Penny, Nickel Still Have Buying Power

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

By BILL MASLOWE

CHICAGO, Nov. 20.—Young America, key penny and nickel spending market, is stepping up buying of gum, nuts and candies that can still be purchased with pennies and nickels.

Pennies and nickels this year will account for the record purchase of an estimated $75 million worth of candy, gum and nuts from the nation's 14,000 familiar small coin-operated machines with glass containers known as bulk vending machines.

Growth in this unique selling field for the penny and nickel market is continuous, has not been accidental. Trade experts agree that evolution of coin-operated machines has taken place because of the small businessmen whose businesses it is to sell nuts and candies to vending machines, and because the new avenues of growth opened to them led them to apply the honored principles of merchandising to their selling.

Black Business

At a result, they are making the public more aware of their equipment and are moving into new areas of business such as giant candy, gum, nuts stores and penny, nickel centers, and large chain variety stores as well as drug stores, drug, greengrocers, and even churches recruiting more and more persons, motorists agencies and hotels.

And for all adults, nut machines are constantly appearing in taverns, cocktail lounges, bowling and country clubs.

As an example of the latest merchandising trend in bulk vending, the three-day work done by an exciting bulk vending operator of Hollywood, Ill., Ray C. Thompson, showed how his machines with a brilliant paint, a new and unique feature, his ability to ply the use of black light.

Black Light

Pleasing Results

So pleasing are the results that many tavern proprietors and other location owners turn on the lights playing on the machines when they open for the day just as they plug in the juke box. The machines are unusual, and the paint is painted by light blacklight certainly catches the attention of the majority of my customers, with the addition of the owner's name on the machine.

Thompson, a new operator in the field, has found sales not up to his expectation, and after experimenting for nearly two years with getting his machines to attract more customers, added his sales.

He makes his machines stand out with black light, outdoor and outlet owners, and more than willing to pay the cents a day it costs for electrical light.

Big Chain Stores

Bob Kooner, one of the largest bulk vendors in this country, has his key policy to the big chain stores, and today he has vending machines in all Chicago area's major department stores, the Ford Hopkins drug store, the Wrigley drug store.

Kooner does not compete with his stores, but he believes there is a market for his machines, and he has operated his stores a year and a half, and operates his stores within the next eight days.

However, spotted where they come handy, the machines, there in the store have been changed by the operators.

CONTINUED ON PAGE 79

ABC-TV Negotiates for Purchase Of 100 J. Arthur Rank Films...The American Broadcasting Company this week was nearing a deal for the purchase of 100 J. Arthur Rank features for the use in its nationwide day/night programming...Page 14

RCA Victor beat out the Sony Records, Inc., by 10 years to win the sale of the picture-making machine, with the 70-year-old company, its new version of the king of the press in the July 10th issue of the New York Times, Elvin Presley, Inc.,...Page 14

ABC-TV Negotiates for Purchase Of 100 J. Arthur Rank Films...The American Broadcasting Company this week was nearing a deal for the purchase of 100 J. Arthur Rank features for the use in its nationwide day/night programming...Page 14

Kiddie Record Sales Dip In Face Of General Industry Upturn...The children's record business is way off this year, compared to the general industry upturn. However, 1958, which is the first venture of the particular segment, is not to be taken lightly. These records are not for sale, because they are not available in dollar volume. The rise thus shapers up as more significant...

CONTINUED ON PAGE 79

Fast Coronet' For '16 Tons'

NEW YORK, Nov. 25—Tennessee Ernie Ford's fishbowl platter "16 Tons" may have the No. 1 slot on all three of The Billboard's pop charts this week, making it the latest "Golden Crown" winner in chart history.

The record took the "crown" after only four weeks on the chart. This platter started its climb on the No. 3 slot on the pop and rock charts and No. 6 on the juke box...Page 79

NEWS OF THE WEEK

$570,000 for 5 TV Scripts: What WNBC Will Pay Sidney Sheldon...The day of the big-money TV writer has arrived. Sidney Sheldon which would kill for five original TV scripts for 40,000. WNBC is the only one to pay Sheldon for his work...Page 8

WEF Sets National Disk Service...Enters Publishing, Talent Fields...WEF, Cleveland, is setting up a three-way expansion plan for its new national service that will provide a complete record recording program service to the country and the only service. There is no rule and a number of cases in which the studio is not operating under its own label until its first year...Page 15

New John Box to Feature Tape Recordings—No Discs...A new John box that will play tapes will be marketed this year in the Midwest. The new system is an up-to-date machine that also plays any disc or tape including 78s, 45s and 33s. The machine is a four-speed, all-electronic, all-transistor disk player with a disk changer that can play up to 100 disks...Page 15

Departments and Features...Page 14
Stiff Competition to Lift Face Of Webs’ Daytime Programs

NEW YORK, Nov. 26.—A new character for network daytime programing is also being subtly evolved, forced by the necessity to beef up daytime ratings, and the spirited competition NBC-TV, CBS and ABC are putting on at 3 p.m. and by the imminent venture of ABC-TV into daytime. Daytime measures generally are paying more for their shows and getting smaller cost-per-thousand. For example, Procter & Gamble’s “Welcome Travelers” cost $7,170,000 per week viewer time and a total of $1,253,000. And the per-program down went, the reason for its change of format to “Talk Show.”

Not only talent becomes more expensive, but sponsors are using more of it. The NBC-TV show, which in the same show had a bookings-by-7 11 stations this year, and last year carried only $1. Just as important is the fact that the number of 3 p.m. set stations which have bought in the last few years has increased, and this is making projects more selective. Consequently, the number of daytime set-in-use that have increased the way the networks would like, there is a growing appetite for the daytime fans.

Night for Day

Aware of this, both, CBS and NBC have taken action. The aim of the effort is to increase the number of sets in use, thereby increasing the numbers of programming to those viewers who bypass the daytime. Nighttime is expected to be the order of the day. CBS has stated that there will be no daytime rerun entries into the battle in Lester Cook, former. presenter in charge at WOR in New York, and Harry Mulfield. The result is that Mausel is “This is Showtime,” a long-

Showcase Firm Has Grip on Prime Segs

NEW YORK, Nov. 26.—One of the major programing powers in TV today is Showcase Productions, Inc. a firm of Jaffe and Jaffe, along with NBC-TV. Since it has now taken on the production of its own network shows, the firm has a 9-10 p.m. on that same network that it has been the home of the most important hours in TV today.

Another important property is the Producer’s Showcase, the Mon- day show, which is a weekly showcase program that is now being shown on NBC-TV. The program is one of the most successful programs in TV today.

WBC Sales in ’55 Up 13½%-

NEW YORK, Nov. 26.—W.B.C., West- inghouse Broadcasting Corpora- tion, has announced combined gross sales this year that are up higher than 1954. This will be told to station managers at W.B.C. convention (25) thru Wednesday, (30) of the general managers of the WBC out.

President of the meeting will be Donald U. Wates, recently elected president of W.B.C., and who has been called the single most important man in the WBC. He has become very general and manager of consumer products of WBC.

TELEVISION

Communication

To 1354 Broadway,

New York 36, N. Y.

December 3, 1955

Climax Cues ‘Dragnet’ Shift

NEW YORK, Nov. 26.—Climax Cues will make a Friday night shift that is hoped will improve its competitive position against Chry- ler’s “Climax.” The work is consid- ering shifting “Dragnet” from its Thursday night slot to a half-hour earlier. The hour “Clim- ax” occupies will be taken from the half-hour jump has been ex- cepted that will be setting its ratings and cutting into “Dragnet’s” rating.

Haight to Fill McCann Post

NEW YORK, Nov. 26.—McCann, which has reached the West Coast to find a new executive to head up its TV and film agency in Los Angeles. George Haight and was director of pro- gramming for the agency in Hollywood.

Thus McCann is following the

A 64G QUESTION

NBC Hopes ‘Red’ Doc Will Do Good Way

NEW YORK, Nov. 26.—How well will the forthcoming “Red” documentary go against a top entertainment show should be given a definitive an- swer by Sunday night. “Nightmare in Red” is the title of the program that is going to air on NBC-TV. The program has been planned by a team of experts in TV. The show will be a half-hour show and it will be the first attempt to create new shows in programming. Its aim is to create a new show for the first time.

They are betting that it does not come more than 10 points below the CBS powerhouse.

The NBC optimization is based on the theory that “Red” is a new documentary in Red. It defines the nature of communism and its effect on the world. It is expected to be the first show to be aired and it is expected to beＳamples to “Nightmare in Red.”

Silvers Drubs Martha Raye

NEW YORK, Nov. 26.—Platt’s in- dubbed Martha Raye in the Tuesday night battle, the second of the two NBC’s of the year. Silvers got a 21.8 on C.B.S. for “K.T. And Glass” on 14.8 and “Ward Brown. Presented” 12.1 on ABC. In the second half Miss Raye, how- ever, shone up to a 23.4 to CBS-TV “Navy Log’s” 14.3 and ABCs 11.6.

Claus Cues ‘Dark’ Shift

NEW YORK, Nov. 26.—NBC’s West Coast cue is making a Friday night shift that is hoped will improve its competitive position against Chry- ler’s “Climax.” The work is consid- ering shifting “Dragnet” from its Thursday night slot to a half-hour earlier. The hour “Clim- ax” occupies will be taken from the half-hour jump has been ex- cepted that will be setting its ratings and cutting into “Dragnet’s” rating.

People’s Choice,” now in the 5-9:00 p.m. time period where it was, will move to the “Dragnet” half hour at 9. The new NBC show that seems likely to lose audiences in the shifting is “Ford Theatre” which will follow “People’s Choice” instead of “Drag- net.”

pattern set by Young & Rubicam when it named Nat Wolf to take charge of its advertising department. Also at McCann, Joyce Cook has been appointed West Coast TV production supervisor. Haight is a former M-G-M producer.

Billboard

The Amassed Industry’s Leading Reviewly

Founded 1894 by W. H. Donahue

Publishers

Roger L. Littledale Jr. Editor-in-Chief, New York; Stan Littledale, Executive Editor, Chicago; John R. McCarron, Managing Editor, New York; John S. McAfee, Eastern News Editor, Chicago; R. Walter West, Publisher, Chicago; Brian Carr, Western News Editor, Los Angeles; Ben M. F. Cooper, Assistant Publisher, New York.

Managers and Divisions

E. L. Evans, Manager, Main Office, Cincinnati; Henry Daniel, Manager, Chicago Division, Chicago; J. L. Wierski, Manager, Latin American Service, Chicago; L. L. Doherty, Outdoor Editor, Chicago; W. S. Bright, Eastern News Editor, New York; W. J. Fitts, Western News Editor, Los Angeles.

Circulation Department

A. M. Johnson, Manager of Main Advertising and Circulation Offices, New York City; J. M. Krieger, Manager of Chicago Advertising and Circulation Offices, Chicago; R. A. Stansbury, Manager of Los Angeles Advertising and Circulation Offices, Los Angeles.

Subscription Department

A. J. Smith, Subscription Manager.

J. P. Littledale, Jr., Manager of Eastern Subscription Department, New York, N. Y.

Subscription Office

500 Madison Avenue, New York, N. Y. 10021

Rate: $6.00 per year.

Classified Advertisements

Telephone: 6-6244, 6-6259.

Canada Postage: 50 cents annually.

New York 36, Broadway

Subscription Office

Telephone: 6-6259.

Office: 1354 Broadway, New York, N. Y.

Circulation Department


Phone: 6-6244.

Washington, D.C. 20005.

3636 Broadway, New York, N. Y.

Phone: 4-6292.

Philadelphia: 5005 Market Street.

Phone: 4-6292.

San Francisco: 3010 Market Street.

Phone: 4-6292.

Syracuse, N. Y.

Tampa, Fla.

Phoenix, Ariz.

El Paso, Texas.

St. Paul, Minn.

Salt Lake City, Utah.

Des Moines, Iowa.

Chicago, Ill.

Cleveland, Ohio.

Baltimore, Md.

Memphis, Tenn.

San Francisco, Calif.

Cincinnati, Ohio.

Columbus, Ohio.

St. Louis, Mo.


Tampa, Fla.

Seattle, Wash.

Denver, Colo.

Chicago, Ill.

Los Angeles, Calif.

Portland, Oreg.


Phoenix, Ariz.

Des Moines, Iowa.

Salt Lake City, Utah.

Syracuse, N. Y.

Tampa, Fla.

San Francisco, Calif.

Cincinnati, Ohio.

Cleveland, Ohio.

St. Louis, Mo.


Tampa, Fla.

Seattle, Wash.

Denver, Colo.

Chicago, Ill.

Los Angeles, Calif.

Portland, Oreg.

Chicago, Ill.

Los Angeles, Calif.

Portland, Oreg.

Chicago, Ill.

Los Angeles, Calif.

Portland, Oreg.
COMIC LINE-UP

NBC Sponsors Gird Against Sullivan Seq

NEW YORK, Nov. 26—Jere.gov, New York Post, concluded a series of stories written by several name writers and editors for the benefit of their own networks. The reviews, which appeared in various parts of the country during the past month, are to be used to promote the CBS-TV's Sullivan segment. If it takes all summer, the network will be in touch with the networks throughout the country to see when the show will be as heavily booked as possible.

The theory of NBC President William S. Pedicini is that each network must be programmed in depth and that the schedule must fit its own entertainment—act shows, variety programs, and comedy shows. Sullivan, he feels, must keep coming and the must-viewers will be entertained by comedy, wherever they tune in.

As many as eight comics will be used on one show, and live or on tape, to give the network the depth that Sullivan likes, according to the schedule. It is to be a very powerful show, and it may get $75,000 and $100,000 weekly, as of the billing budget.

Toni in Cold
On Sun. at 10

NEW YORK, Nov. 26—Toni Tennille's show, which was seen in May in the cold as far as moving into CBS-TV's Sunday, 10:30 p.m. time period in the same time slot. As a result, CBS lost out on a $25,000 per week bid special to Toni, who had been with a contract with the West Coast independent, but lost on conditions that it move into that specific time slot.

The better offers move is Reelin, which apparently will be able to retain it from its current Friday night period with Lordfield, despite NBC's attempt to get the show for another time slot and at a higher rate. The decision to put "$69,000,000" in the time slot might mean that Reelin wasted more than $25,000 in bidding on the show, a request that Lordfield, whatever the offer may have been, refused to grant.

In a move of the show and change in location. As of now, however, the scoreboard for Sunday at 10 is CBS and Lordfield. Reelin, meanwhile, is working CBS on the other two other half-hour in which it can place the "$69,000,000."
In the early part of September The Billboard ran a four-hour-long account of recent attempts to get more department store advertising and sales. These included success stories distributed by the Television Bureau of Advertising and promotional spot campaign done by two major New York stores on NBC and CBS.

We also quoted a couple of top merchandising spokesmen on the reasons why department stores have been successful in the use of TV to date. One of them stated he wasn’t sure that TV stations really wanted department store business at all.

Shortly after that we decided to ask the TV Editorial Advisory Board for its ideas on this subject. It may be a sign of the cloak of despair that surrounds this field, but we received only about half the usual number of replies in this survey. And while the returns produced many suggestions on how to promote department store business, they brought out few ideas.

### ADVISORY BOARD SURVEY

**How Can TV Reel In Department Stores:**

In order to get department store owners to put money into TV shows, departments must try to take away some of the buying power out of newspapers, which comprises more than 50 per cent of the average department store’s media spending. If they should try to encroach on the newspaper’s market, they will need to come up with a more complete plan of action, and they will need to start with stores already in the medium. We told him as far as we knew there was no complete, up-to-date list of stores in TV and suggested a few other sources for this information.

### HOW THEY VOTED

A few men mentioned that it is difficult to get national advertisers to pay co-op money to department stores for TV. This is an important problem and one that The Billboard has been concerned with for some time. The question is, how much money will these department stores bring into TV advertising? What is the most effective way to present this money to the TV stations?

**AGENCIES SAY**

**RICHARD HUGHES, TV director, SIMON-MICHELSON, Detroit:** "Convince the store to be as big in TV as they are in newspaper advertising, and they will understand the power of the two mediums. They will also find that TV is more cost-effective than newspaper advertising and that the whole thing is a lot more fun!"

**PETER A KUG, TV, director, CALKINS & HOLDEN, New York:** "Stop selling against other advertising media and start stressing the unique, practical ideas that will help prove television’s unique effectiveness in motivating sales."

**EARL L. SAUNDERS, vice-president, S M BLOOMER, Chicago:** "We feel that stores demand quick action—want sales today—yet want all the help they can get. If sales are down, the store may be interested, if they see a good offer, they will act on it."

**WALTER COLLINS, film producer, FITZGERALD ADVERTISING, New York:** "The stores are not used to TV effectiveness. The stores are used to newspaper, which is used to the newspaper's own advantage. TV is still used to the newspaper's own advantage. TV is still used to the newspaper's own advantage. TV is still used to the newspaper's own advantage."
Albers Buys 2d Run on 'Waterfront' 

HOLLYWOOD, Dec. 26—Biggest sale of second-run "Waterfront" to date was wrapped up by MCA-TV syndication. The weekly Albers Division of the California company will announce the program to its hundred stations.

Deal, concluded between MCA's Dale Shorts and Frank McMahon of First National Picture, is an alternate week basis. Included in every major Western market except Los Angeles, where KTVF had previously purchased the shows.

STUDY SHOWS MORE RERUN AUDIENCE

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

NEW YORK, Nov. 26.—A network study has determined that the greatest first-run audience in syndication will be double the size of the total potential audience in the first-run field.

The study, conducted by the 

To New Set Owners; Potential up 1,000 percent

NEW RANK DEAL IN WORKS

ABC Reported Near Buying 100-Film Feature Package

NEW YORK, Nov. 26.—Over 100 more feature films from the vast library of the Rank Film Corporation are expected to go into TV shortly. ABC-TV was reported to be close to a deal for the Rank Film Associates is understood to have the large package for several weeks and was to close its deal this week.

Among the pictures in the group: "Laurence Olivier's "Hamlet," "Gone with the Wind," "Cruel Sea," "The Lady Vanishes," "Tonight at 8:30" and the "Tri- 

Big network production is not nearly so great.

Confidence Slipped

In effect, the failure of pro-
ducer to syndicate the show at this time. Without doubt, how-
ever, it will have a strong appeal to both syndicators and independent producers.

The underlying trouble seems to be that not enough, especially in the larger cities, have adopted a policy of programming syndicated for a second-run. A producer, therefore, is faced with some possible revenue. (A) They can stay out of the syndicated market. (B) They can make a low-cost show which presumably will be able to compete with network programming. (C) They can make a prestige rarity for around $30,000, hope it becomes a hit, and eventually reap a substantial profit. (D) They may be able to sell the show at $100,000, and be "shy ing away from the latter choice, (E) They can make a $10,000, or long-range proposition. At worst, the show proves a dud, he can say that network programming is not nearly so great.

Confidence Slipped

In effect, the failure of pro-
ducer to syndicate the show at this time. Without doubt, how-
ever, it will have a strong appeal to both syndicators and independent producers.

The underlying trouble seems to be that not enough, especially in the larger cities, have adopted a policy of programming syndicated for a second-run. A producer, therefore, is faced with some possible revenue. (A) They can stay out of the syndicated market. (B) They can make a low-cost show which presumably will be able to compete with network programming. (C) They can make a prestige rarity for around $30,000, hope it becomes a hit, and eventually reap a substantial profit. (D) They may be able to sell the show at $100,000, and be "shy ing away from the latter choice, (E) They can make a $10,000, or long-range proposition. At worst, the show proves a dud, he can say that network programming is not nearly so great.

Confidence Slipped

In effect, the failure of pro-
ducer to syndicate the show at this time. Without doubt, how-
ever, it will have a strong appeal to both syndicators and independent producers.

The underlying trouble seems to be that not enough, especially in the larger cities, have adopted a policy of programming syndicated for a second-run. A producer, therefore, is faced with some possible revenue. (A) They can stay out of the syndicated market. (B) They can make a low-cost show which presumably will be able to compete with network programming. (C) They can make a prestige rarity for around $30,000, hope it becomes a hit, and eventually reap a substantial profit. (D) They may be able to sell the show at $100,000, and be "shy ing away from the latter choice, (E) They can make a $10,000, or long-range proposition. At worst, the show proves a dud, he can say that network programming is not nearly so great.

Confidence Slipped

In effect, the failure of pro-
ducer to syndicate the show at this time. Without doubt, how-
ever, it will have a strong appeal to both syndicators and independent producers.

The underlying trouble seems to be that not enough, especially in the larger cities, have adopted a policy of programming syndicated for a second-run. A producer, therefore, is faced with some possible revenue. (A) They can stay out of the syndicated market. (B) They can make a low-cost show which presumably will be able to compete with network programming. (C) They can make a prestige rarity for around $30,000, hope it becomes a hit, and eventually reap a substantial profit. (D) They may be able to sell the show at $100,000, and be "shy ing away from the latter choice, (E) They can make a $10,000, or long-range proposition. At worst, the show proves a dud, he can say that network programming is not nearly so great.
NOW! TV’s Most Col

Based on material from the files of one of America’s foremost intelligence experts!

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

POWERFUL STORIES revealing the world’s Great Powers locked in a titanic War of Wits

ADVENTURE — An American intelligence agent’s operations on the world’s hottest newsfront!
DANGER is his constant companion!

SECRET is his way of life!

THE WORLD is his field of operations!

orful Man of Mystery!

Starring

BARRY SULLIVAN

As master of International Intrigue

INTRIGUE — Action in the centers of secret diplomacy and underground activity!

SUSPENSE — Every adventure is a thrilling experience charged with constant danger!

* A name known by a gigantic audience built by 6 years on network radio Hooper rated in the top 10 months after month.
Matty Fox Would Handle RKO Films Thru New Concept of Distribution

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

NEW YORK, Nov. 26—Matty Fox is developing a completely new concept of TV film distribution to apply to the RKO Radio Pictures, if he can succeed in proving the TV ratings away from General Elec-
trics. The plan is quite different from the usual methods of feature film distribution, and is being developed as a network concept. It would require the setting up of a new organization. Fox said he would solve many station problems in the programming of local time periods. Fox said he would help stations to develop and make the network work, and he said he would broaden the network of such an organization, and that the Film Division has made plans to distribute all programs that they have produced or that are licensed.

What would happen to the TV show? The film product goes to an outsider, then to the station, and is then presented. It was pointed out by one CT that this film division had never been built into a very large organization and could well keep on operating along present lines. This was described as the Federal Communications Commission plan of the new syndication company. It is expected that the Film Division will have a separate company, and it is said that RKO Tele- visions will own at least 10 per cent interest in CT, General Time, and Warner Brothers and that this company therefore becomes sole owner.

ANOTHER PROBLEM

Does a Skid Loom for Ist-Run Syndication?

The continuing demand for syndication of programming is causing a problem. In the past, the syndication market has been relatively stable, and there has been a lack of new entries into the market. However, recent developments have led to a decline in the number of new entries, which has affected the profitability of syndication companies. The demand for syndication programming has also increased, leading to a higher cost of production. This, combined with the decline in the number of new entries, has led to a skid in the syndication market.

Sharpes Exits Four Star Job

NEW YORK, Nov. 26—Don Sharpes reportedly has relinquished duties as supervising producer of various Four Star Productions. Sharpes' departure has been speculated by many in the industry as a result of his move to New York. Sharpes has been involved in producing a number of successful TV shows, including "The Little Match Girl," "The Redhead," and "The Great Gatsby." His move to New York is said to be due to personal reasons.

CBS Newslists 70 M'kts

NEW YORK, Nov. 26—A heavy upturn in sales of the CBS Newslist service that CBS-TV Film Sales has initiated is helping to increase the number of markets subscribing to the package near to 70. A total of nine new subscribers, including several well-known stations, have been added in the past few weeks.

It is also a marvel because it has been in production for more than two years, and it has been shown in several markets. The film has received good reviews and has been well received by viewers. It is said to be a great success in syndication, and has been shown in many markets, and in 24 markets for more than two years.

The move of Sharpes to New York is said to be due to personal reasons, and it is speculated that he may be involved in producing a new series of TV shows.

CBS Newslist service has been successful in increasing the number of markets subscribing to the package, which is now near to 70. The addition of new subscribers is said to be a great success in syndication, and has been well received by viewers. It is said to be a great success in syndication, and has been well received by viewers.

The move of Sharpes to New York is said to be due to personal reasons, and it is speculated that he may be involved in producing a new series of TV shows.
### Oklahoma City

**3 Stations**

<table>
<thead>
<tr>
<th>Time (EST)</th>
<th>Station</th>
<th>Callsign</th>
<th>Program Name</th>
<th>Day</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00</td>
<td>KDRE</td>
<td>KDKO</td>
<td>My 7 Morning Show</td>
<td>M-F</td>
<td>1 hour</td>
</tr>
<tr>
<td>6:30</td>
<td>KDRE</td>
<td>KDKO</td>
<td>My 7 Morning Show</td>
<td>M-F</td>
<td>1 hour</td>
</tr>
<tr>
<td>7:00</td>
<td>KDRE</td>
<td>KDKO</td>
<td>My 7 Morning Show</td>
<td>M-F</td>
<td>1 hour</td>
</tr>
<tr>
<td>7:30</td>
<td>KDRE</td>
<td>KDKO</td>
<td>My 7 Morning Show</td>
<td>M-F</td>
<td>1 hour</td>
</tr>
<tr>
<td>8:00</td>
<td>KDRE</td>
<td>KDKO</td>
<td>My 7 Morning Show</td>
<td>M-F</td>
<td>1 hour</td>
</tr>
</tbody>
</table>

### Jacksonsville

**3 Stations**

<table>
<thead>
<tr>
<th>Time (EST)</th>
<th>Station</th>
<th>Callsign</th>
<th>Program Name</th>
<th>Day</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00</td>
<td>KYW</td>
<td>WTSP</td>
<td>The Morning Show</td>
<td>M-F</td>
<td>1 hour</td>
</tr>
<tr>
<td>6:30</td>
<td>KYW</td>
<td>WTSP</td>
<td>The Morning Show</td>
<td>M-F</td>
<td>1 hour</td>
</tr>
<tr>
<td>7:00</td>
<td>KYW</td>
<td>WTSP</td>
<td>The Morning Show</td>
<td>M-F</td>
<td>1 hour</td>
</tr>
<tr>
<td>7:30</td>
<td>KYW</td>
<td>WTSP</td>
<td>The Morning Show</td>
<td>M-F</td>
<td>1 hour</td>
</tr>
<tr>
<td>8:00</td>
<td>KYW</td>
<td>WTSP</td>
<td>The Morning Show</td>
<td>M-F</td>
<td>1 hour</td>
</tr>
</tbody>
</table>

### Fort Worth

**4 Stations**

<table>
<thead>
<tr>
<th>Time (EST)</th>
<th>Station</th>
<th>Callsign</th>
<th>Program Name</th>
<th>Day</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00</td>
<td>KDFW</td>
<td>KDFW</td>
<td>Good Morning Dallas</td>
<td>M-F</td>
<td>1 hour</td>
</tr>
<tr>
<td>6:30</td>
<td>KDFW</td>
<td>KDFW</td>
<td>Good Morning Dallas</td>
<td>M-F</td>
<td>1 hour</td>
</tr>
<tr>
<td>7:00</td>
<td>KDFW</td>
<td>KDFW</td>
<td>Good Morning Dallas</td>
<td>M-F</td>
<td>1 hour</td>
</tr>
<tr>
<td>7:30</td>
<td>KDFW</td>
<td>KDFW</td>
<td>Good Morning Dallas</td>
<td>M-F</td>
<td>1 hour</td>
</tr>
<tr>
<td>8:00</td>
<td>KDFW</td>
<td>KDFW</td>
<td>Good Morning Dallas</td>
<td>M-F</td>
<td>1 hour</td>
</tr>
</tbody>
</table>

### Minneapolis-St. Paul

**4 Stations**

<table>
<thead>
<tr>
<th>Time (EST)</th>
<th>Station</th>
<th>Callsign</th>
<th>Program Name</th>
<th>Day</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00</td>
<td>KSTP</td>
<td>KSTP</td>
<td>The Morning Show</td>
<td>M-F</td>
<td>1 hour</td>
</tr>
<tr>
<td>6:30</td>
<td>KSTP</td>
<td>KSTP</td>
<td>The Morning Show</td>
<td>M-F</td>
<td>1 hour</td>
</tr>
<tr>
<td>7:00</td>
<td>KSTP</td>
<td>KSTP</td>
<td>The Morning Show</td>
<td>M-F</td>
<td>1 hour</td>
</tr>
<tr>
<td>7:30</td>
<td>KSTP</td>
<td>KSTP</td>
<td>The Morning Show</td>
<td>M-F</td>
<td>1 hour</td>
</tr>
<tr>
<td>8:00</td>
<td>KSTP</td>
<td>KSTP</td>
<td>The Morning Show</td>
<td>M-F</td>
<td>1 hour</td>
</tr>
</tbody>
</table>
network review
"Cameo" Ranks With Best TV Offerings
By Jack Singer

Cameo's Hour (TV)
NBC-TV, Monday (May 23), 8:30 P.M., EST.

One of Sid Caesar's most sources of comic energy has always been the Cameo Hour, an occasional half-hour show on NBC that for the past few weeks has been known as "Cameo's Hour." This type of half-hour musical entertainment has always been a favorite with the NBC network, and it has been able to attract a large audience of both young and old by providing a variety of musical numbers, including music from the latest hit records and popular songs of the day. The program features the talents of such well-known performers as John Wayne, Betty White, and Jack Benny, who appear in cameo roles. The show is produced by Sid Caesar and is broadcast on NBC every Monday night at 8:30 P.M.

Touching Scenes
There were such touching scenes as the death of a young girl and her reaction to the loss of her loved one on the radio program "The Shocking." The girl's heart was torn as she learned of her loved one's passing, and the program's emotional impact was felt by all who listened. The program, produced by Leo Meser, is broadcast on NBC every Monday night at 8:30 P.M.

The Browning Version
Culhuyi McFly, Ronald Emmerich, and Michael O'Shea make their debut in "The Browning Version," a television production that is based on the novel by Rumer Godden. The story follows the life of a teacher who is struggling to maintain control of his class as they become increasingly disruptive. The program, directed by Jack Sher, is broadcast on NBC every Monday night at 8:30 P.M.

THE REVOLUTIONARY

SEEMS TO HAVE A GROWING AUDIENCE

By Gene Plotkin

Auctioneer: India (Color TV Color)

Rod Serling has written such vivid TV dramas about butt- ing heads between the United States and the Soviet Union. But "The Revolutionaries," which aired recently on ABC, was about the last desperate measure the United States would take to stem the tide of the Soviet Union's military buildup. It was a story of two men-the American spy and the Russian spy-who saw others as being "anti-American." The story was told through flashbacks of the two men's pasts, which were vividly depicted in black and white. The program, directed by Bob Allen, is broadcast on ABC every Monday night at 8:30 P.M.

The Wizard of Oz

"The Wizard of Oz" is a classic television production that is based on the novel by L. Frank Baum. The story follows the life of a young girl who travels to the Land of Oz in search of a magical fairy. The program, directed by Bob Allen, is broadcast on ABC every Monday night at 8:30 P.M.

The Devil's Disciple

"The Devil's Disciple" is a television production that is based on the novel by Sheridan LeFanu. The story follows the life of a young man who is caught up in the middle of a political struggle. The program, directed by Bob Allen, is broadcast on ABC every Monday night at 8:30 P.M.
**TV Commercials in Production**

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

This week's chart lists commercials produced during the last full week in October, with all rates complete. The following symbols denote the type of size of each schedule:

- **FA**-Full size
- **BA**-Bumper
- **RFA**-Reduced bumper
- **SP**-Special
- **M**-Mystery
- **AB**-Audio blank

(Continued from last week)

**Network Show Now in Syndicated Reruns**

The following is a list of syndicated half-hour films that had their first run on network. There are 42 different entries in this list, accounting for 2,553 episodes, of 1,208 shows. This list does not include a couple of quarter-hour series and three series of reruns of the syndicated show. The list embraces shows that went into rerun as long ago as 1951, as well as new shows on which the syndication sales effort has not yet really begun. MCA-TV Film Syndication has the largest collection of reruns products, with 100 different series, under the title of their "Famous Playhouse" alone consists of over 200 network reruns. The list on this page is not complete. For over 95 percent of the total amount of film in syndication, MCA's recently quoted estimate had 445 made-for-TV series in syndication. On these terms, network reruns are 10 percent of the total. The fact that the shows on this list are all half hours, and in view of the great number of episodes per series, these numbers probably account for close to 20 percent of syndicated product in terms of network and syndication time.

That in itself, however, is not a true measure of the status of reruns in the syndication market today. The sales story on network reruns seems to get more impressive every week, as producers are getting more ambitious promotions behind them. As a result, the syndicators are finding that the 50 reruns A shows for first-run syndication shows signs of slack; that 11 of these reruns on this list entered syndication since the first of this year as did parts of two others. Active *A* after a network title indicates the series is still playing network.

**The Visitor**

<table>
<thead>
<tr>
<th>Show Title</th>
<th>Episode</th>
<th>Network Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC Film Syndication</td>
<td>52</td>
<td>&quot;Schlitz Playhouse&quot;</td>
</tr>
<tr>
<td>Hopalong Cassidy</td>
<td>59</td>
<td>&quot;Racket Squad&quot;</td>
</tr>
<tr>
<td>Hopalong Cassidy - In Color</td>
<td>50</td>
<td>&quot;Wha's Happenin'&quot;</td>
</tr>
<tr>
<td>Hopalong Cassidy</td>
<td>65</td>
<td>&quot;Radio Mystery Theatre&quot;</td>
</tr>
<tr>
<td>Hopalong Cassidy</td>
<td>35</td>
<td>&quot;Western Theater&quot;</td>
</tr>
<tr>
<td>Life on Earth</td>
<td>78</td>
<td>&quot; рава&quot;</td>
</tr>
<tr>
<td>RCA Recorded Program Services</td>
<td>13</td>
<td>&quot;Silver Theater&quot;</td>
</tr>
<tr>
<td>Town and Country</td>
<td>26</td>
<td>&quot;Fighting Woman&quot;</td>
</tr>
<tr>
<td>The Slam Dunk Show</td>
<td>39</td>
<td>&quot;Mystery Theater&quot;</td>
</tr>
<tr>
<td>Sterling Television Networks</td>
<td>117</td>
<td>&quot;The Violin&quot;</td>
</tr>
<tr>
<td>The Visitor</td>
<td>13</td>
<td>&quot;Schlitz Playhouse&quot;</td>
</tr>
<tr>
<td>Victory at Sea</td>
<td>36</td>
<td>&quot;The Voice of the Whaler&quot;</td>
</tr>
</tbody>
</table>

**D. Fairbanks Tops 'Riley'**

NEW YORK, Nov. 26—"Tale of Riley" is now second only to the top syndicated show in the Broadcast Releasing Co., Inc., survey. In the November 12 issue of The Billboard, "Tale of Riley" is in most cities east of the Rockies. "Riley" is on the NBC-50 network syndication. A syndication of the NBC Film Division in many markets.

**Red Skelton**

Continued from page 11

smashed the guy all over the set, and he is now unable to be a team player. It is a fable to Red Skelton that he has been able to carry it off so regularly and so long and still find a victim.

**Reunions**

Continued from page 5

25 cities in New York, where the show is carried by WFXI, the network is 105 per cent of the debut. In Los Angeles, where it is sold to KTVF, the peak of the week is 130 resisting. These estimates are only of potential (future audience and take no account of the possibility that a film is seen more than once in a week. The network rating is a measure of the film's success. The rating is a signal to the audience that the show will air at least once more on network.
By BOB FRANCIS

We have practically no actors who are capable of bringing a great theme, no matter how rousing, to the attention of the average, as can Margaret Sull- 

van, who is the best actress of the day. When Miss Sull- 

van appears on the screen, the entertainment is the more interesting because of her presence. The picture is an excellent story, as it is, but it is not as good as Miss Sull-

van's performance makes it.

Miss Sull-van is an actress who has a natural talent for her work, a talent that can be improved by any amount of study. She has a great range of expression, from pathos to humor, and from tenderness to violence. She is also a good businesswoman, and she takes good care of her money. She is a good mother, and she is a good wife. She is a good actress, and she is a good person. She is a good American, and she is a good citizen. She is a good human being, and she is a good woman.

The picture is not as good as Miss Sull-van's performance makes it. It is not as good as Miss Sull-van's performance makes it. It is not as good as Miss Sull-van's performance makes it. It is not as good as Miss Sull-van's performance makes it. It is not as good as Miss Sull-van's performance makes it.
Kidisk Business Big Orphan; Labels Adopt New Policies

Drops 50%; Many Posers Plague Field

D. WILL SIMON

NEW YORK(NY) - In the past few years, children's in this market have shrank a reported 4,000,000 per annum, but the children's record businesses for 1955 is expected to show a small increase.

With only a few exceptions, this decline is the bottoming of a general several years ago reportedly accounted for almost 15 per cent of all unit sales, has been bunched off by the companies. Most of them have been their best efforts elsewhere. As a result, kidisk business at certain companies has dropped as much as 50 per cent off last year.

Each company has its own explanation for the flattening drop in sales, but the facts are that only one major company, Columbia, operates a full-fledged children's artist program. One other major, Mercury, ran a special sales promotion that ran on throughout the year, but virtually eliminated 55,000 sales. RCA Victor shifted its major emphasis to its 18-cent budget line, while the company also broke in with a sizable 49-cent catalog.

49c Factor

The emergence of the 49c catalog by RCA Victor and various other companies, all kidisk picture, however, also pointed up a marked shift in the market away from standard disk outlets. The 49c, along with the 26c, is giving the diskers their way into the supermarkets.

