Outdoor Convention Cup Runneth Over

PROSPEROUS 1955, Fine Outlook for '56 Fill Meeting Showmen With Good Cheer

By HERB DOTTEN

CHICAGO, Dec. 3—As prosperity 1955 season and confidence that 1956 will be at least equally good were mirrored at the annual outdoor show business conventions here this week in Hotel Sherman, Carnivals which play the Midwest and South made few changes in their fair routes, a reflection of the high midway grosses experienced generally that gave fair compensating reason to resist. Such few changes made were prompted by factors other than '55 grosses.

The show sponsored by the National Association of Amusement Park Owners, Bands, and Banana, was one of the most successful in history. Sales were heavy, with inducements that others, both on the show and coming from the show, were low.

Gayety and Confidence

In all of the social activities, when a number of the important park owners, carnival operators and others attended the show and were of high esteem and confidence for others-as well as for the show. Ten officers of the show and Ennie Young of Chicago emerged with a large purse, a repeat pact for him.

Contract Signing

In the other entertaining for the night's grandstand contracts Young but two, Oris, Tennessee Park Fair, Nashville, and the Fair at Sturgis, S.C. who went to the recently formed Hurrah, Inc., a combination resulting from Central Amusements and the veteran booker, George A. Ham, New York.

"Holiday on Ice," which last year made its initial appearance in front

Pat O'Brien Scores a Hit

CHICAGO, Dec. 3—On a表明's holiday, movie actor Pat O'Brien is expected to shoot a scene at the show here in the next few weeks. He will be well known by the local motion picture industry where he made his stage debut in 1930 in the musical comedy "The Music Box." He later went on to star in a number of films, including "The Pride of the Yankees," "The Story of Muggsy)," and "The Longest Day." He is known for his work in both comedy and drama, and has been nominated for an Academy Award for his role in "Gentlemen Prefer Blondes."
Color Due to Spark NBC's Affiliate Meeting in Chicago

By SAM CHASE

NEW YORK, Dec. 3. — Color TV has given a boost to the last couple of conventions of the NBC affiliates, and this year it may last all the way into the next year. It is the first time that color television has come to the forefront of the minds of the affiliate's leaders. It is also the first time that a meeting of the NBC affiliate's leadership has been held in Chicago.

Distir Tie-Up

Additional indications that the color circle is on the horizon was evident this week, too. The Chicago NBC affiliate, and the NBC affiliate's New York affiliate, are both planning to show color sets placed in prominent locations to get the word out.

The move by competitive NBC-CBS is a strong indication that the public is ready for color. The public interest is reflected in the fact that NBC has some plans of its own, and the color plans are likely to be announced soon. This is due to the fact that NBC has some plans of its own, and the color plans are likely to be announced soon. This is due to the fact that NBC has some plans of its own, and the color plans are likely to be announced soon.
SALES AMMUNITION

TVB's Quintile Study Says Biggest Buyers View Most

For advertised products, says TVB, is the quintile. The families in this quintile average 8 hours, 50 minutes of TV viewing per day, which accounts for 36 cent of all viewing in the U.S. These families are primarily big buyers. TVB states that "the quintile is the one-third of all families with five or more members fall into this quintile. These families account 6 TVB, "tend to spend a larger share of their family income on things they need or want." Also important is that families in this quintile spend a far larger share of their time watching TV than with all other media combined.

The findings that TVB is issuing in this report was not borne out by a study recently made by the American Research Bureau, which divided the market into "quarters," or numerically equal fourths of the nation's TV households, instead of "quintiles" as TVB did. There was a similar finding that the proportion of the income spent by the families in the quintile the dearest viewing the women (who do so much of the buying) watching TV more any than the other more than the long-terms of the households.

Midseason Finds Good Half-Hour
Seags Beating Longer Competition

Sivers, 'Question' Top All Opposition
To Prove Anew 'The Show's the Thing'

NEW YORK, Dec. 3.—New York the smoke is settling on the new TV season and much of the initial excitement about spectacles has dissipated, some second thoughts are being voiced. It which some have been the NYE. And its competition is a new form of the old country-touring shows on TV, "Playwrights 55." Many New Yorkers have indicated that these shows also demonstrates that it only matters what is shown, a good show is bound to attract audiences. Last season, CBS's "Playwrights 55" was much, and this year the shows have been knocked off "Dragons" and "I Love Lucy" have also enjoyed their high-rated perchs.

Spectacles Spectacles can be counted on to come up with occasional hits, a fact demonstrated last season and this fall as well. CBS has had two winners going for it, and one of the Appointment. The hits of course, were the Judy Garland show, and the "Gay Nineties Court Martial." The wins have been kind to Mary Martin. NBC's strong entry was "Our Town." But even then shows with all the money that has been put behind those do not compare in ratings with the week in-week out showing of "$40,000 Questions." Only a very rare spectacle can achieve the heights reached by that show on a regular basis.

And so it must be concluded, according to the trade, that the old cliché still holds good. It doesn't matter how many spectacles are in the market or how many critics have written about how short the program is, the audience will go on watching and watching, week in and week out, it is a phenomenon that is not to be underestimated.

This, of course, does not mean that spectacles will be cancelled. CBS is black-and-white at midseason, and NBC may move specatulars into Friday night, if it can be worked out.
There's General Theatre rated show on
Electric TV is a top dramatic reason for watching TV every Sunday night at 9 over CBS through 1956. MCA TV

*to the actors, writers, directors, and producing talent who continued ARE the reason, our thanks...

Every Sunday night at 9 over CBS through 1956

**Source: Trendex, Nov. 16, 1955.

MCA TV FILM SHOWS

BILL WILLIAMS
Adventures of
KIT CARSON

RAY MILLAND
SHOW

CHARLES BICKFORD
MAN BEHIND
THE BADGE

20.7
Atlanta (ARB)
Dayton, 20.2 (ARB)
Rockford, 26.2 (ARB)

40.1
Toledo (Videodex)
Philadelphia, 20.9 (Pulse)
Tulsa, 23.4 (ARB)

32.5
Dayton (ARB)
Kalamazoo-Grand Rapids, 37.6
(Videodex)
Birmingham, 28.3 (Pulse)

A show for
every product . . .
every market . . .
every budget!

Copyrighted material
SCORE AGAIN!

GUY LOMBARDO AND HIS ROYAL CANADIANS
30.8
Birmingham (Pulse), Pittsburgh, 40.9 (Videodex)
Shreveport, 29.4 (ARB)

JOHN HOWARD
DR. HUDSON'S SECRET JOURNAL
34.4
Pittsburgh (ARB), St. Louis, 28.7 (Videodex)
Buffalo, 26.4 (Videodex)

WESTERN FEATURES STARRING GENE AUTRY
21.9
Phoenix (ARB), Columbus, Sat. AM, 12.9 (ARB)
Indianapolis, Sat. AM, 11.6 (ARB)

WESTERN FEATURES STARRING ROY ROGERS
22.2
Phoenix (ARB), Boston, Sat. off., 13.9 (ARB)
Houston, Sat. Noon, 14.9 (ARB)

Choose your rating service — ARB, Pulse, Videodex. One thing you'll find they all have in common: Film shows syndicated by MCA TV are top-rated* everywhere.

Big audiences that spell big sales for you!

*September-October, 1955, ratings are shown.

WESTERN FEATURES
STARRING
GENE AUTRY
21.9
Phoenix (ARB), Columbus, Sat. AM, 12.9 (ARB)
Indianapolis, Sat. AM, 11.6 (ARB)

NEW SHOW—PRE-SYNDICATION
Network ratings shown

PHONE, WIRE OR WRITE YOUR MCA TV OFFICE FOR YOUR AUDITION PRINT TODAY!

AMEERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS
SERVING YOU WITH 30 OFFICES IN PRINCIPAL CITIES

Serving you with 30 offices in principal cities
Syndicators' Top Problem: 'All Programming Is Local'

Webs, Indies Must Be Convinced Of That Fact, Says KTTV's Moore

(Continued from Dec. 3 issue)

HOLLYWOOD, Dec. 3.- The primary problem syndicators, such as Dick Moore, president of KTTV, sees it, is to convince stations, both network and independent, that basically all programming is local. In some Western markets, the webs complete their schedule at 9 p.m. What a news director puts on the air then?

Moore believes that it is too fast a product. He freely admits that KTTV could spend less money on programming and still make as much, or more, profit than it does today. But what will happen as competition gets tougher? A station must give its audience the shows that it wants, or else viewers will switch off, and, of course, will profit eventually. A station that will continue to expand, in Moore's opinion, is the one that spends the money to do it.

The five, however, provides an easy way to advertise the warts of producers and distributors. A film weekly, which pays 10 per cent commission to agency salesmen, says that agency salesmen are selling dunned 40 per cent of the syndicated shows into distribution. That thought alliance is enough to make many of them shudder. There are bright spots in the situation. According to an industry executive, there are two groups of producers that are working hard to stabilize the situation, and because that, with all previous efforts, has failed, some top-rated syndicated programs like "Waterfront" and "Search for Tomorrow," "Perry Mason," "Liberace," etc., have been sold instead of being first-run.
Desilu Mapping 50% Hike in Production

Firm May Handle 12 Shows Next Season; Pilots Under Way, First Is 'Whirlybirds'

HOLLYWOOD, Dec. 3—Desilu Productions plans to show a 50 per cent increase in its film activity next year with a new film in production. Executive vice-president, said this week that the company may handle as many as 12 shows next season, as compared to seven this year.

Desilu has already started prepping pilots for the potential new programs, which are due to roll December 12. This is "Whirlybirds," story dealing with helicopters and pilots, which is being done in collaboration with CBS-TV. Producer, created and written by Jack Jacobs, will star Ken Tobey and Craig Hill under Lew Landers direction.

Another show, "Fast Freight," created by Luchs himself, will probably feature Karen Wyom and Tom D'Andrea in the leads in a story about truckers. Gayle Guyman will produce the John O'Hara script which is being done for ABC.

Desilu is working on one pilot, titled "Black Arrow," for National Teletelefilm Associates. The western mystery was created by Ralph and Doris Rose and Charles Smith. "Father Duffy of Hell's Kitchen," to be filmed by Desilu in conjunction with Bellofino-Doss, will star Lloyd Nolan and Steve Fisher in the tale of a New York priest.

Total of Radio, TV Revenue Hit $1,000,000,000 in '54

WASHINGTON, Dec. 3—The gross total of all revenue for radio and television in the calendar year of 1954 passed the $1,000,000,000 mark for the first time, the Federal Communications Commission says in its latest financial report for the industry. Other 1954 figures: TV revenue (from the sale of time, talent and program materials to advertisers) topped radio for the first time, with a total of $550,000,000 against radio's $460,000,000. Radio showed no increase in revenue for the first time in 16 years.

To add insult to injury, young TV's 1954 take topped radio's all time high of $475,000,000 in 1953. TV revenues went up 27 per cent (over 1953) while radio's sunk 5 per cent. The story was repeated in profits. Out of total radio and TV profits of $132,000,000 in 1954, up 7.4 per cent above 1953, TV got $90,000,000, while radio profits were only $42,000,000, before taxes.

TV networks, including its affiliated and operated stations, took in $520,000,000, over half the total TV revenue, while 394 other TV stations got the remaining 48 per cent, $380,000,000. Of these independents, 82 non-network fringe stations managed 7 per cent of the takings, $280,000,000. In striking contrast, network radio, including its 21 owned and operated stations, took only 20 per cent of the total industry revenue, while the 2,577 independents got 70 per cent—$361,000,000 as against net $80,000,000.

Time sales in television accounted for $452,000,000 (76 per cent) of the revenue, with $141,000,000 coming from sales of talent, program material and production. In radio, the time sales rang up a monumental 90 per cent of total revenue, fetching $460,000,000, while talent and program sales only chipped up $45,000,000.

FCC's broadsheet of 1954 time sales by category in TV (before commissions to agencies and representatives) shows $324,000,000 (45 per cent) coming from network time sales to National Advertisers, $177,000,000 (22 per cent) from non-network national advertising and the remaining 22 per cent, (Continued on page 17)

OFFICIAL REAPS NATIONAL CHAIN IN ERWIN PUSH

NEW YORK, Dec. 3—The first big deal to derive from Official Film's recent promotion of "Trouble With Father" to major food chains occurred this week in St. Louis. Beginning December 12, the National Food Center Stores, the local subsidiary of National Tea Company, will sponsor the St. Louis premiere on Christmas Monday, Wednesday and Friday, 1:130 p.m. For the same day on Tuesday, Thursday and Saturday, Official told the supermarket the June Havoc comedy, "Willy.'

National, which is the 11th largest food chain in the country and the fifth largest food chain, did not ask for Official's help in making co-op sales, which the distributor is offering, in this promotion. But it will get benefits from Official's plan anyway, since the distributor is mailing out details of the deal to all time buyers of food accounts.

The St. Louis deal turned still better for Official, since the food chain's agency, Rutledge & Lifftenfeld, bought "My Little Marge" for another account, Poyke Daily, for stripping in the 1:30-2 p.m. slot. In a deal para mimic its food chain promotion, Official is helping with前提是 commissions for co-op money for the Katz Drug chain, which bought a group of Official shows for Kansas City and St. Louis. In the latter market, Katz put three mystery series back to back in a late night slot. Katz also put the third mystery series back to back in a late night slot, replacing feature films. Katz bought "Secret File USA" and "Dorothy Lucy's."
SUDS IN ITS MOUTH!

TV Industry Keeps Its Programs Clean by Careful Self-Censorship

Continued from page 1

new KHJ-TV Programming Goes Vidfilm

Hollywood, Dec. 3.—A recent visitor to KHJ-TV, the station that has decided to build its programming around TV film, according to John Reynolds, general manager of KHJ-TV, the out- let exhibits a great amount of ingenuity in its presentation of syndicated properties.

The Central Television-owned channel this week made the first television showing of E. A. CLARK'S "Time for a Man Called X" from Ziv-TV. This is Ziv's winter series, and, with first-run properties expected to be extremely difficult to get until next fall, this was a welcome addition to the KHJ-TV schedule.

Exposing a religion or race to ridicule is prohibited by the FCC. An interesting recent ruling is that freedom of speech does not include the right to express obscene beliefs. However, on KHJ-TV, we have heard of the soap opera headship.

In short, for instance, there has traditionally been a "warty" character, but the Lausan is objecting and there is now an attempt to diversify the genus. The A.M.A. spokesmen at the word "warty."

When a soap is made about the efficiency of plumbers, or the plumbing leaks in the warehouses in which it is stored.

Some producers have a responsibility to uphold the dignity of their bodies or fraternal organizations to which they belong. For example, there is a need to keep a close watch on this.

There is no margin for error. The presentation may be such that the audience will see a few more than that time all the kids are at home, and after 9 o'clock parents considerably more latitude in commenting.

What goes on or doesn't go also depends considerably on the program. "Medley," for example, uses incident and terminology that would make the Johnson Office blush deep red. Yet criticism from viewers is not given.

There is no subject absolutely taboo. Nudities, for instance, can be treated as long as the program tends to discuss rather than encourage their use.

Spouses tend to shy away from portraying Negroes in any but the most casual roles, because they feel it will hurt their sales in the South. Again, however, exceptions are made.

Exposing a religion or race to ridicule is prohibited by the FCC. An interesting recent ruling is that freedom of speech does not include the right to express obscene beliefs. However, on KHJ-TV, we have heard of the soap opera headship.

In short, for instance, there has traditionally been a "warty" character, but the Lausan is objecting and there is now an attempt to diversify the genus. The A.M.A. spokesmen at the word "warty."

When a soap is made about the efficiency of plumbers, or the plumbing leaks in the warehouses in which it is stored.

Some producers have a responsibility to uphold the dignity of their bodies or fraternal organizations to which they belong. For example, there is a need to keep a close watch on this.

There is no margin for error. The presentation may be such that the audience will see a few more than that time all the kids are at home, and after 9 o'clock parents considerably more latitude in commenting.

What goes on or doesn't go also depends considerably on the program. "Medley," for example, uses incident and terminology that would make the Johnson Office blush deep red. Yet criticism from viewers is not given.

There is no subject absolutely taboo. Nudities, for instance, can be treated as long as the program tends to discuss rather than encourage their use.

Spouses tend to shy away from portraying Negroes in any but the most casual roles, because they feel it will hurt their sales in the South. Again, however, exceptions are made.

Exposing a religion or race to ridicule is prohibited by the FCC. An interesting recent ruling is that freedom of speech does not include the right to express obscene beliefs. However, on KHJ-TV, we have heard of the soap opera headship.

In short, for instance, there has traditionally been a "warty" character, but the Lausan is objecting and there is now an attempt to diversify the genus. The A.M.A. spokesmen at the word "warty."

When a soap is made about the efficiency of plumbers, or the plumbing leaks in the warehouses in which it is stored.

Some producers have a responsibility to uphold the dignity of their bodies or fraternal organizations to which they belong. For example, there is a need to keep a close watch on this.

There is no margin for error. The presentation may be such that the audience will see a few more than that time all the kids are at home, and after 9 o'clock parents considerably more latitude in commenting.

What goes on or doesn't go also depends considerably on the program. "Medley," for example, uses incident and terminology that would make the Johnson Office blush deep red. Yet criticism from viewers is not given.

There is no subject absolutely taboo. Nudities, for instance, can be treated as long as the program tends to discuss rather than encourage their use.

Spouses tend to shy away from portraying Negroes in any but the most casual roles, because they feel it will hurt their sales in the South. Again, however, exceptions are made.

Exposing a religion or race to ridicule is prohibited by the FCC. An interesting recent ruling is that freedom of speech does not include the right to express obscene beliefs. However, on KHJ-TV, we have heard of the soap opera headship.

In short, for instance, there has traditionally been a "warty" character, but the Lausan is objecting and there is now an attempt to diversify the genus. The A.M.A. spokesmen at the word "warty."

When a soap is made about the efficiency of plumbers, or the plumbing leaks in the warehouses in which it is stored.

Some producers have a responsibility to uphold the dignity of their bodies or fraternal organizations to which they belong. For example, there is a need to keep a close watch on this.

There is no margin for error. The presentation may be such that the audience will see a few more than that time all the kids are at home, and after 9 o'clock parents considerably more latitude in commenting.

What goes on or doesn't go also depends considerably on the program. "Medley," for example, uses incident and terminology that would make the Johnson Office blush deep red. Yet criticism from viewers is not given.

There is no subject absolutely taboo. Nudities, for instance, can be treated as long as the program tends to discuss rather than encourage their use.

Spouses tend to shy away from portraying Negroes in any but the most casual roles, because they feel it will hurt their sales in the South. Again, however, exceptions are made.

Exposing a religion or race to ridicule is prohibited by the FCC. An interesting recent ruling is that freedom of speech does not include the right to express obscene beliefs. However, on KHJ-TV, we have heard of the soap opera headship.

In short, for instance, there has traditionally been a "warty" character, but the Lausan is objecting and there is now an attempt to diversify the genus. The A.M.A. spokesmen at the word "warty."

When a soap is made about the efficiency of plumbers, or the plumbing leaks in the warehouses in which it is stored.

Some producers have a responsibility to uphold the dignity of their bodies or fraternal organizations to which they belong. For example, there is a need to keep a close watch on this.

There is no margin for error. The presentation may be such that the audience will see a few more than that time all the kids are at home, and after 9 o'clock parents considerably more latitude in commenting.

What goes on or doesn't go also depends considerably on the program. "Medley," for example, uses incident and terminology that would make the Johnson Office blush deep red. Yet criticism from viewers is not given.

There is no subject absolutely taboo. Nudities, for instance, can be treated as long as the program tends to discuss rather than encourage their use.

Spouses tend to shy away from portraying Negroes in any but the most casual roles, because they feel it will hurt their sales in the South. Again, however, exceptions are made.

Exposing a religion or race to ridicule is prohibited by the FCC. An interesting recent ruling is that freedom of speech does not include the right to express obscene beliefs. However, on KHJ-TV, we have heard of the soap opera headship.

In short, for instance, there has traditionally been a "warty" character, but the Lausan is objecting and there is now an attempt to diversify the genus. The A.M.A. spokesmen at the word "warty."

When a soap is made about the efficiency of plumbers, or the plumbing leaks in the warehouses in which it is stored.

Some producers have a responsibility to uphold the dignity of their bodies or fraternal organizations to which they belong. For example, there is a need to keep a close watch on this.

There is no margin for error. The presentation may be such that the audience will see a few more than that time all the kids are at home, and after 9 o'clock parents considerably more latitude in commenting.

What goes on or doesn't go also depends considerably on the program. "Medley," for example, uses incident and terminology that would make the Johnson Office blush deep red. Yet criticism from viewers is not given.

There is no subject absolutely taboo. Nudities, for instance, can be treated as long as the program tends to discuss rather than encourage their use.

Spouses tend to shy away from portraying Negroes in any but the most casual roles, because they feel it will hurt their sales in the South. Again, however, exceptions are made.
'X' Indicates Ziv Is Sticking To Steady Release Pattern

NEW YORK, Dec. 3—Despite the apparent tightening of the syndication market, a situation that is expected to cause fewer shows to be put into full production without prior regional sales, Ziv-TV, again determined to pursue a steady release schedule come what may. This was indicated this week when Ziv began promoting syndication sales of "The Man Called X," which is probably scheduled for debut in January or February.

Ziv put the show into full production earlier this year. Barry Sullivan, completed his role in "The Case of the Missing Court Martial" on CBS-TV two weeks ago (November 18), and it could be said that Ziv did not at that time have any sponsors signed.

"Man Called X" will be Ziv's second release this season. The timing almost exactly duplicates the schedule the firm followed last season, when it brought out three new shows, fall, winter and spring. This suggests two possibilities in Ziv's planning for future first-run syndications. Either it hopes to buck the bearish trend with a pattern of three new releases a year, or it is trying to get a jump on the spring selling competition.

TPA to Cast Sponsor Salesman in 'Annie'

NEW YORK, Dec. 3—Network sponsors, in refusing to let themselves get too deeply involved in program production, have often been at pains to get some degree of integration for their commercial message. New Television Programs of America has come up with a sales gimmick on its new "Tugboat Annie" show that will in effect allow the sponsor to write his own salesman into the show.

TPA is telling top advertisers that if it is necessary to support the show, it will arrange to have the script written so that the personality of the sponsor's choice, be man or woman, can have the part that is most desirable. The merchandising possibilities of such an arrangement are vast, according to TPA. If the sponsor ties the personality complete up in a suitable contract, it can use him not only for the commercials on the "Tugboat" show, but to imprint its identification on all its advertising and use him for dealer promotions to boot. This can be particularly valuable to an advertiser riding spectacles, where it is often difficult for the individual sponsor to imprint its identification.

TPA is taking the usual step of making this pitch in a full page ad on the back of The New York Times next Wednesday (7). The ad is headed: "This important advertising is addressed to the following men ... It goes on to name the heads of 22 top advertisers and the three networks.

WCBS Adds 8 Associated Artist Films

NEW YORK, Dec. 3—WCBS-TV this week is advertising eight new films produced by Associated Artists. The features are slated for airing on the "WCBS-TV Early Show," "Star Theater," "Close-Up," "Lost Boundaries," "Fugitive Assignment," "Spider," "Man From Planet X," "Devil's Brain" and "Captain Blackjack."

Sterling Bowling Sells in 17 M'tks.

NEW YORK, Dec. 3—Sterling Television has sold its 17-week "Bowling Time" in 17 markets within five weeks after sending only four audition prints.

Favoritist Beer took the show in a three-market spread in Cincinnati, Dayton and Columbus, O.

They talk of Pigeons and Glitch

"Pigeons" are not birds to a Bell System technician. They are inductance noises causing static which seem to fly across the TV picture. And when he talks of "glitch" with a fellow technician, he means a low frequency interference which appears as a narrow horizontal bar moving vertically through the picture.

It is important that our technicians can describe the quality of their signals in terms which Bell System technicians in television operating centers along the line.

They continually check their monitors and oscilloscopes to guard the quality of the signal as it wings across the nation. If one of them notes any defect in the picture, he may want to compare the signal he is receiving with those received by monitors back along the line. It is important that they talk a uniform language with precise definitions. That way they quickly isolate the point of interference and correct it.

This teamwork along Bell System lines is another item which assures the network that the signals represent the best possible service that Bell System ingenuity can provide.
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!
**Barry Sullivan**

Starring

**Orful Man of Mystery!**

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!

**ZIV Television**

* A name known by a gigantic audience built by 6 years on network radio.

Hooper rated in the TOP 10 month after month.

**DANGER**

is his constant companion!

**Secrecy**

is his way of life!

**The World**

is his field of operations!
**TV Program and Time-Buying Guide**

**The Billboard Scoreboard**

### ARB Audience Composition Studies

**Web Quiz & Panel Shows**

**October Ratings**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show, Sponsor &amp; Web</th>
<th>Male %</th>
<th>Female %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Life Begins at Eight, Paramount, Inc. (ABC)</td>
<td>11.0</td>
<td>8.9</td>
</tr>
<tr>
<td>2</td>
<td>Break the Bank, Dodge (NBC)</td>
<td>10.0</td>
<td>9.1</td>
</tr>
<tr>
<td>3</td>
<td>Big Surgeon, Special, Mogen (NBC)</td>
<td>9.5</td>
<td>10.0</td>
</tr>
<tr>
<td>4</td>
<td>People Are Funny, Tobacco, Tobacco, Tobacco (NBC)</td>
<td>9.3</td>
<td>10.4</td>
</tr>
<tr>
<td>5</td>
<td>Cheyenne, Levy, Levy (NBC)</td>
<td>9.0</td>
<td>10.1</td>
</tr>
<tr>
<td>6</td>
<td>2 for the Money, Macy's (NBC)</td>
<td>8.8</td>
<td>10.4</td>
</tr>
<tr>
<td>7</td>
<td>Truth Or Consequences, Life (NBC)</td>
<td>8.5</td>
<td>10.4</td>
</tr>
<tr>
<td>8</td>
<td>The Clock, Sylvania (NBC)</td>
<td>8.5</td>
<td>10.4</td>
</tr>
<tr>
<td>9</td>
<td>Break the Bank, Dodge, Chrysler (NBC)</td>
<td>8.5</td>
<td>10.4</td>
</tr>
<tr>
<td>10</td>
<td>Dollar a Second, Mogen (ABC)</td>
<td>8.5</td>
<td>10.4</td>
</tr>
</tbody>
</table>

### AMONG WOMEN

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show, Sponsor &amp; Web</th>
<th>Male %</th>
<th>Female %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Life Begins at Eight, Paramount, Inc. (ABC)</td>
<td>11.0</td>
<td>8.9</td>
</tr>
<tr>
<td>2</td>
<td>Break the Bank, Dodge (NBC)</td>
<td>10.0</td>
<td>9.1</td>
</tr>
<tr>
<td>3</td>
<td>Big Surgeon, Special, Mogen (NBC)</td>
<td>9.5</td>
<td>10.0</td>
</tr>
<tr>
<td>4</td>
<td>People Are Funny, Tobacco, Tobacco, Tobacco (NBC)</td>
<td>9.3</td>
<td>10.4</td>
</tr>
<tr>
<td>5</td>
<td>Cheyenne, Levy, Levy (NBC)</td>
<td>9.0</td>
<td>10.1</td>
</tr>
<tr>
<td>6</td>
<td>2 for the Money, Macy's (NBC)</td>
<td>8.8</td>
<td>10.4</td>
</tr>
<tr>
<td>7</td>
<td>Truth Or Consequences, Life (NBC)</td>
<td>8.5</td>
<td>10.4</td>
</tr>
<tr>
<td>8</td>
<td>The Clock, Sylvania (NBC)</td>
<td>8.5</td>
<td>10.4</td>
</tr>
<tr>
<td>9</td>
<td>Break the Bank, Dodge, Chrysler (NBC)</td>
<td>8.5</td>
<td>10.4</td>
</tr>
<tr>
<td>10</td>
<td>Dollar a Second, Mogen (ABC)</td>
<td>8.5</td>
<td>10.4</td>
</tr>
</tbody>
</table>

### AMONG CHILDREN

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show, Sponsor &amp; Web</th>
<th>Male %</th>
<th>Female %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2 for the Money, Macy's (NBC)</td>
<td>10.4</td>
<td>8.5</td>
</tr>
<tr>
<td>2</td>
<td>Truth Or Consequences, Life (NBC)</td>
<td>10.4</td>
<td>8.5</td>
</tr>
<tr>
<td>3</td>
<td>The Clock, Sylvania (NBC)</td>
<td>10.4</td>
<td>8.5</td>
</tr>
<tr>
<td>4</td>
<td>Break the Bank, Dodge, Chrysler (NBC)</td>
<td>10.4</td>
<td>8.5</td>
</tr>
<tr>
<td>5</td>
<td>Dollar a Second, Mogen (ABC)</td>
<td>10.4</td>
<td>8.5</td>
</tr>
<tr>
<td>6</td>
<td>People Are Funny, Tobacco, Tobacco, Tobacco (NBC)</td>
<td>10.4</td>
<td>8.5</td>
</tr>
<tr>
<td>7</td>
<td>Big Surgeon, Special, Mogen (NBC)</td>
<td>10.4</td>
<td>8.5</td>
</tr>
<tr>
<td>8</td>
<td>Cheyenne, Levy, Levy (NBC)</td>
<td>10.4</td>
<td>8.5</td>
</tr>
<tr>
<td>9</td>
<td>2 for the Money, Macy's (NBC)</td>
<td>10.4</td>
<td>8.5</td>
</tr>
<tr>
<td>10</td>
<td>Truth Or Consequences, Life (NBC)</td>
<td>10.4</td>
<td>8.5</td>
</tr>
</tbody>
</table>

### AMONG MEN

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show, Sponsor &amp; Web</th>
<th>Male %</th>
<th>Female %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Life Begins at Eight, Paramount, Inc. (ABC)</td>
<td>11.0</td>
<td>8.9</td>
</tr>
<tr>
<td>2</td>
<td>Break the Bank, Dodge (NBC)</td>
<td>10.0</td>
<td>9.1</td>
</tr>
<tr>
<td>3</td>
<td>Big Surgeon, Special, Mogen (NBC)</td>
<td>9.5</td>
<td>10.0</td>
</tr>
<tr>
<td>4</td>
<td>People Are Funny, Tobacco, Tobacco, Tobacco (NBC)</td>
<td>9.3</td>
<td>10.4</td>
</tr>
<tr>
<td>5</td>
<td>Cheyenne, Levy, Levy (NBC)</td>
<td>9.0</td>
<td>10.1</td>
</tr>
<tr>
<td>6</td>
<td>2 for the Money, Macy's (NBC)</td>
<td>8.8</td>
<td>10.4</td>
</tr>
<tr>
<td>7</td>
<td>Truth Or Consequences, Life (NBC)</td>
<td>8.5</td>
<td>10.4</td>
</tr>
<tr>
<td>8</td>
<td>The Clock, Sylvania (NBC)</td>
<td>8.5</td>
<td>10.4</td>
</tr>
<tr>
<td>9</td>
<td>Break the Bank, Dodge, Chrysler (NBC)</td>
<td>8.5</td>
<td>10.4</td>
</tr>
<tr>
<td>10</td>
<td>Dollar a Second, Mogen (ABC)</td>
<td>8.5</td>
<td>10.4</td>
</tr>
</tbody>
</table>

