

The Billboard



Beginning on Page 16

Spotlight on
**TELEVISION
COMMERCIALS**

DECEMBER 17, 1955 (ABC) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC) PRICE: 25 CENTS

Juke Boxes to Have Old-Time Christmas

Despite Many New Songs, Old Favorites Are Slated to Dominate Yuletide Plays

By JIM WICKMAN

CHICAGO, Dec. 10.—This will be an "old-fashioned" Christmas on the nation's juke boxes, with perennial holiday favorite tunes, which traditionally dominate holiday play, headed toward a record number of spins.

Despite a healthy crop of new yuletide ditties this year, recordings of "White Christmas," "Silent Night," "Jingle Bells," "Adeste Fidelis" and "Rudolph, the Red-Nosed Reindeer" will get the lion's share of Christmas play according to juke box operators polled by The Billboard this week.

With Bing Crosby's version of "White Christmas" taking undisputed honors for the top spot with operators surveyed, Barry Gordon and Art Mooney on "Nuttin' for Christmas" was picked as the best possibility for a new hit seasonal tune this year.

Perennials Strong

As a result, operators were increasing their concentration on Christmas tunes to perennials and it is expected that the total number of holiday disks featured on juke boxes will dip below last year's machine average.

While the average number of yuletide disks estimated to have been programmed per machine last Christmas was eight, it is expected on the basis of operator reports so far that this year's average will be closer to six, with four or five of that number being perennials.

An analysis of survey results indicates that since Christmas tunes account for only a small fraction of total collections during the holiday season traditionally, operators intend to program primarily disks they know will attract the coin.

The surprising fact turned up by the check was that the majority of those operators polled did report that Christmas records, including the perennials, accounted for only a small percentage of total holiday collections.

Average 5%

Operator estimate of gross collections via seasonal ditties ranged all the way from 1 to 20 per cent.

Snooker Ball Crisis Felt!

CHICAGO, Dec. 10.—The coin-operated amusement game industry faced a crisis this week—a shortage of snooker balls.

With miniature pool games booming on the coin market—more than 15 manufacturers are making them—only two large manufacturers are producing the 2½-inch balls needed to play the game.

The manufacturers say it takes about eight working days to turn out a batch of these plastic spheres, and it seems they just can't turn 'em out fast enough to fill the snowballing demand. The best Christmas present any local coin machine manufacturer could receive this year would be a truck load of snookers.

WEAVER'S DEAL FIRM BUT ARE THE SARNOFFS'?

CHICAGO, Dec. 10.—Commenting on the ascendancy of Pat Weaver to the board chairmanship of NBC and of Bob Sarnoff to the web's presidency, Brig. Gen. David Sarnoff, retiring board chairman, told the network affiliates that Weaver had signed a long-term deal "for a longer period of years than he can retain his present youthful appearance."

As to his son, Bob, who becomes the network chief at the age of 37, Gen. Sarnoff added that, "in the same frankness, I ought to say that I haven't signed a contract with Bob, and he can be fired any day. And that goes for the old man, too."

Weaver himself recalled that in his first negotiations to go to NBC some years ago, he tried a bargaining gambit with Bob. Apparently in response to a question as to what post he'd be willing to settle for at the network, Weaver related that he had asked Bob to see the General, who was then the board chairman of the network, "and tell him I want his job." It took six and one-half years for Weaver to get the job he originally asked for in a kidding vein.

reported collections were expected to hold their own with 1954—which many reported marked a substantial decrease from 1953.

Other operators stated that the

(Continued on page 88)

Film Commercials: From Tiny Infant To Robust Youth

Budgets May Hit \$30,000,000 For Sponsors' Film Ads in 1955

By LEON MORSE

NEW YORK, Dec. 10.—In less than 10 years, the film commercial business has grown from an improvised infant to a rich, well-nourished adolescent.

Sponsors, it has been estimated, will spend between \$20,000,000 and \$30,000,000 in 1955 for filmed TV plugs, about 15 per cent more than last year. This estimate does not take into consideration the production of industrial films, many of which find their way to TV. Reports are that commercial and industrial production together gross between \$60,000,000 and \$70,000,000.

Scattered Firms

The production of filmed commercials is a nation-wide business, with most of the important firms located in New York and Hollywood, but with solid producers located in Chicago, Detroit and in many other large and small cities. And it is a business which is not dominated by any single firm, but by a group of about 15 important producers.

One of the newer developments

has been the growth of a number of relatively small firms into positions of strength within the industry. In the early days of commercial film production, the business was honeycombed with individual operators who carried their businesses in their hats. But as the business grew, many of them found themselves unable to compete with some of the larger operations which offered greater stability, larger staffs and better services.

Independent Inroads

Recently, however, a number of independents have made a place for themselves within the industry by stressing an almost personalized service and dependability and by working with a few important clients. They compete with the bigger firms successfully. Among them are Peter Elgar, Owen Murphy, George Blake, Storyboard, Filmways, UPA and ATV Productions. Among the bigger firms are Screen Gems, Transfilm, Sarra, Alexander, Kling and Robert Lawrence.

The rise of the commercials business has given rise to a battle between New York and Hollywood. In the latter city, the growth of film programming has meant a spate of commercial production for those shows which feature personalities. Sponsors are bullish about the integrated commercial which features this Hollywood talent and which gives the advertiser's products important identification.

N. Y. Advantage

Hollywood, of course, has always been an important center of production, but New York has a deal to offer along those lines, in addition to its heavy emphasis on live action. And there is no question but that New York commercial producers profit because they are located near the main offices of important agencies who delegate the work. An informed guess is that 75 per cent of the commercial production is live action, and 25 per cent in animation.

Sponsors are generally paying

(Continued on page 17)

Ad Association To Talk Plugs

NEW YORK, Dec. 10.—The Association of Advertising Men and Women will give the subject of TV commercials a going over at its weekly meeting next Tuesday (13). The three guest speakers will apply three different viewpoints: Francis Barton Jr., of Lennen & Newell, will speak for the ad agencies; Alan Pottasch, of ABC, will speak for program directors, and Bob Williams will speak for the announcers. The meeting convenes at 7 p.m. at the Biltmore Hotel.

NEWS OF THE WEEK

RCA Victor to Start Bonus-Coupon Plan; to Be Handled Thru Dealers . . .

RCA Victor admitted this week that it was "close" to the launching of a bonus-coupon plan to be handled entirely thru its record dealers. Unless something unforeseen develops, the plan will be the diskery's March promotion. Bonuses will be distributed by dealers in slow months to increase traffic. Regular monthly selections will be special disks, not available otherwise. . . . page 39

Power of TV: P&G Buys Two NBC Shows Opposite P&G's CBS Programs . . .

Procter & Gamble this week took a precedent-shattering step when it bought two shows on NBC-TV directly opposite two other shows it is sponsoring on CBS-TV. Move is considered striking evidence of TV's impact on the American public. . . . page 2

Wurlitzer Holds Distributor Meet to Show Centennial Plans . . .

The Rudolph Wurlitzer Company, major juke box and musical instrument producer, held a meeting of its entire distributor organization last week to explain promotion plans for its 100th anniversary in 1956. The firm also introduced its 1956 juke box line. . . . page 88

Columbia Pictures Offers Top Story Material to Y&R Clients . . .

Millions of dollars in movie properties this week were offered to potential advertisers when Columbia Pictures submitted a list of some of the top unused story material on its shelves to Young & Rubicam for submission to its clients. Properties would be converted into spectaculars. Properties were written by names including George S. Kaufman, Moss Hart, Edna Ferber. . . . page 8

Luna Park, Coney Island, Becomes Housing Development . . .

Coney Island's famed Luna Park, which has resisted all efforts to warm it over in recent years, is slated to become the site of a New York City-sponsored housing development. Several blocks of concessions, but no major entertainment units, will go. . . . page 66

Justice Dep't Subpoenas Record Firms in Anti-Trust Investigation . . .

The Justice Department has launched an anti-trust investigation involving major record companies. Due to come under scrutiny are pricing and distribution practices in the industry. Grand Jury subpoenas have been served on RCA Victor, Columbia, Decca, Capitol and London Records. . . . page 39

Amusement Parks to Promote With Comic Books in 1956 . . .

Specially produced miniature comic books will be used by at least three New England amusement parks next year to promote their activities. The half-size four-color units are designed for distribution in the hundreds of thousands. . . . page 70

DEPARTMENTS AND FEATURES

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P.&G. to Compete With Itself On Opposite Network Shows

'Medic'-'Lucy,' 'Queen'-'Account' Battle It Out With Various Products

NEW YORK, Dec. 10.—Procter & Gamble this week made broadcasting history, and demonstrated, in the most telling manner possible, the amazing value of TV to the American advertiser. Currently the heaviest investor in network TV, P.&G. bought two shows on NBC-TV, one of which is, and the other of which will be, programmed opposite properties it is now sponsoring.

"The Medic," which it bought for 13 weeks, will be co-sponsored with General Electric, and is on opposite CBS-TV's "I Love Lucy," Mondays 9-9:30, co-sponsored with General Foods. It also purchased three quarter hours of "Queen for a Day," scheduled for 4:30-5 p.m. beginning January 3 on NBC. The sponsor already owns "On Your Account," which is stripped 4:30-5 p.m. on CBS-TV.

It might be thought that P.&G.'s alternate sponsorship of "Medic" could be worked out so that it would not conflict with "Lucy," but this is not possible because NBC runs its spectacular, "Producer's Showcase," every fourth week. P.&G. will unquestionably have to battle itself on some weeks.

7-Mil. Homes

While the advertiser did not prefer to buy the Monday time period, it was, in its opinion, the best buy of the time periods available. It will give the client an estimated audience of 7,300,000 homes, if the 23 rating received by "Medic" in its November Nielsen holds up thru the rest of the season. "Lucy" reached 14,800,000 homes during the same week.

The purchase further emphasizes the P.&G. policy of brand competition within the family of its products, a policy which has been pioneered by General Motors. The vast majority of viewers watching Mondays at 9 p.m., on a week when the sponsor has both shows, will have to watch a P.&G.

'Always Jan' to Stay Till June

HOLLYWOOD, Dec. 10.—"It's Always Jan," the Janis Paige comedy on CBS-TV, Saturday night, is definitely staying put thru next June, it was declared this week, by Bill Craig, production chief for Procter & Gamble, the sponsor. There had been reports in the past few weeks that the show might be canceled.

Craig said that in his opinion a series doesn't necessarily have enough time to prove itself in 13 weeks. He pointed out that in the past few ratings "Jan" has been moving upwards.

NBC's Pick of Election Clients

NEW YORK, Dec. 10.—NBC-TV this week had its pick of two clients for sponsorship of the national elections in 1956. Both Chevrolet and Chrysler are said to be interested in picking up the \$5,000,000 tab.

Meanwhile, there were indications that the purchase by Westinghouse of the national elections on CBS-TV might be jeopardized if the current strike at its Pittsburgh headquarters were to become protracted enough. The company seems to be in for a long siege and has already cut the salaries of many of its top officers 40 and 50 per cent.

pitch, whether it be for Tide or Gleem.

The "Queen" buy, while not so startling because it is daytime, is also striking. There is still plenty of day time for sale on NBC. It is conjectured that "Queen" was bought because it is on later in the day when more homes are tuned to TV and because the show has made such a strong showing on the West Coast.

Purchasing time against your-

self is a practice that was unheard of in radio. It was considered a waste of money. But the amazing power of TV to glue millions of people to their sets and the shortages of prime video network time makes what was stupidity in AM, a reality in TV.

P.&G. this week also bought another quarter hour of Garry Moore on CBS and purchased 30 participations in "Famous Film Festival" on ABC.

Pepsi Whipsawed In Bottling Change

NEW YORK, Dec. 10.—Behind the desire of the Pepsi-Cola Company to find itself a new agency to replace Biow-Beirn-Toigo is the bottling revolution taking place in the soft drink industry today. This revolutionary development is certain to mean a tremendous amount of new TV business to sell the new bottle sizes to the American public.

Reports are that Pepsi felt that Biow-Beirn-Toigo did not move fast enough in blueprinting a Pepsi strategy to embrace the new concept of big bottle sizes. Pepsi had been a leader in the use of big bottles with its 12-ounce size, now converted to eight ounces. And it was this extra amount of soda which enabled it to chop down the gigantic position of Coca-Cola to the point where Pepsi outsells its competitor in a few cities such as Chicago, the Coke still dominates by far.

But new top management has entered the Coke picture headed

by William Robinson. And its new agency, McCann-Erickson, is said to have won the account on the strength of a presentation which stressed the value of Coke converting the majority of its emphasis to the sale of big bottle sizes. Coke already has gone some of the way—350 out of its 1,100 franchised dealers sell 10 and 12-ounce sizes. Now it will go all the way.

The agency believes that in this way the Coke name can once again reassert its old magic and match the only advantage that Pepsi has had in its struggle against Coke—quantity. The shift to a big bottle size will be followed by other important soft drink companies such as Seven-Up, Dr. Pepper and others.

THEY SAY

Mary Martin Nixes Repeat Of 'Peter Pan'

Chicago, Dec. 10.—A report this week circulated here that Mary Martin has refused to recreate the starring part in "Peter Pan" on the January 9 "Producer's Showcase" over NBC-TV. Miss Martin is said to want Fred Coe as her producer.

The network, however, seems to be holding out against the demand because Jerome Robbins staged the original TV production and did a very successful job judging from the strong ratings the show received. Opinion here is that the network will be forced to accede to Miss Martin's terms.

Three Agencies Vying for Ford

NEW YORK, Dec. 10.—Agency competition for the new Ford motor car is said to have narrowed down to three top firms—Leo Burnett, Compton, and Foote Cone & Belding. Ford is putting out a new car in 1957 which it expected to compete with General Motor's Buick.

When agency bids were first submitted, there were 30 presentations on hand. Ford executives are said to be here making their final decision.

PROGRAM BUILD-UP

Friday Looms as New Big Spec Night at CBS, NBC Next Season

NEW YORK, Dec. 10.—Friday will most likely be the big new spectacular night of next season on both CBS-TV and NBC-TV. Both networks have been eyeing the evening as needing a programming build-up.

NBC believes that the Friday night fights have definitely passed their peak audience pulling power. There was talk even this season at the web about doing something about it that came to nothing because it was difficult to budge Gillette which owns most of 10-11 p.m. Next season the network pressure will probably be too difficult to resist, especially if CBS jumps into the picture that eve-

ning. What the NBC spectacular will be is not known at the moment. It could possibly be anyone of a number of new projects, or Maurice Evans could be moved there with drama of a more popular nature than he generally produces emphasized.

CBS plans for Friday night are not too well known either, except for the fact that it's unhappy about its Friday night programming line-up. This might include a number of new half-hour properties to replace shows which haven't done too well this season such as "Mama."

But indications are it will also mean a Friday spectacular on CBS-TV to beef up the evening.

The network has its West Coast programming office working on uncovering top literary properties for an hour and a half spectacular. They would include works of writers such as Ernest Hemingway, Thomas Wolfe, William Faulkner, John P. Marquand and others. There are also reports that Sidney Kingsley, newly signed by the network, may have a hand in the production and preparation of this spectacular with some of his dramas used.

CBS and NBC will undoubtedly try to schedule their Friday Spectaculars so that they do not compete for audiences on the same evening.

Web Winners

"LASSIE"—CBS-TV

Tho the 7:30-8 p.m. time slot on both CBS and ABC have proved themselves top spots for the placement of adventure shows that have kid appeal, "Lassie," which holds down the CBS 7 p.m. spot on Sunday, last month topped every other network adventure show, including the 7:30-8 p.m. offerings. The stanza pulled a 30.1 American Research Bureau rating. It also showed up in the audience composition charts as among the top 10 adventure shows among men and women, as well as among children. "Lassie," according to ARB, had .83 men viewers per set, .97 women viewers per set and 1.36 children viewers per set.

"BIG TOWN"—NBC-TV

Tho it's now embarked on its fifth year in TV, this stanza is showing no signs of age or wear. It ranks in fourth position in the November list of most popular network adventure stanzas, reaching 1.00 women viewers per set. The stanza does okay in attracting the menfolk also, according to the ARB audience composition report for November, pulling in .82 men viewers per set to rank No. 5 among adventure shows in its drawing power among men.

"ROBIN HOOD"—CBS-TV

The rapid rise of this brand new series, which hit the air the beginning of October, has been the talk of the trade. It's also served as additional proof, if any were needed, that an adventure show with kid appeal turns into a powerful program when placed in a 7:30-8 p.m. time slot. It's done better than any of the other 7:30-8 p.m. CBS stanzas, because it's the only one that doesn't compete with a similar type stanza on ABC. The ARB rating it pulled for November was 30.0, which gave it second place among all the network adventure shows.

B'WAY AND SPEC

Miss Merman Offers Legit-TV 'Annie' Deal

NEW YORK, Dec. 10.—Ethel Merman is trying to do a "Peter Pan" with "Annie Get Your Gun." The singer arrived this week with TV rights to the property and immediately went into huddles with all the networks.

Miss Merman's plan is to do a two-hour version of the show on Broadway for 12 weeks this spring, with as many of the original cast as possible. Immediately after its Stem run, she would present the show as a spectacular for whichever of the webs pays her price, estimated at \$225,000. The networks would also partially finance her Broadway run, which would also help tighten the show for its TV debut and save costly rehearsals.

Included in the package are three new songs that Irving Berlin has consented to write. Berlin, of course, wrote the original score. Rehearsals are tentatively set for

NEW YORK, Nov. 26.—Associated Artists Productions has acquired distribution of the puppet feature film, "The Emperor's Nightingale."

It was previously distributed by Serling-TV and has played about 25 stations.

January 1. The project, however, may be hampered by the shortage of theaters on Broadway at this time.

There is currently a dearth of musical houses on the Stem, and since the singer's production is only for a limited run, she might have trouble finding a house in the middle of the legit season. Both CBS-TV and NBC-TV are said to be interested in the Merman deal.

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Vol. 67 No. 51

Sliding Sked For Spot Costs On ABC Show

NEW YORK, Dec. 10.—ABC-TV has set a sliding price schedule that calls for advertisers in its new daytime feature film stanza shelling out \$2,500 to \$1,600 per 60-second spot or \$3,750 to \$2,400 per 90-second spot. The amount an advertiser will pay per spot depends on the number of spots he buys during the course of the year, week or day. The more he buys, the lower the price per spot.

ABC-TV has also set up a "Seven-Week Charter Plan" for its "Afternoon Film Festival." This plan gives advertisers who buy spots during the first seven weeks one free spot for every four bought, or three free spots for every 10 bought.

The web has set up a special three-man sales force to sell the daytime features. The three-man squad includes William Koblenzer and Harry Pertka in New York, and George Drase in Chicago. Koblenzer, formerly national sales manager of Du Mont Television Network, comes to ABC from his present post as sales manager of Du Mont Electronic Production Services. Pertka was an account exec with the Du Mont Network, while Drase shifts to ABC from CBS radio.

Among the titles in the package of 100 J. Arthur Rank features (Continued on page 4)



the spectacular
Channel 8
Multi-City Market

WGAL-TV

LANCASTER, PENNA.
NBC and CBS

Sales results are spectacular, too, in the Channel 8 Multi-City Market. Advertise your product in this vast, SPENDING market where the owners of 912,950 TV sets spend \$5½ billion yearly. Make the 3½ million prospects who live here your customers.

STEINMAN STATION
Clair McCollough, Pres.

Channel 8 Multi-City Market

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

116,000 watts

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

MURDER TRIAL DISRUPTS WACO

WACO, Tex., Dec. 10. — Again TV, in the manner of the Kefauver hearings, has turned normal business life on its ear. KWXT-TV, here, telecasting the murder trial of Harry L. Washburn, has disrupted the life of the community, both business and household alike, because of intense interest in the event. District Judge D. W. Bartlett allowed the cameras in the court, because "telecasting is the coming thing and TV should be allowed in the courtroom providing it does not distract from court proceedings."

Parts of CBS Show Line-Up Turn Fuzzy

NEW YORK, Dec. 10.—Portions of the CBS-TV programming line-up took on a slightly fuzzy appearance this week as changes began shaping up, but no definite decisions on them made.

The web is understood to be preparing to turn over "Champion," which currently is sustaining in the Friday 7:30-8 p.m. spot, to its syndication sales arm, in order to make room for the "Flicka" series. So far as is known, however, no sponsorship deal for the "Flicka" stanza has yet been made.

Another stanza which is up in the air is the "Joe and Mabel" show, which was slated to replace "Meet Millie" in the Tuesday 9-9:30 p.m. spot. Carter and Pharmaceuticals, which share ownership of the time slot, have reportedly decided to keep "Meet Millie," which over the past few weeks has experienced an amazing resurgence of strength in attracting viewers.

The web is attempting to sell "Joe and Mabel" in order to help Carter and Pharmaceuticals get out from their commitment to replace "Meet Millie" with that stanza.

CBS has also decided to knock off one of its two weekly showings of "Winky Dink and You." The stanza is aired on Saturday at 10:30 a.m. and also on Sunday at 12 noon. Monsanto Chemical has bought both the Saturday and Sunday shows for December 10, 11, 17 and 18 but thereafter both the Saturday and Sunday shows are wide open for sponsorship. The web reportedly is favoring the idea of lopping off the Sunday show and retaining the Saturday stanza, but here again no definite decision has been reached, so far as is known.

Ernest Jones Agency Prexy

NEW YORK, Dec. 10. — MacManus, John & Adams this week was streamlined in recognition of its burgeoning TV status. Co-founder James R. Adams was named chairman of the board, and elected to succeed him as president was Ernest A. Jones, formerly executive veepee of the agency.

Under the agency's expansion plan John R. MacManus becomes head of its operating committee. Five new veepees were elected—Frank T. Skinner, Charles F. Adams, Robert L. Garrison, Armin Seiffert and William J. Whiting. Veepee Leo Hillanbrand was elected secretary and senior financial officer of the agency. Fred Hatch was named general manager. James R. Adams will also head a new creative and planning committee.

The agency's TV billings are now in the vicinity of \$10,000,000 annually, most of which are contributed by Pontiac and Dow Chemical.

The Billboard 18th Annual Promotion Competition

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

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

COMPLETE RULES:

I. PURPOSE:

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

II. CATEGORIES OF ENTRANTS:

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

III. AWARDS:

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

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

IV. FORM OF ENTRIES:

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

V. JUDGES:

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

VI. DEADLINE FOR ENTRIES:

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

VII. HOW TO ENTER:

Fill out entry reservation coupon below and mail NOW.

When entry is ready, send to:

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

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

VIII. ANNOUNCEMENT OF WINNERS:

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

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

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

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

FOR TV STATIONS

A. CATEGORY

(check one only)

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

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

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

FOR TV FILM DISTRIBUTORS

A. DIVISION

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

FOR ALL ENTRANTS:

Company name _____

Address _____

City and State _____

Individual entering and title _____

Name of General Manager _____

Name of Promotion Manager _____

Entry will be sent on or about (date) _____

Check here if entry is to be returned to entrant _____

This One



8CK0-FL6-9XWJ

ADVISORY BOARD SURVEY

Is TV Giving Smaller Advertiser Chance?



Consisting of one key executive from each leading sponsor, advertising agency, TV broadcaster, producer and film company.

Last spring The Billboard published a story based on a survey made by Young & Rubicam which concerned itself with small national advertisers in TV. It was the agency's conclusion that the major problem in TV today was to provide entrance into prime time network programs for advertisers with budgets of about \$500,000.

We decided to poll the TV Editorial Advisory Board to see how it felt about the question. The return was rather substantial in two classifications—networks and stations, and advertising agencies.

There was, however, a considerable difference of opinion between these groups as to whether sufficient opportunities are available in TV today for the small national advertiser. The networks and stations, as can be seen from the charts, overwhelmingly felt that there were enough such opportunities.

Opportunity Limited

Tho not in such an overwhelming proportion, the agencies and another vitally concerned group—regional, local and spot sponsors—felt that TV did not afford them sufficient possibilities for the exploitation of products. Why doesn't the smaller advertiser utilize the medium more?

Many of the reasons are pointed out by Al Le Vine, of Sportsvision, an executive who has done a great deal of work with smaller advertisers. He contends that among the factors that have prevented more adequate use of TV is "budget . . . seasonal selling . . . lack of distribution . . . and a preference for black and white media." His feeling that budget or costs keep the smaller advertiser out of TV is echoed by almost all the advertisers.

There are many other reasons such as the lack of satisfactory time, unfamiliarity with TV techniques, the lack of participation shows, the lack of adaptable programming, the inability to test programs because of costs, etc. A few executives at the station level place the blame on the small advertiser and their agencies. They cite a lack of resourcefulness, lack of knowledge about the network participation shows and small agency attitudes toward the medium as reasons why more smaller advertisers are not on TV. And there are a few scattered voices which claim that network monopoly and preferential treatment of big spenders play their parts in keeping the smaller advertisers away from video.

But in what areas does the advisory board feel that opportunities for the smaller advertisers prevail? Among the networks and stations and the advertising agencies, the strong feeling is that national spot must carry the ball for them and

that local shows must be their next best bet. Only a few members of the advisory board believe that network programs can be of help.

Thrower Tosses Idea

Fred Thrower, veepee and general manager of WPIX, does not believe that smaller advertisers have to remain out of TV. It is his opinion that the factor that keeps them out of video is "thinking that they must be on network and overlooking the real opportunity to spread their dollars further in spot and/or local programs." Thrower, of course, is referring to the glamour and prestige that network TV seems to have for many potential advertisers, regardless of the fact that it might not be the solution for their particular problem.

A recent development in TV is cited by another important executive as influencing many smaller advertisers. Alan B. Miller, director of product development for Grove Laboratories, believes that reduced frequency and "heavy inter-network competition" plays a part in keeping clients TV shy. The "heavy inter-network competition" he refers to has only recently become a problem in the medium because of the increased competition provided by ABC and because of the stronger programming provided all along the line by NBC, CBS and many advertisers.

HOW THEY VOTED

1. Are there sufficient opportunities available in TV today for the small national advertiser?

	Yes	No	Don't Know
Networks and Stations	48	5	2
Ad Agencies	14	22	4
Network Sponsors	4	4	—
Regional, Local and Spot			
Advertisers	4	7	—
Distributors	9	8	—
Producers, Labs, Equipment	9	4	3
TOTAL	88	50	9

2. In what areas do these opportunities prevail?

	Local		AB
	Shows	Spot	
Networks and Stations	4	28	34
Ad Agencies	3	16	23
Network Sponsors	—	3	5
Regional, Local & Spot			
Advertisers	2	4	6
Distributors	2	10	8
Producers, Labs, Equipment	—	6	3
TOTAL	11	67	79

News in Brief

NIELSEN, PULSE MAKE RESEARCH CHANGES . . .

There were two developments on the research front this week. A. C. Nielsen made three changes in the format of its pocketpiece of national TV ratings. And The Pulse completed negotiations for the formation of a sister company in England to be known as The Pulse, Ltd. The Nielsen TV Index henceforth will give equal billing to Total Audience (formerly known as the Nielsen Rating) and Average Audience, both of which will be expressed in projected number of homes as well as in percentages. Total Audience is based on homes tuned in to a show for more than five minutes. This was the figure that formerly received the biggest billing in NTI. Further, NTI will henceforth give all-sponsor average for shows, while continuing to give each individual sponsor's rating.

PHARMACEUTICALS SHOPS FOR NEW PROGRAM . . .

Pharmaceuticals, Inc., is shopping around for another show to replace "Life Begins at 80," which it currently is sponsoring on ABC Sunday nights. If the bankroller doesn't find a show which meets its requirements, it will probably expand the Ted Mack's "Amateur Hour" stanza, which it also sponsors, into an hour show that would fill the ABC hour period Pharmaceuticals controls.

ABC PLANS MONTHLY SPEC SKED FOR NEXT FALL . . .

ABC's plans for the entry into the field of spectacular programming next fall calls for producing one live spectacular a month, which would be aired the same day and time each month. The web has packed the Theater Guild to produce six of the specs.

Whitehall, P&G Dow Looks for Shift Shows New Property

NEW YORK, Dec. 10.—Procter & Gamble and the Whitehall Chemical division of American Home Products have bowed out of ABC-TV's "Down You Go" stanza and are buying, instead, into other existing programs on the web.

Procter & Gamble has picked up 30 spots in "Famous Film Festival" on a one-a-week basis for 30 weeks ending in June, while Whitehall is picking up a half hour on alternate weeks of ABC's "Ozark Jubilee" stanza.

The bowout of the two bankrollers from "Down You Go" leaves half the show open for sale. Western Union, which initially brought the stanza to ABC from Du Mont, is sticking with the show as alternate week bankroller.

NEW YORK, Dec. 10.—Dow Chemical is again looking for TV properties. The client recently canceled its co-sponsorship of "The Medic" on NBC-TV and its segment on the Arthur Godfrey morning show on CBS.

The reason is said to be the feeling by the sponsor that it had just exhausted its buying potential among viewers of those programs for purchase of Saran Wrap, its product. The feeling is that a different show might spade up an entirely new buying public not previously exposed to the product. The client may buy "Matinee."

Shultz Named Du Mont Pres.

NEW YORK, Dec. 10.—David Shultz, senior vice-president and treasurer of the Raytheon Manufacturing Company, has been elected president of the Allen B. Du Mont Laboratories. He succeeds Dr. Du Mont in that post on January 3.

Dr. Du Mont remains board chairman, Shultz, who has been with Raytheon since 1927, was also named a director of Du Mont Labs.

NBC's Shelby Dies at 49

NEW YORK, Dec. 10.—Robert E. Shelby, veepee and chief engineer of NBC, died this week of a heart attack. His age was 49.

Shelby was an industry pioneer who had made important technical contributions to TV and color TV. He had been with the network since 1929.

Sliding Sked

• Continued from page 3

that will make up the programming for the 3-5 p.m. across-the-board strip are "Beware of Pity," starring Lilli Palmer and Sir Cedric Hardwicke; "The Cruel Sea"; "Hamlet," starring Sir Laurence Olivier and Jean Simmons; "I Know Where I'm Going," starring Wendy Hiller; "The Lady Vanishes," starring Michael Redgrave; "A Run for Your Money," starring Alex Guinness; "This Happy Breed," "Titfield Thunderbolt," "Tonight at 8:30" and "Turn the Key Softly."

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$10 (a saving of \$3 over single copy rates). Foreign rate \$20.

Payment enclosed Bill me

976

Name _____
 Occupation or Title _____
 Company _____
 Address _____
 City _____ Zone _____ State _____

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

ADVERTISERS AND AGENCIES SAY . . .

H. BART McHUGH JR., J. WALTER THOMPSON COMPANY, New York: "Networks insistence on 30-minute or hour shows . . . not enough 15-minute segments . . . also exorbitant production and talent costs." (Factors that have prevented small advertisers from using more network TV.)

RICHARD HUGHES, television director, SIMONS-MICHELSON COMPANY, Detroit: "Small advertisers have been hesitant to test TV against small magazine ads, etc. If the NBC tests on their 'THT' plan were more widely known, there might be more small advertisers on the air."

ALAN B. MILLER JR., director of product development, GROVE LABORATORIES, INC., St. Louis: "The cost of a full network show became too high, and advertisers have learned that reduced frequency and heavy inter-network programming competition was too great."

MR. RICHARD A. DUFF, vice-president, advertising, PEARSON PHARMACAL COMPANY, Long Island City, N. Y.: "(1) Cost (2) Cost (3) Cost."



MILLER

MR. M. A. MATTES, advertising manager, STANDARD OIL OF CALIFORNIA, San Francisco: "Lack of prime evening time periods and limited number of good filmed programs at a reasonable cost." (Factors keeping small advertisers from using more network TV.)

NETWORKS AND STATIONS SAY . . .

BOB WATSON, station manager, WCNC-TV, Amarillo, Tex.: "Probably large advertisers' willingness to sign for 39 or 52 weeks." (One factor.)

ERNEST LEE JAHNCKE, AMERICAN BROADCASTING COMPANY, New York: "Lack of program vehicles such as ABC's 'Famous Film Festival.'" (Factor preventing small advertisers from using more network TV.)



JAHNCKE

HARRY HEUY, general manager, KZTV, Reno, Nev.: "Network, like national magazines, is for the grown boys."

OWNES F. ALEXANDER, TV manager, WJTV, Jackson, Miss.: "Apparently cost prevents small advertisers from using more net TV. But the Revlon success story shows how quickly TV can push a client into the big advertiser bracket."

PRODUCERS AND DISTRIBUTORS SAY . . .

AL LE VINE, SPORTSVISION, INC., Chicago: (Factors preventing small advertisers from using more net TV are:) "budget . . . seasonal selling . . . lack of distribution . . . not enough manpower to follow thru at point of sale. Agency lacks know-how to produce strong commercials . . . strong convictions about TV . . . control of accounts . . . preference for black and white media."

JOHN A. ETTLINGER, MEDALLION PRODUCTIONS, Hollywood: "Single and two-station markets riding the network with no live programs in prime listening time to afford participations."

NEALE H. OLIVER, television director, UNITED FILM SERVICE, Kansas City, Mo.: "Lack of participation availabilities in network shows."

CARL J. MABRY, MOTION PICTURE ADVERTISING SERVICE, New Orleans: "Cost and big advertiser monopoly."

BRUCE CHAPMAN, BRUCE CHAPMAN COMPANY, New York: "The entire industry has been concentrating on doing something bigger, if not better . . . ignoring the small advertiser's problems."

In the next TV Editorial Advisory Board study:

WHAT TV VEHICLES ARE BEST FOR SMALLER CLIENTS?

WEAVER ON STANDARDS, COMMERCIAL ADVANCES

CHICAGO, Dec. 10.—Pat Weaver's initial address as NBC board chairman was delivered from scribbled notes on the back of an envelope, and he said he feared that "for the old hands it is the same speech" he makes when the affiliates meet each year, stressing fundamental policies on circulation, advertising and information. Noting its impromptu nature, he recalled that "previously, I always had a magnificent address. I can only tell you that you should have caught my act at Boca Raton."

As usual, major interest centered on Weaver's approach to combining the commercial advances of TV with a raising of viewers' standards. On this topic, here are a few of his key statements:

Points Up Responsibility

"We want the biggest share of the habitual viewers as much of the time as we can get them. But we have to program responsibly, we have to realize that we can elevate taste and upgrade standards and improve television. That means we can improve both individuals and the society in which we live. . . . In our conventional shows we always try, if we can, to get a hit that has values beyond just getting to be a hit. It has got to be a hit, but there are different kinds of hits and we are always trying for the higher levels.

"We must remember that we are professionals, and must not get excited by some of the tactical moves from day to day that clobber us. . . . In any event, our program policies are different, our circulation policies are different, all segments of the public, all of them, brought continuously to the television set, light viewers as well as heavy viewers. And if those policies are unique and different, our information policies are certainly again different.

Versus the Primitives

"From the beginning, we have been against the know-nothings, the primitives, because we do not believe that television should be run mainly to give the people what they already want. We believe that every NBC show should serve a purpose beyond diversion, and every time we can increase information, content, facts, knowledge, and we deliver a fact somewhere to a mind somewhere in the country, we have added one more tool, one more weapon in the fight against bigotry, stupidity, intolerance and prejudice, and we have taken one more step forward toward sanity, maturity and adulthood.

"It is only one fact, but every one counts, and if you ring up enough of them, we will make progress. In fact, we have made a great deal of progress already. . . . We are moving up as individuals, as a society, and we are doing it by improving ourselves and by enlarging our minds, broadening our horizons. And the people of the jungle who still fight this, who want everybody to do really what they are doing, they are wrong; and they are discredited already, and they know it, and that's probably why they become so often so very bitter.

"We are going to continue to program up, and not down. We will use our showmanship and skill to get great audiences, but we will continue, in any event, to meet our commercial challenges, and well within doing the kind of shows that we know must be done. Television is far too great an instrument to be degraded into a home juke-box to keep the kids quiet."

NBC Execs Give Station Ops Picture for Future

CHICAGO, Dec. 10.—The top programming and sales execs of NBC gave the assembled station operators a hopeful rundown for the future at the annual NBC affiliates convention here this week. NBC-TV web president Tom McAvity explained the new executive structure of the network which has followed from the new vice-presidential appointments of the previous week (The Billboard, Dec. 10).

NBC station relations veepee Harry Bannister went over the achievements of the Pat Weaver-Bob Sarnoff regime, which celebrated its second anniversary this week. These ran the gamut from changing national viewing habits via spectaculars, to opening new avenues of public service thru documentaries, from the Talent Development Program to the boosting of time and sales billings to all-time highs.

George Frey, veepee in charge of TV network sales, noted that the trend in billings during the past four months has become increasingly favorable, with CBS' dollar lead reduced to under 6 per cent. In share of net billings, CBS now has 46 per cent to NBC's 42 per cent, against 1954 figures of 51 and 39 per cent respectively. He paid special tribute to "Today," "Home" and "Tonight" for strengthening NBC's position.

Joe Culligan, national sales veepee, ran thru a presentation which listed past and present sales problems and their status. Most, he concluded, after detailing sales accomplishments, could be regarded as solved. Others, such as the new Ernie Kovacs morning show, the forthcoming political campaigns, "Project 20," the 12:30-1 p.m. time, the 4-4:30 p.m. time and the 5-6 p.m. time, represent either problems on the way to solutions or hopeful potentials, he said.

TV program veepee Dick Pinkham pointed to accomplishments of the program development operation, with seven writers already placed under contracts. He went thru the week's schedule, giving his views on the competitive situation, and declared that "it's now a three-network race nearly every night." He opined that CBS' "\$64,000 Question" was on the audience share toboggan. "Dragnet" will be moved up 30 minutes to the 8:30 Thursday time to better combat the beginning of CBS' hour-long "Climax," with "People's Choice" swapping slots with "Dragnet" to make this possible.

Color Video Can Be a \$3 Bil Biz in '65, Bob Sarnoff Tells NBC Affiliates

CHICAGO, Dec. 10. — Color television can expect to be a \$3,000,000,000 business in 1965, Robert Sarnoff, president of NBC told its affiliates yesterday (9). The newly elected NBC topper pointed out that by the end of 1954, only eight years after commercial TV had got under way, the medium was "harvesting more than \$1,000,000,000. That's \$375,000,000 more than radio in its best year."

Sarnoff also reported that color tape was well on its way to becoming ready for actual use, perhaps even before the end of next year. He said it would not be ready for full operational use by next fall, but the implications of his statement were that it might be ready soon afterward.

As to the industry which might become a very important contributor to color TV's increased billings, he singled out retailing. "With

Elevations of Pat & Bob Stir Enthusiasm of NBC Affiliates

Promotions Announced by Sarnoff Are Major Topics of Conversation

By SAM CHASE

CHICAGO, Dec. 10.—A strategic coup by Brig. Gen. David Sarnoff, retiring board chairman of NBC, threw the annual meeting of the network's TV affiliates here into a turmoil this week, then lifted the visiting station operators into a state of enthusiasm as they departed for home.

It was General Sarnoff's idea to use the affiliates' meeting as the place to announce the elevation of Sylvester (Pat) Weaver into the board chairmanship he was himself vacating, and the promotion of Executive Veepee Bob Sarnoff to Weaver's post of president. Under normal procedure, the announcement would have come shortly after the first of the year. However, most recent high echelon changes at NBC followed, rather than preceded, the station get-together, with the result that after web-station problems presumably had been explored fully, the station men had been jolted shortly afterward with word of a reorganization.

Promotions the Big News

The determination of General Sarnoff to make this change while all parties were on hand resulted in the promotions becoming the major and nearly sole topic of conversation. With most station execs learning of the change only upon arrival for the opening day's closed affiliates' sessions on Thursday (8), speculation was rife on the "hidden significance" behind the shift, which has General Sarnoff stepping down from the chairmanship to simple membership on the board. All doubts and confusion were quelled instantly and finally the following morning, however, when the General himself led off the open session wherein the network execs addressed the station men, and with the press present for the first time (see separate story).

With most affiliates in a happy mood to begin with over rising billings, and with the NBC brass telling an optimistic story of progress in programs, sales and competitive status, the open sessions wound up with Weaver outdoing even his own virtuoso speechmaking of the past. His extemporaneous discourse had the station men on their feet at its conclusion, fired with enthusiasm over the moral as well as the economic battle which he had sanctified.

Squawks as Usual

This is not to say that no rumbles were heard. The stations aired their usual gripe of not having as many station breaks as they would like in some shows. Some came prepared to ask pointed questions about plans for the 8-9 p.m. Sun-

day time being vacated by Colgate, but these and other questions on ratings and competitive status were faced squarely by the web execs, taking the sting out of the situation.

In truth, it was a get-together of "fat cats," even most of the UHF operators wearing smiles for a change, and talking about their hefty conversion percentages and healthy profit and loss statements. The small-market operators seemed genuinely excited over progress of the Program Extension Plan to get them more network business. As one small-station man said, "The only really unhappy affiliates are a few little fellows who are doing so badly they couldn't even afford to come to Chicago."

In an atmosphere suffused with the fragrant aroma of rising billings, and with optimism being expressed over even bigger future gains when color takes hold, it was only natural that concern should be felt over any changes which could rock the smooth-sailing network vessel.

There were some who recalled that the last time Weaver was elevated to an officership on the board, as vice-chairman, he was effectively removed from the elementary operating level of the web. Altho admiration was expressed for

Bob Sarnoff's proved administrative abilities, fears were also heard that the new move might mean the end of the "Pat and Bob team," under which the network had prospered during the past two years, by putting Weaver on a plane where his dynamic showmanship might no longer be called upon.

Tributes Galore

These were the doubts which General Sarnoff had to dispel, and his brief and frank remarks set them to rest (see separate story). The station execs wound up passing glowing resolutions of tribute to Pat and Bob, as well as to Walter Damm, who was re-elected head of the affiliates' executive committee.

When the dust had settled it was learned that Weaver had received a long-term contract at a substantial boost in pay. The length is understood to be well past the 10-year mark. As for the 37-year-old Bob Sarnoff, the youthful NBC chieftain firmly took up reins in his maiden address in his new title, with an aggressive discount on color TV and its likely effect upon billings. His former post of executive veepee will not be filled at least for the time being.

The negotiations which led to (Continued on page 14)

Sarnoff's Talk Ends Leadership Question

CHICAGO, Dec. 10.—NBC affiliates who attended the stations' sessions at Princeton, N. J., in the spring of 1953 said that the address made to the current gathering this week by the former NBC board chairman, Brig. Gen. David Sarnoff, matched the earlier talk in its effectiveness and impact. However, while the 1953 speech rallied the station operators from a mood of open rebellion to enthusiastic support of the web, the current address, brief and informal tho it was, ended all speculation about the leadership team which will run the network's business.

General Sarnoff explained the motivation behind the timing of the promotions of Pat Weaver and Bob Sarnoff by saying he chose to make the moves at the affiliate meetings rather than in January, when there would be no opportunity to explain what was happening.

He expounded on his thesis of the increasingly complex structure of growing and changing business making it "no longer prac-

ticable for any big corporation to be directed by one single person whoever he may be, or however great he may be, or however competent he may be." He cited the "team" operation at the parent Radio Corporation of America, where "Frank Folsom and David Sarnoff are a team." As another illustration, he pointed to "our worthy and formidable competitor, CBS."

At the rival web, he continued, "I think there is a team operating in the CBS and a very good team, I might say; the team of Bill Paley and Frank Stanton, and I think much of the success of the CBS, particularly in the broadcasting field and on television in recent years, is due to the magnificent performance of that very strong and able team."

As for NBC, he noted that he had told Weaver that "as soon as I felt that the team of Pat and Bob could relieve me of any responsibility that I had as chairman of the board and as the chief executive officer, that I would be very happy to turn over whatever responsibilities or authorities I had to that team." He added that the promotions would mean no change in the operations of the team, "either in myself or in Pat or in Bob. This has been a team where there have been three parts working and we expect to continue working that way."

Noting that he had heard "indirectly" some question of what the move to board chairman might mean to Weaver's status, he said: "I have been made a chairman myself once or twice in my life, and no one was quite sure as to whether I was just kicked upstairs or whether I was really a fellow from whom something substantial was expected. . . . It would be difficult to forget Pat if you wanted to. He is not the kind of fellow you forget. But I want to assure all of you that this move has no such implication back of it, or in front of it, or on the sides, either way."

"sound business measures which will help create a new industry—with opportunities for NBC, its affiliates, and the whole medium, surpassing anything in all of broadcasting's history."

color, television will expand to its full power as a local retail advertising medium, thus enabling local stations to realize the potential of their future at a rate far faster than that of the industry as a whole, and beyond anything that could be projected on a black and white basis."

Color Conversion

As an important step in getting on the color TV bandwagon, Sarnoff urged the affiliates to follow the lead of NBC, which will convert its station here, WNBQ, to an all-color operation. He said that another NBC affiliate might soon also convert to color. Speculation is that it might either be WRCA-TV, New York, or KRCA-TV, Los Angeles.

Sarnoff suggested that affiliates convert their stations to color and measure the cost of color investment—"not in terms of short-range advantage, but in terms of the

stake this will give you in the greatest wealth and service producer of the future."

In radio, Sarnoff pointed out, from a standing start the medium attracted over \$167,000,000 billings within 10 years. And the success of TV has been even greater, he stated, as indicated by the \$1,000,000,000 grossed in 1954.

Color Sets

Sarnoff made reference to NBC's \$12,000,000 color expansion program as an indication of the company's faith in color TV. And he also claimed that RCA is now selling all the color sets it is producing. Sylvania, incidentally, this week made known that it would go into color set production in April of next year with two models, one at \$695 and another at \$795.

The NBC president said that the network's color expansion was not only an expression of its faith in color, but that it had taken

American Intelligence Agents Help Shape World Destiny

Espionage Agents, America's First Line of Defense

"Secret agents have molded our destiny," states the recent Funk & Wagnalls publication, "War of Wits: Anatomy of Espionage and Intelligence."

Survival of any nation today, in the event of attack by an enemy power, may be directly in proportion to its advance "intelligence" or knowledge, of that enemy . . . disposition of land, sea and air power, hidden targets, weak points, concentration of physical resources, defenses, stamina of its people, intentions, plans, and capacities of its government.

The only way to stop another "Pearl Harbor" is to know when one is in the making—not at the moment when bombs drop, but before the enemy task force moves from its home base. The role of intelligence operations in preserving peace is spotlighted by former Deputy Head of Naval Intelligence, Admiral Ellis M. Zacharias. "A highly effective intelligence organization is an inescapable

necessity as a preventative of war," he asserts. "Intelligence anticipates conflict . . . and . . . only intelligence makes possible a workable, fruitful diplomacy to prevent conflict."

Intelligence Saves Lives

One of hundreds of thrilling, dramatic examples of "intelligence" in action that has altered the path of history occurred in the winter of 1942-43. When the battle of the Atlantic was least encouraging for the Allies, our agents reported new German experiments on an awesome acoustic torpedo to be guided by the sound of the target ship's propellers. Soon thereafter the survivors of a sunken U-boat were

brought to Washington. After patient interrogation, a young American obtained from a German petty officer the blueprints for the torpedo. Defenses were devised. The torpedo that the Germans thought would decide the battle of the Atlantic proved almost completely ineffective.

Because of security reasons, the most daring exploits of our brave agents remain "top secret." Did America's agents help foment the overthrow of Argentina's Peron in 1955? . . . Guatemala's Red regime in 1954? . . . the restoration of Iran's Shah Pahlevi to power in 1953? Questions like these will always go unanswered.

Espionage Expert Reveals Secrets

Opens Formerly "Classified" Files



LADISLAV FARAGO

The man who penetrated the intelligence services of the World's Great Powers!

The secret papers and daring exploits of the master spies and renowned intelligence directors of our day are revealed in the newly opened files of Ladislav Farago, famous author and authority on international intelligence.

This former Chief Analyst in the Office of Naval Intelligence, who

served as special Consultant to our Joint Chiefs of Staff, has a thorough knowledge of the skills and

World Powers Spend Estimated \$3 Billion Yearly For Intelligence

The one secret that every world power has been able to preserve from penetration by the secret agents of other nations is the exact financial cost of its secret service. Mention operational costs and the intelligence organizations of all world powers become more secretive than ever.

The huge expenditures by every nation for the international war of wits is concrete evidence that all are extremely aware of the need to know what is going on. In this age of atomic warfare, supersonic jets, hydrogen bombs, the world could be thrown into a frightening war of annihilation in the course of an hour. To survive, nations must maintain vast, intricate round-the-clock spy systems funneling clandestine information to the hearts of their government.

Once a year, on Budget Day in the House of Commons, the British Foreign and other Secret Services appropriations come to light. The 1954 figure of 3 million pounds, the highest in the history of British secret service, reveals only public funds allotted, whereas the bulk of Britain's intelligence budget comes from private sources.

Likewise, the budget of the U. S. Central Intelligence Agency is not known. Published estimates, however, run from \$500 million to \$800 million. The only allotment specifically designated for U. S. Army Intelligence is "Activity 2100" which includes "Activity 2131," secret intelligence. The \$54,454,000 the U. S. Army requested for intelligence in the 1954-'55 budget is but a fraction of CIA's top secret budget.

CIA Director Allen Dulles estimates Russia's intelligence budget at two billion dollars annually for subversion alone, not including the cost of gathering information. It is interesting to note that all financial transactions of Soviet intelligence are in American dollars.

Farago's Books Best Sellers

His many books are required reading in intelligence services of all great powers . . . "War of Wits," "The Riddle of Arabia," "The Japanese: His Character and Morale," "Burn After Reading" and many others. Adv.

NOW! TV's Most Col

"The Man Called"

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!

methods of espionage and has gathered a vast accumulation of actual experiences in this field. Under the now-famous "Colonel Bell" pseudonym, he headed the secret "Desk X" in the post-war American espionage in Europe.

In his wartime positions, Farago personally met, talked with and studied the work of the world's leading intelligence experts.

Concerning Farago's qualifications as a master of intelligence, an O.N.I. Lieutenant Commander said of him: "I know of no one who remotely approaches him as an expert . . ."

A few of the men who have "opened up" to him include these master spies of World Wars I and II: Captain Franz von Rintelen, Chief of German Sabotage in U. S.; Colonel George Sosnowski, Polish Intelligence; Sir Paul Dukes, British Secret Service . . . and others.

Intelligence Keeps Our Experts Alert to Constant Changes

In addition to nature's handiwork, man-made changes of the earth never cease. Changes in political boundaries, roads, rail systems, cities and all of those things that affect the military use of a map must be recorded.

Maps used by the military must be up to date, complete, legible and accurate. If they are not, they are dangerous and can result in considerable loss of men and materiel.

When certain sensitive areas are closed to our map makers, the necessary data must be supplied by costly intelligence and espionage. Even under favorable circumstances, map making is expensive and time-consuming: average 1/25,000 scale military map covering 56 square miles costs about \$15,000 and requires 2 years to produce.

C.I.A. Vital to U. S. Policy Makers

Central Intelligence Agency Collects, Evaluates, "Classifies" International Secrets for Our Government Leaders

The C.I.A. operates all over the world. But how many agents does it have? Technical experts? Spy instructors? Card index machines? Or even janitors? Not even Congress knows.

The New York World-Telegram & Sun, in an exhaustive article on the C.I.A. which appeared October 1, 1955, stated "Congress itself willed in 1947 that it should be kept in ignorance of practically everything about C.I.A. . . . for the obvious reason that even accidental revelation of any details . . . would be a 10-strike for foreign intelligence." Created by the National Security Act in 1947, directly responsible to the National Security Council and through it, to the President, the Central Intel-

ligence Agency, headed by Allen W. Dulles, is America's top-ranking intelligence operation.

It co-ordinates the activities of all other United States intelligence services . . . collecting, analyzing, interpreting it . . . and passing it on to the proper officials for action. C.I.A. is not a policy-making body.

The C.I.A. staff of 30,000 includes Americans specially trained for hazardous espionage missions all over the world . . . nationals of friendly powers . . . or natives of nations under the C.I.A.'s scrutiny. Their identities are top-secret.

Espionage Training Rigorous

The C.I.A. conducts special and rigorous training in all the arts of espionage: How to contact another

agent on a street corner, how to throw a tracker off the trail, how to smuggle out reports reduced by microphotography to the size and guise of a period at the end of a sentence, how to kill silently if killing should ever become necessary to protect a vital mission, how to avoid being killed.

The college graduate who takes on a C.I.A. assignment is told at the outset that he is putting his life on the line. The C.I.A. sends many agents behind the Iron and Bamboo curtains. By no means all of them come back.

C.I.A.'s budget is not known . . . but a published estimate puts it up to \$800,000,000 yearly . . . a fraction of the estimated Russian expenditure of \$2,000,000,000 yearly for intelligence operations.

orful Man of Mystery!

Starring
BARRY SULLIVAN
As Master of International Intrigue

- X DANGER** is his constant companion!
- X SECRECY** is his way of life!
- X THE WORLD** is his field of operations!

★ ADVENTURE
★ INTRIGUE
★ SUSPENSE

ZIV
Television

NEW YORK CINCINNATI
CHICAGO HOLLYWOOD

Spy Stories Always Great Entertainment

TV Audiences Eager For Authentic, Documented TV Fare!

The American public is becoming more and more discriminating in its selection of TV entertainment. It has learned to shun the phony fiction melodramas. Today the average TV viewer's taste for dramatic entertainment has developed far beyond the "I'll watch anything as long as it's television" stage of some years ago. The most outstanding TV film series on the air today are based on authentic fact, technically supervised by experts . . . all featuring the adventures of great law-enforcement agencies in action.

This new era in television viewing is due in great part to the vast contributions made by the TV film producers, outstanding among whom is ZIV Television Programs, Inc. ZIV's "I Led 3 Lives," "Mr. District Attorney" and "Highway Patrol" are splendid examples of the type of authentic adventure shows that people are eager to watch. Viewers want to see how their local, state and federal law enforcement agencies operate. Mr. D. A. takes them behind the scene of local law enforcement agencies in action. HIGHWAY PATROL presents the experiences of State troopers in all 48 states. I LED 3 LIVES reveals experiences from the files of a counter-spy for the F. B. I. Proof of the popularity of this type of entertainment is evident by the high audience ratings enjoyed weekly by these three top film programs in city after city.

New TV Series Features International Law Enforcement

Now, in ZIV's newest "law enforcement" series "The Man Called X," the action is on a global basis. "The Man Called X" deals in authentic espionage and counter espionage activities in the world's capitals and the super-secret arenas of undercover diplomacy. True-to-life spy stories have always had an irresistible attraction wherever presented . . . whether movies, books, radio, magazines or newspapers. For the first time advertisers can offer their customers TV entertainment dramatizing true spy stories based on material from the files of one of America's foremost intelligence experts.

Map-Making Data Vital
At present there are over 8,000 persons in the U. S. Army permanently engaged in this specialized intelligence activity. The Army's current annual expenditure for this vastly important phase of intelligence averages \$40 million. Our U. S. Navy spends almost \$10 million a year to keep about 7,000 nautical charts up to date and to produce more than 1,000 new charts annually. **Adv.**

S. G. Offering Unproduced Movie Scripts for Specs

Columbia Studio Stories and Stars Being Peddled as 90-Minute Films

NEW YORK, Dec. 10. — In a move that could be of tremendous significance to the television industry, Columbia Pictures, thru its subsidiary, Screen Gems, is preparing to make available to TV a selected group of properties bought for but never produced as theatrical features. The properties, including works by some of America's top playwrights and novelists, would be produced by Screen Gems in the form of once-a-month 90-minute spectaculars and would star the top personalities Columbia has available. Screen Gems has already submitted a list of such properties to Young & Rubicam to see if any of its clients would be interested.

Probably not more than 12 or so such properties would be made available to TV within the next year by Columbia. If a similar policy is adopted by the other majors, it would mean the opening up of a brand new, important source of material for the TV spectaculars that are rapidly becoming a staple of TV's programming diet.

One of the difficulties that producers and sponsors of spectaculars constantly face is the shortage of major properties that are available to TV at prices that TV can afford to pay. With the number of spectaculars being planned for next year showing a marked increase, the shortage of material is expected to become more intense. Columbia's decision, therefore, to draw upon its stockpile of unproduced feature film properties is a significant one to the television industry.

Titles Offered

Among the Columbia properties that advertisers could select are

STUDIO PIC

Problems for Guilds Seen In 'Amateur'

HOLLYWOOD, Dec. 10.—NBC-TV will film a program in color in its own studios for the first time Monday (12) when "Amateur," an hour dramatic show starring Paul Gilbert, goes in front of the cameras in Hollywood Studio A.

The program is for the web's daytime, "Matinee," and will be used on one of the days when the "Albert McCleery Show" is preempted out of the Burbank color studio by one of the specs.

The filming has created a number of problems with the guilds, which are being solved by holding questions of residuals and the like in abeyance until new contracts covering the situation can be signed.

'Gangbusters' to Utica Club Beer

NEW YORK, Dec. 10. — Utica Club Beer of New York State was this week reported to be on the verge of buying "Gangbusters" from the General Teleradio Film Division for close to a dozen markets. Its spread would probably include Utica, Schenectady, Plattsburgh, Rochester and Buffalo, N.Y., and Altoona, Pa. In New York City this sponsor used spots. Its agency is Harry B. Cohen.

"Gangbusters" is still in production, turning out an episode a week. There are now about 30 in the can.

such plays as "The American Way" by George S. Kaufman and Moss Hart, "Valley Forge" and "Both Your Houses" by Maxwell Anderson, and "The Land Is Bright" by Edna Ferber and George S. Kaufman.

Among the novels that would be available are: "And Now Good-bye" by James Hilton, "Seven Must Die" by J. Warner Bellah, "Wild Is the River" by Louis Bromfield, "The Elizabeth Blackwell Story" by Lloyd Douglas, "The Man Who Won the War" by Robert Buckner, "Secret Marriage" by Kathleen Norris, "Homeward Borne," by Ruth Chatterton, and "With This Ring" by Laura Hobson. Millions of dollars have been spent for these properties by Columbia Pictures. Columbia's role as the recog-

nized TV leader among the Hollywood majors has been well established by the successful operation of Screen Gems, which has become the envy not only of the Hollywood majors but of most independent TV film firms as well. The policies that Screen Gems' leaders Ralph Cohn and John Mitchell have put into effect have proved to be highly successful and exceedingly profitable.

Columbia's move into the spectacular field with unproduced feature film properties will be given close scrutiny by the other Hollywood majors. Just as many of Columbia's other pioneering ventures in TV have been followed by other Hollywood firms, it seems a safe bet that this one, too, will be adopted.

NTA Alters Slant On Income Report

NEW YORK, Dec. 10.—In its first report to its stockholders since becoming a publicly owned corporation, National Telefilm Associates is taking a different slant in the accounting of its current income.

The usual practice in the trade has been to report the total value of all firm sales contracts made in the quarter covered. But NTA's income statement lists only money actually received in the reporting period. Revenue due in the future under existing contracts is listed as "deferred film rental income," which appears as a liability in the balance sheet.

In the quarter from August 1 to October 31, NTA took in \$660,995, which left it a net income of \$60,531, or the equivalent of 9 cents a share.

This profit cancels out a deficit of \$55,808, which existed at the opening of this fiscal period.

Its deferred film rental income is listed as \$671,375.

During this three-month period NTA wrote a total of \$1,050,832 in contracts. In the previous quar-

ter it sold \$842,660. In the same quarter last year it sold \$420,322.

The "Progress Report" points up that NTA has been concentrating in distribution directly to stations, but is now turning to national sales in its new department headed by Berne Tabakin. It states that the "Fabulous 40" package of British features has been sold in 80 markets.

Name Rayel to Dozier Post

NEW YORK, Dec. 10.—CBS-TV this week appointed Jack Rayel as director of network programs, Hollywood, to replace Bill Dozier, who resigned to join RKO. Rayel comes to CBS from NBC, where he has been executive producer of the Maurice Evans "Hall of Fame" series. Rayel has been with NBC since 1951.

CBS had been considering Martin Manulis, producer of "Climax," for the Dozier spot, but evidently he was loathe to move out of production.

ASC Award to McCadden Co.

HOLLYWOOD, Dec. 10.—The Carnation commercials, filmed by McCadden Productions for the "Burns and Allen Show," this week won the first annual American Society of Cinematographers award for "outstanding photographic quality and excellence of star endorsement." Erwin-Wasey is the agency. Charles Lowe wrote and produced the spots.

Judy Garland Inks CBS Pact

NEW YORK, Dec. 10.—CBS-TV this week pacted Judy Garland to a three-year exclusive deal, which commits her to do one spectacular a year for the next three years, starting next fall. The web has an option to extend the contract beyond the three years.

Her appearance on "Ford Star Jubilee" this year scored a 34.8 Trendex, the highest Trendex rating that any 90-minute spectacular has achieved to date.

NBC-TV Has 108 Shows Under Way In All-Out Development Program

HOLLYWOOD, Dec. 10.—NBC-TV has stepped up its new show-development program to the highest peak in the history of the web, with a total of 108 series in various stages of development. This compares to 60 being worked on at this time last year.

Already completed by the web for the new season are two pilots, "Johnny Moccasin" and "The Further Adventures of Huckleberry Finn" (Billboard, October 22). In addition, six half-hours are being produced of another series, "Impact" (Billboard, November 19).

There's no apparent trend in the type of programs being prepared, tho dramas and adventure formats still seem to be favored slightly.

Scripts which are being given priority at the moment include one for a new Mickey Rooney series. In one of the more novel twists of the year, Rooney would play a 200-year-old leprechaun in the show.

"Highway Cafe" is the title of another proposed program, centering around stories that develop at a trucker's stopping place. A different kind of series, called "Emily," would deal with a household ruled by a kind of grande dame.

NBC'S KEEVER REPLIES

First-Run Market OK If Product Has Quality

NEW YORK, Dec. 10. — Jake Keever, sales head of the NBC Film division, takes issue with the feeling prevalent in the trade (The Billboard, December 3 and 10) that the demand for first-run syndicated vidfilm product has tapered out. It is the sales exec's contention that there will always be a market for first-run shows in syndication, but that, as was to be expected, stations and sponsors are now seeking and getting shows of a higher quality than in past years.

Keever points out that several first-run series have already been very successful in syndication, bolstered by strong regional deals. Among these properties he classes "Highway Patrol," his own show, "The Great Gildersleeve," and "Confidential File." All these vidfilm series are playing in 100 markets or over in their first season on TV. In the three months that Television Programs of America has made "Count of Monte Cristo" available, the show has been sold in 59 markets and has netted the distributors \$1,000,000, another instance of success in syndication this fall.

Sales Movers

Keever also made reference to the fact that some shows of last season which weren't successful have started to move sales-wise. Many of them, of course, have been bought for first run in many markets. These include such programs as the NBC Film division's "The Falcon" and "Passport to Danger," the ABC-TV Film Syndication vehicle which was recently sold to Mennen in 30 markets. Tho both of these shows had been fairly well received, the exec maintained that the overproduction of vidfilm series in 1954 hurt them, but that with the shortage of product this year, demand again made itself felt.

One of Keever's most cogent

observations was that many regional sponsors feel they need first-run properties because they are competing with national accounts. As examples, he named such clients as Lucky Lager on the West Coast, Rheingold Beer in the East and Philips Petroleum in the Southwest, which have shown a decided preference for top syndicated product.

Keever's conclusion was that facts prove the market for first-run product is still a healthy one, but that producers must give such clients increasingly better vehicles on a par with network properties if they wish to retain their business.

CFPA-SCG Tiff Puts Animators In the Middle

HOLLYWOOD, Dec. 10. — A strike over recognition of the Commercial Film Producers' Association as a legitimate bargaining organization may hit makers of animated film commercials in the near future. The Screen Cartoonists' Guild reportedly will strike Animation, Inc., one of the companies, in a test of strength on Monday, unless a settlement is reached over the weekend.

One of the most curious disputes ever to have arisen in the film industry, it centers around whether the CFPA can bargain for producers collectively. Producers say it can. The SCG contends it can't, and that each producer must negotiate individually.

The issue may be settled when the National Labor Relations Board hears arguments by the two sides on Thursday (15). There is no certainty, however, that an absolute decision will be rendered by the NLRB.

Except for this, there are no real points of contention between the CFPA and the SCG. Minimums are almost certain to be raised, but this will have no effect on costs since animators are being paid considerably above the present base anyway. Residuals, which originally were to be included in the talks, will probably be excluded for the time being.

Syndication for 'Crunch-Des'

NEW YORK, Dec. 10.—"Crunch and Des," the NBC Film division's newest vidfilm property, will go into syndication shortly. The film syndicator is now working on several regional deals which are expected to be concluded in the next three weeks.

Local stations will get a crack at the package after that. The show stars Forrest Tucker and has been produced in Bermuda.

330 Westerns To TV in '55

NEW YORK, Dec. 10. — The market for Westerns appears to be quite steady despite the influx of quantity and quality over the past year. This week the TV distribution deal was finally closed for the 97 Westerns that Universal released. The sales will be handled by Charles Weintraub's Quality Films. They come to Weintraub thru a syndicate calling itself Victory Enterprises, Inc., headed by Vitalis Chalif.

Added to the Autry-Rogers package of MCA-TV and the new Columbia package of Hygo, this deal makes a total of 330 Westerns to enter TV in 1955.

Syndication For 'Code 3'

HOLLYWOOD, Dec. 10. — "Code Three," new television series to be produced by Hal Roach, Jr., will be syndicated by ABC Film Division nationally. First sale has been to Liebmann Breweries for Rheingold beer, which is picking it up in New York and several West Coast markets as its replacement for "The Star and the Story" which has gone out of production.

The program will be produced with the co-operation of Los Angeles County Sheriff Eugene Biscailuz, using stories out of the files of the sheriff's office. Thirty-nine half-hours are scheduled.

According to Roach, no cast or producer has been set yet, tho the series will probably include one or two running parts. A "Code Three" pilot film was made some time ago with a deputy sheriff, Ted Di Corsio, in the lead. Production will probably get under way before the end of the year.

New scripts are also being prepared on two series which became stalled last spring, "Inside Dope," the drama of a news broadcaster, and "Earthworm Tractor," based on the Alexander Batts "Saturday Evening Post" stories. The second pilot for Paul Gilbert's "Have Camera, Will Travel" is also scheduled to roll within the next few weeks, following script revisions.

Development of the programs is under a special board consisting of Vice-President Fred Wile Jr., Frank Cleaver, Milt Josefsberg, Elliott Lewis and Peter Barrma.

TV SOAPS OWN MOUTH

Anthology Subject of Contention Between Program Man & Sponsor

(Continued from last week)
By BOB SPIELMAN

HOLLYWOOD, Dec. 10.—Anthology series offer a new challenge to producers in the censorship field. It's no secret that in a number of instances there is considerable difference of opinion between program men and sponsors as to what should be permitted on a show, with producers feeling that the hard-hitting dramas are in some danger of being emasculated.

What draws their ire are not the normal taboos. Their beef is that some of the dramas, in their efforts to avoid anything of controversial nature, are leaning over backward so far that they're in danger of losing their balance. They contend that, while controversy is being deleted from these shows, there are no such rules as far as brutality and the like are concerned.

There is, however, progress being made along the line of excesses. In one recent case a victim was supposed to be hit over the head, kicked in the stomach, riddled with bullets, and then dumped in the river. Censors ruled that if the audience saw him hit over the head and then heard an off-stage splash that made him dead enough.

Curiously, the area in which least has been done about run-of-the-mill brutality, e.g., beatings, sluggings, shootings, is in children's programs. Producers and sponsors are apparently at a loss as to what else they can do to keep the kids' interest.

The news plays no little part in what is approved at any given time. If, for instance, a splashy kidnaping is in the headlines, the censors will crack down on kidnaping stories. Three or four months later the same program will be aired without objections.

"Idiot" NG

The same practice is also followed along more generalized lines. There is presently, for instance, a growing awareness of handicapped children. As a result, the words "idiot," "imbecile," and "moron" are being cracked down on because of their scientific connotation of mental deficiency.

Advertising agencies have their own special problems. No viewer, for instance, will ever see an actor smoke a pipe on a program being sponsored by a cigarette manufacturer. An entire scene, costing several thousand dollars, was re-shot by one company because a "No Smoking" sign accidentally appeared in the distant background.

Automobile manufacturers, oil companies, tire makers, etc., will permit no car accidents in any of their plots. To tobacco sponsors cancer is taboo. Face lotions and the like don't want leprosy to follow one of their commercials. Bristol-Myers put its foot down on a character consuming his wife with two bottles of hot meat sauce.

These things are difficult enough to control, but what really gives producers and agencies gray hairs is preventing the accidental juxtaposition of objects.

Heaven forbid having someone drive a Chrysler on a Ford program. One General Motors division rebels against showing any of the other GM cars. A certain location shot had the camera head straight toward a "Pabst" sign. The sponsor, Schlitz, was not at all pleased. Should a Westinghouse refrigerator appear on a General

Electric series the reception would be, to put it mildly, icy.

Sponsors Touchy

Sponsors are extremely touchy about having any competitor's product even vaguely on camera, even tho the general public would probably never know the difference. The job involved in keeping tabs on this is almost beyond comprehension when the sponsor is one such as Du Pont or General Foods, manufacturing myriads of products.

One producer, Gross-Krasne, even investigated the possibility of having special props made up to get away from brand identification. The cost, however, would have been prohibitive, and the general rule has come to be to shy away

from objects which have outstanding characteristics, e.g., Coca-Cola bottles.

Producers of syndicated film are constantly skirting a thin line between the devil and the deep blue sea, because the program may eventually be sponsored by any of hundreds of different products. One recent development, the release of net shows to syndication for second run, has placed practically all film in this category.

For example, "Lineup" on the network last year was sponsored by a cigarette company. There were a number of stories involving car smashups, but the agency producer had no cause to cut them

(Continued on page 14)

Official Spring List Adds 'Round Table'

NEW YORK, Dec. 10.—Official Films has arranged for still another new costume piece from the Nettlefold Studios in England. The new series will be called "A Knight of the Round Table." It will concern Sir Lancelot and his young apprentice. Meanwhile, the title of the sea saga on Captain Rogers, revealed in last week's issue, has been set as "The Buccaneer."

Thus, Official has now committed four shows for the spring selling season, the above two and "Mr. Pastry" and "The Scarlet Pimpernel." Chances are Official will have still more to offer for fall debut, but that is all it will take this year from its association with Independent Television Programs, Ltd. Official and ITP have agreed on a schedule of three new

shows a year "Pimpernel" was actually started this year and is well along in production. It is already on the air in Britain.

With all this TV work, the Nettlefold Studios have added a fourth stage, making it as big as any studio in Britain. Within the next year it will add a fifth and sixth stage.

The two new costume series will be under the reins of two of the top movie makers in England. Sydney Cole will produce "Round Table." Ralph Smart will produce and direct "Buccaneer."

Mr. Official executive said the success of "Robin Hood" impelled them to go for these other period dramas. He described these shows as "cowboys in armor"

From The Billboard, Dec. 3, 1955

"Fine Production Tells Its Own Story"

ARB Audience Composition Studies
Network Situation Comedies

3 Out of First 4
4 Out of Top 10

OCTOBER RATINGS

- 1. I Love Lucy, P&G, Gen'l Foods (CBS) 44.8
A Desilu Production
- 2. Honeymooners, Buick (CBS) 34.2
- 3. December Bride, Gen'l Foods (CBS) 32.7
A Desilu Production
- 4. Our Miss Brooks, Gen'l Foods (CBS) 29.3
Filmed by Desilu
- 5. Burns & Allen, B. F. Goodrich & Carnation (CBS) ... 28.5
- 6. Life of Riley, Gulf Oil (NBC) 26.2
- 7. Make Room for Daddy, Amer. Tobacco
& Dodge (ABC) 21.9
Filmed by Desilu
- 8. Bob Cummings, R. J. Reynolds (CBS) 20.9
- 9. Meet Millie, Geritol (CBS) 20.6
- 10. Father Knows Best, Scott Paper (NBC) 19.6

AMONG WOMEN

First 3
4 Out of Top 5

includes:

The Lucy Show
It's Always Jan

December Bride
Our Miss Brooks

Desilu





**From the pages
of The
Saturday
Evening**

POST

**comes a
powerful
dramatic**

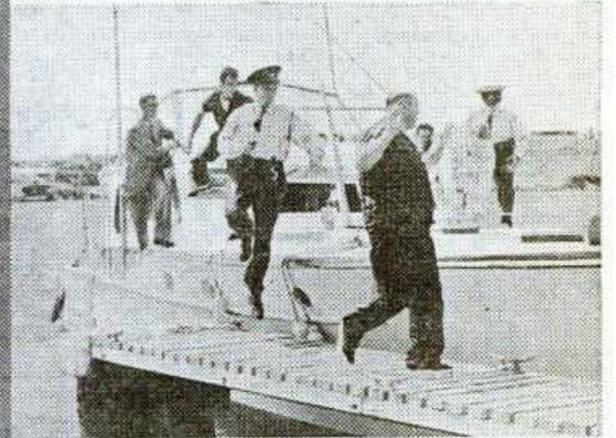
**NEW
TV Series**



CRUNCH

For more than 17 years, millions of Saturday Evening Post readers have looked forward eagerly to the appearance of each new CRUNCH and DES adventure story by best-selling author Philip Wylie.

Now, millions more will await each new *television* adventure of these two favorites . . . Crunch, captain of the charter fishing boat "Poseidon," and Des, his mate. Each week a completely new story . . . new people . . . new action, romance, suspense, comedy, drama . . . all spectacularly filmed by RKO-Pathé in Bermuda.



and DES

Forrest Tucker, Hollywood star with more than 70 top pictures to his credit, stars as Crunch. *Everything* about this series of 39 exciting half-hours bears the mark of sure success . . . stories, author, star, production, location, promotion. Sign up CRUNCH and DES for your markets today. Write, wire or call.

NBC FILM DIVISION

serving **all** sponsors . . . serving **all** stations

80 Rockefeller Plaza, New York 20, N. Y. Merchandise Mart, Chicago, Ill. Sunset & Vine, Hollywood, Calif.
 In Canada: RCA Victor, 225 Mutual St., Toronto; 1551 Bishop St., Montreal

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

TV Program and Time-Buying Guide

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

The Billboard Scoreboard

NETWORK TV PROGRAMS

ARB Audience Composition Studies

Web Adventure Shows

NOVEMBER RATINGS			AMONG WOMEN		
Rank	Show, Sponsor & Web	Rtg.	Rank	Show, Sponsor & Web	Women Per Set
1.	Lassie, Campbell Soup, Kellogg (CBS)	30.1	1.	Gunsmoke, Liggett & Myers (CBS)	1.10
2.	Robin Hood, Johnson & Johnson, Wildroot (CBS)	30.0	2.	Big Town, Lever Bros., Gen. Motors (NBC)	1.00
3.	Rin Tin Tin, Nabisco (ABC)	24.3	3.	Warner Bros. Presents: "Casablanca," Liggett & Myers, G. E., Monsanto (ABC)	.98
4.	Big Town, Lever Bros., Gen. Motors (NBC)	22.5	4.	Lassie, Campbell Soup, Kellogg (CBS)	.97
5.	Wyatt Earp, Gen. Mills, Parker Pen (ABC)	21.6	5.	Wyatt Earp, Gen. Mills, Parker Pen (ABC)	.92
6.	Gunsmoke, Liggett & Myers (CBS)	20.0	5.	Brave Eagle, Sust. (CBS)	.92
7.	Roy Rogers, Gen. Foods (NBC)	19.9	7.	Gene Autry, Wrigley (CBS)	.86
8.	Sgt. Preston of the Yukon, Quaker Oats (CBS)	18.9	8.	Lone Ranger, Amer. Dairy, Gen. Mills (ABC)	.85
9.	Lone Ranger, Amer. Dairy, Gen. Mills (ABC)	15.5	9.	Roy Rogers, Gen. Foods (NBC)	.81
10.	Warner Bros. Presents: "Casablanca," G. E., Monsanto, Liggett & Myers (ABC)	15.1	10.	Sgt. Preston, Quaker Oats (CBS)	.78

AMONG MEN			AMONG CHILDREN		
Rank	Show, Sponsor & Web	Men Per Set	Rank	Show, Sponsor & Web	Children Per Set
1.	Gunsmoke, Liggett & Myers (CBS)	1.02	1.	Fury, Gen. Foods (NBC)	1.81
2.	Wyatt Earp, Gen. Mills, Parker Pen (ABC)	.96	2.	Capt. Midnight, Wander (CBS)	1.73
3.	Warner Bros. Presents: "Casablanca," G. E., Monsanto, Liggett & Myers (ABC)	.84	3.	Rin Tin Tin, Nabisco (ABC)	1.56
4.	Lassie, Campbell Soup, Kellogg (CBS)	.83	3.	Wild Bill Hickok, Kellogg (CBS)	1.56
5.	Big Town, Lever Bros., Gen. Motors (NBC)	.82	5.	Lone Ranger, Gen. Mills (CBS)	1.54
6.	Robin Hood, Johnson & Johnson, Wildroot (CBS)	.76	6.	Roy Rogers, Gen. Foods (NBC)	1.48
7.	Capt. Callant, H. J. Heinz (NBC)	.75	7.	Tales of the Texas Rangers, Gen. Mills (CBS)	1.40
8.	Gene Autry, Wrigley (CBS)	.74	8.	Robin Hood, Johnson & Johnson, Wildroot (CBS)	1.38
9.	Sgt. Preston of the Yukon, Quaker Oats (CBS)	.70	9.	Lassie, Campbell Soup, Kellogg (CBS)	1.36
9.	Brave Eagle, Sust. (CBS)	.70	10.	Lone Ranger, Amer. Dairy, Gen. Mills (ABC)	1.30

LATEST NETWORK RATINGS

Trendex Top 10 TV Web Shows

(Week Ending Nov. 7)

* Indicates Film

Rank	Program & Web	Rating
1.	\$64,000 Question (CBS)	45.2
2.	Ed Sullivan Show (CBS)	35.5
3.	*I Love Lucy (CBS)	31.3
4.	*G. E. Theater (CBS)	29.1
5.	Show of Stars (CBS)	28.6
6.	*Disneyland (ABC)	28.5
7.	*The Honeymooners (CBS)	28.4
8.	Talent Scouts (CBS)	27.1
9.	*Jack Benny (CBS)	26.9
10.	Red Skelton (CBS)	26.7

Videodex Top 10 TV Web Shows

(Week Ending Nov. 7)

* Indicates Film

Rank	Program & Web	Rating
1.	\$64,000 Question (CBS)	39.8
2.	*I Love Lucy (CBS)	24.0
3.	*Dragnet (NBC)	33.7
4.	*Disneyland (ABC)	32.0
5.	Ed Sullivan (CBS)	31.5
6.	Show of Stars (CBS)	30.8
7.	*You Bet Your Life (NBC)	30.4
8.	Max Liebman Presents (NBC)	28.7
9.	*G. E. Theater (CBS)	28.6
10.	*Playhouse of Stars (CBS)	28.4

ARB Top 25 Network Shows

NOVEMBER RATINGS OF LEADING WEB PROGRAMS

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

(* Indicates Film)

Rank	Show, Sponsor & Web	Nov. Rtg.
1.	\$64,000 Question, Revlon (CBS)	57.3
2.	*I Love Lucy, Gen. Foods, P&G (CBS)	52.1
3.	Ed Sullivan, Lincoln-Mercury (CBS)	49.8
4.	*Disneyland, Amer. Dairy, Amer. Motors, Derby Foods (ABC)	46.7
5.	*You Bet Your Life, DeSoto-Plymouth (NBC)	40.7
6.	George Gobel, Armour, Pet Milk (NBC)	40.1
7.	*Jack Benny, Amer. Tobacco (CBS)	39.6
8.	I've Got a Secret, R. J. Reynolds (CBS)	38.8
9.	Climax, Chrysler Corp. (CBS)	37.5
10.	Your Hit Parade, Amer. Tobacco, Hudnut (NBC)	36.7
11.	What's My Line?, J. Montener, Remington-Rand (CBS)	34.8
12.	*The Millionaire, Colgate-Palmolive (CBS)	34.3
13.	Perry Como, Goldseal, Int'l. Cellucotton, Noxzema, Armour, Dormeyer (NBC)	33.8
13.	Red Skelton, S. C. Johnson & Son, Pet Milk (CBS)	33.8
15.	*G. E. Theater, G. E. (CBS)	33.2
16.	*Honeymooners, Buick (CBS)	32.6
17.	*Burns & Allen, Carnation, B. F. Goodrich (CBS)	32.4
17.	*December Bride, Gen Foods (CBS)	32.4
19.	Godfrey's Talent Scouts, Lipton, Toni (CBS)	31.9
20.	*Loretta Young, P&G (NBC)	31.2
20.	This Is Your Life, Hazel Bishop, P&G (NBC)	31.2
22.	*Dragnet, Liggett & Myers (NBC)	31.0
22.	Godfrey and Friends, Nat'l. Carbon, Pillsbury, Toni, Kellogg, CBS-Columbia (CBS)	31.0
22.	*Line-Up, Brown & Williamson, P&G (CBS)	31.0
25.	*Lassie, Campbell Soup, Kellogg (CBS)	30.1

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

Syndicated Film Adventure Shows

OCTOBER RATINGS			AMONG MEN			AMONG TEENS		
Rank	Show & Distrib.	Avg. Oct. Rtg.	Rank	Show & Distrib.	Men Per 100 Homes Tuned In	Rank	Show & Distrib.	Teens Per 100 Homes Tuned In
1.	I Led Three Lives (Ziv)	13.2	1.	Foreign Intrigue (Official)	.89	1.	Foreign Intrigue (Official)	29
2.	Passport to Danger (ABC)	12.9	2.	China Smith (NTA)	.86	1.	Superman (Flamingo)	29
3.	Superman (Flamingo)	11.1	3.	Highway Patrol (Ziv)	.84	3.	Soldiers of Fortune (MCA)	28
4.	Highway Patrol (Ziv)	10.6	4.	Waterfront (MCA)	.83	4.	I Led Three Lives (Ziv)	21
5.	Waterfront (MCA)	10.2	5.	Dangerous Assignment (NBC)	.81	4.	Passport to Danger (ABC)	21
6.	Soldiers of Fortune (MCA)	9.0	5.	The Falcon (NBC)	.81	4.	Secret File, U. S. A. (Official)	21
7.	Secret File, U. S. A. (Official)	7.3	7.	I Led Three Lives (Ziv)	.80	7.	Ramar of the Jungle (TPA)	20
8.	Dangerous Assignment (NBC)	6.8	8.	Passport to Danger (ABC)	.78	8.	Waterfront (MCA)	19
9.	Ramar of the Jungle (TPA)	6.6	9.	Secret File, U. S. A. (Official)	.71	9.	Dangerous Assignment (NBC)	18
10.	The Falcon (NBC)	5.4	10.	Orient Express (NTA)	.69	10.	Highway Patrol (Ziv)	17

VIEWERS/100 HOMES			AMONG WOMEN			AMONG CHILDREN		
Rank	Show & Distrib.	Viewers Per 100 Homes Tuned In	Rank	Show & Distrib.	Women Per 100 Homes Tuned In	Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Soldiers of Fortune (MCA)	234	1.	Foreign Intrigue (Official)	.89	1.	Ramar of the Jungle (TPA)	98
2.	Highway Patrol (Ziv)	229	2.	Dangerous Assignment (NBC)	.87	2.	Superman (Flamingo)	93
3.	China Smith (NTA)	220	3.	I Led Three Lives (Ziv)	.85	3.	Soldiers of Fortune (MCA)	81
3.	Foreign Intrigue (Official)	220	4.	Highway Patrol (Ziv)	.84	4.	Highway Patrol (Ziv)	44
5.	I Led Three Lives (Ziv)	219	4.	China Smith (NTA)	.84	5.	China Smith (NTA)	34
6.	Dangerous Assignment (NBC)	205	6.	The Falcon (NBC)	.80	6.	I Led Three Lives (Ziv)	33
7.	Waterfront (MCA)	196	7.	Waterfront (MCA)	.78	7.	Secret File, U. S. A. (Official)	29
8.	The Falcon (NBC)	194	8.	Orient Express (NTA)	.74	8.	Dangerous Assignment (NBC)	19
9.	Secret File, U. S. A. (Official)	193	9.	Secret File, U. S. A. (Official)	.72	8.	The Falcon (NBC)	19
10.	Ramar of the Jungle (TPA)	192	10.	Passport to Danger (ABC)	.71	10.	Waterfront (MCA)	16

Pulse Top 25 Non-Net Shows

October Ratings of Leading Film Shows

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

Rank	Show & Distributor	Avg. Oct. Rtg.
1.	Mr. District Attorney (Ziv)	17.4
2.	Life of Riley (NBC)	14.3
3.	Badge 714 (NBC)	13.5
4.	I Led Three Lives (Ziv)	13.2
5.	Man Behind the Badge (MCA)	12.9
5.	Passport to Danger (ABC)	12.9
7.	Science Fiction Theater (Ziv)	11.2
8.	Superman (Flamingo)	11.1
9.	City Detective (MCA)	10.9
10.	Amos 'n' Andy (CBS)	10.6
10.	Highway Patrol (Ziv)	10.6
12.	Follow That Man (MCA)	10.4
13.	Waterfront (MCA)	10.2
14.	Dr. Hudson's Secret Journal (MCA)	10.0
15.	Annie Oakley (CBS)	9.7
15.	Confidential File (Guild)	9.7
17.	Cisco Kid (Ziv)	9.5
18.	Sherlock Holmes (UM&M)	9.2
19.	Soldiers of Fortune (MCA)	9.0
19.	Racket Squad (ABC)	9.0
19.	Lone Wolf (MCA)	9.0
22.	Steve Donovan, Western Marshal (NBC)	8.9
22.	The Whistler (CBS)	8.9
24.	Wild Bill Hickok (Flamingo)	8.8
24.	Eddie Cantor (Ziv)	8.8

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

The Billboard Scoreboard PULSE LOCAL RATINGS FOR NOVEMBER

THE INDUSTRY'S MOST COMPLETE RATING INDEX POINTING UP OUTSTANDING TV SHOWS AND SPOT ADJACENCIES IN EVERY LOCAL MARKET

This chart supplies ratings for the top 15 once-weekly shows and for the top 10 multi-weekly shows in each local market studied, regardless of whether these programs are network or local, live or film. It also provides ratings for the top 30 film series aired locally in each market, in rank order according to ratings.

All films listed are syndicated unless title is preceded by a dagger (†), indicating nationally spot-booked. Stations are VHF except where the symbol "u" denotes UHF. The symbol "&" shows that a program originates in another city, but has scored a rating of 3.0 or more. Complete ratings are published over a span of one-month's weekly

issues, beginning with the issue of The Billboard dated the third Saturday of each month. For complete information on audience size, coverage, opposition, programs, audience composition and other details not included in this chart, please consult The Pulse, Inc., 15 West 46th Street, New York City.

NEW YORK 11 STATIONS

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

CLEVELAND 3 STATIONS

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

DETROIT 4 STATIONS

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

CINCINNATI 3 STATIONS

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

BOSTON 5 STATIONS

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

CHICAGO 4 STATIONS

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

(Continued on page 14)

TV Commercials in Production

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

This weekly chart lists commercials produced during the last full preceding month, with all industries covered over the course of a month's issues. The following symbols designate the types of commercials listed: LA—Live Action; FA—Full Animation; SA—Semi-Animation; SE—Special Effects; J—Jingles; M—Music; S—Slides; ID—Station break; NA—Not available.

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (Color)	Commercials Producer
BAKERIES, BAKE GOODS (Cookies, Crackers, Pretzels, etc.)			
General Baking Co., Bread, Al Paul Lefton...	2 (10)	FA, LA	Bill Sturm
National Biscuit Co., Triscuits, McCann-Erickson...	2 (60), 2 (20)	LA	Bill Sturm
BEER AND WINE			
Genesee Brewing Co., Beer and Ale, Rogers & Porter...	2 (60)	LA, FA, SA	Mel Gold
Madera Wine Co., Wine, Joseph Katz...	1 (10)	SA	Vidicam
Wiedemann Brewing Co., Beer, Tatham-Laird, Film Associates...	1 (60)	SA	Film Associates
Kroger Company, Kroger's Foods, Ralph Jones...	—	LA	Film Associates
BUILDING AND PAINT SUPPLIES			
Pee-Gee, Paint, Direct...	3 (20)	LA	Kent Lane
Jones & Brown, Inc., Grain-Tex Insulating Siding, Dubin & Feldman...	NA (52)	LA, FA	Warren R. Smith
CANNED GOODS			
Beecham, Baby Foods, Kenyon & Eckhardt (Dr. Spock)...	3 (120), 10 (60)	LA	DuMont Electronicam
	3 (120)	LA (C)	DuMont Electronicam
COFFEE, TEA, COCOA			
Nestle Co., Nestle's Instant Coffee, McCann-Erickson...	2 (8), 2 (20)	LA, SA	Lalley & Love
J. A. Folger Co., Instant Coffee, Cunningham & Walsh...	1 (20)	LA, SA	Lalley & Love
La Touraine, Coffee, Ingalls-Minter Co...	3 (60)	LA, SA	Filmack
General Foods, Maxwell House Coffee, Benton & Bowles...	2 (60), 3 (10)	LA, FA	Hankinson Studio
Borden Co., Instant Coffee, Doherty-Clifford-Shenfield-Steers (Way of the World)...	2 (60)	NA	Sound Masters
CONFECTIONS (Syrups, Ice Cream, etc.)			
Beecham, Gum, Kenyon & Eckhardt...	1 (20)	SA	Peter Elgar
Beecham, Gum, Kenyon & Eckhardt...	1 (20)	FA	Academy
Costa's, Ice Cream, McCann-Erickson...	1 (10)	FA	Bill Sturm Studios
DAIRY AND MARGARINE			
Borden Co., Milk, Ice Cream, Cheese, Mayonnaise, Young & Rubicam (Way of the World)...	12 (60)	NA	Sound Masters

(Continued next week)

THIS WEEK'S FILM BUYS

CBS-TV FILM SALES
AMOS 'N' ANDY
 KID, Idaho Falls, Idaho; KSWN, Joplin, Mo.; WREC, Memphis; Adv. TBA
LIFE WITH FATHER
 KANG, Waco, Tex.: North Waco Supply and Klimes
LONG JOHN SILVER
 KRLLD, Dallas; WKRG, Mobile, Ala.; KTTS, Springfield, Mo.: Adv. TBA

NBC FILM DIVISION
THE GREAT GILDERSLEEVE
 WOAI, San Antonio; Metzger Dairy
BADGE 714-B
 WFBC, Greenville, S. C.: The Consumer Products Co.
BADGE 714-C
 WXEL, Cleveland: National Bohemian Beer
STEVE DONOVAN
 WITN, Washington, N. C.: The Consumer Products Co.
HIS HONOR, HOMER BELL
 KTXL, San Angelo, Tex.: Adv. TBA
INNER SANCTUM
 Atlanta: Sam McDaniels & Sons
DANGEROUS ASSIGNMENT
 WKBN, Youngstown, O.: Adv. TBA
CAPTURED
 WCSC, Charleston, S. C.: Adv. TBA
HOPALONG CASSIDY—HOOR
 KPFD, San Diego, Calif.: Adv. TBA
HOPALONG CASSIDY—HALF HOUR-B
 KTXL, San Angelo, Tex.: First Federal & Loan Assn.

OFFICIAL FILMS
FOREIGN INTRIGUE
 WPIX, New York: Adv. TBA

SCREEN GEMS, INC.
YOUR ALL STAR THEATER
 WJAC, Johnstown, Pa.; DeRoys Jewelers; KFVS, Cape Girardeau, Mo.: Krey Packing Co.

CELEBRITY PLAYHOUSE
 KFXJ, Grand Junction, Colo.: Adv. TBA
 WCSC, Charleston, S. C.; WIS, Columbus, S. C.: South Carolina Electric & Gas

JUNGLE JIM
 WJHL, Johnson City, Tenn.: Dr. Enuf Soda
 WJBF, Augusta, Ga.: Coca-Cola Bottling
 WMAS, Macon, Ga.: Borden's Dairy

TALES OF THE TEXAS RANGERS
 KBES, Medford, Ore.: Adv. TBA
 Mobile, Ala.: Dairy Fresh Corp.
TOP PLAYS OF '55
 KSL, Salt Lake City: Adv. TBA
 WHYN, Springfield, Mass.: Service Grocers Corp.

STERLING TELEVISION COMPANY
BOWLING TIME
 KGEO, Enid, Okla.; KGGM, Albuquerque, N. M.; KTVR, Denver: Adv. TBA

MOVIE MUSEUM
 KVAL, Eugene, Ore.: Adv. TBA
CHRISTMAS FILMS
 KGNC, Amarillo, Tex.; WPRO, Providence; WDBO, Orlando, Fla.; WFBC, Altoona, Pa.; WSL, Roanoke, Va.: Adv. TBA

CARTOONS
 WHP, Harrisburg, Pa.; WDBO, Orlando, Fla.; WKNB, New Britain, Conn.; KYTV, Springfield, Mo.: Adv. TBA

ZIV TELEVISION PROGRAMS
HIGHWAY PATROL
 WMAR, Baltimore: Restonic Mattresses and Medera Bonded Wine Liquor.

PIRATE
Goodman Promotes 'Long John'

NEW YORK, Dec. 10.—Goodman Noodles, which sponsors "Long John Silver" on WABD here, has had its own pirate on a personal appearance tour of the city's schools. The promotion is proving such a success, that the pirate, Patch — a character out of the show—is now booked solid thru next May. He has visited 171 schools so far, where he talks to assemblies of up to 2,000 students. He shows an episode of the TV film series, gives a talk on the history of piracy, and hands out premiums such as maps and coins. Patch is actually actor Hill Eller.

750G to Plug MCA Series
 NEW YORK, Dec. 10.—MCA-TV will spend an estimated \$750,000 next year on the advertising and promotion of its syndicated film series. The film distributor believes that this will be the largest single allocation in the industry. Plans are also under way to expand MCA-TV's merchandising services. Among the syndicator's 1955 shows are "Dr. Hudson's Secret Journal," "Kit Carson" and the Ray Milland show.

COOPER WANTS 300G LAY-OFF
 NEW YORK, Dec. 10.—Jackie Cooper may soon have the dubious distinction of being one of the best paid non-working entertainers. Borden's reportedly wants to cancel its "People's Choice" stanza, on which it has a 26-week contract which doesn't run out until spring. Cooper, who stars in the series, is holding out for full payment of his salary, reportedly around \$300,000.

TCF-TV Preps New Anthology
 HOLLYWOOD, Dec. 10.—A new half-hour anthology series is scheduled to be placed in production by TCF-TV in January. The program, for which Executive Producer Mike Kraike has been stockpiling scripts for the past nine months, will be the third series to be produced by the 20th Century-Fox television subsidiary. TCF-TV is keeping mum about possible sponsorship, but the likelihood is that New York negotiations are near fruition. Irving Asher, the company's general manager, referred to such talks last week, and said that production would go ahead as soon as things seemed to be firming up.

Sun. Movie Starts WNHC Colorcasts
 NEW HAVEN, Conn., Dec. 10.—WNHC-TV here will do the first colorcast of a feature film on January 1 when it starts a new Sunday afternoon movie show with a package from Associated Artists Productions. The film to be tinted is "Babes in Bagdad."

Organize NAF Com'cial Film
 HOLLYWOOD, Dec. 10.—New TV commercial production company, North American Film Corporation, was formed this week by Eddie Yuhl and Robert W. Larsen with \$200,000 capitalization. Yuhl and Larsen were both formerly engaged with Mercury-International. Financing for the venture is being provided by Maylin Enterprises, Inc., a Los Angeles investment firm. The company has taken over Sunset Stage Studio for its production. Work will begin Monday when a series of spots for McCann-Erickson and 20 Mule Team Borax go before the cameras.

Pat and Bob
 WEAVER'S new contract are not known in all their details, but it's understood that a couple of master salesmen had an interesting tussle when Pat and the General had at each other. That the final result was satisfactory to all, however, was obvious from the happy smiles on the faces of attendees as they headed for home.

Films to Watch

"HIGHWAY PATROL"—Ziv-TV

In its first appearance on The Pulse charts, the new Broderick Crawford show chalked up an amazing record. Its weighted average rating of 10.6 made it the 10th ranking non-network show in the nation, fourth among the syndicated adventure series. In Cincinnati it obtained a slotting right after the powerful "You Bet Your Life," where it walked off with a 23.2 rating, making it the top syndicated show in the market. It was just a hair lower than the competing "Shower of Stars," which drew an average Telepulse of 24.7 in that half hour. In the tough New York market, "Highway's" WRCA-TV booking was the fifth best rating for a non-network show, 7.9. In Detroit its 16.0 made it the sixth syndicated show in that market.

"PASSPORT TO DANGER"—ABC Film Syndication

Mennen just bought this show for 30 markets, including most of the big ones. In those markets in which the Cesar Romero series has already been sold in the past year, it has been a top scorer. In the first November Telepulse charts, published this issue, it is the top syndicated show in the two markets in which it appears—Cleveland and Birmingham. In the October reports published in previous issues "Passport" also ran high: first in Fort Worth, fourth in Philadelphia, sixth in Milwaukee and Indianapolis. Note in the over-all weighted average ratings, it was fifth place among all syndicated shows, second among the adventures.

"CAPTAIN Z-RO"—Atlas Television

This kiddie show has been doing a beautiful job in a Sunday morning slotting in New York the past several months. In the November Telepulse it was the 11th place syndicated show with a 7.2, and it draws with biggest audience in the period with more than 50 per cent share.

WJAR More Than Doubles Movie Ratings

PROVIDENCE, Dec. 10.—WJAR-TV, here, more than doubled its rating on its late night movies after buying a couple of the top packages, changing the name and putting a lot of promotion behind it. Its old "Channel 10 Theater" pulled an average American Research Bureau of 6.5 last August, running 11:15 p.m. to sign off, Wednesday thru Saturday. In the first week in September it started the "Million Dollar Theater" and its first September rating was 15.5. In October, its average was up to 18.6 ARB. Now it has added Tuesday to its late movie schedule.

WJAR bought both packages of Associated Artists Productions, all 47 pictures of General Teleradio and the "Fabulous 40" package of National Telefilm Associates.

Organize NAF Com'cial Film

HOLLYWOOD, Dec. 10.—New TV commercial production company, North American Film Corporation, was formed this week by Eddie Yuhl and Robert W. Larsen with \$200,000 capitalization. Yuhl and Larsen were both formerly engaged with Mercury-International. Financing for the venture is being provided by Maylin Enterprises, Inc., a Los Angeles investment firm. The company has taken over Sunset Stage Studio for its production. Work will begin Monday when a series of spots for McCann-Erickson and 20 Mule Team Borax go before the cameras.

TV Soaps Mouth

Continued from page 9

out. Now that the series is in syndication, however, several local sponsors who deal in automotive lines are distinctly unhappy with the wrecks.

Syndicated sponsors can be divided into five primary categories: Automotives and oil, beers, banks, bakeries, and soft drinks. Producers, therefore, have come to be very careful about utilizing any identifiable product in these classifications, and program content which would be objectionable to such an advertiser is taboo.

Local TV is the area in which television has done the poorest job of policing itself. Although most TV stations subscribe to the NARTB code, many do not adhere to it when it comes to the question of making a buck. It's common practice to overload programs with spots, and to slot the required number of public service shows at 2 o'clock in the morning.

What is evident is that television actually operates under two unwritten codes, the advertiser's and the outlet's, which provide a unique double check. Although there is now discussion about adding a third, or production code, this can only be supplementary and may be superfluous. Although there is leeway for give-and-take, the producer must ultimately conform to the man who foots the bill.

Pat and Bob

Continued from page 5

WEAVER'S new contract are not known in all their details, but it's understood that a couple of master salesmen had an interesting tussle when Pat and the General had at each other. That the final result was satisfactory to all, however, was obvious from the happy smiles on the faces of attendees as they headed for home.

