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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

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## Saints Roast Name Sinners for Charity

For 25 Years Fellows Tent Has Feted Celebs at Lunch; Sparked by Benham

By JIM McHUGH

month, except for July and August, for 25 years come next spring when circuses are hitting the road, the Dexter Fellows Tent of the Circus Saints and Sinners roasts and toasts made note of the "forgotten men" a celebrity at luncheon.

his name and fame to the group in the business, who keep a show whose core is built around a love of the circus and its personnel, and any of the tangible rewards. Old a pledge to aid the unfortunates in Jim, at 78, served as a case in

the profession.

The high jinks are staged in the mammoth ballroom of the Waldorf-Astoria, with more than 1,000, and sometimes as many as 1,500, springing for the \$10 ducats. The price entitles them to food and belly-laughs and the privilege of rubbing, and sometimes bending, of the circus profession who need elbows with a host of famous assistance in the case of age, inpeople.

gross from this activity alone runs able organization. . . ." The misto well over \$100,000 annually and sion has been accomplished many lends credence to the claim of some members that CS&S is the "world's largest luncheon club," a proper sounding, circusy claim.

First at Sardi's

The Saints and Sinners have left their mark on several meeting places, beginning with Sardi's, and some 225 leaders in the fields of politics, entertainment, sports, art and industry. It has also made its mark with bulging coffers making possible the continuance of the charitable deeds to which it is committed. And in keeping with the story of so many American successes, it also had a most humble beginning and precarious youth.

F. Darius (Fabulous Freddie) Benham, then a reporter for The New York World, started the CS&S when he got miffed at the then infant Circus Fans Association, a group which he also helped form. When he was out-maneuvered in his efforts to have a friend, Chalmers Pancoast, named national president, Benham decided to form a new club.

He did with the aid of Frank V. Baldwin Jr., Pancoast and Fred Pitzer, who suggested the name. The "Saints" are thought of as persons in the circus business, while the "Sinners" are persons who wish they were.

Benham Bug Is Organizing

NEW YORK, Dec. 31.-F. Darius (Fabulous Freddie) Benham is an organizer of originality without peer

In addition to founding the Dexter Fellows Tent of the Circus Saints and Sinners, the former newspaperman turned publicist also founded the Seraphic Society -the secretaries of the most important men in the nation-and the Telephone Order of Personality and Smiles-TOPS-chief telephone operators of large corporations.

Benham credits the germ of the NEW YORK, Dec. 31.-Once a idea to the famed press agent, Dexter Fellows. While working on The World and sitting on a bale of hay in the back yard of the Garden with Fellows one day, the latter of the circus-the non-performing The "Fall Guy," or victim, lends group, often born and brought up moving and going but seldom rate point. When queried on quitting Le said he couldn't because he'd have no place to go. There was born at the time a desire to help such circus folks, Benham rays.

The noble purpose is stated in the bylaws: "To provide voluntary aid and assistance to the members firmity, misfortune or distress; to At these prices and crowds its contribute to any lawful charittimes, effectively, but quietly. No fanfare accompanies this kind of deed, altho the CS&S is not adverse to reaping the publicity rewards that often come with their

(Continued on page 50)

#### 14 ARTISTS IN '55 EARN BB'S TRIPLE CROWN

NEW JORK, Dec. 31.-The Billboard's "triple crown award" was earned by 14 recording artists during 1955 The award is made to any artist whose record appears in the No. 1 slot on The Billboard "best selling," "most played in juke boxes" and "most played by disk jockey" charts in the same week.

Webb Pierce, now owner of four Triple Crown plaques and the only winner of more than a single award, was one of the two in the country and western category named to the select circle. Eight performers or groups took similar honors in the pop field, while four others were named in the rhythm and blues grouping. Artists who won, titles of winning records, labels and the date of The Billboard issue in which their disks were No. 1 across the board, follows:

Pop: The Chordettes (Mr. Sandman), Cadence, January 8; Joan Weber (Let Me Go, Lover), Columbia, January 29; McGuire Sisters (Sincerely), Coral, March 5; Bill Hayes (The Ballad of Davy Crockett), Cadence, April 23; Perez Prado (Cherry Pink and Apple Blossom White), RCA Victor, June 11; Bill Haley (Rock Around the Clock), Decca, August 6; Mitch Miller (The Yellow Rose of Texas), Colum-

(Continued on page 15)

## **New Record Giants** Due to Wield Force In '56 Sales Battle

Fight in '55 Stiffest Yet; Old Majors Lay Strong Attack Vs. Even Greater Struggle

By BILL SIMON

NEW YORK, Dec. 31.-While it's generally accepted that 1955 was the biggest but also the most competitive year in the history of the record business, 1956 figures to top this in most respects.

At this writing, it's virtually certain that several industrial titans will enter the field with biues field, in 1955 found thempanies will attempt to enforce their own claims to "major" status along-side the established river to the status of the young "upstarts" in the pop field, and here it really hurt. (See other story.) Even as the major of the story.) aiong-side the established giants.

Rough Line-Up

The line-up shapes up as a rough and impressive one. Especially with the maturation of the new ABC-Paramount label, and the imminent entry of the General Tire - RKO - Mutual Broadcasting combine into the disk field. Add to these the recent emergence of Dot Records as a spectacularly successful pop operation, and of M-G-M's record wing, after several previous years of only spotty success. And then there is the new

label to be launched by the coin machine-wise Bally Manufacturing firm, and so on.

The struggle for exposure and for sales, of course, has been intensified with each recent new year. The major labels, which had become accustomed to the domination by indies of the rhythm and backs to the wall, are launching powerful attempts to hold and recoup their traditional positions.

During 1955, it is noted, the five major labels-RCA Victor, Columbia, Decca, Capitol and Mercurylost seven positions among the top 30 disks of the year. In 1954, indie labels placed only three disks on the honor list; this year they placed 10. Sales-wise, it is believed that the indies succeeded in draining as much as 25 per cent of the gravy off the top of the pop singles business.

Certain to leave its impact on the over-all business is the bitter rivalry between RCA Victor and Columbia, particularly in the package field. With the launching of Columbia's mail-order club in 1955, Victor seized the opportunity to woo the dealer as never before. Columbia in turn now is attempting to prove its own affection for the retailer, and one thing may be predicted safely: The dealer will reap great benefits from the fray.

Club Field

And speaking of clubs, the industry may expect plenty of new action on that front in 1956. It is reported, for example, that the British-based Electrical Musical Industries combine will inaugurate a club of its own here. It is considered within the realm of possibility that other major domestic

(Continued on page 15)

## NEWS OF THE WEEK

1955 Top Disk Recap Points to Growing Strength of Indie Labels . . .

Recapitulation of Best Selling Record Charts for 1955 indicates growing strength of independent labels. In 1955, more labels divided up the best selling disks, as compared with 1954. The trend is particularly noticeable in the pop and rhythm and blues fields. In the country and western field, the major record companies still hold virtually complete 

Women Flock to Deejay Ranks; Agencies Sold on Distaff Gabbers . . .

More and more women are becoming disk jockeys today, and the deejay profession, heretofore primarily masculine domain, now numbers everybody from a four-year-old girl to a former Miss America runner-up in its ranks. Sponsors and agencies, who once frowned on the idea of fem jockeys, have become sold on the fem spielers since the 

CBS Wants Tony Miner; But NBC Offers Plums to Keep Him Happy . . .

CBS-TV was rumored to be trying to woo Worthington Miner back into its fold to produce a series of spectaculars on Thursday or Friday night next season. NBC-TV meanwhile is trying to keep Miner happy with his exclusive contract by offering him the reins of some of its own spectaculars. They are said to be trying to get the rights to "Tales of the South Pacific" for him. . . . . . . . . . . . . Page 3

Columbia Pictures Offers 104 Pix

To TV; See Dam Finally Easing . . Columbia Pictures is opening its feature film vaults to TV. The major's TV subsidiary, Screen Gems, this week sent a wire to station film buyers revealing the availability of 104 pictures. Following so closely on Matty Fox's acquisition of the RKO library for his C & C

Television Corporation, Columbia's move made it look as if the dam was finally breaking 

Vending Machine Ops Mark Record Year; See Bright '56 . . .

With a record year in gross sales from vending machines behind them, operators can be rightly optimistic for the future. Vending machines are offering a constantly widening array of food and beverages, and with in-plant feeding on the upswing, 1956 looks like another top 

Coin Amusement Trade Looks To Bigger '56 Net Gains . . .

Coin-operated amusement game operators and distributors, realizing a slight boost in receipts during 1955, look for better profits in the new year. Decentralization of locations from city to outlying areas, and the current pool game boom are expected to help. . Page 72

Dime-a-Disk Trend Helps Nation's Juke Ops to Vision '56 Boost . . .

While few juke box operators are looking at 1956 thru rose-colored glasses, they do expect the gathering momentum of dime play to carry them ahead in the new year. If 1955 was kind to juke box ops, 1956 will probably be a mite kinder......Page 64

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### Gen. Teleradio Label Buy Off

NEW YORK, Dec. 31. - Talks between General Teleradio executives and Fabor Robison, of Abbott Records, and Randy Wood, of Dot Records, have been dropped. The company is believed to have decided against the purchase of any strictly pop label. Further, Wood's reported asking price of \$2,000,000 is interpreted as indicative that he doesn't care to sell.

Other tradesters approached by General representatives have been Joe Carlton, of RCA Victor; Joe Delaney, recently of Cadence; Lou Chudd, of Imperial; Hugo Peretti and Luigi Creatore, of Manury, and Eli Oberstein.



Exclusive! The only High-Fidelity album of special recordings of selections featured in the motion picture-

THE BENNY GOODMAN STORY ON



Communications to \$564 Broadway, New York 36, N. Y.

### COLUMBIA OPENS 104 PIX FOR VIDEO DISTRIBUTION

#### Features to Be Ready in Six Weeks; No Titles Have Yet Been Selected

were notified by telegram that Columbia is preparing to turn over 104 of its features to Screen Gems for TV distribution in the near future. The Columbia features, it's for sale for at least another six weeks.

Indications are that the titles in the bundle have not as yet been selected, but according to a Columbia executive, they will be features whose theatrical re-issues value is exhausted.

The notice to stations of Colum-

#### RKO's Video Film Effort To Continue

NEW YORK, Dec. 31.-The TV Film Division of RKO Teleradio Pictures will continue doing business as usual despite the sale of the RKO feature and short library to Matty Fox's C&C Television Corporation.

This was affirmed by, Dwight Martin, Teleradio vice-president, this week. Up until a few weeks ago, the outfit (then known as the General Teleradio Film Division) was studying methods of handling the TV distribution of the RKO product itself.

It was pointed out that the division, which is headed by Pete Roebeek on the West Coast, is actually a small operation and even without the RKO films has its hands full selling its latest 17 features, "Gangbusters," and other product

TRADESTERS FEEL:

again indicated he had a unique

picture in order to break even.

on or Title

major shareholder.

for Television.

Company

Address

Time-for-Film May

Be Fox Distrib Plan

NEW YORK, Dec. 31.—Matty C & C is paying RKO Teleradio Fox still had not revealed this week \$15,200,000 cash for some 740

the RKO features he just acquired Numerous features have grossed

for his C & C Television Corpora- more than \$25,000 in TV. For ex-

tion, subsidiary of C & C Super ample, it is estimated that the

Corporation, of which Fox is a Bank of America package has

plan of distribution which he is reasoned, there has to be plenty

would reveal shortly. Best in of chaff. It is estimated that some

formed trade sources predicted it 200 pictures in the library are be-

would turn out to be some refine- low the level of quality of present

ment of the time-for-film exchange feature programs. Some observers plan that he put into effect in the expect that at least that weak por-

last active days of Motion Pictures tion of the library will probably

standards, C & C would probably | Fox denied this week that he

have to gross around \$25,000 per had a sponsorship deal with Inter-

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

Zone\_\_\_\_ State.

In announcing acquisition of the But the huge RKO library presents

what his new sales concept is for features plus 1,000 shorts.

huge RKO library this week, Fox a different problem.

Under ordinary distribution arrangement.

single copy rates). Foreign rate \$20.

Payment enclosed

bia Pictures this week opened wide to TV was sent out three days rapidly. its feature film vaults to television. after public announcement of TV stations througt the country Matty Fox's acquisition of the RKO the move at this time, according feature film library for TV distribution (see other story). Fox has fold: 1) It hopes to find out once already begun talks with stations and for all the amount of revenue about the RKO features.

understood, will not be available forthcoming package will probably value theatrically; and 2) It wants serve to hold many stations back the additional revenue for new profrom closing deals with Fox until duction for theaters. they have more information about the contents and price of the Columbia bundle. Apparently Columbia's notification to stations was tures, and some 150 cartoons to timed with this aim in mind.

This will be the first package of features that Screen Gems will be distributing. The firm has been expanding its syndication sales force over the past few months, and it's expected that this expan-

#### TOT AM VIEWERS GETTING SCARCE

WASHINGTON, Dec. 31. Television's morning audience of preschool small-fry who clamored so satisfactorily for cereals and chocolate drinks is dwindling. The census reports that an increasing number of the five and sixyear-olds are being siphoned off into kindergartens.

The growth in U. S. school enrollment to 37,000,000 this year includes 5,500,000 of the five and six-year-olds-a jump of nearly 40 per cent over 1950's enrollment for this age. The increase is "attributable to the expanding use of kindergartens," they point out, with no regard to the feelings of romper-set TV program-

grossed close to \$80,000 per title.

In so large a stock of wheat, it

be offered to stations on a barter

Bill me

(Continued on page 12)

#### NEW YORK, Dec. 31.-Colum- | bia's decision to distribute features | sion will now be speeded up

Columbia's reasons for making to a company executive, are twothat can be derived from TV sale Columbia's announcement of its of features that are no longer of

> Columbia over the past two years turned over 85 Westerns, including 16 Wild Bill Elliot fea-Hygo Television for distribution.

#### RICHARD III

## **NBC** to Air 3-Hour Spec On March 10

NEW YORK, Dec. 31.-NBC's move into the realm of spectacular programming in daytime progressed further this week as the web pegged Saturday, March 10, as the date for its three-hour theat-

14 (Tuesday, Valentine's Day) tentative air date on its production of "The Barretts of Wimpole Street," which will star Katharine Cornell, Sir Cedric Hardwicke, Brian Aherne and Brenda Forbes. There is still a chance, however, that Miss Cornell will bow out of doing the play for NBC.

NBC reportedly is contractually obligated to air "Richard III" be-fore March 15. Having paid \$500,000 for TV rights to the feature, the web is engaging in an all-out campaign to line up bank-

#### MCA Prepping Night Stanza For T. Ernie

HOLLYWOOD, Dec. 31,-MCA has started work prepping a nighttime show for Tennessee Ernie Ford. Altho so far no definite format has emerged, talks have been going on for some time, with several versions under considera-

It's known that one which is receiving considerable attention is that of the old Kay Kyser "College of Musical Knowledge" radio program. Whether the nighttime show would supplant the daytimer, or whether Ford would do both has, apparently, not yet been decided.

At the same time MCA is working on another musical show, to star the Wayne King orchestra. The format of this would be along the lines of the Lawrence Welk program.

#### Agency Chairman Lennen Dies, 68

NEW YORK, Dec. 31. - Phil Lennen, retired board chairman of the Lennen & Newell ad agency, died last Saturday (24) of a heart with Gleason portraying various ailment. He was 68. A great slogan maker, Lennen was credited with the famous Old Gold line, "Not a cough in a carload."

With the late John Mitchell, he started in the Lennen & Mitchell tract. Agency while still in his youth. The tendency in network ranks Mitchell died in 1931. The name is to blame the decline of the was changed to Lennen & Newell in 1951 when H. W. Newell, of to film, but that, basically, it's the then disbanding Gever Newell becomes that the control of automatic mer. Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O. the then disbanding Geyer, Newell become just another situation chandising; one year, \$4. & Canger, came over as president. comedy.

#### HOLLYWOOD MAJORS MAY RELEASE RUSH OF PIX

NEW YORK, Dec. 31.-The RKO pictures are obviously not going to drive all the competition out of the market. If ever those old cliches about the dam bursting and the flood gates opening had any meaning, it is at this very moment. The decision of Columbia Pictures to put some of its features into TV distribution means that station film buyers will have more to chose from than ever before.

For the film buyer, there are still other reasons for rejoicing. It used to be predicted in the trade that once one of the Hollywood majors put features into TV the others would follow suit. It has proven true in the case of Columbia. Undoubtedly the other majors are giving the situation serious thought. It is not unlikely that one or more of the established TV distributors are right now trying to talk one or more of the other majors into the idea that the time is ripe to let them have a crack at the TV sales of some of their backleg.

Among regular TV distributors, the reaction this week to Matty Fox's acquisition of the RKO library might best be described as cautious optimism. They generally maintained that the RKO library itself cannot fulfill the needs of the "Million-Dollar Movie" type of show for top product.

While they felt that the RKO situation put the final coup on the market for so-called "program" type features, they're still out for any quality product they can find. In this vein, note that National Telefilm Associates is getting ready to break another package of about 30 pictures. At least two other outfits are understood to be building new quality packages.

## NTA May Assemble 30-Feature Package

#### Offering May Come at End of January; Universal, Popkin-Lopert Pix Probable

NEW YORK, Dec. 31.-National | Shoes." They were produced in Telefilm Associates is reported to the 1940's. Four of them star Olrical feature, "Richard III," which will air 2-5 p.m.

be putting together still another package of feature films, this one are based on Damon Runyon The web also put a February to contain about 30 titles. NTA is stories. expected to start offering it to stations before the end of January.

> The start of the package is understood to be the group of eight pictures that Universal put on the block earlier this year. In addition, NTA has picked up individual titles from diverse sources, including Harry Popkin and Ilya Lopert.

Among the titles said to be definite are "Court Martial," a picture The Amusement Industry's Leading Newsweekly with David Niven, which is still in theatrical release; "Stranger on the Prowl" with Paul Muni and Joan Lorring, originally released in 1953; "Guest Wife" with Claudette Colbert and Don Ameche, 1945, E. W. Evans ................... Pres & Treas. and "It's in the Bag" with Jack Benny, Fred Allen and Bob Benchley, 1945.

#### Universal's 8

sal (they were produced by Jules) Sarong," "See My Lawyer," "The Ghost Catchers," "Butch Minds the Baby," "Crazy House" and "Tight

## CBS-TV Mulls Format Change For Gleason

HOLLYWOOD, Dec. 31.-CBS-TV has started mulling the possibility of a change in the format of Jackie Gleason's "The Honeymooners." The series has slipped badly since it went to film this year, and for the past two weeks has been outrated by the opposition "Perry Como Show."

Being strongly considered is a return to the original hour version, characters and skits. This could, of course, not be done until next season, and would need the approval of the sponsor, Buick, with whom Gleason has a two-year con-

In addition, NTA will probably put the remake of "Bill of Divorcement" which stars Adolph Menjou and Maureen O'Hara, into this package.

News of this new package (Continued on page 12)

Founded 1894 by W. H. Donaldson

Publishers Roger S. Littleford Jr. William D. Littleford

Lawrence W. Gatto ...... Secy.

R. S. Littleford Jr. . Editor in Chief, New York The eight pictures from Univer- Paul Ackerman Music-Radio Editor, N. Y. Herb Dotten ... Robt. Dietmeier. . Coin Mach. Editor, Chicago The Wm. J. Sachs . Exec. News Editor, Cincinnati Levey) are "Hellzapoppin," "The Wm. J. Sachs. Exec. News Editor, Cincinnati Boys From Syrcause," "Pardon My Is Horowitz Music Rews Editor, N. Y. Leon Morse . Television News Editor, N. Y.

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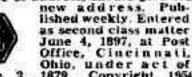
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## Web Winners

"MICKEY MOUSE CLUB"—ABC-TV

ABC-TV's entry into daytime programming this season has been a triumphant success, thanks to this stanza. Its 17.6 American Research Bureau rating, garnered in November, presents a vivid testimonial of the show's ability to attract audiences. It's no surprise that the program, according to ARB audience composition studies, is the No. 2 network show in terms of children viewers per set, boasting, as it does, 1.85 kiddies per set. But ABC-TV also proudly points out that the show's pulling power among housewives is as great as many of the well-established, successful daytime shows designed primarily for adults.

#### "ED SULLIVAN SHOW"—CBS-TV

This stanza, according to the Pulse report for November, was the second most popular network show on the air, outranked only by the phenomenal "64,000 Question." Sullivan's 40.0 Pulse rating topped "I Love Lucy" by less than one point, but it was enough to highlight again the tremendous hold that Sullivan has managed to obtain on the viewing public. His rise has been a slow and steady one over the years, but, unlike other shows that have zoomed to their zenith and rapidly faded, the Sullivan stanza has proved itself to be a consistent web winner. Now that he is at his zenith, the interesting question is how long he can stay up there.

### NAT'L SPONSORS HOT ON FEATURES

ABC-TV's Success Impresses Firms Who Buy Feature Pix for Long Terms

NEW YORK, Dec. 31.-ABC-1 rollers willing to sign for long ture films as network fare is being tion for the salesmen in rounding along with the 100 markets regulard" spectacular, which showed reflected by the growing number up still other advertisers, both larly surveyed by ARB, will pro- a national rating of 35.5 with of national advertisers latching large and small. onto the feature stanzas on longterm bases.

Best Foods this week became the first bankroller to move into ABC's new "Afternoon Film Festi-

Glamorene took the ABC feature film plunge, on nighttime, by signing for 26 weeks, one spot a week, on "Famous Film Festival," starting February 5.

pacted to buy one spot a week on pany was this week reported to 1, while Colgate did likewise for film series from MCA-TV. The bered virtually all key ad agencies. 13 weeks. ABC and Colgate are manufacturer of Vaseline products now negotiating to expand Col- is understood to be planning a gate's stake in the features.

The growing acceptance of slot is found. ABC's feature films by advertisers willing to commit themselves for the pilot of "Trooper" early this extended periods goes a long way year. It stars Rod Cameron. In toward relieving ABC's sales staff, the fall, Falstaff Brewing was headed by sales director Chick quite interested in the show as a Abry, from the time-consuming replacement for "City Detective" task of trying to fill each showing (which also stars Cameron) over

example of major national bank- to have scotched that deal.

TV's success in programming fea- terms provides powerful ammuni- markets. The 225 to be covered, tion was on NBC's "Babes in Toy-

## ABC's new "Afternoon rum You val," scheduled to bow early in January, 3-5 p.m., across the board. State Trooper From MCA-TV

NEW YORK, Dec. 31. - The Previously, Procter & Gamble Chesebrough Manufacturing Com-"Famous Film Festival" thru June have bought the "State Trooper" network showcasing when a time covered. About 100 stations are

MCA's Revue Productions shot with one-shot or similar short-term its extensive spot spread. But the bankrollers. entry of Ziv-TV's "Highway Patrol" But perhaps more important, the into the syndication market seemed

## News in Brief

LIFE TO SPONSOR THURS. OF 'DALY AND NEWS' . . .

Life magazine is taking over sponsorship of the Thursday segment of ABC-TV's "John Daly and the News," starting January 5, for a line-up of close to 60 stations. The sale to Time, Inc., leaves the web with only one segment a week of the news show left for sale.

CARTER WEIGHS 'MILLIE' NIX, 'JOE, MABEL' SUB . . .

Carter Products is reportedly mulling the cancellation of "Meet Millie," which two weeks ago got a reprieve. Rumor again has it that "Joe and Mabel" is being considered as the "Meet Millie" replacement in the Tuesday 9-9:30 p.m. time slot that Carter shares with Pharmaceuticals, Inc.

AIR FORCE TAKES ABC OFF 'MEADOWBROOK' HOOK . . .

The United States Air Force is taking ABC-TV off the hook on production costs of a show for its Thursday, 10-10:30 p.m., time slot. The Air Force is working out a deal to produce "Music From the Meadowbrook."

NBC HUNTS TONY MARTIN CLIENTS; OTHERS OUT . . . .

NBC is looking for a new sponsor for its Monday night Tony Martin stanza. The web was notified this week that Webcor and Associated Products, Martin's alternate sponsors, are bowing out.

BIOW PICKS UP SCHLITZ.

MAY QUIT RUPPERT . . . Reports had it this week that Biow-Beirn-Toigo was resigning its Ruppert Beer account. The agency picked up Schlitz Beer, which ankled Lennen & Newell this week.

ALMA MAMMY CALLS

## CBS-TV Woos Miner; Dangles Cash, Chance to Make Specs

thington Miner back to produce a portunity to produce spectaculars, Jubilee" on Saturday nights. new series of 90-minute spectacu- which Miner has been eager to do. lars for next season. Miner left about two years ago for NBC.

The CBS spectaculars reportedly "Studio One" and "The Goldbergs," are also being mentioned in the web's programming huddles. It

covering 100 sampling areas, with

readied by noon of the day follow-

NEW YORK, Dec. 31. - CBS- some fancy monetary rewards. But spectaculars on both nights, in ad-TV is going all out to woo Wor- perhaps its biggest bait is the op- dition to its current "Ford Star

NBC Specs

NBC, meanwhile, is fighting to CBS, where he was producer of being slated for Thursday nights keep Miner from switching to his alma mater. It's understood the web is trying to pave the way for In its efforts to win him back, could well be that CBS next Miner to produce some Sunday CBS is understood to be waving season might blossom forth with night spectaculars this season, and next season put him at the helm of a Friday night series of spees.

> One of the properties that NBC is apparently trying to obtain for Miner this season is James Michener's "Tales of the South Pacific." One of the problems the web reportedly faces is clearing the rights thru Rodgers and Hammerstein, who own the title.

Miner is currently producer of "The Medic" and "Frontier" on smaller TV markets by American for a second city, \$40 for a third NBC. He's also working on a new package, "Briefcase," which is based on law cases. All three of ARB this week expanded in yet these shows are on film. Miner, ready on February 20. This study, another direction by launching the in a recent interview, pointed out that he feels film is the best form S. D., to Zanesville, O., will cover tal survey. Altho there have been for half-hour shows. But his fa-225 cities, as compared with 140 overnight multi-city ratings, ARB vorite production chores consist of

## ARB to Run Second A to Z' Town Study

NEW YORK, Dec. 31. - The their billings, and stations will pay second "A to Z" coverage study of \$185 for the first city report, \$70 Research Bureau has been set to and \$20 for a fourth city take place from January 10 to and so on. February 5, with the results to be ranging in markets from Aberdeen, first national overnight coincidenin last year's initial effort. Selling has prepared a telephone survey turning out big, live shows. begins next week.

The concentration in this study proportionate break-downs of the will be on in-between cities which population. A rating can be have no TV outlets of their own, but receive signals from other ing the show rated. First evaluavide coverage data for 85 per cent 11,000,000 sets tuned in, the Servof the nation.

Some 20 to 30 cities covered in the first "Abilene to Zanesville" study of last March will not be treated in this report (among them being Abilene, Tex., itself) inasmuch as no changes have occurred NBC Moves in those markets.

Basis for Study

The basis for the market statistics will be derived from about 500 telephone calls within each city studied. Pricing on the survey is expected to be somewhat lower per market than on the premiere effort, to which subscribers numtwo of the three TV webs and at least one station in each market expected to subscribe to the new

Prices will range from \$630 to \$1,665 for ad agencies, based on

## Philco Moves **Back Into TV**

NEW YCRK, Dec. 31.-Philco last week took the first step to re-invest some of its money in TV when it bought about \$300,000 worth of "Today," "Home" and the client had moved out of the viously bought 50 spots on "Home" of the unusual features of its 1956 the order by an additional 38 white goods line on the THT spots. shows.

about another \$1,250,000 worth of 13 professional basketball games, business. It includes 65 participa- which begin airing January 7. tions by Gruen Watch over the Mennen previously bought holiday season, and a \$500,000 purchase by the Edison Institute to sell adequate wiring of new and of the basketball game package is old homes to the American-public. being offered co-op.

**Blankets** 

WESTERN

New York!

NGR-

cially to sponsors and networks Fast on '56

Daytime Biz

NEW YORK, Dec. 31. -- NBC got a head start this week in putting into effect its New Year's resolution to zoom forward on the daytime front in 1956. The web pulled in a nice-sized crop of daytime orders that will take effect next year and help send its day-

time billings spiraling upward. Dixie Cup signed with the web for 13 alternate-week quarter hours of "Queen for a Day," which bows Tuesday (3). Whithall Pharmacal is also negotiating to buy into the stanza, but a potential product conflict with Miles Labs, which previously signed up for a quarter hour per week, may block the deal.

Also during the week, Dow Chemical picked up 10 spots on "Today" and 6 spots on "Tonight," and reportedly signed to pick up "Tonight." With its cancellation of one spot a week in "Matinee" after its "Philco Playhouse" on NBC, April. Cluett-Peabody, which premedium. It will introduce many for airing next summer, expanded

To top things off, General Cigars THT, meanwhile, picked up purchased one-fourth of NBC's similar slice. The unsponsored half

CHANNEL



\*sales results in the Channel 8 Multi-City Market

LANCASTER, PENNA. NBC and CBS

For sales results in this region -reach its 31/2 million people who own 912,950 TV sets, have a yearly potential buying capacity of \$5½ billion.





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Hazleton Shamokin Waynesboro Mount Carmel Bloomsburg Lewisburg Lewistown Lock Haven Hagerstown

Pottsville.

316,000 WATTS

STEINMAN STATION Clair McCollough, Pres.

Representatives:

Chicago Los Angeles Son Francisco

This One

## Lack of Producer-Ad Agency Liaison Crimps Show Output

#### Situation Causes Pilot Losses; **Hucksters Eschew Creative Work**

By BOB SPIELMAN

new programs? Answers differ them entirely. considerably, but it seems certain that, because of it, several hundred thousand dollars being spent for pilot production this year will go will not give any program, no matdown the drain.

nor agencies are too unhappy with shows to sponsors only in a general the situation. They accept it as sort of way, leaving the decision being so, and don't expect it to change. Privately, they are both searching for trends in each other's thinking, as well as in audience reaction.

Agencies, to a great extent, like their new-found freedom in not having to engage in the field of program reation. Contrary to radio, where the agency was the prime producer, there is only a handful of television programs in a like category.

Perhaps the principal reason is the high cost of production, especially of a pilot film. But just as



#### HIS PICTURE IS FAMOUS IN 3 STATES!

Yes, Joe Floyd's big-powered KDLO, KELO beams a picture that blankets South Dakota's large trading zones, plus populous areas in Minnesota and lowa. It's a terrific picture for you to be in-the magic spot for smart merchandisers who want to sell a whole group of volume markets at one flash and for one smart buy.

THE BIG TV COMBO



78% of South Dakota, plus western Minnesota, northwestern



JOE FLOYD, President Evans Hord, Gen. Mgr. Larry Bentson, V. P. NBC PRIMARY

. . . and Joe reports SELL-OUT of Saturday and Sunday time on NBC's MONITOR (KELO Radio). For future spot availabilities contact: H-R REPRESENTATIVES

\$44444444444444444444444444

important is the fact that agencies to sell at least two or three of these HOLLYWOOD, Dec. 31.-How have learned that if they do not and thus come out in the black. serious is the lack of liaison be- produce, and the program is a failtween producers and advertising ure, the blame can be spread year on their ability to produce agencies in the development of around rather than be borne by pilots that will sell seems to be at

They Won't Talk

This thinking has developed to such an extent that some agencies ter how good they think it is, their Outwardly, neither producers full endorsement, but recommend basically to the latter's judgment.

> Conversely, the agencies do not want the responsibility of indicating to a producer that such and such a program stands a better chance of being bought by one of their clients than another. They are even less inclined .c associate faces is not only whethe to make themselves closer with a company ir. the production of pilots.

and try to give it to them.

programs, he must present a show- time the pilot is produced. case of pilots and let the sponsor not 57 varieties, at least 13, hoping been.

Optimism among producers this an all-time high. As one put it: 'My show's better than a dozen that are now on the air. So why shouldn't it sell?"

Strangely, about 20 to 25 per cent of the programs that did sell last season vere purchased without a pilot. Most of these were anthologies, being produced by established companies. For at least some of these, the major motion picture studios, the honeymoon is apparently over, with agencies declaring that mey want to see a finished product before they buy anything next season.

One of the roblems a producer a pilot, but when to make it. Desilv V.-P. Martin Leeds, for in-The producers, as a result, have stance, believes that several or the taken a devil-take-care attitude, company's pilots were ahead of with many of them stating with their time, and would have sold if conviction that most sponsors don't they'd been shot a year later. By know what kind of program they the time the year went by they had want and the only thing a product the reputation of having been er can do is take a stab in the dark around, and nobody wanted them. On the other hand, some producers Hal Roach Jr., for instance, has try to follow trends, only to find long believer that if he is to sell out that the trend is over by the

What it adds up to is that with pick and choose. Conne-Stephens competition at an all-time high, has carried the philosophy a step shooting a pilot this season may further this year by presenting, if be the biggest gamble it's ever

#### NORM DEPARTURE

### N. Y.'s Teensters Have Own Idea About Faves

stitute a dissenting minority when Bandstand" also rated high, with it comes to TV viewing. Their 11 per cent naming it. favorite shows are far from the highest rated ones. This was in- the youth is less than the over-all dicated in the latest quarterly re- average, the survey indicates. port issued by Teen-Age Service, Among the high school kids, for a research agency here that sur- instance, 17 per cent watch TV veys 8,500 high school students less than one hour a day, another and 1,500 college students in this 48 per cent watch up to two hours,

evening shows among the young people. WOR-TV's "Teen Bandstand," starring Ted Steele, is one the level of televiewing was even of their favorite daytime shows.

"Teen Bandstand," which pulls an average Telepulse rating of around 2.5 (standing fifth or sixth among the seven stations program-ming that time slot in this market), was picked as their favorite daytime show by 21 per cent of the high-school kids. Second favorite daytimer was "The Big Payoff," movies" (title not specified), picked by 10 per cent.

"Medic" was the favorite evening show of 16 per cent of the high school kids. Next came Ed Sullivan and Perry Como, picked by 10 per cent each. Third was "The \$64,000 Question," named by 8 per cent.

College Faves

Favorite evening shows of the college students were "Medic" and Phil Silvers, picked by 11 per cent each. The favorite daytimers of the college populace were Ernie

#### TV Debut, AM Return For 'Memos for Men'

HOLLYWOOD, Dec. 31.— "Memos for Men," commentary and satire series which ran for two and one half years on WENR in Chicago and the Liberty radio network, is being prepped for a radio return and TV debut by its creator, Dan Steele. Steele has signed veteran actor James Cleason for narrator, and is planning to shoot a 15-minute TV pilot.

NEW YORK, Dec. 31. - The Ford and "Wide, Wide World," youth of this city apparently con- picked by 16 per cent each. "Teen

The amount of viewing done by another 20 per cent watch up to "Medic" is one of the favorite three hours. Only 12 per cent said



WHTN-TV BASIC ABC Greater Huntington Theatre Corp. Huntington, W. Va. Huntington 3-0185

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### New TV Spot Campaigns

Future National Spot Drives-**Contracts Being Signed Now** 

Deals Set During Two Weeks Ending December 24

This tabulation is the result of a survey made by The Billboard among all U. S. TV stations. It shows new national spot campaigns for which contracts were reported as set during the survey period listed above, regardless of the starting air date of those campaigns.

#### NATIONAL SUMMARY

(Campaigns placed in more than one region)

Product and Advertiser

Bab-O, B. T. Babbitt, Inc. Ben Gay, Thomas Leeming & Co. Boone Bell Cosmetics, Boone Bell Bufferin, Bristol-Myers Colgate Dental Cream, Colgate

Palmolive Crest Toothpaste, Procter & Gamble Dromedary Food Products, Hills Brothers

Hep Acrosol Insect Killer, Bostwick

Product and Advertiser

Kellogg's Shredded Wheat, Kellogg Co. L & M Cigarettes, Liggett & Meyers Lava Soap, Procter & Gamble Mounds Candy Bar, Peter Paul Nabisco Sky King, National Biscuit Nestle's Cookie Mix, Nestle Co., Inc. Reader's Digest, Reader's Digest Assa. Rolaids Antiacid Products, American

Underwood Typewriters, Underwood Whitman's Chocolates, Whitman & Son

#### REGIONAL SUMMARIES

#### Eastern

Bab-O, B. T. Babbitt, Inc. Benrus Watches, Benrus Watch Co. Boone Bell Cosmetics, Boone Bell Bufferin, Bristol-Myers Colgate Dental Cream, Colgate

Palmolive Crest Toothpaste, Procter & Gamble Drene Shampoo, Procter & Gamble Dromedary Food Products, Hills

Brothers Energine Cleaning & Lighter Fluid & Shoe White, Sterling Drug 57 Varieties Food Products, H. J. Heinz Hep Aerosol Insect Killer, Bostwick

Ivalon Miracle Sponge, Ivano, Inc. Ivory Snow, Procter & Gamble Joy Liquid Detergent. Procter & Gamble Kellogg's Shredded Wheat, Kellogg Co. Keebler Biscuits & Crackers, Keebler

L & M Cigarettes, Liggett & Myers Ladies Home Journal, Curtis Publishing Lava Soap, Procter & Gamble Mounds Candy Bar, Peter Paul Nabisco Sky King, National Biscuit Narrangansett Ale & Beer, Narragansett Brewing

Nestle's Cookie Mix, Nestle Co. Pepto Bismol, Norwich Pharmacal Philip Morris Cigarettes, Philip Morris Prom Home Permanent, Toni Co. Raleigh Cigarettes, Brown & Williamson Reader's Digest, Reader's Digest Assn. Rise Push Button Shave Lotion, Carter Products Rival Dog Food, Rival Packing

Rolaids Antiacid Products, American Chicle

Sinclair Oil, Sinclair Refining Super Lanolin, Charles Antell Sweet Goods, National Biscuit "The Harder They Fall" (Movie), Columbia Pictures

Welch Grape Wine, Welch Grape Juice Whitman's Chocolates, Whitman & Son

#### Southern

Absorbine Liniment, W. F. Young B. C., B. C. Remedy Co. Bufferin, Bristol-Myers Dentyne Gum, American Chicle

Hair-in-Place, Boyer Labs. Humko Shortening, Humko Co. Manischewitz Kosher Wine, Monarch Nabisco Sky King, National Biscuit Phillips Milk of Magnesia, Chas. H. Pure Oil, Pure Oil Co. Rislone Oil Alloy, Shaler Co.

#### Midwestern

Arrid Deodorant, Carter Products Bab-O, B. T. Babbitt, Inc. Beauty Preparations, Charles Antell Ben Gay, Thomas Leeming & Co. Blue Bonnett Margarine, Standard

Boone Bell Cosmetics, Boone Bell, Inc. Candy Bars, Hollywood Candy Carter's Little Liver Pills, Carter Products

Colgate Dental Cream, Colgate Palmolive Crest Toothpaste, Procter & Gamble

Deep Rock Petroleum Products, Deep Dromedary Food Products, Hills Brothers

Florida Valencia Oranges, Florida Citrus Commission Ford Cars, Ford Motors Ivory Flakes, Procter & Gamble L & M Cigarettes, Liggett & Myers

Manchester Cookies, Manchester Biscuit Max Factor Cosmetics, Sales Builders

Maxwell House Coffee, General Foods Morton's Frozen Foods, Morton Packing Nestle's Cookie Mix, Nestle Co. Paint Rollers, Rolliton Products

Pillsbury Products, Pillsbury Mills Poast Toasties Cereal, General Foods Reader's Digest, Reader's Digest Assn. Redbook Magazine, McCall Corp. Rolaids, Antiacid Products, American Chicle Royal Custard Style Desserts, Standard

Brands Salad Mixer, Ratner Promotions Snow Crop Frozen Foods, Minute Maid Snug Denture Cushions, Midland

Stokely Finest Canned Vegetables & Fruits, Stokely Van Camp Underwood Typewriters, Underwood

Vegetal Shortening, Armour Whitman's Chocolates, Whitman & Son

#### Southwestern

C D R Rotor, Radiart Corp. Fritos, Frito Co.

Kellogg's Shredded Wheat, Kellogg Co. Nu Grape Soda, National Nugrape

#### Rocky Mountain & West Coast

Anahist Anti Histamine Tablets, Anahist

Ben Gay, Thomas Leeming Buick Motor Cars, Buick Motor Div. Chesterfield Cigarettes, Liggett & Myers Coleate Dental Cream Coleate Palmolive

Crest Toothpaste, Procter & Gamble Folger's Coffee, J. A. Folger Hep Aerosol Insect Killer, Bostwick

L & M Cigarettes, Liggett & Myers Lava Soap, Procter & Gamble

Lucky Lager, Lucky Lager Co. Milk Products, Challenge Co. Mounds Candy Bar, Peter Paul One A Day Vitamin Tablets, Miles Richfield Gasoline & Oil, Richfield Oil Tootsie Rolls, Sweets Co. U. S. Tires, Tubes & Accessories, United States Rubber Underwood Typewriters, Underwood

Wonder Bread, Continental Baking

## Fineshriber to Join TPA as N. Y. Sales V.-P.

NEW YORK, Dec. 31. - Bill Fineshriber Jr., who has been vacationing since he left NBC several months ago, is joining Television Programs of America as vice-president in charge of New York sales, both national and syndication. TPA is making New York its fourth sales division. Fineshriber will report directly to Mickey Sillerman, executive vice-president and sales head of TPA.

TV film has recruited salesmen from diverse fields, but there aren't many former network vice-presidents in the business. Dave Sutton was a vice-president at CBS before becoming head of MCA-TV. Ed Madden, another former NBC vicepresident, is still operational head of Motion Pictures for Television. But the list stops there.

Fineshriber was manager of the radio network when he left NBC. Before joining NBC in 1953 he was executive vice-president of Mutual. He started in the industry at CBS, where he worked up to manager of the program department.

TPA's other sales divisions are: Eastern under Hardie Frieberg. Western under Bruce Eells, and Midwestern under Leon Bernard.

#### ON KPRC-TV

#### Texas Store Moves Into Color Video

HOUSTON, Dec. 31. – The Foley Bros.' department store is moving into color TV on KPRC-TV here, which only recently completed installation of some \$75,000 worth of color film equipment. Foley's recently signed its fourth renewal of Ziv-TV's "Cisco Kid," which has a colorcast of the film show in January, and is likely to CBS Film Sales get further color shots later in the

It will also screen color prints of "Cisco" in the store on Saturday mornings as part of its Cisco Kid Ranchers Club.

Ziv, as far as is known, has never made a deal for the colorcast of a complete series. Almost all its product is shot in color, but coloreasts have been done only on

#### Distribution for 'Annapurna'

NEW YORK, Dec. 31.-Associated Artists Productions is putting "Annapurna" into TV distribution. This is the picture made by the Himalayan mountain climbing expedition out of which grew Maurice Hertzog's best-selling book.

AAP is adding it to its "Movieland" package, which now has 13 titles. The package is already sold in 63 markets.

#### Ziv Hires Expert For 'Man X' Staff

NEW YORK, Dec. 31.-As technical adviser on its new espionage series, "The Man Called X," Ziv-TV has signed Ladislas Farago, former chief analyst of the Office of Naval Intelligence and author of the definitive "War of Wits" study of espionage. This is in keeping with Ziv's policy on its documentary-type shows. For its "Dr. Christian" show, which is now in production, Ziv hired Dr. Joseph Linsman, a Los Angeles medical authority.

Ziv is having background footage for "X" shot by cameramen Three" at Hal Roach Studios, and working out of its branch sales "The Man Called X" by Ziv-TV. offices all over the world. This Ziv has another mystery, "Craig footage will be worked into the Rice," coming up. Diamondshow by intercutting and process Bischoff have scheduled "Mystery

#### **WOR-TV ENJOYS BUSY YULETIDE**

NEW YORK, Dec. 31. -The week between Christmas and New Year's Day normally is a slack one along Madison Avenue, with socializing heavy and business light. Not so for the salesmen of WOR-TV, here, however. Eight new accounts were added to the station during the week, with at least five spot deals set for the 9-10 p.m. mystery-adventure film strips.

The latter deals made that time nearly SRO for the station, and placed it in a slightly embarrassing, altho happy, situation. Some bankrollers who had spot running in that hour as part of a general station package by now were in danger of being crowded out by the new sales, which were made at the premium rates set for the strip a few weeks ago. As one salesman said, however, "Such troubles I should have every Christmas."

#### TV Film Org Meet Set

NEW YORK, Dec. 31. - The steering committee of the proposed National Association of TV Film Distributors will meet here next week to hear a report on a number of outfits that have officially applied for charter membership. At the general meeting held here November 15, the attending distributors were told to send their applications and first year's dues to Dave Savage, of Guild Films.

Savage said he had heard from a number of companies, but he he'd reported to the committee.

Savage also said the committee talked with a couple of prospects for the full-time job of director of the organization. The list of candidates will be handed to the board of directors once the organization is formed and the board elected.

## Sebastian Joins

NEW YORK, Dec. 31. - Jack Sebastian is joining CBS-TV Film Sales on January 9 to handle publicity and public relations.

Sebastian up to now has been with NBC Film division, working under Fritz Jacoby.

## AFTRA Mulls Cutting 2d-Run Kine Charges for Talent to About 35%

Org Feels Rerun Fees Have Played Major Role in Development of Film

By LEON MORSE

NEW YORK, Dec. 31. - The American Federation of Television and Radio Artists is contemplating a step that would go a long way toward making the use of live TV more attractive to producers.

AFTRA is contemplating nothing less than the reduction of its

have also sold shows for first run too high. for less than their cost, "The Ford Theater" being such an example, and gotten the rest out on residual

#### Four Runs

But in order to sell many of second-run kinescope fees from these shows for rerun, more than 100 per cent, for talent, to about one showing must be made avail-35 per cent, the second-run Screen able. One of the patterns is to sell Actors' Guild rerun fee. Third, four runs of a show. "My Little fourth, fifth and sixth-run SAG fees Margie" has racked up an, estiare 25 per cent of the original cost mated \$2,000,000 in sales to stafor talent. AFTRA, of course, tions this year which are using it would also lower its fees on runs as a daytime strip. The rerun versubsequent to the second to about sion of "Dragnet," retitled "Badge Hollywood, who have naturally the percentages that the SAG 714," has also been a sensational moneymaker for the producer.

have played a major part in bring- properties have gone into rerun, ing about the switch to the use of tho a number of them have definite film as against live TV, the pre- potential in that field. "Mr. Peepdominant pattern in the industry's ers," for example, a fairly successearly days. In a large number of ful network show, and a prime cases, the residual rights to vidfilm prospect for reshowing, has never

shows have meant the difference gone into rerun, probably because between profit and loss. Producers the AFTRA fees would have been

> One of the few live shows to go into second run on kinescope is "Tales of Tomorrow," but George Foley, the producer, paid the cast its full fee for its showing

> Consequently, AFTRA believes that cutting its rerun scale will once again put live on even terms with its celluloid rival, and perhaps mean a great deal more work to members of its union. There is no question but that New York actors have lost an enormous amount of revenue to actors in profited from the swing to film.

Behind the AFTRA move to AFTRA believes that rerun fees | In contradiction to this, few live drop its rerun fees is also the gathering of the union forces for an inevitable showdown battle with the SAG when tape becomes a reality, which may be no more than three years away. Because of the economy and simplicity of tape, this form of mechanical reproduction of the TV picture is figured as certain to come into predominant use in video, replac-

> The SAC feels that it should have jurisdiction over the medium, but AFTRA claims that it has a legitimate claim to tape, too. Short of a merger between these unions, which has been unsuccessfully tried before, there is certain to be a hammer and tongs battle.

The AFTRA position would cer-"Playhouse" during the past tainly be strengthened if more TV three years was made under the were being presented live. And so banner of "Four Star Productions," it is expected to make every move but this season is being filmed by, possible to make it more profitable

### SLIPPING RERUN \$ **CUES SHOW SALES**

Old 'Annuity' Theory Out the Window; **Producers Now Seeking Capital Gains** 

decline in revenue from reruns in the proceedings. the syndicated TV field is leading refused to say just how many until many producers and production companies to sell programs outright on a capitol gains basis legally, a new company, "Four for networks, sponsors and pack-rather than retain an interest in Star Films, Inc.," this separting the agers to present more live TV.

> Prime examples of such deals Roach Jr. negotiated with Interstate and with ABC Film. Perhaps the biggest of them all, however, is now in the works for three years' backlog of "Four Star Playhouse,"

> Reportedly the principal bidders involved for the 112 half-hours of David Niven, Charles Boyer, Dick Powell and Ida Lupino dramas are NBC Film Division, Screen Gems and Official Films, with CBS Film

HOLLYWOOD, Dec. 31,-The and MCA-TV not entirely out of

them after they are placed in syn- backlog from the current output for tax purposes.

Most producers in the past have during the past two or three regarded reruns as a type of anmonths have been the ones Hal nuity, but this, according to the new thinking, is no longer as true as it was. The exec of one syndicating company put it this way: The curve of revenue from first to sixth and seventh run on a series used to be gentle, but it's getting steeper all the time, and it may not be too long before the average show is played out after the third or fourth run.

This being the case, it now behooves producers to sell out and claim capital gains, rather than take, what actually may be a smaller profit on a long-range basis.

#### 130 Hue Telescriptions In Studio Library Deal

NEW YORK, Dec. 31.-Studio Films has packaged 130 of its musical Telescriptions that are on Kodachrome and is selling them on a special library deal.

The artists on the color shorts include Nat (King) Cole, Korla Pandit, Connie Haines, the Harmonicats and Sarah Vaughan.

#### Comedy, Western Pilots by Roach

HOLLYWOOD, Dec. 31.-Hal Roach Ir. has added two new projects to his pilot roster, a Western and a situation comedy. The films will probably be shot some time next spring.

The Western is "The Brush Roper," which appeared on "Screen Directors' Playhouse" with Walter Brennan in the title role, and which Roach thinks is strong enough to go as a series. Situation comedy is "Blondie," on which Roach plans to shoot a new pilot, after one which was filmed last season did not turn out completely satisfac-

#### Raisbeck Heads Sales For N. American Film

HOLLYWOOD, Dec. 31.-Robert B. Raisbeck, one-time producer of "The Ruggles" tele series, today was named sales director of North American Film Corporation. The company, which was formed by Eddie Yuhl for the production

#### CRIME PAYS ON TV

## Film Men in Trend To Documentaries

HOLLYWOOD, Dec. 31.-Sev-|from the Mystery Writers of eral producers have started to feel America. Others in the works are once more that crime does pay, at least on television. There seems to be a definite trend toward production of crime drama pilots, especially those with a semi-documentary flavor.

Screen Gems, for instance, has two new series in the works along these lines. One is titled "Guilty" and is intended to take over where "Dragnet" ends. It would spotlight a prisoner in a penitentiary or jail, and then trace his criminal career backward. Another show, "Criminal Code," would be somewhat similar, except it would have as its central character a warden or parole officer, the program having in part pre-prison, prison and postprison stories.

"The Great Mouthpiece," another crime drama, is being scripted by Gene Fowler Jr., basing stories on the career of the great lawyer, William Fallon. Tony Miner is aiming "Briefcase," a law series on which he started development last year, for the fall market.

Already being filmed is "Code Theater," which will use stories

(Desilu), "Lawyer" and "The Sheriff" (Conne-Stephens), and "The There are a total of 1,100 Studio of TV film commercials, will open Web" (Goodson-Todman, Screen Telescriptions on black-and-white offices in New York and Chicago Gems).

"The Tales of Alan Pinkerton"

IN BUFFALO



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

To get an active TV audience, GET IN TOUCH



RICHARD CARLSON'S vivid portrayals of the ex-

citing three lives of Herb Philbrick help keep Buffalo

TV fans eager for more of Ziv's "I LED 3 LIVES."

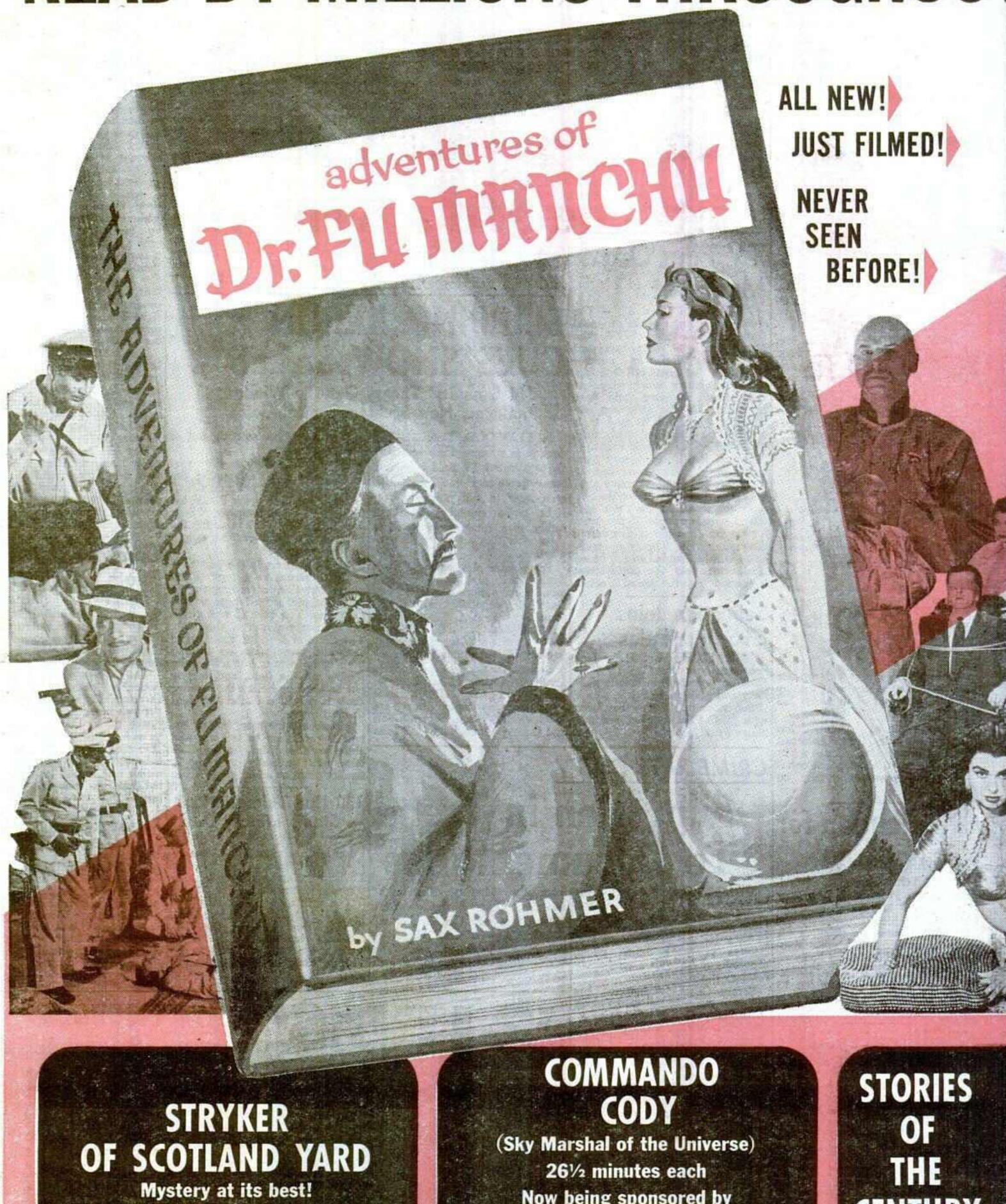
This viewing activity shows up in vigorous Telepulse\*

ratings, for instance . . . 29.9 Jan. 1955 . . . 30.5

Feb. 1955 . . . 31.5 May, 1955 ... and so on up the line.

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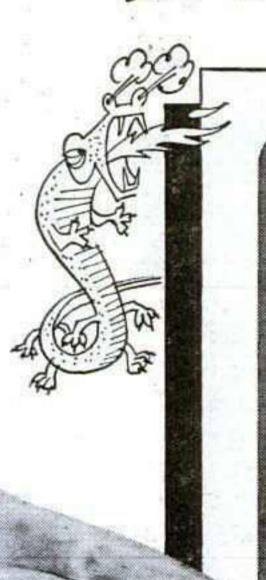
## THE WORLD IN ALL LANGUAGES

Millions of TV viewers will applaud the greatest series of intrigue and adventure subjects ever produced!

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- · DR. FU MANCHU, INC.

- THE VENGEANCE OF DR. FU MANCHU
- DR. FU MANCHU'S RAID
- THE DEATH SHIPS OF DR. FU MANCHU
- THE COUNTERFEITERS OF DR. FU MANCHU
- THE MASTER PLAN OF DR. FU MANCHU
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• THE ASSASSINS OF DR. FU MANCHU

**Now Syndicating** "EMMY" AWARD WINNER Outstanding **Entertainment! ALL STAR CAST** 39 Subjects 261/2 min. each

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one of the world's most popular outdoor personalities

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## British TV-Film Surge Puts Studio Space at Premium

luckily for the expanding industry, usable stages which have kept going somehow during the lean period and are now being prettied up to take the overflow of TV production from the bigger sets.

In all, some 15 near-London studios, broken up into 22 stages, are -or have been-occupied for that purpose, tho not all are vet suitable for shooting full-scale, toplevel, internationally aimed productions.

This, of course, excludes the major film companies' lots, some of which have been loaned out to TV producers. For instance, the Danziger Brothers fitted their "Vise" series into the Rank organization's Pinewood Studios during a temporary lull there, as they had done previously at M-G-M's Boreham Wood lot.

#### Other Pastures

But London isn't the end of the studio line, Already far-sighted producers have been exploring as far afield as Cardiff-four hours train ride away-where local citinew industry within their ken are two years ago. offering converted studios at giveaway rents.

whom there seems to be an in-

influx to their ranks in case the TV \$550,000. bubble should ever burst and leave them again heavily unemployed.

#### More to Come

But most responsible showmen agree that the 10 or so TV film series now being made here nowhere near exhausts Britain's potential. With the Rank organization currently mulling undisclosed which Weintraub and Jim Harris TV production plans and the other



SOLID SALES RESULTS!

Popularity proven by consistent high audi-ence ratings. There's a new show each week (now available in color, too)!





·\*.





upsurge of the local film industry sociated British, shortly to become American advice. coupled with the sudden realiza- a commercial TV station operator, tion of the dough to be quarried none can see exactly how the pic- the supposedly actual American out of TV film has put studio ture will shape up. Most feel that scene (recreated in British studios) space here at a premium. But, within two years there is plenty of toward European stories revolving room for up to 20 top-level video around American names, produc-London is dotted with small but film productions here - excluding ers here do not feel it so vital to any extra studio-building plans the have an all-American creative staff. majors may have.

for financial reasons have America viewer will be ready to accept an as their primary target. Few Eng- all-British TV production in the lish producers aiming at that mar- same way that he has already acket would attempt to launch cepted such uncompromisingly the expensive (minimum average British star players as David Niven budget now around \$13,500) pro- and Stewart Granger.

LONDON, Dec. 31.—The steady leading motion picture major, As- gram without some sort of leading

But with the trend away from

Many top TV men look forward The majority of these series must to a time when the American

#### HARRIS SUES FOX

### Group Seeks 550G For MPTV Split-Up

Matty Fox was making news on and refused to put up the addihis acquisition of the RKO films, tional certificates. his erstwhile associates known as the Harris Group (Joe Harris, Jim \$212,142. Jim Harris and Wein-Harris and Sy Weintraub, now traub claim \$168,731 each. running Flamingo Films) slapped him with a suit on money allegedly due them from their severance zens anxious to rope a flourishing from Motion Pictures for Television

In a complaint filed in New York Supreme Court, the three That is long-term stuff tho, for plaintiffs asked that a trustee be London studios about mop up the appointed to hold a deposit of Firms in Tow currently available technicians, of stock in the C&C Super Corporation (of which Fox is a major stockholder) as security against the And union officials have not payments still due them. The been eager to allow an overdue money they claim totals close to

> The action stems from their employment contract of June, 1951, the time when MPTV absorbed their original Flamingo company and started operation. Actually their contracts were with the corporate entity known as Reynard International.

It was a 10-year deal under each got \$26,000 a year plus a percentage, and Joe Harris got more. In 1953 MPTV assumed three contracts, and in December they decided to call it quits, MPTV allegedly agreeing to pay off the money still due in installments, Joe to get \$300 a week, Jim and Weintraub to get \$375 each.

It was at that point that the Harris group joined up with National Telefilm Associates, only to break away a few months later to re-activate Flamingo.

payments ceased. In April they say they notified MPTV of the default. security. They charge that when

NEW YORK, Dec. 31.-While drew the shares from the trustee

Joe Harris is laying claim to

## NTA Now Has 366 5-Minute

NEW YORK, Dec. 31.-National Telefilm Associates has picked up two more five-minute film series, both with service formats. They are "Baby Care" and "Household Hints," each having 26 episodes. This gives NTA a total of seven different five-minute series, for a total of 366 films.

Harold Coldman, sales vicepresident, said next week the firm will start selling this five-minute product as a library, which stations can have for two years of unlimited play.

The other series in the library are "Health and Happiness," 105 films on exercise and diet; "Amy Vanderbilt's Etiquette," 78 episodes; "M.D.," 39 talks on medi-cine; "Design for Living," 39 talks on human relations, and "Layman's Call to Prayer," 52 religious films.

## 'Dr. Hudson' to On February 28, 1955, according to the complaint, the weekly Run in Canada

HOLLYWOOD, Dec. 31.-MCA-On June 8, it alleges, Fox for the TV has sold "Dr. Hudson's Secret defendants agreed to make good Journal" to Sherman Williams the balance in installments, and he Paints and the Dominion Rubber put up 75,000 shares of C&C as Company for 15 Canadia.. markets.

Cities included are Halifax, on June 23 they notified Fox that Montreal, Toronto, Ottawa, Winni-75,000 shares were not enough to peg, Edmonton and Vancouver, as cover the money due, Fox with- well as several smaller ones.

#### 'Capt. Gallant' Lines Up Mds. For Syndication Sponsors

NEW YORK, Dec. 31 .- A still | addition to the line-up that H. J. further line of merchandise will be made available to the syndication sponsors of "Captain Gallant of the Foreign Legion" next month. Among the items lined up by Stone show in Portland and Bangor, Me., Associates that are in a price range for its Holsum Bread. suitable for self-liquidators are a kepi (Foreign Legion hat), a canteen; a gun and holster and a pair ber of shoulder patches. In Sep-

recently franchised for retail sale, for the show. In December, it including a miniature desert out- bought another 1,000 buttons, anpost, which will sell for \$5, a other 2,500 prize packages and uniform for \$2.98, and a more 1,000 comic books. expensive gun and holster.

has syndicated the Buster Crabbe pearance, and it ran a 35-mm.

Heinz has on NBC-TV.

The extent to which syndicated sponsors can make use of these merchandising aids is exemplified by Nissen Bakery, which has the

In August, Nissen ordered 10,000 Gallant buttons and an equal numtember, it ordered 4,000 prize This is in addition to items packages that TPA has prepared

To kick off the show, the bakery Television Programs of America had Crabbe make a personal apseries in 33 markets. This is in print of the show in a local theater.

## Films to Watch

"I SEARCH FOR ADVENTURE"—George Bagnall Associates

The we mentioned this adventure-documentary in the very first installment of "Films to Watch," its standings in the charts that have run since then merits it another eitation. "Search" is proving one of the most potent syndicated shows in the lists, especially in the West Coast markets in which it started for American Home Products last year. In this week's issue, it lands up third in two Pulse markets, Providence and San Diego, Calif. In last week's Pulse chart for Seattle-Tacoma, it was the second ranking syndicated title. The week before it turned up fifth in Los Angeles, fourth in San Francisco and third in Portland, Ore.

"WATERFRONT"-MCA-TV Film Syndication

When a syndicated show winds up in fourth place in a major market, it's news. That's what "Waterfront" did in Houston-Galveston, where it had a favorable slot, Wednesday, 8:30-9 p.m., in the November Pulse chart. It is also worth noting that it received a nice lead of 25.7 from another syndicated show, "The Great Gildersleeve."

"COUNT OF MONTE CRISTO"—Television Programs of America

The first costume piece to go into syndication is apparently beginning to make an impression, to judge by its first ratings. The 19.3 Pulse it received in Providence in November made it the fifth ranking syndicated show there. In other November reports already published it stood ninth on the syndicated list in Buffalo and tenth in San Francisco.

#### THIS WEEK'S FILM BUYS

ASSOCIATED ARTISTS PRODUCTIONS

Philadelphia; KFSA, Fort Smith, Ark.; KRBB, El Dorado, Ark.; KDRO, Sedalia, Mo.: Adv. TBA

SHERLOCK HOLMES FEATURES KFSA, Fort Smith, Ark.; KRBB, El Dorado, Ark.; KDRO, Sedalia, Mo.; Adv. TBA FEATURE CLASSICS

WHAS, Louisville: Adv. TBA CRAFTSMAN FILMS GREATEST FIGHTS OF THE CENTURY 34 markets: Adv. TBA

NBC FILM DIVISION

VICTORY AT SEA WPIX, New York: Liggett Drug Co. SCREEN GEMS, INC.

YOUR ALL STAR THEATER WSPD, Toledo: Imperial Wayside Furni-

WXIX, Milwaukee: Adv. TBA BIG PLAYBACK

KPIX, San Francisco: Brown Buick Durham, N. C.; Columbia, S. C.; Greenville, S. C.; Richmond, Va.; Roanoke, Va.: Nebane Mattress Co.

CELEBRITY PLAYHOUSE KENI, Anchorage, Alaska; KLAS, Las Vegas, Nev.: Adv. TBA KFMB, Honolulu; United Air Lines

WAVE: Louisville: Oertels Brewing JUNGLE JIM KLOR, Portland, Ore.; WTRF, Wheeling W. Va.: Adv. TBA TALES OF THE TEXAS RANGERS

KCMC, Texarkana, Tex.: Adv. TBA KCBD, Lubbock, Tex.: G. E. Supply Co. KROD, El Paso, Tex.: El Paso National

KBST, Big Spring, Tex.: Gosden . Petroleum

STERLING TELEVISION CO. LITTLE THEATER

WITN, Washington; KOSA, Odessa, Tex.; KFBG, Altoona, Pa.: Adv. TBA KING'S CROSSROADS

KHAS, Hastings, Neb.: Adv. TBA MOVIE MUSEUM WDEF, Chattanooga; KOSA, Odessa,

Tex.; WFBG, Altoona, Pa.: Adv. TBA INVITATION PLAYHOUSE WITN, Washington; KOSA, Odessa, Tex.; WFBG, Altoona, Pa.: Adv. TBA

ZIV TELEVISION PROGRAMS

KCOR, San Antonio: Jackson Brewing

#### Distribution for 'Annapurna'

NEW YORK, Dec. 31.-Associated Artists Productions is putting "Annapurna" into TV distribution. This is the picture made by the Himalayan mountain climbing expedition out of which grew Maurice Hertzog's best-selling

AAP is adding it to its "Movieland" package, which now has 13 titles. The package is already sold in 63 markets.

#### 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)

	10000	
Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type Commercials (C-Color) Producer
OTHER FOODS AND MEAT PRODUCTS	F#	
Gulden's Mustard, Chas. W. Hoyt Friend's Beans, Ingalls-Miniter Co	1 (10) 3 (60)	. SAFilmack . LA, SAFilmack
General Foods, Grape Nut Flakes, Benton & Bowles		. NASound Masters
Campbell Soup, Leo Burnett Co Lima Bean Advisory Board of Calif.,		. I.AUnited World
J. Walter Thompson	6 (120)	. NARoland Reed- Gross Krasne
Nicolay-Dancey Potato Chips,		AT A TATAL TO THE A
Otto & Abbs		. SA, ID
Welch, Grape Juice, Kenyon &	POLITICATE CONTRACTOR	
Eckhardt (Mickey Mouse Club)	14 (20, 30, 60, 90)	. FAWalt Disney
RADIO, TV SETS, PHONOGRAPHS (Reco	rds and Dealers	Thereof)
Columbia Records Corp., Records,		-00/00001170M
McCann-Erickson	1 (20), 1 (60),	. SALalley & Love
RCA Victor, TV Sets, Kenyon & Eckhardt (Martha Raye, Berle,	TE TREM CONTROL	
Prod. Showcase)	1 (60)	. LA (C)MPO
RCA Victor Remote Control, Kenyon & Eckhardt	<b>–</b>	. NAAudio
RCA Victor, Table Radio, Kenyon &		
Eckhardt		NA Robert Lawrence
TOILET REQUISITES (Tollet Soap, Cosme	tics, Perfume, el	c.)
Dorothy Gray, Cosmetic Gifts,	neral lease see the New York	101
McCann-Erickson	1 (60)	. LABill Sturm
MISCELLANEOUS AND UNIDENTIFIED	SPONSORS	18
CBS Promotion Films, CBS Direct, Electric Institute of Washington,		. SAFilmack
Ver Standie Adve	6 (60) 6 (20)	. SAFilmack
Heart Fund, Brockman		
Anti Litter Camp, Young & Rubicam		
(Continued	next week)	

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

## 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

#### **ARB Audience Composition Studies**

#### Web Quiz and Panel Shows

#### NOVEMBER RATINGS Rating Rank Show, Sponsor & Web Rank 1. \$64,000 Question, Revlon (CBS) ......57.1 2. You Bet Your Life, DeSoto (NBC) ......40.7 3. I've Got a Secret, R. J. Reynolds (CBS)......38.8 What's My Line? Montenier, Remington Rand (CBS)...34.8 5. Two for the Money, P. Lorillard (CBS)......26.9 6. Truth or Consequences, P. Lorillard (NBC)......25.6 7. People Are Funny, Paper Mate, Toni (NBC)......25.2 8. Beat the Clock, Sylvania (CBS) .....24.3 9. Big Surprise, Purex, Speidel (NBC) ......22.2 10. Name That Tune, Whitehall (CBS) ......18.6 AMONG MEN Men Show, Sponsor & Web Per Set 1. Big Surprise, Purex, Speidel (NBC) . . . . . . . . . . . . . . . . . 1.00 2. Life Begins at 80, Serutan (ABC) .......98 3. Two for the Money P. Loril-4. Break the Bank, Dodge 4. Chance of a Lifetime, Emerson Drug, Lentheri 6. Stop the Music, Quality

Foods, Necchi (ABC)......94

Mate, Toni (NBC)........91

Remington Rand (CBS)....90

7. \$64,000 Question, Revlon

7. People Are Funny, Paper

9 What's My Line? Mon enier,

9. You Bet Your Life, DeSoto

#### AMONG WOMEN Women Show, Sponsor & Web

1.	Chance of a Lifetime, Emer-
2.	what's My Line? Montenier, Remington Rand (CBS)1.1
3.	\$64,000 Question, Revlot.
3.	Big Surprise, Purex, Speidel
3.	(NBC)
6.	Break the 'ank, Dodge
7.	
7.	Pharmaceuticals (ABC)1.14 You Bet Your Life, DeSoto
9.	(NBC)
10.	Mate, Toni (NBC)1.13
	Reynolds (CBS)1.10
Ž.	AMONG CHILDREN
Ran	k Show, Sponsor & Web Per Se
	Beat the Clock, Sylvania (CBS)
2.	Truth or Consequences, P. Lorillard (NBC)
3.	

	Beat the Clock, Sylvania	
1 8	(CBS)1.02	2
2.	Truth or Consequences, P. Lorillard (NBC)87	
3.	Dollar a Second, Moger David (ABC)	
4.	People Are Funny, Pape Mate, Toni (NBC)	1
4.	Name That Tune, Whitehall (CBS)	,
6.	Big Surprise, Purex, Speidel (NBC)	2
7	Masquerade Party, Knomark, Pharmaceuticals (ABC)55	;
8.	You Bet Your Life, DeSoto (NBC)	3
9.	Two for the Money, P.	

Lorillard (CBS)...

Foods, Necchi (ABC)...

10. Stop the Music, Quality

#### NETWORK LATEST RATINGS

#### Pulse Top 20 TV Web Shows

(November, 1955) \*Indicates Film

1. \$64,000 Question (CBS)......51.9

Program & Web

Nov.

시기를 즐겁게 되었다며 - 이글이지요요요요요요요요요요요요요요요요요요요요요요요요요요
2. Ed Sullivan Show (CBS)40.0
3. *1 Love Lucy (CBS)39.1
4. Shower of Stars (CBS)37.1
5. *Groucho Marx (NBC)35.1
6. *December Bride (CBS)30.4
7. *Disneyland (ABC)30.3
8. *Honeymooners (CBS)
9. Perry Como (NBC)29.0
10. Robert Montgomery (NBC)28.7
11, *Burns and Allen (CBS)28.0
12. Lux Video Theater (NBC)27.5
13. I've Got a Secret (CBS)27.3
14. Godfrey's Talent Scouts (CBS)27.2

#### 15. \*G. B. Theater (CBS)......27.1 17. \*Our Miss Brooks (CBS).......26.6 17. This Is Your Life (NBC).........26.6 ....45 20. Martha Raye (NBC)...............26.3

#### ARB TOP SHOWS AMONG KIDS

**How Network Shows Rated** Among Children in November

This weekly audience composition analysis shows the relative popularity of network series regardless of program type, by number of viewers attracted according to sex or age. On consecutive weeks, this chart shows popularity among men, women and children. For additional information on audience size or coverage, please consult ARB, National Press Building, Washington 4.

(\* Indicates Film)

Rank	Show, Sponsor & Web	Kids er Set	Sept. Rating
1	Barker Bill's Cartoons,		
	Gen'l. Mills, Sust. (CBS)	.90	3.1
2	"Mickey Mouse Club,		
	Multi Sponsors (ABC)1.		17.6
	*Fury, Gen'l. Foods (NBC)		10.8
	Winky Dink & You, Ideal Toy (CBS)1.		6.1
	Howdy Doody, Sust. (NBC)1.		9.6
	*Captain Midnight, Wander (CBS)1.	Control of the Contro	8.9
	Paul Winchel, Lionel (NBC)		12.0
8	*Rin Tin Tin, National Biscuit (NBC)1.	56	24.3
8	Wild Bill Hickok, Kellogg (CBS)1.	56	10.8
10	*Lone Ranger, Gen'l. Mills (CBS)1.	54	11.3
	Pinky Lee, Partic. (NBC)1.		9.0
	Mr. Wizard, Sust. (NBC)		4.5
13	Disneyland, Derby, Amer. Motors,	nores.	Print State And T
	Hudson, Amer. Dairy (ABC)1.		46.7
14	Roy Rogers, Gen'l. Foods (NBC)	48	19.9
15	Super Circus, Chunky (ABC)1.	44	11.5
	Big Top, National Dairy Prod. (CBS)1.		11.8
17	Captain Kangaroo, Partic. (CBS)1.	40	5.2
17	*Tales of the Texas Rangers,		
	Gen'l Mills (CBS)1.	40	14.4
	Ding Dong School, Sust. (NBC)		5.8
	*Robin Hood, Johnson & Johnson (CBS)1.		30.0
	*Lassie, Campbell Soup (CBS)1.		30.1
22	World of Mr. Sweeney, Sust. (NBC)1.	35	4.8
23	"Captain Gallant, H. J. Heinz (NBC)1.	26	13.4
24	*Gene Autry, Wrigley (CBS)1.	18	10.6
	Opera Theater (Griffelkin), Sust. (NBC)1.		6.1

#### The Billboard Scoreboard

#### The Pulse Audience Composition Studies

#### Syndicated Film Mysteries

OCTOBER RATINGS	AMONG MEN	AMONG TEENS	
Rank Show & Distrib. Rtg	100 Homes	Rank Show & Distrib. Tuned In	
1. Mr. District Attorney (Ziv)17.4 2. Badge 714 (NBC)13.5 3. Man Behind the Badge (MCA)12.9 4. City Detective (MCA)10.9 5. Follow That Man (MCA)10.4 6. Sherlock Holmes (UM&M)9.2 7. Racket Squad (ABC)9.0 9. The Wolf (MCA)9.0 9. The Whistler (CBS)8.9	1. Ellery Queen (TPA)	1. Badge 714 (NBC)	
VIEWERS/100 HOMES	AMONG WOMEN	AMONG CHILDREN	
Rank Show & Distrib. Tuned In  1. Badge 714 (NBC)254	100 Homes	Rank Show & Distrib. Tuned In  1. Badge 714 (NBC)82	
<ol> <li>Boston Blackie (Ziv)</li></ol>	2. Mr. & Mrs. North (ATPS)92 3. Follow That Man (MCA)88 3. The Whistler (CBS)88 5. Inspector Mark Saber (Koch)86 6. Boston Blackie (Ziv)84 6. Lone Wolf (MCA)84 8. Man Behind the Badge (MCA).83 8. I Am the Law (MCA)83	Boston Blackie (Ziv)	

#### Pulse Top Pix Among Kids

#### How Non-Net Films Rated Among Children in October

This weekly audience composition analysis shows the relative popularity of non-network film series by number of viewers attracted according to sex et age. Or consecutive weeks, this chart shows pepularity among men, women and children. For additional information on audience size or coverage, please consult The Pulse, Inc., 15 West 46th Street, N. Y. C.

