Album Buyer: New Juke Box Patent?

By BOB DIETMEIER

CHICAGO—Booming sales in the recorded product field in 1956 have caused juke box operators to look for new ways to increase their profits. One of the resulting inventions is a juke box that will permit the buyer to record his own music. The new juke box is expected to be available in June.

The juke box incorporates a number of improvements over the traditional juke box. It is equipped with a recording mechanism that allows the buyer to record his own music to be played back later. The juke box also features a built-in amplifier that enhances the audio quality of the recordings.

British Commercial Video Takes Giant Step in First Year

By DENNIS MCDONALD

LONDON—The British Broadcasting Corporation (BBC) has announced the launch of its first commercial television service. The new service, known as the BBC Commercial (BBC), will offer a range of programs including news, entertainment, and sports.

The BBC Commercial service will be broadcast on channel 24, which is currently used for experimental broadcasts. The service will be available to all BBC television viewers in the United Kingdom.

The launch of the BBC Commercial service is a significant milestone for the BBC, as it marks the first time that the BBC has offered a commercial service to its audience. The service will be operated by a consortium of private companies, including the BBC itself.

NEWS OF THE WEEK

Change in TV Audience Alters Type of Dramatic Fare

Background Music Writers Seek Larger Share in ASCAP Muton

Springboard for Top Directors

Background music writers meet with representatives of the American Society of Composers, Authors and Publishers in an effort to secure a larger share in music's distribution.

DEPARTMENTS AND FEATURES

Anthem: "The Star-Spangled Banner"

Jazz Ink: "Bird" by Art Breslow and "Gonzo" by D.A. Breslow

SAMA Exhibit Guide & Program begins on page 14

Bob Conti: "Never Too Late"

SOLD OUT

The Billboard

DECEMBER 1, 1956

AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE: 35 CENTS

WHAT CAN YOU DO WITH 60G OIL PAINTING?

NEW YORK—Murray Sporn, general manager of the fiction publishing firm, American Music, has had a good year. Among the hits he has husbanded were "Sixteen Tones" and "Glenfiddich." A year ago, however, he found himself with an unexpected hit on which he expected no energy of his own. Turning over a beginning painting given him nine years ago by his father-in-law to an art gallery for restoration, it was reported that the painting was a genuine Gaud Faux portrait.

This 17th century French painter is supposed to have made a number of portraits of the rich and famous, and Sporn's painting, a picture of a rich man, was expected to be worth at least $2,000. The Metropolitan Museum in New York, which acquired the painting from the gallery, decided to have it restored and appraised. The painting was appraised at $5,000, and Sporn was told that the gallery would like to sell it for $2,000.

Since the overwhelming share of the music business is dependent on a limited number of hit singles, most operators, faced with increasing costs, have been prone to ignore programming of a greater variety of tunes. The 1920 album boom, for example, was the result of a 200-selection machine, which never proved itself in spite of the recording and phonograph industry's work on various models of juke boxes.

An example of what's happening in the programming experimentation of a Columbia plant is the Columbia Symphony Orchestra, which has virtually disappeared on our stations with the modern disc in the hands of its machines in coming months.

Three Areas

During this first year of commercial TV, which covers three general areas—London, Bristol, and Manchester—BBC has grappled with a variety of problems. The most significant is the problem of financing.

Three of the more significant television shows are "The Bride's Story," "The Brides of the World," and "The Brides of the World, Part II." The last of these shows has been very successful, and the BBC is planning to continue it for at least another year.

The American advertising agency of J. Walter Thompson has been responsible for the programming of the shows, which are broadcast on the BBC's second channel. The agency has virtual control of the programming, and the BBC has agreed to pay Thompson a percentage of the ad revenue generated by the shows.

The agency has been able to attract advertisers to the BBC's second channel, which is broadcast at 9:00 p.m. on Tuesday nights. The shows are popular with viewers, and the agency has been able to sell them to commercial sponsors.

The BBC has been able to attract a wide range of advertisers to the shows, including such companies as the British Broadcasting Corporation, the British Film Institute, and the British Film Council. The shows are also broadcast in other countries, including the United States, where they are popular with viewers.

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TELEVISION PROGRAMMING

BY POPULAR APPEAL

New Slant on Hour Drama May Find Many Staff Shifts

NEW YORK—Hour-long dramas are in transition, say the producers, from enlightenment to excitement. New subject matter, with appropriate old subjects given a fresh and direct approach, will cause major personnel shifts among the top producers, such as the expected resignations of Washington Minot and executive producer of “Kate Alahmors Hour.”

Concerns among producers and ad agency men is that the TV viewer is no longer “of the middle class which brought sets to exist,” but is now “of a mass audience from every economic level.” Today’s public, they claim, is less interested in “artcraft-thrasher” and more interested in a period of pure enjoyment and situations.

These men foresee fewer productions like the “Antigone” and more those that might replace it, such as a “Clifford” which is probably TV’s most successful hour-long dramatic series today, pioneered the new style in fiction, just as “Studio One” and Fred Foy brought the Doodle-Check, like play.

New Authors

The new style may not spawn new authors as well known as those who have come to the trade. Robert A. Altizer, Horton Fonda, Margaret Whiting, etc., are all in the making.

Herbert Brodkin, Where Minor, who handles NBC TV contracts, will go on an goodwill tour.

A broad base of mass appeal is the current top requirement for scripts, which must contain problems, moods, and emotional reactions with which viewers can identify. A second requirement is is still on excitement. To satisfy these producers, will be buying “Clifford” type material, in which the viewer climbs into the TV set and lives with the characters of the tension that comes out of the set and grips the viewer for chills and thrills.

Classics Out

It is widely conceded that the classics of the literary arts draw audiences of a dimensionally acceptable. So, like opera, ballet and art films, it looks as if fragile drama and mood pieces have been struck from advertising lists. The praise and scores of critics as no longer proving the average audience.

Some Luck

The spokesmen also point out that the TV schedule leaves its heads like Coe, left TV dramas; now is a good time for the new look. When the new Warner Bros.-ABC TV drama debuts next fall, it will feature a “series of conflict stories set in a Mark Twain, America aura of audience empathy, created by fresh talents,” according to net work sources.

One clearcut statement of the big change in the old and new fall is the full of the happy ending, as opposed to today’s reliance on low brow endings.

NAMES CALLED

New Lines Written In Winchell Fracas

NEW YORK—Another contro- versial character is being written for the Walter Winchell axis, with some of today’s TV series denying poor ratings were the cause of its cancellation and the money for the other sponsors who’s buying out letting it be known that the star’s temperament was the chief cause.

Winchell, who has been blasting all rating services in his syndicated column, and put him to the task of the rating services for depriving him of other network sponsors. He is to begin a suit against American Research Tissue, the Pulse, A. C. Nielsen Company and Videocolor.

With five weeks remaining before the demise of the variety show, NBC-TV is faced with a replacement, but the time period which is being strongly contested, is being used to convince NBC and ABC of the value of the other sponsors who’s buying out letting it be known that the star’s temperament was the chief cause.

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MEETING CALLED

Met-Sullivan Contract Worries Web Execs

NEW YORK—Reports of an NBC-CBS top level conference held on the heels of the tradition, breaking contract between the two networks to the project will be met by concern, according to NBC’s Opera Company, Network executives have expressed the fear that a dangerous precedent has been established in which a company can demand and receive money from a producer who wants to hire performers with tensions coming to that country.

Rodolph Flieg, general manager of NBC, has voiced concern over the block of offers Sol Hurock to several current stars of the Met, for an season for appearances on his “Festival of Music” stars of “Production of Music.”

Most of the singers, including the Met’s top diva this year, Mario Callas, succeeded to Bing’s position as the soprano; also, were signed for a special tour in America, signing for dates on Sullivan’s show, the Met gets an increased price for these Sullivan appearances.

Bing is making no secret of his plans to make the Met’s part of the tour something fanaus enough to command attention. Controversy will surround last week by Bing’s “suggestion” to tenor Richard Tucker, only Met star to have accepted Hurock’s offer, that he withdraw from the NBC-TV show. At the time the talk turned mad.

CBS News Signs Of John Houseman

NEW YORK—CBS-TV reportedly is on the verge of signing John Houseman, a former American Shakespeare Theater Festival at Stratford, Conn., in itsEnemy of the State” the old fashioned and has also produced the West End “Executive Suite” and “Bad and the Beautiful,” which won an Academy Award.

Robert Herdige who is current news director of “Armbrust Circle Theatre” from 1950-1953.

He is particularly known for his work in developing young writing talent.

12 TV SHOWS TO REP U.S.

NEW YORK—The government has finally gone on record that television is a form contributing to our culture. Twelve TV shows will be chosen next year to represent the U.S. at the 1958 Brussels World’s Fair, a festival of creative arts at which 60 nations will compete for the prize for their plays, movies, painting, etc.

Howard Cullman, noted legt. angel, has been named Curator of the operation which will choose and present our entries and will head a committee to pick the 12 video programs.

RATING PROBLEM ON GIANT STEP

NEW YORK—CBS-TV still seems to be having problems with its Wednesday evening program, which is called “Giant Step,” the new kids audience-participation show now has a 31.7 on ABC-TV, and the combination of Eddie Fisher and Ann Miller, a 40.1. Thursday’s Thanksgiving professional football however, did very well with a high of 45.5, topping a 15.4 average from 12:30-2:30 and a 14.3 share of the audience.

Pepsi-Shulton ‘Cinderella’ To Cost 555G

NEW YORK—Pepsi-Cola and Shulton will co-sponsor Rogers and Hammerstein’s TV musical “Cinderella.” The hour-long production is one of the most expensive one-shots ever to cost, will be shot in color, black and white.

It marks the re-emergence of Pepsi as a high budget sponsor which is following the pattern of explosion advertising so successful for Shulton last season. The entire production will be presented March 31, somewhere between 7:30 and 9:30, pre-empting “Toot of the Town.” It will also feature Andrews of ‘My Fair Lady.”

Pepsi’s current TV advertising consists of a series of spots sponsored by its bottles. At one time it tried to revive a spot on CBS-TV and also sponsored an anthology dramatic series, Kenyon & Babbitt is the Pepsi agency.

Hoag Joins CBS As Account Exec

NEW YORK—Bob Hoag, formerly with Hoag-Shultan, has been named to the network’s sales as an account executive.

He replaces Chuck Reeves, who has resigned to join Screen Gems, whose new network national under John Mitchell. Hoag is a veteran broadcasitng executive.

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Robert Herdige who is current news director of “Armbrust Circle Theatre” from 1950-1953.

Gregory’s First Drama Quarte du “John Brown’s Body” the W. W. Hudson classic “Green Witches” and a show about Walt Whitman.

Houseman will continue to the general dealing of the American Shakespeare Festival for the next several seasons.

Roberts as CBS’s East Story Editor

NEW YORK—Ed Roberts has been appointed East Coast editor for the CBS-TV Network Programming department. To assume this post, Roberts resigned from Rotten, Baron, Davenett & Osborn, Inc., New York.

Circulation Department

Mary Vincent, manager of Advertising, has resigned, and Flora C. O’Connor has been appointed manager of circulation, succeeding Miss Vincent.

Seymour J. Fairchild, chairman of Fairchild Publications, Inc., has been elected to the board of directors of the Fairchild Technology Corporation.

PUBLICATION ORDER

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**Hot ‘Playhouse 90’ Scripts Lure Stars**

**HOLLYWOOD—**Much of the success of ‘Playhouse 90’ and its golden rating period is based on its first solid opposition Thursday nights, even though it is still rated in the top 10, probably due to the rather weak shows which have been presented and which has already grown into the most popular live dramatic anthology on television.

CBS-TV’s West Coast programming vice president Bob Cummings, noted not claiming that it’s done with millions, says that most of the stars used recently on the program are only a power of the script, not what the scripts are. However, they received their regular compensation, the show couldn’t afford to pay them.

The policy, according to Scalpone, is to go for the unusual or slightly off-beat script, taken from any source. For instance, “Sincerely, Willis Wayde,” “Forbidden Area” and “Eloise” are or were adapted from the Sherman and Sons’ line from a New Yorker which had been turned down because the height of the project was too high. ‘Years later, the same project was accepted. In the case of ‘Heavyweight’ the script, it was written by the average script writer in the better than $7,000.

The story of the series is the establishment of the first on ‘CBS’ where the star is to use a combination of several important names, rather than spend the same money on one outstanding star. On ‘Heavyweight,’ ‘Templeton and Sons’ ‘Cheyenne,’ ‘Hiram Johnson,’ ‘Bandana’ and ‘Flemings’ were used, as were ‘Ralph Edwards’ and ‘Ralph Cole.’ Then, there was the opportunity to find new talent. And, second, there is to our community early in the year when business conditions may change and they may be forced to consider cutting back their TV expenditures.

But the problem is a big one to the industry, and one which has the important agencies and sponsors pondering. Millions of dollars are involved, as well as the sales success of many important corporations, hence this becomes their primary advertising effort.

The biggest sponsors who use film properties may not be able to change their minds about TV on TV, they may be able to buy them when they do. They have become very aware of the problem, especially this season, when many of these programs are being felt to strikingly.

Another alternative, of course, is to reduce the film production. There is little speculation about this, however, because of the circles, with film still the main hope for the future of TV programming.

When electronic video programming (that is TV-taped) comes into its own, the situation of the film from film stock may start to place pressure on TV. It is possible that film NAT is not the answer that allows the only tape.

**Crowell-Collier Nixes TV Start**

**NEW YORK—**Crowell-Collier’s plan to enter the broadcasting business on a grand scale fell through when the publishing company canceled its purchase agreement for the time slot in New York City and the Red Broadcasting headed by Harry Biren. It was to have been on the latter’s three TV stations and four radio stations. The negotiations were in Indianapolis, Minneapolis and Grand Rapids, Mich.

The reason given for C-C’s change of mind was that ‘Encyclopaedia Britannica’ was another project that the company was not interested in. The Federal Communications Commission’s regulations that $15,000,000 deal was being financed by Edward Sayre and Associates, with the National Bank of Detroit.

**Swift to Nix ‘Uncle Coons’**

**NEW YORK—**Swift is canceling ‘Uncle Johnny Coons’ shortly. The show now is on the Tuesday evening, 11:30-12:30, ‘Cowboy Theater’ which follows, 12:30-1:30, ‘Coke’ followed by 1:30-2:30, ‘CBS’ slot and a replacement may be offered in the 1:30-2:30 period.

The web expects that ‘Cowboy Theater’ will improve its ratings in that time slot and that it will benefit the audience further of the ‘Uncle Coons’,” which precedes

**Procter Readies State Dept. Series**

**NEW YORK—**Bronnie Procter is preparing the new hour-long, half-hour and five-character series for NBC. The series will have the benefit of information from U. S. State Department files.

The producer is also at work on a New York City police department series.**
NO. 1, NO. 2, NO. 3, NA
IN TWO CONSECUTIVE

"HIGHWAY PATROL"
Starring BRODERICK CRAWFORD

NATIONALLY
NO. 1
SYNDICATED PROGRAM
PULSE MULTI-MARKET SURVEY COVERING 10 OR MORE MARKETS

"The Man Called X"
Starring BARRY SULLIVAN

NATIONALLY
NO. 2
SYNDICATED PROGRAM
PULSE MULTI-MARKET SURVEY COVERING 10 OR MORE MARKETS

"I LED 3 LIVES"
Starring RICHARD CARLSON

NATIONALLY
NO. 3
SYNDICATED PROGRAM
PULSE MULTI-MARKET SURVEY COVERING 10 OR MORE MARKETS
SHOWS RATE TIONALLY!

PULSE REPORTS!

AUG. 1956  SEPT. 1956
22 MARKET AVERAGE  22 MARKET AVERAGE
17.8  17.9

AUG. 1956  SEPT. 1956
14 MARKET AVERAGE  14 MARKET AVERAGE
16.8  17.8

AUG. 1956  SEPT. 1956
21 MARKET AVERAGE  19 MARKET AVERAGE
16.1  17.3

NOW! READY!
ZIV'S NEXT BIG RATING WINNER!

MEN OF Annapolis
STARRING THE U.S. MIDSHIPMEN AND TOPFLIGHT HOLLYWOOD STARS

HURRY!
Write or phone today for a pulse quickening audition of our newest rating winner "MEN OF ANNAPOULS"!
Coast Filmers Mull Production in Peru

HOLLYWOOD — Inexpensive television films and features that could not be achieved or (b) the savings in cost per seat as was offset by the additional receipts is a no-brainer.

The present group, Kenneth Rawlings, Marshall Grant, Herb Stone and Kenneth Herts, believes that these factors are overcome in the new production paradigm—Peru.

Rawlings and Grant, producers of the "Mayor of the Town," TV series, have had a telecasters, "King of the Jungle," shooting in Peru for the past two years. For the past several months they've been living in Lima themselves.

What cuts production to a fraction of the former cost, but that labor is priced at practically nothing. Extra receive 10 cents a day, and the full crew can be hired for $80,000 to build here can be contributed for $40,000. For practical purposes there are no exports.

Some facilities and crews reportedly are adequate and, if necessary, can be flown in from Brazil. Some of the equipment has been transported from New York to Peru, or as many as 35. Some can be brought down. Even English-speaking people can be made irreplaceably available. Lab work, however, would still have to be done locally.

Some of the prizes being quoted are $40,000 for a full-length feature in color, $4,000 for a half-hour TV show, $1,200 for an ani-

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EVERYBODY IS TALKING ABOUT NTA...

Never, never, never before...since the inception of television...has there been such praise, such prime ratings, such buzzing, as there is for NTA's great film programming.

Here are some of the comments received from stations all over the country:

KROC ROCHESTER, MINN.
"We have just completed the first in ten weeks of SELZNICK SPECTACULARS using the ten big Selznick features in the TNT package, and public reaction was so great that we haven't recovered yet...For the first time in three years of scheduling feature films we have been lauded by the press, critics and the public. And most important of all, we have sponsors who are so happy that they will be with us for a long time to come."

WKY-TV OKLAHOMA CITY, OKLA.
"...We are quite pleased with the job the features have done. In a recent program covered by an ARB area survey, the features cluttered "What's My Line" and Ed Sullivan..."

KFZ-TV FT. WORTH, TEXAS
"...It was gratifying to learn that on the first showing of "Notorious," starring Ingrid Bergman, our station was either first or tied for first every quarter hour...Since we are in a four-station market competing with the basic schedules of the three networks, we feel that these ratings are nothing short of spectacular...The audience and sponsor reaction to top quality movie fare has been most gratifying."

WTYP PEORIA, ILL.
"...As far as results for sponsors are concerned, we have noted with satisfaction that sponsorship is increasing. One client, the Beard Motor Company of Peoria, was so impressed with ratings and results that the sponsor has now bought a spot a night for thirty consecutive nights."

KSLA-TV SHREVEPORT, LA.
"...Of the seven late night movies, the Friday, Saturday, Sunday and Tuesday shows were from the Selznick TNT package. We are extremely pleased that the late night movies during this rating period received the highest rating that we have had in Shreveport."

Flash!

They'll be talking longer and louder about the NEW BIG 20th Century-Fox Feature package...on the way...with such proven hits as:

* Gentlemen's Agreement
* Miracle on 34th Street
* The Razor's Edge
* This Above All
* The Snake Pit
* Laura

All the details are available from:

NATIONAL TELEFILM ASSOCIATES, INC.
60 WEST 55TH STREET • NEW YORK 19, N. Y. • PLAZA 7-2100

If you want a proven, successful package of top feature films
CALL, WRITE, WIRE TODAY for full details!

HAROLD GOLDMAN, V.P. Charge of Sales
Bristol-Myers Moves Ahead
In Feature Sponsoring Trend

Spreads Deals Over 6 Markets,
Hunting Good Movies in 6 More

NEW YORK — Bristol-Myers has moved to the forefront of the new trend in feature production and distribution with the announcement of a series of deals to sponsor movie programs in two more markets, Atlanta and Philadelphia, which brings its movie spread to six markets. The deals are said to be discussed but not final, and may include other deals in still another six markets. Furthermore, the company’s representatives, Young & Rubicam, are understood to be interested in obtaining sponsorship of movies on any major-market station that can come up with good pictures at the right price.

Bristol-Myers and Y&R are thinking of putting together all these movie shows under one title.

The six movie shows Bristol-Myers has bought already will give it a taste of four different major services.

In Philadelphia, where it will be on KFPT-TV, Friday, 8:10 p.m., next January, it will sponsor top Warner Bros. films, which the station bought from Associated Film Distributors. In Los Angeles, which will be on WDentU-TV, it will hire a 65th-Fax pack, which the station bought from Time-Life Telepictures.

On the Triangle stations, (Philadelphia, Bristol, Winston-Salem, N.Y., and New Haven Conn.) it will have primarily Warner Bros. films, with NBC and 20th also.

Late Buys

On the Triangle stations, Bristol-Myers is getting the Friday or Saturday night late run picture. In Philadelphia, WFTL-TV is moving up its usual Saturday night show, "The Movies," from 11:35 p.m. to 10:30 p.m. It will make this move first with its Friday night show, which debuts next Wednesday (7) with "Mickey Mouse Club." The move will come as a surprise to the late night fans, who have long considered the picture "too light" for that time slot.

The money Bristol-Myers is putting into the feature film sponsorship is understood to be under a new household, which is expected to take over its operation this fall. The move will be made in an effort to boost the station's value in its current market and to increase its target audience in suburban areas.

As the money wholesale picture selection in Philadelphia is said to be:

Desilu Sets Pilot for NTA

HOLLYWOOD — The first pilot to be produced by Desilu for NTA under their recent six-show agreement has been set to be filmed on an "Official Detective" magazine, story rights to which have been secured.

Program will probably have a house detective, and it is being studied by "Sheriff of Cochita," currently in production.

Desilu plans to produce four pilots in addition to those for NTA, making a total of 10.

Western Pix Shot in Eng.

LONDON—Probably the first Western series ever filmed here, "Tombstone," goes into production January 15 under the direction of Earl R. Brough Jr. The half-hour frontier show is the first Western ever made in Tombstone, legendary burial place of the Outlaw, Billy the Kid.

No American distributor has been set yet, but two pilot films are currently being screened in New York and Hollywood.

By LEIGH VANCE

LONDON—Before commercial TV operation here, as long ago, it was felt that the only way to operate the scheme at a profit was to turn out film for resale in the U.S. S.

But, in fact, so many serials designed primarily for American use have been sold in America. Douglas Fairbanks, the Dashing Brother and Hanrahan, Wisteria's other serial for the U.S.

serials, make for a reasonable half-hour show could be sold for as long as $9,000, the minimum figure now would be at least $12,500. For anything with any real class, producers would be willing to spend $18,000 and that has to be seen by the executive in cost and general time lag because of the distances involved.

Ignorant of the cost of the films, British producers simply do not rate from the technical value of the picture. British producers say privately that the greatest failing of their product is the difficulty in making.

Sark Crispell

The classic American TV

HITS 21

Metro Sells to WTAR-TV

NORFOLK—WTAR-TV, here, last week became the 21st station to buy the M-G-M library of feature pictures. The deal was closed with WSBD-TV, Atlanta.

The deal here in Norfolk is understood to be the smallest in terms of value, as it is understood that the Metro has so far made. It has made deals with other M-G-M stations, including a station in one other country (such as Altonna, Pa.), but those were part of multi-market deals.

Whether or not Metro ever in fact sells all its libraries as such it has been rumored that the Metro will concentrate on its feature library to make for a better saleable product.

PACIFIC STUDIO FACILITIES

ABC-TV to Use Warner Bros. Studio Facilities

HOLLYWOOD—ABC, making an effort to put all its independent productions under one roof, has reached an agreement with Warner Bros. for the use of facilities here.

The agreement is non-exclusive on both sides, and the producers, mainly interested in the use of studios at Desilu, will not be forced to move all of their productions into Warner's, however, is going ahead with the construction of new offices, according to the agreement.

For ABC the concentration of its operations in the studio will provide, primarily, ease the liaison problem which now exists. studio, operating at only a fraction of its capacity, has been forced to operate at full capacity in this way. Both studios expect to produce several hundred TV shows and two radio series in the next several weeks, to complete the Hollywood-New York operation.

Lilli Palmer's Gets 3 New Desilu Pilots

NEW YORK — National Television announced Sunday, December 1, that Lilli Palmer, famous in the past season as one of the dramatic anthologies, has signed three new contracts. This brings the total number of films in the series to 36.

The three Desilu films are "Carnival," coming later this fall; "Just Off Broadway," with Muriel Ostransky, and "The Silver Frames.

NTA had a sales option on "Sheena's P. A.", but relinquished its option on the three films now signed by Lilli Palmer. The deal was with Desilu, by which the latter will make six pilot productions, as well as, for example, Desilu.

Desilu's show was produced in London by England's Tower of London.
Hollywood Pix Cost Mulled by Broadcasters’ Promotion Assn.

By BERNIE ASESSL

CHICAGO—How much should a station be willing to pay for the glittering Hollywood film features that are being promoted for the station’s benefit through a solicita-
tional question in a seminar on the "Pulse Films" by Theodore J.ritable, origiri-
ning the initial convention of the Broad-
casters’ Promotion Association (BPA), which closed Saturday (17). The cost of the film, the partic-
On what day will the film be available?
Based on the information provided, the film will be available starting Thursday, July 29, 1959.
BUFFALO
3 TV STATIONS
74 STATIONS
Population—1,123,300 (14th in U.S.)
Employed—44,000
Retailers—3,600
Advertising
Northern—$1,549,117 (194th in U.S.)
Showcase—$303,200
Drug Stores—$240,357

COLUMBUS, O.
3 TV STATIONS
74 STATIONS
Population—1,852,400 (51st in U.S.)
Employed—32,500
Retailers—3,600
Advertising
Northern—$2,310,000 (80th in U.S.)
Showcase—$381,000
Drug Stores—$218,000

DETOUR
4 TV STATIONS
74 STATIONS
Population—2,818,400 (93rd in U.S.)
Employed—36,000
Retailers—4,000
Advertising
Northern—$2,641,614 (144th in U.S.)
Showcase—$397,000
Drug Stores—$260,100

Above figures include following stations:

TOPI NETWORK SHOWS
1. Love Story, WBNZ, M. 4:44
2. Search, WBNZ, M. 4:44
3. Top Network, WBNZ, M. 4:44
4. Top Network, WBNZ, M. 4:44
5. Top Network, WBNZ, M. 4:44
7. Top Network, WBNZ, M. 4:44
8. Top Network, WBNZ, M. 4:44
10. Top Network, WBNZ, M. 4:44

TOP MULTI-WEEKLY SHOWS
1. Million Dollar, M. 1:50
2. Million Dollar, M. 1:50
3. Million Dollar, M. 1:50
4. Million Dollar, M. 1:50
5. Million Dollar, M. 1:50
6. Million Dollar, M. 1:50
7. Million Dollar, M. 1:50
8. Million Dollar, M. 1:50
9. Million Dollar, M. 1:50
10. Million Dollar, M. 1:50

TOP Syndicated Films
1. The Lady Vanishes (20th), WBNZ, M. 12:27
2. The Naxos Kid (20th), WBNZ, M. 12:44
3. The War of the Worlds (20th), WBNZ, M. 12:33
4. The Trenches (20th), WBNZ, M. 12:50
5. The Magic of Monty Wool (20th), WBNZ, M. 12:23
6. The Thin Man (20th), WBNZ, M. 12:10
7. The Big House (20th), WBNZ, M. 12:07
8. The Thin Man (20th), WBNZ, M. 12:07
9. The Big House (20th), WBNZ, M. 12:07
10. The Thin Man (20th), WBNZ, M. 12:07

TOP Syndicated Shows
1. Match Game (20th), WBNZ, M. 12:50
2. Match Game (20th), WBNZ, M. 12:50
3. Match Game (20th), WBNZ, M. 12:50
4. Match Game (20th), WBNZ, M. 12:50
5. Match Game (20th), WBNZ, M. 12:50
6. Match Game (20th), WBNZ, M. 12:50
7. Match Game (20th), WBNZ, M. 12:50
8. Match Game (20th), WBNZ, M. 12:50
9. Match Game (20th), WBNZ, M. 12:50
10. Match Game (20th), WBNZ, M. 12:50

Decline in Sets
Prompts Rating
Drop in N. Y.

NEW YORK—WPIX, here, has questioned the validity of a recent article (The Billboard, November 17) pointing out that syndicated shows are being dropped by them from the schedule. The article says that the pick-up in sets by a number of new syndicated shows starting down from last April. It is not true to make any such comparisons for the period August to October, because WPIX, which has a high concentration of early morning programs, is due to have a grand total of 50 sets as of October 1st, and is far below what is in the spring, in many periods about 10 per cent below.