PROGRAMMING—
the key to successful TV advertising

THE BILLBOARD—
the key to successful programming

Continued from page 13

BIRMINGHAM		2 STATIONS
THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)		
1. \$64,000 Question, WBRC, T.	53.3	10. Two for the Money, WBRC, S.
2. I Love Lucy, WBRC, M.	47.3	11. Burns and Allen, WBRC, M.
3. Godfrey's Talent Scouts, WBRC, M.	43.5	12. Lassie, WBRC, Su.
4. Ed Sullivan Show, WBRC, Su.	42.5	12. Meet Millie, WBRC, T.
5. December Bride, WBRC, M.	42.0	14. Millionaire, WBRC, W.
6. Red Skelton, WBRC, T.	39.8	15. Four Star Playhouse, WBRC, Th.
7. I've Got a Secret, WBRC, W.	39.5	15. G.E. Theater, WBRC, Su.
8. Shower of Stars, WBRC, Th.	39.4	15. Groucho Marx, WABT, Th.
9. Disneyland, WBRC, W.	38.5	
THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)		
1. *Dinner Theater, WABT, M. to F.	24.8	6. Circle 6 Ranch, WBRC, M. to F.
2. News Caravan, WABT, M. to F.	21.1	7. *Patti Page, WABT, M. to F.
3. Mickey Mouse Club, WABT, M. to F.	19.6	8. *Circle 6 Cartoons, WBRC, M. to F.
4. *News, Weather, Misc. (6:30 p.m.), WABT, M. to F.	19.4	9. Arthur Godfrey, WBRC, M. to Th.
5. *Circle Theater, WBRC, M. to F.	16.3	10. Bob Crosby, WBRC, M. to F.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES			
Rank	Title (Distributor)	Station, Day-Time	Rating
1.	Badge 714 (NBC)	WBRC, F-10:00	30.0
2.	Passport to Danger (ABC)	WBRC, F-9:30	30.0
3.	Celebrity Playhouse (Screen Gems)	WBRC, Th-9:00	26.3
4.	Highway Patrol (Ziv)	WBRC, T-10:00	26.0
5.	Man Behind the Badge (MCA)	WBRC, Th-9:30	25.0
6.	Little Rascals (Interstate)	WABT, M. to F-6:00	24.8
7.	I Led Three Lives (Ziv)	WABT, T-9:30	24.0
8.	Amos 'n' Andy (CBS)	WBRC, Th-10:00	22.8
9.	Death Valley Days (Pacific Borax)	WABT, S-10:00	21.8
10.	City Detective (MCA)	WBRC, M-10:00	21.5
11.	Waterfront (MCA)	WABT, Su-9:30	19.8
12.	Ramar of the Jungle (TPA)	WBRC, Su-5:30	19.5
13.	Annie Oakley (CBS)	WBRC, T-6:00	19.3
14.	Soldiers of Fortune (MCA)	WBRC, M-6:00	19.0
15.	Guy Lombardo (MCA)	WABT, Th-10:00	18.3
16.	Sherlock Holmes (UM&M)	WBRC, W-10:00	18.0
16.	Grand Ole Opry (Flamingo)	WABT, M-9:30	18.0
18.	Science-Fiction Theater (Ziv)	WABT, Th-7:30	16.5
19.	Count of Monte Cristo (TPA)	WBRC, W-6:00	15.8
20.	*Patti Page (Oldsmobile)	WABT, M. & F-10:00	14.3
20.	Abbott and Costello (MCA)	WBRC, F-6:00	14.3
22.	Cisco Kid (Ziv)	WBRC, S-12:30	13.8
23.	Steve Donovan, Western Marshal (NBC)	WABT, Su-5:00	13.3
24.	Buffalo Bill Jr. (CBS)	WABT, S-12:00 noon	11.5
25.	Long John Silver (CBS)	WBRC, Th-6:00	11.3
26.	*Andy's Gang (Brown)	WABT, S-10:30 a.m.	10.3
27.	*Hunter, The (Tafoa)	WABT, Su-11:00	9.8

EDITORIAL

The Mighty Message

The Billboard takes pleasure in spotlighting in this issue a segment of the television industry which is too often taken for granted: the producers of TV commercials.

It is perhaps so obvious as to be a truism, but repetition cannot obscure the fact that without commercials there would be no television as we know it. The greatest sales medium of all time would be no sales medium at all without the message that sells the goods.

We believe that the editorial material in this issue constitutes a most valuable guide to the present and potential advertiser on television. We have sought to present, in what is to our knowledge the first such comprehensive treatment, basic information which no informed television advertiser can be without.

In publishing this special issue, as in the publication in our weekly issues thruout the year of news and production charts dealing with TV commercials, The Billboard bows low to the men and companies who specialize in this most significant endeavor.

On behalf of the rest of the television industry, gentlemen, we thank you for a job well done. We know that the continued future growth of the medium is assured with so many competent companies now engaged in the production of messages designed to educate the public and thus to accomplish the sponsor's major mission: to sell more and better merchandise to more and more satisfied customers.

Film Commercials: From Tiny Infant To Robust Youth

Budgets May Hit \$30,000,000 For Sponsors' Film Ads in 1955

• Continued from page 1

more for their commercials. (See story on commercial costs this issue.) Not only have labor costs risen, but advertisers are now coming to realize the value of authenticity of detail, which can be expensive, and more attention is being paid to settings. There is also more reshooting to get better results.

As the volume of commercials has increased, agencies have grown to play a more important part in their production. In the early days of the business, most agencies delegated executives with radio backgrounds to work with producers. Now, having more experience, they have established film departments to service their clients. And as heads of these departments they

have hired men with impressive film experience.

One agency, J. Walter Thompson, is unique in that it actually shoots many commercials for its clients, tho it also uses outside producers for specialized processes such as animation.

(Continued on page 20)

Sponsors Turn To Pre-Testing To Insure \$\$

NEW YORK, Dec. 10. — More and more advertisers are turning to the pretesting of commercials as a way of insuring that they get the most out of their TV advertising dollar. Don McCollum, vice-president of Schwerin Research Corporation, told a National Television Film Council session here.

McCollum attributed the increase of pretesting to the rising costs of television. Advertisers today, he indicated, feel that the increasing costs of TV make it more important than ever that their commercials do the best job of selling that's possible. Pretesting "rough" filmed commercials help advertisers decide which commercials will do the best job for them.

McCollum scored film commercial producers for their hesitancy on shooting "rough" commercials for pretesting purposes. "Rather than reducing the number of commercials to be made, it (pretesting) should increase the number, McCollum said.

Pretesting gives agencies an opportunity to try out "radical" ideas that ordinarily would be rejected right from the start because they were too risky. These "radical" ideas, McCollum said, often turn out to be highly effective and are adopted for polished production.

RISING PRICE TAG

Types Vary Film Ads' Cost; Effectiveness Prime Factor

By JACK SINGER

NEW YORK, Dec. 10. — Like most everything else in today's economy, the cost of producing TV film commercials has risen steadily over the past few years. It's been estimated that it costs today approximately 15 to 20 per cent more to shoot a one-minute commercial than it did to shoot that same commercial two years ago.

This cost increase refers only to the technical labor involved. Additionally, talent costs have gone up considerably, in relation not only to the number of live performers used but also in relation to the number of times and markets in which the commercials are aired.

Far from discouraging advertisers, however, the higher costs of

producing and using TV film commercials have been absorbed by advertisers, if not without complaint, at least without any cutbacks in the number of commercials they are producing. The advantages of filmed commercials over live, in fact, have proved themselves so well under fire that the TV film commercial production business is booming along at a more rapid clip than ever before.

Cost Factors

Despite the general price increase, the costs of a TV film commercial can still be held to a minimum depending on a number of factors. One of the most important factors in determining cost is the type of motion picture technique used. There are four types of film technique—live action, stop

motion, limited animation and full animation. Live action is the least costly, whereas full animation is the most expensive. The other important cost factor is the elaborateness of the production, including the number and complexity of optical effects desired. Most commercials, of course, use two and often more of these techniques in their production. (See accompanying box for relative costs.)

A live action commercial can consist of little more than one performer delivering his spiel while sitting at a desk with a minimum of props, or it can consist of a whole family dramatizing a commercial in a luxuriously furnished home. The latter, of course, would be more expensive. Also, generally speaking, live action commercials shot on location are more expensive than those shot wholly in a studio.

Several in Day

It is now an established practice, because of the cost-saving involved, to shoot a number of live action commercials at a time, utilizing the same sets for all of them. Usually at least two or three live action commercials can be shot in a day. Inasmuch as studio space is usually rented on a per day basis and the cost of constructing a set is the same whether it is used for one or more commercials, advertisers find they can shoot three or so commercials at almost the same cost of shooting one.

The cost of producing animation footage can also vary markedly. The important factor that determines cost in animation is the amount of art work that has to go into each drawing. Simple drawings with simple background are much less expensive than drawings that have more details in them. Similarly, if drawings can be used over and over, the costs go considerably down.

Limited Animation

The least expensive type of animation, termed limited animation, (Continued on page 20)

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(Listed Alphabetically by Type of Service)

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CAMERA AUTO TO FILMWAYS

NEW YORK, Dec. 10.—Filmways, Inc., has just bought a camera car that mounts up to five cameras and can carry up to 30,000 watts of light. Marty Ransohoff, executive vice-president, says it is the only specially built camera car here in the East. The Jack O'Hare Auto Rental Service, from which Filmways bought the car, has four of them on the West Coast that are available to producers there on a rental basis only.

The Filmways car is 22 feet long and is built on a Lincoln chassis with a Buick Dynaflo engine. The firm expects to have it in action for shooting auto commercials down South this winter.

Commercials With Entertainment Value Enjoy Substantial Gains

Young Storyboard Firm, Others Add Impetus to UPA Pioneering

HOLLYWOOD, Dec. 10. — The entertainment or amusement commercial is on the way up. Ad agencies and sponsors have recognized its value largely during the past 12 to 18 months, and it now seems firmly established as an integral part of television. At the same time, it is to a considerable degree still in the formative stage.

Basically, the impetus given to the entertainment commercial during the past 18 months must be credited to Storyboard, Inc., a company which itself is not yet two years old. The pioneer in the field, however, is Stephen Bosustow, of UPA, who was making animated entertainment spots as long as seven years ago. Again, Earl Klein, who together with John Hubley guided Storyboard thru its incubative period, went his own way to form Animation, Inc. Each of the three is responsible in part for what is basically a new sales concept.

Others in Field

That isn't to say that others have not contributed. Companies which have played considerable part in developing the entertainment spot—besides those already mentioned—are Ray Patin Productions, Shamus Culhane, Playhouse Pictures, TV Spots, Academy Productions, and Five Star Productions.

One question intriguing the trade these days is this: Just when is a commercial an entertainment commercial? The consensus seems to be that the entertainment commercial tells a story in animated form, making the sales pitch for the product indirectly. A semi-amusement spot starts off the same way, but winds up either displaying the product itself or making a hard pitch for it.

UPA, as far as is known, is the originator of the latter form, a forerunner of the pure entertainment spot. The first of these were made by the company for a Texas beer in 1948. They also marked the first use for television of the UPA style, which consists basically of simple drawings.

It was not, however, until about a year and a half ago that the agencies began to sit up and take notice when Storyboard created spots for Speedway gasoline, a Midwestern product, and the Bank of America. Considerable credit must go to the W. B. Doner agency, Detroit, which pioneered the use of the spots.

Prize Winners

In addition to tremendous popular reaction, the commercials began to garner art and advertising prizes. Then came the one spot which to date has been the topper of them all. "It's a Ford" is probably the most public-accepted commercial in the history of radio and television. At the same time the Jello "Busy Day" spot, produced by UPA, turned out to be in combination with Bob Hope one of the most effective sales weapons the industry has ever seen. Taking cognizance of this, the trade voted the Jello and Ford spots the top places in the 1955 Billboard commercial awards.

What are the motivating factors that have resulted in the emergence of the amusement commercial? Economically they are the growth of television since the freeze, making high-priced animation possible on a more widespread basis, and the new emphasis on quality product. Creatively it is a realization by the agencies that the commercial must be as entertaining as the program, otherwise the viewer will get up and walk away, and the corollary acceptance of Storyboard suggestions from producers, bringing new thinking into the agency field.

Product of Compromise

The last of these has resulted in interesting byplay in the production of animated commercials. The producer's primary thought usually is to tell a story and make the spot entertaining. The agency battles to get exposure for the

sponsor's product. Somewhere in between both compromise, tho it isn't always a happy medium.

Animated commercials are expensive, ranging from \$6,500 to \$15,000 for a one-minute spot. Factors which determine the cost are the number of characters, the complexity of the drawing, color (add approximately 15 per cent), storyboard, sound track and the producing company.

It's no secret in the trade that Storyboard, Inc., is usually the

most expensive, with UPA probably a close second. The reason is fairly obvious. They are the two best established firms and have just about all the business they can handle.

Production Time Factor

A one-minute animated spot takes anywhere from two to three months to produce, with 20-second spots, made in greater volume, taking somewhat less. The usual procedure is for the agency to give a

storyboard to the producer or sometimes to present the problem and ask for storyboard suggestions.

Drawing up a board takes at least a week, and the cost runs as high as \$1,000. It may or may not be done in conjunction with the sound track, which the agency usually prepares. Once the storyboard is approved by the sponsor, which, with revisions, may itself take several weeks, the actual work can begin.

Most companies operate with a director, whose job is to supervise and co-ordinate the animation with the sound track; an animator, who sketches in the characters, and an assistant animator who fills them out. The spot is then filmed, and the rough cut submitted to the agency. On approval, an answer print is prepared.

Agencies think that the entertainment commercial provides one

of the best means of establishing trademarks, and is a top-notch selling tool over a long-range basis. When offering a specific product, demonstrating a technique or preparation or the like, they still favor live-action.

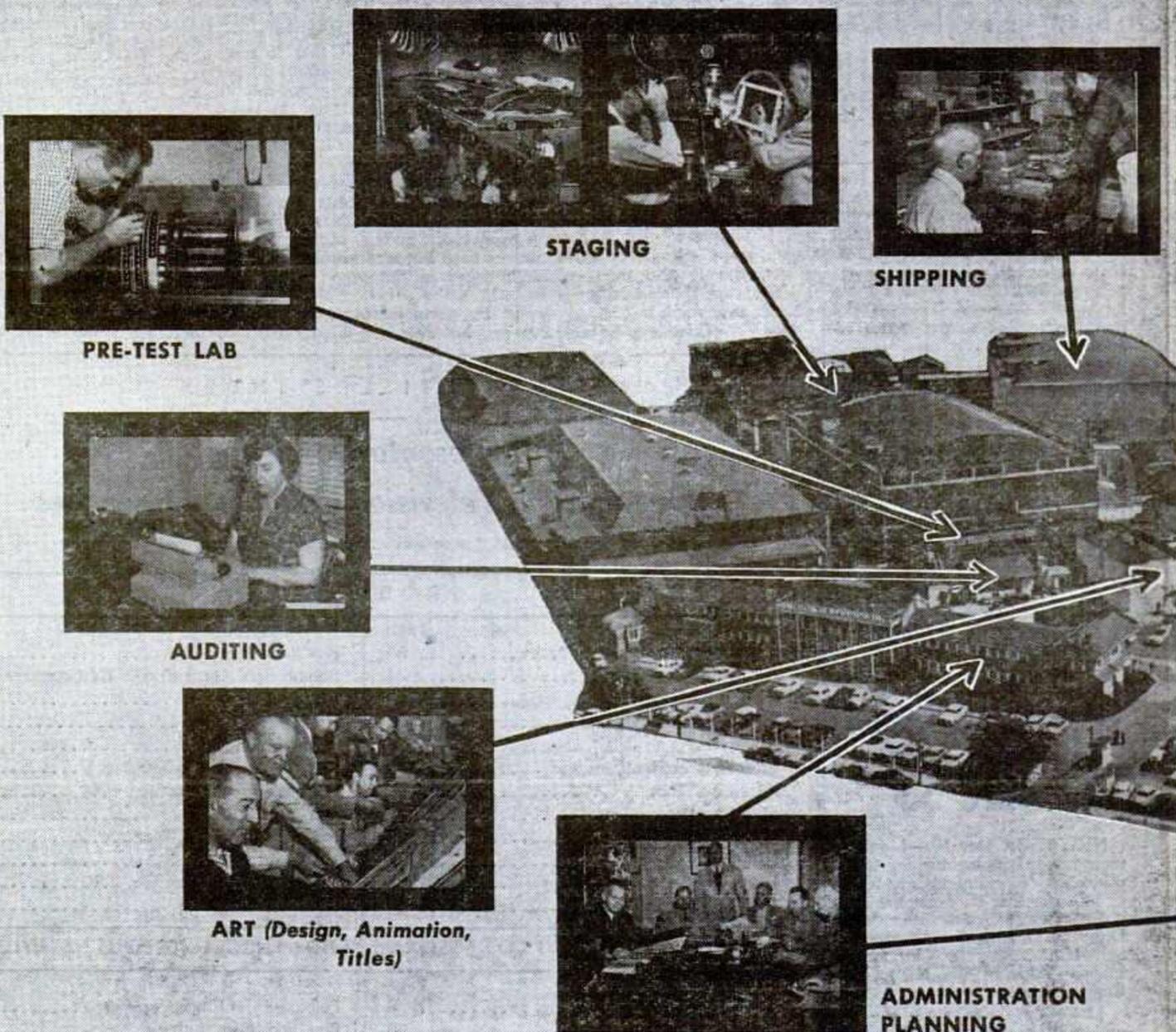
The advantage of an entertainment spot is that it can be used over a longer period of time and be given more exposures than any other, thereby amortizing the high original cost. It can also be retired and then resurrected from time to time. For instance, Bank of America, which is highly pleased with the results, has four different series of spots, using each for a three-month period.

Ownership Hassle

An area of friction which has developed between producers and agencies is over ownership rights

(Continued on page 32)

HERE'S WHAT IT TAKES TO TURN OUT



HAL ROACH Studios

CULVER CITY, CALIFORNIA

RELATIVE COSTS ON 4 TYPES OF PRODUCTION

The following is an outline of the four different types of film techniques used in the production of film commercials in the approximate range of costs involved in using each technique. The costs vary in relation to the elaborateness of the production. For comparative purposes, costs are based on a 60-second commercial spot wholly with one technique. Most actual commercials, of course, use two or more techniques in their production.

Live Action—the filming of live

performers. Three 60-second commercials shot in this technique cost between \$3,000 to \$6,000 or more.

Stop Motion—filming inanimate objects one film frame at a time, moving the objects slightly before each frame is shot, so that the final film result will have these inanimate objects move smoothly in life-like fashion according to a desired pattern. A one-minute commercial shot wholly in this process costs between \$4,000 to \$5,000 or more.

Full Animation—filming of indi-

vidual drawings, each drawing differing slightly for each frame of film, so that the final film result will show a smooth, life-like movement of the images. The cost for this type of filming varies from \$70 to \$110 per foot of film. A one-minute spot (90 feet of film) shot wholly in this process would cost from \$6,500 to over \$15,000.

Limited Animation—a simplified form of full animation. The effect is usually more stylized than full animation. The cost of this process varies from approximately \$35 to \$80 per foot of film. A one-minute spot shot wholly in this process would range in cost from \$3,000 to \$7,000.

Open-Ends Stack Up As Local Ad's Best

By GENE PLOTNIK

NEW YORK, Dec. 10—Probably the most convenient and economical vehicle for the local sponsor to use in TV is the open-end syndicated film commercial. To be sure, many a local advertiser can do an effective sales job in a live commercial produced by the local station. But it is rare that a live blurb will have the charm or the attention-getting eye appeal that can be produced so well on film. Since film production tends to be too expensive for the smaller bankroller, his best recourse is the

cost-spreading advantage of syndicated film.

The blurb syndication business has grown steadily and quietly over recent years. It is a much smaller business than program syndication. Most program distributors are not too aware of the commercial syndication business. But most of them are aware of the problem that the local sponsor has when he buys a first-rate film program and then is at a loss for an equally impressive method of getting over his sales message.

Star's Spiel

Most program distributors are now able to deliver made-to-order commercials in which the spiel is done by the show's star. Usually only the big city and regional sponsors can afford these. A couple of distributors have at times toyed with the idea of making integrated open-ends. But none have ever actually done it.

The blurb syndication field is not nearly as competitive or highly supplied as program syndication. There are only about 10 companies in spot syndication. Most, but not all, of them are also in the business of producing made-to-order TV film commercials. In addition, most are in a line, such as theatrical spots or radio transcriptions, that require their getting out into the field. In other words, the open-end films are usually a sideline that fits into the over-all operation.

The biggest operators in the field are said to be the Alexander Film Company (Colorado Springs, Colo.), Kling Studios (Chicago), Harry S. Goodman Productions (New York) and J. Armstrong & Company (New York). The majority of this field are headquartered outside New York.

Package Production

They produce the open ends in packages. Often the packages are made up of 20-second blurbs that can be edited together into one-minute spots where needed. There are altogether about 45 packages on the market. Banks and savings and loan associations are the best covered, with nine packages. Beer is next with five packages, then bread with four. Next best covered are automotive, milk and ice cream businesses.

There are also more generalized groups such as Harry Goodman's weather and Christmas shopping jingles.

In most instances the distributor will also provide the sponsor's identification. The packages are mostly sold on one-year contracts. A few are sold in perpetuity. Prices on the various packages range from a low of around \$150 to a high of around \$3,000.

Syndication

Following a trend in program syndication, a number of operators in this field are now reluctant to produce new material on speculation. Goodman, for instance, says he will make new open ends only if he can start off with a firm order from a local or regional client who will allow him to syndicate the films in other markets. The originating client will thus get a price reduction or a royalty on the syndication income.

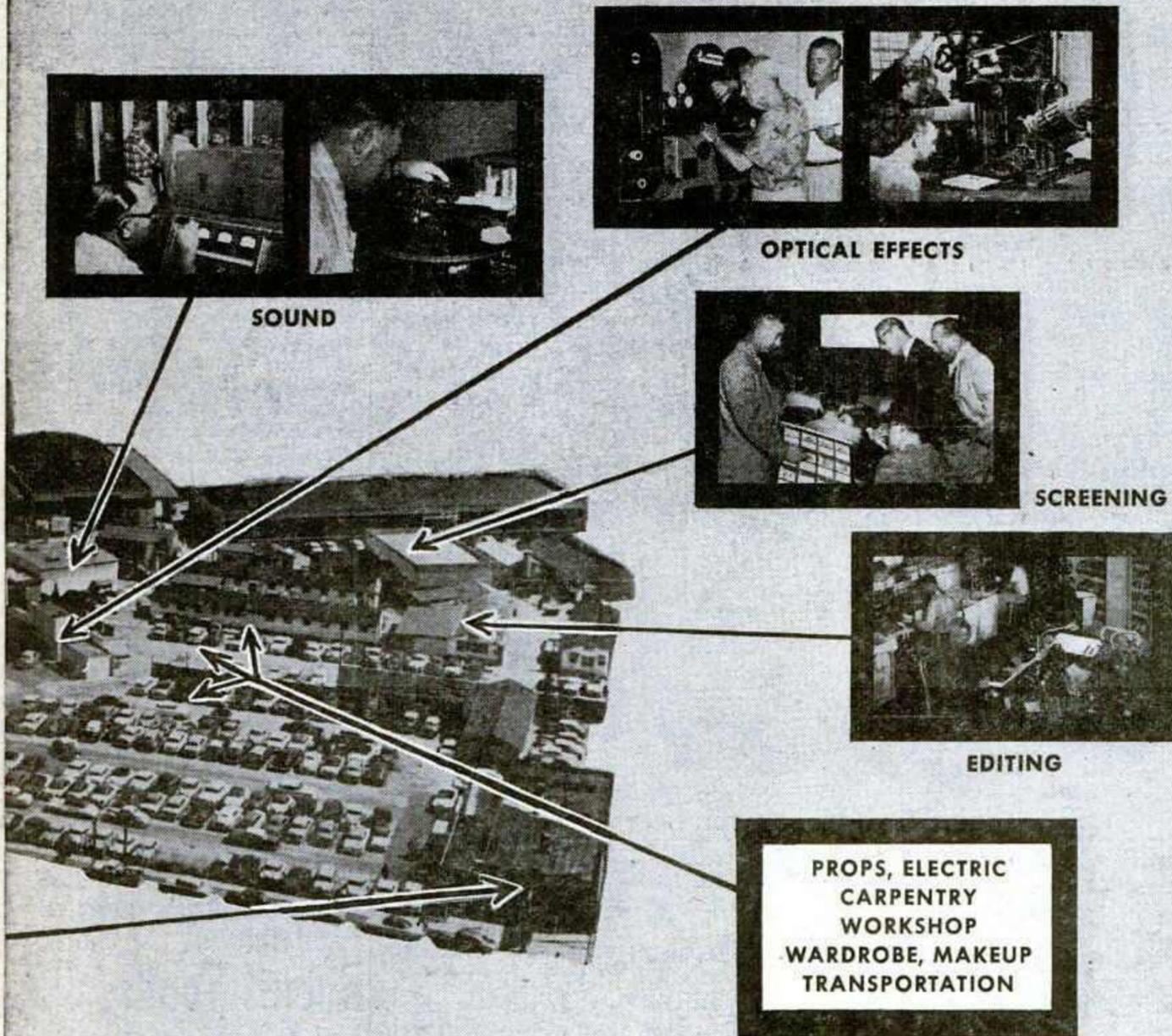
Alexander shoots one package a year. If the package sells well enough to bring back production costs plus profit, it will shoot another package the following year.

Alexander figures a budget of \$20,000 to produce a package, which consists of 13 20-second spots. It expects to gross about \$250,000 from open-end syndication this year.

'Willy' to KHJ-TV In Vidfilm Drive

HOLLYWOOD, Dec. 10.—KHJ-TV, General Teleradio outlet, this week bought another show in its new emphasis on vidfilm programming, purchasing "Willy," a net rerun starring June Havoc. Series will be slotted at 8-8:30 p.m., Mondays.

EFFECTIVE TELEVISION COMMERCIALS



World's Largest Commercial Television Film Studios

HAL ROACH, Jr., President

SIDNEY S. VAN KEUREN, Vice President-General Manager

JACK W. REYNOLDS

Production Manager, Commercial Division

J. PETER WHITEHEAD

National Representative

Planning Can Save On Optical Effects

NEW YORK, Dec. 10.—Advertisers often waste money by leaving to optical effects houses certain chores that can be done more economically in earlier stages of production of a commercial, according to Sam Levy, of Eastern Effects.

If agencies and producers would consult the optical firms before going into production with a commercial, Levy stated, the optical specialists could point out to them what effects could be done by the producers at less cost than would be required by the optical effects people. Some effects, he pointed out, can be done only by the optical effects firms. But others can be done equally as well, and less

expensively, by the producer of the commercial.

Levy also had some cogent things to say about why optical effects personnel often get gray before their time. Commercials often fall behind in their production schedule in the earlier stages of production before they reach the optical effects houses. Producers, in an effort to make up this lost time and get the commercial finished on schedule, put heavy pressure on the optical effects personnel to complete their part of the job in much less time than a satisfactory job requires. It is often impossible to fulfill their requests, and the optical houses, being the last of the creative workers on a commercial, are often blamed for

(Continued on page 34)

Producers' Groups in Key Cities Keep Watch on Blurb Standards

NEW YORK, Dec. 10.—In the three top cities the producers of TV film commercials have associations that keep constant watch on the standards of their trade and the interests of those they serve. In general the blurb producers are longer and better organized than their confreres in programming. The three organizations have had cursory discussions about amalgamating.

The Film Producers' Association of New York is about to launch a membership drive for 1956. Its membership heretofore was confined to the top producers of industrials and commercials who had a common bond of interest. There are now 21 companies in FPA, including Transfilm, Sarra, Screen Gems and United World Films.

Two factors have persuaded FPA

leadership to stump for more membership. The demise of the Association of Documentary and TV Film Craftsmen (CIO) last year put all technicians under centralized jurisdiction, that of the International Alliance of Theatrical Stage Employees (AFL). Thus all producers here now face a common labor front on their technicians. Secondly, a number of smaller producers have now grown up to the first rank.

FPA was formed by eight companies here exactly five years ago. The problem that brought them together then was the negotiation of a film editor's contract. In its early days FPA also did quite a bit of research and campaigning for a production center.

FPA was in the negotiations for the last two Screen Actors' Guild contracts on film commercials. Last

year it produced a test reel to compare the different processes in color film production. It has been trying to put up a test case to get a better definition of the New York City sales tax as it applies to film. It recently formulated a policy to standardize print pricing on spots and to improve quality control.

Walter Lowendahl, president (he's executive vice-president of Transfilm), says that FPA is not quite ready to begin talking turkey on the subject of a national organization. First the members want to put their own house on a firmer foundation.

Lowendahl expects that FPA will be ready to lay specific plans for amalgamation in another year. Whether the move can actually begin taking shape that soon, of course, depends on the American Association of Film Producers in Chicago and the Film Producers' Alliance in Hollywood.

A number of the animation producers formed a temporary association here last year for their negotiations with the Screen Cartoonists Guild. That group has since been dissolved, but most of its members have indicated their intention to come into FPA. FPA's dues is \$400 a year. If its membership drive succeeds it will set up a permanent office and hire a full-time executive secretary.

CAMEO COPPER CLEANSER • CORNING GLASS WORKS, PYREX WARE

DITZLER PAINTS • GENERAL ELECTRIC RADIO AND TELEVISION

SBTS • GILLETTE RAZORS AND BLADES, U.S. AND CANADA

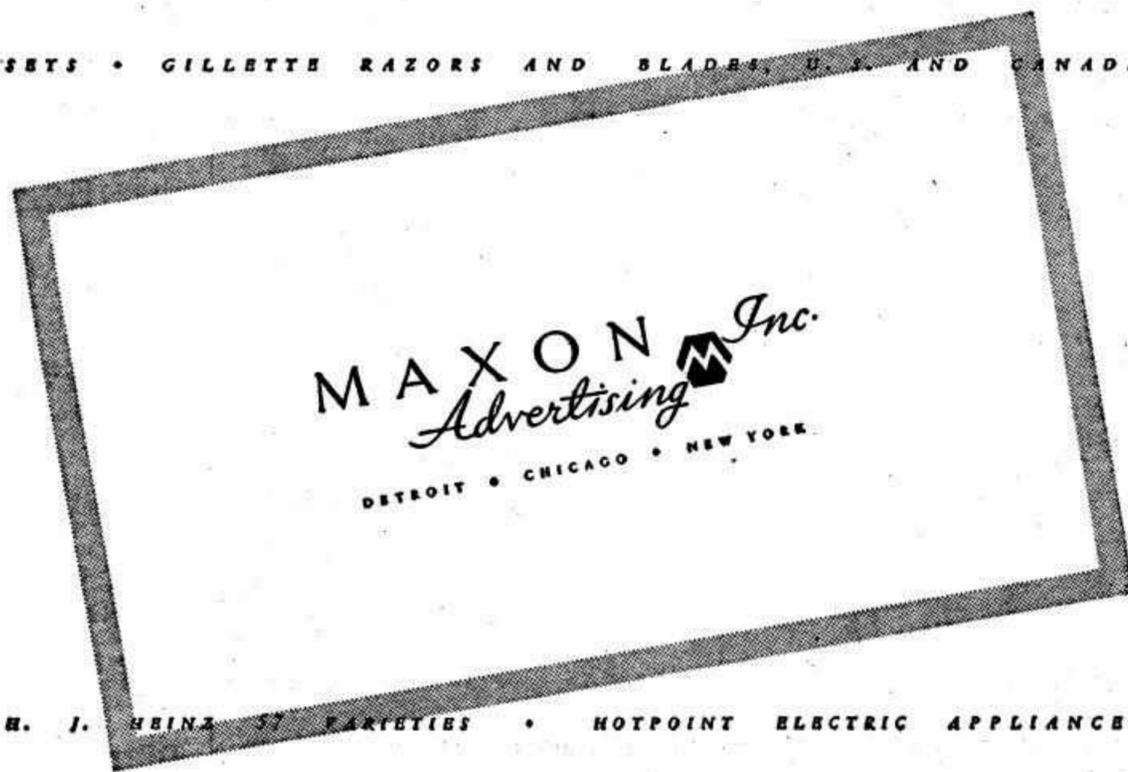
H. J. HEINA 57 VARIETIES • HOTPOINT ELECTRIC APPLIANCES

LINCOLN NATIONAL LIFE INSURANCE COMPANY • MOHAWK CARPET

MILLS • PFEIFFER'S BEER • PITTSBURGH PLATE

GLASS PAINT DIVISION • SUN-MAID RAISINS

STRAN WALKER PRIVATE CELLAR, TEN HIGH WHISKEY



Types Affect Film Ads' Cost

• Continued from page 17

is one where each drawing can be used for a greater number of film frames, the result being that fewer drawings are required per foot of film. The drawings generally used in limited animation are of the very simple caricature type, which additionally helps to keep costs down to a minimum.

Despite the increase in the cost of TV film commercials, advertisers today are going in for more elaborate and costly types of commercials than they did previously. One reason for this, of course, is that the American economy today is healthier than it's been at any other time in its history, and advertisers are selling more goods and are spending more in advertising than they ever did before. But perhaps an even more important reason is that TV today is reaching more people, and advertisers, aware of this fact, are more willing, and even eager, to spend more in coming up with the best possible commercials.

From Infancy to Robust Youth

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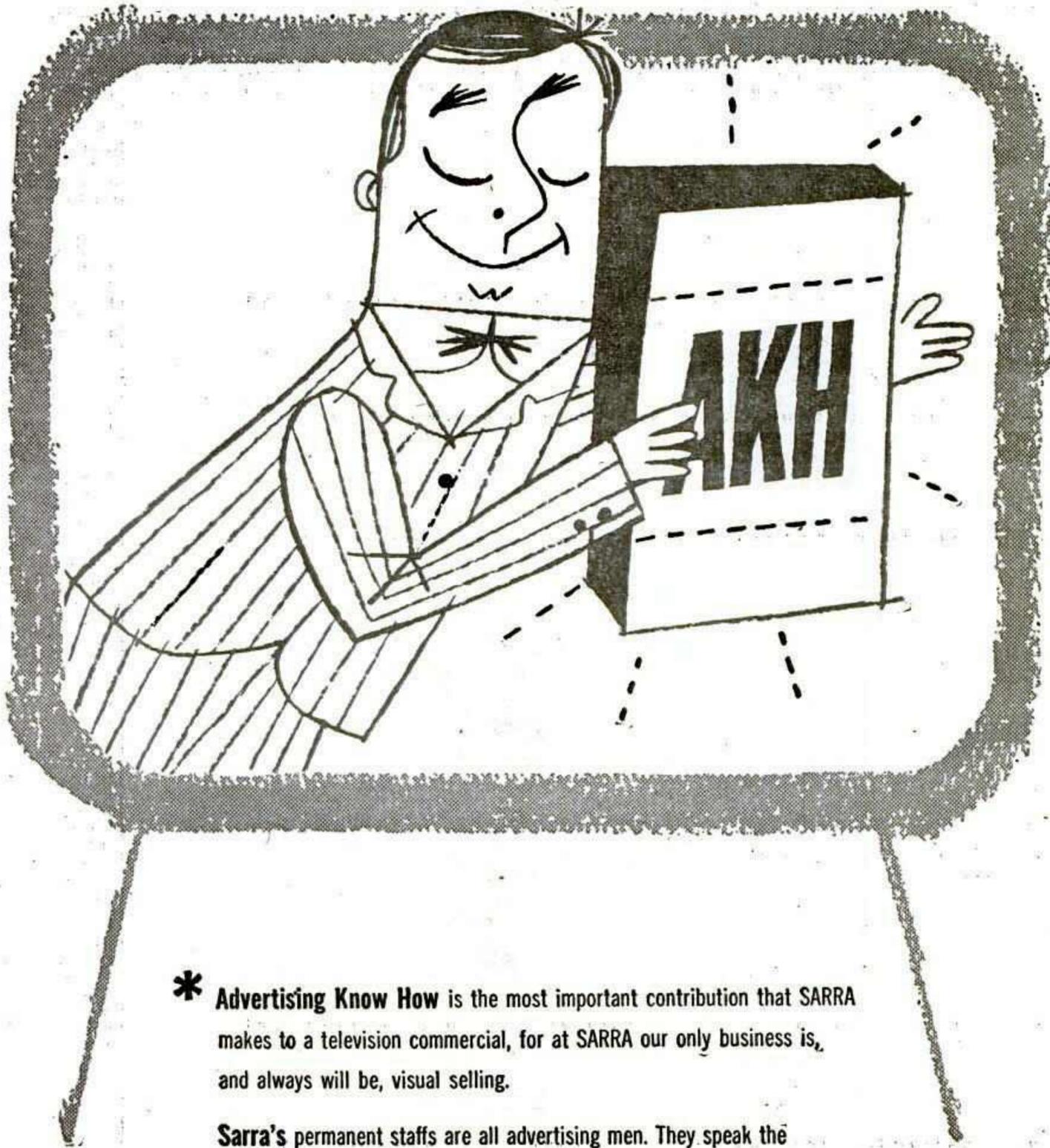
There is currently much shooting of color film commercials for advertisers who use them on the many color shows being programmed this season. Their cost is estimated as being 25 per cent higher than black and white filmed commercials.

What will the future bring to commercial film production? Many producers are eagerly awaiting the development of tape, and beyond that, color tape. These new electronic processes will enable producers to see their results, almost as quickly as they are shot, and should lower the margin of error.

By and large, the commercial film business can look forward to a rosy and productive future. TV is still a young industry, and commercial film production is bound to grow along with it.

It's not a secret ingredient . . . it's

AKH*



*** Advertising Know How** is the most important contribution that SARRA makes to a television commercial, for at SARRA our only business is, and always will be, visual selling.

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SARRA INC.

Specialists In Visual Selling
 New York: 200 East 56th Street
 Chicago: 16 East Ontario Street

Television Commercials

Photographic Illustration

Motion Pictures

Sound Slide Films

CO-OPERATION!

Bressler Asks More Leeway for Ad Writer

NEW YORK, Dec. 10.—TV commercial copywriters should be given a bigger part in the production of their commercials and, in fact, should even have a hand in the agency's selection of the film production firm that will shoot the commercial, according to Harry Bressler, TV copy supervisor at McCann-Erickson.

In a speech delivered at a National Television Film Council Forum, Bressler told commercial producers that they are making a mistake by not seeking the co-operation of copywriters in the produc-

tion processes. A writer thoroughly familiar with production technique can be of tremendous aid to the producer, he said. Because of his familiarity with what the commercial should attempt to achieve, he can help the producer turn out a commercial that exactly suits the client's needs and would, as a result, be received with acclaim by the client and the agency, Bressler believes.

Even writers who are unfamiliar with production technique should be welcomed by producers, Bressler feels, because the sooner such writers learn production the sooner they will be in a position to write good commercials.

Go West, Young Man, Say Agencies to Ad Producers

The New York Still Has the Edge, H'wood Production Bounds Ahead

HOLLYWOOD, Dec. 10.—Is the East to West movement which has occurred in television in general repeating itself in commercial production? The ad agencies think so. Producers answer by pointing to their production figures. The top ones have increased business by as much as 100 per cent during the past year. Almost all of them are working at capacity.

There are no accurate figures as to what per cent of production is where. Educated guesses by agencies range from 60-40 in favor of New York to a 50-50 split. They believe that last year New York

had a two to one or three to one edge, and the year before that about four to one.

Better Facilities

Why the Westward movement? Probably the primary reason is the better facilities available on the Coast. Similarly, there is a large talent pool. Stars, who would not fly to New York to do a spot, can be had in Hollywood. Cost, which once was considerably less in New York, is beginning to even out, and there has been a new emphasis on quality.

Just as important are the

changes which have taken place in producer and agency thinking. Producers who used to shun commercials as a chore have come to consider them as a bread-and-butter operation. Agencies, who traditionally have favored New York as a place of production because they headquarter there, have set up or are setting up commercial departments in their Coast offices. The men in charge, such as Ray Wagner of Y.&R., Tom Ormstead of J. Walter Thompson, Walt Tibbals of BBD&O, etc., have both authority and know-how, so that it is no longer necessary for Eastern toppers to fly out every time a one-minute spot is made.

Companies Growing

There has been a noticeable trend toward larger production companies. Altho, as with everything in the commercial field, there are few accurate records, the toll of small firms that have folded during the past two or three years is high.

Why? Some made bad production estimates and failed to weather the storm. Others were only fly-by-nights in the first place. The principal reason, however, is probably the seasonal nature of the business. It's good in the early fall, in winter and in spring, but in between producers find themselves sitting around twiddling their thumbs.

With large TV film makers this problem is attenuated. They use the same crews and facilities for commercial as for entertainment film. The busy and slack periods complement each other to some degree. And the TV commercial represents a sure, quick profit, whereas the TV entertainment film is rarely a big money maker until several years have passed.

Commercial Divisions

As a result nearly all of the large TV film companies have formed their own commercial divisions. The real tipoff, however, is that one of the majors, which isn't even in the entertainment TV field, has jumped into commercial production with both feet. U-I's subsidiary, United World Films, is one of the two top-grossing companies in the business, vying with Hal Roach Studios for first place. According to Peter Whitehead, chief of the latter's commercial division, billings this year will be \$1.5 million.

Other top commercial divisions are at Desilu, Roland Reed-Cross Krasne, and McCadden. Kling and Cascade Pictures head the list of commercial production companies, others being Jerry Fairbanks, Jerry Courneya, the animation firms (see story elsewhere this issue) and numerous smaller outfits.

Many companies like Mercury-International, Jack Denove Productions, Studio City TV, and Jack Chertok, draw no distinct line between their commercial and entertainment film operations. Others, such as Four Star, Revue, Ziv, Screen Gems and TCF-TV produce commercials primarily for their own clients.

\$500 to \$12,000

Cost of commercials ranges from \$500 to as high as \$12,000, with most falling in the \$1,800 to \$7,000 range. Factors which determine cost are the number of actors used, number and kind of sets, lighting, number of spots to be shot at one time, the optics required, time when needed (if a commercial can be shot at the convenience of a producer it is usually cheaper), animation, whether a star is to be used, the number of prints and, of course, the length of the commercial.

Regarding the latter, the most prevalent in live-action is one minute, the time spread being from 10 seconds to 1:45 minutes.

Nearly every agency has its own director to supervise the commercials, following their production

(Continued on page 32)

VIDEO VERNACULAR

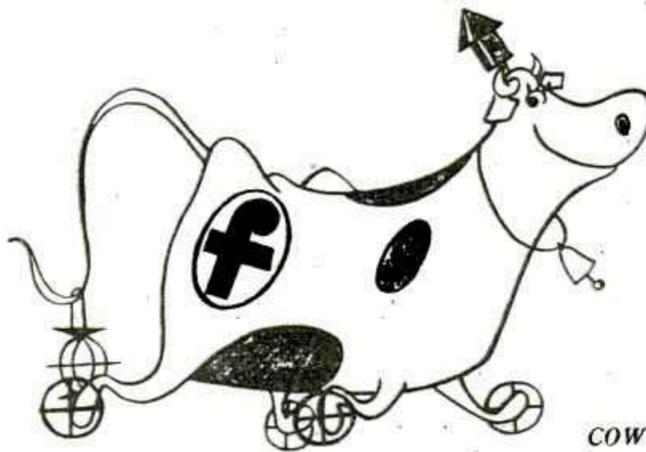
Storyboard, Inc. is proud to have contributed to the vernacular of TV and the folklore of America an outstanding array of original phraseology and characters:



"Ask for it by name . . . M-O-N-E-Y"



"Man, that's real BOPcorn!"



COW TRAIN



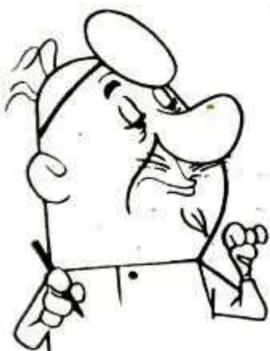
FAYGO KID



FRED FLUFF



REDDI-WIP FIREMAN



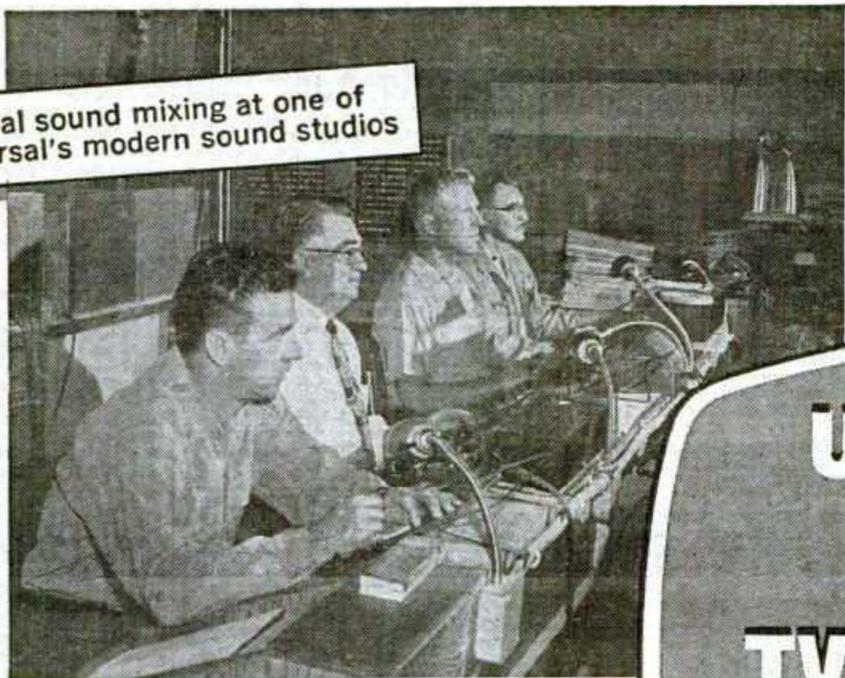
"Had it long?"

Storyboard, Inc.

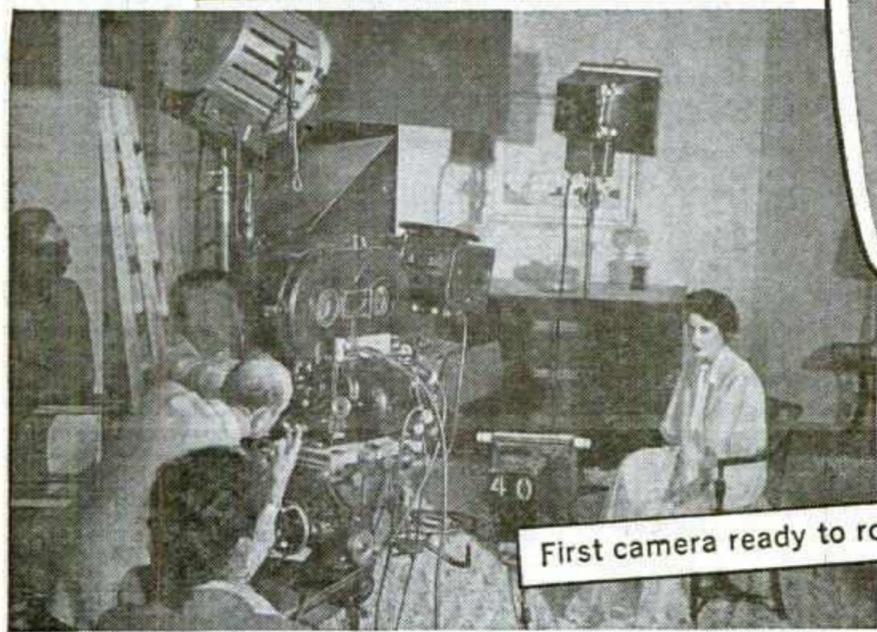
Hollywood: 8490 Melrose Ave. (46), WEbster 3-1946

New York: 35 West 53rd Street (29), JUdson 6-3288

Final sound mixing at one of Universal's modern sound studios



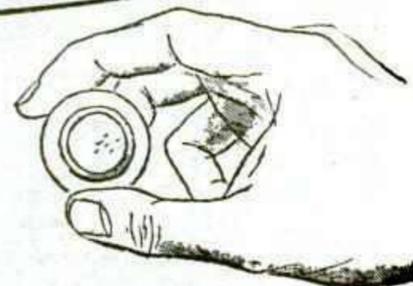
**UNITED WORLD
GIVES YOUR
TV COMMERCIALS
the
professional touch**



First camera ready to roll



Bud Westmore, famous make-up artist, preparing make-up for extreme close-ups



AS A SUBSIDIARY of Universal-International, United World utilizes the full facilities of the 350 acre Universal-International studio, Hollywood, California in the production of *television film commercials*. No other commercial film producer can match these film-making advantages. Only at United World can you get the *professional touch*... at less cost per production dollar.



A subsidiary of Universal Pictures Co., Inc.
445 Park Avenue, New York, N. Y. PLaza 9-8000
Production Headquarters, Universal-International Studio
Universal City, California STanley 7-1211

**Some United World
TV film commercial clients:**

- | | | | | |
|--------------------------|-----------------------------------|--------------------|---------------------------------------|-------------------|
| B. F. GOODRICH | COCA COLA | GENERAL ELECTRIC | PHILIP MORRIS
Marlboro Dunhill | SCHLITZ |
| BUDWEISER | COLGATE-PALMOLIVE
Lustre Creme | GENERAL TIRE | PROCTOR & GAMBLE
Joy Spic and Span | STUDEBAKER |
| BULOVA | DU PONT | LEVER BROS.
Lux | R. J. REYNOLDS
Camels | SUNSHINE BISCUITS |
| CHRYSLER CORP.
DeSoto | | PEPSI COLA | | TONI |

The Billboard Scoreboard **FILM PRODUCER CREDITS**

The following is the most complete list available of producers of TV film commercials, and the advertisers for whom they turned out commercials during the past year.

This list is the result of cross-checking the extensive material carried in each issue of The Billboard in its weekly "Commercials in Production" feature against the massive research done by Jerry Leichter's Television Index, Inc., for Ross Reports on Television, 551 Fifth Avenue, New York 17, N. Y.

ACADEMY FILM PRODUCTIONS
123 W. CHESTNUT ST., CHICAGO
American Assn. of Bakers, Anheuser-Busch, J. C. Branscombe Prods., Campbell Soup Co., Canadian Ace Beer, Chesty Foods, Diversey Machine Works, General Electric, Holsum Prods., Mars Oldsmobile, Prado Wine Co., Rollit Prods., Speedway Petroleum, Top Pop Prods., Wisconsin Independent Oil Co.

ACADEMY PICTURES, INC.
588 FIFTH AVE., NEW YORK
A. P. Paris Corp., B. C. Remedy Co., Bosco Co., Campbell Soup Co., Carrier

Corp., J. A. Folger & Co., National Guard Bureau, New York Telephone Co., R. J. Reynolds Tobacco Co.

ALEXANDER FILM CO.
ALEXANDER FILM BLDG.,
COLORADO SPRINGS, COLO.
American Can Co., American Motors, Carlson-Prink Dairy Co., Denver Milk Prods., Dixie Mills Co., Fairmont Foods Co., General Insurance Co. of America, General Motors-Frigidaire Div., Maplecrest Farms, Mayflower Warehousemen's Assn., Merchant's Biscuit Co., Peterson Baking Co., Sacony Vacuum Co., White King Soap Co., Weyer Watch Co.

ALL SCOPE PICTURES
BOX 16813, HOLLYWOOD
Calif. Prune & Apricot Growers, Chet's Famous Foods, Cinch Prods., General Paint Corp., Kraft Food Co., Safeway Stores, Weber & Lonie Clothing Co.

AMERICAN FILM PRODUCERS
1600 BROADWAY, NEW YORK
AVCO Mfg.-Bendix Div., Bristol-Myers, Duff Baking Corp., Toni Co., U. S. Army.

ANIMATED PRODUCTIONS, INC.
1600 BROADWAY, NEW YORK
Chunky Chocolate Co., Henry Heide Co., Walter H. Johnson Candy Co., Old Dutch Coffee Co., Yonkers Raceway.

ANIMATIONS, INC.
8564 MELROSE AVE., HOLLYWOOD
Pabst Brewing Co.

J. C. ARMSTRONG & CO.
19 W. 44TH ST., NEW YORK
Sick's Seattle Brewing Co.

ATLAS FILM CORP.
228 N. LA SALLE, CHICAGO
AVCO Mfg.-Crosley Div., Beatrice Creamery, Blue Plate Foods, Chase Bunte Candy, Greyhound Corp., Lanolin Plus, Rath Packing Co., Robbins & Myer, Standard Oil of Indiana, Sunbeam Corp., Swift & Co.

ATV FILM PRODUCTIONS
35-01 NORTHERN BLVD.,
LONG ISLAND CITY, N. Y.
Chase & Sanborn, Marlin Firearms, Procter & Gamble, Remington-Rand, Standard Brands, Sterling Drug Co.

AUDIO PRODUCTIONS
630 NINTH AVE., NEW YORK
American Telephone & Telegraph, B. C. Remedy Co., Borden Co., Chase-Manhattan Bank, Daystrom Corp., Duffy-Mott Co., Electric Consumer Advertising Program, Elgin National Watch Co., General Foods, Goodyear Tire & Rubber Co., Knouse Foods Co-operative, Remington-Rand, Singer Co., Sunshine Biscuit Co.

BILL BAIRD STUDIOS
334 W. 70TH ST., NEW YORK
Drackett Co.

BANDELIER FILMS
1839 LOMAS BLVD. NE,
ALBUQUERQUE, N. M.
No credits available

JACK DENOVE PRODUCTIONS
7142 SUNSET BLVD., HOLLYWOOD
Bank of America, Bond Bread, Burgermeister Beer, De Soto, Du Pont, General Electric, Hamilton Watch, Laura Scudder Foods,

Lucky Strike, M J B Coffee, Pacific Telephone Co., Palmolive Soap, Par-T-Pak Beverages, Richfield Oil, Royal Crown Cola, Standard Oil Co. of California, TWA Airlines.

BAY STATE FILMS
AGAWAM, MASS.
Westfield Manufacturing Co.

BEACON TELEVISION FEATURES
118 NEWBURY ST., BOSTON
Durkee-Mower, Inc., Old Stone Bank of Providence, Salada Tea Co.

GEORGE BLAKE
1600 BROADWAY, NEW YORK
American Dietads Co., American Tobacco Co., Babbitt Co., Block Drug Co., Colgate-Palmolive Co., Consolidated Edison Co., E. I. du Pont de Nemours, Economics Laboratory, Inc., Ferber Corp., Fluffy Frosting Co., General Baking, General Electric, General Foods, Grossinger Bread Co., Grove Labs., Golden Gift, Inc., Johns-Manville, Knomark Manufacturing Co., Lever Bros., P. Lorillard & Co., National Carbon Co., Piel Brothers Brewing Co., Lydia Pinkham Co., R. J. Reynolds Tobacco Co., Ronzoni Macaroni Co., Satina Co., Simmons Co., Standard Brands.

S. W. CALDWELL, LTD.
447 JARVIS ST., TORONTO, ONT.
Canadian Cancer Society, Community Chest, General Foods, Edward Hawes, Ltd., Instant Milk Co., Marvel Diamonds, Mercury Luma Watch Co., Mother Parker Tea Co., Rap-Rite Paper Co., Robin Hood

Flour Co., Simoniz Co., Swift Canadian Co., H. Alan Towers Agency, Wilson's, Ltd.

LARS CALONIUS
45 W. 45TH ST., NEW YORK
General Foods, Gulf Oil Corp., T. J. Lipton, Inc., Penick & Ford, Stephen F. Whitman Candy Co.

CARAVEL FILMS, INC.
730 FIFTH AVE., NEW YORK
American Radiator & Standard Sanitary Corp., Colgate-Palmolive, Gulf Oil Corp.

CARTOONISTS
100 E. OHIO ST., CHICAGO
Boyer International Labs., Morton Salt Co.

CASCADE PICTURES OF CALIFORNIA, INC.
1027 N. SEWARD ST., LOS ANGELES
Helene Curtis Industries.

CENTRAL TELEFILMS, INC.
801 N. SHERIDAN ROAD, PEORIA, ILL.
Chevrolet Dealers Assn., Fehr Brewery, National Broom Mfg., Reich Brewery, Rival Packing Co., Servisoft Co.

CHAD ASSOCIATES, INC.
40 E. 49TH ST., NEW YORK
P. Ballantine & Sons Brewing Co.

CHICAGO FILM LABORATORY, INC.
56 E. SUPERIOR AVE., CHICAGO
Allis-Chalmers Manufacturing Co., Best Foods, Morton Salt Co., Rath Packing Co.

CINEFFECTS
115 W. 45TH ST., NEW YORK
General Cigar Co., General Dynamics Corp., Schaefer Brewing Co., Singer Co.

CINE-TELE PRODUCTIONS
6327 SANTA MONICA BLVD.,
HOLLYWOOD
State of California.

COFFMAN FILM CO.
4519 MAPLE AVE., DALLAS
Armour & Co., Cabell's, Inc., Continental Trailways Bus System, Dallas Community Chest, Dallas Red Cross, Ford Motor Co. Heart Assn., Kruger Jewelry Store, Lone Star Boat Mfg. Co., Parish Chevrolet Co.

COMMERCE PICTURES
525 POYDRAS ST., NEW ORLEANS
Baumer Foods, Inc., Brown's Velvet Dairy, Leson Chevrolet Co., Paretti Pontiac Co., Jefferson Parish Developers.

CONDOR FILMS, INC.
1006 OLIVE ST., ST. LOUIS
American Fixture Co., American Furnace Co., Banquet Canning Co., Branchell Co., Griesedieck Brothers Brewing Co., Ralston-Purina, Union Electric Co., United Van Lines, Warson Co.

JERRY COURNEYA PRODUCTIONS
623 N. ALMOUNT DR.,
WEST HOLLYWOOD, CALIF.
James Cashman Buick Co., Chimes Beaute Centre, First Western Savings, Palmer Mfg. Co., Adam Scheidt Brewing Co.

CLAYTON COUSENS PRODUCTIONS
436 W. 57TH ST., NEW YORK
Bee-Hive Corn Syrup Co., Brock Candy Co., Caryn-Gae Co., Colonial Stores, Loblaw's Groceries, Minute Maid Corp., Northam Warren Corp., Procter & Gamble.

THOMAS CRAVEN FILMS, INC.
108 W. 56TH ST., NEW YORK
Mutual of Canada Insurance Co.

SHAMUS CULHANE PRODUCTIONS
207 E. 37TH ST., NEW YORK
Cantrell & Cochrane Corp., Genesee Brewing Co., Hoffman Beverage Co., Andrew W. Jergens Co., Lever Bros., Northam-Warren Corp., Sunshine Biscuit Co., U.S.A.F., West End Brewing Co., Zotos Pharmaceutical Co.

GORDON M. DAY PRODUCTIONS
108 E. 30TH ST., NEW YORK
American Greeting Cards Inc., Community Coffee, Corn Products Refining Co., Metallizing Engineering Co., Quaker City Chocolate Co., Westinghouse Electric Co.

JACK DENOVE PRODUCTIONS
7142 SUNSET BLVD., HOLLYWOOD
Bank of America, Burgermeister Brewing, Colgate-Palmolive, E. I. du Pont de Nemours, Empire Oil Co., General Electric Co., Pacific Telephone & Telegraph Co., Standard Oil of California.

DEPCTO FILMS, INC.
254 W. 54TH ST., NEW YORK
Boyle-Midway Co., Christmas Club-A Corp., Church-Dwight Co., Coast Fisheries, A. B. Davis Co., Family Circle, Inc., General Motors-Buick Div., David Kahn, Inc., T. J. Lipton Co., Sylvania Electric Prods., U.S.A.F.

DESILU PRODUCTIONS
846 N. CAHUENGA BLVD.,
HOLLYWOOD
Block Drug Co., Brown & Williamson Tobacco Co., Chrysler Corp.-Dodge Division, General Foods, Phillip Morris, Ltd., Procter & Gamble.

DIXIE FILMS
MEMPHIS TENN.
Midwest Dairy Co., Stewart's, Inc.

DYNAMIC FILMS
112 W. 89TH ST., NEW YORK
American Radiator & Standard Sanitary Corp., Barr's Jewelry, Bulova Watch Co., Cities Service, Mrs. Baird's Bread Co.

DOUGLAS PRODUCTIONS
1425 S. RACINE, CHICAGO
Bulk Petroleum Corp., Helzberg Diamond Shops, Quaker Manufacturing Co., State Pharmacal Co., Walgreen Drug Co.

PETER ELGAR PRODUCTIONS
18 E. 53D ST., NEW YORK
American Home Prods.-Whitehall Pharmacal Div., American Chiclet Co., American Sugar Refining Co., American Telephone & Telegraph, Beechnut Packing Co., Burlington Mills, Canada Dry Ginger Ale Inc., General Foods, Genesee Brewing Co., Grocery Store Prods., Gulf Oil Corp., Hills Brothers Coffee Inc., Jergens Co., V. La Rosa & Sons, Lever Brothers, Liggett & Myers Tobacco Co., National Biscuit Co., Noxzema Chemical Co., Pabst Brewing Co., Procter & Gamble, Plymouth Co-op Advertising, Remington-Rand, Revlon Corp., R. J. Reynolds Tobacco Co., F. & M. Schaefer Brewing Co., Sterling Drug Co.

ELLIOT, UNGER & ELLIOT
414 W. 54TH ST., NEW YORK
Avon Prods., Bristol-Myers, Campbell Soup Co., General Baking, Lever Brothers, Nehi Corp., Johnson & Johnson, Revlon Prods., Wildroot Co.

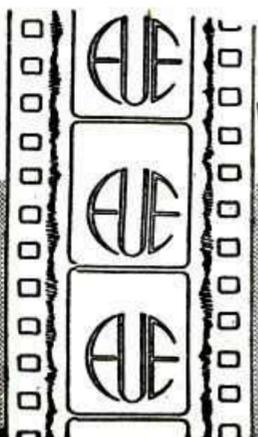
EMPIRE PRODUCTIONS
480 LEXINGTON AVE., NEW YORK
G&D Wine Co.

ERA PRODUCTIONS
7417 SUNSET BLVD., HOLLYWOOD
Lyon Van & Storage Co.

JERRY FAIRBANKS PRODUCTIONS
6052 SUNSET BLVD., HOLLYWOOD
Chrysler Corp.-Dodge Division, General Motors-Oldsmobile Div., Miller Brewing Co., Planter Nut & Chocolate Co.

PAUL J. FENNEL
404 N. LA CIENEGA BLVD.,
LOS ANGELES
Campbell Soup Co., Kellogg Co., National Biscuit Co., Peter Paul Candy, Inc.

Absorbine Jr.	Gallo Wine	Pertussin
Anacin	Gold Medal Flower	Pepsodent
Aunt Fanny's Bread	Grapenuts Flakes	Party Curl
American Hotel Association	Gunther Beer	Post Cereals
Air Wick	Good Luck Margarine	Philip Morris
Avon Cosmetics	Guild Wine	Prall
Anson	Grossinger Rye Bread	Palmolive
Ballantine Beer	Hood Rubber Co.	Piel's Beer
Brillo	Helena Rubinstein	Pill Mall
Ban Deodorant	Hazel Bishop	Pontiac Automobiles
B. F. Goodrich Rubber Co.	Holmes & Edwards Silver	Perspray
Betty Crocker	Hellman's Mayonnaise	Rayva Shampoo
Benrus	Hinds Hand Lotion	RCA
Bulova	Hudson Paper	Ritz Crackers
Chlorodont	Halo Shampoo	Royal Crown Cola
Campbell's Soups	Imperial Margarine	Revlon
Chrysler Automobiles	Imra	Rinso
Camay	Ivory	Ronson
Carling's Beer	J. B. Williams Co.	Scott Paper Co.
Cashmere Bouquet	Johns-Manville	Skol
Colgate Shaving Cream	Joy	Staze
Chesterfield Cigarettes	Jekyll Island Shrimp	Shadow Wave
Crisco	Koroseal	Shasta
Charles of the Ritz	Knickerbocker Beer	Secret
Celanese	Lux	Spry
Detroit Jewel Stoves	Lilt	Sanka
Dentyne Chewing Gum	L&M Filter Tip Cigarettes	Speidel
Dorothy Gray	Lustre Crema	Shell Oil
Dunhill Cigarettes	Lava	Schick Razors
Drone	Morton Pies	Seaforth
Dash	Modess	Spic N' Span
Draft	Mennen	Schenley
Dow Chemical Co.	Monarch Baking Co.	Tip Top Bread
Eastman Kodak Co.	Norge	Texcel Tape
Eversharp Pens	Nabisco	Tide
Easy Off	Nair	Toni
Etiquet	Nucoa	Vick's
French's Instant Potato Mix	Nestoa	Vaseline Hair Tonic
Ford Motor Co.	Nescafe	Veto
Florida Citrus Commission	Noxzema	White Sewing Machines
Fresh	Nylast	Wildroot
Fluffo	Oxydol	Whirl
Fedders Air Conditioners	Oreo Cookies	Waldorf Tissue
Franco-American	Ponds	Vim
Folger Coffee	Purex	Zest



Thanks to all of the above for whom we have, at one time or another, had the privilege of making filmed commercials for television.

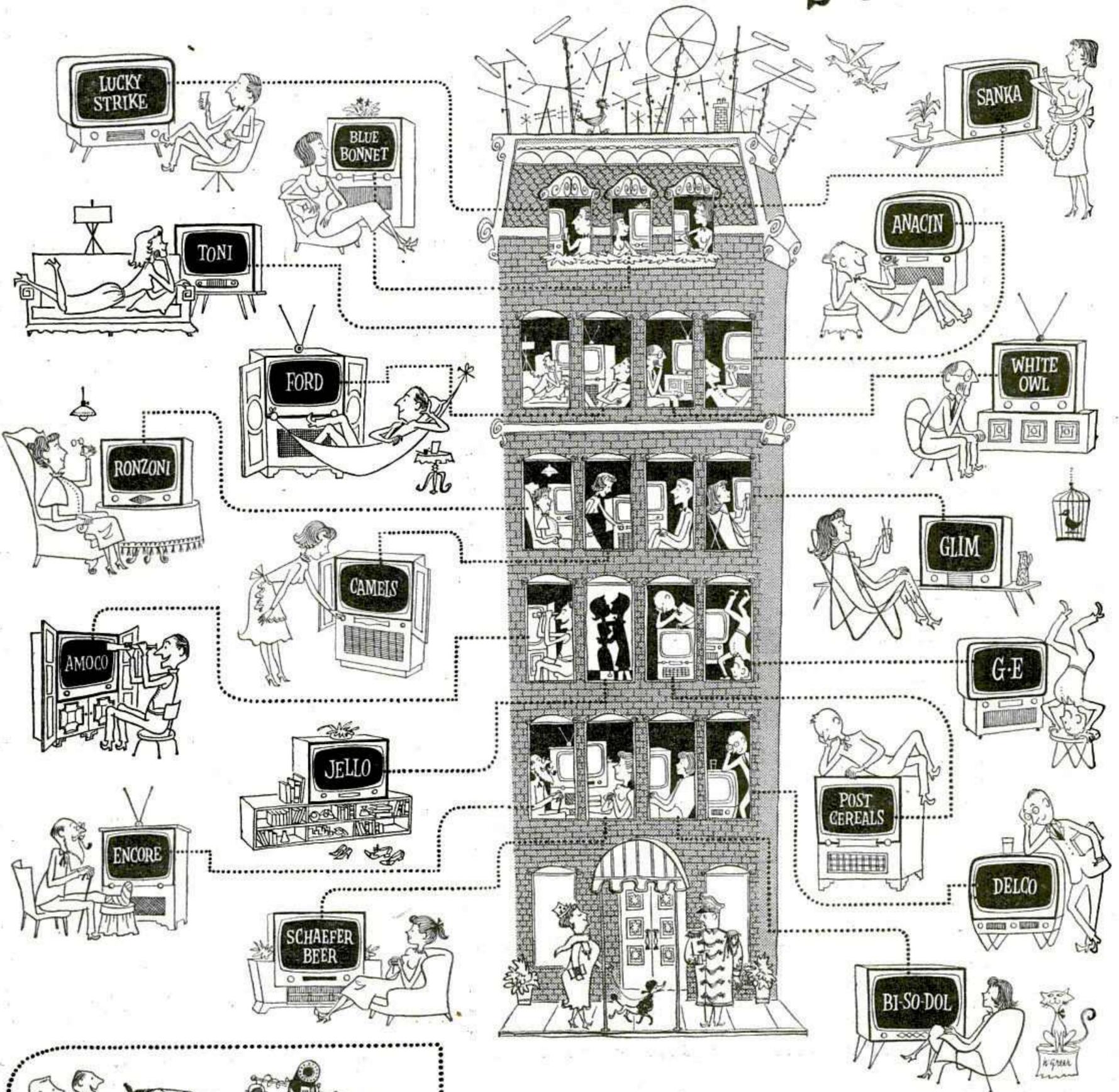
ELLIOT · UNGER · ELLIOT *motion pictures*

Studios at 414 West 54th Street

New York 19, N. Y.

JUdson 6-5582

Everyone's Eye is on TV Commercials filmed by **BLAKE!**



George Blake Enterprises Inc.

Producing films for Television and Industry
in our own air-conditioned studio
at 1600 Broadway in the heart of New York City.

ROACH OPINION

Show, Ad Integration Prompts West Move

HOLLYWOOD, Dec. 10. - The principle reason that so many sponsors have switched to the West Coast for their TV film commercials is the advantage of integrating the production of the commercial with the production of the show. So says Hal Roach Jr., whose studio's blurb production went up 125 per cent in 1955 to total billings of \$1,500,000. Roach added, "More than 70 per cent of our new business in commercials in 1955 originated with Eastern or Midwestern agencies which could have, if they chose, placed the business with non-Hollywood film firms." Note, however, that not all of Roach's new blurb business this

year was from program sponsors. His roster of new clients includes such spot users as Marlboro Cigarettes, United Air Lines, Helena Rubinstein and Slenderella. Despite the higher re-use payments won by the Screen Actors' Guild, most advertisers wanted live personal selling. The Roach Studio is completely equipped to turn out animation and stop motion, as well as live action. Advertisers were more inclined to shoot their commercials in color than they were to tint their shows. Roach predicts that in the year ahead there will be an increasing tendency for sponsors of black and white shows to air color commercials.

The Billboard Scoreboard

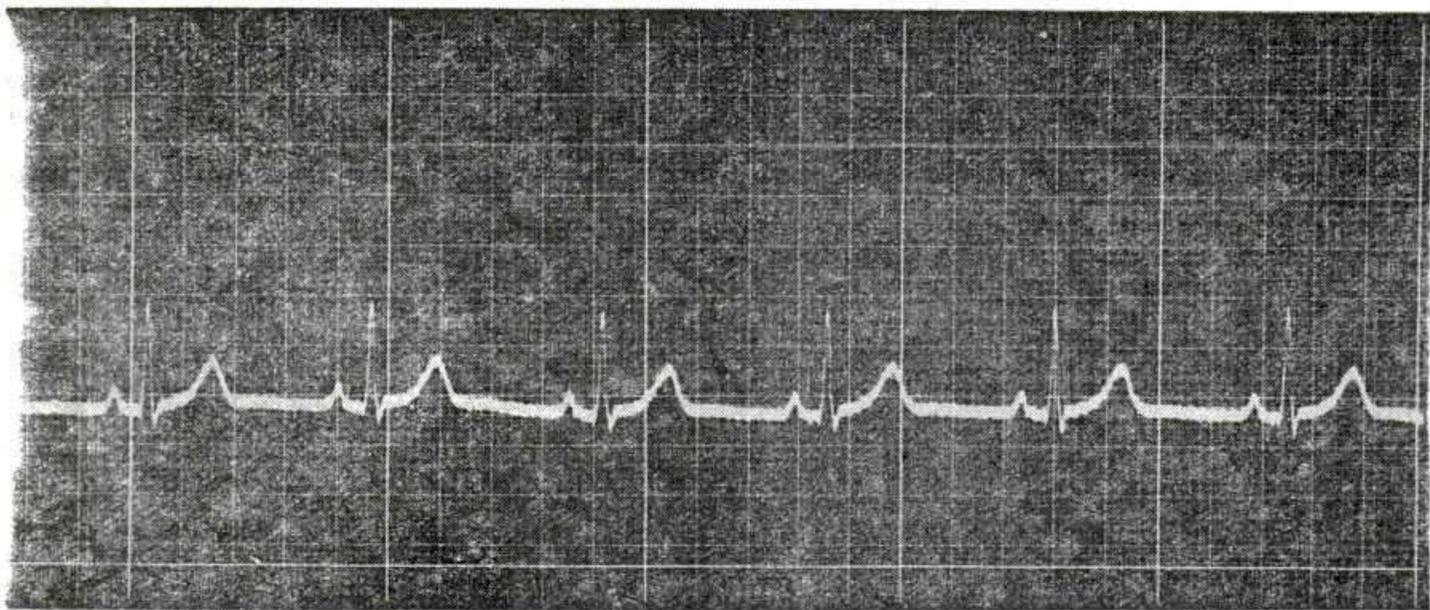
Following is a list embracing film studios whose studios are available for production of film commercials. Included are all studios about which information could be obtained. The listing includes latest available data on facilities, including number and sizes of stages, size of permanent crew, standing sets and type of work which can be done. This list is the result of combining material gathered by The Billboard with material obtained by Jerry Leichter's Television Index, Inc., for Ross Report on Television, 551 Fifth Avenue, New York 17, N. Y.

sets, kitchen and general; Recording, synchro-tape or sprocket-driven film, magnetic film; Animation, all kinds, full or limited; Other: Location shooting, interior settings in own studio or on location, edit, narrate, title other films. ALL-SCOPE PICTURES, INC. 8949 SUNSET BLVD., HOLLYWOOD Contact, Gordon S. Mitchell; Facilities, available on a package basis. Price of production as estimated and quoted includes all facilities needed to finish films. ANIMATED PRODUCTIONS 1600 BROADWAY, NEW YORK Contact, Al Stahl; Animation, 3 cameras. ANIMATION SERVICE CO., INC. 1780 BROADWAY, NEW YORK Contact, Douglas Baker; Animation, studio and Stand at \$80 a day (permanent crew included), b&w and color, 16mm. & 35mm. THOMAS J. BARBRE PRODUCTIONS 2130 S. BELLAIRE ST., DENVER Contact, Thos. J. Barbre; Sound stages, 1 (40x60x17); Permanent crew; Recording, tape; Animation facilities. BEDFORD PARK FILM STUDIO, INC. 2826 DECATUR AVE., BRONX, N. Y. Contact, Gil Boag; Sound stages, 2 (100x80 & 40x40), \$1,250 per week; Recording, \$44 per day.

COMMERCIALS STUDIOS

GEORGE BLAKE ENTERPRISES, INC. 1600 BROADWAY, NEW YORK Contact, George Blake or Philip Frank; Sound stages, 1 (50x60); Recording, 1/4-inch Tape-Magnacord. CALHOUN STUDIOS, INC. 266 78TH ST., NEW YORK Contact, Wm. S. Kent; Sound stages, 1 (35x70x25); Permanent crew; Recording, Ampex 1/4-inch and magnasync sprocket tape recorders, Maurer 16mm. Film & Fairchild disc recorders. CENTRAL SERVICE STUDIO 329 E. 47TH ST., NEW YORK Contact, Arlene Garson; Sound stages, 1 (20x25x75) at \$100 per day and \$400 per week; Permanent crew; Recording, complete facilities; Animation, art department and title stand. CINEMA SERVICE CORP. 106 WEST END AVE., NEW YORK Contact, Joseph Seiden; Sound stages, 2 (25x50 & 60x50) at \$100 per day and \$450 per week; Permanent crew; Recording, 35 & 16mm. magnetic and optical, re-recording, playback; Location, complete equipment. CINE-TELE 6327 SANTA MONICA BLVD., HOLLYWOOD Contact, Harry Lehman; Sound stages, 1 at \$75.00 per day; Standing sets, 2; Recording, Magnetic film, 35mm. and 16mm. Stock shots, military, sports. CONDOR FILMS, INC. 1600 OLIVE ST., ST. LOUIS Contact, A. E. Wright Jr.; Sound stages, 1 (35x45) at \$40 per hour; Permanent crew, 1 (others on call); Carpenter shop; Standing sets; Recording, 16mm. and 17 1/2 mm. magnetic film (sync), 1/4-inch magnetic tape, transfer to 16mm. or 35 optical; Other, complete editing, equipment for 16mm. and 35 mm., moviolas, complete 16mm. and 35mm. interlock projection equipment and facilities. CRAVEN FILM CORPORATION 108 W. 56TH ST., NEW YORK Contact, Leo Morrison; Sound stages, 1 (35x60x25), Carpenter shop; Standing sets, kitchen, standard interior, varied; Recording, 1/4-inch Fairchild. FILMACK STUDIOS 1327 S. WABASH AVE., CHICAGO Contact, Bernard Mack; Permanent crew; Animation, full and stop motion; Recording, 1/4-inch tape. FILM ARTS PRODUCTIONS, INC. 1032 N. SIXTH ST., MILWAUKEE Complete picture facilities, studios, recordings, laboratory. FILM CREATORS 16 E. 40TH ST., NEW YORK Contact, Edward Roberts Carroll; Sound stages, 1 (50x47) at \$200 including camera and sound recording equipment; Recording, Synchronous tape; Animation, stand and animator; Permanent crew. HARTLEY PRODUCTIONS, INC. 339 E. 48TH ST., NEW YORK Contact, Irving Hartley; Sound stages, 2 (25x80 & 25x40), Permanent crew, 2; Recording tape, Magnacord. KEITZ & HERNDON 4409 BELMONT, DALLAS Contact, Larry Herndon; Sound stages, 1 at \$50 per day; Permanent crew, 1 at \$50 per day; Standing sets, kitchen and dining room; Animation; complete service at \$30.00 to \$120.00 per sec.; Stock shots, at \$5 per ft. KLING FILM PRODUCTIONS 1058 W. WASHINGTON BLVD., CHICAGO Contact, Fred A. Miles; Sound stages, 3 (88x92, 44x48, 50x44), Permanent crew; Recording, all phases; 4-room sound department. KENT LANE FILMS, INC. 1253 SO. THIRD ST., LOUISVILLE Contact, Kent Lane; Sound stages, 1 (30x45x20), 1 under construction (30x30); Permanent crew, 1; 3 temporary; Standing sets, Living room and kitchen; Recording, 3 channel 16mm. magnetic, sync.; Sound, narration room next to control and studio; Animation facilities; Stock shots. ROBERT LAWRENCE 418 W. 45TH ST., NEW YORK Contact, Louis Mucciolo; Sound stages, 1 (45x60), Permanent crew, Recording, none; Animation. LEWIS & MARTIN STUDIOS 1431 N. WELLS, CHICAGO Contact, Herschell G. Lewis; Sound stages, 35mm. at \$650 per day and \$2,500 per week, 16mm. at \$450 per day and \$1,700 per week; Permanent crew; Recording, Magnacord sync, Magasync, Rangertone or RCA recording; Animation, complete. VERNON LEWIS SOUND FILMS 71 W. 45TH ST., NEW YORK Contact, Vernon Lewis; Sound stages, 1 (35x50) at \$150 per day; Permanent crew; Recording, also re-recording, playback. LOU LILLY PRODUCTIONS 5746 SUNSET BLVD., HOLLYWOOD Contact, Lou Lilly; Sound stages; Permanent crew; Animation; Special effects dept. MANNON SOUND STAGES 112 W. 89TH ST., NEW YORK Contact, James Paige Pagliaro; Sound stages, 4 (60x32, 50x45, 38x39, 50x45); Recording and playback. MOTION PICTURE STAGES, INC. 3 E. 57TH ST., NEW YORK Contact, Gerald Margolis; Sound stages, 1 (35x55) at \$175 per day and \$875 per week; Permanent crew; Standing sets, kitchen; Recording, Reeves 35mm. magnetic sound; Other, specialized stop motion photography, insert shooting, cutting rooms with moviolas, production offices, set designing and construction, prop rental, production supervision, editing service, complete 35mm. and 16mm. production facilities. NATIONAL SCREEN SERVICE CORP. 1600 BROADWAY, NEW YORK Contact, Harold L. Danson; Sound stages, 1 (40x25); Carpenter shop; Standing sets; Animation, 6 camera stands; Other, art background and title department, hot press and linotype shop, optical printer, 2 cutting rooms. R. A. PHELAN PRODUCTIONS 558 FIFTH AVE., NEW YORK (ALSO SCREEN TESTS TO ORDER & STOCK SHOTS TO ORDER) Contact, Raymond Phealand; Sound stages, 1 (45x80) for screen tests; Rear projection; Stock shots, 35mm. and 15mm. in color and black and white. PRINCETON FILM CENTER, INC. CENTER RD., PRINCETON, N. J. Contact, Alfred Califano; Sound stages, 2 (25x40, 60x75) at \$150 per day and \$500 per week; Permanent crew; Recording.

This is the heartbeat...



...of an account executive

It is a healthy, normal heart as the electrocardiogram shows. It is the heart of a man free from worry, a man who takes the pressures of everyday business in easy stride. It is the heart of a man who leaves his TV commercial production problems to Mercury-International Pictures. Advertisers currently leaving their TV commercial production to Mercury-International Pictures include: Albers . . . Carnation . . . Helene Curtis . . . Dri-Mist . . . Friskies . . . International Harvester . . . Kellogg . . . Lava Soap . . . Mars Candy . . . Motorola . . . Paper-Mate . . . Pictsweet . . . Pillsbury . . . Purex . . . Rheingold . . . Sof-Set . . . Zee.

MERCURY INTERNATIONAL PICTURES 6611 Santa Monica Blvd., Hollywood 38, Calif.

(Continued on page 37)

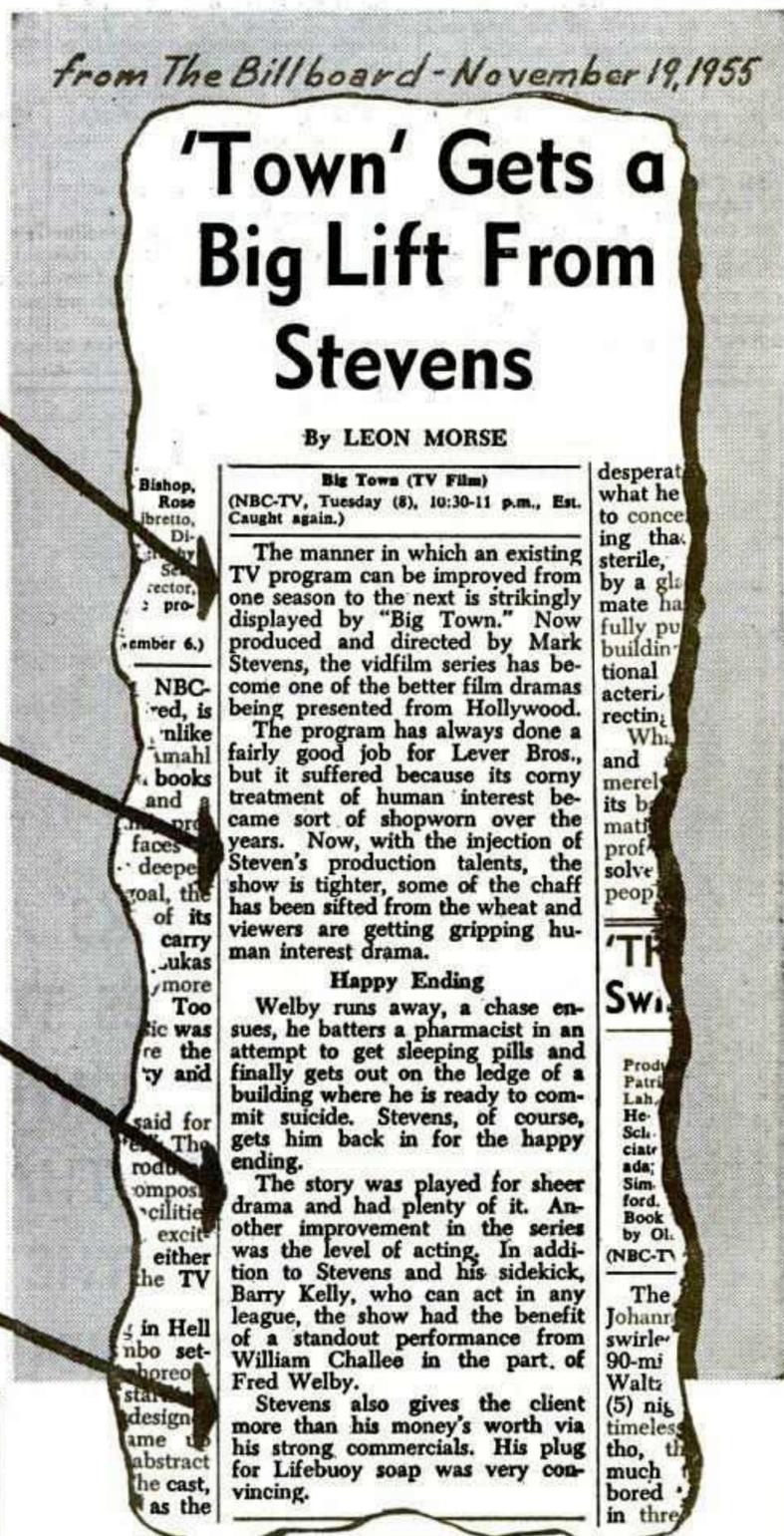
GOOD PROGRAMS WIN AUDIENCES...

The manner in which an existing TV program can be improved from one season to the next is strikingly displayed by "Big Town." Now produced and directed by Mark Stevens, the vidfilm series has become one of the better film dramas being presented from Hollywood.

years. Now, with the injection of Steven's production talents, the show is tighter, some of the chaff has been sifted from the wheat and viewers are getting gripping human interest drama.

The story was played for sheer drama and had plenty of it. Another improvement in the series was the level of acting. In addition...

Stevens also gives the client more than his money's worth via his strong commercials. His plug for Lifebuoy soap was very convincing.



'Town' Gets a Big Lift From Stevens

By LEON MORSE

Big Town (TV Film)
(NBC-TV, Tuesday (8), 10:30-11 p.m., Est. Caught again.)

The manner in which an existing TV program can be improved from one season to the next is strikingly displayed by "Big Town." Now produced and directed by Mark Stevens, the vidfilm series has become one of the better film dramas being presented from Hollywood. The program has always done a fairly good job for Lever Bros., but it suffered because its corny treatment of human interest became sort of shopworn over the years. Now, with the injection of Steven's production talents, the show is tighter, some of the chaff has been sifted from the wheat and viewers are getting gripping human interest drama.

Happy Ending

Welby runs away, a chase ensues, he batters a pharmacist in an attempt to get sleeping pills and finally gets out on the ledge of a building where he is ready to commit suicide. Stevens, of course, gets him back in for the happy ending.

The story was played for sheer drama and had plenty of it. Another improvement in the series was the level of acting. In addition to Stevens and his sidekick, Barry Kelly, who can act in any league, the show had the benefit of a standout performance from William Challee in the part of Fred Welby.

Stevens also gives the client more than his money's worth via his strong commercials. His plug for Lifebuoy soap was very convincing.

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GOOD COMMERCIALS HOLD AND SELL THEM

TELEVISION COMMERCIALS PRODUCED BY MARK STEVENS PRODUCTIONS ARE HOLDING AUDIENCES & SELLING THEM FOR OUTSTANDING TELEVISION ADVERTISERS LIKE THESE:

- ★ A.C. SPARK PLUGS
 - ★ LUX SOAP
 - ★ GOOD LUCK MARGARINE
 - ★ LIFEBOUY SOAP
 - ★ HEINZ 57 VARIETIES
- among others

Mark Stevens Productions
7324 Santa Monica Blvd., Hollywood, California

Mark Stevens

PRODUCER • DIRECTOR • STAR
of
BIG TOWN
PRODUCED BY MARK STEVENS TV CO.

Sponsored by
LEVER BROTHERS
and
A. C. SPARK PLUGS
Tuesday 10:30 to 11:00 p.m.
NBC TV Network

GREY MATTER**Personal Selling Key To Good Commercial**

(The 20th anniversary issue of a newsletter published by the Grey advertising agency.)

With the changing tempo of television programming and the skyrocketing costs of building and holding huge audiences, the burden of the commercial grows heavier and heavier. Longer shows, more spectacular shows, are running the cost of time and talent to a point where a staggering responsibility is placed on the commercial to make television pay off (and it can pay off handsomely.) What's the good of having and holding 55,000,000 viewers by spectacular entertainment and then telling a weak selling story that is made to appear weaker still because it's

overwhelmed and overshadowed by the very program on which it rides?

Research has demonstrated that commercials for one brand can achieve as much as a 40 to 1 advantage over another brand in their ability to create product preference. An \$80,000 show can, therefore, vary in selling effectiveness to the extent of being worth anywhere from \$2,000 and up.

At these odds we better take a new hard look at our commercials, dissect them, probe deeply into their vital organs and test the strength of their "sell." No advertiser, large or small, can afford feeble commercials.

You can tell who the parents

were by looking at the children. It is obvious that the TV commercial and its older brother, the radio commercial, were born out of the marriage between the stage (theater and movies) and the podium. A poor choice of parents! Don't get us wrong. We love the theaters (movies, too) and are mindful of the importance of the public speaker. But they were poor progenitors for commercials, because the theater and auditorium are places of mass assembly. The actor and speaker talk to an audience. The writers for the theater and platform visualize an audience. But the commercial is not "audience selling." It's personal selling.

New Stock

It would have been better, lots better, if the TV commercial had been the issue of a house-to-house salesman and a retail store clerk . . . born and raised in an environment of personal selling and nurtured by the ingredients of salesmanship.

Before the advent of television, advertisers had long wished for a medium by which they could show and demonstrate their products right in the customers' home. Along came the new electronic miracle that made this possible in an undreamed-of manner. Yet in awe and amazement at its wonders, many forgot that TV is a means of delivering a personal in-the-home demonstration and a selling message to the prospect as an individual. Instead, TV commercials adopted all the tricks and stratagems of the in-the-home salesman.

Even tho we have before us the effective personal selling of the Godfreys, the Garrows, Allens, Starks, and so many others, there still persist commercials which lecture, rave, orate, talk the viewer to death, are pompous, irritating, wildly exaggerated, and result in burying the product they have come to praise.

Now this is the point where we should like to make it perfectly clear that TV commercials have

made tremendous strides toward greater effectiveness. Steady observers of TV programs are aware of it. Still plenty of room for improvement.

One-Way Selling

Important differences between the in-the-home salesman and the television salesman are that the customer can't ask questions of the latter and that she can kick him out without being rude by simply twisting a dial.

In a sense this is a positive advantage. The viewer is loathe to turn the dial, because she's apt to miss the rest of her favorite show. But the commercial can miss the mark if she has even the slightest inclination to turn it off.

Another advantage of the TV salesman is that he can demonstrate selling points of many products not possible in home selling. He can take the customer for a ride in a DeSoto. He can have the whole family look inside a C.E. dishwasher while it's working. He can make a mouth-watering snack or salad with Kraft cheese. He can dramatize the strength or lightness of a piece of Samsonite luggage.

But the vital point to remember is that he is engaged in personal selling and not in audience selling.

Ingredients

Now if you were choosing and training a personal representative to go into the home of the consumer, what would he be like? Do you ask the same question in planning commercials as you would in planning a sales pitch for an in-the-home salesman?

To attain a maximum degree of personal selling, the commercial must penetrate deeply into the consciousness of the viewer as an individual. For it's the reaction of each viewer rather than the mass reaction of the audience that will result in sales. So let's take a brief glimpse at some of the elements of the commercial which contribute to personal selling and which add up to what we at Grey call the "action ingredient."

1. **THE NEEDED FOR EMPATHY** - Many of our psychologists and motivational researchers talk about the need for "empathy" in advertising . . . empathy being "the complete understanding of another's feelings, motives, etc." People really like to associate themselves with other people who are like them. That's the reason for the success of so many good books, shows, movies. Establishing empathy is vital to personal selling.

Why is it so often forgotten in TV commercials?

Wouldn't your TV sales representative be more likely to make a housewife like her next door neighbor? If your commercial establishes a kinship with the viewer, your chances of personal selling are infinitely greater. More and more good commercials are doing it. Still too few.

2. **PERSONIFY THE PRODUCT** - When Betty Furness talks to the housewife, she is obviously a saleswoman whom Westinghouse has sent into the home to sell and demonstrate a product. But many commercials rise to the height of incongruity by using characters or people completely out of keeping with the character of the product. Somehow or some way the salesman who enters the home via TV must personify the product. What we mean by this is that the commercial personality and the product personality should be identical twins wherever feasible.

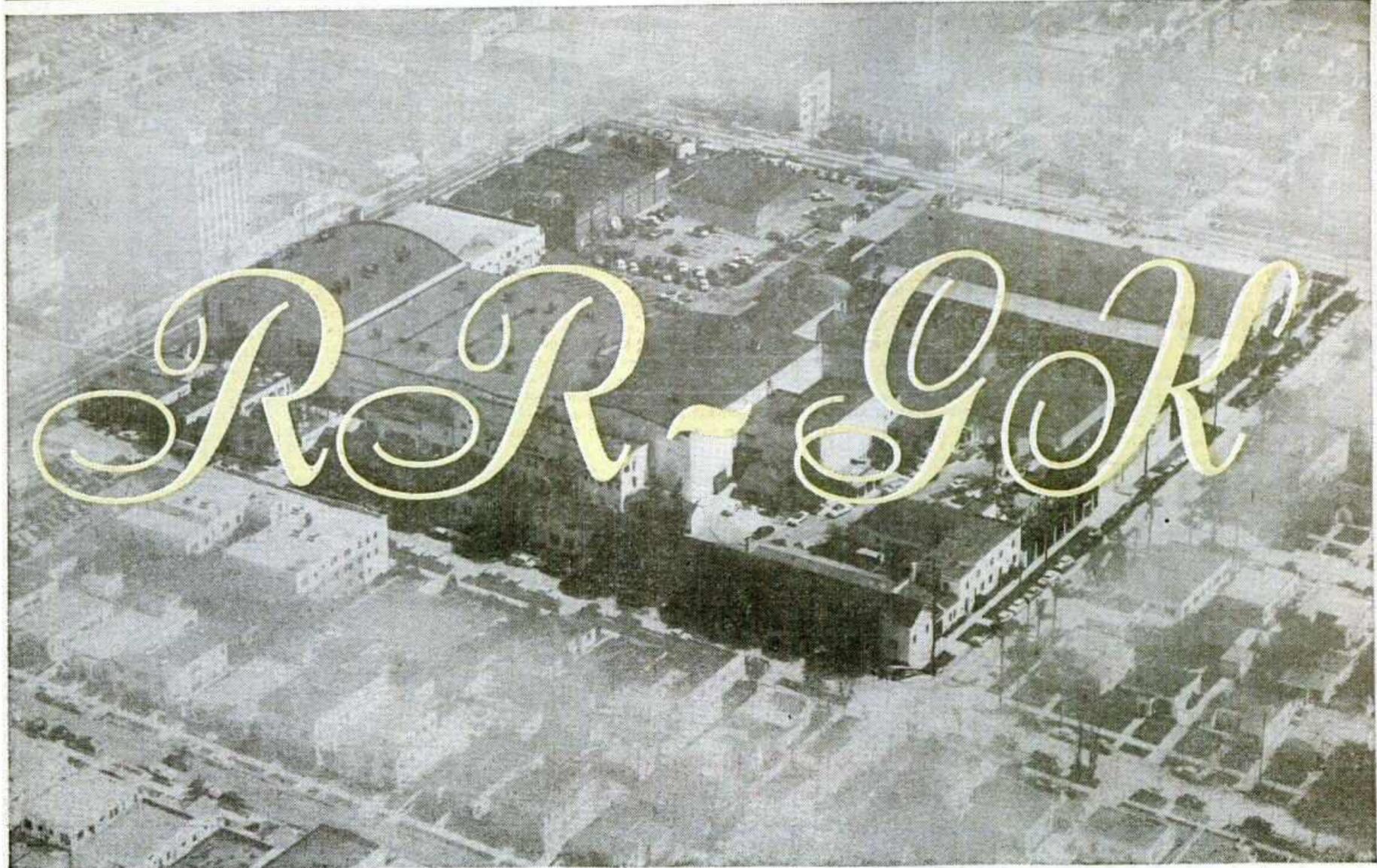
3. **BELIEVE ME, MRS. SMITH** - In personal selling the viewer must actually feel that the commercial really means what it says. Sincerity must shine thru ever costly second of it. By sincerity we don't mean somberness or dullness. You can be sincere tho witty, believable tho sprightly,
(Continued on page 34)

**MANY THANKS AND MANY
GOOD WISHES TO OUR CLIENTS
AND FRIENDS WHO MAKE US
FEEL PROUD THAT WE ARE
A PART OF THE ANIMATED
TELEVISION INDUSTRY**

**RAY PATIN
PRODUCTIONS**

**6650 Sunset Boulevard,
Hollywood 28, California**

FOR A
SQUARE DEAL
call
CIRCLE
FILM LABORATORIES
COLUMBUS 5-2180
A Complete Motion Picture Lab
Serving the Industry
OVER A DECADE
33 WEST 60th ST. NEW YORK 23 N.Y.



At Your Fingertips



ROLAND REED-GROSS KRASNE TV COMMERCIALS

HOLLYWOOD—650 NO. BRONSON AVE.—Hollywood 9-8321
 CHICAGO—716 NO. RUSH ST.—DElaware 7-0903
 NEW YORK—521 FIFTH AVE.—MurrayHl 2-8541

TOP PERSONNEL

Probably the only company with a production staff which has both first-rate technical know-how, and extensive advertising agency background—plus outstanding department heads and a unique Advisory and Review Board.

TOP FACILITIES

California Studios in the center of Hollywood, one of the largest single areas devoted exclusively to television film production—with millions of dollars of equipment, the best available anywhere.

FINEST QUALITY

And here's what these facilities and personnel mean to you: the finest quality commercials—beautifully photographed films which interpret your script faithfully but with a flair for showmanship.

LOWEST COST

Fortunately, you pay no premium for these outstanding facilities and personnel! In fact, extensive program production permits pro-rating cost of studio space, camera crews and all key personnel—allowing lowest possible prices for producing your commercials.

**THE
TV FILM
SHOW
THAT IS
INTERESTING,
EDUCATIONAL
AND BUILDS
AUDIENCES**

FOR YOUR 1956 television plans be sure to get the facts about this outstanding "Time-Lapse Film Production."

Everyone today is garden-minded and very much interested in knowing about plant life. The many garden clubs that have sprung up throughout the country is your best proof of this interest. JOHN OTT PICTURES, specializing in this type of production, has the know-how to put top quality in a LOW-PRICED show.

THIS IS NOT A SEASONAL TYPE PRODUCTION but one that will hold the viewers' attention throughout the year.

**NOW BEING
OFFERED FOR 1956
"HOW DOES
YOUR
GARDEN
GROW"**

as a half-hour show at **LOW COST**, available in **FULL COLOR** or **BLACK & WHITE**.



SPONSORS
SANTA FE RAILWAY
MILBURN PEAT MOSS
QUAKER OATS
SWIFT and COMPANY
FERTILIFE
EASTMAN KODAK CO.
to mention a few.

NARRATED
BY
JOHN OTT

**NOW AVAILABLE
ON AN EXCLUSIVE
MARKET BASIS**

This complete half-hour package TV FILM SHOW, "HOW DOES YOUR GARDEN GROW"

13 weeks
26 weeks
52 weeks

one television station in a city

A NATURAL FOR ALL TYPES OF LOCAL BUSINESS.

Get the facts today.



Cameras automatically record the growing cycle of the pumpkin flower which John Ott is pollinating in this scene.

• **MANY CHOICE MARKETS STILL AVAILABLE FOR 1956**

Write—Wire—Phone

**John Ott Pictures
Incorporated**

85 HIBBARD ROAD—WINNETKA, ILLINOIS

PHONE: WINNETKA 6-3124

TV'S HOOTCHY-KOOTCH

**Dancers Get the Viewers,
But the Ads Sell Medicine**

By **ROBERT H. KLAEGER**
Vice-president in charge of
TV commercials, Transfilm, Inc.

Bert Lahr, quoted in a recent newspaper article, said "TV is a modern medicine show. The medicine pitchman with the best hootchy-kootch dancer sold the most medicine, and the TV show with the best entertainment sells the most products. It's the same old medicine show only on long distance."

Now if Mr. Lahr would re-examine this statement, I'm sure he'd agree that while the hootchy-kootch dancer filled the tent, she didn't sell the product. That's where the pitchman came in. If the "commercial" was bad, the crowd walked away leaving the "sponsor" plenty of his own medicine. On the other hand, "Chief Rain in the Face" down the street might have drawn fewer people, but a smart pitchman sold lots of Indian remedy.

The same situation exists today in TV. Shows with a high Trendex fill the tent, but that doesn't mean the crowd will buy the product. The function of the show is to hold the audience for the commercial. The real pay-off is not the high Trendex but the sales.

Each season brings with it a raft of newspaper stories about fabulous multi-million dollar entertain-

ment deals. It's hootchy-kootcher hunting time and sponsors are ready and eager to unload the green in an attempt to fill the tent come next season. Give or take a few hundred thousand dollars, the contract's the thing, and the drum beaters acclaim the victories.

Daily Tasks

When tranquility finally takes hold, there comes the workaday task of producing the commercial. Here the fanfare is gone, and multi-million dollar deals give way to scrupulous cost analysis. One less prop here, a few less opticals there, one actor instead of two and you're several hundred dollars to the good.

So the commercial becomes just another picture in a lavish gilt-edged frame of entertainment, each hardly doing justice to the other. In other words, the hootchy-kootch is there, but what about the medicine?

Perhaps the day is not far off when Miss Hootchy-Kootch and Mr. Pitchman get equal billing in terms of consideration. In fact, Mr. Sponsor would be far better off if the skimping were on the show rather than the commercial. It's the commercial which brought him into television in the first place.

