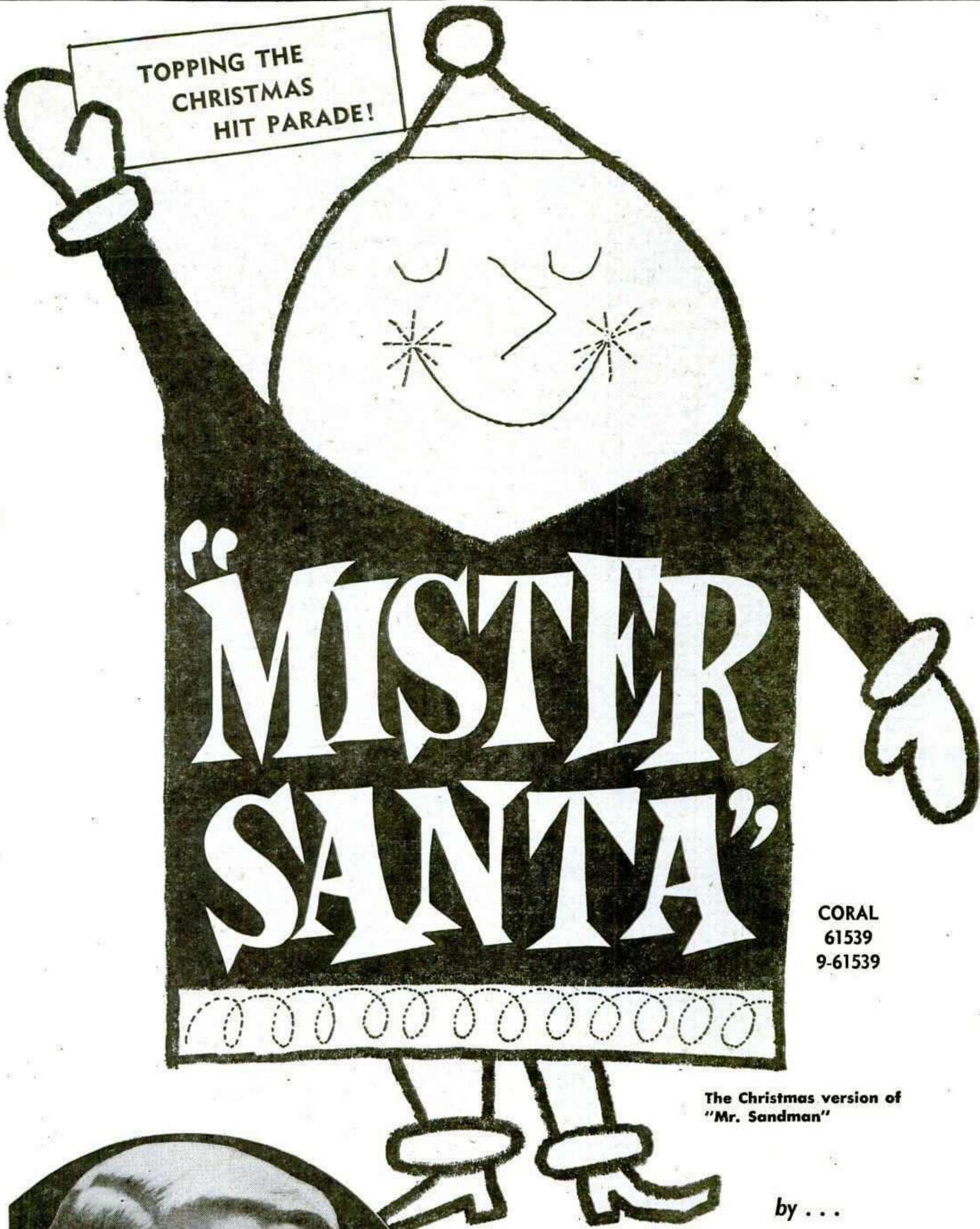
Circle **76**
Another strong selling job, this time on a commercial ballad item. Two good sides. (Gold, ASCAP)

PAUL WESTON ORK
Memories of You **77**

COLUMBIA 40605—Weston has revived the Sonny Dunham trumpet sound via a dubbing here to create a pleasant and perhaps the most nostalgic of the several versions of the tune now out. Smooth, danceable wax.

The Naked Sea **72**
Smooth, relaxing Weston strings take off on a lilting set of mood sounds. Good "late night" jockey material.

(Continued on page 44)



"MISTER SANTA"

CORAL
61539
9-61539

The Christmas version of
"Mr. Sandman"

by . . .

Dorothy Collins

Order Now from your Coral distributor



Christmas
THE BIG HITS
ARE ON...

CORAL RECORDS
America's Fastest Growing Record Company
(A subsidiary of DECCA RECORDS, INC.)

COMING TO NEW YORK?

Stay at this modern 25-story hotel. All rooms outside exposure. Large, beautifully furnished rooms with kitchenette, private bath, from \$5.50 daily. Two room suites from \$8.50



Broadway at 75th St., New York Oscar Winzrob, Managing Director

Just Released

BARRY FRANK singing "NICOLASA"

"In the Hall of the Cha-Cha King" and S. BOLIVAR'S Orchestra playing "SHY"

"MERENGUE HOLIDAY"

SEECO DIST. CORP. 39 West 60th St., New York 23, N. Y. SEECO, the Major Latin-American Label

A Real Buy! V-M 155 by Voice of Music

Essex RECORDS THE LABEL WITH A FUTURE... 3208 So. 84th St. Philadelphia 42, Penna.

DOING GREAT NOTHIN' TO DO Archie Bleyer 1279 cadence RECORDS

TRUE HIGH FIDELITY LONDON RECORDS

SEMI-FLEX 10" or 45 RECORDS PRESSED-15c-INCLUDING labels, carton sleeves, etc. Write for full particulars BEST PRESSING DEAL ANYWHERE ROYAL PLASTICS CORP. 1540 Brewster Ave., Cincinnati 7, Ohio

GIVE TO DAMON RUNYON CANCER FUND

The Billboard Music Popularity Charts

POPULAR RECORDS

Reviews of New Pop Records

Continued from page 42

ELLA FITZGERALD My One and Only Love...76 DECCA 29746—To Fitzgerald fans, this side will serve as conclusive proof that their gal can sing a ballad better than anybody. They may win others over to that point of view easily. Should get plenty of play. (Sherwin, ASCAP)

EDITH LANZA Two Little Angels...76 BARCLAY 1305—Combining with chorus and large orchestra, the singer makes quite a production out of this handsome material. They strive for a grand effect and come close to making it. (Kohn, ASCAP)

HUGO WINTERHALTER ORK Memories of You...76 VICTOR 6339—Another entry in the revival of the tune featured in the "Benny Goodman Story" pic and this one, with flowing strings and stylish group vocal efforts should get its share of attention. (Shapiro-Bernstein, ASCAP)

Autumn Rhapsody...73 There's a moody, melancholy flavor to this pretty rendition. Lush strings and easy, lilting vocal by Sally Sweetland make it a swell mood entry. (Sunbeam, BMI)

RUSTY DRAPER Are You Satisfied?...76 MERCURY 70757—The rock 'n roll type tune gets an easy, pleasant pop reading with nice backing by gal vocal group. Draper fans will help the side hold its own with the competition. (Cordial, BMI)

BOB MANNING Beggar or King...75 CAPITOL 3286—A ballad plea with philosophical overtones is rendered with maximum effectiveness by the fine warbler. His big jockey following should go for this. (Jungnickel, ASCAP)

MORTON GOULD ORK The Surrey With the Fringe on Top...74 VICTOR 6324—Smart instrumental arrangement of the great standard. Fine item for deejay programming.

SHIRLEY HARMER Please Hurry Home...74 M-G-M 12121—Plaintive pleader is sung with gobs of feeling by the warm-voiced thrush. A tender job that many will appreciate. Fiddles in the backing help set the sentimental mood. (Moonlight, BMI)

MARIO LANZA Ave Maria...74 VICTOR 6334—The Schubert "Ave Maria" gets a reverent and meaningful reading. The loyal element will undoubtedly want it. Should get jockey attention in the coming holiday period. (PD)

LOUIS ARMSTRONG Mack the Knife...74 COLUMBIA 40587—Trick lyrics sell this tune from Weill's "Three Penny Opera." The Stach comes thru in the usual great style with his own blowing dubbed in behind the singing. (Harms, ASCAP)

DICK HYMAN TRIO Rockin' the Boogie...73 M-G-M 12125—Hyman offers two minutes plus of rhythmic eight-to-the-bar material here. A good beat thru-out is helped along by swingin' bass and drums. (Crownwell, ASCAP)

CATHY RYAN Come Home...73 KING 4848—Another cover on the Bubber Johnson r.&b. disk, with Miss Ryan piping the ballad with feeling and heart. (Jay & Cee, BMI)

JOHN LAURENZ Always You (Sempre Tu)...73 JUBILEE 5224—Pleasant, Latin-style tune gets a warm warble by Laurenz. With push this might enjoy a ride. (Lowell, BMI)

BACK BAY GANG Party Party...73 "X" 0174—A noisy novelty with catchy rain, most appropriate to the coming holiday season. Should have good performance value for the pubber, as jocks will find use for it. (GB, BMI)

TRIO SHMEED Yodel Cha Cha...72 ABC-PARAMOUNT 9660—A cute and contagious combination of idioms here, this should attract some attention. (Maple Leaf, BMI)

BUNNY PAUL Who Am I Foolin'?...72 CAPITOL 3288—This is a weeper in the pop vein sung with suitable emotion by Miss Paul. (Malabar, BMI)

DANNY KAYE They'll Never Out-Fox the Fox...71 DECCA 29726—A piece of special material from Kaye's pic, "The Court Jester," this is unlikely to mean too much as general merchandise. (Decca, ASCAP)

RAY GALLET Five Foot Two, Eyes of Blue...71 MERCURY 70730—The swingy old timer gets bright cornball treatment by the instrumental group, including banjo, accordion, tinny drums or washboard, etc. May get some juke play. (Feist, ASCAP)

THE LAURIE SISTERS The Lord Is a Busy Man...71 MERCURY 70751—The Laurie Sisters offer their version of the new tune with plenty of spark but competition in other quarters looks tough. (Hill & Range, BMI)

FRED DARIAN Magic Voodoo Moon...70 ACAMA 112—Darian projects the yearning emotion of this unusual material with great success. The eric orchestra, with its exotic drum beat, adds considerable interest. (Acama, BMI)

ANDRE KOSTELANETZ ORK Nocturne...70 COLUMBIA 50091—The familiar Borodin melody is sung elegantly by the Kostelanetz strings. Deejays could tone up their programs with this one. (Boosey & Hawkes, ASCAP)

VAL VALENTE With All My Heart...69 COLUMBIA 40593—Valente sobs out an appealing ballad in his throbbing legit tenor style and with plenty of schmaltz. (Hawthorne, ASCAP)

BILL GALLUS Sometime...69 M-G-M 12124—Warm and resonant chanting by the big-voiced baritone. He does well by the soaring, romantic ballad. (Ferrer, BMI)

TONY THOMAS AND THE MELODEERS Say You Care...65 CAPRI 777—Thomas and the Melodeers aren't always in tune, and their performances are on the amateurish side, but that may be the gimmick, since the label carefully points out that the vocal group is made up of "teen-agers under 19." Jockeys with teen-age programs may spin. Sometimes I'm Happy...65 Same comment.

ALLEN SWIFT Johnny Podres Has a Halo 'Round His Head...63 JUBILEE 5222—Swift concocts a fanciful myth to explain the brilliant performance of Podres in the last game of the World Series. Baseball fans might get a small charge out of this novelty. (Allen, ASCAP)

WENDELL TRACY ORK Dance of the Elephants...63 RESERVE 101—More for listening than dancing, this instrumental novelty is awarded a slick and interesting performance by the ork. Some deejay program possibilities here. (Reserve, BMI)

CLAUDE GORDON ORK Who's Sorry Now?...62 ACCENT 1029—A steady beat for dancers and a good brass sound by the ork. Okay dance platter which could move some if it were exposed. (Mills, ASCAP)

Reviews of New Pop-Christmas Records

EARTHA KITT Nothin' for Christmas...82 VICTOR 6319—This is the best record Eartha Kitt has had in many a side. It's a switch on her hit, "Santa Baby," with the gal getting "nothin'" for Christmas this time, because she wasn't a bad girl. Clever lyrics (one of several versions on the tune) and a showmanly vocal make this platter one to watch. (Jungnickel, ASCAP)

STAN FREDBERG Nuttin' for Christmas...82 CAPITOL 3280—The much-recorded, promising new Christmas novelty gets a zany (Jerry Lewis type) reading with a special Fredberg twist. Figures to be a big one. (Jungnickel, ASCAP)

RICKY ZAHND Something Barked on Christmas Morning...80 COLUMBIA 40576—The newest and one of the freshest tunes for the kiddie Christmas market. It's all

Continued from page 40

straight pop programming schedule, and initial acceptance is terrific. . . . Jim Mahoney has signed with KGGM, Albuquerque, N. M., to pilot its late night show, "Here's Music." . . . The new "Tops" show over WOKE, Oak Ridge, Tenn., is emceed by Ray Hooper, formerly with WHBT, Harriman, Tenn. . . . Penn Scott has started a new show, "The Top 20 Club," over WTLS, Tallahassee, Ala. The program features the top 20 disks, and requests can only be made if listeners belong to the club. A master sheet, listing the names and card numbers of members, is kept at the station, so that members can call and request a number by giving their membership card numerals. . . . Bill Shaw, ex-spinner at KSO, Des Moines, has moved to WHFB, Benton Harbor, Mich.

Bob Barrett is moving from WATO, Oak Ridge, Tenn., to WVOT, at the University of Tenn. . . . Dick Gallette, WLCR, Torrington, Conn., has taken over the "Wax Works" across the board. . . . Sid (Mustache) Dickler, WMCK and WAKU, Pitts-

about a new little Christmas pup and the tune has "a simple, easy-to-remember melody. This one has a real chance with its down-to-earth, all-family quality.

Nuttin' for Christmas...78 Young Mr. Zahnd and the Blue Jeaners get into the "Nuttin'" act with their own cute version. Help from the kid group makes it differ from others but there's a flock of entries battling for the coin. (Jungnickel, ASCAP)

FRANKIE LAINE AND THE FOUR LADS I Heard the Angels Singing...79 COLUMBIA 40600—Laine and the Lads belt out a rousing, shouting, revival type opus about the Bethlehem events. Has a great holiday appeal and should draw a healthy share of attention. (Maple Leaf, BMI)

JIMMY BOYD A Kiss for Christmas...77 COLUMBIA 40601—The lad is growing up, and he'd like something warmer than a toy. This is a smartly put together ditty, and it could easily grab off plenty of deejay attention. Sales ought to be good, too. (Roncom, ASCAP)

Reindeer Rock...74 A sure sign of the times. They're all (reindeers and Santa, too) rocking in the current rhythmic vogue. Boyd does his best with this opus, and jockeys will probably hand it lots of spins. (E. E. Marks, BMI)

LOU MONTE Italian Jingle Bells...77 VICTOR 6320—Monte applies his Italian lyric gimmick to the traditional tune with amusing results. Jockeys, desperate for something new in the way of Christmas wax, will undoubtedly welcome this one. Spirited performance by Monte. (Hill & Range, BMI)

JOE WARD Nuttin' for Christmas...76 KING 4854—A strictly solo version of the tune is heard to the accompaniment of suitably Christmasy bell sounds. Should hold its own with the rest. Ward is a talented youngster. (Jungnickel, ASCAP)

LOUIS ARMSTRONG Christmas in New Orleans...76 DECCA 29710—Satchmo makes like a Dixieland Santa Claus here, handling a tasty vocal and then riffing a chorus on trumpet in Creole style. Armstrong collectors will flip over this. (Regent, BMI)

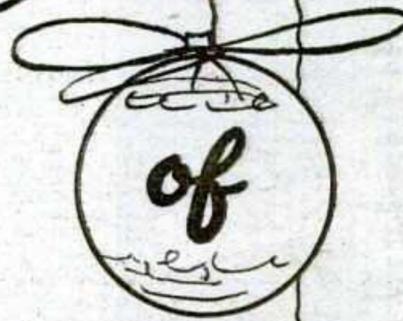
CHET ATKINS Jingle Bells...75 VICTOR 6314—A sparkling guitar rendition that should get attention in pop and in c.&w. circles. Christmas Carols...75 Beautiful guitar soloing by Atkins on a full medley of familiar carols, sometimes with an almost carillon

(Continued on page 46)

VOX JOX

burgh, is doing two daily shows and has added a Saturday evening stint from Jerry Donovan's terrace room. . . . Gordie Baker, WSPR, Springfield, Mass., has taken on the 3:30 to 6:30 p.m., and 10:15 p.m. to midnight shows across the board. . . . Walt Martin has teed off a new two-hour show after WBIR, Knoxville. . . . After almost a full year on the swing shift (4 p.m. to midnight) Dan Anderson, WLWL, Minneapolis, started "seein' the light of day" last month when he began a new new 10 a.m. to noon program and another 2 p.m. to 4 p.m. seg last month.

Jumpin' Jack Magoo (McGeean) has returned to KEYZ, Williston, N. D., after a year's absence. He's steering the station's "Early Risers Club." . . . Starting November 14, WHAK, Rogers City, Mich., is starting an "entirely different kind of radio day," teeing off with the "Chuck and Bob" show, followed by farm, home and sports news, a classical record hour, a polka barn dance and a music-poetry show.



Gene Autry

-with-

'MERRY
CHRISTMAS
WALTZ'

★ 'ROUND, ROUND
★ THE
★ CHRISTMAS
★ TREE'
★
★
★

(Golden West Melodies, Inc.)
BMI

(Fairway Music Corp.)
BMI

40589



SMASH!

- in -

NEW ORLEANS

CLEVELAND

CHARLOTTE

ST. LOUIS

BOSTON

N.Y.

L.A.

WITCHCRAFT

#5366

THE SPIDERS

Imperial Records

6425 Hollywood Blvd.
Hollywood 28, Calif.

Reviews and Ratings of New Popular Albums

Continued from page 22

songs here, half of them in French. His performance is wistful and energetic by turns, and it all adds up to an agreeable package. Included are "Fleur Bleue," "Have You Met Miss Jones," "Holding Hands," etc. The back cover has an amusing set of line drawings by the singer, by way of illustrating each of the songs.

TODAY'S HITS70
Jack Haskell, Jose Melis Trio (1-EP)
Camden CAE 305

The tunes in this 79-cent bargain EP are "Moments to Remember," "Surrey With the Fringe on Top," "Someone You Love," and "You Are My Love." The selection is currently hot, except for "Surrey," which, however, figures to get a ride with the Oklahoma! flick. The production is modest, but competent. Where the clientele is price-conscious, this should do well, but many may buy just because they like the intimate stylings by the talented Haskell and Melis.

Reviews of New Pop-Christmas Records

Continued from page 44

flavor. It's different and should be a money maker.

THE DENNIS JAMES ROYS AND GIRLS74

Jingle Bells74
KAPP 126—A smoothly harmonized version of the holiday favorite by mixed adult chorus. The tinkling sleigh bells and peppy banjo in the background keep the sound fresh and spirits high.

Let's All Sing a Song for Christmas...73
From the album of the same name comes another merry Christmas tune that makes an effective piece of programming for deejays around the holidays. (Garland, ASCAP)

THE SPORTSMEN74

The Only Thing I Want for Christmas74
KEY 507—Tender Christmas ballad, this, sung with great warmth by the group and backed appropriately. May be on the quiet side, as compared to the flip, but it should do well on the air and in stores. (Remick, ASCAP)
Reindeer Rock...69
They're all rockin', including Donner, Blitzen and his horned confreres. It probably was to be expected—this type of material—and it could get some action. The Sportsmen do a good job.

TONY MARTIN73

Christmas in America73
VICTOR 6317 — This International-styled Christmas disk is somewhat contrived, but should get its share of jockey play. This side contrasts the joys of a U. S. Yule with those of other lands. Needless to say which country comes out on top. Okay vocal by Martin. (Cahn, ASCAP)
Christmas in Rio...72
A tribute to a Brazilian December 25, with Martin and vocal chorus singing attractively in Latin-American rhythm about a Yule season under the Rio sun. Should get some jockey spins on strength of Martin's popularity. (The Hub, ASCAP)

ED PENNEY73

What Is Christmas?73
DECCA 29727 — The deejay from Boston answers the questions as he talks to his little boy. The moving spoken words are backed by a male quartet humming "Silent Night," and the little boy's Christmas prayer is heard, too. (Hill & Range, BMI)

FRANK DAVINO CHORUS68

Lonely Old Shepherd...68
This is an expressive choral reading of a carol-type offering. Flip, however, has more appeal. (Avas, BMI)

GAYLA PEEVE72

77 Santas72
COLUMBIA 40602—Bright little opus about all the Santas around at holiday time is sung cheerfully by the young thrush. Will get some spins and sales. (Mutual, ASCAP)
Rubberlegs
(The Knock-Kneed Monkey)...71
Cute ditty, this, for kiddies. It's another musical attempt to establish a salable character. It may have some success. (Harman, ASCAP)

GEORGE BEVERLY SHEA72

Christmas, Christmas72
VICTOR 6315—Simple but sincere hymn is awarded a reading full of warm feeling by the high ranking sacred chanter. Many of his followers will want this etching. (Hill & Range, BMI)
Sleep Precious Babe...70
Religious-styled ballad about the Christ child is sung with great restraint by Shea. (Plymouth, ASCAP)

JOE LOCO QUINTET72

Rudolph, the Red-Nosed Reindeer72
COLUMBIA 40599 — The most famous reindeer of all gets a new dressing here. This time it's in the Latin groove. Good for its novelty value, tho it won't impress the kiddies. (St. Nicholas, ASCAP)
White Christmas...70
Playing the famous old standard in a seductive Latin rhythm showcase seems something of a travesty. Little market for this one. (Berlin, ASCAP)

SYLVIA SYMS SINGS70

(1-12")
Decca DL 8188
This 12-inch collection of tunes follows closely the recent release of a 10-inch version. Altho the material is a new selection, the type is the same—the more sophisticated love songs, both bitter and sweet, of composers like Arthur Schwartz, Kurt Weill, Harold Arlen and Cole Porter. This is the stuff that appeals to the intimate set in the rooms where candles and soft blue lights are the order of the evening. Miss Syms delivers in a rich, low-pitched, haunting type of voice and the ork that backs has a great respect for her talent. In its class it should rate well.

RARE WINE68

Shannon Bolin (1-12")
Vanguard VRS 9003
Yes, this is the same Shannon Bolin who appears as the slightly middle-aged Meg in the current stem hit, "Damn Yankees." But otherwise it's a new Miss Bolin who puts down on wax some of the favorite offerings of the Cafe Society clique. The gal shows a very distinct appreciation for the fine lyric as she sings her way thru the disk in sincere, yet simple style. It's a great selection of material offered with taste and skill.

THE SPIRIT OF CHRISTMAS79

De Paur Chorus; Leonard De Paur, Cond. (1-12")
Columbia CL 725
The top-notch choir is heard in a holiday program of great popular appeal. Among the nine Christmas selections are such perennials as "White Christmas"; "God Rest Ye Merry, Gentlemen"; "Silent Night," etc. Flip of the LP holds a program of sacred items including "Ave Maria," "The Lord's Prayer," "Rejoice Ye Pure in Heart," among others. Strong Christmas merchandise, this.

CHRISTMAS SONGS76

Obernkirchen Children's Choir; Edith Moller, Director (1-12")
Angel ANG 65021
First organized in 1950 for fund-raising purposes in Germany, a series of events have combined to bring this group of 30 girls and six boys to prominence thruout Europe and the U. S. They have the old-worldness of the Trapp Singers, yet with a touching child-like charm and clarity of tone matched by no other group. The carols—13 of them—were recorded in Germany earlier this year. Several, "Adeste Fideles"; "God Rest Ye Merry, Gentlemen"; "Deck the Halls," for example, have a familiar ring, while the majority, tho they have lesser known melodies, have a delightful medieval sound. A pretty package indeed, that includes a photo of part of the group is a Christmassy setting on the liner.

SWEET LITTLE JESUS BOY75

Mahalia Jackson (1-12")
Columbia CL 702
Here's an outstanding Christmas package; in fact, one could not hope for a more apt coupling of artist and material. Mahalia Jackson, outstanding gospel singer, delivers a dozen Christmas songs and spirituals. Included are such standards as "No Room at the Inn," "O Little Town of Bethlehem," Irving Berlin's "White Christmas," etc. The engineering is excellent, and Miss Jackson's performance is outstanding, combining great technical skill with all the emotion inherent in the material. Must inventory for good shops.

FROM THE SOUND TRACK OF "ON THE TWELFTH DAY"70

(1-12")
M-G-M E 3223
One side of this disk is devoted to the sound track music from what appears to be a thoroly charming British film based on the beloved Christmas song, "The 12 Days of Christmas." Without knowledge of the script, it's a bit confusing, but it finally shapes up as a fantasy on the tune, and loaded with Christmas spirit. The flip offers the perennial Canterbury Choir recordings of "Music of Christmas," which, as a 10-inch LP in other years, was an excellent seller. Unless the film gets good circulation and publicity, this package, attractive as it is, will be overlooked.

Jazz

JAZZ STUDIO 4: THE MUSIC OF JACK MILLMAN77

(1-12")
Decca DL 8156
A stimulating presentation of the modern jazz compositions of an outstanding writer, Jack Millman. The wide range of his written work is amply outlined here, and given tremendous interest since each of the 12 compositions included in this album is arranged by a different man. Shorty Rogers, Jimmy Giuffre, Jack Montrose and Pete Rugolo are some of the prominent names. The instrumentalists also vary from item to item, but are taken from the ranks of the West Coast's finest musicians. Most of the music is light and listenable, written with a delicate balance of construction and careful selection of instrumentation. The stature of the arrangers and participating musicians will automatically garner good initial sales.

JAZZ ROMP76

Nat Pierce's Jazzmen (1-12")
Keynote LP 1101
Keynote, one of the more active jazz

TELL & SELL with Beautiful **Poster ADVERTISING** IMMEDIATE SERVICE

LOW PRICES! STAGE DRAUGHTS

ORCHESTRAS TRAVELING SHOWS THEATRICALS BUMPERETTES

Posters INCORPORATED
835 CHERRY ST. - PHILA. 7, PA.
LOMBARD 3-2000
YOUR GREATEST SILENT SALESMAN

24 HOURS SERVICE ON REQUEST
Unsurpassed in Quality at Any Price

Genuine 8" x 10" Glossy Photos

5 1/2¢ In 5,000 lots
EACH 6¢ in 1,000 lots
\$7.99 per 100

Postcards \$23 per 1,000
Copy Negative 8"x10", \$1.25—Postcards, 75¢
Mounted Enlargements (30"x40")..... \$3.85

FULL COLOR POSTCARDS, 3M \$99.50

A Division of JAMES J. KRIEGSMANN
CopHart
165 West 44th St.
New York 19, N. Y.
WE DELIVER WHAT WE ADVERTISE

CLOWN COSTUMES AND ACCESSORIES
Circulars Free

DANCE & CLOWN COSTUMES
For all other occasions

Get in touch with
THE COSTUMER
238 State St. Schenectady, N. Y.

8x10 GLOSSY PHOTOS AS LOW AS 5¢ EACH IN QUANTITY

MAIL GLOSSY PHOTOS IN ALL SIZES • POSTCARDS • BLOW-UPS • BLACK AND WHITE OR BEAUTIFUL NATURAL COLOR—SEE OUR PRICE LIST AND COMPARE BEFORE BUYING ANYWHERE—HIGH QUALITY AND FAST COURTEOUS SERVICE SINCE 1938

SEND FOR NEW PRICE LIST AND FREE SAMPLES TODAY!

MULSON STUDIO
P. O. Box 1941 • BRIDGEPORT, CONN.

WHEN IN BOSTON It's the **HOTEL AVERY**

The Home of Show Folk
Avery & Washington Sts.
Radio in Every Room

SCENERY

Dye Drops, Flat Sets, Cyclorama Draw
Curtains, Operating Equipment.

Schell Scenic Studio
581 S. High Columbus, O.

ACTS WANTED

For Banquets, Conventions, Fraternal Clubs, Night Clubs and Private Club Dates. Please send photos, description, etc. Write, wire, come in.

RAY S. KNEELAND
AMUSEMENT BOOKING SERVICE
75 1/2 West Chippewa St., Buffalo 2, N. Y.
Phone: Washington 7671

Latest Comedy Material for MC's, Magicians, Entertainers, etc. Send for our latest price list of great ORIGINAL gagfiles, monologs, dialogs, parodies, skits, etc. Written by show biz top gagsmen. Or send \$10 for \$50 worth of above. Money back if not satisfied. LAUGHS UNLIMITED, 106 W. 45 St., N. Y., N. Y. JU 2-0373.

ATTENTION, JOBBERS
"MOTHER NATURE IS THE CAUSE OF IT ALL"
"HERE I GO WHERE THE MORNING GLORIES GROW"
Available in sheet music. Published by Blair's Music Pub. Co.—B. M. I.
111 Adelaide Ave. Detroit 7, Mich.

GIVE TO DAMON RUNYON CANCER FUND

indies in the mid-'40's, is back in business with this one, and reverting to its old approach, which is all to the good here. That would mean a real "blowing" session, with a Basie-type rhythm section for support. Arrangements are kept to a minimum, and solos are alternated and divided for the maximum interest and excitement. Artists include Pierce and his Basie-ish piano; Ruby Braff, Doug Mettome, Don Fagerquist and Charlie Wolp on trumpets; Richie Kamuca, tenor; Phil Forest (could be Woods?), alto; Frank Rehak, Billy Byers, trombones; Freddie Green, guitar; Jo Jones or Osie Johnson, drums, etc. The trumpeters, ranging from Braff's swing thru various degrees of modern style, are especially good. Striking-enough cover should help, and this could be a big item if properly exposed.

EDDIE HEYWOOD 74
(1-12")

EmArcy MG 36042
While Heywood's natural habitat is the swank Gotham nitery, the music he purveys is a far cry from background piano tinkling. His style has substance as well as form. In relaxed, lyric readings of standards, as well as in three fine originals, Heywood is a listenable keyboard personality that can be enjoyed by regular pop customers as well as by jazz fans. Rhythm support is rendered by two top-notch sidemen: Wendell Marshall on bass and Jimmy Crawford on drums.

THIS IS JIMMY HAMILTON 66
(1-10")

Urania UJLP 1003
The first solo LP for the long-time Ellington clarinetist is a pleasant, unpretentious program, with an old-fashioned flavor, with no attempt on Hamilton's part to impress the listener with virtuosity or far-out sounds. The arrangements and two of the compositions, "Salute to Charlie Parker" and "Prelude to a Mood," are his own.

England's Top Twenty

Based on cabled reports from England's top music jobbers. American publisher of each tune is listed in parenthesis. Asterisk indicates no American publisher.

- Blue Star—Victoria (Young)
- Man From Laramie—Chappell (Columbia)
- Yellow Rose of Texas—Maddox (Planetary)
- Hey There—Frank (Frank)
- Hernando's Hideaway—Frank (Frank)
- Everywhere—Bron (Mills)
- I'll Come When You Call—Reine (*)
- Every Day of My Life—Robbins (Miller)
- Twenty Tiny Fingers—Day (Hampshire)
- Close the Door—Duchess (Trinity)
- I'll Never Stop Loving You—Robbins (Feist)
- Evermore—Kassner (Piccadilly)
- Go on By—Bluebird (Hamblen)
- Stars Shine in Your Eyes—Maurice (*)
- Dambusters March—Chappell (Chappell)
- Love Me or Leave Me—Prowse (Bregman, Vocco & Conn)
- Learnin' the Blues—Campbell, Connelly (Barton)
- The Banjo's Back in Town—Leeds (World)
- Love Is a Many-Splendored Thing—Robbins (Miller)
- I Wonder—Macmelodies (Sansou)



He's alive ... and you helped

People still die from tuberculosis—this year one American every twenty-seven minutes! Yet the money which you give for Christmas Seals has helped to save thousands of lives. Christmas Seals fight tuberculosis year-round—through education, case finding, patient rehabilitation, and research. Make Christmas Seals a part of your holiday giving, today.



Buy and use **Christmas Seals**

Because of the importance of the above message, this space has been distributed by **(YOUR NAME HERE)**

Hill & Range Sets Exclusive Deals

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

Already set—and now being printed—are folios by 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 is the estimate—of disks featuring Don Charles and his Singing Dogs, billed as a "genuine canine chorus." The dogs, who range vocally from a booming basso to a lyric soprano, actually perform a sort of "Crazy Rover" medley on one side of the disk, backed by a special arrangement of "Oh Susanna."

The recording, which reportedly has become a big hit in England on the Pye label, has been purchased from that diskery by Victor. The waxing was made actually in Sweden, tho you'd never suspect it from the dogs' diction.

"Ain't Human"

Something of a scramble developed along Publishers' Row this week when word leaked out that Victor had picked up some unusual material. The tipsters reportedly told friends. "It ain't human," which turned out to be fairly accurate. At any rate, bidding began even before the facts were known, and the diskery succumbed to an offer for publication rights from Goldie Goldmark, on behalf of Springfield Music, a Broadcast Music, Inc., firm.

Goldmark, in order to assure his BMI performance credits, immediately arranged to have the arrangements transcribed from the disk and copyrighted, with such original titles as "Pearl's Jingle Bells," "King's Three Blind Mice," "Caesar's Pat-a-Cake" and "Dolly's Oh Susanna." Goldie, an old Juilliard man himself, has been working on a special notation system that any dog can read. In fact, by press time, he already had made a tie-in deal with the Ken-L Ration people, wherein purchasers may obtain coupons applicable toward singing lessons for their canine friends.

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

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

Mull Facchine

Continued from page 12
band leaders, and the possible financial aid of the American Federation of Musicians. All proposals, including the appointment of Facchine, will be decided upon by the DOLA board of directors and officers. Election results, disclosing the latter, will be mailed to DOLA members next week, with the deadline for ballots running thru November 15. To date 68 of the 100 eligible voters have returned ballots.

Freddy Martin, secretary of the organization, disclosed that Canadian ballroom operators have indicated their approval of the National Dance Festival Week, and a desire to participate in the promotion.

Atlantic Label

Continued from page 12
several Sparl disks of last year which never received nation-wide distribution on that label. The diskery has taken over artists' contracts with blues singers Frankie Marshall and Garland the Great. The Robins group has broken up, but Atco plans to build a new unit around the lead and bass singers.

*The King!**

FATS DOMINO



Comes up with His Biggest Yet!

POOR ME

#5369

* FAVORITE RECORDS

Position Record Label

1.....AIN'T THAT A SHAME, Fats Domino.....Imperial

* FAVORITE ARTISTS

Position Artist Label

1.....FATS DOMINO.....Imperial

* TRIPLE CROWN AWARD

Imperial Records

6425 Hollywood Blvd., Hollywood, Calif.

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• This Week's Best Buys

IVE KISSED YOU MY LAST TIME (Acuff-Rose, BMI)
LONELY SIDE OF TOWN (Tree, BMI)—Kitty Wells—
 Decca 29728

Undisputed queen of the country market, Miss Wells showed top-notch form in this disk's first 10 days of sale. Nashville, Durham, Atlanta, Dallas, Cincinnati, Buffalo and Chicago were among the areas indicating strong action. Both sides are doing nicely, with neither side clearly on top as yet. A previous Billboard "Spotlight" pick.

DON'T TAKE IT OUT ON ME (Brazos Valley, BMI)
HONEY, HONEY BEE BALL (Brazos Valley, BMI)—
 Hank Thompson—Capitol 3275

All principal country sales areas report a fast take-off on this favorite artist. Disk threatens to make the charts in even less than Thompson's usual time. "Don't Take It Out on Me" is definitely the leading side but 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 1272
 Work warbles with warm sincerity on this appealing romantic pleader. The side should grab off plenty of jockey spins and could be another big one for Work. Flip is "When She Said You All" (Hill & Range, BMI).

TALENT

DAVE RICH

I Forgot (Valley, BMI)
I Think I'm Gonna Die (Tree, BMI)—Victor 6327.
 Here's an interesting new vocal talent with one of the laziest longest draws in the field. Rich warbles the humorous novelty, "I Forgot," with relaxed showmanship, and his unique drawn-out vocal style is equally effective on the appealing weeper, "I Think I'm Gonna Die."

SACRED

T. TOMMY

Lookin' for a City (Stamps-Baxter, SESAC)—Mercury 70744.
 T. Tommy contributes a rich-baritone and a lively reading on a great old gospel tune, which should make a good catalog item for some time to come. Flip is "Help Me Lord" (Acuff-Rose, BMI).

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 waxing of the song by Pete Pike (Coral 61522) backed by "An 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.....80
 FABOR 130 — This side by Miss Wright is really powerful. Lyric tells a story of a love triangle, and it cannot fail to attract attention. Likely to take off. (American, BMI)
Please Leave My Darlin' Alone.....77
 Miss Wright does right well with this weeper. Material is strong too. Side will get action. (American, BMI)

ELTON BRITT
Uranium Fever.....80
 VICTOR 6325 — Britt (a uranium prospector in real life) warbles a

topical ditty about the modern 49'ers out West. A bright, happy vocal treatment of a bouncy tune, with infectious pacing and highly effective lyrics. A big promotional push on the side should hypo plays. (Trinity, BMI)

St. James Avenue.....73
 A catchy up-tempo version of the old "St. James Infirmary Blues" with new lyrics (e.g., no corpse). Britt warbles and yodels up a storm, and the side should get considerable play. (Trinity, BMI)

JIMMY DEAN
Find 'Em, Fool 'Em and Leave 'Em Alone.....80
 MERCURY 70745—Dean has one of his most powerful entries to date in this rousing, up-tempo item. The clever lyrics, the twin fiddle obbligato, and Dean's tongue-in-cheek reading combine to make this a real threat. (Acuff-Rose, BMI)
My World Is You.....76
 A pretty ballad, given a strong, characteristic interpretation by the singer. Both sides have excellent juke box potential. (Cedarwood, BMI)

HOMER & JETHRO
Santy's Movin' On.....78
 VICTOR 6322 — This is a special Homer-Jethro parody on Hank Snow's "I'm Movin' On." Has some funny lines and should get pop as well as c.&w. action this season. (Hill & Range, BMI)
Nuttin' for Christmas.....77
 The comic team has its own set of material for the much-recorded new Christmas novelty. Should be big with their fans. (Jungnickel, ASCAP)

ERNEST TUBB
Answer the Phone.....78
 DECCA 29731 — Here's a strong weeper, right in Tubb's groove. Will assuredly get a lot of deejay action and should be watched. (Tubb, BMI)
Thirty Days.....76
 Ernest Tubb belts out a rollicking version of the Chuck Berry hit. Will grab nickels in the boxes. (Arc, BMI)

MERV SHINER
We're Off on a Race.....77
 VICTOR 6328—Shiner belts out a rollicking novelty, and he's backed by

lively instrumentation. Merits good exposure. (Delmore, ASCAP)
You're Free to Go....77
 This ditty is a weeper of quality, and Shiner sings it with tenderness and style. Fine coupling. (Jungnickel, ASCAP)

HANK SNOW
In an 18th Century Drawing Room....77
 VICTOR 6326—Hank Snow abandons his vocal role to contribute some tasteful guitar work on a standout c.&w. version of the Raymond Scott Mozart instrumental. Great for jocks and jukes, with Snow's name a good come-on for the boxes. (Advanced, ASCAP)
La Cucaracha....77
 Another excellent guitar solo on the Mexican standard. Same comment on play-potential. (Peer, BMI)

CHARLIE CARSON
I'll Sure Come A-Runnin'.....77
 M-G-M 12116 — Cute item with a bouncy beat is sung in sprightly fashion by Carson. Another good side for jocks, with good juke coin potential. (Acuff-Rose, BMI)
The Ache in My Heart....76
 Charlie Carson sings out strongly in this weeper, conveying its mood with solid effect. Here's a right fine etching that easily could grab off better than a fair amount of spins and sales. (Acuff-Rose, BMI)

TOMMY COLLINS
I'll Be Gone.....76
 CAPITOL 3289—A rhythm ballad, Collins does this one with pace and sincerity. Strong enough to get good deejay play. (Central, BMI)
I Love You More and More Each Day....75
 "Can broken hearts be gay again?" Tommy Collins asks. A fair weeper. (Central, BMI)

CURLY HOLIDAY
I Cried to a Foolish Heart.....75
 KING 4843—A very impressive new talent is heard on this wax. The tune is pretty and typical "wasted tears" type weeping ballad. The lad will bear watching. (Peer, BMI)
My Heart Cries Out....73
 The voice shows a good feel for swingin' stuff on a tune about a dedicated heart. Things bounce along effectively, and the talent continues to impress. (Mar-Kay, BMI)

EDDIE MILLER
Behind Closed Doors.....74
 4 STAR 1681—A brooding lyric tells about a past love. The performance by Miller has a bluesy, relaxed quality. (Four Star Sales, BMI)
Married Man's Lies....74
 A smart piece of material. He loves her, but he's a devil, and is afraid she'll leave when she finds out. Miller does it in relaxed, bluesy fashion. (Four Star Sales, BMI)

HANK WILLIAMS
The Battle of Armageddon.....74
 M-G-M 12127 — There's a somber, intense religious quality to this sacred side by the late great Hank Williams. Sure to do well with his fans. (Acuff-Rose, BMI)
Thank God....74
 Same comment. (Milene, ASCAP)

AL TERRY
Goodbye, Mr. Sunshine (Hello, Mr. Rain).....74
 HICKORY 1037—Cute bouncer has a weeper message, but it sounds mighty cheerful in this pleasant wax effort. Terry fans will like it right well. (Acuff-Rose, BMI)

(Dear God) I Love Her So....71
 Ballad of romantic yearning has a pretty tune and a waltz beat. It is sung warmly by Terry. (Acuff-Rose, BMI)

EARL PETERSON
I Ain't Gonna Fall in Love.....74
 COLUMBIA 21467 — In this cute novelty, Peterson says he's willing to "pet and squeeze," but he's not going to get shot by one of Cupid's arrows. Strongly rhythmic, it should do well in the juke boxes. (Golden West, BMI)

I'll Live My Life Alone....71
 The pleasing lyric style of the singer is aptly showcased in this tuneful weeper. (Blackwood, BMI)

GLENN BARBER
Ain't It Funny?.....74
 STARDAY 214 — A fine piece of material clefted by Barber, altho stronger versions are conceivable. Even so, the tune could carry this one a lone way. (Starrite, BMI)
Livin' High and Wide....70
 A bright, brisk ditty with some sparkly instrumental portions. Good juke fare. (Starrite, BMI)

JOE TAYLOR
Gonna Trade in My Saddle (On an Old Rockin' Chair).....73
 RED BIRD 1021—Taylor conjures a tantalizing picture of retirement here. The tune is a pretty one, and the beat is solid. He has good material to work with and does a fine job. (Byers, BMI)

(He's a) Cowboy Auctioneer....72
 The singer makes an effective thing out of the sales spiel of the cattle auctioneer, taking it at lickity-split speed, with solid rhythm backing. Deejays will find either side good programming. (Byers, BMI)

GUY CHERNEY
Wish I Was Single Again.....73
 MERCURY 70746—Cherney sings out this bouncy novelty with gusto, and his spirit is infectious. The addition of mixed chorus for alternating stanzas adds to the bright effect. (Pure, BMI)

When the Candlelight Is Low....71
 A pretty ballad in the gypsy tradition, replete with crying fiddles and hearts torn with Liebesschmerz. Cherney

• Best Sellers in Stores

For survey week ending November 9

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

This Week	Weeks on Chart	Last Week	Chart
1.	1	9	LOVE, LOVE, LOVE (BMI)—W. Pierce..... IF YOU WERE ME (BMI)—Dec 29662
2.	2	14	JUST CALL ME LONESOME (BMI)—E. Arnold..... THAT DO MAKE IT NICE (BMI)—Vic 20-6198
3.	10	2	SIXTEEN TONS (BMI)—Tennessee Ernie..... You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262
4.	6	26	SATISFIED MIND (BMI)—P. Wagoner..... Itchin' for My Baby (BMI)—Vic 20-6105
5.	5	21	I DON'T CARE (BMI)—W. Pierce..... Your Good for Nothing Heart (BMI)—Dec 29480
6.	3	10	I FORGOT TO REMEMBER TO FORGET (BMI)— E. Presley..... MYSTERY TRAIN (BMI)—Sun 223
6.	4	16	ALL RIGHT (BMI)—F. Young..... Go Back You Fool (BMI)—Cap 3169
8.	12	4	BEAUTIFUL LIES (BMI)—J. Shepard..... I THOUGHT OF YOU (BMI)—Cap 3222
9.	7	22	CATTLE CALL (ASCAP)— E. Arnold & H. Winterhalter..... Kentuckian Song (ASCAP)—Vic 20-6139
10.	9	22	SATISFIED MIND (BMI)—R. & B. Foley..... How About Me? (BMI)—Dec 29526
11.	14	11	MOST OF ALL (BMI)—H. Thompson..... Simple Simon (BMI)—Cap 3188
12.	—	1	WHY, BABY, WHY? (BMI)—G. Jones..... Seasons of My Heart (BMI)—Starday 202
13.	—	1	WHEN I STOP DREAMING (BMI)—Louvin Brothers..... Pitfall (BMI)—Cap 3177
14.	11	22	SATISFIED MIND (BMI)—J. Shepard..... Take Possession (BMI)—Cap 3118
15.	13	2	RICHEST MAN (BMI)—E. Arnold..... I Walked Alone Last Night (ASCAP)—Vic 20-6290

• 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 throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Weeks on Chart	Last Week	Chart
1.	1	7	LOVE, LOVE, LOVE (BMI)—W. Pierce..... IF YOU WERE ME (BMI)—Dec 29662
2.	2	12	JUST CALL ME LONESOME (BMI)—E. Arnold.... THAT DO MAKE IT NICE (BMI)—Vic 20-2198
3.	4	11	ALL RIGHT (BMI)—F. Young..... Go Back You Fool (BMI)—Cap 3169
4.	3	21	I DON'T CARE (BMI)—W. Pierce..... Your Good for Nothing Heart (BMI)—Dec 29480
5.	5	20	SATISFIED MIND (BMI)—P. Wagoner..... Itchin' for My Baby (BMI)—Vic 20-6105
5.	6	17	CATTLE CALL (ASCAP)— E. Arnold & H. Winterhalter..... Kentuckian Song (ASCAP)—Vic 20-6139
7.	6	9	YONDER COMES A SUCKER (BMI)—J. Reeves.... I'm Hurtin' Inside (ASCAP)—Vic 20-6200
7.	8	20	SATISFIED MIND (BMI)—R. & B. Foley..... How About Me? (BMI)—Dec 29526
9.	—	1	MAINLINER (BMI)—H. Snow..... BORN TO BE HAPPY (BMI)—Vic 20-6269
10.	—	1	BEAUTIFUL LIES (BMI)—J. Shepard..... I THOUGHT OF YOU (BMI)—Cap 3222

• 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 shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Weeks on Chart	Last Week	Chart
1.	1	8	LOVE, LOVE, LOVE—W. Pierce..... Dec 29662—BMI
2.	5	12	JUST CALL ME LONESOME—E. Arnold..... Vic 20-6198—BMI
3.	4	15	ALL RIGHT—F. Young..... Cap 3169—BMI
4.	3	22	I DON'T CARE—W. Pierce..... Dec 29480—BMI
5.	2	24	SATISFIED MIND—P. Wagoner..... Vic 20-6105—BMI
6.	15	13	YONDER COMES A SUCKER—J. Reeves..... Vic 20-6200—BMI
7.	9	2	HERE TODAY AND GONE TOMORROW— J. E. & Maxine Brown..... Fabor 126—BMI
8.	8	9	MOST OF ALL—H. Thompson..... Cap 3188—ASCAP
9.	7	17	CATTLE CALL—E. Arnold & H. Winterhalter.... Vic 20-6139—ASCAP
9.	—	1	IT'S A GREAT LIFE—F. Young..... Cap 3258—BMI
9.	—	1	SIXTEEN TONS—Tennessee Ernie..... Cap 3262—BMI
12.	6	6	I FORGOT TO REMEMBER TO FORGET— E. Presley..... Sun 223—BMI
13.	—	2	DON'T TEASE ME—C. Smith..... Col 21429—BMI
14.	9	14	THAT DO MAKE IT NICE—E. Arnold..... Vic 20-6198—BMI
15.	13	10	YELLOW ROSE OF TEXAS—E. Tubb..... Dec 29633—BMI

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

IT'S TERRY TIME AGAIN!
AL TERRY
 SINGS
(Dear God) I LOVE HER SO
 c/w
GOODBYE, MR. SUNSHINE
 (Hello, Mr. Rain)
 HICKORY 1037

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Eddie Crandall, who has been booking George Morgan on the road for some time, has been officially named Morgan's manager. Latter has a brand new release on the Columbia label entitled "Ever So Often" b.w. "Lonesome Record." Top side was penned by George himself. . . . Roy Acuff and Kitty Wells cut two new platters in duet for Decca last week, with release slated for early in January. Roy recently signed a new Decca pact. Lonzo and Oscar also have signed with Decca.

Charlie Brown, new Texas country singer, has his first release on Rose Records. The two ballads, "Have You Heard the Gossip?" b.w. "Don't Put the Blame on Me," were written by Brown himself and were recorded at the Jim Beck Studios, Dallas. Backing Brown on the ditties are Bill Simmons, pianist and writer of the tune, "Mississippi"; Bill Peck, "Big D" ork leader, on drums; Jimmy Rawlins, rhythm guitar; Roy Thackeron, electric guitar, and Betty Bishop, bass. Interested deejays may obtain copies by writing to Rose Records, Box 49, Cisco, Tex.

The country and western show presented by Jimmie Skinner and Lou Epstein played to 4,800 duat-buyers at the 2,200-seat Emery Auditorium, Cincinnati, Sunday, November 6. S.R.O. business was the order at both performances, with several hundred turned away at the matinee showing. Show got heavy promotion via five local radio and TV stations. It was the first country music show presented in a Cincinnati theater in many years. Included in the talent lineup were Pee Wee King and band, Betty Foley, Texas Bill Strength, Natchee, Bonnie Sloan, Fiddlin' Red Herron, Neal Burris, Little Eller Long, Red Murphy, the Stanley Brothers, Roy Moss, Jimmy Williams, Ray Lunsford and Jimmie Skinner, emcee.

Carl Smith headed up the Prince Albert portion of the "Grand Ole Opry" broadcast last Saturday (12), with Martha Carson as special guest. . . . Rex Allen will again top the talent line-up at the San Antonio Livestock Exposition February 10-20. . . . Rita Faye has a new one coming up soon on the M-G-M label titled "The Santa Claus Parade." . . . Acuff-Rose tunes slated for early release are: "Yes, It's True," by Benny Martin; "Run, Boy!" and "Pretty Mama," by Marty Robbins on Columbia.

The Morgan Stylists, western dance and show group, made up of Warren Morgan, voice and guitar; Mel Mills, bass, and Hal Clampitt, steel guitar, have returned to Idaho Falls, Idaho, after a six-week trek thru Oregon. . . . Red Kerce, Tallahassee, Fla., newspaperman and photographer and former country music deejay at WTNT, that city, is preparing for distribution early next year the first edition of a directory of country music and gospel artists. The annual, to be known as Sing, will be produced by Loy McCormick, of Tallahassee, one of the first of the all-night sing promoters, who celebrates his 74th consecutive monthly sing in Thomasville, Ga., December 12. Kerce asks country and gospel groups to contact him at P.O. Box 62, Tallahassee.

Pee Wee King and band are set for a swing thru Minnesota territory Thanksgiving week. . . . RCA Victor is prepping an LP souvenir album of 25 of the Sons of the Pioneers' top western favorites to be released early in 1956. . . . Cliff Rodgers, spinner of c.&w. wax

at WHKK, Akron, says he still has openings for acts that would like to work the Akron Armory Sunday, December 4. If you're open that date, drop Cliff a line. Listeners of Rodgers' "Melody Round-Up" recently participated in Cliff's annual poll to decide the top country recording artist of 1955. Hank Snow took top honors, with Webb Pierce running a hairbreadth behind. Others in the first 10, in the order of running, were Carl Smith, Faron Young, Eddy Arnold, Ernest Tubb, Red Foley, Hawkshaw Hawkins, Kitty Wells and Mac Wiseman.

Buddy Young, owner of Buddy Records, Marshall, Tex., who has spent the last two years in Japan with the Air Force, starts home November 30. He is slated to appear on KTVE-TV, Longview, Tex., December 16, and later on KCMC, Texarkana, Tex., with Dick Martin and His Missouri Valley Boys. On December 25, Buddy will guestar on "Louisiana Hayride" from Shreveport. Young's first release on the Buddy label is "Deep Down in My Heart I Love You" b.w. "Why Do You Torture Me?" both of which he wrote himself.

Sonny Houston, after a swing thru the Midwest, has moved into the Daytona Beach, Fla., sector for a series of dates. He is currently at the Embassy Lounge there, with other dates in the area to follow. Houston, who formerly spun the country wax over WORC, Worcester, Mass., expects to be handling similar duties at a new location in the near future.

Rick Johnson and band, who hold forth five nights a week at the VFW Hall, Beaumont, Tex., complete their second year there in January. Johnson has just had his first release on the Sarge label, "Somebody's Heart Is Broken" b.w. "My Very Own." . . . Ken Ritter is still with Armed Forces radio and television station, KRAM, at Camp Chafee, Ark. He will return to civilian status and commercial radio soon after the first of the year.

With the Jockeys

Deejay Hal Kennedy type-writes: "Down here in Pensacola, on WPEA, we are having a real ball five mornings a week, Monday thru Friday, 5:30 to 1 p.m., with our 'Country Coffee Clatch.' Everybody's invited to drop in at our station for coffee and doughnuts, chat a while with me, and hear the tops in country and western music. Since we switched from pop to hill-billy, our mail and telephone calls have picked up a 100 per cent, and the fans here really love it. Would appreciate any recording company sending us their promotional wax. Sure need it."

Ed Lockwood and Cousin Jim Anderwood, c.&w. disk jockeys at WPRY, Perry, Fla., were invited to attend Swannee River Jamboree November 5. Event is a big thing in North Florida each year, according to Lockwood. . . . Pete Burrows' "Western Round-Up," heard over KDNT, Denton, Tex., was recently extended an hour, and is now aired from 1 to 3 p.m., Monday thru Friday. Burrows, who also helms "Hillbilly Jamboree" each Saturday from 2 to 4 p.m., reports that he is in need of more wax from the artists, and more news of their activities. . . . Vern Lotz recently added another show to his daily schedule at KOTA, Rapid City, S. D. New show, which features requests and top tunes, goes on the air at 4:45 p.m. The KOTA Cowboys and Polly Johnson, gal vocalist, are doing several daily shows on KOTA radio and television, plus playing shows

Reviews of New C & W Records

Continued from page 48

injects ample nostalgia to bring it off. (Pure, BMI)

BILLY WORTH
Why Don't You Leave Us Alone.....73
M-G-M 12117 — Pretty ballad is handed an able reading by the chanter. Will please many. (Milene, ASCAP)

Honey, Don't You Miss Me?....70
Worth uses his pipes well in this tuneful pleader. Good listening. (Acuff-Rose, BMI)

DON JOHNSON
There's More Fish in the Lake.....72
ECHO 1002 — Personable vocalizing by Johnson on his own tune. Amusing lyric sums up Johnson's "plenty more fish in the sea" philosophy after his girl gives him the gate. (Kentucky Folk, BMI)

Luckiest Boy in the World....70
Another tune by Johnson, with the warbler contributing a bouncy vocal on a tune with a happy pace and an optimistic theme. (Kentucky Folk, BMI)

JOY WHITAKER
Hey, You With the Dancing Feet.....72
M AND J 1 — Brisk hoedown material is projected brightly by the ork and singer. Clever lyrics and happy vocalizing by Joy Whitaker should pull good jockey play. (Acuff-Rose, BMI)

Crying....67
Sad, sad weeper is warbled with many a tear in the gal's voice. Nice listening. (Acuff-Rose, BMI)

THE MADDOX BROTHERS AND ROSE
Old Black Choo-Choo.....70
COLUMBIA 21466—This is a cute country novelty which has the old black choo-choo singing the blues about the old days. Gimmick sounds of whistle of the old-timer and horn of the modern diesel add to the effect. (American, BMI)

Let This Be the Last Time....68
The gal teams up with the Maddox boys in a routine ballad effort. (Peer, BMI)

BONNIE SLOAN
Silly Boy.....69
COLUMBIA 21463 — The songstress says that she's wise to this trifling Don Juan's ways, and she puts him in his place. Bonnie Sloan styles the tune nicely and holds interest all the way. (Ridgeway, BMI)

Idle Hours....66
An average tear-jerker that gets the singer's best efforts. (Golden West, BMI)

THE FRONTIERSMEN
Here I Am Crying Again.....68
SAGE & SAND 211—Professionally crafted weeper is projected ably by the group, with Wayne West doing nicely in solo stints. (Sage & Sand, BMI)

Put a Little....64
A galloping beat and pleasant chanting are heard in this listenable waxing. (Sage & Sand, BMI)

HENRY ROY ALDRIDGE
I Thank You.....67
EMPEROR 202—The singer lets his girl know how grateful he is to be free of her. A happy, rhythmic tune that would be fine for dancing. (Gunther, BMI)

Worthless Wishes....64
Being married, the singer expounds sadly over his fate at being in love with someone other than his wife. Stereotyped weeper. (Gunther, BMI)

THE COOK BROTHERS (CHUCK AND JIM)
I'm Crying My Eyes Out for You.....66
EMPEROR 203 — Chuck and Jim blend smoothly on this weeper. With stronger material, they could do very well. (Gunther, BMI)

Don't Turn Your Head (And Go the Other Way)....65
A bouncy oastune harmonized appealingly by the duo. Fair juke box potential. (Gunther, BMI)

LEON PAYNE
Christmas Love Song.....65
STARADAY 215 — Spelling out the letters that make up the word "Christmas" ("C is for," etc.), Payne sets forth his love for his girl. He has an affecting intimacy in his style, but only so-so material. (Starrite, BMI)

Christmas Everyday....62
Payne opines that it would be nice if the Christmas spirit would last all the year. A good sentiment, but a routine tune in a dull arrangement. (Starrite, BMI)

and dances nightly in the territory, reports Lotz.

Stopping by for a visit with Mike Michael at KDMS, El Dorado, Ark., recently were J. E., Maxine and Bonnie Brown; Tillman Franks, of the "Louisiana Hayride," and the Singing Fisherman, Johnny Horton. . . . Norm Rapoza, WNBH, New Bedford, Mass., says that there is a noticeable increase of r.&b. music in the country and western field.

(Continued on page 51)

C & W Territorial Best Sellers

For survey week ending November 9

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

Birmingham

1. Love, Love, Love, W. Pierce, Dec.
2. Sixteen Tons, T. Ernie, Cap.
3. It's a Great Life, F. Young, Cap.
4. Beautiful Lies, J. Shepard, Cap.
5. Satisfied Mind, P. Wagoner, Vic.

Charlotte

1. If You Were Me, W. Pierce, Dec.
2. Love, Love, Love, W. Pierce, Dec.
3. Mainliner, H. Snow, Vic.
4. Satisfied Mind, P. Wagoner, Vic.
5. I Don't Care, W. Pierce, Dec.
6. Sixteen Tons, T. Ernie, Cap.
7. When I Stop Dreaming, Louvin Brothers, Cap.
8. I Forgot to Remember to Forget, E. Presley, Sun
9. All Right, F. Young, Cap.
10. Temptation Go Away, Wilburn Brothers, Dec.

Dallas-Fort Worth

1. Satisfied Mind, R. & B. Foley, Dec.
2. Love, Love, Love, W. Pierce, Dec.
3. Sixteen Tons, T. Ernie, Cap.
4. Just Call Me Lonesome, E. Arnold, Vic.
5. Satisfied Mind, P. Wagoner, Vic.
6. I Don't Care, W. Pierce, Dec.
7. All Right, F. Young, Cap.
8. His Hands, T. Ernie, Cap.
9. Cattle Call, E. Arnold, Vic.
10. That Do Make It Nice, E. Arnold, Vic.

Houston

1. Just Call Me Lonesome, E. Arnold, Vic.
2. If You Were Me, W. Pierce, Dec.
3. Sixteen Tons, T. Ernie, Cap.
4. Love, Love, Love, W. Pierce, Dec.
5. I Thought I'd Never Fall in Love Again, J. Newman, Dot
6. Why, Baby, Why? G. Jones, Sdy.
7. Let 'Em Talk, J. Work, Dot
8. Satisfied Mind, P. Wagoner, Vic.
9. I Forgot to Remember to Forget, E. Presley, Sun
10. I Don't Care, W. Pierce, Dec.

Memphis

1. Why, Baby, Why? G. Jones, Sdy.
2. Love, Love, Love, W. Pierce, Dec.

3. Sixteen Tons, T. Ernie, Cap.
4. In the Jailhouse Now, W. Pierce, Dec.
5. Yellow Roses, H. Snow, Vic.
6. Ballad of Davy Crockett, T. Ernie, Cap.

Nashville

1. Love, Love, Love, W. Pierce, Dec.
2. I Thought of You, J. Shepard, Cap.
3. All Right, F. Young, Cap.
4. Sixteen Tons, T. Ernie, Cap.
5. Born to Be Happy, H. Snow, Vic.
6. Satisfied Mind, P. Wagoner, Vic.
7. Temptation Go Away, Wilburn Brothers, Dec.
8. I Can't Go Home Like This, R. Price, Col.
9. I Forgot to Remember to Forget, E. Presley, Sun

New Orleans

1. Love, Love, Love, W. Pierce, Dec.
2. Sixteen Tons, T. Ernie, Cap.
3. Just Call Me Lonesome, E. Arnold, Vic
4. Why, Baby, Why? G. Jones, Sdy.
5. All Right, F. Young, Cap.
6. Richest Man, E. Arnold, Vic.
7. I Don't Care, W. Pierce, Dec.
8. There She Goes, C. Smith, Col.
9. Here Today and Gone Tomorrow, J. E. & Maxine Brown, Fab.
10. There's Poison in My Heart, K. Wells, Dec.

Richmond, Va.

1. Love, Love, Love, W. Pierce, Dec.
2. Sixteen Tons, T. Ernie, Cap.
3. When I Stop Dreaming, Louvin Brothers, Cap.
4. Mystery Train, E. Presley, Sun
5. Here Today and Gone Tomorrow, J. E. & Maxine Brown, Fab.
6. Maybellene, M. Robbins, Col.

St. Louis

1. Love, Love, Love, W. Pierce, Dec.
2. Sixteen Tons, T. Ernie, Cap.
3. Cry, Cry, Cry, J. Cash, Sun
4. I Forgot to Remember to Forget, E. Presley, Sun
5. Just Call Me Lonesome, E. Arnold, Vic.
6. Cattle Call, E. Arnold, Vic.

Getting BIG, BIG, BIG!

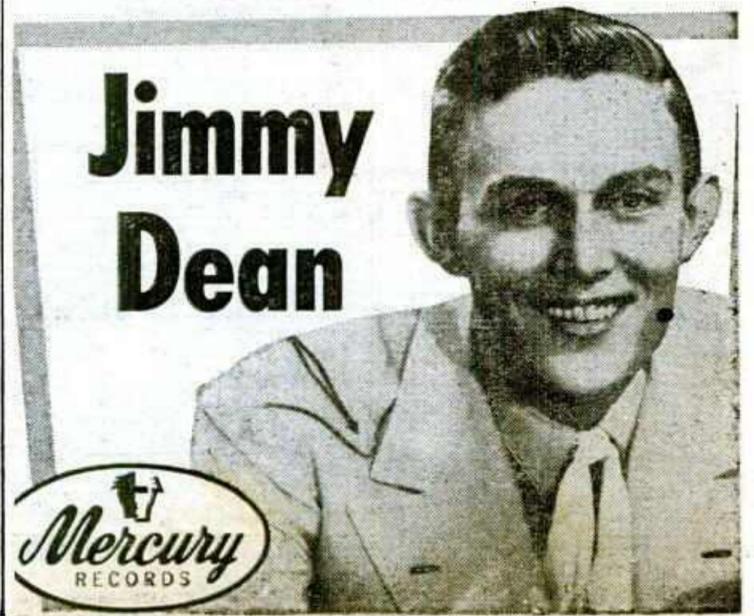
"MY WORLD IS YOU"

B/W

"Fool 'Em & Leave 'Em Alone"

MERCURY 70745

Jimmy Dean



The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• This Week's Best Buys

POOR ME (Commodore, BMI)—Fats Domino—Imperial 5369
A powerhouse that may duplicate Domino's sales history on "Ain't That a Shame." In two weeks' time it has already placed on the Los Angeles and New Orleans territorial charts, and is rated very strong in Boston, New York, Baltimore, Durham, St. Louis, Atlanta, Pittsburgh, Nashville and Buffalo. Flip is "Can't Go On" (Commodore, BMI). A previous Billboard "Spotlight" pick.

CONVICTED (Rene, ASCAP)—Oscar McLollie—Modern 970
For the second week, "Convicted" is high on the Los Angeles territorial chart, and is now firmly entrenched in these markets: New York, New England, Nashville, Pittsburgh, Buffalo, Durham, Atlanta, Detroit and Baltimore. Flip is "Roll, Hot Rod, Roll" (Roosevelt, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

RECORDS

BO DIDDLEY

Pretty Thing (Arc, BMI)—Checker 827
Bo Diddley has another sock disk in "Pretty Thing." It packs the same kind of wild, rhythmic wallop that put his "Bo Diddley" platter up on the charts. A showmanly performance makes this exuberantly paced platter one to watch. Flip is "Bring It to Jerome" (Arc, BMI).