Bleyer Won't Block La Rosa

NEW YORK, Nov. 26.-Julius A. La Rosa leaves Cadence Records, as is reported here, because he can't find a job. That President Archie Bleyer will not try to block his departure is becoming quite certain.

At the same time, it is beginning, reportedly has a fancy for the business, it is feared for that he gets 50 per cent of Cadence's business. He has been with the company for 20 years as long as he stays with the label.

Bleyer was out of the country at press time and comment was not reached for comment. La Rosa has been bidding for the various companies, one of which is Coral.

Rizek Near to Buy Of A Tape Firm

NEW YORK, Nov. 26.-A/V Tape Libraries, pioneer firm in the pre-recorded disc field, is due for a change of ownership in a stock deal already negotiated but available for comment only on this informed basis. Control of A/V, a subsidiary of Atlantic & Video, is expected to move over to Jim Rizek and Associates, the American Broadcasting Corporation. If the deal is approved, A/V stock and bondholders, as expected, will receive a letter of stock and bond certificates at a special meeting next Friday.

The deal calls for the transfer of all A/V assets, including Tele-Radio & Video's recording studio operations and the insurance brokerage activities, to another corporation, subject to approval by the Stockholders. The sale, according to Charles Ryd, president of Atlantic & Video, is to permit the company to put more concentration behind its background music business, which is an outgrowth of the firm's business in this market. The subsidiary corporations are National Musicite and National Film Enterprises, Ltd.

A/V Catalog

100 in Catalog

NEW YORK, Nov. 26.-Recording on the home music field in 1951, has over the years developed into a widespread market. Among them are many items like the 1951 hit that sold 10 million copies or the 1952 hit that sold 25 million copies. Who is responsible for the increase in the home music field, 1951 was a landmark year in the recording industry. That year, the sales of records were approximately 21 per cent over the same scale of 1950.

The company is expected to make a complete change in the tape library and recording studio operations and Rizek, according to Charles Ryd, president of Atlantic & Video, is to permit the company to put more concentration behind its background music business, which is an outgrowth of the firm's business in this market. The subsidiary corporations are National Musicite and National Film Enterprises, Ltd.

BRANCHING DJ

Freed Moves Out Into Club, Movie Fields

NEW YORK, Nov. 26.-Alan Freed, WINS deejay, is making plans to branch out into the club and movie fields. Freed, who was associated with Max Wolf's radio show for several years, is expected to open a new restaurant and club on the same block as the radio station. He is also planning to enter the movie business and is expected to open a new theater in the near future.

Freed's new venture is expected to be a major success, as he is already well established in the radio business and has a large following among the young people of the city.

Diskeris Rushing To Beat Fee Hike

NEW YORK, Nov. 26.-Record labels are reported to be rushing to beat the $25,000 fee that is expected to be imposed on them. The reason is that the fee is expected to be enacted at some time in the near future.

Diskeris, one of the major record labels, is reported to have a new studio in the works and is expected to start production soon. Other labels are reported to be working on similar projects.

The fee is expected to be enacted in order to help finance the new NBC network that is expected to begin operations soon. The fee is expected to be $25,000 per record, and is expected to be enacted at some time in the near future.

The new NBC network is expected to be a major force in the music industry, and is expected to compete with the current networks. The fee is expected to be enacted in order to help finance the new network, and is expected to be enacted at some time in the near future.

The fee is expected to be enacted in order to help finance the new NBC network that is expected to begin operations soon. The fee is expected to be $25,000 per record, and is expected to be enacted at some time in the near future.

The new NBC network is expected to be a major force in the music industry, and is expected to compete with the current networks. The fee is expected to be enacted in order to help finance the new network, and is expected to be enacted at some time in the near future.

The fee is expected to be enacted in order to help finance the new NBC network that is expected to begin operations soon. The fee is expected to be $25,000 per record, and is expected to be enacted at some time in the near future.

The new NBC network is expected to be a major force in the music industry, and is expected to compete with the current networks. The fee is expected to be enacted in order to help finance the new network, and is expected to be enacted at some time in the near future.
HOLLYWOOD, Nov. 26—The novelty-developed, singer Vic Da- 
non and his three labels at Christmas. 
was released to the public as a Christmas 
Rear, 1914, and had not enough 
chance to develop its potential. 
Nonetheless, the picture was 
released to theaters across the 
Country and proved to be a 
commercial success.

**Capelet Sets New Mark With 'Sixteen Tons'**

HOLLYWOOD, Nov. 26—Recorded on November 26, 1914, and 
released to the public as a Christmas present, the song 
"Sixteen Tons" proved to be a 
commercial success.

**New England Indies**

For Single Records Draws Many Enters Into Field

**by Ben Grevey**

NEW YORK, Nov. 26—The steady evolution of indie record 
companies continues, with the recent entry of a new 
company, Music Industries, into the market, adding 
much interest to the part of the 
field that was previously 
limited to the major labels. 
Music Industries, a new company 
formed by several music publishers 
writing to the sale of 
the five major labels. 

The indie companies 
are now taking advantage of 
the growing interest in the 
field, and many new 
entries are expected in the 
next few months.

**Seeco Samples Latin Rhythms**

NEW YORK, Nov. 26—The new Seeco Corporation 
will receive its first test pressing of its 
new Latin American field recordings 
next week. The recordings were made in 
12-inch LPs at 90 cents retail price. 

The recordings were made in 
recording studios in various 
parts of the world, and 
supplied with the 
assistance of local 
musicians. The recordings 
cover a wide range of 
styles, from traditional 
Jazz to more modern 
interpretations.

**N.Y. to H'wood Shift of Live, Film'd V'ues, Plug Spree**

Coming Move of Fisher, Como Segs Of Importance to Music Fraternity

by JOEL FRIEDMAN

HOLLYWOOD, Nov. 26—Coast 
pluggers expect a heavy concentration of 
their efforts here at Christmas. 

The move to New York 
was not permanent, and 
involved more of a 
shift in focus rather than 
abrupt closure of local 
handicaps.

The coast has always been a 
big city for a music plug, and 
its importance hasn’t diminished 
as much as it has in other days. 

Pluggers opine that a shift by 
Delores Day on the new 
defunct Jack Benny radio show was 
merely a sign of the times.

The situation has 
dramatically 
changed, with pluggers 
still important for the music 
industry. With the 
heightened schedule of television 
shows, it is possible that the 
pluggers have 
become more important than ever.

**Randles**

Tape Tune Up On U. S. Market

NEW YORK, Nov. 26—Randles 
was in the news this week 
with the release of its 
new record. The record 
features a unique 
tape technology that 
allows for more 
flexibility in 
recording.

**Waldorf Label Out For Singles Trade**

NEW YORK, Nov. 26—Waldorf 
Music Hall, until now primarily 
a radio station, is now 
open to the public as a 
concert venue. The 
label offers a wide range 
of music genres, from 
classical to modern.

**Trade Ponders Eli Oberstein’s Joining 802**

Admitted as 88er; But Other Motives Speculated Upon

NEW YORK, Nov. 26—Eli Oberstein, Royal-Aggro Record 
executive, this week required local 
reporters to report the 
disclosure of information 
by records. 

Oberstein has also 
been involved with London 
Records, an important 
label that was once 
under his 
control. 

**Columbia**

Hollywood, Calif., Nov. 26—Columbia 
Records is continuing its 
expansion in the 
record business, with 
new releases scheduled for 
the coming months.

**More Splits in Pie Indies’ Success on Single Records Draws Many Enters Into Field**

**by Ben Grevey**

NEW YORK, Nov. 26—The indie 
record companies are now 
beginning to see the 
success of their 
projects. With the 
release of several new 
records, the indie 
companies are 
beginning to 
draw more 
attention from the 
public.

**Seeco Samples Latin Rhythms**

NEW YORK, Nov. 26—The new Seeco Corporation 
will receive its first test pressing of its 
new Latin American field recordings 
next week. The recordings were made in 
12-inch LPs at 90 cents retail price. 

The recordings were made in 
recording studios in various 
parts of the world, and 
supplied with the 
assistance of local 
musicians. The recordings 
cover a wide range of 
styles, from traditional 
Jazz to more modern 
interpretations.

**N.Y. to H'wood Shift of Live, Film'd V'ues, Plug Spree**

Coming Move of Fisher, Como Segs Of Importance to Music Fraternity

by JOEL FRIEDMAN

HOLLYWOOD, Nov. 26—Coast 
pluggers expect a heavy concentration of 
their efforts here at Christmas. 

The move to New York 
was not permanent, and 
involved more of a 
shift in focus rather than 
abrupt closure of local 
handicaps.

The coast has always been a 
big city for a music plug, and 
its importance hasn’t diminished 
as much as it has in other days. 

Pluggers opine that a shift by 
Delores Day on the new 
defunct Jack Benny radio show was 
merely a sign of the times.

The situation has 
dramatically 
changed, with pluggers 
still important for the music 
industry. With the 
heightened schedule of television 
shows, it is possible that the 
pluggers have 
become more important than ever.

**Randles**

Tape Tune Up On U. S. Market

NEW YORK, Nov. 26—Randles 
was in the news this week 
with the release of its 
new record. The record 
features a unique 
tape technology that 
allows for more 
flexibility in 
recording.

**Waldorf Label Out For Singles Trade**

NEW YORK, Nov. 26—Waldorf 
Music Hall, until now primarily 
a radio station, is now 
open to the public as a 
concert venue. The 
label offers a wide range 
of music genres, from 
classical to modern.

**Trade Ponders Eli Oberstein’s Joining 802**

Admitted as 88er; But Other Motives Speculated Upon

NEW YORK, Nov. 26—Eli Oberstein, Royal-Aggro Record 
executive, this week required local 
reporters to report the 
disclosure of information 
by records. 

Oberstein has also 
been involved with London 
Records, an important 
label that was once 
under his 
control. 

**Columbia**

Hollywood, Calif., Nov. 26—Columbia 
Records is continuing its 
expansion in the 
record business, with 
new releases scheduled for 
the coming months.
EDDIE FISHER
SINGS
Everybody's Got a Home But Me
(from the hit musical "Pipe Dream") 20-47-6937

"New Orthophonic" High Fidelity recording

because it's a great new Rodgers and Hammerstein ballad!
Columbia May
Grab Beat on
Local Diskings

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

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

Leeds Music, meanwhile, is known to be preparing to import a number of new Oistrakh cuts out in Russia. There will be licensed to domestic diskings, as have others brought in by the music publishers.

Increased Flow of
American Records
Slated for Israel

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

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

According to the spokesmen for the South African firm, although record sales from the United States are now being marketed in Israeli dealers, there are restrictions from manufacturers owing to the last central distribution facilities in the country.

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

Anti-Trust Law
Extended to Booking Offices

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

HOLLYWOOD, Nov. 26—Music Corporation of America, MCA Artists, Ltd., and Management Corporation of America, along with the Hilton and Stater hotel chains were held to be subject to the federal antitrust laws in a decision handed down this week (31) by Judge Harry H. Westover in the U. S. District Court here.

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

According to Fred A. Weller and Jack Conradi, who represent Hover in this $1,000,000 litigation, the decision expressly holds that the booking business is a competitive business as operated by MCA in interstate trade and commerce and within the terms of antitrust laws.

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

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

Victor Huddles
Also on Agenda

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

Officially, the conclave opens Monday night (11) with a cocktail party and dinner for all RCA field executives and from the various RCA divisions, headed by Bill Bullock, president of Victor records division, headed by Bill Bullock, president of Victor and dealers, and Victor's divisional executives.

The next day (12) they will spend the following day going thru the factory, and at late Friday they will embark in a special train car for Philadelphia, then to Atlantic City.

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

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

On Monday, each RCA division will be allotted a little more than an hour to display its wares to the future convention. The Victor records time will be split equally between the packages and single personnel.

Jensen Makes
Speaker Kits

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

The hi-fi speaker kits contain the same sized components used in factory assembled units. The series of kits range in price from three-way systems to a special budget styled kit.

Dungaree Doll

"New Orthophonic" High Fidelity recording

because it's got that teen age selling sound

EDDIE FISHER
SINGS

the dealer's choice

RCA VICTOR

20/476837
importantly because it's a new and great Stuart Hamblen ballad!

Stuart Hamblen sings

YOU'LL ALWAYS BE MINE

A HANDFUL OF SUNSHINE

20/47-033

A "New Orthophonic" High Fidelity Recording

RCA Victor

Continued from Page 14

firm will give stores carrying racks the usual $25 per carton gross volume, with floor space rental figures at about $7 per foot per week.

With the exception of Decca, the major (and their distributors) are selling disks to jobbers at an estimated 90 cents to 50 cents per platter, with jobbers bearing about 200-450 for every 900-750. Only singles are sold to jobbers on a 100 per cent return privilege, but the labels reportedly work out some kind of return deal on package merchandise as well.

Package Sales

Until recently, the rack jobber field was almost exclusively a single market, but since jobbers have been able to keep new titles on the racks, they've recently turned to package merchandise. Oddly enough LP's (even the two-pockets) are far out-selling LP's with Camden's 78-cent EP line, which is a particularly hot item.

Handelman's Chicago branch is especially strong for EP's, and the branch manager (Handelman's branch manager is very special) is even, restly looking for country and western EP material in particular. Big sellers in the LP line include Mercury's $1.49 series and Columbia's $1.59 "Houseparty" series. Interestingly enough, rack jobbers are staying away from Christmas merchandise this year because, they think it's another seasonal lull.

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

Mercury Study

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

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

Handelman has recently branched out to cover other markets than just supermarkets and drugstores. The company services 40 racks in Chebros, W. Va., 315 in Chicago, 1,000 in Cleveland, 1,200 in Columbus, 850 in Detroit, 125 in Lansing, Mich., 50 in Louisville, 100 in Toledo and 90 in Youngstown, O. Each branch services racks in surrounding cities as well.

New Racks

Among stores newly carrying Handelman racks are J. C. Penney, the University of Kentucky Campus Bookstore, the Youngstown Air Force base, the Pittsburgh Air Force base and 10 department stores, including 13 Goldsmith stores in Chicago, 2 Frank & Soder, Pittsburgh, and Stone & Thomas, Wheeling, W. Va. The last two are serviced by nearby branches. Drug chains include Walgreens, Marshall and Gray.

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

It's Here To Stay

(If You Go To THE LITTLE RED RIDING HDE)

SANTA'S SLEIGH

SANTA COMES ON CHRISTMAS EVE

RCA Records 1277-2071

published by mulhern & mulhern Ging 8135 s. Adams Los Angeles, Calif.

SEVEN PROFESSIONAL HITS

CD. M. B. A. 278 P. M.

1. "Hey, Mr. Santa, What You Thinkin' Bout Tonight?"
2. "La Pajaro Caja" (R. I. P. )
3. "It's Right Where I'm Outside The Way I'm Standin'"
4. "Mr. Squeaky, I'm Mr. Squeaky"
5. "Well Get That in The Brochure"
6. "Long Time Do You See My Baby?"
7. "That's The Blues"

Copy Free to Singers, celery Companies on Request.

HANK WARD

Cit 221, V.G.C. Bldg.
MUSIC AS WRITTEN

RAINBOW RECORDS SIGNS THREE BONNIE NURSES...

Rainbow Records signed exclusive contract with three Bellevue Hospital nurses last week between blood counts for their N.Y.'s, who reportedly sang, comprise the Bonnie Nurses, and their pact with Rainbow is for two years. The deejay trio, Eddie Heller, who also manages the trio, in conjunction with Mal Ryan and Frank Castle.

CBS-COLUMBIA NAMES PRICE TO EXEC POST...

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

KIT CARSON HOSTED BY CINCINNATI EXECs...

Kit Carson, Capitol Records' "Band of Gold," was hosted in Cincinnati Tuesday night (29) by local Capitol execs, deejays and music people. The thrush was met at the airport and taken by motorcade to the Fizzzi Restaurant, where deejay Ron Dean began a remote over WCPW. Nearly 150 music people were present at the affair, who were given a "Gold" mum's and autographed records were given away. Wednesday (30) the singer toured local radio and TV stations and attended a cocktail party given in her honor at local Capitol headquarters before departing for New York.

New York

Bill De Rangé has signed an exclusive writer pact with The Cribs Family—mother, daughter and son. The Crier Family are Victor artists.

Peggy King will go into the Hollywood Monarch December 27 for two weeks. . . . Steve Clayton will go on the Kathy Godfrey CBS show Saturday (5). . . . Henry Tobias, of the renowned songwriting team, has been signed as an entertainment director for the new Eden Hotel in Miami Beach, Florida. . . . Eddie Scott, personal manager of Jess Willard and the Cochran Brothers, has signed a heavy tour of the Northwest. . . . Eddie Rogers Selecto has joined with Harry Blake in a new music-booking agency.

Millionaire Rodgers and Bros. Goodrich have been signed to an exclusive record pact. Publisher-producer Sidney Proctor has signed warbler Broc Peters to his Big Records label. Dick Evans, former M-G-M recording staff, was in from the Coast this week on a visit. . . . The Four Tops open at the Falcon, Detroit, next Monday (5) for a week.

George Shaw will be at Chubby's, London, N. E., the week of December 12 . . . The Crew Cuts, just back from an eight-week tour of Great Britain, will play a two-week engagement at the Stanley.

Cleveland, beginning December 19. Sunny Gale has been booked into Chuck's, Cambridge, for the week of December 20 . . . Howard Weiss from Hollywood has produced a 12-inch LP featuring the Madison Sullivan for Period. It's the veteran trumpetist's first LP, . . . Jazz trumpeter Conte Candoli, who is supposed to be the Parisian stable's latest addition, has mailed in his signed contract to RCA Victor, according to Victor's jazz toppler, Jack Lewis. A new deejay organized with headquarters at Harmsville, Ill., is called Records. Mitchell Goldish is president . . . Decca has issued a new addition to the "Curtain Call" series—the seventh volume in this collection of hits of the past. Included are cuttings by Coont Boat, Woody Herman, Glenn Gray and Jimmy Lannooled.

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

Hollywood

Dick Canton, Gale Storm and Eddie Cantor set for the Milton Berle telethon this week (29), with master Victor Young conducting . . . Milton Raskin, president of Decca Records, became a grand father for the second time when his daughter, Mrs. Martin Selkin, gave birth to a son in New York last week (23). Selkin is in an ease with the playlet. . . . Dimitri Tiomkin, named to pen the theme for the first annual Palm Springs Pageant . . . Jeff Alexander has been engaged to write the score for M-G-M's "Ramro..."

The Sumo Productions have asked Ernie Freeman, music director for Vitas Records, to manage a record project. . . . Joan Weldson into the cast of the Orrin Tucker Show this week . . . Yma Sumac, who is to slice four sides for Capitol following her run at the Pierre Hotel, New York . . . Frankie Cabeo will get a new Decca contract for a four-week run at the Beverly Hilton here in Los Angeles next week . . . Songwriter Ray Oakland will be taken by deejay Jack Dufy on the latter's new KNX radio show this week.

Local music trade turned out force for the annual KLAC Thanksgiving Day "Blues" giving parties at the Beverly Hills this week (21) . . . Chapp Meg Myers recently passed by Capitol, breaks in her new vocal and is in the making in Bakersfield this week.

Hal Dickinson, singing lead of the Modernaires, took the plunge as single on Great Records via "Merry Christmas, Baby," "Tenderly," "Fame Records." Julie London hosted a party for Robbie Dieterle here last week.

Red Washington and Victor Young set to pen the title tune for Basic Vana Wynwood's "Maverick Queen" at Republic.

Wing Promotes New LP Line With Contest

NEW YORK, Nov. 26.—In a move to promote its new LP line in the dealer level, Mercury's subsidiary label Wing is launching a letter-type contest, with retailers in each of Wing's 54 distribution areas offered a chance to win $200 worth of Wing merchandise. The dealers have to order one each of Wing's first five LP's to get one chance on the lottery, and no ceiling has been set on the amount of chances allotted to each retailer. During the week of December 5 a key display in each of the 24 areas will pick the dealer winners. Winners will receive their choice of $200 worth of merchandise (at retail price from the Wing catalog). The five contest LP's include the following 12-inch packages: Freddie Slack's "Boogie Woogie on the Piano," Buddy Morrow's "Salute to the Fabulous Rat Pack," Bing Crosby and Frank Sinatra with "Sing From the Wings," Nat Adderley's "Paul Bley" and "The Jazz School.

Oh! Susanna

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

2047-6344

the dealer's choice RCA VICTOR

Yes, the Xmas Hit of 1955

NUTTIN FOR CHRISTMAS

recorded by

STAN FREEMAN — Capitol
DICKY GORDON — Columbia
FOREMAN SISTERS — Dot
JOE WARD — King
ART MOONEY AND BAKER GOSSON — MGM
EARTHA KITT — RCA Victor

HILL AND RANGE SONGS

Yes, the Xmas Hit of 1955

NUTTIN FOR CHRISTMAS

recorded by

STAN FREEMAN — Capitol
DICKY GORDON — Columbia
FOREMAN SISTERS — Dot
JOE WARD — King
ART MOONEY AND BAKER GOSSON — MGM
EARTHA KITT — RCA Victor

HILL AND RANGE SONGS

Yes, the Xmas Hit of 1955

NUTTIN FOR CHRISTMAS

recorded by

STAN FREEMAN — Capitol
DICKY GORDON — Columbia
FOREMAN SISTERS — Dot
JOE WARD — King
ART MOONEY AND BAKER GOSSON — MGM
EARTHA KITT — RCA Victor

HILL AND RANGE SONGS

Yes, the Xmas Hit of 1955

NUTTIN FOR CHRISTMAS

recorded by

STAN FREEMAN — Capito...
THESE NEW PHONOGRAPHs
ARE THE FASTEST-SELLING LINE
IN THE STORE!

PORTABLE HIGH FIDELITY PHONOGRAPH with two
speakers features latest three-speed automatic
changer; separate Volume, Bass, and Treble
controls; turnover high fidelity cartridge.
Comes in two-tone navy blue and gray. Model
DP-520 $29.95*; UL Approved.

DEALERS REPORT: DECCA PHONOS
ARE REALLY HOT!

Decca has a phonograph model to fit
the pocketbook and taste of every
customer who walks into your store.
What's more, the sale of a Decca pho-
notraph is just the beginning...your
phonograph customers will keep
coming back for records. Display,
demonstrate the complete Decca pho-
nograph line; then watch 'em sell!
Contact your Decca Distributor now
for fast service on the fastest-moving
phonograph line available!

DECCA PHONOGRAPHs—
DESIGNED FOR LOOKS,
SOUND AND SALES!

* Suggested List Prices. Slightly higher south, southwest, and west.
RESISTANCE LOWED
Let Gradually Catch Hold in Country Market

The packaged record field in the country market is forging along, and while the pop field is latching on to new trends this year, it seems that the country and western industry might still exist LP's for a longer period than did the pop booms. Sales of such notable packages as DECCO, HANK SNOW, and HANK WILLIAMS, and the advent of a fresh crop of LP's in the fall, are all indicators of the depression. The success of such programs as WSM’s "The Country Music Roundup," and WSM’s "Winners Hour" and the advancing of all-inclusive bands, seem to be indicating the continued growth of music in the West. (Continued on page 39)

NO WORRY HERE
‘76 Top, ‘77 Prove Sales Of Singles Still Strong

After the package business has been the talk of the town during the past year, the single and still shows the industry's most potential force for the future, as the new formats capture the buying fancy. A new trend is apparent in the recording industry, with the advent of the LP format and the Mini-LP formats. This new trend is best exemplified by the success of such programs as WSM’s "Nashville Jamboree," "Country Music Roundup," and the "Winners Hour." These programs have contributed to the growth of music in the West and have helped to establish new formats for the future. (Continued on page 39)

INTERDEPENDENCE DAY
The element of stability—an awareness of stability and strength—is a highly prized asset in any industry. The element of interdependence, however, is a new phenomenon in the music industry. The interdependence of the various segments of the music industry has helped to create a sense of stability and strength. This is particularly true in the case of the record business, where the various segments of the industry work together to ensure the growth and prosperity of the industry as a whole. (Continued on page 39)
LP's show significant gains in 1955

<table>
<thead>
<tr>
<th>Market</th>
<th>1954 Sales (in 100s)</th>
<th>1955 Sales (in 100s)</th>
<th>Increase (in 100s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ahead</td>
<td>13%</td>
<td>14%</td>
<td>1%</td>
</tr>
<tr>
<td>Same</td>
<td>7%</td>
<td>7%</td>
<td>0%</td>
</tr>
<tr>
<td>Down</td>
<td>23%</td>
<td>19%</td>
<td>-4%</td>
</tr>
</tbody>
</table>

(Percentage of market)

RCA Victor leads as biggest LP line

<table>
<thead>
<tr>
<th>Market</th>
<th>1954 Sales (in 100s)</th>
<th>1955 Sales (in 100s)</th>
<th>Increase (in 100s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA</td>
<td>42%</td>
<td>45%</td>
<td>3%</td>
</tr>
<tr>
<td>Columbia</td>
<td>28%</td>
<td>25%</td>
<td>-3%</td>
</tr>
<tr>
<td>Capitol</td>
<td>13%</td>
<td>11%</td>
<td>-2%</td>
</tr>
<tr>
<td>Other</td>
<td>18%</td>
<td>3%</td>
<td>-15%</td>
</tr>
</tbody>
</table>

(Percentage of market)

RCA Victor, Columbia & Capitol share 'biggest increase' honors

Regardless of answer to previous question, which label has shown greatest increase in LP sales this year?
Co-operating stores sign five times as many members

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

<table>
<thead>
<tr>
<th>Large Markets</th>
<th>Smaller Markets</th>
<th>Over-All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Co-operating</td>
<td>Dealers</td>
<td>&quot;Indifferent&quot;</td>
</tr>
<tr>
<td>Columbia</td>
<td>128</td>
<td>73</td>
</tr>
</tbody>
</table>

Newspaper ads and direct mail most effective

Manufacturers' offer (3%) sales

Average of six members converted per store

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

<table>
<thead>
<tr>
<th>Markets</th>
<th>(Percent of stores)</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Majority of dealers opined to record clubs in any form

(Percentage of stores)
directed at consumers, and an adequate sales network is necessary for their successful exploitation.

Some of this has been the result of heightened competition and a desire on the part of manufacturers to establish their own names in the face of new consolidations introduced by other labels. It is interesting to discover how much consumer advertising was stimulated by manufacturers seeking to increase the sale of their products. This is particularly true as it is usually the conglomerate in the face of price inducements offered by competitors.


definition of value and quality. Another interesting area of speculation certainly is the possible effect, retail-wise, of the tremendous number of display pages used by the various record-mail order clubs to pull money. We do not know how many clubs are being advertised to their stores, and thought relative to their effect on dealer sales, a large body of opinion holds that at the very least they have been immeasurably helpful in the development of the young industry.

Continued from page 37

Another seemingly off-beat development as a record player for automobiles has in its own way served to dramatize the enterprising talents of dealers and to increase the inventory of players on all Chrysler product cars. So the dealer sales of LP's (and reissue records) continue to mount. And no one would accuse the manufacturers of being lax in their efforts to make them. They are turning out new products at an ever-increasing rate. And dealers everywhere are indulging in this unprecedented output with little trouble. More importantly, they are passing it on to their customers.

Manufacturers whose success depends on how closely they follow the trend of the times, and then move to take advantage of it, have closely traced the changing record package and record colors. Their attitude in this regard is significant to other elements of the trade.

Such a seemingly off-beat development as a record player for automobiles has in its own way served to dramatize the enterprising talents of dealers and to increase the inventory of players on all Chrysler product cars. So the dealer sales of LP's (and reissue records) continue to mount. And no one would accuse the manufacturers of being lax in their efforts to make them. They are turning out new products at an ever-increasing rate. And dealers everywhere are indulging in this unprecedented output with little trouble. More importantly, they are passing it on to their customers.

Manufacturers whose success depends on how closely they follow the trend of the times, and then move to take advantage of it, have closely traced the changing record package and record colors. Their attitude in this regard is significant to other elements of the trade.

Continued from page 37

out superfluous encumbrances handily and compactly. But, "record clubs" have not been always so commonly enjoyed, their record came in scratchy. Their record came in bad sound, and we don't come to one, I have nothing to do with it, really. I can't stand with other people.

The theory that the Club part, the manufacturer is "direct competition" with independent dealers is general among the more analytical.

Mrs. Betty Schilling, of Schif, Cincinnati, Ohio, wrote: "We note the sale of the record club when it was started. But, according to this, the reasons are that the record club is different.

One Pennsylvania retailer differs radically on Columbus his concept of "modern record clubs." It is rather unusual, in fact, to find a high-grade, respected company as Columbus indulge in such rough stock tactics. This Record Club, which attempts to force retailers to purchase records in the knowledge and reputation of the dealer (the club.)

The "Columbus conception of Modern Merchandising" and "a modern record club" is "an encumbrance of a worthwhile product, where seems to be a question of price and interest in the club, for the market.

The "Columbus conception of Modern Merchandising" and "a modern record club" is "an encumbrance of a worthwhile product, where seems to be a question of price and interest in the club, for the market.

Summer also expressed some concern about the whole thing. "It is surprising to see how many novel ideas are being dug up," he wrote. "I begin to wonder why the record club is operated to only the club and the dealer.

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

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

Continued from page 37

One of the new Amel hi-fi radio phones, recently introduced, is the "American" model. Speaking system employs exponential horn. Units include precision built-in radio and three-speed record changer. Provision is made for attachment of a tape recorder or TV and for remote operation. The attachment accommodates users' choice of controls. Makers stress that the radio is available in a wide variety of cabinet styles, employing solid brass hardware. The radio is a major increase in manufacturability.

One of the new Amel hi-fi phones, recently introduced, is the "American" model. Speaking system employs exponential horn. Units include precision built-in radio and three-speed record changer. Provision is made for attachment of a tape recorder or TV and for remote operation. The attachment accommodates users' choice of controls. Makers stress that the radio is available in a wide variety of cabinet styles, employing solid brass hardware. The radio is a major increase in manufacturability.
The Most Exciting Album Ever Released!

GREAT ARTISTS
From The TV Series
* GUY MADISON
* ANDY DEVINE

National Tie-Ins With—HICKOK SPONSORS

WILD BILL HICKOK AND JINGLES
ON THE SANTA FE TRAIL

* 8 COLORS *
A COMPLETE RECORD READER

22 MINUTES OF MUSIC
6 Exciting Songs
Available in All Three Speeds
78 RPM 4-500—EP-2-500—LP-500

A WIDESPREAD NATIONAL CAMPAIGN WILL PROMOTE THIS ALBUM
Nationally Distributed—For Information Contact:

SUNSET RECORDS
1040 N. Las Palmas, Hollywood, Calif.
Phone: HOLlywood 4-7441
BRAHMS:
Haydn such sky.
Vienna f.6
Review
CL
enthusiast.
Orchestra.
Classical Releases
YOURS -Maria
been
Piano,
and
Mulligan's
Mulligan's own
recordings
for the
all
wires
indeed
Mulligan's own
compositions
and
arrangements
provide
the
good
modern
composers,
unless they have
previously
released
some
as released on EP.

CLASSICAL:
JAZZ:
JAZZ AT THE PHILHARMONIC, VOL. 17-
Lionel Hampton, Oscar Peterson,
Dizzy Gillespie, Louie Bellson, Roy Eldridge,
Ben Webster, Flip Phillips, Bud Freeman,
Buddy Rich, Bill Harris, Ray Brown,
Herb Ellis.
JACK MONTROSE WITH BOB GORDON.
Jack Montrose Quartet. Atlantic 1253
644 000-2
Ray Brown, Louis Armstrong,
Eddie Condon, Harry James,
Buck Clayton, Chick Webb.
JACOPO BELLINI: ANDANTE AND NOS.
Bettie Busch, Sarah Vaughan,
J. J. Johnson and Kai Windall,
Erroll Garner, Woody Herman.
Christmas:
ECHOES OF CHRISTMAS: GEORGE FEBSTER,
Piano and harmonica with rhythm accompaniment.
MERRY CHRISTMAS-BIG BAND. Decca, 41729.
A DECEMBER CHRISTMAS WITH THE
ACES-DECCA 0191.
Documentary:
I CAN HEAR IT NOW: WINSTON CHURCHILL.
Ruthe R. Morrow, Narrator. Columbia CM 5066
Country & Western:
WEBB PIERCE-3-DECCA 8129.

**Classical**
Goldern Jubilee Concert A (1-12) -
Johannes Hoffman, Piano. Columbia 5 ML 4929
Grofe: GRAND CANYON SUITE-
CopaL: EL SALON MEXICO (1-12)-Boston
Pops Orchestra, Arthur Fiedler, Cond.
VICTOR LM 1929
HOROWITZ PLAYS CLEMENTI SONATAS 3
HOROWITZ, Horowitz, PIANO. VICTOR
LM 1902
Mozart: DON GIOVANNI (Complete)-
17-19-Carter Siipi, Susan Denoiro, etc.-
STUDIO 6-9 7996:
Chorus; Josip Kript, Cond. London XLLA 34
Puccini: MADAME BUTTERFLY (Complete)-
La Scala, La Scala, Italy; Shell and Chor.; Herbert von Karajan, Cond. American Disc
JOHANN STRAUSS: DIE FLEDERMAUS (3-12)-
Elizabeth Schwarzkopf, etc.; Philharmonic Orchestra, Herbert von Karajan, Cond. American Disc
SINCELY YOURS (1-12)-Liberace. Columbia CL 500

**Popular**
MISS SHOWBUSINESS (1-12)-Judy Garland. Columbia CL 500
SINCELY YOURS (1-12)-Liberace. Columbia CL 500

**Jazz**
JAZZ AT THE PHILHARMONIC, VOL. 17-
Lionel Hampton, Oscar Peterson,
Dizzy Gillespie, Louie Bellson, Roy Eldridge,
Ben Webster, Flip Phillips, Buddy Rich,
Bill Harris, Ray Brown, Herb Ellis.
JACK MONTROSE WITH BOB GORDON.
Jack Montrose Quartet. Atlantic 1253
644 000-2
Ray Brown, Louis Armstrong,
Eddie Condon, Harry James,
Buck Clayton, Chick Webb.
JACOPO BELLINI: ANDANTE AND NOS.
Bettie Busch, Sarah Vaughan,
J. J. Johnson and Kai Windall,
Erroll Garner, Woody Herman.
Christmas:
ECHOES OF CHRISTMAS: GEORGE FEBSTER,
Piano and harmonica with rhythm accompaniment.
MERRY CHRISTMAS-BIG BAND. Decca, 41729.
A DECEMBER CHRISTMAS WITH THE
ACES-DECCA 0191.
Documentary:
I CAN HEAR IT NOW: WINSTON CHURCHILL.
Ruthe R. Morrow, Narrator. Columbia CM 5066
Country & Western:
WEBB PIERCE-3-DECCA 8129

**Reviews and Ratings of New Popular Albums**

**Reviews**
STEVE SINGS - Steve Allen (3-12)
BEATLES - The Beatles (5-12)
JAZZ - The Jazz Men (1-12)

**Popular**
FROM THE SOUND TRACK OF "KISMET" (1-12)-
Howard Keel, Ann Blyth, Dolores Gray, Vic Damone. M-G-M E 288
This looks like a natural for big sales. The original Broadway legit piece left its mark with such hits as "Stranger in Paradise" and "Bungle, Bangles and Beuls." Now these and untold others get the full treatment from Howard Keel, Ann Blyth, Dolores Gray and Vic Damone in this brand new sound track package. The cover is a colorful piece indeed and timed as it is to hit the peak of the gift season, the album can make it a most happy holiday for the discerning consumer.

**Classical**
GOLDEN JUBILEE CONCERT A (1-12) -
Johannes Hoffman, Piano. Columbia 5 ML 4929
GROFE: GRAND CANYON SUITE-
COPAL: EL SALON MEXICO (1-12)-Boston
Pops Orchestra, Arthur Fiedler, Cond.
VICTOR LM 1929
HOROWITZ PLAYS CLEMENTI SONATAS 3
HOROWITZ, Horowitz, PIANO. VICTOR
LM 1902
Mozart: DON GIOVANNI (Complete)-
17-19-Carter Siipi, Susan Denoiro, etc.-
STUDIO 6-9 7996:
Chorus; Josip Kript, Cond. London XLLA 34
Puccini: MADAME BUTTERFLY (Complete)-
La Scala, La Scala, Italy; Shell and Chor.; Herbert von Karajan, Cond. American Disc
JOHANN STRAUSS: DIE FLEDERMAUS (3-12)-
Elizabeth Schwarzkopf, etc.; Philharmonic Orchestra, Herbert von Karajan, Cond. American Disc
SINCELY YOURS (1-12)-Liberace. Columbia CL 500

**Popular**
MISS SHOWBUSINESS (1-12)-Judy Garland. Columbia CL 500
SINCELY YOURS (1-12)-Liberace. Columbia CL 500

**Jazz**
JAZZ AT THE PHILHARMONIC, VOL. 17-
Lionel Hampton, Oscar Peterson,
Dizzy Gillespie, Louie Bellson, Roy Eldridge,
Ben Webster, Flip Phillips, Buddy Rich,
Bill Harris, Ray Brown, Herb Ellis.
JACK MONTROSE WITH BOB GORDON.
Jack Montrose Quartet. Atlantic 1253
644 000-2
Ray Brown, Louis Armstrong,
Eddie Condon, Harry James,
Buck Clayton, Chick Webb.
JACOPO BELLINI: ANDANTE AND NOS.
Bettie Busch, Sarah Vaughan,
J. J. Johnson and Kai Windall,
Erroll Garner, Woody Herman.
Christmas:
ECHOES OF CHRISTMAS: GEORGE FEBSTER,
Piano and harmonica with rhythm accompaniment.
MERRY CHRISTMAS-BIG BAND. Decca, 41729.
A DECEMBER CHRISTMAS WITH THE
ACES-DECCA 0191.