Rank Order Title and Distributor of Series	Kids Per 100 Homes Tuned in	Avg. Aug. Rating
1 Annie Oakley (CBS)	102	9.7
2Little Rascals (Interstate)		9.9
3Abbott & Costello (MCA)		6.2
3 Ramar of the Jungle (TPA)		6.6
5 Steve Donovan, Western Marshal (NBC)		8.9
6Range Rider (CBS)	3202	8.5
7Superman (Flamingo)		11.1
7Hopalong Cassidy (NBC)	93	7.9
9Captain Z-ro (Atlas)		5.3
9Wild Bill Hickok (Flamingo)		8.8
11Cowboy G-Men (Flamingo)	The same of the sa	4.5
11Gene Autry (CBS)	T050 (2002)	5.9
13Cisco Kid (Ziv)	400 400	9.5
14 Hans Christian Anderson (Interstate)		3.1
15Badge 714 (NBC)		13.5
16 Soldiers of Fortune (MCA)		9.0
17 Death Valley Days (Pacific Borax)		8.6
18Corliss Archer (Ziv)		8.7
18 Highway Patrol (Ziv)	44	10.6
20 Your All Star Theater (Screen Gems)		5.3
21 Your Star Showcase (TPA)		4.7
22 Boston Blackie (Ziv)		5.9
22 China Smith (NTA)	TO THE OWNER OF THE PARTY OF TH	5.0
24 I Led Three Lives (Ziv)		13.2
25 Amos 'n' Andy (CBS)		10.6
25Life With Elizabeth (Guild)		5.7

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 state of the production of the state of

#### 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 to 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 thire 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

#### THE TOP 15 ONCE-WEEKLY SHOWS (\* Indicates Non-Network) 11. Burns and Allen, KFMB, M. ......30.4 14. Red Skelton, KFMB, T. ......27.7 THE TOP 10 MULTI-WEEKLY SHOWS (\* Indicates Non-Network) 1. Mickey Mouse Club, KFMB, M.-F. ...... 18.9 6. \*Roy Rogers, KFSD, M., W., F. .......... 10.2 2. News, Weather (7:45 p.m.), KFMB, M., T., 18.0 Th., F. 8. Big Payoff, KFMB. M.-F. ...... 9.5 8. Bob Crosby, KFMB, M.-F. ..... 9.5 4. People in the News (7:30 p.m.), KFMB. 10. Gene Autry. KFSD, T., Th. ...... 9.3 THE TOP 30 LOCALLY ORIGINATED FILM SERIES Rank Title (Distributor) Station, Day-Time Rating Fitle (Distributor) Station, Day-Time Rating 17. Highway Patrol (Ziv). XETV, F.-9:00......15.0 Badge 714 (NBC), KFMB, S.-9:30......25.7 Racket Squad (ABC), KFMB T.-10:00,....23.5 18. Victory at Sea (NBC), XETV, Su.-9:00....14.5 19. Soldiers of Fortune (MCA), XETV, F-8:00..14.2 3. I Search for Adventure (Bagnall), XETV 20. Cowboy G-Men (Flamingo). XETV, M.-7:00.13.2 Th.-7:00 .......23.4 21. Eddie Cantor (Ziv). KFMB, W.-9:30. .....13.0 4. Steve Donovan, Western Marshal (NBC), 22. The Unexpected (Ziv). KFMB. 5.-9:30 ....12.7 XETV. Th.-7:30 ......21.5 23. Your Star Showcase (TPA), XETV, W.-8:00 ......12.4 24. Annie Oakley (CBS), KFMB, M.-6:00. ..... 12.2 7 Death Valley Days (Pacific Borax), KFMB, F.-8:00 .....19.4 24. Capt. Z-Ro (Atlas), XETV F.-7:00......12.2 8. Wild Bill Hickok (Flamingo), KFMB, 26. Sherlock Holmes (UM&M), XETV, F.-10:00.12.0 26 Douglas Fairbanks Jr. Presents (ABC), Superman (Flamingo), KFMB, M.-7:00.....17.5 KFMB, M.-10:00 ......12.0 Life of Riley (NBC), XETV, T.-8:30......16.9 11. I Led Three Lives (Ziv), XETV, F.-8:30....16.4 26. Story Theater (Ziv), KFSD, S.-10:00......12.0 12. Great Gildersleeve (NBC), KFSD, F.-8:30....16.2 29. Buffaio Bill Jr. (CBS), KFSD, Su.-3:30......11.7 13. The Whistler (CBS), XETV, F.-9:30 ......15.7 30. Man Behind the Budge (MCA), KFSD, 14. Confidential File (Guild), KFSD, W.-10:30, 15.4 15. Ellery Queen (TPA), XETV, F.-7:30......15.3 F.-11:00 ......11.5 30. Inspector Mark Saber (Koch), XETV, 16. Science Fiction Theater (Ziv), XETV. PROVIDENCE ...... 2 STATIONS THE TOP 15 ONCE-WEEKLY "HOWS (\* Indicates Non-Network) 10. This Is Your Life, WJAR, W. ..............34.8 14. Godfrey and His Friends, WPRO, W. ..... 32.9 7. Martha Raye, WJAR, T. ......35.5 THE TOP 10 MULTI-WEEKLY SHOWS (\* Indicates Non-Network) 2. Eddie Fisher, WJAR, W., F. ..............20.0 8. \*TV Sports, Misc., (7:15 p.m.), WJAR, 3. "News. Weather (11 p.m.), WPRO, M.-F. ... 18.4 4. \*Salty-Shack, WPRO, M.-F. ..... 18.0 9. °Reporter, Weather (7 p.m.), WJAR, M.-F. .....14.7 6. \*News, Weather, Misc. (6:30 p.m.), M.-F. . . 17.0 10. \*Million S Movie, WJAR, T., F. ..........14.4 THE TOP 30 LOCALLY ORIGINATED FILM SERIES 1. Liberace (Guild), WJAR, Th.-8:30......25.8 16. Badge 714 (NBC), WJAR, W.-6:30......13.5 2. Mr. District Attorney (Ziv), WJAR, 17. Capt. Gallant of the Foreign Legion (TPA), M.-10:30 WJAR. S.-5:00 ......13.3 3. I Led Three Lives (Ziv), WJAR, Su.-10:30...21.3 18. Secret File, U.S.A. (Official), WJAR, 3. 1 Search for Adventure (Bagnall), WJAR, M.-I1:15 ......12.0 F.-6:30 ......21.3 19. Wild Bill Hickok (Flamingo), WJAR, 5. Count of Monte Cristo (TPA), WPRO, W.-6:00 ......11.3 T.-7:15 .....19.3 19. Guy Lombardo (MCA). WPRO, S.-5:00....11.3 Buffalo Bill Jr. (CBS), WJAR, S.-11:30 a.m., 17.5 21. Colonel March of Scotland Yard (Official), 7. Amos 'n' Andy (CBS), WPRO, Th.-7:00 ....17.3 WJAR, Su.-11:30 ......10.3 Foreign Intrigue (Official), WJAR, Su.-11:00.16.3 22. Rocky Jones, Space Ranger (MCA), WPRO, 8. Highway Patrol (Ziv), WJAR, T.-10:30, .... 16.3 S.-1:30 ..... 9.5 23. Foreign Intrigue (Official), WPRO, M.-10. †Andy's Gang (Oldsmobile), WJAR S.-9:30 a.m. F.-11:15 ..... 10. Greatest Drama (Gen'l Teleradio), KJAR, 24. Foreign Intrigue (Official). WJAR. M.-11:45. 8.5 25. Hans Christian Anderson (Interstate), WPRO, S.-9:30 ...... 6.5 12. Science Fiction Theater (Ziv), WPRO, W.-7:00 ......15.0 26. My Hero (Official), WJAR, T., 13. Patti Page (Oldsmobile), WPRO, M.-7:00...14.3 Th.-12:00 Noon ...... 6.2 13. Waterfront (MCA), WPRO, S.-7:30......14.3 27. Star and the Story (Official), WJAR, 15. Superman (Flamingo), WJAR, M.-6:00......140 M., W.-2:30 ..... 5.5 MEMPHIS ..... .2 STATIONS THE TOP 15 ONCE-WEEKLY SHOWS (\* Indicates Non-Network) 9. Robt. Montgomery Presents, WMCT, M. .. 35.6 4. George Gobel, WMCT, S. ......37.5 5. Your Hit Parade, WMCT, S. ......37.3 7. Lax Video Theater, WMCT, Th. ..........36.3 THE TOP 10 MULTI-WEEKLY SHOWS (\* Indicates Non-Network) 1. \*Little Rusculs, Misc., WHBQ, M.-F. .....24.0 2. \*Your Esso Reporter (10 p.m.), WMCT, 3. \*News, Weather (10 p.m.), WHBQ, M.-F. .. 20.5 4. Mickey Mouse Club, WHBQ, M.-F. ..... 19.6 THE TOP 30 LOCALLY ORIGINATED FILM SERIES 1. Doug. Fairbanks Jr. Presents (ABC), WMCT, 17. Wild Bill Hickok (Flamingo). WMCT, Su.-9:00 ......31.5 F.-6:00 ......17.8 2. Stories of the Century (Hollywood), WMCT, 18. Cisco Kid (Ziv), WMCT, W.-7:00......17.3 F.-8:30 ......31.3 19. †Patti Page (Oldsmobile), WHBQ, T., 2. Mr. District Attorney (Ziv), WMCT, W.-9:30.31.3 4. Highway Patrol (Ziv), WMCT, Su.-9:30....29.8 5. Grand Ole Opry (Flamingo), WMCT, S,-12:00 Noon ......u17.0 19. Dr. Hudson's Secret Journal (MCA), WHBQ. T.-8:30 .....u17.0 6. Science Fiction Theater (Ziv), WMCT, 22. Eddy Arnold Time (Walt. Schwimmer), WMCT, Su.-6:00 ......16.8 23. Celebrity Playhouse (Screen Gems), WHBQ. 9. Eddie Cantor (Ziv), WMCT, W.-7:30.....24.5 T.-8:00 ......u16.5 10. Little Rascals (Interstate), WHBQ, M .-24. Annie Oakley (CBS), WHBQ, S.-4:30.....u15.8 F.-6:00 ......u24.0 25. Long John Silver (CBS), WMCT, Su.-5:00..15.3 11. †Kit Carson (Coca-Cola), WHBO, M.-8:00. .u21.0 26. Soldiers of Fortune (MCA), WMCT, T.-6:00.14.0

27. Terry and the Pirates (Official), WMCI,

28. Ramar of the Jungle (TPA), WHBQ.

29. Steve Donovan, Western Marshal (NBC),

Th.-7:00 .....u13.0

WMCT. M.-F.-5:00 .....12.7

30. Capt. Z-Ro (Atlas), WMCT, M.-6:00......10.3

12. Jungle Jim (Screen Gems), WMCT, Th.-6:00.20.5

13. Paris Precinct (UM&M), WMCT, Su.-10:00. .20.3

Superman (Flamingo), WMCT, W.-6:00.....18.3

Su.-5:00 .....u18.5

14. Judge Roy Bean (Screencraft), WHBQ,

16. Mayor of the Town (MCA), WHBQ.

Europe papares (Amberra) un l'Agrica repetit du desprints e papares	2 STATIONS
1. \$64,006 Question, WHAS, T	HOWS (* Indicates Non-Network)  8. I've Got a Secret, WHAS, W
1. *News, Misc. (10:30 p.m.), WHAS, MF. 18.7 2. Mickey Mouse Club, WAVE, MF. 18.5 3. *Small Talk (6 p.m.), WHAS, MF. 18.0 3. *Today's News (6:15 p.m.), WHAS, MF. 18.0 5. Eddle Fisher, WAVE, W., F. 17.5	6. *Antry-Rogers, WHAS, MF
THE TOP 30 LOCALLY OF	RIGINATED FILM SERIES
Rank Title (Distributor) Station, Day-Time Rating 1. Highway Patrol (Ziv), WHAS, F8:3034.3 2. City Detective (MCA), WAVE, T9:3030.3 2. Mr. District Attorney (Ziv), WHAS, F10:00.30.3 4. Grand Ole Opry (Flamingo), WHAS, S10:00	Rank Title (Distributor) Statlon, Day-Time Rating 15. Buffalo Bill Jr. (CBS), WAVE, Su5:3020.5 16. Favorite Story (Ziv), WAVE, F9:4519.3 17. Little Rascals (Interstate), WAVE, S5:0018.5 17. †Andy's Gang (Brown), WHAS, S10:30 a.m
<ol> <li>The Whistler (CBS), WAVE, S9:30</li></ol>	19. Soldiers of Fortune (MCA), WHAS, 55:3018.0 20. Wild Bill Hickok (Flamingo), WHAS, S5:00
8. Science Fiction Theater (Ziv), WHAS, M7:30	Th8:30
10. Annie Oakley (CBS), WHAS, T6:3023.3 11. Star and the Story (Official), WAVE, Su9:30	24. Judge Roy Bean (Screencraft), WHAS, Su5:30
11. Liberace (Guild), WAVE,10:0022.5	WAVE, S4:00 9.3
Commence of the second	3 STATIONS
The state of the s	HOWS (* Indicates Non-Network)  8. Ford Theater, KPRC, Th
1. \$64,000 Question, KGUL, T.       41.7         2. This Is Your Life, KPRC, W.       33.5         3. Lux Video Theater, KPRC, Th.       32.6         4. *Waterfront, KPRC, W.       31.7         5. Robert Montgomery Presents, KPRC, M.       31.1         6. Fireside Theater, KPRC, T.       30.9         7. Groucho Marx, KPRC, Th.       30.3	9. Loretta Young, KPRC, Su. 29.1 10. Martha Raye, KPRC, T. 28.5 11. Shower of Stars, KGUL, Th. 28.4 12. Father Knows Best, KPRC, W. 28.2 12. TV Playhouse, KPRC, Su. 28.2 14. I Love Lucy, KGUL, M. 28.1 15. Red Skelton, KGUL, T. 27.9
THE TOP 10 MULTI-WEEKLY !	SHOWS (* Indicates Non-Network)
1. Mickey Monse Club, KTRK, MF	6. *News, Weather (6:15 p.m.), KPRC, MF
THE TOP 30 LOCALLY OF	RIGINATED FILM SERIES
<ol> <li>Waterfront (MCA), KPRC, W8:3031.7</li> <li>Great Gildersleeve (NBC), KPRC, W8:0025.7</li> <li>Star and the Story (Official), KPRC, Th8:00</li></ol>	15. Passport to Danger (ABC), KGUL, T10:00.15.8 15. Heart of the City (MCA), KPRC, S10:3015.8 17. The Falcon (NBC), KGUL, Th10:0015.3 17. Celebrity Playhouse (Screen Gems), KPRC,
4. 1 Led Three Lives (Ziv), KPRC, T9:3023.6 5. Highway Patrol (Ziv), KPRC, Su9:3023.4 6. Cisco Kid (Ziv), KPRC, Th7:3023.3 7. Sherlock Holmes (UM&M), KPRC,	W10:00
Su10:00	Science Fiction Theater (Ziv), KGUL,     W10:00
11. Steve Donovan, Western Marshal (NBC), KGUL, F10:00	KPRC, M9:30
13. Judge Roy Bean (Screencraft), KGUL. Su5:30	28. Studio 57 (MCA), KPRC, Su10:3012.5 29. Touchdown (MCA), KPRC, S4:0012.3 30. Little Rascals (Interstate), KTRK, M4:00u12.0
ST. LOUIS	3 STATIONS
THE TOP IS ONCE-WEEKLY S	HOWS (* Indicates Non-Network)
1. \$64,000 Question KWK: T	8. G. E. Theater, KWK, Su. 30.4 9. What's My Line? KWK, Su. 29.5 10. I've Got a Secret, KWK, W. 29.2 11. Dragnet, KSD, Th. 29.0 11. Studio Onc, KWK, M. 29.0 13. Playhouse of Stars, KWK, F. 28.9 14. Godfrey's Talent Scouts, KWK, M. 28.7
7. Gunsmoke, KWK, S30.7	14. Millionaire, KWK, W
1. Mickey Mouse Club, KWK. MF	6. *Weather. Sports (6 p.m.), KSD, MF
5. Eddle Fisher, KSD, W., F	10. Guiding Light, KWK, MF
1. Badge 714 (NBC), KSD, M9:30	17. Inner Sanctum (NBC), KWK, Su3:0014.0 18. Dr. Hudson's Secret Journal (MCA), KSD, S9:30
14. Man Bening the Baoge (MCA), KSD, S10:00	28. Cowboy G-Men (Flamingo), KSD, S.12:3010.7 29. Cisco Kid (Ziv), KSD, T5:30

#### **AGENCY PRESIDENT WRITES:**

The state of the same of the same

"A guy in this business without The Billboard is an incomplete guy!"

1 4 1 4 14

## Muzak, ASCAP Seek Decision From Courts

NEW YORK, Dec. 31.-Both the Muzak Corporation and the American Society of Composers, Authors and Publishers have submitted petitions in New York Federal Court asking that the courts determine fees for Muzak's use of the Society's repertoire.

The procedure is called for in the provisions of the consent decree, which stipulates that the courts may be asked to intervene in the event the negotiating parties fail to arrive at an agreement.

ASCAP, in addition to requesting that the courts fix a fee, asked that an interim basis of payment be established pending final determination of what constitutes a reasonable fee.

ASCAP has also made a motion to take a deposition of Muzak President H. E. Houghton and Vice-President John R. Adams January 17.

## Clark Seeks **Europe Deals**

NEW YORK, Dec. 31. - Sam Clark, president of ABC-Paramount Records here, will go to Europe in February to seek new catalog material and get distribution deals. Meanwhile, AM-Par has signed White & Gillespie to handle its dis- him payment at union scale, was smothering the sales potential tribution in Australia and New amounting to about \$1,000, but c singles. Zealand, with Hector Crawford Desmond refused to pick up his Livingston this week pointed to representing the line personally in check, claiming that such disks his own firm's impressive array of those territories.

continue discussions on a deal for initially being paid, if not Coral prosper side b, side. He said Cap-British Decca to handle AM-Par's (Continued on page 15)

#### Wing Extends LP Lottery Deadline

NEW YORK, Dec. 31. - Wing scheduled to end December 5, calls for dealers in each territory to participate in a drawing for \$200 worth of Wing LP merchandise, with a local deejay drawing the winning ticket in each case.

The gimmick, a promotion for the label's new album line, is that dealers get one lottery chance for every order for one each of five new Wing LP's, which includes Fabulous Dorseys" package.

sification of products were high-

lights of 1955 for Columbia Rec-

ords, according to a year-end re-

view of the firm's activities Thurs-

day (29) by James B. Conkling,

president.

Sales Cited by Col

#### GLENN MILLER DAY AT KVAS

ASTORIA, Ore., Dec. 31.-A unique tribute to the late Glenn Miller was paid this month by radio station KVAS here. On December 15 Program Director Neil Sargent arranged that only Miller disks were played from signon at 6 a.m. to sign-off at midnight.

Altho the records were spun alm t continuously (only interruptions being for commercials and brief newscasts), Sargent reports that not once was a tune duplicated. The station also gave away Miller records and albums during the day, along with a \$25 savings bond and other merchandise gifts. The event is believed to be a first in deejay programming annals.

#### RCA Settles With Desmond On GM Beef

NEW YORK, Dec. 31.-Singer Johnny Desmond's complaint against the Glenn Miller estate and RCA Victor was settled last week for what was described as a "substantial cash payment."

The warbler, who is under contract to Coral Records, recently raised the question of Victor's right to release Glenn Miller Air Force bank disks on which he performed without seeking his permission (The Billboard, December 10).

Victor reportedly had offered

## Indie Activity in '55 Sparked By Inroads Into Pop and R.&B.

**National Retail Chart Recap Shows** More Pie Slices; Majors Hold C.&W.

extent of the indie labels' incur- as to artist, etc., will be found on last year. documented by The Billboard's Top Pop Records. yearly recapitulation of the naever a sphere for the majors.

each snagged three, and Cadence the top 30 totals five-Epic, "X,"

tional retail charts carried in this year's recapitulation, Columbia led 1954. issue. The indie activity is most all majors with seven. The other marked in the pop, and rhythm majors, including Mercury, had a sphere of indie label activity, has and blues field, with the country five each, making a total of 27 out become even more so. A total of and western category more than of 30 top disks. This year, the 17 labels divided up the top 25 same five diskeries grabbed off best-selling records. Last year, In the pop field, the top 30 only 20 of the top 30 disks. Last with the annual recap chart runrecords of the year-from the sales year only three indies were ning down to 30 places the top viewpoint-were divided as fol- credited with a single hit among disks were divided up by only 12 lows. Capitol landed five, with the top 30. These were Cadence, Victor, Columbia and Decca get- London and Coral. This year, the ting four each. Mercury and Dot list of labels with one disk among came up with two. Labels credited M-G-M, Coral and Kapp. The with one each are Epic, "X," outstanding indie, of course, is Dot,

NEW YORK, Dec. 31. - The M-G-M, Coral and Kapp. Details which did not show in the top 30

sions into the record market is the full page chart titled 1955's A total of 12 labels were responsible for the top 30 in 1955, It is to be noted that in last as compared with eight labels in

The rhythm and blues field, long

Atlantic, which led the chart last year, is first again, with a tally of five out of the top 25. Imperial has three. Chess and Checker each have two. The 13 remaining disks are credited to 13 different labels -an indication of how rough and tumble the competition in this category has become. The 13 labels with one disk each are Glory, Duke. Dootone, Modern, Mercury, Epic, De Luxe, Clef, Excello, Savoy, Decca, Herald and Vee

The majors, it will be noted, are virtually out of the running in r.&b., with only Pecca. Mercury, and Epic, the Columbia subsid, able to snag one each.

The country field more than ever, belongs to the majors. Out of the top 25 best sellers, Victor, Decca and Capitol grabbed off eight, seven and six disks, respectively. Columbia came thru with three. Fabor Records took onethe only indie to make a showing in the top 25.

## Cap Surging Ahead In Singles Output

its biggest singles business in its singles business g es. history, according to Alan Livingston, the company's executive vicepresident and artist - repertoire chief. The surge in singles sales opinion that the package business that the existing market was di-

were competitive to his own solo singles sellers as evidence that the While in Europe, Clark plans to efforts on Coral. He had insisted on package and singles business can rates, "something per side and a itol has reaped its highest package sales during the past quarter while

HOLLYWOOD, Dec. 31.-Capi- at the same time moving far ahead tel Records at this time is enjoying of any year in the past so far as the

Tough or Indies

Reason for the temporary dearth in singles sales a year ago as suffered by nearly all the major labels, comes hot on the heels of trade Livingston said, was due to the fact vided up by the many independent labels. Livingston pointed out that the independent can compete on a fairly equal basis with a major label ir the singles field, but the independent finds the package business too rough to tackle. Albums require a far greater initial recording investment with additional high costs involved in the packaging and exploitation of them. Disk jockeys are reluctant to plug albums, and costlier avenues of sales promotion must be used.

The independent labels were quick to jump on the rhythm and (Continued on page 15)

## **New Cap Pact**

HOLLYWOOD, Dec. 31.-Capitol Records this week signed Tennessee Ernie Ford to a new contract six months prior to the expiration of his existing pact. Ernie had been on a year's contract with options, with Capitol continuing to pick up the options on a yearly basis. The new contract is for a solid five years at maximum royalty plus guarantee payments. Alan Livingston, Capitol's artist-repertoire veepee, refused to divulge the amount guaranteed.

The new contract is written at a time when Ernie is riding the crest of the best-seller lists with his "16 Tons," which reportedly has passed

NEW YORK, Dec. 31.-Coral Records is stepping up its activity in the package field with an extensive promotion, the January Package Plan. Starting date is Monday purchasing albums under the plan Verdon, Lurlean Hunter, Teddi dustry.

During the year, the diskery's Africa and Australia. Conkling log accounted for a sizable chunk tended dating plan. All Coral and The sets were produce transcription division developed also declared that more Columbia of the 1955 sales volume-notably Brunswick LP's and EP's are in the direction of Ed Welker,

(Continued on page 15) album division.

#### N. Y. Changes Definition Of 'Cabaret'

NEW YORK, Dec. 31. - President Al Manuti and the administration of Local 802, American Federation of Musicians, have succeeded in changing the definition of "cabaret" in the zoning laws of New York City.

The change will permit the employment of musicians in spots which heretofore were not permitted to hire small instrumental groups. Until now, a spot which used a trio was classed as a cabaret. Under the new definition, such a spot is not classed as a cabaret.

The new ruling immediately opens up a large section of the city to musicians - particularly

areas on the East Side. Manuti presented his case to the city planning commission several weeks ago, and this group passed it on to the board of estimate, which made the definitive ruling this week.

## **Dames Draw \$\$** at Victor

NEW YORK, Dec. 31. - RCA Victor's pop album program for January is pegged to the timehonored notion that dames draw dollars at the box office.

The diskery this week intends to issue simultaneously nine disk albums by as many females on its artists roster. Of these, all but one is a vocalist. The exception is the pianist Barbara Carroll. The others are Kay Starr, Jaye P. Morgan, Lena Horne, Dinah Shore, Gwen

The sets were produced under

Copyrighted material

## Even Better in '56, Records LP lottery contest for dealers has been extended to January 15. The contest, originally Says Decca Veepee

NEW YORK, Dec. 31.-Decca the line-in singles and packages. Records, whose 1955 disk sales are "It's in the wind," said Schneider. stated that as "bullish" as 1955 as the new year gets under way. Buddy Morrow's "Salute to the was for the label, the new year Among the newer singles leading

estimated at the \$22,000,000 mark The Decca exec also pointed to -representing about \$3,000,000 more than the previous year-ex- as certain to have a beneficial efpects an even better year in 1956. fect on the disk industry generally. Leonard Schneider, the diskery's executive vice-president, this week

would see an increase all along New Items, Soaring

NEW YORK, Dec. 31.-Record tions of the process was a multisales volume and increased diver-million mailing of a color postcard bearing a recorded signing commercial by Rosemary Clooney for the Ford Motor Company.

Epic Sales

Commenting on specific growth Conkling said that single rec- aspects, Conkling pointed to the ord production continued at a high firm's subsidiary Epic Label, which level thruout the year, while LP's he said, virtually doubled 1954 have been turned out at the rate sales figures during the past year. of more than a million a month Mention was also made of the since August. In addition to its phonograph division, which was manufacture of "Hi Way Hi Fi," said to have increased sales by Around the Clock"; the over 1,000,-162 r.p.m. disks exclusively for more than 25 per cent in 1955.

use in auto phonographs, the firm's Two additional facets of the diversified items included a com- multi-sided operation were the start plete line of phonos and needles, of the LP mail order record club tape recorders and precision cus- and a marked expansion of intertom molded plastic products for national business. During the year, Dee. "Auravision," a process of com-bining recorded sound with printed international audiences in 1955 Aces, Ethel Smith and Leroy An-Kick off of the January program repertoire for the pop and jazz Committee that are a first than the first term of the first

the high rate of phonograph sales as certain to have a beneficial ef-

The diskery points to strong sales in singles and package fields the Decca list are Bill Haley's "See You Later, Alligator" and "The Paper Boy"; the Mills Brothers' 'All the Way Round the World"; the Rex Allen-Victor Young "I'm. a Young Cowboy" and Caterina Valente's "Temptation" and "Siboney."

Country Sides

Country sides going strong for the diskery include Webb Pierce's "Love, Love, Love" and "Why, Baby, Why?"; Kitty Wells' "I've Kissed You My Last Time" and the Red Foley-Kitty Wells' "You and the two million sales mark. Me" and "No One But You."

The past year Decca released its most extensive album line-up, and heavy volume is still being racked up on some of its product. Notable are "Guys and Dolls" in the original cast album, as well as the film cast and Sammy

Package Push Davis Jr.; the Bill Haley LP, "Rock 000 original cast album of "Oklahoma" the "Holiday" series, the Webb Pierce country album, the two Sammy Davis Jr. albums and

derson.

## Coral Steps Up

packages by Crazy Otto and Lenny (2), and dealers and distributors

matter. One of the first applica- than ever before. and the second

## Gals Across Nation Are Grabbing Mikes to Gab on Deejay Shows

By IUNE JUNDY

NEW YORK, Dec. 31. - The turntables are turning at many stations across the country, and more and more female spinners are manning record show mikes these days. The deejay profession, heretofore primarily masculine domain, now numbers women jockeys ranging in age from four to "over-21." with everybody from a Miss America runner-up to a former child movie star joining the record ranks.

A major reason for the changeover is that sponsors and agencies -who once trowned on the use of daleet voices on spot commercials -have become sold on the fem spielers since the advent of TV.

Impressed by the sales impact of the ladies on video, advertisers are beginning to wonder if they've been wrong all these years about the impact of fem deejays on radio.

#### More Confidence

Doris Steele, who formerly aired record segs on Mr. and Mrs. shows over WMCA and WOR here, contends that women have more confidence in another woman's word on products for the home. True, she may prefer to listen to a man, but the sales message is more apt to "take" if a woman delivers it. In line with this Mrs. Steele notes that during her stay at WMCA. many ad ertisers requested that she do the commercials on copy touting food products, jewelry, magazines, recipes and filter and cork tip cigarettes

Mrs. Steele, who is currently negotiating with one of the networks on her own deejay package, also maintains that women are better at interview chatter, because "they have more inquiring minds and are apt to ask off-beat questions that women listeners want to know the

## More Diskeries Share Loot on 50 Top Tunes

37 Firms Split Honors for 1955; R&B's Fare Well

NEW YORK, Dec. 31.-Just as the recap of top disks shows that more labels are cutting up the record loot, the recap of publishers making the Honor Roll indicates an increasing number of firms are snagging the top tunes. In 1955, the top 50 tunes (published last week in the Honor Roll recap) were published by 37 firms. In 1954, the top 50 Honor Roll Tunes were published by only 25 publishers.

In the 1954 recap, 14 publishers had one tune each among the top 50. In the 1955 recap, 26 publishers with one each made the (Continued on page 16)

#### George Shaw In Bankruptcy

NEW YORK, Dec. 31.-George L. Shoester, vocalist Georgie Shaw professionally, filed a voluntary petition of bankruptcy for over \$37,-000 in U. S. District Court, South- flood-stricken Northwest have in- Furniture Warehouse. Big Red, opem District of New York. Creditors are listed as General Artists Corpo- in replenishing damaged stock. ration, for commissions totaling

sions on engagements. perior Court for \$30,000, Will Allen stock at but a third of the normal rodeos thruout the State. Formerly, holidays. and Murray Taub claiming this sum under a management contract. Fed- will help the dealers facilitate their pearances were sponsored by the up \$85,000 during Dr. Jive's oneon the bankruptcy petition.

answers to (e.g. "Are you married, amples of fem leadership in the honey?").

in New York musical comedy star owner of Sun Records. month as a regular staff spieler at of the Del Wood fan club.

One of the most startling ex-

local radio field is that of WHER, The beauty queen femiay is Memphis. The new 1,000 watter Phyllis Leftwich, Miss Maryland of operates on an almost exclusive 1954-'55, and currently reigning fem-employee policy, with Assistover the turntables at WAYE, Bal- ant Manager Dottie Abbott doutimore. The former child star is bling under the deejay monicker Ann Gillis (Becky in Jackie Coop- | Marge Abbott. Also on the staff er's old "Tom Sawyer" film), who is Marion Keisker, ex-staffer at has been heard Monday thru Fri- WREC, Memphis. The manager, day over KDKA, Pittsburgh. Here tho, is male, one Sam Phillips,

Martha ("South Pacific") Wright | Youth is very much in evidence has her own record show, supple- on the fem deejay scene, with sevmented by a little live thrushing, eral teen-age gals spinning 'em over WCBS, while another canary, after school, including 15-year-old Ruby Mercer, pilots a platter show Sheila Owens, WEIC, Charleston, over WOR here and the Mutual Ill., who has a daily hour after-Broadcasting System. Cleveland's noon airer; Patty Boyd, WMAX, first woman announcer, Gloria Grand Rapids, Mich., the town's Brown, took over that title this only fem jockey and also president

In the pre-teen group are 12-(Continued on page 16)

## Infant DOLA Shakes Its Fist at ASCAP

Calls Point System of Logging Remotes Discriminatory, Threatens Tune Boycott

HOLLYWOOD, Dec 31.-The great growth of ASCAP. Your acboard, December 24, 31).

DOLA, form d a year ago, numbers approximately 150 band leader members and boasts an additional equal numbe, of associates in the baton ranks. It is headed by Les Brown, with its board of directors including Tommy Dorsey, Lawrence Welk, Freddy Martin, Ralph Flanagan Count Basie and Sam Donahue.

First Big Fight

In opposing the ASCAP action, the fledging band leader organization takes on its first major battle. A: to whether DOLA's members can boycott ASCAP tunes in future performances remains to be seen. It is certain that a heavy proportion of the band repertoire is ASCAP - licensed music and it would create considerable difficulty for the band leaders to throw them out of their books.

DOLA voiced its protest and threat in a wire to ASCAP which reads: "DOLA (Dance Orchestra Leaders of America) feels that your revised point system on broadcast remotes recently announced by ASCAP discriminates against one of the most important factors of the entertainment business, namely, dance orchestra leaders who have been mainly responsible for the

Dance Orchestra Leaders of Amer- tions seem to disregard this fact. ica this week lashed back at the A. president of DOLA, and with American Society of Composers, sole approval of our board of direc-Authors and Publishers, charging tors, which includes Tommy Dorthat the Society was "discriminat- sey, Lawrence Welk, Freddy Maring against one of the most im- tin, Ralph Flanagan, Count Basie portant factors of the entertain- and Sam Donehue, I protest this ment business" by revamping its reduction of credit points for broadpoint system of logging broadcast cast remotes and am immediately remotes, and threatenes that the recommending to all members of band leaders may drop ASCAP DOLA that starting with New tunes from their books (The Bill- Year's Eve, they exclude all ASCAP music from their broadcasts. We hope you will reconsider this matter, but if no action is forthcoming on your part, e will be forced to recommend to our members that they exclude ASCAP tunes in all their various activities, such as recordings, TV, radio, public appear-

(Continued on page 16) the little guys."

#### HOTEL VEEPEE TURNS CLEFFER

NEW YORK, Dec. 31.-Gaston Lauryssen, vice-president and host of the famed Carlton House Hotel here, has joi.ied the cleffing fraternity. The piano concerto "Carltonia" was originally penned for Shura Devorine, cocktail pianist in the hotel's Steuben Room. Devorine later inked a disking pact with King Records, where he cut the platter at his first session.

## Hassle on U. S., Jap Copyright Pact Settled

TOKYO, Dec. 31.-A hassle between various Japanese creative interests and the Government Copyright Conference Committee regarding United States-Japanese public domain here.

#### Young to Air Beefs With ASCAP Board

NEW YORK, Dec. 31.-Barney Young, who was originally scheduled to meet with ASCAP execs this week to air his protest on the revised logging system, will have confab Tuesday (3). Young says he will be present as chairman of a committee representing small ASCAP publishers and writers, and that the entire ASCAP board is scheduled to hear him.

Young has presented the point of view that the logging revision is tantamount to "illegal confiscation" and that the diminution in the value of sustaining plugs "takes away the bread and butter from

## Fox to Accelerate Diskery Auditing

Free Disks for Deejay 1-Stop, Dealer Promotions Pose Mounting Problem

Fox, publisher's agent and trustee, of the problems in working out the will sharply step up the auditing blueprint is the necessity for schedof diskeries during 1956. When uling audits at periods when diskthe blueprint is completed, Fox eries can spare the time. hopes that several hundred labels shall be audited once every two regard to auditing, the Fox office years on a routine basis. Additionally, of course, labels will be tice of giving away records for series to be tagged "Jazzville '56." audited whenever circumstances promotional purposes on the disk Vol. 1 couples sessions cut by the warrant such procedure. The expanded plan will also provide for auditing of labels in Canada.

Fox feels it is necessary to strike a Quintet and the Gene Quill-Dick (Continued on page 16)

Sherman combo.

Fox has been gradually stepping

NEW YORK, Dec. 31. - Harry up the auditing schedule, and one

A mounting problem with his second LP of piano standards. reiterated, is the increasing prac- is readying its first LP's in a jazz jockey, one-stop and dealer levels. Julius Watkins - Charlie Rouse

## **Capitol Trains** Sights on 1956 Package Mart

Preps 28 Albums For Jan. Release; 21 Pop, 7 Longhair

HOLLYWOOD, Dec. 31.—Capitol is leveling big guns on the 1956 package market, and is kicking off the year with an all-time high in album releases. It will release a total of 28 albums in January-21 pop packages and seven classical albums.

Pop albums to be released in January include "Ray Anthony's Big Band Dixieland," "Battle of the Big Bands" (with Jolly Rogers, Stan Kenton, Ray Anthony, Maynard Ferguson, Dizzy Gillespie, Benny Goodman, Bobby Sherwood, Woody Herman, Charlie Barnet, Billy May, Sam Donahue, Duke Ellington); "Cascades-New Liquid Sounds by Paul Smith," "Modern copyright mutuality, was resolved Sounds" by Shorty Rogers and last week, narrowly averting a situ- Gerry Mulligan, and "Music to ation wherein American works Change Her Mind" by Jackie Gleawould have been thrown into the son. Others include "Margaret Whiting Sings for the Starry-Eyed"; Altho Japan had signed the "Lonely Spell," Bob Manning; "Bal-(Continued on page 16) lads of the Day by Nat (King) Cole"; "Harold Arlen and His Songs"; "Sweet and Lovely," Jan Garber; "Woody Herman"; "Pent-house Serenade," Nat (King) Cole at the piano; "Voice of the Trade Winds," Harry Owens and His Royal Hawaiians; "New Concepts in Artistry in Rhythm," Stan Kenton and his orchestra; "Nat (King) Cole Sings for Two in Love"; "Sketches on Standards," Stan Kenton; "Serenade," the voices of Walter Schumann; "Soft Lights and Bobby Hackett"; "Mostly Sextets," (Continued on page 44)

#### Sampler Pays Off for Seeco; **New Plans Set**

NEW YORK, Dec. 31. - The first sampler promotion essayed in the Latin-American field has easily pulled its weight for Seeco Records. According to diskery topper Sidney Siegel, the 98-cent Latin Sampler, issued December 10, already has sold 50,000 copies and has landed the label 15 new distributors.

Siegel now intends to restrict future LP releases to 12-inch packages, and plans gradually to convert his present 10-inch packages to the larger disks. Four 12-inchers will be released next week, listing at \$3.98.

The diskery also plans to step up its output in the non-Latin field. Next week, Skitch Henderson, who is signed to the company, will cut

Seeco's subsidiary label, Dawn,

### STILL GOING STRONG

### Rock & Roll Supports 2 Big-Budget Shows

NEW YORK, Dec. 31.-The rock at the theater, Manager Gene by the hefty audience reception ac- the same week. corded WWRL's Dr. Jive (Tommy | The Freed show opened slowly The agreement also calls for lyn Paramount and WINS' Alan the weekend, with Monday's (26) Shaw also has a judgment pend- week told their dealers that they Thompson and his group to appear Freed and his "Rock 'n' Roll" show gross breaking the house record. ing against him in New Jersey Su- will replace all flood-damaged at a number of fairs and at the Academy over the Christmas Since Freed's bill runs thru Mon-

eral Judge Lawrence E. Walsh return to business as normal. No Falstaff Brewing Corporation. The week run (December 23-29), and pected to balance out to its exstayed the proceedings in the New estimate of record dealer losses in Big Red deal was negotiated by while it didn't come up to the rec-Jersey court pending determination the flood areas has been made as Jim Halsey, the singer's personal ord \$156,000 gross piled up by Alan Freed's Labor Day week show

and roll craze with teen-agers is still Pleshette considers it a healthy boxstrong enough to support two big office take in view of the fact that budget stageshows here, judging Freed was at the Academy during

Small) and his troupe at the Brook- but picked up tremendously over day, the Academy management re-

> Dr. Jive and Freed packed their (Continued on page 16)

## Col Distribs

HOLLYWOOD, Dec. 31.-Columbia Records distributors in the here this week with the Big Red formed dealers they will aid them erating a chain of furniture and ap-

\$1.800; Danny Kessler, \$2,200 for Francisco, which covers about 85 wide hook-up, with shows originatcommission on engagements, and per cent of the flood-ravaged ing live every Saturday via WKY-Al Gallico, for \$1,500 in commis- Northern California area, and Live TV here. Electric Company, Seattle, this

### 2-Yr. TV Deal For Thompson

OKLAHOMA CITY, Dec. 31.-Hank Thompson, c.&w. band leader, inked a two-year TV pact pliance outlets thruout the State, H. R. Basford Company, San will sponsor Thompson on a State-

manager.

## New Giants Prime For '56 Disk Fray

Continued from page 1

before the year is out.

its Masterworks LP prices this disks a secondary factor. week and Norman Granz' reduction of his combined EP catalogs to 98 cents per disk (The Billboard, December 31) quite possibly presage similar moves by other companies.

It has become evident increasingly in the past few weeks that General Teleradio seriously intends to enter the disk field, and that the outfit is considering the purchase of a large package catalog. A number of independents have been granted appointments with General execs, but so far, reportedly, the only catalogs getting serious consideration are those of London-Decca and of the Concert Hall-Josefowitz interests. In its

#### Triple Crown

Continued from page 1

bia, October 1; Ernie Ford (Sixteen Tons), Capitol, December 10.

Country and Western: Webb Pierce (More and More), Decca, January 1; Carl Smith (Loose Talk), Columbia, February 12; Webb Pierce (In the Jailhouse Now), Decca, March 12; Webb Pierce (I Don't Care), Decca, August 6; Decca, November 5.

(Pledging My Love), Duke, March and phonograph sets, records and 5; Fats Domino (Ain't That a other articles. Shame?), Imperial, July 2; Chuck Berry (Maybellene), Chess, September 3; The Platters (Only You), Mercury, November 19.



NEW RELEASES "WHISLIN" WILLIE" 5 Encores-Rama

"DANCE WITH A ROCK" Esquire Boys-Dot

"BLUES FOR TENN." Rusty Wellington—Arcade

MYERS MUSIC, INC. 122 N. 12th St., Phila. 7, Pa.



voices of Waiter Schumann RCA = 47 6318 Bing Crosby Decca = 29777 Page Cavanaugh Trio Olympic = OL-805-A-X

M. Witmark & Sper



companies will be in the club field | London talks, it is believed, however, that the prime interest of the In 1956 also, tradesters antici- General firm is the Decca Navigapate changes in the present price for System and electronic products structure. Columbia's reduction of division, with the London-Decca

Lively Days

It all adds up to a pretty lively period for the industry, and one thing the diskeries are especially concerned about is how and where they can get their wares exposed to the buying public. First, it's clear that the dealers will have to become more and more selective in ordering new merchandise from so many sources. Second, with only so much time allotted the average disk jockey, the publishers and record companies will have to go to greater lengths in order to get their disks squeezed in on deejay shows and still perhaps not be insured sustained plugging once they do get a disk programmed.

#### Danish Philips **Boosts Capitol**

COPENHAGEN, Denmark, Dec. 31.-The Danish affiliates of the Dutch electronic firm, Philips, has increased its capital to \$2,175,ooo thru the issuing of new shares to the amount of \$942,500. In-Webb Pierce (Love, Love, Love), creased capital will enable the firm to expand its local plants for Rhythm and Blues: Johnny Ace the production of radio, television

At present there is a mild boom in sales of video sets due to recent expansion of Denmark's TV network facilities.

#### Cap Singles

Continued from page 13

blues trend, Livingston said, and therefore were able to divide up of the singles market. Livingston sees the majors' return to the singles field as having a twofold reason: The majors also jumped on the ston points to some of his own new (non-sound track) recordings firm's top sellers.

Ernie's "Sixteen Tons" as the top tol is bearing down heavily on the seller, quoting a sales figure of two fact that this is the only high fiand a half million records during delity recording of the film's music the nine weeks it has been in re- available. lease. He said Dean Martin's "Memories Are Made of This" has Decca from acquiring record rights hit the million mark. According to to the sound track, altho Decca is a Livingston, Frank Sinatra's "Love member of the U-I family. Goodand Marriage" has sold 700,000, man's film contract with U-I gave with a similar sales figure for the Decca sound track rights provided Cheers' "Black Denim Trousers." Nelson Riddle's "Lisbon Antigua," Kit Carson's "Band of Gold," Nat James was at Columbia at that Cole's "Someone You Love" and time (he's now with Capitol) and "Take Me Back To "oyland," and Sinatra's "Love and Marriage" are all past the 200,000 mark.

#### Clark Seeks

Continued from page 13

entire line. Meanwhile, the Ted Lewis firm is leasing specific AM-Par disks for release in England

Clark is also carrying on negotiations with various distributors in South America and South Africa, but no decisions have been made as yet as to which firms will handle the line.

Four more ABC-Paramount platters are scheduled for release January 15, thus giving the new label a total of 12 platters on the market since its initial release last November. New disks include sides by singer John Leslie, thrush Bernadine Reade, the Toppers, and a novelty record by TV comic Bert Parks, latest artist signed by the label. Both of the last two platters will probably get considerable Brothers, Alan Dale, etc. TV plugging, since Parks has a show on ABC-TV and the Toppers being supplied with special order TV airers.

## Pubs, Writers In 1956 to Get Foreign Dough

**BMI's Alien Pacts** To Begin Paying; ASCAP's Continue

NEW YORK, Dec. 31. - The year 1956 will mean added protection and performance revenue from foreign countries for publishers and writers. The American Society of Composers, Authors and Publishers for years has had strong reciprocal contracts with the European societies, but 1956 will mark the time when the foreign contracts set by Broadcast Music, Inc., will bear fruit.

it is known that BMI is currently preparing its first comprehensive affair will go to that charity. distribution of funds derived from foreign performances. The bookbefore long.

Austria, Australia and Belgium.

in some cases represent performupcoming distribution of foreign funds by BMI will not include royalties from the British Society, organization was concluded in

## For BG Derby

HOLLYWOOD, Dec. 31.-Capitol Records is out to grab the sales lead in the Benny Goodman album between themselves the lion's share derby once Universal - International's "The Benny Goodman Story" film goes into national re-

The West Coast major will rer.&b. wagon to tip the sales back in lease its "Benny Goodman Plays their favor: the r.&b. craze is wan- | Selections From 'The Benny Gooding. As proof of the latter, Living- man Story'" in January, featuring by Goodman, Harry James, Lionell Livingston named Tennessee Hampton and Martha Tilton. Capi-

> In effect, Capitol squeezed out the record company would get clearance of the other artists used. therefore was not free for Decca's use. Goodman was impressed with Capitol's "BG in Hi-Fi" album results and decided to sign with the Coast company, thus tipping the scales in Capitol's favor.

#### Carol Steps Up · Continued from page 13

coincides with the release of seven new 12-inch Coral albums. These include "Let's Dance," by Steve Allen and his ork; two sets by Georgie Auld, "Lullaby of Broadway" and "Misty"; "That Sound of Renown," by Les Brown; "Ames Brothers' Concert," "Hoagy Plays Carmichael" and a collection of inspirational songs titled "He."

The latter package includes the title song by the McGuire Sisters; "The Bible Tells Me So," by Don Cornell; "The Lord's Prayer," by Johnny Desmond, and "I See God," by Lawrence Welk, as well as selections by Dorothy Collins, the Ames

Distributors and salesmen are appear on Arthur Godfrey's CBS- forms for the company's new and previously released packages.

## WNEW Preps DJ Dances for Youths

younger audiences.

The WNEW project is some- A similar financial setup is utilwhat unique, in that the station is ized by Bill Randle of WERE, actually shelling out cash for its Cleveland, with Randle and the musical director Roy Ross and his station paying talent costs on bands orchestra to play at the dances, and performers who appear at thus by-passing what has been a shows staged regularly at local touchy union problem on charity schools by the deejay. Expenses shows here.

Each monthly dance will be given to help a different com-No figures are available yet, but munity group (which aids youth) and the entire proceeds from each

The station will supply a complete package for the dances, inkeeping is involved, but the funds cluding name band (augmented by are already on tap and it is ex- special instrumentalists) and will pected they will be distributed line up top recording artists as guests. Each affair will be pre-Included in the distribution will ceded by three weeks of heavy be money from the performing plugging on all of WNEW's shows, rights societies of France, Ger- and the station's entire deejay rosmany, Japan, Sweden, Italy, Spain, ter will turn out for each dance-Jerry Marshall, Gene Klavan and It is understood that the funds Dee Finch, Hal Moore, Bill Williams, Lonny Starr, Art Ford, Bill ances as far back as 1952. The Harrington, Bill Kemp and Jack Lazare.

The first dance will be held BONNIE LOU ..... King January 28 in behalf of the Larchinasmuch as BMI's pact with that mont-Mamaroneck Youth Clubs' "Buy-a-Brick Campaign" at the Mamaroneck Junior High School gymnasium. Time, talent and air plug costs will run the station more than \$1,000 on each affair.

The deejay personal appearance routine (especially the record hop gimmick) has long been a solid promotional device of many-out-of-

#### Round Quarter LP Label Organized

NEW YORK, Dec. 31.-Organization of the new Round Quarter Record label was announced here this week. Initial release is slated for January and will comprise a series of literary LP's introducing new methods of presenting oral poetry, via the spoken word and musical sound analogies. First of this series will be "Poems by Storm De Hirsch," employing four readers and a jazz group.

Other categories to be released on the label include jazz, popular and folk material. Officers of the new diskery include Louis Brigante, president; D. Anthony Fusco, vice-president, and Gerard Cobert, treasurer.

#### Helman to Flack For RCA Albums

NEW YORK, Dec. 31. - Herb Helman, former East Coast regional sales manager for London Records, joined RCA Victor this week as administrator of album publicity.

Helman, a record business veteran of 10 years, will report to Jerry Thorp, publicity manager, in this newly created post. His field will include all albums including Red Seal, pop, jazz and c.&w.

Anne Fulchino continues administrator of pop singles pub-

NEW YORK, Dec. 31.-In a town stations, but has been prac-move to strengthen its hold on ticed here with less frequency. teen-age listeners, local radio indie Alan Freed broke the ice last year WNEW is underwriting a series of when he moved from Cleveland monthly community dances in to WINS here and started staging 1956, marking what seems to be a Rock 'n' Roll stageshows at local growing trend for Manhattan radio movie houses, but this is believed stations to utilize deejay personal to be the first time that a local appearances as promotion bait for station has bankrolled a dance project itself on a regular basis.

are then chalked up to the station's advertising and promotional budget, a practice which will probably also be adopted by WNEW.



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#### MUSIC AS WRITTEN

MYERS MAKES DEAL ON 'ROCK' PIC . . .

Columbia Pictures Corporation for labels Bob Klein, who was a the use of the title of his hit tune (Continued on page 48) "Rock Around the Clock" as the title of a Columbia Picture. The film, to star Bill Haley and His Comets, and disk jock Alan Freed, will also feature other Myers tunes, including "Rock-A-Beatin' Boogie." Shooting starts on the Coast January 7.

CROSS COUNTRY LABEL

FORMED IN N. J. . . . Cross-Country Records, a new label, has been formed in Garfield, N. J The first release features Lee Moore, country deejay on WWVA, Wheeling, W. Va. Sonny Dunham and the Noteworthys are slated to cut a disk shortly. Execs of the firm include James Frishione, president; Jack Peters, veepee, and Eddie McMullen, a.&r. chief.

DECCA RELOCATES IN HARRISBURG, PA. . . .

Decca Records is relocating its Scranton, Pa., branch operation in Harrisburg, Pa. The new Harrisburg branch will provide more space and facilities to service the territory better. Leo Refice will continue to head the branch, and other personnel will remain.

FORBES TO DISTRIB INDIES IN PITT . . .

Forbes Records, a new distributing company, will begin operation in Pittsburgh on January 1. Her-Alco Records which distributes to handle all the smaller lines he Vancouver, Wash.; Rosemary Met- and Canadian Limited.

will be sales manager and promo tion director. Alco will handle Myers Music topper Jimmy Mercury exclusively, and Forbes Myers has completed a deal with will have a complete line of indie

#### Nation's Gals

Continued from page 14

year-old Dariel Mullins, (billed a Misty), who handles a half-hour seg of her father, Moon Mullins', nightly three and a half hour program over KEX, Portland, Ore., and 12-year-old Juanita and fiveyear-old Candy Vincent, who appear on their father's (Lee Vincent) show over WILK, Wilkes-Barre, Pa., regularly. They handle the program entirely when he is on the road with his band. The youngest gal jock today is probably fouryear-old Mindy Lou Dingman, who teams up with her father, Bob Dingman, for a seg tagged "Dunking With Daddy" over WSPN, Saratoga Springs, N. Y.

R&B Field

The rhythm and blues jockey field is represented by Zilla Mays, billed as "Dream Girl" on her latenight record show over WAOK, Atlanta, and Vivian Greene, KTLN, the only fem spinner in Denver. Until recently, WOV here had virtually cornered the lady deejay market, with five gals taking turns at the station's late-night top 50-again closely paralleling the bevy has since been replaced business. by a couple of baritones.

#### Fox Accelerates

Continued from page 14

happy medium with regard to mechanical royalties in this regard. On the one hand, the office realizes that free disks play an important part in the promotion of records and songs; on the other hand, the line must be drawn somewhere as to how many royalty-free disks can be dispensed.

Stepping up the auditing schedule involves the hiring and training of specialized auditors thruout the country, the Fox office pointed out. This is true owing to the specialized nature of the business, and the fact that a company's books often do not tell the whole story with regard to sales. It's often necessary, for instance, for the auditors to go beyond the books and ascertain how many stampers were ordered, how many pressings made from the stampers, etc.

In general, however, diskeries are co-operating more than ever. While legal aid is often necessary in reaching agreement, Fox during 1955 had occasion to file only one legal action to get a settlement. Most diskeries, when confronted with sufficient data by the Fox

office, settle amicably. Currently, three diskeries are undergoing routine audits. These are Cadence, Jubilee and Vox.

#### Top Tunes Loot

• Continued from page 14

remote mikes. Unfortunately, tho, what has happened in the disk

Publishers who made the 1955 Women have always been more list-who were absent from the Top successful in the country and west- 50 the previous year-include bert Cohen, one of the owners of ern deejay field. Current c.&w. Chappell, Planetary, Myers, Ardspinners include Mary McCoy, more, Modern, American, Lois, Mercury Records here, made the KMCO, Conroe, Tex.; Jolly Polly Beaver, Gallatin, Paxton, Joy, announcement on Thursday (22) from Raleigh, WMSN, Raleigh, Weiss & Barry, Dootsie Williams,

#### U. S., Jap Pact

Continued from page 14

UNESCO International Copyright Convention on January 3, 1953, the Education Ministry and the foreign Ministry regarding its A special Japan ratification. UNESCO Committee and the Japanese Copyright Conference Committee, which consists of publishir.g, literary, art, film, drama, music and disk company groups, strongly recommended immediate ratification, while the Japanese Copyright System Investigation Committee, sponsored by the Education ministry, was unable to reach a decision.

Meanwhile, the government here notified Washington of its wish to renew the existing treaty between the two countries on its expiration April 28, 1956. Washington, however, did not reply immediately, and meanwhile, in December, 1954, ratified the UNESCO pact Then in March, 1955, it advised Japan that it had no intention to renew the old pact and recommended, that Japan ratify the UNESCO pact instead.

With the termination of the old deal dangerously close, the Foreign Ministry at last ventured to present a bill of ratification to the Diet, which was passed by both houses last week. This now will be presented to the general secretary of UNESCO on January 28, making it effective on April 28, the very day the old Japanese-U.S. treaty terminates.

There are, however, several vital points still to be straightened out in the current Japanese copyright

resented by three, "Sincerely," "Hearts of Stone" and "Maybellene"; E. H. Morris had "Ko expose vocal renditions, and that and said it was done because he N. C.; Marge Collie, KRCT, Bay- Avas, Bregman-Vocco-Conn, Wild- Clock"; Commodore, "Ain't That mentals has been the dance refelt that a new firm was necessary town, Tex.; Ann Jones, KVAN, wood, Rylan, Roncom, Maple Leaf a Shame" and "I Hear You motes. By drastically diminishing Knockin'"; Modern, "Dance With the importance of such remotes, distributes. His partner, Brud tero, WCMC, Wildwood, N. J.; It's notable that rhythm and Me, Henry"; Progressive, "Tweedle ASCAP, they charge, is delivering

#### Rock 'n' Roll

Continued from page 14

bills with big-name talent, with the former's show headlined by Ruth Brown and Clyde McPhatter, and Freed's line-up featuring Count Basie and Joe Williams, Boyd Bennett, Lavern Baker and the Cadillacs.

Meanwhile, Freed is set to take a month off from WINS in January and go to Hollywood where he will act as consultant and play himself in Bill Haley's forthcoming Columbia movie, "Rock Around the Clock." A deal is also in the works for Freed to take a cross country promotional tour this spring backed by Columbia and WINS.

The jockey will stage rock 'n' roll talent shows at movie theaters in cities where the picture is showing and also plug his syndicated program series (a WINS project) to local stations across the country. The spinner is now syndicated in two cities, and the station hopes to increase this figure by showing broadcasters the impact he has on local teen-agers.

#### Infant DOLA

• Continued from page 14

Our membership, ances, etc. which includes ASCAP members, appeals to the fairness of the ASCAP board to reconsider this discriminatory action. We await your immediate reply. Les Brown."

Band leaders here feel that ASCAP is biting the hand that once fed it for so long and so well. They argue that disk jockeys prefer to Ko Mo"; Myers, "Rock Around the the sole means of pushing instru-Oscroff, will be the supervising manager of both firms. Sam Lane, who ran the Leslie one-stop here, who ran the Leslie one-stop here.





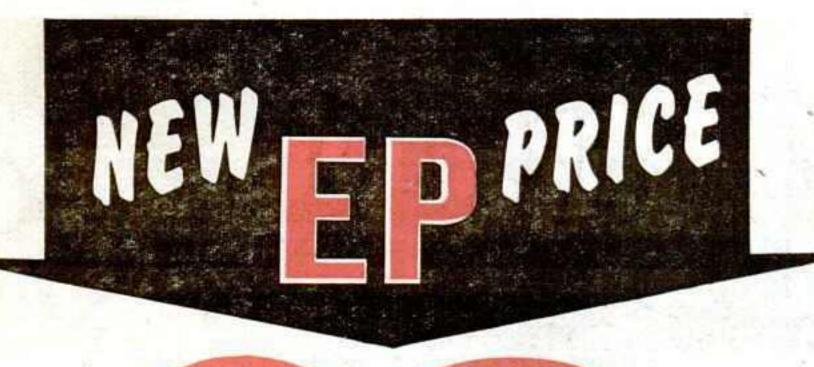
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EP C-371

MUSIC FOR TORCHING WITH
BILLIE HOLIDAY

EP C-368, EP C-369

EP C-367, EP C-370

THE GENE KRUPA QUARTET
EP C-366

THE LIONEL HAMPTON QUARTET EP C-365

BASIE

**EP C-364** 

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BEN WEBSTER WITH STRINGS
EP N-142

A RECITAL BY TAL FARLOW -EP N-134

SING AND SWING WITH
BUDDY RICH EP N-135

WEST COAST JAZZ EP N-136, EP N-137, EP N-138

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QUARTET EP N-123

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## 1955's Top Publishers

A grouping by publisher of the Top Tunes of 1955, as published in The Billboard December 31, 1955. Tunes with an asterisk (\*) carried over from 1954.

1		(°) carried over from 1954.	
	1.	FRANK LOESSER GROUP	Points
	- 57	Unchained Melody Frank	4,117 613
١		HeartFrank	576
	025-000		5,306
1	2.	SHAPIRO-BERNSTEIN Melody of Love	3,338
1		A Blossom FellS-B	1,323
1	0	DECENT ADO MADALAN CROMB	4,661
1	× .	REGENT-ARC-HARMAN GROUP Sincerely	2,181
		*Hearts of Stone	1,653 407
	6:		4,241
	4.	"BIG THREE" GROUP Love Is a Many-Splendored Thing Miller	2,129
	(8	Something's Gotta Give Robbins	1,021
	8	I'll Never Stop Loving YouFeist	522
	5.	WONDERLAND	3,672
	123	Ballad of Davy CrockettWonderland	3,636
	6.	*Let Me Go, Lover	1,881
	_ 8	Suddenly There's a Valley Warman-Hill & Range. Hummingbird Song	832 746
		Tulininingona Song	
		CHAPPELL	3,459
	Q1 6	Cherry Pink and Apple Blossom White	3,393
	8.	PLANETARY	
		Yellow Rose of Texas	3,364
	9.	WARNER GROUP Hard to Get	1,070
	33	Honey Babe	855 455
		Play Me Hearts and Flowers Advanced	429
	10	E II MODDIS CROUD	2,809
	10.	E. H. MORRIS GROUP  "Mr. SandmanE. H. Morris	1,771
		Ko Ko Mo	1,016
	11.	MYERS	2,787
		Rock Around the Clock	2,726
	12.	COMMODORE Ain't That a Shame?	1,930
		I Hear You Knockin'	561
	12	BARTON	2,491
1	***	Learnin' the Blues	
		Love and Marriage Darton	
	14.	ARDMORE	2,163
		Autumn Leaves	2,117
	10.	Dance With Me, HenryModern	1,726
	16.	AMERICAN Sixteen TonsAmerican	1 616
	D		
		PROGRESSIVE Tweedle Dee	1,515
	18.	LOIS SeventeenLois	1,372
	19.	BEAVER	
	90	Moments to RememberBeaver VALANDO GROUP	1,328
	40.	How Important Can It Be?Laurel	1,167
	21.	GALLATIN Shifting, Whispering Sands Callatin	1 062
	22.	PAYTON	
		*Naughty Lady of Shady Lane Paxton	959
	23.	Wake the Town and Tell the	
		People	942
	24.	WEISS & BARRY That's All I Want From You Weiss & Barry	920
	25.	DOOTSIE WILLIAMS Earth Angel	901
	26	HAMRLEN	
		Open Up Your Heart	883
	29.	PARAMOUNT-ROY ROGERS The Bible Tells Me SoP-R	873
	30.	AVAC	
	. 0.1	He	845
	31.	BREGMAN-VOCCO-CONN It's a Sin to Tell a Lie	729
	32.	WILDWOOD Only You	822
	255	HUR	632
	S. W. Z. F.	*Teach Me Tonight	595
	417	100 million on pug	and the same of

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A total or to the face





## 1955'S TOP POPULAR RECORDS

#### according to RETAIL SALES

Pos.	Record, Artist & Label	Points
I. CH	ERRY PINK AND APPLE BLOSSOM WHITE	1
100000	(P. Prado, Victor)	14575
	OCK AROUND THE CLOCK (Bill Haley, Decca)	
3. YE	ELLOW ROSE OF TEXAS (Mitch Miller, Columbia	10826
4. AT	TUMN LEAVES (Roger, Williams, Kapp)	9528
	NCHAINED MELODY (L. Baxter, Capitol)	
6. B	ALLAD OF DAVY CROCKETT (Bill Hayes, Cader	noe) 9019
7. LC	OVE IS A MANY-SLENDORED THING	
	(Four Aces, Decca)	8951
8. SI	NCERELY (McGuire Sisters, Coral)	8684
	INT THAT A SHAME (P. Boone, Dot)	
the state of the s	ANCE WITH ME, HENRY (G. Gibbs, Mercury)	
	RAZY OTTO MEDLEY I & II (Crazy Otto, Decca).	
	ELODY OF LOVE (Billy Vaughn, Dot)	175 BR 100 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
CONTRACTOR AND ADDRESS.	XTEEN TONS (Tennessee Ernie, Capitol)	
	EARNIN' THE BLUES (Frank Sinatra, Capitol)	
	EARTS OF STONE* (Fontane Sisters, Dot)	
16. TV	WEEDLE DEE (G. Gibbs, Mercury)	5814
17. M	OMENTS TO REMEMBER (Four Lads, Columbia).	5653
	R. SANDMAN* (Chordettes, Cadence)	
19. LI	ET ME GO LOVER* (Joan Weber, Columbia)	5380
20. BI	OSSOM FELL (Nat "King" Cole, Capitol)	5305
21. U	NCHAINED MELODY (A. Hibbler, Decca)	4908
22. B	ALLAD OF DAVY CROCKETT (Fess Parker, Colum	bia) 4432
23. H	ONEY BABE (A. Mooney, M-G-M)	3885
24. B	ALLAD OF DAVY CROCKETT (Tennessee Ernie, Co	apitol) 3628
25. K	O KO MO (Perry Como, Victor)	3615
	AUGHTY LADY OF SHADY LANE* (Ames Brothe Victor)	
	ARD TO GET (G. MacKenzie, X)	
28. TI	HAT'S ALL I WANT FROM YOU* (Jaye P. Morgas Victor)	D.
	NLY YOU (Platters, Mercury)	
	'S A SIN TO TELL A LIE (Somthin' Smith & the R	
	Enic)	3143

#### according to DISK JOCKEY PLAYS

Pos.	Record, Artist & Label	oints
A Trisi	OVE IS A MANY-SPLENDORED THING (Four Aces, Decca)	
	SINCERELY (McGuire Sisters, Coral)	
	YELLOW ROSE OF TEXAS (Mitch Miller, Columbia)	The state of the s
	ROCK AROUND THE CLOCK (Bill Haley, Decca)	
	LEARNIN' THE BLUES (Frank Sinatra, Capitol)	
	UNCHAINED MELODY (L. Baxter, Capitol)	8/84
	Victor)	8644
8. 5	SIXTEEN TONS (Tennessee Brnie, Capitol)	
	MOMENTS TO REMEMBER (Four Lads, Columbia)	
	LET ME GO, LOVER® (Joan Weber, Columbia)	
	HEARTS OF STONE* (Fontane Sisters, Dot)	
	AUTUMN LEAVES (Roger Williams, Kapp)	
	AIN'T THAT A SHAME (Pat Boone, Dot)	
	MR. SANDMAN* (Chordettes, Cadence)	
	MELODY OF LOVE (Billy Vaughn, Dot)	
	BALLAD OF DAVY CROCKETT (Bill Hayes, Cadence)	
17. 1	UNCHAINED MELODY (Al Hibbler, Decca)	5495
18. 1	DANCE WITH ME, HENRY (G. Gibbs, Mercury)	5175
19. 1	BLOSSOM FELL (Nat "King" Cole, Capitol)	5020
20, 1	THAT'S ALL I WANT FROM YOU* (Jaye P. Morgan,	
	Victor)	
	TWEEDLE DEE (G. Gibbs, Mercury)	
	KO KO MO (Perry Como, Victor)	
	YELLOW ROSE OF TEXAS (Johnny Desmond, Coral)	3936
24.	NAUGHTY LADY OF SHADY LANEs (Ames Brothers,	****
35	Victor) HOW IMPORTANT CAN IT BE (Joni James, M-G-M)	
	요요즘 [4] 이 경우 집에 있는데 있는데 있는데 있는데 있는데 없는데 하는데 하는데 하는데 하는데 없는데 없는데 하는데 없는데 없는데 없는데 없는데 없는데 없는데 없는데 없는데 없는데 없	The second secon
	HARD TO GET (G. MacKenzie, X)	
	TINA MARIE (Perry Como, Victor)	
	NO MORE* (DeJohn Sisters, Epic)	
29.	EARTH ANGEL (Crew Cuts, Mercury)	3304
30.	MELODY OF LOVE (D. Carroll, Mercury)	3286

#### according to JUKE BOX PLAYS

Pos. Recor	rd, Artist & Label	Points
I. CHERRY P	PINK AND APPLE BLOS	SOM WHITE
		2134
		Haley, Decca)1981
		)1598
	기념하다 하는 사람들은 아이들 때문에 가는 사람들이 되었다. 그 아이들은 아이들은 아이들이 살아 있다면 하는데 살아 없다.	iller, Columbia)1583
		ibbs, Mercury)1514
		Dot)1436
		s, Dot)1368
		razy Otto, Decca)1268
		olumbia)1129
		Bill Hayes, Cadence)1070
		nce)1005
		ra, Capitol) 958
		is, Kapp) 931
		Capitol) 896
15. LOVE 15 A	MANY-SPLENDORED	THING
(Four A	ces, Decca)	877
16. MELODY	OF LOVE (Four Aces, D	Decca)
17. MELODY	OF LOVE (Billy Vaugnn,	Dot) \$39
18. UNCHAIN	ED MELODY (L. Baxter,	Capitol) 822
19. SIXTEEN	TONS (Tennessee Ernie, )	Capitol)
20. UNCHAIN	ED MELODY (AI HIDDIC	r, Decca) 766
21. HARD TO	GET (G. McKenzie, X)	718
22. TWEEDLE	DEE (G. Gibbs, Mercury	716
23. YELLOW I	ROSE OF TEXAS (Johnny	Desmond, Coral) 648
		605
25. NAUGHTY	LADY OF SHADY LAN	NE* 591
MOMENTS	TO PENEMBER (Four	Lads, Columbia) 591
(Jave P. N	dorgan, Victor)	560
28. SHIFTING.	WHISPERING SANDS	R. Draper, Mercury) 532
		. Dot) 525
		Ŋ 521
Ju. HUITE D	ABE IN. MICONO, W. C. IV	.,

## 1955'S TOP C&W RECORDS

#### according to RETAIL SALES

Pos.	Record, Artist & Label	5040	Points
L IN	THE JAILHOUSE NOW (We	ebb Pierce, Decca).	7378
	AKING BELIEVE (Kitty Well		
	DON'T CARE (Webb Pierce, De		
	OOSE TALK* (Carl Smith, Col		
	TISFIED MIND (P. Wagoner,		
	ATTLE CALL (Eddy Arnold & F		
7. L.F	VE FAST, LOVE HARD AND	DIE VOUNG	
	(Faron Young, Capitol)		2219
	YOU AIN'T LOVIN'S (Faron )		
	ELLOW ROSES (Hank Snow,		
	VE BEEN THINKING (Eddy Ar		
	ORE AND MORE* (Webb Pier		
	OVE, LOVE, LOVE (Webb Pier		
	TISFIED MIND (Red & Betty		
	ALLAD OF DAVY CROCKETT		
	IST CALL ME LONESOME (Ed		
	HERE SHE GOES (Carl Smith,		
	RE YOU MINE?* (Ginny Wrigh		
18. SA	TISFIED MIND (J. Shepard,	Capitol)	1378
19. LE	ET ME GO, LOVER* (Hank Sr	ow, Victor)	1297
20. Al	LL RIGHT (Faron Young, Car	pitol)	1278
21. SE	XTEEN TONS (Tennessee Erni	ic, Capitol)	1057
22. KI	ISSES DON'T LIE (Carl Smith,	Columbia)	957
23. HI	EARTS OF STONE (Red Foley	, Decca)	886
24. TE	HIS OLD HOUSE (Stuart Hambi	len, Victor)	279
	ENTUCKIAN SONG (Eddy Ar		
	Fig. 1 The second of the secon	STATE OF THE PARTY	

#### according to DISK JOCKEY PLAYS

Pos.	Record, Artist & Label	Points
1. IN	THE JAILHOUSE NOW (Webb Pierce, D	ecca)3418
	DON'T CARE (Webb Pierce, Decca)	
	TISFIED MIND (Porter Wagoner, Victor)	
	OSE TALKS (Carl Smith, Columbia)	
	VE FAST, LOVE HARD, AND DIE YOU	
	Young, Capitol)	
	RE YOU MINE? (Ginny Wright & Tom Ta	교육하는 하는 이번 이번 교육하다 하는 사람들이 되지 않는데 되었다.
	VE, LOVE, LOVE (Webb Pierce, Decca).	
	AKING BELIEVE (Kitty Wells, Decca)	17 A 1 A 1 A 1 A 1 A 1 A 1 A 1 A 1 A 1 A
	YOU AIN'T LOVIN'S (Faron Young, Cap	
	L. RIGHT (Faron Young, Capitol)	
	T ME GO, LOVER (Hank Snow, Victor	
	E BEEN THINKING (Eddy Arnold, Victo	
	ARTS OF STONE (Red Foley, Decca)	
14. YE	LLOW ROSES (Hank Snow, Victor)	
	IERE SHE GOES (Carl Smith, Columbia)	
	ST CALL ME LONESOME (Eddy Arnold,	
	ORE AND MORE? (Webb Pierce, Decca).	
	OULD YOU MIND? (Hank Snow, Victor)	
	ATTLE CALL (Eddy Arnold & Hugo Winter	
20. CU	ZZ YO'RE SO SWEET (Simon Crum, Capi	tol)
21. Al	RE YOU MINE? (M. Lorrie & B. DeVol,	Abbott) 608
22. SA	TISFIED MIND (Red & Betty Foley, Dec	ca) 607
23. TH	IAT DO MAKE IT NICE (Eddy Arnold, V	ictor) 600
		TAX 0 200 5 100

