

The Billboard

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Coin Pool Biggest Game Item in Years

Miniature Version Sweeping Country; 15 Makers Trying to Meet Market Demand

By KEN KNAUF

CHICAGO, Dec. 24.—The venerable old game of pool has been given a spanking new look by the nation's coin-operated amusement game manufacturers. And it's turning out to be the biggest new sensation to hit the amusement game field in years, capturing the fancy of U. S. game-playing fans across the nation.

Actually, coin-operated pool is anything but new. The game originated in Europe around 1913 and has been manufactured in the U. S. for a number of years by several small firms principally for export.

But it was not until the last few months, when big manufacturers began looking around for a low-cost game to produce, that these games were designed specifically for the American market—leading to the current bonanza in coin-operated pool.

Within a scant several months after the first manufacturer began testing the games on locations in this country, no less than 15 U. S. manufacturers had coin-operated pool tables rolling off production lines, turning out 35 different models of the game.

Already, estimates indicate that more than 20,000 of these new pool games are on locations in taverns, arcades, restaurants, bowling alleys and other amusement game spots—and it appears that the market has not yet been scratched.

Manufacturers generally agree that a mere one-sixth of the potential market for the machines has so far been satisfied, which would mean that an estimated 120,000 of the games could eventually be placed by the men who own and service them—the game operators.

For died-in-the-wool pool players, the coin-operated versions, while easily recognizable as pool games, are not played the regulation way. Played on a miniature

size pool table (measuring 52 by 38 inches), the game is simplified to bare essentials. From two to four players can compete in a game. A dime is inserted in the coin chute and the mechanism delivers up 10 balls on the table.

Each player, or each team of two players, has five balls which must be shot into one pocket or the opponent's end of the table. Blocking opponent's shots, banking balls off the cushions are the same play as in regulation pool, but such new wrinkles as maneuvering balls around bumpers in the middle of the playfield adds to the interest of the game. First side to get all five wins.

Because so many manufacturers quickly entered the pool game field, and demand snowballed so rapidly, supply bottlenecks soon developed. Foremost of these was—and is—the shortage of small-size balls (snooker balls 2 1/4 inches in diameter) required for the game. Just two manufacturers of these balls are equipped to meet the increasing demands of the industry.

Both firms, large producers of pool equipment of long standing, Brunswick-Balke-Collender Company and Niagara Insull-Bake Company, are witnessing the greatest demand for snooker balls in their histories.

Brunswick officials estimated that the firm has done a \$200,000

(Continued on page 56)

Season's Greetings



...and a big 1956 to all our friends everywhere from all of us at

The Billboard

FAVOR TV WEB IN GRAB FOR WORLD SERIES

NEW YORK, Dec. 24.—The TV networks are preparing to bid for future rights to the World Series. Gillette's rights to the World Series end in 1956 after five years of ownership of the annual sports classic.

The advertiser reportedly paid \$5,000,000 for the package, a price that will have to be at least doubled, according to trade reports. Baseball Commissioner Ford Frick has asked all interested parties to ready bids for submission this spring. It may be expected that the webs will go higher for rights to the World Series than any single client can afford, and thus Gillette's long-time sponsorship of the world's baseball championship may come to an end.

Russian Television Growing as Propaganda Tool

Eleven Stations Functioning, With 51 More Expected in Operation by '58

By LEON MORSE

NEW YORK, Dec. 24.—Television in Russia is making gigantic strides, with 11 stations already in operation and 51 more expected to be telecasting by 1958. These stations cover the most of the 16 provinces and range as far as Vladivostok, Siberia. This was learned in an interview with former Sen. William Benton, who has just returned from Russia where he saw several officials responsible for the operation of these stations and the administration of TV policy.

How rapidly the Soviet Union is going into TV can be gauged from Benton's disclosure that three years ago there were no stations in the Ukraine, but now there are two—in Kiev and Kharkov, with three more about to be constructed. By 1960 the province is expected to be 90 per cent saturated by video.

Relay Systems

The use of relay systems also figures prominently in Russian TV, he said. The Moscow station can be seen in Kalinin, 150 kilometers away, and planning is being done in the Ukraine for a string of relay stations which will receive automatically and rebroadcast automatically but not originate.

Benton also said that the price of a TV set in Russia runs between \$75 and \$125 for a receiver with a 12-inch screen. Programming, he stated, consists mainly of the presentation of important ballet companies which present many of the classics; the great Russian concert artists, such as David Oistrakh and Emil Gilels; opera; and films, features and shorts.

The former Senator also learned that there are now 1,000,000 sets in use, and by 1958 6,000,000 or 7,000,000 are expected to be distributed. These do not include sets placed in factories or in points or public places where groups gather. Benton saw some Russian TV at the hotel in Moscow where he stayed, and reported that reception was poor by our standards.

The Russian version of commercials, Benton states, consists of lectures on politics, political economy and Marxism which as yet isn't done on a large scale. Youngsters receive one lecture a week to help them "understand Marxism as it is taught in the schools."

Film is beginning to play an increasingly more important part in Soviet TV, Benton was informed. Feature films are shown on video only eight days after they have been presented in theaters. If the films are documentary or scientific, they are offered on TV exactly the same day they are shown in theaters. New films are being readied at the rate of three or four weekly, and old films are being "rebuilt" for the medium. Foreign films which are purchased are also used for TV.

Film Programs

Benton said he was told that no feature films are especially being made for TV, but special ballet films are being produced. Also special newsreels. Twenty hours

(Continued on page 3)

NEWS OF THE WEEK

P&G's Purchase of "Medic" Augurs Format Switch for "I Love Lucy" . . .

"I Love Lucy" may become a one-hour monthly show next season, running 9-10 p.m. Monday on CBS-TV. Proctor and Gamble's recent buy of the competing "Medic" (it also shares "Lucy") was said to be predicated on the expectation that "Lucy" would make such a format switch next year. . . . Page 2

Today's Disk Jockey: Entrepreneur, Jock-of-All Trades, Businessman . . .

The average disk jockey is becoming a jock-of-all-trades-type, augmenting his record-spinning activities with everything from making records and movies to selling foreign cars and fishing tackle. Among the diverse activities pursued by jockeys today are song-publishing and writing, talent management, retail record shop ownership, night club and restaurant management and concert presentations. . . . Page 11

Coin Amusement Game Mfrs. Bow 130 New Models in '55 . . .