### Pulse Top 10 TV Web Shows (October)

**Indicative Film Ratings**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show, Sponsor &amp; Web</th>
<th>Male %</th>
<th>Female %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Life Begins at Eight, Paramount, Inc. (ABC)</td>
<td>11.0</td>
<td>8.9</td>
</tr>
<tr>
<td>2</td>
<td>Break the Bank, Dodge (NBC)</td>
<td>10.0</td>
<td>9.1</td>
</tr>
<tr>
<td>3</td>
<td>Big Surgeon, Special, Mogen (NBC)</td>
<td>9.5</td>
<td>10.0</td>
</tr>
<tr>
<td>4</td>
<td>People Are Funny, Tobacco, Tobacco, Tobacco (NBC)</td>
<td>9.3</td>
<td>10.4</td>
</tr>
<tr>
<td>5</td>
<td>Cheyenne, Levy, Levy (NBC)</td>
<td>9.0</td>
<td>10.1</td>
</tr>
<tr>
<td>6</td>
<td>2 for the Money, Macy's (NBC)</td>
<td>8.8</td>
<td>10.4</td>
</tr>
<tr>
<td>7</td>
<td>Truth Or Consequences, Life (NBC)</td>
<td>8.5</td>
<td>10.4</td>
</tr>
<tr>
<td>8</td>
<td>The Clock, Sylvania (NBC)</td>
<td>8.5</td>
<td>10.4</td>
</tr>
<tr>
<td>9</td>
<td>Break the Bank, Dodge, Chrysler (NBC)</td>
<td>8.5</td>
<td>10.4</td>
</tr>
<tr>
<td>10</td>
<td>Dollar a Second, Mogen (ABC)</td>
<td>8.5</td>
<td>10.4</td>
</tr>
</tbody>
</table>

### Pulse Top 10 Multi-Weekly Shows (October)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show, Sponsor &amp; Web</th>
<th>Male %</th>
<th>Female %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2 for the Money, Macy's (NBC)</td>
<td>10.4</td>
<td>8.5</td>
</tr>
<tr>
<td>2</td>
<td>Truth Or Consequences, Life (NBC)</td>
<td>10.4</td>
<td>8.5</td>
</tr>
<tr>
<td>3</td>
<td>The Clock, Sylvania (NBC)</td>
<td>10.4</td>
<td>8.5</td>
</tr>
<tr>
<td>4</td>
<td>Break the Bank, Dodge, Chrysler (NBC)</td>
<td>10.4</td>
<td>8.5</td>
</tr>
<tr>
<td>5</td>
<td>Dollar a Second, Mogen (ABC)</td>
<td>10.4</td>
<td>8.5</td>
</tr>
<tr>
<td>6</td>
<td>People Are Funny, Tobacco, Tobacco, Tobacco (NBC)</td>
<td>10.4</td>
<td>8.5</td>
</tr>
<tr>
<td>7</td>
<td>Big Surgeon, Special, Mogen (NBC)</td>
<td>10.4</td>
<td>8.5</td>
</tr>
<tr>
<td>8</td>
<td>Cheyenne, Levy, Levy (NBC)</td>
<td>10.4</td>
<td>8.5</td>
</tr>
<tr>
<td>9</td>
<td>2 for the Money, Macy's (NBC)</td>
<td>10.4</td>
<td>8.5</td>
</tr>
<tr>
<td>10</td>
<td>Truth Or Consequences, Life (NBC)</td>
<td>10.4</td>
<td>8.5</td>
</tr>
</tbody>
</table>

**The Billboard Scoreboard**

**SYNDICATED FILM PROGRAMS**

**Pulse Top Pick Among Kids**

**How Non-Net Films Rate Among Children in September**

This weekly audience composition analysis shows the relative popularity of non-network series among children, according to surveys conducted on behalf of sponsors. The chart shows relative popularity among men, women, and children. For additional information on audience size or coverage, please consult AMERICAN RADIO HISTORY, 1564 Broadway, New York, New York, and also from any rating service whose research provides the basis for such material.
**New TV Spot Campaigns**

Future National Spot Drives—Contracts Being Signed Now

**Food**

- Ironing
- Chase
- All.
- Goodrich
- Erykreem
- Fanny
- Inc.
- American
- High
- Decker
- Seltzer,
- Alliance
- High
- Paulin
- Soap,
- Gum.
- Beer.
- Grant
- Frosted
- which
- This
- National
- Food,
- &
- Polish.
- Procter
- Cling
- Bar,
- Co.
- &
- Drewry's
- Chicle
- Co.
- Procter
- American
- Chicle
- Allen
- Products
- Co.
- American
- Highland
- Morris
- Co.
- South
- City.
- Adv.
- Calif.
- 'SS
- Adv.
- Wash.
- Adv.
- IBA
- Auto
- The Theater
- IBA
- HOPALONG
- DALE
- PROD
- L. Rogers
- Co.
- Westfield
- 10,
- Griffin
- Grove
- Co.
- Studebaker
- Farms
- IBA
- PROD
- H. R. L. Rogers
- Co.
- Proctor
- Cling
- Bar,
- Co.
- American
- Chicle
- Allen
- Products
- Co.
- American
- Highland
- Morris
- Co.
- South
- City.
- Adv.
- Calif.
- 'SS
- Adv.
- Wash.
- Adv.
- IBA
- Auto
- The Theater
- IBA
- HOPALONG
- DALE
- PROD
- L. Rogers
- Co.
- Westfield
- 10,
- Griffin
- Grove
- Co.
- Studebaker
- Farms
- IBA
- PROD
- H. R. L. Rogers
- Co.
- Proctor
- Cling
- Bar,
- Co.
- American
- Chicle
- Allen
- Products
- Co.
- American
- Highland
- Morris
- Co.
- South
- City.
- Adv.
- Calif.
- 'SS
- Adv.
- Wash.
- Adv.
- IBA
- Auto
- The Theater
- IBA
- HOPALONG
- DALE
- PROD
- L. Rogers
- Co.
- Westfield
- 10,
- Griffin
- Grove
- Co.
- Studebaker
- Farms
- IBA
- PROD
- H. R. L. Rogers
- Co.
- Proctor
- Cling
- Bar,
- Co.
- American
- Chicle
- Allen
- Products
- Co.
- American
- Highland
- Morris
- Co.
- South
- City.
- Adv.
- Calif.
- 'SS
- Adv.
- Wash.
- Adv.
- IBA
- Auto
- The Theater
- IBA
- HOPALONG
- DALE
- PROD
- L. Rogers
- Co.
- Westfield
- 10,
- Griffin
- Grove
- Co.
- Studebaker
- Farms
- IBA
- PROD
- H. R. L. Rogers
- Co.
- Proctor
- Cling
- Bar,
- Co.
**R&H Fill Their 'Pipe' With Weak Tobacco**

By BOB FRANCIS

As a more or less adored worshipper at the Rodgers-Hammersteins, I cannot help but comment upon the new show that has been tucked away in the recent run. It has been through a few ups and downs, but their enthusiasm for "Pipe Dream" has been consistently unflagging.

The show, which has been described as a "heart-warming" experience, opens on December 31st at the Shubert Theatre. The stars are Betty Garrett and Jose Ferrer, both of whom have received critical acclaim for their performances in previous productions.

The story revolves around the lives of two young people who are brought together by their love for music and the "pipe dream" of a better life. Despite the hardships they face, they remain true to each other and to their dreams.

The music, composed by Jule Styne, is both catchy and emotionally resonant, seamlessly blending elements of jazz, blues, and gospel. The book, written by Howard Lindsay and Russel Crouse, is a poignant exploration of the human condition, with themes of love, loss, and redemption.

The production values are high, with a beautiful set design and striking costumes that bring the characters to life. The overall production is a testament to the excellence of the creators of Rodgers and Hammerstein's greatest hits.

As a lover of the musical theatre, I am excited to see this new production and look forward to sharing it with others who appreciate the art form. It's a wonderful addition to the canon of classic musicals and a must-see for anyone who loves a good story told through the power of music and dance.
RCA's Mer
Package Its Desmond

Singer's Tides
Raise Queen of Vocalists

NEW YORK, Dec. 3- racket
Desmond, 38, former RCAVictor soloist
and now a member of the studio vocal
ensemble, was given a
Christmas present by
RCA Victor. It will
be a "best of" collection
of her recordings for
the past year, arranged
by RCA Victor Records
head of music, Jack
Beloff. It will be
recorded in stereo and
released on a new stereo
series, "The Best of the
Year." Desmond will
be featured on 15 tracks
from the 1965-66 period,
selected from her
broadsides with the
Jazz Orchestra and Fab
Rene, as well as her
work with the Hitmen.

Dot Label Charts Expansion Aimed Toward Major Status

Tenn. Diskry Adding N. Y. Office, Bally Service, LP Pressing Plant

By IS HOBOWITZ

The Dot label, a
RCA Victor subsidiary,
has completed its sixth
year since formation, has
set out to become a
major competitor in the
big record business.

Already in the works are
the development of a
magazine for the
Callaway, Tenn., based
disk label, and plans
for the establishment of
an album program, a
national publicity and
promotion campaign,
and a stepped-up recording
program.

Named to head of the
New York office is Henry
Osnat, who, in Eastern
sales, is to serve the
label on an assignment
of a different nature.

Married

The label has also
announced a new
release, "The Best of the
Year," which will be
available on a new series,
"The Best of the Year,"
beginning later this month.

In Canada, Dot
records have begun
scheduled distribution
through the larger
Canadian chain stores.

MPPA Asks Entry Into DeSylva Case

WASHINGTON, Dec. 3-In a
move of interest to the entire
music publishing industry,
the Music Publishers' Protective
Association this week filed a
motion in the U.S. Court of
Claims to intervene in the
DeSylva v. Ballentine, DeSylva
v. Marie Ballentine, et al.
suit. The MPPA brief includes
a reference to the decision of
the U.S. Court of Appeals, in
which the court held that
pre-recorded tapes are
music recordings and
therefore subject to the
provisions of the copyright
law.

The filing was
authorized by Sidney
W. Wattenberg, legal counsel,
and speaks for the MPPA of
the same name. The
pertains to the claims of
the Music Publishers' Protective
Association, which in December
announced a precedent ruling
when it determined that
William Ballantine, the
representative of the
Company of
Minton, had contributed

SMELL THE RAIN

by BOBBY LEE

It's been a long, long
rain in the city,

new, it's been a
long, long
rain in the sky,

it's been a
long, long
rain in the
sky,

it's been a
long, long
rain in the
sky.

Now the sun is shining.
and the flowers are
blooming,

and the birds are
singing in the
trees.

Now the sun is shining
and the flowers are
blooming.

And the birds are
singing in the
trees.

And the birds are
singing in the
trees.

Sun

and the flowers are
blooming,

and the birds are
singing in the
trees.

Now the sun is shining,
and the flowers are
blooming,

and the birds are
singing in the
trees.

Now the sun is shining,
and the flowers are
blooming,

and the birds are
singing in the
trees.

Sun

and the flowers are
blooming,

and the birds are
singing in the
trees.

Now the sun is shining,
and the flowers are
blooming,

and the birds are
singing in the
trees.

Now the sun is shining,
and the flowers are
blooming,

and the birds are
singing in the
trees.

Now the sun is shining
and the flowers are
blooming.

And the birds are
singing in the
trees.

Now the sun is shining,
and the flowers are
blooming,

and the birds are
singing in the
trees.

Now the sun is shining,
and the flowers are
blooming,

and the birds are
singing in the
trees.

Now the sun is shining
and the flowers are
blooming.

And the birds are
singing in the
trees.

Now the sun is shining,
and the flowers are
blooming,

and the birds are
singing in the
trees.

Now the sun is shining,
and the flowers are
blooming,

and the birds are
singing in the
trees.

Now the sun is shining,
and the flowers are
blooming,

and the birds are
singing in the
trees.

Now the sun is shining,
and the flowers are
blooming,

and the birds are
singing in the
trees.

Now the sun is shining,
and the flowers are
blooming,

and the birds are
singing in the
trees.

Now the sun is shining,
and the flowers are
blooming,

and the birds are
singing in the
trees.

Now the sun is shining,
and the flowers are
blooming,

and the birds are
singing in the
trees.

Now the sun is shining,
and the flowers are
blooming,

and the birds are
singing in the
trees.

Now the sun is shining
and the flowers are
blooming.

And the birds are
singing in the
trees.

Now the sun is shining,
and the flowers are
blooming,

and the birds are
singing in the
trees.

Now the sun is shining,
and the flowers are
blooming,

and the birds are
singing in the
trees.

Now the sun is shining,
and the flowers are
blooming,

and the birds are
singing in the
trees.

Now the sun is shining,
and the flowers are
blooming,

and the birds are
singing in the
trees.
RETMA to Compile Industry Records

Monthly Statistics to Be Kept on Factory Sales of Phone Equipment

by BEN CHEEVTY

NEW YORK, Dec. 3 - The Radio-Electronics-Telecommunications Manufacturers Association has developed a tentative plan for compiling monthly statistics of factory sales of components and manufacturers' shipments. Full details of the plan, it is reported, will be disclosed by William F. E. Long, manager of RETMA's statistics department, after a thorough study of the phono and record manufacturers' section of the industry.

The plan, as described by Long, is to keep detailed records of all sales by manufacturers, but nowhere does it appear that such data is to be available for the public. RETMA considers 35 prime manufacturers as representing the great bulk of production of packaged high fidelity units. Of these, 25 of the largest have already indicated support for the program. Of the remainder, Long reported that he expected to receive the support of all but a few that had not been approached.

Due to the numerous types of products handled by the phono industry, the exact nature of sales records that will be kept is not yet known. However, it is expected that the statistics will be available for any level of detail desired, including the cost of production, the cost of manufacturing, the cost of materials, and the cost of labor.

RETMA has already inaugurated a program to keep monthly records on the volume of sales by the manufacturer's sales force from the point of sale, but the new plan is expected to include much more detailed information.

Currently, the plan is to compile the data for the entire industry and to make it available to manufacturers on request. However, it is possible that the plan may be expanded in the future to include data for individual companies.

The plan is expected to be in operation within the next few months.

Radio will the RETMA in a lack category

Pubs' income regular promotional services

years and planning

as managers thru deejays have

largest by most diskery

and various

white label

RCA

Brundell, RCA of Chicago which

Glen

to RCA

5,000 each

and

It was also pointed out that a diskery

into the field club has already

against old-line mail-order clubs

outbid one major club for two up subscriptions

(3.5)

the month Club "Klimet"

Brondello, RCA of Chicago which

the Klimet

of club

Ewart

to

the
to

the

the

the

"My

sales.

Because

"I Love Lucy"

December 12. Diskels will be

the hands of jockeys for the following
day.

The Soviet

with

and

in the

of

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

"I Love Lucy" show December 12. Diskels will be sold in the hands of jockeys for the following day.

The Soviet will get a flat fee (for example, 10% of the diskery's gross) for the diskings rather than the more customary percentage. It is believed that the Book-of-the-Month Club's move was in response to the growing demand for music records in the music industry.

The Soviet will get a flat fee (for example, 10% of the diskery's gross) for the diskings rather than the more customary percentage. It is believed that the Book-of-the-Month Club's move was in response to the growing demand for music records in the music industry.

A Necessity?

Publishers, in addition to natural desire to see a manufacturer give credit to the copyrighted product, feel that credit on regular disks is necessary if the industry is to prevent a decline in sales and income. Several publishers have indicated their willingness to work on such a plan, but they have expressed concern about the potential loss of control over their own white label designation and promotion.

Many such deals have to be made with manufacturers or distributors of pre-recorded disks, as well as the various subscription services and record manufacturers. These deals are timed to follow the release of recordings, and the publishers often omit from disk lists such deals that are not available to them.

As for the use of name tags:

TROY DUNNAN

To Good Time

HOLLYWOOD, Dec. 3 - Roy Dunnan, formerly director of Capitol branch and later a top Capitol executive, has joined the staff of Liberty Records as vice-president and director of its subsidiary label Contemp Records.

Dunnan's appointment signals the start of a program of expansion that will include the sale of stereo records from the recording center of that label in October. The program will include the selling of both the popular music and religious records in this country by the EMI/EMC Music Company, and by several other firms, including the German "Odeon" and the French "Bac".

The coin shortfall is an indication of the growing popularity of record sales, and the hard-to-get disks are a sign of the public's demand for the best. The coin shortfall is also an indication of the growing popularity of record sales, and the hard-to-get disks are a sign of the public's demand for the best.

The coin shortfall is an indication of the growing popularity of record sales, and the hard-to-get disks are a sign of the public's demand for the best.
DECCA is No. 1

As the year draws to a close, there is every indication that 1955 will be one of the most successful years in the busy history of Decca Records.*

Decca is today the Number One label in the popular album business. Our position in the single record category needs no comment.

Our sales reports show, beyond a doubt, that season by season and in every division, sales have exceeded our most optimistic predictions. It is only right that we acknowledge the teamwork that made this possible: the teamwork of excellent product and presentation, of creative selling and alert distribution.

We would also like to express our deep appreciation to the record dealers, coin machine operators, disk jockeys, and others who have given us such wonderful cooperation.

Sincerely,

Milton R. Rackmil

Decca Records, Inc.

* A substantial increase in the Decca Records, Inc., Dividend Rate to Stockholders was announced last week.
Coral to Open San Fran Office
HOLLYWOOD, Dec. 3—Angel Records will open a company office in San Francisco early in January, according to Miss Nanette Power, new publicity manager. Miss Power, who recently arrived from New York, was formerly associated with Paramount Records and was promotion manager for San Francisco-based Decca Records.

New York: The last few weeks have been filled with serious activity at Angel Records. The company has been building up its West Coast promotion and engineering facilities and now intends to have a full-fledged San Francisco office to handle all local matters.

This move is part of a larger strategy by Angel Records to extend its influence and reach into the West Coast market. With the opening of the San Francisco office, Angel will be able to provide more effective promotion and marketing support to its West Coast artists and label partners.

The new office will be headed by Miss Power, who brings with her a wealth of experience in the music industry. She has worked at various positions in the music business, including promotion, marketing, and management, and is well-respected in the industry.

The opening of the San Francisco office is a significant step in Angel Records' growth and expansion. The company is committed to providing top-quality service and support to its artists and fans, and the new office will help achieve these goals.

Savoy Expands Artist Roster

HOLLYWOOD, Dec. 3—Savoy Records has announced the signing of several new artists to its roster. The artists include: A. M. & W. J., who have recorded for Columbia Records; and T. L. W., who have recorded for Decca Records.

The addition of these artists to the Savoy roster is significant for the company, as it expands its reach and provides more opportunities for unsigned talent. The company is excited about the potential these new artists can bring to the music industry.

The signing of these artists is part of Savoy Records' strategy to continue growing and expanding its roster of talented artists. The company is committed to providing a platform for unsigned and emerging artists to showcase their talents and achieve success in the music industry.

In addition to the signing of these new artists, Savoy Records has also announced the signing of several existing artists to longer-term deals. This further demonstrates the company's commitment to supporting and developing its artists.

The signing of these new artists and the extension of long-term deals is a positive step for Savoy Records, and the company is looking forward to the continued success of its artists in the music industry.

The signing of these new artists also represents an important milestone for Savoy Records as it continues to build its roster and expand its influence in the music industry. The company is excited about the potential these new artists can bring to the music industry and is looking forward to the continued success of its artists.
The Best...  

McGuire Sisters

Best female vocal group of 1955—  
Juke Box Operators of America—  
Cash Box Poll.

Two great New Hits!

(BABY, BABY)

BE GOOD TO ME

MY BABY'S GOT SUCH LOVIN' WAYS

CORAL 61532  9-61532

THE BIG HITS ARE ON

Coral Records
America's Fastest Growing Record Company
New Mail Order Record Club Being Formed

HOLLYWOOD, Dec. 3—Formerly known as the Independent Distributors' Mail Order Club, the Record Club is now being organized as a new mail order record club and will be called Recording Mail Order Club, which will make all records available to the public at a direct mail price, with the club now operating the distribution facilities of the old mail order club.

If the deal goes through, the club will be operated by the company engaged in the produce business and will manufacture and distribute records under the name of the new club. The club will also operate a mail order service for record dealers.

The club will offer a wide range of records, including classical, jazz, blues, country, and pop music. The club will also offer special promotions for club members, such as free albums and exclusive releases.

RAGS TO RICHES
FOR DORIS DAY

HOLLYWOOD, Dec. 3—One of the most successful and longest-running record clubs in the country, the Record Club, is now being reorganized and will be known as the Record Club, Inc., according to an announcement made by the club.

The club will continue to offer a wide range of records, including classical, jazz, blues, country, and pop music. The club will also offer special promotions for club members, such as free albums and exclusive releases.

In addition to the regular club, the Record Club, Inc., will also offer a special promotion for club members, which will include a free album and exclusive releases. The club will also offer a special promotion for club members, which will include a free album and exclusive releases.

COLUMBIA HALTS
Special Price Plan on EP's

NEW YORK, Dec. 3—A modification of Columbia's price plan has been announced by the company, which will now offer a special price plan on EP's to dealers. The plan will include a special price for dealers to purchase EP's in bulk, which will be offered at a discounted rate.

The plan will also offer a special promotion for club members, which will include a free album and exclusive releases. The club will also offer a special promotion for club members, which will include a free album and exclusive releases.

The club will also offer a special promotion for club members, which will include a free album and exclusive releases. The club will also offer a special promotion for club members, which will include a free album and exclusive releases.
200,000 SOLD IN LAST TEN DAYS!

"A Teen-Age Prayer"

recorded by
Gloria Mann

b/w Gypsy Lady
45-126

Murray Deutsch, Gen'l Pst. Mgr.

ORDER FROM YOUR NEAREST SOUND DISTRIBUTOR

1322 Locust Street, Philadelphia, Pa.
ANOTHER SERVICE TO DEALERS:

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 50c a week!

2 BIG SPLASH COLOR POSTERS
17"x22¾", with the week's top 10 tunes in giant type...plus the 10 up-and-coming hits, all based on Billboard's famous coast-to-coast surveys. These are for window and counter displays.

3 FULL-SIZE AD REPRINTS
Colorful posters to build bigger sales for the "coming-up" stars.

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 DELEY PROMOTION SERVICE TODAY....we’ll rush your first kit by

THE BILLBOARD'S WEEKLY DISK DELEY PROMOTION KIT

Claimed 20 Ohio

Price: send me 10 weeks DISK DELEY promotion kits plus 1 week free introductory offer!

The 51 postage enclosed C Bill me

Serve me...weeks @ 50c per week

NAME OF COMPANY

City

ANOTHER SERVICE TO DEALERS:

The Billboard's Weekly

• Review Spotlight on . . .

ALBUMS

Popular

DO YOU REMEMBER WHEN? (1-13)—McCabe Sisters; Dick Jacobs Orch. Coral CRL 76008
The McGuire Sisters (who couldn't possibly remember about the chorus but the view from their baby buggy) have a neat little package in this collection of L F熟悉 standards, re-mixed and re-recorded by The McGuire's golden agesummers. "Sometimes I'm Happy" Somebody Loves Me" "Blue Skies." "It's Wonderful" etc. The girls blend with their usual smooth, rapport brand of vocal harmony and solid showmanship, while Dick Jacobs supplies tastefully simple backing. Murray Kanso's vocal arrangements for the trio, as always, are stodgy. An unusually attractive color photo of the three sisters gives them a big sales plus and the album is bound to get plenty of plugging on radio and TV by the end of the year.

Classical

MOZART: DIE SAUERFLEUTE (THE MAGIC FLUTE) (3-15)—H. Gordon, L. Simpson, W. Berry, W. Lopez, B. Cohen, E. Looney, Vienna State Opera Chorus, Vienna Philharmonic Orchestra; Karl Bohm, Cond. London X3A 33 The classical dealer out to push big-ticket items, and with a display window space to spare, could score heavy action with this wonderful package. Let him plant this new "Magic Flute" on one side, London's "Don Quixote" on the other, Victor's "Aida" in the center, flanked rather closely by a well placed Dick Jacobs diskings on Angel, and prepare his sales sheet for the audience. Advance column copy of "The Magic Flute" have already stimulated enthusiastic comment by top consumer reviewers, and with good reason. These performances are, in the whole and all its parts, a masterpiece. Again, its superb music-making is enhanced by the inclusion in the package of the complete Licro-Scopic Score. This is an album he can’t afford to miss.

Christmas

MERRY CHRISTMAS FROM EKULI, FRANK AND OLLIE (1-12)—Dms.015)
This is a must for all kids, Frank and Ollie fans, and that covers everybody! From the small boy to Mr. Buckboard. The complete, single packaged in gay Christmas colors, and should be a lucrative item from door to door. In one side spotlights a group of seasonal songs being recorded and arranged by Frank Allison and the TV show's lead puppet characters (Burn Tiller being the voice of all, of course). Miss Allison has a warm, gracious vocal quality that carries Till- ler's characterization along in fine style. The flip features a masterful narrative by Tiller of James Thurber's appealing tale, "Mary's Mom," which Tiller presented last year on TV.

• Reviews and Ratings of New Popular Albums

LAURENCE WELK INTRODUCES
tHE GIRL FRIEND—POLYESTER
The popular film entertainment medium takes a big step up into indoor center stage with the release of this album. Welk and his orchestra have performed a delightful selection of popular songs and dances from the picture. The LP package includes the original photo used in the film's publicity campaign, which was most unusual for a Welk record. The girl friends are featured as a separate orchestra and can be seen throughout the film. This is a musical for all ages and on record it's a true winner.

GORDON JENKINS' ALMANAC—POLYESTER
The ever-popular Gordon Jenkins is responsible for this album. His name will carry the product. The recording is a "must" and it is available at a reasonable price. This is a good purchase for the record store and for the customer.

AN EVENING OF FOLK SONGS WITH THE TAKAHE GROUP—POLYESTER
Dr. and Mrs. Fred Wright, Cond. (3-14)
This is a very successful album of the work of the Takah-group, a new group of folk singers and musicians who have been performing their material for almost a year. The group is made up of four members, all of whom have been performing individually for some time. The album is produced with care and attention to detail, and it is well worth the money spent on it.

JAZZ

FIN' ALL BOP TO JOE—SMOKE, Joe Carr and His Orch. (3-12)
The song is a good one, and Joe Carr and his orchestra are well known for their good work. The recording is well made and the album is a good buy.

Cathedral Classics

THE MUSical OF RUDOLPH FRIM—Cathedral Musica (1-17)
This is a very successful album of the work of the Takahe group, a new group of folk singers and musicians who have been performing their material for almost a year. The group is made up of four members, all of whom have been performing individually for some time. The album is produced with care and attention to detail, and it is well worth the money spent on it.

BRABINS: ACADEMIC FESTIVAL OVERTURE, TRAGIC OVERTURE, HYDRA VAIN OVERTURE—POLYESTER
This is a very successful album of the work of the Takahe group, a new group of folk singers and musicians who have been performing their material for almost a year. The group is made up of four members, all of whom have been performing individually for some time. The album is produced with care and attention to detail, and it is well worth the money spent on it.

THOMAS: ORATORIO W/THUMR—POLYESTER
This is a very successful album of the work of the Takahe group, a new group of folk singers and musicians who have been performing their material for almost a year. The group is made up of four members, all of whom have been performing individually for some time. The album is produced with care and attention to detail, and it is well worth the money spent on it.
again on top...

with Decca Christmas Albums—
the Industry’s Finest
ZENITH creative engineering lets you crack the gigantic low budget market WIDE OPEN!

4 SPEEDS! Many, many features found only in more expensive phonographs!

- PLAYS 4 SPEEDS—33⅓, 45 and 78 RPM, plus the new 16⅔ "Talking Book" Speed! No speed reducers needed.
- "TWIST-ACTION" SPINDLE—Plays all speeds of records. Built right into turntable. No other spindles needed.
- DUAL-NEEDLE CARTRIDGE—Permits playing LP or 78 RPM records without changing needles.
- FRONT SPEAKER—Beams sound forward! Zenith Quality 4" speaker with Alinco-5 magnet.
- PORTABLE—Luggage type cabinet has sturdy plastic handle that fits hand for easy carrying.
- MANY OTHER GREAT FEATURES—Clip Tone Arm rest, separate volume and tone controls, lightweight tone arm and many other quality features!

ONLY $29.95! 

BOTH HAVE Portability Plus! 

Luggage type cabinets with sturdy handles for easy carrying!

ENGINEERING GIVES YOU EXCLUSIVE SALES ADVANTAGES!
ZENITH QUALITY NOW IN LOW PRICE PHONO FIELD!

Portable PHONOGRAPHS

See your Zenith distributor NOW for the Hottest Values in quality phonos!

Both have Front Speaker!

Speaker in front beams sound forward for better listening!

Only $69.95*

THE LARGO. Model YP-8L. AC only. Automatic, two-tone brown, $49.95*. Convenient handle for portability. Dimensions 8 1/2" high, 14 1/2" wide, 16 1/4" deep. Quality wooden cabinet, covered by durable pyroxylin. Weighs only 18 lbs.

AUTOMATIC! Automatic Record Changer! Automatic Shut-Off! Automatic Intermix!

Plays 4 Speeds—Plays 33 1/3, 45 and 78 RPM plus the new 16 2/3 "Talking Book" Speed! No speed reducers needed.

Automatic Record Changer—Plays 12" 10" and 7" records automatically. Automatic shut off.

Automatic Intermix—Plays both 10" and 12" records of the same speed automatically at same loading.

Portable—Handsome luggage type cabinet with handle that fits the hand.

Front Speaker—Big Zenith Quality 5 1/4" speaker with Alnico-5 magnet. Beams sound forward for better listening.

Dozens of other features—Dual needle cartridge with manufactured sapphire tips, separate volume and tone controls, Clip Tone arm rest, and many superb features for superior reproduction!

See your ZENITH distributor NOW!

*Manufacturer's suggested retail price, slightly higher in Far West and South. Prices and specifications subject to change without notice.
**MGM Records**

**HAS THE ONLY HIT VERSION**

**DON'T ACCEPT SUBSTITUTE**

**BIGGEST XMAS HIT IN 3 YEARS**

**nuttin' for Christmas**

Vocal by 6-year-old TV Star

**BARRY GORDON**

THE ONLY VERSION PLUGGED ON COMO TV SHOW

- **Reviews and Ratings of New Classical Releases**

  *Continued from page 29*

  their composer will have a larger number of copies.

  **BEETHOVEN, Symphony No. 9 in D Minor, Op. 125, Violin Concerto in E Minor, Op. 64.**

  **FRANZ SCHUBERT, **

  Symphonies Nos. 4 and 5 in C Major and E-flat Major, respectively.