#### according to JUKE BOX PLAYS

1. IN THE JAILHOUSE NOW (Webb Pierce, Decca)	- 1	
2. I DON'T CARE (Webb Pierce, Decca)		Pos. Record, Artist & Label Points
2. I DON'T CARE (Webb Pierce, Decca)	1	I. IN THE JAILHOUSE NOW (Webb Pierce, Decca)2338
3. MAKING BELIEVE (Kitty Wells, Decca). 1195 4. LOOSE TALK* (Carl Smith, Columbia). 1146 5. SATISFIED MIND (P. Wagoner, Victor). 1127 6. LIVE FAST, LOVE HARD AND DIE YOUNG Faron Young, Capitol). 966 7. MORE AND MORE* (Webb Pierce, Decca). 831 8. YELLOW ROSES (Hank Snow, Victor). 801 8. CATTLE CALL (Eddy Arnold, Victor). 801 10. IF YOU AIN'T LOVIN' (Faron Young, Capitol). 784 11. SATISFIED MIND (Red & Betty Foley, Decca). 732 12. I'VE BEEN THINKING (Eddy Arnold, Victor). 604 13. LOVE, LOVE, LOVE (Webb Pierce, Decca). 616 14. ARE YOU MINE? (Ginny Wright & Tom Tall, Fabor). 572 15. LET ME GO LOVER* (Hank Snow, Victor). 524 16. ALL RIGHT (Faron Young, Capitol). 517 17. MAKING BELIEVE (J. Work, Dot). 506 18. SATISFIED MIND (J. Shepard, Capitol). 507 19. JUST CALL ME LONESOME (Eddy Arnold, Victor). 407 20. THERE SHE GOES (Carl Smith, Columbia). 457 21. BALLAD OF DAVY CROCKETT (Tennessee Ernie, Capitol). 431 22. HEART OF STONE (Red Foley, Decca). 423 23. ARE YOU MINE*? (M. Lorrie & B. DeVai, Decca). 425 24. WOULD YOU MIND? (Hank Snow, Victor). 376		
4. LOOSE TALK* (Carl Smith, Columbia)		
5. SATISFIED MIND (P. Wagoner, Victor)	5	
6. LIVE FAST, LOVE HARD AND DIE YOUNG Faron Young, Capitol)		
7. MORE AND MORE* (Webb Pierce, Decca)		4 LIVE BAST LOVE HARD AND DIE VOUNG
7. MORE AND MORE* (Webb Pierce, Decca)	2	Faron Young, Capitol) 966
8. CATTLE CALL (Eddy Arnold, Victor)	6	7. MORE AND MORE* (Webb Pierce, Decca)
10. IF YOU AIN'T LOVIN' (Faron Young, Capitol)		S. YELLOW ROSES (Hank Snow, Victor) 801
11. SATISFIED MIND (Red & Betty Foley, Decca)	•	
12. I'VE BEEN THINKING (Eddy Arnold, Victor)	6	실기 (14) 전 (14) 12 (14) 12 (14) 13 (14) 14 (14) 14 (14) 14 (14) 14 (14) 14 (14) 14 (14) 14 (14) 14 (14) 14 (14)
13. LOVE, LOVE, LOVE (Webb Pierce, Decca)	4	
14. ARE YOU MINE? (Ginny Wright & Tom Tall, Fabor)	2	
15. LET ME GO LOVER* (Hank Snow, Victor)	•	
16. ALL RIGHT (Faron Young, Capitol)	6	14. ARE YOU MINE? (Ginny Wright & Tom Tall, Fabor) 578
17. MAKING BELIEVE (J. Work, Dot)	4	15. LET ME GO LOVER* (Hank Snow, Victor) 526
18. SATISFIED MIND (J. Shepard, Capitol)	,	16. ALL RIGHT (Faron Young, Capitol) 517
19. JUST CALL ME LONESOME (Eddy Arnold, Victor)	1	17. MAKING BELIEVE (J. Work, Dot) 586
20. THERE SHE GOES (Carl Smith, Columbia)	2	18. SATISFIED MIND (J. Shepard, Capitol) 500
21. BALLAD OF DAVY CROCKETT (Tennessee Ernie, Capitol). 431 22. HEART OF STONE (Red Foley, Decca)	.	19. JUST CALL ME LONESOME (Eddy Arnold, Victor) 498
22. HEART OF STONE (Red Foley, Decca)	•	20. THERE SHE GOES (Carl Smith, Columbia)
22. HEART OF STONE (Red Foley, Decca)	.	21. BALLAD OF DAVY CROCKETT (Tennessee Ernie, Capitol) 431
7 23. ARE YOU MINE®? (M. Lorrie & B. DeVal, Decca) 405 24. WOULD YOU MIND? (Hank Snow, Victor)	2	22. HEART OF STONE (Red Foley, Decca)
20 HER - 프라틴션 (1) 12 12 12 12 12 13 14 15 15 15 15 15 15 15 15 15 15 15 15 15	7	23. ARE YOU MINE ?? (M. Lorrie & B. DeVal, Decca) 405
3 25 I DON'T HURT ANYMORE® (Hank Snow, Victor) 366	•	24. WOULD YOU MIND? (Hank Snow, Victor) 378
A I WAS I WANTED A SERVICE AND ADDRESS OF TAXABLE AND A TAXABLE AND A SERVICE AND A SE	3	25. I DON'T HURT ANYMORE* (Hank Snow, Victor) 366

## 1955'S TOP R&B RECORDS

#### according to RETAIL SALES

Pes.	Record, Artist & Label	Points
1. PE	EDGING MY LOVE (Johnny Ace, Duke)	
	NT THAT A SHAME (Fats Domino, Imperial	
	AYBELLENE (Chuck Berry, Chess)	
	RTH ANGEL (Penguins, Dootone)	
5. I'V	E GOT A WOMAN (Ray Charles, Atlantic)	4171
6. W	ALLFLOWER (Etta James, Modern)	
7. 0	VI.Y YOU (Platters, Mercury)	3405
8. M	Y BABE (Little Walter, Chess)	
9. SI	NCERELY* (Moonglows, Chess)	2772
10. U	NCHAINED MELODY (Roy Hamilton, Epic)	
11. H	EARTS OF STONE* (Charms, DeLuxe)	2591
12. TY	VEEDLE DEE (L. Baker, Atlantic)	
13. E	KRYDAY (Count Basie, Clef)	2346
14. IT	'S LOVE, BABY (L. Brooks, Excello)	
15. FI	IP, FLOP AND PLY (J. Turner, Atlantic)	
16. De	ON'T BE ANGRY (N. Brown, Savoy)	
17. BC	DIDDLEY (Bo Diddley, Checker)	
18. W	HAT'CHA GONNA DO? (Drifters, Atlantic)	
19. U	NCHAINED MELODY (Al Hibbler, Decca)	
20. ST	ORY UNTOLD (Nutmegs, Herald)	
21. 50	LDIER BOY (Four Fellows, Glory)	
22. I	HEAR YOU KNOCKIN' (Smiley Lewis, Imper	ial)1686
23. FC	OL FOR YOU (Ray Charles, Atlantic)	

#### according to DISK JOCKEY PLAYS

	CANADA ANTANAMAN ANTANAMANAMAN ANTANAMAN ANTANAMANAMAN ANTANAMAN ANTANAMAN ANTANAMAN ANTANAMAN ANTANAMAN ANTANAMANAMAN ANTANAMAN ANTANAMAN ANTANAMAN ANTANAMANAMAN ANTANAMAN ANTANAMAN ANTANAMANAMAN ANTANAMAN ANTANAMAN ANTANAMAN ANTANAMAN ANTANAMANAMANAMAN ANTANAMAN ANTANAMAN ANTANAMANAMANAMANAMAN ANTANAMAN	200
	1. PLEDGING MY LOVE (Johnny Ace, Duke)29	23
	2. EARTH ANGEL* (Penguins, Dootone)	
	3. WALLFLOWER (Etta James, Modern)	84
	4. AIN'T THAT A SHAME (Fats Domino, Imperial)16	
	5. SINCERELY* (Moonglows, Chess)	
	6. HEARTS OF STONE* (Charms, DeLuxe)	
	7. MAYBELLENE (Chuck Berry, Chess)	
	8. MY BABE (Little Walter, Checker)	
	9. I'VE GOT A WOMAN (Ray Charles, Atlantic) 9	
	19. TWEEDLE DEE (L. Baker, Atlantic) 8	
	11. COME BACK (Ray Charles, Atlantic) 8	
	12. FOOL FOR YOU (Ray Charles, Atlantic)	
	13. ONLY YOU (Platters, Mercury)	
	14. IT'S LOVE BABY (L. Brooks, Excello)	
	15. UNCHAINED MELODY (Roy Hamilton, Epic)	
	15. FLIP, FLOP AND FLY (J. Turner, Atlantic) 7	
	17. WHAT'CHA GONNA DO? (Drifters, Atlantic) 7	•
ĺ.	18. CLOSE YOUR EYES (Five Keys, Capitol) 6	8
	19. ALL BY MYSELF (Fats Domino, Imperial) 5	2
	20. I HEAR YOU KNOCKIN' (Smiley Lewis, Imperial) 5	
	21. ROCK AROUND THE CLOCK (Bill Haley, Decca) 4	
		1

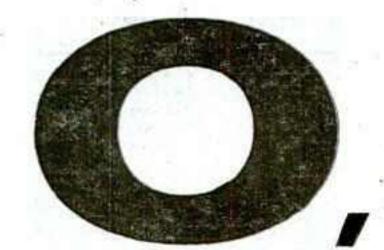
#### according to JUKE BOX PLAYS

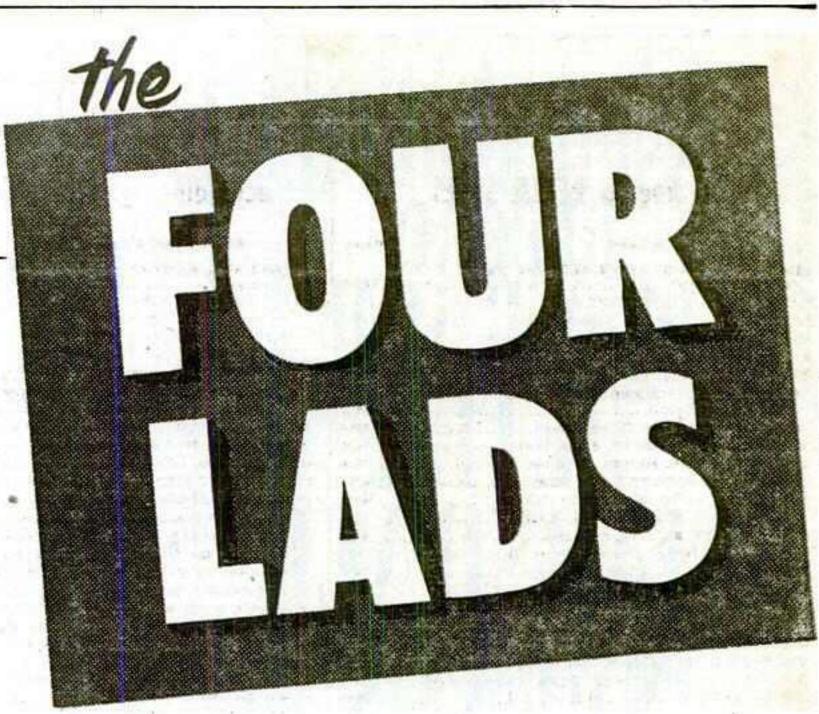
Pos.	Record, Artist & Label	Points
I. AL	N'T THAT A SHAME (Fats Domino, Imperial).	1526
2. PL	EDGING MY LOVE (J. Ace, Duke)	1218
3. M	AYBELLENE (Chuck Berry, Chess)	955
4. EA	RTH ANGEL* (Penguins, Dootone)	934
5. I'V	E GOT A WOMAN (Ray Charles, Atlantic)	930
6. M	Y BABE (Little Walter, Chess)	773
7. SU	NCERELY* (Moonglows, Chess)	742
	DIDDLEY (Bo Diddley, Checker)	
	ERYDAY (Count Basie, Clef)	
	EARTS OF STONE* (Charms, DeLuxe)	
	'S LOVE BABY (L. Brooks, Excello)	
	IP. FLOP AND FLY (J. Turner, Atlantic)	W 100001
	VEEDLE DEE (L. Baker, Atlantic)	
93 54 57 67	NLY YOU (Platters, Mercury)	
	ALLFLOWER (Etta James, Modern)	0.171.80
	OOL FOR YOU (Ray Charles, Atlantic)	
Facility of the same	ON'T BE ANGRY (N. Brown, Savoy)	
	CONSIDER, BABY* (L. Fulson, Checker)	
diam'r.	NCHAINED MELODY (Roy Hamilton, Epic)	
	HAT'CHA GONNA DO? (Drifters, Atlantic)	
	DU DON'T HAVE TO GO (J. Reed)	
	NCHAINED MELODY (At Hibbler, Decca)	
	HEAR YOU KNOCKIN' (Smiley Lewis, Imperial).	San
VIII. D. D. D. D. L. V.	EL SO GOOD (Shirley & Lee, Aladdin)	ACTUAL PROPERTY OF STREET
	MY FRONT DOOR (El Dorados, Vee Jay)	

## americais Hottest Vocal Group

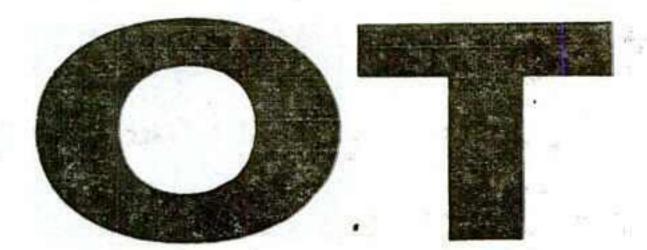
With Their
Smash Follow-Up
of
"Moments to Remember"

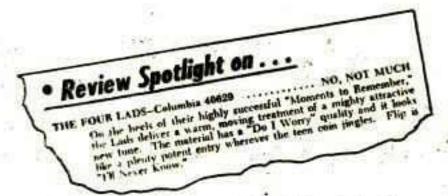












The Billboard Dec. 31st, 1955

and and

"I'LL NEVER KNOW"

Columbia 40629 4-40629

COLUMBIA®RECORDS



THE REPORT OF SHAPE

(beloved by millions as "The Man Called Peter")



As featured on the CBS-TV "Person to Person" interview of Mrs. Catherine Marshall by Edward R. Murrow on Dec. 30. This is the VOICE of the revered Senate chaplain whose eloquence and spirit have touched the heart and soul of all America.

These are the SERMONS, "Trial by Fire" and "Trumpet of the Morn," which have become famous through the smashhit motion picture telling the story of Peter Marshall's life. Recorded during regular Sunday morning services, they live on in the voice of the great minister himself.

For its inspirational content, warm humanity and winning Scottish eloquence, this is the RECORD (12-inch, long-playing, 33 1/3 rpm).

THAT WILL SELL

Because "Person to Person" reaches 18,000,000 viewers, coast-to-coast.

AND SELL

Because the book, "A Man Called Peter," by Catherine Marshall, has sold 1,800,000 copies to date.

AND SELL

Because the motion picture "A Man Called Peter" has drawn audiences totaling 35,000,000 to date.

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**ALBUMS** 

#### Classical

THE MARRIAGE OF FIGARO (4-12") -Cesare Siepi, Bass; Hilde Gueden, Soprano; Chorus of the Vienna State Opera; Vienna Philharmonic Orchestra; Erich Kleiber, Cond. London XLLA 35

Last month it was the brilliant "Don Giovanni," and now London has issued an equally potent entry in this most popular of Mozart operas. Again, Siepi and the Vienna forces are superb, as are the recording and packaging. Feature of the latter, as in "Don Giovanni," is the inclusion of a complete vocal score, with libretto in Italian and English. Should prove one of the top opera sellers.

#### Spoken Word & Dramatic

BASIL RATHBONE READS FROM OSCAR WILDE'S FAIRY TALES (1-12")-Caedmon

The world-wise Oscar Wilde wrote some enchanting children's stories, and Basil Rathbone does full justice to three of them-"The Happy Prince," "The Selfish Giant," and "The Nightingale and the Rose"-on this LP. It's a quality performance-warmly sincere and (for the actor) unusually restrained. Caedmon's Literary Records series is distinguished by good taste and a refreshingly simple approach to its subject matter, and this LP continues that tradition. Fine for small fry and those interested in the theater and literature.

#### Reviews and Ratings of New Popular Albums

Cadence CLP 1008

The former Godfrey-ites perform enthusiastically on this carefully selected repertoire. Practically all of the 16 numbers have a pleasantly familiar ring. "Hand Me Down," "Get on Board," "Steal Away," "Dry Bones," "Were You There?" are typical items. The boys seem to be particularly at home in this medium. Name value and an intelligent selection should spur action on this wax.

Arthur Ferrante; Louis Teicher, Pianos

Westminster WN 6001

Pianists Ferrante and Teicher demonstrate considerable technical knowhow in their twin-piano adaptations of songs associated with Paris. Precise and colorful artistry is applied to pleasant memory music like "Under Paris Skies" and "Speak to Me of Love." A good recording job and a most appealingly artistic cover add sales potential.

Larry Ferrari, Organ (1-12")

Ferrari puts to music in pleasing style a number of denizens of the land of make-believe. Here are a dozen lighthearted, inventive renditions that paint pictures of "The Skating Gremlins," "The Teddy Bears' Picnic," "Dance of the Paper Dolls," "Parade of the Wooden Soldiers," "Dance of the Sugar Plum Fairy" and "March of the Puppets," among others. The colorful album cover shows caricature drawings of many of the musical subjects. Makes an attractive, understandable package for

BOBBY TROUP SINGS JOHNNY MERCER ..........74 (1-12")

kiddies of almost any age.

Bethlehem BCP 19 A dozen of the better tunes which cleffer Mercer had a hand in are represented here and singer-piano man Bobby Troup manages some most pleasant interpretations. The tunes, like "Jamboree Jones," "Laura," "Come Rain or Come Shine," "Black Magic," and "Skylark," for example, speak for themselves, and Troup has that rhythmic voice with a smile delivery akin to Mercer's own style that puts the material over to the best advantage. Troup's pianistics and vocals are well backed by guitar, drum, bass and trombone combo. Clever liner notes by Mercer himself

MOONGLOW AND MUSIC ......73 David Whitehall and his Ork (1-12")

are done in verse.

Camden CAL 271 Since no name talent is in evidence on the cover of this bargain-priced album, some would-be buyers may miss it entirely. For those who take a listen, however, there is some most attractive semi-pop, romantic material in a light classical scoring to be heard. The items, including the cover photo, are all keyed to l'amour, and the compositions and arrangements of Domenico Savino are spotlighted in the all-instrumental selection.

NICOLA PAONE ......72

Cadence CLP 3001 Here's a pleasant album of eight pieces by this capable chanter of Italian-American songs and folkways. Included are "Tony the Ice Man,"
"Pretty Lady," "The Subway Song," The material has humor and melody, and altho the album is in the nature of a novelty, its appeal will be wider than that.

THE NEW ORLEANS

Savoy MG 12031

Miss Smith projects in a tasteful, restrained and warm manner here with a rather typical collection of torchy items. This is the sort of thing hand-holders like and expect to hear in the smarter, candlelight saloons. In this case, the boite is New Orleans' Old Absinthe House rather than one of Manhattan's "East Fifties" hideouts, but the mood is the same. "Nearness of You," "No Greater Love," "Careless" and "Imagination" afe examples. Pleasant, relaxed chanteusing with fine guitar Kaye Ballard, Billy Taylor (1-12") Heritage H 0600

Here is another interesting package in Heritage's composer-lyricist series. Lyricist Alan Jay Lerner performs several of his own songs-notably "There, But for You, Go I," "I Talk to the Trees," while Kaye Ballard wraps up other Lerner tunes—"Here I'll Stay," "Almost Like Being in Love," etc. Pianist-arranger Billy Taylor provides tasteful backing on all 14 selections. Lerner (as he freely admits himself in the album's perceptive liner notes) "can't sing." but (as he also points out) the listener does get "a wonderful blueprint of the interpretation intended when the song was written." Miss Ballard, of course, does sing, with warmth and tenderness. An unusual album, should appeal strongly to collectors of Broadway show music.

COUNT BASIE SWINGS-JOE WILLIAMS SINGS ......80

(1-12")MG C 678

> Both Basic and his newest warbler, Williams, have been topping all of the jazz polls this year, and the combination has produced two big rhythm and blues hit disks to date. Both of these, "Every Day" and "Alright, O. K., You Win," are included among the nine mostly longlength selections here. Williams also essays some jazz blues, straight r.&b. tunes and standards, demonstrating that he can sing just about anything. The band, of course, rocks-and there are several good instrumental solos. Package figures to sell in many sectors.

Woody Herman Band (1-12")

Capitol T 658

Herman is one of the few "big band" men who have kept pace with the evolution of new jazz trends without losing allegiance to the big group voicing. 'In this "Road Band" package, it's his "Third Herd" in an extremely colorful collection. Tho lacking the sheer uninhibited drive of the "Second Herd," this group generates a lot of excitement. Appeal to the big band devotees as well as those with a cool ear, plus a fine recording iob, spell over-the-counter success.

THE FIREHOUSE FIVE STORY .......77

(3-12")

Good Time Jazz GTJ Set B Good Time Jazz has re-assembled several of its old Firehouse Five Plus Two albums into one showmanly package, which makes a handsome collector's gift item for dealers. The package contains three 12-inch LP volumes with 36 of the Dixieland group's best known wax performances (recorded from 1949 to 1954). The boys play a happy, uninhibited brand of jazz with an infectious beat. According to the liner notes, the selections, previously issued on 10-inch LP's, were "remastered and processed in 1955 for improved quality."

NORMAN GRANZ'S JAM 

(1-12")

Clef MG C 677 Like most of these Granz jam session volumes, this new disk has some very good and some fairly routine moments. There's interest provided in the "duels" between tenormen Ben Webster, Flip Phillips and Illinois Jacquet; and trumpeters Roy Eldridge and Dizzy Gillespie. Other soloists are altomen Johnny Hodges, Lionel Hampton, Oscar Peterson, Buddy Rich is on drums, Ray Brown on bass. One side is a spotty "Blue Lou," while the flip is covered by some stirring stuff most of the way on "Just You, Just Me." Demonstrate the trumpet work on the latter

(Continued on page 43)

#### Reviews and Ratings of New Classical Releases

BRUCKNER: SYMPHONY NO. 4 (RO-MANTIC): WAGNER: SIEGFRIED IDYLL (2-12")-Vienna Philharmonic Orchestra; Hans Knappertsbusch, Cond.

London LL 1250-1 .....74 Two Knappertsbusch specialties that rate as tops in this particular repertory. There is no dearth of either the Bruckner or Wagner works in the LP catalog, but those who take them seriously (and who buys them unless they do take them seriously?), will be swayed by the authority and understanding of Knappertsbusch. The coupling is a very apt one and adds commercial appeal.

BEETHOVEN: VIOLIN CONCERTO (1-12")-Mischa Elman, Violin; London Philharmonic; Georg Solti, Cond. Lon-

don LL 1257 ......74 The Eiman name will sell a goodly number of copies of this set, altho the venerable artist was never particularly known for his Beethoven interpretations and no longer has the technical facility to negotiate it without occasional struggle. The sound is good and every so often the legendary Elman tone comes thru in all its glory.

BLOCH: SCHELOMO; STRAUSS; DANCE OF THE SEVEN VEILS; SAINT-SAENS: DANSE MACABRE (1-12")-Warwick Symphony Orchestra. Camden CAL 254 ......72

A couple of decades ago or so, the shellac version of the Bloch opus, with the late Emanuel Feuermann as cello soloist, with the Philadelphia orchestra, was a highly prized item. Here is the self same disking transferred effectively to vinyl. Many will want to replace their worn 78's with it. The Strauss and Saint-Suens selections serve to round out the 12incher, but the Bloch will pull the sales.

MOZART: SYMPHONY NO. 41 (JU-PITER); SERENADE IN G (K. 525) (EINE KLEINE NACHTMUSIK) (1-12")-Danube Symphony Orchestra. Camden CAL 253 ,.....70

The "Danube Symphony" is the Vienna Philharmonic, which under Bruno Walter in the pre-LP days recorded numerous Mozart items that are still outstanding. The "Jupiter" here is one of them. Those who prefer Mozart unhurried and gemuetlich will find Walter very much to their taste. In transfer to LP, both items have been refurbished sound-wise, and all the way round make fine economy buys for younger collectors.

THOMAS TALLIS: THE LAMENTA-TIONS OF JEREMIAH THE PROPHET; HYMNS FOR ALTER-NATING PLAINSONG AND POLY-PHONY (1-12")-Deller Consort; Alfred Deller, Director. Vanguard BG 

Tallis, an English composer of the 16th century, wrote church music of nobility and an almost other-worldly ring. Little of Tallis' work has been recorded, however. A big step forward has been taken here; indeed, the beautifully executed "Jeremiah" is a collector's prize. The counter-tenor Alfred Deller, as soloist and director, adds substantially here to his

#### Spoken Word & Dramatic

BORIS KARLOFF READS FROM THE JUST SO STORIES AND THE JUN-GLE BOOK (1-12") - Caedmon TC 1038 ......79

There's no reason why a kiddie package cannot be distinguished. This is such a distinguished package. The Rudyard Kipling stories are great, and the reading by Boris Karloff is wonderful. It's plain that Karloff loves the stories himself. The album is excellent inventory for good shops; and is an item the literate buyer will want to add to his permanent collection.

LORCA: LAMENT ON THE DEATH OF A BULLFIGHTER AND OTHER POEMS (1-12") - Alan Wheatley, Reader. Westminister WN 18098 .....75

Lorca, a leader of the Spanish Democratic movement, wrote poetry of violence and death-verse notable for its insight into the Spanish soul. Alan Wheatley, British actor, reads nine of Lorca's pieces-the most arresting of which is the title piece. The translations and the readings by Wheatley are of packaged in book form, and will appeal to a small intellectual group of buyers.

BIG HITS are a habit on coin





DOROTHY COUNS

SEVEN DAY

MANUELLO CORAL 61562



STEVE LAWRENCE THE CHICKEN AND



Review Spotlight on . . .

STENE LAW RENCE - Good 6 Unit. THE CHICKEN AND THE HAVE (Ready, SME)

(Ready, SME)

STENE LAW RENCE - Good 6 Unit. THE CHICKEN AND THE HAVE (Ready, SME)

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JEFREY CLAY

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The Billboard - Dec 31'55

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

## The Billboard Music Popularity Charts

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

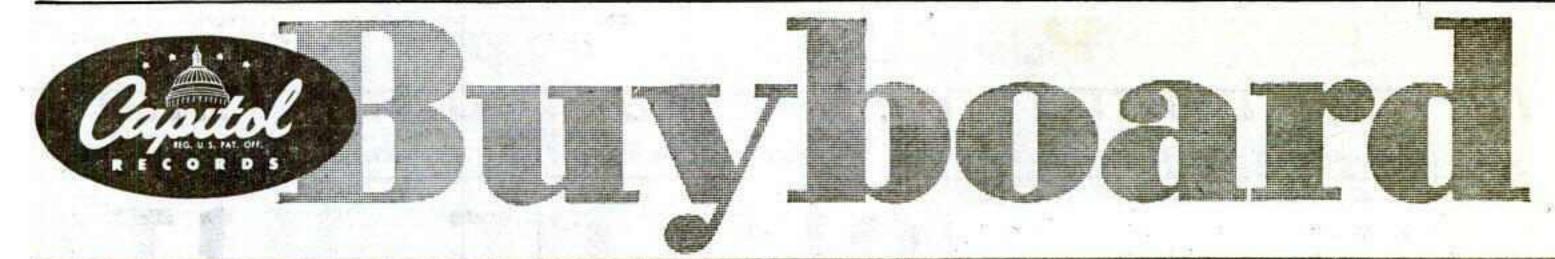
## HONOR ROLL OF HITS

TRADE MARK REG.

#### THE NATION'S TOP TUNES For survey week ending December 28

This reek		Last Week	on Chart	This Week	Last Week	1119	on hac
1.	Sixteen Tons  By Merle Travis—Published by American Music (BMI)  BEST SELLING RECORD: T. Ernie, Cap 3262.  RECORDS AVAILABLE: J. Desmond, Coral 61529; Marvin & The Chirps. Tip T 202; R. Sovine, Dec 29739.	A SERVICE	9	6.	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, Corat 61485; R. Charles Singers, M-G-M 12068; M. Ferguson, Mercury 70686; G. Galian, X 0161; J. Gleason, Cap 3223; M. Miller, Col 50033; T. Russo, Bell 1106; V. Young, Dec 29653.  ELECTRICAL TRANSCRIPTIONS: Lou Brownie, Standard; Allen Roth Ork, Thesaurus; Henry Jerome Ork, Lang-Worth.		2(
2.	Memories Are Made of This  By Gilkyson-Dehr-Miller—Published by Montclare (BMI)  BEST SELLING RECORD: D. Martin, Cap 3295.  RECORDS AVAILABLE: M. Carson, Col 40573; G. Storm, Dot 15436.	2	5	7.	Nuttin' for Christmas  By Sid Pepper and Roy C. Bennett—Published by Ross Jungnickel (ASCAP)  BEST SELLING RECORDS: B. Gordon-A. Mooney, M-G-M 12092; R. Zahnd, Col 40576.  OTHER RECORDS AVAILABLE: Fontane Sisters, Dot 15434; S. Freberg, Cap 3289;		
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; L. Ballad, Bell 1107.  ELECTRICAL TRANSCRIPTIONS: Russ Carlyle, Standard; Henry Jerome Ork, La Worth		18	8.	J. Ward, King 4854.  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. Loca, Col 40591; D. Shore, Vic 20-6266.	7	12
		•		-81,	ELECTRICAL TRANSCRIPTIONS: Billy Mills Ork, Standard; Henry Jerome Ork, Lang-Worth.		
n n	By Richard Mullan & Jack Richards—Published by Avas (BM1)  BEST SELLING RECORDS: A. Hibbler, Decca 29660; McGuire Sisters, Coral 615  RECORDS AVAILABLE: K Armen, M-G-M 12078; G. B. Shea, Victor 20-6292,  ELECTRICAL TRANSCRIPTIONS: Paul Smith Trio, Standard; Henry Jerome G. Lang-Worth	501.	16	9.	It's Almost Tomorrow  By Buss Adkinson—Published by Northern Music (ASCAP)  BEST SELLING RECORD: Dream Weavers, Dec 29683.  RECORDS AVAILABLE: D. Carroll, Mercury 70717; S. Lanson, Dot 15424; J. Stafford, Col; L. Welk, Coral 61524.	)	•
5.	I Hear You Knockin'  By David Bartholomew—Published by Commodore (BMI)  BEST SELLING RECORDS: G. Storm, Dot 15412; S. Lewis, Imperial 5356,  RECORDS AVAILABLE: M Wiseman, Dot 1273.	6	14	10.	By Buck Ram—Published by Wildwood (BMI) BEST SELLING RECORDS: Platters, Mercury 70633; Hilltoppers, Dot 15423. RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Dec, Wing 90015; B. Frank, Bell 1109, ELECTRICAL TRANSCRIPTION: Barbara Carroll, Standard.	B	1:
_		-Se	conc	l Te	n—————————————————————————————————————		
1.	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; D. Dick & Jimmy, Crown 158; W. Herman, Cap 3202; J. Holiday, Dec 29709; J. Lo Col 40591; D. Rose, M-G-M 30883; P. B. Ruiz, Vic 20-6341; T. Russo, Bell 1106.  ELECTRICAL TRANSCRIPTIONS: David Lewinter Ork, Standard; Henry Jerome C. Lang-Worth.	11	20		White Christmas  By I. Berlin—Published by Berlin (ASCAP)  RECORDS AVAILABLE: Ames Brothers, Coral 60113; L. Armstrong, Dec 28443; B. Arnold, Vic 0390; P. Brito, M-G-M 10799; H. Brooks, Trio 787; K. Carson, Bibletone 751; S. Cavallaro, Dec 24141; R. Clooney-P. Faith, Col 5007; 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;	2	4
2.	Band of Gold  By Bob Musel & Jack Taylor—Published by Ludlow Music (BMI)  BEST SELLING RECORD: D. Cherry, Coi 40597  RECORDS AVAILABLE: K. Carson, Cap 3283; Hi-Fi Four, King 4856.	12	6		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.		
3.	Great Pretender  By Buck Ram—Published by Southern (ASCAP)  BEST SELLING RECORD: Platters, Mercury 70753.  RECORDS AVAILABLE: J. Riggs, Media 1020.	15	4	16.	Shifting, Whispering Sands  By M. Gilbert & V. Gilbert—Published by Gallatin (BMI)  BEST SELLING RECORDS: R. Draper, Mercury 70696; B. Vaugha Dot 15409,  RECORDS AVAILABLE: L. Ballad, Bell 1107; Johnson Family, Vic.  ELECTRICAL TRANSCRIPTION: Henry Jerome Ork., Lang-Worth.	3	ľ
4.	Teen-Age Prayer  By Riechner & Lowe—Published by La Salle (ASCAP)  BEST SELLING RECORD: G. Storm, Dot 15436.  RECORDS AVAILABLE: G. Mann, Sound 126; Robin Hood, M-G-M 12138;	17	3	18.	All at Once You Love Her  By Rodgers & Hammerstein—Published by Chappell (ASCAP)  BEST SELLING RECORD: P. Como, Vic 20-6294.  ELECTRICAL TRANSCRIPTIONS: Billy Mills Ork., Standard; George Cook, Standard; Henry Jerome, Lang-Worth.	B	•
5.	Cooper, Modern 977; K. White, Mercury 79750.  Suddenly There's a Valley  By C. Meyer & B. Jones—Published by Warman-Hill & Range (BMI)	352-52	17	19.	Tender Trap  By Sammy Cohn and J. Van Heusen—Published by Barton (ASCAP)  RECORDS AVAILABLE: F. Sinatra, Cap 3290; E. Fitzgerald, Dec 29746; D. Reynolds, M-G-M 12086.	2	
27 50	BEST SELLING RECORD: J. Stafford, Col 40599.  RECORDS AVAILABLE: P. Andrews, Cap 3228; B. Adams, Bell 1108; K. Arn M-G-M 12078; G. Grant, Era 1003; J. La Rosa, Cadence 1270; M. Lynn, Vic 47-63 Mills Brothers, Dec 29686.  ELECTRICAL TRANSCRIPTIONS: Russ Carlyle, Standard; Henry Jerome Ork, La Worth.	257;		19.	Woman in Love  By Frank Loesser—Published by Fank Music (ASCAP)  BEST SELLING RECORD: F. Laine, Col 40583.  RECORDS AVAILABLE: Four Aces, Dec 29725; G. MacRae, Cap 3284.  ELECTRICAL TRANSCRIPTION: George Cook, Standard.	8	(
. 0/		<b>– 7</b>	hird	Ten			
1.	Bible Tells Me So  By Dale Evans—Published by Paramount-Roy Rogers (ASCAP)  RECORDS AVAILABLE: K. Armen, M-G-M 12045; D. Cornell, Coral 61467; Coron Groove 0116; M. Jackson, Col 40554; N. Noble, Wing 90003; Weatherford Qt., 20-6218; R Young, Dec 29615.  ELECTRICAL TRANSCRIPTIONS: Ralph Marterie, Standard; Henry Jerome Company Worth.	Vic	23		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 TRANSCRIPTIONS: George Cook, Standard.	8	5
1.	Rock and Roll Waltz  By Dick Ware and Shorty Allen—Published by Sheldon (BMI)  RECORDS AVAILABLE: K. Starr, Vic 20-6359.	e Han	1	27.	Are You Satisfied?  By Wooley & Escamelia—Published by Cordial Music (BMI)  RECORDS AVAILABLE: R. Draper, Mercury 70757; T. Arden, Vic 20-6346; C. Fraecis, M-G-M 12122; S. Wooley, M-G-M 12114.		Sansy
3.	Daddy-O  By Gore Abner & Innis-Published by Mar-Kay (8MI)  RECORDS AVAILABLE: B. Lou, King 4835; Fontane Sisters, Dot 15428; E. Rus	16	9	27.	Dungaree Doll  By Ben Raleigh & Sherman Edwards—Published by E. B. Macks (BMI)  RECORDS AVAILABLE: E. Fisher, Vic 20-6337.	-	
4.	Angels in the Sky  By Dick Glasser—Published by Ridgeway (BMI)	25	4	29.	Burn That Candle  By Winfield Scott—Published by Roosevelt (BMI)  RECORDS AVAILABLE: Cues, Cap 3245; B. Haley, Dec 29713.	8	1
4.	RECORDS AVAILABLE: Crew Cuts, Mercury 70741; Monarchs, Wing 90040.  Lisbon Antigua  By Galhardo-Vale-Portela—Published by Southern (ASCAP)  RECORDS AVAILABLE: N: Riddle, Cap 3287; A. Dale, Coral 61553.	28	2	30.	C'est La Vie  By Wolsson & White—Published by Planetary Music (ASCAP)  RECORDS AVAILABLE: S. Vaughan, Mercury 70727; S. Gale, Vic 20-6286; DeJohn Sisters, Epic 9131.		

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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B/W CHANGE OF HEART

Record No. 3295



SINATRA



B/W THE IMPATIENT YEARS

(LOVE IS) THE TENDER TRAP

B/W WEEP THEY WILL

Record No. 3290



NELSON RIDDLE

LISBON ANTIGUA

(OLD LISBON)

B/W ROBIN HOOD

Record No. 3287

NEW

NEW

NEW

NEW NEW

NEW

NEW

NEW NEW

NEW

THE CUES

CHARLIE BROWN YOU'RE ON MY MIND

Record No. 3310







introducing

#### BERNICE GOODEN

PENNY, NICKEL, DIME, QUARTER (ON A TEEN-AGE DATE)

WHEN I GO AWAY (THE UH HUH SONG) Record No. 3306





VICKI YOUNG

STEEL GUITAR BYE, BYE FOR JUST A WHILE

> (BILLBOARD MARCH) Record No. 3308

PEE WEE HUNT

LULLABY OF BIRDLAND IT'S ALL BEEN DONE BEFORE

Record No. 3309





AL MARTINO

JOURNEY'S END CLOSE TO ME

Record No. 3307

#### The Billboard Music Popularity Charts

#### POPULAR RECORDS

#### Best Sellers in Stores

For survey week ending December 28

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

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.

Week Chart

			-
	1		34,775
9.75.75.75.75.00			
MEMORIES ARE MADE OF THIS (BMI)-D. Martin	2		557.0
	Tennessee Ernie	Tennessee Ernie	Tennessee Ernie

3 I HEAR VOIL KNOCKIN' (RMI)

M-G-M 12092

G. Storm	12
Never Leave Me (ASCAP)-Dot 15412	
4. GREAT PRETENDER (ASCAP)— Platters	3

I'm Just a Da Mercury 707	incing Partner (ASCAP)—		
5. MOMENTS (ASCAP)-I	TO REMEMBER	5	19

Dream On, My Love, Dream On (ASCAP)—	5	19
Col 40539		
6. NUTTIN' FOR CHRISTMAS		

(ASCAP)-B. Gordon-A. Mooney.... 8

7. AUTUMN LEAVES (ASCAP)—		
R. Williams	6	21
Take Care (BMI)-Kapp 116		

٠.	F. Sinatra	7	9
9.	BAND OF GOLD (BMI)-D. Cherry Rumble Boogie (BMI)-Col 40597	13	5
10.	HE (BMI)-A. Hibbler	4	15

	Shine On, Harvest Moon (ASCAP)—Dec 29625		
•	12. IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers You Got Me Wondering (ASCAP)—Dec 29683	12	9
	13. ONLY YOU (BMI)-Platters	9	15

THING (ASCAP)-Four Aces..... 10

11. LOVE IS A MANY-SPLENDORED

14. ANGELS IN THE SKY (BMI)— Crew Cuts	17
Mostly Martha (BMI)-Mercury 70741	
15. LISBON ANTIGUA (ASCAP)-	
N. Riddle	21

Robin Hood (ASCAP)-Cap 3287

Gypsy Lady (BMI)-Sound 126

Bark, Battle and Ball (BMI)-Mercury 70633

	(A)			2.2
16.	G. Storm	E PRAYER (ASCAP)— ES ARE MADE OF THIS Out 15436	20	2

17. HE (BMI)-McGuire Sisters  If You Believe (ASCAP)-Coral 61501	14	11
18. DUNGAREE DOLL (BMI)-E. Fisher	15	2

	Everybody's Got a Home But Me (ASCAP)— Vic 20-6337		,
19.	TEEN-AGE PRAYER (ASCAP)— G. Mann	_	

4	20.	SHIFTING.	WHISPERING SANDS	1	
	FREE C		Draper	16	15
			P)—Mercury 70696	2007	Scent

Time (ASCAP)—Mercury 70696			
21. DADDY-O (BMI)-Fontane Adorable (BMI)-Dot 15428	Sisters	18	5

21.	ROC	K AND	R	OLL	V	VA	LT	$\mathbf{z}$	(1	31	(11)	_	
		Starr											
	I've	Changed ASCAP)—	My	Min	d a	T	iou	an	đ	Tir	mes		=

23.		OU SATISFIED? (BMI)—	
	Wabash	Cannonball (BMI)—Mercury 70757	-

4.	ONLY YOU (BMI)-Hilltoppers	19	- 9
	Until the Real Thing Comes Along (ASCAP)— Dot 15423		Ni.

25.	BURN THAT CANDLE (BMI)-		
	B. Haley	22	8
	ROCK-A-BEATIN' BOOGIE		
	(ASCAP)-Dec 29713		The same of

#### THIS WEEK'S BEST BUYS

SEE YOU LATER, ALLIGATOR (Arc, BMI)
-Bill Haley-Decca 29791

Haley's popularity remains at high ebb. All parts of the country were resoundingly unanimous in strong first week sales reports. At the speed it is going, chart action can be expected without delay. Flip is "The Paper Boy" (Valleybrook, ASCAP). A previous Billboard "Spotlight" pick.

CHAIN GANG (Pincus, ASCAP)-Bobby Scott-ABC-Paramount 9658

In Bobby Scott the new label has found its strongest entry in the lists to date. Volume in the first week since release has been especially heavy in Boston, New York, Philadelphia, Baltimore, Buffalo, Cleveland, Chicago and Milwaukee. An unusually fast mover. Flip is "Shadrach" (Carl Fischer, ASCAP). Scott was a Billboard Talent "Spotlight."

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

WHAT IS A WIFE?-Steve Allen-Coral 61554

This novelty is showing real staying power, with solid weekly growth, especially on the retail level. Good to strong sales reports were received this week from Los Angeles, St. Louis, Chicago, Boston, New York, Providence, Philadelphia, Buffalo, Pittsburgh, Cleveland and Milwaukee. Flip is Jayne Meadows' reading of "What Is a Husband?"

LULLABY OF BIRDLAND (Patricia, BMI) Blue Stars-Mercury 70742

A sleeper that has begun making big strides in the past two weeks, French lyrics not-withstanding. Big city dealers and operators, in particular, report snowballing action. Boston, New York, Philadelphia, Buffalo, Pittsburgh, Cleveland, Milwaukee, St. Louis and Los Angeles were in the van. Flip is "That's My Girl" (Crestview, ASCAP).

#### Most Played in Juke Boxes

For survey week ending December 28

RECORDS are ranked in order of the greatest number of plays in
juke boxes through 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.

	play is reported on both sides of a record, points are combined to determine position		Weeks
Chis		.851	90
Week			Char

Tennessee Ernie	. 1
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262	
2. MEMORIES ARE MADE OF THIS	

(BMI)-D. Martin	2	3
3. I HEAR YOU KNOCKIN' (BMI)— G. Storm	3	11

4.	MOMENTS TO REMEMBER (ASCAP) Four Lads	4	13
	Dream On. My Love, Dream On (ASCAP)- Col 40539		
5.	ONLY YOU (BMI)-Platters Bark, Battle and Ball (BMI)-Mercury 70633	6	15
6.	AUTUMN LEAVES (ASCAP)-		

	Take Care (BMI)-Kapp 116		
7.	SHIFTING, WHISPERING SANDS (BMI)-R. Draper Time (ASCAP)-Mercury 70696	7	12

R. Williams....

8. TEEN-AGE PRAYER (ASCAP)— G. Storm	18	
9. NUTTIN' FOR CHRISTMAS (ASCAP)-B. Gordon-A. Mooney	14	
Santa Claus Looks Just Like Daddy (ASCAP)— M-G-M 12092	F	

10. LOVE AND MARRIAGE (ASCAP)— F. Sinatra	9	
Impatient Years (ASCAP)—Cap 3260  11. HE (BMI)—A. Hibbler  Breeze (ASCAP)—Dec 29660	8	13

12. IT'S ALMOST TOMORROW	
(ASCAP)-Dream Weavers	13
You Got Me Wondering (ASCAP)-Dec 29683	
13. LOVE IS A MANY-SPLENDORED	
THING (ASCAP)-Four Aces	9
Shine On Harvest Moon (ASCAP)— Dec 29625	

16

11

14. ONLY YOU (BMI)—Hilltoppers  Until the Real Thing Comes Along (ASCAP)— Dot 15423	15	
14. PEPPER HOT BABY (BMI)- J. P. Morgan	16	

	It You I Vic 20	Oon't Want My Lov -6282	e (ASCAP)—
14.	AUTO-COMPANIES TO THE STREET	PRETENDER	The second secon
		a Dancing Partner	

	Michelly 10105	
17.	DADDY-O (BMI)-Fontane Sisters	11
	Adorable (BMI)-Dot 15428	
	MATERIAL CANDALE (MATERIAL	

В. Н	aley	12
	II)-McGuire Sisters	17

If You Believe (ASCAP)-Coral 61501

#### 

#### Most Played by Jockeys

For survey week ending December 28 SIDES are ranked in order of the greatest number of plays on disk Jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk lockeys. Week Chart The reverse side of each record is also listed. 1. MEMORIES ARE MADE OF THIS (BMI)-D. Martin..... Change of Heart (BMI)-Cap 3295 2. SIXTEEN TONS (BMI)-Tennessee Ernie..... You Don't Have to Be a Baby to Cry (ASCAP)-3. MOMENTS TO REMEMBER (ASCAP)—Four Lads..... Dream On, My Love, Dream On (ASCAP)-4. BAND OF GOLD (BMI)-D. Cherry... Rumble Boogie (BMI)-Col 40597 5. GREAT PRETENDER-Platters..... I'm Just a Dancing Partner (ASCAP)-Mercury 70753 6. LOVE AND MARRIAGE (ASCAP)-F. Sinatra.... Impatient Years (ASCAP)-Cap 3260 7. WHITE CHRISTMAS (ASCAP)-Bing Crosby..... God Rest Ye Merry, Gentlemen-Dec 23778 8. ONLY YOU (BMI)—Platters..... 11 Bark, Battle and Ball (BMI)-Mercury 70633 9. I HEAR YOU KNOCKIN' (BMI)-G. Storm..... Never Leave Me (ASCAP)-Dot 15412 10. NUTTIN' FOR CHRISTMAS (ASCAP)-B. Gordon-A. Mooney...... 10 Santa Claus Looks Just Like Daddy (ASCAP)-M-G-M 12092 11. ROCK AND ROLL WALTZ (BMI)-K. Starr.... I've Changed My Mind a Thousand Times (ASCAP)-Vic 20-6359 12. C'EST LA VIE (ASCAP)-S. Vaughan.. 19 Never (ASCAP)-Mercury 70727 13. MEMORIES ARE MADE OF THIS Teen-Age Prayer (ASCAP)-Dot 15436

14. AUTUMN LEAVES (ASCAP)-

Take Care (BMI)-Kapp 116

15. TEEN-AGE PRAYER (ASCAP)-

Weep They Will-Cap 3290

Breeze (ASCAP)-Dec 29660

19. CRY ME A RIVER (ASCAP)-

20. LISBON ANTIGUA (ASCAP)-

16. BAND OF GOLD (BMI)-K. Carson... 11
Cast Your Bread Upon the Waters-Cap 3283

16. TENDER TRAP (ASCAP)-F. Sinatra.. 14

18. HE (BMI)-A. Hibbler...... 17

J. London....

S'Wonderful (ASCAP)-Liberty 55006

R. Williams...... 12





"To You My Love"

AND

"You Are My Only Love"

WING 90045



## 

AND HIS GREAT BAND

"Tippity Top"

AND

"A Band Of Angels"

WING 90047



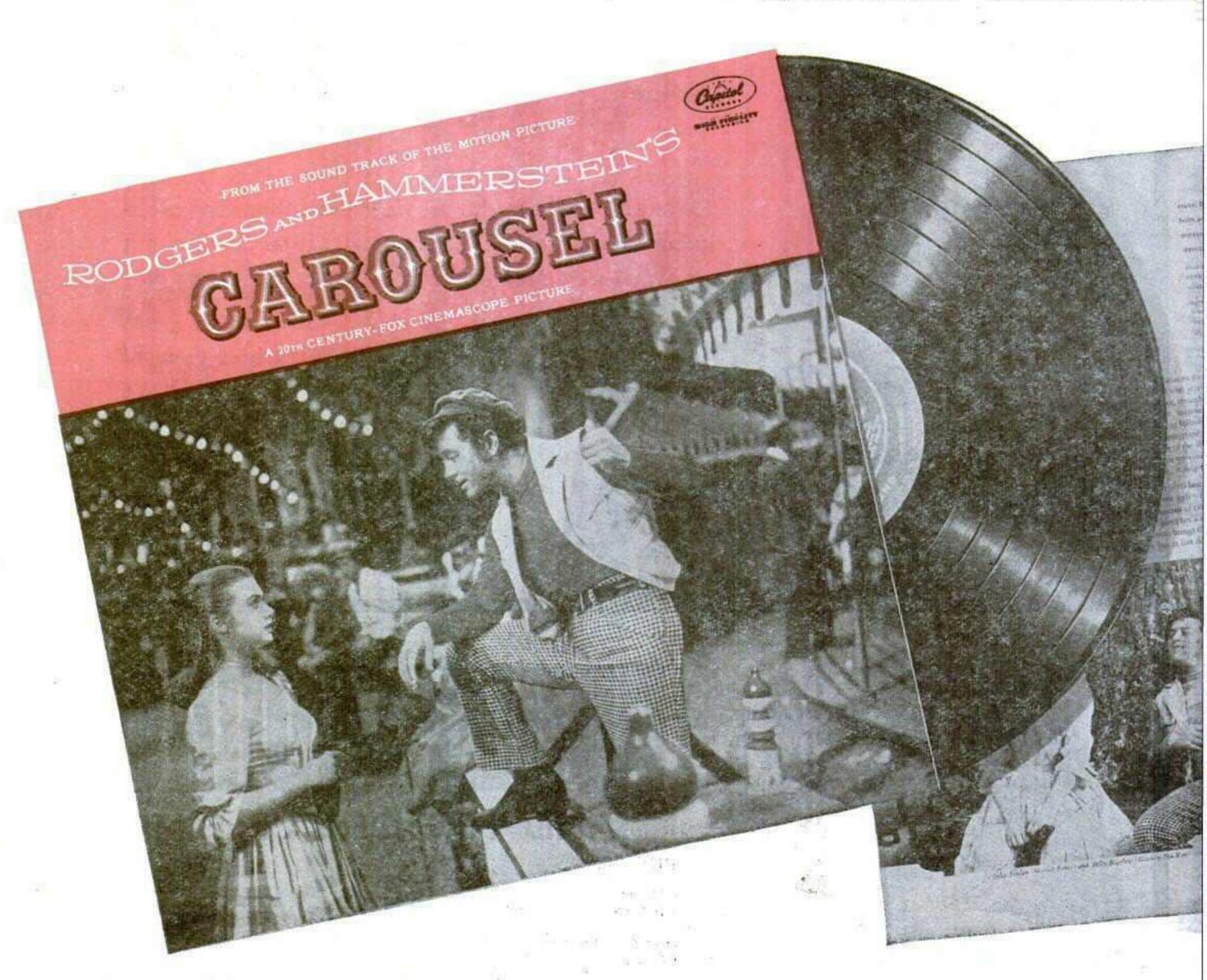
A SUBSIDIARY OF MERCURY RECORD CORP.

#### ONLY CAPITOL

has the Motion Picture
Sound Track album of



-another brilliant



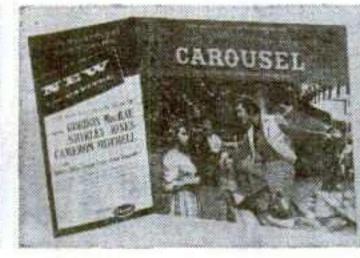
"...one of the greatest promotions in record history!"



Disc Jockey promotion! Sample albums, scripts and background information distributed to disc jockeys from coast to coast.



Motion Picture exhibitor tie-ins! Lobby displays, special "preview showings" in theatres for record dealers.



Lavish full-color window displays! .in thousands of record stores all over the country.



Advertising! Newspaper and magazine ads! Hundreds of thousands of colorful consumer brochures, plus potent point of purchase material.

and the lightest of a measure of progress these

## RODGERSANDHAMMERSTEINS

# ROWSELL

HIGH FIDELITY album by CAPITOL!



Backed by one of the greatest promotions in record history, it's the Capitol album that'll be "bustin' out all over" America!

Literally millions will see 20th Century-Fox's great CinemaScope production of the unforgettable musical that has been a Broadway success three times! That's the market—every city, town and village in the U.S.—for one of the greatest albums ever recorded—

in magnificent HIGH FIDELITY by Capitol!

From the Sound Track of 20th Century-Fox's Cinema Scope picture of

CAROUSEL

STARRING

GORDON MacRAE
SHIRLEY JONES
BARBARA RUICK

WITE

CAMERON MITCHELL · CLARAMAE TURNER ROBERT ROUNSEVILLE

MUSIC BY

RICHARD RODGERS

BOOK AND LYRICS BY OSCAR HAMMERSTEIN II

Hop on "CAROUSEL" for the profit ride of the year!! See your CAPITOL salesman







I LOVE YOU TO THE POINT OF NO RETURN

MGM 12145 78 rpm \* K 12145 45 rpm

#### The Billboard Music Popularity Charts POPULAR RECORDS

#### Territorial Best Sellers

For survey week ending December 28

Los Angeles

3. Moments to Remember, Four Lads, Col.

6. Rock and Roll Waltz, K. Starr, Vic.

Milwaukee

1. Great Pretender, Platters, Mor.

4. Lisbon Antigua, N. Riddle, Cap.

B. Gordon-A. Mooney, M-G-M.

7. Toyland, Nat (King) Cole, Cap.

8. Zumbesi, L. Busch, Cap.

6. Angels in the Sky, Crew Cuts, Mer.

2. Memories Are Made of This

3. Sixteen Tons, T. Ernie, Cap.

D. Charles-Singing Dogs, Vic.

5. Love Is a Many-Splendored Thing

1. Sixteen Tons, T. Ernic, Cap.

2. Memories Are Made of This

D. Martin, Cap.

4. Dolly's Oh Susanna

Four Aces, Dec.

D. Martin, Cap.

5. Nuttin' for Christmas

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

#### Atlanta

- I. Memories Are Made of This D. Martin, Cap.
- 2. Sixteen Tons, T. Ernie, Cap.
- 3. Moments to Remember, Four Lads, Col.
- 4. Lisbon Antigua, N. Riddle, Cap.
- 5. Band of Gold, D. Cherry, Col.

#### Baltimore

- 1. Sixteen Tons, T. Ernie, Cap.
- 2. Memories Are Made of This D. Martin, Cap.
- 3. Dungaree Doll, E. Fisher, Vic.
- 4. Great Pretender, Platters, Mer.
- 5. He, A. Hibbler, Dec.
- 6. I Hear You Knockin', G. Storm, Dot
- 7. Love Is a Many-Splendored Thing Four Aces, Dec.
- 8. Moments to Remember, Four Lads, Col. 9. Teen-Age Prayer, G. Storm, Dot
- 10. Daddy-O, Fontane Sisters, Dot

#### Boston

- 1. Memories Are Made of This
- D. Martin, Cap.
- 2. Sixteen Tor , T. Ernie, Cap. 3. Great Pretender, Platters, Mer.
- 4. It's Almost Tomorrow Dream Weavers, Dec.
- 5. Woman in Love, F. Laine, Col.
- 6. Band of Gold, D. Cherry, Col.
- 7. Autumn Leaves, R. Williams, Kap.
- 8. Love and Marriage, F. Sinatra, Cap.
- 9. Love Is a Many-Splendored Thing Four Aces, Dec.
- 10. Only You, Platters, Mer.

#### Buffalo

- I. Memories Are Made of This D. Martin, Cap.
- 2. Sixteen Tons, T. Ernic, Cap.
- 3. Moments to Remember, Four Lads, Col.
- 4. Dungaree Doll, E. Fisher, Vic. 5. Nuttin' for Christmas
- B. Gordon-A. Mooney, M-G-M.
- 6. Lisbon Antigua, N. Riddle, Cap.

#### Chicago

- I. Sixteen Tons, T. Ernie, Cap.
- 2. Memories Are Made of This D. Martin, Cap.
- 3. Nuttin' for Christmas
- B. Gordon-A. Mooney, M-G-M.
- 4. Band of Gold, D. Cherry, Col.
- 5. I Hear You Knockin', G. Storm, Dot 6. Great Pretender, Platters, Mer.
- 7. Love and Marriage, F. Sinatra, Cap.
- 8. Are You Satisfied, R. Draper, Mer.

#### Cincinnati

- I. Memories Are Made of This D. Martin, Cap.
- 2. Sixteen Tons, T. Ernic, Cap.
- 3. Great Pretender, Platters, Mer.
- 4. Autumu Leaves, R. Williams, Kap. 5. Angels in the Sky, Crew Cuts, Mor.
- 6. Lisbon Antigua, N. Riddle, Cap.
- 7. I Hear You Knockin', G. Storm, Dot
- 8. Moments to Remember, Four Lads, Col. 9. Love and Marriage, F. Sinatra, Cap.
- 10. He, Al Hibbler, Dec.

#### Cleveland

- 1. Sixteen Tons, T. Ernie, Cap. 2. Memories Are Made of This
- D. Martin, Cap.
- 3. Great Pretender, Platters, Mer.
- 4. Lisbon Antigua, N. Riddle, Cap.
- 5. Band of Gold, D. Cherry, Col. 6. Nuttin' for Christmas
- B. Gordon-A. Mooney, M-G-M. 7. Teen-Age Prayer, G. Mann, Son
- 8. Angels in the Sky, Crew Cuts, Mer.
- 9. Dungaree Doll, E. Fisher, Vic.

#### Dallas-Fort Worth 1. Memories Are Made of This

- D. Martin, Cap.
- 2. Sixteen Tons, T. Ernie, Cap.
- 3. I Hear You Knockin', G. Storm, Dot

- 4. He, A. Hibbler, Dec.
- 5. Rock and Roll Waltz, K. Starr, Vic.

#### Denver

- 1. Sixteen Tons, T. Ernic, Cap. 2. Memories Are Made of This
- D. Martin, Cap. 3. Only You, Platters, Mer.
- 4. Shifting, Whispering Sands
- R. Draper, Mer. 5. He, A. Hibbler, Dec.
- 6. I Hear You Knockin', G. Storm, Dot
- 7. He, McGuire Sisters, Cor.

#### Detroit

- 1. Sixteen Tons, T. Ernie, Cap. 2. Memories Are Made of This
- D. Martin, Cap. 3. Great Pretender, Platters, Mer.

DEM LOW DOWN

BLUES

MGM 12152 78 rpm

K 12152 45 rpm

- 4. Band of Gold, D. Cherry, Col. 5. Lisbon Antigua, N. Riddle, Cap.
- 6. Rock and Roll Waltz, K. Starr, Vic.
- 7. Speedoo, Cadillacs, Jsc. 8. Everybody's Got a Home But Me
- R. Hamilton, Epi. 9. Memories of You, Four Coins, Ept.

#### Kansas City

- I. Memories Are Made of Thi
- D. Martin, Cap. 2. Sixteen Tons, T. Ernic, Cap.
- 3. I Hear You Knockin', G. Storm, Dot 4. Great Pretender, Platters, Mer.
- 5. Are You Satisfied, R. Draper, Moc. 6. Poor Me, F. Domino, Imp.

#### 9. I Hear You Knockin', G. Storm, Dot 10. Love and Marriage, F. Sinatra, Cap.

- Mpls.-St. Paul 1. Sixteen Tons, T. Ernie, Cap.
- 2. Memories Are Made of This D. Martin, Cap.
- 3. Angels in the Sky, Crew Cuts, Mer.
- 4. Great Pretender, Platters, Mer.
- 5. Nuttin' for Christmas, J. Ward, Kug. 6. He, McGuire Sisters, Cor.
- 7. Are You Satisfied? R. Draper, Mer.
- 8. Moments to Remember, Four Lads, Col.
  - New Orleans

#### 1. Sixteen Tons, T. Ernie, Cap.

- 2. Memories Are Made of This
- D. Martin, Cap. 3. Great Pretender, Platters, Mer.
- 4. Are You Satisfied? R. Draper, Mer.
- 5. I Hear You Knockin', G. Storm, Dot
- 6. It's Almost Tomorrow
- Dream Weavers, Dec.
- 7. Band of Gold, D. Cherry, Col.

#### New York

- 1. Sixteen Tons, T. Ernie, Cap.
- 2. Memories Are Made of This
- D. Martin, Cap. 3. Love and Marriage, F. Sinatra, Cap.
- 4. Autumn Leaves, R. Williams, Kap.
- 5. Great Pretender, Platters, Mer. 6. Moments to Remember, Four Lads, Col.
- 7. I Hear You Knockin', G. Storm, Dot

#### Philadelphia

- 1. Sixteen Tons, T. Ernie, Cap. 2. Love Is a Many-Splendored Thing
- Four Aces, Dec. 3. Memories Are Made of This
- D. Martin, Cap. 4. Moments to Remember, Four Lads, Col.
- 5. Automa Leaves, R. Williams, Kap.
- 6. Love and Marriage, F. Sinatra, Cap.

#### Pittsburgh

- 1. Memories Are Made of This D. Martin, Cap.
- 2. Great Pretender, Platters, Mer.
- 3. Sixteen Tons, T. Ernie, Cap. 4. Dungaree Doll, E. Fisher, Vic.
- 5. Rock and Roll Waltz, K. Starr, Vic.
- 6. Teen-Age Prayer, G. Mann, Son. 7. Tutti Frutti. Little Richard, Spe.
- 8. Lisbon Antigua, N. Riddle, Cap.
- 9. He, McGuire Sisters, Cor. 10. Memories of You, Four Coins, Ept.

#### St. Louis

- 1. Sixteen Tons, T. Ernie, Cap.
- 2. Memories Are Made of This D. Martin, Cap.
- 3. It's Almost Tomorrow Dream Weavers, Dec.
- 4. Nuttin' for Christmas B. Gordon-A. Mooney, M-G-M. 5. Love and Marriage, F. Sinatra, Cap.
- 6. Angels in the Sky, Crew Cuts, Mer. 7. My Boy-Flat Top, D. Collins, Cor. 8. Autumn Leaves, R. Williams, Kap. 9. Band of Gold, D. Cherry, Col.

#### 10. All At Once You Love Her P. Como, Vic.

- San Francisco I. Sixteen Tons, T. Ernie, Cap.
- 2. Memories Are Made of This D. Martin, Cap. 3. Moments to Remember, Four Lads, Col.
- 4. Autumn Leaves, R. Williams, Kap. 5. Love Is a Many-Splendored Thing
- Four Aces, Dec. 6. I Hear You Knockin', G. Storm, Dot
- 7. Only You, Platters, Mer. 8. Shifting, Whispering Sands R. Draper, Mer.

#### Seattle

- 1. Memories Are Made of This D. Martin, Cap.
- 2. Sixteen Tons, T. Ernie, Cap. 3. Great Pretender, Platters, Mer.
- 4. Angels in the Sky, Crew Cuts, Mer.
- 5. Love and Marriage, F. Sinatra, Cap. 6. Autumn Leaves, R. Williams, Kap.
- 7. Band of Gold, K. Carson, Cap.

8. Dungaree Doll, E. Fisher, Vic.

#### 9. Moments to Remember, Four Lads, Col.

#### Toronto 1. Sixteen Tons, T. Ernie, Cap.

- 2. Love and Marriage, F. Sinatra, Cap. 3. Moments to Remember, Four Lads. Col. 4. Only You, Platters, Mer.
- 5. My Bonnie Lassie, Ames Brothers, Vis. 6. He, A. Hibbler, Dec.

## HERE COME THE GUYS

stars of tomorrow...on RCA VICTOR records



## TONY TRAVIS

"Most promising male vocalist" (No. 4 in 1955 Billboard Poll)

CULIUCAN

SPEAK TO ME OF LOVE

20/47-6389

BILLY REGIS

ZIGEUNER

I'M DEPENDING ON YOU

20/47-6377



JOEL GREY
LIES, HONEY, LIES
SLOW AND EASY

20/47-6378

WATCH FOR THE GALS!...NEXT WEEK

the dealer's choice

Ent Consider 18 Year votes &

RCAVICTOR



"New Orthophonic"
High Fidelity recordings



## ercury Brand New Releases

DEFINER TEXCITIONS!

## 

AND A POWERFUL COUPLING

BY

MERCURY 70774

A WONDERFUL NEW "POP" BY

Dinah Washington

"The Show Must Go On"

AND

"I Just Couldn't Stand It No More"

MERCURY 70776

HOLLYWOOD'S NEW PICTURE STAR

Joyce Bradley

"Take Your Time With Me Lover"

"A Dangerous Age"

MERCURY 70769

MERCURY RECORD CORPORATION











## Starting Off Ine Big 1956 Year



## Chuck Miller

"Lookout Mountain" "Boogie Blues"

MERCURY 70767



## Ralph Marterie

AND HIS GREAT BAND "The Grass Is Green" AND

Where The Wind Blows"

MERCURY 70771

THE NEW FIND FOR 1956

## Jerry Wallace

"The Greatest Magic Of All"

"Walkin' In The Rain"

MERCURY 70774



THE NEW SOUND OF JERRY MURAD'S

## Harmonicats

"You Tell Me Your Dream"

"Who's Sorry Now"

MERCURY 70772

RECORDS

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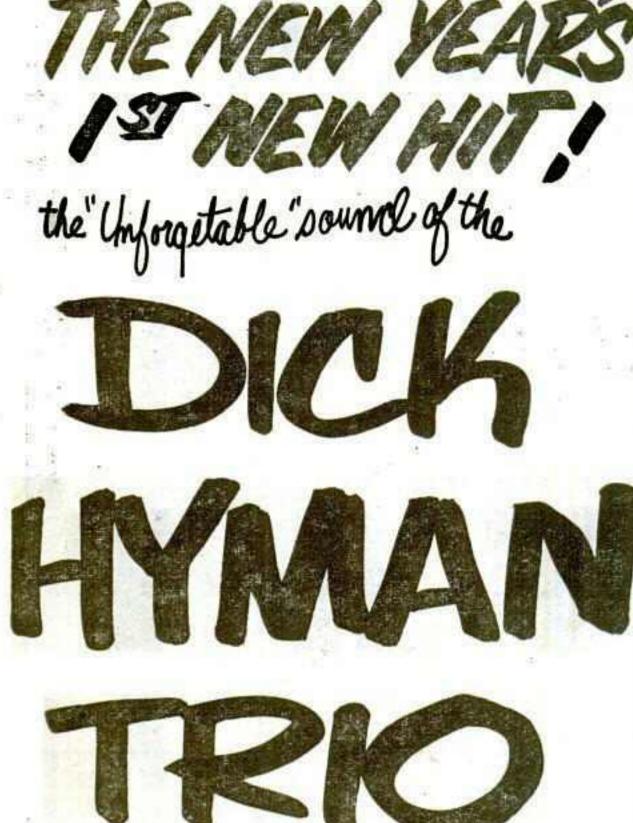
#### POPULAR

#### COMING UP STRONG

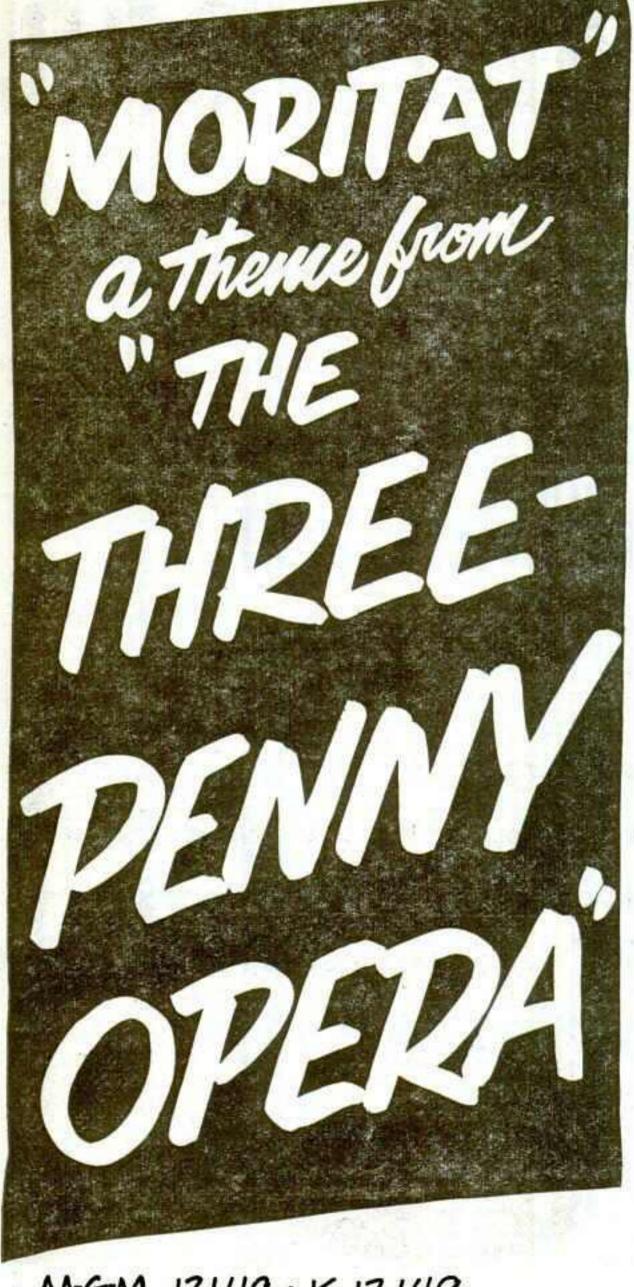
Listed below are records which have shown solid trade response during the past week, altho actual sales were not yet heavy enough to place them on the National Best-Selling Chart. Compiled thru a survey of all major markets, these records figure strongly as potential chart entries in the very near future.

1. All at Once You Love Her . . . . Perry Como (ASCAP) RCA Victor 6294 2. Gee Whittakers ...... Pat Boone (BMI) Dot 15435 3. C'est La Vie ...... Sarah Vaughan (ASCAP) Mercury 70727 4. The Tender Trap..... Frank Sinatra (ASCAP) Capitol 3290 5. Everybody's Got a Home (ASCAP) Epic 9132 6. See You Later, Alligator ..... Bill Haley (BMI) Decca 29791 7. Take Me Back to Toyland I'm Gonna Laugh You Right Out of My Life..... Nat (King) Cole (BMI); (ASCAP) Capitol 3305 8. Go On With the Wedding ..... Patti Page (ASCAP) Mercury 70766 9. Go On With the Wedding..... ..... Kitty Kallen & Georgie Shaw (ASCAP) Decca 29776 10. Be Good to Me My Baby's Got Such Lovin' Ways..... McGuire Sisters

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



MUSIC-RADIO



MGM 12149 · K 12149





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

Here's the inexpensive, easy-to-use personalized promotion sheet that's made to order for more dealer sales. Printed as a 4-page folder (7x81/2 per page), it carries The Billboard HONOR ROLL OF HITS to 35 places with the best-selling records of each tune.

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

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

		10 A C			5%
SPECIAL	LOW	RATES-MAIL	YOUR	ORDER	TODAY

932 The Billboard . Today's Top Tunes Dept. 2160 Patterson St., Cincinnati 22, Ohio Please print and mail Today's Top Tunes as follows:

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

Store name, address and phone printed as shown:

City and State\_ Ordered by

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

#### Best Selling Sheet Music

(ASCAP); (ASCAP) Coral 61532

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

1. Sixteen Tons...... 1 8 3. Autumn Leaves . . . . . 2 17 American

4. Moments to Remember . . . . . . 5 15

5. Memories Are Made of This ..... 7 Mont Clare

6. Love and Marriage .... 3 10

7. Love Is a Many-Splendored Thing... 8 18

7. Suddenly There's a Valley ...... 6 17 Warman-Hill & Range

9. It's Almost Tomorrow...10

Bible Tells Me So..... 9 21

Paramount-Roy Rogers 11. All at Once You Love

12. Tender Trap..... - 1

13. Band of Gold . . . . . . . 13

15. Only You ..... -Wildwood

14. White Christmas.....

The first pop version

NOW A HIT SINGLE!

by

## LES PAUL and MARY FORD

b/w IN NUEVO LAREDO

Record No. 3329



SAAGRAMA 1921 PM

SECULO ST

both sides from the best selling album

LES and MARY

(No. W577)





Sings MANTOVANI'S Newest Ballad



LONDON #1617

MANTOVAN HIS ORCHESTRA AND CHORUS





Biggest Ballad

# ONE YOU LOWE

## MANTOVANI

HIS ORCHESTRA AND CHORUS

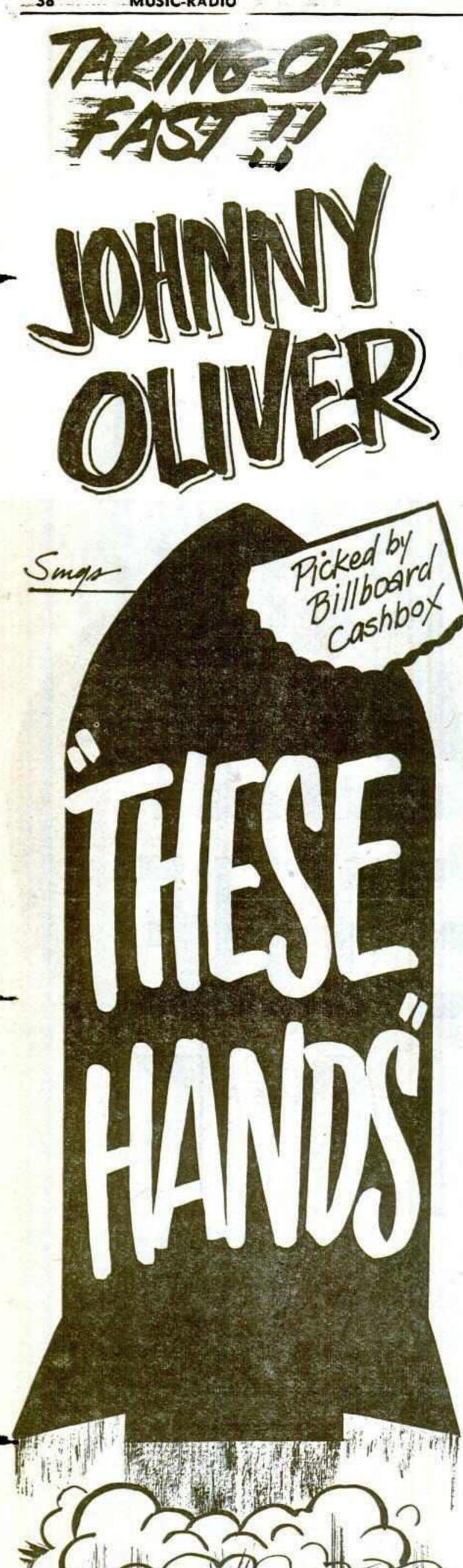
LONDON #1617







A COUNTY OF THE PARTY OF THE PA



M-G-M 12164 · K 12164

M-G-M RECORDS HE GREATEST NAME IN ENTERTAINMENT 701 SEVENTH AVE. NEW YORK 16 N Y

#### The Billboard Music Popularity Charts

#### Review Spotlight on . . .

#### RECORDS

(Jay & Cee, BMI)

> The thrush is riding high on the charts right now with "Daddy-O" and her new waxing is wrapped up in the same pert showmanly delivery. The appealing rhythm-ballad, originally kicked off in the r.&b. field by Otis Williams on DeLuxe, has an infectious tempo, and Bonnie Lou sells it with verve and charm. Flip is "Barnyard Hop" (Arnel, ASCAP).