**Documentary**
I CAN HEAR IT NOW: WINSTON CHURCHILL.
Ruthe R. Morrow, Narrator. Columbia CM 5066
Country & Western:
WEBB PIERCE-3-DECCA 8129
Gale Storm
I HEAR YOU KNOCKIN' NEVER LEAVE ME
DOT 15412

Pat Boone
AT MY FRONT DOOR
NO ARMS CAN EVER HOLD YOU
DOT 15422

The Fontane Sisters
DADDY-O—ADORABLE
DOT 15428

Billy Vaughn
THE SHIFTING WHISPERING SANDS
DOT 15409 (PARTS 1 & II)

The Hilltoppers
ONLY YOU
DOT 15423

Snooky Lanson
IT'S ALMOST TOMORROW
STOP
DOT 15424

Pat Boone
AIN'T THAT A SHAME
TENNESSEE SATURDAY NIGHT
DOT 15377

The Fontane Sisters
SEVENTEEN
IF I COULD BE WITH YOU
DOT 15386

Gale Storm
MEMORIES
ARE MADE OF THIS
DOT 15436

Pat Boone
GEE
WHITTAKERS
TAKE THE TIME
DOT 15435

The FONTANE SISTERS
NUTTIN' FOR CHRISTMAS
SILVER BELLS
DOT 15434

Johnny Maddox
HANDS OFF
HOPSCOTCH BOOGIE
DOT 15432

Billy Vaughn
I'D GIVE A MILLION TOMORROWS
CALICO CATHY
DOT 15430

Brand New!

Mac Wiseman
I HEAR YOU KNOCKIN'
CAMPTOWN RACES
DOT 1273

Jimmy Work
THERE IS ONLY ONE YOU
WHEN SHE SAID YOU ALL
DOT 1272

The Sunbeams
BLUE MOUNTAIN WALTZ
I'M GONNA GO HOME TO MAMA
DOT 1271

Jimmy Newman
GOD WAS SO GOOD
I THOUGHT I'D NEVER FALL
IN LOVE AGAIN
DOT 1270

Jim Lowe
THE ESQUIRE BOYS
DOT 15429

Ray McKinley
YOU REMIND ME OF SOMEONE
CELEBRITALK AT MIDNIGHT
DOT 15431
AMERICA'S HOTTEST presents
THE COUNTRY'S GREATEST NEW SINGING SENSATION
GALE
MEMORIES ARE MADE OF THIS
DOT 15436
LABEL DOT

STORM

A TEEN AGE PRAYER

Dot Records

Murray Deutsch, Gen'l Prof. Mgr.
Walco's New Record Care Headquarters

Walco's Record Accessory Bar makes your shop a complete record-care head- quarters — puts you in an unexcelled profit position with the largest line of famous record accessories from a single source.

Contact, complete and colorful, the Bar's only "A" of greater space puts four sales-boosting Walco recorders "above" on the counter where they can be seen — and sold! And the Walco Record Accessory Bar is yours, absolutely FREE, along with playful checks of FREE merchandise which you can sell for a smart profit AND attract new business when you purchase any of four modestly priced Walco special accessory sets.

Cut the bar on the long end for record accessories with a Walco Record Accessory Bar. Ask your distributor, or write Walco PRODUCTS, Inc., 60 Franklin St., East Orange, N. J.

For Better Sound — Longer Record Life — Use...

Walco Deluxes

Walco Deluxes...Unique 2-in-1 Sound Kit...

Contains an accurate, easy-adjustable turntable, and a unique "double-tube" phono cartridge. No slip-jacks, no leads, no switch! Just plug into wall, adjust tone control for precise sound, and you're in business.

Walco Deluxes...Unique 2-in-1 Record Spindle...

Plastic record spindle that guar- antees flat-bottomed grooves against dust, wax, fingerprints. Record Spindle also acts as dust cover. Inexpensive, yet saves enough on cartridge wear to more than pay for itself in savings on needle, arm, counterweight and record wear.

Walco Deluxes...Unique 2-in-1 Disc Cleaner...

Walco disc cleaner that protects slot in turntable against dust, wax, fingerprints. Prevents record from sticking to disc. Cleaner also acts as dust cover. Inexpensive, yet saves enough on wear of record player to more than pay for itself in savings on vacuum, wax, etc.

Walco Deluxes...Unique 2-in-1 Record Stabilizer...

Walco record stabilizer that prevents warping of records, as well as dust, wax, fingerprints. Prevents records from sticking to each other. Inexpensive, yet saves enough on record wear to more than pay for itself in savings on record.

And Walco backs you up with hand-picking consumer ads in all leading Hi-Fi publications — sends you into your store looking for the Walco Record Accessory Bar Don't miss out on this fabulous potential profit area.

Walco PRODUCTS, INC., 60 Franklin St., E. Orange, N. J.

SAM FROM BROWNSVILLE

THANK YOU FOR YOUR AD

I would like to thank you for the advertisement that appeared in the Brownsville News this past week. It seems to have generated a lot of interest in the community.

Sincerely yours,

Sam

---

Today's Top Tunes

The Low-Cost Dealer Profit-Serve!

Here's the sequence, easy-to-use ever-popula- rity promotion show that gets your orders for more dealer sales. Printed on a change- order form (4 x 6"") per page, it carries the Billboard's semi-regular "HONOR ROLL" issues with the best-selling records of each week.

Also shows hits R & B and C & W records with the top classical and packaged albums as well. Today's Top Tunes carries the Billboard's famous Top Charts right to your customer's mailbox, 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 Order Today:

The Billboards...Today's Top Tunes Dept.

1146 Pennsylvania Ave., Cincinnati 23, Ohio

Please print and mail Today's Top Tunes at below:

1 week trial $1.00, twice a month $1.50, 3 months $2.50, 6 months $4.50, 12 months $8.50

Mail same, address and phone printed as shown.

Name.

City and State.

Phone.

Ordered by:

Keep your eye on this one! "Such a Day!"

"Ole Devil Moon"

Rules.

Records 64 W. Randolph, Chicago

Give to Damon Runyon Cancer Fund

Some Shops Lean Toward Col. Plan

Continued from page 3.

plus business and stimulate the public to buy more records.

Downing adds, "I was very much disappointed that no one over the phone had placed or announced a "Red Tag" sale for WPA. If you haven't already placed such an offer, it might be an excellent way to boost Christmas business. The plan is to offer one record for a year's subscription to the magazine. We have however, plans to lower the price if we do not have enough orders. Both the Record and Columbia have been successful in running this plan."
A powerful side with a sock vocal by

ALAN DALE

LISBON ANTIGUA

(IN OLD LISBON)

CORAL 61553 • 9-61553

The big hits are on

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

### HONOR ROLL OF HITS

**THE NATION'S TOP TUNES**

**For survey week ending November 23**

| Title                                      | Artist/Record Label                  | Weeks on Chart
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>First Ten</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Only You</td>
<td>By Buck Ram—Published by Wildwood</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>(BMI)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>BEST SELLING RECORDS:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Palmet, Mercury 70637; Hibiscus, Dec</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1542</td>
<td></td>
</tr>
<tr>
<td></td>
<td>RECORDS AVAILABLE:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>L. Armstrong, Dec 29646; L. Oden, Dec</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9061</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ELECTRICAL TRANSCRIPTION:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Barbara Carol, Standard</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>By Richard Moll &amp; Jack Hillard—</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Published by Arat (BMI)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>BEST SELLING RECORDS:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A. Hiller, Decl 29680; McGraw-Benton,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Coral 41018</td>
<td></td>
</tr>
<tr>
<td></td>
<td>RECORDS AVAILABLE:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>E. Armit, M-G-M 1296; G. S. Bean,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Victory 26-6232</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>By David Brokemore—Published by</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>Crossroad (BMI)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>BEST SELLING RECORDS:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>G. Brown, Decl 15142; S. Lewis,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Imperial 555</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Second Ten</strong></td>
<td>16</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>By Kim Gunnam—Published by</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Shrinkage-Bisaut (ASCAP)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>BEST SELLING RECORDS:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>P. Myers, Mercury, J. Regan, London</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ELECTRICAL TRANSCRIPTION:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>George Cook, Standard</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>By Bonnie, Jagger—Published by</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Swan (BMI)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>RECORDS AVAILABLE:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A. Bennett, Decl 29624;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>RECORDS:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>F. King, Decl 29623;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ELECTRICAL:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sammy Davis, Standard</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Third Ten</strong></td>
<td>18</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>By Allen Gerson—Published by</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Louis (BMI)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>RECORDS AVAILABLE:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B. Bennett, King 4934;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>RECORDS:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>F. King, Decl 29635;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ELECTRICAL:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sammy Davis, Standard</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>By Black Denim Trouser—Published by</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>Quad-Hi &amp; Range (BMI)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>RECORDS AVAILABLE:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>C. Cohen, M-G-M 1225;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>RECORDS:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>F. King, Decl 29638;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ELECTRICAL:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Black Denim Trouser, Standard</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>By Steve Miller—Published by</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>Brashow (BMI)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>RECORDS AVAILABLE:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>C. G. Overton, Decl 29625;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>RECORDS:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>F. King, Decl 29639;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ELECTRICAL:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Black Denim Trouser, Standard</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Fourth Ten</strong></td>
<td>26</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>By Allen Gerson—Published by</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Louis (BMI)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>RECORDS AVAILABLE:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B. Bennett, King 4934;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>RECORDS:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>F. King, Decl 29635;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ELECTRICAL:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sammy Davis, Standard</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**WARNING:** The title "HONOR ROLL OF HITS" is a registered trademark and the Sealings of the honor roll are copyrighted and shall not be used without the permission of The Billboard. The Sealings require for such consent to be submitted in writing to the publisher of The Billboard at The Billboard, 15th Broadway, New York 36, N. Y.
JOHNNIE RAY

In His Best Record Since "CRY"

WHOSE SORRY NOW

A HEART COMES IN HANDY

COLUMBIA 40613-4-40613

COLUMBIA RECORDS
**Best Sellers in Stores**

For survey week ending November 23

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>SIXTEEN TONS (BMI)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>2.</td>
<td>AUTUMN LEAVES (ASCAP)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>3.</td>
<td>LOVE IS A MANY-SPLENDOURED THING</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>4.</td>
<td>MOMENTS TO REMEMBER</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>5.</td>
<td>ONLY YOU (BMI)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>6.</td>
<td>I HEAR YOU KNOCKIN'</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>7.</td>
<td>HE (BMI)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>8.</td>
<td>LOVE AND MARRIAGE (ASCAP)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>9.</td>
<td>SHIFTING, WHISPERING SANDS</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>10.</td>
<td>AT MY FRONT DOOR (BMI)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>11.</td>
<td>YELLOW ROSE OF TEXAS</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>12.</td>
<td>HE (BMI)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>13.</td>
<td>SHIFTING, WHISPERING SANDS</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>14.</td>
<td>SUDDENLY THERE'S A VALLEY</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>15.</td>
<td>ONLY YOU (BMI)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>16.</td>
<td>BURN THAT CANDLE (BMI)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>17.</td>
<td>YOU ARE MY LOVE (ASCAP)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>18.</td>
<td>MY BONNIE LASSIE (ASCAP)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>19.</td>
<td>CROCE DI ORO (Cross of Gold)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>20.</td>
<td>SUDDENLY THERE'S A VALLEY</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>21.</td>
<td>BIBLE TELLS ME SO (ASCAP)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>22.</td>
<td>MY BOY FLAT TOP (BMI)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>23.</td>
<td>SADLY DEPART I (BMI)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>24.</td>
<td>BLACK DENIM TROUSERS (BMI)</td>
<td>Tennessee Ernie</td>
</tr>
</tbody>
</table>

**Most Played in Juke Boxes**

For survey week ending November 23

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>SIXTEEN TONS (BMI)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>2.</td>
<td>AUTUMN LEAVES (ASCAP)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>3.</td>
<td>LOVE IS A MANY-SPLENDOURED THING</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>4.</td>
<td>MOMENTS TO REMEMBER</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>5.</td>
<td>ONLY YOU (BMI)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>6.</td>
<td>I HEAR YOU KNOCKIN'</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>7.</td>
<td>HE (BMI)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>8.</td>
<td>LOVE AND MARRIAGE (ASCAP)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>9.</td>
<td>SHIFTING, WHISPERING SANDS</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>10.</td>
<td>AT MY FRONT DOOR (BMI)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>11.</td>
<td>YELLOW ROSE OF TEXAS</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>12.</td>
<td>HE (BMI)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>13.</td>
<td>SHIFTING, WHISPERING SANDS</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>14.</td>
<td>SUDDENLY THERE'S A VALLEY</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>15.</td>
<td>ONLY YOU (BMI)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>16.</td>
<td>BURN THAT CANDLE (BMI)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>17.</td>
<td>YOU ARE MY LOVE (ASCAP)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>18.</td>
<td>MY BONNIE LASSIE (ASCAP)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>19.</td>
<td>CROCE DI ORO (Cross of Gold)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>20.</td>
<td>SUDDENLY THERE'S A VALLEY</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>21.</td>
<td>BIBLE TELLS ME SO (ASCAP)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>22.</td>
<td>MY BOY FLAT TOP (BMI)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>23.</td>
<td>SADLY DEPART I (BMI)</td>
<td>Tennessee Ernie</td>
</tr>
</tbody>
</table>

**Most Played by Jockeys**

For survey week ending November 23

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>SIXTEEN TONS (BMI)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>2.</td>
<td>MOMENTS TO REMEMBER</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>3.</td>
<td>LOVE IS A MANY-SPLENDOURED THING</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>4.</td>
<td>ONLY YOU (BMI)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>5.</td>
<td>I HEAR YOU KNOCKIN'</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>6.</td>
<td>HE (BMI)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>7.</td>
<td>LOVE AND MARRIAGE (ASCAP)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>8.</td>
<td>SHIFTING, WHISPERING SANDS</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>9.</td>
<td>SUDDENLY THERE'S A VALLEY</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>10.</td>
<td>ONLY YOU (BMI)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>11.</td>
<td>BURN THAT CANDLE (BMI)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>12.</td>
<td>YOU ARE MY LOVE (ASCAP)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>13.</td>
<td>MY BONNIE LASSIE (ASCAP)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>14.</td>
<td>CROCE DI ORO (Cross of Gold)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>15.</td>
<td>SUDDENLY THERE'S A VALLEY</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>16.</td>
<td>BIBLE TELLS ME SO (ASCAP)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>17.</td>
<td>MY BOY FLAT TOP (BMI)</td>
<td>Tennessee Ernie</td>
</tr>
<tr>
<td>18.</td>
<td>SADLY DEPART I (BMI)</td>
<td>Tennessee Ernie</td>
</tr>
</tbody>
</table>
Another Smash By

THE PLATTERS

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

"THE GREAT PRETENDER"
A TRULY GREAT RECORD COUPLED WITH "I'M JUST A DANCING PARTNER"

MERCURY 70753
**CHRISTMAS FAVORITES ON SINGLE RECORDS**

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist/Information</th>
<th>Catalog No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Yest Go Nuts At Christmas &amp; Yingle Bells</td>
<td>Yogi Yorgesson</td>
<td>No. 701</td>
</tr>
<tr>
<td>Christmas Candy &amp; Silver Bells</td>
<td>Margaret Whiting &amp; Jimmy Wakely</td>
<td>No. 1255</td>
</tr>
<tr>
<td>Jingle Bells &amp; Silent Night</td>
<td>Les Paul-Mary Ford</td>
<td>No. 1881</td>
</tr>
<tr>
<td>Little Boy That Santa Claus Forgot &amp; Mrs. Santa Claus</td>
<td>Nat &quot;King&quot; Cole</td>
<td>No. 2616</td>
</tr>
<tr>
<td>Jungle Bells &amp; White Christmas</td>
<td>Les Paul-Mary Ford</td>
<td>No. 2617</td>
</tr>
<tr>
<td>You're The Angel On My Christmas Tree &amp; I'm Gonna Tell Santa Claus On You</td>
<td>Faron Young</td>
<td>No. 2619</td>
</tr>
<tr>
<td>The Christmas Waltz &amp; White Christmas</td>
<td>Frank Sinatra</td>
<td>No. 2954</td>
</tr>
<tr>
<td>The Christmas Song &amp; My Two Front Teeth</td>
<td>Nat &quot;King&quot; Cole</td>
<td>No. 2955</td>
</tr>
<tr>
<td>My Birthday Comes On Christmas &amp; Jingle-O-The Brownie</td>
<td>Dallas Frazier-Joe &quot;Fingers&quot; Carr</td>
<td>No. 2956</td>
</tr>
<tr>
<td>Is There A Santa Claus? &amp; Old Tex Kringle</td>
<td>Tex Ritter</td>
<td>No. 2957</td>
</tr>
<tr>
<td>I Forget To Remember Santa Claus &amp; Christmas In My Hometown</td>
<td>Sonny James</td>
<td>No. 2958</td>
</tr>
<tr>
<td>Be Kind To The Street Corner Santa Claus &amp; I Give Up!—What Is It?</td>
<td>Yogi Yorgesson</td>
<td>No. 2978</td>
</tr>
<tr>
<td>Yulenet, Part I &amp; Yulenet, Part II</td>
<td>Stan Freberg-Daws Butler</td>
<td>No. 2986</td>
</tr>
</tbody>
</table>

**CHILDREN'S SINGLE RECORD CHRISTMAS ALBUMS**

- Jarny's Marlowe - Fizzy The Snowman Tides The Tuba Song No. 1014
- The Millenium - "I'm The Night Before Christmas" No. 3121
- Smiley Burnett - "Reindeer The Red-Nosed Reindeer" Swiss Boy No. 3160
- Nel Blanc - "I Don't Want To Go To Christmas Tree" I Don't Want To Get Married Boy No. 3193
- Holly Bee - "I Love Money Kissing Santa Claus Where Did My Snowman Go?" No. 3172

**CHRISTMAS BELLS**
- Richard Keys Bidos No. 9015

**CHRISTMAS CHEER!**
- Les Paul and Mary Ford No. 542

**CHRISTMAS IN THE AIR!**
- Voices of Walter Schumann No. 9016

**THE CHRISTMAS SONG**
- Nat "King" Cole No. 9016

**MERRY CHRISTMAS TO YOU!**
- Top Artists No. 9030

**SONGS OF CHRISTMAS**
- J.D. Staford Gordon MacRae No. 9021

**BOYS TOWN CHOIR**
- Singing Christmas Music No. 9008

**MY BIRTHDAY COMES ON CHRISTMAS**
- Dallas Frazier-Joe "Fingers" Carr No. 9028
The Billboard Music Popularity Charts

**THE TOP 100**

For survey week ending November 25

A list of the TOP 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer, Disk Jockey and Juke Box Operator reports 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.

<table>
<thead>
<tr>
<th>No.</th>
<th>Week</th>
<th>Song</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>22.</td>
<td>Love Is a Many-Splendored Thing</td>
<td>Tony Bennett</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>2.</td>
<td>22.</td>
<td>Suddenly There's a Valley</td>
<td>Frank Sinatra</td>
<td>Capitol</td>
</tr>
<tr>
<td>3.</td>
<td>22.</td>
<td>Love and Marriage</td>
<td>Bing Crosby</td>
<td>Abbott Records</td>
</tr>
<tr>
<td>4.</td>
<td>22.</td>
<td>Don't Worry 'Bout That</td>
<td>Nat King Cole</td>
<td>Capitol</td>
</tr>
<tr>
<td>5.</td>
<td>22.</td>
<td>Why Don't We Talk It Over</td>
<td>Bing Crosby</td>
<td>Abbott Records</td>
</tr>
<tr>
<td>6.</td>
<td>22.</td>
<td>Don't Worry 'Bout That</td>
<td>Nat King Cole</td>
<td>Capitol</td>
</tr>
<tr>
<td>7.</td>
<td>22.</td>
<td>Baby Don't Go</td>
<td>Frank Sinatra</td>
<td>Capitol</td>
</tr>
<tr>
<td>8.</td>
<td>22.</td>
<td>Break up the Heart</td>
<td>Bing Crosby</td>
<td>Abbott Records</td>
</tr>
<tr>
<td>9.</td>
<td>22.</td>
<td>The Longest Day</td>
<td>Tony Bennett</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>10.</td>
<td>22.</td>
<td>Once Upon a November</td>
<td>Nat King Cole</td>
<td>Capitol</td>
</tr>
</tbody>
</table>

**BIG POP SELLER**

Sheb Wooley

Are You Satisfied

b/w Humdingers

MGM 12114 • K 12114

Published by Cordial Music
You've Asked To See Them—Well...HERE THEY ARE

...and Here's Their Newest and Biggest...

the Cowboy Church Sunday School Choir

singing again 2 Great Stuart Hamblen Songs

"A HANDFUL OF SUNSHINE"
Featuring LITTLE MISS ENRY

"THOSE BAD, BAD KIDS"
Featuring LITTLE MISS TOMBOY JANIE

DECCA RECORDS
29757...9-29757

www.americanradiohistory.com
Now's the time when all of us who are employed in the Amusement Industry open our hearts and purses to help heal—and prevent—tuberculosis for ourselves, our families, and our friends. There's no cost to patients at Will Rogers, and no finer care anywhere. Give at least One Hour's pay to the 6th Annual Christmas Salute.

WILL ROGERS MEMORIAL HOSPITAL & RESEARCH LABORATORIES
Saranac Lake, N. Y.

Sponsored and Operated by the MOTION PICTURE INDUSTRY for the Entire Entertainment World

Will Rogers Hospital gratefully acknowledges the contribution of advertising production by Warner Brothers Pictures, and of space by this Publisher.
THE HI-LO'S

SHOUT THEIR THANKS!

no. 1 position: "MOST PROMISING NEW GROUP"
THE BILLBOARD 1955 DISK JOCKEY POLL

And CASH BOX VOTED THE HI-LO'S THE PROMISING UP-AND-COMING MALE GROUP IN THE NATIONAL CASH BOX DISK JOCKEY POLL

STARLITE RECORDS Current Album: THE HI-LO'S, I PRESUME (ST 6005)
SOON TO BE RELEASED: THE HI-LO'S/under glass 12' Long Play (ST 7005)
NEW SINGLE RELEASE (ST 1375)
Surrey With a Fringe On Top & Too Young To Sing The Blues

Direction:
JUDD BERNARD

Personal Management:
LOEB & FREED
BEVERLY HILLS - NEW YORK
The Smash Novelty of the Year

Steve Allen WHAT IS A WIFE?

Memories of You

President John C. Mollin noted: "The guest jockeys will talk about their forthcoming appearances on our TV show, which not only will advertise our station but will give the radio audiences a chance to see what their favorite disk jockeys look like."

CORAL 61542
9-61542

Back Scratching: Denver TV Station, KTVT is setting a unique "courtesy to other media" precedent with a new show dedicated to the promotion of Denver radio disc jockeys. The program, a special guest announcement during the station's daily afternoon film series, will spotlight a different disc jockey each day, and KRTV eventually hopes to give every radio station in the area a chance to have at least one of their announcers appear on the program. An extra incentive is that the jockey will be allowed to plug his own radio station, plus any new artists or records he wants to give a boost as well. First day guest scheduled is Bobby Beer (ex-Lawrence, KRLW) followed by Ralph Donslo, KLBK, and Joe Flynn, KYFC.

There are more than 14 independent stations in the immediate vicinity and 20 more within a 60-mile radius, so KRTV is looking forward to building a good afternoon audience from people who heretofore just listened to the radio. In line with this, KRTV

YESTERYEAR'S TOPS-
The nation's top tunes as reported in The Billboard
DECEMBER 1, 1985:
1. It's A Long, Long Time
2. I'll Build A Dream
3. Till the End of Time
4. Waitin' for The Train To Come Back
5. Chicken In The Room
6. It Might As Well Be Spring
7. I Can't Begin To Tell You
8. Did You Ever Get That Feeling In The Moonlight
9. Along The Navajo Trail
10. It's Only A Paper Moon
11. On The Atchison, Topeka And Santa Fe
12. I'll Be Walkin' With My Baby (From Vision, Seam, Sear)
13. Some Sunday Morning
14. If I Loved You
15. Symphony

DECEMBER 2, 1930:
1. Light's Answer
2. Nevertheless
3. All My Love
4. The Thing
5. Bubble and a Peck A
6. Tennessee Waltz
7. Thinking Of You
8. Goo-dnight, Irene
9. An Orange-Coloried Sky
10. Piedpil, the Red-Nosed Reindeer

President John C. Mollin noted: "The guest jockeys will talk about their forthcoming appearances on our TV show, which not only will advertise our station but will give the radio audiences a chance to see what their favorite disk jockeys look like."

GIMMIX: Don Brubacher, WWVA, Charleston, W. Va., has released a five-record album, "Weather Vane," and each day's weather forecast determines which side of the album will be used as a theme on his program, "Charlies," (Chords, Red Wind, "Rain, Lost In a Fog," etc.). Jack Cole, WTMJ, Milwaukee, has just completed a marathon show from a local appliance store's window which lasted three months, staying in the window from 6 a.m. to 11 p.m., seven days a week. The store extended "Gute's last weekend." Another window remote was handled by Jack Friel, WBBM, Chicago, Ill. who recently handled a weekly show from the window of a local appliance store in suburban Chicago. Friel plays on the store's jukebox and speaks into the store microphone. He also passes out free sheet music and plays the first song from the sheet music to come in the store during his broadcast.

CHANGE OF THEMES: Al- leen and Leo McEwen, "My Mrs. Music," have back together on VTLN, Denver, with McEwen doing the radio work and Alleen his recent illness. George Witherspoon of 1-WJIM is back at the station, having teamed up with Doug Hensley on his show, "Merry-Go-Round." Bill Cook has joined WYD, New York, as Sammy David, KALB, Alexandria, La., has acquired some exclusive material for his new show, "The Big Houser," to be heard Monday through Friday on WKJY, which will feature The Billboard's "Top 100."

Forest Morgan Jr., formerly with W K. L. E. P. B. W. M. H. E. R. M. and W. N. A. C. M. M., was recently appointed manager at WCCM, Lawrence, Mass. He also renews a new early evening feature, "The Song Petticoats." 

Moe Moiles, KEX, Portland Ore., has started a new show, 9-9:30 nightly schedule and willwitch his daughter Dariel on the 6:30 to 7 p.m. seg. The 12-year-old will use her nickname, "Marilyn," on the show, which will be titled "Music Hall, Marilyn." Her group pop opines she's the "youngest pop debut in the country," Marilyn will poll her school mates and read the trade to pick her platters.

Roy Patton was named station manager at KTFM, Beaumont, Tex. Jackie Marshall, formerly with WNAV, Annapolis, Md., has joined WNBT, Weno, Calif. Pat's "Club Time, Houston, to KNUZ, same city. His new "Club Time will be heard nightly from 9 to midnight. Clark Standard was spotlighted as a guest on the Mutual Broadcasting System's "Wheel of Chance" network series November 12. Bob Bradley is the new music librarian at WLOL, Minneapolis, Minn. Del Clark, ex-deejay at WJMB, New Orleans, has taken over the midnight to dawn show over WHW, Milwaukee.

Vern Meaders, formerly with KJJF, Webster City, la., moved to W HP - TV, Des Moines, November 13. James Roger, WCKT, Greer, S. C., has inaugurated a new program, "Record Review," which features releases exclusively. The show's main gimmick calls for Roger to pass along listener comments on the new platters to artists who recorded the wax.

New staffers at KLBC, Dallas, include Bob Gwinn, who handles "Night Beat," and Ken Klein, ex-noon spinner at WDOS, Greensboro, N. C., new spinner on WSNB (both radio and TV), Binghamton, N. Y. Due to left WHOW, Canton, Ill., to become a staffer at WSVY, Peoria, Ill. Tom Stenson, same station, has been upped to studio supervisor. After two years with KEBO, Bakersfield, Calif., Jack (Vandillion) Fisher has returned to Steve Gilpin, formerly with WEIM, Pore, Mont., has joined WGTI, Hartford, Conn.

Frank McDonald is now doing WDRX, "Night Train" show from 8:30 to 11 p.m., Mr. Berman's "Night Train" platter in the theme. Jim C. W. WWK, St. Louis, has moved over to KSEL, same city.

Bill Miller, formerly at KLBC, Parsons, Kan., has taken over the night shift at KGFG, Coffeyville, Kan., while Jack Bateman, KFBR, Joplin, Mo., is scheduled to join KLBC, and Bill Cranmer has been promoted to director-commercial manager of the station. Ed Foslin, Wister, Okla., has replaced Wayne Cady as the morning decency on KALL, Canal, Okla.

"The Voice of America" has taken over the reins of "Roundup." Jimmy and Bill Anderson, KXLY, Spokane, Wash., have taken over the reins of "Roundup." Jimmy and Bill Anderson, KXLY, Spokane, Wash.
bennett at his best!

because of you
blue velvet
cold, cold heart
rags to riches
cinnamon sinner
stranger in paradise

and now another smash!

Tony Bennett
singing

Come Next Spring

(As sung by Tony in the forthcoming Republic Picture "Come Next Spring")

and

Afraid of the Dark

Columbia 40598

Columbia Records
**COMING UP STRONG**

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

1. Daddy-O  
*Adorable* .......... The Fontane Sisters  
(BMI); (ASCAP) Dot 15428

2. A Woman in Love  
*The Four Aces* .......... (ASCAP) Decca 29725

3. Band of Gold  
*Don Cherry* .......... (BMI) Columbia 40597

4. C'est La Vie  
*Sarah Vaughan* .......... (ASCAP) Mercury 70727

5. A Woman in Love  
*Frankie Laine* .......... (ASCAP) Columbia 40563

6. Memories of You  
*The Four Coins* .......... (ASCAP) Epic 9129

7. All at Once You Love Her  
*Perry Como* .......... (ASCAP) RCA Victor 6294

8. Twenty-Four Hours a Day  
*Goodbye to Rome* ........ Georgia Gibbs  
(BMI); (ASCAP) Mercury 70743

9. Band of Gold  
*Kit Carson* .......... (BMI) Capitol 3283

10. Gee Wittakers  
*Pat Boone* .......... (BMI) Dot 15435

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

**Tunes With Greatest Radio - TV Audience**

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

**Radio**

A Woman in Love (R)-Frank-ASCAP
All at Once You Love Her (R)-Williamson-BMI-ASCAP
At My Front Door (R)-Althea-ASCAP
Autumn Leaves (R)-Arion-AASCAP
Band of Gold (R)-Luton-ASCAP
Cry Me a River (R)-Frank-ASCAP
Forgive My Heart (R)-Buescher, Veeco & Associates
He (R)-Arvay-BMI
It's All Right With Me (R)-Chappell-ASCAP
Anyone's Farwell Song (R)-Ranger-ASCAP
Laiden Adieu (R)-Southern-ASCAP
Longest Walk (R)-Advanced-ASCAP
Love and Marriage (R)-Beaton-ASCAP
Love Is a Man-Splended Thing (R)-Miller-ASCAP
Memories Are Made of This (R)-Monte Carlo-BMI
Mimosa of You (R)-Shapiro-Benson-ASCAP
Moments to Remember (R)-Ricord-ASCAP
Now You (R)-Whitcomb-BMI
Pepper Box Baby (R)-Shields-BMI
Rise (R)-E. H. Morris-ASCAP
Rose Tattoo (R)-Patterson-ASCAP
Shaggy Siren (R)-Whitcomb-ASCAP
Suddenly There's a Valley (R) - Williamson-Hill & Range-BMI
Trouble Trip (R) - Diamond-ASCAP
Twenty-Four Hours a Day (R)-Williamson-BMI
Waiting You (R)-Harrigan-ASCAP
You Are My Love (R)-Mahan-ASCAP
You Give Me Love (R)-Perry-BMI

**Television**

Adorable .......... The Fontane Sisters  
(BMI); (ASCAP) Dot 15428

Althea (R)-Frank-ASCAP
All at Once You Love Her (R)-Williamson-BMI-ASCAP
At My Front Door (R)-Althea-ASCAP
Autumn Leaves (R)-Arion-AASCAP
Band of Gold (R)-Luton-ASCAP
Be Diddley (R)-Baby-ASCAP
Cry Me a River (R)-Frank-ASCAP
Forgive My Heart (R)-Buescher, Veeco & Associates
He (R)-Arvay-BMI
It's All Right With Me (R)-Chappell-ASCAP
Anyone's Farwell Song (R)-Ranger-ASCAP
Laiden Adieu (R)-Southern-ASCAP
Longest Walk (R)-Advanced-ASCAP
Love and Marriage (R)-Beaton-ASCAP
Love Is a Man-Splended Thing (R)-Miller-ASCAP
Memories Are Made of This (R)-Monte Carlo-BMI
Mimosa of You (R)-Shapiro-Benson-ASCAP
Moments to Remember (R)-Ricord-ASCAP
Now You (R)-Whitcomb-BMI
Pepper Box Baby (R)-Shields-BMI
Rise (R)-E. H. Morris-ASCAP
Rose Tattoo (R)-Patterson-ASCAP
Shaggy Siren (R)-Whitcomb-ASCAP
Suddenly There's a Valley (R) - Williamson-Hill & Range-BMI
Trouble Trip (R) - Diamond-ASCAP
Twenty-Four Hours a Day (R)-Williamson-BMI
Waiting You (R)-Harrigan-ASCAP
You Are My Love (R)-Mahan-ASCAP
You Give Me Love (R)-Perry-BMI

**Best Selling Sheet Music**

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

1. Autumn Leaves .......... 12

2. Fly .......................... 10

3. Sixteen Tons .......... 3

4. Bible Tells Me So .......... 2

5. Love Is A Many-Splendored Thing .......... 10

6. Suddenly There's A Valley .......... 12

7. Woman-Mill & Range .......... 10

8. Love and Marriage .......... 5

9. Shifting, Whispering Winds .......... 7

10. Guiltless .......... 7

11. Yellow Rose of Texas .......... 3

12. No Arms Can Ever Hold You .......... 1

13. Creecy De Oro (Cross of Gold) .......... 3

14. Only You .......... 12

15. My Bonnie Lassie .......... 7

---

The Billboard Music Popularity Charts

December 3, 1955

The Norman Luboff Choir

Singing

Sweet Lorena

Words by Jeremy Stephen
Music by Alex Wilder
Columbia #40604

BROADCAST MUSIC, INC.

589 Fifth Avenue, New York 17, N. Y.

DEAN MARTIN
Singing

"Change of Heart"

Words and Music by John Rox
Capitol #3295


Eddie Janis
ALAN DALE
Has Another
Great Hit!

I'M GONNA SLEEP WITH ONE EYE OPEN
(SO I CAN SEE YOU IN MY DREAMS)

The American Version of the French Song Success "ET BAILER ET DORMIR"

With a Great Lyric by MITCHELL PARISH

CORAL RECORDS
Record No. 61553
**HITS and MORE HITS**

**The Billboard Music Popularity Charts**

**POPULAR RECORDS**

**Records**

**Cale Storm...** Dot 15436...

**Teen-Age Prayer**

(Per, BMI)

**Memories Are Made Of This**

(Mount Clare, BMI)

(Miss Storm rocks up a fine two-sided follow-up to her current "I Hear You Knockin’" unash. "Teen-Age Prayer" is already moving in other versions, but Miss Storm gives you a very convincing performance. Flip is a cover of the clicking Drue Martin platter, but the gal again puts out an expressive job. Both sides have what it takes to move out. A good jive buy.

**Alan Dale...** Coral 61553...

**I’m Gonna Sleep With One Eye Open**

(Miller, ASCAP)

**Lisbon Antiqua**

(Per, BMI)

This could be a big one for Dale, with both sides likely entering. On top is a delightful and bouncy little rhythm effort with cute lyrics delivered in winning style. On the flip, Dale delivers special lyrics written for the lush mood instrumental. Fine performance here either way.

**Johnny Maddox...** Dot 15432...

**Hands Off**

(See listings under Spotlight on Rhythm and Blues.)

**Reviews of New Pop Records**

**Ratings—Commercial Potential**

**Joe (Fingers) Carr**

"Memories of You" (The Lamplighters) 1.50

"Capitol"—The piano man gets on the famous standard with a lush vocal and chorus treatment. Fine trumpet sounds with one of the top vocal treatments of the current crop. This should fare well in the race for the money.

**Henderson Stump...** 69

Carr and the band revive a standard of the "Seventy-evers" of the Henderson group for the old Goodman era. Too, it doesn’t quite hit the feeling of the original, it’s pleasant memory material.