THE MIDNIGHTERS

Rock and Roll Wedding (Jay & Cee, BMI)
That House on the Hill (Jay & Cee, BMI)—Federal 12240
The group wraps up two hard-drivin' rhythm tunes in happy, uninhibited vocal reading, with infectious phrasing and a solid beat. "Rock and Roll Wedding" is a particularly sock item. Both sides should grab off considerable play from jocks and jukes.

pitched voice of the lead singer is supported by excellent harmonies and production. (Bess, BMI)

BROWNIE MCGHEE
I'd Love to Love You75
SAVOY 1177—Love is gonna drive him wild is the theme. It's a slow blues with a persuasive repetitive riff in the backing. A nice side. (Crossroads, BMI)
Anna Mae74
Brownie McGhee here does a fast vocal on a song similar to "Maybellene." (Crossroads, BMI)

HARRIET KAY
Yum Yum75
DAWN 215—The gal demonstrates a great shout-singing talent on a number that rocks along in great style. Lyrics help sell it and there's a catchy "tweedle-dee" type beat. (Cleo, BMI)
Dear One70
More good lusty singing here, but the flip has more to sell. (Gibraltar, ASCAP)

DOC JONES
I'm Gonna Love and Be Loved75
SAVOY 1173—Doc Jones chants a blues, and his performance is aided very much by the good, funky sound on the disk. (Crossroads, BMI)
My Promise75
Guitars and horns give a Deep South quality to Jones' blues shouting. (Crossroads, BMI)

LOUISE WILLIAMS
Lonely Days74
APOLLO 482—A satisfying, traditional blues. Miss Williams sings of the man who moved away with sincere feeling. (Bess, BMI)
I Don't Dig That at All73
A slow blues, with a strong, persistent beat, is belted out by the chanteuse. She has style and the side merits spins. (Bess, BMI)

THE CADETS
If It Is Wrong74
MODERN 971—The lead man pours a flock of feeling into this one and there's fine support in the vocal department from the rest of the group, winding up in a neat close harmony chord pattern. (Modern, BMI)
Do You Wanna Rock71
This one is a rockin' rouser that finds the lead man in a shouting mood thruout. Good jump stuff. (Modern, BMI)

CHRIS POWELL
Chinatown74
GROOVE 128—In Powell's familiar mambo groove is this version of the jazz standard. Exciting, danceable wax that should click in Powell's usual Eastern strong-spots. (Remick, ASCAP)
Good-Bye, Little Girl68
This one's a vocal, but the best possibilities lie in the flip. (Dorick, BMI)

EARL BOSTIC ORK
O Sole Mio74
KING 4845—Bostic wails and smears his way thru this jumping adaptation. Fine dance fare for the rock and rollers. His best in several tries. (Lois, BMI)
Poeme70
The Fibisch piece whence comes "Moonlight Madonna" is swung by the alto flash, but the material proves far afield. For the fans, strictly. (Lois, BMI)

DOC PALMER
Heartlessly74
DAWN 214—The Doc gives out with a tender r.&b. ballad offering which has a lot of genuine low-down blues sounds. (Progressive, BMI)
Bye Baby Bye69
This one is in the rockin' school, and tho there's an enthusiastic delivery, the side suffers from an over-amount of repeated phrases. (Cleo, BMI)

BILLY CLARK
BC's Bounce73
KEYNOTE 110—A highly rhythmic instrumental romp that's fine for teen dancers. Preaching tenor sax thruout. (Theme, BMI)
Hogmouth73
Similar fare; this side marked by a strong honking bass or bari sax. (Theme, BMI)

KANSAS CITY TOMCATS
Nobody Knows73
JOSIE 786—The group wails appealingly on a driving rhythm tune with a pounding beat. Lyric concerns a gal who pets her sweetie in front of company, but treats him rough in private. (Benell, BMI)
Meet Me, Meet Me Baby71
A catchy little rhythm tune wrapped up in a happy vocal and a catchy beat. (Benell, BMI)

THE SAIGONS
You're Heavenly73
DOOTONE 375—Smoothly tailored ballad, with the group harmonizing prettily behind their excellent lead. A recited chorus near the end is an added fillip. Good commercial disk. (Williams, BMI)
Honey Gee70
The Saigons pick up the beat and swing this tune pleasantly. Another creditable side. (Williams, BMI)

MARVIN AND JOHNNY
Will You Love Me73
MODERN 968—The duo clicks in a happily swinging effort. R.&b. guitar and tenor sax lend color to the side. (Modern, BMI)
Sweet Dreams70
The solo voice gives an okay impression but the thin arpeggio styled piano backing detracts some from r.&b. effect. (Modern, BMI)

THE HEPSTERS
Rockin' 'n' Rollin' With Santa Claus72
RONEL RECORD 107—The Hepsters
(Continued on page 51)

• Best Sellers in Stores

For survey week ending November 9

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

This Week	Last Week	Weeks on Chart
1. ONLY YOU (BMI)—Platters	1	17
Bark, Battle and Ball (BMI)—Mercury 70633		
2. HANDS OFF (BMI)—J. McShann	4	3
Another Night (BMI)—Vee Jay 155		
3. AT MY FRONT DOOR (BMI)—El Dorados	2	7
What's Buggin' You Baby (BMI)—Vee Jay 147		
4. PLAY IT FAIR (BMI)—L. Baker	7	4
Lucky Old Sun (ASCAP)—Atlantic 1075		
5. I HEAR YOU KNOCKIN' (BMI)—S. Lewis	3	11
Bumpity Bump (BMI)—Imperial 5356		
6. ALL AROUND THE WORLD (BMI)—Little Willie John	6	7
Don't Leave Me Dear (BMI)—King 4818		
7. FEEL SO GOOD—Shirley & Lee	11	13
You'd Be Thinking of Me (BMI)—Aladdin 3289		
8. ALL BY MYSELF (BMI)—F. Domino	5	10
Troubles of My Own (BMI)—Imperial 5357		
9. DON'T START ME TALKIN' (BMI)—Sonny Boy Williamson	9	5
All My Love in Vain (BMI)—Checker 824		
10. BLACKJACK (BMI)—R. Charles	10	4
GREENBACKS (BMI)—Atlantic 1076		
11. ADORABLE (BMI)—Drifters	13	3
STEAMBOAT (BMI)—Atlantic 1078		
12. THIRTY DAYS (BMI)—C. Berry	14	4
Together (BMI)—Chess 1610		
13. MAYBELLENE (BMI)—C. Berry	8	16
Wee Wee Hours (BMI)—Chess 1604		
14. GOOD ROCKIN' DADDY (BMI)—E. James	12	3
Crazy Feeling (BMI)—Modern 962		
15. I CONCENTRATE ON YOU (ASCAP)—D. Washington	15	3
Not Without You (ASCAP)—Mercury 70694		

• 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 thruout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. ONLY YOU (BMI)—Platters	2	11
Bark, Battle and Ball (BMI)—Mercury 70633		
2. MAYBELLENE (BMI)—C. Berry	1	15
Wee Wee Hours (BMI)—Chess 1604		
2. THIRTY DAYS (BMI)—C. Berry	5	4
Together (BMI)—Chess 1610		
2. FEEL SO GOOD (BMI)—Shirley & Lee	7	4
You'd Be Thinking of Me (BMI)—Aladdin 3289		
5. I HEAR YOU KNOCKIN' (BMI)—S. Lewis	6	6
Bumpity Bump (BMI)—Imperial 5356		
6. AT MY FRONT DOOR (BMI)—El Dorados	8	7
What's Buggin' You, Baby? (BMI)—Vee Jay 147		
7. DON'T START ME TALKIN' (BMI)—Sonny Boy Williamson	3	4
All My Love in Vain (BMI)—Checker 824		
8. ALL AROUND THE WORLD (BMI)—Little Willie John	9	2
Don't Leave Me, Dear (BMI)—King 3818		
9. EVERYDAY (BMI)—C. Basie	4	18
Come Back (BMI)—Clef 89149		
10. GREENBACKS (BMI)—R. Charles	10	2
Blackjack (BMI)—Atlantic 1076		
10. HANDS OFF (BMI)—J. McShann	—	1
Another Night (BMI)—Vee Jay 155		

• 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 shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. ONLY YOU—Platters	2	9
Mercury 70633—BMI		
2. AT MY FRONT DOOR—El Dorados	7	9
Vee-Jay 147		
3. ALL BY MYSELF—F. Domino	1	10
Imperial 5357		
4. PLAY IT FAIR—L. Baker	4	5
Atlantic 1075—BMI		
5. ADORABLE—Drifters	11	2
Atlantic 1078—BMI		
6. ALL AROUND THE WORLD (BMI)—Little Willie John	—	7
King 4818—BMI		
7. HANDS OFF—J. McShann	—	1
Vee Jay 155—BMI		
8. I HEAR YOU KNOCKIN'—S. Lewis	3	11
Imperial 5356—BMI		
9. DON'T START ME TALKIN'—Sonny Boy Williamson	5	3
Checker 824—BMI		
10. THOSE LONELY, LONELY NIGHTS—J. Watson	—	2
RPM 436—BMI		
11. THIRTY DAYS—C. Berry	6	4
Chess 1610—BMI		
12. MAYBELLENE—C. Berry	8	15
Chess 1604—BMI		
12. THOSE LONELY, LONELY NIGHTS—E. King	9	7
Ace 509—BMI		
14. FEEL SO GOOD—Shirley & Lee	10	6
Aladdin 3289—BMI		
15. BURN THAT CANDLE—B. Haley	—	1
Dec 29713—BMI		
15. AIN'T THAT A SHAME—F. Domino	—	26
Imperial 5348—BMI		
15. I HEAR YOU KNOCKIN'—G. Storm	—	1
Dot 15412—BMI		

WATCH THIS ONE
#1608
CHESS
"SEVENTH SON"
by
WILLIE MABON

CHESS RECORD CO.
4750 S. Cottage Grove Ave.
Chicago 15, Ill.
Phone: Kenwood 8-4342

Getting Bigger & Bigger!
YOU TICKLE ME, BABY
by
The ROYAL JOKERS
ATCO 6052

ATCO RECORDS
234 West 56th Street, New York 19, New York

ON THE WAY UP!
Vee-Jay #159
"I'M SO SATISFIED"
b/w
"LONELY"
by
L. C. McKinley

VEE-JAY Records, Inc.
2129 S. Michigan Ave. Chicago
Phone: CAIumet 5-6141

Breaking Big!
MARIE ADAMS
MY DESTINATION
b/w
The Shape I'm In
Peacock #1646

PEACOCK RECORDS, Inc.
2809 Erastus St. Houston 26, Texas

CANCER FUND
GIVE TO DAMON RUNYON

• Reviews of New R & B Records

LITTLE JIMMY SCOTT
Imagination79
SAVOY 1174—Little Jimmy does the great standard in ultra-refined style. Virtually an "East Side" manner. Good stuff. (ASCAP)
Why Don't You Open Our Heart?76
Slow tempo, with an after-hours type backing, is the mood of this side. Well-recorded and likely to get action. (Martyn, BMI)

DONNA HIGHTOWER AND MAXWELL DAVIS ORK
Hands Off76
RPM 445—A cover on the Jay McShann disk. Miss Hightower and Davis belt out a smart reading and it should get action. (Tollie, BMI)
Right Now75
Miss Hightower and the Davis ork are very effective with this blues-ballad. Side has a world of feeling and a relaxed delivery. Watch it. (Modern, BMI)

THE HEARTS
Until the Real Thing Comes Along76
BATON 215—Many people may not recognize this oldie in this version, but the group makes a lusty, driving thing out of it that ought to send the kids. (Chappell, ASCAP)
Gone, Gone, Gone73
Here the lead is showcased against a slow, groovy backing for a fine blues. Nice, if not very unusual. (Dare, BMI)

NAPPY BROWN
Sittin' in the Dark76
SAVOY 1176—Brown shouts a slow blues here, with a marked Southern-style accompaniment. There's a good sound to the disk, and it will get deejay play. (Savoy, BMI)
Doddle I Love You75
Like several previous sides of Brown's, this has a gimmicked phrase in the lyric. His performance is good. (Crossroads, BMI)

BILL HEYMAN
I Want My Baby76
LIGHTNING 111—This is a jumping blueser that gets more of the echo feeling. Fine legitimate r.&b. singing. (Lightning, BMI)
Easy Way Out73
Here's a half-sung, half-chanted wailing blues item that has an impressive sound. There's an interesting melody, and the echo effect on the singing helps create a wild effect. (Lightning, BMI)

DOLORES WARE
Is It True75
WING 90032—A fast rhythm side on which the singer projects a sunny personality that becomes more engaging with each new release. She is gaining an audience, and they are going to like this one. (Brent, BMI)
I'm Through74
Here Miss Ware essays a ballad. This particular piece of material is not completely right for her voice, but she puts a lot of heart into it and makes a real impression in spite of it. (Drexall, BMI)

THE SPARKS OF RHYTHM
Hurry Home75
APOLLO 481—A smartly-done r.&b. ballad provides a fine showcase for group, particularly the lead singer. Group has a spiritual quality in its technique. (Bess, BMI)
Stars Are in the Sky74
Good sound to this group. High

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

R & B Territorial Best Sellers

For survey week ending November 9

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

- 1. Hands Off, J. McShann, VJ
2. I Hear You Knockin', S. Lewis, Imp.
3. Only You, Platters, Mer.
4. Don't Start Me Talkin' S. B. Williamson, Che.
5. Thirty Days, C. Berry, Chs.
6. All By Myself, F. Domino, Imp.
7. At My Front Door, El Dorados, VJ
8. Ten Long Years, B. B. King, RPM
9. Steamboat, Drifters, Atl.
10. Too Late, Little Walter, Che.

Charlotte

- 1. Only You, Platters, Mer.
2. Play It Fair, L. Baker, Atl.
3. All Around the World, L. W. John, Che.
4. All By Myself, F. Domino, Imp.
5. Good Rockin' Daddy, E. James, Mod.
6. Tutti Frutti, Little Richard, Spe.
7. I Know I Was Wrong, Barons, Imp.
8. Feel So Good, Shirley & Lee, Ala.
9. Adorable, Drifters, Atl.
10. Blackjack, R. Charles, Atl.

Chicago

- 1. Hands Off, J. McShann, VJ
2. I Hear You Knockin', S. Lewis, Imp.
3. Only You, Platters, Mer.
4. Blackjack, R. Charles, Atl.
5. At My Front Door, P. Boone, Dot

Cincinnati

- 1. At My Front Door, El Dorados, VJ
2. Hands Off, J. McShann, VJ
3. Over the Rainbow, Moroccos, Uni.
4. Come Back, Maybelle, J. Greer, Grv.
5. I Hear You Knockin', S. Lewis, Imp.

Detroit

- 1. At My Front Door, El Dorados, VJ
2. All Around the World, L. W. John, Kng.
3. I Hear You Knockin', S. Lewis, Imp.
4. Hands Off, J. McShann, VJ
5. Saneefe, B. B. Warren, Got.
6. Only You, Platters, Mer.
7. When You Dance, Turbans, Her.
8. Way You Dog Me Around Diablos, Fin.

Los Angeles

- 1. Only You, Platters, Mer.
2. At My Front Door, El Dorados, VJ
3. Convicted, O. McLollie, Mod.
4. Adorable, Colts, Vta.
5. Hands Off, J. McShann, VJ
6. Poor Me, F. Domino, Imp.
7. Witchcraft, Spiders, Imp.
8. Don't Start Me Talkin' S. B. Williamson, Che.
9. All By Myself, F. Domino, Imp.

New Orleans

- 1. Feel So Good, Shirley & Lee, Ala.
2. Only You, Platters, Mer.
3. Play It Fair, L. Baker, Atl.
4. Don't Start Me Talkin' S. B. Williamson, Che.
5. All By Myself, F. Domino, Imp.
6. Blackjack, R. Charles, Atl.
7. Poor Me, F. Domino, Imp.
8. At My Front Door, El Dorados, VJ
9. Maybelle, C. Berry, Chs.
10. Too Late, Little Walter, Che.

New York

- 1. Only You, Platters, Mer.
2. At My Front Door, El Dorados, VJ
3. I Concentrate On You D. Washington, Mer.
4. Crazy For You, Heartbeats, Hul.
5. Adorable, Drifters, Atl.
6. C'est La Vie, S. Vaughan, Mer.
7. Play It Fair, L. Baker, Atl.

Philadelphia

- 1. Play It Fair, L. Baker, Atl.
2. Hands Off, J. McShann, VJ
3. I Concentrate On You D. Washington, Mer.
4. Tears In My Eyes, Dreamers, Gra.
5. Zindy Lou, Chimes, Spe.
6. He, A. Hibbler, Dec.
7. At My Front Door, El Dorados, VJ
8. Devil That I See, Penguins, Mer.

St. Louis

- 1. Hands Off, J. McShann, VJ
2. All Around the World, L. W. John, Kng.
3. Don't Start Me Talkin' S. B. Williamson, Che.
4. At My Front Door, El Dorados, VJ
5. Only You, Platters, Mer.
6. Too Late, Little Walter, Che.
7. Adorable, Colts, Vta.
8. I Concentrate On You D. Washington, Mer.

Washington, D. C.

- 1. Only You, Platters, Mer.
2. At My Front Door, El Dorados, VJ
3. Ain't That a Shame, P. Boone, Dot
4. Seventeen, B. Bennett, Kng.
5. Feel So Good, Shirley & Lee, Ala.
6. Steamboat, Drifters, Atl.
7. Wedding, Solitaires, OT
8. Play It Fair, L. Baker, Atl.
9. I Hear You Knockin', S. Lewis, Imp.
10. Maybelle, C. Berry, Chs.

Reviews of New R & B Records

Continued from page 50

cut up the traditional 'Twas the Night Before Christmas' verse, with jazzed-up lyrics and a strong r.&b. beat. The title-gimmick should pull considerable play—at least initially. I Had to Let You Go...71 A warmly sincere vocal treatment of a plaintive ballad, with an expressive performance by the lead singer. (Boulevard Recording, BMI)

RED PRYSOCK Short Circuit...72 MERCURY 70733—Prysock follows up his hit "Hand Clappin'" with a hard-driving upbeat bit that spotlights fine blues tenor sax sounds. (Munson, BMI)

Finger Tips...72 This one's a repeat of the flip tempo-wise with a flock of exciting tenor sounds embellished with a rhythmic clapping of hands. Either side could be a winner where the rock 'n' rollers play the jukes. (Munson, BMI)

BILL DOGGETT Misty Moon...71 KING 4838—Organist Doggett and his fine little combo dole out some soft, slow, moody stuff for the lovers. Should get jock play as a change-of-pace. (Billace, BMI) Honey Boy...68 An easy riding jazz opus featuring good guitar and swingin' organ on a standard blues pattern. Good dance stuff. (Billace, BMI)

THE BILL REESE QUINTET AND THE CORONETS The Little Boy...70 STERLING 903—Without making specific reference by name, this recitation clearly dramatizes feelings aroused by the recent controversial killing of Emmet Till. This will be a controversial disk also; depending on locality, could be a good seller. (Shelley, BMI) Don't Deprive Me...67 Fancy harmonizing does not entirely cover the defects of this material. Has only fair commercial possibilities. (Dreyer, ASCAP)

LAWRENCE STONE Dark of Night...70 VITA 115—This is a bit on the off-beat side with a melody and tropical beat that has a distinctively bayou flavor. It's not really r.&b. at all, but it has interesting sound effects. (Manners, ASCAP) Without a Word of Good-bye...67 In this case, we have a blues flavor that hews closer to the r.&b. line, but the material isn't up to the standard of the performer. (Largo, ASCAP)

BABS GONZALES Be-Bop Santa Claus...70 KING 4836—This may or may not be a new reading of the Gonzales material which did pretty well last year on the now defunct Bruce label. Should get some action as a "different" piece of Christmas wax. (ASCAP) Watch Them Resolutions...61 This "hip" recitation is not as stimulating as it might be. (ASCAP)

THE SQUIRES Heavenly Angel...69 VITA 116—Sincere warbling job on a pretty ballad, with a nice job by the lead singer. (Spark, BMI) Sweet Girl...68 Same comment. (Spark, BMI)

DOLORES (BABY DEE) SPRIGGS Zoom De Do Ho Ho...69 M-G-M 55013—Forceful chanting with lots of gimmicks—laughing and hollers—figure to give this entry some special attention. (Winneton, BMI) Unless You Love Me...67 Rhythmic novelty with a solid thumping beat is sung gleefully. Super cute delivery might intrigue listeners. (E. B. Marks, BMI)

Reviews of New Sacred Records

BLACKWOOD BROTHERS Take a Look in the Book...78 VICTOR 6112—To a bouncy, happy ragtime beat, the quartet urges listeners to study the Good Book and details the blessings they'll receive as a result. A catchy item that will fare well in this market. (Lister, SESAC) Christ Is a Wonderful Saviour...74 A pretty harmony job on a melodious piece of material. The group's lead stands out here in the solo part. (Hill & Range, BMI)

in Nashville to promote the platter. Deejays may obtain a copy of the record by writing P. O. Box 521, Arcadia, Calif. Rural recently signed Gene Crabb, of "Big D Jamboree," Dallas, and is beginning promotion on his first release, "Gotta Have a Woman" b/w "I've Tried."

Joe Martin has joined the staff at WC DL, Carbondale, Pa., where he's spinning the "Ridin' the Range" show daily at 2:30 p.m. Jimmy Lodgson, who deejays over WKLO, Louisville, switched allegiance from Decca to Dot Records. His first Dot session, cut (Continued on page 52)

Reviews of New Spiritual Records

SELAH JUBILEE SINGERS Who So Ever Will...77 SAVOY 4069—The group sings with plenty of heart and an excellent blend on a moving theme. (Savoy, BMI) Gospel Train...77 An exciting vocal reading on a fast-moving spiritual with fervid pacing. (Savoy, BMI)

Reviews of New Childrens Records

MISS FRANCES (Dr. Frances Horwich) 'Twas the Night Before Christmas (Parts 1 and 2)...85 VICTOR WBY 28—This could be a big seller. The teacher of the "Ding Dong School" tells the famous old story in a way that her many kiddie fans will love. And the colorful, artistic liner of slick stock adds plenty of point of sale punch. The 49-cent price tag will help, too.

Other Records Released This Week

Popular

Black Bottom; Charleston—Paul Whiteman Ork., Coral 61516 God Rest Ye Merry Gentlemen; (There's No Place Like) Home for the Holidays—Perry Como, Victor 6321 I Can't Go on This Way; Alabama Bound—Rosalind Paige, M-G-M 12123 I'll Know; If I Were a Bell—Georgia Gibbs, Coral 61525 It's All Right With Me; Hong Kong Blues—Les Brown Ork., Coral 61520 Kweila, Kweila; Rat-a-Tat—Jackie Kelso and The Colts, Vita 114 Maybelle; I Want You to Be My Baby—Sy Oliver Ork., Bell 1101 My Blue Heaven; If I Loved You—Georgie Auld Ork., Mercury 70740 My Sweetheart; You Can't Keep Love in a Broken Heart—Fred Green, Ballad 1013 Otra Cita de Amor (A Date With Love); Mantecadito—Alberto Beltran Ork., Pan-art 1752 Painting the Town; Gum Tree Canoe—The Jack Halloran Choir, M-G-M 12110 Puanana; Hula O Makee—George Keokl and His Moana Serenaders, Decca 29723 Seventeen; Ain't That a Shame—Sy Oliver Ork., Bell 1102 Shattered Dreams; It's All Because of You—Ben Sharon, Gilt-Edge 5095 Wake the Town and Tell the People; The Yellow Rose of Texas—Bell Ringers, Bell 1105 What Have I Done?; Yum, Yum, Yum—Benny Bell, Madison 330 You Are My Sunshine; It's a Sin to Tell a Lie—Bell Ringers, Bell 1104

Pop-Christmas

Silent Night; O Holy Night—Four Aces, Decca 29712 The Christmas Song; Jingle Bells—Four Aces, Decca 29702

Polka

Swiety Mikolaj (Santa Claus) Biala Gwiazdka (White Christmas)—Regina Kujawa, Dana 1006 Trzynacie Spodzianez-Wale; Ludzie Mowiq-Kujawiak—Regina Kujawa, Dana 835

Country & Western

As You Were Standing by My Side; Tulsa, Baby—The Miller Brothers, 4 Star 1693 Give Me an Old-Fashioned Christmas; Santa Claus, Jr.—Eddie Cleto, Sage and Sand 214 Steel Guitar Waltz; Gomoango—Cecil Campbell, M-G-M 12118 The Crick-Hopper Song; A Glanham Dog and a Calico Cat—Joe Taylor, Red Bird 1023 Today, Tomorrow—and Always; My Aching Heart—The Cook Brothers (Chuck and Jim) Emperor 201 Tomboy; I'm a Female Thru and Thru—Gail Davis, Columbia 21469

Rhythm & Blues

Rock Along; Rocking Boy—Chuz Alfred Combo, Savoy 1175

Sacred

I Know He Cares; There's a Lot More Layin' Down—Weatherford Quartet, Victor 6311 Twelve Gates; Just As Sure—Swanee River Boys, King 4844

SAVOY SAVOY heading for the Top! "I'D LOVE TO LOVE YOU" Savoy 1177 BROWNIE MCGHEE SAVOY RECORD CO. 58 MARKET ST. NEWARK, N. J.

HOLLYWOOD, Nov. 12.—Abe Glazer, for more than five years associated with the Walt Disney Music companies, last week was named to head Ampar Records Coast division, reporting directly to Ampar president Sam Clark.

Glazer resigned his post with Disney two weeks ago and will make his headquarters here with offices at the American Broadcasting Company.

Parrot HAS 3 GREAT HITS! YOU SAID YOU LOVED ME b/w I CAN'T REFUSE The Orchids Parrot #819 HE DON'T LOVE YOU b/w YES, SHE'S GONE Dusty Brown Parrot #820 FINE GIRLS b/w I LOST MY BABY J. B. Lenore Parrot #821 PARROT RECORD CO., INC. 4858 Cottage Grove Avenue Chicago 15, Illinois Phone: OAKland 4-5254

FOR EXTRA SALES DOOTONE'S BEST SELLING EP AND LP ALBUMS THE BEST VOCAL GROUPS RHYTHM-BLUES VOICES FOR LOVERS HELEN HUMES SINGS AND SWINGS DOOTONE RECORDS 5912 SOUTH CENTRAL AVE. LOS ANGELES, CALIF.

DEFINITELY A HIT THE ONLY R&B VERSION TED JARRETT (THE WRITER) Sings 'LOVE, LOVE, LOVE' b/w 'GOOFIN' OFF' EXCELLO 2069 WRITE-WIRE-PHONE NASHBORO RECORD CO., INC. 177 3rd Ave., N. Nashville, Tenn. Phone 42-2215

THIS EMPTY HEART The Jacks RPM #444 RPM RECORDS 9317 W. Washington Blvd. - Colton City, Calif.

FOLK TALENT AND TUNES

Continued from page 49

Deejay Rapoza informs that he is against this all the way.

Dan Dellinger has left KDET, Center, Tex., to resume his studies at Centenary College, Shreveport, La. Jerry Green, KFPW, Fort Smith, Ark., reports that Bob Jones (Starday) is packing the house weekly at a Fort Smith dance hall. Green adds that Red Jones, former Central Texas deejay, now on Armed Forces Radio, Berlin, will return to the business when he's discharged from the service next spring.

Bill Bentley, c.&w. twirler at KSTV, Stephenville, Tex., recently received a 2:30 a.m. phone call from Jimmy Newman and manager Slick Norris as they passed thru Stephenville. Billy Walker and his crew were recent visitors with Bentley at WSTV. Visiting Fred Lynn at KWTO, Springfield, Mo., recently were Jim Edward, Maxine and Bonnie Brown, Jim Wilson, Sonny James and Dido Rowley. Group stopped by Lynn's "Hillbilly Heaven" after their appearance on "Ozark Jubilee." Also visiting Lynn recently was Marvin Rainwater, who talked about his new M-G-M recording, "Tennessee Hound-Dog Yodel." Buck Griffin cut four sides for Lin Records with Bill Wimberly's band November 1, reports John Junior, KCAF, Gainsville, Tex. Griffin's personal manager, Lloyd Ridner, came up with a new release recently when his wife gave birth to a son in a Gainsville hospital.

Deejay Jimmy Simpson, WKMT, Kings Mountain, N. C., is now making personals with Rich Mauney and His Musicalaires. Mauney, who with his group airs over WCCC, Belmont, N. C., records for Starday. Tex Clark, who spins the c.&w. wax over WDOK, Cleveland, is now also helming a new record show over WEOL, Elyria, O. Clark sends out a request to all platteries for new material. To celebrate Bob Mar-

tin's third anniversary with the "Ranch House," broadcast over WMIL, Milwaukee, daily from 11:30 to 2 p.m., country and western artists from the Badger State gathered in Bob's hometown, Waukesha, Wis., recently to entertain the deejay's many fans with a four-hour show. Artists participating were Larry Lee, Herby Bohlman, Kenny Murphy, Bob Steele, Ron Teofan and the Cackle Shack Gang, Dick Darrow, Don Lampien, Eddie Wolford's Western Swingers, the Rainbow Valley Sweethearts, the Truckee Mountain Boys, Bobby Hodges, Fiddlin' Willy Kolbe, Dusty King, Eddie (Half Pint) Wilson, Chico Verlin and Ira Smith, who emceed the proceedings.

Joe Hoppel, WLOW, Norfolk, doesn't think too highly of the new release by Audrey Williams on M-G-M. "I have never run a record down," he writes, "but I can't sit idly by while M-G-M releases such poor performances as the new Audrey Williams record." Lew Banks "Gospel Quartet" show was recently given another 30 minutes of air time over WHIE, Griffin, Ga. Banks complains that he's not getting much wax from Mercury and the smaller labels.

Marty Krauss recently replaced Eugene Rehrr at the c.&w. mike at WILY, Pittsburgh. Krauss' new show is called "Country Carnival."

Buddy Griffin (Ekko) invites disk jockeys within a 100-mile radius of Dallas-Fort Worth area to appear on his TV show, "Buddy Griffin and His Buddies," which is beamed daily over KFJZ-TV, Fort Worth, 12 noon-12:30 p.m. Deejays who would like to appear on the show are asked to write to Griffin at KFJZ-TV. Jimmie O'Neal, president of the Rural Rhythm label, reports that the response from disk jockeys on Earney Vandagriff's latest release, "You Can't Come In" b/w "Swamp Water" on Rural, has been topnotch. Vandagriff attended the deejay convention

THE FINAL CURTAIN

ALLEN—George A., 96, one-time jewelry concessionaire at various Eastern fairs, recently in Attleboro, Mass. Burial in North Purchase Cemetery, Attleboro.

BENNETT—Herbert L., managing editor of The Musical Courier for 25 years, November 5 in Riverdale, N. Y. In later years he was a free-lance musical critic and writer of many music articles. His widow survives.

BOSCIA—Michael J., 41, executive assistant director in the radio press information department of CBS, November 7 in New York (See TV department for details.)

BOYD—Arlie Lee, 45, for many years a concessionaire on the Central States and Mel Vaughn's State Fair Shows, October 25 in Altus, Okla. Burial in Arkansas Pass, Tex.

BOYLE—Neil (Maggie), 53, former cook with Ringling Bros. Circus, later a chef with the Great Northern and Northern Pacific railroads, and then an employee in St. Paul, Minn., November 3. Burial at St. Paul.

BRAUDIS—Hal, 57, veteran personal manager and booker, and producer of the shows at the Thunderbird Hotel, Las Vegas, November 6 in Las Vegas. A personal manager in the East for 30 years, he switched to Las Vegas in 1947 as producer of shows at the Last Frontier and later moved on to the Thunderbird. Survivors include his widow, Kathryn Duffy, Thunderbird choreographer; a daughter and two brothers. Burial at Norman, Okla.

BRUNN—Axel, 79, theatrical scenic artist, in Copenhagen October 28. Headed the scenic staff of Copenhagen's Royal Theater, the Casino, Dagmar Theater, and also provided settings for the Pantomime-Ballet Theater in Tivoli.

BURKE—Joe, veteran employee of the Ringling Bros. and Barnum & Bailey Circus, November 4 in Stamford, Conn., of cancer. He was the porter on car No. 251, second section, of the circus train. He was a member of Local No. 1, International Alliance of Theatrical Stagehands. Survived by a daughter and a sister.

CLARK—Harry, 65, one-time actor, producer and vaudeville performer, October 22 in Mercy Hospital, Muskegon, Mich. During the days of vaude, he and his wife, Billie, worked as a team, and for several years toured the Pantages, Orpheum and RKO Circuits. Later they produced and staged their own unit shows, touring the South

and West Coast. In addition to his widow, he is survived by a daughter and a sister. Burial in Evergreen Cemetery, Muskegon.

CRAIG—Mrs. N. R., 73, one-time chairman of the woman's branch of the Moose Jaw, Sask., Exhibition Association, October 24 in Moose Jaw. At the time of her death, she was honorary chairman of the branch.

DAVIS—Roland T., 48, former trainmaster for Dalley Bros. and Austin Bros. circuses as well as several carnivals, at Joplin, Mo., November 4. Survivors include his widow, Grace. Burial in Joplin.

EGGEN—Arne, 74, Norwegian composer, in Oslo October 26. Wrote two operas, "Olav Lillekrans" and "Cymbeline," as well as cantatas, ballads, folk and instrumental numbers. Was president of the Norwegian Composers Association, 1927-1945.

FLICK—Paul C., 57, veteran stage, screen and television actor, November 1 in Cedars of Lebanon Hospital, Los Angeles. A native of Philadelphia, he started his career with Emmet Welch's Minstrels. He appeared with Fred Allen on radio, with Ed Wynn on the stage and, on several occasions, on Ed Sullivan's "Toast of the Town." For nine years after moving to California from Philadelphia, he wrote material for Al Jolson and later joined the script department of Warner Brothers. He was a member of the Hollywood Comedy Club, the Screen Actors' Guild and the American Guild of Variety Artists.

JUUL—Ralph, 67, actor for 50 years on stage, screen and radio, November 5 in Downers Grove, Ill. He had been the leading character in "Just Plain Bill" in the 1930's on radio. His widow survives.

KELLY—Nora, 67, veteran vaude and musical comedy actress, of a heart attack in Los Angeles November 8. She retired in 1927 after having been a headliner on the B. F. Keith, Orpheum and Proctor circuits. She starred with Alexander Carr in "Angel Face" and with Harry Fox in "Oh, Look" on Broadway and also composed popular songs. Surviving is her husband, James Dowdall, of Carroll and James, vaude act.

KIES—Charles H., 62, for many years a blacksmith with Cole Bros. and Sells-Floto circuses, recently in Akron. At one time he was cage man for Clyde Beatty. Survived by his widow, Helen; a stepson, a brother and two sisters. Burial in Rose Hill Cemetery, Akron.

KOFF—George W., 40, central division manager at the Chicago office of the American Society of Composers, Authors and Publishers, October 26 in Lagrange, Ill. Survived by his widow, two sons and his parents.

LISS—Edward, 61, veteran concessionaire, recently in Philadelphia. He was accidentally asphyxiated by gas fumes from a kitchen stove in his home.

MCBRIDE—Reynolds, October 31 in Spary, N. C. He was the father of Woody McBride of Ross Manning Shows and Bobby McBride of Prell's Broadway Shows.

MEYERS—Fred, 58, New York metropolitan area manager for United Artists Corporation, October 24 in New York of a heart ailment. He was a veteran of 43 years in the exhibition and distribution branches of the industry. He had held the UA district manager post since 1951.

MONTGOMERY—James S., 57, a founder and leading tenor of the Gilbert and Sullivan Players, November 9 in Germantown, Pa. He had sung both grand and light operas with such groups as the Philadelphia Civic Opera Company and was a soloist with the Philadelphia Orchestra. He had also appeared in motion pictures and many radio programs. His widow, two sons and two daughters survive.

MULLINS—Ted M. (Moon), 51, former Kansas City, Mo., radio performer and walkathon promoter, November 5 in St. Louis. Survived by his widow and two daughters.

PALEY—Herman, 76, composer, publisher and a charter member of ASCAP, November 4 in Los Angeles. A former New York City high school teacher, he joined the staff of various music publishers and later organized his own entertainment unit during World War I. Among his credits were such songs as "Cheer Up, Mary"; "Sympathy," "Billyn," "Golden Sands of Walkiri," "Havana" and "No Place to Hide." Survivors include his widow, son and a daughter. Interment at Beth Olam Cemetery, Hollywood.

PHILLIPS—Howard, 65, veteran Philadelphia theater manager, October 31 in Veterans' Hospital, Philadelphia. During his many years in show business, he managed for the old Keith Circuit and opened the Forest Theater, Philadelphia, for the Shuberts. He also managed theaters in Wilmington, Del.; Gettysburg and York, Pa. At the time of his death he was the manager of the Renel Theater, Philadelphia.

POSTA—Vito Donato, 63, formerly with Smith Bros. Shows and for 17 years the operator of a restaurant at Windy Hill Beach, near Myrtle Beach, S. C., at Charleston, S. C., October 21. Burial in Cleveland County, S. C. The survivors include his widow, a brother and a sister.

POWERS—Tom, 65, veteran stage and screen actor, November 10 at Manhattan Beach, Calif. Powers made his stage debut in 1911 and his Broadway bow in 1916 in "Mr. Lazarus." He had previously starred in a number of Western films made on Staten Island. Other plays in which Powers was prominent in the east were "Strange Interlude," "The Wild Duck," "Androcles and the Lion," "Arms and the Man," "The Apple Cart," "Julius Caesar," "The Man Who Came to Dinner," "The Three Sisters" and "Allah, Be Praised." Also a playwright, Powers wrote "The Handy Man" and "Bridal Quilt," among others. One of his most recent Hollywood jobs was in "Julius Caesar." His widow survives.

RAINES—Charles E., 31, son of Mr. and Mrs. Albert Raines, owners of Raines Amusements, recently in Mena, Ark. In addition to his parents he is survived by two sons, Charles E. Jr. and Stephen; two daughters, Mary Catherine and Susan, and a sister, Mrs. Lois Phillip. Burial in Mount Calvary Cemetery, Mena.

RAKANEN—Sulo Eugen, 59, general director of the Finnish Opera (since 1953), in Helsinki, Finland, October 26.

STRETZ—Frank, 69, orchestra leader, November 5 in New York. He conducted his own orchestra at the New York Athletic Club for 24 years, and at many of the Liederkrans Club festivals.

WENZEL—Anna E., mother of Frederick C. Wenzel, veteran outdoor showman, October 29 in Chicago. Survived by another son, Dr. E. L. Wenzel, Chicago, and a daughter, Mrs. Robert River, Oakland, Calif. Burial November 1 in Chicago.

WESTON—Ruth, 49, actress who played Aunt Eller in the Broadway company of "Oklahoma!" for 39 months, November 6 in Orange, N. J. Beginning her career in dramatic roles, Miss Weston became a comedienne. On the stage she appeared in "George Washington Slept Here," "The American Way" and "Three's a Family." She also played in a number of motion pictures in the early 1930's and appeared on Broadway in 1933 in "Biography." Born Ruth West Shillaber, she was married to Alfred Mead, who survives.

FOLK TALENT AND TUNES

Continued from page 51

in Nashville with his own band, the Golden Harvest Boys, was "Midnight Blues" b/w "Cold, Cold Rain," which he penned himself. . . . Elvis Presley, Jimmy Newman, Floyd Cramer, Jimmy Day and Scotty and Bill were recent guests of the Western Swing Kings at the latter's regular Saturday night dance at the Cotton Club, Lubbock, Tex., infos Roy Corbin, of KTFY, Brownfield, Tex.

Cuzzin Bill Hamby, WONE, Dayton, O., and the Pea Pickers played the Pumpkin Show at Bradford, O., recently. Hamby recently added a new show, "Country Star Time," to his programming schedule at WONE. It's heard each Sunday from 2:30 to 2:45 p.m. . . . Deejay Jerry Green, of KFPW, Fort Smith, Ark., complains that he is still not getting ample record service.

Ray Odom, KRUX, Glendale, Ariz., is now fronting a new TV show, the "Ray Odom Show," featuring the Sunset Riders. Of another of his enterprises, Odom writes: "The 'Arizona Hayride,' which I have had for some time, has really gone over big here in our town. We feature a lot of good local talent and one of the State's best western bands, the Sunset Riders. Our staghows starts at 8 p.m. and usually runs until 9 or 9:30 p.m. After that we dance until 3 a.m. . . . Holly Honfburg, KLIX, Twin Falls, Idaho, is now doing a half hour TV seg with his band, the Double H Buckaroos. Honfburg reports that he is now doing the commercials locally on the "Grand Ole Opry" TV show, which began in Twin Falls October 24.

Tommy Sands, who replaced T. Tommy Cuttler at the c.&w. mike at KCIJ, Shreveport, La., recently, is now twirling six hours of the country stuff daily over the station. Since joining, Sands has brought in 11 new sponsors on his show and has doubled the mail pull, according to Tillman Franks, of KWKH, Shreveport.

Don Folsom left Station WCNT, Centralia, Ill., November 1 to move to WJOB, Hammond, Ind.

HOCUS-POCUS

By BILL SACHS

TERRY POWELL, magician-vent of Jacksonville, Fla., is currently presenting his vent turn at Hubert's Museum on New York's 42d Street. After his 20 weeks there, Powell plans to work New York clubs with his vent and magic. Presenting magic at Hubert's these days is Robinson the Magician. . . . Professor Blair, magician and puppeteer, who was accidentally burned by scalding water while appearing with Shan Bros.' Shows at the Marianna (Fla.) Fair recently, began his winter tour at Wauchula, Fla., November 7. While recuperating from his burns at Bennett's Court, Tampa, Blair made a single appearance at the Diamond Horseshoe Club there. . . . A corking new book that should prove of great interest to members of the magic fraternity is Will Dexter's "The Riddle of Chung Ling Soo," just published by Arco Publishers, Ltd., of London and New York, and skedded

for release December 1. For years the idol of the English music halls, Chung Ling Soo was in reality W. E. (Billy) Robinson, of New York. For the biography of Chung Ling Soo, the author has gathered material from all over the world. He tells of Robinson's early experiences in the United States, of his first appearance and failure at the Folies Bergere in Paris as Hop Sing Soo, and his great success the following night as Chung Ling Soo. The book also relates of Chung Ling Soo's battle with Ching Ling Foo, a genuine Chinese magician, that delighted the English press for years. The book, 223 pages with illustrations, carries a \$3 price tag. The author, Will Dexter, newspaperman and magazine editor, is a member of the London Magic Circle. . . . W. D. Fredericks, well known in San Francisco magic circles, is convalescing at his home, 344 27th Avenue, that city, after being hospitalized since last January.

BURLESQUE BITS

By UNO

Calumet City, Ill., like Newark, N. J., is in the midst of a war over objections to strip tease exhibits, but nitery ops in this Chicago suburb, despite a new city ordinance aimed at outlawing this form of entertainment, are having the girls exit momentarily behind a screen or curtain and reappear with scantier clothing. Quoting Milton Raynor, an attorney repre-

sending a group of local saloon owners, "This way the performer has violated nothing as long as she stays in decent dress." . . . New York booker Eddie Kaplan, upon the removal of Irving Barrett, another booker, will take over the entire space of Suite 804 in the Palace Theater Building on December 1. . . . Vida Van Dyck, returned to featured spot at the Musical Bar nitery in Akron after a brief vacation in Chicago. Other exotics are Andra Norton, Lisa Dorn from Detroit and Peggy Shawn. . . . The Colony in Union City, N. J., reopened November 18 with a stock policy on a 10-year lease obtained by Vicki Welles, who will now be known not only as a burly stage star but also as the only female burly house owner and supervisor. House manager is Eddie Shafer and exclusive booker, Eddie Kaplan. The opening cast featured Miss Welles. Comics are Charlie Robinson and Eddie Lloyd. Straight man is Jack Coyle and house singer, Phil Green. Chorus consists of a line of Actor's Equity members, between the ages of 18 to 21. Next headliner will be Winnie Garrett. Another house for Miss Welles, now being negotiated for and expected to be leased in January, will be in Paterson, N. J. . . . Bob Corash, Denver agent, reports a serious lack of good name strippers and exotics in the Rocky Mountain area.

Benita Francis and her husband, Ed Doyle, have the food concessions at the World's Fair for Peace and Progress, opening December 20 in the Dominican Republic thru the booking of concession manager John J. McCormick of New York. Their equipment and trucks are being shipped via boat out of Savannah, Ga., from the World of Mirth Shows. . . . The current bill at the Persian Palms, Minneapolis night spot, features Sherry Shannon. Cherie Dennis is mistress of ceremonies. Others appearing are Jean Idelle, Sherry Lane, Patricia Jane and Exilda. . . . The Empire, Brooklyn, opening principals for the November 11 date, all booked thru Eddie Kaplan, consist of Marty Collins, Joe Young, Eddie Michaels, Gene Doyle, Grisha Ann Drona, Alverdo, Joy Rogers and Charles Bristol. The show is being billed as Bob Collins' Follies. Co-manager out front is Hy Katz. . . . Billy Mason and Bob Cavanaugh have revived their old brother act under their former name, "The Original Tin Pan Alley Boys," and started off November 4 with an indefinite engagement at Davy Jones' Locker nitery in Sunnyside, N. Y.

Be a Booster for MILTON SCHUSTER
Now booking Exotics—Theaters—Night Clubs—Carnivals.
BOBBY GOODMAN IN CHARGE CLUB DEPT.
127 N. Dearborn St. Chicago 2, Ill.

In Memory of
RUTH McADAMS



Who passed away
November 14, 1954.
C. C. "RED" McADAMS
MR. & MRS. SANDY WALES

IN LOVING MEMORY
OF
FRED G. MILLER
(Aerialist)
Who Passed Away
Nov. 15, 1951
EMILY MILLER
EILEEN MILLER HELTON
and MARY JANE HELTON

IN MEMORY
OF My Beloved Husband
MAD CODY FLEMING
who passed away Nov. 18, 1953.
Mrs. Grace Fleming

The Management and Staff of
ROCKAWAYS PLAYLAND
extend their condolences to
the family of the late
RUSSELL "SLIM" WATT

Two Mo. Insurance Firms Join in Merger

Haas, Wilkerson, Wohlberg Form New Organization; See Increased Business

KANSAS CITY, Nov. 12.—Merger of two insurance firms—Haas & Wilkerson, of this city, and R. Walkup-E. Wohlberg, St. Louis, was effected here this week.

The new firm will have offices here and in St. Louis, utilizing the same quarters which served the two prior to the merger. Additional personnel will be added to handle the expected increase in business.

Merger negotiations were concluded Wednesday (9) by Al Haas, W. Ralph Wilkerson and Rogers Wohlberg.

The new firm, it was announced, will be in a position to give even better service than had been possible for the two predecessor organizations, both of which had been built up by personal service rendered to accounts.

The addition of more personnel will enable Wilkerson and Wohlberg, who have spent much time on the road in the past, to devote 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 Wilkerson and Wohlberg plan to travel almost continually.

The Walkup-Wohlberg firm was organized in 1940 by Roscoe Walkup, father-in-law of Rogers Wohlberg. Wohlberg, who joined the firm in 1945 following two years spent in the armed services, had conducted the business since last April when Roscoe Walkup died.

Al Haas and Ralph Wilkerson have been partners for 19 years, starting in 1936 when they set up the showmen's insurance organization. Prior to that Haas had been in the general insurance business in Kansas City for about 10 years.

Haas, Wilkerson and Wohlberg said that they will be in Chicago for the outdoor convention. They plan to arrive Friday, November 25, and remain for a full week.

Minn. Circuit Sets '56 Dates

THIEF RIVER FALLS, Minn., Nov. 12.—The Red River Valley Circuit of five Minnesota fairs set its '56 dates at a get-together preceding the recent meeting of the Ninth District of the Minnesota Federation of County Fairs.

Dates will be Fertile, July 12-14; Warren, July 16-18; Barnesville, July 19-21; Roseau, July 24-26, and Mahanomen, July 27-29. Attractions will be signed at the State convention in St. Paul in January.

Twelve of the 18 fairs in the Ninth District were represented at the meeting here. C. A. (Cap) Anderson, president of the State federation, spoke briefly and John Planalap, manager of the Grossman Entertainment Service, Des Moines, discussed booking problems. Ken Nelson, secretary of the Warren fair, led a roundtable on grandstand problems. Charles Christian-son and O. M. Mattson made short addresses.

Allegan, Mich., Elects Snow; Net Tops '54

ALLEGAN, Mich., Nov. 12.—James H. Snow, secretary of the Allegan County Fair since 1947, was this week also named president succeeding E. W. DeLano, who retired after 32 years as head of the fair association. In addition to his connections here, Snow is secretary-treasurer of the Southern Michigan Fair and Racing Circuit and a vice-president of the Michigan Association of Fairs and Exhibitions.

The '55 fair had a total paid attendance of 61,990, exceeded only by the 75,000 who paid to attend the 1952 centennial fair. A total profit of \$8,000 was registered this year.

Attendance was ahead of '54 on every day. Over 3,000 season tickets were sold, which in effect would add a total of 18,000 to the 61,990 attendance figure. Fair spent \$2,500 on plant improvements. Attraction-wise, the fair ran well ahead of the previous year. Happyland Shows, the midway attraction, did big business; Barnes-Carruthers' night revue scored well and B. Ward Beam's thrill show pulled two good crowds to its performances.

Fair opened a new farm implement area this year, located near the 4-H barns and exhibit buildings. It is laid out on the streets with modern lighting and adequate electrical outlets for portable equipment. As a result, the fair sold several hundred feet more exhibit space this year.

At the annual meeting, T. R. Ward, Weldon Rumery and George Horan were re-elected to the board. Snow was elected to fill the vacancy left when Elmer Bargewell requested that he be relieved after 46 years with the fair. T. R. Ward and Weldon Rumery were re-elected vice-presidents and George Horan treasurer.

Fernie Reports Loss

FERNIE, B. C., Nov. 12.—The Fernie Artificial Ice Arena operated at a loss of \$653 for the 1954-'55 season. Receipts totaled \$6,490 and expenditures were \$7,143. The arena operated for five and a half months, and it was the first full season of operation.

ATWELL CLUB IN NEW SPOT

CHICAGO, Nov. 12.—The Atwell Club, long-time luncheon club here for outdoor showmen, has moved to a new location. The informal outfit now meets at noon daily at the Toffenetti Restaurant in the new Greyhound Terminal building across Clark Street from the Hotel Sherman.

Showmen in town for the outdoor conventions and those who make Chicago at other times during the winter and summer are invited to attend the Atwell Club, Secretary Nat Green stated.

Edmonton Ex Nets \$207,589 On 7-Day Run

Incurs 76G Loss On Year as Other Activities Slip

EDMONTON, Alta., Nov. 12.—A loss of \$76,996 was sustained by the Edmonton Exhibition Association in the 10 months ending August 31, compared with a profit of \$27,032 the previous year, it was reported at the annual meeting of shareholders.

The year's report covers only 10 months because the fiscal year for the association has been changed to end August 31 instead of October 31. W. C. Bissell, president, explained prior to presentation of the report by James Paul, managing director.

Profit on the summer exhibition was \$207,589, about \$12,300 more than last year, but other phases of the fair's activities were down, the report said. Gross revenue was \$395,674, compared with \$346,327 last year.

Gate Off 10,340 Attendance at the exhibition was 10,340 less than last year, Bissell said, yet profit was greater everywhere but at the gate. Midway revenue was up \$3,216 and program sales were up \$22,849. Paul (Continued on page 57)

Names, Expanded Territory Figure in GAC-Hamid Plans

GAC's Joe Higgins Joins Sales Staff As Org Plots Chicago Presentations

NEW YORK, Nov. 12.—The probable availability of more top-talent names to fairs on a more realistic price participation basis, and the servicing of a wider territory than has ever been handled before by a single outdoor agency, loomed this week as officials of the newly formed GAC-Hamid booking unit worked out plans and packages that will be unveiled at the outdoor meetings in Chicago.

The selling offensive will be an all-out effort encompassing, with a varying degree of effort, territory normally held outside the domain of the now affiliated George A. Hamid & Son Agency but well within the framework of General Artists Corporation office structure. This includes, besides New York and London, selling-service outlets in Chicago, Cincinnati, Dallas and Beverly Hills, Calif.

The completion and announcement of the affiliation just one week ago tended to confine the immediate planned selling effort. It is known, too, that sales promotion efforts put into effect this week have been expanded to include 10 States in addition to the usual territory serviced by the Hamid organization, which is the Eastern United States and Canada.

George A. Hamid, president of the new firm, said that a full force would be on hand for the Chicago fair and park meetings, with Joseph Higgins, experienced GAC staffer, moving in to full-time participation with the new outdoor affiliate. Higgins has had extensive one-nighter experience which, Hamid said, is akin in many respects to the selling and servicing of fairs. In addition, Higgins has had extensive territorial experience, having served in the Chicago and Cincinnati GAC offices and handled many Canadian accounts.

Part of the offerings, made possible thru the new setup, may be the forming of three or four supple-

mental units for fairs. These would probably principally consist of a name star of the stature of Johnnie Ray, Julius La Rosa or Dorothy Collins, and be made available to annuals in virtually any combination of performing days. As Hamid explained it, there are at least three fairs a week in the East which could use name talent for one or two nights; they could buy it at reasonable prices. With one office handling all booking phases it is possible that names could be made available and in suitable variety if interest developed.

GAC booked talent this year, both direct and thru other agencies, into the Texas, California, Indiana, New York and Michigan State fairs. Names were involved in each instance and it is likely that expansion will be sought in this field. In addition to the artists named, the GAC talent lineup includes Perry Como, Patti Page, Jo Stafford, Frankie Laine, Nat (King) Cole, Les Paul and Mary Ford, Peggy Lee, the Mills Bros., and the Ray Anthony, Ralph Flanagan and Louis Jordan bands, among others.

Meaning to Talent Novelty talent which has found much of its work in the outdoor fields will stand to gain from the affiliation, according to Hamid. The development of new outlets, as planned, and the wider range of GAC-Hamid and the parent GAC, may also possibly lead to more work.

More activity in the amusement park field, again with names as the stimulus, is also in the new firm's planning. Overtures along these lines will also likely be made at the Chicago meetings.

The first major presentation of a GAC-Hamid talent package will (Continued on page 56)

All-AGVA Pact Mulled for GAC-Hamid Outdoor Talent

Continued from page 1

form their own association, as have indoor bookers.

Numerous problems must be worked out and will be attacked at sessions commencing Monday. One of these is the AGVA Welfare Trust Fund, into which GAC-Hamid will contribute from \$2.50 to \$3.50 per week, per performer. The higher figure will be for "hazardous" acts. Because of the immense amount of money to be put into the fund over a season, steps will be sought to guarantee proper administration of the fund.

Under the fund, acts will be guaranteed \$7,500 for accidental death, as in the case of the Great Telesco, sway pole act, who fell to his death last month on Long Island. They will also get \$1,000 maximum medical and hospitalization, and \$50 weekly up to 150 weeks if incapacitated and unable to work. Acts will be covered for 24 hours a day, on or off the job, and from the time they leave the previous date to the time they arrive at the following date.

Major parts of the agreement read as follows:

"1. AGVA hereby recognizes GAC-Hamid, Inc., as a producer for fair dates, amusement parks, circuses, expositions, trade and arena shows, celebrations, pageants, athletic events and similar

engagements, and agrees that said GAC-Hamid, Inc., may deal with the members of AGVA as employers, operators, bookers and producers in said fields.

"2. GAC-Hamid, Inc., agrees that all performers employed by it in the above fields, will be members of AGVA in good standing during the period of their employment by it."

"3. GAC-Hamid, Inc., agrees that it will pay all such performers at least the going minimum scale provided in the current National Code of Fair Practice of AGVA for said fields.

"4. GAC-Hamid, Inc., agrees that with respect to all members of AGVA employed by it, it will make contributions to the AGVA Welfare Trust Fund, in accordance with the rates specified in the National Code of Fair Practice, but in any event not in excess of the contributions as may be outlined in the present AGVA Welfare Trust Fund Policy, whichever may be the lesser.

"5. GAC-Hamid, Inc., and AGVA agree that their representatives will meet, as soon as is conveniently possible, to work out mutually agreeable rules and regulations, which will constitute a Code of Fair Practice for the aforementioned fields, and in the event that

they fail to work out . . . within 90 days, any unresolved issues . . . these shall be submitted to a mutually agreed-to arbiter (whose decision shall be binding) . . .

"6. AGVA agrees that in no event shall any such rules and regulations be less advantageous to GAC-Hamid, Inc., than the rules and regulations granted to any other producer, employer or operator in said fields, nor shall they be less advantageous to GAC-Hamid, Inc., than any current National Code of Fair Practice of AGVA for said fields."

The union has had no agreement with GAC nor with Hamid in the past, and the current development was initiated in Atlantic City in June, shortly after Bright took office. Both Levy and Hamid have viewed with awareness the advances into the carnival field by the Teamsters' and Retail Clerks' unions this year. GAC-Hamid has since sought to prevent any encroachment in the talent field by an alien union, by aligning with AGVA.

Generally, there have been no issues in the outdoor field over inadequate wages for acts. Some study, however, will be made over the part played by part-time apprentices, and how they affect the Welfare Fund contributions.

Darlington Sets 250G Raceway Improvements

DARLINGTON, S. C., Nov. 12.—A \$250,000 expansion program was announced this week by the Darlington International Raceway, scene of the annual 500-mile stock car race on Labor Day.

A new grandstand to seat 13,200 is the principal item planned. It will be located at the back stretch and raise the permanent seating capacity to 29,200, the operators said. More than 40,000 others can be accommodated in the infield and other standing areas. Attendance in excess of 50,000 was claimed for the last event.

Other improvements include a set of service pits along the back stretch to alleviate existing crowded conditions.

Additions Set For Palmetto

PALMETTO, Fla., Nov. 12.—W. H. Kendrick, general manager of Manatee County Fair, announced this week that work will begin soon on two new buildings which will add 8,000 square feet to the exhibit space.

The fair, which will run January 23-28, has contracted the Blue Grass Shows for its midway.



YOUR OUTDOOR CONVENTION SERVICE CENTER

Courtesy of The Billboard and the Showmen's League
of America...

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 Folks 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 for them at the Information Booth. We'll try to locate them for you. Or leave your message for them with us.

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 SHOWMEN'S LEAGUE OF AMERICA INFORMATION BOOTH located in the lobby of the Sherman Hotel opposite the stairway to the exhibit floor. We'll be looking for YOU!

Another Special Service of The Billboard in co-operation with the Showmen's League of America.

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

(Hotel, Motel or Other Location)

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

Total Falls \$52,216 Below Year Ago;
Spends 244G on Plant Improvements

CALGARY, Alta., Nov. 12.—The Calgary Exhibition and Stampede, Ltd., recorded a net profit of \$296,130 on operations for the year ended September 30, but \$244,331 of this 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 \$348,346, the highest in the history of the exhibition board, and \$52,216 better than 1955.

Total revenue for the year was \$825,470, compared with \$802,424 in 1954.

After payment for plant and building extensions in 1955, promotion of junior agricultural activities and reserve for repayment of 1957 bond principal, the net revenue was reduced to \$18,695 and this sum was carried to the reserve for future improvements.

Record Gate, \$\$

Reports by W. A. Crawford-Frost, president, and Maurice E. Hartnett, general manager, showed that the 1955 Exhibition and Stampede was the biggest in history by way of attendance, revenue and expenditures, and general excellence.

The attendance mark of more than 520,000 was an all-time record.

Justice M. M. Porter, chairman of the finance committee, reported that gate and grandstand revenue of \$444,430 was an all-time high and compared with \$392,741 last year. Exhibit space, midway and concessions netted revenue of \$122,972, as compared with \$109,345 in 1954.

Horse racing at the Stampede yielded approximately \$100,000, with purses and other expenses totalling \$70,000. The fall race meet added another \$66,000 to exhibition funds.

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 \$101,000, compared with \$87,000 in 1954 and music and attractions cost \$26,260, compared with \$21,673 the previous year.

Expenditures in 1955 totaled \$529,341, compared with \$454,078 in 1954.

Administration expense during the year totaled \$76,986, as against \$60,915 in 1954, and maintenance of grounds cost \$54,978, as against \$41,038.

Manager Hartnett reported on a survey undertaken by the company which disclosed that 57 per cent of Exhibition and Stampede patrons come from Calgary and district; 17 per cent from Alberta, other than Calgary and district; 18 per cent from Canada other than Alberta; 6 per cent from the United States and the remaining 2 per cent from other countries.

Improvements

Capital improvements during the year included: Construction of Fort Calgary House and two bastions flanking the new entrance to Fort Calgary; construction of a new grandstand roof; major changes in the Stampede infield and construction of movable corals; large paving program in the grounds; construction of stalls for chuckwagon horses; alterations to the livestock pavilion and Stampede office and major changes to the lighting system on the grounds.

Hartnett also reported that a total of 1,579,440 persons attended events held 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. Dinning, who resigned his post as first vice-president, was succeeded by F. 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 1954 board of directors were re-elected and a new director, Charles Kennedy, was named.

Off-Season Deficit for A. C. Hall

ATLANTIC CITY, Nov. 12.—The Municipal Auditorium went into the red for more than \$100,000 for the first six months of this year, according to an audit just filed with the City Commission. There was a cash balance on hand at the beginning of the year of \$299,405, but on June 30 the cash balance was \$192,758.

Receipts for the six-month period amounted to \$235,691 including \$212,751 from store rentals and \$13,983 from conventions. During the same period, disbursements amounted to \$342,339, including \$225,489 for payroll, \$23,682 for utilities, \$33,006 for maintenance, and \$15,041 for fuel.

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

A budget of \$932,000 was set up for the current year's operation at the big hall. In order to meet an anticipated deficit, the 1955 Auditorium budget provided \$150,000 as "usable from previous appropriations" and a deficiency appropriation of \$60,000 from the city's general fund.

Brandon Ex Skeds '56 Band Contest

BRANDON, Man., Nov. 12.—An international band competition will be one of the features of the Manitoba Provincial Exhibition here next year and substantial prizes will go to the winners. Directors have also decided to invite Indians from Manitoba and Saskatchewan to participate in the fair. A downtown parade is also planned.

JOHN BUNDY

President & General Manager

YOUNG-BUNDY MOTORS, INC.

CHRYSLER-PLYMOUTH AGENCY

806 St. Louis Ave., East St. Louis, Ill.

Phone: BRIDGE 5313

ED MURPHY

Showmen's Representative

Several Makes and Models of

NEW AND USED

TRUCKS AND TRAILERS

"Special Finance Plan for Showmen"

See Us for a Good Deal on a

NEW OR USED CAR

3 REGIONAL OFFICES UNDER 1 OWNERSHIP

providing EXCLUSIVE NATIONAL GRASS ROOTS COVERAGE of newspapers, daily and weekly; national consumer and business publications and literally every periodical on your schedule.

Write or phone for complete details

LUCE PRESS CLIPPING BUREAU

157 Chambers Street

New York 7, N. Y.

BR 7-2096

104 West Linwood Blvd.

Kansas City, Mo.

715 Harrison Street

Topoka, Kansas

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 drive-ins, and extensive food concession interests, secured in April a three-year pact for the arena.

A steady weekend diet of name vocalists and dance bands was offered, together with mid-week special events and season-long 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 Joni James with the Mal MacIntyre orchestra. Straight admission price of \$1.80 was charged. The McGuire Sisters were booked in on two occasions, doing well both times, and another winner was the Vaughn Monroe band. Other attractions included Eartha Kitt, Cab Calloway, Tony Pastor and others.

Wrestling Just Fair

Contribution shows included John Arthur's Atom Bomb exhibit and Barrett's Miniature Circus. The

Berkshire Trout Farm's tank was booked in for three weeks. Professional wrestling, locally booked, was offered on two Thursdays, and did just fair.

Business generally was spotty, and company executives are attempting to see a pattern in the attendance and spending habits of patrons, so as to improve the 1956 grosses. A heavy advertising budget was spent, with much outdoor space being taken, as well as disk jockey and music shop tie-ins, newspapers from Trenton to Newark, and aerial advertising.

Attraction booking for the operators was accomplished by Leonard Romm, who will handle the chores again if the policy is retained, it was reported.

The deal for the city-owned building calls for a \$9,500 guarantee the first year, \$10,000 the second, and \$11,500 the third, against 10 per cent of the gross. The lease is for summertime use only, running from the July Fourth to Labor Day weekends, the resort community's peak period.

NEW! KIDDIE RIDES

- ★ Merry-Go-Rounds
- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains
- ★ Roller Coasters

SHOOTING GALLERIES
KING AMUSEMENT CO.
Mt. Clemens, Mich.

★ MERRY-GO-ROUND 3 abreast—children & adults

- ★ ROLLER COASTER
- ★ WATER BOAT RIDE
- ★ WHIRL-A-ROUND
- ★ FERRIS WHEEL
- ★ LOCOMOTIVE TRAIN
- ★ FIRE ENGINE
- ★ ROCKET FIGHTER
- ★ 4-IN-ONE RIDE
- ★ JET AEROPLANE
- ★ CHAIR-O-PLANE
- ★ ELEPHANT RIDE
- ★ TANK RIDE

All rides complete, including fences, electric signs, ready to operate. Terms arranged. Titus, circular free.

STANDARD KIDDIE RIDES MANUFACTURING CO.
201 E. Broadway, Long Beach, L. I.; N. Y.
Phone: Long Beach 6-7361 and 6-5594

COMET

- ★ ROCK-O-PLANE
- ★ ROLL-O-PLANE
- ★ FLY-O-PLANE
- ★ OCTOPUS
- ★ MIDGE-O-RACER
- ★ BULGY THE WHALE

"NATIONAL" RIDES DESIGNED FOR BIG PROFITS IN MIND

Rides built by National over 40 years ago are still in operation and considered too good to replace.

National is Famous for . . .

- ★ Complete Kiddielands
- ★ Century Flyer (Miniature Train)
- ★ Trackless Train (No Rails Needed)
- ★ Comet Jr. (Roller Coaster)
- ★ Kiddie Buggy Ride (10-Horse De Luxe)
- ★ The Pony Trot (10 or 20 Ponies)
- ★ Kiddie Ferris Wheel (For Safety and Profits)
- ★ Streamlined Coaster Cars (Custom Built for Your Coaster)
- ★ Funhouses (Designed for Big Profits)
- ★ Mirror Mazes (An Old Favorite)
- ★ Laughing Mirrors (Require Little Space)
- ★ Old Mills & Mill Chutes

Write for Descriptive Circulars
NATIONAL AMUSEMENT DEVICE CO.
BOX 488, VAF Phone MEIrose 2646 DAYTON 7, OHIO

WORLD'S FASTEST THRILL RIDE
THE SPINAROO

All moving parts built permanently on a 30-ft. semi-trailer chassis. Eight tubs have a total capacity of 48 adults. Requires space 30x42, gross weight of loaded trailer 18,000 lbs.

WRITE TODAY FOR COMPLETE INFORMATION AND PHOTOS
KING AMUSEMENT COMPANY
MT. CLEMENS, MICHIGAN

Curtailed Popcorn Crop Expected to Hike Prices

CHICAGO, Nov. 12.—Popcorn concessionaires will, in all likelihood, pay more for their raw corn in '56, according to industry leaders attending the annual convention of the International Popcorn Association here this week. Seasoning, on the other hand, should be unchanged to slightly lower.

Main reason for the higher corn prices is the 20 per cent cut in plantings this year, coming at a time when the market is already firm to strong. Another strengthening factor is the possibility that some corn still in the fields may

never be harvested due to the rainy fall weather that has made picking impossible in some areas. The consensus seemed to be that the future won't really be known until mid-December when the harvesting should be completed.

Seasoning prices shouldn't show much change, according to Jim Ryan, head man of C. F. Simonini's Sons, Inc., Philadelphia producer of oils for the popcorn trade. Ryan said if anything, peanut oil should be cheaper next year due to the tremendous crop of peanuts this year. Coconut oil is expected to remain steady at present price levels. Better economic conditions in Europe has made those countries good customers for Philippine copra and should keep the market on an even keel, Ryan pointed out.

Popcorn men left the four-day confab here this week in a cheerful mood and most of them contemplated raising prices on raw 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 Cars Associated, operators of auto races in the Midwest, will be held November 26 in Chicago's Hotel Sherman, Leon DeRock, managing director, announced.

During '55, its first season in the field, the DeRock organization operated 22 race meets in five Midwest States all under auspices of the Central State Racing Association. The race driver-turned-promoter is planning on 50 big car and stock car races next summer. Ken Gottschalk, St. Louis, will receive the '55 trophy as top point winner.

MOOSE JAW, Sask., Nov. 12.—George Cooper was re-elected president of the Moose Jaw Exhibition. Vice-presidents are O. B. Fysh and Gordon Smith. Secretary is Mrs. Verna Hyland.

DEPEND ON SKEE-BALL FOR YOUR STEADY INCOME YEAR AFTER YEAR

WRITE PHILADELPHIA TOBOGGAN CO.
130 E. Duval St. Philadelphia 44, Pennsylvania

FOR SALE

Six Boats for Kiddie Ride, new motors, good condition, \$500.00. Also one complete Motordrome stored in Petersburg, Va.

EARL PURTLE
c/o Ceflin & Wilson Shows Jacksonville, Fla., now; then Winter Quarters, Petersburg, Va.

CAROUSELS—ORGANS KIDDIE RIDES—TRAINS

Complete line. Write for catalog and terms.

H. E. Ewart Company
707 East Greenleaf Street Compton, California

Better than ever... the 1956 18-car Caterpillar



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 Cat are now in production. Can accept additional orders if received promptly.

MERRY-GO-ROUNDS • BOAT RIDE • KIDDIE AUTO RIDE • PORTABLE ROLLER COASTER • JOLLY CATERPILLAR • SKY FIGHTER • TANK RIDE • BUGGY RIDE • GASOLINE SPORT CARS • TWISTER • RECORD PLAYERS • MERRY-GO-ROUND RECORDS • TAPES • RIDE TIMERS • CANVAS TOPS • SIDE WALLS AND COVERS • PARTS AND ACCESSORIES FOR ALLAN HERSCHELL AND SPILLMAN RIDES.

ALLAN HERSCHELL COMPANY, INC.

"World's largest manufacturer of amusement rides"

NORTH TONAWANDA, NEW YORK

THE WORLD'S MOST PROFITABLE RIDE

CASH IN ON THIS SURE FIRE ATTRACTION *Now!*

SUPERIOR IN APPEARANCE, OPERATION, CONSTRUCTION AND EARNING POWER, THESE SMALL RACERS WILL DRAW MORE PEOPLE TO YOUR PARK THAN ANY OTHER RIDE!



OPERATORS REPORT GROSSES OF \$75 TO \$200 DAILY

MIDGET AUTO RIDES are the most outstanding ride to come out during the past fifty years. Occupant controlled and suitable for all ages, these very attractive small racing cars offer all the fun and excitement of driving a real racing car, all in perfect safety. Send for complete information and prices.

COMET MANUFACTURING CO. • Dept. B1, Box 1882 • SACRAMENTO, CALIF.

THE TILT-A-WHIRL Ride

"Best Buy in Rides Today"

- ★ Very Popular and Profitable
- ★ Good Looking
- ★ Well Built
- ★ Economical and what a Repeater!!
- ★ Good Quality
- ★ Repeater!!

SELLNER MFG. CO.
Faribault, Minnesota

MINIATURE TRAINS for EVERY LOCATION

any SIZE...any CAPACITY...any PRICE RANGE...

THE WORLD'S FINEST BY THE WORLD'S LARGEST EXCLUSIVE MANUFACTURER



AVAILABLE... FREE Descriptive Catalog and Complete Details - write for Dept. B

MINIATURE TRAIN CO. RENSSELAER, INDIANA

TV STATION BUYS COLISEUM CONTROL

WFBM Acquires Entertainment Contract Covering Indiana State Fair Coliseum

INDIANAPOLIS, Nov. 12.—WFBM-TV has gained control of the Indiana Coliseum Corporation thru acquisition of what is virtually a majority of the stock.

The radio-TV station president, Harry M. Bittner Jr., said the transaction gives his firm "more than 50 per cent but not quite 51 per cent of the voting stock."

The Coliseum 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 Wirtz failed to agree on a contract renewal more than a year ago.

Over half of the 1,330 outstanding shares of stock were purchased by Bittner's Consolidated Radio and Television Broadcasters, Inc. The latter firm operates WFBM-TV and WFBM as well as other stations. WFBM-TV was one of the original 13 stockholders in the Coliseum corporation, then holding an 11 per cent interest.

Bittner declined to divulge the amount of money involved in the transaction.

Melvin T. Ross, a stockholder, will be retained as general manager of the entertainment firm. The company's present contract with the Indiana State Fair is for five years, starting in 1954. The Coliseum is at the fairgrounds, and it is the largest arena in the State.

Bittner said that the firm hopes "to have more and better weekly attractions with special star acts

supplemented with some of our station talent."

"We're going to try a show with paid admission and see how it goes," he stated. "I doubt if it will be televised or even broadcast. Our performers will form the basic group and we will bring in other name attractions."

A show patterned after the "Grand Ole Opry," of WSM, Nashville, is under consideration. It originates in Ryman Auditorium, Nashville. WFBM-TV's success with "Indiana Hoedown" strengthens the possibility of a country and western presentation, Bittner said.

Negotiations for the transfer of stock were opened during the past summer.

El Paso, Tex., Plans '56 Fair

EL PASO, Tex., Nov. 12.—The first run of the El Paso County Fair is scheduled for 1956, it was announced here by George S. Bovee Sr., chairman of the county recreation board.

Bovee said the event will be presented in conjunction with the El Paso Chamber of Commerce. M. T. (Shorty) Jenkins, director of the Southwestern Livestock Show and Rodeo, will be chairman of exhibits and C. W. (Chuck) Swan, manager of the recreation department, will supervise entertainment.

Present plans, according to Bovee, call for a carnival for the six-day event, free acts and fireworks. No cattle classes will be included but other exhibits, such as poultry, pigeons, rabbits and pets, are planned.

REGINA '55 PROFIT HITS RECORD 93G

Surpasses Year Ago by \$7,795; Earmarks \$100,000 for '56 Expenses

REGINA, Sask., Nov. 12.—A record net profit of \$93,656 on the summer fair was recorded in the financial statement of the Regina Exhibition Association for the year ended September 30.

The fair week mark is \$7,795 ahead of the net revenue in 1954, which was \$85,861, an all-time high.

Net profit on the year's operations totaled \$50,360, down \$8,366 from last year.