Syndicated programming here is actually doing better this season than last, with WPIX, Comparing the period August to October, with October, 1956, WPIX finds that the average audience is down only 13 per cent by American Research Bureau, up 5 per cent. by the Nielsen Station Index. According to the Nielsen Averages, sets are down 5 per cent as compared to a year ago, which leads to the conclusion that the share of audience pulled by its syndicated programs must have increased.

In the interest of economy and convenience, the board of directors has decided to switch to the schedule of all sets. This will reduce the number of sets by about 20 per cent.

SHOOTING
DeMet Plans
'All-Star Golf' Film Series

CHICAGO — Shooting began Wednesday (10) on a new sports series produced by Pete DeMet in association with Leon Uris, who pioneered the televising of horse racing, which is to be called "All-Star Golf." It will be shot on location in Flintridge and Tucson, Ariz., in five country clubs, and a $30,000 prize
Vets to Sponsor ‘Hidden Treasure’

NEW YORK—An entirely new type of sponsor—a charitable organization—will be using spot TV when the Disabled American Veterans, Inc., presents “Hidden Treasure,” in one of the more major network spots sometime during the week of September 2nd. Thirteen-hour film shows in the series will be presented once a month through January of 1959.

The DAV, however, is using the program in a unique manner—that is, to raise money for its various charitable services. This it will do by means of the network spots interpolated in the show and for which the viewers will be asked to pay $1 to participate. They will have a chance to win prizes totalizing $50,000, the top prize being $25,000, the second prize $15,000, and eight awards ranging to $1,000. There will also be 30 other prizes.

The initial budget for the first show and prizes runs around $300,000. Of this 500,000 will be spent for production and about $100,000 for promotion of the series, which will be handled by ABC/TV.

Visual Clues

Production of the show is handled by William Tell Producers, headed by William T. Clements, the original producer of the show, featuring such talent as Jules Dassin, Bob Hope, and many others. There will also contain visual clues called “Tongum.” These can be detected in the show with ease, which of which a minimum of 20,000,000 will be printed each month, giving an idea of the hope for the magnitude of the show.

It is expected that should the DAV get a return of between 75 to 80 per cent on its first show, the entire cost of the monthly show will be recouped. And expectations are that the return will be much larger based on similar contests in newspapers which have brought returns as high as 12 per cent. The DAV hopes to increase its prize money after the first show, if it proves successful. It will attract even larger numbers of participants. It will process all the entry blanks. The executive producer of the series is Karl Gerlock.

Koblenzer to NTA Net

NEW YORK—Bill Koblenzer has signed the NTA Film Network as its sales executive. For the past year he has been with ABC TV and before that he was national salesman of the Du Mont network.

Comedy Runus

Continued from page 8

The star of the show is your product. And effective insert photography keeps your present—its use, its benefit—top of your prospect’s mind. And effective insert photography is the key to smooth presentation.

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Today's Disk Buyer Rates Decibel Volume Over Music

Taste Revolution Spotlights Hi-Fi Excitement Preference

By BILL SIMON

NEW YORK—There are more of them today than he ever did before, but there is no clear-cut average record buyer is something that could make Beethoven, Bach and the other masters of music smile in their graves.

According to Bernard Brandel, the disk buyer for the big-time Liberty Music Shage chain here, his customers are buying delicately, not music. "They want high excitement, serious point, and music. That's how it's been here for years."

In the flood of new album releases, the familiar flashy cover or flashy publicity that attend certain releases deter all but the biggest volumes. No matter how great its quality, an item that is not selling.

In this respect, the classic field now closely resembles the pop field. In the past, sales fell off at the rate of one-third of the top 100,000 copies at stock at one time. In the field, however, content takes a beating. That, says Brandel, is in jazz, and here tastes actually appear to be broadening. The true jazz buyer, however, is not to be confused with the "noise" buyer. (Continued on page 17)

FATS & MARTY CORONATIONS

NEW YORK—Fats Domino and Marty Robbins, hip rap field, both honored for recent diskings last week. In Detroit, Fats Domino won the Billboard triple crown award in the rhythm and blues category, while the same prize was extended to Robbins in the country field for his record of "Singin' the Blues." The sale of the Robbins disk, an extended artist for any disk which sells more than 3,000 copies (retail, jukebox and disk jockey) in a given category in any single week, is a sign of the times.

Risek Auction Nets Better Than 74G

Bulk of Disks and Audio Equipment Ordered for Resale Goes Under Hammer

By BEN GREGG

NEW YORK—Disk auctions will go on at the New York warehouse this week, as a number of dealers, including the same group of buyers which previously purchased the M-G-M Records field. First disk for the seller will be "Augie Moore's Blues" and, according to rumors, the session was taken by both English and Japanese Hit & Run.

Other particular items are collector's albums, arranged by both Bob Doud, the seller, and the Berry Kiels, a rare and collectable. In the country field is the "Man From Nowhere," a ten on the Willi Blackman and Smiley and Kitty to the Rover.

PERSONAL APPEARANCE GOLD

Diskeries Put Heat on TV Race for Platter Plugs

By JUNE BUNNY

NEW YORK—Record manufacturers are stepping up their efforts to grab all TV plugs for new platter plugs on TV. Some recent shows during the last two weeks.

Practically all of the major labels are engaged in TV plug-plugging. One of the recent one to concentrate on the network scene was a sign on one man to concentrate on the network scene for the appearance of the TV shows here Bernard B. Schwartz, Std. Dick Line at Columbia; Joe Decca-Coral; Sid Fidelsky, M-G-M; Kenny Myers, Mercury, Bob Kolarzke, Cadence; Si Paul A-B-C-Paramount; Henry Orsini, etc.

Although the big variety shows are always anxious to sign an artist who has a selling record up, and this one to introduce their new RCA Flop -- "Brother Adal"

While, Teresa Brewer, who cut the same tune for Capitol, was covered up to (No. 1 to 25) on Ed Sullivan's "ABC Spot," the other top films released for CBS, "Good Times," and "Good Times," in the past year, and from the "CBS Spot." (Continued on page 17)

Belle Paris Book-Disk Sales Tie-In By Urania

Continued from page 1 page


"The idea of the book," says Elena Paris, "is to have a special cover display rack to accommodate both the book and disk. We started with about 6,000 units and we're shipping the disk book probably will make a good sale during the Christmas season.

Dave Rothfeld, the firm's sales head, points out that the tie-in is strictly designed to make the record package appealing rather than just selling the disk. "Without the album," he says, "this book would be more of a novelty disk."

The "Dream of Paris" is the first of a series of similarly titled mood-music disks.

Coral Cashes In on Welk's Disk Parleys

NEW YORK—Coral Records has cut a sub-contract of $50,000 in cashing in on the tremendously popular "Mr. Musician" of Lawrence Welk. This time the focus of purifying artists from the size of Welk disk and audio dealers.

The deal was set by Cadence's sales chief, Bob Kolarzke, and King exec, Jack Kelly. The assignment works out here that is the possibility of King will take over in Canada in some other areas. King has its own distribution outlet now in about 30 cities.

FREEDOM KEYNOTE

Tiomkin Berates Musical Snobism

NEW YORK—"Some like Bach," said some like Gershwin and today rock and roll . . . these are all good for certain models, and they make them feel good. The American music, "Thus spoke Dmitri Tiomkin, noted screen composer, who last week flew into New York for visit. The composer of "High Noon,"...

Record Roll Forum Skedded

HOLLYWOOD—Record Roll Service, Coast rock Jobber headed by Eddie Maceo and Larry Shulman, has announced the record merchandise forum December 18 to serve representatives of supermarket and drug chains, as well as record manufacturers and distributors. Program will feature a motion picture about the "Record Roll" service, with a discussion by Dave Feniger, one of the "Record Roll" agency on "Records and Advertising," and talks by Irving Tarr, Edward Maceo, Sam Paul, Section, and George Paul, Section, and a representative of the record merchandising, in addition to a demonstration of high fidelity and... (Continued on page 17)
SPA Cautions Cleffers on Cap. Pacing
Form Claimed to Limit Earnings; Cap. Says Not

NEW YORK—Singers-Pres. Protective Association has advised its writer members that they should give no new contracts to judges in the future before they sign a release form, to protect themselves from being liable to action by songwriters. According to SPA, this has the effect of transferring a writer's rights to a manuscript to the record company and limiting the payment of any potential remuneration to $100.

The letter added that the SPA's major concern is to deal fairly with writers who submit material, such as writers' committees, to prevent detrimental to their interests.

In his letter from Cap. Bob in the group's legal staff, the SPA has advised the foundation's legal staff that the group was formed some years ago to protect the record producers.

Columbia to Plug Special 'Nativity' LP

NEW YORK—Columbia Records is rushing out a special MatteoBes album for the Christmas season because of the extenuating potential promotional campaign. The album is being released at this time to match with the book, the "The Coming of the King," and the daily Bob Creely television shows. Both the book and the album are contemporary. The book is by Allen Capek's "The Coming of the King," and its story of the Nativity is being used.

Finkelstein Hypos Copyright Reforms

ASCAP Legal Fundit Sounds Warning on Protection of American Works Abroad

NEW YORK—An analysis of the ASCAP Legal Fundit program, with emphasis on the need for reform in the copyright laws, has been published by the Finkelstein, ASCAP legal top, Tom is titled "The Copyright Law's Record Prevent.

Finkelstein notes that while the last revision—of which 1890—half century has elapsed, during which time there has been a complete revolution in the art of music production, the act reflects the views of the American composers, 1812—before the era of sound films, and the related branch of sound

Record Musicians' Court Suit vs. AFM

S&SB Mil Action Charges Diversion of Funds, Breaching of Fiduciary Duties

NEW YORK—By decision of the court, the American Society of Composers, Authors & Publishers can be expected to take action against the American Federation of Musicians and Radio Workers. The court has ordered the Federation to pay more than $8,500 to the Society for breach of its fiduciary obligations.

The action, a forebear of at least one other suit to be filed by the American Federation of Musicians, is the third action taken by the Federation in New York Supreme Court. The action specifically charges that a collective bargaining agreement negotiated for the players by the Federation in 1954, which provides for wage increases of 10 percent per beginning January 1, 1954, and of 2 percent per annum, was breached by the Federation in breach of its fiduciary obligations to the players.

Complaint, filed by attorney George Weinberg, lists 90 claims against the Federation, which has since been disposed, as Vice-President Cecil Beaudry and board member Samuel Ziffer, in addition to the Federation.

Finkelstein Hypos Copyright Reforms

ASCAP Legal Fundit Sounds Warning on Protection of American Works Abroad

NEW YORK—An analysis of the ASCAP Legal Fundit program, with emphasis on the need for reform in the copyright laws, has been published by Herbert Finkelstein, ASCAP legal top. Tom is titled "The Copyright Law's Record Prevent.

Finkelstein notes that while the last revision—of which 1890—half century has elapsed, during which time there has been a complete revolution in the art of music production, the act reflects the views of the American composers, 1812—before the era of sound films, and the related branch of sound

Dublin's Musicians' 3rd Match

A country fair was held in the midlands, and there were a number of interesting events. The main attraction was the Musicians' 3rd Match, which took place on the last day of the fair. The match was between two teams, Team A and Team B, and it was a close contest. Team A was led by Brian O'Reilly, while Team B was led by Seamus Kelly. The match was played in front of a large crowd, and there were a lot of spectators.

The match started with a strong performance from Team A, who quickly took the lead. However, Team B fought back, and the score was 3-3 at halftime.

In the second half, Team A continued to dominate, and they scored two more goals to take a 5-3 lead. Team B tried hard to get back into the match, but they were unable to find the net.

The final score was 5-3 in favor of Team A. The match was a great success, and it was well attended by the local community.

The Musicians' 3rd Match was a great opportunity for the local musicians to showcase their skills and entertain the crowd. It was a great day for everyone involved, and it was a perfect way to end the country fair.
Lamas Gives New Twist to Exploitation

NEW YORK — Lamas Music, publishing affiliate of BKO Unique records, is employing a new twist to the traditional touring promo—buying the hit record on the floor chart, then giving away tickets to the show. The promotion is in effect for the Eddie Fisher, Debbie Reynolds "Bundles of Joy". According to the firm's top management, the promotion, which is having considerable success, is designed to keep the hit record on the floor chart and to increase the record's sales.

The firm also has been offering a new promotion, "the Hit's Dinner Box". This promotion has been successful in introducing new artists to the public. The "Hit's Dinner Box" promotion is being offered to radio stations in an attempt to promote local artists.

Am-Par-Mennen

Continued from page 15

instant "Mama's" album by Sid Celler's Orchestra.

The LP cover will be prominently featured in Menzies' new marketing program, which spotlights "a Lady in Waiting" theme. This theme is also used on the cover of the album, which contains the words "in Waiting" and "Waiting for the girl".

The firm's top management is confident that the promotion will be successful. They believe that the promotion will increase the record's sales and that the "Hit's Dinner Box" will be profitable.

ASCAP Performance Credits

Continued from page 15

ate a contract with motion picture producers who are interested in using the song in their films. The contract provides for an initial agreement between ASCAP and the producer, with the producer paying a royalty fee to ASCAP for the use of the song in the film. The contract also includes provisions for the renewal of the agreement at the end of the initial term, subject to the satisfaction of ASCAP and the producer.

In addition to the contract, ASCAP also has a policy of ensuring that the song is used in films that are distributed by major film studios. ASCAP requires that the studio must agree to a minimum number of uses of the song in the film, and the studio must pay ASCAP a royalty for each use of the song.

Plus Records Offers Suit Settlement

NEW YORK — Plus Records and the firm's proxy, Samuel Kaufman, announced today an agreement in principle to settle an infringement suit by nine music publishers, headed by Shapiro-Becker, against Plus Records and the firm's operators. The suit was filed last year by the publishers, who claimed that Plus Records had infringed their copyrights by making and distributing unauthorized recordings of their songs.

In the settlement agreement, Plus Records agreed to pay the publishers a total of $1 million over a period of five years. The agreement also provides for the publishers to have a say in the future administration of the settlement, and it includes provisions for the enforcement of the agreement in the event of any breach.

In the settlement, Plus Records also agreed to pay the publishers a percentage of future revenue from the sale of the unauthorized recordings. The agreement provides for the publishers to receive 15% of the gross revenue from the sale of the recordings, and Plus Records has agreed to pay the publishers an additional 5% of the revenue as a royalty.

The settlement agreement also includes provisions for the enforcement of the agreement in the event of any breach. The publishers have agreed to cooperate with Plus Records in the enforcement of the agreement, and Plus Records has agreed to pay the publishers a percentage of the revenue from the sale of the recordings in the event of any breach.

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Heat on Race for Platter Plugs

• Continued from page 14

scale—in order to gain TV exposure for their new discs at the right time.

Booking Confusion

However, confusion has resulted from too many bookings working in the same artist, with a warbler sometimes permitted to two different shows for the same date. In a move to eliminate such problems, Bob Miller, RCA Victor's top artist promotion chief, recently sent out circular letters to radio stations asking, "Are You Out?" forms to all of the label's artists.

The form (sent out on a weekly basis) lists all of the important TV shows, those utilizing record names as guests, and asks the artist to fill in the dates he is booked for, or negotiating to be booked on, the programs.

Thus Miller hopes to re-ordinate his own efforts with the artists' agents and avoid any double-booking embarrassment. It also supplies him with a check list of
guest shots so that RCA Victor's field force can be alerted to tie in plan promotions, and chart the best record with his forthcoming TV appearances.

A lack of record artists have appeared on TV within the last couple of weeks so even top stars are eluding to do guest shots during the next few days, many of them doing both shows.

Steve Allen's Sunday night show spotlighted record names as guests, then the "Green Door" last Sunday, (Co-writer, respectively, Allen's George Hamilton VI on the previous week, Clark's Vince Martin plays "Cindy, Oh, Cindy," on Allen's show December 1, followed by the Hl Ley, December 3, and Ed Sullivan's "The Collins Kids," December 23.

Up-Top for the Winchell show includes Columbia's Hill Carney, November 30, and Frank Sinatra, Peggy Lee and Frankie Laine, and the Teen-Agers scheduled for December 7, Sinatra is also booked for the "Big Time Show," thereby assuring his new Capitol single "Lovin' Lovers" a better vend-off. Also on the December 2 Sullivan show will be Johnny Ray and Rosemary Clooney.

Sullivan is credited with giving vocal artists a big lift when he recently bet the crooner-on-the-air-that the man who could ask his listeners to help him win a singing contest, and record Capitol's execs said the disk—already a best seller but past two weeks or more—certainly picked up sales-wise the week following the appearance.

Perry Como and the Decca's formula LP and the Victor's Dinah Shore November 23, will spotlight Johnny Ray, December 2, Carl Hines, December 9, Bing Crosby, December 1, Julie London's new "Colored Girl" set and Perry's a day later, the latest Coral single on the forthcoming Jonathan Winter show. Carl Kress' "Ding Dong Glad Tidings" on Christmas NBC-TV show, November 28.

Barry Gordon warmed his new M-G-M disk "I Like Christmas" on female-oriented shows November 30 and did "Rock Little Caliuss"—his other hit of the season—on "The Charlie Thomas ABC-TV film series November 20, M-G-M gamers another TV film plug in a show now, when James Brown is scheduled to sing some of his latest hits, a TV film portions of "Ring a Ting Ting." Coral Active

Coral is batting plug after plug after song on Lawrence Welk's top-rated ABC-TV show for the maestro's

new Christmas LP and his yule singles. Coral's Dorothy Collins is back on Herb Shiner's CBS-TV show, November 27, and Capital's Paul and Mary Ford plugged his big LP on the Shiner's ailer November 30.

Guy Mitchell warbles on Diahn Share's NBC-TV show December 9, ABC-Paramount's daily specials for its new Micky Mouse Club disks on ABC-TV's "Mickey Mouse Club" show. The McGuire Sisters, thumbed selected songs from their children's album and their latest single "Goodnight, My Love" on the Goebrecht CBS-TV show November 21. Steve Lawton, Roy Acuff, and Lefty Frizzell made the NBC's "About That Girl!" the same night on "Tonight."

Will Rogers Jr.'s "Morning show" on CBS-TV hosted Eddie Heywood, Brian Freeman, Frank Wren, and the Barbara Carroll trio last week, while Todd King, Earl Garner, Helen Grayco, Shirley MacLaine, and Betty Johnson are scheduled for the next two weeks. NBC-TV's "Tonight," and Dave Carson's "Today" also book rec- ord artists on a regular basis.

Bally's Betty Johnson kicked off her "Dancing Through History" on "Modern Romances" last month, via a five-day acting-thrashing stint on the NBC-TV series.

CBS-TV has been running regular plug for Columbia's new original cast album "The Strongest Man in Town" on its "Ace Hour" in advance of its release December 23. The album, featuring Vin Demus, Betty MacDougall, the Four Lads and Johnny Desmond, hit the market last week, marking the release of the LP. The album was made available for sale before the show hit TV.

Today's Buyer

• Continued from page 14

who is attracted to the loudest and brashest cut of the season. Certain best-selling Dixie disks, some at high "snoo" prices, account for the sales, as no single Norway show ever has yet it for outside collector-type buyer at the present, without more. The new "Loncaster" act LP was made available for sale before the show hit TV.

classical and show music disks, and the shadow of the business inimical im- ported platters. Today, however, the pop and jazz business practically equaled that of the new LP show volume. As in previous years, I'm sorry I can't say, but I do think that LP is a big factor in the overall picture.

Bonducci himself has been with Liberty for 10 years, starting in the shellac era and making the transition to LPs. He makes it a policy to order every LP that comes out and to keep it in stock for one full year. Thus if a disc is dropped in the second year, they will be dropped at the earliest exp- ortuity.

Record Rock

• Continued from page 14

instruments. The function of rack abolishing, delivering the goods, cutting, eradicating, erasing taxes and other industry problems will be aired.

Prog were part of the field at the Grand Ballroom of the Ambassador Hotel here.

Risek Auction

• Continued from page 14

manager of the Jaberockers, who has on hand, hit on 1,735 Columbia "C "Fair" type albums at a cost of $2.85 each. In another big sale, a Long Island dealer bid $5,000 for a bulk quantity of 17,000 LP disks.

Also included in the sale was a small quantity of bass reflex speaker- enclosures as well as 190 tape recorders. The latter, available thus distributors at about $15 west for $99 each. Other items sold included a number of Berlant hi-fi components, the latter, available three-quarter ton air conditioning, which sold at $85 each.

Times Columbia, New Jersey distributor for Columbia Records, has already instituted an action to reclaim a number of records shipped to Ritz, which the firm himself has listed for purchase. The firm's total claim is over $70,000. No delivery will be made of any Columbia records sold at the auction, pending outcome of a hearing of Time-Columbia's action starting on Monday (23).

Ritz, already known to be an operator in numerous fields, at one time even got into the business of making records at his Rock and Roll phonograph plant, in July, when another of his firms turned out records in the style of the Beatles group and began a "Beatle" version of their first album, which they titled "Swing for the Fences." It is not clear whether the Beatle groups' owners have been notified of the sale, but they will have to decide whether to consider any sales from this collection as new albums, and therefore, in violation of their copyright in the original.

All are still holding out to sell the latest and greatest LPs. As they are often held out, not sold, at the highest prices, they will be sold at as low as they are sold, and will be sold at as low as they are still in stock.

Lyrics by BUDDY KAYE

(Co-writers, respectively, Mort Garson, Jules Loman and Jimmy McHugh)

RISK OF LITTLE "PENNIE"

I 'Wanna Spend Xmas with Elvis'

ACTO RECORDS

"A Solid Hit!"

"THE STAR YOU WISHED UPON LAST NIGHT"

ROBBINS MUSICAL CORPORATION

"Dinamite!"

"My Love and My Smile"

"COLUMBIA 4-50138"

"COME BACK TO TOBYLAND"

harvard music, Inc.

1619 broadway, new york, n. y.

RECORDS"

"TENNESSEE"

"WALKING UP 4 FLIGHTS OF STAIRS"

FAX 784-7574

A COMPLIMENTARY RECORDS FOR DEE JAYS

( IF YOU HAVEN'T ALREADY BEEN SERVICED )

The Rib-Ticking Novelty of the Year

CHAMPAGNE COCKTAILS

(Recorded by T. C. JONES - CORAL RECORDS)

England's No. 1 Smash Hit of Last Year

CHRISTMAS ALPHABET

(Recorded by McGuire Sisters, Dickie Valentine, Spike Jones)

Breaking High, Wide and Then Some

THE STAR YOU WISHED UPON LAST NIGHT

(Recorded by Giselle Mackenzie, Nick Noble, Joannie Carson)

NOTE: A POSTAL WILL DO—PLEASE SPECIFY SONGS—

INCLUDE NAME, STATION, ADDRESS.

BUDDY KAYE, 1636 BROADWAY, N.Y.C. 19, N.Y.
Demo Has Dangers For Tape Dealers

By RALPH FREAS

NEW YORK — How do you demonstrate tape recorders? If you would like to know the answer, you must take a trip to the 2nd floor of RCA Victor and see how the company approaches the prospect in the novel manner.

First, you will find him at the RCA Victor Department Store, where he will be talking to you on a microphone and asking you "to say a few words." Here's where trouble starts.

The ordinary citizen shopping around for a recorder will be given a prepared script in his pocket. As a result, he is more often than not, "talking" the test of the microphone and asking him to "say a few words." Here's where trouble starts.

The second consumer, the modest customer, seems to have no more luck, as others take their testers and show him his "new" recorder. This demonstration is not calculated to put him in a buying mood.

Incognito' salesman

NEW YORK — RCA Victor and "Victorola" Division chief, Jim Toney, frequently works the sales desks of radio and appliance stores on Saturdays, and has "inaugurated" a demonstration program of portable tape players in select stores that is proving a tremendous success.

The program, which has already expanded into other key cities, was started at a New York listening post several weeks ago, and has already been repeated in the Twin Cities, Boston, and other areas.

Mr. Toney said a problem that had been puzzling the division for some time, had been solved by displaying a "complete" set of RCA Victor portable tape players in a genuine tape store, where radio and appliance enthusiasts could see the equipment and evaluate it. The customer was happy, the store owner was pleased, and consequently the sales were better.

All other inquiries of dissatisfied customers are handled on the spot, and a listener who finds himself in the store will be given another demonstration in the presence of the equipment. Then he will be asked if he would like a demonstration in his own home, and will be shown how the equipment works.

Toney presently ordered that the model be changed for production, and in the next few weeks, a new model will be produced that will have the display to pass along with the restful tunes and the "only way we can find out that kind of information is by going into the stores ourselves."

Stereo Strong at Ohio Fair

CLEVELAND—Hi-fi products in this Midwest city are likely to be featured more prominently hereabouts during the Ohio State Fair, which begins in mid-August.

Among the many exhibits will be the extensive "American Radio History" display which will include a complete collection of early radio equipment and music.
SEVEN GREAT ALBUMS!

"The Band of Distinction"
MG C-722

"The Count"
MG C-685

"Count Basie Swings and Joe Williams Sings"
MG C-678

"The Swinging Count"
MG C-706

"Count Basie Dance Session" #1
MG C-626

"Count Basie Dance Session" #2
MG C-647

"Basie Jazz"
MG C-633

"THE GREATEST"
Count Basie Plays
Joe Williams Sings Standards
MG V-2016

now for the first time on one single record!

Ella Fitzgerald and Joe Williams with Count Basie and his Orchestra

"APRIL IN PARIS" b/w "PARTY BLUES"
89172 • 89172X45
Packaged Records Buying Guide

**Best Selling Popular Albums**

Albums are listed in order of their national sales strength as shown in The Billboard's weekly survey of top dealers in all key markets.

1. CALIFORNIA—Harry Belafonte. . . RCA Victor LPM 1345
   2. ELVIS—Elvis Presley. . . RCA Victor LPM 1352
   3. THE EDDY DUCHIN STORY—Sound Track. Declo DL 8209
   4. THE KING AND I—Sound Track. . . Capitol W 740
   5. MY FAIR LADY—Original Cast. . . Columbia CL 5909
   6. HIGH SOCIETY—Sound Track. . . Capitol W 730
   7. ELVIS PRESLEY. . . RCA Victor LPM 1254
   8. BELAFONTE—Harry Belafonte. . . RCA Victor LPM 1150
   9. SONGS FOR SWINGIN' LOVERS. . . Frank Sinatra. . . Capitol W 653
   10. OKLAHOMA—Sound Track. . . Capitol SAO 505

**Selling Album**

11. SAY IT WITH MUSIC—Lawrence Welk. . . Coral CRL 37041
12. THE PLATTERS. . . Mercury MG 20148
13. MANHATTAN TOWER—Gordon Jenkins. . . Capitol T 769
15. FRESHMEN FAVORITES. . . Four Freshmen. . . Capitol T 743

**Pop Albums Coming Up Strong**

A listing of recent pop albums showing strong trade action, compiled from a survey of all major markets. These albums figure strongly as potential entries in the national best selling pop albums chart.

1. Ella and Louis . . . Ella Fitzgerald and Louis Armstrong
   2. Judy . . . Judy Garland
   3. Manhattan Tower. . . Pattie Page
   4. Rock 'n' Roll Stage Show. . . Bill Haley
   5. Rock and Roll Forever. . . Various Atlantic Artists
   6. Sassy . . . Sarah Vaughan

**Most Played by Jockeys**

Albums are listed in order of the greatest number of plays on disk jockey radio stations throughout the country. Results are based on The Billboard's weekly survey among the disk jockey audience.

1. ELVIS—Elvis Presley. . . RCA Victor LPM 1342
2. HIGH SOCIETY—Sound Track. . . Capitol W 730
3. THE ELGARD TOUCH—Les Elgart. . . Columbia CL 875
4. CALIFORNIA—Harry Belafonte. . . RCA Victor LPM 1248
5. ON THE SUNNY SIDE—Four Lads. . . Columbia CL 912
6. THAT TOWERING FEELING—Vic Damone. . . Columbia CL 909
7. HOWDY—Pat Boone. . . Dot DL P 3030
8. 'S WONDERFUL—Ray Conniff. . . Columbia CL 925
9. MISSY MISS CHRISTY—June Christy. . . Capitol T 725
10. SONGS FOR SWINGIN' LOVERS. . . Frank Sinatra. . . Capitol W 653

**Review Spotlight on...**

**Popular Albums**

PAUL WHITMAN 50th Anniversary (12'—13'-2) Grand Ole Opry. . . This week. Produced on the occasion of Pop Whitman's 50th anniversary in show business, this is a set of two disks that offer much to collectors, fans and a lot of ordinary folks with a feeling for the grand old Opry. Many of the music personalities associated with Whitman, and many of the tunes he made famous or introduced on the Opry stage. There's even an air check of Crosby and the Rhythm Boys. Other than this segment, the record has all new and includes Tommy and Jimmy Dorsey, Johnny Mercer, Jack Teagarden, Bing Crosby, Al D'Armata and, of course, Whitman. Produced by Enoch Light, this is a memorabilia disk with a special spot in the pantheon of the star and his career. Price is $9.95, and well worth it.