So, Mr. Lahr, I'll agree with you that TV is a modern medicine show if you'll go along that it's the pitch which makes it a profitable one.

**Jack Denove
PRODUCTIONS**

**FROM A TINY LADIES' WATCH
TO A GIANT CONSTELLATION**

Among our clients:

Bank of America

Bond Bread

Burgermeister Beer

DeSoto Automobiles

Du Pont Company

General Electric

Hamilton Watch

Laura Scudder Food Products

Lucky Strike Cigarettes

MJB Coffee

Pacific Telephone Company

Palmolive Soap

Par-T-Pak Beverages

Richfield Oil

Royal Crown Cola

Standard Oil of Calif.

TWA Airlines

**Jack Denove
PRODUCTIONS, INC.**
7142 SUNSET BLVD., HOLLYWOOD 46, CALIFORNIA
HOLLYWOOD 4-8136

TELEPROMPTER SERVICE
Cuts Shooting Time - Saves Retakes
TELEPROMPTER CORPORATION
New York: JU 2-3800 • Hollywood: HO 9-6239

BEST WAY TO SELL

Right Personality a Prime Factor To Top Sales Message Delivery

NEW YORK, Dec. 10.—“What’s the best way of selling our product on TV?” is a question that’s taxed to exhaustion the energy and creativeness of many an advertiser and agency executive.

Despite the increasing use of animated commercials, unusual optical effects, location shooting, elaborate sets, entertaining copy, etc., many advertisers have found that the most important element often is picking the right personality to deliver their sales message. The cry, “Find me another Betty Furness!” has echoed thru many an account exec’s troubled slumbers so often that the search for the right TV commercial personality has become a reflex action at most agencies.

The numerous advertisers still prefer to remain completely unfettered in the types of commercials they use, many others have found that having a specific personality to identify with their product can be a great blessing. Pepsi-Cola, for instance, whose recent success in the soft drink business has been little short of phenomenal, is far from unhappy with its underwriting of Polly Bergen’s new role as the Pepsi-Cola girl.

GE and Steel

General Electric similarly has taken the tack of its Westinghouse competition and found itself Kathi Norris to handle its commercial chores. U. S. Steel has continued to keep its banner tied to Mary Kay and Johnny Stearns with beneficial results.

Why have personalities become so important to sponsors? What advantages does a sponsor gain by having a specific personality act as his TV salesman or saleswoman? These are questions that are basic to the whole method of selling via TV.

There are several reasons for the constant and ever increasing search by sponsors for personalities to sell their goods. Perhaps the most important is that such a personality, when tied exclusively to a specific product and given constant and widespread exposure, becomes almost a living trade-mark for the product. Such a personality humanizes the product and “represents” it in every meaning of the word.

When the personality is taken to the public’s heart, the sponsor reaps the benefit of having a trusted and loved friend of the family, as it were, selling the product to each member of the American viewing public.

Dealer Meetings

Additionally, the advantage of having such a famous personality act as its ambassador of goodwill at dealer meetings, on personal appearance tours, etc., is one that most every advertiser finds extremely valuable in its dealer and public relations.

Advertisers, of course, realize this and most of them will move heaven and earth to assure that

the star of their weekly program is contractually obligated to deliver commercials on the air, represent them at dealer meetings, etc.

The advertisers would love to latch on to someone who is already established in the public eye to act as their exclusive commercial representative, personalities who are both able and willing to do the job are few and far between. Such personalities as Rex Marshall, Nelson Case, Dick Stark, Jean Sullivan, Bess Meyerson, Helen Lewis and others who have already established themselves in this field find it more profitable working for several advertisers than giving just one bankroller an exclusive on their services. It’s not too unusual for

successful commercial personalities to earn as much as \$100,000 or more per year.

Unknowns Value

Advertisers can find plenty of relative unknowns who are willing to act exclusively on behalf of one sponsor. And often hiring an unknown, who is not associated in the public’s mind with other products, is a good idea. But the risks of building a major campaign around such a personality are often too great for many advertisers to accept.

Rather than take this risk, bankrollers usually sign commercial performers to short-term, non-exclusive deals, and let the TV public be the judge.

DISAGREEMENT

Opposite Views on Purpose of Storyboard

NEW YORK, Dec. 10. — Two conflicting viewpoints on the creative role that film producers should play in the creation of commercials were outlined by representatives from two advertising agencies at a National television Film Council Forum.

Alexander Griffin, vice-president in charge of radio-TV at the Al Paul Lefton agency, told the forum that his agency operates under the policy that film producers, because of their experience in producing commercials, can contribute a great deal to the effectiveness of the commercial if they are given freedom to do so. His agency, he says, does not expect a producer

to come up with a literal translation of the storyboard. They want the producer to use the storyboard as an outline of what’s desired and to recommend changes that he feels would make for a better commercial.

In disagreement with this policy was Frank Brandt, art director of Ogilvy, Benson & Mathers. Brandt feels that the agency is the one that is most aware of the client’s needs and best capable of creating a commercial that will satisfy those needs. It is his agency’s policy, he said, to give producers a final storyboard, to which they are expected to adhere.

Commercially Speaking

Make your television commercials sparkle with extra sales value. Put personality, believable delivery and sales-winning charm behind your pay-off message.

The personalities shown here all have a solid background of television commercial achievement built on a record of performances for many of TV’s most successful advertisers.

They can make the difference in your television commercials.



JOHN CONNELLY



GLENDORA DONALDSON



LILLIAN FARMER



MICHAEL FITZMAURICE



BOB GRAHAM



ARLYNE GREY



CARL KING



RANDY KRAFT



HELEN LEWIS



CAROLINE O'CONNOR



DEL SHARBUTT



SUSANN SHAW



MARIANNE SHAY



JEAN SULLIVAN



DWIGHT WEIST



PAT BURRAGE YOUNG

Exclusive Representation

HENRY C. BROWN, INC. 46 E. 53rd St., N. Y. C. • PLaza 1-2650

FILM COSTS SLASHED!

Guaranteed RAPIDWELD process restores used, worn film, removes scratches — RAPIDTREAT protects new film.

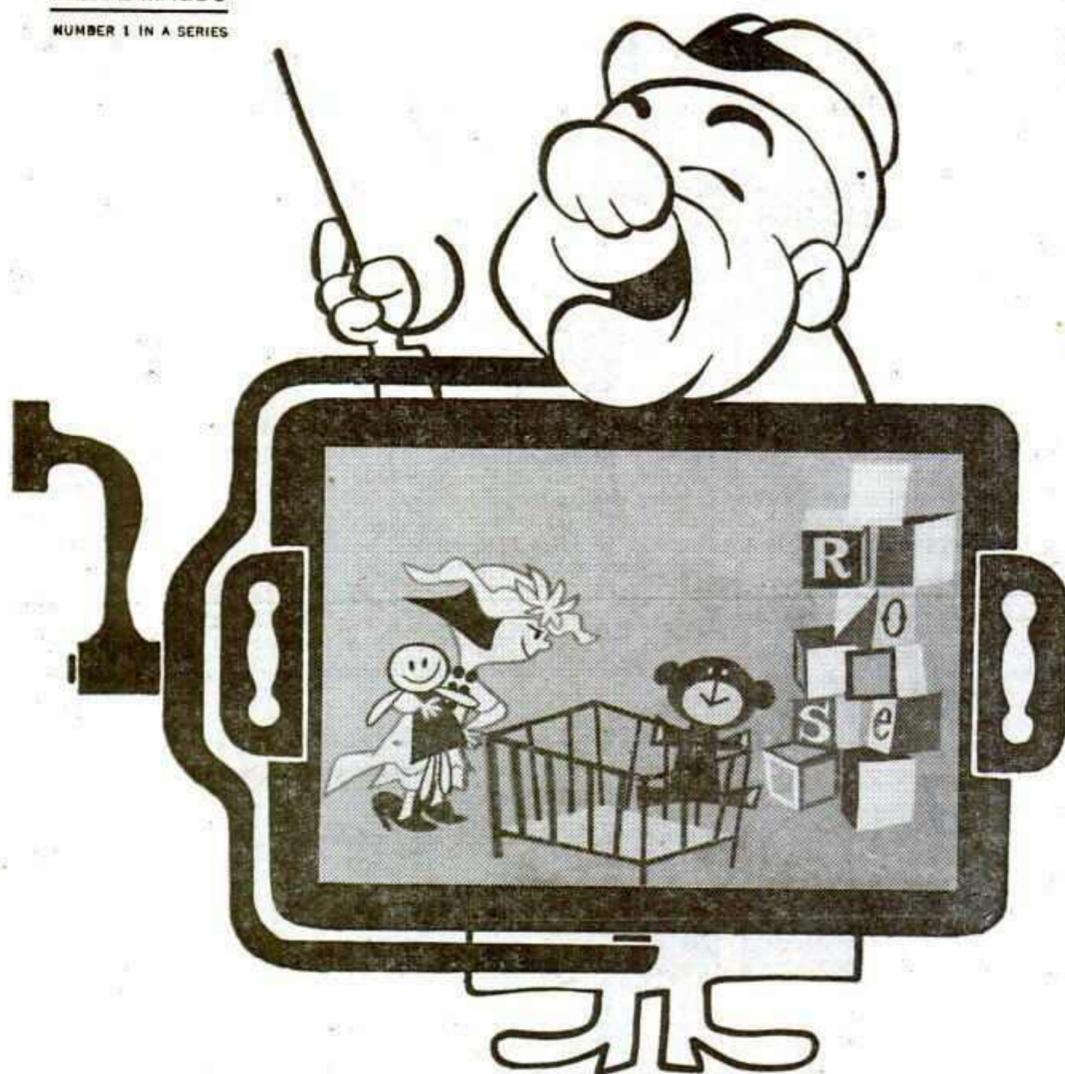
Add hundreds of showings to any film! Cut costs drastically!

See how Rapid's unusual low cost saves thousands of film dollars for top-name clients — and precious hundreds for smaller accounts. Send for VALUABLE informative booklet ON FILM CARE.

"The Film Doctors"
Rapid FILM TECHNIQUE, INC.
 25A W. 46th Street, N. Y. C.

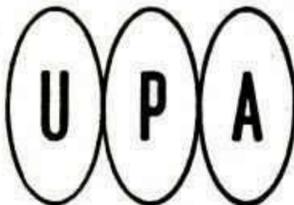
INSIDE MAGOO

NUMBER 1 IN A SERIES



More impact...more penetration per TV second!
The famed "UPA-style" leads the TV-spot field.

UPA PICTURES, INC. offices in:
New York: 670 Fifth Avenue, PLaza 3-1672
Burbank: 4440 Lakeside, THornwall 2-7171



ILLUSTRATED: NEW 60 SEC. IPANA SPOT BY UPA FOR BRISTOL-MYERS, THROUGH DOHERTY-CLIFFORD-STEERS & SHENFIELD, INC.

'Go West', Agencies Tell Ad Producers

• Continued from page 22

from beginning to end. A recent development is the hiring by producers of top agency men, e.g. Ed Feldman by Desilu, Frank Bibas by RR-GK and, conversely, of film people by the agencies, thus reducing the liaison problem considerably.

When placing commercials for production, agencies ask for bids from producers. Seldom, however, does the job go to the lowest bidder. Most agencies have learned that certain producers excel or specialize in a certain type of commercial and, if his bid is at all within reason, the assignment will go to him.

Specialists

As example, Roach has developed a technique for producing watch commercials and, for just one sponsor, Bulova, is filming between 40 and 45 spots a year, having turned out an estimated 180,000 prints for them since 1948. Similarly, RR-GK specializes principally in automobile, food and cosmetic spots. In many cases producers develop their own equipment, especially optical, for these jobs, something which a small firm could not afford to do.

More and more stars are being used in commercials, the pay ranging from \$1,000 to \$3,500. Since, in many cases the featured players of a series also make the pitch to the viewer, the movement to the West of television in general has tended to bring the commercial production with it.

Spots usually take about four weeks from storyboard to answer print, tho in a pinch they can be turned out in 10 days to two weeks at extra cost. One of the biggest problems both producers and agencies face is that of convincing sponsors they have to place

orders for commercials well ahead of time, and can't change their minds as to content in the middle of production.

No one would claim that the shift from East to West is a torrent, but it has been a steady flow for the past two years. If the factors causing it remain constant, no one expects it to stop.

Entertainment Brings Gains

• Continued from page 18

of the characters. A producer feels that, when they are used for other media, he should be reimbursed. The sponsor, who has been using them on packages, billboards, radio, etc., and, in effect, been getting a free ride, objects, but the trend seems to be toward recognizing the validity of the producer's claim.

Similarly, agencies with large copywriting staffs are loathe to let the producers prepare the storyboards, feeling that this is undermining their domain. Nevertheless, nearly all are coming to recognize the value and freshness of outside thinking.

Basically, the push toward the entertainment commercial is a grass-roots movement. At a recent press showing of a spectacular, for instance, the audience got the biggest kick not out of anything in the program, but out of the commercial. An ABC-TV survey of commercials found that, out of the three best remembered, two were entertainment spots. No agency is inclined to disregard this sort of proof.

★ Knowhow
+
★ Imagination
+
★ Quality
=
★ Five Star

Specializing in the production of TV Commercials since the inception of commercial television.

★ Five Star Productions
6530 Sunset Blvd., Hollywood, Calif.

Outstanding Television Commercials
are produced by

Lalley and Love, Inc.
New York 17, N. Y.

565 Fifth Avenue

ELdorado 5-1382

Representative Current Accounts:

Westinghouse Electric Corp.
International Latex Corp.
New York Daily News
Aluminum Co. of America
U. S. Brewers Foundation
The Nestle Company

McCann-Erickson, Inc.
Reach, Yates & Mattoons, Inc.
Cunningham & Walsh, Inc.
Ketchum, MacLeod & Grove, Inc.
J. Walter Thompson Co.
Dancer-Fitzgerald-Sample, Inc.

Call us today . . . we will be happy to discuss your particular film needs.

Film Producer Credits

Continued from page 24

FILM ASSOCIATES
460 S. DIXIE AVE., DAYTON, O.
Gem City Building & Loan, Hudepohl Brewing Co., Island Creek Coal Co., U. S. Shoe Corp., Wiedemann Brewing Co.

FILM COUNSELORS
500 FIFTH AVE., NEW YORK
United Gas Corp., U.S.A.F.

FILM CREATIONS
14 E. 40TH ST., NEW YORK
W. E. Bassett Co., Canada Dry Ginger Ale Co., Gold Medal Candy Corp., Lever Brothers, Rayco, S. A. Schonbrunn Co., Snagpruf Zipper Corp.

FILM GRAPHICS
245 W. 55TH ST., NEW YORK
Campbell Soup Co.

FILMACK
1327 S. WABASH, CHICAGO
Burdal-Haffner Paint Co., Bursley Coffee Co., Helene Curtis Industries, Ideal Macaroni Co., Maxon Motors, Pennington Bakeries, Pittsburgh Brewing Co., Schlatter Hardware Co., Quaker Motor Co., Tampa Motor Center, Betty Zane Corn Prods.

FILMWAYS, INC.
241 W. 54TH ST., NEW YORK
Colgate-Palmolive, Drackette Co., General Foods, General Mills, Pabst Brewing Co., Reynolds Tobacco Co., Royal Typewriter Co.

FILMWRIGHT PRODUCTIONS
3 E. 57TH ST., NEW YORK
Advertising Council, Almagamated Bank, American Express, Continental Oil Co., General Foods, Harry S. Levy & Sons Co., Procter & Gamble, Railway Express Agency, Weldon Farm Prods.

FIVE STAR PRODUCTIONS
6530 SUNSET BLVD., HOLLYWOOD
Alabama Flour Mills, Chrysler Corp., Falls City Brewing Co., Gerity-Michigan Corp., Gibson Art Co., Gulf Brewing Co., Loma Linda Food Co., McLaughlin's Manor House Coffee Co., Pasadena Savings Bank, Shearfer Pen Co., Union Electric Co., Utility Appliance Corp., Val-Lo Will Chicken Farm.

FLICKA FILM PRODUCTIONS
1429 N. WELLS ST., CHICAGO
Cari-Print Industries, Continental Coffee Co., Home Demonstrator, Ltd., Michigan-Ohio Navigation.

FOX MOVIE TONE
460 W. 54TH ST., NEW YORK
American Dairy Assn., Anheuser Busch, Bulova Watch Co., Dupont Co., Falstaff Brewing Co., General Motors-Oldsmobile Div., Listerine Co., Remington-Rand, RCA Victor.

ROY FRIDGE CO.
DALLAS
American Liberty Oil Co., Gordon Boswell Florist, First National Bank of Fort Worth.

FRONTIER FILMS
985 SHERBROOKE ST. W., MONTREAL
General Foods.

MEL GOLD PRODUCTIONS, INC.
1639 BROADWAY, NEW YORK
Genesee Brewing Co., Hovis America Bakeries, National Gypsum, U.S.A.F.

HARRY S. GOODMAN PRODUCTIONS
19 E. 53D S., NEW YORK
Hartford National Bank.

GOTHIC FILMS
666 FIFTH AVE., NEW YORK
Chrysler Corp.-Dodge Div.

GRAY-O'REILLY
480 LEXINGTON AVE., NEW YORK
American Chiclet, Armstrong Tire Co., Cities Service Co., Falstaff Brewing Co., General Cigar, General Foods, General Mills, Dorothy Gray Co., Grove Labs., Gunther Beer Co., Andrew Jergens Co., Lever Brothers, T. J. Lipton, Inc., McKesson & Robbins, Nestle Co.

ROLAND REED-GROSS-KRASNE
CULVER CITY, CALIF.
Campbell Soup Co., Lever Brothers, San Francisco Brewing Co., Vick Chemical Co.

GUILD FILMS CO.
460 PARK AVE., NEW YORK
Bardhal Oil Co., Liggett & Myers, JAM HANDY
2821 E. GRAND AVE., DETROIT
U. S. Steel.

HANKINSON STUDIO
25 W. 46TH ST., NEW YORK
Carling's Brewing Co., General Foods, Nor-

(Continued on page 35)

KLING Film STUDIOS

CHICAGO • HOLLYWOOD

DEPENDABILITY

QUALITY

CREATIVITY

ECONOMY

for Top Film Productions

QUALITY
is our business
Plus
personalized
service

in
the
East
it's...

MOVIELAB

ROUND-THE-CLOCK SERVICES
Negative Developing
First Print Department
Ultra Violet and
Flash Patch Printing
16mm and 35mm
Release Printing
Kodachrome Printing
63 Editing Rooms

SPECIAL TV SERVICES

For Color it's
Rainbowlab Inc.

Now
Celebrating
Our 25th
Anniversary

MOVIELAB FILM LABORATORIES, INC.
619 West 54th Street, New York 19, N. Y. JUdson 6-0360

TELEPROMPTER SERVICE
Cuts Shooting Time - Saves Retakes

TELEPROMPTER CORPORATION
New York: JU 2-3800 • Hollywood: HO 9-6239

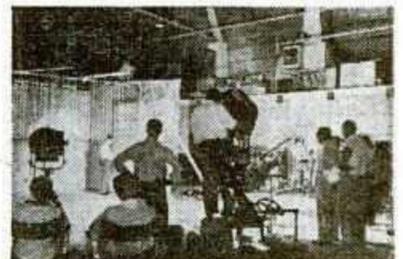
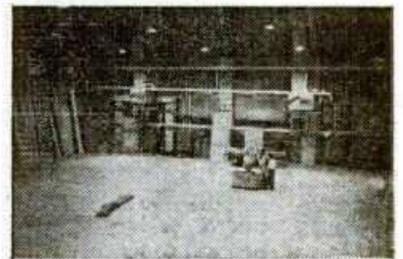
In Chicago

Kling's Chicago Film Center with its three immense, modern sound stages makes Kling Studios the most completely equipped organization in America for producing television and industrial films.



In Hollywood

Professionally perfect facilities, giant sound stages, permanent exterior and interior sets, extensive properties, construction and paint shops, wardrobes, editing rooms — complete Hollywood facilities for TV shows and commercials; industrial, training and institutional films for business and industry.



KLING'S WINNING FORMULA:

Advertising Knowmanship
plus
Hollywood Showmanship!

KLING FILM PRODUCTIONS

CHICAGO—1058 W. Washington Blvd.
Phone: SEeley 8-4180

HOLLYWOOD—1416 North La Brea
Phone: HOLlywood 3-2141

SECURITY is a many-splendored thing!

FOR INSTANCE . . . the security you can be assured of when you avail yourself of

Modern's print procurement service

As one agency's film chief told us . . . "We feel comfortable in the knowledge that Modern has centralized all phases of television film from approval of answer print right thru to final shipment . . . thus cutting production time, effecting better control of film quality and standardizing the cost of tv spot commercial release prints. In other words, we endorse Modern's complete plan because their agency-tailored tv film services are all under one roof!"

Another plus value is the complete traffick and distribution of Television Films (Programs, Features and Spot Commercials).

- Print Procurement
- Television Spot Commercial Film Traffick
- Positive Editing—TV Film Programs
- Film Storage
- Sponsored Industrial Films for Television
- Television Feature Film Traffick
- Distribution of Live Television Program Props

Modern Talking Picture Service, Inc. TV Division

219 East 44th Street
New York 17, N. Y.
OXford 7-2753

420 North Michigan Avenue
Chicago 11, Illinois
DElaware 7-3761

3450 Wilshire Boulevard
Los Angeles 5, California
DUnkirk 4-2511

GREY MATTER

Personal Selling Key

Continued from page 28

convincing the guy. The TV seller needs what all good salesmen need: enthusiasm in voice, in manner, in expression, in the twinkle of his eyes to achieve the most of personal selling.

Without believability there's no personal selling.

4. I KNOW WHAT I'M TALKING ABOUT—Some of the most seasoned television announcers (male and female) have complained bitterly about the superficial way in which they are asked to do commercials, whether live or on film. They're given a piece of commercial copy and told to recite it (with gestures). Would you send your salesmen into the home without giving them a feeling for your product? Yet too many salespeople are sent into the home via the TV screen and asked to parrot a canned selling script. And it sounds like it, too. If the announcer has no feeling for selling (and many good ones do not), don't use him (or her) no matter how beautiful his voice, clear his diction and perfect his pronunciation. Unless your personal salesman on the TV screen creates the impression that he knows what he's talking about, you'll never get that personal selling into the commercials. Why not a course in selling for announcers?

5. INTEGRATION WITH THE SHOW—When the star is used to give a testimonial, it can be effective salesmanship if the viewer can really believe that the star is a user of the product. When the star is used as a salesman, he or she can be effective when thoroly indoctrinated to give an honest, sincere, believable statement.

The movie stars who have been saying thru all these years that they are "Lux girls" are believable. When we at Grey use movie stars to do the Five-Day Deodorant Pad commercials, it is perfectly credible, not only because movie stars,

like all other people, are users of deodorants, but because of the manner in which they give the testimonial. When Mel Allen puffs his White Owl Cigar, he's believable. So are Bert Parks, wearing a Van Heusen shirt, or Jack McCarthy drinking Krueger Beer.

6. IMAGINATIVE SELLING—Always remembering that the objective is personal selling, we can use many devices made possible by television, such as cartoons, puppets, music, to give an extra dimension to personal selling. Skillfully done, they fire the imagination and help surround the product with romance and excitement. You have seen it in many good commercials like Ajax cleanser, like the puppet characters from "Peter Pan" which sold Grey client's RCA Victor records on the "Peter Pan" TV spectacular; like Dotty Doeskin, our lovely little fawn, which cavorts in our Doeskin commercials. Music, too, can add much to good hard "sell." Yes, there is a growing appreciation of the value of music in TV commercials because of the added emotional impact provided by skillfully composed background music . . . that is, when the music doesn't drown out the selling message.

Core Is Copy

By this time we hope you have gathered that we believe that the TV commercial is a form of personal selling. We've said a good deal about how the sales message should be delivered, but not very much about the message itself. How should it be written to achieve the most effective personal selling? Here are three basic principles:

1. Effective TV commercials start with the idea that you are selling an individual, not a group.

2. The effective commercial is based on a sound selling idea which is directed to the consumer's self interest and is developed with creative imagination. It is never dull or inert.

Planning Can Bring Savings

Continued from page 20

the commercial's being completed after deadline, Levy said.

The same plaint was voiced by a representative of the film laboratories, Paul Kaufman, of Tri-Art Laboratories. The labs are constantly striving to speed up their processing of commercials in order to satisfy the demand for speed, but the demands made upon them are often completely unreasonable, Kaufman said.

Praise for the efforts of the labs, however, was voiced by a representative of the producer's side of the fence in the person of Robert Klaeger, Transfilm's vice-president in charge of commercials. "I would like to say thanks to some unsung heroes in this business of frantic deadlines," Klaeger stated. "These, of course, are the laboratories. By speeding up their operations they have done as much or more than anyone else to improve our schedules. They have co-operated with us in exploring new techniques to improve the quality of film being produced for television transmission. We would have had a much rockier road if we had not received this assistance," Klaeger observed.

3. Effective TV commercials do not try to cram too many selling points, too many ideas into one commercial. The viewer cannot absorb them, and there is only a limited time for getting even one idea to penetrate the viewer's consciousness.

Not Formula

We are making no attempt in this piece to give a formula for a good commercial. We don't believe in formulas. Volumes can be written about techniques, research methods to prove credibility and motivation, co-ordination between video and audio and other elements of the commercial. We are trying to establish a principle: that the TV commercial is the blood brother of the in-the-home salesman. True, it's more ingenious, more versatile, more powerful, but it is personal selling as against audience selling.

ATTENTION GETTING

TELEVISION COMMERCIALS

Choose your weapon, podner — animation, semi-animation, puppets and live action—we're set to handle 'em all—color and black & white.

We'll take your ideas and give them our own special brand of enthusiasm—the kind of enthusiasm that's sure to fust up a real sales storm for your products.

We'll work with you and for you, so join the "round-up" of satisfied clients. Write, phone or wire Sturm Studios today.

BILL STURM STUDIOS, INC.
Television Commercial Specialists
723 Seventh Avenue, New York 36, N. Y.
JUdson 6-1630




Film Producer Credits

• Continued from page 33

wich Pharmaceutical Co., Radikol, Revlon, Singer Co., Texize Chemical Co.

HARRIS-TUCHMAN PRODUCTIONS
751 N. HIGHLAND AVE., HOLLYWOOD
International Metal Prods.

HARTLEY PRODUCTIONS, INC.
339 E. 48TH ST., NEW YORK
B. T. Babbitt Co., Grove Labs., Sinclair Oil Co.

BOB HAWKS
1623 S. MAIN ST., TULSA, OKLA.
First National Bank & Trust Co., 7-Up Bottling Co.

HAWLEY-MASSACRE PRODUCTIONS
SCOTTSVILLE, N. Y.
Community Savings Bank, Genesee Valley Union Trust Co., Monroe County Republican Party.

HOLLYWOOD TELEVISION PRODUCTIONS
880 BERGEN AVE., JERSEY CITY, N. J.
Cameo Curtains, Borg-Warner Corp.-Norge Div., Devega Stores, Rhodes Pharmacal Co., Scientific Industries, State of New Jersey.

IMPS, INC.
515 MADISON AVE., NEW YORK
Helena Rubinstein.

INTERNATIONAL MOVIE PRODUCERS SERVICE
515 MADISON AVE., NEW YORK
Benrus Watch Co., Ruppert Brewery.

JAMIESON TV PRODUCTIONS
3825 BRYAN ST., DALLAS
American Liberty Oil Co., Borden Milk Co., T. W. Burieson & Sons, Dallas Rupe & Sons, Fritos, Hagar Slacks, Humble Oil & Refining Co., Lone Star Brewing Co., Magnolia Refining Co., Mercantile Bank, Mrs. Tucker's Foods, Shreveport First National Bank, United Gas Co.

JAN PRODUCTIONS
7142 SUNSET BLVD., HOLLYWOOD
E. I. du Pont de Nemours, Pacific Telephone & Telegraph, San Francisco Brewing Co., Schlitz Brewing Co., Standard Oil Co.

KEITH FILM PRODUCTIONS
1728 ST. MARY'S AVE., OMAHA
Aluminum Specialties Co., L. G. Doup Mattress Co., Omar Bakers, Inc.

KEITZ & HERNDON
4409 BELMONT AVE., DALLAS
American Petroleum, Austex, Berghoff Beer, Borden Milk Co., Dr. Pepper Co., Foremost Dairy, Fox Delux Beer, Furr's Market, Glo, Greyhound Bus Co., Land O'Pine Milk, Light Crust Cake Mix, Linz Jewelry, Lone Star Gas Co., Maryland Club Coffee, Mrs. Baird's Bread, Old Salty Beverages, Pearl Beer, Reddi-Wip Co., State Fair of Texas, Taste Mark Ice Cream, Tiches Department Stores, United Gas Co., Worthy Biscuit Co.

KENCO FILMS, INC.
621 W. 54TH ST., NEW YORK
R. J. Reynolds Tobacco Co.

HERBERT KERKOW, INC.
480 LEXINGTON AVE., NEW YORK
Hills Bros. Coffee, Inc., Polk Miller Prods. Corp.

KLEIMAN PRODUCTIONS
7815 MILAN AVE.,
UNIVERSITY CITY, MO.
Gardner Advertising, Mayrose Meats, Pevely Dairy, Pipe Fitters Local 562, Polythane Sponges, Wabash Railroad.

KLING STUDIOS, INC.
1058 W. WASHINGTON, CHICAGO

American Broadcasting Co., American Dairy, American Family, Armour & Co., Bakersfield Savings & Loan, Banks of Milwaukee, Belle Camp Candy Co., Binghampton Savings Bank, Blue Shield, Borden Co., Borg-Warner Corp.-Norge Div., Capital Federal Savings of Topeka, Carpenter's Bread, Central Democratic Committee, Chism Ice Cream Co., Chuckles Candy Co., Citizens for Greater Chicago, Cross Baking Co., Helene Curtis Industries, Dairy Dell, De Lisa Shoe Co., Detroit Bank, Dormeyer Corp., Electricity Information Program, Farm & Home Savings, First Federal Bank, First Federal Savings of Topeka, First National Savings & Loan of Toledo, First National Bank of Oregon, Foreman Motors, Gate City Savings & Loan, Gem City Building & Loan, General Electric-Hotpoint Div., General Motors-Frigidaire Div., Chevrolet Div. & Delco Div., Gibson Air Conditioners, Great Falls Brewing Corp., Green Giant Co., Hamilton Mfg. Co., Hawaiian Brewing Co., Homoko Lawn Mowers, Home Federal Savings & Loan, H. P. Hood Dairies, Illinois Democratic Committee, Illinois Republican Committee, International Shoe Co., Ivano, Inc., Andrew Jergens Co., Johnson Outboard Motors, Kansas City Chevrolet Dealers, Kellogg Co., Kelsey-Fraser Co., Kroehler Co., Lambert Pharmacal Co., Lavaris Co., Light Crust Flour, Lion Oil Co., Magikist Rug Cleaner, Manitowoc Freezers, McLaughlin's Manor House Coffee, Miles Labs., Milnot Food Prods., Minot Federal Savings Bank, Mobile Homes Mfr. Assn., Morrell Co., Myzon, Inc., National Trailer Assn., O' Cedar Prods., Ohio Bell Telephone Co., Oklahoma Fuel Oil Co., Old Colony Co-op Bank of Providence, Old National Bank, Orange Crush Co., Pabst Brewing Co., Passaic-Clifton National Bank, Package Masters, People's Trust & Savings Co., Permanent Savings, Prudential Savings & Loan, Red Owl Food Stores, Republican State Central Committee, Sealy Mattress Co., Sentinel Radio Corp., Serta Mattress Co., Servel Refrigerator Co., Skelly Oil Co., A. O. Smith Corp., Speedway Petroleum Corp., Standard Federal Savings & Loan, Standard Oil Co., State Savings & Loan of Honolulu, Stewart-Warner Corp., Swift & Co., U. S. Gypsum Co., U. S. National Bank, U. S. National Bank of Omaha, United Wallpaper Co., Valleydale Hams, Williamson Candy Co.

(Continued on page 36)

1/24th OF A SECOND

FROM THIS

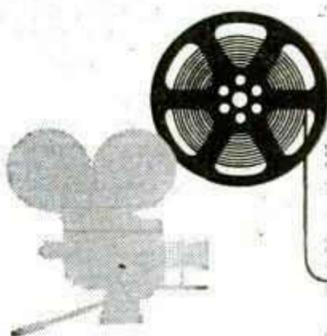


TO THIS



From Park Avenue to Paris in an instant! That's Background Process Projection... It offers you background action of any scene, season, or sport... right in New York... for your motion picture requirements.

Permit your creative efforts the freedom which only rear screen projection offers. Further information on request.



FILMWAYS

INCORPORATED

241 WEST 54th STREET, NEW YORK 19, N. Y.

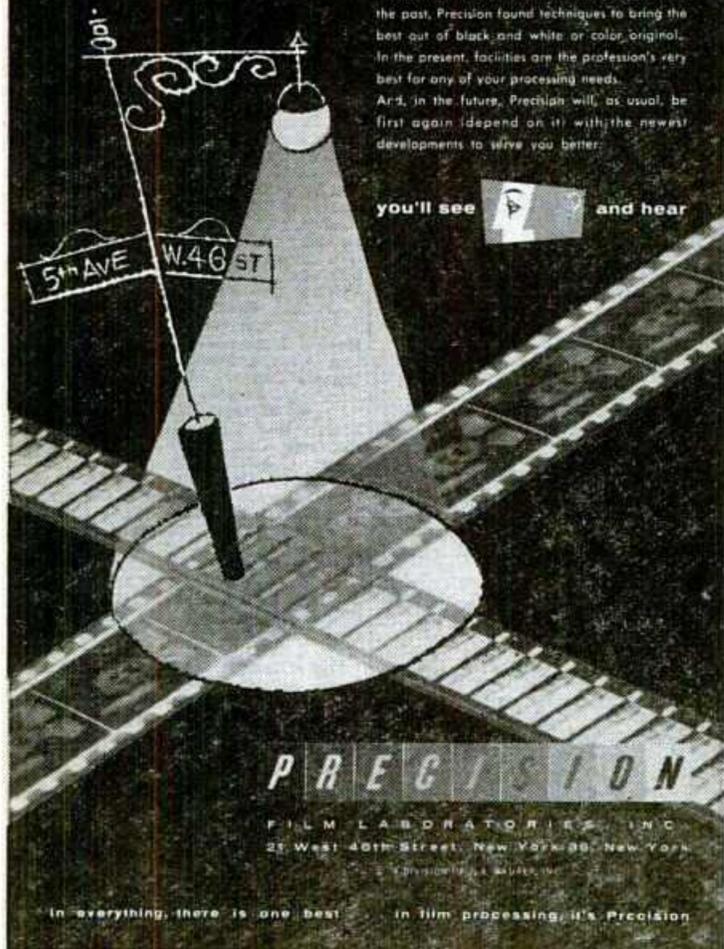
BRILLIANT PERFORMANCE

That happy glow (limelight?) in Precision's corner is simply the radiance of a solid reputation for sound, careful and accurate film processing. Wants performer.

Precision is the pace-setter in film processing. In the past, Precision found techniques to bring the best out of black and white or color original. In the present, facilities are the profession's very best for any of your processing needs.

And, in the future, Precision will, as usual, be first again (depend on it) with the newest developments to serve you better.

you'll see  and hear



PRECISION

FILM LABORATORIES, INC.
21 West 40th Street, New York 18, New York

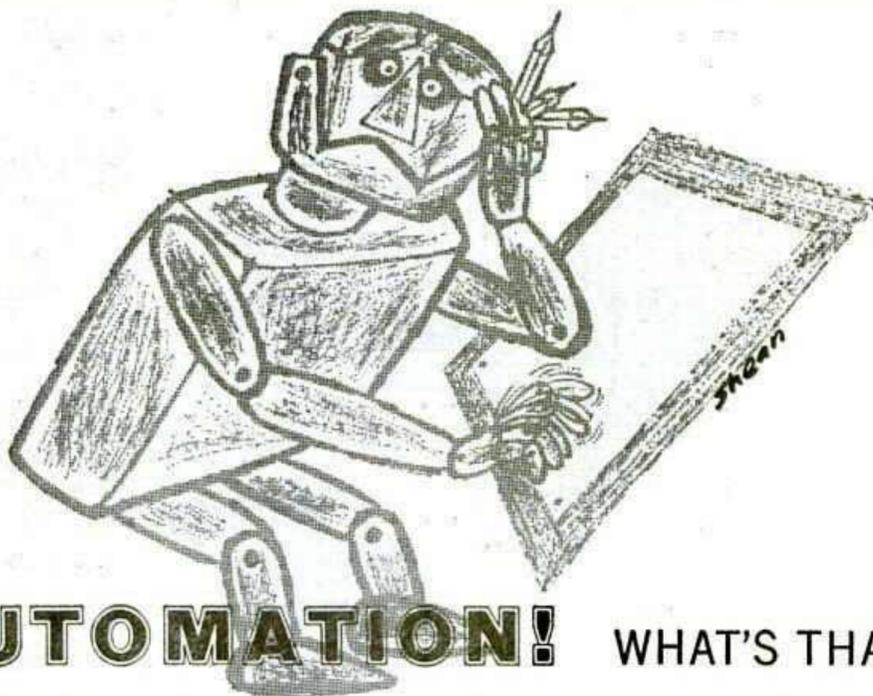
In everything, there is one best. In film processing, it's Precision.

TV SPOTS, INC.

HOLLYWOOD OFFICE
1037 No. Cole Avenue
Los Angeles 38, Hollywood 5-5171

NEW YORK OFFICE
38 West 53rd Street
New York, PL 5-4807

PRODUCERS OF ANIMATED AND LIVE ACTION COMMERCIALS AND INDUSTRIALS



AUTOMATION! WHAT'S THAT?

it's probably the greatest thing that ever happened to mass production. but until we can find a machine to grind out animation, we will have to settle for making cartoons the hard way, with a staff of talented artists who insist on making each film a hand crafted gem.

animation inc. 8564 melrose avenue hollywood 46, california

Film Producer Credits

Continued from page 35

LAKWOOD PRODUCTIONS
2015 KALAMAZOO, S.E.,
GRAND RAPID, MICH.
Michigan Bakeries.
LALLEY & LOVE, INC.
565 FIFTH AVE., NEW YORK
Alisco Storm Windows, American Cyanamid Co.-Lederle Labs Div., American Motors-Kelvinator Div. & Nash Div., American Safety Razor Co., Boyle-Midway, Calgon, Inc., Colonial Bakers, Columbia Records, Dairymen's Co-Op Sales Assn., East Ohio Gas Co., Folger's Coffee Co., General Foods, General Mills, Lenthic, Inc., Lever Brothers, Mennen Co., National Biscuit Co., Nestle Co., New York Daily News, Procter & Gamble, Seec & Kade, Inc., Smith-Corona Co., Westinghouse Electric Co., Whitehall Pharmacal Co.

KENT LANE FILMS
1253 S. THIRD ST., LOUISVILLE
City of Louisville, Devoe & Reynolds Paint Co., General Electric Dealer, Grocer's Baking, Peasley-Gaulbert Paint & Varnish Co., Stewart's Department Store.
ANTHONY LANE
MINNEAPOLIS
Burma-Vitalo Co., Maico Hearing Aids, Inc., Merit Drug Stores, Penn Realty Homes, White Way Cleaners.
ROBERT LAWRENCE PRODUCTIONS
418 W. 45TH ST., NEW YORK
P. Ballantine & Sons, Block Drug Co., Colgate-Palmolive, General Cigar, General Motors-Guide Lamp Div. & A. C. Spark Plug Div., Gold Medal Candy Co., Houbigant Sales Corp., Johnson & Johnson, Monarch Wine Co., National Carbon, Norcross

Inc., Procter & Gamble, R. J. Reynolds Tobacco Co., Ronzoni Marcaroni Co., Simmons Mattress Co., Studebaker-Packard Corp.

LEWIS & MARTIN STUDIOS
1431 N. WELLS ST., CHICAGO
Cameo Cleanser, Campbell Soup Co., R. M. Hollingshead Corp., Leche de Carabobo, Linco Prods. Distributing Co., Michigan Bell Telephone Co., Mishawaka Rubber & Woolen Co., Montgomery-Ward, Reddi-Wip Corp., Standard Oil Co., Stark-Wetzel Packing Co., TV-Time Food Co., Wax Paper Merchandising Council, Zenith Radio Corp.
VERNON LEWIS SOUND FILMS
71 W. 45TH ST., NEW YORK
California Oil Co., New York State, F. & M. Schaeffer Brewing, U. S. Rubber Co.

LOU LILLY PRODUCTIONS
5746 SUNSET BLVD., HOLLYWOOD
P. Ballantine & Sons, Colgate-Palmolive, Courtesy Chevrolet, General Mills, R. J. Reynolds Tobacco Co.

LOUCKS & NORLING STUDIOS
245 W. 55TH ST., NEW YORK
Binaca Dentifrice, Bulova Watch Co., Gillette Co., Goodyear Tire & Rubber Co., Guild Wine.

McCONNACHIE PRODUCTIONS
630 NINTH AVE., NEW YORK
General Motors-Buick Div., Goodyear Tire & Rubber Co.

MCA ARTISTS, LTD.
598 MADISON AVE., NEW YORK
Great Atlantic & Pacific Tea Co., General Foods, H. J. Heinz Co., Loblaw Grocery, Neilson Chocolate Co., Richfield Oil Co., Stalley Milling.

MERCURY INTERNATIONAL
6611 SANTA MONICA BLVD., HOLLYWOOD
Albers Milling Co., Buick Dealers, C-7 Lettuce, Crown-Zellerbach Paper Corp., Helene Curtis Industries, Griesedieck Bros. Brewery, Kellogg Co., Interstate Log Cabin Bakers, Luer Packing Co., Mars, Inc., McLaughlin's Manor House Coffee Co., Pictsweet Foods.

GLENN E. MILLER PRODUCTIONS
4920 SANTA MONICA BLVD., HOLLYWOOD
Automobile Commission.

MILNER PRODUCTIONS
3800 LIBERTY HEIGHTS AVE., BALTIMORE
V. Arena & Sons Macaroni, Cloverdale Dairy Farms, Cloverdale Spring Co.

DWIGHT MORRIS PRODUCTIONS
1605 S. BOSTON ST., TULSA, OKLA.
First National Bank & Trust Co.
MOTION PICTURE ADVERTISING SERVICE
1032 CARONDELET ST., NEW ORLEANS
Jones-Blair Paint Co., National Burling Packing Co., United Gas Corp.

MOTION PICTURE STAGES
3 E. 57TH ST., NEW YORK
American Chiclé, American Motors, New York Daily News, Westinghouse Electric Co.

MPO PRODUCTIONS, INC.
15 E. 53D ST., NEW YORK
Campbell Soup Co., Chesebrough-Pond's, E. I. du Pont de Nemours, Ford Motors Co., General Foods, Andrew Jergens Co., Kellogg Co., Peil Brothers Brewing Co., RCA, Helene Rubinstein, Schwepps (USA).

OWEN MURPHY PRODUCTIONS
723 SEVENTH AVE., NEW YORK
American Telephone & Telegraph Co.

NATIONAL SCREEN SERVICE CORP.
1600 BROADWAY, NEW YORK
American Motors-Nash Div., Avco Mfg. Co.-Crosley Div., B. T. Babbitt, Inc., California Oil Co., E. I. du Pont de Nemours, Elgin National Watch Co., Gemex Co., General Time Co., Jupiter Popcorn, Metro-Goldwyn-Mayer, National Gypsum, Nestle Co., Reader's Digest.

STANLEY NEAL PRODUCTIONS
475 FIFTH AVE., NEW YORK
Phillip Packing Co.

TED NEMETH STUDIOS
729 SEVENTH AVE., NEW YORK
Colgate-Palmolive, Elgin National Watch Co., General Motors-Cadillac Div.

NOLA STUDIOS, INC.
1657 BROADWAY, NEW YORK
Arthritis & Rheumatism Foundation.

O'CONNOR PRODUCTIONS
139 S. BEVERLY DR., BEVERLY HILLS, CALIF.
Texas Oil Co.

OLYMPUS FILM PRODUCTIONS
222 CHICKASAW ST., CINCINNATI
Avco Mfg. Co.-Crosley-Bendix Div.

OMEGA PRODUCTIONS
1960 DORCHESTER ST. W., MONTREAL
Noe Bourassa, Ltd.

PAUL PARRY PRODUCTIONS
7557 SUNSET BLVD., HOLLYWOOD
Jim Clinton Clothing Mfg. Co.

PARSONETTE & WHEELER, INC.
32 W. 53D ST., NEW YORK
T. J. Lipton, Inc.

FATHESCOPE PRODUCTIONS
580 FIFTH AVE., NEW YORK
U.S.A.F.

RAY PATIN PRODUCTIONS
6650 SUNSET BLVD., HOLLYWOOD
Albers Milling Co., Bardahl Oil Co., Blue Plate Foods, Brand Names Inst., California Marine Curing & Packing Co., Campbell Soup Co., Chrysler Motor Co.-DeSoto Div., Coca-Cola Co., Consolidated Cigar Sales Co., Crescent Topping, General Foods, General Mills, Goebel Brewing Co., Green Giant Co., Grove Labs., G. Heilmann Brewing Co., Hoover Co., Hudepohl Brewing Co., International Harvester, Jackson Brewing Co., Kellogg Co., Libby, McNeil & Libby, Log Cabin Bakers, Louisiana State Rice Milling, M. D. Tissue, Metro-Goldwyn-Mayer, M.M.B. Coffee Co., Monsanto Chemical Co., National Bohemian Brewing Co., Pacific Gas & Electric Co., Personal Prods., Peter Pan Drive-In, Petri Wineries, Procter & Gamble, Pure Oil Co., Ralston-Purina Co., Richard's Drive-In Restaurants, Richfield Oil Co., Santa Fe Wineries, Security First National Bank, Sick's Seattle Brewing Co., Speedway Gasoline Co., Thermador Electric Corp., Toni Co., Wisco Gas.

PELICAN FILMS, INC.
41 W. 47TH ST., NEW YORK
American Can Co., American Chiclé, P. Ballantine & Sons, Robert Hall Clothes, Inc., General Foods, Lehn & Fink Prods. Corp., R. J. Reynolds Tobacco Co., Standard Brands, Inc., Time, Inc., U.S.A.F., Ward Baking Co.

PETRI STUDIOS
144 WESTMINSTER ST., PROVIDENCE
Collins Tool Co., Industrial National Bank.

PHOTO ART PRODUCTIONS
2330 MARKET ST., PHILADELPHIA
Lawn Boy.

PHOTOGRAPHIC LABS
3101 SAN JACINTO, HOUSTON
Black-Brollier Building Materials, James Bute Paint Co., Houston Post, Second National Bank, United Gas Corp.

PLAYHOUSE PICTURES
HOLLYWOOD
Peter Hand Brewery, Rexall Drug Co.

PRINCETON FILM CENTER
CARTER RD., PRINCETON, N. J.
General Motors Corp.-A. C. Sparkplug Div., Oldsmobile Div. & Buick Div., Lester Piano Mfg. Co., National Lead Co.

PRODUCERS FILM STUDIOS
549 LAKE SHORE DR., CHICAGO
Williamson Candy Co.

PRODUCTIONS FOR TELEVISION
250 W. 57TH ST., NEW YORK
Block Drug Co., Ferber Corp., Houbignat Prods., National Shoe Corp., Rayco.

PYRAMID PICTURES
1520 SPRING ST., N.W., ATLANTA
Dairy Queen, Georgia Milk Prods., Swiss Colony Wine Co.

RAWLINS-GRANT
650 N. BRONSON AVE., HOLLYWOOD
Staley Milling Co.

REID H. RAY FILM INDUSTRIES
2269 FORD PKY., ST. PAUL
Ballard Biscuits, Charmin Paper Mills, Cummings Power Tool Co., Deep Rock Oil Co., Deere & Co., George A. Hormel & Co., International Milling Co., International Harvester, Lan-O-Sheen, Inc., Northern Pacific Railroad, Northrup-King & Co., Phillips

Petroleum Co., Pillsbury Mills, Jacob Schmidt Brewery, Simmons Mattress Co., Washburn Co.

REELA FILMS, INC.
17 N.W. THIRD ST., MIAMI
Alo Creme, Anton's Frozen Foods, Butter-nut Bread, Canada Dry Ginger Ale, Inc., Cardinal Prods., Chrysler Corp., Florida Power & Light, Grapette.

REPUBLIC RADIO & TV FEATURES
64 E. LAKE ST., CHICAGO
Public Service Stores, Western Supply Co.

ROBERT Y. RICHIE STUDIOS
9 W. 61ST ST., NEW YORK
U. S. Steel.

RIVERA PRODUCTIONS
1713 VIA EL PRADO,
REDONDO BEACH, CALIF.
Ameppo, Berl Berry DeSoto, City of Redondo Beach, Comfort Prods., National Disposers, Wizard Door Co., Womack Co.

RKO-PATHE
1270 SIXTH AVE., NEW YORK
Chrysler Corp.

HAL ROACH STUDIOS
8822 WASHINGTON BLVD., CULVER CITY, CALIF.
Elgin National Watch Co., General Foods, General Motors-Chevrolet Div., Gulf Oil Co., White King Soap Co.

LESLIE ROUSH PRODUCTIONS
333 W. 52D ST., NEW YORK
Remington-Rand.

RUBY FILM COMPANY
729 SEVENTH AVE., NEW YORK
Amara Products.

HAL RUMMEL
75 W. BROADWAY,
SALT LAKE CITY, UTAH
Henager School of Business.

SARRA, INC.
200 E. 56TH ST., NEW YORK
American Tobacco Co., Anheuser-Busch, Campbell-Gaggert Bakeries, Campbell Soup Co., Ciba Pharmaceuticals, Cook Paint & Varnish Co., Adolph Coors Brewing Co., Helene Curtis Industries, Drewrys, Ltd., Evinrude Motors, Frisch's Restaurants, Grove Labs., Jackson Brewing Co., Andrew Jergens Co., Lever Brothers, Liebmann Breweries, Mid-Continent Petroleum Corp., Monsanto Chemical Co., C. H. Muselman Co., Nebraska Consolidated Mills, Pabst Brewing Co., Pet Milk Co., Pond's Extract Co., Procter & Gamble, Ralston-Purina Co., Remington-Rand, Swift & Co., Sylvania Electric Prods., Wesson Oil & Snowdritt Sales Co., Wilson & Co.

EDW. E. SCHUMANN & ASSOCIATES
1900 UNIVERSITY AVE., MADISON, WIS.
Angle Park Racing Assoc., Kissner Industries.

SCREEN GEMS
233 W. 49TH ST., NEW YORK
American Tobacco Co., Anheuser-Busch, Bulova Watch Co., Bur-Mil Co., Campbell Soup Co., Cities Service Gas Co., Coca-Cola Co., Colgate-Palmolive, Columbia Pictures, DuPont Tobacco Co., Ford Motor Co., General Foods, General Mills, Hoffman Beverage Co., V. La Rosa & Sons, Lever Bros., Lo-Calory Food Corp., National Biscuit Co., Pharmaceuticals, Inc., Piel Brothers Brewing Co., Procter & Gamble, RCA, R. J. Reynolds Tobacco Co., Ronson Art Metal Works, Schick Co., Scott Paper Co., Sunshine Biscuit Co., Swans Brothers Bakers, U. S. Steel, Vick Chemical Co., Wandet Co., Warner-Hudnut, Weber Central Dairy.

AL SIMON PRODUCTIONS
1040 N. LAS PALMAS, HOLLYWOOD
Albers Milling Co., Carnation Co., General Mills, General Motors-Chevrolet Div., B. F. Goodrich Tire & Rubber Co., Motorola, Inc.

FLETCHER SMITH STUDIOS, INC.
321 E. 4TH ST., NEW YORK
Beaumont Co., Block Drug Co., Bristol-Myers, E. J. Gallo Winery, Grove Labs., Metro-Goldwyn-Mayer, Pharma Craft Corp., Quality Bakers' Assn., Vick Chemical Co.

WARREN R. SMITH, INC.
117 FOURTH AVE., PITTSBURGH
Acme Supermarkets, BWB Food Co., Beltone Hearing Aid Co., Brookline Savings & Trust Bank, Budget Laundry, Geo. Drake Baking Co., DuBois Budweiser Brewing Co., Fashion Hosiery Shops, Fort Pitt Brewing Co., Jiffy Steak Co., Jones & Brown, Inc., Kaufmann Dept. Stores, Marlin Mfg. Co., Northside Carpet Cleaning Co., Nuway Supermarkets, Pennshire Clothes, Restonic Mattress Corp., Rhea's Bakeries, Sealright Co., Star Meat Markets, U. S. National Bank, Virginia Chevrolet Dealers.

SOUNDAC PRODUCTIONS
2133 N.W. 11TH AVE., MIAMI
Howard Johnsons Restaurant, Pan American Airways, Standard Oil Co. of Ohio, Sylvania Electric Products.

SOUND MASTERS
165 W. 46TH ST., NEW YORK
Appian Way Food Co., Armour & Co., Armstrong Cork Co., Borden Co., Bristol-Myers, Chrysler Co.-Plymouth Div., Continental Oil Co., Cott Beverages, General Foods, Oramist Co., Roger & Gallet.

SOUTHWESTERN FILM LABS.
2015 YOUNG, DALLAS
Southwestern Bell Telephone Co.

CHARLES STOCKDALE & CO.
1065 MILITARY DR., SALT LAKE CITY, UTAH
First Security Bank, Sego Milk Prods. Co., Utah Power & Light Co.

STORYBOARDS, INC.
8590 MELROSE AVE., HOLLYWOOD
Cluett Peabody & Co., Crown-Zellerbach Paper Corp., Duffly-Mott Co., General Motors-A. C. Sparkplug Div., Hills Bros. Coffee, Inc., Piel Brothers Brewing Co.

JACK STRAUSBERG PRODUCTIONS
225 N. MICHIGAN AVE., CHICAGO
Connecticut Pie Baking Co., Sugardale Packing Co.

WILBUR STRECH PRODUCTIONS
135 W. 57TH ST., NEW YORK
Harold F. Ritchie, Inc.

STUDIO CITY TELEVISION PRODUCTIONS
4020 CARPENTER ST., NORTH HOLLYWOOD, CALIF.

YONKERS RACEWAY 5TH YEAR
"JINGLES that don't JANGLE!"
LANNY & GINGER GREY
18 E. 50 ST., N. Y. EN 9-7777
Currently operating from SARASOTA, FLA., Carey-Swain Studios, Inc., P. O. Box 2384.
Call collect Ringing 4-8111.

VOICES OF ADAM HATS + 10 YRS.

BARRICINI 2ND YR.

Get longer life from your prints!

To Agencies, Distributors, Producers, Sponsors of Television Shows on Film

PEERLESS offers complete One-Stop Servicing:

- INSERTION OF COMMERCIALS AND TITLES...
- SHIPMENTS OF SHOWS TO STATIONS...
- INSPECTION AND CLEANING...
- STORAGE TILL NEXT AIR DATE...

FILM RECONDITIONING:
Scratches Removed
Curled or Brittle Film Rehumidified
Damaged Perforations Repaired
Shrunk Originals Stretched

PACKAGING OF COMMERCIALS
And don't forget PEERLESS TREATMENT for new, "green" prints to make them ready for hard usage.

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TV & MOTION PICTURE PRODUCTIONS
117 E. MAIN ST., RICHMOND, VA.
Smithfield Packing Co., Southern Lightweight Aggregation Co.

TV SNAPSHOTS, INC.
270 PARK AVE., NEW YORK
Lilly Dache.

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1837 N. COLE, LOS ANGELES

American Dairy Assn., Chrysler Corp.-Plymouth Div., Dow Chemical Co., General Electric Co., General Motors-Pontiac Div., M. K. Goetz Brewing, Kraft Co., Lucerne Milk Co., Motorola, Inc., National Van Lines, Plastone Co., Pontiac Dealers of Los Angeles, Purex Corp., San Francisco Brewing Co., Seaman Bros., Texas National Bank, Time, Inc., Toni Co., United Air Lines, West Coast Airlines, White Rock Corp., WRCA.

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American Fire & Casualty Co., Courier Express, Ideal Bread Co., M&T Bank.

UNIFILMS, INC.
329 E. 47TH ST., NEW YORK
JFD Mfg. Co., Lewyt Corp.

UNITED PRODUCTIONS OF AMERICA
670 FIFTH AVE., NEW YORK

American Telephone & Telegraph Co., Bristol-Myers, CBS, Chicopee Mills, Continental Oil Co., Elgin Watch Co., Ford Motor Co., General Foods, General Motors-Chevrolet Div., Grove Labs., Health Information Serv., Andrew Jergens Co., Lever Brothers, New York Telephone Co., Phillips Petroleum Co., Piel Brothers Beer Co., J. L. Prescott Co., Procter & Gamble, R. J. Reynolds Tobacco Co., San Francisco Brewing Co., United Jewish Appeal.

UNITED WORLD FILMS, INC.
445 PARK AVE., NEW YORK

Campbell Soup Co., Chrysler Corp.-DeSoto Div., Coca-Cola Co., 5-Day Labs., General Electric, B. F. Goodrich Tire & Rubber Co., Gordon Baking Co., Kellogg Co., Lever Bros., Lustre-Net, Maytag Co., Pan American Coffee Bureau, Pepsi-Cola Co., Procter & Gamble, Ruppert Brewing, Sunshine Biscuit Co., Toni Co.

UNIVERSAL PICTURES
UNIVERSAL CITY, CALIF.

Campbell Soup Co., Chrysler Corp.-De Soto Div., E. I. du Pont de Nemours, Gordon Baking Co., General Electric, Kellogg Co., Lever Bros., Maytag Co., Procter & Gamble.

Color to Be as Easy As Black-White Ads

By PETER KEANE
Technical Director,
Screen Gems, Inc.

Some day we can expect to produce TV film commercials in color with almost as much ease as is now done in black and white. We have been making progress, and the most competent workers in the field have achieved a certain amount of standardization in shooting and processing.

The 35-mm. Eastman color negative has become the accepted material for the original photography. But in the preparation of release prints, we still have complications that are unknown in the production of black and white commercials.

The heart of the difficulty is the optical effects. Because of the great amount of information compressed into short running time, commercials usually contain more wipes, split screens, flips and super-imposed titles than any full-length show. These gimmicks are most effective in producing a strong visual impact of the key points of the sponsor's message.

Two Methods

To combine all these effects on the release print there are two methods. One, we can print directly from the original negative cut in A and B rolls. Or, two, we can print from an "inter-negative," which combines all the effects.

The A-and-B-roll method is cheaper, quicker and considerably inferior. The effects are only passably good. And there is a tremendous risk in using the original camera negative each time a release print is made.

Using the inter-negative method, the client has to allow several more weeks and a higher budget. The inter-negative is a special color film made from three separate master positives—and counterparts of the black and white, fine grain masters—which are printed from the camera negative thru color filters.

We look forward to the time when a single color film master will be perfected and when 16-mm. inter-negatives—producing results comparable to reduction release prints—will be available. Until then I'm afraid we have to continue to rely on these two methods of making release prints for color commercials.

Klein's Spot Wins Award

CHICAGO, Dec. 10. — The Chicago Art Directors' Club Medal Award for outstanding television commercials has been won for the second year in a row by an animated spot produced by Earl Klein, head of Animation, Inc.

The commercial both times was for the Speedway Petroleum Corporation, with the W. B. Doner Company the agency.

The Billboard... television's WEEKLY PROGRAMMING and TIME-BUYING GUIDE —from spot to spectacular

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1600 BROADWAY, NEW YORK
Manhattan Soap Co., C. F. Mueller Co.

VIDEO FILMS
1004 E. JEFFERSON AVE., DETROIT

Argus Cameras, Inc., Circuit Court Comm., Crown Furniture Co., Detroit News, Frankemuth Brewing Co., General Electric, Gilbert Chocolate Co., Green Giant Co., Liggett & Myers, Michigan Mutual Liability Co., Moto-Mower, Nash Dealers of Detroit, Nicolay-Dancy, Inc., Peerless Cement Corp., Pillsbury Mills, Sam's, Inc., United Foundation, Volunteers of Moynihan.

VIDEO PICTURES, INC.
500 FIFTH AVE., NEW YORK

American Tobacco Co., Anson Jewelry, Best Foods, Inc., Block Drug Co., Boyle-Midway, Carter Prods., Colgate-Palmolive, Dr. Caldwell, Dannon Milk Prods., Filbert, Inc., General Motors-Oldsmobile Div., Griffin Mfg. Co., Gruen Watch Co., J. B. Watchbands, Simoniz Co., Spiedel Co., Sterling Drug Co., United Gas Corp., J. B. Williams Co.

VIDICAM PICTURES
210 E. FIFTH ST., NEW YORK

Amana Refrigeration, Inc., American Cancer Society, Armstrong Cork Co., B. T. Babbitt, Inc., Block Drug Co., Colgate-Palmolive, Esso Standard Oil Co., Fedders Quigan Corp., Fort Pitt Brewing Co., General Electric, General Foods, Gunther Brewing Co., Hudson Pulp & Paper Corp., Lever Bros., Lipton Co., Maryland Pharmaceutical Co., Nehi Beverage Co., New York Telephone Co., Polaroid Corp., Procter & Gamble, Helaine Seager Cosmetics, Union Pharmaceuticals Co., U. S. Steel Corp., Whitehall Pharmaceutical Co.

VOGUE-WRIGHT STUDIOS
469 E. OHIO ST., CHICAGO

Armour & Co., Citizens for Douglas, Cummins-Chicago Corp., D-Con Co., General Mills, Theo. Hammis Brewing Co., Holloway House Frozen Foods, Inc., Larsen Co., Miller Brewing Co.

VOLCANO PRODUCTIONS, INC.
1041 N. LAS PALMAS, HOLLYWOOD

Liggett & Myers Tobacco Co., Standard Oil Co. of Calif.

ROGER WADE PRODUCTIONS
15 W. 46TH ST., NEW YORK

American Optometric Assn., National Dairy Prods. Corp., U. S. Rubber Co.-Fisk Tire Div.

WEST COAST SOUND STUDIOS
510 W. 57TH ST., NEW YORK

American Tobacco Co., Benrus Watch Co., Boyle-Midway, Centaur-Caldwell Co., Griffin Mfg. Co., Noxzema Chemical Co., Simoniz Co., Spiedel Corp., Sterling Drug Co.

WILDING PICTURE PRODUCTIONS
1345 ARGYLE, CHICAGO

Atlantic Refining Corp., Avco Mfg. Co.-Crosley-Bendix Div., Helene Curtis Industries, Ford Motor Co., General Electric, Ohio Oil Co., United Gas Corp.

Commercials Studios

Continued from page 26

Westrex; Other, camera car, mobile unit, generator, lights and arcs.

FREDERICK K. ROCKETT CO.
6063 SUNSET BLVD., HOLLYWOOD

Contact, Jerome Lipari; Sound stages, 1 (55x85) from \$75 to \$100 per day; Permanent crew; Standing sets and flats; Carpenter shop, power tools; Recording.

ROLAB STUDIOS & PHOTO-SCIENCE LABS.

SANDY HOOK, CONN.
Contact, H. Roger; Sound stages, 1 (30x45x16); Permanent crew, 3; Carpenter shop and machine shop; Standing sets, standard flats, props; Recording, magnetic tape, optical; sync. disc.; Sound, Hi-Fi; Animation, engineering and scientific type; Rear projection, 3 ft. x 4 ft. for special effects; Other, specialize in difficult and scientific camera work, time-lapse, microscopy, ultraclose-ups.

FLETCHER SMITH STUDIOS, INC.
321 E. 44TH ST., NEW YORK

Contact, Irene Ryan; Sound stages, 1 (50x70); price open; Permanent crew, 4; Recording; Animation.

WARREN R. SMITH, INC.
117 FOURTH AVE., PITTSBURGH

Contact, Warren R. Smith; Sound stages, 1 (40x16) at \$50 per day and \$250 per week; Permanent crew; Recording, 1/4-inch and 35mm. tape disk, sound track recorder; Animation, 16 and 35 stands, complete art department; Other, 16mm. lab.

SOUNDAC PRODUCTIONS, INC.
2133 N.W. 11TH AVE., MIAMI

Contact, Robert D. Buchanan; Sound stages, 1 (40x40) at \$200 per day and \$750 per week; Permanent crew; Recording, single and double sound, 1/4-inch tape; Animation, complete facilities.

TELECINE FILM STUDIOS, INC.
100 S. NORTHWEST HIGHWAY,
PARK RIDGE, ILL.

Contact, Byron L. Friend; Sound stages, 1 (30x40) at \$200 per day and \$750 per week; Permanent crew; Recording, 16mm. magnetic, Rangertone; Animation.

TELEMATED CARTOONS
70 E. 45TH ST., NEW YORK

Contact, Saul S. Taffet; Animation, complete studio, storyboards to finished film.

animation photography on premises, animation camera stand.

TELEVISION GRAPHICS, INC.
245 W. 55TH ST., NEW YORK

Contact, Sid Grerhaus; Sound stages, 1 (100x50); Permanent crew; Recording, 1/4-inch tape; Animation; Rear projection

TELEVISION SCREEN PRODUCTIONS
17 E. 45TH ST., NEW YORK

Contact, Charlie Basch; Sound stages, 1 (25x80); Recording, 16mm. magnetic tape, 1/4-inch sync., 35mm. playback; Animation.

TV & MOTION PICTURE PRODUCTIONS, INC.
117 E. MAIN ST., RICHMOND, VA.

Contact, Jay B. Gould; Sound stages, 1 (60x40) at \$30 per day and \$125 per week; Recording, 16mm. mag-tape (cine audio); Animation; Other, specialize in industrial films.

TRANSFILM, INC.
35 W. 45TH ST., NEW YORK

Sound stages, 1 (40x55); Permanent crew; Recording, tape and acetate records; Animation, complete facilities; Other, still photography, screening room.

UNIFILMS, INC.
329 E. 47TH ST., NEW YORK

Contact, Chas. E. Gallagher; Sound stages, 1 (85x25x30) price open; Permanent crew; Standing sets, kitchen; Recording; Animation.

VIDICAM PICTURES, INC.
510 W. 57TH ST., NEW YORK

Contact, Martin Henry; Sound stages, 1 (50x75); Carpenter shop; Prop room; Recording, RCA 35 mag. tape; 35 and 16 mm.; Animation

VIDICAM
210 E. FIFTH ST., NEW YORK

Contact, Jim Rose; Sound stages, 2 (60x50, 90x50x30); Permanent crew, Recording, Reeves magnetic film; Other, cutting rooms.

VOLCANO PRODUCTIONS, INC.
1040 N. LAS PALMAS, HOLLYWOOD

Contact, James Bank; Sound stages, 8 (from 50x100 to 100x200), cost dependent on individual commercials; Permanent crew; Carpenter shop, Standing sets; Recording, RCA, Western Electric; Sound; Animation, Rear projection, Stock shots.

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New York: JU 2-3800 • Hollywood: HO 9-6239

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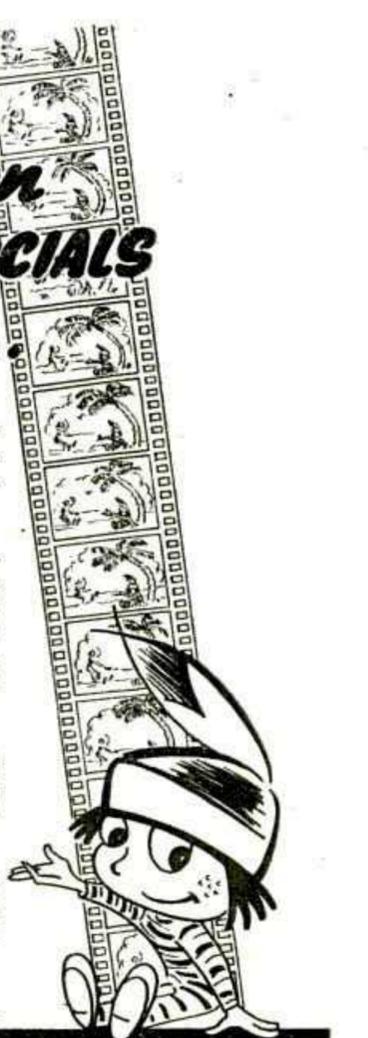
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MATCHMAKER

'Matchmaker' Lights Royale as Likely Hit

By BOB FRANCIS

Back in 1938, Herman Shumlin produced a play by Thornton Wilder called "The Merchant of Yonkers." Now the Theater Guild and David Merrick are unveiling a revised edition of same, under the title of "The Matchmaker," at the Royale Theater. It must be reported an exceedingly likely hit.

I do not remember much about the original "Merchant," except that I found Wilder's over-playful farce progressively dull. So just what script changes he has made for "The Matchmaker," I can't be sure. At all events, even to one who deprecates the "Charley's Aunt" school of slapstick, "Matchmaker" is definitely a customer rib-tickler and will probably continue so for months to come.

It is to be more than suspected that this is primarily due to a splendidly selected cast and raffish direction by Tyrone Guthrie. Ruth Gordon has never had a better time nor exhibited better comic address than as the swaggering, machinating widow of the title role. Her eventual entrapment of Loring Smith as the blustering merchant from Yonkers, capped by a sly wink to the audience, makes for a sock final curtain.

Smith, too, is at his farcical best, in a super portrait of outraged dignity (circa 1880). In fact, the whole cast enjoys themselves thoroly in a Victorian romp that makes little or no sense plot-wise, but gets an impetus from everybody concerned. There are fine assists in Eileen Herlie's romantic-minded milliner, Aruther Hill's and Robert Morse's employees of the tight-fisted merchant, and in contributions from Patrick McAlinney, Rosamund Greenwood and Peter Bayliss.

"Matchmaker" has been given an impeccable period production, with four sets and costumes by Tanya Moiseiwitsch which are exactly on the beam for New York in the Elegant Eighties. There is gay frantic nonsense at the Royale,

but Miss Gordon, Smith, Guthrie, et al., bring infinitely more to Wilder's scripting antics than the net result from the author's type-writer.

Elsa and Waldo Palace, New York

Last-minute booking spots the satire dance team Elsa and Waldo in next-to-closing. Duo are amusing, and the lad has tremendous eccentric stepping talent, but comedy routines drag and need definite pointing up in timing. Properly trimmed, their stuff is solid.

Midge and Bill Haggett open with a bright, fresh song-and-dance seg. The youngsters have plenty on the ball, and their material looks like a natural for nitery spots. Phil Ramone follows with his fiddle. Projection improves each time out.

Also on hand are Roy Douglas with his good ventro stint and the flamenco steppers Rodolfo and Anita, both scoring a click. A chanting duo, Henry Barlow and Blossom Craft, vocalize handsomely, but hurt their reception by offering too much. On the other hand, comic Leon Fields could do twice as much, and should. Alf Landon's tumbling midgets supply a suitable acro finish.

Francis.

Felo and Bruno Chateau Madrid, New York

Back at their old stamping ground, the Chateau-Madrid, Felo and Bruno, the duo-piano team, continue to impress with their dynamic work at the twin keyboards. This, of course, is in addition to their dancing and clowning, a rather rare combination of talents for the two musicians, but one which seems to strike just the right note with the customers.

Pair open with the oldie "The Peanut Vender," with an interesting arrangement, to display their rapid-fire piano technique. An-

BROADWAY SHOWLOG

Performance Thru
December 10, 1955

DRAMAS

A Roomful of Roses .. 10-17,'55	64
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August Moon	10-15,'53 903
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Sword	11-15,'55 31
Tiger at the Gates	10- 3,'55 80
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Rock Hunter?	10-13,'55 68
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Plain and Fancy	1-27,'55 364
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CLOSED

The Heavenly Twins ...11- 4,'55	35
Joyce Grenfell Requests	
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COMING UP

Six Characters in Search	
of an Author	12-11,'55

other strong number is a medley of "Guadalajara," "La Paloma" and "Cielito Lindo," combined with solo dancing stunts. Changes of pace are provided with "Clare de Lune" and Tchaikowsky's "Piano Concerto."

A cute Latin-American vocalist, Charlotte Peor, combines singing and dancing to good effect. The show was ably cut by Pancho and his orchestra.

Morse.

Dick Contino, King Sisters Cocoanut Grove, Los Angeles

The most impressive quality about Dick Contino is that he keeps improving. A performer who rose to national acclaim on his accordion, the likelihood is that eventually he'll build his fame not on it but on his voice. His present act is composed of nearly 50 per cent vocal renditions—some with piano and some with squeeze box—but as far as the ringsiders are concerned, that's not enough.

Contino's easy-going manner is more than faintly reminiscent of The Groaner's. The voice itself is good pop, mellow and true, and he has little difficulty establishing rapport with the audience. Further, it's not a bad boogie that he beats out on the piano.

The King Sisters get the act off to a rousing start, throwing in a lot of comedy to keep the numbers peppy. Best single piece is probably "Memoirs of a King," in which they parody other groups and singers.

Classic dance team, the Szonys, is an extra-added attraction, while Leighton Noble ork bows at the Grove in fine fashion.

Spielman.

NIGHT CLUB

June Valli Makes N. Y. Nitery Bow at Plaza

By BOB FRANCIS

It doesn't seem that the solo booking of June Valli is going to magnet much pre-holiday trade at the Plaza's Persian Room.

Miss Valli, in a first local nitery appearance, is highly personable, with a pleasant vocal delivery. She offers a pleasant rep consisting predominantly of show tunes with swing overtones. She is billed as a "recording, TV radio singing favorite," all of which she may well be. Unfortunately, she is asked to take over the room from the Los Chevaes de Espana troupe who have had the Plaza customers in a turmoil these last weeks. The result, floor-wise, is something more than a let-down.

Lest this sounds unfair, let it be

added that Miss Valli sings right pretty in matters by Gershwin, Arlen, et al., and even a touch of Cole Porter. My own particular beef with her program is the lack of pace change. She seems definitely a balladeer, which is likely dandy record-wise, but cloying on a night club floor.

In sum, in this department's book, she is not yet able to carry a solo ball in the Persian Room. This time a solid supporting act is definitely called for. Addition of a slick ballroom duo would help tremendously. It seems odd that the usual canny booking on the part of Plaza management didn't figure this one out.

Ted Streater, of course, and his bar, boys have the room under their customary brand of musical control.

Constance Towers St. Regis Maisonette, New York

Blond chantress Constance Towers returns to the room where she made her local solo debut a couple of seasons back. The interval has added materially to her poise and command of a nightery floor. Good looks she always had.

Vocally, she has likewise improved and is currently offering a pleasant mixture of pop and show tunes, which seems just what the customers want in this conservative east side spot. I particularly liked her arrangement of "Autumn Leaves" and a wind-up of a medley of "Carousel" melodies into which she interpolates a little running story of the musical's plot. As a small correction, I would advise her that the show played locally at the Majestic and not at the Shubert. Personally, also, I think her rep would be improved via the inclusion of some comedy specialty material. It runs at present too much on one key. Milt Shaw's orchestra is giving her top musical backing.

Francis.

The Radio City Music Hall, New York

How can anybody, over the year, criticize the Music Hall's annual Nativity spectacle? So it has arrived again, and it is once more exactly what the Christmas season needs.

Otherwise there is a grand holiday show on tap—one which will pack the seats far beyond the new year. Russell Markert has devised a comprehensive show package, introducing a Santa Claus (Ed Powell) and assistants, to lead into a colorful corps de ballet routine along the same Yuletide routine. For no good reason the Gaudsmith Brothers and their poodles get into the act, except that they are as hot as a dollar pistol as usual with old and young.

Follows an excellent chanting interlude by the choral group, and an exceptional doll dance by the Rockettes. Jay Lawrence contributes a talking act, which amazingly clicks in this huge house. The lad obviously has good material and fine projection.

Francis.

Don Elliott Quartet The Composer, New York

Don Elliott, returning to the room for a four-week engagement, grows in stature with each new hearing. A many-faceted musician who expresses his ideas on trumpet, mellophone and vibes in turn, Elliott provides an unusually rich evening of listening, with kicks for serious and casual jazzophiles alike. Elliott's work on mellophone is unique and still occasions admiration. The crowd seems most partial to his artistry on vibes, especially his suave styling of ballads. The sonority that Elliott and his excellent pianist, Bob Corwin, achieve in "It Never Entered My Mind," for example, is a high point of the evening. As if Elliott's versatility as an instrumentalist were not enough, he also turns in a few vocals of uncommon merit and rater as one of the rare male jazz vocalists of the day that needs to be taken seriously. Vinnie Burke on bass and Johnny Lee on drums are newcomers to the quartet and improve the rhythm section considerably.

Kramer.

Debra Paget Hotel El Rancho Vegas, Las Vegas

One-time movie starlet Debra Paget returns to the Las Vegas Strip to headline the current show at the Opera House theater-restaurant. Her performance is sad indeed, for she shows onstage with bright red hair, a good shape, but little that can be described as a voice.

Real headline act, altho not billed as such on the marquee out front, is Steve Gibson and his Redcaps, who save the show from a dismal fate with their lively, jumpy musical antics.

For the opening few nights of the Paget show, comic Buddy Hackett was held over, and again

(Continued on page 60)

Other Digest
Reviews on page 60

Mr. Hot Piano

Jackie Lee

CORAL RECORDS
STAR

"YOU CAN HAVE LIBERACE,
BROTHER GEORGE, THE CANDE-
LABRUM AND ALL THOSE
PEARLY WHITE TEETH
—I'LL TAKE JACKIE LEE."

"Known to his devoted fans as 'Mr. Hot Piano,' Jackie is again whooping it up proper Lee-fashion thrice-nightly at the Lotus. And from all appearances, it's quite obvious he'll break any record he has previously established in the neighborhood. "Jackie is the sort of entertainer who pleases everyone. He doesn't limit himself to his stage-center spinet. He throws in further action via bongos, drums, a turn at the small solovox mounted on top of his piano, and an occasional vocal. I'm sure even his highness, Liberace, doesn't provide as good a show in his current silver screen epic, "Sincerely Yours," currently showing on F-t."

—from "Tips on Tables," by DON HEARN, "DAILY NEWS," Washington, D. C. • Nov. 29, 1955.

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2
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LOTUS
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D. C.

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Latest Smash CORAL Release
"MORE, MORE, MORE"
b/w "ALOHA"

NIGHT CLUB

Whatever Became of Miss Scott?

By BOB FRANCIS

Some years ago Hazel Scott had no greater admirer than this reporter. To listen to her at the keyboard swinging a classic was something to write home about. I haven't heard her in a good while, but up there on the Latin Quarter podium, she ain't the Hazel Scott that I remember.

In the first place she has gone ultra modern jazz pianistically, which is obviously fair enough, even if it is not my personal dish of musical tea. But also she now wants to vocalize, and vocalize with a shimmering archness which becomes progressively somewhat

sickening. I have heard a lot of singers chant "Autumn Leaves" and had come to a point of believing it is practically vocal-proof, but it remains for Miss Scott to prove the fallacy of such reasoning. She manages to give it a treakley over-projection that will make you wish for midsummer and the woods in full bloom. I think Miss Scott's appointment with the Latin Quarter is one of Lou Walter's less happy bookings.

On the good side of the new agenda of the "Mam'selle de Patee" pot-pourri is the advent of Romo Vincent. The comic runs thru his standard bits about bar-

bers, revivalists and Texas tycoons for a solid click with L.Q. patrons. Also on tap are a fine ballroom duo, Norton and Patricia, who are at last getting the kind of show-casing they deserve.

Held over are the Rivieras with their excellent burlesque Apache adagio and the Wazzan Troupe of superior tumblers. The production numbers remain status quo with les gals continuing handsomely undraped as usual and Pirooska contributing his exceptional eccentric stepping. Lynn Christie again chants the vocals, but has a new and personable partner in Mitchell Gregg.

Victor Adopting Dealer-Operated Bonus Disk Plan

One-Month Promotion to Be Spot Tested in Feb., Launched in March

NEW YORK, Dec. 10.—RCA Victor's quest for a practical dealer-operated bonus disk plan (The Billboard, November 26) appeared to be solved at press time. Admittedly, the diskery has been looking for a special inducement gimmick that would give dealers an edge over direct mail club plans in the battle for consumer dollars.

The new plan, the fourth one submitted to the diskery's top execs in recent weeks, was scheduled for "discussion" with the company's package department field men in town today. However, the economics of the promotion had been passed by production chiefs, and, barring unforeseen developments among major competitors, it is likely to be tested in three major markets in February, and probably made general in March.

This is the plan as it stood prior to ratification by the field force:

The Plan

It will be a one-month promotion, possibly run every year if successful, and to be launched in a month when business traditionally starts sliding down hill, presumably March.

The customer goes to his dealer and buys a book of 15 coupons for \$3.98. On doing so, he is entitled to a \$3.98 LP free of charge. Each of the coupons is dated for a particular month, and during

that month may be taken into the store where it was purchased, and there this coupon, plus \$2.98, will be good for a special 12-inch LP.

Figuring on a coupon for the original bonus, plus one for each month of the year, the customer will have two bonus coupons left over, which he may redeem for additional LP's during each of the two slowest months of the year—possibly May and August.

The books themselves may be purchased only during the month the promotion is run, of course.

All Disks Special

All disks made available under this promotion, according to Victor Vice-President Larry Kanaga, will be special disks—one classical and one pop selection each month—not available otherwise at the time. The company will supply dealers with the bonus disks gratis, depending on the number of books sold.

According to Kanaga, Victor execs have been holding confabs with dealers everywhere, most of

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Rack Jobbers Plan Session

CHICAGO, Dec. 10.—The grow-importance of records in the rack jobber field will be among topics under discussion at the fifth annual national convention of the American Rack Merchandisers' Institute here in January.

The convention kicks off on Saturday, January 14, with a discussion of packaging and point-of-sale interest, and winds up January 18 with a sample show and merchandise meeting, which will be attended by both suppliers and distributors. Several record labels are scheduled to participate in the display line-up.

More than 50 rack jobbers of non-food products will attend the meet, which will be presided over by L. Snowden de Forest, vice-president of the Institute.

FREE RIDE IS OVER FOR LEVY

NEW YORK, Dec. 10.—Another episode in the saga of publisher-diskery hassles came to light here this week, which found George Levy, whose Lowell Music firm is publisher of the tune, "Dancin' in My Socks," doing a slow burn.

A Bonnie Lou record on the King label, coupling Levy's tune with the fast-moving flip, "Daddy-O," has already hit The Billboard's pop charts. Sid Nathan, King exec, has now advised Levy that he is recoupling "Daddy-O" with another tune, "Miss the Love That I've Been Dreaming Of."

The new tune is in Jay and Cee Music, Syd Nathan's own firm.

Livingston, Bonbright Go On Cap Board

Other Titles for Duo; Carp Secy., Theiss Treasurer

HOLLYWOOD, Dec. 10.—Alan Livingston and Daniel C. Bonbright, Capitol vice-presidents, were elected this week to the company's board of directors, and Robert E. Carp and Walter H. Theiss were elected secretary and treasurer respectively. In addition, Capitol President Glenn E. Wallichs named Livingston as executive vice-president and Bonbright as administrative vice-president.

Both Livingston and Bonbright will serve with Wallichs on the company's newly formed three-man executive committee. The triumvirate will concern itself with high-level policy matters.

Carp and Theiss will assume the duties formerly held by Bonbright. Bonbright joined Capitol as the company's secretary in 1946 and later became head of its legal department. He was elected a vice-president in charge of finance in 1951.

Livingston joined Capitol in 1946 as a member of its repertoire department, where he helped the company pioneer its move into the children's record field. As creator of the "Bozo the Clown" kidisk char-

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Justice Dept. Starts Ani-Trust Probes Of Major Diskeries

Move Amounts to Look at Facts; What Plaints Triggered Action?

NEW YORK, Dec. 10.—An investigation of possible violations of anti-trust laws on the part of major record manufacturers has been launched by the Justice Department. Grand Jury subpoenas have been served on RCA Victor, Columbia, Decca, Capitol and London, perhaps others.

While the investigation is likely to explore a wide area of distribution and pricing practices, there is no certainty that it will lead to positive action, either criminal or civil, altho both alternatives are possible in such cases.

The Grand Jury subpoena is a device to insure delivery of pertinent company records to the Justice Department for examination. Only if evidence of anti-trust violations are found thru such

perusal will an indictment be handed down or a civil action begun. If no such evidence is found, the action will be dropped.

Both the Justice Department and the involved record companies are maintaining a tight silence about the investigation, with little more elicited from the head of the department's anti-trust division here, Richard B. O'Donnell, than confirmation that subpoenas had actually been served.

On the part of the diskeries

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42 Factories Okay RETMA Monthly Audits

Backers of Project Constitute 85% of Phono, Parts Vol.

CHICAGO, Dec. 10.—Indorsement of the Radio Electronics Television Manufacturers' Association plan for a monthly audit of factory sales of phonograph and record player equipment of manufacturers has been obtained from 42 firms in the field. Agreements to go along with the plan were secured at a meeting of manufacturers held this week at the Conrad Hilton Hotel here.

The firms from which backing for the plan was won are said to represent more than 85 per cent of the total sales volume of the industry. All the major and most of the smaller manufacturing companies now active are among the group which has underwritten the project. Those firms now in the fold will reportedly seek the participation of the balance of the 60 firms originally set by RETMA as a basic target for participation.

Plans are already set to survey firms taking part for factory sales figures according to speeds and price ranges. Attempts will be made almost immediately to get figures covering the third and fourth quarters of 1955, according to William F. E. Long, statistical head of RETMA. By the end of January complete figures covering these periods will be ready and, almost simultaneously, questionnaires will go into the mail for information covering the January sales period.

Creed Taylor Heads Am-Par Jazz Section

NEW YORK, Dec. 10.—Creed Taylor has been signed to set up a jazz department for the new ABC-Paramount label. He will concentrate on building a jazz LP catalog for Am-Par and an extensive roster of jazz artists.

Artists already signed in this category include trombonist Urbie Green, pianist-singer Bobby Scott and pianist Dave McKenna. Taylor, who reports to Am-Par's artist and repertoire chief, Sid Feller, formerly served as a.&r. head at Bethlehem Records.

The new jazz LP line is scheduled

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MERCURY SALES

Singles Biz For 12 Weeks Sets Record

CHICAGO, Dec. 10.—Business is thriving at Mercury, according to president Irving Green, who reports that the label's pop single sales over the past 12 weeks have topped any similar period in the company's history.

Most of the sales gravy is a by-product of eight disks, all of which showed up on The Billboard's chart pages in one form or another last week. The Platters' "Only You," Rusty Draper's "Shifting, Whispering Sands" and Patti Page's "Croce Di Oro" made the top 25 retail pop best sellers; the Crew Cuts' "Angels in the Sky," Draper's "Are You Satisfied" and the Platters' "The Great Pretender" showed up in "This Week's Best Buys."

The Crew Cuts' platter also made the "Coming Up Strong" chart, along with Georgia Gibbs' "Good-bye to Rome" and Sarah Vaughan's "C'est La Vie." The Platters are Mercury's hottest vocal team right now. The group's "Only You" was the No. 1 record on all three rhythm and blues charts last week, and hit the No. 7 slot on the pop retail chart this week again.

Mercury is currently pressing singles in five different plants, and is bringing out its second 98-cent "Tops in Pops" EP, featuring "Farewell to Rome," "Are You Satisfied," "Angels in the Sky" and "C'est La Vie."

Interestingly enough, Green notes that sales on the first "Tops in Pops" EP had no noticeable effect on sales of the single disks. The exec attributes some of the sales power generated by the above four platters to the fact that deejay coverage on all four records was virtually double that of the label's regular jockey coverage.

NEW PUBBERS MAKING THE GRADE

Only Five Majors Represented Among Top 30 Honor Roll Hits

NEW YORK, Dec. 10.—Just as the independent record companies have largely dominated the disk scene in recent months, the old-line music publishing firms are to some extent currently overshadowed by firms of far lesser resources and, in many cases, by neophytes in the business.

Of the top 30 songs on the Honor Roll of Hits this week, only five veteran music publishing dynasties appear, with Miller Music (Big Three), Paramount, Chappell, Shapiro-Bernstein and Irving Berlin represented.

Tho it might be argued that the situation is of a temporary nature, the facts disprove this theory. The so-called "johnny come lately's" have largely taken over a position of eminence once almost dominated by the major publishing companies.

The picture once again spotlights the theory that the horizons of the music industry are ever-broadening. The success a number of relatively new publishers have enjoyed has prompted the organization of a greater number of publishing firms than ever before.

Included in the current crop of tunes held by major pub firms is the perennial seasonal favorite by Irving Berlin, "White Christmas," and St. Nicholas Music's "Rudolph the Red-Nosed Reindeer." Frank Loesser's firm's, Frank and Saunders Music, appear to be one of the most consistent of the so-called newer firms to have achieved a high degree of success in recent years. Loesser currently has two songs on the charts, "Woman in Love," and "Cry Me a River." The only other firm of note and history represented on the charts is Decca's subsidiary, Northern Music, via "It's Almost Tomorrow."

Largely contributing to the lack of major publisher representation on the charts is the continued success and popularity of rhythm and blues music. It's common in the r.&b. field for a record company to control the copyright as well, and as a result, a number of important new publishing firms have flourished. Among these, Arc, Regent, Progressive and Commodore appear to be the most consistent.

Tho many of the r.&b. publishing companies are relatively newcomers and operate without the large staffs the major firms employ, they've learned to exploit their song properties quite thoroly.

In an effort to keep their catalogs alive, a number of major publishers have concentrated on more of their standard repertoire as well as new pop material. The publishers seem to agree that it's especially difficult to get a new pop tune recorded these days, and if this is the case, then "why not revitalize the standards?" The latter has been the case this past year, with many standards dressed up in new arrangements and gaining a high degree of acceptance.

The situation isn't thoroly discouraging for the major publishing firms, tho, with a vast wealth of material at their disposal to draw upon. The indie firms continually have to depend upon their chances in the vast arena of repertoire at the recording companies, and upon successfully producing hit records of songs they own.

Hilliard Exit Stirs Talk That A.&R. Men Are on Move Again

Mortality Lower than Trade Says; Ins, Outs Just More Spectacular

By JOEL FRIEDMAN

HOLLYWOOD, Dec. 10.—Rumors concerning probable changes of important artist and repertoire men circulated in trade circles again this week in another round-robin series of speculation that periodically raises a fuss in the music business.

Talk was stimulated by the pending replacement of Jimmy Hilliard at Label "X" and the raiding of talent from other record companies that might follow to fill his slot (see separate story).

Despite the gossip and the heavy industry interest it stimulates, the mortality rate of a.&r. men at the major record companies is appreciably less than in other positions where the stakes are as high and the gambles as frequent. It just gets more attention.

The life of a repertoire man is often fraught with pressure and has been known to be conducive to an ulcer here and there, the record shows his job to be relatively secure, moreso for instance than is the advertising account executive's.

Some tradesters hold the theory

that the life span of an a.&r. man at the helm of any recording company is especially brief and of a precarious nature. The fact is, there have been relatively few changes at the top repertoire posts of the disk industry within the past 10 years, with the exception of shifts at RCA Victor. Those shifts of personnel that did occur, when the facts are examined, came about largely as a result of growing pains of the companies and the industry itself. In a field where notoriety and oblivion are handmaidens, it is particularly well to note that the industry has managed to assimilate virtually all a.&r. personnel, with repertoire staffers at one firm quite often working for other majors at one time or another.

Still Active

A look at the record reveals that with few exceptions, a.&r. men no longer connected with their respective disk alma maters continue to be active in the industry. Eli Oberstein, a former repertoire chief at

RCA Victor, now runs several recording companies of his own; Paul Weston made the move from Capitol to Columbia; Manie Sacks moved from Columbia to the post he now holds at RCA Victor, ad infinitum.

With the record industry not only growing in sales volume but also in number of active recording companies, it appears to be a natural development that new firms should acquire a.&r. personnel from other established companies. This hi-jacking of talent is not uncommon to other major industries where capable, trained personnel is at a premium. It's only in the entertainment industry that a change of address often sets off a forest fire of gossip, primarily because repertoire men are responsible for the success or failure of recording artists, and immeasurably figure in the financial prosperity of music publishers as well.

To discount the thinking that a.&r. men move around quite frequently.

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CHANGE TITLE OF 'TOYLAND'

NEW YORK, Dec. 10.—Title of the new tune, "Toyland," cut by Nct (King) Cole on Capitol, has been changed to "Take Me Back to Toyland," to avoid a title conflict with the Victor Herbert standard.

Acting upon a complaint registered by Herman Starr, of Music Publishers' Holding Corporation, Ivan Mogull, head of Harvard Music, agreed to the switch in names. Sheet music will be reprinted with the new title, and Capitol will issue further copies of the Cole disk with altered labels.

Simon-Schuster Sets Up TV, Record Dept.

NEW YORK, Dec. 10.—Simon & Schuster, Inc., the book-publishing house, has set up a new Records and Television Division to house all of its recording and packaging activities. Robert L. Bernstein and Arthur Shimkin will act as general managers of the new wing.

Bernstein, who formerly was sales manager for the company's juvenile products, including Little Golden books and records, will direct production, sales, advertising and promotion of all records, and also will handle business arrangements for the company's growing TV stake.

Shimkin will continue as producer of all recordings by the several allied lines, and also as producer-director of "Golden Time," the S & S TV package, which has been contracted by NBC.

The new set-up will carry the name of its best-known product, Golden Records, and will operate as a semi-autonomous unit. At present, besides the Little Golden records, the outfit produces the 39-cent Bell pop records and the 25-cent Mickey Mouse Club records. Also it handles the creative

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Vox Deal Gives Entire Catalog To Phonotapes

Reels to Kick Off Jan.; Sharp Rise in Tape Industry Due

NEW YORK, Dec. 10.—Phonotapes, Inc., producer of pre-recorded tapes, has acquired the tape rights to the entire Vox Records catalog in a deal completed this week.

The move into the tape field by Vox, one of the largest independent classical LP manufacturers, is expected to give a sharp boost to the budding recorded tape industry.

Phonotapes, managed by Gene Bruck, will begin issuing items from the Vox catalog on tape early in January. Seven new titles a month are projected, with the reels listing at \$4.95 to \$8.95 each, depending on length. The latter price would cover reels holding the equivalent of a fully cut 12-inch LP.

Works chosen for release will be selected by Abner Levin, repertoire manager. Most of the reels, it was indicated, would be duplicates of

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'X' Replacem't List Narrows To a Handful

NEW YORK, Dec. 10.—Negotiations with possible replacements for Jimmy Hilliard at Label "X" neared the decision stage late this week. It was understood the field has been narrowed down to no more than a handful of contenders for the artist and repertoire post, among them Bob Thiele of Coral and Dave Cavanaugh of Capitol.

Hilliard leaves January 1 to take over the top managerial slot at the new Bally Records label. Notice of his leaving has stimulated heavy bidding for the position among tradesters. Among the applicants, it was noted, were many publisher professional men anxious for a try at the a.&r. function.

Miss Carson, Col. Sign 3-Year Pact

NEW YORK, Dec. 10.—Mindy Carson has been re-signed to a new three-year pact by Columbia Records. The thrush has been building strength as a disk artist in her recent wax efforts, racking up good sales on "The Fish," "Wake the Town and Tell the People" and some action on her current "Memories Are Made of This."

BAND BUSINESS OK

Kaye Reports Solid Gross On 35 One-Nighter Trek

NEW YORK, Dec. 10.—The dance band business is healthier than most in the trade will admit, according to Sammy Kaye, who reports that grosses on his recent 35-day, one-nighter tour compared favorably with any of those he chalked up during the so-called lull years.

Kaye grossed an average of \$12,000 a week on his one-nighters, chalking up a \$14,500 gross figure the first week. In the old days, Kaye recalls, bands played a heavy theater schedule, and the top weekly theater gross seldom exceeded \$10,000. Today, tho, it's almost exclusively a one-nighter field, says Kaye, with more private parties represented on a band's schedule.

Audiences today are also different than they were in the lush era, notes Kaye. They want to sit down,

and more and more ballroom operators across the country are installing tables around their floors.

Terp Tables

For example, Kaye cites Tom Archer's multi-million dollar plans for his new ballrooms in Des Moines and Sioux City, Ia., which definitely include provisions for tables.

In line with the ballrooms' "sit-down" policy, Kaye contends by the same token that people like to watch bands on TV, citing Lawrence Welk's current rating coup on ABC-TV as an outstanding example. Kaye himself is readying a new TV format, which would present him as quiz master on a sort of musical "64,000 Question" type of show. (e.g., identify eight bars of a song for \$64, four bars for \$500, two bars for \$8,000, etc.)

Granz, Mail-Order Interests Sign Pact

NEW YORK, Dec. 10.—Norman Granz' record deal with the Sutliff-Stevenson mail-order club interests, predicted by The Billboard last week, was signed here this week. The Jazz at the Philharmonic impresario flew in from Europe to sign the papers and then flew right back to London. The new jazz club will be launched during January.

Granz' deal is unique in that it is not expected to involve any of the recordings currently in circulation on his Clef or Norgran labels. However, Granz' large stable of jazz artists and many unreleased masters will be made available for club issues.

Granz himself will make the club selections and conduct a jazz education program, altho neither his JATP tag or trade-mark will be used. The club itself will be promoted as an adjunct of the American Recording Society, which has specialized in classical works by American composers.

Ad Space

It is expected that the new jazz club will be floated with a typical Sutliff-Stevenson advertising barrage, which usually runs up a bill of approximately \$250,000 the first season. For example, ad space already has been contracted for in

Life and Time magazines, among others.

Actually, this will be the third jazz club to hit the public; the first was the Jazztone Society, promoted by the Josefowitz combine, and the next was Columbia's Record Club, which included a jazz division.

Sutliff & Stevenson operates the Children's Record Guild, Young Peoples' Records, Music Treasures of the World, Classics Record Club and American Recording Society, as well as Greystone Press, Art Treasures of the World and several book clubs.

Col. Eyes Price Cut On Masterworks

NEW YORK, Dec. 10.—Columbia records is expected to reduce the prices of its Masterworks 12-inch LP's to a straight \$3.98 per disk shortly after the first of the year. Most of the LP's in this category of the diskery's line have been selling at \$4.98.

No confirmation of the anticipated move could be secured from Columbia officials. However, a company spokesman did admit that such a plan has been under study, altho a firm decision has yet to be made.

It was also expected that if the firm did reduce its price, the deal would also include a formula for adjusting any inventory losses that dealers and distributors might otherwise suffer.

BIG BABY

'Nuttin' at M-G-M Is Somethin'

NEW YORK, Dec. 10.—With orders running to a reported 700,000 in less than two weeks, seven-year-old Barry Gordon's M-G-M record of "Nuttin' for Christmas" has brought a veritable stampede on the diskery's pressing plant in Bloomfield, N. J.

Distributors and dealers thruout the Eastern sector are engaged in a frantic scramble to stock up, while the disk is hot. Highways are reportedly humming by night with the roar of trucks, buses and even cars making overnight pick-up and delivery service.

Claiming the biggest Christmas disk in three years, M-G-M execs pointed happily to an order for 40,000 copies from Albany, N. Y., normally 1 per cent of the market. In no case have any guarantees been made by the diskery, it was stressed.

Capitol Holds Chicago Meet

HOLLYWOOD, Dec. 10.—The first in a series of winter meetings between Capitol Records executives and the company's field sales chiefs will be held in Chicago next week (14), with four Cap tappers going East for the meetings.

Lloyd Dunn, vice-president in charge of sales and merchandising, National Sales Manager Mike Maitland, Executive Vice-President Dan Bonbright and Merchandise Manager Gordon Fraser will take part in the meetings. Capitol's five

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PUB LABELS

Loesser and Morris Firms Cut Own Wax

NEW YORK, Dec. 10.—Two more big-time music publishers—E. H. Morris and Frank Loesser—have hopped on the "do it yourself" label-wagon and are bringing out new tunes under their own disk monicker.

However, both Loesser and Morris emphasize that they do not have any plans to enter the record market on a retail basis. The labels merely serve as trial wax balloons, which the publishers can send out to deejays when they want to gauge public reaction to new material. If one of the majors then wants to bring out the master under their own label, tho, the boys would probably be amenable to making a deal.

Loesser's first "Sometimes" record (so tagged because they'll only be released on a "sometime" schedule) is a vocal group version of "The Trouble With Harry," a Frank Music ditty.

Since publishers have to pay union scales to musicians when they make demos anyway, Morris' professional manager Sid Kornheiser takes the position that they might as well completely identify the demo with their own label name.

Robt. O'Brien To Join BB

NEW YORK, Dec. 10.—Robert D O'Brien will join The Billboard's New York sales staff January 1. The exec will concentrate his efforts on manufacturers and suppliers of packaged records, phonos and accessories, in line with The Billboard's cognizance of the growing importance of both albums and phonos in the music industry today.

O'Brien, who will report to The Billboard's music-radio division advertising manager Dan Collins, formerly served as assistant account executive on Pepsi-Cola's merchandising program for the Strawberry Hill Press. Prior to that, he headed up the Haynes-Griffin, Ltd., retail record operation here. O'Brien also served as New York office manager for Capitol Records from 1945 to 1950.