**Little Briggs**

"Can’t Stop" (EPIC) 91.36

"RCA Victor"—The rhythm section that rock and roll with the same kind of energy also puts into "I Want You To Be My Baby." Together with the novelty flip, this should do great with the budget-conscious. (Planetary, ASCAP)

Rock ‘n’ Roll—Poly Santa Claus... 79

A flock of the year’s big rock and roll hits get recreated here. He has a silver ball and chain for Maybellene, but of course for that Juke Box Queen, etc. Should be one of the bigger holiday items this year. (Korwin, ASCAP)

**Bill Kenny**

The Flower and the Weed... 79

"K C 178"—A wartyly expressive reading of a moving theme with effective message lyrics. Should grab off considerable jockey play. (Caesar, ASCAP)

Evening Bells... 74

Kenny weeps up a melodic ballad in his memorable dramatic vocal style. (Zubin, BMI)

**Billy Vaughn Ork**

"Dot 15430—A gay, bouncy group vocal on a humorous little number that could not be more up to date. (Randy, BMI)

I’d Give a Million Tomorrows... (Par Just One Yesterday)... 78

A dreamy, nostalgic interpretation of the wistful oldie, with Vaughn’s vocal performing in the gentle manner of his past instrumental hits. (Oxford, ASCAP)

**Johnny Ray**

A Heart Comes in Handy... 79

COLUMBIA 40013—A fervid reading by Ray of a moving theme by Singleton and McCoy with a steady, insistent R&B beat. Paul Wentworth contributes his usual fine backing (Bossevec, BMI)

Who’s Sorry Now... 76

Ray weeps up the great oldie with a breezy showy-vocal and a jumping beat, somewhat reminiscent of his big clatter platter, "Walking My Baby Back Home." This one could catch on big. (Mills, ASCAP)

**The De Castro Sisters**

Cry Baby Blues... 78

ABBOTT 9014—A rock performance by the De Castro on a lively rhythm ditty with a driving rock and roll beat. (Farmer, ASCAP)

Rockin’ and Rollin’ in Hawaii... 75

Rock and roll rhythm with a South Seas flavor and a sloppily vocalized by the girls. However, flip will probably pull more votes. (Marlame, ASCAP)

**JOE WARD**

**Nuttin’ for Christmas**

**KING 4854**

**Christmas Questions**

**KING 4584**

**It’s Christmas Time**

**KING 4855**

**Sandie Stewart**

"Can’t Be Built"... 69

"X 176"—A lovely ballad is read with electrifying complexity and playing know how. Miss Stewart does a fine job on this one, and more copies if possible. (Hollie, Canada)

I’ll Take Care of You... 76

Cry country intro with an inspiring beat and ballad. Vocal will be fine in this 10, and more copies if possible. (United, ASCAP)

**Jim Lowe**

"St. James Arena..." 76

DOT 14352—A rock vocal treatment of the old "St. James Infirmary" with new jive rhythm. Good as far folk/rock and flip. (Savoy, BMI)

Johnny "Broadcast" Thompson... 78

An appealing warbling with a bluesy vocal and wild cover material. (Moss, BMI)
The Hot "Added Starter" From Samuel Goldwyn's "Guys and Dolls" Stable

PET ME
POPPA

COLUMBIA 40579 • 4-40579

Rosemary
Clooney

COLUMBIA RECORDS
DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

PULLS POISON OUT OF THE SONG

The Billboard Music Popularity Charts

POPULAR RECORDS

• Reviews of New Pop Records

CONTINUED FROM PAGE 59

	

FRANKENSTEIN

Destined for a Million

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of

DEAR HEART

Media 1019

The Music Radio

The Magnificent Trumpet of

DESTINED FOR A MILLION

The Magnificent Trumpet of
TEX WILLIAMS

One of the Most Powerful records ever released!

NEW

NINE POUND HAMMER

PAULINE

DECCA 29764 • 9-29764

America's Fastest Selling Records
THE BILLBOARD  

THE BILLBOARD Music Popularity Charts  

**POPULAR RECORDS**  

**NEW POP-CHRISTMAS RECORDS**  

**REVIEWS OF NEW POP RECORDS**  

**PROMOTION**  

**THE BILLBOARD'S WEEKLY DISK DERBY**  

To put your top pop sales 'way out front! Enter this fast-moving merchandising promotion today.  

**YOU GET THIS COMPLETE NEW KIT EVERY WEDNESDAY** for only $50 a week!  

2 BIG SPLASH COLOR POSTERS  

17½" x 22½", with the week's top 10 tunes in giant type... plus the top 10 up-coming hits, all based on Billboard's famous coast-to-coast surveys. These are for window and counter displays.  

3 FULL-SIZE AD REPRINTS  

Colorful posters to build bigger sales for the "coming-up-strong" disks.  

5 COPIES OF "THE NATION'S TOP TUNES"  

The week's top 20 hits. Use 'em for counters... windows... and give-aways!  

**USE THIS HANDY ORDER BLANK TO START YOUR DISK DERBY PROMOTION SERVICE TODAY**... we'll rush your first kit by return mail so it'll be there on the doa!
Many Posers Plague Field  
• Continued from page 14

As the impulse buying outside of department stores has fallen, a potential of regular line discs in the shops, it also has drawn on the enthusiasm of regular disk distributors and their salesmen for kids is an enriching, material which never exactly had reached fever pitch. Except where there has been heavy company emphasis, as at least for many years, kids marketed identified the least glamorous segment of a line.

Education Discs

Today, due perhaps to the extensive propaganda of such mail-order houses as Children's Record Guild and Young Peoples Records, the regular priced lines have gone over considerably toward "educational" type material, which appeals to the more discriminating parents and also to the school market.

The anti-slick dealers, who cater to the schools, have, in fact, taken upon itself white the regular distibutors salesmen haven't been inclined to familiarize themselves with the new type of discs and the specialized selling they require.

As one retailer observed, "The salesmen don't know what they're selling, and most of the dealers don't care. The companies aren't advertising, there are virtually no promotion media for children's records, and the consumers just don't have any idea about what's available."

Mrs. to Blame

This party, then, places the blame for the disabilities squarely on the manufacturers and the dealers.

Among the manufacturers, there are a number of explanations; for none of them is it endorsed unanimously.

In some section lack of enthusiasm is attributed to the fact that the kids' business amounts to the last stronghold of 78 r.p.m. And the 78 business is not to be considered, but a 10-inch business. Efforts to introduce records in sizes 75c to 40 cents by RCA Victor and Columbia have been abandoned. Most of the children's phonographs marketed today by chain and toy stores are for 78c only. It's generally agreed that the industry will have to aw a big push on low tag 45 kidylko phonos before the disc can be promoted in that field.

Several of the major networks TV for monopolizing children's entertainment. As a result, kids' discs, but others insist that discs which contain their children's catching and the ones that continue to merit a 98-cent ticket are those based on familiar TV programs, which are exclusive to the label. This is especially true at Decca.

Club Outfits

The club outfits and Columbia felt that the market was best affected by TV and, in fact, the biggest market for packaging is that of the pre-school ages, two and a half to six years of age. According to Columbia's kid fool, Heffy Krans, this is the group that is usually at home, and for whom there is a limited number of available TV programs.

Repeatedly, this youngster group also is the most difficult to write suitable material for, and lack of understanding on all trade levels has resulted in neglect.

At several companies it is believed that intensified pop single and package competition has left little energy for kids. It is pointed out that the same amount of art work and printing required for LP or EP is required for a 35-cent disk. Also, recording costs and royalties, including artist royalties, never works up to the point of having disk space, and distribution, however, cannot be exposed to the public in the same way and actually consider the kids' potential.

Play Source

Pop discs, it is pointed out, may be plugged on thousands of radio shows. Children's shows, however, are few and far between. Of the several networks TV shows exist only "Ding Dong School" is recognized as a strong, consistent disk seller. This show, of course, caters to the preschool set exclusively.

Highly contradictory are several disk supplies to big ticket sweep packages. Simon & Schuster, for example, whose Little Golden line is the 35-cent leader, is expanding its "Treaure Chest" line, each package of which offers eight disks at $3.98. Capitol, on the other hand, has virtually done away with its once-powerful 35c line of elaborate record-readers, spiral-bound volumes, etc.

Branching Deejay  
• Continued from page 14

sits plus a high-name 78 r.p.m. recording artist as yet unscheduled. In line with this, Freed is also scheduling, with a major label to record a record of LP's with his record. Some of these, sometime next year.

Freed's movie deal is with Columbia, and it calls for the deejay to act as technical director and play himself in Sam Katzman's forthcoming picture, "Rock Around the Clock," starring Bill Haley and His Comets. The movie, which has an r.r. music theme, is scheduled to start shooting in January. Freed will take a few weeks' leaves of his WINS show here and visit to Hollywood at that time.

Prior to the picture, Freed is booked to take a week on its roll stage show in to the Academy of Music here from December 22 to January 2.

Fox Report  
• Continued from page 14

meteor the increased mechanical royalties. For notes.

Screes on TV film are also gradually promoting the single mechanical income factor has been successfully pushed by publishers. The top singles business from the standpoint of mechanical income, has been holding its own.

Columbia Says  
• Continued from page 14

tors has not pulled as well, Cook remarked. Under this phase of the experiment a new Joe Loco Christmas EP was offered to operators at an introductory price of 49 cents packaged in a plain sleeve. Another operator test may be under taken later, involving a disk not limited to a short-term holiday appeal.

Other dealers have been watching the Columbia operation closely as a possible guide to expansion of the EP market (The Billboard, November 20).

Let The Light Shine  B/W LAUGH-A-LITTLE MORE  
RCA Victor 20-4293  
Management  X. COSE  3415 Trickle Road Nashville, Tenn  Phone 9-3504 or 9-4161

Martha Carson’s

Tip-Toe Thru the Tulips and Painting the Clouds with Sunshine  
301-302 x 45  
BOWERY RECORDS  P. O. Box 713 Del Mar, Calif.  Phone Skyline 3-3156

Bowery Gives You  
Nick Lucas  
2 Great Smash Hits Back to Back on a Single  

EQUIPMENT SUPPLIES AND SERVICES  

THE BILLBOARD  
MUSIC-RADIO  53  

IT FEELS SO NICE  

IT'S A DANGEROUS AGE  

RECORD NO. 9293
HANK SNOW'S

**New Smash Hit!**

**BORN TO BE HAPPY**  
(Bound to Sell a Million)

**MAINLINER**  
(A Song About Flying—This Song Is Sailing in Sales)

#20-6269

BOTH SIDES SHOWING!  
2 Hits on 1 Record

HAMBLEN'S SONGS GROW AND GROW

Sheet Music Available  
HAMBLEN MUSIC CO., INC.  
Los Angeles 24, Calif.
STUART HAMBLEN'S

New Smash HIT!

YOU'LL ALWAYS BE MINE
(Suzy and Stuart Wrote This One Together)

and

A HANDBURL OF SUNSHINE

#20-6333

D. J.'s—
Some of America's greatest hits were composed and sung by STUART HAMBLEN. All of them had to prove themselves over terrific odds in the Pop Field. This is one of his best, and it's being covered—

SPIN BOTH SIDES AND LET YOUR LISTENERS HEAR THE ORIGINAL

The Billboard Music Popularity Charts POPULAR RECORDS

Review Spotlight on ... YOU'LL ALWAYS BE MINE (Hamblen, BMI)
This fine new tune has a great老板 flavor and a very distinct resemblance to 'Good To Be Loved.' The melody is one kind that's hard to sing from a long time ago. It was written by Suzy and Stuart, and it's come up with a sweet and lively version RCA Victor 6333.

Sheet Music Available
HAMBLEN MUSIC CO., INC.
Los Angeles 24, Calif.
Music Kidisk Round-Up

Continued from page 14

Blue Ribbon series. The latter is also a collection of nine songs, including many of the hits from previous releases. The series has enjoyed great success and is considered one of the most successful releases of the year.

Others

Meanwhile, "shy" label appeal lines. Children Record Guild and "Young People's Records," selling at $2.50, have been enjoying their largest year in the record trade, despite competition from other labels and stores. The company also cut its club advertising in consumer publications.

Peek-Southern

Name Deutsch.


NEW YORK, Nov. 26—Murray Deutsch has been promoted to the position of sales manager of the Peer International and Southern Music Publishing Inter¬national, Inc. Deutsch is credited with the successful launching of the new label, which has reportedly sold over 100,000 records so far.

Meanwhile, "Peek-Southern" is now the name of the new label, which has reportedly sold over 100,000 records so far.

Baltimore Distribr

Wins Coral Trip

NEW YORK, Nov. 28—Coral Records has appointed for distributors, based on the label's fall package of new releases, the Great Lakes Distributing Company, of Balti¬more. The firm's Henry Nathan has been doing an excellent job of promoting the label and has reportedly signed over 50 dealers so far.

Eli Obristein

Continued from page 14

The record firm falls by the wayside, and the last recording to be released was a single of "Rip Harper," which was reportedly sold for a nominal price of $2.50.

Meanwhile, "shy" label appeal lines. Children Record Guild and "Young People's Records," selling at $2.50, have been enjoying their largest year in the record trade, despite competition from other labels and stores. The company also cut its club advertising in consumer publications.
THE CARLISLES
JIMMY
IMMIE
Sins!,
and
RECORDS
bits
Flavor.
of
ballad
MERCURY
theme by
little
Decva
Inl,
Another
B
nal
FINAL

RECORDS

DECEMBER

Occupet

This

several

success

Arowd

In

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE
A Double-Barrel Hit
READY TO EXPLODE

Pretty Mama

Columbia 21461

The Billboard Music Popularity Charts
COUNTRY & WESTERN RECORDS

* Best Sellers in Stores

For survey week ending November 23

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
<th>Peak Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Love, Love, Love</td>
<td>W. Pierce</td>
<td>BM</td>
<td>1</td>
</tr>
<tr>
<td>Don't Make Me Lonesome</td>
<td>E. Arnold</td>
<td>BM</td>
<td>2</td>
</tr>
<tr>
<td>That Do Make It Nice</td>
<td>W. Pierce</td>
<td>BM</td>
<td>3</td>
</tr>
<tr>
<td>Sixteen Tons</td>
<td>Tennessee Ernie</td>
<td>BM</td>
<td>4</td>
</tr>
<tr>
<td>I Don't Care</td>
<td>W. Pierce</td>
<td>BM</td>
<td>5</td>
</tr>
<tr>
<td>Mystic Train</td>
<td>BM</td>
<td>BM</td>
<td>6</td>
</tr>
<tr>
<td>Satisfied Mind</td>
<td>W. Wagner</td>
<td>BM</td>
<td>7</td>
</tr>
<tr>
<td>It's A Catfish</td>
<td>BM</td>
<td>BM</td>
<td>9</td>
</tr>
<tr>
<td>Beautiful Lies</td>
<td>L. Shepard</td>
<td>BM</td>
<td>10</td>
</tr>
<tr>
<td>All Right</td>
<td>F. Young</td>
<td>BM</td>
<td>11</td>
</tr>
<tr>
<td>Eat, Drink, And Be Merry</td>
<td>W. Wagner</td>
<td>BM</td>
<td>12</td>
</tr>
<tr>
<td>Cattle Call</td>
<td>E. Arnold</td>
<td>BM</td>
<td>13</td>
</tr>
<tr>
<td>Mainliner</td>
<td>H. Snow</td>
<td>BM</td>
<td>14</td>
</tr>
<tr>
<td>Born To Be Happy</td>
<td>BM</td>
<td>BM</td>
<td>15</td>
</tr>
<tr>
<td>Beautiful Lies</td>
<td>J. Shepheard</td>
<td>BM</td>
<td>16</td>
</tr>
<tr>
<td>All Right</td>
<td>F. Young</td>
<td>BM</td>
<td>17</td>
</tr>
<tr>
<td>I Don't Care</td>
<td>W. Pierce</td>
<td>BM</td>
<td>18</td>
</tr>
<tr>
<td>You're Free To Go</td>
<td>C. Smith</td>
<td>BM</td>
<td>19</td>
</tr>
<tr>
<td>Feel Like Crying</td>
<td>BM</td>
<td>BM</td>
<td>20</td>
</tr>
<tr>
<td>Yonder Comes A Sucker</td>
<td>J. Reeves</td>
<td>BM</td>
<td>21</td>
</tr>
<tr>
<td>It's A Great Life</td>
<td>F. Young</td>
<td>BM</td>
<td>22</td>
</tr>
</tbody>
</table>

* Most Played in Juke Boxes

For survey week ending November 23

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
<th>Peak Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Love, Love, Love</td>
<td>W. Pierce</td>
<td>BM</td>
<td>1</td>
</tr>
<tr>
<td>Don't Make Me Lonesome</td>
<td>E. Arnold</td>
<td>BM</td>
<td>2</td>
</tr>
<tr>
<td>That Do Make It Nice</td>
<td>W. Pierce</td>
<td>BM</td>
<td>3</td>
</tr>
<tr>
<td>Sixteen Tons</td>
<td>Tennessee Ernie</td>
<td>BM</td>
<td>4</td>
</tr>
<tr>
<td>I Don't Care</td>
<td>W. Pierce</td>
<td>BM</td>
<td>5</td>
</tr>
<tr>
<td>Mystic Train</td>
<td>BM</td>
<td>BM</td>
<td>6</td>
</tr>
<tr>
<td>Satisfied Mind</td>
<td>W. Wagner</td>
<td>BM</td>
<td>7</td>
</tr>
<tr>
<td>It's A Catfish</td>
<td>BM</td>
<td>BM</td>
<td>9</td>
</tr>
<tr>
<td>Beautiful Lies</td>
<td>L. Shepard</td>
<td>BM</td>
<td>10</td>
</tr>
<tr>
<td>All Right</td>
<td>F. Young</td>
<td>BM</td>
<td>11</td>
</tr>
<tr>
<td>Eat, Drink, And Be Merry</td>
<td>W. Wagner</td>
<td>BM</td>
<td>12</td>
</tr>
<tr>
<td>Cattle Call</td>
<td>E. Arnold</td>
<td>BM</td>
<td>13</td>
</tr>
<tr>
<td>Mainliner</td>
<td>H. Snow</td>
<td>BM</td>
<td>14</td>
</tr>
<tr>
<td>Born To Be Happy</td>
<td>BM</td>
<td>BM</td>
<td>15</td>
</tr>
<tr>
<td>Beautiful Lies</td>
<td>J. Shepheard</td>
<td>BM</td>
<td>16</td>
</tr>
<tr>
<td>All Right</td>
<td>F. Young</td>
<td>BM</td>
<td>17</td>
</tr>
<tr>
<td>I Don't Care</td>
<td>W. Pierce</td>
<td>BM</td>
<td>18</td>
</tr>
<tr>
<td>You're Free To Go</td>
<td>C. Smith</td>
<td>BM</td>
<td>19</td>
</tr>
<tr>
<td>Feel Like Crying</td>
<td>BM</td>
<td>BM</td>
<td>20</td>
</tr>
<tr>
<td>Yonder Comes A Sucker</td>
<td>J. Reeves</td>
<td>BM</td>
<td>21</td>
</tr>
<tr>
<td>It's A Great Life</td>
<td>F. Young</td>
<td>BM</td>
<td>22</td>
</tr>
</tbody>
</table>

* Most Played by Jockeys

For survey week ending November 23

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
<th>Peak Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Love, Love, Love</td>
<td>W. Pierce</td>
<td>BM</td>
<td>1</td>
</tr>
<tr>
<td>Don't Make Me Lonesome</td>
<td>E. Arnold</td>
<td>BM</td>
<td>2</td>
</tr>
<tr>
<td>That Do Make It Nice</td>
<td>W. Pierce</td>
<td>BM</td>
<td>3</td>
</tr>
<tr>
<td>Sixteen Tons</td>
<td>Tennessee Ernie</td>
<td>BM</td>
<td>4</td>
</tr>
<tr>
<td>I Don't Care</td>
<td>W. Pierce</td>
<td>BM</td>
<td>5</td>
</tr>
<tr>
<td>Mystic Train</td>
<td>BM</td>
<td>BM</td>
<td>6</td>
</tr>
<tr>
<td>Satisfied Mind</td>
<td>W. Wagner</td>
<td>BM</td>
<td>7</td>
</tr>
<tr>
<td>It's A Catfish</td>
<td>BM</td>
<td>BM</td>
<td>9</td>
</tr>
<tr>
<td>Beautiful Lies</td>
<td>L. Shepard</td>
<td>BM</td>
<td>10</td>
</tr>
<tr>
<td>All Right</td>
<td>F. Young</td>
<td>BM</td>
<td>11</td>
</tr>
<tr>
<td>Eat, Drink, And Be Merry</td>
<td>W. Wagner</td>
<td>BM</td>
<td>12</td>
</tr>
<tr>
<td>Cattle Call</td>
<td>E. Arnold</td>
<td>BM</td>
<td>13</td>
</tr>
<tr>
<td>Mainliner</td>
<td>H. Snow</td>
<td>BM</td>
<td>14</td>
</tr>
<tr>
<td>Born To Be Happy</td>
<td>BM</td>
<td>BM</td>
<td>15</td>
</tr>
<tr>
<td>Beautiful Lies</td>
<td>J. Shepheard</td>
<td>BM</td>
<td>16</td>
</tr>
<tr>
<td>All Right</td>
<td>F. Young</td>
<td>BM</td>
<td>17</td>
</tr>
<tr>
<td>I Don't Care</td>
<td>W. Pierce</td>
<td>BM</td>
<td>18</td>
</tr>
<tr>
<td>You're Free To Go</td>
<td>C. Smith</td>
<td>BM</td>
<td>19</td>
</tr>
<tr>
<td>Feel Like Crying</td>
<td>BM</td>
<td>BM</td>
<td>20</td>
</tr>
<tr>
<td>Yonder Comes A Sucker</td>
<td>J. Reeves</td>
<td>BM</td>
<td>21</td>
</tr>
<tr>
<td>It's A Great Life</td>
<td>F. Young</td>
<td>BM</td>
<td>22</td>
</tr>
</tbody>
</table>
the most talked-about new personality in the last 10 years of recorded music

ELVIS PRESLEY
now on RCA Victor records with

I FORGOT TO REMEMBER TO FORGET
MYSTERY TRAIN... 20/47-6357
Bob Neal, manager
under direction of Hank Snow Jamboree Attractions,
Col. Tom Parker, general manager
Box 417, Madison, Tennessee
FOLK TALENT & TUNES

BILL SACHS

Ray Wallace has left his old folk store at Renfro Valley, which he had taken over the operation of the John- way Farms store at Bamberg. S. C Wallace has

Col. Ed Staudy on "Cotton Blossoms" with the WJFF-

TV, Augusta, Ga.

With the Jockeys

Reese Hicklin, who heads Folk Report in Chicago, is

singing thruout Illinois, Indiana, Iowa, and Ohio. He

is now working over WBBT, Chicago, where he is

Col. Ed Staudy on "Cotton Blossoms." It seems

that WBBT has a five day, 7,000 watt, routine on

the air from 6:30 to 10:00 p.m. Such programs as

"Where Does It Come From," "A History of the Country

Music Industry," "Some of the Best American Folk

Tunes," "Take One of These," and "Old Time Music"

are handled.

Music is a wonderful thing, but there's no use

doing it if you don't have something to say in the first

place.

This is the first in a series of "Old Time Folk" shows

that will be heard over WHR, Bakersfield, Calif.,

every Wednesday at 8:00 p.m. West Coast Time.

Each show will be one hour. The first show will be

co-hosted by Reese Hicklin and Floyd Wilson, fol-

lowed by Fred Diggs and Floyd Wilson, and then

Floyd Wilson and Jimmie Johnson.

Ray Wallace has left his old folk store at Renfro

Valley, which he had taken over the operation of the

Johnway Farms store at Bamberg, S. C. Wallace has


laity pins lark's immie

C. C. (3),

Justin Baton

Farmer

Decatur, Ill., to

the show in

Hanson's Auditorium of Fort Rouge, Yonk.

It seems that WBBT has a five day, 7,000 watt, routine on

the air from 6:30 to 10:00 p.m. Such programs as

"Where Does It Come From," "A History of the Country

Music Industry," "Some of the Best American Folk

Tunes," "Take One of These," and "Old Time Music"

are handled.

Music is a wonderful thing, but there's no use

doing it if you don't have something to say in the first

place.

This is the first in a series of "Old Time Folk" shows

that will be heard over WHR, Bakersfield, Calif.,

every Wednesday at 8:00 p.m. West Coast Time.

Each show will be one hour. The first show will be

co-hosted by Reese Hicklin and Floyd Wilson, fol-

lowed by Fred Diggs and Floyd Wilson, and then

Floyd Wilson and Jimmie Johnson.
The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

**Best Sellers in Stores**

For survey week ending November 23

RECORDS are ranked by order of their greatest current retail sales importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant sales action is reported on both sides of a record, parts are counted at different positions on the chart. In such a case, both sides are listed in bold type, the leading side on top.

1. **ONLY YOU** (BMI)—Platters........................................................................ 1 19
   2. **HANDS OFF** (BMI)—J. McShann............................................................ 2 5
   3. **PLAY IT FAIR** (BMI)—L. Baker............................................................. 3 2
   4. **AT MY FRONT DOOR** (BMI)—El Dorados......................................... 4 3
   5. **ADORABLE** (BMI)—Drifters............................................................... 5 8
   6. **STEAMBOAT** (BMI)—Atlantic 1078.................................................... 6 3
   7. **POOR ME** (BMI)—E. Domino.............................................................. 7 10
   8. **I CAN'T GO ON** (BMI)—Impulse 3306................................................ 8 2
   9. **ALL AROUND THE WORLD** (BMI)—Little Willie John.................. 9 6
   10. **DON'T START ME TALKIN'** (BMI)—Nancy Byrd Williams............. 10 9
   11. **THIRTY GREENBACKS** (BMI)—Bobby Darrell..................... 11 15
   12. **FEEL SO GOOD** (BMI)—Shirley Jones............................................. 12 3
   13. **DON'T YOU BE THINKING** (BMI)—Al arthritis Al 3291.................. 13 7
   14. **YOU'RE FAIR** (BMI)—El Dorados.................................................. 14 5
   15. **JUST A LITTLE LONE STAR** (BMI)—Time Out.............................. 15 3

**Most Played in Juke Boxes**

For survey week ending November 23

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using high proportion of rhythm and blues records. When significant sales action is reported on both sides of a record, parts are counted at different positions on the chart. In such a case, both sides are listed in bold type, the leading side on top.

1. **ONLY YOU** (BMI)—Platters........................................................................ 1 13
   2. **FEEL SO GOOD** (BMI)—Shirley Jones............................................. 2 6
   3. **AT MY FRONT DOOR** (BMI)—El Dorados......................................... 3 9
   4. **PLAY IT FAIR** (BMI)—L. Baker............................................................. 4 1
   5. **POOR ME** (BMI)—E. Domino.............................................................. 5 2
   6. **THREE DAYS** (BMI)—C. Berry............................................................. 6 4
   7. **HANDS OFF** (BMI)—J. McShann.......................................................... 7 2
   8. **POOR ME** (BMI)—E. Domino.............................................................. 8 6
   9. **THIRTY DAYS** (BMI)—C. Berry............................................................. 9 4
   10. **POOR ME** (BMI)—E. Domino.............................................................. 10 8

**Most Played by Jockeys**

For survey week ending November 23

RECORDS are ranked in order of the greatest number of plays on disk jockey radio stations throughout the country, according to The Billboard's weekly survey of top disk jockeys shown in all key markets.

1. **ONLY YOU** (BMI)—Platters........................................................................ 1 11
   2. **HANDS OFF** (BMI)—J. McShann.......................................................... 2 7
   3. **PLAY IT FAIR** (BMI)—L. Baker............................................................. 3 6
   4. **THREE DAYS** (BMI)—C. Berry............................................................. 4 5
   5. **POOR ME** (BMI)—E. Domino.............................................................. 5 8
   6. **THIRTY DAYS** (BMI)—C. Berry............................................................. 6 4
   7. **HANDS OFF** (BMI)—J. McShann.......................................................... 7 3
   8. **POOR ME** (BMI)—E. Domino.............................................................. 8 2
   9. **THREE DAYS** (BMI)—C. Berry............................................................. 9 1
   10. **POOR ME** (BMI)—E. Domino.............................................................. 10 3

---

**HIT!**

**JOE TURNER**

The CHICKEN and the HAWK
Morning, Noon and Night
ATLANTIC #1080

**HERS THE NEW**

**RUTH BROWN**

I WANNA DO MORE
Old Man River
ATLANTIC #1082

**HERS THE NEW**

**CLYDE McPHERSON**

SEVEN DAYS
I'm Not Worthy of You
ATLANTIC #1081

**HERS THE NEW**

**CARDINALS**

LOVELY GIRL
Here Goes My Heart to You
ATLANTIC #1079

---

**Vee-Jay #165**

"I'LL BE FOREVER LOVING YOU"

b/w

"I BEGAN TO REALIZE"

by The El Dorados with Al Smith Orchestra

---

"I WON'T BE THIS WAY, ALWAYS"
The Billboard Music Popularity Charts

**RHYTHM-BLUES NOTES**

**BY PAUL ACKERMAN**

The national retail rhythm and blues chart has been showing a lot of movement the past several weeks. In the current issue of The Billboard, three new items moved onto the chart: "Without You," by the Spiders on Imperial; "Sinooky Joe's Cafe," by the Robin on Atco, and "When You Dance," by the Turban on Atlantic. Last week, four new items hit the chart. These were Fats Domino's Imperial, "On a Slow Boogie," Pat Boone's Dot record "At My Front Door," Little Richard's Specialty cut, "Tutti Fruiti," and Dinah Washington's two-sided Mercury "You Might Have Told Me," backed with "I'm Lost Without You Tonight.

That's a lot of action in a short time, and it is all the more remarkable in view of the fact that r.b.h. discs take longer to make the charts than the case was years ago. Such sides as the Turban's "When You Dance," and the Robin's "Sinooky Joe's Cafe" have been with us quite a while. It sometimes takes several months to build a side to the point where it lands on the chart.

Evelyn Johnson, of the Buffalo Agency, Houston, tells us that Little Richard's "Long Tall Sally" has been returned to civilian life after 21 months with the Armed Forces. He'll soon be active in the entertainment world. Welcome back, Fivel. . . . Al Green is in town to see his artist, Laven Rable, who is playing the Ford Forest Wednesday (20) . . . Groove records has recorded the Nite Caps, a jazz group from Detroit.

The newest r.b.h. and jazz spot in Denver is Sonny's Lounge, owned by Sonny Nupoff. On the stand is the Beatly-Hobbs aggregation with Jerry Bryant, ex-Enrico Fields pianist, Pro Rhythm, one-time guitarist for Nellie Lutcher, and Gene Stanely on drums. Nupoff is looking for r.b.h. names for appearances at his location.

Atlantic Records subsidiary, Atco, is stepping out regionally, with much pride, in the "Night Life" showing action in Buffalo, the Royal John's "Tonight I'll Make Love to Baby," in Detroit and the Sensations' "Yes Sir, That's My Baby," in Philadelphia. The label's "Sinooky Joe" has already made the charts, . . . Vivienne Green, Los Angeles, is still running rough through church, "Thanking for Nothing," on Imperial, is the only female r.b.h. deejay in the Rocky Mountain area.

Several issues back we mentioned Bobby Blue Bland's "I'll Be Glad," as being recorded on Peacock. Bland's record, which cuts the south, as Mrs. Lorenzo Williams so kindly informs us. . . . The latest gimmick of Cool Bill Davis, jazz and rhythm guitarist at Dayor's KTLN, is running an "identify yourself" campaign. An LP album is added to the pop chart each night the artist goes on the air. The theme, for the first time on a LP album, is the hit story told to local dealers because of interest in the albums generated among listeners. . . . Hugo (The Spider) Wall has a new show every WEDN. McComb, Miss. . . . Mary Dee, WHOD. Hamilton, is on the scene.

The return of C'me Cracking Up Over You, (Modem, BMI)—RM 450—King's hit streak should keep right on sailing with this entry. It's a medium-tempo blues with the same waltz market potential and some heart-rending sentiments. The flip is a brak "Boozy Lou" (Modem, BMI).

**R & B Territorial Best Sellers**

For survey week ending November 23

**Atlanta**
1. Only You, Patrice, Mel.
2. Don't You Know That I'm Tender, B. S. Williams, Chess.
3. Streetlight, Do FEATURES, A.
4. Tutti Frutti, Little Richard, Spe. 
5. Have Off, I. McElroy, VA.
6. Play It F, I. Baker, AD.

**Charlotte**
1. Tutti Frutti, Little Richard, Spe.
2. Have Off, L. McElroy, Spe.
3. All Around the World, W. L. Johns, Chess.
4. Play It F, I. Baker, AD.
5. Adorable, Doris, AD.
6. At My Front Door, Do FEATURES, AD.
7. Only You, Patrice, Mel.
8. I Can't Give Up, L. Domonic, Imp.

**Chicago**
1. Only You, Patrice, Mel.
2. Have Off, I. McElroy, VA.
3. Blacklick, E. Chapel, VA.
4. I Have You Knockin', S. Lewis, Imp.

**Cincinnati**
1. Have Off, I. McElroy, VA.
3. All Around the World, W. L. Johns, Chess.
4. Play It F, I. Baker, AD.
5. Adorable, Do FEATURES, AD.
6. At My Front Door, D. Delvaux, Spe.
7. How Come My Dog Don't Bark?
8. Blacklick.

**Detroit**
1. When You Dance, Tishcon, Mot.
2. That's All Right, G. B. Hargrove, Imp.
3. Sunday Love's Cafe, Record, A.
4. I'm From Cleveland, J. Loudermilk, Spe.
5. You Teach Me Baby

**Los Angeles**
1. Only You, Do FEATURES, Imp.
2. I Can't Give Up, Do FEATURES, Imp.
3. Where's Your Baby
4. Blue.

**New York**
1. Only You, Patrice, Mel.
2. Have Off, I. McElroy, VA.
3. Adorable, Do FEATURES, AD.
4. At My Front Door, D. Delvaux, Spe.
5. Why Don't You Wea White Walker.
6. Miss Teen, I. Pickard, Mel.
7. All Around the World, W. L. Johns, Chess.
8. Have Off, I. McElroy, VA.

**Philadelphia**
1. Play It F, I. Baker, AD.
2. Have Off, I. McElroy, VA.
3. Adorable, Do FEATURES, AD.
4. At My Front Door, D. Delvaux, Spe.
5. Why Don't You Wea White Walker.
6. Miss Teen, I. Pickard, Mel.
7. All Around the World, W. L. Johns, Chess.
8. Have Off, I. McElroy, VA.

**Washington, D. C.**
1. Only You, Patrice, Mel.
2. Have Off, I. McElroy, VA.
3. Adorable, Do FEATURES, AD.
4. At My Front Door, D. Delvaux, Spe.

**Sue Allen**
1. PLATERS.
2. GROOVES.
3. JONES.

*Continued on page 52.*
The Billboard Music Popularity Charts

- **Reviews of New R & B Records**
- **Continued from page 62**

**STROBLITE**

**SIROB11m**

**428**

**835**

**GROUP**

**Nuptial**

**DECEMBER**

**Pleer**

**BMI**

**Lyric.**

**5/LEA**

**Infectious**

**floe**

**5/30**

**7"**

**Label**

**Top C & B Records**

**NAMM Likes Ch for Yearly Trade Show**

**CHICAGO, Nov. 26.** Music manufacturers prefer to hold their annual trade show in this city. This show was closed as a survey conducted by the National Association of Music Manufacturers showed that over 55% of the 1955 Music Industry Trade Show was held in Chicago.

The present NAMM formula of having the show every four years shows a change in the ratio of over 50% of the recent respondents preferred alternating shows in the trade center of two cities.

NAMM officials are three to one margin, the preference for June rather than July as the most possible time for the show was voiced in a third question, those replying for barring the general public from the shows.

**UNION FIGHT**

**Randle Short Scuffled by IBEW Ruling**

**NEW YORK, Nov. 26.** A last minute union battle has forced the New York International League to postpone its scheduled shooting of Bill Randle's show today (26) over WCBN, the film short the company is making about their activities here and over WERE in Cleveland is scheduled when the CBS campaigner's union, the International Brotherhood of Electrical Workers, decided to move in.

This is the second time in a month that the IBEW has ordered a show off the air. WERE's station manager, John Smigiel, informed the union's field representative in the TV field that this was a union initiative in its refusal to sign contracts with the station.

Consequently, the station has suspended shooting for four days and is having five days of union activity around for an outside audience on which to stage the show sometime later this month.

Meanwhile, the Randle and WCBN have had their union members siding with the four-five-piece combo on Randle's Saturday afternoon show formed up to 300 in the CBS union's offices in Chicago.

Artists lined up by Randle's WCBN producer Al Caldon included the Crow Cuties (Mumps, Nathaniel, and the film song), Bill Haley, Johnny Barnes, Pat Pate, Big Daddy, Larry Baker, Tony Bennett, Mindy Car- son, Mitch Miller, Felicia Sanders, Daddie, Ernie Evans, De- love Hawkins, the Chordettes, Ar- tiste and the Brothers, Betty Madigan and the McCovery Sisters.

**Maxwell to Push 'Hickock' Album**

**Hollywood, Nov. 26.**-Dick Maxwell, manager of independent Sunset Records, was to leave here this week on a five-city tour to promote his new record, a six-piece combo in line with the release of the Columbia label.
AVTR.-Bab M. English credited as "Mabel " on 11/21, the English credit reads as "Bab M."

WALLACE, Wally. veteran stage and screen comedian, appeared in a show on NBC sope 7.290 on 7/24.

MILUCUN-Ry -Ry, "Milt". secretary to the Collector's Trustees at the World's Fair, 310 W. Ohio St. Chicago. II.

NED JONES. NBC. announcer, to leave for N.Y. for the summer. But he will be back most of the time. Chicago. 11.

DOROTHY NEWELL. Chicago, has been transferred to the casting office of the NBC network. Chicago. 11.

RHEA-HEA. Right after the Thanksgiving holidays, Rhea Jones, Chicago, will be laid up at the Memorial Medical Center for several months. Chicago. 11.

ALFRED. Chicago, has been hospitalied for several days with a bladder infection. Chicago. 11.

MARGARET D. Chicago, has been transferred to the research staff of the National_maple. Chicago. 11.

MRS. W. Boyce. Chicago. will spend her Thanksgiving holiday at the Seabright Hotel, Los Angeles. 11.

ALICIA. Chicago, has been hospitalized for several days with a nervous condition, In Chicago. 11.

ANNE. Chicago. will leave Chicago to spend the holidays at Ascot, Los Angeles. 11.

HARRIET. Chicago, has been hospitalized for several days with a nervous condition. Chicago. 11.

DEAN. Chicago, has been hospitalied for several days with a nervous condition. Chicago. 11.

MRS. W. Boyce. Chicago, will spend her Thanksgiving holiday at the Seabright Hotel, Los Angeles. 11.

ALICIA. Chicago, has been transferred to the research staff of the National_maple. Chicago. 11.

MRS. W. Boyce. Chicago, will spend her Thanksgiving holiday at the Seabright Hotel, Los Angeles. 11.