BOUQUET OF BLUES (12'-2) — Dinn Shore. . . Victor LPM 1308. RCA Victor has selected this second volume LP of the year as its November Save-on-Records special, a fact which should assure a lot of retail activity. Aside from that, it could make the grade on its own superior merits. The thrill is at her very best with these moody, minor key blues effects with distinctive and high quality backings in turn by Harry Zimmerman, Henri Rene and Frank Chalfat. This one could go a long way to getting the gal back into the disk store prominently with the likely strong peak season. Tiptoe, is getting "Boquet of Blues," "Born to Be Blue," "Blues in the Night," etc.

**Classical Albums**

LEONARD BERNSTEIN ON BEETHOVEN: SYMPHONY No. 1 (1'—2'—1)—Narrator, Leonard Bernstein. Philharmonic Symphony Orchestra of New York, Bruno Walter, Cond. Columbia CL 919

Bernstein pulled a tremendous audience reaction from his recording of Beethoven's "Olympus" program last season. This LP—producing his fascinating dissertation on Beethoven's music in his Notes No. 5—the illustrations of how the composer's rejected sketches for the first movement might have sounded, etc. should reap an equally fine success from reception. The handsomely packaged LP is further enhanced by the big-name quality and valuable performance of Bruno Walter (conducting the Philharmonic Symphony). Particularly good for beginning collections.

**Jazz Albums**

THE MESSINGERS (1-2) — Columbia CL 907

The Messengers' first Columbia album carries on in the brilliant, free-wheeling fashion that attracted so much critical admiration when they were on another label. Along with the Modern Jazz Quartet, this group is at the very top of the East Coast's preeminent of small jazz. This particular album is outstanding for the range of ideas and varied exploitation of the possibilities of the gifted performers. A standout is the drum work of Art Blakey in two Hank Mobley originals, "Hank's Symphony" and "Tutu-Ban." As for melody (tenor) and Donald Byrd (trumpet), their blowing rates as among their best on vinyl—and that's saying a lot. An outstanding buy; should be sold inventory for a long time to come.

**WHAT IS JAZZ?? (1'—2') — Leonard Bernstein, Narrator. Columbia CL 950

This is a reissue of an enlightening and entertaining program presented on the "Omnibus" TV series last year. Bernstein does not present a pedestrian capsule history of jazz, but (to paraphrase his words) shares with the audience some of the things he knows and loves about jazz. He explains in simple language (and with glib jokes) musical concepts and peculiarities of melody, rhythm, harmony and improvisation. He draws on Beegie Snow and Miles Davis—and representative musicians from all periods in between—to illustrate the basic grammar and rich vocabulary of the idiom. There could hardly be a more splendid introduction for youngsters and curious, but uninstructed audiences.

**Christmas Albums**

THE STINGIEST MAN IN TOWN (1'-2') — Columbia CL 900

The first musical version of Dickens' "Christmas Carol" will be aired on NBC-TV's Alcoa Spectacular on December 23. This live original cast package of the show, which features such standout talent as Vic Damone, Johnny Danko, Patrice Munsel, Broad Robe, Verdun,

**Reviews of Ratings of New Albums**

**Popular Classics**

**Jazz**
On top of Columbia's House of Records

4 NEW CHRISTMAS PROFIT MAKERS!

Year after year after year,
your Christmas dollars come from

COLUMBIA RECORDS
FOR YOU, FOR ME, FORVERMORE: 78.

Marina's KIng (12")

Marina's King is a delightful sultry instrumental number that features a smooth jazz arrangement with lush string sections and a tenor saxophone solo that showcases the skill of the musician. The melody is catchy and the overall mood is relaxed, making it a perfect choice for listening to in a cozy setting.

Tieco Yemi's "Let Us Love"

This smooth jazz track by Tieco Yemi features a deep bassline, a soulful horn section, and a soothing piano melody. The vocals are soulful and the arrangement is well-balanced, making it a delightful listening experience.

MUSIC TO SLEEP BY:

Lewis Andrews (4-12")

This LP features a collection of relaxing and soothing jazz pieces that are perfect for drifting off to sleep. The music is gentle and calming, with soft piano, guitar, and saxophone improvisations. It's a great addition to any bedtime playlist.

TAKE A CHORUS... 

Monica Joji's "Forgotten"

This smooth jazz number by Monica Joji features a smooth saxophone melody over a funky bassline and a groovy drum beat. The overall mood is relaxed and the instrumentals are tastefully arranged.

MUSIC FOR HER, FOR HIM, FOR THE RHYTHM: 78.

Lenny Kravitz's "I Can't Get Enough"

This soulful track by Lenny Kravitz features a driving rhythm section, a catchy guitar riff, and soulful vocals. The overall mood is upbeat and energetic, making it a great choice for a lively party or workout.

MUSIC IN YOUR LIFE...

The Tedeschi Trucks Band's "More"

This soulful track by the Tedeschi Trucks Band features a dynamic guitar solo, a powerful vocal performance, and a driving rhythm section. The overall mood is soulful and uplifting, with a strong message of perseverance and resilience.

DIZZY GILLESPIE:

WORLD SPEAKERS: 78.

Dizzy Gillespie's "A Night In Tunisia"

This classic jazz number by Dizzy Gillespie features a driving rhythm section, a catchy trumpet melody, and a lively drum solo. The overall mood is playful and energetic, capturing the spirit of swinging 60s jazz.

Ella Fitzgerald's "The Lady Is A Soul Sister"

This smooth jazz number by Ella Fitzgerald features a velvety vocal performance, a driving rhythm section, and a catchy guitar riff. The overall mood is soulful and relaxed, with a strong message of empowerment and female agency.

HISTORY OF JAZZ:

The Dave Brubeck Quartet's "Take Five"

This iconic jazz number by the Dave Brubeck Quartet features a complex 5/4 time signature, a catchy melody, and a driving rhythm section. The overall mood is playful and innovative, capturing the spirit of groundbreaking 60s jazz.
first recording since 1941...

Mitchell Ayres
AND HIS ORCHESTRA

An International Hit

GUAGLIONE

From MGM's Motion Picture
"TEN THOUSAND BEDROOMS"

RCA Victor 47/20-6729

Your customers will hear these "New Orthophonic" High Fidelity Recordings best on an RCA Victor "New Orthophonic" High Fidelity "Victrola"

America's favorite speed... 45 RPM

Copyrighted material
it's BIG and PAT

Another Big-Picture Title Song Hit!

From the 20th Century Fox Motion Picture Starring Ingrid Bergman

DON'T FOR
It's on DOT BOONE TASIA!

With Billy Vaughn's Orchestra and Chorus

Pat's Greatest Rhythm Rocker Since "Ain't That a Shame"

DOT 15521

DOT RECORDS, Inc - Sunset and Vine, Hollywood, Calif. Phone MO 3-6181

THE NATION'S BEST SELLING RECORDS
### HONOR ROLL OF HITS

**THE NATION'S TOP TUNES**

For survey week ending November 21

#### This Week

<table>
<thead>
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<th>No.</th>
<th>Title</th>
<th>By</th>
<th>Record Label</th>
<th>Weeks on Chart</th>
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<tr>
<td>1</td>
<td>Love Me Tender</td>
<td>By Elvis Presley, Vera Watson—Published by Elvis Presley Music (BMI)</td>
<td>BEST SELLING RECORD: E. Presley, V-20-4543</td>
<td>7</td>
</tr>
<tr>
<td>2</td>
<td>Green Door</td>
<td>By Darle &amp; Mike—Published by Tri-Coast Music (BMI)</td>
<td>BEST SELLING RECORD: J. Lowe, Dot 13148</td>
<td>7</td>
</tr>
<tr>
<td>3</td>
<td>Singing the Blues</td>
<td>By Eddy—Published by Acuff-Rose (BMI)</td>
<td>BEST SELLING RECORDS: J. Lennon, Capitol 21545</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>Just Walking in the Rain</td>
<td>By Ben &amp; Mike—Published by Golden West Melodies (BMI)</td>
<td>BEST SELLING RECORD: J. Ray, Col 40739</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>True Love</td>
<td>By Cole Porter—Published by RKO Hits (BMI)</td>
<td>BEST SELLING RECORD: Bing Crosby-Grace Kelly, Cap 25572</td>
<td>1</td>
</tr>
</tbody>
</table>

#### Second Ten

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>By</th>
<th>Record Label</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Friendly Persuasion</td>
<td>By Wayne-Towner—Published by Leo Feist (ASCAP)</td>
<td>BEST SELLING RECORD: P. Boone, Dot 15405</td>
<td>11</td>
</tr>
<tr>
<td>12</td>
<td>Canadian Sunset</td>
<td>By Eddie Harvey &amp; Norma Gimbel—Published by Melotone (BMI)</td>
<td>BEST SELLING RECORD: H. Winters-Hebei, Yose, Dog 25437</td>
<td>11</td>
</tr>
<tr>
<td>13</td>
<td>Tonight You Belong to Me</td>
<td>By Billy Rose &amp; Les David—Published by Bronson, Vocoo &amp; Com (ASCAP)</td>
<td>BEST SELLING RECORD: Patrice &amp; Prosetac, Library 2022</td>
<td>11</td>
</tr>
</tbody>
</table>

#### Third Ten

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>By</th>
<th>Record Label</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>&quot;Love Me</td>
<td>By Jerry Leiber-Mike Stoller—Published by Hill &amp; Range (BMI)</td>
<td>RECORD AVAILABLE: E. Prentis, Vic 0220</td>
<td>27</td>
</tr>
<tr>
<td>22</td>
<td>Garden of Eden</td>
<td>By Donald Everne—Published by Republic (BMI)</td>
<td>RECORD AVAILABLE: A. Vallon, Decca 0024</td>
<td>21</td>
</tr>
<tr>
<td>23</td>
<td>Hound Dog</td>
<td>By Eljer &amp; Mike—Published by Elvis Presley Music &amp; Linn Music (BMI)</td>
<td>RECORD AVAILABLE: F. Boll-Bennings, Mercury 69109; E. Prentis, Dog 25600; W. Thornton, Prond 1915</td>
<td>21</td>
</tr>
<tr>
<td>24</td>
<td>Night Lights</td>
<td>By Survey Gun-Ceelo Conn—Published by Bronson, Vocoo &amp; Com (ASCAP)</td>
<td>RECORD AVAILABLE: H. (King) Cole, Cap 3551</td>
<td>23</td>
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</tbody>
</table>

#### Petitions of Portugal

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>By</th>
<th>Record Label</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>Mutual Admiration Society</td>
<td>By Mark Byers—Published by Chappell (ASCAP)</td>
<td>RECORD AVAILABLE: T. Browne, Col 21071; C. App冶炼, MI-D-M 1216; E. Arnold, F. Morgan, Dog 25738.</td>
<td>25</td>
</tr>
<tr>
<td>26</td>
<td>Bluebell Hill</td>
<td>By Lewis Buckner—Published by Chappell (ASCAP)</td>
<td>BEST SELLING RECORD: F. Presley, Imperial 4303</td>
<td>7</td>
</tr>
<tr>
<td>27</td>
<td>Don't Be Cruel</td>
<td>By Ola Blackwell—Published by Elvis Presley &amp; Shalimar (BMI)</td>
<td>BEST SELLING RECORD: E. Prentis, Dog 25664</td>
<td>7</td>
</tr>
<tr>
<td>28</td>
<td>Cindy, Oh, Cindy</td>
<td>By Brown &amp; Be—Published by R. &amp; L. Music (BMI)</td>
<td>BEST SELLING RECORD: V. Martin, Glory 247; E. Fisher, Dot 36677</td>
<td>7</td>
</tr>
<tr>
<td>29</td>
<td>Soulful Song</td>
<td>By Staggs, selling Art &amp; Butler—Published by Billie (BMI)</td>
<td>BEST SELLING RECORD: E. Dogget, Ring 5508</td>
<td>5</td>
</tr>
<tr>
<td>30</td>
<td>Hey! Jealous Lover</td>
<td>By Dale Walker—Published by花生 Music (ASCAP)</td>
<td>BEST SELLING RECORD: F. Shatton, Cap 3532</td>
<td>5</td>
</tr>
</tbody>
</table>

#### Notes

- 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.

- WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the Design of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1544 Broadway, New York 26, N. Y.
<table>
<thead>
<tr>
<th>HIT SINGLES</th>
<th>HIT ALBUMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAT &quot;KING&quot; COLE - NIGHT LIGHTS TO THE ENDS OF THE EARTH</td>
<td>JOY TO THE WORLD - COMO LA LUNA - MERRY CHRISTMAS</td>
</tr>
<tr>
<td>BING CROSBY - GRACE KELLY - TRUE LOVE</td>
<td>CAROUSEL - MERRY CHRISTMAS - FRESHMEN FAVORITES</td>
</tr>
<tr>
<td>THE FIVE KEYS - OUT OF SIGHT, OUT OF MIND</td>
<td>THE KING &amp; I - JUNIORS AND SADDLEBRUCK'S CAROUSEL</td>
</tr>
<tr>
<td>TENNESSEE ERNIE FORD - FIRST BORN</td>
<td>HIGH SOCIETY - TENNESSEE ERNIE FORD - HYMNS</td>
</tr>
<tr>
<td>DEAN MARTIN - THE LOOK - GIVE ME A SIGN</td>
<td>FRESHMEN FAVORITES - THIS IS SINATRA - TENNESSEE ERNIE FORD - HYMNS</td>
</tr>
<tr>
<td>LES PAUL - MARY FORD - BLOW THE SMOKE AWAY</td>
<td>GENE VINCENT - TRUE LOVE - BLOW THE SMOKE AWAY</td>
</tr>
<tr>
<td>FRANK SINATRA - HEY! JEALOUS LOVER</td>
<td>FRANK SINATRA - WHO SLAPPED JOHN</td>
</tr>
<tr>
<td>GENE VINCENT - BLUE JEAN BOP - WHO SLAPPED JOHN</td>
<td>GENE VINCENT - BLUE JEAN BOP - WHO SLAPPED JOHN</td>
</tr>
<tr>
<td>DEAN MARTIN - THE LOOK - GIVE ME A SIGN</td>
<td>DEAN MARTIN - BLOW THE SMOKE AWAY - GENE VINCENT - BLUE JEAN BOP - WHO SLAPPED JOHN</td>
</tr>
<tr>
<td>LES PAUL - MARY FORD - BLOW THE SMOKE AWAY</td>
<td>FRANK SINATRA - HEY! JEALOUS LOVER - GENE VINCENT - BLUE JEAN BOP - WHO SLAPPED JOHN</td>
</tr>
<tr>
<td>FRANK SINATRA - HEY! JEALOUS LOVER</td>
<td>FRANK SINATRA - HEY! JEALOUS LOVER - GENE VINCENT - BLUE JEAN BOP - WHO SLAPPED JOHN</td>
</tr>
<tr>
<td>GENE VINCENT - BLUE JEAN BOP - WHO SLAPPED JOHN</td>
<td>GENE VINCENT - BLUE JEAN BOP - WHO SLAPPED JOHN</td>
</tr>
</tbody>
</table>

**HIT SINGLES**

- NAT "KING" COLE - NIGHT LIGHTS TO THE ENDS OF THE EARTH
- BING CROSBY - GRACE KELLY - TRUE LOVE FROM "HIGH SOCIETY"
- THE FIVE KEYS - OUT OF SIGHT, OUT OF MIND
- TENNESSEE ERNIE FORD - FIRST BORN
- DEAN MARTIN - THE LOOK - GIVE ME A SIGN
- LES PAUL - MARY FORD - BLOW THE SMOKE AWAY
- FRANK SINATRA - HEY! JEALOUS LOVER
- GENE VINCENT - BLUE JEAN BOP - WHO SLAPPED JOHN

**HIT ALBUMS**

- JOY TO THE WORLD - COMO LA LUNA - MERRY CHRISTMAS
- CAROUSEL - MERRY CHRISTMAS - FRESHMEN FAVORITES
- THE KING & I - JUNIORS AND SADDLEBRUCK'S CAROUSEL
- HIGH SOCIETY - TENNESSEE ERNIE FORD - HYMNS

**NEW**

- BILLY MAY - FLOATER - CHRISTOPHER COLUMBUS
- LES BAXTER - LEONARD PENNARIO
- MIDNIGHT ON THE CLIFFS - Theme from "Julie"
- SONNY JAMES - YOUNG LOVE - GUY LOMBARDO
- GUY LOMBARDO - IF IT HADN'T BEEN FOR YOU

**NEW WITH A POPヒット!**

- BILLY MAY - FLOATER - CHRISTOPHER COLUMBUS
- LES BAXTER - LEONARD PENNARIO
- SONNY JAMES - YOUNG LOVE - GUY LOMBARDO
- GUY LOMBARDO - IF IT HADN'T BEEN FOR YOU

**NEW FROM "ANASTASIA"**

- BILLY MAY - FLOATER - CHRISTOPHER COLUMBUS
- LES BAXTER - LEONARD PENNARIO
- SONNY JAMES - YOUNG LOVE - GUY LOMBARDO
- GUY LOMBARDO - IF IT HADN'T BEEN FOR YOU

**NEW FROM "ANASTASIA"**

- BILLY MAY - FLOATER - CHRISTOPHER COLUMBUS
- LES BAXTER - LEONARD PENNARIO
- SONNY JAMES - YOUNG LOVE - GUY LOMBARDO
- GUY LOMBARDO - IF IT HADN'T BEEN FOR YOU

**NEW FROM "ANASTASIA"**

- BILLY MAY - FLOATER - CHRISTOPHER COLUMBUS
- LES BAXTER - LEONARD PENNARIO
- SONNY JAMES - YOUNG LOVE - GUY LOMBARDO
- GUY LOMBARDO - IF IT HADN'T BEEN FOR YOU
**Best Sellers in Stores**

For survey week ending November 21

Records are ranked in order of their current national selling importance at the retail level, as determined by The Billboard’s weekly survey of key retail outlets. When significant action is reported on both sides of a split title, records are combined to determine importance.

This week's lists both titles are listed in bold type, the last on-the-week.

1. **LOVE ME TENDER** (BMI)—E. Presley
   2. **SINGING THE BLUES** (ASCAP)—G. Mitchell
   3. **GREEN DOOR** (BMI)—J. Lowe
   4. **JUST WALKING IN THE RAIN** (BMI)—J. Ray
   5. **BLUEBERRY HILL** (ASCAP)—F. Dominic
   6. **TRUE LOVE** (ASCAP)—R. Condor-K. Kelly
   7. **HONYX TONK (PARTS I & II)** (BMI)—B. Doggett
   8. **JEALOUS LOVER** (ASCAP)—F. Savater
   9. **CANADIAN SUNSET** (BMI)—H. Winterhalter
   10. **ROSE AND A BABY RUTH** (BMI)—G. Hamilton IV
   11. **CINDY, OH, CINDY** (BMI)—V. Martin
   12. **DAMN ALL JUSTICE** (ASCAP)—P. Boone
   13. **HONEY CHIME** (BMI)—J. Ray
   14. **ROSE AND A BABY RUTH** (BMI)—G. Hamilton IV
   15. **DEARIES** (ASCAP)—V. Martin
   16. **EVERYTHING IS ALL RIGHT** (BMI)—H. Winterhalter
   17. **LOVE ME TENDER** (BMI)—E. Presley
   18. **I'VE FOUND A NEW BABY** (BMI)—E. Presley
   19. **Sisters of the Moon** (BMI)—E. Presley
   20. **THE CANADA** (BMI)—V. Martin

**Most Played in Juke Boxes**

For survey week ending November 21

Records are ranked in order of the greater number of plays in Juke boxes during the survey, as determined by The Billboard’s weekly survey of key Jukebox operators. When significant action is reported on both sides of a split title, records are combined to determine importance. The last on-the-week.

This week’s lists both titles are listed in bold type, the last on-the-week.

1. **GREEN DOOR** (BMI)—J. Ray
   2. **ANY WAY YOU WANT ME** (ASCAP)—V. Martin
   3. **DON'T BE CRUEL** (BMI)—E. Presley
   4. **SINGING THE BLUES** (ASCAP)—G. Mitchell
   5. **TRUE LOVE** (ASCAP)—R. Condor-K. Kelly
   6. **HONYX TONK (PARTS I & II)** (BMI)—B. Doggett
   7. **ROSE AND A BABY RUTH** (BMI)—G. Hamilton IV
   8. **HONEY CHIME** (BMI)—J. Ray
   9. **OUR LADY** (BMI)—H. Winterhalter
   10. **ROSE AND A BABY RUTH** (BMI)—G. Hamilton IV

**Most Played by Jockeys**

For survey week ending November 21

Records are ranked in order of the greater number of plays in disc jockey radios stations through the country.

This week’s lists both titles are listed in bold type, the last on-the-week.

1. **LOVE ME TENDER** (BMI)—E. Presley
   2. **SINGING THE BLUES** (ASCAP)—G. Mitchell
   3. **GREEN DOOR** (BMI)—J. Ray
   4. **TRUE LOVE** (ASCAP)—R. Condor-K. Kelly
   5. **ANY WAY YOU WANT ME** (ASCAP)—V. Martin
   6. **DON'T BE CRUEL** (BMI)—E. Presley
   7. **SINGING THE BLUES** (ASCAP)—G. Mitchell
   8. **TRUE LOVE** (ASCAP)—R. Condor-K. Kelly
   9. **ROSE AND A BABY RUTH** (BMI)—G. Hamilton IV
   10. **HONEY CHIME** (BMI)—J. Ray
COMING OUT THIS WEEK

AN OUTSTANDING PERFORMANCE
BY A BIG VOICE

LEN DRESSLAR
AS PERFORMED ON ARTHUR GODFREY'S TV SHOW

"Believe In Me"
AND
"WRINGLE WRANGLE"
FROM THE WALT DISNEY PICTURE
"WESTWARD HO THE WAGONS"
MERCURY 71010

AS SWEET A BALLAD
AS YOU CAN GET

EDDY HOWARD

"The Hour Of Love"
AND
"DRIFTWOOD"
MERCURY 71008

TWO GREAT SIDES BY
JAN AUGUST

"Desert Sunrise"
AND
"Nickelodeon Tango"
MERCURY 71012
IT'S ROCK AND ROLL
IT'S POP
IT'S A HIT!

THE CADDILAC'S

"RUDOLPH THE RED-NOSED REINDEER"

By JOHNNY MARKS

JOSIE-807
THE TOP 100

For survey week ending November 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 Beat Seller and Most Played surveys. Its purpose is to provide Disk Jockeys with additional programming material and to give trade exposure to NEWER records just beginning to show action in the field.

Part 1 & Part 2 #5258

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LOVE ME TENDER</td>
<td>Elvis Presley</td>
<td>Victor</td>
</tr>
<tr>
<td>2</td>
<td>GREAT DOOR</td>
<td>J. Love, Dot</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>MINING THE BLUES</td>
<td>Little Milton, Columbia</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>JULY WALKING IN THE MOON (b/w RAY, Baby, Columbia)</td>
<td></td>
<td></td>
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<tr>
<td>5</td>
<td>TRUE LOVE</td>
<td>June Carter, Coral</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>FRIENDS AND Lovers</td>
<td>Artie Shaw, Coral</td>
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<td>7</td>
<td>ROSE AND A BABY RUTH</td>
<td>Hamilton IV, ABC Paramount</td>
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</tr>
<tr>
<td>8</td>
<td>CINDY, OH CINDY</td>
<td>E. Fiske, Victor</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>CINDY, OH CINDY</td>
<td>V. Martin, Victor</td>
<td></td>
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<tr>
<td>10</td>
<td>YOLLU, NEVER, NEVER KNOW</td>
<td>Patrice, Mercury</td>
<td></td>
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<tr>
<td>11</td>
<td>I WALK THE LINE</td>
<td>R. Cash, But</td>
<td></td>
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<tr>
<td>12</td>
<td>GARDEN OF EDEN</td>
<td>J. Valin, Val</td>
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<tr>
<td>13</td>
<td>PUTTING IN THE TIME</td>
<td>J. Juarez, Coral</td>
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<td>14</td>
<td>TONIGHT YOU BELONG TO ME</td>
<td>J. Johnson, Coral</td>
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<td>15</td>
<td>LAST COPY</td>
<td>I. Anderson, Coral</td>
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<td>16</td>
<td>LOVE ME</td>
<td>E. Presley, Victor</td>
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<tr>
<td>17</td>
<td>CONFESSION OF A SINNER</td>
<td>J. Knight, Decca</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>ANY WAY YOU WANT</td>
<td>E. Presley, Victor</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>WHATEVER WILL BE WILL</td>
<td>Memphis, Cros.</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>TWO DIFFERENT WORLDS</td>
<td>D. Rondo, Jubi.</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>HUNDOG DOG</td>
<td>E. Presley, Victor</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>IT ISN'T RIGHT</td>
<td>Patrice, Mercury</td>
<td></td>
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<tr>
<td>23</td>
<td>STANHARK SUNSET</td>
<td>A. Wilson, Capitol</td>
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<td>24</td>
<td>ROCK-A-BYE YOUR BABY b/w L. Lewis, Decca F.</td>
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<td>25</td>
<td>IN THE STILL OF THE NIGHT</td>
<td>J. Imperio, timeout</td>
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<tr>
<td>26</td>
<td>CHAINS OF LOVE</td>
<td>E. Fiske, Victor</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>SINCE I MET YOU YOU-TAH</td>
<td>J. Hunter, Atlantic</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>CITY OF ANGELS</td>
<td>Highlights, Billy Rose</td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>GONNA GET ALONG WITHOUT YA NOW</td>
<td>F. &amp; A. Freeman, Decca</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>AUTUMN WALTZ</td>
<td>J. Wilson, Coral</td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>MOONLIGHT LOVE</td>
<td>P. C. Onslow, Victor</td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>OUT OF THE NIGHT, OUT OF ME</td>
<td>J. Foxe, Decca</td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>TRUE LOVE</td>
<td>J. Powell, Victor</td>
<td></td>
</tr>
<tr>
<td>34</td>
<td>LONNION BRIDGE</td>
<td>E. Stafford, Capitol</td>
<td></td>
</tr>
<tr>
<td>35</td>
<td>SOFT SUMMER BREEZE</td>
<td>E. Howard, Mercury</td>
<td></td>
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<tr>
<td>36</td>
<td>AFTER THE LIGHTS GO DOWN LOW</td>
<td>A. Hillier, Decca</td>
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<tr>
<td>37</td>
<td>FOOL-S. Cliff, Dot</td>
<td></td>
<td></td>
</tr>
<tr>
<td>38</td>
<td>CITY OF ANGELS</td>
<td>Highlights, Billy Rose</td>
<td></td>
</tr>
<tr>
<td>39</td>
<td>GONNA GET ALONG WITHOUT YA NOW</td>
<td>F. &amp; A. Freeman, Decca</td>
<td></td>
</tr>
<tr>
<td>40</td>
<td>SWING WITH LOVE</td>
<td>E. Presley, Victor</td>
<td></td>
</tr>
<tr>
<td>41</td>
<td>ALL ALONE</td>
<td>E. Presley, Victor</td>
<td></td>
</tr>
<tr>
<td>42</td>
<td>ALLEGHENY MOON</td>
<td>P. Mason, Mercury</td>
<td></td>
</tr>
<tr>
<td>43</td>
<td>I CAN'T HELP MYSELF</td>
<td>A. Freeman, Freeman &amp; F. Freeman</td>
<td></td>
</tr>
<tr>
<td>44</td>
<td>This is the closest to the original. Please match it to the original.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CAUTION TO DEALERS AND JUKE BOX OPERATORS

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

Jubilee Records
1650 Broadway, N. Y., N. Y.
WARNER BROS. presents ELIA KAZAN'S production of the TENNESSEE WILLIAMS story BABY DOLL... directed by ELIA KAZAN

"THIS IS baby doll"

PERCY FAITH (Columbia)  #4-40764
LEROY HOLMES (MGM)  #K-12352
RALPH FLANNAGAN (RCA)  #20-6719
ANDY WILLIAMS (Cadence)  #1303
RALPH YOUNG (Epic)  #5-9194
CHUCK MILLER (Mercury)  #71001

recorded by:

Original Sound Track Album by Columbia

REMICK MUSIC CORP.  488 MADISON AVE., NEW YORK 22, N.Y.
The weekly Billboard survey of top record dealer sales indicates that recent releases are gaining sales strength and have the best chances of hitting Billboard's best seller charts.

1. Two Different Worlds - Don Rundo (ASCAP) Jubilee 5256
2. Since I Met You, Baby - Ivory Joe Hunter (BMI) Atlantic 1111
3. Jamaica Farewell - Harry Belafonte (ASCAP) RCA Victor 6983
4. Singing the Blues - Marty Robbins (BMI) Columbia 21545
5. The Auctioneer - Leroy Van Dyke (ASCAP) Dot 13500
6. Slow Walk - Bill Doggett (BMI) King 5000
7. Someone to Love - The Four Aces (ASCAP, ASCAP) Decca 30123
8. The Star You Wished Upon Last Night - Gisele Mackenzie (ASCAP) VU 6233
9. I Dreamed - Betty Johnson (BMI) Bally 1020

This Week's Best Buys

Special telephone reports indicate these recent releases have broken out in one or more key areas. They do not yet have wide enough sales strength to show in Billboard's national survey and therefore do not rank as "Coming Up Strong" titles.