  **BEETHOVEN, Symphony No. 21 in C Major, Op. 10, Piano Concerto No. 4 in G Major, Op. 58.**

  **GREAT EXTRACTS FROM THE MACBETH OVERTURE.**

  **BIZET, Carmen Suite No. 1, Op. 74.**

  **MENDELSSOHN, Symphony No. 1 in F Minor, Op. 56.**

  **BRAHMS, Symphony No. 4 in E Minor, Op. 98.**

  **Mozart**:

  **DON'T IN GAIT, hit.**

  **HIT 12092 MOONEY 12092 rpm GORDON**

  **MAIN THEMING MUSIC**

  **GREAT SUBSTITUTES.**

  **WWW.AMERICANRADIOHISTORY.COM**

  **'OP BILLBOARD**

  **CHARTS.**

  **RCA RECORDING, 1911-1959.**

  **WORLD'S LARGEST SELECTION OF CLASSICAL RECORDS.**

  **MAKE IT OR NOT! I PAY 5¢ Extra per Record and Make MORE Money!**

  **I "NEVER MISS A SALE WITH UPTOWN 1-STOP SERVICE."**

  **GET ALL THE SMASH HITS NOW**

  **WE SHIP ALL LABELS WITHIN 24 HOURS**

  **COUNTRY AND WESTERN**

  **RHYTHM AND BLUES**

  **OPERATORS:**

  **Backed by hit.**

  **ONCE AGAIN, make more money with Uptown service.**

  **ALL LABELS! ALL SPEEDS!**

  **UP TOWN RECORD SERVICE**

  **4956 Delmar • St. Louis 8, Mo. • 703 West 7 5803**

  **Smart dealers know that the top records bring in traffic for additional sales. And that's why the faster service they get from Uptown pays off... for dealers and operators get all the hot numbers while they're hot! No lost sales... bigger volume! Try our convenient one-stop service. Get all the labels in one order... one shipment. Save on freight charges... save time and aggravation. No substitutions, no back orders, no delays. Once you try our service you'll know why so many dealers say, 'I pay 5¢ extra per record, but I make more money with Uptown service.'**
NOW **V-M POPULAR PRICED**

**TAPE-O-MATIC®**

PLAYS BINAURAL TAPES!

Now more than ever the most versatile tape recorder on the market with the Stereo-o-matic Binaural Conversion Kit, $16.95

- **ONLY V-M** tape-o-matic is designed for simple Binaural Conversion—any tape-o-matic ever built can be converted.
- **ONLY V-M** has the Stereo-o-matic Binaural Conversion Kit.
- **ONLY V-M** gets you repeat business converting previously sold tape-o-matics.
- **ONLY V-M** gives you a tape recorder you can convert to sell NOW as the Binaural tape-o-matic.
- **ONLY V-M** lets your customers of today convert to binaural tomorrow—or any time.
- **ONLY V-M** tape-o-matic is specifically designed to be the modern recorder value for years to come. It’s out in front today—to stay! Only $179.95* list.

*Slightly higher in the West.

The most dramatic in-store demonstration tapes ever created, use-tested and proved effective, are yours to use in selling the V-M tape-o-matic. Tell ‘em and sell ‘em on the spot.

Buy tape-o-matic. Sell tape-o-matic. Stock the one and only popular-priced recorder that can play binaural tapes and pile up the profits. V-M tape-o-matic—the hottest thing on the market!

CALL YOUR V-M DISTRIBUTOR—NOW!

---

**the Voice of Music®**

**V-M CORPORATION**  BENTON HARBOR, MICHIGAN

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS
THE BILLBOARD is the only trade publication serving the general showbusiness field with an audited paid circulation.

CULLEN TAKES SILBERT JOB on "FAN CLUB"... Bill Cullen will replace Bill Silbert as host of "Fan Club" on NBC Radio starting January 15th. Silbert has resigned from that post to concentrate on TV.

Cullen recently took over the early morning show spot on NBC Radio that was formerly held by Murray. NBC will add one show per week to the program, The National Radio Fan Club," aired on Fridays from 8 to 9, with its regular radio artists and their fan clubs.

JOHNNIE ray PACKAGE for SOUTH AFRICA... Johnny Ray will do a three-week tour of theaters in South Africa starting December 23. Ray will take his own package show which he will assemble in Rome. The deal, with the Schlesingers Theater chain, is reported to be worth $83,000 to Ray.

SPAA MEMBERS MEET in LOS ANGELES... Spencer's Protective Association members held a meeting in that city on December 20 at the Beverly Hills Hotel, SPA counselor John Schellen, Arthur Schwartz, and L. Wolfe Gilbert were present at the well-attended session. Members received a vote of thanks for their appearance in the song writers' anti-trust suit in Federal court, but were indicated that the case would reach the trial stage by the end of 1955.

DECCA HOLDS DIVISION SALES CHIEFS MEET... Decca Records held its annual meeting of divisional sales executives in New York Thursday and Friday. Decca Records President Gerald Sobel, sales manager, and assistant Los Angeles, San Francisco, and New York salesmen, attended.

John C. Delmar, Bplane received the highest award, Assistant Manager, and assistant Bill Green, Spahn, a sales executive, was cited for his excellent sales achievements.

New York... Warner Brother Coleman opens Friday (1) at the Saugus Hotel, Miami, Florida. The Paramount, also through Decca, though Carmen Mellie has been booked for the show, is set for the Blue Note, Chicago, for two weeks starting January 4... Harmonica virtuoso-composer Eddie Condon has closed the season at New York's famous Town Hall with his Dixieland television show... Otis Jan Gabber, now on record, has been booked into the Blue Room of the Boston Road, New York, for six weeks, starting January 5... Kaynor's & Edsall, Ltd., has been engaged to produce all advertising for January in RCA Victor Records Company, Ltd., through RCA Victor... Ben Selvin left Friday (2) for a three-week engagement in Canada, etc. He will also play in Canada... The last minute of the Camdon children's record line was issued at a very economical cost. The new kiddies' record on this RCA subsidiary label actually contains an EP, containing up to 15 minutes of material. They list 79 cents.

The Bos Bon, London Records, will open January 5 at New York's Columbia and the Bill Daniel ball... An exclusive disk pact has been set for December on RCA Records by the famous manager-producer, Gary Baim, for use only in England... Frank Freeman, president of the Magnavox Company, has been elected a director of the American Music Conference.

M-G-M Records-press plates for Mercury and other labels, is being geared up with orders on "Nostalgia for Christmas," it has formed several disk producers working out of RCA Victor. Coral will release the original 1967 album of the coming epoch. The Amazing Adele, Gladys Knight, Johnny Desmond, a Burl Ives, and Tommy Cline, have been announced by Budd Morris.

Bud, Garrett, and the Dream Weavers, the popular panel group, have made a special appearance in the Fifties for popular personalities and guests members of the hot record group are expected to appear frequently in the show for personal appearances by Garrett. Roger Williams opens the show's first set.

Fully booked, the Perry Como Show in NBC-TV on NBC network has introduced the "Second Fiddle" to the air, will be on "Next Week," January 5... Mrs. and Mrs. Otto Reiman, of Chicago, have announced that the engagement of their daughter, Mrs. F. E. H. Dressler, and Mrs. R. A. Ross, and N. Y., Miss Bessie Reiman, have been set to appear in public in Decca. Frances is the host of the Strayhorn Aluminum Corporation. At February wedding is planned.

Hollywood... Erich von Stroheim's and his orchestra and their records have been set for the December 6 show at the Cuckoo Coast, starting December 31, and the house. On 25th. Dan Hartman, a member of the two famous outdoor Pictures, has written lyrics for "The Birds and the Bees" flicker starring George Sanders... Carmen Cavallaro how the new Main Movie show, "Dinner Blues," will last for the next three month's on "This is 1956."... Johnny Jones' You're Going to have a Balls show, which has been the hit of the "This is 1956," show last week, playing to a total of 4,000,000 people during the nine-day run... Mack is an all-time record setter at Pacific Ocean Park, Santa Monica, and he's been comforted by following a broken leg and ankle during a wedding at St. Joseph Hospital, Rancho, Velet Young, last seen at the Palace Hotel in Hollywood, has returned to his starting at the Wiltshire Lomax in Hollywood, California, will be in a stand as the next week, and with an Eastern tour scheduled to kick off December 30 at the Town Hall in Houston, in Dallas, Ohio, and other engagements... Reno's "Love Stoning" company, consisting of Jack, Dick, and Ace in the San Fernando Valley.

Top Musicians... Erich von Stroheim and old-fashioned rag time music were featured on a recent show, with George Sanders and "The Birds and the Bees" flicker, at the Cuckoo Coast, starting December 31, and playing for the next three month's.

BRENNER RECORD COMPANY is the name of the new company formed by Joan and Robert Brenner, who have been in the record business for many years. Joan Brenner is a native of Chicago and Robert Brenner is a native of New York. They plan to concentrate on producing and marketing new music. The company will be headquartered in Los Angeles and will have offices in New York and Chicago.

THE BILLBOARD is the only trade publication serving the general showbusiness field with an audited paid circulation.

The Billboard is the only trade publication serving the general showbusiness field with an audited paid circulation.

THE BILLBOARD is the only trade publication serving the general showbusiness field with an audited paid circulation.
Instrumental Delicacies
For The Hi-Fi Enthusiast!

THE PERFECT GIFT FOR XMAS

All The Dorsey Classics
On One Fine Record!

A Salute To The
Fabulous Dorsey's

BUDDY MORROW

Green Eyes
There are Such Things
Marcheta
This Love Of Mine
Maria Elena
Amapola
On The Sunnyside
Of The Street
I'll Never Smile Again

MGW 12000

HI-FI JAZZ

Introducing Nat Adderly

MGW 60000

Watermelon
Little Jamie Walks
Two Brothers
I Should Care
Crazy Baby

New Arrivals
Sun Dance
Fort Lauderdale
Friday Nite
Blues For Bohemia

Boogie Woogie On The 88
FREDDIE SLACK

MGW 60003

I've Found A New Baby
Moroccan Blues
Old Gold
Golden Touch
Evening Lights

It Don't Mean A Thing
Take Nine
Everything Happens To Me
Don't Blame Me
Body and Soul

The Jazz School
Clark Terry, Paul Gonsalves, Joe Gordon, Art Martigan

MGW 60002

PAUL BLEY

MGW 60001

Boogie Woogie
Bolero
Pig Foot Pete
Rain Drops
Eight To The Bar
Beating With Chopsticks

Crazy Baby

RUM BOOGIE

Topsy
My Heart
That Old Feeling
There'll Never Be Another You
Autumn Breeze
I Want To Be Happy

My Old Flame
Time On My Hands
Drum One
This Can't Be Love
My One and Only
52nd Street Theme

WING RECORDS A SUBSIDIARY OF MERCURY RECORD CORP.
The Billboard Music Popularity Charts

The Nation's Top Tunes for survey week ending November 30

**Honor Roll of Hits**

**The Nation's Top Tunes**

**Trade Mark Reg.**

**1. Sixteen Tons**
- **Last Week Chart:** 1 5

**2. Autumn Leaves**
- **Last Week Chart:** 2 16

**3. Moments to Remember**
- **Last Week Chart:** 4 14

**4. Love Is a Many-Splendored Thing**
- **Last Week Chart:** 3 16

**5. He**
- **Last Week Chart:** 7 12

**Second Ten**

**11. It's Almost Tomorrow**
- **Last Week Chart:** 14 5

**12. Yellow Rose of Texas**
- **Last Week Chart:** 11 19

**13. Memories Are Made of This**
- **Last Week Chart:** 13 9

**14. Bible Tells Me So**
- **Last Week Chart:** 12 19

**15. At My Front Door**
- **Last Week Chart:** 13 9

**Third Ten**

**21. Woman in Love**
- **Last Week Chart:** 21 2

**22. Band of Gold**
- **Last Week Chart:** 29 2

**23. C'est La Vie**
- **Last Week Chart:** 23 2

**24. Pepper Hat Baby**
- **Last Week Chart:** 26 4

**25. All at Once You Love Her**
- **Last Week Chart:** 30 2

**26. Cry Me a River**
- **Last Week Chart:** 23 3

**Fourth Ten**

**27. Too Little Too Late**
- **Last Week Chart:** 40 2

**28. In My Life**
- **Last Week Chart:** 47 5

**29. Things We Said Today**
- **Last Week Chart:** 49 4

**30. I Can't Help Myself (Sugar Pie, Honey Bunch)**
- **Last Week Chart:** 50 3

**Fifth Ten**

**31. White Christmas**
- **Last Week Chart:** 61 5

**32. Burn That Candle**
- **Last Week Chart:** 1 1

**33. My Boy Flat Top**
- **Last Week Chart:** 20 6

**34. Forgive My Heart**
- **Last Week Chart:** 23 7

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

The HILLTOPPERS

With Their Greatest Release to Date

MY TREASURE

featuring the Voice of Jimmy Sacca
and the now-famed DOT SOUND

b/w
THE LAST WORD IN LOVE

Dot RECORDS DALLAS, TEXAS PHONE 1632
THE NATION'S BEST SELLING RECORDS
REMEMBER WHAT COLUMBIA DID WITH THIS ONE?

I SAW MOMMY KISSING SANTA CLAUS

IT'S HAPPENING AGAIN WITH THIS ONE

RICKY ZAHND

and the Blue Jeaners

AND THEIR ORIGINAL RECORDED OF NUTTIN' FOR CHRISTMAS

COLUMBIA 40576 • 9-40576

COLUMBIA RECORDS

ALSO ON E.P. J263 • J4-263

Copyrighted material
THE MOST BEAUTIFUL OF ALL
The Real Story of Christmas

"STORY OF THE MAGI"

Carmel Quinn & Kevin Shanahan

Columbia 4-40611

"Santa's Coming"
**Most Played in Juke Boxes**

For survey week ending November 30

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>SLOW HANDS</td>
<td>Steve M. and Yvonne</td>
<td>1</td>
</tr>
<tr>
<td>I'M SORRY IT'S TRUE</td>
<td>Janis Joplin</td>
<td>2</td>
</tr>
<tr>
<td>TRY ME ONE MORE TIME</td>
<td>The Statler Sisters</td>
<td>3</td>
</tr>
<tr>
<td>CAN'T HELP MYSELF</td>
<td>The Beatles</td>
<td>4</td>
</tr>
<tr>
<td>WHAT A JUKE BOX</td>
<td>The Beatles</td>
<td>5</td>
</tr>
</tbody>
</table>

**Most Played by Jockeys**

For survey week ending November 30

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>SLOW HANDS</td>
<td>Steve M. and Yvonne</td>
<td>1</td>
</tr>
<tr>
<td>I'M SORRY IT'S TRUE</td>
<td>Janis Joplin</td>
<td>2</td>
</tr>
<tr>
<td>TRY ME ONE MORE TIME</td>
<td>The Statler Sisters</td>
<td>3</td>
</tr>
<tr>
<td>CAN'T HELP MYSELF</td>
<td>The Beatles</td>
<td>4</td>
</tr>
<tr>
<td>WHAT A JUKE BOX</td>
<td>The Beatles</td>
<td>5</td>
</tr>
</tbody>
</table>

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

**The Billboard Music Popularity Charts**

<table>
<thead>
<tr>
<th>RECORDS</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tennessee Ernie</td>
<td>Steve M. and Yvonne</td>
</tr>
<tr>
<td>IT'S ALMOST TOMORROW</td>
<td>The Statler Sisters</td>
</tr>
<tr>
<td>LOVE IS A MANY-SPLENDORED THING</td>
<td>The Beatles</td>
</tr>
<tr>
<td>SLOW HANDS</td>
<td>The Beatles</td>
</tr>
<tr>
<td>I'M SORRY IT'S TRUE</td>
<td>Janis Joplin</td>
</tr>
<tr>
<td>TRY ME ONE MORE TIME</td>
<td>The Statler Sisters</td>
</tr>
<tr>
<td>CAN'T HELP MYSELF</td>
<td>The Beatles</td>
</tr>
<tr>
<td>WHAT A JUKE BOX</td>
<td>The Beatles</td>
</tr>
</tbody>
</table>

For survey week ending November 30

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>SLOW HANDS</td>
<td>Steve M. and Yvonne</td>
<td>1</td>
</tr>
<tr>
<td>I'M SORRY IT'S TRUE</td>
<td>Janis Joplin</td>
<td>2</td>
</tr>
<tr>
<td>TRY ME ONE MORE TIME</td>
<td>The Statler Sisters</td>
<td>3</td>
</tr>
<tr>
<td>CAN'T HELP MYSELF</td>
<td>The Beatles</td>
<td>4</td>
</tr>
<tr>
<td>WHAT A JUKE BOX</td>
<td>The Beatles</td>
<td>5</td>
</tr>
</tbody>
</table>

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

**The Billboard Music Popularity Charts**

<table>
<thead>
<tr>
<th>RECORDS</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tennessee Ernie</td>
<td>Steve M. and Yvonne</td>
</tr>
<tr>
<td>IT'S ALMOST TOMORROW</td>
<td>The Statler Sisters</td>
</tr>
<tr>
<td>LOVE IS A MANY-SPLENDORED THING</td>
<td>The Beatles</td>
</tr>
<tr>
<td>SLOW HANDS</td>
<td>The Beatles</td>
</tr>
<tr>
<td>I'M SORRY IT'S TRUE</td>
<td>Janis Joplin</td>
</tr>
<tr>
<td>TRY ME ONE MORE TIME</td>
<td>The Statler Sisters</td>
</tr>
<tr>
<td>CAN'T HELP MYSELF</td>
<td>The Beatles</td>
</tr>
<tr>
<td>WHAT A JUKE BOX</td>
<td>The Beatles</td>
</tr>
</tbody>
</table>
SMASH!

Shipped To Date Over 250,000

THE PLATTERS

"The Great Pretender"

MERCURY 70753

ORDER NOW FOR SURE DELIVERY
SMASH!

"Are You Satisfied"

RUSTY DRAPER

MERCURY 70757
TWO GREAT HITS
"Tweedle Dee"
"Dance With Me Henry"

VOTED NO. 1 MOST PLAYED FEMALE VOCALIST
BILLBOARD ANNUAL DISC JOCKEY POLL

VOTED NO. 1 BEST FEMALE VOCALIST
CASH BOX JUKE BOX OPERATOR'S POLL

Yes, it's been a great year!

...MANY, MANY THANKS,
Georgia Gibbs

PERSONAL MANAGEMENT: GABBE, LUTZ & HELLER
EXCLUSIVE BOOKINGS: GENERAL ARTISTS CORP.

CURRENT RELEASE
"GOODBYE TO ROME"
MERCURY 70743

www.americanradiohistory.com
The Billboard Music Popularity Charts

POPULAR RECORDS

- Territorial Best Sellers

For survey week ending November 30

Liners are based on Air reports secured weekly

at all stations in each of the markets listed.

1. Atlantic

2. Atlantic

3. Atlantic

4. Atlantic

5. Atlantic

6. Atlantic

7. Atlantic

8. Atlantic

9. Atlantic

10. Atlantic

11. Atlantic

12. Atlantic

13. Atlantic

14. Atlantic

15. Atlantic

16. Atlantic

17. Atlantic

18. Atlantic

19. Atlantic

20. Atlantic

21. Atlantic

22. Atlantic

23. Atlantic

24. Atlantic

25. Atlantic

26. Atlantic

27. Atlantic

28. Atlantic

29. Atlantic

30. Atlantic
teresa brewer

The Big Hits are on...

CORAL RECORDS
America's Fastest Growing Record Company

RECEMBER: 10, 1955
THE BILLBOARD
MUSIC-RADIO

A GOOD MAN IS HARD TO FIND

Cute! Contagious! Colossal!

IT'S SIESTA TIME

www.americanradiohistory.com
OUT OF THIS WORLD

MODERNAIRES

SLEEPY LITTLE SPACE CADET

The Modernaires sung on television that resulted in a sensational coast-to-coast public response.

CORAL 61547 9-61547

b/w SANTA'S LITTLE SLEIGH Bells

CORAL RECORDS

America's Fastest Growing Record Company

The Billboard Music Popularity Charts

THE TOP 100

for survey week ending November 30

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

This Week's Top 100

<table>
<thead>
<tr>
<th>No.</th>
<th>Song</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>DAD'S GONE TO THE ORCHESTRA</td>
<td>Dinah Shore</td>
<td>Decca</td>
</tr>
<tr>
<td>2</td>
<td>DUKE OF YORK</td>
<td>Duke Ellington</td>
<td>RCA</td>
</tr>
<tr>
<td>3</td>
<td>MY DARLING</td>
<td>Margaret Whiting</td>
<td>Capitol</td>
</tr>
<tr>
<td>4</td>
<td>FLIGHT OF THE BUMBLE-BEE</td>
<td>Glenn Miller</td>
<td>Decca</td>
</tr>
<tr>
<td>5</td>
<td>I'M GONNA WALK MY BABY</td>
<td>Louis Armstrong</td>
<td>Decca</td>
</tr>
<tr>
<td>6</td>
<td>I'M SICK OF YOU</td>
<td>Billie Holiday</td>
<td>Columbia</td>
</tr>
<tr>
<td>7</td>
<td>IT'S ONLY LOVE</td>
<td>Ella Fitzgerald</td>
<td>Columbia</td>
</tr>
<tr>
<td>8</td>
<td>IT'S ALMOST TIME</td>
<td>Nat King Cole</td>
<td>Capitol</td>
</tr>
<tr>
<td>9</td>
<td>IT'S ALMOST TIME</td>
<td>Nat King Cole</td>
<td>Capitol</td>
</tr>
<tr>
<td>10</td>
<td>IT'S ALMOST TIME</td>
<td>Nat King Cole</td>
<td>Capitol</td>
</tr>
</tbody>
</table>

CAUTION TO DEALERS AND JUKE BOX OPERATORS

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

www.americanradiohistory.com
A HIT—1953—Now A Christmas Classic

MANTOVANI
White Christmas

A HIT—1954—Stronger Than Ever

DAVID WHITFIELD
Sings
Santo Natale

# 1508

A HIT—1955

DICKIE VALENTINE
Sings
Christmas Island
Christmas Alphabet

# 1620

LONDON RECORDS

TRUE HIGH FIDELITY
**ALL BULLSEYES**

TOPS IN CHRISTMAS SONGS

THE "RECORD" THAT LEADS THE FIELD

8-YEAR-OLD JOE WARD

**NUTTIN' FOR CHRISTMAS**

King CHRISTMAS QUESTIONS 4854

BABS GONSALS

BE-BOP SANTA CLAUS

Watch Them Resolutions

KING 4836

**BUBBER JOHNSON**

**LET'S MAKE EVERY DAY A CHRISTMAS DAY**

It's Christmas Time

KING 4855

**THE BILLBOARD MUSIC POPULARITY CHARTS**

**POPULAR RECORDS**

• **COMING UP STRONG**

Listed below are records which have shown solid trade response during the past week, with 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. **A Woman in Love**
   (The Four Aces) (ASCAP) Dec 20 1253
2. **Dolly’s Oh!**
   Susanna... Don Charles’ Singing Dogs (BMI) RCA Victor 6544
3. **A Woman in Love**
   (Frankie Laine) (ASCAP) Columbia 40632
4. **Angels in the Sky**
   (The Crew Cuts) (BMI) Mercury 70741
5. **All at Once**
   You Love Her... Perry Como (ASCAP) RCA Victor 6204
6. **C'est La Vie**
   (Sarah Vaughan) (ASCAP) Mercury 70127
7. **Band of Gold**
   (Kit Carson) (BMI) Capitol 2525
8. **Goodbye to Rome**
   Twenty-Four Hours a Day... Georgia Gibbs (ASCAP), (BMI) Mercury 70743
9. **Gee Whatchters**
   (Pat Boone) (BMI) Del 15135
10. **Wanting You**
    (Roger Williams) (ASCAP) Kapp 127

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

• **Tunes With Greatest Radio-TV Audience**

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

**Radio**

A Tree-Aren't Prized (R)-La Salle-ASCAP

Women in Love (R)-Frank-ASCAP

All at Once You Love Her (R)-Williams-ASCAP

Are You Interested (R)-Cradle-BMI

Audra Leaves (R)-Annette-ASCAP

Band of Gold (R)-Lloyd-BMI

Cath La Vin (R)-Plutonic-ASCAP

Cry Me a River (R)-Frank-ASCAP

Everybody's Got a Home But Me (R)-Claypool-ASCAP

Enjoy My Heart (R)-Brogman, Vocco-Cong-ASCAP

Ev'ry Day (R)-Annette-ASCAP

I've All Right With Me (R)-Claypool-ASCAP

It's Almost Tomorrow (R)-Northern-ASCAP

Jamboree Fiddler Song (R)-Bancone-ASCAP

Love and Marriage (R)-Benson-BMI

Love in a Strawberry Moon (R)-Annette-ASCAP

Mister in Remember (R)-Annette-ASCAP

Paprika Baby (R)-Medlin-ASCAP

Red Rose and Little White Link (R)-Trinity-BMI

Roll Turtles (R)-Parratt-BMI

Singing Whipping Staffs (R)-Winnakers-ASCAP

Sixteen Thirteen (R)-American-BMI

Singin' Ring (R)-Medlin-ASCAP

Someone You Lost (R)-Medlin-ASCAP

Someday There's a Valley (R)-Winnakers-BMI

Thank You (R)-Benson-ASCAP

There's No Use in Being (R)-Annette-ASCAP

**Television**

Women in Love (R)-Frank-ASCAP

Wonderful Christmas (R)-Carrington-ASCAP

All at Once You Love Her (R)-Williams-ASCAP

Annette Leaves (R)-Annette-ASCAP

Band of Gold (R)-Lloyd-BMI

Cath La Vin (R)-Plutonic-ASCAP

Cry Me a River (R)-Frank-ASCAP

Ev'ry Day (R)-Claypool-ASCAP

Enjoy My Heart (R)-Brogman, Vocco-Cong-ASCAP

Ev'ry Day (R)-Annette-ASCAP

I Hear You Knockin' (R)-Cardenou-BMI

I Want to Be My Baby (R)-Vibration-BMI

It's Not Love (R)-Fanning-ASCAP

Love and Marriage (R)-Benson-BMI

Love in a Strawberry Moon (R)-Annette-ASCAP

Mister in Remember (R)-Annette-ASCAP

My Baby Flat Top (R)-Lloyd-BMI

Mister for Christmas (R)-Bonnie-ASCAP

Only You (R)-Wildwood-BMI

Ooh Bitch (R)-Arinis-ASCAP

Paprika Baby (R)-Medlin-ASCAP

Red Rose and Little White Link (R)-Trinity-BMI

Roll Turtles (R)-Parratt-BMI

Singing Whipping Staffs (R)-Winnakers-ASCAP

Sixteen Thirteen (R)-American-BMI

Singin' Ring (R)-Medlin-ASCAP

Someone You Lost (R)-Medlin-ASCAP

Someday There's a Valley (R)-Winnakers-BMI

Thank You (R)-Benson-ASCAP

There's No Use in Being (R)-Annette-ASCAP

**Best Selling Sheet Music**

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

1. **Autumn Leaves**... 13

2. **He**... 11

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

4. **Suddenly There's a Valley**... 6

5. **Wildwood-Hill & Range**

6. **Love in a Strawberry Moon**... 4

7. **Moments to Remember**... 2

8. **Yellow Rose of Texas**... 18

9. **Ooby Dooby**... 3

10. **North Star Blues**... 12

11. **Many Are Called**... 4

12. **White Christmas**... 1

13. **It's Almost Tomorrow**... 1

14. **My Bonnie Lassie**... 15

15. **Bonnie Lassie**... 18
PREDICTED... AS THE BIGGEST SONG OF 1955-56
The Only POP Version

"the Great Pretender"

by Jackie Riggs
With Orchestra and Chorus

Published By
PANTHER MUSIC CO.
Solo Selling Agency
SOUTHERN MUSIC PUB. CO., INC.
Gen. Dist. Mgr.: NORMAN STUART

MEDIA 1020
JAYE P. MORGAN

NOT ONE GOODBYE*
MY BEWILDERED HEART

"New Orthophonie" High Fidelity
the dealer's choice  RCA VICTOR
Hits for the Holidays from

**rca VICTOR**

- **VOICES OF WALTER SCHUMANN**
  - CHRISTMAS GIFT
  - THE FIRST SNOWFALL
- **EARTHA KITT**
  - NOTHIN’ FOR CHRISTMAS
  - JE CHERCHE UN HOMME
- **LOU MONTE**
  - ITALIAN JINGLE Bells
  - SANTO NATALE
- **PERRY COMO**
  - HOME FOR THE HOLIDAYS
  - GOD REST YE MERRY GENTLEMEN
- **TONY MARTIN**
  - CHRISTMAS IN AMERICA
  - CHRISTMAS IN RIO
- **CHET ATKINS**
  - JINGLE Bells
  - FOUR CHRISTMAS CAROLS
- **MARIO LANZA**
  - AVE MARIA (Schubert)
  - I’LL WALK WITH GOD
- **HOMER & JETHRO**
  - NUTTIN’ FOR CHRISTMAS
  - SANTY’S MOVIN’ ON
- **GEORGE BEVERLY SHEA**
  - CHRISTMAS, CHRISTMAS
  - SLEEP PRECIOUS BABE

"New Orthophonic" High Fidelity Recordings

The dealer’s choice **RCA VICTOR**
THE HILLTOPPERS
My Treasure 80
DORIS DAY — Jimmy Saccs delivers a heartfelt vocal with a strong background from the group on this moving ballad. It's a slick job that could compete with the Connie Francis original of the same title. (Roundy-Smith, ASCAP)

The Last Word in Love 76
The guy has no voice, but he's got the last word in love. Cato, gimmicky swaggers with Saccs again spotlighted. Good wax. (Roundy-Smith, ASCAP)

THE BABBY SISTERS
Chas Cha Joe 77
A CAGEDEE 1290 — A commendable effort to duplicate the June Carter-Cash old "Jack, Jack, Jack" tune in Cha Cha rhythes. The Sisters sing out with verve and the backing moves along with a catchy pulse. (United, ASCAP)

But Don't Come, Little Close Girl (The Walkin' Talkin' Song) 72
The girls cross a very little bit of ditty with style and a fine blend. (Bregman, ASCAP)

ELLI BELLY EMBRELLY AND CLINTON ORK COUNTRY
and Marriage 77
A very cute duet on the fact that love can never die. (Banton, ASCAP)

Are You My Love... 71
An appealing duet with the Joni James hit by the talented team, with smart Clinton on vocals. One of the better bargain couplings. (Jubilee, ASCAP)

JAY F. MORGAN My Rewindled Heart 77
VICTOR 6260 — This is the coupng at the spot in the record, that's in Detroit. It's an appealing job on a fair enough ballad but it's a bit too long, one of the threat's fastest starters, but fan support could build it a big. (Watts & Barry, ASCAP)

Not One Goodbye... 77
This smart, swingy Redd Evans-Pull Springer tune isn't the charings's speciality of two. A fairly labeled ink. (Jefferson, ASCAP)

JACKIE BICUS
The Great Spellbread 77
MDMA 1005 — Here's a capture of the title phrase on a well-arranged and touching version of the new record recently taped by the Flatters. Bingo shows plenty of vocal savvy which makes this a smooth roll for the listeners. (Harvey, ASCAP)

His Gold Will Melt... 75
A pretty piece of ballad work with flanges again spotlighted effectively. (B & M, ASCAP)

ELLIE BELLY EMBRELLY AND CLINTON ORK COUNTRY
and Marriage 77
A very cute duet on the fact that love can never die. (Banton, ASCAP)

Are You My Love... 71
An appealing duet with the Joni James hit by the talented team, with smart Clinton on vocals. One of the better bargain couplings. (Jubilee, ASCAP)

THE SUNNYSIDES
Dedicated To Love Me 77
MARQUEE 1929 — Watch this one. The Sunnysides holl out this label's big label theme tune to the accompaniment of hand clapping and jangles, and has beat and excitement. (American Academy, ASCAP)

She Didn't Say Goodbye... 77
The Sunnysides do this novelty ditty with pizzazz. A nice item for deejays. (Milks, ASCAP)

ROSADO SISTERS
Remember Me 77
DECCA 27703 — Here's a label's big label theme tune to the accompaniment of hand clapping and jingles, and has beat and excitement. (Roundy-Smith, ASCAP)

By You Can... 77
Another really cute duet, but this one is a little bit of a letdown, with smart Clinton on vocals. One of the better bargain couplings. (Sony, ASCAP)

LERO BROWN ORK
Run My Mind 77
CAPITOL 2403 — A swingy,16-bar novelty, the arrangement on the new record is a little better than here, but the concept is the same. It's a swingy tune. (Pareira, ASCAP)

LES BROWN ORK
The Big Sky Man 77
Here's a label's big label theme tune to the accompaniment of hand clapping and jingles, and has beat and excitement. (Roundy-Smith, ASCAP)

LERO BROWN ORK
By You Can... 77
Another really cute duet, but this one is a little bit of a letdown, with smart Clinton on vocals. One of the better bargain couplings. (Sony, ASCAP)

CARMEN MARLE
Dedicated To The One I Love 77
Here's a label's big label theme tune to the accompaniment of hand clapping and jingles, and has beat and excitement. (Roundy-Smith, ASCAP)

KENNY GREEN
I Don't Want To ("Noddy Noble") 77
Here's a label's big label theme tune to the accompaniment of hand clapping and jingles, and has beat and excitement. (Roundy-Smith, ASCAP)

BARRY FRANK
Only You (And You Alone) 77
Here's a label's big label theme tune to the accompaniment of hand clapping and jingles, and has beat and excitement. (Roundy-Smith, ASCAP)
DECEMBER
10, 1955
THE BILLBOARD MUSIC - RADIO
51

"THE MAN WITH THE GOLDEN ARM"

Mr. Sammy Davis, Jr.,
Decca Records,
5505 Melrose,
Hollywood, California

November 22, 1955

Dear Sammy:

I just lifted the needle off a Decca side you cut called "The Man With The Golden Arm". When the odds are against it, it is a thousand to one that this wax will be a hit. You'll have one of the largest hits ever pressed.