The program for next year includes expenditure totaling \$100,000. Biggest outlay, \$60,000, will be for major improvements to roadways, fences and sewer and water lines. A new race track fence will be built at a cost of \$20,000, parking areas will be improved at a cost of \$12,500, and \$7,500 will go toward a stucco job on the south side of the grandstand.

Included in this year's statement is a summary of expenditures for the 10-year period, 1946 to 1955. Capital outlay was \$1,237,763, grounds and buildings expenses were \$341,817 and \$138,468 was

spent on improvements to the Stadium. Largest capital expenditure was during the past year, \$465,764, for new livestock and exhibit buildings.

327G Revenue

Revenue for the 1955 summer fair was \$327,556, against \$297,778 in 1954, and expenditures were \$233,900.

Gate receipts were \$73,951, an increase of \$6,533, and grandstand receipts, at \$82,004, showed an increase of \$9,893.

Revenue from horse racing at the summer fair was the highest on record, \$73,790 after provincial tax deductions. The figure was \$4,570 higher than last year when the previous record was set. Race committee expenses were \$59,053, leaving a net profit of \$14,736, compared with \$10,532 in 1954.

Midway revenue at \$28,120 was down \$554 from last year, and concessions' revenue at \$54,518 was up \$13,435.

Exhibit space rentals totaled \$13,224, a decline of \$4,263, and exhibitors' fees at \$1,743 were up \$105.

Net revenue on rental of grounds and buildings was \$15,504, compared with a record \$48,623 last year. Rentals totaled \$63,414, down \$20,430 because of the Grain Show building fire last January, and maintenance costs were \$47,910, an increase of \$12,688.

Capital expenditures for the year ended September 30 totaled \$465,764 against \$113,726 last year. Biggest outlay was \$191,331 for construction of the Jubilee exhibit building to replace wings of the Grain Show building. Other major spending included \$118,451 for a new livestock stable and \$62,012 for a new office building. Clearing of the Grain Show building area after the fire cost \$17,200.

Stadium Nets 12G

A profit of \$12,176 was recorded on operation of the Stadium compared with a profit of \$3,718 last year. The Stadium's revenue total was \$58,890, up \$12,397, and expenses totaled \$46,715.

Junior hockey revenue was \$37,392, an increase of \$17,784 and a profit of \$3,524 was shown on "Ice Cycles." Skating revenue was up slightly at \$9,041.

Losses of \$9,534 on the winter fair and \$519 on the harness race meet were recorded.

Cash on hand stood at \$90,108 and the superannuation fund reserve was \$56,020.

Federal and provincial government grants for the summer and winter fairs totaled \$37,605.

Committee expenditures were \$21,983 higher than last year and \$7,644 higher than the 1955

ARENAS-AUDITORIUMS

Goose Tatum, Marques Haynes Tour New Harlem Magicians

By TOM PARKINSON

The new basketball combination of Reese (Goose) Tatum and Marques Haynes is very much in action and has a full schedule of games thru the Middle West this month. Their route is expected to keep them busy into April, and there is talk of year-round operation.

The two stars also have with them as the Harlem Magicians such players as Van Phillips, Ken McBride, Boyd Buie, Lester Burks, Fred Andrews and Jerry Johnson. Their opposition on the tour is the New York Olympians, with Bill Spivey, Charlie Hadden, Byron Anderson, Bob Righetti, Bob Fowler, Ted Lyons and Tom Gatzek.

In addition to the straight basketball, the clowning of Tatum and skill of other members, the Harlem Magicians are augmented by the Flying Nesbits. This is the "only Negro acrobatic group," of Washington, and the act performs at half time.

Elwood Parsons, business manager for the organization, said attendance has been especially good for early in the season—best he has seen in 18 years of basketball. Normally based in Dayton, Parsons was with the troupe at several stands in Illinois.

William Selitsky, Eastern and Southeastern agent, recalls that the current tour began October 9 in Nebraska. He reports that he has had more requests for dates than it is possible to fill in the available time.

Evidence that the team is playing a maximum number of dates is found in its route for November. On Sunday (13) they will play at Danville, Ill., in the afternoon and Kankakee in the evening. The week will take them to Bluffton, Ind.; Grand Rapids; South Bend; Toledo, Jeffersonville, Ind., and Versailles, Ind. Sunday (20) will find them playing Madison, Ind., in the afternoon and Dayton at night. Rochester, Ind.; Kokomo, Ind.; Peru, Ill.; Des Moines, Ia.; Libertyville, Ill.; Flint, Mich.; Detroit; Muncie, Ind.; Lima, O., and Canton, O., complete the month.

Attendance at Springfield, Arlington and Quincy, Ill., was very good, Parsons reported.

10,000-SEATER

Large Hartford Arena Hinges on Zoning OK

HARTFORD, Conn., Nov. 12.—A. J. Bronstein, Hartford outdoor theater developer, disclosed plans Wednesday (9) for construction of a major arena in the North Meadows section of the city.

Costs are estimated over the \$2,000,000 mark, according to Bronstein, who is associated with a number of Connecticut businessmen. Bronstein interests built the half-million-dollar Meadows Drive In, Hartford, earlier this year.

The 25-acre tract, adjacent to the theater property, is owned by Russo Brothers of Hartford, who leased the theater area to Bronstein for 40 years. According to present plans, the arena land would be leased for a similar period to a corporation being set up by Bronstein and his son, Joe, who is general manager of the East Hartford Family Drive-In Theater Corporation.

"We envision use of this area, seating upward of 10,000 people, for basketball, hockey, dancing, ice shows, boxing, wrestling, conventions and the like," Bronstein said.

1,500-Car Capacity

"Parking lots will be able to handle more than 1,500 cars."

Once zoning approval is obtained for the project, construction would start later this winter, for a possible opening by mid-1956, he added.

The idea of the City of Hartford going ahead on a \$100,000 survey of auditorium feasibility here does not seem necessary at the time, he said. "We are willing to proceed with private capital and guarantee an arena facility that could be used for city functions when needed. We

budget. Biggest spending was by the executive and finance, race, attractions, livestock and advertising committees.

Charles H. Leech, assistant manager, has resigned to take over duties in Calgary, Alta., as assistant to the secretary of the Canadian Hereford Association.

Leech joined the exhibition staff in 1949. He helped supervise arrangement of exhibits at the summer fairs, assisted with the concession details and, in recent years, was primarily connected with the livestock end of the exhibition.

have faith in the growth of this community, and are willing to back our faith with an expenditure of several million dollars."

Bronstein and his associates also are negotiating for additional drive-in theater sites along the East Coast.

TENTS ALL SIZES ALL TYPES

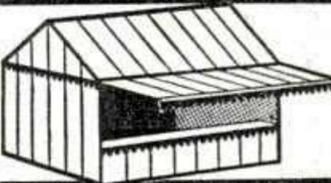
Well Made for Over 75 Years

Materials on hand either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.

IMMEDIATE DELIVERY "SID" T. JESSOP—GEO. W. JOHNSON

UNITED STATES TENT & AWNING CO. 2315-21 W. Huron CHICAGO 12 Chicago's Big Tent House Since 1870

ANCHOR



TENTS

Supplying Superior Show Canvas for 60 years. Any size or style made to order. Dyed and flameproof fabrics. Best delivery—Write today—Better prices.

ANCHOR SUPPLY CO. EVANSVILLE, INDIANA

SHOW TENTS CENTRAL Canvas Company

516-518 EAST 18th St. Kansas City 6, Missouri Phone: Harrison 3026 HARRY SOMMERVILLE

POWERS TENTS

Tents well reinforced. 12.63 oz. army duck. Vivatex treated. Sewed with heavy sail thread.

Largest manufacturer of show tents in the East. Write for prices.

Powers & Co. 5929 Woodland Ave. Philadelphia, Pa.

FILL IN ARROWS SEND FOR QUOTATIONS

AMERICA'S FINEST SHOW TENTS

O. Henry Tent & Awning Co.

• CONCESSION TOPS • SHOW TENTS
• BANNERS • RIDE CANVAS

BERNIE MENDELSON

4862 N. CLARK ST. Phone: ARdmore 1-1300 CHICAGO 40, ILL.

CONCESSION TRAILERS OF ALL TYPES State Your Needs

★

CALUMET COACH CO.

11575 S. Wabash Chicago 28, Ill. Phone: WAterfall 8-2212

Catalogs available on request

ADVERTISING IN THE BILLBOARD SINCE 1904

ROLL or FOLDED TICKETS DAY & NIGHT SERVICE SPECIALLY PRINTED

CASH WITH ORDER PRICES ---

1000 10M \$12.60 - ADDITIONAL 10M's SAME ORDER, \$2.60

Each change of wording and color add \$5.00. For change of color only, add \$1.50. Must be even multiples of 10,000 tickets of a kind and color.

STOCK ROLL TICKETS

1 ROLL \$1.50 EACH ADDITIONAL ROLL SAME ORDER AT 75c PER ROLL

WELDON, WILLIAMS & LICK

FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax. Must Show Name of Place, Established price, Tax and Total. Must be Concessionally Numbered from 1 up to from your Last Number.

Central 6-3695

Get down that number. It's important. It's the telephone number of The Billboard's Servicenter at the outdoor convention which will start at the Hotel Sherman, Chicago, the weekend following Thanksgiving Day.

Offered in co-operation with Showmen's League of America, The Billboard's Servicenter will provide many free services to make your stay at the convention more pleasant.

Located in the Hotel Sherman lobby, The Billboard's Servicenter will offer a free paging service.

That is why the number above is important.

Anyone calling you at that number will be able to have you paged over a special public address system.

Anyone leaving a message at that number will know that the message will be held until you pick it up.

Otherwise, The Billboard's Servicenter will serve to make your convention stay as enjoyable as possible.

A battery of house phones will be set up in it to enable you to locate people in the hotel.

Phones also will be provided for free outside local calls.

Information sought by convention-goers will be furnished.

Another service will be The Billboard's convention directory, listing room numbers of carnivals, booking agencies, etc.

Showmen's League members will register at the booth.

The Servicenter will be open daily Sunday, November 27, thru Wednesday, November 30, on the following schedule:

- Sunday— 1 p.m. to 8 p.m.
- Monday— 10 a.m. to 8 p.m.
- Tuesday— 10 a.m. to 8 p.m.
- Wednesday— 10 a.m. to 6 p.m.

100G Ice Rink Opens Nov. 17 In Kansas City

KANSAS CITY, Kan., Nov. 12.—A new outdoor ice-skating rink, first similar facility for winter sports enthusiasts in Greater Kansas City for many years, is scheduled to open November 17.

George Bennett Enterprises built the rink at a cost of \$100,000 at Bennett's Lakeside Club in Wyandotte County, just west of Kansas City. The rink, of standard hockey size, will be maintained at freezing temperatures by circulating liquid ammonia from a huge refrigeration plant thru more than 10 miles of one-inch steel pipe.

A two-story building at one end of the rink will include a spectators' gallery, lodge, resting space for skaters and a snack bar and other concessions.

The rink will be illuminated by floodlights at the sides and will be closed only during June, July and August.

star, the rodeo lost \$6,800, compared with a profit of \$12,000 last year, Paul said. He said the board hoped to get Allen back again next year and might drop the event if it was not possible to do so.

Referring to the light horse show, Paul said "the younger generation doesn't appreciate it." The show lost \$800, which was \$450 more than last year. The spring cattle show and sale lost \$1,700 more than last year, but Paul said it was a bigger show and money well spent.

Profit on Sales Pavilion operations was \$21,248, some \$3,000 more than last year.

Construction and improvements during the year included: New racing office and jockey building, \$35,144; entrance, \$7,059; painting of buildings and fences, \$21,621.

During his report, Paul said the Edmonton Exhibition Association is doing much for agriculture but is not keeping up with oil and industrial development around Edmonton. "We should have a fine industrial building," he said. "There are fine products being manufactured here, but we don't have the space for the companies to exhibit them."

Edmonton's 207G

Continued from page 53

wondered if the crowd was more comfortable because it was smaller and so stayed longer and spent more money.

Edmonton Gardens profit was \$31,059, compared with \$45,817 last year, Paul reported. Both he and Bissell attributed this decrease to poor turnout at the "Hippodrome" show. Paul referred to it as "good, wholesome entertainment," yet attendance was poor all week, he said.

Loss on the Oil Kings hockey team was \$13,048, compared with only \$7,114 last year. "The club was too good," Paul said, explaining that attendance dropped when the team's position was secure. Moreover, he said, there was no extra play-off games to bring in money.

Flyers hockey team also lost \$27,568, compared with a profit last year of \$1,170.

Because Rex Allen was not the

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Parcel Post

- Dragnett, Mrs. Robbins, R. W.
- Mauricio, 26 (Magazine), 9¢
- Knight, J. A. (Books), Schultheis, G. S.
- 20 (License Plates), 40¢
- Mannuzza, Mrs. Tom, Stewart, W. T.
- \$1.15 (License Plates), 25¢

- Adams, Richard
- Alexander, L. Chas.
- Allen, Kenneth C.
- Allison, Jimmie
- Antalek, Valorie
- Armstrong, Hazel
- Ayers, Maurice
- Babb, J. W.
- Baer, Jay Borden
- Bailey, Catherine
- Baker, Bennie
- Baker, C. H.
- Ballas, Richard
- Barefield, Sally & Jim
- Barrett, L. H. & Mrs. Barrett, Martin
- Barrett, Tommie
- Barrow, Sol & Mrs. Seamer, Robt.
- Bennice, Mr. Gene
- Bergman, Mr. Arne J.
- Bible, Roy
- Billen, Steve
- Bimbo, Jonny Nica
- Bimbo, Jos.
- Black, L. O.
- Blat Jr., John B.
- Bluestein, Morris
- Blumenshine, Gail & Mrs.
- Bosco, Mike
- Bourque, Wm.
- Boynton, Mrs. C. F.
- Bradley, Lee
- Bradley, P. J.
- Brantley, Jos.
- Broeffie, Harry J.
- Brown, R. W.
- Brown, (St. Louis)
- Brownell, Wm. H.
- Budd, Charlie
- Burke, Teddy
- Burridge, Mrs.
- Burtges, Raymond H.
- Burton, Irene
- Bush, Mrs. Birlene
- Butler, John
- Cadences
- Calc, Andrew T.
- Campbell, M. M.
- Campbell, Sam
- (Curley) or S. H.
- Cannon, Monty & Mrs.
- Cantrill, Fred
- Capell, Mrs. H. N.
- Carney, Wm. & Mrs.
- Carr, Mrs. Dimples
- Carr, Frank
- Carroll, James R.
- Caruso, Johnny
- Carver, Ella
- Chapman, James D.
- Chavanne, James & Mrs.
- Cheminant, Mrs. Dori
- Cheek, Miss Benary
- Clark, John T.
- Clayton, Duke
- Clayton, Sue
- (Kans. City)
- Cody, Wild Bill
- Cohen, Meyer
- Cole, Mrs. Marian
- Cole, Mrs. Marian
- Cole, Mrs. Marian
- Coleman, Lester
- Colegrove, Lester
- Cooper, Roy
- Cooper, Tom
- Costa, Geo.
- Costa, Steve
- Cowart, Curley & Mrs.
- Cox, Loftin G.
- Crooks, Mrs. Anna
- Crowell, Henry & Ida
- Croy, Chas.
- Cuthbert, Charlie
- Dancer, Wm.
- Davis, Clyde & Mrs.
- Davis, (Girl Show)
- Davis, Earl & Mrs.
- Davis, Les (Rough)
- Davis, (house) & Mrs.
- Davis, Sandy H.
- Davidson, Jimmy
- D'Heilly, Gene
- DeLigge, Michael (Kear)
- DeRiekie, Frank
- DeRiekie, Gayle
- DeWald, Frieda
- Dean, Aloha
- Decker, Jos.
- Decker, Ralph
- Demeco, John G.
- Demetro, Steve
- Demster, Frank
- Dercoit, John
- Deroga, Mrs. Ann
- Dickerson, Joe
- Divito, Thor
- Dorsey, Weldon E.
- Drome, Harry or
- Duffy, Dennis & Mrs.
- Edwards, Johnny & Mrs.
- Ellman, Mrs. Marie
- English Jr., Wm. J.
- Halt, Chester
- Hogart, Mrs. Betty
- Holman, Bob & Mrs.
- Horn, W. L. & Mrs.
- Hosberg, Mrs. Marsha
- Hubbard, Mrs. Betty
- Hubbard, Mrs. Paul
- Hubbard, Roy
- Huzek, Michael
- Ingle, Fred E.
- Jacobs, Harry
- Jackson, Billy
- Johns, Albert
- Johns, Frank
- Johns, Peter
- Johns, Robt.
- Johnson, Joe J.
- Johnson, Johnnie
- Johnson, Johnnie
- Johnson, Mike
- Johnson, Russell & P.
- Johnson, Mr. Marion
- Joos, Louis
- (to Cash LaRue)
- Jordan, Jess
- Joyce, Chas.
- Kabage, Richard
- Kaus, D.
- Kesler, Lew
- Kelly, Bob
- King, James
- King, Mrs. Luke
- Kiser, G. B. (Jeff)
- Kiebas, Harry
- Knapp, Jim
- Knight, Mrs. Monte
- Krekeker Jr., Charles
- Kufawa, Viola
- Kuler, C.
- La Marr, Eddie & (his orchestra)
- La Pearl, Jack
- (Clown)
- La Veil, Frank J.
- Lail, Ben
- Lanningham, Mrs.
- Laughlin, Mrs. Ray
- Laughlin, Mrs. Joseph
- Laurenson, Mrs. Larry
- Leahy, Mrs. Marie
- Hall, W. Ard
- Halstrom, D. & Mrs.
- Hampton, Dudley
- Harris, Kinsey Lee
- Hanel, Nina
- Harris, Cotton
- Hart, Ervin Kay
- Hartman, Johnny
- Harvie, Henry
- Haskell, Ellen
- Hubbard, Mrs. Betty
- Haverstick, E. G.
- Hawk, James B.
- Hawkins, Mrs. Eunice
- Irene Jackson
- Heaton, Arthur P. (Red)
- Hendy, Robt. C.
- Herman, Al H.
- Hilt, Chester
- Hogart, Mrs. Betty
- Holman, Bob & Mrs.
- Horn, W. L. & Mrs.
- Hosberg, Mrs. Marsha
- Hubbard, Mrs. Betty
- Hubbard, Mrs. Paul
- Hubbard, Roy
- Huzek, Michael
- Ingle, Fred E.
- Jacobs, Harry
- Jackson, Billy
- Johns, Albert
- Johns, Frank
- Johns, Peter
- Johns, Robt.
- Johnson, Joe J.
- Johnson, Johnnie
- Johnson, Johnnie
- Johnson, Mike
- Johnson, Russell & P.
- Johnson, Mr. Marion
- Joos, Louis
- (to Cash LaRue)
- Jordan, Jess
- Joyce, Chas.
- Kabage, Richard
- Kaus, D.
- Kesler, Lew
- Kelly, Bob
- King, James
- King, Mrs. Luke
- Kiser, G. B. (Jeff)
- Kiebas, Harry
- Knapp, Jim
- Knight, Mrs. Monte
- Krekeker Jr., Charles
- Kufawa, Viola
- Kuler, C.
- La Marr, Eddie & (his orchestra)
- La Pearl, Jack
- (Clown)
- La Veil, Frank J.
- Lail, Ben
- Lanningham, Mrs.
- Laughlin, Mrs. Ray
- Laughlin, Mrs. Joseph
- Laurenson, Mrs. Larry

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Andrews, John: Houston, Tex., 15; Fort Worth 18-27.
- Davenport, Orrin: Wichita, Kan., 14-20.
- Hamid Morton: Boston, Mass., 15-20.
- King Bros.-Cole Bros.: Greenville, Ala., 15; Troy 16; Ozark 17; Cuthbert, Ga., 18; Columbus 19 (season ends).
- Miller Bros.: Huntington, W. Va., 16-18; Williamson 19-20; Roanoke, Va., 25-26; Norfolk 28-30.
- Polack Bros., Western: Springfield, Ill., 17-20; Charleston, W. Va., 30-Dec. 4.
- Ringling Bros. and Barnum & Bailey: Fayetteville, N. C., 15; Wilmington 16; Florence, S. C., 17; Charleston 18; Augusta, Ga., 19.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Alder Am. Co.: Mammoth, Ariz., 16-20; Florence 23-24.
- Bayou State: New Iberia, La.
- B. & H. Am. Co.: Springtown, S. C.
- Borderland: San Angelo, Tex.
- Burkhart, No. 2: Leachville, Ark.
- Celina & Wilson: (Fair) Jacksonville, Fla.
- Latin American: Edenburg, Tex., 26-Dec. 3.
- Lewis, Ted: Melbourne, Fla.
- Miller Ralph R.: Simmsport, La.
- Shan Bros.: Ocala, Fla.
- Stephens, C. A.: Hazelhurst, Ga.
- Wilber's Wolverine: Tallapoosa, Ga.

Miscellaneous

- Congo Land: Dallas, Tex., 15-19; Houston 21-26; San Antonio 28-Dec. 3.
- Hitter's Personal Armored Car, Jack W. Burke, Mgr.: Fort Smith, Ark., 15-16; Russellville 17; Little Rock 18-24.
- O'Day, Marie, Palace Car: Lewisburg, Tenn., 15; Fayetteville 16-17; Pulaski 18-19; Savannah 21; Henderson 22; Humboldt 23; Trenton 24; Paris 25-26; Dresden 28; Gleason 29; Lexington 30.

Ice Shows

- Holiday on Ice, No. 1: Norfolk, Va., 15-16; Richmond 17-21; Canton, O., 23-27; Toledo 28-Dec. 4.
- Holiday on Ice, No. 2: Bangor, Me., 15-19.
- Holiday on Ice (European): Lausanne, Switzerland 15; Dortmund, Germany, 17-Dec. 4; Rotterdam, Holland, 5-23.
- Holiday on Ice (Far East): Surabaya, Indonesia, 15; Medan until Dec. 5; Bangkok, Siam, until Jan. 5.
- Holiday on Ice (South America): Lima, Peru, 15-Dec. 4; El Salvador, N. A., 7-21.
- Hollywood Ice Review: Omaha, Neb., 15-22; Milwaukee, Wis., 24-Dec. 4; Winnipeg, Man., 7-14.
- Ice Capades of 1956: Buffalo, N. Y., 15-20; Toronto, Ont., 21-25; Montreal, Que., 27-Dec. 4; Springfield, Mass., 5-11.
- Shipstads & Johnson's Ice Follies of 1956: Cincinnati, O., 15-20; Hershey, Pa., 23-Dec. 3; New Haven, Conn., 4-11.

CONVENTION OUTLOOK:

See Buying, Booking Ball as High Spots

CHICAGO, Nov. 12.—Heavy ride-and-equipment buying by amusement park, Kiddieland and carnival operators, a scramble for grandstand attraction contracts at some fairs, and gay social activities loom as the high spots of the annual outdoor show business conventions and trade show which open in the Hotel Sherman here the weekend immediately following Thanksgiving Day.

A generally good year—better for most than '54—together with exceptionally strong ride business, is seen as likely to spark heavy buying of rides and other equipment at the trade show to be staged by the National Association of Amusement Parks, Pools and Beaches (NAAPPB) in conjunction with its annual get-together.

Off-the-Floor

Changes in the booking office field combined with somewhat lighter grosses for night grandstand attractions at some fairs have set the stage for more spirited contention by booking offices for grandstand attraction contracts, and this competition is expected to highlight the off-the-floor proceedings of the annual confab of the International Association of Fairs and Expositions (IAFE).

On the lighter side, the annual banquet and ball of the Showmen's League of America (SLA) promises to be gayer than most of its many

predecessors due in part to the fact that fun-loving Ned E. Torti, league president, will be on the dias and also because of the work put into planning the event by the banquet and ball committee.

Panel Discussions

Panel discussions are scheduled to dominate the formal sessions of both the IAFE and the NAAPPB. Such discussions, drafters of the respective programs believe, will cause broader participation and open up and develop new ideas of many aspects of fair and park operations.

The IAFE will open its three-day convention Monday (28), the NAAPPB will start its three-day sessions the same day, and the Showmen's League of America, which will have its banquet and ball Wednesday night (29), will tee-off its convention activities Saturday night (27), following the next afternoon with Memorial Services, and hold its annual meeting Thursday, December 1.

DON'T BE LIKE THE OSTRICH!
When in trouble it buries its head in the sand.

Buy Your Insurance With Confidence. Secure Sound Protection

INSURE WITH **CHAS. A. LENZ**

"The Showman's Insurance Man"

1492 Fourth St., N., St. Petersburg, Fla.
Phone: 7-5914



Doc Johnston's Christmas Unit Sets Okla., Texas

SWEETWATER, Tex., Nov. 12.—Doc Johnston's annual Santa Claus Circus opens November 30 at Merkel, Tex., and will play Texas and Oklahoma towns. Unit has been working 15 years in connection with the arrival of Santa Claus at towns and stores.

This year's unit will include a team of Alaskan Husky sled dogs pulling a sled with wheels. Gee-Ge Engesser will be the driver and Santa Claus a passenger. Billy Powell, tight wire, will do a backward somersault. Allen's Performing Bears will work. The Two Richards, juggling and magic, are booked. Don Rey and Jimmy Goff will supply music for the show and a concert of carols.

Indoor Show Set For Newark Moose

NEWARK, N. J., Nov. 12.—A two-day circus under Moose Lodge 237 auspices is being co-produced for Roseville Armory here by Slim Wolf and Ed Parkinson. Feature acts so far include the Torelli dog and pony revue, Shooting Mansfields, and Coco and Bongo, and it is anticipated that Hunt Bros.' Circus talent will also be included.

Dates of the event are December 10-11, and admission prices are 50 cents for advance purchases, \$1.10 general admission, and \$2.20 reserves. Ralph Villant, ex-mayor, is supreme prelate of the lodge, and John Burda is governor.

BIG PROFITS
with SOFT ICE CREAM



Sani-Serv DIRECT DRAW DAIRY FREEZER
WRITE FOR FREE INFORMATION
GENERAL EQUIPMENT SALES, INC.
1348 STADIUM DRIVE • INDIANAPOLIS, IND.

MAKE \$100.00 A DAY
On Candy Floss
Our PERFECTION is just that—Precision built spinnerhead, volt meter, rheostat. No vibration. FREE parts. Write today for free literature.

ELECTRIC CANDY FLOSS MACHINE CO.
726 Benton Ave. Nashville 4, Tenn.



COTTON CANDY CONES
By putting on extra shifts we have increased production on Cotton Candy Cones and we can now give you all you want. Our dealers from coast to coast have been stocked up again so order from the source nearest you.

The demand this year was far greater than we had anticipated and we appreciate your patience in waiting for delivery.

GOLD MEDAL PRODUCTS CO.
318 E. THIRD ST. CINCINNATI 2, OHIO

BIG MONEY . . . SMALL COST
Round, six-sided and scalloped molds of cast aluminum, 4" commercial size. Here's a deal you can add to your present operation with very low investment. They'll pay for themselves in the first hour of operation. Each mold complete with wooden handles and formulae. Also complete line of Floss Machines, Popcorn Equipment and Supplies and Kiddie Rides. If you haven't received a 50th anniversary catalog, write for it.

3916 SECOR RD. CONCESSION SUPPLY CO. TOLEDO 13, OHIO



INSURANCE

IDA E. COHEN
175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

Shooting Galleries
And supplies for Eastern and Western Type Galleries. Write for new catalog.

H. W. TERPENING
137-139 Marine St., Ocean Park, Calif.

(Continued on page 70)

NAAPPB Convention Plans Taking Shape

Kid Spots, Pools, Rides, TV, Disney, Upkeep, Prexy 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 Secretary Paul H. Huedepohl co-ordinating work by officers, committee chairmen and representatives of allied organizations.

NAAPPB will open its regular convention program at the Hotel Sherman on November 27 (Sunday) and continue thru Wednesday (30). The board of directors will meet on Saturday (26) and again on Thursday (December 1).

Park men's annual banquet and ball will be Tuesday (29) at the grand ballroom of the Sherman. Huedepohl's NAAPPB headquarters here is taking reservations for the event.

The annual trade show which is part of the convention will open on Sunday (27). Plans call for operating on the same time schedule as last year. On Sunday it will open at 10 a.m. and close at 7 p.m. On Monday, Tuesday and Wednesday the hours will be the same except that it also will close from 12:30 to 3 p.m. daily.

Busy Monday

Monday's program is filled with activities of branches and allied groups as well as with NAAPPB's opening business sessions.

The first program designed especially for Kiddieland operators will be conducted at 10 a.m. Monday (28), with Ferd Clemens in charge. All persons interested in Kiddieland operations are being invited, and attendance is open to non-members as well as members of NAAPPB, Huedepohl stressed.

2 Ride Deals Reported by Hot Rods, Inc.

NEW YORK, Nov. 19.—Two developments involving the Hot Rods, Inc., firm were announced this week by Mickey Hughes, importer of foreign rides and attractions and partner in the venture.

A 10-car Hot Rod installation was reported sold to operators Mitnick and Okin of Ocean Park in California. Hughes said the buyers will lay a hard-top permanent track, 110 feet by 60, and plan on getting the ride into operation on April 1.

Hughes said he has arranged with J. W. (Patty) Conklin to operate a 12-car Hot Rod track at Belmont Park, Montreal. The ride is reportedly in Toronto now and will be operated on a portable German track.

Schott Renamed Coney's Prexy

CINCINNATI, Nov. 12.—Edward L. Schott, president and general manager of Coney Island, Inc., was re-elected to that post at the company's annual meeting held here Monday (7).

Also re-elected were Fred Wessmann, vice-president and board chairman; Ralph G. Wachs, secretary-treasurer, and Robert B. McClure, Charles Sawyer, Charles Sawyer Jr., John Towle, John P. Williams, Schott, Wachs and Wessmann, directors.

Schott reported the 1955 season successful and that park roadways and parking facilities are being improved for the 1956 season.

Another Monday feature will be opening of the Beach and Pool session. These will be aimed at operators of swimming facilities and will be held each morning of the convention. This year's chairman is James H. Dickson, Birmingham.

The American Recreational Equipment Association will convene for its annual meeting and dinner at the Sherman on Monday (28). Lyndon Wilson will preside over an open forum program. B. H. Brockway is president.

Speaker Named

NAAPPB's formal convention session on the first day, Monday, also will bring high points. A major speaker of the program is to be George Alexander Bowie, lecturer and public relations man. Another Monday event will be the picking up in the convention hall of the Disney "Mickey Mouse Club" TV show. The program that day is to include a film feature showing the Roller Coaster at Riverview Park, Chicago. Gerald Price is program chairman.

On Tuesday (28) the program will feature a symposium on maintenance, with talks and tips by speakers from the Owens-Corning Fiberglas Corporation, Tropical Paint Company, Commonwealth-Edison electric utility and the Pure Oil Company. The representative of the Custom Comics Company will talk on Tuesday about how his product could be used by parks and the association.

Wednesday's program will include the past presidents' panel, in which former heads of NAAPPB will take up topics and questions put to them by members. On the same day, C. V. Doods, general manager of Disneyland, will review the experiences of that funspot in the past year. There also will be a panel discussion devoted to advertising and promotion.

Public Place Segregation Ruled Out by High Court

WASHINGTON, Nov. 12.—The Southern public park situation was up in the air this week over the Supreme Court decision which, in effect, bars racial segregation. Almost immediately after the decision was announced it was widely voiced in the South that parks would be shut rather than open them to Negroes and whites on an equal basis.

Georgia took the lead in the protests, which were in the same tone as those regarding the Supreme Court edict ending segregation in schools.

In two decisions the court struck down "separate but equal" theories long in practice in the South. One of them had to do with a decision by the Fourth Federal Circuit Court of Appeals that Baltimore and the State of Maryland could not segregate the races at public parks and bathing beaches. This decision was sustained.

A second decision was vacated. This was one in which the Fifth Federal Court of Appeals held that Atlanta could legally segregate the races on public golf courses if Negroes were provided with facilities equal to those offered to whites.

In the Baltimore case the city had refused to permit Negroes to use bathing and recreational facilities at Fort Smallwood Park.

In the other Maryland case Negroes said East Beach, set aside for Negroes, was not equal in facilities to South Beach. Both are at Sandy Point State Park and Beach on Chesapeake Bay, near Annapolis.

In the Atlanta case the complainants said they were not permitted to use a public golf course because of their color.

FOR SALE

Late Model Rensselaer E-16 Train, 1 Locomotive, 3 Coaches, 3,000' 10-lb. Track, Creosoted 4x4 Ties, Crossing Signal; Train very excellent condition; price \$8,500.00.

Terms with references. Write

BOB HOWARD

Meyers Lake Park Canton, Ohio
Phone:
Glendale 6-0059 or Greenwood 7-1248



ADVERTISERS know exactly what THE BILLBOARD

delivers because The Billboard is a member of the Audit Bureau of Circulations.

94 Exhibitors Jam NAAPPB Trade Show

CHICAGO, Nov. 12.—Trade exposition of the outdoor amusement industry, produced by the National Association of Amusement Parks, Pools and Beaches, will include displays by 94 companies. NAAPPB Secretary Paul H. Huedepohl said that the demand for space again exceeded the supply of 175 booths.

The trade show will open Sunday (27) at the Hotel Sherman and continue thru Wednesday (30). It will be open to all show people attending the various conventions in the hotel at that time, and registration will be on the mezzanine. Special invitation to owners and executives of carnivals and circuses is extended by the NAAPPB today.

Backbone of the trade show will be the displays by the amusement ride makers and others who have been in the show for years.

New Rides Due

Sparking this year's displays will be the introduction of several new kiddie rides to the market. It also appeared likely some adult rides will be introduced.

There was some speculation as to whether the Allan Herschell Co., Inc., would show a new product. Amusements Unlimited, Inc., is a new kiddie ride maker. Ansmith makes floor wax for skating rinks. Arrow Development Company is the firm which converted standard rides for use at Disneyland. At-Roy Amusement Company has a new kiddie ride.

Norman Bartlett has returned to the show after several years and may display a new product. Keller Breland Associates had baseball playing chickens in past years and this time will have new animal novelties.

Soft Drink Varieties

The F. H. Bultman Company will offer a kiddie ride. Cantrell & Cochran Corporation will show its canned cola and other drinks. Coca-Cola, together with Selmix Dispenser Corporation, will show a new device for making "bottle" Cokes at soda fountain. DeWalt, Inc., sells maintenance equipment. Farber Manufacturing handles merchandise.

Globe Ticket Company is to show its automatic ticket machine. Harvic Manufacturing Corporation has pizza ovens. Both adult and kiddie rides are offered by the Alan Hawes Company. Hiller Engineering has a kiddie tractor ride.

Hot Rods, Inc., plans to show a new German device. King Amusement Company is expected to unveil several new kiddie ride models. Messmore & Damon Company is back in the show with new ideas for animated figures. The Mexico Forge sells picnic benches. Gordon W. Morton Company makes kiddie rides, as does the Nemetz Manufacturing Company.

Pee Wee Valley Amusement Company will show new kiddie rides. Perel Process Company makes signs. The Philadelphia Toboggan Company will show a new sports car ride aimed at the teen-age market. Pony Tractor Company, Inc., has a kid tractor. Another kiddie ride maker is Sancamco, Inc.

Steel Fabricating, Inc., makes picnic benches. Sun Aired Bag Company will show bags for checking clothes and property. Taylor Brothers designs miniature golf courses. Tolona Food Products, Inc., will offer pizza batter. Harry Traver Enterprises, Inc., is back in the show with a kiddie ride. Tyson-Caffey Corporation will show drink carriers. Eric Wedemeyer, Inc., plans to add German distortion mirrors to its offerings. Angelo Pizza Crust is a late addition to the reservation list.

Official list of exhibitors follows:

A.B.T. Mfg. Corp., Chicago; Allan Herschell Co., Inc., North Tonawanda, N. Y.; Amusements Unlimited, Inc., Oklahoma City; Anchor Supply Co., Inc., Evansville, Ind.; Angelo Pizza Crust, Newark, N. J.; Animated Display Creators, Inc., Minneapolis; Ansmith, Ames, Neb.; Arrow Development Co., Mountain View, Calif.;

At-Roy Amusement Co., Dania, Fla.; Auto-Photo Co., Los Angeles, Calif.; Norman Bartlett, Uleta, Fla.; Billboard Publishing Co., Chicago; Blair Cedar & Novelty Works, Camden, Mo.; Blevins Popcorn Co., Inc., Nashville; Keller Breland Associates, Evanston, Ill.; The F. H. Bultman Co., Cleveland; J. L. Campbell & Co., Baltimore, Md.; Cantrell & Cochran Corp., Englewood, N. J.; Capitol Projector Corp., New York; Carbonic Dispenser, Inc., Canfield, O.; Central Flag & Banner Co., Rossmore, O.; R. E. Chambers Co., Inc., Beaver Falls, Pa.; Champion Knitwear Co., Inc., Rochester, N. Y.; The Coca-Cola Co., New York; Concession Supply Co., Toledo, O.; Custer Specialty Co., Inc., Dayton, O.

Custom Comics, New York; William de L'horbe Jr., Vandalia, O.; DeWalt, Inc., Lancaster, Pa.; Dodgem Corp., Exeter, N. H.; Ell Bridge Co., Jacksonville, Ill.; Embrosegraf Corp. of America, New York; Evans Park & Carnival Device Corp., Chicago; The Exhibit Supply Co., Chicago; Eyerly Aircraft Co., Salem, Ore.; Farber Manufacturing Co., Chicago; Fascination, Beverly Hills, Calif.; Genco Mfg. & Sales Co., Chicago; Globe Ticket Co., Philadelphia; Gold Medal Products Co., Cincinnati; Hampton Amusement Co., Portage Des Sioux, Mo.; Harvard Automatic Machine Co., Lorain, O.; Harvic Mfg. Corp., New York; Alan Hawes Mfg. & Display Co., Atlanta; Hiller Engineering Corp., Los Altos, Calif.; The Charles E. Hires Co., Philadelphia; Hodges Amusement & Mfg. Co., Indianapolis; Hot Rods, Inc., New York; Frank Hrubetz & Co., Salem, Ore.; International Microscope Corp., Long Island City, N. Y.; J. H. Keeney & Co., Inc., Chicago; King Amusement Co., Mount Clemens, Mich.; Krispy Kist, Kona Machine Co., Chicago; Lusse Bros., Inc., Philadelphia; Manley, Inc., Kansas City, Mo.

Messmore & Damon Co., New York; The Mexico Forge, Mexico (Juratata County); Pa.; Miniature Train Co., Rensselaer, Ind.; Modern Power Sweeper Co., Azusa, Calif.; Gordon W. Morton Co., Greensboro, N. C.; Mike Munves Corp., New York; Musichron Corp., Chicago; National Amusement Device Co., Dayton, O.; National Dryer Sales Corp., Chicago; National Relectors, Inc., St. Louis; National Soda Straw Co., Chicago; Nehi Corporation, Columbus, Ga.; Nemetz Mfg. Co., Kenosha, Wis.; Overland Amusements, Lexington, Mass.; Pee Wee Valley Amusement Co., Cincinnati; Pepsi-Cola Co., New York; Perel Process Co., Philadelphia; Perey Turnstile Co., New York; Philadelphia Toboggan Co., Philadelphia; Pony Tractor Co., Inc., Lincoln, Neb.; Poppers Supply Co. of Philadelphia, Inc., Philadelphia; Pretzel Amusement Ride Co., Bridgeport, N. J.; Sancamco, Inc., Tulsa, Okla.; B. A. Schiff & Associates, Miami, Fla.; Scientific Machine Corp., Brooklyn; Selmix Mfg. Co., Inc., Faribault, Minn.; Selmix Dispenser Corp., Long Island City, New York; Standard Metal Typer, Inc., Chicago; Steel Fabricating, Inc., Milwaukee.

Sun Aired Bag Co., Sunland, Calif.; Taylor Brothers, Johnson City, N. Y.; Thrift Novelty Co., Inc., Denver; Tolona Food Products, Inc., Chicago; Tone Products Co., Chicago; Harry Traver Enterprises, Inc., New Rochelle, N. Y.; Tyson-Caffey Corporation, Wayne, Pa.; Eric Wedemeyer, Inc., New Hyde Park, L. I., N. Y.; Williams Mfg. Co., Chicago.

Attention: SHOWMEN, SUPPLIERS, ACTS, ATTRACTIONS!

Anyone Attending the Annual Outdoor Show

Want your friends, family or business associates to be able to contact you easily?



Give them this phone number to call in case of emergency: **CENTRAL 6-3695** in Chicago

It's The Billboard and the Showmen's League of America INFORMATION BOOTH in the Lobby of the Sherman Hotel.

Are You Staying at the Sherman Hotel? Then be sure and register your room number at the INFORMATION BOOTH. We'll give room directory service for you to anyone asking for you at the booth . . .

Another Service of The Billboard in co-operation with the Showmen's League of America

FOR SALE

Giant Roller Coaster in an amusement park. In good shape and ready to open next season. Will take a working partner and operator one-half interest, \$12,500. Reply to **LAKE COASTER CORP.** 56 Park View Drive Searington, Long Island, New York

KIDDY RIDES FOR SALE

Complete Kiddy Park for sale. All equipment like new—used only 1 year.

1. Little Dipper (Herschell)
2. Kiddy Carousel (Mangels)
3. Boat Ride
4. Fire Truck & Jeep
5. Kiddy Roto-Whip
6. Miniature Train
7. Pony & Cart

7—NEW RIDES—7 and Playground equipment, located in Baltimore, Maryland. Must be seen to be appreciated.

ASKING PRICE: \$22,500

Reply to **BOX #26** The Billboard

1564 Broadway, New York 36, N. Y.

MAKE MORE MONEY. DRAW BIGGER CROWDS WITH BEAUTY—GLAMOUR—SHOWMANSHIP

GET THE NEW REVOLVING **HOLLYWOOD SPOTS-LITE** EARLY INSTALLED

BETTER IN A CRYSTAL BALL NO MIRRORS TO BREAK WASH OR POLISH PATENTED

GLAMOROUS NEW IDEA IN BEAUTY. MODERN SHOW. MANIPULATED LIGHTING EFFECTS AND LOUDSPEAKER. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SEATING RINGS, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS.

Write For Complete Free Details **HOLLYWOOD SPOTS-LITE CO.** Dept. B 3619 No. 16th St. Omaha 10, Nebraska

High Quality

KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

AVAILABLE—AMUSEMENT PARK MANAGER

Twelve years' active experience managing major park with 26 rides, games, concessions, ballroom, swimming, etc. Highest personal, business and educational references. Present employer will highly recommend. Reply

BOX D-162, c/o THE BILLBOARD, CINCINNATI 22, OHIO.

\$2 Million Expansion Proposed for Calgary

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

The plan, which the mayor said should be undertaken by the city, involves the purchase of 16 blocks of residential property. The land and the stadium would come under the management of the exhibition board.

Mayor Mackay pointed out the impossibility of re-locating the exhibition outside the city and said the 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

arose. A start could be made with the construction of a stadium in a four-block area. Mayor Mackay hopes to present a complete plan to city council sometime this winter.

Bids are being asked for construction of a \$300,000 addition to the livestock pavilion at the fairgrounds which, when completed, will provide stabling accommodation for 1,000 head of livestock, a new judging ring, tack rooms and wash racks.

The addition to the present pavilion will measure 320 by 60 feet and will be constructed along the north side of the building. It is expected to be completed by early March.

The other section of the project, which will link up the livestock pavilion with the administration building on the south end of the pavilion, will also be proceeded with and will be ready for the 1956 Calgary Exhibition and Stampede in July.

The main addition will provide for several hundred more stalls, in addition to a 140-foot judging ring. Tack rooms for the herdsmen will also be provided. A new heating and ventilating system will be installed and new exits and entrances will be built.

The section linking the pavilion to the administration building will accommodate an extra meeting room, a restaurant and toilet facilities.

Fair Assn. Meetings

Canadian Association of Exhibitions, Royal York Hotel, Toronto, November 22-24. Emery Boucher, Exposition Park, Que., secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 28-30. Frank H. Kingman, Winston-Salem Fair, Winston-Salem, N. C., secretary-treasurer.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 12-13. C. S. Miller, Tipton, secretary.

Indiana Association of County & District Fairs, Hotel Severin, Indianapolis, January 1-3. William H. Clark, 360 Walnut Street, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 3-5. Win H. Eldridge, 315½ East Mill Street, Plymouth, secretary.

Massachusetts Agricultural Fairs' Association, Weldon Hotel, Greenfield, Mass., January 9-10. Paul Corson, Topsfield, secretary.

Minnesota Federation of County Fairs and Minnesota State Fair, Hotel St. Paul, St. Paul, January 9-11. Harold C. Pederson, 3531 22d Avenue South, Minneapolis 7, secretary.

Kansas Fairs' Association, Jayhawk Hotel, Topeka, January 10-11. Everett E. Erhart, Stafford, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 10-12. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 11-13. Rollo E. Singleton, Department of Agriculture, Jefferson City, secretary.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 14. Robert

(Continued on page 65)

George Blake Resigns As Phoenix Tops '54

Attendance Hits Record-Breaking Pace; Ice Show Up 20%, Midway Grosses Climb

PHOENIX, Ariz., Nov. 12.—Resignation of George W. Blake as executive secretary is scheduled to be acted upon by the Arizona State Fair Commission here tomorrow (13) as the annual 10-day event, marred by the death of a race driver, comes to an end.

Blake, an appointee of former Gov. Howard Pyle, submitted his resignation to the fair board at a special meeting Wednesday (9). The current exposition is the fifth he has produced.

Jack McGrath, veteran Los Angeles driver, died instantly in the 87th of the 100-lap dirt track race in front of the grandstand Sunday (6). Following this accident and several minor ones, the race was called off in the 97th lap with Jimmy Bryan the winner. A broken axle was given as the cause of the tragedy.

The fair with the theme of "This Is Livin'" opened Friday (4) and immediately began to pile up estimated daily attendances that indicate it will equal if not surpass its 1954 record of 255,576.

Icer Up 20%

Actual day-to-day attendance is not available because of an arrangement in the selling of tickets for the International Edition of "Ice Capades." With ducats running from \$1.75 to \$3.50, admission is included in the reserved-seat price. Stubs yet to be counted following the close of the fair will be the deciding factor. However, Edward Greenband, promoter staging the attraction, reported attendance for the ice show 20 per cent ahead of last year when it was first presented.

Other factors prevented an accurate count, too. A special dime tickets to kids are also yet to be figured into the total, which at the end of the sixth day was given as 137,385 as compared with the figured 154,933 last year.

That the fair will surpass 1954 is confirmed by business on the independent midway. Ed Lang, operator of Mom's Aid stroller concession; Joe Archer, salt water taffy concessionaire, and Alex Freedman, who is in his 10th year with novelties fence-to-fence, reported their best weekend trade since they have been playing the spot.

Weather Helps

The weather for the run has been ideal with the days comfortable but the nights requiring light wraps. Monday's evening attendance was held down by high winds that tossed and bent signs along the midway.

The fair is offering a strong free entertainment program with Jo and Newton (Carolina) Brunson, of the Hollywood (Calif.) Theatrical Agency, offering their "Hollywood on Parade" revue. Featured in this three-times-a-day show in the Plaza are the Frank Wheeler Marimba Trio; Montoyne, balancing; Johnny O'Brien, comic; the Marcellis, acrobats; Marion Rankin Dancers and Phil Arden and His Orchestra. The Caylors, popular recording group, opened yesterday for the closing

Show, Jan. 20. M. B. Jordan. Jacksonville—Greater Jacksonville Ind. & Agr. Fair, Nov. 9-19. Ted Chapeau. Largo—Pinellas County Fair, Feb. 28-March 3. J. H. Logan. Miami—S.E. Florida & Dade County Youth Show, Jan. 25-29. P. K. Price. Orlando—Central Florida Fair, Feb. 20-25. C. T. Bickford. Palmetto—Manatee County Fair, Jan. 23-28. W. H. Kendrick. Plant City—Hillsborough Co. Jr. Agr. Fair, Dec. 1-3. D. A. Storms. Punta Gorda—Charlotte County Fair, Jan. 16-21. Harry Jack. Sarasota—Sarasota Co. Fair, Jan. 16-21. Geo. W. Potter. Tampa—Florida State Fair, Jan. 31-Feb. 11. J. C. Huskisson. West Palm Beach—Palm Beach Co. Expo., Jan. 20-29. Lamar Allen. Williston—Levy Co. Fair, March 20-25. O. C. Belotti, Mgr., Box 741. Winter Haven—Florida Citrus Expo., Feb. 13-18. Phillip Lucey.

Dominican Republic

Ciudad Trujillo—Dominican World's Fair, Dec. 20-Feb. 27.

three days as an added attraction. The Atterbury Sky Kings, high sway pole turn, are also featured daily. "Dancing Waters" is in its second year and has a prominent spot near the main entrance.

Crafts on Midway

The Crafts Shows are featured on the carnival midway for the ninth consecutive year.

Horse races with pari-mutuel betting are weekend features.

Blake's resignation was presented to the State Fair Commission at a special meeting Wednesday. Following the session tomorrow, the news will be released to the local papers. In his statement to Jack Kleck, chairman of the board, Blake thanked each of the directors for their support and offered to remain at his post, if they wanted, until a successor is named. The fair manager also declared that he has a position which requires his immediate attention. While it was not revealed in the resignation, The Billboard learned that Blake will be associated with the multi-million-dollar race track, Turf Paradise, soon to open near here. Blake indicated that Phil Sheridan, head of publicity during his administration, will go with him to the new park to assist in the general operations program.

Sib Dorton Takes Bride In Shelby

SHELBY, N. C., Nov. 12.—Joseph Sibley (Sib) Dorton Jr. and Mary Alice Arey were married today at Central Methodist Church here, and the couple will make their home on the fairgrounds in Charlotte, N. C. Following the 8 p.m. nuptials a reception was held at Cleveland Country Club.

Sibley, 25-year-old son of Dr. J. S. (Doc) Dorton, recently became manager of the Southern States Fair in Charlotte, after his father had held the post for 14 years. He is a graduate of Davidson College, Charlotte.

The bride is the daughter of Mr. and Mrs. William Griffin Arey. The elder Dorton has been manager of the Cleveland County Fair here for 32 years, and manager of the State Fair in Raleigh since 1937.

Meeting Dates Changed for North Carolina

ROCKY MOUNT, N. C., Nov. 12.—An error in the announced dates of the annual meeting of the North Carolina Association of Agricultural Fairs was reported this week by President Norman Y. Chambliss Sr.

The true dates are Thursday and Friday, January 19-20, at the Sir Walter Hotel in Raleigh. The banquet will be Friday night. It was previously reported that the meeting would be held January 20-21, Chambliss stated.

Largo, Fla., Builds Wing

LARGO, Fla., Nov. 12.—A new wing is being completed on the Youth and Livestock building at the Pinellas County Fairgrounds, according to J. H. Logan, secretary-manager. An administration building is in the blueprint stage, but it is undecided whether it will be completed for the 36th showing, February 28 thru March 3. Plans call for one new building a year until all old structures are replaced.

The Horse Show is a big feature here, with over 200 horses expected to participate. Each day of the run has been designated a special "day," with March 1, Governor's Day and St. Petersburg Day, figuring to be the big one. Daily free acts are being booked 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 will hold its annual meeting February 6-7 in the Marion Hotel here, Leonard T. Barnes, secretary-treasurer, announced. Business sessions are scheduled for Monday and Tuesday, with a banquet on Tuesday night.

Craig Renamed Prez At No. Battleford; '55 Run Sets Record

NORTH BATTLEFORD, Sask., Nov. 12.—A. Millar Craig was elected for a sixth consecutive term as president of the North Battleford Agricultural Society at the event's 50th annual meeting. Vice-presidents are Gordon Shepherd and Alec Boulton.

The summer exhibition was reported to be a record-breaker, and the financial position was said to be ahead of last year's all-time high despite a heavy building and repair program.

In his presidential address Millar Craig reviewed the big building program of the past year and advised coasting for a time, with the exception of a paint program at the fairgrounds.

N. W. Symonds, manager, reported the net worth of the society at more than \$61,000, an increase of better than \$16,000 over the previous year. The exhibition profit of well over \$10,000 included higher revenues from all activities. Increased profit was also shown in the cattle sale. The society's assets in 1947 were less than \$10,000.

WINTER FAIRS

Florida

Arcadia—DeSota County Fair, Jan. 9-14. A. G. Erickson. Bartow—Polk County Youth Show, Dec. 1-3. W. P. Hayman. Clewiston—Sugarland Exposition, Jan. 24-28. Doug Percy. Dade City—Pasco Co. Fair Assn., March 1-10. H. A. Gruetsmacher, Box 248. De Land—Volusia County Fair, March 5-10. Lee Maxwell. Delray Beach—Florida Gladioli Festival & Fair, Feb. 20-25. R. C. Lawson. Eustis—Lake County Fair & Flower Show, March 12-17. Karl Lehmann. Fannin Springs—Suwannee River Fair & Livestock Assn., Jan. 18-20. L. O. Cobb. Fort Myers—Southwest Florida Fair, Jan. 30-Feb. 4. J. Clyde King. Fort Pierce—Indian River Area Youth

WANTED SHOWS FOR WISCONSIN STATE FAIR AUGUST, 1956
Will be at Sherman Hotel during Convention.
Permanent Address:
ARCHIE GAYER
4977 Brewster Drive, Tarzana, Calif.
Phone: Dickens 3-6404

ACTS & ATTRACTIONS WANTED
For 1956 Fairs and Summer Celebrations in Upper Midwest.
Sensational Acts, Platform Acts, Thrill Acts and Complete Shows.
Send full details, photos today.
HAL GARVEN PRODUCTIONS
1325 Natchez Ave., South Minneapolis 5, Minn.

ATTENTION! FAIR MGRS. & SECRETARIES!
Looking for a sure-fire promotion? Give-away real miniature race cars! Proven crowd puller! Low Cost! A Hit with kids 6 to 60! 10-day delivery!
DREYERETTE
DRIVE-IT-YOURSELF CARS
Wire, write, phone today for details
DREYER CO. 4164 W. Washington St. Indianapolis, Ind.

ATTENTION SECRETARIES OF FAIRS & CELEBRATIONS
If you are in the market for any type of entertainment for Indoors or Outdoors, why not do business with a reliable office.
Contact
ERNIE YOUNG
203 N. Wabash, Chicago 1, Ill.
Est. 1925

FAIR CELEBRATION CENTENNIAL COMMITTEES
CONTACT:
JIMMIE DOWNEY
PRODUCER
Stage Shows—Music—Acts of all descriptions—Complete Grandstand Attractions.
Name Talent.
7733 Arthur Ave., St. Louis 17, Mo.

CAVALCADE OF CANADIAN 1956 ON WHEELS HELL DRIVERS LTD
A New Convertible shot from a cannon, using 1956 Chevrolets and Pontiacs.
NOW BOOKING U. S. AND CANADA
296 Richeieu St.
Phone: St. Johns, Que., Can., 5516

AUT SWENSON THRILLGADE
WORLD CHAMPION AUTO BARRELS ROLLER
THRILL-STUNT-COMEDY ACTS - PERFORMERS
Get Your Name on our List!
P. O. Box 1553, South Side Station Springfield, Missouri
(Phone: 6-6766)

DISPLAY FIREWORKS OF DISTINCTION
Whether your Fair, Celebration or Event calls for a \$50 display or a \$5,000.00 spectacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone
Continental Fireworks Co. Jacksonville, Ill.
R. R. 26 Phone R-4913 or 1351

TOP NAMES TO PERFORM

Johnny Ray Heads NSA Fest Program

NEW YORK, Nov. 12.—With singing star Johnny Ray heading the talent line-up, the National Showmen's Association will have probably its most impressive list of entertainers for the annual banquet on Thanksgiving Eve, November 23, in the Commodore Hotel.

President Emeritus George Hamid told the club this week that great possibilities for talent now exist for the affair, due to his new association with General Artists Corp., (The Billboard, November 12). Hamid said the resources of GAC-Hamid, Inc. should yield a long list of top names. Dancing this year will be to the Boyd Raeburn orchestra, a top crew.

Other entertainers lined up for the banquet are Denise Lor, of the Garry Moore TV show, and comics Helene and Howard, Atlantic City Steel Pier fixtures. Working on the talent are Al Richard and Joe Higgins, of GAC, who have been assigned to the GAC-Hamid operation. The two said acquisition of other performers depends on who will be in town at the time. The McGuire Sisters have promised to make an appearance between their Copacabana shows, and Patti Page, making TV films here, will also try to appear. Other probabilities are comics Harvey Stone and Phil Foster.

Dais commitments so far include former Postmaster General Jim Farley and toastmaster Harry Hershfield, both returnees to the banquet. Hamid said Johnny Ray confirmed his appearance by cable from London, where he is making a command appearance. He opens a New York theater date the night of the banquet.

Table Sales Perking

It was brought out that some 500 persons have already taken reservations, at a rate that should eclipse the 800 who attended the 1954 event at the Hotel Astor. Invitations have been extended to all past presidents to attend as honorary guests.

Entertainers at NSA banquets in recent years have included Rosemary Clooney, Tony Bennett, Robert Q. Lewis, Henny Youngman, Gloria De Haven, Fran Warren, Sunny Gale, Russell Arms, Charley Applewhite, Eileen Barton, Will Mahoney and other big names, as well as crack circus acts. Bands have included Elliott Lawrence, Bobby Byrne, Tommy Tucker and Ray McKinley. Joe Basile's band, a regular at the affairs, will return for this edition.

Wednesday's (9) meeting was presided over by Morris Batalsky, third vice-president. Other officers present were Jeff Harris, Harry Rosen, Louis (Dada) King, and Dr. Jacob Cohen, who reported that for the first time in his memory the club membership was in excellent health.

Dave Brown reported that a program has been worked out for a New Year's Eve party, but would be withheld until after the annual banquet, so as not to interfere with banquet activities.

Jack Stern, house committee

New WQ Bldg. For Carroll

MINNEAPOLIS, Nov. 12.—A permanent building for storing the equipment of Carroll's Greater Shows is being constructed here under supervision of Charles Carroll, owner-manager. The structure will be all steel.

The '55 tour of the show was okay, Carroll said, with total grosses topping those of last year by a slight margin. Carroll recently returned here from a combination vacation and buying trip and announced he will add two new major rides for next year.

Carl Mayer, Merchandiser, Dies at 65

NEW YORK, Nov. 12.—Carl Mayer, prominent for more than 35 years in the outdoor merchandise field, died Saturday (5) at the age of 65. Services were held at the Gutterman Funeral Home in Jersey City, N. J., and interment was in Riverside Cemetery, Lodi, N. J.

Mayer was associated for 35 years with the Bell merchandise house in Northern Jersey, and was its merchandise manager and company secretary. The company has long been active in the bazaar and celebration business, and Mayer bought stock to flash concession booths as well as selling to countless concessionaires on the road and at parks and resorts.

Prior to joining Bell, Mayer was with the I. Robinson Company, Pittsburgh jobbers. An early associate in Bell was Sam Prell, owner of Prell's Broadway Shows.

Mayer spent most of his life in Pittsburgh and Jersey City, and last resided at 2520 Hudson Boulevard, Jersey City. Survivors include his widow and one daughter.

chairman, pointed to new chrome stools for the lunch counter, and a large sign on the platform, indicating this year's awards and containing spaces for insertion of winning numbers and names. The awards will be held at the November 22 open house, and Dada King, chaplain, made a plea for attendance at the memorial services which will precede the merry-making.

Gold Card Change Offered

The first reading was given to a by-laws change proposed by Past President Joe McKee, which would relax the rules for obtaining gold life membership cards. The 50-member requirement would remain in force but the necessary time would be lengthened from one to two years. There was no discussion or protest.

Named as the nominating committee were Max Tubis, chairman, Charley Davenport, and Sam Peterson, all from the board of governors, and the following from the floor: Jack Stern, Joe Gilbert, Jack Alfred, and Hy Malek.

Shifting Population Aids L. I. Fairytown

NEW YORK, Nov. 12.—Although its first season of operation has had its slow spots, operators of Fairytown, U. S. A., have seen enough to convince them they have a winner. The new kiddie amusement center in Middle Island, Long Island, opened May 28 with a collection of fairy tale structures, two food concession buildings, and rides operated on percentage by the Nunley interests.

Owner Nicholas Tirlizzere's family operation and maintenance at Fairytown has been continuing on a daily basis, since he resides at the property. Helping him are four family members and three outside help which are brought in when needed.

Of the 28 acres, some 10 are developed. The Nunleys have a

Carrousel and five kiddie rides, and food is handled on a five-year lease by the Walter Reade Theaters chain of New Jersey

Original plans were to charge 75 cents admission for adults and a half-dollar for children, but a straight 50 cents was decided on and used. A group rate of 25 cents was set for any group if it appeared big enough to warrant consideration. Many school visits were obtained, due to Tirlizzere's telephoning and mailing pictures and brochures.

Tie-Ins Planned

Although no tie-ins were achieved with local merchants there is a likelihood that this approach will be used in 1956. The extensive advertising campaign will be continued, consisting of local radio, Long Island newspapers, and bumper cards.

There are a dozen well-built structures of fairy tale motif at the park, including the Old Lady Who Lived in a Shoe, Baa-Baa Black Sheep, Three Little Pigs, Little Miss Muffett, Humpty Dumpty, and others. Several of the scenes are walk-thrus and the rough handling by the public resulted in a second set of manikin figures being required before Labor Day. Animals on display include a red fox, deer, llama, and many domestic and barnyard animals.

The development is in Suffolk County, in the center of Long Island between Patchogue and far-out Riverhead. Although the immediate sector is relatively unpopulated, it is hoped that a measure of success will be obtained similar to those of fun enterprises closer to New York City, which became established first and then let the expanding suburban population surround them with new, young residents.

Bill Harris, manager of Royal Midwest Shows, currently taking it easy at his Findlay, O., home, writes he'll be on hand for the Chicago meetings, plus State conventions in Indiana, Ohio, Kentucky and Tennessee. . . J. L. (Whitey) Bedard, who has had his kiddie rides and concessions on location in Flint, Mich., for the past couple of years, reports business was good but the extreme heat kept some patrons away. Plans to keep his spot open next year, but also plans some road trips.

Equipment En Route To Dominican Fair

NEW YORK, Nov. 12.—Fifty-three wagons loaded with World of Mirth Shows' riding equipment and other midway paraphernalia were loaded out of Savannah, Ga., Tuesday (8) on the Bull Line freighter Dorothy for the Dominican Republic World's Fair.

George A. Hamid, managing director of the midway undertaking at the Ciudad Trujillo event, said here that the shipment of lesser units, such as concessions, would continue practically on a weekly basis up until the opening of the event, December 20. He said that two boat lines have weekly trips scheduled from New York and one line operates weekly from Miami.

Hamid said that bookings were still being made thru Jack McCormick, his concession manager at the New Jersey State Fair. McCormick has taken over a post formerly held by Phil Cook and is working in conjunction with Bernard (Bucky) Allen, midway manager.

Sight-Seeing Trailers

A deal was recently completed for the use of four tractor sight-seeing trailers owned and operated by S. B. Ramagosa of Wildwood, N. J. Besides operating at the shore resort, Ramagosa also operates sight-seeing units at the Eastern States Exposition, Springfield, Mass.

Eddie Doyle will operate several cookhouses at the event. A. Hymes, novelty concessionaire, reported this week that he would likely have to change his plans to participate on the advice of his physician. Hymes suffered a heart attack early this summer while working the West Virginia State Fair, Ronceverte.

Hamid said gala ceremonies will mark the arrival of the show equipment in Ciudad Trujillo next Monday (14). This will be part of the ballyhoo planned to build up the event locally.

Meeting Set

Hamid will meet here with show owner Frank Bergen and Allen next week. Final plans will be discussed and the principals will fly to the fair site shortly thereafter.

Vivonas Close Okay Season With New Tag

CHARLESTON, S. C., Nov. 12.—A generally successful season has been enjoyed by the Vivona-operated Amusements of America show, in its first year under its new title. Following today's closing, John (Tiny) Dempsey will head to quarters in Sumter, S. C., to start building next season's fronts. The title was Vivona Bros.' Shows until this year.

Georgetown, S. C., proved surprisingly good last week, instead of merely a stop-over en route to Charleston. Weather prevailed cold every night, however, Wednesday (2), white matinee, and Thursday (3), colored matinee, both drew children in large numbers. Although spending was not heavy, a satisfactory week was gotten in by all. This came on the heels of a pretty fair week in Lancaster, S. C., which featured fireworks on two nights and a Saturday car giveaway.

A Wall of Death joined last week. The gang threw a surprise party at midnight for Peggy and Harry Wilson, which went over big.

Morris Vivona, off on a booking trip, reports re-signing Sanford, N. C., one of the better Southern dates on the show's route. John Vivona, general manager, has also been gone, contacting name attractions for possible addition next year.

Hamid said Hiram McCallum, president of the Canadian National Exhibition; Jack Reynolds, general manager of the Eastern States Exposition, and Howard Singmaster, president of the Allentown (Pa.) Fair, are among the fairmen who have signified their intention of attending the Dominican event.

ROUGH TOUR

Ben Wolfe Wins Despite Storms, Rain

LANDRUM, S. C., Nov. 12.—Despite a buffeting by the elements this season, Wolfe Amusement Company ended its tour in the black and is now stored in winter quarters here.

The organization was battered by Hurricane Connie in Farmville, N. C., where it was forced to remain a second week only to be lashed by Hurricane Diane. While property damage was light, both weeks, so far as business was concerned, were lost. In Robersonville, N. C., the show faced its third hurricane, Ione. Due to warnings, all equipment was left on the trucks and rode out the blow.

Eight weekends of rain curtailed business in territory that had heretofore always been good for the rides, shows and concessions. From Robersonville the show made a long jump to Cheraw, S. C., where it had not rained for weeks. A deluge came in with the show there and the caravan moved to Winnsboro, S. C., only to be rained out for the entire week.

Big dates were those at Leaksville, N. C., and the Chester, S. C., Fair where all segments shared in big winnings. The Martinsville, Va., Fair was just another date, but the colored fair there was lucrative. Three South Carolina fairs at York, Greenville and Anderson produced healthy grosses, with the latter up 40 per cent over '54.

The early part of the season, when the show played the Eastern shores during the vegetable harvest, returns were 25 per cent ahead of last year, Ben Wolfe reported.

Staff of the show remained unchanged during the year. Ben Wolfe, owner-manager; Hardy Brady, business manager; Bob Overstreet, secretary; Ernie Sylvester, general agent, and Blackie Holt, lot man and electrician.

Slim Watts, Ride Veteran, Passes at 44

NEW YORK, Nov. 12.—Funeral services were held recently for Russell (Slim) Watts, well-known ride man of this vicinity. Watts, who had been with many amusement park operations, was last season a ride foreman for Indian Point Park near Peekskill, where he lived.

Watts' survivors include his brother, Chet; his widow and two daughters. He was 44 years old. From 1948-'51 he was Roller Coaster supervisor at Rockaways' Playland in Queens. He died at Grasslands Hospital in Westchester County.

Morris Brown will return to his concession management post with the I. T. Shows next season. His wife Ann Brown has been nominated for the presidency of the Ladies' Auxiliary of the National Showmen's Association.

MIDWAY CONFAB

Bobbie Sickels, who finished the season as assistant manager and general agent of Peppers' All-State Shows, will put in the winter in the Georgia tobacco section with the leaf. . . . The Buff Hottle Shows, which recently played Mobile County Fair, Mobile, Ala., will again winter in Covington, La. Before the fair closed Leo Bistany and T. A. (Kid) Stevens left for Jacksonville, Fla. . . . 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 many flowers, letters and gifts from showfolk friends.

Frank and Evelyn Lee are expected at their San Antonio home soon following an extended vacation in Mexico. . . . Pete Kortess left Miami Tuesday (8) for Caracas, Venezuela, where he has his Side Show booked at Coney Island Park for 10 weeks. This season Kortess racked up good earnings at Belmont Park, Montreal, and at the Canadian National Exhibition and London, Ont., fair.

Lou Wilson postals that Beam's Shows had a banner week at the Jacksonville, N. C., fair with rides, shows and concession row all sharing in the takes. On the front end there were Lou Hall, bear pitch; Spot Pisonault, spot-the-spot; Jim Mitchell, buckets; Sam Kaplan, pitch-till-you-win; Sam Leeman, pan game; Sonny Bullock, three concessions. Organization ended its season there and M. A. Beam returned to his school duties in Pennsylvania.

Mr. and Mrs. Ed (Blackie) Gosney write they've wound up their season and are heading for home. Gosney describes business this summer as a "shade rough."

J. O. Greene, general agent for Tivoli Exposition Shows, is con-

finied 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. Fox, long-time outdoor showman, reports from Mobile that he was recently made a lifetime member in the Columbia, S. C., Elks Club.

Jimmy Hazuk, who this year had the cookhouse on World's Finest Shows, is currently in Room 404 of the Wellesley Hospital, Toronto. Hazuk was ailing most of the summer but finished up the season before entering the hospital where surgery is on the schedule.

Gerald Snellens, general representative of the World of Mirth Shows, 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 businessmen advertising in conjunction with an outdoor show.

Frank Bergen, owner, and Bernard (Bucky) Allen, concession manager, will attend the annual dinner of the Central Canada Exhibition Association in Ottawa Thursday (17). Allen will fly to Ciudad Trujillo upon his return to supervise the presentation of show equipment at the World's Fair there.

Eddie Doyle and his wife, Benita Frances, have taken the midway food concession for the Dominican Republic world's fair, which gets under way December 20. They signed with John McCormick, who is handling space rentals, and their two cookhouses were sent to Ciudad Trujillo this week.

Billposter James Rapple left Amusements of America for his Sharon, Pa., home, and will return next season. . . . Babe Vivona of that show has bought a new car, and little A. D. Vivona, now eight months old and a midway veteran, is cutting teeth.

Queenie, the riding lion used in their Motordrome presentation for some 15 years by Ethel and Earl Purtle, died last week of pneumonia in Waycross, Ga., where the unit was appearing with the Cetlin & Wilson Shows. The Purbles will finish out the season next week in Jacksonville, Fla., without a riding lion. They will acquire new stock before next season, however, and train at least one to ride alongside the driver of a small car on the straight wall.