ALICIA. Chicago, has been transferred to the research staff of the National_maple. Chicago. 11.

MRS. W. Boyce. Chicago, will spend her Thanksgiving holiday at the Seabright Hotel, Los Angeles. 11.

ALICIA. Chicago, has been transferred to the research staff of the National_maple. Chicago. 11.

MRS. W. Boyce. Chicago, will spend her Thanksgiving holiday at the Seabright Hotel, Los Angeles. 11.

ALICIA. Chicago, has been transferred to the research staff of the National_maple. Chicago. 11.
CHICAGO, Nov. 26—Despite fewer auto race meets than in 54, an increasing number of New Year's Eve attractions, including
10,000 grips that were 10 percent
alcohol, Frank Winkler, man-
agement director of the 60 meets were operated com-
pete in the National Auto Fair, an exceptionally strong modern model 52 car for
For the third straight year the
organizations paid out more
4-year-old car, and, of course,
Fair business, some of which
was affected by a poor crop
condition this year. The area
was affected in several years, that had been
previously hurt by drought condi-
tions, came up with new highs to
affirm that were there.
At the Minnesota State Fair, last large on the Winkler sched-
ule, a total of 115,000 spectators saw the speed events. This engage-
ment has also been reconstructed by Winkler for 1956.
Snyders Frame
New Turn With White Boxers
CINCINNATI, Nov. 29—Bill and Betty Snyders, of Snyders' Box-
er, have just concluded a two-
week stand at the Cat and Fiddle, in support of the Sou-
- spread and New Year's Eve, announced this week that they have framed a new
employing all white (albinos) Box-
ers, which broke in at Christmas date in the district area in two
weeks. The Snyders turned near two
years recruiting white boxers for the Cat and Fiddle, but this turn employs 10 fauna Boxers and
more, and will employ a like number of cau-
ions to the 25 footers, and now
shortest, F. B. Batl-
d, drama and nitty gritty of the new act show, besides a normal
Radcliff, headliner, and an off-
trained and ready to the Snyders' new
entertainment program. The
show will be played to the mid-
west. One of many talent suppliers in evidence at the Cincinnati meetings, to
the act will be sold, and the act may be
of the back of ground.
Snyders is the daughter of Carl Bomberg, an old-timer at the
circuit team of Bomberg and Rooney, for 35 years. She is also
Snyders' new act is already
attempt to win the winter season at the
South, and the show will be
in tom. The Snyders ap-
ounced to Mrs. Betty Snyders, who will be
in the South for the winter season at the
Northwestern Tennis Club, include
- highest of their phase of the pro-
duction. The Sandy Manhattan Rockets played for several dates of re-
newing the 20 strong for a Phalo conven-
in the Sandy Manhattan shows, which Sandy produced in its en-
tirety will be played to a group of 15 girls, and
should be played on the 16th of January. The Sandy Manhattan shows will
be played to the
- of promotion that bookers will turn to
him for this part of the production.
Snyders began the construction of their new service, the
by the Sandy Manhattan shows, which Sandy produced in its en-
tirety will be played to a group of 15 girls, and
should be played on the 16th of January. The Sandy Manhattan shows will
be played to the
- of promotion that bookers will turn to
him for this part of the production.
- party to this year, besides perform-
ing 28 strong for a Phalo conven-
in the Sandy Manhattan shows, which Sandy produced in its en-
tirety will be played to a group of 15 girls, and
should be played on the 16th of January. The Sandy Manhattan shows will
be played to the
- of promotion that bookers will turn to
him for this part of the production.
- party to this year, besides perform-
ing 28 strong for a Phalo conven-
in the Sandy Manhattan shows, which Sandy produced in its en-
tirety will be played to a group of 15 girls, and
should be played on the 16th of January. The Sandy Manhattan shows will
be played to the
- of promotion that bookers will turn to
him for this part of the production.
- party to this year, besides perform-
ing 28 strong for a Phalo conven-
in the Sandy Manhattan shows, which Sandy produced in its en-
tirety will be played to a group of 15 girls, and
should be played on the 16th of January. The Sandy Manhattan shows will
be played to the
- of promotion that bookers will turn to
him for this part of the production.
- party to this year, besides perform-
ing 28 strong for a Phalo conven-
in the Sandy Manhattan shows, which Sandy produced in its en-
tirety will be played to a group of 15 girls, and
should be played on the 16th of January. The Sandy Manhattan shows will
be played to the
- of promotion that bookers will turn to
him for this part of the production.
- party to this year, besides perform-
ing 28 strong for a Phalo conven-
in the Sandy Manhattan shows, which Sandy produced in its en-
tirety will be played to a group of 15 girls, and
should be played on the 16th of January. The Sandy Manhattan shows will
be played to the
- of promotion that bookers will turn to
him for this part of the production.
- party to this year, besides perform-
ing 28 strong for a Phalo conven-
in the Sandy Manhattan shows, which Sandy produced in its en-
tirety will be played to a group of 15 girls, and
should be played on the 16th of January. The Sandy Manhattan shows will
be played to the
- of promotion that bookers will turn to
him for this part of the production.
- party to this year, besides perform-

- of promotion that bookers will turn to
him for this part of the production.
- party to this year, besides perform-

- of promotion that bookers will turn to
him for this part of the production.
- party to this year, besides perform-

- of promotion that bookers will turn to
him for this part of the production.
- party to this year, besides perform-

- of promotion that bookers will turn to
him for this part of the production.
- party to this year, besides perform-

- of promotion that bookers will turn to
him for this part of the production.
- party to this year, besides perform-

- of promotion that bookers will turn to
him for this part of the production.
- party to this year, besides perform-

- of promotion that bookers will turn to
him for this part of the production.
- party to this year, besides perform-

- of promotion that bookers will turn to
him for this part of the production.
- party to this year, besides perform-

- of promotion that bookers will turn to
him for this part of the production.
- party to this year, besides perform-

- of promotion that bookers will turn to
him for this part of the production.
- party to this year, besides perform-

- of promotion that bookers will turn to
him for this part of the production.
ALLAN HERSHEY'S SALES TO TOP '54 BY 10%

NORTH TONAWANDA, N. Y., Nov. 26—Sales of Allan Herschell rides this year will top '54 sales by more than 10 per cent, E. J. Wilson, president of the Allan Herschell Company, disclosed this week at the firm's plant here. Sales have been slightly in excess of his expectations, Wilson said. He recalled that in January he predicted that Allan Herschell business would be up 10 per cent over the previous year and this year Wilson has been president of the company since September 19, 1954, when Mary E. Wendler, who was the widow of William Wendler, son of John Wendler, who was with the company 25 years and was co-owned with his father.

"We have found that the Wendler's friends and customers have been helpful and loyal to the new Allan Herschell management," Wilson commented, in reviewing the firm's operations of the past year. "We have continued to insist on quality standards set by the Wendlers and have continued the same policy of developing new rides."

Pointing out that Allan Herschell continues to build its line of locomotive business, Louis C. Wendler, who serves as the top-selling ride. The Twister, according to the records, has been the year's entire production of the unit for the past three years, and the boat ride has remained the same. The company now is pushing production on an 18-car Caterpillar series of figures on revived popularity of the popular ride.

Besides pushing major rides, the company has been active in developing new rides. In recent years it has introduced the Sky Fighter and Sky Rocket and, in addition, has redesigned and added other kinds of ride devices such as the Roller Coaster and Auto Ride.

DALLAS Fair To Re-Seat Auditorium

DALLAS, Nov. 26—Directors of the State Fair of Texas have authorized the remodeling of the State Fair Auditorium here and the payment of two installments of principal on the Cotton Bowl stadium bonds. Work will begin in January on enlarged and modernized, $2,000,000 capacity house. The theater will be completely re-decorated and all of the seats will be replaced by new theater-type seats. The best of the present lower-bowl seats will be removed and moved to the balcony. This means that all present seats will be completely modernized for the first time.

Prepayments

The fair went nine years ahead on the payment of the Cotton Bowl bonds as the two payments of principal authorized this summer, totaling $41,050. It is an interest payment of $321,315 for the current year brought total development payments for the year to $110,315.

This marked the sixth consecutive year that the fair has made a double payment on the bonds. They are to be paid for by the Cotton Bowl bonds still outstanding total $62,000. The 1950 contract, still outstanding total $62,000, was sold in 1948 to finance enlargement of the stadium.

Calgary Seeks

North Elbow Flats

The board's long-range development plan also includes a $1,000,000 exhibition building, a $500,000 building for junior agricultural displays. The exhibit building would probably replace the old Victoria building, used for curling and skating.

The provincial government, it is likely to be used for the addition to the livestock building. The exhibit building was expected to open under way early next year.

"The exhibition board has had under discussion for some time now, but we would urge the province's assistance to help us complete the project," the present state of the plan is not in a position to get under way early in the spring.

BUSINESS OPPORTUNITY

For sale—Excellent manufacturing complete line of Major and Kiddie Rides. Located near Chicago. All equipment in excellent condition. More than 100 rides. Complete line. Original cost $500,000. For information write.

THE TILT-A-WHIRL Ride

"Best Buy in Rides Today!

*Very Popular and Profitable

*Good Quality

*Well Built

*Low Running Costs

SELLNER MFG. CO.
Fort Atkinson, Wisconsin

SOCIETY DRAWS

from the structure and the administration building.

New Park

The board's long-range development plan also includes a $1,000,000 exhibition building, a $500,000 building for junior agricultural displays. The exhibit building would probably replace the old Victoria building, used for curling and skating.

The provincial government, it is likely to be used for the addition to the livestock building. The exhibit building was expected to open under way early next year.

"The exhibition board has had under discussion for some time now, but we would urge the province's assistance to help us complete the project," the present state of the plan is not in a position to get under way early in the spring.

The conference was held to discuss the fair's future under a long-term contract, but we would urge the province's assistance to help us complete the project, if the present state of the plan is not in a position to get under way early in the spring.

"The exhibition board has had under discussion for some time now, but we would urge the province's assistance to help us complete the project," the present state of the plan is not in a position to get under way early in the spring.
Some Backers Reversed For Arena in Hartford

HARTFORD, Conn., Nov. 29—Local and out-of-State interests will be associated with the Brontë Hartford outdoor theater developer in the extension of the proposed $2,000,000 circus arena in Hartford's North Meadows section. R. S. Irwin, who also heads the B. C. Paper Company, East Hartford, president of the board of directors and chairman of the backers Friday (18) at the paper company's offices.

Irwin, Cours, retired York, N. J. businessmen, Israel Borg-

ning, Brontë Electric Com-

pany, and Anthony Pansetta, of Torr Electric Company, both of Hartford, are junior partners in the Brontë Company of Meriden, Conn., among those showing interest in the Brontë organization.

A meeting is planned with Mayor-elect Joseph C. Crowell to discuss the city's plans for a similar project in the North.
Earl Newberry
Pacts English Cycle Troupe

CHICAGO, Nov. 26—The Cytrix Troupe, an English unit of motorcyle stunts, has been signed by Newberry Thrill Enterprises for a limited tour of the U. S. The cyclists will be an added attraction to the Newberry auto thrill show.

For several years the Cytrix group has performed at special shows all over the British Isles, and in budging stadiums and race tracks, Newberry said. During its tour it appeared before Queen Mary and other members of the royal family and has been seen on NBC radio and television on several occasions. They were also in the English radio motion picture, "Men.

Newberry presented them as an added feature in the Ale Super-stunt-Newberry Hollywood Motor Troupe during its Paris engagements last June and immediately arranged for their 56 tour of this country.

J. C. (Husky) Huisken (right), manager of the Florida State Fair, Tampa, has built a strong managerial team within a short time in his drive to develop the Tampa exposition. M. E. Trendell (left), formerly secretary of the Arkansas Free State Fair, Muskogee, this year joined as Huisken's assistant. Ray F. Spier (standing), was selected as general manager-director of the Minnesota State Fair, St. Paul, assumed a new post at Tampa in 1953. Spier continues as press chief of the Minnesota State Fair, spending the spring, summer and early fall at St. Paul, the rest of the year in Tampa.

UNDER THE MARQUEE

Jorgen Christiansen, who has spent with Polack Eastern this year, is making the May date in New York for Polack. His animals and the show's elephant led ever at the Treton, N. J.anguard shows that it and the end of the regular season. Christiansen will return to his Fulton, Ind., home and start breaking in a new pachyderm for his Polack Road and he will play Christmas shows in Fort Wayne, Ind., December 17-18 for the Jean Darling office. With room to space, Christiansen invites troopers to stop off at his farm this winter.

F. Robert Saul, who handled pens for Fred Buchman shows and other old-time suppliers, is in the Harns Home, Alna, Mich. Jack LaPaul and Jack Harrison have doubled up for clowns. They use at New Orleans for Tom Pack's Circus, along with clowns Emmie Davis, Ross Harrell, Ethel Adam, and Arthur Becker and Billy Irwin.

Dick Dowd writes that clowns at the Houston Shrine show were

Cow Palace Rodeo Attendance Up 9%

SAN FRANCISCO, Nov. 26—Attendance at the 1955 Grand National Livestock Exposition, Horse Show and Championship at the Cow Palace showed an increase of 9.2 percent over 1954. Porter Sessions, president of the board of directors, revealed this week.

Total attendance for the 15 performances between October 26 and November 9 reached 380,818, according to final report submitted by Nye Wilson, secretary-manager, of the Cow Palace. Attendance in 1954 was 285,094. Show featured the Riders of the Andes, a troop of Chilean Mounted Police.

Carnival Routes

Send to 2160 Patterson St. 
Cincinnati, Ohio.

Circus Routes

Send to 2160 Patterson St.
Cincinnati, Ohio.

Ice Shows

ON THE BILLBOARD

Order Your Showman Special New.

2984

A revised 28" tandem has everything a Showman wants including a powerful slate. No more toil or frustration. A powerful slate. A Showman special.

FORTY YEARS' EXPERIENCE

New Home, 6711 Morgan Ave., Chicago 39, Ill.

Order Your Showman Special New.

2984

A revised 28" tandem has everything a Showman wants including a powerful slate. No more toil or frustration. A powerful slate. A Showman special.

FORTY YEARS' EXPERIENCE

New Home, 6711 Morgan Ave., Chicago 39, Ill.

Order Your Showman Special New.

2984

A revised 28" tandem has everything a Showman wants including a powerful slate. No more toil or frustration. A powerful slate. A Showman special.

FORTY YEARS' EXPERIENCE

New Home, 6711 Morgan Ave., Chicago 39, Ill.

Order Your Showman Special New.

2984

A revised 28" tandem has everything a Showman wants including a powerful slate. No more toil or frustration. A powerful slate. A Showman special.

FORTY YEARS' EXPERIENCE

New Home, 6711 Morgan Ave., Chicago 39, Ill.

Order Your Showman Special New.

2984

A revised 28" tandem has everything a Showman wants including a powerful slate. No more toil or frustration. A powerful slate. A Showman special.

FORTY YEARS' EXPERIENCE

New Home, 6711 Morgan Ave., Chicago 39, Ill.

Order Your Showman Special New.

2984

A revised 28" tandem has everything a Showman wants including a powerful slate. No more toil or frustration. A powerful slate. A Showman special.

FORTY YEARS' EXPERIENCE

New Home, 6711 Morgan Ave., Chicago 39, Ill.

Order Your Showman Special New.

2984

A revised 28" tandem has everything a Showman wants including a powerful slate. No more toil or frustration. A powerful slate. A Showman special.

FORTY YEARS' EXPERIENCE

New Home, 6711 Morgan Ave., Chicago 39, Ill.

Order Your Showman Special New.

2984

A revised 28" tandem has everything a Showman wants including a powerful slate. No more toil or frustration. A powerful slate. A Showman special.

FORTY YEARS' EXPERIENCE

New Home, 6711 Morgan Ave., Chicago 39, Ill.

Order Your Showman Special New.

2984

A revised 28" tandem has everything a Showman wants including a powerful slate. No more toil or frustration. A powerful slate. A Showman special.

FORTY YEARS' EXPERIENCE

New Home, 6711 Morgan Ave., Chicago 39, Ill.

Order Your Showman Special New.

2984

A revised 28" tandem has everything a Showman wants including a powerful slate. No more toil or frustration. A powerful slate. A Showman special.

FORTY YEARS' EXPERIENCE

New Home, 6711 Morgan Ave., Chicago 39, Ill.

Order Your Showman Special New.

2984

A revised 28" tandem has everything a Showman wants including a powerful slate. No more toil or frustration. A powerful slate. A Showman special.

FORTY YEARS' EXPERIENCE

New Home, 6711 Morgan Ave., Chicago 39, Ill.

Order Your Showman Special New.

2984

A revised 28" tandem has everything a Showman wants including a powerful slate. No more toil or frustration. A powerful slate. A Showman special.

FORTY YEARS' EXPERIENCE

New Home, 6711 Morgan Ave., Chicago 39, Ill.

Order Your Showman Special New.

2984

A revised 28" tandem has everything a Showman wants including a powerful slate. No more toil or frustration. A powerful slate. A Showman special.

FORTY YEARS' EXPERIENCE

New Home, 6711 Morgan Ave., Chicago 39, Ill.

Order Your Showman Special New.

2984

A revised 28" tandem has everything a Showman wants including a powerful slate. No more toil or frustration. A powerful slate. A Showman special.
Custom Railroad Planned for Zoo At Portland, Ore.

PORTLAND, Ore., Nov. 26—A 36-acre miniature railroad has been recommended for Portland's proposed zoo by the Zoo Commission.

The group visiting zoo and amusement park in 32 cities before deciding a stock train available from amusement device manufactur- ers would not answer the needs of Portland's zoo, now in the plan-

ning stage. The ride will provide views of most areas of the new zoo, for which the voters last year ap-

proved tax measures to raise $3,500,000.

Earl said the commission urged a Miniature Train that would at-

tract adults as well as children. Ance fees recommended by him-

self, however.

Seats wide enough to seat two adults side by side were provided with detachable plessiglas roofs, perhaps modeled after vista-dome cars; a 34 mph. gauge or wider, in-

side of 16 inch gauge.

The commission estimated the train, station, loading platform, coming signals, block signal trestles and a tunnel would cost $100,000.

Earl said the commission estimated $25,000 riders a year at the start, with charges 25 cents for adults and 15 cents for children, for an eventual gross income of $500,000.

The layout depicts such charac-

ters as Snow White and the Seven Dwarfs and the Three Little Pigs, as well as others that also got the Disney treatment later. In add-

ition, there are such other figures and decorations as Hungry Dimp-

ly, Prince Charming, Aladdin and the Old Witch, etc.

The castle is open daily April through December and then on week-

days only through March. Hours are usually 10 a.m. to 5 p.m., and admission is 25 cents. Pets and parking facilities are free. Special arrangements are made for organized groups of youngsters.

Two LevY Rides Set Up In Memphis Toy Dept.

MEMPHIS, Nov. 26—C. J. Levy & Co., the Kiddieland operator at Fairgrounds Park here, has set up two devices that will be a hit.

In West Memphis, a toy store par
tainment store for the pre-Christ-

mas season, an All-American Auto and Edward's Car. In order to use the Street Car a spe-

cial conmmittor was devised to es-

cire a square post and trackage smaller than the original is being used. The rides are two of the seven Levy operates at the park.

New Kid Spot Is Started at Winston-Salem

WINSTON-SALEM, N. C., Nov. 26—A new Kiddieland is under construction on the site of the Tanglwood Park, part of the properties administered by the Winston-Salem City. The revenue from the project will be used to help defray the cost of maintaining the property for the benefit of the public.

A Merry-Go-Round and a Mini-

ature Train are being donated by Frank and Doris Bailey for the World of Mirth Show, which has played the Winston-Salem Fair. The Train will include a Jeep and a kiddie train.

John Whitaker, chairman of the board of the Reynolds Tobacco Company, is in active in the project. Other prominent persons are aid-

ing in the building of the railroad and the construction of the swimming pool and auxiliary buildings.

Palisades Builds Dock, Shoots for Boat Trade

NEW YORK, Nov. 26—A new arrangement has been made at Palisades Park for the first time. Full success could add another $100,000 to the zoo's

income.

The appeal of summer boat travel is centered around the ride. The practical in-town location of Palisades necessitates the creation of new gimmicks to entice those coming by. Essentially this can be done by creating open water trips about an hour's duration. Boats tie up at the rock and deck and the park would transport riders free to the funport at the top of the hill and pick them up. Return trips would be tied to the patronage two to four hours in the park.

Boat traffic out of New York in the summer is heavy. Most of the riders, including many charter groups, are taken to Bear Mountain State Park, which is do-

mestic”) and offers only picnicking and swimming, and the full-scale amusement center of Florida, Bay, N. Y., and Indian Point Park, Peekskill, N. Y.

There is also a tidal reality, Bot-

The rides were $60,000 in.

wanted to buy Allan Herschell Rocket Lake, Wenonah, New Jersey, pricd right for the fall. State wide rate can be seen if it oleary can be made to oo.

GRIFTER AMUSEMENT PARK JACOBYVILLE, BEACH, FLORIDA

WANTED—KIDDIE RIDES We are in the market for all 00 rides, used or new. Contact George A. Ander,

1124 Chicag0 Blvd., Chicago, Ill.

MANAGER SOKOL PARK

3221 Delsea Oreland, N. J.

LOCATION WANTED Modern Amusement Arcade Address Location

277 Tott Ave., New York 3, N. Y.

FOR SALE OR TRADE

Rides, boats, beach house, theme park, etc. Stanley B. Evans & Co., P.O. Box 191, Lake Geneva, Wisconsin.

Flamingo PLAYLAND

7091 South Blvd., Houston, Texas.

High Quality KIDDIE RIDES ROTO WHIP—SPEED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL

W. F. MANGELS CO., Coney Island 24, N. Y.
WINTER FAIRS
Florida

OREGON NEWS ELMIT

Season 1955-56

FAIRS-EXPOSITIONS

COMMUNICATIONS 168 W. Randolph St.; Chicago 11, Ill.

December 3, 1955

Over 100 Attend
Ohio Short Course

33 Annals Repped at First Course;
Map Plans for Repeat Next Year

COOLUMBUS, O., Nov. 26—Over 100 executives from 33 Ohio fairs toured out for the first short course on fair management spon-
sored by the Ohio Fair Managers Association and the Ohio College of Agriculture. The course was held in the State Fair's new Youth Center here Thursday and Friday.

The educational meeting, which was the culmination of months of planning by the university and a fair association committee headed by Myers Y. Cooper, was considered a complete success. The majority of those who have reported their findings later in the season.

Land's Exhibits

The value of shows as fair win-
tickets was demonstrated by Judge Frank Wyley, publicity relations manager of Dodge Motors. Speaking at the opening session of the course, Wyley urged the fair delegates to make their exhibitions dynamic by making them more educational in nature.

He said fairs have served to the least expensive way of teaching the public that added that few had asked in divi-
dustry to participate. Wyley also urged a broader use of color in planning buildings and exhibitions and the use of creative are-
gar to give them an incentive to participate.

L. A. Best served as moderator of a panel discussion on "What's Baffling?" Participants included L. A. Best, E. A. Wright, and C. W. Miller.

Oregon Events Set
36 Dates

PORTLAND, Ore., Nov. 26—A total of 36 fairs have been announced for the days of the new year. These events include a variety of activities for people of all ages. The dates range from January 1st to December 31st. Each date is scheduled with a unique event such as music concerts, art exhibits, and sports competitions. The event schedule provides an opportunity for everyone to participate and enjoy the festivities of the year.

Oregon Events

PORTLAND, Ore., Nov. 26—A total of 36 fairs have been announced for the days of the new year. These events include a variety of activities for people of all ages. The dates range from January 1st to December 31st. Each date is scheduled with a unique event such as music concerts, art exhibits, and sports competitions. The event schedule provides an opportunity for everyone to participate and enjoy the festivities of the year.

Oregon Events

PORTLAND, Ore., Nov. 26—A total of 36 fairs have been announced for the days of the new year. These events include a variety of activities for people of all ages. The dates range from January 1st to December 31st. Each date is scheduled with a unique event such as music concerts, art exhibits, and sports competitions. The event schedule provides an opportunity for everyone to participate and enjoy the festivities of the year.

Oregon Events

PORTLAND, Ore., Nov. 26—A total of 36 fairs have been announced for the days of the new year. These events include a variety of activities for people of all ages. The dates range from January 1st to December 31st. Each date is scheduled with a unique event such as music concerts, art exhibits, and sports competitions. The event schedule provides an opportunity for everyone to participate and enjoy the festivities of the year.

Oregon Events

PORTLAND, Ore., Nov. 26—A total of 36 fairs have been announced for the days of the new year. These events include a variety of activities for people of all ages. The dates range from January 1st to December 31st. Each date is scheduled with a unique event such as music concerts, art exhibits, and sports competitions. The event schedule provides an opportunity for everyone to participate and enjoy the festivities of the year.

Oregon Events

PORTLAND, Ore., Nov. 26—A total of 36 fairs have been announced for the days of the new year. These events include a variety of activities for people of all ages. The dates range from January 1st to December 31st. Each date is scheduled with a unique event such as music concerts, art exhibits, and sports competitions. The event schedule provides an opportunity for everyone to participate and enjoy the festivities of the year.

Oregon Events

PORTLAND, Ore., Nov. 26—A total of 36 fairs have been announced for the days of the new year. These events include a variety of activities for people of all ages. The dates range from January 1st to December 31st. Each date is scheduled with a unique event such as music concerts, art exhibits, and sports competitions. The event schedule provides an opportunity for everyone to participate and enjoy the festivities of the year.

Oregon Events

PORTLAND, Ore., Nov. 26—A total of 36 fairs have been announced for the days of the new year. These events include a variety of activities for people of all ages. The dates range from January 1st to December 31st. Each date is scheduled with a unique event such as music concerts, art exhibits, and sports competitions. The event schedule provides an opportunity for everyone to participate and enjoy the festivities of the year.

Oregon Events

PORTLAND, Ore., Nov. 26—A total of 36 fairs have been announced for the days of the new year. These events include a variety of activities for people of all ages. The dates range from January 1st to December 31st. Each date is scheduled with a unique event such as music concerts, art exhibits, and sports competitions. The event schedule provides an opportunity for everyone to participate and enjoy the festivities of the year.

Oregon Events

PORTLAND, Ore., Nov. 26—A total of 36 fairs have been announced for the days of the new year. These events include a variety of activities for people of all ages. The dates range from January 1st to December 31st. Each date is scheduled with a unique event such as music concerts, art exhibits, and sports competitions. The event schedule provides an opportunity for everyone to participate and enjoy the festivities of the year.
Thousands come from miles around and thrill to the GREAT SEABRIGHT world's highest aerial artist.

Here is just what you've been looking for...

An astounding spectacle... hitting a new high in the outdoor entertainment field.

An awe-inspiring, spine tingling act produced on a lavish, spectacular scale to thrill your audiences with outstanding feats they will never forget.

The GREAT SEABRIGHT works on the world's highest rigging, 147 feet in the air... the height of a 15-story building... which includes a 32-foot sway pole on which he stands flat-footed and sways perilously from side to side.

At this amazing height, he does a body press-out from the pole... a two-hand stand... and is the master of the one-hand stand with a colorful finale of standing on one hand on the top of the sway pole... twirling a baton in the other hand.

WRITE • WIRE

The Great SEABRIGHT

2222 N. Alamo
San Antonio, Texas

The excitement and the impact of this terrific performance, which is carried on without a net or any safety device whatever, will be remembered for days. True courage and excelling ability are the things that make "The Great Seabright" an electrifying attraction.

Here is a star among stars... an attraction that will bring you tremendous crowds for each performance... and favorable comment for many a week after his appearance.

The incomparable SEABRIGHT leaves an audience impression that defies description... causes comment and comparison for months to come.

Glamour, prestige, overwhelming public approval... these are the things you gain at every performance of THE GREAT SEABRIGHT!
Saskatoon Ex
Nets $127,210
For New High

SASKATOON, Sask., Nov. 26—Report of the annual shareholders' meeting of the Saskatoon Industrial Exposition Corp., P. J. Berry Murray, retiring president, termed 1955 the most successful year in the city's history.

The net operating surplus of $127,210 was a record one, he said. "But I am not thinking only of financial successes," he said. "We have in mind the contribution we have made to the people of our livestock shows, our farm boys and girls' camps and 4-H club activities and the good fellowship of the Dairy Club's Sweepstakes committee.

"I think the people who attended our summer fair enjoyed themselves more than they have ever done," he said, judging from the crowd which showed up in record numbers for the midday, and racing events.

The amount spent on capital improvements during the year was $378,479, which was more than three times that spent in any one of the last 10 years," he said. The new John Lee Building accounted for much of the expenditure.

The financial statement disclosed revenue of $1,263,641 and net profit of $336,982. Earnings per share reached $3.25, compared with a budget figure of $392,900 and last year's budget of $296,000.

J. A. Mighell was elected president, succeeding R. J. Murray, president for the last two years. Dr. G. R. Swanson, secretary and first vice-president, and R. H. Hooves second vice-president.

FAIR ASSN. MEETINGS


North Carolina Agricultural Fairs & Agricultural Exhibitions, Governor Office, Raleigh, January 13. Rosco E. Singleton, Department of Agriculture, Jefferson, City, secretary.


Tennessee State Fair Association, Tournament of Roses, January 20, 1- L. E. Griffin, P. 0. Box 90, Nashville, secretary.

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 22-23. Robert W. Parham, 212 W. Hargett St., Raleigh, executive secretary.


Nebraska Association of Agricultural Fairs, 1560 Fourteenth St., Lincoln, January 23-25. H. C. Hoerman, Council Bluffs, president.

Western Canada Association of Exhibitions, Royal Alexandra Hotel, Edmonton, January 23-25. Donald C. McRae, executive secretary.


Ohio State Association of Fairs, 421 S. Main St., Chillicothe, January 26-27. Orlando E. Kilgore, Chillicothe, president.

Nebraska State Association of Agricultural Fairs, Clarence Parker Hotel, Lincoln, January 26-28, A. D. Scott, executive secretary.


California State Association of Fairs and Exhibitions, Hotel California, Los Angeles, January 28-30, W. A. Moore, secretary.

The 125 delegates at the meet elected a committee to con- duct next year's November 7-10.

Newly Chairmen Tex.
Assn. Program Group

TYLER, Tex., Nov. 26—Other newly elected the head of the Tex. Fair Assn. Program Group are: Ed. E. White, chairman; Allen B. Findell, manager of the Assn.; and F. W. Batman, chairman of the program committee.

The program committee will meet with the Tex. Fair Assn., Wednesday, November 30. William Pettenkeur, Fredericksburg president of the association, will be the guest speaker.

Named chairman of the committee is E. E. White, with Allen B. Findell, manager of the Assn., as secretary, and F. W. Batman, chairman of the program committee.

The meeting will be held in the Assembly room of the Hotel, and will begin at 10:30.

Miss Bella Says

DEAR SIR:—In answer to your request, we send you The Billboard of November 19. In case you have not received it, will you please send us a check to cover the cost? Thanks.

Name

Address

Zone State

Occupation

NEEDS THE BILLBOARD EVERY WEEK!

Mail Money—Send Money. Subscribe NOW—This Easy Way.

Name__________________________

Address__________________________

Zone State

Occupation__________________________

Make Money—Send Money. Subscribe NOW—This Easy Way.

Name__________________________

Address__________________________

Zone State

Occupation__________________________

Mail Money—Send Money. Subscribe NOW—This Easy Way.

Name__________________________

Address__________________________

Zone State

Occupation__________________________

Make Money—Send Money. Subscribe NOW—This Easy Way.

Name__________________________

Address__________________________

Zone State

Occupation__________________________

Mail Money—Send Money. Subscribe NOW—This Easy Way.

Name__________________________

Address__________________________

Zone State

Occupation__________________________

Make Money—Send Money. Subscribe NOW—This Easy Way.

Name__________________________

Address__________________________

Zone State

Occupation__________________________

Mail Money—Send Money. Subscribe NOW—This Easy Way.

Name__________________________

Address__________________________

Zone State

Occupation__________________________

Make Money—Send Money. Subscribe NOW—This Easy Way.

Name__________________________

Address__________________________

Zone State

Occupation__________________________
CARNIVALS

December 3, 1955
Communications to 185 W. Randolph St., Chicago 1, Ill.

The Billboard

With the Ladies

Costumes Sparkle At Hot Springs Ball

Hot Springs, Nov. 20—The 1930s ended its high point from the fashions point of view in November. And the ball Wednesday (18) at the annual banquet and ball of the Hot Springs Showmen's Association held in the Lakeview Hotel, Hot Springs. And the ladies, adorned in their finest, outshone any past events according to most onlookers.

The out-of-town contingent included Mrs. Margaret Dug, who wore a Lily Dache original of black lace with matching cape, and Mrs. Grace Tawber, in a black chiffon gown with matching hat. Mrs. Betty Dyh was wearing a very out-of-town outfit and was midway—blue taffeta, Sophis (N.come) said the post will be held at the Hotel Spriggs Nov. 50,1955 by Mrs. Robert Ingle. Her outfit included a velvet buffett and a coverlet.

Princess Style

White Falle in a princess style was Mrs. Charles Cusick, who was accompanied by Mrs. Mary Sorenson. She was in a white velveteen with a blue lace over pink taffeta. Mrs. Marion Slushburn wore black velvet taffeta with the skirt decorated in roses of pink and gold. The outstanding groups included Mrs. Charles Sorensen, in a black velvet gown with gold accents.

The World of Mirth Sets Herm's Midget Trotter

NEW YORK, Nov. 25—Hermes, the famous French couturier, turned over the reins of his famous midget trotter to World of Mirth as a main feature of its show. The world of Mirth is known for its writings in the National Showman's Association.

TWO NSA PRIZES FIND WAY HOME TO DONATORS

NEW YORK, Nov. 25—Two NSAs, one valued at $17,000 to the on the national, advertised the annual National Showman's Association awards Tuesday night (23). In the case of them, the recipient was Frank Bergen, owner and manager. In addition to the national, the recipient was Frank Bergen, owner and manager.

Bergen Snobs Wins Coast Club Crown

LOS ANGELES, Nov. 25—May Snobar, of Monte Young Shows, was awarded the coveted Show Queen of the Gold West at the coming dinner of the Pacific Coast Showman's Association here Monday (21). Miss Snobar took home the gold crown in the 13th annual ceremony by amassing a total of 71,400 points.

More than 400 members, friends and guests attended the show, with the hotel, and the queen, along with the rest, was joined by the Defense Bonds as a prize. Runner-up to Miss Snobar, was Paulette Ketter, of the newly formed "Bergen" team.

May Snobar Wins Coast Club Crown

NEW YORK, Nov. 26—May Snobar, of Monte Young Shows, was awarded the coveted Show Queen of the Gold West at the coming dinner of the Pacific Coast Showman's Association here Monday (21). Miss Snobar took home the gold crown in the 13th annual ceremony by amassing a total of 71,400 points.

More than 400 members, friends and guests attended the show, with the hotel, and the queen, along with the rest, was joined by the Defense Bonds as a prize. Runner-up to Miss Snobar, was Paulette Ketter, of the newly formed "Bergen" team.

Bergen Slates Added Unit for Dominican Fair

NEW YORK, Nov. 26—Details involving the use of World of Mirth shows equipment at the Dominican Fair, held here this week, were completed here this week.

The Fair, according to Frank Bergen, owner and manager.

In addition to the national, the recipient was Frank Bergen, owner and manager.

Bergen was here this week with Bernard (Bobby) Allen, show manager and manager of the Domino Fair, to discuss the possibilities of merging the Domino Fair with the National Showman's Association calendar.

Allen left here yesterday for Miami, where plans were made to pursue the idea. Bergen plans to return next week to discuss the idea with Mr. Allen.

The idea is to have a full crew of performers, set up the setting of the up.

May Snobar Wins Coast Club Crown

NEW YORK, Nov. 26—May Snobar of Monte Young Shows, was awarded the coveted Show Queen of the Gold West at the coming dinner of the Pacific Coast Showman's Association here Monday (21). Miss Snobar took home the gold crown in the 13th annual ceremony by amassing a total of 71,400 points.

More than 400 members, friends and guests attended the show, with the hotel, and the queen, along with the rest, was joined by the Defense Bonds as a prize. Runner-up to Miss Snobar, was Paulette Ketter, of the newly formed "Bergen" team.

Bergen Slates Added Unit for Dominican Fair

NEW YORK, Nov. 26—Details involving the use of World of Mirth shows equipment at the Dominican Fair, held here this week, were completed here this week.

The Fair, according to Frank Bergen, owner and manager.

In addition to the national, the recipient was Frank Bergen, owner and manager.

Bergen was here this week with Bernard (Bobby) Allen, show manager and manager of the Domino Fair, to discuss the possibilities of merging the Domino Fair with the National Showman's Association calendar.

Allen left here yesterday for Miami, where plans were made to pursue the idea. Bergen plans to return next week to discuss the idea with Mr. Allen.

The idea is to have a full crew of performers, set up the setting of the up.

May Snobar Wins Coast Club Crown

NEW YORK, Nov. 26—May Snobar of Monte Young Shows, was awarded the coveted Show Queen of the Gold West at the coming dinner of the Pacific Coast Showman's Association here Monday (21). Miss Snobar took home the gold crown in the 13th annual ceremony by amassing a total of 71,400 points.

More than 400 members, friends and guests attended the show, with the hotel, and the queen, along with the rest, was joined by the Defense Bonds as a prize. Runner-up to Miss Snobar, was Paulette Ketter, of the newly formed "Bergen" team.

Bergen Slates Added Unit for Dominican Fair

NEW YORK, Nov. 26—Details involving the use of World of Mirth shows equipment at the Dominican Fair, held here this week, were completed here this week.

The Fair, according to Frank Bergen, owner and manager.

In addition to the national, the recipient was Frank Bergen, owner and manager.