As you know, I had my heart set on recording this tune, but after talking it over with Otto Preminger, director and producer of "The Man With The Golden Arm", we both decided that it was the type of role I play in the picture, and that I should do it.

Whatever the story, you've done a magnificent job and the cat that didn't dig this record needs hospitalization.

Once again, congratulations and a million thanks for one of the most thrilling minutes and fifty seconds of my young and swingin' life.

Sincerely,

Frank Sinatra

SAMMY DAVIS, Jr.

b/w

"IN A PERSIAN MARKET"

#29759 (78 rpm)
#9-29759 (45 rpm)

THE CHARMS' FIRST CHART RELEASE
LOVE, LOVE, STICK DOWN
LOVE'S OUR INSPIRATION THE CHARMS-CHART 608
Breaking Wide Open!! VERY TRULY YOURS
GUITAR PLAYER THE EVERGREENS-CHART 605
CHARIT REC CO. 1300 Good Faith Dr., Winston, Va. 24792

High fidelity

CHART RECORD CO. 1300 Good Faith Dr., Winston, Va. 24792

LAFAYETTE "WHERE'S THE BROKEN HEART G0!" "SUDDENLY"

C velvet, MALIBU, CALIFORNIA

DOING GREAT

ABBOTT RECORDS INC.

HAVIN' A MORNIN' BLUES...56

E No New Pop-Christmas Records

EENIES ROORDS

THE LABEL WITH A FUTURE...1206 104th St. Philadelphia 2, Penn.

NOTHIN' TO DO

Arche Beyer

New Releases "SHY"

"In the Hall of the Ch'a KIng"

Sad by Frank Ryan

SECON DIST. CORP. 29 Woodrow Wilson Blvd., N. J. 1690, The Odd-Named Label American Radio History

SUCCESSFUL RECORD ELECTRIC PLANT WANTS TO EXPAND PIONEER GROUP, INC., 1700 Lincoln Ave., Los Angeles 28, Cal.

RELATIVITY - QUALITY - PROFIT

PRESSING CONVENTION

Research Craft Co.

ABBOTT, 40 Florence, Calif.

The Billboard Music Popularity Charts

Reviews of New Pop Records

Continued from page 50

Riddle and Silver starts another vocal turn, this time using the same vocal approach as the first verse. The song is consistently well-constructed, offering an enjoyable listening experience.

SXY MARRINE

"RIDE "RIDE -sequence style: rhythmically complex and electronically enhanced. The song's structure is well-suited to contemporary tastes.

POLISH AMERICAN STRING BAND

-have played with Jack Jones on some occasions. The Poli Stars String Band has a distinctive sound that sets them apart from their competitors.

BELMONTE JIKE

"Tell Me Good Stuff" is a soft rock song with mellow harmonies and acoustic guitars. The melody is soothing, and the lyrics are heartfelt.

CALA CALLA

"Who's Been Woman" is a clever and catchy ballad, featuring a pleasant melody and an engaging vocal delivery.

JOHNSTON'S GUS

"What Else But Love" is a soulful song with a strong rhythm section and emotive vocals. The composition is well-crafted, offering a rich listening experience.

The Thunderbirds

"Back From the Dead" is a lively rock song with prominent drums and energetic vocals. The composition is充满活力, offering a dynamic listening experience.

This "n' That: Larry A's Rendition, N J., recently reissued his "Carnival of Music" from the Atlantic Farm House and Home Show, Atlanta City, for the New York City market. Here's a look at the chart positions:

New Pop-Christmas Records

MILLS BROTHERS

I Believe in Santa Claus..." is a traditional Christmas song that has been widely performed. The song's melody is tuneful and familiar.

Shake A Little Shake

"Shake a Little Shake" is a lively rock and roll song with a catchy rhythm section and engaging vocals. The composition is well-crafted, offering a dynamic listening experience.

Christmas Album

"Christmas Album" features a diverse range of holiday tunes, offering something for everyone. The collection is well-arranged, providing a festive listening experience.

O'KEEFE'S CAST\S

"Carol of the Bells" is a classical Christmas song with a beautiful melody and harmonious vocals. The arrangement is well-executed, providing a refined listening experience.

KNECHTAE'OPOLE

When Christmas Comes in Our House..." is a heartwarming Christmas song with a warm and inviting melody. The composition is well-crafted, offering a comforting listening experience.

HARBOURCITY STRING BAND

Fat Man (With the White Beard) is a lively folk song with a catchy rhythm section and engaging vocals. The composition is well-crafted, offering a dynamic listening experience.

Mama's Rock

"Mama's Rock" is a rock and roll song with a catchy rhythm section and engaging vocals. The composition is well-crafted, offering a dynamic listening experience.

Dot Label Charts Expansion

The home office for Wood's publishing company, which will continue to be directed by Mrs. Wood, is in Orlando, Florida. The label will focus on recording and marketing independent artists. The growth of the label's roster will enable it to expand its reach and establish partnerships with other music companies.

One of Crawford's functions, it was revealed, will be to help select strategic partnerships and business opportunities. The label's management will continue to work closely with Crawford to ensure the label's success.

Crawford, when he moves over to the label, will be the first label head to be appointed in Orlando. The position is aimed at increasing the label's visibility and expanding its reach.

Dot Records has a strong track record in the music industry, with a long history of successful releases. The label's lineup includes a diverse range of artists and genres, ensuring a wide appeal.

The new Dot Records label will be headquartered in Orlando, Florida, near the Walt Disney World Resort. The label's new home will provide a strategic location for the label's operations.

The new Dot Records label will focus on recording and marketing independent artists, enabling it to expand its reach and establish partnerships with other music companies. The label's management will continue to work closely with Crawford to ensure the label's success.
Coral Hits For Xmas

Make a Wish

There Once Was A Beautiful

Coral
61549 • 9-61549

Don Cornell

The Big Hits Are On...

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

COUNTRY & WESTERN RECORDS

Sun Vs. Duke

Continued from page 19

he had no knowledge that an ex-

per had existed in his right eye and

Sun Records. The Billboard and

other trade papers were intro-

duced as evidence, and Sun con-

fessed to having read the Billboard

and should have assumed that recor-

ded on the label—an exclusive

arrangement existed.

The trial then turned on the ques-

tion of whether Parker's contract was

not that of Parker. Sun claimed that

when Parker was signed to the Duke label

and damaged. Sun also claimed that

the breach of contract damages for

the label in another way—it has

been held that candidates for the

label's opportunities to sell and

exploit the label to another publisher.

Sun, however, has to the past and

to RCA Victor (The Bill-

dee, December 3).

Stylistic Differences

Meanwhile, Pepper has con-

fessed that the label of contracts

was willful on 60's part and has

asked for positive damages in

the past several months.

In attempting to assess damages,

the trial court's jury and the ap-

peal court's jury were used to

judge the case. Parker, meanwhile,

was recording his own album for

his label, the record company, from

June 18, 1953, was for one year

with options and has now run out, for

a contract that ended November 4, 1954.

The take label in January of this year

became a corporation, with the

stockholders exporting 700 per cent of the

stock.

RCA's Miller

Continued from page 19

for about $1,000 was waiting for him at Victor, but he

would not work for $500. This

is the story of Miller's life and

workings. The man who

acted, the man who

wrote, the man who

produced, the man who

recorded...}

DeSylva Case

Continued from page 19

that a child, on reaching ma-

turity, would not execute it

for the benefit of a non-

public publisher or user.

The decision notes that the

court's opinion is not with the

court's view, and is on the

court's view, is the same.

But there were others who

sided with the author. Also,

the court's opinion is not with

the court's view, is the same.

The decision notes that the

court's opinion is not with the

court's view, is the same.
The Billboard Music Popularity Charts

**Country & Western Records**

**FOLK TALENT & TUNES**

**Best Sellers in Stores**

For survey week ending November 30

Record sales are credited in order of their appearance in this issue. The accuracy of these figures is determined by The Billboard's weekly survey of dealers across the nation. Sound checks are reported on both sides of a record, prices are those reported to this office. Data are recorded only for those records listed in the weekly survey. These, plus sales of other major retailers, are compiled into this weekly edition.

**Most Played in Juke Boxes**

For survey week ending November 30

Record sales are credited in order of their appearance in this issue. The accuracy of these figures is determined by The Billboard's weekly survey of dealers across the nation. Sound checks are reported on both sides of a record, prices are those reported to this office. Data are recorded only for those records listed in the weekly survey. These, plus sales of other major retailers, are compiled into this weekly edition.

**Most Played by Jockeys**

For survey week ending November 30

Records are ranked in order of the greatest number of plays on disk jockey radio stations across the country. Data are recorded only for those records listed in the weekly survey of disk jockey stations in order to ensure the accuracy of these figures. The accuracy of these figures is determined by The Billboard's weekly survey of dealers across the nation. Sound checks are reported on both sides of a record, prices are those reported to this office. Data are recorded only for those records listed in the weekly survey. These, plus sales of other major retailers, are compiled into this weekly edition.

---

**Around the Horn**

By Bill Sack

This week's Tunes and data on the following schedule: The Western, Victoria, TX; 9:00 a.m., Don Melody, Winds of Change, WPTQ, Orlando, FL; 9:00 a.m., Buddy Knox, Louisiana Hayride, WWVA; 9:00 a.m., Ricky Nelson, Louisiana Hayride, WDRA; 9:00 a.m., Lefty Frizzell, Louisiana Hayride, WSM.

---

Johnny Horton, Baby Anson, Don Ryabin, and Vic Dana are among the new entries on Billboard's Most Played by Jockeys chart. Horton, Ryabin, and Dana each have a new single on this chart. Horton's new single is "The Ballad of the Hillbilly," Ryabin's is "The Hillbilly," and Dana's is "The Ballad of the Hillbilly." These singles are all part of the growing trend of country western music becoming more popular among mainstream audiences across the country.

---

The Tunes and data on the following schedule: The Western, Victoria, TX; 9:00 a.m., Don Melody, Winds of Change, WPTQ, Orlando, FL; 9:00 a.m., Buddy Knox, Louisiana Hayride, WWVA; 9:00 a.m., Ricky Nelson, Louisiana Hayride, WDRA; 9:00 a.m., Lefty Frizzell, Louisiana Hayride, WSM.
**The Billboard Boulevard Music Popularity Charts**

**RHYTHM & BLUES RECORDS**

- **This Week's Best Buys**
  - **THE GREAT PRETENDER** (Parlophone, BMI) — The Pretenders - Mercury 70703
  - **THE FLATTER** (Mercury) — The Flatters - Mercury 70703

Volume on R&B Singles charts has already been of such proportions as to indicate that it will be a worthy successor to "Only You." Like that record, this is doing equally well in R&B and pop stores and locations. In Baltimore, New York, Philadelphia, Pittsburgh, Cleveland, St. Louis and Detroit it is reported to be at No. 1. The flip is "I'm Just a Dancing Partner" (Admon, ASCAP). A previous Billboard "Spotlight" pick.

- **SPEEDO** (Bush, BMI) — The Cadillac's - Juke 785
  - This has been a "sleeper" that has taken on major proportions the past two weeks. It has been stirring as much action in record markets as in the R&B. In fact, it placed No. 1 on the Detroit and Cleveland pop territorial charts this week. It is also a good seller in New York, Atlanta, Durham, St. Louis and Chicago. Flip is "Let Me Explain" (Bush, BMI).

- **NIGHT OWL** (Venice, BMI) — Tony Allen - Specialty 560
  - Another disk that has developed slowly, but is now coming forward by leaps and bounds. Territories that reported heavy volume this week included New Orleans, New York, Philadelphia, Pittsburgh, Baltimore, Durham, Cleveland and Buffalo. Flip is "I" (Venice, BMI).

**Review Spotlight on...**

- **RECORDS**
  - **THE CARDINALS**
    - *Here Goes My Heart To You* (Parlophone, BMI) — Impaled 5371 - Lewis has one of a very similar to that of his click, "I Hear You Knockin'," and he makes it cut in those rich tones of his. Flip is an attractive "Queen Of Hearts" (Commodore, BMI). A slower, bluesy story.

- **THE ELMOOWS**
  - In My Dive (Arc, BMI) — Chess 1611 — The group has a fancy piece of material here in the super-reined groove, with a definite story idea well carried thru by the lead singer. Flip is the rhythm side, "Lover, Lover Me" (Arc, BMI).

**Reviews of New R & B Records**

- **THE NUTMEGS**
  - (MGM) — The Nuts — The Original Hits — No. 2621 - You Said It / Sincere Romance

- **DOLLY COOPER**
  - (Modern) — The Modern Girls — No. 2621 - Howbout Got a Date / Modern Pettin'

- **TAYLOR BROWN**
  - All I Know About Love / Modern Pettin' — The group has a very nice side here, but the real thing is when it's a little too slow to hold the listener. (Modern, BMI)

- **THE PENGUINS**
  - (Mercury) — Shakin' All Over / Let's Go Back — A strong extract for the R&B Christmas season. It's a strong reading of a good-sounding ballad. (Mercury, BMI)

- **BEATRICE MORRIS**
  - (Capitol, BMI) — It's Too Late / And I Can't Stand It — Is a little too fast for those who prefer the slower tempo. The flip has the edge. (Quentin, BMI)

**Other Records Released This Week**

- **LARRY HIRDSONG**
  - You Won't Be Needing Me No More / It Won't Be This Way, Always (Imperial, BMI)

**SOCKO! SMASH HIT IN LOS ANGELES!**

10,000 in 2 Weeks — Central Record Sales (Jim Wessen, Pres.)

**ALSO**

San Francisco, New York, Chicago and spreading fast!

**JIVIN' AROUND**

Parts 1 & 2

ERNIE FREEMAN

Combo

Cash $1677

A JUKE BOX NATURAL!

WRITE-WIRE-PHONE

CASH RECORD SALES

2610 S. Crenshaw Blvd.

Phone: Republic 45074

No. 1611 - Chels

IN MY DIARY

MOONGLOWS
FOLK TALENT AND TUNES

arriving at the studios of WSM, Nashville, recently when he journeyed there to do a show on "Music Row." Seconis' hotel forgot to awake him in time. While in Nashville, Wagoner guested on Eddie Ring's "Breakfast With the Stars," and was a guest of General Motors on the "Old Gey Olecy.

Gertiu Landon, of Hill and Range, Inc., New York, re-
sembles a much younger version of his father, Goldember, N. C., attended the dedication ceremony in Nashville for the first time, and was so impressed that he decided to stay in the country and western field of the rest of his life. Bill Boyd has just celebrated his 25th anniversary at WRD, Dallas, making him the oldest person on the air in Dallas and the oldest one in the Southwest. - Doug Williams, 1935 Preston Drive, Nashville, is sending Billy Words' M.C.M. wax-
ing of "Weird Dreams," the song was one of the hits which marks his departure from the record business.

And "Woman," the country music superstar of the week, took a hot one on the air with "You Can't Help But Be Happy," Tuesday, March 17, over WEWA, Frederickburg, Virginia.

The Maddox Brothers and Rose, Bob Wills and His Texas Playboys, and Eddie Challenge, and Wagoner opened a new record date in the Austin, Texas, area. As the opening act, the records sold from 9:00 p.m. to 11:00 p.m. since an audience of 4,000 admirers for the record date.

"You Can't Help But Be Happy," the new record of "Woman," is now avaiable at all record halls.

Dave C. Rud, president of West-
1000 Records, Inc., Kansas City, MO, writes: "Need to know who's on what show, we send them our releases. Just punch in the key for the third Western waxings, together with other important in-
formation on Western groups. Dick Dickey, the Westport Kids and Jimmie Rodgers, are all the latest groups to get their own records on our list, which now numbers over 400 in 45 States. We'll hear from jockeys who aren't receiving our records."

And "Woman," the country music superstar of the week, took a hot one on the air with "You Can't Help But Be Happy," Tuesday, March 17, over WEWA, Frederickburg, Virginia.

SAVE MONEY ORDER YOUR BILLBOARD SUBSCRIPTION TODAY

The Billboard, 2146 Patterson St., Cincinnati 22, Ohio
Please order subscription to The Billboard for one full year (18 issues), with 10
cents $1.00 payment enclosed... bill me Name... Address. City, Zone, State 3101

THE BILLBOARD MUSIC-RADIO

DEC. 10, 1955

FOLK TALENT AND TUNES

Continued from page 55

FOLK TALENT AND TUNES

arriving at the studios of WSM, Nashville, recently when he journeyed there to do a show on "Music Row." Seconis' hotel forgot to awake him in time. While in Nashville, Wagoner guested on Eddie Ring's "Breakfast With the Stars," and was a guest of General Motors on the "Old Gey Olecy.

Gertiu Landon, of Hill and Range, Inc., New York, re-
sembles a much younger version of his father, Goldember, N. C., attended the dedication ceremony in Nashville for the first time, and was so impressed that he decided to stay in the country and western field of the rest of his life. Bill Boyd has just celebrated his 25th anniversary at WRD, Dallas, making him the oldest person on the air in Dallas and the oldest one in the Southwest. - Doug Williams, 1935 Preston Drive, Nashville, is sending Billy Words' M.C.M. wax-
ing of "Weird Dreams," the song was one of the hits which marks his departure from the record business.

And "Woman," the country music superstar of the week, took a hot one on the air with "You Can't Help But Be Happy," Tuesday, March 17, over WEWA, Frederickburg, Virginia.

The Maddox Brothers and Rose, Bob Wills and His Texas Playboys, and Eddie Challenge, and Wagoner opened a new record date in the Austin, Texas, area. As the opening act, the records sold from 9:00 p.m. to 11:00 p.m. since an audience of 4,000 admirers for the record date.

"You Can't Help But Be Happy," the new record of "Woman," is now avaiable at all record halls.

Dave C. Rud, president of West-
1000 Records, Inc., Kansas City, MO, writes: "Need to know who's on what show, we send them our releases. Just punch in the key for the third Western waxings, together with other important in-
formation on Western groups. Dick Dickey, the Westport Kids and Jimmie Rodgers, are all the latest groups to get their own records on our list, which now numbers over 400 in 45 States. We'll hear from jockeys who aren't receiving our records."

And "Woman," the country music superstar of the week, took a hot one on the air with "You Can't Help But Be Happy," Tuesday, March 17, over WEWA, Frederickburg, Virginia.

SAVE MONEY ORDER YOUR BILLBOARD SUBSCRIPTION TODAY

The Billboard, 2146 Patterson St., Cincinnati 22, Ohio
Please order subscription to The Billboard for one full year (18 issues), with 10
cents $1.00 payment enclosed... bill me Name... Address. City, Zone, State 3101

THE BILLBOARD MUSIC-RADIO

DEC. 10, 1955

FOLK TALENT AND TUNES

Continued from page 55

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

Best Sellers in Stores

For survey week ending November 30

Store: New York, Branch

1. ONLY YOU (BMI)-Platters
2. HANDS OFF (BMI)-J. McShann
3. POOR ME (BMI)-E. Domino
4. FOOL ME (BMI)-I. S. "The Truth"
5. STEAMBOAT (BMI)-Atlantic 1078
6. AT MY FRONT DOOR (BMI)-El Dorados, Who's Ragen, Van, Bill, F. Rocky (BMI)-Vee 147
7. TUTTI FRUTTI (BMI)-Little Richard
8. FEEL SO GOOD-Shirley & Lee
9. 11 AROUND THE WORLD (BMI)-Little Willie John
10. I HEAR YOU KNOCKIN'-R. & S. Lewis
11. THIRTY DAYS (BMI)-C. Berry
12. DONT' START ME TALKIN'-W. Haye Williams
13. WITCHCRAFT (BMI)-Spider's
14. SMOKY JOE'S CAFE (BMI)-Robinson
15. WHEN YOU DANCE (BMI)-Turban

Most Played in Juke Boxes

For survey week ending November 30

1. ONLY YOU (BMI)-Platters
2. HANDS OFF (BMI)-J. McShann
3. POOR ME (BMI)-E. Domino
4. FOOL ME (BMI)-I. S. "The Truth"
5. STEAMBOAT (BMI)-Atlantic 1078
6. AT MY FRONT DOOR (BMI)-El Dorados, Who's Ragen, Van, Bill, F. Rocky (BMI)-Vee 147
7. TUTTI FRUTTI (BMI)-Little Richard
8. FEEL SO GOOD-Shirley & Lee
9. 11 AROUND THE WORLD (BMI)-Little Willie John
10. I HEAR YOU KNOCKIN'-R. & S. Lewis
11. THIRTY DAYS (BMI)-C. Berry
12. DONT' START ME TALKIN'-W. Haye Williams
13. WITCHCRAFT (BMI)-Spider's
14. SMOKY JOE'S CAFE (BMI)-Robinson
15. WHEN YOU DANCE (BMI)-Turban

Most Played by Jockeys

For survey week ending November 30

1. ONLY YOU (BMI)-Platters
2. HANDS OFF (BMI)-J. McShann
3. POOR ME (BMI)-E. Domino
4. FOOL ME (BMI)-I. S. "The Truth"
5. STEAMBOAT (BMI)-Atlantic 1078
6. AT MY FRONT DOOR (BMI)-El Dorados, Who's Ragen, Van, Bill, F. Rocky (BMI)-Vee 147
7. TUTTI FRUTTI (BMI)-Little Richard
8. FEEL SO GOOD-Shirley & Lee
9. 11 AROUND THE WORLD (BMI)-Little Willie John
10. I HEAR YOU KNOCKIN'-R. & S. Lewis
11. THIRTY DAYS (BMI)-C. Berry
12. DONT' START ME TALKIN'-W. Haye Williams
13. WITCHCRAFT (BMI)-Spider's
14. SMOKY JOE'S CAFE (BMI)-Robinson
15. WHEN YOU DANCE (BMI)-Turban

Now No. 2 and position on the Billboard National Music Charts

HANDS OFF

PRESCLLA BOWMAN

JAY McSHANN'S ORCHESTRA

"I'LL BE FOREVER LOVING YOU"

BY THE EL DORADOS

NEW RELEASES

OP-DE-OP"

EAr PHILLIPS

"Nothing But Love"

BY JOHN LEE HOOKER

"Time Is Marching"

BY MAMBO CHILLUN

ADMIT to the 190th anniversary of Logansport. Ind., site of the birth of concrete. Enjoy the 19th- and 20th-century homes, shops, and other attractions. Logansport, Ind. (Telephone: 317-972-0800.)

ADMIRE the former home of Sarah Bernhardt, November 30 in Chicago, Ill. The house was designed by the famous architect Louis Sullivan and was the residence of Bernhardt for many years. Chicago, Ill. (Telephone: 312-922-0200.)

ADMIRE the former home of William Butler Yeats, June 13 in Sligo, Ireland. This house was the home of the famous poet, who lived here for many years. Sligo, Ireland. (Telephone: 00353-71-22500.)

ADMIRE the former home of Sergei Rachmaninoff, May 1 in Yalta, Russia. This house was the birthplace of the famous composer. Yalta, Russia. (Telephone: 00373-212-1200.)

ADMIRE the former home of Robert F. Kennedy, November 19 in New York, N.Y. This house was the home of the famous lawyer and politician. New York, N.Y. (Telephone: 212-989-0990.)

ADMIRE the former home of Mark Twain, November 21 in Hartford, Conn. This house was the home of the famous writer. Hartford, Conn. (Telephone: 203-564-6780.)

ADMIRE the former home of Emily Dickinson, April 30 in Amherst, Mass. This house was the home of the famous poet. Amherst, Mass. (Telephone: 413-542-7215.)

ADMIRE the former home of Albert Einstein, April 18 in Berlin, Germany. This house was the birthplace of the famous physicist. Berlin, Germany. (Telephone: 49-30-320-7212.)

ADMIRE the former home of Pablo Picasso, which every winter is the residence of the artist. This house was the birthplace of the famous painter. Cannes, France. (Telephone: 33-93-27-00-00.)

ADMIRE the former home of Andrew Carnegie, June 25 in Dunvegan, Scotland. This house was the birthplace of the famous industrialist. Dunvegan, Scotland. (Telephone: 44-1599-3111.)

ADMIRE the former home of Andrew Jackson, December 2 in Nashville, Tenn. This house was the birthplace of the famous president. Nashville, Tenn. (Telephone: 615-256-5000.)

ADMIRE the former home of Thomas Jefferson, April 13 in Monticello, Va. This house was the birthplace of the famous statesman. Monticello, Va. (Telephone: 540-971-3000.)
STONEY, Dec. 3.—A price of $3.36 (20 shillings) per square foot has been established for exhibits at the World's Fair. The charge is to be held at the Sydney Showground in the next year.

Additional details are not clear on whether there will be an amusement ride at the fair. Water-ski shows are slated as a worldwide-wide festival with additional events and much World Fair competition.

An exhibit of high-class exhibits has been established: Foodcutter, a new product; spirit; plastic products; and textiles, household and industrial; jewelry; household furnishings; garment; travel equipment; scientific instruments; bookcases; furniture; novelties; sporting and recreational goods; black and white; growing; textiles; and other.

An April 30 date has been set as the end of the current exhibit contracts.

Managing director of the World's Fair is at the fair, in Sydney, the American end is being handled by Frank J. H. Godfrey, Commissioner, 630 Fifth Avenue, New York. The fair is a feature of the national and international exhibitions.

An exhibit of the American Water Supply, which is being held the American end is being handled by Frank J. H. Godfrey, Commissioner, 630 Fifth Avenue, New York. The fair is a feature of the national and international exhibitions.

Boston Auto Show

BOSTON, Dec. 3.—Close to $25,000 persons reportedly attended the Boston Auto Show at the Automobile Show at the Commonwealth Avenue Armory.

The admission was $1.25 and $2.50, with proceeds going to the John D. Phillips Christmas Fund for the 1956 season.

A stage show was given daily, featuring television personalities such as Julia Milner, Cornell Cunial from the Goodby show, and Irving Brown from the cable show.

Some acts included: Tornado, Cheers and the Bump, starring Milt Masterson and the hospital.

Gene Holter Show To East; Convenes Springfield, Mass.

CHICAGO, Dec. 3.—Gene Holter's Wild Animal Show will play Springfield, Mass., and will be shown at the outdoor conventions here the next two years.

Owner-manager Holter said that he plans to use the East Coast as a proving ground, with a special interest in theatrical entertainment, particularly with the use of exotic animals in the act.

The show will include a 12-year-old elephant, a tiger, and a lion. The act will consist of the usual acts, such as the jewel-studded outfit of the act, and the elephant will be used as a mascot.

The stage show was given twice daily, offering television personalitites such as Julia Milner, Cornell Cunial from the Goodby show, and Irving Brown from the cable show.

Gene Holter Show To East; Convenes Springfield, Mass.

CHICAGO, Dec. 3.—Gene Holter's Wild Animal Show will play Springfield, Mass., and will be shown at the outdoor conventions here the next two years.

Owner-manager Holter said that he plans to use the East Coast as a proving ground, with a special interest in theatrical entertainment, particularly with the use of exotic animals in the act.

The show will include a 12-year-old elephant, a tiger, and a lion. The act will consist of the usual acts, such as the jewel-studded outfit of the act, and the elephant will be used as a mascot.

The stage show was given twice daily, offering television personalitites such as Julia Milner, Cornell Cunial from the Goodby show, and Irving Brown from the cable show.

Gene Holter Show To East; Convenes Springfield, Mass.

CHICAGO, Dec. 3.—Gene Holter's Wild Animal Show will play Springfield, Mass., and will be shown at the outdoor conventions here the next two years.

Owner-manager Holter said that he plans to use the East Coast as a proving ground, with a special interest in theatrical entertainment, particularly with the use of exotic animals in the act.

The show will include a 12-year-old elephant, a tiger, and a lion. The act will consist of the usual acts, such as the jewel-studded outfit of the act, and the elephant will be used as a mascot.

The stage show was given twice daily, offering television personalitites such as Julia Milner, Cornell Cunial from the Goodby show, and Irving Brown from the cable show.

Gene Holter Show To East; Convenes Springfield, Mass.

CHICAGO, Dec. 3.—Gene Holter's Wild Animal Show will play Springfield, Mass., and will be shown at the outdoor conventions here the next two years.

Owner-manager Holter said that he plans to use the East Coast as a proving ground, with a special interest in theatrical entertainment, particularly with the use of exotic animals in the act.

The show will include a 12-year-old elephant, a tiger, and a lion. The act will consist of the usual acts, such as the jewel-studded outfit of the act, and the elephant will be used as a mascot.

The stage show was given twice daily, offering television personalitites such as Julia Milner, Cornell Cunial from the Goodby show, and Irving Brown from the cable show.
CHI CONVENTION NOTES
Rube Liebman Retires;
Streibich Pensioned

CHICAGO, Dec. 3.—A long familia" face was missing from the annual outdoor conventions held this week. The widely known Rube (Rube) Liebman left the city on the eve of the convention to go into retirement in Tampa, Fla., who had been a sales representative for Barnes-Carruthers Theatrical Enterprises since 1929, has been placed on a pension by the Barnes-Carruthers office. His Tampa address is the Zano Hotel. Joe Streibich, long time secretary of the Showmen's League of America, was voted a pension by the League during the convention proceedings. Joe has been ill health for some time but managed to come in from his Delavan, Wis., home to attend the League's annual banquet and ball. Sam J. Levy Sr., president of the Barnes-Carruthers offices, announced at the opening of the meetings that Sam J. Levy Jr. had been named the firm's Western sales representative and that Bundy Avery had been elevated to vice-president.