It was a busy year for the coin-operated amusement game industry, with manufacturers turning out some 130 new pool game models, shuffle bowling models, pinballs, gun games and a variety of arcade machines. The outlook for the new year is for more new type games at a lower cost to operators. . . . Page 56

Vending Gross Sales in '55 Should Top All-Time High . . .

Vending machine gross sales estimates for 1955 indicate that a new record has been made by the industry. This year's sales may top 1954's booming \$1,650,000,000 by 10 per cent. New equipment—especially hot food vendors, point the way to new gains for 1956. . . . Page 52

Report Int'l Latex Buys RKO Pix Prior to Fox's Deal for TV Rights . . .

Even before Matty Fox had his deal signed for TV rights to the RKO library, International Latex was reported to have ordered 70 of the pictures to play one a week on the spread of 170 stations. Fox's deal with General Teleradio was supposed to be inked this week. . . . Page 3

Roland Butler Ringling Appointment Viewed as Return to Old Policies . . .

Roland Butler this week was again named to head up the Ringling Circus press department, a job he resigned 18 months ago after some 30 years' service. Move is seen as a return to 'Old Time' methods. . . . Page 42

Midway Units Strike It Rich at Dominican Republic's World's Fair . . .

Midway units hit pay dirt at the Dominican Republic's World's Fair which opened Tuesday (20) in Ciudad Trujillo. Patrons dubbed the area 'Coney Island'. . . . Page 36

DEPARTMENTS AND FEATURES

Amusement Games 56	Merchandise 44
Burlesque 35	Music 10
Carnival 40	Music Charts 29
Circus 42	Music Machines 48
Classified Ads 46	Parks & Pools 38
Coin Machines 48	Pipes 44
Coin Machine Market 51	Radio 10
Coming Events 47	Review Digest 9
Drive-In Theaters 43	Rinks 43
Fairs & Expositions 39	Roadshow Repertoire 43
Final Curtain 35	Routes 37
General Outdoor 36	Television 2
Honor Roll of Hits 29	TV Film 3
Legitimate 9	TV Reviews 8
Letter List 45	Vending Machines 52
Magic 35	

Coin Pool Has Lush Extras

CHICAGO, Dec. 24.—What has neon lights, plastic bumpers, built-in ash trays, convertible top, and automatic delivery? No, not the latest sports car. It's the newest coin-operated pool table.

Just about everything has been done to make the nation's pool players as happy as possible while playing the new automatic, miniature pool games.

Neon lights under the table rails or lamp attachments serve to light up the game at tavern locations. Ball bumpers in the middle of the table add intrigue to the game. Ten pool balls are delivered to the player at the drop of a coin.

Manufacturers know what they're doing. The game has enjoyed surging popularity in all sections of the country—and more "accessories" for the game are on the way.

Soon! BENNY GOODMAN

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

THE BENNY GOODMAN STORY



Prosperity, Maturity, Stability Mark 1955 for Video Trade

NEW YORK, Dec. 24. — In future years, 1955 will probably be considered an infancy period for the television medium. But to TV executives who are now writing the finishing touches to this latest chapter, 1955 has been, for the most part, a year of record prosperity, growing maturity, and welcome stability.

True, the problems of VHF stations were far from solved, the acceptance of color by the public was much less than hoped for, and the demise of one network (Du Mont) pointed up only too emphatically the ephemeral quality of corporate existence in this industry.

But despite the debit items, the final balance sheet showed tremendous gains all along the line. The networks, particularly, had by far the best year of their careers. The shadow of a government probe hangs over their heads, it doesn't diminish the sense of achievement and growth.

Billings Jump
Some indication of the gigantic strides the networks have made in terms of income can be gleaned from the latest Publishers Information Bureau billing figures for January thru October. CBS' billings for the period jumped to \$155,098,072, which compared to its last year's \$116,975,819 for the same period. NBC wasn't too far behind, grossing \$131,974,810, which compares to its billings of \$100,670,045 the previous year.

ABC, meanwhile, which showed amazing growth in the fields of programming and sales, hiked its billings to \$38,613,732, a considerable jump from the comparable 1954 figure of \$26,584,163.

Year of Spectacles
On the programming front, it was a year wherein the spectaculars, introduced in 1954 by NBC, became an integral part of TV. CBS adopted the spectacular concept and inserted a once-a-month Saturday night 90-minute stanza, which Ford picked up.

It was a half-hour show, however, "The \$64,000 Question," that provided the major programming excitement of the year. Created by Lou Cowan and sponsored on CBS-TV by Revlon, the stanza

2d Nielsen Coverage To Sell at Lower Rate

NEW YORK, Dec. 24. — The second Nielsen Coverage Service which reaches subscribers early in the fall, will sell at generally lower rates than the first study of three years ago. It will use a sample of 125,000 homes, roughly half of which will be surveyed by personal interview and the others by mailed questionnaires.

This information was disclosed this week in a brochure the A. C. Nielsen Company sent to 5,000 prospects at all levels of the trade. The brochure contains a contract form that they can sign and tear out. Nielsen has received some 30 orders already.

The study will again be based on 1,900 "NCS Areas," which are counties or clusters of counties of

almost overnight became the rage of the nation.

The CBS achieved new stature as the recognized leader of the industry in terms of billings and ratings, its attempts to capture the 7:30-8 p.m. children's audience, which ABC had proved to be the key to leadership in that strip, was only partially successful.

Own Kid Shows
Failing to lure away two of ABC's most popular 7:30-8 p.m. shows, "Rin Tin Tin" and "The Lone Ranger," CBS programmed its own kid shows. By the year's end, CBS still found itself on the hook with two expensive and sponsorless stanzas Wednesday and Fridays.

But perhaps the bitterest pill it had to swallow as the result of its early evening switch to kiddie fare was its loss of Perry Como, who promptly switched to NBC, where, in a new hour-long Saturday night stanza, he proceeded to make no end of trouble for "The Honey-mooners."

NBC towards the end of the year launched an all-out drive to build up its daytime picture by starting an hour-long live dramatic

show across the board. The network is awaiting 1956 for the answer to whether its new project is a success, indications were that the trend towards dramatic fare for daytime had been launched.