CATERINA VALENTE....Decca 29760.......SIBONEY

(Feist, ASCAP)

TEMPTATION ..... (Robbins, ASCAP)

Decca's European lark sings artfully on two sensuous standards. Both taken from her new album "The Hi-Fi Nightingale." Kurt Edelhagen provides cool backing on "Siboney," aptly showcasing the gal's flair for hep jazz-styled vocalizing, while Werner Muller dishes out a fine lush arrangement of "Temptation" as background for her rich, exciting thrushing job. Sure-fire programming material.

DICK HYMAN TRIO....M-G-M 12149....A THEME FROM "THE THREE PENNY OPERA" MORITAT .....(Harms, ASCAP)

> This one could be a sleeper. The trio serves up a fine, smartly paced instrumental-whistling version of the haunting "Mack the Knife" theme previously cut by Louis Armstrong and Turk Murphy. The Kurt Weill tune is a lovely, albeit heretofore rather obscure standard, and this platter might do a job on it, a la "Autumn Leaves." Flip is "Baubles, Bangles and Beads" from "Kismet" (Frank, ASCAP).

### 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. The same considerations are applied to records reviewed in the country and western, and rhythm and blues fields.

90-100, Tops - 80- 89, Excellent

70- 79, Good

60- 89, Satisfactory

50- 59, Limited 0- 49. Poor

DAVID WHITFIELD

When You Lose the One You Love ......78 LONDON 1617 - The imposing tenor voice teams up with the Mantovani ork and chorus in an impressive production. It's a big effort and the pairing could generate spins. (Chappell, ASCAP)

Angelus....72 Here's another opus with the big full sound. This time it's a religioso effort and Whitfield sings it with expression. (ASCAP)

FELICIA SANDERS

wraps up a poignant ballad from the forthcoming M-G-M movie, "Meet Me in Las Vegas," in a sensitive, sincere vocal interpretation. Should get considerable jockey play. (Feist, ASCAP)

The Things That You Can't See....75 An effective, rich-voiced reading of an appealing ballad. (Shapiro-Bernsetin, ASCAP)

VIC DAMONE

on the label, Damone cuts a fine performance on a tender plea to the lady love. Lush Weston backing adds appeal. (April, ASCAP)

Sure . . . . 75

RALPH MARTERIE ORK

tion. (Dandelion, BMI)

Where the Wind Blows

(In Sorrento)....73

(Pure, BMI)

You Came a

RAY McKINLEY ORK

gets a fine reading here. A chorus

chants the lyric to a stirring back-

ground of military-type instrumenta-

Marterie and the ork do an unusual

interpretation of this enchanting

standard melody. An instrumental

that will likely get good deejay play.

Long Way From St. Louis.......74

DECCA 29770-McKinley had a big

More tender, romantic balladry with Damone's usual appealing song savvy on display. Weston ork again lends an impressive hand. (Witmark, ASCAP)

> hit with this Afro-Cuban blues-styled ditty a few years ago and jockeys should welcome the chance to restock it for their libraries. Good juke stuff. (Jewel, ASCAP)

Flaggin' the Train to Tuscaloosa....72 A personable vocal job by McKinley on a catchy tune from the Hitchcock movie, "The Trouble With Harry." The song is over-shadowed by the title-theme in the picture, but this folksy item should get some jockey play nevertheless. (Frank, ASCAP)

ANIE MARDEN (Dear Stranger) Thank

You for the Waltz ......74 LONDON 1629-The gal sings with warm expressiveness on an attractive tune with a stimulating beat.

LEN DRESSLER These Hands ..... MERCURY 70774-Dressler impresses as an important new talent in this double-

cover disk. This particular devotional tune affords his best chance to compete with earlier versions, (Hill & Range, BMI)

Chain Gang....74 In this fast-breaking material, Dressler lacks the fire of the Bobby Scott version, but should get a profitable share of the action. (Pincus, ASCAP)

JILL COREY

COLUMBIA 40627-The young thrush offers a heartfelt hymn of hope in a gently sinuous rhythm. Wax will get additional hype value from slotting on U. S. Steel Theater Guild TV'er. (Monu-

ment, BMI) First Love....72

Tome about ramifications of puppy love gets an emotional reading from Miss Corey. Could click for some action at the young teen level. (American, BMI)

IOHNNY DESMOND

lian Roth story gets sincere, meaningful treatment. Pic plug value for the song could bring additional attention.

In My Diary .... 74 In a gently swinging opus, Desmond tells all about the word pictures he paints in his diary. The original version was the Moonglows' r.&b. slicing.

> I'll Come When You Call .... 72 Sweet, sincere thrushing on a pretty ballad with relaxed, easy pacing.

MARION MARLOWE Ave Maria ......74 CADENCE 1731 - A very tasteful

side, Miss Marlowe does the great religious song with technical skill and fervor. (Cadence, ASCAP) The Lord's Prayer....72

A suitable coupling, particularly at this season. (Schirmer, ASCAP)

THE JONES BOYS

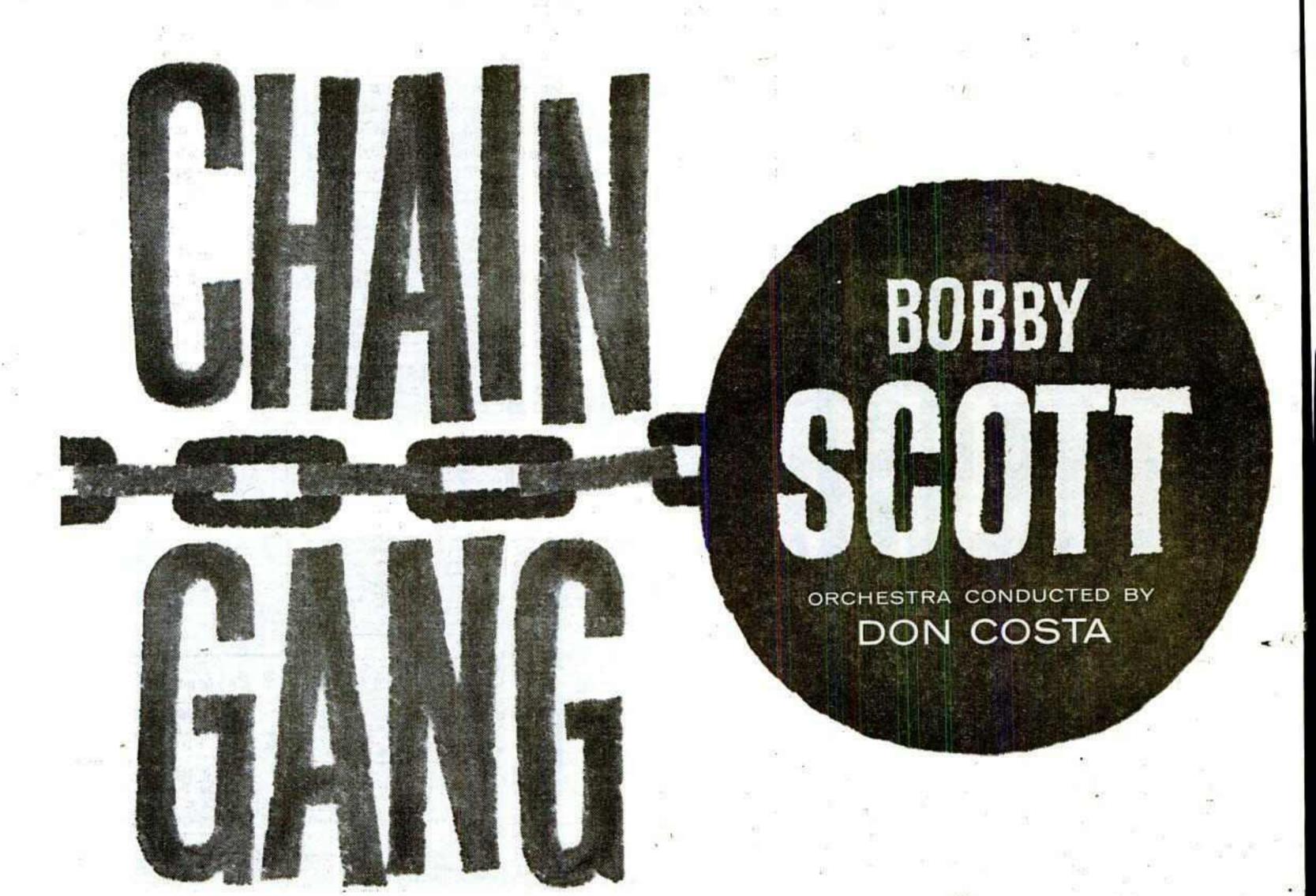
Cowpoke ..... 73 KAPP 130 - This is a slow-paced clip-clopper that carries the melancholy cowpoke's lament. Relaxed de-(Continued on page 40)

THERE'S

ONLY

ONE

SMASH



C/W SHADRACH



AM-PAR RECORD CORP., New York, N. Y.
(Distributed in Canada by Sparton of Canada, Ltd.)

# MUSIC-RADIO IT'S NO GIMMICK... IT'S A GENUINE HIT!

BY THE

SUNG AND PLAYED IN FRENCH

MERCURY 70742



CHICAGO 1, ILLINOIS

### The Billboard Music Popularity Charts POPULAR RECORDS

# Reviews of New Pop Records

### Continued from page 38

livery of "Ghost Riders" type melody somehow sticks. (Frank, ASCAP)

There You Are .... 72 Pretty Jimmy Van Heusen ballad gets a sincere performance by the Jones lads with pleasant bits by high sopranos in the backing. (Cavalcade, ASCAP)

### HERBIE FIELDS SEXTET

DECCA 29752-An interesting instrumental arrangement of the great standard with a stimulating beat. Both sides of this disk are from Fields' album "Blow Hot-Blow Cold." (Handy, ASCAP)

Makin' Whoopee .... 72 Tasteful instrumental treatment of the oldie with a modern tempo and standout sax solo work. Good jockey programming fodder. (Bregman,

Vocco & Conn, ASCAP)

### TED HEATH

Malaguena ..... 73 LONDON 1621-The British orkster adds a classy and moderately intricate waxing to the parade of already existing versions of the tune.

Barber Shop Jump....70 Conventional big band instrumental jump item, the side features a swinging ensemble with little solo work. Pleasant dance fare.

### DAVID ROSE ORK That Old Black Magic ......72

M-G-M 30886-These excerpts from Rose's LP of Harold Arien tunes should come in handy for deejays and ops. Typically lush, string-laden Rose instrumental. (Famous, ASCAP) Happiness Is a Thing Called Joe .... 72

As above. (Feist, ASCAP)

### THE FOUR JOES

Annelise ..... 71 M-G-M 12147 - An engaging, light polka tune is sung smoothly and warmly by the good group. Merits some spins, (Mellin, BMI)

Honey, My Little Honey .... 70 A two-tempo arrangement of an oldfashioned, simple and folksy number. Will need a load of plugging if

anything's to happen. (Hollis, BMI)

### LARRY STARR Fall in Love, Fall in Love

KAPP 129-A lilting love song with a Neapolitan flavor, sung with touching emotion by Starr, and given a full, rich backing by chorus and strings. Starr's is a light ringing voice of uncommon appeal. (Garland, ASCAP)

Whatever You Want Me to Be .... 68 A prettily harmonized effort with Starr singing out over chorus and ork with effortless style. A listenable side, but not as strong as the flip. (Brandom, ASCAP)

### THE CREEL SISTERS

r.&b. type rhythm fare delivered in swingin' style by the fems. (Dandelion, BMI)

I Got Somebody to Love....67 More rhythmic beats this time of a routine pop nature. Pair projects enthusiasm. (Burlington, ASCAP)

### ALLEN CASE

Watch Out! ......70 COLUMBIA 40585-An okay vocal job on an attractive ballad with a pleasant, relaxed beat. (Blackwood, BMI)

Half of Me....69 Sincere, albeit rather stiff warbling on a pleasing ditty with clever lyrics. (Jungalckel, ASCAP)

### MERV GRIFFIN

COLUMBIA 40624 - A Smooth, straightforward reading of the theme from the movie "Man With the Gun." Griffin's vocal is tastefully weven into a lush choral and orchestral arrangement. (Piedmont, ASCAP) Call Out the Engines .... 68

With bells and sirens blaring in the background, Griffin has to swing out to put over the message of this wild novelty. The side has plenty of noisy excitement to create initial interest. (Reis, ASCAP)

### THE CHAPPAQUA HIGH SCHOOL KIDS

One More Song ......69 COLUMBIA 40620-Exuberant, spontaneous-sounding group singing by Jimmy Leyden's kid chorus. Has some juke potential. (Hollis, BMI)

Honey, My Little Honey .... 69 Same comment, (Hollis, BMI)

### BILL HAYES

Die Ballade Von Davy Crockett ...... 69 CADENCE 1422-Hayes, who scored so sensationally with the original version, belts it out in German here. Leb Wohl, Meine Heimat .... 69

A very pretty interpretation of this traditional song. Bill Hayes' fine vocal is backed by tasteful instrumentation.

### PAT O'DAY

Annie Onkley .....69 M-G-M 12146-A bright saga-in-song of the heroine of the .45. The folksy flavor of the backing adds color to this listenable ditty. Miss O'Day styles it to a "T" (Miller, ASCAP)

Please Don't Let Me Love You ... 68 The songstress has an unusual piece of material here. It is a simple ballad with heavy country flavor both in the vocal styling and in the backing. This could help move it in both pop and country markets. (Acuff-Rose, BMI)

### RUSH ADAMS

Love Plays the Strings of My Banjo....68 M-G-M 12145-Folk-type tune is from the film "Mohawk." Slim stuff for today's pop market, despite a fine warble by Adams. (Feist, ASCAP)

### I Love You to the

Point of No Return .... 68 Adams, with his Buddy Clark-model pipes, deserves better material than he gets on these sides. (Wels & Barry, BMI)

### TEACHO WILTSHIRE ORK

Are You Willing? ......68 TIN PAN ALLEY 142-The label bills this as the original Rock and Roll Waltz. Wiltshire plays piano and sings the strictly pop-styled r.&b. ditty. (Juke Box Alley, BMI)

Working Overtime .... 65 Good instrumental rhythm effects show here but the singer's r.&b. efforts seem misplaced. (Juke Box Alley, BMI)

### CHARLIE ROSS

The Whistle Song (Everybody Whistle) ......68 MARS 1008-This one consists of simple, basic melody voiced thruout by piano with occasional whistled bits. Might be said it has its novel aspects. (Essex, ASCAP)

### (Put Another Nickel In) Music! Music! Music! .... 60

With a belted vocal on a production job scale, this was a big hit. Chances of this piano solo doing a repeat are somewhat remote. (Cromwell, ASCAP)

### ART CARNEY AND FRIEND

A Little Beauty ......67 COLUMBIA 40623-As this novelty progresses, the comedian gets interference from a noisy pup, who overwhelms him finally. A gag record that some will find funny; some won't. (Frank, ASCAP)

### The New Face on

the Barroom Floor .... 65 To the tinkling of vintage ragtime piano, Carney makes like a barbershop quartet tenor and gets carried away with his new version of the old ballad. Good for a few yocks. (Clover, ASCAP)

### GLORIA BECKER Sixteen Pounds

(Housewife's Lament) ..........65 REAL 1304 - A mildly humorous take-off on the "Sixteen Tons" idea. Will attract moderate decjay play, but is not a strong entry. (American,

BMI) Adios to Mexico City....60

The thrush emotes unconvincingly in this tear-jerker. Both material and arrangement are routine. (Real-American, BMI)

### Reviews of New Spiritual Records

### THE RADIO FOUR

NASHBORO 566-Watch this one. The lead singer carries this along at a strong emotional pace, and the supporting singers and instrumentation give it a rolling beat. Will get plays. (Excelloree, BMI)

How Much I Owe .... 74 This side has a beat similar to the flip; but in general is not quite as strong. (Excellerec, BMI)

### CHOSEN GOSPEL SINGERS

It's Alright .......74 NASHBORO 567-This reading by the group is marked with intensity and nice work by the lead singer. (Excellorec, BMI)

When the Saints Go Marching In ... . 73 This standard is done in very measured style, with a slow, heavily marked tempo. Interesting. (Excellorec, BMI

### THE SKYLARKS

NASHBORO 565-The group sings this spiritual with emotion, and there's a slow swinging beat to the reading. (Excellerec, BMI) God Is Able....72

Like the flip, this reading is marked by a good beat and a performance full of heart. (Excellorec, BMI)

### Reviews of New Sacred Records

### MARSHALL PACK

A Mail Order From Heaven ........78 REPUBLIC 7124-This is the writer's own version of the piece of material spotlighted here several weeks ago in the Nelson King version, Each deejay should sell to his own radio following, and the rest will depend on company distribution. (Nash, BMI)

When I Sit Down With God .... 75 Another effective religious reading; not as gimmicky as the flip however. (Nash, BMI)

### THE CHUCK WAGON GANG

COLUMBIA 21489 - There's good (Continued on page 43)

# Watch another IV Hit being made

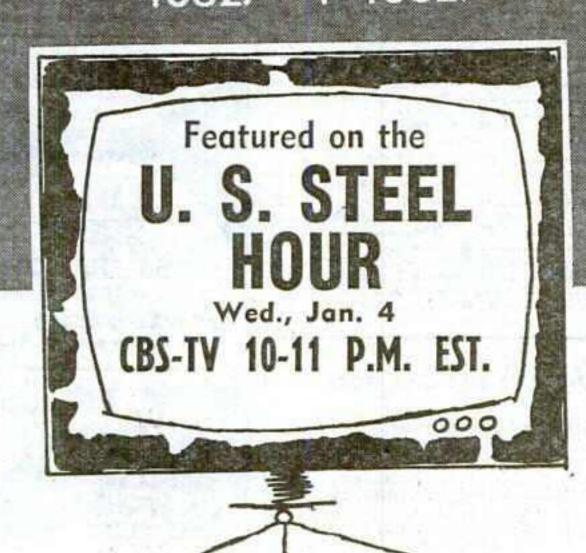
1955 —Let Me Go Lover

1956 ...

# 

# 

COLUMBIA 40627 4-40627





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Attentions	
Address	
City	Zone State

# The Billboard Music Popularity Charts

# THE TOP 100

For survey week ending December 21

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 purpos is to provide Disk Jockeys with additional programming material and to give trade exposure to NEWER records just beginning to show action in the field.

This	ornaro.	(C. Shichhol	Last
Week Song	Artist	Label	Week
1. SIXTEEN TONS	D. Martin	.Capitol	
3. MOMENTS TO REMEMBER			
5. LOVE AND MARRIAGE	F. Sinatra	.Capitol	5
7. NUTTIN' FOR CHRISTMAS	B. Gordon-A.		Selfore I
S. ONLY YOU	Mooney Platters	.Mercury	5
9. AUTUMN LEAVES	R. Williams	Kapp .	7
11. TEEN-AGE PRAYER	G. Storm	.Dot	19
13. LOVE IS A MANY-SPLENDORED THING	Four Aces	.Decca .	10
14. ROCK AND ROLL WALTZ	Hilltoppers	.Dot	13
16. BAND OF GOLD	D. Cherry McGuire Sisters.	.Columbia	17
18. WHITE CHRISTMAS	Bing Crosby	.Decca .	24
20. MEMORIES ARE MADE OF THIS	G. Storm	.Dot	26
21. ARE YOU SATISFIED?	R. Draper	.Mercury	25
23. DADDY-0 24. BAND OF GOLD	K. Carson	.Capitol	39
25. NUTTIN' FOR CHRISTMAS	R. Draper	.Mercury	23
26. FEEN-AGE PRAYER	G. Mann B. Halev	Sound . Decca .	20
29. LISBON ANTIGUA	N. Riddle	Capitol	34
31. MEMORIES OF YOU	Four Coins	.Epic	35
32. WOMAN IN LOVE 33. IT'S ALMOST TOMORROW	S. Lanson	.Dot	30
34. WOMAN IN LOVE	Crew Cuts	. Mercury	21
36. AT MY FRONT DOOR	P. Boone	.Dot	27
38. MY BOY—FLAT TOP	D. Collins	.Coral .	56
40. NUTTIN' FOR CHRISTMAS	R. Zahnd	.Columbia	a45
41. GEE WHITTAKERS	R. Hamilton	.Epic	68
43. ROCK A BEATIN' BOOGIE	.F. Sinatra	.Capitol	43
45. NUTTIN' FOR CHRISTMAS	Fontane Sisters J. Stafford	.Dot	36
47. SHIFTING, WHISPERING SANDS	B. Vaughn	.Dot	29
49. DADDY-O 49. AUTUMN LEAVES	.B. Lou	.King	55
51. GO ON WITH THE WEDDING	P. Page	. Mercury	
51. DOLLY'S OH SUSANNA	Artist Control of the	.Victor .	43
53. MY BELIEVING HEART	J. James	.M-G-M	85
55. PEPPER HOT BABY	R. Williams	.Kapp .	48
57. TOYLAND 57. FORGIVE MY HEART	Nat King Cole	.Capitol	77
59. MEMORIES ARE MADE OF THIS	.M. Carson	.Columbi	a72
61. MY TREASURE 61. SOMEONE YOU LOVE	Hilltoppers	.Dot	99
63. C'EST LA VIE	S. Vaughan	Mercury	41
64. NO ARMS CAN EVER HOLD YOU 65. GOODBYE TO ROME	. U. Gibos	. Mercury	24
65. EVERYBODY'S GOT A HOME BUT ME 67. WHEN YOU DANCE	.E. Fisher	.Victor .	58
68. LOVE AND MARRIAGE	.D. Shore	. Victor .	51
69. SIXTEEN TONS	J. Desmond	.Coral .	50
71. BIBLE TELLS ME SO	D. Cornell	.Coral .	72
73. LULLABY OF BIRDLAND	.J. P. Morgan	.Victor .	72
75. SUDDENLY THERE'S A VALLEY	.Fontane Sisters	Dot	88
77. LET IT RING	.D. Day P. Boone	.Columbi	a53
80. MY BONNIE LASSIE	. L. Busch	Capitol	
80. AUTUMN LEAVES 82. LOVE IS A MANY-SPLENDORED THING	V. Young	Decca .	99
83. SUDDENLY THERE'S A VALLEY	.G. Grant	Era	75
85. GO ON WITH THE WEDDING	K Kallen-G		
85. C'EST LA VIE	Shaw	Victor	88
87. YELLOW ROSE OF TEXAS	.B. Madigan	M-G-M	81
89. SUDDENLY THEPE'S A VALLEY	J. La Rosa	.Cadence	.::: <u>=</u>
91. YELLOW ROSE OF TEXAS	M. Miller	Columbi	a68
91. TOO LATE NOW	.De Castro Sister	Abbott	
91. DOG-FACED SOLDIER 95. JAPANESE FAREWELL SONG	.K. C. Jones	Marque	92
96. AMUKIRKI	Dand	Capitol	96
97. NO ARMS CAN EVER HOLD YOU	.Gaylords	Mercury	97
98. TINA MARIE 100. LOVE IS A MANY-SPLENDORED THING	.P. Como	.Victor	
100. POR FAVOR 100. AUTUMN LEAVES	.V. Damone	Mercury	
	Greason	apitoi	08

### CAUTION TO DEALERS AND JUKE BOX OPERATORS

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





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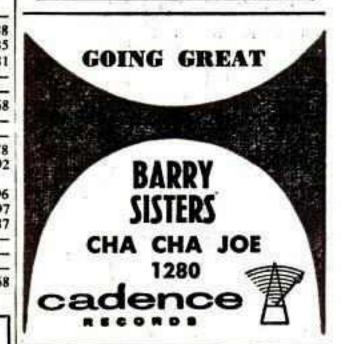


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CANCER FUND

### Reviews of New Sacred Records

Continued from page 40

hand-clapping revivalist flavor here displayed by the gang in an enthu-siastic reading of a Deep South spiritual. (SESAC).

I'm Gonna See Heaven .... 73. More energetic spiritual material as the group tell what will happen up in heaven. Good, uninhibited performance. (SESAC)

THE HOLY NOTES

Written on the Heavenly Lis .........74 VICTOR 6373-Gal duo gets in the mood here with a colorful and spirited performance. Rhythm is fine bet thin piano and organ backup detracts. (Hill & Range, BMI)

Ploly Notes .... 72 The gals slow the pace on this side but they still inject plenty of the sincere excitement of the flip, (Hill & Range, BMI)

THE JOHNSON FAMILY SINGERS VICTOR 6372 — There's a happy, shouting type delivery with emphasis on rhythm rather than message.

(Trinity, BMI) (He Heard a Prayer) and He Was There .... 72

Wherever you turn, the Lord will be there, is the message and it's delivered in the same ear-catching Thythmic style. (Towne, ASCAP)

### Number of Releases This Week

Label ABBOTT	Pop	C&W	R&B
ABBOTT	1	. 1 .	
CADENCE	2	1000	_
COLUMBIA	7	. 1 .	_
CORAL	and the same	-	196
DECCA	4 22	. 3	
EXCELLO		1	,
FABOR		:	1
FEDERAL			i
INTRASTATE .		1	i
KAPP			10
KING	1		
LIN		. 1	30 <u> </u>
LONDON	3		
MARS	1		_
MERCURY			
M-G-M			
REAL		-	
REPUBLIC		1	3
		the state of the state of	
TIN PAN ALLI	v		::V
UNITED	Substitution		. 1
VICTOR		• 1 - 140	
VICTOR	and the	M 150	75
TOTAL	30	9-15	



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Seb tribe to The Billboard TODAY!

album like this one seems determined to prove just how virile, and sometimes down-right funky, a tone the flute can produce. Frank Wess, the popular Basie soloist, is a leading figure in this movement, and he produces vigorous music in duet with another flutist, Jerome Richardson, Additional interest comes from the flute-sax combinations in these Ernie

Wilkins arrangements. The outstand-

KEEP YOUR EYE ON THIS ONE! Deed = 1010 "OLE DEVIL MOON"

Rita Raines 64 W. Randolph, Chicago Records

# VOX JOX

GIMMIX: A friendly feud between a couple of WTMJ, Milwaulee, disk joekeys brought out a deluge of 50,000 buttons, all sizes, shapes and colors to Radio City, the home of the Milwaukee Journal station in a three-week period. It started when Bob Kelly, emsee of "Kelly and Company," called Gordon Thomas of "Top O' the Morning" an "absurdity." Not to be outdone, Thomas retorted, "Kelly obviously doesn't have all his buttons; so let's get some for him." The botton deluge followed. The project was mentioned over the air just twice each day for three weeks. In addition to boxes and boxes of actual buttons, one car arrived with five members of the Button family of Hartland, Wis., in it. WTMJ presented the buttons to the Goodwill Industries and the Society of St. Vincent De Paul for worthwhile use.

THIS 'N' THAT: It's chairman time again, and Bill Randle (WERE, Cleveland, and WCBS, New York) has been appointed national deejay chief on the 1956 March of Dimes drive; while Howard Miller, WIND, Chicago, and the CBS network wil' chairman the national deejay committee for the 1956 Heart

Continued from page 22

is also in rare form here.

LLINOIS JACQUET

Clef MG C 676

and sales should be good. Peterson

AND HIS ORCHESTRA ......74

The light, swingy organistics of

Gerald Wiggins are deftly integrated

into this commendable, slightly off-

beat jazz package. Wiggins' organ

and Jacquet's tenor sax produce in-

teresting blend results on eight selec-

tions - five standards and three

Jacquet originals. Jacquet's tasteful

sax scores highest on "Stardust,"

while Wiggins shines on a special

opening for "Learnin' the Blues,"

Jacquet fans will want to add this to

their collections, as will those who

Johnny Eaton and his Princetonians

If there are those who don't think

that Dave Brubeck "really" plays, it

is hard to imagine what they will

think this serious quintet from Prince-

ton is playing. They actually draw

upon far more radical sources than

Brubeck. Technically, Johnny Eaton

at piano, Dick Lincoln on vibes and

John Solum on flute are impressive

and, in their solos, get in some telling

licks. Biggest weakness is rhythm.

The difficult harmonies may repel

some listeners, but none can deny the

experimental merit that this set has.

To demonstrate the Princetonians at

their sophisticated best, try as a

Canada, which produced such great

jazzists as Oscar Peterson and May-

nard Ferguson, brings forth another

contender in Paul Bley, a modern

pianist who shows strong potential

in these 12 sides recorded with his

trio. Percy Heath and Peter Ind

alternate on bass, and Alan Levitt

is on drums. Bley's style is relaxed,

and he has a swinging technique on

several of the numbers which con-

trasts with the cool, and occasionally

bop-styled, mode of others. Tunes

include "Topsy," "That Old Feeling,"
"I Want to Be Happy," "This Can't

FLUTES AND REEDS ......72

The flute is gaining more and more

acceptance as a jazz instrument. An

sample "Wholly G."

Wing MG W 60001

Be Love."

Savoy MG 12022

(1-12")

like jazz-organ packages.

Columbia CL 737

Reviews and Ratings

of New Popular Albums

Fantasy 3-209

Rosa.

Jubilee LP 1017

Sunset 500

Fund. . . . Sidney Gross, who supervises and produces all jazz LP's for Urania Records, in addition to his deejay chores on the ABC network, says he is "well aware of the difficulties most deejays have in obtaining current jazz LP's and would like to be of assistance in helping them with their program needs." Gross, who conducts a jazz course at Columbia University, is also readying a jazz magazine designed to supply deejays with timely news items on jazz record artists. . . . Martin Hill, WKGN, Knoxville, Tenn., who jockeys the station's I a.m. to 3:30 a.m. "Ye Olde Night Train," reports that classical records on his show have been received most favorably as a background for late studying. Hill considers this "some step from the home of the hillbillies in our Smok-

Another case of interesting team work has turned up in Hartford, Conn., where Bob E. Lloyd, WGTH, and Cal Kolby, WDRC, are on at the same time of the day. Full of seasonal cheer, the boys have worked out a way to be buddy-buddy in spite of the han-

ing rhythm section consists of Hank

Jones, Eddie Jones and Kenny Clarke.

The Brothers Sandole-Dennis and

Adolph-are composers hailing from

Philadelphia. Ensemble here is un-

usually well equipped to play a pro-

gram of their advanced compositions.

its appeal is not exclusively intellec-

tual. Altoist John LaPorta's tender

solo in "Way Down," for example, is

accessible to tutored and untutored

ears alike. Art Farmer's bright, perky

trumpet work is also outstanding.

Other members of the group are:

Teo Macero, George Barrow, Sonny

Russo, Al Del Governatore, Wendell

Marshall, Milt Hinton and Clem De

CHICAGO JAZZ REBORN ......70

Dave Remington and the Chicago Jazz

Most of the cats who blow on this

disk were in knee pants or less when

Chicago Jazz was a flourishing form,

yet as a unit they give an acceptable

enough revival. Organizer of the group

is 29-year-old planist Dave Reming-

ton. Such classics as "Jazzband Ball,"

"Royal Garden Blues," etc., are

played by the seven-man outfit, which

includes, in addition to the standard

instrumental line-up, some swinging

fiddle work by bassist Johnny Frigo.

Tho less inspired than the real thing,

Children's

This set, also available on LP and

78 r.p.m., could garner lots of sales

for dealers who place it on display.

It's the equivalent of a near half-hour

radio show with sound effects, song

and story, professionally done in a

fashion to hold the interest of young-

sters solidly. Album is illustrated

with a map of the famous trail and

can serve as a reader. Heavy promo-

tion slated for the set will keep it

it has a pleasant enough sound.

WILD BILL HICKOK AND JINGLES

Guy Madison, Andy Devine (2-EP)

Far out, as most of the program is,

dicap. The recently called each other on the phone while on the air, and arranged to cue up the same record at the same time for airing. The boys let their respective listening audiences in on the gag and arged them to switch back and forth from WDRC to WGTH to see if the two turntables were running at the same speed.

Ken Burkhart ias moved from KXOL, Fort Worth, to WNOE, New Orleans, to head the station's seven 'till midnight swing show. . . . . . Bill Mayhugh, WOL, Washington, was in New York, last week visiting flack Buddy Basch. . . . New diskers at WAFB, Baton Rouge, La., are Joe Keown and Bob Peters. Gene Edwards, WRIT, Milwaukee, and his frau have a new daughter, Jeri Lynn, their first. . . . Dick Williamson was appointed program director of WLAY, Sheffield, Ala.

### YESTERYEAR'S TOPS-

The nation's top tunes on records as reported in The Billboard

JANUARY 1, 1946: 1. Symphony

2. It's Been a Long: Long Time

3. I Can't Begin to Tell You

4. It Might as Well Be Spring

Chickery Chick 6. White Christmas

7. Waitin' for the Train to Come

8. Let It Snow! Let It Snow!

Let It Snow! 9. That's for Me

Dig You Later (A Huba-Huba-Huba)

11. (Did You Ever Get That Feel-

ing) In the Moonlight 12. Doctor, Lawyer, Indian Chief

13. Some Sunday Morning

14. Aren't You Glad You're You?

15. Come to Baby, Do

JANUARY 6, 1951:

1. Tennessee Waltz 2. The Think

3. My Heart Cries for You

4. Harbor Lights

5. Nevertheless 6. Bushel and a Peck, A

7. Rudolph, the Red-Nosed Reindeer

8. All My Love 9. Thinking of You

10. Be My Love

# Oistrakh and Stern Paired

NEW YORK, Dec. 31.-Columbia Records intensified the already heated Oistrakh sweepstakes this week with a disking of the Russian artist sharing solo honors with violinist Isaac Stern. Tapes of the Vivaldi Double Violin Concerto, featuring the two, performing with the Philadelphia Orchestra under Eugene Ormandy, were made in Philadelphia this week.

This disk will also feature solo performances of other works by both violinists. Next week, Columbia will also record Oistrakh in a performance of the Shostakovitch Violin Concerto with the New York Philharmonic Symphony Orchestra.

# '55's Top Publishers

 Continued from page 18 34. RYLAN

\*Make Yourself Comfortable .....Rylan ..... 35. RONCOM Tina Marie ....... Roncom ...... 505

36. MAPLE LEAF \*No More ...... Maple Leaf ...... 434

37. CANADIAN LIMITED

SPECIAL NOTE: "Crazy Otto Medley" was one of the top songs of 1955, but does not appear in the list above because there is no way of splitting the tunes making up the medley between the various publishers involved.



**BONNIE LOU** DADDY-0

King 4864

BOYD BENNETT THE MOST King 4853

BOY—FLAT MY King 1494

> SEVENTEEN King 1470

OTIS WILLIAMS and NEW GROUP

THAT'S YOUR MISTAKE

Too Late | Learned DeLuxe 6091

BUBBER JOHNSON COME HOME King 4822

LITTLE WILLIE JOHN **NEED YOUR LOVE** SO BAD

> HOME AT LAST King 4841

ALL AROUND THE WORLD . King 4818

THE MIDNIGHTERS

ROCK AND ROLL WEDDING

That House on the Hill Federal 12240

> **ROCK BROTHERS DUNGAREE DOLL**

> > King 4851

JOE TEX

COME IN THIS HOUSE

King 4840

THE PLATTERS TELL THE WORLD

Federal 12250

JACK DUPREE SILENT PARTNER

King 4859



# The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

THE BILLBOARD

# • C & W Territorial Best Sellers

For survey week ending December 28

City-by-city listings are pased 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. Eat, Drink, and Be Merry P. Wagoner, Vic.
- 4. Mystery Train, E. Presley, Vic.-Sun. 5. I Walked Alone Last Night E Arnold, Vic.

### Charlotte

- 1. Love, Love, Love, W. Pierce, Dec. 2. I've Kissed You My Last Time
- K. Wells, Dec. 3. Why, Baby, Why?
- R. Sovine-W. Pierce, Dec.
- 4. I Hear You Knockin', M. Wiseman, Dot 5. Just Call Me Lonesome, E. Arnold, Vic.
- 6. I Forgot to Remember to Forget E. Presley, Vic.-Sun 7. I Don't Care, W. Pierce, Dec.

### Dallas-Fort Worth

- 1. Sixteen Tons, T. Ernie, Cap 2. Cattle Call, E. Arnold, Vic. 3. Love, Love, Love, W. Pierce. Dec.
- 4. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
- 5. Croce Di Oro (Cross of Gold) R. & B. Foley, Dec. 6. Just Call Me Lonesome, E. Arnold, Vic.
- 7. I Forgot to Remember to Forget E. Presley, Vic.-Sun
- 8. Why, Baby, Why? G. Jones, Sdy. 9. All Right, F. Young, Cap. 10. Satisfied Mind, P Wagoner, Vic.

### Houston

- 1. Sixteen Tons, T. Ernie, Cap. 2. Eat, Drink and Be Merry
- P. Wagoner, Vic 3. Love, Love, Love, W. Pierce, Dec. 4. Just Call Me Lonesome, E Arnold, Vic.
- 5. Why, Baby, Why? G Jones. Sdy.

### Memphis

- 1. Sixteen Tons, T. Ernie, Cap. 2. Love, Love, Love, W. Pierce, Dec. 3. Richest Man, E. Arnold. Vic. 4. Honey, Honey, Bee Ball
- H. Thompson, Cap. 5. Ballad of Davy Crockett, T. Ernic, Cap.

### Nashville

- 1. Sixteen Tons, T. Ernie, Cap. 2. Love, Love, Love, W. Pierce, Dec. 3. Eat, Drink and Be Merry
- P. Wagoner, Vic. 4. Why, Baby, Why?
- R. Sovine-W. Pierce, Dec. 5. Why, Baby, Why? G. Jones, Sdy. 6. I Feel Like Cryin', C. Smith, Col.

### 7. Lonely Side of Town, K. Wells, Dec. New Orleans

- 1. Sixteen Tons, T. Ernie, Cap. 2. Thirty Days, E. Tubb. Dec.
- 3. All Right, F. Young, Cap. 4. Yonder Comes a Sucker, J. Reeves, Vic. 5. Pretty Mama, M. Robbins, Col.
- Richmond, Va. 1. Love, Love, Love, W. Pierce, Dec. 2. Sixteen Tons, T. Ernie, Gap. 3. Just Call Me Lonesome, E. Arnold, Vic.
- 4. Lonely Side of Town, K. Wells, Dec. 5. Richest Man, E. Arnold, Vic. 6. Mystery Train, E. Presley, Vic.-Sun
  - St. Louis
- 1. Sixteen Tons, T. Ernie, Cap. 2. I Forgot to Remember to Forget E. Presley, Vic.-Sun
- 3. Why. Baby, Why? G. Jones, Sdy. 4. Love. Love. Love. W. Pierce. Dec.
- 5. Don't Take It Out on Me H Thompson, Cap.

# Reviews of New ( & W Records

### JIMMY WILLIAMS

- M-G-M 12150-A penetrating selfcensure job is projected in this fine country lyric. The warbter shows plenty of talent. A fine entry that could raise some ruckus (Milene, ASCAP)
- Go Ahead and Make Me Cry....71 Another fine job, but the warbler has stronger material on the flip.
- ROY MOSS You Nearly Lose Your Mind MERCURY 70770-A tangy country

blues that should gain from the growing predilection for r.&b. in the country market. A distinctive side that could step out. (American, BMI)

You're My Big Baby Now .... 76 Moss easays a bright blues ditty in hiccuppy style that almost bridges the country and r.&b. idioms. Good backing helps. (Acuff-Rose, BMI)

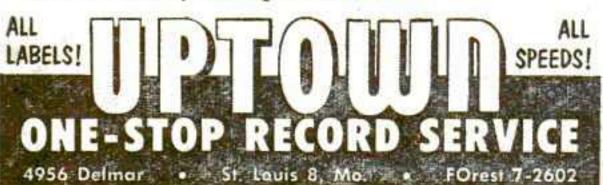
### GLENN REEVES

That'll Be Love ....... REPUBLIC- 7121-The Jacksonville, Fla., deejay-warbler starts his disking career with an engaging piece of tune. With exposure, this

# Make MORE Money!



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



could do well, (Nash, BMI) The Last Time .... 73

He's less effective on this conventional-type weeper. (Nash, BMI)

### JIM REEVES Let Me Remember

- (The Things I Can't Forget) .......75 ABBOTT 186-Reeves, now on Victor, gets a fine lyric quality into his reading of this tender country song. Merits good deejay exposure. (American, BMI)
- Hillbilly Waltz....74 A three-beat item on this side. Reeves warbles it in his excellent lyric style. A strong coupling for the flip. (American, BMI)

### SKEETS YANEY

- M-G-M 12151-A happy tune with an infectious bounce. Yaney presents a lively, extrovert personality that puts over the material extremely well. One of his most saleable offerings to date. (Acuff-Rose, BMI)
- Meet Me in the Chapel .... 74 Yancy is relaxed in this pretty ballad, and gives it a memorable styling. Pleasant listening. (Acuff-Rose, BMI)
- ROY HALL
  - See You Later, Alligator ......74 DECCA 29786-Here's a cute country version of the r.&b. tune. Hall gives a sparkling rendition with country guitar backing making with typical r.&b. beats and sounds. (Arc. BMI)
  - Don't Stop Now .... 74 More r.&b. material barely translated to country style. The mixture of styles makes interesting listening as Hall gives a spirited discourse on how to terp rock 'n' roll fashion. (Copar. BMI)
- JOE MAPHIS (KING OF THE STRINGS) I Love You Deeply ......74
  - COLUMBIA 21479 Maphis-teams up with Rose Lee for a moving vocal interpretation of a moving love song, with appealingly simple lyrics. (Ridgeway, BMI)
  - Fire on the Strings....72 A lively, happy-sounding instrumental

### with zippy pacing and excellent banjo solo work. Good juke fodder. IRed River. BMI)

### SONS OF THE PIONEERS The Last Frontier ......74

VICTOR 6376-Another of those pioneer type tunes, this one the title song of the new pic, gets a kick off here. Tune itself stacks up well in its class and the group gives it a good ride. (Shapiro-Bernstein, ASCAP) How Great Thou Art .... 71

This religious effort has some of the qualities of a spirited hymn and the Pioneers deliver a lusty and expressive (eading. (Manna, BMI)

### COWBOY COPAS

Any Old Time ..... KING 4865-Copas gives this appealing Jimmie Rodgers tune a forceful reading and is aptly cast in material of this type. The bouncy beat gives added effectiveness for ops. (Peer, BMI)

### Don't Shake Hands

With the Devil .... 71 Country-sacred material set to a happy, swingy beat with Copas riding it for all its worth. Good change-ofpace programming for country deelays. (Acuff-Rose, BMI)

### LINDSEY BROTHERS

Big Hearted Joe ......72 EXCELLO 2071-Sprightly duo-vocalizing on a jaunty rhythm-novelty with amusing lyrics. (BMI) Let's Get Down to Business ... . 70

Same comment, (Excellorec, BMI)

- DARRELL WALKER WITH
- CHUCK RAY AND HIS GANG It's All Over Now ......6 INTRASTATE 29-Walker warbles a plaintive weeper with feeling and sincerity. (Homestead, BMI)
- It Makes a World of Difference....68 An okay reading of a nice little ditty with philosophical lyrics. (Homestead, BMI)

# Cap's Jan. Sales

Continued from page 14

Benny Goodman; "Benny Goodman Combos" and Nat (King) Cole's "Top Pops."

"Don Giovanni," Giuseppe Taddei, baritone; Cesare Valletti, tenor; Italo Tajo, bass; Maria Curtis Verna, soprano; Carla Cavazzi, soprano; Elda Ribetti, soprano; Vito Susca, bass; the Symphony Orchestra of Radio-Television Italiana, Turin, conducted by Max Rudolf. Beethoven; Sonata No. 14 in C# Minor; "Moonlight" Sonata No. 8 in C Minor ("Pathetique") Rudolf Firkusny, piano; Gould: "Fall River Legend" and Bernstein: "Facsimile," the Ballet Theater Orchestra conducted by Joseph Levine; Guitar Music of Latin America, Laurindo Almeida, guitar; Moussorgsky: Pictures at an Exhibition and Piano Music of Tchaikovsky, Leonard Pennario, piano; also Siebelius: Concerto in D Minor for Violin and Orchestra, the Swan of Tuonela, the Return of Lemminkainen, Camilla Wicks, violin, with the Symphony Orchestra of Radio-Stockholm conducted by Sixteen Ehrling, and Rimsky-Korsakov; Scheherazade Suite, William Steinberg conducting the Pittsburg Symphony Orchestra.

# Best Sellers in Stores

For survey week ending December 28

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers thruout the nation with a high volume of sales in country and western records. When significant

action is reported on both sides of a record, points are

This Week	The state of the s	Lası Week	Weeks on Chart
1.	SIXTEEN TONS (BMI)-Tennessee Ernie You Don't Have to Be a Baby to Cry (ASCAP)-Cap 3262	. 1	9
2.	LOVE, LOVE, LOVE (BMI)-W. Pierce If You Were Me (BMI)-Dec 29662	. 2	16
. 3.	EAT, DRINK AND BE MERRY (BMI)-P. Wagoner. Let's Squiggle (BMI)-Vic 20-6289	. 4	6
4.	I FORGOT TO REMEMBER TO FORGET (BMI)- E. Presley	. 5	17
4.	WHY, BABY, WHY? (BMI)—G. Jones	. 7	4
6.	JUST CALL ME LONESOME (BMI)-E. Arnold That Do Make It Nice (BMI)-Vic 20-6198	. 3	21
7.	WHY, BABY, WHY? (BMI)— R. Sovine & W. Pierce	. 12	3
8.	I FEEL LIKE CRYIN' (BMI)-C. Smith	. 14	4
9.	ALL RIGHT (BMI)-F. Young	. 6	23
9.	BEAUTIFUL LIES (BMI)-J. Shepard	. 9	9
11.	RICHEST MAN (BMI)-E. Arnold I Walked Alone Last Night (ASCAP)-Vic 20-6290	. 10	9
12.	I'VE KISSED YOU MY LAST TIME (BM1)— K. WellsLonely Side of Town (BM1)—Dec 29728	. 10	4
12.	I DON'T CARE (BMI)-W. Pierce	. 15	28
14.	DON'T TAKE IT OUT ON ME (BMI)— H. Thompson	. 13	5
15.	RUN BOY (ASCAP)-R. Price	-	1

# Most Played in Juke Boxes

For survey week ending December 28

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records.

With the contract of the contr	. 2	
1. LOVE, LOVE, LOVE (BMI)-W. Pierce If You Were Me (BMI)-Dec 29662		14
2. SIXTEEN TONS (BMI)—Tennessee Ernie	. 1	7
3. I FORGOT TO REMEMBER TO FORGET (BMI)— E. Presley		8
<ol> <li>EAT, DRINK AND BE MERRY (BMI)—P. Wagoner Let's Squiggle (BMI)—Vic 20-6289</li> </ol>	. 5	4
5. JUST CALL ME LONESOME (BMI)—E. Arnold That Do Make It Nice (BMI)—Vic 20-2198	. 3	19
6. IT'S A GREAT LIFE (BMI)-F. Young For the Love of a Woman Like You (BMI)-Cap 3258	. 6	-6
6. WHY, BABY, WHY? (BMI)-G. Jones	. 7	8
6. BEAUTIFUL LIES (BMI)-J. Shepard 1 Thought of You (BMI)-Cap 3222	. –	6
9. I DON'T CARE (BMI)-W. Pierce		25
10. THIRTY DAYS (BMI)—E. Tubb	. 8	4

# Most Played by Jockeys

For survey week ending December 28 SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets Weeks fhia

Week	Week	Chart
1. SIXTEEN TONS—Tennessee Ernie	. 2	8
2. LOVE, LOVE, LOVE-W. Pierce	. 1	15
3. WHY, BABY, WHY?-R. Sovine & W. Pierce Dec 29739-BMI	. 3	4
4. I FORGOT TO REMEMBER TO FORGET— E. Presley	. 4	13
5. IT'S A GREAT LIFE-F. Young	. 6	6

- Cap 3258-BMI 6. WHY, BABY, WHY?-G. Jones...... 10 Starday 202-BMI 7. JUST CALL ME LONESOME—E. Arnold.....
- Vic 20-6198-BMI 8. EAT, DRINK AND BE MERRY-P. Wagoner.....
- 9. YOU'RE FREE TO GO-C. Smith..... Col 21462-ASCAP 9. RUN BOY-R. Price..... Col 21474-ASCAP 11. I FEEL LIKE CRYIN'-C. Smith....
- Col 21462-BMI 11. THIRTY DAYS-E. Tubb..... Dec 29731-BMI 13. MYSTERY TRAIN-E. Presley...... 13 Vic 20-6357, Sun 223-BMI
- Vic 20-6269-BMI
- 15. YONDER COMES A SUCKER-J. Reeves...... 13 Vic 20-6200-BMI

Your RCA VICTOR Country & Western Pace Setters for the New Year

**EDDY ARNOLD** 

When You Said Goodbye Trouble in Mind

20/47-6365



ELVIS PRESLEY

I Forgot to Remember to Forget

Mystery Train

20/47-6357

CHET ATKINS

Jean's Song Honey

20/47-6366



HANK SNOW

These Hands

I'm Moving In

20/47-6379



# HOMER AND JETHRO

This Is a Wife?

Love and Marriage

20/47-6374



# SONS OF THE PIONEERS

with Henri Rene's Orchestra & Chorus,

The Last Frontier How Great Thou Art

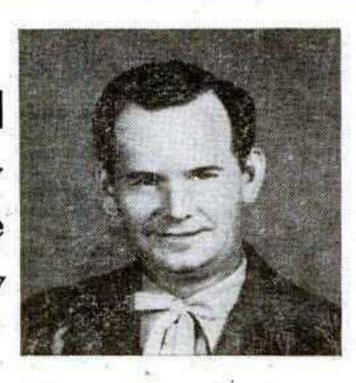
20/47-6376



# HANK LOCKLIN

Why Baby Why Love or Spite

20/47-6347



# PORTER WAGONER

Eat, Drink and Be Merry/

Let's Squiggle

20/47-6289





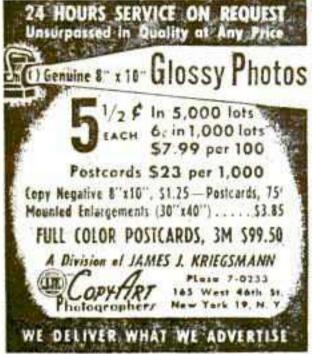
# The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

# FOLK TALENT & TUNES

Around the Horn

Werly Fairburn was in for two nights recently at Jim Edward and Maxine Brown's new nitery in Pine Buff, Ark. . . . Faron Young and Tommy Sands were recent backstage visitors at "Louisiana Hayride, Shreveport. Faron, accompanied by Webb Pierce, also visited with Norm Bale on the latter's show on KWKH, Shreveport, . . . Bonnie Lou of WLW's "Midwestern Hayride," has come up with another good country side in "Barnyard Hop" on the King label. : . Eddy Arnold's latest release on the RCA Victor tag is "Trouble in Mind" b.w. "When You Said Good-

A "Louisiana Hayride' package, booked by Tillman Franks and comprising Jimmy Newman, George Jones, Johnny Horton, Betty Amos, David Houston, J. W. Thompson and Harmie Smith, played Ar xandria, La., December 22. Pa Paw Syrus, of KDBS, Alexandria, promoted the show and shared emsee chores with the "Hayride's" Horace Logan. On December 24, Tillman set Johnny Horton, Betty Amos and David Houston for a show









and dance with Billy Gray's eight-piece band at Texarkana, Tex., with Jim Lefan, of KOSY, Texarkana, handling the promotion. Another Lefan promotion at City Auditorium, Texarkana, December 28, featured George Jones (Starday) and Johnny Cash (Sun).

Texas artists and deejays had their own convention in San Antonio December 18, at the home of Mr. and Mrs. John Lee. Attending the get-togethe: were Mrs. Jimmie Rodgers, Charlie Walker and wife, Uncle Jim Christie and wife and sister; Tom Perryman and wife, Biff Collie and dad, Gerald and John Lee and ther wives, and Slick Norris. Paul Kallinger couldn't make it, due to his daughter's illness . . . Jack Newman (no relation to Jimmy), Rudy Grayzell and Biff Collie cut sessions for Starday last week, with Wayne Raney and Leo Payne slated for early sessions for the same label

Jimmy Littlejohn, the Tall Texan, who spent the holidays at home in Dallas, has a recording session scheduled for this week, after which he leaves for personals in Maryland, promoted by Donn Reynolds, of WCUM, Cumbertand, Md . . . Rex Alten's latest on the Decca label is "I'm a Young CowLoy' b.w. "The Last Ro., id-Up," with Victor Young's Singing Strings doing the backing.

the Buddies of the West, featuring Wheeling Records in the U. S. and Ted West, are back in Colorado c . Quality Records in Canada. He Springs, Colo., after an extensive is sole owner of the Wheeling label. tour thru Montana, Idaho, Utah Other country artists on the Wheeland Washington. Pappy and the ing label are Abbie Neal and Her boys are bac on their regular TV Ranch Girls and Yodelin' Slim show on KKTV, Colorado Springs, and on New Year's Day hopped into Denver to do a TV show with With the lockeys the Delaney Sisters, who recently arrived there from California. In February, Andersor and the Buddies jump to Nashville for a wax session with Republic. Ted West is also heard on the M G-M label. In the Anderson combo are Ted West, fieldle, rhythm guitar; Buck Teeters, bass; Buddy Watkins, lead guitar; Curly Ireland, steel guitar; Porky Orcutt, drums, and Pappy Anderson, emsee and manager.

Eddy Arnold is set for the Quad-City Autorama, sponsored by the Quad-City Automobile Dealers' Association, at the Armory, Rock Island, Ill. January 28-29. Other talent set for the nine-day event includes Dorothy Collins, the Four Lads, Somthin' Smith and the Redheads, Pat Boone, the Johnny Conrad Dancers, and Leo Peeper and ork.

Hank Locklin played New Year's Eve in Carlsbad, N. M. . . . Johnny Cash fills the guestar slot with "Big D. Jamboree," Dallas, Saturday (7) Occupying the same spot January 21. Little Montie Jones is now a regular guest or "Big D" the first Saturday of every month. Sonny James cut a session for Capitol last week. . . . Buddy Griffin is gathering material for an upcoming Ekko session, with his older brother, Rex, batting out several tunes for the occasion.

Jim Boyd, who formerly recorded for RCA Victor and now in his 23d year as western deejay on WRR, Dallas, has been named leader f the "Big D Jamboree" band, replacing Billy Jack Saucier, leade -fiddler. Eddie McDuff also moves into the "Big D" line-up to play fiddle. . . . Mae Boren Axton's new tune, "When I Sit Down With God," is narrated by Marshall Pack on Republic Records.

Charlie Wright, Dallas agent, went into a huddle with two of his top writers, Jack Rhodes and Jimmy Rollins, last week, regarding I lacement of 20 of their new tunes

during 1956 Rhodes "Satisfied Mind" and "Beautifu. Lies" and Rollins' "I Thought of You" are currently on the charts Wright is also handling the promotion on Rhodes' new discovery, Freddy Franks, wnose first release on Capitol is due out this week.

A benefit dance was held recently in Houston for artistdeejay, Betty Jones, with the following showing their wares on the occasion: Hank Locklin, James ('Gwynn, Link Davis, Laura Lee, Jerry Jericho, George Jones, Hall Harris, Bud and Bud, Sonny Burns, Smokey Stover and Dickey Jones. . . Hank Zero, of Wale Ranch House, Greater Fall River, Mass., after 15 weeks of personals in the Springfield, Mass., sector, laid off at his nome in Fall River for the holidays upon his doctor's order to take a rest. He will resume with the personals in a few weeks.

"Here's another proof of the importance of country music." writes Doc Williams, who appears with his Border Rider, on WFBG-TV, Altoona, Pa. "On a recent appearance on WFBG-TV, I asked for mail, and received a total of 16,847 pieces from two announcements. We tried the same thing on a single show on WTRF-TV. Wheeling, W. Va., and received nearly 6,000 pieces. That's certainly proof that country music is still popular and Pappy Anderson and his crew. sion." Williams is still featured on Clarke.

Earl Aycock, of George and Earl (Mercury), is now spinaing country & western wax two hours each afternoon over KRCT, Baytown, Tex. Tommy Rayne, KCID, Caldwell, Idaho, is working promotion on the TV show, "Idaho Hayride," beamed over Channel 2, Boise, Idaho, 6:30-7 p.m. daily Show features the String-Busters and Dolores, the Nayel Sisters, and Carlene Solomon. . Frankie Starr, whose latest on Decca is "That's the Way the Big Ball Bounces," guested with Cactus Joe Wesley over WIBY, Belleville, Ill., recently.

Lee Pennock, WIBV, Belleville, Ill., typewrites: "This is in the form of a 'pleased to meet you' missle, a: I am a newcomer to the deejay field. I had my own taperecorded show on KWRE, Warrenton, Mo., for the past year and a half. I play guitar and sing, and replaced Cowboy Jake on WIBV." . Ralph Wayne, WMRI, Marion, Ind., staged a two-hour country Christmas show, December 24. Appearing with Wayne were Arky Bittle and the Sunny Slope Boys, George Riddle and Walt and Betty Riddle.

Milton Estes featured an Eddy Arnold night, December 10 over WAGC, Chattanooga, by playing two hours of the artist's recordings. Show was topped off with a 10-minute call from Arnold, who was in Nashville, which was beep-recorded and then played back on the air. . . . Rocky Rose and his band are appearing over WLBC - TV, Muncie, Ind., while doubling at a club six nights a week. Rose, in addition, twirls 12 hours a week of the country platters over WCTW, New Castle, Ind. . . . When in Nashville recently for his first recording session with Ekko Records, Lou Millet, WLCS, Baton Rouge, La., guested on Ernest Tubb's "Mid-Night Jamboree." Lloyd

### Review Spotlight on . . . RECORDS

JOHNNY CASH

Folsom Prison Blues (Hi Lo, BMI)

So Doggone Lonesome (Hi Lo, BMI)-Sin 232-Cash delivers two solid, sincere and very genuine country blues sides. There is great melancholy, minor key flavor, and the definitely above-par lyrics for both get a wonderfully expressive treatment. Two of the best offerings in the stepped-up number of country blues items. Both could break out.

### MARVIN RAINWATER

Where Do We Go From Here (Acuff-Rose, BMI) Dem Slow-Down Blues (Acuff-Rose, BMI) - M-G-M 12152-The singer has been gaining stature with each new entry. Here, he comes up with two fine tunes of his own eleffing. On top is a moving weeper, while on the flip there's a spirited job on a fine original country blues. Disk combines great talent with some very slick material.

### HANK SNOW

I'm Moving In (Hill & Range, BMI)

These Hands (Hill & Range, BMI)-RCA Victor 6379-Snow seldom if ever misses, and this disk should chalk up the usual sizable amount of sales, jockey plays, and juke action. The warbler sells "I'm Moving In" with sock songmanship and charm; while "These Hands" (the new and moving inspirational tune) is wrapped up in an appropriately sincere, solemn vocal interpretation.

CORRECTION: The label and number of Marty Robbins' "Tennessee Toddy" were listed incorrectly in last week's Country and Western spotlight section. It should have read: Columbia 21477.

# This Week's Best Buys

NO ONE BUT YOU (Lowery, BMI)

YOU AND ME (Hill & Range, BMI)-Red Foley and Kitty Wells-Decca 29740

As has been demonstrated before-and here once again-Foley and Wells make a formidable sales team. Country markets snapped up copies like hot cakes in the first week of sales. Not only in the traditional Southern markets, but in the Cleveland, Chicago, Buffalo and Cincinnati trade areas, as well, action was brisk. "No One But You" is the favored side at this point, A previous Billboard "Spotlight pick.

McCullough also guested with Tubb while in Nashville recently for his first waxing date with Ekko.

Lee More, WWVA, Wheeling, W. Va., complains that he's not getting many c.&w. platters from Shreveport, La., is on the air daily from 6-7 a.m., 11-12 a.m., and from 1-3 p.m. with the country recordings. . . . In addition to his usual chores as Uncle Sleepy and Hikkernus on the "Country Music Hour" over WLSI, Pikesville, Ky., Mike Paxton is pitching p.i. sales for 45 minutes daily on "Morning Jamboree." . . . Lou Millet, WLCS, Baton Rouge, La., infos that his first Ekko release, due out this week, will back up the tunes, "When I Harves, My Love" and "Chapel of My Heart." . . . Ken Rodant, WOAP, Owasso, Mich., is anxious to obtain a copy of Coy M. Daniel's recording of "Hoedown." Rodant uses the platter as the theme for his show of the same

Bill Mack relays from KWFT, Wichita Falls, Tex.: "I recently concluded my annual artist popularity poll via mail from listeners in this Texas-Oklahoma-Kansas area. Voted most popular were Faron Young, Elvis Presley, Webb Pierce, the Wilburn Brothers and Hank Williams, in that order." . . . Deejays may obtain a copy of Jerry Jericho's Daffan waxing of "These Hands" by writing him at KNUZ, Houston.

In the December 24 issue of The Billboard, Ray Pulley, WFOS, South Norfolk, Va., stated that he was badly it need of records. His address was given as WFOS, Norfolk. It should have read South Norfolk, Va Incidental's, Pulley, who is the only e.&w. disk jockey at WFOS, is still in need of those records. . . . Sammy Lillibridge, formerly at KERC, Eastland, Tex., is now spinning em at KLEN, Killeen, Tex. . . Mary McCoy is helming 'Hillbilly Corral" every Saturday afternoon, 1-3, over KMCO, Conroe, Tex., and "Hymn

Time" (taped), 10:45-11 a.m., Monday thru Friday. She also does a 15-minute singing stint Saturday mornings from 8:45-9.

Bill Snidow, WNRV, Narrows, Va., letters: "I am just one of many deejays you have heard from on the subject of not receiving c.&w. disks. It is gratifying to know that the small labels have enough incentive and will to progress. They say that competition is the life-blood of industry. Well, it looks as the the majors are not putting up much of a fight, because more and more the smaller labels are getting the jump on them. In a recent issue, Covboy Howard Vokes mentioned the job that Joe Lucus, of Acuff-Rose and Hickory Records, is doing in supplying the deejays with releases. The publishing companies have dee more for the artist and .'eeja: than most of the recording firms

Sheriff Tex Davis, W. MS. Norfolk, brought into Norfolk, January 1-2, a "Grande Ole Opry" show featuring Ernest Tubb and group, Hawkshaw Hawkins, Jean Shepard and Lonzo and Oscar. . . . Hop-A-Long Joe Hoppell recently joined the staff at WCMS, Norfolk. . . . Nervous Ned Needham, WMOP, Ocala, Fla., writes: "Glenn Reeves (Republic) saved the night for a show date in Ocala December 16 when another Western performer stood up a full house."

Hal Harris, KRCT, Baytown, Tex., did a guest stint on "Red Rive Round-up" over KWKH. Shreveport, La., recently. . . . Peanut Faircloth reports from WRDW, Augusta, Ga., that Marty Roberts, of WCKY, Cincinnati, gained some publicity recently when The Augusta Chronicle carried a yarn about a local lawyer, Eugene Kerr, avid hillbilly fan and record collector, who sent Roberts a box of expensive cigars along with a request for some platte: spins. . . . Cracker Jim Brooker,

(Continued on page 48)

# The Billboard Music Popularity Charts

### RHYTHM & BLUES RECORDS

### Best Sellers in Stores

For survey week ending December 28 RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Biliboard's weekly survey of dealers thruout the nation with a high volume of sales in rhythm and blues records. When significant

This Week		Last Week	Weeks on Chari
1. (	GREAT PRETENDER (BMI)-Platters	. 2	4
2. I	HANDS OFF (BMI)—J. McShann-P. Bowman Another Night (BMI)—Vec Jay 155	. 1	10
	TUTTI FRUTTI-Little Richard		7
	OOR ME (BMI)-F. Domino		7
5. (	ONLY YOU (BMI)-Platters	. 3	24
6. 1	You'd Be Thinking of Me-Aladdin 3289	. 7	20
7. /	LL AROUND THE WORLD (BMI)— Little Willie John Don't Leave Me Dear (BMI)—King 4818	. 9	14
8. 5	PEEDO (BMI)—Cadillacs Let Me Explain (BMI)—Josie 785		1
8. 5	TEAMBOAT (BMI)-Drifters		10
10. 5	EVEN DAYS (BMI)—Drifters		1
11. 1	HEAR YOU KNOCKIN' (BMI)-S. Lewis Bumpity Bump (BMI)-Imperial 5356	. 12	17
12. \	WITCHCRAFT (BMI)—Spiders	. 8	6
13. (	COME HOME (BMI)-B. Johnson There'll Be No One-King 4822		1
14. V	WHITE CHRISTMAS (ASCAP)—Drifters  Bells of St. Mary (ASCAP)—Atlantic 1048	13	2
15. J	IVIN' AROUND (PARTS I & II) (BMI)— E. Freeman		1

# Most Played in Juke Boxes

For survey week ending December 28 RECORDS are ranked in order of the greatest number of plays in juke boxes through the country, as determined by The Billboard's weekly survey of operators using a

This Wee	on both sides of a record, points are combined to de- termine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.	Last Week	Weeks on Chari
1.	AT MY FRONT DOOR (BMI)-El Dorados	. 7	14
2.	HANDS OFF (BMI)-J. McShann-P. Bowman Another Night (BMI)-Vee Jay 155	. 6	7
3.	THIRTY DAYS (BMI)-C. Berry		10
4.	PRETTY THING (BMI)-B. Diddley	. –	1
4.	ADORABLE (BMI)-Drifters	. 1	8
6.	DON'T START ME TALKIN' (BMI)— Sonny Boy Williamson	. 9	8
7.	POOR ME (BMI)-F. Domino	. 5	5
8.	FEEL SO GOOD (BMI)—Shirley & Lee	. 9	11
9.	TUTTI FRUTTI (BMI)-Little Richard	. 7	3
10.	SMOKEY JOE'S CAFE (BMI)-Robins Just Like a Fool (BMI)-Atco 6059		1

# Most Played by Jockeys

For survey week ending December 28 SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets. Weeks This Week Week Chart GREAT PRETENDER-Platters..... Mercury 70753-ASCAP 2. ONLY YOU-Platters..... Mercury 70633-BMI 3. SEVEN DAYS-Drifters..... Atlantic 1081-BMI 4. HANDS OFF-J. McShann-P. Bowman . . . . . . . . . . 2 Voc Jay 155-BMI 5. TUTTI FRUTTI-Little Richard...... 3 Specialty 561-BMI 5. WHITE CHRISTMAS-Drifters..... 10 Atlantic 1048-ASCAP 7. POOR ME-F. Domino..... 1 Imperial 5369-BMI 8. MORNING, NOON AND NIGHT-J. Turner..... -Atlantic 1080-BMI 9. I HEAR YOU KNOCKIN'-S. Lewis...... 14 Imperial 5356-BMI 9. I WANNA DO MORE-R. Brown...... 15 Atlantic 1082-BMI 11. STEAMBOAT-Drifters ... Atlantic 1078-BMI 11. ADORABLE-Drifters ..... Atlantic 1078-BMI 11. NEED YOUR LOVE SO BAD-Little Willie John.... King 4841-BMI 14. I CAN'T GO ON-F. Domino..... Imperial 5369-BMI

14. WITCHCRAFT-Spiders .....

Imperial 5366-BM1

### Rhythm & Blues Notes

- By PAUL ACKERMAN-

This week we hope that everybody connected with the r.&b. field-diskery execs, artists, distributors, deejays, etc.-take time to study the annual recap of top r.&b. records according to retail sales. This recap, which is based on The Billboard's weekly charts, indicates conclusively that the r.&b. field is wide open, from a competitive standpoint. While a number of labels have done very well the past year, it cannot be said that any one label-or any two or three -has a stranglehold on the busi-

The top 25 disks were divided up among 17 labels. The situation is even more competitive than the year before when the top 30 disks were divided among 12 labels. Note that Atlantic has five of the 25; Imperial, 3; Chess and Checker collectively, 4. The remainder of the top disks, however, fall to a flock of labels-one each. Generally, a very healthy situation, with activity wide-spread.

Atlantic Records had its artists spotted on three rock and roll stageshows in Manhattan over the holidays. La Vern Baker was with the Alan Freed show at the Academy Theater. Ruth Brown, Clyde McPhatter and the Clovers at the Apollo. Atlantic, incidentally, is jubilant over the fact that Mc-Phatter's "Seven Days" disk is going pop. The new Apollo bill, which opened December 30, is sparked by Sonny Till and His Dell Tones.

The Platters are hot right

## • R & B Territorial Best Sellers

For survey week ending December 28

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. Sugar Sweet, M. Waters, Chs. 2. Seven Days, C. McPhatter, Atl. 3. Speedoo, Cadillacs, Jsc. 6. Steamboat, Drifters, Atl. 5. Don't Start Me Talkin' S. B. Williamson, Che. 6. Too Late, Little Walter, Che.

2. Tutti Frutti, Little Richard, Spe. Charlotte

7. Witchcraft, Spiders, Imp.

S. Play It Fair, L. Baker, Atl.

1. Tutti Frutti, Little Richard, Spe. 2. Great Pretender, Platters, Mer. 3. I Hear You Knockin', S. Lewis, Imp. 4. Hands Off, P. Bowman-J. McShann, VJ Witcheraft, Spiders, Imp. 6. Only You, Platters, Mer. 7. I Can't Go On, F. Domino, Imp.

Chicago

1. Smokey Joe's Cafe, Robins, Ats. 2. When You Dance, Turbans, Her. 3. Only You, Platters, Mer. 4. I Hear You Knockin', G. Storm, Dot 5. Tutti Frutti, Little Richard, Spe. 6. Blackjack, R. Charles, Att.

now, with two Mercury disks in the top 10 on both the pop and r.&b, charts, "The Great Pretender" and "Only You," so their ex-label Federal evidentally hopes to cash in on their current popularity with the release this week of two sides (out of the can) "Tell the World" and "I Need You All the Time.'

Leon W. Bailey, known as "The Cool One" is starting a modern swing club for teen-agers on his WDBC, Escanaba, Mich., show. Bailey is also conducting a contest for listeners to name his show, the winner to receive Em-Arcy's "Jazz of Two Decades." George Banister, WBUD, Trenton, N. J., is proud of his latest new sponsor. New Orioles, Arnett Cobb and the Ford Motors bought a 10-minute seg of his program marking the first specialty show buy in the area by the company.

### Cincinnati

1. Hands Off, P. Bowman-J. McShann, VJ 2. Tutti Frutti, Little Richard, Spe. 3. At My Front Door, El Dorados, VJ 4. Blackjack, R. Charles, Atl. 5. Big John, T. Turner, Wng.

### Detroit

1. Need Your Love So Bad L. W. John, Kng. 2. Speedoo, Cadillacs, Jse. 3. Sanafee, B. B. Warren, Got. 4. Smokey Joe's Cafe, Robins, Ato. 5. Crying Won't Help You B. B. King, RPM

### Los Angeles

1. Great Pretender, Platters, Mer. 2. Jivin' Around, E. Freeman, Cas. 3. Nite Owl, T. Allen, Spc. 4. Only You, Platters, Mer. 5. Tutti Frutti, Little Richard, Spe. 6. Adorable, Colts, Vta. 7. Poor Me, F. Domino, Imp.

### New Orleans

I. Poor Me. F. Domino, Imp. 2. Feel So Good, Shirley & Lee, Ala. 3. I Hear You Knockin', S. Lewis, Imp. 4. Great Pretender, Platters, Mer. 5. Tutti Frutti, Little Richard, Spe. 6. Seven Days, C. McPhatter, Atl.

### New York

1. Great Pretender, Platters, Mer. 2. Speedoo, Cadillacs, Jsc. Hands Off, P. Bowman-J. McShann, VJ 4. Feel So Good, Shirley & Lee, Ala. 5. Poor Me, F. Domino, Imp. 6. Play It Fair, L. Baker, Atl.

### Philadelphia

1. Great Pretender, Platters, Mer. 2. Come Home, B. Johnson, Kng. 3. Play It Fair, L. Baker, Atl. 4. Smokey Joe's Cafe, Robins, Ato.

5. Hands Off, P. Bowman-J. McShann, VJ St. Louis 1. All Around the World, L. W. John, Kng. 2. Hands Off, P. Brown-J. McShann, V.J.

3. Tutti Frutti, Little Richard, Spe. 4. Come Home, B. Johnson, Kng. 5. I'm Lost Without You

D. Washington, Mer.

6. Poor Me, F. Domino, Imp.

### 6. Poor Me, F. Domino, Imp. Washington, D. C.

1. Great Pretender, Platters, Mer. 2. Only You, Platters, Mer. 3. Feel So Good, Shirley & Lee, Ala. 4. Hands Off, P. Bowman-J. McShann, VJ 5. Seven Days, C. McPhatter, Atl.

### DUKE RECORDS 2809 Erastus St. Houston 26, Texas



Before that fatal Christmas night in 1954 JOHNNY ACE had just finished a record session. From that session came this record release

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We still have another record to be released on JOHNNY ACE in our record library.

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The famous

# DIXIE HUMMINGBIRDS

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"POOR PILGRIM OF SORROW"

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"DEVIL CAN'T HARM A PRAYING MAN"

Peacock #1757

REVEREND

# **CLEOPHUS ROBINSON**

Has a wonderful

arrangement on

"ROOM ROOM"

b/w

"I'VE GOT A NEW BORN SOUL"

Peacock #1758

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For Making 'JIVIN' **AROUND**"

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Many Thanks To Jim Warren And His Central Record Sales For His Socko 30,000 Sales In December, Los Angeles, Calif.

Johnny Halonka, Alpha Distr., For The "A" Treatment In New York

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Mangold \* Charlotte Records, Inc. \* Boston B.G. Record \* Portland C & C Record \* Seattle Stan's Record Mart \* Shreveport, La.

Microphonic Music \* Honolulu Allen \* Richmond Southland \* Atlanta Binkley \* Jacksonville & Miami

Krupp \* El Paso Essex \* Newark Indiana State \* Indianapolis Davis Sales \* Denver Roberts \* Kansas City, Mo. livin' Around \* Ernie Freeman Combo, Cash Record 1017

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The Billboard Music Popularity Charts

### RHYTHM & BLUES RECORDS

# • This Week's Best Buys

JIVIN' AROUND (Cash, BMI)-Ernie Freeman-Cash 1017

Tho this disk has been a big seller in the Los Angeles territory since time of release, many other markets have not had deliveries THE PLATTERS until recently. Gradually the power of this instrumental is making itself felt, however. Lately New York, Philadelphia, Cleveland and St. Louis have witnessed strong action.