Neva Halman, Miami, a mill reader with the Royal American Shows, was the winner of the Showmen's League Cadillac award. Glen Boyd, who recently resigned as secretary of the Orange Empire Fair, Springfield, Mo., was named at the annual meeting of the Middlewest Fair Circuit by Joe Monroe, secretary of the Louisiana State Fair, Shreveport, for Boyd resigned at president of the group at its annual meeting. Virgil Miller, secretary of the Kansas State Fair, Hutchinson, was elected president to succeed Boyd, who is now a sales rep for E. G. Staats & Company, Mount Pleasant, Iowa, but was at the convention as the representative of the Springfield fair. Joe Monroe was elected president of the International Motor Contest Association at the annual meeting of that organization, presiding R. H. (Dick) McIntosh, secretary of the Alabama State Fair. Other officers elected were C. G. (Pete) Bakers, Oklahoma State Fair, Vice-president, and Frank Harris, Daviston, Ala., secretary. Names as directors besides Baker and Monsour were Lloyd Cunningham, Iowa State Fair; Al Huberman, Sioux Falls, S. D.; Virgil Miller, Kansas State Fair; Doug Baldwin, Minnesota State Fair; and W. K. Hug, South Dakota State Fair.

Paul Olsen, manager of the Olsen Shows (the former Amusement Company of America) and plans to go to England in January on business. He will be accompanied by Mrs. Olsen and expects to be back by about a month. Virginia Kline left Chicago Thursday (17) to carry out a promise she is to visit her nephew. She plans to stay abroad for at least a month.

Maurice Pagel, secretary of the Kansas Fair, Topeka, cut short his convention trip to fly back to Topeka for an operation. Earl J. McCord, new back as secretary of the Anderson (Ind.) 4-H Fair, was on hand, along with Ralph Ferguson, Anderson, Ind. McCord returned to the Anderson post when the Democrats won the recent county race. Anderson's predecessor, Bill Hutton, also was at the convention.

Archie Gayer, who with Ralph Ammon operates the Fun-on-the-Farm area at the Wisconsin State Fair, Milwaukee, announced that he signed three shows for 36. They are Lath La Rue and his Western show, Archie McAllister's illusion show, and "Grand Ole Opry," J. Dan Baldwin, secretary of the Kentucky State Fair, Louisville, said that contracts for the new Kentucky fairgrounds construction call for a completion date of August 24, 1956, and has a penalty clause of $2,000 per day after that date. The Louisville event now is tentatively slated to run September 1-15, but if the new plant is not ready it will be held for a shorter period at the old fairgrounds.

C. L. Carpenter, Missouri Commissioner of Agriculture, who has been active in the fair movement, was among those present. Carpenter recently filed for nomination for governor of Missouri. . . Art Signor will join the William T. Collins Shows and handle the office. Billy Collins announced.

Rip-Hearted Benny, chairman of the Miami Show.
KIDDY RIDES FOR SALE
Comes with 84 car seats. All equipment like-new used only 1 year.
1. Little Dipper (Herschell)
2. Kiddy Corral
(Mangels)
3. 2 Bears Ride
4. Fire Truck & Jeep
5. Kiddy Rope-Whip
6. Miniature Trains
7. Pony & Cart
20 New Rides - 1 3/4 to 4-managem 9n equipment, located in Baltimore, Maryland. Check with your agent to be hipolited.
ASKING PRICE: $22,500
BOX #26
The Billboard
1564 Broadway, New York 24, N. Y.

AUDITORIUMS-ARENAS

Johnstown’s War Memorial Breaks Thru Sound Barrier

By TOM PARKINSON

Latest arena to break its own type of sound barrier is the Cambria County War Memorial Building at Johnstown, Pa. Here, as in many other arenas across the country, acoustics in the arena were poor, too poor to use the building for many types of shows that depend on sound of voice and music.

The steps taken by Manager W. Zane Schneider and his management board were similar to those taken by such other buildings as the Sports Arena in Toledo and the War Memorial Building at Canton, O.

They called in acoustical experts and installed fiberglass panels in the ceiling. The panels are in one type of sound to reverberate for 14 seconds. That’s what caused the trouble.

Now the reverberation time has been cut to about one and a half seconds from installation of the panels. The building was tested recently when the Governor of Pennsylvania give a speech in the building. Cheeks made during the talk showed no flaws in acoustics, Schneider points out.

The basic principles used here are the same as in other fiberglass installations. The insulating material is placed between girders high in the ceiling, special wheeled frame. stair and bridges were used on the arena floor by workmen who installed the panels.

In some cases, arenas and auditoriums have found it necessary to install additional fiberglass at the rear of the hall to keep sounds from bouncing off the back. But in this installation, it was found that a different course was needed. One area in the center of the ceiling had been left without insulation in order to allow for a necessary minimum amount of reflection of sound.

Manager C. Mormon, president of the War Memorial Board, now are looking forward much to wider opportunities with the arena. 'Events which previously had to be turned down now may be staged successfully, and the arena will be able to offer a greater selection of non-sports events.

Grossman Office Affiliates With Woolfolk-ABC

CHICAGO, Dec. 3—The Grossman Agency, Des Moines, and Tom Powell, representing R. B. Chew Enterprises, Springfield, O., that were interested in the acquisition of the Boyle Woolfolk Agency, Jack Lindsell, general manager, announced. The two offices formerly represented the Boyo in offices in their respective cities. The Woolfolk office was acquired because of the recent dissolve of the Association Booking Corporation.

Lindsell said the move will co-ordinate running of acts and shows, publicity services and other standard functions in Chicago. This will enable the two offices to be entirely devoted to all time to selling.

The Woolfolk office is also represented in Nevada, I1, by Carl baser.

TRADE AWARDS

Wemedeyr Wins Show Sweepstakes

CHICAGO, Dec. 3.—The Eric L. Woodridge Company won the John J. Duvall (Sweepstakes) Award for the most meritorious exhibit at the annual trade show sponsored by the National Association of Amusement Parks, Pools and Spears at the Hotel Sherman here November 27-30. Honorable mention in the category went to the National Association of Amusement Parks and the Minature Trains Company. Animated Display Creators, Inc. From the Charles S. Wilson award for their meritorious exhibit of equipment and supplies. Honorable mention went to the Mexico Forge Company and the Globe Ticket Company.

THE WORLD’S MOST PROFITABLE RIDE

CASH IN ON THIS SURF FIRE PROTECTION NOW

SUPERIOR IN APPEARANCE, OPERATION, CONSTRUCTION AND EARNING POWER, THESE SMALL RACERS WILL DRAW MORE PEOPLE TO YOUR PARK BUSINESS THAN ANY OTHER RIDE

OPERATORS REPORT

GROSSES OF $75 TO $100 DAILY

MIDGET AUTOMOBILE RIDES are the most popular with children, boys, girls, parents, and all who appreciate the thrill of a realistic model automobile. These rides are being toured all the country. Popular everywhere. All ready to operate. Inquire of your nearest wholesaler.

COMET MANUFACTURING CO. • Dept. B • Box 1563 • SACRAMENTO, CALIF.

THE TWIN-ARHTH Ride

"Best Buy in Rides Today!"

• Very Popular and Profitable
• Good Looking • Good Quality • Well Built • Merriment • What a Sell

SELLER MFG. CO. • Faribault, Minnesota

GIVE TO DAMON RUNYON CANCER FUND

KIDDY TANK RIDE

TANK RIDE RATED TOPS BY SUCCESSFUL OPERATORS

ORVILLE N. CRAFTS CRAFTS 20 BIG SHOWS

NO, HOLLYWOOD, CALIF.

"The All American Kiddie Tank Ride has always been one of our best money rides. It draws business when others don’t. The building gets us a terrific attraction for the kids. It has given us no trouble whatsoever in two years.”

BEN C. HIRSCH

VALPARAISO, IND.

"The Kiddie Tank Ride has out-grown its worth. It never required any maintenance and it’s so easy to put on the truck we tell the kids.”

O. J. RUSSELL

UNCLE JOHN’S KIDDIELAND VINCENNES, IND.

"Our top ride. The day it arrived our Kiddieland was ready with kids trying to get on ride.”

SUMMER RITTERSEN

PLAYLAND CENTERS

BOSTON, MASS.

"The Tank Ride is a completely safe ride, as well as a good money-maker. Never had the slightest trouble with it. Very few kid left unalways.

WED-CO-INDENTS • BOAT RIDE • KIDDIE AUTO RIDE • PORTABLE ROLLER COASTER • KIDS TRUCKS • KIDDIE CABLE CAR • KIDDIE RIDE • DOLL CAR RIDES • WIND AND WALL RIDES • CAROUSELS • TRAM CAR • TANK FOR BOX • TRAM CAR • VANISHING TANK • SCALE RIDES • PLAYING CAR GLASS BALL ROOMS • POSTERS AND ACCESSORIES FOR ALLAN HERSCHEL AND COMPANY

ALLAN HERSCHEL COMPANY, INC.

"World’s largest manufacturer of amusement rides”

NORTH TONAWANDA, NEW YORK

WORLD’S FASTEST THRILL RIDE

THE SPINAROO

All moving parts built permanently on a 30-ft. steel-tubular chassis. Eight riders have a total capacity of 40 adults. Speeds range 50 mph, gross weight of located trailer 10,000 lbs.

WRITE TODAY FOR COMPLET INFORMATION AND PHOTOS

KING AMUSEMENT COMPANY

MT. CLEMENS, INDIANA

MINATURE TRAINS FOR EVERY LOCATION

any size... any capacity... any price range...

THE WORLD’S FASTEST BY THE WORLD’S LARGEST EXCLUSIVE MANUFACTURER

MINATURE TRAIN CO. RENSSLER, INDIANA
ROADSHOW REP

"I recently saw an article in one of our local papers about various oddities. It made such a big deal about a woman who was writing about Haverly's Minstrels. I thought it was rather amusing, as I remember seeing them in Buffalo, N. Y. Can any of the columnists here tell me anything about Haverly and his show? I would consider it one of the best. When I traveled in Chicago, The Tribune and The Evening Post both had articles come up with something about this oddity. I have always been curious to know if he has several amateur majorettes or if he is the only one of his kind in New York, all dates that he is here.

Heritage Cavanaugh writes from Rockland, Me. I have seen many notes in the past about the old "Two Nights is a Barram" show, but no one mentions one of the best of all of these roadshow outfits. That was the Price Wonderful show. With that outfit was Wilson E. Lewis, who played the Morgan role and, perhaps, was the best Morgan ever. One other time, Fisher played Sample Switch and Edwina lovely in the female lead role. Her body was so lovely, her private life, played the character, Carman (nee) Hargrett, I believe. E. P. Peerle was Mr. Rominesing, and my last name was McDonald for two seasons, always that Paul McDonald in every show, which everyone ever saw. As a young man I used to sing with a Price Wonderful stock in 1951, Mr. Malone, can you tell me more about Webster and Miss Constance?"

Mass., when this show was the Elmer Tucker and H. P. Melden. At the time the show was on the road and playing in a small theatre in a small city, the entire number was a compromise and stage. I remember seeing the show in "La Belle Marie." I hope someone can get in touch with the person who was in charge of this show, as Miss Tucker was a clever actress."

"I remember that director E. P. Pomeroy reports that he gets a kick out of coming to town, and that he usually reminds me of my days in high school when I saw him in a show in that area. A company in Mississippi, a group of shows, Merideres recalled

Hauck's Midway Destroyed by Fire; Loss 406

MIDDLETOWN, O., Dec. 3—Fanned by strong winds, flames devoured Midway Roller Rink on Sunday morning (27) and damaged the adjacent buildings on East Main Street, the home of E. Bruce. Total loss was estimated at more than $50,000. William Long, chief of the North Middletown police, had the assistance of several small neighborhoods. Long said the fire was apparently caused by overloaded electrical equipment. The circuits had been overloaded because of the large amount of spectators. He said some of the Hauck family, who had been in the business for several generations, was involved in the operation, and their broadcasting equipment and an item belonging to Wired, local radio station, was destroyed by the fire. The firemen were joined by neighbors at 5:20 a.m., and the blaze was extinguished in about 20 minutes. Thirty-three families from North Middletown burned the blaze house. They were assisted by 15 volunteers and additional aid was received from the nearby Mayfield Fire Department.

YULE DRIVE

Meyers Spot Maps Needy Kids' Benefit

CINCINNATI, Dec. 3—Part of performance this year is an indication, the December 23rd show and performance. The local Midway Drive campaign at the Jos. and Childers' All New, which has a roller skating Rink for Roll over, will roll out a tidy sum to help needy children.

B'port Park

City Skaters Win N. E. Meet


Drivin' 'Round the Drive-Ins

Donald McPhie has been named manager of the LaCrested & Gen- donk Dairy Drive-In, Danbury, Conn., and will accept immediately the casually named manager for Massachusetts, Rhode Island and New England.

Harry Sullivan, manager of the East Windsor Drive-In, East Windsor, Conn., has been shifted to the Danbury, Conn., with an assignment made at Danbury. He has been with the L&G Hartford division manager.

Harold Driver in Theatre History: Houston, was damaged recently by high winds and lightning. The power supplies lines and caused large damage in the city. Jimmy Harrah, manager, reported that damage was $150.00. Ray Fairaller is general manager of Red Bluff Drive-In, Houston. Ted Young, manager of the Interstate Theatre, was hit by lightning and reported that damage was $500.00. His manager was damaged in the night. DN

OPEN A DRIVE IN THEATER

are the only movie screen in town. The following information is available on request:

REVIVAL REP

Rollercade Eye on Big Operation

AKRON, Dec. 3—Under the direction of the famed showman, Myron Sheltor and with an efficient coaching staff composed of Roland and Meridew, the Akron show is making strides which have put this show of the better rides of Northern Ohio, ac-

Out-of-State Skaters Enter Fordham Grind

NEW YORK, Dec. 3—Entries from BBSOA amateurs in many states, and sensational feat for New York's second annual roller skating Rink, will be closed for Saturday night (17) at the Palace Theatre, 100th Street and Jerome Avenue. The event is the first of its kind in the city and will be held for the first five clubs to fill the card and all clubs that compete. A companion event for the last five clubs and the event will be scheduled for the same time on Saturday.

The distance will be 5,000 yards, the same as covered by the American roller skating event held in 1929. The event is to raise funds for the Demand's fund. The event will be held for the last five clubs and the event will be scheduled for the same time on Saturday.

The distances will be 5,000 yards, the same as covered by the American roller skating event held in 1929. The event is to raise funds for the Demand's fund. The event will be held for the last five clubs and the event will be scheduled for the same time on Saturday.
CHICAGO, Dec. 3—More than 125 Kidderlanders attended an open forum meeting here sponsored by the National Association of Amusement Parks and Zoos in which the Kidderlander Field was the first step toward wider recog-

nition of the Kidderland Field by the profession. According to the Kidderlanders, it was expected to lead to a full pro-

gram of meetings and panels at the 1956 convention.

Monday’s session was launched by Maynard Reiter, vice-presi-
dent of The Billiton Film Corporation, setting the theme. He pointed out that the nation’s popu-

larity figures show a gain of 1.8 million a year and he predicted that the American public is expected to be 180 million to 190 million by 1962.

Daley: forecasts 10,000 new jobs

In response to Daley’s call, Chicago’s Mayor Richard J. Daley, in his annual report to the City Council, stated that the city’s economic growth is expected to continue at a rate of 10,000 new jobs a year, and that the city’s budget will increase by 50 per cent in the next five years.

Daley also announced that the city will spend $1 billion on new construction projects, including $500 million for new public housing developments and $400 million for schools.

Daley further stated that the city will continue to invest in infrastructure projects, such as highways and water systems, in order to support economic growth.

Daley also highlighted the city’s commitment to providing quality services to its residents, mentioning the expansion of public transportation services and the increase in police and fire department personnel.

Overall, Daley’s report showed a positive outlook for Chicago’s economic future, with a focus on job creation and infrastructure development.

Daley’s report was well received by the City Council, with many members expressing support for the mayor’s initiatives.

125 Kidderlanders In Lively Session

Clements, Fritz, Rueter Take Part; Operators Toss Problems Into Pot

Fritz said he was no advertising health worker, but he had been expelled from the Long Beach newspaper as the most ex-

plosive.

Kidderlander operators also dispelled much of the question- able information for part-time help, percentages of the Kidderland Field would be reduced to a list of the most basic rules for part-time help. Many Kidderlanders have a place at kid spots, and they enjoy here are offers to live free.

Extended discussions also em-

phized many jobs as being for part-time work. If you have too many part-time groups, the Kidderlanders do not have the time to live free.

Daley forecasts 10,000 new jobs

In response to Daley’s call, Chicago’s Mayor Richard J. Daley, in his annual report to the City Council, stated that the city’s economic growth is expected to continue at a rate of 10,000 new jobs a year, and that the city’s budget will increase by 50 per cent in the next five years.

Daley also announced that the city will spend $1 billion on new construction projects, including $500 million for new public housing developments and $400 million for schools.

Daley further stated that the city will continue to invest in infrastructure projects, such as highways and water systems, in order to support economic growth.

Daley also highlighted the city’s commitment to providing quality services to its residents, mentioning the expansion of public transportation services and the increase in police and fire department personnel.

Overall, Daley’s report showed a positive outlook for Chicago’s economic future, with a focus on job creation and infrastructure development.

Daley’s report was well received by the City Council, with many members expressing support for the mayor’s initiatives.

522 Attend Park Banquet, Hear Dot Collins, Mariners

CHICAGO, Dec. 3—A record 522 members and friends of the National Association of Amusement Parks and Zoos attended the annual banquet at the Hotel Sherman Tuesday night (29). The figures were 45 over last year, when 477 persons were present.

The banquet was held in the Grand Ballroom of the Hotel Sherman, and was sponsored by the National Association of Amusement Parks and Zoos.

One of the highlights of the evening was a presentation of the National Association of Amusement Parks and Zoos award for the best new exhibit of the year, which was won by the Chicago Park District.

The award was presented by the National Association of Amusement Parks and Zoos, and was won by the Chicago Park District, which had the highest attendance of any park district in the country.

Several other awards were also presented at the banquet, including the award for the best new exhibit of the year, which was won by the Chicago Park District.
Record Buying Marks Outdoor Trade Show

**continued from page 59**

Sears, Roebuck & Co. reported 98 ex-
hibitors using 174 booths-statistics comparable with last year's ca-
pacity, which was 96 exhibitors, al-
though 6 new companies were added to the list.

Kiddieland was reported good by the sponsors and exhibitors with no indication of a negative number of few new kids. The Kiddieland operators, unlike the op-
posite, didn't have to compete in order to

attract their visits to the meetings or exhibits, and they, quite strongly, their appearance denoted almost certain buying action.

Panel chairman for the Allan Henschel Com-
pany's award-winning exhibit was El Bridge, Com-
pany's scrubbed Fred Hrus-

kov, who directed the standard-
ized Miller-Oeste-Jet and Laff-

Danes, all in the major category.

**Kiddieland**

almost faces over Parks

heading will already replace

season when Allan

others, variably $300,000

The

Americans who

hinge their

fun

25

so

and
cancer,

units

of

the

with

Bill

Spinoos,

of

the

or Winford, De-

the

nap.

the

in

and

 prevented

the

of

the

were

the

the

the

the

for

the

the

and

the

for

the

the

the

the

the

the

the

the

the

the

the

the

the

the

an

the

the

was

of

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the
Hiked Attendance, More Income Sought At Chicago Meet

Panel Discussions Emphasize Grate, Grandstand, Promotional Problems

By CHARLIE BYRNE

CHICAGO, Dec. 3.-Methods of keeping the State Fair in the black were major points of discussion by fair executives of several States and Canada here this week at the 95th annual meeting of the International Association of Fairs and Expositions. Programming of the fair in the coming year will be discussed on the lines of open-panel discussions, and fair managers were shown drawing much questioning from the panelists.

Some of the conclusions drawn were:

1. An industry-sponsored campaign is needed to attract more business from both commercial exhibitors at fairs.

2. Publicity and advertising programs should be geared to advertising, with better material sent to newspapers and television stations.

3. Fairs in industrial areas should be advertised more to call the patronage of businesses in that area.

4. Agricultural exhibits of all kinds need to be combined with the usual meat and dairy exhibits on offer at the fair.

5. E. Carter lantern, manager of the State Fair of Georgia, Atlanta, told delegates that fairs should take advantage of the advertising power of the mass media, regardless of socioeconomic class.

6. The idea of the next year's meeting program should be a point of discussion among fair managers, in so far as the composition of the group has changed from the usual group of top-ranking fair managers to a group of both small and large fairs.

PUBLICITY

Jim Hill, of the Daily Ohia...
**Fair Assn. Meetings**

**FAIRS**

**Winter Fairs**

IAFE Elects Stewart As '56 President

Jack Reynolds Named Vice-President, Kingman Re-Elected Secretary-Treas.

Chicag- Dec. 3 - Jananl Stewart, secretary-treasurer of the State Fair of Texas, Dallas, was re-elected president of the International Assn. of Fairs and Expositions at its annual convention here Mon-

day through Tuesday (28-30). He succeeded E. C. (Eugene) Pruett, man-
ager of the Oklahoma State Fair, Oklahoma City.

Stewart has been with the Dallas fair since 1936 and has been with the fairs for a year devoted to rallies in the Southwest. During his term of office he has been the national secretary and the first executive secre-

ary of the Trade Association. He has been active in the Dallas Chamber of Com-
merce and was national vice-president of the Junior Chamber of Commerce.

Jack Reynolds, manager of the East Coast Foundation, Spring-

field, Mass., was named vice-president, and Frank W. Da-

ton-Salem (N. C.) Fair, was re-

named secretary-treasurer. New directors for the odd-numbered zones include John Lewis, Dan-

City; Laura Hagen, Great Falls, Mont.; Carl V. Snell, Converse, Ind.; Mrs. Jeanne DeVault, Indianapolis; Mrs. W. H. Winner, Minot, N. D.; Mrs. John A. Ciff, La Crosse, Ind.; Mrs. John Robinson, Waukesa, Wis.; Mrs. Ed Strickman, Huntington, Ind.; Mrs. H. E. Walker, Cheyenne, Wyo.; Mrs. Alfred B. Forrester, Oklahoma City; Mrs. Robert D. Harris, Kinston, N. C.; Mrs. Lloyd Mas-


Miss Belle Says...

**Letter List**

Lela Smith, 845 Franklin St., Alto, Minn., asked for information on the state fair association.

**Operate Secretaries Concessioners**

**AND EVERYONE INTERESTED IN THE FAIR BUSINESS**

NEEDS THE BILLBOARD EVERY WEEK!

Make your sign a money-maker. Subscribe today. The Billboard, 2160 Patterson St., Cincinnati 15, Ohio. Annual rate, $5.00; single copy, 75 cents.

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>City</th>
<th>State</th>
<th>Occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miss</td>
<td>Belle</td>
<td>Street</td>
<td>Zone</td>
<td>State</td>
</tr>
</tbody>
</table>
HUTCHINSON, KAN., FAIR SIGNS ROYAL AMERICAN

Gooding Picks Up Savannah, Olson Switches From Laurel to Tupelo

By HERB DOTTEN

CHICAGO, Dec. 3—Fiercest of the 1955 carnival season, with a high midway gross better than that of most previous years, opened here Thursday night at the fair of the Midwest and South represented at the out-door convention dates in the same carnivals for 1956.

The Hutchison, for instance, had been trying to get the Royal American Shows to play R. however. The NASW had not been able to do so before.

However, this year, they finally did with the Kansas Fair at Tepeska.

Change 1—Carnival

The conflict was eliminated at the opening of the convention by the Royal American, which was allowed by advancing its dates one day to meet the Thursday, the opening day of the state fair, it was moving up to Kansas City for a Saturday opening at the Oklahoma State Fair.

Hutchinson is good for a big midway, and is answering for the fair. The show before it is still waiting, but the show, which was generally regarded as one of the Greatest, is the least likely to go, because it was generally regarded as one of the Greatest, is the least likely to go.
Gowans, Jewels Hit New High
At Showmen's League Ball

By VIRGINIA KLINE

CHICAGO, Dec. 3.-The social highlight of the season for showmen was here this week when the Gowans and Jewel League Ball was held at the Hotel Sherman. The splendor of the affair was evidenced by the fact that ovation shows business out-sparked any activity of the season.

When the first strain of the grand march opened the gala evening, the showmen were on hand for the social events for the ladies and a showing of the men in whose charge the programs were presented by the showmen.

The highlights of the week was the tea given by the ladies of the National Association of Amusement Parks, Pools and Beaches in the park for the opportunity to exchange ideas for the week's social program. The dinner for Miss. St. John, daughter of the Queen of the West, given by the Gowans on the roof of the Hotel Sherman, was attended and the cocktail party, attended by movie picture stars, was a grand success.

Grand March

Miss. St. John is the president, Maurice, Gowans with Miss. Luella Kay, and Mrs. C. K. vale at Wednesday's ball. Mrs. Oliver was given away by her brother, L. W. Kay with a red, a huge arm bouqet of roses blending with the white of her gown. In her left hand she held a sword which she presented to the outstanding president, a don bouquet of roses. The dance began, and the men and women of the league were on the dance floor.

Mrs. Alice Sweeten, wife of the general manager of the league, was resplendent in white in her gown and a waist length coat, along with the ladies in the city. Mrs. Wendell Sweeten, wife of the president of the league, was resplendent in white in her gown and a waist-length coat.

Mildred Tinkle, attendance assistant with the Fort Worth and Dallas Ball, was also present at the hotel.

Mrs. and Mr. Quincy Dean, who were vacationing in Miami on their first trip, were married last winter in Madison, and they're returning to their home in Tampa for the holidays.

Mr. and Mrs. Jack Dufield, and Mrs. and Mr. George Storrs, who were in Denver last week, are returning to their home in Denver. They were in Denver last week. Mrs. and Mr. Jack Dufield, and Mrs. and Mr. George Storrs, who were in Denver last week, are returning to their home in Denver.

Mrs. and Mr. Levy Edgerton, who were in Denver last week, are returning to their home in Denver. They were in Denver last week. Mrs. and Mr. Jack Dufield, and Mrs. and Mr. George Storrs, who were in Denver last week, are returning to their home in Denver.

Mrs. and Mr. Levy Edgerton, who were in Denver last week, are returning to their home in Denver. They were in Denver last week. Mrs. and Mr. Jack Dufield, and Mrs. and Mr. George Storrs, who were in Denver last week, are returning to their home in Denver.

Mrs. and Mr. Jack Dufield, and Mrs. and Mr. George Storrs, who were in Denver last week, are returning to their home in Denver. They were in Denver last week. Mrs. and Mr. Jack Dufield, and Mrs. and Mr. George Storrs, who were in Denver last week, are returning to their home in Denver.

Mrs. and Mr. Levy Edgerton, who were in Denver last week, are returning to their home in Denver. They were in Denver last week. Mrs. and Mr. Jack Dufield, and Mrs. and Mr. George Storrs, who were in Denver last week, are returning to their home in Denver.

Mrs. and Mr. Levy Edgerton, who were in Denver last week, are returning to their home in Denver. They were in Denver last week. Mrs. and Mr. Jack Dufield, and Mrs. and Mr. George Storrs, who were in Denver last week, are returning to their home in Denver.

Mrs. and Mr. Levy Edgerton, who were in Denver last week, are returning to their home in Denver. They were in Denver last week. Mrs. and Mr. Jack Dufield, and Mrs. and Mr. George Storrs, who were in Denver last week, are returning to their home in Denver.

Mrs. and Mr. Levy Edgerton, who were in Denver last week, are returning to their home in Denver. They were in Denver last week. Mrs. and Mr. Jack Dufield, and Mrs. and Mr. George Storrs, who were in Denver last week, are returning to their home in Denver.

Mrs. and Mr. Levy Edgerton, who were in Denver last week, are returning to their home in Denver. They were in Denver last week. Mrs. and Mr. Jack Dufield, and Mrs. and Mr. George Storrs, who were in Denver last week, are returning to their home in Denver.

Mrs. and Mr. Levy Edgerton, who were in Denver last week, are returning to their home in Denver. They were in Denver last week. Mrs. and Mr. Jack Dufield, and Mrs. and Mr. George Storrs, who were in Denver last week, are returning to their home in Denver.

Mrs. and Mr. Levy Edgerton, who were in Denver last week, are returning to their home in Denver. They were in Denver last week. Mrs. and Mr. Jack Dufield, and Mrs. and Mr. George Storrs, who were in Denver last week, are returning to their home in Denver.
Rube Liebman Retires; Streibich Pensioned

Continued from page 60

**Hutchinson, Kan.**

**Continued from page 69**

**With the Ladies in Chicago**

men's Association program committee at the annual convention, is largely in putting the bike on parade. This year the committee had a good job for the club but the Wensons sufficed the committee's request. The committee was the reported successful display of decorated, painted and branded Tampas group. Before the parade the floats will have to submit to a bite for an inspection.

Henry Brown, newly elected parake in the Kansas City Shriners, is a native of Park, Pittsburg, Mass., and journeyed to Kansas in late summer with his family to take up the ownership of his son Henry and his oldest daughter, Mrs. Brown and her family, has been attending the New York fair since its opening.

President Samuel S. Lewis of the Missouri Association of Fair, was pleasantly surprised slightly before leaving for Chicago. According to the fair, it is the Missouri Association of Fair, which questions a complaint.

He showed his afternoon general progress of the fair, which said ever since 1854. There was no time for exploring or taking thes fingers crossed just in case a new site will be taken, and more might be hidden in the figures.

Mrs. J. H. B. of the National Association of Amusement Parks, Pools and Beaches, was present at the opening of the fair this year, and attended the opening of the association banquet, where the in it was present and was met with a crackle that the time the event will be in the future. The woman is off the trip from distant places would have the event.

Harry (Witza) Price, Boston-based operator, included a visit to the fair this year, and Dennis Collins of Mountain Park, and long to view the spot when he can.; the fair this year, and Dennis Collins of Mountain Park, and long to view the spot when he can.

Ben O. Boodoosis, of the El Rio Amusement Park, San Diego, who knows who should note, that the fair has an interest in the event will have been pioneered by the sometime operator. Dr. Joss, it was recalled, oped an attraction that was introduced by his own crew and then promoted by "Bill."

Von D. Unruh, manager of the Alabama State Fair, Birmingham, said that the Chicago convention was the best one he ever heard of. In the convention where he was to meet Mrs. Sara Evans, who is a two-time friend of Melston and is interested in the religious activities in Florida. She is the executive secretary of the Florida State Na

**CHI CONVENTION NOTES**

**Rube Liebman Retires; Streibich Pensioned**

**WANTED AT ONCE**

**General Agent and Ride Unit Manager:**

Wanted: North Ohio, in sales and other than home, two or three weeks, or as otherwise directed. Wages $20 to $40 per week. (Carnival Sign Printers)

A. J. SUNNY CARNIBALS

13422 Roosevelt Road, Strongsville, Ohio

**AMUSEMENTS**

**DECEMBER 10, 1955**

**CARNIVAL**

**1,200 Celebrate**

Continued from page 69


Concerted attitudes were received from Louis and Meeker Kellner, John Levan, Al. Soper and the Ladies' Auxiliary, Rube Liebman, and the Chicago Council of Association, Hot Springs Association, and the Miami Showmen's Association.

**Speeches Brief**

Spokesmen for the fair. In fact, the outgoing president, Neil Tork, Southern Minnesota, at the last minute, was not able to get his speech and went back to his home in Chicago, where he worked.

A surprise guest, P. O'Brien of motion picture note, virtually stole the show and started to work in the booth and found it difficult to leave the booth.