"Mickey Mouse"
ABC, who two months earlier entered daytime programming with its fabulous "Mickey Mouse Club," followed up NBC's lead by planning a daily two-hour feature film stanza composed of J. Arthur Rank features.

Among the most significant events of the year was the entry of Warner Bros., 20th Century-Fox and M-G-M into TV as program producers. The all three firms were subjected to intense criticism for the manner and extent to which they utilized show time to plug their theatrical films, the moves marked a turning point for the motion picture and TV industries in the establishment of a stronger working relationship.

ABC's rise during the year was little short of phenomenal. The number of its more successful shows had been launched the previous year, the web made great

(Continued on page 8)

TRADSTERS SAY

'Lucy' Shift to Hour Monthly Show Seen

NEW YORK, Dec. 24.—Informed trade observers see the purchase of half of "Medic" by Procter & Gamble as further confirmation that "I Love Lucy" will switch to a one-hour format once monthly next season. They reason that the no confirmation of this report has been given, P&G, being a co-sponsor of "Lucy," is certain to have information about the impending change in the status of the program.

Its purchase of "Medic" on NBC-TV, against itself on "Lucy" was done, they maintain, because

of the expectation that the former show will better its rating materially next season when it will not have to battle the situation-comedy each week. And since the rating of "Medic" generally runs around a 24.0 Nielsen now, the rating may go into the 30's in the fall of 1956.

What will replace "Lucy" 9-9:30

Web Winners

JACK BENNY SHOW—CBS-TV

A television show that continues to be one of the hottest properties on the air, despite many years on the co-axial cable, is the Jack Benny stanza. The latest Nielsen returns, which embrace the last two weeks of November, put the Benny show in the No. 3 spot, directly after "\$64,000 Question" and "I Love Lucy," in the Average Audience chart. The show grabbed a 40.9 rating. It also garnered the No. 4 position in the Nielsen Total Audience lists with a 45.0 rating. ABC's "Disneyland" beat it out by a 1.4 margin, which could well be the result of the fact that "Disneyland" is an hour-long show, which tends to hike a stanza's Total Audience rating.

LAWRENCE WELK SHOW—ABC-TV

Despite its low budget and its hesitant entry into the network programming sweepstakes as a summer try-out, this show has risen consistently up the rating ladder to the point where it now is considered one of the most eye-opening programming success stories of the season. This month the stanza found itself the third most popular network show among women, pulling in 1.28 women viewers per set, according to the November ARB report. The rating, which is 23.7, doesn't rank it in the "\$64,000 Question" class, it's high enough, in terms of the cost of the show, to make its sponsor very happy indeed. What's been even more satisfying is the steadily constant, and still continuing, rise in ratings that the show has been evidencing month by month.

GENERAL ELECTRIC THEATER—CBS-TV

This stanza showed up on practically every network chart. The Billboard is publishing in this issue, thereby providing convincing evidence of its popularity and strength in a number of areas. According to the latest Nielsen report, show was in fifth place in the Average Audience listings with a 37.1 rating per average minute, and was in ninth place in the Total Audience list with a 40.7 rating. The ARB rating report for November gave the stanza a 33.2 rating, which put it in the No. 3 spot among the network drama shows. In ARB's study of audience composition of the network drama shows, the "General Electric Theater" ranked No. 1 in popularity among women and No. 2 in popularity among men. There's no doubt about it. General Electric has a winner on its hands.

on CBS-TV thrice monthly next season has not been decided, but it will probably be a show produced by Desilu. It could be "Those Whiting Girls," which did fairly well last summer and may go on again during the coming warm weather. Or it could be one of the stronger new properties being prepared by Desilu now which is also destined to be a summer replacement.

The new hour version of "Lucy" will go 9-10 p.m. "December Bride" will, of course, remain in its 9:30-10 spot, unless a stronger show is found. Whether P&G will remain as co-sponsor of the new hour version of "Lucy" and its thrice-monthly replacement is not known.

News in Brief

RCA'S '55 SALES TO TOP \$1 BILLION . . .

"Total sales of products and services by the Radio Corporation of America in 1955 will exceed \$1,000,000,000," Brig. General David Sarnoff, board chairman, said this week. This puts RCA among the top 25 industrial companies in the U. S. RCA paid stockholders a total of \$24,069,000 in dividends this year. It employs a total of 78,000 persons.

NBC-TV REVAMPS SALES SET-UP . . .

NBC-TV has revamped its network sales set-up to accomplish two major objectives: 1) Service Class A time clients; and 2) Find new business. Such departments as TeleSales (closed circuit telecasts), sales development and special show selling are included in the latter group. Bob McFadyen has been moved up to manager of sales and merchandising plans in the new business department. Louis Marcy has been named director of sales development presentations in the same grouping. And Bob Marcato has been brought over from Kenyon & Eckhardt to become a sales specialist in this department.

COLGATE ALTERNATES ON 'CRUSADER' . . .

Colgate-Palmolive made another step toward re-establishing itself in night-time since it decided to drop the Sunday night "Colgate Variety Hour" on NBC-TV. It bought alternate-week sponsorship of "Crusader" on CBS-TV, Friday. Heretofore, the Brien Keith adventure show was completely sponsored by R. J. Reynolds.

YOUNG RE-NAMED BY STATION REPS . . .

The Station Representatives Association held its annual meeting last week and re-elected Adam Young Jr., to a second term in the presidency. Preston Peters (Froese & Peters) was elected vice-president, Bob Meeker (Meeker Associates) was elected secretary, and Gene Katz (The Katz Agency) was elected treasurer.

LINKROOM NAMED EXEC PRODUCER . . .

Dick Linkroom, executive producer of "Home" since March, was this week elevated to executive producer of all NBC-TV's participating programs. NBC-TV made a few other promotions in programming this week. Giraud Chester was appointed general programming executive, and Alvin Cooperman became program supervisor. They both report to Mort Werner, vice-president for national programs. Richard B. Jackson, former business manager of the department, was appointed manager of participating programs, reporting to Linkroom.