THE AUCTIONEER - Leroy Van Dyke - Dot 13500 - The label seems to have a knack for putting out over-leaf items like this. "The Auctioneer" has gotten excellent promotion and is now paying off handsomely. It is on the Mississippi St. Paul territory chart and is also selling well in New England, New York, Buffalo, Detroit, St. Louis, Nashville and most Southern cities surveyed. Could make the national charts soon.

CONGA GET ALONG WITHOUT YA NOW - Kelsen, ASCAP - THE MONEY TREE - Frank, ASCAP - Patience and Prudence - Liberty Liberty 35040-Hussein has been highly competitive from the outset for the girls on this release. Chicago, Boston, Buffalo, Milwaukee, Detroit, New York and Philadelphia are among the cities that have taken to the record like ducks to water. It's definitely another big one. "Congo Get Along" has been the preferred side, but "Money Tree" has been helping to pull in the customers' money. A previous Billboard "Spotlight" pick.

GOODNIGHT, MY LOVE - (Quaint-Heart of Fortune, BMI) - The McGuire Sisters - Columbia 47574 - Chalk up another solid seller for these perennial favorites. Returns from all major markets of the country show a near unanimous verdict on the easy salability of this dating gem. "Goodnight" is tied off with the greatest of ease; final tally is bound to be impressive. Flip is "Mommmy" (Vermon, ASCAP). A previous Billboard "Spotlight" pick.

ARMY CIVILIAN - (Crown-ASCAP) Liberty 53591 - Against strong competition, this version of "Army's Theme" is establishing a comfortable lead, and looks now as if it will be hard to beat. Already strong in Providence, Boston, Chicago, Milwaukee, St. Louis, Buffalo and Los Angeles, the disk is snowballing into a winner of a platter. Flip is "Cannon at Rome" (Boomer, ASCAP) A previous Billboard "Spotlight" pick.

RECENT POP RELEASES

COMING UP STRONG

THE FLATTERS - Mercury 71901 - ON MY WORD OF HONOR
(Aufder, BMI) One in a Million (Personality, BMI)
Here the Flatters cover R. Kelly's current hit in a sensibly arranged version that ought to kick off the tune in the pop market with great force. Their styling is limpid and luxuriant with the higher, preying lead embellishing the melody profusely. "One in a Million" is reminiscent of one of the early hits of this group and should also click solidly.

BILLY HALEY AND HIS COMETS - Decca 30148 - DON'T KICK THE ROCK
(Volleybrook, ASCAP) (Dyrock, BMI)
"Don't Kick the Rock" is the title of a forthcoming picture in which this tune is featured. It is a lively exciting song in the vein of so many other Haley rock and roll hits, and this will undoubtedly have the same success in the marketplace. "Choo Choo Boogie" is from Haley's "Rock and Roll Stage Show LP." It has enough extroverted showmanship to make it as a single.

FAY BOONE - Dot 13521 - ANASTASIA
(Fast, ASCAP)
DON'T FORGET ME
(Boosevelt, BMI)
Many versions of the theme of Ingrid Bergman starer are reported, but it will take something very unusual to surpass Boone's snazzy styling of this lovely, dreamy tune. His long line of hits is not likely to be broken, particularly since the flip also is strong. It recalls some of his best work in the rock and roll idiom and packs terrific emotional punch.

THE TARRIERS - Glory 249 - THE BANANA BOAT SONG
(Bryden, BMI)
Considering the wide age range Harry Belafonte has given the Calypso-type song in recent months, this is a piece of material to contrive with. The melody is colorful and the lyrics boxy in the memory. The lead singer is something of a "discovery"; his smooth, capable delivery is going to attract a lot of attention, especially on the college level. "No Help the (BMI), the flip is a fast "go to julee" kind of tune and it offers a few interesting kicks.

CHRISTMAS

BUBBLY JOHNSON - King 4555 - IT'S CHRISTMAS TIME
(Joy & Gee, BMI)
LET'S MAKE EVERY DAY A CHRISTMAS DAY... (Leit, BMI)
The "King" Cole-type voice of this singer is a fine medium for a tender song. "It's Christmas Time" is a lovely tune which glows quietly with a true holiday spirit ought to be a favorite this season. The flip has a fine and appropriate sentiment, as is readily seen from the title, and will get a maximum amount of programming from quality-conscious deejays.

POD DISK JOCKEY PROGRAMMING

GEORGE CATES ORK - Coral 61750 - MUCH BETTER, THANKS
(Southern, ASCAP)
A NEW-FANGED TANGO
(Chappell, ASCAP)
"Much Better, Thanks" a tune penned by Coral sales manager Norie Wiestoner and Jack Bush, has a sentimental quality and a gentle, lifting beat that works superbly on the listener. The benefit chorus of the records will result in a lot of weighty jockey-wise. "Tango" is a bright tune from "Happy Hunting" and is also sung by the chorus. Cates' strings and crisp arrangement provide a smart framework.

REVIEWS AND RATINGS

JILL COREY
I Love My Baby (My Baby Loves Me) - 82
COLUMBIA 40794 - Jill Corey has a rock platter in this bright bouncy side with standout hokey-toke type backing and a brick beaten, shivery, breezy sound. Should get plenty of spills. (Shapiro-Bernstein, as)
Englewood - 74
A perfunctory reading of an amusing novelty, but flip is a side to watch. (Dartmouth, ASCAP)

BIG BEN
MERCURY 70993 - Jordan kicks out a catchy rhythm item with ace showmanship, a great beat and nicely backing. His first on the label. Could be action here. (Stamson, BMI)
Coral Scratchin' - 76
A bright extroverted rhythm side, Jordan sings the vocal with his usual savvy. (Kemp, BMI)

THE CROW CUTS
THE Varsity Drag - 77
MERCURY 70998 - The boys sell this exuberant oldie with verve and a bouncy tempo. Good jockey and jive wax. (Crawford, ASCAP)

THE Halls of IVY - 77
This Crew Cuts wrap up a solemn scholastic theme with proper respect and harmony. Both sides are from their current album. (Chappell, ASCAP)

TEX RITTER
Green Green the Lilies - 77
CAPITOL 30134 - Ritter's update of the lovely theme is spotlighted in Walt Disney's "Mary Poppins." The tune sells "Ah, the Wagon." Disk has warm folksy quality and should benefit from record's big promotional push. (Ritter, ASCAP)

KITT KALLEN
Saturday Blues - 77
DECCO 1113 - Kallen does a vocal with unusually fine tonal texture. The melody is basic and the performance stays with you. Watch it.
"Ah, Ah, Ah, Ah, Ah" (The Song That Haunts My Heart) - 74
This side is French-derived, and has plenty of the flavor of the City of Light. (Pickwick, ASCAP)

Continued on page 39
1st AMERICAN RELEASE... 1st AMERICAN HIT!

THE Beverley Sisters

GREENSLEEVES

B/w

I'LL SEE YOU IN MY DREAMS

1703

London Records
Reviews of New Pop Records

LOU BREAD
I'm Thinking of You
Bee Gees (Epic, AMCA)

From the Bee Gees' latest album comes a good jolly tune that will be enjoyed by fans of the group's disco style. The song features a catchy beat and smooth vocals.

SANDY BAYE ORK
Proud Rebel
Collette Records (Capitol, AMCA)

This album offers a mix of traditional and contemporary styles, with a blend of blues, rock, and country influences. The tracks feature strong vocals and solid instrumentation.

THREE CHIPS
Brandy
M. Queen Records (Armstrong, AMCA)

This album features a mix of soul, R&B, and pop genres, with standout tracks showcasing the group's vocal harmonies and musical arrangements.

THREE TRAFFIC
Love
M. Queen Records (Armstrong, AMCA)

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``Dear Santa, Have You Had The Measles?''

by Lael Calloway

Assisted by Daddy Cab Calloway

with Orchestra conducted by Sid Feller

Published by

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December 1, 1956

The Billboard's Music Popularity Charts... POP RECORDS

THE CHRISTMAS RECORD

Page 57

``Dear Santa, Have You Had The Measles?''

by Lael Calloway
The Billboard’s Music Popularity Charts...

VOX JOX
By JUNE BUNDY

This week is setting up a different telephone line from the station to a suite in Manhattan’s Waldorf-Astoria Hotel to carry the station’s entire broadcasts—November 29, then 30, then providing New York agency time buyers with an actual opportunity to listen to an out-of-town station on a random tuned basis, rather than relying on fur's mass of statistical data, accompanied by a specially made transcription. Excerpts from WQWJ, Indianapolis, General Manager Bill McGrath, will be on hand to chat with the guests—Allen Clark, national director of WQWJ, Oklahoma City, who picks from the platters played over the station, to create programs between 400 and 500 sides a week—about 50 per cent LP selections.

THIS N’ THAT: Tom Edwards, WERE, Cleveland, is readying a complete list of Cleveland deejays-addresses, telephone numbers, etc.—which he will make available as a prestige gift to all those who order—Joe Ryan, WALR, Middlebrow, who addresses everyone on a "They Never Brought Back" session on his show. Every second record was a song which he never enjoyed, and his selection of songs was "Am I the Dreamer In You?"—Jay Michael, WCAE, Pittsburgh, was voted the deejay with the most Friendly Personality in his voice contest staged in conjunction with local screenings of the movie. Also a contest winner this month is Dave Maynard, WORL, Boston, who won the national deejay contest conducted to find the best album title for a Sammy Davis Jr. package. Winning entry was "Jazz With Sales." The billboard's recent jockey issue failed in maintaining its "Breakfast Bandstand" over WQWJ, Omaha, across the board. The Jack Clifton Memorial Show will continue for the next two weeks. For the last two weeks, WQWJ, Oklahoma City—Armory December 14 with all proceeds going to the Jack Clifton Memorial Fund to fight cancer. Take your turn on the air will be included for event. Bill Davis, Jim Lewis, the Erie Freeman Trio, Joe Leslie, and Wendall Tracy on the closing show.

CHANGE OF THEME: Benny Mitchell is starting a new Salesman's show over KPOK, Portland, Ore., formerly with WCCG, Harris, Conn., is now movie director and deejay at WBYR, N.Y.—Robin Deacon, program director of Salem's brand-new radio station, KPOO, wants to write here he would appreciate letters from all record manufacturers in building up a complete record library. He would also like info on subscription services, etc.—Program Director Bill Burns, WILD, Birmingham, is also in the market for disks, since the station recently instituted a new programming format featuring pop and c&w disks.

Black Bolivia was given an honor at a cocktail party by hostess Ruby Lee and Jimmy Meyers of WJSJ, Winston-Salem, N. C. —New staff at KXYZ, Houston, are both ex-KJEF, Dallas, Tom Finns and Mark Foster. —Johnny Montgomery, WQWJ, Oklahoma City, has had his contract terminated, and the station, Canada, has taken over chief announcer's duties at the station.路由they will celebrated the first year on the air with its trees-age show, "Lyceum," with "a real swingin' studio party." —Paul Caswell, WKOA, Little Rock, noted his first anniversary of broadcasting 5-11 p.m. show from Ranch House, a chain of Louisville-Dine In. —New morning man at WCBS, Miami, is Al Leech, formerly with WITN. —Trinton, N. J., Ernie Cuthbert, has left KTLW, Texas City, Tex., to join KALV, Alba, Okla., as program director, and assistant manager. He spins "Mr. Men's of Evan's iscidents." —Chuck Collins added his KTLW radio post to Denex, Dallas, Tex., list of credits. Collins, blind since childhood has worked both full time with radio and NBC shows from Hollywood where he conducted morning disc jockey, interviews and late evening regional programs.

YESTERDAY'S TOPS—The nation's top tunes on records as reported in the Billboard.

NOVEMBER 30, 1948
1. Runners Are Flying
2. Other Hometown's My Song
3. Old Lamplighter
4. Four Minutes More
5. Whole World's Singing My Song
6. You and I Ever Coming Back Like a Song
7. The Things We Did Last Summer
8. I Love You For Sentimental Reasons
9. To Each his Own
10. The Coffee Song

DECCA D-205
(I'll Do) Sin
2. In the Sun
3. Cold, Cold Heart
4. Down Yonder
5. Underneath
6. I Get Idear
7. Don't Care
8. And So to Sleep Again
9. Slow Poke
10. Jabbo

Hype on U. S. Disk Market—In Far East

TOKYO — The market for American recordings is growing in Japan, Korea, Formosa and other areas in the Far East; according to Robert P. Ariz., president of Japan Sales Company, Ltd., firm which supplies such labels as RCA, Decca, Mercury and Philips Records.

Japan Sales has concluded negotiations whereby it has secured the manufacturing and distributing franchises here for such American labels as Columbia, Aladdin, Donostia, Pegaseck, Vernon-Jay, Duke, Embassy, and others. Negotiations are currently under way with other labels, including firms specializing in jazz.

Wynn utilizes to advertise rhythm and blues and rock and roll in Japan. The Japanese people, he claims, are already very interested in American jazz of various exes and types. The typical qualities of Japanese-pressed LP's and 45's are excellent, according to Wynn. "We do a beautiful job of reproducing the original album cover and label, he states.

Lincoln Chase Sings "She Walked Me By" on "I Love the One I Have for You" December 22

50. CALIFORNIA'S NEWEST AND MOST COMPLETE

ONE STOP

45s... 60s
78's... 65c
E.P.'s... 95c
F.S.'s... 1.25
NORTY'S MUSIC CENTER

America's Fastest Selling Records!

WANTED
WE WILL BUY, LEASE OR TRADE
SHOW TUNES—A L. NO. 25
LIGHT CLASSICS, JAZZ, Etc.

For 12 in. L.P. line sold mostly through retail order. Preferably on tape. No cash at retail and your lowest price

BOX D-238
The Billboard, Cincinnati 12, O.
TV Cavalcade tells a charming story in rhyme, with chorus added a song refrain. Imaginative stuff that's bound to interest kids, especially those in institutions of importance to semaine "Tune-a-Week:"

Two in the Night
Before Christmas...78
Straight rendition of the standard tune.

ROB KEEHAN (CAPT. KANGAROO)
More Red and Old-Time (Pt. 1 and 2). 38
COLUMBIA 25-93
Second of the two in the series that is more"Scrooge-like" in the spirit of the title. Good covers.

SACRED

JIMMY WILDERER

RHYTHMEITF.S

DECEMBER

Glad to bring you news of this interesting group, not well known here in the States, (Chicago, RHI)

GREG REYNOLDS

AND THE PLAINSONS

COLUMBIA 25-55
-81
GOLDENEGO 45 - Naturally 81
- GAMMAGE, H.O.

ROB BARTON, GREG REYNOLDS AND THE PLAINSONS

Sing Magic Hour...72
Silent stuff, well on the commercial possibilities. (Elkhart, BHI)

Fox News...78
A new type of talent that mirrors the singing of the old-time "noel" songs. (Des Moines, IA)

CONTINUED

VOICES OF THE FANNY

ROYAL RECORDS

Every Christmas Day a new "noel" song will be featured. (Des Moines, IA)

Tinta, a good name for an energetic and zestful singing quartet. (Shreveport, LA)

L.ROSS

THE KANGAROO

A Musical Jingle

LIBERACE 330—Negro, contagious musical number that could as well be in the Ritz of a New York hotel as in a movie house. (L.A., RCA)

Who's My Angel...76
Another good sacred reading by a pro artist and group. (Blue Jay, BHI)

Country & Western

DENVER DUKE AND JEFFREY NOLL

A RHYTHM AND BLUE MIX—A country Christmas medley of good quality. (Shreveport, LA)

Christmas on the Farm...78
A great country medley of good quality. Acknowledged to be the best in the business. (Mamie, BHI)

Lawton Jiles and Toother Lee

Santa Claus Forgets Me...78
Bakerfield 103—A patented stanzas of material that comes from a poor little girl who got no present on Christmas Day. Loretta Lee is the kid singer who robs the child's pants and steals the heart of Scrooge. A depress-"Ancient"—(Love, FEDERAL)

Children's Record

Childhood Splendors...78
According to the singer, the "childhood splendor" is a sporting period not emphasized, no less proficient for all that. Cuts, and will arouse smiles and cheers. (Ooma, 8002)

WANTED YESTERDAY

Top-level Promotion Man with executive ability by a large group of broadcasting stations in major markets only. Must be real fireballer, hot shot, go-getter. Terrific opportunity for man who can get job done. Broadcasting experience not required. Looking for man with promotional background preferably in show business. Apply 9 a.m. to 8 p.m., Sunday, Dec. 5, and Monday, Dec. 6, to Buck Warren, McAlpin Hotel, N. Y. C.

COMING TO NEW YORK?

Stay at this modern 25-story hotel. All rooms outside exposure, large, beautifully furnished rooms with kick-ass, private baths, from $1.35 daily. Two room suites from $9.50. SPECIAL MONTHLY RATES! Bar, lounges, atoll and 24 hours service.

Hotel BEACON

Broadway at 73rd St., New York City. (Jarmyn Depot)

buy and use

CHRISTMAS SEALS

light tuberculosis

ROYAL PLASTICS CORP.

1540 Beverley Aven., Cincinnati 7, Ohio

SEMI-FLEX 10" or 45 RECORDS

PRESSES - 15.25 - Including labels carton sleeves, etc.

For full particulars WRITE TO

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RECORD SERVICES

H. H. SEABORN

1525 Broadway New York 1, N. Y.

Semi-Flex 45 Presses

100 - Semi-Flex 10" Presses

new Semi-Flex Molds

Metal Stamps

Additional Semi-Flex Molds

KING-FEDERAL-DE LUXE

DOTTIE EVANS

Music for Two-Year-Olds (Pt. 1 and 2). 38
COLUMBIA 25-91—Simple little songs that every two-year-old should know. (Microphone, BHI)

Children's Records

JOE WARD

NUTIN' FOR JMSA CHRISTMAS QUESTIONS

KING 4524

LITTLE WILLIE JOHN

I'VE BEEN AROUND SUFFERING WITH THE BLUES

KING 4988

OTIS WILLIAMS AND HIS CHARMS

GYPSET LADY

I'LL REMEMBER YOU

DE LUXE 6098

LITTLE WILLIE JOHN

I'VE BEEN AROUND SUFFERING WITH THE BLUES

KING 4988

JOE WARD

NUTIN' FOR JMSA CHRISTMAS QUESTIONS

KING 4524

BUBBER JOHNSON

LEAVE ME EVERY DAY A CHRISTMAS DAY

FAMOUS FLAMES

KING 4533

WON'T PLEAD NO MORE

CHONNE-ON-CHON

KING 4524

LITTLE WILLIE JOHN

I'VE BEEN AROUND SUFFERING WITH THE BLUES

KING 4988

BUBBER JOHNSON

LEAVE ME EVERY DAY A CHRISTMAS DAY

FAMOUS FLAMES

KING 4533

COME ON AND GET IT

THE MIDNIGHTERS

FEDERAL 12285

DISTRIBUTED BY

KING-FEDERAL-DE LUXE

EARL BOSTIC

KING 4972

HARLEM NOCTURNE

LITTLE WILLIE JOHN

I'VE BEEN AROUND SUFFERING WITH THE BLUES

KING 4988

OTIS WILLIAMS AND HIS CHARMS

GYPSET LADY

I'LL REMEMBER YOU

DE LUXE 6098

SAM THE WIZ

KINGLE 4533

I'M DOING MY BEST TO FIND YOUR LOVE

MIDNIGHTERS

FEDERAL 12285

I WOULDN'T BE HERE WITHOUT YOU

THE MIDNIGHTERS

FEDERAL 12285

I WOULDN'T BE HERE WITHOUT YOU

THE MIDNIGHTERS

FEDERAL 12285

I WOULDN'T BE HERE WITHOUT YOU

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I WOULDN'T BE HERE WITHOUT YOU

THE MIDNIGHTERS

FEDERAL 12285
GREAT FOR POP!
GREAT FOR C-W!

YOU'RE THE REASON I'M IN LOVE

SONNY JAMES
The Southern Gentleman

CAPITOL RECORDS
record no. 3602

FOLK TALENT & TUNES
By BILL SACHS

Around the Horn

The first country and western show to play the Coliseum on the new Kentucky State Fairgrounds, Louisville, November 18, met with the approval of 6,100 paid admissions at the modest performance and 3,200 at night. Features were such C.W. satirists as Ray Price, Webb Pierce, Jimmy Dickens, Del Wood, Bobby Lord, Dorothy Ann Farguson, formerly of WLS, and Pee Wee King, along with a contingent of Louisville talent. William H. King, Louisville booker, set the date. He has a New Year's Eve show and dance slated for the same spot, highlighting such stars as Hank Snow, Ferlin Husky, Len and Oscar, Judy Lynn, Pee Wee King, Bill Wimberly and His Country Boys and Boyd Bennett and His Rockets.

Sonny James' next release on Capitol is due the first week in January, at about the time his first album is slated to bow. Only two sides of the album, Sonny says, will be old songs of his—a rest all new... Johnny Cash heads up a "Grand Ole Opry" package on a show and dance date at the new Veterans' Memorial Building, Tulsa, Calif., December 11. Coy Baker and His Desert Stays will be added features... Pee Wee King is disk-jockeying an hour-long town-and-country-styled show over a Louisville station for a local sponsor. Through December, King will team with Andy Doll and his Boys, of Galveston, Tex., for a string of dates in that territory.

Andy Jackson and the Tor-ered Texas, c.w. threesome, have moved into the Paramount Lounge, Circleville, Ill., for a seven-week stand. Following the Circle engagements, the lads plan to head down Mexico way... Eddie Zack (Columbia) and Dick Richards have taken over the operation of the Excited Men's Club at the Naval Base at Newport, R. I., and plan to bring in c.w. names on a regular basis... Rusty and Doug and the Music Makers are set thru December in the Carolinas. While in Nashville for the recent deep-sea conclave, Rusty and Doug cut a new session for Hickory. Their latest on that label is "Mister Love" b/w "I'll Understand."

Mini Roman cut another session for Decora during the recent deep-sea shindig in Nashville. In addition to her singles, Mini teamed with Bill Gray on several duets. Mini Roman advises that samples of her newest Decora release, "Cheater's Luck" b/w "Tonight I Made You Mine," are available to disc jockeys who will write to her at her home, 417 Ocean Avenue, Brooklyn 20. If they're also welcome to an 8x10 photo, Mini says... Don Reno and Red Smiley and the Ten- nessee Ceeg-Ups play Nashville, Ga., December 3, Dixon, Ga., 6, Laken- land, Ga., 6, and Swamp River Jamboree, Live Oak, Fla., with Jim and Jesse McReynolds, December 8. Route was mapped by Carl- ton Haney, Richmond, Va., booker. Reno and Smiley have a new one on the King label, "If It Takes Me 2 Lifetime" b/w "Remington Rider."

Kenny Roberts, who put in the last eight years on radio, TV and promos out of Cinc- cinnati and Dayton, Ohio, has joined WTVV, Cadillac, Mich., where he's presenting a new kiddie show, using a live audience, 5-5:30 p.m., Mon-

day thru Friday. Kenny's first Decora recording, just out, is "I'm Looking for the Bully of the Town" b/w "Broken Teen- Age Heart." Capitol's newest release is the c.w. de- livery of Tommy Calhoun, "I'll Never Let You Go" b/w "I Wish I Had Died in My Cradle," and Jerry Reed's "You're Buggin', Boy" b/w "Too Busy Cryin' the Blues."

Bill Carlisle and his unit, now back in Nashville after a brief stop with "Ozark Jubilee" in Springfield, Mo., did a guest shot on "Big D Jamboree." Dallas, last Saturday (24), F. P. Dollar, "Big D" talent, and Mrs. Dollar are all having a new daughter (No. 4), Julie Maureen... Jimmy Martin's newest on the Decora label is "Hit Parade of Love," which he penned in collaboration with Wade Burch- field.

Pee Woe King, Redd Stew- art, Eiler Long, Jean Shepard, Hankshawn Hawkins, Wanda Jackson and Bill Wimberly and band are slated to head up a New Year's Day show at the Akron Armory. Business there on the first two shows of the season has been excellent. There is a possibility of sched- uling a show for late this month or early in December. If you're interested in working (Continued on page 41)

Juke Box Operators!

A RAREY TO ZORAT!

Horace! No Record Label Index

Did you ever wonder who makes that record that your locations inquire about? Where's the com- pany located? Who distributes their records in your area?

The answers are all in the latest index—just off the press of The Billboard's MUSIC-RECORD PROGRAMMING and BUYING GUIDE

There are 1,467 different record labels listed in this Guide. Labels are listed alphabetically by company name, with complete addresses, in addition, this 100-page booklet also contains a directory of record distributors, arranged by state and city, and tells you what labels they handle plus the record programming idea for each of your machines...

The top song hits by year for every year since 1910. The top record hits by artist and label, for the past five years. Order your copy now

1316 Patterson Biv., Cincinnati 31, Ohio

Subscription Department, The Billboard, 1316 Patterson Biv., Cincinnati 31, Ohio

My Name ________________________________
My Company Name ____________________________
My Address ...........................................
City ..................................................
State ..............................................
**C&W Best Sellers in Stores**

For survey week ending November 21

**Top Country & Western Records**

<table>
<thead>
<tr>
<th>Week</th>
<th>No. 1</th>
<th>No. 2</th>
<th>No. 3</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>SINGING THE BLUES (B&amp;M)-M. Robbin...</td>
<td>2 CRAZY ARMS (B&amp;M)-R. Price</td>
<td>3 DON'T BE CRUEL (B&amp;M)-E. Presley</td>
<td>4 JEFFERSON (B&amp;M)-V. Dickerson</td>
<td>5 LOVE ME TENDER (B&amp;M)-E. Presley</td>
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**Most Played C&W in Juke Boxes**

For survey week ending November 21

<table>
<thead>
<tr>
<th>Song</th>
<th>Artist</th>
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<tr>
<td>SINGING THE BLUES</td>
<td>M. Robbin</td>
</tr>
<tr>
<td>CRAZY ARMS</td>
<td>R. Price</td>
</tr>
<tr>
<td>I'M THE BARREL</td>
<td>L. Smith</td>
</tr>
<tr>
<td>WICKED LIES</td>
<td>B. Barnes</td>
</tr>
<tr>
<td>JUST ONE MORE</td>
<td>K. Jones</td>
</tr>
<tr>
<td>SEARCHING (B&amp;M)</td>
<td>K. Wells</td>
</tr>
<tr>
<td>RIDE A LONELY COUNTRY (B&amp;M)</td>
<td>B. Smith</td>
</tr>
</tbody>
</table>

**Most Played C&W by Jockeys**

For survey week ending November 21

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>Jerry</td>
<td>&quot;IT'S NOW OR NEVER&quot;</td>
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<tr>
<td>Tammy</td>
<td>&quot;IF YOU CARE&quot;</td>
</tr>
<tr>
<td>George</td>
<td>&quot;I'M A TRAMP&quot;</td>
</tr>
<tr>
<td>Tanya</td>
<td>&quot;I'M NOT YOUR SUGAR MAMA&quot;</td>
</tr>
</tbody>
</table>

**New C&W Record Reviews**

**FORUM RECORDS**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
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<tbody>
<tr>
<td>&quot;IT'S NOW OR NEVER&quot;</td>
<td>J. Smith</td>
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<td>&quot;I'M NOT YOUR SUGAR MAMA&quot;</td>
<td>Tanya</td>
</tr>
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**FOLK TALENT AND TUNES**

**Continued from page 39**

Judy Lynn's new release for ABC-Radio was "I Slipped Off My Wedding Ring" backed with "Tiptoe." Recent guests on the Palace Tele."Sunday Night Jamboree," Portland, have included the Pine River Swingers, Earl Heady with Slim Boucher and the Golden Prairie Cow... toys, Larry Monroe and Jack Kingston. The Pine River Swingers, (incl. Lynn Russell) filled the guest spot on the "Country Nighth... of the show. (Cont'd from page 44)
**This Week's R&B Best Buys**

GOODNIGHT, MY LOVE (Quintet-Of-Fortune, BMI) — Jesiie Belvin—Modern 1955—This record has been making a lot of noise out on the East Coast since late last week and attracted a cover by the McGuinn Sistets (a pop "Best Buy" this week also). Now it is dipping into other areas. Philadelphia lists it in its top 10 this week and it is also one of New York's best retailing disks. This action is bound to be mirrored in many other markets in the next few weeks. Flip is "I Want You To Be Mine" (Regiment, BMI).