Louis Pastuer, reptile handler and showman, reports he is lining up indoor dates after an outdoor season spent at Brighton Beach, England. He is undecided whether to tour under canvas next year or to seek out a permanent location. . . . A. Hymes is winding up his outdoor novelty sales next week at the Jacksonville (Fla.) Fair. He is handling operations at the Gator Bowl event by remote control from his Brooklyn home. The Moose Circus in Newark, N. J., December 10-11, will be one of his first indoor bookings.

CONEY ISLAND ROAD SHOWS

LAST CALL FOR CUBA

WANT TO BOOK Crystal Maze or any sensational Show or Ride that does not conflict.

WILL BOOK OR BUY first-class Cookhouse with or without transportation.

WANT TO BUY Long Range Shooting Gallery.

WANT TO BUY Chairplane 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 1123, SOUTH MIAMI, FLORIDA

PARAKEETS BABIES \$1.50

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

24-Hour Service Phone Elliott 9-4591

WELLS BIRD FARM
2143 South Myrtle Avenue
Monrovia, California

T·E·N·T·S

CONCESSION, CIRCUS, CARNIVAL
AMERICAN TENT CORPORATION
America's Largest Builders of Fine Show Tents

201 E. Water St. Norfolk 10, Va.
Representative G. C. MITCHELL
BILL SANDERS

WANT CANDY BUTCHERS

for Moose Circus, December 10-11, Roosevelt Armory, Newark, N. J.

All replies:
A. HYMES
455 Schenectady Ave., Brooklyn 3, N. Y.
Phone: PResident 4-5961

Thank You LOU WEINSTEIN

Bingo Owner, Eddie's Expo. Shows, for your Chevrolet Tractor purchase. "Save Money With Johnny"
JOHNNY CANOLE
Altoona, Pa.
Phones 9347 or 3-0003

SEARCHLIGHTS

Brand-new Sperry and G.E. 60-Inch Searchlights, still crated, located Albany or Chicago, \$300, including tires. Brand-new Generators, still crated, 16.5 kw., \$600. Complete Burner Heads, \$100 a set.
J. PILE
825 Becker Road Glenview, Ill.
Glenview 4-1246 or Mulberry 5-3510

RIDES FOR SALE—SEPARATE OR AS A UNIT

Parker 32-Ft. 2-Abreast Merry-Go-Round, Semi Trailer and GMC Tractor	\$6,000.00
Eli #5 Wheel, Fruehauf Van, Chevrolet Tractor	6,000.00
1948 Tilt, New Condition, New Factory Platform, 2 Trailers, 2 Chevrolet Tractors	9,250.00
GMC 6-Cylinder 66-Kw. Diesel Light Plant, 1 15-Kw. Lerol Gasoline Light Plant in Fruehauf Van With Chevrolet Tractor	4,500.00
10-Passenger Kiddie Plane Ride, New Top	900.00
2 Late Model Downey Light Towers	900.00
Total	\$27,550.00

Will sell separately or as a unit for \$24,500.00. Reasonable terms to responsible persons. All equipment, including transportation, in excellent condition. Can be inspected at winterquarters—Fairgrounds, Seguin, Tex. Tilt, Merry-Go-Round now up for inspection.

WANT TO BUY—First-class Trailer Grab.

Contact **DON FRANKLIN**

207 Carolwood, San Antonio, Tex. (Phone: Diamond 2-7722)

WANTED TO BUY OR SELL
Merry-Go-Round, #5 Eli Wheel, Kid Rides, Merry-Go-Round Horses, Roll-whirl, Laughing Mirrors; must be cheap for cash. Have for sale: Park Shooting Gallery, Walter Boomerang, Double Loopplane, 35 kw. A.C. Light Plant, Chairplane; sell cheap or trade.
F. ALLEN, 1400 Brewerton Rd., Syracuse 11, N. Y. Phone: 543000.

PHIL'S STATUARY
1861 New Hammond Highway,
Baton Rouge, La.
Phone: Walnut 1-5504
PLASTER
Latest Models—highly flashed. Winter Mustiers, see Phil for Fireworks, Plush and Novelties. Buy wholesale here.

FOR SALE
NEW 32-FT. MERRY-GO-ROUND
20 jumping aluminum horses, 2 chariots, Anchor top, electric motor. New type center drive. Loads on 24-ft. semi trailer. Ride is up for inspection. Will take old Wheel, Tilt or Jenny in trade.
C. A. GOREE
P. O. Box 27 (Phone: 4-J-2), Azle, Texas

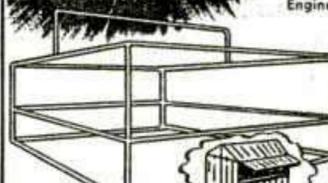
FOR SALE
Chevrolet Tractor and 28-ft. Concession Semi, including Six Cats, Ball Games and other Concessions. A lot of stock also. Will sell by the piece or as a unit. Hurry! The price is right.
JOHN ERNEST
421 North Grove St. Wichita 7, Kansas

 . . . insures Billboard readers of a high standard of useful editorial services

CANADA
Mammoth Elks' Motorshow and Christmas Fiesta
THE COLISEUM
CANADIAN NATIONAL EXHIBITION GROUNDS
6—DAYS AND NIGHTS—6
December 5 to 10 inclusive—11 a.m. to 11 p.m.
WANT—Pitchmen, Demonstrators, Ding Show (Monkey Circus preferred), Astrology Team, Skill Games, 2 fast-stepping Banner Men; Dick Scatterday, answer.
—NO GRIFF—
Al Dean, chairman concessions. Suite 601, Victory Bldg., 80 Richmond St. W., Toronto, Ont., Can. Phone: Empire 3-5458. No collects!

FOR SALE
THE ALFIER AMUSEMENTS
Eli 5 Wheel, Baby Parker Merry-Go-Round, Spitfire, Chairplane, Kiddie Airplane, Kiddie Car, 30 Kw. Light Plant. All with transportation, 9 trucks. Also six Concessions, top, frame and stock. Can be seen in operation at Mammoth, Arizona, November 16-20; Florence, Arizona, Rodeo, November 23-24. Come and see.

TERRIFIC—OUTSTANDING
NEW ALUMINUM ANCHOR TENT FRAMES
for CONCESSION and 4-WAY TENTS
Engineered For 2 Years to Assure the BEST for SHOWMEN



WRITE FOR INFORMATION
• OFFERED IN STOCK SIZES •
DESIGNED OF LIGHT WEIGHT — RUST PROOF ALUMINUM (1 1/2" x 2") • HINGED LEGS, SLIP JOINTS • NO SCREWS, BOLTS, PINS OR KEYS.
Made to the Quality Standards of
ANCHOR SUPPLY CO., INC.
EVANSVILLE, INDIANA PHONE RA 3-8105
MFRS. OF CANVAS TENTS FOR ALL PURPOSES

IMPORTANT NOTICE TO FROZEN CUSTARD MACHINE OPERATORS
You cannot operate in the State of Florida, 1955-56, unless you comply with all State sanitary requirements and secure license in advance for each location. Ice Cream Mix must be purchased from an approved mix manufacturer in Florida. Copies of the Florida Frozen Desserts Law with regulations available upon request. NOTIFY Alex C. Shaw, Chief Dairy Supervisor, Florida State Department of Agriculture, 608 Seagle Building, Gainesville, Florida, the place and date you plan to operate well in advance to permit time for inspection.

WANT GIRLS
Dancers, Waitresses, specialty acts, Top salary, season's work.
Contact **TOMMY THOMAS**
CLUB MARDI GRAS
Phone 6-9147 after 9 p.m. KEY WEST, FLA.

LAST CALL SYD SISKIND WANTS
Opening Wednesday, Nov. 30. Need at once—15 spots in Florida. Rides, Shows, Concessions. Please write what you have. Get your winter bankroll in Florida. Kiddie Ride owners—Can use for Thanksgiving opening. Need 10 Kiddie Rides. Must be in excellent looking condition for brand-new up-to-date Kiddie Park. Do not misrepresent. All address
SYD SISKIND, 14800 S. Biscayne River Dr., Miami, Florida

WANTED ROLLER COASTER AND PONY CART RIDES
Must be in good condition and price right for cash. Address
BILL WILLIAMS
P. O. BOX 518 NASHVILLE, TENN.

Heart of America Showmen's Club

913 Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Nov. 12.—President F. W. (Boxie) Warfield called the regular meeting to order with all officers and a total of 34 members present.

The lease for the present quarters expired October 31 and a new one is being written. Several alterations are planned for the near future.

Richard A. Lewis is a new member. Joseph A. Clayton, chairman of the banquet and ball, has signed the Finley orchestra for the New Year's Eve event to be held in the Hotel Aladdin. The Ladies' Auxiliary will hold its tacky party December 30.

Nomination of officers is scheduled for December 2 with election December 16. Absentee ballots can be obtained from the secretary.

Girls-Show-Girls

HELP IN ALL DEPTS.

Candy, Book, Pitchmen and Maintenance Man, with wives who can dance.

All winter's work.

Address reply to

STATE-HARRISON

Theatre - Chicago, Ill.

WANTED AGENTS

for Roll Down, Raz and Skillo, Hanky Panks of all kinds.

Contact

CLARENCE OSTEEN

Legal Adjuster

Wilber's Wolverine Shows, Tallapoosa, Ga.

WANTED

Painter and Decorator

FOR WINTER QUARTERS

MOUND CITY SHOWS
1417 Craftan St. St. Louis 4, Mo.

GIVE TO DAMON RUNYON

CANCER FUND

CLUB ACTIVITIES

Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, Nov. 12.—President Charlotte Porter was in the chair at the regular Monday (7) meeting assisted by Oscar Mattley, treasurer; Billie Hodges, executive secretary, and Bonnie Townsend, recording secretary.

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

The annual ladies' bazaar will be held November 21 with Marjorie Latiker and Leona Stevens handling the preparations.

Whitey Monette, banquet chairman, reported he was still looking for a location. Banquet will be held January 8 with the annual memorial services on the same day.

Miami Showmen's Association

1799 N. W. 28th Street, Miami

MIAMI, Nov. 12.—A number of the members were on hand to greet President Sam Prell, who arrived recently.

Guy Dodson donated a massive gold gilt, high-back chair for use by the president during the meetings. William J. Tucker is out of the hospital but confined to his home here at 1470 N.W. 33d Street. Joe Vernick is out of the Veterans' Administration Hospital at Coral Gables, Fla. Ed Yeasted and Harry Newfield report doing okay but Jack Rose has been hospitalized.

Quite a few members attended the funeral of Jack Perry, former high diver, who died recently.

The lunchroom is now in operation and bagels and lox will soon be on the menu. Recent Miami arrivals included Joe Brower, L. I. Thomas, Dave Fineman, Russ Erdell, Joe Galvin, Al (Frenchy) Trudeau, Dallas Jackson, Cliff Wilson, Mel Dodson, Al Cherner, Sydney Daniels, Pud Hartman, Al Fink, Ed Seremba, Jimmy Finn, Louis A. Bell, Sol Solomon, Fred Bell and Phil Cook.

Paid-up membership cards being held by the secretary for Donald M. Wright, Elmer Kockenour, William (Bill) Holt, Dick Francis Anderson, Joseph T. Andykow, Randolph Gallant, Thomas A. Allem, John J. Keely, Edward Everschor, Ben Hoff, Floyd Schenk, Francis Flynn and Morris Glinia.

Missouri Show Women's Club

415a Chestnut St., St. Louis, Mo.

ST. LOUIS, Nov. 12.—The regular meeting was called to order by President Verna Schantz who announced that the nomination of officers was scheduled for November 17.

New members included Mrs. Martha Gaughn and Mrs. Ann Burge, sponsored by Florence Cobb and Verna Schantz; Mrs. Eleanor Sibley, sponsored by Florence Cobb and Joyce Rector; Mrs. Shirley Bazinet, sponsored by Florence Cobb and Betty Hutchinson; Jeanette C. Reid by Marguerite Lohmar and Gertie Donnelly; Elaine Whitney, by Peggy Grim and Verna Schantz; Lois Reid by Estelle Regan and Anna Jane Bunting; Hazel May Heller, by Florence Cobb and Estelle Regan; Mrs. Aliene Specht by Estelle Regan and Anna Jane Bunting; Nancy Barry by Estelle Regan and Anna Jane Bunting, and Mrs. Joe Flynn by Florence Cobb and Betty Hutchinson.

Letters read from Madaline Regan, Gertrude Donnelly and Mrs. John H. DePriest. Thank you card received from Beatrice Guillionie, and Mary Thompson announced the birth of a nephew, Steven John Kohrs. Baby shower gifts were presented Arlene Impellizzari by the ladies.

Door prizes, donated by Virginia Von Brehren and Jeanette Hart, was taken by Verna Schantz and Emelie Koch. Those present at the meeting included Rose Brown, Elizabeth DePriest Sally Prevost, Peggy Grimm, Joyce Germain, Clara Campbell, Josephine Germain, Margaret Horn, Ellen Robertson, Elsie Wear, Lotis Francis, Florence Cobb, Florence Creeley, Barbara McGinley, Helen Germain, Leonora Gdynia, Verna Schantz, Terese Sidenberg, Mary Thompson and Arlene Impellizzari.

Caravans, Inc.

Room 1912, 130 North Wells St., Chicago 6, Ill.

CHICAGO, Nov. 12.—There was a good turnout for the regular meeting with President Eva LeRoy in the chair. Also present were Marianna Pope, first vice-president; Jeanette Wall, second vice-president pro tem; Agnes Barnes, third vice-president, and Wanda Derpa, secretary. Invocation was delivered by Chaplain Irene Coffey.

Correspondence was read from Pauline Grey, Bess Hamid, Betty Proper and Frieda Rosen. New members are Louise Muff, Eileen Sherone, Mildred Swaider and Mary Thompson.

Lucille Hirsch, Ralph and Marianna Pope and their son, Skippy, visited the Joe Streibichs at their Delavan Lake, Wis., home. At the meeting after absences were Agnes Banty, Anna Graebert and Ann Sleyster. Mrs. Alice McLaughlin recently celebrated her birthday at the Cyril McGlynn home. Ann Sleyster announced the marriage of her son, Corporal Guy, who is a paratrooper, to Barbra Lambert of Greensboro, N. C.

Bob and Pauline Grey reported they had a good season at Cedar Point on Lake Erie and will make their home in Cleveland this winter. Sick list included the club's mascot, Mae (Dolly) Muscarello, and Eva Clark. Dolly is the granddaughter of Mae Taylor, and is now walking with the aid of crutches.

President-Elect Marianna Pope made several appointments for the convention week activities. Claire Sopenar will be in charge of table decorations assisted by Ann Sleyster, Helen Wettour and Rose Jarboe. Nora Heglund and Anna Schmidt will be in charge of refreshments at the open house.

Hostesses for the November 15 social will be Pearl McGlynn, Betty Broderick, Lucille Hirsch, Mollie Raymond and Frieda Rosen. Evening awards, donated by Pearl McGlynn, Ann Sleyster and Lillian Lawrence went to Helen Hoffmeyer, Pearl McGlynn and Irene Coffey.

Showmen's League of America

54 W. Randolph St., Chicago

CHICAGO, Nov. 12.—In the absence of the president and vice-presidents, Sam J. Levy Sr., past president, opened the Thursday (10) meeting and then yielded the gavel to Treasurer William Carsky. Chaplain George B. Flint delivered the invocation.

A thank-you letter was read from the family of the late Eddie Murphy. Bernie Mendelson reported the first Cadillac giveaway had been financially successful. A '56 Cadillac has been obtained for the second giveaway.

Sam Levy Jr., chairman of the banquet and ball, reported plans were progressing. Event will be held Wednesday (30). Sam J. Levy Sr., reported all plans were in good order for the November 27 President's Party of which he is co-chairman with Bob Parker.

Dwight Pepple is out of the hospital and resting at his Chicago apartment. Brief talks were given by Andy Kasin, William Kaplan, Dave Picard, L. N. Fleckles, John Courtney, Rube Liebman and Lou Dufour.

Ladies' Auxiliary

An important development of the Thursday (3) meeting was the announcement that Mrs. Elsie Miller had reconsidered vacating the post of secretary, and will again run for the position.

Carmelita Horan, first vice-president, wielded the gavel in the absence of President Viola Parker, who was hospitalized for surgery. Other officers present included Frieda Rosen, second vice-president; Evelyn Hock, treasurer, and Mrs. Miller. Margaret Filograsso delivered the invocation and a moment's silent prayer was observed for the late George Rollo.

The revised slate of officers for '56 now is Carmelita Horan, president; Mrs. Frieda Rosen, Mrs. Dorothy Kennedy and Mrs. Harry Hennies, first, second and third vice-presidents respectively; Evelyn Hock, treasurer, and Mrs. Miller, secretary.

Phoebe Carsky was appointed fensee of the installation dinner November 29 in the Hotel Sherman's Crystal Ballroom with Mae C. Taylor as installing officer. Lee Gluskin will be installation chaplain and Margaret Filograsso special guest of honor.

In addition to President Parker, the sick list included Louise Donahue, confined to Wesley Memorial Hospital here, and Etta Henderson, who is quite ill in Paris, Tex.

Award books for the portable television set are coming in nicely, it was reported by Phoebe Carsky and Evelyn Hock, chairman. Drawing will take place November 29. Dorothy Kennedy will serve as open house hostess and Lee Gluskin will supervise the lunch.

Greater Ohio Showmen's Association

36 West Gay St., Columbus 8, O.

COLUMBUS, O., Nov. 12.—Trustees held their first meeting of the fall season Thursday (3) at their headquarters. Present were John T. Mere, president; N. H. Cohen, secretary-treasurer, and trustees Mrs. Nellie DeBelle, F. C. Cook, Robert Keener and Ralph Downey.

Also present were Mrs. John T. Mere, Bud O'Dell and Mrs. F. C. Cook.

The nominating committee is working on a slate of officers with the election set for January. A series of socials to be held every other Friday night is being planned. The first will be held at the home of Mr. and Mrs. Ralph Downey.

Lone Star Show Women's Club of Texas

3105 Forest Avenue, Dallas

DALLAS, Nov. 12.—Most important development to come out of the Monday (7) meeting was the decision to re-name the club the Lone Star Showmen's Club of Texas with the new title to be adopted after the December 5 elections.

First Vice-President Mildred Taylor was in the chair at the meeting in the absence of President Beth Anderson. Minutes were read by Secretary Grace Tindler, who also gave the treasurer's report due to the illness of Pearl Vaught. Jule Conner delivered the invocation and order was kept by Bonney (5 Star General) Allard.

Nominations are scheduled for November 21 and the election will take place December 5. Members were saddened by the death of an honorary member, Judge William (Bill) McCraw, a longtime friend of show people.

Welcome visitors included Inez and Simmie Carroll and Catherine Elders. Chuck and Martha Moss were away fishing. Ed and Erma Meek left for Aransas Pass, Tex. Fred and Millie Huspeth took off for California. Red Kearns went to Houston before driving to Oklahoma City with his wife, Cathy, to visit the Henry Barretts and Polack Bros.' Circus. Mrs. Vera George, mother of Kathy Kearns, is now making her home in Dallas awaiting the addition to the Kearns' family.

Renee Gordon was reported seriously ill at Maxfield Clinic, 2711 Oak Lawn, Dallas, and blood transfusions were needed.

????????????????????

How Can I Contact My Friends and Business Associates at the Outdoor Convention ?

SIMPLE!



Come to The Billboard and Showmen's League of America INFORMATION BOOTH in the Sherman Hotel Lobby.

Tell us who you're looking for and we'll page them for you!

OR leave this phone number with them so they can reach YOU!

CENTRAL 6-3695

It's the INFORMATION BOOTH in the Lobby of the Sherman Hotel... Another service of The Billboard in co-operation with The Showmen's League of America.

????????????????????

FOR SALE

ELI WHEEL.....\$2,000.00

SMITH & SMITH 24-FOOT

CHAIRPLANE.....1,000.00

Both in perfect condition. Transportation for both. Can be seen in operation.

JOHN McGEE

Stonewall Hotel Danville, Va. Phone 3700

FOR SALE

Two-abreast Merry-Go-Round and No. 5

ELI Wheel—both with or without transportation, all in perfect condition. Bargain. Can be seen at Drive-In Theatre, Lake City, S. C. Also have 75 KVA Diesel Light Plant, Cable and Junction Boxes for rent or lease for the winter in Florida. All replies:

FLO'S RIDES

Lake City, S. C.

A CORDIAL INVITATION TO ALL CARNIVAL & CIRCUS OPERATORS

Dear Friends:

The Officers and Directors of the National Association of Amusement Parks, Pools and Beaches extend a most cordial invitation to all Carnival and Circus Operators to attend the Outdoor Amusement Exposition November 27, 28, 29 and 30, 1955, at the Hotel Sherman, Chicago, Illinois.

This Exposition will afford you an opportunity to view the largest and finest display of new devices, equipment and services in the Outdoor Amusement field. We assure you it will be one of the most interesting Trade Shows you have ever visited.

REMEMBER

If you are a member of the Showmen's League of America be sure to register at the SLA Tent in the Hotel Sherman lobby. Your Showmen's League badge will be accepted as your card of admission to the trade show, thus eliminating further registration.

WEAR YOUR BADGE!

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

Officers and Board of Directors
DON DAZEY, President
PAUL H. HUEDEPOHL, Exec. Secy.

WANT RIDES and CONCESSIONS FOR PLAYLAND PARK AT ONCE

On Alternate 19, between Tarpon Springs and Clearwater. Open every day, all year round. Now open. For the rides need Ferris Wheel #5 or #12. Roller Coaster, Round-Up, Rock-a-Plane, Tilt and Octopus; also Portable Skating Rink. More Kid Rides, particularly Boat Rides. Can place Popcorn Trailer, also Floss and Snow. Wire at once.

Manager Playland Park, Tarpon Springs, Florida

Huston Acts Will Make Jump To Ft. Worth

HOUSTON, Nov. 12. — The Shrine Circus here will end its two-week run on Tuesday (15) and the same talent will move to Fort Worth for a Shrine stand November 18-27. Both annuals are produced by John Andrew.

The show here opens with a spec, "Arabian Nights," and includes the following acts:

Ivanoffs, Orantos, Ibarra, Victor Julian's Dogs, Wiregarvs, Miss Vernig, Miss Florine, Johnnie Gibson, Jack Joyce's Camels, the Therons, Goetchis, Sidneys, Chet Jusczk's Jungle Compound Wild Animals, Flying Hartzells, Flying LaVals, Natal, Cole Bros.' Elephants, Miller & Woodcock Elephants, King Bros.' Elephants, Rose Gould, King's ponies, Cole Liberty Horses, Scapolini Chimps, the Honey Girls, the Eriksons, Kovats, Albans' Motorcycle, and a local pageant, "Tex-O-Rama."

The Fort Worth performance will be augmented by the Kings and Queens of the Air, which couldn't work in Houston because there was inadequate ceiling height for the high act.

At Houston, the "Super Circus" clown, Scampy, appeared the first four days as a special feature, and Miss America appeared the next three days.

Scampy worked with a chimp and a kangaroo from the TV show. Youngsters in the audience thronged into the arena when the young clown offered red noses to any redheads. Later the kids crowded around him again and several policemen were needed to escort him out. Two kids and a cop were slightly injured.

King Business Fair After Big West Fla. Tabs

MOBILE, Ala., Nov. 12.—King Bros.' Circus drew some big business on the West Coast of Florida and has played to fair business in recent days, it was reported here Friday (11).

In Lake Wales, Fla. (2), the show had half houses and Elks auspices. Street parade was used. Daytona Beach on Saturday (5) had a near-full afternoon and half house at night. Auspices was the Grotto, and street parade went as usual. Visitors were the Morris and others from the Kelly-Morris Circus.

Tallahassee on Monday (7) gave one-quarter and three-quarter houses, under Jaycee auspices. The big top truck blew the arrows and show was sidewalled.

Polack Crowds Hold Better Than Profits

OKLAHOMA CITY, Nov. 12.—Attendance has held up better than profits at most recent dates of the Western unit of Polack Bros.' Circus, the show said this week.

The show opened a day ahead of schedule at Oklahoma City Monday (7) with a sold-out performance to the civilian employees of the Tinker Air Force Base. As a result, the run ending Saturday (12) will total 11 performances in six days as compared with eight in four days last year.

Business during the week was satisfactory and Oklahoma City rates as one of Polack's strongest fall dates. The show reported, however, that it remained uncertain whether the increased stay would

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

NEW YORK, Nov. 12.—New word here this week was that "Super Circus," now originating in Chicago, will move to New York, starting with the January 1 program.

While it has been rumored for weeks that the show would do its final Chicago show on December 18, that only now seems to be confirmed. On the intervening Sunday, which is Christmas Day, the "Super Circus" time will be filled by "Kukla, Fran and Ollie," it has been learned.

Some members of the permanent cast of "Super Circus" were reported uncertain about their plans after the move, with discussions continuing. Some other personnel working for the show reportedly have been given notice.

Barstows Again Set to Stage Ringling Circus

NEW YORK, Nov. 12.—Richard and Edith Barstow will again stage the Ringling Bros. circus in 1956, it was learned here this week.

Formal program credits for the Barstows have been confined to staging for Richard and choreography for Edith, thru the several years they have helped put the performances together. Production has been credited to John Ringling North, circus president.

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

XMAS AT THE CIRCUS

Plans Evolving for Sarasota R-B Video

NEW YORK, Nov. 12.—Format for the December 16 telecast from Ringling Bros. and Barnum & Bailey Circus winter quarters in Sarasota evolved here this week at the Benton & Bowles advertising agency, handling the project for General Foods. The general "Christmas at the circus" theme is expected to include much use of Big Show kids learning on the lot from their parents, in preparation for distant future billing.

Some \$100,000 is being laid out for the show rights, it was brought out, and Milton Pickman, liaison man in the deal, will get more than \$10,000. Production and time costs will soar the eventual outlay

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 1956 showing Wednesday (9) after more than seven months of long-distance sparring over terms.

The circus will again open its season in the single adequate Gotham arena on April 4 with a night performance and continue on a two-a-day basis, including Sundays, thereafter thru May 13 for a total of 39 show days, one less than this year.

Neither of the signers, John Ringling North, president of the circus, and James D. Norris, president of the Garden, would reveal any of the contract terms, including the duration of the pact. The contract which ran out with this year's showing encompassed five years. It earned for the Garden better than \$10,000 a day net. The remainder of the estimated \$2,000,-

000 gross—less some \$5,000 a day for Garden operating expenses—went to the circus.

Few \$\$ Left

While the circus earned a reported \$1,200,000 at the Garden, it reportedly left Gotham with only \$100,000 after paying off its winter and production costs, and with a firm conviction that Garden contract adjustments were in order to insure it a better financial start for its under canvas tour. The latter, winding thru the Southeast now toward a December closing in Florida, has been reported spotty at best.

The circus and the Garden apparently accepted a stalemate practically from the first meeting, when the show was still occupying the premises. Thereafter it was learned at various times that neither would give an inch and that both were

planning counter moves in case of a lasting breakdown.

Thru the summer months it was learned, or announced, that Ringling was working out plans to cover the Polo Grounds with aluminum trusses and aluminum sheathing or plastic to provide for a substitute showplace with weather safeguards; that Garden execs had conferred with Art Concello, former circus general manager, and others, with a view to producing its own circus to fill the possible gap in show time.

Precedes Deadline

Only last week North, in New York at the time, named next Tuesday (15) as the deadline for signing, or ordering work to proceed to ready the Polo Grounds. He was still insisting on a "reasonable reduction" in rent. At the time Ned Irish, Garden vice-president and spokesman, said the Garden would have a show in any event and ridiculed what he said was North's insistence on a 50 per cent reduction in rent.

While North could not be reached for comment, Irish yesterday indicated the probable winning side, when he said North had no occasion to rejoice over the terms of the new pact.

In the formal announcement Norris said: "I am most gratified with the new arrangement. The circus has always been an institution at Madison Square Garden and I am delighted that this great show will return next April on schedule." North was also said to have expressed satisfaction.

The signing rated some small attention in the local press. In show circles it was rated the best thing that could have happened for both principals.

Macy's N. Y. Set Holiday Polack Show

NEW YORK, Nov. 12.—A circus will be presented in Herald Square on Thanksgiving Day by Macy's department store, and Polack Bros. Eastern acts will provide the backbone of the program. The store will ballyhoo the presentation as the Polack Bros.' Circus.

Sold to the store by booker Guy Martin, the show will consist of Cautier's Tally-Ho, Christensen's mixed animal act, Helmuth Gunter, juggler; Bouncing Bodos, trampoline; Joanides, slack wire; Frielanis, bike; Zippy and Company, chimps, and the M-G-M elephants. Henry Kyes will head the musical department, Harold Voise will handle props, and Dick Slayton will emcee. There will also be some eight clowns offered.

Martin said the White Plains, N. Y., date to be played in the County Center has been signed again, with promoter Ed Ceccolini.

Hagen Closes 37-Wk. Tour; Break 3 Bulls

MIDLAND, Tex., Nov. 12.—Hagen Bros.' Circus will close its season here Saturday (12). Manager Robert Couls said the 37-week tour has covered 10,381 miles, including the home run to Edmond, Okla.

Plans to tour longer were cut short by bad weather. The show also had a slowdown in the past several days.

Back in quarters the show's three new baby elephants are being trained. They have been named Sue, Mary and Ruth. Hagen Bros. has two other elephants also.

PACKS HAS BEATTY FOR NEW ORLEANS

Line-Up of Acts Announced for Shrine; Plan to Repeat Parade Before Opening

ST. LOUIS, Nov. 12.—Tom Packs' organization this week announced details of its 10th annual New Orleans Shrine Circus, to be held at Municipal Auditorium there November 18-27. The show will be heralded with a combination Shrine and circus parade November 17.

Heading the New Orleans program will be Clyde Beatty with his wild animal act. Some Beatty menagerie animals also will be used in the parade. Beatty is making the move from his Deming, N. M.,

winter quarters by baggage cars, according to Jack Leontini.

Dates in Baton Rouge and Natchez, formerly included in the Packs show's fall itinerary, were played in August this year, leaving New Orleans as the lone date at this time.

Alzana to Zacchini

Line-up of the acts includes:

Clyde Beatty, Antonucci's Chimps, Tom Packs' elephants with the Madisons, Alarno's Pigs, Allen's Bears, Peterson's Jockey Dogs, Frank Noels' Liberty Horses; the Edmonds and the Raymonds, trampoline; Merrell and Janis, slack-wire juggling; Jack Meyand and Jeanette, unicycle juggling; Franklin and Astrid, equilibrists; the Aurelios, comedy acrobats; Young China, Oriental act; the Yokoi family, cycling; Norbu, gorilla parody; the Boginos, Risley acrobats; the Flying Zacchis and the Flying LaVals; Les Hildays, inverted aerial unicycle; the Montons, double trapeze and iron jaw; the Aisanas, high wire; the Kimris and the Flying Constellations, revolving aerial acts.

Clown alley will have Bozo Harrell, Alexis Kosloff, Jimmy Davison, Erik Holland, Jack Harrison, Jack La Pearl, Teto Flint, Arden Beecher, Ray Marvin and Eddie (Bozo) Cooper.

Al Vernon is the Packs musical director, with Anita Ribero as vocalist, and Bob White returns as announcer. John Manko will be in charge of working personnel.

Assisting Tom Packs will be C. W. (Bud) Hoerber, general manager of the Packs enterprises, and Leontini.

Greenville, Miss., Tops 4 States For Ringling \$\$

GREENWOOD, Miss., Nov. 12.—Ringling Bros. and Barnum & Bailey Circus has played to its best day's business since it left Texas. The big day was at Greenville, Miss., Friday (4).

The day topped anything the show had done elsewhere in Mississippi, Tennessee, Arkansas or Louisiana. Business was off in most of the towns recent days with bad weather complicating the picture.

Memphis on Wednesday (2) accumulated a one-quarter afternoon and one-half night house in cold and rain. Clarksdale, Miss., had its first freeze of the year, and Ringling was held to one-third and one-half houses.

After the Greenville business on Friday (4), came mediocre takes in Vicksburg (5) and Monroe, La., Sunday (6). Jackson, Miss., on Monday (7) was a disappointment. Greenwood, Miss., the Tuesday (8) town, had one-third and two-thirds houses in poor weather.

to astronomical heights.

Bulk of the show will originate within the big top, and lighting will also be a problem for the outdoor work which will cover some 40 acres of the winter quarters. The show will be shot in black and white over the entire CBS network. Color was contemplated but cannot be used due to insufficient cameras equipped to handle it.

A Christmas theme will be employed, and there will be at least one grand march. Several feature acts, as yet unnamed, will be shown. The agency confirmed that General Foods would definitely sponsor another pre-opening Ringling video show from New York in the spring.

Tom McDermott will stage the Sarasota event, and producer for CBS will be Ted Fetter. Director will be Byron Hall, top remote man. Also active in the preliminary work are Bill Vallee, supervisor of TV for B&B, and Burt Schultz, special events publicity director.

Since the program from Sarasota (Continued on page 64)

Beatty Firm Sues Karp for \$20,000

SARASOTA, Fla., Nov. 12.—The Clyde Beatty Circus, thru the corporation which operates it, has filed suit against Sid Karp, of Sarasota. The suit charges that Karp was hired as promotional director of the circus last season, that \$14,424.02 was collected from advance ticket sales and that he refuses to turn over this amount to the circus. The suit asks \$20,000 in damages and receipts.

justify the resulting higher expenses.

Arkansas Nut Up

In Little Rock, which preceded Oklahoma City, the crowds during three days in Barton Coliseum at the Livestock Show Grounds were comparable to those of a four-day stand last year in the smaller downtown Robinson Auditorium. However, the nut was considerably higher, due in part to the fact that the Coliseum still has no heating plant and it was necessary to install portable oil-burning heaters thruout the building to offset autumn chill.

The Arkansas Gazette's editorial, (Continued on page 64)

Hugo Showmen Gather; Show Closes Early

HUGO, Okla., Nov. 12.—Tex Carson Circus came into winter quarters here a few days earlier than planned, blowing the paper for the last days because of cold weather. The show joined Kelly-Miller as one in quarters here, and the influx of showmen was increased. Still out is the George W. Cole Circus.

Among those at the Webb Hotel, local headquarters, are R. O. Scatterday, Kelly-Miller national ad rep; John Foss, Carson agent; Sam Price, K-M billposter; Charlie Cuthbert, promotion man; Shorty Lynn, Carson superintendent; Pete Smith, K-M superintendent; Art Miller, K-M agent; Lee Bradley, of the Carson show; Pearly Houser, K-M sailmaker; Rodger Aigner, of K-M; Sid Stevenson, K-M treasurer, and Donnie McIntosh, K-M concessions.

D. R. Miller and Jack Moore, the latter manager of the Carson show, left early this week to visit the George Cole Circus. Fred and Shirley Logan took K-M elephants to Kansas City. Bill Woodcock has the Miller-Woodcock at Houston and Fort Worth. Corky Clark and Pink Barnes have pony drills at Kansas City.

PHONEMEN

Xmas deal. Pay daily. Phil Connelly, John Seth, Bill Evans, call.

JOHN CHRISTWELL

Phone: 5-8057-9-1675
Kalamazoo, Mich.

PHONEMEN

For 1956 season. Phones in, ready to go for Lions Club date. Wire care Western Union where I can call you. Other dates to follow.

MEARL N. JOHNSON

Lorain, Ohio

PHONEMEN

Tri-State Official Labor Publication, Xmas edition. Police deals to follow; steady work. Call Burlington, N. C., 60050, Room 211, Security Bank Bldg. No collect. Al Tobel, Dave Waddell, contact.

JIM BENNETT

2 PHONEMEN

Labor Job. Get your Xmas bank roll here. Just starting. Old friends, contact.

CHARLIE WATTS

Temple 34-966 Massillon, Ohio

PHONEMEN

Get with it. Tax and Ads. Standard pay. Call Sioux City, Iowa, 56181 or Clinton 39, or Des Moines Headquarters, 84544 after 7 p.m. No collect or courtesy calls.

E. J. FLOYD

I set 'em, you wanta work?

PHONEMEN

Best deal yet—south all winter. Henry Loy, Barney Spears, Bill Serena, answer. Address all mail to

RUSS CARLISLE

General Delivery Jacksonville, Fla.

★ MILLS BROS.' CIRCUS ★

WANTS PROMOTIONAL DIRECTORS

Capable of handling auspices. If you qualify and want to work the entire 1956 season, write or wire your past experience. Some towns ready now.

JACK MILLS

2669 Euclid Heights Blvd.

Cleveland Heights, Ohio

PHONEMEN

BEST DEAL IN MIDDLE WEST

TOP RADIO, TV AND PUBLICATION CAMPAIGN. IMMEDIATE DRAW IF QUALIFIED. DOUBLE COMMISSION AND BONUS. \$97.50 TO \$211.25 WEEKLY. If you can sell by phone, come on to St. Louis. There is a permanent job and phone here for you.

SEE JACK DOYLE

Suite 602, 705 Olive St., St. Louis, Mo. (Phone: Garfield 1-6438)

WANTED . . . 10-PHONEMEN-10 . . . WANTED AT ONCE

10 Phonemen who can really sell without heat for three just starting powerhouse Christmas Deals. Phones in, book carded, offices ready. 25% on ads—20% on tickets. Book, Banners, UPC's. Collect and pay daily! We won't tolerate heat artists, drunks or limbers! No collect or advances. Call:

DICK ROSS

Indianapolis, Indiana, Melrose 5-2185 between 4 and 8 p.m. ONLY for town nearest you. P. S.: Johnny B., call. Bill Gittler, we need a Crew Manager. Poppa, call Johnny.

UNDER THE MARQUEE

By TOM PARKINSON

Recently signed to appear at Disneyland, Anaheim, Calif., were clowns Dick Dowd, Lew Kish and Billie Burke, all of whom were with the Gil Gray Circus during the past season. . . . The Bernardinos recently completed their route of fairs for Barnes-Carruthers and the October Merchants' Home Show at St. Petersburg, Fla.

Walter B. Fox, vet circus man, writes from his home in Mobile, Ala., that an eye condition which has bothered him since last March has shown improvement in recent weeks. Recent visitors at the Fox apartment included Jim Stutz, in advance of the Hitler Armored Car exhibit; Al Kaufman, King Bros.' brigade manager; Frank W. Peppers, owner of Peppers' All-States Shows; M. J. Dressen, former circus agent; S. A. Ratliff, local billposter, and Johnnie Adams and Charles Crichton, former troupers.

Bert Pettus has five Cole elephants at the Houston Shrine show. Also in the program are Cole ponies and a Cole Liberty act, worked by Mrs. Smaha. . . . Tama Frank and Patsy, knifft act, write that they have completed a successful season with the 105 Ranch Wild West, playing fairs, and now are headed east for Sports shows. Their son, Butch Frank, has a 90-minute Western show on WKNB-TV each Sunday.

Carl Tyler is back with the King-Cole show after several fair dates with the John Marks Shows where King-Cole elephants provided the free act. After the show's closing, November 19 at Columbus, Ga., he expects to take an eight-horse Liberty act to Mexico City for dates there. The five members of the Bouncing Valencianos troupe will play the Shrine date at Macon, Ga., starting November 21, and will join the Santos di Artega Circus in Cuba in December. June-Rose, vocalist, and six of the English Rockettes are being booked for Cuban winter dates by Jeff Taylor; other members of the act returning to England. The Johnny Dubsky Hungarian troupe will be in for the Shrine date at Macon, and later have some night club bookings in Mexico City. John Facer of Clown alley will winter at his home, 201 W. Jefferson, Fairfield, Ia.

W. F. (Bill) Leonard writes that he has been in Boston ahead of the Hamid-Morton date at the Boston Garden. In charge of the advance there is Omer Kenyon, with George O'Donnell, Walter Lenney, Frank McMorro, Mr. Cross and J. Mixton.

Bill and Patricia Kay have completed their promotional work for Polack Eastern this season and returned to their Sarasota home. They will start the 1956 season's work December 5 at Madison, Wis. Destinations of his staffers include Stan Shaw, Utica, N. Y.; Bill Hendry, Miami; Roy Edwards, Little Rock, and Les Harris, Tampa.

From Ringling's Freddie Freeman comes word that Mrs. Hugo

Schmitt, wife of the head elephant trainer, has returned to Sarasota to place their youngsters in school. . . . Peggy Carmichael, show girl, and Robert Stiarwalt, head waiter, have been married. . . . Agnes Stewart, portress on the girls' car, gave her annual Halloween party. Incarnation won the costume contest. Other participants were Charlotte Bell, Marion Seifert, Bubbles Parsell, Margaret Smith, Peggy Carmichael and Nena Unus.

Paul Jung's goose laid its first egg of the season. . . . Jimmy Armstrong, Charles Bell and Freddie Freeman gave show for a Rotary Club recently. Jimmy is doing well with his harmonica. Charlie and Freddie give talks about how circuses operate. . . . Fires and charcoal stoves have made their appearance all around the lot and in the dressing rooms: Winter is really here. . . . Recent Ringling visitors included Chester and Joe Sherman, Harold Barnes, Hilda and Kurt Oranto, Vernon L. McReavy, A. J. Barry, Roy Bowen, Sharon McFarlan, Carol Brent, Jack Leontini, James McElwee, Albert Gileno and May Raymond, of England, who is touring this country in search of material for a circus book.

Jake J. Disch, Cudahy, Wis., reports that ex-agent Al Sigsbee, of Milwaukee, is back home from hospitalization and that Leo Demers, formerly with the DeVirtel Brothers acro act, is at Veterans Home, Miliwaukee.

Lewis E. Brown, Sarasota, former Ringling usher, caught King-Cole at Tampa and Bradenton, Fla. . . . Johnny Meah, clown and concessionaire, is wintering in Bristol, Conn., after his season with Mills Bros.' Circus and the Coleman carnival.

Arthur T. Jones, one-time promotion-man with the Tom Packs Circus, has joined WISN, Milwaukee radio station. . . . The Indianapolis News featured Peru,

Polack Crowds

• Continued from page 63

urging that Ringling be admitted to the city next year and commenting on the 1955 opposition in Little Rock between advance forces of Polack and Ringling, was answered by Polack in a letter to the editor Thursday (3).

The letter said Polack took exception with the some of the newspaper's statements and with some quotations. The letter dismissed the earlier statements as opinion and cited quotes from Los Angeles and San Francisco newspapers as examples of other opinion.

Little Rock publicity for the show was good, with a columnist doing a yarn about Rolando and with the paper carrying two features about Charlie Cheer plus a review of the performance.

San Antonio Off

San Antonio was another spot where the attendance was not off to the extent that the earnings were. This was because of a dive in door and reserved-seat sales, while the membership ticket sale and advance promotion were normal.

At Harlingen, Tex., between San Antonio and Little Rock, the use of the small Municipal Auditorium instead of the Lon C. Hill Ball Park extended the run from three to five days, with the result that the materially increased expenses cut down the net.

Show began its swing thru Texas with a new date at El Paso, where business was all that had been expected, and the same was true of the preceding stand at Ardmore, Okla., also new on the Polack route. In both spots rodeo coliseums were used.

Oklahoma City will be followed by Springfield, Ill., with five days instead of four as in several previous years. Show will have a layoff before the final date at Charleston, W. Va., also upped from four to five days. Closing date will be December 4.

Ind., in a page of pictures recently as part of a series about Indiana cities. The photos showed Paul Kelly and a camel at his Circus Museum quarter., and Sheriff H. Arthur Johns and Eddie Woeckner, former troupers with shows that quartered in Peru.

Buzzy Potts, clown who was with Hagen Bros. this season, flew back to his home town, Durham, N. C., Sunday (30) to enter Duke Hospital, where it was learned that he needs extended treatment and will enter a sanitarium. He asked that friends contact him in care of Harvey J. Rape, of Harvey's Cafeteria, Durham.

An elephant at the Memphis zoo, Alice, died recently. The zoo also has Modoc, a former circus elephant, and it plans to add a baby bull.

Pat Anthony's wild animal act, making Baltimore with Polack Eastern, isn't scheduled to make the show's Philadelphia date.

Fans attending a get-together in South Bend, Ind., November 5, included Robert Wilson, Ed Jeffries, the Chalmer Condons, the Otto Haussmans, the Otto Schiemans, Eugene Russell, Orland Banning, Bob Raupfer, the George Piercys, the Carroll Knapps, the C. W. Chapmans, the Arthur Kilpatrick, Johnny Vogelsang, the Don Smiths, the Alvin Dobbertens, Pop Haussmans and John Walker.

Willard M. Temple, of Central Show Print, Mason City, Ia., tells about his collection of antique show posters in a feature carried by The Des Moines Register recently. He states that interior decorators as well as collectors of antiques are ordering old posters. Temple's poster printing plant also was featured in The Iowan, a magazine, last spring.

Destinations of the Tommy Scott country and western show include Tommy and Frankie Scott, Atlanta and Florida; Gus Kanerva, to his Minnesota farm; the Gaines Blevinses, Atlanta and Detroit; Tex Harper, to his Texas home; Sam Baxter, Atlanta and Florida; Floyd (Rube) Arnold, Fort Worth to see the Shrine Circus and Houston and Dallas to visit sons.

Jethro Almond, former circus and tent show owner, celebrated his 87th birthday recently at his North Carolina home. . . . J. S. Ramsey, who finished the past season as agent of Hunt Bros. Circus, is back in schools with his magic show. He and his wife and son recently stopped to see Rex M. Ingham, Ruffin, N. C., while en route to Pennsylvania school dates.

Charley Cheer, who has clowned with Polack Western for the past two years, is leaving the show to open with the Disneyland circus November 24.

Claire and Tony Conway, Washington, D. C., caught the Polack Eastern show at Baltimore, visiting with Dick and Carmen Slayton, Charles Schuler and others. Additional visitors there included the William Manns, the Keegans, Bill Rector, Ed Green, Sylvia Downs and her parents, and Vin Carey.

Circus fans of Wichita, Kan., met Monday (14) and attended the Orrin Davenport show as a group. Guests included the George Haneford Family. Jack LaPearl, of Clyde Bros., was to be a speaker. Paul Van Pool, Joplin, Mo., fan, was another speaker, along with Dr. Ray McFarland, region director of CFA, and Herman Quinius, western vice-president of CFA.

Christmas Plans

• Continued from page 63

will be telecast live between 8-9 p.m., the outdoor lighting has posed a major problem. Extensive use of flares will be required, and both B&B and network people have been devoting considerable study to the situation.

H-M 6-Day in Boston Garden

BOSTON, Nov. 12. — Aleppo Shrine Temple will bring the Hamid-Morton Circus to the Boston Garden Tuesday (15) for a six-day stand, to open at 8:30 and run thru Sunday (20). Shows will be presented at 2:30 and 8:30 p.m. Wednesday, Thursday and Friday, and on Saturday at 10:30 a.m. and 3 p.m. The windup show will be given Sunday at 1:30.

Tickets are pegged at \$1.10, \$2 and \$2.50, with children being admitted for half price. Each of the Shriners receives a book of 12 coupons from which he sells 10, keeping two as a bonus for himself.

ACTS WANTED

AM NOW CONTRACTING

TOP FEATURE ACTS

FOR MY 1956

FAIRS and CELEBRATIONS

ERNE YOUNG

203 N. Wabash Chicago 1, Ill.

PHONEMEN

Now working on the 28th Annual Xmas Charity Show.

Tickets & Banners. If you worked for me before, come on in.

J. W. COLLINS

56 E. Fourth St., Dayton 2, O.
Phone: HE 7391

10-PHONEMEN-10

Indoor Circus. Towns Ready. Starting New Crews. Also Promoters with crews. All repeat dates.

AL KAYDA

2080 E. Charter Way,
Stockton, Calif.

ACTS & ATTRACTIONS WANTED

For 1956 Fairs and Summer Celebrations in Upper Midwest. Sensational Acts, Platform Acts, Thrill Acts and Complete Shows. Send full details, photos today.

JIMMIE DOWNEY

7733 Arthur Avenue, St. Louis 17, Mo.

WANT

One more Contracting Agent who can book auspices with phone promotion. Contact

GENERAL AGENT

TOMMY S. SCOTT SHOW
1337 W. Harvard Orlando, Fla.
Phone 37235

FOR SALE

Two Performing Dogs and three White Fantail Pigeons—a clever act for clubs. Please do not write for list of tricks; just come see this act. I have no time for triflers.

PROF. PAMAHASIK

3504 N. Eighth St. Philadelphia 40, Pa.

PHONEMEN

Powerful sponsor, top pay daily, 25% commission. Pittsburgh area.

OLLIE TURNER

Pittsburgh, Pa. Phone Fairfax 2-5309

PHONEMEN

Year-Round Deals—New Deal starting to cover Maryland State.

BOB FEENEY

1809 Forest Glen Road
Silver Spring, Maryland
JU 5-2070

PHONEMEN

Sober and reliable for Circus Dates, Banners and UPC's. Call

CHAS. FORMANN JR.

Hotel Youngstown Youngstown, Ohio
No collect calls.

ROADSHOW REP

Since closing recently with Bissbee's Comedians, members of the Kriel family have taken up numerous out-of-season activities. Jeanie is with the George Cole Circus. Dick is working schools, while Patsy has joined the Follies Theater, Chicago, and Lowell is doing Santa Claus work at Wieboldt's store, Evanston, Ill., and Christmas shows in other areas around Chicago. . . . F. H. Greeley, an old-time vaude performer formerly of the act of Greeley and Sawyer, writes from Williamsport, Pa., that he recently promoted a minstrel show in that area and has three set with sponsors in the Hazelton, Pa., sector.

Writing from May, Idaho, A. L. Ferdinand says: "Am laying up in this area readying a trek into Oregon, where I put in the last three winters with my two-cast show composed of my wife and myself. During the past summer I made 13 fairs and some celebrations." Ferdinand would like to know what has become of all the old-timers who formerly tramped with Michigan and Ohio tent shows. . . . Ernest Ellis, who is promoting amateur shows in the Corry, Pa., area, reports he has three on the line.

E. F. Hannan, Fitchburg, Mass., writes: "Some time ago someone asked about the play, 'Sunset,' and who played it in the days of 10-

20-30. It was played in stock more than it was in rep and had an elderly man part that was excellent. Like the old-timers, 'A Handy Man' and 'The Awakening of Mr. Pipp,' I wrote it for Jere McAuliffe, a 10-20-30 favorite, but he got sick and was thru soon after. However, I sold it to stock readily. It was also burlesqued as melodrama and was popular in that field."

Fair Assn. Meetings

• Continued from page 59

Turner, Horsehead, N. Y., secretary.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 15-17. Harry B. Kelley, Hillsdale, Mich., secretary.

Georgia Association of Agricultural Fairs, Atlanta Biltmore, Atlanta, January 16. Joe F. Pruett, 550 Riverside Drive, Mason, secretary.

Tennessee State Fair Association, Andrew Jackson Hotel, Nashville, January 19-20. L. E. Griffin, P. O. Box 90, Nashville, secretary.

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 19-20. Corbin Green, Hickory, secretary.

Virginia Association of Fairs, Patrick Henry Hotel, Roanoke, January 22-23. William E. Finch, Fairgrounds, Riverside Drive, Danville, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 22-24. Clifford C. Hunter, Taylorville, secretary.

West Virginia Association of Fairs, Daniel Boone Hotel, Charleston, January 28. James T. Hetzer, 307 Bank Arcade, Huntington, secretary.

New Jersey Association of Agricultural Fairs, Hotel Hildebrecht, Trenton, January 23. William C. Lynn, c/o Department of Agriculture, 1 West State Street, Trenton 8, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 23-25. H. C. McClellan, Arlington, secretary.

Western Canada Association of Exhibitions, Royal Alexandra Hotel, Winnipeg, January 23-25. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 25-26. Roy E. Symons, Skowhegan, secretary.

Pennsylvania State Association of County Fairs, Locomotive Hotel, Williamsport, January 25-27. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Kentucky Association of Fairs & Horse Shows, Kentucky Hotel, Louisville, January 26-27. L. Doc Cassidy, State Fairgrounds, Louisville, secretary.

North Dakota Association of Fairs, Clarence Parker Hotel, Minot, January 26-28. A. D. Scott, Box 68, Fargo, secretary.

Oklahoma Association of Fairs, Student Union Building, Stillwater, January 27-28. Vera C. McQuilkin, P. O. Box 3898, Oklahoma City, secretary.

Western New York Fair Managers' Association, Buffalo, January 28. W. Howard Vanderhoef, Hamburg, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 29-31. Clifford D. Coover, Shelby, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 30-31. James A. Carey, Department of Agriculture & Markets, State Office Building, Albany, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 3-5. Bob Murdoch, Blackstone Hotel, Tyler, secretary.

Association of Connecticut Fairs, Terryville High School, Terryville, March 17. Joseph C. Bartlett, North Haven, secretary.

Death Claims Chas. Horvath, Vet Operator

COLUMBUS, O., Nov. 12.—Charles F. Horvath, 60, veteran rink operator who had been associated with his brother, George, and sister, Hazel Heber, in the operation of Rollerland here, died October 10. Last June he had suffered a heart attack.

Horvath was a veteran member of the Roller Skating Rink Operators' Association, having joined in 1937 when he operated Skate-land, Cleveland. He spent a number of years there and at one time operated the Roll and Bowl, Circleville, O. He was also a member of the Masonic Order and the American Federation of Musicians, Detroit. He was born in Chicago. Surviving are his widow, two sons, two sisters and a brother.

H'ford Palace Holds Carnival Of Champions

HARTFORD, Conn., Nov. 12.—U. S. champion Edgar Watrous headlined the talent Sunday night (6) in the Hartford Skating Palace's annual Carnival of Champions.

Sharing the spotlight were Connecticut senior dance champions, Terry DePasquale and Eddie Giel; intermediate dance champions, Pauline Sampiere and Bill Lockert; novice men's singles champion, Tony Cardone; novice ladies' singles champion, Marjorie Clousier; juvenile girls' champion, Sandra Polansky, and the Massachusetts senior pair-skating champions, Sylvia and Dana Haffke.

Public skating from 7:30 to 11:30 preceded and followed the special 9 p.m. attraction arranged by Irving S. Richland and Harry Neckes, rink operators.

Corey Goes to Bargain Nights

NORWALK, Conn., Nov. 12.—Albert E. Corey, operator of Mid-City Roller Rink here, has put a bargain night policy into effect on Tuesdays, with 40-cent admission for patrons.

Present schedule calls for skating on Fridays, Saturdays and Sundays from 7:30 to 11 p.m., and children's matinees on Saturdays and Sundays from 1:30 to 4:30.

Carey Shows Them How on 'Life at 80'

NEW YORK, Nov. 12.—Jessie (Pop) Carey, the veteran rink operator and old-time competitive roller skater, made a guest appearance Sunday (6) night on "Life Begins at 80," a TV network program featuring octogenarians.

In an interview with the program's panel moderator, the 81-year-old Carey, who now lives in Reading, Pa., said he started skating when five years old and was a competitive skater until he passed the 50-year mark. He also skated briefly about the stage to show that he can still handle himself on the little wheels. Now a skating coach, Carey had four members of the Reading Skating Association with him on the program.

San Antonio Rink Opens

SAN ANTONIO, Nov. 12.—San Pedro Iceland, only local ice skating rink, has opened for the season, according to H. A. Wykert, manager. He has on hand skating shoes that will fit everyone from the youngster wearing a size 8 juvenile to the male who needs a size 14.

Special Events Draw At Omaha Roller Bowl

OMAHA, Nov. 12.—Two recent special events at Jack Gelfand's Roller Bowl here got the new season off to an excellent start, and with a big Thanksgiving skating jamboree on the calendar, it appears that the rink is headed for a banner season, according to Jack I. Browne, rink professional.

Attendance at regular skating sessions, too, has been fine, Browne noted, reporting that even the normally slow Wednesday and Thursday night sessions have shown a marked pick-up.

The rink's first big event was its second anniversary party, which drew a capacity crowd. Candy and refreshments were on the house, and the session lasted until shortly after midnight. Another packed house turned out for a recent Halloween party. Several special skating numbers were offered, and horns, streamers and confetti were distributed. Ten prizes will be given away at the Thanksgiving event. In previous years turkeys and cakes were awarded.

Class work continues to show healthy increases at the rink, said Browne, who is currently getting

a speed club and proficiency test class under way. Other classes recently started were one in elementary dancing and city-wide Camp Fire Girls' session. Registration for all classes have been exceptionally heavy.

In addition, Browne is up to his ears in private lessons. "In my five years as a teacher I have never had such a heavy schedule of lessons," he said. He offers nightly instruction periods after the rink's regular closing time to accommodate requests, and his Saturdays and Sundays are completely filled from an early morning hour until start of the evening skating sessions. Browne's students are working so enthusiastically that he expects a number of them to make favorable showing in spring competitions of the Roller Skating Operators' Association in dance, free style, figure skating and racing.

RSROA Board Meeting for Det. Statler

DETROIT, Nov. 12.—The semi-annual meeting of the Board of Control, Roller Skating Rink Operators' Association, will be held November 28-December 1 in the Statler Hotel here, it was announced this week by Robert D. Martin, association secretary-treasurer.

The Monday (28) schedule calls for informal meetings and inspection of RSROA offices, as well for any necessary committee meetings. Executive sessions of the board will be held all day Tuesday, Wednesday and Thursday.

Michigan RSROA Meet to Arcadia

DETROIT, Nov. 12.—The Michigan Chapter, Roller Skating Rink Operators' Association, held its regular monthly meeting Monday (7) at Paul's Restaurant, Plymouth and Telegraph Road, in Northwest Detroit, to discuss plans for forthcoming meets.

William Hollaman, operator of Arcadia Roller Rink, Detroit, was named chairman for the State meet, and Arcadia was assigned the 1956 meet, to be held Memorial Day weekend. Hollaman is already calling committee meetings to map program plans.

Next chapter meeting will be held in January at Paul's Restaurant.

Posters, Inc., Lithos

PHILADELPHIA, Nov. 12.—Posters, Inc., here has just completed special four-color lithograph designs with attractive girls and skating couples and will send samples to all requesting them, the firm's Ben S. Allen announced.

WE BUY AND SELL USED ROLLER SKATES

All Kinds! Best Prices!

SPECIAL!
Men's or Ladies' with wood wheels \$11.00 Pair (Fibre wheels 35¢ extra)

BONNY'S HUG-ME-TIGHTS—\$11.00 DOZ.
BONNY'S SKATING SKIRTS—\$24.00 PER DOZEN UP.

Write for price list. 1/3 down, bal. C.O.D.

Authorized Distributor for "CHICAGO" ROLLER SKATE CO.

JACK ADAMS & SON, INC.
723 MORRIS PARK AVENUE
BRONX 62, NEW YORK
5ycamore 2-1110, 1111

CURVECREST RINK-COTE

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

PERRY B. GILES, Pres.
Curvecrest, Inc. Muskegon, Michigan
We invite you to bring your skates to Curvecrest and see for yourself!

HELP WANTED

Midwest rink needs Man or Couple with extensive roller rink experience. Man to work skate room during sessions, general maintenance during days. Woman for refreshments or check room. 3-room apartment.

BOX 833
The Billboard Chicago 1, Ill.

FOR SALE

Complete Roller Rink set-up for small rink, consisting of 175 pair of Chicago Skates, Amplifier, Speaker and Microphone, Grinder and numerous Parts. Full price \$675.00. Contact

TAD S. KREZMAN JR.
4955 Jackson St. No. Highlands, Calif.
Phone: JU 7-3020

We BUY AND SELL NEW AND USED ROLLER SKATES

Write for quotations—1-day service.

JOHNNY JONES, JR.
Representative for CHICAGO ROLLER SKATE CO.
51 CHATHAM ST., PITTSBURGH 19, PA.

ROCKAWAY PARK—NR. BOARDWALK

AMUSEMENT CENTER
10,800 FT. CLEAR SPACE
for roller skating or amusement center of any kind. No roller skating in entire Rockaway or adjoining vicinity. NYC subway due early 1956.

JACOB GOLDBERG
P. O. Box 66 Rockaway Park, N. Y.
NE 4-4350

SKATING RINK TENTS
42 x 102 IN STOCK
52 x 122 AT ALL TIMES

NEW SHOW TENTS MADE TO ORDER

CAMPBELL TENT & AWNING CO.
100 Central Ave. Alton, Ill.

Portables are the answer. Write **Porto-Bilt**
Tent Covered Skating Rinks
141 MANN STREET, SMYRNA, GA.
PHONE 5-5216

"CHICAGO"
TRADE MARK REG. U.S. PAT. OFF.

"Duryte" Wheels for Rink, Rental or Private Skates.
Smooth Rolling
Long Wearing
Noiseless
No Dust

No. 778R

CHICAGO ROLLER SKATE CO.
Known for Quality Products

4427 W. Lake Street ESTebrook 9-3800 Chicago 24, Illinois

HALL of DISTRIBUTORS, Inc.

WE SERVICE: AUCTIONEERS, WAGON JOBBERS, HOUSE-TO-HOUSE TRADE, CANVASSERS, SCHEME TRADE AND PREMIUM SALES!

Delicious 2 and 5 lb. Rum and Brandy

FRUIT CAKES

Loaded with selected cherries, choice fruits and nuts! A real value... a top money maker... sells on sight!

2-lb. Sample \$10.00 Per Doz. Minimum
5-lb. Sample \$ 2.50 Each 6 Minimum



HIGH RETAIL VALUE! Limited Supply!

AUTOMATIC ELECTRIC ROTO-BROIL SKILLET • It's NEW! It's SENSATIONAL!

(IMMERSIBLE IN WATER) Engineered by the makers of America's leading kitchen appliances. 2 1/4 inches deep, 11 3/4 inches in dia. Sample \$9.50 12 or More \$8.50

WRITE FOR OUR NEW FREE 1956 PRICE QUANTITY CATALOG! Lists 100's of promotional items... sensational money makers! Get ready for the season. Prompt delivery on all orders. All merchandise in stock!

TO EXCLUSIVE FEATURES LOOKS AND LASTS LIKE \$50 LUGGAGE RETAIL \$39.95



Complete 3-Pc. Matching Luggage Set! 26" Pullman, 24" O'nite Case, Train Case with removable mirror. Available in California Ivory, Caribbean Blue or Sunset Tan. Sample #300, \$12.00; 3 or more, \$11.25. Available in Colorful Deluxe Lining. Sample #500, \$14.50; 3 or more, \$13.75.

We have thousands of other items that we offer at the lowest prices in the country. Our policy is NEVER to be undersold.

TERMS: 25% Deposit Required on All Initial Orders. Balance C.O.D., F.O.B. Detroit. All Rated Accounts Please Enclose References With Initial Orders. Prompt Delivery on All Orders. REMITTANCES: Please do not send cash! Make payments by postal or express money, cashier or certified check. Personal checks will delay your order.

HALL of DISTRIBUTORS, Inc.

8713 TWELFTH STREET DETROIT 6, MICH.
Send for Our FREE Illustrated Wholesale Catalog, Lists 100's of Items.

MERCHANDISE TOPICS

Write The Billboard Buyers Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

Haddon Products, Inc., Chicago, has a new porthole clock with authentic three-masted sailing ship gliding gracefully thru choppy seas in continuous action. Gleaming sails and hull contrast to sky, clouds sunrise and ocean. Scene and dial are illuminated by indirect lighting which also serves as a night light. A lustrous dial with gold spun center is viewed thru porthole case with crystal glass enclosure. The clock is hand finished in walnut or bleached oak, is 8 1/4 inches high, 8 1/4 inches wide and 3 inches deep. Shipping weight is 4 1/2 pounds. Retail for \$18.95.

Harris Novelty Company, Philadelphia, will shortly introduce two new products. One is a seven-piece beechwood salad bowl set consisting of one 10-inch bowl, four six-inch bowls, plus a spoon and a fork, all guaranteed first quality. Each set is individually boxed. A sample set may be had for \$4.50, but Harris will reduce the price to \$4 if six or more are ordered. The other item is a Roto-Broil automatic electric skillet which is washable and completely immersible in water. This skillet, 2 1/4 inches deep and 11 inches in diameter, has a built-in thermostat, Bakelite handle and legs, removable plug-in wire cord, E-Z Vue temperature chart and temperature selection dial for all recipes. It is offered at \$9 each, but the price is \$8.50 if you order six or more.

A new plastic apron which should win approval is being introduced by Grandy & Associates, Chicago. Called the Grandy Apron With Snap-On Towels, this garment set consists of embossed

plastic apron with floral motif and two finger towels in matching colors. The towels are secured to the apron belt by three strong snaps positioned so that Mrs. Housewife has one at her fingertips at all times. Retail for \$3.95 post-paid. Attractively boxed, it includes apron and two snap-on towels.

Imperial Merchandise Company, New York, is featuring a tote handbag with umbrella attached to the bag. The combination set is being offered at \$4.50, f.o.b., New York. Also, in anticipation of the current shortage of pocket cigarette lighters, this firm has imported substantial quantities of standard automatic lighters and has large quantities on hand for immediate delivery. Jobbers' inquiries are invited.

If you can move two-pound fruit cakes, Hall of Distributors, Inc., Detroit, has them in attractively lithographed tins. Filled with choice fruits and nuts, and with the conventional hole-in-the-middle, these cakes may be had for \$9.50 per dozen in gross lots or \$10 for a sample dozen. "This low price is responsible for a strong volume of repeat orders," says the firm. Five-pound size is also available.

National Distributing Company, Ocean Drive, S. C., has no catalog, but it offers a number of attractively priced items. A few of them are a 10-piece English Sheffield steak set tagged \$49.95, \$6.50; 13-piece carving sets, \$5 cents; 10-piece comb set, 20 cents, and boxed leather billfolds, \$7.50 per dozen. Watch for this firm's ads in forthcoming issues of The Billboard for some good Christmas buys.

PIPES FOR PITCHMEN

By BILL BAKER

WE KNOW THAT...

a whole host of the boys and gals in the pitch fraternity will be glad to hear that Madaline Ragan is back in W. Hollywood, Fla., recuperating from her recent long and tedious bout with the boys in the sawbones business. Madaline pens: "Here I am in sunny Florida and am still on the road to recovery. Expect to be back in harness by spring. None of the boys or girls are in yet. Sister Mary has opened with her new jewelry stand at the Crystal Palace market in San Francisco. Got a nice letter from an old-timer, Harry Kincheloe. Harry has been having a little trouble with his tootsies and he's been in the General Convalescent Hospital, Oklahoma City, since September 19. I understand that at the present time he has one of his legs tied above his head. You old-time pitchers drop him a few lines as I know what it means to hear from your own kind of people. If any of you boys and girls get anywhere near Oklahoma City, drop in on Harry and cut up a few jackpots. That's the best medicine in the world—hurry up, Harry, get out and get with it. Sure hope that Bertha Dabney is out of that hospital in Durham, N. C. Well, by all reports, it looks like it was just a so-so season. Had a nice visit here from Chief Half Moon, Jack and Louise Joyce, and my old friend, Curly Burnett. L. D. Vance and his wife, Eunice, report that they are doing a bit of okay with their med show in Georgia. Doc Clayton has reorganized his med show and is starting out for the cotton country. Herman Keller and Lil and Herby Tumania worked the Columbia, S. C., Fair. Tip and Lil Hallstrom have left the New Jersey sales and are heading for the tobacco markets. Chet Wedge and Bill Vernon are working a new car polish at the sales

in California. Where are all these folks? Let us hear from you. Now that the season is over, there really isn't any excuse for your not piping in. Remember, that all of us of the old school enjoy hearing from you. There are so many of the old-timers leaving this old world, I think that the rest of us should keep in touch with one another. Where are you? How are you?—Clarkie, Hank Fredericks, Tom Kennedy, Chief Thunder Cloud, Ethel Beam, Doc Grey and Whittier, Al Wilson, Rusty Rustimeyer, Jonny Hicks, Myrtle Hutt, Lester Roberts, Al Spyrle, Bill Boyce, Jack Kaun, Lewie Weitz, Jack La-Mell, Carl King, Steinie, Murrie Harlan, Doc Curley Bartock, Francky Thebolt, Ed Kennedy, Odde-Colby, Ed St. Matthews, Joe Edwards, Al and Mabel Rice, Bill and Gert Meader, Little Steamboat, Doc Jester and all the rest of the old-timers. I have my trailer parked here at the Sunshine Farmers' Market. The season here will open within the next few weeks so if any of you happen to be down this way be sure to drop in and see me because the welcome mat is always out and the coffee pot is always on. Mort and Nate, who run the sa'es here, always welcome the pitchers and demonstrators. Jack Anthony has the polish and coils; Jack Joyce, knife sharpeners; Goldie has a wood plane and Bud and his wife have the eye-glass cleaner."

DAVE ROSE... postals that he's still confined to his bed and would appreciate hearing from his old friends in the pitch biz. Rose opines: "I don't think I'll be able to get out on the road anymore and, that being the case, a card or a letter will be greatly appreciated by me." Dave's address is 6101 Chief Mentour Highway, care LaFonda Motel, New Orleans, La.

Pittsburg Master Painters Products

Formula with titanium. Inside, outside, ready mixed paint in oil, white, not a real emulsion.

Product One gallon U. S. measure every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only \$1.35 per gallon in ten-carton lots or more. Less than 40-gallon quantity, \$1.50 per gallon.

Richard's chrome-finish, ready-mixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 6 gallon cans to carton. Sold in carton lots only \$1.40 per gallon in five-carton lots or more. Less than 20-gallon quantity, \$1.55 per gallon.

Pittsburg Master Painters Products. Rubberized, concrete, porch and floor enamel. Battleship gray only. This is not a reclaimed product. One gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton. Sold in carton lots only \$2.20 per gallon in five-carton lots or more. Less than 20-gallon quantity, \$2.40 per gallon.

Special—3-piece paint brush set. Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1" 2" and 3 1/4" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton—\$1.15 per set. 25% deposit with order, balance C.O.D., F.O.B. Chicago.

COOK BROS. 916 S. Halsted Chicago, Ill.

DIRECT FROM MANUFACTURER

12 new fast-selling designs with each dozen. NEW NON-TARNISHABLE GOLD FINISH. Glamorous Hollywood Ensembles exquisitely designed. Highly polished GOLD color mountings allow with sparkling brilliant huge, lustrous imitation Pearls and Rhinestones.