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Offices

Cincinnati 22, 2160 Patterson St.
E. W. Evans
Phone: DUmbar 1-6450
New York 36, 1564 Broadway
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Phone: PLaza 7-2800
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Phone: CLientel 1-0643
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Phone: NATIONAL 8-4749

Advertising Managers

Outdoor-Midse. C. J. Latscha, Cincinnati
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Circulation Department

B. A. Bruns, Director Cincinnati
Main Advertising and Circulation Offices
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GOT 'EM

**'Frontier,'
'Gunsmoke'
Renewed**

HOLLYWOOD, Dec. 24.—Two of the Westerns which blazed onto the TV screens this fall have bagged their clients. "Frontier" (NBC) and "Gunsmoke" (CBS) have gotten renewals from their respective clients, Reynolds Metals and Liggett & Myers.

"Gunsmoke," which, of the two, has been more effective rating-wise, has had an order for another 13 episodes by L & M, with production to begin in March. It's understood that another 26 will definitely get under way during the summer.

The Westerns, which started off with ratings of about 15.0, hit 30.0, in the latest Nielsen, just a shade off George Gobel's 30.7, thus signifying a major coup for CBS in knocking last season's NBC sensation off the top. "Gunsmoke" is produced by Filmasters for Charles Marquis Warren.

"Frontier" is getting a renewal of 30 plus 9 from Reynolds. The series has had a steady climb to 21.7 in the November Nielsen, and has been piling up a lot of prestige along the way.

**Roach & AT&T
Set 500G Deal**

HOLLYWOOD, Dec. 24.—The Hal Roach commercial division this week wrapped up what is believed to be the single largest contract for film commercials, obtaining an order from A.T.&T. for \$500,000 worth of production during 1956.

The spots will be made for the company in conjunction with the Roach-produced vid-series it is sponsoring, "The Stories of John Nesbit." One of the reasons for the record-setting sum, it's understood, is that A.T.&T. will have a policy of not repeating commercials.

The company so far has not found a time slot to its liking for the series, and its debut may now be postponed until next fall, altho four half hours are already in the can.

The Roach commercial division this week delivered 22 one-minute spots, built around Caesar Romero, to Mennen, six spots to Elgin and five to Johnson's Wax.

**CLGA Files to
Rep, TV, Radio**

HOLLYWOOD, Dec. 24.—The Composers and Lyricists' Guild of America, recently certified as representative of the movie industry's words and music writer, this week took aim at the TV and radio networks. The Guild filed a petition for a certification election to represent composers and lyricists used for national shows in TV and radio.

The petition named as employer units, ABC, CBS, Du Mont, Mutual and NBC. If the Guild succeeds in its efforts it will serve as bargaining agent for the writers of original music material used by the networks. The Guild boasts a membership of more than 350 composers and lyric writers on both coasts, including a number of the top names in the songwriting field. Leith Stevens is president of the Guild.

a top quality film show for Every Product, Every Market, Every Budget

Offices in principal cities throughout the United States

MCA-TV Film Division

TPA SALES PLUG MATCHES SHOW

NEW YORK, Dec. 24.—Television Programs of America is making the sales pitch match the show. It mailed out a 12-page brochure this week on "Susie," the copy of which is in the style of Ann Sothorn's dialog in the show itself, and the art is based on the cartoon character that is used to dress up the syndicated show and its merchandising. The brochure gives a biography of Miss Sothorn, the history of the show beginning with its debut as "Private Secretary," an outline of the potential audience, a rundown of the promotion aids, and it winds up, "Boys, I'm sensational!"

**WPIX Ready
To Up Rates**

NEW YORK, Dec. 24.—WPIX, the Channel 11 independent here, which recently gathered some impressive research on the evening audience it has been attracting largely by syndicated film shows, is putting a stake out for bigger money commensurate with its improved audience. Effective January 1, WPIX is instituting a rate increase amounting to 17 per cent on Class A and B time and announcements.

This is the first such increase the station has made in four years. Not only has it improved its viewership but in that time the set circulation in this market has increased about 85 per cent.

According to an American Research Bureau analysis, from November, 1954, to November, 1955, WPIX improved its average share of evening audience by 24 per cent, a bigger proportionate increase than any other station here.

On 20-second announcements, in particular, the new rate card will be up 30 to 35 per cent in Class A and B.

**'Mil. Movie' Gets
8 of 9 Renewals**

NEW YORK, Dec. 24.—WORTV's "Million Dollar Movies" has snared eight out of nine of its sponsors for renewals on the second 13-week cycle, which begins next week.

The one that dropped out, Sofset, was immediately replaced by Best Foods. The eight sticking with the high rated feature film show are Pall Mall, Mueller's Macaroni, Sunshine Biscuits, Sterling Drug, Rival Dog Food, Procter & Gamble, Piel's Beer and New York Telephone Red Book.

ROACH EXPANDING

Sees \$13 Mil Gross in '56, Output Up \$4 Mil

HOLLYWOOD, Dec. 24.—A \$4 million expansion of TV film production is scheduled for the coming year by Hal Roach Jr. Roach estimates that his lot will gross \$13 million in 1956 as against \$9,045,000 in 1955.

In order to accommodate the increased production two new sound stages will be constructed, bringing the total to nine. A 25 per cent increase in the staff of the studio is also foreseen.

In addition to plans for new programs previously revealed, "The Stories of John Nesbitt," "Code Three," "Pulitzer Prize Playhouse" and "Susana," Roach is mapping out an hour anthology series and a new daytime "Magazine of the Air" on film.

Altho indicating that the daytimer is still in the preliminary stages, Roach believes that he has devised a method by which a two

TV-Film Trade Grows in '55, Despite Many Uncertainties

Teleradio's Buy of RKO Pix and Sale Of TV Rights to Fox Biggest Event

By GENE PLOTNIK

NEW YORK, Dec. 24.—For the TV film industry 1955 was a year of numerous uncertainties amidst business as usual. The day-to-day business of selling and buying film for TV added up to normal and healthy increases in the volume of film and the money spent for it. But the biggest trade news of the year concerned deals, almost-deals and trends, which, while having no immediate effect on the market, could only serve to build expectations and apprehensions about the year ahead.

Undoubtedly the biggest single event of the year was the purchase of RKO Radio Pictures by General Teleradio and the latter's subsequent negotiations to sell the TV rights to the RKO backlog to Matty Fox. GT's deal was in the rumor mill since November, 1954, was consummated in July, 1955, and the Fox negotiations started rumors in the fall.