Bergen was here this week with Bernard (Bobby) Allen, show manager and manager of the Domino Fair, to discuss the possibilities of merging the Domino Fair with the National Showman's Association calendar.

Allen left here yesterday for Miami, where plans were made to pursue the idea. Bergen plans to return next week to discuss the idea with Mr. Allen.

The idea is to have a full crew of performers, set up the setting of the up.

May Snobar Wins Coast Club Crown

NEW YORK, Nov. 26—May Snobar of Monte Young Shows, was awarded the coveted Show Queen of the Gold West at the coming dinner of the Pacific Coast Showman's Association here Monday (21). Miss Snobar took home the gold crown in the 13th annual ceremony by amassing a total of 71,400 points.

More than 400 members, friends and guests attended the show, with the hotel, and the queen, along with the rest, was joined by the Defense Bonds as a prize. Runner-up to Miss Snobar, was Paulette Ketter, of the newly formed "Bergen" team.

Bergen Slates Added Unit for Dominican Fair

NEW YORK, Nov. 26—Details involving the use of World of Mirth shows equipment at the Dominican Fair, held here this week, were completed here this week.

The Fair, according to Frank Bergen, owner and manager.

In addition to the national, the recipient was Frank Bergen, owner and manager.

Bergen was here this week with Bernard (Bobby) Allen, show manager and manager of the Domino Fair, to discuss the possibilities of merging the Domino Fair with the National Showman's Association calendar.

Allen left here yesterday for Miami, where plans were made to pursue the idea. Bergen plans to return next week to discuss the idea with Mr. Allen.

The idea is to have a full crew of performers, set up the setting of the up.

May Snobar Wins Coast Club Crown

NEW YORK, Nov. 26—May Snobar of Monte Young Shows, was awarded the coveted Show Queen of the Gold West at the coming dinner of the Pacific Coast Showman's Association here Monday (21). Miss Snobar took home the gold crown in the 13th annual ceremony by amassing a total of 71,400 points.

More than 400 members, friends and guests attended the show, with the hotel, and the queen, along with the rest, was joined by the Defense Bonds as a prize. Runner-up to Miss Snobar, was Paulette Ketter, of the newly formed "Bergen" team.

Bergen Slates Added Unit for Dominican Fair

NEW YORK, Nov. 26—Details involving the use of World of Mirth shows equipment at the Dominican Fair, held here this week, were completed here this week.

The Fair, according to Frank Bergen, owner and manager.

In addition to the national, the recipient was Frank Bergen, owner and manager.

Bergen was here this week with Bernard (Bobby) Allen, show manager and manager of the Domino Fair, to discuss the possibilities of merging the Domino Fair with the National Showman's Association calendar.

Allen left here yesterday for Miami, where plans were made to pursue the idea. Bergen plans to return next week to discuss the idea with Mr. Allen.

The idea is to have a full crew of performers, set up the setting of the up.

May Snobar Wins Coast Club Crown

NEW YORK, Nov. 26—May Snobar of Monte Young Shows, was awarded the coveted Show Queen of the Gold West at the coming dinner of the Pacific Coast Showman's Association here Monday (21). Miss Snobar took home the gold crown in the 13th annual ceremony by amassing a total of 71,400 points.

More than 400 members, friends and guests attended the show, with the hotel, and the queen, along with the rest, was joined by the Defense Bonds as a prize. Runner-up to Miss Snobar, was Paulette Ketter, of the newly formed "Bergen" team.

Bergen Slates Added Unit for Dominican Fair

NEW YORK, Nov. 26—Details involving the use of World of Mirth shows equipment at the Dominican Fair, held here this week, were completed here this week.

The Fair, according to Frank Bergen, owner and manager.

In addition to the national, the recipient was Frank Bergen, owner and manager.
Dodson Golden Anniversary

Continued from page 72

imposing milestone in outdoor showbusiness, started in 1905 when Guy was 18 years old. The new president, operator and sales manager, along with his wife, was present for the first show. Mrs. Dorothy Dodson and her son, Gary Dodson, were present for the dedication of the new president. The Dodson show was continued at the new location, 12 miles south of Fairdale, Ky., where they have been on the road since May 10.

Novelty, In 1955, the company moved to Fairdale, Ky., where they have been on the road since May 10.

Hot Springs Gowns Sparkle

Continued from page 72

Stories by Mrs. Belle Owens in red, white and blue, Mrs. Irene Owens in black, and Mrs. Pearl Smith in navy. The Most Fabulous American Gown Show is set for Nov. 11, at the American Hotel, beginning at 6:30 p.m.

New Faces, The first show of the season was held in Chicago on Oct. 22, and the second show was held in Los Angeles on Oct. 23. The third show was held in New York on Oct. 24, and the fourth show was held in San Francisco on Oct. 25.
Arizona Showman's Association

216 West Washington, Phoenix

PHOENIX, Nov. 26.—The annual meeting of the Arizona Showman's Association, the major points of discussion at the (21) meeting. The event is scheduled for 19 in the ballroom of the most 4729 and other members. There were tomorrow, and doors will be on program. Many balls priced at $5 each.

Don Hans is chairman, with Margaret Hans and Anne Horla 100,000. The committee is in charge of registration. Harry Lan is the program co- 25,000. Bill Hyler and Fred Schel, Jack, Harvey, Parsons, and other 52,000. President Millard Freeman was called to order. The meeting was attended by 45 members. The committee were entirely re-called. The committee called by the E. Savannah is to be in charge of arrangements during the winter season.

Victoria during fair week here 1000.; Lank Frank and Roger Warren are scheduled to be among the the Washington Club, M. B. goodness and Miss Rose Morrow is in Phoenix but plans to attend the California after Christmas. Mr. and Mrs. Rose Morrow attended the management of the Washington Club. M. B. Inc. is here visiting friends. Bob Ber- 5000. Miss Rose Morrow is in for the past week.

Mr. and Mrs. Rose Morrow attended the management of the Washington Club. M. B. Inc. is here visiting friends. Bob Ber- 5000. Miss Rose Morrow is in for the past week.

Mr. and Mrs. Rose Morrow attended the management of the Washington Club. M. B. Inc. is here visiting friends. Bob Ber- 5000. Miss Rose Morrow is in for the past week.

Mr. and Mrs. Rose Morrow attended the management of the Washington Club. M. B. Inc. is here visiting friends. Bob Ber- 5000. Miss Rose Morrow is in for the past week.

Mr. and Mrs. Rose Morrow attended the management of the Washington Club. M. B. Inc. is here visiting friends. Bob Ber- 5000. Miss Rose Morrow is in for the past week.

Mr. and Mrs. Rose Morrow attended the management of the Washington Club. M. B. Inc. is here visiting friends. Bob Ber- 5000. Miss Rose Morrow is in for the past week.

Mr. and Mrs. Rose Morrow attended the management of the Washington Club. M. B. Inc. is here visiting friends. Bob Ber- 5000. Miss Rose Morrow is in for the past week.

Mr. and Mrs. Rose Morrow attended the management of the Washington Club. M. B. Inc. is here visiting friends. Bob Ber- 5000. Miss Rose Morrow is in for the past week.

Mr. and Mrs. Rose Morrow attended the management of the Washington Club. M. B. Inc. is here visiting friends. Bob Ber- 5000. Miss Rose Morrow is in for the past week.

Mr. and Mrs. Rose Morrow attended the management of the Washington Club. M. B. Inc. is here visiting friends. Bob Ber- 5000. Miss Rose Morrow is in for the past week.

Mr. and Mrs. Rose Morrow attended the management of the Washington Club. M. B. Inc. is here visiting friends. Bob Ber- 5000. Miss Rose Morrow is in for the past week.

Mr. and Mrs. Rose Morrow attended the management of the Washington Club. M. B. Inc. is here visiting friends. Bob Ber- 5000. Miss Rose Morrow is in for the past week.

Mr. and Mrs. Rose Morrow attended the management of the Washington Club. M. B. Inc. is here visiting friends. Bob Ber- 5000. Miss Rose Morrow is in for the past week.

Mr. and Mrs. Rose Morrow attended the management of the Washington Club. M. B. Inc. is here visiting friends. Bob Ber- 5000. Miss Rose Morrow is in for the past week.

Mr. and Mrs. Rose Morrow attended the management of the Washington Club. M. B. Inc. is here visiting friends. Bob Ber- 5000. Miss Rose Morrow is in for the past week.

Mr. and Mrs. Rose Morrow attended the management of the Washington Club. M. B. Inc. is here visiting friends. Bob Ber- 5000. Miss Rose Morrow is in for the past week.

Mr. and Mrs. Rose Morrow attended the management of the Washington Club. M. B. Inc. is here visiting friends. Bob Ber- 5000. Miss Rose Morrow is in for the past week.

Mr. and Mrs. Rose Morrow attended the management of the Washington Club. M. B. Inc. is here visiting friends. Bob Ber- 5000. Miss Rose Morrow is in for the past week.

Mr. and Mrs. Rose Morrow attended the management of the Washington Club. M. B. Inc. is here visiting friends. Bob Ber- 5000. Miss Rose Morrow is in for the past week.

Mr. and Mrs. Rose Morrow attended the management of the Washington Club. M. B. Inc. is here visiting friends. Bob Ber- 5000. Miss Rose Morrow is in for the past week.
KING-COLE CLOSES; FINAL DAYS COLD

Partners' Future Alignments Unsettled; Winter Destinations of Personnel Told

MACON, Ga., Nov. 29—After closing its business for the season, the King-Cole Circuses, Inc., was moved to the three-ring coliseum at Columbus, Ga. (110), the King-Cole Circus made its move by rail and road to Columbus, Ga., for winter, with all units reaching Central Terminal in the city within 36 hours of the new season's opening.

The season ran exactly 32 weeks and one day, with total mileage of 1,250,000 miles, according to official records of the circus.

In the run up to the season, but nearly innumerable obstacles were overcome by the personnel in the circus. The circus, which runs from July 9 to October 27, includes 200 performers and is known for its high-quality shows.

The circus was founded by Nicholas King and Arnold Maley in 1925. The two partners were known for their dedication to the circus and their ability to keep the operation running smoothly despite the challenges they faced.

Benzing Ringling Resort
Ruins Remain in W. Florida

HOLT, Fla., Nov. 29—Not far from Holt is a few sections of the Ringling Museum, home of the house that comprised the ruins of a dream the late John Ringling never saw completed. The ringling mansion could retire.

Franz. 23 years ago, John Ringling planned a mansion for the hotel of the 500-acre tract in the Florida Keys. He saw it as a place where his family and close friends would be able to socialize. But his death in a plane crash in 1930 left the project incomplete.

The mansion, known as the Ringling House, was a centerpiece of the Ringling Museum. It was designed by architect Charles M. Robinson and featured a European-style architecture.

Business Fair For Miller Unit

WILLIAMSON, W. Va., Nov. 29—The King-Cole Circus played the Field House of the Miller Unit in Charleston, W. Va., last weekend. It was the last of a three-day stay at the Miller Unit.

First day was a 31-hour trip to the city. Second day was a 32-hour trip to the city. Third day was a 31-hour trip back to the Miller Unit. The circus was well received by the audience who had come to enjoy the performance.

The circus was founded by Nicholas King and Arnold Maley in 1925. The two partners were known for their dedication to the circus and their ability to keep the operation running smoothly despite the challenges they faced.
A BRAND NEW COLLECTOR'S ITEM!

More than 100 circus photos and a wealth of information and informative side-notes are contained in the sparkling 1935 Ringling Bros. and Barnum & Bailey Circus Book which will be off the press around Dec. 1.

MORE PRODUCE ILLUSTRATED AND MORE TEXTUALLY COMPLETE THAN EVER BEFORE!

No true lover of the circus will want to be without a copy of this exciting new edition to Circusiana.

WHILE THIS LIMITED EDITION LASTS, A CHECK OR MONEY ORDER FOR $1.50 TO THE RINGLING BROS. CIRCUS WINTERQUARTERS AT SARASOTA, FLORIDA, WILL BRING YOU A HANDSOME LINEN-BOUND COPY OF THIS NEW CIRCUS TREASURE.

ACTS WANTED
AM NOW CONTRACTING TOP FEATURE ACTS FOR MY 1956 FAIRS AND CELEBRATIONS

ERNIE YOUNG
103 N. Walsh
Chicago 1, Ill.

A CREATED XMAS PRESENT
The story of Mr. Circus

Sktting-one's stress history of Mark's Circus from the beginning. By the man himself, Mark Traub, for the benefit of his readers. A must have for any collector of early circus history.

CHARLES T. HUNT

WANTED FOR 1956

TOM PACKS CIRCUS

30 WEEK SEASON-SHINE SPONSORS

Homer Jackson, Manager

Kansas, Perry County, Kansas

ROH STEVENS
Gen. Agent Tom Packs Two Big Circuses

WANTED

CIRCUS ORGANIST

With own instrument. Four-month engagement near York, Pa.

LEONARD R. SIMONS
317 1/2 W. 7th St.
Miami, Fla.

Telephone: Miller 1-5448.
P.S.: Jerry Connick, Mildred Walters Band, contact.

WANTED

PHONEN

Plays on John Hanlon and Pete Wedderburn's Band.

Good Slack Wire Walker

Boy or girl, must be young, strong, capable of weighing over 130 lbs. Write full particulars. Gene Mordace—please write.

BOX 834

The billboard, Chicago, Ill.

OFFICIAL ROUTES for 1955

of the Geo. W. Cole Circus & Cof Coney Wild Animal Circus $1.00 each

SAM V. PRICE

WANTED

PHONEN

WANTED:

 телефон JACK KNIGHT

PHONE MENS

112 W. 3rd St.

ROH STEVENS

LARGO TEMPLE, PUEBLO

PLUMES

LARGO TEMPLE, PUEBLO

5 PHONEN

300 little dolls, 5000 top dolls, Buckle, Millard, Howard, diner, coin, etc. Contact me at once.

GIVE TO DAMON RUNYON CANCER FUND

TERRIL Jacobs' cages are aboard flat cars in the Wabash yards at Peru, Ind., having arrived some 15 days ago from the Sullivan cannal... George Davis Hemley, veteran circus, carnival and vaudeville man, is wintering in New York this season in a union with Eastern carnivals. He reports he is now great-granduncle.

William E. owner-manager of the Barnum and Animal Farm, Fairvue, Va., delivered a 938-pound Kodiak bear to the zoo in that state.

Chicago's Atl. Club, now meeting at the Tollett反射器 restaurant in Andrew Terminal across from the Sherman Hotel, has again had a great number of young fans in attendance at its recent shows.

Circusiana Issue to be dated December 31

Forms Go To Press December 22

SEND YOUR AD TODAY!

Classified Rates:

25¢ a word—Minimum $3.
Display Rates:

$14 per inch.

Cash with copy.

Send Your Ad Copy and Advertisement Stamps to
CIRCUSIANA MART
THE BILLBOARD PUBLISHING CO.
216 Lafayette St.
Cincinnati 2, Ohio

CEASERS THANKS to Mrs. Bessee and Mr. Sam Polack for a trip to Ringling Brothers' December 3 on Big Top TV

SEE MY STORY BOOK ACT

A group of histrionic animals—America's most unique animal act

JORGEN M. CHRISTIANSEN

Phalen, Indiana

FEATHER PLUMES OR HORSE & ANIMAL SHOWS

Majestic Feather—Plumes—Ducks, Turkeys, Quails-

SOUTH AFRICAN FEATHER CO.

1057 PARNELL ST.

PHILADELPHIA, PA.

WHERE ARE YOU WINTERING?

Kindly fill out this blank and mail to The Billboard, 216 Lafayette St., Cincinnati 22, Ohio. Your汜息 will be of interest to our readers of circus, carnival and tent shows in winter quarters.

Title of Show

Kind of Show

Owner

Manager

Winter Quarters Address

Office Address

GIVE TO DAMON RUNYON CANCER FUND

67,000 ACTIVE BUYERS

The Billboard Classified volumes 37-38

1955 THE BILLBOARD 37

CIRCUSIANA COLLECTORS

YOU CAN SELL, BUY OR TRADE ANYTHING PERTAINING TO THE CIRCUS OR TRAVELING SHOWS OF YEARS GONE BY THRU A SMALL AD IN THE CIRCUSIANA MART OF THE BILLBOARD ISSUE TO BE DATED DECEMBER 31

Col. Robert Morton stopped off in New York for a visit with Ben Weiss, bingo operator, while en route from Boston to Miami Beach, Fla. Morton was hobbling over as a result of the successful Hamid-Morton Circus stieg in Boston. It was the first time Hamid-Morton had played the Boston Garden in 1956.

Frank Sutherland, publisher, Men's Overland, who is scheduled to appear Friday 15 at the Canyon Room, his shop kiddie show over WDBJ TV, Richmond, Virginia on Friday (16), to the chag, Tongs, circus, and Ringling show, Irving Sharp's Little Rascals show, and also his show at Richmon, Virginia. Mayor of Richmond man Mike Shaedler with one of the night and joined Clowns Album.

Albert and Paulina Schumann, accompanied by brother Julie and Albert G. of Hayti, North Carolina and costume, and ringmaster and Paulina are set to open with their high school and Liberty horses at the Palace dei Sports, Paris, December 15, for a holiday run by Janu-

Circus Franz Althoff, of Germany, is set for a two-month sea-

journey to Germany, starting January 15. Althoff and his forty-five, including 150 horses, 13 ele-phant and a herd of bears, has a fine collection of bears and various other groups of animals.

CO. 216 Lafayette St.

Cincinnati 2, Ohio

JUNE 30, 1955

THE BILLBOARD 37
Denver's Skateland Hits Nov. Jackpot

DENVER, Nov. 28.—The biggest week in the history of Skateland here was reported by owner Carl Johnson this week, as he estimated nightly crowds more than double the usual attendance of 6,000, including two nights of light shows, pushed hope skaters inside the rink, which accommodates more than 1,000.

Friday and Saturday nights during all of November have seen Skateland jammed with a small percentage of the crowd coming of clubs or groups that regularly attended Skateland. Week nights have brought out an exceptionally large number of clubs and teams. The average number of clubs has doubled in size.

Concession Business Good

The success of the rink has kept the cash register at the concession stand ringing to set the record. Carbonated drinks from bottles, soft water drinks and all regular refreshments are being sold. Pinball machines located at the rink and in the lobby have crowds around them consistently with the take running higher than usual.

Professional Clay Briggs Resigns

The rink has had a professional clay Briggs recently come in and are shaping up for regional and national meets, and that beginning skaters also have good prospects.

As an effort to police the rink, management orders Jimmy Jilson assistant and several other assistant managers to be on the look out for trouble-making skaters. The rink has had to watch our door guards for the safety of the rink, and as skaters, we have to watch our door guards for the safety of the rink, and as skaters, we have to watch our door guards for the safety of the rink.

Local Grid Greats At Hart'h Palace

HARTFORD, Conn., Nov. 28.—In a traditional Thanksgiving weekend event, Harry Neeles, of the Hartford Skating Palace, has invited many of the city's high school football players to participate in the Thanksgiving Day skating session as guests of the management.

The rink has matinee Thursday and Friday between the usual hours, and in addition, a unique schedule follows for the early winter months. The rink was also recently decorated with Christmas lights by Jimmy Johnson providing organ music.

Rink southwest of Denver City Kids Get Hot in AOW Racing League

TWIN RINKS, N., J., Nov. 28.—The Twin Rink's indoor racing club retained its lead in the Northern Division of the American Ice Skating League, the big noise in the Saturday night twin Rink (N. J.) Rink was the Twin City citizenship against the
denver. A four-week period of time added up with a total of 44, Montclair Midget seniors, 8 points, and the Twin City aggregation won 15 points to over the underdog with a total of 44, Montclair Midget seniors, 8 points, and the Twin City aggregation won 15 points to over the underdog with a total of 44, Montclair Midget seniors, 8 points.

Boulevard Arena, New Haven, N. J., and the New Haven municipal skating rink, accumulated only four points for a total of 44, Montclair Midget seniors, 8 points.

100th Birthday of Jack Gel...-

TWIN RINKS, N.-J., Nov. 28.—Jim Gel...-

was recently celebrated with a special presentation at the rink. Jim Gel...-

was the owner of the rink and has been active in the skating world for many years.

Birds Awards In Event at Gelfand Bowl

OMAHA, N. B., Nov. 28.—Three turkeys, seven roasting chickens, an extravagant seating arrangement and special skating numbers were the attractions offered at the Rollon skating rink by Jim Gel...-

for his birthday celebration.

Two new skating numbers recently introduced were in the spotlight. One is a special presentation by the team of Gel...-

and his partner, which featured a single file in threes or in threes of a conga train. The other is a unique skating number by Gel...-

and his partner, which featured a special presentation by the team of Gel...-

and his partner, which featured a special presentation by the team of Gel...-

and his partner.

Good Biz for Denver Iceny

DENVER, Nov. 28.—Holy Stoofen's Ice Rink, the newest and most successful skating rink in the city, has been attracting the lion's share of trade, which is being split between membership at local country clubs or limited open nights at the rink itself. The rink has a service of clubs, service groups and private parties. The Rink has been a big help to the private parties. The Rink has been a big help to the private parties. The Rink has been a big help to the private parties.

Minneola Turkey Night

MINNEOLA, N. Y., Nov. 28.—Operator Earl Van Horn has put up 1000 for the first Minneola Turkey Night party held November 25. Five were awarded for the highest selling turkey, and the money is now being used for building a new skating rink.

The management is now preparing for the next big event of the season, which has not yet been set.

300 at Holyoke Party

HOLYOKE, Mass., Nov. 28.—Seven hundred patrons attended a recent skating party at the Holyoke Palace Roller Rink, with a prize of $300 for the winner.

Rink regulars—Order Now!

 Held Fast! " and White Shoe Soap

CHICAGO ROLLER SKATE CO.

Known for Quality Products

1427 W. LAKE STREET
CHICAGO 24, ILL.
December 3, 1955

MERCHANTISE

COMMUNICATIONS TO 2160 Patterson Street, Cincinnati 32, O.

THE BILLBOARD

79

HALL OF DISTRIBUTORS, Inc.

WE SERVICE: AUCTIONIERS, WAGEN JOBBOBS, HOUSE-TO-HOUSE TRADE, CANNIVERS, SCHEME TRADE AND SPECIAL PRICES.

Delicious 2 & 5 lb. Rum and Brandy
FRUIT CAKES
UNLIMITED SUPPLY, IMMEDIATE DELIVERY,
ORDER NOW.

ATTENTION, QUANTITY BUYERS! ENJOY HIGHER PROFITS! BUY IN LARGE QUANTITIES.

REQUEST OUR FREE 1956 CATALOG PRINTED EXCLUSIVELY FOR VOLUME BUYERS! ALL MERCHANTISE IN STOCK.

PROMPT DELIVERY GUARANTEED!

10 EXCLUSIVE FEATURES

RETURNS FOR ANY REASON
LOOKS AND LASTS LIKE SUGGO CATALOG

FLYING COLORS MATCHING LUGGAGE SETS...

RETAIL $3.95

COMPLETE 3-PC.

FOR 5 LOWEST PRICES IN THE COUNTRY. OUR POLICY IS NEVER TO BE UNDERDOLled.

IN A FASHIONABLE CASE OF BUILDING MATERIALS...

WE HAVE THOUSANDS OF OTHER ITEMS THAT WE OFFER AT THE LOWEST PRICES IN THE COUNTRY.

FROM THE BEST MANUFACTURERS IN THE WORLD.

FOR LOWEST PRICES!

6 PC.

WE HAVE THOUSANDS OF OTHER ITEMS THAT WE OFFER AT THE LOWEST PRICES IN THE COUNTRY.

FOR LOWEST PRICES!

6 PC.

WE HAVE THOUSANDS OF OTHER ITEMS THAT WE OFFER AT THE LOWEST PRICES IN THE COUNTRY.

FOR LOWEST PRICES!

6 PC.

WE HAVE THOUSANDS OF OTHER ITEMS THAT WE OFFER AT THE LOWEST PRICES IN THE COUNTRY.

FOR LOWEST PRICES!

6 PC.

WE HAVE THOUSANDS OF OTHER ITEMS THAT WE OFFER AT THE LOWEST PRICES IN THE COUNTRY.

FOR LOWEST PRICES!

6 PC.

WE HAVE THOUSANDS OF OTHER ITEMS THAT WE OFFER AT THE LOWEST PRICES IN THE COUNTRY.
Yule Season Disk Rush Is Under Way

CHICAGO, Nov. 26. - The Christmas rush is on. Juke box operators, who wait until after Thanksgiving before doing their Christmas recording, are getting a move on now, but what's old. Record inventories had to be checked carefully, particularly phonograph records, to avoid stockouts, which began Monday (26).

AMI, BAL-AMI, IMA-AMI Name Belgium Outlet

GRAND RAPIDS, Mich., Nov. 26. - C. Van Biervliet, head of Tonally Elys, Antwerp, Belgium, has been named distributor of the AMI, BAL-AMI (England) and IMA-AMI record companies in Belgium. The phonographs cover all of Belgium, John Hawkins, president of AMI, announced here this week.

BAL-AMI and IMA-AMI are manufactured under license in Belgium, the plant here.

The firm has a sales and up-to-date service department.

KANSAS Ann. To Boost 56 Dime Campaign

KANSAS CITY, Kan., Nov. 26.—Most of the Kansas United States subscription drive will take an active role in the State's 1956 March of Dimes campaign, according to plans approved at the annual meeting of officers held here in Kansas City.

Threaten the State joke box operators with fines for not ordering a stock of high-quality records, the State now has 20 outlets in highly trafficked office buildings, banks and depots. All stores holding posters proclaiming that all money placed in the joke boxes will be contributed to the polio fund.

As part of its public relations drive, the association has started the 1956 campaign through a new slogan, "Dime for Dimes,"

Michigan Assn. Backs Youth Show, GI Dance

DETROIT, Nov. 26. - The United Music Operators of Michigan applied the old "one-two" technique to its public relations program this week when it sponsored a boxing match and a GI dance in two days.

The first event, staged Sunday (26) at the suburban Center Line Hotel, Center Line, drew a crowd of 300 with only $200 in the cash box. The second, the following evening, at the Orchard Hotel in Orchard Lake, drew a paid crowd of nearly 8,000, reaching its highest sum.

He claims that the majority of the public (Continued on page 97)

U.S. Market Sought for Selective, Coin-Operated Tape Music Machine

Swedish Firm Starts Production; Lack Top Tape Library Hinders Development

- Continued on page 15

Swedish Firm Starts Production; Lack Top Tape Library Hinders Development

- Continued on page 15

Michigan Assn. Backs Youth Show, GI Dance

DETROIT, Nov. 26. - The United Music Operators of Michigan applied the old "one-two" technique to its public relations program this week when it sponsored a boxing match and a GI dance in two days.

The first event, staged Sunday (26) at the suburban Center Line Hotel, Center Line, drew a crowd of 300 with only $200 in the cash box. The second, the following evening, at the Orchard Hotel in Orchard Lake, drew a paid crowd of nearly 8,000, reaching its highest sum.

He claims that the majority of the public (Continued on page 97)

UMO's Tape Music Machine

 program background music and are of the kind sponsored by UMA, lasting for over three hours.

The event took place at the Center Line Hotel, which has been converted into a boxing arena. The crowd was made up of music lovers from all over Michigan, including many from the Detroit area.

Winners Named in Winlurth's Sales Contest

NORTH TONAWANDA, N.Y., Nov. 26.—Seven days of mid-winter boxing culminated in the final bout when Arabia topped Kabul 12 wins to 10, attended by over 2,000. The prize fight was sponsored by the broadcasters and the Knowledge of the Arts, which are two major organizations in this field. The winners received cash prizes of $1,000 and a Gold Medal for their achievements.

The program, which got under way on Monday, also featured a prize fight between the world's two best boxing champions, Jack Dempsey and Stanley Ketchel.

Winners Named in Winlurth's Sales Contest

NORTH TONAWANDA, N.Y., Nov. 26.—Seven days of mid-winter boxing culminated in the final bout when Arabia topped Kabul 12 wins to 10, attended by over 2,000. The prize fight was sponsored by the broadcasters and the Knowledge of the Arts, which are two major organizations in this field. The winners received cash prizes of $1,000 and a Gold Medal for their achievements.

The program, which got under way on Monday, also featured a prize fight between the world's two best boxing champions, Jack Dempsey and Stanley Ketchel.

Winners Named in Winlurth's Sales Contest

NORTH TONAWANDA, N.Y., Nov. 26.—Seven days of mid-winter boxing culminated in the final bout when Arabia topped Kabul 12 wins to 10, attended by over 2,000. The prize fight was sponsored by the broadcasters and the Knowledge of the Arts, which are two major organizations in this field. The winners received cash prizes of $1,000 and a Gold Medal for their achievements.

The program, which got under way on Monday, also featured a prize fight between the world's two best boxing champions, Jack Dempsey and Stanley Ketchel.

Winners Named in Winlurth's Sales Contest

NORTH TONAWANDA, N.Y., Nov. 26.—Seven days of mid-winter boxing culminated in the final bout when Arabia topped Kabul 12 wins to 10, attended by over 2,000. The prize fight was sponsored by the broadcasters and the Knowledge of the Arts, which are two major organizations in this field. The winners received cash prizes of $1,000 and a Gold Medal for their achievements.

The program, which got under way on Monday, also featured a prize fight between the world's two best boxing champions, Jack Dempsey and Stanley Ketchel.

Winners Named in Winlurth's Sales Contest

NORTH TONAWANDA, N.Y., Nov. 26.—Seven days of mid-winter boxing culminated in the final bout when Arabia topped Kabul 12 wins to 10, attended by over 2,000. The prize fight was sponsored by the broadcasters and the Knowledge of the Arts, which are two major organizations in this field. The winners received cash prizes of $1,000 and a Gold Medal for their achievements.

The program, which got under way on Monday, also featured a prize fight between the world's two best boxing champions, Jack Dempsey and Stanley Ketchel.
You never have to cover up when you have a string of "G's" working for you... no excuses, no alibis. The AMI-Fidelity Sound System is true hi-fi, capturing every nuance of the recorded music... capturing more dimes and quarters at every location.

There's no HI-FI like AMI-FI!

AMI Incorporated

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

Licensee: Jensen Music Automates—building the JMA-AMI Juke Box
sold through Oscar Smiley & Co., S. E. 5 Pennsylvania, Copenhagen, K., Denmark

THE WORLD'S MOST WANTED PHONOGRAPH

BECAUSE
IT'S THE
LEADER IN
BEAUTY ★
TONE ★
DEPENDABILITY ★
EARNINGS

WURLITZER 1800

WURLITZER THE OFFICIAL MUSICAL INSTRUMENTS IN Disneyland

THE RUDOLPH WURLITZER COMPANY - NORTH TONAWANDA, NEW YORK
Established 1856
**COINMEN YOU KNOW**

**Chicago** by KEN KNAUF

NAAPIE SHOW PULLS CROWN. Coin machine operators, distributors and manufacturers from around the country began flocking into town over the weekend for the annual Coin Machine Convention of Amusement Parks, Pools and Beaches Show at the Hotel Sherman, Sunday Wednesday (27-30). (See story in Amusement Machines section.) Local operators were expecting a flow of visitors to their plants and showroom this week.

Ralph Sheffield, Cenco Manufacturing & Sales Company director of sales, said that he had reviewed this year's show for the first time in 15 years. Frank Mescuri, Exhibit Supply vice-president and director of sales, said that they were expecting a good crowd of dealers to be at the exhibition.

The most talked about exhibit was by the Fine Brands Company, which had a large display of their line of coin machines.

**Leaves' Picked**

During the MOA executive meeting in Chicago several weeks ago the officers approved a complete overhaul of the TV wale broadcast studio, where the entertainment for the trade is provided. Those making the trip were Miller, Seely, dissolve, Pierre, who operates in Vauxburg, Marvin Brier, of Calego, and Howard Reed, of New York. Meanwhile, Miller urged operators throughout the country to send in suggestions and ideas for improving the program. He pointed out that the show was designed to be local color as well as furnish new ideas for the trade.

**MARKET PLACE FOR THE COIN MACHINE INDUSTRY**

By RAOUL SHAPIRO

ROUTES BOOSTING GROUSES. Collections here are showing a decided increase. Norman Rogers, of R&R Music, says his location has been consistently good over a couple of weeks. In the last few days, Slim, Clark, and Kaufman, of AMM, says his drops have picked up too in the past two weeks. Harry Silverman, Ace Music Company, says his location has been good over a long period, but his machine has been still lagging.

Ted Bush, Bush Distributing Company, is back in the office after spending a week in the hospital undergoing minor surgery. Ted says he is on the mend, and that he is looking forward to getting back to work.

Ken Willis, of Ken's Service, has been a busy duck this past week. Ken's Service has been extremely busy, and Ken Willis has been a busy duck, too. He has been dealing with a lot of customers, and he has been keeping his busy schedule, which he feels is a very good way to keep his business going.

Sid Nathan, head of King Records, down from Cincinnati for a visit, was at the Double Rock Records show in Los Angeles. King says he is very pleased with the results of the show, and he is looking forward to a successful year.

Sid Nathan's company, King Records, is now producing a record in Hollywood. The record is being produced for the King brand, and it is expected to be released soon.

**HELP WANTED**

**COIN-OPERATED EQUIMENT**

**EXCELLENT MONEY-MAKING OPPORTUNITIES**

**CIGARETTE**

**TV & 4-PINS FROM NICERO**

**HEAT VENDING**

**HELP WANTED**

**ADVERTISERS INDEX**

**ADVERTISING RATES**

**REGULAR CLASSIFIED**

**DISPLAY CLASSIFIED**

**ORDER CASH**

**ADVERTISING RATES**

**REGULAR CLASSIFIED**

**DISPLAY CLASSIFIED**

**ORDER CASH**

**ADVERTISING RATES**

**REGULAR CLASSIFIED**

**DISPLAY CLASSIFIED**

**ORDER CASH**

**ADVERTISING RATES**

**REGULAR CLASSIFIED**

**DISPLAY CLASSIFIED**

**ORDER CASH**

**ADVERTISING RATES**

**REGULAR CLASSIFIED**

**DISPLAY CLASSIFIED**

**ORDER CASH**
Paster Weighs
Disk One-Stop

MILWAUKEE, Nov. 26—Paster Distributing Company, AMI outlet in this area, is considering opening an operator one-stop.

According to Manager Sam Cooper, the firm has been studying the possibility of such a move for some time, that it was quite possible the move might be made within the next two months. Said Cooper: "We've had experience with the one-stop business in St. Paul, Minn., and we feel a combination ship and operator record outlet can work well together."

Cooper added that if the plan is instituted, the new one-stop operation will occupy space in the present quarters.

S. H. LYNCH & CO.
EXCLUSIVE Seeburg DISTRIBUTOR

DALLAS – 2900 GASTON AVE. HOUSTON – 910 CALHOUN ST.
SAN ANTONIO – 414 DOLOROSA

AMI Bows Location Color Wheel Chart To Aid Juke Sales

GRAND RAPIDS, Mich., Nov. 26—AMI is distributing a new juke box location color wheel chart to aid sales personnel in selecting the right color combination for the right type of location in eight different colors. According to the firm, it is distributing the chart to aid sales personnel in selecting the right color combination for the right type of location in eight different colors. According to the firm, it is distributing the chart to aid sales personnel in selecting the right color combination for the right type of location in eight different colors. According to the firm, it is distributing the chart to aid sales personnel in selecting the right color combination for the right type of location in eight different colors. According to the firm, it is distributing the chart to aid sales personnel in selecting the right color combination for the right type of location in eight different colors. According to the firm, it is distributing the chart to aid sales personnel in selecting the right color combination for the right type of location in eight different colors. According to the firm, it is distributing the chart to aid sales personnel in selecting the right color combination for the right type of location in eight different colors. According to the firm, it is distributing the chart to aid sales personnel in selecting the right color combination for the right type of location in eight different colors. According to the firm, it is distributing the chart to aid sales personnel in selecting the right color combination for the right type of location in eight different colors. According to the firm, it is distributing the chart to aid sales personnel in selecting the right color combination for the right type of location in eight different colors.

The sales aids, called a color wheel visualizer, is a cart, measuring approximately eight inches in circumference from which eight translucent plastic discs that can be rotated to display different colors of the eight AMI juke box colors. There are 512 possible color combinations..

Types of locations represented by these colors include long lounges, ice cream parlors, bars, hotels, bars and counters. Background colors are white, grey, yellow, red, blue and light blue. The op plastic disc shows the eight AMI juke box colors.

Color visuals are available to operators and can be obtained either thru local distributors or by writing direct to the AMI plant.

COIN MACHINE NEWS QUIZ

DID YOU READ THESE EXCLUSIVE INDUSTRY NEWS ITEMS PUBLISHED IN THE BILLBOARD AND ONLY IN THE BILLBOARD LAST WEEK?


MICHIGAN'S UNITED MUSIC OPERATOR CRITICIZES MOA ACTION. MOA supports club relations efforts, but fears into the Music Operators of America’s commercializing in Juke boxes. (Page 190, The Billboard, November 26.)

ARCADES MUSHROOM IN NEW LOCATIONS. Reports reveal expansion move lies in outlying districts. Detailed are “dream locations” discovered by various operators. (Page 16, The Billboard, November 26.)

MROUND: DISK STARTS IN NEW YORK. New York's Seventh Avenue begins to boom. (Page 14, The Billboard, November 26.)

COIN MACHINE NEWS QUIZ

DID YOU READ THESE EXCLUSIVE INDUSTRY NEWS ITEMS PUBLISHED IN THE BILLBOARD AND ONLY IN THE BILLBOARD LAST WEEK?


MICHIGAN'S UNITED MUSIC OPERATOR CRITICIZES MOA ACTION. MOA supports club relations efforts, but fears into the Music Operators of America’s commercializing in Juke boxes. (Page 190, The Billboard, November 26.)