24K GOLD PLATE. EACH SET GIFT BOXED, \$7.25 per doz. sets (boxed)

OTHER SENSATIONAL ITEMS
Pin and Earring Sets, \$6.50 per doz.
Necklace, Bracelet, Earring Sets in Gold Plate and Rhinestones, \$1.00, \$1.50, \$2.00 and \$3.00 each.
4-piece Pearl Sets with rhinestone clasps, \$1.00 and \$2.00 each. ALL SETS IN SATIN-LINED GIFT BOXES.

Miracle Prayer Crosses, \$4.25 per doz. Deluxe Prayer Crosses, \$8.00 and \$12.00 per doz. ALL IN GIFT BOXES.

Long Dangle Hollywood Style Earrings, \$3.00 per doz. Scatter Pins, \$2.00 per doz. Pairs. Men's 3 Rhinestone Rings, \$2.75 per doz. in display tray. Men's Onyx Cameo Rings, \$2.75 per doz. in display tray. Ladies' Rhinestone Rings, \$2.75 per doz. in display tray.

OTHER FAST-SELLING JEWELRY ITEMS!
SEND FOR 48-PAGE ILLUSTRATED CATALOGUE.
25% deposit on all C.O.D.'s.
Packard Jewelry Co.
48 West 25th Street, New York, N. Y.

Back From Paree!

The Original
7-IN-1 SCOPE

1 regular scope 4 magnifying mirror
2 opera glasses 5 compass
3 mirror 6 magnifying glass
7 stereoscope

Sample \$1.50 ppd.
\$180.00 per gross
25% with order

MAUREL & BARBERA
4801 Fillmore Terr., Philadelphia 24, Pa.

HEART DISC CLOVER NECKLACES

\$16.50 Gross and up

Miller Creations
Originators of the All Aluminum Idents.
7739 SO. AVAIGN AVE., CHICAGO 19, ILLINOIS
Phone WAterfall 8-8555
DAY AND NIGHT SERVICE

NEW!

100 Feet of 48 12"x18" Pennants.
All-Weather Durafilm, Only \$4.50.
Money refunded if not satisfied.

MYRLO COMPANY
Dept. B
2168 W. 25th Cleveland 13, Ohio

Declaration of Independence

MONEY MAKERS!
U.S. BILL OF RIGHTS
LINCOLN'S GETTYSBURG ADDRESS
DECLARATION OF INDEPENDENCE
U.S. CONSTITUTION

These 11"x15" authentic reproductions on genuine aged parchment look over 150 years old—sell fast—take big money. Pay just 9 1/2¢ each (\$95.00 per 1,000)—sell for 59¢—4 for \$2.00! 1/2 deposit, balance C.O.D. Send \$1.00 for set of 4 samples. FLASH: 72 American Flags (silk) and giant 3'x4' Declaration of Independence (aged parchment). \$19.50. Write for full information.

SHERFY'S, LTD.
2126 Boyer Seattle, Wash.

The Greatest Name Brand Catalog of Them All
Temple's 1956 Edition
RUSH \$1 FOR YOUR COPY
Refundable on first order of \$25 or more

TEMPLE COMPANY, INC.
804 Sansom Street Philadelphia 7, Pa. Market 7-8242
When in Philadelphia visit our showrooms

FOR LOWEST PRICES!

6 pc. WATCH SET Smartly Styled Handsomely Boxed

Swiss Jeweled Watch Gold Plated with sweep second hand and expansion band... Smart cuff links... Matching tie clasp... Money Clip and Collar Pin. Gorgeous plush box. 1 year Factory Guarantee. SAMPLE \$4.00

\$5.15 SET

SEND FOR FREE CATALOG OF NAME BRAND MERCHANDISE AND CONFIDENTIAL PRICE LIST.

Terms: 20% With Order, Balance C.O.D. Send Certified Check or Money Order, F.O.B. Boston.

EST. 1914—**H. STONE, INC.** 74 Hanover St., Boston 13, Mass.

CEL-MAX SENSATIONS

Distinctive Jeweled Watch Set

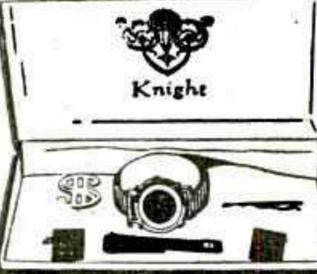


High style of an Amazingly LOW Cost!

Smart fashion-designed watch in sparkling Rhinestone decorated case! Dependable, jeweled Swiss movement! Matching earrings, bracelet and necklace in assorted colors! It's NEW and going BIG! Cash in NOW! Order sample (\$9.95)—see it and you'll SELL it!

\$8.95

Knights



Handsomely Boxed 6-Pc.

WATCH SETS \$5.15

Jew'd Swiss watch with sweep s. h. and ex. b. • Gold plate cuff links • Tie holder • Money clip • Collar holder!

Beautifully Boxed

Jewelry SETS \$9.60 DOZ.



Sparkling hand-set stones. Assorted colors and black cameo. Satin-lined gift boxes. Send \$1.00 for sample set and be convinced! 25% with order, balance C.O.D.

CEL-MAX, INC. IMPORTERS EXHIBITORS DISTRIBUTORS

582 So. Main St. (Dept. 10), Memphis, Tenn.

RUBBER REINDEER INFLATES



Small 13" ... \$ 2.50 dz. 28.50 gr.
Medium 19" ... 4.20 dz. 48.00 gr.
Large 24" ... 6.25 dz. 72.00 gr.
Extra Large 36" ... 13.50 dz.

WIND UP TOYS

Hopping Fur Dog... \$1.75 dz. \$19.50 gr.
Santa on Sled w/bell ... 3.50 dz. 40.00 gr.
Begging Fur Dog... 4.20 dz. 48.00 gr.
Hungry Chic Merry-Go-Round ... 4.80 dz. 54.00 gr.

STREETMEN SPECIAL BALLOONS

#16 Paddle ... \$5.50 gr.
#24 Paddle ... 7.00 gr.
Workers for above ... 50 ea.
Spiral Balloons ... 5.75 gr.
Spiral Workers ... 50 ea.
Atom Bomb Balloons ... 6.50 gr.
Workers for above ... 60 ea.
#14 Kat w/Santa Print... 6.50 gr.
20: Santa Head w/Body... 7.20 gr.
Plastic Fur Trim Santas w/Bell ... 1.80 dz.

1/3 deposit w/order, balance C.O.D.

SCHATTUR NOVELTY CO.

144 Park Row, New York 7, N. Y.

DIRECT FROM MFR.

3-PIECE RETRACTABLE SET in Pocket Saver Writes Red, Blue and Green

FIRST QUALITY

\$54.00 per gr. 10 Gross Lots
\$52.00 per gr. sample doz.
\$6.00

RETRACTABLE BALL PENS CLOSEOUT 1st GRADE 10 GROSS LOTS ONLY

Sample Gross Order \$17.28 plus postage

Refills—4 1/4" Long

\$8.64 per gross • \$50 per thousand

MODERN PEN MFG. CO., INC.

384 Broadway New York 13, N. Y.

COMING EVENTS

Alabama
Bayou LaBatre—VPW Fall Festival, Nov. 14-19.
Phenix City—Thanksgiving Festival, Nov. 21-26. J. M. Chapman, Box 348.

California
San Diego—Electric and Home Appliance Show, Nov. 25-30.
Victorville—Elks Rodeo, Nov. 19-20.

District of Columbia
Washington—Food Show, Nov. 12-20. Saul Menick, Washington Food Show Corporation, 145 Kennedy St., N.W.

Florida
Quincy—West Fla. Fat Cattle Show & Sale, Jan. 17-19.
Tampa—West Coast Dairy Show, Jan. 31. Charles E. Lee Jr.
Wauchula—Hardee Co. Cucumber Expo., Nov. 8-15. Addison Whitman.
West Palm Beach—Colored Elks Block Party, Nov. 19-24.

Georgia
Atlanta—Southeastern China, Glass & Gift Show, Jan. 15-18. Foster B. Steward, 1401 Peachtree St., N.E.

Illinois
Chicago—International Livestock Exposition, Nov. 28-Dec. 3. William Ogilvie.

Louisiana
Cameron—Fur Celebration, Nov. 29-Dec. 3.

Maryland
Timonium—Eastern National Livestock Show, Nov. 12-16. Joseph Vial.

Michigan
Bay City—Poultry Show, Jan. 12-15. Ben M. Mau, 3009 Second St.
Detroit—Junior Livestock Show, Dec. 6-8. Clinton S. Titcomb, 6759 Dix.
Grand Rapids—Antique Show, Nov. 14-17.

New York
White Plains—Gilbert's Big Show Carnival-Fair, Dec. 26-31.

Ohio
Cincinnati—Sports, Vacation & Travel Show, Jan. 23-Feb. 5. W. S. Bain, c/o Cincinnati Garden.

Texas
El Paso—Southwestern Sun Carnival, Dec. 28-Jan. 1.
Fort Worth—Southwestern Expo. & Fat Stock Show, Jan. 27-Feb. 5. W. R. Watt.

Laredo—Laredo Home Show, Nov. 18-20. Pat O'Toole, Pleasure Pier, Galveston, Tex.

Utah
Ogden—Ogden Livestock Show, Nov. 12-17. E. J. Fjeldsted, Kiesel Bldg.
Ogden—Ogden Livestock Show, Nov. 11-16. Rudy Van Kampen, 3720 Riverside Road.

CANADA

Ontario
Toronto—Royal Winter Fair, Nov. 11-19.

Saskatchewan
Saskatoon—Meat and Poultry Show and Sale, Dec. 15-16.

MAGNIFICENT WATCH BRACELET



Simulated diamonds cover entire bracelet and watch cover. Brand new guaranteed 17-J Swiss movement (not pin lever). Delivered with watch box. \$120 price tag. Min. order 3. 25% with order—balance C.O.D.

Only \$12.50 each

in lots of three
\$13.95 for sample

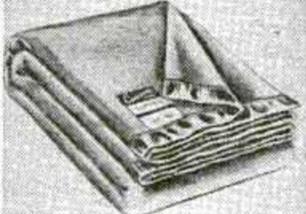
NATIONAL DIST. CO.

222 Columet Bldg. Miami, Fla.

MAKE MONEY WITH

FAMOUS "CANNON" 25% WOOL BLANKETS

CANNON



Nationally advertised, nationally in demand, this "Cannon" four blanket promotion sells on sight. Richly satin bound, these are truly America's quality blankets. Full size 72" by 94", you get four "Cannon" blankets for the price of one (all four packed in one carton). Smart solid colors of rose, blue, green and cedar included.

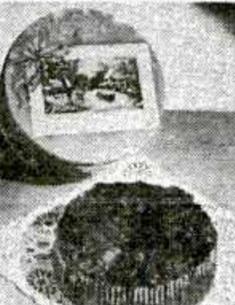
Retail Value ... \$49.95
Your Price for All Four ... 15.95
YOUR PROFIT ... \$34.00

Sample blanket \$4.50. Cash in on the cold weather ahead. Write for free catalog.

JAY NORRIS CO.

Dep't 8L
487 Broadway New York 13, N. Y.

2 POUND RUM AND BRANDY FRUIT CAKE



65% PURE FRUIT

\$2.95 retail value, your biggest money-maker this season. Our delicious fruit cake is chock-full of the finest Par Dozen fruits, nuts, rum and brandy. Quality guaranteed by one of the finest bakers in the country. Each cake vacuum packed in beautiful Carrier & Ives metal gift container and individually boxed in gift mailing carton. Rush orders for fast delivery.

SAMPLE CAKE, \$1.45
Free general mfg. catalog.

JAY NORRIS CO. 487 Broadway New York 13, N. Y.

Free... Enclose \$1 deducted 1st order. Refunded if not satisfied.

WHOLESALE 1956 CATALOG & Dealer Card

- General Merchandise
- Appliances
- Hardware
- Watches
- Jewelry
- Tools

WHOLESALE DISTRIBUTING
3324 W. Roosevelt Rd. Chicago 24, Ill.

BINGGO

SUPPLIES and EQUIPMENT

7 and 10 color specials
4-5-6 and 7 ups
Midgets, 3,000 series—7 colors
Paper and Plastic Markers
Wire and Rubberized Cages
Pencils—Crayons—Clips
5x7 Heavyweight Cards
Electric Blowers & Flashboards
Lapboards Made to Order
Free Catalog Available

JOHN ROBERTS CO. INC.
817 Broadway, Newark, N. J.

KIPP BROTHERS'

1955 Carnival Catalog

Write for the 75th Anniversary Edition Carnival and Novelty Catalog.

Please state your business

KIPP BROTHERS

Wholesale Distributors Since 1880

240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

FREE FRISCO SPINDLE WHEEL & BUMPER GAME

Write today for complete details

- Hand Polished ALUMINUM IDENTS \$7.50 Gr. & Up
- GRAB BAG RINGS \$5.00 Gr.
- HEART & DISC PENDANTS Hand Polished, Nickel Plated \$39.00 Per Gr.
- MEXICAN EARRINGS \$5.40 Dz. & Up

SEND FOR NEW CATALOG TODAY. We pay postage on all prepaid orders except Air Mail.

FRISCO PETE 226 S. Wells St. Chicago 6, Ill.
All Phones: FRanklin 2-2567

NEW LADY'S ELECTRIC RAZOR \$4.98 RETAIL



In colors of Ivory, Pink or Blue. Specially designed for luxury grooming of legs and underarms without cutting or irritation. No coarse regrowth. Powerful—A.C. Complete with case. Gift boxed. Money-back guarantee. Also special model for MEN at same price. Specify which.

- 1 Sample ... \$3.95 each
- 4 SHAVERS ... 3.00 each
- 12 SHAVERS ... 2.75 each
- 36 SHAVERS ... 2.50 each

1/3 deposit w/order, balance C.O.D. We will pay postage on prepaid orders.

Vagabond Products Co.
P. O. Box 14 Lowell, Mass.

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 22, OHIO 2160 Patterson St. DUbar 1-6450

NEW YORK 36, N. Y. 1564 Broadway PLaza 7-2800

CHICAGO 1, ILL. 188 W. Randolph St. CEntal 6-8761

ST. LOUIS 1, MO. 390 Arcade Bldg. CHestnut 1-0443

HOLLYWOOD 28, CALIF. 6000 Sunset Blvd. HOLLYwood 9-5831

HAWAIIAN "TI" PLANT LOG



Place the Log in Water and Watch the Green Leaves Grow.

PITCHMEN SOLD OVER 1,000,000 LAST YEAR!

Buy for 7¢, sell for 49¢ to 69¢ each! Ideal for demonstrations. Strip off a leaf or two and you have a table place mat, lovely canoe center piece or juicy wrapping for certain foods!

"TI" logs grow — by themselves — into beautiful tropical plants. Flash, 15 plants \$17.50. Logs—\$70.00 per 1,000. One-half deposit, balance C.O.D. Free sales aids. No spoilage. We ship fresh, perfect logs throughout U.S., Canada. Also other top pitch items. Write for full information.

SHERFY'S LTD.
2126 BOYER SEATTLE, WASH.

STERLING JEWELERS, INC.



#169 \$3.00 DOZ.

Ever-popular 1 carat center stone PLUS 2 square cut side sim. DIAMONDS. May be had with white or red side stones. Fabulous. Terrific buy. 14 kt. sold finish.

Min. 3 doz. lots. Less than 3 doz. lots. \$3.25 doz. \$33 GROSS plus postage

1975-77 E. Main St. Phone: FAirfax 3123

Columbus 5, Ohio Send for Catalog

You Can't Beat BRODY for Merchandise

We Carry a Complete Line of TOASTERS—Kitchen Utensils—ALUMINUMWARE—Ironing GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—HORSES—Toys—CLOCKS—Dolls—CARNIVAL GOODS—Plastic Dolls—BALLOONS—PREMIUM GOODS—WATCHES—Glassware—ASSORTED NOVELTIES—Household Goods—Lamps

84-PAGE CATALOG AVAILABLE FREE. SEND for Your Copy Today.

M. K. BRODY

1116 S. Halsted St., Chicago 7, Ill. L. D. Phone: MOnroe 6-9520
In Business in Chicago for 37 Years

BRONZE WESTERN SADDLE HORSES



Height and Dozen Price:

4 1/2 inch \$3.60 per dozen
10 1/2 inch \$16.80 per dozen

25% Deposit Required With Order. F.O.B. Chicago, Wholesale Only.

COOK BROS. 916 S. Halsted St. Chicago 7, Ill.

BIG FREE CATALOG



- Jewelry, Watches, Appliances & 1001 Name Brand Items.
- Space on Cover for Own Imprint.
- Sell the Nationally Advertised Brands which Are Pre-Sold for You!

HARRY COHON & SONS, INC.
1045 Ullica Ave. Brooklyne 3, N. Y.
"TRADE WITH THE HOUSE THAT HELPS YOU SUCCEED"

TINSELED CHRISTMAS SIGNS



For Extra Christmas Money When You Need It

Quick profits . . . BIG profits . . . are yours when you sell Christmas and year 'round ultra-blue signs to stores, homes, offices and clubs. Customers everywhere for these eye-catching metallic foil streamers, signs, novelties! Terrific sellers at 50¢ to \$2.00!

ORDER YOUR SAMPLES TODAY (Postpaid):
2 Metallic Foil Streamers, 13x44 . . . \$1.00
6 Metallic Foil Signs, 7 1/2x12 1/2 . . . 1.00
6 Ultra-Blue Tinselled Signs, 11x14 . . . 1.00
15 Ultra-Blue Christmas Signs, 7x11 . . . 1.00
15 Ultra-Blue Religious Signs, 7x11 . . . 1.00

L. LOWY 812 Broadway, Dept. 905 New York 3, N. Y.

The Best Sales Boards and Jar Games



Write for information and prices.

GALENTINE COMPANY
Dept. B, 519 N. Jefferson Blvd. South Bend 17, Indiana

THE ORIGINAL "HIT" MINIATURE CANDID CAMERA

FITS IN POCKET OR PURSE—TAKES CLEAR, SHARP PICTURES

Sensational camera sells like wild! Precision made lens and shutter. Comes complete with genuine pigskin carrying case and carrying strap. Eye-level view finder, polished nickel plated parts.

FREE wholesale CATALOG

Write for our big new 1955 catalog illustrated in dazzling color. Jewelry, leather goods, housewares, toys, novelties, watches and hundreds of other items.

Gold Finish Model "Hit" Camera \$15.50 Per Doz. Sample \$2.00

\$13.50 PER DOZ.

Film for "Hit" Camera Package of 6 rolls 60c

GEM Sales Co. 533 Woodward Detroit 26, Mich.

21" PLUSH MAMBO MONKEY

\$37.50 PER DOZEN (Life-like Vinyl Plastic Face-Hand-Feet)

LARGE ASSORTMENT OF TWO-TONE COLORS

Terrific Sales Promotion Appeal

SAMPLES AVAILABLE \$4.00 EACH POSTPAID

8 1/2" Fur Dangling Santa Claus W/ Red Flannel Doz. Gr. Pants\$1.75 \$19.80

Chenille Santa Claus Pin 1.20 12.00

Rubber Hopping Dog W/ Built in Voice 1.50 16.50

Rubber Hopping Duck W/ Built in Voice 1.50 16.50

Mech. Fur Hopping Dog W/ Built in Voice 4.00 45.00

11" Plush Honey Bear W/ Voice 5.25 60.00

12" Jumbo Dangling Panda W/ Voice 5.25 60.00

21" Spark Rifle (Pops—Sparks—Smokes) 5.50 63.00

Three Piece Pen Set in Pocket Saver (Writes Red, Blue and Green) 5.00 58.00

Plastic Retractable Pens (Assorted Colors), Long Refills 1.75 18.00

NEW FREE CATALOG AVAILABLE. WRITE FOR YOUR COPY

25% Deposit Required on All Orders, Balance C.O.D.

KIM & CIOFFI 926 Filbert St., Philadelphia 7, Penna. Market 7-2283—7-1225

1955 BUYERS' GUIDE

Gellman Brothers

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG AVAILABLE NOW

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Admitted Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Biscuits, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35-year record of Honest and Dependable service is your guarantee of Quality Merchandise at lowest wholesale prices.

GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

Acts, Songs, Parodies
Agents and Distributors
Animals, Birds, Pets
Business Opportunities
Costumes, Uniforms, Wardrobes
Food and Drink Concessions
Supplies
Formulas
For Sale—Secondhand Goods
For Sale—Secondhand Show
Property
Help Wanted

Instructions, Books, Cartoons
Magical Apparatus
Miscellaneous
Musical Instruments, Accessories
Partners Wanted
Personals
Photo Supplies and Developing
Printing
Salesmen Wanted
Society, Banquet
Tattooing Supplies
Wanted to Buy

3 Indicate below the type of ad you wish:
REGULAR-CLASSIFIED AD—15¢ a word. Minimum \$3.00.
DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in..... Issue.

I enclose remittance of \$.....

Name

Address

City

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15c a word—Minimum \$3

CASH WITH ORDER

DISPLAY-CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1 per agate line—\$14 per inch

CASH WITH ORDER

(unless credit has been established)

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

ACTS, SONGS & PARODIES

ACT NOW — INTRODUCTORY OFFER. Free 1956 "Comedy Guide" plus free monolog with your order. "Comedy Notebook," the all purpose gagfile, \$3. Showbiz Comedy Service, Dept. B 44, 1613 E. 29 St., Brooklyn 2, N. Y. no28

DON'T MISS "CHRISTMAS DAY," "THE Winter Song," "That's My Doodie," "Oh, Baby." Two records, 10 inch, for \$1 postpaid. Englewood Records, 516 Englewood Ave., Chicago.

SENSATIONAL INTRODUCTORY OFFER! Over 1000 screamingly funny "Clever Remarks" only \$11 List free. Edmund Orrin, 5854 San Vicente Blvd., Los Angeles 19, California.

23,000 PROFESSIONAL GAGS, ROUTINES, adlib doubles! 1,600 pages! For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. fe4-76

AGENTS & DISTRIBUTORS

A BEST SELLER—WORLD'S FAMOUS French-type perfumes. Reproductions 5 costly fragrances that sell at \$10 to \$40. Individually boxed \$1 sellers. Cost \$1.00 \$4 dozen. Mammoth Treasure Presentation Kit, containing 3 thrilling fragrances in one fabulous gold box. \$3 sellers. Costs you \$8 dozen. Get acquainted special. \$1 brings 50th prepaid. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Illinois. no26

AMAZING CLOSEOUTS

Tailored earrings, asst gr. \$15.00

Stone earrings, asst gr. 18.00

Stones & Tailored Brooches, asst. gr. 16.50

Bracelets, Charm & Link, asst. gr. 24.00

Tailored Tieside Sets, boxed, asst. dz. 3.50

Stone Tieside Sets, boxed, asst. dz. 4.50

Ropes, all-head asst. dz. 1.90

Ropes, chain-head asst. dz. 2.00

Men's stone rings, asst. dz. 2.75

\$2100 rhinestone neck & earrings, boxed, asst. dz. 7.20

\$2100 rhinestone neck & earrings, 9.00

\$2256 3-piece pearl set, boxed, dz. 16.50

\$1202 3-piece rhinestone set, dz. 18.00

F-43 3-piece rhinestone set, dz. 30.00

C-3 3-piece rhinestone set, dz. 30.00

\$3052 3-piece rhinestone set, dz. 45.00

\$3670 3-piece rhinestone set, dz. 51.00

Try a sample dozen of any items listed above at reg. prices. 20% deposit, balance c.o.d.

NEW ENGLAND JEWELRY BUYERS 124 Empire St. Prov., R. I.

ANOTHER IMPORT MEN'S WATCHES— Shockproof, assorted style cases; dozen, \$24. Sample Federal Trading Corp., 178 Federal St., Boston, Mass.

AUTO COMPASS — SENSATION, MAGNETIC. World's cheapest. Pitch it. Punchboard. Perfect demonstration. Sell thousands. Drop shipments postpaid. Smith Agency-56, Excelsior Springs, Mo.

BE IN YOUR OWN BUSINESS — BUY wholesale, big profits, get free nationally famous name brand merchandise catalog. Dept. L.B. Normandy Distributing Corp., 153 Fifth Ave., New York City, N. Y. chn028

BIGGEST DISTRIBUTOR PROFITS! HIRE agents, salesman! Amazing new wonder Car Polish with magic Dow Corning silicones. Steady, repeat seller. Bush name for free details, no-risk sample offer. United Specialties Distributing Corp., 1035 East 10th Street, Brooklyn 30, N. Y. no26ch

BILLFOLDS—HAND MADE AND LACED of 100% genuine leather. \$7.50 to \$15 per dozen. Gift boxed. Two samples, \$2 prepaid. Harold Bradley, Rt. 1, Box 260, Huntersville, N. C. no26

BINGO BLOWERS' ANNUAL SALE—\$49.50! Carries like a Pullman Suitcase. AC-110 vels. Lipka Mfg. Co., 617 E. 11th St., New York 9, N. Y. no26

CHRISTMAS CLOSEOUTS — THOUSANDS of unusual \$1 Earrings, Reindeer, Poinsettia, Holly with Candles, Church Bells, Cowbells, unusual miniature Glass Ornaments, Holly Baskets, Holly Sprays, Carved Angels with silver wings, Dolls, Animals. 12 dozen pairs, \$35. Trial 4 dozen, \$18. Satisfaction or money refunded. Lastuka Products, Box 10248, Tampa 9, Fla.

CREWMANAGERS! DEMONSTRATORS! Pitchmen! Salespeople! Tremendous Xmas potentials! Rush \$1 for samples—six terrific novelties and "Fifteen Money Making Plans!" Talking Toys, P.O. Box 892, Hollywood 28, Calif. no26

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 10, Massachusetts. ch-np

EARRINGS — ASSORTED STONED AND tailored \$6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, 121 Empire St., Providence, R. I. de3

ENGLISH AND EUROPEAN GOLDFINCHES wholesale quantities only; immediate shipment. \$100 per hundred, f.o.b. London airport. E. J. Wood, F.Z.S., 930 Romford Rd., Manor Park, London E12, England. no19

EXOTIC FRENCH BOUQUET PERFUME— Luxuriously packaged. \$17.50 nationally advertised price. 90¢ each in dozen lots. Samples \$1.50. B & C Jobbers, 534 Orchard St., Salem, O. no26

FAMOUS CELLINI BANGLE BRACELETS— All colors, \$6 per gross plus postage, c.o.d. For adults and children. New England Jewelry, 124 Empire St., Providence, R. I. no26

FAMOUS MFR. CLOSEOUTS

Stoned or tailored Earrings, \$2.00 dz.

Pierced Earrings on display, 1.50 dz.

Charm & Link Bracelets, asst. 2.50 dz.

Lord's Prayer Necklaces, boxed, 3.00 dz.

Pin & Earrings, boxed, 4.50 dz.

Children's Jewelry, boxed, asst. 3.00 dz.

Ropes, assorted, 2.00 dz.

Shorty Tie Slides, carded, 1.95 dz.

Cufflinks, carded, 1.50 dz.

Combs sets, boxed, 7.20 dz.

Anklets, G.F., carded, 3.50 dz.

Stoned Neck & Earrings, boxed 9.00 dz.

Tie Slide sets, asst. 5.00 dz.

"FOG-STOP" WINDSHIELD CLOTH Instantly removes heavy mist, frost, sleet, snow, stops windshield fogging. Sample sent on trial. Kristee 79, Akron, O. np

GAS SHAVERS \$4.00 Per Doz.

CORNY KITS \$4.00 Per Doz.

Sells for \$1.00 each. Sample of both sent postpaid for \$1.00. Free wholesale catalog of Magic Tricks and Joker novelties. Use your business letterhead.

Top Hat Magic Co. Evanston 2, Illinois

HANDTOOLED AND LACED LEATHER BILLFOLDS

Dozen, \$15.00. Single Sample, \$3

Men's or ladies' styles; order now.

JACK EASTWOOD 694 1/2 Jefferson Chillicothe, Ohio

HILARIOUS CHRISTMAS AND NOVELTY Fun Cards. Send \$1 for sample pack of each and wholesale prices. Ace Enterprises, Box 262, Lyndhurst, N. J. de10

IMMEDIATE DELIVERY!

New Assortment of Manufacturers' Closeouts

Charm Bracelet assortment, \$2.00 dz.

Tailored Earring assortment, 1.50 dz.

Pierced Earrings assortment, 1.50 dz.

Tailored Pins assortment, 2.00 dz.

Stoned Pins assortment, 3.00 dz.

Rhinestone Earring assortment, 2.50 dz.

Stoned Necklaces assortment, 5.00 dz.

Tailored Necklaces, assorted, 4.00 dz.

Genuine Cultured Pearl Pins, Necklaces, Bracelets, 2.50 dz.

Enamel on Copper Pins, Earrings, Cuff Links, 2.50 dz.

Ropes assortment, 3.00 dz.

Rosary Brace, asst. 5.50 dz.

Miraculous Brace & Neck Sets, 5.50 dz.

Rhinestone Expansion Brace, 24.00 dz.

Liberate Neck, Brace, Ear, 3.00 dz.

Genuine Cloisonne Pins assortment Ladies' Cuff Link & Bar Pin Sets, 4.80 dz.

Adjustable Stone Rings assortment Stoned Pins boxed, Earrings boxed, Necksets boxed, 4.00 dz.

Assorted Ladies' Glove Holders, boxed, 3.00 dz.

Love Cuff Earrings, Brace, Necksets, Men's Tie Slide Sets, Reg. \$5.00 ea. 4.00 dz.

Pin & Earring Set boxed, Reg. \$3.95 ea. 7.20 dz.

Neck & Earring Set boxed, Reg. \$5.95 ea. 9.00 dz.

Pin & Earring Set boxed, Reg. \$7.95 ea. 10.80 dz.

Neck, Brace & Ear Set boxed, Reg. \$29.95 ea. 24.00 dz.

Rhinestone Neck, Brace, Ear, Reg. \$14.95 ea. 36.00 dz.

Single Pearl Neck & Ear boxed, Reg. \$4.95 ea. 12.00 dz.

24 HOUR SERVICE!

20% deposit with order, balance C.O.D.

KAREN ORIGINALS Bristol, Conn.

LARGE QUANTITIES ELECTRIC SKIL- lets, Fryers, Westinghouse Thermostat, Sheffield Cutlery, Steak Sets, \$1.50. Low prices; immediately. Box 24B, Brooklyn 37, New York.

LONG LASTING MONA LISA CONCENTRATED Toilet Water can not be imitated. \$2 toilet water and \$1.50 perfume in beautiful special combination package. \$3.50 value to retail for \$2. Now selling in the best New York and New Jersey stores. Distributors wanted in all other states. Dozen, \$13.50; gross, \$125; sample, \$1.50. Ritornelle, 520 Fifth Ave., New York City.

MAKE \$10,000 YEAR AND MORE WITH our (2) great Wholesale Catalogs, (64 and 300 pages) Appliances, Homewares, Jewelry, Furniture, Sporting Goods, Toys! We drop ship Free Catalog Plans! General Wholesalers, Box 3058CH, San Francisco, Calif. ja14

NEW LOW PRICES. LIGHT REFLECTING Signs. Red hot and sensible 7x11" illustrated color blended; 2,000 varieties. 10¢ for sample. Koehler, 335 Goetz, St. Louis 23, Missouri. no26

PERFUMES FOR PREMIUMS, XMAS GIFTS. Nationally advertised Plaisir d'Amour. Others from \$3.60 dozen up. Parfums Du-riet, 114 West 17 St., NY. WA 4-1412. ch

PREMIUMS, GIFTS, PRIZES — ALL nationally popular name brand items of Jewelry, Appliances, Housewares, Watches, Radios, "Hi-Fi" Phonographs, etc. Send \$1 now, for big catalog. Refund on first order. Halen, Inc., 125 Fifth Ave., Dept. B, New York, N. Y. ch-np

PREMIUMS, GIFTS, PRIZES—BIG PROFIT making wholesale catalog free! Write Jay Norris, 487-B Broadway, New York. ch-np

PROFITS! PROFITS! PROFITS! IMPORTED, hand-painted Religious Figurines. Three subjects, also Religious Pocket Knives. Extremely good profit makers for this season of the year. \$12 gross. Please send check. We pay freight. Customcraft Jewelry Mfg. Co., 26 Custom House St., Providence 3, R. I. no26

REAL DIAMOND RINGS—SELL DIRECT. Make big middleman's profit. No investment. Experience unnecessary. Free catalog, details Gleamco, 11-P North Columbus, Mount Vernon, N. Y. no19

SELL \$X10 OIL-COLORED ENLARGE- ments, only \$2.95, from any photo; big commission. Acme Enlargers, Box 57, Levy Sta., N. Little Rock, Ark. de3

THE WATCH THAT GOES EVERYWHERE. Earn big money now. Build future selling new exclusive novelty watch for everybody. Nationally advertised \$24.75 to \$35. Premiums, Incentive Awards, Gifts, Confidential prices. Franchise for users. Sample free plan. Dept. B, Franklin Watch, 580 Fifth Ave., New York. ch

THIS IS A MONEY MAKER—FOR LESS than 10¢. I made my automobile battery last year for two years and still using it. Send \$1 for formula and details. Smalley, 8716 Eldon Drive, Dallas 17, Texas. no19

TREMENDOUS DISCOUNTS FOR CASH— New 1956 watch line. Immediate delivery. Write for "free" catalog and confidential price list. Clover Sales Co., P. O. Box 88 B, Brooklyn 35, N. Y. no26

WAGON JOBBERS, ROUTE MEN, DISTRIB- utors. Make \$10,000 year and more with our (2) Great Wholesale Catalogs (64 and 300 pages) Appliances, Homewares, Jewelry, Furniture, Sporting Goods, Toys! Free Catalog Plans! General Wholesalers, Box 3058CH, San Francisco. no19

YOUR OWN BUSINESS — SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 25¢; Shoes, 12 1/2¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. Nathan Portnoy Associates, 606 W. 12th Place, Chicago. ch-np

WE BUY, SELL AND TRADE ALMOST anything of value. Musical instruments, hobbyware items, sporting goods, medical equipment. Many bargains new, used and reconditioned. Exchange whatever you have and no longer need for something you can use. Write Rogers Stark Co., 811 Fairview Ave., S. Pasadena, Calif.

6 BALLPOINT PEN COLOR REFILLS, \$1 postpaid. Fits Papermate, Blue, red, green, black. F. F. Shelley, Box 8, Hawthorne, Calif. no19

ANIMALS, BIRDS, PETS

A CLEARANCE OFFERING — LARGE Chimps, \$300 and up; Llamas, Guanacos, Eagles, Leopards. Write for list. Chase Wild Animal Farm, Halifax, Mass.

A-1 REPTILES ON HAND, WINTER SHIP- ping. Snakes all types, Lizards, Turtles, baby S.A. Caimans. Wholesale price list. Ross Allen's, 1112 N. Miami Ave. Telegraph Miami, Fla. Phone 3-4806.

A-1 TRAPPER-TRAINER CONSISTENTLY supplies best animals and birds. Sea Lions, Leopard Seals, Penguins, trained or raw. Snow's Sealitorium, 9734 Castlewood St., Oakland, Calif. no26

ATTENTION, SHOWMEN, EXHIBITS AND animal lovers. Just received new shipment of Indian birds, animals and reptiles. Hooded Cobras, \$30 each, 4 for \$100. Greater Indian Hill Mynahs, \$25 each, 5 for \$100 while they last. Also in stock: Pythons, Monitor Lizards, adult Hyenas, 1 pair Lesser Pandas, Himalayan Bear Cubs from 20 to 50 pounds, Demoiselle Cranes, Sarus Cranes and Marabou Storks; many others. Write for price list. Mono Trading Co., Inc., Box 212, Miami 48, Fla.

MONKEYS—5 RHESUS, 5 JAVAS, 1 NICE Black Spider Monkey, \$25 each, \$200 for all. Three White Tail Deer, \$125 each. Deer Park, Jamestown, Pa.

RACING TURTLES, 75¢; SPECIAL REP- licate foods. Rare Dutch White Fox, Poppet, \$7.50; monkey, \$15. White Animal Farm, Pine Point, Me.

REGISTERED QUARTER HORSE STAL- lion, sorrel, very gentle. For quick sale make offer. Michael Pollock, 12300 Georgia Ave., Silver Springs, Md.

WANTED — MINIATURE ANIMALS. ALL types; not freaks. Immediate. Box 212, Crown Point, N. Y.

BUSINESS OPPORTUNITIES

"A GOLD MINE OF INFORMATION"— Valuable book of secrets, plans, formulas and schemes. Price \$1 postpaid. "Popcorn" Miller, 3525 S. Cedar, Lansing 10, Mich.

ALL ELECTRIC PEANUT ROASTERS AND corn poppers, counter models, also portable machines. Percentage Plan. Beach Polo Club, West Palm Beach, Fla. Tel. 3-5622.

BE YOUR OWN BOSS—OPERATE YOUR own business with new ideas. Complete plans, counsel. Write Business Surveys Dept., Stuart Printing Service, Box 115B, Philadelphia 5, Pa.

FREE OCCULT ARTS AND PHYSIC AIDS catalog. 500 best sellers pocket books catalog. Basaro, 2300 South Michigan Blvd., Chicago 16, Ill. de10

GET IN ON GROUND FLOOR WITH AMAZ- ing new cold weather snow removing chemical deal. Must be in position to handle \$50,000 season business. Investment secured by sales, \$1,000 required, state-wide franchise. B & K Industries, 2808 Wentworth Ave., Chicago, Ill.

FLORIDA RETIREMENT LAND—IN THE midst of best fishing. We proudly represent several deals at \$100 down, \$20 monthly. Prices \$500 to \$900. What's more we can send you actual unretouched photos. Don Leyda, Broker, Merritt Island, Fla. no26

FOR LONG LEASE, LARGE ACREAGE FOR recreation and amusement, on U. S. highway near town. Millions of tourists. Mrs. Tom Ferguson, Byron City, N. C.

PONY TRACK OPERATOR—AMUSEMENT park on terrific 4 lane highway in Miami area; good deal. M. Warren, 420 15th St., Miami Beach, Je 8-5979.

POOL, BILLIARDS, BEER—SMALL, BUSY place; good gross, high net profit. Located in one of the very best small towns in Nebraska. Definitely priced to sell; information mailed; no obligation whatsoever on your part. C-5799 Continental, 804 Grand, Kansas City, Mo.

SELL SILK SCARF, IVORY NECKLACE, Skeleton Leaf Grating Card, Elephant, Invention Buttons; any sample dollar, Moti-wala, Third Bhoiwada, 38BB, Bombay 2, India.

TRAVEL AND SEE THE WORLD! MAKE money the easy way and be happy. Show people are healthy, and health is wealth; be independent! Old Showman's Book of Secrets, \$1 postpaid. Lansing Popcorn Co., 3525 S. Cedar, Lansing 10, Mich.

COSTUMES, UNIFORMS, WARDROBES

DERBIES, \$2; WHITE DINNER COATS, \$5; Tail, Toy Hat, Rhinestone, Plumes. Cheap. Free list. Parade Costumes for rent. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARA- mel Corn equipment Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. no26

OFFICE TRAILER—30 FT. DROP FRAME, Freuhauf; upon glass insulated, very low mileage. 4 practically new 900x20 perfect air brakes with 6.3 KVA Bobart 110 AC. light plant. \$1200. Phone or wire: Clair E. Myers, 222 E. Boundary Ave., York, Pa. ch-np

SAMUEL SILVERMAN & CO. 1620 Westminster St. Providence, R. I.

FIRST TIME ANYWHERE. NEW DOLLAR seller. Money-back guarantee. Demonstrators, salespeople, crew managers. Send \$1 refundable. Wapkeen, 421 E. 80th N.Y.C. no26

FOR SALE—SECONDHAND SHOW PROPERTY

BUILD KIDDIE RIDES FROM TESTED plans: Train, \$10; Ferris Wheel, \$8; Auto, Airplane, \$100 Chairplane, \$5 each; free 48 plan circular. Brill, Box 872, Peoria, Ill.
EXHIBITORS NEW SLIDE PROJECTORS, has two carriers, 31x44, 2x27, color wheel, spot light, \$35. Circulars. Gronberg Project Works, Sycamore, Ill. no26
FERRIS WHEEL—5 SIZE. V BELT DRIVE. Le Roi power plant, all steel seats; can be seen set up and running. Robert D. Kellogg, Stillwater, N. Y. Morris 4-5273.
FOR SALE—CUSTARD-MAKING MACHINE complete, brand new. Lost lease, must sell. Phone: Union 7-7432, Union City, N. J.
FOR SALE—88 SKILL BINGO TABLES complete, brand new. Lost lease, must sell. Phone: Union 7-7432, Union City, N. J.
FOR SALE—ONE KIDDIE ROLLER COAST-er complete, brand new. Lost lease, must sell. Phone: Longacre 3-2574, NYC.
FOR SALE—SIX STOP-AND-GO WHEELS, brand new. Lost lease, must sell. Phone: Longacre 3-2574, NYC.
FUN HOUSE, 45 FT. FRONT, BUILT ON 24 semi, \$850; also 4 new Allan Herschell type M.G.R. Horses, all aluminum, \$125 each, unpainted. J. J. Frederick, 2263 Newton, Detroit 11, Mich. no26
HERSCHELL CAROUSEL—32 FT. x 22 ft. abreast; perfect condition; aluminum top, 3 phase A.C., \$7,500. Anasca Realty, 65 South 11 St., Brooklyn 11, N. Y. ch-no26
KIDDIE TEN CAR AUTO AND KIDDIE SIX Plane twelve passenger plane ride. Electric motor, needs paint; eight hundred dollars takes both. Robert D. Kellogg, Stillwater, N. Y. Morris 4-5273.
MANUFACTURER REPAIR, TRADE ANYTHING canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. Ja21
MERRY-GO-ROUND, FERRIS WHEEL, TILT-a-Whirl, Chairplane and Kiddie Aero-plane. Also Calliope mounted on truck. Electric Cable and Junction Boxes. Mosher Amusements, 915 Scott Ave., Port Huron, Mich. Yukon 3-7653.
15 LUSSE SKOOTER CARS, 84 PLATES buyers metal sealing. Electrical equipment, extra parts, \$2,000. Act fast, must vacate. B. Seligman, 416 Seaside Blvd., South Beach, S. L. N. Y. Tel. Gl. 7-8973.
POPCORN TRAILER—EQUIPPED WITH Creators Popper, Caramicorn Kettle, Candy Apple Kettle, Electric Brakes, glass enclosed, first class shape throughout. Robert D. Kellogg, Stillwater, N. Y. Morris 4-5273.
SHOOTING GALLERY—15 SHELL LOADING tubes, 75 dozen; \$6 100 of any size, deposit on c.o.d.'s. H. B. Sherbahn, Wayne, Neb.
STANDARD METAL TYPER, LIKE NEW, \$125; four 5 Ball Machines, \$15 each. Playmart, 1111 Main, Ft. Worth, Tex.
TRAINS—ALL SIZES, GAUGES, TYPES; new, used, trade-ins. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Wintrop, Rehoboth, Mass. de3

M. P. FILMS & ACCESSORIES

16MM. SOUND FILM RENTAL. FEATURES with shorts, \$2.50, \$3.50 and \$5. None higher; new outright list available. Rogers Films, Lombard, Ill. no19
16MM. 5000 SOUND REELS, DIRT CHEAP. New list Features, Westerns, Serials, War Films. Sell, rent, Roshon, 335 Fifth Ave., Pittsburgh 22, Pa.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS AND BACK-grounds, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. no26
PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-116

PRINTING

ATTRACTIVE THREE-COLOR 14x22 Window cards, \$4 hundred. Larger 17-26 size \$12.50. Posters for all occasions, many illustrated. Tribune Press, Dept. ND, Earl Park, Ind. de31
PHOTO OFFSET: 500 8 1/2x11, \$18. NO CUTS needed, just a paste-up of your copy, pictures, clippings, etc. Free sample, price list. Maurice Fischer, 711 S. Boulevard, New York 55.
SPECIAL 2000 EMBOSSED BUSINESS cards, \$5 postpaid. Maximum six lines. Expires December 31. John Peper, Box 822, Chattanooga, Tenn.
100 8 1/2x11 BOND LETTERHEADS, \$1; 604 Envelopes same price. 1000 Business Cards, \$2.95 postpaid. Taylor, 5103 Forty-Third Ave., Hyattsville, Md. no19
1,000 BUSINESS CARDS, \$2.95; 100 ORDER Books, \$12.50; 2,000 Envelopes, \$3.50; 1,000 Statements, \$4.95. Letterheads, Envelopes, Decals. Write: Cante's, Lyndhurst, N. J. no19
200 8 1/2x11 LETTERHEADS, 200 6 1/2 Envelopes, both for \$3.50. Black or blue ink. Mailo Press, 767-B Leith St., Flint 3, Michigan. S. N. J. no26
200 8 1/2x11 NOTE HEADS OR 8 1/2x11 LET-terheads and 200 6 1/2 Envelopes for only \$3.50. Hudak Printing, 511 Blakely St., Dunmore, Pa.

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS, 10, 20, 30, 40 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full, part time. Buy nothing; sales kit furnished. Match Corp., Dept. D-89, Chicago 32, Ill. np

CALIFORNIA SWEET SMELLING BEADS, sensational sellers. Free particulars. Mission, 2328H West Pico, Los Angeles 6, Calif. de10

GOLDMINE OF 600 MONEY MAKERS. Three issues free. Write today. Specialty Salesman Magazine, Desk 22, 307 N. Michigan, Chicago 1. ch-no19

MAKE \$2 HOURLY. SELL RA-GLO SIGNS; bars, stores, restaurants. Brilliant Ra-Glo signs, 17 signs, 7x11, \$1 postpaid, 110 Signs \$6 postpaid. Sell 35¢ ea. 50¢ deposit on c.o.d. orders. Free literature. All Art Signs, 179 N. Wells, Dept. 43, Chicago 6, Ill. ch-no19

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 3, Calif. de24

NEW TYPE TATTOOING MACHINES—Money making designs, outfits, colors, concentrated Pelican, #12 sharp; illustrated brochures free. Mill Zeis, 728 Lesley, Rockford, Ill. de3

WANTED TO BUY

5 KID AIRPLANES WITH OR WITHOUT motors and propellers. Arcade equipment, kid rides and Ell S. Shafers Rides, Washington, Ind.
MUST BE CURRENT USED RECORDS—78's and 45's in popular, hillbillies, polkas. Pay highest prices. Trucking to Chicago. F. Weidel, 2446 Orchard St., Chicago 16, Illinois. no26
WANTED—BAND ORGANS AND CALLIOPE; worn out models preferred, but will consider good ones, especially interested in Wurritzer styles, 153, 165, also 125 th brass horns. Johnnie Sims, Spencer, Indiana. no26
WANTED—STREET CAMERA; PREFER Benders; write fully as to lowest price and condition. Guy Rogers, Rt. 1, Box 21, Belmont, N. C.

HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.
DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursdays for the Following Week's Issue

BASS MAN, MUSICIANS, STATE ALL. Buddy Bair, 716 Bona Allen Bldg., Atlanta, Ga. no26
EARN \$74 WEEKLY AND UP, MAILING and addressing advertising matter; part or full time. Outfit and full instructions, \$60; details, Sr. Mordash Co., P. O. Box 966, Camden 5, N. J. no26
4 GIRLS UNENCUMBERED, FREE TO travel, athletic ability for 2d unit sensational cycle-whirl act (gimmicked), for stage, T. V. circus, etc. Live and travel in 43-passenger deluxe bus; private section and entrance for girls. State all height, age and references. Strictly business, no monkey kid. Speedy Babbs, Box C-322, c/o Billboard, Cincinnati 22, O.
GIRL BASS & PIANO, FOR STEADY working small band. Guaranteed salary. Must have good driving beat, send details, photo. C-320, c/o Billboard, Cincinnati 22, Ohio.
HILLBILLY AND WESTERN MUSICIANS wanted immediately. Steel guitarists, fiddle and others. Union; sober, appearance important; to join established radio, T. V. stage unit. Salary guaranteed. Write or wire, Box C-333, c/o Billboard, 2160 Patterson St., Cincinnati 22, O. DU 1-6450.
IMMEDIATELY—TENOR DOUBLING clarinet and drummer for tenor band work. South for winter; steady work. Ray Bradshaw, Apt. 10, 1930 N. Marshall, Milwaukee, Wis. Phone Broadway 2-0766.
PIANO LEAD TRUMPET—GOOD SALARY; south for winter. Contact Ronnie Bartley, 1611 City National Bank, Omaha, Neb.

SKETCH ARTISTS AND CARICATURIST for Dominican Republic World's Fair on 60-40% basis. Starts December, Call Engel, Astoria 4-7221 between 9 to 12 noon.

THE AD THAT BROUGHT IN OVER 350,000 legitimate. Satisfaction guaranteed. Prompt delivery; samples, instructions; rush \$5 deposit air mail. Howard Gibson Distributor, 20 W. Jackson Blvd., Suite 506, Chicago 4, Ill.

WANTED—ALTO AND CLARINET MAN immediately for Midwest polka band; steady; travel by bus. Contact L. A. Berg, "Viking Band," Albert Lea, Minn.

WANTED GIRL ABOUT 18 YEARS TO join well-known family act, with knowledge of aerobics preferred. Box C-323, c/o Billboard, Cincinnati 22, O.

WANTED—HIGH TALENTED TALL AND medium girl for mental and horoscope entertainment. Write: E. Benedetti, 525 N. Claremont Ave., Chicago 12, Ill.

WANTED IMMEDIATELY—SAXOPHONE Man, Trumpet Man piano doubling according, string bass doubling blow bass. Year around job. Established territory band, cut or no notice, no drinks. Johnny Haiders Orchestra, Mandan, N. D. Box 113, Telephone 2434.

WANT TO HEAR FROM AL HILLIE THE Painter, have a job for you, please write us. Al G. Kelley & Miller Brothers' Circus, Hugo, Okla. no26

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

CARPENTER REPAIR WORK WANTED by single American man; age 52; experience motel, circuses, carnivals, parks and winter quarters building. Wages \$50 per week. Box C-321, c/o Billboard, Cincinnati 22, O. no26
PRESENTING COO-COO THE CLOWN AND his complete show. Fun, games, playing banquets, clubs, theaters, kiddie parties, house parties. Toy animals, balloons and prizes for kids of all ages. Box 1105, New London, Conn. de3

MISCELLANEOUS

HYPNOTIST—FOR STAGE PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. mh1756

MUSICIANS

ACCORDIONIST FOR BAR, HILLBILLY deal, trio, or? Consider all. Large repertoire memorized. c/o Richard, 1146 Williamson St., Madison 3, Wis.
AVAILABLE—TENOR AND CLARINET, much experience; combo only. Al Friedman, Local 10, General Delivery, Hurley, Wisconsin. no19
CIRCUS TROMBONE—DESIRES LOCATION south or south west of some good Texas town where they have a municipal or company band. Two years college. Plenty of office experience. Best of reference. Lew Meyer, Box 204, Piquette, Miss.
DRUMMER—EXPERIENCED IN SHOWS, jazz, Dixieland, Latin. Play all percussion instruments. Want location in Florida. Play with any size organization. Be available December 1. Write Musician, Box C-318, c/o Billboard, Cincinnati 22, O. no19

DUO—FEATURING ACCORDION, GUITAR, vocals, bass fiddle, recordings for bar, hillbilly deal, trio, or? Walter (Sparky) Hughes, Cranberry, N. C.

PIANIST—EXPERIENCE ALL LINES. Union; white, sober. Cut shows. Commercial style. Double organ. Jesse Jackson, General Delivery, Columbia, S. C.

TRIO DOUBLING ACCORDION, GUITAR, fiddle, banjo, sax, vocals, recordings; transportation; for bar, hillbilly show, or? Tex Cooper, New Paris, O.

TRUMPET—ALL AROUND EXPERIENCE; for details write H. Jones, Apt. 3, 120 South 12th St., Minneapolis, Minn.

TRUMPET—B. LIVINGSTON, #101, 2870 Holms, Minneapolis, Minn.

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Clump, 11, Sherer, 1041 S. Dennison, Indianapolis 21, Ind. no19
OUTSTANDING TRAPEZE ACT—AVAILABLE for outdoor, indoor events. (Platform required outdoor.) Flashy paraphernalia, real act; for literature, details, address Charles L. Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone Eastbrook 3312

MAGICAL APPARATUS

A BRAND-NEW 24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144-page illustrated catalog, 50¢ wholesale. Nelson Enterprises, 336 S. High, Columbus, Ohio. no26

SUB-MINIATURE RADIOPHONE FOR MEN-talists. Easily concealed. Write for brochure, prices. Nelson Enterprises, 336 South High St., Columbus, Ohio. no26

TRICKS-MAGIC-FUN—BIG PROFESSIONAL catalog, 10¢. Free! Show Business Book Catalog, Jasper Joke Shop, 804 South Wesley, Oak Park, Ill. np

MISCELLANEOUS

ATOMIC ENERGY SCIENCE PRE 1600 A.D. The key (handbook) to the folklore of the Hypnotic Magician! Superstitions. Robertson, 52 Berkeley St., Boston 16, Mass. \$3.50 c.o.d. no26

BEAUTIFUL CHARCOAL PORTRAIT DONE from your photo, \$10. Unusual gift for your loved ones. John Walencik, 15703 Kennicott, Harvey, Ill.

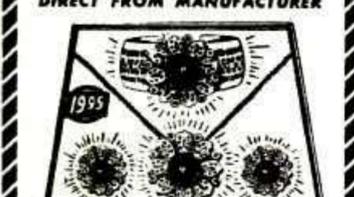
DIRECT FROM JAPAN—GLAMOROUS Oriental Iridescent Pearl Coating. Beautiful anything. Now liberal sample postpaid, 50¢. U. S. Distributors, Box 521, Waterloo, Iowa. no19

READ THE MOST AMAZING PROPHECY ever written in the history of civilization regarding World War II. The time and coming of the Atomic War. Both send prepaid and autographed by the author for one dollar. Send to: T. Q., Box 566, Wilder, Idaho.

MUSICAL INSTRUMENTS, ACCESSORIES

WHOLESALE! MUSICAL INSTRUMENTS, Phonographs, Records, Watches, Appliances, etc. Discounts to 75%! Free catalog. Strauss Music Company, 25-35 Lafayette, Paterson 23, N. J. de24ch

BEAUTIFUL 4 PIECE SETS DIRECT FROM MANUFACTURER



\$1.50 each or \$16.80 per dozen 4 ASSORTED STYLES
Dainty Filigree Ensemble consisting of matching Necklace, Bracelet, Earrings. Necklace can be worn separately as a pin! Sparkling machine-cut Rhinestones and Jewels. HANGING GIFT BOXED.
100 OTHER FAST-SELLING JEWELRY ITEMS!
SEND FOR 48-PAGE ILLUSTRATED CATALOGUE.
25% deposit on all C.O.D.'s.
PACKARD JEWELRY CO.
48 West 25th Street, New York, N. Y.

CHRISTMAS DECORATIONS

PENNANTS BANNERS STREAMERS
Send for Free Catalog
A & A NOVELTY CO.
Cincinnati 36, Ohio

let these name brands work for you! YOUR OWN GIANT NAME BRAND CATALOG... FREE
Here is your own NAME BRAND Catalog! No name but yours appears anywhere on the cover or in the catalog. Distribute your own catalog of name brand merchandise through your sales force, or take orders with it yourself.
Appliances, Cookware, Silverware, Housewares, Dishes, Radios, Clocks, Costume Jewelry, Watches, Diamond Rings, Tools, Hundreds of Other Items.
NO INVESTMENT... USE OUR HUGE INVENTORY
You have the full advantage—at all times—of ordering from our tremendous reservoir of name brand products. Your customers get what they want... when they want it. Orders filled within 24 hours.
HOW TO GET STARTED IN YOUR OWN NAME BRAND BUSINESS... FULL TIME OR PART TIME
Just fill out this coupon and mail it today. We will send you our new 1954 catalog FREE. Space is provided on the cover for the imprinting of your own name and address. This catalog costs you thousands of dollars! With your catalog you will receive a self-mailing order form so you can rush your order to us for immediate shipment. Fill out the coupon below and get your FREE Name Brand Catalog and confidential dealer Price List IMMEDIATELY!

GOOD NEWS!! THE ORIGINAL WIL-KRO RAZOR PLANER SET • Pat. No. 2289504
Four tools in one
• straight plane
• spoke shave
• nose plane
• short arm plane
Bigger profits than ever! Fastest selling specialty item. Rush \$2 for demonstrator sample.
CRAFT MASTER TOOL CO.
c/o Fred Allen 12460 Gail Ave.
23440 Lakeland Blvd. Sunnyvale,
Cleveland 23, Ohio California

No Inventory! No Investment! Your Own Merchandising Business!
Sell nationally advertised products right out of the brand-new
RAKE CATALOG
Biggest Price Advantage Ever!
Sensational Profits for You!
Catalogs are available in quantity for your own imprinting.
Write for free copy TODAY!
RAKE COMPANY
708-M Sansom St. Phila. 6, Penna. MA 7-7428

Photo Expansion Idents from \$5.00 Doz. Engagement Rings \$3.00 Doz.
Basketballs, Footballs; Square, Round and Heart-Shaped Discs on \$24" chain with spring ring. \$3.25 Doz., \$36.00 Gr. Bracelets to match, \$36.00 Gr.
SEND FOR NEW 1955 CATALOG
For Engravers, Store and Fair Workers, Ring Demonstrators
25% deposit with all C.O.D. orders. Include postage with prepaid orders.
McBRIDE JEWELRY CO. 1261 BROADWAY AT 31ST ST., N. Y. 1, N. Y.

Merchandise You Have Been Looking for
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hossacks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Gum Specials, Bingo Merchandise.
Catalog Now Ready—Write for Copy Today
IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.
ALICE SEWELL
GLOBE MFG. CO.
1111 South 12th St. St. Louis 4, Mo.

INTRODUCTORY OFFER!! Try Our "BAKER'S DOZEN" Jar Deal!
CLUB DEALS — JAR TICKETS — BINGO TICKETS
RED, WHITE & BLUE—LUCKY SEVEN—NUMERAL TICKETS
SALES TERRITORIES OPEN.
Write for Complete Information—Prices and Samples.
GLOBE MFG. CO. 2241 SO. INDIANA AVE., CHICAGO 16, ILL. VICTORY 2-0550

PERFUMES
Write for literature on hundreds of fast selling packages of Perfumes, Colognes, Sachets and Cosmetic Sets. We offer the largest fragrance line for the direct salesman. Also General Household Items.
GOODIER
Dept. 88, 400 N. Bishop, Dallas, Texas

Two Great Names Join Hands!



Style Guild

Casselini

STYLE GUILD AND CASSELINI have just "combined forces". This will give you faster delivery, lower prices and improved creative thinking. Buy Style Guild and Casselini in '56 for NEW styles, NEW packages, NEW ideas, NEW everything!

Wait for Our Salesmen! They Will Be Showing You Our Combined Lines Shortly.

ADDRESS ALL CORRESPONDENCE TO

CASSELINI, Inc. 244 OAK STREET
STYLE GUILD DIVISION PROVIDENCE 9, R. I.
Phone: Jackson 1-3200



BEARS AND POODLES

FROM K. C. WAREHOUSE

- No. 4613-27" Bear ... \$21.50 per doz.
- No. 4615-30" Bear ... 25.60 per doz.
- No. 4652-16" Sitting Poodle
- Dog with hat and chain 17.25 per doz.
- No. 4719-16" Dalmatian, same as 4652 ... 17.25 per doz.

FROM EASTERN WAREHOUSE

- No. 7328-27" Bear ... \$21.50 per doz.
- No. 7343-30" Bear ... 25.60 per doz.
- No. 7332-16" Poodle Dog with lead ribbon and chain. 14.90 per doz.

Wisconsin DeLuxe Co.

1902 No. 3rd St., Milwaukee 12, Wis.

SAVE \$34 ON THIS SPECIAL DEAL ...

BULOVA, WALTHAM, ELGIN, BENRUS, GRUEN WATCHES

10 Ass't. with Yellow Exp. Band \$75



Sample Watch, \$9.95
Sample Band, 95c

Send for Our New Big 1956 catalog, only 25¢ (refunded on your first order).

Wholesale only, 25% with order, balance C.O.D. - 5-day money-back guaranteed if not satisfied.

JOSEPH BROS.

5 S. Wabash Ave. Chicago 3, Ill.
"The Watch and Diamond House"

Quick Photo Invention!

PHOTOMASTER PDQ CHAMPION

Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Rhinestone Sets, \$4.75; 3-piece Comb Set, \$8.00 per dozen; three-piece Carving Sets, \$5; 6-piece Steak Set, \$1.15; 10-piece Steak Sets, English Sheffield, beautiful chest, tagged \$49.95, special, \$6.50 each; 10-piece Comb Sets, 20¢. Send check or ten per cent, balance C.O.D.

NATIONAL DISTRIBUTING CO.
Box 261, Ocean Drive, South Carolina

PDQ CAMERA CO.

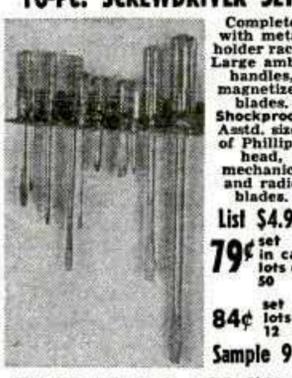
1546 W. Cortez Chicago 22, Ill.

BARGAIN LOT

31-PIECE package of plastic cut-out designs. CHRISTMAS DECORATIONS for windows, mirrors, stores; just moisten. Attractive \$1.00 seller. Close-out lot of 150 gross only. Sample 35¢. Doz. \$2.40. Gross \$21.60. SEND PAYMENT F.O.B. NEW YORK.

MILLS SALES CO.
Cut Rate WHOLESALERS Since 1916
26 West 23rd St., New York 10, N. Y.

10-Pc. SCREWDRIVER SET



Complete with metal holder rack. Large amber handles, magnetized blades. Shockproof. Ass'd. sizes of Phillips-head, mechanics and radio blades.

List \$4.95
79¢ set in case lots of 50
84¢ set lots of 12
Sample 90c

25% dep., bal. C.O.D., F.O.B. Chicago
Send for FREE 96-Page Name-Brand Catalog and 24-Page Toy and Gift Catalog.

STANDARD INDUSTRIES

1112 S. Wabash Ave., Dept. B-F
Chicago 5, Illinois

BEST SELLERS



No. 509 AN EYE CATCHER!! \$2.75
Doz. \$30.00
Gross Gold finish.

White Brilliant Center, Red Sides or Three Sparkling Rhinestones.

No. 877 A Real Money Maker \$2.50
Doz. \$27.00
Gr.

Rated wholesalers, write for samples.
PROVIDENCE RING COMPANY
49 Westminster St., Providence, R. I.

BIG CHRISTMAS SALE

White Christmas Perfume, \$18.50 a bottle, \$7.50 per dozen; Leather Bill-folds, boxed, \$9.00 per dozen; \$24.75 Rhinestone and Pearl Sets, beautifully boxed, \$1.40 each; \$3.95 Cuff Links, boxed, \$7.50 per dozen; Retractable Pens, \$1.75 per dozen; new one jewel watches, shockproof, \$2.90 each; new fifty-five dollar waterproof, \$8.50 each; new gold Bulova and Elgin rebuilt, look like \$100, boxed, \$11.50; Slightly used Bulova and Benrus, ladies' and gents', \$8.50 each; \$11.75 Bulova Watchbands, boxed, ladies' and gents', \$1.75 each; gold filled Cigarette Holders, \$2.75 per dozen; \$39.95 Rhinestone Sets, \$4.75; 3-piece Comb Set, \$8.00 per dozen; three-piece Carving Sets, \$5; 6-piece Steak Set, \$1.15; 10-piece Steak Sets, English Sheffield, beautiful chest, tagged \$49.95, special, \$6.50 each; 10-piece Comb Sets, 20¢. Send check or ten per cent, balance C.O.D.

NATIONAL DISTRIBUTING CO.
Box 261, Ocean Drive, South Carolina

CIGARETTE LIGHTER

CHROME Table or Pocket Models. Size 1 1/2 x 1 3/4". Guaranteed Regular Value 99¢ Each.
2 Doz. for \$8.95
Send Cash, Check or Money Order to
GENERAL R. & S. F. CO.
919 W. Girard Ave.
Philadelphia 23, Pa.

Letter List

Continued from page 57

- Leslie, Mrs. Adele
- Russ, Walter
- Sanders, William
- Wingy
- Schuler, Charles B.
- Schulth, Eugene
- Sealo, Charles
- Sears, Hugh (Steve)
- Sellers, Mrs. Earl
- Sophie
- McBride, Geroid W.
- McCafferty, Frances
- McCafray, Willard C.
- McDaniels, Jimmy
- McIntosh, W. M.
- Maack, Milton
- Macolly, P. M.
- Madame, Martin
- Mailey, Roger
- William
- Manning, Mrs. Harry
- Mannuzza, Mrs. Tom
- Marchand, Mrs.
- Frenchy (Tony)
- Martin, Earl
- Matre, Van
- Maynard, Harry
- Maser, Lewis
- Mercy, A. J.
- Meyer, Jr., Earl
- Meyers, Earl
- Milan, Alan
- Milan, Che Che
- Miller, Charles & Mary
- Miller, Meridith
- Miller, N. W.
- Miller, Mrs. Opal
- Millets, Th.
- Sensation
- Miliken, Mrs. Flois V.
- Miliken, S. C.
- Millison, George & Mrs.
- Mitchell, Billy Steve
- Mitchell, Madam
- Betty
- Mitchell, Steve
- Montello, Mrs. James
- Moore, Mrs. Ann
- Moore, Harvey Z.
- Moran, Joseph
- Mosher (or Masher), (Mrs. L. C.)
- Mullins, James
- Mullins, Jerry
- Mulvill, Bob
- Munroe, George & Mrs.
- Munroe, Jack
- Murray, Edward & N.
- Nelson, Herbie
- Nelson, Tony
- Nichols, Ephrem
- Nixon, James L.
- Noon, J. Gilbert
- Norwood, A. L.
- Null, Don (Mg. Roxy)
- O'Dare, Lynne H.
- O'Hara, Joseph P.
- O'Neal, Jack
- Oberlies, Mrs. Barbara
- Oberlies, Carl
- Olsen, Ole
- (Hellszapoppin)
- Olsen, Paul
- Osbourne, Paul
- Pack, Earl H.
- Page, I. C.
- Paige, Betty
- Palmeater, G. Richard
- Palmer, Mrs. Kitty
- Palmer, Dick & Mrs.
- Pannebaker, Mrs. G. D.
- Paquette, Edward W.
- Parkinson, Harry
- Pat, Joan
- Patterson, Pat
- Pearman, Mike
- Pease, Mrs. Louise
- Perrin, George
- Perry, Mrs. Margaret
- Phillips, Paul C. & Mrs.
- Pike, W. D.
- Pizzinilli, Doris
- Griffin (license plate, 10c)
- Ponciano, Jack C.
- Potter, Northam S.
- Purvis, Mrs. Francis
- Qualis, Mrs. Bee
- (magazine, 6c)
- Ragland, Mrs. Earl
- Ranko, Sam
- Raley, Barbara
- Rawls, Junior
- Raymer, Ford E.
- Reeves, Gertrude
- Reeves, Mrs. Margaret
- (Robinson)
- Reger, Rezin E.
- Rescott, Mrs. Joseph
- (or Bobby Gerr)
- Ridings, Mrs. A. F.
- Ritchie, Kenneth
- Ritzel, Charles J.
- Rivard, Urgel Jose
- Roark, Diane
- Robbins, Milton
- Roberts, Charles J.
- Rochman, Albert
- Roberts, Nick
- Rose, Miss J.
- Rouleau, Barbara
- Kamaka, Florence
- Lane, Thomas
- Martiz, Kenneth
- Ristic, Miller T.
- Smith, Sunny
- Stafford, Gordon L.
- Spaeth, Dusty
- Zimmer, H. E.
- Kriel, Lowell
- Elkey, Fred
- Ekstrand, Elnar R.
- Everidge, Wily, F.
- Faulkner, Harry Hill
- Fernandez, Victor
- Formnicia, Vinny
- Fowler, Carl J.
- Franc, Alois
- France, Myrium
- Freeman, Sonny
- Gambino, Johnny
- Garry, John
- Gavett Jr., Henry N.
- Girard, Russel A.
- Goodleaf, Anna
- Gordon, Gary
- Grady, Donald A.
- Guffey, Clarence E.
- Harleigh, George
- Hickey, Tommy
- Jerauld, James
- Karp, Vincent
- Kaplan, Morton
- Roud, Billy
- Laurier, V.
- Lobel, Hilda
- McGavin, Darrin
- Maxwell, Charles
- Miller, Tom
- Miller, Tom
- Nichols, Mrs. G.
- Nichols, Ralph S.
- Porter, Leo B.
- Riley, Ed
- Richard, Nellie E.
- Rocco, Vic
- Rifkin, Joseph
- Roberts, Joe
- Rock, Jos.
- Russell, Marie L.
- Schein, Alfred
- Scott, Irma
- Shine, Frank
- Sloane, M.
- Starnes, Harry
- Thois, Beverly L.
- Thompson, Robert
- Ulivi, Ilo
- Vlado, R.
- Waldorf (or Waldo)
- Weintraub, Michael
- Youngbauer, John
- McCloud, Mr. & Mrs. Delbert
- McLendon, Leon
- Macolly, P. M.
- Mallman, Hugo
- Maimberg, Walter
- Harlan
- Mamas, Harry
- Mathews, Sport
- Medlin, James
- Melvin, H. D.
- Miller, Mrs. Ruby or Art
- Mitchell, George
- Moore, Melvin
- Moran, Isabelle
- Moreno, Geraldine
- Jorgan, Mrs. Mary
- Jovak, Ernest A.
- New Jersey Greater Shows, Inc.
- Oquist, Eugene H.
- Ortagus, L. H.
- Parrish, Dale
- Payne, Earl
- Seaney, R. C.
- Peterson, Mrs. G. W.
- Peterson, Jimmie
- Phelps, Fred
- Pierce, Vivian M.
- Provw, Hoyt
- Teed, Raymond
- Provost, Linda
- Rice, Mr. & Mrs.
- L. L. Leroy
- Richards, R. W.
- Richmond, Frank
- Rickey, J. J.
- Riecken, E. M.
- Robinson, Donald W.
- Rowe, Jack
- Ruscitto, Emil B.
- Schmidt, J. & P.
- Sheppard, Mr. & Mrs. Wayne
- Shiple, Leonard L.
- Simmons, Mildred
- Smith, C. H.
- Smith, John H.
- Snook, Albert T.
- Sokolowski, Peter
- Stern, Constance
- Stern, Mrs. Maxine
- Stewart, Jim
- Stiefeldt, Walter J.
- Stly, Joseph
- Stevens, Mary
- Stiles, Pug
- Stout, Richard
- Sutton, Brad
- Swininsky
- Thomas, John
- Thomas, John
- Tibbets, Buddie
- Turner, Mr. & Mrs. A. R.
- Turner, J. B.
- Veator, William
- Wallace, Dave
- Wallace, Vernon Max
- Walter, Mrs. Ann
- Weatherber, Harold
- Whalen, Mrs. Betty
- Whalen, Thomas
- White, Charley C.
- Widaman, Edwin
- Wilder, Roy
- Zimmer, H. E.