Not on Market

But in 1955 these giant dealings still had no concrete meaning in terms of TV programming, since none of these films had been officially put on the market by the end of the year.

Another major news item in 1955 was the attempted merger of Screen Gems and Television Programs of America, significant not only in itself, but in pointing up the still tremendous incentive for consolidation in TV film distribution. But, tho the impulse was clearly there, this and other merger

maneuvers finally fell thru. The only major merger in 1955 was the operational consolidation of Hygo and Unity.

While these and other developments gave many in the trade food for thought, actual business showed a sufficiently healthy upswing to give most food to eat.

Syndication

Syndication of TV film series this year brought the industry gross sales of \$35,000,000 to \$40,000,000, according to informed estimates. This represents an increase of \$3,000,000 to \$8,000,000 over last year's business.

The major distributors put a total of 16 new half-hour series into first-run syndication without prior national sales. This was a dip from the previous year, when the same companies and their predecessors accounted for 23 half-hour shows.

The supply of new feature films and Westerns in 1955 was satisfactory in terms of quantity and quite good in terms of quality. At least 250 features went into their first TV run this year, including an impressive proportion of four-star attractions. This appeared to be adequate to keep the top movie shows on the nation's stations at the rating levels they had established with the feature film revolution of 1954. Another 124 Rank pictures came into TV, but they were grabbed by a network, ABC-TV, instead of going up for station sales. More than 330 Westerns made

their TV bow, including the prized Gene Autry-Roy Rogers stable of Republic. The cartoons in TV kept their new look in 1955 when Warner Bros. "Looney Tunes" were sold to Guild Films, and the supply outlook was still looking up at the year's end when the library of Paramount shorts was sold to UM&M.

The re-issues of a dozen network shows made their bow in syndication this year. This fact added to the decrease in the number of first-run syndicated series gave buyers as well as sellers more than a little concern about the future of syndication.

There were other sources of worry about market and supply of film. The Screen Actors' Guild strike this summer and the resulting increase in re-run fees was certainly one of them. The dropping of 45 Paramount and Universal features by Associated Artists Productions after the American Federation of Musicians refused to grant TV rights to the music tracks was another.

Combine Buying

The idea of a film network seemed to be evaporating when Vitapix and Guild Films broke off

(Continued on page 4)

**International Latex
Buys 70 RKO Pix**

NEW YORK, Dec. 24.—Matty Fox was supposed to have his deal for the TV rights to the RKO library signed and sealed this week, tho there was no confirmation that the ceremony had actually come off by press time.

However, Fox already had a national sponsor on the line for 70 of the pictures. According to a reliable report, International Latex has ordered such a series to place on 70 stations, one picture a week.

It had been earlier reported that Fox began a couple of weeks ago to sell a few key stations on the idea of taking on RKO product. Those discussions were, of course, on an informal basis, tho Fox apparently has been sure for some

time that the RKO deal was going to be his.

Fox himself has said that he had an entirely new plan for the distribution of the RKO features. A year ago Fox made a major innovation in feature film distribution when, in the last active days of Motion Pictures for Television, he began to barter film for station time, time that eventually went to the C&C Super Corporation in a stock transaction.

It has been speculated that his new concept also involves the barter gimmick.

**Russian Video
System Takes
Giant Strides**

• Continued from page 1

of concert films have already been produced with more being prepared.

Benton maintains that the Soviet Union sees TV as the most powerful vehicle for the dissemination of ideas that has ever been invented. To help indoctrinate the country, he claims, the Russian slogan has become "TV instead of butter." In the field of propaganda and educational film the Russians are years ahead of us, he claims. "Within the near future I would expect Russia to be leading Europe in TV," Benton feels.

The former legislator also reported that the Soviet Union was exchanging programs and technical date with Great Britain. They have learned a great deal about color from England, and they expect to have a color station in operation in Moscow by 1958, Benton said. He also learned that Czechoslovakia, the Russian satellite state, is beginning to get active in TV. There is now a TV station in Prague, and one is being built in Bratislava, he was told by a Czech official.

a sales beauty

the ever-blooming Channel 8 Multi-City Market

WGAL-TV
LANCASTER, PENNA.
NBC and CBS

Ever-growing sales are yours in the Channel 8 Multi-City Market. It's a vast, diversified region—a buying market. Sell the 3½ million people who live here, who own 912,950 TV sets and spend \$5½ billion annually.

STEINMAN STATION
Clair McCollough, Pres.

Channel 8 Multi-City Market

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

116,000 watts

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

Network Shows to Get 250,000 Bonus Viewers

NEW YORK, Dec. 24.—Network advertisers next year will receive what is estimated to be some 250,000 bonus viewers if plans now being made by Trans-Community Television Network, in co-operation with the networks, are fully realized.

The new firm is planning to provide TV next year to some 50 communities too small to support a regular TV station and not now receiving TV signals from community antenna operations. Instead of picking up signals from existing TV stations, as is now done by the usual community antenna system, Trans-Community plans to pipe kinescopes or film prints of network programs. ABC-TV has already made a deal with the firm and NBC-TV is reported to have done likewise. CBS-TV, it's understood, is still considering the idea. The commercials will be included in the programs aired.

The first market to be serviced by Trans-Community will be Cedar City, Utah, which will begin receiving next month. According to present plans, Trans-Community

expects to have systems in operation in some 50 cities of between 5-10,000 population by the end of 1956. Subscribers will pay for installation of closed-circuit lines into their homes. A schedule of eight hours per day of network programming is envisioned.

'Robin Hood' Creates Stir In Mdse. Field

NEW YORK, Dec. 24.—"Robin Hood" is beginning to stir excitement in the merchandise field. Character Merchandising, Inc., has issued 18 franchises so far, mostly in apparel. The show got on too late to move merchandise this Christmas, but the manufacturers are confident that the show will be around next Christmas to help them.

Judging by the rating reports, they have nothing to worry about. The debut in September drew a Nielsen rating of 22.7, and it has been climbing relentlessly since then. Its latest Nielsen, November 7, was 32.8, and it is said to be still higher in the advance Niensens just released.