I BEGAN TO REALIZE (Tollie, BMI)

I'LL BE FOREVER LOVING YOU (Tollie, BMI)-El Dorados-V-J 165 The "At My Front Door" boys have another commercially successful piece of wax in this recent release. A wide spread of strong sales reports has been received. Territories included: Nashville, Durham, St. Louis, Chicago, Detroit, Cleveland, Buffalo, New York, Philadelphia and New England. "I Began to Realize" is the That's What The favored side, with some territories also seeing good action on the

# Review Spotlight on . . .

NO SELECTIONS THIS WEEK.

# MUSIC AS WRITTEN

Continued from page 16

salesman with Alco, has been | manufacturing for Columbia Recupped to sales manager of the ords. In his 20th year with the Mercury outlet.

New York

Bob Ferguson, former deejay, entertainer and artist representative, and most recently personal man-ager for Ferlin Huskey, has joined the Charlie Lamb Agency in Nash-ville. . . . "Rover Boys" Bill Givens and Vince Lee played the top tunes from 1935 to the present on their jockey show over KYW, Philadelphia, Saturday (31). The Billboard charts are being used as the basic authority.

New members of the Institute of High - Fidelity include Reeves Soundcraft Corporation of New York and the publication, "Record and Sound Retailing". . . . William E. Fox Jr. has been named district manager of the American Society of Composers, Authors and Publishers' Chicago office. Simultaneously, Martin Meltzer was named supervisor of the central division with headquarters in St. Louis. . . Epic Records' Roy Hamilton opens a stand at New York's Basin Street, January 6. . . Larry Gore Associates has been retained to handle publicity for the Dream Weavers, teen-aged Decea artists.

Johnny Brandon, known in Britain as the "King of Zing," Polygon Record artist, and star of the BBC-TV'er "Dreamers' Highway," is in New York discussing American TV appearances and recording deals. . . . The Howard McGhee-Allen Eager Quintet returns to New York's Cafe Bohemia for one week starting January 5. The Jazz Messengers open the same day at Chicago's Stage Door.

Nat Tannen's Keys Music has taken over as selling agent for Paul Kapp's General Music. General's catalog includes "The Little 200th anniversary of Mozart's White Duck," kiddie standard release last week on an RCA Victor Dorothy Olsen. . . . Indie jazz pro- bicentennial celebration. Agency a new package for Grand Award, and Beatty, Inc. combining dates conducted by tenor saxophonist Al Klink and trombonist Bob Alexander. . . . Bobby Troup, tunesmith-pianistwarbler, now recording for Bethlehem, was set to open here at the Cameo Monday (2). It's his first East Coast appearance.

Annette Warren, ABC - Paramount recording thrush, has been signed by the ABC radio web for a regular Sunday night show called "A Late Date With Annette Warren." The series starts Sunday (8). . . . RCA Victor thrush Terri Stevens obtained her release from Mercury Artists last week and has signed with the William Morris Office. Miss Stevens is managed by Morris Diamond. . . . The Jazz Messengers combo has been set for the Cafe Bohemia from January 19 ern stuff daily over WCTT, Corbin, Ky., writes: "Thanks to all the thru February 1.

appointed veepee in charge of ones."

firm, Greenspon will be in charge of all record manufacturing in domestic and foreign plants. . . . Music by the Eddie Safranski ork, featuring sidemen Dick Hyman, Hymie Shertzer, Will Bradley, Al Klink, Don Lamond and others, and vocalists Ginnie Gibson and Jack Haskell, headline the SESAC library's January shipments.

Heritage Records plans early re-

lease of "Songs No Mother Taught Nobody," a 12-inch LP of material spoofing modern conventions, by composer Harold Rome. . . . ASCAP cleffer Sterling Sherwin has written "Let's Draft Wolfie for President" on behalf of L. Wolfe Gilbert's campaign for president of ASCAP. . . . Roy Acuff received a trophy recognizing his as "No. 1 Showman of Country Music" on showman of country music" on a recent "Grand Ole Opry" broadcast. Charlie Lamb made the presentation. . . . Joe Loco and His Mambo Quintet open a twoweeker at the Nightcap Club, Newark, N. J., January 4.

# Book Club to Sponsor Seg

NEW YORK, Dec. 31. - The Book of the Month Club will sponsor a series of weekly record programs over WQXR here from 9:05 to 10 p.m. on Saturdays, starting January 7.

The club will plug its Music Appreciation Records membership operation on the 26 weekly programs, which Herbert Weinstock was commissioned to produce for WQXR in connection with the

The series will be the station's disk by "Name That Tune" winner major activity in the Mozart ducer George Simon has produced for Book of the Month is Schwab

### **FOLK TALENT** AND TUNES

Continued from page 46

c.&w. twirler of WMIE and WITV, Miami, is recuperating at his home at 3720 N. W. 11th Avenue, that city, after being released from the hospital recently.

Deejay Desperate Dudley infos that he's taking over all western and hillbilly shows at WAZL, Hazleton, Pa. . . . Charlie Banks, spinning six hours of country and westsmaller labels for their releases. Too bad the larger companies can't send Herbert M. Greenspon has been out new releases like the smaller

### Reviews of New R & B Records

Tell the World ......7 FEDERAL 12250-With this group hot as it is, Federal has pulled a good early side out of the can and should cash in nicely. Sound-wise it's not up to their Mercury level, but if figures to get good action. (Wildwood, BMI)

I Need You All the Time .... 69 The material and the sound are both sub-par for the Platters on this face. (Armo, BMI)

That's What They Want ......75 EXCELLO 2068-"Money, honey" is what, Chant is patterned after "I Am a Man," but the yocks aren't there. Good rhythm should rouse some action among Southern-style buyers, however. (Excellorec, BMI) Courtin' in a Cadillac....70

A Chicago style blues wail that has a strong beat and flavor, but doesn't say much. (Excellorec, BMI)

TED JARRETT

EXCELLO 2069-She can keep right on goofin', because he's got another chick. Engaging side by the warbler.

Love, Love, Love....73 Competent, earnest blues shout by Jarrett. Should get some fair spinning. (BMI)

LARRY EVANS

Henpecked ......72 FABOR 4008-Evans belts out a blues, with authentic sound and a good idea in the lyric. (Dandellon, BMI)

Crazy Bout My Baby....72 Another blues, slow and with nice funky sound. (Dandelion, BMI)

THE PASTELS

UNITED 196-A relaxed, rhythmic rocker that has a saleable sound and beat. The lead part is attractively styled and given a solid harmonic backing by the group. (Meridian, BMI)

Put Your Arms Around Me....68 The lead urges his love on a somewhat reluctant girl friend here. He has to work against so-so material and shaky rhythm support. (Pamlee,

THE MINTS

Busy Body Rock ......71 LIN 5001-Fair material, delivered with a rocking beat by the Mints, backed with honking instrumentation. (Lin, BMI)

(Don't Leave Me) Alone....70 A change of pace. This side is ballad, quite pop in style, and in the refined mode. (Lin; BMI)

EARL MILLER WITH THE FOUR CHECKS Let Evidence Speak for Itself ........57 INTRASTATE 30-Routine perform-

ance of weak material. (Homestead, DALE WOLF WITH THE FOUR CHECKS I'm Slapping You

Back With Love .... 55 Even less here. (Homestead, BMI)

# **GROWING!**

#165 Vee Jay

The El Dorados

#168 Vee Jay

"AIN'T THAT LOVIN' YOU, BABY"

Jimmy Reed

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MY BABY"

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DOOTONE RECORDS



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# Jam Sessions **Curb Sought**

WILDWOOD, N. J., Dec. 31 .-Action was started by the City Commission to regulate jam sessions in cafes. An ordinance was introduced designed to curb "living entertainment" at any time if the noise is heard outside of the building and in such a manner as to disturb persons in the nearby area.

Former Mayor Doris W. Bradway asked the commission if any attempt was to be made in the ordinance to limit the hours of jam sessions. When told no provision has been made in the measure, Mrs. Bradway said a petition now in circulation to ban "live entertainment" would be continued.

### Ida Lupino, Duff, **Sharpe Complete** 'Adam & Eve' Pilot

HOLLYWOOD, Dec. 31.-Pilot of "Adam and Eve," new TV situation comedy, was completed this week at Four Star Productions. The program stars Howard Duff and Ida Lupino in the title roles. Don Sharpe is the producer, with Sharpe, the two principals, and Collier Young all owning part of the package.

At the same time Sharpe moved another new series, "Wire Service," which he is producing for ABC-TV, from Four Star to Desilu Productions. Warren Lewis will be physical producer for the hour show, which deals with the adventures of wire bureau chiefs.

Sharpe thus returns, for at least one of his packages, to Desilu, i where he originally was instrumental in the development of "I Love Lucy." Lewis, also, finds himself in the dual role of producing at both Desilu and Four Star.

# ABC and NBC Wooing Students on TV Shows

NEW YORK, Dec. 31.-ABC-TV attract a student audience. and NBC-TV are both mapping out

of bandleader Lawrence Welk's it may be a video version of NBC's program has prompted ABC-TV to take another fling into the band- hour Friday night stanza, spotlightremote business, and the web is ing pop records, top recording stars readying a new remote series from and their teen-age fan club mem-Frank Dailey's Meadowbrook in bers. Cedar Grove, N. J.

The show will be aired from 10 to 10:30 Thursday nights, with the U S. Air Force shelling out for production costs in return for air plugs. Ralph Flanagan's band is among those scheduled to appear on the first telecasts. No starting

NBC-TV's new music package, a series of one-hour concerts featuring top pop and jazz recording artists, will probably be carried on Saturday afternoons at 5 p.m.,

However, the series is still in new music shows designed to in- the planning stage, and consecrease listenership on the part of quently its time slot and starting

Some tradesters conjecture that



date are still indefinite.

"National Radio Fan Club," a two-



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JANUARY 7, 1956

# SPOTLIGHT ON HIGH JINX Circus Saints, Sinners

Soft Peddle Good Deeds

Continued from page 1

roasting of the famous.

The budding, struggling organization had little to offer other than a meager luncheon menu until Fabulous Freddie, who hobnobbed then and now with the famous in name and accomplishment, thought of securing outstanding this problem, too, by working off personalities as guests. The first was Felix Count Von Luckner, famed German sub-mariner. Only 17 showed up. Martin Johnson, the famous big game hunter, was the next to accept, but he failed to show, and 34 guests unhappily lobbies off the ballroom on lunchmunched their lunch while the hunter unloaded beasts brought back from Africa. He later played a repeat date, however, and so evened things up.

few others were always present, this setting and the guesting of the presidents were not. Lowell Gen. Hugh S. Johnson, head of Thomas was the first to hold office, but his secretary neglected to inform him of the honor and he never showed up. Tony Sarge, the next to hold office, also never showed up since he was busy with a show he was then operating at the Chicago World's Fair. No such loose approach prevails today with

# Al Sweeney Sets Ad Tie-Up with Sinclair

CHICAGO, Dec. 31.-National Speedways, Inc., will open its '56 season at the Florida State Fair, Tampa, February 1, augmented by a national advertising campaign to be sponsored by the Sinclair Refining Company, Al Sweeney, head man of the racing organization,

Arrangements recently completed by Sweeney in New York will include tie-in advertising by the oil firm with all dates promoted by National Speedways during the season. This will include newspaper, radio and television advertising, and one-sheet boards, Sweeney reported. In addition, Bob Streeter, Sinclair's "Voice of the Speedways," will make appearances at major dates, including the opening race meet at Tampa.

Sweeney said that the '56 circuit of auto races will be one of the most compact ever lined up by his organization with no conflicting dates booked. Three new dates will be operated in Kansas City, an added day at the Missouri State Fair, Sedalia, and a new one at the Faribault, Minn., fair are on the schedule. Other major annuals signed include the Nebraska State Fair, Tennessee State Fair, Alabama State Fair, North Iowa Fair, Kansas Free Fair, Louisiana State Fair, and the Wisconsin Valley Fair, Wausau.

# NASCAR Merges With Redkey

DAYTONA BEACH, Fla., Dec. 31.—The National Association for Stock Car Auto Racing and the Society of Auto Sports, Fellowship and Education, have merged their operations, Bill France, NASCAR president, announced.

France and Ed Otto, president and vice-president of NASCAR, and Charles E. Scharf and Harry Redkey, officials of SAFE, comsord the speed sport at a number Middle West tracks.

humorist-writer Harry Herschfield presiding.

Expense Account Financing

In the early days it was a struggle all the way with the luncheon grosses always insufficient to meet the nut. Fabulous Benham solved the deficits on his expense accounts. Today there is a garish display of organizational wealth with more than \$10,000 worth of ingenious animated units comprising the "Side Show" at work in the eon days.

The noisy, but not noisome, group worked its way to the Park Sheraton and then the Hotal Astor when Manager Robert Christen-While Benham and Pitzer and a berry was tagged a fall guy. With the depression-inspired NRA (National Recovery Act) and keeper of the symbolic blue eagle, the CS&S was finally made.

With General Johnson the fall guy format came into full flower. The General was given a duck painted blue to hold. The color was not fast and a new light gray suit documented the untidy result.

Spoofings Don't Hurt

in for and comes to face it. "The counties. spoofing," President Herschfield notes, "puts him on public trial. gram includes a new 1,000-seat The ribsters go around with a knife auditorium, new rodeo arena, in one hand and bandages in the grandstand, exhibit buildings for hurt and the whole procedure fice building, maintenance quarters, points up the democratic way of buildings for horses and cattle and

In the beginning Fabulous credited with securing about 170 listed. of the 225 gents and one lady (Lucille Ball) honored so far. A committee new handles the chores, which often is one of sifting rather than searching as press agents, and some of the famous folks they represent shoot for the pedestal.

There is evidence that a fall be completed before the 1956 fair. guy, or an aspiring one, feels that "he has arrived," Herschfield says. (Continued on page 57) games.

### THAWED M-G-R RUNS AGAIN

OTTAWA, Dec. 31.-Even a Jenny will freeze up when the mercury dips 30 degrees below the zero mark Loblaw Supermarkets found that out recently when their Merry-Go-Round, which they use as a promotion even in the winter, just up and refused to run.

A hurry-up call to the Allan Herschell Company in North Tonawanda, N. Y., solved the problem. President Lyndon Wilson advised them to thaw out the gear reducer and substitute lighter oil. Following the formula, Loblaw officials had the device back in operation even tho the temperature hung around the minus-15 degree

# Bishop, Calif., To Spend 600G On Fair Plant

BISHOP, Calif., Dec. 31.-Ap-proximately \$600,000 will be spent for new buildings at the Tri-County Fair here, Q. F. (Ted) Davis, secretary-manager, said. The exposi-Today's victim knows what he is tion serves Inyo, Mono and Alpine

The five-year construction proa half-mile track.

A separate area for the carnival Freddie was practically a one-man playing the fair as well as addipromotion committee, and he is tional parking sections are also

> Davis stated that the State had already invested \$120,000 in buildings and improvements.

Included in the plans is a \$105,-000 Sen. Charles Brown Memorial Auditorium. This structure along with three livestock buildings may

A portable steel wire fence will be installed around the rodeo arena Whereas Benham once had to ca- and removed to allow for ball

# Commission Recommends Detroit Fair Stay Put

Michigan State Fair Board of Managers and the Michigan Agricul-

# Jess Chambers, Veteran Calif. Fair Exec, Dies

SANTA MARIA, Calif., Dec. 31 -Funeral services for Jess Chambers, manager of the Santa Barbara County Fair for 23 years prior to his retirement in 1951, and a past president of Western Fairs Association, were held here Tuesday (27). He was 73. Chambers died at his home here Friday (23) following a long illness.

From 1928 to 1946 Chambers served in the dual capacity of secretary-manager of the Chamber of Commerce and the fair. At the time of his death he was secretary of the Santa Maria Soil Conservation District. He served on the com-

two brothers and two sisters.

DETROIT, Dec. 31.-The joint | tural Commission to work out ofstudy commission set up by the ficial plans for the future of the State Fair has turned in a recommendation that the fair remain at

This is expected to be the answer to recurrent proposals made during the past several years that it be moved to an up-State city. If the commission's recommendation is made State policy it will be feasible to go ahead with major planning stage.

that the proposed new Home Arts Building be included in the 1956 budget, at \$385,000. This will require approval in the legislative session beginning next week. Donald L. Swanson, fair manager, pointed out that this cannot become formally valid until June 30, and that construction would accordingly be started immediately after the 1956 fair, allowing the site to be used again for the Kiddie Barnyard, which was a feature of last year's fair.

### Sands Line With Ind. State Show

pleted the merger this week. The mittee which set up the present NEW YORK, Dec. 31. - The the past three seasons, recently The show will hit the road in the France-headed organization oper-system of State aid to fairs and Ernie Young show to play the joined the Navy for a four-year fall of 1956 after the Labor Day ates auto racing in 22 States and was one of the charter members grandstand at next season's State hitch. His address is: SR 480-20-93, close of the park season. The Canada, while SAFE has spon- of the Western Fairs' Association. Fair in Indianapolis will include Co. 738, Batt. 142, Reg. 14; Recruit company will own most of the He is survived by his widow, a 24-girl Manhattan Rockets line, Training Command, U. S. Naval rides and shows and some concesprovided by Hal Sands.

# **Dobritch Named to Operate** GAC-Hamid Circus Act Dept.

all remaining Midwestern fair as-Hamid talent to the annuals.

for ABC-TV's "Super Circus" until the show changed format and moved. Prior to that he was a shows in this country and Europe. poration, Chicago.

He also is to be active in bringing European acts to this country, using both his own connections abroad and the GAC-Hamid office in London. Plans call for him to make two trips to London annually.

Dobritch said that decision for him to make the fair meetings For Chicago came after completion of his new association, with George Hamid deciding in favor of the assignment.

Prior to his joining GAC-Hamid, Dobritch contracted with the Ca-

# Nine Shows, Parks Order **New Round-Ups**

SALEM, Ore., Dec. 31.-Nine carnival and park operators have placed orders for Round-Up rides for '56 delivery thus far, Frank other. But no attempt is made to dairy, poultry and agriculture of- Hrubetz, owner-manager of the ride manufacturing firm bearing his name, announced.

> Units scheduled for delivery will go to John F. Reid, Happyland Shows; E. D. McCrary, 20th Century Shows; Louis and Bess Riley, Riley's Rides; Palisades Park, Palisades, N. J.; Harry Stahl, Jefferson Beach, St. Clair Shores, Mich.; Dave Simon, Long Island, N. Y. Harry Prince, Revere, Mass.; Venezuela Ticket Company, for a park in Caracas, Venezuela, and Siebrand Circus and Carnival.

Hrubetz disclosed his firm has developed a new car for the old 30 SHOWS Spitfire ride which will be available early this summer. The unit will be displayed at the Orange Show on the Crafts Shows, he said. The new cars can be mounter on the Spitfire with practically no changes, he said. It was developed by P. W. Siebrand, of the shows bearing his name, and has operated on his show for the past two seasons. New lighting will also be available for Spitfires, Hrubetz

### **Detroit Billers** Name Noch Again

DETROIT, Dec. 31.-Michael Noch, International president of the billposters' union, was re-elected for his 19th term as business agent improvement programs now in the of Detroit Local 94. Noch served as a delegate at the recent AFL-The commission recommended CIO merger convention for the theatrical craft unions.

Other newly elected officers for Local 94 are Walter Frank, president; John St. Peter, vice-president; Matt J. Kobe, elected for a 19th term as secretary-treasurer; Cass Frederick, chairman of trustees, and George Kapano and Victor Lasecki, trustees.

Noch is implementing a special program to provide exploitation for Detroit theaters and other branches of show business in the outdoor field, in the absence of newspapers from the city during the present paper strike.

Kelly & Miller Bros.' Circus for Southern fairs. Training Center, Great Lakes, Ill. sions.

CHICAGO, Dec. 31. - Al Do-| nadian National Exhibition, Tobritch has joined GAC-Hamid ronto, for four acts. They are the Agency to head up a department Two Luvas, who will appear on an for circus acts. He will be head- aerial rigging carried by a crane quartered in Chicago and will make like they used at Powerama in Chicago; Klauser's Bears, the Three sociation meetings, offering GAC- Goetchis and Lola Dobritch. For some time Dobritch has been ex-Dobritch was booking counselor clusive representative of about 20

While handling the "Super Circus" work, Dobritch was connected circus performer with leading with the Associated Booking Cor-

CHICAGO, Dec. 31.-A fair for Chicago's lake front in 1956 was proposed this week by Mayor Richard A. Daley with the event tentatively scheduled to open in July and operate for several weeks. While it would run no longer than a month next year, long-range plans are to make it a permanent project that will, in the future, be expanded to become a world's fair in scope.

Most prominently mentioned theme would be "Festival of the Americas." Plans are to have Canada, Mexico and Central and South America send exhibits of their tourist attractions, cultural and business life.

Sizable cash contributions have already been offered by Chicago businessmen and civic leaders, it was reported.

Chicago's last similar projects were the Chicago Fair of 1950 which followed the successful Railroad Fair of 1948-'49. The latter drew a total of 4,233,552 people in its two years of operation. This year, General Motors' "Powerama" was also highly successful in its stand of several weeks on the lake front.

# **Chitwood Unit** Signs Dallas For 5th Time

NEW YORK, Dec. 31. - The Texas State Fair in Dallas will feature Joie Chitwood's thrill show in 1956 for the fifth straight year, it is reported. Chitwood will bring his Motoramic Thrillerama to Dallas for a 30-performance engagement spanning 16 days, agent Ben Braunstein reports.

One of the 1955 highlights was a two-day stretch during which nine performances were offered, five on one day and four the other. Chitwood's unit will use some 40 pieces of Chevrolet equipment, it is claimed.

At the signing of the contract Friday (23) with Chitwood was W. Henry Watson, racing promoter for the fair.

# Mullis, Hoard Form Carnival

INDIAN SPRINGS, Ga., Dec. 24.-Elbert Mullis and Dan Hoard, owners-operators of the \$100,000 Hoard & Mullis Amusement Park here, are forming a carnival, Hoard Durwood Fisher, with the Al G. & Mullis Amusements, to play

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  - Kiddie Buggy Ride
  - \* The Pony Trot (10 or 20 Ponies)
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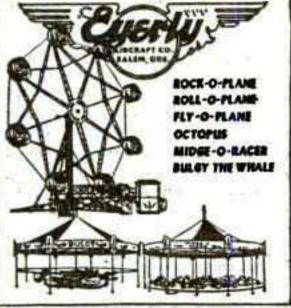
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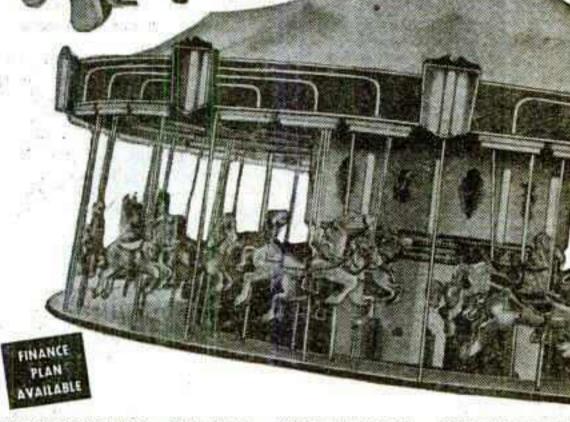
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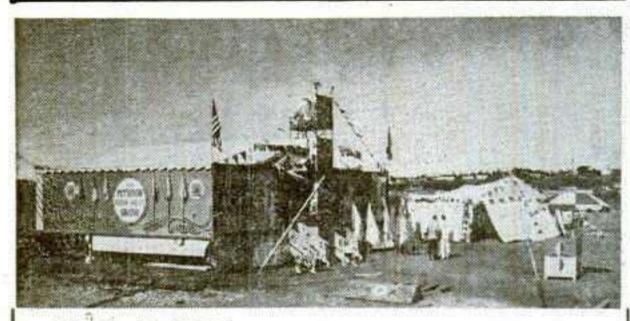


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BELL-Fay G.,

52, veteran outdoor show personality, December 16 in Princeton, Ind. For many years he was with Gold Medal Shows. Survived by five sons, a daughter and three sisters.

CHAMBERS—Jess,
73, manager of the Santa Barbara
(Calif.) County Fair for 23 years prior
to his retirement in 1951 and past president of Western Pairs Association, December 23 in Santa Maria, Calif. (See Fair department for details.)

DUNCAN—Charles (Blacky), for many years elephant man on the Haag Shows, December 17 in Marianna,

FELDMAN-Morris.

62, veteran outdoor showman, December 24 in Brooklyn, During his many years in show business, he was a concessionaire with Frank Wirth and Hamid-Morton Circus. For the last five years he was manager of the Canadian Thrill Shows.

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GIFFORD-Eskel G.

70, veteran stock and repertoire actor and manager, December 28 in Superior, Wis. For many years he was a partner in the Roberson-Gifford Stock Company and later had his own show, the Gifford Players. He leaves his widow, Grace, and a daughter, Nella McMinn. His son-inlaw, Roy McMinn, is manager of the Beacon Theater, Superior,

HALEY-Herb.

former circus stunt filer and parachute jumper, recently in an airplane crash near Illiamma, Alaska. At the time of his death, he was flying for Cordova Airlines, with headquarters at Cordova,

O'NEAL—Leon F., 55, Gainesville, Tex., producing clown for the Gainesville Community Circus and member of the Circus Pans' Association, December 17. Survivors include his widow, a daughter and a grandson.

RHEINSMITH-Steve (Modec), truck driver for the Ringling Bros. and

Barnum & Bailey Circus for years, at Elmira, N. Y., recently. AN ROSSUM-Mrs. Lois Anna May,

50, well-known outdoor show personality. December 15 in Sinton, Tex. She and her husband, J. H. Van Rossum, were known in show business as Dutch and Lois Le Blair. In addition to her husband, she is survived by four brothers, John, Bob, Russell and Charles Holcomb and two sisters. Burial in Berlin Cemetery, Eldora, Ia.

### **Carnival Routes**

Giades Am. Co.: (Fair) Arcadia, Fla., 9-14. Scott, Turner Rides: Daytona Beach, Fla., 2-15 (season ends).

### Circus Routes

Davenport, Orrin: Saginaw, Mich., 15-22, Mickey Mouse Circus: Disneyland, Anaheim, Calif., 3-8.
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THE BILLBOARD

# Holiday Toy Business Boon to N. E. Spots

Massachusets spots did good busi- to double the space. Baker also ness with sales from Christmas will remain open after Christmas toys, a three-year-old off-season for a discount clearance sale. He enterprise.

Revere Beach, where the plan was first introduced in the arcades, experienced most activity. Every night cars would jain the esplafrom one to the other of the toy in merchandise running as much discount beach establishment. as 50 per cent below the Hub's big department stores.

On the wholesale level the beach business meant that the tov business has been pushed to unprecedented heights. The George I. Feldman Company here reports orders far beyond the ability of the toy manufacturers to fill them. Wholesalers, as a result, reached a higher annual gross than ever before.

Doing brisk business at Revere were Bobby Shayeb, who was using his areade; Gallagher's Areade; Harry Prince, who also operates a city Arcade in the Hub, and Billy O'Brien, who was finding business good in his first year of operation. Along the main highway at Kiddieland Ranch in Saugus, Summer Rittenberg was getting a big share of the Christmas toy business.

In his first season at the tov business was Larry Stone, operator of Paragon Park, Nantasket. His Playland Arcade was refitted for the new enterprise and after this the Chicago conventions. Foreyear's successful operation Stone is most project will be the extension already planning enlarged quarters and rebuilding of the miniature for next season.

Creates New Patrons

"There is actually more to this business than making money," Stone said, "As well as being able London, Conn. Nine new holes to keep a good many of the help on the payroll, it keeps all of us call for an extension, to project active. What is probably best, it gives us the opportunity of making new friends who will be back in the summer as customers. They will also return for toys next year." Stone kept 12 workers busy without a break and was happy about the financial results. He pointed out that Nantasket is a dead end and that the public must set out to come here, but ads in the Boston papers served well to let people know that they could save money by taking a drive of a few miles to the beach.

Close by, Dave Baker's Funland Areade tripled the business he did last year and he was planning big things for next season. He pointed out that he had started last year with a space of 20 by 40 feet and this year had used 4,000 square

# Rocks' Open **Daily During** Festive Week

NEW YORK, Dec. 31,-Rockaways' Playland is running daily thru the week ending New Year's Day, with a 1 p.m. opening time. The park will open Sundays at 10:30 a.m. The regular weekend schedule will resume after the holiday week.

Dick Geist, vice-president, returned this week from a trip taken following the annual Chicago conventions. Among other places, he visited Disneyland and the now defunct Las Vegas park which opened in 1954.

In Los Angeles, a visit was made to the shop of Phil Gordon, where a new group game is being devised.

> FOR SALE SIX USED HOT ROD CARS

Briggs and Stratton Motors, Automatic Trips. All in excellent condition. Quick sale \$600 each. Write:

WILLOW POINT PARK ROCHESTER, NEW YORK Or Phone: Culver 4002 or Monroe 1208

BOSTON, Dec. 31, - Several | feet. Next year, he said, he plans says he doesn't know if people will buy toys after Christmas, but that he is going to give it a try."

Plans for next year eall for clearing out the big kiddie ride area at nade while the customers went Funland, which is directly in back of the Arcade. This will make, shops, where bargains were offered probably, New England's biggest

> To the north, at Salisbury Beach, Gene Dean and Dominick Sgroi were finding the toy business a good one.

> All in all, the toy business looked like the perfect off-season occupation for beach operators. It was expecially good for the Massachusetts men whose summer had been marred by small profits.

# Cook to Build **Addition** for Paragon Golf

NANTASKET BEACH, Mass., Dec. 31.-Larry Stone, operator of Paragon Park here, is planning several changes for next summer, stimulated largely by his visit to golf course, at present a nine-hole installation:

The new course will be designed and built by Holmes Cook, of New under the roller coaster.

A Cook-designed course in Beach.

# Fire Damages Arcade, Coaster At Edgewater

DETROIT, Dec. 31. - Damage estimated at \$200,000 resulted from a spectacular three-alarm fire Morday afte noon (26) at Edgewater Park

The Arcade, one of the oldest major structures is the park, housing a large variety of concessions as well, and an estimated 200 feet of trackage of the coaster at a high point, were destroyed.

Firemen said it might be the work of a "firebug" reported in the vicinity of other recent area fires. Son.e difficulty in fighting the fire was encountered and firemen chopped ice in the River Rouge to pump a water supply.

# **NAAPPB** Names Larry Stone To Directorship

CHICAGO, Dec. 31. - Larry Stone, president and manager of Paragon Park, Nantasket Beach. Mass., has been named a director of the National Association of Amusement Park, Pools and Beaches.

The appointment was made by the NAAPPB to fill a vacancy in will be added and Cook's plans the board made when Roy Staton, president and general manager of Springlake Amusement Park, Oklahoma City, found it necessary to Stoneham is the only one operating decline nomination and election to ir that area. He is also planning the board. Stator was named at one for next season at Salisbury the NAAPPP convention in early December.

# Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only If you are having mail addressed to you in our care, look for your name EACH WEEK Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York. Chicago or St Louis by Wednesday morning or Cincinnati office by Thursday morning

### MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post Bellows, Mrs. A.

Alexander, C. W Allen, Billy & Mrs Allen, Casey P Allen, Mr. & Mrs. W Boyd, Frank
Mrs Bradburn, R.
Bradley, Lee
drs. Brandt, L.
Harry Brannon, Almond
ginia Brasher, Joe Allen, Mrs. Vitalian Alzora, Carl Archer, Donald Brazil, Horace Archer, Horace, Lewis & Betty Britt, Betsy Allen, Mrs. Virginia

Argos, John
Atterbury, Bob
(Atterbury Bros.
Circus)
Britt, Betsy
Broadway, Hazel &
Stella Cooper
Brooks, Verle
Brooks, Wm. H. Ayers, C. W. (Bob)
Ayers, Maurice C
Bailman, Robt.
(Kelly's Helldrivers)
Ballou, Chas.
Ballou, Chas.
Ballou, Mrs. Anna
Barbay, Stanley
Barfield, Willie (Coot)
Barnhart, Dr. Henri
Barr, John Calvin

Brooks, Verle

Barr. John Calvie Bartlett, Geo. Barton. Kid Lewis Beall, Hiram Beall, Mrs. Laura D Beamer. Bob Beckwith. Gerald L. Bell, Billie Bell, Howard & Wands

Belidock, Sally & Bill Bellows, A. G. & Mrs Bennett, E. M. Bentley, Claude Bergman, Lila Bernard, Geo. Bernstein, Martin

Bernard, Geo.

Bernstein, Martin
(or Guardian)

Best, Dick
Betts Jr., H. O. & Campbell, W. E. or
Re
Bellodeny, Caster Bilodeau, Gaston Birkett, Spooks & Black, Holly Black, Woodrow Blackburn, Mrs.

Blackmer, Kittie Bloom, Wm. Bluestein, Sam Bly, Jerry Bona, Ray Boone, Eddie

Casper, Joe Cavalerro, Pat Chandler, Grant Borin, Richie Chaney, Carolyn (Peekum) Chillo, Mike Botwin, Paul & Mrs. Chunas, Tony

Cole, Jeannie Collins, E. G. & Mrs. Colvin, Buz (Mule Conklin, Lola Connerty, Pat onnors, Arthur

Cooke, Albert Cooke, Jess M Cooper, Jerry
Cooper, Ruth
Corrie, Mrs. Jack
Cotton, Roy & Mrs.
Courtney, Art &
Myrtie

Craden, Sam & Marie
Craften, Jimmie
Craig, Danny
(Novelties)
Craig, Hank & Thelma
Craig, Lula

DeSilva, Geo. Dean, Aloha Bobby

Decker, Joyce Decker, Kirkwood

Brown, Don (former Bdwy, Star)
Buckanan, T. K. (All Star Circust Curtis, Ann
Burch, Ernie (Clown)
Burch, Sammy & Dariels, Victor & Mrs.
Burke, Mr. Billie Davis, Clarence Mrs.
Burke, W. Orville & Davis, Clarence Mrs.
Burnes, Clarence & Davis, Clarence Davis, Clarence Davis, Clarence Davis, Lester Davis, N. E.
Button, Bill & Eileen Clown)
Button, Bill & Eileen (Clown)
Burton, Don (former Howard Flynn, Jack Ford, Ted (Pin Store Ford, Ted (Pin Store Ford, Ted (Pin Store Agent)
Ford, Ted (Pin Store Ford, Ted (Pin Store Agent)
Fox, Audre & Norma Davis, Charles Francois, The Francois, The Davis, Clarence Frank, Tama Franklin, Mr. & Mrs.
Davis, N. E.
Davis, N. E.
Davison, Jimmy Frazer, Haroid Fricke, Mrs. Joe

Butter, Clint Button, Bill & Eileen Caler, Whitey Calkins, John L. DeBold, Eddie
DeCabbe, Jimmie
DeLong, G. J. Mrs.
DeRubyatte's
Tumbling Act

Canter, K. G. Cantwell, Chas. Carne, Ramo.
Carsey, B.
Carsey, Jingles
Carson, Tommy & Delano, Phillip J.
Delano, Philli Marie Carne, Ramon

DelRio, Carman Demster, Frank Denton, Ace

Clayton, Duke Cline, Milonga & Johnny Dillon, Virgit Donahue, Dans Dickerson, Joe (Curley) Donahue, Danny Door, Vince Ducharme, Henry W Duffie, Dennis Duhan, Theo & Mcs.

Duncan, Leonard Dunlavey, Jim & Mrs. Dunn, Chester A. Dunn, Chester A.
Dupre, Lisa
Durrah, Fred & Mrs.
Eagle, Nate
Edleston, Bob
Edlin, Ted
Elliott, Ralph L.
Ellyn, Jimmie
Emmerting, Joe

Craig, Hank & Thelma
Craig, Lula
Crandell, Dick
Crandell, Leroy C.
Crawford, Leonard
Cresso, The Great
Crider, Robt. L.
Critzer, C. W. & Mrs.
Crowe, Mr. Jesse
Crouch, Dell & Fink Jack

Crowe, Mr. Jesse
Crouch, Dell & Dorothy
Crumley, Robt. M.
Cuban Mack
Cummings, Irene
Cunningham, C. O.
Cunningham, Mrs.
Howard
Cunningham, Thos.
Curtis, Ann

Davis, Lester
Davis, N. E.
Davison, Jimmy

Davsco, Jerry & Franklin, Thos.

Davsco, Jerry & Fricke, Mrs. Joe
Fricke, Mrs. Joe
Fricke, Mrs. Joe
Frost, Joe
Furst, Mrs. Gladys
Gaines, Al & Mrs.
Gaither, Sam
Gallager, Jack
Galluppo, Jack O.
Gambino, Jonn
DeSilva, Geo.

Gamble, Bill & Mrs. Gardner, Louis Geer, Frank Gerdt, Fred Gerry, Mrs. Claire Cibson, Lackie libson, Jackie Glassburn, J. C. Glosser, Ben & Mrs. Goforth, Mrs. Ann Gordon, Dixle & Gil Gordon, Geo. Graham John Graham, John T. &

P. O. Box 670

Dennis, Jack (Whitey) Greeco, Sam & Family (Continued on page 62)

# Brewery Eyes Wider Shore Fireworks Use

to its intense outdoor promotion activities.

and unique novelty train into a beaches within its Eastern distribution area and the train made spot appearances at many outdoor events.

On a weekly basis, fireworks were sponsored at Coney Island and at the Rockaways in New York City and on special dates at Revere and Nantasket beaches in Massachusetts. The Massachu-setts program will be increased next summer, it was reported.

Joint Promotions

for miles with hundreds of thousands of spectators. Interstate near Playland amusement park.

co-operative basis, with local dis- merce for fireworks.

NEW YORK, Dec. 31. - The tributors who request it. Consist-Schaefer brewery will probably ing of a comical-appearing locostep up its shore fireworks pro- motive on feep body and a string gram next year, it was revealed this of kiddie-colored cars, it was a big week. In the face of disturbing attraction wherever it appeared. reports from many segments of the It came complete with p.-a sysbrewing industry, Schaefer experi- tem and was offered for downtown enced an excellent year and much street promotion, something which of the credit was reportedly due was snapped up eagerly by fairs.

Opening at the New York Sports and Vacation Show for 10 days in Schaefer parlayed its fireworks March, the train played a solid season of dates which included the winning combination in 1955. The Barnum Festival it Bridgeport, pyre schedule covering major Conn.; State Fairs in Trenton, N. J. and Syracuse, N. Y., Eastern States Exposition in West Springfield, Mass., and fairs in Rhinebeck and Horseheads, N. Y It also showed at the Coney Island and Rockaways fireworks affairs, numerous fund drives, and was among the first vehicles to cross the Tappan Zee Bridge of the New York Thruway system at Tarrytowa,

One of the units in the train is a flatear on which festival or Schaefer puts on the shows at fair queens are toted, and from locations where approached by which a caricaturist works when chambers of commerce. In the the train is a motionless display. New York area they have been Handling its appearances for jointly sponsored and publicized Schaefer is Robert R. McKinley, to where they are a regular phase public relations man, while the of the summer frolicking at those Barber & Baer agency also does beaches. Boardwalks are lined p.r. for the brewing firm on an account basis.

The Jersey, coastal area was Fireworks handled the Massachu- viewed as a lush possibility for setts and Coney Island pyros this company fireworks and boardwalk year, and International shot off train activity but the firm holds the Rockaways spectacles, offshore back from participating unless approached by a local distributor on The train is also offered on a the train, or by a chamber of com-

# USED RIDES and EQUIPMENT ANTED

by Outdoor Showmen Everywhere

For details on a Special Plan we have for moving this equipment write TODAY

Box D-170

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

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for our 61st Season FERRIS WHEEL AND OTHER RIDE MEN

Best of working conditions. Must be sober and reliable. WRITE AT ONCE

WILLOW GROVE PARK

(do not phone or wire) WILLOW GROVE PARK (Montgomery Co.), PENNA. (15 miles north of Philadelphia)

### **High Quality** KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

# WONDERLAND PARK

Interested in party with three or four first-class rides and other high-class park attractions for a new park, good location all season. Also interested in Promotional Man, strictly percentage on merchants' tickets, picnic bookings, etc.

WONDERLAND, Rt. 3, Batavia, Ohio. Phone: 3-8151

### DODGEM LOCATION WANTED

Dodgem ride with new portable building available for 1956 season in

W. E. MORGAN

Anniston, Ala.

### Communications to 188 W. Randolph St., Chicago 1, III.

# PCSA Elects Harris; Downie Named Veep STEAK DINNERS

LOS ANGELES, Dec. 31 .- | ticket. The names of the other two Thirty-seven of the 40 nominees on the regular ticket for posts on the Pacific Coast Showmen's Association board of governors and three of the 10 named on the independent slate were elected here Monday night (26). The officers nominated had no opposition.

dependent ticket Edward J. Harris Jacobi, Matthew Lantz, Lee Garwas named president; Robert land, George Lauerman. Bob Downie, vice-president; Ted Le- Matthews, Harry Merkel, C. E. Fors, secretary, and Harry Phillips re-elected treasurer. Edwin Tait Leos, Joe Mead, Eddie Hellwig, was named to the cemetery board Sam Landesman, Tony Martone, for five years. Harry Hargrave and G. C. Loomis, Surtees, Newton C. F. (Doc) Zeiger were named Stone, John Snobar, Sam Steffin, trustees for five and two years respectively.

The officers, trustees, cemetery board member and board of governors will be installed Monday Smith and Fred Mortenson. night, January 2. A proxy installation jointly with the Ladies' Auxiliary will be held Saturday night (7) at the Rodger Young Auditorium.

In reporting the results of the election to the body, M. J. (Mike) Doolan said that 78 ballots were issued and 77 turned in. A threeway tie developed with the three undisclosed names being put into a hat. J. Ed Brown pulled the name of George Surtees, who was one of the 37 elected on the regular

# Miami Fems **Honor Prez**

MIAM1, Dec. 31. - Over 150 of the Miami Showmen's Associa- island newspapers and radio de- store. tion paid tribute to President Ada voting a huge bulk of space and Cowan at a recent dinner held in the Bon Fire Restaurant here.

President Cowan, who will leave her office January 11, was presented with a vase of red roses by Martha and Bennie Weiss. The board of directors presented her with a chest of silver. She in turn thanked all the board members, chairmen and others who

Mrs. Irene Moore won a gift for being the top money-raiser during the summer. Mrs. Betty Enda served as toastmistress and Mary Ellen O'Rear as femsee. Entertainment was provided by the members and by the restaurant management.

Club's memorial services December 18 were attended by over 250 members. Clergies of all denominations participated. Chaplain Elsa Bryant delivered the invoca-Kitty Glosser supervised arhandled the music and solos.

contenders in the tie were not revealed.

Winners on the independent ticket were Arthur Andersen, Louis Bacigalupi, John T. Backman, Bob Banard, Al (Red) Cohn, Tom Condron, Dan Dix, Sam Dolman, M. H. Ellison, Joe (Red) Dauer, Alex Freedman, Ernest Fitzgerald, Charles Goss, Max Hillman. Matt In view of the absence of an in- Herman, Arthur Hockwald, Rudy (Candy) Moore, Harry Myers, Louis Joe Steinberg, Elmer Velare and Charles Walpert.

picked.

# **BLOOD DONORS RESPOND TO**

MIAMI, Dec. 31. - The promotion campaign put on to induce participation in the Miami Showmen's Association blood donation project paid off handsomely on Tuesday (20), when 138 pints were given The prizes 138 steak dinners. Committeemen were Whitey Tara and Charlie Wright, chairmen; Mike Roman, Joe Aarons, Johnny Applebaum, Barney Tassell, Jimmy Ferenzi, Fred Conti, and Dallas Jackson.

# Champagne Surgery OK

Lowell, Mass., Dec. 31.-Roland Champagne, owner-manager of the Continental Shows, underwent surdaily. Champagne's physician ad-With 50 names submitted on the vises he will likely be well enough back for reconsideration. two tickets, the 40 highest were to attend the coming winter fair meetings.

# **Dominican Business** Stays at High Pace

spending was good enough to permit several operators to pull furtime to the fair, pet project of Generalissimo Juan Trujillo.

Pictures and reports reveal a spacious layout for the World of Mirth Shows' equipment, with its elaborate carnival front decorating the midway entrance. The "Largest Midway on Earth" pillasters bear national flags, and Latin titles and

### Latin Talkers Lauded

Latin descriptions also label the Ferris Wheel front, and Latin concession signs and talkers have reportedly been worth their weight in pesos on numerous occasions. Official representatives of the coun- Park Amusements, Bennie Weiss \$4,000 was raised by Weiss. try, in New York, this week lauded today reported signing the last of The repeat bingo-skillo route will the bi-lingual talkers at the Club his 1955 fairs to be repeated next again take Weiss, his wife Martha 18 Revue and elsewhere.

when, or whether, the loose-spending trend would level off, but early rangements and Regina McLinden business was reportedly good for all. The novelty of the bear pitch

business at the Dominican Peace custard, heretofore available only in requirement for earning gold life and Progress Fair was described as Ciudad Trujillo, was being avidly membership cards. In the future, excellent this week by all sources eaten by island country folk. Bingo such awards will go to members who have initimate knowledge of also shared in the kickoff bonanza, who bring in 50 new members over and casino equipment was in op- a two-year span. The previous time

serving the Dominican Republic lating effect on membership drives. ther ahead than they had antici- are all booked solid, starting the pated. Publicity on the event at third week in January, indicating Morris Batalsky, second vice-presimembers of the Ladies' Auxiliary the island republic was strong, with a high volume of tourist business in dent and the highest ranking officer

> Altho a gate policy of 50 cents wielding duties with McKee. and 25 cents was announced, 10and a dime for children.

### **GOLD CARD RULE**

# NSA Elects Snellens, Slates Installations

tire slate of the National Showmen's Association, headed by Gerald Snellens as president, was voted into office Wednesday (28) without opposition, Secretary Jeff Harris casting the single ballot. Installations will be at the next meeting, Wednesday, January 11, and Snellens cabled the club from the Dominican Republic that he will be Buys Twister,

Preceding the installation meeting will be an important session of the outgoing board of governors, which will discuss for the second time whether to clear the second time whether to close the clubrooms next summer from mid-June to mid-August. This question was decided in the affirmative sev-The three on the independent gery recently at General Hospital eral meetings ago by the board, but the road the coming season. Both ticket were M. M. Buckley, Jimmy here, and is reportedly improving the general assembly this week voted by a large margin to send it the Allan Herschell Company and

> Discussion of the proposal provided the most spirited meeting of the season, and it is expected that a goodly number of governors will attend on the 11th when it is taken up again.

### New Gold Card Plan

Getting its final reading and thus passing into law was the bylaws amendment conceived by Past NEW YORK, Dec. 31.-Midway has drawn excellent business, and President Joe McKee, changing the Attendance during the first week eration, altho the building was not limit was one year. It was felt that topped 140,000, it is claimed, and completed. The dozen or so major airlines of the gold cards will have a stimu-

> Presiding over the meeting was present, who shared the gavel-

The new officers, supporting ticket books have been put on sale Gerald Snellens, will be Batalsky, which bring the individual ticket first vice-president; Harris, second costs down to a quarter for adults vice-president; Al McKee, third vice-president; Is Trebish, secre-

NEW YORK, Dec. 31.-The en- tary; Harry Rosen, treasurer, and Harry Eddels, assistant treasurer. Completing the slate was a list of 50 governors (The Billboard, December 31).

# Royal American

TAMPA, Dec. 31.-The Royal American Shows will take a new. Twister and Jolly Caterpillar on rides were receritly purchased from are scheduled to be delivered in time for the Florida State Fair here January 31-February 11

The North Tonawanda, N. Y., ride firm recently increased the speed of its standard Jolly Caterpillar from 3 to 71/2 r.p.m. The device bought by the Carl Sedlmayr organization will be one of the new faster types.

Activit, here in winter quarters is running on a high plane. A good sized crew has been busy this fall refurbishing show wagons, and work is also under way on the Ferris Wheels.

# Belleville, III., Pacts Winrod for '56 Fair

PACIFIC, Mo., Dec. 31.-E. L. Winrod, co-owner and manager of Imperial Shows, announced this week that he had closed to provide the midway attractions at the '56 St. Clair County Free Fair, Belleville, Ill. The fair, which will run July 27-August 4, has been the object of considerable competition this winter.

Winrod also disclosed his unit of Imperial Shows will play the 3d District Livestock Show and Fair at Hope, Ark., September 24-29, making a route of 12 fairs and guay, Cuba, with the Hollywood books the club has known. Over celebrations thus far. The Imperial unit will open April 25 at its winter base here, Winrod said.

> Fire of undetermined origin recently damaged a garage and other buildings owned by Bob (Sailor) Hollingsworth in Paolo, Kan. Hollingsworth, who was out with Central States Shows during '55, was the road with his parakeet circus.

### MSA BOOK \$\$ HEFTY pictures of Trujillo adorn the rest Weiss Clicks in Cuba; had helped her during the year. of the front.

# Repeat Season in Bag MIAMI, Dec. 31.-Fresh from a Weiss said some \$14,000 in ads

There was no early indication the Ben Weiss & Son Concession and Timonium, Md.; Allentown, Company's bingo and skillo to fairs York, Lehighton, Centre Hall,

week was the Orange County Fair S. C.; Middletown, N. Y.; Trenton in Middletown, N. Y., with Man- and Flemington, N. J.; Macon, not on hand at the time, being on ager Fred Germain signing the contract and accepting payment in ad-

Weiss reported business good in Cuba, with the show following Camaguay with an engagement in the heart of Havana. Some 20 rides are carried, including the Velare Rotor, he said, and six free acts, including the Zaccini human canonball act. Show has Vince Nodarse as president; Gene Beecher, vice-president, and Duke Dougherty, business manager. Bob Parker has a dozen concessions.

As year-book chairman for the Miami Showmen's Association, of which he is third vice-president,

Bob Buffington and his wife next season.

successful 11-day stand at Cama- guarantees one of the greatest

season. The tour will again take and son Jackie into Hagerstown in six States along the East Coast. Bloomsburg and Reading, Pa.; Wrapping up the schedule this Spartanburg and Orangeburg, Ga., and Ronceverte, W. Va.

# Phoenix Club Banquet Pulls 200 Celebrants

members and guests of the Arizona Ida Brayman at the Hammond. Showmen's Association attended the club's annual banquet and ball Mary Collins, Mrs. Ruby Freeman, here Monday (19) at the Cudia Guest Resort.

Francis W. Wilson served as emsee with all arrangements handled by Don Hanna. Officers were by M. R. Freeman, William R. seated at the speaker's table along Siebrand, Jack Terrell, Harry Lucas with representatives of other clubs. and J. L. Brown. Wires were read John W. Becker was on hand for from the Pacific Coast Showmen's ork played for the dancing. Din- members present.

PHOENIX, Dec. 31.—Over 200 ner music was provided by Mrs.

Receptionists included Mrs. Mrs. Margaret Hanna, Mrs. Ann Horstman, Mrs. Rose Merrow, Mrs. Inga Siebrand and Mrs. Janelle Siebrand. P. H. Siebrand was in charge of tickets with advertising

Copyrighted material

# Pete Sutton Named Mgr. Of Babcock United Shows

ceeding Larry Ferris, who becomes organization. general supervisor and general Sutton and his wife, the tormer owner, announced.

the Babcock organization upon ap- ton Sr., had the Sutton Shows orpointment. For the past two years ganized in 1901. Sutton served in he was associated with the Crafts the Pacific theater during World Shows and resigned following this War II and upon returning to show's appearance at the Arizona civilian life in 1947 operated his

moves from there to Imperial to and David, 7.

SHEETINGS THE PROPERTY OF THE PARTY OF THE P

LOS ANGELES, Dec. 31.-F. M. play the California Mid-Winter (Pete) Sutton, former owner of the Fair, a new date on the Babcock. Great Sutton Shows, has been roster. The third date will be the named manager of the Frank W. National Orange Show in San Babcock United Shows here suc- Bernardino, another "first" for the

agent, Frank W. Babcock, show June Allen, were born in show business. He is a native of Arkansas, Sutton assumed his duties with where his late father, F. M. Sutown show. In 1953 he came to the At the present time, Sutton is West Coast with the Crafts Shows. back to their home in Tampa the John M. Stone, Heart of America Polack Circus, and Sam Abbott, of engaged in getting the Babcock Mrs. Sutton is the daughter of Leo Buffingtons will go to Miami on a Showmen's Club, and P. W. Sie- The Billboard's Hollywood office. equipment ready for the 1956 open-ing at the Riverside County Fair Sols Liberty and Johnny J. Jones which they operate at Virginia Association. The Jean Bump annual memorial services were held and National Date Festival in Indio, shows. The Suttons live in Van Beach, Va. They also plan on oper- Dancing School presented the at Greenwood Cemetery. Rev. Calif., on February 16. The show Nuys and have two sons, Frank, 8, ating a cash bingo at the beach floorshow and James C. Whittle's Carl D. Soultz officiated, with 40

spent the holidays with relatives at Johnson City, Tenn. After treking the Showmen's League of America; Association; William Jones, of the

# MIAMI CLUB HONORS PRELL PRESIDENCY

Michigan Club's

Prez Nominee

presidency.

ent slate.

plot.

show business.

out families.

Switches Slates

DETROIT, Dec. 31.-A switch-

but left his name on the independ-

ceased members now unmarked in

3. A regular social program.

4. Acquisition of additional

5. An all-out drive to bring in

6. A regular monthly news bul-

A party at Thanksgiving time for bachelors and members with-

8. Opening of a reading and

ST. LOUIS, Dec. 31.-Officers

of the Missouri Showwomen's Club

will be installed at a dinner and

reception to be held January 19

Schantz announced. The festivi-

attended by over 200 and Presi-

dent Schantz's Christmas supper

was equally well attended. Host-

esses included Liz Steele, Edie

Myers, Amelia Kock, Mary Thomp-

son, Peggy Grimm and Teresa

New members include Verna P

Lankston, sponsored by Florence

Cobb and Betty Hutchinson; Mar-

garet Shelly, sponsored by Flor-ence Cobb and Lotis Francis, and

Shirley Germain, by Helen and

the death of Minnie Quillian.

Membership was saddened by

Arlene Impellizzeri presented

her husband with a new daughter

Betty Hutchinson was released

from a Covington, Ky., hospital.

Madaline Ragan reported recuper-

ating in Hollywood, Fla., and Rose

Brown was reported ill with a

Raymond Clayton

Installed as Prez

KANSAS CITY, Mo., Dec. 31.-

Raymond A. Clayton was installed

as president of the Heart of

America Showmen's Club with ap-

propriate ceremonies here during the club's regular meeting. Al C.

Wilson, veteran secretary, installed

Clayton outlined plans for '56

which will include a membership

on the clubrooms this year.

Ciayton as well as the other of-

ficers.

and ball.

At Kansas City

The club's recent card party was

ties will start at 8 p.m.

Sidenberg.

Josie Germain.

writing room in the clubhouse.

St. Louis Ladies

To Install Execs

At Jan. 19 Event

graves adjoining the present burial

independent slate follows:

gage on the clubhouse.

Forest Lawn Cemetery.

Green said the program of the

MIAMI, Dec. 31.-A hefty turn- | Jim Dooley, of Station WTVJ; Warout made the Tuesday (20) testi- ren A. Weimer, honorary member, monial dinner for President Samuel and Wallace N. Maer. E. Prell one of the most notable | Prell was introduced by toastevents held yet by the Miami master William C. Cowan, and held in the Clover Club, had those who attended. Maxie Sharp as its chairman.

Master of ceremonies was Sammy Walsh, night club entertainer, who introduced a list of persons who spoke in laudatory fashion about Prell. These included David B. Endy, president emeritus; past presidents William Cowan, Leo Bistany and William eroo was pulled in the Michigan B. Moore; vice-presidents Oscar Showmen's Association this week hear from friends who may address Buck, Ross Manning and Ben when President William H. (Bill) Weiss; treasurer Mel G. Dodson; Green decided to head an indechaplain William C. Bryant; exec- pendent rather than the regular utive secretary Martin M. Weiss; George Brautigan, State's Attorney;

### AMERICAN TENT CORPORATION

America's Largest Builders of Fine Show Tents

201 E. Water St., Norfolk 10, Va. Representative G. C. MITCHELL BILL SANDERS

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SEARCHLIGHTS, 19, high powered 24" line volts 115 DC, Amps. 75-80 DC. Manufacturer, General Electric. Original cost to U. S. Gov't, \$6,500 each. Used, good condition. Will accept any reasonable

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Want Freaks and Novelty Acts. State salary and all particulars in first letter.

### BYERS BROS.' SHOWS

NOW BOOKING FOR 1956 SHOWS-RIDES-CONCESSIONS Want to Buy-Factory built Kid Rides.

For Sale-14 ft. special built Long Range, Reply to: BOX 277, TRUMANN, ARK.

Thank You HARRY E. STECHE Digger Operator for your Buick Roadmaster purchase.

"Save Money With Johnny" JOHNNY CANOLE 8861 N.W. 18th Ave., Mlami, Fla.

CLARENCE (Blackie) WOODRUFF Or anyone knowing his whereabouts

contact

MRS. MAHER 1339 So. Broadway St. Louis, Mo.

### (Phone: CArfield 1-6956)

WANTED Dark Ride Cars, Track and Illusions; all

or part. Write

WILLIAM BELDOCK Route 3, Box 345-A Tampa, Fla. MIDWAY CONFAB

Bobbie Sickels, general agent and assistant manager of Peppers' All-States Shows, spent the holidays with friends and relatives in Pell City, Ala. The Peppers show is Showmen's Association. The affair, received a significant gift from again wintering in Mobile, Ala., and will have rides and concessions in operation at the Mardi Gras which opens there soon.

> Friends of Gideon H. Diamon, promoter of the annual July 4 celebration at Saranac, Mich., will regret to learn that he is seriously ill at his home there. He would like to him at Box 304.

Bill and Carolyn Harding, forticket in the campaign for the '56 merly with the Johnny J. Jones Exposition, Rubin & Cherry Shows After Green had been selected and Cavalcade of Amusements, are to again run as head of the regular now living in Mobile, Ala., where ticket, an independent ticket, also Mrs. Harding is secretary in a loan headed by Green, was presented. office. He resigned from the regular ticket

Georgie Spears Jr., acrobatic contortionist with Col. Lew Alters' "Can It Be Possible," spent the holidays with his former danc-1. A quick payoff of the mort- ing partner and sister, Billie, at their home in Lansing, Mich. 2. Markers for graves of de- Spears reports that he will appear at two Detroit night spots. . . . the Michigan Showmen's Rest in Lou Pease recently bought a house trailer and is now wintering with his family at Leo Carrol's All-States Trailer Park in Tampa. Pease, who is selling automobiles at Hill Motors, Inc., Tampa, dur-ing the winter, is also working on more members from all fields of show fronts for the coming season.

... W. H. Duke Brownell, veteran advance agent for railroad shows, will return to the road in 1956. Brownell recently underwent two major operations in Miami, where he has wintered for 26 years. . . . Raymond Barber and family, owners of the Inland Empire Shows. Lewiston, Idaho, spent the holidays with his parents, Mr. and Mrs. James Barber, of Phoenix, Ariz. The senior Barber is the former owner of the Pacific Coast Shows.

Eddie Martino, pin cushion, is working at Hubert's Museum, New York, as talker on the ticket booth after a season on the road.

in the York Hotel, President Verna Around Miami way, ill showmen include Al Weinberg, Whitey Hurzon, Ed Yeastedt, Jack Rose, Tom Rankin, Johnny Glynn, and Bill Tucker. They were visited by Bill Bryant and Lyman Truesdale. William (Tubba) Heiman is in Victoria Hospital.

> Willie Pink, who, until his retirement two years ago, operated rides for close to 25 years, reports he'll be back in action this spring with a new Scrambler purchased from the Eli Bridge Company. The ride is booked on the Patty Conklin midway and will play Canada. Pink is currently at his Los Angeles home. . . . Turner Scott sends season's greetings from Orlando, Fla., where his rides did good business. He'll head for his Daytona Beach permanent ride spot for a February opening.

Jack Edwards is back at his Aransas Pass, Tex., home after a business trip to Fort Worth and Wichita Falls, Tex. Reports his surplus store in Aransas Pass has become a gathering place for many show people wintering in that city. . Serge (Little Red) Urling, son of Dr. and Mrs. Serge T. Urling, of the former Johnny J. Jones Shows, recently married Sonja Ray Fair in Spokane. The Doc and his wife are currently residing in De Land, Fla.

Bill S. Nurney, Merry-Go-Round operator, is wintering at his home in Plymouth, N. C. . . . Johnny Knisey, Oneonta, N. Y., advertising agent for the Continental Shows, reports that he is helming drive. The new president super-vised the refurbishing operations two sponsored quarter-hour radio hillbilly shows, plus doing personal Other actions at the meeting in- appearances. . . . From Philadelcluded the presentation of a \$25 phia Joseph Lehr, spot worker, defense bond to L. K. Carter for writes that Happy Kirwan jourrecruiting the largest number of neyed from Miami to spend Christmembers the past year. Almost was with his two sons, Kenny and all tickets were reported sold out John, and a sister. While in Philly for the New Year's Eve banquet Kirwan visited Mr. and Mrs. Roy Hunter.

South Florida's Largest Agricultural and **Industrial Exposition** 

New permanent fairgrounds just mile from city-73,000 last year

January 20 thru 28 (inc. Sunday)

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Motor Drome, Match Sticks, Carving Exhibit, Sand Worker, Religious. Sell X on Short Range, Photos, Striker, Derby, Strings, Slum Bumper, Groceries, Long Dogs, French Fries, Cox, Sansone, contact quickly.

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For 1956 Season-Winter Quarters now open

Experienced Ride Foremen and Second Men for twenty rides. Must be licensed drivers—

SHOWS: Circus Side Show with own equipment. High class Minstrel Revuehave equipment and transportation for same. Motordrome-very liberal proposition to right party, playing excellent Drome territory. Snake Show framed on semi. Jess Bradley, answer. Will book or buy Funhouse, Glass House, Laff-in-the-Dark and similar attractions of merit.

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All reply—Johnny J. Denton—Joyland Park BOX 919, RAND, WEST VIRGINIA

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Foreman for #12 Eli Wheel. Must know your business. Don't misrepresent. Foreman for Schiff Coaster, Foreman for S. & S. Chairplane, tower dumps. Second Men on all Rides. No drunks or chasers wanted. Must be licensed truck and semi drivers. Tim Ayliffe wants Agents for Hanky Panks. Mrs.

Becht wants Man and Wife for Popcorn, Drinks, Peanuts and Hot Dogs; also Agents for Cotton Candy, Snowballs and Apples. All replies to

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Want Photo, Long & Short Range, Ball Game, Pitch-Till-U-Win, Balloon Dart, Fish Pond, Bucket, Six Cat, Ice Cream, Addum-Up-Dart, African Dip, Frozen Custard, Mouse Game, Coke Bottle, Age & Scale, Hi-Striker or what have you. Want to book two Major Rides (one for each unit) not conflicting with what we already have or will buy Rocket Plane, Flying Scooter or Tilt. Want to buy Glass House. Will book any Show for all season for small per cent. Both Units playing Indiana & Illinois—makes short jumps—both units 2/3 booked.

Write or call me-1711 E. Markland Ave., Kokomo, Ind. Phone 4907 or See me at the Indiana and Illinois Fair Meeting.
Wilson (Digger-man), get in touch with me at once; also Paul Long.

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Merry-Go-Round Center Pole on trailer, Ferris Wheel mounted on Lowboy trailer, 9 car Tilt, Spitfire with trailer, Chairplane, Tubs O' Fun, Kiddie Cars and Plane Rides; 85 kw. Cat Light Plant, 25 kw. Cat Light Plant, new blue 20x30 Top, new blue 30x40 Top, 16x30 Bingo used one season, Cable, Junction Boxes, Trucks, Trailers; all or part. Write

### CARNIVAL

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# GIRLS

Dancers, Waitresses, Exotic, Girl Bands; good salary—steady work.

### Club Mardi Gras

Key West, Fla. Phone 6-9147 after 9 p.m. TOMMY THOMAS

# Texas State Again Elects R. L. Thornton

tors here Tuesday (20).

All other officers were re-elected. Thornton, who is also serving his second term as mayor of Dallas, is chairman of the board of the Mereantile National Bank of Dallas. He was elected to his first term as president of the State Fair in 1945, when the fair was being reorganized after a period of inactivity during World War II.

Under his supervision, the fair has held 10 highly successful postwar expositions, and attendance has risen from 1,639,986 at the 1946 fair to a record-breaking 2,611,271 at the 1955 expo in October.

Thornton rejuvenated the "big show" polic, at the State Fair Auditorium as a result of which the Pallas fair has presented such shows as "Annie Get Your Gun,"
"South Pacific," "Guys and Dolls," "The King and I," and, last fall, "Pajama Game" as featured attrac-

# Fostoria, O., Renames Klopp

FOSTORIA, O., Dec. 31.-The Seneca County Fair Board has named Harold W. Klopp again as president, at its annual meeting held here. Don E Mesnard was also re - elected, as secretarytreasurer. The 1955 fair earned approximately \$400 more this year than last, it was reported. Arrangements have been made to rent 45 acres of additional space for parking next year, which in turn will give additional space for concessions and rides, Klopp said.

> committees! contact:

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DALLAS, Dec. 31.-R. L. Thorn- | Thornton has also vigorously tor Sr. was re-elected to his 12th pushed the expansion and improveconsecutive term as president of ment of the State Fair plant. Since the State Fair of Texas at the an- he took office, the Cotton Bowl must meeting of the board of direc- S adium has been enlarged from a saucer which he.d about 46,000 to the present bowl with a capacity of 75,504. A new \$800,000 Automobile Building and a \$500,000 Women's Building have been built.

### Aids Plant

Much of the credit for the fairgrounds has been given to Thornton, since Le was a leader in obtaining the Texas Centennial Central Exposition for Dalla; in 1936, resulting in the building program which gave Dallas the basis for its present fairgrounds. Thornton served the centennial as chairman of its executive committee.

Other officer: re-elected included Hugo W. Schoelkopf, first vice-president, and the following other vice-residents: Ben E. Cabell, John W. Carpenter, J. J. Kettle, Julius Schepps, C. A. Tatum, J. Glenn Turner and T. M. Watson, all prominent Dallas businessmen.

James H. Stewart, recently elected president of the International Association of Fairs and Expositions, was re-elected executive vice-president and general manager of the Dallas Fair. Charles R. Meeker Jr. was re-elected vicepresident and assistant general manager. Meeker is also managing director of State Fair Musicals, Inc., a companion organization to

### **VOCALISTS**

# Elmira Pacts **GAC-Hamid's** Name Talent

ELMIRA, N. Y., Dec. 31.-A strong all-week program of name attractions was signed for the Chemung County Fair last week with the GAC-Hamid Agency. George A. Hamid Jr. and Joe Higgins represented the talent firm. It will be the first time a concentration o widely popular artists has been presented here.

The evening "International Follies" to show from Monday thru Saturday, August 13-18, will feature the Mariners, vocal quartet, and other acts.

Replacing the usual thrill show on opening Sunday will be matinee and night performances of "TV Discoveries of 1956," including singers Jill Corey, Denise Lor, Russell Arms and Edye Gorme. On Tuesday and Wednesday afternoons there will be a "Kiddie Kapers" show featuring the Gary Moore chimp, Rin-Tin-Tin and other kiddie attractions.

There will be harness racing as usual from Wednesday thru Friday afternoons, with acts inter- retary. spersed between races, and the auto thrill show will replace the motorcycle racing of the past two years on Saturday.

Top officials of the fair were reelected, and treasurer Edward L. of Fairs, Jefferson Hotel, Colum-Hardemann presented an inscribed bia, January 17-18. Paul Black, S. Bowen Cox was elected sec- watch for 40 years' service to G. 408 East Main Street, Spartanburg, retary; Arthur K. Hale, assistant Archie Turner, Thomas B. Bowlby, president. secretary, and Fred F. Florence, society president, presided over the

### FAIR ASSN. MEETINGS

Corson, Topsfield, secretary.

Fairs and Minnesota State Fair, Clellan, Arlington, secretary. Hotel St. Paul, St. Paul. January 9-11. Harold C. Pederson, 3531 Exhibitions, Royal Alexandra Ho-22d Avenue South, Minneapolis 7, secretary.

Ohio Fair Managers Association, ons, Skowhegan, secretary. Deshler-Hilton Hotel, Columbus, January 10-12. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

Missouri Association of Fairs and Street, Reading, secretary. Agricultural Exhibitions, Governor Hotel, Jefferson City, January 12-13 Rollo E. Singleton, Depart- Louisville, January 26-27. L. Doc ment of Agriculture, Jefferson City, Cassidy, State Fairgrounds, Louis-

Central New York Association of Agricultural Societies, Hotel Syra- Fairs, Clarence Parker Hotel, cuse, Syracuse, January 14. Robert | Minot, January 26-28. A. D. Scott, Turner. Horsehead. N Y., secre- Box 68, Fargo, secretary.

Georgia Association of Agricultural Fairs, Atlanta Biltmore, At- Fairs, Daniel Boone Hotel, Charleslanta, January 16. Joe F. Pruett, ton, January 28. James T. Hetzer, 550 Riverside Drive, Mason, sec- 307 Bank Arcade, Huntington, sec-

South Carolina State Association

South Carolina Association of Fairs, Hotel Jefferson, Columbia,

Tennessee State Fair Association, Noel Hotel, Nashville, January 19-20. L. E. Griffin, P. O. Box 90,

Agricultural Fairs, Sir Walter Hotel, Raleigh, January 19-20. Corbin Green, Hickory, secretary.

Virginia Association of Fairs, Patrick Henry Hotel, Roanoke, January 22-23. William E. Finch, Fairgrounds, Riverside Drive, Danville, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 22-24. Clif-

# SIGNS RICHMOND, VA.

# Good Outdoor Season Predicted by Cooke

Cooke & Rose Agency will have there will be a thrill show, and the grandstand talent shows again the closing Saturday afternoon next season at the Atlantic Rural (29), when big car racing will be Exposition in Richmond, Va., offered. among others, booker Harry Cooke revealed this week.

The Richmond date will be for nine days, compared with the six days when Cooke last showed there, in 1954. He said he will use a circus theme September 24-29, and "Grand Ole Opry" show on Sunday, September 23, and a Wild West show on September 21-22. Exceptions in the nine-day span contracted by the agency will be

### WINTER FAIRS

Florida

Arcadia-DeSota County Pair, Jan. 9-14. A G. Erickson. Bowling Green-Strawberry Pestival, Peb. 6-11. J. D. O'Haver. Clewiston-Sugarland Exposition, Jan. 24-28. Doug Pearcy. Dade City-Pasco Co, Fair Assn., March 1-

10. H. A. Gruetzmacher, Bex 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. Pannin Springs-Suwannee River Pair & Livestock Assn., Jan. 18-20. L. C. Cobb. Fort Myers-Southwest Plorida Fair, Jan. 30-Peb. 4. J. Clyde King.

Fort Pierce-Indian River Area Youth Show, Jan. 20. M. B. Jordan. Port Pierce-Legion Fair, Feb. 26-25. Wally Largo-Pinellas County Fair, Feb. 28-March 3. J. H Logan.

Lake Wales-Lake Wales Pair, Jan. 16-21. 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 Pair, Jan. 23-28. W. H. Kendrick. Punta Gorda-Charlotte County Pair, Jan 16-21. Harry Jack.

Sanford-Sanford Fair and Exposition, Feb. 13-18. E. O. Mayberry. Sarasota-Sarasota Co. Fair, Jan. 16-21. Geo, W. Potter. Sebring-Highland County Pair, Feb. 28-Tampa-Piorida State Fair, Jan. 31-Feb. 11.

J. C. Huskisson, West Palm Beach-Palm Beach Co. Expo., Jan. 20-29. Lamar Allen. Williston-Levy Co. Pair, March 26-25. O. C. Belott, Mgr., Box 741.

NEW YORK, Dec. 31. - The Saturday atternoon (22), when

Other dates listed include a rodeo at the Tazewell County Fair. Tazewell, Va., and the Shade Cap (Pa.) Fair, July 31 to August 4 where there will be three aerial acts, an animal act and a bike act every afternoon, and a different hillbilly unit nightly.

Total dates inked thus far represent an increase over those already in the bag when last winter's fair meetings started. On the basis of discussions held so far, Cooke opined that the coming season promises to be a good one for those in the talent field as well as other phases of the outdoor amusement business, The detracting influences of television have diminished, he added, to the point where alert agents can break the handicap imposed by video over the past four years or so.

Advance indications of this were the increased budgets allotted for the agency's industrial and employees' Christmas shows this winter. Altho forced to pass up the Chicago conventions, Cooke intends to make the Eastern meetings starting with Syracuse on January 13.

### Pincher Creek Elects Buchanan

PINCHER CREEK, Alta., Dec. 31.-Douglas Buchanan was reelected president at the annual meeting of the Pincher Creek and District Agricultural Society. Vicepresidents are Lloyd Slater and Mrs. George Cummins and treasboys and girls.

Association, Weldon Hotel, Green- tary. field, Mass., January 9-10 Paul

Kansas Fairs Association, Jay- Saskatoon, Sask., secretary. hawk Hotel, Topeka, January 10-11. Everett E. Erhart, Stafford,

Exhibitions, Fort Shelby Hotel, De- January 27-28. Vera G. McQuiltroit, January 15-17. Harry B. kin, P. O. Box 3898, Oklahoma Kelley, Hillsdale, Mich., secretary. City, secretary.

Association of Colorado Fairs, Albany Hotel, Denver, January 16. Forrest F. Hammes, 108 E. Main St., Littleton, secretary.

January 18.

Nashville, secretary. North Carolina Association of

## Leo Doherty To Address Mass. Meet

TOPSFIELD, Mass., Dec. 31 .-An additional speaker at the State fair meeting, January 9-10 in the Hotel Weldon, at Greenfield, will Leo Doherty, director of fairs for the State Department of Agri-

Making the announcement was Paul Corson, manager of the Topsfield Fair, who added that talent at the annual banquet will be provided by the GAC-Hamid and Al Martin agencies.

# N. J. Meeting Is Postponed

TRENTON, N. J., Dec. 31.-The annual New Jersey fair meeting has been postponed indefinitely by acting Secretary of Agriculture William C. Lynn. Chances are that the affair, usually held during the last week in January, will not be held until several weeks later, this year.

Cited as a factor in the postponement is the condition of Willard Allen, agriculture secreurer is Oswald Blakely. A secre- tary, who has been recovering from tary will be appointed later. A an illness since last summer. Lynn, deficit of \$216 was reported for secretary of the New Jersey Asso-1955. The society sponsors an an- ciation of Agricultural Fairs, has nual fair, a horse show and an been filling in, and indicated the agricultural short course for farm session will be put off until Allen is well enough to attend.

Massachusetts Agricultural Fairs | ford C. Hunter, Taylorsville, secre-

Nebraska Association of Fair Managers, Cornhusker Hotel, Lin-Minnesota Federation of County coln, January 23-25. H. C. Mc-

> Western Canada Association of tel, Winnipeg, January 23-25. Mrs. Letta Walsh, Bessborough Hotel,

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, Janua y 25-26. Roy E. Sym-

Pennsylvania State Association of County Fairs, Lycoming Hotel, Williamsport, January 25-27. Charles W. Swoyer 522 Court

Kentucky Association of Fairs & Horse Shows, Kentucky Hotel, ville, secretary.