CAT SKINNING

Denver's Ballroom Owner Puts Rainbow to Lot of Uses

DENVER, Dec. 10.—While many ballroom operators across the country find it difficult to utilize their buildings enough to show a heavy black ledger, Joe Lehr, owner and operator of the Rainbow Ballroom, turns his establishment into a money maker in several different ways.

With a capacity of over 1,500 people, the Rainbow is in use almost nightly, with private parties, special attractions and the regular dances helping to build the take.

Religious organizations have even used Lehr's place for their regular meetings, and the coming holiday season is already causing an overflow of requests for rental of the hall. Friday and Saturday nights are used for public dancing, with a house band fronted by Bobby Beers, ex-Blue Barron singer now fronting his own aggregation.

Sunday evenings are rented to a promoter who features a Latin-

American night with mambo music, and special emphasis is made in drawing fans who enjoy this music. At least twice a month the Rainbow is booked by LeRoy Smith, one of the largest bookers of rhythm and blues talent in the area, for name r.&b. artists.

Name Bands

Lehr himself brings in at least one name band each month for a one-nighter, often holding the band for a second night. It is a rare occasion when the Rainbow does not have turn-away crowds on these nights.

"At least three nights a week from now until Christmas is over have been rented out to special clubs, groups and organizations for their holiday parties, with some of the biggest, such as Montgomery Ward, Dow Chemical Company, Gates Rubber Company, bringing nearly 2,000 people to the ballroom," Lehr said. He pointed out that the special rental business is not confined to the holiday season but is usually good from the time he opens in the fall until after school is out during the summer.

Only 3.2 beer is sold at the concession stand, but a variety of bottled pops and other soft drinks help build the till at the concession stand during the regular dance night operations. "For private parties, we let the groups make arrangements for their own catering service," Lehr says, "but we allow them to use some of our facilities if necessary." He charges a flat rate for the use of the Rainbow with no differentiation for the size of the crowd.

D. J. TAX STATUS

Employees of Station, Not Contractors

WASHINGTON, Dec. 10.—As far as Uncle Sam is concerned, a disk jockey is a station employee and never an independent contractor, regardless of what his contract states. For federal employment tax purposes, Internal Revenue Service explained this week, the deejay is a station employee, and is "not pursuing an independent business."

IRS clarified the issue of deejay obligation under the Federal Insurance Contribution Act in cases where the station contract accords him independent contractor status. The bureau cited its rules on disk jockey employee standing, pointing out that the station is the employer. It determines the time and length of the programs, and "has the right to the exclusive services of the individual, to the use of his name for publicity purposes, and to reject advertisements and announcements secured by him which do not meet certain standards."

The ruling holds even in those cases where the disk jockey's contract includes a percentage of the net, and when the contract allows him to perform "services on another radio station until such time as his weekly income" under the contract reaches a certain level.

Contracts designating disk jockeys as independent contractors are a contradiction in terms, IRS holds: "Where the relationship of employer and employee exists, the designation or description of the relationship by the parties as anything other than that of employer and employee is immaterial."

In another ruling, Revenue said "no" to a talent agent who wanted to deduct the cost of life insurance policy premiums on his clients as business expenses, altho the agent would be beneficiary of the policy.

Disney to Sell Piano Book

NEW YORK, Dec. 10.—Walt Disney's latest flirtation with the music business gets under way next month with the release of an educational book designed to acquaint children with the piano keyboard. Tagged "Fun With Music," the book utilized the Disney characters to aid a child in learning the piano.

Sale of the 16-page book will be handled by Charles Hansen, who originated the project together with Dave Glover, the latter a music educator in West Virginia. The book will be sold thru mass retail outlets, as well as normal sheet music channels.

GOODY TURNS TO GLAMOUR

NEW YORK, Dec. 10.—Sam Goody, heretofore known for his strictly utilitarian approach to the cut-rate record field, embarked on a mysterious glamour kick this month. His male cashiers, manly, diamond-in-the-rough types all, now sport colorful uniforms, featuring bright blue, gold and red shirts, black turtle-neck dickies and black Apache-style caps.

The boys have their choice of three colors, but must agree to wear the same hue on the same day. Rumor has it that Goody picked up the idea from visiting British dealer George Fenwick, who supplies glamorous dress-uniforms for all of his record sales girls. Fenwick operates the swank His Master's Voice record shop in London.

OUT AHEAD

'Nuttin' Leads New Melodies For Yuletide

NEW YORK, Dec. 10.—As Christmas selling rolls into high gear, one Christmas song stands out among the sizable flock of new entries. That would be "Nuttin' for Christmas," on which four versions have shown early life. Of these, the top version in pop sales appears to be the Art Mooney-Barry Gordon one on M-G-M. In the kiddie package, it's Ricky Zhand's on Columbia. Some action is also stirring on Joe Ward's King disking and Stan Freberg's on Capitol.

The Fontane Sisters version of "Nuttin" on Dot is also getting action, altho the flip, a new version of the perennial "Silver Bells," appears to be the big side and a real contender.

The McGuire Sisters' "The Littlest Angel" on Coral is enjoying a healthy spread, while there are scattered sectors doing business on the DeCastro Sisters' Abbott coupling of "Christmas Is a-Comin'" and "Snowbound for Christmas," and on Dorothy Collins' "Mr. Santa."

Other Issues

Several other new issues accorded a chance of moving into the money are Gene Autry's "Round, Round the Christmas Tree" on Columbia, Lou Monte's "Italian Jingle Bells" on RCA Victor and the Les Paul-Mary Ford coupling of "Rudolph" and "Santa Claus Is Coming to Town" on Capitol.

It is traditional in the trade for each company to put its full efforts behind the one new disk that shows the best initial strength. And it also has become tradition that certain old Christmas disks never die; they just fade away December 26 to come back as strong as ever the next Yule season.

Disk Vender By L. A. Firm Holds 675 45's

LOS ANGELES, Dec. 10.—Three vending machine models designed to sell 45 r.p.m. records are being location-tested by the Record Automat Company here, with production tentatively scheduled to start about January 15.

The machines offer customers 15 different record selections, each selection having a storage capacity of 45 disks. The total number of disks possible in each machine: 675.

The vender, housed in a wooden cabinet and dressed with speckled paint, is 6½ feet high, 20 inches deep and 48 inches wide. Differ-

Printers to Increase Prices by Year End

Some See 10% Hike, First Since '53; Pubs Must Absorb Rise, Says Jobber

NEW YORK, Dec. 10.—Music printers will raise their price schedules to publishers not later than the first of the year. Gil Clappin, executive secretary of the printers' organization, this week stated that prices have remained static since 1953, whereas labor costs and prices of materials have bounced upward.

Individual printers have indicated they may hike the prices as much as 8 or 10 per cent.

In the past two years, printers pointed out, they had absorbed increased rates set by the lithographers and the letter-press unions. Union benefit provisions have also added to the general burden.

Clappin noted that the cost of paper has risen three times in the last two years. "There is no let-up in sight," he said, "and therefore, in order to bring conditions to anything comparable to 1953, the printers will be compelled to advance their schedules."

Allotment System

With regard to the paper situation, Clappin stated that the manufacturers seemed determined to renew the allotment system, which was in effect during the war period. "Contracts given for 100,000 pounds have required about four months for delivery," he said.

One major music printer stated he has seen no appreciable improvement in the sale of sheet music. "They charge 50 cents for a piece of junk, and people play LP's or watch TV." His firm, he said, was now doing some commercial work, and other music printers were doing as much as 50 per cent commercial work. "We

are paid sooner, and it's more lucrative," he stated.

A leading music jobber indicated that the price rise would not, in his opinion, affect the present publishing picture very much. "Publishers," he said, "would be out of their minds to raise prices, and they will have to absorb the additional costs." He added, however, that the tone of the publishing business is better today than it was about one year ago—in view of the fact that more ballads seem to be making it.

Education Field

"But let's face it," he added. "Our business today is in the standard and educational fields—if we did not have this we would have no jobbers."

And, altho the proportion of ballads has increased somewhat, he noted that such hits are in the 200,000 to 300,000 sales category, small compared to past lush years.

"A publisher's chief interest today," he concluded, "is in performance money."

Eli Oberstein Eyes New Area in Disk Field

NEW YORK, Dec. 10.—Speculation as to the next move of Eli Oberstein was rife this week when it was ascertained that the colorful record executive had asked for, and received, an application form for a recording license. Oberstein, for some years, has headed up the Royale and Varsity labels.

What the outcome will be was not known at press time, but it is known that despite some objections to Obie on the part of officials of the American Federation of Musicians, there exists some union support in favor of Obie.

Obie, it is known, is anxious to bring back the popularity of the band business, and many union execs feel that he could be a good force for band employment if he were given a chance to operate freely in the singles record business. It has even been pointed out that his tenure as pop artist and repertoire chief at RCA Victor coincided with the peak popularity of such bands as Glenn Miller, Artie Shaw, Tommy Dorsey, etc.

As reported in The Billboard recently, Obie several weeks ago rejoined Local 802, American Federation of Musicians. This was generally regarded as symptomatic of Obie's desire to make amends with the AFM, and also indicative of the desire of the local to give Obie a chance to get into the good graces of the Federation.

It is understood that Obie, in a recent letter to James C. Petrillo, AFM chief, indicated that he hoped to obtain the AFM's good will. A license application was forwarded shortly after this.

Merc. Denies LP Price Hike

CHICAGO, Dec. 10.—Mercury's veepee-artist and repertoire chief, Art Talmadge, this week squelched a report that the label's 50,000 LP series would be price-hiked to \$5.95 in February.

The series, said the exec, will stay at its current \$4.98 price, and "no increase is planned." Mercury originally slashed the album line from \$5.95 to \$3.98 early this year after RCA Victor cut its LP prices. However, Mercury increased the series to its current \$4.98 tag a month later.

THE BEST

UP Deejay Poll Picks Favorites

NEW YORK, Dec. 10.—A disk jockey poll taken by the United Press has named as top male vocalists Frank Sinatra, Perry Como, Nat Cole, Sammy Davis Jr. and Pat Boone in the order given. Jaye P. Morgan took the nod as top female vocalist, with runners-up, in respective order, being Doris Day, Georgia Gibbs, Joni James and Patti Page.

The UP poll named as top vocal groups, in respective order, the Four Aces, Four Freshman, the McGuire Sisters, the Ames Brothers and the Hi-Lo's.

Top records listed by the deejays in the UP poll are the Four Aces' "Love Is a Many-Splendored Thing" on Decca, Al Hibbler's "Unchained Melody" on Decca, Billy Vaughan's "Melody of Love" on Dot, Bill Haley's "Rock Around the Clock" on Decca, Tennessee Ernie's "Sixteen Tons" on Capitol and Mitch Miller's "Yellow Rose of Texas" on Columbia.

Winners in the big band division, in order given, are Les Elgart, Ray Anthony, Les Brown, Ralph Marterie and Mitch Miller. George Shearing won the nod in the small instrumental group, followed by Dave Brubeck, the Three Suns, Bill Haley and Art Van Damme.

In the rhythm and blues artist division, winners were Bill Haley, Fats Domino, Pat Boone, Boyd Bennett and Roy Hamilton. In the country division, winners were Eddy Arnold, followed by Tennessee Ernie, Webb Pierce, Faron Young and Red Foley.

The poll covers deejays in the 48 States, Hawaii and Canada.

ent coloring combinations are available for specific locations.

The records are stocked and served via three tiers, five selections to a tier. Delivery is hori-

(Continued on page 83)

MUSIC AS WRITTEN

DOLORES HAWKINS BOOKED THRU JANUARY
Dolores Hawkins opens at Pittsburgh's Copa Club for a week starting December 12, to be followed by a two-weeker at the Muehlebach Hotel, Kansas City, Mo., on the 23d; a shot on the "Stage Show" portion of the Jackie Gleason Show, January 14; an appearance on the "Woolworth Hour" over CBS-TV on the 15th, and a three-week stand at Chicago's Chez Paree beginning on the 18th, it was announced by her manager, Don Seat. Dates were set by General Artists Corporation.

PALLADIUM DATE FOR ARCARAZ ORK
RCA Victor's Louis Arcaraz band will make its initial Hollywood Palladium appearance January 18. Band will be followed by Ray Anthony (Capitol Records) February 8 and by Mercury's Ralph Marterie on March 25.

HALL TOPS MIDWEST SALES FOR ANGELS
Roger G. Hall has been named Midwest sales and promotion manager for Angel Records. The appointment was made by John Woolford, general sales manager. Hall is resigning his present post of assistant manager of the Chicago Symphony. He will headquarter in Chicago.

CAROLE BENNETT STILL OURS, SAYS RAMA
Thru Carole Bennett, of the George Skinner CBS-TV show, who reportedly signed with Capitol Records last week, is still under

contract to Rama Records until July, according to Rama exec Joe Kolsky. Currently the gal is managed by Ray Shaw, but her Rama pact was signed by her former manager, Eddie Levine, who had her power-of-attorney, since she was under 21 when the deal was set.

NIELSEN HEADS SALES FOR EPIC RECORDS
Bill Nielsen has been named director of sales for Epic Records. The promotion adds administrative responsibilities not held by the exec earlier. He will be in charge of all Epic activities except those relating to artist and repertoire.

WEAVERS' CARNEGIE ALREADY SOLD OUT
The concert scheduled by the Weavers at Carnegie Hall in New York December 24 has already been sold out. Two hundred seats onstage have also been sold. This will be the first time in three years that the folk singing quartet will be together for an appearance. Ronnie Gilbert, the only female singer in the group, flew into New York last week from Los Angeles for rehearsals with Lee Hays, Pete Seeger and Fred Hellerman.

CBS SKEDS CH'MAS EVE WITH CROSBY
The CBS-Radio network on Christmas Eve, from 9-10 p.m., will present a special program titled "Christmas With Bing." The Decca artist, who is noted for his interpretation of Christmas music, will star in what is expected to be the largest community sing in history, with virtually millions of listeners expected to join voices across the country. Sponsor of the show is the Insurance Company of North America. Decca is preparing a special streamer tying in the CBS show with Crosby's extensive Christmas catalog.

DETROIT DJ DENIES HE COERCES ARTISTS
Deejay Bob Maxwell, WWJ, Detroit, denies he demands that recording artists appear on his show prior to guesting on Ed McKenzie's WXYZ show, or not appear at all. Maxwell was listed along with other jocks in a recent Billboard article (November 12) about the difficulties experienced by artists on the road these days when competitive spinners insist on booking the performer first on interviews and guest shots.

PUBBERS WITHDRAW SUIT VS. PROSER
Infringement suit filed against Monte Proser Enterprises, owner of La Vie, has been withdrawn, according to a motion filed in New York Federal Court. The plaintiff publishers who voluntarily withdrew the suit were Harms, Inc., the New World Music Corporation and Williamson Music. The publishers originally had sought an injunction and damages for unauthorized use of their music.

New York
Roy Kuhlman has been named Columbia Records' art director. He replaces Neil Fujita, who has resigned to set up his own studio. Peter Adler moves up as assistant art director, reporting to Kuhlman. Howard Lerner, Mills Music ad and publicity exec, is the father of a new daughter, Mindy Beth. . . . Paul Livert, who directed the ork on Dawn Records' disks of "Bye, Baby, Bye" and "Heartlessly" and "Yum Yum" backed with "Dear One," negotiated the sale of the masters of the disks to Label "X" this week.

Mercury salesman Leonard Sachs and his frau welcomed a second baby this month, a girl, Jeryl Lynn. . . . Jackie Gleason will play Santa Claus at the New York Association for the Blind's Christmas party for 200 blind children Saturday (17). . . . A new label, Ormond Records, was launched here this week by four co-owners, Art Winer, Harvey Bernstein, Milton Star and Milton Rudolph. Bill Campbell is musical director of the new label, which is marketing a vocal disk by Abner Kenon as its first pop release.

Best Selling POP RECORDS IN BRITAIN For Week Ending December 3

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

This Week	Last Week
1. ROCK AROUND THE CLOCK Bill Haley Comets (Brunswick)...	1
2. CHRISTMAS ALPHABET Dickie Valentine (Decca).....	4
3. LOVE IS A MANY-SPLENDORED THING, Four Aces (Brunswick)...	2
4. LET'S HAVE A DING DONG Winifred Atwell (Decca).....	3
5. TWENTY TINY FINGERS Stargazers (Decca).....	7
6. MEET ME ON THE CORNER Max Bygraves (HMV).....	9
7. AIN'T THAT A SHAME Pat Boone (London).....	8
8. YELLOW ROSE OF TEXAS Mitch Miller (Philips).....	6
9. SUDDENLY THERE'S A VALLEY Petula Clark (Nixa).....	14
10. HERNANDO'S HIDEAWAY Johnston Bros. (Decca).....	5
11. WHEN YOU LOSE THE ONE YOU LOVE, David Whitfield (Decca).....	15
12. HAWK-EYE Frankie Laine (Philips).....	17
13. SINGING DOGS (Nixa).....	16
14. HEY THERE Johnnie Ray (Philips).....	11
15. BLUE STAR Cyril Stapleton (Decca).....	13
16. HEY THERE Rosemary Clooney (Philips).....	11
17. ON WITH THE MOTLEY Harry Secombe (Philips).....	-
18. SEVENTEEN Frankie Laine (Philips).....	20
19. LET'S GET TOGETHER Big Ben Banjo Band.....	-
20. SUDDENLY THERE'S A VALLEY Jo Stafford (Philips).....	-

Damages Ruled Out in Marks Vs. Harris Suit

NEW YORK, Dec. 10. — An amended judgment by Federal Court Judge Sylvester J. Ryan here has ruled out the granting of damages in the case of Edward B. Marks Music Corp. vs. Charles K. Harris. The original suit revolved around the disposition of the renewal rights to some 150-odd songs co-written by Joseph E. Howard. Most of the renewals were awarded to Marks.

In the amended judgment, Judge Ryan stated that a provision for further relief—and the appointment of a master to assess damages—is unwarranted. Ryan pointed out that "... unreasonable delay on the part of plaintiff in asserting its rights amounts to such laches as to estop it from claiming damages and profits."

Ryan noted that as early as March, 1938, and in some cases 1937, the plaintiff had knowledge of the defendant's claim to various renewals in question, but had delayed action. Ryan concluded, "The difficulty in assessing damages for acts committed so many years ago and the manifest prejudice to defendant precludes the granting of additional relief at this late date."

Arthur Fishbein and Maxwell Okun handled case for the defendant. Julian T. Abeles and Bernstein for plaintiff.

Capitol Board

Continued from page 39
acter and such packaging innovations as the "Record Reader," Livingston contributed considerably to Capitol's rapid strides in the children's field. Livingston was elected a vice-president in 1950 and a year later was named vice-president in charge of artists and repertoire, a post he will retain in addition to his newly appointed responsibilities.

The election of Livingston and Bonbright to Capitol's board expands the board's membership from seven to nine.

Carp has been with Capitol for seven years, serving first as an attorney in its legal department, and for the past four years as director of that department. Theiss joined Capitol 15 months ago as general controller.

Anti-Trust Probes Under Way

Continued from page 39

equally tight security is being maintained. It was learned, nevertheless, that in most cases word has gone down to execs at all levels to search their files for documents coming under the subpoena request and to assemble them for delivery to the Justice Department.

Since it is customary for the department to launch such actions after receipt of complaints from interested parties, it was speculated in the trade that much of the impetus for the investigation came from beefs following the price adjustments on LP records early this year. It is known that vocal complaints were aired at that time by dealers and independent LP manufacturers.

Clues to the scope of the investigation are contained in the contents of the subpoena and the type of documents requested. These include the following:

Copies of agreements between the diskeries and their subsidiaries, price lists, sales volume of LP's for the period 1952 thru 1954, copies of agreements and contracts between record companies and their distributors, and complete roster of distributors.

Office Memos

Correspondence and inter-office memos of execs of the subpoenaed companies is also demanded, if they refer to the following matters:

Retail prices, distributor prices, price-cutting, action taken or threatened against price-cutters, return allowances, cutting off of distributors, selling by distributors outside their assigned territories and matters involving the switch-over of deejay samples from 78 r.p.m. to 45 r.p.m.

Also requested are copies of correspondence received by diskery execs relating to the above matters.

The documents asked for include all pertinent papers written or received from January 1, 1953, to the present.

Traders searching their memories for possible beefs that trig-

Creed Taylor

Continued from page 39

uled to kick off early next year. Meanwhile Am-Par's president, Sam Clark, reports that the "Mouseketeer's Theme" (best seller to date in the label's new Mickey Mouse Club line) has been re-recorded by the TV show's emcee, Jimmy Dodd, and released as a pop platter under the ABC-Paramount label tag.

Clark is currently in the process of negotiating with foreign firms for distribution of the line in Europe and South Africa. The label's Los Angeles distributorship changed hands last week, with the Diamond Distributing Company taking over from the California Record Distribution outfit.

Bonus Disk Plan

Continued from page 39

whom have expressed the desire to see any and all company bonuses distributed thru the dealers' stores. This, they felt, would hypo traffic and give them a chance to build business via personnel service and impulse buying stimuli.

Victor believes that the outlined plan will satisfy the dealers in that respect and without affecting the basic price structure. The company also points out that the coupons may be redeemed only in the store where they were purchased, and that the bonus pay-off will be scheduled for months when store traffic needs the hypo. The disks sold under the plan will not conflict with inventory on hand.

Simon-Schuster

Continued from page 40

chores for the 98-cent Mickey Mouse Club records, which are distributed by the new ABC-Paramount disk company.

As before, Pocket Books, Inc., will distribute the Bell line. Golden disks are distributed by the S & S book wing, by syndicate jobbers, disk distributors and toy jobbers.

gered the investigation centered on the period just following the LP price slashes of last January.

At that time it was noted and reported that some indie LP diskeries viewed the price cuts as a maneuver to force them out of the business or reduce their effectiveness severely. These firms complained at the time that, altho the majors reduced their lists for LP's, there was no corresponding decrease in the charges for custom work.

For a time certain price-cutters viewed the reductions as a move against their interest as well. With lower lists the discounters could offer less of an inducement to disk bargain hunters.

The deejay element occasioned raised eyebrows in the trade. Record companies have felt that their right to send out disks at any speed to radio stations could not be questioned in any reasonable way, since these disks are offered free of charge. The switch-over to 45's, tho, did kick off a noisy fuss at the time.

Tho the diskery subpoenas are returnable next week, it is expected that all will ask and get extensions for the laborious task of assembling all the requested data.

DIRECT From The Orient... our NEW HIT

THE JAPANESE FAREWELL SONG

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

RANGER MUSIC, INC. 1619 Broadway New York 19, N. Y.

For Holiday Programming!

JONI JAMES

M-G-M Recording of

HAVE YOURSELF A MERRY LITTLE CHRISTMAS

LEO FEIST INC.

Breaking for a Hit!

REMEMB'RING

Recorded by

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

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

A Before Christmas Song!

Eddy Arnold (Sings)

"Christmas Can't Be Far Away"

RCA Victor 29-745905

A Big Winter Ballad!

"The First Snowfall"

The voices of Walter Schumann RCA = 47-6318
Bing Crosby Decca = 29777
Page Cavanaugh Trio Olympic = DL-905-A-X

M. Witmark & Sons

Yes, the Xmas Hit of 1955

NUTTIN' FOR CHRISTMAS

recorded by

STAN FREBERG... Capitol
RICKY ZAHND... Columbia
FONTANE SISTERS... Dot
JOE WARD... King
ART MOONEY AND BARRY GORDON... MGM
EARTHA KITT... RCA Victor
HOMER AND JETHRO... RCA Victor
HILL & RANGE SONGS

ANOTHER BMI "PIN-UP" HIT

MEMORIES ARE MADE OF THIS

Recorded by

DEAN MARTIN... Capitol
MINDY CARSON... Columbia
GALE STORM... Dot

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THE MOST EXCITING ALBUM IN THE LAST FIVE YEARS

I'LL CRY TOMORROW



LILLIAN ROTH

EPIC LN 3206



Review Spotlight on . . .

ALBUMS

Classical

TCHAIKOVSKY: PIANO CONCERTO NO. 1 (1-12)—Emil Gilels, Piano; Chicago Symphony; Fritz Reiner, Cond. RCA Victor LM 1969

There's little question that this disk will shape as one of the very top sellers of the next few months. It's all here, the keen excitement of a great keyboard talent, much publicized of late, and a basic piece of repertoire with appeal that brackets practically all tastes.

CHOPIN: PIANO SONATA NO. 2 IN B FLAT MINOR; SHOSTAKOVITCH: THREE PRELUDES AND FUGUES (1-12)—Emil Gilels, Piano. Angel 35308

Another American recording by the Russian pianist (actually the first) and it should generate lots of interest among a wide swath of buyers. His communication to the listener in the "Fu-

neral March" sonata is just as compelling as in the Tchaikovsky Concerto. While the repertoire is not quite in the same "meat and potatoes" class, it is still popular enough to lure many. And the first recordings of the Shostakovitch works will be an important impetus to purchase among the more sophisticated clientele.

Jazz

JAZZ SPEC: Frankie Laine, Buck Clayton Ork, J. J. Johnson and Kai Winding (1-EP)—Columbia B-8081

Here's a swingin' little gem of a package that should give a real boot to both Laine and jazz regulars, who may not always be of the same persuasion. Laine, who came up thru jazz, shows his fine beat and relaxed, unself-conscious manner in these authentic surroundings, coming in for his occasional chorus like any of the other instruments. The Jay and Kai team is great, as is Clayton, and there's a wonderful piano chorus by Sir Charles Thompson that averages out the various styles represented, with modern melodic conception and a rocking Basie beat.

Reviews and Ratings of New Popular Albums

MUSIC, MUSIC, MUSIC (1-12) Teresa Brewer (1-12) Coral CRL 57027

Petite Miss Brewer comes thru with her fourth album, this one taking as its theme the title of one of her great hits. From this point she departs the more conventional style of Brewer material and offers tunes like "At Sundown," "My Buddy," "When I Leave the World Behind," right thru her newest singles disk, "A Good Man Is Hard to Find." The package should be a successful entry over the counter.

SARAH VAUGHAN IN HI-FI (1-12) Columbia CL 745

This is the 12-inch version of the earlier Vaughan jazz package wherein she's accompanied informally by such jazz men as Jimmy Jones, piano; Miles Davis, trumpet; Tony Scott, clarinet; Budd Johnson, tenor; Mundell Lowe, guitar, etc. Musically, this is one of the top vocal sets extant, tho the thrush's recent Mercury disks show a more mature approach to her lyrics. For jazzophiles and vocal savants, it's a must, nevertheless. The tunes are great, too.

MOVIE POP PARADE, VOLUME 2 (1-12) M-G-M E 3294

Here are a dozen tunes identified with some of 1955's more remembered flicks. Much of this selection has already been out in single form. Among the tunes are several from "The Court Jester"; "Dog Face Soldier," from "To Hell and Back"; "Give Me a Hand and My Baby," from "My Sister Eileen"; "The Tender Trap" and "The Man From Laramie" from pics of the same respective names, etc. A listenable package and one that pic fans will like.

TODAY'S HITS (1-12) Bob Carroll with Alvy West Ork (1-EP) Camden CAE 306

Quite possibly this EP is the best buy Camden has offered to date in its 79 cents hit recap series. The tunes are all up there, but still short of their peak potential, so this should be a safe investment for all types of outlets. Included are "Sixteen Tons," "No Arms Can Ever Hold You," "A Woman in Love" and "Forgive My Heart." Carroll is most impressive, and jocks should cotton to his stylings here.

HERB SHRINER ON STAGE (1-12) Columbia CL 774

Shriners fans, of course, will endorse this heavily. The Hoosier comic plays harmonica, heads his harmonica band, and indulges in some generous samples of humor taken from "live" performances in clubs and theaters. It comes out as an entertaining variety package, tho not all may find the sometimes earthy humor to their particular taste. Still, there are enough Shriners TV addicts to insure healthy action.

MUSIC FOR BABY-SITTERS (1-12) Columbia CL 688

This is another of the label's "music for special people" series, which also covers music for bachelors and music for the engaged. Like the others it contains a diversified selection performed by assorted talent. Included are things like "Rags to Riches" by Tony Bennett, "Tenn-Ager" by Dan Terry, "Sippin' Soda" by Guy Mitchell, "Istanbul" by the Four Lads, "To Ev'ry Girl-To Ev'ry Boy" by Johnnie Ray and "Stardust" by Paul Weston. It adds up to good commercial material.

JOHN DUFFY AT THE MIGHTY COLUMBIA SQUARE WURLITZER (1-12) Liberty LRP 3004

Duffy, who has worked as musical

director on a number of network radio shows, proves himself adept as a performer here on the giant Wurlitzer organ housed in CBS' Hollywood studios. The instrument has many voices and Duffy brings them out to the fullest in a wide range of memorable pop tunes offerings. Included are perennials like "Blue Moon," "Tea for Two," "The Bells of St. Mary's," and the current "Autumn Leaves." The package makes for enjoyable and uncommon listening.

BROADWAY SUCCESS STORY: THE SONGS OF ADLER AND ROSS (1-10) Epic LN 1122

Undoubtedly, this 10-inch has been in the works for some time, but with the very recent death of songwriter Jerry Ross, it becomes, in a way, a memorial. Some of the best work of the team is represented here, performed by artists who know how to handle the material. These include Dolores Hawkins, Bill Heyer, Neal Hefti and the Mello-Larks. The tunes are from "Pajama Game" and "Damn Yankees," including "Hey There," "Whatever Lola Wants," "Hernando's Hideaway," etc.

JAWBONE OF AN ASS (1-12) Cook Laboratories 1083

The title of this LP is as arresting as the music it presents. It refers to the real jawbone of a real ass, whose ratchet-like chatter is part of the music-making paraphernalia of authentic Cuban street bands. This LP is an excursion to Santiago de Cuba, and gives a vivid picture of various types of native music heard at carnival time. There is a vitality and infectiously happy spirit to this Afro-Cuban music and this is a generous sampling of the genuine article.

Jazz

LEE KONITZ WITH WARNE MARSH (1-12) Atlantic 1217

This album is remarkable not only for the superb modern musicianship of Konitz (on alto) and Marsh (on tenor), but for their successful use of varied old and new jazz sources. They open with a Basie classic, "Topsy," and then romp thru several standards; there is a wonderful blues, "Don't Squawk," by Oscar Pettiford, with the bassist himself on hand and contributing a brilliant solo—and Lennie Tristano's "Two Not One" and Charlie Parker's "Donna Lee." The taste and versatility of the saxophonists give a stamp of quality to each of these varied items. Billy Bauer on guitar, Kenny Clarke on drums and Sal Mosca on piano also deserve praise.

DJANGO'S GUITAR (1-10) Angel ANG 60011

The late Django Reinhardt is already a legend, and his performances on these sides illustrate how vital and compelling the jazz guitar can be as a solo instrument. Once this disk is on the turntable, the listener is bound to hear it all the way thru. Dealers everywhere with a jazz trade should carry this really choice package.

SWING GUITARS (1-12) Tal Farlow, Oscar Moore, Barney Kessel (1-12) Norgran MG N 1033

Spotlighted in turn against a small rhythm ensemble, three of the country's top jazz guitarists give a fascinating demonstration of the wide range of sounds and ideas that can be expressed with the instrument. The difference in style makes for a program of unusual variety, despite the use of the same solo instrument thru-out. The material is made up mainly of familiar standards.

ELI'S CHOSEN SIX (1-12) Yale Dixieland Band (1-12) Columbia CL 736

This gang of Yale sophomores, under the supervision of (sentimental) old grad George Avakian, has produced an energetic and thoroughly accomplished Dixieland program. The boys aren't as loud as some of the Ivy League traditionalists; in fact, they appear to have more respect for the heart of the jazz tradition. While the jazz connoisseurs may pass this by, sons of Old Eli are likely to treat this group as they do the Wiffenpoof—in short, support it loyally. And this fresh, clean cut crew should find it easy to build an audience among the kids.

A MAN AND HIS HORNS (1-12) Anthony Ortega, Alto Saxophone (1-12) Herald HLP 101

Thanks to multi-track recording technique, Ortega not only plays the alto solos on this date, but all the horn parts: tenor and baritone saxes, flute, clarinet and bass clarinet. Rhythm is furnished by Hank Jones, piano; Addison Farmer, bass; and Edmond Thigpen, drums. While competent on all the reeds, Ortega, one-time soloist with Hampton, is most outstanding as an altoist. Ortega makes up his program with relatively unexploited standards and two fine originals. Ortega will be a worthwhile discovery to many modernists.

JOHNNY MEHEGAN'S "REFLECTIONS" (1-12) Johnny Mehegan, Piano; Kenny Clarke, Drums (1-12) Savoy MG 12028

Mehegan is not so much a jazz pianist as a pianist who plays some jazz. He has some interesting ideas, mainly in the way of applying Bach-like counterpoint to standard tunes. After a few choruses of this, it shapes up as a "gimmick," over-employed considering the lack of inspiration that propels it. However, it may be sold as a special kind of cocktail piano, and may appeal to many of those who like, let's say, Don Shirley.

HAPPY DAYS

Cosnat 10th Anni. 'Gifts' Get Results

NEW YORK, Dec. 10. — The Cosnat Corporation, a leading distributor of indie labels here, has just concluded a business-building 10th anniversary promotion gimmick. Results were measured chiefly in terms of happy smiles on the part of the firm's brass and various dealers served in the New York, New Jersey, Philadelphia areas.

Tying in with the firm's birthday was a promotion venture calculated to generate a major head of steam behind indie label singles and packaged merchandise. Any dealer served by the distributor's New York home office who ordered \$500 worth of records within a six-week period was offered a flat discount of 10 per cent, with an all-expense weekend at a resort hotel. For a \$1,000 purchase of records, the 10 per cent discount still applied, and weekend privileges were extended for two.

Elliot Blaine, Cosnat exec, said that more than 140 dealers qualified and were entertained at the resort, at a cost to the firm of \$50 per head. The firm's out-of-town branches are also reportedly working out plans for similar promotions.

Reviews and Ratings of New Classical Releases

TCHAIKOVSKY: SYMPHONY NO. 6 (PATHETIQUE) (1-12)—Philharmonic Symphony Orchestra of London; Artur Rodzinski, Cond. Westminster WN 18048

Much recorded as this warhorse is, a good case for issuing this particular reading can easily be made. Not many conductors can resist the opportunities offered by this symphony for bravado and nerve-wrenching pathos; Rodzinski is among the few who gives the "Pathetique" the dignity of a calm, straightforward interpretation. Not that this performance is lacking in energy or deep feeling; on the contrary, the emotion is more believable for being understated. Among other things, this will certainly be a disk that will be treasured by bi-fi addicts, for the sound is the last word.

VERDI BARITONE ARIAS (1-12)—Leonard Warren, Baritone. RCA Victor LM 1932

A set which will hold great attraction for vocal enthusiasts. Warren, in most of this generous program, is in excellent voice, projecting with his accustomed vigor and sound musicianship. Heard are the familiar baritone arias from "Otello," "La Forza del Destino," "Rigoletto," "Il Trovatore," "La Traviata," "A Masked Ball" and "Falstaff." Dealers may offer the LP successfully as a type of opera sampler.

SIBELIUS: VIOLIN CONCERTO; BRUCH: VIOLIN CONCERTO IN G MINOR (1-12)—Ivry Gitlis, Violin; Pro Musica Orchestra, Vienna; Jascha Horenstein, Cond. Vox PL 9660

Intense virtuosity is no rarity among younger violinists, but Gitlis outdoes them all. A nervous passion bursts forth irresistibly in his playing and will carry away many a listener. In much of the Sibelius this may not be what Sibelius connoisseurs may desire, but of excitement and superb fiddling they will get a plenty. The same goes for the Bruch. The Israeli artist will make his debut in the United States later this month and the resultant publicity should do much to speed this entry across sales counters.

MOZART: SYMPHONY NO. 25 (K. 183); SYMPHONY NO. 33 (K. 319) (1-12)—Camerata Academica des Salzburger Mozarteums; Bernhard Paumgartner, Cond. Epic LC 3172

These two performances by the eminent Mozart authority Paumgartner, leave little to be desired musically or sound-wise. The works are two of the most gratifying of the second echelon Mozart symphonies, and the readings bring out the grace and lyricism. A worthwhile coupling for even the most discriminating Mozart lovers.

BACH: VIOLIN SONATA NO. 1 IN G MINOR; VIOLIN PARTITA NO. 1 IN B MINOR (1-12)—Johanna Maritz, Violin. Angel 35280

Some months back a particularly excellent recording of the Brahms Violin Concerto brought Miss Maritz to the eager attention of many collectors of fiddle music. That her talents are many is underlined strongly in these new efforts. On the aural evidence, the young artist is certainly one of the most able women violinists active today. Word will spread and her audience will grow. This is rugged, four-square Bach playing, big in tone and near perfect in intonation, no mean accomplishment in this difficult music.

FRITZ KREISLER FAVORITES (1-12)—Richard Ellsasser, Organ. M-G-M E 3238

In this package, youthful and talented Richard Ellsasser has taken a group of the favorite works of Fritz Kreisler, usually scored for other solo instruments and for orchestra and transcribed them for the organ. The organ used is the highly-prized one at the John Hays Hammond Institute at Gloucester, Mass. Also employed is the Dynamic Accetor, a device perfected by the Institute for actually magnifying the sound of the organ. All of this contributes to the regality of the organ sound. The technique displayed is excellent on "Caprice Viennois," "Liebesfreud," "Liebeslied," "Rondino," "Toy Soldiers March" and others. There's pop potential here, too.

FAMOUS OPERATIC MONOLOGUES (1-12)—George London, Bass-Baritone; Columbia Symphony Orchestra; Jean Morel, Cond. Columbia ML 4999

Dark and brooding music, with undertones of tragedy and foreboding, almost too purple for unrelieved listening. Still, London is the singer to capture the emotion in such music and convey it with great effect. His following is large enough to insure good consumer response to this collection of excerpts from Wagner, Moussorgsky, Verdi, Massenet and Louis Gruenberg operas.

MENDELSSOHN: VIOLIN CONCERTO IN E MINOR; DVORAK: VIOLIN CONCERTO IN A MINOR (1-12)—Arthur Grumiaux, Violin; Thomas Magyar, Violin; Vienna Symphony Orchestra; Rudolf Moralt and Wilhelm Lohmeyer, Conds. Epic LC 3173

Grumiaux has done better in Mozart and Paganini. Still, his polished and elegant reading of the Mendelssohn will find some adherents, despite the pedestrian support from the orchestra. The Dvorak is the best disk of the concerto sound-wise on LP. Magyar, with a brilliant performance of the Khataturian behind him, does it full justice. Moderate consumer response on this one.

ROUSSEL: BACCHUS ET ARIANE, SUITES NOS. 1 AND 2; FAURE: PELLEAS ET MELISANDE, SUITE FOR ORCHESTRA; DEBUSSY: PETITE SUITE (1-12)—Orchestre des Concerts Lamoureux; Jean Martinon and Jean Fournet, Conds. Epic LC 3165

The most noteworthy items in this set are the Roussel suites. Number 2 has

been recorded several times; its tempestuous finale affords a conductor occasion for a virtuoso performance that seldom fails to impress an audience. Suite No. 1 (not previously available) is complementary to it, and both are more enjoyable when heard together. The Faure and Debussy fill out the program appropriately.

VILLA-LOBOS: THE BABY'S FAMILY ("PROLO DO BEBE") (1-12)—Jose Echaniz, Piano. Westminster WN 18065

The pre-LP catalog could boast excellent readings of several of these short piano pieces by both Novaes and Rubinstein. It has been left to Jose Echaniz to record the complete "Prolo do Bebe" for the first time on vinyl. He has the necessary technique and an innate feeling for the native rhythms of these pieces. The pianistic problems are complex but Echaniz manages them with deceptive ease.

MICHAEL CARR: WINTERTIME SUITE (1-12)—Richard Ellsasser, Organ. M-G-M E 3284

Carr, both a pop and semi-classical composer (remember "South of the Border," etc.), has written here a vivid series of pieces—tone poems and witty novelties—conjuring up the spirit of winter. Richard Ellsasser has performed the suite on the famous pipe organ of the John Hays Hammond Jr. Museum, Gloucester. The effect is orchestral and brilliant. An attractive package for the Christmas trade.

HAYDN: SMALLER PIECES FOR KEYBOARD (1-12)—Nadia Reisenberg, Piano. Westminster WN 18057

Works of great charm that surely have a place in the LP catalog. Included in this enjoyable program are a fantasia, two airs and variations, a capriccio and two other sets of variations, all played with captivating and deceptive simplicity by Miss Reisenberg. Connoisseurs will buy, and dealers can pull extra sales by suggesting the set to shoppers seeking an LP gift for youthful keyboard students.

NORMAN CORDON SINGS KIPLING SONGS AND ORATORIO ARIAS (1-12)—Camden CAL 269

Cordon, one-time Metopera bass-baritone, does a flock of familiar baritone arias and songs in a manner that shows verility if not finesse. This is especially suitable for the Kipling items, including "Mandalay," "Danny Doever" and "Gunga Din." The flip is a collection of Handel, Mendelssohn, etc. Cordon's name is not too big an attraction today, but the reissue package may sell if demonstrated to the proper clientele.

PAUL BOWLES: A PICNIC CANTATA; FOULENC: SONATA FOR TWO PIANOS (1-12)—Gold and Fildale, Pianos. Columbia ML 5668

Here's an interesting coupling for students of contemporary composition. The Bowles' cantata depicts a Sunday picnic in the park, wherein several women reveal aspects of their characters. The duo piano team is abetted by four voices, soprano Gloria Davy and Martha Flowers, mezzo-soprano Mareda Gaither and contralto Gloria Wynder. Al Howard is on drums. The Sonata offers a striking change, for it is grave in contrast to the effervescence of the first. The pianists are excellent.

Mills Music Gets Classical Catalog From Affiliated

NEW YORK, Dec. 10. — Mills Music has acquired the classical catalog of Affiliated Musicians, Inc., West Coast firm holding about 40 copyrights, some by important contemporary composers. The works will be absorbed in the Mills catalog.

Composers represented include Carlos Chavez, Ernst Toch, Ernst Krenek, Erich Korngold, Alexandre Gretchaninoff and Harold Shapero. The deal is another move by the Mills organization to penetrate further into the serious music market.

Among the AMI copyrights is Chavez' "Toccata for Percussion," represented in four LP versions, and a heavy disk seller earlier this year. Another recorded work in the catalog is Toch's "Circus Overture," cut by Andre Kostelanetz on Columbia.



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the message...**



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MUSIC,
MUSIC**

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E.P. #82023



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McGUIRE SISTERS**

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WHEN?**

Long Play
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#82022



STEVE ALLEN

**JAZZ FOR
TONIGHT**

Long Play #57018



LAWRENCE WELK

and his Champagne Music

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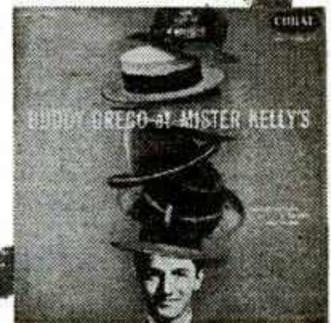
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The Billboard Music Popularity Charts

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

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending December 7

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Sixteen Tons By Merle Travis—Published by American Music (BMI) BEST SELLING RECORD: T. Ernie, Cap 3262. RECORDS AVAILABLE: J. Desmond, Coral 61529; R. Sovine, Dec 29739.		1 6	6. Memories Are Made of This By Giltysen-Dehr-Miller—Published by Montclare (BMI) BEST SELLING RECORD: D. Martin, Cap 3295. RECORDS AVAILABLE: M. Carson, Col 40573; G. Storm, Dot 15436.		13 2
2. Autumn Leaves By J. Mercer, J. Prevert, J. Kosma—Published by Ardmore (ASCAP) BEST SELLING RECORD: R. Williams, Kapp 116. RECORDS AVAILABLE: S. Allen & G. Gates, Coral 61485; R. Charles Singers, M-G-M 12068; M. Ferguson, Mercury 70686; G. Galian, X 0161; J. Gleason, Cap 3223; V. Young, Dec 29653. ELECTRICAL TRANSCRIPTIONS: Lou Brownie, Standard; Allen Roth, Ork., The-saurus; Henry Jerome Ork, Lang-Worth.		2 17	7. I Hear You Knockin' By David Bartholomew—Published by Commodore (BMI) BEST SELLING RECORDS: G. Storm, Dot 15412; S. Lewis, Imperial 5356; M. Wiseman, Dot 1273.		8 11
3. Moments to Remember By Stillman & R. Allen—Published by Beaver (ASCAP) BEST SELLING RECORD: Four Lads, Col 40539. RECORDS AVAILABLE: L. Armstrong, Dec 29694. ELECTRICAL TRANSCRIPTIONS: Russ Carlyle, Standard; Henry Jerome Ork, Lang-Worth.		3 15	8. Only You By Buck Ram—Published by Wildwood (BMI) BEST SELLING RECORDS: Platters, Mercury 70633; Hilltoppers, Dot 15423. RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Dee, Wing 30013. ELECTRICAL TRANSCRIPTION: Barbara Carroll, Standard.		5 12
4. He By Richard Mullan & Jack Richards—Published by Avas (BMI) BEST SELLING RECORDS: A. Hibbler, Decca 29660; McGuire Sisters, Coral 61501. RECORDS AVAILABLE: K. Armen, M-G-M 1208; G. B. Shea, Victor 20-6292. ELECTRICAL TRANSCRIPTIONS: Paul Smith Trio, Standard; Henry Jerome Ork, Lang-Worth.		5 13	9. Love and Marriage By Sammy Cahn and James Van Heusen—Published by Barton (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3260. RECORDS AVAILABLE: H. Grayco, X 0168; Laurie Sisters, Mercury 70705; J. Loco, Col 40591; D. Shore, Vic 20-6266. ELECTRICAL TRANSCRIPTIONS: Billy Mills Ork, Standard; Henry Jerome Ork, Lang-Worth.		9 9
4. Love Is a Many-Splendored Thing By Sammy Fain & Paul Webster—Published by Miller (ASCAP) BEST SELLING RECORD: Four Aces, Dec 29625. RECORDS AVAILABLE: J. Bradley, Mercury 70716; D. Cornell, Coral 61467; Don, Dick & Jimmy, Crown 158; W. Herman, Cap 3202; J. Holiday, Dec 29709; J. Loco, Col 40591; D. Rose, M-G-M 30883; P. B. Ruiz, Vic 20-6341. ELECTRICAL TRANSCRIPTIONS: David Lewinter Ork, Standard; Henry Jerome Ork, Lang-Worth.		4 17	10. Shifting, Whispering Sands By M. Gilbert & V. Gilbert—Published by Gallatin (BMI) BEST SELLING RECORDS: R. Draper, Mercury 70696; B. Vaughn, Dot 15409. RECORD AVAILABLE: Johnson Family, Vic. ELECTRICAL TRANSCRIPTION: Henry Jerome Ork, Lang-Worth.		7 14
Second Ten					
11. It's Almost Tomorrow By Buss Adkinson—Published by Northern Music (ASCAP) RECORDS AVAILABLE: D. Carroll, Mercury 70717; Dream Weavers, Dec 29683; S. Lanson, Dot 15424; J. Stafford, Col; L. Welk, Coral 61524		11 6	16. Band of Gold By Bob Musel & Jack Taylor—Published by Ludlow Music (BMI) RECORDS AVAILABLE: K. Carson, Cap 3283; D. Cherry, Col 40597; Hi-Fi Four, King 4856.		22 3
12. Suddenly There's a Valley By C. Meyer & B. Jones—Published by Warman-Hill & Range (BMI) RECORDS AVAILABLE: P. Andrews, Cap 3228; K. Armen, M-G-M 12078; G. Grant, Era 10003; J. La Rosa, Candence 1270; M. Lynn, Vic 47-6257; Mills Brothers, Dec 29686; J. Stafford, Col 40559. ELECTRICAL TRANSCRIPTIONS: Russ Carlyle, Standard; Henry Jerome Ork, Lang-Worth.		10 14	16. Daddy-O By Gore, Abner & Innis—Published by Mar-Kay (BMI) RECORDS AVAILABLE: B. Lou, King 4835; Fontane Sisters, Dot 15428.		17 6
13. At My Front Door By J. Moore & E. Abner—Published by Tollie (BMI) RECORDS AVAILABLE: P. Boone, Dot 15422; El Dorados, Vee Jay 147; Modernaires, Coral 61513. ELECTRICAL TRANSCRIPTION: Paul Smith Trio, Standard.		15 10	18. Cry Me a River By Arthur Hamilton—Published by Saunders (ASCAP) RECORDS AVAILABLE: E. Barton, Coral 61530; J. Corey, Col 40596; J. London, Liberty 55006; K. White, Mercury 70722. ELECTRICAL TRANSCRIPTION: George Cook, Standard.		26 4
14. Bible Tells Me So By Dale Evans—Published by Paramount-Roy Rogers (ASCAP) RECORDS AVAILABLE: K. Armen, M-G-M 12045; Coronets, Groove 0116; D. Cornell, Coral 61467; M. Jackson, Col 40554; N. Noble, Wing 9003; Weatherford Q.L., Vic 20-6218; R. Young, Dec 29615. ELECTRICAL TRANSCRIPTIONS: Ralph Marterie, Standard; Henry Jerome Ork, Lang-Worth.		14 20	19. Woman in Love By Frank Loesser—Published by Frank Music (ASCAP) RECORDS AVAILABLE: Four Aces, Dec 29725; F. Laine, Col 40583; G. MacRae, Cap 3284. ELECTRICAL TRANSCRIPTION: George Cook, Standard.		21 3
15. Yellow Rose of Texas By D. George—Published by Planetary (ASCAP) RECORDS AVAILABLE—J. Desmond, Coral 61476; I. Fields Trio, Tico 273; S. Freberg, Cap 3249; G. Galian, X 0161; Homer & Jethro, Vic 20-6242; M. Katz, Cap 3239; M. Miller, Col 40540; T. B. Strength, Cap 3217; E. Tubb, Dec. 29633. ELECTRICAL TRANSCRIPTION: Ray Pearl, Standard.		12 20	20. No Arms Can Ever Hold You By Art Cramer & Jimmy Webb—Published by Gil (BMI) RECORDS AVAILABLE: P. Boone, Dot; J. Clay, Coral; Gaylords, Mercury; H. Jeffries, Olympic 503; G. Shaw, Decca; J. Young, London. ELECTRICAL TRANSCRIPTION: Ralph Marterie, Standard.		18 8
Third Ten					
21. Croce Di Oro (Cross of Gold) By Kim Gammon—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: R. & B. Foley, Dec 29704; P. Page, Mercury; J. Regan, London. ELECTRICAL TRANSCRIPTION: George Cook, Standard.		16 8	25. C'est La Vie By Wolson & White—Published by Planetary Music (ASCAP) RECORDS AVAILABLE: De John Sisters, Epic 9131; S. Gale, Vic 20-6286; S. Vaughan, Mercury 70727. ELECTRICAL TRANSCRIPTION: Paul Smith Trio, Standard.		23 2
22. You Are My Love By Jimmy Nabble—Published by Jubilee (ASCAP) RECORDS AVAILABLE: Four Tunes, Jubilee 5218; J. James, M-G-M 12066. ELECTRICAL TRANSCRIPTIONS: Ralph Marterie, Standard; Paul Smith Trio, Standard.		19 11	25. All at Once You Love Her By Rodgers & Hammerstein—Published by Chappell (ASCAP) RECORD AVAILABLE: P. Como, Vic 20-6294. ELECTRICAL TRANSCRIPTIONS: Billy Mills Ork, Standard; George Cook, Standard.		25 3
23. White Christmas By I. Berlin—Published by Berlin (ASCAP) RECORDS AVAILABLE: Ames Brothers, Coral 60113; L. Armstrong, Dec 28443; E. Arnold, Vic 0390; P. Brito, M-G-M 10779; H. Brooks, Trio 787; K. Carson, Bibletone 751; S. Cavallaro, Dec 24141; R. Clooney-P. Faith, Col 50077; P. Como, Vic 1970; C. Copas, King 1004; J. Crawford, Dec 24143; B. Crosby, Dec 23778; V. Damone, Mercury 5178; Drifters-C. McPhatter, Atlantic 1048; E. Fisher, Vic 4910; J. Garber, Cap 9008; K. Griffith, Col 38911; J. Heifetz, Dec 23376; E. Howard, Mercury 5216; Ink Spots Dec 24140; M. Jackson, Col 702; S. Kaye, Col 285; B. King, Gotham 807; M. Lewis, Coral 60863; Liberace, Col 48001; G. Lombardo, Dec 28409; G. Lombardo, Dec 23738; Montovani, London 1280; Mulcays, Cardinal 1024; P. Page, Mercury 5732; L. Paul-M. Ford, Cap 2617; Ravens, Mercury 70505; A. Shaw, Dec 27243; F. Sinatra, Cap 2954; E. Smith, Dec 24142; K. Smith, M-G-M 10096; S. R. Tharpe, Dec 48119; Three Suns, Vic 3658; TNT Choir, TNT 101; E. Tubb, Dec 46186; C. Turner, International Sacred 2071; H. Voss, Singtime 403; F. Waring, Dec 24500; L. Whitney, Sacred 293; H. Winterhalter, Vic 3937.		26 2	25. My Bonnie Lassie By Bennett, Tepper, McClurg—Published by Blossom (ASCAP) RECORD AVAILABLE: Ames Brothers, Vic 20-6208.		20 13
24. Rudolph, the Red Nosed Reindeer By Johnny Marks—Published by St Nicholas (ASCAP) RECORDS AVAILABLE: G. Autry, Col 50075; H. Babbit, Coral; 60271; R. Bloch, Coral 60865; B. Crosby, Dec 27159; R. Foley, Dec 46267; S. Jones, Vic 20-4315; G. Lombardo, Dec 28410; J. Maddox, Dot 15120; F. Waring, Dec 29351.		- 1	28. Burn That Candle By Winfield Scott—Published by Roosevelt (BMI) RECORDS AVAILABLE: Cues, Cap 3245; B. Haley, Dec 29713.		28 2
			29. Angels in the Sky By Dick Glasser—Published by Ridgeway (BMI) RECORDS AVAILABLE: Crew Cuts, Mercury 70741.		- -
			30. Great Pretender By Buck Ram—Published by Pera Music (BMI) RECORD AVAILABLE: Platters, Mercury 70753.		- -

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

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RCA VICTOR



The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending December 7

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

This Week	Last Week	Weeks on Chart
1. SIXTEEN TONS (BMI)— Tennessee Ernie.....	1	6
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
2. MEMORIES ARE MADE OF THIS D. Martin.....	5	3
Change of Heart (BMI)—Cap 3295		
3. AUTUMN LEAVES (ASCAP)— R. Williams.....	2	18
Take Care (BMI)—Kapp 116		
4. I HEAR YOU KNOCKIN' (BMI)— G. Storm.....	6	9
Never Leave Me (ASCAP)—Dot 15412		
5. MOMENTS TO REMEMBER (ASCAP)—Four Lads.....	4	16
Dream On, My Love, Dream On (ASCAP)—Col 40539		
6. LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces.....	3	16
Shine On, Harvest Moon (ASCAP)—Dec 29625		
7. ONLY YOU (BMI)—Platters.....	7	12
Bark, Battle and Ball (BMI)—Mercury 70633		
8. LOVE AND MARRIAGE (ASCAP)— F. Sinatra.....	9	6
Impatient Years (ASCAP)—Cap 3260		
9. HE (BMI)—A. Hibbler.....	8	12
Breeze (ASCAP)—Dec 29660		
10. IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers.....	11	6
You Got Me Wondering (ASCAP)—Dec 29683		
11. AT MY FRONT DOOR (BMI)— P. Boone.....	12	8
NO ARMS CAN EVER HOLD YOU (BMI)—Dot 15422		
12. SHIFTING, WHISPERING SANDS (BMI)—R. Draper.....	10	12
Time (ASCAP)—Mercury 70696		
13. HE (BMI)—McGuire Sisters.....	14	8
If You Believe (ASCAP)—Coral 61501		
14. BAND OF GOLD (BMI)—D. Cherry..	19	2
Rumble Boogie (BMI)—Col 40597		
15. DADDY-O (BMI)—Fontane Sisters....	20	2
Adorable (BMI)—Dot 15428		
16. ONLY YOU (BMI)—Hilltoppers.....	15	6
Until the Real Thing Comes Along (ASCAP)—Dot 15423		
17. SHIFTING, WHISPERING SANDS (PARTS I & II) (BMI)—B. Vaughn..	13	13
Dot 15409		
18. BURN THAT CANDLE (BMI)— B. Haley.....	17	5
ROCK-A-BEATIN' BOOGIE (ASCAP)—Dec 29713		
19. WOMAN IN LOVE (ASCAP)— F. Laine.....	—	1
Walking the Night Away (ASCAP)—Col 40583		
20. ANGELS IN THE SKY (BMI)— Crew Cuts.....	—	1
Mostly Martha (BMI)—Mercury 70741		
21. YOU ARE MY LOVE (ASCAP)— J. James.....	24	9
I Lay Me Down to Sleep (BMI)—M-G-M 12066		
22. MY BONNIE LASSIE (ASCAP)— Ames Brothers.....	22	11
So Will I (BMI)—Vic 20-6208		
23. DOLLY'S OH SUSANNA (PARTS I & II) (BMI)—	—	1
D. Charles-Singing Dogs..... Vic 20-6344		
24. SUDDENLY THERE'S A VALLEY (BMI)—J. Stafford.....	—	7
Night Watch (BMI)—Col 40559		
25. IT'S ALMOST TOMORROW (ASCAP)—J. Stafford.....	—	1
If You Want to Love (ASCAP)—Col 40595		
25. NUTTIN' FOR CHRISTMAS (ASCAP)—B. Gordon-A. Mooney....	—	1
Santa Claus Looks Just Like Daddy (ASCAP)—M-G-M 12092		

• THIS WEEK'S BEST BUYS

EVERYBODY'S GOT A HOME BUT ME (Chapel, ASCAP)—Roy Hamilton—Epic 9132

This tune from the new musical "Pipe Dream" is getting extensive play, and customers are buying both the Fisher and the Hamilton versions in impressive amounts. If the tune continues to gain in popularity, both versions stand to make the charts. The Epic record was reported selling well in Boston, New York, Buffalo, Pittsburgh, Cleveland, Milwaukee, Nashville, Durham, Providence, St. Louis and Baltimore. Flip is "Take Me With You" (Pincus, ASCAP).

DUNGAREE DOLL (E. B. Marks, BMI)

EVERYBODY'S GOT A HOME BUT ME (Chapel, ASCAP)—Eddie Fisher—RCA Victor 6337

Fisher's latest has not wasted much time in breaking out in most sales areas. Strong sales reports came in from Boston, Providence, New York, Philadelphia, Buffalo, Pittsburgh, Baltimore, St. Louis and Milwaukee, among others. "Dungaree Doll" is the favored side at this time, tho the flip also has territorial strength. A previous Billboard "Spotlight" pick.

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

TEEN-AGE PRAYER (Peer, BMI)

MEMORIES ARE MADE OF THIS (Montclare, BMI)—Cale Storm—Dot 15436

Out two weeks, Miss Storm's new record is showing impressive form, even tho both of her tunes are covers of disks available some time before hers. "Teen-Age Prayer" is doing best, and is racking up most volume in Baltimore, Providence, Atlanta, Pittsburgh, Chicago, Nashville, Kansas City, Buffalo and Durham. "Memories" is reported to have great appeal in several of the territories. A previous Billboard "Spotlight" pick.

LISBON ANTIGUA (Southern, ASCAP)—Nelson Riddle Ork—Capitol 3287

This instrumental is a "sleeper" that gradually has come to be an outstanding coin-puller in the juke boxes and a fast over-the-counter seller. The Riddle disk appears on Pittsburgh's and Atlanta's top 10 list this week, and is also doing excellent business in Chicago, Milwaukee, Durham, Detroit, Buffalo, Philadelphia and Cleveland. Flip is "Robin Hood" (Official, ASCAP).

• Most Played in Juke Boxes

For survey week ending December 7

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

This Week	Last Week	Weeks on Chart
1. SIXTEEN TONS (BMI)— Tennessee Ernie.....	1	5
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
2. I HEAR YOU KNOCKIN' (BMI)— G. Storm.....	2	8
Never Leave Me (ASCAP)—Dot 15412		
3. AUTUMN LEAVES (ASCAP) R. Williams.....	3	14
Take Care (BMI)—Kapp 116		
4. MOMENTS TO REMEMBER (ASCAP)—Four Lads.....	4	10
Dream On, My Love, Dream On (ASCAP)—Col 40539		
5. SHIFTING, WHISPERING SANDS (BMI)—R. Draper.....	5	9
Time (ASCAP)—Mercury 70696		
6. ONLY YOU (BMI)—Platters.....	7	9
Bark, Battle and Ball (BMI)—Mercury 70623		
7. LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces.....	6	13
Shine On, Harvest Moon (ASCAP)—Dec 29625		
8. HE (BMI)—A. Hibbler.....	9	8
Breeze (ASCAP)—Dec 29660		
9. AT MY FRONT DOOR (BMI)— P. Boone.....	8	7
NO ARMS CAN EVER HOLD YOU (BMI)—Dot 15422		
10. LOVE AND MARRIAGE (ASCAP)— F. Sinatra.....	16	2
Impatient Years (ASCAP)—Cap 3260		
11. ONLY YOU (BMI)—Hilltoppers.....	11	5
Until the Real Thing Comes Along (ASCAP)—Dot 15423		
12. SHIFTING, WHISPERING SANDS (PARTS I & II)—B. Vaughn.....	10	11
Dot 15409 (BMI)		
13. HE (BMI)—McGuire Sisters.....	14	8
If You Believe (ASCAP)—Coral 61501		
14. CRY ME A RIVER (ASCAP)— J. London.....	—	1
S'Wonderful (ASCAP)—Liberty 55006		
15. DADDY-O (BMI)—Fontane Sisters....	17	2
Adorable (BMI)—Dot 15428		
16. CROCE DI ORO (Cross of Gold) (ASCAP)—P. Page.....	18	2
Search My Heart (BMI)—Mercury 70713		
16. IF YOU DON'T WANT MY LOVE (ASCAP)—J. P. Morgan.....	12	4
PEPPER HOT BABY (BMI)—Vic 20-6282		
18. IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers.....	19	2
You Got Me Wondering (ASCAP)—Dec 29683		
18. SUDDENLY THERE'S A VALLEY (BMI)—J. Stafford.....	—	1
Night Watch (BMI)—Col 40559		
20. BURN THAT CANDLE (BMI)— B. Haley.....	20	2
Rock-A-Beatin' Boogie (ASCAP)—Dec 29713		
20. YELLOW ROSE OF TEXAS (ASCAP)—M. Miller.....	15	18
Blackberry Winter (BMI)—Col 40540		

• Most Played by Jockeys

For survey week ending December 7

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

This Week	Last Week	Weeks on Chart
1. SIXTEEN TONS (BMI)— Tennessee Ernie.....	1	6
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
2. MEMORIES ARE MADE OF THIS (BMI)—D. Martin.....	7	2
Change of Heart (BMI)—Cap 3295		
3. MOMENTS TO REMEMBER (ASCAP)—Four Lads.....	2	14
Dream On, My Love, Dream On (ASCAP)—Col 40539		
4. LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces.....	3	17
Shine On, Harvest Moon (ASCAP)—Dec 29625		
5. AUTUMN LEAVES (ASCAP)— R. Williams.....	4	15
Take Care (BMI)—Kapp 116		
6. LOVE AND MARRIAGE (ASCAP)— F. Sinatra.....	6	7
Impatient Years (ASCAP)—Cap 3260		
7. I HEAR YOU KNOCKIN' (BMI)— G. Storm.....	8	8
Never Leave Me (ASCAP)—Dot 15412		
8. ONLY YOU (BMI)—Platters.....	5	8
Bark, Battle and Ball (BMI)—Mercury 70633		
9. CRY ME A RIVER (ASCAP)— J. London.....	15	3
S' Wonderful (ASCAP)—Liberty 55006		
10. ONLY YOU (BMI)—Hilltoppers.....	10	6
Until the Real Thing Comes Along (ASCAP)—Dot 15423		
11. He (BMI)—A. Hibbler.....	9	10
Breeze (ASCAP)—Dec 29660		
12. IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers.....	10	3
You Got Me Wondering (ASCAP)—Dec 29683		
13. ALL AT ONCE YOU LOVE HER (ASCAP)—P. Como.....	14	4
Rose Tattoo (ASCAP)—Vic 20-6294		
14. C'EST LA VIE (ASCAP)—S. Vaughn..	16	3
Never (ASCAP)—Mercury 70727		
15. WOMAN IN LOVE (ASCAP)— Four Aces.....	—	1
Of This I'm Sure (ASCAP)—Dec 29725		
16. YOU ARE MY LOVE (ASCAP)— J. James.....	13	9
I Lay Me Down to Sleep (BMI)—M-G-M 12066		
17. TENDER TRAP (ASCAP)—F. Sinatra..	—	1
Weep They Will (ASCAP)—Cap 3290		
18. BAND OF GOLD (BMI)—D. Cherry..	—	1
Rumble Boogie (BMI)—Col 40597		
19. AT MY FRONT DOOR (BMI)— P. Boone.....	12	7
No Arms Can Ever Hold You (BMI)—Dot 15422		
20. DADDY-O (BMI)—Fontane Sisters....	19	2
Adorable (BMI)—Dot 15428		

A GREAT START FOR '56

Patricia

Page

AND THE SONG TAILOR MADE FOR HER

**“GO ON WITH
THE
WEDDING”**



MERCURY 70766



A SACKFUL OF MGM HITS

Joni James

MY BELIEVING HEART

VARIETY PICK

CASHBOX PICK

BILLBOARD BEST BUY

BILLBOARD REVIEW SPOTLIGHT

YOU NEVER FALL IN LOVE AGAIN
MGM 12126
K 12126
Orchestra Conducted by DAVID TERRY

ART MOONEY and His Orchestra

nuttin' for Christmas

Vocal by 6-year-old TV star

BARRY GORDON

MGM 12092 78 rpm • K 12092 45 rpm

Definitely THE HIT VERSION Don't Accept Substitutes

PLUGGED ON COMO TV SHOW

THE ORIGINAL

CONNIE FRANCIS

MY TREASURE

TWO BIG IMPORTANT TV PLUGS ON NBC & CBS

MGM 12122 78 RPM K 12122 45 RPM

BETTY MADIGAN
THERE SHOULD BE RULES
and
STRANGERS
MGM 12094 78 rpm • K 12094 45 rpm

ROBBIN HOOD
A TEEN AGE PRAYER
and
NO SCHOOL TOMORROW
MGM 12138 78 rpm • K 12138 45 rpm

Sheb Wooley ARE YOU SATISFIED

BIG POP HIT

MGM 12114 • K 12114

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending December 7

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

- | | |
|--|---|
| <p>Atlanta</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Memories Are Made of This D. Martin, Cap. Band of Gold, D. Cherry, Col. Moments to Remember, Four Lads, Col. Autumn Leaves, R. Williams, Kap. It's Almost Tomorrow Dream Weavers, Dec. Lisbon Antigua, N. Riddle, Cap. <p>Baltimore</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Memories Are Made of This D. Martin, Cap. He, A. Hibbler, Dec. It's Almost Tomorrow Dream Weavers, Dec. Autumn Leaves, R. Williams, Kap. At My Front Door, P. Boone, Dot Love Is a Many-Splendored Thing Four Aces, Dec. I Hear You Knockin', G. Storm, Dot Gee Whittakers, P. Boone, Dot Daddy-O, Fontane Sisters, Dot <p>Boston</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Memories Are Made of This D. Martin, Cap. It's Almost Tomorrow Dream Weavers, Dec. He, A. Hibbler, Dec. Autumn Leaves, R. Williams, Kap. I Hear You Knockin', G. Storm, Dot Woman in Love, F. Laine, Col. Only You, Platters, Mer. Love Is a Many-Splendored Thing Four Aces, Dec. Nuttin' for Christmas B. Gordon-A. Mooney, M-G-M <p>Buffalo</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Angels in the Sky, Crew Cuts, Mer. Memories Are Made of This D. Martin, Cap. Only You, Platters, Mer. Moments to Remember, Four Lads, Col. Goodbye to Rome, G. Gibbs, Mer. Love and Marriage, F. Sinatra, Cap. Autumn Leaves, R. Williams, Kap. C'est La Vie, S. Vaughn, Mer. <p>Chicago</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Autumn Leaves, R. Williams, Kap. I Hear You Knockin', G. Storm, Dot Love and Marriage, F. Sinatra, Cap. Only You, Platters, Mer. Band of Gold, D. Cherry, Col. Love Is a Many-Splendored Thing Four Aces, Dec. Shifting, Whispering Sands R. Draper, Mer. Woman in Love, F. Laine, Col. Memories Are Made of This D. Martin, Cap. <p>Cincinnati</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Memories Are Made of This D. Martin, Cap. Autumn Leaves, R. Williams, Kap. Shifting, Whispering Sands R. Draper, Mer. Moments to Remember, Four Lads, Col. I Hear You Knockin', G. Storm, Dot Band of Gold, K. Carson, Cap. It's Almost Tomorrow Dream Weavers, Dec. He, A. Hibbler, Dec. At My Front Door, P. Boone, Dot <p>Cleveland</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Memories Are Made of This D. Martin, Cap. Great Pretender, Platters, Mer. Lovely Lies, Manhattan Brothers, Lon. Autumn Leaves, R. Williams, Kap. Angels in the Sky, Crew Cuts, Mer. It's Almost Tomorrow Dream-Weavers, Dec. Memories of You, Four Coins, Epi. Moments to Remember, Four Lads, Col. Love Is a Many-Splendored Thing Four Aces, Dec. <p>Dallas-Fort Worth</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. I Hear You Knockin', G. Storm, Dot Love Is a Many-Splendored Thing Four Aces, Dec. Autumn Leaves, R. Williams, Kap. Memories Are Made of This D. Martin, Cap. Autumn Leaves, S. Allen, Cor. Only You, Platters, Mer. He, A. Hibbler, Dec. <p>Denver</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Autumn Leaves, R. Williams, Kap. Only You, Platters, Mer. Memories Are Made of This D. Martin, Cap. I Hear You Knockin', G. Storm, Dot Shifting, Whispering Sands R. Draper, Mer. Moments to Remember, Four Lads, Col. He, McGuire Sisters, Cor. <p>Detroit</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Memories Are Made of This D. Martin, Cap. Band of Gold, D. Cherry, Col. Speedo, Cadillacs, Jsc. Woman in Love, F. Laine, Col. Autumn Leaves, R. Williams, Kap. I Hear You Knockin', G. Storm, Dot It's Almost Tomorrow Dream Weavers, Dec. Burn That Candle, Cues, Cap. Angels in the Sky, Crew Cuts, Mer. <p>Kansas City</p> <ol style="list-style-type: none"> Memories Are Made of This D. Martin, Cap. Sixteen Tons, T. Ernie, Cap. Only You, Hilltoppers, Dot I Hear You Knockin', G. Storm, Dot He, A. Hibbler, Dec. At My Front Door, P. Boone, Dot Poor Me, F. Domino, Imp. You Are My Love, J. James, M-G-M Memories of You, Four Coins, Epi. Shifting, Whispering Sands B. Vaughn, Dot | <p>Los Angeles</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Memories Are Made of This D. Martin, Cap. Love Is a Many-Splendored Thing Four Aces, Dec. Dolly's Oh Susanna D. Charles-Singing Dogs, Vic. He, A. Hibbler, Dec. Autumn Leaves, R. Williams, Kap. Moments to Remember, Four Lads, Col. Someone You Love N. (King) Cole, Cap. Love and Marriage, F. Sinatra, Cap. Only You, Platters, Mer. <p>Milwaukee</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Memories Are Made of This D. Martin, Cap. I Hear You Knockin', G. Storm, Dot Only You, Platters, Mer. Nuttin' for Christmas A. Mooney-B. Gordon, M-G-M Great Pretender, Platters, Mer. Love and Marriage, F. Sinatra, Cap. When You Dance, Turbans, Her. Rock-A-Beatin' Boogie, B. Haley, Dec. <p>Mpls.-St. Paul</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Memories Are Made of This D. Martin, Cap. Only You, Platters, Mer. He, McGuire Sisters, Cor. I Hear You Knockin', G. Storm, Dot Cry Me a River, J. London, Lbt. Moments to Remember, Four Lads, Col. Love and Marriage, F. Sinatra, Cap. Nuttin' for Christmas, J. Ward, Kug. It's Almost Tomorrow J. Stafford, Col. <p>New Orleans</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Memories Are Made of This D. Martin, Cap. I Hear You Knockin', G. Storm, Dot It's Almost Tomorrow Dream Weavers, Dec. Nuttin' for Christmas, R. Zahnd, Col. Burn That Candle, R. Williams, Kap. Autumn Leaves, R. Williams, Kap. Moments to Remember, Four Lads, Col. My Believing Heart, J. James, M-G-M You Are My Love, J. James, M-G-M <p>New York</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Autumn Leaves, R. Williams, Kap. Love Is a Many-Splendored Thing Four Aces, Dec. Moments to Remember, Four Lads, Col. Memories Are Made of This D. Martin, Cap. No Arms Can Ever Hold You G. Shaw, Dec. Love and Marriage, F. Sinatra, Cap. Band of Gold, D. Cherry, Col. He, A. Hibbler, Dec. Only You, Platters, Mer. <p>Philadelphia</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Love Is a Many-Splendored Thing Four Aces, Dec. My Bonnie Lassie, Ames Brothers, Via. Autumn Leaves, R. Williams, Kap. Love and Marriage, F. Sinatra, Cap. He, McGuire Sisters, Cor. Memories Are Made of This D. Martin, Cap. Woman in Love, Four Aces, Dec. <p>Pittsburgh</p> <ol style="list-style-type: none"> Memories Are Made of This Dean Martin, Cap. Sixteen Tons, T. Ernie, Cap. Nuttin' for Christmas B. Gordon-A. Mooney, M-G-M Lisbon Antigua, N. Riddle, Cap. Love and Marriage, F. Sinatra, Cap. It's Almost Tomorrow Dream Weavers, Dec. Great Pretender, Platters, Mer. He, McGuire Sisters, Cor. Autumn Leaves, R. Williams, Kap. Love Is a Many-Splendored Thing Four Aces, Dec. <p>St. Louis</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Love and Marriage, F. Sinatra, Cap. Memories of You, Four Coins, Epi. Only You, Hilltoppers, Dot It's Almost Tomorrow Dream Weavers, Dec. Moments to Remember, Four Lads, Col. Teen-Age Prayer, G. Mann, Snd. I Hear You Knockin', G. Storm, Dot He, A. Hibbler, Dec. Autumn Leaves, R. Williams, Kap. <p>San Francisco</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Autumn Leaves, R. Williams, Kap. Memories Are Made of This D. Martin, Cap. Moments to Remember, Four Lads, Col. Love and Marriage, F. Sinatra, Cap. Love Is a Many-Splendored Thing Four Aces, Dec. I Hear You Knockin', G. Storm, Dot He, A. Hibbler, Dec. Shifting, Whispering Sands R. Draper, Mer. <p>Seattle</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. Memories Are Made of This D. Martin, Cap. Daddy-O, Fontane Sisters, Dot I Hear You Knockin', G. Storm, Dot Love and Marriage, F. Sinatra, Cap. Dolly's Oh Susanna D. Charles-Singing Dogs, Vic. Moments to Remember, Four Lads, Col. He, A. Hibbler, Dec. <p>Toronto</p> <ol style="list-style-type: none"> Sixteen Tons, T. Ernie, Cap. I Hear You Knockin', G. Storm, Dot Only You, Platters, Mer. Love Is a Many-Splendored Thing Four Aces, Dec. Shifting, Whispering Sands B. Vaughn, Dot He, A. Hibbler, Dec. Moments to Remember, Four Lads, Col. |
|--|---|

RED HOT SINGLES FROM



BILLBOARD
BEST BUY!



THE PLATTERS

"The Great Pretender"

MERCURY 70753

WATCH THIS GO TO THE TOP OF THE POP LISTS!

BILLBOARD
BEST BUY!



RUSTY DRAPER

"Are You Satisfied"

MERCURY 70757

A BIG SMASH AND GETTING BIGGER!

BILLBOARD
BEST BUY!



THE CREWCUTS

"Angels In The Sky"

MERCURY 70741

ANOTHER SMASH FOR THE "CUTS"



GEORGIA GIBBS

"Goodbye To Rome"

MERCURY 70743

HEADING FOR THE BIG SELLER LIST!

BEGINNING TO SHOW ACTION IN MAJOR CITIES!

DON HOWARD
"Nothin' To Do"

MERCURY 70765

GUY CHERNEY
"Wish I Were Single Again"

MERCURY 70746

WATCH THIS GO!
It's Crazy!

THE BLUE STARS
"Lullaby Of Birdland"

(IN FRENCH)
MERCURY 70742





TOPS IN CHRISTMAS SONGS
 THE "RECORD" THAT LEADS THE FIELD
8-YEAR-OLD JOE WARD
 NUTTIN' FOR CHRISTMAS King
 CHRISTMAS QUESTIONS 4854

BABS GONSALES
BE-BOP SANTA CLAUS
 b/w
Watch Them Resolutions
 KING 4836

BUBBER JOHNSON
LET'S MAKE EVERY DAY A CHRISTMAS DAY
 b/w
It's Christmas Time
 KING 4855

BEST SELLERS

BONNIE LOU
DADDY-O King
 MISS THE LOVE 4864
 (That I've Been Dreaming Of)

BOYD BENNETT
 ALL "3" GOING STRONG
THE MOST --- King 4853
MY BOY-FLAT TOP --- King 1494
SEVENTEEN --- King 1470

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

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

JOE TEX
COME IN THIS HOUSE
 b/w
Davy, You Upset My Home
 KING 4840

RUBY WRIGHT
DO YOU BELIEVE
 b/w
I Fall In Love With You Ev'ry Day
 KING 4850

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

ALL AROUND THE WORLD
 KING 4818

EARL BOSTIC
POEME
 b/w
O SOLE MIO
 KING 4845

BILL DOGGETT
MISTY MOON
 b/w
HONEY BOY
 KING 4838

COUNTRY AND WESTERN
COWBOY COPAS
BLUE YESTERDAY
 b/w
Tell Me More
 KING 1507

BOBBY ROBERTS
MY UNDECIDED HEART
 b/w
I'm Gonna Comb You Outta My Hair
 KING 4837

KING RECORDS

The Billboard Music Popularity Charts
POPULAR RECORDS

• COMING UP STRONG

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

- The Great Pretender** **The Platters**
 (BMI) Mercury 70753
- A Woman in Love** **The Four Aces**
 (ASCAP) Decca 29725
- All at Once You Love Her** **Perry Como**
 (ASCAP) RCA Victor 6294
- Lisbon Antigua** **Nelson Riddle**
 (ASCAP) Capitol 3287
- C'est La Vie** **Sarah Vaughan**
 (ASCAP) Mercury 70727
- Speedo** **The Cadillacs**
 (BMI) Josie 785
- Teen-Age Prayer** **Gloria Mann**
 (BMI) Sound 126
- Are You Satisfied?** **Rusty Draper**
 (BMI) Mercury 70757
- Dungaree Doll**
Everybody's Got a Home But Me **Eddie Fisher**
 (BMI); (ASCAP) RCA Victor 6337
- My Believing Heart** **Joni James**
 (ASCAP) M-G-M 12126

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

• Tunes With Greatest Radio-TV Audience

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

Radio	Television
A Teen-Age Prayer (R)—La Salle—ASCAP	Woman in Love (R)—Frank—ASCAP
Woman in Love (R)—Frank—ASCAP	All at Once You Love Her (R)—Williamson—ASCAP
All at Once You Love Her (R)—Williamson—ASCAP	All She Said Was Um-Hum (R)—Von Tilzer—ASCAP
Autumn Leaves (R)—Ardmore—ASCAP	All Right, Okay, You Win (R)—Munson—BMI
Come Home (R)—Jay & Cee—BMI	Autumn Leaves (R)—Ardmore—ASCAP
Cry Me a River (R)—Frank—ASCAP	Baby, Baby, Be Good to Me (R)—Bregman, Vocco & Conn—ASCAP
Dungaree Doll (R)—E. B. Marks—BMI	Bring Me a Bluebird (R)—E. H. Morris—ASCAP
Everybody's Doin' It (R)—Berlin—ASCAP	C'est La Vie (R)—Planetary—ASCAP
Everybody's Got a Home But Me (R)—Chappell—ASCAP	Everybody's Got a Home But Me (R)—Chappell—ASCAP
First Snowfall (R)—Witmark—ASCAP	He (R)—Avas—BMI
He (R)—Avas—BMI	I Hear You Knockin' (R)—Commodore—BMI
I Hear You Knockin' (R)—Commodore—BMI	It's Almost Tomorrow (R)—Northern—ASCAP
It's Almost Tomorrow (R)—Northern—ASCAP	Lisbon Antigua (R)—Southern—ASCAP
Lisbon Antigua (R)—Southern—ASCAP	Lord Is a Busy Man (R)—Hill & Range—BMI
Lord Is a Busy Man (R)—Hill & Range—BMI	Love and Marriage (R)—Barton—ASCAP
Love and Marriage (R)—Barton—ASCAP	Love Is a Many-Splendored Thing (R)—Miller—ASCAP
Love Is a Many-Splendored Thing (R)—Miller—ASCAP	Memories Are Made of This (R)—Montclair—BMI
Memories Are Made of This (R)—Montclair—BMI	Memories of You (R)—Shapiro-Bernstein—ASCAP
Memories of You (R)—Shapiro-Bernstein—ASCAP	Moments to Remember (R)—Beaver—ASCAP
Moments to Remember (R)—Beaver—ASCAP	Pepper-Hot Baby (R)—Sheldon—BMI
Pepper-Hot Baby (R)—Sheldon—BMI	Rose Tattoo (R)—Paramount—ASCAP
Rose Tattoo (R)—Paramount—ASCAP	Rudolph, the Red-Nosed Reindeer (R)—St. Nicholas—ASCAP
Rudolph, the Red-Nosed Reindeer (R)—St. Nicholas—ASCAP	Silver Bells (R)—Paramount—ASCAP
Silver Bells (R)—Paramount—ASCAP	Sincerely Yours (R)—Witmark—ASCAP
Sincerely Yours (R)—Witmark—ASCAP	Sixteen Tons (R)—American—BMI
Sixteen Tons (R)—American—BMI	Suddenly There's a Valley (R)—Warman-Hill & Range—BMI
Suddenly There's a Valley (R)—Warman-Hill & Range—BMI	Tender Trap (R) (F)—Barton—ASCAP
Tender Trap (R) (F)—Barton—ASCAP	There Should Be Rules (R)—Witmark—ASCAP
There Should Be Rules (R)—Witmark—ASCAP	Trouble With Harry (R) (F)—Frank—ASCAP
Trouble With Harry (R) (F)—Frank—ASCAP	Weep They Will (R)—Barton—ASCAP
Weep They Will (R)—Barton—ASCAP	You Never Fall in Love Again (R)—Hub-Leeds—ASCAP
You Never Fall in Love Again (R)—Hub-Leeds—ASCAP	Woman in Love (R)—Frank—ASCAP
	All at Once You Love Her (R)—Williamson—ASCAP
	All She Said Was Um-Hum (R)—Von Tilzer—ASCAP
	All Right, Okay, You Win (R)—Munson—BMI
	Autumn Leaves (R)—Ardmore—ASCAP
	Baby, Baby, Be Good to Me (R)—Bregman, Vocco & Conn—ASCAP
	Bring Me a Bluebird (R)—E. H. Morris—ASCAP
	C'est La Vie (R)—Planetary—ASCAP
	Everybody's Got a Home But Me (R)—Chappell—ASCAP
	He (R)—Avas—BMI
	Home for the Holidays (R)—Roncom—ASCAP
	I Hear You Knockin' (R)—Commodore—BMI
	I'll Cry Tomorrow (R) (F)—Robbins—ASCAP
	In Madrid (R)—Movietown—BMI
	Isn't It a Shame Christmas Comes Once a Year (R)—Durante—ASCAP
	It's All Right With Me (R)—Chappell—ASCAP
	It's Almost Tomorrow (R)—Northern—ASCAP
	Japanese Farewell Song (R)—Ranger—ASCAP
	Lisbon Antigua (R)—Southern—ASCAP
	Love and Marriage (R)—Barton—ASCAP
	Love Is a Many-Splendored Thing (R)—Miller—ASCAP
	Mr. X (R)—Lero—ASCAP
	Moments to Remember (R)—Beaver—ASCAP
	My Treasure (R)—Songsmiths—ASCAP
	Nuttin' for Christmas (R)—Jungnickel—ASCAP
	Only You (R)—Wildwood—BMI
	Rice (R)—E. H. Morris—ASCAP
	Same Ole Saturday Night (R)—Barton—ASCAP
	Sixteen Tons (R)—American—BMI
	Tender Trap (R)—Barton—ASCAP
	Yellow Rose of Texas (R)—Planetary—ASCAP

• Best Selling Sheet Music

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

- Autumn Leaves** 1 14
Ardmore
- Sixteen Tons** 3 5
American
- Suddenly There's a Valley** 4 14
Warman-Hill & Range
- He** 2 12
Avas
- Love and Marriage**... 8 7
Barton
- Moments to Remember**. 7 12
Beaver
- Love Is a Many-Splendored Thing**... 6 15
Miller
- Bible Tells Me So** 5 18
Paramount-Roy Rogers
- Shifting, Whispering Sands** 9 10
Gallatin
- Yellow Rose of Texas**.. 10 19
Planetary
- White Christmas**.... 13 12
Berlin
- Rudolph the Red-Nosed Reindeer** — 1
St. Nicholas
- Only You**..... 11 5
Wildwood
- It's Almost Tomorrow**. 14 2
Northern
- Croce Di Oro (Cross of Gold)**.... 12 5
Shapiro-Bernstein

"A" all the way...2 big sides

Vaughn Monroe

DON'T GO TO STRANGERS

STEEL GUITAR

20/47-6358



That rockin' teen-age sound

The

RHYTHMETTES

TAKE MY HAND

(SHOW ME THE WAY)

I'VE GOT TO KNOW

20/47-6349



First Singing Dogs...now

The

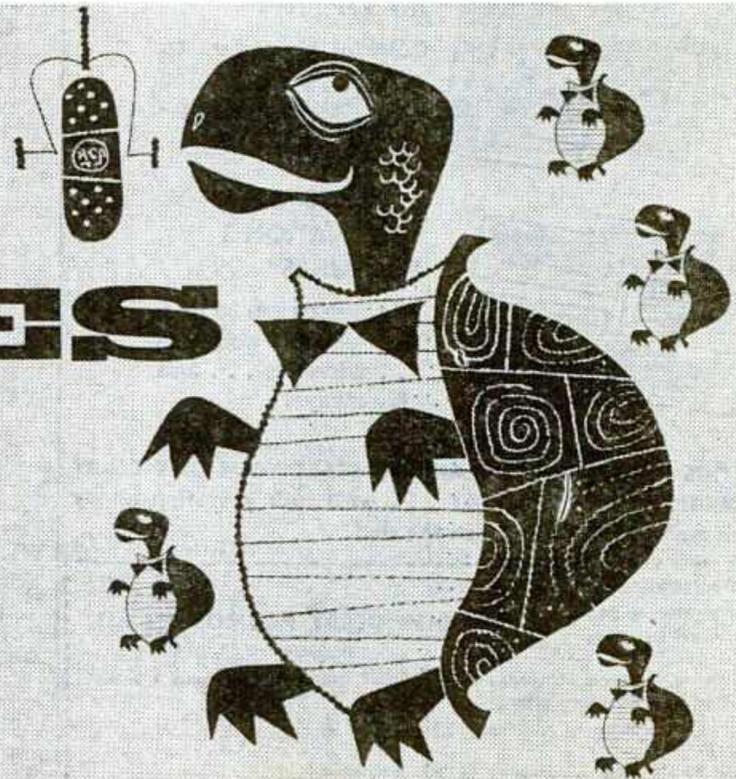
TURTLES

sing

SAY YOU CARE

MYSTERY TRAIN

20/47-6356



"New Orthophonic" High Fidelity recordings

the dealer's choice

RCA VICTOR



ANOTHER SERVICE TO DEALERS:

The Billboard's Weekly

DISK DERBY

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

YOU GET THIS COMPLETE NEW KIT EVERY WEDNESDAY . . . for only 50c a week!



2 BIG SPLASH COLOR POSTERS

17½" x 22½", 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-strong" disks.



5 COPIES OF "THE NATION'S TOP TUNES"

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

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

THE BILLBOARD 977
 2160 Patterson St.
 Cincinnati 22, Ohio

DISK DERBY PROMOTION KIT

● Please send me 10 weeks DISK DERBY promotion kits plus 1 week free (introductory offer)
 \$5 payment enclosed Bill me

● Send me _____ weeks @ 50¢ per week
 I enclose \$ _____ Bill me

NAME OF COMPANY _____
 Attention: _____
 Address _____
 City _____ Zone _____ State _____

The Billboard Music Popularity Charts
POPULAR RECORDS

• Review Spotlight on . . .

NOVELTY

ALFI AND HARRY . . . Liberty 55008 . . . THE TROUBLE WITH HARRY (Frank, ASCAP)

A LITTLE BEAUTY (Frank, ASCAP)

Here's a hilarious novelty platter that jocks are sure to give quite a ride, and which could be a sleeper on the boxes. It's tongue-in-cheek, smooth satire on both sides. The catchy "Trouble With Harry" theme from the Alfred Hitchcock movie is accorded a sock-comedy treatment; while "A Little Beauty" slices up the more exuberant r.&b. song stylists in fine cutting fashion.

TALENT

RITA RAINES . . . Deed 8123 . . . SUCH A DAY OL' DEVIL MOON (Chappell, ASCAP)

The canary thrushes with sincerity and solid emotional impact on "Such a Day" a moving imported ballad of deceptive simplicity. The flip spotlights a showmanly vocal on the oldie, but "Such a Day" is the side which, with proper exposure and promotion, could put Rita Raines in the "comer" category.

• Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

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

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

ROSEMARY CLOONEY

The Key to My Heart80

COLUMBIA 40619 — The thrush contributes a showmanly vocal on a fast-moving rhythm ditty with spicy lyrics. The arrangement features harpsichord backing, a la the gal's old hit "Come On a My House." Bob Merrill penned both tunes. (Rylan, ASCAP)

A Little Girl at Heart77

A wistful, listenable reading of an appealing ballad with effective lyrics. Should pull plenty of jockey spins. (Rylan, ASCAP)

KITTY KALLEN-GEORGIE SHAW

Go On With the Wedding79

DECCA 29776 — A tender and sentimental weeper about the long lost love who shows up at the church. Kitty's the bride while Shaw returns, swallows hard, and says, "Go on with the wedding." Solid weeper wax, with good potential. (Pincus, ASCAP)

The Second Greatest Sex75

The naughty three-letter word gets a lot of mentions here in the title tune of the new pic. Cute back and forth stuff with guy and gal each claiming the other is the inferior breed. (Northern, ASCAP)

PATTI PAGE

Go On With the Wedding78

MERCURY 12150—The new tune gets the typical touching Page treatment with a moody set of spoken words about the lost lover who came back too late. Fine material for the gal's style. Could stir action. (Pincus, ASCAP)

The Voice Inside76

Here's a fine jumping tune delivered in rousing sock fashion. Spotlights Miss Page's versatile, all-round style. (Laurel, ASCAP)

RUDI HOFSTETTER

The Little Laplander76
 VICTOR 6363 — A German record with a happy flavor (sounds of sleigh bells, etc.) that fits well with the Christmas period, even tho the German lyrics do not refer to Christmas, but to the marriage of a girl of Lapland. (Zodiac, BMI)
 Sing Dulldu74
 Another jilly tune, whose three-four time beat, sounds of hand-clapping and feet-stamping all contribute to rouse attention. Both sides should attract jockeys during the holiday season. (BIEB)

SAMMY DAVIS JR.

In a Persian Market75
 DECCA 29759—Davis airs a colorful oldie here. Tho not the best material for his style, his bright and expressive handling should bring a share of spins. (Belwin, ASCAP)
 The Man With the Golden Arm74
 Due to the controversial theme of the material, this disk could hit tough times on the air. Nevertheless, it's a moving opus, and Davis calls on his usual slick delivery to put it over. (Barton, ASCAP)

DON CORNELL

There Once Was a Beautiful75
 CORAL 61549 — Cornell lends his lusty pipes to a tune about a gal who forsakes her amours for a career. Jockeys will likely find Miss Monroe or possibly the Princess Margaret lurking in the lines. (Oxford, ASCAP)
 Make a Wish74
 A pretty ballad in which the guy offers the gal the world on a platter. Pleasant listening. (Jerry, ASCAP)

THE MODERNAIRES

Go On With the Wedding77

CORAL 61555—Another version of the weeper of the week spotlighting Paula Kelley as the bride with misgivings. Nice, lilting movement with voices in fine form. Should qualify for its share of action along with the others. (Pincus, ASCAP)

Ain't She Sweet77

The fine swingin' standard gets a rockin' treatment from the group in an arrangement that seems to stem from the old Lunceford disk. Good juke wax. (Advanced, ASCAP)

DON HOWARD

Nothin' to Do77

MERCURY 70765—The original Archie Bleyer version has yet to show life, but if anything happens, the "O Happy Day" lad could grab a big slice. His easy deep voice has improved and has an all-market sound. Curiosity should account for plenty of initial spins. (Sheraton, BMI)

Believe in Me76

Backed simply by guitars, the warbler loafis his way thru a ballad with an r.&b. feel. Teeners may respond. (Compass, BMI)

JERRI ADAMS

Take My Hand (Show Me the Way)77

COLUMBIA 40615 — Arrangement generates a lot of r.&b.-style excitement behind the thrush's red-blooded warble. Good material in the current vogue as done here. (Alamo, ASCAP)

Happiness Is a Thing Called Joe70

The Arlen-Mercer "Cabin in the Sky" tune is used in the forthcoming "I'll Cry Tomorrow." Thrush does an appealing, expressive job. (Feist, ASCAP)

(Continued on page 56)

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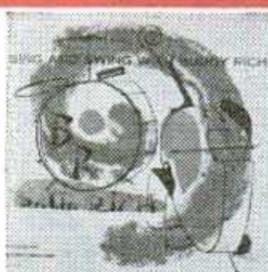
Extended Play \$1.49

A Recital By TAL FARLOW



MGN-1030—You Come Along, Walkin', Moonlight Becomes You, On The Alamo, Will You Still Be Mine, Lorraine, Bye Bye Baby.

Sing and Swing With BUDDY RICH



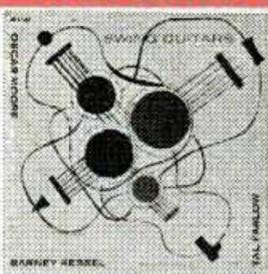
MGN-1031—Everything Happens To Me, Wrap Your Troubles In Dreams, Sure Thing, Glad To Be Unhappy, Instrumentalists . . . Ben Webster, Roy Brown, Frank Wess, Joe Newman, Oscar Peterson, Thad Jones.

WEST COAST JAZZ



MGN-1032—Stan Getz, Conte Condoli, Shelly Manne, Leroy Vinnegar, Lou Levy.

SWING GUITARS



MGN-1033—Tal Farlow, Oscar Moore, Barney Kessel.

TENOR SAXES



MGN-1034—Stan Getz, Coleman Hawkins, Illinois Jacquet, Flip Phillips, Charlie Ventura, Ben Webster, Lester Young.

ALTO SAXES



MGN-1035—Benny Carter, Charlie Parker, Johnny Hodges, Willie Smith.

PIANO INTERPRETATIONS The BUDDY DeFRANCO Quartet HAMP AND GETZ



MGN-1036—Oscar Peterson, Art Tatum, Teddy Wilson, Bud Powell.



MGN-1026—Kenny Drew, Art Blakey, Milt Hinton.



MGN-1037—Cherokee, Tenderly, Autumn In New York, East Of The Sun, I Can't Get Started, Louise, Jumpin' At The Woodside, Gladys.

COMING SOON



MGN-1038 MGN-1039



MGN-1040 MGN-1041



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The Billboard Music Popularity Charts POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 54

BING CROSBY

The Next Time It Happens.....75
DECCA 29777—The Groaner wraps up the lovely ballad from "Pipe Dream" in a sensitive vocal treatment and expressive phrasing. (Williamson, ASCAP)

The First Snowfall....73
Crosby's first platter in some time spotlights his usual relaxed, personable warbling job on a sentimental ballad with considerable holiday appeal. Good jockey wax. (Witmark, ASCAP)

THE RHYTHMETTES

Take My Hand (Show Me the Way)....75
VICTOR 6349—A smartly-done rock and roll side. The precise chanting of the Rhythmettes is backed by a very attractive instrumentation by Hugo Winterhalter. (Jungnickel, ASCAP)

I've Got to Know....73
Another nice side, not quite as attractive as the flip. (MPHC, ASCAP)

THE ESQUIRE BOYS

Dance With a Rock.....75
DOT 15433—This effort is right in the current groove. It has a solid beat and an exciting sound. Fine coin bait for juke boxes. (Myers, ASCAP)

At the Balalaika....72
Instrumental reading of the tuneful tango will be appreciated by terpers twirling sinuously around the track. (Fels, ASCAP)

TERESA BREWER

A Good Man Is Hard to Find.....75
CORAL 61548—Miss Brewer picks an oldie here and gives it a rip-roaring, driving delivery that sparkles all the way. Good juke wax. (Mayfair, ASCAP)

It's Siesta Time....70
This is a cute bit about what happens around noontime in the south-of-the-border sectors. Flip, however, looks like the action side. (Raphael, ASCAP)

RICHARD HAYMAN ORK

Theme From "I'll Cry Tomorrow"....74
MERCURY 70764—Hayman's harmonica brings out the bittersweet melody very effectively. Should get lots of air play, and if the tune builds, this version ought to skim a good deal of the action. (Robbins, ASCAP)

Spanish Gypsy Dance....72
Familiar tune is a suitable vehicle for the Hayman harmonica. Good wax. (United, ASCAP)

VAUGHN MONROE ORK

Steel Guitar.....74
VICTOR 6358—Monroe's muscular vocal is supported by a chorus and a well-marked beat. His fans will like it. (Massey, ASCAP)

Don't Go to Strangers....74
This side is a gently paced ballad, pretty in lyric and melody. Will appeal to discerning pop jockeys. (Jefferson, ASCAP)

THE TURTLES

Mystery Train.....74
VICTOR 6356—The Turtles do a pop version of the tune which cut a swath in the country field when

recorded by Elvis Presley on Sun. The Winterhalter ork has provided an interesting figure and beat in the backing. (Hi-Lo, BMI)

Say You Care....73
Here's a good new group of chanters, and they're excellently showcased by the Winterhalter ork. (Sheridan, BMI)

LES ELGART ORK

Devil May Care.....74
COLUMBIA 40617—Warbler Don Forbes, absent from recent Elgart disks, returns here to give the band a good shot at the pop money. It's not the old standard, but a new, swiny and exuberant ditty. (Arthur, BMI)

The Trouble With Harry....73
Tricky tune, with title inspired by the flick, gets a competent going over by the band at a brisk tempo. Les Baxter is the strong competitor. (Frank, ASCAP)

ANN McCORMACK*

Whirlpool.....74
MERCURY 70761—A frantic side with an exciting beat and an interesting rhythmic accompaniment. Unusual enough to stir some action. (Drexall, BMI)

No Cause for Alarm....71
Torchy opus is handed a sultry-voiced interpretation by the thrush. (Admont, ASCAP)

BROC PETERS

Rockin' Teens.....74
BIG 604—Peters reveals a robust rock and roll flavor in this jumper of the "Seventeen" school. A live disk-ing that could pay its way. (Village, BMI)

A Whole Lot of Ruckus....70
Another good job on some more slender material. (Village, BMI)

CYRIL STAPELTON ORK

Goodbye Rome (Arriverderci Roma)..74
M-G-M 12141—A beautifully paced reading of the melody now getting a big ride. It's taken from the "Italy After Dark" album. Deejays can use it for instrumental programming. (Hill & Range, BMI)

Stay After School (Scalinatella)....70
Another tuneful excerpt from the Stapleton album. (Leeds, ASCAP)

RAY MCKINLEY ORK

Celery Stalks at Midnight.....73
DOT 15431—The band shows lots of class in this new version of McKinley's old instrumental hit, as cut with Will Bradley in the early 1940's. Good for dancers. (Robbins, ASCAP)

You Remind Me of Someone....73
Bouncy delivery of the ditty will please listeners. A happy disk-ing, this. (Meadowbrook, ASCAP)

BUDDY GRECO

These Things Are Known (Only to God).....73
CORAL 61546—An inspirational song with a lyric reminiscent of "He." Greco's reading has style and the force of conviction. Chorus and ork provide a tasty backing. (General, ASCAP)

My One and Only Love....72
A much recorded tune in a suave new interpretation that does Greco much.
(Continued on page 59)

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VOX JOX

By JUNE BUNDY

HOLIDAY TIPSTERS: Deejay programming is starting to get high on Christmas cheer, and many spinners are augmenting their regular airers with special seasonal features. . . . Jim Aylward, WHLL, Medford, Mass., for instance, has started a series of Saturday shows from his local W. T. Grant store. The programs spotlight top Christmas platters and interviews between the store's St. Nick and sn.all fry. Aylward is also devoting a special seg (now and thru the New Year) to the top artists of 1955, as determined by his listener reports. . . . Marvin Boone, WMMN, Fairmont, W. Va., is conducting the station's annual Christmas party again this year, and is featuring recorded Christmas wishes from artists and fellow deejays on the broadcast portion of the affair. . . . Big Joe Rosenfield, WMGM, New York, and his frau Choo-Choo are also on a party kick and will appear as "Mr. and Mrs. Santa Claus" at the station's Christmas party (in conjunction with the 52 Association) for more than 500 disabled servicemen and their families. Meanwhile, Rosenfield and other WMGM deejays are conducting an on-the-air campaign, asking listeners to send gifts which will be distributed at the party.