ABC Drops Two Planned Series

NEW YORK, Dec. 24.—Two of the TV film series that ABC-TV has been planning for next year—Desilu Productions' "Tales of Alan Pinkerton" and Lou Edelman's "Sam Houston"—have fallen by the wayside. The web, however, picked up a new property to add to its roster of shows that are being readied for pitching to national sponsors.

The new stanza is "Publicity Girl," which Jack Chertok would shoot. The drop-outs and addition leave the web with eight weekly properties—one of them 90 minutes and two of them 60 minutes in length—in the pilot planning stage. None of the shows will go into full production unless sold to a sponsor.

Goodson-Todman to Shoot 'Web' Series

HOLLYWOOD, Dec. 24.—Arrangements have been completed by Goodson-Todman for filming to start on "The Web," mystery-drama series which for several years originated live from New York. Twenty-six half hours are scheduled.

At the same time, in a unique move, G-T will film two versions of its new "Landmark" series, one pilot being an hour long and the other a half hour. The thinking behind this is that it will give prospective sponsors a choice in the length of program. CBS is in partnership with G-T on the venture.

It's understood that "The Web" is being done in conjunction with Screen Gems.

WCBS Buys Teleradio Pix

NEW YORK, Dec. 24.—WCBS-TV here picked up six features from General Teleradio this week. The features are part of the 17-title package that General Teleradio released during this year's National Association of Radio & Television Broadcasters convention.

Eleven of the pictures were bought by General Teleradio's New York o.&c., WOR-TV. The six that WCBS bought this week are "Three for Bedroom C," "Rogue River," "Movie Crazy," "The Strangers," "Boy From Indiana" and "Borderline."

'Monte Cristo' Seen In 52 Markets

NEW YORK, Dec. 24.—"The Count of Monte Cristo" has gone on the air in 52 markets so far and has been sold in about a dozen others, including New Orleans, where it will be sponsored by the Maison Blanche department store. Major cities in which it is now playing are Atlanta, Boston, Buffalo, Dallas, Denver, Houston, San Antonio, San Francisco, Los Angeles, Minneapolis, Nashville, Oklahoma City, Pittsburgh and Providence.

Television Programs of America, distributor, has sold three regional deals on the series, including the one to United Gas for 11 Southern markets.

THIS WEEK'S FILM BUYS

- CBS TV FILM SALES**
FABIAN OF SCOTLAND YARD
 WREC, Memphis: Adv. TBA
NEWS FILM
 WMAL, Washington: Adv. TBA
RANGE RIDER
 WALA, Mobile, Ala.: Coleman Dairy
 WPIX, New York: Adv. TBA
SAN FRANCISCO BEAT
 WRGB, Schenectady, WNBC, Binghamton, N. Y.: Genesee Brewing Co.
NBC FILM DIVISION
GREAT GILDERSLEEVE
 KBST, Big Spring, Tex.: Piggly Wiggly Stores
 KDKA, Pittsburgh: Hannah's Bread
STEVE DONOVAN
 WJL, Detroit: Adv. TBA
BADGE 714-C
 WCAU, Philadelphia: Adv. TBA
VICTORY AT SEA
 WCAU, Philadelphia: WJNO, West Palm Beach, Fla.: Adv. TBA
INNER SANCTUM
 WOW, Omaha: Rosen Novak Motors
LIFE OR RILEY-B
 WBAY, Green Bay, Wis.: Adv. TBA
HOPALONG CASSIDY-HALF HOUR-A
 KHQ, Spokane: Adv. TBA
HOPALONG CASSIDY-HALF HOUR-B
 KHQ, Spokane: Adv. TBA
HOPALONG CASSIDY-ONE HOUR
 WHIO, Daytona Beach, Fla.: KHQ, Spokane: Adv. TBA
NATIONAL TELEFILM ASSOCIATES
FABULOUS FORTY
 KGBT, Harlingen, Tex.: WGN, Chicago; WREC, Memphis; WATE, Knoxville, Tenn.: Adv. TBA
ORIENT EXPRESS
 WHAM, Rochester, N. Y.: Adv. TBA
RCA RECORDED PROGRAMS TOWN AND COUNTRY TIME
 WGN, Chicago: Cole-Finder, Lincoln-Mercury Dealer
 WIMA, Lima, O.: Berger Beer
 KREM, Spokane: Quality Motors and Spokane Film & Developing
 WFBM, Indianapolis: Sam Wolfe, Automobiles
 KFEQ, St. Joseph, Mo.: Blue Cross, Blue Shield
 WHIZ, Zanesville, O.: Weideman Brewing Co.
 KOAT, Albuquerque, N. M.: WCTV, Tallahassee, Fla.; WALA, Birmingham, Ala.; KHAS, Hastings, Neb.: Adv. TBA
THE SAM SNEAD SHOW
 WVEC, Hampton-Norfolk, Va.: Varsity Men's Shops
 WMFD, Wilmington, N. C.: Cadillac-Oldsmobile Dealer
 KVTY, Sioux City, Ia.: Hoak Oldsmobile
 WGEM, Hannibal, Mo.: Adv. TBA
THE LITTLE MATCH GIRL
 WNAC, Boston; WISN, Milwaukee; WSIX, Nashville and WTVN, Columbus, O.: Adv. TBA
 20 Canadian Markets: Adv. TBA

TV-Film Grows

Continued from page 3

their exclusive affiliation. But the combine buying concept seemed to be doing better than previously, with TV, Inc., representing 50 small stations, rounding out its first full year.

What accounts for the increase in gross syndicated sales? Not a flood of new product, for there were fewer first-run series. Not prices, for they remained at a level or got stuck in intermittent price-cutting battles. On the supply side, the answer seemed to lie in the greater diversity of product appealing to more varying sizes of sponsor budgets.

On the market side, the answer was in the increasing amount of station time created by the new stations, including those opening in established markets, and including a couple of key independents, and the opening of additional time strips, including daytime, to half-hour film series.