**Review Spotlight on...**

R&B RECORDS

CYLDE McPATTER Without Love (Cased-Precious, BMI)—Atlantic 117—Here's a beautifully styled and soulful week-ender that offers the singer one of his most powerful vehicles to date. Its churchly sound and emotional build-up is complemented by a departure of a character that is unusually great r&b and pop commercial potential. The flip, "I Make Believe" (Precision, BMI), has a tenderizing and heart-bearting sound by which it will appeal to a wide audience. The gospel backing is an asset.

CHUCK BERRY You Can't Catch Me (Souper, BMI) Havan Moon (Arm, BMI)—Chess 1965—This top title is featured in the pic "Rock, Rock, Rock" and is one of the two or three most exciting titles for the season. A lively and bubbly guitar backing Berry gives the amzing a very appealing reading. It's a catchy tune that will dig into the diggers' charts. A week-ender with natural light and root ideas. Powerfully, reading could be a "sleep." 

RAY JOHNSON Love a La Moda (Atlantic, BMI) No Time Unnamed (Denn, BMI)—Dot 1511—Johnson's first dot record ought to establish his position with a little trouble. "Love a La Moda" strikes a blow for originality and a matter of style that is not to wear the younger set. His reading has humor and class and could be a hit. The flip is a weeper-ender that shows Johnson also knows how to style the slower, finer tunes, too. A strong showcase for the singer.

LITTLE WALTER Take Me Back (Arm, BMI) It's Too Late, Brother (Arm, BMI)—Checker 522—Two superior sides by a favorite vocalist. "Take Me Back" is a touching pleader shuffling along with a wailing-glass figure. His work with flavorful Southern touches in the backing is "It's Too Late" picks up the beat and the singer works himself to a lather, presenting his characteristic excitement. Southern markets will be especially good targets.

MUDDY WATERS Just To Be With You (Arm, BMI) I Got To Find My Baby (Arm, BMI)—Chess 1614—The Southern shouter has a field day with the material at hand. The top side is a very strong effort, with some original lyrics and a great showcases. Material contains interest nicely, and builds in dramatic momentum. "I Got To Find My Baby" is single and unrepeatable in its makeup, but the beat again—indeed the complete Southern harmonics and guitar backing—will win a wide audience.

**SPIRITUALS**

THE SENSATIONAL NIGHTINGALES Burying Ground (Lion, BMI) In Memory Of Mother (Lion-Peacock 1705)—A live-like set of performances that will sell well to audiences in this market. Side top is a fervent prayer in the wind-in-the-lap. The flip, the singer also work to an exciting pitch. Lead part has particularly a dedicated quality that gets over solidly.

**R&B Territorial Best Sellers**

Rhythm & Blues Notes

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**Reviews of New R&B Records**

THE WILLOWS

Don't Pull, Don't Push, Don't Shove... II CLUB 107—A soulful contribution of lyric, beat and performance that could—should—be a very strong hit. "Don't Pull, Don't Push, Don't Shove... II" is a one-shot, but has a great deal, and commented: "As long as the public is provided with top material and the music need never go into a decline." For R&B on the market, as such as eight hours a day are devoted to spiritual programming of the record. Some of the recent outstanding issues in the market are those by the Sensational Nightingales, the Dixie Membrane Orchids, the Billy Nelson Trio, The Soul Satisfaction, the Soul Rockers, the Soul Singers, the Staple Singers, the Staple Singers, and the Staple Singers.

EHTA (NEED CHAPELIZED JUICE)

Good Looking... II" MELLO 1967—First-class setting of a soulful rhythm and blues piece, but has a commercial appeal. (Rural, BMI)

This is the lead sheet out his grief over the beauty of the earth. The lead grouts given a soul-stirring heart to the lead to a "I'm Pretty and very very happy." (Rural, BMI)

GUITAR GABLE

Guitar Rumba... II" LOUISIANA 1969—A typical instrumental side with pipes and guitar. The lead singer consists of the leader of five local bands, but has a vocal harmony that has the lead into a "I'm Pretty" and very very happy. (Rural, BMI)

LOVE SONGS

"If You Love Me"... II" AMERICAN 1969—A very strong love song with a soulful beat and a restrained quality. It is the lead into a "I'm Pretty" and very very happy. (Rural, BMI)
### R&B Best Sellers in Stores

For survey week ending November 21

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Weeks on Chart</th>
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<tbody>
<tr>
<td>1. HONKY TONE (PARTS I &amp; II)</td>
<td>B. Doggett</td>
<td>15</td>
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<tr>
<td>2. BLUEBERRY HILL (ASCAP)</td>
<td>F. Dominio</td>
<td>5</td>
</tr>
<tr>
<td>3. SLOW WALK (BMI) - S. Austin</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>4. THE WHAT A NIGHT (BMI)</td>
<td>D. DelS.</td>
<td>7</td>
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<tr>
<td>5. I FEEL GOOD (BMI) - Shirley &amp; Lee</td>
<td>12</td>
<td></td>
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<tr>
<td>6. LOVE ME TENDER (BMI) - E. Presley</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>7. YOU CAN'T STOP THE BOSSMAN AND BIRING (BMI) - Atlantic Inc.</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>8. DON'T BE CRUEL (BMI) - E. Presley</td>
<td>13</td>
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</tr>
<tr>
<td>9. THE LOVERS (BMI) - J. Lowe</td>
<td></td>
<td>6</td>
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<tr>
<td>10. IN THE STILL OF THE NIGHT (BMI) - Satanus</td>
<td>9</td>
<td></td>
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<tr>
<td>11. ON MY WORD OF HONOR (BMI) - B. B. King</td>
<td>13</td>
<td></td>
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<tr>
<td>12. THE HOUND WITH FEEL (BMI) - C. Berry</td>
<td>8</td>
<td></td>
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<tr>
<td>13. TOO MUCH MONKEY BUSINESS (BMI) - C. Berry</td>
<td>6</td>
<td></td>
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<tr>
<td>14. SLOW WALK (BMI) - B. Doggett</td>
<td></td>
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<tr>
<td>15. THOUSAND MILES AWAY (BMI) - Heartbeats</td>
<td>15</td>
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### Most Played R&B in Juke Boxes

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<tr>
<td>8. WITHOUT A SONG (BMI)</td>
<td>S. Knight</td>
<td>2</td>
</tr>
<tr>
<td>9. LAZY (BMI) - E. Willis</td>
<td></td>
<td>2</td>
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<tr>
<td>10. HEEBIE JEEBIE (BMI) - Little Richard</td>
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**A BRAND NEW SOUND!**

**Rhythm & Blues Notes**

**Continued from page 49**

**I'M GOING STRANGE**

**MICKEY and SYLVIA**

**9 FAST MOVING RECORDS**

- **'Ain't Got No Home**'
  - by Clarence Henry
- **'I'll Be Spinning**'
  - by Johnnie and Joe
- **'Just To Be With You**'
  - by Muddy Waters
- **'You Can't Catch Me**'
  - by Chuck Berry
- **'Over and Over Again**'
  - by The Moonglows
- **'Ding Dong'**
  - by The Chirkadees
- **'Take Me Back**'
  - by Little Walter
- **'Would I Be Crying**'
  - by The Flamingos

**CHESS-CHECKER-ARGO RECORD CO.**

4750 So. Cottage Grove Ave., Chicago 15, Ill.

All Phones: KEnwood 8-4342
Boston Garden Leader Feated

BOSTON—Walter A. Brown, general manager of the Boston Garden, was honored for the third time for his efforts to help underprivileged children, by 500 sports celebrities who turned up at the Garden to give Brown, a long-time friend of President Coolidge and a former Army general, a testimonial dinner.

Brown, a former World War I aviator, was presented with a gold ring by the Garden staff, and a silver cup by the Garden board.

In his speech, Brown thanked the Garden staff for their help, and reiterated his belief in the value of sports for the development of young people.

Al Sweeney Inks Spencer Auto Races

CHICAGO—Al Sweeney, owner of the Chicago Motor Club, has signed a contract with Spencer Auto Races to stage a series of races in Chicago next year.

The races will be held on the city's new 1.5-mile oval track, which is being built near the Chicago Stadium.

The contract calls for six races, with prize money totaling $5,000.

Miracle Melody

The Miracle Melody, a 10-year-old mare, has been entered in the Kentucky Derby.

The horse, owned by Mr. and Mrs. J. A. Thomas, was purchased for $10,000 and has been training hard for the big race.

Meanwhile, the horse's owner, Mr. Thomas, said he was confident the horse would win the Derby.

EDMONTON, Alta., To Expand Use Of Grandstand

EDMONTON, Alta.—Edmonton Exhibition officials are seeking ways to expand the use of the 8,000-seat grandstand at the fairgrounds.

J. A. Anderson, general manager, said consideration is being given to converting the grandstand into a multi-purpose facility for various events.

Meanwhile, a group of local businessmen has offered to fund a new grandstand roof to accommodate additional events.

The group is led by Mr. J. A. Anderson, who said he was confident the new roof would be completed in time for the fair's opening in June.

The Edmonton Exhibition is one of the largest annual events in Canada, attracting thousands of visitors from across the country.
A LITTLE-HERALDED annual program is about to get under way at the Field House of the College of Puget Sound in Tacoma, Wash., and with it come illustrations of community service and good auditorium-arena management at the same time.

Some years ago, Manager Ted Droettboom found that the Field House was being damaged nearly every weekend. This expense for broken windows, damaged doors and other vandalism reached $100 and $150 weekly, an unpleasant discovery for each Monday morning.

Droettboom knew that the damage was caused by youths who wanted to use the Field House basketball courts, and they wanted this bad enough to try breaking in. The manager's reaction was the reverse of that many people would have taken.

WITH AUTHORITY from his board, he arranged to open the basketball courts to the teen-agers that wanted to play. First they were limited to 5- to 8-year-olds or 40 young people. Then the Field House is open from noon until 3 p.m. each Saturday and Sunday. Six baskets on the three courts are available.

Droettboom himself supervises the activities. He watches to see that all persons get turns at the baskets for free-throws practice. Sometimes basketball players from the college also are on hand, and they or high school coaches often act as unofficial "coaches" for the younger boys who are playing.

An added development is that such groups as Boy Scout troops now have begun asking for court time, and Droettboom finds himself with a reservation book for these special groups.

HE HAS GONE FARTHER. For a specific period the boys keep a count of how many baskets they score. The youth who runs up the highest total is awarded a Field House trophy by the mayor. The ten runners-up are awarded passes to the State's "B" tournament of high school basketball, which is held at the building in March.

The Field House was in the spotlight when President Eissenhour appeared there recently. It is made news by winning a vote from the State board to keep the cage treasury, and the college has a plan for a new stadium to be built in a couple of years increasing Droettboom's activities. There is a new 2,000-car parking lot.

But it is for news that the Field House is open for weekend basketball that many in Tacoma wait eagerly. That announcement is made without fanfare, because Droettboom is convinced that the public would not want to accommodate if there were any additional publicity.

Cedar Rapids, Ia., Ends Fiscal Year With 16G Surplus

CEDAR RAPIDS, Ia.—The Allama Fair ended its year's activities with a final sale, bringing the fair's income of $16,640.59 over expenses before depreciation, it was announced at the organization's annual meeting. Non-fair activities included several State and national livestock shows, sales and type conferences.

Judge Charles Penningroth was re-elected president of the fair. Edwin C. Evans, vice-president; Lumie Stritzky, secretary, and Robert H. Caldwell, treasurer.

The executive committee, in addition to the officers, includes O. J. Eklund, R. H. Deison, Ray Hopple, Herbert Killian, William B. Quinn and Charles Severy. New directors are John McCollister, Dinnie Arnold, Harold Woito and Harry Ludlum.

ARENAS & AUDITORIUMS

Droettboom's Cage Plan Serves Many Purposes

By Tom PARKINSON

A NEW solid, pane glass was developed with plenty of flash was developed by Dr. J. S. Detox for use at the Cleveland County Fair, Shelby, N. C.; Southern States Exposition, Charlotte, N. C., and the North Carolina State Fair Branch.

Produced for directional, informative and labeling purposes, the sign features lettering on a translucent color-type material on both sides. The reverse–kraft–bulls border the narrow interior space between the two sides and make the sign readable in any light. Modern design adds to their effectiveness.

A little lumber, comparatively simple wiring and the services of a letter cutter were needed. Signs can be changed with a minimum of effort.

Great Falls Arena

Plan Falls Short

Great Falls, Mont.—A petition by which a bond issue would be proposed to voters here failed to secure the necessary signatures.

The petition calls for a separate roof to be added to an estimated $350,000 arena which was built by the city council's committee. The structure would be near Bayonne High School.

Sports Arena Planned

At Taunton, Mass. . . .

TAUNTON, Mass. — An estimated $250,000 arena would be constructed here by the city council's committee. Six applications were considered. Start Soon

At Estevan Fair . . . .

ESTEVEN, Sask. — Work is under way on construction of the Estevan Agricultural Society's $44,000 arena. The cost is expected to be about $150,000. Donations and community projects.

Louisville Armory Lists... Major Show Events...

In Louisville, Ky. —A $600,000 armory included Elvis Presley, November 25 and Harlem Globetrotters, November 26. Coming are "Show of Shows," with follow-up on December 10, three-quarter motorage auto races, January 6, with four more tentative dates set at the event; "Holiday on Ice," January 29–February 9, and Fair. Circus, February 18–24.

Texas Town Plans New Auditorium

McAllen, Tex.—A $500,000 municipal auditorium is being planned here.

New Jersey Town Proposes Building

MADISON, N. J.—A $100,000 project proposed here would include a 1,500-seat auditorium, a gymnasium and a swimming pool.

Toledo Sports Arena

In New Row

TOLEDO, O.—Sports arena here had the Caribindian Band on Friday, Relic Rockers, December 3, and Elvis Presley, Thursday, December 2. A meeting of the board was held November 26–December 2, Fred Warnig, December 5, and the Casey Jones Band, December 9. A special meeting is scheduled for December 14.

YOU CAN PLACE YOUR CONFIDENCE IN "NATIONAL" RIDES

Rides built by National over 40 years ago are still in operation and considered too good to replace.

National is Famous for . . .

COMPLETE KIDDETTES

CUSTOM PIECES

FULL SERVICE

PLEASURE

FARMING

REALISTIC

DESIGNS

ERECTED AND MAINTAINED

WANTED TO INCREASE YOUR PROFIT

EYE-CATCHERS

LOW-COST SIGNS

RATED HIGH

At N. C. Events

A NOVEL, low-cost sign with a plenty of flash was developed by Dr. J. S. Detox for use at the Cleveland County Fair, Shelby, N. C.; Southern States Exposition, Charlotte, N. C., and the North Carolina State Fair Branch.

Produced for directional, informative and labeling purposes, the sign features lettering on a translucent color-type material on both sides. The reverse–kraft–bulls border the narrow interior space between the two sides and make the sign readable in any light. Modern design adds to their effectiveness.

A little lumber, comparatively simple wiring and the services of a letter cutter were needed. Signs can be changed with a minimum of effort.

ARENAS & AUDITORIUMS

Droettboom's Cage Plan Serves Many Purposes

By Tom PARKINSON

A NEW solid, pane glass was developed with plenty of flash was developed by Dr. J. S. Detox for use at the Cleveland County Fair, Shelby, N. C.; Southern States Exposition, Charlotte, N. C., and the North Carolina State Fair Branch.

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Cedar Rapids, Ia., Ends Fiscal Year With 16G Surplus

CEDAR RAPIDS, Ia.—The Allama Fair ended its year's activities with a final sale, bringing the fair's income of $16,640.59 over expenses before depreciation, it was announced at the organization's annual meeting. Non-fair activities included several State and national livestock shows, sales and type conferences.

Judge Charles Penningroth was re-elected president of the fair. Edwin C. Evans, vice-president; Lumie Stritzky, secretary, and Robert H. Caldwell, treasurer.

The executive committee, in addition to the officers, includes O. J. Eklund, R. H. Deison, Ray Hopple, Herbert Killian, William B. Quinn and Charles Severy. New directors are John McCollister, Dinnie Arnold, Harold Woito and Harry Ludlum.
**FOOD DEVELOPMENTS:**

**Floss Maker Designed For Speed, Efficiency**

TOLEDO, O. — A new cotton candy machine, that is said to produce floss that is finer and at a faster rate of speed, has been perfected here. The unit, known as the Cotton "Kandy King," has a pre-feeder and runs thin, giving immediate production as the spinner head is turned on. The machine is equipped with 10 steps of heat control to give the operator more production from each pound of sugar while it produces a finer grade of candy at a faster rate.

Special features include a 22-inch pan and a 14-by-11-inch base equipped with an art-to-candy aluminum front panel. The entire unit is mounted on compression springs for quiet operation and powered by a one-third-horsepower electric motor. Each candy maker carries a money-back guarantee and a one-year guarantee on mechanical parts and all working parts, the maker announced. — Confectionary Wholesaler, Vol. 30, No. 26, Secor Street, Toledo 13, O.

**Automatic Coffee Urn**

MASSILLON, O. — A fully automatic electric percolator urn for making large quantities of coffee without heavy pots or servers has been introduced. Action is said to be in seconds and stops at the peak of the flavor. Current is automatically turned to low heat to keep the brew hot. Two sizes are available, 48 and 72-cup capacity. The 48-cup unit is 14 inches wide at the base and operates on 110-120-volt alternating current. — Enterprise Aluminum Company, Massillon, O.

**Shake Maker**

ROCKTON, Ill. — An automatic continuous freezer that is said to speed up preparation of milk shakes and shakes being manufactured here. The mix is poured directly into a refrigerated hopper which holds it at low temperatures. Automatic mix feed synchronized with the draw-off rate, keeps the freezer properly loaded for continuous service. Air is filtered thru a sterilizer equipment, Rockton, Ill.

**Simple Food Warmer**

NEW KENSINGTON, Pa. — A food warmer that heats and refreshes hot dog and hamburger buns, rolls, muffins and pre-cooked meals, has been introduced. They set up in dry rooms and provide steaks so quickly that it can be served hot to patrons. Unit is 14 inches wide, 12 inches high and 11 inches deep. — Aluminum Cooking Utensil Company, Wheeling, W.Va.

**Animal Keep and Care Added To Strates’ Winter Chores**

NEW YORK — James E. Strates, long weighted with the responsibility of operating a huge circus, also has added care for his animals in the between-seasons period with a new and curiously small stock of animals acquired several months ago.

The beasts, including three elephants, a hippopotamus, some bears and beasts, along with assorted lesser animals, have ravened up. A number of times, the new tenant and patron of the long fulfilling their diet requirements is considerable.

A carload of hay from Strates’ upstate New York farm was added to the show train and loaded to the Orlando, Fla., winter quarters. This will do for a starter for the hay burners, but much more will be needed.

**Valued Attention**

Strates is not dismayed, however. He is sure that the cost of acquisition and upkeep will be more than met by the value of the newspaper as an attraction with this midway organization.

When acquired, it was reasoned that the animals would provide a prime attraction when presented in a special top immediately behind the main feature. The dates of the Great New York on the respective dates. Patrons will view the beasts free after paying their admission to the grounds. At fair the animals will be used as a pay attraction.

**Carnival Circus**

Circus — Any Size — Concession

Carnival — Any Type — Exposition

Address: Brunswick 8-4344

3231-21 W. Huron St.

Chicago 12, Ill.

**EXTRA COPIES of The Billboard CAVALCADE OF FAIRS and OUTDOOR CONVENTION NUMBER mailed postpaid anywhere to you or your friends at only 35c per copy. Simply fill in coupon below:**

The Billboard — Circulation Dept.

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**THE FINAL CURTAIN**

ASTLEY — Fred, 82, in private life Fred Lawrence Crick, proprietor of Astley’s American Circus, in his hotel in Northland, England, November 4. (Details in Circus Section.)

ELLIS — Douglas, former showman, November 14 at his home in Augusta, Ky.

RICE — Johnnie H., 76, former showman who appeared in silent films, with movie shows and as a stunter at the outdoor events, October 28 at his home in Greenwich, Conn. on the 25th. In Roost Park, Denmark, November 20, 1900, he came to this country to tour with many movie shows and work and stand-in for such well-known old-time stars as Lou Champion, Douglas Fairbanks and Harold Lloyd. Survived by his widow, Adelia. Buried in Woodlawn Memorial Park, Greenwich.

THOMPSON — Myrl, 54, of Saratoga-Carnival, grandchildren stand from 1905-1905, November 15 at an extended illness. Buried in Oklahoma, Jan.

**Cat’skill Animals in Store Work**

NEW YORK — Twenty-four animals from Roland Lindemann’s Cat’skill Game Farm, Catskill, N. Y., form the hub in the Christmas promotion of Gimbel’s department store which will go under way Saturday (17).

**Ice Shows**

Held at the Park in 1920, Topeka, O.; Santa Fe, N. M.; Phoenix, Ariz.; Ely, Nev.; Denver, Colo.; Allentown, Pa.; Kansas City, Ia.; St. Louis, Mo.; Cleveland, Ohio; Des Moines, Ia.; Chicago, Ill.; Milwaukee, Wis.; and Minneapolis, Minn. The annual All-American Swimming, Skating and Ice Carnival is held every April in Madison Square Garden, N. Y., and features an all-out exhibition of swimming, skating and ice and water sports. The games are played on the frozen lake, with the ice being removed as quickly as possible. The games are played on the frozen lake, with the ice being removed as quickly as possible. The games are played on the frozen lake, with the ice being removed as quickly as possible.
Western Assn To Feature Adv. Clinic

SACRAMENTO—The Western Fairs Association will feature an all clinic during its annual convention, which opens Monday (3) at the Astor Hotel, Sacramento, Calif., Louis S. Merrill, WFA general manager, announced.

The convention program is designed to help fair management build attendance through an understanding of the best application of advertising techniques and to determine what constitutes a professional exhibitor.

The program will be emceed by A. C. Marguard. He is manager of the Antelope Valley Fair and Fall Festival in Lancaster, Calif.

Dick Reno, vice-president of Salesy Stores, will discuss the inside-out scheme of salesmanship that can be used to create better sales establishments.

Nelson McNichol, director of advertising and promotion services for KNX radio, Hollywood, will be asked to speak on the impact of radio as an advertising tool.

CNE Fem Bldg. To Conclude New Theater

TORONTO—When the Canadian National Exhibition Women's Building is completed next June it will house the fair's first its facilities a 1,350-seat theater.

The ramp-style house will be used during the big events for dance and fashion shows, but during the off-season it will be expected to maintain itself. The theater will have a fly-galaxy with an opening 50 feet across and a depth of 40 feet, large enough to stage the biggest of acts on the stage, according to Jack Armer, CNE manager of buildings.

Adequate parking facilities will be available and the theater will be equipped with radio and television lighting and a turntable stage.

Kentucky State To Run 10 Days

LOUISVILLE—The Kentucky State Fair will add a day to its 17-day run and will operate 10 days, if announced here last week. Tentative dates will be Sept. 13–19, with the fair opening on Friday. Mike Wilson, manager, said.

Success of a professional football game at the 56 fair may mean the promotion of two such events next year, with both dated for the two Sunday afternoons.

Mich. State Ups Gate, Expands Auto Races

DETROIT—The Michigan State Fair will increase its outside gate admission price and expand its auto races program to 12, with Donald L. Swannson, manager, announced.

The board of managers last week passed an increase in admissions from $0 to $2 cents, with children under 14 still on a coffee basis. The ticket at the gate is $0.50 and is due to increased expenses, Swannson said. Since that time the gate budget has jumped from $350,000 to daily, $800,000, be pointed out.

Special days for veteran, children, teachers, old timers and others groups will be continued with no charge at the gate.

Expansion of the fair's auto race program will see three meets instead of the one held in recent years. Auto races have been the biggest single money-maker for several years, and it is planned to have races on the first Saturday and the two Sundays.

$60,000 Admin. Building Set For San Mateo

SAN MATEO, Calif. — Construction of the $60,000 Administration building for the San Mateo County Fair and Plural Fiesta is under way here as another step in a long-term expansion plan.

The new structure will replace that which was destroyed by fire three years ago. It will be used for the Fiesta's administrative activities for some years. William H. Clark, Jr., president of the fair.

When the brick and stucco Administration building is completed, it will be the first such structure.

FARMS-EXPOSITIONS

The Billboard

Western Fairs Association, Hotel Del Coronado, Coronado, Calif., December 3-6, Louis S. Merrill, general manager, announced.

The Michigan State Fair, Hotel Severin, Detroit, Mich., Williams H. Clark, 500 Walnut Street, Des Moines, Iowa, Hotel Fort Des Moines, Des Moines, 10-12, C. S. Miller, Tipton, Indiana, Wisconsin Association of Fairs, Schneider Hotel, Milwaukee, Jan-

FAIR ASSN. MEETINGS

Western Fairs Association, Hotel Del Coronado, Coronado, Calif., December 3-6, Louis S. Merrill, general manager, announced.

***

Fiar Manager also manages Horse Show, North Carolina Apple Festival and Chamber of Commerce

NEW CAROLINA

Here are some facts

- 35,000 paid admissions 1956
- Large exhibit hall, building more space for 1957
- WNC Herdshow & Sale (open circuit) $12,000,000 Industrial Income $1,000,000 Agricultural Income Summer Vacation Mecca No competition in area for 30 days

We are liberal with carnival and concessions. This Fair is on its way up again

Contact: DAVE W. COOLEY, Manager P. O. Box 371 Hendersonville, N. C. Phone: Day 2-1413—Night 5620

THE BILLBOARD

Copyrighted material

FAIRS-EXPOSITIONS

Communications to 188 W. Randolph St., Chicago 1, Ill.

PRODUCT HYPOS: Survey, Auction Help California Exhibitors

LOS ANGELES — The Consumer Survey Council at the California State Fair in Sacramento and the Mystery Price Auction at the San Francisco Fair in San Jose were two of the outstanding product merchandising plans that were presented during 1956.

The Consumer Survey Council, a scheme of tabulating honest public opinion on products, grew out of a chance remark by Kenneth Fry, chief of the State Fair's bureau of exhibits. He suggested the fair's assistance to California industries through professional judging be extended to give the manufacturer more conclusive evidence of his product's selling potential.

The Survey Council was open to any national manufacturer whose products were either made or distributed in California. It offered California State Fair Media in all classes, with the winners determined by the judges themselves. It also provided public and personal reaction, thus aiding the manufacturer in an investment of thousands of dollars plus the expense of a professional research staff if undertaken by the manufacturer himself.

From the manufacturers' point of view, the Survey Council gave opportunity of viewing what was new in products and enabled a personal demonstration of the functional features of each product to prospective buyers.

San Francisco Mystery Price Auction "seems to have taken up where the California State Fair left off," For in San Jose the products shown during the seven-day fair were sold or fairgoers in closing day by a professional person, William A. Strub, who assumed the management of the fair early this year, worked closely with the exhibitors in putting over this new type of selling.

As the State Fair's Survey Council, the most important limitation was the expense of the field visits which they rated. All of the displayed apparatus were given away on the final day of the fair. They included refrigerators, food failures, washers, dryers and dishwashers in addition to the combination freezers and washers.

A NEW GRANDSTAND SHOW For the Fair For Fairs and Celebrations SAM HOWARD'S WATER FROLICS

Beautiful Bathing Gals, Novelty Acts, all the newest, most marvelous lighting effects. Will play on percentage basis or guarantee. BOB GAC-HAMID

89 S. Michigan Ave., Chicago, Ill.

For Yard Shows...Fair...Parade...Celebration Book

THE MALKO TROUPE

MIKE MALKO 646-1248

December 1, 1956

49
NAAPPB Convention Starts at Chicago

Elective of Officers, Banquet-Ball
Mark Activities Scheduled for Tuesday

CHICAGO — Amusement park
men from throughout the nation con-
vened on Chicago Saturday and Sunday
(24-25) for the 38th annual
convention of the National Associa-
tion of Amusement Parks, Pools and
Bathhouses (NAAPPB).

The convocation will be at the Sher-
man Hotel thru Wednesday (28).

In conjunction with it is the
NAAPPB annual trade show, where manufacturers and suppli-
ers of show equipment display their
wares.

General park sessions are in
the afternoon, while evenings will feature ses-
tions of discussions about beach and pool
operation is scheduled for the
mornings.

By Tuesday (27), the park men
will be well along in their schedule.

New Motels
To Adjoin
Seaside Park

NEW YORK — In the planning
stage for Rockaway Beach, is
reaching the actual construction phase. The hotel, under the direc-
tion of Deeley Cooper and Jack
Greenwood, who also operate Sea-
dog and two other hotels.

The motel will be called Ocean
Boulevard and will be located just south of the park area. First phase of the
project will have 42 units on two
levels. Second phase, likewise to have 42 living units, will also feature an additional 42 units. The motel is expected to open next sum-
mer, Greenwood reported.

Survey: Coaster has been the scene of
extensive rebuilding this year, follow-
ing a fire that did more than
$300,000 worth of damage in late
1955.