"REAL DOGS FOR COOL CATS!": That's how Dave Maynard, WORL, Boston, describes his latest gimmick on the Don Charles' Singing Dogs record. Maynard is giving away two Christmas puppies (cocker spaniels) to any listener who sends in the five craziest names for the five dogs on the record. . . . Arch

Harrison, WFVA, Fredericksburg, Va., is piloting a "Santa Claus" show over the holidays. He reads letters (written to St. Nick by youngsters) on the air, and pulled 100 "Dear Santa" notes his first two days on the air. The seg is sponsored across the board by a local department store.

In line with this theme, Harrison writes, "How come the depressing state of Christmas music? Seems they get worse and worse each year. No wonder station managers restrict playing of Christmas pop stuff to the post-Thanksgiving season. Obviously, the reason "White Christmas," "Rudolph the Red-Nosed Reindeer" and "Santa Claus Is Comin' to Town" make the big time each year is that they possess a certain freshness and timelessness. It isn't necessary to hang a Christmas song on the current gimmick. This year rock and roll. Next year, who knows what?" . . . Lou Barile, WKAL, Rome, N. Y., ran a quickie Thanksgiving contest, which he opines, "might do well at Christmas, too." Barile asked listeners to write and tell him "why they were especially thankful in 1955," with prizes ranging from tickets to the local Fireman's Ball to a dinner at a leading cafe.

GIMMIX: David Michael Potts, WKOP, Binghamton,

N. Y., has a great idea for scholarly jocks, but if you couldn't pass algebra, better forget it! Every Wednesday night on the 9 to 10 p.m. seg of his "Moonlight Serenade," Potts offers to do small fry listeners' home work for them. The kids call up and give him a problem, and he reads the answer on the air. It's an audience-builder for Dave, but we shudder to think of the results if some less brainy spinner starts handing out the wrong answers. . . . Alan Dary, WORL, Boston, pulled more than 3,000 letters on a contest he ran recently on Eydie Gorme's first ABC-Paramount record, "Sincerely Yours."

Paul Coburn, KOL, Seattle, is conducting a Perry Como contest, with a \$25 Savings Bond going to the winner. Listeners are asked to guess how many million records Como has sold during his career. . . . Paul H. Smith, WTTR, Westminster, Md., uses portions of Ed Murrow's "I Can Hear It Now" albums to set the stage for a musical flashback on a nostalgic oldie or a veteran recording star. . . . Jim Trippe, Decatur, Ala., is sending out a final call for jockeys to send him photos for use in the next issue of "Who's Who in Radio and TV" year book, which is slated for release March 1. Along with the five by seven-inch photo, he

also needs vital statistics and autobiographical data on the spinners.

RECORD HOPS: Jerry Nesler, KCBQ, San Diego, Calif., drew 1,000 teenagers at his recent Record Hop. . . . Donn Caldwell and Bob Kloss, WHLL, Wheeling, W. Va., will stage a joint-record hop in January. . . . Meanwhile, Dave Hunter, KGBX, Springfield, Mo., and other local deejays are joining forces to plan a series of record hops, the first such in the area. Hunter writes, "I would appreciate hearing from any deejays who can supply us with information on the most effective ways of staging a record hop - promotion, presentation, etc." . . . In line with this, Mike Woloson, WNOR, Norfolk, mused, "Would like to know when record hops became the thing to do for deejays? I think that I started the first one in Scranton, Pa., in 1947 for the March of Time with all Scranton spinners taking part."

TEEN BAIT: Robin Seymour, WKMH, Dearborn, Mich., has inaugurated a new series of teen-age panel programs, with three high school students appearing on the panel every week (three to review six new releases; the other three to help answer the phones and tabulate listener votes on the new disks). A different high school is

saluted each week, and the teenagers who appear on the show are selected with the approval of local school officials. . . . A similar panel program is being mapped by Bennie Waters, WRRF, Washington, for Ben MacManis, WITN TV, Washington, with college students rating the records. Waters staged a teen-age panel program of his own this summer on radio.

YESTERYEAR'S TOPS—

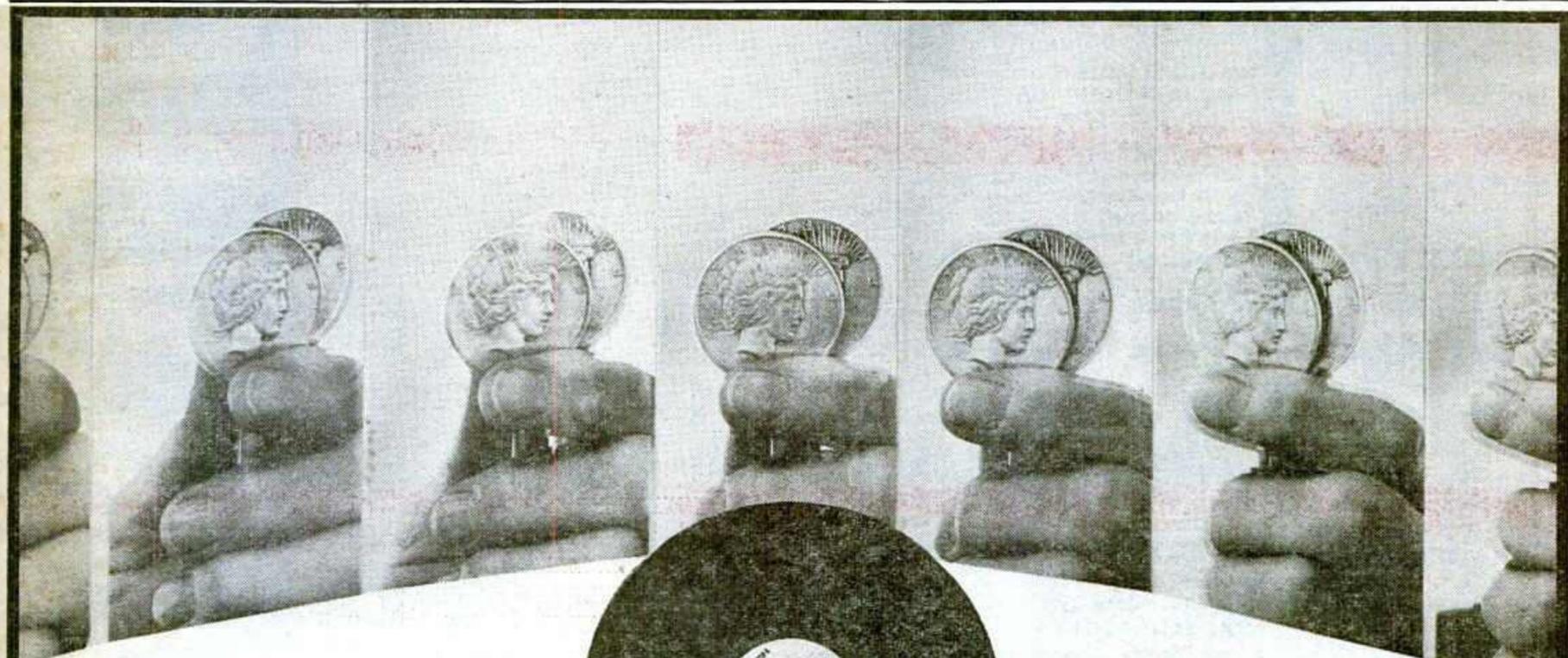
The nation's top tunes on records as reported in The Billboard

DECEMBER 15, 1945:

1. It's Been a Long, Long Time
2. Chickery Chick
3. It Might as Well Be Spring
4. I Can't Begin to Tell You
5. Waitin' for the Train to Come In
6. That's for Me
7. I'll Buy That Dream
8. White Christmas
9. Till the End of Time
10. Symphony
11. (Did You Ever Get That Feeling) In the Moonlight?
12. It's Only a Paper Moon
13. Love Letters
14. If I Loved You
5. How Deep Is the Ocean?

DECEMBER 16, 1950:

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



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The Billboard Music Popularity Charts POPULAR RECORDS

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 Disk Jockeys with additional programming material and to give trade exposure to NEWER records just beginning to show action in the field.

Table with columns: This Week, Song, Artist, Label, Last Week. Lists top 100 records including 'SIXTEEN TONS', 'AUTUMN LEAVES', 'MOMENTS TO REMEMBER', etc.

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The Billboard Music Popularity Charts
POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 56

credit. The arrangement is a sophisticated one and a great asset. (Sherwin, ASCAP)

STEPHEN MAKE BAND
 Frisky 71
JUBILEE 5227—Barry Frank sings with the Make band about a lady known as Frisky. It's a bright marching sound, and since it's the title tune of a new Gina Lollobrigida flick, it could win some spins. (Peer, BMI)
The Greatest Sound on Earth 68
 Great sound is the cheering of crowds at circuses, football games, etc., and the story is told by a bid band and chorus in march tempo. Plenty of crowd sounds give a unique twist. (Harvard, BMI)

HARRY SNOW
 No Tears, No Regrets 70
AVALON 63712—Here's a highly emotional piece of the hard-swallowing "wipe those tears away" school. Good legit style voice shows a fine sensitivity for the material. (Trinity, BMI)
 Wherever I Go 68
 A ballad of devoted love tenderly

sung by Snow. Addition of a full orchestra backing would provide a better showcase for the talent. (Bridgese, BMI)

SAM BUTERA
 Comin' Out 69
CADENCE 1281—An instrumental featuring Butera's tenor sax wailing on scraps of themes that suggest "Yankee Doodle," "London Bridges" and other familiar tunes. A rock 'n' roll dance item of considerable appeal. (Rosarch, BMI)
 Goin' In 68
 This beat is Latin and highly infectious, and gives Butera a solid foundation to blow up a storm. Two good instrumentals for teen-age juke box locations. (Rosarch, BMI)

JAN WELLES
 A Dangerous Age 69
UNIQUE 323—Miss Welles has a fetching way with this intriguing, inviting tune. Will need a lot of push to make it happen, however. (Hill & Range, BMI)
 Please Don't Go 66
 The emotion is rawer and a little desperate here.

JIMMY DUNCAN
 I Asked the Lord 68
CUE 7923—Tommy Duncan, supported by a chorus, does a sincere reading of this religious song. (Bullseye, ASCAP)
 Goodbye to Love 65
 A bluesy ballad gets a fair performance. (Bullseye, ASCAP)

ARTHUR LEE SIMPKINS
 Marie 66
MIRANDA 55—A rather stylized reading of the oldie by a tenor with a pleasing voice. Many deejays will enjoy reviving the tune. (Berlin, ASCAP)
 I Wonder, I Wonder (Does He Live With a Broken Heart) 65
 Some years ago when Irish tenors abounded, tunes like this did, too. There are still some listeners around who would like a sentimental song like this. (Miranda, ASCAP)

• Reviews of New Pop-Christmas Records

ANDY WILLIAMS AND ARCHIE BLEYER ORK
 Wind, Sand and Stars 78
CADENCE 1282—Williams does a fine job, and there's fine backing for this minor-key Christmas epic concerning the Three Wise Men. It's long and requires attention, but has class and merits play. (Joy, ASCAP)
 Christmas Is a Feeling in Your Heart 76
 A fine idea, expressed in simple, straightforward fashion by song and singer. A fine coupling, but it will require some fast action. (Chappell, ASCAP)

DE CASTRO SISTERS
 Snowbound for Christmas 77
ABBOTT 3012—The gals get over some pleasant harmony snowbound for Christmas with that certain someone. Has a refreshingly different idea for a Christmas tune. (Dandelion, BMI)
 Christmas Is A-Comin' 75
 The De Castros get full of the old Christmas spirit in a swiny little offering. Flip, however, looks like a better bet for the coin. (Hub, ASCAP)

THE MODERNAIRES
 Santa's Little Sleigh Bells 71
CORAL 61547—The group turns out a cute little ditty about one of Santa's sleighbells that went haywire. Scared the reindeer, too. Should be worth some kiddie action if it gets exposure. (Montauk, BMI)
 Sleep Little Space Cadet 71
 Group gets on the "Little Man You've Had a Busy Day" kick, circa 1955. Should have an appeal for tired mommies and maybe dads, too. (Tee Kaye, ASCAP)

TRINITY SINGERS
 Happy Birthday, Baby Jesus 62
TRINITY 104—A pretty Christmas tune to guitar accompaniment that is meant to appeal to the youngsters especially. Has genuine religious sentiment and is sincerely presented. (Vidor, BMI)
 Cotton Went Hunting 61
 Gardner Riley again is featured vocalist on this side. The kids will also appreciate this folk-like song punctuated with the yowls of a hound-dog. (Vidor, BMI)

• Number of Releases This Week

Label	Pop	C&W	R&B
AVALON	1	—	—
BIG	1	—	—
CADENCE	2	—	—
CAPITOL	1	—	—
CHART	—	—	1
COLUMBIA	3	1	—
CORAL	6	—	—
CUE	1	—	—
DECCA	2	1	—
DEED	1	—	—
DOT	3	—	—
FOUR STAR	—	1	—
GO-LISH	—	—	1
GROOVE	—	—	1
HICKORY	—	1	—
INTRASTATE	—	1	—
JOY	—	1	—
JUBILEE	1	—	—
MEDIA	2	—	—
MERCURY	5	—	—
M-G-M	1	4	—
MIRANDA	1	—	—
OLD TOWN	—	—	1
PEACOCK	—	—	2
REED	1	—	—
REPUBLIC	—	2	—
RPM	—	—	1
SAVOY	—	—	4
STATES	—	—	1
TNT	—	1	—
TRINITY	1	—	—
UNIQUE	1	—	—
VICTOR	5	1	—
VITA	—	—	1
WESTPORT	—	—	3
TOTAL	39	17	13

• England's Top Twenty

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

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

• Reviews of New Jazz Records

JOHNNY HODGES ORK
 Used to Be Duke, Parts 1 and 2 77
NORGRAN 145—With a collection of present and former Ellingtonians, Hodges takes a nostalgic look backward to the "good old days." Good solos are heard from Harry Carney, baritone sax; Harold Baker, trumpet; Lawrence Brown, trombone; Jimmy Hamilton, clarinet; Louis Bellson, drums, etc. A swinging side that recalls a great band in its heyday. (Wemar, BMI)

• Reviews of New Childrens Records

CHARITY BAILEY
 Sing a Song With
 Charity Bailey and
 15 Children, Parts 1 and 2 80
DECCA K-155—This disk has only to be played for enough pre-school (and even older) children to become a best seller. The TV "Little Red Schoolhouse" song mistress has charm aplenty, plus just the right inflections and wonderful rhythms sense to pull children along. Three of the tunes are folk songs—Negro, Brazilian, Yiddish. Parents will be grateful to the dealer who pushes this one.

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The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

C & W Territorial Best Sellers

For survey week ending December 7

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

Birmingham

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

Charlotte

1. Love, Love, Love, W. Pierce, Dec.
2. Sixteen Tons, T. Ernie, Cap.
3. When I Stop Dreaming
Louvin Brothers, Cap.
4. I've Kissed You My Last Time
K. Wells, Dec.
5. Just Call Me Lonesome, E. Arnold, Vic.
6. Cry, Cry, Cry, J. Cash, Sun
7. It's a Great Life, F. Young, Cap.
8. I Forgot to Remember to Forget
E. Presley, Sun
9. All Right, F. Young, Cap.

Dallas-Fort Worth

1. Love, Love, Love, W. Pierce, Dec.
2. Sixteen Tons, T. Ernie, Cap.
3. Just Call Me Lonesome, E. Arnold, Vic.
4. I Don't Care, W. Pierce, Dec.
5. Cross Di Oro (Cross of Gold)
R. & B. Foley, Dec.
6. Satisfied Mind, P. Wagoner, Vic.



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Houston

1. Sixteen Tons, T. Ernie, Cap.
2. Love, Love, Love, W. Pierce, Dec.
3. Thirty Days, E. Tubb, Dec.
4. Just Call Me Lonesome, E. Arnold, Vic.
5. I Don't Care, W. Pierce, Dec.
6. I Forgot to Remember to Forget
E. Presley, Sun
7. Eat, Drink and Be Merry
P. Wagoner, Vic.
8. Why, Baby, Why?, G. Jones, Sdy.
9. Satisfied Mind, P. Wagoner, Vic.
10. That's What I Like, T. Fell, Vic.

Memphis

1. Sixteen Tons, T. Ernie, Cap.
2. Love, Love, Love, W. Pierce, Dec.
3. Richest Man, E. Arnold, Vic.
4. I Forgot to Remember to Forget
E. Presley, Sun
5. Honey, Honey Bee Ball
H. Thompson, Cap.
6. It's a Great Life, F. Young, Cap.

Nashville

1. Sixteen Tons, T. Ernie, Cap.
2. Love, Love, Love, W. Pierce, Dec.
3. Eat, Drink and Be Merry
F. Wagoner, Vic.
4. Why, Baby, Why?
S. Sovine-W. Pierce, Dec.
5. I Thought of You, J. Shepard, Cap.
6. I Forgot to Remember to Forget
E. Presley, Sun
7. Pretty Mama, M. Robbins, Col.

New Orleans

1. Love, Love, Love, W. Pierce, Dec.
2. Don't Take It Out on Me
H. Thompson, Cap.
3. I Thought of You, J. Shepard, Cap.
4. There She Goes, C. Smith, Col.
5. It Gets So Late So Early
L. Frizzell, Col.

Richmond, Va.

1. Sixteen Tons, T. Ernie, Cap.
2. Lonely Side of Town, K. Wells, Dec.
3. Love, Love, Love, W. Pierce, Dec.
4. Mystery Train, E. Presley, Sun
5. Croce Di Oro (Cross of Gold)
R. & B. Foley, Dec.

St. Louis

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

Debra Paget

Continued from page 38

proved he is difficult for anyone not of top caliber to follow.

New faces are seen in the chorus line, which for its second production number features Miss Paget in a bit of Oriental fluff.

Music is by Ted Fio Rito and Oncken.

Helen Halpin
Moulin Rouge, Boston

The Hotel Vendome's plush little room has switched management and policy geared to bigger-

time talent, with boniface Guy Gurino doing the emceeing as well as contributing some appealing "little French songs" that have the fem patrons going in circles. Out of retirement, with the exception of "Catch a Star," the ill-fated musical, comes Helen Halpin, a local gal, who can hold her own with many bigger names. She has the kind of personality that lets her handle the customers adroitly while she does a comedy-singing act which coaxes the audience into a happy mood.

Her offerings mostly consist of carbons, altho she could well develop her own pattern. Her impressions of Judy Garland are nicely done, and for real hilarity her juke box routine can take a cake anytime. The Al Scaff Trio cuts a good show and adds a fine musical atmosphere to this personalized room. Dewar.

Robert Clary
Black Orchid, Chicago

Headliner Robert Clary unleashes his torrent of inspired nonsense from the vantage point of tunes out of which he squeezes many laughs. "Blue Flower" (in French), "I've Got to Crow," "I'm in Love With Miss Logan," "Calso Blues," "Out of This World" and "Bring Me a Blue Bird" were all mounted with showmanlike finesse and were uniformly entertaining.

Charles Manna bases his chuckle production squarely on cleverly crazy bits of business that singly don't amount to much, but taken all together keep up a steady flow of giggles. One in which he sings opera phrases in Italian and explains the libretto in dialect draws heavy response as does a bit where he demonstrates how a handkerchief could be used to amplify various song lyrics. Sylvia Syms, preceding show headliner, filled in for Othella Dallas opening night. Dietmeier.

The Great Sebastians
Colonial, Boston

The new Crouse-Lindsay play proves again that the Lunts can do wonders even when there isn't much script. Comedy, melodrama and hokum are laced into this piece concerning a "great" mind-reading act. In fine bravura style the elegant acting couple wends its way thru comrades and caviar, feinting and jabbing in superb two-handed rallies. If the script is bumpy in spots, the action and skill of the principals add up to a highly enjoyable evening.

Compared to "Quadrille," this is a better play, but not by a long shot. It gets tangled in its own politics, with the death of Jan Masaryk lending a corny note. But when the great Lunt team is on (which is most of the time), the show glitters with humor and the excitement of a grandiose circus act. The sets and the other 19 characters are unimportant. It is the Lunts all the way, probably for a long run. Dewar.

Fred Waring
Hotel Sahara, Las Vegas, Nev.

Durable, tireless Fred Waring and his Pennsylvanians return this week to the Congo Room with another mixture of good musical entertainment, semi-religious schmaltz and a helping of flag-waving patriotism.

The show—overlong at 1:50 on opening night—is billed under the title "Hear, Hear!" and features some of just about everything the musical taste could demand, from rhythm and blues to an operatic twist.

Sure to draw raves as the show's top click is Frank Davis, who pulls a twist on the old minstrel routine by serving as interlocutor for the white-faced gagsters.

Lighting effects for the various numbers are superb, and add greatly to the over-all success of the show. Oncken.

Imogene Cocoa
Bali Room, Beverly Hills, Calif.

Imogene Cocoa unfurls a remarkably clever production in her Bali Room opening. Add to that the diminutive star's zest, bounce and

This Week's Best Buys

RUN, BOY (Milene, ASCAP)

YOU NEVER WILL BE TRUE (Apache, BMI)—Ray Price—Columbia 21474

Reports from Nashville, Durham, Richmond, Atlanta, Birmingham and other Southern markets indicate that Price's most recent release has begun to move at a brisk pace. Like virtually every other Price record, this one has the early-sales history of an important chart disk. "Run, Boy" is the favored disk at present, but the flip is gaining momentum, too. A previous Billboard "Spotlight" pick.

Review Spotlight on...

SACRED

THE WEBSTER BROTHERS AND CARL BUTLER

Looking Thru the Windows of Heaven (Peer, BMI)

Walking in God's Sunshine (Golden West, BMI)—The singers wrap up "Looking Thru the Windows of Heaven," a moving sacred opus, in a sincere reading and a compelling best. The flip features a vigorous, out-going warbling performance on an effective, up-beat sacred song. Both sides should move briskly in their specialized market.

TALENT

FRANKIE MILLER

Paint, Powder and Perfume (Ridgeway, BMI)

What You Do From Now On (Ridgeway, BMI)—Columbia 21472—The new artist makes an impressive debut with these two sides. Topside is a cute novelty bit with some very tricky, ear-catching yodeling sounds. Flip shows the guy also has a fine way with a genuine country devoted love-type opus. If this is a fair sample of his talent, more fine sides can surely be expected.

A. & R. Men on Move Again?

Continued from page 40

quently, only one change has been made at the pop a.&r. helm of both Columbia and Capitol records in the last 10 years. Jim Conkling left Capitol to take over the presidency of Columbia Records; Manie Sacks left Columbia to take over a vice-presidency and the general managership of the record division at RCA Victor. For all intents and purposes, Capitol has only had three men directing its a.&r. department in the history of the company, Johnny Mercer, Conkling and the incumbent Alan Livingston. Of the other members of the repertoire staff at Capitol, only Paul Weston, Dee Kilpatrick, Sid Feller, Lou Busch and Cliffie Stone have left the company since its inception.

At Columbia Records, Ben Selvin, Hugo Winterhalter, Bill Richards, Art Satherly, Danny Kessler, Bob Meyers and Manie Sacks are no longer connected with the company.

Decca Records has had five men running the repertoire post, including the late founder, Jack Kapp; Dave Kapp, Morty Palitz, Jimmy Hilliard and presently Milt Gabler. A.&r. staffers who have left the company include Hy Grill, Ed Kissack, Bobby Shad, Henry Clover, Harry Meyerson and Tutti Camarata.

RCA Victor has had the greatest number of shifts in its top repertoire post, numbering Eli Oberstein

earlier disk issues, altho in some instances recoupling will be done.

Phonotapes, which this week moved to larger quarters in midtown here, releases its music tapes under the Phonotape-Sonore label. The Vox reels will have special identification indicating their source. The tape firm also has the rights to Philharmonica and Folkways material.

The Phonotapes-Vox deal is a long-term pact calling for royalty payments and a guarantee to the diskery.

Vox Deal

Continued from page 40

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Cap Chi Meet

Continued from page 40

district sales managers, including Max Callison, Don Comstock, Bob Camp, Irv Jerome and George Gerken will attend.

Gerken this week was named to the post, replacing Tom Conwell in the Midwest territory. Discussions will deal with realignment of sales territories as they effect Capitol's sales personnel.

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Best Sellers in Stores

For survey week ending December 7

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records.

Table with 5 columns: Rank, Title, Artist, Weeks on Chart, Last Week. Includes songs like 'SIXTEEN TONS' and 'LOVE, LOVE, LOVE'.

Most Played in Juke Boxes

For survey week ending December 7

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records.

Table with 5 columns: Rank, Title, Artist, Weeks on Chart, Last Week. Includes songs like 'LOVE, LOVE, LOVE' and 'SIXTEEN TONS'.

Most Played by Jockeys

For survey week ending December 7

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

Table with 5 columns: Rank, Title, Artist, Weeks on Chart, Last Week. Includes songs like 'LOVE, LOVE, LOVE' and 'SIXTEEN TONS'.

Reviews of New C & W Records

THE MILLER BROS. Happy Birthday, Dear Jesus... FOUR STAR 1686... CHARLIE WALKER You Can't Get There From Here... BOB WILLS Bob Wills' Square Dance No. 4... JIMMY DALLAS AND CATHY JUSTICE Who Do? Honey, You Do?... LEE RUSSELL Get That Golden Key... RITA ROBBINS Get Away... THE WESTPORT KIDS You Kaint Take It With You... RED RIVER DAVE Maria Elena... SHERRY SHEER Today and Every Day... RED KIRK Red-Lipped Girl... MILT DICKEY Bleeding Heart... CHUCK MURPHY I've Been Floating Down the Old Green River...

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Mac Wiseman is back at his Richmond, Va., headquarters after a tour which started November 20 and carried him thru Colorado, Utah, Nevada, California, New Mexico and Texas, winding up at the Armory, Akron, December 4. He'll lay off until after the holidays. Mac's newest release on the Dot label is "I Hear You Knockin'." Betty Foley, now working under the personal management of Marty Roberts, deejay at WCKY, Cincinnati, appears on Pee Wee King's TV show from Chicago next Saturday (17). Bob Ferguson is now handling the managerial reins on Harvie June Van, 15-year-old country singer, whose latest on the King label is "False or True." Sonny Houston is appearing nightly, Tuesday thru Sunday, at Futch's Restaurant & Lounge on Highway 40, New Smyrna Beach, Fla. Jim and Jesse (Capitol) and Billy Brown (Decca) were also in the line-up there last week. The spot uses only country talent. Backing up the shows at Futch's are the Sunset Valley Boys. Faron Young is mending at his Nashville home from the acute attack of hepatitis (inflammation of the liver), which struck him low some six weeks ago. He has regained some of the 15 pounds he lost, and is now permitted to perambulate about the house two hours daily, while adding 20 minutes a day to his active schedule. Doctors feel he'll be able to resume work right after the first of the year. Mail will reach him at 319 Seventh Avenue, N., Nashville. Jimmy Patton has taken off from "Big D jamboree," Dallas, for a month of West Coast bookings. He returns to "Big D" early in January. Andy Williams has signed Stanley Rainwater as personal manager for handling of radio and TV engagements in the Knoxville sector. Sonny James and Charline Arthur were back on "Big D Jamboree," Dallas, last Saturday (10), after a road trek that took Sonny to Canada and Charline to the West Coast. Sonny cracked up his car in a snowstorm on the Canadian jaunt. Tim Spencer, the Sons of the Pioneers and "Christmas Cowboy," Tim's latest tune, were the subjects of a lengthy yarn by columnist Bish Thompson in a recent issue of The Evansville (Ind.) Press, which circulates widely throughout the tri-State area of Illinois, Indiana and Kentucky. The George Morgans are celebrating the arrival of an eight-pound son named Matthew Martin (Marty for short). This is first boy for the Morgans, who already have three daughters. Chet Atkins has a new release on RCA Victor label entitled "Medley of Christmas Carols" b.w. "Jingle Bells." On the Capitol label, the Louvin Brothers have just released "In the Middle of Nowhere" b.w. "I Don't Believe You've Met My Baby." Jimmy Dickens starred on the Prince Albert portion of "Grand Ole Opry" from Nashville last Saturday (10), with Slim Whitman in as special guest. Walt Shrum and the Vestermaires, heard regularly over KRVN, Lexington, Neb.; Rocky Rose and the Trail Dusters, and Bobby Mills and His Sweetest Band in Musicland (11) have just cut recording sessions for Tracy Knutson, of K. & K. Records, Shelton, Neb. "Grand Ole Opry" presented another grand array of its c.&w. stars over the ABC-TV network from Ryman Auditorium, Nashville, last Saturday (10). This was the third in a series of "Opry" TV presentations to go over the ABC net. Saturday's show was in the form of a Purina Christmas party and highlighted Carl Smith, Hank Snow, Minnie Pearl, Rod Brasfield, Marty Robbins, Jean Shepard, the Jordanaires, Lew Childre, Grandpa Jones, Cousin Jody, the Junior Briarhoppers, and Nita, Rita and Ruby. Eddy Arnold was in as guestar for the occasion. Al Hawkes' Cumberland Ridge Runners have moved from WLAM, Lewiston, Me., to WIDE, Biddeford, Me., where they hold a half-hour spot on the station's two-hour "Saturday Night Jamboree." Ridge Runners' personnel comprises Dayton Serber, Spanish guitar; Danny Pelley, steel; Al Hawkes, mandolin, and Smokey, hillbilly fiddler. Lone Pine and Betty Cady (RCA Victor) are touring Maine, with headquarters in Bangor. Alan H. Schafer's new ditties, "Drivin' Home From a Moonlight Drive-In" and "Three-Day Pass," have been waxed on the Alba label by Gordon Jennings, deejay at WKOY, Bluefield, W. Va. Schafer is co-writer on the latter tune. Both songs are reported to be clicking handily in the Pittsburgh sector. Jimmie Davis will be Webb Pierce's special guest on the

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Reviews of New Spiritual Records

REVEREND H. B. CRUM
 So Glad I'm Here (In Jesus' Name)...77
ATLANTIC 3009 — A joyful testimony of belief and praise to God. This brisk medium-tempo item is skillfully harmonized by the Golden Keys and should be of above-average appeal in the spiritual market.
He'll Fix It for You...76
 Reverend Crum, in an excited outburst, catalogs the things that God can do for a believer. An impressive side, not much less appealing than the flip.

(LITTLE) LUCY SMITH SINGERS
 Somebody Bigger Than You and I...73
STATES 153—Gladys Beamon is the soloist with the Smith Singers, and she is outstanding. Blessed with a big voice and using a style reminiscent of Mahalia Jackson, she makes a compelling thing of this poppish material. (Bulls-Eye, ASCAP)
Everytime I Feel the Spirit...70
 Attractive as this side is, it departs too much from the traditional sources of the spiritual to appeal to most regular customers of this field.

The Billboard Music Popularity Charts
RHYTHM & BLUES RECORDS

This Week's Best Buys

APRIL IN PARIS (Harms, ASCAP)—Count Basie—Clef 89162
 The Count once more has produced a potent commercial disk. New York, Philadelphia, Buffalo, Baltimore, St. Louis, Cleveland, Chicago and several Southern cities reported a surprisingly fast take-off, indicating that it is one of the most outstanding new records. Flip is "Roll 'Em Pete."

SUGAR SWEET—Muddy Waters—Chess 1612
 In areas where this artist is traditionally strong, he has gotten quick action on his latest release. Already on the St. Louis and Atlanta territorial charts, Waters is also selling well in Nashville, Durham, Chicago, Buffalo, Baltimore, Detroit and New York.

Review Spotlight on . . . RECORDS

CLYDE MCPHATTER

Seven Days (Progressive, BMI)—Atlantic 1081—Another strong McPhatter platter enters the race for the gravy and this could break fast. There's a great chorus and full ork sound, and most of all, McPhatter is his same great chanting self. A strong production that shapes up as an all-level entry. Flip is "I'm Not Worthy of You," a well-delivered weepy styled ballad (Progressive, BMI).

THE NIGHTINGALES

On the Judgment Day (Lion, BMI)
Who Will Be the One? (Lion, BMI)—Peacock 1743—The group delivers a strong two-sided entry here in another impressive production job. On top is an exciting up tempo opus while the flip is an impressive change of pace performance on a thoughtful and moving spiritual. Big action indicated for both.

R & B Territorial Best Sellers

For survey week ending December 7

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Steamboat, Drifters, Atl.
2. Tutti Frutti, Little Richard, Spe.
3. Hands Off, J. McShann, VJ
4. Don't Start Me Talkin' S. B. Williamson, Che.
5. Poor Me, F. Domino, Imp.
6. Too Late, Little Walter, Che.
7. Only You, Platters, Mer.
8. At My Front Door, El Dorados, VJ
9. Sugar Sweet, M. Waters, Chs.

Charlotte

1. Tutti Frutti, Little Richard, Spe.
2. Witchcraft, Spiders, Imp.
3. Only You, Platters, Mer.
4. Hands Off, J. McShann, VJ
5. Play It Fair, L. Baker, Atl.
6. Feel So Good, Shirley & Lee, Ala.
7. All Around the World, L. W. John, Che.
8. Poor Me, F. Domino, Imp.
9. I Know I Was Wrong, Barons, Imp.
10. Love Has Joined Us Together R. Brown-McPhatter, Atl.

Chicago

1. Only You, Platters, Mer.
2. When You Dance, Turbans, Mer.
3. I Hear You Knockin', G. Storm, Mot
4. Tutti Frutti, Little Richard, Spe.
5. Blackjack, R. Charles, Atl.
6. He, A. Hibbler, Dec.

Cincinnati

1. Hands Off, J. McShann, VJ
2. At My Front Door, El Dorados, VJ
3. Blackjack, R. Charles, Atl.
4. Big John, T. Turner, Wng.
5. How Come My Dog Don't Bark? P. Partridge, Cst.

Detroit

1. Hands Off, J. McShann, VJ
2. Need Your Love So Bad, L. W. John
3. Only You, Platters, Mer.
4. Sanafee, B. B. Warren, Got.
5. Smokey Joe's Cafe, Robins, Ato.
6. Ten Long Years, B. B. King, RPM

Los Angeles

1. Only You, Platters, Mer.
2. Jivin' Around, E. Presley, Cas.
3. Tutti Frutti, Little Richard, Spe.
4. Convicted, O. McLollie, Mod.
5. At My Front Door, El Dorados, VJ
6. Adorable, Colts, Vta.
7. Poor Me, F. Domino, Imp.
8. Great Pretender, Platters, Mer.

9. Hands Off, J. McShann, VJ
10. I'm Lost Without You D. Washington, Mer.

New Orleans

1. Feel So Good, Shirley & Lee, Ala.
2. Poor Me, F. Domino, Imp.
3. Hands Off, J. McShann, VJ
4. Play It Fair, L. Baker, Atl.
5. Only You, Platters, Mer.
6. Adorable, Drifters, Atl.
7. Don't Start Me Talkin' S. B. Williamson, Che.
8. White Christmas, Drifters, Atl.
9. When You Dance, Turbans, Her.
10. Witchcraft, Spiders, Imp.

New York

1. Only You, Platters, Mer.
2. He, A. Hibbler, Dec.
3. Great Pretender, Platters, Mer.
4. At My Front Door, El Dorados, VJ
5. C'est La Vie, S. Vaughan, Mer.
6. Adorable, Drifters, Atl.

Philadelphia

1. Hands Off, J. McShann, VJ
2. Play It Fair, L. Baker, Atl.
3. Adorable, Drifters, Atl.
4. Only You, Platters, Mer.
5. Yes Sir, That's My Baby Sensations, Ato.
6. Smokey Joe's Cafe, Robins, Ato.

St. Louis

1. Hands Off, J. McShann, VJ
2. All Around the World L. W. John, Kng.
3. Only You, Platters, Mer.
4. Poor Me, F. Domino, Imp.
5. Tutti Frutti, Little Richard, Spe.
6. Adorable, Colts, Vta.
7. Sugar Sweet, M. Waters
8. Play It Fair, L. Baker, Atl.
9. Don't Start Me Talkin' S. B. Williamson, Che.
10. I'm Lost Without You D. Washington, Mer.

Washington, D. C.

1. Hands Off, J. McShann, VJ
2. Adorable, Drifters, Atl.
3. Only You, Platters, Mer.
4. At My Front Door, El Dorados, VJ
5. Poor Me, F. Domino, Imp.
6. Feel So Good, Shirley & Lee, Ala.
7. Don't Start Me Talkin' S. B. Williamson, Che.

Reviews of New R & B Records

B. B. (BLUES BOY) KING
 Crying Won't Help80
RPM 451—The "Blues Boy" comes up with more wonderful and wild "down South" sounds. Great background, too. Could wear down lots of needles before it's thru. (Moderns, Modern, BMI)
Sixteen Tons...72
 Even a top artist can look bad with the wrong material, and King could have afforded to leave this with the others. Not a fair showcase for the talent. (American, BMI)

THE DANDERLIERS
 May God Be With You80
STATES 152—Unusual and intense delivery of the ballad will spark much listener interest. Another strong side that could fight it out on even grounds with the flip. (Pamlee, BMI)
Little Man...77
 The group does a solid job of selling the rhythmic blues. It moves all the

way for a waxing with a good chance to take off. It's due for lots of deejay exposure. (Pamlee, BMI)

THE SOLITAIRES
 Magic Rose79
OLD TOWN 1015—The Solitaires put their collective hearts into this tender reading of a sentimental ballad. The boys handle it with great know-how, and the side should fare mighty well in any area where it gets exposure. (Old Town, BMI)
 Later for You Baby...75
 A rollicking rendition of a happy opus. Good for the boxes. (Old Town, BMI)

BIG MILLER
 All Is Well77
SAVOY 1181—Miller belts out a rousing, up-tempo blues, and he's backed by persuasive instrumenta-
 (Continued on page 64)

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RIGHT NOW
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CHES #1611

'IN MY DIARY'

by
THE MOONGLOWS

Review Spotlight on...

THE MOONGLOWS

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

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The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

• Best Sellers in Stores

For survey week ending December 7

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

This Week		Last Week	Weeks on Chart
1.	HANDS OFF (BMI)—J. McShann Another Night (BMI)—Vee Jay 155	2	7
2.	ONLY YOU (BMI)—Platters Bark, Battle and Ball (BMI)—Mer 70633	1	21
3.	POOR ME (BMI)—F. Domino I Can't Go On (BMI)—Imperial 5369	3	4
4.	TUTTI FRUTTI (BMI)—Little Richard I'm Just a Lonely Guy (BMI)—Specialty 561	7	4
5.	ADORABLE (BMI)—Drifters STEAMBOAT (BMI)—Atlantic 1078	5	7
6.	FEEL SO GOOD (BMI)—Shirley & Lee You'd Be Thinking of Me (BMI)—Aladdin 3289	8	17
7.	PLAY IT FAIR (BMI)—L. Baker Lucky Old Sun (ASCAP)—Atlantic 1075	4	8
8.	ALL AROUND THE WORLD (BMI)— Little Willie John..... Don't Leave Me Dear (BMI)—King 4818	9	11
9.	WITCHCRAFT (BMI)—Spiders Is It True? (BMI)—Imperial 5366	13	3
10.	AT MY FRONT DOOR (BMI)—El Dorados What's Buggin' You Baby? (BMI)—Vee Jay 147	6	11
11.	DON'T START ME TALKIN' (BMI)— Sonny Boy Williamson..... All My Love In Vain (BMI)—Checker 824	12	9
12.	I HEAR YOU KNOCKIN' (BMI)—S. Lewis Bumpity Bump (BMI)—Imperial 5356	10	15
13.	THIRTY DAYS (BMI)—C. Berry Together (BMI)—Chess 1610	11	8
13.	GREAT PRETENDER (BMI)—Platters I'm Just a Dancing Partner (ASCAP)—Mercury 70753	-	1
15.	HE (BMI)—A. Hibbler Breeze (ASCAP)—Dec 29660	-	1

• Most Played in Juke Boxes

For survey week ending December 7

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

This Week		Last Week	Weeks on Chart
1.	ONLY YOU (BMI)—Platters Bark, Battle and Ball (BMI)—Mercury 70633	1	15
2.	PLAY IT FAIR (BMI)—L. Baker Lucky Old Sun (ASCAP)—Atlantic 1075	3	3
3.	AT MY FRONT DOOR (BMI)—El Dorados What's Buggin' You Baby? (BMI)—Vee Jay 147	2	11
4.	I HEAR YOU KNOCKIN' (BMI)—S. Lewis Bumpity Bump (BMI)—Imperial 5356	4	9
5.	FEEL SO GOOD (BMI)—Shirley & Lee You'd Be Thinking of Me (BMI)—Aladdin 3289	5	8
6.	WHEN YOU DANCE (BMI)—Turbans Let Me Show You—Herald 458	-	3
7.	HANDS OFF (BMI)—J. McShann Another Night (BMI)—Vee Jay 155	7	4
8.	THIRTY DAYS (BMI)—C. Berry Together (BMI)—Chess 1610	8	8
8.	BLACKJACKS (BMI)—R. Charles Greenbacks (BMI)—Atlantic 1076	-	6
10.	ADORABLE (BMI)—Drifters Steamboat (BMI)—Atlantic 1078	-	5

• Most Played by Jockeys

For survey week ending December 7

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throught the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week		Last Week	Weeks on Chart
1.	HANDS OFF—J. McShann Vee Jay 155—BMI	2	5
2.	PLAY IT FAIR—L. Baker Atlantic 1075—BMI	3	9
3.	POOR ME—F. Domino Imperial 5369—BMI	4	4
4.	ONLY YOU—Platters Mercury 70633—BMI	1	13
5.	ALL AROUND THE WORLD—Little Willie John ... King 4818—BMI	-	10
6.	ADORABLE (BMI)—Drifters Atlantic 1078—BMI	5	6
7.	AT MY FRONT DOOR—El Dorados Vee Jay 147—BMI	6	13
8.	STEAMBOAT—Drifters Atlantic 1078—BMI	14	2
8.	LOVE HAS JOINED US TOGETHER— R. Brown & C. McPhatter..... Atlantic 1077—BMI	-	2
10.	HANDS OFF—P. Bowman Vee Jay 155—BMI	-	1
11.	THOSE LONELY, LONELY NIGHTS—J. Watson ... RPM 436—BMI	-	3
12.	I HEAR YOU KNOCKIN'—S. Lewis Imperial 5356—BMI	8	15
13.	AT MY FRONT DOOR—P. Boone Dot 15422—BMI	-	1
14.	TUTTI FRUTTI—Little Richard Specialty 561—BMI	12	3
15.	THIRTY DAYS—C. Berry Chess 1610—BMI	-	7

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SPLENDOR

785

The Billboard Music Popularity Charts

RHYTHM-BLUES NOTES

By PAUL ACKERMAN

It was a great day for rhythm and blues. We refer, of course, to Monday (5), when Broadcast Music, Inc., held its annual awards dinner, on which occasion the organization honors publishers and writers of outstanding songs. Many awards, of course, were given in the pop and country fields, but the great development of the r.&b. idiom in the mass market was pointed up by the fact that no less than 16 out of a total of 28 songs were r.&b. in their derivation.

Execs of r.&b. labels, publishers, writers and artists were prominent at the plush clambake. Those present included Ahmet Ertegun, Jerry Wexler and Miriam Abramson of Atlantic; Leonard Chess of Chess; Jules Bihari of Modern; Lew Chudd of Imperial; Jake Porter of Combo; Herman Lubinsky of Savoy; writers Charley Singleton and Rose Mary McCoy; Curtis Williams; Henry Glover, and a flock of other cats.

Notable were the kudos tendered deejay Alan Freed by many for his help in getting a disk off the ground. One of the hits of the evening was Laverne Baker, the Atlantic chick who belted out her titillating version of "Tweedle Dee." Let's hope r.&b. makes as good, or even a better, showing next year.

Jo Ann Tolley, whose most recent Jubilee disk is "Very Truly Yours," will be the added attraction December 17 at the Court Square Theater, Springfield, Mass., with Bill Haley and the Comets. The Comets, incidentally, really packed them in last Saturday (3) at the Keith Theater, Balti-

more. It's the third time in 10 months that they've played Baltimore, the first two being at the Valencia. On the Keith date, Jolly Joyce tells us, they drew an attendance of 4,100 for the two shows, with prices at \$1.25.

Don Pierce of Hollywood Records reports he is doing big business on his Christmas sellers, including Charles Brown's "Merry Christmas Baby," Lowell Fulson's "Lonesome Christmas," Lloyd Glenn's "Sleigh Ride" and Mabel Scott's "Boogie Woogie Santa Claus." Pierce has put out a new one, "Christmas Eve Baby," by Johnny Moore.

Jake Trussell, who conducts the sessions on KINE, Kingsville, Tex., has sent us an honorary membership card in the South Texas Jazz Club. We appreciate the honor. Trussell is known to have a great jazz collection, possibly the largest in Texas.

Clara Ward has waxed her initial sides for Duke. . . . We hear good things about Joe Tex, King artist, who is getting plenty of plays with his "Davy, You Upset My Home" backed with "Come in My House."

R. B. Beman, promoter in Atlanta, has latched onto a great idea. He is running a "Battle of the Quartets." Last week at the Magnolia Ballroom, Beman pitted the Drifters against the El Dorados. The Drifters won, and according to the rules of the competition they will return in two months to appear against other winners. Tremendous interest has been created by the gimmick.

RHYTHM & BLUES RECORDS FOLK TALENT AND TUNES

Continued from page 61

latter's first "Ozark Jubilee" TV show in the new year from Springfield, Mo., January 7. "Jubilee" will welcome the sponsorship of Anacin, with related products, Kolyos and Neet, on an alternate-week basis starting next Saturday (17). . . . Jeanne McLemore, daughter of Ed McLemore, bossman of "Big D Jamboree," Dallas, guested on the network "What's My Line?" TV show Sunday night of last week (4). She stumped the panel of experts with her unusual occupation—a licensed wrestling promoter.

Stuart Hamblen was a recent guestar on "California Hayride," which is beamed every Saturday night, 8-10 o'clock, over KVOR-TV, direct from the Fiesta Building in San Mateo, Calif. Among the regulars with the show are Dusty Dale, the California Haymakers ork, Arvada Miller, Mike O'Hern and Lyle Keeney. . . . Hugh Ashley, composer of "Hi De Ank Tum," the new Nita, Rita and Ruby release on the RCA Victor label, has just placed several additional tunes with Earl Barton Music, Inc., Springfield, Mo.

"Ozark Jubilee" producer, Bryan Bisney, has just returned to Springfield, Mo., headquarters from a whirlwind trip to the West Coast. His assistant, Bud Brixey, is in Burge Hospital, Springfield, with a leg ailment. . . . Kenny Wilder, of the Country Wranglers, is taking a month's leave of absence from the Air Force to play a string of one-nighters thru Canada. Following the Canadian trek, Wilder returns to Orlando, Fla., to receive his discharge from the service, after which he'll head for his home in Nashville. On December 24, Kenny will be married to Carlene S. Peters Montreal. They will make their home in Nashville.

Ken McKenzie and band have shifted from their Wednesday night spot on WGAN, Portland, Me., to a Saturday morning slot on that station directed to the kiddie trade. Ken also has a new

ultra refined and celestial mode. (Savoy, BMI)

THE SCAMPS
Yes, My Baby74
PEACOCK 1655—The tenor lead sings his girl's praises and gets solid rhythm support from the rest of the group. A good commercial side with a brisk, dependable beat. (Lion, BMI)
Waterproof72
The baritone lead takes over on this one and turns in a competent reading. The group does a smooth harmonizing job in the background. (Lion, BMI)

EFFIE SMITH
You Ought to Be Ashamed of Yourself73
VITA 117—Fine r.&b. sounds here from the Smith pipes on a driving rhythm beat. Great help from the swinging vocal back-up. (Taurus, BMI)
Guiding Angel68
This is a bluesy pleader sung with sufficient "aching heart" tones, but the material seems to wander a bit. (Taurus, BMI)

THE PROPHETS
Come Back, Baby, Come Back69
GO-LISH 101—This is more pop boogie woogie than r.&b., but it still swings fine. The boys sell with a fine beat and okay harmony sounds. (Goliath)
Sugar Lump66
Boys shine in the rhythm department and manage a pleasant sound. Wax suffers from thin backing. (Goliath)

two-hour moppet show, 4-6 p.m., Monday thru Friday, on the same station. . . . Ernie Lindell and His Westerners are heard on Channel 8, WMTV, Portland, Me., Monday thru Friday, 4-4:30 p.m. The Tri-State Hillbillies also recently shifted to WMTV for a regular shot on the station's "Saturday Night Jamboree."

With the Jockeys

Sammy Lillibridge, who recently joined KLEN, Killeen, Tex., a new 250-watter, where he's spinning both pop and country and handling the news segs, says that he's badly in need of records. "We cover Fort Hood, as well as all of Central Texas, and will give records received an exposure that is about as good as can be found anywhere," Sammy promises. . . . Texas Bill

(Continued on page 65)

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Reviews of New R & B Records

Continued from page 62

tion. Will get strong deejay play. (Savoy, BMI)
Try to Understand76
A change in pace. This side is slow and relaxed. Miller sings the number with individuality and sincerity. Another strong side and one to watch. (Savoy, BMI)

JOHN GREER
Blam76
GROOVE 131—Greer's tenor and Mickey Baker's guitar lead the way in this great rhythm romp. One of the best instrumentals of recent vintage. Great for jocks. (Monument, BMI)
A Man and a Woman76
The Four Students join Greer for the vocal on this Calhoun tune. A strong side that could do okay with exposure. (Roosevelt, BMI)

HAL SINGER ORK
Hot Rod76
SAVOY 1179—Singer, one of the original honk tenors, has returned to the label where he made his big "Corn Bread" smash some years back. The number is an exciting instrumental with handclapping, etc. (Savoy, BMI)
Rock 'n' Roll75
The "Rag Mop" type wordage adds little here, but the side has a great funky beat and should click with dancers. (Savoy, BMI)

WILLIE MAE THORNTON AND ELROY PEACE
Tarzan and the Dignified Monkey76
PEACOCK 1654—The duo turns in a hilarious parody of the Tarzan-Jane movie dialog and give deejays a novelty of above-average appeal to program. (Lion, BMI)
How Come?73
Willie Mae Thornton, alone, gives a bluesy feel to this pleasant, slightly melancholy tune. An attractive piece of wax. (Lion, BMI)

BILLY NELSON
Pack, Shack and Stack75
SAVOY 1183—His baby left him. Billy Nelson gives this blues a strong performance. He's backed by a good sound by honking horns and percussion. (Savoy, BMI)
Walk Along75
This side is relaxed and has a really bluesy mood and sound. Slower in tempo than the flip. (Savoy, BMI)

THE CHARMS
Love, Love, Stick Stov75
CHART 608—A fast novelty with a lyric that is a clever play on words. The popular group's first record for the label will be of much interest to their many fans. (Sberlyn, BMI)
Love's Our Inspiration74
A ballad that features the well-known harmonizing abilities of the group. The potential for copious deejay play is excellent. (Sberlyn, BMI)

THE FIVE PENNIES
Let It Rain75
SAVOY 1182—This new group does well with this fast-tempo blues, which is likely to get a lot of spins. (Savoy, BMI)
Mr. Moon73
This side is a slow-paced item in the

Initial Recording
THE SCAMPS
"YES MY BABY"
b/w
"WATER PROOF"
Peacock #1655

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b/w (LET IT RAIN)
THE 5 PENNIES
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- Lehighon Fair, Lehighon, Pa.
- Piedmont Interstate Fair, Spartanburg, S. C.
- Georgia State Fair, Macon, Ga.
- Reading Fair, Reading, Pa.
- Flemington Fair, Flemington, N. J.
- New Jersey State Fair, Trenton, N. J.
- West Virginia State Fair, Ronceverte, W. Va.
- Centre Hall Fair, Centre Hall, Pa.
- Middletown Fair, Middletown, N. Y.
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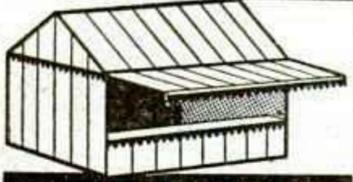
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Cap Lawson, Mason City Mgr., Succumbs at 72

MASON CITY, Ia., Dec. 10.—Funeral services were held here Tuesday (6) for Millard (Cap) Lawson, veteran manager of the North Iowa Fair, who died Sunday following an illness of several months. In addition to his long service with the Mason City fair association, Lawson was a past president of the Iowa Fair Managers' Association.

Lawson served as full-time secretary of the fair here from 1947 until his retirement last month. Prior to 1947 he had been active in the operation of the annual. Under his management, annual attendance at the fair increased to over 100,000, exhibit space demands exceeded that available, plans were formulated for the new plant the fair will occupy in '56, and premium payments were materially increased.

Born and schooled in Chicago, Lawson became associated with the International Harvester Company at an early age. He later worked out of the firm's Minot, N. D., office and traveled extensively in that State and Montana. He had served with the National Guard and when World War II broke out he became a captain and served in France. After the war he returned to Harvester, working at the Fargo, N. D., and Aberdeen, S. D., offices before moving to Mason City, where he retired in 1935.

In addition to his business and fair activities, Lawson was active in the American Legion, Chamber of Commerce, Boy Scouts, YMCA and the Episcopal Church. He was a lifelong member of the Masonic Order, became a Knights Templar

and was made a president of the 32d degree by the Kem Temple of Grand Forks, N. D. In later years he was also a member of High Televe in Mason City.

Surviving are Mrs. Lawson; a son, Murray; a daughter, Jean Lawson Richards, and two grandchildren, Pamela and Jason Richardson.

Al Sheehan Signs Pact With AGVA

NEW YORK, Dec. 10. — The American Guild of Variety Artists this week announced the signing of contracts which give it close to a clean sweep of outdoor talent organizations. Having started last month with an agreement with the newly formed GAC-Hamid, Inc., office, AGVA now claims "four other major pacts."

Jackie Bright, national administrative secretary, said the union at Chicago signed with Barnes-Caruthers, Ernie Young, Al Martin, and the Boyle Woolfolk subsidiary of Associated Booking Corporation. Coming in also this week was Al Sheehan, Minneapolis "Aquafolies" producer.

Bright said all who signed accepted the union's welfare program, agreed to use only AGVA members in good standing, and will pay the minimum wages of the union's National Code of Fair Practice.

Carnival Meeting Set
The union, it is understood, will make its initial attempt to crash the carnival field next week. Its contracts with the talent agencies covers fairs, parks, circuses, expositions, trade and arena shows, celebrations, pageants and similar engagements. Next week, Bright is to meet with Carl Sedlmayr of Royal American Shows, and John Ringling North.

There is to be a trust fund meeting on Wednesday, December 21, it was reported, at which the name of George A. Hamid Sr. will be proposed as a full trustee of the union's welfare fund.

Yorkton, Sask., Ex Names Roebuck Mgr. for 3d Term

YORKTON, Sask., Dec. 10.—Norman Roebuck was re-elected to his third term as president-manager of the Yorkton Agricultural and Industrial Exhibition Association, Ltd., at the org's annual meeting.

Bert Hepburn and Ernie Lamson were returned as vice-presidents and Stan Wood was retained for a fourth term as secretary.

Gate admissions at the three-day summer fair totaled 21,466 and grandstand attendance was 15,200, President Roebuck reported. Prize money totaled \$5,861. "These figures are all up over the 1954 fair," he said.

The annual meeting was the 46th since incorporation as an exhibition association and the 1955 fair was Yorkton's 70th annual consecutive event since receiving a charter in 1885.

A new building, Jubilee Hall, was built during the past year, the grandstand was repaired and the race track was improved.

Lucky Lott Injured

PEKIN, Ind., Dec. 10.—Lucky Lott, thrill show operator, is in General Hospital here with cuts about the face, broken ribs and internal injuries sustained when the car he was driving struck a pole as he sought to avoid another car at an intersection here. Lott was pushing another car in an attempt to start it when the crash occurred. His condition is described as good.



MRS. JOE SCHOLIBO

Scholibo Weds Gladys McDuffie In Shreveport

SHREVEPORT, La., Dec. 10.—The marriage of two well-known participants in the outdoor show world and fair circles, Joe S. Scholibo and Gladys H. McDuffie, was solemnized in St. Marks Episcopal Church here Saturday (3) by the Rev. J. Lawrence Plumley.

Scholibo is well known in outdoor show business and the fair world, having for years worked in executive capacities with various large midway organizations. He left the road in 1950 to engage in Kiddieland operations and for the past three years has also been connected with Louisiana State Fair here.

Scholibo's bride for years has been secretary to the secretary-manager of Louisiana State Fair. To her friends she has become known as Miss State Fair, a title she won because of her ability to handle details of the fair's administration.

Sullivan Band Lists Bookings

WORCESTER, Mass., Dec. 10.—Bookings have picked up for Mickey Sullivan's musical aggregation, the band leader reports. Dates listed include the Southboro (Mass.) Arms Inn for an indefinite run; Telegram and Gazette newspaper's circus here at the Plymouth Theater next Saturday (17); Elk's ball in Keene, N. H., January 27; Winter Carnival at Dartmouth College, February 9-11, and Sphinx Temple Circus in Hartford, week of April 23.

Sands Line to Play 'A' Fairs

NEW YORK, Dec. 10. — Hal Sands, returned from the Chicago outdoor conventions, reported this week that his 24-girl line, the Manhattan Rockets, will again be a part of the revue signed by Ernie Young for the Canadian "A" Circuit fairs.

Moose Jaw, Sask., Re-Skeds Rodeo

MOOSE JAW, Sask., Dec. 10.—With the rodeo at the 1955 summer fair having proven a success, the event will now be an annual one, officials of the Moose Jaw Exhibition have decided. Fair has joined the Canadian Stampede Managers' Association and the Cowboys' Protective Association. Twenty-two rodeos in Alberta, five in Saskatchewan and one in Manitoba are represented in the CSMA.

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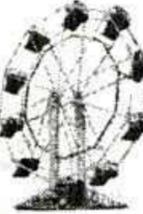
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ARENAS-AUDITORIUMS

Mgr. Sees Closed-Circuit TV Ideal for Arenas, Vice Versa

By TOM PARKINSON

William B. Stark, who presides over the Onondaga County War Memorial Arena in Syracuse, is a firm booster of closed-circuit television as it fits into the operation of auditoriums and arenas.

He has handled a number of closed-circuit shows in the past 18 months and believes the field is a coming thing, one that offers great opportunity to the arena business. At Syracuse he has handled several kinds of TV set-ups.

One is the show which originates in the building and is telecast from there. Numerous fights and games have been telecast from the War Memorial building.

Closed circuit is different. It is the arrangement under which a sponsor—usually a commercial firm—puts on a sales program or convention schedule. This is broadcast via TV to salesmen, employees or others gathered in various spots thruout the country. One such spot is Syracuse. The show originates elsewhere.

The program is seen by each group, and often the hook-up is such that persons in each group can talk with those in other gatherings. But none of the program is picked up by outsiders; it is a closed circuit seen only by those on the special network.

The Syracuse building has been the gathering place for a Sun Oil Company group, Admiral television representatives, and on December 14 it will house a group of Dodge dealers. There have been several others. One of the most spectacular closed-circuit TV shows was that of some months ago when the Salk polio discovery was announced to groups of doctors thruout the country. About 2,500 physicians and surgeons were in the Onondaga County War Memorial building for that event.

Stark points out that closed-circuit TV is good business for arenas. Such buildings have much to offer closed-circuit users because of the flexibility of most structures and because they can supply proper rooms and seating for all sized groups. In Syracuse he has handled TV audiences of 150 and could accommodate similar groups ranging up to 9,000.

For the smaller crowds, the procedure is to place several TV sets around the room. For large audiences special equipment is brought in to project the TV picture onto a large movie-style screen where the several thousands can see it at once.

When closed TV came to Syracuse the telephone company brought cables into the arena. Now it is a simple matter to plug TV equipment into the special cables to receive—or send—TV programs. The cables were installed at no cost to the building, Stark recalled.

There are several firms which produce closed-circuit TV shows. Two major ones have worked with the Syracuse building, and in each case they bring all necessary equipment and personnel.

For the arena manager, the show means a rental of the necessary room plus charges for any special services. Often the closed-circuit TV show is part of a longer local program, and the arena may serve a luncheon or supply other facilities to its part of the national audience.

Move-in time is no problem with closed-circuit TV unless a projection screen is to be used. In that case it is necessary to set up the equipment early enough to allow time for a test telecast. The producing company must be advised by telegram whether the advance test is okay and also how the actual program was received.

Stark points out that sometimes the arrangements have been made by the producing company, such as Sheraton Closed-Circuit Television, Inc., while other programs have been set by the sponsors themselves, who also contacted producing companies.

Stark recalls one combination TV show which introduced new angles. Fighter Carmen Basilio counts this as his home arena. Last June the arena housed one of his big fights. While the battle was televised elsewhere, it was blacked out in the Syracuse region. Then all available seats in the Onondaga County War Memorial were sold out. Many local fans were unable to get in. So arrangements were made for a closed-circuit TV show in Syracuse. The arena already was in full use, so this was set up at the fairgrounds Coliseum. A double-screen projection set-up was installed and tickets were sold. So the TV fight was originated in the War Memorial and broadcast to the country and at the same time it was relayed on a closed circuit to the Coliseum and its audience. It was a double-barreled score for arenas.

Carnival Routes

Wilber's Wolverine: Adel, Ga.

Ice Shows

Holiday on Ice: Rock Island, Ill., 26-Jan. 2; Des Moines, Ia., 3-3.
Holiday on Ice (European): Rotterdam, Holland, 13-23; Brussels, Belgium, 24-Jan. 19; Frankfurt, Germany, 12-29.
Holiday on Ice (Far East): Bangkok, Siam, until Jan. 5; Hong Kong, China, until Jan. 30.
Holiday on Ice (South America): El Salvador, C. A., 13-21; Guatemala, Guat., 23-Jan. 5.
Hollywood Ice Revue: Winnipeg, Man., 13; Chicago, Ill., 25-Jan. 10.
Ice Capades of 1956: Rochester, N. Y., 13-18; Boston, Mass., 26-Jan. 11; Providence, R. I., 13-14.
Ice Capades International: San Diego, Calif., 13-18; Spokane, Wash., 26-Jan. 2; Seattle, Wash., 4-15; Victoria, B. C., 17-21.
Shipsteads & Johnson's Ice Follies of 1956: Philadelphia, Pa., 25-Jan. 15; Cleveland, O., 17-29.

Miscellaneous

Gould, Jay, Christmas Show: Paysonville, Minn., 13; Hector 14; Benson 15; Tracy 16; Lake Benton 17.
Hitler's Personal Armored Car: Jack W. Burke, Mgr.: Lufkin, Tex., 13-14; Jasper 15; Fort Arthur 16-17; Houston 18-24 (season ends).
Scott, Turner: College Park Merchants' Festival, Orlando, Fla., 12-24.

Fred McGuinness Takes News Post

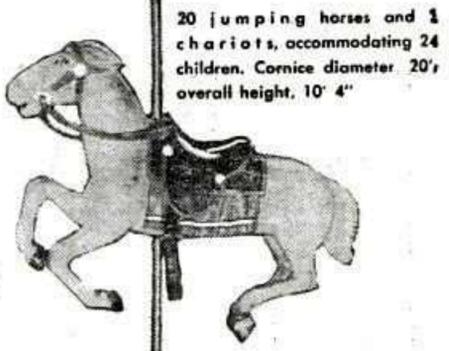
REGINA, Sask., Dec. 10.—Fred McGuinness, who for the last three years has served as executive director of the Saskatchewan Golden Jubilee committee, will take over as assistant to the publisher of the Medicine Hat, Alta., News in January. Prior to taking over the Jubilee post he was with National Employment Service, Winnipeg, and had done publicity for Royal American Shows on the Western Canada Class A fairs circuit.

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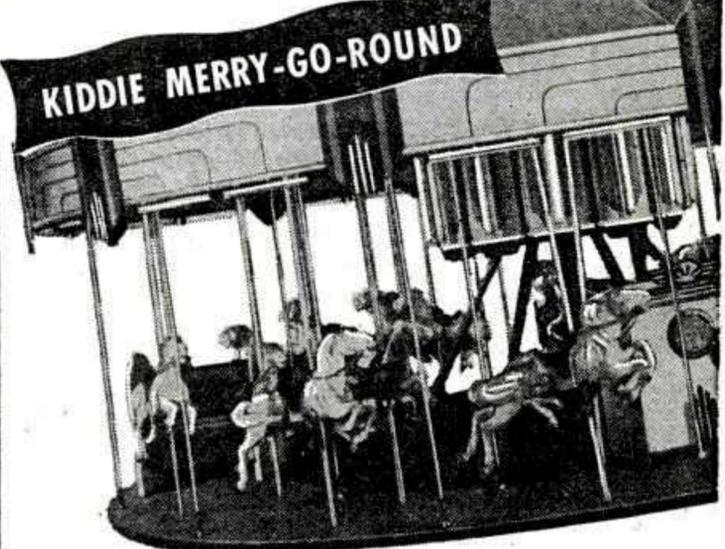
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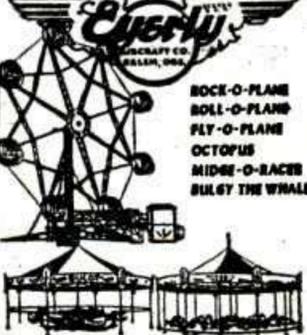
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CHI SPOT 'TURNS AROUND'

Riverview Sets Features For '56; Sells Patents

CHICAGO, Dec. 10.—William Schmidt, of Riverview Park here, has sold patent rights to the spot's parachute ride, its Water Bug ride and its own version of the Hot Rod

P. R. VALUE

Rocks' Bases Photo Contest On Xmas Look

NEW YORK, Dec. 10. — Playland's holiday-decorated midway at Rockaway Beach will be exploited again this season for photography competition. The park is festooned with colored streamers, silver tinsel, pine boughs and wreaths, and other decorations, and has proven a natural setting in recent years for publicity photos by local newspapers.

At night a rotating mirrored ball revolves to flood the park with sparkling lights, and an animated Christmas display is on view at the Kiddieland.

The snapshot contest is for amateurs to select the pictures which best depict the holiday season at Playland. It starts today and will continue thru the month. Various prizes will be awarded by the park and winning photos will be displayed on the midway.

The animated display, created by art director Herman Huseby, includes a dark ride laughing figure made up as Santa Claus, life-sized angel, mechanical fairy queen ballerina, snow white reindeer, toys, and blinking lights.

Playland is open weekends for the fifth straight season, on Saturdays from 1 p.m., and Sundays from 10:30 a.m.

ride to a new firm which plans to manufacture them.

The company is Major Rides Corporation (Emarcee), headed by Victor Lespanese, and it was among the exhibitors at the NAAPPB trade show.

At the same time Schmidt revealed that Riverview will feature a Wedemeyer Super Jet and a Jet Rocket next season. Also featured will be a revived and improved Riverview dark ride to be called the Ghost Train. Front will feature a good-humored ghost, he said.

Picnic Season Changes

Commenting on Riverview's picnic experience this season, Schmidt said that in effect the park has "turned around." Where it formerly pitched to Chicagoans living east of it, the spot now has turned its attention almost entirely to suburbanites to the West.

This pitch extends, he said, to industrial picnic groups from suburban industrial areas. Schmidt stressed, too, that picnic business now is concentrated into fewer weeks of the summer. He pointed out that because of vacation policies many plants now steer away from July and August picnic dates. This leaves June as the peak of the shortened season.

New Operating Format Studied At Mil.-\$ Pier

ATLANTIC CITY, Dec. 10.—Plans for a new ride-operating schedule are being studied by Million-Dollar Pier executives. Charlie Holliday, recently named ride superintendent, proposes to begin operation of the Boardwalk fun units earlier each day than in the past in the belief that the added hours, while not promising anything near brisk action will, nevertheless, help to boost the over-all gross in the course of the season.

Holliday will have his father, Cy, to aid him. Both are experts, having served as ride operators with carnivals, principally the World of Mirth Shows, for more than 25 years.

Holliday attended the outdoor meetings and trade show in Chicago. Pier equipment changes or additions, however, will await an on-the-spot study by Holliday after the pier opens.

The Holliday family will give up its Morgantown, W. Va., home and relocate here permanently by the end of the month. Equipment refurbishing plans have already been worked out with Max Tubis, Pier general manager. An attempt at curtailed weekend operation will probably be made whenever the weather is favorable.

BOSTON MEETING

N. E. Parks Set Comic Book Promotion Plans

NEW YORK, Dec. 10.—Launching of a special promotional comic book for use by major amusement parks was termed a certainty this week by Custom Comics, Inc., with the announcement that orders for the proposed issue received at the Chicago outdoor meetings and this week had hit the three-quarters of a million mark.

The proposed promotional aid won quick favor at the Chicago meetings, according to Francis McD. Culver, publisher's spokesman. At the time orders were placed by John Collins, operator of Lincoln Park, North Dartmouth, Mass., and Mountain Park, Holyoke, Mass., and Henry Bowen, operator of Whalom Park, Fitchburg, Mass. They plan to circulate about a half-million copies.

Culver will meet in Boston Friday (16) with Bowen, newly elected president of the National Association of Amusement Parks, Pools and Beaches; Collins, and a number of other representatives of New England funspots. The round-table discussion will assure a story line acceptable to all major enterprises, Culver said.

2 Units Planned

Publishing plans were changed after talking to parkmen in Chicago, Culver said. Two half-size units in four colors and 16 pages to be sold together are scheduled. The first unit will be designed for distribution prior to and in conjunction with actual park openings. The second is planned as a follow-up unit to be circulated in the lat-

ter part of June. Both will be made available to operators and will be in advance of any scheduled opening, so that distribution can be planned to best aid the funspot involved.

While the story line and color panels will be general, the name and location of the participating parks will be imprinted on the covers while the back cover will be available for any imprinting desired by the participating park, including its sale to advertisers in their area.

Custom Comics entered the outdoor field this year for the first time when it produced a special promotional one-quarter size comic for fairs, and a one-third size booklet for the Steel Pier, Atlantic City. The print order for the fair booklet ran over a million, Culver said.

Set Expansion For Old R.R.

PROVIDENCE, Dec. 10.—The Edaville narrow gauge railroad in Carver, Mass., will be made self-supporting if possible, and any profits will be used to develop the railroad museum, F. Nelson Blount, whose seafood firm in Warren recently acquired title to the property, told public officials and businessmen here this week.

He said arrangements had been made to add another steam locomotive, as well as other railroad equipment and furnishings, of a type rapidly passing from the American scene. The museum, he added, will be advertised nationally.

Guests were taken on a seven-mile railroad tour of the cranberry bog area thru which the line runs. The lights on an elaborate Christmas exhibit were turned on. The railroad opened Saturday (5) and will continue operating thru New Year's. Last year more than 75,000 persons rode the line at a cost of 50 cents for adults and a quarter for children.

Big Auto Assn. Post to Giles

READING, Pa., Dec. 10.—Latest chore assumed by John S. Giles, president of the Reading Fair, is chairman of the highway committee of the American Automobile Association. Giles is also president of the Reading Auto Club and Pennsylvania Motor Federation, and is affiliated with many other organizations. The prominent local florist, 62, will help formulate the AAA's position on all phases of highway construction.

Dineen Aids Girl Singers

NEW YORK, Dec. 10. — John Dineen, operator of the Hampton Beach (N. H.) Casino properties, is sponsoring a girl singing trio, the Hampton Sisters, whom he discovered and developed at his ballroom last summer.

Numerous club bookings in the New England area resulted in the girls devoting full time to their singing. A date at the Palace, New York, is scheduled for late this month.

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New Jersey Resort Set For Mystic Islands

TUCKERTON, N. J., Dec. 10.—A multi-million-dollar recreation center is charted for nearby Mystic Islands, and intentions are for the 1,800-acre tract to contain all the elements seen at shore resorts.

Construction of the resort, at an estimated \$55,000,000 cost, is to get under way this month, soon after demolition people topple the world's eighth largest structure, a 763-foot radio tower. Developers are Orsand Realty & Investment Corp., whose president is Lewis Glorsky.

Plans call for 7,500 homes, more than 70 per cent of them with their own piers and beaches on 16 miles of lagoons. There is to be a wide promenade facing on Great Bay, guarded bathing beaches, dance pavilion, golf, summer theater, and a wide range of outdoor amusement items.

Orsand will convert 1,800 acres of land, covering seven islands and

40 small keys. Many of the amusement elements will be given out to professional operators on rental basis, in the fashion common along the Jersey shore. There are to be rides, games and food concessions, glass-bottom boat trips in the region's rivers and canals, and other amusements.

The location is some 15 miles north of Atlantic City. In its hub is the Tuckerton radio tower, equal in height to a 76-story skyscraper. The tower was operated in 1915 by the Germans who built it and flashed the news of the sinking of the British liner, Lusitania, with loss of 1,153 lives. The U. S. Navy then seized the station. Between World Wars it was operated by RCA Communications, Inc., which sold it to Glorsky's firm.

It is expected that toppling of the huge tower will result in widespread coverage, to publicize the projected resort center.

Cedar Point Installs New Cooler System

CEDAR POINT, Dec. 10.—With the temperature at the freezing point and snow on the beach, E. S. Starr has been busy lately installing air-conditioning equipment in the Fascination Building on the midway at this resort.

Starr is thinking ahead to next July and August when the thermometer registers 90 or more and how pleasant it will be to have cool breezes circulating around the customers and employees of the concession.

William H. Evans, public relations director, said that picnic and convention prospects for next summer look good, with quite a few signed already and more pending. Full facilities of the resort will open June 9. Pre-season opening for the beach and midway are set for Wednesday, May 30 (Decoration Day), and the weekend of June 2-3.

Rap Coney's Housing Plan

• Continued from page 66

gun gallery, Joseph Balzano; refreshments, Nick Kyranos; B. & B. Carrousel, William Bischoff and Henry Breitenstein; pan game, Herbert Jacobs; shooting gallery, Frank Russo; a custard stand, pizza and other food, and Joe and Fred Jacobs' cat rack, loop 'em down, nickel pitch, doll rack, pan game, jet speedway and balloon darts, and the George Brothers' Tic Tac Toe.

Owners of various parcels affected include Henry Breitenstein, Jean Hallen; Joe Bonsignore and son, John Bonsignore; Margaret Armstrong and the Kister family's Children's Amusement Company. One of the buildings has several legal and insurance offices, plus the Chamber of Commerce office.

Site of Landmarks

Former landmarks on the housing development site included old Luna Park, the Velodrome and Thompson's Coaster. Behind Surf Avenue's amusement facade, much of the assembled property is vacant. The Velodrome was the location for years of motorcycle and midget auto racing and prize fight-

ing. Luna Park was built at the turn of the century by Frederick Thompson and Elmer S. Dundy. Its famed structures were razed after the fire in 1945.

The city plans to erect 1,500 apartments in 17 buildings of seven stories each, at rentals of \$21 a room. Twenty-nine acres are in the holdings put together by Trump.

Probable date for the open hearing, it was said, will be Wednesday, December 21. Opposition will be strongly voiced to the development, with amusement people and the local Chamber of Commerce airing their charge that Robert Moses, City Planning Commissioner, is proceeding with a project of eliminating Coney Island's traditional beach-side resort atmosphere. Should the city press its plans, construction could be accomplished in two years.

The development would be the third public housing project at Coney Island, and would be only a couple of short blocks from the new Aquarium, which has been under construction for a year in the Boardwalk vicinity.

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Occupation

FAIR ASSN. MEETINGS

Indiana Association of County & District Fairs, Hotel Severin, Indianapolis, January 1-3. William H. Clark, 360 Walnut Street, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 3-5. Win H. Eldridge, 315 1/2 East Mill Street, Plymouth, secretary.

Massachusetts Agricultural Fairs Association, Weldon Hotel, Greenfield, Mass., January 9-10. Paul Corson, Topsfield, secretary.

Minnesota Federation of County Fairs and Minnesota State Fair, Hotel St. Paul, St. Paul, January 9-11. Harold C. Pederson, 3531 22d Avenue South, Minneapolis 7, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 10-11. Everett E. Erhart, Stafford, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 10-12. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 12-13. Rollo E. Singleton, Department of Agriculture, Jefferson City, secretary.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 14. Robert Turner, Horsehead, N. Y., secretary.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 15-17. Harry B. Kelley, Hillsdale, Mich., secretary.

Georgia Association of Agricultural Fairs, Atlanta Biltmore, Atlanta, January 16. Joe F. Pruett, 550 Riverside Drive, Mason, secretary.

Association of Colorado Fairs, Albany Hotel, Denver, January 16. Forrest F. Hammes, 108 E. Main St., Littleton, secretary.

Tennessee State Fair Association, Noel Hotel, Nashville, January 19-20. L. E. Griffin, P. O. Box 90, Nashville, secretary.

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 19-20. Corbin Green, Hickory, secretary.

Virginia Association of Fairs, (Continued on page 78)

Lethbridge Ex Nets \$16,052 On 1955 Run

LETHBRIDGE, Alta., Dec. 10.—Profit of the Lethbridge and District Exhibition Association on the 1955 three-day fair was \$16,052, it was announced at the annual meeting of shareholders.

Profit on the year's activities was \$6,345, with a grant of \$1,800 still expected from the provincial government.

Capital expenditure for improvements to the grounds and facilities was \$7,486, which came out of the net operating profit, and \$4,567 was spent on ground maintenance.

Exhibition expenditures totaled \$30,748 and included wages and services, \$5,875; attractions, \$14,895; prize money, \$4,824, and general administration, \$5,154.

Revenue Figures

Revenue was made up of ticket sales, concessions, entry fees, advertising in prize list and other items, totaling \$44,294, and provincial and Dominion grants, \$2,495, resulting in a total of \$46,790 and the profit of \$16,052.

The \$6,345 profit on the year came from a total revenue of \$25,896, including revenue from storage rentals, interest, city grants, baseball tournament, sales and exhibition profits. Expenditures totaled \$19,552.

All activities carried out by the Lethbridge and District Exhibition Association during 1955 proved "reasonably satisfactory," Secretary-Manager C. E. Parry said in his directors' report to shareholders. About 25 of the 375 shareholders attended.

Bad Weather

The report stated the exhibition had again encountered bad weather but total attendance at the outside gate was the fourth largest since 1947. Total gate and grandstand turnout was 39,367, an increase of about 2,000 over 1954.

Construction at the grounds included a show ring for sheep and swine, improvements to the sale building and an addition to the capacity of the building's coffee shop, renovation of one of the barns, extension of the drainage system, improvement of lighting in commercial buildings, road improvements, installation of a new power service to the grandstand and construction of rodeo corrals, chutes and pens.

Suggested improvements include: Better building, stable and race facilities, landscaping, grandstand repairs and renovations; added facilities for horsemen, rodeo contestants and show people; new concession space, expansion of midway area, road paving, more fencing and the installation of a public-address system at the grandstand.

Fair dates for 1956 are July 26-28, with KBD Enterprises, Calgary, providing the grandstand show and Royal Canadian Shows the midway. Lethbridge, which broke away from the Class B circuit, will be part of a new circuit embracing Medicine Hat, Alta.; Moose Jaw, Sask., and Swift Current, Sask.

At a meeting of directors the suggestion was made that the 50-cent gate admission be dropped. C. E. Parry, who was re-elected secretary-manager, said the association must operate on the income taken in during the three days of the fair. If the gate fee was reduced to a suggested 25 cents, it would result in a loss of \$6,000. "The 50-cent admission, in my opinion, is necessary and we dare not go back to the 25-cent charge," he stated.

The 1956 president and executives will be elected at a later meeting of the directors.

Winter Haven—Florida Citrus Expo., Feb. 13-18. Phillip Lucey.

Dominican Republic

Ciudad Trujillo—Dominican World's Fair, Dec. 20-Feb. 27.

OPENING-DAY PROGRAM

Dominican Event All Set to Roll

NEW YORK, Dec. 10.—The official opening-day program is expected to draw at least 75,000 people to the Dominican Republic's International Peace and Progress Fair on Tuesday (20). The gates will be thrown open to the public at 2 p.m., following a morning of official ceremonies predominated by Generalissimo Rafael Trujillo and President Hector Trujillo, his brother.

Construction of the vast fairgrounds is virtually complete and all is to be in readiness for the opening day. Many details remain to be worked out but officials expect to handle these with ease as they come up.

Admission prices already announced are 50 cents for adults and 25 cents for children, but it is being considered to boost the price to 75 cents at night. Besides the opening air of festivity, the fair will make use of the Christmas holiday season to promote many gay occasions over the coming weeks.

Trujillos to Cut Ribbon

At 10 a.m. on opening day the guests of honor will assemble at the gates for the arrival by car of the Generalissimo and the President, with their families. They will cut the ribbon to proclaim the fair open, then the entire gathering will go to the Palace of the Administrative Council on the grounds, for blessings of the archbishop.

Following a chief champagne party, the group will adjourn to the Temple of Peace for Mass, then there will be an automotive tour of the fairgrounds.

That night there will be a parade featuring the coronation of the fair queen, who will be the Generalissimo's daughter, Angelita. A grand formal ball will be held at the Water and Light Theatre, which has also been named the Angelita Theatre. Among the fair

facilities is a new 100-room modern structure adjoining the grounds, the Hotel Angelita. Three bands will provide continuous dancing for the ball and there will be a lavish entertainment program.

The public will take part in the parade, escorting Angelita from the official residence in near-by Ciudad Trujillo. There will be fireworks, school and labor marchers, and other elements. Although there is a strong pitch for attendance being made to tourists, a large fleet of buses has been set up to transport the general public from the city to the grounds.

Operating hours for the general run of the fair have been tentatively set at from 9 a.m. to 2 a.m. Many special days will be offered for school children and labor groups. All told, there are some 70 buildings either up or nearly complete on the 125-acre grounds.

Wallace New ESE Treasurer

WEST SPRINGFIELD, Mass., Dec. 10.—New treasurer of the Eastern States Exposition, elected at the annual meeting of the fair's trustees, is Laurence R. Wallace of Springfield.

Wallace succeeds Robert J. Clelland, who was treasurer for more than eight years. The new treasurer is vice-president of Forbes & Wallace, Inc. At the same meeting, 11 new trustees were elected and 27 others were re-elected, all for one-year terms.

Swift Current Nets \$16,006

SWIFT CURRENT, Sask., Dec. 10.—Financial report of the Swift Current Agricultural and Exhibition Association on the three-day 1955 Frontier Days' show records a cash surplus on operations of \$22,279 and a net operating profit of \$16,006.

Cash receipts totaled \$131,222 and expenditures were \$108,943. Weather was unfavorable for much of the three days.

Afternoon shows grossed \$13,345 and evening shows grossed \$13,325, a difference of \$20.

Considerable additions and improvements were made at the fairgrounds during the past year and further expansion is being considered for 1956.

Officers are: President, C. Shirriff; vice-presidents, Mrs. H. Carduner and J. B. Campbell, and managing director, Irving Hansen.

Imperial Adds Auto Racing To '56 Program

IMPERIAL, Calif., Dec. 10.—Big car auto racing will return to the California Mid-Winter Fair here as a feature the last two days of the nine-day fair which opens February 25. D. V. Stewart, secretary-manager, announced.

The full size autos were featured at the below sea-level exposition prior to World War II. During those years, Stewart declared, they accounted for capacity crowds, drawing from nearby Mexico and for a radius of 50 miles.

The Hunt-McCafferty Theatrical Agency of Hollywood will set the stage show, as the booking office has done for a quarter-century, emphasizing a Circus-Daze collection of acts and high performers and a Polynesian Revue. Frank W. Babcock United Shows will be on the carnival midway.

The fair's theme will be "Western Living" with many gadgets for out-of-doors housekeeping. Dick Washburne will again handle publicity and special events.

Nokomis, Sask., Elects

NOKOMIS, Sask., Dec. 10.—Bob Edwards was re-elected president of the Nokomis Agricultural Society. Mrs. Ruby Stevenson is secretary-treasurer and vice-presidents are Bob Shields and Charles Rennie.

WINTER FAIRS

Florida

- Arcadia—DeSota County Fair, Jan. 9-14. A. G. Erickson.
- Clewiston—Sugarland Exposition, Jan. 24-28. Doug Percy.
- Dade City—Pasco Co. Fair Assn., March 1-10. H. A. Gruczynski, Box 248.
- De Land—Volusia County Fair, March 5-10. Lee Maxwell.
- Delray Beach—Florida Gladioli Festival & Fair, Feb. 20-25. R. C. Lawson.
- Eustis—Lake County Fair & Flower Show, March 12-17. Karl Lehmann.
- Fanning Springs—Suwannee River Fair & Livestock Assn., Jan. 18-20. L. C. Cobb.
- Fort Myers—Southwest Florida Fair, Jan. 30-Feb. 4. J. Clyde King.
- Fort Pierce—Indian River Area Youth Show, Jan. 20. M. B. Jordan.
- Largo—Pinellas County Fair, Feb. 28-March 3. J. H. Logan.
- Miami—S.E. Florida & Dade County Youth Show, Jan. 25-29. P. K. Price.
- Orlando—Central Florida Fair, Feb. 20-25. C. T. Bickford.
- Palmetto—Manatee County Fair, Jan. 23-28. W. H. Kendrick.
- Punta Gorda—Charlotte County Fair, Jan. 16-21. Harry Jack.
- Sarasota—Sarasota Co. Fair, Jan. 16-21. Geo. W. Potter.
- Tampa—Florida State Fair, Jan. 31-Feb. 11. J. C. Huskisson.
- West Palm Beach—Palm Beach Co. Expo., Jan. 20-29. Lamar Allen.
- Williston—Levy Co. Fair, March 20-25. O. C. Belott, Mgr., Box 741.

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Fitton Takes Over Mgr. Post At Billings

BILLINGS, Mont., Dec. 10.—Harry L. Fitton, secretary of the Midland Empire Fair here for 21 years, has resumed the post of manager, it was announced at the event's annual meeting here this week. He succeeds Robert (Bob) Finke, who resigned as manager several weeks ago.

C. M. Hoiness, local insurance man, was named president of the fair, and Ray Lathom, a member of the board for 10 years, was elected vice-president. Roy C. Tucker was named second vice-president.

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Occupation

Olson Shows Re-Ink Illinois State Fair

Earl Chambers Books on Three Units; Rotor, Sky Wheel to Be Back at Fairs

CHICAGO, Dec. 10.—The Olson Shows (the former Amusement Company of America) Friday (9) received the signed contract to repeat on the midway of the Illinois State Fair Springfield, in '56.

Paul Olson, general manager of the show, made the announcement here, where he remained following the outdoor convention here last week while awaiting the Iowa fair convention at Des Moines next week. From Des Moines, Olson

plans to go to Louisville, then to Riviera Beach, Fla., to join his wife. In January he and Mrs. Olson will go to England for about a month.

Olson revealed that he is making sweeping changes in the show's backend. He announced booking three shows owned and operated by Earl Chambers. These units, a Monkey Speedway, Glasshouse and Torture Show, were booked on the World of Mirth Shows during the past season.

Olson said that he has closed for the Velare Rotor ride to play at all of his show's fairs. The Sky Wheel, he said, also will be presented at some fairs.

C. C. Groscurth Renamed Prez At St. Louis

ST. LOUIS, Dec. 10.—C. C. (Specks) Groscurth, owner of Blue Grass Shows, was re-elected president of the International Showmen's Association at a special meeting held here Saturday night (3).

Other officers include E. E. (Ernie) Farrow, first vice-president; Hal Eifort, second vice-president; William (Red) McFoy, third vice-president, and W. H. (Bill) Geren, fourth vice-president.

It was announced that the club's treasury had received \$1,030 from a benefit held on Blue Grass Shows in La Porte, Ind., during the summer and an additional \$1,350 was turned in from a Tupelo, Miss., party held on Buff Hottle Shows.

Following the regular meeting a president's party was held, with Mr. and Mrs. Groscurth and Mr. and Mrs. Farrow guests of honor. Following a buffet luncheon, the members danced to the music of Eddie Carewe's orchestra.

Garman Inks 12 Fairs, Celes '56 Season

CHICAGO, Dec. 10.—The Sunset Amusement Company left the Chicago outdoor meetings here with the majority of its dates set for '56. K. H. Garman, owner-manager, announced the closing of 12 fairs, celebrations and still dates, including one new major date, the North Kansas Fair at Belleville.

Prior to the convention, Garman had closed with Iowa fairs at Monticello, Decorah and Webster City, plus the one at Rochester, Minn. All four have been played by Sunet the past four to 17 years.

At Chicago the Oregon, Ill., annual was again signed as was the Morrison, Ill., Fair, the latter for the 23d straight year. Garman also closed for the Bethany, Mo., annual and the Belleville Fair. While here he was notified that Steam Boat

(Continued on page 73)

Spielman Named Newark Club Pres.

NEWARK, N. J., Dec. 10.—Sammy Spielman was recently elected president of the Newark Showmen's Club and was awarded a gold membership card for his efforts in recruiting members, according to Bob McCarthy.

Soon after the election Spielman flew to Nassau, B. W. I., for a brief vacation, accompanied by Sully DeLuccia, president emeritus.

FULL SNELLENS MONIKER IS 24-SHEET SIZE

NEW YORK, Dec. 10.—Gerald Barthomeus Alpons Maria Aloysius Snellens secured a Dominican Republic tourist permit this week, preparatory to leaving by air today for Ciudad Trujillo and the World's Fair which will open there Tuesday (20). The breathtaking monicker was revealed, possibly for the first time, when it was explained that such information was necessary for the completion of such an official document. Gerald, however, limited himself to the euphonious four syllables of his first and last name when he signed his permit.

Detroit Club Skeds Party For 400 Kids

DETROIT, Dec. 10.—The Michigan Showmen's Association will play host to upward of 400 underprivileged children at its annual Christmas party Sunday (18). Max (Wanie) Berkowitz, chairman of the event, announced that in addition to toys and gifts the youngsters would be treated to a program of entertainment.

W. E. Page Adds Elephant for '56

SPRINGFIELD, Tenn., Dec. 10.—Page Bros.' Shows plan to carry an elephant next season for advertising purposes and to perform an act during fair and still date stands. W. E. Page, owner, made this announcement here upon his return to winter quarters from the Chicago outdoor meetings. Mrs. Page accompanied her husband to Chicago.

TURNOUTS BIGGER

Miami Club Slates Busy Social Season

MIAMI, Dec. 10.—Six important events have been fixed on the Miami Showmen's Association calendar for the coming weeks, and increasing attendance at the clubrooms recently indicates a busy social season in store. An estimated 260 members turned out for last Monday's (5) meeting, the first get-together following the Chicago conventions.

Memorial services have been scheduled for next Sunday (18) at the clubrooms, following which the social season picks up steam for a busy month.

On Tuesday, December 20, the annual president's party will be held at the club, as will the

Christmas party on Thursday, December 22, at noon.

The club will be the location of the New Year's party on Saturday, December 31.

Ben Weiss, chairman of the Year Book, and assistant A. R. (Dutch) Whiteside, say early indications are for a very successful effort this year. The annual banquet and ball will be held Monday, January 9, at the Di Lido Hotel, Miami Beach.

The annual picnic will be held the second Sunday in February.

San Francisco Club Elects Fitzgerald

SAN FRANCISCO, Dec. 10.—E. S. Fitzgerald was elected president of the Show Folks of America here Monday night. Four other officers were re-elected along with three other posts being filled.

Fitzgerald, general agent for the Foley & Burk Combined Shows, will serve on a slate with Eddie Hellwig of the West Coast Shows. He was again named first vice-president, Mary Ragan Kanthe, second vice-president, and Louis Leos, also of West Coast Shows, third vice-president. Charlotte

Detroit Fem Club Lists Nominees For '56 Offices

DETROIT, Dec. 10.—The Ladies' Auxiliary of the Michigan Showmen's Association this week named Laura Baker and Margie Mansell as presidential nominees for 1956. Election is scheduled January 9.

Also on the slate are Ann Stone, and Ravel Golo, first vice-president; Tina Wiener, second vice-president; Helen Cook, third vice-president; Gertrude Quist, secretary, and Betty Greely, treasurer.

Polls will be open on election day from 2 to 8 p.m.

Midway Ready for Dominican Fair Bow

CIUDAD TRUJILLO, Dec. 10.—The midway at the Dominican Republic's World's Fair will be ready for full-scale operation immediately after the official opening ceremonies, Tuesday (20), when the general public will be admitted to the grounds.

An opening day crowd of nearly 75,000 is anticipated since the appeal of the fair will be further heightened by the planned ceremonies in which virtually all of the nation's political and other leaders will participate. Americans involved in the operation of the fun zone expect peak attendance opening week both because of the newness of the event and the fact that it is Christmas week, a festive time in this predominantly Catholic country.

A special show is being produced to be housed in the Club 18 tent. Bernard (Bucky) Allen said that Spanish-speaking performers will be used in the vocal and speaking spots. The need for bilingual personnel is not regarded as a serious problem since American operators

have often worked under the same conditions in the French-speaking Canadian Province of Quebec.

Snellens Arrives

Gerald Snellens, general representative of the World of Mirth Shows, which is furnishing all of the riding devices as well as other midway units and adornment, is due to arrive here tonight by plane. He plans to remain about a month and while here will attempt to give the midway an American flavor by incorporating advertising of various kinds with the fun zone units.

A number of independent concession operators have signed thru Jack McCormick. Among them is Eddie Doyle, whose cookhouse operation has been reported doing excellent pre-opening business with the hundreds of persons occupied with putting the finishing touches on the grounds and buildings.

3D AREA EVENT

Set Plans for U. S. Units At Haiti Cele

NEW YORK, Dec. 10.—A third proposed Caribbean event which will be populated by American carnival units was revealed this week with the announcement that Ralph Endy and George MacLean are assembling units for a Mardi Gras to be held on the Palace grounds, Port au Prince, Haiti. A tentative opening date has been set for Thursday (22). The closing is scheduled for February 20.

Endy, retired after long and successful activity in the Eastern carnival field, and MacLean, operator of Funland Park, Miami, said that equipment and needed merchandise would be admitted duty free to Haiti for the government-sponsored event. All equipment

(Continued on page 74)

Manning Jells Southern Dates, Turns to North

MIAMI, Dec. 10.—With four Dixie dates set, the Ross Manning Shows have a solid nucleus for the last half of the 1956 route. While several other Southern dates are expected to be added, including one next week, Manning is already working on fashioning a string of fairs in the North to fill in the first part of the fair season.

The dates already signed include Petersburg, Va., and Rock Hill, S. C., two spots which have been on railroad show routes more often than not in the last decade; Athens, Ga., which has also harbored the bigger units, and Statesville, N. C.

Kansas City Club Elects Clayton, Ellanora Price

KANSAS CITY, Mo., Dec. 10.—Raymond Clayton was elected president of the Heart of America Showmen's Club and Ellanora J. Price president of the Ladies' Auxiliary at the regular election here Friday (2). Rules were suspended following the nominations and all officers were elected by unanimous vote.

Other officers of the men's club include Ted Cory, first vice-president; N. L. Reynolds, second vice-

president; George Chronic, third vice-president; Al C. Wilson, secretary-treasurer; Charles Horn, warden, and George Sargent, conductor. Named to the board of directors were Jess Sandusky, C. B. Cessna and George Campbell.

Other officers of the auxiliary include Dot Corey, first vice-president; Thelma Lyons, second vice-president; Leola Campbell, third vice-president; Ginger Gordon, secretary, and Hattie Howk, treasurer.

MIDWAY CONFAB

Johnny J. Denton advises from Knoxville, Tenn., that he has again been awarded the contract for the Knights of Columbus lot during the forthcoming Mobile (Ala.) Mardi Gras. Conceded to be the second best lot in Mobile from a business standpoint, the tract was used by Denton last year for the first time.

... Mr. and Mrs. Harry Bartlett, who had glass pitches with Johnny's United Shows last season, are back in their home on Cedar Point Road, Mobile, Ala., where they plan to establish a trailer court.

Jim Stutz, former circus agent and operator of a Hitler armored car exhibit last season, has opened a fruit stand on the public square of Mobile, Ala., for the holidays.

PCSA Preps 1956 Slate

LOS ANGELES, Dec. 10.—Candidates for offices of the Pacific Coast Showmen's Association will be announced here Monday night (12) by the nominating committee headed by Harry Seber. Names of nominees will be posted for two weeks, with the election to be held at the meeting December 26. Those elected will be installed January 7 at ceremonies at the Rodger Young Auditorium when the Ladies' Auxiliary will also install their new slate of officers.

The nominating committee for the PCSA includes 10 other members in addition to Chairman Seber. They are Moe Levine, Ted LeFors, Sam Landesman, Eddie Tait, Harry Lewis, Eddie Roth, Louis Bacigalupi, Joe Blash, Ted Condon and C. F. Zieger.

During the time that the names are posted, an independent ticket may be submitted upon filing of a petition.

League Auxiliary Honors Presidents At Annual Party

CHICAGO, Dec. 10.—The Past Presidents' Club of Ladies' Auxiliary of the Showmen's League of America paid tribute to its past executives at the annual party in their honor held Sunday (27) in the Hotel Sherman.

Phoebe Carsky is president of the Past Presidents' Club. Other members honored included Viola Parker, Ann Doolan, Lee Gluskin, Lillian Glick, Margaret Hock, Lucille Hirsch, Delgarian Hoffman, Ida Chase, Frances Keller, Elsie Miller, Margaret Filograsso, Mae Taylor, Evelyn Hock and Mrs. L. M. Brumleve. Guests included May Snobar, queen of the Pacific Coast Showmen's Association contest; Josephine Haywood, Mrs. Harry W. Hennies, Mrs. Virginia Kline, Ethel Wadon and Mae Smith. All past presidents and guests received gifts.

Ann Doolan spoke briefly as did Alice Hennies, Virginia Kline, Josephine Haywood and May Snobar. Delgarian Hoffman won an electric clock and music box.

Garman Inks

Continued from page 72

Days at Winona, Minn., had signed for the sixth straight year, and the Montevideo, Minn., Fiesta was closed by telephone. Sunset had previously signed with the Excelsior Springs, Mo., American Legion for its opening date and the American Legion Fair at Caruthersville, Mo.

Garman also announced that most of the shows' still dates had been lined up and some additional fairs were expected to be signed at the various State meetings.

FOR SALE

King's Fun House built on 28 ft. trailer, opens to 50 ft. front, \$700; also 1952 Chevrolet Tractor for it, \$700. 20x40 Top with Side Wall and Poles, used one season, \$200. Want Acts and Concessions—Bingo for 1956.

TATHAM BROS.' CIRCUS AND CARNIVAL
State Fair Grounds, Springfield, Illinois

... Johnny Adams, former cook-house manager on the Cavalcade of Amusements, is building floats for the Mobile (Ala.) Mardi Gras which opens in early February.

The Malotts, Side Show operators, returned to their home in Indianapolis after attending the Chicago outdoor meetings and reported ordering new canvas and banners from O'Henry for next year which they will spend with James Sullivan's World's Finest Shows of Canada.

Funeral services for Anson Ackley were heavily attended on December 7 at Southern Memorial Cemetery, Miami. William C. Bryant delivered the eulogy and services were conducted by Phil Cook and a Masonic group.

Syd Daniels and Eddie Horwitz have been serving up top-notch buffets following the Miami Showmen's Association meetings, while the chow honors at the National Showmen's Association in New York are handled by Frank (Shrimpy) Rappaport, who has the lunchroom concession.

Isaac (Silent O'Brien) Malitz stopped off at St. Louis last week en route from the Chicago outdoor meetings to Long Beach, Calif. Malitz will spend the winter on the Coast with relatives and will also visit Harry Simonds at his home in Long Beach.