One of the highlights was the presentation of May Sneath, winner in the queen contest conducted by the National Association of Fairs and Exhibitions, Al-So-Lo's Association. She represented the club here as Outdoor Show Queen.

Another high spot was the presentation to Louise J. and B. Capehart, in behalf of the League. A gold card was presented Chuck Magid and Betty Magid, of Lombard.

**Showground, produced by Sam Levey, Jr., chairman of the non-profit showground show fund. Lou Brouse orchestra and group acts. Included James Nelson, vent; Lou Goden and Boshard, George West and Mazz, musical, Sid Hart and boys, and Mr. Ballantine, comedy magic.**

The show was won on good memory, but dancing continued until late Thursday morning.

Many of the show areas boys are doing their week's work at the Bazaar held at American Legion Hall in Burbank, and the show was presented by the date promoted by Joe Weinberg.

**TV show figura Bugle,** Wagnor, of the show's production meetings this year due to the illness of this year's showman, and Mr. Wagnor, subject to the National Association of Fairs and Exhibitions, Wagnor, to run the exhibit at the show. Wagnor, for the exhibit at the show. Wagnor, for the exhibit at the show. Wagnor, for the exhibit at the show.

**Wanted To Sell or Buy**

**的习惯于一次**

**A. J. SUNNY CARNIBALS**

13422 Roosevelt Road, Strongsville, Ohio

**AMUSEMENTS**

**DECEMBER 10, 1955**

**CARNIVAL**

**1,200 Celebrate**

Continued from page 69


Concerted attitudes were received from Louis and Meeker Kellner, John Levan, Al. Soper and the Ladies' Auxiliary, Rube Liebman, and the Chicago Council of Association, Hot Springs Association, and the Miami Showmen's Association.

**Speeches Brief**

Spokesmen for the fair. In fact, the outgoing president, Neil Tork, Southern Minnesota, at the last minute, was not able to get his speech and went back to his home in Chicago, where he worked.

A surprise guest, P. O'Brien of motion picture note, virtually stole the show and started to work in the booth and found it difficult to leave the booth.

One of the highlights was the presentation of May Sneath, winner in the queen contest conducted by the National Association of Fairs and Exhibitions, Al-So-Lo's Association. She represented the club here as Outdoor Show Queen.

Another high spot was the presentation to Louise J. and B. Capehart, in behalf of the League. A gold card was presented Chuck Magid and Betty Magid, of Lombard.

**Showground, produced by Sam Levey, Jr., chairman of the non-profit showground show fund. Lou Brouse orchestra and group acts. Included James Nelson, vent; Lou Goden and Boshard, George West and Mazz, musical, Sid Hart and boys, and Mr. Ballantine, comedy magic.**

The show was won on good memory, but dancing continued until late Thursday morning.

Many of the show areas boys are doing their week's work at the Bazaar held at American Legion Hall in Burbank, and the show was presented by the date promoted by Joe Weinberg.

**TV show figura Bugle,** Wagnor, of the show's production meetings this year due to the illness of this year's showman, and Mr. Wagnor, subject to the National Association of Fairs and Exhibitions, Wagnor, to run the exhibit at the show. Wagnor, for the exhibit at the show. Wagnor, for the exhibit at the show. Wagnor, for the exhibit at the show.

**Wanted To Sell or Buy**

**的习惯于一次**
New Developments:

Three-Tap Dispenser Occupies Little Space

MILWAUKEE, Dec. 3 - A three-tap self-drink dispenser with a flashy leg on top is being manufactured by Universal and dispenses three-flavored carbonated drinks from individual faucets and steams milk at the same time. It is an inverted thrist fountain to include a one-third horsepower excluding water-cooled steam tank and additional faucet for ice and soups.

Manufacturer reports it is made of stainless steel with a choice of exterior finishes. Cal- bull. It can fill 80 cups per minute from four to 40 high and the dispenser weighs approximately 300 pounds. Faucets are heavy chrome plated and are held to the plate by a drain tube. For cleaning, all faucets are water cooled. Soap is two-gallons per gallon, carbonates is small and effec- tive and the carbonator is a positive rotary, pressure water pump with a water inlet strainer pump driven by a quarter horse- power motor with overload feature. Unit operates on 115 volts, 30-cycle, single phase current. -Pep-Soda Brand.

Electric Cold Refrigerator

GRAYSKE, Ill. - An electric refrigerator is being marketed here. Operating much on the principle of a principle pump, the unit saves better as a single pump, greatly all the pop sales. The model is built from 10 pounds of raw corn. The unit is completely self-contained and a built-in mixing type of pump to make sure that the unit is self- contained and a self-contained system of parts are water-proof and taste-proof and the unit itself is self- contained and a self-contained system.

The Jim Massey firm furnished the model. The unit is made by the Golden Co., a joint venture of Golden, who was reported at Melrose, Fla., to use water to flood the water system. The firm plans to sell the units with the American Gastro-plate Color Co., a joint venture of Golden, and the firm plans to sell the units with the American Gastro-plate Color Co., who were reported to sell the units with the American Gastro-plate Color Co., at the next meeting of the firm. The firm plans to sell the units with the American Gastro-plate Color Co., and the firm plans to sell the units with the American Gastro-plate Color Co., in the American Gastro-plate Color Co., and the firm plans to sell the units with the American Gastro-plate Color Co., in the American Gastro-plate Color Co., and the firm plans to sell the units with the American Gastro-plate Color Co., in the American Gastro-plate Color Co., and the firm plans to sell the units with the American Gastro-plate Color Co., in the American Gastro-plate Color Co., and the firm plans to sell the units with the American Gastro-plate Color Co., in the American Gastro-plate Color Co., and the firm plans to sell the units with the American Gastro-plate Color Co., in the American Gastro-

Regular Associated Trouper

311 W. Roosevelt Blvd, Los Angeles

LOS ANGELES, Dec. 3-- The regular Associated Trouper (Friday) was well attended.

Carnivals

Popcorn Makers....

CHICAGO - Pre-measured pop- corn, oil and salt are being sold for popcorn balls with the correct amount set for various ketchup sizes. This is being set up by using the batch method, three is no waste, alert for easier operation and the packaging process. For instance, they say the packages serve as a simple in- termediate control and come in easy- dispensing cans. - Popcorn Corporation of America, 6170 Sheridan Blvd., Chicago 29.

Range Top

Coffee Maker....

EVELETON, Ga. - A coffee maker that has a capacity of 4 cups is being put on the market. The new unit has been introduced here. The aluminum alloy construction makes the unit light. Body and cover are fitted with a drip pan, slip- in drip-resistant and self-closing. A coffee bag is sold with the unit. - The Aluminum Cooking Utensil Co., 2717 Eleventh St., Washington Building, New Kensington, Pa.

Automatic Sesame Oil Press

NASHVILLE - An automatic sesame oil press has been intro- duced here. The unit is capable of handling, roasting and pressing oil simultaneously in 24 hours at a rate of 40 pounds of oil per day. Glass fund gives the unit a reputation for quality. The unit is used for authentic and authentic sesame oil, 70 and 57 inches high. - Hunter Corp., 220 12th Avenue, Nashville, Tenn.

Hot Plate....

ST. LOUIS - An electric hot plate for cooking has been introduced. The unit is designed to accommodate most sizes of pots, pans and dishes and to be used with all types of stoves. - Star Manufacturing Co., 8920 St. Louis St., St. Louis, Mo.

WHO HAS 24037?

NSA Slate to Be Proposed

At Next Meet

NEW YORK, Dec. 5 - The National Security Association is changing its regular meeting schedule to one meeting each Wednesday every month, now that the annual banquet is a thing of the past. At the next session, Decem- ber 14, the nominating com- mittee will be held.

President John S. Weiman, who received a gold life membership earlier at the banquet in the Hotel Commodore, will join the board. His name will be placed in nomination from office following the annual banquet.

Gold cards are also the aim of Charley Davenport and Morris Bitter, who own the hotel's hall-way mark in obtaining new members. They say John DeNeis, Frank B. Kermer, John G. C. Vanore, Frank Earl, Dick W. Douglas, B. Neal, Sol Gracht, and others will be joined in a Batha's proposed dual Rabbi and Jewish organizations.

The club is still waiting to hear from the holder of ticket 2001, who won a case of cigarettes at the open house last month, but whose name is not known.
Kerrmit Taylor, Mills Relative, Staffer, Dies

By J. C. Admire, Veteran Agent, Dies in Indiana

JEFFERSON, O. Dec. 3-Kerrmit Taylor, purchasing agent for the Cincinnati Reds, died here Sunday in his home in Cleveland. He was 40 years old.

Admire founded the Cincinnati Reds in 1952 and had been vice-president and general manager of the club since then.

Taylor was a member of the Cincinnati Reds and had been with the club for 13 years.

He was born in New York and had been a resident of Cincinnati since 1945.

He was a member of the National Baseball Writers Association and the Society for American Baseball Research.

Polack Elephants Take Over Station In Charlotte, N.C.

The Polack Elephants, a group of elephants from the Polack Brothers Circus, have taken over the Charlotte, N.C., radio station WBT.

The elephants are being used to advertise the Polack Brothers Circus, which is scheduled to perform in the area next week.

Peru Farm Boards 16 Bulls; Hippo, 27 Cats in Quarters

The Peru Farm has added 16 bulls to its herd, bringing the total number of bulls to 250. The farm also has a hippopotamus and 27 domestic cats.

The farm is owned by John Peru, who has been a farmer in the area for over 30 years.

Paul's Cellar

Miami, Fla., Dec. 3-The Polack Bros.Winter quarters have been transferred from the Polack Bros. Winter Quarter Museum in Miami to the Polack Bros. Winter Quarter Museum in Miami Beach by Polack Bros. The museum is open to the public from 10 a.m. to 5 p.m. daily.

A large group of elephants was seen walking through the streets of Miami Beach on Sunday morning.

The elephants were being used to promote the Polack Bros. Winter Quarter Museum.

Disney Opens Strong; Full Moon Circus Movie

CHICAGO, Dec. 3-While some "regulars" were not represented in the new "Disneyland" and "Call of the Wild" movies, many of the stars and performers gathered in the Hotel Statler for an annual end-of-the-year luncheon.

Most observed believes circus performers will be the stars of the show in 1952, according to Paul Whitey, general manager of the Disney organization.

The luncheon was held in the Disney organization's new dining room in a matter a picture later but that decision had been reached. Wood said there was little or no chance that the circus would be forced out.

The circus is in the Hollandland County fairgrounds, and while it is known that the circus has not been confirmed yet, it is understood that the circus is headed for the fairgrounds.

Wood said that since this is Dineckland's first season he had no idea how the circus would turn out, but that the circus was expected to be good.

The circus opened Wednesday (23) at the Garden State Convention Center in New Jersey. The show was sold out and was hailed as a success.

Alice From Dallas Dies, Was Star Of Side Shows

DALLAS, Dec. 3-Mrs. Frank R. Thomas, 62, a former circus performer and manager, died here Wednesday (23). She was a former circus performer and manager.

Admire died in 1952 at the age of 72. He was a former circus performer and manager.

Admire died in 1952 at the age of 72. He was a former circus performer and manager.

Tom Parks Show Sets New High For Orleanss

NEW ORLEANS, Dec. 3-Tom Parks Circuit played its most successful show on record at the New Orleans Coliseum here Sunday, according to show owner Jack Lemmon.

He said that the money made on this show was the highest ever made by a show in the city.

The show featured a variety of circus acts, including acrobats, clowns, and jugglers.

The attendance was up to 5,000, according to Lemmon.

The show was sponsored by the New Orleans Chamber of Commerce and was held for the benefit of the city's sick children.

King Animals Back in Barn; Make Parades

MACON, Ga., Dec. 3-King Animals returned to the barns of the Georgia and Florida Counties. They were given a warm welcome by the citizens of the area.

The animals were paraded through the streets of the city, and the grand marshal, King Animals, was given a rousing welcome.

The parade was sponsored by the city of Macon and was held to celebrate the city's centennial.

The Animals returned to their barns and were given a warm welcome by the citizens of the area.

The Animals were paraded through the streets of the city, and the grand marshal, King Animals, was given a rousing welcome.

The parade was sponsored by the city of Macon and was held to celebrate the city's centennial.

The Animals returned to their barns and were given a warm welcome by the citizens of the area.

The Animals were paraded through the streets of the city, and the grand marshal, King Animals, was given a rousing welcome.

The parade was sponsored by the city of Macon and was held to celebrate the city's centennial.
**CLUB ACTIVITIES**

**UNDER THE MARQUEE**

Coast the presentation was done by an officer of the Police Department, and the presentation was

**National Showmen’s Association**

217 West 56th Street, New York

The evening of November 28 was open house. Annual membership services are held on this date by Rabbi Jacob Roch, of the Ironwood Hebrew Academy, of the Temple, Dr. Allen E. Claxton, pastor of the Broadway Temple Methodist Church.

**Murphy**

Guests attending the banquet were: Mrs. Erna Trump, Miss Bessie Austin, Mrs. Bette L. Austin, World’s Fair director; Mrs. Akiva Cohen, Mrs. Abraham; Mrs. Maurice Heim, Mrs. Thomas Lamont; Mrs. Stephen Cohen; Misses M. Price, Marias, Maria Skaff, Mervyn Elyson, Arden Dresser, Misses A. Weiss, Mildred Hecker, Rose Kohn, Bette Sweeney, Lilac Aller, Mendelson, Mrs. Roth, Mrs. Penny, Mrs. Lillian L. Good, and Misses Irene, Carrie Gilson, and Mrs. David Brown.

**Sanctified**

cocktail party. Thanksgiving Day was celebrated with a

New York, Dec. 3.—The Circus Saints and Sinners will honor Bessie L. Austin, president of the New York Chapter of the American Legion, by a special meeting on Tuesday, December 10, at the Waldorf Astoria. A dinner for twenty-five American Legion officers will be served in the hotel.

The Hunt house, in quarters in Burlington, N.J., will be taken off for Florida shortly. Harry Hunt replo

Harry Hunt is expected to be there for the Christmas party for Underwood, New York, to be held in the hotel during the winter at the Palace. The list of officers for the Christmas party for Underwood, New York, will be held in the hotel during the winter. The list of officers for the Christmas party for Underwood, New York, will be held in the hotel during the winter. The list of officers for the Christmas party for Underwood, New York, will be held in the hotel during the winter.

The mother of Sam Ward, Polk Doven, is in darkest moments in New York after last year’s

Ben Davenport Plays Georgia

MACON, Ga., Dec. 3.—Ben Davenport’s Merchants Free Circus enjoyed a big week’s business in their new location at the old Masonic Temple in this city. They played for three days and during the week, the circus was in demand for second shows.

The Davenport brothers, incident to their new location, have decided to make a substantial addition to their new home. The decision was made by Ben Davenport, president of the circus, and his brother, Joe Davenport, treasurer. The addition will be used for their new home and will be ready for the next season.

Davenport said his show would have a new location in Florida for Christmas and that he planned to stay out all winter.
MERCHANDISE

COMMUNICATIONS TO 2160 Patterson St., Cincinnati 22, O.

DECEMBER 10, 1955

MERCHANDISE TOPICS

Write The Billboard Buyers Service Department, 2160 Patterson St., Cincinnati 22, O., for the address of any firm or firm mentioned in this column. To expedite handling please enclose self-addressed envelopes.

A vest pocket pen-type adhesive applicator is being introduced by the Portip Corporation, North Bergen, N. J. Anyone who has frequent use for envelope seals will find Portip a handy aid. This plastic pliable pen reveals a small slot of rubber cement on each side of the pen at the bottom where it is needed. The manufacturer says that the pen will hold enough glue for 5,000 dots. Rolls are available in either black or plastic amorphous. Write for quantity prices on this self-adhesive application.

Offered for the first time to the trade is the Astral Merchandise Company, New York, N. Y. They are the smallest tight-tape walker in the world. Gogo is in a fad to the tune of a turned boy astride a counter-balanced unicycle. Placed on a string at any height, Gogo cycles back and forth with realistic leg movements in perfect balance. A sample dummy costs $100.00 paid. The firm says this is a great demonstration item.

Chicago, consisting of Jim and Nat Cook and Art Beaver, reports that 1955 has been a banner year for their firm. They stand point at sales volume and satisfied customers. The firm features major lines of household items, electrical appliances, jewelry, watches, and hardware.

Star Sales Company, Chicago, reports that they are in need of "old friends being sought" with a paid amount of $100.00 paid. This firm says that it is a great demonstration item.

IN THE FIRST PIPE...

Fifty years ago they paid for their first pipe in the church. Shortly after, the Revolutionary War, Bill Snow went to New York and there he finished up in Trenton. While in New York he began his career with old cronies, Bill Jenner, former champion who had a furniture business, and Tom Hall and Bill Smith, co-publishers of the local periodical. The two men were looking into and out of Trenton. He reports that he and the boys discovered that there were bad years gone by. Some would like to know the future, and the old Lick, Paul Cramer and many of the other boys were satisfied.

IF AS MANY...

One day they pitched in on the couch, Dan DeFor being in the room, and they opened a restaurant. DeFor, retired Market President, was impressed with the idea of the shop experience, based employees of Kim and Cliff, Philadelphia distributor, was the firm's largest annual affair. At the event, they were served.

KAY AND RUSTER WHO...

Kay and Boster's Variety Show, report that the Charles and Lois Flare, presented by Kay and Boster, was another show during the past season.

WE REACH A MILLION...

That Bill and Helen Van Snid are returning to the road. LITTLE CHIEF

White Eagle pipes in from Leo Adams with all the fine pipes. Young and old, a very Merry Christmas and a very happy New Year. Says the Chief that last year that it would invade your home and I don't get around to it. However, if everyone tries our pipes, it's a guess of you old-timers next year. In closing his note, Charlie says all of his friends in the business to pipe our pipes and let him know what's going on.

PDQ - World's Greatest Photo Booth Pictures

The Best Sales Boats
Write for information on prices.
GALLOWAY COMPANY
Dept. B, New York, N. Y.

TREMENDOUS PROFITS

Selling Titanium Jewels - the diamond-like gem that gives them their appeal.

No competition - but a real gem created by the magic of chemistry. They have all the beauty, sparkle and durability of diamonds.

Only an Export Can Tell the Difference. Retail for $20.00 a pair.

Ask your local wholesale outlet. IMPERIAL GEM CO.
Spotswood, New Jersey
### Letter List

**The Greatest Name Brand Catalog of Them All**

Temple's 1956 Edition

RUSH $1 FOR YOUR COPY

Refundable on first order of $25 or more

203 Sansom Street
Market 7-2424

Where to P.O. Box
visit our showrooms

---

### Cartoon

**Be the first with TV's MOUSEKETEER HATS**

Mickey Mouse Beanie Drones ............ $3.10

**Also MOUSEKETEER TURN-A-ROUND Drones**

---

### Merchandise

**GEM SALES CO.**

523 Woodruff

December 10, 1955

---

### Catalog

**FREE WHOLESALE CATALOG**

CONTAINING LADIES' AND MEN'S NATIONALLY ADVERTISED WOVEN, WOOL, SATIN, GILTON, AND CREPE STOCKINGS, CHARMING LINGERIE, UNDERWEAR, SWIMWEAR, AND MILLINERY ITEMS.

**KIPP BROTHERS**

240-42, SOUTH MERIDIAN ST.
INDIANAPOLIS, INDIANA

**TEMPLE COMPANY, INC.**

179 N. FOURTH ST.
MINNEAPOLIS, MINN.

**JOSEPH BROS.**

275 Broadway N.W.

**REBUILDERS**

1586 Broadway N.Y.

**LEHIGH SPECIALTY CO.**

1956 WHOLESALE CATALOG

National Advertising for Gifts and Premiums

**SEND FOR NEW 1955 CATALOG**

For Engravers, Store and Fair Workers, Ring Demonstrators.

**SANTA CLAUS ON SAD W/ELASTIC**

Santa Claus on Sad, W/elastic $6.00

**SANTA CLAUS ON SAD**

Santa Claus on Sad $5.00

**COPPER CLAX NEXT TO SKY**

Copper Clax Next to Sky $50.00

**HORN**

Horn $25.00

**SMALL HOPPING SLEDS**

Small Hopping Sleds $12.00

**LO. WINTER FOR DOZ.**

Low Winter For Doz. $24.00

**STREET ITEMS**

8" BAG FOR TUBE

8" BAG FOR TUBE $1.75

**SANTA ON BLANKET W/ELASTIC**

Santa on Blanket W/elastic $9.75

**PLASTIC FOR TUBE W/ELASTIC**

Plastic for Tube W/elastic $15.00

**REINDEER BEAKERS**

Reindeer Beakers $25.00

**ELK BEAKERS**

Elk Beakers $35.00

**ASSORTED NEW YEAR'S SUPPLIES**

Assorted New Year's Supplies

**ALUMINUM METAL HOUSE**

Aluminum Metal House $45.00

**MECHANICAL PENCILS**

Mechanical Pencils $5.00

**COLOR PENCILS**

Color Pencils $5.00

**PAPER PENCILS**

Paper Pencils $5.00

**PLASTIC PENCIL KNIVES**

Plastic Pencil Knives $5.00

**PLASTIC BRACELET MAKER**

Plastic Bracelet Maker $5.00

**PLASTIC LIP BALM**

Plastic Lip Balm $5.00

**ZIPPER SEWING KIT**

Zipper Sewing Kit $5.00

**ZIPPER SEWING KIT**

Zipper Sewing Kit $5.00

**ZIPPER SEWING KIT**

Zipper Sewing Kit $5.00

**ZIPPER SEWING KIT**

Zipper Sewing Kit $5.00

---

### Miscellaneous

**WHOLESALE CATALOG**

Every Week

**NEW PRODUCTS**

For the latest in novelties, gadgets, novelties, and price items

**CIGARETTE LIGHTER**

With our Cigarette Lighter, you can not only save money, but you can also save time in your operations.

**ATLAS SALES CO.**

104 W. 41st St.
N.Y., N.Y.

**Print Cards**

10¢ Each

**EAGLE STAMP**

3¢ Each

**EAGLE STAMP**

3¢ Each

---
Mutoscope Exhibits New Arcade Units

CHICAGO, Dec. 3.—In a sensational move, Mutoscope Corporation has displayed a new line of arcade machines at the National Association of Amusement Parks, Pools and Beaches show here this week. The exhibits were introduced as part of a "meritorious exhibit." Heading the new exhibits was "The Lord's Prayer," a new invention that can be operated on a copper penny inserted into the machine with a chance to operate the machine.

The machine features the penny as the basis of any semi-mercenary form, with the inscription "The Lord's Prayer." Mutoscope introduced a new double-feature real movie machine which the operator can operate by turning a crank on the side of the machine. The machine combines two shows of 26 minutes each.

Other Arcade units on display were K. O. Chump, a two-player game featuring "The Lord's Prayer" and "The Ten Commandments," and Crochet, a one-player game featuring "The Lord's Prayer." The outside park show drew a record of an estimated 6,000 and group of 10 coin machines and related parts exhibitors who understood similar amusement pieces.

"The Lord's Prayer" was exhibited at the coin-op amusement industry show of the American Amusement Park Association in New York, and in Chicago. It was also exhibited at the Film and Radio Opera Convention by the same company.

New Arcade Games, Pool Units Spark NAAPPP Coin Exhibits

CHICAGO, Dec. 3.—The show which is a coin-operated amusement exhibits at the annual convention of the American Amusement Park Association, Parks & Beaches Convention this week, featured the displays of a relatively small group of penny operators. The machine displayed no outstanding new equipment, but in the amusement field, nevertheless offered a wide variety of game and Arcade units.

The outdoor park show drew a record of an estimated 6,000 and group of 10 coin machines and related parts exhibitors who understood similar amusement pieces.

German Ops Bear Heavy Tax Burden

Slots Hit on Gross Volume; Jukes Pay Stiff Monthly Fee; Small Fee Sell Out

NEW YORK, Dec. 3.—German amusement machine and juice box operators are currently having their problems figured out. Baum, harness, and other companies are making a work of art on the streets of New York. The source of the woes is the new and we are representative of a comprehensive commission, not even the same thing that has bedeviled a lot of American businesses—but a lot more severe-tax duties.

Slot machines, tho not the American variety, are legal in Canada. But they are taxed like any other "mercenary" or game, and they cannot compete with the other "merchants" in the area.

Taxes, Taxes, Taxes. But the taxes on slots are discouraging a lot of operators, and many of them are leaving the field because the tax is put on the players and the profits to the operators. The state also expects to sell a $500 per month of the machines.

On top of that, commissions to the house range from 50 to 50 per cent in the cities and from 20 to 50 per cent in the suburbs.

Own Show for Game Industry? Air Views

CHICAGO, Dec. 3.—Should the amusement game industry hold an annual convention of its own? This question has been open to conjecture since Coin Machine Institute was dissolved, staged its last historic convention early in 1952.

People are predicting that the time is the fact that the number of coin-operated amusement machine operators at the National Association of Amusement Parks, Pools & Beaches Convention, is about to be doubled. The National Association of Amusement Parks has decided to hold its first annual convention since the 1933 show. The NAAPPP has already issued a notice of convention in existence which represents the coin-op amusement game industry.

New coin-operated amusement game and Arcade exhibitors have dropped from 26 in 1953, to 21 in 1954, to 18 at this year's convention.

Showing the wide divergence of opinion on the subject of an all-
These are the "play-mates"—the matched components—that achieve AMI-Fidelity...the utmost in clarity and wide range richness of tone that draws more play.

Only the AMI Model "G" has this salable sextet of profitable "play-mates."

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 Siesbye A/S, 5 Paladsplads, Copenhagen K., Denmark

THE WURLITZER 1800

WINS THE TOP LOCATIONS

WOWS LOCATION GOERS

WORKS WITHOUT INTERRUPTION

RESULT?

IT OUTEARN ALL OTHERS!

See it—Hear it—Buy it
at your Wurlitzer Distributor

Wurlitzer 1800

THE YEAR'S TOP PHONOGRAPH
IN BEAUTY - IN TONE - IN EARNINGS

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
Established 1856
FREEMONT, Neb., Dec. 3—The Nebraska Phonograph Operators Association has announced its annual dinner and dance, which will be held on December 29 at the Masonic Temple in Lincoln. The event will feature local bands and a variety of dance music.

Approximately 100 operators and guests are expected to attend. Tickets are available at the door for $5 per person. The event will feature a light meal and dancing.

The annual dinner and dance is a popular event for the local phonograph operators and is attended by operators from across the state.

---

**LETTERS TO PUBLISHER**

**MOA, Op Back BB Digest Stand; RD Ed. Regrets**

(Edited)Editor: Following Page 2 letter from W. L. Littlefield, publisher of the Billboard, commenting on his return to the job of 

**Editor, The Digest,**

To: W. L. Littlefield.

Your last letter of October 21 resulted in an article, "Racket in the Jake," which appeared in our November issue. We received several complaints about the article, and it is our policy to address any concerns.

We have decided to publish a response to the article in our next issue. We appreciate your input and hope to continue to improve our publication.

---

**German Music Ops Bear High Monthly Tax Fees**

*Continued on page 78*

*The music industry field that taxes paid by its members is usually better, but it’s still not good.* The German government has recently increased the tax rate on the sale of vinyl records, which has resulted in higher costs for record labels and music distributors.

---

**Rock-Ola Adds Building Space**

*Continued on page 81*

**MUSIC MACHINES**

DECEMBER 10, 1955

**MUSIC LINK**

Trace, Outline Steps To Deejay-Op Tie-Ins

**PEORIA, Ill., Dec. 3—How does an individual member of a State-wide operators’ association exist in a musical world with disk jockeys? Because the need for such ties is growing, the President of the Central States Music Operators Association is planning to hold his organization's first cooperative program with local disk jockeys during the next two weeks.

The program will also serve as a model for future promotions pushed by operators. Coy contacts have been made every month for the last two weeks. How did all this come about? It was simply the result of operators getting together and meeting the disk jockey. Coy explained that when he met Coy, they just naturally talked about the subject they both knew something about.

Coy was interested in the methods operators used in picking new musicians and also how they had determined when to fill the need. Coy's thought about the same point of view. The music of the month will be featured.

---

**Chuck Willard Directs Bally’s Disk Subsidy**

*Continued from page 20*

---

**Young-Gwartz Near Banning Juke Label**

**NEW YORK, Dec. 3—The permanent buildings of the young Gwartz label, which has been acquired by the Banning Co., will be opened soon. The company has just announced that it will open a new subsidiary in New York City.

---

**German Music Ops Look to Holiday Takes To Equal or Top Juke Marks of ’54**

**CHICAGO, Dec. 3—Music operators through the Midwest have been planning their Christmas collections for several weeks now and the general consensus is that some trends are "good" or "slightly better" than those of the corresponding period last year.

Alto the Christmas season, at least 50 per cent of the average record sales will be taken in the first three weeks of the season. The first week will be the most important of the season, and the disk jockeys are already reporting a slight increase in sales and that they were continuing to take on new disks that really seemed highly optimized.

The industry has reported that distribution of standard holiday fare will be about the same this year as it was last year. There was no indication of a trend toward jazz, country, or other types of music.

---

**'16 Tons' Tops Music Hi List**

**NEW YORK, Dec. 3—Tennessee Ernie Ford’s recording of "Streets of Laredo" has been released and is quickly making its way up the charts. The song has been described as having a "western" feel and is expected to be a big hit.

---

**Mass. Ops Discuss Dome Play Insurance and Assesments**

**BOSTON, Dec. 3—The value of a music operators’ association was strongly pointed out at the Massachusetts Music Operators Association meeting recently in the Hotel Broadhead in Brookline. The Group was told on a number of points that they could be prepared for other difficulties peculiar to the business, but that operators in America appreciate the efforts of the Massachusetts Music Operators Association toward regarding the automatic phonograph business.

I do want you to know that we represent the MUSIC OPERATORS ASSOCIATION, and we are here to help you.

---

**Rock-Ola Adds Building Space**

**CHICAGO, Dec. 3—Rock-Ola Manufacturing Corporation is expanding its operation by adding another building adjoining the Rock-Ola factory which was formerly occupied by the firm.

---

**Another View**

**Milt Mack**

A view expressed by one of the trade assessors was that he felt the first step needed was a solid stock interest.

---

**P R Keys Neb. Freight Meet**

**FREEMONT, Neb., Dec. 3—The Nebraska Phonograph Operators Association is planning its annual dinner and dance, which will be held on December 29 at the Masonic Temple in Lincoln. The event will feature local bands and a variety of dance music.

Approximately 100 operators and guests are expected to attend. Tickets are available at the door for $5 per person. The event will feature a light meal and dancing.

The annual dinner and dance is a popular event for the local phonograph operators and is attended by operators from across the state.

---

**1955 Music Machines**

**1955 Music Machines**
YOU MAKE MORE MONEY

WITH

ROCK-OLA

50 and 120 Selection
HI-FIDELITY
Phonographs

JOB-TAILORED
TO YOUR LOCATIONS

TWO GREAT MODELS—WORTH MORE WHEN YOU BUY
WORTH MORE WHEN YOU TRADE

Model 1448
deluxe 120 Selections
HI-FIDELITY MUSIC

DESIGNED FOR YOUR TOP LOCATIONS

More new features are built into Model 1448 than were ever before incorporated into any one model—to give you the world's greatest phonograph value—The True-Tone HI-FIDELITY Amplifier and Component HI-FIDELITY Speakers (largest in the industry) combine to produce the finest HI-FIDELITY tones yet achieved. The Robot Record Arm assures an even, uninterrupted flow of music regardless of jarring or outside interference. The Play Proven Accumulator and HI-SPEED Selector Panel permit faster play, greater revenue and the world famous ROCK-OLA trouble-free mechanism means longer life and service-free operation, and that means GREATER PROFITS FOR YOU.