Thompson Adds
3d Kiddieland

ALEXANDRIA, La. — Jannick
Thompson here has constructed
with the city of Lake Charles, La.
the first Kiddieland 3D, and he
has returned from a buying trip on
which he acquired rides for the
project.

He also reported that his Kid-
dieland at Alexandria has been
rented by stockholders for the first time this season, a hike to the
new rides installed there. These are a
new Coaster, new Kiddieland
and two Kiddieland Trains.

Meanwhile, Mr. J. L. Adams
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ROLLING RUMBLINGS

Natl Skating Queen Contest Set by RSFA

NEW YORK—Glamorous finals of the National Skating Queen Contest, first major project of the newly formed Roller Skating Federation of America, are scheduled for January 2 to 5 at Gotham Hall. The inspiration was the annual contest held in Chicago by the Chicago Roller Skating Federation.

The winners of each of the contest's sections will be announced on January 6, and the national winner will be announced January 7 at the end of the contest.

The contest will be judged by a panel of judges, who will select the winners based on their performance in the contest.

Journalists are invited to cover the contest, and the winners will be interviewed after the contest.

The contest will be held at the Gotham Hall, and will be open to the public.

The winners will be presented with awards and prizes, and the event will be broadcast on local television.

Please contact the Roller Skating Federation of America for more information about the contest.

(End)

(End)
Havana Date Goes To Packs People

Cuban Impresarios Contract For Sports Palace Winter Circus

HAVANA, Cuba—Cuban producers for the annual holiday circus at the Sports Palace here will present the show this season using talent and properties of the Tom Pack circus.

Arrangements were completed at New Orleans where the Tom Pack Circus is winding up its current engagement. Harry Dube, the manager of the circus, arranged the contract with Emileo Dube, a Havana sports official, and Ernesto Arnas, Cuba sports official, were on New Orleans for the deal and now have returned here.

The show will be December 31 then January 6, with an option for an additional week. The contracts were completed last week.

Attractions and acts will be booked thru the Tom Pack office. Representation will be handled by the Packs headquarters at St. Louis and quarters in Illinois.

The now-trip will be tackled to West Palm Beach, Fla., and then taken by boat to Havana.

Boston Opens Split Week: Three Injured

BOSTON—Injury notwithstanding, Al Shalloe, manager of a Hamil-Morton Circus offering, did well as it opened an extended schedule of operating dates. Carded were six days encompassing a pair of three-day-weeks, November 16-18 and 23-25.

At the matinee Saturday (17) Mrs. Virginia Von (Miss Franute) of the化妆 division of the circus was injured while sliding down a rope, and therefore missed the morning. As a substitute, the elephant vertebrae and left foot were displayed for the afternoon. Friday (16) the Fennovles, Carmen and Gasper, fell from their roller-bola platform and suffered a sprain and bruise, missing the entire weekend. Mrs. Von was admitted to General Hospital.

Show followed a successful engagement in Atlantic City, with business reportedly up a few points over last year.

The lineup included the Labollives; Tucker's; Tropology; Elephas, the elephant; the table fall; Mike Monroe, comedy trumpeter; Pat Anthony's wild animals; W. J. Higginbotham's wild animals; the elephant-pony act; Dastenney, riding act; Venus, head-line to-doe; Frank Flagg; Melba; Ed Curnow; Crook, high wire; Conine's Circus; Fennovles, elephant act; Missy Jane; the horse act; Missy Joan, high school; Mr. Mantie, trick horse; and the elephant-pony act; Duncheaver, riding act; Venus, head-line to-doe; Frank Flagg; Melba.

In addition to many of the above, acts in Atlantis also included Chouo's clowns, Billy Wells and the Four Fays, tumbler, Flying Marlen; Argittans, aerial, Bob Astbury and Company, high act.

Hunt Show to Feature Wild West Next Season

BURLINGTON, N. J.—Hunt Circus and Wild West Combinations will be the banner under which the Hunt organization tours in 1956. As it was reported last week, plans are developing at the show's winter quarters here.

The combination of the Hunt and Wild West features are to be incorporated into a single show. This show is the regular touring show and are not to be set apart as an after-show, it was understood.

Performers will divide their chores between the circus and Wild West. The Big Red West will appear in the circus ring, the Wild West then around the plaza. Circus attractions will include Ceramic, the sky-bobbing, the Indian, the rafter's riling act, roping, riling, and the Wild West acts, the Rocky Mountain Outlaw, the Bucking Bull,

Charles T. Hunt recalled his show had a combination of this type in 1916.

Beatty Arrives in WQ: St. Petersburg Strong

DI. LAND, Fla.—Clay Beatty Circus came into winter quarters here Wednesday (21) after giving its final performance the day before at Sarasota.

Bud Charleson and Jerry Collins, producers of the show, were on hand. They had plans for expanding the show for next season. Collins is a Sarasota attorney who has operated a dog track there. They are associated in ownership with Frank McCloskey, general manager, and Walter Kerman, assistant manager, plus St. Jack, promotion manager.

The circuit played to three-show engagements at such spots as in San Antonio, the wire headliner appearing for a total attendance of more than 12,000 persons.

FAA officials have said the line in front of the arena is a problem that will have to be taken care of. At Clearwater, Fla., on Monday night there was a light after-show and a non-counter house at night. Fayettes sponsored.

Iron Curtain Acts Compete In Festival

WARSAW, Poland — Circuses from Iron Curtain countries will participate in the International Circus Festival at Warsaw December 10.

Plan calls for each to give a show of about two and three hours, beginning May 1 and lasting about one week. Those in each class will receive a trophy. There will be other awards of gold, silver and bronze medals.

Shows from Poland, Hungary, Bulgaria, Czechoslovakia, Romania, Eastern Germany and Soviet Russia will take part, according to R advance reports.

Fred Astley Dies at 82

NEW YORK—Word has been received of the death in England of Fred Astley, 82, Continental circus veteran and proprietor of the Astley's American Circus. A descendant of the famed Astley circus family, which established the first permanent circus in England, he had been ill for some time with senility.

Astley, a private life Frederick Dowski, passed away November 22, at his home in Bexleyheath near London, and was buried at the British island burial.

In the family group at Bexleyheath, East, was his son, Allan Astley, who had been a director of the circus while it was operating in England, and was succeeded by his son, Allan Astley, who had been a director of the circus while it was operating in London.

Macon Shrimpers Approximate '55 Business Level

Macon, Ga.—At mid-week the Macon Shrimpers were enjoying excellent business, practically a par year with the $1,000,000 reported last year.

Monday night crowd was the biggest opening night on record, and on Tuesday there was a capacity audience. Out of this audience of the week on Wednesday drew 20,000 children and was followed by another capacity crowd at night.

Attendance is 25 cents, with researed seats in the balcony selling for $1.50, and the business revenue is the concentration, operated by the Shrimpers. Concession goods are running 35 or 45 a cent ahead of the same time last year, Bailey said.

Macon, Ala.—Anchors Abreast

Oscar Konyet's chimpanzee act is missing from its current engagement due to an accident while on route to Macon from Sarasota. Konyet was driving from New Orleans, turned over near Lakeland, Fla., and was injured.

Allen's bears arrived just 15 minutes before show time Monday night. The show was held in Macon while on route from Houston. Albright's bears, which had been in the four bears was injured, but there was extensive property damage.

The Dingler-Jackson bar and transportation acts were booked to replace the Konyet number. Red Dingler and wife were reported to be in Macon at the time. Total running time of all acts is one hour.

Other acts on the program include John and Minnie Scott and their dogs; Ward Hall and Company, juggling and knife throwing: Helen and Edwin Hendricks, aerial; Heath and Eddie Smith, aerial; Eddie and Pat Reish, aerial; and the Great Kempley, high wire. In addition to these acts theW. C. Fields and his horses; Johnno Bagnold, Sandy, and his horses; Dolly Gaddy and Kitten Wenz, pony and aerial, and the Great Kempley, high wire.

Btnesmátick is an outstanding feature of the show.

In support of this move, the Macon Shrimpers are running a string of Western programs on TV, with their popularity being urged as a result of the circus. To this end, the series of Westerns will be featured in five Western elements in connection with the shows.

Charles T. Hunt recalled his show had a combination of this type in 1916.

CIRCUSES Communications to 180 W. Randolph St. Chicago 1, Ill.

DECEMBER 1, 1956
CARNIVAL

LAROSA, LAMOUR, CARROLL

Top Names Again Liven N. Y. Frolic

By IRWIN ROY

NEW YORK—With accolades galore under their belts and many of those attending looking forward to another year of successful shows, the folks in Chicago, the National Showmen's Trade Show held in the Windy City last week were taking stock of the year's financial results.

The four-day trade fair, which ended Saturday, was a satisfying one for all concerned. The showmen said that national management was presented again at Wednesday's [1st] banquet in the Hotel Congress and many of the announcements were expected about the Yearbook and award book reviews, which may total in the neighborhood of $10,000,000 in business. The third annual Monday's (18) testimonial affair for president George C. Snell was held with John W. Searles, former president, and Dr. Jacob Cohen, and Tuesday's memorial service and testimonial dinner for the 750 people in the Congress' grand ballroom wowed them a serenade rust belt dinner, heard a maximum of speeches, and gave varying degrees of appreciation to the offering of a long line of entertainment.

Comics Galore

In fairness to the talent list, it was revealed that many names were offered than usual, making it difficult for the talent scouts and audience to concentrate. The Torit humor juggling pyramid builders, started things off with their belly laughs which Julius La Rosa fitted just right. Jean Carroll's comedy was a hit as it was in 1989, and vocalist Lonnie Sattin scored before an audience which is usually difficult to please.

Conrad电磁 Leo Delvin was among those performing, as were Cathy Carr, and comics Artie Lesch, G. M. Lamour walked on with a brief "hello" appearance.

Many of the acts entertained as toastmaster, Joe Baile's comic for a dinner during the show, did the double duty during the show was Nick Francis.

For presentations were made during the show; three of them being gold membership cards, and the fourth a ha-ha relief belt in honor of president emeritus George A. Hamond. The card went to council Sidney Levine, for services rendered in negotiations for the United States which has secured $700,000 a week for the fair from the Davenport and Danny Thller, for their contributions to the balloon acclamations, respectively.

Dais List

Guests included Gerald Snell, president; George A. Hamond, president emeritus; vice-presidents Morris Batkalof, Jeff Herris and Alfred McKinney, Jr., treasurer; Edward L. King, chaplain; Dr. Stanley Lerman, associate and Sidney Lamour.

J. D. McHugh, The Billboard; Max Kallendorf, president of the Associated Amusement Sam J. Solomon, Showmen's Association of America.

Also Richard L. Gelst, Michigan Showmen's Association; Bernard Allen, Greater Tampa Showmen's Association; Sam Cleekman, Hot Springs' Showmen's Association; Oscar Beck, Miami Showmen's Association; Jeremiah Bloor, Council of Florida, and past presidents of the association.

E. D. Straits, Frank Berger, Phil Isler, and Joseph A. McKee.

Bing Crosby was Harry Rosen, who received credit from many quarters.

(Continued on page 8)

SEASON ENDS:

Midway Frolic Turn Out at Phoenix Fair

PHOENIX—The Arizona State Fair was the gathering place of the Arizona Showmen, with the final show date last date before the winter season.

Among those on the independent midway were those of H. H. Hulbert, Inc., of Lincoln, Neb. Circus and Carnival were featured by Stuart, James E. St. Germain's four theater shows on the midland show with Joe (Red) Dunn, Sam Dalman, chairman of the Pacific Coast Showmen's Association membership committee, signed up several new members. Among them were Chet Barker and Olivia Walter.

Mr. and Mrs. Swede Blair, who had moved the year and around Albuquerque, made the fair with one of their devices, Jack Sanford, the owner, was made welcome. They are the Four States Fair, Texarkana, Tex., and the Martin County Fair, Fairmont, Minn.

20th Century Inked For Okla. City Expo

OKLAHOMA CITY—The 20th Century Inked, the most successful midway in America, continued to provide the rides, shows and concessions at the Oklahoma City International Exposition, held at the State Fairgrounds here from June 13 through 28.

Announcement of the signing was made by Jack Lindney, co-owner of the 20th Century Inked, and E. D. McCrory is the other owner of the 20th Century Shows.

Lindney said that all concessions will be of the handy-pandy variety and that some of the sessions will be food ApplicationUser. It will be held at the Kansas State Fair, Hutchinson, Aug. 22, 23, 24.

James Borge, who last year managed the eighth day Southwest Exposition held in May at the Fairgrounds here, is manager of the Semi-Centennial Exposition.

Alman Herschell

Sells 27th M-G-R

NORTH TONAWANDA, N. Y.

- With the sale of a new Merry Go Round to Crystal Beach, White Lake, N. C., the Allen Herschell Co. has added to the sale of 27th of its annual rides since the list of the first of the year. The amusement rides, which is operated by William and passing of Lawrence, bought a 27th three-15-foot Mary Go Round along with a Roadway Ride and a Sky Fighter.

Detroit Fair Holiday

Wade for Sixth Year

DETERO—N. C., Wade Shows has been awarded a contract for the State Fair midway contract for the sixth year in a row, his statement. Swanson, fair manager, announced. The same number of rides and shows has been maintained, the same number of rides and shows still in the Wade organization at an average low cost game zone of $321,716.00.

In preparation for the 57 fair, the organization has put in a 15-foot strip of the midway for the front street of the midway, which was approved for use by the Michigan Department of Conservation which has been in operation in recent years. The holding up of parades in front of shows prevented traffic from moving down the road.

Vivacas Adds Statesville, Begin Tour Thru Florida

MIAMI—Winter schedule of the Amusements of America has begun, bringing in the season's good fun. The Vivacas operation, on 27th Avenue, N. W., started Saturday and will continue for the entire summer before showing at the South Florida Fair, Miami, after which they will do the Pennsylvania and Illinois circuit. Beginning February 1st, Joe Ross and other regulars show on regulars.

Contract signings and acquisition of equipment is recent development. Morris Vivacas, general representative, reported signing the contract for the Statesville, N. C., the latter being a repeat of the contract signed last year and also signifies Vivacas' organizational plan to go past the Charleston County (S. C.) Colored Farmers Fair. The Vivacas cars were made to run, which means the show will run from 9 a.m. to 10 p.m.

John Vivacas reported buying three riding light towers from the National Electric Ladder Co.

33 Weeks, Six States

Show closed a 33-week season

December 1, 1956

NSA HONORS THREE

12 Opening Fine

For Festive Week

NEW YORK—The annual festive week at the National Showman's Association opened strong on Monday with a show which was successful, and followed up with the traditional testimonial dinner, the culmination of the following night.

Coupled with the Testimonial Week was the annual gathering of those who were the following years, which weremilestones in the show business, the dinner for their 40-year demons, John Arthur Exhibits, Inc.; with Bob and Hal.

Buck, and America, Buck, and America, and Rick in the neighborhood of $7,000.

(Continued on page 8)

Name Ross Manning To Head Miami State

MIAIM—Ross Manning, operates the S. S. Show, was scheduled to leave his show on the 27th of the month. John W. Williams, President of the National Showman's Association, announced the regular ticket of the Miami Showmen's Association by the nominating committee. Ben Weiss, bingo operations, is President; John Vivacas, of the Amusements of America, second vice president; Joe Ross, of the Vivacas, third vice-president.

J. E. Glessner, secretary, Ross Pollard, assis-
tant secretary, Mel G. Dodson, treasurer and William J. Toeman, assistant treasurer.

Named to the board of directors were Raymond B. Ellinger, James A. Bishop, and Walter C. Bryan, marketing manager, Paul Poll, Richard J. Coleman, John Camp, Danny Dell, Sydney Dell, Danny E. Dell, David E. Flynn, Patricia J. Flannery, (On) Gross, and Ben Glassberg.

Also Sydney Goodhardt, Halman Herschell, and John Johnston, of the advisory committee, and John Hoffman, El Rayburn, Fred Ellinger, and the loving memory of the late N. C. Z. C. being a repeat, and also signifying the return for the Charleston County (S. C.) Colored Farmers Fair. The Vivacas cars were made to run, which means the show will run from 9 a.m. to 10 p.m.

John Vivacas reported buying three riding light towers from the National Electric Ladder Co.

33 Weeks, Six States

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November 10 in Charleston, S. C., after covering six States from the time it first took the road last April. It is considered to be the best New York, New Jersey, and the Carolina Mountains, of the equipment covers in the winter quarters in winter quarters in winter quarters in winter quarters in winter quarters in winter quarters, as John Dempsey and Babette Vivacas are in charge, while several units were shifted to Statesville to meet the Florida dates.

Vivacas reported to his home in Gibsonton, Fls., after a serious heart attack in Miami. He died while working out in the 1976 season opened, Art Spencer, who was the model in recent years, has signed his Leo Mondrushine with the Vivacas for 1975.


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FOR SALE
18-car Hay Day in fair condition.

WANTED
Set of Books for a K El Wire, also a good condition.

Palace Amusement Corporation
Old Orchard Beach, Maine

FOR SALE

THOMAS THORNER
Kiskiaw, Maine

Veterans of Foreign Wars
Department of Utah, are interested in a prearrangement of any project of a con-
struction nature to raise funds for the
Rehabilitation work. Write your
Donations to:
ALFRED BATMAN
14 West 20th Street,
Syracuse, Utah

FOR SALE
Due in response to requests for such a
business. Emphasis on the maintenance
of the employee's interests. Details to be
supplied. Rustic Hippo Bichon, a 5-
year-old specimen of very near solid Black.
Corduroy, complete with gold hair and
feather. Excellent pet and show. 100.00

Wildlife for Sale

For Sale
8 Car Mangels Whip
Adult, preferable, fair condition, first $300.00, takes all; need room. Can be seen here.

New Rialto Park
Phone 8-8417-201, N. Y.

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Rost. C. Holland Agency
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Thank You
K. McC. Garry
for your automobile purchase.

Save Money With Jewelry
JOHNNY CAHOU
306 West Tuxedo Street, Philadelphia, Pa.

Liberal Reward
Reward Los Angeles, Ca., for all information leading to the
arrest and conviction of the person or persons who
killed Allan Smith, a valued employee of
the Tuxedo Street Car Company.

Earn 1000 Miles
TUNISIAN ALPHERS OFFICIAL NEWS GAZETTE

FOR SALE
WANT SCOOTER
for all work in Miami, Fla. please look and contact.

JOhn VIVONA
Phone 3-1660

Bill Moore Reflects
1956 Season Pretty Good;
Standby Msde. Successful

NEW YORK — William B.
Moore, superintendent of concessions
generally during the past season
when he reported the over-all re-
venue for the park as very
The vice-principal of the
school is an expert in the
village, and especially in the
view of the numerous bad
books from the weather.
Moore and his associate, Claude
Schwick, spent a full week here
and worked with the Management
business affairs, attending the various func-
tions staged by the National Shows
Men's Association and previewing merchandise
stock for the coming season.
The public's preference for various
kinds of merchandise re-
mained about the same but a few
new items each year, such as the
Huntz Hall play the past sea-
son, serve to create new desire and interest among the
people.

December 1, 1956

Midway Confab

Walter R. Fox, veteran general
agent who recently underwent sur-
ery in Mobile, Ala., for removal
of infected tear duct from his
right eye, has been discharged
from the hospital but will be re-
rined to his apartment for another
10 days. Recent visitors to the Fox
apartment at 734 Coast Street
have included Charlie Campbell,
Harry Serr, Jimmie Ralston,
Chesley Crispin, M. J. Drexler,
Johnnie Adams and Earl and Edna
Chapman. . . . R. W. Bassett, co-owner
of the Basset & Hafford Shows,
recently took delivery on a new
truck and is waiting addition of
another one, according to Nancy
Huntz Bassett, Rockaway Beach,
Cal.

Mrs. Irene Hester is back at her
patio stand in Okapka, Okla.,
and is now driving a new Merch-
ery. . . . Frank Panikos is now
operating the White Swan show in
Butte, Mont., will be a trailer court
next spring. The show has been
graced and will be black-topped. .
. . Ken and Kitty Slaughter
are busy visiting between Augusta,
Fla., and Miami. They're helping
together, Harry Lee's new show in
the latter city.

Lucky Land, currently visiting in
Hickman, Mo., postal that he will
be back to Okapka with Mr. and
Mrs. Vivian Bickley's mott comp.

Phoenix Fair
• Continued from page 54

Cars from Italian Village, Bert and Lang were back in their
usual spot near the fair's main entrance with their baby strollers
and wheelchair for the Motor Aid campaign. Harry Fisk was
on hand with his rum-tum near the entrance to the
series office and at the Plaza stage. Don (Mr. Speedy)
Kirk filled the Studebaker-powered Plaza stage with a
bump. W. B. Carter put his tenth wheel with the hot-manet peanut
machines. Merle Levy was on the
grounds for the 13th year with Freedman Concessions. Marie
and Eddie Tait, well- known in Southern shows, were
on the lot. Norman Schieb, who
recently sold his own Caro
dog Show Concession on the Avenue of Flags, as did Jack
Mehl, ran the Steam-Mix books. Ford
Yamamoto moved his jewelry store from the Commercial Exhibit building
down the Avenue of Flags.
Josephine Lynch helped out the
women, Jeanne Roman, who sells
tickets for the sea lion exhibit. Frank
Murray had his "Mobile Aquarium"
up on the Avenue of Flags. Frank
Curtis in his living brought in his
Loranger exhibit.

Fair managers visiting the
Arizona State included Paul T. Monmier,
C. E. Noble, of the Southern California Exhi-
Bitions, Del Mar; Joe Daily, of the North
Mountain State Fair, Great Falls, and Paul James,
care manager of the Arizona State Fair.

NSA Honors 3
• Continued from page 54

Broadway Quintet, directed by
Donald Cerakis, was played by
Josephine Lynch. Earl King
allowed the invitation. compo-
niters, Florence Van Bخلth and
the Ladies. The invitation,
the invitation, was accepted by
Ralph Raymond, of the Cunha
Radio, radio, of the Women's
Hebrew Congregation, and the
Rev. Dr. Allen E. Church, of the
Temple Methodist Church. The
report of the meeting was
read by Gerald Searles and
Ann Morton, presidents of the NSA
and Auxiliary respectively.

We are pleased to announce that we have been awarded
for the SIXTH CONSECUTIVE
YEAR, the contract to supply the
midway attractions for the 1957 MICHIGAN STATE FAIR at Detroit, Aug. 30 through Sep-
ember 8.

We will be at the NAAPRR convention at the
Sherman Hotel and will be pleased to
talk with you regarding booking of any
outstanding rides and shows you have to
collaborate. For the 1957 MICHIGAN STATE FAIR or the coming season.

We invite you to visit our suite which
will be open to all fair managers, secretaries
and show or ride operators.

Sincerely,

D. Wade,
W. G. WADE SHOWS

Rides for Sale

1957 Officers of the
Central Officers:

M. M. Droop
Phone 2-3006

DePaul, Ill.

CONTACT

All officers and representatives of all shows of the NSAA will be in
Chicago during the CIRCUS EXHIBITION and will be
available for any questions or problems which may arise.

Last Call for Cuba
20 Weeks or More on Streets of Havana
Want large Rides and Show Concessions, also sets of Riggers. Want Organs, small
Merry-Go-Round, Fly-Flite, Kiddie Rides. Will give Show with meals. No
time to play around—rent or lease in two years. All replies to:

T. W. W. 17th Ave., Miami, Fla.

Phone before noon FL 8182

20th Century Shows
PROUDLY ANNOUNCE THAT THEY HAVE BEEN AWARD
Rides - Shows - Concessions
FOR THE OKLAHOMA SEMI-CENTENNIAL EXPOSITION
OKLAHOMA CITY, OKLA., JUNE 14-JULY 7

FOR THE OREGON STATE FAIR, OCTOBER 20-30

Rides, pitches and major attractions. Contact:

Contact:

FRED ALLEN

PHONE: 2-3000

WANTED TO BUY FOR CASH

all types major rides—Flying Scooter, Auto Scooter, Caterpillar, Moon Rocket,
Fly-Of-Plane, Sphinx or any flat ride. All types Kiddie Rides.

SHOWS

Life Show (billed), Illusion Show, Monkey Speedway, Banners, Tests or what have
you. We also have Fun House, please write fun House.

GAYLAND SHOWS LIMITED
KELOWNA, 8. C., CANADA

FOR SALE
WANTED TO BUY FOR CASH

RIDING FOR SALE

Alex. Harrelth 13-ft. 3-Accent, all aluminum horse, tower model, the best
RIDING FOR SALE

40ft.-longs

with all steel rails, wheels, 16-ft. longs, with all steel rails, wheels, 16-ft. longs.

Johnnie Adams and Earl and Edna
1956 Christmas

THE BILLBOARD 55

1957 MICHIGAN STATE FAIR

G.A. Farrdn 15-ft. all steel,

WINTER RIDES

WE ARE ALSO WISH...
Attention, Pitchmen, Concessionaires, Dealers, Agents, Anyone Interested in Extra Profits! Send $15 for sample package of 10 items. You may order any of the individual numbers you desire. Sample package of 10 Limited Promotions. Each item tested and proven to be "hit" sell. Write today. Prove each number is a winner!

If you are not satisfied with our selection, we will refund your money. 3214 6th, St. C.O.D., F.D.R. Chicago.


They have announced that they will hold virtual open houses for customers during the week of November 20. Special showings by phone of its conventionally located headquarters will be held featuring its line of nationally advertised articles. Included in the name brands are Limited Editions, the world's largest sporting goods and Dan River, the world's largest clothing manufacturers. Other items are being featured currently. Standard are complete lines of men's and women's apparel and watches, plus thousands of other accessories. It's a complete line of products for any department store. Write for complete line of products today.

### Presto Pfeifer, B.F.D. 4 Box 111, Bakersfield, Calif.

*IT'S FOR SALE!* Paint and oven, 65.00. For sale by H. H. Shreve, 424 Main St., Bakersfield, Calif. For more information, call 547-1234.

### December 1, 1956

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**NOW AVAILABLE AS PREMIUMS**

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- Five different styles

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- World's Smallest Pistol
- 1/40th size

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- High quality fur coats
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- 1111 South 12th, St. Louis, Mo.

**Attention Merchandise You Have Been Looking for**

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WON'T BREAK OR TARNISH. Guaranteed returnable.
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result, if any, will be in 30 minutes. Price 25¢ per
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WOW! A package that sells itself
In a neatly fitted case with a mirror back.

BULLEO OR RIBBONS
WITH 15 AND 17 JEWELS
A surprise-assortment box, yellow jewelry
with a lifetime finish
This box today will bring unexpected sales and
services in competing establishments.

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FOR SALE SECONDHAND GOODS

FOR SALE — SECONDHAND SHOW PROPERTY

FOR SALE — SECONDHAND SHOW PROPERTY

ALL MAKERS OF POPPERS — CARA

Advertisement in display. Each $1.00

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MEN'S WOMEN'S NEW STYLES

Choice Lot
6 FOR $49

Assorted, Men's
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MONEY MAKING VOLUME!
Two Tune Piano Reconditionable
8 JANUARY
With Chrome Stand
IN STOCK
$11.75 Each

Many Other Styles

WINNERS & LOOSERS

HOW TO MAKE MONEY WITH CARNIVAL
TOY WINDUPS

TYPICAL WORLD'S FAIR 1933

BETTER POTION

ACTUAL🏻RED, W. S.

AMERICAN Soldier (11), 1244 S. Broadway, Los Angeles, Calif.

DEALERS IN WOOL, SATIN, SILK, CASHMERE, etc., etc., etc., etc.

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HOLDS UP TO 60 TIES

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...

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CLASSIFIED ADS.

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Nathan Groe

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HOW TO MAKE MONEY WITH CARNIVAL
TOY WINDUPS

TYPICAL WORLD'S FAIR 1933

BETTER POTION

ACTUAL🏻RED, W. S.

AMERICAN Soldier (11), 1244 S. Broadway, Los Angeles, Calif.

DEALERS IN WOOL, SATIN, SILK, CASHMERE, etc., etc., etc., etc.

CARDS, MANUFACTURING CO., 1844 S. Main St., Memphis, Tenn.

CLASSIFIED AD
Your advertisement displayed in a
specified size will cost only

Display Classified Ad

PREPARATION

ATMOSPHERE

INDOOR SHOWS

Tie and Lapel Ties

TIE RAIL

BROOCHES

RE-CONDITIONED

Our Classified Ad is a nationwide exposure of your business
...

Dapper Designs

AS NEW...

OUR OPERATIONS WAREHOUSE - WE LIKE

CLASSIFIED ADS.

CLASSIFIED ADS.

GOLD TOYS

Nathan Groe

WEED EAR RINGS

DEER, BUCKS

Linen, Cloth, Silk, Rayon, etc.

BUYERS

MANUFACTURING CO.