MAIL ON HAND AT
ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

Parcel Post

Cluckey, Iris A., 79 Dick, Daniel D., 84

- Ackley, J.
- Alber, Clifford
- Allen, Henry S.
- Althausen, William
- Anderson, Slim
- Anthony, J. C.
- Ard, Robert
- Ayers, C. W. (Bob)
- Barry, Alfred J.
- Bennett, Dessie Ball
- Bianca, Joseph
- Boucher, Charles
- Bunch, Edward J.
- Burns, W. J.
- Caldwell, E. S.
- Callender, Peter
- Campbell, Mr. & Mrs. Emmet
- Cantrill, Ronald
- Canos, Susie
- Callender, Peter
- Chalder, James
- Carter, Jim
- Cory, Harry
- Crowell, Mr. & Mrs. Harold W.
- Curtis, Robert E.
- Daniel, Charles E.
- Darnell, Mr. & Mrs. Rickey
- Dickson, Mrs. Herschel
- Dillon, Mr. & Mrs. L. L.
- Doerr, D.
- Dopson, Charles
- W. Stony
- Taylor Jr., Bill
- Taylor, Jasper
- Taylor, William
- Thompson, Carl
- (two headed cow)
- Thompson, John L.
- Thornson, Gotfry
- Toiley, Mrs. Virgil
- Tolley, Virgil
- Tonski, John
- Torina, & Eric
- Travis, Jimmie
- Trela, J. C.
- Turner, Mrs. Elaine
- Uncle Joe's Amusement Co.
- Valez, Mrs. Dotly
- Vandegrift, Karl F.
- Verdier, Louise
- Von Helman (or Van Helman, Andy)
- Wadsworth, Opal F.
- Wallace, William
- Waller, Samue
- Wanous, Walter
- Ward, John R.
- Ward, Mrs. Juliene
- Warren, Clyde L.
- Washington, Robert
- (Dusty)
- Waterbury, Robt. W.
- Watkins, Mark
- Watkins, William
- Watton, M.
- Weaver, Mrs. Lillian
- Webber, Louis M.
- Weiss, Con
- Weiss, Harry
- Western, George K.
- Wetzel, Kenneth & Mrs. White, Cracker
- White, Jean (Betty)
- White, Jack-Millie Jack
- Whitehead, George
- Whitmore, Otto
- Wilder, Dorothy
- Williams, F. Paul
- Mr. Williams, Joe or Sharkey Mitche
- Vilson, Al (Pitche)
- Vilson, Dick & M.
- Vilson, Harry
- Vinemiller, Delbert
- (Bu
- Wolfe, Finley E.
- Wright, Elmer G.
- Wright, Lavon
- Wymann, Mrs. Marily
- Wymann, Richard
- Wyman, Mrs. Richa
- Young, Jack
- Young, Wm. George
- Zimmer, Myron F.

SALESMEN! CARNIVAL MEN! WAGON JOBBERS!

MEN'S WOMEN'S New Styles

BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES

Guaranteed LIKE NEW!

ASSORTMENT OF **10 for \$74.50**

Choice Lot—Famous WATCHES, 6 for \$49

With Expansion Bands

Sell on sight at fabulous profits... They look BRAND NEW! Guaranteed like new! Send \$8.95 for Sample and be convinced Wholesale only, 25% with order, balance C.O.D. 3-day money-back guaranteed! Send money order or certified check with order to avoid delay in shipment.

You Always GET A BETTER DEAL AT **WEINMAN'S** 182 S. Main St., Memphis, Tenn.

Amazing earnings are possible with this remarkable PLASTIC SANDWICH MACHINE.

Make PLASTIC SANDWICHES that cost you only 8¢ each, take only 2-3 minutes of your time, yet sell for 50¢ to \$1.00 each! That's 600% to 1200% PROFIT!

"Plastic Sandwiches" are thin sheets of plastic fused (laminated) around social security cards, photographs, drivers' licenses, letters, membership cards, etc. Anything you want to permanently save.

We want to introduce our Plastic Sandwich Machines from coast to coast as quickly as possible. We can supply the finest quality, quicker, surer working plastic sheets at rock-bottom prices.

Send today for FREE sample and illustrated literature about our complete line of sandwich machines from \$35.00 up. A postcard will do.

PLASTICAST CO.
6612 N. CLARK STREET
DEPT. LM-306
CHICAGO 26, ILLINOIS

MAKE \$18 AN HOUR WITH THE **NEW PLASTIC SANDWICH MACHINE**

Amazing earnings are possible with this remarkable PLASTIC SANDWICH MACHINE.

Make PLASTIC SANDWICHES that cost you only 8¢ each, take only 2-3 minutes of your time, yet sell for 50¢ to \$1.00 each! That's 600% to 1200% PROFIT!

"Plastic Sandwiches" are thin sheets of plastic fused (laminated) around social security cards, photographs, drivers' licenses, letters, membership cards, etc. Anything you want to permanently save.

We want to introduce our Plastic Sandwich Machines from coast to coast as quickly as possible. We can supply the finest quality, quicker, surer working plastic sheets at rock-bottom prices.

Send today for FREE sample and illustrated literature about our complete line of sandwich machines from \$35.00 up. A postcard will do.

PLASTICAST CO.
6612 N. CLARK STREET
DEPT. LM-306
CHICAGO 26, ILLINOIS

RAYON PLUSH FRENCH POODLES

- With long chain
- Plastic collars
- Ass'd. colors
- Hi-grade plush

DOZEN PRICES 21x14...\$24.00
14x16...\$16.50 24x14... 30.00

SPECIAL! 32" GIANT RAYON PLUSH BEAR \$21.00 dozen
Ass'd. colors. Guaranteed perfect.

No Extra Charge for Samples.
12 Pcs. 3 of each \$22.88
of above

\$5.50 dz. SPECIALS!
IN GROSS LOTS ONLY.
Min. order 3 doz. at \$6 doz.
for any number listed below!
• 22" Lazy Baby • 12" Plush Bear
• 12" Hi-Grade Plush Scotty Dog

F.O.B. N.Y.C., 25% dep., C.O.D.
If not rated, FREE 32-pg. catalog.

ACE Toy Mfg. Company
122 W. 27th St. N.Y. 1, N.Y.

AMAZING "GET ACQUAINTED" OFFER!

BIG 8 or 16 \$100 MM. FILM ONLY

"HOLLYWOOD MODELS ON PARADE"

Now - the most sensational offer ever made to home movie fans! To prove that MOVIE CLUB FILMS are the best, most distinctive available, we'll send you a sparkling, entertaining film-with Hollywood's loveliest, most glamorous models - for free! See our card! Discover why 1000's of "hard-pressed" fans joined our club, and why you'll want to join, too! Just specify 8 or 16mm., enclose \$1.00. (No C.O.D.'s, please.) If you don't agree film is worth 5 times the price, just send it back for prompt, full refund.

ORDER NOW - offer limited!

FILM FAN CLUB
Box 1095, Burbank 34, Calif.

PROVEN PROFIT MAKER Invisible Frost Shields

are positively invisible on car windows or any glass in any kind of weather.

We give you best wholesale prices on 1 dozen or more packages. Send \$9. for package of 2, or save 38¢ and send \$1.00 for 2 packages (4 Frost Shields). Refunded on first order of 12 or more.

We will also send you a green glare shield and if not 100% satisfied, keep glare shield and return the 2 Frost Shields and we will return your money to you.

Absolutely Guaranteed Satisfaction or Money Back. Fits any old or new car. Write or wire

BERKSHAN PRODUCTS
4728 N. Manor Ave. Chicago 23, Ill.

Write, wire or phone **G & S Mfg. Co.**
Dept. B Nashville, Tennessee

GAS SHAVERS

YOUR OWN BUSINESS

In Time for the Big Xmas Rush

With Our Newest, Biggest NAME MERCHANDISE

Housewares, gifts, jewelry, power tools, tableware, appliances, watches, etc. No investment. Write today to: **ROBEL SALES, Dept. M, 487 B'way N.Y.C. 13**

FREE NEW '56 CATALOG, with important space for your name. Bigger than ever. Illustrations plus private prices.

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St. Chicago 1, Ill.

Barnes, F. M.
Brownell, William H.
Bierbeck, Frank
Costello, Keith
Anderson, Tom
Halestead, Virginia G.
Hildebrand, Mrs.
Kriel, Lowell

Kamaka, Florence
Lane, Thomas
Martiz, Kenneth
Ristic, Miller T.
Smith, Sunny
Stafford, Gordon L.
Spaeth, Dusty
Zimmer, H. E.

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway New York 36, N. Y.

Abrevanel, Dave
Albert and Alberta
Allen, Edward
Anderson, Frank
Balder, Percy
Benjamin, Ralph
Benjamin, A.
Blinko the Clown
Boothe, Bernard M.
Burke, Mrs. Agnes P.
Caldwell, Remis & Willie E.

Elkey, Fred
Ekstrand, Elnar R.
Everidge, Wily, F.
Faulkner, Harry Hill
Fernandez, Victor
Formnicia, Vinny
Fowler, Carl J.
Franc, Alois
France, Myrium
Freeman, Sonny
Gambino, Johnny
Garry, John
Gavett Jr., Henry N.
Girard, Russel A.
Goodleaf, Anna
Gordon, Gary
Grady, Donald A.
Guffey, Clarence E.
Harleigh, George
Hickey, Tommy
Jerauld, James
Karp, Vincent
Kaplan, Morton
Roud, Billy
Laurier, V.
Lobel, Hilda
McGavin, Darrin
Maxwell, Charles
Miller, Tom
Miller, Tom
Nichols, Mrs. G.
Nichols, Ralph S.
Porter, Leo B.

CHAIRS • TABLES

IMMEDIATE DELIVERY
138 STYLES • STEEL • WOOD
FOLDING • NON-FOLDING
ON CHAIRS MINIMUM ORDER IS 4 DOZ.
STATE QUANTITY NEEDED - ASK PRICES

Adirondack Chair Co.
1140 BROADWAY (275) N.Y. • MU 3-4834

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 1956 MOA convention.

The decision was reached following a round-table discussion between officers of MOA and Hilmer Stark, general coin machine manager of The Billboard. Prior to the meeting with Stark, officers viewed the service center in action at the National Automatic Merchandising Association convention held at the Conrad Hilton.

Basically, the service center furnishes convention exhibitors 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 center.
4. A message handling service and a bulletin board for scheduled convention activities.
5. Fast, efficient registration facilities.

The service center is generally located just outside the entrance to the convention floor, a public-address system with speakers installed around the exhibit floor broadcasts messages and pages convention-goers. A battery of hotel telephones are located on the service center's counter.

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

'56 Miss MOA Contest Open to All Diskeries

CHICAGO, Nov. 12.—Officers of Music Operators of America, who met at the Morrison Hotel here this week for a national executive planning session, announced Thursday that MOA will sponsor a national contest to find a Miss Juke Box of 1956, and that participation in the contest will be open to all recording companies.

Under the 1956 contest rules, contestants will be nominated by recording companies only. Any record firm may nominate one candidate.

The winner will be selected in the same manner used to pick the 1955 choice, entirely by votes cast by operators at the convention. The winning thrush will be crowned "Miss MOA of 1956" during the convention banquet.

The '56 contest differs greatly from this year's event. The big changes, of course, being that all recording companies may participate, whereas the 1955 contest was strictly an MOA-RCA Victor tie-in, and that diskeries will select the talent to be nominated, rather than leaving the job in the hands of operators.

Contest rules regarding candidates remain the same: All applicants must be over 21 years old and can not be under contract to any record company. They can be amateur or professional singers.

The contestants will attend the MOA convention, which is sched-

uled to be held at the Morrison Hotel here, May 6-8, where operators can listen to their disks and meet them personally.

George Miller, president of MOA, said that an operator committee would be named early next year to contact the various recording companies and explain in detail the contest rules and restrictions.

The winner of the 1956 contest will be presented with a recording contract from the firm sponsoring her.

MOA Insurance Covers All Member Employees

CHICAGO, Nov. 12.—Joseph K. Dennis, president, and Edward Hildebrand, vice-president, of the Joseph K. Dennis Company, Inc., group insurance administrators here, told executive officers of Music Operators of America at a meeting here Tuesday (8) that all juke box servicemen and collectors employed by MOA members were eligible for health and accident coverage under MOA's national insurance plan.

Dennis said that the policy offered covered operators, their executives and their entire sales force, the latter including all servicemen and collectors since they perform the duties of salesmen.

The announcement erased the one big objection many operators had to the plan when it was introduced last March during the MOA convention—limited operator employee coverage. As first introduced, the plan only covered operators and their executives.

Plan Changes

According to Dennis, the original plan was drawn up by insurance men who were not familiar

Neb. Quarterly Meet Dec. 3-4 In Fremont

OMAHA, Nov. 12.—The Nebraska Phonograph Operators' Association's next quarterly convention will be held in near-by Fremont on December 3-4, Howard Ellis, secretary-treasurer, announced this week.

Ellis said that foremost on the agenda will be subject of public

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

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

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

Beginning Tuesday (8) and continuing thru Thursday, the executive group heard representatives of no less than eight firms propose public relations programs, independent business tie-ins and convention ideas. Also heard were

reports from directors on various adopted MOA projects, the copyright situation and the progress of MOA's current membership drive.

Present at the meeting were 19 of the 21 active officers of MOA. Two new directors, Jack Wallace, representing West Virginia, and Dave Wallace, Massachusetts, were also on hand for the conclave.

Before the business session closed, Barney Young, head of the Barney Young Publishing Company, was informed that MOA would support a corporation called "National Juke Box Record Corpo-

ration," and Hilmer Stark, coin machine manager of The Billboard, learned that The Billboard's offer to set up and operate a service center at the next MOA convention was unanimously adopted (see separate stories).

One of the first topics on the agenda was the 1956 convention. The date was set for May 6-8. It was agreed by all present that exhibit space would be available to all firms represented at the last convention and that vending firms would be invited to participate in next year's event. Pinball games, shuffle alleys and other similar amusement machines were again placed on the ineligible list.

George 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 doors were thrown open to all record

(Continued on page 72)

Record Corp. Plan Gets MOA Exec Nod

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

Continued from page 12

operator subscription to exceed \$100.

The new corporation would replace National Juke Box Music, Inc., an enterprise formed by Young and presented to operators during the last MOA convention as a hedge against the possibility of a future change in the 1909 Copyright Act.

Records released by NJBR Corporation would follow the same distribution pattern set by NJBM, Inc., on its first disk release. Disks

would be shipped to operators or operator associations by NJBR per standing operator orders. No initial retail record dealer distribution is planned.

Young said that promotional distribution would be made to disk jockeys of all four major networks and to leading one-stops around the country. He said that normal promotional coverage would require approximately 800 records, heavy concentration about 2,000.

Records would sell to operators at the normal distributor price.

According to MOA directors, NJBR will begin by releasing one record a month, increase the number to three or four within a year.

Sidney Levine, legal counsel of MOA, will work with Young in preparing the corporation charter.

Baker, Boston Pres., Elected 23d MOA Exec

CHICAGO, Nov. 12.—Dave Baker, president of the Massachusetts Music Operator's Association, was elected to the board of directors of Music Operators of America this week. Baker is the 23d officer serving on the MOA executive board.

Baker was one of the principals responsible for organizing the Massachusetts operator association, served as treasurer of the organization for six months, was elected president in June.

He is the head of Melo-Tone Music Company, Arlington, Mass.

Central Ill. Op Confab Nov. 28

PEORIA, Ill., Nov. 12.—How juke box operators can enlist disk jockey co-operation and how they can take advantage of Music Operators of America's national health and accident insurance plan are two major topics expected to be discussed at the November 28 meeting of the Central States Music Operators' Association to be held in Galesburg, Ill.

Les Montooth, president of the local association and vice-president

(Continued on page 72)

Wash. Ops Hear 700-Mile Talk By MOA Prexy

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

SEATTLE, Nov. 12.—Members of the Washington Music Merchants' Association met at the Gate-wood Hotel here last Tuesday (1) night and listened to George A. Miller, president of the Music Operators of America, from his office in Oakland, Calif., discuss the national association's activities and the value and importance of local organizations.

Thru the co-operation of the Seattle telephone company, Miller was able to deliver his speech from nearly 700 miles away. Loud-speakers set up in the hotel carried his message loudly and clearly to the music operators assembled. The talk lasted approximately 40 minutes.

Frank Countner, president of the

(Continued on page 72)

'Love Is Thing' Leads on MOA Radio Program

NEW YORK, Nov. 12.—"Love Is a Many-Splendored Thing," with the Four Aces on Decca, was selected as this week's No. 1 tune tonight (12) on "National Juke Box," the ABC radio network show prepared by the Music Operators of America.

Regional favorites were: West Coast, "Black Denim Trousers" with the Cheers on Capitol; East, "Only You" with the Platters on Mercury, and Southwest, "Autumn Leaves" with Roger Williams on Kapp.

Most promising tunes were: West Coast, "I Hear You Knockin'" with Gail Storm on Dot; East, "At My Front Door" with Pat Boone on Dot, and Southwest, "No Arms Can Ever Hold You" with the Gaylords on Mercury.

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

ALLSTON, Mass., Nov. 12.—Associated Amusements, Inc., headed by Ed Ravreby, was appointed this week distributor of the Rock-Ola Manufacturing Cor-

(Continued on page 72)



Ed Ravreby

Toledo DeeJay Ties-In UMO Talent Program

DETROIT, Nov. 12.—The United Music Operators of Michigan's weekly sponsored talent hunt, which got under way here early in September via a co-operative tie-in between UMO and disk jockey Bob Maxwell, WWJ-TV, this week enlisted disk jockey co-operation in Toledo.

As a result of the Toledo tie-in, young amateur talent now selected under the UMO program will receive audio exposure on both Maxwell's program, "The Bob Maxwell Show," and deeJay Fred Mitchell's show, "Hitch With Mitch," WHOH, Toledo.

The UMO talent hunt program was launched to give aspiring young radio, television and record talent who might never receive an

(Continued on page 72)

(Continued on page 72)

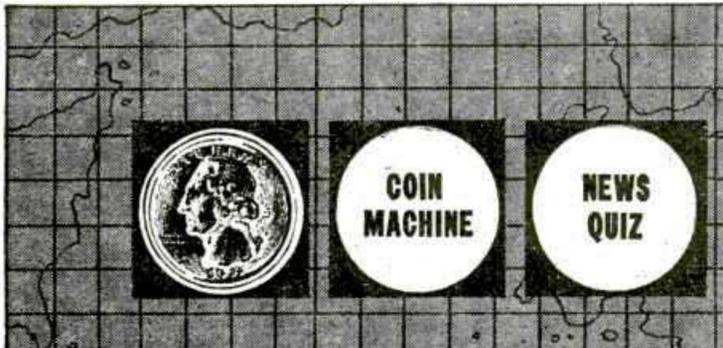
Seeburg \$59.50 CONVERT NOW!
with the
NELSON MODERNIZATION KIT

Change Over Your Seeburg M100 A's to 45 R.P.M. Records and Watch Your Profits Grow! Easy Installation, Complete Kit, No Special Tools Needed. Takes Only One Hour.

Clip and Mail This Coupon Today!

D. W. Price Corp., Mfrs., 11167 W. Pico Blvd., Los Angeles 64, Calif.
1—1/2 deposit, balance C.O.D. 2—Check in advance, kit shipped prepaid. KIT SHIPPED ON OUR MONEY-BACK GUARANTEE. 3—Send literature & guar. blank

Name _____
Address _____
City _____ Zone _____ State _____



COIN MACHINE **NEWS QUIZ**

DID YOU READ THESE EXCLUSIVE INDUSTRY NEWS ITEMS PUBLISHED IN THE BILLBOARD AND ONLY IN THE BILLBOARD LAST WEEK?

COIN POOL GAME BOOM SWEEPS NATION. Operators report coin pool grosses up. Grosses range from \$20 to \$100 a week. Distributors disclose steady flow of orders for games as operators open new locations. (Page 149, The Billboard, November 12.)

5,000 ATTEND NAMA CON-CLAVE. See food vendors opening new era. Robert Z. Green, president, Rowe Manufacturing Company, Inc., charges excessive commissions cripple trade. Money should go into industry expansion, development of equipment and operational techniques. (Page 150, The Billboard, November 12.)

BALLY SETS UP OWN RE-CORDING COMPANY. Bally Manufacturing Company, Chicago, coin-operated amusement machine manufacturer and producer of the Lion television line, has entered the record business. First disc to be released in January. (Page 16, The Billboard, November 12.)

COLUMBIA MAPS NEW AP-PROACH TO EP "SINGLES" MARKETING. Trade watches experiment offering incentive prices to ops, dealers. All-out drive to push sales of big-hole package disks into single volume status to run three to six months and embrace juke box operators. (Page 16, The Billboard, November 12.)

DENVER'S COIN-OPERATED MACHINE INDUSTRY GROWS, PROSPERS WITH CITY'S EXPANSION. Juke box, game, vending operations get new look as population increases in business. (Page 12, The Billboard, November 12.)

BULK GUM OPERATORS BUILD SUCCESS ON LOCATION TIES. Sparaco brothers take time to learn problems of location owners, employees. Never interfere with outlet sales in building locations in three States. (Page 151, The Billboard, November 12.)

IF YOU MISSED READING THE NOVEMBER 12 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New

A CONTINUING STORY OF



Leadership in Action

GIVE TO DAMON RUNYON CANCER FUND

3d Copyr't, '56 Convention

Continued from page 71

companies wishing to participate and the method of selecting contestants was changed (see separate story).

One public relations program was adopted, a second was agreed to be added to the MOA program should it ever be launched.

The adopted program was presented at the meeting by B. D. Bellman, secretary of the Winter Safety Driving League. Bellman played a full-length tune entitled "Please Take Care of Yourself" and requested operator co-operation in plugging the tune on juke boxes. Bellman explained that the tune was being promoted by the WSDL because of the safety message contained in the lyrics.

The record carries a Deed label and will be offered to operators for 32 cents. Flip side of the disk is "Matador." Both tunes feature Danny O'Neil on vocal, backed by the orchestra of Eddie Ballantine.

Miller said that he will urge every operator in the country to support the disk.

The second public relations program presented to the executive group came from Commander R. Bishop, USN. Bishop outlined a plan which called for name singers on special records which would permit the Navy to tack onto the end of the disk an enlistment plug. The records, when and if available, he said, would be offered to operators without charge.

The MOA-sponsored national radio program, "National Juke Box," also came up at the meeting for airing. It was decided that the territory to be represented on the program would be changed weekly. Seven officers were taken to the local ABC broadcasting station to make spot transcriptions for future programs.

Those making transcriptions this

Wash. Ops Hear

Continued from page 71

Washington association, was in constant contact with the Oakland office through Miller's talk, relaying questions asked by the Washington members.

Reception Good

Countner said that Miller's voice was amplified so clearly that it was hard to believe that he was not on the speakers' platform. And as a result of the regular long distance call between Seattle and Oakland, Miller was able to answer questions as fast as they were asked.

"The phone call-speech was an experiment," Miller said, "and from the results it seems likely that I'll use the system again when unable to appear in person."

In regard to MOA's activities, Miller talked about an educational program covering replacement, taxes and phonograph depreciation which was slated to be aired at the MOA executive board meeting in Chicago this week.

Following Miller's talk, operators discussed dime play. Washington switched to dime play last July, estimated to be approximately 95 per cent converted as of November 1.

Opposition to the move has been negligible, Countner said, and surprisingly, teen-age locations are practically all converted, with no opposition reported.

Take Up

According to Countner, collections are somewhat below expectations, altho ranging from 10 to 20 per cent above nickel takes. However, he added, the coming holiday season should push the percentage up considerably.

One thing noted by operators in regard to dime play, the locations which at first were skeptical about the change were the first to protest any suggestion of re-converting to the nickel.

Other officers of the Washington group are Leonard Boswell, vice-president; J. Dantos, secretary-treasurer, and I. Riccetti, H. A. Christensen, L. J. Shivers and Jim Hammond, members of the board of directors.

The association will celebrate its first anniversary next January.

week were George Miller, California; Martin Britz, Colorado; Al Denver, New York; Harry Snodgrass, New Mexico; Clint Pierce, Wisconsin, and Howard Ellis, Nebraska.

In an effort to further push MOA's weekly radio program, local associations thruout the country are going to be urged by the national organization to contact stations carrying the program in their areas, set up promotional tie-ins wherever possible, Miller said.

Harry Snodgrass, representing Rodney Pantages, brought the MOA executive group up-to-date on the commercial advertising program adopted by MOA during its last convention. Snodgrass pointed out that the program was moving along as well as could be expected, that prospective advertisers were considering the 30-second jingle format recently adopted by MOA.

Because no dates were set for putting the program into motion, the board extended Pantages' contract for another year.

Representatives of the Joseph K. Dennis Company, of insurance administrators, covered the entire MOA insurance plan during the meeting, explained that all employees of members were covered (see separate story).

MOA Insurance

Continued from page 71

servicemen and collectors and-or business associates are eligible in the group insurance plan.

The plan offers operators four contracts. Contracts "A" and "B" are restricted to male applicants under 60 years of age, while contracts "C" and "D" are open to all applicants under 70.

Cite Differences

The differences between the plans are, of course, premiums and benefits. Plan "A" costs approximately \$75 semi-annually, benefits are \$300 per month and \$600 per month for two months when confined to a hospital. Plan "B" costs \$63.70 semi-annually, benefits of \$250 per month, \$500 for two months when confined to a hospital.

Plans "C" and "D" cost \$52.25 and \$40.75 semi-annually, and pay benefits of \$200 and \$150 per month, respectively. Both pay double for two months when confined to a hospital.

All four contracts are payable up to one year for total sickness disability, benefits beginning after the eighth day of sickness, retroactive to the first day of hospital confinement. All four are payable up to five years for total accident disability.

Op Mailings

The MOA executive board has scheduled a half-dozen mailings to operators to explain the insurance plan. The mailings will include letters over the signature of George Miller, president of MOA, booklets made up by the Joseph K. Dennis Company and applications for both MOA members and their employees. Miller said that the information would be in the hands of every operator in the country before the next MOA convention.

Neb. Quarterly

Continued from page 71

relations, with a talk by a representative of Fremont's Chamber of Commerce expected to spark discussions. Other topics to be covered at the meeting include a report on the Music Operators of America's executive meeting, juke box donations to local charitable and youth organizations and disk jockey-music operator tie-ins.

Ted Nichols, president of the association, will be in charge of the meeting. Ellis, who attended the MOA executive meeting, will make the report on MOA's activities.

Other officers of the association are Richard Taylor, vice-president, and Jerry Witt, Warren Tunis, Randle Thies, Mac McKee, H. W. Marbel, Hugo Perell and Joe Zwiner, all members of the board of directors.

Toledo DeeJay

Continued from page 71

opportunity to be heard thru normal channels, a chance to prove themselves. The program was an extension of UMO's weekly summer "Teen-Age Record Hops," which featured both professional and amateur talent—with teen-agers voting for the best amateur act every week.

With Mitchell tying-in to the program, auditions will now be held independently in both cities, winners to appear on both shows.

The program was launched in Toledo last Sunday (6), when Mitchell emceed a show for teen-agers at the King Wah Lou's popular restaurant in the afternoon and a second show at the Toledo Arena in the evening.

The evening show pulled approximately 2,000 teen-agers and featured Jack Haley and Haley's Comets and Sonny Graham, RCA Victor and Miss Juke Box of 1955. Miss Graham's appearance was arranged by UMO. Roy Small, conciliator of UMO, was also on hand for the Toledo event.

Plans are now being made to recruit the co-operation of Toledo juke box operators in the program.

Raverby Named

Continued from page 71

poration covering five New England States.

The firm replaces Music & Television Corporation, headed by Jerry Columbo, as the Rock-Ola outlet in this area. The change in distributing firms was made following a mutual agreement between all three firms concerned, Rock-Ola officials said.

Associated Amusements will cover Massachusetts, Connecticut, New Hampshire, Vermont and Maine. David Rockola, president of Rock-Ola, said the appointment was effective immediately.

Formal showing of the Rock-Ola line will be postponed until after January 1, when Raverby plans to move to new quarters.

Staffing Associated Amusements are Richard M. Mandell, sales manager; Henry Factoroff, salesman, and Don Morill, service manager.

Central Ill. Op

Continued from page 71

of MOA, will lead the discussions and also report on the MOA executive meeting held in Chicago this past week.

Montooth said that the Peoria deejay-operator tie-in will be the basis for the first topic. Operators here supply deejay Johnny Coy, WIRL, with their programming information and readings from their play meters in return for occasional plugs on Coy's program. The system was launched several months ago and is working smoothly, according to Montooth.

The second topic will cover news regarding more complete employee coverage available thru MOA's insurance plan.

The coming meeting will be the last of the year, the December confab being postponed because of the holidays.

ROCKFORD, Ill., Nov. 12.—Louis Casola, operator and head of Mid-West Distributing Company, has been re-elected president of the local country club, Mauh-Nah-Tee-See.

In appreciation of his efforts as president during the past year, the club presented him with a Cadillac during the election meeting.

ROCK-OLA
MODEL 1448
Worth More
When You Buy It
Worth More
When You Trade It



Get Going with the **G**
 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"

AMI *Incorporated*

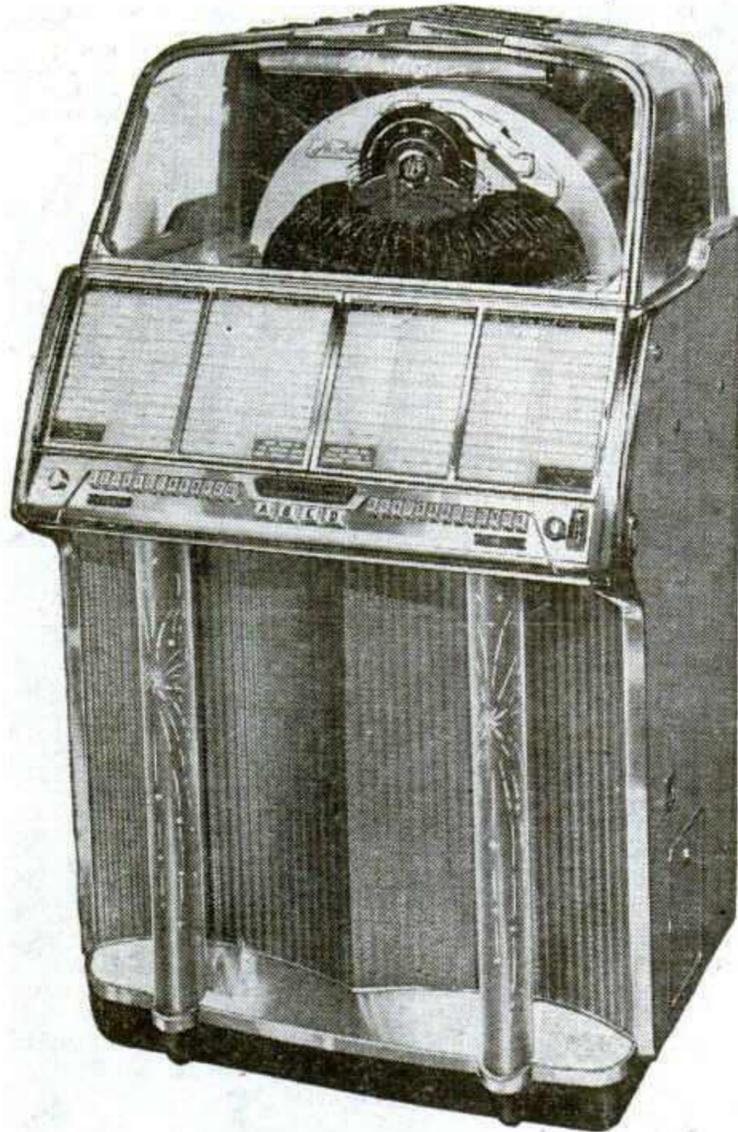


General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark
 Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W. 1. England—building the BAL-AMI Juke Box

LEADER IN STYLE AND

Beauty



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.

W U R L I T Z E R 1 8 0 0

WURLITZER

THE OFFICIAL MUSICAL
INSTRUMENTS IN



Disneyland

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK. ESTABLISHED 1856

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Prices indicated are the highest and lowest for the period.

Prices do not reflect shipping costs involved. West Coast buyers, for example, should add 10 per cent to prices shown. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed.

The Most Active Equipment list (to the right) indicates which machines have been advertised the greatest number of times for the period indicated. In the case of Pinball Games, most advertised games are listed for manufacturers with 10 or more games listed. All advertised used Pinball Games are listed below. Machines appear in order of frequency advertised.

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated October 8, 1955)

ARCADE EQUIPMENT

- 1. EXHIBIT—Dale Gun
1. GENCO—Rifle Gallery
1. GENCO—Sky Gunner
2. SEEBURG—Shoot the Bear
2. UNITED—Carnival Gun

MUSIC MACHINES

- 1. SEEBURG—M-100-B (50)
2. AMI—Model E-120 (53)
3. SEEBURG—M-100-A (78 RPM) (50)
4. AMI—Model D-40 (51)
5. AMI—Model C (50)

SHUFFLE GAMES

- 1. UNITED—Cascade Shuffle Alley (6 Player)
2. UNITED—Olympic Shuffle Alley (6/53)
3. UNITED—League Bowler (1/54)
4. UNITED—Chief Shuffle Alley (11/53)
5. UNITED—Leader Shuffle Alley
5. UNITED—Royal Shuffle Alley (9/53)

VENDING MACHINES

- 1. Columbus Ic Bulk
1. Northwestern 33, Ball Gum
2. Electro (8 col.)
2. Master 5c Bulk
2. Silver King, 5c

PINBALL GAMES

(Manufacturers with ten or more games listed below)

BALLY

- 1. Beach Club (2/53)
2. Surf Club (3/54)
3. Hi-Fi (6/54)

GOTTlieb

- 1. Guys & Dolls (5/53)
1. Knockout (1/51)
2. Chinatown (10/52)

UNITED

- 1. Nevada (8/54)
2. Rio (11/53)
3. Havana (2/54)
3. Mexico

WILLIAMS

- 1. Hayburner
2. All Star Baseball
2. Big Ben (9/54)
2. Four Corners

PINBALL GAMES

Table with columns: HIGH, LOW, Times Adv't'd. Lists various pinball games like Atlantic City, Beach Club, Beauty, etc.

CHICAGO COIN

Table with columns: HIGH, LOW, Times Adv't'd. Lists Chicago Coin games like Basketball Champ, Tahiti, etc.

EVANS

Table with columns: HIGH, LOW, Times Adv't'd. Lists Evans games like Saddle & Turf, etc.

GENCO

Table with columns: HIGH, LOW, Times Adv't'd. Lists Genco games like Basketball, 400, Golden Nugget, etc.

GOTTlieb

Table with columns: HIGH, LOW, Times Adv't'd. Lists Gottlieb games like Chinatown, Cinderella, Colosseum, etc.

UNITED

Table with columns: HIGH, LOW, Times Adv't'd. Lists United games like ABC, Cabana, Havana, etc.

WILLIAMS

Table with columns: HIGH, LOW, Times Adv't'd. Lists Williams games like All Star Baseball, Arcade, Army & Navy, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like Eight Ball, Fairway, Four Corners, etc.

MANUFACTURERS NOT LISTED

- Mighty Mike
Cue-Tee

ARCADE EQUIPMENT

Table with columns: HIGH, LOW, Times Adv't'd. Lists various arcade games like ABT Challenger, Across the Board, Air Raider, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like Jungle Gun, Kicker & Catchers, Lite League, etc.

MUSIC MACHINES

Table with columns: HIGH, LOW, Times Adv't'd. Lists various music machines like Model A, Model B, Model C, etc.

ROCK-OLA

Table with columns: HIGH, LOW, Times Adv't'd. Lists various Rock-Ola machines like 120 Fireball, 120 Comet, etc.

SEEBURG

Table with columns: HIGH, LOW, Times Adv't'd. Lists various Seeburg machines like 146, H-146 Hideaway, etc.

WURLITZER

Table with columns: HIGH, LOW, Times Adv't'd. Lists various Wurlitzer machines like 1015, 1017, 1080, etc.

SHUFFLE GAMES

Table with columns: HIGH, LOW, Times Adv't'd. Lists various shuffle games like Ace Bowler, Advance Bowler, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various machines like Criss-Cross Target, Crown Bowler, Diamond, etc.

VENDING MACHINES

Table with columns: HIGH, LOW, Times Adv't'd. Lists various vending machines like Acorn 5c or 1c, Advance D 1c B/G, etc.

(Continued on page 88)

8th NAMA Convention-Exhibit Hosts 5,500 in Record Week

By BOB DIETMEIER

CHICAGO, Nov. 12.—The automatic merchandising world, centered in Chicago for the eighth convention and exhibit of the National Automatic Merchandising Association, November 6 thru 9, witnessed its biggest week.

While official attendance figures are not yet available, it is estimated that approximately 5,500 persons attended the convention including an estimated 1,000 to 1,200 operating firms.

A record 138 vending machine manufacturers, product suppliers and vending parts equipment firms exhibited.

Business Sessions

Both the agenda and the meeting rooms of the three workshop sessions and the five Brass Tack Idea-Exchange clinics were packed. Reports of the discussion at these meetings are contained in separate sections elsewhere in this section.

Seconds after the grand opening of the exhibits Sunday (6) after-

noon, exhibit halls were jammed. There was no let-up until exhibits closed Wednesday (9) afternoon.

Automatic Feeding

Automatic feeding was the dominant topic of discussion at the convention, both in the business sessions and on and off the exhibit floor, indicating that the majority of operating firms, large and small, are moving more and more into full-line vending.

Featured speakers drove home to operators the responsibilities of management, in employee relations,

and providing the primary product offered by vending service. (See separate stories.)

Both location management and operating management stressed the need for service to come first, commissions second (see separate stories). In order to provide the kind of service essential to in-plant feeding, it was generally agreed that the day when commissions would have to be either drastically reduced or eliminated entirely in most instances is rapidly approach-

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 thru vending machines?

Several suggestions were presented, but no concrete answer was reached at the panel discussion on "Candy, Cookies, Nuts and Gum" held Monday (7) at the National Automatic Merchandising Association convention at the Conrad Hilton Hotel here.

The question was posed by Vernon Fox, Chicago, head of his own firm, and chairman of the panel comprised of Joe M. Jahoda, Canteen Service Company, Decatur, Ill.; Joseph Kaden, Kandy Kit Company, Inc., Chicago, and Al F. Schmitt, System Venders, Oklahoma City.

Classifies Vending

Classifying vending machine operation as the greatest chain store in America today, Fox directed his question not only to the panel, but to about 100 operators attending the discussion.

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

There was no immediate response, but several suggestions were made that candy firms should include a line in consumer advertising programs stating candies

were available to the public instantly thru vending machines.

It was the consensus that sales could be increased if all operators stressed cleanliness, regular service, and maintenance of the venter itself.

Stresses Eye-Appeal

Special emphasis, it was concluded, should be placed on the appearance of venders, which should be repainted regularly in eye-appealing tones to attract customers.

(Continued on page 79)

SET '56 NAMA MEET FOR CHI OCTOBER 7-10

CHICAGO, Nov. 12.—The 1956 convention and exhibit of National Automatic Merchandising Association will be held at Navy Pier, Chicago, October 7-10. The official convention hotel will be the Morrison, according to C. S. Darling, executive director.

Announcement of the 1956 convention site and dates was made during the association's 1955 convention.

Full Line of Bert Mills Bars Bowed in Chi

CHICAGO, Nov. 12.—Three new models were presented to operators by Bert Mills Corporation this week—the Coffee combination, the Milk, the Beverage and the Chocolate Bar venders.

The Combination Coffee Bar, priced at \$579.50, vends coffee, tea and hot chocolate using dry ingredients. It has 1,000-cup capacity (700 hot cup capacity). An entirely new front cabinet treatment gives more modern appearance, provides new colors as standard: green or

(Continued on page 89)

Four Hot-Cold Food Venders Set by Vendo

CHICAGO, Nov. 12.—The Vendo Company showed production models of its new line of hot and cold food venders this week. The line includes hot soup, hot "main dish" venders, cold sandwich and cold salad venders in four models. All are three-selection units.

The machines employ the basic vending action—delivery components and elevator-type chain driven product columns—of Vendo's bottle machines. Here are the base prices, first delivery dates on each of the units:

Hot Foods Vender, handles 210 half-pint or one-third-quart plastic lined cartons (Sealking) for stews, chili, beans, spaghetti, macaroni, etc., also one-serve (six-ounce) cans of similar foods; list price starts at \$623, delivery January 15.

Hot Soup Vender, handles 210 eight-ounce cans of any brand;

(Continued on page 78)

Exhibit Debuts Record Vender At NAMA Meet

CHICAGO, Nov. 12.—An all-new, coin-operated record vender, Vend-A-Record, was presented for the first time by Exhibit Supply Company of Chicago at the NAMA.

The only one of its kind exhibited at the convention, the vender holds 200 45 r.p.m. 7-inch records, and is equipped with a 25-cent coin changer. It is priced to sell at \$175 f.o.b. factory, according to Frank J. Mencuri, vice-president.

Vend-A-Record can also be made in larger sizes to handle 10 or 12-inch disks, and an ABT coin changer permits a price range from 25-cents to \$1, Mencuri said.

The machine is 36 inches high, 16 inches wide, and 16½ inches deep. It has a wood cabinet finished with marble-like paint.

Exhibit also presented its new

(Continued on page 81)

National Bows 13-Col. Manual, Console Units

CHICAGO, Nov. 12.—National Vendors, Inc., St. Louis, took the wraps off three new cigarette venders—two electric consoles and a 13-column manual—at the NAMA convention here.

However, Tom Hungerford, National sales executive, disclosed that only two of the models, the 13-column electrical and the 13-column manual, will go into production. He explained that, guided by operator reaction at the show, National made the decision to concentrate on the two 13-column models.

The console vends regular, king-size and one column of box-type cigarettes at three prices, accepting any combination of nickels, dimes or quarters.

The an electric motor activates the delivery cycle upon insertion of the coins, the console has mechanical selection and delivery. The unit utilizes a catapult action after a pack is vended—the bottom pack of the column being catapulted into vending position at the top of the column.

Dimensions are 38 inches wide, 16 inches deep and 44 inches high. Cabinet is black, with a gold aluminum grill and gold trim. Coin mechanism is electric.

The unit will return money without delivery if the customer feeds more money than is necessary for

the pack he selects. Price has not yet been announced. Production is slated to get under way in the spring of 1956.

The manual model has a capacity of 447 packs, regular, king-

(Continued on page 81)

and are lacking in sales appeal, he said.

Modern cup dispensers have increased the average cents-per-person volume from a normal 1.4 cents to as high as 2.6 cents, and in a number of cases to 3 cents, he pointed out.

The gains in sales he disclosed were shown in reports Apco received from concessionaires and theater owners—both independent and chains—thruout the nation.

"Modern machines not only have

(Continued on page 81)

Cup Units Built to Fit Theater Needs, IPA Told

CHICAGO, Nov. 12.—Theater requirements today are important factors in the development of cup drink vending machines.

"Many machines are tailor-made for theater needs," Mel Rapp, executive vice-president of Apco, Inc., New York City, informed theater concessionaires at the International Popcorn Association convention at the Morrison Hotel here this week.

"Dual cup models with more selectivity that can quickly serve two patrons at once have been developed to meet demands at peak periods in theaters," Rapp said, "increasing sales volume from 20 to as high as 75 per cent over old-type equipment."

Modern venders, he explained, serve carbonated drinks at 3½ volumes of carbonation, which is approved by major sirup firms and at proper temperatures.

No Sales Appeal

Old-type equipment, which many theater owners and concessionaires are still using, offer only a limited selection, do not serve drinks at the proper carbonation or temperature

and are lacking in sales appeal, he said.

Modern cup dispensers have increased the average cents-per-person volume from a normal 1.4 cents to as high as 2.6 cents, and in a number of cases to 3 cents, he pointed out.

The gains in sales he disclosed were shown in reports Apco received from concessionaires and theater owners—both independent and chains—thruout the nation.

"Modern machines not only have

(Continued on page 81)

4 New 12-Col. Lehigs Feature Modern Decor

CHICAGO, Nov. 12.—Four versions of the new 12-column cigarette vender of Lehigh Foundries, Easton, Pa., were exhibited at the NAMA show. The unit, to list for about \$240, has a capacity of 437 packs and 400 match books.

Mechanically operated, the new

CHICAGO, Nov. 12.—Automatic merchandising "still has a long, long way to go before it attains its rightful position in our American economy," I. H. Houston, president of Rowe-Spacarb, Inc., told delegates to the annual meeting of NAMA in Chicago this week.

Houston, retiring as president of the association after two terms, said that vending has "grown thru developing those borderline markets where our type of feeding was the only practical way of reaching the consumer. Now in certain fringe areas we are able to compete effectively with older and more established methods of distribution."

But, Houston cautioned, "By moving too fast, with too little

(Continued on page 88)

Lehigh vends at three prices, accepting any combination of nickels, dimes or a quarter. Dimensions are 31½ inches wide, 12½ inches deep and 54 inches high. Only non-mechanical feature is the coin accumulator, which is electrical.

New features include a straight out pull in making selections and direct vertical servicing for fresh packs. Production is planned for January 1.

Scotch Mist

New models are the Scotch Mist for cocktail lounge-type locations, the Smoker for industrials and general locations; the Maitre de for restaurants and the Traveler for transportation depots.

While the four models are the same mechanically, the illuminated display area varies. The Smoker has a maroon cabinet with a buff display background on which is a futuristic 3-D design of two glowing cigarettes and a matchbox.

The Scotch Mist has a gray cabinet and a blue display background on which is featured an impression of a man and woman smoking cigarettes.

The Maitre de has a green cabinet and a gray display background on which is featured a modernistic cup, plate and menu. The Traveler, with gray cabinet and red panel, shows two cigarettes glowing, a map of the United States, and the points of the compass.

Op Key to In-Plant Feeding Success: Cut Commissions

CHICAGO, Nov. 12.—A Brass Tack session on automatic feeding drew a heavy evening attendance of operators, caterers and caterer-operators at the NAMA convention. While sandwiches occupied most of the discussion, hot foods, operating costs and factors and location commissions were covered at length.

Panelists and spokesmen from the floor agreed that while cold sandwiches are being vended from 15 to 35 cents, the most common price is still a quarter. "While we may have a slimmer margin on the more expensive meat sandwiches, higher margin on the less costly types average out so that we vend all at 25 cents," several operators stated. Average cost to operator

is 14 to 18 cents per sandwich; average amount of meat per sandwich, 1 to 2 ounces.

A caterer pointed out that because his sandwich vending was not profitable, he did not pay commission on this phase of his operation. Another caterer-operator told the panel that when he converted one of his cafeteria installations to vending he did not institute a commission plan. "The plant saved a subsidy payment on the cafeteria, continued to obtain food service for its employees thru venders which did not cost him anything."

It was found that between 7-10 per cent throw-out (unsold sandwiches) was the rule for a good

(Continued on page 78)

CHICAGO, Nov. 12.—"Enthusiasm with caution" keyed operator thinking toward full-line automatic feeding during NAMA's Tuesday (8) morning business session. While agreeing with the idea that food vending is now on the threshold of its greatest rate of expansion, operators revealed a recognition of the problems involved.

The problems as outlined by operators in or about to go into food vending: Cost-profit variables; product quality, suitability; obsolescence of equipment; necessity of operator-owned kitchens, commissaries; ownership of or payment for special lighting, panels, tables, chairs, trays, water and electric lines.

(Continued on page 78)

Elect Pierson NAMA President Fishman 1st V.P.

CHICAGO, Nov. 12.—John T. Pierson, president of the Vendo Company, Kansas City, was elected president of National Automatic Merchandising Association during that group's annual convention.

Pierson succeeds I. H. Houston, president of Rowe-Sparcarb, who held the post for the past two years.

William Fishman, vice-president of Automatic Merchandising Company, Chicago and Detroit, was elected first vice-president of the association; Thomas Donahue, National Vendors, Inc., St. Louis, was elected second vice-president, and Herb Geiger, Geiger Automatic Sales, Milwaukee, treasurer.

Five new directors were unanimously elected to serve three-year terms: E. Robert Anderson, Rochester; Coca-Cola Bottling Corporation, Rochester, N. Y.; Henry R. Davidson, Davidson Bros., Los Angeles; Paul Ghinelli, Capital Vending, Inc., Lansing, Mich.; Norval B. Rader, Automatic Canteen Company of America, Chicago, and Melville B. Rapp, Apco, Inc., New York.

Clark Bows Tab Gum at NAMA

CHICAGO, Nov. 12.—Clark Bros.' Chewing Gum Company, Pittsburgh, introduced its three gums—Teaberry, Spearmint and Tendermint—in tab size at the NAMA convention here this week. Spearmint is an entirely new product, and has replaced the Freshmint flavor, which has been discontinued, Ken F. Fox, general sales manager, announced.

The new gum is packaged in a white pack with the name of Clark in large letters across the top, and Spearmint in smaller print beneath it. The Teaberry package also has been redesigned with emphasis on large identifying letters.

The 100-count tab gum is priced at 39 cents, freight prepaid in quantity shipments, the company announced.

Service Sparks Milk, Ice Cream Op Meet

CHICAGO, Nov. 12.—Dramatic evidence of heightened operator interest in milk and ice cream vending was provided at the Brass Tack Idea Exchange clinic on those two products at the NAMA convention at the Conrad Hilton Tuesday (8).

The business session, led by a four-man operator panel, lasted two hours and bristled with lively discussion on the problems of milk and ice cream vending.

Discussion, centered on questions raised by members of the approximately 75 persons attending, touched on ways and means of boosting sales, the federal government's school milk program, commissions, the question of operating milk and ice cream machines as part of a full-line route, and dairy-operator relations.

There was general agreement among those attending that:

1. Price is the determining factor in a dairy delivering milk to vendors for an operator; that the operator himself must decide whether it's best for him to have the milk delivered or whether to deliver it himself, depending on the price differential on milk sold by the dairy.
2. Commissions on milk should not be above 5 per cent; on ice cream a maximum of 10 per cent in order to maintain proper service and a satisfactory net.
3. The federal government's subsidized school milk program provides a good opportunity to increase vended milk sales.

'55 SCHEUER, MILL AWARDS ANNOUNCED

CHICAGO, Nov. 12.—Two NAMA awards—one made for the first time this year—were presented at the Tuesday (8) morning business session.

The Bernard W. Scheuer Memorial Award, for the NAMA region obtaining the greatest percentage increase in membership during the year, was presented to John Mahoney, chairman of Region IV. Membership increase was 43.2 per cent, or 35 new members to the former 85.

The John S. Mill Award, made for the first time, was given jointly to Bill Fishman, Automatic Merchandising Corporation, and Herb Geiger, Geiger Automatic Sales, for their work in the 1955 Regional meeting program. The award is made to the person or persons who accomplished the most during the year for the betterment of the vending industry.

Runners up for the Mill citation were Davre Davidson, Aaron Goldman, Ike Houston, Arch Riddell and Tom Hungerford.

Mgmt. Tells Ops: Service First, Commissions Second

By FRED AMANN

CHICAGO, Nov. 12.—A panel of six management officials told operators their views on vending during a special "Impact" session at the NAMA convention Wednesday (9) morning. Operators learned:

Management is not interested primarily in commissions—first consideration is service.

But commissions will not voluntarily be waived—they aid employee or student funds, help pay for subsidization of cafeterias, etc.

One operator should be responsible for all equipment and service. Management is not eager to purchase or subsidize vending equipment.

Here is how the six members of the management panel felt about automatic selling on their premises, what they answered to direct questions on commission, product variety and their primary vending matters:

Chief Factors

Walter Swoboda, industrial relations director of Foote Bros. Gear & Machine Corporation, Chicago, stated that continuous oper-

ation of machines, quality of product and proper pricing on products are far more important than what rate of commission is paid. "We certainly do not want to change operators for the sake of commission," he declared.

Swoboda listed these "wants" by his firm: All machines handled by one operator; knowledge by the operator of what products sell best in what plant area; proper rotation of items for variety. "We do not intend to own vending machines or to finance machines for operators," he said.

What factors do Foote Brothers look for in choosing an operator for their plant? "Product quality, constant availability—minimum service interruptions thru machine breakdowns—good reputation in the community. We also check location references to determine how the operator gets along with other managements—we do this in person, not by phone or letter."

Royal Cherry, factory employment manager for the Oldsmobile division, General Motors, Lansing, Mich., re-emphasized the point: Compared with proper service,

commissions are unimportant. He said his plant's cafeteria was not subsidized because it received the commission from venter sales to help finance its operation.

Vender Design

Cherry had some definite opinions on vender design, placement, product packaging. He said that venders used on industrial locations should be "constructed more substantially"; the new idea of hot food (Continued on page 86)

NVA Condemns Illegal Use of Bulk Venders

CHICAGO, Nov. 12.—A resolution condemning the use of vending equipment of any kind used for gambling purposes was adopted by the board of directors of the National Vendors' Association at a meeting November 5.

Singled out in the board's action was a coin-operated device similar to a bulk vender that dispenses small plastic balls from the globe containing a piece of paper bearing slot machine symbols.

The directors labeled it as a regular slot machine camouflaged thru the use of a vending device, declaring: "There is no relationship whatsoever between the kind of work our Association is doing and the kind of vending machines operated by members, and an outright slot machine or gambling device."

Northwestern's Sweet 16 \$475

CHICAGO, Nov. 12.—Sweet 16, a 16-selection candy vender—500 to 600 units—introduced by Northwestern Corporation of Morris, Ill., at the NAMA convention here this week, has been priced at \$475.

According to the company, the Sweet 16 was designed with emphasis upon large capacity, rapid service, modern display of products, flexibility in both products and selling prices, and mechanical strength and ease of maintenance.

It is 68 inches high, 31 inches wide, and 25 inches deep. It weighs 350 pounds.

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

Selling Vender to Location is Last Resort Tho; Mostly Marginal Stops Involved

CHICAGO, Nov. 12.—Legitimate cigarette operators can get the drop on direct sale promoters if they play at the same game. This was the consensus of operators at the NAMA tobacco brass tacks session at the Conrad Hilton Hotel Tuesday night (8).

In a session presided over by Nate Weil, Self-Service Sales Corporation, Hartford, Conn., most of the operators agreed that when a location was propositioned on a direct sale, both the location and the operator would be better off if the operator would offer the location a

good piece of equipment at a fair price.

Several operators, when faced with direct sale competition, have forestalled the promoters by selling the location the equipment, offering regular service at a nominal charge and offering to buy back the vender when the location has had enough of the operating problem.

Location Letters

A West Coast operator, when he learned that a promoter had set up shop in the area, sent a letter to all locations in the area. The letter said that if they were really serious about buying their own equipment, see him before they bought for a better deal.

When the operator does talk to the location, he generally tries to discourage purchase of equipment by pointing to service pitfalls, local taxes which the promoter may have neglected to mention and actual profits.

If the location still insists, the operator will offer to sell the same machine which the promoter is plugging at a much lower price.

Marginal Stops

One operator pointed out that while direct sales are a problem, they don't really hit top locations. He explained that most of the purchasers operate filling stations and other marginal locations.

'56 NVA MEET SET FOR MAY

CHICAGO, Nov. 12.—The 1956 National Vendors Association convention will be a four-day event to be held on a Thursday, Friday, Saturday and Sunday as early as possible in May, the board of directors announced at a meeting here November 5.

No dates or site were selected, but it is the board's aim to hold the conclave either the first or second weekend of the month, providing it does not conflict with other conventions.

Opening the meeting will be a cocktail party followed by a buffet dinner and dance, Milton T. Raynor, general counsel, announced. Convention committees are to be appointed after the dates and site have been decided upon.

Another operator said that when direct sales become a problem, it is often a result of an operator not keeping his own house in order, with the most eager buyers the locations which have been getting the worst service.

Ad Subsidies

The operators were pretty much agreed that advertising subsidies from the cigarette company made it easier to give the public the brands it wanted, although they pointed out that the sums should go for the placement of advertising material on the machines, not merely for stocking a given brand.

The increasing number of brands was a source of concern for some operators, but Arch Riddell, Los Angeles representative of the Harrough Corporation, said that the number of brands might decrease. He pointed out that during the 1930's there were far fewer brands (Continued on page 89)

Small Op Session Accents Full-Line

CHICAGO, Nov. 12.—That full-line vending commanded a lion's share of the discussion at the NAMA convention here this week was clearly demonstrated at the opening workshop session Monday (7) morning themed "Problems of Owner-Serviced Operations." The meet, held in the Grand Ballroom of the Conrad Hilton, was attended by well over 1,500 convention-goers.

Since this panel meeting was especially slanted at operators who personally service and supervise their own routes, the fact that discussion was to a large degree centered around full-line vending emphasized a major current development: that smaller operators traditionally concerned with only several types of machines are becoming increasingly interested in offering a complete line.

Costs, contracts, allocation of time, route planning and profits versus volume were topics touched on in connection with full-line vending by the panel from questions raised from the floor. On the panel, moderated by John W. Mock, Chicago management con-

sultant, were Robert Miller, Miller & Clark, Inc., Richmond, Ind.; Victor B. Neiswanger, Elgin, Ill.; Adam Young, Heard-Young Company, Nashua, N. H.; S. A. Fouracre, S. A. Fouracre Company, Mass., and Mrs. Margaret Ware, Ware Vending Company, Elyria, O.

In discussing the expansion move to a full-line, Miller pointed out that the single most important factor to be considered was that service costs go up as the line is extended and that commissions must therefore be reduced to maintain a satisfactory net. Declared Miller: "We stress to plant managers that we are selling a service (with a full-line) to the plant which is obviously not designed to make the plant money." The plant itself is in business to make money and what the vending operator offers is a valuable service for employees, not a money-making scheme, he said.

Mrs. Ware, a diversified operator in plants, explained that her firm sub-contracts candy and cigarettes for two primary reasons: Because there was not the potential in her immediate area for the latter (Continued on page 81)

(Continued on page 87)

(Continued on page 81)

G. Washington Set for V-300

CHICAGO, Nov. 12.—The G. Washington Division of American Home Foods, Inc., is now ready with the V-300 high bulk soluble coffee for vending operators. The V-300 was shown at the NAMA convention.

Lou Powell, in charge of the G. Washington vending division, said the de luxe vending coffee—for class locations—will be ready early in 1956.

THERE ARE BIG PROFITS IN

GUM

GET YOUR SHARE WITH
Northwestern

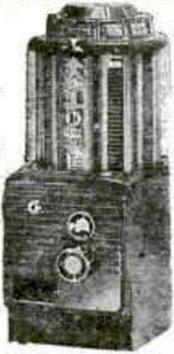


PACKAGE GUM VENDER

This amazing vender is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

TAB

You'll hit the jackpot with this selective tab vender. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.



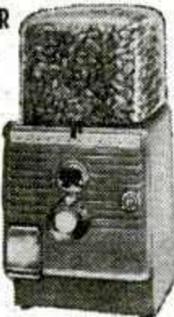
BALL

More profits with ball gum through the famous Northwestern JET. Vends ball gum, ball gum and charms or capsules—1¢, 5¢ or 10¢ play. Available in chrome for outstanding flash.

Also NORTHWESTERN

49 NUT VENDER

Interchangeable SANI-CARRY globe for faster servicing. Displays merchandise to best advantage. Also available in Hot Nut.



WIRE, WRITE or PHONE TODAY for Complete Details

THE NORTHWESTERN CORPORATION
848 East Armstrong Morris, Illinois

NAMA Session on Feeding

Continued from page 76

sandwich operation. If there is no throw-out, machines are not supplying the market—are not stocked to service full demand of night shifts.

One operator-caterer declared that he received a subsidy from plant management to cover cost of using a night serviceman stationed on the premises. The serviceman kept equipment stocked and functioning to equal day shift availability and selectivity in foods.

Cold sandwiches, in operators' opinion, should not be retained in a machine over 24 hours.

Giving free advertising to his sandwich supplier not only assured one operator of consistent quality but also a break in product cost. All sandwiches supplied by a local restaurant—carefully selected for its reputation for serving good food—carry the name of the restaurant on the wrapper. "This not only helps publicize the restaurant but means I will be certain of getting a good product consistently," the operator pointed out.

Basic Service

The minimum basic elements making up a food vending service should include soups, coffee, milk, pastries and ice cream. Cold drinks could be added. That was the opinion of operators with in-plant feeding experience.

Supplementary equipment—to take the load off consolidated panel or battery stations—could be located at convenient near-by spots. This

might include a soft drink machine in summer, additional coffee units in winter.

"The idea behind such placement is to speed up product availability. A full-line front because of compact placement cannot give maximum volume in the highest-demand items in the shortest period of time," it was thought.

One factor brought out by operators: Waste receptacles should not be included in panel fronts. Customers do not usually eat the items in front of the panel but take them elsewhere for consumption. Receptacles therefore should be placed near tables or a designated eating area.

Carrying the idea further, several operators suggested use of separate machines—no: grouped in close battery formation—to better relieve congestion during peak hours.

Commissions came in for important mention, consideration. Consensus: The full-line operator is providing a service and paying for it while the caterer is providing a service and getting paid for it.

The conclusion: Automatic feeding installations should 1.) not operate on a commission basis; 2.) if they do, it should be minimum payments to cover plant utilities used; 3.) in some instances a subsidy arrangement should be worked out to cover extra cost of night servicing, higher product costs, machine maintenance.

Ops Mull In-Plant Feeding

Continued from page 76

Perishability of food items will mean new, more expensive stock control systems in day to day operation. The vending firm will have to become familiar to restaurant procedure, study consumer purchase of a wider range of hot and cold items to obtain the best volume in different locations—and in different spots within a location.

Feeding Costs

Along with provision of customary cafeteria floor equipment—the seating, napkin, tray equipment—an necessary space—there is the question of upkeep, cleaning cost. Together, these items constitute an important cost and have a vital bearing on 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 attraction. Some operators felt subsidization should be requested; they pointed out this would be much less for vending than a cafeteria system (see story on what location management thinks in this section).

Because of the greater cost of making, maintaining full food vending installations, operators stressed these two problems: Minimum plant population for such feeding and how supplementary vending stations should be used.

250-300 Minimum

Aside from plant population, other factors in food vending would be location of the plant (are there nearby outside restaurants), length of lunch hour, type of work done and proportion of men-women workers. However, as a general rule it was thought that a minimum employee force of 250-300 people was necessary. It was found that per capita expenditures for food varied from a bottom of 50-cents per week to a top of \$2 per week. The happy medium is somewhere in between, operators were told by several caterer-vender operators.

By supplementary vending stations, operators meant placement of candy, cigarette, hot-cold beverage machines in parts of the plant distant from vender batteries. How many, what type, and how necessary are such "fringe" installations in a full-food vending installation, operators asked. Would their revenue warrant the extra cost?

New Equipment

A big question was that of machine obsolescence. Would the new hot food units now coming on the market be adequate, in capacity, selectivity and appearance a year or two from now? "Should we wait for further development or be first with the new models?"

The need for operator-owned commissaries is not clear cut. Depending on whether there are nearby restaurants, outside caterers, the operator may find a source of supply and preparation outside. If a quality product cannot be obtained in this manner, he must set up his own facilities.

Here are some of the main questions and conclusions covered during the panel and question and answer session: Because vender feeding is at least as hazardous—possibly more so—than restaurant operation, commissions should be

kept low. Sometimes a subsidy can be arranged with the location.

If the operator will provide payment to cover utilities used—water and electricity—this will many times suffice instead of a commission arrangement.

A big factor in any percentage arrangement made with a location should be predicated on this fact: Automatic feeding invariably requires five times as much overhead as regular route operation.

Operators agreed: Few if any industrial plants make money on a cafeteria feeding system. Therefore, automatic feeding—which entails heavy equipment investment by the operator (a factor not experienced by the caterer)—should not be used as means of making a big profit for the plant. "Industry is geared to make a profit on the products it manufactures—not on the feeding of its employees," was the conclusion.

Brewmaster Vends Hot or Iced Drinks

CHICAGO, Nov. 12.—The Coffee-Mat Corporation, Elizabeth, N. J., unveiled the Brewmaster 500, capable of vending hot and cold beverages, at the NAMA convention.

The new Brewmaster resembles the unit currently in production in that it dispenses four varieties of coffee, soup or tea, and chocolates—all hot.

However, each of these beverages may also be vended cold, thus doubling the selectivity. Price is \$1,175, and deliveries are promised early in 1956. Cup ingredient capacity is 950, with a cup capacity of 750.

Coffee-Mat also announced that the new 600-drink capacity Brew-Maid can also be converted to a hot and cold unit. The Brew-Maid lists for \$750 with four selections of coffee and hot chocolate. A soup tank is optional at extra cost.

Dimensions are 26 inches wide, 23 inches deep and 66 inches high. February delivery is promised.

Ball Gum Bows Unit at NAMA

CHICAGO, Nov. 12.—A dual-selection bulk vender, featuring two compartments and coin chutes plus a dial indicator disclosing what the next purchase will be, was presented at the NAMA convention here this week by Ball Gum, Inc., of Chicago. It operates at a penny.

According to Sterling B. Douglas, president of the company, the Dual Vender is being offered at \$22.50 each in lots of fours, and at \$17.50 each in lots of 25 or more.

The company also presented a "look-see" attachment conversion unit, adaptable to other bulk venders. It was described as a brush holder that shows the next item to be dispensed, and is priced at \$2.

Hot-Cold Venders

Continued from page 76

price starts at \$623, delivery January 15. (Heating units maintain 165-degree temperature.)

Chilled food venders—Salad Vender and Sandwich Vender—also have 210 half-pint or one-third-quart cartons for salads (Pure-Pak or Sealking) or 237 sandwich capacity (boxed). Price starts at \$623, delivery December 15. Refrigeration unit maintains 35-40 degree temperature.

Pricing Range

All prices are without coin mechanisms. Pricing range from 15, 20, 25 cents (with nickels, dimes, quarters) to 1 cent to \$1.35. Cartons and cans may be used in combination, or all cans or cartons used.

Vendo also introduced an externally redesigned line of bottle venders featuring chrome trim and two-tone colors. Designed by Raymond Lowey, the cabinets have a white upper portion, lower two-thirds in red. Some models also include an embossed stainless steel panel for additional eye-appeal.

Vendo officials indicated that the firm's three-selection, 700-cup capacity pre-mix soft drink machine would be delivered by April, 1956. The unit will be available to franchised Coca-Cola bottlers only.

Cleveland Coin Machine Exchange, Inc.
Northwestern Corporation Distributors
2029 Prospect Ave., Cleveland, Ohio
Tel. 1-6715
Write for prices.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1¢ & 5¢ Comb.	\$12.00
N.W. 237 1¢ Porc.	7.25
N.W. 233 1¢ Porc. B.O.	6.50
Master 1¢ Bulk Porc.	6.50
Master 5¢ Bulk Porc.	6.50
Master 1¢ & 5¢ Bulk Porc.	6.95
Columbus 1¢ Bulk	6.50
Silver King 1¢ B.G. or Mde.	7.45
Silver King 5¢	15.00
Exhibit Post Card (Metal)	15.00
Advance #D 1¢ B.G.	6.45
Advance #11 Mde.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	77
Pistachio Nuts, Vendor's Mix	72
Pistachio Nuts, Sheik	65
Cashew Whole	59
Cashew Butts	55
Peanuts, Jumbo	45
Spanish	32
Mixed Nuts	35
Almonds, 480 ct., 5 lbs.	30
Tabby-Lets, 520 ct.	30
Rainbow Peanuts	32
Boston Baked Beans	32
Jelly Beans	28
Licorice Gems	28
Leaflets (similar to M & M), 550 ct.	20
Assorted Fruit Charms, 100 ct.	42
Rain Bio Ball Gum, 40 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound	28
100 ct.	30
Adams Gum, all flavors, 100 ct.	45
Wrigley's Gum, all flavors, 100 ct.	45
Beech-Nut, 100 ct.	45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	
Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.	
1/3 Deposit, Balance C.O.D.	
STAMP FOLDERS, Lowest Prices. Write	

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LQngacre 4-6467

WANTED

4 Franchised Territories Available

for Experienced Vending Machine Salesman. We are manufacturers and distributors of the famous "BLADE-O-MAT Razor Blade Vender . . . selling 5 top brands . . . GILLETTE BLUE BLADES • GILLETTE THIN BLADES • EVERSHPAR SCHICK INJECTOR • GEM 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 WIRE TODAY FOR AN APPOINTMENT.

Associated Merchandisers, Inc.

176 W. ADAMS ST., #1738

Chicago 3, Ill.

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear-out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for
 1 year at \$4. 2 years at \$6. 3 years at \$8.
(Foreign rate, one year, \$8) 939

Name
Address
City Zone State
Occupation



MONTHLY FEATURES

- Candy Gum & Nuts
- Beverages
- Tobacco
- New Products
- Trends
- Industry News
- Market Place
- Articles
- Editorials

AMERICAN CHEWING PRODUCTS

4th & Mt. Pleasant • Newark 4, N. J.

How to Boost Sales is Topic

Continued from page 76

As to advertising allowance, several operators reported some candy firms offered a 20-cent per machine fee for the posting of ad stickers on venders for periods of four weeks.

Richard A. Burleigh & Associates, an advertising firm in Evanston, Ill., made this offer in behalf of the Switzer Licorice bar, Mars and Whiz to Kandy Kit, Kaden reported. Other operators announced a few candy firms were making such offers direct.