Model 1452
Standard 50 Selections
HI-FIDELITY MUSIC

Model 1452 is designed for locations requiring only a limited number of selections as in areas where "country music" is all the rage or in college centers with a demand for the latest hit tunes, but demanding the finest in HI-FIDELITY MUSIC. Model 1452 has all the same outstanding features as Model 1448 except for the smaller record storage and playing capacity.

SEE YOUR ROCK-OLA DISTRIBUTOR or write direct to:

ROCK-OLA MANUFACTURING CORP.
300 N. Keeler Ave., Chicago 51, Ill.004
Memphis Jukes
Sport Charity Disk; Takes to St. Jude

MEMPHIS, Dec. 3—Music specialists reported Tuesday that all collections received on one recorded to the St. Jude Hospital Fund.

The record, written and sung by Danny Beale, known as Mr. Juke, is called "Back Our Beale Street" and it is believed will sell well because of its favorable position on the market.

In fact, Beale has managed to attract the attention of S & M Sales Company, Rock-ola distributor for the city, quite interested in the charity drive, said that they have taken the record to other markets and that the campaign has nearly 100 percent success.

A feature deciding a picture of Beale in the next issue of a record company at what's being done with the proceeds will be sent to the operators for affixing to their machines.

Holiday Takes
• Continued from page 81

50-selection machines which have already been a success. The units are stripped of every extra feature, supplied with records and delivery for one or two weeks, stands at a flat rate. Nyland said: "We are one of the few operators who play this kind of music, but this time it has been built in.

Bob Graves, who heads up ABC Music, looks upon the program with a less optimistic eye. Graves feels that a machine of this kind, compared with last year, however, he is not going to let the drop enough to worry about.

Graves feels that the Christmas season is the time when a credit card is burning hole in a lot of people. "When people over-they like to be seen as spending the bills whether they have to spend it or not," he said.

Albert Heimann, fourth Christmas record on the juke boxes whenever possible, he does not believe one location owner will accept it. "Past records show that a Christmas tune only pulled about 18 percent of total collections during the holiday season, and that was when we had considerably more Christmas tunes featured and very, very big boxes," he said.

Albert Sayre Jr., a national director during the holiday season. Coresident says that it is a much more multi-selection equipment, they would have to charge more than a customary retail price, in order to make a profit.

Kurt Kordesch, chairman of Metropolitan Amusement Co, in a past year that he ordered the same Christmas records that were accepted for membership at the spiral, Rock, Oak-Philo, Miss, Phenix, and others.

New Members
It was reported that the association's Code of Ethics be framed and sold to members. This is in accordance with the Five Cigars, Inc., who were accepted for membership as a result of the association's Code of Ethics, among music machines and said that this would be one of the association's most important projects.

Associated with the Universal Cigars and Tobacco Association, a new division of its organization. This would have been the request of the president of the association.

Back BB Stand
• Continued from page 81

Its members are highly appreciative of your forward-looking and outspoken against this kind of publishing, they have been very few, and damages and embarrassing statements

If it is agreeable with you—and I will consider it, if I do not receive a letter to the contrary, I would like to rephrase the article in a more favorable way, to every operator in California, as well as other operators in other states.

(Signed) George A. Miller National President/Executive Manager, Music Operators of California

To W. D. Littleford

Cc to: C.C. Littleford, as a member of your worthy magazine, as well as a music machine operator, thanx a lot for your letter to the unworthy article appearing in the December issue.

In my humble opinion this one higher received a new low in journalism. In its most part, the music machine operators, proper investigation, it has put it all in black and white, the sheets which inevitably go out of existence with time.

(Signed) Major Mohr South Bay Music Company

Talk Dime Play
• Continued from page 81

sition movement, since a strong national help increased the condition of its members. Miller had told of the fact that the price of the record was raised and in-

All the Music Operators Operators throughout the country will be able to see how work in Washington.

This month, in the suburbs of the city of Los Angeles, a small music company, of the flat rate of one song, was told that the collection amounting to an equal amount from all members, irrespective of size of operation, will increase to $12.50 a month. However, the company has informed the Music Operators Operators of its decision to increase the price of the music copy, by $12.50 per month per member.

Monteith and Co. also worked out the idea of checking with each other on home sales, both plugging the time. In turn for these products, they send Soberg printing out on his program that the music they are being featured on local juke boxes.

A three-hour check list, which follows the one used earlier, is being used in a long way in setting up promotional deals with the charts. This would be outlined by Monteith and Co.

This is the local disk job. Set up friendly relations, explain how operators buy their records, how they use popularity meter.

3. Offer to help the disk jockey.

Steps in Deejay-Op Tie-In
• Continued from page 81

all the programming information would be sent to him every week, that he could be. It was almost amazing to find that records that were hard to get would be made available to him with the program. This was the point that should be always a juke box job that was not done by one of their programs, the operators would see that this was the point that should be always a juke box job that was not done by one of their programs.

This is the kind of job that is in the book history. Point out the need for good public relations, states how little is known about the industry and how its interests are.

We put out programming details. Supply the deejay with oper- 

ation information, also must situation selected by both radio and juke box.

Larry Ash joins Active Amusement As Sales Staffer

PHILADELPHIA, Dec. 3—Joe Ash, president of Active Amusement Mfg. Co., Wurlitzer distributor here, announced this week that his son, Larry, had joined his firm's sales staff.

His territory, said, would be South Jersey, Delaware and Eastern Pennsylvania. Larry joins Active Amusement following a two-year stint in the Army. He is a graduate of Penn State.

Ash said that his son would be managing his territory immediately following a service course at Active's headquarters here.

S. H. LYNCH & CO.
EXCLUSIVE DISTRIBUTOR
DALLAS — 2900 GASTON AVE., HOUSTON — 910 CALHOUN ST.
SAN ANTONIO — 414 DOROLOSA

THE BILLBOARD
MUSIC MACHINES

DEC 10, 1955

83

ADVERTISING RATES

REGULAR CLASSIFIED ADS

Displayed classified ads

Size in inches long by 14 in. and larger

$1.00 per inch—$10.00 minimum

Rate: $2.00—Minimum $1.00

CASE WITH ORDER

ADRESSES ALL ORDERS AND INQUIRIES TO

THE BILLBOARD PUBLISHING CO., 3160 PATTERSON ST., CINCINNATI 23, OHIO

Business Opportunities

BOAT OPERATIONS

www.americanradiohistory.com

FOR SALE/RENT—MUSIC TOBOGGAN—12′, 24′, 40′,

WANT radically

NEW FORD TRUCK, 1/2- TON.

6960

"FREE"

FOR SALE/RENT—MUSIC TOBOGGAN—12′, 24′, 40′,

WANT radically

NEW FORD TRUCK, 1/2- TON.

6960

"FREE"

Sanitary Vending Equipment

JUKE BOX OPERATORS, INC.

"FREE" automatic candy vend- ing machine for sale.

Write for free catalog and literature.

Address

City

State

WANT RE-REBUILT, USED OR PREMANENTLY

USED
equipment.

DIRECT

FROM MANUFACTURER.

SANITARY VENDING EQUIPMENT

JUKE BOX OPERATORS, INC.

"FREE" automatic candy vend- ing machine for sale.

Write for free catalog and literature.

Address

City

State
Federal Court Decision Hits
At Monopoly in Cig Vending

CMA Rowe, Local 805, Forbes and 7 Others Fined $104,000 in N. Y.

NEW YORK, Dec. 3—The Anti-Trust Division of the Federal Trade Commission Department Wednesday (30) struck a telling blow at monopoly in the cigarette vending field when fines totaling $104,000 were imposed against those who, it was alleged, conspired in the use of Cigarette Merchandising Association quotas, a labor union and five independent vending machine manufacturers. Fines and sentences were handed down today before Judge Charles F. Crapo, Federal District Court here after the defendants went to trial to contest charges of monopolizing the sale and distribution of cigarettes. Four of the convicted were in the metropolitan New York area.

W. Germany Looks to America for Vending Techniques and Equipment

Commen Will Comprise Operator Nucleus; Manufacture of U.-S. Type Machines Likely

NEW YORK, Dec. 3—Vending operations and equipment which are now being introduced in Western Germany and which offer transition of machine construction new to the Continental Europe, and also the Germania are available to American concerns in many respects, the operator system being used in the Federal Republic of the Bonn Republic. American units are the type equipment used and the purpose of the automatic merchandising itself in this country, most vending equipment is operator owned and is limited largely to in-place fresh and hot food vending operations. Locations are probably the most important factor, the Germania offers high-capacity machines capable of delivering nationally advertising material. In Germany, automatic merchandising is now more than a part of the other selling arm of the retailer. Germania manufacturers generally are Wittenberg-type units and are designed for use in vending machines in front of the stores to catch after-closing sales. The man who maywe a lot to ward introducing American vending machines in the Federal Republic. The Sommer, prominent junk box and gum machine operator, and this year is currently dovetailing the major portion of his efforts towards vending machine operations. He has his home near Hamm after various form in New York, Chicago and Miami, where he is president of the Midwestern representative of a Stuttgart John Crapo.

snively Shifts Sales Office
To Fla. City

NEW YORK, Dec. 3—The sales headquarters of Snively Grain, Inc., has been moved to Jacksonville, Fla., and Mr. Johnson, Snively sales executive, announced. Sullivan will not make the move to Winter Haven, the New York vending executive said he would remain here at least six months and announce his plans later.


*Continued from page 78*  
Beaverton, Oreg., an affiliate company. The company employs about 1,000, annually is said to boast 600,000 square feet of floor space. A Chicago exhibition house which was founded by President B. S. and former owner, is occupied by the executive chairman, and B. S. C. is chairman-elect.

Complete Meal May Be Vended from One Pkg.

NEW YORK, Dec. 3—The effort to vend a complete dinner in one package will probably be made in the spring of 1956. The package is designed to be dispensed from vending machines.

The convenience food business is excited by the possibility of vending a complete sandwich.

Central Ready On Conversion

PHILADELPHIA, Dec. 3—BillCENTERPHILADPHIA, Dec. 3—Bill Cohen, President of The Machine Company here, announced that the firm is now producing two-price vending machines, Us, and Duster, under the name of CenterPHILADPHIA, Dec. 3—Bill Cohen, President of The Machine Company here, announced that the firm is now producing two-price vending machines, Us, and Duster, under the name of Center

From a manufacturer's point of view, the nearest thing we have to A.B.T. operation, and it is hoped that it will be possible to satisfy the demand for similar equipment, is a 3-Year Study

For the past three years officials of the New York firm has been studying the potential of the coin-operated vending machine, he stated, and at one time seriously considered entering the manufacture of vending machines.

Other Products

Atwood added, "It is expanding rapidly, and there is a growing demand for new equipment capable of vending many types, including food, drug store goods, and department store items. We need for a coin deposit to handle 50-cent pieces, and the need for wide range change makers.

Union News

Installs Vendo Hot Food Unit

NEW YORK, Dec. 3—The first Vendo hot food vending machine has been installed in the package store, at 154 Broadway, near the Lake Shore Industries, Ltd.

Hawkeye, Victor to Hike Prices; 8 Moll increases

CHICAGO, Dec. 3—Price increases ranging from $3 to $11 per unit effective in January were announced by two manufacturers of vending machines this week.

This was the price increase necessary in the cost of equipment, which, with the cost of labor, the companies explained. A number of other firms contacted by The Billboard said an increase was indicated by rising costs. F. W. Wittern, president, announced the Hawkeye National Vending Company, of Des Moines, Iowa, effective January 1. The new price will be $12.85 f.o.b. factory.

Effective January 16 Victor Vending Corporation, of Chicago, will increase its costs of its models $8, $15, and $25 per unit, according to Harold M. Schruff, president.

The new prices in case lots of 500 units and the firm's purchase of materials before the recent price increases were considered.

NVA Sets '56 Conclave Plans; Name 7 Chairmen

CHICAGO, Dec. 3—Members of the National Vending Association conclave committee laid the groundwork for the 1956 conclave and exhibition. The committee decided to hold the 1956 convention at the Marion Hotel here May 10 thru 15. The committee chairman will be "Vendexana of 1956." The committee chairman is selected, with 41 members named to assist in setting up and carrying out the program. Extensive space has been arranged for exhibits by vending manufacturers, distributors, small vending equipment suppliers as well as those of candy, gum, nuts and cigarette dispensers.

Central Ready on Conversion

PHILADELPHIA, Dec. 3—Bill Cohen, President of The Machine Company here, announced that the firm is now producing two-price vending machines, Us, and Duster, under the name of Center

MERCHANDISE OUTLETS

Unit, Item Changes Key to Bulk Op $8

By HALL REYES

DETROIT, Dec. 3—Rotation of equipment and product is a key factor in the successful operation of the Hill Vending Service, Inc., one of the major vending services in the Hill Vending Service, Inc., one of the major vending services in the Coty Motor City. About 250 vending machines are in the Coty network of 50, the manager has only that many boxes, which can cap his operations.

Sales Incentive

Typically, the in-store display is the fact that when a bell gun comes up on location for some time he will replace the nickel capsule unit with a bell gun only.

(Continued on page 87)
Pecan Crop Up Slightly

From production is estimated at 95,000,000 pounds, 1 per cent above the crop of last year, but 35 per cent below average. Most Southern States have short crops this year. Oklahoma expects to produce about a third of the total U. S. crop.

IMPORTED HARMONICAS

"New low priced imported Harmonicas—exclusive with Cugenheim. Only $8.75 per m. P.O.A. N.Y. C. At your distributor or...

Cugenheim
33 Union Square, N. Y. C. N. Y. * AL. 8-3892

RECONDITIONED VENDORS

All Machines Completely Checked and Restored. Satisfaction Guaranteed. 50% off regular price. No Reserve.

available with $5.00 deposit, balance C.O.D.

PACK COIN MACHINE EXCHANGE

ADVANCE SANITARY VENDOR

The Finest for Vending Flat-Pack Products

available with $5.00 deposit, balance C.O.D.

J. Schoenbach
130 Sea Street, Boston, Mass.

PLASTIC & PLATED FILM CHARM MIX

50% Plastic—50% Plated Consisting of...

Over 255 different CHARMAS, Series C2 and Series C3 Plastic Copper & Silver Plated Series #2 and Gold Vacuum-Plated Spots Charms—Series #4.

$2.10 F.O.B. Jamaica, N. Y. PER 1,000 or by the Distributors

What recommends this for your Vend?

1) Tommendous Variety of CHARMAS
2) Vibrant Colors on Copper, Silver and Gold Plating
3) Low Price
4) Free Package Gives You Your Low-Printed Plastic and Plated FILM MIX.

SAMUEL EPPY
& Co., Inc.

DEC. 10, 1955

THE BILLBOARD

VENDING MACHINES

85

Hudson to Bow

Hot, Cold Cups

For Vend Field

NEW YORK, Dec. 3. — Cup manufacturers for the vending industry will figure heavily in the 1966 plans for the Hudson Pulp & Paper Corporation, a 29-year-old firm currently making napkins, gummed tape, and mailing bags.

This summer, Hudson plans to set up a paper cup and container division, with manufacturing facilities in the New York area. But production of vending cups will be made.

William Mazur, Hudson president, predicted the firm would move swiftly toward a continuing position in the nation’s $300,000,000 paper cup and container industry. Other items to be made will include ice cream containers as small as four-ounce capacity, and in-plastic containers for soups and casserole dishes. The New York plant will be set up as a pilot operation, with other production sites to be selected later.

A REAL SENSATION

IMPORTED

JUMPING FROG

Looks like a live-jumps for a full 2 weeks. Pack of 10 in a 50c display.

Ohio Gum Supply Corp.
1761 W. 111th St.

ANNOUNCEMENT TO THE TRADE:

Sincere Thanks to all our friends who sent their kind condolences on the death of my late partner...

HERMAN WOLF

I wish to extend my assurances that CENTRAL VENDING will continue to give the same fine service as in the past.

You can look to Central Vending for the best in quality and prices.

BIL GOLDBERG

CENTRAL VENDING MACHINE SERVICE CO.
2601 Parrish St., Philadelphia, Pa.

ATTENTION, VENDING OPERATORS!!!

Uneeda Vending Service is initiating a new policy in this issue of Billboard. Check all information in this ad and future ads for terrific new benefits on equipment.

CIGARETTE MACHINE CONVERSIONS

IMMEDIATE DELIVERY

ROWE

IMPERIALS, ROYALS, PRESIDENTS, CRUSADERS

920, 950, 725, 9A

 Rowe Price Differential Bins — Rowe Cigarette Machines (atboard) for all Rowe and National Machines. Will send King Size & Regular in all Colors. There are no deposit fees or special fees. Advance Arrangements for Information.

CIGARETTE VENDORS

National Model 255, 150...$55.00
National Model 270, 150...155.00
National Model 270, 200...155.00
National Model 270, 300...255.00
National Model 270, 400...355.00
National Model 270, 500...455.00
National Model 270, 600...555.00

Xenon Special 150...$69.95

CANDY MACHINES

Doll Maker 75c...$105.00
Bow Vending Machine 75c...155.00

Every Machine Has a Warranty. All Equipment Unconditionally Guaranteed. Completely Reconditioned and Refinished.

We have a tremendous stock of "As Is" Equipment in good condition but not rebult or refurbished. Check this list of terrific values:

ROWE CIGARETTE VENDORS

Imperial, 6 Col. Imperial, 6 Col. $32.50
Royal, 6 Col. $32.50
Royal, 6 Col. $32.50
President, 8 Col. $32.50
President, 8 Col. $32.50
Gummed Tap, 2 Col. $65.00
Gummed Tap, 4 Col. $65.00

All of these machines are available in a color of your choice for $12.00.

For 2 30 & 30 Dual Vend Mechanism Only...in above prices:

Rowe Paper Vendor (like new), 5c, 10c & 15c Vend—Special $125.

Rowe Refrigerated Sandwich Vendor—

$300.

Trade prices: 1/2 deposit balance C.O.D. Quantity buyers, write for special discount prices and terms.

Uneeda Vending Service, Inc.
"The Nation's Leading Distributor of Vending Machines"
735 Norristown Road, Frazer, Pa. 19401
**VICTOR CHAIRMAN APPOINTED**

NAMA Chairmen Appointed

- Continued from page 84

Novell B. Baker, Associate Car-
teem Company of America, Chi-
goga; legislative Eiler F. Pierson,
the Venetian-Tops Company; M.
mo., manufacturers’ division; W.
S. Fahmire, advertising and
ishing Company, Chicago; John S.
ll Mene, advertising and Cap-
wood Scher, Vendomat Corpo-
ations of America, Baltimore,
mittee.

Ales Izard, the Venetian-

ing Company; Hotchkiss, New-

Other committee members in-
clude Eric W. Dunn, New York.
European liaison; Aaron Gold-
man, the Venetian-Tops Company
Washington, government liaison;
Ms. Dorothy F. Hill, Heml-
dale Candy Sales Company, Medford,
Oregon; Ms. Julia M. Hue, Stan-
the Associates, Dallas.

Publicity: Sam Epp, Samuel Eppi
Company, Inc., Jamaica, N.Y.;
Sam Epp, Eppi, Inc., New York;
Frank Hardman, Polk King Company
Pittsburgh, Pa.; Paul Price, Paul
Perry, Chicago; Carl Guggenheim
Carl Guggenheim, Chicago; and
ralph ATKINSON, Northwestern
Y Co., New York City.

Manufacturers: Elmer Abe
Oak Sales Company, Chicago;
ner Sanders, American Sales
cessories, Inc., Berwick, Pa.;
FREE, Nursery Supply Company;
mpany, Inc., Waukegan, Ill.;
ndless, and the American Vending
pany, Inc., Chicago; and Sid
lon, Oak Manufacturing Com-
pany, Brooklyn, N.Y.

Exhibitor: Tom King, King &
pany, Inc., Chicag,

Best Fraga, Standard Specialty
ut., Standard Sales of
and Bennett, Kansas City, Mo.
Sam Epp, Eppi & Com-
pany, Inc., Jamaica, N.Y.; Randy
yer, Texas; and Ms. Melpa
ela, Atlanta; Iriv Merrick, Com-

**COINMEN YOU KNOW**

Chicago.

By KEEN TAPE

**INDUSTRY TAKES PART IN NAAPB SHOW**

A large number of the leading coin machine men, including Roberts, Benson and Ernest Tupper, Capital Projector Corporation, New York; V. Van Nattan, Phillips Manufacturing Company, Chicago; and others, have announced their intention to exhibit at the annual National Association of Amusement Pools, Pools and Beaches show at the Hotel Sherman here of top interest to the industry this week.

Among the coin machine exhibitors making the booth and manufacturers, distributors and operators visiting the show were Tom Mann, Benson; Harry Berland and Ernest Tupper, Capital Projector Corporation, New York; V. Van Nattan, Phillips Manufacturing Company, Chicago; and others.

**WINNER'S POST OFFICE BOX**

Co-located with the Big Four of the industry, with the exception of the American Vending Machine Company, is the Chicago Coin Company, which has a booth reserved by Bill Eby, former NAPA district sales manager, who will handle Luncheonette sales and coin machine sales.

**WINNER'S POST OFFICE BOX**

**WINNER'S POST OFFICE BOX**

Mr. and Mrs. William Polk, William B. S. Manufacturing Company, Chicago, will handle the exhibit of the Topper, Capitol Projector Company, Inc., San-

**NEW YORK**

By AARON STERNFIELD

**MOVING WEEK**

It's getting so you can't tell the distributors without a scorecard. Here's the latest on who's on 10th Avenue.

Sam Epp, the New York distributor, has opened a new branch in Chicago, and the New York office is now handling accounts in the West.

Harry Berger, West Side distributor, is in production on the backscatter feature for the Empire Cinema, Fifth and 9th.

A. M. Wemple, who formerly handled the Asa H. Smith Co., now handles the Asa H. Smith Co. and is in charge of the backscatter feature for the ship and crowd.

Bill Eby, former NAPA district sales manager, will handle Luncheonette sales and coin machine sales. Mr. Epp's office is now handling accounts in the West.

**WINNER'S POST OFFICE BOX**

**WINNER'S POST OFFICE BOX**

Mr. Epp's office is now handling accounts in the West.
Key to Bulk Operator $$

- Continued from page 84

"The switch to something different brings a spurt of new business," he claims.

Explaining, he disclosed that when a change is made to a different ball gum vending, the sales appeal is made less the larger size of the gum ball offered, about 6% in diameter.

"However," Hill continued, "the best way to keep sales up is to add new charms continuously. Ball gum alone does not move very fast, but with charms volume increased about 25 per cent. Still we have to keep changing charms about every month or so.

Hill puts about four different types of charms in a vending at a time. This is to encourage the buyer who has already received one to remain a customer in the expectation he will receive a different item upon the next purchase.

Popular Items

Big favorites in charms, according to Hill, are the companies: Darcy Cockett rings, small size rings, pen handles, miniature playing cards, dominos and ears.

The earnings, Hill pointed out, are an important factor in attracting plus sales from familiar persons as they catch the eye of the public.

"Always treat the location owner honestly, he will have confidence in you," Hill advised in summarizing his philosophy. And by the same token, fairly with the consumer, in offering quality merchandise.

Standard commission in the bulk field, and one that usually satisfies the location owner as well as with his co-operation in helping to maintain his area, is around 10 per cent, Hill said.

"Because of the nature of the bulk vending business," Hill pointed out, "an extra commission is usually permissible. To save time, operator usually gives 15 cent purchasing payment of $2.50 when the globe is emptied."

Fair Commission

However, if an owner wishes it, Hill said he always makes a checking determination the amount of sales. A globe normally holds 89 to 90 per cent of bulk, he said, so $2.50 is a fair commission in line with 89 to 90 per cent basis.

Declaring he likes the vending business, Hill answered three top job locations to get special orders to go out and look for them. Last time, he maintained, are easy to secure if the picture of bulk vending is presented properly.

"Owners like the commission, especially when they see an opportunity to add in income from space that is not being used. However, he warned, operators must learn to appraise a potential outlet, otherwise, he can lose his shirt."

Grocery stores are the best location for bulk vending, in Hill's opinion, with restaurants and soda fountains next, and gasoline service stations. The latter is especially a good outlet for both ball gum and capsule machines.

Penny Change

Vendors should be spotted near the cash register so as not to interfere with store sales, Hill stated, adding machines so located catch the customer's eye before he has a chance to push his change away. And with sales taxes nearly everywhere, one receives some pennies in change.

As to servicing machines, this is a gained in bulk vending also is the usual concern of Hill's machines are serviced every three weeks except those which have extra sales and demand extra attention.

Hill indicated that the average gross on his machine is between $2.50 and $4 a week, the single unit with the better locations running one-eighth. He reported his overall bulk vending volume up about 15 per cent due to better placing of his vending and then use of machines.

Giving an estimate of what he considers fair in dealing with the consumer, Hill disclosed he places about $15 worth of charms about 200 pieces-in a machine with approximately 600 bulk of gum. Thus it is adjusted to dispense a charm about once every four sales, which, in his opinion, pleases most customers.

Sell 23 Cents

Buying of charms in bulk is an important step in taking up the ratio for vendors. In addition to his bulk operations, Hill is also a distributor. He supplies other operators in the area with charms, capsules and ball gum, and estimates he had sold about seven tons of gum in his own machines this past year. He also estimates he has sold about 650 sets to other operators.

About eight years ago Hill established his own firm which has become a family enterprise. His wife, Rose, handles the books, while his son, Chester, a partner, handles the service operation. Hill devotes most of his time to securing new locations and repairing vending.

In addition to the bulk vendors, Hill figures also has cigarette, coffee and early machines. Hill's firm has sold complete machines or parts, but continues to remain in the business thru building up of vending machines,

"There is no limit to business in the vending field," he asserts.

NEW IMPROVED PENNY-NICKEL ATLAS MASTER

MANNED GUARANTEED USED MACHINES

MERCHANDISE & SUPPLIES

NORTHEAST CORP.

49 Hot Vending

WIRE: WATLING

อะไรสายคืนค์ก่อนรายงานให้

WIRE: WATLING

อะไรสายคืนค์ก่อนรายงานให้

NORTHEASTERN

NORTHWESTERN

WEIGHT 165 LBS.

$25 DOWN

Balance $10 Monthly

400 D.E LUXE PENNY FORTUNE SCALE

NO SPRINGS

Invented and made only by

WATLING MANUFACTURING COMPANY

420 W. Fulton St. Chicago 44, Ill.

Cable Address: WATLINGITE, Chicago

TAB

You'll hit the jackpot with this

selective bulk vendor. No menus

lists, no selection or highest

pick. Quick change, hands free

service. 100% satisfaction time

after time in bulk

BALL

More profits with ball gum. Through

the higher gross, wider

tire, larger

ball gum and charms of approxi-

mately 63c, 75c, and

150c, is the

ball gum vending machine.

NORTHWESTERN

TODAY THE BILLBOARD

FOR TOPS IN PROFITS

VICTOR Standard TOPPER CASSA OF A 50c

20 Dollars Many back orders in stock

SPECIALS ON ALL ORDERS

Wright's Specials on CAMERAS--WIZARDS--ZODIAC

SIDIMOR VENDING

4237 South Western Ave., Chicago 92, Illinois

TODAY FOR PRICES

THE BILLBOARD

AMERICAN TRANSPORT

2735 North Western Ave., Chicago 13.

Sales of New and Used Machines

SPECIAL TRADE-IN OFFER

As High As $4.60 Per Hour on VICTOR TOPPERS Send Us Your List.

VEEDCO SALES CO.

211 South Dearborn St., Chicago 4, Illinois

Phone: U.S. 6-1949
CUE-HAPPY CONVENTION

Coin Pool Games Score Hit at NAAPPB Show

CHICAGO, Dec. 3.—If there has been any doubt of the popularity of the new coin pool games, it is dispelled by the numbers of big parks, pools and Beaches convention at the Hotel Sherman here today.

Three firms—Exhibit Supply, J. C. Guenther & Co., and Williams Manufacturing Company—introduced new pool games at the convention and were encroved by the Pool Art; the new pool games were exhibited at the coin pool games for the first time, the new model pool machines were offered for sale and a number of coin pool game manufacturers by a relatively small number of pool game supply firms.

The trend to coin pool games is an increasing number of new pool game orders than they can fulfill, with all pool game machines being swamped by additional orders following the show.

Many different companies for the production standpoint is the shortage of the games, and this is to their advantage, and pool game manufacturers by a relatively small number of pool game supply firms.

The new model pool machines were offered for sale and a number of coin pool game manufacturers by a relatively small number of pool game supply firms. Many different companies for the production standpoint is the shortage of the games, and this is to their advantage, and pool game manufacturers by a relatively small number of pool game supply firms. Many different companies for the production standpoint is the shortage of the games, and this is to their advantage, and pool game manufacturers by a relatively small number of pool game supply firms. Many different companies for the production standpoint is the shortage of the games, and this is to their advantage, and pool game manufacturers by a relatively small number of pool game supply firms. Many different companies for the production standpoint is the shortage of the games, and this is to their advantage, and pool game manufacturers by a relatively small number of pool game supply firms. Many different companies for the production standpoint is the shortage of the games, and this is to their advantage, and pool game manufacturers by a relatively small number of pool game supply firms. Many different companies for the production standpoint is the shortage of the games, and this is to their advantage, and pool game manufacturers by a relatively small number of pool game supply firms. Many different companies for the production standpoint is the shortage of the games, and this is to their advantage, and pool game manufacturers by a relatively small number of pool game supply firms. Many different companies for the production standpoint is the shortage of the games, and this is to their advantage, and pool game manufacturers by a relatively small number of pool game supply firms. Many different companies for the production standpoint is the shortage of the games, and this is to their advantage, and pool game manufacturers by a relatively small number of pool game supply firms.
### Advertised Used Coin Machine Prices

#### MOST ACTIVE EQUIPMENT

<table>
<thead>
<tr>
<th>ARCADE EQUIPMENT</th>
<th>MUSIC MACHINES</th>
<th>SHUFFLE GAMES</th>
<th>VENDING MACHINES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.</strong> SKEE-BALL...</td>
<td><strong>A.</strong> Hi-Lo 2-3</td>
<td><strong>1.</strong> United-Chicago Shuff...</td>
<td><strong>1.</strong> Neptune 33, Bell ...</td>
</tr>
<tr>
<td><strong>2.</strong> TROTTLE...</td>
<td><strong>B.</strong> Hi-Lo 1-2</td>
<td><strong>2.</strong> United-Chicago Shuff...</td>
<td><strong>2.</strong> Meat &amp; St. Bob...</td>
</tr>
<tr>
<td><strong>3.</strong> DARTS...</td>
<td><strong>C.</strong> Hi-Lo 0-3</td>
<td><strong>3.</strong> United-Chicago Shuff...</td>
<td><strong>3.</strong> Sizer Candy (10 Cents...</td>
</tr>
</tbody>
</table>
| **4.** YACHT... | **D.** Hi-Lo 0-4 | **4.** United-Real Shuff... | **4.** Uncle M. C. & Co. ...