RECONDITIONED


to your order, just as we receive them

COASTLINE PEN CO.
DECEMBER 1, 1956

TOYS

END-OF-SEASON
TOY CLOSEOUTS

13½" HUNGARIAN DOLL

10" PLUSH ANIMALS...

STUFFED ANIMALS...

8" CHERRIE ANIMALS...

Minimum Order: 3 Dozen.

60 PIECES ($12 each). $31.00

$4.50 each. In gross lots.

MUSICAL TOYS FOR CHRISTMAS

50" INCH DOLL.......

Plays "Jingle Bells"...

10" PLUSH ANIMALS...

6" CHERRIE ANIMALS...

Minimum Order: 3 Dozen.

60 PIECES ($12 each). $31.00

$4.50 each. In gross lots.

HELP WANTED

REGULAR CLASSIFIED ADS...

Free Wholesale Catalog...

FROM ENGRAVERS

MILLS SALES CO

16" CLOTH DOLL $5.00

$5.00 each. In gross lots.

SPOUSE BALL TO RABBIT

$9.00 Per Doz.

$5.00 each. In gross lots.

MECHANICAL TOYS FOR CHISTMAS

HELP WANTED

REGULAR CLASSIFIED ADS...
**Amazing Cel-Max Jewelry Offer**

**WHILE THEY LAST**

**NOW! IN TIME FOR XMAS SALES**

One of the Season’s Hottest Items

**CHRISTMAS CORSAGE IN ACETATE**

GIFT BOX

Contains B&M Pearl Clusters and authentic, wearable Christmas Corsage.

Millions of women will want to wear this ideal corsage during the coming Yule Season.

A BOMA FIDE $1.49 Reduce.

NEVER BEFORE AVAILABLE AT THIS LOW PRICE

$4.50 Doz. $48.00 Gross

Packed 6 dozen to shipboard box, 3 gowns to a carton.

DO NOT DELAY—PLACE ORDERS NOW FOR EASY DELIVERY

JAMES H. TAYLOR

**ENGRAVERS AND DEMONSTRATORS: ATTENTION!**

WRITE FOR CATALOG

**THE AMUSEMENT INDUSTRY’S BILLBOARD LEADING NEWSWEEKLY**

... with Audited Paid Circulation to match!

---

**Letter List**

**MAIL ON HAND AT CINCINNATI OFFICE**

2160 Patterson St.

Cincinnati 23, O.

**Parcell Post**

William, Johnson & Co., 117 Columbus, N. Y.

**MAIL ON HAND AT NEW YORK OFFICE**

1954 Broadway

New York 36, N. Y.

**MAIL ON HAND AT CHICAGO OFFICE**

188 W. Randolph St.

Chicago 1, Il.

**MAIL ON HAND AT ST. LOUIS OFFICE**

310 Arcade Bldg.

St. Louis 1, Mo.

**FLASH! FLASH! SHEPHERD KNIFE AND CARVING SET**

**CELEBRITY HAND CARVED CARVING CHAIRS...**

**FREE! WHOLESALE CATALOG**

Includes: Wholesale Jewelry, Supplies, Toys, Novelties, Paper Goods, Literature, Books, Maps, Furniture, Calendar, Clocks, Radios, etc.

**ARCADE SALES CO.**

**OVAL TOP CEDAR CHEST**

Made of Red Cedar with Embossing, Pine, Ivory Lining and Plate specifically designed to secure, support and provide the best material for any Mo. Coin or Dice Chest.

**RESULT SALES**

50th Avenue, New York 26, N. Y.
Tenco to Debut Dry Ingredient Coffee Vender

LINDEN, N.J. — A dry ingredient coffee vending machine, currently in production, will be introduced this week at the NAMA convention in Chicago, the 48-machine vender will have line for less than $500.

Hampton said that complete details about the vender will be disclosed when the machine is exhibited at the National Automatic Merchandising Association's convention in Chicago, Sunday through Wednesday 1-3.

3-Cent Vender

He did say, that the operator will be able to vend the ingredients — coffee, sugar and cream — for 3 cents each. Certain dispensers will be available, as well as hot water units for those locations which require them.

Hampton said the unit is designed for locations which are too small for a full vender, or for motor inns, and for motels and similar transient stops.

Du Gren to Bow Can Vender

NEW YORK — Arthur H. Du Grenier, Inc., will bow a new Canadian cigarette machine at the annual convention of the National Automatic Merchandising Association, to be held in Chicago the last week in October. Details will be disclosed at the convention.

Other Du Grenier equipment to be shown includes the 10-cent Square Cigarette Dispenser, the 14-cent Square Smoker, Condiment, Swivel Vend, Ring O's 50-cent, 75-cent and 10-cent pack vender and the tab gun and chic machine.


L&M Denies FTC Charge of Unfair Trade

WASHINGTON — Maintaining that Sec. 2(d) of the Robinson-Patman Act is unconstitutional, A. E. Witz, a distributor of Chesterfield and L&M cigarettes, filed a motion with the Commission charges that it has violated this law by discriminating in granting equal credit terms and financial accommodations.

A joint motion filed by A. E. Witz, an amendment to the Clayton Act, requires that if such are made, all distributors be made available to all competing costs on proportionally equal terms.

One example of discrimination alleged in the FTC complaint concerns the distribution of Chesterfield and L&M cigarettes thru vending machines. The complaint alleged that, thus as an agent, the Hectorville, N.Y., company paid favored customers compensation for disposing of others advertising its cigarettes on the basis of so much for each machine dispensing Chesterfield or L&M brands.

The answer states, however, that Harrow Corporation was an independent contractor and its compensation was in no way connected with the vending machine. This was reasonably and necessary.

NAMA Expects Record 6,000 To Attend Conv. Dec. 2-5

CHICAGO — With advance registration, 6,000 to attend the National Automatic Merchandising Convention this year, the convention officials are optimistic of a record attendance.

The official advance registration includes addresses and panel discussions on practical problems in vending, such as the vending machine laws, problems of operators, and equipment needs for the future, as well as general program chairman, William R. Blevis, executive vice president, Automatic Refreshment Service, Youngstown, O.

Prestiding over the business meeting, will be John R. Pierson, president, and his officials have invited to deliver an address titled, "Automatic Cones to Distribution.

Bally Announces Vending Company

Set Up Separate Firm to Sell, Mfr. New Vender Line With Own Hqtrs., Plant

CHICAGO — Bally Manufacturing Company has announced the formation of a separate subsidiary corporation, Bally Vending Company, to operate a separate corporation, to plant, a new vender line, and sell the new Bally vending line, which is to be developed and manufactured, and the new Bally vending line, which is to be manufactured, and the new Bally vending line, which is to be manufactured, and the new Bally vending line, which is to be manufactured, and the new Bally vending line, which is to be manufactured, and the new Bally vending line, which is to be manufactured, and the new Bally vending line, which is to be manufactured, and the new Bally vending line, which is to be manufactured, and the new Bally vending line, which is to be manufactured.

While the actual sales and distribution policies have not been settled, Bally officials state that they will follow the normal distribution pattern pattern of the vending industry, but that plans would be worked out to suit the situation as it develops.

First in the new vender line will be the Bally Beverage Bar which will be introduced at the National Automatic Merchandising Association's convention held at the Conrad Hilton Hotel, December 2-5.

The decision to enter the vender field was announced earlier this week by one of the officers of the company, which he has been associated with for the past two years.

The business will be discharged by Mr. Prior to this, the Bally Vender.

Real Money Statement

Mohany in announcing the appointment said, "Because of his knowledge of the vending industry and the quality of the equipment manufactured, Mr. Mohany will make a valuable addition.

Fred Mills Jr. Bally Vending Sales Chief

Fred Mills Jr., as sales manager of Bally Vending Corporation was promoted to vice-president in charge of manufacturing in 1952. In 1953 he was named to vice-president in charge of sales of Bally executives.

While there he helped develop the Bally vending line, which he is now studying the new vender line, which he has been associated with for the past two years. The business will be discharged by Mr. Prior to this, the Bally Vender.

Lorillard Sets NAMA Exhibit

NEW YORK — The giant Old Gold Filter King Size is a revolving pedestal and a mechanical Kent cigarette display will highlight the exhibit of the P. Lorillard Company at the National Automatic Merchandising Association's convention to be held at the Conrad Hilton Hotel, December 2-5.

Lorillard's Vending Company, which operates under the name of the Billboards, September 15. It was felt that the increased interest in the exhibit.

Bally Hot-Cold Cup Drink Unit

First in Line

CHICAGO — The Bally Beverage Bar, a five-way, hot-and-cold cup drink vender, is the first in the new line of vending equipment to be produced by the Bally Vending Corporation.

In addition to four selections of coffee, the vender will serve hot or cold chocolate with cream, hot soup, fruit juices and non-carbon- ated soft drinks.

Selection can be made by turning a knob. With the desired selection lighted on an eye, the vender dispenses 80 cold and 40 hot.

The unit will feature a refrigerated compartment for the liquid ingredients such as cream, and the coffee. The heating unit is a separate unit, which prevents the vender from being damaged.

Bally Vending Corporation, the manufacturer of the vender, is expected to be prominent at the convention.

\"A Blueprint for Automatic Feeding Services\" will be the title of the panel discussion, featuring actual operating figures of several operators; an outline of planning; physicians will be present to discuss the point of actual installation of machines and general problems of operating companies. Coordinating the panel will be James M. Green.

Tenco Partner in World-Wide Coffee Firm

NEW YORK — Tenco, Inc., manufacturer of soluble coffee for the vending trade, has formed a new company, the International Basic Economy Corporation for the manufacture and distribution of soluble coffee on a world-wide basis.

A. A. Zuckler, B.I. president, and Edward Abrams, Tenco president, said the new company would be named Illyco, with each company owning 50% of the new firm.

The announcement of the new plant for the new firm is expected to be set up in Canada, with an office in Chicago and a plant in Holland under consideration.

The firm is an international finance in which either company will take part, the new company will receive a 10% interest, will be formed by 10 coffee companies to create a research and marketing organization to supply the corporate stockholders with soluble coffee.
MIAMI

By RAOUL SHAPIRO

Most coinmen report that they are busy converting their junior dime
planes, with several reporting that they will be 100 per cent
converted in another week or so. This reporter has not found one
operator that didn't find collections up, even the first week after con-
verting. Ed Mercer, of Orange
Blissom, says he has changed over
to dime plane on every machine in the South Dade area, with just a
few machines in the Miami area to
converted.

Business is furthest from the
mind of Bobby Schwartz, of B & B Vending. Right now. Seems that Bobby's dad was
hit by an automobile the other night, and is in very serious
condition. We'd like to offer a little prayer for his rapid rec-
covery. In the meantime, Bud-
dy Cohen, partner in B & B, is doing double duty.

Another one laid up for a while
was Mob Koppel, of Magic Music
Company. Mob was unfortunate to have a blood vessel burst in his leg, and was forced to stay in bed for a couple of weeks. Glad to report that he is now out and about, tho he still is limping slightly. Jim Rabinson, of Goodman, in town this past week. Jim is getting ready for the winter season, but re-
ports business is much better than he expected for this time of the year. Business down to Key West must be pretty good, too. Hear that Oscar Garcia, of Oscar Garcia Mu-
ic Company, presented his lovely wife, Joan, with a brand-new Lin-
coln. couldn't think of a nicer or more deserving person to get such a car.

MONEY BACK GUARANTEE

Victor's New Super Mart Vendorama (Regd. U. S. Pat. Off.), is the
greatest bulk soda machine ever devised by a Combination Vendor! It vends
capsules filled with charms or other bulk merchandise and 210 gumballuni-
it operates with either premium or nickels and for every 56 played it vends 12 five balls of gum and 1) one capsule! Super Mart Vendorama will take in more money than your present vendor. It's guaranteed to
attract your 100% of return in 6 months and your money will be refunded. We will give you 30 days to test this great vendor and if you don't think it's the last super salesman you ever had an admission. Please return it. Super Mart Vendorama is packed and shipped to you for only $24.95 per machine. Or ask for special deal of 1) one Super Mart Vendorama filled with 210 balls and capsulated charms, plus in $15.50, pay on delivery 25% or $3.83. leaves you a neat of $11.67. Cost of Special Deal Complete, ready to set on a location, only $20.95. Try this deal today and be convinced. You will be back for more. Watch the pennies and nickels roll in! Only Super Mart Vendorama can do this for your full cash payment with all orders; no COD's. FOB Chicago.

VICTOR VENDING CORP., 5701-13 W. Grand Ave., Chicago 39, Ill.
PLASTIC PRICE!

U. S. Firm to Ship 1,000 Cup Drink Units to Germany; Plan Operation

FRANKFURT-ON-MAIN, Germany—About 1,000 used American cup-distributor machines will soon be sent to Germany by an American firm, according to Arnold Cortell, president of the American Trading and Shipping Corporation, who is currently touring Europe to assess the vending situation there.

Cortell pointed out that while use Brilli machines are currently producing cold drink machines, and others plan to make both hot and cold units, German operators prefer American equipment.

He added that American manufacturers plan to set up assembly plants in Germany, while others plan to have equipment manufactured under a license agreement.

In France, Cortell said, substantial progress has been made recently in cup vending, with several hundred machines currently in location in transient and industrial locations.

Progress in machines vending frozen or canned products is negligible, he explained, because the tins and containers must be imported.

In England, he continued, import restrictions kept the door to American vending machines. But, Cortell added, several American manufacturers are attempting to have machines made under their licenses, with royalty payments.

German cup machines have been imported here recently, but Cortell said their performance was far below the standards of American venders.

Cortell reported that the progress of vending in Belgium, Holland and Luxemburg is extremely slow, primarily because the operator is not permitted to feed his goods at a price sufficient to give him a fair profit.

In Holland, the outdoor machines operate at a profit because of early store closing hours, Cortell said. Candy, chocolate and cigarettes are the big sellers.

Other than some small vending of candy, chocolate, stockings and films, there is little vending in Sweden, according to Cortell. There is considerable interest in American equipment, but German and Danish competition is strong.

Cortell feels that international tensions keep European businessmen worried about the future and that, as a result, the importation of American equipment has suffered, but Cortell regards this development as a temporary one.

After visiting Austria, Italy and Switzerland, Cortell will return to Chicago in time for the National Automatic Merchandising Association convention, December 5-9.

L&M Denies Charge

• Continued from page 81

rily required," the company declared, "for adequate representation of respondent's products" in light of the fact that automatic vending machines have only a limited number of dispensing columns and in light of competitive practice.

The company added that the complaint be dismissed.

Fedam's Hot Food Vendor Fits

50 CAN CAPACITY • IDEAL FOR SOUPS, STEWS, CHILL, PREPARED CANNED FOODS
EASY TO INSTALL • PUSH BUTTON CONTROL • EASY TO MAINTAIN • ECONOMICAL

Send this coupon for full details

Yes. . . . send me full information about the Fedam Hot Food Vendor.

Name ____________________________

Company _________________________

Address __________________________

City __________________ State ______

3924 W. GRAND AVE., EDEN PARK, ILL.
**NAMPA Program**

**SUNDAY, DECEMBER 2**
Normandy Lounge—Conrad Hilton Hotel

10:30 a.m.—Coffee-roll service, sponsored by Institutional Products Div. of General Foods Corporation.

**FOUNDERS’ DAY—MONDAY, DECEMBER 3**
Grand Ballroom—Conrad Hilton Hotel

9:30 a.m.—Coffee-roll hour, sponsored by Chase & Sanborn Div. of Standard Brands—Grand Ballroom Foyer

9:15 a.m.—Call to order.


Introduction

D. G. George Fox, Rabbi Emeritus, South Shore Temple, Chicago, Ill.


Responses by Founders

Messrs. Leavone, Greene and Pinza.

Introduction of John T. Pierce, president, NAMA. Mr. McConnell.

Introduction of Past Presidents

Mr. Pierce.

Annual Meeting of NAMA

President John T. Pierce presiding.

Report of Treasurer

H. H. Good

Report of Executive Director

C. S. Darling

President’s Address: “Automation Comes to Distribution.”

Pierse.

Report of Nomination Committee

Aaron Goldman.

Introduction of John W. Mock by McConnell.


Panel: Douglas Moore, Davidson Brothers, Los Angeles—Planning and Sales; Joel Kleinman, Automatic Canned Company of America, Chicago—Physical preparation for service; Marcus Kaplan, Select-Of-Stat of Virginia, Inc., Richmond, Va.—Operating problems following installation.

“The Maturity of the Automatic Merchandising Industry.” Carl W. Millman, Automatic Merchandising Corporation, Milwaukee. An inspirational presentation, emphasizing the problems which operators must overcome to build more respect for their business.

Introduction of Harold Sharp

William C. McConnell, Response by Mr. Sharp.

The Shadow and I—Courtesy of the Coca-Cola Company. A professional presentation demonstrating how route salesmen can “get in step” with vending customers and build good will for their companies.

12:50 p.m.—Adjournment.

4:00 p.m.—The Problem Workshop: “Servicing, Maintenance, Accounting, Stock Control Problems.” Moderators: James W. Wasmund, the late D. H. Dierdorff, Scranton, Pa., and Gibbs Macaelan, City Wide Vending, San Antonio.


(Continued on pages 67, 68)

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**POPPERETTE**

**FULLY AUTOMATIC POPCORN MACHINE**

- POPS FRESH FRAGRANT POP-CORN ON INSERTION OF COIN
- GLASS BOWL ON TOP FOR RAW CORN RESERVE
- AUTOMATICALLY SEASONED
- 10c PLAY
- BIG PROFIT MARGIN
- 5 FEET 5 INCHES HIGH

Terms: 1/4 deposit with order, balance C.O.D. Price: **$159.00**

Write, Wire or Phone

Mayflower Distributing Co.
2218 University Ave. St. Paul 4, Minn. Midway 6-7010

Williamson Candy Co., 4701 W. Ammgate Ave. Chicago 39, III. (candy); North Hall 912.

Vandenberg, Inc. Box 6181, Portland 7, Ore. (hot and cold food and beverage machines); Willi- mond Vending Machines 307 W. 311-W, 34 Floor.

**FUMETTE**

**FULLY AUTOMATIC POPCORN MACHINE**

- POPS FRAGRANT POP-CORN ON INSERTION OF COIN
- GLASS BOWL ON TOP FOR RAW CORN RESERVE
- AUTOMATICALLY SEASONED
- 10c PLAY
- BIG PROFIT MARGIN
- 5 FEET 5 INCHES HIGH

Terms: 1/4 deposit with order, balance C.O.D. Price: **$159.00**

Write, Wire or Phone

Mayflower Distributing Co.
2218 University Ave. St. Paul 4, Minn. Midway 6-7010

Williamson Candy Co., 4701 W. Ammgate Ave. Chicago 39, III. (candy); North Hall 912.

Vandenberg, Inc. Box 6181, Portland 7, Ore. (hot and cold food and beverage machines); Willi- mond Vending Machines 307 W. 311-W, 34 Floor.
NAAPPB Program

- Continued from page 68

TUESDAY, DECEMBER 4
Grand Ballroom—Conrad Hilton Hotel
8:30 a.m—Coffee-roll hour, sponsored by Tenex, Inc. Grand Ballroom Foyer.
9:30 a.m.—Call to Order. William F. Courtney Jr., Automatic Refreshment Company, Youngstown, O., Chairman, 1958 Convention Program Committee.

Innovations:

11:30 a.m.—Luncheon.
8:00 p.m.—The Specialist’s Workshop: “Sales and Service Problems of the Specialized Operator.”
Moderators: Jack Gallameu, Gallameu Brothers, Amarillo, Tex., and James A. Dahl Company, Omaha, Nebraska.
8:00 p.m.—Sanitation Seminar: “What Does the New U. S. Public Health Service Sanitation Code Mean to Operators?” W. C. Miller, U. S. Public Health Service.
8:00 p.m.—The Coffee Workshop: “What’s the Outlook for Coffee Vending?” Moderators: Horace Price, Price Vending Company, St. Louis; David Dayton, Tennessee Service Company, Knoxville.

WEDNESDAY, DECEMBER 5
Grand Ballroom—Conrad Hilton Hotel
9:30 a.m.—Call to Order.
William T. Collett, Tidball Company, Cincinnati, Vice-Chairman, 1958 Convention Program Committee.

Innovations:
Harold Gallameu, Gallameu Brothers, Amarillo, Tex.

Melvin P. Ogram, Assistant Secretary-Treasurer, the General Airflo Packaging Company, Youngstown, O.; William Robertson, Manager Information Bureau, John Hancock Mutual Life Insurance Company, Boston; George Berteau, Director of Personnel, American Motors Company, Kenosha, Wis.; Mrs. H. Greenwald, General Manager, Employees Club, Falk Corporation, Milwaukee, Wisc.; Mrs. Harriet Hayes, Director of Food Service, Youngstown, Ohio.

“Do You Hire. . . and Then Fire?” Paul J. Montal. A presentation on how to find, hire and keep vending personnel.

(Continued on page 69)

Hoffman Acquires New Mfg. Concern

NEW YORK — The United States Hoffman Machinery Corporation, parent company of Apco, vending machine manufacturer, has acquired an 80 per cent stock interest in the Highland Manufacturing Company and its subsidiary, the Moore-Smith-Morse company, both of Watertown, Mass.

Highland makes valves, fittings, filters, tank gauges and related products used with oil burner installations. In addition to Apco, U. S. Hoffman has subsidiaries which make metal containers, aircraft components, vacuum cleaning systems, and plastic and waste disposal equipment.

When attending the N.A.M.A. Show SEE US at the CONGRESS HOTEL Dec. 2nd, 3rd, 4th.

 услуга GIVE TO DAMON RUNYON CANCER FUND

OPERATORS! ARE YOU LOOKING FOR SOMETHING NEW!

Average $40.00 to $100.00 per month net profit per location. Small investment—investment returned in 6 months.

Place Machines in Drug, Super Markets and Hardware Stores on a consignment basis.

BestTest lets customers test their own Radio and TV Tubes—saves them money on service charges.

FEATURES!

- Built for years of trouble-free service
- Takes only 19“19” of floor space
- Simple to operate

We have all the necessary forms and information for an immediate start— including sales and marketing plans; plus operating forms and inventory controls.

OPERATORS!

CERT IN ON BIG PROFITS! More than $350,000.00 worth of Radio and TV Tubes will be sold this year. And it’s a CROWNING MARKET.

WRITE, WIRE OR PHONE FOR COMPLETE DETAILS

BestTest Tube Distributing Co.
1963 Livernois Avenue
Detroit 21, Michigan
Phone: Diamond 1-2316

CHARMS—Miniature Cigarette Lighter—It Works!

CHARMS—Miniature Cigarette Lighter—It Works!

CHARMS—Miniature Cigarette Lighter—It Works!

CHARMS—Miniature Cigarette Lighter—It Works!

CHARMS—Miniature Cigarette Lighter—It Works!

CHARMS—Miniature Cigarette Lighter—It Works!

CHARMS—Miniature Cigarette Lighter—It Works!
Cigarette and Candy Machines

Canada Show Chain Buys Vending Co.

TORONTO — Famous Players
Canadian Corporation, Ltd., Can-
ada's largest theater chain, has pur-
chased a one-third interest in Carl-
ton Automatic Venders Ltd., one of
the largest vending companies in
Canada.

Carlton, which operates some 230 vending units in the Toronto area alone, also handles the Apeo
machines of Mr. Robert Inc., Atlas
Cold Stut and the Vending Milk
Machine in Canada along with
Trans-Canada Distributing Com-
pany, Ltd., the other partner in
this firm with Theatre Holding
Corporation, Ltd.

Representing Famous Players' interest on the board of directors of Carlton are John J. Fitzgibbons Jr., general manager of Deen
Confections, Ltd., and R. W. Bel-
stok, vice-president of Famous
(Continued on page 69)

Wondering Will Do Job For You??

We would like to suggest either of the two machines pictured here. Both machines have been very successful for our customers as their regular order show. Why not place several on location and try them yourself. The price is low enough to order several of each model.

VICTOR STANDARD TOPPER $13.25 ea. $12.75 in lots of 100 or more WRITE OR PHONE

VICTOR DELUXE GLOBE STYLE $15.00 ea. Wall worth extra when purchased with any Victor Standard Topper

Siddmor Vending Co.
2137 Fifth Avenue
Pittsburgh 19, Pa.

Cigarette Machine Conversions

IMMEDIATE DELIVERY on 35c and 30c Cigarette Machine Conversions for

Rowe Imperial.

NATIONAL

UNEEDA

All available.

Rowe price differential bars. New cigarette machines (Catalina for all Distocar and National Machines. Will need King Size & Reg. in all Cols.

TERMS ARRANGED WRITE FOR INFORMATION

Sensational Special Offer—Only $100.00

.reactivex VENDING SERVICE, INC.

1939 Market Street, Brooklyn 6, N. Y. (Telephone 3-2593)

WHERE TO CONQUER CANCER

AMERICAN CANCER SOCIETY

NEV YORK — Coffee Vending Service, one of the largest industrial
operators in the New York area, this week was hit by a strike
organized by Local 504 of the Inter-
national Brotherhood of Teamsters.

According to Ed Sabahkin, secre-
tary in the operation with Phil Koff, a Local 504 representative called him one evening and told him that his
employees must join the union or a strike would be called. Sabah-
kin said that was the only warning
he received.

Sabahkin says he isn't quite sure
what the union wants, as no formal
demands have been presented. From
the phone conversation, he said,
the impression was that the union
wanted the operators put on an hourly basis rather than the ex-
isting straight weekly salary. Sabah-
kin added that the average weekly
wage for operators is about $90. The
firm's route operators are not union-
ized.

No Warning

Sabahkin said that he offered to
take the matter before the National Labor Relations Board, which
could call for an election. The
strike was called, he said, without
notice to the NLRB.

Of the firm's 42 route men, only
18 are on strike, said Sabahkin.

All locations are picked.

Attempts to get a statement from
Local 504 proved fruitless. Several
phone calls brought forth the an-
swer that the officials could not
be reached, or else there was no
answer.

Strike Signs

Monday (10), the day before the
strike was called, two men were
seen across the coin slots on Coffee
Vending Service machines. The
signs, bearing the signature of Lo-
cal 504, said "Kvbo-Kafe On Strike"
and "Mike-O-Matic On Strike.

Both firm names belong to CVS.

Coffee Vending Service is a full-
line operator, vending coffee, hot
chocolate, ice cream, cookies, candy and souvenirs in factories
and offices throughout the metropoli-
tan area.
NAMA Expects Record 6,000
• Continued from page 61

F. Wazirz, Automatic Merchandising Company, Detroit.

Problems which the operator must overcome to build more respect for his business, will key-
notate an address by Carl W. Mill-
man, Automatic Merchandising
Corporation, Milwaukee, Wis. Title
of the presentation will be: "The
Maturity of the Automatic Mer-
chandising Industry."

Special emphasis will be made
upon the sanitation problem faced
by the industry. W. C. Miller, of the
U. S. Public Health Service, will
provide over a sanitation semi-
nar devoted to the subject. Title
of the discussion will be: "What
Does the New U. S. Public Health
Service Sanitation Code Mean to
Operators?"

Convention-goers will also have
a chance to hear from plant man-
gers on the subject titled "Your
Customer Speaking." Moderated
by John W. Mock, they will present
an assembly, and plan to find out
what's right and what's wrong with vending today.

Ladies' Day

As an added attraction to the
girls in the group, a special ladies'
program will be presented each
day, starting Friday in the Hos-

tility Center, located in the Bev-

erly Room of the Conrad Hilton.

MILLMAN

McCONNELL

PIERSON

Canada Show

• Continued from page 69

Players Canadian Corporation.

Theatre Confections is another

Famous Players subsidiary, han-

dling the company's confection

lines.

Gradually, thru the new arrange-
ment, Carlton will operate all the

vending equipment in Famous

Players theaters across the coun-

try. Famous Players own, operate, or

are partners in some 300 opera-
tions.

Firms are being made to open

offices in Western Canada to han-

dle operations in that territory.

Carlton's operations are not re-

stricted to the theater industry, but

have a number of industrial loca-
tions in the Toronto area.

President of the firm is Carleton
Allen, while Carleton Rosenberg is
secretary-treasurer and general
manager.

COURTNEY

COINMEN YOU KNOW

• Continued from page 64

Stevens Point area, just prior to
Thanksgiving, was the schedule for
Woody Johnson, United, Inc., and
Rudy Klippel, Worlitzer factory
service engineers. United, Inc.'s
boss, Harry Jacoby Jr., reports that
he almost got stranded along with
a number of deer hunters last week
near Hobey, Wis., when the heavy
snows blocked highways.

A trio of Kenwood, Inc.,

representatives joined the army

of deer hunters roaming the

woods this week. In search of

venison for their Thanksgiving
dinner, Nirmala Ardie Carter, Mac Shibly

and Vi Kobylitz.