Incentive plans, the panel agreed, are best for obtaining that extra effort of selling from servicemen. It keeps employees alert in seeking ways for increasing sales, and assures operators that venders will be kept well stocked.

5c vs. 10c Bars

Opinions were divided on the age-old question as to the best seller—the 5-cent or 10-cent bars.

Schmitt declared there will always be 5-cent candy bars as well as 1-cent items.

"They are the backbone of the industry," he asserted, "Five-cent candy sales on my routes are up 20 per cent over last year's, while 10-cent items are off about 3 per cent."

He maintained that until candy people make a dime bar twice the size of the 5-cent bar, nickel candy will remain a best seller.

Jahoda stated the only way to sell 10-cent bars is to get the customers to accept them, but that competition with the nickel bar is too much.

Several operators reported since switching to 10-cent items, their dollar volume has increased, but sales were slightly off. A Santa Cruz, Calif., vender reported he

switched to dime items in all his machines, and lost but two stops. Business, he reported, dollar-wise, has increased.

The panel concluded that (1) 10-cent candy bars cannot compete with 5-cent items; (2) the trend toward the higher priced candies depended entirely upon the action of candy firms as to what they would produce.

Nuts were skipped entirely by the panel, but Schmitt pointed out 1-cent gum machines attached to candy and cigarette venders were a plus dollar market.

"Everyone has pennies in their pockets today because of sales tax, and there are few things it can buy. However, gum is one product, and I have found gum machines complement the sales of candy," Schmitt declared.

Stoner Shows 3 New Mchs., More Coin Options

CHICAGO, Nov. 12. — The Model 92 five-column pastry vender drew major interest at the Stoner Manufacturing Corporation booth on the NAMA exhibit floor this week. Operator attention to the food-type unit—formerly available in a four-column model by Stoner—was additional evidence of trade interest in food vending at this year's show.

Model 92 lists for \$230, has 92 shelf capacity. The model 80—with 80 shelf capacity and four selections—is being continued in the line at \$205.

Stoner also introduced a new hot chocolate machine — Stoner Cafe 500-C—at \$450. Unit uses powder ingredients. The Stoner Cafe 500-D coffee machine remains basically the same but with new upper front panel with illuminated sign and color photo of a girl. Price is \$475.

The Stoner 180-bar capacity candy vender lists for \$220 as a straight eight-column bar unit. With seven columns for candy and four-selection nickel gum and mint unit, it lists for \$255, has 100-bar capacity.

The firm's cigarette machines can now be equipped to vend at three pricing options: 25-30 cents, 30-35 cents, 25 and 35 cents. A new optional coin mechanism permits combinations of two nickels or one dime, three nickels or a dime and one nickel. It is priced at \$9.50.

Bases on Stoner equipment have been lowered six inches, giving a lower silhouette to the line.

Lord Byron Bows 5c Pretzel Pack

CHICAGO, Nov. 2.—Lord Byron Corporation, New York, bowed its new 5-cent Pretzel Sticks this week at the NAMA convention here. According to Harry A. Shenkman, president, there are five sticks to the package. The sticks are in a heavy cellophane wrap, and are priced at \$2.40 per hundred delivered.

EXEC. CHARTS 5 GOLDEN RULES FOR OPERATORS

CHICAGO, Nov. 12.—Five golden rules to be followed by operating management in relations with their employees were outlined at the NAMA convention here this week.

Fen K. Doscher, vice-president in charge of sales of Lily-Tulip Cup Corporation, in a speech entitled "Mr. Manager—Heel or Hero?", told operators they could "build a bridge instead of a wall between themselves and their employees" by:

1. Exercising self-discipline.
2. Being decisive.
3. Giving credit where credit is due.
4. Taking it easy.
5. Maintaining enthusiasm.

Doscher explained that the wise manager always builds his men up, never tears them down; he is always ready to talk to anyone at anytime who wants to talk to him about a problem; he is ready to give a pat on the back for a job well done; he never berates his men or "blows his top"; and he maintains an enthusiasm which is not synthetic but comes from a deep-seated conviction that his product and his program for that product are right.

GE Exec. Tells Vending Helps Feed 4 Plants

CHICAGO, Nov. 12.—F. T. Clarke, consultant in Employee Services for the General Electric Company, told delegates to the annual NAMA convention that his company is using automatic feeding to an increasing degree to solve its feeding problems.

Clarke cited how vending machines have helped solve the feeding problem in four separate GE plants.

One of the principal points made in Clarke's speech was the necessity for providing a full-time attendant whenever a complete automatic feeding installation is involved.

Of the future of automatic merchandising, Clarke said, "I think it is very bright. I think it is as bright as the future of industry itself."

Austin Tests 'Go With' Pack

CHICAGO, Nov. 12. — Austin Packing Company, Inc., has keyed a new product experiment with the developing market for hot soups, stews and beverages thru venders. Shown for the first time for operator reaction this week in Chicago, the new package is called the "Go With" Cracker, is designed for use with hot products.

Ernest H. Fox, president, said the item is not being produced commercially and will not until it has been determined there is sufficient operator demand. If it is marketed, it will be in 100-count and be priced at approximately \$2.50.

The cracker is the type used with soups by most restaurants. Each nickel package will contain 10 crackers.

Kelvinator Shows Can-Bottle Vender

CHICAGO, Nov. 12.—The new Kelvinator can and bottle vender was exhibited at the Cantrell & Cochrane booth at the NAMA show here this week.

According to George Harald, C&C sales executive, 500 of the units are now in production. The three-selection vender takes either bottles or cans of varying sizes, with capacity depending on size.

Coffee Ingredient Unit Has Hot Water Meter

CHICAGO, Nov. 12. — Koffee Kup, Inc., Atlanta, bowed a new coffee ingredient vender at the NAMA show here. The unit vends packs of soluble coffee and cream, with a portion of sugar and a spoon.

The three-column vender has a capacity of 60 packs per column. After each package delivery—simultaneously with the cup delivery—a metering device throws off enough hot water for the patron to fill his cup. No water may be drawn until the delivery cycle is complete.

The pack is three inches by two inches by a half inch. The machine is six feet high, three feet wide and a foot deep. Cecil Huxford, Koffee Kup head, said he is negotiating for manufacturing facilities and expects the price to be around \$200, less \$50 or \$60 if the hot water heater is not ordered. The heater holds three gallons.

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

dustrials. Huxford said the three selections could be used for coffee with and without cream and sugar, or for tea, soup or hot chocolate.



15" HIGH
49" HIGH
24" HIGH
13" WIDE

Keeney Shows 3 New Venders

CHICAGO, Nov. 12. — J. H. Keeney & Company showed operators three new vending machines for the first time at the NAMA conclave here this week.

Introduced were a combination coffee hot chocolate vender, a cigarette machine and a cookie unit.

The coffee-chocolate machine lists for \$497 with coin changer; \$462.50 without. It has a 500-cup capacity with coffee offered in four choices. Powdered ingredients mixed in separate stainless steel mixing bowls are used with separate lines for each item.

Fully automatic, it has button selection for cream and sugar. It is 60 inches high, 22 inches wide and 21 inches deep.

The Super Deluxe cigarette unit, listing for \$289.50, has 11 double columns with the end magazine adjustable for box-type packs and operates at three prices, and has a capacity of 528 packs. It measures 54 inches high, 35 inches wide and 18 inches deep. It has electrical mechanism, built-in coin changer.

Three selections are offered in the cookie snack unit, which can accommodate selections up to 1 1/2 by 1 1/4 by 3/4 inches and has a capacity of 75 packages. It lists at \$52.50 and measures 36 inches high, 10 inches wide and 10 inches deep. Stack-type columns, accommodating a variety of items, offer a prominent display thru windows above each delivery magazine and can dispense products at 5 or 10 cents. It mounts on counter, rack or wall and is mechanically operated.

WEIGHT 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE

PENNY FORTUNE SCALE

NO SPRINGS

Invented and made only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago



Sensational item! These miniature plastic maracas work like

the real thing—have pellets that make them rattle in the South American way that's sweeping the country! Young and old will enjoy them. They're designed with loop for attaching key chain. Has many uses. **\$10.50 per M**

Two-tone plastic in many color combinations. For bulk and capsule vending.

ORDER TODAY—RATTLE AND ROLL WITH PRICE MARACAS!

paul a. PRICE co. inc.

55 Leonard St., N.Y. 13, N.Y. COrtlandt 7-5147-R

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10.
(Foreign rate, one year, \$20) 940

Name

Address

City..... Zone..... State.....

Occupation



CIGARETTE MACHINE CONVERSIONS

IMMEDIATE DELIVERY

on 25c and 30c Coin Mechanism Conversions for:
ROWE IMPERIALS, ROYALS, NATIONAL 930, 950, PRESIDENTS, CRUSADERS 750, 9A

Also Available:
● ROWE PRICE DIFFERENTIAL BARS ● NEW CIGARETTE MAGAZINES (Containers) for all Rowe and National Machines. Will vend King Size & Reg. in all Cols. TERMS ARRANGED—WRITE FOR INFORMATION.

ROWE CIGARETTE VENDORS

Imperial, 8 Cols., 240 Cap.	\$ 90.00
Crusader, 8 Cols., 340 Cap., Vends 25¢ & 30¢	150.00
Crusader, 10 Cols., 400 Cap., Vends 25¢ & 30¢	160.00
Diplomat, 8 Cols., 340 Cap., Vends at 25¢ & 30¢	160.00
President, 8 Cols., 340 Cap., Vends 25¢ & 30¢	135.00
Uneda Model E, 6 Cols., 180 Cap.	\$ 75.00
Uneda Model A, 8 Cols., 240 Cap.	90.00
Uneda Model 500, 9 Cols., 350 Cap.	100.00

CANDY MACHINES

DuGrenier Candyman, 74 Cap.	\$ 67.50
Stoner Candy Prewar, 160 Cap.	135.00
Rowe 5¢ Gum & Mint Vendor, 7 Cols., 175 Cap.	32.50
Rowe Candy Merchant, with changemaker, 7 Cols., 158 Cap.	165.00

All Equipment Unconditionally Guaranteed. Trade Prices, 1/3 deposit, balance C.O.D.

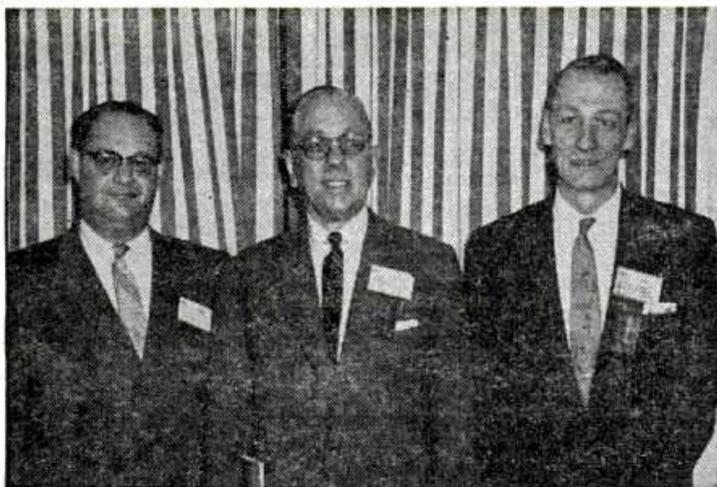
Uneda VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"

250 Meserole Street • Brooklyn 6, N.Y. • HEgeman 3-6295



ROWE IMPERIAL 6 Cols., 180 Cap. ONLY \$75.00



TOP NEWLY ELECTED OFFICERS of the National Automatic Merchandising Association, left to right: William S. Fishman, vice-president, Automatic Merchandising Company, Chicago and Detroit, NAMA first vice-president; John T. Pierson, president, the Vendo Company, Kansas City, Mo., NAMA president, and Herb A. Geiger, Geiger Automatic Sales Company, Milwaukee, NAMA treasurer.

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. Latest to join the ranks is the Colonial Provision Company, opened in the

Hub's recently relocated market district. Colonial makes packaged meats of all kinds and has one of the most modern meat plants in the nation.

The cafeteria is completely automatic and has been installed by Automatic Vending Corporation of Medford. Available are soups, sandwiches, hot chicken pies, ice cream, candy, pastry and soft drinks as well as coffee, tea, hot chocolate and milk.

Bert Rabinovitz, vice-president of Colonial, is sold on the automatic cafeteria. He has found that service is much faster than with the old-style cafeteria, where it was impossible to take care of the night workers. Night crews can now have the same hot meals as are available during the day. Previously, it was necessary for employees to travel some distance to get a hot meal, while most ate sandwiches, thus reducing efficiency.

No Long Lines

Another advantage, according to Rabinovitz, is the faster service made possible by the automatic set-up. Workers do not have to stand in long lines any more, since they can now alternate on the different machines, a move the official believes saves workers from the frayed nerves and frustration of the old system. But Rabinovitz is happiest over the fact that the headache of keeping restaurant help is over.

Many of the big plants in the area are either changing over to automatic cafeterias or are contemplating the move. Among the leaders in this are the New England Telephone & Telegraph Company, whose big Central exchange building is now completely automatic, Massachusetts General Hospital and the Boston YMCA.

Peter Paul Has 1c Caramels

CHICAGO, Nov. 12. — Peter Paul, Inc., Naugatuck, Conn., introduced for the first time its new 1-cent candy caramel line at the NAMA convention here this week.

The caramels—Walnettos, Cocnettos and Choloclettos—are 3/4 inch thick, 13/16 of an inch wide, and 1 1/8 inches long, and will fit most 1-cent tab gum and candy venders, Ed Dalton, assistant sales manager, stated.

The caramels are packed 100 to a box with 32 boxes to the case.

Stewart's Bows New Sandwich

CHICAGO, Nov. 12.—Stewart's, Inc., Memphis, introduced its new 5-cent "Butter Scotch" cream sandwich this week at the NAMA convention here.

Containing four sandwiches to the pack, "Butter Scotch" contains a cream filling between two cookies, Bill Holt, vend division sales manager, announced.

HUSH, HUSH

Apco Vender Designed for Atomic Sub

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

The unit in question is designed for one type stop—the submarine. The only one in existence has been installed aboard the Nautilus, the atomic-powered submarine.

It is currently being tested to determine the practicability of operation on all types of submarines. Outside diameter of the drink machine is less than 25 inches so it can be lowered thru the hatch. To set the machine in the crew's mess, an 18-inch section in one of the mess tables and benches had to be cut out.

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

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

CHICAGO, Nov. 12. — Rudd-Melikian, Inc., Hatboro, Pa., trotted out the new CR-6C hot drink vender at the NAMA show here this week.

The 450-cup capacity machine serves coffee and hot chocolate, with the chocolate convertible to hot soup.

The cabinet has a gold, coffee and cream motif, with a backlit front panel and a stainless steel canopy. The projected dial allows the purchaser to select from the four coffee varieties or chocolate.

Electric Counters

Coin changer is mounted on the body of the machine. An improved door locking device gives the serviceman access to all parts by opening the front door. Two electric counters furnish tallies of coffee and chocolate sales.

Dimensions are 69 3/4 inches high, 28 inches wide and 24 inches deep. Operation is on 115-volt, 60-cycle a.c. The refrigerator compartment is held at 36 degrees or lower.

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

Chunky Bows 10c Twin Bar

CHICAGO, Nov. 12.—The dime Chunky Twins candy bar was introduced by the Chunky Chocolate Corporation, Brooklyn, at the NAMA conclave here this week.

"It is a double portion of the 5-cent Chunky bar," Al Erlich, sales promotion manager, stated. The company also showed its new 25-cent cellophane bag of Chunky Cuties, miniatures of the larger bar.

Box Tootsie Rolls For 10c Vending

CHICAGO, Nov. 12.—Tootsie Rolls will shortly be packaged 11 to a box and will vend at 10 cents, the Sweets Company of America, Hoboken, N. J., revealed at the NAMA conclave here this week.

Production and shipment of the new candy package is scheduled to begin around the first of the year, Sam E. Rich, vice-president in charge of sales, announced.

12 Firms Show Milk Venders At NAMA Meet

CHICAGO, Nov. 12. — Twelve exhibitors showed milk vending machines at the NAMA convention this week, underlining growing operator interest in this young phase of automatic selling.

Shown were four indoor package models, two outdoor-only units, two indoor package venders adaptable for use outdoors, and four cup machines.

Shanner Equipment Company, Brookfield, Ill., debuted a new model of its outdoor milk machine which lists for \$2,750. The unit holds 250 gallons or 350 quarts. Measuring six feet wide, seven feet long and 16 feet high (including giant advertising carton), the new Milk-O-Man has a National coin mechanism which accepts pennies, nickels, dimes and quarters; lighting; one-third h.p. Tecumseh sealed refrigeration unit.

Jennings & Company, Chicago, showed its recently introduced carton machine which can be adapted for outdoor use with canopy. Listing at \$995, the two-selection machine holds 140 quarts, 70 on a side or 176 Canco pints; weighs 850 pounds and measures 34 inches deep, 44 wide and 67 high.

Daromatic, Inc., Los Angeles, showed its four-selection Model 505 for cans or cartons; the Rowe Corporation, New York, and the Vendo Company, St. Louis, showed their indoor-outdoor and indoor package machines, respectively.

Norris Dispensers, Inc., Minneapolis, unveiled its package vender for the first time. The three-selection machine, which holds 216 half-pint cartons (will also vend one-third quart cartons or either size in bottles), features pull-out loading compartments and lists for \$595. It measures 78 inches high, 30 inches wide and 25 inches deep.

Ideal Dispenser Company, Bloomington, Ill., showed its Model 300-M (bottles or cartons) listing at \$318 and its Model 300-C (beverage and milk) listing at \$359.70.

Food Engineering Corporation (Foodco), Manchester, N. H.; Mr. Robot, Inc., Chicago; Hord-Lynwood Company, St. Louis, and the Bert Mills Corporation, St. Charles, Ill. (see separate story) each showed cup milk venders.

Foodco showed two models, 7A, a dual-selection unit which holds 180 nine-ounce cups and lists for \$875; and the 7B, a dual-selection which holds 180 nine-ounce cups and two 20-quart dispenser cans in reserve, listing for \$950.

Mr. Robot, Inc., showed a single-selection machine which lists for \$795 and a dual-selection unit listing for \$825. Capacity on both is 424 seven-ounce cups or 320 nine-ounce cups using two standard 10-gallon cans; 212 or 160, respectively, with two five-gallon cans.

Hord-Lynwood's Vend-Master vends from two standard five-gallon cans, measures 71 inches high, 36 1/2 inches wide and 18 1/2 inches deep, has National coin mechanism. Individual servings can be adjusted from five to 10 ounces. Grand Rapids Textile Machinery Corporation, Grand Rapids, Mich., showed its new model outdoor milk vender.

D. L. Clark Has New 5-10c Bars

CHICAGO, Nov. 12.—Two new candy bars were presented for the first time by the D. L. Clark Company of Pittsburgh at the NAMA conclave in Chicago this week.

The bars, a 5-cent Clark Mint, and a king size, 10-cent bar, Double Coconut, are packaged in a laminated foil wrapper. The wrapper of the nickel item, mint covered with chocolate, is green and white, and the dime bar, coconut with a chocolate coating, uses a gold and white wrap.



VICTOR STANDARD TOPPER
Case of 4, \$50
4 Standard Toppers, plus 25 lbs. of Gum, plus 1,000 Charms... \$61.00

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.

Pioneer Vending Service
590 Albany Ave., Brooklyn 3, N. Y.

America's Best



VICTOR Standard TOPPER
1c BALL GUM VENDOR
\$12.50 Each

\$12.00 Each 100 or More
30 day money-back guarantee if not satisfied.

1/2 deposit on all orders
Write for lowest prices on filled capsules. Immediate delivery.

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1448

FOR TOPS IN PROFITS



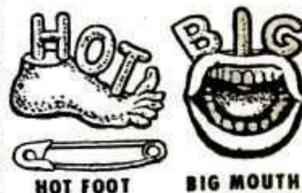
VICTOR Standard TOPPER
CASES OF 4 \$50.00

30-Day Money Back Guarantee if Not Satisfied

1/2 Deposit on All Orders
Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS

SIDMOR VENDING CO.
2137 Fifth Ave., Pittsburgh, Pa.
Tele.: Atlantic 1-2540

The TALK of the Trade GOLD VACUUM-PLATED TALKIE-PINS



This is something to TALK ABOUT. We'd like to SHOUT IT OUT LOUD for all to hear and know—this is the NEWEST and MOST AMUSING Series of TALKIE-PINS to Wear. Funny, Interesting, Clever.

FIFTY different TALKIE PINS, each engraved like a CHARM, only MORE SO. Each has a Safety Pin on the back so IT CAN BE WORN. Gold Vacuum Plated.

\$15.25 per 1,000 f.o.b. Jamaica, N. Y.
Or: At Your Distributor.

These are massive, bulky, deep-engraved, detailed, worded and wonderful ideas that TALK themselves into demand.

JUST WHAT YOUR MACHINES NEED FOR WINTER VENDING—Brilliance, Joy, Humor, Interest, DEMAND.

SAMUEL EPPY & CO., INC.
91-15 144th Place, Jamaica 35, L. I., N. Y.
World's FIRST and LARGEST CHARM MANUFACTURER

Great Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00 SPRINGS ARE PRECISION CALIBRATED. HEAVY SHEET METAL BASE. TIN SCOOP. DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE. Skilled hand-workmanship is employed in building this scale to assure reliability and accuracy. There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.

ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N. Y. Distributors, Write for Prices.

J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

\$18.50

NEW PENNY-NICKEL ATLAS MASTER BULK VENDORS

Write for full information to
EXCLUSIVE NAT'L SALES AGENT

Penny King Company
2538 Mission St. Pittsburgh 3, Pa.

World's Largest Selection of Miniature Charms

Send 35c for regular sample kit of charms

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

LANCASTER, Pa., Nov. 12.—Construction of a new, \$60,000, one-story, brick office and warehouse of Miller Brothers, a vending machine service firm, is to be started here soon. The firm's headquarters are in Hershey. It currently rents space here.

EMPTIES MACHINES FASTER!



LEAF Rain-Blo BALL GUM

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

R. R. WHITEHEAD
1075 Woodland Ave., S.E.
Atlanta, Georgia

EMPTIES MACHINES FASTER!



LEAF Rain-Blo BALL GUM

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

MASTER SALES & SERVICE
P. O. Box 6222
Dallas, Texas

CIGARETTE and CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

STONER 8-COLUMN CANDY, 160 capacity, prewar model	\$110.00
STONER 8-COLUMN CANDY, 160 capacity, postwar model	165.00
STONER 6-COLUMN CANDY, 102 capacity, postwar model	90.00
ROWE CANDY 8-COLUMN, 120 capacity	60.00
NATIONAL 7-18, 162 capacity	75.00
UNEEEDA 6-COLUMN CIGARETTE, King size	50.00
DUGRENIER V.D. CIGARETTE, King size	55.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30¢ conversions available at \$20.00 extra.

NATIONAL VENDING
306 Furman St. Brooklyn, N. Y.
Triangle 5-1857



VICTOR'S TOPPER

1/2 BALL GUM MACHINE, \$12.50 each. \$12.00 100 or more.

TIME PAYMENT TERMS

in lots of 8 or more. Payments as low as \$5 weekly. Write for details.

ROY TORR
LANSDOWNE, PA.

Christmas Tree ORNAMENT CHARMS

\$15.00 per thou.

- VACUUM PLATED
- 2 COLOR MIRROR FINISH
- KIDS WILL DECORATE TREE WITH THEM

LABELS AVAILABLE at your distributor or

Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL 6-3773

Webb Plans 10-Second Hot Sandwich Unit

CHICAGO, Nov. 12.—The Jack Webb Corporation announced at the NAMA show a new heating unit for its hot sandwich vender which will cut the vending cycle from 18 to 10 seconds on hot selections.

Deliveries of the new 10-second unit are planned by the firm to begin in July, 1956.

Also announced was the development of a new sandwich model equipped with two 18-second heating units, vending six selections of hot sandwiches. This model is scheduled for production "some-time next year."

The firm showed several models of its current vender which vends five sandwich selections, three hot and two cold. With a total capacity of 190 sandwiches, each selection has a capacity of 38.

The machine lists for \$1,310 f.o.b. Chicago. The high frequency heating unit used in the machine is guaranteed for one year or 1,000 heating hours. After the guarantee period, the unit is replaced or repaired for \$125 (parts and materials cost) at the factory up to a period of three years.

The machine uses a National coin mechanism capable of vending a different price of each selection from 10 to 75 cents and accepts nickels, dimes and quarters.

Sandwiches vended must be boxed. The machine measures 66 inches high, 28 inches deep and 33 1/2 inches wide and requires one 115-volt AC outlet

Welch Bows 3 Candy Drops

CHICAGO, Nov. 12. — Three new candy drops—Lemon, Wild Cherry and Horehound — were shown for the first time by the Welch Candy Company, Cambridge, Mass., at the NAMA conclave here this week.

The drops, box packaged, are to vend at 10 cents. The company also presented its 5-cent coconut bar in its new red wrapper. Previously it was packaged in a brown wrap.

Lerch Sales Hit 150 Cases Week

CHICAGO, Nov. 12. — Emil Lerch, Hatfield, Pa., manufacturer of soups for the vending industry, reported that current sales to operators are now 150 cases a week, with 600 portions to each case.

Lerch currently makes beef, chicken broth, onion chicken, celery and beef soups in 50-ounce cans. He was in town for the NAMA convention.

Record Vender

Continued from page 76

magazine vender, which can handle pocket-size books, and new, single-column machine for post cards and folders.

The magazine vender, equipped with a 25-cent coin chute, is priced at \$175 f.o.b. The post card machine can dispense cards at 1 or 2 cents, or 2 or 3 cards at 5, 10 or 25 cents, Mencuri said. It is priced at \$125 f.o.b.

All of the venders use a basic vacuumatic mechanism with a rubber bellows feed system that picks the item from the top of the stack and drops it down a discharge chute.

According to Mencuri, the mechanism can handle anything with a flat rigid, non-porous surface from paper sheets to magazines and boxes.

The magazine vender is 36 inches high. The width and depth vary according to the size of the item being vended. The card machine is 36 inches high, 11 inches wide and 16 1/4 inches deep. Both have a natural wood finish.

Operators Accent Full-Line

Continued from page 77

two products due to expansion by local operators, and that balancing volume against profit, she picks beverage and sandwich machines over the other two types. "Moreover," she said, "I don't like the idea of our men who are highly trained in servicing and repairing the more complex equipment to spend their time servicing simpler machines vending candy and cigarettes."

Asked how she plans route expansion, Mrs. Ware said she finds a particular type of location suited to the immediate needs of the firm's current growth and tries to sell them. She added that her firm hires an additional man just to handle several machines unable to be accommodated in existing routes "and then she tries to find enough new locations to provide a full route as soon as possible.

"We feel we are in a dangerous position when there are more stops than can be adequately taken care of by present personnel, even though there may be only a few temporarily not warranting an additional serviceman." Any emergency such as sickness or a man leaving their employ, she explained, would aggravate the service load and possibly impair service—the paramount consideration.

Fouracre pointed out that his only difficulty in expanding with full-line service was in obtaining

proper financing, but that he was moving in that direction as rapidly as possible.

Only one panel member—Neiswanger—reported that he was completely satisfied with his vending operation of cigarettes, candy, gum and nuts and that he had no present plans for expanding into full-line vending.

To the question—what are the advantages of owner-serviced operations over larger firms—the panel agreed that the primary advantage was the intimate, personal relationships the smaller operator could build up that are difficult to break. Miller said that close relationships could also be developed with the servicemen in a smaller operation which would help give better quality service.

The necessity of providing 24-hour service was underscored at the meet. Both Miller and Fouracre said they personally were on call at their homes at all hours; Neiswanger explained he and his partner rotate night calls weekly. Mrs. Ware said her firm had a full-time mechanic on call around the clock to make repairs.

Young said that he provides 24-hour service also, but that a key is left with a man in charge of the night shift in one plant where there had been a number of off-hours calls and that instructions for simple adjustments were given him which eliminated most of the calls there.

Allocation of time is an important ingredient in the makings of an efficient operation, the panel agreed. Fouracre said that half of his time was taken up with service calls and selling, the other half with office administrative work. Mrs. Ware explained she handles sales and finances, her husband maintenance. Neiswanger said his work was pretty evenly divided between office work in the morning, service calls later in the day, but that, of course, service calls took top priority. Miller said he divided his work with his partner; one concentrating on sales, the other on maintenance.

The general consensus of the panel on written contracts was that altho they could serve a useful purpose, a general review of progress with the location owner periodically, perhaps once a year, was a good supplement to maintaining a good relationship with the location.

Cup Units Built

Continued from page 76

eye appeal, but also have buy appeal," he asserted. "The eye appeal is achieved by beautifully illuminated plastic door embellishments which attract the patron to the machine.

"The buy appeal is accomplished by offering the customer almost any flavor drink he may want, carbonated or non-carbonated, and its merchandising display is designed to sell them."

Management of many large theaters, Rapp disclosed, was surprised to find grosses and cents-per-person averages increased as high as 20 to 30 per cent upon the installation of dual cup, multi-drink machines.

"For smaller theaters and balcony locations," Rapp continued, "the industry is offering new junior economy priced models, which have a slightly smaller capacity, but are the same in all other respects as the larger units."

Citing an example, Rapp said his firm recently installed new venders in a chain of 35 theaters in Brooklyn. No sooner were the new dual, multi-flavored dispensers installed than grosses jumped from 30 to 35 per cent.

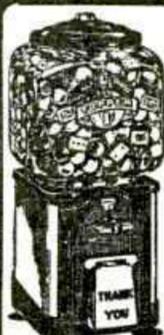
Coin-operated venders, he pointed out, make sales after concession stands have closed, and pull patronage from audiences leaving the theater—sales that otherwise might be lost.

National Bows

Continued from page 76

size and one column of box-type. It vends at three separate prices. Price will be announced, with production set for early 1956.

Exhibited, but not to go into production, was the 11-column console, with the same features as the 13-column version, but with a capacity of 590 packs.



VICTOR'S TOPPER

1/2 BALL GUM MACHINE, \$12.50 each. \$12.00 100 or more.

AMERICA'S FINEST BALL GUM VENDOR

30 day money back guarantee if not satisfied. No questions asked.

Write for FREE 32-p. g. catalog.

1/2 deposit on all orders.

PARKWAY MACHINE CORP.
718 Ensor St. Baltimore 2, Md.

NOTICE!

VENDING MACHINE OPERATORS

Get your orders in now before the prices rise.

Effective January 16, 1956, new prices on all Victor Vendors are as follows:

BABY GRAND
Less than 25 cases, \$53.00 per case of 4. 25 cases or more, \$51.00 per case of 4.

STANDARD TOPPER
Less than 25 cases, \$53.00 per case of 4. 25 cases or more, \$51.00 per case of 4.

TOPPER DELUXE
Globe Style or Topper Deluxe, Half-Cabinet Style. Less than 25 cases, \$60.00 per case of 4. 25 cases or more, \$57.00 per case of 4.

SUPER V
Less than 25 cases, \$74.00 per case of 4. 25 cases or more, \$70.00 per case of 4.

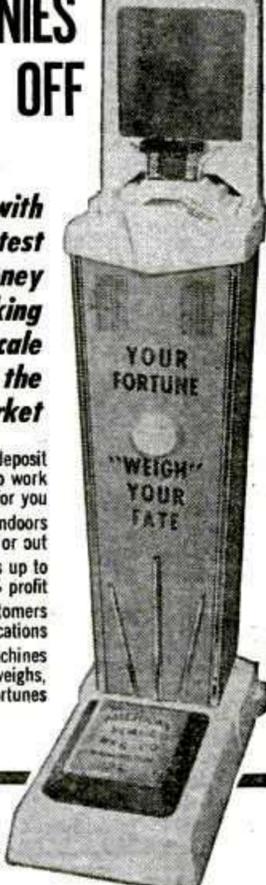
KING SIZE TOPPER DELUXE
Less than 25 cases, \$61.00 per case of 4. 25 cases or more, \$59.00 per case of 4.

All prices F.O.B. Chicago. Expand your routes now! See your nearest Victor distributor.

VICTOR VENDING CORP.
5711 W. Grand Ave. Chicago 39, Ill.

PENNIES PAY OFF

with greatest money making scale on the market



YOUR FORTUNE
WEIGH YOUR FATE

\$20 deposit puts it to work for you

Good indoors or out

Produces up to 200% profit

Wins Customers for Locations

Two machines in one—weighs, tells fortunes

RECONDITIONED VENDORS

All Machines Completely Checked and Ready for Location—Order With Complete Confidence.

BULK VENDORS

Silver King 1c or 5c	\$ 8.50
Victor V—Cab. type	9.50
Victor V—Globe type	8.50
Acorn 5¢ or 1¢	10.00
DuGrenier, 4 Col.	14.50
DuGrenier, 6 col.	17.50
Mills, 6 Col.	17.50

1/3 deposit, balance C.O.D.

AMERICAN SCALE MFG. CO.
Dept. B
3206 Grace St. N.W., Washington 7, D. C.

Send more details Send scale

\$20 deposit enclosed

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Precision-Built for PROTECTION & PROFITS!

ACORN

The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

- Vends GUM—all bulk merchandise.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

IMPROVED!

SILVER-STREAK

BRUSH HOUSING & BALL GUM WHEEL

MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

GIVE TO DAMON RUNYON CANCER FUND

'55 Arcade Net Gains Spotty; 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 operators in some sections of the nation increasing profits over last year, with operators in other areas beset with problems. Arcade operators in Chicago, Denver, Salt Lake City and Milwaukee reported up-swings in business thru the year, while operators surveyed in Los Angeles and in the New England area generally took a dim view of their situation.

The biggest boost in business this past year has come from the new type rifle games which hit the market early in 1954, and the greater number of participation-type machines (such as driver-tester units, bull-dozer games, airplane trainer units) now available to operators.

Taxes, Zoning

On the other hand, problems have cropped up in the forms of taxes, zoning restrictions, drops in grosses and generally higher overheads, seasonal limitations, storms and floods.

Arcade operators in the Chicago area reported increases in gross this year of up to 10 per cent. Grosses were better at Arcades in the outlying areas of the city than in the downtown section, with new equipment generally leading the way to better receipts.

Denver operators surveyed reported a healthy situation brought about by the greatly increased population in the area, a record number of summer tourists, and successful dime play operations which have helped to meet rising overhead.

New Units

Milwaukee's two full-time Arcades, both located in the downtown section of the city, report that business has been holding up very well. The outlook, barring unforeseen interference from legal

Judd Appoints New Distrib In Italy

TORINO, Italy, Nov. 12.—Comet, of Lazzaroni and Schreiber here, has been named exclusive distributor for Italy for the Judd Distributing Company, Chicago.

Judd is the world-wide sales agency for D. Gottlieb & Company, Chicago amusement game manufacturers.

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

Judd Weinberg heads the Gottlieb export agency.

Williams Names 2 New Distribs

CHICAGO, Nov. 12.—Williams Manufacturing Company appointed two new distributors this week to cover the States of Maryland, Delaware, Virginia, and Washington, D. C.

Double U Sales, 1101 Cathedral Street, Baltimore, will cover the States of Maryland and Delaware, and Washington, D. C. The firm is headed by Harry Rosenberg and Sam Weisman, with Art Nyberg as sales representative.

Roanoke Vending Exchange, Inc., 4930 Broad Street, Richmond, will cover the State of Virginia for Williams. Jack Bess heads the company.

authorities, appears very promising. New equipment has helped to boost grosses.

Salt Lake City Arcade operators reported grosses up from 5 to 10 per cent, with nets varying from increases to decreases over the past year.

Reports would indicate that this is hardly a normal year in New England for Arcade business. Polio, floods and hurricanes have all cut into profits, especially in the Bos-

ton metropolitan area. Many operators here reported drops in grosses.

Business for city Arcades has dropped off considerably in Los Angeles, with grosses in some cases decreased by as much as 50 per cent. Some Arcades have been closed down as a result.

Gun Games

Throught the country, Arcade operators had nothing but good (Continued on page 84)

PARTICIPATION NEED

Action Games Key To Arcade Success

• Continued from page 1

change direction or elevation. Object is to get in position to shoot a ray-type gun at targets flashing on a scoreboard in the foreground. This combination ride and target game unit is an attraction to both adults and moppets.

New England Arcades, hit by high overheads but sensing the need for new-type equipment, in some cases threw out older units and rented new machines.

Maurice J. Holland, at Canobie Lake Park, Salem, N. H., says that in past summers he found himself "fighting for his life" to pay for the expensive equipment used in his 18-week season. "Players are real fanatics," says Holland, "and want nothing but the very latest." Holland thus found paying weekly rentals works out better for him.

Why Guns?

Greatest upswing in interest in New York Arcades has been to gun games. Max Schaffer, king of the Times Square arcademen, has an explanation for this interest—and in terms of world peace, it's not a very reassuring one.

Schaffer points out that the best eras in the history of gun games came in 1917 and 1941, with 1955 bidding fair to top those years. In times of war-or-peace insecurity, he says, patrons are more aware of firearms, and more likely to test their skills on gun games.

At a dime-a-play, Schaffer's gun games ran ahead of most of the other amusement pieces.

Bob Lindell, Arcade operator at Elitch Gardens, Denver, also found best receipts during the summer season from action machines, with Round-the-World Trainer, Side-walk Engineer, and Drive It Yourself machines leading the list. All of these games have been popular to the same degree with adults, teen-agers and kiddies.

"The most important developments in the Arcade field have come along during the past two years with bigger, more impressive dime amusement machines," remarked Lindell. "We have done everything possible to make the Arcades appealing, maintaining a pleasant atmosphere and eliminating any questionable devices which might bring criticism."

Not all the Arcades that operate

Bally Lights Up Pin Pool Game

CHICAGO, Nov. 12.—Pin Pool, coin-operated pool game recently introduced by Bally Manufacturing Company, is now available with built-in overhead illumination.

The new light fixture is attached to one of the bumpers in the center of the table, and the light is reflected over the entire play area. Pin Pool is available with or without the new lighting feature.

on a seasonal basis are content to set up camp at one location for the whole period. Jack Young, Arcade manager for the Amusement Company of America Shows, moves his whole Arcade from town to town thru six months of the year.

Starting from its Hot Springs headquarters last spring, the Arcade ran with the road show in 18 different cities, from Birmingham to Chippewa Falls, Wis., before its closing date at Beaumont, Tex., this fall. Set up under a separate tent covering a 30 by 75-foot area, the Arcade is filled with 112 coin-operated games of all types. When moving time comes, the Arcade games are packed into two large wagons which are picked up by tractors and taken to the depots.

Multi-Player Games Spark Sales Market

CHICAGO, Nov. 12.—Multi-player games—games that can be played by two or more players at a time—are currently enjoying top popularity in the industry.

The large number of these types of games put into production by manufacturers in the past month is evidence of their growing favor in the coin amusement market.

New multi-player games include shuffle bowlers, pinballs, coin-operated pool games and novelty machines. The number of players that can compete in one game on these machines range from 2 to 20.

Multi-Player Trend

The trend to multi-player games is not new—it has been incorporated into shuffle bowler designs for years. Starting as single player games, the majority of the new shuffle bowler models now accommodate up to six players.

What is new is the spread of this multi-player idea to the other amusement game categories—the pinballs and novelty types.

The new coin-operated pool games are generally equipped for from two to four-player participation. Five-ball pinball game manufacturers are finding an ever-increasing market for their new two-player models, most of which are set for dime play on locations. They are hoping that dime play on five-ball games can be further popularized thruout the country with the larger multi-player units.

While most of the new shuffle games being introduced are equipped to permit up to six players to take part in one game, Chicago Coin Machine Company's new Bowling Team model accommodates as many as 20 players in one game.

Bally Skeds Op School at Scott-Crosse

HARTFORD, Conn., Nov. 12.—Bally Manufacturing Company has scheduled an operator service school at Scott-Crosse Company, 1423 Spring Garden Street, Philadelphia, November 29-30.

Paul Calamari, Bally field engineer, will conduct the school and bring operators and servicemen up to date on better operating and servicing of Bally games.

Abe Witsen, of the Scott-Crosse organization, will be on hand to greet coinmen from the area.

Walter Heller Net for '55 to Top \$2.6 Mil

NEW YORK, Nov. 12.—Net earnings of Walter E. Heller & Company, Chicago, is expected to exceed more than \$2,600,000 for 1955, Walter E. Heller, president, told a meeting of the New York Society of Security Analysts this week.

Volume of transactions handled by the company, he revealed, will total more than \$700,000,000, an increase of \$36,000,000 over last year's figure of \$664,000,000.

Heller is the largest firm financing the purchase of juke boxes and vending machines in the nation. Its services include financing income-producing industrial and commercial equipment, motion picture and television production loans, open accounts receivable, financing, rediscounting, factoring, and inventory loans.

Gross receivables outstanding at the beginning of the final 1955 quarter were \$132,800,000, Heller (Continued on page 83)

Ga. Firm Marks 5-Year Output Of Coin Pool

SOPERTON, Ga., Nov. 12.—The current coin-operated pool game craze is nothing new to Sparks Specialty Company, here.

Sparks has been in production on these games for five years. Play is similar to action on any standard size pool table, but if a ball "scratches," the player does not get the replay.

The firm's regular line of coin-operated pool tables include sizes of 4 by 8 feet or 3½ by 7 feet.

Of solid construction, the tables have rails of black walnut with mother-of-pearl sights built in. Sides are rubbed-down mahogany. Corners have chrome-plated shields to cover the standard pockets. The games are equipped with Pennsylvania slate one inch thick and standard Goodyear rubber cushions. Top of the table lifts for access to working parts.

Tables are equipped with nickel or dime chutes, and either 10 or 15 balls. Balls are standard 2¼ inches. When the "break" ball (which is slightly larger) goes in a pocket, it runs thru a channel and comes out at the opposite end from the coin chute, which returns this ball to players to shoot. The other balls, as they drop in the pockets, go into a separate compartment and can only be returned by the insertion of a coin to release them.

The tables include cue rack, balls, cues, ball rack where necessary, and a small supply of tips and glue. Tables are priced f.o.b. Soperton, Ga., with a free delivery in Georgia and South Carolina.

Exhibit Hikes Sales of New Skill Pool '84'

CHICAGO, Nov. 12.—Exhibit Supply's pool game order backlog is at its highest with the introduction of its new three-side-play table, Skill Pool '84', according to Frank Meneuri, vice-president and director of sales.

"If we could produce 1,000 pool games today, we could ship them right out," Meneuri remarked.

The new pool game model can be played from either four sides, or from three sides to save space at locations.

New design features include plastic bumper pieces, three table levels sunk into the playfield, a light fixture, a hinged top, and a new ball delivery trough. Built-in cigarette holders are also featured.

New Gottlieb Five-Ball Combo Sparks Game Sales

CHICAGO, Nov. 12.—D. Gottlieb & Company believes it has found the right combination in five-ball pinball games offering both competitive play and dime play.

Alvin Gottlieb, of the Gottlieb firm, announced this week that the predominant number of multi-player games now shipped from the factory are set for dime play.

The market for two-player pinballs is good, according to Gottlieb, and the company is now trying to determine what kind of a demand there may be for four-player games or possibly even six players. The only standard six-player game on the market today is the shuffle bowler.

"Our biggest problem has been putting across the idea of dime play on five balls," Gottlieb stated. "One means of beating this problem has been shipping multi-

player games that are set for nickel play to operate on three-ball play. This speeds up the game considerably, making room for bigger grosses. It also encourages players who want to play a little longer to try the dime game."

While multi-player games shipped are predominantly set for dime play, all those that aren't are now set for three-ball play instead of the customary five. All the games are adjustable, however, and the operator can make the change himself if the play system isn't working out at any particular location.

Gottlieb advised that dime play is also coming along on the regular type five-ball games (the smaller, single-player units), but he admitted this move would be a slow process.

A new five-ball game is expected to be introduced to the market by the Gottlieb firm in the near future.

Cleveland Papers Use Vending Units

CLEVELAND, Nov. 12.—Cleveland Transit Company riders can purchase copies of The Cleveland Plain Dealer and Cleveland News from coin-operated vending machines in three West Side locations.

The machines are operated by depositing a nickel and two pennies. The buyer then pulls a lever to get the paper. The upper half of the paper is visible. A "Sorry, Sold Out" message appears when the supply is gone and coins are returned. The vender does not make change.

Installation of seven additional machines is planned, Ray Turk, Cleveland Transit Company public relations chief, announced. The venders are made by the United Sound and Signal Company, Columbia, Pa.

Multi-Player

Continued from page 82

pool games—games which first showed signs of establishing a new trend in the game field last August—consists of models that can be played from just three sides. This new feature, which has been adopted by five manufacturers, offers locations the option of placing one side of the table against the wall to save space. The playfield is marked off so that a ball in position against the wall can be moved to a correspondingly marked portion of the table for a better shot.

Among the new pool game models are Bally's Pin Pool; Edolite's Ten Hi (2 models); Exhibit's Skill Pool and Skill Pool '84; Fischer's Cue-Ett and Cue-Star; Genco's Tournament and Deluxe Tournament; Keeney's Fascination (3 models); Marvel's Pla-Pool; Valley's Bumper Pool; Williams' Bank Pool and Deluxe Bank Pool, and Golf Pool, a Belgian model imported by O. O. Mallegh.

The new two-player five-ball games, including Gottlieb's Marathon and Williams' Circus Wagon, permit players to compete in each game, shooting balls in turn, and having their scores recorded individually on scoring reels on the backglass. Both games are generally set for dime play on locations.

New Bowler Games

Among the new shuffle bowlers produced in the past month which beckon to multi-player competition are United's Top Notch, a six-player game with large pins and pucks, and Regulation, a similar game based on official bowling scores. Chicago Coin's Bowling Team, a large-size game with the bigger pucks and pins, permits as many as 10 players to compete with one team against an opposing team. Scores can be held for from one to five-game series, with scores following regular bowling rules.

Jolly Joker, new Williams roll-down game, is one of the new novelty units featuring player competition. Players take turns rolling balls into holes on the playfield, racking up poker hands on back-glass cards that light up in color. The game is convertible into a counter game and carries a relatively low list price of \$225.

Dec. Delivery Set For Lyon 200

CHICAGO, Nov. 12.—December deliveries were promised by Lyon Industries, Inc., on the Lyon 200 single-selection cup drink vender exhibited at the NAMA show.

The machine has a cup capacity of 200 and a sirup capacity of 300. List price is \$495. Dimensions are 63 inches high, 20 inches wide and 17 inches deep.

NCMDA to Map PR Industry Program

CHICAGO, Nov. 12.—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 (Sunday), it was unanimously decided to turn over the job of outlining a complete public relations program for the industry to Sam Kaufman, an executive of Bozell & Jacobs, advertising and public relations firm with offices thruout the U.S.

Kaufman, familiar with the problems of the industry, is responsible for drawing up a program for NCMDA's approval. The cost of the outline itself, estimated to be approximately \$1,000, will be underwritten by NCMDA's membership and cost about \$25 per member.

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

Price Listings

A very lively discussion at the meeting centered on equipment price listings carried by trade publications. It was unanimously agreed that the listings are not beneficial to the industry, are misleading and should be discontinued.

A membership drive was launched, with each present member asked to bring a new member into the association.

Al Schlesinger, NCMDA managing director, reported on the progress of the association since its reactivation, reviewed its history, and pointed to its current direction and future growth.

Declared Schlesinger: "The members of this association will play an important role in the future welfare of this industry. As a united group we have the responsibility of correcting any abuses that may now exist and direct our combined efforts toward the problem of the operators and manufacturers by using this association to get better machines, better prices, better legislation and better public opinion."

Fund Raising

One of the most important matters facing the group, said Schlesinger, is raising additional revenue "to add more services for our members' benefits."

He concluded by stating that "With a good solid foundation under us, I feel that this association can go on to a long range program with a feeling of certainty. I would further add that our

Walter Heller

Continued from page 82

reported, an increase of \$22,000,000 over 1954.

Heller stated he saw no reason why the rapid rate of growth his firm has experienced in the last decade should not continue unabated in 1956. The \$700,000,000 volume expected this year would indicate an expansion of \$200,000,000 since 1952.

Further emphasizing the firm's growth since the end of World War II, Heller pointed out that outstanding receivables had increased seven times and capital, now \$19,758,000, nearly three and one-half times, over the past 10 years.

The 36-year-old company deals exclusively in business and industrial financing. It discontinued consumer financing operations in 1932.

groundwork to a large extent has been completed."

Harvey Carr, editor of the Coin Machine Journal, in a talk before the distributors, encouraged them to investigate the possibilities of diversifying their operations with vending machines.

New Ad Program

Hilmer Stark, general manager of the coin machine division of The Billboard, briefly outlined a new advertising program for distributors which will be tested during the months of December, January and February. The program is based on providing contract distributor advertisers with sharply reduced advertising rates.

Declared Stark, in referring to the program: "In this program, which we have been working on two years, we recognize the up-to-date needs of the coin machine distributor which have changed over the last few years. Our program is simply designed to keep in step with the distributor."

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps. RATE: 15¢ a word—Minimum \$3.00.

CASH WITH ORDER

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted. RATE: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER

Unless credit has been established.

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in Care of The Billboard allow for 6 additional words.

On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

Business Opportunities

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J. ch-d53

MANUFACTURER WANTS STATEWIDE DISTRIBUTORS

Exclusive state distributorships now available. Manufacturer with time proven, patented coin machine wants established, financially reliable promotional sales organizations. This is a volume item with more location possibilities than any ever designed. None other like it. One distributor has sold more than 30,000 to date. Territories going fast. Immediate delivery from stock. Write fully giving qualifications.

F. E. ERICKSON CO., INC. P. O. Box 3666. NORTH SACRAMENTO, CALIF.

5 COFFEE VENDORS—A NEW, 1 SLIGHTLY used, Cost \$600 each; sacrifice \$250. Paul Fisher, 1704 Wetzel, Wheeling, W. Va.

Help Wanted

ATTENTION, VENDOR SALESMEN, DISTRIBUTORS. New high-speed, hot sandwich machine for route sales; not a vendor; retails at half the price of infra-red machines to operators; cooks twice as fast, electrical operation, semi-automatic; \$2600 commission paid one salesman for three weeks sales. Write full details previous experience, vendor or promotional, first letter. No cards answered; a new deal for men willing to sell a clean deal clean, able to finance self. Box M-150, c/o Billboard, Cincinnati 22, O. ch-no26

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcut 7-1448. no26-ch

Routes for Sale

ROUTE ESTABLISHED 25 YEARS. SOUTH-west Minn. 125 units, 50 music, all 45 r.p.m. 25 bowlers, 20 bingo, 30 misc. units. \$3,750, half cash, balance terms. Box M-149, c/o Billboard, Cincinnati 22, O.

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$35 and up. Other vending machines \$5 up. Established over 28 years.

MACK H. POSTEL Chicago 18, Ill. 2952 Milwaukee Ave.

ADVANCE MACHINE OPERATORS—Machines and Merchandise at rock bottom prices; immediate shipment. McDonald Distrib. Co., 2418 Davis St., Dallas, Tex. de17

CIGARETTE MACHINES—DU GRENIER, 7 col. S, \$45; 7 col. V, \$50; 9 col. W, \$55; Rowe Imperial, 6 col., \$45; 8 col., \$50; Unedapak E, 6 col., \$45; 8 and 9 col., \$55. Quarter operation, finished, ready for location. One-third deposit required with order, balance c.o.d. Central Vending Machine Service Co., 39677 Parrish St., Philadelphia, Pa. Evergreen 8-4344. ch-15n

DRIVEMOBILE MODEL 4B, FITCH & Bat'm, Genco Basket Ball, Set-Shot Basket Ball, Chicago Coin Goatee, Round the World #1212, Merry-Go-Round, Dopey Duck, Rocket, Boat, 2 Chicago Coin Baseball Machines, 2 Jr. Tables, Boar Hunt, Quarterback, Loftograph, Bomb Ray Gun, Teiquis, Exhibit Shooting Gallery, Balloonomat, Wating Scale, Sidewalk Engraver. This equipment is in good working condition; only three months old. Highest offer takes it. H. Brawson, 319 Beach 34th St., Far Rockaway, Long Island, N. Y.

NO REASONABLE OFFER REFUSED — 6 H.M.S. B.G., 5 39M Northwestern 5¢ nut, 1 Silver King, 1 Columbus 5¢ nut, 3 Acorn 8 1/2 B.G., 3 Acorn 5¢ charm, 4 Victor 5¢ charm, 1 1-5¢ Scale, 1 I.Q. Vender, new, 11 Stans (6 new), Acorn and Victor 4 months old. Roy E. Dall, Rt. #1, Jacksonville, N. C.

SACRIFICE—41 CRETORS, STAR HAMBURGER and Wiener Grill, Star Wiener, Burch Counter Popper, Echols all electric, Snoball, Fred Williams, 146 Walton, Atlanta, Georgia.

WRITE FOR CATALOG. MOST COMPLETE range machines and parts for all makes of equipment; much not available elsewhere. All types Arcade equipment, pinball machines, electrical and mechanical parts. Electric signs; moving figures illuminations same as used by all Municipals at leading seaside places in England. We can accept any currency. Chicago Automatic Supply Co., Equipment Engineers & Exporters, 11-15 St. George's Road, London, S.E. 1. ch-d53

1955 SELECTOMATIC SEEBURG LIBRARY Units. Lined Oak Cabinets. Model 200 Lu-lp includes pre-amp diamond pick-up, \$395, like new. Stapleton Music Co., 300 E. Walnut, Springfield, Mo.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. de3

JUKE GAME ROUTE WANTED BY OPERATOR; western states only; furnish complete information first letter. Box 157, Heber City, Utah. no26

MACHINES WANTED — WE BUY ALL types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Rake, 609C Spring Garden St., Philadelphia 22, Pennsylvania. ch-no26

THIS IS A 10-LINE AD

For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services.

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- Clip your ad to this form.
- Check classification you want your ad to appear under.
- Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
- Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

- Business Opportunities
- Help Wanted
- Parts, Supplies & Services
- Positions Wanted
- Routes For Sale
- Used Coin-Operated Equipment
- Wanted To Buy

The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

Next 6 issues Next 4 issues Next 3 issues Next issue only

\$ _____ Payment enclosed

Name _____

Address _____

City _____ Zone _____ State _____



Mr. Operator of METAL TYPER MACHINES

SPEED UP YOUR LOADING OPERATIONS!

By using high quality, straight degreased discs, packed 100 to a roll. We repair and rebuild Typers, using genuine SMT parts.

STANDARD METAL TYPER CO.
1318 N. WESTERN AVE. CHICAGO 22, ILL.

Completely Refinished & Factory Reconditioned... Ready for Location!

Table listing coin machine models and prices: C. C. HOLIDAY (Jackpot) \$359, DELUXE COMETS 299, DELUXE MERCURY 279, LEADERS 199, TEAM PLAY 199, UNITED CLASSICS 99, MATCH POOL 99, C. C. CROWN 89, SHUFFLE POOL 69.

Jobbers - Call us for "As Is" prices!

Immediate Shipment BRAND NEW POOL GAMES KEENEY-GENCO-BALLY WILLIAMS-EXHIBIT

ALLIED COIN MACHINE CO. 786 Milwaukee Ave., Chicago 22, Ill. CAnal 6-0294

'55 Arcade Gains Spotty

Continued from page 82

words for the relatively new crop of gun games. "The biggest recent improvement in the Arcade business," said Doug Opitz, of Milwaukee's Avenue Arcade, "has been the recently developed rifle games that have spurred a lot of interest and traffic."

Other operators are sold on the type of Arcade machine that calls for a lot of action from the players. Said Ed Ravreby, Playland, Gloucester, Mass., "The most important development is the type of machine that the patron can touch and control while playing."

10% Boost

Herb Tekip, manager of three Arcades at Riverview Amusement Park, Chicago, reported a boost in grosses of about 10 per cent, with net reaching about the same level.

Dime play on more of the machines, and an up-dating of equipment at the Arcades helped to bring about the increase.

The Riverview Arcades cut down on overhead by cutting repair costs which had proved expensive on many of the older machines removed this year to make room for new ones.

Tekip said the coin-operated rifle games, as in past years, did a top business, as did such machines as the Mutoscope Drive Yourself machine and the new Williams Sidewalk Engineer.

Family Trade

Bob Bear, partner with Gene Wilhelm at Fun City, Chicago Loop Arcade, said business was at the same level as last year. The Arcade is kept neat and up-to-date and caters to the family and tourist trade.

Werth Inc., Boston Arcade operation, runs two city Arcades with about 200 machines. Machines are frequently moved in and out of the Arcades to keep up interest.

20 Years' Experience

Larry Stone, operating at Playland, Nantasket Beach, Mass., conducts business each summer with 68 machines, storing them during the winter. Stone has been operating his Arcade 20 years.

Ed Ravreby, Gloucester, Mass., operating his Playland Arcade here the year round, says indications are for a big gross at the end of the first year of operation.

Helene Fuller, Casino Arcade, Hampton Beach, N. H., operates at this beach spot during the summer, where she's been for 27 years. The Arcade now has over 300 pieces, of all varieties, with Bingo-Reno, gun games and shuffle bowlers doing the best in grosses.

Older Games

Most New England Arcades were running for years on quite old equipment and about two years ago many of them refurbished their stocks.

Henry R. Rich, who has operated an Arcade at Saltair Amusement Park on the shore of Great Salt Lake, Utah, for five summer seasons, reports gross and net up approximately 10 per cent last season.

Rich finds kiddies like the penny games best; teen-agers, the gun games; adults, gun and shuffles. About half his games are set for pennies, and most of the rest on nickel and dime play.

More Variety

"We need greater variety in machines and more new ideas," he says. "I think there should be a more equitable tax situation for seasonal operators."

Robert Freed, one of the owners of Lagoon, amusement park between Ogden, Utah, and Salt Lake City, has managed the park and the Arcade for nine years.

down 10 per cent this year. Increased costs of maintenance and help has cut into profits.

Shuffle bowlers and gun games are doing the best business. Freed finds gun games the favorites for kiddies and teen-agers, while adults prefer the roll-down games.

Remodeling

Doug Opitz and Ken Kulow, operators of the Avenue Arcade, Milwaukee, report that action has stepped up considerably since the remodeling and enlarging work they put thru last spring.

In the Arcade business for about four years, they now operate a total of 30 pieces of equipment. Over-all receipts are up about 15 per cent over last year.

Tops among the equipment is a new rifle range which uses pellet ammunition. Next in line are the electric gun games and photo machine.

Teen-Age Business

The bulk of the traffic is teenage. No attempt is made to cater to the kiddie group.

Seven new pieces of equipment have been added this year, including a new Photo-Matic. "We're all set for a while as far as new equipment is concerned," says Opitz.

Playland Arcade, Los Angeles, operated for three years by Dave Robbins, is stocked with 100 machines. Robbins formerly had two other Arcades, but both have been closed.

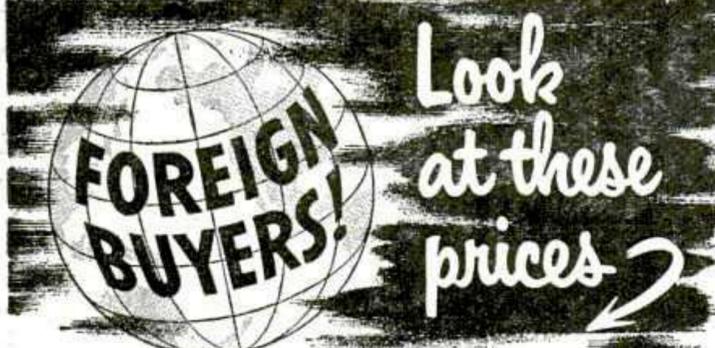
The Arcade caters mainly to adult and teen-ager traffic, with a large percentage of servicemen. The great majority of the games are set for nickel play.

Rochester Razor Offers Castaway Shave Kit Pack

ROCHESTER, N. Y., Nov. 12.—Castaway Shave, a kit containing a small, plastic razor equipped with blade, a tube of brushless shaving cream, face soap and a towel, is being produced by the Rochester Razor Corporation.

Scheduled to vend at 25 cents, with a 50 per cent gross to the operator, the lightweight cardboard kit is 4 1/2 inches long, 3 3/4 inches wide, and 3/4 of an inch thick.

The firm's address is 903 Genesee Valley Trust Building, Rochester.



Look at these prices

Table listing reconditioned machines and prices: Seeburg Select-o-matic, M100A \$335, Wurlitzer 1015 \$55, AMI Model A \$100, AMI Model B 125, AMI Model C 125, AMI Model D-40 200.



SAN FRANCISCO SALT LAKE DENVER PORTLAND SEATTLE

Table titled '5-BALLS' listing various game models and prices: Southern Belle \$245, Lady Luck 175, Hawaiian Beauty 140, Green Pastures 135, Jockey Club 135, Lovely Lucy 135, Pinwheel 115, Poker Face 115.

Table titled 'LATE SHUFFLES' listing Chicago Coin and United models: Chicago Coin Write Hollywood \$450, Holiday 375; United Deluxe Capitol \$425, Deluxe Clipper 410, Deluxe Lightning 385, Classic 115; Bally Cold Medal \$425, Magic 375.

Table titled 'BINGO GAMES' listing various models and prices: Gay Time \$445, Big Time 475, Variety 325, Surf Club 195, Palm Springs 185, Ice Frolics 210.



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

ROYAL DISTRIBUTING, INC. SURF CLUB \$190.00, PALM SPRINGS 180.00, ICE FROLICS 170.00, DUDE RANCH 160.00, HI-FI 165.00, BEACH CLUBS 135.00, VARIETY 325.00, MIGHTY MIKE 350.00, GENCO BASKETBALL 185.00, ROCK-OLA MODEL 1436 295.00. Cleanest Games You've Ever Seen! 1/2 down—the rest "SIGHT DRAFT."

Let's Make A Deal We have a lot to offer—tell us what you need—we will work it out. WIRE • PHONE • WRITE DAVID ROSEN Exclusive AMI Dist. Ea. Pa. 855 N. BROAD STREET PHILADELPHIA, 23, PA. PHONE: STEVENSON 2-2903

Table titled 'BINGO' listing various models and prices: Spot Light \$35.00, Atlantic City 70.00, Palm Beach 65.00, Yacht Club 72.50, Beach Club 120.00, Dude Ranch 145.00, Palm Springs 185.00, Ice Frolics 175.00, Surf Club 182.50, Hi-Fi 170.00, Variety 295.00, Gayety 295.00, Miami Beach (New) Write.

Table titled 'MUSIC' listing various models and prices: 47 Seeburg \$50.00, 1015 Wurlitzer 65.00, 1250 Wurlitzer 100.00, 1217 Wurlitzer Hiway 250.00, 1400 Wurlitzer 245.00, Model "A" AMI 75.00, Model "B" AMI 135.00, Model "C" AMI 160.00, Model "D" (40) AMI 205.00, Model "D" (80) AMI 335.00, Model "E" (40) AMI 395.00, Model "F" (80) AMI Write, Model "F" (120) AMI Write.

Table titled 'SHUFFLE' listing various models and prices: C. C. Six Player Shuffle \$45.00, United Star Six Player 50.00, C. C. Advance Bowler 150.00, C. C. Super Frame 210.00, United Chief 145.00, Keeney Bonus 140.00, Genco 4 Player Skee 65.00.

ARCADIE Seeburg Coon Hunt \$145.00, C. C. Super Home Run 125.00, Exhibit Sportland Rifle 195.00, American Bank Shuffle Write (With or without Scoring Unit), Mutoscope 3D Art Parade Write. Terms: 1/3 Deposit, Balance Sight Draft. HERMITAGE MUSIC CO. 74 Lafayette St. Nashville 10, Tenn. Tel. 6-5666

GIVE TO DAMON RUNYON CANCER FUND

WHAT'S NEW IN COIN MACHINES! WHAT ARE THEY GETTING FOR USED EQUIPMENT? WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING? Find out every week in The Billboard. Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today! The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) Name, Address, City, Zone, State, Occupation.

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

CHICAGO, Nov. 12.—S. & L. Sales announced a fully automatic pre-brew coffee machine during the NAMA convention. The 450-cup model is priced at \$920, features liquid cream under refrigeration.

Called the Coffee-Teria, the machine is 74 inches high, 32 inches wide and 23 inches deep. It weighs 350 pounds without the two coffee containers. Refrigeration is via a 1/9 hp. unit. While the cup capacity is 450, the two coffee containers provide 500-cup capacity. The list price includes coin changer, does not include the containers. Delivery is scheduled for January.

S. & L. will continue producing its pre-brew stand type coffee unit in an improved version. The new unit will include a solenoid valve hook-up between the coin unit and the coffee container. The 108-cup capacity combination will list for \$250 plus container.

Glockner Tells IPA Vender Appeal Adds \$

CHICAGO, Nov. 12.—A vending machine should be treated as if it were a person to obtain the best results.

This advice was given to theater concessionaires and owners at the International Popcorn Association convention at the Morrison Hotel here this week by Moe Glockner, of the Automatic Canteen Company of America, Chicago.

"Eye appeal is buy appeal," he asserted, "and a vending machine must be treated just as if it were a person to attract buyers. It must be pleasant, sparkle and offer that 'thank you' look at all times."

Discussing "Merchandising Through Vending Machines," Glockner pointed out that each type of merchandising requires a special kind of handling and servicing.

"Candy vending machines," he told his audience, "must be kept free from trouble, offer ease of service and present a pleasing display of products to attract sales."

In theaters, Glockner stated, the venders should present products easily recognized by the public, but

CHRISTMAS PRESENTS

Old Coin Games Sold As Rec. Room Equipm't

CHICAGO, Nov. 12.—Amusement games operators here are finding a growing market for old model machines in the recreation rooms of American homes.

Used shuffle bowlers and novelty games which are still serviceable but no longer qualify for placement at taverns, bowling alleys and other commercial locations, are being sold to private individuals and families for home amusement.

The coming Christmas season has found these games in demand as an ideal family gift for home rumpus rooms and basement bars.

One operator, who has found sales to homes an ever-increasing business and a top outlet for old games retired from his route, is Lew (Colonel) Lewis, Merit Industries.

Lily Exhibits China-Cote Cup

CHICAGO, Nov. 12.—The Lily-Tulip Cup Corporation took the wraps off its new China-Cote Cup at the NAMA show here this week.

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

Initial deliveries, in 30 to 60 days, will be on a limited basis.

East Coast costs are \$10.12 per thousand on orders of 15,000, \$9.88 on orders of 25,000 and \$9.73 on orders of 100,000 or more. West Coast prices are \$10.58, \$10.32 and \$10.17.

entirely different from items sold across concession counters.

The variety of items offered thru the venders increases concessionaires sales volume, and can and do generate enough "merchandising pull" to attract patrons to make additional purchases.

In addition to lobby locations, Glockner reminded the concessionaires that balcony locations as well as rest rooms are excellent outlets for plus sales.

Lewis sells his out-of-use shuffle bowlers at an average price of \$60—games which would otherwise have little commercial value other than for parts replacements.

Lewis sells the old 4-player shuffles for \$50, 5-players for \$60, and 6-players for \$60, on the average. The games are advertised to buyers in neighborhood newspapers.

Lewis guarantees free service on the games for one month, and makes regular service charges—generally \$4 a call—after that.

At the Merit shop, Lewis removes the coin chutes from the games and installs an automatic replay button in their stead. The games are cut down in size to fit the customer's needs—the shuffle bowlers usually reduced to six feet in length. All the games are cleaned up, mechanically checked, and the playfields sanded down before shipment.

The games are selling particularly well to suburban homes, which are in many cases provided with a recreation room. One Merit customer bought five pieces for his recreation room, including a shuffle bowler, pinball game, baseball game, and gun game.

"For every game sale we make to a home," said Lewis, "we sell another two—to friends or neighbors of the original purchaser."

As a package deal with most of the old model games sold, Merit includes written instructions on how to make simple repairs, a package of extra pucks or balls, playfield wax, and fuses.

Lewis has had little difficulty with service calls from his off-the-route customers. "The old games are built strong as iron," said Lewis. The principal trouble is likely to occur in the electrical contacts, but he cleans these with a special lubricant before shipping the games.

Service calls are made to the homes within 24 hours wherever possible. This is the second year of Merit's home-service sales. Last year the firm managed to sell all of its old model machines to such sources.

USED EQUIPMENT SPECIALS

WURLITZER		SEEBURG	
1700	\$799.50	HF 100G	\$650.00
1650	450.00	M100C	540.00
1500A	475.00	M100BL	450.00
1500	395.00	M100A	200.00
1400	325.00	AMI	
		E-80	\$440.00

ANGOTT DISTRIBUTING COMPANY, INC.

2616 PURITAN AVENUE, DETROIT 21, MICHIGAN. PHONE: UNIVERSITY 4-0773

Make yourself a POOL of PROFITS with Pool Tables from REDD!!

EXCLUSIVE N. E. DISTRIBUTORS of

BALLY POOL TABLES

WRITE — WIRE — CALL

EXHIBIT SKILL POOL DELUXE MODEL 84

Optional 3-Sided Play

ATTENTION, ALL DISTRIBUTORS:

Trade us your DEAD SHUFFLE ALLEYS, GAMES and MUSIC from your stockroom for our reconditioned KIDDIE RIDES.

REDD DISTRIBUTING CO., INC.