Johnnie B. Williams is working jewelry at the Eagle Drug Store, Prichard, Ala., and J. L. Reed is working grab and candy apples in that city, according to Gracie Lee Williams. ... After closing their Girl Show, Margaret and Wilbur (Whitie) Miller opened at the Thoma-Hawk Bar in Lawton, Okla. Betty Joe Gordon and Patsy Ruth Fry are working there as hostesses. ... Claire L. Gerry, after spending five months in a hospital, is recuperating in San Antonio, where she plans on wintering. She'd like to hear from friends.

Mr. and Mrs. J. W. (Patty) Konlin stopped over in Chicago en route to their Brantford, Ont., home after undergoing a check-up at Mayo Clinic, Rochester, Minn., where they both were pronounced in good health. ... J. C. (Tommy) Thomas, of the Royal American Shows, remained in Chicago for about a week after the outdoor convention, recuperating from ptomaine poison.

Jeanne Nanson Branson, wife of Johnnie Branson, was elected president of the Chamber of Commerce in Parker, Ariz. The town is rapidly becoming a rendezvous for show people, particularly those who like to fish and hunt. Mrs. Branson was recently in Phoenix to attend a State-wide meeting of C. of C. workers. She was accompanied there by Jimmy Lynch, her brother-in-law and a well-known food concessionaire. The Lynches, along with others, including Larry Ferris, Basil (Hap) Young, Alex Freedman, spend the winter at the resort on the east bank of the Colorado River.

C. A. (Curly) Vernon, owner of United Exposition Shows, returned to his home in Bryan, Tex., this week following a successful deer hunt, on which he was accompanied by Charles McCarthy, assistant manager of the show, and J. M. McCurdy, org's concession operator. Vernon advises that he got his two deer on the first morning they were out, McCarthy bagged his two on the second day, and McCurdy his limit of two on the fourth day.

Officers of the American Carnivals Association designated at the recent outdoor meetings in Chicago are Merle A. Beam, president; Ralph Decker, first vice-president; Richard Coleman, second vice-president; Samuel Prell, third vice-president; James E. Strates, associate secretary; Floyd E. Gooding, associate treasurer, and Max Cohen, secretary-treasurer. The directors are Frank Bergen, Curtis L. Bockus, Philip Isser, Sam Levy and Jack Perry. The only change from last year was the replacement of George Whitehead by Strates.

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SLA Auxiliary Installation Well Attended

CHICAGO, Dec. 10. — The Ladies' Auxiliary of the Showmen's League of America installed its officers before a big attendance Tuesday (29) in the Hotel Sherman's Crystal Room. The event was the high point of a busy week of convention activities that included a three-day open house in the hotel's Emerald Room.

Taking office were Carmelita Horan, president; Frieda Rosen, Dorothy Kennedy and Alice Hennies, first, second and third vice-presidents respectively; Evelyn Hock, treasurer, and Elsie Miller, secretary. Margaret Filograsso was special guest of honor, Lee Gluskin read the invocation, Phoebe Carsky served as fesssee and Mae Taylor as installing officer. Sharon Horan filled the post of mascot.

Representatives from other clubs and auxiliaries included Helen Vaughn, Regular Associated Troupers; Virginia Kline, Lone Star Showmen's Club of Texas; Elsie Miller, Michigan Showmen's Association; Lucille Hirsch, Miami Showmen's Association; Egla Sedlmayr, Greater Tampa Showmen's Association; Alice Hennies, Hot Springs Showmen's Association; Virginia Kline, Heart of America Showmen's Association; Frances Berger, Missouri Show Women's Club; May Snobar, Pacific Coast Showmen's Association, and Evie Belew, National Showmen's Association.

Viola Parker, outgoing president, presented gifts to all her officers and committee chairmen. Other past presidents introduced included Margaret Hock, Delegarian Hoffman, Evelyn Hock, Lee M. Brumleve, Ida Chase, Edith Streibich, Phoebe Carsky, Ann Doolan, Lee Gluskin, Elsie Miller, Margaret Filograsso, Lillian Glick, Mae Taylor and Lucille Hirsch.

Congratulatory wires received from Dorothy Packman, Midge Cohen, Etta Henderson, Nan Rankine, John Gallagan, M. Richard Horan, Maurice Ohren and clubs located in New York, Los Angeles, Hot Springs, St. Louis and Kansas City. Speakers included Morris Haft and President Maurice Ohren and Executive Secretary Homer Briant of the Showmen's League of America. Flowers received from Walter Driver and ladies' organizations in Detroit, New York, Tampa, Hot Springs, St. Louis, Miami and Caravans, Inc. M. Richard Horan also sent red roses to the new president, Carmelita Horan.

Lynn, daughter of Phoebe Carsky, entertained as did Ralph (Skippy) Pope. The Ruth Valli Trio also provided entertainment.

Viola Parker, Evelyn Hock and Elsie Miller received gifts from the Auxiliary with Mrs. Parker getting a gold membership card. Katie Eutah won the portable television set; Grace Goss, chafing dish; Ida Chase, electric grill, and Art Frazier, electric grill.

The bazaar, with Carmelita Horan as chairman, was a big success. Refreshments were served by Dorothy Kennedy and Lee Gluskin.

Yule Party

• Continued from page 72

other kid specialties. Jack Zemater will direct the show.

Sollie Wasserman and Tom Sharkey will supervise the boys, while Mr. and Mrs. Louie Berger, assisted by ladies from the League's Auxiliary and Caravans, Inc., will handle the check room. The ladies will also serve the refreshments, which will be supervised by Hy Neitlich. Nat Green will handle the publicity for the event.

Other club members who will assist in packing and other details include Mickey Blue, Jack Kwiet, Paul Delaney, Hank Shelby, Red Sonnenberg, W. J. Goodwin, Andre Dumont, Jack Kaplan, Petey Pivor, Chick Schloss and Noble Case.

CLUB ACTIVITIES

Miami Showmen's Association

1799 N. W. 28th Street

MIAMI, Dec. 16.—The club was saddened to hear of the death of Anson Ackley, formerly a very active member. Services at Southern Memorial Cemetery on Wednesday (7) were attended by Phil Levy, Mr. and Mrs. Don Coulston, Sam Prell, Kitty Glosser, Sam Generallo, Fred Holtzman, Harry Tilner, Conn Weiss, Harry Heisser, David B. Endy, Mr. and Mrs. Marty Weiss, Barney Tassel.

Also, Mr. and Mrs. Michael Roman, Mr. and Mrs. Happy Hawkins, Mr. and Mrs. Max Goodman, Joe Aarons, Sol Cook, Mrs. Rose Hicks, Roy Lollar, Carl Kalansky, Jimmy Finn, Mr. and Mrs. Guy Dodson, Mr. and Mrs. Mel Dodson, William Cowan, Bill Bryant, Lew Lange, Mr. Krewer, Mr. and Mrs. Hom Zolun, Phil Cook, Mr. and Mrs. Tommy Carson, Lola Kockenour, Mr. and Mrs. Al Beck, Mr. and Mrs. Johnny Applebaum, Mr. and Mrs. Lyman Truesdale, Mickey Vagell, Snookie Lorow and Skeeter Lorow.

Saturday night dances have been a big thing with crowds, staying until 3 a.m. Mike Roman is chairman.

The office has membership cards for the following, but cannot deliver them due to insufficient address:

Monte Kelley, Ollie E. Bradley, John Wesley, Edward Fedas, Milton Culpepper, Carmine Longo, Russell Lower, Robert S. White, James Ratcliffe, Carl Glisson, Victor Link, Edward Schneff, Clarence Tate Lunsford, Charles E. O'Brien, Irving Berman, Frances E. Glynn, Frank Stone, Joseph Bartollota, Coley A. Spouse, Robert W. Armentrout Jr., John Polastre, James Rapple, Dallas R. Hammond, Jesse C. Brown Jr., Robert S. White, Sam Jaffee, Joseph Muniz Jr., Harold F. Martin, Irving Bukford, Richard L. Etheridge, Philip Rich, W. W. Setzer.

Also, Teddy J. Geddings, Raymond Sellhorn, Foster C. Keen, Thomas P. Lyons, Ray (Bozo) Cosmo, Joe Hoffman, William Staughton, Joseph Costabile, Abe Nissenbaum, Neil Carr, Theodore Katros, L. I. Thomas, Edward Flaherty, Paul E. Wilder, Herbert Lee Griffen, Harold F. Smith, John J. Kelly, Leonard Bannister, Jerry Bonder and Lawrence R. Nash.

Showmen's League of America

54 W. Randolph St., Chicago

CHICAGO, Dec. 10.—President Maurice Ohren was in the chair at the Thursday (8) meeting. Also on the platform were Al Sweeney, first vice-president; Bernie Mendelson, treasurer; Walter F. Driver, treasurer emeritus; Homer Briant, executive secretary, and three past presidents, Ned Torti, Sam J. Levy and Fred H. Kressmann.

Sweeney reported on publicity breaks the League received during the convention. Nat Green handled the publicity and racked up a large number of newspaper, radio and television scores.

Chick Schloss reported the sick list included Harry Shore, in Mount Sinai Hospital, Toronto; Jack Nelson, Methodist Hospital, Rochester, Minn.; James Hazuk, Toronto hospital; John Rogers, Illinois Eye Infirmary, Chicago. Lou Keller is up and around after a long illness. It was also reported that A. V. Ackley had died in Clearwater, Fla., and was buried in Miami Tuesday (6).

New members are Fred A. Paul, George Lewis, Ralph Adams, Henry Richards, Charles Siegel and Joseph Silver.

Sweeney announced the 10th annual Christmas party for underprivileged children would be held December 18 in the Hotel Sherman. He went on to say that during the past nine years the League had hosted close to 2,700 children at the annual party.

Hot Springs Showmen's Association

710 Whittington Ave.
Hot Springs, Ark.

Ladies' Auxiliary

In the ladies' President Alice Hennies the December 1 meeting was called to order by first Vice-President Ethel Booth. On the rostrum with her were Third Vice-President June Reynolds, Secretary Bonnie Wheatley and Treasurer Irene Ogle. Invocation was given by Junior Ray.

Correspondence was read from Rebecca Castle, who reported her planned December 5 arrival for the holidays. The Miami Showmen's Club auxiliary reported that Rose Kahn would be their representative at our annual installation. Caroline Holt announced a December 4 testimonial dinner in the Majestic Hotel honoring outgoing President Alice Hennies. Installation chairman Billie Owens announced that installation of officers would be held in the Willow Room, Phillips Drive-In, December 11. It will be followed by a cocktail party in the Velda Rose Sky Room and buffet and dancing in the clubrooms. Also on the committee are June Reynolds and Bonnie Wheatley.

Attending their first meeting of the season were Rose Cutler and Jackie Wilcox. Daisy Crites, club mother, spent Thanksgiving in Kansas City with friends. The award donated by Caroline Holt was won by Junior Ray. Ollie Shelford served the buffet following the meeting to members and guests who numbered 100.

Arizona Showmen's Association

216 West Washington, Phoenix

PHOENIX, Dec. 10.—The Monday (5) meeting was called to order by President M. R. Freeman with 55 members present.

Winners in the building fund giveaway were announced in the following order: Bill Watt, Dorothy Crane, B. R. Chilson, C. H. Baker, Sam Ansher and Art Frazier.

Memorial services will be held Sunday (18) at 11 a.m. and the banquet and ball will be held the following day at Cudia Guest Resort. Several parties are also planned after the first of the new year.

Vincent Deady is convalescing in St. Joseph Hospital. He was injured at the State Fair here in November. Margaret Stone is confined to her home with a back injury.

P. W. Siebrand was back from the Chicago conventions. Miss Alma Lansing is a new member. H. W. Siebrand won the weekly drawing. Rose Merrow and Ruby Freeman served lunch to close the meeting.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Dec. 10.—President Bill Green called the Monday (5) meeting to order.

Irving Rubin, chairman of the nominating committee, announced a slate of 1956 officers would be made known at the next meeting. Max (Wanie) Berkowitz reported on plans for the December 18 Christmas party for 400 underprivileged children.

Grace Zeigler and Mrs. Laura Baker appeared for the Ladies' Auxiliary and donated \$100 toward the Christmas party. They also turned over a check for half of the annual cemetery payment, leaving only two more payments due on the plot.

Jack Zeman, Irving Rubin, Ed Burge, Paul Greeley and Green reported on the Chicago meetings where they met Dr. Louis Firestone, Hank Shelby, C. C. (Specks) Groscuth, Eph Glosser, Harry Stahl, Don Elliott and other members.

The annual installation banquet will be held January 11 in the Fort Shelby Hotel with both the

Greater Tampa Showmen's Association

Willow at Carmen, Tampa, Fla.

TAMPA, Dec. 10.—President O. J. Weiss returned here from the Chicago convention in time to conduct the weekly meeting. Also present were Harry Julius, treasurer, and Vernon Korhn, secretary.

George Ringlin reported the sick list included Butch Plas, J. Fedina, William Amberg. Ringlin also reported the death of Anson Ackley.

Maury Brod and Dick Gilsdorf, of the house committee, said that plans were being made to paint the building. Acts from Sammy Paxton's Coral Club again furnished the entertainment for the Saturday night dance, which drew upward of 250 members and guests. Bill Clain reported the ladies had made plans for the upcoming dances, and a covered-dish dinner was to be held Saturday night.

Jack Bright announced the club would furnish entertainment for a party at the local tuberculosis hospital December 14. A band and acts from the area will entertain the patients.

Irish Gaughn announced that toys for the Christmas party should be in by December 15. Bicycles, wagons and plush toys have already been received, he said.

Ladies' Auxiliary

The meeting was called to order by President Hazel Maddox, with six officers and 71 members present. Reported on the sick list were Mickey Wenzik, Billy Hunter and Nell King.

Myrtle Jeter, ways and means co-chairman, thanked the following for fund-raising efforts during the summer: Maude Varner, Bobby Taylor, Betty Christy, Zelda Hercha, Mildred Allen, Bonnie Norman, Ella Stophel, Virginia Schumay and Shirley Fowler.

Esther Young reported on plans for a play and covered-dish supper to be held during the bazaar. Dark horse, donated by Viola Martin, was won by Camilla Hamilton. Refreshments were served by Maxine Cyr.

Texas Showmen's Club

DALLAS, Dec. 10.—President Tobe McFarland presided at the first fall meeting, assisted by Margaret Sandell, secretary, and Roy Cogman, treasurer.

Major action at the meeting was the appointment of various committee chairmen who will supervise activities during the meeting of Texas fair executives to be held here February 2-4. Helen Schafer will be in charge of the snack bar, with Bernice Fain handling the bar and Hattie Longchart Moore chairman of dance arrangements.

Named to the membership committee were Archie Hensley, W. A. Schafer and Ethan Allen. Hostesses will include Ruth Young, Hattie Moore, Pearl Vought and Hattie Mae McFarland. Blackie Fain will supervise supplies.

men's and ladies' clubs participating.

Ladies' Auxiliary

President Frances Moran wielded the gavel at the Monday (5) meeting assisted by Margie Mansell, first vice-president; Marion Fodal, second vice-president; Carrie Dear, secretary, and Grace Zeigler, treasurer. In the absence of Chaplain Laverne Taylor, the invocation was delivered by Betty Greely.

Margie Mansell, entertainment chairman, reported on plans for the joint installation banquet to be held January 11. Mary Beck will be the guest speaker and entertainment will include a floorshow.

Election will be held January 9 from 2 p.m. to 8 p.m. with lunch to be served throughout the day. There was a good turnout for the social and baby shower held November 28 for Marion Fodal. Mrs. Fodal received many gifts and luncheon was served by the kitchen committee under the supervision of Bobby Schultz.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Dec. 10.—M. J. (Mike) Doolan, chairman of the contest, reported on the trip of May Snobar, recently named Outdoor Show Queen of the Golden West, to Chicago at the regular meeting Monday night (5). On the rostrum for the meeting were President Frank Warren, Vice-President Eddie Harris, Treasurer Harry Phillips and Secretary Joe Mead.

Doolan had as his guest for the night George Johnson of Chicago. Harry C. Seber, chairman of the Past Presidents' Night to be held Monday (12), told the group that a special menu for the dinner is being prepared. Entertainment will also be featured.

President Warren advised the group that he would give a watch to the member getting the largest number of new members this year.

Ivan Gilligan was reported confined to the Sacramento County Hospital in Sacramento following injuries received in an automobile accident.

Tony Spring was awarded the door prize.

Set 'Holiday' Danish Dates

COPENHAGEN, Dec. 10. — Richard Stangerup, who handles the "Holiday on Ice" tours in Scandinavia, has started mail-order ticket sales for the ice show's appearances for the tour which tees off January 31.

"Holiday on Ice" schedule for Denmark is K. B. Hall, Copenhagen, January 31-February 28; Fyns Forum, Odense, March 1-8; Aarhus Hall, Aarhus, March 10-21. All previous performances of the icer in Denmark—with one very minor exception—have been advance sell-outs.

FROM THE LOTS

Catlett Greater

HARLINGEN, Tex., Dec. 10.—After playing the regular route of Missouri and Kansas fairs, the show moved into Oklahoma for late fairs and then on to the cotton area of West Texas before uniting with the American Midway Shows for dates in the Rio Grande Valley and fiestas along the Mexican border during winter months.

While playing the Lions Club Fall Jubilee at Brownsville recently, Mr. and Mrs. William C. Catlett, owners, purchased a Mercury. Manager Catlett plans to motor to Tampa where he has a crew converting the Royal American Shows' Ferris Wheels into hydraulic collapsible devices of his own invention. From Tampa he will motor to several fair meetings and purchase another major ride before returning to the show. Opening of the regular 1956 season will take place in Kansas City.—WALTER L. WHITMER.

Haiti Event

• Continued from page 72

will be shipped by boat from Miami.

Equipment will be limited to several major and kiddie ride units plus a number of concessions, including games and straight sales. No shows are planned.

Already scheduled for the general area are the Dominican Republic's World Fair, where World of Mirth Shows and other carnival equipment will soon be in use, and the Cuban tour of the Coney Island Shows.

Principals said that discussions were already under way to explore the possibility of turning the Port au Prince cele into an annual event. The chances are regarded as good in view of the fact that the president's wife is among the sponsors and profits are earmarked for charity.

The Ross Manning Shows played the island several seasons ago. Results were reported good except that the date was overlong.

Marianna Pope Takes Over As Prexy of Caravans, Inc.

CHICAGO, Dec. 10.—Over 100 feminine members of the outdoor show fraternity were on hand in the Hotel Sherman's Crystal Room, Monday (28), to see Marianna Pope installed as president of Caravans, Inc.

The installation ceremonies, the candle-lighting rites and an entertainment program were highlights of the event. Jeanette Hart served as emcee and installing officer. Lucille Hirsch escorted all officers to the platform with Eva LeRoy, outgoing president, first in line. She was followed in order by Lillian Lawrence, treasurer; Wanda Derpa, secretary; Mollie Raymond, Isabel Brantman and Agnes Barnes, third, second and first vice-presidents respectively and then the new president. Mrs. Pope was escorted to the platform by her son, Skippy.

Organ Music

Ralph Pope donated his services on the organ and provided dinner music during the chicken repast. Rev. Marcel LaVoy delivered the invocation. Table decorations, in an autumn motif, were handled by Claire Sopenar, assisted by Ann Sleyster, Helen Wettour and Rose Jarboe. Covered wagons on the officers' tables, in Caravan style, were provided by Jeanette Hart.

Representing many auxiliaries at the candle-lighting ceremony were Lucille Hirsch, Michigan Showmen's Association; Josephine Glickman, National Showmen's Association; Phoebe Carsky, Showmen's League of America; Dolly Young, Greater Tampa Showmen's Association; Ann Roth, Miami Showmen's Association; Claire Sopenar, Heart of America Showmen's Club; Alice Hennies, Hot Springs Showmen's Association; Verna Schantz, Missouri Show Women's Club; Joan Fairly, Heart of Texas Showmen's Association; Helen Vaughn, Regular Associated Troupers. May Snobar, outdoor queen of the Pacific Coast Showmen's Association, lit the candle for that club's auxiliary, and Eva LeRoy, '55 president of Caravans, did the honors for the host club.

Club Mascot

Minnie Simmonds, club mother, was introduced, as was Mae Muscarello, mascot for Caravans, who delivered gifts to the various officers and chairmen from Eva LeRoy.

The entertainment program included a close harmony group called the Sweet Adeline Octet; Marietta Gasparo, dance; Patricia Austin, songs; Connie Sanches, tootap, and Jody Ranall, songs. Ralph (Skippy) Pope danced and Lovey Austin accompanied all on the piano.

Following the program all were invited to the Byfield Room for the bazaar supervised by Pearl McGlynn. Hostesses during the open house included Eileen Cherone, Nora Heglund and Anna Schmidt.

In attendance at the installation and banquet were:

Marianna Pope, Agnes Barnes, Isabel Brantman, Mollie Raymond, Wanda Derpa, Lillian Lawrence, Jeanette Hart, Irene Coffey, Rev. Marcel LaVoy, Mae Muscarello, Frances Berger, Lucy Kunn, Dorothy Gols, Frieda Rosen, Josephine Glickman, Mary Martin, Marie Broughton, Mabel Davis, Betty Broderick, Alice Hennies, Joan Fairly, Josephine Haywood, Hermine Hirsch, Catherine Potenza, Aida McCue, Maxine Wood Kokonas, Lucile Wood, Lucy Metz, Antoinette Rohr, Margaret Davis, Skippy Pope, John Cherone, Ethel Wadoz, Mary O'Hara Smith, Mae Willey, Molly Foster,

Phoebe Carsky, Ann Sleyster, Geraldine Muscarello, Mae Taylor, Pearl McGlynn, Lucille Hirsch, Jeanette Wall, Claire Sopenar, Veronica Potenza, Eva LeRoy, Olga Silver, Minnie Simmonds, Ann Doolan, Mae Snobar, Dorothy Eastman, Sophia Carlos, Gladys Downswell, Dianne Shore, Gertrude Symonds, Margo Perkozak, Dollie Young, Ann Roth, Anna Graebert, Helen Vaughn, Dorothy Rifkin, Mary Thompson, Verna Schantz, Emilie Koch, Edith Meyer, Beatrice Dunn, Elizabeth Stehl, Helen Hoffmeyer, Martha Marts, Helen Wettour, Louise Nuff, Mildred Swiader, Estelle Swiader, Marie Dornfield, Mary Stuzke, Rose Constantino, Mrs. J. Catranbone Sr., Mrs. J. Catranbone Jr., Florence Paese, Violet Cosentino, Ann Coglianesi, Marion Palco, Lucy Peter, Theresa Catranbone, Viola Kosch, Celia Wadell, Eileen Cherone, Genevieve Ceddia, Anne Ginfrey, Marie Heglund, Nora Heglund, Mrs. A. Piferer, Mrs. H. Barnes, Mrs. L. Altman, Ruth Bernauer, Madonna Lesh, Pattiann Sciorino, Mae Sopenar, Rose Jarboe, Anna Schmidt, Nora Heglund, Ella Weinberg, Sally Cartano and Rose Marie Giorgetti.

'AQUARENA'

Fish Tank Set For Tourists In N. Florida

GAINESVILLE, Fla., Dec. 10.—A 166-foot "Aquarena" will be offered shortly to the tourist trade, at New River and State Route 84. Operators of the huge fish tank will be Dr. Grover Davis and Dr. S. J. Wilson.

The pair say their tank, on a 22-acre site, will not be in competition with the Seaquarium in Miami or Marineland near St. Augustine, since their venture will be limited to fresh water fish and wildlife.

Elsewhere on the site, there will be walks thru jungles, orchids, alligators, and concession operations. Some \$150,000 will be spent on development.

The two doctors also operate the Tropaquarium at Sebring, in partnership with A. C. Heacock.

Alta. Rodeo Assn. Elects Guenard, Sets 1956 Dates

CALGARY, Alta., Dec. 10.—Peter Guenard, of Hardisty, was re-elected for a fourth term as president of the Central Alberta Stampede Association at its annual meeting. Francis Courtney is vice-president and Mrs. M. Goodrich secretary-treasurer.

Dates were set as follows: Hardisty, June 8-9; Hanna, June 6; Hand Hills, June 13; Leapark, June 19-20; Wainwright June 22-23; Ponoka, June 30-July 2; Stettler, July 4-5; Benalto, July 26; Bruce, July 25; Drayton Valley, August 4-6; Barrhead, August 7-8; Sandlake, August 11; Imperial Ranch, August 13; Cochrane, Labor Day; Czar, late July.

Trophy winners included: Saddle bronk, Wilf Gerlitz, Black Diamond, Alta.; bareback, Dick Hayens, Madden, Alta.; bull riding, Keith Hyland, Alsask; native steer riding, Albert Laye, Cadogan; amateur saddle bronk, Winston Bruce, Forestburg; calf roping, Wilf Gerlitz, Black Diamond; decorating, Alex Laye, Sounding Lake; wild cow milking, Albert Laye, Cadogan; wild horse race, Orville Strandquist, Stettler; chuck wagon, Hank Willard, Milo; all-round cowboy, Wilf Gerlitz, Black Diamond.

STRONG NAMED

Show Manager Given Tour of N. Y. Coliseum

NEW YORK, Dec. 10.—The new New York Coliseum on Columbus Circle was toured and inspected Tuesday (6) by some 35 of the nation's leading show managers. In charge of the event was the Coliseum Exhibition Corporation, which is managing the huge structure for the Triboro Bridge and Tunnel Authority. It was later announced that Charles W. Strong has been named Coliseum sales promotion director.

Howard Sloane, assistant to the CEC president, introduced the management team which will work with promoters. They include Edward Callahan, of William White and Company, operations and maintenance and consulting engineer; James Walsh, show manager, budgets, show layouts; and Smith, Rose and Company, public relations. Walsh in turn introduced Arthur Smadbeck, CEC president, and William J. Demorest, vice-president.

Progress Report

Progress of construction was reported by John H. Weidman Jr., project engineer for Walsh, Fuller & Slattery Construction Company, who assured the group that the Coliseum will be completed in time for the scheduled April 28 opening of the first three shows: The International Philatelic Show, the International Automobile Show and the National Photography Show, which will be held simultaneously. Estimated attendance for these three shows alone is over a half-million people.

Managers present at the meeting, and the shows they represent, are: Joseph C. Alterman, Theatre Owners of America Exposition; Ralph Becker, Oil Heat Show; Richard S. Bohn and Jacob S. Glauser, Fifth International Philatelic Exhibition; Albert J. Chase and Peter V. Solmo, International Travelrama; Joseph Choate, National Motor Boat Show; William C. Copp, Radio Engineering Show; Robert A. Durk and Hayward S. Cleveland, 1956 International Home Building Exposition—Showcase for Better Living; J. Baumann, National Auto Accessories Exposition.

Also Richard B. Farnham, International Flower Show; Peter Keller, Stamp Show; Wilfred L. Knighton, National Photographic Show; Fred J. Tabery, Instrument Society of America Exposition; Rudolph Lang, National Business Show; Standish O'Neill and Evelyne McCullagh, National Baby and Children's Show; Victor Oristano, New York Sports and Vacation Show; William S. Orkin, International Housewares Show; Charles Robbins, Atomic Energy Exhibit; W. K. Seeley, National Hotel Show; Charles Snitow, First United States World Trade Fair.

Strong is a veteran of some 20 years in the exposition field, having joined Campbell-Fairbanks in 1934. He has handled auto, home crafts, textile dyeing and finishing, knitting, and sports shows in major cities. He will be associated with Walsh and under direct supervision of Sloane, who has been given full responsibility of Coliseum operation. Strong will work with exhibition managers in developing new shows for presentation.

Cowboy Association Re-Elects Vandergrift

CALGARY, Alta., Dec. 10.—Cliff Vandergrift, of Turner Valley, Alta., was re-elected president of the Cowboys' Protective Association at the annual meeting in Calgary. Bill Collins, of Stettler, was named first vice-president, and James Maxwell, of Calgary, was re-appointed secretary-treasurer.

Paid membership in the CPA is now 285, the highest in history. At a banquet and ball saddles, watches, belt buckles and other prizes were presented for the 1955 season.

NEW DEVELOPMENTS:

Snow Cone Machine Has Big Hourly Output

CINCINNATI, Dec. 10.—A new snow cone machine called the Snomatic has been introduced here. Leading features include a hourly output of 900 pounds of shaved ice, centrifugal force principle operation with no pressure on the ice and a separator of the water and ice that produces a white snow that adds flash to the finished cone. The unit, which is just going into production, is 32 inches long, 19 wide and 27 high, and will be available for spring delivery. It is powered by a 1/2 horsepower motor and lists at \$325 f.o.b. Cincinnati.—Gold Medal Products Company, 320 East Third Street, Cincinnati.

Coffee Maker Regulates Strength

SAN MARCOS, Calif.—A coffee maker that uses instant powder and produces coffee in three different strengths—mild, medium and strong—is being marketed here. The unit, which is sized for counter operations, does not need cleaning at any time, according to the manufacturer. It has a tank containing temperature-controlled hot water and a chamber for an brand of instant coffee. When a button is pushed, the water automatically mixes with the powder with selections for mild, medium or strong. The water level and temperature are automatically kept constant and pure water can be drawn for tea or other purposes. Dimensions are 12 inches wide and 17 inches deep.—Barvend, Inc., San Marcos, Calif.

Electric Grill Is Versatile

CHICAGO—An electric grill that is said to produce an average of eight hamburgers every 55 seconds and can also be used for other type foods has been introduced here. Compact in size, the grill operates at 2,400 watts under full load. It cooks meats, fowl or fish on both sides simultaneously which, the maker states, seals in the flavor.—Sherwill Distributors, 1450 West Van Buren Street, Chicago 7

Tenderizer Also Combines

NEEDHAM HEIGHTS, Mass.—A steak tenderizing machine, that also is designed to knit together pieces of steak, as well as combine meat and other foods, is in production here. Maker states that the knives and spacers are self-cleaned while the machine is in use, altho strippers and knife assemblies can be removed for further cleaning and sharpening. Unit comes with a transparent top to permit operator to watch the processing.—Needham Manufacturing Company, Inc., 591 Hillside Avenue, Needham Heights 94, Mass.

Four New Deep Fryers

SHREVEPORT, La.—Four gas-heated deep fryers, designed for varying types of operations, have been introduced by a manufacturer here. One model is designed especially for doughnut frying with a 24 by 24-inch frying area and a 125-pound fat capacity. The three others are for smaller needs with capacities of 15, 35 and 55 pounds fat. Features described by the manufacturer are a valve outlet that permits draining of clear cooking fat, by-passing sediment and a cold sediment chamber with a large opening to minimize scorching and recirculation of sediment.—Frymas-

ter Corporation, 460 Fortson Street, Shreveport, La.

Portable Potato Peeler

NORWALK, Conn.—A portable potato peeler that is said to be capable of paring 100 pounds in less than 15 minutes, is being produced here. Total weight is less than 50 pounds and the unit is built to diversify the tumbling of potatoes, the manufacturer states.—Service Appliance Company, P. O. Box 46, Norwalk, Conn.

Griddle Has Capacity

ERIE, Pa.—A griddle that is said to cook up to 320 hamburgers an hour is being marketed here. The unit, which is 30 inches wide, has a cast iron plate surface heated by enclosed tubular elements arranged to provide even distribution of heat over the entire grid area. Manufacturer points out that the grease drawer holds over a gallon of grease and scrapings.—Griswold Manufacturing Company, 1053 West 12th Street, Erie, Pa

Auditorium Men Set Convention Plan for August

EL PASO, Tex., Dec. 10.—Convention of the International Association of Auditorium Managers has been set for August 15-18, with the possibility of adding August 19 to the schedule.

IAAM members decided at their Denver convention last summer to meet at El Paso in 1956, with C. W. (Chuck) Swan as host member. The dates, however, were left open until now.

The day prior to the national convention will be devoted to meetings according to districts. Don Myers, Fort Wayne, Ind., will be in charge of a trade show in connection with the convention.

Charles McElravy, IAAM secretary, Memphis, announced the dates for the convention after tallying results of voting.

San Antonio Stock Show Sets Features

SAN ANTONIO, Dec. 10.—Entertainment plans are nearing completion for the annual Livestock Exposition and Rodeo here, February 10-19.

Appearing in a feature role with Everett Colburn's Word's Championship Rodeo will be Rex Allen, western star. Also slated for the event are a \$1,000,000 farm-ranch machinery show, exhibition of more than 5,000 head of livestock and horse and rabbit shows.

Icer Dates Corrected

NEW YORK, Dec. 10.—Two dates of the Hollywood Ice Revue run in Madison Square Garden were reported wrong in last week's issue. The engagements will be from January 12-29, and the New York and New Jersey Republican Committees have bought out the show of January 29, instead of the dates reported.

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Polack Unit Ends Tour; Profits Off

Stern Attributes Drop in Earnings To Increased Nut, Elongated Stands

CHICAGO, Dec. 10. — Polack Bros. Circus (Western) concluded its 1955 season Sunday (4) in Charleston, W. Va., which has been the show's closing date the entire nine years it has played there. Attendance was down the first part of the five-day run, but all the weekend performances were capacity except Saturday night when a heavy rainstorm hit less than an hour before show time.

Louis Stern, managing director, said that while new attendance records were set in a few of the larger cities in 1955, this trend did not prevail during the season as a whole. He attributed a drop in earnings in the main to a materially increased nut. Another factor was a lengthening of the runs in several spots where business did not justify this move.

Stern came to the Polack Chicago headquarters from Charleston, as did Mrs. Bessie Polack, who was with the Western unit following the close of the Eastern unit November 12 at Philadelphia. Stern went to New York this weekend for a short visit, then will jump to the Pacific Coast to remain until a week before the opening of his 1956 season January 15 at Flint, Mich. Mr. Polack also will spend some time in California before the Eastern unit opens February 3 at Madison, Wis.

Polack Western played a total of 48 cities in 13 States and one province of Canada (British Columbia). Chicago, as usual, was the longest run with 17 days, and Pasadena was the shortest with a single performance in the Rose Bowl for the Fire Department's July 4 celebration. There were 14 dates of two days each, 11 of three, four of four, six of five, eight of seven and four of 11. Except for Pasadena and two others, all dates were Shrine-sponsored.

New dates on the itinerary this year were Odessa and El Paso, Tex.; Redwood City, Calif., and Ardmore, Okla.

Destinations Told

After the show's close, the personnel scattered in all directions. Mac and Peggy MacDonald went with the show-owned Besalou Baby Elephants to Peru, Ind., where Mac will undergo surgery next week. One elephant is to be eliminated from the herd of six and the act revamped accordingly.

Barnie (Soldier) Longsdorf took a truck load of rigging to Sarasota where rehearsals of Barbett's numbers for the 1956 show will proceed

during the layoff. Barbette, after going first to Sarasota, was to make trips to Hollywood and New York and then return to Florida.

The Dagenham Girl Pipers, after a couple of weeks in New York, will play brief dates at the Green Briar in West Virginia and the Shoreham in Washington before beginning a long run December 22 at Lou Walters' Latin Quarter in Miami. Later they will play a return engagement to the Latin Quarter in New York. It is another unit of the Dagenham Girl Pipers from England that will play a circus date in Paris.

The Pallamedes, the Merkys, Freya Josse and Poly Orea's dogs went to New York to return to their homes in Europe. New York was also the destination of Enzo Fedi (Fedi and Fedi). Harold Barnes visited friends in Binghamton, N. Y., before returning to his home in Miami. Cilly Feindt went home to Burbank, Calif. The Tiebors took their seals home to Tonawanda, N. Y. Albert Ostermaier had a TV date with his horse on "Big Top" in Philadelphia before taking his goats to California. Curt and Melitta Bokvist (Sikorskas and Melitta and Wicons) went to their Florida home.

Christmas Dates

Klauser's Bears went to Cincinnati for a string of holiday dates in that area and are booked for Ed Sullivan's TV show Christmas Day. The Chaludias also had some holiday dates. Rolando went to New

Riding Conleys Quit Bareback, Planning Park

BEDFORD, O., Dec. 10.—The Riding Conleys have announced they are quitting circus business. Jim Conley, head of the family, said they are opening an amusement park on their 105-acre farm near here.

He said that his family is descended from the Famous Melillo Family of Europe and that the family acts have included bareback riding for 55 years. They appeared last season with King-Cole and Von Bros. circuses.

Conley said that the park would include kiddie rides, miniature golf, driving range, picnic area, and animal display. The family recently bought a number of animals and birds for use in their school assembly programs presented during the winter months. They will use about six kiddie rides and three adult rides on the funspot. A big top will be erected for picnic use. The family will continue to operate juggling acts, small animal acts and aerial numbers, all of which will be used in club dates and elsewhere.

Conley said they have sold one bareback horse to the George Hanford Family of riders.

Bergen, N. J., to marry Lilly Yokai, after which both will go to Caracas, Venezuela, for a park date.

Frieda Wiswell went to her new home in Riverview, Fla.; Sarasota was the destination of clowns Lou Jacobs, Harold Simmons and Rudy Docky, and the Sherman Brothers

(Continued on page 77)

Report Beatty Names Reynolds as Manager

Lawson to Have Concession Department; Jacobs-Beatty Contract Not Renewed

CHICAGO, Dec. 10.—Reliable reports came this week that Bob Reynolds, formerly superintendent of props with Ringling-Barnum, will be general manager of the Clyde Beatty Circus.

Reynolds left the Ringling show in the shake-up that took place at St. Paul last summer. The Beatty show was without a manager last season after Art Concello expected to take the post but didn't make the tour. Al Moss, superintendent of tickets, took over most of the manager's duties on the show during the season.

While neither Beatty nor any spokesman could be contacted for

confirmation immediately, the appointment was being discussed in several circus centers during recent days.

Lawson on Concessions

Coupled with it was the report that W. S. Lawson, former assistant manager in the Ringling show, will have the concessions with the Clyde Beatty Circus next season. Lawson also left Ringling at St. Paul last summer.

The Jacobs brothers' organization of Buffalo, N. Y., has held the Beatty concession contract for many years. Beatty staffers conferred with them at Buffalo in late summer about a 1956 deal, but it was learned that no new contract came out of the meetings.

Prior to Concello's tie-in with the Beatty show last winter, the general manager was Frank Orman, who then went to the King show.

Reynolds was with the Beatty show several years ago, and in 1947 he was acting manager for several weeks late in the tour.

Canada Rodeo Assn. Re-Elects Linder To President Post

CALGARY, Alta., Dec. 10.—Herman Linder, of Cardston, Alta., was re-elected president of the Canadian Stampede Managers' Association at its annual meeting.

Fred Johnston, of Grande Prairie, is vice-president for Northern Alberta; Fred Seymour, of Claresholm, vice-president for Southern Alberta, and Irving Hansen, Swift Current, vice-president for Saskatchewan. I. W. Parsons, Calgary, was re-appointed secretary-treasurer. Directors are Mel Courlay, Drumheller; Lou Bradley, High River; Ralph DesBrissay, Swift Current, and Fritz Potton, Hoosier, Sask.

Rodeo dates for 1956 are: Benalto, July 26; Calgary, July 9-14; Cardston, July 16-17; Coleman, July 7; Edmonton, June 11-16; Foremost, June 23; Claresholm-Fort MacLeod, June 30-July 2; Grande Prairie, July 13-15; Hand Hills, June 13; Hanna, June 6; Lardisty, June 8-9; High River, July 4; Imperial Ranch, Byemore, August 1; Lethbridge, July 28-28; Medicine Hat, July 18-21; Ponoka, June 30-July 2; Raymond, June 30-July 2; Taber, May 23-24; Wainwright, June 22-23.

It was agreed cowboys will attempt more rigid observance of rules in chuckwagon races in an effort to reduce accidents and complete abolition of bulldogging was agreed upon.

Crowds Down For New Miller Indoor Outfit

LYNCHBURG, Va., Dec. 10.—Miller Bros. Indoor Circus played to light attendance here Friday and Saturday (2-3). Crowds for a three-day stand at Norfolk, Va., earlier (28-30) also were light, and observers at each spot said light advertising and promotion probably were responsible.

Six shows in Norfolk with Knights of Pythias auspices drew a total of less than 3,000 persons. At Lynchburg the show had two performances on Friday and three on Saturday. The morning show Saturday drew about 750 and the night show pulled 500. Other crowds were smaller. Auspices was the Moose lodge.

In both cases the sponsors and otier said the performance was strong. Show is moving on 10 semi-trailer trucks and equipment is well painted, it was reported. Included are six elephants and the Eddie Kuhn wild animal act, as well as numerous other acts.

RINGLING PRIMES FOR TV PROGRAM

Moves to Quarters After Long Season; Cuban Unit Seen as Next Big Project

SARASOTA, Fla., Dec. 10.—All Ringling attention this week was concentrated on the CBS television show which is to be staged at winter quarters Friday (16).

Show moved into quarters after completing its season December 4.

Plans for keeping the quarters open on a year around basis and for completing a current schedule of remodeling and rebuilding it were announced. Michael Burke said that Frank Lloyd Wright, the famous architect, is to design the new quarters buildings.

After the Friday TV show, which was arranged by Milton Pickman,

the circus will concentrate on readying the unit it will send to Havana for its annual holiday season in the Cuban capital.

Among late-season stands, Fort Myers, Fla. (30), gave half and three-quarter houses. St. Petersburg, Fla. (2), had a half house in the afternoon and a near-full score at night, with good publicity hits.

Gray's Evansville Shrine Acts Named

EVANSVILLE, Ind., Dec. 10.—Acts which appeared at the annual Shrine circus produced by E. R. (Pop) Gray here recently included:

Edderf Troupe, trampoline; clowns; Cimse's Collies, the Saval Canines; Moon Maids (Zoppes), webs; clowns; James M. Cole Elephants; Machinos' novelty horse; Sils (Cimse) Sisters, aerial; Freddie Troupe, teeterboard; clowns; Zoppe Girls, slide for life; Prince El Kigordo, lions; Two Luvas, aerialists; Machinos, acrobatics; clowns; Dieter Tasso, slack wire, juggling and teacups; Alberto Zoppe riding act.

Clowns were Gene Randow, Jack Klipple, Jackie LeClaire, Larry Benner, Ernie Burch, Lew Christie and Joe Madden. Karl K. Knecht was honorary ringmaster.

Canadian Stunt Show Names Curry Asst. Mgr.

MONTREAL, Dec. 10.—J. A. (Jimmy) Curry has been appointed assistant manager of the Congress of Canadian Dare Devils, Ltd., and will manage the organization's two units. Curry is scheduled to attend fair meetings with General Manager Mitchell Robinson this winter.

Disney's Mickey Mouse Circus Layout, Performance Described

ANAHEIM, Calif., Dec. 10.—Midway of the Walt Disney Mickey Mouse Club Circus at Disneyland here has concession stands, two circus baggage wagons and a ticket wagon with gold-leaf trim. Included are ticket boxes and program booths.

Beyond the marquee is a menagerie top and then the new plastic red and white big top. Three rings are placed in front of the permanent seats, and the center ring has a plexiglass arrangement illuminated with red, white and blue. Bandstand near the backdoor has 20 musicians presided over by Vesey Walker. Fred Mullins plays the air calliope in the band and the steam calliope in parade.

Program director is Ted DeWayne, whose DeWayne Troupe is among the performers. Equestrian director is Cleo Plunkett, of the Gil Gray Circus. Jimmy Dodd, of Disney's "Mickey Mouse Club" TV show, is announcer.

Opening spec includes the authentic parade wagons restored by Disney, and end rings are removed to make room for them and the four, six and eight-horse hitches.

Performers include Prof. George Keller and his wild animals; the Mouseketeers, 24 youngsters from the Disney TV show, doing web,

ladders, foot loops and golden whirls, having been trained in this by Jerry DeWayne and with the help of Roy Williams, of the TV show; John Herriott, working Gray's Camels and Llamas; Doll Jacobs and her elephants; Kinko and his comedy car; Fifi chimp act; three dog acts; the DeWaynes and the American Belfords, teeterboard; Clara and Adolph Del Bosq and their dressage horse; Jimmy Reynolds and Dick Byrd seal acts; the Gil Gray elephants, worked by the John Herriotts, with the three bulls colored red, green and yellow; the Flying Alexandrias, casting; and a closing spec. The latter includes a Christmas tree which rises 40 feet out of the center ring and a display of chariots, carriages, wagons, stock and people. Performance runs about 1 hour and 8 minutes and is given three times on weekdays and four times on weekends.

Closing date is January 8. Walt Disney is producer; Hal Adelquist and Roy Williams, staging; Bruce Bushman, art; Bruce Chapman, production; Vesey Walker, music; Chuck Keehne, wardrobe, with much of this coming from Gil Gray Circus and "Ice Capades"; Tommy Walker, management.

Sullivan's Hall of Fame Plans December Opening

SARASOTA, Fla., Dec. 10.—Circus Hall of Fame, built by a company headed by John L. Sullivan, will be opened here before the first of the year, it was announced this week.

The aluminium and glass layout will include a practice area for circus performers and a museum section with circus antiques on display.

Sullivan formerly was curator of the Museum of the American Circus, Sarasota. The Hall of Fame cost a reported \$250,000 and is located on North Tamiami Trail near the Ringling Art Museum, circus museum and home of the late John Ringling.

It includes seven connected buildings on a 4.5 acre site and surrounding a practice area which includes a circus ring and space for rigging.

Plans call for electing circus personalities to the Hall of Fame in a manner similar to that used by the

Baseball Hall of Fame. Sullivan said that only those circus people who have been retired for five years or more may be candidates and voting will be held annually.

Visible from the street is the Two Hemispheres bandwagon, built for Barnum & Bailey's 1903 season and shipped here recently to be presented to the Hall of Fame company by Dr. B. J. Palmer, of Davenport, Ia.

Other displays include a snow cutter made for Jenny Lind, a Tom Thumb coach, a collection of puppets, costumes used by circus greats, a collection of U. S. Navy ships which was once a display on Barnum & Bailey, and a collection of about 30 mechanical exhibits which were used at Coney Island about 1905-1915.

Sullivan's organization said that the opening date had not been definitely set but that plans were to launch the operation sometime in December.

UNDER THE MARQUEE

By TOM PARKINSON

On December 1 Dorrie and Vern Orton (Sensational Ortons) attended Press Day at Ascot, near London, and winter quarters of the Bertram Mills Circus. This is an annual event for the press and serves to introduce to the public, via the press, new circus features. This year Mills touted the December 21 Royal Command Performance. The Ortons celebrated Thanksgiving in true American style and had as their guest Bob Alwin, Mills publicity man. The Ortons are now in rehearsal for their Olympia engagement. Sonny Moore, Litchfield, O., will be on the bill with them at Olympia. He arrived December 13.

Mrs. Bessie Geddis, wife of the late George Geddis, of the George and Bessie Geddis aerial act, reports numerous floral offerings from personnel of the Tom Packs Circus at the recent funeral. There were tributes from Jack LaPearl, Jack Harrison, Arden Beecher, Jimmy Davidson, Tito Flint, Charles Allen, Al Antonini, Joe Madison and Bill Mims.

Albert and Judy Spiller (Spiller's Seals) are booked for the winter with Atayde Circus, Mexico City. They departed from headquarters in Tarpon Springs, Fla., December 3 for Laredo, Tex., where they arranged for customs, shots, etc., before entering Mexico.

Dr. Everett Nelson, Milwaukee fan, recently visited with Bill Kay, Polack Bros.' Eastern promotional director, who was in Madison, Wis., to make arrangements for the show's 1956 opener there at the Fairgrounds Arena. Stanley Shaw, of Kay's staff, also arrived in Madison after spending a five-week vacation on the pecan farm of Jake and Sarah Petmecky in Valdosta, Ga. The Petmeckys and Izzy Besser drove Shaw to Madison.

Delegation from the King Bros. & Cole Bros.' Circus in Chicago this weekend included Arnold Maley and Floyd King, along with Red Larkin. They were to be in Peru, Ind., during the weekend and then back in Macon, Ga.

An M-G-M television program Thursday (8) included a rerun of an old Pete Smith short subject about the Cristiani Family. The movie was made years ago and showed simultaneous backward somersaults from horse to horse by three members.

Si Rubens, former owner of Rogers Bros. and other circuses, is in the real estate business in Fort Myers, Fla.

At the Atwell Club, Chicago, Friday (9) were Floyd King, Red Larkin, Red Sonnenberg, Nat Green, Paul Delaney, Bernie Mendelson, Justus Edwards, Al Sweeney, Harry Duncan, Dave Friedman, George Flint, Harry Bert and several regulars. Club now meets in the restaurant in the new Greyhound Terminal on Randolph Street.

Polack Tour Ends

Continued from page 76

went home to Bellevue, Ky. Clown Charley Cheer left two days before closing for Disneyland, and George J. Keller and his wild animals went to that spot after Springfield, Ill., missing the final dates of the season.

Bee and Gwen Carsey went to their home in San Antonio, and Sammy Steffan to Richmond, Va. Edith Boyd, who filled in at the organ the last two months while Wally Newbury was on sick leave, went to St. Petersburg, Fla. Newbury went home to Norwich, Conn., after recuperating in Denver and is to return to the show in 1956.

George and Opal Paige went to their home in Sacramento, and Ross Paul, after a brief stop in Peru, Ind., went to his home in Inglewood, Calif. Justus Edwards is in Chicago.

Capt. Niels Mikkelsen, Danish high school rider, was badly mauled by five tigers November 25 at winter quarters of Circus Benne-weiss in Dronningmølle. He entered the cage while Manfred Benne-weiss was rehearsing the cats and was instantly bowled over. Benne-weiss and assistant, Knud Christensen, drove off the tigers. The hospital reported the rider's injuries as extensive and severe but not vital.

Tommy Hanneford was in Chicago this week. . . . The Hanneford Family Tent of CFA, Elgin, Ill., is planning a Christmas party for December 14. . . . Clown lineup at Disneyland includes Charlie Cheer, Dick Doud, Billie Burke, Lew Kish, Jack and Ruby Landrus, Mingo and Harry Ross, along with Kinko and his clown car.

Johnny Fulghum, advance man with various shows, caught the Miller indoor show at Richmond, Va., and visited with the Millers, the Franco Richards and Red Maynard. . . . George D. Hensley, show painter, is wintering in New York. . . . Bob Taber, of Riverside, Calif., caught the Mickey Mouse Circus at Disneyland and chatted with Ted DeWayne.

Junior Clark, Red Oak, Ia., Chamber of Commerce secretary, who produces a Christmas parade unit, was featured in a story carried by Des Moines Register December 4. . . . Members of Mills Bros.' Ring of the Circus Model Builders met Sunday (4) with M. M. Hoon, Canton, O.

Joe and Eva Lewis, back in Sarasota after making Orrin Davenport's fall dates, went to Fort Myers to see Ringling. On the way they stopped off at the Hanneford Courts at Osprey and visited with troupers there. Lewis will be with Davenport in January, and Mrs. Lewis will stay in Florida. . . . Among those around Sarasota are Eddie Ward, Brownie Gudath, Baghoni, and Harold and Gracey Genders.

Ray DeSautelle is recuperating in Pasadena, Calif., and writes he would like to hear from friends on Hagen Bros. . . . Roy Barrett reports he is wintering again in New Orleans after playing the Houston and Fort Worth dates.

December 3 issue of Saturday Evening Post carried a yarn about the U. S. Animal Quarantine Station and it mentions an okapi which was en route to Brookfield Zoo in Chicago. That would be the Ringling okapi which is putting in a year's quarantine at the zoo, it's pointed out by Richard Reynolds, of Atlanta.

Orlo H. Spartan, who is wintering at Granite City, Ill., visited Dolly Varden, star circus performer of some years ago. She is in City Hospital, St. Louis, and Spartan writes that nurses will read her mail for her. She is critically ill.

Florence Perez, who was with the Loyal-Repenski Family, now is

with the Raytheon Company in Chicago making TV parts. Her daughter-in-law, Zefra Loyal Perez, and granddaughter, Dolly, are among those going to Cuba for Ringling.

John M. Kelley, former Ringling attorney, takes issue with a recent article about an old Ringling project near Holt, Fla., and points out it was the work of Richard T. Ringling, that neither John Ringling nor John Ringling North was connected with its construction or disposal.

Ned Russell recently completed an engagement with his miniature circus at a Santa Claus exposition in Buffalo. . . . Robert Eagle, who was with the Flying Nelsons, is in the Atlantic City hospital. . . . Karl Cartwright caught Miller Bros.' Circus in Norfolk, Va., and says he thinks the show deserved better business there and better comment from a reviewer.

Byron and Thelma Gosh, Joe and Martha Smiga, Ward Hall, Harry Leonard and PeeWee Pete caught Ringling. Most of them also visited on the King show. They are with Gosh's All-American Indoor Circus, where Hall reports he and the Leonards are doing juggling and knife throwing. Business has been satisfactory.

Francis and Elsie Kitzman visited on the West Coast and in Chicago before returning home to Rochester, Minn., where she was to undergo an operation. They are going to Florida for the winter.

The Los Angeles CFA group, made up largely of former troupers, has elected Joseph Scharoun president; he was treasurer with Bud Anderson Shows and others. Doris K. Chipman is vice-president, and Mrs. Lyman Sheldon is secretary-treasurer, while Harry Chipman is publicity chairman. Among those attending were Mrs. Bob Mathews, formerly of the Nelson Family; Harry Chipman's mother, who trouped 48 years; Joe Applegate, Beatty show's boss canvasman and 56 years a trouper; Olga Celeste, retired animal trainer; the Del Wentworths, Boise, Idaho, fans; Don Francis, San Francisco fan; the Bob McDougal family, Boston fans; the Bob Downies, of Downie Tent & Awning, Jimmy Brodine; Lillian St. Leon, of the old St. Leon riding act; the Bob Tabers, animal trainers, and the George Perkinses, who just returned from a Hawaiian date with their Funny Ford act.

Norman (Luke) Anderson, who trouped a hippo and baby elephant this season, and Jack Turner, agent, have been making the show stops in the Southwest, including Hugo, Okla., winterquarters; Shreveport, La.; Hot Springs, Ark., and Joplin, Mo.

Sarasota Chamber of Commerce was distributing 8,000 tickets for the telecast December 16 of the Ringling Circus via CBS. . . . Art Bitters, Kelly-Miller publicity director, is in Tampa and plans a trip

to Chicago and Milwaukee. He and Eddie Jackson caught the Ringling show at Tampa. Eddie, formerly with Ringling, is wintering in Tampa. Jim Crews' snipe plant had considerable Ringling paper on its Tampa boards. Phil Garko, of the King-Cole Circus, also is wintering in Tampa.

Eddie Jackson, old-time billposter and press agent, is in Akron, O. . . . E. C. Burlingame, who had Burling Bros. out this season, is in New Martinsville, W. Va., for the winter. . . . Red Rumbell, former K-M pie car manager, is in Houston. . . . Eugene C. Scott is wintering in Texas.

Ward Hall, Harry Leonard and Lord PeeWee caught Ringling at Columbus, Miss., and King-Cole at Troy, Ala. . . . The Leonardo Troupe, knife throwers, and Ward Hall & Company, jugglers, are with Byron Gosh's All-American Indoor Circus. . . . R. A. Miller's indoor circus is contracted to play Ronceverte, W. Va., and Pikeville, Ky., both of which were formerly played by Byron Gosh.

Tom Parker, of Clyde Bros.' Circus, passed thru Chicago recently. . . . Harold Dunn has his miniature circus at the Carson store in Chicago until Christmas. . . . Johnny Fulghum and Joe Sauer caught Ringling at Raleigh and visited with Emmett Kelly, Albert White, Jimmy Armstrong, and Pat Valdo.

The Sensational Eriksons were guests of Fritz and Betty Huber, of the Sensational Kays, at their Houston home during the Shrine show there. The Hubers and Eriksons gave a surprise birthday party for Johnny Gibson and also a dinner party with the Four Honeys and the Three Goetichs. After Fort Worth, the Eriksons will head for Tampa.

Irah J. Watkins closed with Hamid-Morton Circus in Atlanta. He has bought a pony from Bill Bushbaum and will have chimps working a pony act in 1956. His chimp act couldn't make H-M's date in Boston because of a previous booking in South America. They were flying south from Miami about November 24. Going, too, are Sylvia Watkins and her poodle act, Patricia Watkins and Fred Bates.

Rodeo Assn. Names Seymour

HIGH RIVER, Alta., Dec. 10.—F. B. Seymour, president of the Claresholm, Alta., rodeo, was elected president of the 10-member Southern Alberta Rodeo Circuit at its annual meeting. Mel Depew, of Raymond, was named vice-president, and Bert Gibb, of Cardston, was returned for a seventh term as secretary-treasurer. Herman Linder, of Cardston, was re-elected general manager, a post he has held since the origin of the circuit. Tentative dates set for 1956 rodeos are: Medicine Hat, July 19-21; Taber, May 23-24; Raymond, June 30-July 2; Coleman, July 6; Cardston, July 16-17; Lethbridge, July 26-28; Claresholm, June 30-July 2; High River, July 4.

An application to join the circuit was received from Moose Jaw and Swift Current, Sask., but it was turned down because of conflicting dates.

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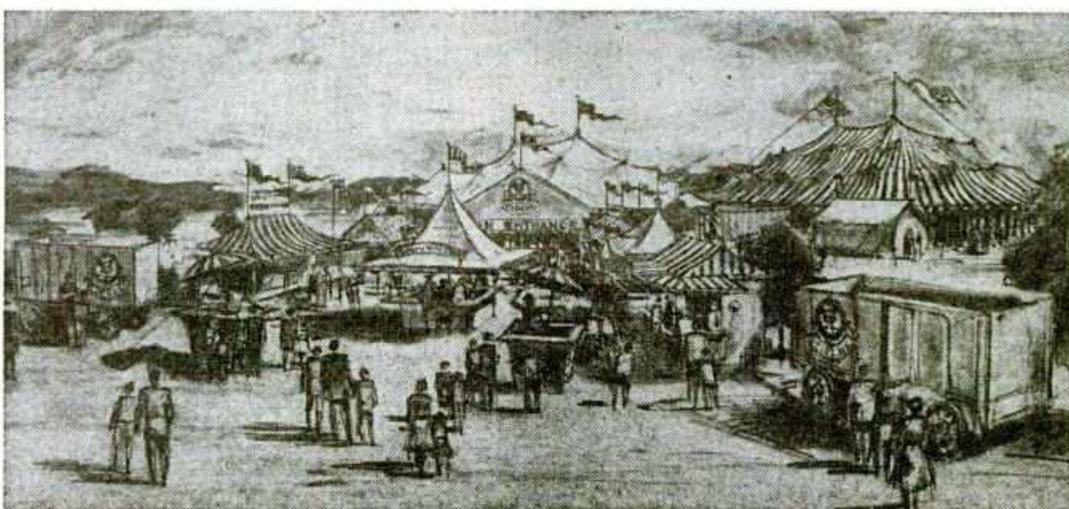
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MIDWAY OF DISNEY'S MICKEY MOUSE CLUB CIRCUS, shown above in an artist's conception, includes juice joints, novelty stands and booths for tickets and programs. Beyond marquee is the menagerie top and big top. Show features professional acts, including several from the Polack and Gil Gray shows.



SKATARENA OF SINKING SPRING, PA., was the scene recently of the second annual old-timers' roller skating party. Included in the group were these skaters, all set to take a couple of spins around the rink. Left to right: Frank Klopp, 53, former amateur world speed champion; George Saeger, 55; Warren Gehret, 38; Warren Rohrbach, 67; Jesse Carey, 81, former marathon champion; Edwin H. Moyer, 62; Francis Mueller, 43; Lutz Wentzel, 38, and Jim Waldorf, 46.

New Entries Bring Fordham Field to 18

NEW YORK, Dec. 10.—In addition to the already impressive list of entries in the Fordham Roller Skating Palace marathon, several new entries have been received, manager Jim Ferris reports. The race will be held next Saturday (17) and wide interest has been stirred up in the city and environs.

Latest entrants are Earl Wilmot, of Melody Skateland, Richmond, Ind., 1955 American senior men's speed skate champion; Horst Lichtenberg, of Oswego, N. Y., unattached; George Poukamissas, of Eastern Parkway, Brooklyn; Don Calvano, of Empire, Brooklyn, member of the 1955 American championship men's relay team; Robert Johnson, of Richmond, Ind., and Al McCarthy, of Empire, Brooklyn.

These new entrants bring the field to 18 skaters.

Mount Vernon Widens Lead In AOW Racing

ELIZABETH, N. J., Dec. 10.—Rolling up 16 points in competitions held December 3 at Hackensack (N. J.) Arena, the Mount Vernon (N. Y.) Arena Racing Club took a commanding lead in the Northern Division of the American on Wheels chain's inter-rink racing league.

Second-place Twin City Arena, Elizabeth, remained within bailing distance by taking 10 points to run its season's total to 54, 20 behind the front runner. Boulevard Arena, Bayonne, N. J., slumped, taking only 6 points for a total of 46, and dropped to fourth place. Ten points won by Paterson (N. J.) were good enough to move that aggregation into the third slot with a season's total of 48.

Remaining teams in the league are headed by Florham Park (N. J.) Rink; Capitol Arena, Trenton, N. J., and Hackensack (N. J.) Arena, each with 32 points, in a tie for fifth place. Trailing the pack is Levittown (L. I.) Arena, a newcomer to league racing, with six points.

Competitions resume Saturday (17) at Paterson.

The three teams in AOW's Southern division are closely bunched and standings could easily be changed at the close of tonight's competitions to be held in National Arena, Washington. National currently holds the lead with a season's total of 76 points, but is closely pushed by the speed club of Alexandria (Va.) Arena, which has a score of 72. In the third slot is Bladensburg (Md.) Arena with 64 points.

Y'ALL COME

RSROA '56 'American' To Richmond

DETROIT, Dec. 10.—For the first time in years the Roller Skating Rink Operators' Association will move south for the 1956 American Championships thru the award of this major annual skating event to the Richmond, Va., Arena.

Decision was made by the Board of Control at the semi-annual meeting held at the Hotel Statler here. Never before has the RSROA meet penetrated so deeply into the South.

Dates for the Richmond meet will be July 26-August 3. The national convention of the RSROA as well as the national conference of the affiliated professional organization, the Society of Roller Skating Teachers of America, will be held at the same time.

Decisions on award of State and regional championships and the approval of two new regions were also made at the meeting here, in addition to other association activity, to be reported in detail later.

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ROADSHOW REP

Two ex-repsters, **Johnny Finch** and **Ted Edlin**, renewed acquaintances at Nashville when their presence at the fourth annual disk jockey convention, held there last month, was made known to each other by their mutual friend, **Bill Sachs** of The Billboard. Edlin and Finch tramped in rep together in the late '20's when Finch's father, the late **James D. Finch Sr.**, had an under-canvas aggregation touring Illinois and Indiana territory. Both are now operating in the country and western music field. Finch is **Tim Spencer's** special promotion man for the popular RCA Victor western music favorites, the **Sons of the Pioneers**. Edlin, at WSM, Nashville, is a personal manager of **Hawkshaw Hawkins** and **Jean Shepard**.

Henry Lavine writes from Ottawa that he will have a short-cast version of "Uncle Tom's Cabin" ready to book into Canadian eating spots around the first of the year. Says Lavine: "I don't

know just how it will take in the Dominion, but if it doesn't catch on I will move to the States. The bill is **E. F. Hannan's** version of the old-timer, one that Lavine has used in the past. . . . The **Wonson Trio**, a dramatic and musical family trick, will make a Wilmington, Del., to California, trek before long. The trio will take on sponsor dates as it has twice in the past. **Alex Wonson** said that a leisurely trip across the country is planned.

Homer George pens from Caldwell, Idaho, that he and his wife have been working sponsored and school dates in that area, but have been up against intensely cold weather. As a result they plan to work their way toward the South.

Frank Currier, who is busy with several amateur minstrel promotions in Essex County, Massachusetts, says that "it's a little harder than it's been in previous years and it is possible that I might quit burnt cork for a spell and work on some old-time melodrama promotions." Currier reports that he has had one fling with melo. That was last spring when he did one show in New Hampshire with "Love in the Hills." "It's gotten so that most folks these days don't appreciate the cork o'pry no matter how good it is," says Currier. "Then, again, it's hard to get local talent that can really sing, and you've got to have at least one good one in the show or it will flop. The amateur **Resse Prossers** are seldom found nowadays," Currier concludes.

Fair Assn. Meetings

Continued from page 71

Patrick Henry Hotel, Roanoke, January 22-23. **William E. Finch**, Fairgrounds, Riverside Drive, Danville, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 22-24. **Clifford C. Hunter**, Taylorsville, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 23-25. **H. C. McClellan**, Arlington, secretary.

Western Canada Association of Exhibitions, Royal Alexandra Hotel, Winnipeg, January 23-25. **Mrs. Letta Walsh**, Bessborough Hotel, Saskatoon, Sask., secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 25-26. **Roy E. Symons**, Skowhegan, secretary.

Pennsylvania State Association of County Fairs, Lyncoming Hotel, Williamsport, January 25-27. **Charles W. Swoyer**, 522 Court Street, Reading, secretary.

Kentucky Association of Fairs & Horse Shows, Kentucky Hotel, Louisville, January 26-27. **L. Doc Cassidy**, State Fairgrounds, Louisville, secretary.

North Dakota Association of Fairs, Clarence Parker Hotel, Minot, January 26-28. **A. D. Scott**, Box 68, Fargo, secretary.

Oklahoma Association of Fairs, Student Union Building, Stillwater, January 27-28. **Vera G. McQuilkin**, P. O. Box 3898, Oklahoma City, secretary.

West Virginia Association of Fairs, Daniel Boone Hotel, Charleston, January 28. **James T. Hetzer**, 307 Bank Arcade, Huntington, secretary.

Western New York Fair Managers' Association, Buffalo, January 28. **W. Howard Vanderhoef**, Hamburg, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 29-31. **Clifford D. Coover**, Shelby, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 30-31. **James A. Carey**, Department of Agriculture & Markets, State Office Building, Albany, secretary.

Mississippi Association of Fairs & Livestock Shows, Robert E. Lee Hotel, Jackson, February 1. **J. M. Dean**, Jackson, Miss., executive secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 2-4. **Bob Murdoch**, Blackstone Hotel, Tyler, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, February 6-7. **Leonard T. Barnes**, P. O. Box 907, Little Rock, secretary-treasurer.

Association of Connecticut Fairs, Terryville High School, Terryville, March 17. **Joseph C. Bartlett**, North Haven, secretary.

DRIVIN' 'ROUND THE DRIVE-INS

J. L. Wyche has started work on a \$120,000 drive-in at Longview, Tex. It will have a capacity of 600 cars. There will be a cafeteria-style concession building, a large playground for children and a central heating system for cars. . . . Another incident of sharpened wire being strawn around a San Antonio drive-in is under police investigation.

Leroy & Company has purchased the **King Drive-In** from **F. W. Zimmerman** as well as the **Texas and Palace**, now owning all the theaters in San Marcos, Tex., except the **Hays Theater**, which the company has leased. . . . **Irving Cohn** has been appointed director of drive-in theaters for the **Jefferson Amusement Company**, Beaumont, Tex. Cohn was formerly purchasing agent in charge of the storeroom which serviced all Jefferson theaters.

Drive-in theater operators may get an idea from a school children traffic safety program, now in its third year at the **Newington (Conn.) Theater**. **Walter Kordek**, manager of the theater, sponsors a safety program in co-operation with the police department. Each week theater passes are awarded to elementary school youngsters who have been outstanding in obeying traffic safety rules, in the opinion of observing police officers. Suburban news columns of the Hartford newspapers carry the winning names each week.

Art Jennings, manager of **Manchester Drive-In**, Bolton Notch, Conn., has been named winter relief manager for the **Menschell-Calvo Coresci** theaters, Hartford. . . . **George E. Landers**, Hartford, Conn., division manager, **E. M. Loew's Theaters**, and **Mrs. Landers** leave after Christmas on a vacation to California. They will visit their son-in-law and daughter, **Dr. and Mrs. Ben Vicas**, in San Francisco, and then go on to Los Angeles.

Maurice Greenberg, Hartford, Conn., theater owner, and his son, **Leonard**, have disclosed plans for a \$25,000,000 industrial development in suburban South Windsor, Conn. The project will consist of modern one-story light manufacturing and warehousing units, all buildings to be designed and constructed for tenants.

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MERCHANDISE TOPICS

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

Ace Toy Company, 122 West 27th Street, New York, is making a new plush toy which is said to be ideal for Easter as well as the rest of the year. Called the Quack Duck, the item measures 8½ by 11 inches. It is cotton-stuffed and has a head that quacks when squeezed. American made, the quack will last as long as the life of the toy, Ace claims. The toy is made to retail for \$1.98, but the price to the trade is only \$14.40 per dozen. Ace requests that jobbers inquire about low discount prices and free literature showing a complete East- and year-round line.

Jiffy Enterprises, Inc., 150 North 13th Street, Philadelphia 7, announces new low prices, effective immediately, on Jiffy picture hangers, making them available to consumers at 19 cents per package of six instead of the former price of 25 cents. Volume sales have made the reduction possible. Jiffy hangs pictures without nails or hammer. Write for the firm's new deal.

The Lambs, Ltd., 1125 Florence Avenue, Evanston, Ill., has introduced a new sachet item which is expected to achieve a lot of popularity. Called Tiny Perfume Toppers, this item is a circular plastic box 1¼ inches in diameter, ¼-inch thick and with a screw top. You saturate the pellets with just a few drops of your own perfume. Tiny Perfume Toppers retail for \$1, postpaid, including plastic case, and are available with plain pellets or already saturated in a choice of five aromas.

The housewife has a helper in the Home Reminder, a bulletin board which goes neatly into kitchens, study, etc. At the top of the Reminder is a grey-black area that serves as blackboard and a magnet board for small papers. Below are two pads of paper. Below that and

on the sides there's an area for hanging big papers. You also get four magnets, hanging tees, replaceable pencil on ball chain, chalk, three extenders, two wall screws and two boards. It retails for \$3.98. Prize users are urged to write TV Home Products Company, Box 5, Orange, N. J., for quantity prices.

Earl Imports, Box 287, Lebanon, Pa., reports strong sales of its new Mexican reversible bag. Made of leather thruout, it has five compartments, three with zipper. All you do is turn the flap around and have a different color bag. It comes in tan and natural, dark brown and natural, red and natural, and black and red shades. Size is 7 inches by 10 inches. It retails for \$22.95. A sample is \$15.95. Dozen orders cost \$165.

If you can use reprocessed factory original watches of nationally advertised brands like Bulova, Benrus, Elgin, Gruen, etc., then you should write to John A. Hyatt, 1229 East Cooper Drive, Lexington, Ky. He claims his watches are indistinguishable from new and offers them on a 30-day money-back guarantee. Fifteen-jewel watches are \$8.45 and 17-jewel watches are \$9.95 each. They come with original gold-filled expansion bands for 95 cents extra. Send for the firm's free catalog.

Those who can move cosmetics should write to Goodier, Department BB, 400 North Bishop, Dallas. The firm has one of the most complete lines offered. Hundreds of attractively packaged perfumes, colognes, sachets, cosmetic sets, etc., are priced low enough to allow strong mark-ups. Goodier reports one of its most successful seasons, which indicates wide acceptance of the line.

PIPES FOR PITCHMEN

By BILL BAKER

THIS BUSINESS . . . about the old seven-in-one scope has become almost as controversial a subject as the one about the actual coloring of a zebra. The following info is offered by Nat K. Morris, of the N. K. Morris Manufacturing Company: "Just read the bit by James E. Miller. I agree with him about Al Glover and Al St. Matthews being great scope workers, but I am surprised to read that he never heard of the seven-in-one scope. First of all, it came from Germany, not France. The item you describe and worked by Glover and St. Matthews is correct, but that was altogether a different item than the seven-in-one. Miller is referring to a microscope with a brass casing used to examine minute particles. The seven-in-one scope consisted of a frame, at that time made of celluloid, with four folding lenses, two large convex and two small concave lenses. When all four were opened it could be used as a telescope and it could be adjusted to vision. It also contained a reading glass, microscope, compass, mirror and a laryngoscope. I still have some and, what's more, when I was a kid I pitched them on the Boardwalk at Asbury Park, N. J., with Lionel Hirsch and at the fairs with Big Ed Williams. We sold them for 50 cents and they were sensational. They were imported by Burke Bros. Many oldtimers remember them. It's a funny thing that I ran across this Pipe from Miller because it so happens that I have been working over eight months on this item. My molds are almost completed and should be ready soon. I intend to revive this item and I know that it will be sensational again. Sure it's funny that this argument came about and all the time I have been building

molds to produce it at a right price so that the boys can do well with it."

CHIEF GREY FOX . . . posts that in addition to stuffing his kisser with turkey on Thanksgiving Day he spent quite a bit of his time cutting up jackpots with some of the boys who are presently hanging out in the vicinity of Ruskin, Fla. The Chief reports that he just completed a pretty successful season. He also says that George and Byron Beaver are in for the winter.

E. C. PARDEE . . . pens that he's been working sheet in and out of Morristown, Tenn., with a couple of his old friends, Mr. and Mrs. Jimmie Wilson. If things go okay he intends hanging around that neck of the woods until Christmas. Pardee wails: "What's the matter with the Forkner brothers, Mr. Kohler, Speed Mangrum, Horace Braziel and Brother Wiley? Let's hear from you boys."

MATT LINN . . . pens that while sneaking thru Albuquerque, N. M., recently, he saw the Professor from Boulder, Colo., working Julienne cutters and gyroscopes in one of the stores. In another spot, right across the street, who does he see but Mr. Stickle, the man from Georgia, working dancing dolls. Linn says that he couldn't figure out just how the boys were doin' because the weather on that particular day was pretty much on the stinkeroo side. Stickle wonders if J. C. still has his overcoat.

WORD REACHES US . . . that Peejay Ringens is thinking about framing a snazzy and unique med show. We'll be looking forward to hearing more about this deal.

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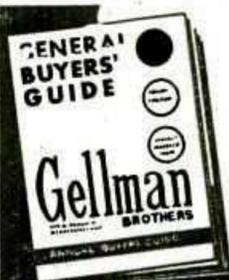
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MINIATURE RAIL, 20 FT. LONG. 7 LBS. per yd., \$5 each. Ball Master, 136 Northampton Street, Buffalo, N. Y.

1955 ALUMINUM CARMEL CORN TRAILER, 7x14 ft. Opens up 3 sides. Dunbar Popper, Peanut Roaster, Karl Babrbok, 336-31 Ave., East Moline, Ill.

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PENNY ARCADE FOR SALE—COMPLETE front to back, sixty-five machines, thirty by sixty top, international tractor, and thirty-two foot low boy trailer. Box C-341, c/o Billboard, Cincinnati 22, Ohio. de17

20 KID BROKE PONIES. SUITABLE FOR pony ride, all for \$1,000; no time for letter writing, phone now, day-9317, night-2061. P. L. Cobb, Hotel Ponder, Amite, La.

6 DODGEM CARS, 5 SKEE-BALL ALLEYS, Arcade Machines, Bingo Cards, Equip., Root Beer Barrel, Dog Steamer, used few months. Like new, must move at once, make offer, sell all or part. Sports Center, Montpelier, Vt. CA 3-7854. de24

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MAGICAL APPARATUS

A BRAND-NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144-page illustrated catalog, 50c wholesale. Nelson Enterprises, 336 S High, Columbus, Ohio. de24

PROFESSIONAL VENTRILOQUIST FIGURES made to your order, send 25 cents for price list. John Carroll, 64-36 Myrtle Ave., Brooklyn 27, N. Y. fe9

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MISCELLANEOUS

COMPLETE PROJECTION OUTFIT, 2 Holmes (35) Screens, Rewinds, Splices & Films, all, \$550; 2 Holmes (re) 16, \$185. Arlie Coffman, Box 2023, Clarksburg, W. Va.

INTERESTED CURRENT INFO NYC JOBS, Apts? Mammoth Sunday classified sections rush you \$1. Kirchner, 41-27 73rd St. Jackson Hgts, N. Y. de1

REMAINS HAVE FUN; MIAMI AND MIAMI Beach, 10 assorted 6x9" kingsize gloss colored post cards. Write your pals! Remail to me in my self-addressed envelope. 1 remail for you. Send \$2 cash or money order. No checks. Letters remailed, 35¢. Kingsize Postal Service, P. O. Box 270 B, Miami 2, Fla. de10

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ATTRACTIVE CALENDAR CARDS. YOUR advertisement raised printed on front, calendar on back, 1,000 only \$3.75 postpaid, guaranteed. Executive Advertising, 1627 Kay, Washington 6, D. C.

ATTRACTIVE THREE-COLOR 14x22 WINDOW cards, \$8 hundred. Larger 17-26 size, \$12.50. Posters for all occasions, many illustrated. Tribune Press, Dept. ND, Earl Park, Ind. de31

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PHOTO OFFSET SAVES YOU MONEY! NO cuts needed, write for latest price bulletin. Maurice Fischer, 711 S. Boulevard, New York, 35.

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A-1 TATTOOING MACHINES—OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 3, Calif. de24

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REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

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

Forms Close Thursdays for the Following Week's Issue

574 WEEKLY MAILING CIRCULARS—home work, samples, instructions, 25¢. Morris Co., 116 South 12th St., Philadelphia 7, Pennsylvania.

GIRL UNICYCLIST: SEND PHOTO IN SHORT wardrobe; state experience if any. Rex Kramer, Box 248A, Rt. #1, Aiken, S. C.

MANY GOOD JOBS IN CHICAGO, AND throughout Greater Chicago area; areas jobs of all kinds, offering good pay, are begging for men and women to fill them! Hundreds of these jobs are advertised in the big classified section of the Sunday issue of "The World's Greatest Newspaper," published in Chicago. For \$1 I will send you the classified section from the latest issue, along with a booklet of seven money-making plans. Mr. Brown, U.S.M.S., Suite 429, 100 West Chicago Ave., Chicago 10, Ill.

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5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue

CIRCUS & CARNIVAL

FOR WINTER SIDE SHOWS MAN, DOOR talker; lady, doing ring contortion, jumping over back, disappearing stomach. Mack Stafford & Delar, General Delivery, Attalla, Ala. de24

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MISCELLANEOUS

HYPNOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. mh17'56

AVAILABLE IMMEDIATELY, EXPERIENCE Bass man, just concluded long tour with Tiny Hill; do habits, read well or fake; prefer combo, but will travel. John Worster, Route 1, Baseline Road, Boulder, Colo. Phone Baseline 2-2623.

HILLBILLY COMEDIAN, PIANIST, BASS, accordion, sing; prefer South, minimum \$100; available Feb. 1. Billy Tabb, 3219 Whitten, Jackson, Miss., 2-2797.

HUSBAND AND WIFE DESIRE WORK with good band. Girl sings exceptionally well and plays combo drums. Man plays good guitar, vibes and bass; can also double a little piano and clarinet; also experienced in all types of arranging. We can both sing a part in a vocal group; interested only in A-1 professional association. Musician, 431 4th Ave., Altoona, Pa.

PIANIST, ACCORDION, SINGS, UNION—Plays everything in music from classics to jazz; available now for cocktail lounge; prefers Miami or New Orleans. Don Pasquale, Hotel Manhattan Towers, 76 St. & Broadway, N. Y. C. Tel. SU 7-1900. de24

PIANIST—READS MUSIC WELL, WILL travel anywhere. Do not phone Write Miss Gertrude Beecher, 2517 N. Corlies St., Philadelphia 32, Pa.

MUSICIANS

A-1 RINK ORGANIST AVAILABLE, 15 years' experience; best rinks. Contact Milo Morgan, 109 Simmons Ave., Cohoes, N. Y. Tel. Cedar 7-6945. de17

ALL GIRL COMBO, EXCELLENT DANCE music, all types; also good vocalists. Good wardrobe. Box C-338, c/o Billboard, Cincinnati 22, Ohio. de31

PARKS & FAIRS

AGENTS, NOTICE—CHRISTMAS ENTERTAINMENT, novelty dog act, Tommy Ace, clown available. Clubs 1956 season. Clara's Dog Act, 341 Climax, Pittsburgh 10, Pa.

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude I. Shater 1941 S. Dennison, Indianapolis 11, Ind. de24

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PAY \$1,500, 1894-5 DIME; CERTAIN Quarters, \$1,000; Indianhead Cents, \$60; 1875 Canadian Quarter, \$50; Others, \$3-\$3,000. Complete illustrated guarantee buying catalog sent \$1. Worthington Corporation, K-177-C, Boston 8, Mass. ch-de31

WANTED TO BUY

One Adult Amusement Ride With Location Beach Boardwalk State Full Particulars

WALTER I. HOVELL
804 Jamaica Avenue Brooklyn, N. Y.

PIANO MAN—NAME BAND EXPERIENCE; vocals, age 27, classical background. Like combo work. Good Latin commercial jazz. Available Dec. 6. Musicians, 2774 Lonsantville, Phone Jefferson 1-3000, Cincinnati, Ohio. de17

PIANIST—WELL EXPERIENCED FAKE OR sight read, chord, symbols and lead. Double electric guitar. Good voice. Sing solo or harmony. Prefer small combo on location in south. Can work alone. Male, white, union. Musician, Box C-337, c/o Billboard, Cincinnati 22, O. de17

SONG SLIDES, 3 1/4x4 EARLY POP, COMIC, sentimental; advise titles, condition pictures, color, number slides each set. J. Ripley, 120 E. 2d, Topeka, Kan. np

WANT MERRY-GO-ROUND, GOOD CONDITION, 3 or 4 abreast; also Sconter Ride, about 20 cars. Morris Gold, 99-02 Rockaway Beach Blvd., Rockaway Beach, N. Y.

WANTED—CANOPY STYLE TOP 70x100 with Marquee, Sidewalk Poles and Stakes for Dog and Pony Show. Must be cheap for cash; no rag bags please. Contact Archie Moore, Turner Bros.' Dog & Pony Show, 4304 Ingraham St., San Diego 9, Calif.

WANTED TO BUY—POPCORN TRAILER fully equipped, picture if possible, describe fully, lowest cash price. Don Teach, Box 145, Richland Center, Wis.

WE BUY, SELL, EXHIBITS, CRAFTS, COLLECTIONS, hobbies, fairyland characters, pioneer, mountain lore, Indian relics. Tourists Attractions, Box 438, Rossville, Ga.

WANTED—GIRL TO JOIN TRICK BICYCLE act, with or without experience, apply care of Box C-345, Billboard, Cincinnati 22, Ohio.

WANTED—BRASS BASS MAN, COULD also use Tenor or Alto man immediately for Midwest polka band. L. A. Berg, "Vikings," Albert Lea, Minn.

WANTED IMMEDIATELY—SIX EXPERIENCED chorus girls with individual specialties for permanent line at top club in South Central City of over 500,000. Top wages guaranteed for six-day week. Only those interested in steady work under good conditions need apply. Must send recent full photo with measurements, height, weight, age and all other pertinent information acceptable. Applicants will be contacted promptly. Box C-347, c/o Billboard, Cincinnati 22, Ohio. de24

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804 Jamaica Avenue Brooklyn, N. Y.

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A REAL MONEYMAKER

LORD'S PRAYER clearly and distinctly

\$4.25 Doz. \$48.00 Gross

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White Brilliant Center, Red Sides or Three Sparkling Rhinestones.

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Simulated diamonds cover entire bracelet and watch cover. Brand new guaranteed 17-J Swiss movement (not pin lever). Delivered with watch box. \$120 price tag. Min. order 3. 25% with order—balance C.O.D.

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SPECIALS—IMMEDIATE DELIVERY

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12" Plush Bears \$6.00 dr.

All above cotton stuffed, plio bags. Minimum Order: 3 Dozen.

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Free . . . Enclose \$1 deducted 1st order. Refunded if not satisfied.

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- Jewelry
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Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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2160 Patterson St. Cincinnati 22, O.

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Knight, J. A. (Books), Schulteis, G. S. 20¢ (License Plates), 40¢
Mannuzza Mrs. Lem. 1.15 (License Plates) 25¢
Robbins, R. W. (Magazine) 25¢
- Abel, B. & Mrs. Ackley, James W. Adams, Nobi D. Agamian, Mrs. Aldridge, Mr. Dee Alfredo, Al Allen, Billy & Mrs. Allen, Chas. & Mrs. Allen, Capt. Frank Allen, Roy & Theresa Allison, Robert L. Arnold, Mrs. Junia Ayers, Jimmy & Mrs. Baile, Jim Bakkie, Russell R. Barefsky, Harry E. A. Barr, John Calvin Barrett, Martin Bartnes, Raymond H. Barth-Maier Baugh, Albert G. Bauman, Robt. A. Bays, Richard Beasley, Emmet Beckwith, Ace Bedian, Swayback Belmore, Evelyn Belts, Harry & Mrs. Bennett, Miss Terry Bennett, Claude Bergman, Leo H. Bible, Roy Blidie, Wm. J. Bishop, Jack R. Bistany, Leo & Geo. Black, Mary (Holly) Blot, Johnnie Blue Ribbon Shows Brown, Jean Boyce, Louis Briggs, Tex Brady, L. P. (Show) Branholtz, Jake Brice, Tommy & Mrs. Broekfle, Harry J. Brooks, E. L. (Red) Brown, Fitzzy Brownfield, C. E. & Mrs. Brumlow, M. Bryer, Lillian Buckanan, T. K. (All Star Circus) Burdamer, W. L. Burdge, Michaela A. Burns, Wm. Edw Bush, C. H. Butler, Clint

- Dunlap, S. P. (Lash LaRue Show) Eckert, Benny Edlin, Fred & Mrs. Edwards, Blackie Edwards, Leon Elerdiny, Mrs. Pearl Elliott, Mrs. Alice Ellis, Cotton Entry, Chas Erwin, L. O. Eutah, Harold Evans, Dan Evans, Elwood Lee Evans, Joe T. Exline, Emmett D. Farmer, Andrew L. Fawbush, Glen Felta, Tex Flannigan, Ralph P. Flash, Ralph Fletcher, H. J. Forkum, Mrs. Bill Fowler, Bennie Fowler, Carl J. Fowler, W. H. Francis, Bob Francis, Russell Frank, Tama & Mrs. Frantz, Ott & Mrs. Frazer, Steve French, Mr. Jesse French, Otis & Louise Gable, Jos. Gambino, John Ganit, James L. Gardner, Carolyn Garner, Durham (Brownie) Garner, Joe H. Garner, R. B. (Bryant) Gawle, W. P. Gee, Mrs. R. H. Gerber, Joe Gibson, Benj. A. Gill, Frank Wm. Gladhill, Agnes M. Glasgow, W. B. Goodine, Gerald Gordens, M. T. Amusements Gordon, Mrs. John Gosh, Byron Gottsacker, Harry Leonard Grantham, Buttons Gray, Gene & Mrs. Gray, K. E. & Mrs. Gray, Kenneth Eugene Griffin, Mike Griffin, A. (PeeWee) Griffin, Ray Guvey, Clarence Hagren, Bob DeMar, Lisa Hancock, Solli Hanly, Thos. J. Hardman, Mrs. Vannie Harper, Bill Hartman, Jos. (Lion Trainer) Haynes, J. B. & Mrs. Hazlewood, Howard & Mrs. Hendrix, C. W. Hendy, Mrs. Roxanne Herbert, Merry
- Hesser, Sam Hester, Heck Hickman, Henry Higgins, Raymond Hill, F. R. Hill, Mrs. F. R. Hinder, Kenneth W. Holden, Goodwin R. Holtzner, Arthur Hopkins, W. F. & Mrs. Horwitz, I. Houston, Lee Howard, Sam (Water Show) Hoyt, Helen Hubbard, Lucy Hubbard, Mrs. Paul Huff, Marshall Hufle, Thos. J. Hungaria Troupe Hunter, Leroy Huribert, Sherman Ice, Geo. V. Jablonski, Frances Jackson, Ell Jacobs, Terrell Jamison, Tiny Jenkins, Alberta Johnson, J. (L. J.) Johnson, Tommie Jones, Freddie Jones, Thos. Curtis Judy, Russell Julian, Jos. & Mrs. Kalasankos, Joseph Kalin, Mose & Pat Kaplan, Mrs. Sam Keegan, Ralph & Mrs. Keiman, Benny Keith, Lewis Kelly, Mrs. Edith Kelly, E. C. Kemp, Robt. (Roughhouse) Kennedy, W. H. Kennison, Leon Roy Kibel, I. H. Kidd, Arnon Kinard, Mrs. Ruth King, Rusty King, Wm. M. Kirkland, Eddie & Mrs. Kitzman, Francis Mrs. Klaus, Frederic Klein, Harry Klein, Mrs. Seymour Klippel, Jack Klug, John J. Knapp, James Knapp, Gene & Mrs. Kniffon, Benny Kominer, Mrs. Kosterman, Ralph H. Kruger, Earl (Frankie) Kuball, August La Beria, Otis Lake, Mr. Georgie Lamont, J. A. & Mrs. Lampton, Jack Lantz, John & Mrs. Larremore, Cecil Le Vine, Anna & Maurice (Lefty) Lee, Tonna Legan, Eldon

- Lehman, Charlie Lemesh, Mendell & Mrs. Leonard, Bette Levy, Martin (Blimp) Lindfers, Sandy Link, Rod & Mrs. Little, Carl Long, Paul (Diggers) Lucas, John D. McAllen, George & Skeets McCaully, Altonzo & Mrs. McCoy, Mack McClure, George B. McDonald, Mickey McDougle, Mack McGee, James (Jimmy) McGinnis, Cleburn McGarry, K. C. (Mac) McHugh, Mrs. Bernice McHugh, Jerry D. & Mrs. McIntyre, Bill & Mrs. Metcalfe, Billie Mack, Robert L. Madam Virginia Madison, Harry & Pete Madison, Joe Mailey, Roger Maki, Edwin J. Maiman, Mennie Manley, Bud Manstein, William W. Marcus, Robert (Red) Marks, Dorothy Marks, Margaret & Alex Martin, Paul Martin, Earl Masello, Bonnie Maynard, Gilbert Mazer, Lewis Metcalf, William Meyerling, Robert A. Mikolich, Joseph Miller, Alan & Mrs. Miller, Mrs. Cash Stoltz, Lloyd F. Stone, Jackson W. Stone, R. S. Streigel, Mrs. Mikki Stuber, Sarg & Mrs. Sullivan, Clifford Sunderlin, Philip Sutton, Frankie Swank, Harry & Family Swartz, Jay (Jewelry) Sylvester, S. & Mrs. Tacker, Chas. Taylor, Albert & Marge Thomas, Jack Thompson, Edith Thompson, Wm. Thorn, Willie Jackson Thrown, Shirley (Ham-Bone Minstrels) Toler, Clyde H. Treadwell, Mrs. Hazel Trohanovsky, Alexander Tuttle, Clyde E. Tyaki, Walter Uncle Amusement Co. Valenti, Geo. Van Ness, Mrs. Mae Vlicko, Mrs. Mae Wadsworth, Opas F. Wagner, Archie & Mrs. Wallace, Burt & Mrs. Ward, John R. Washington, Booker T. Watsko, Geo. Watsko, Jeff Wayer, John & Mrs. Weiss Jr., Leonard J. Welch, Arthur West, Curtis Edw. West, Fred Weston, Cora Wexler, Samuel Paul Whaley, Ed. Wheatley, Al (Chop Chop & Charlen Tung Ping Soo) Wheelpley, Candy & Rance Wheelpley, Rance J. White, Chas. Wm. White, Francis A. White, Worth Whitmore, Otto Romeo Wilkins, Jos. H. Wilkinson, Mildred Dean Williams, Mrs. L. Williams, Steve Wilson, Al (Pitchman) Wilson, Ted or Alice Wilson Winters, Harold Witham, Gene Wolf, Norman C. Wisley, Stanley & Mrs. Ziko, Johnny Zomp, Paul P.

- MAIL ON HAND AT NEW YORK OFFICE**
1564 Broadway New York 36, N. Y.
- Aleyner, Lee Bacon, Mrs. Faith Beat, Tom Beppier, Patricia Ann Bilodeau, Gaston Bodine, Jean Boyer Bros. Shows Campbell, Theodore Chappina, Andy Clark, Keith (or Pierre Carter) Cloud, Princess Grace Clark, Ralph H. Curtis, Mr. & Mrs. Date Demetry, Peter DeWitt, Johnnie Douglas, Larry Donohue, Jack W. Eagler, Larry Finch, Bill Gasper, Joseph Gray, Clifton H. Grunthal, Dorothy Gropper, Mrs. L. Gunther, Mr. & Mrs. Helmuth Hadley, George Harrington, W. Hazzo, Jos. K. Hunt, Albert Jarvis, Harry Jackson, Nathaniel Johnson, Minnie Kisner, Ronald Knight, Otis Koch, Bobby LaBerta, Otis Lazerous, Mr. Lester, Esther Lupien, Jean Miller, Tom Miller, R. R. Lucky Millett, Mr. Moore, Mrs. Rusty Muska, George Nadia, Jean Niles, D. O'Brien, Wilmer J. Pollack, Bob Prose, Mrs. Mary C. Richards, Nellie Rouse, Maurice Russell, Bessie Schirbino, Charles Sellers, Jerry Sharpe, Jerry Smith, Herbert Starnes, Harry Sullivan, Bill Tarnoff, Mr. L. Thompson, Edith Thomas, Charles Velasco, Lolita Wallace, Ruby Wallace, Ira K. Williams, Johnnie B. Williams, Mrs. Mary Zait, Sol
- MAIL ON HAND AT CHICAGO OFFICE**
188 W. Randolph St. Chicago 1, Ill.
- Another, Mr. & Mrs. Arnold, Floyd Barrow Bobbie Bainbridge, J. W. Bailey, Herbert Barlow, Ernie Clark, Vaughn Daulton, Jay & Frank Davison, Farrell Griffin, Billy Higgins, Fred Hodgins, Eddie Hall, Mr. Ward Henry, Pat Hendricks, Ralph Knapp, James Kobacker, Robert Kamaka, Florence Littlejohns, L. L. Sander, J. H. (Jack) Martin, Doris McGillivray, Memphisophols Parkinson, Harry Stanley, Millard Smith, Joseph Smith, James F. Shepard, J. W. Wolfe, Finley E. Wenzel, Fred Waite, Kenneth Willis, Tex
- MAIL ON HAND AT ST. LOUIS OFFICE**
390 Arcade Bldg. St. Louis 1, Mo.
- Bice, Larry Boatwright 52c
Abel, Raymond Autry 12c
Allen, Charles
Anthony, Lucille
Archer, Mr. & Mrs. J. V.
Ard, Robert Whitey
Berosky, Mr. & Mrs. Harry
Bice, Larry Dean
Bickett, Tom
Binzy, Mrs. Myra
Boatman, Mr. & Mrs. Sam
Bostwick, Mr. & Mrs. Grover
Brown, Chester W.
Brown, Royal T.
Bryers, Lillian
Burns, W. J.
Callahan, Jack Caraway, Wm. Carpenter, Walter E. Carter, Will Chatters, Delous Chidester, Bill Christensen, George Cowan, Mr. & Mrs. Wm.
Darlington, C. W.
Darnell, Mr. & Mrs. Rickey
Davenport, B. C.
Davis, Mr. & Mrs. Gene
Decker, Chester A.
Dennis, Dorothy
Dick, Daniel D.
Dillon, Virgil
Doyle, Peggy
Eades, Robert
Edwards, G. A.
Festor, Chuck
Fletcher, K. W.
Foley, James E.
Fraker, Mrs. Marion
Francis, Stanley
Ganote, W. D.
Gibson, Ben
Gibson, Mr. & Mrs. Clifford
Gulham, Thomas Farriell
Glover, Mr. & Mrs. Johnnie
Good, Buyl Troylee
Goode, William
Goodale, Catherine
Goodale, Frank
Goodman, Helen Louise
Gordon, John
Graves, Gloria Gayle
Gross, Benny
Gruss, Mr. & Mrs. Mike
Grutel, Jim
Hampton, Dudley
Hansen, Nat & Elsie
Harry, Mr. & Mrs. W. H.
Hendricks, Clyde
Heth, Mr. & Mrs. Robert
Hicks, C. C.
Hunt, Art
James, Mrs. Helen
Johnson, Mr. & Mrs. Bob
Jurden, Jean
Karjanis, Peter
Kelley, Jack Clarence
Kelley, Laura Anna
Kelly, Jack C. Laura
Kernes, James A.

- COMING EVENTS**
- California**
San Diego—All-Breed Cat Show, Jan. 28-29.
- Connecticut**
Hartford—Aurora, Feb. 22-26. Joe Kizis, Aurora Corp., 215 Broad St., Milford.
- Florida**
Kissimmee—Kissimmee Valley Livestock Show, Feb. 15-18. Carlyle Bronson.
Madison—Madison Co. Livestock Show, Feb. 27-28. O. R. Hamrick Jr.
Orlando—College Park Merchants' Festival, Dec. 1-24.
Plant City—Fla. Strawberry Festival, Feb. 20-25. F. W. Nutter.
Quincy—West Fla. Fat Cattle Shows & Sale, Jan. 17-19.
Tampa—West Coast Dairy Show, Jan. 28. Charles E. Loe Jr.
- Georgia**
Atlanta—Southeastern China, Glass & Gift Show, Jan. 15-18. Foster B. Steward, 1401 Peachtree St., N.E.
- Michigan**
Bay City—Poultry Show, Jan. 12-15. Ben M. Mau, 2009 Second St.
Detroit—Junior Livestock Show, Dec. 6-8. Clinton S. Titcomb, 6750 Dix.
- New York**
Bronx—Sports, Travel & Vacation Show, Feb. 17-26.
White Plains—Gilbert's Big Show Carnival-Fair, Dec. 26-31.
- Ohio**
Cincinnati—Sports, Vacation & Travel Show, Jan. 28-Feb. 5. W. S. Bain, c/o Cincinnati Garden.
- Oklahoma**
Oklahoma City—Antique Show, Feb. 22-28.
- Texas**
Brownsville—Charro Days, Feb. 9-12. M. G. Dennis, 1006 Van Buren St.
Dallas—Exposition of Modern Living, Feb. 19-26. Louis L. Young, 4611 Cole Ave.
Dallas—Southern Gift Show, Feb. 19-24.
Fred Sands, 3108 S. Joplin, Tulsa, Okla.
Dallas—Allied Gift & Jewelry Show, Feb. 19-24. Mrs. M. Dalton, 3832 Wilshire Blvd., Los Angeles.
El Paso—Southwestern Livestock Show & Rodeo, Feb. 6-12. Chamber of Commerce.
El Paso—Better Homes Exposition, Feb. 22-26. Patrick J. O'Toole, Hilton Hotel.
El Paso—Southwestern Sun Carnival, Dec. 26-Jan. 1.
Fort Worth—Southwestern Expo. & Fat Stock Show, Jan. 27-Feb. 5. W. R. Watt.
Houston—Houston Fat Stock Show & Livestock Exposition, Feb. 22-March 4. Herman Engle.
Laredo—Washington Birthday Celebration, Feb. 16-26. J. George Loos, Box 455.
Odessa—Livestock Show, Jan. 2-7. Frank O. Swartz, 3519 Newton St., Denver 11, Colo.
San Antonio—San Antonio Livestock Exposition, Feb. 10-20. W. L. Jones.
- CANADA**
Saskatchewan
Saskatoon—Meat and Poultry Show and Sale, Dec. 14-15.

MEXICAN JACKETS

100% Wool in All Colors.

Available in "Dancers" or the embroidered styles, in all sizes and colors. Dancers, sizes 34-40, \$7.75 each. Embroidered, sizes 34-40, \$6.75 each. White or sizes over 40, \$1.00 extra. Also available in children's sizes at various prices. Special prices on quantity lots to jobbers.

25% deposit, balance C.O.D. Free Catalog.

PEARL SALES CO.
P. O. Box 475, El Paso, Texas

MEXICAN RINGS

At last we have them. Nickel plated Color Tarnish Proof. \$3.36 a dozen with side ornaments. If less than a gross, \$3.50 and \$4.20 a dozen.

LADIES' AND MEN'S WALLETS

Hand tooled, hand laced, finest leather obtainable. All colors. \$21.00 a doz. Special prices on quantity lots.

MEXICAN RINGS

At last we have them. Nickel plated Color Tarnish Proof. \$3.36 a dozen with side ornaments. If less than a gross, \$3.50 and \$4.20 a dozen.

ATTENTION SALESMEN!

BUY YOUR PEN AND PENCIL SETS DIRECT FROM THE MANUFACTURER!

- New Miracle Ink • Transferproof • Attractively Designed
- No More Inkstains • All Merchandise Fully Guaranteed

TAKE A LOOK AT THESE SENSATIONAL VALUES!

ITEMS A-203, B-206, C-208—Gorgeous hand-set rhinestone-studded crosses or clips on gold tone caps. Items B-206 and C-208 have rhinestones set in barrel. Available with black or white barrels. Each individually packaged in clear vinyl plastic tubes. \$7.20 per doz. \$72.00 per gross. Samples at \$1.00 each.