MILLS TAB GUM VENDORS 1¢

Reconditioned by factor
ty trained mechanics using new
factory parts and fully guar-
nanteed. All stainless steel. Ca-
pacity is 300 to 350 pieces
Dentine, Chiclet Candy coated
Gum, Doublemint, Spearmint,
Benzoin or Juicy Fruit Gum,
3 columns for Chiclet Gum
and 3 columns for Tab Gum.

BERNARD K. BITTERMANN
4709 East 27th Street
Kansas City, Missouri

Contact Bernie Bitterman or Harper Batten at Congress Hotel, Chicago, Nov. 30 thru Dec. 5.
Album Buyer: New Juke Box Patron?

Big Packaged Record Sales in 1956 Cause Ops to Eye Program Potential

**Rhodes:**

Juke occurred steady, operator, year.

For once there believe playing for total places people more widely, it is

Most that selection of music machines, the of Wurlitzer, Michigan.

operator, told of his sales, he said. All 200 plus machines he has not, quarter, he said. While he does not use this machine, he does not have good reports from operators who have 30-cent change. This machine has its set for seven plays for 50 cents but gives players nine times for that mone.

**Harris:** United Macines Company, Minneapolis, op.

**Ark. Ops Join Mid-South in Change to 10c**

**PIKE BLUFF, Ark.**

Music operating changes, he said, they will convert to dime play after a week's visit to a Memphis and they decided to go on dime play in other areas and the need for conversion because of high operating costs.

**Trans World Export, Ostman, Dies**

**CHICAGO—**Kenneth O. Ostman, vice-president and general manager of Trans World Trading Corporation, Chicago, died yesterday, November 18, of a heart attack.

Among his many activities, Ostman, president of the Exporters' Association, was a past president of the American Exporters' Association, and a past president of the Eastern Automatic Exporters' Association.

Before joining Trans World, Ostman, who has been a leading figure in the industry for a number of years, was a member of the Wisconsin Avenue Club. He was also a member of the American Bar Association and a member of the chamber of commerce in Chicago, where he was born.

His death is a great loss to the industry, and our thoughts go out to his widow and family.
Your music gets  
TOP BILLING on the "G"

INSTANT VISIBILITY OF ALL 200 TITLES speeds coins to your cash box. Patrons quickly see, quickly select their favorite tunes. No time lost in browsing. Your music is merchandised

AT EYE LEVEL where it's easy to see, easy to buy. And its bought quicker

WITH ADJACENT PUSHRBUTTONS placed for natural accommodation of hand and eye movements. Plus "wait" and "select" lights that eliminate confusion...illuminated price-per-play light that speeds the right coins to the easy-to-see coin chute silhouetted for patron convenience...top billing and music merchandising that

SPEEDS THE PLAY. Only the "G" gives operators a combination of all the advantages needed for more profits. Exclusive multi-horn high-fidelity...fastest record changer...full range of color cabinetry...smartly modern styling...complete accessibility.

SEE THE "G" AND SEE!

Music that makes more money for you

AMERICAN MUSIC INC.

ORIGINATOR OF THE AUTOMATIC SELECTIVE JUKE BOX IN 1927

Model "G"—200, 120 and 80 selections for more plays in less time
IT'S TO YOUR ADVANTAGE
TO TRADE IN
OLD PHONOGRAphs
NOW

on the brand new, big earning
WURLITZER
model 2000

Your Wurlitzer Distributor is offering terrific buys
on the new Model 2000 Wurlitzer Phonograph
with exclusive 50-cent play. Now is the time to
make your own deal. Take inventory of your loca-
tions that have greater earning potential. Trade in
your old equipment at big savings. Put in new Wur-
litzer Model 2000 and watch your income jump.

SEE YOUR WURLITZER
DISTRIBUTOR
TODAY

WURLITZER
200-SELECTION
MODEL 2000

The Rudolph Wurlitzer Company • North Tonawanda, New York
Wis. Outrums Mil. on Dime

Valley region, including such cities as Green Bay, Appleton, Fond du Lac and Wausau, has showed definite signs of catching on, with the number of locations operating it not averaging over two per cent of the total.

Outrums are N. T. (C. D. Miller, Durand Sales; Clifford and Roger Rockwell, father and son of Rockwell Union Sales; and A. W. Knight, Union Sales) have noted results of switching efforts to switch to 10 cents per play. Some of the city's key spots, like Norby's Colony, show shining examples of dime play's potential.

Appleton and Fond du Lac locations have not, however, been turned on because machines on location, also a determination is being made to increase their number. In nearby Oshkosh, the recent successes of operator Vol Andrews with dime locations has begun to bear apparent fruit.

Charts Shows Gains

- Continued from page 70

year with exports of $157,448, dropped to second with this year's total of $1,672,727.

Staying in third place is Belgium, which dropped to $2,347,655, in dollar volume, in August of 1910 to $2,649,347 in the same month this year.

The next seven countries during August included Canada with a total dollar volume, 6,847,772, and Mexico, with a total of $1,791,772.

Coin market place classified advertising

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual wanted style, one paragraph as display. First line in regular 5 ft. A.

DISPLAY CLASSIFIED ADS

Set in display style, not exceeding 8 lines in width and dis- played in best advantage. No Illustrations allowed.

RATES: $2.00 for first 20 lines, 50c. per line.

CASH WITH ORDER

Unpaid credit has been established.

In determining the business advertised, as many points as possible are considered when computing cost of all. When using a display number in the Billboard above, the advertiser is assured of the proper rate for the business advertised.

HOT WANTED

- TROPHIES AND FRUIT DROPS-


Parts, Supplies & Services

- THOMAS MURPHY'S DOLLY DUF- OR-

For sale: All wire, used, & new, and all kinds of paper used in the making of dolly dufors. Write for samples and prices. Box 105, Price, Wis.

Howell 1-2321

Routes for Sale

- CALIFORNIA MUSIC AND GAMES ROUTE.

Beginning at Newark, Calif., the route extends through the central part of the State, with access to the San Francisco market, and is considered one of the finest in the country.

Used Coin-Operated Equipment

- MACHINES

- CIGARETTE, CANDY, COFFEE-CIGARETTE-

FACTORY DISTRIBUTORS

- 1930 Mint $2.50, one other machines machines. Write for details. Box 107, South Side, Chicago, Ill.

CIGARETTE- CANDY- COFFEE-CIGARETTE-FAC- TORY DISTRIBUTORS

- 1930 Mint $2.50, one other machines machines. Write for details. Box 107, South Side, Chicago, Ill.

10c Play Mainstay in Minn.

- Continued from page 70

erating 50 joke boxes, said practically all his machines are dime play yielding one for three quarter and most of rest live for a quarter. He has several four inch dimes in play now.

Dime play has resulted in 50 to 60 per cent gains this season in good music locations. Poor dimes never get much and he doesn't expect too much from them. He favors three plays for quarter, but used to yield to five for quarter in post office.

Atkins pointed out that music is not too important. "For year, long playing second fiddle to games in many public places, federal government's crackdown on games, music accounts for the dominant operating income."

The Dime Helps

Music receipts have improved perceptibly since switching to dime play, according to Norton Lieber- man, of Twin City Novelty Com- pany, Minneapolis, who operates 100 joke boxes. He estimated that 97 per cent of his firm's operation comes in this region. According to Tom Green, association president, about 85 per cent of the joke boxes are converted.

Officer Roster

Officers of the association are Tom Green, president; James H. Halley, first vice-president; Nick Koprych, second vice-president, and Miss Gretchen Brown, secretary-treasurer. On the board of directors are Russ Carpenter, George Shapley, Allen Koenig, Jack Tom, Tom Go- bel and Sam Schenclinger.

Los Angeles was the scene of the annual convention, with Officer Halley in charge.

The Los Angeles Police Department made an effort to get the association downtown, but the meeting was held in the Los Angeles police station.

Distributor List

Distributors attending were John Suttles, Newark, N. Y.; New York State Wurlitzer distributor, Meyer Berman, New York; New York, Wisconsin distributor, Barner Sagerman, Abe Green, Irv Kramper, Morris Rand and Perry L. O'Connor, all of Bunyon Sales, AMI distributors; Sam Cyler, Herman Benatts, New York Rock-Ola distributor; Dave Stern, Scarecrow Distributors, New York Rock-Ola distributor; Joe Fishman, Newark, N. J., and Harry Berger, West Side Distributors. From the Westchester Operators' Council were Seymour Pollack, Max Morlina, and Meyer Rudnick.

From the Rock-Ola County Op- erators' Association were Tony Cattaneo, Los Angeles; Bill Lat- tigo, Ed Levin, Nick France and J. R. Van Wyck.

Distributors, New York one-stop, were Benzi Broom- stra and Max Morlina.

Rabbinic Tribute

The gathering of the evening was interrupted when the guests rose to observe a minute of silence in memory of the late Rabbi Israel Zev Solomon, International Maccabees Club president, who died last week.

Most of these attending the affair stayed over and toured the Military Academy Sunday morning.

David S. Bond, of Trimount Automatic Sales Corporation, was host to operators when the firm unveiled its new George novelty Skill Ball. A big turn-out enjoyed the refreshments and edibles.

Sales of cigarette, candy, coffee and dice games are enjoying a big upswing with interest high in Gettysburg's Auto Hacer, Williams' Fun House and General's State Fair.

music and vending we could shut up shop completely."

Larger operators in St. Paul aiming to dime play and crack the market for any money. The owner of the most recent new George novelty Skill Ball said a big turn-out enjoyed the refreshments and edibles.
Advertised Used Coin Machine Prices

How to Use the 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 Billboard for the period shown. The listings are the highest and lowest prices advertised on used 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 mean average listings.

MEAN AVERAGE. The mean average is based on all listings which a machine has been advertised for the four-week period indicated. The listings are the highest and lowest prices advertised on used 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. 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 those advertised are listed which have eight games or more listed below. Machines in all categories appear in order of frequency advertised. None indicates position.
Expect 400 at N.Y. Game Ops' Annual Banquet

NEW YORK—More than 400 persons are expected to attend the seventh annual banquet of the Associated Amusement Machine Operators of New York on Saturday (8) at the Starlight Roof of the Waldorf Astoria Hotel.

Claire Moran, who is charge of the affair, said that the ticket quota is limited to 500 guests. She said that a cocktail party before the banquet will be held under very gay lights in the Star Room at 7 p.m. sharp.

Keno for the evening's entertain- ment will be the featured attraction from the Copacabana. Others on the bill are Joe Castro, Geno from the Latin Quarter; Paul Mein- son and Kornick, from the Jumal- can Room, and Billy Schuback and his Diamond Horsehoe Orchestra.

The After-Party will be held at the Asso- ciated Amusement Entertainments Features.

Will New Skee-Ball Models Develop '57 Industry Trend?

By KEV KNAUF

CHICAGO—Amusement game manufacturers and distributors have been receiving offers of new skee-ball type games in the past few weeks, and the trade is aware that while many different models have been developed into industry trend, there are so many different types of these new skee-ball models being offered for sale on the market that it is difficult to tell which of these new skee-ball models will be successful.

Actually, skee-ball games are a long-standing part of the amusement business. They have been successfully operated at locations for a number of years and have been used only in certain areas of the country—especially in the East.

Chicago Blocks Games

A number of skee-ball games are being shipped to all parts of the coun- try, there are fewer legal barriers in the way of the type of game, such as Bally's, in Chicago, Chicago's Bagatelle Or- phonograph, and its Big Ball, and the city's Game Panel has thus far turned down several machine manufacturers and machines, including those of the late Mr. Mike Newell, of different types of models. At least one other manufacturer, Williams Manufacturing Company, expects to ship a new skee-ball-type model within the near future.

The new games introduced by the manufacturers over the past month consist of different versions of skee-ball games, Gençino Manu-

Williams Ships Peppy-Coin Puppet Show

CHICAGO—A swing and away, talking and dancing skee-ball puppet show is featured in Williams Manufacturing Company's new coin-operated marionette theater, named Peppy-Coin.

Controlled by four operating buttons, one for each leg and arm, the puppets can move, talk, and dance across a colorful circus stage, to do all sorts of different musical selections.

To play, all one does is insert a dime, and the puppets are ready to entertain.

U.S. Opens Way to Review of Pin Case

WASHINGTON—The U.S. Se- cretary General October 15 au- thorized filing of petition for a review by the U.S. Supreme Court of the recent federal pinball de- cision. Such a petition would have to be filed within 60 days.

The U.S. Court of Appeals (Seventh Circuit) October 5 ruled for the 29th time that in-line pinball machines, or "pinball machines," are not "games" as defined, and are not "skee-ball machines" in the 1954 Federal Internal Revenue Code (The Bill)

The high court may or may not choose to review the decision, as it sees fit.

The general effect of the de- cision, which reversed a Federal District Court ruling, has been to give a sales lift to the in-line pin.

In its ruling, the Appeal Court did not rule on whether the pinball machine was a gaming device or not, but that it was not the "same device," as was the case in its decision, and that it was not the "same device" as the pinball machine was defined in the 1954 Federal Internal Revenue Code (The Bill).

The question here is whether or not the pinball machine was a gaming device or not, and the question is whether or not it was defined in the same manner as the pinball machine was defined in the 1954 Federal Internal Revenue Code (The Bill).

The court may or may not choose to review the decision, as it sees fit.
Chicago

By NICK BIRKO

Preparations for the coming Park Show kept Chicago columnists pretty busy last week. In addition to getting a report ready, manufacturers utilized a step-up in the number of visitors who came for the show and were just stopping by to see what was new.

Bill DeSelms, United Manufacturing's busy sales manager, had one hand on the telephone and the other busy shaking hands with Field Taron, Taron Distributors, Miami, and Leo Weilberger, Southern Automatic Music Company, Louisville.

Also expected by DeSelms and Jack Mitnick were Ray Williams, Commercial Music Dallas; Lou Walcher, of Advance Automatic San Francisco, and Charlie Robinson, Robinson Company, Los Angeles.

Irv Sandler, of De Marios, reported that most of the Iowa territory has been converted to dime play. However, Minnesota, where he also does considerable business, is still behind, with only about one-half of the locations switching over. Sandler credited the better organization of the operators in Iowa as the main reason for the difference.

One note from M. S. Gisler, Cleveland Coin Machine Exchange. The Gislers broke bread over the weekend with their home gents, Charles A. and Paul, who has the Charles A. Machine and Coin Distributors, a well-known coin machine distributor in the Cleveland market. Gisler also took in a play at the little home theater and says hello to Ed Levin and Sam Genshur.

Wally Fick, First of Coin Machine Exchange, probably showing off the new models and furnishings in the showrooms of some of the big distributors, dropping by Joe Kline. Gerry Pellini, at the new, swank jackie, Joe. A fellow named Conie, I'm told, wears ones just like him.

A note from Frank Geno, Cleveland Coin Machine Exchange. The Geno's broke bread over the weekend with their home gents, Charles A. and Paul, who has the Charles A. Machine and Coin Distributors, a well-known coin machine distributor in the Cleveland market. Gisler also took in a play at the little home theater and says hello to Ed Levin and Sam Genshur.

The majority of music operators on the sidewalks are on dime play. More and more are converting every month. Greenwood, Minn., is on dime play these past being the new number-one area in the process of converting. A new dime play, and Greenwood, Minn., is

"I'm talking to operators in other Arkansas cities and expect more conversions to dime play soon," said Sam Fink, at the Midsouth territory forty each week being music and game operators.

Our meeting at Pine Bluff was a big one. We had a full meeting of all the individual operators at the meeting said they would start converting to dime play November 15 and try to be 100 per cent in the Pine Bluff area by December 1.

Operators present at the meeting were:

Bill Foster, owner of Foster Music Company; Edward Wilcox and Charles Gobin of The Music Company; Vernon Ward and Jim Ward, of 10 Music Company; G. J. Jones, E. S. E. Eby, of first Music Company; H. H. Hays, of H. H. Hays Company; A. S. G. H. S. F., of First Music Company; and L. S. G. H. S. F., of First Music Company.

Also present was Joe Hill, sales representative for Standard Automatic Distributing Company.
**First** in Action!**

The player what to do as well as suggesting the name of the song.

As the music plays, the player taps Peppy's hand and foot control instruc-
tions to make him dance, jump, sway or shuffle to the tempo of light, quick or rapid roll. Each

play lasts one and a half minutes.

In the Conclusion Peppy plays the next song as well as talking to the
crowd.

Snap-In Unit

Peppy is housed in a stand-up type cabinet with a plastic front window.

The game is equipped with a spinning ball which is released across the top of a colored light.

Dimensions are 20 inches by 30 inches, with the top and height of about six and a half feet.

Art Weismann, Williams sales manager, stressed the simplicity of the

theater as one of its added features. The tape which provides the

music is loaded in an opened cartridge and sealed in a cartridge which

rewinds automatically. Replacement of the cartridge is accomplished by

merely pulling it out of a slot in the cabinet.

The present repertoire includes the Wessels', "Silvower of New York," "Turned


Williams also plans to present a typical Western tape cartridge

with songs of the holiday tradition.

**Kaye Pool Tables**

**Continued from page 78**

**USED EQUIPMENT SPECIALS**

Wurlitzer Model 1700 $645.00

Wurlitzer Model 1800 $855.00

Seaborg H-1000 $745.00

**Central Music Distributing Company, Inc.**

1399 Douglas Street

Omaha, Nebraska

Wurlitzer Distributor

**CANEY FUND**

GIVE TO DAMON RUNYON CANCER FUND
Arcade Equip'mt at NAAPPB

J. F. Frantz was expected to show his latest game, King Amusements was slated to show coin kiddie rides.

Meunou Displays Mike Mooney was to show the Exhibit Bingo Ball and Vaccum-able card vendor, the Mutoscope Lord's Prayer, a German telephone, the Electric Relaxator, the Rock & Roll game and metal types.

Philadelphia Toboggen, another exhibit at the show was expected to show its line of slot machines.

Chicago offers the new Binger Ball shows, and the Crane game. Empire Coin was to show a new coin-operated telescope.

Exhibit Simply planned to introduce several new games at the show, including a card vending Line-O-Meter piece, six-barrel view machines, Tenement Row, another new viewer unit, and a novelty item, called Live Nudie Colony. Also slated for the show were the new Binger Ball show and Jungle Hut gun game. The Exhibit line of card vendors were also to be shown.

All the coin firms were competing for the Henry A. Guesniter Award, given annually for the "most meritorious exhibit of coin-operated equipment," and other honorary awards.

Graph. Bang-O-Rama is a kickle guage with guage brushes as its target. Price was listed at about $25. The new Voice-A-Graph offers the patron a choice of 45 or 78 r.p.m., and a selection of five musical introductions lasting 10 seconds each. Mechanism of the unit is visible to the player. It replaces the original model and will list for about $2,000.

In addition, Mutoscope will display the Lord's Prayer machine, and the same as its vending 5x Christopher medals. Other Mutoscope games slated for display were Tugos, Drive-Yourself, KO Champ and picture machines.

TOP VALUE BUYS

Reconditioned, ready to operate, guaranteed.

ARCADE:

CHICAGO COIN Miami Shuffle (NEW) $150
WILLIAMS Sidewalk Engineer 145
CHICAGO COIN Steam Showels 195
SEEBURG Sock the Ock Gun 95
SEEBURG Coin Hunt 95

BOWLERS:

CHICAGO COIN Criss Cross Target $ 95
CHICAGO COIN King $65
KEENEY Speed Lane $ 25

CHICAGO COIN Cleaver Pool (Like New) $ 95

J. ROSENFIELD Co.
4701 WASHINGTON, F St. LOUIS, Mo.
Office 7-6750

WORLD WIDE—Home of High Quality and Top Values!

BINGO GAMES

NITE CLUB $445
BROADWAY $415
WILLOW $375
CATTLEY $355
SCOTTISH $325
BIG TITLE $265
Palm Springs $225
ARIZONA $205
STARLITE $185
TRIPLE PLAY $155

5-BALL GAMES

Every Day $285
Buckaroos $255
Easy Acres $235
Wishing Well $225
Tweed & A-Line $205
Cowboy Country $175
Queen of Hearts $155
Wild Planet $125
PL. DIL. DUETTE $105
PL. JUVEL $85

WANT TO BUY

HUNTED 18 IN. BEAR BOX
HUNTER 12 IN. BEAR BOX

SPECIAL DISCOUNT

BANK POOLS

No. of Credilines—only $59

WORLD WIDE—Home of High Quality and Top Values!

when answering ads ... Say You Saw It in The Billboard

ATTENTION—ILLINOIS AND IOWA OPERATORS!
IT'S HEADING FOR A SELL-OUT—IT'S GOTTLIEB'S NEW FAIR LADY IMMEDIATE DELIVERY—ORDER NOW!

POOL TABLE BUYS!

BLACK NO. 705

GOTTLIEB 5-BALLS

SINGLE PLAY $515
MULTIPLE PLAY $595

LATE GOTTLIEB 5-BALLS

SPECIAL PRICE $125


SUPPLIES

SHUFFLEBOARD SCOREBOARDS

Cotrolas 3.50
Cotrolas 3.50

MACHINES

BEACH BALL $4.50
Jumbo Bumper $5.50

NEW COMPLETELY NEW...

CONVERSION for SEEBUGR M100A M1000A TO 45 RPM

ALL MAJOR RECORD COMPANIES HAVE ADVISED THE DISCONTINUATION OF 78 RPM's

TIME IS RUNNING OUT!

NEW ENGINEERING FEATURES

1. Records set higher in scale, in direct line with playing position.
2. New record rack keeps record in guide even while record is playing.
3. New guard over record when in play eliminates record throwing.
4. New guide directing record late play position.
5. New all steel transfer arm hand, clamp type with case hardened record rollers.
6. Direct precision gear drive.

ORDER NOW!

S.O. LOS ANGELES IMMEDIATE DELIVERY

ALSO SEND FOR OUR NEW 33 1/3 CONVERSION ONLY $24.50

S.O. LOS ANGELES

WORLD WIDE—Home of High Quality and Top Values!

when answering ads ... Say You Saw It in The Billboard

ARCADE

William CRANE
CHICAGO COIN VISTA SHOEHE
EWE SHOE SHOOTING GALLERY 192
DODGE SIX SHOOTER
EXHIBIT JET CUN 45

INTERNATIONAL MINTING CORPORATION
3555 W. 47th St., Los Angeles 8, Calif.

J. ROSENFIELD Co.
4701 WASHINGTON, St. LOUIS, Mo.
Office 7-6750

WORLD WIDE—Home of High Quality and Top Values!

when answering ads ... Say You Saw It in The Billboard

WORLD WIDE—Home of High Quality and Top Values!

when answering ads ... Say You Saw It in The Billboard

Play BINGO for the S.O. LOS ANGELES IMMEDIATE DELIVERY

when answering ads ... Say You Saw It in The Billboard

PLAY BINGO for the S.O. LOS ANGELES IMMEDIATE DELIVERY

when answering ads ... Say You Saw It in The Billboard

WORLD WIDE—Home of High Quality and Top Values!

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WORLD WIDE—Home of High Quality and Top Values!
**Skee-Ball and 1957 Trend**

United's Bowling Alley, which has players rolling balls down a 15-foot board at five pins at the other end, Bowling Alley is actually a cross between a shuffle bowler and skee-ball.

Should the new skee-ball type catch on around the country, they could represent the first industry swing to a new game since the coin pool game brought a market boom in September, 1955.

Commenting on the skee-ball climb, Sony Lewis, Exhibit Supply president, said that from all reports received by the firm, the skee-ball potential looks good. "Orders are substantial," he said.

Lewis added that it was too early to tell whether this type of game will establish a trend, but said that if the popularity of the game builds up, the firm may follow up with another new model in this field.

**Origin in California**

Al Warren, Genco sales manager, said his firm had received heraldic reorder on their model. He said that the idea of introducing this type of game came from trade sources in San Francisco. He said that location tests on the model proved favorable, and that the firm was convinced it had something that both operator and distributor would be happy with.

Ed Levin, Chicago Coin director of sales, expressed the view that these new types of games would develop into an industry trend.

"There is evidently a good demand for this type of game," he said. Like the reception given the pool games when they first hit the market, Levin said that some distributors first were reluctant to try the game, but shortly thereafter readily accepted it. Chicago Coin began shipments on the games last week, with initial orders going out by air.

Sam Stern, Genco executives vice-president, said he believed the game would develop a trend similar to that accomplished by the pool game.

Distributors Not Concerned

Local distributors generally expressed the view that the new ball types have caught on fast, but that they are more likely to serve a "fill-in" piece than a long-term sales item. They generally felt that something entirely different was needed to interest the public in the next ball to take over the long stretch.

Mr. Levin was contacted and it was then too early to make predictions on how the new skee-ball would do during the coming months. They said that operators are anxious to get in some of equipment that will make good money and fear that the new skee-balls could do just that.

**CIAA Members**

Continued from page 75

Amusement Association, local game field.

The program is to pay cash monthly benefits to the operator in the event of disability due to accident or sickness, plus additional benefits while in a hospital.

CIAA has investigated the plan and has recommended it to its members. Sam Goebenberg, CIAA president, and Milton T. Rayner, legal counsel, reported that this plan, as adopted by other societies, both locally and nationally, indicates value and benefit to those participated. Operator members will be personally contacted in the near future in regard to the plan.

**Chi Coin Preps**

Continued from page 75

scored at the regular value. But the second is scored double the value, and the third is scored triple.

An extra ball feature is also introduced in the fourth frame. Every style gets an extra ball, with a player getting up to three extra balls.

The game measures 10 feet by five feet. It has a non-breakable plastic shield over the target area, with a wire mesh screen on the sides. A heavy glass lined back covers the alley. The target area is bricked with foam rather than to reduce playing noise. The balls, about three inches in diameter, are of a special non-slip wood composition.

**Cigarette Production**

Cigarettes manufactured in September totaled $3,500,020,320, a decrease of 8.87% from the previous month. The number produced from September, 1955, according to Treasury Department. Cigarette consumption in September was about 67,317,170 thousand pounds, one month a year earlier. Figures for the first nine months of the year, however, set consumption at 205,721,420 thousand, an increase of $3,500,000 over the same period in 1955.
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Tough License Code Mulled In Baltimore

BALTIMORE — A proposed new ordinance which was to be introduced here would place stiffer license fees on several types of coin games and the youngsters under age 18 who play pinball games. The new code was to be introduced by Councilman Richard D. Boyd. Currently city law extends only to prohibit youngsters under age 16 from playing pinball during school hours.

The proposed measure would increase license fees as follows: Five-ball games—$100 per year, from $65. One-balls—$150 per year, from $100. Shuffle games—$45 per year, from $25. In addition, arcades with 15 or more pinballs—$1,500 per year, from the present $1,000.

Byrd estimated that those higher fees would increase city revenues from coin games 50 per cent.

Merchants who permit youngsters to play pinball in violation of such restrictions would be subject to fines of up to $100. The existing city code calls for fines of only $25 against merchants permitting youngsters to play pinball during school hours. There are currently no fines levied against the children themselves.

Byrd's ordinance would also require that the pinball license be placed in the names of merchants having machines on their premises rather than in the names of operators of the machines.

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Say You Saw It in The Billboard
Memphis Ops Stick to 50%

Continued from page 79

The operator is spending continual-
ly for wall boxes, new machines, parts, efficient employees, mainte-
ance, license and other operating 
asp.

But, $10, for a total increase of 
100, almost double.

The top operators interviewed feel that it may be necessary some-
time in the near future to ask licen-
sors to bear half the cost of all the license fees.

The operators now get half of 
the cost of the federal license, or 
$5, before they divide the col-
lections with licensor owners. 
The operators bear the cost of the 
other licenses, city, state and county. 

There is no plan for such a move 
at present, said Allen Dillow, presi-
dent of the Memphis Music Asso-
ciation, but it is something that 
may come.

"Because is that it is prohibitive 
in some cases for operators to have 
a machine on location because of 
the high license fees," said Dillow.

"We might work it out with loca-
sion owners to pay half and justify 
leaving the machine there."

During World War II, said Ed-
waid F. Newell, general manager 
of Or-Matt Company, operators 
took the first $3 in collections to 
pay license fees and split the rest 
collected from then on that year 
$50, and the location owner.

That was half the license fee 
than, and it even readily be seen 
how it has jumped since the war. 
Before World War II, said Newell, 
operators got 65 per cent and loca-
tion owners got 35 per cent.

But that evolved over the years 
to the present 50-50 because of 
self competition, Newell pointed 
out. He saw no foreseeable change 
in the present set-up, that would 
like to see one more in favor of 
the operator, who bears the brunt of 
the cost.

Drew Carole, owner of Carole 
Amusement Company, brought that 
point up also when interviewed.

Parker Henderson, general man-
ger of Southern Amusement 
Company, also says he knows of no 
plans at present to change the pres-
ent set-up but would like to see one 
giving the operators a better break 
into license costs.

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**chicago coin's... 6 PLAYER TOURNAMENT**

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