North Dakota Association of

Oklahoma Association of Fairs, Michigan Association of Fairs & Student Union Building, Stillwater,

West Virginia Association of

Western New York Fair Managers' Association, Buffalo, January 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, sec-

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.

### ATTENTION SECRETARIES

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OF .

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### Communications to 188 W. Randolph St., Chicago 1, Ill.

CIRCUSES

### CIRCUS SAINTS, SINNERS

# Famous Folks Clamor For Calls as Fall Guys

Continued from page 50

jole, beg and compromise his for him. It didn't work, The yen friends, there are few important for membership is understandable. people today who wouldn't will- Drop a bomb on one of the lunchingly follow President Eisenhower | eons today, and a very sizable part (when he was still General Ike), of the political and financial power Admirals Halsey and Woodward, of New York City might well be Lauritz Melchior, Charles E. Eilson, and Jack Dempsey and Gene Tunney, to name a few.

The bylaws limit the membership to 650. As might be expected, it was deemed no great honor in the beginning to be a member of such a struggling and obscure organization. Not so today. You can hear them knocking for a chance to pay the \$50 initiation fee and \$15 annual dues.

No Fixes

One aspirant once offered Fabulous Freddie a station wagon if the founder would put in the fix

### **PROMOTERS** PHONEMEN

Full season's work starting Jan. 10th. UPC & Banners, good auspices. Al Kayda, Art Fortier, Sal Saprito, write.

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State-wide Law Enforcement Year Book and Associate Members. Topnotch gimmicks. Must be able to furnish your own phones. Top commission takes care of nut. All year around, also have Labor Publication. This eliminates layoff.

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Can place 4 Men immediately for top political deal. This deal will be followed by National Convention Deal. Reliable, sober men call

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# HAGEN BROS.' CIRCUS

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# 2 Phonemen--Women 2

Biggest and strongest deal yet. Book, Banners, Tickets, Money for hospital; others following.

CALL CHAIRMAN OF COMMITTEE Westmore 2-0401, Hammond, Ind. No collects .

### PHONEMEN

Grand Ole Opry Show, Grotto Auspices.
Program, Tickets, Banners. Office opens January 3. George Bernard, Connie Krafts, or anyone else knowing Joe Candrea, please get in touch. Call or wire

ELMER YATES Floridan Hotel or Zendah Grotto Tampa, Florida. (No collects.)

### PROMOTIONAL DIRECTORS

Need two for year around deal. Good auspices.

K. G. MURRAY

501 Security Bldg. Miami, Fla. Phone: 82-2652 (No collects)

Salata Man

# Clyde Route Strengthened In U. S., Canada

OKLAHOMA CITY, Dec. 31 .-Clyde Bros.' Circus has booked some new key dates i.. the U.S. and has scheduled 10 weeks in Canada, Owner Howard Suesz said this

The show will open in Texas February 20. It plays Davenport, Ia., April 27-29, for the Shrine, and enters Canada May 10, he reported.

Meanwhile the show's three new baby elephants have been broken by Floyd Smith, of the St. Louis Zoo, at the show's Edmond, Okla., quarters. The elephants worked several engagements during the holiday season, with Eddie Akin handling them. The Suesz family has moved into a new home in Oklahoma City.

### Eddie Woeckener's Condition Serious

PERU, Ind., Dec. 31. - Eddie Woeckener, veteran circus band leader, who suffered a stroke here December 15, is reported in a serious condition in Dukes Hospital

Wheeling, W. Va.; Pittsburgh, Dunkirk, N. Y.; Bradford, Pa.; Woeckener, who for many years had the band on the Hagenbeck & Wallace Circus and other shows, ton, Va.; Rochester, N. Y., and has made his home in Peru for many years.

# Merle Evans Joins Orrin Davenport

Merle Evans, who retired two at Saginaw, Mich., January 15, and weeks ago as bandmaster for Ring- make the full route of approxiling Bros. and Barnum & Bailey, mately 22 weeks of Shrine and revealed this week his plan to go Grotto dates, he stated. with the Orrin Davenport show as band leader.

While the deflating antics which

surround the appearance of any

fall guy are tailored to fit the in-

dividual, the basic ingredients are

the same. To begin with there is

nothing amateurish. Secretary Les

Kramer is chiefly responsible for

the skits. Professional actors are

used as needed, and blackouts

with an explosive burlesque qual-

ity are favored. Research is always

thoro, and Tex O'Rourke is charged

with delivering the rapier thrusts.

For the most part they don't win.

From start to finish the two-hour

sessions have the audience rolling in the aisles. Admiral Halsey rode

a white horse to the dais. Admiral

Saints and Sinners Clubs in the

nation. The P. T. Barnum Tent,

Washington, has a virtually un-

limited pool of political figures to

draw on. With the exception of

the Los Angeles tent, all of the

others are located in the East at Miami, Buffalo; Norfolk, Va.;

Baltimore, Petersburg, Va.; Staun-

Richmond, Va.

There are some 14 other Circus

Woodward rowed a "boat."

Victims are entitled to rebuttal.

# Atayde Opens In Mexico City

MEXICO CITY, Dec. 31.-Circo Atayde opened i.s annual Mexico City run on Friday (23) with several feature acts who are known in U. S. circuses.

Program includes the Smahas, dressage riding; the 12 Australians, Captain Spiller and His Seals, the Seven Raymonds; the Hasleys, an aerial ballet with 26 girls, intermission, the Flying Hartzells, Tony Smaha and Liberty horses; the Freddies; Celeste, the star in the moon, aerial motor act, and elephants, plus several clown turns.

# Water Circus Opens Strong

KINGSTON, Jamaica, Dec. 31.— James Harrington's new Hollywood Aqua Circus, combining circus and water acts, opened here and played to 11 days of good business. Show then was transported in three airplanes to Tegucigalpa, Honduras. Leonard R. Simons was in Kingston as assistant to Harrington and then returned to Miami via Havana.

were the second

SARASOTA, Fla., Dec. 31.- He will open with Davenport

Evans said he also would make some personal appearances in high schools and universities when possible during the winter. In the past he has appeared as lecturer and guest conductor at a number of schools each winter.

Evans and Davenport are close personal friends and the bandmaster often stayed at the circus producer's home in Chicago during the Ringling show's runs there.

### **Concession Manager** Wanted for old established Circus for March opening in Florida. Mini-

mum investment and ample capital required for stock. Write, giving age, experience and full details.

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### MONEY-MAKER

# 2d 'Whirly-Bird' to Be Operated by Hunt

ond helicopter is to be added to products as well. the Hunt Bros.' Circus publicity and promotion activities next season, Harry Hunt said today, and delivery is expected in time for the April 21 opener at quarters in Burlington, N. J., for the Police Benevolent Association.

Bell machine, which will have 220mile range, 100 m.p.h. speed limit, 35-gallon fuel capacity, and 3.5-wher hour flight time per tank. It will tour. do aerial broadcasting and be decorated in circus decor as is the current edition, introduced last season.

National advertisers have expressed be added. increasing interest in the machine Two new mobile seat wagons which plugs not only the circus ported.

NEW YORK, Dec. 31.-A sec-| but local merchants and national

More than 70 showfolks and friends attended the Hunts' Christmas party at quarters, which was decorated with 4,700 colored bulbs.

Harry Hunt reported contracting virtually complete thru June and said the early part of the season will be over established territory The show is buying a sleek thruout the North. He was not definite on whether there will be a return to the Virginias next year, where the show closed its 1955

Stella Wirth will return at the organ next season, and arrangements are being made for other band men and a leader, plus some The "whirly-bird" has been acts to fill out the show. Most of proving its effectiveness and earn- the personnel are set for 1956, ing power ever since last season including Ed Schuster, agent; Albegan, and Hunt pointed to 34 bert Underwood, brigade; John Christmas assignments-Santa drops Cloutman, press; George Foster, -performed recently. As many as banners; Joe Gilligan, transportafour in a day were contracted, tion. An advance press agent will

and its booming loud-speaker, are under construction, Hunt re-

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20 14 -7 349

Room 31, Manufacturer's Bldg. Rock Island, III. Phone 6-4077

**元·中中四次市区4** 

# 700 at Hackmanns' Roller Gardens Bow

AUBURN, Wash., Dec. 31. - | A capacity crowd of more than dren, Frank, 11, and Winette, 15, 700 people, including many rink who are also proficient on skates. operators and skaters from Wash. The former has won the U S. ington and Oregon, attended the North American champion juvenile October 8 opening of the new tree style title in 1953 and 1954, Roller Gardens here, operated by and also won the speed champion-Mr and Mrs. Win Hackmann, ship in the same classification in Crowds have been uniformly good | '5-. In addition he has won four at the R3ROA-member rink since straight State titles in free skating. the opening and class membership Currently a silver medalist, he is is excellent, the Hackmanns report. now working on his gold bar free

floor over the Federal Way Lanes in Federal Shopping Way's Florida Building. Modern in every respect, the rink boasts a circular skating area, 180 by 105 feet, of northern maple cushioned on fiber pads; one of the largest Wurlitzer pipe organs on the Pacific Coast, indirect lighting in rainbow colors, compiete accoustical treatment, controlled ventilation, and electric doors which allow only those who wish to skate or pay to watch skating enter, eliminating loitering. Bona Fide Builders of Tacoma, V'ash., was the contractor on the

In addition to Mr. and Mrs. Hackmann, the former also serving as professional in figure and speed skating, the staff includes Jacque Scott, who teaches dance and figure skating. Miss Scott is a silver dance medalist and also holds a silver judge's commission. At the keyboard of the Wurlitzer is Don French, a veteran organist who formerly played at the Redondo rink near Tacoma

The Hackmanns, who have been associated in skating for the past six years, have a schedule calling for nightly sessions, except Tuesdays, from 7:30 to 10:30. Skatedance classes are held nightly from from 10:30 to 12:30. Matinees for children under 14 years of age are held Saturdays, 1 to 1:30, and there is a Sunday matinee session from 1 to 4.



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Curvecrest, Inc. Muskegon, Michigan We invite you to bring your skates to Curvecrest and see for yourself!

The Hackmanns have two chil-The rink is located on the second skating test. Winette won the Washington junior girls free skating title in 1953 and 1954. She, too, is working on her gold bar. She is adept in free style, dance, figure and speed skating.

### 14 NAMES IN ROLLER SKATE HALL OF FAME

NEW YORK, Dec. 31.-Addition of Ralph Ware and lackson Haines to The Journal-American Rolle. Skating Hall of Fame this week raised the total number of names elected thus far to 14. Others are Jesse Carey, Philadelphia; Roland Cioni, Akron, O.; Harley Davidson, deceased: Fred Martin, Detroit, Gloria Nord, Hollywood, Calit., Rodney Peters, St. Louis; James Plimpton, deceased; Perry Rawson, Asbury Park. N. J.; Earl and Inez Van Horn, Mineola, N. Y. and Earl and Netlie Reynolds, deceased.

# Ware and Haines Enter Journal's Hall of Fame

and ice skating immortal Jackson selection was by the same board Haines and Chicago Roller Skate that has served since the "Hall" Company pioneer Ralph Ware are was founded three years ago. 1955 additions to The N Y Journal-American's Roller Skating Hall are Art Goodfellow, editor and as good-will ambassador for the of Fame Nominations were made publisher of the National Roller by readers of Bill Love's skate Skaung Guide; Chicago Skate exec

Wahlig Takes Close One in

NEW YORK, Dec. 31.-For the 6:30 to 7:30, and double evening second straight year t was defend sessions are held on Fridays and ing champ Charlie Wahing by Saturdays, the extra period running inches in the 26-mile, 385-yard marathon race at Fordham Palace Roller Rink, 190th Street and lerome Avenue The event was contested Saturday light (17), with former middleweight boxing champ Rocky Graziano on hand for a personal appearance. Pressing Wahlig right up to the tape were teamate Emmet: O'Connell and last years runner-up, RSROA senior speed titlist Ear. Wilmot, who wore the uniform of the Melody Stateland Club. Richmond, Ind

Wahlig, an honor student at Manhattan College, covered the distance of just over 367 laps around the 14-lap track in 1 hour, 31 minutes, 24.8 seconds, slightly slower than last time.

In addition to the win, place and show skaters, trophies went to Harry McCormick, of Merryland Speed Club, Glascow, Del., and Robert H. Smith, of the Triangle Speed Club, Dayton, O. The other four men in the original field of 25 starters who finished were Robert Johnson, of Melody Skatelanc. Club, Richmond, Ind.; Kerwin Bauer, Garden Spot Skating Club, Lancaster, Pa.; Robert Hossler, Garden Spot Skating Club, Lancaster, Pa., and James T. Rice, of the Printz Skating Club in Holly Gaks, Del. The latter four received medals.

The entire event was under the

NEW YORK Dec. 31.-Roller | column and The Billboard. Final

selections were unanimous.

Here are the citations:

limelight during the early 1860's, he's on the road. America, 1863-64

Balph Ware-Dedicated to the advancement of roller skating as a sport and recreation, Ralph was one of the original three Ware brothers, who with their dad, E C Ware, oioneered the Chicago Roller Skate Company. After joining the young firm in 1906, he devoted four decades, until his death is 1945, to the development, production and marketing of advanced skates at fair prices. Due partly to his efforms. Chicago now manufactures 14 different models and 20 different type wheels.

Hall of Fame honorable mention was awarded to Laurene Anselmy, Fred Bergin, Vic Brown, Malcolm Carey, Arthur Eglington, Al Flath, Johnny Jonnston, Joe Laurey, Norman Latin, Fred Nall, Allie Moore, Levant Richardson, Betty Lytle Ringwald, and Gladys and George Werner.

direction of rink manager-professional Jim Ferris. Other officials were Bill Gilhart, of Newars. N. J., chairman of the RSROA speed skating committee, referee; Roy Abernethy, George Lutz and Don Rogers, assistant referees; N. Y Journal-American skating editor Bill Love, starter; loyce McKenna, Pat Manley and Michael Wahlig, timers; Walter Allard and Paul Foster, lap cards; Millie Ferris, chief clerk; Lorraine Coney, scorer; Jim Kilmartin, steward, Frank Bartik, chief place judge, and Andy Avery, assistant chief judge. In addition, there was a place judge for each contestant and an official physician, D1. Charles Francomano.

# SKATING RINK TENTS

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# **HOCUS-POCUS**

By BILL SACHS—

into the Seville Hotel, Miami, for size mimeographed releases. ac-10 days beginning January 12. Ear, Lockman an wife are back written by Hank Vermeyden, Amin Los Angeles after an extended sterdam magician and magic dealer, trek thru the Midwest and East who made the trip to Paris exwith their magic and escapes. . . Al Wheatley (Chop Chop) is playing niteries along the West Coast. . . Al Maddox took on a permanent assistant recently when he two magic giants. . . . Mal Lippinmarried Diane Gagliardi, ballet cott, of the magic team of Mal and dancer, in Las Vegas. Billed as the Maxine Lippincott, has been trans-Magical Maddoxs, they are cur- ferred from a Montgomery, Ala., rently working club and television hospital to the lung center at V.A. dates in the Las Vegas sector and Hospital, Birmingham, Ala. He's in are slated to return to Hollywood 5-54-5 Ward there. Mal-and Maxlate in January. They will make ine enjoyed a visit last week from their home in Beverly Hills, Calif. their daughter, Francine Rightor, magician," of Detroit, typewrites San Francisco. Francine and her regarding an article, apparently an husband, Haskell III, settled in the expose, on the Great Rope Trick, California city recently after closing which appears in the lanuary issue with the rep show, "Theater for of Argosy Magazine. We failed You," directed by Jack and Reid to see the piece, as Harry neglected Babcock. With Mal in the hospital, to enclose a clipping as he said Maxine is residing at the Vulcan he was doing. . . . Logan Pritchett (Mr. Zuko) has just signed Highway, Birmingham. a new contract to begin his second year with Meyer's Bakery, Members of the judging panel Little Rock, Ark. Mr. Zuko appears baking firm, presenting a 45-minute program of magic and vent at Joe Shevelson, and Love. The 1955 schools, clubs, churches, tairs and celebrations. Pritchett was recently featured at the National Duck-Calllackson Hames - Known the ing Contest at Stuttgart, Ark., and world over for the popular spin he's now set on school dates until that bears his name. Jackson next June. He is also doing a daily Haines played a major role in TV show with his vent figure, the with construction of an outdoor founding and developing the inter- Jolly Baker Boy, the company's theater, to open in the spring at national style of ice and roller tradmark. TV seg is done live when skating He first came into the he's in town, and on film when when he combined skating and interesting feud that's brewing bedancing to awe spectators thruout tween Sorcar, currently appearing the Eastern United States and in Paris with his full-evening show, Canada Later, he thrilled Euro- and Kalanag, one of the ablest of peans with the same graceful, the European magicians. It all rhythmic style. Among his titles hinges on Kalanag accusing Sorcar was the figure championship of of systematically lifting his major effects and of deliberating sitting

# ROADSHOW REP

thru show after show for that pur-

Betty Large, script writer and producer; J. Austin Trainor, veteran character actor; Marlina Balderson, ingenue, and Loman McAulay, stage manager, recently completed a holiday program, "Adventures With Santa Claus," over radio Station CFCY, Charlottetown, P.E.I. It is planned to offer the show on TV next season, said Trainor.

G. M. Cahill, who has been promoting minstre! shows and amateur drama dates in Northern Michigan, reports that results have been no better than fair during the past four weeks. Cahill said bad weather has been the worst deterrent. "Professional or amateur, you've got to have decent weather in order to get them out," he said.

Writing from Williamsport, Pa., A. A. Clifton asks that someone send to this column the roster of Diamond Bros. Minstrels, an outfit that was a favorite in New York State where Clifton lived in the 20's. . . . Doc Howard Filbert, solo performer and health lecturer, writes from Monticello, Ark., that business is only fair there. En route west Filbert did good business in West Virginia and Tennessee. Filbert, who is trekking West, says that Sacramento will be his last port. He is boosting a nationally advertised product and also takes on sponsored dates for his show, the greater portion of which is musical.

Leonard Williamson, writing from Newcastle, Wyo., says that he spent the past two weeks in South Dakota, but that cold weather hurt his show so much that the results were hardly worth the effort. He and his wife do a two-cast dramatic bill and also offer music. A neph- OPEN A DRIVE-IN THEATRE ew, Gene Williamson, does advance and plays piano when he is back with the show. The Williamsons have been traveling West from Wilmington, Del., since mid-Octo-ber. California is their destination. Masonite Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19. an real time representation of the property of

AY MARSHALL takes his bag pose. Kalanag is reported circulatof nifties and his nifty gags ing his accusations via eight tullcompanied by a two-page report pressly to catch the Sorcar performance. Current issue of Jay Marshall's New Phoenix carries a full report on the duel between the Harry E. Cecil, "world's worst and son, Haskell, who flew in from Trailer Park, 430 Green Springs

### DRIVIN' 'ROUND THE DRIVE-INS

Howard Sharptev and Ambrose L. Presto, who operate the Hillsdale (Mich.) Drive-In and Skyline Drive-In, Morenci, Mich., are extending their operations into Ohio Montpelier.

David Newman, of Cooperative Theaters, Detroit, is also with the newly established Walled Lake Drive-In Theater, Inc., which plans to build the Waller Lake Drive In ca Maple Road, one mile west of Walled Lake, Mich. The corporation has been organized by Newman with wo newcomers to the theater business, Dick Roach, Walled Lake, and Norman O. Stockmever, Detroit. The theater is expected to be ready to open for spring business

John O'Sullivan, general manager of the Pix Drive-In Theater, Bridgeport, Conn., has been promoted to central New England division manager for Lockwood and Gordon Enterprises. He will supervise a group of theaters in New Hampshire, Rhode Island and Massachusetts. He was with Warner Brothers for 14 years before joining Lockwood and Gordon as manager of the Danbury, Conn. Drive-In.



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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.

is being called the new sensation tecto - Wallet is foolproof. Retail for 1956 by Atlas Novelty Company, 1128 16th Street, Denver. It is worn like a regular bolo tie, but when the noose cord is pulled the eyes of a steerhead ornament light up. The tie is full length, black and woven with silk threads. The steerhead is carved and silvered with red eves. The standard size battery and bulb are easily replaceable. The item retails for \$1 and is packaged individually on a high gloss, three color, self-selling display card. They are packed 12 to a carton. Quantity prices are available.

Sterling Jewelers, Inc., 1975 East Main Street, Columbus, O., reports steady sales of its No. 169 ring. This number has a one-carat center stone plus two square cut simulated diamonds on the sides. May be had with white or red side stones. The ring has a 16-caret gold finish and is priced at \$3 per dozen in minimum three dozen lots. In less than three dozen lots the price is \$3,25. Gross price is \$33 plus postage.

An inexpensive new knife designed for the graphic arts field is the latest addition to the family of X-Acto knives announced by X-Acto, Inc., 48-41 Van Dam Street, Long Island City, N. Y. The knife, constructed on the principal of replaceable blades, retails for 25 cents with refill blades available in packages of five for 25 cents. The No. 4 knife has an over-all length of five inches and consists of a slim cylindrical all-metal handle Arch Street, Philadelphia, is exand a narrow high-carbon steel pecting you to write them about angled cutting blade. A knurled the special they are running on collar opens and closes the simple New Year's party favors. A few of blade-gripping chuck.

The Western Lite-Up bolo tie the pocket. The firm claims Proprice is \$2 postpaid.

> All-Metal Re-Newer, Cleaner and Polisher, a new preparation, is announced by Clipper Products Company, 3223 North Sheffield Avenue, Chicago, which prevents automobile pitting, dissolves rust and enables the homeowner to maintain metal items about the house in good condition. All-Metal comes in half-pint jars in cream form. A small quantity is applied with damp cloth to any metal surface. Easy strokes remove all dirt and then a clean cloth adds a high luster. All-Metal will clean and polish kitchen utensils, porcelain, stoves, refrigerators, doorknobs, silverware, etc. It retails at \$1.49 per jar and is available in gallon containers at \$14.70.

Magidson . Bros., 1440 North Western Avenue, Chicago, has a new Colonial Sunburst Mirror on the market. Priced to appeal to most householders, it converts any wall into an appealing and balanced area. The mirror has a diameter of 24 inches, is made of non-chipping moulded material and has radiating lines and overlapping patterns resolving into a sunburst design. In the center is a circular mirror eight inches in diameter. Available in sunburst white, antique gold and ebony black, the over-all effect is one that will fit in with most decorative schemes. Retail price is \$7 postpaid.

Harris Novelty Company, 1102 the values are: Hats, noise makers, decorations and jumbo noise mak-Protecto- Wallet, marketed by ers. \$6 per 100; Hawaiian leis, \$2 Protecto Wallet Company, 339 per 100; assorted party ballons, \$3 West Schiller Street, Chicago, locks per gross, and flat crepe paper securely in the owner's pocket, hats, \$3 per 100. In addition to a thus providing protection against large assortment of other favors, pickpockets and loss. A holding they are featuring Ronson-type stud, easily installed in the pocket pocket lighters at \$6 per dozen, a lining, prevents the wallet's re- three-pen set at \$5 a dozen or \$54 moval. This is easily released when per gross, and the new miracle the wallet is to be removed from cross and chain at \$5 per dozen.

# PIPES FOR PITCHMEN

By BILL BAKER-

LISTED . . .

in the Final Curtain of last week's who resided in Detroit, is still up issue of The Billboard was the name of Earl F. Godfrey, who until a few years ago was much in that part of the country, which he Nate Golden. built and was operating at the time of his death. He also owned the Wisconsin Postcard Company, which supplied the resorts in the Wisconsin area. He is survived by his widow, Gertrude.

"I HAVE A . . .

souvenir store here in Lake Geneva, Wis.," pens O. F. Brooks. The summer but I still make a few spots. Have held on to my location at the Dairy Cattle Congress all these years and still make it every fall. Have been much interested in the pipes about the scopes, as Charles Martin and I worked them for years. We used Show. the prunes and water gimmick, as that combination made a spectacuold-timers who worked the scope and flowers.

have passed on, unless Bill Lebeau,

MORRIS KAHNTROFF . . .

evidence at fairs, home, sport and who has been holding down a bed flower shows thruout the Central in Veterans' Hospital, Bay Pines, States with his peeler and juice Fla., for quite some time, pipes in extractor set-up. After much gal- to say he has undergone three oplivanting around, he finally settled erations and is still under a docdown in Lake Ceneva, Wis., first tor's care. Morris would like to with a souvenir store and later hear from his friends in the busiwith one of the finest motels in ness, especially Speedy Ross and

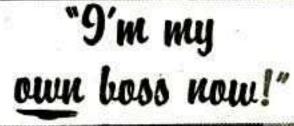
WE ARE HAPPY . . .

to learn from Mae Rogers that this corner was instrumental in helping her locate Frances Nordberg. Mae tells us that Frances showed up in "nothin' flat" after we hung out the "wanted" sign here.

FRED LANDRUS . . .

that man of magic, his missus and set-up keeps me busy during the their very young son, Charles P., are presently quartered in Elmira, N. Y. He reports that he is still entertaining, having been with several different med shows and now busy with a series of school dates. Fred would like to have some info on the Zarlington Med

WE UNDERSTAND THAT ... lar demonstration. The instrument quite a few of the boys are mopwe worked was the one with the ping up a lot of extra moola pitchbrass tube with two lenses. One ing the new Do-It-Yourself Plastic lense was a magnifier and the Plant Kit, a Popeil Brothers' gimother a prism on which we showed mick that makes it possible for the prune bugs and the life in the anyone from eight to eighty to water. As far as I know, all the mold a wide assortment of plants



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laminating CARDS of all kinds, Business Cards, Social Security Cards, Credit Cards, photos, passes, driver's licenses, newspaper clippings, souvenirs, etc. The perfect way to preserve all sorts of valuables. Demand for such services is staggering. Price complete (illus.) \$35 plus postage. FREE sample and litera-

Dept. LM-506 6612 N. Clark St. Chicago 26, III. PLASTICAST CO.

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MIDGET BIBLE New edition. Has last sup-per, Crucifixion Pictures, Lord's Prayer. Over 206 pages. Size of postage clearly printed and every word legible, Black gold-

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BIG PROFIT novelty. Dealer's
Prices 90t doz., \$6.70 per-100.
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Special low jobbers & quantity prices. Send
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Choice Lot-Famous WATCHES, 6 for

Sell on sight at fabulous profits look BRAND NEW! Guaranteed like new! Send \$8.95 for Sample and be convinced! Wholesale only 25% with order, balance 5-day money-back guarantee! Send money order or certified check with order to avoid delay in shipment



EVERSHARP RETRACTABLE BALL POINT PEN Assorted colors. Nationally advertised at \$1.49 per pen 1 doz, to self-colorful display box—\$4.50 per doz. 8-PIECE EKCO KITCHEN TOOL SET Nice individual box, 6 to a master carton. \$1.50 ea.

5-WAY SAW SET including 16" Panel, Mitre and three assorted Sawing Blades. Packed 6 to unit. \$9.00 per doz. 26" HAND SAW, 8 POINT SUPERIOR SAW STEEL Packed 6 to package, \$9.00 per doz.

4" JACK PLANE-2" CUTTER Individually boxed. \$2.75 ea. Metal case, 6-ft. length, \$2.50 per doz 25% deposit with order. Bank check or money order. F.O.B. Chicago Wholesale Only.

COOK BROS. 916 S. Halsted Chicago 7, III.



JACKETS Big Profits! CAPES . SCARES ALL GENUINE FURS Our new 1956 Sure-Fire Line contains a big variety

of best sellers for you Latest styles. All sizes. Write for FREE NEW ILLUSTRATED CATA-LOG plus details of our very popular remodeling service. Satisfaction guaranteed or money refunded. Prompt deliveries.

H. M. J. FUR CO. 150-B W. 28th Street

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A Market Place for Buyers and Sellers

### ADVERTISING RATES

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15c a word-Minimum \$3

CASH WITH ORDER

### REGULAR CLASSIFIED ADS DISPLAY-CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1 per agate line-\$14 per inch

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### \* IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in care of The Billboard allow for six additional words.

On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

### FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

### ACTS, SONGS & PARODIES

SENSATIONAL INTRODUCTORY OFFER! Over 1,000 screamingly funny "Clever Remarks" only \$1; list free. Edmund Orrin, 5854 San Vicente Blvd., Los Angeles 19,

23,000 PROFESSIONAL GAGS, ROUTINES adlibs, doubles! 1,600 pages! For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. fe4-'56

### AGENTS & DISTRIBUTORS

A BEST SELLER-3 BRAND NEW NEVER before offered fast selling items; fantastic values, terrific customer demand; all areas open, 100% profits, free details. "Husk" O'Hare 5732 North Kenmore, Chicago 40, Ill.

AGENTS WANTED. MAKE \$10,000 A YEAR taking orders for terrific new automotive product. Airmail brings details. "Quick," Box 47, Beliflower, Calif.

### AMAZING CLOSEOUTS

Tailored earrings, acet. gr. ......\$15.00 Stone & Tailored Brooches, asst. gr. . . . . . . 16.50 Bracelets, Charm & Link, asst. gr. . 24.00 Tailored Tieslide Sets, boxed, asst. dz. 3.50 Stone Tieslide Sets, boxed, asst. dz... Ropes, all-bead, asst. dz. . . . . . 3.00
Ropes, chain-bead, asst. dz. . . . . 2.00
Men's stone rings, asst. dz. . . . . . 2.75

#2160 rhinestone neck & earrings, 

#3670 3-piece rhinestone set, dz. .... 51.00 Try a sample dozen of any items listed above at reg. prices. 20% deposit, balance

NEW ENGLAND JEWELRY BUYERS 24 Empire St. Prov., R. I. 124 Empire St. ATTENTION-HOSIERY; LOW PRICES FOR

jobbers, pitchmen and salesmen; complete tine Ladies' and Men's, Children's Hoslery. Nylons. \$1 dozen up; sample order one dozen, slightly imperfect Nylons packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money re-funded S. F. Pollard Mfg Co. (5-1741), 1258 Market St., Chattanooga, Tenn. ja14 EARRINGS - ASSORTED STONED AND

tallored \$6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, 121 Empire St., Providence, R. I. ja28

FAMOUS CELLINI BANGLE BRACELETS— All colors, \$6 per gross plus postage, c.o.d. For adults and children. New England Jewelry, 124 Empire St., Providence, R. I.

FAST SELLING KEY CHAIN WITH COL-orful western rock attached. Sample, one dellar. Dozen, \$7.20. Jobber prices on re-quest. Golden West Gem Co., 7355 Lanker-

### FAMOUS MFR. CLOSEOUTS

Stoned or tailored Earrings ... \$2.00 dz. Charm & Link Bracelets, asst. ... 2.50 dz. Lord's Prayer Necklace, boxed ... 3.00 dz. Rhinestone Crosses, boxed 3.00 dz. Children's Jewelry, boxed, asst. 3.00 dz. Ropes, assorted 2.00 dz. Ropes, assorted 2.00 dz. Shorty Tie Slides, carded 1.95 dz. Cufflinks, carded ...... 1.95 Cameo sets. boxed 7.20 dz.
Anklets, G.F., carded 3.50 dz.
Stoned Neck & Earrings, boxed 9.00 dz.
Tie Slide sets. asst. 5.00 dz.

Send for descriptive literature on other ter-rific values on jewelry of all descriptions. 20% deposit with order balance c.o.d

SAMUEL SILVERMAN & CO.

MAKE \$10,000 YEAR AND MORE WITH our (2) great Wholesale Catalogs (64 and

NEW LOW PRICES. LIGHT REFLECTING signs, red hot and sensible, 7"x11", illustrated color blended; 2.000 varieties, 10e for sample. Koehler, 335 Goetz, St. Louis 23, Missouri.

NEW ULTRA-BLUE 7"X11" SIGNS, 7c. RE-tail, 50c 2,000 slogans—comedy, religious, general. Sample free! Lowy, 812 Broadway. Dept. 909, New York 3. fe25-ch

RUN A SPARE-TIME GREETING CARD and Gift Shop at home. Show friends samples of our new 1956 All-Occasion Greeting Cards and Gifts. Take their orders and earn up to 100% profit. No experience necessary, costs nothing to try, write today for amples on approach for the company of Dept. 10, Ferndale, Mich.

### ANIMALS, BIRDS, PETS

FOR SALE-LARGE, BEAUTIFUL PAIR transport wagon, parade advertising, con-tracts. Wanted Sicilian Donkeys, gentle Zebras. Seaman's Mule Trains, Airline Box 6402, Baton Rouge, La.

### BUSINESS OPPORTUNITIES

JAPAN DIRECTORY. 100 AMERICAN EX-porters inside Japan. Send \$1 today. Nip-pon Annai, 920 3rd Ave., Box 739-B, Seattle,

25% with Order

Balance C.O.D.

533 WOODWARD AVENUE

DETROIT 26, MICHIGAN

1820 Westminster St. Providence, R. I.

JOKERS FUN SHOPS—FULL CREDIT AL-lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., fe25

300 pages). Appliances, Homewares, Jewelry, Furniture, Sporting Goods, Toys! We drop ship. Free Catalog Plans! General Wholesalers, Box 3058CH, San Francisco.

for samples on approval. Regal Greetings,

CALIFORNIA SEALS, SEA LIONS—WILD or trained; main suppliers zoos, circuses thruout world. Marine Enterprises, Inc., Hermosa Beach, Calif.

Oxen, yoke pullchain, covered wagon, ride children; steel traffer with loading chutes,

quest. Golden West Gem Co., 7355 Lankershim Blvd., North Hollywood, Calif. ja14

"FOG-STOP" WINDSHIELD CLOTH. INstantly removes blurry mist, frost, sleet,
snow; stops windshield fogging, samples
sent on trial. Kristee 80, Akron, Ohio.

POOL ROOM, 5 TABLES, 4 ARCADE MAchines; pinball percentage pays rent;
good lease, steam heat, main street location,
rigid investigation invited; cozy furnished
living quarters, \$5,000. Jaxon's, 16 E. Main.
Galesburg, Ill.

MAKE MONEY WORKING AT HOME. BIG 64 page book shows how, details free. Larken Coleman, Box 821, Newark 1, N. J. ROLLER RINK WANTED—WOULD LIKE to rent, operate or go 50-50 on a good sized rink; I have all the equipment to operate, long experience and sober. Please call Kingston 9970 or write Box 368, Kingston, Tenn. Have three good skating daughters. Good drawing crowd.

### COSTUMES, UNIFORMS. WARDROBES

BALLY CAPES, \$5! WHITE ORCHESTRA Coats, \$5; Girl Show, Bally, Strip, Clown, Minstrel, Parade Costumes, Top Hats, Derbies, Wigs, Tuxedos, Tails, Rhinestones, Plumes. Cheap, free list. Leroy Carpenter, 4618 Park Ave., Wechawken, N. J. Phone Union 3-9509.

### FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS-CARAmel Corn equipment, Floss Machines, re-placement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, III. fe4-56

### FOR SALE—SECONDHAND SHOW PROPERTY

ADULT FERRIS WHEEL-WILL PAY CASH for Eli, Smith & Smith or Garbrick wheel. Also need Funhouse or small Grind Show. Bill Shoemaker, Box 117, Espy, Pa. A REAL BARGAIN-NO. 5 ELI WHEEL

with Fordson Tractor; late model Spit Fire, good motor. Each ride has good steel trailers with Chev. Tractors, good rubber. Box C-356, c/o Billboard, Cincinnati 22. O. BLEACHERS, 8,000 FOLDING CHAIRS, Theater Chairs, Sidewall, 40x80 Tent, other sizes. Tables. Lone Star Seating Company, Box 1734., Dallas 1, Tex.

of Ronson in design and mechanism. 11 styles and patterns. The perfect gift, premium or give-away. \$7.20 to \$19 per dozen. Write for special price list in larger quanti-ties. Allan Distributors, 618 Roscoe, Chicago, Ill. Phone Lincoln 9-6896. ja14

FOR SALE-4 FACTORY KID RIDES, AUTO Aeroplanes, Train and Boats, or trade for major rides. Will buy Flying Scooter or Dipsy Doodle. Frank Rupp, P.O. Box 4233,

FILMS-\$5, 16MM., 35MM.; WE TRADE, buy and sell. Send for list. Bryant Supply Co., Emporia, Va. np

FOR SALE-POPCORN STAND TRAILER with living quarters in rear; large Corn Popper, Carmel Corn Kettle. Box 102,

ILLUSION PLANS: ELECTRIC CHAIR, Girl-in-Fishbowl (lensless), No-Middle-Myrtle, Coffin Blade Box, \$5 each; Headless or Dollhouse, \$3, all \$20; free circular. Brill, Box 875, Peoria, Ill.

KIDDIE MERRY-GO-ROUND, G12 MINIA-ture Train, Kiddie Ferris Wheel, Airplane Ride; in perfect condition, very reasonable. Leo Winter, 104-27 49th Ave., Corona, N. Y. Tel. IL 7-3257.

MANUFACTURER, REPAIR, TRADE ANY thing canvas. Any size, good as new tents. What do you have or want. Smith Tent, Auburn, N. Y. ja21

ROOT BEER BARREL WITH 2 FAUCETS, ice cooling with carbonator, \$200. Single faucet barrel with Temprite carbonator and cooling coil, \$150. Large Dry Popper, electric driven, stainless steel, \$75; small Dry Popper, hand operated, \$35; 2 8 qt. hand Popcorn Kettles, new, \$10 each. A. R. Sultze, Box 216, Winona, Minn.

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, trade-ins. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop. Rehoboth, Mass. ja14

WAX SHOW COMPLETE, NOW LOCATED in large Eastern amusement park. Approx. 50 figures, plus settings, fixtures, show front, trunks and equipment. Price \$5,000 or best offer. Owner retiring. Box C-355, c/o Biliboard, Cincinnati 22, O. ja14

### INSTRUCTIONS BOOKS & CARTOONS

WRITE FOR TELEVISION. LEARN HOW you can earn from \$200 to \$1,200 per script writing for this fabulous new medium. Send for free information. Daughtery's Service, 703 Pulaski, Lincoln, Ill.

### MAGICAL APPARATUS

A BRAND-NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144-page illustrated catalog, 50¢ wholesale, Nelson Enterprises, 336 S. High, Columbus, O. ja21

BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35c. Free! Show business book catalog. Ireland, B-109 N. Dearborn, Chicago 2.

FOR SALE—COMPLETE FILE, THE CON-jurors Magazine, February, 1945, to Sep-tember, 1949, \$25 postpaid and insured. Lou Hayek, Toledo, Iowa. PROFESSIONAL VENTRILOQUIST FIG-ures made to your order, send 25 cents for price list. John Carroll, 64-36 Myrtle Ave., Brooklyn 27, N. Y. fe9

SUB MINIATURE RADIOPHONE FOR MENtalists. Easily concealed. Write for bro-chure, prices. Nelson Enterprises, 336 S. High St., Columbus, O. ja21

### MISCELLANEOUS

BLACK LIGHT EQUIPMENT AND ACCESpories, specify your wants; literature on request. M. R. Levy, 316 Melwood Ave., Pittsburgh, Pa.

JUGGLING CLUBS AND ROLLING GLOBES made to order, Finest craftsmanship and material. Jack Miller, 1895 N. Kansas Ave., Springfield, Me.

### MAGNIFICENT WATCH BRACELET Simulated diamonds cover entire bracelet and watch cover Brand new. guaranteed 17-J Swiss movement (not pin lever). Delivered with watch box. \$120 price tag. Min. order 3, 25% with order -balance C.O.D in lots of three. \$13.95 for sample

# Miami, Fla.



write, wire or phone for quantity prices.
Also write for '55 Catalog.

Dept. B. 504-506 Deaderick NASHVILLE, TENNESSEE

### HAWAIIAN



Buy for 7¢, sell for 49¢ to 69¢ each! Ideal for demonstrations. Strip off a leaf or two and you have a table place mat,

leafy canoe center piece or juicy wrap-ping for certain foods!
"Ti" logs grow — by themselves — into beautiful tropical plants. Flash, 15 plants \$17.50. Logs—\$70.00 per 1,000. One-half deposit, balance C.O.D. Free sales aids. No spoilage. We ship fresh, perfect logs throughout U.S., Canada. Also other top pitch items. Write for full information.

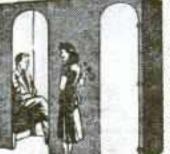
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Trudelle Creations, Inc.

137 Greene St. . New York 12, N. Y 24 hr. phone, SP 7-2377 Buy the Best for Less. Accounts not rated, a deposit of 25% to accompany order, balance C.O.D. Catalogue on Request. 

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efficient. Makes DIRECT POSITIVE ple-tures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly as sembled. Simple instructions. Pully guaranteed.

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Appliances,

Toys at lowest

wholesale prices.



Special 1956 Offer! LUCERNE WATCHES

17-Jewel 6 for \$39 6 for \$45 New styles for men and women. complete with leather straps or silk cords. Guaranteed like

Display Gift Boxes, 50¢ 5-DAY MONEY-BACK GUARANTEE-WE WILL NOT BE UNDERSOLD

New 1956 Catalog just out, only 25c

Wholesale only, 25% with order, balance C.O.D. Immediate delivery.

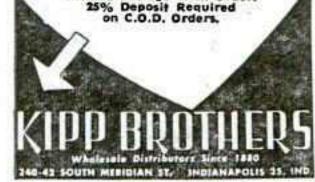
OSEPH BROS. 55. Wabash Ave.

\$7.20 VALENTINE ASSORTMENT New assort, contains: 2 gr. 2-for-1¢; 1 gr. 1¢; 1 gr. Comics; 1 gr. 3-for-5¢; 100 Mechanical; 1 doz. 10¢ Packages. Retail Value, \$12.92. YOUR COST, \$7.20.

### **EXCHANGE VALENTINES**

25¢ Greeting Cards Per 20	\$2.50
10¢ Greeting Cards Per 50	2.50
10¢ Relation Assort Per 50	2,50
5¢ Greeting Cards Per 100	2.50
5¢ MechanicalPer 100	2.50
Comic Valentines Per Gr.	.85
5¢ Teacher's	2.50
10¢ Cello-Pak Assort, Per 100 Pkgs.	6.00
"Make-Ur-Own" Assort, Doz. Pkgs.	2.00
2-for-5¢ Mechanical Per 100	1.50
3-for-5¢ FoldingPer Gr.	1.25
	.95
2-for-le Valentines Per Gr.	.40
VALENTINE'S DAY SHIPPILES	

VALENTINE 3 DAT SUPPLIES Valentine Balloons ..... Per Gr. \$7.50 Include Postage With Order.



Beautiful Genuine Dupont Plastic MODERM TRANSPARENT ROOF NEW **False** Plate MADE FROM YOUR OLD LOOSE PLATE

One Day Service. No Impression Needed Only AT LAST—a new, revo-jutionary False Plate Duplication System that saves you money! Actu-ally transforms your old. \$5.00 loose, uncomfortable, cracked or Transparent fitting, lustrous natural-pink Roof or lightweight Dupont Plastic Plate, Lower using same teeth or with new,

natural-shaped, matched teeth. Once again—you may know false 30-DAY MONEYplate wearing happiness. Broken, cracked plates repaired; missing, broken teeth replaced. TRIAL

SEND NO MONEY! Write today for FREE structions to follow, if plate is loose, to MAKE IT COMFORTABLY TIGHT—for our duplication without cost to you. Highest prices paid for Dental Gold.

ALL-STATE DENTAL LABORATORIES 22 W. Madison St., Dept. 806, Chicago 2, III.

### You Can't Beat BRODY

for Merchandise We Carry a Complete Line of

TOASTERS-Kitchen Utensils-ALUMI NUMWARE—Irons—GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls— PLUSH ANIMALS—Plastic Goods— HORSES-Toys-CLOCKS-Dolls-CAR-NIVAL GOODS - Plastic Dolls - BAL-LOONS - PREMIUM GOODS - WATCHES - Glassware - ASSORTED NOVELTIES -Household Goods-Lamps

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# K. BRODY

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the accordion and guitar in and around our community? If you teach piano, it would be easy enough to teach our course in a piano accordion. If interested, write Associated Teachers of Music, 24 N. Broadway Watertown S. D. Should you desire my Watertown S. D. Should you desire my Watertown S. D. Should you desire my 31 the accordion and guitar in and around our community? If you teach piano, it would be easy enough to teach our course on a piano accordion. If interested, write Associated Teachers of Music, 24 N. Broad-way, Watertown, S. D. Should you desire another community, please state in your letter. Also submit references. jal4

### M. P. FILMS & ACCESSORIES

PANORAM FILMS FOR SALE. PIN-UPS & Burlesque; treated for continuous projection; silent or sound; send for complete list. Box C-346, c/o Billboard, Cincinnation of the complete list.

16MM. 5,000 SOUND REELS, DIRT CHEAP. New list Features, Westerns, Seriais, War films. Sell, rent. Roshon, 335 Fifth Ave., Pittsburgh 22, Pa.

### PARTNERS WANTED

WANTED! LADY PARTNER. INTELLI-gent, personable. For mind-reading act. To work stores with horoscope pitch, Write Prince Julian, P.O. Box 93, Radio City Sta-tion, N.Y. 19, N.Y.

### PERSONAL

### FLORIDA DIVORCE

The truth about Florida divorce laws as written by a competent and experienced Florida lawyer. Easy to read and understand. No double talk. Send check or money order for \$3,00 to

MONTGOMERY PUBLISHERS P. O. Box 9013 Tampa 4, Fla.

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COMIC FOREGROUNDS AND BACK-grounds, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin,

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices, PDQ Camera Co., 1546 W. Cor-tez, Chicago 22, Ill. ch-tfn

### PRINTING

LETTERHEADS, ENVELOPES, BUMPER Signs, Decals, Tickets, Mallo Press, 767-B Leith, Flint 5, Mich. ja28 PHOTO OFFSET SAVES YOU MONEY! NO

cuts needed; write for latest price bul-letin. Maurice Fischer, 711 S. Boulevard, New York 55. 1,000 PROCESS EMBOSSED BUSINESS cards, \$2.95 postpaid; maximum six lines, samples. John Peper, P. O. Box 822, Chattanooga, Tenn.

### SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS, 10, 20, 30, 40 and 240-light book matches. Bilgger spot cash commissions; every business a prospect. Low prices for high quality, Repeats. Start without experience; men, women; full, part time. Buy nothing; sales kit furnished. Match Corp., Dept. D-92, Chicago 32, Ill. ja28

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others; all popular miracle fabrics, Nylon, Dacron, Orlon; exclusive styles, top quality; big cash income now, real future, equipment free. Hoover, Dept. A-109, New York 11, N. Y. mh24-np

CALIFORNIA SWEET SMELLING BEADS, sensational sellers. Free particulars. Mis-sion, 2328H West Pico, Los Angeles 6, Calif.

CASH IN ON TREMENDOUS DEMAND FOR new cheap Maniac and Burglar Alarm for homes, stores, banks, gasoline filling stations and other property; nothing like it; everybody wants one; make up to \$50 a day, unique sample offer. Northwest Electric Co., 506-A Main, Mitchell, S. D. ch

VENDING SALESMAN — SELL THE ALL new Venda Blade, selling 5 national brands of razor blades; highest comm. paid promptly by wire; only exp. men able to finance self and willing to work. Write fully first letter. Central States Prod. Co., Box 883, Kansas City, Mo.

### TATTOOING SUPPLLIES

A-1 TATTOOING MACHINES — OUTFITS, \$25 and up; designs, lnk, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 3, Calif. fe11

### WANTED TO BUY

BILLBOOKS, CASH BOOKS, SALESMEN'S Order Books, Fast selling line printed business forms, continuous forms. Free illustrated catalog. Billboard, Box 502, Great Neck, N. Y.

MACHINE THAT PRESSES PROTESTANT Lord's Prayer and Ten Commandments on pennies. Jan Kashnick, c/o Billboard, 6000 Sunset, Hollywood 28, Calif., or Box 1328, Dallas, Tex.

### HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word-Minimum \$3. CASH WITH COPY.

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

### Forms Close Thursdays for the Following Week's Issue

AMBITIOUS MEN (3)—ADD TO YOUR WANTED—
present income. Take orders, deliver merchandise in your spare time. Choose your
own hours. Bklyn. Res. Phone IN 2-6946.

MUSICIANS, EXPERIENCED, ALL CHAIRS, year-around guarantee, traveling Midwest orchestra; one-nighters, sleeper bus, in-clude telephone. Box 1460, Edgewater, Colo.

MUSICIANS FOR ORGANIZED SEMI-NAME band; men with show experience pre-ferred. Write Box C-352, c/o Billboard, Cincinnati 22, O.

ARCADE MECHANIC FOR WANTED — ARCADE MECHANIC FOR park and fairs, good modern equipment; year round job, sober. Roger M. Work, Nelson Ledge Amusement Park, Garrettsville, Ohio.

WANTED — HILLBILLY ORCHESTRA OR Musicians, also Hillbilly acts of all kinds for Hillbilly show, no club work; union write giving all first letter and send photo, will be returned. Box 107, c/o Billboard Pub. Co., St. Louis 1, Mo.

WANTED—GOOD SHOW PAINTER, MUST be able to do pictorial and letter. Al G. Kelly & Miller Bros.' Circus, Hugo, Okla.

ja14

WANTED—TRUMPET FOR POLKA BAND immediately, steady. Phone or wire L. A. Berg, Albert Lea, Minn. Telephone 2077.

# AT LIBERTY—ADVERTISEMENTS

5c a Word

Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue

### CIRCUS & CARNIVAL

WORK WANTED BY CARPENTER, EX-perience, circus & carnival, motel, kiddie-park; cement walks, etc., wages \$55 per week. Box C-353, c/o Biliboard, Cincinnati

### DRAMATIC ARTISTS

DRAMATIC ACTRESS OPEN FOR BOOK-ings. Interested in television. 1027 Jersey, Quincy, III.

### MISCELLANEOUS

HYPNOTIST — FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. mh1756 MATERIAL WANTED IMMEDIATELY. Re-sort work wanted for buriesque act. Lo-cation desired nearby. At liberty. Contact Bert Lewis Kopenhagen, 1027 E. 167th St., Bronx 50, N. Y. ja7

### MUSICIANS

A-I RINK ORGANIST AVAILABLE. years' experience, locate any where Write Organist, 771 Sea St., Quincy, Mass. President 3-3513.

ALL GIRL COMBO, EXCELLENT DANCE music, all types; also novelties and vocals. Good wardrobe. Box C-338, c/o Billboard, Cincinnati 22, O. ja28 CIRCUS DOUBLE DRUMMER AT LIBERTY

for indoor circus. Experienced, state sal-ary; join on wire. James Johnson, N. Rich-hill, Waynesboro, Pa. CONCERT PIANIST, ACCOMPANIST, EX-perienced in Lyceum work. James Stout, 1223 N. State Street, Chicago 10, Ill. ja7

COUNTRY-WESTERN DJ-MUSICIAN. PRES-

DRUMMER, VOCALIST, SOLID BEAT, TWO or four commercial, jazz, dixie, or west-ern swing; 14 years' experience in dance field, 27 years old, no habits; prefer loca-tion, will travel if work is steady. Frank Bruno, Gen. Del., Ellinwood, Kan. Ph. 441R. ja21

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### **COMING EVENTS**

### California

Los Angeles-General Motors Motorama, March 3-11. San Diego-All-Breed Cat Show, Jan. 28-29. San Francisco-General Motors Motorama, March 24-April 1. San Prancisco-Grand National Jr. Livestock Expo. and Arena Show, March 24-28. Porter Sesnon, c/o Cow Palace.

Connecticut

Hartford-Autorama, Peb. 22-26. Joe Kizis, Autorama Corp., 215 Broad St. Milford.

Daytona Beach-Volusa County Home Show, March 17-21. Jean MacDuff, Pilot Club.

Kissimmee—Kissimmee Valley Livestock Show, Feb 15-18. Carlysle Bronson. Madisen-Madison Co. Livestock Show, Feb. 27-28. O. R. Hamrick Jr. Miami-General Motors Motorama, Feb. 4-12.

Ocala-Southeastern Fat Stock Show and Sale, March 5-10. Louis Gilbreath. Plant City-Fla. Strawberry Pestival, Feb. 20-25. F. W. Nulter. Quincy-West Pla, Pat Cattle Shows & Sale, Jan. 17-19. Tampa-West Coast Dairy Show, Jan. 28.

Charles E. Loe Jr.

### Georgia

Atlanta-Southeast Sports, Boat and Vacation Show, March 3-10. Martin P. Kelly, United Sports & Vacation Shows, Pirst Nat'l Bank Bldg., St. Paul 1, Minn. Atlanta-Southeastern China, Glass & Gift Show, Jan. 15-18. Foster B. Steward, 1401 Peachtree St., N.E.

Illinois Chicago-National Boat Show, Feb. 3-12.

### Michigan

Bay City-Poultry Show, Jan. 12-15. Ben M. Mau, 2009 Second St.

### New Jersey

Teaneck-House, Garden and Hobby Show. March 10-17. New York

Bronx-Sports, Travel & Vacation Show, Feb. 17-26. New York-General Motors Motorama, Jan New York-International Flower Show. March 5-12.

### Ohio

Cincinnati—Sports, Vacation & Travel Show, Jan. 28-Peb. 5. W. S. Bain c/o Cincinnati Garden.

### Oklahoma Oklahoma City-Antique Show, Peb. 22-26.

Tennessee

Morristown-4-H Pat Calf Show and Sale, March 20. Jesse E. Francis.

### Texas

Austin-Austin Livestock Show, March 6-11. J. R. Thacker, P. O. Box 998. Brownville-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. Dallas-Garden Center Plower Show, March 10-8. J. B. Rucker Jr., State Pair of

Dallas-Southwest Sports, Boat & Vacation Show, March 31-April 8. Martin P. Kelly United Sports & Vacation Shows, Pirst Nat'l Bank Bldg., St. Paul I, Minn. El Paso-Southwestern Livestock Show &

Rodeo, Feb. 6-12. Chamber of Commerce El Paso-Better Homes Exposition, Peb. 22-26. Patrick J. O'Toole, Hilton Hotel. Port Worth-Southwestern Expo. & Pat Stock Show, Jan. 27-Feb. 5. W. R. Watt Houston-Houston Fat Stock Show & Livestock Exposition, Peb. 22-March 4, Her-

man Engle. Houston-Houston Sports, Boat & Travel Show, March 17-24. Martin P. Kelly. United Sports & Vacation Shows, Pirst Nat'l Bank Bldg., St. Paul 1, Minn. Laredo — Washington Birthday Celebra-tion, Peb. 16-26. J. George Loos, Box 455. Mercedes-Rio Grande Valley Stock Show & Rodeo, March 4-12.

Odessa-Livestock Show, Jan. 2-7. Frank O. Swartz, 3819 Newton St., Denver 11, San Antonio-San Antonio Livestock Ex-

### position Peb. 10-20, W. L. Jones. Wisconsin

Milwaukee - Milwankee Sentinel Sports Show, March 17-25.

### CANADA

Alberta Edmonton-Spring Livestock Show and

### Haiti

Sale, March 26-30.

Port Au Prince-Mardi Gras, Dec. 22-

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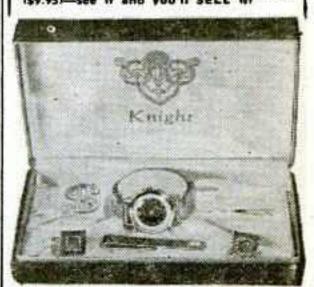
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Halstead, Arthur R.
Hamilton, Miss Lynn
Hangsterfer, Allan
Hannon, Edw.
Hansen, Mrs. Eunice
Hanson, Wm. & Mrs.
Hardin, L. H. & Mrs.
Harper, Jeannine
Harrell, Bozo
Harris, Sun
Lewis, Doug & Mrs.
Lewis, Doug & Mrs.
Lewis, Doe & Mrs.
Little, Mrs. C. T.
Lines, Rev. W. J.
Longan, John
Loney, Duke
Long, Nancy
Lucas, John D. &
Mrs.
Lunde, Russell
Lush, Doc
Lydick, Seanor
Lytton, Albert Harris, Sun
Harrison, Frank
Harrison, Johnnie
Hart, C. D.
Hatfield, Joe
Haverstick, Ed
Haworth, Joe
(Lion Tamer)

Hayes, Billy (Mona) Hayes, Curley Hayes, J. W. Hempill, Mack Henderson Trio Hendrick, Eddie Hendrix, C. W. &

Herbert, Dorothy Herod, Jat Hicks, Bob & Kitty Higgins, Raymond Hill, Betty Hill, Mrs. Helen Hill, John Hillard, Eddie Hillyard, Jimmie Hines. Kenneth Hinkle, Shorty Hockett, Glen Holly, Leo

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Ellis & Huston D. Howard, J. R. Hubbard, Betty Hubbard, Johnny Hubbard, Johnny
Hudson, Billy Joyce
Huftle, Thos. J
Humphreys, Warwick
Ireland, Val
Miller, Jahala
Miller, Mike & Jodie
Miller, Ralph R.
Mitchell, Fred
(Lucky

Jackson, Jerry & Mrs.
James, Paul
James, Miss Terry
Jenkins, Alberta
Jenkins, Mr. Jean
Jenkins, R. A. (Doc)
Jenson, Duke
Johnson, Don

Kane, Mrs. Henry Karjanis, Mrs. Sie Keesting. Jerry Lynn Kelly. Mickey & Mrs. Kesling. James H. Kovak, Gab & Mi Nubson, Ted Nye, C. J. O'Day, Betty O'Neil, Jas. Kelly. Mickey & Mrs. Oberlies, Carl Ogic, Karen, Lee Ortegas, Leonard

Kesling, James H.
Keyes, Jimmy & Mrs.
Kimbail, Romaine L.
Kimbrell, Guy
King, Ernest D.
King, John & Peaches
King, John & Peaches
Rannebaker, Mrs.
Residue of the Mrs. King, John & Peaches King, Mickey Kios, Marvin Kirchman, William Kiser, E. D. Kiser, E. R. Kiser, G. B. Korie, Jack

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McLean, M. H.
McNair, Joe Bob Ross,
McNeece, L. R. & Ross,
Ross,
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Martin, Abe Martin, Laverne Marks, Dorothy Holmes, Tommy & Marks, Dorothy
Mrs. Anna Mae
Martin. Earl
Martin. Hazel B.
Masters, Al
Masters, Al
Maxwell. Ike & Mrs.
Mayer, William
Mayer, William Bronson

Maynard, Gaylord
Maynard, Tex & Mrs.
Mazer, Lewis
Milan, Alan
Miller, Charles &
Mary

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Johnson, Russell & P.
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(Taltoo Artist)
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Jones, Claude
Jones, William
Jones, Williams, Hagenbeck
Williams, Hagenbeck
Williams, Hagenbeck
Williams, Harry (Stim)
Williams, Joseph
Smith, George L.
Smith, Kenneth L.
Smith, Kenneth L.
Smith, Kenneth L.
Smith, Richard & Dot
Somers, Jimmy
Jones, Williams, Hagenbeck
Williams, Hagenbeck
Williams, Hagenbeck
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Lamkin, Charles

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Lauler, Tommy

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Perry, Elaine

Perry, James Gordon

Allen, Dick

Axelrod, Joe

Baker, Harry & Peggy

Ballentine, Mr. & Mrs.

Carl

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Bartges, R. H.

Levhel, Buck

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MacLean, Je

Mannon, Al'

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Carpenter, K. L.
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Don

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Chisholm, Mr. & Mrs.
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Don

William

Chisholm, Mr. & Mrs.
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Don

Don

William

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Wessen, Jessen, Jesse

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Gray, Edw. J.
Greene, Mr. & Mrs.
Don
Grove

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Jack
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Dudley
Harmon, William
Hastings, Mr. & Mrs.
Ford
Walters, Ben

Hatfield, D. W.
Haywood, Mr. & Mrs. Webb, Mr. & Mrs. Joe
Wetherbee, Harold
Whitson, L. W. Henson, Mrs. Dolly M. Wilder, Hugh L. Herrick, Karl Williams, Bill Williams, Joe (Bear Williams, Kitty Lou

Herrick, Karl
Hicks, F. M.
Hightower, H. D.
Hill, Mr. & Mrs. Monk
Hull, Louis J.
Jack, Wm. Williams, Mr. & Mrs. Walter & Jimmy Williamson, Al Calhoun Wilson, Bill D. k Mrs. Winn, C. L. Terrell Woodward, Mr.

Mrs. Ernie

Cleveland 13, Ohio



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Bierbaum, Vincent L. Banke, Fred Burch, Ernie

Mary

THE BILLBOARD INDEX

# Advertised Used Coin Machine Prices

			_									_			
PINBALI	L GAM	ŒS			M	OS.	T ACTIVE	FOL	JIPA	MENT		6	Holiday Match Bowler (Chicago	IGH LOW	Mean Average
	GH L	ow	Mean				k period ending with	E-62 6-10-011.0-				4	Coin) (9/54) 395 Hollywood (Chicago	5.00 325.00	0 350.00
BALLY	un L		Average	ARCADE EQUIPM			USIC MACHINES	retained typests	FLE GAM		PACHINES	1	Coin) 475	SCHOOL SCHOOL	
Atlantic City (5/52)\$ 95	.00 * 2	C 00	\$ 70.00	ARCADE COUPT	LAI			321.000	and the second	The state of the s	ALTO CONTRACTOR IN CONTRACTOR		(United) (9/53) 200 Jet Bowler (Bally) 375		
Beach Club (2/53). 165	.00 9	9.50	125.00	1. SEEBURG—Shoot the	Bear		Model 0-40 1 Model C-50 2	UNITED-L	eader Shi	uffle Alley 1. Victor Model V	B/G Whee	1	League Bowler	245.00	330.00
Beauty (11/52) 150 Big Times 475		5.00 0.00	125.00 425.00	2. GENCO—Rifle Gallery 3. GENCO—Sky Gunner 3. EXHIBIT—Sportland		3. AMI-	Model A 2	UNITED-T	eam Bowle	er starional 120	t Bulk	3	(United) (1/54) 210 Leader Shuffle Alley	0.00 195.00	0 195.00
8right Lights (5/51) 95	00 5	0.00	- 00	4. SEEBURG-Coon Hunt		4. AMI-	Model D-80 3	NOT LISTE		- Transfer in 22	Ball Gum		(United) 225	5.00 150.00	0 195.00
Bright Spot (11/51) 95		0.00	90.00	4. EXHIBIT—Dale Gun	attender 5		Contract to the contract of th			suffle Alley 2. PX 10 Col.		0	Lightning (United). 410	0.00 275.00	0 335.00
Coney Island			0.000/9/55/0	4. EXHIBIT—Shooting G	allery	4. WURL	TZER-1015	(6 Playe	177	2. Silver King 5c			Lightning Deluxe 360	0.00 295.00	355.00
(9/51) 95 Dude Ranch (9/51). 185	00 3	0.00	75.00 140.00				PINBALL G	AMES					Magic (Bally) 400		
Frolic (10/52) 125	.00 6	5.00	110.00			Manufa	cturers with ten or s		oz listo	d below)		Y)	Mar: 350	0.00 225.00	295.00
Gayety 375 Gaytime 450		5.00	310.00		3.0	Munaio	ciarers with ten or i	iore gam		U UUIUW /			Mars Deluxe (United) 350	.00 250.00	325.00
Hi-Fi (6/54) 195		0.00	425.00 165.00	BALLY			GOTTLIES	U	NITED	WILL	IAMS		Match Bowler	.00	, ,,,,,,
Ice Frolics (1/54). 245	.00 12	0.00	170.00	1. Beach Clus		1. Guys	& Dolls	. Havana		1. Dealer			(Chicago Coin)		
Palm Beach (11/52) 105 Palm Springs	.00 4	9.50	65.00	E PARTICIONAL PRESENT		William Control	SET 1870152	Marian Sept.					(8/52) 45	5.00 45.00	45.00
(11/52) 225	.00 10	0.00	165.00	1. Surf Club		2. Pinwh	ee!	2. Stars		1. Grand Champ	non		Match Pool (Genco) (2/54) 125	.00 99.00	105.00
Singapore 195	and the latest the second seco	0.00	185.00	2. Dude Ranch		3. Gypsy	Queen	L Triple Pla	y	2. Jalopy		1	Mercury (United) 295		
Stop Lite (1/52) 70 Surf Club (3/54) 215	50,000	5.00	45.00 175.00										Mercury Deluxe	ATTAL PROPERTY	37,175
Varieties 395	.00 22	5.00	275.00				-			-			Shuffle Alley	2000	e paresen
Yacht Club 115	.00 6	0.00	85.00	ADCADE FOR			WENDING M	A CHIENT	99	CHIMBET D			11th Frame 325	.00 279.00	310.00
GENCO				ARCADE EQU	TI-MIN	VI.	VENDING M	ACHLINI	20	SHUFFLE (	AMES	6	Name Bowler (Chicago Coin) (1/54) 75	.00 50.00	60.00
400 (10/53) 55	.00 3	5.00	35.00				-					- 42	Olympic Shuffle		2000
Golden Nugget (2/53) 9	500 5	0.00	85.00	HIGH	LOW	Mean	HIGH	LOW	Mean Average	HIGH	LOW	Mean	Alley (United)		9 922943
	5.00	0.00	85.00	Particular sources are a constant		Average	Master 1c & Sc		90000000	The series the second	TARREST.	Average	10/54/	The state of the s	
GOTTLIES	22 22	DEVO:		All Star Baseball\$225.00 Auto Photo1,850.00	1,800.00	\$155.00	Duit 0.7.			Ace Bowler (5/54).\$265.00 Advance Bowler	\$195.00	\$225.00		.50 100.00	115.00
Gold Star (3/54) 200 Guys & Dolls 135	.00 14	5.00 5.00	90.00	Basketball, 2 player	1,000.00	Yalameze	National 930 110.00	95.00	110.00	(Chicago Coin)			Rainbow Shuffle Alley (United)		
Gypsy Queen 210			210.00	(Genco) 295.00	185.00		Northwestern 33 Ball Gum 6.50	4.95	6.50	(5/53) 199.50	125.00	165.00		.00 135.00	225.00
Hawaiian Beauty (4/54) 159	E0 10	F 00	145.00	Baseball Deluxe, 299.50 Bat-A-Score (Evans)	145.00	159.50	PX (10 col.) 125.00		125.00	Same Similar with	245.00	285.00	Royal Shuffle Alley		150.00
Jockey Club (5/54). 140		5.00 5.00	145.00	(8/48) 175.00	85.00	150.00	Silver King Sc 8.50		7.45	Bonus Score Bowler. 425.00	375.00	425.00	tomiced/ 10/5-17.1. 275	.00 135.00	150.00
Lady Luck 165	.00 15	5.00	160.00	Carnival Gun (United) (10/54) 300.00	225.00	175.00	Victor Model V	2000		Bonus Bowler 165.00	95.00	150.00	Shuffle Alley Deluxe,		
Pi wheel (11/53) 125 Poker Face 125		5.00 0.00	117.00	Coon Hunt (Seeburg)	223.00	173.00	B/G Wheel 9.50	9.50	9.50	Capital 465.00 Carnival Bowler	335.00	410.00	(10/51) 65	.00 40.00	60.00
Shindig (10/53) 135		0.00	110.00	(2/54) 275.00	149.50	175.00		_		(Keeney) (5/53). 125.00	65.00	85.00			75.00
Slugging Champ 210			200.00	Dale Gun (Exhibit). 89.50 Derby, 4 player	35.00	50.00	MUSIC MA	CHINES		(United) (6 player) 110.00	40.00	05.00	(11/53) 99	.50 69.00	75.00
Southern Bells 225 Stage Coach 185			225.00 175.00	(Chicago Coin) 195.00	135.00	175.00	MACGAC MAR	CARAIVANO	***	Century (United) 265.00	60.00 250.00	85.00 250.00	- Prodestal and the second	.00 200.00	250.00
Twin Bills (1/53) 195			185.00	Goalee (Chicago	75 00	05.00			Mess	Chief Shuffle Alley			Star 5 player	1007 PARTITION	( (ATTRESSE)
UNITED	65			Coin) (1/46) 99.50 Gun Patrol (Exhibit)	75.00	95.00	HIGH	LOW	Mean	(United) (11/53). 195.00 Clipper 425.00	165.00 300.00	185.00 375.00	(United) (7/52) 225	.00 45.00	65.00
Cabana (3/53) 115	.00 6	5.00	75.00	(5/51) 95.00	95.00	95.00	AMI		TO PARTY.	Clipper Deluxe 425.00	300.00	375.00	Star 10th Frame 6	00 45 00	CE 00
Havana (2/54) 150	.00 5	0.00	125.00	Jet Gun (Exhibit) (12/51) 125.00	125.00	125.00	Model A (46)\$125.00	\$ 69.50	\$100.00	Clover Shuffle Alley,			player (United) 65	.00 45.00	55.00
Manhattan 395 Mexico 175	17-20 E4 12-20 E4	5.00 5.00	295.00	Midget Movies 145.00	125.00	135.00	Model C-50 175.00	100.00	165.00	6 player (United) (1/53) 100.00	65.00	75.00	Starlite Bowler (Chicago Coin)		v - 100000000000000000000000000000000000
Nevada (8/54) 175	.00 95		165.00 175.00	Pistol Pete	95.00	50.00	Model D-40 (51) 275.00		200.00	Come (United) 375.00	275.00	295.00	(5/54) 235	.00 175.00	225.00
Rio (11/53) 150	.00 6	5.00	95.00	(Chicago Coin) 99.50 Quizzer 95.00	35.00 80.00	50.00 85.00	Model D-80 375.00		345.00	Comet Deluxe 315.00 Criss Cross Bowler	275.00	285.00	Suber Crante manne		
Stars (6/52) 65 Tahiti 150		0.00	65.00 150.00	Rifle Gallery			Model E-120 (53) 545.00		495.00	(Chicago Coin)			(Chicago Coin) (5/54) 225	.00 160.00	195.00
Triple Play 459	.50 325	5.00	395.00	(6/54) 249.50	195.00 295.00	205.00 345.00	Model F-120 750.00	695.00	695.00	(11/53) 245.00	175.00	235.00	Super Six Shuffle	1975 S.	
Tropicana (1/53) 225	Company Company	0.00	185.00	Set Shot Basketball. 345.00 Shoot the Bear 145.00	79.50	125.00	ROCK-OLA			Criss Cross Target Regular 235.00	165.00	175.00	Alley (United)		
Tropics 150	.00 5	0.00		Shooting Gallery 500 375.00	295.00	295.00	Comet 1438 (54) 575.00	445.00	499.50	Crown Bowler		2.3.00	(3/52) 147	.50 50.00	75.00
WILLIAMS		de.		Shooting Gallery	A300-000	Mark Report	1432 225.00	125.00	150.00	(Chicago Coin)		05.00	Targette Deluxe (United) (8/54) 285.	.00 225.00	275.00
Big Ben (9/54) 185			125.00	(6/14) 185.00	125.00	175.00	cccnunc			(4/53) 150.00 Diamond (Keeney). 195.00	65.00 49.50	85.00 185.00			
Colores (54) 195 Dealer 125			175.00	Six Shooter 95.00	95.00	95.00	SEEBURG			Domino Bowler		4200	(1/54) 225	.00 155.00	195.00
Fairway 90	.00 65	5.00	74.50	Sky Gunner (9/53). 150.00	85.00	135.00	M-100-A (78 RPM) (50) 560.00	195.00	295.00	(Keeney) 105.00	75.00	95.00	TOTAL LABOR DOLLAR		70.00
Grand Champion 350	20011	5.00	115.00	Sky Rocket 435.00	365.00	375.00	M-100-BL (50) 510.00	425.00	475.00	(Chicago Coin)			(Chicago Coin) 95.0	0 50.00	75.0 <b>0</b>
Jaiopy (8/52) 85 Lary Q (2/54) 125		0.00 5.00	65.00 99.50	Sportland (Exhibit)	175.00	225.00	M-100-C (52) 625.00		595.00	(3/53) 85.00	75.00	80.00	Triple Score Bowler	.00 65.00	95.00
Screamo 145	.00 100	0.00	145.00	(11/51) 250.00	175.00 195.00	225.00	The second control of	0.000	-12.00	Feature Frame 225.00	150.00	255.00	(Chicago Coin) 100. Triple Strike Bowle:	00.00	
Thunderbird 159		5.00	125.00	Sportsman 295.00 Standard Metal Typer	175.00	200.00	WURLITZER	20000000	NOW III	Sth Inning Deluxe 395.00 Fireball 375.00	245.00 275.00	350.00 345.00	(Chicago Coin) 395.	.00 300.00	395.00
Times Square 85		5.00		F. S 340.00	295.00	295.00	1015 (46) 95.00	1200000000	65.00	Flash Bowler	2380000	Control of the Control	Thunderbolt (Chicago		325.00
MANUFACTURERS				Super Home Run		- Sur	1100 (48) 160.00			(Chicago Coin)			Coin) 375.		325.00 350.00
Spitfire 195			175.00	(Chicago Coin) 325.00			1500 (52) 375.00			(9/54) 315.00				00 325.00	345.00
DWPCL-A00-A-LIDA 250	110 220	5 00	245 00 1	Teleguiz (1/49) 115.00	75.00	100 00	1700 750 00	549 50	575 DA	Gold Cun Rowler 135 00	75.00	100 00	I Venus Bowler 3/5.	.00 323.00	313.00

### **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. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

Highs and Lows. Equipment and prices listed above are taken from advertisements in The Bill-board 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. "Highs" and "lows" are most meaningful when used with the mean average

225.00 245.00 Teleguiz (1/49).... 115.00 75.00 100.00 1700 ......... 750.00 549.50 575.00 Gold Cup Bowler... 135.00

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." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

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. In the case of pinball games only, most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

75.00 100.00 Venus Bowler.... 375.00

MORE...MORE...MORE!

listing.

# MORE USED GAMES ARE NOW ADVERTISED IN THE BILLBOARD THAN EVER BEFORE

Be Sure . . . Read Every Ad . . . and Tell Them "I Saw It in The Billboard" Communications to 188 W. Randolph St., Chicago 1, Ill.

# Midwest Music Operators See '56 Gross Up 10 to 25%

By JIM WICKMAN

CHICAGO, Dec. 31.-New and year's sales will be even better. better juke box equipment, more new locations, full employment, population increases, and increased dime play actually have all added officer of Recorded Music Service up to one of the brightest new year outlooks ever taken by Midwest music operators and distributors.

Business increases anticipated in will be no exception." the coming year ranged anywhere from 10 to 25 per cent as compared had dropped about 5 per cent on with the past 12 months. Both his route compared with 1954 operators and distributors contacted totals. However, he pointed out that by The Billboard were in agree- the drop was caused by a sudden

collections down from 5 to 10 per long trend. He said that he noticed cent compared with the previous the drop immediately following year, were highly optimistic that President Eisenhower's illness. the next 12 months would not only check the past year's drop in play but would result in a substantial west is high and stock piles are increase as well.