298 LINCOLN STREET ALLSTON 34, MASS. AL 4-4040 Cable Address: REDINC

Exclusive Distributors for WURLITZER—BALLY—UNITED

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

DE LUXE POOL GAMES

Hinged Top 3 or 4-Sided Play

Genco Deluxe Tournament Williams DeLuxe Bank Pool

5 BALLS

WMS. REGATTA
WMS. JOLLY JOKER
WMS. CIRCUS WAGON

GOTTLIEB

Gold Star \$200.00
Fring High 135.00
Shindig 135.00
Guys and Dolls 135.00

WILLIAMS

Big Ben \$185.00
Skyway 160.00
Dealer 125.00
Lazy Q 125.00
Struggle Buggy 125.00
Grand Champ 135.00
C.O.D. 115.00

GALLIES

Grand Slam \$110.00
Skill Pool 110.00
Chinatown 85.00
Quartet 110.00

WILLIAMS

Palisades \$ 90.00
Fairway 90.00
Playburner 85.00
Twenty Gr. 85.00
Disk Jockey 85.00
Jalopy 85.00
Four Corners 90.00
Lucky Innings 49.50
Sarafoga 49.50
Georgia 49.50

BINGOS

UNITED PIXIES
BALLY MIAMI BEACH

Bigtime \$495
Variety 375
Triple Play 495
Gayety 395
Bally Hi Fi 225
Surf Club 235
Ice Frolics 195
Palm Springs 195
Mexico 225
Dude Ranch 175
Beach Club 165
Rio 175
Havana 175

Tahiti \$175
Nevada 225
Beauty 130
Frolics 135
Yacht Club 100
Palm Beach 95
Atlantic City 95
Bright Light 95
Bright Spot 95
Coney Island 95
Golden Nugget 95
Genco 400 55

SHUFFLE GAMES

UNITED TOP NOTCH

Chicoin Bonus Score Bowler \$425.00
United Lightnings High Score 355.00
United Banner, Match Score 310.00
United Speedy 295.00
United Comet, Match Score 335.00
United Royal, Match Score 375.00
United Clipper, High Score 375.00
United Mars, High Score 295.00
United Venus, High Score 375.00
United Ace, Match Score 275.00
United Rainbow, High Score 245.00
United Leader, Match Score 235.00
United Chief, High Score 195.00
United Team, Match Score 235.00
United League, High Score 195.00
United Imperial, Match Score 185.00
United Royal, High Score 180.00
United Classic, Match Score 130.00
United Olympic, High Score 120.00
United Clover, Match Score 110.00
United Cascade, High Score 110.00
United Super 89.50
Chicoin Hollywood 495.00
Chicoin Holiday 410.00
Chicoin Cross Cross Bowler 260.00
Chicoin Starlite 245.00
Chicoin Super Frame Bowler 235.00
Genco Match Pool 149.50
Genco Shuffle Pool 99.50
Bally Victory 295.00

PHONOGRAPHS

EXPERTLY RECONDITIONED . . . EMPIRE GUARANTEED

SEEBURG	AMI
M100R \$835	E120 \$545
M100HFC 735	D40 295
M100C 625	D80 375
M100B 515	Model C 175
M100A 295	Model A 125

ARCADE

GENCO QUARTERBACK

SIDEWALK ENGINEER
ROUND THE WORLD TRAINER
AUTO PHOTO
HARVARD METAL TYPER
HYDRO DUCK GUN
EXH. VACUUMATIC CARD VENDOR

Wms. All Star Baseball \$245.00
Set Shot Basketball 345.00
Phonomatic, Late 445.00
Voice-o-Graph 495.00
Williams Super Jet 295.00
Genco 2-Player Basketball 225.00
3D Theatre 199.50
Chl. 4-Player Derby 195.00
Wms. Deluxe Baseball 175.00
Wms. Super World Series 99.50
Wms. Star Series 79.50
Ev. Bat-a-Score 175.00
Muto. Drivemobile 165.00
Talequiz and Film 140.00
Muto. Flying Saucer 149.50
Goatee 99.50
Chl. Pistol 99.50
Scientific Baseball 75.00
Mercury 13-Way Athletic Scale 79.50
Flash Hockey 75.00
Wms. Quarterback 75.00
Exh. Hi-Ball 75.00
Anti-Aircraft 99.50
Undersea Raider 125.00
Muto. Drop Kick Football 295.00
Standard Metal Typer 295.00
Deco Space Ranger 275.00
Royal Mustang Horse 375.00
Exh. Big Bronco 375.00

POOL GAME SUPPLIES

Balls, Cues, Tips, Glue and Chalk.
Prompt Delivery.

NOW DELIVERING NEW REGULATIONS—PIXIE—MARATHON—HUNTER

BINGOS	UNITED ALLEYS	GUNS
ABC \$ 75.00	5 Player \$ 40.00	Bear Gun \$150.00
Atlantic City 90.00	DeLuxe 60.00	Bonus Gun 225.00
Beach Club 150.00	Chief 75.00	Coon Gun 175.00
Cabana 135.00	Olympic 85.00	Carnival Gun 295.00
Frolics 110.00	10th Frame 90.00	C. C. Pistol 50.00
Hi Fi 185.00	Lightning 195.00	Dale Gun 50.00
Havana 175.00	Speedy 335.00	Gun Patrol 125.00
Mexico 195.00	Leader 225.00	Six Shooter 135.00
Nevada 195.00	League Bowler 225.00	Sky Gunner 150.00
Palm Beach 85.00	Mars 325.00	Silver Bullet 95.00
Spot Lite 60.00	Ace 225.00	
Singapore 225.00	Royals 135.00	
Stars 65.00	Clipper Write	
Tropicana 250.00	C. C. Super Triple \$365.00	
Tropics 150.00	C. C. Triple Score 95.00	
Yacht Club 110.00	C. C. 10th Frame 75.00	

Write for special price—immediate delivery.

VALLEY BUMPER POOL

CIGARETTE VENDORS

Ajax 8-Col. Electric, new \$125.00
Mercury Col., new 210.00
Lehi 12 Col., new 225.00
Super Six, new 115.00
Super Nine, new 155.00
National 950, used 95.00
Electro 8 Col., used 175.00
National 950, used 110.00
PX 10 Col., used 115.00
Keeney Elec., 9 Col., 125.00
PX Electric 85.00
All new equipment 25¢ or 30¢. All used, completely shopped and refinished with 25¢ and King Size.

5-Col. Mills Candy \$55.00
6-Col. Uneseda Candy 65.00
Ship. Stamp 25.00

MUSIC

AMI E-120, used \$495.00
AMI F-80, new Write
AMI F-80, used 645.00
AMI F-120, used 695.00
AMI F-120, new Write
AMI D-40 225.00
AMI D-80 325.00

COUNTER GAMES, USED

Advance Shocker \$15.00
Zigzag Skill 20.00
Pistol Target Skill 15.00
Merc. Grip Scales 20.00
Got. 3-Way Grippers 20.00
Wizard Fortune 15.00
Teller 20.00
Whiz 20.00
Gypsy 18.50
Gypsy Fortune Teller 10.00
S.K. Grip Vase 20.00
Smiley 10.00
Three-of-a-Kind 18.00
ABT Target Skill 20.00
ABT Challenger 20.00
ABT, red, white & blue 20.00

Adv. Shocker, new \$24.50
Kickers & Catchers, new 49.50
Ship. 5¢ Wizard 19.50
Genco Play Ball, non-coin operated 10.00

NOVELTY GAMES

Hot Rods \$50.00
Steeple Chase 50.00
Touch Down 50.00
Spark Plug 50.00
Hay Burners 50.00
Jalopy 50.00

SHUFFLE BOARD

SCORE UNITS

Genco, Monarch, Edelman, Rock-Olas, \$75.00 each.

VENDORS (Used)

50 5¢ Sanitary Napkin \$15.00
50 5¢ Victor Rockets 10.00
40 5¢ N. W. Jets. Caps. 10.00
25 1¢ Baby Grands 7.50
15 N. W. 33 1¢ Ball Gum 6.50
10 Columbus 1¢ Nut 6.50
5 Masters 6.50

Adv. 10¢ Comb., new—Write for Special Deal
Andico Coffee, new \$495.00
Andico Coffee, used 350.00
Mills Single Drink, cup 150.00



Cleveland Coin

MACHINE EXCHANGE, INC.

2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715
Terms: 1/3 deposit with all orders, balance C.O.D.

EXCLUSIVE DISTRIBUTOR NEW AUTO PHOTO II

Illinois, Kentucky, Ohio, Indiana, Wisconsin.
Order Now—for Early Delivery.

Empire

COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

Pla-Pool

Marvel's Sensational Bumper Pool Games—2 Sizes . . .

Especially Designed and Built for Choice Locations
CHECK THESE EXCLUSIVE FEATURES:

- 3 or 4-sided play
- Pockets set in from end permit rebound action.
- Dimensions:
Deluxe Model, 72" x 36" x 32"
Regular Model, 52" x 36" x 32"
- 4 Regulation Size Cues
- Table Top on Hinges With Lock
- Cash Box Inside, also with Lock
- Attractively Finished Cabinets
- ABT Double 10¢ Chute
- Finest obtainable pure gum rubber cushions and playing field cloth
- Immediate Delivery

MARVEL MFG. CO.
2845 W. FULLERTON
CHICAGO 47, ILLINOIS
Tel.: Dickens 2-2424

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 Calamari, of the Bally Engineering Staff
TUESDAY AND WEDNESDAY—NOVEMBER 29 and 30
Continuous Sessions
Bring Your Entire Service Crew—Lunch is on the House

INTERNATIONAL AMUSEMENT CO.
1423 SPRING GARDEN STREET

SCOTT-CROSSE COMPANY
Rittenhouse 6-7712
PHILADELPHIA 30, PA.

Service First, Ops Told

• Continued from page 77

vending is fine, but "we spent 15 years with bottle machines before we replaced them with cup units, and now we do not want empty cans to pose the same (bottle) problem." Cherry pointed out that paper cartons could be bailed after being discarded, but cans cannot. "Cans would pose new housekeeping problems," he indicated.

Mirrors on vender fronts posed a special plant problem at Oldsmobile. Even the machines were not located right on the aisles, truckers often thought their reflections in such mirrors at cross aisles were other vehicles approaching them. Result: All vender mirrors have been removed.

Balance Stops

"To make certain employees receive adequate coverage by venders, an operator can balance his low volume spots in a plant with other high-volume area installations," Cherry said.

William Jones, vice-president of the Potomac Electric Power Company, Washington, D. C., said his firm replaced a cafeteria with a full-line vender installation. "We do subsidize the venders, but at a cost much lower than that for the former cafeteria," he stated. Products used in the vender batteries include soup, salads, sandwiches, milk, pastries, ice cream, fruit juices, cookies, coffee, candy, gum and cigarettes.

"Commission is not important—

worker satisfaction is important to a much greater degree," Jones declared.

The use of cans for hot foods is not objectionable, he said. "They should pose no more of a problem than empty milk cartons, etc."

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

Why did Potomac Electric remove its cafeteria, go to venders? What was employee reaction after the change? According to Jones:

The cafeteria system was discontinued for three 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 congregation of workers in hallways outside the cafeteria. Venders, in one step, eliminated all three problems.

Workers, it was observed, were not too happy with the change to venders 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

vender commission in university dormitory locations "keeps down vandalism." This is because proceeds 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—suffer."

A problem is locating sufficient venders in the various dormitories that have varying populations from 1,200 to 3,400 students.

Hudson did not approve of bottles in venders. "Cans pose a like problem with empties, housekeeping," he said.

New dormitory construction will include space for venders. "Instead of placement in hallways, there will be special 'vender rooms' in the building plans," Hudson stated.

Mrs. Catherine Hefferman, business manager of Illinois State Psychopathic Institution, Chicago, bore out the panel's contention that commissions were secondary to

NOW DELIVERING Exhibit's New DELUXE SKILL POOL

Write for Prices
Full assortment of parts and supplies in stock for all pool games. Balls, Cue Sticks, Tips, Chalk, Patches, etc. Scientific Q-Ball, like new . . . \$175.00
Williams Jolly Joker . . . Write
New Panoram Giant Screen . . . Write
300 Illus. Catalog on Request

MIKE MUNVES
577 Tenth Ave. (at 42nd St.)
New York 36, N.Y. BRyant 9-6677
43 YEARS SERVICE • EST. 1912

Always the Leader--BUT NOW WAY IN FRONT!

EXHIBIT

Optional 3-Sided Play

SKILL POOL

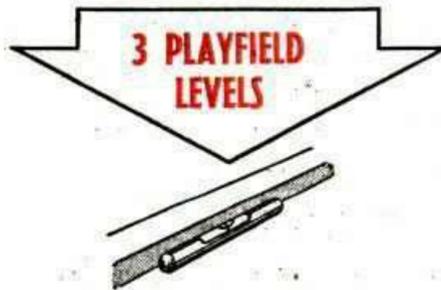


LOOK WHAT'S BEEN ADDED To Make the #1 POOL GAME EVEN BETTER'N EVER!



*Requires only 12' x 7' or 84 sq. ft.

LIGHTING FIXTURE
New, Out-of-the-Way LIGHTING FIXTURE does not interfere with play!



3 PLAYFIELD LEVELS
Sunk into the playfield for fast, reliable easier leveling of table. Insures that playfield is level for true play!



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! 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—colorful, attractive.

Separate Instruction Sheets for Regular Play and for 3-Sided Play!

THE EXHIBIT SUPPLY CO.

Established 1901

4218 W. LAKE ST.

CHICAGO 24, ILLINOIS

VA 6-3100



Service Sparks Op Meet

• Continued from page 77

on milk, and an absolute maximum of 10 per cent on ice cream. "Costs will not permit my giving larger commissions and still maintaining the same level of service," he said.

Morton B. Holland, panel chairman, Holland Vending Corporation, Maspeth, N. Y., went further and said that his average commission rate on milk was closer to 2½ per cent and that many locations were given no commission. He explained that the net simply did not allow large commissions to afford the proper kind of service.

Subsidies

One operator stated that some of his locations subsidize his ice cream machines because he did not feel he could provide the service for the number of employees. He said he figured out that a location must have 400 people in order to be a profitable enough stop to warrant an installation, and that in locations which have fewer than that approximate number, he has asked for and received a nominal subsidy in order to provide them with a machine. In one instance the subsidy amounts to \$1.80 a working day.

In answer to a question about answering a location complaint on paying 40 cents a quart for milk (in cases where 10 cents is charged for a vended half pint), Holland said the public and the location owner needed to be educated on the costs involved in supplying the convenience of vended half pints and that once they had the facts explained, complaints ceased.

Variety a Must

It was definitely agreed that variety—whether changing selections periodically in a single-flavor machine or rotating flavors in a multi-selection unit—was vital in maintaining ice cream sales. There was an exception:

One operator with 20 years' experience in ice cream vending, who said that he uses cups instead of bars, said that regardless of all that is said for variety, he does very well vending the old stand-by, vanilla.

Holland replied that he knows variety is very important in his ice cream machines, "because my customers even ask for flavors that aren't made."

The ice cream sandwich and the chocolate-coated vanilla bar are the two consistently good sellers in ice cream machines, it was agreed.

One operator suggested that a "special for the week" or "Today's Special" might be a good merchandising means of stimulating sales, to feature a special of the day or week with an arrow in bold colors pointing to it.

An operator suggested that an ice cream operation should be kept separate from other vending because of refrigerated trucks needed and special problems. But there was wide disagreement with this point of view. One operator even counted that he was investigating the possibility of buying three-tem-

perature trucks to enable him to provide all products he vends from one truck. A dairy operator stated that his dairy rents refrigerated chests to full-line operators who have some ice cream machines. The chests can conveniently be carried on the regular trucks.

In discussing the U. S. milk school program, Herb Geiger, Geiger Automatic Sales, Milwaukee, explained that it is the State agricultural director and the school in question who determine the special arrangements which operators can make to provide milk vending machines in schools.

Cleveland Coin Machine Exchange, Inc.

Valley Manufacturing Distributors
2029 Prospect Ave., Cleveland, Ohio
Tel. 1-6715
Write for prices.

WANTED
SEEBURG M100A's
also **GOTTLIEB & WILLIAMS PIN GAMES**
ARCADE EQUIPMENT
GENCO, WILLIAMS, UNITED
and **EXHIBIT GUNS**

—Send in Complete Lists—

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin and Genco Distributors

TRIMOUNT

Remember
IN NEW ENGLAND
IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS

Te. L. 6771 7-9600



IT'S SIMPLE AS A-B-C...

... that the circulation of this business paper is PAID circulation and that the totals have been audited and certified by the AUDIT BUREAU OF CIRCULATIONS.

ROCK-OLA SPECIALS!

FIREBALL—1436 \$275.00
COMET—1438 550.00
HI-FI—1446 650.00

All Machines Guaranteed
Reconditioned Like New.

WRITE FOR QUANTITY PRICES

1/3 Deposit, Balance C.O.D.

S & K DISTRIBUTING CO.

ROCK-OLA Dist. in E. Penna. and S. Jersey
808 N. Broad St., Philadelphia 30, Pa.
PO. 5-6384

WE WILL TRADE SKILL POOL

FOR LATE BINGO GAMES

Send your list in today or call us.

FRANK SWARTZ SALES CO.

515-A Fourth Ave., S.
Nashville 10, Tenn.
Phone: 4-8571

SPECIAL

18 FROLICS \$110.00
10 BEACH CLUBS 135.00
5 SPOT LIGHTS 55.00

WILL BUY OR TRADE

Bright Lights
Bright Spots
Coney Island

Call (ASCME)

ALL STATE COIN MACHINE EXCHANGE

2317 North Western Ave.
Chicago 47, Illinois
BE 5-6770



**WE HAVE
'EM!**

WURLITZER

1700 \$795.00
1650 459.00
1500 399.00

SEEBURG

HF 100G \$660.00
M100C 540.00
M100B 415.00
M100A 199.50

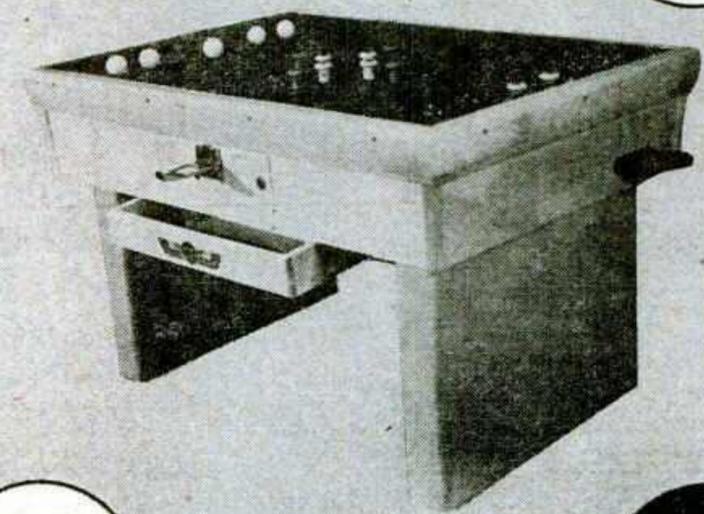
SANDLER DISTRIBUTING COMPANY

110 ELEVENTH STREET
DES MOINES 9, IOWA
PHONE: 4-9186

405 PLYMOUTH AVE., NORTH
MINNEAPOLIS, MINNESOTA
PHONE: HYLAND 9693

FINEST HARD MAPLE CONSTRUCTION
LIKE MONEY IN YOUR SIDE POCKET
LIVE RUBBER CUSHIONS

Valley's BUMPER POOL



GENUINE RUBBER BACKED BILLIARD CLOTH

LIVE RUBBER CUSHIONS
SERVICE FREE

FINEST BALLS

SOMETHING NEW HAS BEEN ADDED

PROVEN MONEY MAKER

CADILLAC OF POOL GAMES

ONLY OFFICIAL TOURNAMENT BUMPER POOL

WIRE, WRITE, OR PHONE FOR COMPLETE DETAILS AND PRICES.

VALLEY MANUFACTURING CO.

333 MORTON ST. BAY CITY, MICH.
PHONES 8587 or 8588

POOL GAMES

IMMEDIATE DELIVERY AT LOW PRICES

WRITE FOR POOL GAME SUPPLIES

SHUFFLE GAMES		BINGOS	
Un. Mars	\$355	Keeney Domino	\$110
Un. Mercury	355	Keeney Century	295
Un. Leader	215	Keeney Carnival	95
Un. Team	225	Keeney 10 Player	75
Un. League	215	Keeney 6 Player	75
Un. Chief	225	C.C. Advance	185
Un. Royal	170	C.C. Triple Score	115
Un. Olympic	95	C.C. Double Score	95
Un. Classic	125		
Un. Deluxe	65		
Un. Cascade	85		
Un. Target	265		
Un. Comet	300		
Genco Match Pool	135		
Genco Shuffle Pool	85		
Keeney Diamond	195		

PURVEYOR
DISTRIBUTING CO.

Better Buys

4322-24 N. WESTERN AVE.
CHICAGO, ILLINOIS
JUNIPER 8-1814

Tenco Fetes Canadian Ops

CHICAGO, Nov. 12.—More than 60 Canadian vending machine operators were guests of Tenco, Inc., Linden, N. J., at a party in their honor during the NAMA convention here this week.

Edward Aborn, Tenco president, with executives Dave Hampton and Perc Arnsten were on hand to greet the operators. Amy Sylvestri, outfitted in the costume of the Royal Canadian Mounted Police, was the hostess.

GIVE TO DAMON RUNYON CANCER FUND

Vending's Row

Continued from page 76

information and virtually no experience, we, too, can make a bust—and set our industry back 10 years in so doing."

Houston said the problems ahead of NAMA are more varied and more numerous than any the association faced to date. He said the association must move further into the field of education.

Specifically, Houston cited these areas:

"The establishment of a training school for mechanics, route supervisors, stock control men and other key personnel." Houston said manufacturers could be persuaded to furnish the instructors and certificates or diplomas could be awarded.

"A second worthwhile project," Houston continued, "is the completion of a series of manuals containing all types of information of potential value to operators."

Alert Suppliers

"Our industry also needs some authoritarian means of keeping our suppliers aware of our requirements," Houston said. He pointed out that suppliers "must be encouraged to produce high impulse items specifically for us, packed for ease of handling by our personnel and packaged to fit our machines."

Still another project, Houston declared, "is the development of a satisfactory personnel selection and training program for our industry."

Houston said the association is considering many other projects, such as the retention of a top-caliber public relations counsel, a long-range market research program, a greatly expanded sanitation service and a national advertising program.

Price Index

Continued from page 75

	HIGH	LOW	Times Adv'd
Master 1c Bulk	6.50	6.50	3
Master 5c Bulk	6.50	6.50	5
Mills Candy (5 col.)	55.00	55.00	4
Mills Tab Gum (6 col.)	17.50	17.50	3
National 918	75.00	75.00	1
National 930	95.00	95.00	4
National 950	110.00	110.00	4
9-col. Smokeshop			
Lobey	150.00	150.00	1
Northwestern 39, 1c	7.95	7.95	3
Northwestern 33			
Ball Gum	6.50	6.50	7
Northwestern Deluxe			
1c & 5c	12.00	12.00	3
Northwestern Jet	10.00	7.50	4
3 col. Shipman			
Stamp Vendor	23.50	23.50	3
PX (10 col.)	115.00	115.00	4
PX Electric	85.00	85.00	2
Rowe (7 col.) 5c	32.50	32.50	2
Rowe (10 col.)	32.50	32.50	1
Rowe Candy Merchant (7 col.)	165.00	165.00	3
Rowe Crusader (8 col.)	150.00	150.00	4
Rowe Crusader (10 col.)	160.00	160.00	4
Rowe Diplomat Electric (8 col.)	160.00	160.00	4
Rowe Imperial (8 col.)	90.00	90.00	4
Rowe Imperial (6 col.)	85.00	85.00	4
Rowe President (8 col.)	135.00	135.00	4
Sanitary Napkins, 5c	15.00	15.00	4
Seeburg Sicum 200 Sel.	350.00	350.00	1
Silver King, 1c	8.50	8.50	4
Silver King, 1c Ball Gum	7.45	7.45	3
Silver King 1c Mds.	7.45	7.45	1
Silver King, 5c	8.50	7.45	5
Silver King Hot Nut	9.50	7.50	3
Stoner Candy (6 col.)	135.00	90.00	4
Stoner Candy (8 col.)	165.00	110.00	2
Uneda (8 col.)	90.00	90.00	1
Uneda Model A	90.00	85.00	3
Uneda Candy (6 col.)	65.00	65.00	4
Uneda Model E (6 col.)	75.00	50.00	5
Uneda Model E (8 col.)	80.00	75.00	2
Uneda Model 500 (9 col.)	100.00	100.00	4
U-Select-It	52.50	52.50	2
Victor Model V, 1c Cabinet	9.50	9.50	2
Victor Model V, B/G Wheel	9.50	8.50	6
Victor 1c Baby Grand	7.50	7.50	2
Victor Rocket 5c	10.00	10.00	4

NEW SENSATIONAL FILMS for Panorams! WE SHOOT 50 NEW SUBJECTS EVERY MONTH! Drop us a card for more information. TRIUMPH PRODUCTIONS, INC. 7713 Santa Monica Blvd. Los Angeles 46, Calif.

MAKE EXTRA MONEY!! ASK FOR OUR NEW 1956 GIFT & PREMIUM PRIZE CATALOG RAKE COIN MACHINE EXCHANGE 609-A Spring Garden Street Philadelphia 23, Pa.

BINGO MECHANIC WANTED For route work. Regular hours—good pay and vacation. No drifters. Write to BOX 831 The Billboard, Chicago, Ill.

FOR SALE—LIKE NEW COMPLETELY RECONDITIONED Miami Beach Write \$445.00 Caytime \$425.00 Big Time \$275.00 Cayley \$120.00 Beach Club \$85.00 Beauty \$140.00 Palm Springs \$100.00 Rio \$165.00 Surf Club \$165.00 NASTASI DISTRIBUTING COMPANY 1010 Poydras Street New Orleans 12, La.

CLEANED, CHECKED READY TO OPERATE VARIETY \$325.00 HI-FI \$185.00 SURF CLUB \$195.00 ICE FROLICS \$175.00 PALM SPRINGS \$175.00 DUDE RANCH \$150.00 BEACH CLUB \$125.00 FROLICS \$80.00 ATLANTIC CITY \$65.00 MORRIS NOVELTY CO. 3007 Olive St., St. Louis 3, Mo. (Phone: FRanklin 1-0757)

Los compradores en el extranjero encontraran esta aparatos libres de contratiempos a los mas bajos precios de aqui. Exportamos juegos de bolas (pin games) y velleras (music machines) nuevas a reconstruidas listas para operacion.



When you compare quality with price, Active is never undersold! EXCLUSIVE DISTRIBUTORS FOR WURLITZER and D. GOTTLIEB & CO. in S. Jersey, E. Pennsylvania and Delaware.

ACTIVE AMUSEMENT MACHINES CO. 666 N. Broad St. FRemont 7-4495 Phila. 30, Pa. YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

COBRA CARTRIDGES Realigned and Resurfaced, 75c each. Compare them with new cartridges. Cartridges returned within 10 days. ELECTRONIC INDUSTRIES P. O. Box 2008 Mesa, Arizona

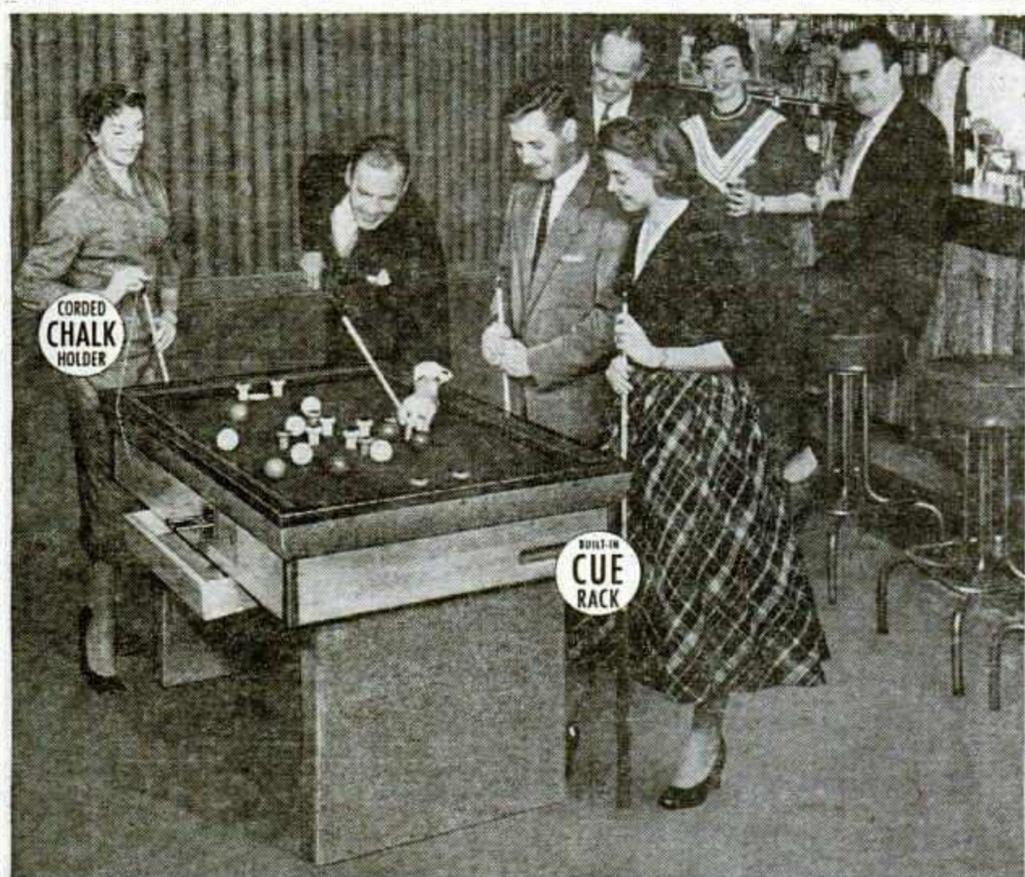
OPERATORS!

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

CUSTOMERS Play More AND Spend More

Pin-Pool

WHEN YOUR PLACE IS HEADQUARTERS



1. More steady-customer patronage
 2. More free-spending double-date trade
 3. Increased cash-box profits
 4. Increased sales of beverage, smokes and snacks
- PIN-POOL...newest coin-operated amusement sensation...offers your customers all the fascination of billiards with exciting bank-shots from rail-cushions, plus tricky maneuvers of balls around live-rubber bumper-pins in center of table.
- 20 CENTS PER GAME EARNS UP TO \$2 PER HOUR**

PIN-POOL...played by 2 players or 2 pairs of players, playing partners, creates a cozy clubroom atmosphere in your place that keeps drop-in trade from drifting away. Because friendly competition at the PIN-POOL table keeps customers happy, they stay longer, spend more at the bar, cigar-counter or snack-shop... come back oftener and bring their friends.

Cash in on growing popularity of PIN-POOL...the 100 per cent skill-game with 0 per cent grief. Get PIN-POOL busy for you now.

- No electrical hook-ups
 - No service-calls, no worry
 - Welcome in every territory
 - Deluxe table harmonizes with finest fixtures
 - Genuine snooker-pool balls*
 - Accurately balanced cues*
 - Table precision-squared to please experts
 - Table upholstered with genuine billiard-cloth
 - Cheat-proof coin-mechanism
 - Clog-proof ball-release
 - 52 in. by 36 in., 32 in. high
- *Manufactured by the Brunswick-Balke-Collender Company

SEE YOUR Bally DISTRIBUTOR TODAY BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

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.

Contact Us Immediately on What You Have to Offer

We Are Interested in Foreign Representation for American Manufacturers

BELGIAN AMUSEMENT COMPANY, LTD.

Belgielei 112—Antwerp, Belgium

United States Purchasing Address

3126 Tyson Ave., Philadelphia 49, Pa.

Devonshire 8-6931

Bert Mills Bars

Continued from page 76

hammerloid silver with a red triangular section at the top.

An optional liquid chocolate unit at extra cost gives a fourth selection, makes it possible to use powdered chocolate container for soup concentrate.

3-Price Changer

The liquid chocolate attachment costs \$53. A special three-price changer (at \$75) permits vending coffee black and with sugar at 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 (325 with hot cups), is priced at \$599.

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 lists for \$499, 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 white milk ingredients (liquid) which are mixed 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 routemen's salaries, with most of them paying straight salary, \$97 and benefits being the top figure quoted. One operator paid \$94 a week and \$10.40 welfare benefits. These salaries were with the company's truck.

A Louisiana operator gave his routemen a straight cent a pack commission, with the routeman furnishing the truck.

to make a reconstituted whole milk. Adjustments permit vending any percentage of white or chocolate milk. Two milk containers with total 20-gallon capacity vend 320 eight-ounce or 250 10-ounce servings. Price is \$699.50.

Panoram Operators!

FOR SALE

We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.

Phil Gould

283 Market St. Newark 5, N. J. Market 3-4275

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



SHUFFLE GAMES

CHICAGO COIN	
BONUS SCORE	\$425
TRIPLE STRIKE	395
FLASH	325
FEATURE	255
STARLITE	225
SUPER FRAME	225
ADVANCE	175
KING	175
TRIPLE SCORE	110
DOUBLE SCORE	89
10TH FRAME	69
KEENEY	
BIKINI	\$195
DIAMOND	215
PACE MAKER	125
DOMINO	110
CARNIVAL	85
CLUB 10 PLAYER	65

FIRST-Conditioned

UNITED	
DELUXE LIGHT-NING	\$365
DELUXE 5TH INNING	385
DELUXE MERCURY	355
DELUXE MARS	345
DELUXE COMET	335
SPEEDY	285
DEL. TARGETTE	285
TEAM	225
CHIEF	195
ROYAL	175
OLYMPIC	95
STAR 10TH FRAME	75
DELUXE	55
GENCO	
MATCH POOL	\$135
SHUFFLE POOL	85
BALLY	
MAGIC	\$375
JET	350

SETTING NEW HIGHS IN EARNINGS—CHICAGO COIN'S BOWLING TEAM

Revolutionary Automatic Tally Sheets Guarantee Repeat Play!

SCOOP! We have purchased entire inventory from Binks Mfg. Co. of their outstanding counter game... **ZIPPER**
Combines 3 Great Play Principles: 1—Bingo Scoring; 2—High Score (for competitive play); 3—Steeple Chase—zig-zag ball action. Universal coin insert: Handles 1¢, 5¢, 10¢, 25¢. **BRAND NEW**
Originally \$79.50—NOW only \$25

ARCADE

FIRST-Conditioned	
Wms. ALL STAR BASEBALL	\$155
MIDGET MOVIES	145
C.C. 4-PLAYER DERBY	135
TELEQUIZ with film	115
C.C. GOALEE	95
Evans TEN STRIKE	75
NEW EX. VACU. MATIC VENDOR	WRITE

GENCO UPRIGHTS

Brand New Silver Chest	\$125
Gold Nugget	125
FIRST-Conditioned	
Gold Nugget	\$95
Jumping Jack	85
400	75

TARGET GUNS

FIRST-Conditioned	
EXHIBIT SPORTLAND, S.G.	\$235
SHOOTING GALLERY	175
JET GUN	125
DALE GUN	65
GENCO	
WILD WEST	\$395
RIFLE GALLERY	215
INVADER	125
SKY GUNNER	125
UNITED	
CARNIVAL DELUXE	\$365
SEEBURG SHOOT THE BEAR	\$145

FIRST

COIN MACHINE EXCHANGE, INC.

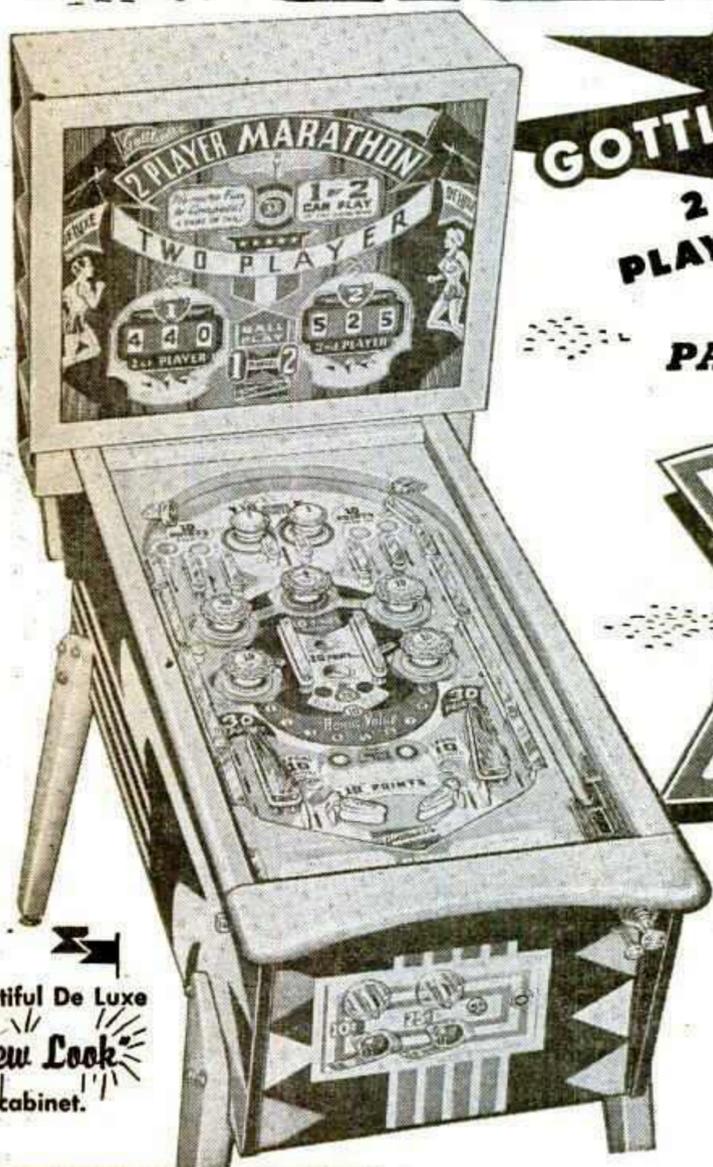
Joe Kline & Wally Finke

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

GIVE TO DAMON RUNYON CANCER FUND

IT'S NO SECRET!...

... COMPETITIVE PLAY IS A PROVEN ATTRACTION FOR STEADIER... AND EVER INCREASING PROFITS!



GOTTLIEB'S 2 PLAYER MARATHON

MARATHON

PACKED WITH FEATURES THAT MAKE IT FUN TO COMPETE!

ALL NEW DOUBLE NUMBER MATCH FEATURE!

A Greater Earning Attraction than the Fabulous Jumbo Match and Jubilee Diamond Match.

Both Players Matching Number at same time scores BIG Super Special.

Regular Single Number Match Scores Single Special.

NEW 10 TIMES VALUE BONUS FEATURE!

Mystery special when lit and single bonus hole.

5 Hi-Speed Pop Bumpers clustered for dynamic action.

2 Cyclonic Kickers fire into each other for spectacular cross-board action.

Alternating light rollovers for super scoring.

Adjustable 3 or 5 ball play.

Beautiful De Luxe New Look cabinet.

SEE MARATHON AT YOUR DISTRIBUTOR NOW!

Amusement Pinballs as American as Baseball and Hot Dogs!

D. Gottlieb & Co. 1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS

FOR SALE
Panoram without cabinet. Extra parts.
Same as new, used only 4 weeks.
J. MENDELSON
1920 Farnam St. Omaha, Nebr.

New Continental Cups
CHICAGO, Nov. 12.—Continental Can exhibited its new nine-ounce hot vending cup at the NAMA show here this week. Price is \$11.65 a thousand. The firm also had on display its new seven-ounce 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-O-Mat, with a list price of \$3,900 set. The unit was exhibited at NAMA.

Basic changes from the older model which had limited production is the placement of the four coffee selection buttons on the side of the machine, and a re-design of the cabinet.

The unit can vend four selections of hot sandwiches, two selections of cold sandwiches, four selections of coffee, three selections of milk, canned fruit juices and canned drinks, and four selections of pastry.

Dimensions are 57 inches high, 73 inches wide and 33 inches deep.

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 some 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.

ARCADE SPECIALS

Genco Big Top	\$375.00
Genco Rifle Gallery	225.00
Genco Sky Gunner	150.00
Genco 2 Pl. Basketball	225.00
Genco Total Roll	95.00
Exhibit Sportland Gun	250.00
Scientific Pitch 'Em & Bat 'Em	150.00
Seeburg Shoot the Bear	125.00

UNIVERSITY COIN MACHINE EXCHANGE
858 N. High St. Columbus 8, Ohio
Tel.: AXminster 4-3529

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!
- NON-WARP PLAYFIELD
- MARKED FOR PLAY FROM 3 OR 4 SIDES
- AUTHENTIC BILLIARD CLOTH
- BAKED PHENOLIC RESIN BALLS
- CONVENTIONAL RUBBER BUMPERS and CUSHIONS
- RUBBER-LINED BALL TROUGH
- SILENT, SMOOTH BALL DROP
- EASY-LIFT TOP
- CHEAT-PROOF BALL RELEASE

DISTRIBUTORS!
Sign up now for big selling action!
WRITE, WIRE, PHONE!

COIN POOL MACHINE & PARTS CO.
2259 N. LINCOLN AVENUE, CHICAGO 14, ILLINOIS • Lincoln 9-3998

BINGO GAMES

Gayety	\$275.00
Variety	295.00
Hi Fi	185.00
Surf Club	180.00
Palm Springs	155.00
Beauty	110.00

One-third deposit with order, balance sight draft.
GENERAL DISTRIBUTING COMPANY
1609 Orleans Avenue
New Orleans, La.
TULane 6729

Exclusive Distributors for
BALLY • ROCK-OLA • KEENEY • CHICAGO COIN

COMPLETE LINE BALLY BINGO PARTS

SHUFFLE ALLEYS

Bally Gold Medal	Write
Bally Jumbo	Write
Bally King Pin	Write
Bally Congress	Write
Chi Coin Blinker	Write
Chi Coin Bonus Score	Write
Bally Jet Bowler	\$350.00
Bally Magic Bowler	425.00
Chi Coin Starlite	225.00
Keeney Pacemaker	100.00
Keeney Bonus	150.00
United Rainbow	250.00
United Cascade	85.00
United Clover	75.00

ARCADE

Bally Bull's-Eye Kiddy Gun	Write
Chi Coin Deluxe Bull's-Eye Baseball	Write
Bally Hot Rod	Write
Exhibit Sportland (Moving Target)	\$225.00
Keeney Sportsmen (Moving Target)	249.50
Genco Quarterback	Write
Genco Champion Baseball	Write
Genco Tournament Pool	Write

PINBALLS

Miami Beach	Write
Gaytime	\$475.00
Gayety	345.00
Palm Springs	195.00
Beach Club	145.00
Yacht Club	95.00
Hi Fi	175.00
Atlantic City	85.00
Surf Clubs	225.00
Variety	375.00
Ice Frolic	195.00

MUSIC

Rock-Ola 1448 Hi Fi, 120 Select.	Write
Rock-Ola 1444 Hi Fi, 120 Select.	\$725.00
Rock-Ola 1438 Comet, 120 Select.	\$599.50

WHILE THEY LAST—LIKE NEW
5 Chi Coin Criss Cross Target \$175.00

CALDERON DISTRIBUTING CO.
450 Massachusetts Avenue
Indianapolis, Indiana
ME-Irso 4-8468

All Locations LARGE or SMALL invite you to install Williams DE LUXE BANK POOL FEATURING 3-SIDED PLAY!

IT PAYS TO OPERATE Williams WINNERS!

LITE IS OPTIONAL EQUIPMENT

TWO SETS OF RULES FOR 3 OR 4 SIDED PLAY

PERFECT BANK SHOTS EASY TO GAUGE WITH RED DIAMONDS SPACED ON FOUR SIDE RAILS!

CAN'T BE BEAT

EXTRA CUE HOOKS IN ADDITION TO BUILT-IN HOLDER

NOW AVAILABLE The Deluxe SENIOR Model 18 Inches Longer Same Width More Exciting Than Ever!

2-3-or 4 PLAYERS
FOOL-PROOF MECHANISM!
Anti-Cheat Ball Release
2 COIN OPERATION!

3 Designed for or 4 SIDED PLAY!

First WITH THE HINGED TOP!

SILENT BALL-DROP
PROTECTED CASH BOX

OPERATE Williams REGATTA NEW 5-BALL SCORE BUILD-UP! HIGH SCORES!

OPERATE Williams CIRCUS WAGON LUXURY 2 PLAYER WITH NUMBER MATCH
• BONUS POCKET build-up!
• Bonus Scoring!
• Multi-Tilt!

OPERATE Williams JOLLY JOKER HIGHEST EARNINGS! LOWEST PRICE!

See YOUR WILLIAMS DISTRIBUTOR NOW!

CREATORS OF DEPENDABLE PLAY APPEAL 4242 W. FILLMORE ST. CHICAGO 24, ILL.

Williams MANUFACTURING COMPANY

The "FORWARD LOOK" in 5-BALL CABINETS!

Jim-Jak Bows Floor Model Coffee Vender

CHICAGO, Nov. 12.—Jim-Jak industries, Inc., introduced a new semi-automatic pre-brew coffee machine this week. Called Model 6A, it has a regular floor-type cabinet with automatic cup drop.

F..b. price is \$495, or \$525 with nickel, dime, quarter changer. Loaf or granulated sugar and powdered cream dispensers are mounted on the side of the cabinet for manual operation. Cups 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.

Wittenborg With Hot Plate Shown

CHICAGO, Nov. 12.—Oregon, the Portland, Ore., firm which is United States distributor for Wittenborg, displayed a hot plate version of the Danish vending machine.

The two-column, 24-window vender will sell for \$1,295, f.o.b. New York or Portland. The Wittenborg can vend at four prices, from 5 cents to \$1.25.

Davis Guarantee

- Mechanism Overhauled
- Worn Parts Replaced
- Amplifier Reconditioned
- Speaker Inspected
- Tonehead Renewed
- Cabinet Professionally Refinished

DAVIS REBUILT EQUIPMENT

with the DAVIS 6-Point GUARANTEE

The following models are available for prompt shipment:

SEEBURG		WURLITZER	
147	\$ 75	1015	\$ 95
148	95	1100	125
M100C	595	1400-1450	250
AMI		ROCK-OLA	
A	\$125	1428	\$ 95
D-40, 45 R.P.M.	225	1436 FIREBALL 120, 78 R.P.M.	275
D-80, 45 R.P.M.	345		

WALL BOXES

SEEBURG 3W5, 5c, 10c, 25c, 3-wire	\$12.95
SEEBURG 3W2, 5c, 3-wire	4.95
WURLITZER 3020, 5c, 10c, 25c	9.95
WURLITZER 4820, 5c, 10c, 25c	14.95
WURLITZER 5204, 104 Selections	22.50
WURLITZER 219 Stepper	9.95
WURLITZER 252 Stepper	22.50
AMI 40 Selection Stepper	14.95
WURLITZER Speakers 4000, 4006, 4007, 4009	9.95

Private Western Union Wire • Cable Address: "Davis" • 1/3 Dep. Required

WORLD EXPORT

WESTERN EXPORT

DISTRIBUTING

Exclusive Seeburg Factory Distributor

738 Erie Boulevard East
Syracuse 3, N. Y., U.S.A., Ph. 75-1631



Corp.

Your American Red Cross Is Always There After Disaster Strikes

Reconditioned 5-BALL GAMES

SOUTHERN BELLE	\$235
GYPSY QUEEN	225
SLUGGIN' CHAMP	215
TWIN BILL	200
DIAMOND LILL	195
LADY LUCK	185
STAGE COACH	175
DRAGONETTE	175
PINWHEEL	125

WANTED! WILL PAY HIGH DOLLAR CASH or TRADE!

Grand Slam—Queen of Hearts—Skill Pool—Super Jumbo—Jubilee—Crossroads—Marble Queen—Globe Trotter—Gypsy Queen.

Immediate Shipment

BRAND NEW

POOL GAMES

VALLEY—GENCO—BALLY
WILLIAMS—EXHIBIT

NATIONAL

Coin Machine Exchange
1411-13 Diversey Blvd. Chicago 14
Phone: BUckingham 1-6466

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

NOW—You Can Expand Your Vending Business with this KEENEY Deluxe COFFEE VENDER

KEENEY'S Unseen Ingredient!

Look closely at this new Keeney Deluxe Coffee Vender—study its superior features and you'll see more than the physical materials of which it is made. You'll see the attitude of a company determined to make and market a more practical, better performing unit designed by men who are never quite satisfied until they have produced a far superior product. It's the "unseen ingredient" that insures lasting, low cost performance.

LET'S LOOK AT THE VISIBLE FEATURES:

All controls are conveniently located on the face plate. Each selector button actuates the entire vending cycle by means of snap-action. Automatic light below coin insert indicates when vender is empty. Full safety features include: Coin Lockout—Ground Wire in power cord—Shock-Proof Mountings to prevent free operation and to protect all controls from damage or misadjustment—Built-In Coin Changer that may be pre-set to return 1 to 4 pennies change—stainless steel Mixing Bowls, Hot Water Containers and stainless steel coffee, sugar, and cream containers—Adjustment to control quantity of ingredients—adjustable Temperature Controls—Anti-Overflow Float and shut-off switch—Water Supply Pressure Regulator—a simplified easily accessible electro-mechanical mechanism with standard components—slow-blow type fuses—service outlet—toggle switch for servicing without disconnecting line voltage—swing-up top for easy loading without removing containers. Auxiliary Reserve Tank optional. Every feature to insure successful operation!

Visit the KEENEY Display—Room 502, Fifth Floor, N.A.M.A., Conrad Hilton Hotel, Chicago.

J. H. Keeney & CO. INC.

2600 WEST FIFTIETH STREET • CHICAGO 32, ILLINOIS

300 CUP CAPACITY

Experienced coffee vender operators agree that this new 300-cup Keeney Deluxe Coffee vender ideally combines the average capacity requirement for smaller size at a much lower investment per unit. It is but 19 3/4" wide by 15 1/2" deep by 52" high! You can install a single unit for marginal locations, or group these compact venders for mass dispensing in larger places.

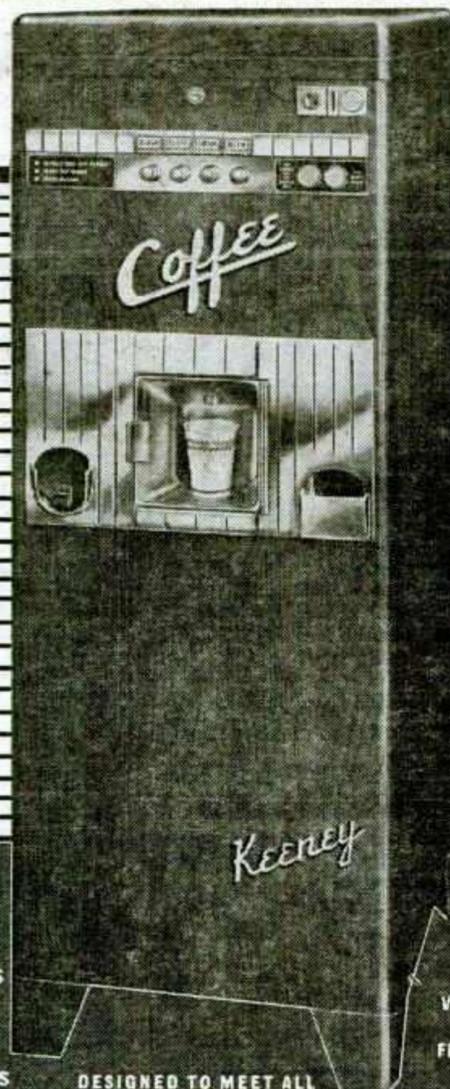
4 SELECTOR BUTTONS

- Black Coffee • With Sugar • With Cream • Sugar and Cream

EASY TO OPERATE!

Insert a dime at top and 1 to 4 pennies drop into the built-in coin changer return outlet while a cup vends automatically at the left. Open dispensing chamber door, place cup in position, depress one of four selector buttons and the cup fills up with a full 6 1/2 ounces of rich full-flavored-hot coffee, as you want it, when you want it, almost instantly! Sugar and cream containers and the mixing bowl are of stainless steel for easy cleaning as well as to preserve ingredients and insure cleanliness at all times.

*Price pre-set at option of operator.



BUILT-IN COIN CHANGER OPERATES ON NICKELS, DIMES OR QUARTERS

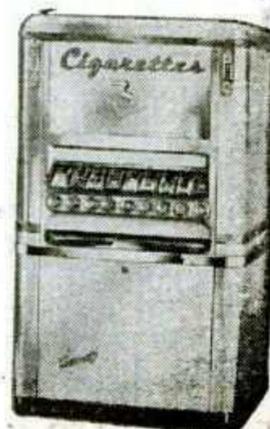
RETURNS CHANGE IN CORRECT AMOUNT AUTOMATICALLY

DESIGNED TO MEET ALL KNOWN REQUIREMENTS FOR HEALTH AND SANITATION AT LOW COST OPERATION.

A VARIETY OF FINISHES

The Keeney Deluxe Electric CIGARETTE VENDER

★ Year after year, operators have made much more money with this Keeney Deluxe electrically operated Cigarette Vender. Nine double columns dispense regular or king size packs alternately from front or rear and "the pack you see is the pack you get!" Capacity 432. Has quick price adjustment on each column, swing-up top, 3-way match vending. Write for circular.



Federal Sweets Bows New Bar

CHICAGO, Nov. 12.—A new, 5-cent Dutch Maid Coconut Brownie of toasted coconut and chocolate was introduced by the

Federal Sweets & Biscuit Company, Inc., Clifton, N. J., at the NAMA conclave in Chicago this week.

The bar is encased in a white and brown printed cellophane bag. The bar has been in production for some time and deliveries have been started, Clarence Brainerd, general sales manager, announced.

GROENTEMAN & POLAK BUY EUR. COIN MACH. CO.

PHILADELPHIA, Nov. 12.—Sal Groenteman and Al Polak have purchased the Belgian Amusement Company, Antwerp, Belgium. Both men have been active in the coin machine exporting business here.

The pair left 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 here, 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 punches his card. 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.

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

Exclusive Chicago Distributor for the BEST in POOL GAMES!
CUE-STAR by FISCHER -- \$209
 BRAND NEW COIN POOL Marked for play from 3 or 4 sides!
IMMEDIATE DELIVERY!
 CHARLEY PIERI Get Our List, New-Used Games, All Types
Monarch Coin Machine, Inc. Lincoln 9-3996-7
 2257 N. Lincoln, Chicago 14, Ill.

EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN-AMI-GENCO-EXHIBIT	
MUSIC	
AMI Model A	\$110.00
AMI Model B	175.00
AMI Model C	195.00
AMI Model D-80	375.00
AMI Model E-120	525.00
AMI Model F-80	675.00
AMI Model F-120	750.00
Seeburg 147M	65.00
Seeburg M100A	245.00
Seeburg M100B	495.00
Seeburg M100BL	525.00
Wurlitzer 1015	65.00
Rock-Ola 1438 Comet	475.00
Rock-Ola 1434 Fireball	195.00
BINGOS	
Bright Spot	\$ 85.00
Frolics	100.00
Beach Club	150.00
Dude Ranch	195.00
Yacht Club	100.00
Palm Springs	210.00
Variety	395.00
Big Time	495.00
1/3 deposit with order, balance C.O.D. or sight draft	

ARCADES	
Chicago Coin Home Run	\$200.00
Chicago Coin Super Home Run	225.00
Wms. Deluxe Baseball	150.00
Exhibit Shooting Gallery	165.00
Genco Wild West	395.00
United Carnival Gun	225.00
CHICAGO COIN BOWLERS	
Score-a-Line	Write
Flash	\$250.00
Gold Cup	110.00
Triple Score	90.00
Double Score	75.00
Name	60.00
Super Match	55.00
10th Frame	50.00
Match	45.00
Criss Cross Target	195.00
UNITED BOWLERS	
League	\$210.00
Olympic	90.00
Cascade	75.00
10th Frame	50.00
Stars	45.00

Monroe COIN MACHINE EXCHANGE, INC.
 2423 PAYNE AVENUE, CLEVELAND 14, OHIO ★ (Tel. : Superior 1-4600)

SHAFFER SPECIALS

Fully Reconditioned and All Ready for Location

SEEBURG	AMI
M100-B.....\$525.00	D-40 (40 Sel.).....\$219.00
M100-A..... 295.00	Model C..... 175.00
ROCK-OLA	WURLITZER
1442 (50 Sel.) Hi-Fi... WRITE	1500 (104 Sel.).....\$335.00
1438 Comet.....\$549.00	1400 (48 Sel.)..... 225.00
1434..... 199.00	1250 (48 Sel.)..... 165.00
1432..... 169.00	1015 (24 Sel.)..... 65.00
Rock-Ola 1456 Wall Box (120 Sel.).....\$49.50	
WRITE TODAY FOR ILLUSTRATED CATALOG SHOWING COMPLETE LIST	

Shaffer Music Co.
 In the Coin Machine Business Over 25 Years

COLUMBUS, OHIO 849 N. High St. AXminster 4-4614	CINCINNATI, OHIO 1200 Walnut St. MAIn 1-6310	INDIANAPOLIS, IND. 1327 Capitol Ave. MEtrose 4-3571
---	--	---

GENCO'S DeLuxe TOURNAMENT POOL

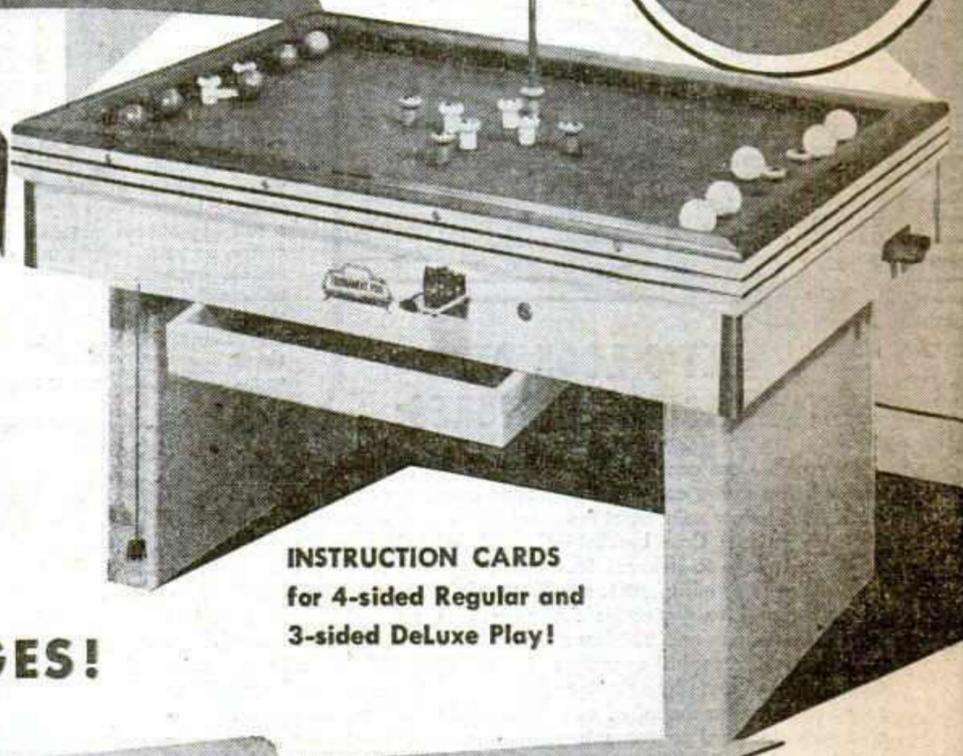
PLAYED FROM 3 SIDES
 FOR CRAMPED LOCATIONS
 CAN ALSO BE PLAYED FROM 4 SIDES

The ONLY 3-side-play Pool Game that eliminates player arguments

- NO SQUARES ON TABLE
- DEFINITE SPOTS for ball placements when moved

TABLE AGAINST WALL
 SAVES 60 Sq. Ft. of Floor Space

The ORIGINAL POOL GAME designed for TABLE LIGHT



HINGED PLAYFIELD
 FOR EASY SERVICING

DUAL LEVELING GAUGES!

INSTRUCTION CARDS for 4-sided Regular and 3-sided DeLuxe Play!

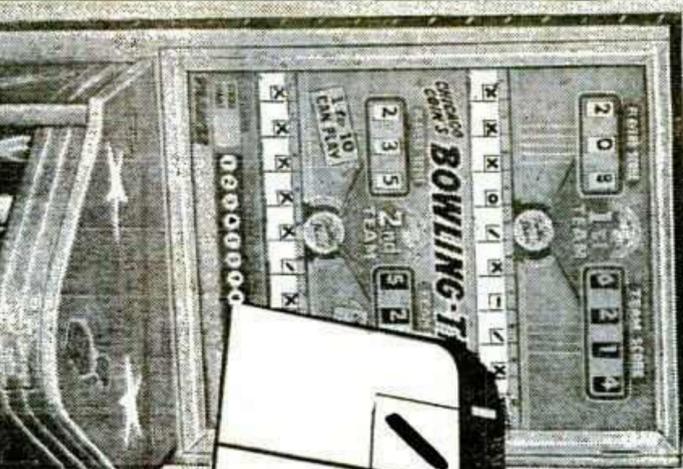
STILL DELIVERING REGULAR OFFICIAL TOURNAMENT POOL

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue Chicago 14, Illinois

TRY ONE ON LOCATION... YOU'LL WANT MORE!

chicago coin's BOWLING TEAM BOWLER

With Automatic Tally Sheets!



FEATURES EVERY

COMPETITIVE

THRILL OF

TEAM PLAY!

... plus these Revolutionary New Playing Features!

Look! For the First Time . . . 2 Teams of Players up to 10 on Each Team Can Now Play!

Look! "Team Score" . . . Totalizer Automatically Registers Complete Scoring of Competing Teams.

Popular 20-30 . . . Scoring With Regulation Top Score of 300.

Look! Extra Large . . . Super Giant Pins!

Look! Extra Large . . . Super Giant Puck!

Look! Extra Large . . . Cabinet and Playfield!

- See these other popular Bowling Games at your distributor.
- BULLS EYE
 - BLINKER
 - SCORE-A-LINE
 - HOLLYWOOD

Also Available in a MATCH Model as **ALL STAR TEAM BOWLER**

1725 West Diversey Blvd., Chicago 14, Ill.



Bally BIG bowlers earn BIG money

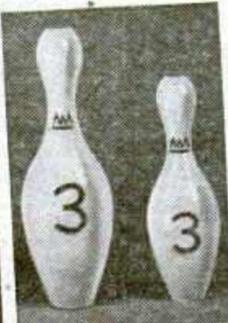
POPULAR OFFICIAL BOWLING SCORES

BOWLER earnings climb to a new sensational high... as 20,000,000 bowlers and their millions of non-bowling friends... discover the fun and fellowship... and the sporting satisfaction of shuffle-bowling by OFFICIAL BOWLING RULES. For biggest group-play... and continuous repeat-play... resulting in bigger bowler profits... get Bally ABC-BOWLER on location now... or CONGRESS-BOWLER for added attraction of match-score features.



CONGRESS-BOWLER and ABC-BOWLER play 10 frames... are available in dime play or one play for a dime, 3 plays for a quarter... require only 8 1/2 ft. by 25 in. floor space.

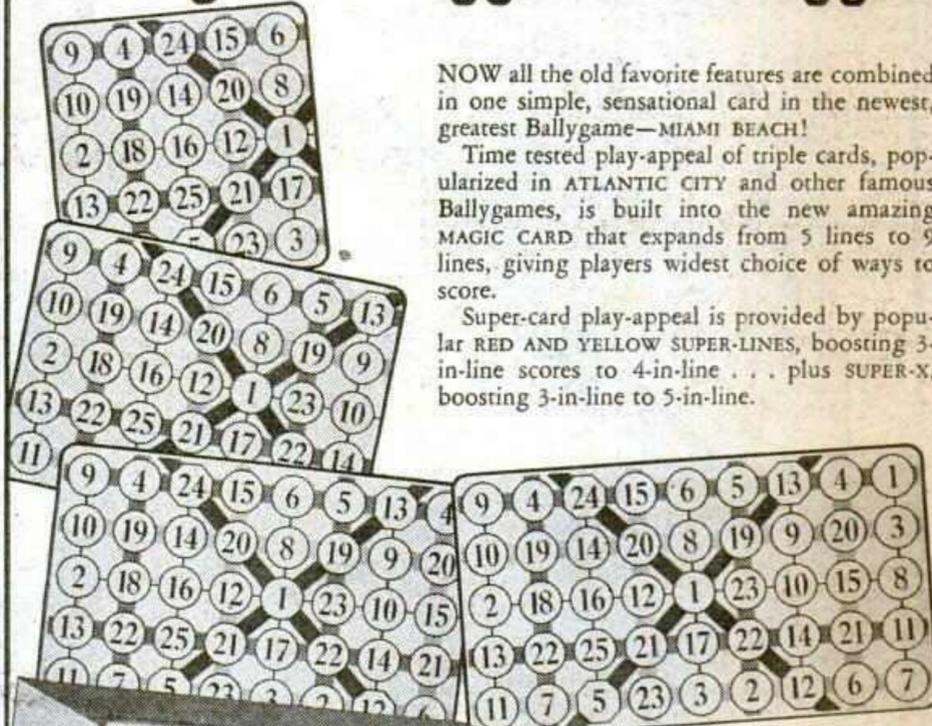
*New KING-SIZE Pins
New OVER-SIZE Puck*



New king-size pins, nearly a foot high and almost as big as official bowling alley pins, increase play-appeal of all Ballybowlers. Compare new giant pin (left) with old-fashioned pin (right). Matching the new big pin is the new Bally over-size puck with a hefty, husky feel that adds to thrills of skill-shooting. New over-size puck is larger puck on each playfield below. Compare size with smaller old-fashioned pucks.

ABC bowler WITH MATCH-SCORE FEATURES Congress bowler

Pinball public wild about new MAGIC CARD that grows bigger and bigger



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 5 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.



New
SUPER-X
BOOSTS 3-IN-LINE
TO 5-IN-LINE

RED AND YELLOW
SUPER-LINES
BOOST 3-IN-LINE
TO 4-IN-LINE

SELECT-A-SPOT
X-CORNERS
SCORE 100 OR 300
ADVANCING SCORES
EXTRA-BALLS

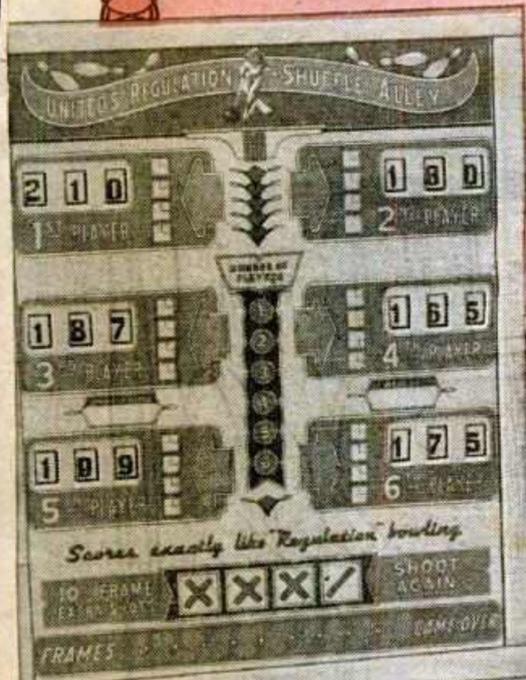
Bally MIAMI BEACH

1955

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.
LONG
26 IN.
WIDE

SEE
YOUR
DISTRIBUTOR

UNITED
OPERATORS
ARE
SUCCESSFUL
OPERATORS

NOW AT YOUR
DISTRIBUTOR

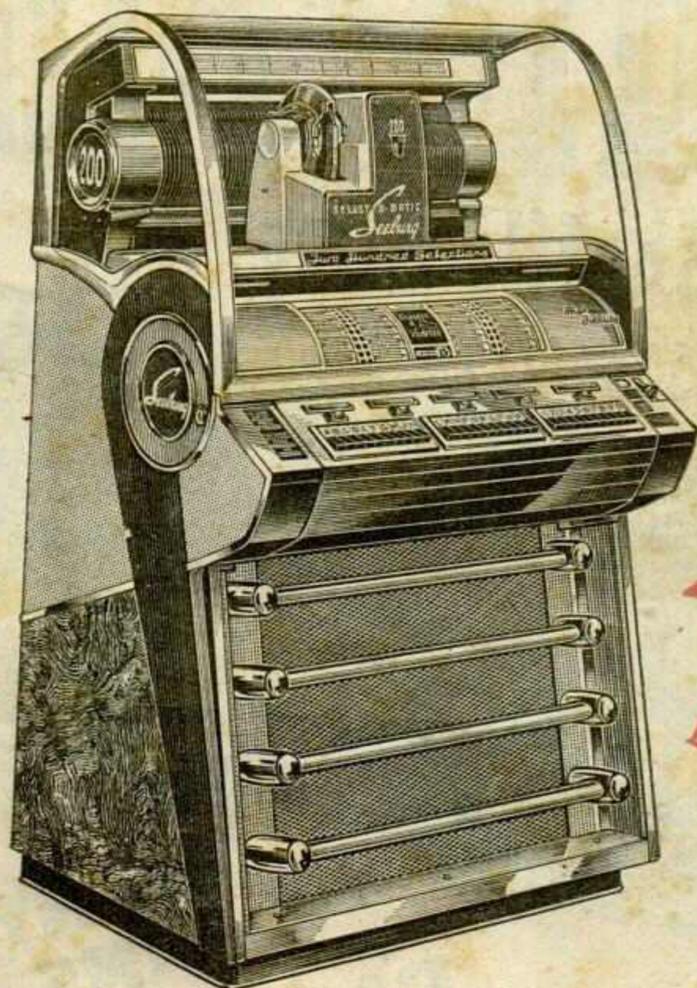
PIXIES
FASTEST IN-LINE
PROFIT HIT

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



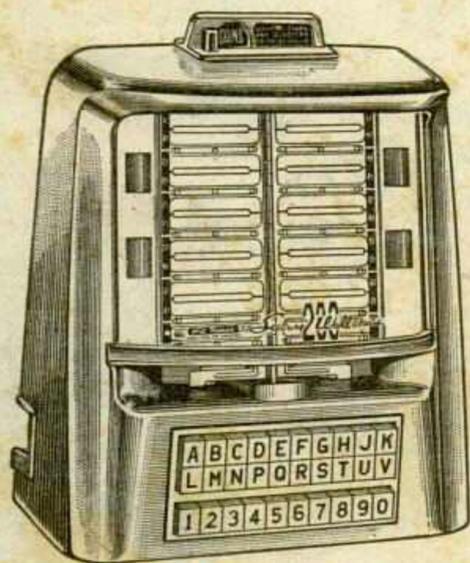
AT THE PHONOGRAPH



"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

Seeburg
 DEPENDABLE MUSIC SYSTEMS SINCE 1902
 J. P. SEEBURG CORPORATION
 Chicago 22, Illinois