Films to Watch

"DOUGLAS FAIRBANKS PRESENTS"—ABC Film Syndication
 This syndication veteran came into a couple of hot deals this fall. Liebman Breweries renewed for a fourth year, and Socony Mobil bought the show for a 60-market spread. Its record clearly justifies this activity. The show's average weighted Pulse rating of 14.3 in November makes it the second syndicated show over-all. That also makes it the top syndicated dramatic show. Note that the show proves a big attraction for women, standing fifth over-all and tops among dramatic entries. The show usually does quite well in its individual city standings. In the New Orleans chart for November, in this issue, the 50.8 drew in its Tuesday, 9:30 p.m. slotting was the second highest rating drawn by any syndicated show in that market.

"SHERLOCK HOLMES"—UM&M
 For some months now, the producer and distributor have been dickering about a second year's production of this Paris produced series. The show, meanwhile, has been doing quite well on the Pulse charts. In this issue it ranks fifth among syndicated shows in Minneapolis-St. Paul with a 20.9. And it's ninth in New Orleans with a 32.5.

"SCIENCE FICTION THEATER"—Ziv-TV
 This show has consistently proven a winner among the hard-to-reach teen-agers. In the breakdown of syndicated dramas in this issue, it is the top show in the teen list with 33 per hundred homes tuned in. In other teen listings of Pulse, a draw of 24 of 29 per hundred homes is usually good enough for top place on that list.

Pilot Filming On Nightwatch

HOLLYWOOD, Dec. 24.—The Ashley-Steiner Agency this week concluded negotiations with Hal Roach Jr. for the production of a pilot on "Nightwatch," documentary police series which made its debut on radio two years ago. The film will be shot about February 1.

The series is unique in that it will be filmed almost entirely on location at night, utilizing only whatever lighting is available.

A camouflaged sound truck will follow the prowler car on its rounds, the cameras shooting actual cases as they happen.

Jim Hadlock is producing. Roach, whose studio is located in Culver City, is the executive producer.

Fred Niles to Open Own Firm

CHICAGO, Dec. 24.—Fred Niles resigned as executive vice-president of Kling Film Productions here to set up his own outfit, Fred A. Niles Productions, Inc.

Niles, who helped start Kling's TV film operation in 1947, indicated he intended to get into areas of film production that Kling has not been touching, such as opera, business and theatrical films. He made no mention of his staff, but coincidental with his resignation from Kling came those of four others: Chris Petersen, syndicated film division head; Rogers Keene, director; Bill Harder, assistant production manager, and Ruth Ratny, publicity.

'Trailmaker' Pilot Set; Dunkel Signed

HOLLYWOOD, Dec. 24.—Negotiations for production of a pilot film, tentatively titled, "The Trailmaker," have been concluded between Robert Alexander Productions, Harry Ackerman and CBS-TV.

The series will center around the career of John C. Fremont, one of the early trailblazers in the West. John Dunkel has been signed to script the pilot.

'Judge Bean' Rates 8.9 in Columbus

NEW YORK, Dec. 24.—The Pulse rating of "Judge Roy Bean," which is being syndicated by Screencraft Productions, was omitted from last week's "Billboard Scoreboard" listing in Columbus, O.

The stanza received an 8.9 rating, which tied it for 26th place with "Mr. District Attorney." "Judge Roy Bean" is aired on WTVN, Sundays, 6-8:30 p.m.

TV Commercials in Production

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

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

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (Color)	Commercials Producer
HOUSEHOLD APPLIANCES (Furnishings, etc.)			
Westinghouse Electric, Toaster, McCann-Erickson...	1 (20)	LA	Lalley & Love
Casco Products, Steam Iron, Dowd, Redfield...	1 (60)	NA	Sound Masters
Kool Vent Awning Co., Awnings, E. L. Jacobs...	4 (50)	SA	Film Assoc.
General Electric, G.E. Products, Benton & Bowles...	— (60, 120)	LA	United World
Maytag Co., Washers, Leo Burnett...	— (120, 90, 60)	LA	United World
Lewyt Co., Vacuums	— (60, 20)	NA	Unifilm
LAUNDRY SOAPS, CLEANERS, PAPER SUPPLIES (Polishes, Synthetic Detergents, etc.)			
Vanity Fair, Ingalls-Miniter Co.	6 (60)	LA, SA	Filmack
Johnson's Wax, Polisher-Scrubber, Benton & Bowles (Rob't Montgomery Presents)...	1 (90)	LA, FA	Vidicam
Procter & Gamble, Cheer, Young & Rubicam (Brighter Day)...	1 (45)	NA	Sound Masters
Dow Chemical Co., Saran Wrap, McManus & Adams (Medic)...	2 (120), 3 (60)	LA	Transfilm
Scott Paper Co., Scott Tissue, J. W. Thompson...	— (60)	LA	United World
Lever Bros., Lux Soap, J. W. Thompson (Lux Video Theater)...	— (120, 90, 60)	LA, SE	United World
Olin Industries, Olin, D'Arcy...	— (60)	LA, SE	United World
NON-ALCOHOLIC BEVERAGES			
Coca-Cola Co., D'Arcy	12 (120, 90, 60)	FA, SA	United World
James Vernor Co., Vernor's Ginger Ale, Denman & Baker	10 (20)	FA	Kling

(Continued next week)

CISCO KID

25.4*



Dallas-Ft. Worth, ARB*, Jan., 1955

Wherever ZIV-TV'S CISCO KID goes, tune-in action follows... week after week! For instance, for the month of January 1955, ARB* reports a 25.4 Dallas-Ft. Worth reception for CISCO against a 9.8 and 2.4 for his direct competition.



To take over big TV audiences, get in touch with...

CHICAGO NEW YORK HOLLYWOOD

*Happy New Year
to Everyone*

It's Been a Great Year for Us

**The New Trendex Rating Just Out
Shows Us to Be**

**THE HIGHEST RATED SHOW IN
DAYTIME TELEVISION**

**Our Trendex Shows 11.6
With 55.8 Share of Audience**

**BOB CROSBY SHOW
MONDAY THRU FRIDAY**

CBS-TV

3:30 TO 4 P.M. E.S.T.