55 Vs. 54

thusiastic, reporting 1955 sales bet- than old ones are closing.

ter than 1954's and predicting next

voiced by Joe Filitti, head of Blackstone Music Company and an Association: "The next 12 months businesses. The juke box business

ment: "1956 will be a good year." falling off in play during October Operators, altho reporting 1955 and November rather than a year-

New Stops

"Employment thruout the Midlow," Filitti said, "which is always a good sign for business. And new new juke box "floater" plan insur-Distributors were even more en- locations are opening up faster ance policy introduced at the last

# N. Y. Ops See Nickel Minor Coin in '56

Seaboard aren't looking at 1956 operating at a dime, and most of ber floods and hurricanes which thru rose-colored glasses, but most this progress has been made in the of them feel that if 1955 was kind last six months. to them, 1956 will probably be a mite kinder.

the biggest development of the Where increases were shown, dime year. While Eastern operators are still mostly on nickel play, 5-cent the operators who didn't convert stops may be in the minority by the end of 1956.

County, New York; Baltimore and marginal routes have been pur-Philadelphia, dime play is firmly chased, and there are probably less

# John Gabel, Juke Box Mfr. Pioneer, Dies

ELGIN, Ill., Dec. 31. - John Gabel, pioneer in the automatic phonograph industry, died Friday (23) in a rest home here.

Gabel, age 83; was credited with manufacturing the world's first disk-record, coin-operated phonograph. He founded the Automatic Machine & Tool Company in 1898. The firm later became known as the John Gabel Manufacturing Company, was located at Racine and Lake Streets in Chicago. Gabel retired in 1936, his firm was dissolved six years ago.

coin-operated phonograph playing 12 selections, contained 150 needles, a new needle for each the ABC radio show prepared by record played.

In 1915 Gable won a gold medal for his phonograph display at the Panama-Pacific Exposition in San Francisco.

The Gabel Manufacturing Company produced coin-operated phonographs from 1906 until the beginning of World War II, continued to make parts and continuous play mechanism for telephone systems until April, 1948.

The last juke box manufactured by the firm was the Kuro, which was turned out prior to the war, but was so modern in design that it compared favorably with early postwar machines.

cemetary.

NEW YORK, Dec. 31. - Juke established. In New York City box operators along the Eastern about 40 per cent of the stops are

1954 Compared

Juke box operators did better The growth of 10-cent play was than in 1954, but not by much. play made the difference. Some of are doing worse on a per-location basis. Most operators are doing In areas like Westchester better than a year ago, but many operators in the business.

> lections depend on the bar business, as taverns comprise the bulk of the locations. In a way, the move of city-dwellers to the suburbs has hurt a lot of operators.

Neighborhood Pub

The apartment dweller often found time to leave the warmth of his hearth and have a friendly beer at the local pub, and perhaps drop (Continued on page 76)

# Memories' Is Top Selection

NEW YORK, Dec. 31.- Memories Are Made of This," with Dean In 1906 his firm turned out a Martin on Capitol, was selected as the Nation's top juke box disk tonight (31) o. "National Juke Box," the Music Operators of America.

West Coast Favorite was "It's Almost Tomorrow," with the Dream Weavers on Decca, with the Platters' version of "The Great Pretender" on Mercury named the most promising in that region.

In the Midwest, Tennessee Ernie's "Sixteen Torr" on Capitol was the top selection, while "I Hear You Knockin'," with Gale Storm on Dot, was the East Coast favorite. Most promising on the East Coast was "Tender Trap," with Frank Sinatra on Capitol.

Appearing on the MOA show were Walter Hemple, president of Surviving are two sons, Kurt and the Los Angeles division of the Robert. His wife, Josephine Baret- California Music Merchants' Assota Gabel, died in 1940. Services ciation; Les Montooth, Peoria, Ill., were held Tuesday (27) in Evans- MOA vice-president, and Hirsch ton, internment at Ridgewood de La Viez, Washington, MOA vice-president.

The only dark side to the picture, Filitti said, is increased Typical operator reaction was operating costs, but careful management and better operating procedures should keep these costs down to a minimum.

Paul Brown, head of Western should be a prosperous year for all Automatic Music Company, (Continued on page 67)

Filitti said that 1955 collections FLOATER PLAN

# Boston Assn. Gets Unique Insurance

BOSTON, Dec. 31.-With the meeting of the Massachusetts Music Operators' Association, Hub operators will get unique insurance coverage on all their equipment.

The only thing delaying the plan from going into action at present are negotiations to include all types of coin-operated machines, including vending equipment and amusement games.

The policy, which was introduced by the George Swartz Company of Boston, is actually an outgrowth of the August and Septemswept the Eastern Seaboard. Thomas A. Kelly, a representative (Continued on page 67)

L. A. Op Assn.

Gets 1956 Off To Flying Start

LOS ANGELES, Dec. 31.-The Los Angeles division of the Califor-In both games and music, col- nia Music Merchants' Association got 1956 off to a flying start this week with Ben Chemers, local business representative, mailing thousands of association stickers to members for use on juke box equipment during the next six months.

Chemers also announced that the organization just completed a banner year, adding over 50 new members to its roster during 1955.

Meanwhile, Walter Hemple, president of the local branch, was reported to have completed taping spot announcements for future broadcasts on "National Juke Box, Music Operators of America's weekly radio show.

### EXPECT MILLER **BACK ON JOB** IN TWO WEEKS

OAKLAND, Calif., Dec. 31. -George A. Miller, president and general business manager of Music Operators of America, will be back on the job at least on a part-time basis within the next two weeks, his office announced here Wednesday.

 Miller, who suffered injuries in an automobile accident in which another motorist was killed, has been confined to his home for the past three weeks. He received back and neck injuries which are not expected to clear up for at least another four months.

Application: for space reservations a: the coming MOA convention will be mailed out within the next few weeks as well as news letters to members, Miller's office reported. The convention is scheduled for May 6-8 at the Morrison Hotel in Chicago.

### EDITORIAL

# Happy New Year

"All in all, 1955 was pretty good. But for those who thought it otherwise, here's an honest wish that 1956 will turn out much better than what for most of us was quite a happy old year."

"That's how the Wall Street Journal summed up the "Happy Old Year" and wished a happy new one. We think it's a pretty good statement and fairly well echoes our sentiments for people in the juke box, amusement machine and vending machine industries.

It looks like 1956 will be at least as good for the overall economy of the country, and, in most quarters, it is predicted

that this year will top 1955.

Altho he indicated he expects some leveling-off in the second half, Commerce Secretary Sinclair Weeks set the theme for the U. S. by declaring that "chances are bright" 1956 will be another record business year. How do juke boxes, amusement machines and vending

machines fit into this picture? We think 1956 looks good for all three businesses. In varying degrees, each of the three shared in the 1955 boom, with vending machine gains appearing slightly out in front

But it looks like all three industries stand to top 1955. New equipment introduced in 1955 may tell the story.

The juke box industry-with new equipment and with

operators in many sections of the country successfully swinging to dime play-should enjoy a record year.

The vending machine industry stands to step up growth in automatic feeding. Full-line vending will continue to expand during the year. Vending in cigarettes, candy, coffee and milk -in particular-should outstrip 1955.

The amusement game industry, faced with a demand for a low-cost game with new appeal, hit on pool and it appears from the great acceptance of the game that the industry has another standard. Operator response has been so great that it surely indicates to manufacturers that development of new types of games could well lead to brand new fields of expansion for the industry from which all could well profit. The present outlook for the game industry is, therefore, heartening.

So, all in all, the future looks big and promising. And we're mighty pleased about it. At the opening of this new year, we'd like to once again renew our pledge to provide the utmost co-operation in furthering the growth and success of the industries which we believe have the greatest potential for develop-

ment of any in the world.

# Net Up for 1955: A. Ops, Distribs

LOS ANGELES, Dec. 31.-A exceptionally pleased with the costs and expansion projects.

Laymon, Inc., Badger Sales Company, C. A. Robinson Company, and Minthorne Music all reported that 1955 was a record-breaker from the standpoint of gross

over those of 1954, and all are office. His expansion included satisfied with the outlook of beat- buying 20 new machines. Cohn ing what was a banner year to said that the net would be larger

that time.

merchandise department, said that portion to the expansion. buying was brisk in his section the late in starting their purchasing.

Badger Sales, declared that he was ahead of 1954.

record amount of money was han- prospects for a neat net report. dled this year by both juke box Bonuses were passed out to all distributors and operators here, but employees. Badger has made an the net will be only slightly above annual practice of distributing that of 1954 because of increased Christmas checks, but those this year were said to be in keeping At the distributor level, Paul with the gross revenue return.

Al Cohn, of Trico, which firm operates music and games in this metropolitan area, summed up his business by saying that he had increased the amount of equipment on location with the result that Their nets are expected to be more money was coming into the than in 1954, but that he did not At Badger Sales, Jack Leonard, think it would be double, which head of the parts and premium would make the revenue in pro-

That more phonographs are on past three weeks. However, he de- location today was verified by clared, the operators were a little William Leuenhagen, one-stop record store owner. Leuenhagen's William R. Happel, Jr., head of gross business will be quite a bit

# Beer City Jukes May See 10c Play in '56

MILWAUKEE, Dec. 31. - A play have been more than satisfied sudden burst of dime play activity with results, would not think of here this month has all the ear- converting back to a nickel. marks of what could easily develop into a big dime play push thruout the Beer City in 1956. In fact, many operators are optimistic that next year will see Milwaukee's juke boxes go predominantly 10-

According to Doug Opitz, head of the Hilltop Coin Machine Company, which reported seven new dime play additions during the past ating on dime play, an anticipated month, "Dime play is really begin- good holiday tavern business, and ning to catch on at last.'

ing Company, agreeu. He stated tributors. that "more locations are inquiring | The big problem in boosting about dime play than ever before."

tions recently willing to try dime

lection results from locations oper-

considerable 10-cent ground work Leslie Reder, of L.R. Distribut- laid by both operators and dislocations to dime play is convincing

Previous Effort

sion move was unsuccessful here

several years ago. Since then dime

play has been spotty, restricted to

plush locations for the most part.

versions to dime play were credited

to acceptance of new models, col-

The reasons behind recent con-

A widespread dime play conver-

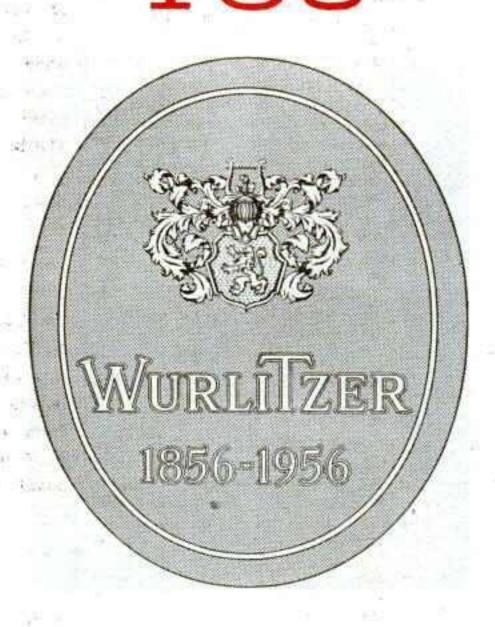
Joe Pelligrino, of P & P Dis- location owners that it is to their tributing Company, said that loca- advantage to make the change,

(Continued on page 77)





# IT'S OUR 100th BIRTHDAY BUT THE PRESENT WILL BE FOR YOU



SEE THE WONDERFUL

JURLITZER CENTENNIAL PHONOGRAPH AT YOUR WURLITZER DISTRIBUTOR

# ATIONAL WURLITZER DAYS

BEGINNING SUNDAY, JANUARY 15

The Rudolph Wurlitzer Company, North Tonawanda, N. Y. ESTABLISHED 1856

### REFLECTED EFFORT

# P-R in Boston Rises; **David Bond Sets Pace**

S. Bond, president of the Trimount grams of the CJA. Sales Corporation, Seeburg outlet, setting the pace.

Bond, a veteran in juke box and amusement game field, was recently cited as a "devoted community worker" in his capacity as chairman of the businessmen's council of the Combined Jewish Appeal.

Devoting most of his working hours since last April to the job of trying to raise funds for the CJA, Bond's efforts paid off last month when he brought his area's collections to a total of \$3,578,000, which was 80 per cent of the total \$4,624,000 collected thruout the Greater Boston area.

### Devoted Worker

CJA general chairman Louis P. Smith said of Bond: "We are extremely fortunate that a devoted community worker like David S. Bond accepted this position (chairman of the Businessmen's Council) which carries with it, not only a great honor but great responsibility for the success of the campaign. The business, industry and professional teams which constitute the Businessmen's Council shoulder the responsibility for the achievement in our CJA efforts."

Bond received first-hand knowledge of the important work per-

### Floater Plan

Continued from page 64

of the firm, said that the policy was initiated in Rhode Island several months ago on an individual basis when it was found that previous music machine coverage did not begin to take in half of the necessary requirements.

Kelly is in charge of the nego-tiations with the MMOA. He explained that he and Swartz were joined by two other insurance men Material for Ops and together they set up the Swartz Insurance Company to write the "floater" plans.

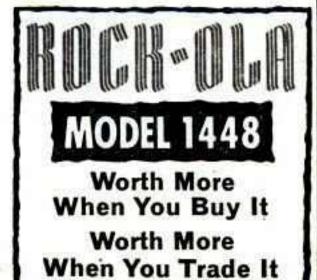
"Floater" insurance, which is also known as all-list marine insurance, is written on movable property as opposed to real estate property. The particular contract door, window and truck decals, written for the MMOA is one and Rock-Ola business cards. The which has been tailor-made for the coin machine business.

and loading and unloading mis- and a picture of the Model 1448. ment party staged for staffer Rayhaps. It is being written on the The card is enameled stock, name mond C. Kennedy. basis of \$6.50 premiums per \$1,000 of the operating firm, address and of insured property. The low premium rate is based on heavy volume, in this case a total valuation of \$800,000 in phonographs. With the addition of vending machine coverage, the rate would probably be lowered even more.

The contract as it now stands is based on at least 75 per cent of the MMOA membership. If this percentage is not reached, new contracts could still be worked out on an individual basis with, of course, a higher rate.

It is believed that no other agency handles this type of policy on coin-operated equipment at the moment. However, other firms have written similar contracts on equipment in different industries.

The George Swartz Insurance Company is now working out the same type of group coverage plan in Rhode Island and will be extended rapidly if proven successful.



BOSTON, Dec. 31. - Industry formed by CJA overseas when he public relations and good will are toured Europe and the Jewish hitting a new high here in the States. He remarked that he was Greater Boston area, with the out- deeply impressed with the restanding community work of David | habilitation and resettlement pro-

> His interest in youth activities is manifest by his pioneering work for



DAVID S. BOND

the Hillel House at Boston University, of which he is a charter member. The Hebrew Teachers College recognized him for his service to higher Hebrew learning by electing him a member of its board of trustees. He is also a director of the Brandeis University Combined Jewish Appeal. He is r member of Temple Israel.

By doing an outstanding job in charitable affairs, Bond is constantly drawing better public relations and building goodwill for ganization, said that bi-monthly the coin machine industry.

# Rock-Ola Distribs **Get New Promotion**

Ola Manufacturing Corporation has supplied its phonograph distributors with their first 1956 sales kit, the event. which contains new promotional items for operators.

Newest additions in the kit are decals measure 12 by 6 inches,

cluded in the kit are a pencil and wife with a high-fidelity console pen pocket saver, a serviceman's phonograph in appreciation of his adjuster kit, advertising cuts and services with the firm. Redd Disother sales promotional material to tributing is the Wurlitzer outlet be used by distributors.

# Ops Start Slow On Yule Disks, Rush Hits Dec.

DENVER, Dec. 31. - While thruout November it appeared that Christmas record sales to music operators here this year was going to hit an all-time low, record distributors and one-stops this week reported heavy operator record sales during the first three weeks of December, enough to offset an anticipated drop and turn it into a 10 to 20 per cent increase over last year.

The Christmas rush, which usually occurs during the first two weeks of November and begins to ebb during the last two weeks of the month, did not get under way this year until after December 1, record outlets reported.

The slow start was blamed on

# Ops Schedule Monthly Meets In South Bend

SOUTH BEND, Ind., Dec. 31.-The Music Operators' Society of St. Joseph Valley, which has held bimonthly meetings since its inception last May, will change its schedule and hold monthly meetings Association and a trustee of the only beginning next month. The association was formerly known as the Music Operators' Association of St. Joseph Valley.

> Al Evans, an officer of the ormeetings were necessary when the association was formed, but now that it was running smoothly it was decided that a monthly meeting would be sufficient.

The organization's next meeting will be held Wednesday (4) at the offices of Carl Zimmer, president, CHICAGO, Dec. 31.-The Rock- in nearby Mishawaka. Preparations for adopting a teen-age jamboree sometime next year will spark

### Raymond Kennedy, Redd Distributing, Retires

BOSTON, Dec. 31.-Redd Disare colored bright red with black tributing personnel turned out in The policy would cover flood, and gold lettering. The business full force at Tallino's restaurant hurricane, fire, theft, vandalism cards feature the Rock-Ola crest here recently for a special retire-

> Before the event the Redd presthe individual are lettered in black. ident and Bob Jones, sales man-Other operator promotion in ager, presented Kennedy and his in this area.

# See '56 Gross Up 10 to 25%

Continued from page 64

stein, manager of Atlas Music, See- facturers would continue to keep burg outlet, said that with business equipment improving. conditions all over the country Len Micon, phonograph sales steadily improving, the juke box manager of World Wide Distributbusiness would go forward also.

ing the rallying point for operators tations througt the country. switching to dime play.

Company, Wurlitzer distributor, Company, AMI distributors, was expects 1956 to be a good year, not quite as enthusiastic, but was Coven cited a 25 per cent increase positive that there would be an inin business in 1955 over 1954, and crease in business during the comanticipated an additional 25 per ing year.
cent boost during the next 12 Mike said "Our sales ended up

months. in the phonograph business was ditional rise next year, altho per sound, could easily be increased haps not nearly as great."

summed up his views briefly: "It | during 1956 without hitting danger levels. He also stated that compe-Distributors, such as Nate Fein- tition between phonograph manu-

ing Company, Rock-Ola outlet, also Feinstein based his views on looks for a 25 per cent increase in several factors: Population is on the business next year. Micon bases his increase, especially in the teen-age views on operator acceptance of category; remote equipment has new equipment, expected steppedopened up new locations and will up replacement programs by operopen many more during the next 12 ators, good credit conditions and months; new equipment is becom- general business increase expec-

Mike Spagnola, head of Auto-Ben Coven, head of Coven Music matic Phonograph Distributing

for the past year nearly 40 per cen Coven pointed out that credit ahead of 1954. We expect an ad delayed holiday diskery promotion that altho they had new Christmas this year was replacements. ditties by November 5, demand To stimulate sales at the opera-was not noticeable until Decemtor level, record distributors and phonographs.

Surprisingly, record distributors and very little early retail promo- reported that only a small percenttion. Record distributors explained age of operator Christmas buying

ber, and downtown Christmas dee- one-stops alike were furnishing orations were postponed until the coinmen with special title strips first week of December, distribu- colored in bright red, white and tors added, which eliminated an green. Telephone calls to operaearly demand for holiday tunes on tors were also used by both to step . up holiday buying

# S.H.LYNCH & CO.

EXCLUSIVE Seeburg DISTRIBUTOR

DALLAS - 2900 GASTON AVE. HOUSTON - 910 CALHOUN ST.

SAN ANTONIO - 414 DOLOROSA



GREATER DEPRECIATION WRITE-OFFS. Uncle Sam has set up two new tax rate scales for juke box operators. Listed are advantages ops can employ in tabulation of write-offs under 1954 Internal Revenue Code, using either scale or a combination of both. (Page 48, The Billboard, December 31.)

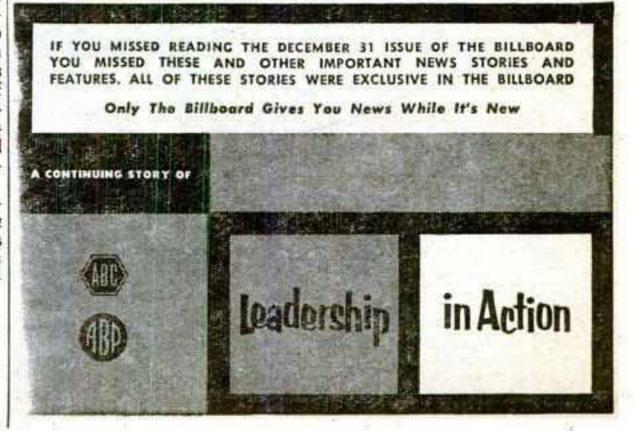
LEGAL SPARRING ON PIN GAMES OPENS IN MINN. St. Paul and Minneapolis operators plan action against ruling by Miles Lord, Minnesota's attorney general, that pinball games in violation. Detailed is action being taken. (Page 56, The Billboard, December 31.)

PR CAMPAIGN BOOSTS DIME PLAY. Davis Distributing Corporation, Syracuse, N. Y., provides operators with tips converting to dime play, lists facts and figures resulting from actual moves made by N. Y. ops. (Page 48, The Billboard, December 31.)

BULK OPS TELL OF SUC-CESS. The located hundreds of miles apart, bulk operators relate similar procedure for successful operations, short cuts for slashing overhead costs, plus importance of "preparatory work." (Page 52, The Billboard, December 31.)

POOL GAME RANKS HIGH FOR '55. Trade introduces 130 new models of coin-operated games topping the 113 variety produced in 1954. Listed are reported best sellers and indications of the game trend for the coming year. (Page 56, The Billboard, December 31.)

1955 SET PACE FOR NEW ERA IN VENDING. Sales top \$1.8 billion mark as new machines are introduced making great strides in food vending field. Future looms bright as nation's attention turns to automatic feeding. (Page 52, The Billboard, December 31.)



# Eastern Operators Look for Record Prosperity in 1956

Employment Picture Bright; Trend Is Up in Cigs, Milk and Hot Drinks

By AARON STERNFIELD

NEW YORK, Dec. 31.-Operators along the Eastern Seaboard, winding up their best automatic merchandising year ever, look to 1956 with increased optimism.

Locationwise, productwise and volumewise, it's a bull market. Cigarettes, the largest single revenue producer in the vending field.

# Denver to Study Vending Units on City Property

DENVER, Dec. 31.-Denver's city government has focused its attention on all vending machines operated on city property. While not officially announced, the city may open the door for more operations.

Carl Becker, city management officer, stated the city is undertaking the project to determine who owns the machines, what happens to the money collected and who is By Chi Vending Co. responsible for any mishaps that might arise.

The issue was raised several weeks ago by City Auditor Tom Currigan when it was learned that employees in the city motor vehicle department were operating four machines in their offices. The profits, it was reported, were used as a gift and flower fund for fellow employees.

As the result, Corrigan posed the question if the city itself should not receive all or part of the profits since the machines are on its property.

Further he asked who would be legally responsible in case of an accident involving or caused by a vending machine, and any problems over collected money.

While not brought outright, it was indicated that more machines might be placed on locations on city property.

The matter was referred to City Attorney John C. Banks, who requested Becker's office make the survey.

# FTC Orders Chi Firms to Stop False Claims

WASHINGTON, D.C., Dec. 31. -An order prohibiting Tropic Industries, Inc., and Tropical Trade Company, Chicago, from misrepresenting their business of selling food vending equipment and supplies was approved Friday (30) by the Federal Trade Commission.

The Commission in a complaint issued August 23 charged the two firms with unfair trade practices, alleging they advertised in newspapers for employees when actually seeking customers to buy food distribution equipment.

The FTC's action made final a consent settlement negotiated by the firms and counsel supporting the complaint. Included in the order are the firms' officers, Gil-Cecil Weiss.

Practices prohibited by the order Retail sales, operators predict, expected to climb.

racked up heavy grosses for opera- | size cigarettes; and the number of

By product, quart milk sales, vend at three prices. still in their infancy, spurted greater sales in 1956. Hot food price sales. sales were hardly a factor in the year just ended, but many Eastern operators plan to do considerable pioneering in this field.

Headache Better

In cigarettes, the health con- to vend premium-priced cigarettes. troversy—which had been a source of concern to many operators early in the year is barrely of concern to many operators early operator—who once complained L. A. Vending headache as before.

For one thing, virtually all new the trouble, machines have provisions for vendcommodate regular, filter and king-

launching a national distribution

program for its new vending ma-

chine that dispenses freshly perco-

are to be opened within a month

in New York and San Francisco,

Paul Rosenbaum, board chairman,

"Within three months," Rosen-

baum predicted, "Perk-O-Fresh

customers in Pennsylvania, Indiana,

Michigan, Missouri and Wisconsin.

Our all-out sales campaign will

take us into every State within 12

Since its organization six months

ago in California, Interstate-United

has expanded its operations into

Illinois, Ohio, New York and West

by affiliates which will be wholly

owned or controlled by Interstate-

United. Rosenbaum said.

Currently the firm and its affili-

lated coffee.

Virginia.

Nat'l Campaign Set

Interstate-United Coffee to Open N. Y.,

San Francisco Sales, Service Offices

cago, announced this week it is pany, Burbank, Calif.

Major sales and service offices Coffee Corporation.

tors during 1955 and the trend is columns have been increased up to 20. Even manual machines now

Of course, most of the cigarette during the year, and major ex- equipment on location was depansion is due for the next 12 signed to vend at one price. But months. Coffee and hot drink operators are getting conversions sales really came into their own in which allow dual pricing-and they 1955, and operators see even are not losing out on premium-

### Two Machines

equipment by placing two machines on a stop, one set to vend regular-price brands and the other

in the year-is largely forgotten, about inventory and equipment Brands and pricing still are a troubles in handling the higherheadache-but not as much of a priced brands-is now learning that the higher profits make it worth

And relief appears due in the ing at three price ranges to ac- battle of the brands. A prominent (Continued on page 70)

Other operators utilize older

# FOR TOP PROFIT

# Diversify Routes, Says Bulk Pioneer

By BILL MASLOWE

KANSAS CITY, Mo., Dec. 31.-Don't specialize. Develop routes more full thru diversification as it will bring many extra dollars of profits from established locations.

That bit of advice comes from Bernard K. Bitterman, an outstanding veteran bulk operator in this being a distributor of supplies and machines for the past nine years.

not only for beginners, but also for the established operators who desire to increase income without

# Co. to Expand Line, Territory

LOS ANGELES, Dec. 31.-A two-pronged expansion program by the Smith-Hudson Company, Los Angeles, which offers cigarette and candy vending machines to locations thru lease or sales, was announced by Van Smith and Richard McIntyre, co-owners.

Smith-Hudson, currently operating in California, plan to extend States area and add juke boxes, CHICACO, Dec. 31.-Interstate- | Ronald Wolff, president of Con- food and beverage machines to its United Coffee Corporation, Chi- solidated Vending Service Com- line.

> The company has offices in Los Angeles, Oakland and San Diego. New offices are to be opened in Portland, Dallas and Seattle, with others to be established as the expansion program gets under way.

Under present arrangements the firm also operates its own candy unique arrangement with Cigarette and eigarette routes and has 40 Machine Service, Inc., Stamford,

tyre, other officers of the firm are house service vehicle and person-H. D. (Mike) O'Hara, sales man- nel. Both firms will operate from

being forced to extend their area of operation.

A dynamic worker, Bitterman knows the bulk operating business from the ground up. He launched his career in the heart of the depression in 1934 when many other enterprises were failing.

10 Venders to Start

Starting with 10 used machines area for 21 years in addition to he purchased for \$1 each, Bitterman thru diligent work and experiment was operating 2,500 units in Bitterman's recommendation is and about Kansas City by 1941. Recalling his beginning, he

> "It was a struggle in those days. Money was scarce and I worked out of my home. While today's costs seem prohibitive in comparison to past years, good profits are still to be earned if locations are watched carefully and developed.

> Today Bitterman's firm operates 800 bulk vending machines. One (Continued on page 69)

# Modern Moves Vending Div. in **New Quarters**

PORT CHESTER, N. Y., Dec. its operations over the 11 Western 31.-The Modern Tobacco Company, wholesale tobacco and vendin machine operator, has set up a separate vending division at 172 Terrace Avenue here.

> The firm will maintain its quarters at 5 Grace Church Street as a base for its wholesale tobacco business, but all vending deliveries, warehousing and records will be at the new location.

Modern recently went into a salesmen and nine other employees. | Conn. The two firms operate inde-In addition to Smith and McIn- pendently, but they pool ware-(Continued on page 81) the new headquarters.

### Price Sets 3 New Charms; vending machines will be serving Adds to Staff

The Perk:O-Fresh machines are

manufactured by United Coffee

Corporation in Chicago and dis-

tributed solely by Interstate-United

Since the company opened its

(Continued on page 71)

NEW YORK, Dec 31.-Paul A. Price, Inc., local charm manufacturer, this week released three new vacuum-plated items in assorted

They are the key to the city, patterned after keys given celebrities by mayors; clothespins, which ated companies are handling sales may be used as tie clips or money and service. However, future plans clasps, and fish, with weights of call for all servicing of machines and a loop on top.

his office staff and hired Walter return from Europe. Interstate-United was formed by Osterbach as assistan: to Jim Powa group of businessmen headed by ers, office manager. The firm has Paul and Max Rosenbaum, both of also expanded its manufacturing other Chicago vending firms, and molding plant.

# **Economic Recovery Aids** European Bulk Vending

CHICAGO, Dec. 31. - Bulk economic recovery. vending in Belgium, Holland and Western Germany has had a the business potential in all fields marked growth during the past few from one to sever pounds listed, years, Marshall S. Leaf, vicepresident of Leaf Brands, Inc., re-Meanwhile, Price has expanded ported this week following his

"The large number of ball gum machines per capita in Belgium and Holland is amazing," he said, United Coffee Corporation and facilities by buying an interest in a "and the industry in Western Ger-

There is every indication that

will increase ever more, he said, adding: "If currency restrictions which

now prohibit sales in England and France are lifted, we anticipate excellent prospects in these coun-Leaf reported that there are not

many bulk vending units in Engmany is increasing steadily with land or France due to monetary regulations. It is next to impossible to import venders in England where a "certificate of necessity" is needed to make any foreign purchase of machinery.

There is only a trickle of venders going into France where there are a few manufacturers who make machines. However, he asserted, these units are inferior compared to American venders, and currency restrictions are almost as bad as in England.

Italy, according to Leaf, has virtually no vending machines due to inflation, and coin currency is

practically worthless. "There is no comparison in gum," he said. "American made gum is far superior than that made in these countries. The foreign against the elements and rapidly Product, the operators pointed deteriorates under the slightest ad-

> Particularly noteworthy of his (Continued on page 81)

# Midwest Operators Predict '56 Sales to Top Record '55

CHICAGO, Dec. 31.-The com- ly widening array of food and better margin, and anticipate an ing 1956 looms bright for Midwest | beverage products. operators who have just experienced a record year in automatic

Optimistically, the operators base their enthusiasm for the future on the fact that there is no limit as to what can be vended plus 1955 performance, and the bert Courshon, G. C. Burd and all-time high in national employ-

include: Representing the firms will hit a new high in the coming as seeking employees to service 12 months as vending becomes an established food distribution ac- even greater factor in in-plant counts, and that they must furnish feeding, and customers realize that began making a better profit on venders will enable them to in- trip were the two days he spent in

Hot food sales will, they foreeast, come into its own as the new venders introduced in the closing months of 1955 begin to be produced enmasse.

Milk sales, still in the pioneering stage, which spurted beyond all expectations last year are expected to continue to zoom with steady rapidity, with ice cream sales also opinion that the 7-cent cup is here made product cannot stand up

### Candy Margin

(Continued on page 80) vending machines offer a constant- 5-cent candy bars due to a slightly

increase in the trend when manufacturers begin to introduce bigger bars, better wraps and lower

A marked increase was noted in coffee sales during the last half of 1955 with the nickel cup virtually a thing of the past. The dime price is gaining ground in more areas. However, operators are of the to stay for some time to come.

out, is being constantly improved, verse condition. Operators in the year just past and the selectivity in hot drink (Continued on page 82)

### WE SERVE THE SOUTH WITH ACORN MACHINES

TAB GUM-GUM AND CHARM CAPSULE—AND NUT MACHINES

> WE STOCK PARTS, GLOBES, WALL BRACKETS, FLOOR and CONSOLE STANDS

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# 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

1/1 Deposit on All Orders Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS

### H.B. Hutchinson Jr.

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# CIGARETTE AND

with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere-compare!

STONER 8-COLUMN CANDY. 160 capacity, prowar model ..\$110.00 STONER 8-COLUMN CANDY, 160 capacity, postwar model .. 165.00 STONER 6-COLUMN CANDY, 102 capacity, postwar model .. 90.00 ROWE CANDY 8-COLUMN, 120 capacity MATIONAL 9-18. 162 capacity... 75.00 UNEEDA 6-COLUMN CIGARETTE, king size

king size ...... 55.00 All equipment unconditionally guaranteed. Fast delivery. Onethird deposit, balance C.O.D. All 30c conversions a vailable at \$20.00 extra.

DUGRENIER V.D. CIGARETTE,

### NATIONAL VENDING

308 Furman St. Brooklyn, N. Y. TRiangle 5-1857



More vending men in all phases of the industry are using the money-saving, money-making ideas in VEND every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

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1 year \$4 ☐ 3 years \$8 Payment enclosed Please bill me (Foreign rate, one year, \$8)

City .... State .... Zone ... State ....

# **Diversify Routes for Profit**

Continued from page 68

half of these dispense charms at 1 and 5 cents. The others offer bulk candy, peanuts, tablet and of bulk operators specialize in one Southwest Businessmen's Associatab gum at 1 cent.

"This operation is a vital part of our selling and distributing of equipment and merchandise which is our principal business today," he explained.

Continuing, Bitterman said the route is maintained for educational purposes, an actual school to teach newcomers, suppliers, manufacturers or established operators' methods of operation.

"Anyone interested in the bulk vending business is free to come to us and take our two-week training course," he said. "It is our opinion that as distributors we have an obligation to operators. Therefore, we endeavor to do all we can to help our customers succeed."

Referring to his advice on diversification, Bitterman says that success in dollars depends upon where an item is vended. The operator must be on the alert and place in his machines the desired product for each location.

His first suggestion is that a beginner learn the business of bulk vending with one type of unit, and as he gains experience expand into other penny types of operation.

Natural Outlets

Bitterman suggests that a newcomer can establish himself more quickly by setting up 50 bulk gum outlets, suggesting that grocery and drug stores are natural outlets for these products.

"As the operator becomes familiar with his route he can build up his business by placing a 1 or 5-cent charm vender next to his gum machines in these locations,' he said, "or even a 1-cent candy

"Filling stations are good outlets for peanut venders, as are bowling alleys and industrial firms. And from our experience these locations are excellent spots for candy ma-

chines too.' In many of these locations even gum and charms venders can be installed in addition to peanuts and candy, Bitterman pointed out, stressing that a route of 50 locations can support from 100 to more than 150 bulk venders.

50 Mile Radius

Such operation can be established by good location solicitation in a city of 50,000 or more, and should not include more than 50 miles of driving into areas around the city, he asserted.

Bitterman's 800 venders today are located in what is called the metropolitan Kansas City area, and includes chain drug, grocery stores, supermarts and restaurants.

The assortment of 1-cent items permits an operator to cover all types of establishments in his city, including taverns, ice cream parlors, hobby shops, in fact any business. Properly managed they can make him a profitable living for years," he contended.

In his travels thru the country, Bitterman noted that the majority type of product.

THE BILLBOARD

"In my opinion," he declared, "specialization curtails an operator's income, and is a thing of the B'rith of which he is a past past. For good sound business, the president. diversified route is a necessity and the key to more profitable opera- the National Vendors Association.

It was during World War II that Bitterman curtailed his operation from 2,500 bulk venders to 500. However, he has continued to build routes and sell them to newcomers in the field.

Currently his locations include the 82 stores in the Crown Drug chain, 16 Parkview Drug Stores, the Sidney Restaurants, and 22

Milgram Grocery supermarkets.
"The Sidney Restaurants, less than five in number," Bitterman disclosed, "record a volume sale of more than \$200 per month on gum. Other small cafes in the Kansas City area have also proved to be excellent outlets."

Bitterman and his wife, Bertha, were married on May 28, 1929, and are the parents of two children, Lenore and Alan. Their son, who will soon graduate from

# **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



King Penny Company



World's Largest Selection of Miniature Charms

high school, is now learning the bulk vending field from the ground up, according to his dad.

Bitterman i active in community and civic affairs. He is a member of the Kansas City Southwest High School Quarterback Club, the tion, the Masonic Heroine Temple, the Temple Brotherhood Association of B'nai Jeduah and B'nai

He is also a past president of

Chewing tobacco output for 1955 is estimated at 791/2 million pounds, 21/2 per cent less than in 1954. Use of chewing tobacco is likely to decline in 1956 and the years ahead, according to Agriculture Department. Total output has fallen at an average annual rate of about 3 per cent since 1946. Manufacturers' prices (including excise tax) of plug chewing tobacco declined slightly in the third quarter GIVE TO DAMON RUNYON of 1955, after remaining virtually constant since 1946.



Prices BUBBLE . CHICLE CHLOROPHYLL and TAB

F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS 4th & Mt. Pleasant . Nework 4, N. J

CANCER FUND

# ATTENTION **BULK OPERATORS!**

Look to us in '56 for New Ideas, for New Charms, for a new even revolutionary Vending Machine and for finance. If you are operating as many as 500 Half-Cabinet Topper Deluxes, write us for our finance plan.

IF YOU ARE dissatisfied with your average on 1¢ Ball Gum Machines, write us.

WE WILL GUARANTEE that we can tell you how to get a 25% to 100% increase.

EXAMPLE: Corner Drug Store location that has one 5¢ New Victor Capsule, one 1¢ H. C. Topper Deluxe 210 Gum and average charm pack, one Acorn Rocket Charm, one 15/16 Ball Gum Jumbo Acorn, a total of four machines used in the test.

IN A PERIOD of 10 weeks, with our packing technique and particular charms, we had empty machines on three occasions and still showed a "NET" average of \$5.00 plus.

IN PLAIN FIGURES this location grossed \$37.50 in 10 weeks as compared with an estimate of \$12.00 gross for the same period previous to the test.

ORDER TODAY. 14 H. C. Toppers - \$60.00 per case of 4. With above-mentioned fills, add \$26.00 per case. Total cost is only \$86.00 F.O.B. Dallas. Gross return when machines are empty, \$52.00. Try our special order of 10 fills @ \$6.50 each. We guarantee satisfaction.

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 \$60.00 per case

25 or more cases \$57.00 per case .

# GRAFF Vending Supply Co.

2817 W. Davis St., Dallas 2, Texas . WHitehall 2-8323

# ATTENTION, VENDING OPERATORS!!!

DuGRENIER CHAMPION

11 Cols., 420 Cap.

TEXTERNAL CO.

BU SC - G

ONLY

**\$100.00** 

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

on 25c and 30c Coin Mechanism Conversions for:

PRESIDENTS, CRUSADERS NATIONAL 930, 950 Also Available: • ROWE PRICE DIFFERENTIAL BARS • NEW CIGARETTE MAGAZINES (Containers)

tor all Rowe and National Machines. Will vend King Size & Reg. in all Cols. TERMS ARRANGED-WRITE FOR INFORMATION. 

CANDY MACHINES Stoner Candy Prewar, 160 Cap. ...... Rowe 5¢ Gum & Mint Vendor, 7 Cols., 175 Cap. . . . . 32.50 Rowe Candy Merchant, with changemaker, 7 Cols., 158 Cap. ...... DuGrenier Candyman, 72-Bar Cap., with base .....

ALL EQUIPMENT UNCONDI-TIONALLY GUARANTEED, COMPLETELY RECONDITIONED AND

REFINISHED

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 

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, 10e & 15c Vend-Special \$125.

Rowe Refrigerated Sandwich Vendor-\$300.

Trade prices: 1/2 deposit, balance C.O.D. Quantity buyers, write for special discount prices and terms.

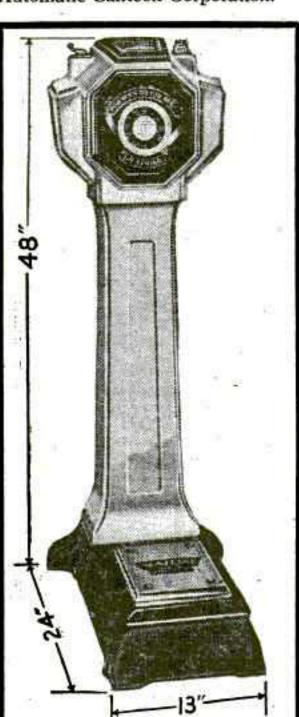
### Uneeda vending service, inc.

"The Nation's Leading Distributor of Vending Machines" 250 Meserale Street . Brooklyn 6, N. Y. . HEgeman 3-6295 184 . As 18 \* - 195

### Mrs. Duliby Named

NEW YORK, Dec. 31. - Mrs. Emily M. Duliby was recently elected secretary of the New York Automatic Canteen Corporation.

VENDING MACHINES



DOWN **Balance \$10 Monthly** 

ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON POR-

OUTSIDE LOCATIONS.

WRITE FOR PRICES. Invented and Made Only by

Manufacturing Company 4650 W. Fulton St. Est. 1889-Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago



. . . insures Billboard readers of a high standard of useful editorial services

HEADQUARTERS

BULK VENDERS CHARMS SUPPLIES

Orders Shipped Same Day Received.

DOGAN DISHBURDING CO.

Chicago 22, III.

sent on request.

# EASTERN OPS LOOK TO BIG '56

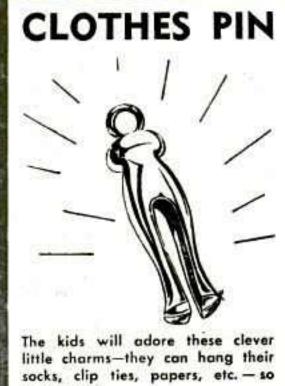
Continued from page 68

cated that the weaker brands may ar here to stay, and probably annual Kenilworth Klinic, an idea fall by the wayside. Vending more of them will be vended next machine manufacturers apparently year than this, but today's operaare thinking along the same lines, tor is in a lot better shape to For the first time in a good many handle them. He has better equipyears very few of them have in- ment and more experience. And creased the number of columns in he'll wind up making a higher their machines.

No More Brands

This means that the cigarette operator during 1956 can figure that the number of brands he will be handling will certainly be no





many uses! Brilliantly vacuum plated in assorted

colors at only \$8.00 per M For All Types of Vending IMMEDIATE DELIVERY! ORDER TODAY!

Stickers available . . . contact your local distributor or:



LOW PRICES

TAylor 9-6150

LARGE INVENTORY

ALL YOUR NEEDS ON HAND

Ball Cum e Bulk Candies e Victor Machine Parts e Stands e Brackets e Largest Selection of Charms e All

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

VICTOR'S COMPLETE LINE OF

MACHINES AND PARTS IN STOCK

FOR IMMEDIATE DELIVERY

"Logan the Leader in Quantity and Quality"

tobacco industry spokesman indi- more and possibly be less. Filters | matic merchandising exhibit at its profit margin.

> The coming year may be a year of decision for outdoor milk vending in the East. Greatest progress is being made in New Jersey, where mechanical quart milkmen dot the randscape. Right now scores of legal battles are being fought thruout the State. In all the pattern is the same-the municipality, goaded by the local grocers and milk drivers' union, seeks to drive the operator out of business by restrictive taxation, unreasonable zoning laws or outright tan. But the ope ators appear to be winning the fight, and public sentiment is on the side of the operators.

> In New York State, the Lackawanna case is still unresolved, but the operators have won the opening round. If the decision is favorable, outdoor milk vending may really take hold in the Empire State during 1956.

### Hot Food

Outside of a few scattered locations, there is little hot food vending in the East, mainly due to a lack of equipment. But the equipment will begin rolling off the assembly lines during 1956, and while what will be produced won't be the ultimate answer, it will show the consumer that he can get a hot plate or sandwich from a vending machine.

Coffee continued to progress during 1955, with improved equipment and special vending blends mitigating the rougher memories full-line operators are taking a patrons may have had about vended coffee a few years earlier. Dime coffee is pretty well established now, and the operator has a working margin. With increased selectivity in hot drink machines, coffee operators will be picking up more plus sales in hot chocolate, tea and soup.

Industrial vending should be better than ever in 1956. Caterers are beginning to augment cafeteria systems with automatic merchandising, and management is becoming more and more aware of the service automatic merchandising can perform.

Early in the year the Kenilworth Steel Company in New Jersey made provision for an auto-

PLASTIC KEYS . . . . . \$1.65 per M COPPER PLATED .... 3.50 per M SILVER PLATED ..... 3.75 per M GILT INLAID ..... 4.40 per M VACUUM PLATED.... 4.40 per M

Karke Juggenheim

33 UNION SQUARE N. Y. C. 3, N. Y. • AL. 5-8393 forum for industry. Top industrial management was impressed, and while few executives left the forum determined to install vending in their plants immediately, they were probably a lot more receptive when solicited by an in-plant operator.

Of course, the major factor in the industrial vending improvement was the employment stability, a stability which economists predict will continue thru 1956.

While industrial layoffs and reductions of overtime have hurt industrial operators in scattered spots, the numerous plant openings outside urban areas are creating an ever-expanding market for the mechanical merchants.

Soft Drinks

The soft drink field has seen steady progress, but little radically new in equipment or operating methods has taken place during 1955. Franchised bottlers are using pre-mix machines, and Cantrell & Cochrane is still working on canned carbonated drinks. But no significant progress has been made on either score. C&C plans regional expansion in 1956, while the bottlers will probably get their pre-mix drive going.

Locationwise, office buildings and schools seem to offer the greatest untapped potential in the East. In the New York area, two firms have been setting up automatic cafeterias in Manhattan office buildings, while another operator is running an automatic school feeding set-up.

Office automatic catering is still in its infancy here, and it won't take too many new locations to double the existing amount. But good look at the office market, and

(Continued on page 75)





### START the NEW YEAR with

### TWO NEW GIMMICKS

**Gold-Vacuum Plated** TALKIE PINS to WEAR \$15.25 per 1,000

Color-Inlayed HOLE-IN-HEAD CORK CHARM \$9.00 per 1,000

f.o.b. Jamaica, N. Y. Or: At our Distributors. RESOLVE for 1956 to USE EVERY

SAMUEL EPPY & CO., INC. jamaica 35, L. I., N. Y

NEW GIMMICK IMMEDIATELY.



### 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 Accommodates flat

packages up to 1/8 has separate cash box . . Advance coin - detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1¢, 5¢, 10¢ or 25¢ operation.

For Details and Prices Write, Wire, Phone Today

Factory Distributor of Adva 1645 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2900



VICTOR Standard **TOPPER** 1 c

ALL GUM VENDOR \$12.50 Each \$12.00 Each

100 or More 30 day moneyback guarantee if not satisfied.

1/1 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

Distributor of New and Used Legal Merchandise Vending Machines



 Sturdy construction Good coin detection

· Automatic Coin

return when empty

· Fits in well with other route locations

 Protected against break-in Available for 1¢, 5¢, 10¢ & 25¢ operation

Factory distributor for all Advance Vending Machines.

For details and prices-write, wire or phone today

T. O. THOMAS CO. 1572 Inflereon Paducah, Kentucky



# SPECIAL

ON USED CIGARETTE MACHINES

Presidents, 8 Cols.	45.00
Presidents, 8 Cols	60.00
Crusaders, 8 Cols	40.00
Diplomat Electrics, 8 Cols	85.00
East. Elec., 8 Cols., 25¢ Straight East. Elec., 8 Cols., All Comb	75.00
East. Elec., 8 Cals., All Comb Keeneys	75.00
Keeneys	0.00
Smokeshoppes	

In working condition but not rebuilt or refinished

### 1/3 Deposit, Balance C.O.D. NATIONAL VENDING CORP.

WESTBURY, L. I., N. Y. 956 BRUSH HOLLOW ROAD PHONE: EDGEWOOD 4-7200

BRISH CHEST CLOSES INCHES

915 Milwaukee Ave.

MAKE MORE MONEY IN VENDING! Read The Billboard Every Week

For the biggest vending opportunity-for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes Please send me The Billboard for one year at \$12, (Foreign rate, one year, \$24)

### 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, \$60.00 per case of 4.

25 cases or more, \$57.00 per case of SUPER V

Less than 25 cases, \$74.80 per case of a 25 cases or more, \$70.80 per case of KING SIZE TOPPER DELUXE Less than 25 cases, \$61.00 per case of 25 cases or more, \$59.00 per case of

All prices F.O.B. Chicago Expand your routes now! See your nearest Victor distributor

5711 W. Grand Ave.

Chicago 39, III.

# 

All Machines Completely Checked and Ready for Location—Order With Complete Confidence.

**BULK VENDORS** 

Silver King, 1¢ or 5¢ .....\$ 8.50 Victor V—Cab. Type ..... 9.50 Victor V—Globe Type ..... 8.50 Acorn, 5¢ 10.00 DuGrenier, 4 Col. . . . . . . 14.50 DuGrenier, 6 Col. ...... Mills. 6 Col

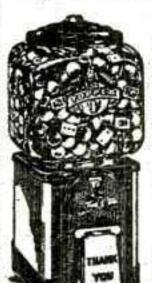


Ajax 5¢ Hot Nut Pop Corn Sez-Vendors, recond., clean, re a d y incl. stand and for location.

CIAL prices \$55.00 EA

V3 deposit, balance C.O.D. RAKE COIN MACHINE EXCHANGE 609-A Spring Garden Street Philadelphia 23, Pa. LOmbard 3-2676

### **BUY NOW!** Price Increase Effective Jan 16th!



VICTOR Standard

SPECIAL! 4 Standard TOPPERS Ibs. of GUM, OO CHARMS

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.

VENDING SERVICE

**GIVE TO DAMON RUNYON** CANCER FUND

590 Albany Ave., Brooklyn 3, M. Y.

### Nat'l Campaign

Continued from page 68

national headquarters in Chicago six weeks ago, it has installed venders in 40 Chicago area firms, Rosenbaum disclosed, including Sears, Roebuck & Company, U. S. Rubber, Argonne National Laboratories; Inland Steel Container, division of Inland Steel Corporation; Guardian Electric, Austenal Laboratories and the U.S. Army Corps of Engineers.

Other cities where the machines have been installed recently are Buffalo; Binghamton, N. Y.; Steubenville, O.; Akron, and Joliet, Ill.

The Perk-O-Fresh vender was developed by a group of engineers headed by Leslie Arnett. The coffee is percolated right in the machine, which operates on 110 volts and requires only a cold water connection.

### Dial Selector

Coffee is served black, with sugar, with cream or with both. It has a dial selector, and the cream and sugar are poured into the cup at the same time as the coffee.

The coffee is made 16 cups at a time. The machine is equipped with 40 percolators, each containing a blend of percolator grind coffee. Its capacity is 640 cups.

As the contents of each percolator is used, a fresh percolator moves into place and begins brewing 16 cups more. To insure constant freshness, unused coffee is periodically and automatically poured out into a self-contained waste receptacle.



### VICTOR'S TOPPER

MACHINE

\$13.25

TIME PAYMENT TERMS

lots of 8 or more. Payments as low as \$5 weekly. Write for details.

Friendly Service & Financing Operators on Liberal Terms Since 1710.

ROY TORR

LANSDOWNE, PA.



VICTOR'S TOPPER

14 Ball Gum Machine, \$13.25 each. \$12.75—100 or VICTOR'S Sc SUPER V CAPSULE VENDER \$18.75 each

\$17.75 100 or more Write today for FREE Price Lists on other Victor products. Libe ral allowance on trade-ins.

**GARDNER & LOSE** 2611 Hale Ave. Louisville 11, Ky. EM 6-6838

VEND-PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING **VENDING IDEAS** 

Cost you a fraction of a cent a piece-when you subscribe to Vend-the magazine of automatic merchandising! Fill in-tear-out-mail today!

Tobacco **New Products** Industry News Market Place Articles Editorials

MONTHLY

**FEATURES** 

Candy Gum &

Nuts

Beverages

VEND Magazine, 2160 Patterson St., Cincinna Yes—Please sign me up for Vend for	ti 22, Ohio
☐ 1 year at \$4. ☐ 2 years at \$6. ☐ 3 ye	ars at \$8.
(Foreign rate, one year, \$8)	990

City..... State..... Zone.... State.....

Occupation .....

### YULETIDE GIFT

# Op's Ad Stresses His Services for Industry

industries.

The presentation of its hot coffee and chocolate vending service and Chronicle.

In letter form, simply headed: "Christmas Time, 1955. Dear Boss"; it pointedly, but with tact, prethe "coffee break" problem.

brought to the attention of the their field! public as well as business manto industry and business.

The ad's message carried a two- totem pole. fold meaning. First: With no cost to business or industry, an excellent employee service is available to "P.S.-Gosh, Boss, almost forgotemployers. Second: Employers a very Merry Christmas and a were publicly notified in simple Happy and Prosperous New Year!" The vender is 76 inches high, 32 language of a welfare service that inches wide and 23% inches deep. would boost workers' morale, It is finished in a coffee brown efficiency in production thru a baked enamel and has a chrome much needed lift with virtually no loss of time.

Signed, "Sincerely, Your Employees," the message to "Dear Boss" in its second paragraph pointed out that over half of Rochester's industries were taking advantage of K.O.R., Inc.'s serv-

The ad read as follows: "Christmas Time, 1955 Dear Boss:

"Christmas comes but once a year and what we'd like most of all would cost you absolutely noth-

Already installed in over half of Rochester's industries, from the largest to the smallest, KWIK-KAFE service controls completely the coffee break problem. Gone are hot plates, thermo bottles and long trips 'out for coffee.'

Served in six seconds at the

### PRE-INVENTORY CLEARANCE VENDORS

Completely Recondition

Ready for Location 18 Northwestern 33's Bulk ......\$4.95 61 Northwestern Super Jet, 5¢ ... 29 Northwestern Jet, 1¢ ......

10 Candy Bar Vendors ....\$159.50 Ea. Stoner 8-Column Green,

1948, '49, '50's. BERNARD K. BITTERMAN Kansas City 27, Mo.

### **ELECTRIC MONEY MAKER!** Famous ACME **ELECTRIC** MACHINE



to 11.... 19.50 12 to 49... 18.25 Bracket . . . 1.00 Floor Stand.. 5.00 Vs deposit, bal.

C.O.D., F.O.B. N. Y. Vibration is the law of life. The medical profession has placed its sanction on the employment of elec-

tric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory cur-rent which can be increased at will . . indicated by pointer on dial. Also one of the best amusement de-

vices. Uses only one dry battery, usually good for 1500 to 3000 plays.

ORDER TODAY!

1647 Bedford Ave., Brooklyn 25, N.

ROCHESTER, N. Y., Dec. 31.- drop of a coin, KWIK-KAFE has K.O.R., Inc., of Rochester, stepped saved countless man hours in these out with the best of the city's lead- plants by making hot coffee and hot ing newspaper advertisers here at chocolate conveniently and depend-Christmas time and with great sim- ably available, boosting employee plicity formally presented its prod- morale, efficiency and contributing uct and services to business and to increased production. Honest, boss, we've got the facts to prove

"And, boss, in keeping with our was made in a unique two-column standards, please get the best. We page-long advertisement in script want 100 per cent 'Fresh Frozen' type in The Rochester Democrat pure coffee made with fresh cream. Don't accept powdered substitutes.

"How do we know it's best? Listen to this boss. The boys at KWIK-KAFE have not only resented the facts: Christmas comes ceived the highest national dealer's but once a year; this was the ideal awards three years in succession, gift for employees; it would cost the but have also taken top honors in employer nothing, and would solve every local side-by-side comparative taste test. KWIK-KAFE has Publicity and advertising-wise been proven the undisputed fa-K.O.R., Inc., performed a public vorite among employees who were relations service for the entire the judges. And, boss, like your vending machine industry. It heart doctor, they're specialists in

"So, call Mr. Sarkio or K.O.R., agement one of the many in-plant Inc., at HOpkins 1232. Remember, feeding services readily avaliable the sooner you call, the sooner we begin to make 1956 top year on the

"Sincerely, "Your Employees."

### Cleveland Coin Machine Exchange, Inc. Northwestern Corporation

Distributors 2029 Prospect Ave: Cleveland, Ohio: To. 1-6715 Write for prices.

### MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe If & 5g Comb	12.00
N.W. #39 1¢ Porc	7.95
N.W. #33 1¢ Porc. B.G	6.50
Master 1¢ Bulk Porc	6.50
Master 5r Bulk Porc	6.50
Master 14 & 5¢ Bulk Porc	6.95
Columbus 1¢ Bulk	6.50
Silver King If B.G. or Mdse	7.45
Silver King 5¢	7.45
Exhibit Post Card (Metal)	15.00
Advance = D Is B.G	
Advance #11 Mdse	5.95

### MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen .....\$ Pistachio Nuts, Vendor's Mix ..... Cashew Whole ..... Jelly Peans ..... Assorted Fruit Charms, 100 ct. .... Rain Blo Ball Gum, 60 ct., 140 ct. 170 ct., 210 ct., 200 lbs. minimum,

Adams Gum, all flavors, 100 ct. ... Minimum Order, 25 Boxes Assorted. Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator. 1/3 Deposit, Balance C.O.D.

NORTHWESTERN SALES AND SERVICE CO.

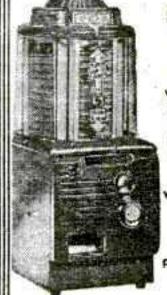
STAMP FOLDERS, Lowest Prices .... Write

MOE MANDELL 446 W. 36th St., New York 18, N. Y. LOngacre 4-6467



THERE ARE BIG PROFITS IN

Northwestern



PACKAGE GUM VENDER

This amazing render is a sure bet for big gum profits. A rotating merchandise drum with five columns rends a total of 95 standard nickel packs. "Visidome" display top attracts

TAB

You'll hit the ackpot with this selective tab vender Ten calumn, for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum

uts servicing time

in half



### BALL

More profits



with ball gum through the famous Northwestern JET. Vends ball gum, ball gum and charms or capsules-1¢, 5¢ or 10¢ play. Available in chrome for outstanding flash.

# ALSO NORTHWESTERN

**49 NUT VENDER** Interchangeable

SANI-CARRY globe for faster servicing. Displays merchandise to best advantage. Also available

WIRE, WRITE or PHONE TODAY for Complete Details

848 East Armstrong

in Hot Nut THE NORTHWESTERN CORPORATION

Morris, Illinois

oak's : GOLDMINE TAB GUM MACHIN

the revolutionary Gold Mine is Oak's new streamlined, 10 column Tab Gum Machine. It vends not only tab gum, but also charm candies.



Gold Mine is built and guaranteed for mechanical perfection by Oak, the world's largest manufacturer of precision-built bulk vending machines.

, P. MANUFACTURING CO., INC. 11411 Knightsbridge Ave., Culver City, Calif.

THE BILLBOARD

# **Diversification Keys** Lion Mfg. Organization

cation is the by-word of Lion ucts Company, also a Chicago af-Manufacturing Company here, par- filiate, makes screw machine parts. ent company of Bally Manufacturing, large producers of coin-operated amusement equipment.

which currently includes pinballs, zation, the firm produces parts for shuffles, pool games, kiddie rides Bally games, and sells to outside and kiddie gun games-is only one companies. of the varied enterprises of the Como Manufacturing Corpora-Lion organization.

everything from phonograph rec- duces electric counter mechanisms. ords to color TV systems.

pool game, two shuffle bowling in business. games, four different coin-operated pool games, an automobile kiddie ride, a horse kiddie ride, and a target pistol game.

Bally entered the music record business early in November of this year. Bally Recording Corporation, a Chicago affiliate, was formed, vith the first waxing to be released next month on a Bally label. Disks are to be available on both 45 and 78 cuttings. Distribution is to be handled thru the firm's amusement game and television distributors who have already set up record operations.

The Lion plant, of which the Bally Manufacturing plant is a rently turning out more than 40

affiliate of Lion, produces cabi- provements on the old ones. nets for the Bally amusement occasional tables and miniature tions since 1949.

CHICACO, Dec. 31.—Diversifi- parts. Ravenswood Screw Prod-

Comar Electric Company produces electrical relays and fractional h.p. motors, solenoids and The Bally coin machine line- switches. Part of the Lion organi-

tion, another Lion coin machine With nine different plants in firm, does much of the manufacoperation in Chicago and Rock- turing of pool games and kiddie ford, Ill., the organization produces rides for Bally. The firm also pro-

With nine plants all turning out Bally, an affiliate of Lion, is different products, but all affiliated now in production on a new pin- in common management and comball game, two shuffle bowling mon ownership, Lion is an outgames, four different coin-operated standing example of diversification

### **GUNS BOOM** IN GERMANY COIN, THAT IS

CHICAGO, Dec. 31 .-Guns are booming again in Germany. This time its coinoperated guns.

Genco Manufacturing & Sales Company reported this week it has shipped more of its new Super Big Top rifle games thru the export channels than any of the previous gun games it has produced.

Most of the export guns are going to Germany, which indicates, according to Ralph Sheffield, director of sales, that the Germans have more dollars to spend for U.S. amusement equipment than they have had previously. Genco expects the German export market to continue to

# Optimistic of '56

amusement machine operators view 1956 with a fair amount of optimism and feel that the year will be better than 1955-which to many ride business is dwindling, tho. was a good year.

Eastern Game Ops

Decentralization is the key word in the game industry, particularly with the advent of the pool games, which began catching on in the New York area in the fading weeks of 1955.

The move from the metropolitan centers to outlying suburbs has been accelerated during 1955, and the operators are moving their equipment along with the population flow.

### Move to Suburbs

are essentially pieces whose natural habitat is the neighborhood And, while good locations still remain in downtown New York, Boston and Philadelphia, the newer in spots. stops are opening up near suburban shopping and housing developments.

On the manufacturing end, the kiddie ride business, down to a slow walk in 1954, was moving along at an almost inperceptible crawl by the end of 1955.

At the beginning of the year, only Capitol Projectors, Scientific Machine Corporation and Deco were doing anything in the field in the East. The previous year, a score of smaller companies had ned production basis.

### Deco Exits

During 1955, Deco fell by the wayside, and neither Capitol nor Scientific are turning out rides in any great numbers. Capitol is con-

# **Exhibit Bows** chicago Com has an electrical New, Longer **Deluxe Pool**

CHICAGO, Dec. 31. - Exhibit Supply this week shipped to its distributors a new king-size Deluxe coin-operated pool game.

The new model, similar to the Deluxe '84' model, is 18 inches lenger than its predecessor. The game has a lined playfield for 3 or 4-side play, lift-up hinged top, improved ball run and troughs.

equipped with a built-in operator field. service card frame. It has table cigarette holders to protect rails and playing field. Colorful plastic and has a newly styled cabinet. A bumper guards protect the table, table light attachment is optional

Deluxe models.

NEW YORK, Dec. 31.-Eastern | centrating on its new Pan-O-Rama, while Scientific is hitting the Arcade market with rolldowns.

That doesn't mean the kiddie

Older rides are being put in shape and moved to suburban shopping developments which are blossoming out over the countryside, and they are getting a steady if not spectacular play. After the initial boom, and the subsequent burst, the kiddie rides seem to have found their niche-as fairly consistent earners when handled by operators who keep them in top shape and place them in busy locations frequently by family groups.

Except that takes are running Like shuffle games, pool games slightly higher than in 1954, the game picture remained largely unchanged. Shuffle games were still tavern, not the busy midtown bar. the stand-bys, with pin games doing well where they could be licensed and gun games going over

### Pool Games

While pool games are not a major factor in the East, it looks as tho they might be in 1956. Toward the end of 1956, pool games made their debut in neighborhood bars -the type that generally support shuffles-and they have been well

It is doubtful if the pool game will ever make much of a dent in downtown districts, tho because it's a machine that appeals to a steady trade, such as may be found in the neighborhood, rather than to a quick-turnover transient trade.

# Genco Ships **New King-Size** Coin Pool Game

CHICAGO, Dec. 31.-King-Size Tournament Pool, a new coinoperated pool game model, was shipped to distributors this week by Genco Manufacturing & Sales Company.

The new model is marked for 3 or 4-side play and is 18 inches longer than the Deluxe Tournament Pool game previously introduced by Genco.

King-Size has built-in table levels, mother of pearl diamondshaped markers and special cabinet supports which, according to the The king-size model is also firm, prevents warping of the play-

In addition, the game is equipped with imported Belgian table cloth The firm is shipping both the on both the new King-Size game Deluxe '84' and the new king-size and the Deluxe model, which is also in shipment.

# Calif. Distribs Credit 55 Gross Gains to Pool

LOS ANGELES, Dec. 31. - | above that of 1954 because of inby coin-operated amusement game ects. distributors and jobbers here are attributed in large part to the pool games, which have met with unusual success in the area.

facturers to supply balls and cues for the games has curtailed sales the music and games routes for in this field.

Valley Manufacturing Company is once had a pool table arrived few weeks. Overall the revenue is play model pool game which is the factory. Cues are arriving by strike in the sand and gravel inair express and one firm has been dustry in the area Herman serves. The game is designed for recrea- waiting weeks for a shipment of

Gross gains reported for the year creased costs and expansion proj-

Net returns on the year's business will be cut among jobbers and distributors because of the highly competitive situation in the However, the inability of manu- field, particularly with games.

Jess Herman, who is operating Glenn (Red) Catlin, reported that One distributor said that not his collections were up the past complete with the accessories from down because of a prolonged

Glenn Wolcott, La Crescenta operator, declared that he had not

# Coin Game Mfrs. Say Pool Here to Stay

CHICAGO, Dec. 31. - Coin- definite long-term trend like shuffle operated pool games will be with bowlers and pinballs have set. the industry for a good long timepossibly for years to come. That's that three or four of the better the opinion of most coin pool game manufacturers surveyed this week.

Some 15 manufacturers are cur-Bally Manufacturing plant is a rently turning out more than 40 Wolberg predicted that more been turning out rides on a plan-part, has been active in research different models of the game, and and more electrical models will be and development work in color TV. most of them are planning on pro- produced-with new electrical fea-Grand Woodworking Company, ducing more new models and im- tures to add to automatic score-

A number of manufacturers said games and also manufactures fur- they thought the pool games will niture pieces. The Grand plant in compare with the popularity rec-Chicago produces the cabinets, ord of shuffle bowlers over the while another plant is Rockford years. The shuffle games have makes the furniture which includes been standard equipment on loca-

Sam Wolberg, Chicago Coin Marlin Electric Company, an- Machine Company co-head, feels other affiliate in Chicago, produces that the success of initial variations primarily, electrical connectors and of the game points the way to a

Said Wolberg, "It may well be models produced may become a permanent fixture in the industry in the years ahead."

boards, and light-up ball bumpers.

"But there are still many sections of the country that haven't had the regular models on locations as yet," advised Wolberg, indicating there is plenty of room for expansion. Wolberg also is of the opinion that the present shortage of pool balls will be overcome. "In time," he said, "the market will be flooded with pool balls."

game, Automatic Pool, and a new bumper-type game, Champion Pool, with an added ball hole in the middle of the playfield, now in production. Wolberg advised that the firm has a number of new-type pool games with new features "on the drawing board."

Herb Jones, Bally Manufacturing Company vice-president, said it appeared to him that the pool game business will last for years. (Continued on page 83)

# **Pool Tourney** Play Success In Mich. Areas

BAY CITY, Mich., Dec. 31.-Tournament play at coin pool game locations here and in other areas of Michigan have met with initial

Three pool game leagues are in operation at Bay City, with banquets and tourney prizes awarded following the tournaments. Some of the competing teams are even equipped with special team shirts.

According to Earl Feddick, pres-(Continued on page 83)

# Valley Bows Pool Game

shipping to its distributors a home-

Other teams using the machines Thru the first 11 months of 1954, tion room and club use. It is the 600 pool balls.

# Chi Game Group Elects Officers, Sets Program

CHICAGO, Dec. 31. - The newly formed Chicago Independent Amusement Association elected officers and directors and set up an initial program at its meeting December 22.

About 60 operators attended the open meeting and elected Sam Greenberg, president; Joseph M. Stella, vice-president; William Knapp, second vice-president; Donald Mitchell, secretary; David Brody, treasurer; Edwin H. Moehill, financial secretary, and Harry Salat, sergeant at arms. The seven officers also serve as board of directors.

Paul M. Smith, Jr., Chicago attorney, is serving the group as legal counsel. The association is applying for a charter as a nonprofit organization. A meeting to draw up bylaws will be held after January 1.

# Yankees Buy I. Q. Pitcher

New York Yankees have joined posed which would stop licensing the list of major league baseball of shuffle bowling games and other teams using I. Q. Baseball Machine games played with "a puck or Company pitching equipment for disk." This would eliminate from spring training and other practice operation a large proportion of the use, representative Charley Palmer total number of games now oper- non-coin-operated.

include the Chicago Cubs, Brook- the city licensed approximately same dimensions as the regular | According to reports coming in yet got around to figuring an estileges and universities.

The purpose of the organization, according to Smith, is to offer operators a chance to exchange ideas, advance these ideas, and improve public relations in the amusement game industry. It is an independent association, not connected with any union, according to members.

One of the initial activities of the organization will be representation at hearings scheduled by the City Council to discuss the amusement game licensing situation. The operators plan to present their views as businessmen engaged in legitimate enterprise and contributors to city revenue, and to advance public relations activity.

The city council has appointed a subcommittee to conduct the hearings. Operators here are generally in favor of changing the licensing system. As the system now stands operators must buy licenses for individual machines for the full year, and cannot under law change a license from one machine to another.

The City Collector's Office has advised that no important changes in the licensing system are planned for 1956, but changes have been proposed. An amendment to the NEW YORK, Dec. 31. - The city game ordinance had been proated in the city.

at \$25 a machine.

Home Model

BAY CITY, Mich., Dec. 31 .-

lyn Dodgers, Pittsburgh Pirates and 11,336 coin-operated games and coin-operated Bumper Pool game this week, more money than ever mated net. He added that during St. Louis Cardinals, many minor juke boxes. Both games and juke shipped by the firm and played before was handled during the 1955 he had handled more money league teams, and a host of col- boxes are licensed for the full year according to the same rules, but year by distributors and operators than any previous year but had (Continued on page 84) -but the net will be only slightly more pieces operating.

# Assembly to Re-Examine Ind. Anti-Pinball Law

ment agencies and federal tax collectors, Indiana's anti-pinball law will be re-examined and possibly revised or repealed when the Indiana General Assembly meets in January, 1957.

That is the consensus gained from expressions by political and legislative observers here in the Hoosier capital where in its 1955 planted a "free play" proviso in what at the time was considered a piece of tough, reform legislation.

Post-legislative appraisal of the statute, which had been signed by Gov. George N. Craig, revealed the erations. law for what it is—an unenforceable dered additionally unacceptable to the courts by the harshness of its penalties. It provides a 10-year imthe possession or ownership of a pin. The stringent features of the law, it is suspected here, were sponsored by the opponents of the measure who sought to stop it thru the incorporation of excessive punishment.

The most controversial stipulation of the law and the one against which the State's leading newspapers joined in condemnation was that which sanctions unrecorded free plays.

Pinballs in the State have multiplied by the thousands since the passage of the new law.

Indiana authorities and treasury agents feel, of course, that the "free play" is merely a tip-off for a settlement of the bet between the owner of the premises and the player. They feel further that there is gambling wherever there are pins. But proving it may be difficult for both the local and federal governments.

Indiana police officials argue that a program of equitable and of police forces by the tens of it would be necessary to post a policeman at every pinball locafurther that in addition to the anti- cal forecasts. pinball act there are 40,000 other Indiana State laws which call for ments will seek to purge the antienforcement.

Indiana imposes no specific tax the last two sessions of the Legis- possession.

INDIANAPOLIS, Dec. 31.-Be- lature. Owners, however, are recause of the complications it is quired to pay a State tax on income producing for local law enforce- and a property tax on equipment. A primary objective of the ill-fated licensing proposals in the legislative sessions of 1953 and 1955 was to identify the proprietorship of all is believed, would have simplified a check of tax obligations to the State on income and to the local communities on property.

Convinced that it is being shortsession the Legislature quietly changed in Indiana because of the dilemma produced by legalized free play, the federal government has embarked upon a vast and determined program to garner all of the taxes to which it may be entitled from the State's pinball op-

Gary Campbell, director of the and innocuous act which was ren- Indiana Internal Revenue Division here in Indianapolis, confirmed reports of the drive to collect the \$250 tax on each of the thousands prisonment for a second offense for of machines allegedly used for gambling. In Indiana taverns especially the stamps on pins show payment only of the \$10 amusement tax.

Here is Uncle Sam's strategy as revealed by Campbell:

1. Internal revenue agents ask pin location owners to sign a statement swearing that the equipment has and will be used for amusement only.

2. Cognizant of the consequences of perjury, the owners, as a rule, refuse, whereupon the agents file the report upon which the collector of Internal Revenue will base his order for the payment of \$250.

Perjury, which carries a oneyear prison sentence and a fine up to \$10,000, is not the only reason for the owners' reluctance.

If he is a tavern owner, and most pin locations are in taverns, he would virtually forfeit his right to a State liquor license by admitting the presence of gambling device on the premises. The Indiana alcoholic beverage law provides: "No permit to sell alcoholic beverages shall be granted by the Indiana Alcoholic comprehensive enforcement of the Beverage Commission to any perlaw would involve the enlargement son, firm, partnership or corporation who holds, owns or has in his thousands at a back-breaking cost or their possession a wagering octo the State's taxpayers. They say cupational tax stamp issued by the that in order to prove a violation internal revenue authorities of the United States.'

Members of the 1957 Legislature tion and keep him there on an will be asked to pursue two around-the-clock basis. They state courses of action, according to lo-

> On the one hand, reform elepin law of the "free play" clause.

On the other, "liberals" will press on coin machines. An attempt to for the repeal of the amendment license all musical and amusement which calls for the forfeiture of a devices in public places failed in liquor license for gambling stamp

question the constitutional validity the Legislature and the governor. of a law which presumes guilt without an actual performance of a a four-year term, Hasbrook will be misdeed.

THE BILLBOARD

act argue that the Alcoholic Beverage Commission has the broadest kind of authority in controlling the Indiana is uncertain. liquor traffic and that it would be upheld in any sort of an appeal involving revocation for holding a gambling stamp.

Passage of the anti-pin law last jukes, venders and games. This, it March was the culmination of a four-year effort by State Senator Hasbrook of Indianapolis. His first bill introduced by him in 1951 while he was serving as a member of the House of Representatives, died in a conference committee on the last night of the legislative session. Offered in 1953, his second bill was invalidated by the Indiana

In general application, lawyers | Supreme Court after approval by

Having been elected in 1954 for back in the State Senate in 1957, Conversely, the defenders of the thus assuring a renewal of the controversy.

At best, the future of pins in

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Chicago Coin Machine Company, Chicago. Automatic Pool (electric), Champion Pool (hole in middle),

Edolite Products, Detroit. Ten-Hi (lined playfield). Exhibit Supply, Chicago. Skill Pool '84' Deluxe (lined playfield), King-Size Deluxe Pool (18 in. longer). Fischer Sales & Manufacturing Company, Tipton, Mo.

Cue-Star (regular bumper game). Genco Manufacturing & Sales Company, Chicago. Tournament Pool (lined playfield), King-Size Tournament Pool (18 in. longer).

D. Gottlieb & Company, Chicago. Spot Pool (lined playfield).

J. H. Keeney & Company, Chicago. Fascination Pool (lined playfield), Jumbo Deluxe (18 in. longer), Home-Play Model (non-coin).