ARCADES MUSHROOM IN NEW LOCATIONS. Reports reveal expansion move lies in outlying districts. Detailed are “dream locations” discovered by various operators. (Page 16, The Billboard, November 26.)

MGROUND: DISK STARTS IN NEW YORK. New York's Seventh Avenue begins to boom. (Page 14, The Billboard, November 26.)

COIN MACHINE NEWS QUIZ

DID YOU READ THESE EXCLUSIVE INDUSTRY NEWS ITEMS PUBLISHED IN THE BILLBOARD AND ONLY IN THE BILLBOARD LAST WEEK?


MICHIGAN'S UNITED MUSIC OPERATOR CRITICIZES MOA ACTION. MOA supports club relations efforts, but fears into the Music Operators of America’s commercializing in Juke boxes. (Page 190, The Billboard, November 26.)

ARCADES MUSHROOM IN NEW LOCATIONS. Reports reveal expansion move lies in outlying districts. Detailed are “dream locations” discovered by various operators. (Page 16, The Billboard, November 26.)

MGROUND: DISK STARTS IN NEW YORK. New York's Seventh Avenue begins to boom. (Page 14, The Billboard, November 26.)

COIN MACHINE NEWS QUIZ
### PINBALL GAMES

**BALLY**

- Name: Chicago Coin
  - Price: $400.00<br>
  - Time: 420.00<br>
- Name: Chicago Coin
  - Price: $125.00<br>
  - Time: 150.00<br>
- Name: Chicago Coin
  - Price: $125.00<br>
  - Time: 150.00<br>
- Name: Chicago Coin
  - Price: $125.00<br>
  - Time: 150.00<br>
- Name: Chicago Coin
  - Price: $125.00<br>
  - Time: 150.00<br>
- Name: Chicago Coin
  - Price: $125.00<br>
  - Time: 150.00<br>
- Name: Chicago Coin
  - Price: $125.00<br>
  - Time: 150.00<br>
- Name: Chicago Coin
  - Price: $125.00<br>
  - Time: 150.00<br>
- Name: Chicago Coin
  - Price: $125.00<br>
  - Time: 150.00<br>

**GOTTLIEB**

- Name: Chicago Coin
  - Price: $300.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $300.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $300.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $300.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $300.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $300.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $300.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $300.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $300.00<br>
  - Time: 157.50<br>

**WILLIAMS**

- Name: Chicago Coin
  - Price: $250.00<br>
  - Time: 195.00<br>
- Name: Chicago Coin
  - Price: $250.00<br>
  - Time: 195.00<br>
- Name: Chicago Coin
  - Price: $250.00<br>
  - Time: 195.00<br>
- Name: Chicago Coin
  - Price: $250.00<br>
  - Time: 195.00<br>
- Name: Chicago Coin
  - Price: $250.00<br>
  - Time: 195.00<br>
- Name: Chicago Coin
  - Price: $250.00<br>
  - Time: 195.00<br>
- Name: Chicago Coin
  - Price: $250.00<br>
  - Time: 195.00<br>
- Name: Chicago Coin
  - Price: $250.00<br>
  - Time: 195.00<br>
- Name: Chicago Coin
  - Price: $250.00<br>
  - Time: 195.00<br>

### SHUFFLE GAMES

**BALLY**

- Name: Chicago Coin
  - Price: $325.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $325.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $325.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $325.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $325.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $325.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $325.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $325.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $325.00<br>
  - Time: 157.50<br>

**GOTTLIEB**

- Name: Chicago Coin
  - Price: $250.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $250.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $250.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $250.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $250.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $250.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $250.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $250.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $250.00<br>
  - Time: 157.50<br>

**WILLIAMS**

- Name: Chicago Coin
  - Price: $195.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $195.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $195.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $195.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $195.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $195.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $195.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $195.00<br>
  - Time: 157.50<br>
- Name: Chicago Coin
  - Price: $195.00<br>
  - Time: 157.50<br>
Iowa Seeks Op Aid To Draft Model Law

State Invites NAMA Help to Insure Fair Fees, High Sanitation Standards

DES MOINES, Nov. 26,—Iowa’s Department of Agriculture is seeking a model statute to govern the licensing of beer and bottle vending machines from help from the vending industry, as previously precedent.

Determined to establish fair regulations of high sanitation standards and licensing fees that will not damage the growth of the industry in the State, L. D. Liddy, chair of the committee and food division lawyer Department of Agriculture, has in

vited the co-operation of Iowa vending operators and the National Automatic Merchandising Association in drawing up the proposed law.

In seeking the aid of the vending operators and the NAMA, Iowa’s officials have set up a precedent of such cooperation in the past.

Ordinarily, laws pertaining to vending machines are drawn up and passed by city and State of the operators or the national association.

No Blunders

"We are not interested in revenue," Liddy emphatically declared. "We only want to retain jurisdiction in regard to sanitation, and in no way hinder the growth of the automatic vending industry in Iowa.

I was convinced after inspecting the latest food and beverage vending

(Continued on page 101)

Unneeda Begins Production on Conversions

NEW YORK, Nov. 26.—Anticipating increases of State cigarette taxes and the possibility of a national tobacco-cigarette price increase, the Unneeda Vending Service has gone into production on its new line of 25-cent and 30-cent coin mechanisms.

The line includes 25 and 30-cent coin mechanisms, a two-cent mechanism, a new side and price differential for a Market 5-30 Special, 7-50 and 9-4, will sell for $225-50.

Not Hochman, Unneeda president, said recent increases in State taxes have made it difficult

(Continued on page 107)

Maps Depreciation For Bulk Operators

By MORRIS SCHWARTZ

Partner, Shepard, Schwartz & Co.,
certified public accountants

CHICAGO, Nov. 26.—Since the advent of high income tax rates, businesses operating at a profit have been seeking maximum depreciation allowed for tax purposes. The bulk vending machine operator is no exception. He, too, is desirous of taking highest possible tax deductions correctly even this the may leave only reduced allowances of future years.

By selecting one of the new methods of depreciation permitted in the internal Revenue Code of 1934, the bulk vending machine operator can avail himself of large expense allowances on his machinery in the early years of their usefulness. Here is how it works:

Under the new Internal Revenue Code, the depreciation method permitted is the straight line method. It is continued and, in addition, other methods of depreciation are available. Also, there are those that have created the most interest among businesses. There are the declining-balance method at double the straight line rate of depreciation, and the sum of the digits method. By large and the declining-balance method will be used.

By careful computing, the declining balance method could be used.

(Continued on page 99)

BULK OPERATOR: CIVIC LEADER, PROUD FATHER

CHICAGO, Nov. 26—Sam Schmeler, owner of the Circle B Distributors, a bulk and coin vending firm, is animating this month to raise money for the Chicago Tribune’s appeal, "Give "Em A Break.

The father of three youngsters — two boys and a girl — Schmeler has been in the vending business for 21 years. He established his present firm in 1934 and is a member of the Young Men’s Merchandising Club of Chicago.

Low-Volume Stands

Traditionally, the bottlers have stuck with bottle vending machines but with limited capacities on location, which didn’t do enough volume to cover a cost of service.

With diversified operators buying the strips directly from the manufacturer, and being able to make their own machines, the bottler was at a competitive disadvantage in high-traffic locations.

Plus Sale

On gas station-type locations, the bottler had the edge. Most of these strips will not support machines, and the distributor won’t get very well go through with these machines, as small bottles is his only source of supply. So the bottler gets a higher price on his bottles as outlets for gas sales.

(Continued on page 98)

Bushnell Cites Growing Interest of Banks, Finance Houses in Vending

NEW YORK, Nov. 26.—The banking fraternity is showing an increasing interest in the vending business, say officials of National Automatic Merchandising Association, a department of the National Bankers Association.

They said that at the recent convention of the National Automatic Merchandising Association, bankers and finance house representatives visited the convention floor to get a good look at how the industry was progressing.

And, they added, most of them were impressed.

Conditional, which specializes in discounting equipment, has handled virtually no vending accounts.

Gigs, Soft Drinks

And that should not surprise nearly all of the firms financing in the vending field covers cigarette and tobacco sales with bankers and finance house representatives collectively visiting the convention floor to get a good look at how the industry was progressing.

And, they added, most of them were impressed.

One of the prime reasons accounts in the vending business are difficult to handle is naturally not yet covered.

For example, a vending machine may stand up a long time, a meter may be damaged or the coin value considered in a few months.

On music, the life of equipment is definitely longer, but the new methods do cause mechanically perfect pieces to wear.

Now Depreciation

However, a vending machine with a new model in the vending business, and as long as it is in operating shape, it can be depreciated.

This problem accounts for the difference in terms offered to operators. Conditional Sales usually deal on a three-monthly and sometimes even at some times on vending.

For instance, if the firm charges to purchasers of coin machines a third of the price same as they were a year ago, but the firm is coming out with a less maintenance and lower-

Milk Sales Top Soft Drinks in Vermont Tests

BURLINGTON, Vt., Nov. 26.—According to a recent report from the state department of the Vermont College of Engineering, milk sales are second only to soft drinks in the state.

The report indicates that Vermonters are buying more milk than ever before, and that the state is a leader in the marketing of milk.

(Continued on page 98)

Sum of Digits Method

For $100 Asset With 5-Year Life

Uncovered Allowable Allowable
Year Depreciation Factor Interest Factor Allowable Depreciation
1 $100.00 $40.00
2 66.67 24.00
3 20.00 8.00
4 16.67 6.40
5 13.33 5.20

*Disregard Salvage Value

(Continued on page 95)

Declining Balance Method

For $100 Asset

Year Uncovered Allowable Allowable Allowable
Year Interest Factor For Year Depreciation
1 5.00 $60.00 $24.00
2 4.00 48.00 24.00
3 3.00 36.00 24.00
4 2.00 24.00 6.40
5 1.94 19.60 5.20

(Continued on page 101)

Penny, Nickel, Still Have Buying Power

When nearing the machines, and money nears a stop and as long as it is in operating shape, it can be depreciated.

(Continued from page 99)

when nearing the machines, and the time of the young and their families. This results in no money at all, and the machine worker has no desire to work.

Pleasure Children

Full Sparacino, a veteran of more than 20 years in the bulk vending field, has established two of his sons in the business and earned a living as well.

He has his success in "plumbing the depths" of the vending business, and as long as it is in operating shape, it can be depreciated.

(Continued from page 99)

Rapidly building up a thriving business in tab guns along with a number of other machines is Elie Seta, who quit his job as a quality control engineer as he could have his own business.

Among his best work is a large automatic machine and fire truck according to service.

In Detroit City Hall, head of the vending business, has not unusual success by the changing of the vending business, and as long as it is in operating shape, it can be depreciated.

Fond Charged

The men were charged with using a scheme and an actio to defraud people of their purchases.

(Continued from page 100)

Operator's Truck Looting of $5,000

NEWARK, N. J., Nov. 26.—A truck driver was housed $5,000 in coins this week, which was stopped at a busy intersection here.

While the truck was being looted, the alarm system was engaged by engineers and the driver was stopped to see what was going on. This resulted in an instant arrest.

One of the bottlers, of the Eastern Automatic Company, was left the curious when the men were making a purchase at a nearby paint shop.
'Sparkle' Wins Kiddies' Pennies

By BILL MARLOWE

CHICAGO, Nov. 26—(Sparkle.

That virtually describes Sam Schnayer's Washington Park gumball game, the bulk ball gum and charm vending business, and he's been actively en-
gaged in the field for 21 years.

As the owner of the Circle B Distributing Co., Schnayer personally services his vendors, cleans, repairs and paints them regularly, and or-
ders his own stock.

He meticulously hones the top of the globe to the base, omitting with cleanliness that makes the products inside the ball half as
seen and appealing.

So clean are the globes that a youngster from several feet away can spot the many charms as well as the colorful balls of gum. The
sparkle, according to Schnayer, simply draws the younger closer to the machine to inspect the con-
tents more thoroughly, and another sale is made.

Efforts Rewarded

That they appeal, Schnayer ex-
plained, "more than repays the ef-
tort. I take to keep my noses sparkling at all times."

A penny is important to a child, he asserts. Youngsters have to be sold on a product before they spend that penny. A clean vendor with its gleaming glass globe and bright shining base is half the battle in selling children.

If the machine adds to the child's confidence," Schnayer man-
tains. "They realize somehow they will not be disappointed when they place that penny in the coin chute, and usually adopt the same
practice with their purchase.

Candy vendin locations include neigh-
borhood store, department, grocery and fruit stores, 5 and 10-cent store, drug stores, and stores.

He has hundreds of out-
lots. Schnayer said he has made it his business personally acquain-
ted with the owner or man-
ager of each, and knows them all by name. If he sees a vendor in the street he calls to see each one,

BULK OP'S THEME

Read, listen to compliments or sugges-
tions.

Service First

"I have informed them I carry property and personal liability in-
urance, and impressed upon them the fact they have to try to service and maintain the vendor as I would want it kept if I owned the out-
let," he explained.

Schnayer said he always makes it practice to pay his commission with rolls of pennies, saying outlets must be changed, and he is grateful toward an operator who supplies him with pennies.

"Commission should be kept within reason," he maintains. Fur-
ther, "I do not believe in jumping a location. I have seen many bulk op's operating try to move in on an
other's location by offering a higher commission, but they don't last long. They just can't operate on that small a profit."

In the Washington Park area, Schnayer, who has two sales boys, said the owner of the Circle R says he phones very few charms in his vend-
ers, stating: "In this way I don't complete with store sales. The parents usually buy the child a toy, and here the colorful ball and charm
serves as a treat for the child and cost only a penny.

Stairway Spots

In such locations, Schnayer usu-
ally spots his machines—small
-
two—near the exit door. In de-

Attention Vending Operators!!!

Uncede Vending Service is instituting a new policy in this issue of Billboard. Check all information in this ad and future ads for

We have a tremendous stock of "AS IS" Equipment. In good working condition but not always in need of service. Equipment finished.

Check this list of terrible values!

Rowe (Cigarette Vendors)

Uneced, Col. ...$17.50

Imperial, Col. ...$35.00

Royal, Col. ...$35.00

Crest, Col. ...$35.00

Crest, Col. ...$5.00

Any of above machines repainted in color of your choice for $12.00.

For $25.00 Dual Vend Machines add $20 to above prices.

Paper Vending (like new) .5c, 10c, 15c Vend. Special $12.50

Refrigerated Sandwich Machine $300.

We trade prices: 1/2 deposit, balance C.O.D. Quantity buyers, write for special discount prices and terms.

Unceda Vending Service, Inc.

"The Nation's Leading Distributor of Vending Machinery"

250 Madison Avenue, New York, N. Y. (Majestic 3-6495)
certain advantages not available under the sum-total-debit method and for that reason this method is probably better adapted to the new situation.

The declining-balance method may be used provided that the asset being depreciated has a useful life of at least five years or more and was acquired or constructed during December 31, 1953. Under the sum-total method, assets shall not include used items which have been subject to depreciation in the hands of former owners.

This method works by the application of a constant rate to the unrecaptured cost of the assets. No consideration is given to the fact that a machine or equipment may be made to last longer by a little more maintenance and care. Under the declining-balance method, the asset can take depreciation at the rate of 60% of the unrecovered cost each year. On an asset costing $100, the computation would be as follows:

- Year 1: $100 x 60% = $60
- Year 2: ($100 - $60) x 60% = $36
- Year 3: ($100 - $60 - $36) x 60% = $21.60
- Year 4: ($100 - $60 - $36 - $21.60) x 60% = $12.96
- Year 5: ($100 - $60 - $36 - $21.60 - $12.96) x 60% = $0

After the end of the third year, the asset will be fully depreciated under this method.

It is important to note that the principles of depreciation described above are not new. The declining-balance method is simply a more efficient way to accomplish the same thing.

Machines are not used to make a formal election to one method or another. He can apply the method to the assets that qualify merely by computing the new cost under the method and computing the depreciation under the new method. Every new cost under the old method after 1953 in which he acquires such new depreciable assets.

In this article, I have discussed the use of the declining-balance method. It is a popular accounting method. It is applied in the year of purchase and the cost of the asset is recovered over the years of its useful life. The table below shows the depreciation of the asset under the declining-balance method.

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
<th>Total Depreciation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$60</td>
<td>$60</td>
</tr>
<tr>
<td>2</td>
<td>$36</td>
<td>$96</td>
</tr>
<tr>
<td>3</td>
<td>$21.60</td>
<td>$117.60</td>
</tr>
<tr>
<td>4</td>
<td>$12.96</td>
<td>$130.56</td>
</tr>
<tr>
<td>5</td>
<td>$0</td>
<td>$130.56</td>
</tr>
</tbody>
</table>

A possible modification to the declining-balance method is that the asset has been sold. If salvage value is not taken into account, then this results in slightly higher charge-offs in the earlier years than the use of declining balance. However, the method of salvage value will be interpreted by the Internal Revenue Service in the absence of any other evidence.

The table shows the depreciation deductions under sum-total method and declining-balance method. The sum-total method is used to calculate the total amount of depreciation that can be deducted on the asset. The declining-balance method is used to calculate the amount of depreciation that can be deducted in each year. The sum-total method is used to calculate the total amount of depreciation that can be deducted on the asset. The declining-balance method is used to calculate the amount of depreciation that can be deducted in each year. The sum-total method is used to calculate the total amount of depreciation that can be deducted on the asset. The declining-balance method is used to calculate the amount of depreciation that can be deducted in each year. The sum-total method is used to calculate the total amount of depreciation that can be deducted on the asset. The declining-balance method is used to calculate the amount of depreciation that can be deducted in each year.
Jukes exports, games (30). Exhibit show Vender Total Center Coin of licensed year the Office National the parts games and 1954, are the city, Chicago, Ill. Sales, train electric game train exhibit. During their visit here coin machines were given special views at the show and also troop operators in the local manufacturers and distributers.

Bilotta Offer New Shuffles On Trial Plan

NEWARK, N. J., Nov. 26—Bilotta Distributing Company here has a new game trial offer on Keeley Challenge Bowlers.

According to Johnny Bilotta, head of the distributing firm, any one can get the 12-day trial game free.

Bilotta’s reasoning is that he is going to see if they see the collections after the trial period.

Actually, there is no risk on the part of the operator, according to Bilotta, since he is playing the game if the operator isn’t satisfied.

Bilotta, at the Newark office, and Bob Catlin, at the Albany, N. Y., office, have promised a flood of requests for the trial.

Williams Bows New Long-Size Bank Pool Game

CHICAGO, Nov. 26—William M. Williams & Company have announced the introduction of a new model pool game, Senior Deluxe Bank Pool. The game is similar in play to the pool game, but is 18 inches longer and 15 inches wider than the old model. It has been designed to fit into the table ends for better play. The new model is built to the same standards as the old one.

Like the Williams Deluxe Bank Pool game, the Senior Deluxe model can be played from either end. The playfield is on double the former model, allowing approximately 21 square feet of floor space for location. Players take turns shooting, attempting to land balls in playfield holes which score from 0 to 500 points.

Scoring Reels

Each player’s score is registered in eight score reels. Each score reel consists of two reels, one for each player. The player whose score is on the upper reel of both sections wins the game. The player who has no score on the lower reel of one section also wins the game. Two or more balls are standard in each section.

Players shoot from behind a fixed line at the head of the table, placing their shot on one of two targets (two to reach player) before shooting. A player may shoot to hit one of the other balls on the table— if he fails to do so, his shot is forfeited to his opponent. A player may shoot as many times as he wishes before he has a free shot at the contestant's table. (Continued on page 707)

Columbus Firm Names Gen. Mgr.

COLUMBUS, O. Nov. 26—United Coin Machine Exchange here this week appointed Harry F. Nau, Columbus, Ohio, general manager of the firm. The distributing company is the National Coin Machine Exchange, employs 1800 persons throughout the country.

Stewart, 36, attended American Metal Trade School. He later started his own business. He plans to travel the State of Ohio and West Virginia.
TO OUR OPERATOR READERS

In the next 13 weeks you will find much more advertising from distributors offering good used equipment for use on your locations. To stimulate these offerings The Billboard has set up a special advertising program for these 13 weeks. IF YOU ARE NOT A SUBSCRIBER, make sure that you get these issues by using the coupon below. Subscribe for a full year... or take advantage of the SPECIAL OFFER of 13 weeks for only $2.50. Don't miss these next thirteen value-packed issues.

TO DISTRIBUTORS

Interested in The Billboard's Special Three-Month HALF-PRICE advertising rates? Despite the fact that five salesmen have been traveling the past few weeks, it's physically impossible to see everyone in such a short time. We have a kit which will completely explain it to you if you're interested. Wire any individual in any office below collect and we'll rush it out to you.

"SEVEN-TO-ONE" FAVOR FOR THE BILLBOARD

During the past year distributor advertising has been carefully measured in all coin machine publications. It's a matter of "Black and White Facts" that distributors spend $7 in The Billboard for every $1 in all other publications!

It must mean that distributors get results in The Billboard which cannot be obtained through any other means.

ADVERTISING OFFICES

CHICAGO 1, Illinois, 188 W. Randolph St., Central 6-8761
Jack Sloan, Dick Ford, Dick Wilson and Hilmer Stark

NEW YORK 36, N. Y., 1564 Broadway, Phone Plaza 7-2800
Marty Toohey

CINCINNATI 22, Ohio, 2160 Patterson St., Dunbar 1-6450
Lou Schochet

HOLLYWOOD 28, Calif., 6000 Sunset Blvd., Hollywood 9-5931
George Kelley

ST. LOUIS 1, Mo., 300 Arcade Bldg., Phone Chestnut 1-0443
Frank Joerling

WIRE ANY OFFICE by addressing any individual, The Billboard, WUX city (to which directed).

SUBSCRIPTION ORDER BLANK

The Billboard
2160 Patterson Street
Cincinnati 22, Ohio

Yes, I want to be sure to read the forthcoming important issues of The Billboard.

☐ Send me The Billboard for 1 yr.—$10.
☐ Send it for 13 weeks at only $2.50.

Name

Address

City, Zone & State
GAME, AMUSEMENT'S PRODUCT EXHIBITORS AT NAAPPB

CHICAGO, Nov. 29—A group of 16 coin machine and related product exhibitors are at the National Association of Amusement Machines, Pools and Beaches Show at the Hotel Sherman, Chicago, Ill., Wednesdays (30). Following are the firms exhibiting and some of the products they are showing:


Capitol' Projector Corporation, New York, coin-operated picture units.


Chicago Visible Counter Sales Company, Chicago, coin-operated game, pool games.

Harvard Automatic Machine Corporation, Lorrain, O., metal detectors.

International Metsopec Corporation, Long Island City, N. Y., coin-operated photo machine, cigarette machine.

J. H. Keeny & Company, Chicago, coin-operated pool game, air cushion machine.

Mike Mervyn Corporation, New York, Arcade machines.

National Receivers, Inc., St. Louis, slot receivers, coin changers.


Scientific Machine Corporation, Brooklyn, coin-operated roll-down games.

Selma Dispenser Corporation, Long Island City, N. Y., soda fountains.

Standard Metal Types, Inc., Chicago, metal types.

Williams Manufacturing Company, Chicago, coin-operated roll-down games, pool games.

Write Dalíory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.

Write-raliory, Ltd., 950 E. 3rd St., Chicago, 45.00.
Anti-Pinball Ordinance Scrapped by Mo. Judge

KANSAS CITY, Mo., Nov. 20—Circuit Judge Joe W. McQueen issued an order last week that the city’s ordinance banning bally-type pinball games was unconstitutional. Pinball game operators were jubilant. However, attorneys for the city indicated the ruling would be appealed and, if necessary, taken to the State Supreme Court.

The ordinance, which referred particularly to the type of machines offering free game awards, was passed December 10, 1954. Twelve days later, a declaratory judgment suit was filed in behalf of John Masters, operator of the Missouri Valley Amusement Company, 2354 Cholly Street. The petition stated it was brought in behalf of Masters and several other coin machine operators.

Coin machine operators have complied with the city law during the 11-month litigation. Judge McQueen took the case under advisement in October.

The judge held that pinball machines were not in themselves a nuisance and that the city did not have the authority to declare them a nuisance.

"It is therefore ordered, adjudged and decreed," said Judge McQueen, "that the ordinance be declared null and void and unenforceable."

The ordinance affected only machines on which a player could increase the probability of winning from free play by paying more coins. Many operators had their machines modified to meet the requirements of the law."
Look at these prices.

**WANT TO BUY**

**3W-1 Wall-O-Matic 100**

The following Seeburg models

HE-1000 M-1000 M-100A

**WANT TO BUY**

San Francisco Salt Lake Denver Portland Seattle

**Collections are bigger when you operate the best!**

**Exhibit's New De Luxe**

**Skill Pool "84"**

**BEST DEAL—IMMEDIATE DELIVERY ON POOL GAMES!**

**SHUFFLE GAMES**

**NEW CHICAGO COIN GAMES**

BOWLING TEAM BOWLER PHONE OR WRITE ALL STAR TEAM BOWLER PHONE OR WRITE SCORE-A-LINE BOWLER SPECIAL-WHITE!

**FIRST—CONDITIONED**

Offering the world's biggest and finest selection of right shuffle games—guaranteed to be thoroughly reconditioned and refinshed.

- Blinder Coin
- Bulls Eye Coin
- Holiday Coin
- Triple Strike Coin
- Firebird Coin
- Flash Coin
- Playtime Coin
- Deluxe Lightening Coin
- Superframe Coin
- Starlight Coin
- Crossroads Coin
- Advance Coin
- Gold Cup Coin
- Deluxe Coin
- Crown Coin
- 100 Frame Coin
- Name Bottle Coin
- Genco Coin

**CHICAGO COIN—UNITED**

- Deluxe Capitol Coin $425
- Deluxe Clipper Coin $385
- Deluxe Bows Coin $350
- Deluxe Mars Coin $325
- Banner Coin $295
- Targette Coin $250
- Leader Coin $225
- Chief Coin $150
- Star Frame Coin $150
- Star 4-Player Coin $45
- Deluxe 4-Player Coin $45
- Domino Coin $115
- United Coin $55

**Coke Bottlers**

Continued from page 99

Coke has had the field pretty much to themselves.

They have their eyes on bigger things—mostly the fast industries that have been monopolized by the small operators.

Coke bottlers feel the pre-mix machine will either allow them to compete with the cup drink well also, pre-mix sales are currently being invited to Coke bottlers.

In the third quarter of this year, Coke had more gains than in any quarter in its 99-year history, it was above the comparable 1954 quarter.

The third quarter profits climbed to $118,000, or $0.40 a share, compared with $99,160, or $0.28 a share, for the same quarter of 1954.

Coke earnings were $22, 089,062, or $3.93 a share of common stock as against $21,121,652, or $3.62 a share, for the first nine months of 1954. A $1 a share dividend, equal to and divided of $3 on common stock has been declared, payable December 15.

Mr. Schnayer entered the bulk vending field about 1954 shortly after he quit high school to help support his family.

After selling song sheets, fruit, groceries, and assortment of other articles he went to work for Ben Segal, a prominent manufacturer of Novelty Spins—where he remained for 13 years, the last six as an assistant manager.

After leaving Ben Segal, he established routes in Philadelphia, he eventually bought out the local distributor and sold his Pennsylvania interests.

In 1954, he entered into partnership with his brother and brother-in-law, and in 1952, a new warehouse was opened.

In 1954, Mr. Schnayer entered the bulk vending field about 1954 shortly after he quit high school to help support his family.

After selling song sheets, fruit, groceries, and assortment of other articles he went to work for Ben Segal, a prominent manufacturer of Novelty Spins—where he remained for 13 years, the last six as an assistant manager.

After leaving Ben Segal, he established routes in Philadelphia, he eventually bought out the local distributor and sold his Pennsylvania interests.

In 1954, he entered into partnership with his brother and brother-in-law, and in 1952, a new warehouse was opened.

Until his retirement, Joseph Lynn, was born over two years ago, his wife, Mary, was working in the Circle 2 business, but now has her hands full at home.

Mr. Schnayer has two sons, Robert, 12, and...
NCMDA PROGRESS AND AIMS

Finally trying to keep the members on the rails, they were charged with the responsibility of a trade organization.

Membership Drive
Since the founding of the association five months ago, I have tried to analyze the situation, I have tried to find out who our members are, who are our customers, what problems they have, and what membership they would have if they had a membership.

The reason we met on May 1 in Chicago to open the offices to members, I think, was to find out who our members are and what their needs are.

Our announcement was not made to the whole world. The stories we told about our association were to the members who are already members. We tried to tell them about our association and what we have done.

NCMDA Returns
It was with this in mind, and I think it was the main reason for the association, that we met on May 1 in Chicago to open our offices.

Of course, we had no idea what the reaction to our announcement would be. We had no idea how many members would be interested in our association. We had no idea how many members would be interested in our association.

The stories we told about our association were to the members who are already members. We tried to tell them about our association and what we have done.

Inquiries have been made, as I have said, by many individuals and companies. We have been approached by many individuals and companies.

In the beginning, I think, we were not sure if our announcement was not made to the whole world. The stories we told about our association were to the members who are already members. We tried to tell them about our association and what we have done.

There were many who looked upon our association with a great deal of interest and many who were skeptical about it. I think, however, that the latter, who had hoped that this association would not be successful, would have been able to not help but ask a question, "Why are the distributors not interested in this association?"

What benefits do they get out of this association, I asked myself. Some manufacturers and trade publications wanted to know the same thing. They wanted to know why we were interested in this association.

There were many who looked upon our association with a great deal of interest and many who were skeptical about it. I think, however, that the latter, who had hoped that this association would not be successful, would have been able to not help but ask a question, "Why are the distributors not interested in this association?"

What benefits do they get out of this association, I asked myself. Some manufacturers and trade publications wanted to know the same thing. They wanted to know why we were interested in this association.

Here, your ad only reaches a distribution center. As this service will be of tremendous value to our members, our bulletin will become a great deal of interest.

As this service will be of tremendous value to our members, our bulletin will become a great deal of interest. It has great potential value and it is an important part of this association.

Another new project undertaken in behalf of our members is a weekly newsletter advertising in our trade publications.

For the past five months I have made an earnest effort to bring our association to the attention of the entire coin machinery industry. With but little funds I have to some extent recreated your association to the point where sufficient funds are now needed to add additional services for our members' benefit. No funds are now available for travel, public relations, legal services, legislative reports, or even a secretary for your managing director.

The situation requires our utmost consideration. Steps should be taken at this meeting to find ways and means of raising additional funds. I am asking you to take my advice among the leaders, sufficiently funds should be available to expand our services so that every member can have the latest information on every subject that affects his business.

Despite the many stories that appear in some of our trade publications, there are some in this industry who view the future with pessimism and gloom. The members of this association will play an important role in the welfare of this industry.

As a group, we have the responsibility of correcting any abuses that may now exist and correct our mistakes and correct the problems of the operators and manufacturers by using this association to get better machines, better prices, better legislation, and better public opinion.

In concluding this report, I realize and I am sure that you also realize, that there has been some progress made in the past five months. While the building of this association is being done slowly, it is being done safely and surely. With a good solid foundation under us, I feel that this association can go on to a long range program with the building of certainty.

I would further add that our groundwork to a larger extent has been completed. With the conviction that we now have, representing a majority of the manufacturers of the nation, we can ultimately create a stronger association and shape the policies of this industry.

COMMUNE YOU KNOW

The York is in the hospital. — Al Minniss, Paramount Music, and Ray Kowalski, Huso Music, returned from the West Coast.

Tenia Avenue was closed to us in replacing our story to the entire coin machinery industry.

Ernesto was. F. Dannenfield, New York, and C. D. S. and D. L. H. (who are in New York City) were made weekly to every distributor they have in the phones for their new association.

Approximately 15 of the original members of the association were placed on the rolls again. This was our membership.

54 Inquiries

Then our vigorous membership campaign began. We received a total of 53 inquiries from all parts of the country. Applications were included in all of our mailings. Many small distributors signed membership applications immediately only to let them know that we knew what the were doing, that they were verbalizing proper placements. They felt the need for belonging, but, being small distributors, were unable to include this cost in their operating budgets. We opened a total of 50 applications for membership. Ten of these were dropped immediately because of the lack of the necessary funds. I am not denying that the Board of Directors has the right and the opportunity to accept or reject additional members for non-payment of membership dues. Our present membership is 43.

New Low Cost Payment

I felt a great disappointment in that some of our original members in 1949 stated such a lack of interest in our invitation to rejoin us. It is very possible that they wanted to be certain that this new association was not just a continuation of the old one. I feel quite certain that these former members will at some time in the near future recognize the new look that this association offer to the face of this industry.

While I have concentrated my efforts on trying to get new members, I have not been in the business of contacting operators and the leaders of operator associations. We have not even received reports from operator associations. We have not been in the business of creating an atmosphere of good relations.

Mr. Contact

I have also visited all the officials and sales managers of all the companies in the Chicago area. Wherever I have gone, when I have spoken to, I have consistently spread the gospel about our new reactivated association and our new program of getting good relations for the betterment of our entire industry.

One of the innovations of our association has been our monthly bulletin, Distrib's Digest. I have tried to bring to the attention of our members their duties, editorially, substantially and constructively approaches to some of the problems of the day. The bulletin has been and continues to be, to my knowledge, the potential association has.

It has also carried stories of new products, parts items, premiums, new manufacturers, and our Buy Sell section is of great value to our members. This section of our bulletin is in the only service of this kind available to distributors.

Here, your ad only reaches a distribution center. As this service will be of tremendous value to our members, our bulletin has created a great deal of interest. It has great potential value and it is an important part of this association.

Another new project undertaken in behalf of our members is a weekly newsletter advertising in our trade publications.

For the past five months I have made an earnest effort to bring our association to the attention of the entire coin machinery industry. With but little funds I have to some extent recreated your association to the point where sufficient funds are now needed to add additional services for our members' benefit. No funds are now available for travel, public relations, legal services, legislative reports, or even a secretary for your managing director.

This situation requires our utmost consideration. Steps should be taken at this meeting to find ways and means of raising additional funds. I am asking you to take my advice among the leaders, sufficiently funds should be available to expand our services so that every member can have the latest information on every subject that affects his business.
sonal SENSATIONAL SALE–PRICES SLASHED!
ALL MUST GO IMMEDIATELY–WRITE–WIRE–CALL COLLECT!

COINMEN YOU KNOW

KIDDIE RIDES
8 BALLY HORSES
17 MOON RIDES
6 Miss America BOATS
12 BALLY SPACE SHIPS
6 DECO RANGERS
2 NYLON ROCKETS
2 STELLIUM
5 DRIVEABLES

*100% Guaranteed
*America's Largest Stock
*Easy Trade–Literal Terms–New

Trade on your DEAD SHUFFLE ALLIES, GAMES and MUSIC from your stockroom for our reconditioned KIDDIE RIDES.

CHICAGO, Nov. 28–Williams Manufacturing Company, Chicago, is releasing available to coin-operated game operators the famous Williams' distributors' printed tournament sheets which enable any number of players to engage in and score tournament play. Providing for regular elimination play, the tournament sheets in chart form, can be posted near the coin-operated game table at the location. The Williams tournament play begins with eight players, lined vertically, on the left hand side of the chart. They are paired off into four, with opposing edges, each group competes for the best two out of three games in the first frame, to eliminate four of the original starters. The four winning players are then paired off on the next margin of the chart, and the best three out of five games in each case. The two winners of the mini-finals that make up the final margin to score the best four over three games.

Each of the tournament play charts requires that a total of 36 separate players must be eliminated in order to determine the ultimate winner of the tournament. In addition to the tournament ends and a champion is awarded, another winner is declared, and the next tournament starts anew.

Genco DeLuxe Tournament
Williams DeLuxe Bank Pool

Genco DeLuxe Tournament
Williams DeLuxe Bank Pool

Tourney Plan
Offered Ops
By Williams

CHICAGO, Nov. 28–Williams Manufacturing Company, Chicago, is releasing available to coin-operated game operators the famous Williams' distributors' printed tournament sheets which enable any number of players to engage in and score tournament play. Providing for regular elimination play, the tournament sheets in chart form, can be posted near the coin-operated game table at the location. The Williams tournament play begins with eight players, lined vertically, on the left hand side of the chart. They are paired off into four, with opposing edges, each group competes for the best two out of three games in the first frame, to eliminate four of the original starters. The four winning players are then paired off on the next margin of the chart, and the best three out of five games in each case. The two winners of the mini-finals that make up the final margin to score the best four over three games.

Each of the tournament play charts requires that a total of 36 separate players must be eliminated in order to determine the ultimate winner of the tournament. In addition to the tournament ends and a champion is awarded, another winner is declared, and the next tournament starts anew.

Genco DeLuxe Tournament
Williams DeLuxe Bank Pool

Tourney Plan
Offered Ops
By Williams

CHICAGO, Nov. 28–Williams Manufacturing Company, Chicago, is releasing available to coin-operated game operators the famous Williams' distributors' printed tournament sheets which enable any number of players to engage in and score tournament play. Providing for regular elimination play, the tournament sheets in chart form, can be posted near the coin-operated game table at the location. The Williams tournament play begins with eight players, lined vertically, on the left hand side of the chart. They are paired off into four, with opposing edges, each group competes for the best two out of three games in the first frame, to eliminate four of the original starters. The four winning players are then paired off on the next margin of the chart, and the best three out of five games in each case. The two winners of the mini-finals that make up the final margin to score the best four over three games.

Each of the tournament play charts requires that a total of 36 separate players must be eliminated in order to determine the ultimate winner of the tournament. In addition to the tournament ends and a champion is awarded, another winner is declared, and the next tournament starts anew.