ITEM #375-D—New color-matching ball pens in 10 assorted color combinations to match cars, colleges, etc. Silver-tipped writing point, gold-tone cap. \$2.00 per doz. \$21.60 per gross. Samples at \$1.00 each.

ITEM #128—New 3-color ball pen set with plastic pocket. Each pen writes red, blue or green. Gold-tone cap with colored barrel to match color of ink. \$6.00 per doz. \$64.80 per gross. Sample set \$1.00.

ITEM #900—Beautiful 3-piece set. Hooded-point fountain pen, automatic pencil, precision ball pen. Gold-tone cap, assorted colors. Attractively boxed. \$48.00 per gross. Sample set \$1.00.

ORDERS FILLED SAME DAY RECEIVED. SEND 25% DEPOSIT, BALANCE C.O.D. ALL PRICES F.O.B. NEW YORK.

PACKARD BALL PEN COMPANY
28 EAST 22ND STREET • NEW YORK 10 • SPRING 7-7180

WRITE, WIRE, PHONE

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg. St. Louis 1, Mo.

Bice, Larry Boatwright 52c
Abel, Raymond Autry 12c
Allen, Charles
Anthony, Lucille
Archer, Mr. & Mrs. J. V.
Ard, Robert Whitey
Berosky, Mr. & Mrs. Harry
Bice, Larry Dean
Bickett, Tom
Binzy, Mrs. Myra
Boatman, Mr. & Mrs. Sam
Bostwick, Mr. & Mrs. Grover
Brown, Chester W.
Brown, Royal T.
Bryers, Lillian
Burns, W. J.
Callahan, Jack Caraway, Wm. Carpenter, Walter E. Carter, Will Chatters, Delous Chidester, Bill Christensen, George Cowan, Mr. & Mrs. Wm.
Darlington, C. W.
Darnell, Mr. & Mrs. Rickey
Davenport, B. C.
Davis, Mr. & Mrs. Gene
Decker, Chester A.
Dennis, Dorothy
Dick, Daniel D.
Dillon, Virgil
Doyle, Peggy
Eades, Robert
Edwards, G. A.
Festor, Chuck
Fletcher, K. W.
Foley, James E.
Fraker, Mrs. Marion
Francis, Stanley
Ganote, W. D.
Gibson, Ben
Gibson, Mr. & Mrs. Clifford
Gulham, Thomas Farriell
Glover, Mr. & Mrs. Johnnie
Good, Buyl Troylee
Goode, William
Goodale, Catherine
Goodale, Frank
Goodman, Helen Louise
Gordon, John
Graves, Gloria Gayle
Gross, Benny
Gruss, Mr. & Mrs. Mike
Grutel, Jim
Hampton, Dudley
Hansen, Nat & Elsie
Harry, Mr. & Mrs. W. H.
Hendricks, Clyde
Heth, Mr. & Mrs. Robert
Hicks, C. C.
Hunt, Art
James, Mrs. Helen
Johnson, Mr. & Mrs. Bob
Jurden, Jean
Karjanis, Peter
Kelley, Jack Clarence
Kelley, Laura Anna
Kelly, Jack C. Laura
Kernes, James A.

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Money Making Volume

FIRST QUALITY PRECISION RETRACTABLE BALL PENS

L-50 Plastic Pen in 10 different colors. Gold cap and 14K gold plated clip. \$18.00 per gr. \$16.50 per gr. in 5 gr. lots

NEW POCKET PROTECTOR

\$54.00 per gr. containing 3 different color pens. Writes red, green and blue. \$52.00 per gr. in 5 gr. lots. ALL FIRST QUALITY

Prices on request for L-100 gold metal pens, C-12 chrome pens. Refills in 4 different colors \$8.64 per gr. In 1000 lots, \$45.00 per 1000. Write today for low, wholesale price list—Free!

Don't smear, quick drying, won't blot!

COSMO PEN CORP.
23 W. 38 St., N.Y. 18 • BRyant 9-2757

GET THIS NEW AMUSING AMAZING JET BALL

America's newest lung-developer. Sanitary, non-fading, plastic jet. No string—no spring—no magnet. The magic air stream spins the ball in mid-air. Anyone can operate it.

GUN & Ball individually packed in complete bag complete with instructions. Bright n f. colors. Quantity prices: 61/2c each; with attractive counter display box, 71/2c each. Send for sample.

STANDARD MOLDED PLASTICS
522 Chestnut Street Rockford, Illinois

CIGARETTE LIGHTER
CHROME Table or Pocket Models. Size 1 1/2 x 1 1/2. Guaranteed Regular Value 99c Each. 2 Doz. for \$8.95. Send Cash, Check or Money Order to GENERAL R. & S. F. CO. 517 W. Girard Ave. Philadelphia 23, Pa.

COIN MACHINES

DECEMBER 17, 1955

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

83

Disk Vender By L. A. Firm Holds 675 45's

• Continued from page 41

zontal with the record being encased in a jacket strengthened by cardboard. There are three coin chutes, one attached for each tier, all of which will accept up to six quarters.

Top 10 Tunes

Price of the disks is 93 cents. Customers deposit four quarters and receive seven cents change in their package. A plan is being studied to use the top 10 tunes of the week in two of the vending tiers and EP's in the third.

The Record Automat was designed for high traffic locations such as super markets and self-service drugstores, a spokesman of the company said.

Present plans call for the machines to be manufactured on contract. Altho distribution methods have not been worked out yet, it was reported that if they're sold, the price will be "about the same as a modern juke box," or close to \$1,000. A study is also being made into the possibilities of leasing and renting the machines.

The firm also considered the possibility of playing the records from within the machine as a point-of-sale stimulant, however, since only top tunes are to be vended it was decided unnecessary. Taped recording of the records offered for sale and played to attract customer attention was also considered, dropped for a similar reason.

Radio advertising was ruled out because of the limited tunes offered.

The first machine was put out on location test last July, was six months in designing prior to that. Early test results were successful enough to warrant building and installing two additional machines.

NCMDA Adds 6 New Members

CHICAGO, Dec. 10. — National Coin Distributors Association this week added six new members to its group.

They are J. A. Schwartz, National Coin Machine Exchange, 1411 W. Diversey Parkway, Chicago; Carl F. Hoelzel, Uni-Con Distributing Company, 3410 Main Street, Kansas City, Mo.; Jacob & Joseph Dobkin, Allan Sales, Inc., 937 Market Street, Wheeling, W. Va.; Mickey Anderson, Mickey Anderson Amusement Company, 314 East 11 Street, Erie, Pa.; Albert Calderon, Calderon Distributors, Inc., 450 Massachusetts Avenue, Indianapolis; Ed Shaffer, Shaffer Music Company, 849 North High Street, Columbus, O.

Membership in NCMDA, which was organized last May, now includes 55 firms.

400 Coinmen Attend N. Y. Operator Banquet

NEW YORK, Dec. 10.—More than 400 coin machine operators, distributors and their guests gathered in the Starlight Roof of the Waldorf-Astoria here Saturday (3) for the sixth annual banquet of the Associated Amusement Machine Operators of New York, Inc.

Veterans of the coin machine industry's banquet circuit termed it the best affair yet, as far as entertainment, atmosphere, food, drink and conviviality.

The festivities began with a reception and cocktail hour, with refreshments provided by Albert Simon, local representative of the

MUSIC UNION CLAIMS JUKES GET BREAKS

NEW YORK, Dec. 10.—Members of Local 802 of the Musicians' Union here are complaining that live musicians don't get the same break as juke boxes, and the City Planning Commission is currently holding a hearing on their complaint.

Currently, live music is limited to the theater and night club areas by the zoning laws, while juke boxes hold sway over the rest of the city.

The proposed amendment of 802 would allow live music in restricted retail areas and local retail sections. The former areas include Fifth and Park avenues, where exclusive apartments and shops predominate, while the latter areas include neighborhood shopping sections, where restaurants also flourish.

Sked English Trade Show For March 6-8

LONDON, Dec. 10.—The annual Amusement Trades Exhibition, which has in recent years enjoyed a large turnout of coin machine exhibitors, will be held March 6-8 in the New Royal Horticultural Hall, Westminster.

It was reported that a record number of English and overseas automatic phonograph manufacturers would display their equipment at the '56 show.

Applications for exhibit space should be sent to Amusement Trades Exhibition, Ltd., 19 Charing Cross Road, London. Exhibit space applications are assigned in order of receipt.

Chi Game Ops Meet, Launch Association

Ops Threatened by Proposed City Amendment, Map Strategy

CHICAGO, Dec. 10.—Steps were taken here this week to form a new amusement game operators' association. Action was prompted by a proposed amendment to the city's game licensing ordinance which would stop licensing of shuffle bowling games and other games played with "a puck or disk."

The game association is planned as an independent group to include principally amusement game operators and distributors.

It began to take shape at a meeting of some 40 operators and distributors who appointed a committee to set up an agenda. Temporary chairman Sam Greenberg, local operator, and a group of

U. S. Judge Rules Payoffs On Free Play Is Gambling

CHICAGO, Dec. 10.—A Federal District Court judge ruled here this week that redeeming free plays in cash is gambling and subjects the game involved to the \$250 federal tax on coin-operated gambling devices. The games involved in the case in which the judge ruled were bingo pinballs.

Judge John P. Barnes, in his ruling handed down Monday (5), fined the defendant, Walter Korpan, a Lake County tavern owner, \$750.

Thursday (8) Korpan was denied a new trial. His attorney, Simon Herr, said he would appeal the ruling.

Assistant U.S. District Attorney William A. Barnett called it a test case. Korpan pleaded not guilty to the charges and his defense contended that the machines were for amusement only. Federal agents testified, however, that Korpan had paid them for free games.

Court Ruling

Said Barnes in his ruling: "If certain results came about (with the three pinball games offered in evidence), the operator was entitled to free games. The operator could either use those free games or he could get money for them, as the evidence discloses,

and the defendant paid money for those free games."

"This defendant was informed, he said, he knew that if he paid out on these machines, he would be subject to a gambling tax. He did pay out, as the evidence discloses."

Stated Barnes of the machines: "Everything was done that could be done to eliminate the element of skill, and nothing remained of any consequence except the element of chance, and upon a device of that kind, Congress imposed a tax."

Barnett estimated that the ruling opened the way for federal collection of an extra \$250,000 to \$500,000 a year on such machines in Lake County alone.

Following is the text of the court's finding:

"The statute involved in this case provides:

"There shall be imposed a special tax to be paid by every person who maintains for use or permits the use of, on any place or premises occupied by him, a coin-operated amusement or gambling device at the following rates:

"1. Ten dollars a year in the case of a device defined in Paragraph 1 of Section 4462 (a).

"2. Two hundred and fifty dollars a year in the case of a device defined in Paragraph 2 of Section 4462 (a), and

"3. Ten dollars or two hundred and fifty dollars a year, as the case may be, for each additional device so maintained, or the use of which is so permitted.

"If one such device is replaced by another, such other device shall not be considered an additional device.

"2 (a). In general, as used in Sections 4461 to 4463 inclusive, the term "coin-operated amusement or gaming device" means, one, any amusement or music machine operated by means of the insertion of a coin, token or similar object, and, two, so-called slot machines which operate by means of insertion of a coin, token or similar object and which by application of the element of chance

(Continued on page 93)

Stiffer Borrowing Rates Seen in '56

Commercial Paper Rates Triple in '55; Latest Increase Is 10th During Year

NEW YORK, Dec. 10.—Coin machine operators can probably look toward higher interest rates on equipment purchases for 1956. The trend toward higher borrowing costs was accelerated this week when several of the nation's leading finance companies increased by 1/2 of a per cent the rate on commercial paper for short-term loans.

The borrowing pattern in the vending, amusement game and juke box fields runs something like this: Financial houses borrow money from banks and loan it to manufacturers and distributors for equipment sales.

The operator signs a note for the equipment, payable to the finance

house. The manufacturer or distributor receives the purchase price from the finance house, minus discounted interest. Of course, the interest charges are figured in the operator's payments, as they are taken into consideration in the purchase price.

Money Retailers

What really determines the rate the operator will pay is the rate the finance house will pay. Actually, finance houses are pretty much money retailers. They buy from the wholesaler—the bank—and sell to the consumer—the operator. The difference between what they pay for money and what they get for it is their gross profit.

According to Noel Graubert, executive of the Conditional Sales Credit Corporation, a finance house specializing in coin machine loans, the commercial paper rate has tripled since January 1. So far, he added, CSCC has been able to hold the line on interest rates on coin machine equipment.

He explained that competition and increased efficiency have been responsible for the rate stabilization, but indicated that any additional commercial paper increases might force the equipment loan rate up.

New Rates

New commercial paper rates range from 2 1/2 per cent for 30 to 90-day paper to 3 per cent for 270-day paper. This is the 10th increase this year. On January 1 commercial rates ranged from 1 1/2 per cent to 1 1/2 per cent.

Competition is one reason why the rates have risen. Finance companies seeking funds must compete

(Continued on page 103)

New Games In Production

Following coin-operated amusement pieces are among the latest introduced by manufacturers. Pool games listed in most cases are new "deluxe" models.

At-Roy Amusement Company, Dania, Fla., Pitch-A-Ball baseball pitching game.

Bally Manufacturing Company, (Continued on page 100)

10-NATION TOUR

Reports Healthy European Outlook

BOSTON, Dec. 10.—Despite the weighty problems such as taxation and governmental restrictions faced by the European coin machine industry, it appears to be healthy and its future holds promise.

Thus did Mike Bond, of Tri-mount Automatic Sales Corporation, sum up his tour of 10 European countries visiting coin machine firms from which he returned recently. Countries Bond visited were Denmark, Ireland, England, France, Italy, Germany, Spain, Switzerland, Holland and Belgium.

Jim Delarue, reputed to be the biggest operator in Paris, told Bond that he had hopes for a big spurt

in export trade from the U. S. He said French operators were beginning to increase their purchases of 45 r.p.m. records.

Delarue praised U. S. exporting firms for the excellent condition in which equipment arrived. He said working parts and cabinet arrive in top condition.

In Holland, Bond visited A. J. Soesdorp, who heads a leading Dutch coin machine firm. Soesdorp, who imports games and juke boxes, had only one complaint about U. S. equipment: He couldn't get enough of them.

In Copenhagen, operator Sigvard Hufeldt told Bond that a primary difficulty faced by the Denmark (Continued on page 95)

Golumbo Eyes Counseling on Nat'l Basis

BOSTON, Dec. 10.—J. J. Golumbo & Company, a new coin machine firm counseling service recently formed here, may be established on a national basis in the near future according to the head of the firm, J. J. Golumbo.

Golumbo this week said that altho the service was presently limited to the New England area, he hoped in the near future to extend the service across the country.

(Continued on page 103)

Chicago Coin Machine Company and the Genco Manufacturing & Sales Company.

In an evening marked by an absence of speeches, the entertainment program was highlighted by the performance of Najla Ates, dancing star of the Broadway musical, "Fanny." Her gyrations and fetching costume caused the audience to stand on their chairs to catch a better glimpse of Miss Ates' Turkish art.

Emceeding the show was Morty Guntz. Other acts were the Mello-larks, currently at the Copa, and

(Continued on page 97)

Gov't to Press Civil Case Vs. CMA, Cig Operators, Union

Spring, 1956, Trial Date Seen Likely; Gluck, Jacobs Sentences Set Dec. 13

NEW YORK, Dec. 10.—The Anti-Trust Division of the Justice Department, not content to tag 12 vending machine defendants with a jarring left hook to the jaw, plans to follow up with a right cross to the solar plexus.

Last week in Federal Court

Production Set Next Month at New Eppy Plant

JAMAICA, N. Y., Dec. 10.—Production at the new plant of Samuel Eppy & Company, Inc., is slated to get under way the first week of 1956. According to George Eppy, vice-president, the new plant will quadruple manufacturing facilities for the charm firm.

Eppy said the building, erected at a cost of \$250,000, contains 30,000 square feet of floor space, compared to 11,000 square feet in the present factory.

As both buildings are side by side, the older building will be utilized for shipping, storage and assembly.

The new structure will allow the firm to do some work which had been subcontracted. This includes molding and plating. An automatic molding press and modern metalizing equipment have been installed in the new plant. The firm has also drilled its own water wells.

About 125 persons will be employed, compared with 60 in the old building.

Heller Votes 20c Dividend

CHICAGO, Dec. 10.—A regular quarterly and a year-end extra dividend of 20 cents on the \$1 par common stock of the Walter E. Heller & Company was voted by the board of directors this week.

The directors also declared regular quarterly dividends of \$1 per share on the firm's 4 per cent cumulative preferred stock; \$1.25 per share on the 5 per cent cumulative preferred stock, and \$1.375 per share on the 5½ per cent cumulative preferred stock.

Payments will be made January 2, 1956, to stockholders of record December 20, 1955. According to Walter E. Heller, president, the dividend was the 140th consecutive payment on the firm's common stock. It has 1,186,332 shares of common stock outstanding.

Bulk Ops Secure Lower License Fee in Atlanta

ATLANTA, Dec. 10.—After six months of wrangling with city fathers, Atlanta's bulk machine operators and distributors were successful in their fight to secure lower license fees on bulk vendors.

The city council, which in March cut the fee from \$5 per unit to \$2, at the behest of the city's operators and distributors adopted an entirely new ordinance recently, H. B. Hutchinson Jr., head of his own distributing firm, reported this week.

The new license rate calls for a fee of 50 cents per machine for 1 to 50; \$50 for 51 machines up to 200; \$100 for 201 vendors up to 400; and \$150 for 401 or more units.

here, in a criminal action, five corporations engaged in the cigarette machine business, together with five individuals, a labor union, and the local Cigarette Merchandisers' Association, Inc., were hit with \$104,000 in fines and two suspended jail sentences (The Billboard, December 10).

The defendants had pleaded nolo contendere to charges of violating the Sherman Anti-Trust Law. That ends the criminal phase. But Richard B. O'Donnell, special assistant to the attorney-general, told The Billboard this week that the government plans to follow thru with the civil phase, which will seek dissolution of the CMA.

Off Calendar

The civil action had been placed on the court calendar May 28, 1954, but had been knocked off the calendar November 2, this year, by Judge Kaufman.

However, O'Donnell said that despite the action being taken off the calendar, the federal government had every intention of get-

ting it on again and seeing the case thru.

A Justice Department spokesman added that the civil action would probably come to trial in the spring of 1956. He added that the removal from the calendar was done to give both sides more time to prepare their cases.

2 More Sentences

Meanwhile, in the criminal action, two more defendants will be sentenced Tuesday (13). They are Arthur Gluck, Rowe Corporation executive vice-president and treasurer, and Harold Jacobs, president of the Herald Vending Corporation.

Already given fines and suspended jail sentences were Matthew Forbes, executive director of the Cigarette Merchandisers' Association, and Milton Holt, secretary-treasurer of the Confectionery and Tobacco Drivers and Warehousemen's Union, Local 805, AFL.

Others fined on the criminal count were Rowe; Cigarette Serv- (Continued on page 99)

CHAIN SELLING

Chi Bulk Op Builds National Business

CHICAGO, Dec. 10.—Coast to coast and border to border First National Vending Service, headed by Bob Kantor, a youthful Chicago bulk ball gum operator, is operating venders in small chains of five or more stores.

In the three years that he has guided the sales of his firm, Kantor has opened hundreds of new locations never before tapped by operators, and his sales representative today continues to ferret out and install machines in these outlets.

"It's all a job of selling the chain supervisor to include the sale of ball gum as a profitable item in his controlled inventory," Kantor said.

One of the hard-hitting points in Kantor's sales presentation is clearly emphasizing that the space the vender will occupy is currently wasted when it could be adding dollars to the over-all store profit.

Insurance Coverage

"To further assure supervisors that there is no risk involved in the operation of a gum vender we stress the fact that we carry a full-line insurance policy thru the National Vendors' Association, covering personal, property and product insurance," Kantor explained.

However, Kantor was quick to

point out, he found his proposition was more readily accepted when it was disclosed ball gum sales did not compete with a store's conventional items.

"Few, if any, chains have any items that sell for one cent," Kantor stated, "and pointing this out to chain store officials along with" (Continued on page 85)

Charm Feature Aids Bulk Ops' Gum Sales

CHICAGO, Dec. 10.—Trinkets. "That's what location owners call charms," Tony Corso, partner in Lawn Vending Company, explained as he toyed with several before he continued, "and charms are what we feature in our bulk ball gum vending machines."

Elaborating, Corso disclosed that he had found adults were as



TONY CORSO SAM NUCCIO

interested in charms as youngsters and that by featuring one special

Set Dates for 3 NAMA Regionals

CHICAGO, Dec. 10.—Definite dates for three of a series of eight regional meetings to be held next year by the National Automatic Merchandising Association were announced this week by Major C. Bush, of the Beech-Nut Packing Company, chairman of the regional meeting committee.

Region 4 will meet February 25 (Continued on page 107)

YULE COLORS PLUS CHARMS—SALES APPEAL

CHICAGO, Dec. 10.—The traditional colors of the Christmas season—red and green—certainly have a "sales appeal," so Bob Kantor, head of Confection Specialties, a bulk vending firm, discovered.

It was early in October that Kantor decided to feature red and green ball gums in his machines, and then added a bit more of the Yuletide spirit by offering a variety of colorful Christmas charm ornaments.

The finishing touch, Kantor said, was placing a point-of-sale sticker on the venders calling attention to the holiday trinkets.

"Sales," Kantor reported, "continued at the average rate during the time we usually experience a decline."

Coin-Operated Ticket Vender Bowed in Chi

CHICAGO, Dec. 10.—Vend-A-Ticket, a new coin-operated single and strip ticket vender, made its debut in Chicago.

Designed especially for the outdoor amusement and food concession fields, the unit dispenses a single ticket or strips of 2, 8, 10 or 12, and can be adjusted to vend at odd-cent prices.

Developed by the General Register Corporation of Long Island City, N. Y., the Vend-A-Ticket machine was presented by the Globe Ticket Company, Philadelphia, exclusive distributor of the vender, at the National Association of Amusement Parks, Pools and Beaches convention here.

The machine has undergone op- (Continued on page 99)

Fontana Bros. Purchase B-M Vending Firm

See Supermarkets, Chains Abandoning Single Sales

DETROIT, Dec. 10.—Fontana Bros., local distributors of cigarettes, cigars, tobacco and candy, have purchased the B-M Vending Company.

B-M is the second cigarette and candy vending firm the Fontanas purchased this year. They acquired the Paris Vending Company here last March.

Louis Fontana, spokesman for the firm, disclosed they have more than 300 locations and are considering plans for greater expansion within the next year.

He was particularly pleased with the acceptance of vending machines by supermarkets, and the sale potential at these outlets, stating:

"Because of the nuisance and pilferage factors, several supermarkets have done away with single pack sales of cigarettes and candy bars, and permitted us to install vending machines.

"The arrangement has proved to be profitable to both of us, and we are looking forward to installing vending machines in chain stores, which we believe will follow the supermarket policy. We also have cigarette units in the Kresge stores and a number of Lowling alleys."

Louis disclosed the firm vends only 10-cent candy bars, and that cigarettes are sold at 25 cents for regulars, and 30 cents for king-size and filters.

CeDe Preems Belgian Bar For Vending

BLOOMFIELD, N. J., Dec. 10.—CeDe, Inc., local candy manufacturer, is making a bid in the vending field with the Bel-Star bar, a chocolate-wafer item imported from Belgium.

Sidney Honig, CeDe executive, said the bar consists of layers of chocolate and wafers, with each bar foil wrapped. They are packed 100 count to the carton, with a cellophane overwrap.

Bar dimensions are 3½ by 1¼ by ¾ inches. Weight is ¾ ounce. Designed for a 5-cent vend, cost is \$2.65 a hundred except in the 11 Western States, where the freight differential makes it 10 cents higher.

Initial distribution will be in the Northeast, on the West Coast, and in Ohio, Michigan, Kentucky, Kansas and Missouri. National distribution is expected later. Honig said that deliveries can be made immediately.

Danish Coffee Operator Expands Railway Spots

COPENHAGEN, Dec. 10.—The Borge Kruse firm, which vends packaged coffee in Danish railway stations, is rapidly expanding its area of operation.

This firm started its route with two machines in the Central Railway Station of Copenhagen in August, 1954. These machines were small one-rack wall venders, each holding 20 packages of coffee, retailing at 30 cents each.

The Kruse firm now has 90 machines in railway stations and will install 50 additional machines in other railway stations during the next six months. These venders, the same as the majority of storefront vending machines in Denmark, are aimed at drawing extra sales during the hours when stores

are closed and are, to a large extent, employed as a means of publicity and service as well as for added profit. Kruse has retail outlets, which also make use of vending machines, as do some of the other stores handling the Kruse brands of coffee.

\$60,000 Gross

Up to early November more than 100,000 packages of coffee had been disposed of in the railway station locations, which gave the Kruse firm a gross of \$60,000, on which the Danish Railways received a percentage in return for the use of space occupied.

Undoubtedly the best location on the Kruse route is that in the (Continued on page 107)

MINIATURE TAXIS

New low-priced, imported Autos with moving wheels

Only \$8.75 per M
F.O.B. N.Y.C.

At your distributor or...

Guggenheim

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

ADVANCE SANITARY VENDOR

The Finest for Vending Flat-Pack Products

Here is a durable, reliable, sanitary vendor... with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 1/8" by 2" by 3 1/4" has separate cash box... Advance coin detector with automatic coin return when machine is empty... protected against break-in. Available for 1c, 5c, 10c or 25c operation.

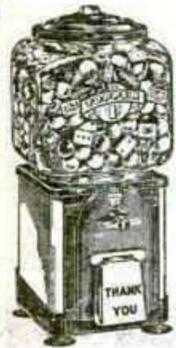
For Details and Prices Write, Wire, Phone Today.

J. SCHOENBACH

Factory Distributor of Advance Vending Machines
1645 Bedford Ave., Brooklyn 25, N. Y.
President 2-2900

BUY NOW BEFORE JAN. 15th
PRICE INCREASE AND SAVE MONEY

The World Famous STANDARD TOPPER



That attractive ensemble is finished in smooth hard Duranite and chrome... steel construction, precision built and amazingly durable. Equipped with the large glass globe. Less than 25 cases \$50.00 per case of 4

25 or more cases \$48.00 per case of 4

TOPPER DELUXE HALF-CABINET STYLE

Topper Deluxe, the perfect combination of steel and lucite. Finished in brilliant colors and trimmed with glistening chrome. Capacity 7 to 8 lbs. of ball gum. All models packed and sold 4 to the case.



Less than 25 cases \$57.00 per case

25 or more cases \$54.00 per case

TOPPER DELUXE GLOBE STYLE

Rugged, durable Globe Style vendor finished in red and black trimmed with chrome. Chrome top and bottom available at 75c extra. Capacity: Approx. 7 to 8 lbs. of ball gum. Packed and sold 4 to the case.



Less than 25 cases \$57.00 per case

25 or more cases \$54.00 per case

Cleveland Coin
MACHINE EXCHANGE, INC.

2029 Prospect Avenue
Cleveland 15, Ohio
Tower 1-6715

Charm Aids Bulk Op Sales

Continued from page 84

Sam Nuccio, started in the bulk vending business some 15 years ago as a part-time operation with about 25 machines. At that time Corso was selling insurance and at the same time working for an operator of pinball games. Nuccio was a laborer in the steel mills.

Over the years they gradually increased their operations to more than 200 locations, and about 1950 after purchasing 250 additional outlets, devoted full time to the Lawn Vending Company.

Today the firm has more than 600 bulk gum vending machines along with 50 capsule units and 10 or 20 nut vendors.

"We learned early that we must maintain our machines on the same basis that department stores maintain display windows," Corso said. "They must be clean, and the items must be presented attractively, with a fresh, appealing look to attract sales."

"Therefore, an alert operator will feature a different charm each time he installs a refill. Lawn is now spot lighting Christmas ornaments. Our previous item was the miniature football, and after the holidays we will push a basketball charm."

Bakeries, Arcades

In addition to grocery, drug, department and chain stores, Lawn Vending Company's locations include bakeries, gift shops, Penny Arcades and toy and novelty stores. The firm's outlets are all within 100 miles of the South Side headquarters and are serviced at least once every seven weeks.

Bulk vendors, Corso and Nuccio advised, should be kept away from the walls wherever it is possible, pointing out location owners are apt to cover machine with boxes when receiving stock or setting up a special display.

Both suggested using stands and placing vendors as close to the cashier as possible or near the exit. They further advised that commissions should be paid with penny

Hires' '55 Sales Set New Record

PHILADELPHIA, Dec. 10.—Net sales of \$10,111,045 for the fiscal year ended September 30 were reported by the Charles E. Hires Company, a 5 per cent gain over fiscal 1954 and the best sales year in the history of the firm.

Net income after taxes was \$395,976, equal to \$1.02 a common share for a 12 per cent gain over 1954. President Peter W. Hires credited increased sales and advertising expenditures for the record business.

when answering ads...
SAY YOU SAW IT IN THE BILLBOARD!

rolls to keep the location owner in change.

Like other bulk ball gum and nut operators, Corso and Nuccio expressed concern over the jumping of locations and the payment of commissions, especially by newcomers to the field.

Commission Too High

Both hold that the 25 to 33 per cent commissions are out of line and should be cut. However, neither made suggestions as to how this could be accomplished.

The Lawn Vending Company, according to Corso, is a family business. In other words the whole family pitches in when it comes to cleaning, refilling and repairing machines.

Corso and his wife, Marie, who were married February 14, 1931, have a son, Anthony Jr., 17, who is a high school senior. Nuccio and his wife, Jean, were married October 22, 1939, and have two children, Joseph, 14, and Geraldine, 12.

In addition to taking an active interest in community and civic affairs, Corso and Nuccio are members of St. Rita's school Fathers' club, and their wives are members of the Mothers' club.

News Briefs

DALLAS, Dec. 10.—Promotion of Lester P. Helm, a zone manager for the past four years, to Southeastern Division manager of the Dr. Pepper Company was announced by W. W. Clements, vice-president and general sales manager, this week. For the past two years Helm has won the firm's top sales award for zone managers. He succeeds James A. Barfield, who resigned to become a Dr. Pepper bottler in Tallahassee, Fla.

NAUGATUCK, Conn., Dec. 10.—Peter Paul, Inc., maker of Mounds and Almond Joy, increased its net income to about one and one-half million dollars for the fiscal year ending June 30. Earnings were \$1,483,578, compared to \$1,367,002 for 1953-'54. Per share earnings were \$2.18 this year against \$2.01 of a year ago.

Timing Devices Shown At NAAPPB Convention

CHICAGO, Dec. 10.—Timing devices for kiddie rides and coin chutes used in amusement games were featured in the exhibits of National Rejectors, St. Louis, and A.B.T. Manufacturing Corporation, Chicago, at the National Association of Amusement Parks, Pools & Beaches convention here this week.

In addition, both firms exhibited their entire line of slug rejectors. Al Pierz was in charge of the National Rejectors display, and George Kozy represented A.B.T.

Chain Selling

Continued from page 84

the fact that many patrons receive pennies in change usually is a convincing factor for the installation of vendors."

The chains service and clean the vendors while First National Vending Service maintains and repairs the machines, including the replacements of globes.

Spotting of vendors is left entirely up to management. However, the majority are mounted on stands so they can be moved about freely.

Keeping the machines well stocked is the responsibility of the chain management. Each store is supplied with order cards, and when a vendor begins to empty, the manager forwards his order to First National where it is filled and dispatched the same day.

Most of the vendors dispense charms along with ball gum, a mixture that is prepared by First National, which makes it a point to feature the currently popular items.

A minute check is kept on the sales of each outlet thru a card file. Should sales fall below the set average, Kantor immediately contacts the outlet to see what can be done to bolster sales.

Chain Stores

In many cases the fault lies with the store personnel, he said, and is of a trifling nature. Examples include misplacing of order cards or a broken globe or coin chute.

Included among First National's chain locations across the nation are: Sterling Stores, Little Rock; Southern 5 and 10 Cent Stores, Charlotte, N.C.; McClellan Stores, New York; G. C. Murphy Stores, McKeesport, Pa.; Western 5 and 10-Cent Stores, San Francisco, Forks' 5 and 10 Cent Store, Idaho, and Walker's 5 and 10 Cent Stores in Mississippi.

Kantor entered the bulk gum vending field eight years ago when he purchased Confection Specialties, which he still operates. He served as a staff sergeant in the Air Corps intelligence in the South Pacific for 3 1/2 years during World War II.

A graduate of the University of Wisconsin, where he received his degree in economics in 1942, Kantor and his wife, Marjorie, were married January 9, 1947, and are the parents of two daughters, Jean, 6, and Nancy, 4.

NEW YORK, Dec. 10.—The Numatic Machine Corporation, recently named Eastern distributor for Bar-Vend, reports 10 units have been sold, with shipments going out to Al Bianco's Vernon Vendors and Irving David's American Vending Service.

EMPTIES MACHINES FASTER!

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

ACE VENDING & DIST. CO.
2702 W. Pico Blvd.,
Los Angeles, Calif.

\$25 DOWN
Balance \$10 Monthly
ALL WEATHER SCALE
COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.
WRITE FOR PRICES.
Invented and Made Only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

EMPTIES MACHINES FASTER!

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

ACME VENDING MACHINE CO.
1888-90 W. Washington Blvd.,
Los Angeles, California

ATTENTION, VENDING OPERATORS!!!

Uneeda Vending Service is instituting a new policy in this issue of Billboard. Check all information in this ad and future ads for terrific new benefits on equipment.

CIGARETTE MACHINE CONVERSIONS IMMEDIATE DELIVERY

on 25c and 30c Coin Mechanism Conversions for:

ROWE IMPERIALS, ROYALS, NATIONAL 930, 950, PRESIDENTS, CRUSADERS | 750, 9A

Also Available:

● ROWE PRICE DIFFERENTIAL BARS ● NEW CIGARETTE MAGAZINES (Containers) for all Rowe and National Machines. Will vend King Size & Reg. in all Cols. TERMS ARRANGED—WRITE FOR INFORMATION.

CIGARETTE VENDORS

National Model 9A, 9 Cols., 370 Cap.	\$125.00
National Model 930, 9 Cols., 270 Cap.	110.00
National Model 750, 7 Cols., 270 Cap.	110.00
Lehigh PX, 10 Cols., 300 Cap.	125.00
Lehigh PX, 8 Cols., 240 Cap.	115.00
DuGrenier Champion, 9 Cols., 370 Cap.	100.00
Uneeda Model E, 6 Cols., 180 Cap.	75.00
Uneeda Model A, 8 Cols., 240 Cap.	90.00
Uneeda Model 500, 9 Cols., 350 Cap.	100.00

CANDY MACHINES

Stoner Candy Prewar, 160 Cap.	\$135.00
Rowe 5c Gum & Mint Vendor, 7 Cols., 175 Cap.	32.50
Rowe Candy Merchant, with changemaker, 7 Cols., 158 Cap.	165.00

Xmas Special \$62.50 with base

\$57.50 without base

For December only!

We have a tremendous stock of "AS IS" Equipment. In good condition but not rebuilt or refinished.

Check this list of terrific values!

ROWE CIGARETTE VENDORS

Imperial, 6 Col.	\$32.50
Imperial, 8 Col.	35.00
Royal, 6 Col.	32.50
Royal, 8 Col.	35.00
President, 8 Col.	57.50
Crusader, 8 Col.	65.00
Dip Electric, 8 Col.	65.00

Any of above machines resprayed in color of your choice for \$12.00.

For 25c & 30c Dual Vend Mechanism add \$20 to above prices.

Rowe Pastry Vendor (like new), 5c, 10c & 15c Vend—Special \$125.

Rowe Refrigerated Sandwich Vendor—\$300.

Trade prices: 1/3 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"
250 Meserve Street • Brooklyn 6, N. Y. • HEgamon 3-6295

EMPTIES MACHINES FASTER!



NEW! Red-Hot "Ball of Fire" Bubble Gum!

H. B. HUTCHINSON JR.
860 North Avenue, N.E.
Atlanta, Georgia



VICTOR Standard TOPPER

Case of 4
\$50

ORDER NOW!
Price increase will be in effect January 16th

1/2 Deposit, Balance C.O.D.
CHAMPION NUT CO.
1194 Tremont St., Boston 20, Mass.

SUPPLIES IN BRIEF

Peanut Supply Heavy

Peanut supplies on October 31 were 88 per cent larger than a year ago, Agriculture Department reports. The total of 779 million pounds includes imported shelled peanuts still on hand, but excludes stocks on farms and shelled oil stock. Stocks held in similar positions a year ago totaled only 413 million pounds. Shelled peanuts used in making candy, salted peanuts and peanut butter totaled 105 million pounds, compared with 104 million pounds for the same period in 1954. More peanuts were reported used in making peanut butter than a year ago, with quantities used for salted peanuts and candy running fairly close to last year.

Confectionery Sales Up

Manufacturers' sales of confectionery increased 5 per cent in October over the October, 1954, total. A Census Bureau report estimates the total at \$106,872,000. Sales of manufacturer-wholesalers totaled \$84,292,000, 2 per cent above September. Manufacturer-retailers' estimated sales in October increased

16 per cent compared to September, 1955, and 4 per cent compared to October, 1954. Poundage sales for the first 10 months of 1955 increased 1 per cent, while dollar sales gained by 2 per cent. Poundage sales of bar goods went up 1 per cent, but poundage sales of package goods retailing above 50 cents per pound went up 3 per cent compared to last year.

Cig Manufacture Down

Cigarette manufacture in September of this year decreased approximately 800 million from September, 1954, the Treasury Department reports. Cigar manufacture was down slightly, and smoking and chewing tobacco declined. Consumption of cigarettes is expected to continue a gradual gain during 1956. Unofficial trade reports indicate that filter tips will occupy more of the market. Record and near-record supplies of various types of tobaccos have caused Agriculture Department to order cuts in quotas in some States.

Sugar Deliveries Up

Sugar deliveries are up 4.4 per cent for the first 10 months of 1955 compared with the same period in 1954, according to the Agricultural Department. Deliveries totaled 7,214,000 tons. The price of raw sugar, duty paid, averaged 6.06 cents per pound during October compared with 5.96 cents during October, 1954.

Cocoa Bean Grind Down

The volume of cocoa beans ground in the U. S. during the first nine months of 1955 was 12 per cent lower than in the corresponding period of 1954, and 23 per cent under the same period of 1953, according to Commerce Department. Manufacturers' stocks of cocoa beans increased, however, and prospective 1955-'56 supplies are estimated slightly above the favorable 1954-'55 crop.

Philip Morris Okays Profit Sharing Plan

NEW YORK, Dec. 10.—Stockholders of Philip Morris, Inc., this week approved a profit-sharing plan for its employees. The company will make all contributions to the plan, which will cover 4,700 persons, including seasonal employees.

Beginning January 1, 1956, the company will pay into the plan 3 per cent of the consolidated earnings before taxes. Payments, however, will not exceed 15 per cent of the total amount of the compensation of all employees eligible to participate in the plan during a single year.

Each participant, based on his compensation, will receive the same pro-rata share of the company's contribution to the profit-sharing fund.

S. E. Blane, first vice-president of the Tobacco Workers' International Union, told O. P. McComas, PM president, "With the addition of the profit-sharing plan which looks like a possible answer to the guaranteed annual wage and which covers even seasonal employees, we know we have the best security program in the industry."

Great Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED.
HEAVY SHEET METAL BASE
TIN SCOOP
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE
SKILLED HANDWORKMANSHIP is employed in building this scale to assure reliability and accuracy.



There is sturdiness of construction more durable than is generally found in scales. Finish is black chrome. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.

ORDER TODAY

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.
Distributors, Write for Prices.
J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

\$18.50

HEADQUARTERS
BULK VENDERS CHARMS SUPPLIES

- LOW PRICES
- LARGE INVENTORY
- ALL YOUR NEEDS ON HAND

Ball Gum • Bulk Candies • Victor Machine Parts • Stands • Brackets • Largest Selection of Charms • All Orders Shipped Same Day Received.

Now you can buy all of your bulk vending needs from Logan. We have a fine staff and large inventory ready to serve you with speed. If you can't come in to see us, please get on our mailing list. Free price lists and samples sent on request.

VICTOR'S COMPLETE LINE OF MACHINES AND PARTS IN STOCK FOR IMMEDIATE DELIVERY

"Logan the Leader in Quantity and Quality"

LOGAN DISTRIBUTING CO.
915 Milwaukee Ave. Chicago 22, Ill. Taylor 9-6150

Precision-Built for PROTECTION & PROFITS!



ACORN
The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

- Vends GUM—all bulk merchandise.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

1c & 5c mechanism slides into place—no screws!

IMPROVED! SILVER-STREAK
BRUSH HOUSING & BALL GUM WHEEL

MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

Western Office OPERATORS VENDING MACHINES SUPPLY 1023 S. Grand Ave. Los Angeles 15, Calif.
Eastern Sales Office M. J. ABELSON 2033 Fifth Ave. Pittsburgh 19, Pa.

Pepsi Drops Adv. Agency

NEW YORK, Dec. 10.—The Pepsi-Cola Company has served notice on its advertising agency, Biow-Beirn-Toigo, Inc., that their contract will be ended in four months. Pepsi is looking for another agency to handle its \$8,000,000 a year, plus \$2,500,000 co-operative advertising program.

About eight months ago another major sirup manufacturer, the Coca-Cola Company, switched from the D'Arcy agency to McCann-Erickson. D'Arcy is reportedly seeking the Pepsi account.

However, none of these changes affect the functions of Perry Wachtel's dePerry Advertising Agency, which handles Pepsi's direct promotion to the vending field.

VICTOR STANDARD TOPPER



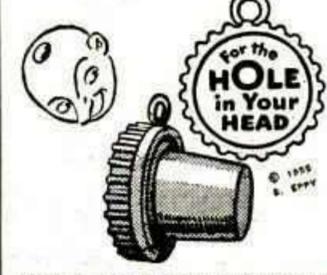
Case of 4
\$50

SPECIAL!
4 Standard TOPPERS, plus 25 lbs. of GUM, plus 1,000 CHARMS, \$60

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.

PIONEER VENDING SERVICE
590 Albany Ave., Brooklyn 3, N. Y.

It's a GAG IDEA... HOLE-IN-HEAD CORK CHARM



For the HOLE in Your HEAD

Comes in Plastic Colors, with Color Inlay Wipe-in for easy legibility.

Children Love GAGS. Anything that's a JOKE, that pokes Fun, that tickles the risibility—they want.

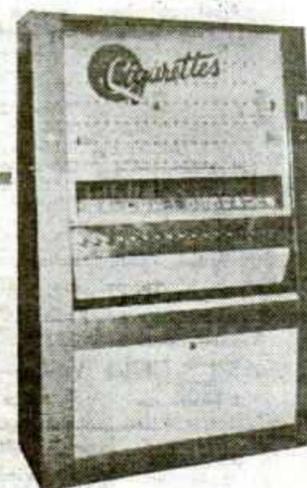
\$9.00 f.o.b. Jamaica, N. Y. per 1,000 Or: At Our Distributors

It's big enough to vend without a ball of gum. This is IMPORTANT. It serves as a Gimmick Attraction at no cost to you because when it VENDS by itself, you get paid for the Gimmicks. Never overlook this angle in selecting Gimmicks. This is called Self-Liquidating Gimmicks.

This New Gimmick Is Copyright Protected.

SAMUEL EPPY & CO., INC.
91-15 144th Place Jamaica 35, L. I., N. Y.

ROYAL "17"
THE CIGARETTE MACHINE WITH FULL 17-COLUMN SELECTIVITY



17 fully automatic columns of sales-producers. Vends Regular, King Size, Parliaments and other boxed cigarettes. Capacity 400.

This 17-column machine is also available with four reserve columns—total capacity of 500 packages. With or without penny changer.

CANADIAN OPERATORS—especially designed for your market—the same machine with 10 columns and the same exclusive features. With or without penny changer.

— WRITE NOW FOR INFORMATION —

ROYAL MANUFACTURING CO.
1360 Howard Street San Francisco, California

This machine available in all models with penny change maker, making the machine adjustable to 9 different prices on each column, from one cent to over a dollar. Eliminates pennies under cellophane.

NOTICE!
VENDING MACHINE OPERATORS

Get your orders in now before the prices rise.

Effective January 16, 1956, new prices on all Victor Vendors are as follows:

5-STAR BABY GRAND
Less than 25 cases, \$53.00 per case of 4.
25 cases or more, \$51.00 per case of 4.

STANDARD TOPPER
Less than 25 cases, \$53.00 per case of 4.
25 cases or more, \$51.00 per case of 4.

TOPPER DELUXE
Globe Style or Topper Deluxe. Half-Cabinet Style. Less than 25 cases, \$40.00 per case of 4.
25 cases or more, \$37.00 per case of 4.

SUPER V
Less than 25 cases, \$74.00 per case of 4.
25 cases or more, \$70.00 per case of 4.

KING SIZE TOPPER DELUXE
Less than 25 cases, \$61.00 per case of 4.
25 cases or more, \$59.00 per case of 4.

All prices F.O.B. Chicago.
Expand your routes now!
See your nearest Victor distributor

VICTOR VENDING CORP.
5711 W. Grand Ave. Chicago 39, Ill.

PENNIES PAY OFF

with greatest money making scale on the market

\$20 deposit puts it to work for you
Good indoors or out
Produces up to 200% profit
Wins Customers for Locations
Two machines in one—weighs, tells fortunes



YOUR FORTUNE
WEIGH YOUR FATE

Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

AMERICAN SCALE MFG. CO.
Dept. B
3206 Grace St. N.W., Washington 7, D. C.

Send more details Send scale
\$20 deposit enclosed

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____



VICTOR Standard TOPPER
1c BALL GUM VENDOR
\$12.50 Each

\$12.00 Each 100 or More
30 day money-back guarantee if not satisfied.

1/2 deposit on all orders
Write for lowest prices on filled capsules. Immediate delivery.

SPECIAL TRADE-IN OFFER
As High As \$6.00 Per Machine On VICTOR TOPPERS
Send Us Your List.

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1448

Conn. Cig Flood Tax for 9 Months Set for Passage

HARTFORD, Conn., Dec. 10.—The anticipated hike in cigarette taxes in Connecticut—to help pay for State flood damage—is going thru.

The new temporary flood-recovery tax increase program, designed to raise upward of \$15,000,000 during the next nine months, was developed Wednesday (7) by Governor Ribicoff and Republican and Democratic leaders.

The program is a compromise tax increase measure and its approval by Republican and Democratic caucuses paves the way for adjournment next week of the special flood recovery session.

It calls for increases in the State sales, cigarette and liquor taxes, plus increases for corporations, public utility companies, domestic insurance companies and theaters.

The cigarette tax would be raised from 3 to 4 cents a pack for nine months starting February 1.

Milwaukee Still 5c, But Dime Is Gaining Support

MILWAUKEE, Dec. 10.—Altho Milwaukee is still essentially a nickel stronghold, dime play is edging forward here steadily.

After a widespread conversion move fell flat here several years ago, operators found only their plush locations willing to remain on 10-cent play. Since that time, however, the word has spread that collection results from these dime supporters has been good and other locations had agreed to try it again.

Joe Pelligrino, of P & P Distributing Company had this to say: "The only trouble is that we don't have enough locations willing to try it out. But those that do try it, keep it."

Leslie Reder, of L. R. Distributing Company, reports that he has found a sure way to tell when a location is "ripe" for dime play. "When locations start inquiring about extended play records it's a sure sign that they've got customers willing to pay a dime for a tune and also that they're beginning to see the advantages of the increase in price."

Siegels Buy John DiFiore's Bulk Outlets

CHICAGO, Dec. 10.—John DiFiore, a veteran bulk gum operator for more than 15 years and owner of Mayflower Confection, has sold his locations to Meyer and Albert Siegel, owners of Central Vending Sales here.

Announcement of the sales was made by Meyer Siegel, who revealed the transaction was completed November 26. Meyer Siegel and his brother purchased Central Vending Sales six years ago from Hyman and Morris Jacobson. The Siegels were previously in the textile manufacturing field.

EMPTIES MACHINES FASTER!

NEW! Red-Hot "Ball o' Fire" Bubble Gum!
ROY BECKER
8733 Wickham Drive
Berkeley, Mo.

EMPTIES MACHINES FASTER!

NEW! Red-Hot "Ball o' Fire" Bubble Gum!
NORTHWESTERN SALES & SERVICE CO.
446 W. 36th Street
New York, N. Y.

TOPS IN EYE APPEAL



This is the best number to hit the market in a long, long time. These brilliant transparent stones in bright assorted colors create terrific eye appeal—featuring the largest stones ever used in any rings.

GUARANTEED TO EMPTY YOUR MACHINES!!!

\$17.75 per M Assorted Settings

For All Types of Vending

IMMEDIATE DELIVERY!

Stickers available... contact your local distributor, or:

paul a. OFFICE co. inc.

55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-R

New Lunch-O-Mat Exhibit in N. Y.

NEW YORK, Dec. 10.—Murray and Bill Wiener, local representatives of Eastern Electric, Inc., held the first local showing of the new Eastern Lunch-O-Mat Tuesday (6) at their 10th Avenue showroom.

On hand to greet the operators were Lou Jaffa, Eastern vice-president, and Murray Oglan, local operator, who has Lunch-O-Mat stops in the metropolitan area.

GENUINE FOREIGN COINS!

THE AMAZING NEW BEST-SELLER FOR 5c CAPSULE VENDORS!
\$6.00 to \$15.00 per thousand coins (over 15 varieties now available), F.O.B. N.Y.
Write for free price lists. Send \$1.00 for samples.
ROYAL COIN CO., INC.
World's largest supplier of foreign coins and currency
47 W. 46th St. N. Y. 36, N. Y.
Phone: JUdson 6-4689

Canada Dry Hits Best Sales Year

NEW YORK, Dec. 10.—Sales and earnings for Canada Dry Ginger Ale, Inc., for the fiscal year ended September 30 were the highest in the history of the firm, R. W. Moore, CD president, announced this week.

Net earnings jumped 46 per cent to \$3,491,040 from \$2,377,538 the preceding year, equal to an increase of from \$1.14 to \$1.72 a share.

Net sales were \$74,259,475, a 10 per cent increase over the \$67,362,067 for the fiscal 1954. Working capital on September 30 was \$15,036,934 compared with \$15,591,842 a year earlier.

Cleveland Coin Machine Exchange, Inc.
Northwestern Corporation Distributors
2029 Prospect Ave. Cleveland, Ohio
Tel. 1-6715
Write for prices.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb.	\$12.00
N.W. 239 1c Porc.	7.95
N.W. 233 1c Porc. B.G.	6.50
Master 1c Bulk Porc.	6.50
Master 5c Bulk Porc.	6.50
Master 1c & 5c Bulk Porc.	6.95
Columbus 1c Bulk	6.50
Silver King 1c B.G. or Mds.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance 2D 1c B.G.	6.45
Advance 211 Mds.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	77
Pistachio Nuts, Vendor's Mix	72
Pistachio Nuts, Sheik	45
Master 1c Bulk Porc.	41
Cashew Butts	57
Peanuts, Jumbo	45
Spanish	32
Mixed Nuts	55
Tabby-Lets, 520 ct.	30
Rainbow Beans	32
Boston Baked Beans	32
Jelly Beans	28
Licorice Gems	28
Leaflets (similar to M & M), 550 ct.	40
Assorted Fruit Charms, 100 ct.	42

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.
STAMP FOLDERS, Lowest Prices.... Write

THERE ARE BIG PROFITS IN GUM
GET YOUR SHARE WITH **Northwestern**

TAB
You'll hit the jackpot with this selective tab vender. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

FOR TOPS IN PROFITS

VICTOR Standard TOPPER
CASES OF 4 \$50.00
30-Day Money Back Guarantee If Not Satisfied
1/2 Deposit on All Orders
Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS
SIDMOR VENDING CO.
2137 Fifth Ave. Pittsburgh, Pa.
Tele.: Atlantic 1-2540

THERE ARE BIG PROFITS IN GUM
GET YOUR SHARE WITH **Northwestern**

PACKAGE GUM VENDER
This amazing vender is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

TAB
You'll hit the jackpot with this selective tab vender. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.

THERE ARE BIG PROFITS IN GUM
GET YOUR SHARE WITH **Northwestern**

BALL
More profits with ball gum through the famous Northwestern JET. Vends ball gum, ball gum and charms or capsules—1c, 5c or 10c play. Available in chrome for outstanding flash.

Also NORTHWESTERN

49 NUT VENDER
Interchangeable SANI-CARRY globe for faster servicing. Displays merchandise to best advantage. Also available in Hot Nut.

WIRE, WRITE or PHONE TODAY for Complete Details

THE NORTHWESTERN CORPORATION
848 East Armstrong Morris, Illinois

NEW DIAMOND* JEWEL RING
*Fiery rhinestone on ruby red set. Sensational! A completely new ring.
Send 35c for regular sample kit of charms

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

EXCLUSIVE NAT'L SALES AGENT FOR NEW IMPROVED PENNY-NICKEL ATLAS MASTER Penny King Company
2538 Mission St. Pittsburgh 3, Pa.

World's Largest Selection of Miniature Charms

EMPTIES MACHINES FASTER!

NEW! Red-Hot "Ball o' Fire" Bubble Gum!
SAM PHILLIPS COMPANY
4372 Lindell Ave.
St. Louis, Mo.

VICTOR'S TOPPER
1c BALL GUM MACHINE \$12.50 each \$12.00 100 or more

AMERICA'S FINEST BALL GUM VENDOR

VICTOR'S FIVE STAR BABY GRAND \$12.50 each

1/2 Deposit on All Orders
Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS

H.B. Hutchinson Jr.
860 North Ave., N.E. Atlanta, Ga.
Phone: EMerson 4300

BALL and VENDING GUMS
LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. 25¢ lb.
Chicle Ball Gum, 130 ct. 34¢ lb.
Clor-o-Vend Ball Gum 40¢ lb.
Clor-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 27¢ lb.
Tab (short stick), 100 ct. 38¢ box
5-Stick Gum, 100 packs 38¢ box
F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS
418 A-M, Pleasant 1, Newark 4, N. J.

RECONDITIONED VENDORS
All Machines Completely Checked and Ready for Location—Order With Complete Confidence.

BULK VENDORS

Silver King, 1c or 5c	8.50
Victor V—Cob. Type	9.50
Victor V—Globe Type	8.50
Acorn, 5c	10.00
DuGrenier, 4 Col.	14.50
DuGrenier, 6 Col.	17.50
Mills, 6 Col.	17.50

Alax 5c Hot Nut Vendors, recond., incl. stand and cup dispenser. Write for SPECIAL price! \$55.00 EA.
Pop Corn Sizzler, clean, ready for location. 10¢ mechanism. \$55.00 EA.

1/2 deposit, balance C.O.D.
RAKE COIN MACHINE EXCHANGE
609-A Spring Garden Street
Philadelphia 23, Pa.
LOmbard 3-2676

Wurlitzer Distributors See '56 Line, Centennial Plans

LOS ANGELES, Dec. 10.—The Rudolph Wurlitzer Company held its Centennial International Phonograph Distributors meeting at the Statler Hotel here Wednesday thru Friday (8-10) to explain the firm's centennial plans for next year and to introduce to its distributor organization its 1956 automatic phonograph line.

One of the models shown was a new 104-selection machine, the Model 1900, which features an all-new cabinet design and is equipped with the same mechanism as used in current production models.

The Billboard was unable to learn at press time what other models—if any—in the line had been displayed.

Operator showings of the new models, designated as Wurlitzer Days, reportedly will be held in mid-January.

Details of Wurlitzer's centennial promotion plans, slated to get under way January 1, could not be learned by The Billboard at press time.

On hand for the meeting were Wurlitzer distributor representatives from 27 foreign countries, the entire U. S. distributor organization and Wurlitzer officials from Chicago and North Tonawanda, N. Y.

On Thursday evening the entire group was hosted at a banquet at the Statler and which featured entertainment by such popular recording artists as Peggy King, Gale Storm and Don Michael, who introduced a new tune entitled "Hey, Dad, It's a Wurlitzer." Rosemary Master, associated with Arthur Murray, also supplied something

new, a dance step called "The Wurlitzer Whirl."

An added attraction at the banquet was a candle Wurlitzer birthday cake befitting a centennial celebration.

Friday morning saw distributors on a special tour thru Disneyland, where Wurlitzer has exhibits. In the afternoon a closed-door session was held again at the Statler.

Officials on hand for the meeting from Wurlitzer's Chicago offices included R. C. Roling, president; E. L. Hahne, secretary-treasurer, and Morris C. Bristol, vice-president and counsel. From the North Tonawanda, N. Y., division were Roy F. Waltemade, vice-president and manager of the North Tonawanda division; A. D. Palmer, advertising and sales promotion manager; Robert Bear, phonograph sales manager, and Arthur Rutzen, export manager.

MOA EXECUTIVE GROUP TO ADD 25 TO ROSTER

LOS ANGELES, Dec. 10.—Music Operators of America will add 25 more operators to its executive staff, bringing the total number to 48, during its annual convention in Chicago next May. There are 23 executive officers listed on the roster now.

The announcement was made by George A. Miller, president of MOA, during a local meeting of operators here Tuesday. Miller is also president and general business manager of the State organization, California Music Merchants' Association.

Levine Named Ark. Distrib By Wurlitzer

LITTLE ROCK, Dec. 10.—The Rudolph Wurlitzer Company this week appointed the Standard Automatic Distributing Company its phonograph distributor covering 61 counties in the State.

Standard Automatic, at 1202 W. Seventh Street, is headed by Dan "Chink" Levine, who has been active in the coin machine business in this area for the past 15 years. Standard replaces Williams Distributing Company, Inc., headed by R. E. Williams, in most of Arkansas. The latter is the Wurlitzer distributor in Memphis.

Robert Bear, who made the announcement and who is phonograph sales manager of Wurlitzer, said that the territory assigned to Standard was decided by mutual agreement between Wurlitzer, Standard and Williams.

Levine first entered the business in 1940 as a music operator. In 1945 he became manager of the Wurlitzer distributor office in Little Rock, a post he held for

(Continued on page 91)

Music Systems To Host 600 at Grand Opening

DETROIT, Dec. 10.—Music Systems, Inc., Seeburg distributor, will hold the grand opening of its new headquarters tomorrow (11). The firm moved into its new location last October.

Attendance at tomorrow's fete is expected to exceed 600, and about 20 recording artists are slated to be on hand to entertain and greet guests.

Lou Nemish, head of the firm, said that invitations to the event had been extended to everyone connected with the coin machine business.

Top recording artists expected to attend are Lou Monte, Cathy Johnson, Jerry Adams, the Gaylords, David Carrol, the Four Coins, Boyd Bennett, Frankie Castro, Roger Williams, Nelson Riddle, Kitty Kallen, Jack Plies and Connie Boswell.

Atlas Occupies New Quarters In Des Moines

DES MOINES, Dec. 10.—Atlas Music Company, Seeburg distributor here, has moved its entire operation into a completely remodeled building at Walnut and 12th Street.

The new Atlas location features 10,000 square feet of floor space, three times the amount provided at its former site; ample parking facilities, a complete service department, air-conditioning, three equipment showrooms, modern offices, two loading platforms, a large parts department and ample warehouse space.

Phil Moss, head of the firm, *(Continued on page 92)*

Harry Rosenthal, Banner Specialty, Dies in Hospital

PITTSBURGH, Dec. 10.—Harry Rosenthal, 61, partner and general manager of Banner Specialty Company, AMI distributor, died in Montefiore Hospital here Tuesday morning.

A 23-year veteran of the coin machine business, Rosenthal was well known and admired throughout the country. He was a life-long resident of Pittsburgh, residing at 5100 Fifth Avenue.

Surviving are his widow, Mrs. *(Continued on page 92)*

Detroit Assn. To Push '56 March of Dimes

DETROIT, Dec. 10.—Members of the United Music Operators of Michigan, meeting at the Fort Wayne Hotel here Monday, voted unanimously to go all-out in next year's March of Dimes campaign via a teen-age entertainment program.

Scott B. Sheppard Jr., and William Nelson, of the National Foundation for Infantile Paralysis, addressed operators and outlined a plan to organize teen-age co-operation in the campaign. They explained to operators that high school students had been contacted and Teens Against Polio, TAP, chapters had been organized in each school.

Sheppard said that he felt sure that UMO could spark teen-age co-operation by staging an entertainment show for the youths. He said that any show similar to those already staged by the Detroit operators would certainly be successful.

Operators agreed to the plan immediately, resolved to set the program into action during their January 9 meeting.

Sheppard and Nelson also explained to operators how money collected thru the campaign was distributed.

Also discussed at the confab was the Frank Alluvot-Miller-Newmark *(Continued on page 92)*

Slifer Leaves Seacoast Post

UNION, N. J., Dec. 10.—Bob Slifer, who resigned this week as general manager of Seacoast Distributors, local Rock-Ola outlet, announced that he plans to stay in the coin machine industry, but added that his plans have not yet been determined.

Seacoast last week closed its New York office and is currently directing its sales effort for the New York metropolitan area from the Elizabeth, N. J., headquarters under the direction of Dave Stern, president.

Slifer, who makes his home in Union, has been with Seacoast for nine years. During World War II he was personnel manager and production control manager for the Diehl Manufacturing Company, a division of the Singer Sewing Machine Company.

From 1935 to 1942 he served with the Seeburg organization as a sales manager and as a New Jersey distributor. He is a graduate of Ohio State University.

The UMO's next meeting was originally scheduled January 2 but was postponed to avoid conflicting with the New Year holidays.

Miller to Head MOA Full Time January 1

Preps Membership, PR, Convention Plans; to Remain Advisor in CMMA

OAKLAND, Calif., Dec. 10.—George A. Miller, president and general business manager of Music Operators of America and who serves in the same capacity for the California Music Merchants' Association, will vacate his State association post as of January 1 and become full-time president and manager of the national organization.

Miller has divided his time between CMMA and MOA since being elected president to the latter in 1949. He took over as president and general business manager of CMMA in 1934, a post he has occupied ever since. Miller said that he would remain an official and an advisor in the State association.

Altho no mention of salary accompanied the announcement, it is understood that a substantial increase was voted Miller and agreed upon during the MOA executive meeting in Chicago

recently. According to Miller, further discussion of the subject is scheduled during the 1956 MOA convention.

Informs Calif. Ops

This week, Miller also made known the intended change to California operators. He attended four divisional meetings in as *(Continued on page 92)*

Juke Boxes to Have Old-Time Christmas

(Continued from page 1)

reason for their curtailed buying of new seasonal disks was that they did not expect them to click.

Still other operators claimed that past experience had taught them that perennial favorites pulled as much as 90 per cent of Christmas record play no matter how "hot" a new holiday disk was.

How did many operators view many of the new Christmas releases?

A prime explanation: That many of the new disks were losing sight of the idea of Christmas, that they were primarily novelty ditties and had limited appeal.

Mildred Jaccino, of Melody Music, Chicago, said that novelty holiday tunes are "great for the teenagers but acquire dust in locations catering to an older group."

Johnny Oomens, partner in Oomens & Sons, Chicago, reported that he believes the new Christmas tunes lack the punch to stay up on top for a number of years. And he agreed: "The newcomers are for the kids."

Melody Music uncovered its records to attempt to explain why they believe operators were thinning coverage of new holiday tunes. Seasonal play on juke boxes in the Chicago area—according to Melody's 400-juke box route per-machine average—dropped off slightly in

the top of the record bins. An operator wanting a particular tune notes the color code and checks the bins which are coded with corresponding colors. Each record stack has a color tab to match its classification on the color chart.

Each tab contains the title of the song, the artist and the record company.

Altho just introduced, Gorsen *(Continued on page 107)*

FAST, FASTER

Acme Uses Color Code In One-Stop

MINNEAPOLIS, Dec. 10.—An innovation has been added to Acme Music Company's self-service one-stop: a color identification chart.

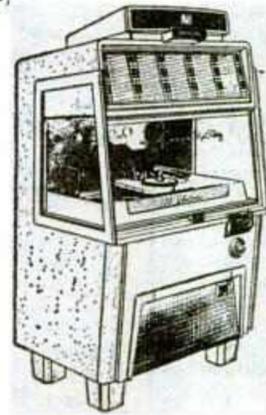
The system was devised by Vera Foster and Irv Gorsen, managers, to speed up operator transactions and to eliminate unnecessary double handling of records.

Altho pioneers in the self-service method of record selling, Foster and Gorsen were aware of normal space limitations. Their set-up included several tables in the middle of the shop with the hit tunes stacked on top. Each tune was made available in 45's and 78's.

However, clerks were still needed to pull records from the bins. Thus the color identification chart.

All records are put into one of 12 categories—a different color for each: white represents popular tunes, blue the country and western, yellow on old-timers, coral for standards, green on Irish tunes, pink for Latin numbers, peach on Hawaiian music, red on rhythm and blues, orange on novelties, chartreuse on background music, grey on organ selections and buff for marches.

A color chart is posted across



Patrons exclaim with delight the moment they see the Model "G's" Wide Screen High Frequency Horn, with its promise—abundantly fulfilled—of true high-fidelity music. Then—coins clink continuously, because 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 IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark.
 Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W. 1, England—building the BAL-AMI Juke Box

DISK PLEDGE

Calif. Assn. Adopts NJBM Buying Pool

OAKLAND, Calif., Dec. 10. — The California Music Merchants' Association has adopted a central buying system for its members with regard to National Juke Box Music, Inc., record purchases.

Each CMMA division, of which there are eight, has distributed pledge cards to its members, urging standing orders on all new NJBM tunes.

The central buying system does not lower the cost of the records to operators, but it does eliminate confusion and speed up distribution. When a NJBM tune is released, one large order is shipped to the CMMA office here for State distribution.

George A. Miller, president of the CMMA, emphasized that the pledge does not force operators to buy records for a specified time. He said: "Orders can be canceled by operators at any time."

Following is a sample of the pledge form used by the CMMA.

"I hereby authorize National Juke Box Music, Inc., thru my membership in the California Music Merchants' Association, to ship me all records released by them at a price no higher than I pay for other record labels.

_____ 45 r.p.m. _____ 78 r.p.m.

This will be a permanent bona fide order from month to month or until such time as I send in a written cancellation.

(Signatures) _____

Miller said that operator response has been good and that he hopes to have 100 per cent cooperation by early next year.

'56 Planning To Key W. Va. Jan. 3 Confab

CHARLESTON, W. Va., Dec. 10.—A 12-month public relations, legislation and special events planning confab will be held by the West Virginia Music Operators' Association at the Daniel Boone Hotel here January 3.

Dana M. Hicks, executive secretary of the organization, extended an invitation to all operators in the State.

The meeting was originally scheduled to be held January 2, but was postponed a day so as not to interfere with the holidays. The meeting will get under way at 6 p.m.

Levine Named

• *Continued from page 88*

three years. In 1948 he returned to operating. In 1950 Levine became distributor for several game manufacturers, lines which he will continue to handle.

Levine said that now that he was handling music as well as games, a move to new and larger quarters was being considered. Levine is assisted by Joe Hill, who heads up Standard's sales staff.

ROCK-OLA
MODEL 1448
Worth More When You Buy It
Worth More When You Trade It

COINMEN YOU KNOW

Miami

By RAOUL SHAPIRO

MIAMI TROPICAL PARK OPENS, BUSINESS ZOOMS. With the winter tourist season officially on, signaled by the reopening of Tropical Park, business is fast climbing out of the summer doldrums. Most of the game and juke operators report business better than it has been in many months. And with the winter harvest in full swing throughout the State, business has taken on a rosy hue. . . . Many operators in South Florida in town the past couple of weeks, busily trading used games and jukes for new equipment. Coin-operated pool tables continue to draw keen interest. Seen in town in a one-day period were Lou Lehrman, L&L Amusement, of Hollywood; Red Gurkin, Belle Glade Music Company, Belle Glade; Jim Robbins, of Okeechobee; Owens Rogers, Pahokee; Bill Rogers, of E. C. Rogers, Fort Myers; Ed Mercer, of Homestead, and Gale First, of Gale First Music Company, Naples.

Jack Lipsiner, of Coin-Operated Service, sporting a new station wagon. Ozzie Truppman, of Bush Distributing Company, causing everybody to turn green with envy when he showed off his new black and white Olds 98, with all the trimmings, no less. . . . Barbara Casio, secretary of the AMOA, celebrated Thanksgiving Day with a double helping of turkey and a brand-new husband. Barbara was married to Arthur Bruno, and the happy couple took off for a short honeymoon at Lake Worth. Mr. and Mrs. Bruno will make their home in the Southwest. Barbara intends to be back on the job after the honeymoon.

Lucky Skolnick, of Music Makers, Inc., has proved to himself that dime play in Miami is feasible. Lucky set out a Seeburg V200 on straight dime play on a strictly experimental basis and was delightfully surprised to find collections almost doubled. Lucky says he now intends to try other locations and hopes they will be equally successful. Moe Steinberg, of Stirling Music Company, is continuing to convert his machines to dime play, and says that in every instance his collections have gone up. Joe Mangone, of Mangone & Mangone, says he is slowly converting his machines to 10-cent play and reports that he has encountered few objections from location owners. . . . Ken Willis, of Bush Distributing Company, rapidly recovering from his recent illness.

Milwaukee

By BENN OLLMAN

OP CHRISTMAS DISK BUYING SLOW. Music operators haven't been buying much for their Christmas holiday needs, according to disk stores and distributors. According to one of the top label distributors: "The past few seasons they have cut down their year's end buying by using the Christmas hits of the past few seasons. Unless something new comes along that gets real hot, they'll probably drag out their copies of 'White Christmas,' 'Rudolph' and 'I Saw Mommy' once again."

Les Reder, of L. R. Distributors, along with several other local operators went to Chicago for the NAAPPB show to look over new amusement machines and parts. . . . Carl Staska, L. R. Distributors' routeman, came back from his hunting trip with his deer as usual. . . . With front office gal Phyllis Kapperman still on the sick list as she recuperates from recent surgery, Beverly Black remains in charge at Major Distributors. Top selling Mercury Records item this week, according to Beverly, is the recently released number by the Platters, "The Great Pretenders."

Premium merchandise has begun to move at a swift pace, according to Sam Hastings. "A lot of operators who haven't been using premiums all year long are stopping around these days," he notes. More action is being noticed on the pool game front, he added. Recent purchasers of pool game equipment in the Milwaukee area were Harry Cisler, Carl Klein and Red Jacomet. All report satisfaction with the cash box results. . . . He won't say which milestone he is just passing, but this week Sam Hastings is celebrating his birthday. "Band of Gold" by Don Cherry is kicking up a lot of interest among local operators, according to Columbia Records distributor Bill Farr. What about sales of EP's to operators? "The interest in this area among operators over the use of EP's has not shown any signs of growth recently," says Bill.

Max Callison, district sales manager for Capitol Records, made a brief stop in town to visit the local office recently. According to Bud Levinson, the top Capitol disks are Tennessee Ernie's smash "16 Tons," and surprising strength is being shown by Dean Martin's "Memories." . . . Tony Hirt, of Sheboygan; Allen Hermanson, of the Central Novelty Company, Lake Geneva; John Tuska, of J. T. Venders, Cudahy; Val Andres, Coin Machine Service, Oshkosh, stopped in recently for their record needs at Radio Doctors. . . . Les Haese, routeman for Regal Music Company, lists as the top disk in many months "16 Tons" by Tennessee Ernie.

Ed Gronowski, veteran route foreman for Red's Novelty, West Allis firm, is expecting the birth of his sixth child. He already has five daughters and admits to very little optimism that his Christmas present this year may be a bouncing boy. . . . Bill Vilbrandt is the new record salesman covering the Southern Wisconsin territory for Major Distributors, according to the Mercury Record boss here, Johnny O'Brien. . . . Harry Jacobs Jr., United, Inc., is planning a trip shortly to the West Coast on business. "We're winding up the best year of Wurlitzer sales in our company's history," smiles Harry. . . . Walter Fischbach, veteran United, Inc., outside salesman, has had to postpone a projected vacation trip to Chattanooga to visit members of his family. . . . Dime play continues to hold up satisfactorily, according to Joe Pelligrino, P. & P. Distributing Company.

Boston

By CAMERON DEWAR

BALLY SCHOOL DRAWS CROWD. More than 50 local operators attended Bally's service school held at the Beaconsfield Hotel, Brookline (26). All were agreed that the session under the direction of Bob Breither, field engineer, was highly informative. . . . Close to 50 guests were present at a testimonial dinner given Raymond C. Kennedy, office manager for Redd Distributors, who recently retired. . . . The affair was held at Tallino's Restaurant in Brookline. Kennedy paid high tribute to Sid Redd as "a boss and a person," with whom he's been associated for many years.

Barney Blatt, of Atlas Distributors, laid low with a virus, is on the mend and will soon be back in action. Brother Louis Blatt is putting in double effort pushing the new model AMI, which he reports is receiving fine response. . . . Dick Mitchell, of Dick's Records, and Jerry Flatto, of Boston Record Distributors, both had a hilarious visit with Frank Fontaine, a local boy, who was in plugging his new M-G-M platter.

Ed Ravreby, of World Fair & Associated Amusements, making a

hurried trip to New York City to see his old friend Leo Willens, president of Capitol Projectors, who is seriously ill. . . . Ed happy over the big attraction the new United starlet has for operators. He has also just received Keeney's new Fascination pool game, 18 inches longer than the old one, and expects great things from it. . . . Four new members swelling the ranks of the Massachusetts Music Operators' Association. They are Frank Fendell, Fendell Bros., Brookline; Donald W. Foote, Major Music, Randolph; Harold Bond, Peerless Music Company, Brookline, and Stephen Pielock, of Worcester.

Among operators seen around distributors in the Hub this week were Louis Stevens, of Southbridge; John Blaboni, of Springfield; Bill Golka and Timothy Toomey, of Brockton; Ray Shea, of Worcester; (Continued on page 96)

S. H. LYNCH & CO.

EXCLUSIVE Seeburg DISTRIBUTOR

DALLAS — 2900 GASTON AVE. HOUSTON — 910 CALHOUN ST.

SAN ANTONIO — 414 DOLOROSA

ABC VENDING CORPORATION PLANS TO SELL RECORDS ON NEWSSTANDS. New York subway stands to be used in EP sales tests. Detailed are ABC's plans, reaction from industry leaders. (Page 20, The Billboard, December 10.)

SHOULD THE AMUSEMENT GAME INDUSTRY HOLD AN ANNUAL SHOW OF ITS OWN? Pros and cons presented in detail by leaders in the field when only 16 coin-operated amusement game and Arcade exhibitors showed at the NAAPPB convention. (Page 78, The Billboard, December 10.)

JIMMY HILLARD TO HEAD NEW BALLY DISK FIRM. Scheduled to take over as president and general manager in January, Hillard outlined tentative plans on his move to Chicago. (Page 20, The Billboard, December 10.)

PEORIA, ILL., MUSIC OP OUTLINES PROMOTIONAL PROGRAM. Les Montooth, president, Central States Music Operators' Association, lists details of Association's deejay-op tie-ins, including sounding board for hunch tunes pushed by ops. (Page 81, The Billboard, December 10.)

NAMA, NVA NAME CHAIRMEN FOR COMING YEAR. John T. Pierson, president, National Automatic Merchandising Association, announced 25 committee head appointments. Seven named by NVA. (Page 84, The Billboard, December 10.)

YOUNG-GWIRTZ NEAR BOWING JUKE LABEL. Barney Young, publisher, and Irving Gwirtz, one-time recording man, confer with two record firms to form corporation. (Page 81, The Billboard, December 10.)

IF YOU MISSED READING THE DECEMBER 10 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New

A CONTINUING STORY OF



Leadership in Action

TEENS JIVE TO JUKE

W. Va. Ops, Distribs, TV
Reps Launch Weekly Show

CHARLESTON, W. Va., Dec. 10.—Members of the West Virginia Music Operators' Association, local juke box distributors and representatives of television station WOAY-TV, Oak Hill, have launched a weekly, one-hour television dance show for teen-agers.

Viewed from 4:30 to 5:30 every Saturday afternoon over WOAY-TV, which serves all of West Virginia and sections of Western Virginia, the show features high school students dancing on stage to juke box music.

Students are selected from two different high schools each week, all schools in the State eventually

being represented. Juke boxes are furnished by distributors, each supplying a machine for a six-week period. Jack Bess, president of the Roanoke Vending Exchange Company, Richmond, AMI outlet, was elected to furnish the phonograph for the first six weeks.

The program is scheduled to continue thruout the winter and spring months.

Responsible for this joint co-operation was J. A. Wallace, president of the operators' association. Wallace came up with the idea and brought the various groups together.

High school students in addition to dancing are requested to vote on their favorite tunes of the week. New disks and plenty of refreshments are given to the students during the program.

Both State and county school administrators, as well as the Parent Teachers' Association, have expressed their approval of the program.

In turn for the co-operation extended by operators and distributors, the emcee frequently plugs the automatic phonograph industry.

W. T. Cruze, head of Cruze Distributing Company, Charleston, Wurlitzer distributor, is slated to furnish the phonograph on the program during the second six-week period.

Detroit Assn.

• Continued from page 88

Distributing Company court action. UMO is supporting Alluvot in his fight to regain locations lost to the Miller-Newman firm. Roy Small, conciliator of UMO, appeared in court in behalf of Alluvot last week (see The Billboard, December 10).



GEORGE A. MILLER

Miller to Head

• Continued from page 88

many days. On Tuesday he met with the Los Angeles branch at that association's offices, Wednesday he talked to Longbeach operators, on Thursday he addressed operators at the Bakersfield Inn in Bakersfield, and on Friday he concluded his talks at the Fresno Hotel in Fresno, before a large turnout of operators.

Miller's replacement in the CMMA will be determined at a State-wide meeting and election shortly after January 1.

As full-time president and general business manager of MOA, Miller said that his first projects would be to launch full-scale membership and public relations campaigns and to begin preparing for the 1956 MOA convention. All four phonograph manufacturers notified Miller this week that they would exhibit at the convention (see separate story).

He also declared that, as full-time president of MOA, he would be able to devote considerably more effort to fighting all types of legislation detrimental to the phonograph industry.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

December 19—Worcester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

December 21—Automatic Equipment & Owners' Association of Indiana, monthly meeting, Association headquarters, Gary.

January 2—Anthracite Music Operators' Association,

January 3—Washington Music Merchants' Association, monthly meeting, Seattle.

January 3—West Virginia Music Operators' Association, monthly meeting, Daniel Boone Hotel, Charleston, W. Va.

January 3—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton Gibson, Cincinnati.

January 4—Summit County Music Operators of St. Joseph Valley, bi-weekly meeting, offices of Carl Zimmer Company, South Bend, Ind.

January 4—Retail Amusement Association of Canton, O., monthly meeting, Massillon.

January 5—California Music Merchants' Association, Sacramento division, Sacramento Hotel, Sacramento.

January 9—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

January 13—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.

January 13—Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.

January 28-29—Kansas Music Association, monthly meeting, Salina, Kan.

January 30—Central States Phonograph Operators' Association, monthly meeting, offices of Les Montooth, Peoria, Ill.

'16 Tons' Tops
On MOA Seg
For 2d Week

NEW YORK, Dec. 10.—Tennessee Ernie's "Sixteen Tons" on Capitol again was named the nation's top juke box tune by the Music Operators of America on the "National Juke Box Program" over the ABC radio network tonight (10).

West Coast nomination was "I Hear You Knocking" by Gail Storm, with Bill Haley's "Burn That Candle" on Comet as most promising disk in the section.

In the Midwest, Roger Williams' "Autumn Leaves" on Kapp was named top record, while Northwest selection was "Shifting, Whispering Sands" with Rusty Draper on Mercury, with the Fontane Sisters' Dot record of "Daddy-O" named the most promising

New Atlas Qtrs.

• Continued from page 88

said that a grand opening and operator open house was planned following the holiday season.

The service and parts departments, headed by Johnny Neff, are equipped with new testing equipment and work benches and new inventory bins. Warren Merrill, sales manager, has set up three showrooms — one exclusively for new automatic phonographs and auxiliary equipment, a second for new amusement machines, and a third for used equipment. The music showroom has been equipped with an acoustical ceiling and special sound walls.

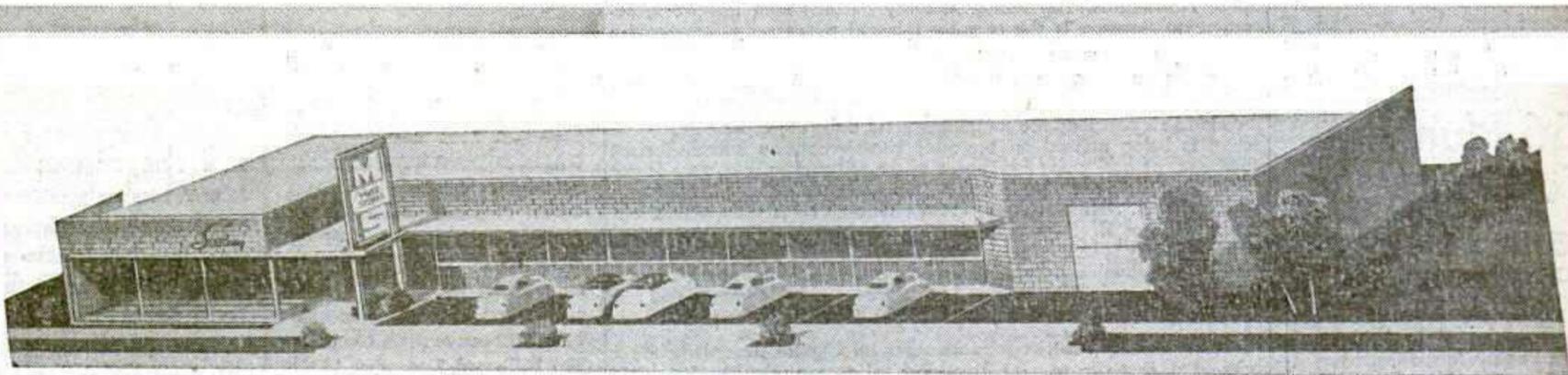
Harry Rosenthal

• Continued from page 88

Vivian Baltin Rosenthal; his mother, Mrs. Annie Rosenthal, of Los Angeles; two daughters, Mrs. David Lerner and Mrs. Howard Hyde; two sons, Herbert and Allen; a sister, Lillian, of Los Angeles; three brothers, Samuel, Sidney and Maurice, and four grandchildren.

Funeral services were held Wednesday at the Ralph Schugar Chapel, interment following in Beth Shalom Cemetery.

Herbert Rosenthal will take over Banner's Pittsburgh offices, a job he has filled in on the past three or four years. Banner also has an office in Philadelphia.



Announcing the opening of the new Detroit Home of Music Systems

14561 Livernois—Detroit

Here, for the first time, is the most modern and completely air-conditioned facility of its kind in the midwest. Music Systems now provides:

Complete showrooms for demonstration of music reproduction equipment under the most ideal conditions.

Private conference rooms.

Ample parking facilities in our own drive-in parking area.

Completely stocked parts department.

One of the largest one-stop record services in the country. Makes it quick and easy to select the top number of any particular tune regardless of label!

Music Systems' new home is dedicated to the progress of this industry. These showrooms and service facilities were designed expressly to continue Music Systems' policy of helping every operator better serve the public, and to develop and demonstrate new and better ways to a more profitable coin-operated phonograph business. Here are sales and service for home units and the background music business as well.

We cordially invite everyone connected with this industry to visit our new home. You will be most welcome.

MUSIC SYSTEMS, Inc.

14561 Livernois, Detroit 38, Michigan

Diamond 1-3900

POOL BALL MFG. PROCESS TAKES TIME, PRECISION

CHICAGO, Dec. 10.—“Where can we get more pool balls?” This question has been a familiar one to coin-operated pool game manufacturers, distributors and operators over the past few weeks, with shortages of the snooker-type balls needed for the new coin pool games reaching a critical state.

One of the principal reasons for the shortage, accompanying the record high demand for pool game parts in the industry, is the time required to produce the plastic balls, made of cast phenolic.

Brunswick-Balke-Collender Company, pool game parts manufacturers here, says it takes about eight working days to turn out a production run of pool balls.

The cast phenolic material is poured into a “teapot” cooker which rigidly controls pressure. Resin is cooked for from 8 to 12 hours. Batches are cooked separately for red and for white colored balls.

The material is then poured into glass bulbs which correspond to the diameter of the ball required. The bulbs are put on trays which are placed into an oven, again with rigidly controlled temperatures.

The bulbs stay in the oven for a minimum of three days. Properly cured, they are placed in a tumbler which breaks off the glass bulb covering. Necks on the bulbs, where resin was inserted, are sawed off.

Each ball is then turned twice in a lathe to produce a fairly even roundness. Balls are moved from here to a grinder where they are ground down to the 2½-inch diameter size used with the coin pool games.

Not yet ready for the market, the balls are put back in the oven for dehydrating. This produces the lustrous outer coating. The balls are then given a final grinding and polishing.

Every step in the production process, according to Brunswick, is critical, and requires experienced workmanship. Production is limited to the number of cookers and grinders available. Additional equipment has been purchased by Brunswick's Muskegon, Mich., plant to step up production of parts for coin pool games.

Chi Game Ops Meet, Launch Association

• Continued from page 83

sent the operators' views on the proposed amendment. Operators also desire a change in present licensing laws which require purchase on a yearly basis and restrict transfer of licenses from one machine to another.

Operators, who currently buy

M. & S. Extends Sales of Large Shuffle Pucks

CHICAGO, Dec. 10.—M. & S. Tool Works here is extending sales of its new large-size shuffle game puck to firms throughout the industry. Formerly M. & S. concentrated sales with a few large manufacturing firms.

The firm sells shuffle pucks for coin-operated shuffle games and shuffleboard games. Nels Malmgren, general manager, said M. & S. is now working closer to the whole shuffle bowling field, and is placing its king-size puck “on the market.”

The company has been active in the production of steel pucks for shuffle games since 1948. It is now producing five different models, all now on the market.

M. & S. also produces shuffleboard wax, which it introduced to the industry last February. The products are called Precision Pucks and Precision Wax.

Free Game Pinball Play To Be Hit Thruout Idaho

BOISE, Idaho, Dec. 10. — All pinball games or other devices that award free games will henceforth be seized and destroyed in Idaho, according to Earle E. Koehler, commissioner of law enforcement.

The decision followed an opinion by Attorney General Craydon Smith which gave Koehler the go-ahead signal to start eliminating

licenses for machines late in the year, must buy new ones for the following year. Licenses from games which wear out or depreciate on locations cannot be transferred to other games owned by the operator.

In addition to these two objectives, the new association plans to work for better public relations for the amusement game industry. The group expects to designate an attorney to set up an organization, and an agenda for the organization this week.

United Ships New Pool Game, Preps 2d Unit

CHICAGO, Dec. 10.—Club Pool, the latest new coin-operated pool game to hit the market, was shipped to distributors this week by United Manufacturing Company.

A standard-type coin pool game, Club Pool is a bumper game with two ball holes, measures 52 by 36 inches, has a lined playfield for three-side play, hinged playfield, three table levels, and a built-in cue rack.

Bill DeSelm, sales manager, said the firm is readying for production a larger companion model, Jumbo Club Pool, to measure 72 by 36 inches.

the award-type games from the State.

Smith told Koehler that the games were as illegal as slot machines.

“The Supreme Court has held that a pay-off in free games is consideration and prohibitive to the same extent as a machine which pays off in money or merchandise,” Smith wrote Koehler.

U. S. Judge Rules Payoffs On Free Play Is Gambling

• Continued from page 83

may deliver or entitle the person playing or operating the machine to receive cash, premiums, merchandise or tokens.

Language Plain

“Now that language is plain. As far as I can see, it is impossible to have misunderstanding. There is no room for construction.”

“These devices which were offered and received into evidence here were coin-operated gaming devices in that they were slot machines which operated by means of insertion of a coin, token or simi-

lar object and which, by application of the element of chance, might deliver or entitle the person playing or operating the machine to receive cash, premiums, merchandise or tokens.

“I don't see any room for construction. I don't see any room for going to any other statute.”

“These machines had slots into which coins were intended to be placed and after the coins were placed therein, there were devices whereby marbles or some such devices were made available for

being shot. These balls or devices entered into certain various pockets and thereby caused certain results.

Paid Games

“If certain results came about, the operator was entitled to free games. The operator could either use those free games or he could get money for them, as the evidence discloses, and the defendant paid money for those free games.”

“The element of skill was reduced to the minimum. As a matter of fact, the amount of skill that could be involved in those machines was fantastically small or almost non-existent. The skill was supposed to be, I suppose, the force with which you shot the ball or the force or lack of force with which you attempted to tilt the machine. The machine was so devised that if you tilted it, it would go out of commission.”

“Everything was done that could be done to eliminate the element of skill, and nothing remained of any consequence except the element of chance, and upon a device of that kind, Congress imposed a tax.”

“This defendant was informed, he said he knew that if he paid out on these machines, he would be subject to a gambling tax. He did pay out, as the evidence discloses.”

“Knowing what he was doing and knowing that if he did do it he would be subject to a gambling tax, he acted wilfully, and so he has violated the statute and there will be a finding of guilty.”

Brunswick to Hike Pool Parts Output

Adds Equipment to Meet Record Demand For Balls, Cues, Cloth; Sales Hit \$200,000

CHICAGO, Dec. 10. — The Brunswick-Balke-Collender Company, principal supplier of parts—balls, cue sticks, billiard cloth—to coin-operated pool game manufacturers, is boosting production on these items to meet a 100 per cent increase in demand over the past two weeks.

Stating that demand for coin pool game parts is presently at its highest level, C. E. Weiskopf, merchandise manager, billiard and bowling division, indicated orders from manufacturers would keep the firm at peak production on the pool game parts thru January.

He said the company had purchased new equipment to assure an increased output for the future. Weiskopf estimated that Brunswick pool game parts sales to coin machine firms has already reached about \$200,000.

Ball Shortage

Shortage of pool balls for the coin games has reached a critical point over the past few weeks, with manufacturers generally unable to get enough to keep production at the desired level.

Weiskopf said that the situation is still critical, but that steps have been taken at the Muskegon, Mich., plant, where pool game parts are turned out, to step up production.

Three shifts are being set up, six days a week, on the balls, which were formerly run in two shifts. Two shifts, six days a week, are being run on cue sticks and billiard cloth. The cue stick picture was termed “good,” with Brunswick able to equip manufacturers with cues without too much trouble, according to Weiskopf.

Gottlieb Set For Coin Pool Game Output

CHICAGO, Dec. 10.—D. Gottlieb & Company announced this week its intention to join the ranks of the coin-operated pool game manufacturers.

The entry of the Gottlieb firm in the coin pool field will boost the steadily growing number of manufacturers of these games, and will account for every large Chicago game manufacturer as a pool game producer.

Commenting on the firm's decision to produce pool games, Alvin Gottlieb said, “We feel that the coin-operated pool game is here to stay for a long time.”

Gottlieb plans to make a standard type bumper pool game which can be played from three or four sides.

Demand Increases

While there was a two-week lull in demand for parts about a month ago, Weiskopf said demand had recovered and shot up to new heights since then. At least 100,000 cue sticks alone have been shipped by Brunswick to coin machine firms since the pool trend began last August, according to the company.

Weiskopf said he had reports that coin pool game distribution had reached approximately 1/6 of the potential market for these games to date. He estimated the potential market at 130,000 games, figuring that 15,000 to 20,000 coin pool games are now on locations.

Coin pool game manufacturers are reported producing the games on a day-to-day basis, with output in some cases running as high as 100 a day.

Brunswick is currently supplying about a dozen firms with parts for pool games, including six manufacturers. In addition to balls and cues, Brunswick furnishes billiard cloth, chalk, chalk holders, cue tips, rubber bumpers, table covers, cue repair kits and glue.

Capitol Ready On Drivemobile Conversion Unit

NEW YORK, Dec. 10.—Sam Goldsmith, Capitol Projectors sales executive, announced that the firm now has a conversion unit for the Mutoscope Drivemobile.

The conversion, he said, consists of a screen and projector which is substituted for the scoring backboard of the original game. Road hazards are depicted on the screen, with the driver responding as he would in a traffic situation.

Goldsmith explained that scoring is electric for proper responses, with a bonus scoring arrangement for braking. Price will be \$489 installed.

Meanwhile, Capitol has gone into production on the Auto Test and the Tiny Town Train, both exhibited at the annual convention of the National Association of Amusement Parks, Pools and Beaches.

Tentative prices are \$1,250 on the former and \$1,295 on the latter. First deliveries are scheduled after January 1.

Chi Coin Names Joseph Connery To Sales Staff

CHICAGO, Dec. 10.—Joseph Connery was appointed this week as assistant sales manager of the Chicago Coin Machine Company. Sam Wolberg, president of the firm, said Connery would assist Ed Levin, director of sales. Wolberg said the company's expanded sales outlook prompted the creation of this position.

Connery will devote his efforts to personal contact with distributors and operators to help plan additional promotional activities. Levin recently completed an extensive trip to acquaint Connery with many of the coin machine companies.

Prior to joining Chicago Coin, Connery was an account executive with a Chicago advertising agency. Previous to that he served in the sales promotion department of the Hotpoint Company, Chicago. Connery attended the University of Illinois and Loyola University, Chicago, where he studied engineering and marketing.

Marvel Pool Line Offers 3 Models

CHICAGO, Dec. 10. — Marvel Manufacturing Company here is marketing three different models of coin-operated pool games.

Games are available in the regular Pla-Pool model, the Pla-Pool game marked for three-side play, and the larger Deluxe Pla-Pool.

Regular models are 36 by 52 inches, deluxe models 36 by 72 inches. Ball holes set out six inches from the edge of the table is an optional feature on the games.

Ted Rubenstein, Marvel head, said a new style cabinet has been added to the pool game line.

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES table with columns for HIGH, LOW, Mean Average. Includes sections for BALLY, GENCO, GOTTLIEB, UNITED, and WILLIAMS.

MOST ACTIVE EQUIPMENT (For four-week period ending with issue dated December 10, 1955). Includes sections for ARCADE EQUIPMENT, MUSIC MACHINES, SHUFFLE GAMES, and VENDING MACHINES.

Table with columns for HIGH, LOW, Mean Average. Includes sections for ARCADE EQUIPMENT, SHUFFLE GAMES, and VENDING MACHINES.

Table with columns for HIGH, LOW, Mean Average. Includes sections for VENDING MACHINES and other machine categories.

Explanation of Coin Machine Price Index

Prices given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment.

Highs and Lows. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more.

Mean Average. The mean average is a computation based on all prices at which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and the "low."

Most Active List. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated.

MORE... MORE... MORE!

MORE USED GAMES ARE ADVERTISED IN THIS ISSUE THAN EVER BEFORE

Be Sure... Read Every Ad... and Tell Them "I Saw It in The Billboard"

Judge Vetos K. C. Anti-Pinball Bid

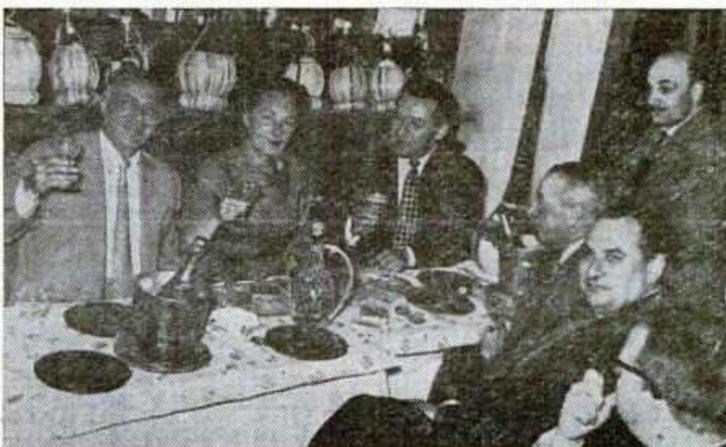
KANSAS CITY, Mo. Dec. 10.—Pinball machine operators scored another victory in court this week, but still are unable to put their bingo-type games into operation.

Judge Joe W. McQueen, of the Jackson County Circuit Court, overruled a motion by the city for a new trial in the case in which the city sought to outlaw bingo-type pinball machines.

Last week the judge ruled a city ordinance banning the machines was unconstitutional.

Assistant City Counselor Frank O. Benson announced the city would file an appeal. He also said the question of whether the machines would be permitted to operate until determination of the appeal had not been decided.

The ordinance was passed a year ago. Many operators had their machines modified to meet the requirements of the law.



MIKE BOND, special representative of Trimount Automatic Sales Corporation, Boston, recently returned from a tour of 10 European countries. (See story elsewhere in this section.) In Paris, he visited Jim Delarue, well-known French operator. Shown (l. to r.): Bond, Mrs. Bond, Delarue; M. Oro, assistant to Delarue; M. Saladin, American Express executive. Standing: Proprietory of L'Atlantic Restaurant in Paris.

European Outlook Healthy

Continued from page 83

industry was a governmental restriction which makes it necessary to buy machines disassembled in Germany.

With no import restrictions in Switzerland, Bond found the coin machine industry there booming.

Rome, unlike the rest of Italy, had no juke boxes or games Bond found, but he was informed that plans are under way to open the city in the next few years to U. S. coin machine exports.

Traveling thru England and Ireland, he found little activity in the field since strict laws on monetary matters forbids sending money out of these countries to purchase machines. While in Germany, Bond said he visited assembly plants of both Seeburg and Wurlitzer.

Spain, Bond reported, has no music machines or games, but he said that there are indications this market would open soon to U. S. exports.

He said that while it would be hard to match the hospitality of European coinmen, he is still glad he's in the American end of the business. Bond, who is associated with his brother David in their Hub plant, was wine and dined royally

thruout Europe (see cut elsewhere in this section).

He was accompanied on the tour by his wife. Both plan to return in the spring.

MORE! MORE! MORE!

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of Used
AMUSEMENT GAMES

Than Ever Before

BE SURE TO READ EVERY AD

All the news of your industry every week in The Billboard . . .

TOP VALUES AT THE RIGHT PRICES!

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1442, 45 RPM	550.00	WUR. 1700	550.00
1438, 45 RPM	549.50	HF 100R	800.00
1436, 45 RPM	250.00	M-100G	695.00
1434, 45 RPM	250.00	M100-C	550.00
1432, 45 RPM	200.00	M-100BL	475.00
		M-100B	450.00
		Seeburg Chrome Boxes	60.00

All Machines Guaranteed . . . Reconditioned Like New

WRITE FOR COMPLETE LIST AND QUANTITY PRICES

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S & K DISTRIBUTING CO.

Exclusive ROCK-OLA Dist. in E. Pennsylvania and S. Jersey

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Sensational Clearance Sale

UNITED SHUFFLE ALLEYS

CLIPPERS \$259.00 each

LIGHTNINGS \$239.00 each

MANY OTHER REAL BARGAINS—WRITE

Increase your Shuffle Alley income 25% to 50% with our 1956 "Tournament Kits"—Price \$5.00 ea. 1/2 Deposit, Balance C.O.D.

WEST SIDE DIST. CORP. 612 10th Ave., New York Circle 6-8464

ROYAL DISTRIBUTING COMPANY

BEACH CLUBS	\$125.00	BEAUTY	\$110.00
DUDE RANCH	140.00	PALM BEACH	60.00
PALM SPRINGS	135.00	IMPERIAL	170.00
ICE FROLICS	170.00	GOLD CUP BOWLER	100.00
SURF CLUB	150.00	LEADER	190.00
HI-FI	145.00	CLASSICS	95.00
VARIETY	275.00	KING BOWLER	130.00
ATLANTIC CITY	70.00		

Cleanest games you've ever seen!

1/2 Down, the rest "Sight Draft"

Ask For Ben Mackie or Harold Hoffman

3726 KESSEN AVE. CINCINNATI, O. MONTANA 1-5004

ELECTRIC SCOREBOARDS

SLIM JIM Model

Maple Cabinet Natural Finish

- Two-Faced
- Fits any Shuffleboard
- 2 Models 15-21 pts. 15-21 and/or 50 pts.
- Large metal ABT Coin Rejector Box
- Coin-operated 10c 1 Player or 10c 2 Player by simple plug switchover.
- Aluminum Button Blocks
- Chrome Tube Supports

Also Available WALL MODELS

Horsecollar (15-21-50 pts.)

Marvel Score (15-21 pts.) \$39.00 each

IMMEDIATE DELIVERY . . . \$139.50

Terms: 1/2 deposit, bal C.O.D. or S.D.

MARVEL MANUFACTURING COMPANY

2845 W. Fullerton Tel.: DICKENS 2-2424 Chicago 47, Ill.

EXCLUSIVE DISTRIBUTORS FOR

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Fairways	\$ 69.50	Domino	\$ 49.50
Gun Club	89.50	Star Life	59.50
Thunderbird	159.50	Grand Champion	350.00
Lazy-Q	99.50	Hayburners	49.50
Four Corners	59.50	Wonderland	195.00
Globe Trotter	59.50	Lulu	225.00
Diamond Lil	199.50	Nine Sisters	109.50
Cups-Dolls	99.50		
Paratroopers	44.50		
Lovely Lucy	159.50		
Hawaiian Beauty	159.50		
Champion Baseball	350.00		
Cue-Yee	175.00		
Peter Pan	225.00		
Colors	175.00		
Times Square	74.50		
Disk Jockey	69.50		
Sweet Add-a-Line	225.00		
Super World Series	59.50		
Shoot the Moon	49.50		

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Exhibit Deluxe Skill Pool

Genco Deluxe Tournament Pool

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IMMEDIATE DELIVERY!!!