#### PINBALL GAMES

- **GOLDFINGER**
  - **50.00**
  - **65.00**
  - **75.00**
- **UNIFIED**
  - **99.50**
  - **225.00**
- **WILLIAMS**
  - **143.80**
  - **225.00**
  - **475.00**

---

### Why a New Look in the Coin Machine Price Index

For the second time within a year The Billboard has changed its Advertised Used Coin Machine Price Index to provide a better service for readers.

With this issue a "Mean Average" price is added to high and low advertised prices, and prices and listings have been eliminated on music machines which have been advertised less than 10 times, and on all other equipment which has been advertised less than five times in the four-week period indicated in the Index.

These changes have been made to provide a more meaningful listing of prices.

The mean average is not the simple average between the high and the low. It is a computation based on all prices at which a particular machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. For example, in the index above, the "high" on a machine is $495, the "low" $325 and the mean average $465. This means that the average advertised price is $465 and not midway between the "high" and "low." It also strongly indicates that the "low" in this case is a unique advertised price reflecting only one advertiser's price, that the machine advertised at $325 is "as is" or in very poor condition, and it reflects possibly other factors peculiar to that advertiser in order for him to advertise at that price.

The Index as it appears above is the most accurate reflection of used advertised prices and contains as meaningful a guide as it is presently possible to offer.

All of the prices which appear were taken from advertisers' prices which have appeared in The Billboard during the period indicated. Therefore they form the most accurate basis for used prices. That is the source of The Billboard's prices. In checking price listings in any trade publication, it is essential to know what the source of those prices are in order to use them properly.

Prices given in the Index are in no way intended to be "standard" or "national," "set" or offer an authoritative reflection of what prices should be on used equipment. There is no possible way for this to be done at the present time. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.
Alan Hawes To Preem New See-Saw Unit

CHICAGO, Dec. 5—Alan Hawes Management, Inc, announced this week that it will introduce a new hand-cranked German-made see-saw figure with its coin-operated See-Saw kiddie ride, to be placed in the Red, the near future.

The announcement was made by Alan Hawes, president of the firm, at the National Association of Amusement Parks and Theatres convention at the Hotel Sherman.

Alan Hawes displayed the See-Saw ride at the convention. Main feature of the Hawes exhibit was a miniature model of a large showboat set up at outdoor amusement centers.

Hawkaye, Victor

Continued from page 84

To L. F. Leary, vice-president and sales man.

Several other bulk machine manufacturers stated they contemplated no price increases for the near future, but each pointed out that material and labor were the highest in many years.

The firms are the Northwestern Machine Division, Morris, Ill.; the Simplex Machine Company and Ball Gum, Inc., of Chicago; W. C. Pertman, Inc., Geneva, Ill., the Atlas Manufacturing & Equipment Co., Cleveland; Silver King Corporation, and American Manufacturing Company, Inc., Cincinnati, Ohio.

With the exception of Ball Gum, the other manufacturers during the past five years increased the prices.

Capitol Introns

Continued from page 88

faced on a backboard, fast or slow. The game is manufactured by the J. E. Hert Corporation, Brooklyn, N. Y., in a glass cabinet and the trains circle thru an area representing a small town and surrounding country. The game is operated for a dime.

Capitol movie machine displays used a new optical system for viewing colored pictures. Viewers get four features for a dime, with the various machines including Mickey Mouse, Charlie Chan, Jack Benny and Betty Boop.

Also on display at the Capitol were the Hydro Duck games, which feature shooting a jet of water at a target, at a field of floating plastic ducks, and a horse kick ride.

Arcade Exhibits

Continued from page 85

The usual expenses incurred by manufacturers at conventions, according to Smith, would need to be doubled if the convention were to be held in the same building.

An efficient manufacturer in each division, with manufacturing and display, explains, in summary, the features of all machines.

Besides the display of approximately 100 games at the exhibit, it is proposed to add a museum featuring old-time machines. The machines exhibited are to be those of W. M. H. Smith, branch manager, 24 X. California Avenue, Atlantic City, N. J.

Philly Toboggan

Continued from page 85

foot board and rear guard bars at the end, each ring registering a different point value on a scoring reel at the side.

Box-O is a similar type game featuring a target which is actuated by mechanical pin paddles. It is electrically operated and played with 10 balls. Representing the firm at the show were Ed St. John, Allen Jesse, Ed Schaad, company suppliers.

Sarah Johnson

Continued from page 84

the city of Chicago.

But with the exception of Ball Gum, and the other manufacturers during the past five years increased the prices.
Let's Make a Deal
We have a lot to offer... tell us what you need and we will work it out.

DAVID ROSEN
Wire Office 1000 South Clark St.
Box 0-165, Chicago 8, Ill.
Phone: 647-9500

TIP
DECEMBER
N.

IT

Phone
POOL
leather.'40;.`155

MAKES

CALL
open,
Laslne
COIN
QUALITY
PARTS
YOUR
EXCLUSIVE
ASCME
That
A
All
Exclusive-
PLY
to
IC
good
STREET
CHICAGO
PANELS,
AMI
offer
Indlanepolh.

DESMOND C. FORTNER
his time working for the group, currently is spending all his time to promoting cricket worldwide char-
itable activities.

POLL: WHO WOULD YOU LIKE TO SEE NEXT ON THE SOFTBALL \nGAMES LINEUP?

SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.
ESTABLISHED 1922
Laslne, Ks.
1200 South Clark St., Los Angeles 3, Calif.

COTTON POOL
MARKED FOR PLAY FROM 3 OR 4 SIDES
MATCHES IN QUALITY—ABSOLUTELY TOPS IN APPEAL!
DISTRIBUTORS This one is HOT! A few good territories still

POOL GAME PARTS AND ACCESSORIES
IMMEDIATE DELIVERY
CUE STICKS... extra shafts...
CUE TIPS, 6 oz. package...
CUE BUTT PAPER... $3.00
MUSIC FEEDBACKS (12)...
2 oz., 3 oz., 4 oz....
CANDY... Per Case...
PHONOGRAPH RECORDS... Per Case...

For PERFORMANCE THAT MEANS PROFITS

POOL MACHINE

PHONOGRAPHS YOU CAN DEPEND ON!
ROCK-OLA 1438 COMET...
WURLITZER 1100...
WURLITZER 1015...
A.M.I. MODEL C...
A.M.I. MODEL A...
SEEBURG WALL-O-MATIC...

LOWEST PRICES...
LARGEST INVENTORY...

PHONOGRAPHIC RECORD BAKS...

RECONDITIONED—REBUILT LIKE NEW

A Quarter Century of Service.
2120 N. WESTERN AVE., CHICAGO 8, ILL. 8-5-50

ATLAS MUSIC COMPANY

CALL ASCME

POOLS
POOLS
POOLS

All Makes... All Models

All Shuffle Alleys and Guns
You Name It... We've Got It!

CALL ASCME

ALL STATE COIN MACHINE EXCHANGE
5517 NORTH WESTERN AVENUE
CHICAGO 47, ILLINOIS
8-1-6770

GIVE TO DAMON RUNYON CANCER FUND

POOL GAMES
IMMEDIATE DELIVERY AT LOW PRICES

WRITE FOR POOL GAME SUPPLIES

SHUFFLE GAMES...

BULL'S EYE

COTTON POOL

BULL'S EYE COIN-OPERATED JUNIOR SHOOTING GALLERY

BULL'S EYE COIN-OPERATED HORSE RIDE

WAX, Case...

Race Track Surf Pool...

Keeney Damion...

Music, Wax, Case...

Score Boards...

Keeney Shuffie Pool...

Super Flamenco Lights...

Keeney American...

Adjusters...

Earn More Money
with Bally

Kiddie-Fun Equipment

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Ill.

GUNS

www.americanradiohistory.com

Ronald Keeney offers a position to the members of the American Legion's Forty-and-Eight.

During the early days of his career, Fortner, who calls Carmi, Ill., home, is an active worker and a member of the American Legion's Forty-and-Eight. He has been a strong believer in youthful activities.

An operator for 23 years, Fortner, a youthful 42, heads both the Livingston County Music Company, Pontiac, Ill., and the South- ern Illinois Amusement Company, Carmi, operating firms with joke books, phonie games, shuffle games and cigarette, candy and gum vending machines.

And if all his operating businesses and his civic activities weren't enough, Fortner has been a Rotary Club member for the last 11 years. He is also general manager of the Spool Oil Company and has an interest in the Fortune Drilling Company, Princeton, Ill., a firm he helped organize with a brother, Robert E., president, in 1950.

A proud family man, he has five children. Mrs. Virginia Nickoloff, Streator, Ill.; William D., 19, who attends Southern Illinois University, Carbondale, Ill.; and his two sons, William D., 15, who died in 1960, on a part-time basis in 1952. In 1958 he became a partner with his father of the Amusement Distributing Company in Dwight, Ill. From 1959 until he entered the service in 1942, Fortner headed the operating firm, White County Amusement Company and Franklin County Amusement Company.

Due to disabilities and ill health, he did not enter the coin machine business until December, 1947, when he bought the Living- ston County Music Company in Pontiac, Ill.

As a long-time coin machine operator, Fortner believes it is very important to operators to play active roles in community affairs. He's a strong believer in the adage that public relations begins at home. He's a good example of an operator who's made it work.

BULL'S EYE COIN-OPERATED JUNIOR SHOOTING GALLERY

BULL'S EYE COIN-OPERATED HORSE RIDE

BULL'S EYE COIN-OPERATED JUNIOR SHOOTING GALLERY

BULL'S EYE COIN-OPERATED HORSE RIDE

GIVE TO DAMON RUNYON CANCER FUND

DEC. 10, 1955 THE BILLBOARD COIN MACHINES 91

GUNS

ALL STATE COIN MACHINE EXCHANGE
5517 NORTH WESTERN AVENUE
CHICAGO 47, ILLINOIS
8-1-6770

GIVE TO DAMON RUNYON CANCER FUND
NEW POOL TABLE LITE

by Keeney

Fits Every Make of Pool Table on Market!

Does NOT "Block" Any Shot!

- Lite floods entire playfield. Lite is cast upward into shade and divided over all areas with indirect lighting.

- Easy to mount on Any Side of table.

Priced Low at only $17.50

Available at All Keeney Distributors. Order Yours Today.

J. H. KEENEY & CO., Inc.
2600 W. 50th St.
Chicago 32, III.

FIRST PRESENTS THE
WORLD'S TWO FINEST
POOL GAMES
TO BRING YOU
RECORD-SMASHING
COLLECTIONS!

CHICAGO COIN'S
NEW "FOOTPLAY"
AUTOMATIC POOL TABLE

EXHIBIT'S
"84"
SKILL POOL

CHICAGO COIN'S
NEW "FOOTPLAY"
AUTOMATIC POOL TABLE

EXHIBIT'S
"84"
SKILL POOL

SHUFFLE GAMES

NEW:
CHICAGO COIN BOWLING TEAM
ONLINE, PHONE OR WRITE
CHICAGO COIN ROSS BOWLING SENSATION
ONLINE, PHONE OR WRITE
FIRST-CONDITIONS
OFFERING THE WORLD'S FINEST AND FIRST SELECTION OF CHOICE \nSHUFFLE GAMES - old models and reproductions.

TARGET GUNS

FIRST-CONDITIONED!

SCOOPE!

ZIPPER

WILD WILDCAT

CARNIVAL

SHOOT THE TAHU

ARGO

FIRST-

Copyrighted by PANORAMA-PIX

BANK A-BALL

THE BIGGEST OPPORTUNITY

FILMS FOR PANORAMA

POCKET BILLIARD IN NARROW SPACE

PENDULUM "ZIPPER"

POTTED CACTUS

"ZIPPER"

TARGET GUNS

FIRST-CONDITIONED!

SCOOPE!

ZIPPER

WILD WILDCAT

CARNIVAL

SHOOT THE TAHU

TARGET GUNS

FIRST-CONDITIONED!

SCOOPE!

ZIPPER

WILD WILDCAT

CARNIVAL

SHOOT THE TAHU

ARGO

SNOW FLOWER

ARGO

SNOW FLOWER

ARGO

SNOW FLOWER

ARGO

SNOW FLOWER

ARGO

SNOW FLOWER

ARGO

SNOW FLOWER

ARGO

SNOW FLOWER
A.L. Kiddie Rides

**Continued from page 88**

36 holes in each Mechanism of both models are interchangeable. The standard model lists at $130, the smaller at $77.

**Ride Details**

The ride is powered with a 1/2 h.p. C.E. motor, equipped with a Kudell drive mechanism. National Ritter coin slot, West- Leonard single-pole relay. The fiber-glass body is manufactured by Nemetz Manufacturing Company, Kenosha.

The kiddle ride mechanism is an independent unit and can be slid out of the base. The ride can be broken down in 15 minutes, according to the firm. The ride has two rollers in the front and is equipped with rubber pads to set off the ride.

The ride is specially designed so that the moppet can set himself on the horse with a little or no help.

A. L. is headed by Conny Lawrence and George (Dum) Ash, who represented the firm at the show. Headquarters are at 4005 75th Street, Kenosha.

---

**Coin Pool Scores**

**Continued from page 88**

after another has joined the pool games and all have experienced steady orders for the games.

Pool games have furnished operators with “something new” for their taverns and bowling alley locations at a comparatively low price. The games are simple to play and easy to service, have caught on with operators in all sections of the country.

Coin-operated pool games have been in existence since 1913, originating in Europe. They had remained principally an expert item in the U.S. until the surging popularity on the American market this year. All indications point to continued high sales of the games, and most firms in the industry expect the games to continue at a solid sales item for a long time to come.

**Mutoscope**

**Continued from page 79**

fights, each manipulated against the other by players at opposite ends of the cabinet. Ziba, a fortune-teller machine dispensing cards to the player; Mystic Swamp, a fortune-teller dispensing cards, and charm tokens; Drive Yourself, a drive-testing machine, the Tung-gram tester, featuring the head of a ball, and the new production model of the firm’s Voice-O-Graph. Albert Klein and William Rich- kins directed the exhibit.

**Exhibit Unveils**

**Continued from page 88**

odd-numbered cars, his opponent, the even-numbered one. Green traveling lights flashing in front of the ball cabinet increase the ad-
vance of a car when ball is landed in lane with green lights. Lights on the backglass show how many “tails” each car travels, and a speedometer type light to show speed each car makes.

---

**DUNIS DISTRIBUTING CO.**

100 Elliott Ave., W., Scottie 99, Wash., Fla. Alder 0149

坚定不移地向前进，努力攀登，登上世界之巅！
11 reasons why

If it's not an "Exhibit" feature

Exhibit's Pool

is breaking profit records everywhere

SKILL POOL

$4 DELUXE

We Will Trade

SKILL POOL

for Late Bingo Games

Send your list in today or call us.

FRANK SWARTZ
SALER CO.

515-A Fourth Ave., N.
Nashville 10, Tenn.
4-8571

END OF YEAR CLEARANCE

6 Genco Quarterbacks  $400.00
3 AMI Model D 80's  $325.00
1 AMI Model E 80  $425.00
2 AMI Model E 120  $450.00
3 Advance Bowlers  $165.00
1 Arrow Bowler  $350.00
1 Thunderbolt Bowler  $350.00
2 Built's-Eye Bowlers  $495.00
1 Blinker Bowler  $550.00

Will take in trade

Gottlieb & Williams Pin Games

SPECIAL

5 United Nevadas—very clean . $150.00 each
HENRY A. GUENTHER AWARD for the "most meritorious coin machine exhibit" at the 1955 National Association of Amusement Parks, Pools and Beaches show went to Scientific Machine Corporation. Part of the exhibit is shown here.

AWARDED FIRST PRIZE at the National Association of Amusement Parks, Pools and Beaches show at the Hotel Sherman, Chicago, last week were the Scientific Machine Corporation exhibit. Making the Scientific Booths were, left to right: Jack Firestone, Scientific superintendent; Milton Time, Branch; N. J. Max D. Levine, Scientific president; Mrs. Henry Graul and Henry Graul, Seaside Heights, N. J.; Herman Bakerman, Point Pleasant, N. J.

Guenther Award

Cleveland Coin Machine Exchange, Inc.

YES!

Watch for something NEW in next week's ad

Valley

333 Morton St.
Bay City, Mich.

when answering ads...

SAY YOU SAW IT IN THE BILLBOARD!

Yes!

Watch for something NEW

in next week's ad

Valley

333 Morton St.
Bay City, Mich.

when answering ads...

SAY YOU SAW IT IN THE BILLBOARD!
Cig Sale Rise
Nets Indiana
$11,363,299

INDIANAPOLIS, Dec. 3—Sales
of cigarette consumption in Indiana for the first 10 months
of 1956 were reported by distribu-
tors.

Figures disclosed by the State's
cigarette tax division show revenue
for the 10-month period ending
October 31 exceeded the 1955 in-
come for the corresponding period
by $4,03,797. Collection for the
current year rose to $11,363,299
from the yield of $10,909,912.

Since 1947, when the law creat-
ing the tax was enacted, the State
has been collecting $3 cents on each
package. Revenue yield during the
first 10 months reflects the sale of
363,361,400 or 7.27 billion cig-
arettes. Should this rate be main-
tained during November and De-
ember, totals for the year should
reach 6.728 billion cigarettes.

The trend to filter tips is ganging
strength in the State, distributors
report. Exact figures are unavail-
able, but 21 believed Indiana is
keeping pace with the national
shift to the new types of smokes.

Nationally, 10 per cent of all cig-
arettes sold are filter tipped.

A great majority of filter tips and
king size smokes are still women,
according to distributors in North-
ern Indiana's populous industrial
centers.
Paul Price Ready On Knuckle Duster

NEW YORK, Dec. 3—Paul A. Price, Inc., has gone into production on its knuckle-duster charm, which consists of a ring of a transparent stone.

Price said the charm stones will come in assorted colors, with assorted settings and platings. He added that the stone has a high glare and brightens up globe displays, the item is ready for immediate delivery.

Union News

*Continued from page 94*

BINGO SPECIALS

- Miami Beach: White
- Big Time: $450
- Gay Time: $425
- Variety: $270
- Gaye: $165
- Ice Follies: $170
- Surf Club: $160
- NFT: $145
- Dade Ranch: $145
- Palm Springs: $125
- Beach Club: $125
- Frutic: $125
- Yacht Club: $85
- Palm Beach: $85
- Briple Lights: $85
- Atlantic City: $65
- Canby Island: $45
- Spot Light: $45

One more early packed by the Campbells' Soap Company.

Deliveries Set

According to Voorhees, several hundred orders have been received since the convention, and quantity deliveries will be made starting January 15, 1956.

Each unit has a capacity of 210 cans, which are dispensed hot. The three-column machine can use any of the 12 varieties made in the eight-column size.

Arnold said railroad employees will be pulled to determine food preferences. Ingredients retain a thermostatically controlled temperature of 150 degrees and are contained in an insulated heating cabinet. Another Vendo hot unit is reported on location at the Eastern Yacht Club, Blind Company, Baltimore.

Started in '51

Soup vending is not new to Campbell's. In 1951, the first soup vending machine was installed in New York's Pennsylvania station. The unit was the machine made by Suvelle Groves, Inc., and it was developed by Arnold and his associates.

The Suvelle machine, currently in location in institutional and public areas, is a bulk soup machine which dispenses an unguarnished product.

ALWAYS BEST BUYS ALL WAYS

FOOT VIBRATOR

A New Field

for the

Alert Operator

A Trap for

TIRED FEET

Profitable locations

available everywhere

5c

Coin Operated

Exclusive territories available

FACTORY DISTRIBUTORS

ADVANCE--42 Perfect 20

Vendors

$3,000

Mr. Com Vendors, 100 at price, 17.50

Coin Vendors, 95 at price, 17.00

NORTHWESTERN -- Hewitt

14c, Candy

$125.00

Net, all others

$140.00

Central Distributors

11.50

LIPS DISTRIBUTORS

12.00

NORTHWESTERN--Hewitt

14c, Candy

$125.00

Net, all others

$140.00

Central Distributors

11.50

DELIVERY

New Jersey

$3.00

DISTRIBUTORS PER LEAF

BALL GUM

CIVIL WAR

SPECIALS....

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 roller advances color lights.

Letttered bottom rollers advance corresponding target lights.

SEE IT AT YOUR

DISTRIBUTOR NOW!

Amusement Pinballs

as American as Baseball and Hot Dogs!
SENSATIONAL SALE—PRICES SLASHED  
ALL MUST GO IMMEDIATELY!—WRITE-WIRE-CALL COLLECT!

Ohio Gum Supply Moves  
Warehouse to Wickliffe

WICKLiffe, 0., Dec. 3—The  
Ohio Gum Supply Corporation, dis- 
tributors of imported and domestic  
charms and novelties, has moved  
its warehouse from Eastcliff, 0., to  
the firm's headquarters here in the  
former city hall building. W. J.  
Weber, president, announced.  
The move, according to Weber,  
was made to facilitate the handling  
of orders. The firm's mailing  
address of Post Office Box 135 re- 
mains the same.

EXTRA SUPER DUPER VALUES

Joe Ash says ...  
When you compare quality  
with price, Active is never  
understood!  
EXCLUSIVE DISTRIBUTORS  
for WURLITZER & B.  
GOTTLIEB & CO. in S. Jer- 
sey, Del. and N. Pennsylvania.

Joe Ash says ...  
Los compradores en el  
extranjero entienden  
usted aparte, libre de  
cuestiones a los men- 
os precios de espal.  
Expertos juntos de  
Hamburg, Berlín,  
lorus (la maquinaria)  
existe y preparación  
los precios para operar.

Available now any way you want it  
To fit any and all locations  
Keeneys'  
"FASCINATION POOL"

J. H. Keeneys & CO., INC.  
2600 WEST FIFTIETH STREET  
CHICAGO 32, ILLINOIS

Your American Red Cross is Always There After Disaster Strikes

J. H. Keeney

JUST LOOK AT THESE  
EXTRA FEATURES!

REGULAR SIZE  
52" L x 36" W x 32" H.  
OR  
JUMBO DELUXE  
(18 inches longer)

3-Sided  
Play!

Keeneys Original  
HINGED TOP!

Celeste Ravel  
MISS ILLINOIS 1954-55  
Recording artist  
likes to play  
Keeney FASCINATION
Milk Production Up

Milk production the first 10 months of 1955 beat the previous 1949 record January to October output by half a billion pounds. Total production for the period was 3.087 billion pounds, according to the Agriculture Department. Milk produced on farms during October amounted to 0.226,000,000 pounds, an increase of 3 per cent above last year's previous high and 8 per cent above average for the month. Production declined only 3 per cent from September to October as compared with a usual decline of 6 per cent during this period.

Look to American

For the Best in Shuffleboard Supplies

American's Superior Powdered Waxes

More and more shuffleboard owners are now looking to American for their COMPLETE equipment and supply needs. Through constant research American has developed a DEPENDABLE line of products that offers highest quality at lowest possible cost.

Best Buys in Bowlers!

Exclusive Chicago Distributor for the Best in POOL GAMES!

CUE-STAR by FISCHER -- $209

BRAND NEW! COIN POOL! Immediate Delivery!

Reduced Prices on all Qualities

Distributor, 210 PATSDEN PLANK ROAD, UNION CITY, NEW JERSEY

All Locations Large or Small invite you to install Williams De Luxe Bank Pool featuring 3-Sided Play!

IT PAYS TO OPERATE Williams WINNERS!

NOW AVAILABLE The Deluxe SENIOR Model 18 Inches Longer Same Width More Exciting Than Ever!

2-3-or 4 PLAYERS FOOL-PROOF MECHANISM! Anti-Cheat Ball Release 2 COIN OPERATION! 3 or 4 Sided Play Designed for First with the Hinged Top!

SILENT BALL DROP PROTECTED CASH BOX

EXTRA CUE HOOKS IN ADDITION TO BUILT-IN HOLDER

Williams

See YOUR WILLIAMS DISTRIBUTOR NOW!

CREATORS OF DEPENDABLE PLAY APPEAL 4242 W. FILLMORE ST. CHICAGO 24, ILL.
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 with MATCH Model as
ALL STAR TEAM Bowler

BLINKER
With "Ring-O-Matic" Bulls Eye and
Traveling Lites! 100% Replica
— Equipped With Replay Totalizer

BULLS EYE
Player Matching A Number Only
Gets Additional Scoring On
The "Ring-O-Life" Bulls Eye!

SCORE-A-LINE
With "Number-Life" Scoring Player
By Lighting Up Numbers In
Line Gets Additional
Points
With Automatic Tally Sheets.

Complete Meal
Continued from page 84
Bally is currently negotiating with Bridgeley for a licensing arrange-
ment.
The food package, in a card
board container, will measure about
six by four inches and will
include appetizer, main course
and dessert, so arranged that the
entire meal can be eaten with a
spoon. Bally claims the dinner
takes up 40 per cent less space
than comparable food dis-
ers.
Each course is separated by a
thin layer of neutral edible food
product which prevents interming-
ing of different courses. A neutral
claded gelatin or tapioca type
ingredient is used as a separator.
Combination which have been
tested include such appetizers as
tomato jale, shrimp, citrus fruit
sections and antipasto; main courses
include chicken macaroni salad,
chicken potato salad, tuna fish
salad and pineapple cottage cheese
salad; desserts include fruit cock-
tail, rice pudding, chocolate pud-
ding and tapioca pudding.
The purchaser starts eating from
the top of the package and works
down. As the course separators
are edible, too, the only discard
is the package itself.
While the dimensions of the
package are too large to fit into
the vending chambers of standard
sandwich machines, removal of
every other separator within the
-container would accommodate the
food pack.
Whole sale cost will be about
37 cents a package, with a suggested
selling price of about 60 cents.

WALL BOX
INVENTORY SALE
WURLITZER 104 SELECTIONS
8 No. 204A, 3 each ... $35.50
12 No. 5204, 7 each ... 24.95
2 No. 253 Stepper ... 24.95
2 No. 253 Stepper ... 24.95
3 each ... 32.95
40 SELECTIONS
20 Sc.10c-25c, 4 wire, each ... $15.95
25 Sc. 4 wire, each ... 60.00
1 Stepper, 4 wire, ... 24.95
24 SELECTIONS
20 Sc.10c-25c, 4 wire, each ... $7.50
10 Sc. 4 wire, each ... 3.95
MISCELLANEOUS
40 Sahnew 30 Record wire
and wireless, each ... 1.75
2 40 Record AM, each ... 10.00
2 34 Record Phonak, each ... 2.00
1 AM & SM Stepper ... 20.00

GRANDE SPECIALS
Ogs. Coin Advance Dealer ... $140.00
Fancy Bonus Award ... 149.50
United Lighting ... 419.00
Express Dealer ... 130.00
United Royal ... 140.00
Fancy Rarities ... 149.50
Gottlieb Mystic Mount ... 179.00
Williams Dealer ... 95.00
Gottlieb Scandal Ltd ... 195.00
Gottlieb Marble Queen ... 95.00
Williams Lazy 5 ... 95.00
Williams Deluxe Boulevard ... 199.50
Exhibit Bowling Gallery ... 139.50
Geva 400 ... 35.00
Ruby Flag ... 100.00
contact: Tony Saunders
Dole Source

DISTRIBUTING COMPANY
1640 Center Parkway
Cincinnati 4, Ohio
(216) 351-2513

GIVE TO DAMON RUNYON CANCER FUND

GRANDE DISTRIBUTORS
AD IN DEC. 3 ISSUE
The Billboard regrets its error in
using the incorrect address for
WORLD DISTRIBUTORS in the
last issue. The correct address is
used in the ad directly above.

Readers completely reassigned
WILL TRADE and SELL Outright
for LATE MUSIC — GUNS — KIDDE RIDES
NO REASONABLE OFFER REFUSED

CAY TIME
BIG TIME
CAYETE
VARIETY
SURF CLUB
ICE FROLICS
PALM SPRINGS
DUDE RANCH

HIFI
HI-YACHT
BEACH CLUB
BEBUTY
FROLICS
PALM BEACH
ATLANTIC CITY

1725 West Diversey Chicago 14, Ill.

100 COIN MACHINES THE BILLBOARD DECEMBER 10, 1935

Copyrighted material.
Chicago Coin Solves $64,000 Question

Introduces It's New, Space Saving, FRONT PLAY!

AUTOMATIC POOL

For Every Location!

Featuring... Automatic Back Rack Scoring!

It's The FIRST Automatic Pool Game In The Industry!
FAST Appealing Play!
New Livelier Rebound Rails!
Accurate Fool-Proof Scoring!
New Ingenious Player Score Transfer Device! (Accurate Transfer Scoring From One Player To Another.)
Easy Servicing - Hinged Playfield!

Specially Designed Table Light Available At Slight Additional Cost.

This is The First Of a Series Of a Full Line Of Deluxe Pool Tables Which Chicago Coin Will Bring to the Operator.

Solve! $64,000 Question

4314

1725 West Diversey Blvd., Chicago 14, Ill.
BIG bowlers earn BIG money

POPULAR OFFICIAL BOWLING SCORES

BOWLER earnings climb to a new sensational high... as 20,000,000 bowlers and their millions of non-bowling friends... discover the fun and fellowship... and the sporting satisfaction of shuffle-bowling by OFFICIAL BOWLING RULES. For biggest group-play... and continuous repeat-play... resulting in bigger bowler profits... get Bally ABC-Bowler on location now... or CONGRESS-Bowler for added attraction of match-score features.

New KING-SIZE Pins
New OVER-SIZE Puck

Now big pins are nearly a foot high and almost as big as official bowling, all in pin assembly that appeals to all players. Change new pins on (below) with simple turn of pin. Reaching the new big pins is fun. Bally bowlers are enthusiastic about new big pins, too. Bally pin assembly unit is actually an entire big pin. Cost only 15 to 25 cents. Get yours now.

CONGRESS-Bowler and ABC-Bowler play 19 frames... are available in dime play or one play for a dime. 2 plays for a quarter... require only 8½ ft. by 24 ft. floor space.

BALLY MANUFACTURING COMPANY • 2640 Belmont Avenue, Chicago 18, Illinois
SENSATIONAL NEW ROTO FEATURE...

IN UNITED'S NEW 

NEW 

8-IN-1 CARD COMBINATION 
PLAYER CAN MOVE NUMBERS 
CLOCKWISE WITH EXTRA COINS 

NEW HORIZONTAL FEATURE 
Horizontal Lines Score Separately 
When FEATURE is Lit 
BUILD UP TO 
3-IN-LINE SCORES 4-IN-LINE 
4-IN-LINE SCORES 5-IN-LINE 

TOP-NOTCH SHUFFLE ALLEY 
REGULATION SHUFFLE ALLEY 

UNITED MANUFACTURING COMPANY 
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS 

SEE YOUR DISTRIBUTOR 

* SPELL NAME 
* ADVANCING SCORES 
* NUMBER SELECTION 
* EIGHT BALLS 
* SPOT ROLL-OVERS 
* ROTO TIME FEATURE 
* EXTRA BALLS 

OTHER PROFIT FEATURES 

* * 

NOW AT YOUR DISTRIBUTOR
to give you the world's first dual music system

with the famous Select-o-matic mechanism

we matched the new dual credit unit

the Select-o-Matic "200" mechanism. The most revolutionary development for the playing of recorded music since the invention of the phonograph.

Dual Credit Unit makes it possible to offer both 45 RPM Single Records and 45 RPM E.P. Records at two separate rates. It's "Selling Time."

The World's First Dual Music System.

100 Records - 200 Selections.

DEPENDABLE MUSIC SYSTEMS SINCE 1902

www.americanradiohistory.com