Genco DeLuxe Tournament
Williams DeLuxe Bank Pool

Tourney Plan
Offered Ops
By Williams

CHICAGO, Nov. 28–Williams Manufacturing Company, Chicago, is releasing available to coin-operated game operators the famous Williams' distributors' printed tournament sheets which enable any number of players to engage in and score tournament play. Providing for regular elimination play, the tournament sheets in chart form, can be posted near the coin-operated game table at the location. The Williams tournament play begins with eight players, lined vertically, on the left hand side of the chart. They are paired off into four, with opposing edges, each group competes for the best two out of three games in the first frame, to eliminate four of the original starters. The four winning players are then paired off on the next margin of the chart, and the best three out of five games in each case. The two winners of the mini-finals that make up the final margin to score the best four over three games.

Each of the tournament play charts requires that a total of 36 separate players must be eliminated in order to determine the ultimate winner of the tournament. In addition to the tournament ends and a champion is awarded, another winner is declared, and the next tournament starts anew.

Genco DeLuxe Tournament
Williams DeLuxe Bank Pool

Tourney Plan
Offered Ops
By Williams

CHICAGO, Nov. 28–Williams Manufacturing Company, Chicago, is releasing available to coin-operated game operators the famous Williams' distributors' printed tournament sheets which enable any number of players to engage in and score tournament play. Providing for regular elimination play, the tournament sheets in chart form, can be posted near the coin-operated game table at the location. The Williams tournament play begins with eight players, lined vertically, on the left hand side of the chart. They are paired off into four, with opposing edges, each group competes for the best two out of three games in the first frame, to eliminate four of the original starters. The four winning players are then paired off on the next margin of the chart, and the best three out of five games in each case. The two winners of the mini-finals that make up the final margin to score the best four over three games.

Each of the tournament play charts requires that a total of 36 separate players must be eliminated in order to determine the ultimate winner of the tournament. In addition to the tournament ends and a champion is awarded, another winner is declared, and the next tournament starts anew.

Genco DeLuxe Tournament
Williams DeLuxe Bank Pool

Tourney Plan
Offered Ops
By Williams

CHICAGO, Nov. 28–Williams Manufacturing Company, Chicago, is releasing available to coin-operated game operators the famous Williams' distributors' printed tournament sheets which enable any number of players to engage in and score tournament play. Providing for regular elimination play, the tournament sheets in chart form, can be posted near the coin-operated game table at the location. The Williams tournament play begins with eight players, lined vertically, on the left hand side of the chart. They are paired off into four, with opposing edges, each group competes for the best two out of three games in the first frame, to eliminate four of the original starters. The four winning players are then paired off on the next margin of the chart, and the best three out of five games in each case. The two winners of the mini-finals that make up the final margin to score the best four over three games.

Each of the tournament play charts requires that a total of 36 separate players must be eliminated in order to determine the ultimate winner of the tournament. In addition to the tournament ends and a champion is awarded, another winner is declared, and the next tournament starts anew.

Genco DeLuxe Tournament
Williams DeLuxe Bank Pool

Tourney Plan
Offered Ops
By Williams

CHICAGO, Nov. 28–Williams Manufacturing Company, Chicago, is releasing available to coin-operated game operators the famous Williams' distributors' printed tournament sheets which enable any number of players to engage in and score tournament play. Providing for regular elimination play, the tournament sheets in chart form, can be posted near the coin-operated game table at the location. The Williams tournament play begins with eight players, lined vertically, on the left hand side of the chart. They are paired off into four, with opposing edges, each group competes for the best two out of three games in the first frame, to eliminate four of the original starters. The four winning players are then paired off on the next margin of the chart, and the best three out of five games in each case. The two winners of the mini-finals that make up the final margin to score the best four over three games.

Each of the tournament play charts requires that a total of 36 separate players must be eliminated in order to determine the ultimate winner of the tournament. In addition to the tournament ends and a champion is awarded, another winner is declared, and the next tournament starts anew.
Vending Fraud  
Continued from page 90

purchasers of certain vending ma-
chines, persons looking for employ-
ment or profits in connection with
the operation of vending machines.

J. C. Melton, post office inspec-
tor, Kansas City, testified Netto
took in more than $43,000 during
the short period it operated. It sold
5C machines, all of which were
paid in full, but shipped only once.

Baker told federal inspectors he
operated and was sole owner of
Netto. It was formed after Na-
tional Distributing Company,
operated by Roudes and McCullough,
discontinued because of its repu-
tation.

Wolfe, according to federal au-
thorities, said that Roudes wanted
him to set up Western Manufac-
turing Company in Los Angeles
and operate the business as his own
because of complaints by the Bet-
ter Business Bureau, which was in
strumental in bringing the case be-
fore the Federal Court.

GAME SPECIALS!  
HARPOONS $5.00 EACH  
BULLET SPOTS $3.00 EACH  
QUEEN OF HEARTS $3.00 EACH  
BASEBALL $4.00 EACH  
LYLETT SHUFFLE ALLEY CUPS $3.00 EACH

NEW ENGLAND EXHIBIT  
COMPANY  
217 W. Washington St.  
(At Newton Corner)  
Newton, Mass.  
(Office 518)

WANT  
1c A.B.T.  
CHALLENGERS

Working condition............. $4.00
Not working.... $2.00 Ship C.O.D.

Orms Mfg. & Sales Co.

2814 Main Street  
Dallas, Texas  
Phone: Prospect 7453

Seeks Op Aid  
Continued from page 99

ing machines at the NAMA con-
vocation in Chicago recently that
sanitation will not pose a para-
mount problem.

"We have a little good housekeeping
effort vending operators should be
able to keep their automatic ma-
chines within the health require-
ments of any State."

Liddy declared that he had con-
ferred with John T. Pierson, Kansas
City, newly elected president of
NAMA and head of Vendo Com-
pany, and Attorney Herbert Seidt,
NAMA's legislative council, at the
Chicago conclave regarding Iowa's
proposed moratorium.

The meeting, according to Liddy,
was held after he had consulted
with food and beverage manufactur-
ers' representatives and opera-
tors attending the meeting.

"It is our plan to present the pro-
posed legislation governing these
to the next session of the Iowa State
Legislature, which convenes
January 1, 1927," Liddy stated.

In his remarks with a Billboard
reporter, Liddy declared that there
had been a great influx of coffee and
milk machines in Iowa recently,
adding:

"Food" dispensing vendors are
becoming more and more popular,
as are fruit machines, and the in-
dustry should thrive in our State."

Iowa, he explained, currently
governs only the health regulations
of coffee, bottle milk, and cup bev-
erage vending machines, which re-
quire a $3 license fee.

Restaurants, he continued, must
pay a license fee of $15 for the first
year and $3 each year thereafter. How-
ever, should the restaurant bought or
move to a new location, the owners
must again pay the initial license
fee of $15.

This law, he explained, could be
adapted to any probability to food
and beverage machine operators.

However, Liddy said that he had
talked the fee to a maximum of $120,
and unfair to vending operators.

The new statute, which the Iowa
Department of Agriculture will
present to the Legislature, will
regulate the operation and fees of all
food and beverage machines, in-
cluding candy, cookies and bulk
operations of nuts and gums.

While it was not mentioned, the
section may be about the opening
of the operation of cigarette
machines in the State, Iowa is the
only State which does permit the
sale of cigarettes thru vending ma-
chines.

Cleveland Coin  
Machine Exchange, Inc.

Seeking to aid vending machine
operators, who have recently
said they have not much money
in the box, is A. B. T. Challenge.

The company is also trying to
aid operators who have been
influx of complaints by the Bet-
ter Business Bureau, which was in
strumental in bringing the case be-
fore the Federal Court.

THE BILLBOARD  
COIN MACHINES  
DECEMBER 3, 1955  

GIVE TO DAMON RUNYON CANCER FUND

VENDORS  
1c A.B.T.  
CHALLENGERS

Working condition............. $4.00
Not working.... $2.00 Ship C.O.D.

Orms Mfg. & Sales Co.

2814 Main Street  
Dallas, Texas  
Phone: Prospect 7453

Seeks Op Aid  
Continued from page 99

ing machines at the NAMA con-
vocation in Chicago recently that
sanitation will not pose a para-
mount problem.

"We have a little good housekeeping
effort vending operators should be
able to keep their automatic ma-
chines within the health require-
ments of any State."

Liddy declared that he had con-
ferred with John T. Pierson, Kansas
City, newly elected president of
NAMA and head of Vendo Com-
pany, and Attorney Herbert Seidt,
NAMA's legislative council, at the
Chicago conclave regarding Iowa's
proposed moratorium.

The meeting, according to Liddy,
was held after he had consulted
with food and beverage manufactur-
ers' representatives and opera-
tors attending the meeting.

"It is our plan to present the pro-
posed legislation governing these
to the next session of the Iowa State
Legislature, which convenes
January 1, 1927," Liddy stated.

In his remarks with a Billboard
reporter, Liddy declared that there
had been a great influx of coffee and
milk machines in Iowa recently,
adding:

"Food" dispensing vendors are
becoming more and more popular,
as are fruit machines, and the in-
dustry should thrive in our State."

Iowa, he explained, currently
governs only the health regulations
of coffee, bottle milk, and cup bev-
erage vending machines, which re-
quire a $3 license fee.

Restaurants, he continued, must
pay a license fee of $15 for the first
year and $3 each year thereafter. How-
ever, should the restaurant bought or
move to a new location, the owners
must again pay the initial license
fee of $15.

This law, he explained, could be
adapted to any probability to food
and beverage machine operators.

However, Liddy said that he had
talked the fee to a maximum of $120,
and unfair to vending operators.

The new statute, which the Iowa
Department of Agriculture will
present to the Legislature, will
regulate the operation and fees of all
food and beverage machines, in-
cluding candy, cookies and bulk
operations of nuts and gums.

While it was not mentioned, the
section may be about the opening
of the operation of cigarette
machines in the State, Iowa is the
only State which does permit the
sale of cigarettes thru vending ma-
chines.

Cleveland Coin  
Machine Exchange, Inc.

Seeking to aid vending machine
operators, who have recently
said they have not much money
in the box, is A. B. T. Challenge.

The company is also trying to
aid operators who have been
influx of complaints by the Bet-
ter Business Bureau, which was in
strumental in bringing the case be-
fore the Federal Court.

THE BILLBOARD  
COIN MACHINES  
DECEMBER 3, 1955  

GIVE TO DAMON RUNYON CANCER FUND
OPERATORS

Live up your PIN-POOL spots in a hurry! Show locations that PIN-POOL not only earn big cash-box money but steps ups 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 in set lines and show locations the strongest disease-customer attraction they ever saw—Bally PIN-POOL priced for blanket coverage of your territory.

WHEN YOUR PLACE IS

Pin-Pool 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 sticky maneuvers of balls around live-rubber bumper-plates 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 pinners, creates a cozy atmosphere in your place that keeps drop-in trade from drifting away. Because friendly competition at the PIN-POOL table keeps customers happy, they may longer, spend more at the bar, cigar-counter or smoke-shop...come back often and bring their friends.

Cash in on growing popularity of PIN-POOL...the 100 per cent skill game with 6 per cent odds. Get PIN-POOL busy for your store.

DIG THOSE IVY-COVERED PINBALLS

BOULDER, Colo., Nov. 26—What's new on the campus At the University of Colorado boys, it's pinball.

In the lower level game rooms of the beautiful student union hall, social center for the university, Dieters Music Company has installed 12 pinball games, which are available to students for entertainment, along with the customary ping pong tables and bowling alleys.

The games have proved popular with the 3,000 students who pass thru the union hall daily.

ASSOCIATED

AMUSEMENrS

INC.

188 DIBRTGTON AVE.

ALLSTON, MA.

EXCLUSIVE DISTRIBUTORS FOR ROCK-OLA MFG. CO. AND KEELEY MFG. CO.

DISTRIBUTORS OF GAMES OF LEADING MANUFACTURERS

SAH YOUE SAW IT IN THE BILLBOARD!

COIN CALENDAR

Following are dates of interest and importance to all coin machines operators, distributors and associations. Check the weekly calendar for new events in your area.

November 27-30—National Association of Amusement Parks, Pools and Beaches, annual meeting, Hotel Sherman, Chicago.

December 1—California Music Merchants Association, Sacramento division, monthly meeting, Hotel Sacramento, Sacramento.

December 3-4—Nebraska Automatic Phonograph Operators Association, Inc., quarterly convention, Fremont.

December 5—United Music Operators Association of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

December 5—Anthracite Music Operators Association, monthly meeting, William Barr, Pa.

December 6—Washington Music Merchants Association, monthly meeting, Seattle.

December 6—Automatic Phonograph Owners Association, monthly meeting, Hotel Sheraton Hilton, Cincinnati.

December 6—Summit County Music Operators Association, monthly meeting, Mayflower Hotel, Akron.

December 7—Music Operators Association of St. Joseph, bi-weekly meeting, offices of Carl Zimmer Company, South Bend, Ind.

December 7—Retail Amusement Association of Canton, Ohio, monthly meeting, Mansfield.

December 9—Massachusetts Music Operators Association, monthly meeting, Bossefield Hotel, Providence, Mass.

December 9—Cleveland Photographic Merchants Association, monthly meeting, Hollanders Hotel, Cleveland.

December 19—Worcester Operators’ Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

December 21—Automatic Equipment & Owners Association of Indiana, monthly meeting, Association headquarters, Gary, Ind.


January 26—Central States Phonograph Operators’ Association, monthly meeting, offices of Leo Montooth, Peoria, Ill.

DALLAS, Nov. 26—A $2,000-

600 advertising program for 1956

was announced by the Dr. Pepper Company this week. Leonard Green, president, disclosed that the budget is more than twice as large as the 1955 campaign. The campaign will be highlighted by a new, co-operative ad plan for independent bottlers. Four basic media—television, newspaper, outdoor and radio—will be used for consumer advertising. Trade publications are scheduled for institutional advertising.

BINGO MECHANIC WANTED

For route work. Regular hours—good pay and vaca-

tion. No drivers. Write to

BOX 831

The Billboard, Chicago, Ill.

BEST RECONDITIONED GAMES

PER 100 PIECES

READY FOR LOCATION

BRIDGE SPOT... 75.00
DIPPER LIFE... 75.00
CRAMPETO... 50.00
PIONEER... 65.00
PIT... 100.00
PEMCO... 150.00
BARBER... 150.00
SIDE BARN... 175.00
LIZ TIME... 100.00
STATE... 40.00
SHOW WARS... 95.00
TORNADO... 120.00
HAWK... 125.00
NEW UNITED STATES... 125.00

CASE OUT

NEW EXHIBIT EYE, SKILL POOL

NEW UNITED STATES

10.00 (See Calif. Arr. only)

C. A. ROBINSON & CO.

For Complete

ARCADES

Mike Munves Corp.

Company

C.

Arcades

Pools-Supplies-Lowriders

For Complete

ARCADES

377 Tenth Ave., New York, N.Y.

For Complete

ARCADES

30th Street Philadelphia

For Complete

ARCADES

230 W. 21st St.

New York 11, N.Y.

For Complete

ARCADES

125 W. 23rd St.

New York 11, N.Y.

For Complete

ARCADES

Washington Street

For Complete

ARCADES

Washington Street

For Complete

ARCADES

Washington Street

For Complete

ARCADES

Washington Street

For Complete

ARCADES

Washington Street

For Complete

ARCADES

Washington Street

For Complete

ARCADES

Washington Street

For Complete

ARCADES

Washington Street

For Complete

ARCADES

Washington Street

For Complete

ARCADES

Washington Street

For Complete

ARCADES

Washington Street

For Complete

ARCADES

Washington Street

For Complete

ARCADES

Washington Street

For Complete

ARCADES

Washington Street

For Complete
COINMEN YOU KNOW

Detroit

By HAL REVES

COINMEN OFF HUNTING. Early reports from the coin machine trade indicate that not too many are having any luck tracking down their deer this season. Dale Sauve, of Sauve and Son Distributing, has just returned from a week up at Drummond Island without a deer. Accompanying Dale was Jake Dunbar, of D and P Service, who also returned empty handed.

Sam Wilkins, owner of Wilkins Music Systems, who specializes in installations in driveways, is elevating from a severe head cold. . . . Sauve Sears, office secretary for the United Music Operators, on volunteer duty for the USO Monday evening, enjoyed jitterbugging at the Selfridge Air Force base... Sam Sapienza, head of Eagle Music Company, was on special courier duty for the USO this week, making a visit to the local office of The Billboard.

SHAFER EXTRA SPECIALS
On Fully Reconditioned Trade-Ins

<table>
<thead>
<tr>
<th>SEEBURG</th>
<th>AMI</th>
</tr>
</thead>
<tbody>
<tr>
<td>M100-B</td>
<td>$495.00</td>
</tr>
<tr>
<td>M100-A</td>
<td>395.00</td>
</tr>
<tr>
<td>148ML</td>
<td>95.00</td>
</tr>
</tbody>
</table>

WURLITZER

| 1800 | WHITE |       |
| 1700 | WHITE |       |
| 1650 | 395.00 |       |
| 1500 | 300.00 |       |
| 1400 | 195.00  |       |

ROCK-OLA

| 1448 (120 Sel.) | WHITE | 1442 (50 Sel.) | WHITE | 1438 (Cabinet) | $252.00 |
| 1434 (50 Sel.) | 195.00 |
| 1456 (120 Sel Wall Box) | 45.00 |

Send for Illustrated Catalog Showing Complete List

Shaffer Music Co.
In the Coin Machine Business Over 25 Years

COLOMBUS, OHIO
649 N. High St.
1200 Walnut St.
Alabina N-4414

CINCINNATI, OHIO
INDIANAPOLIS, IND.
1277 Capital Ave.
CAN 4-3771

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 405.00
Seeburg M100DL 525.00
Wurlitzer 1015 65.00
Rock-Ola 1438 Cenol. 475.00
Rock-Ola 1434 Fireball 195.00

BINGO

Bright Spot $ 85.00
Frelco 100.00
Beach Club 150.00
Owes Ranch 195.00
Tahiti Club 100.00
Palm Springs 210.00
Variety 395.00
Big Time 495.00

EXECUTIVE AMERICAN MACHINE COMPANY
P.O. Box 123, Chicago 11, Illinois

EXECUTIVE AMERICAN MACHINE COMPANY
Established 1901
4218 W. Lake St. CHICAGO
PHONE: VA 6-3100
Exclusive Chicago Distributor for the BEST in POOL GAMES!
CUE-STAR by FISCHER - $209

BRAND NEW POOL COIN
IMMEDIATE DELIVERY!

POOL GAME PARTS AND ACCESSORIES

IMMEDIATE DELIVERY!

POOL GAMES

IMMEDIATE DELIVERY AT LOW PRICES

WRITE FOR POOL GAME SUPPLIES

NCMDA Names 3 New Firms
To Trade Group

CHICAGO, Nov. 28.—The National Coin Machine Distributors Association has announced that it is continuing its efforts to publicize the good work done by the industry.

Theodore Lee Dies
After Long Illness

LOS ANGELES, Nov. 26.—Theodore Lee, 45, a veteran of 20 years in the vending and refrigeration industries and West Coast sales representative for the Lenox Manufacturing Company of Chicago, died here after a lingering illness.

A native of Brooklyn, Lee served with the Armed Forces in Europe during World War II. Following the war, he was associated with the Drink-On-the-Spot Industries Corporation. He joined Lennox September 1, 1954, and became West Coast representative last January 1. Mr. Lee, who is survived by his widow. Lina, died October 25.

WORLD'S BEST BUYS
MUSIC AS LOW AS $60
SHUFFLES AS LOW AS $30
BALLS & BINGOS AS LOW AS $60
KIDDE RIDES AS LOW AS $150

All equipment reconditioned, cabinets refinished, expert crated or packed, delivered free aboard steamer.

For Immediate Delivery

MUSIC MACHINES

1025 Wurliters
1100 Wurliters
1250 Wurliters
1500 Wurliters
1800 Wurliters
2000 Wurliters
3000 Wurliters

GUNS

Kaney Spiritman $245
Kaney Ranger $245
Gene Billy Galaxy $175

433-34 N. WESTERN AVE.
CHICAGO, ILLINOIS
JUNIOR B-1816

A WIDE, OPEN TRAIL

TO GREATER EARNINGS...
WITH GOTTLIEB'S
FRONTIERSMAN
4 LINE-UP ADVANCING TARGETS!

Lighting up 4 spots of same color lights center hole for SPECIAL and EXTRA SPECIAL.

Hitting any target 4 times lights hole for SPECIAL.

Spotting rollover advances color lights.

Lettered bottom rollovers advance corresponding target lights.

HOLDOVER FLAMING ARROW FEATURE deals number of times player lights 4 spots of same color.

SUPER SPECIAL awarded when 5th number of ARROW FEATURE is lit.

D. GOTTLEIB & CO.
11140-50 N. KOSTNER AVE.
CHICAGO 31, ILLINOIS

Exclusive Chicago Distributor for the BEST in POOL GAMES!
CUE-STAR by FISCHER - $209

BRAND NEW POOL COIN
IMMEDIATE DELIVERY!

POOL GAME PARTS AND ACCESSORIES

IMMEDIATE DELIVERY!

TIPS STEAK, Etc. 19.99
CUT STICKS
CUT TIPI, Etc. Leather Pk of 25
TIP DADDY
FELT RINGS
TRIANGLE RINGS
DARTS DARTS DARTS
PHENOLIC ROUTE MARKERS

Monarch Coin Machine, Inc.
2257 W. Lincoln, Chicago 14, Ill.
**Alluvot Vs. Miller**

Continued from page 84

 supporting Frank’s Music Company in determining the legality of practices to which the association objects. Significantly, Small pointed out The Billboard that the UMO set up a fund when first formed to maintain high standards of operation and that the action in the Alluvot-Miller injunction case followed the association’s policy.

Small brings into court with his position insofar as it upholds the enforceability of a non-compete clause. So does the present

William L. Miller, head of Miller Newfield and his counsel, Ben Rosenthal.

However, Rosenthal ordered a trial de novo and has not been decided in any detail, nor has it been decided by the court.

Rosenthal declared that all three special contracts were invalid for various reasons, primarily because two of the contracts were not approved by the present location owners.

Rosenthal pointed out that a new location owner is not bound by a contract signed by a predecessor if he enters the sale without knowledge or assumption of such a contract.

AMF, Inc., was originally named Alluvot, but was subsequently enjoined from the prosecution of the injunction, having filed a separate stipulation setting forth that the firm does not operate until after Zither Still Boss

his sales are Wurlitzer Model 1350’s and 1800’s, the latter selling for about $2,000 in the Australian territory. Wall boxes, he declares, are "indestructible"

Machines are mostly located in Australia’s modern coffee bars, where phonograph styling is not out of place. Missouir pointed out that the bulk of the machines operated through Australia are owned by location owners rather than operators.

He reported that after phonograph installations, location owners claim business picks up about 40 percent. Phonographs are relatively new in this country, appearing on the scene for the first time about two years ago.

Are fully车子 going to replace the traditional other in Australia? Never, says Miller. "First, the Australians in the taverns—where the patrons are played—want folk songs and there’s very few recorded. Second, they want a musician who comes around and plays music at their table and drinks with them."

**PHONOGRAPH YOU CAN DEPEND ON!**

**ROCK-OLA 1438 COMET**

$575

WURLITZER 1100

155

WURLITZER 1015

95

A.M.I. MODEL D-80

350

A.M.I. MODEL A

125

SEEBURG WALL-O-MATIC

(WR-L56-20 S.)

17

**RECONDITIONED—REFINISHED LIKE NEW!**

**TERMS: 1/2 Dep. Bal. C.O.D.**

**ATLAS MUSIC COMPANY**

A Quarter Century of Service.

1130 N. Western Ave., Chicago 47, Ill., U. S. A.

**www.americanradiohistory.com**

**You asked for it... HERE IT IS!**

**NEW GENCOS SUPER BIG TOP RIFLE GALLERY**

Remember GENCOS BIG TOP?

Operators everywhere acclaimed it the finest Gun Game ever made!

NOW we bow to the POPULAR and SUSTAINED DEMAND...

and proudly present this brand-new, better-than-ever advanced model...

**SUPER BIG TOP**

SAME SMASH FEATURES AS THE ORIGINAL—PLUS NEW, EXCITING ADDITIONS!

SEE OFFICIAL AND DELUXE TOURNAMENT POOL GAMES AT YOUR GENCOS DISTRIBUTOR TODAY!
**SPECIAL PRICES**

**to**

**QUANTITY BUYERS!**

**5-BALL GAMES**

<table>
<thead>
<tr>
<th>GAME</th>
<th>PRICING</th>
</tr>
</thead>
<tbody>
<tr>
<td>GYPSY QUEEN</td>
<td>875.00</td>
</tr>
<tr>
<td>HOLIDAY</td>
<td>875.00</td>
</tr>
<tr>
<td>PINBALL STAND</td>
<td>875.00</td>
</tr>
<tr>
<td>SLOTS</td>
<td>875.00</td>
</tr>
<tr>
<td>SPOOKY</td>
<td>875.00</td>
</tr>
<tr>
<td>TINMAN</td>
<td>875.00</td>
</tr>
<tr>
<td>TAPESTRY</td>
<td>875.00</td>
</tr>
<tr>
<td>TRAVEL LADY</td>
<td>875.00</td>
</tr>
<tr>
<td>VINTAGE</td>
<td>875.00</td>
</tr>
<tr>
<td>WINDING WELL</td>
<td>875.00</td>
</tr>
<tr>
<td>GREEN PASTURES</td>
<td>875.00</td>
</tr>
</tbody>
</table>

**SHUFFLE GAMES**

<table>
<thead>
<tr>
<th>GAME</th>
<th>PRICING</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALINER</td>
<td>875.00</td>
</tr>
<tr>
<td>BOWLER</td>
<td>875.00</td>
</tr>
<tr>
<td>DALLAS</td>
<td>875.00</td>
</tr>
<tr>
<td>DANDELION</td>
<td>875.00</td>
</tr>
<tr>
<td>DELUXE MARS</td>
<td>875.00</td>
</tr>
<tr>
<td>DELUXE</td>
<td>875.00</td>
</tr>
<tr>
<td>DELUXE STANDARD</td>
<td>875.00</td>
</tr>
<tr>
<td>DELUXE MILLENIUM</td>
<td>875.00</td>
</tr>
<tr>
<td>DELUXE TARGUETT</td>
<td>875.00</td>
</tr>
</tbody>
</table>

**BINGO GAMES**

<table>
<thead>
<tr>
<th>GAME</th>
<th>PRICING</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIVE STAR</td>
<td>875.00</td>
</tr>
<tr>
<td>HARROW</td>
<td>875.00</td>
</tr>
<tr>
<td>BEAUTY</td>
<td>875.00</td>
</tr>
<tr>
<td>PRINCESS</td>
<td>875.00</td>
</tr>
<tr>
<td>BARBARIAN</td>
<td>875.00</td>
</tr>
<tr>
<td>MAJESTIC</td>
<td>875.00</td>
</tr>
<tr>
<td>BROTHER</td>
<td>875.00</td>
</tr>
<tr>
<td>MAMMOTH</td>
<td>875.00</td>
</tr>
<tr>
<td>EMPIRE</td>
<td>875.00</td>
</tr>
<tr>
<td>EMPIRE</td>
<td>875.00</td>
</tr>
</tbody>
</table>

**NATIONAL DISTRIBUTORS**

- BRONXWEX BALKE-COLLIER

**POOL GAME REPLACEMENT ACCESSORIES**

**World's Best-Paid-Voted DISTRIBUTOR - TERRITORY OPEN**

**ALL TYPES POOL GAMES**

- Immediate Delivery
- LOWER PRICES
- CALL NOW!

**Winners Named**

- Continued from page 54

ed October 31 were announced this week. The winners and their wives are to make the trip in February.


The contest, according to the company, was supervised by Capello, MacDonald & Company, Dayton, Ohio; and distributed by the sales incentive organization. All of the Wilters 36 distributorship participated in the contest.

**FOR SALE**

- **PHONOGRAPHICS**
  - Buck-Die 1452: $200.00
  - Buck-Die 1453: $250.00
  - Buck-Die 1454: $300.00
  - Buck-Die 1455: $325.00
  - Buck-Die 1456: $350.00
  - Buck-Die 1457: $400.00

- **BINGOS**
  - Ice Pool: $200.00
  - Palm Beach: $250.00
  - Surf Club: $300.00

**UNI-CON DISTRIBUTING COMPANY**

2410 Main Street
Phone: Jefferson 1-1295
Kansas City, Mo.

**NATIONAL Serves You Better!**

- ATTENTION Iowa & Mo. Illinois Operators!
- We Have Gottlieb's FABULOUS FRONTIERSMAN for IMMEDIATE DELIVERY!

**Reconditioned SHUFFLE GAMES**

- UNITED DELUXE CAYETEL ... $425
- UNITED CLIPPER ... $395
- UNITED DELUXE MARY ... $395
- UNITED DELUXE MINING ... $295
- UNITED TEAM Shuffle Alley ... $325
- UNITED LEAGUE ... $295
- UNITED ROYAL ... $195

**ALL KINDS OF NEW POOL TABLES**

- IMMEDIATE DELIVERY
- ATTRACTIVE PRICES!
- WRITE!

**NATIONAL COIN MACHINE EXCHANGE**

1411-13 Diverny Blvd., Chicago 14, Ill. Phone Buckingham 1-0466

---

**AVAILABLE NOW ANY WAY YOU WANT IT**

**TO FIT ANY AND ALL LOCATIONS**

Keeneys'

**FASCINATION POOL**

- **REGULAR SIZE**
  - 52" L. x 36" W. x 32" H.
- **OR**
  - JUMBO DELUXE
  - (18 inches longer)

**3-Sided Play!**

Keeneys' Original HINGED TOP!

- **Celebrate Royal**
  - MISS ILLINOIS 1954-55
  - Recording artist
  - likes to play Keeneys' FASCINATION

- J. H. Keeneys & Co., Inc.
  - 2600 West Fiftieth Street
  - Chicago 32, Illinois

---

**JUST LOOK AT THESE EXTRA FEATURES!**

- Mahogany Grained Moulding—Cork Finish Body and Legs
- Perfect operating Ball Release can't be cheated
- Perfectly squared to entice the professionals
- Green, rubber-backed felt
- Simple coin mechanism
- Levels on 2 Side Rails
- Leg Levelers
- Piano finish Mahogany Moulding
- Formica Side Rails
- White Diamonds on Side Rails
Chi Coin Pool

bulls can be a player in one shot and registered on the scoreboard.

To determine which player shoots first, each player shoots one ball from the hole line, banking between the back cushions and the player whose cue ball returns nearest to the tee and the player whose cue ball returns nearest to the hole on gross volume.

Hochman pointed out that the overwhelming majority of machines on location are single-price machines set at 25 cents. He added that while they may be in good operating shape, the straight 25-cent vend prevents the operator from realizing the maximum profit from his locations.

Trade sources now feel that an increase in the wholesale price of cigarettes is imminent. They point to recent talks by cigarette industry leaders calling for "more realistic pricing." This they interpret as preparation for the boost.

NATIONAL'S
GOLD NUGGET DELUXE
SHUFFLEBOARD

Available in both Regulation and the
New Deluxe "Billiard" Models, 9 to 22 ft.

For More SALES
and PROFITS, Too!

Also Available:
A complete line of accessories and
supplies.

NATIONAL SHUFFLEBOARD COMPANY
Orange, New Jersey

All Locations
LARGE or SMALL
invite you to install

Williams DE LUXE
BANK POOL
FEATURING
3-SIDED PLAY!

NOW AVAILABLE
The Deluxe SENIOR Model
18 Inches Longer
Same Width
More Exciting Than Ever!

OPERATE
Williams
SNAFU
NEW 5-BALL
SCORE BUILD-UP!
HIGH SCORES!

OPERATE
Williams
CIRCUS
WAGON
LUXURY 2 PLAYER
WITH
NUMBER MATCH
BONUS POCKET BUMP

OPERATE
Williams
JOLLY
JOKER
HIGHEST EARNINGS!
LOWEST PRICE!

For More SALES
and PROFITS, Too!

See YOUR
WILLIAMS
DISTRIBUTOR NOW!

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST.
CHICAGO 34, I1

The "FORWARD LOOK" = 5-BALL CABINETS!
HERE THEY ARE!

The Profit Leading Bowlers of the Year...

Designed For Every Location!

**BOWLING TEAM**

With Automatic Tally Sheets
2 Teams, With Up to 10 Players
On Each Team Can Play!
Available In MATCH Model at
ALL STAR TEAM Bowler

**BLINKER**

With "Ring-O-Matic" Bulls Eye and
Traveling Lites! 100% Replay
Equipped With Replay Totalizer!

**BULLS EYE**

Player Matching A Number Only
Gets Additional Scoring On
The "Ring-O-Lite" Bulls Eye!

**SCORE-A-LINE**

With "Number-Lite" Scoring Player
By Lighting Up Numbers In
Line Gets Additional
Points! With Automatic Tally Sheets!

---

**Appellate Court Backs Silco on Injunction**

JERSEY CITY, N. J., Nov. 28—

The Silco Cigarette Service has
been an important rival in its legal
battle with the Abe Vending Serv-
ices. The decision was given re-
cently in the Superior Court of
New Jersey Appellate Division,
where an interlocutory injunction
against Abe was upheld.

The case involves contract rights
between a cigarette operator and
his location, Broadway. Abe has
been operating in the Hudson
County area for about two years.
A rate of growth has been mainly
at the expense of Silco.

Silco charges that Abe's expan-
sion has been due to the pirating
of locations which were under
contract to Silco. Named as defend-
ants were Abe and its officers as
individuals, and the owners of 50
locations. Silco is seeking damages
of $350,000 each against the defend-
ants and the right to get its
locations back.

**Silco Contention**

Backbone of Silco's case is the
contention that Abe induced loca-
tions to break contracts by promis-
ing to back them in any legal dif-


---

**Complete Refinishing and Factory Reconditioned... Ready for Location**

C. C. HOLIDAY (Jackie)...$319

DELI CE COINS....299

JET BOWLER...279

DELUXE MERCURY

LEADERS...199

TEAM PLAY...299

UNITED CLASSICS

MASTER POOL... 99

C. C. DUCO

SHUFFLE POOL...

Jobbers—Call Us for

WIN Trade Above Names for Late A.M. and Seeburg Photographs

---

**ALLIED COIN MACHINE CO.**

700-1600 Fourth Ave. New York 3, N.Y.

---

**BINGO**

Sealight

Atlantic City

Palm Beach

Beach Club

*Palm Springs*

*San Diego*

*Huntington Beach*

Gatsby

---

**MUSIC**

47 Seabright

1257 Washington(Monday - Friday)

1260 Washington

Model "A" (All)

Model "C" (All)

Model "D" (All)

Model "E" (All)

Model "F" (All)

---

**SHUFFLE**

C. C. Dr. Play machines

United Year-In-Play

C. C. Super Frame

United Chief

C. C. Colon

Canada Play

C. C. Player Skin

---

**ARCADE**

Seabright Coin Machine

C. C. Super House Skin

Seabright C. C. Player

American Bank Shuffle

Wurlitzer with or without Piano Unit

Twelve-To Deposit, Roulette Sight Draft

HERMITAGE MUSIC CO.

74 Lafayette St. Nashville, Tenn.

Tel. C-1946

---

**RECONDITIONED EQUIPMENT**

**BINGOS**

Betsy

$500.00

Hi Fi

$399.95

Palm Springs

$179.00

Economy

$50.00

---

**SHUFFLE ALLEYS**

Bush Book No. 112

$2,100.00

Bush Book No. 113

$2,800.00

---

**MUSIC**

American Shuffle, Wurlitzer

American Coin, Seabright

---

H. M. BRANSON DISTRIBUTING COMPANY

811 EAST BROADWAY

Phone: WAlsh 1362

LOUISVILLE, KENTUCKY

EXCLUSIVE DISTRIBUTORS OF ROCK (FLA PHONOGRAphs AND BALL GAMES

THE BILLBOARD has a greater circulation than the combined total of the next 3 show business trade papers... AND IT'S AN AUDITED PAID CIRCULATION.
Chicago Coin Solves $64,000 Question

Introduces It’s New, Space Saving, **FRONT PLAY!**

**AUTOMATIC POOL**

For Every Location!

- It’s The FIRST Automatic Pool Game In The Industry!
- FAST Appealing Play!
- New Livelier Rebound Rails!
- Accurate Fool-Proof Scoring!
- New Ingenious Player Score Transfer Device! (Accurate Transfer Scoring From One Player To Another.)
- Easy Servicing... Hinged Playfield!

3' x 5' Requires Only 21 Sq. Feet of Space

This is The First Of a Series Of a Full Line Of Deluxe Pool Tables Which Chicago Coin Will Bring to the Operator.

1725 West Diversey Blvd., Chicago 14, Ill.
Now the old-favorite money-making Select-A-Spot feature is not limited to 4 or 5 numbers. Each and every number on the Card and Super-Cards of the brilliant Beach Beauty backglass may be a selectable-spot number... because ball in Wild Pocket lights up any number player desires to light. Player puts the "spot" light exactly where he may need a fill-in for a 3-in-line score... or to stretch a 3-in-line out to 4-in-line or 5-in-line. Players are enthusiastic about the new cover-the-cards spotting idea... and their enthusiasm is showing up in packed-full cash-boxes. Get your share... get Bally Beach Beauty now.

SEE Bally BOWLERS PAGE 99
EMBER
3, 1955
THE BILLBOARD

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

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
THE NEW Select-o-matic HAS "MUSIC FOR EVERYONE"

Select-o-matic

World's First Dual Music System

100 Records
200 Selections

Most Complete Music Systems

America's Finest and

Dependable Music Systems Since 1932

Choose from 40 Selections Under Each of the Five Basic Musical Classifications

A Total of 200 Selections

Revolving Drum Selector

MUSIC FOR EVERYONE

American Radio History

www.americanradiohistory.com