Marvel Manufacturing Company, Chicago. Pla-Pool (lined playfield), Deluxe Pla-Pool (20 in. longer). Orms Manufacturing Company, Dallas. Bank-A-Ball (regu-

lar bumper game). O. O. Mallegg, Inc., Chicago. Belgian Golf Pool (made in Europe).

United Manufacturing Company, Chicago. Club Pool (lined playfield), Jumbo Club Pool (20 in. longer), Hi-Score (electric). Valley Manufacturing Company, Bay City, Mich. Bumper Pool (lined playfield), Home-Play Model (non-coin).

Williams Manufacturing Company, Chicago. Score Pool (electric), Deluxe Bank Pool (lined playfield), Deluxe Senior Bank Pool (18 in. longer).

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## SUPPLIES IN BRIEF

### Cig Output Increases

Output of cigarettes in calendar 1955 probably will total 414 billion, Agriculture Department reports. This total is 3 per cent more than in 1954, but 5 per cent below the 1952 record. A significant share of the decline from 1952 to 1955 is due to the decrease in output for shipment to troops overseas. Domestic consumption for 1955 is about 383 billion, 3.9 per cent greater than in 1954, but 2.8 per cent below the peak of 1952. The proportionate share of kingsize cigarettes is not expected to show a great change from 1954 to 1955. However, filter-tip cigarettes increased substantially from 1953 to 1955, and a large majority are king-size in length. Agriculture Department estimates that all filtertip cigarettes increased from 3 percent of the total output in 1953 to about 10 per cent in 1954 and probably to about 17 per cent for 1955. Unofficial trade reports indicate that by late 1955, filter-tips will amount to at least one-fifth of the total output.

### Cigar Consumption Up

Total tax-paid consumption of cigars in 1955 for the U.S. is estimated at about 6.1 billion, 2 per cent greater than in 1954 and the highest since 1930, according to Agriculture Department. During the first three quarters of 1955, the indicated sales of cigars priced from 4.1 to 8.0 cents apiece at retail constituted about 48 per cent of the total, and those priced from 8.1 to 15 cents constituted nearly 42 per cent of the total. The number in the 4.1 to 8.0-cent group was about 2.6 per cent greater than in the corresponding period of 1954, and the number in the 8.1 to ▶ 15-cent group increased 1.7 per

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cent. The number of cigars selling for more than 15 cents apiece during January-September, 1955, was 1.2 per cent larger than for those months in 1954.

### Glass Containers Up

Shipments of machine - made glass containers during November totaled 10,117 thousand gross, an increase of 6 per cent above shipments in November, 1954, and a decrease of 11 per cent from the October, 1955, total, according to Census Bureau. Returnable beverage containers totaled 418 thousand gross compared with 257 thousand gross in November, 1954. Non-returnable beverage containers remained stable in 53 thousand gross. Dairy product containers dropped slightly from November of last year. Census bases these figures on reports from 36 companies representing complete coverage of the glass container industry in the continental United States.

### **Peanut Supply Heavy**

The supply of peanuts on November 30 was 79 per cent larger than last year. The total of 1,097 million pounds in off-farm positions includes imported shelled peanuts still on hand, but excludes shelled oil stock. Shelled peanuts reported used in making candy, salted peanuts and peanut butter totaled 160 million pounds, compared with 161 million pounds in (Continued on page 83)

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#### 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.

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, Mishawaka, Ind.

January 4-Retail Amusement Association of Canton, O.,

monthly meeting, Massillon.

January 5-California Music Merchants' Association, Sacramento division, Sacramento.

January 9-United Music Operators of Michigan, monthly

regional meeting (IX), Baker Hotel, Dallas.

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 16-Worchester Operators' Guild, Inc., monthly

meeting, American Legion Hall, White Plains, N. Y. January 17-Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary, January 28-29—Kansas Music Association, monthly meeting,

Salina, Kan. January 30-Central States Phonograph Operators' Associa-

tion, monthly meeting, offices of Les Montooth, Peoria, Ill. February 7-Anthracite Music Operators' Association,

monthly meeting, Wilkes-Barre, Pa. February 25-National Automatic Merchandising Associa-

tion, regional meeting (IV), Biltmore Hotel, Atlanta. March 10-National Automatic Merchandising Association,

regional meeting (VI), Congress Hotel, Chicago. March 24-National Automatic Merchandising Association,

#### COINMEN YOU KNOW

#### os Angeles

By SAM ABBOTT

MUSIC ASSOCIATION HAS BIG YEAR. The Los Angeles Division of the Music Merchants Association enjoyed a banner year, according to Ben Chemers, local representative. One of the latest members added to the roster of the association is Eugene Mickens, a Los Angeles operator. . . . Jerry Jacobs, a music operator, is recuperating from recent surgery at his home in Glendale. He will be back on the route in another 10 days or two weeks. . . . Al Hanlin is now making his headquarters on Pico Boulevard at Bob Bard's place. Working with Al are Rusty Jones and Ray Powers.

H. O. Chapman, who operates music with Nick Carter, has been upped to the rank of colonel in the Reserves. He is with the 311th Logistical Command, Engineers Section. . . . Nick Carter took off the first of the week for Visalia to help in removing some machines that were threatened by the flood there. . . . Mr. and Mrs. Merrill Knapp, who operate a route and an Arcade in Nogales. Ariz., made their annual trip to Los Angeles during the yule holidays. While here, they visited several of the Pico distributors, including Minthorne Music

(Continued on page 78)

#### Eastern Ops Look to Big '56

Continued from page 70

for 1956.

"mama-and-papa" locations are giving way to supermarket and modern shopping center stops. Today's operator is getting a greater and greater portion of his revenue from attractive bulk charm and gum venders in well-lighted shopping centers, and a lesser and lesser portion from the neighbor-

In the charm field the 5-cent capsule item is more than holding its own. Nut profits have fallen off, due mainly to rising prices and the reluctance of bulk operators to change the traditional 1-cent vend.

hood grocery store.

One development which may be in the offing during the next 12 months is the introduction of pack-

significant progress seems in store aged cold meals in vending machines, with an edible gelatin In the bulk field, the traditional substance separating salad from dessert, all in the same pack.

The general picture for Eastern operators is one of continued progress, with a high level of industrial employment, a kinder reception on the part of industrial management, the opening of new location types, and the vending of products which have never before been dispensed automatically in any great numbers.

#### **Cleveland Coin** Machine Exchange, Inc.

American Shuffleboard Distributors 2029 Prospect Ave. Cleveland, Ohio To. 1-6715

## Let's Make a Deal

We have a lot to offer . . . tell us what you need and we will work it out.

Wire . Phone . Write

DAVID ROSEN Exclusive AMI Dist. Ea. Pa. 855 N. BROAD STREET PHILADELPHIA, 23, PA PHONE: STEVENSON 2-2903



BY TRAIN, plane and boat, Rolfe M. Lobell, vice-president in charge of sales at Leaf Brands, Inc., and his wife, Dolly, will leave January 13 on an extensive world tour. They will return to Chicago about the first week in May.

#### Miniature BULBS

OVER 60% DISCOUNT We Sell Name Brands Only. 10 to Box—Specify No.

Number	Cost per	Cost per
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 nrie	as include	Fad Tay

Pop-Open Tubular MONEY WRAPPERS Available in 1¢, 5¢, 10¢, 25¢ & 50¢ —Specify denomination. Sold only by Peach State

55c in case lots \$11.00 per case

Distributing Co. - Macon, Ga. 549 Pine St. Phone 3-1588

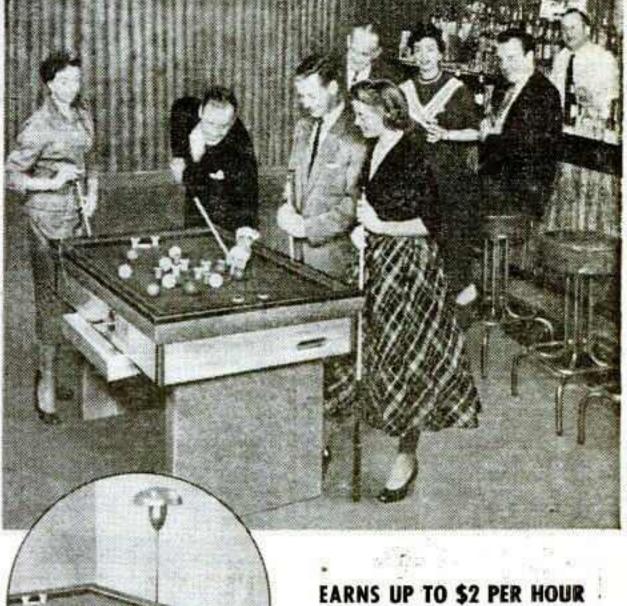


#### ARCADE

Genco SKY ROCKET	450.00
Gence WILD WEST	
Gence RIFLE GALLERY	225.00
Genco SKY GUNNER	125.00
Exhibit SPORTLAND	225.00
Exhibit STAR	150.00
Exhibit DALE	50.00
Bally BULL'S-EYE	WRITE
Seeburg SHOOT THE BEAR	125.00
Scientific PITCH 'EM & BAT 'EM	150.00
Genco TOTAL ROLLS	95.00
Genco 2 PLAYER BASKETBALL. Chi Coin SUPER HOME RUN	225.00
BASEBALL Chi Coin 6 PLAYER HOME RUN	225.00
BASEBALL	200.00
SAM SOLOMONS-HARRY STI	EWARD

UNIVERSITY COIN MACHINE EXCHANGE 858 N. High St. AX. 4-3592 Columbus 8 Ohio

# 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.

# SEE ONEW FLASHY

All bumper-posts illuminated, adding attention-getting flash, flooding table with soft, easy-on-the-eyes In PIN-POOL . . . as in pinball and shuffle-bowling . . . Bally-quality construction insures the smooth perform-

ance 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.

BALLY MANUFACTURING COMPANY, 2640 BELMONT AVE., CHICAGO 18, ILL.



THE BILLBOARD -ONLY

mong over-all entertainment weeklies—is a member of the AUDIT BUREAU OF CIRCULATIONS.



#### SPECIALS

COIN MACHINES

BALLY: GAY TIMES (used very little), \$325.00; GAYETIES, \$237.50; BIG TIMES, \$375.00; FUTURITIES, \$39.50; SPOTLIGHTS, \$49.50; ATLANTIC CITY, \$45.00. GOTTLIEB: DIAMOND LIL, \$165.00. WILLIAMS: SMOKE SIGNAL, \$159.50; BAND WAGON (4-player large deluxe game), \$339.50; CIRCUS WAGON, \$229.50; BIG LEAGUE BASEBALL, \$145.00. No orders accepted without one-third deposit.

NEW ORLEANS NOVELTY CO. 115 MACAZINE STREET Tel.: CAnal 8318 NEW ORLEANS, LOUISIANA

#### WORLD WIDE-

#### Where You Get Only the Finest!

BLINKER	DELUXE CLIPPER\$345 DELUXE LIGHTNING
DELUXE TARGETTE 240 DELUXE CAPITOL 385	IMPERIAL 145 CLASSIC 105

P DALL	C 4 4 4 EC
3-BALL	GAMES

	CHIMIES
WISHING WELL\$245	SMOKE SIGNAL
TWIN BILL 195	
STAGECOACH 175	SPITFIRE 175
175	STAR POOL 145
LADY LUCK 155	CUE-TEE 135
GOLD STAR 145	SKYWAY 135
DAISY MAE 165	BIC DEN
FOUR BELLES 165	BIG BEN 125
	THUNDERBIRD 115
JOCKEY CLUB 125	DEALER 95
FINWHEEL 95	JALOPY 65
GUYS 'N' DOLLS 85	SEA INCURV
CVCVCVC	SEA JOCKEY 65
	TIMES SQUARE 65
CHINATOWN 75	SILVER SKATES 65

#### POOL GAMES

ALL TYPES

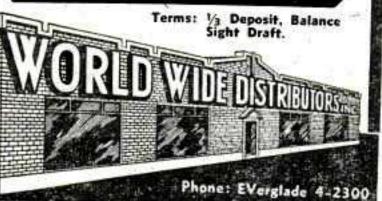
IMMEDIATE DELIVERY LOWEST PRICES!

2330 N. Western Ave.

Chicago 47

#### ARCADE

Williams POLAR HUNT ......\$375 Williams KING OF SWAT ...... 345 United DELUXE CARNIVAL GUN .... 260 Genco RIFLE GALLERY ......... 195 Chicago Coin SUPER HOME RUN .... 210 Williams SIDEWALK ENGINEER ... WRITE Exhibit SPACE GUN ...... 85



when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

ABC

#### More Cig Sales Seen For 1956

NEW YORK, Dec. 31.-Americans are going to smoke more cigarettes in 1956 than they did in 1955, and they smoked more in die ride manufacturing firm here. 1955 than they did the previous year.

But, according to the Department of Agriculture, next year's total will fall far short of the record set in 1952. This year's output dress, 4303 75th Street. was reported at 414 billion smokes, compared with 402 billion a year earlier. In 1953, the figure was 423 billion, while the 1952 record was 435.5 billion.

The department bases its inthe prospect that employment and income will continue at high levels. On the other hand, increasing retail prices and additional State cigarette taxes will hamper sales.

#### N. Y. Operators

Continued from page 64

some coins in the juke box and shuffle game in the process.

But when the city boy moved tc mortgaged manor, there wasn't any friendly neighborhood tavern, and there was too much to do around the house. So the games and juke boxes lost a steady cus-

However, the mountain is now

#### FOR SALE

MIAMI BEACH	\$410.00
GAY TIME	335.00
GAYETY	240.00
VARIETY	265.00
RIO	75.00
ALL MACHINES IN A-1	CON-

DITION . . . JUST LIKE NEW One-third deposit, balance C.O.D. or sight draft.

NASTASI DISTRIBUTING COMPANY 912 POYDRAS MAgnelle 6386 or 7459

NEW ORLEANS 12 LA

#### POOL TABLES

BUMPER POOL-JUMBO POOL-HI-SCORE

BINGOS

Beauty ..... 105,00

Gayety ..... 295.00

HI-FI ..... 150.00

Mexico ...... 150.00 Miami Beach ..... Write

Stars 60.00 Triple Play ..... 395.00

Tropicana ...... 195.00

PIN & NOVELTY GAMES

Hot Rods ..... \$ 50.00 Hay Burners .....

 Hay Burners
 50.00

 Jalopy
 50.00

 Futurities
 50.00

 Steeple Chase
 50.00

 Spark Plug
 50.00

UPRITE GAMES

Genco 400 ......\$ 35.00 Golden Nugget ..... 65.00 Silver Chest ..... 95.00 Saddle & Turf, club

ON HUNTERS AND BUG.

ABOO, 5-10-25¢ play. Write for special prices.

RIDES

Miss America Boat ...\$295.00 Bally Space Ship .... 325.00

model ..... 275.00

FOOT VIBRA	OTA
A New Field	
for the	16533
Alert Operator	sparette 100
A Treat for	1 -
TIRED FEET	TREAT
Profitable locations	1
available everywhere	1
5c	理評
Coin Operated	DESCRIPTION OF THE PERSON OF T
Exclusive territories	
CONTRACTOR OF STREET	Acceptance of

available

List price, \$225.00; Operator's price \$195.00

Trades accepted FACTORY DISTRIBUTORS

ADVANCE—All Purpose 25¢ Vendors \$ 28.50 10¢ Comb Vendors \$ 24.50 Comb Vendors, 50 or more 17.60 Combs, per gross 3.75 10¢ Canitary Napkin 22.50 NORTHWESTERN—Newest

Tab Gum Vendors ...... 28.95 5¢ Package Gum Vendors ... 29.45 VICTORS—Standard Topper, 

DISTRIBUTORS FOR LEAF BALL GUM. SPECIAL QUANTITY PRICE.



#### ARCADE Batty Big Inning .. .. \$ 79.50 C.C. 6-Pl, Home Run .. 200.00 C.C. 6-Pl. Super

Sky Gunner 145.00 Silver Bullet 95.00 Ex. Jet Gun 125.00 Champion Hockey 85.00

Balloon-o-Mat, New 395.00 Drivemobile 150.00 Mills Violino Virtuso, as is

SHUFFLE BOWLERS

United 5 Player .....\$ 40.00

250.00

C.C. Hockey C.C. Basket Ball

Quizzer .......

COUNTER GAMES	ARCADE
Champion Basketball .\$ 15.00	Batty Big Inning \$ 99.50
ABT Challenger 15.00	C.C. 6-Pl, Home Run 200.00
Ex. Disposition Register 25 no	C.C. 6-Pl. Super
Ex. Personality Indi-	Home Run 225.00
Ex. Lovemeter 25.00	United Super Slugger 395.00
Got. 3-Way Grippers 20.00	Bat-a-Score Sr 65.00
Gypsy	Sci. Pitch'm & Bat'm . 150.00
Gypsy Fortune Teller 10.00 Merc. Grip Scales 20.00	Wms. DeLuxe Baseball 145.00
Pistol Target Skill 15 00	Wms. World Series 85.00
5. K. Grip Vue 20.00	Life a League 75.00
Three of a Kind 18.00	Evans Bat a Score 150.00
Zig Zag Skill 20.00	Heavy Hitter 35.00
	Bear Gun 125.00
Adv. Shockers, new 24.50 Kickers & Catchers,	Coon Hunt 175.00
new	Bonus Gun 295.00
Ship. 5¢ Wizard 19.50	Carnival Gun 275 00
CIGARETTE MACHINES	Daily Detender 155 on
	C.C. Pistol 50.00 Ex. Sportland 175.00
Aiax, 8 col., elec., new .\$125.00 Mercury, 9 col., new 210.00	EA. GUN Patrol 65 AA
Leni, 12 col., new 225.00	EX. DIX Shooter as as
Super Six, new 115.00	Ex. Dale Gun 50.00 Sky Gunner 145.00
Super Nine, new 155 00	Sky Gunner 145.00

COUNTER GAMES

#### CIGARETTE MACHINES

Ajax, 8 col., elec., new .\$125.00 Mercury, 9 col., new .. 210.00 Mercury, 9 col., new ... 210.00
Lehi, 12 col., new ... 225.00
Super Six, new ... 115.00
Super Nine, new ... 155.00
National 930, 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 25¢ or 30¢.
All used equipment shopped All used equipment shopped and refinished with 25¢ and

CANDY VENDORS, Used 5 Col. Mills ..... \$55.00 6 Col. Uneeda ..... 65.00 9 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 60 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, Edel-man, Rock-Olas - \$75.00

#### United Deluxe ..... 60.00 United Cascade ..... 75.00 United Clipper ..... 325.00 United Comet ..... 295.00 United Clover ..... 65.00 United Mars ..... 295.00 United 11th Frame .. 195.00 United Original ..... 70.00 United Rainbow ..... 185.00 United Royal ..... United Venus ...... 325.00 Super Frame ... 195.00 C. Star Lite ..... 225.00 C. Triple Strike ... 395.00 C. Flasher ..... 215.00 Bally Rockets ...... 275.00 Bally Mystics ..... 355.00 Genco 8 Player ..... 50.00

Keeney Carnival ..... 125.00 Keeney League Bowler 40.00 Keeney Team Bowler. 50.00 Keeney Bottle Pins ... 40.00

#### Newly Formed WANTED Kid Ride Co.

KENOSHA, Wis., Dec. 31. -George (Dan) Ash has bought the share of his partner, Gunny Lawrence, in the recently formed kid-

Formerly called A. & L. Kiddie Rides, the company will now be known as Dan's Kiddie Rides. Headquarters are at the same ad-

The company produces two models of coin-operated kiddie rides, both horse rides. Exhibited at the National Association of Amusement Parks, Pools and Beaches show at the Hotel Shercreased consumption prediction on man here last November, the horse rides feature a new black and white color motif.

The standard horse ride is 20 inches wide, 48 inches long and approximately 48 inches high. It is trimmed with leather bridle and stirrups and has a wooden base covered with aluminum.

The accompanying model is smaller in size.

moving to Mahomet. Developments have been developed, and zoning regulations are being bent to allow for bistros. Best evidence of this trend is in Nassau County, a Long Island suburb of New York, where Manhattan and Queens operators are picking up new stops, and where the coin business is getting better and better.

#### Industry Tribute

This development, in a sense, is a tribute to the juke box and the coin amusement game. Suburban communities are being invaded by hordes from the cities, evidently attempting to escape city life.

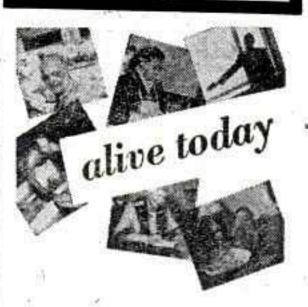
But they're bringing with them those pleasures in city life that they don't like to relinquish. And the juke box and the coin game are two of those pleasures.

WILL PAY CASH FOR COIN OPERATED

#### Kiddie Rides

**BIG BRONCOS BALLY CHAMPIONS** FORBES AMUSEMENT CO.

2106 Forbes St. Pittsburgh 19, Penn. EXpress 1-1613



#### . . because they went to their doctors in time

Many thousands of Americans are being cured of cancer every year. More and more people are going to their doctors in time.

But the tragic fact, our doctors tell us, is that every third cancer death is a needless death... twice as many could be saved.

For the facts of life about can cer, call the American Cancer Society office nearest you or write to "Cancer" in care of your local Post Office.

American Cancer Society

#### FOR SALE—COLD FACTS ON HOT BARGAINS

Miami Beach \$410.00	V. 1. 2	J. DAKOAINS
Big Time 365.00	Havana	Ice Frolics \$130.00 Beach Club 120.00
Variety 250.00	Gay Time 340.00	Beach Club 120.00 Frolics 85.00 Manhattan 230.00
alm Springs 120.00	Gavety 340.00	Manhattan 230.00
Oude Ranch 120.00	Surf Club 130.00	Manhattan 230.00 Rio 60.00
All games sold	on a guarantee basis. Or	e-third denocit

PHONE OR WIRE-PROMPT DELIVERY We invite your inquiries on any type of coin machines

920 Howard Avenue, New Orleans, La. Phone Canal 7137 Nick Carbajal, Gen. Manager

DISTRIBUTING, INC.

PALM BEACH.....\$ 49.50 VARIETY .....\$275.00 BEACH CLUB ...... 99.50 PALM SPRINGS ..... 120.00 DUDE RANCH ...... 125.00 LEADERS ...... 175.00 ICE FROLICS...... 160.00 IMPERIALS...... 150.00 SURF CLUB..... 139.50 GOLD CUP ..... 99.50 HI-FI ...... 139.50 CLASSIC ...... 89.50

> CLEANEST GAMES YOU'VE EVER SEEN! 1/3 DOWN, THE REST "SIGHT DRAFT"

Ask For Ben Mackie or Harold Hoffman 3726 KESSEN AVE CINCINNATI, O. MOntana 1-5004

### RECONDITIONED EQUIPMENT

As this issue of the Billboard goes to press, we have on hand the following reconditioned games; cleaned, rails scraped and lacquered and thoroughly checked and ready for location:

2—GAYETY\$250.00	1—SURF CLUB\$140.00
2-VAKIETT 250.00	3-DAIM CODINGS 140 00
1—HI-FI	1—RIO 75 00

Previous response to our ads has been good. Old customers come back for more, giving ample proof of their satisfaction with our equipment, both price and condition. You won't regret doing business with us. Rush your order for quick shipment.

811 EAST BROADWAY Phone: WAbash 1343 LOUISVILLE 4, KENTUCKY EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHS AND BALLY GAMES

Start '56 with a GOOD BUY!
WATLING FORTUNE SCALES 5 MILLS MODERNE SCALES 6 ROCK-OLA LO-BOY SCALES 7
KEENEY SPORTSMAN GUN
UNITED CLASSIC BOWLER
BALLY DUDE RANCH BINGO \$12 BALLY PALM SPRINGS BINGO 15 BALLY SURF CLUB BINGO 16 BALLY ICE FROLICS BINGO 16

IMMEDIATE DELIVERY--WRITE

**POOL TABLES—All Makes** 

IRV OVITZ ACME-INTERNATIONAL DISTRIBUTORS

3643-45 W. Montrose Chicago 18, III. Cornelia 7-7272

SEEBURG SHOOT THE BEAR	\$ 95.00
GENCO 2-PLAYER BASKETBALL	225.00
C. C. PISTOL PETE	45.00
EXHIBIT SILVER BULLETS .	45.00
EXHIBIT SPACE GUN	75.00
EXHIBIT DALE GUN	35.00
Send deposit for quick	shipment

ALABAMA VENDING CO.

Tuscaloosa, Ala.

Model C ...

#### **Beer City Jukes**

Continued from page 64

agreed operators. "We have to show them in black and white that total collections can be higher when operating on a dime even tho the number of plays falls off," declared Doug Opitz.

Dime Clincher

play, says Opitz, is the impressive new machines being used in dime play spots. "Once a location owner discovers that his competitor is making more money on his juke the Hilltop route are rhythm and box, and that dime play means a new machine, it isn't long before he wants to follow suit," said Opitz. Hilltop Coin Machine Company has installed new phonographs in all of its dime play spots.

Hilltop Coin has all of its dime play locations on the same type of commission basis: collections up to a stipulated amount go to Hilltop; locations take all remaining collections up to an equal amount, and

the balance is split 50-50. What about the reaction of local tavern patrons to dime play?

Opitz notes that there has been some opposition, but no more than can be expected to any price increase in any field. He points out that when location owners are shown how juke box operating costs have quadrupled in the last 10 years, they usually pass the information along to their customers and consequently opposition is squelched.

A check of collection receipts in

Hilltop's dime play locations revealed that 50 per cent of the coins taken in were quarters.

No special programming is used to promote dime play at Hilltop, except in a few locations where patrons have expressed a preference for classical music. "Use of classical records," says Opitz, "is a good deal for operators, since the disks can usually be left on the A clincher in promoting dime ay, says Opitz, is the impressive spots, he added, are turning in good results with EP's priced at 15 cents, two for a quarter.

> Most of the dime locations on blues spots where the juke box is an important fixture.

Joe Ash says . . .

When you compare quality with price. Active is never undersold

**EXCLUSIVE DISTRIBUTORS** FOR WURLITZER & D. GOTTLIEB & CO. in 5. Jersey Del and E. Pennsylvania



Joe Ash says . . . Los compradores en el extranero encontraran estos aparatos libres de contratiempos a los mas bajos precios de aqui.

Exportamos juegos de bolos (pin games) y velioneras (music machines) nuevas o reconstruidas listas para aperacion.

AMUSEMENT MACHINES CO.

666 N. Broad St. Phila, 30 Remont 7-4495 Write or wire for prices

"YOU CAN ALWAYS DEPEND ON ACTIVE-ALL WAYS

#### CLEARANCE SALE

IN ORIGINAL FACTORY CARTONS

**BRAND NEW ROCK-OLA MODEL 1536** 20 SELECTION DIRECT WIRE WALL BOXES

LIMITED QUANTITY

WHILE THEY LAST—FIRST COME, FIRST SERVED

(ORIGINAL COST 43.50 ea.)

F.O.B. CHICAGO 1/3 DEPOSIT WITH ORDER BALANCE C.O.D.

WRITE, WIRE or PHONE

GENERAL COIN MACHINE CORP. 3232 W. CHICAGO AVE.

PHONE: NEVADA 8-7611 CHICAGO 51, ILL.

## MORE SHAFFER SPECIALS

**Fully Reconditioned and Ready for Location** 

SEEBURG	WURLITZE
M100C \$595.00 M100-B 475.00 M100-A 250.00	1800
AMI	ROCK-OLA
E-120\$450.00 D-40150.00	1442 (50 Sel.)

4000		_		_				_	_	9	Г	_			
1800	٠												020	Y	/KI
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1400	Ō		-	•	-	-	~	-	•	•	-5		***	17	5.0

	A CONTRACTOR OF THE PARTY OF TH
\$450.00	1442 (50 Sel.) WRITT 1438 Comet \$495.00
150.00	1438 Comet \$495.00
100.00	1434 165.00

SEND FOR YOUR FREE COPY OF OUR COMPLETE LIST IN ILLUSTRATED CATALOG

COLUMBUS, OHIO INDIANAPOLIS, IND. 849 N. High St. 1327 Capitol Ave. AXminster 4-4614 MElrose 4-3571

#### ATTENTION, FOREIGN OPERATORS!

Now Is the Time to Plan for the Spring Season

We Have One of the Largest Selections of KIDDIE RIDES and TARGET GUNS

in stock for immediate delivery. These machines have proved their earning power on our locations and are best suited for

DEPARTMENT STORES—LUNA PARKS RAILROAD STATIONS, Etc.

Why not open up a new territory in your country? We will be happy to supply additional information on request.

Take Advantage of Our Closeouts on SHUFFLE **ALLEYS** 

Sorry we have been late on deliveries of

We have now caught up with our backlog

Write for Prices—Do It Today!

1423 SPRING GARDEN STREET



Stand \$19 627 W Auchington Apriles Superari Pr

SCOTT-CROSSE

COMPANY PHILADELPHIA 30, PA.



... Means the paid circulation of this business paper has been audited and certified by the Audit Bureau of Circulations. It also means advertisers know what they pay for . . . before they spend the money.

Copyrighted materia



# SPECIALS!

UNITED	UNITED
SPECIAL TOP NOTCHWRITE	Olympic, High Score\$95
Super Bonus, High Score\$425	Cascade, High Score 85
Venus, High Score 345	CHICAGO COIN
Clipper, High Score 345	BLINKER
Lightning, High Score 325	BULL'S-EYEWRITE
Comet, Match Score 295	Hollywood\$425
Comet, High Score 275 Banner, Match Score 285	Holiday
Banner, Match Score 285 Mercury, Match Score 285	Bonus Score 395
Ace, Match Score 260	Crisscross 235
Mars, High Score 275	Starlite 215
Speedy, High Score 275	Super Frame 195
Leader, Match Score 195	Hi-Speed, Triple Score 195
Team, Match Score 185	BALLY
League, High Score 185	L. Welling To The Control of the Con
Chief, High Score 175	Magic
Imperial, Match Score 160	Mystic
Royal, High Score 145	Victory

NITED	BALLY	BALLY
riple Play\$425	Gaytime\$425	Palm Springs\$165
evada 175	Gayety 295	Dude Ranch 145
lexico 145	Variety 295	Beach Club 135
io 125	Hi-Fi 165	Yacht Club 95
avana 125	Surf Club 165	Palm Beach 95
ahiti 125	Ice Frolics 165	Bright Lights 95

**ABOVE GAMES ARE** COMPLETELY RECONDITIONED

QUANTITY PRICES ON REQUEST

deposit, balance Sight Draft or C.O.D.

COIN MACHINES

#### FOR ALL BOWLING AND BINGO GAMES

	MAGIC	2
ŭ.	HOLLYWOOD 375	W241114 (2017) 2017 (2017) (2017) 13
	VENUS	SPECIALS
g	COMET 260	BALLY BIG THEFE
ì	TARGET 225	BALLY BIG TIMES
ì	LEADER 175	UNITED 5th INNING-NEW
	OLYMPIC 75	STERROR PERSONNELS CHIEF
	<ul> <li>Aller J. M. H. Lewis and D. Charles and C. Charles and D. L. Charles and D. Charles</li></ul>	

#### All State Coin Machine Exchange 2317 N. Western Ave. Chicago 47, Illinois

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

#### COINMEN YOU KNOW

Continuct from page 75

and Paul A. Laymon, Inc. The Knapps make the annual trip to visit their daughter who lives here.

Jack Neel, Riverside music operator, in town for his second visit in December. He finished up buying for 1955 and went home to make up a new list for purchases in 1956. . . . John Kitchersid in town on a buying trip from his home base in Long Beach. RaZor, who operates First National Music with Walter Hemple in San Fernando, left with Mrs. RaZor during the holidays to visit their son, who is a major in the Army at Fort Kit Carson in Colorado. The RaZors visited him a couple of years ago when he was stationed in Germany . Walter Hemple will join Ben Korte and Glenn Wolcott when they attend the Troupers' annual banquet and ball at Larry Potter's Supper Club early in January.

Al Martinez and Mrs. Martinez down from Santa Maria. Both were shopping with Mrs. Martinez visiting the downtown Los Angeles stores. . . . Don Edwards a visitor from Bakersfield. . . . George Landier, veteran Long Beach and Orange County operator, is enjoying his work as member of the band at Disneyland near Anaheim... Johnny Lantz is eagerly anticipating the arrival of his 1907 model English automobile purchased in France. He plans to enter it in a horseless carriage days celebration.

change.

Mo. 2c Cig Tax

Effective Jan. 1

ST. LOUIS, Dec. 31.-With the

In St. Louis and St. Louis

County operators indicated the price of king-size and filter-tip smokes may be increased to 30

cents a pack. The price for regular cigarettes will remain at 25 cents.

Out-State operators reported

they will use a single 30-cent price and enclose 2 or 3 cents in each

package for change. According to officials, close to 500,000 pennies

will be tied up in machines as

CHICAGO, Dec. 31.-The Cur-

tiss Candy Company, which is ob-serving its 40th anniversary this

month, paid special honor to its first five employees at a dinner

Monday. Honored were Hannah Frobel, Edwin Zeddies, Julius Se-

gal, Herman Krieger and Emil Engstrom. The five were with the late Otto Schnering when he founded the company.

Cleveland Coin

Machine Exchange, Inc.

Valley Manufacturing Distributors 2029 Prospect Ave. Cleveland, Ohio To. 1-6715 Write for prices:

new 2-cent rigarette State tax becoming effective January 1, eigarette vending operators are busy inserting pennies in packages for

#### Smoking Tobacco Down

Output of smoking tobacco for pipes and roll-your-own cigarettes in 1955 probably will total nearly 82 million pounds, Agriculture Department reports. This represents roughly 134 million pounds less than in 1954, and 25 million pounds less than in 1950, when the postwar deeline for smoking tobacco began.

FUNEST RECONDITIONED EQUIPMENT

#### READY FOR LOCATION

Gayety	300.00
Surf Club	175.00
	150.00
	140.00
Palm Beach	70.00
	275.00
	175.00
	110.00
	75.00
Yacht Club	70.00
	175.00
United Clover Shuffle Alley	65.00
C. C. Gold Cup Bowler, large pins	

ONE-THIRD DEPOSIT

# DISTRIBUTING COMPANY

#### 519 Central Parkway, Cincinnati 14, O. Phone Dunbar 1-5152 NOW DELIVERING Gottlieb's

SPOT POOL Chicago Coin's **AUTOMATIC POOL** 

Crown Pool

Keeney's FASCINATION POOL

> Wire, Write or Phone

#### State Music Distributors, Inc.

Abe Susman, Pres. 3100 Main Street Dallas, Texas Phone: RI-6455

# Why Are They Crowding Around?



TO SEE AND PLAY

# New 1956 Model BUNDERPIOL

"ASK THE MAN WHO OPERATES VALLEY'S BUMPER POOL GAMES"

GREATER PUBLIC ACCEPTANCE

GREATER OPERATOR **ACCEPTANCE** 

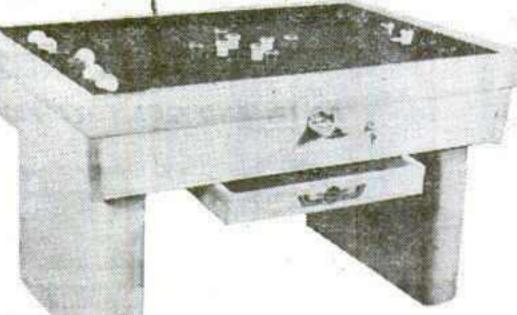
 STURDIER CONSTRUCTION HEAVY 34" STOCK

 NEW (LIMATIC TOP ADJUSTER

HEAVIER WEIGHT



THE **ELDORADO** OF **BUMPER POOL** GAMES



WIRE, WRITE OR PHONE FOR **COMPLETE DETAILS & PRICES** 

VALLEY MANUFACTURING CO.

333 MORTON ST. BAY CITY, MICH. PHONES 8587 or 8588

# NEW MODEL!-

#### NICKEL DISPENSERS READY NOW FOR

IMMEDIATE DELIVERY

- \* Single 5c Tube holds 200 nickels with feather touch operation.
- \* All die-cast parts in mechanism.
- \* Chrome-Plated mechanism.
- \* Detachable units (1c, 5c, 10c, 25c) as many tubes as you want (1, 2, 3, 4, 5-hole bases).
- \* All "wearing" parts of old model eliminated.
- \* Single 10c Tube with base attached available in quantity.
- \* Guaranteed accurate.
- \* Wall or Counter mount.

Exclusive Factory Representative

For Kwik-Koin Dispensers (Manufactured by McPherson Manufacturing Co.)

#### DUNIS DISTRIBUTING CO.

100 Elliott Ave. W., Seattle 99, Wash., Ph.: Alder 0414 (Inquiries Accepted Now For Local Distributors)

P O. Box 2008

Syracuse 3, N. Y., U.S.A., Ph. 75-1631

Mesa, Arizona

# WE WILL PURCHASE FOR CASH ANY QUANTITY OF THE FOLLOWING EQUIPMENT

- GOTTLIEB OR WILLIAMS PIN GAMES
- GENCO BIG TOP, WILD WEST AND SKYROCKET
- WILLIAMS SAFARI AND POLAR HUNT
- UNITED BONUS AND CARNIVAL GUNS
- SEEBURG SHOOT THE BEAR GUNS
- SEEBURG M100A

We are offering exceptionally high prices in trade for the equipment listed above toward Seeburg M100B, M100BL, M100C.

Write for complete details

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and International Mutoscope Distributors.



Remember IN NEW ENGLAND IT'S TRIMOUNT

40 WALTHAM STREET BOSTON 18, MASS Te E Liberty T- 9480.

1927-1956

29 Years of Leadership!

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

#### COINMEN YOU KNOW

#### Detroit

#### By HAL REVES

HEBERT SELLS JUKE INTEREST. Arthur L. Hebert has disposed of his interest in Arton Music, juke box operators, to Anthony Sanders, his former partner, and is now engaged solely in the office machines business with which he has long been connected... Mrs. Mary A. Barcey, who joined the ranks of the Motor City's feminine operators last year, has recently organized her business as the Midwest Amusement Company. Headquarters are at the Flamingo Bar, which she also owns. Currently running a small route of shuffle games and juke boxes, she plans to expand her operations in the same type of equipment for 1956.

#### COBRA CARTRIDGES

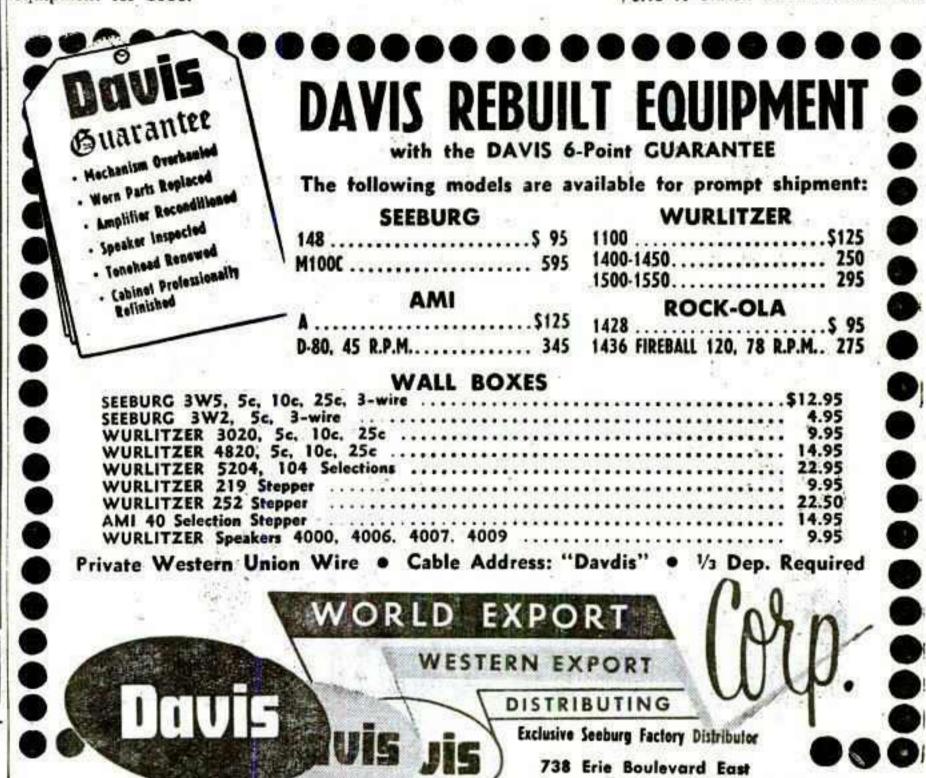
Realigned and Resurfaced, 75¢ each. Compare them with new cartridges. Cartridges returned within 10 days ELECTRONIC INDUSTRIES

#### •Panoram Operators! FOR SALE

We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.

Phil Gould /83 Market St. Newark S. N. J MArket 2-4275

GIVE TO DAMON RUNYON CANCER FUND





YOUR DISTRIBUTOR

NOW!

COIN MACHINES

IMMEDIATE DELIVERY

VENDORS

SHIPMAN 2-COL. STAMP MACH. \$ 15.95 LEHIGH PX 12-COL. CIGARETTE

SILVER KING HOT NUT 9.00
NATIONAL 918 CANDY VENDOR 95.00
MERCURY 9-COL, CIGARETTE

ALKUNO CRACKER VENDOR .. 27.50 ACORN CHARM VENDOR

CONTINENTAL CHANGE VENDOR 86.00 ROWE PENNY INSERTER

ARCADES

CHI COIN 6-PLAYER HOME RUN 200.00 SET SHOT BASKETBALL (Used). 295.00

MUTO. VOICE-O-GRAPH ..... 475,00 CHI COIN 4-PLAYER DERBY... 175,00

CHI COIN BASKETBALL CHAMP 195,00

CHI COIN GOALEE 90.00
QUIZZER WITH FILM 80.00

EXHIBIT GUN PATROL ..... 95.00

EXHIBIT SIX SHOOTER ...... 95.00 

AUTO PHOTO 1800.00
EXHIBIT BIG BRONCHO 350.00
EXHIBIT 5HOOTING GALLERY 150.00
UNITED CARNIVAL GUN 225.00
GENCO 2-PLAYER BASKETBALL 185.00

MISCELLANEOUS

GENCO SUPER BIG TOP ..... GENCO QUARTERBACK

EXHIBIT TREASURE COVE

CHI COIN 6-PLAYER SUPER

KIDDIE WHIP (New)

SKY GUNNER
BEAR GUN
COON HUNT

CHI COIN PISTOL

STANDARD METAL TYPER

GENCO SKY ROCKET BALLY BIG INNING

HOME RUN

(Electric, New) ......WRITE

15.00

KEENEY COFFEE VENDOR

ACORN CAPSULE VENDOR ....

ATLAS CAPSULE VENDOR .....

WITH CHICAGO COIN AUTOMATIC POOL

	BINGOS
	\$425.0
	295.00 425.00
SIG TIME	
WARIETT	295.0 175.0
CE EBOLICE	5 160.0
	NGS 150.0
DUDE RANC	
	IB 90.0
	IB
ATLANTIC (	CITY 115.0
BRIGHT SPO	OT 85.0
	H 85.0
PIXIE	490.0
HAWAII	110.0

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SCORE-A-LINE	TO THE PARTY OF	WRITE
BLINKER		WRITI
BULL'S-EYE		WRITE
HOLLYWOOD		\$375.0
BONUS SCORE		\$375.0
TRIPLE STRIKE		300.0
FIREBALL		
FLASH		195.0
FEATURE FRAME		160.0
SUPER FRAME		150,0
ADVANCE		125.0
TRIPLE SCORE		80,0
SUPER MATCH		
NAME BOWLER		50,0
CRISS CROSS TARGE	T	175.0
BOWL-A-BALL		95.0

#### UNITED BOWLERS

MARS										+	į.	¥	ķ			4	F	÷	÷	4	\$225	.00
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oc	K-OLA	1438	C	O	M	41	E,	т			9	0				445.00

1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT



coin machine exchange inc. DIRECT FACTORY DISTRIBUTORS OF ALL-TYPE COIN-OPERATED MACHINES

Cleveland 14, Ohio SUperior 1-4600

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

#### **Ops Face Collection** Problem on Conn. Tax

HARTFORD, Conn., Dec. 31.-Connecticut's eigarette tax is going up one cent a pack, effective February 1, and will run for a ninemonth period.

The move poses a problem for vending machine operators.

Operators, with a set 25-cent per pack rate, must either absorb the tax or reset all machines for nine months in order to collect the penny. Since the tax does not go on for over a month, operators say they plan further study before definite action.

The tax hike is part of a largescale program designed primarily to raise money for flood recovery purposes thruout Connecticut. The State was hit twice-in August and October-by disastrous flood waters, which knocked out business in both large and small cities, primarily in the Western and Northern sections of the State.

#### FTC Orders

Continued from page 68

good references or any requirement other than the purchase price. In making sales, they must not represent that cash outlay is secured by merchandise inventory and that no financial risk is involved nor selling required.

The companies must not claim that profits are greater than customary; that exclusive territories or financial assistance are available for expansion; that satisfactory locations for vending operating are obtained by the firms; that purchase money will be refunded to dissatisfied customers; or the availability to purchase supplies and obtain repairs locally thru arrangements made by the companies.

Finally, the order restrains the firms from representing they are endorsed by the Better Business Bureau of Chicago.

The agreement, it was pointed out, is for settlement purposes only. It does not constitute an admission of violation of the law.

## WE WILL TRADE 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

Exclusive Distribator For

ROCK-OLA

#### SHUFFLE ALLEYS

Bally Gold Medal	Write
Bally Jet Bowler	\$350.00
Bally Magic Bowler	400.00
Bally Champion	275.00
Chi. Coin Starlite	225.00
Chicago Coin Bull's-Eye Bowler.	Write
Keeney Century	250.00
Keeney Pacemaker	100.00
Keeney Bonus	150,00
United Rainbow	225.00
United Cascade	85.00
United Clover	75.00
United Imperial Bowler	175.00
United 6 Play Star	45.00
Un. Deluxe Comet Targette	275.00

#### WHILE THEY LAST—LIKE NEW 5 Chi Coin Criss Cross Target ...\$175.00

#### MUSIC Rock-Ola 1448 Mi-Fi, 120 Select. Write Rock-Ola 1446 Hi-Fi, 120 Rock-Ola 1438 Comet, 120 \$725.00 Rock-Ola 1428 Magi-Glo .... 49.50

ARCADE	
Now Delivering Bally Pin Pool.	Write
Genco Tournament Pool	Write
Bally Bull's-Eye Kiddy Gun	Write
Bally Hot Rod	Write
Exhibit Sportland (Moving	199.50
Target) Genco Quarterback	199.50 Write
Genco Champion Baseball 4 Bally Space Ships (extra clean)	395.00
	325.00

#### PINBALLS

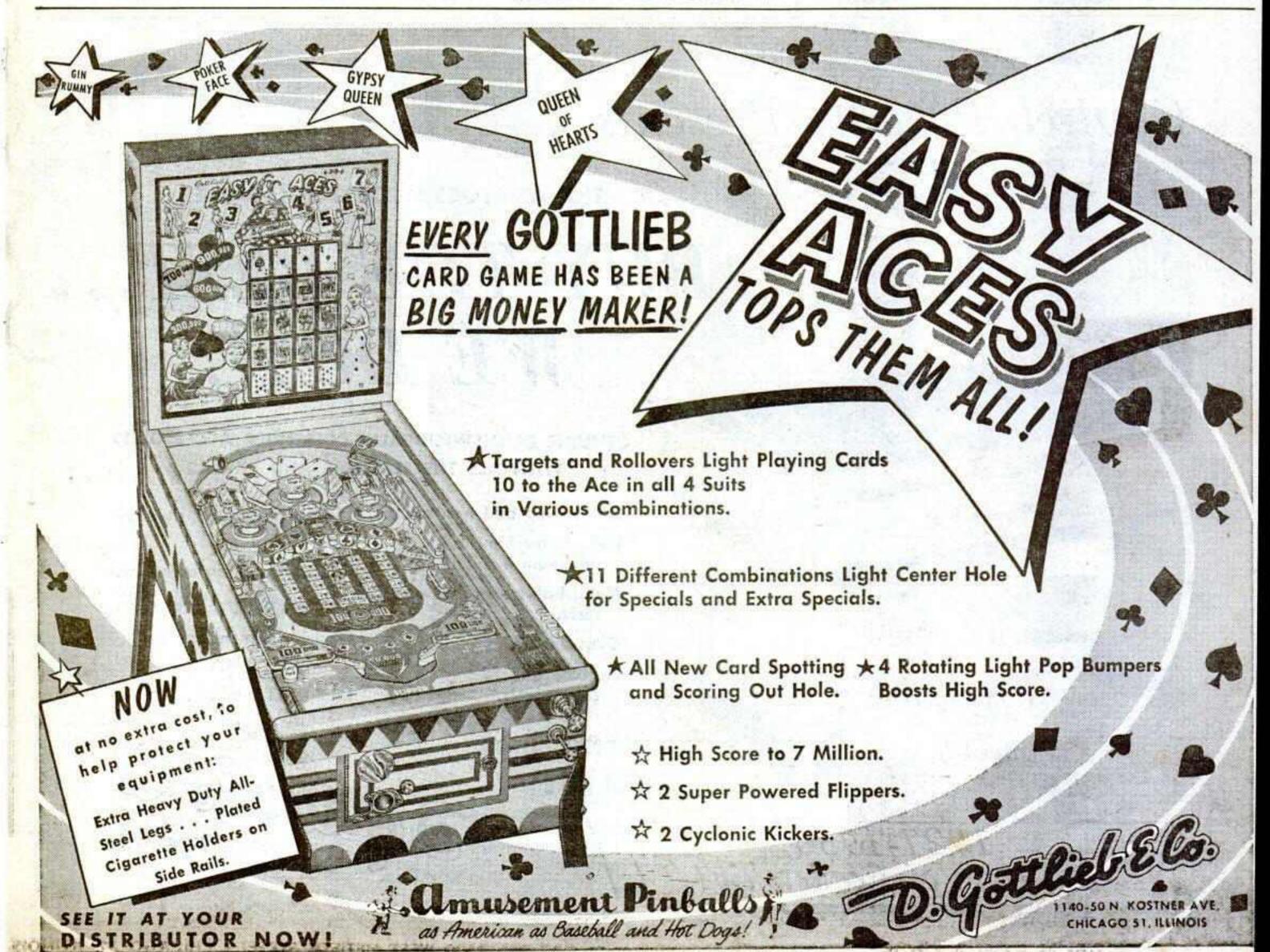
Bally Broadway	Write
Miami Beach	Write
Bally Beach Beauty	Write
Gaytime	445.00
	345.00
	175.00
Beach Club	125.00
Yacht Club	95.00
Hi-Fi	175.00
	75.00
Surf Clubs	195.00
Ice Frolic	175.00
Beauty	125.00
Bright Spot	95.00
Coney Island	
Dude Ranch	175.00

Distributing, Inc.

CHICAGO 51, ILLINOIS

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450 Massachusetts Ave. Indianapolis, Indiana



as American as Baseball and Hot Dogs!

#### BINGO MECHANIC WANTED

For route work. Regular hours —good pay and vacation. No drifters. Write to

BOX 837 The Billboard, Chicago, Ill.

#### ARCADES

Arcades Are Profitable-Opening One?

Specialists in Equipping Complete Arcades

Layout—Design—Estimates Forty-Four Years' Experience Write or Phone

Grandmother, new Write
Circus Target, new Write
Hydro Duck, new Write
Sidewalk Engineer, new Write
Metal Typers, new Write
Counter Games, all types Write
Pool Games & Pool Game Supplies Write
Exhibit Star Gallery\$225.00
Exhibit Shooting Gallery 175.00
Seeburg Coon Hunt 195.00
Air Hockey, Air Football, new 325.00
Bally Big Inning 100.00
Mutoscope Sky Fighter 110.00
Bull's-Eye Target Pistol, new 125.00
Williams Jet Fighter 195.00
Exhibit Wild West 195.00
Williams Major League Baseball 195.00
300 Illus. Catalog on Request.
271711 17171177

#### MIKEMUNYA

577 Tenth Ave. (at 42nd St.) New York 36, N.Y. BRyant 9-6677 43 YEARS SERVICE . EST. 1912

#### Recovery Aids

• Continued from page 68

East Berlin where he had a firsthand view of life in the Communist dominated sector, Leaf said.

"In East Berlin there are no highway signs, few automobiles and a scant selection of consumer products on the shelves of the 'HO stores,' which are government operated," he reported.

Restrictions were so severe that Leaf took chocolate bars with him to tide him over mealtimes. Communist identity papers are required to purchase all items, even candy in East Berlin, he said.

"The candy on sale here had little appeal," he commented. "The packaging was very poor, and since I could not buy any, I cannot criticize its quality."

#### L. A. Vending

Continued from page 68

ager; Paul Doane, Los Angeles sales manager; Kenneth Muhbach, Oakland sales manager; Norman Newell, San Diego sales manager, and Danny Lipson, supervisor of the mechanical department for the three outlets.

Under the firm's usual leasing agreement, a machine is placed on location for three years with a new unit installed at the renewal of the contract. Smith-Hudson will also service the machine if desired.

The firm was organized five years ago by Smith and Robert Hudson in Seattle. Smith purchased Hudson's interest when the latter became a member of the Armed Forces. In 1954 McIntyre became a partner in the company.



CHICAGO COIN AUTOMATIC POO

Original Front Play Sensation! Definitely the Best! Automatic Scoring!



11 Ways Better! Engineered by Exhibit . . . Breaking Profit Records Everywhere!



CHICAGO COIN

Newest of All! Exciting Center-Hole Feature and Light-Up Bumper Posts.

#### TARGET GUNS

FIRST-Conditioned EXHIBIT

TREASURE COVE .....\$395 SPORTLAND ... 235 SHOOTING GAL-LERY ...... 175
JET GUN ...... 125
SIX SHOOTER ... 110
DALE GUN ..... 65

GENCO SKY ROCKET ...\$365 RIFLE GALLERY 205 INVADER ..... 125 SKY GUNNER ... 125

UNITED CARNIVAL DELUXE .....\$265

#### FIRST-Conditioned CHICAGO COIN \* BLINKER ... WRITE \* HOLLYWOOD ... WRITE ARROW ... 355 \* HOLIDAY ... 350

\* CROWN ..... 85 10TH FRAME, 6 PLAYER 85 \* NAME BOWLER ..... 55 GENCO

\* MATCH POOL ......\$110 SHUFFLE POOL ...... 75

SHUFFLE GAMES \*Indicates "Match Game" UNITED \* DELUXE CAPITOL .....\$395 \* DELUXE CLIPPER .... 345 \* DELUXE MARS ...... 325 \* DELUXE COMET ..... \* BANNER .... 250 \* DELUXE TARGETTE ... 245 RAINBOW ..... 235 \* LEADER ..... 185 LEAGUE ..... 185 CHIEF ..... 175 ROYAL ..... 140 CLASSIC ..... 95

KEENEY

6-PLAYER ...... 45

\* BIKINI \$195
\* DIAMOND 185
\* BONUS 165
PACEMAKER 115 DOMINO
CARNIVAL
CLUB 10-PLAYER

COIN MACHINE EXCHANGE, INC.

Joe Kline & Wally Finke CHICAGO 22, ILLINOIS . Dickens 2-0500 Have purchased entire Binks Mfg. Co. inventory of their outstanding counter game: 3 Great Play Principles: Bingo Scoring - High Score - Steeple Chase (zig zag ball action). 1¢, 5¢, 10¢, 25¢ play. BRAND NEW Originally \$79.50-NOW L.



Your American Red Cross Is Always There After Disaster Strikes



Mahogany Grained Moulding—Cork Finish Body and Legs

- Green, rubber-backed felt
- Simple coin mechanism
- Levels on 2 Side Rails
- Leg Levelers

REGULAR SIZE 52" L. x 36" W. x 32" H.

1 2

White Diamonds on Side Rails



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



J. H. Reeney & Co., INC.

2600 WEST FIFTIETH STREET . CHICAGO 32, ILLINOIS

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#### POOL GAME PARTS and ACCESSORIES Immediate Delivery

Cue Sticks ... Ea. \$2.50 Phenotic Resin Balls. Ea. \$ 2.50 Cue Tips, Elk Leather ........ Package of 25 ... 75 Novo-Ply Panels, complete w/ cloth and holes. Ea. 35.00 Novo-Ply Panels, w/ rubber bumpers and cups. Ea. 42.50 

SPECIAL! Chicago Coin HOLLYWOOD \$350

Exclusive Chicago Distributor for the BEST in POOL GAMES!

CUE-STAR

by FISCHER

COIN POOL Marked for 3 or 4 Side Play

IMMEDIATE DELIVERY ALSO AVAILABLE FOR IMMEDIATE DELIVERY . . .

JUMBO SIZES—18" Longer!

CHARLEY PIERI Get Our List, New-Used Games, All Types Monarch Coin Machine, Inc. 2257 N. Lincoln, Chicago 14, III. Lincoln 9-3996-7

# "PLA-POOL" for Big Profits

MARVEL'S SENSATIONAL BUMPER-TYPE POOL GAMES . . . 2 SIZES

CHECK THESE EXCLUSIVE FEATURES:

a 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

Milwaukee Ave., Chicago 47, III. Tel.: Dickens 2-3444

GIVE TO DAMON RUNYON CANCER FUND

#### Midwest Ops

Continued from page 68

crease over-all volume sales in hot chocolate, tea and soup.

A tendency toward wider use of liquid concentrate-chocolate and coffee-became noticeable late in 1955. Caterers entering the vending field are using pre-brew equipment, and operators are following developments in pre-brew and selfbrew equipment.

#### Water Pre-Mix

Beverage sales, aided by the long spell of torrid weather that engulfed the nation this past summer, were excellent. However, operators are closely watching the progress in the pre-mix field.

(Editor's note: To date only franchised bottlers have had access to this equipment. However, one soft drink manufacturer is reported planning to release equipment to operators in areas not conflicting with his franchise bottlers.)

In the bulk field, Midwest operators in 1955 experienced one of their most competitive years, and in order to keep over-all sales up were forced to place more machines on locations.

While small neighborhood locations continued among the better outlets, the move is toward the high-trafficked supermarts, industrials and suburban locations.

Every conceivable kind of EQUIPMENT SUPPLIES AND SERVICES has been sold in

WHAT DO YOU HAVE TO SELLI Write BOX 666 2160 Patterson Street Cincinnati, Ohio

CHARLESTON, W. Va., Dec. | 461 in November a year ago. 31.-According to official figures tax receipts for last month were up said. from November a year ago.

last month, compared with \$190,- November of 1954.

Receipts for the fiscal year becompiled by the State Tax Depart- ginning July 1 also were up from ment, both cigarette and soft drink both tax sources, the department

Cigarette tax collections of \$3,-Cigarette taxes amounted to 154,443 were 20.7 per cent above \$523,881 last month, compared those a year ago, and soft drink with \$483,138 in November, 1954. taxes totaling \$1,488,865 were 8.4 Soft drink taxes netted \$210,040 per cent above those for July to

#### **Exclusive Distributors for** AMI-Chicago Coin-Exhibit-Genco-Gottlieb-Keeney-Williams GENCO WILLIAMS

AAIFFIWING
Army & Navy\$ 65.00 Colors
Dealer 110.00
Disk Jockey
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Lu Lu 215.00
Nine Sisters 109.50
Pefer Pan 210.00
Screamo 109.50
Thunderbird 144.50
Times Square 74.50
Wonderland 195.00
Participation of the second se
WANTED
4-PLAYER GENCO SKEE BALLS

#### MILLER-NEWMARK Distributing Co.

5743 W. Grand River Ave. 42 Fairbanks St., N.W.

Wishing Well . . . . . . . . 245.00

Detroit 8, Michigan Grand Rapids, Mich.

TYler 8-2230 Phone: 9-8632

CASH WAITING

THE

ORIGINAL

POOL GAME with OPTIONAL

TABLE LIGHT

FROM

DE LUXE

CENCO'S TOURNAMENT

OR 4 PLAYERS

For 3 or 4-SIDED PLAY

LATEST ADDITION!

GENCO KING SIZE TOURNAMENT POOL

18 inches LONGER

than Deluxe Model (same width)

for 25%

FASTER PLA

HINGED PLAYFIELD

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!

MFG. & SALES CO.

2621 N. Ashland Avenue Chicago 14, Illinois

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#### ARCADE EQUIPMENT **GUNS**

Mutoscope K. O. Champ, New\$560.00
Exhibit Treasure Cove, New 500.00
Genco Quarterback, New Write Genco Silver Chest 40.00
Genco 2 Player Baseball 475.00
Genco Wild West Rifle Gallery 450.00
Chicago Coin Super Home Run 250.00

W. B. DISTRIBUTORS, INC. 1012 MARKET ST. LOUIS, MISSOURI Serving the Operators for 25 Years

READY	FOR LOCATI	ON
BRIGHT SPOT		\$ 75.00
Andread Administration of the Control of the Contro		-
CLASSIC S/A		95.00
STARLITE S/A		175.00
TEAM S/A		200.00
CROWN S/A		50.00
NEW EXH	BIT DXE. SKILL	POOL
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W UNITED DXE. SLUGGER....

2303 W. Pico Blvd. Los Angeles 6, Calif. DUnkirk 3-1810

#### •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

#### BUY WITH CONFIDENCE FROM HERMITAGE

DINGO

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Spot Light	i.																				\$	3	5.1	00
Bright Spot											ï											5	0.1	ю
Atlantic City	-																					6	0,4	00
Frolic										٠		ı								٠		6	5.	90
Beauty																						8	5.1	00
Beach Club .																						113	5.6	00
Dude Ranch .																						12	5.	00
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HI-FI										i		ú	0						į.		1	15	0.0	90
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ARCADE	
Dale Gun	35.00
C. C. Pistol	50.00
Ex. Silver Bullets	65.00
Genco Rifle	215.00

Shipman Art Parade with Stand . 35.00 Ex. Card Venders . \$10.00 up Wilcox Gay Recordio . . . . \$125.00 One-third deposit, balance C.O.D.

All equipment ready for location

Tel. 6-5666

Hermitage Music Co. 74 Lafayette St. Nashville, Tenn.

#### Pool to Stay

Continued from page 72

"Pool game popularity keeps growing," he said. "Play is holding up terrifically, and the game has been on the market long enough now to indicate that it is no flash-in-thepan." Jones said Bally will "very definitely" keep on producing new pool game models.

Bally currently has four different versions of its Pin-Pool game now in production. Included are models with neon table lights located under playfield rails, and games with corner "hazard" holes.

D. Gottlieb & Company, having recently introduced its initial pool game model, Spot Pool, has found a ready demand for the game. Said Judd Weinberg of the Gott-lieb organization, There is an immediate market for every pool game we can turn out. We have a lot of ideas for new-type pool games, but right now we can't fill demand for our present model. The pool trend will last a long timehow long, we don't know." Weinberg said there still was a serious shortage of parts for the gamesespecially pool balls.

Art Weinand, Williams Manufacturing Company sales manager, said demand for pool games held up surprisingly well thru the holi-day season. "We have been well satisfied with the sales of our electric game, Score Pool," said Weinand, "as well as our regular-type models.

"If manufacturers can continue to produce more interesting models of coin pool games, the games may have the full impact that shuffle bowlers had in the industry," said Weinand.

Ralph Sheffield, Genco Manufacturing & Sales Company director of sales, said he is "inclined to believe that the pool game business will keep going strong for a year or more." Genco has added more factory help to keep production at a high rate. "We enjoyed a nice business during the holidays, and expect the pool game demand to be right back at a peak after New Year's," said Sheffield.

One factor that will help Genco meet future demands is that the firm has a fair supply of parts in its inventory. "Manufacturers are beginning to locate pool supply sources they can depend on," added Sheffield.

#### Pool Tourney

Continued from page 72

ident of Valley Manufacturing Company, pool game manufacturers here, the firm is receiving increasing requests for tournament rules and equipment from operators and location owners in other areas of the State, where tourney play has begun or is planned. Valley has drawn up rules for tournament play and is furnishing prizes and equipment for the competition.

Valley is considering a move to organize tournament play thruout the State and possibly in other areas of the country.

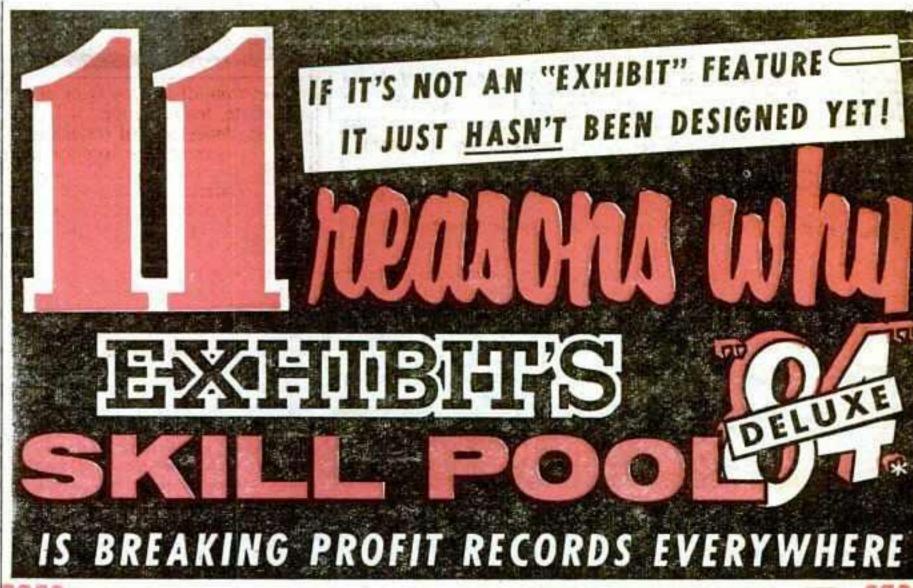
#### Supplies in Brief

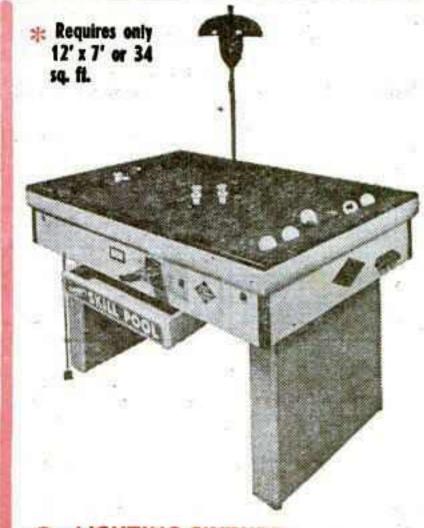
Continued from page 74

1954. More peanuts were reported used in making salted peanuts than a year ago, nearly the same amount for candy, but quantities used for peanut butter were down slightly.

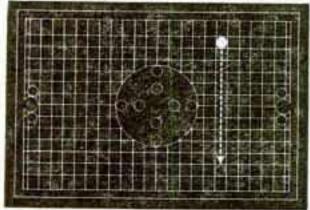
#### **Tobacco Production**

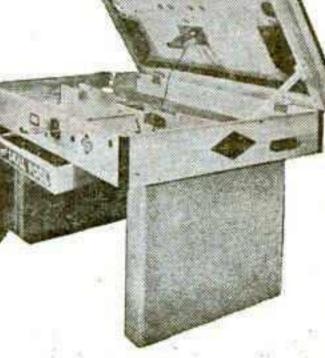
Production of tobacco this year is up slightly over last year, according to the Agriculture Department. The total of all types is 2,256 million pounds, third largest crop on record. Burley supplies marketed November 29 thru December 12 totaled 249 million pounds, averaging a record 58.4 cents per pound. This price was nearly 14 per cent above the price average last season. Altho this year's burley crop is much smaller than last year, total supply is still at about last year's record level because of larger carryover











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#### Pin Games Banned In Calif. County

SAN BERNARDINO, Calif., Dec. 31.-San Bernardino County supervisors have adopted an ordinance banning the possession of pinball games in the unincorporated areas of the county.

Officials estimated the ordinance would affect approximately 300 to 400 games located in out-of-city

County supervisors said they passed the ordinance, backing up Sheriff Frank Bland, who had called the games "a law enforcement problem." Bland said it was impractical to enforce the old ordinance which forbade gambling on

Opposition to a more inclusive pinball ban which would affect the various cities in the county has been voiced by the city of San Bernardino.

#### Valley Bows

· Continued from page 72

has legs which are attached by thumb screws, rather than the usual boxed-in legs. The legs can be folded up.

· Earl Feddick, Valley president, said the home-play model lists at \$99.95. He said the model will soon be provided with an interchangeable checkerboard top for checker playing, card playing and use as an extra table.

Tables of both models, the regular coin Bumper Pool and the home play game, are made of white maple, the tables manufactured by Valley.

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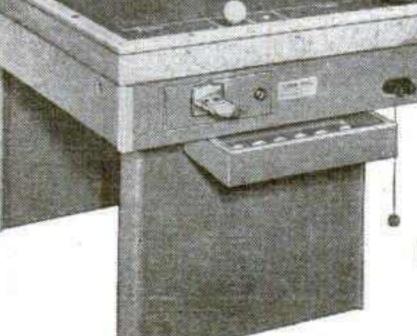
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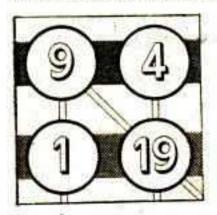


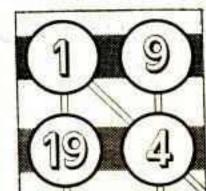
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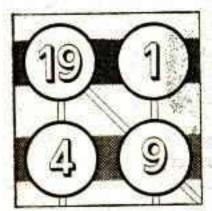
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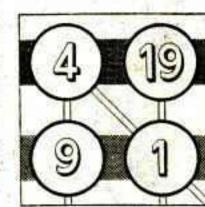
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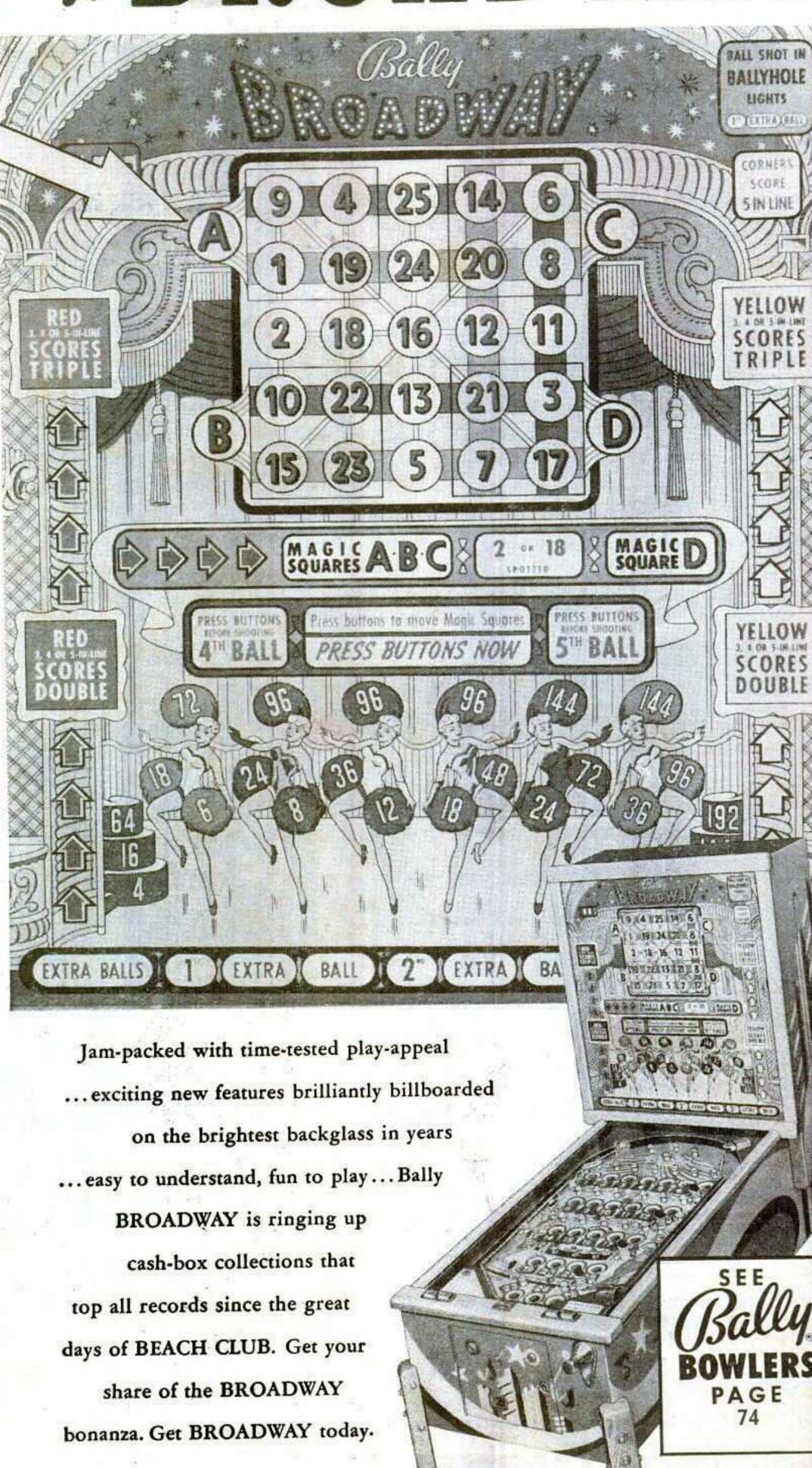
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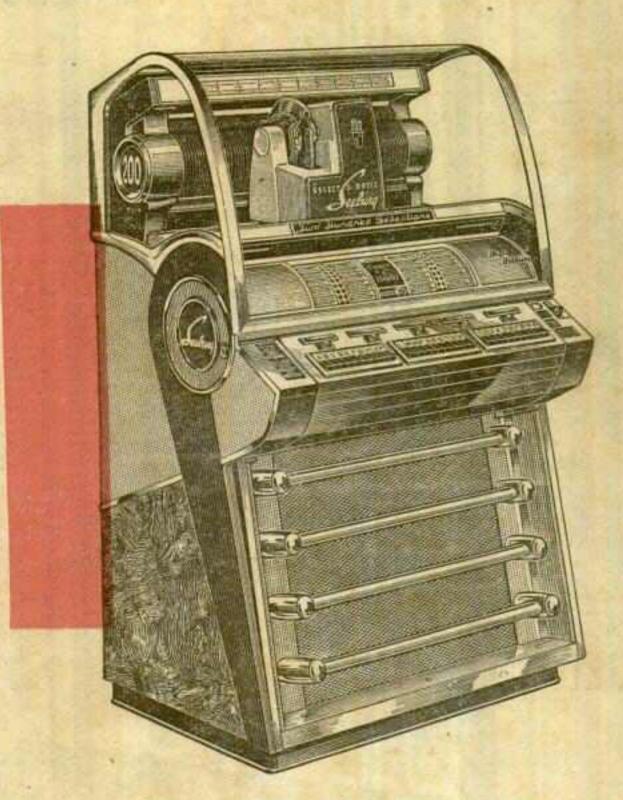
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