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Williams Circus Wagon

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RATE: 15¢ a word—Minimum \$3.00.

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Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

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Unless credit has been established.

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Business Opportunities

COIN RADIOS AND TELEVISION — BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. ja14

Routes for Sale

JUKE, BINGO, BOWLER ROUTE, SOUTH-west, five thousand down, worth price asked; reason, health. Box M-152, c/o Billboard, Cincinnati 22, Ohio. de17

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines \$6 up. Established over 28 years.

MACK H. POSTEL

2952 Milwaukee Ave. Chicago 18, Ill.

Help Wanted

WANTED — BINGO AND SHUFFLE MECHANICS: good pay and good working conditions. Persons must be sober and furnish references. Write Box 813, The Billboard, Chicago, Ill. ja19

Parts, Supplies & Services

WANTED—JUKE BOX MECHANIC, GOOD pay, pleasant working conditions; must be sober, route experience. G. Music Company, 1139 Sixth Avenue, Columbus, Ga. de31

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest price. Box 673, The Billboard, Chicago 1, Ill. ja7

Stamp Folders Direct from Manufacturer

unlimited quantities, immediate delivery. Write for prices. Veedee Sales Co., 2134 Market St., Philadelphia 3, Pa. LDCust 7-1448. ja5-oh

FOR SALE—JUMPIN' JACK, \$25; SHOW Boat, \$35; Tahiti, \$65; Rio, \$75; Wurlitzer Wall Boxes, \$6 each; all types of Pinballs and used Cigarette Machines. Write Frank Guerrini, 1211 West 4th Street, Lewistown, Pennsylvania. de17

WANT RELIABLE PROMOTIONAL SALES ORGANIZATIONS

PATENTED

"Non-Coin" hot nut displays. Colorful, has action, Perfume Vendors, 25¢, solid pack, purse size, new! I. Q. 1¢ Ticket Vender, locations everywhere; sell in routes direct to new operators. Buy samples. Drop-ship under your label. Write for set-up.

COPPERITE, INC.

74 W. Washington Chicago

100 LIKE NEW PACKARD BAR BOXES

and Brackets, 5¢ or 10¢ play, \$10 each or entire lot for 1 Seeburg Model G Phonograph. Modern Music, 3348 Euclid, Cleveland, O. de31

175 ADVANCE MODEL D BALL GUM MACHINES, complete, but without globes, \$1.20 each. F. T. Hawkins, Route 6, Palestine, Texas. de31

16 PHILADELPHIA TOBOGGAN SKERBALL

Alleys and 32 Poker Tables, late models for sale. Robert Pearlman, 33-34 Crescent Street, L. I. C. 6, N. Y.

ADVANCE MACHINE OPERATORS—MACHINES and Merchandise at rock bottom prices; immediate shipment. McDonald Distr. Co., 2416 Davis St., Dallas, Tex. de17

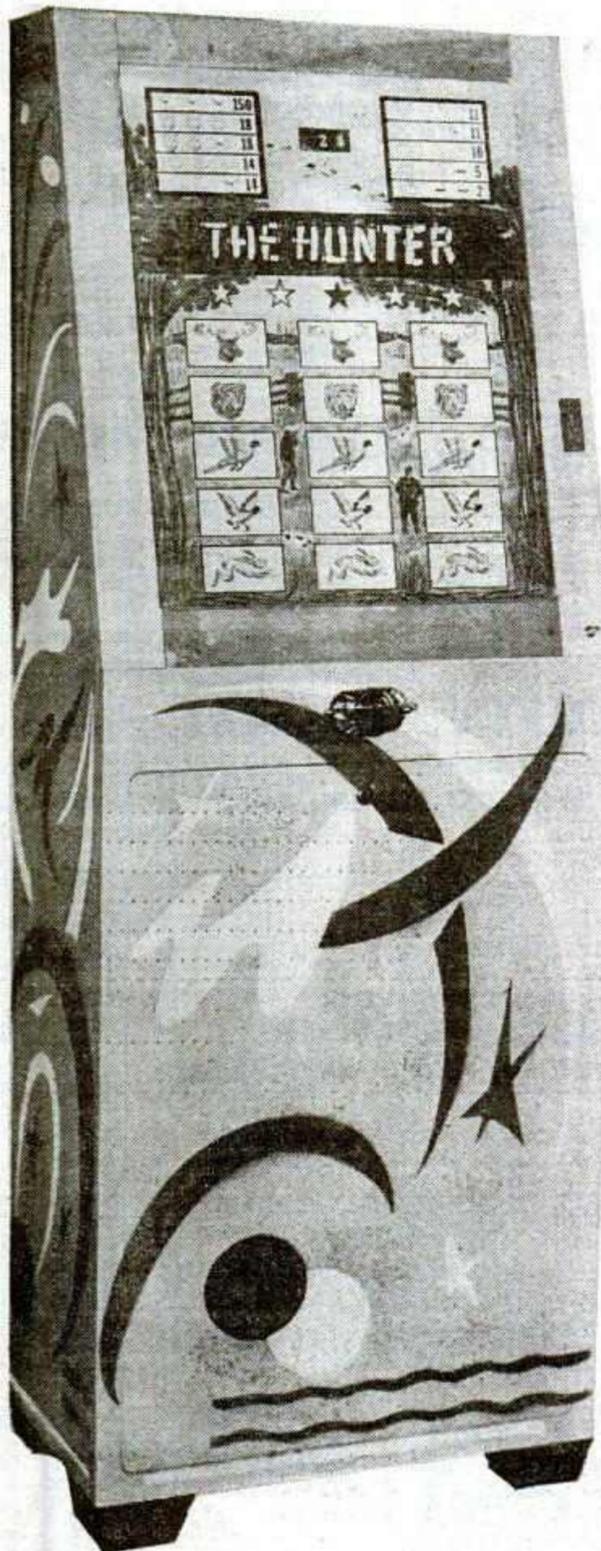
PENNY ARCADE FOR SALE—COMPLETE

front to back, sixty-five machines, thirty by sixty top. International tractor and thirty-two foot low boy trailer. Box M-153, c/o Billboard, Cincinnati 22, Ohio. de17

100 LIKE NEW PACKARD BAR BOXES

and Brackets, 5¢ or 10¢ play, \$10 each or entire lot for 1 Seeburg Model G Phonograph. Modern Music, 3348 Euclid, Cleveland, Ohio. de31

THE HUNTER



LOCATION TESTED—NOW IN PRODUCTION

Fascinating Fast Play Tops in Player Appeal
Coin or Non-Coin Operation
Trouble-Free Mechanism
Electrical Replay Counter
Imitated But NOT Duplicated

Fits Any Location

- Height: 62"
- Width: 22"
- Depth: 14"

Games, Inc.

Manufacturers

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Michigan 2-5101

COINMEN YOU KNOW

• *Continued from page 92*

Ed Pawelski, of Fitchburg; George Hatzipetro, of Springfield; Henry Brooks, of Dover, N. H., and Leo Sherry, of Providence. . . . Al Levine, formerly with J. J. Columbo, has been appointed to the sales staff of World Fair which is now New England distributor for Rock-Ola.

New York

By AARON STERNFIELD

15-CENT PLAY. Murray Kaye, Atlantic-New York Corporation, reports that operators of the new 200-play Seeburg have been getting 15 cents for EP's in the New York area, with 10 cents on singles. He said that about 500 V-200's are on location in the area.

Joe Di Cristatano, Southampton, N. Y., operator, and his wife, Frances, were 10th Avenue visitors last week. . . . Claire Morano, business manager of the Associated Amusement Machine Operators of New York, spent a long week-end at the Concord, Kiamesha Lake, N. Y.

Dor. Liberatore will be doing business at the old stand for the next few weeks. A former employee of Lou and Bernie Boorstein at Leslie Distributors, Don is now in the Navy at San Diego, Calif., where he is a yeoman and also engineer on local Station KCBQ. While he is home on leave, Don is working at Leslie during the Christmas rush. He has two more years of his hitch to serve.

Bill Furst, Furst & Schwartz, held a showing of the Stoner line Friday and Saturday (9 and 10) at Webster Hall, Pittsburgh. . . . Abe Lipsky and Joe Young, Young Distributing Company, were out of town on business last week.

Detroit

By HAL REVES

LEMKE OPERATIONS DECREASED. Henry C. Lemke, head of Lemke Coin Machine Company, is reducing the scope of his operations after 37 years in the business. He has already sold a portion of his property on West Vernor Highway, but plans to retain a section for business headquarters. Lemke is curtailing activities for reasons of health. . . . Joseph Brilliant, head of Brilliant Music Company, spent several days in Chicago last week on business. . . . Ed Carlson, owner of the Carlson Music Company, is leaving next week for a vacation in Miami where he recently built a home. Mrs. Carlson will accompany him.

Charles (Chuck) Morgan, conciliator of the United Vendors, has just returned from a trip to New York on business for the association. . . . William Bufalino, president of Service Drivers' Local 985, attended the planning session for the merger of the AFL and CIO as a teamsters' union representative.

Carl Angott, of Angott Music, is away from the local scene, attending a sales meeting at the Wurlitzer Los Angeles office. He was accompanied by Angott sales director Ted Parker. . . . Veteran coin machine distributor Ben H. Liddon, of the Advance Service Company, recently took up his business duties again after a summer-long siege of illness. He is still unable to get around too actively, so he has moved his business from the West Side to the second-floor offices at his apartment on the northwest side of town.

Hartford, Conn.

By ALLEN M. WIDEM

NAVICKAS GOES NORTH. George Navickas, of Navickas Amusements, has gone on a Maine hunting and fishing trip. . . . Abe Fish, of General Amusement Games, and Mrs. Fish are waiting for the first snows before planning their annual Florida trek.

Eddie Allen, Bell Vending, and Isadore Janowsky, Jason Carbonated Beverages, were among coinmen at the 50th anniversary dinner of the Hartford Musicians' Union, Local 400, AFM, at the Statler Hotel. . . . Ralph Colucci, of Seaboard Distributors, and Mrs. Colucci attended the Boys Town of Italy benefit dance in the Statler ballroom.

The first big snowstorm of the season hurt all entertainment in metropolitan Hartford, with juke box and amusement game routes suffering. . . . Coin pool games are drawing brisk business in Connecticut. . . . Jimmy Tolisano, of Superior Music, is buying a home in West Hartford. . . . Paul Rechtshofer, of Reliable Coin and public relations chairman of the Music Operators of Connecticut, has also purchased a new home in West Hartford.

Frank Marks, of Marks Music, New London, was a local visitor. The MOC annual election is slated for early January in Hartford. Present head is Jimmy Tolisano. . . . Newly introduced American Broadcasting-United Paramount recording line is expected to provide additional public relations atmosphere in the territory.

Twin Cities

By JACK WEINBERG

VETERAN OPERATOR SELLS OUT. Ed Rodsteth, of Minneapolis, a coin machine operator for some 15 or more years, has sold out his holdings and is going to Arizona for his health. Instead of selling the route outright, Rodsteth broke it up and sold locations and equipment to a number of operators. . . . The annual Christmas party staged by Harold Lieberman for employees of his various enterprises is scheduled for 7 p.m., Thursday, December 22, in Willard's Catering Hall, Minneapolis. Guests will be employees of Lieberman Music Company, Twin City Novelty Company, Acme Music Company, and Harold N. Lieberman Company, and their wives or friends.

Irving Sandler, of the Sandler Distributing Company, Wurlitzer distributor in Minneapolis and Des Moines, Ia., is in Los Angeles attending the Wurlitzer jobbers' meeting there to hear plans for the firm's centennial observance. He plans to spend several days after the sessions end soaking up some of the California sun. . . . Distributors in this area report that the new pool tables are going greater than any new games introduced by coin machine manufacturers in quite some time. Operators thruout Minnesota are adding this new equipment to their routes and customer reaction to the new game, according to reports, is terrific.

Harold Lieberman, confined to his home for three days by a flu bug, has recovered and left in mid-week for a couple of days in Chicago and then to his firm's Omaha office. Sid Levin, of Lieberman Music Company, is back from a swing thru Minnesota and Iowa and reports the winter season in these territories is getting a good start. Solly Rose, of Sandler Distributing Company, reports the Minneapolis branch is

(Continued on page 98)

PRECISION PUCKS

Manufactured for Shuffleboard and All BOWLING GAMES

YES

We Do Make KING SIZED PUCKS

M & S TOOL WORKS

7936 South Chicago Ave.
Chicago 17, Ill.
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NOW DELIVERING Chicago Coin's AUTOMATIC POOL and Crown Pool

Keeney's FASCINATION POOL

Wire, Write or Phone

State Music Distributors, Inc.

Abe Susman, Pres.
3100 Main Street Dallas, Texas
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FINEST RECONDITIONED EQUIPMENT

READY FOR LOCATION

Gayety	\$315.00
Surf Club	185.00
Hi-Fi	150.00
Dude Ranch	140.00
Palm Beach	70.00
Variety	285.00
Palm Springs	175.00
Beach Club	110.00
Atlantic City	75.00
Yacht Club	70.00
C. C. Starlite Bowler	175.00
United Clover Shuffle Alley	65.00
C. C. Gold Cup Bowler, large pins	85.00

ONE-THIRD DEPOSIT

Marmor DISTRIBUTING COMPANY

1519 Central Parkway, Cincinnati 14, O.
Phone Dunbar 1-5152

NEW MACHINES

Hydro-Duck Gun	} Write for Prices	
Williams Sidewalk Engineer		
Williams Jolly Joker		
Williams Royal Crown Metal Typers		
Roovers Name Plate		
Air Hockey		\$325.00
Air Football		325.00
Set Shot Basketball		345.00
Genco Basketball, 2 Player		295.00
Seeburg Coon Hunt		275.00
Williams Jet Fighter	275.00	
Williams Major League Baseball	195.00	

ARCADES

It's Mike Munves Corp. for Outstanding, Reliable Coverage. One Machine or a Complete Outfit. Parts, Supplies and Sundries.

Machines Factory Rebuilt the Munves Way Look and Work Like New.

Exhibit Shooting Gallery	\$175.00
Exhibit Star Gallery	225.00
Exhibit Jet Gun	125.00
Exhibit Space Gun	175.00
Sky Fighter, Mutoscope	110.00
Roovers Name Plate	150.00

WANTED FOR CASH

Guns and Arcade Machines

300 illus. Catalog on Request.

MIKE MUNVES
577 Tenth Ave. (at 42nd St.)
New York 36, N.Y. BRyant 9-6677
43 YEARS SERVICE • EST. 1912

GIVE TO DAMON RUNYON CANCER FUND

Mass. Court Backs Ruling On Payoffs

BOSTON, Dec. 10.—The conviction of a Fairhaven operator for paying off pinball machine winners in cash was upheld here Friday (2) by the full bench of the Massachusetts Supreme Court. In its decision, the court ruled that money paid in place of a free game on the machine constitutes a lottery.

The decision was handed down on the appeal of Everett J. Macomber Jr., of Fairhaven, from a conviction and \$50 fine after a trial in which it was testified he had paid two State troopers \$1 for unplayed games.

Evidence was given that the troopers spent \$3.50 on the pinball machine, and that 24 winning games were owed them. They played off four free games.

"There is no doubt," the decision read, "that if the officers received nothing more of value than the free games there would have been no violation of the statute. In the case at bar, the officers who played the games received money."

400 Coinmen at N. Y. Banquet

Continued from page 83

Billy Graves and his dancing family. The Maurice Scott ork played the show and provided dance music. The entertainment was booked thru John Pransky, of the Entertainment Bureau of America.

In charge of the banquet was Claire R. Morano, of the AAMONY staff, assisted by Eli Kasper and Lillie Shamlain.

Guest List

Guests included Al Cohen, Local 433; Barney Schlang, Local 1690; Meyer Parkoff, Atlantic-New York Corporation; Harry Rosen, Atlantic-Pennsylvania Corporation; Harry Berger, West Side Distributors; Ron Carpenter, Marty Toohey and Aaron Sternfeld, The Billboard; Sam Bushnell, Conditional Sales Credit Corporation, and Irving Edelman, Edolite Products.

Bill Boles, J. H. Keeney & Company; Sidney Levine, counsel of the Music Operators of America; Nash Gordon, Music Operators of New York; Jack Gary, Republic Carloading Corporation; Barney Sugerman, Runyon Sales; Albert Simon, Albert Simon, Inc.; Dave Simon, Simon Sales, Inc.; Barnet Tannenbaum, Tenny Press; Lou Thaler, L. Thaler & Company, and Max Klein, Carl Pavesi, Seymour Pollak and Harold Rosenberg, all of the Westchester Operators' Guild.

As a finishing touch to the evening, hundreds of balloons—shaped like toy dogs—were released from the ceiling. A tab was attached to each and door prizes were selected thru the numbers.

Winners were Milton Seidman, Mac Greitzer, Mrs. Halpern, Harold Rosenberg, George Martin, Faye Wexler, Mrs. Oscar Parkoff, Beverly Edelman, Albert Arnold, Sol Leventhal, Mrs. M. Klein, Sybil Weinstein, Braddock Music and Modern Merchandising.

Refreshments at the tables were furnished by Dave Simon and the

United Manufacturing Company. AAMONY officers are Louis L. Rosenberg, president; George Holtzman, vice-president; Milton Green, secretary; Jack Semel, treasurer, and Albert Koondel, sergeant at arms.

On the board of directors are Harry Berger, Louis Glatzer, Bert Jacob, Morris Peskin, Sanford Warner and Ira Zucker. Theodore Blatt is counsel.

The advertising journal was the largest in the history of the organization.

A-1 MECHANIC WANTED FOR SAN DIEGO, CALIF.

Must be versatile. Able to repair general line of equipment, particularly Arcade machines. Liberal salary to start. Excellent opportunity for a sober, honest and reliable man to build a substantial future in a fine city with ideal climate. Good working conditions. Send all details in first letter. Your correspondence confidential. **AUTOMATIC AMUSEMENT CO.** 728 Fourth Ave., San Diego, Calif.

NATIONAL Serves You Better!

All Makes!
All Models!
NEW
POOL TABLES

Immediate Shipment
REPLACEMENT ACCESSORIES
AVAILABLE

RECONDITIONED
SHUFFLE GAMES

UNITED DELUXE CAPITOL	\$425
UNITED CLIPPER	385
UNITED DELUXE MARS	350
UNITED DELUXE MERCURY	325
UNITED DELUXE 5TH INNING	295
UNITED ACE	250
UNITED TEAM SHUFFLE	225
ALLEY	210
UNITED LEAGUE	175
UNITED ROYAL	165

RECONDITIONED
5-BALL GAMES

SWEET ADD-A-LINE	\$250
SOUTHERN BELLE	225
GYPSY QUEEN	210
DELUXE SLUGGIN' CHAMP	205
SLUGGIN' CHAMP	200
TWIN BILL	185
STAGE COACH	175
LADY LUCK	165
DRAGONETTE	160
GOLD STAR	145
HAWAIIAN BEAUTY	145
MYSTIC MARVEL	130
SHINDIG	110
PINWHEEL	110
POKER FACE	100
GUYS-DOLLS	90

RECONDITIONED
BINGO GAMES

GAYETY	\$275
ICE FROLICS	200
SURF CLUB	185
HI-FI	175
PALM SPRINGS	175
DUDE RANCH	150
BEACH CLUB	125
BEAUTY	125
FROLICS	110

National Coin Machine Exchange

1411-13 Diversey Blvd.

Chicago 14, Ill.

Buckingham 1-6466

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

BINGO MECHANIC WANTED

For route work. Regular hours—good pay and vacation. No drifters. Write to

BOX 831

The Billboard, Chicago, Ill.

Make Us An Offer

BALLY BOWLERS

Mystic—Rocket
Victory

KEENEY BOWLERS

MUSIC
AMI—Seeburg
Wurlitzer
All Models

RUNYON SALES COMPANY

593 Tenth Avenue
New York 18, N. Y.
LO 4-1880

221 Frelinghuysen Avenue
Newark 8, N. J.
BI 3-8777

Fish, Perlman Buy Arcade Playland, Inc.

HARTFORD, Conn., Dec. 10.—Abe Fish and Mac Perlman purchased the Arcade Playland, Inc., in downtown Hartford from Louis Lipton for an undisclosed sum.

Fish and Perlman have incorporated the firm with the secretary of state's office, listing authorized capital at \$50,000; amount commencing business, \$10,200, and number of shares, 5,000, par \$10. Lipton is now working for the ABC Music Company, juke box operators.

SENSATIONAL SALE—PRICES SLASHED

ALL MUST GO IMMEDIATELY!—WRITE-WIRE-CALL COLLECT!

KIDDIE RIDES

- 8 BALLY HORSES
- 17 MOON RIDES
- 6 Miss America BOATS
- 12 BALLY SPACE SHIPS
- 6 DECO RANGERS
- 2 NYLON ROCKETS
- 2 SEE-SAWS
- 5 DRIVEMOBILES

- 100% Guaranteed
- America's Largest Stock
- Easy Trades—Liberal Terms

BINGOS

- 25 MIAMI BEACH NEW
- 5 TROPICANAS \$185
- 5 SINGAPORES 175
- 10 GAYETIES 350
- 10 VARIETIES 350

GUNS

- 10 UNITED DELUXE BONUS
- 5 EXHIBIT SPORTLAND
- 20 EXHIBIT SHOOTING GALLERY

SHUFFLE ALLEYS

- YEAR-END CLOSEOUTS!
- TOPNOTCH SPECIAL
- CAPITAL DELUXE
- SUPER BONUS
- CLIPPER DELUXE
- MUSIC
- 10 WURLITZER 1700's, LIKE NEW
- SPECIALS
- 2 EXHIBIT CARD MACHINES, New
- AMERICAN BANK SHOT, 9 ft., \$125
- GENCO SHUFFLE POOL 95

DISTRIBUTORS:



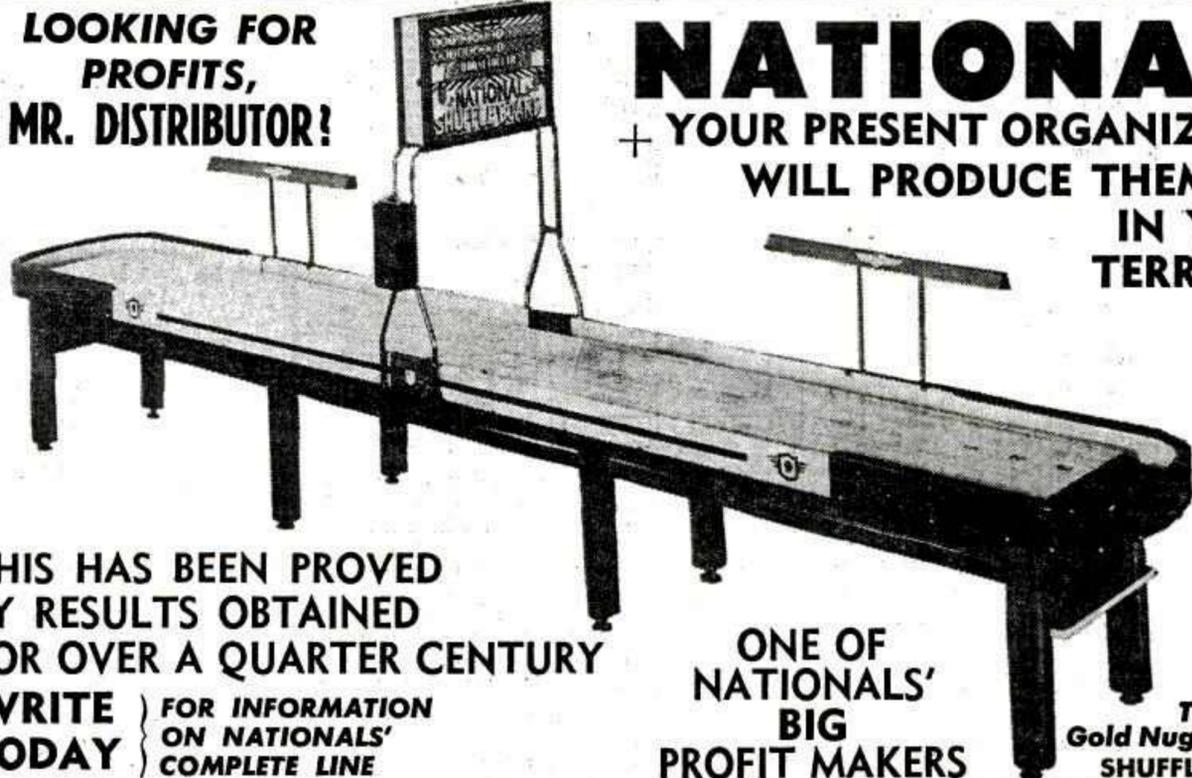
WRITE—WIRE—CALL COLLECT!
298 Lincoln St., Allston 34, Mass.

ALgonquin 4-4040



Exclusive distributors for
WURLITZER — BALLY — UNITED

LOOKING FOR PROFITS,
MR. DISTRIBUTOR!



THIS HAS BEEN PROVED BY RESULTS OBTAINED FOR OVER A QUARTER CENTURY

WRITE TODAY } FOR INFORMATION ON NATIONALS' COMPLETE LINE

ONE OF NATIONALS' BIG PROFIT MAKERS

The Gold Nugget Deluxe SHUFFLEBOARD

NATIONAL SHUFFLEBOARD COMPANY Orange, New Jersey

MORE! MORE! MORE!

DISTRIBUTOR ADVERTISING
of Used
AMUSEMENT GAMES

Than Ever Before

BE SURE TO
READ EVERY AD

**GET MORE...
PAY LESS AT...
WORLD WIDE**

5-BALL GAMES

WISHING WELL	\$265	PETER PAN	\$210
SWEET ADD-A-LINE	245	SPITFIRE	185
SOUTHERN BELLE	225	COLORS	165
FOUR BELLES	165	THUNDERBIRD	125
JOCKEY CLUB	125	SKYWAY	115
PINWHEEL	95	BIG BEN	110
4-STAR	85	DEALER	110
		DAFFY DERBY	155

LATE SHUFFLE GAMES

BLINKER	WRITE
HOLLYWOOD	\$375
HOLIDAY	325
THUNDERBOLT	325
GOLD MEDAL	295
DELUXE CAPITOL	410
DELUXE CLIPPER	385
DELUXE LIGHTNING	355
DELUXE MERCURY	325
BANNER	285
ACE	250
TEAM	210
LEADER	195
IMPERIAL	160
CLASSIC	115

POOL GAMES

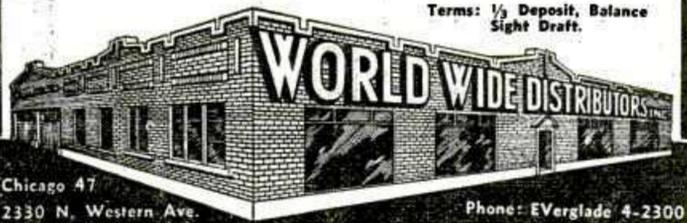
**ALL TYPES
IMMEDIATE
DELIVERY
LOWEST PRICES
CALL NOW!**

**WHOLESALE SPECIALS for DISTRIBUTORS
"QUANTITY PURCHASES ONLY"**

No Reasonable Offer Refused!

BIG TIME	VARIETY	PALM SPRINGS	FROLIC
GAYETY	SURF CLUB	DUDE RANCH	HI-FI
YACHT CLUB	ICE FROLIC	PALM BEACH	TRIPLE PLAY

Terms: 1/3 Deposit, Balance Sight Draft.



BIRMINGHAM, Dec. 10.—Mr. and Mrs. Max Hurvich are grandparents for the second time. Their daughter, Mrs. Joseph (Marion) Goodstein, of Knoxville, presented them with a granddaughter, Sharon Kay, November 18. Hurvich is co-owner of the Birmingham Vending Company.

**★ ★ ★ ★ ★ ★ ★ ★ ★ ★
★ LOWEST PRICES IN THE U. S. A. ★**

UNITED IMPERIAL ALLEYS	\$149.50
Each	
United 10th Frame Stars	45.00
Conco Rifle Gallery	249.50
United Deluxe Carnival Rifle	299.50
United Jungle Rifle	240.00
Bally Moon Rides, Like New	\$299.50
Bally Space Ships	299.50
Deco Atomic Jets	299.50
Lane Harbor Patrol Boat	125.00
Wurlitzer 1100	\$ 99.50
Wurlitzer 1250, 45 rpm	135.00
Wurlitzer 3020 Wallboxes	5.00
Wurlitzer 219 Steppers	10.00
Wurlitzer 248 Stepper	22.50

★ ODCO, Inc. ★
★ 1100-02 Broadway, Albany 4, N. Y. ★
★ Telephone 5-0228 ★
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★ MR. IMPORTER ★

**BEFORE YOU ORDER
PHONOGRAPHS & GAMES
WRITE OR CABLE
FOR OUR
LOW
CIF PRICES**

**WE ACCEPT PAYMENT
IN FOREIGN CURRENCY**

Badger Sales Co., Inc.
Distr. AMI, Gottlieb, Genco, etc.
2251 W. PICO BLVD.
LOS ANGELES 6, CALIF.
Cable: Bagersal—Los Angeles

COINMEN YOU KNOW

Continued from page 96

finishing out 1955 with a blaze of glory, having done an exceptionally good job on Wurlitzer 1800's the past 12 months.

Roy Stone, Rice Lake, Wis., operator, visited the local market for music and pool tables and brought along photographs to prove that the ice fishing up his way is extremely good. He caught, among other things an 18-pound Northern, plus quite a mess of walleyes and a good bag of panfish. . . . Mayo Priebe, of Rochester, Minn., bought pool tables on his trip to the Twin Cities. Ben Kragtorpe, of Tracy, Minn., added music to his route when he came to this mart. Kelly Dietrich, of Chaska, Minn., came to town for parts. Charles Serson, of St. Cloud, Minn., came in to buy new music, as did Mike Young, of Soldiers Grove, Wis.

Russell Gherty, of Baldwin, Wis., bought pool tables on his visit here this week. So did Elgin McDaniel, of Wadena, Minn. Gordon Wormson, of Mankato, Minn., came in to pick up new music. Elmer Cummings, of Brookings, S. D., journeyed to the Twin Cities to buy new juke boxes. Pool tables were the principal interest of Don Isensee, of Hager City, Wis. Robert Bregel, of Benson, Minn., came in for bowlers. Mr. and Mrs. Hugh May, of Eau Claire, Wis., were shopping here the past week.

Los Angeles

By JOEL FRIEDMAN

RETURNS FROM AUSTRALIA. Al Weymouth, head of Weymouth Service Company here, returned from several weeks' visit with his father in Australia. Weymouth is recuperating from a recent illness and is following a prescribed schedule of swimming each afternoon to get an injured leg back in shape. . . . Wayne Copeland, of Sierra Distributors for Wurlitzer, announces that Pete Ley has joined the sales force. . . . Glenn (Red) Catlin, Montrose operator, is still in the High Sierras enjoying an extended fishing trip. . . . Noel (Red) Creswell, mechanic at Paul Laymon, Inc., is now at home following a stay in the Crenshaw Hospital. He is still suffering from injuries sustained over a year ago in an automobile accident. His automobile was hit broadside as he was on his way home from work.

Ray Millhizer has opened a cocktail lounge in Las Vegas, where he has a prominent coin machine operation. . . . Dorothy Leonard, wife of Jack Leonard, of the parts department at Badger Sales Company, is helping out there during the Christmas rush. She is kept busy in the merchandising department. . . . Phil Robinson, representative of Chicago Coin Machine Company, is getting ready for another trip to San Francisco and the Northwest. . . . Jimmy Wilkins, of Paul Laymon, Inc., is recuperating from intestinal flu. The stint with the bug cut down on Wilkins' appetite and he has a few pounds to regain.

Jack Simon, of Simon Distributing Company, is back from the convention of the National Association of Amusement Parks, Pools and Beaches in Chicago. En route to the Windy City, Simon stopped off in Indianapolis and Cincinnati, the latter his native city. On the return trip to Los Angeles Simon made a brief stay in Denver.

Jack Leonard, of Badger Sales Company, produced a show, "There's No Business Like Shule Business," for the Men's Club of the Temple Beth Ami in Reseda. His friends are now wondering if he will produce another show at this time to be called "There's Is No Business Like Yule Business." Incidentally, Leonard is being accused of getting AMI plugged as Badger handles this line of phonographs. He swears Ami is part of the name of the club.

Chicago

By KEN KNAUF

MARVEL INCREASES PRODUCTION. Ted Rubenstein, Marvel Manufacturing Company, is expanding production with both pool games and electrical scoreboards coming off the lines. . . . S. H. Dickson, Coin Automatic Music Service, Johnson City, Tenn., visited with Bill DeSelm at United Manufacturing Company this week. United roadman, John Casola, is in the Boston area. . . . Joe Connery, newly appointed assistant sales manager to Ed Levin, Chicago Coin Machine Company, made the rounds of company distributors this week with Ed in Detroit; Grand Rapids, Mich.; Philadelphia, Baltimore and Cleveland.

With the new hot meal vender, developed by the H. J. Heinz Company and Mills Industries scheduled for release in January, Jack Patten, of Mills, is in New York this week conferring with the soup people. . . . Fred McCullom, bulk gum operator from Bellwood, Ill., who just returned from a hunting trip in Alaska, is beginning to plan his next big game hunt. . . . Bob Kantor, head of Confection Specialties, is driving a new station wagon these days. . . . Jack Nelson reports he is about set on his plans for remodeling his Logan Distributing Company headquarters. Hopes to have his new charm counters completed by middle of January.

Sam Faruggia, Melody Music, is expected back to town next Monday. Sam's been sunning down in Florida for the past two weeks on a well-earned vacation. Johnny Oomens, of Oomens Sons, is having trouble with his right arm. Seems it went out of commission temporarily last Monday while Johnny was bowling, then got worse and required a couple of days of work. Thursday found him back on the job, but still with a sore arm.

Mike Spagnola, Automatic Phonograph Distributors, AMI outlet, reports business on new Model G is holding up wonderfully well. Altho Christmas usually ushers in a slow down in buying, Automatic hasn't felt it yet. . . . Ben Coven, along with wife and two children, spending two weeks in California. Ben combined business and pleasure on this trip—visited relatives on the Coast and attended Wurlitzer's new phonograph unveiling.

Bob Gnarrow, head of ABC Music, thinks Christmas play will hold about the same as last year. Bob's all in favor of cutting down the number of holiday tunes on machines, however. Says: "I think three or four holiday numbers will pull as much play as a dozen will." . . . Wurlitzer's executive offices were mighty quiet here this week, with everyone out on the Coast for the firm's Centennial rally. . . . Fred Sipiora, partner of Singer One-Stop, not feeling cut in operator Christmas buying. Claims operators were in to the shop as early as November 15 to get the yuletide tunes.

Fred Minter and Gene Smith, both of Automatic Phonograph, out working their territories. Minter was last heard from around Western Indiana, with Smith down in the Champaign-Urbana area. . . . Carl Green, Tower Music, reports Chicago "Hunch Tune" for December is doing well. Ops picked Stan Freberg's arrangement of "Nuttin' for Christmas."

ALWAYS BEST BUYS ALL WAYS

FOOT VIBRATOR

A New Field for the Alert Operator
A Treat for TIRED FEET
Profitable locations available everywhere
5c
Coin Operated
Exclusive territories available
List price, \$225.00; Operator's price \$195.00
Trades accepted



BINGOS

ABC	\$ 75.00
Atlantic City	90.00
Beach Club	125.00
Cabana	115.00
Dude Ranch	140.00
Frolics	110.00
Gayety	325.00
Havana	150.00
Ice Frolics	245.00
Long Beach	75.00
Mexico	175.00
Miami Beach	Write
Palm Beach	85.00
Palm Springs	225.00
Rio	95.00
Spot Lite	50.00
Singapore	195.00
Suns	65.00
Surf Club	195.00
Tropicana	225.00
Tropics	150.00
Yacht Club	110.00

PIN & NOVELTY GAMES

Grand Champion	\$115.00
Hot Rods	50.00
Hay Burners	50.00
Jalopy	50.00
Futurities	50.00
Steep Chase	50.00
Spark Plus	50.00

UPRITE GAMES

Genco 400	\$ 35.00
Golden Nugget	65.00
Silver Chest	95.00
Saddle & Turf, club model	275.00

IMMEDIATE DELIVERY ON HITTERS AND BUG-A-BOO, 5-10-25¢ play, Write for special prices.

RIDES

Miss America Boat	\$295.00
Bally Space Ship	325.00
Atomic Jet Ship	150.00
Decco Merry-Go-Round	395.00
Decco Air Ship	295.00
Bally Moonride	350.00

MUSIC

AMI Model A-40	\$ 95.00
AMI Model C-40	175.00
AMI Model D-40	245.00
AMI Model E-90	350.00
AMI Model D-120	495.00
AMI Model F-80	625.00
AMI Model F-120	695.00
Wur. 1015	60.00
Seeburg Sicum, 200 sel.	325.00
Wallboxes, Seeburg 100	75.00
Wallboxes, Rock-Ola 50 sel.	50.00
Wallboxes, AMI, 5-10¢	15.00
Wallboxes, Packard & Buckley	5.00

COUNTER GAMES

ABT Fire & Smoke	\$ 20.00
ABT Red, White & Blue	20.00
Adv. Shocker	15.00
ABT Challenger	20.00
Ex. Disposition Register	25.00
Ex. Personality Indicator	25.00
Ex. Lovemeter	25.00
Gor. 3-Way Grippers	20.00
Gypsy Fortune Teller	18.00
Merc. Grip Scales	20.00
Pistol Target Skill	15.00
S. K. Grip Vue	20.00
Smiley	18.00
Three of a Kind	18.00
Zig Zag Skill	20.00

Adv. Shockers, new
Kickers & Catchers,
Ship. 5¢ Wizard

CIGARETTE MACHINES

Ajax, 8 col., elec., new	\$125.00
Mercury, 9 col., new	210.00
Lehi, 12 col., new	225.00
Super Six, new	115.00
Super Nine, new	155.00
National 950, used	95.00
National 950, used	110.00
Electro, 8 col., used	125.00
P.X., 10 col., used	115.00
P.X., electric	85.00
Keeney Electric, 9 col., 135.00	
All new equipment shipped and refinished with 25¢ and King Size.	

CANDY VENDORS, Used

5 Col. Mills	\$55.00
4 Col. Unecda	65.00
1 Col. National	95.00
1 Col. Nat'l King	25.00

VENDORS, Used

50 5¢ Sanitary Napkins	\$15.00
50 5¢ Victor Rockets	10.00
40 5¢ N.W. Jets, Caps.	10.00
20 1¢ Baby Grands	7.50
5 Masters	6.50
Shipman Stamp, 3 col.	23.50

3 American 9¢ Bank Shot, like new, complete with cash box and scoring unit, \$250.00.

Shuffleboard Score Units—Genco, Monarch, Edelman, Rock-Ola—\$75.00 each.

Pool Tables—Immediate delivery on the finest regulation 3 side or front play. Contact us for prices.

DRINK VENDORS

Andico Coffee, new	\$475.00
Andico Coffee, used	325.00
Mills Single Drink, cup	150.00
3 American 9¢ Bank Shot, like new, complete with cashbox and scoring unit	\$250.00

ARCADE

Bally Big Inning	\$ 99.50
C.C. 6-Pt. Home Run	200.00
C.C. 6-Pt. Super Home Run	225.00
United Super Slugger	395.00
Bat-a-Score Sr.	65.00
Sci. Pitch'm & Bat'm	150.00
Wms. DeLuxe Baseball	145.00
Wms. World Series	85.00
Life a League	75.00
Evans Bat a Score	150.00
Heavy Hitter	35.00
Bear Gun	125.00
Coon Hunt	175.00
Bonus Gun	295.00
Carnal Gun	275.00
Bally Defender	150.00
C.C. Pistol	50.00
Ex. Sportland	175.00
Ex. Gun Patrol	95.00
Ex. Six Shooter	95.00
Ex. Dale Gun	50.00
Six Gunner	145.00
Silver Bullet	95.00
Ex. Jet Gun	125.00
Champion Hockey	85.00
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Harvard Metal Typer	135.00
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3 Player	\$ 40.00
DeLuxe	40.00
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Ace	225.00
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Mars	295.00
11th Frame	195.00
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Rainbow	210.00
C.C. 10th Fr. Triple	95.00
C.C. 10th Fr. Triple	95.00
C.C. 10th Fr. Triple	95.00
C.C. Super Frame	195.00
C.C. Star Life	225.00
C.C. Triple Strike	395.00
C.C. Flasher	215.00
Bally Mystics	355.00
Genco 8 Player	50.00
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Keeney Team Bowler	30.00
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Chi. Coin Bonus Score	Write
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Bally Champion	275.00
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MUSIC

Rock-Ola 1448 Hi-Fi, 120 Select	Write
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Rock-Ola 1438 Comet, 120 Select	499.50
Rock-Ola 1428 Magi-Glo	49.50

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Now Delivering Bally Pin Pool	Write
Bally Bull's-Eye Kiddy Gun	Write
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Keeney Sportsmen (Moving Target)	199.50
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Genco Champion Baseball	Write
Genco Tournament Pool	Write
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Surf Clubs	195.00
Ice Frolic	175.00
United Triple Play	325.00
Beauty	125.00
Bright Lights	75.00
Coney Island	85.00
Dude Ranch	175.00
United Manhattan	295.00

Gov't to Press

Continued from page 84

ice, Inc.; United Tobacco Corporation; Herald; County Enterprises, Inc.; Gustave Stern, Cigarette Service vice-president and secretary; Jackson Bloom, United secretary and treasurer; Local 805, and Louis Price, County secretary and treasurer.

Specific Charges

Among the charges were that CMA allocated locations and refrained competing with each other, that fines were imposed on CMA members who failed to conform to such allocation, that Local 805 boycotted CMA members who failed to conform and that it enforced allocations by picketing or threat of picketing, that CMA and 805 excluded non-members from entering the cigarette vending field, that 805 refused to service machines of non-members, and that non-members were forced to conform with allocations or be boycotted or picketed.

The government concluded that competition in the vending machine field had been suppressed and that locations were denied the opportunity of operating their own vending machines.

On September 30, 1955, Rowe moved to dismiss the case against it on the charge that Rowe, having merged with the Automatic Canteen Corporation of America, no longer existed.

Rowe attorneys argued that under common law, a dead person cannot be tried, and that under law, a corporation is the same as a person. The claim was not allowed.

Coin-Operated

Continued from page 84

erational tests in New York City for the past two years, according to Robert Haire, control system sales manager of Globe.

"Vend-A-Ticket now makes it possible for patrons at amusement parks and Kiddielands to purchase tickets for rides or food without the aid of a special cashier," Haire stated. "The vender has a capacity of 2,400 tickets."

All tickets dispensed from the machine are counted by an internal, non-reversible counting device, he explained. A sold out light sign advises patrons when the machine is out of tickets, and it will not accept coins when this point has been reached.

Equipped with a National rejector, Vend-A-Ticket is adapted to handle the two-by-one-inch style tickets, which features the "no folding, no palming" principle, popular in the amusement industry.

"The machine measures 14 square inches and is 48 inches high," Haire said. "All internal operating mechanisms are made of specially treated steel designed for outdoor operations. The exterior case is made of heavy steel and finished in hammertone gray."

It is equipped with a 60-cycle capacity operating brushless motor and operates on AC or DC current. No price was announced.

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WURLITZER 1015	95
A.M.I. MODEL C	165
A.M.I. MODEL A	125
SEEBURG WALL-O-MATIC (W4-L56-20 Sel.)	17

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* FEATURE SUPER FRAME 195	* SPEEDY 295
* STARLIGHT 225	* DELUXE TARGETTE 285
* CRISS CROSS TARGET 185	* RAINBOW 235
* ADVANCE 165	* TEAM 195
* GOLD CUP 135	* LEAGUE 195
* TRIPLE SCORE 95	* CHIEF 185
* DOUBLE SCORE 85	* ROYAL 150
* CROWN 85	* STAR 10th FRAME 65
* 10th FRAME, 6 PLAYER 85	* STAR 6-PLAYER 55
* NAME BOWLER 55	* DELUXE 6-PLAYER 45
GENCO	
* MATCH POOL \$125	* KEENEY
* SHUFFLE POOL 85	* PACEMAKER \$165
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JET GUN	125
DALE GUN	65

GENCO	
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RIFLE GALLERY	205
INVADER	125
SKY GUNNER	125

UNITED	
CARNIVAL DELUXE	\$265

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Slotless Pin Needs No Tax, Judge Rules

SAN ANTONIO Dec. 10. - Collection of occupation taxes on pinball machines could be a thing of the past under a ruling by Judge McCollum Burnett this week

in County Court. His ruling was in favor of Clara Kruse, owner of the Caboose Drive-In here. She appealed a conviction in Corporation Court when she was fined \$10 for having a coin-operated machine in her place of business without paying the occupation tax.

Her attorney, Jim Warneke, argued that the machine was not coin-operated but was operated by remote control and not subject to the city law pertaining to coin-operated machines. Judge Burnett ruled the machine was not coin-operated.

New Production

Chicago, Beach Beauty in-line pinball, Pin-Pool pool game. Chicago Join Machine Company, Chicago, Automatic Pool game, Bowling Team shuffle bowler. Edolite Products, Detroit Ten-Hi pool game. Exhibit Supply, Chicago, Skill Pool "84" pool game, Circus Target gun game, Twin Champ racing game. Genco Manufacturing & Sales Company, Chicago, Super Big Top gun game, Tournament Pool pool game. D. Gottlieb & Company, Chicago, Frontiersman five-ball pinball. International Mutoscope, Corporation, Long Island City, N. Y., The Lord's Prayer inscription machine. J. H. Keeney & Company, Chicago, Fascination Pool pool game. Marvel Manufacturing Company, Chicago, Pla-Pool pool game. Mike Munves Corporation, New York, Zodiac Chart fortune teller. Scientific Machine Corporation, Brooklyn, "21" roll-down game. United Manufacturing Company, Chicago, Starlet in-line pin-

ball, Club Pool pool game. Williams Manufacturing Company, Chicago, Ban: Pool pool game, Royal Crown, Jolly Joker roll-down games.



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Genco RIFLE GALLERY	\$225.00
Genco SKY GUNNER	150.00
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Exhibit DALE GUNS	50.00
Exhibit SPACE GUNS	125.00
Seeburg SHOOT THE BEAR	125.00
GOTTLIEB PINS	
SOUTHERN BELLE	\$225.00
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1015	\$75.00	1080	65.00
1500	\$325.00	46M	\$50.00
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NEW		USED	
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4007	\$25.00	5100	\$25.00
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Big Ben	\$185.00	Palisades	\$90.00
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United Clipper, High Score	375.00
United Mars, High Score	295.00
United Venus, High Score	375.00
United Ace, Match Score	265.00
United Rainbow, High Score	245.00
United Leader, Match Score	225.00
United Chief, High Score	185.00
United Team, Match Score	195.00
United League, High Score	195.00
United Imperial, Match Score	185.00
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Surf Club	175	Palm Beach	95
Ice Frolics	165	Atlantic City	95
Palm Springs	165	Bright Light	95
Mexico	165	Bright Spot	95
Dude Ranch	150	Coney Island	95
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Rio	150	Genco 400	55
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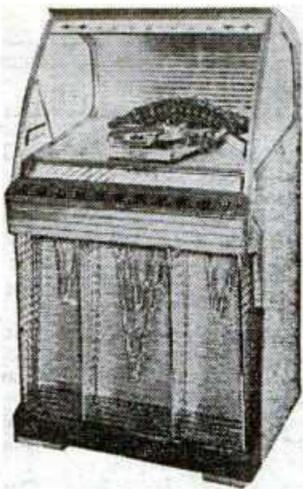
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Bonus Score	425.00	Double Score	75.00
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Super Frame	195.00	Criss Cross Target	175.00

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Harvard Shows Medal Typers

CHICAGO, Dec. 10. — Harvard Automatic Machine Company, Lorain, O., exhibited its new medal typer machine at the National Association of Amusement Parks, Pools and Beaches convention here last week.

The firm also showed the Magna-Music background music system. The coin-operated medal typer weighs 225 pounds, needs 18 by 18 1/2 inches of floor space, is 56 inches high. It prints inscriptions on an aluminum disk.

Representing the firm at the show were Lou Berger, L. B. Himes, Bill MacEvoy and Pat Hurley.

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GAY TIME	425	FROLICS	125
VARIETY	270	YACHT CLUB	85
GAYETY	245	PALM BEACH	65
ICE FROLICS	170	BRIGHT LIGHTS	65
SURF CLUB	160	ATLANTIC CITY	60
HI-FI	145	CONY ISLAND	45
DUDE RANCH	145	SPOT LIGHT	45

1/3 Deposit

FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago BAyport 1-1616



VALLEY'S

NEW 1956 MODEL

BUMPER POOL

NEW! Built-in Top Adjuster (Levels top)

NEW! Side Mounted Light

NEW! Diamond Markers

NEW! Plastic Sleeves on Bumpers

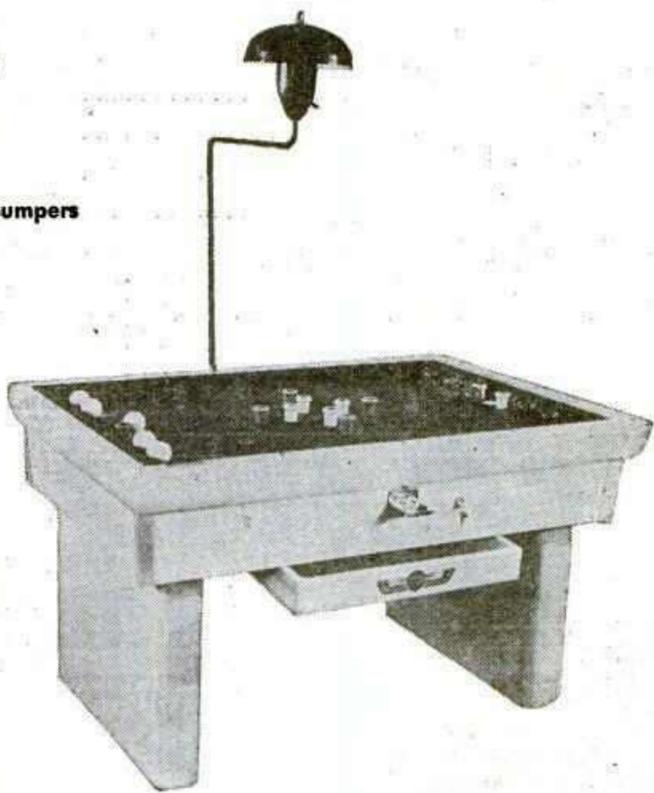
NEW! Cigarette Holders

3 or 4-sided play
Finest hard maple construction

Easy to service
Only Official Tournament Bumper Pool Game

The El Dorado of Bumper Pool Games

Wire, Write or Phone for Complete Details and Prices



VALLEY MANUFACTURING CO.

333 Morton Street

Phone: 8587-8588

Bay City, Michigan

over **67,000 ACTIVE BUYERS** read The Billboard Classified columns each week

LOWEST PRICES ON COIN MACHINE PARTS & SUPPLIES!

Miniature BULBS Over 60% Discount

ALL PRICES INCLUDE FED. TAX
WE SELL NAME BRANDS ONLY—10 TO BOX

SPECIFY NUMBER	YOUR COST PER 100	YOUR COST PER 1000
44, 47	\$5.20	\$49.50
51, 55	\$4.65	\$44.50
63	\$5.05	\$47.75
81	\$5.90	\$56.50
1458	\$6.75	\$63.50

All Prices Slightly Higher in Less Than 100 Lots

LARGE LAMPS

130 VOLT LONG-LIFE TYPE—FED. TAX INCL.

7 1/2 or 15 Watt, Case of 120 **\$13.95**

PRECISION PUCKS

GUARANTEED BEST MADE

HARD CHROME PLATED MODEL D-200 (SOLID) OR MODEL S-100 (WINDOW) RED OR BLUE

YOUR CHOICE **\$1.15** EA.

PURE GUM WHITE RUBBER RINGS

ALL RINGS 1st QUALITY, LIVE, WHITE!

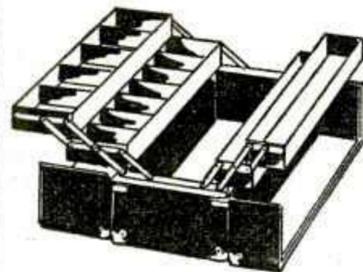
SIZE.....	3/4"	3/4"	1"	1 1/2"	2"	2 1/2"	3"	3 1/2"	4"	5"
PER DOZ.20	.25	.30	.40	.45	.55	.65	.75	.95	1.50
PER 100	1.10	1.50	1.65	2.60	2.80	3.45	3.90	4.50	5.90	11.00

Pick-up CARTRIDGES 1st QUALITY ONLY

- G C Series for AMI, EVANS, ROCK-OLA.....\$2.95 ea.
- COBRA CART, JEWEL TIP NEEDLE, 45 or 78 RPM 2.00 ea.
- ROCK-OLA L-21 5.25 ea.
- ROCK-OLA - MILLS B-2 3.25 ea.
- ASTATIC L-12-U 3.00 ea.
- ASTATIC L-72-A 3.25 ea.
- ASTATIC L-78 5.70 ea.

TOOL and PARTS CASE

MADE OF BASSWOOD



Will not warp. Interlocked corners, covered with Du Pont fabricord trays made of aluminum! Unbreakable plastic handle, nickel-plated trim, removable tray unit.

7 LBS.—16 1/4" x 7 1/4" x 8 3/4"

\$18.50 EA.

Pop-Open Tubular MONEY WRAPPERS

AVAIL. IN 1c, 5c, 10c, 25c & 50c

SPECIFY DENOMINATION

SOLD ONLY BY PEACH STATE

55c PER 1000 **\$11.00 PER CASE**
IN CASE LOTS OF 20,000

GENUINE RUSSMAN Cartridge FUSES

5 to Metal Box, 20 Bxs. Per 100 Ctn.

REG. CART. TYPE

AMPS	BOX OF 5	100
1/4-1/2	35c	\$5.75
1-2	25c	3.75
3-4	20c	3.50
5-20	15c	2.25

SLOW-BLOW CART. FUSES

1 AMP—15c Ea. \$11.75 per 100
5 AMP—12c Ea. 9.80 per 100

TOP GRAIN COWHIDE LEATHER BAGS

USE AS MONEY BAG FOR CARRYING TOOLS BY REPAIRMEN. HAS FULL-LENGTH POCKET, 2 RING HANDLES, SOLID BOTTOM.

SIZE 14"x7"x5 1/2"

SIZE 16"x8"x6"

\$12.50

\$14.50

FED. TAX INCL.

HEATH'S DROP CHUTE & SWITCH

1c, 5c or 25c Play In Lots of 12 or More

\$1.95 Each LESS THAN 12 \$2.25 Ea.

FEATHER TOUCH COIN CHUTE

1c, 2c, 5c, 10c, 25c FREE PLAY OR REGULAR

ONE TO TWELVE **\$3.25** EA. OVER 12 **\$2.95** EA.

FLUORESCENT STARTERS

U. L. APPR'D EA. 25 Per 100

FS-2 15-20 W... .13 \$3.00 \$10.95

FS-4 30-40 W... .13 3.00 10.95

FS-25 25 W... .15 3.95 13.95

SHUFFLE & BOWLER WAX

CASE OF 24 1-Lb. Cans **\$5.50**

HI-SPEED Case of 12 1-Lb. Cans **\$3.95**

AMPLIFIER TUBES

Standard Brand—Factory Boxed

50% & 10% Discount

PLUNGER TIPS

Specify if Large or Small Hole Wanted

Per Doz. **35c**
Per 100 **\$2.50**

PIN GAME GLASS

3/16" Clear Crystal Glass PACKED 1 SIZE TO CASE

Send full price with glass orders

SIZE	P.C.'s PER CASE	PRICE PER CASE
21x40	9	\$21.00
21x41	8	\$18.50
21x43	8	\$19.95
23x44	7	\$21.15

Another NEW Product

NEW "QUICK-HOT" ELECTRIC

SOLDERING IRON

120 V. AC 60 CYCLE 1.1 AMP. MAX.
SO LIGHT—AMPLE HEAT BEAUTIFULLY BALANCED Working-hot in 2 1/2 seconds Cools quickly, Wgt. 1 1/2 lbs. Model 199 \$5.95 Ea. 250 Watt Model... 8.95 Ea.

EXTRA LONG LIFE
TIPS 35c ea.

ATLAS OUTSIDE SPEAKERS

100% Weatherproof—BELOW WHOLESALE COST

Model HU-15V **\$17.85** Model HU-24V **\$19.65**

BUMPER POOL GAME SUPPLIES

<p>Rubber Back Bedcloth \$8.95 CUSHION CLOTH \$4.95</p>	<p>TOP QUALITY BALLS, 2 1/8" Red with Dot Red no Dot White with Dot White no Dot } \$2.35 EA.</p>	<p>JUNIOR CUE STICKS 48", FIBRE POINTS, TIPS & BUMPERS ATTACHED \$2.75 Ea. \$30.00 Doz.</p>
<p>TRIANGLE BILLIARD CHALK Per Doz. Square, Blue \$.35 Per Half Gross Square, Blue... 1.85 Per Gross Box Square, Blue... 3.50</p>	<p>DUPLIX METAL CHALK GRIPS 10c Ea. 95c Doz.</p>	<p>NEW TYPE DOUBLE DIME COIN CHUTE Fits Any Make Bumper Pool Game \$6.95 EA.</p>
<p>CUE CLAMPS..15c Ea. \$1.60 Doz.</p>	<p>TALC POWDER DISPENSER POLISHED ALUMINUM \$1.85 Ea.</p>	<p>TRIANGLE CUE TIPS—Brown Leather Size 12, 13 and Ass't Box of 50...85c</p>
<p>Green Mending Plaster 2 1/2"x36" Roll45c 2 1/2"x18" Roll30c 2 1/2"x36" Doz. Rolls\$4.25 2 1/2"x18" Doz. Rolls 3.25</p>	<p>NATIONAL TALCUM 5 Lb. 95c; Carton of 6 \$4.25 Refillable Shaker Top Cans 30c Ea. Doz. \$3.25</p>	<p>NATIONAL 8 BALL CUE TIPS Size 12, 13 and Ass't Box of 50...\$1.50</p>
<p>TABLE BRUSH No. 3 Fibre \$1.95</p>	<p>RAIL BRUSH NEWISK, 70c</p>	<p>KIECKHEFER, 2 Oz., 35c Ea., \$3.50 Dz. CUE CEMENT, 1 Oz., 20c Ea., \$2.15 Dz.</p>

FOR COMPLETE INFORMATION and DESCRIPTION ON THESE AND ALL OTHER COIN MACHINE PARTS and SUPPLIES
WRITE—

PEACH STATE

DISTRIBUTING COMPANY

549 Pine St. — Macon, Ga. — Phone 3-1588

SATISFACTION GUARANTEED OR MONEY BACK!
ONE OF WORLD'S LARGEST PARTS HOUSES

Kentucky, Indiana, Southern Ohio Operators!
IN MUSIC, YOUR BEST BUY IS ... AMI
GET IT FROM YOUR EXCLUSIVE DISTRIBUTOR ...
"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923
 1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio
 735 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.

OPERATORS

When buying a car you have 3 things in mind.

1. The Manufacturer
2. Performance
3. Trade-in-Value

With **BALLY** you have all this plus

EARNING POWER

Do not overlook these qualities.

When buying equipment it should be

BALLY

Beach Beauty, Bingo ABC, Shuffle Alley King Pin, Shuffle Alley Jumbo, Shuffle Alley

Congress, Shuffle Alley Champion Horse, Kiddie Ride Hot Rod, Kiddie Ride Pin-Pool, Billiard Table

Write for Prices—DO IT TODAY!

REMEMBER FOR DOMESTIC AND EXPORT BUSINESS IT'S

INTERNATIONAL AMUSEMENT CO. **SCOTT-CROSSE COMPANY**
 1423 SPRING GARDEN STREET • Rittenhouse 6-7712 • PHILADELPHIA 30, PA.

Golumbo Eyes

• Continued from page 83

Former Hub distributor of Rock-Ola, Golumbo says the new firm will handle problems "at all levels" in the legal, tax, business and servicing fields for coin machine operating firms. His firm will act as consultant to juke box, amusement machine and vending machine operators, as well as distributors.

Excelsior Service

Service is made exclusive to firms or individuals signing contracts. Along with the consultant service there is an extensive parts department with a stock for many types of coin machines. Trained servicemen are also available.

"After holding the Rock-Ola franchise for 15 years," said Golumbo, "I decided that the automatic phonograph business in New England had become too competitive. It was my belief that some of the present-day methods of selling were not working to the best interests. This new service seems to fill a great need in the industry."

Golumbo explained that during his many years in the coin business he had been aware that a great many operators had been in a constant middle business-wise. "The operator with a large route just didn't have the time to devote to his bookkeeping and accounts," he said. "The counseling service makes it possible for the operator to place the emphasis on the vital end of his business, and let me do the worrying on the details."

Complete Service

Golumbo explained that he first makes a breakdown of the operator's or distributor's earnings, maps out routes or distribution, as the case may be, in the most effective way and will even do the book-keeping if necessary. He also offers his clients the services of "some of the best legal minds in the world," as well as a complete income tax service.

"I believe this to be a unique and effective service for the benefit of anyone in the industry," said Golumbo. He added that "from the initial response" there was no doubt that this "would become a widely sought national service."

At the same time as he operates the consultant service, Golumbo is still handling the Andrea line of television and phonograph sets, a franchise he has had for some years.

Interest Rates

• Continued from page 83

with other types of short-term paper, like United States Treasury bills. The current rate on these bills is 2.471 per cent.

Companies which announced the latest rate increase included the C.I.T. Financial Corporation, General Motors Acceptance Corporation, Commercial Credit Company, Associates Investment Company and the General Electric Credit Corporation.

Valley Adds Features to Bumper Pool

BAY CITY, Mich., Dec. 10.—Valley Manufacturing Company here this week introduced new play and design features in its coin-operated pool game line. Valley, one of the first firms to successfully market the bumper-

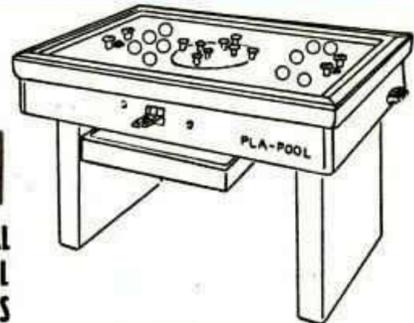
type pool game in the U. S., has added a three-side play model to its Bumper Pool product.

New features, in addition to the marked playfield for three-side play, are built-in table levels, side mounted table light, diamond-shaped markers, plastic sleeves for ball bumpers, and table cigarette holder.

Valley produced its original Bumper Pool game last May, and was the forerunner in the re-introduction of coin-operated pool games to the U. S. market.

Pla-Pool

MARVEL'S SENSATIONAL BUMPER-TYPE POOL GAMES . . . 2 SIZES



Especially Designed and Built for Choice Locations

CHECK THESE EXCLUSIVE FEATURES:

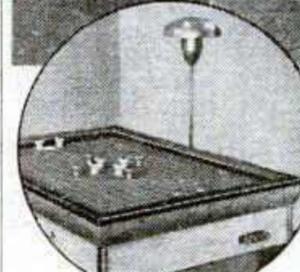
- 3 or 4-sided play
- Pockets set in from end permit rebound action
- Dimensions: Deluxe Model, 72"x36"x32" Regular Model, 52"x36"x32"
- Regulation Size Cues
- Table Top on Hinges With Lock
- Cash Box Inside, also with Lock
- Attractively Finished Cabinets
- ABT Double 10¢ Chute
- Finest obtainable pure gum rubber cushions and playing field cloth
- Immediate Delivery

ONE 22-FT. ROCK-OLA SHUFFLEBOARD
 Refinished Cabinet and Play-field, New Pucks, Including Crating,
\$169.50

NEW ELECTRIC SCOREBOARDS
 SLIM JIM MODELS (Overhead), 15-21 pts. and 15-21 and/or 50 pts. \$139.50
 WALL MODELS, same type scoring as above . . . \$5.00
One USED Marvel Overhead Score-board, 15/21/50 Pts. \$75
 Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.

MID-STATE CO. 2369 Milwaukee Ave Chicago 47, Ill. Tel.: Dickens 2-3444

THE *Bally* LABEL IS YOUR INSURANCE
OF TOP Pin-Pool EARNINGS



Swivel-mounted lamp (optional) quickly attachable to PIN-POOL, illuminates entire table, never interferes with play.

EARN UP TO \$2 PER HOUR

In PIN-POOL . . . as in pin-ball and shuffle-bowling . . . Bally-quality construction insures the smooth performance that results in maximum play-appeal . . . maximum earning power. Cash in on the growing popularity of PIN-POOL. Get Bally PIN-POOL busy for you now.

SEE NEW FLASHY Light-up BUMPERS
 All bumper-posts illuminated, adding attention-getting flash, flooding table with soft, easy-on-the-eyes light.

MORE! MORE! MORE!

DISTRIBUTOR ADVERTISING

of Used

AMUSEMENT GAMES

Than Ever Before

BE SURE TO READ EVERY AD

Mr. Operator:

We have made a commitment to ship some 250 Seeburg M100A's to a country which does not use 45 r.p.m. equipment. We are interested in either purchasing Seeburg M100A's or we will accept your M100A's in trade towards Seeburg M100B's, M100BL's and M100C's. This equipment is completely reconditioned. Cabinets have been steam-cleaned and have a fresh, clean appearance, they have been carefully checked mechanically, amplifiers have been completely gone over, they are in top-flight condition ready for location.

It is to your advantage to get rid of all 78 r.p.m. equipment as soon as possible, as you are familiar with the record situation. This is a wonderful opportunity to do so. Write or call us in regard to this deal.

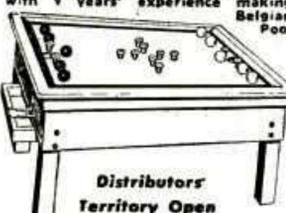
Very truly yours,

Trimount AUTOMATIC SALES CORPORATION

40 Waltham Street, Boston 18, Mass.
 Tel.: LIBerty 2-9480

BALLY MANUFACTURING COMPANY 2640 BELMONT AVE CHICAGO 18, ILL.

BANK-A-BALL
THE SMALLEST ADV
The BIGGEST PROFIT
OPPORTUNITY
Orms only mfg in United States
with 9 years' experience making Belgian Pool



Distributors
Territory Open

ORMS MFG CO. 2814 MAIN DALLAS, TEXAS

SPRUCING IT UP

Pool Gets New Looks As Mfrs. Improve Game

CHICAGO, Dec. 10.—The coin-operated bumper-type pool game, it first began to boom on the market last August. With the market for these pool games seemingly getting bigger all the time, manufacturers have con-

tinued making play and design changes, improving the player-appeal of the game.

Originally the game consisted of basically, table, balls, bumpers and cue sticks. Now these games have everything from built-in ashtrays to electrical scoring.

One of the initial improvements made on the games was a table light screwed into one of the playfield bumpers, serving to illuminate the table for play at dimly-lit locations. Lights are now also adjustable to be shifted where they don't interfere with a player's shot.

Another quickly made improvement on the games was a more fool-proof ball return mechanism—originally players could return balls to the playfield without inserting additional coins. Hinged playfield tops were built for easier servicing.

Table tops were spruced up with shot markers along the cushions, built-in table levelers which assure proper playing position, and built-in ashtrays for the convenience of players and to cut down on table damage due to cigarette burns.

Perhaps the main count against the pool tables as a location piece had been the fact that they took up a greater than average playing space. Manufacturers overcame this drawback with lined playfields which enabled one side of the table to be placed against a wall and permits play from just three sides.

The lines on the playfield made it possible under the rules for a player to move a ball from position along the wall, to a correspondingly marked portion of the table (Continued on page 107)

THE ASSOCIATED AMUSEMENT MACHINE OPERATORS OF NEW YORK SAY . . .

“THANKS”

. . . To all of you who helped make our 6th Annual Banquet at the Waldorf-Astoria a tremendous success. Without your support, a gay cocktail party, a delicious dinner and a top-flight entertainment program would not have been possible.

We say thanks for making the night an evening long to be remembered as the most wonderful get-together the amusement industry has ever had.

We wish all of you continued success in the coming years and hope we can join together every year and say “THANKS” for a wonderful time.

Associated Amusement Operators of New York

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
2317 N. Western Ave. Chicago 47, Illinois

Gottlieb proudly announces its entrance into the Pool Table field with a product that will distinguish itself from the rest. See next week's Billboard

A WIDE, OPEN TRAIL . . . TO GREATER EARNINGS...

WITH GOTTLIEB'S **FRONTIERSMAN**

4 LINE-UP ADVANCING TARGETS!

Lighting up 4 spots of same color lights center hole for SPECIAL and EXTRA SPECIAL.
Hitting any target 4 times lights hole for SPECIAL.
Spotting rollover advances color lights.
Lettered bottom rollovers advance corresponding target lights.

HOLD OVER FLAMING ARROW
FEATURE totals number of times player lights 4 spots of same color.
SUPER SPECIAL awarded when 5th number of ARROW FEATURE is lit.

3 Hi-Speed Pop Bumpers.
2 Cyclonic Kickers.
2 Super Powered Flippers.
High Score to 7 Million 900 Thousand!

SEE IT AT YOUR DISTRIBUTOR NOW!

Amusement Pinballs
as American as Baseball and Hot Dogs!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

**WE WILL TRADE
SKILL POOL
FOR LATE BINGO GAMES**
SEND YOUR LIST IN TODAY
OR CALL US

FRANK SWARTZ SALES CO.

515-A Fourth Ave., S. Nashville 10, Tenn. 4-8571

RECONDITIONED EQUIPMENT

We've had these machines in our warehouses for so long we're getting tired of seeing them around. Every machine has been overhauled, rails scraped and lacquered, cleaned and ready for location. Hundreds of operators and distributors everywhere will vouch for the quality of our equipment and the integrity of our organization. We want to move these machines and have priced them low in order to do so. We will ship promptly on first-come, first-served basis. Rush your order now.

- | | | | |
|-----------------|----------|----------------------|----------|
| 3 GAYETY | \$275.00 | 2 SURF CLUB | \$165.00 |
| 2 VARIETY | 275.00 | 2 PALM SPRINGS | 150.00 |
| 2 HI-FI | 175.00 | 3 BEACH CLUB | 110.00 |

H.M.BRANSON DISTRIBUTING COMPANY

811 EAST BROADWAY Phone: WAbash 1343 LOUISVILLE 4, KENTUCKY
EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHS AND BALLY GAMES

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

**L. A. Disk Outlets,
Coin Distribs Map
Holiday Schedules**

LOS ANGELES, Dec. 10.—Coin machine distributors and one-stops took a few seconds off this week to map their Christmas and New Year holiday schedules.

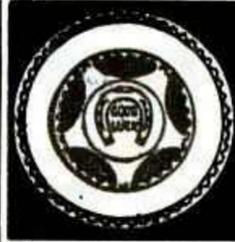
All reported that their offices would be closed on the two Mondays following Christmas and New Year's Day, but the schedule for the Saturdays preceding these holidays varied from office to office.

Ed Wilks, manager of Paul Laymon, Inc., said that his firm would close from Friday night until Tuesday morning on each holiday weekend. Wayne Copeland, of Sierra Distributing Company, reported that he, too, would give both days to staff members.

William Happel, of Badger Sales Company, declared that his doors would be open all day on Saturday, December 24. This is necessary, he added, because of the premium and gift merchandise department. On the following Saturday, Badger plans to follow its usual holiday schedule of remaining open until 5 in the afternoon. During the gift-rush season, the firm has remained open each night until 9.

Simon Distributing Company, headed by Jack Simon, will remain open all day Saturday before Christmas and hold an "open house." However, on New Year's Saturday the firm will close at noon.

California Music and William
(Continued on page 106)



**Mr. Operator of
METAL TYPER MACHINES**

SPEED UP YOUR LOADING OPERATION!

By using high quality, straight degreased discs, packed 100 to a roll. We repair and rebuild Typers, using genuine SMT parts.

STANDARD METAL TYPER CO.
1318 N. WESTERN AVE. CHICAGO 22, ILL.

SHAFFER SPECIALS

Late Model Trade-Ins on Seeburg V-200

- AMI**
- F-120 (120 Sel.).....\$695.00
 - E-120 (120 Sel.)..... 495.00
 - D-40
 - Model C

- ROCK-OLA**
- 1448 (120 Sel. Hi-Fi) .. Write
 - 1442 (50 Sel. Hi-Fi).....\$575.00
 - 1434 (50 Sel.)..... 195.00
 - 1432 (50 Sel.)..... 175.00

- SEEBURG**
- M100-B.....\$495.00
 - M100-A..... 295.00

- WURLITZER**
- 1800
 - 1500.....\$295.00

WRITE FOR ILLUSTRATED CATALOG
SHOWING COMPLETE LIST

Shaffer Music Co.

In the Coin Machine Business Over 25 Years

COLUMBUS, OHIO
849 N. High St.
AXminster 4-4614

CINCINNATI, OHIO
1200 Walnut St.
MAin 1-6310

INDIANAPOLIS, IND.
1327 Capitol Ave.
MElrose 4-3571

GIVE TO DAMON RUNYON CANCER FUND

Capture AND **HOLD** THE CHOICE LOCATIONS!!!



YOUR
KEENEY
DISTRIBUTOR
HAS THEM!

Keeney's
JUMBO DELUXE
(18 inches longer)
**FASCINATION
POOL**
is the answer!

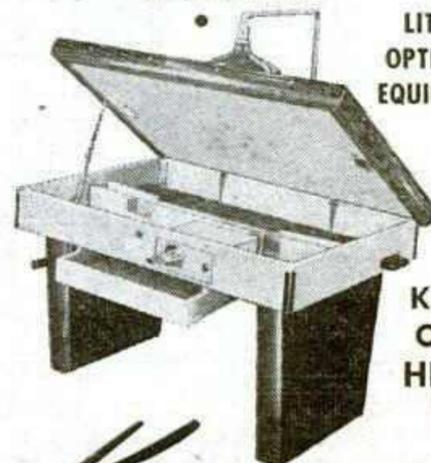
FEATURES

3 or 4 sided play

Perfect operating Ball Release
can't be cheated

Perfectly squared to entice the
professionals

LITE IS
OPTIONAL
EQUIPMENT



Keeney's
Original
HINGED
TOP!

Mahogany Grained Molding—Cork Finish Body and Legs

- Green, rubber-backed felt
- Simple coin mechanism
- Levels on 2 Side Rails
- Leg Levelers
- White Diamonds on Side Rails

J. H. *Keeney* & CO., INC.

2600 WEST FIFTIETH STREET • CHICAGO 32, ILLINOIS

REGULAR SIZE 52" L. x 36" W. x 32" H.

3 United Deluxe Capitals ... \$425 Ea.
 3 United Deluxe Clippers ... 395 Ea.
 3 United Deluxe 5th Innings ... 375 Ea.
GAYTIME AMUSEMENTS
 215 N. 25th St. Omaha, Nebr.
 Phone: Glendale 1129

COBRA CARTRIDGES
 Realigned and Resurfaced, 75¢ each
 Compare them with new cartridges
 Cartridges returned within 10 days
ELECTRONIC INDUSTRIES
 P. O. Box 2008 Mesa, Arizona

L. A. Disk Outlets
 • Continued from page 105

Leuenhagen, one-stop record stores, will be open to keep an eye on the operators' wants and needs on December 24 and open on Tuesday morning. California Music, Gabe Orland, manager, stated that their record and appliance departments made it imperative that they keep open to accommodate the late Santa Claus helpers. Leuenhagen will only have a skeleton crew on deck the Saturday before Christmas. However, the schedule for both on the Saturday preceding New Year's is to be worked out later on the basis of talks with the operators during the intervening week.

Standard Names Austin

NEW YORK, Dec. 10.—David V. Austin this week was named as a director of the Standard Factors Corporation, a finance house specializing in coin machine loans. Austin retired last week from the Manufacturers Trust Company where he had been a vice-president since 1930.

NEW YORK, Dec. 10.—Pepsi-Cola Company has introduced its new electric cooler, Visi-Cooler, which has a capacity of 384 bottles. The unit requires 5½ square feet of floor space, has 15.9 cubic feet of refrigeration area and uses a ¼ horsepower condensing unit. The cooler, utilizing fluorescent lighting, visibly displays the drinks thru two self-closing plastic doors.

POOL GAMES

IMMEDIATE DELIVERY AT LOW PRICES

WRITE FOR POOL GAME SUPPLIES

SHUFFLE GAMES		BINGOS	
Un. Mars	\$345	Keeney Domino	\$105
Un. Mercury	285	Keeney Century	265
Un. Leader	195	Keeney Carnival	95
Un. Team	205	Keeney 10 Player	75
Un. Imperial	185	Keeney 6 Player	65
Un. League	195	C.C. Advance	175
Un. Chief	195	C.C. Triple Score	100
Un. Royal	170	C.C. Double Score	80
Un. Olympic	95		
Un. Classic	105	SUPPLIES	
Un. Deluxe	65	Shuffleboard Game	
Un. Cascade	85	Wax, Case	
Un. Targette	250	(12)	\$ 3.50
Un. Comet	295	Pucks (Set of 8)	10.00
Genco Match Pool	105	Fast Wax, Case	
Genco Shuffle Pool	75	(12)	4.50
Keeney Diamond	195	Score Sheets, 10	
Keeney American	295	Pads	7.50
Keeney Domino	105	Fluorescent Lights,	
		Pr.	22.50
		Adjusters	18.50

18 FT. ROCK-OLA SHUFFLEBOARDS \$125.00

GUNS
 Keeney Sportsman \$245
 Keeney Ranger 345
 Genco Rifle Gallery 200

PURVEYOR
 DISTRIBUTING CO. Better Buys

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 CHICAGO, ILLINOIS
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 2160; Patterson Street
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Completely reconditioned and steam cleaned

SEEBURG	ROCK-OLA
M100A \$335.00	1432 \$150.00
M100B 510.00°	1436 295.00
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Model B \$145.00	
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This is correct price of M100B, which was incorrectly quoted in December 3 issue of Billboard.

WE WANT TO BUY
 3WI-C Wall-O-Matics "100"

We are exclusive distributors for J. P. Seeburg Corp., Bally Mfg. Co. Our references: Dun and Bradstreet, Bank of America.

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2 GREAT GAMES FROM GENCO!

DE LUXE **GENCO'S TOURNAMENT POOL**
 FOR 2 OR 4 PLAYERS



For **3 or 4-SIDED PLAY**

- SETS AGAINST WALL ... saves 60 sq. ft. of floor space
- DUAL BUILT-IN LEVELING GAUGES ... assures perfect, non-tilt playing area
- COMPLETE INSTRUCTION CARDS ... for 3 or 4-sided play



HINGED PLAYFIELD
 ... for easy servicing

GENCO'S **SUPER BIG TOP**
 RIFLE GALLERY

Operators everywhere acclaimed **BIG TOP** the finest Gun Game ever made!

And **NOW WE** proudly present this brand-new, better-than-ever model!

SEE them NOW at your GENCO Distributor

CONVERTIBLE...
 novelty, match or super star

PLUS many more **NEW FEATURES!**

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue
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Los compradores en el extranjero encontrarán esto aparatos libres de contratiempos a los mas bajos precios de aquí.
Exportamos juegos de bolos (pin games) y velloneras (music machines) nuevas a reconstruidas listas para operación.



Joe Ash says...

When you compare quality with price, Active is never under-sold!

EXCLUSIVE DISTRIBUTORS FOR WURLITZER and D. GOTTlieb & CO. in S. Jersey, E. Pennsylvania and Delaware.

ACTIVE
AMUSEMENT MACHINES CO.

666 N. Broad St.
FRemont 7-4495 Phila. 30, Pa.

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

Sprucing It Up

• Continued from page 104

for an unobstructed shot. The majority of tables now in production are designed to be played from either three or four sides.

Another playfield addition has been the moving of ball holes farther in from the edge of the table to give players a chance for more rebound shots at the ball hole. Most of these tables are built somewhat longer than the regular-sized table.

Cue racks and hooks were added to many of the tables to save space on locations and further convenience players.

The most revolutionary change in the coin pool game field—a change which was, however, almost inevitable, was the addition of electrical scoring to the game. The new game that scores electrically—Chicago Coin's Automatic Pool, is a two-player game played from one end only. The different ball holes on the table register different point values, and—scores are registered separately for each player on an electrical scoreboard.

What's next for the coin pool games? There will undoubtedly be more changes, for indications are that the games have set a trend that may stay with the industry for some time to come.

NAMA Regionals

• Continued from page 84

in Atlanta at the Biltmore Hotel with John J. Mahoney III of Carolina Vending, Inc., Charleston, S. C., as chairman. Region 6 will meet in Chicago March 10 at the Congress Hotel. D. C. Moore, Moore Automatic Merchandising, Inc., Rockford, Ill., will preside as chairman. Region 9 will meet in Dallas March 24 at the Baker Hotel. John Horn, Automatic Sales Company, Abilene, Tex., will be chairman.

All meetings will begin at 9 a.m., according to Bush, and conclude about 5 p.m., followed by a cocktail hour and reception.

The tentative dates for the other meetings are: Region 5, April 7, Detroit; Regions 2, 3, A, April 21, Philadelphia; Region 1, May 5, Boston; Region 8, May 19, Kansas City, and Region 10, 11, 12, June 2, San Francisco.

Danish Coffee Op

• Continued from page 84

big midtown Central Railway Station of Copenhagen, where the firm now has a battery of five machines consisting of a large four-rack and three one-rack coffee venders, plus a one-rack packaged tea vender.

In this location, all of the machines are accessible to the general public as well as the railway patrons as they are located in the concourse and not on the platform, as is the case in many of the other stations.

Fast, Faster

• Continued from page 88

said that operators have already commented that it's a time-saver. "The system," he said, "permits operators to pick out all the tunes they want, it eliminates their waiting for a clerk to wait on them." "But we keep the clerks around just in case we bump into a color-blind operator."

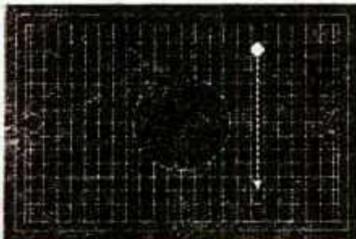
11 reasons why **EXHIBIT'S SKILL POOL** **DELUXE** IS BREAKING PROFIT RECORDS EVERYWHERE

IF IT'S NOT AN "EXHIBIT" FEATURE IT JUST HASN'T BEEN DESIGNED YET!

* Requires only 12' x 7' or 84 sq. ft.

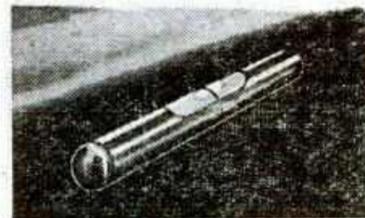


2 LIGHTING FIXTURE
New, out-of-the-way LIGHTING FIXTURE does not interfere with play!

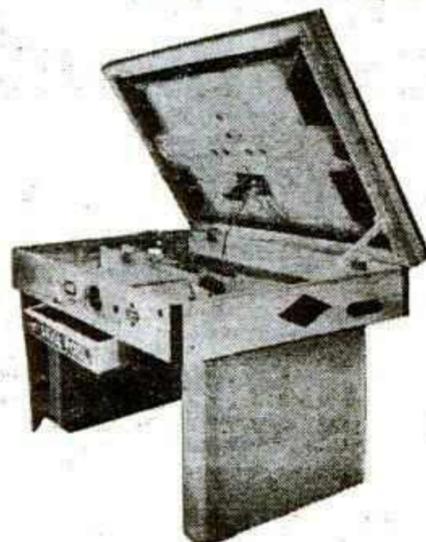


4 LINED PLAY FIELDS
Allows accurate placing of "out-of-bounds" ball for 3-side play.

5 3-SIDED PLAY
Allows table to be placed against wall without interfering with play area.



3 PLAYFIELD LEVELS
Sunken into the playfield for fast, reliable, easiest leveling of table. Insures that playfield is level for true play!



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



- 6 NEW**—"STA-KLEEN" CHEAT PROOF, SILENT BALL RUNS!
- 7 NEW**—LARGER "10 BALLS GUARANTEED EVERY TIME" BALL TROUGH!
- 8 NEW**—OPERATOR SERVICE CARD FRAME—built in! Always handy. Never out of place!
- 9 NEW**—DECORATED CABINET—The best looking in the business!
- 10 NEW**—CIGARETTE HOLDERS ON THE TABLE—protects rails and playing field!
- 11 NEW**—EXCLUSIVE PLASTIC BUMPER PROTECTORS—colorful, attractive.

Separate Instruction Sheets for Regular Play and 3-Sided Play!

EXHIBIT SUPPLY COMPANY
Established 1901
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Spot Light	\$ 35.00
Atlantic City	65.00
Palm Beach	65.00
Yacht Club	69.50
Beach Club	115.00
Dude Ranch	135.00
Ice Frolics	165.00
Surf Club	170.00
Hi-Fi	165.00
Gayety	275.00
Gay-Time	395.00
Miami Beach (New)	Write
Variety	275.00

MUSIC

47 Seeburg	\$ 50.00
1015 Wurlitzer	65.00
1217 Wurlitzer	250.00
Four 5206 Boxes	250.00
Model "A" AMI	69.50
Model "B" AMI	125.00
Model "C" AMI	160.00
Model "D" 40 AMI	200.00
Model "D" 80 AMI	325.00
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Model "E" 120 AMI	450.00
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C. C. Six Player Shuffle	\$ 45.00
United Star Six Player	45.00
United Imperial	165.00
C. C. Crown Bowler	95.00
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Dale Gun	\$ 35.00
C. C. Pistol	35.00
C. C. Super Home Run	125.00
Panoram Peek	165.00
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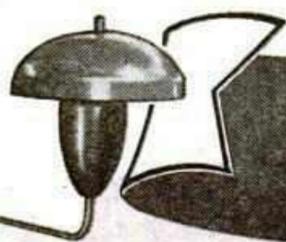
One-third deposit, balance C.O.D.
All equipment ready for location
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GIVE TO DAMON RUNYON CANCER FUND

We wish to take this opportunity to express to our many friends and customers in the Coin Machine Industry our season's greetings and best wishes for a happy and prosperous New Year!

EXHIBIT SUPPLY COMPANY



By Popular Demand!

LITE IS OPTIONAL EQUIPMENT



PLEXIGLASS TO ELIMINATE REPLACEMENT!

Williams SCORE-POOL

TOTALS SCORES AUTOMATICALLY ON LITE BOX . . .

FAST! PROFITABLE!

A REAL SPACE-SAVER

WITH FRONT PLAY!

2 DIMES PER GAME WITH SCORE POOL!

Accurate Scoring • Transfer Scoring from one player to another
Lively Rails • Fool-Proof Anti-Cheat Ball Release Mechanism

CALL YOUR SHOTS IN MORE SPOTS

with SCORE-POOL by Williams!

Williams
3
POOL TABLES
EARN MORE PROFITS
IN MORE LOCATIONS!

LITE IS OPTIONAL EQUIPMENT

Williams DE LUXE BANK POOL



SIZE
52" L. x 36" W. x 32" H.

LITE IS OPTIONAL EQUIPMENT

Williams DELUXE SENIOR BANK POOL

18 inches longer than the Deluxe Model—same width as Deluxe Model.

Check

2 sets of Rules for 3 or 4 sided play
THESE MONEY MAKING FEATURES:

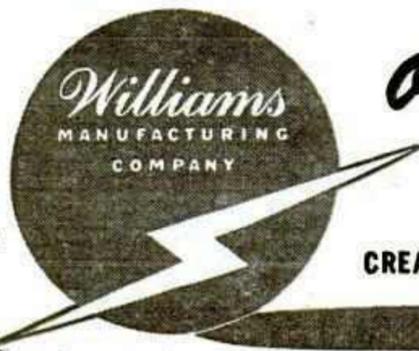
- 2 Coin Operation
- Perfect Bank Shots
- New Free-Swinging HINGED TOP
- Extra Cue Hooks
- Fool-Proof Mechanism
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"Forward Look"

YOUR Williams DISTRIBUTOR HAS EVERY TYPE OF LOCATION EQUIPMENT.

SEE HIM TODAY FOR:



Order NOW...

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FAST SCORE BUILD-UP!

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CIRCUS WAGON
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HIGHEST EARNINGS!
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CREATORS OF DEPENDABLE PLAY APPEAL

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Chicago coin's

AUTOMATIC POOL

Featuring... Automatic
Back Rack Scoring!

It's The FIRST Automatic Pool
Game In The Industry!

FAST Appealing Play!

New Livelier Rebound Rails!

Accurate Fool-Proof Scoring!

New Ingenious Player Score
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Transfer Scoring From One
Player To Another.)

Easy Servicing . . . Hinged
Playfield!

Don't Forget...
For Increased Play and Profits
Light Up With This Specially
Designed Table Light Available
At Slight Additional Cost.



3' x 5'
Requires Only
21 Sq. Feet of
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**Most Talked About...
Profit Making
BOWLING GAMES
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BOWLING TEAM
With Automatic Tally Sheets
2 Teams With Up to 10 Players
On Each Team Can Play!
Available In MATCH Model or
ALL STAR TEAM Bowler

BLINKER
With "Ring-O-Matic" Bulls Eye and
Traveling Lites! 100% Replay
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Gets Additional Scoring On
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SCORE-A-LINE
With "Number-Lite" Scoring! Player
By Lighting Up Numbers In
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Points!
With Automatic Tally Sheets!

**AUTOMATIC POOL
Will Break All
Profit-Making Records!**

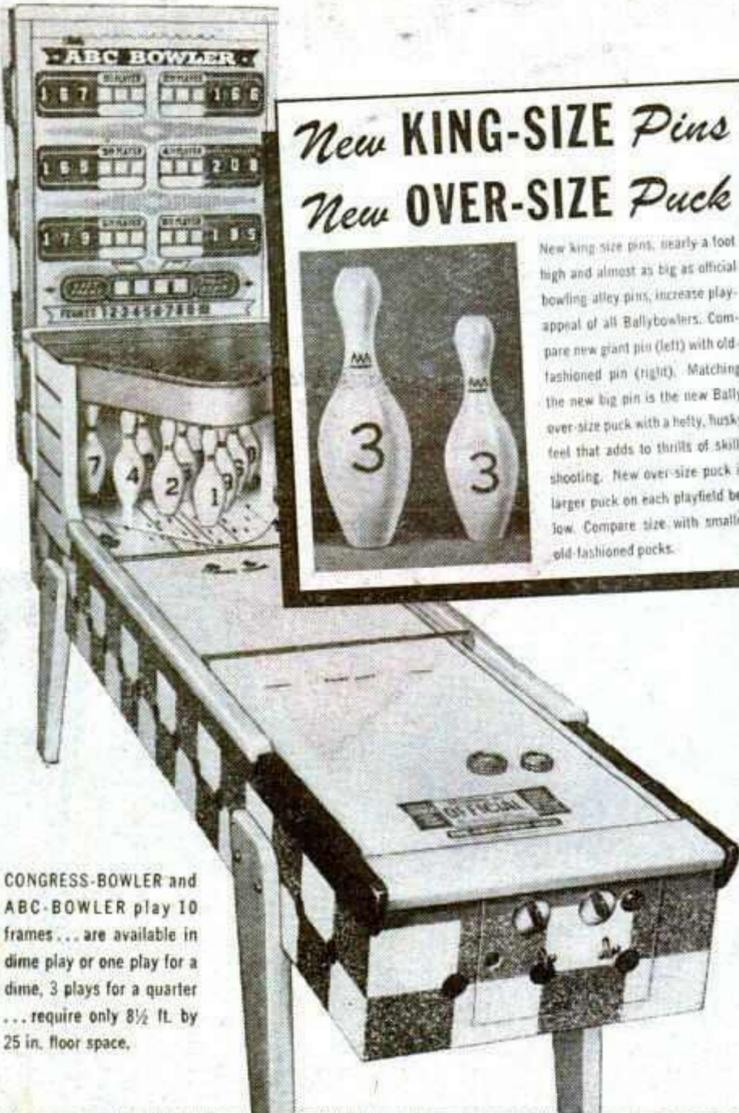
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MACHINE COMPANY**

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POPULAR OFFICIAL BOWLING SCORES

BOWLER earnings climb to a new sensational high... as 20,000,000 bowlers and their millions of non-bowling friends... discover the fun and fellowship... and the sporting satisfaction of shuffle-bowling by OFFICIAL BOWLING RULES. For biggest group-play... and continuous repeat-play... resulting in bigger bowler profits... get Bally ABC-BOWLER on location now... or CONGRESS-BOWLER for added attraction of match-score features.



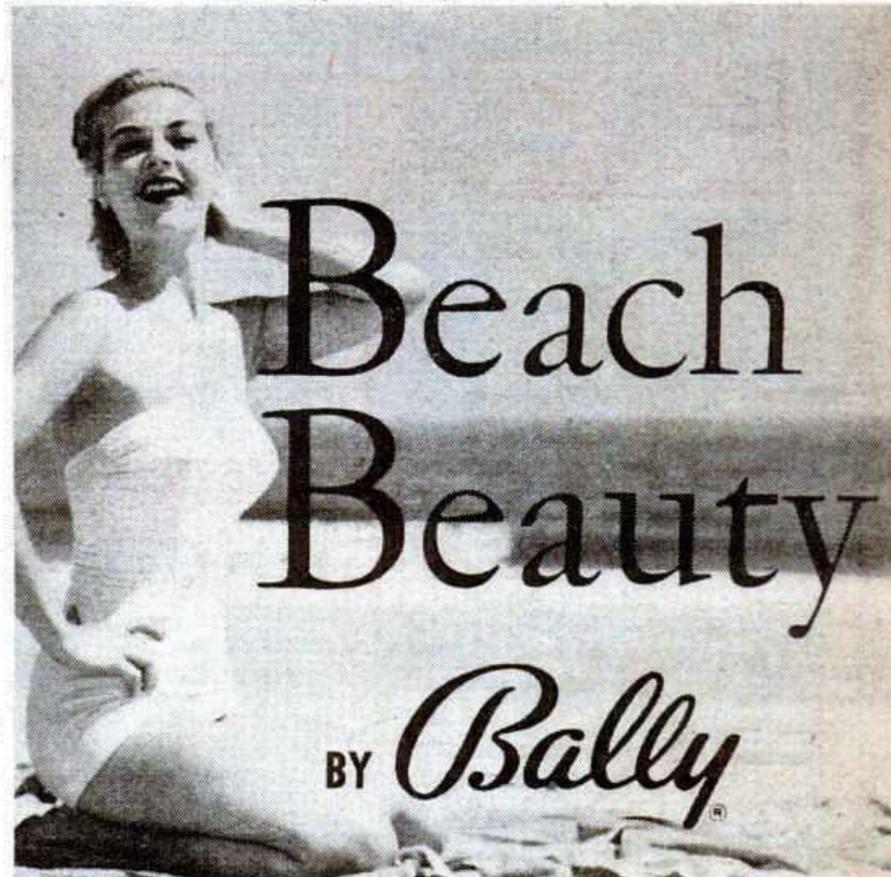
*New KING-SIZE Pins
New OVER-SIZE Puck*



New king size pins, nearly a foot high and almost as big as official bowling alley pins, increase play-appeal of all Ballybowlers. Compare new giant pin (left) with old-fashioned pin (right). Matching the new big pin is the new Bally over-size puck with a hefty, husky feel that adds to thrills of skill-shooting. New over-size puck is larger puck on each playfield below. Compare size with smaller old-fashioned pucks.

CONGRESS-BOWLER and ABC-BOWLER play 10 frames... are available in dime play or one play for a dime, 3 plays for a quarter... require only 8 1/2 ft. by 25 in. floor space.

ABC bowler WITH MATCH-SCORE FEATURES Congress bowler



Beach Beauty

BY Bally®

gets big play with sensational new WILD POCKETS

Now the old-favorite money-making Select-A-Spot feature is not limited to 4 or 5 numbers. Each and every number on the Card and Super-Cards of the brilliant BEACH BEAUTY backglass may be a selectable-spot number... because ball in Wild Pocket lights up any number player desires to light. Players are enthusiastic about the new cover-the-cards spotting idea... and their enthusiasm is showing up in packed-full cash-boxes. Get your share... get Bally BEACH BEAUTY now.



**DOUBLE
SUPER
CARDS**

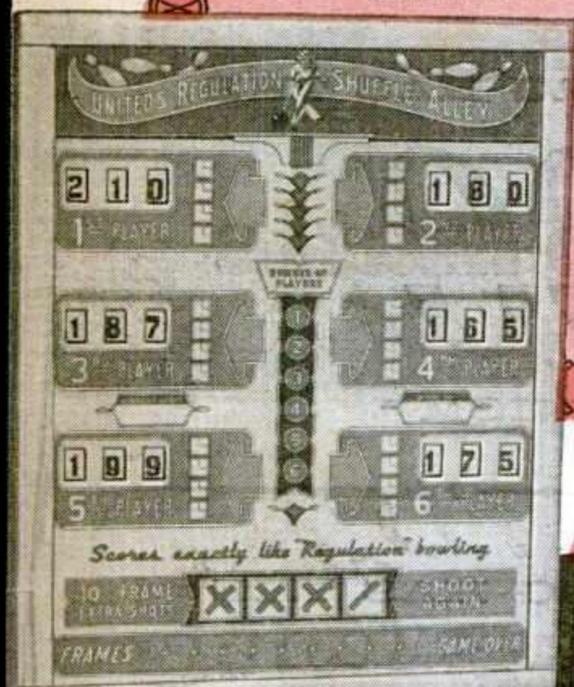
**CORNERS
SCORE
300**

**ADVANCING
SCORES
EXTRA
BALLS**

UNITED'S

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Scores exactly like "Regulation" Bowling

PERFECT SCORE 300



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BIG PUCK

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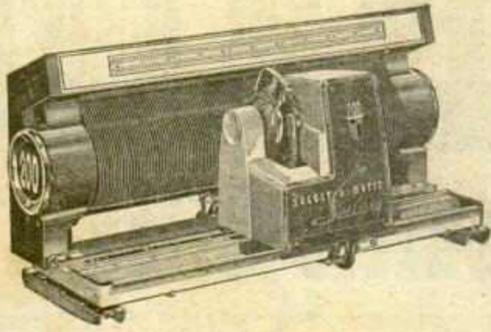
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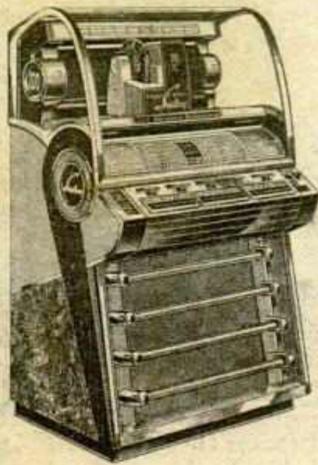
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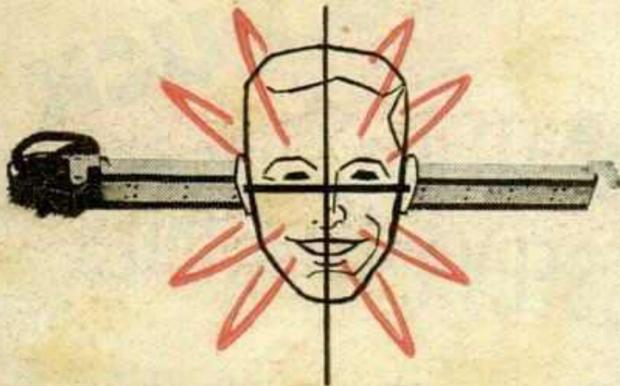
Select-o-matic 200

MECHANISM



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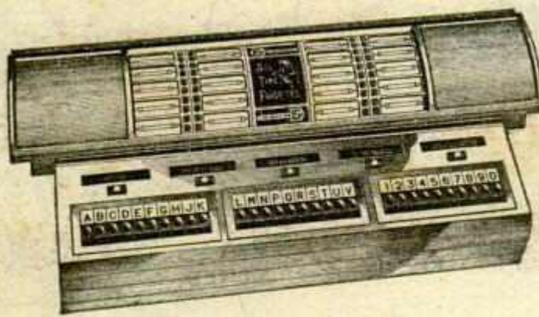
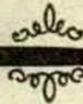
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