Thanks to

**THE MODERNAIRES, JOANIE O'BRIEN, CAROL RICHARDS,
JACK NARZ, THE BOBCATS, GIL RODIN AND GREGG GARRISON**

This One



2GBJ-D00-BQ46

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

TV Program and Time-Buying Guide

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

The Billboard Scoreboard

NETWORK TV PROGRAMS

ARB Audience Composition Studies

Web Dramas

NOVEMBER RATINGS		
Rank	Show, Sponsor & Web	Rating
1.	Climax, Chrysler (CBS)	37.5
2.	The Millionaire, Colgate-Palmolive (CBS)	34.3
3.	G. E. Theater, Gen'l Electric (CBS)	33.2
4.	Loretta Young, Procter & Gamble (NBC)	31.2
5.	Dragnet, Liggett & Myers (NBC)	31.0
5.	Lineup, Procter & Gamble, Brown & Williamson (CBS)	31.0
7.	Lassie, Campbell Soup (CBS)	30.1
8.	Ford Theater, Ford (NBC)	29.5
9.	Playhouse of Stars, Schlitz (CBS)	28.6
10.	Fireside Theater, Procter & Gamble (NBC)	28.4

AMONG MEN		
Rank	Show, Sponsor & Web	Men Per Set
1.	You Are There, Prudential, ECAP (CBS)	1.00
1.	G. E. Theater, Gen'l Electric (CBS)	1.00
3.	Famous Film Festival, Partic. (ABC)	.98
4.	Alfred Hitchcock, Bristol-Myers (CBS)	.96
4.	Goodyear Playhouse, Good-year (NBC)	.96
6.	Appointment With Adventure, P. Lorillard, Revlon (CBS)	.95
7.	Justice, American Tobacco (NBC)	.92
8.	TV Reader's Digest, Studebaker-Packard (ABC)	.90
9.	Damon Runyon Theater, Budweiser (CBS)	.89
10.	DuPont Cavalcade Theater, DuPont (ABC)	.88

AMONG WOMEN		
Rank	Show, Sponsor & Web	Women Per Set
1.	G. E. Theater, Gen'l Electric (CBS)	1.20
2.	Alfred Hitchcock, Bristol-Myers (CBS)	1.18
3.	Loretta Young, Procter & Gamble (NBC)	1.16
4.	Robert Montgomery Presents, Schick, Johnson's Wax (NBC)	1.13
5.	Goodyear Playhouse, Good-year (NBC)	1.12
5.	Fireside Theater, Procter & Gamble (NBC)	1.12
5.	U. S. Steel Hour, U. S. Steel (CBS)	1.12
8.	Playwrights '56, Pontiac (NBC)	1.11
8.	The Millionaire, Colgate-Palmolive (CBS)	1.11
8.	Climax, Chrysler (CBS)	1.11
8.	Lux Video Theater, Lever (NBC)	1.11
8.	Crossroads, Chevrolet (ABC)	1.11

AMONG CHILDREN		
Rank	Show, Sponsor & Web	Children Per Set
1.	Lassie, Campbell Soup (CBS)	1.36
2.	Famous Film Festival, Partic. (ABC)	.90
3.	You Are There, Prudential, ECAP (CBS)	.78
4.	Dragnet, Liggett & Myers (NBC)	.57
4.	Navy Log, Maytag, Sheaffer Pen (CBS)	.57
6.	Playhouse of Stars, Schlitz (CBS)	.51
6.	Big Story, Simoniz, Pall Mall (NBC)	.51
8.	Crusader, R. J. Reynolds (CBS)	.49
8.	Climax, Chrysler (CBS)	.49
10.	TV Reader's Digest, Studebaker-Packard (ABC)	.48

NETWORK LATEST RATINGS

Nielsen Top 10 TV Web Shows

(2 Weeks Ending Nov. 26)
* Indicates Film

TOTAL AUDIENCE/SHOW		
Rank	Program & Web	Homes %
1.	\$64,000 Question (CBS)	50.4
2.	*I Love Lucy (CBS)	47.1
3.	*Disneyland (ABC)	46.4
4.	Jack Benny (CBS)	45.0
5.	Ed Sullivan (CBS)	43.5
6.	Ford Star Jubilee (CBS)	43.2
7.	Chevy Show-Bob Hope (NBC)	41.8
8.	NCAA Football Sat. (NBC)	40.9
9.	*G. E. Theater (CBS)	40.7
10.	Perry Como (NBC)	39.0

AVERAGE AUDIENCE/MINUTE		
Rank	Program & Web	Homes %
1.	\$64,000 Question (CBS)	46.7
2.	*I Love Lucy (CBS)	44.4
3.	Jack Benny (CBS)	40.9
4.	*Disneyland (ABC)	38.5
5.	*G.E. Theater (CBS)	37.1
6.	Ed Sullivan (CBS)	34.7
8.	I've Got a Secret (CBS)	34.7
8.	*You Bet Your Life (NBC)	34.6
9.	December Bride (CBS)	34.5
10.	*Private Secretary (CBS)	33.1

ARB Top Shows Among Women

How Network Shows Rated Among Women in November

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

(* Indicates Film)

Rank	Show, Sponsor & Web	Women Per Set	Avg. Nov. Rating
1.	Life Is Worth Living, Admiral, (ABC)	1.30	12.1
2.	Ed Sullivan, Lincoln-Mercury Dealers (CBS)	1.29	49.7
3.	Lawrence Welk, Dodge (ABC)	1.28	23.7
4.	Chance of a Lifetime, Lenthic, Emerson Drug (ABC)	1.26	11.1
5.	Ozark Jubilee, Sustaining (ABC)	1.24	9.7
5.	Perry Como, Int. Cellucotton, Dormeyer, Gold Seal, Noxema (NBC)	1.24	33.8
7.	This Is Your Life, Hazel Bishop (CBS)	1.23	31.2
8.	Person to Person, Elgin, Hamm Brewing (CBS)	1.22	24.6
9.	George Gobel, Armour, Pet Milk (NBC)	1.20	40.1
9.	Jack Benny, American Tobacco (CBS)	1.20	39.6
9.	*G. E. Theater, Gen'l. Electric, (CBS)	1.20	33.2
9.	Color Spread, Maybelline, Buick, Sunbeam, Howe, U. S. Rubber (NBC)	1.20	19.6
13.	Your Hit Parade, American Tobacco, Hudnut, (NBC)	1.19	36.7
14.	Texaco Star Theater, Texas Co. (NBC)	1.18	27.7
14.	*Alfred Hitchcock, Bristol Myers (CBS)	1.18	26.1
14.	Godfrey & His Friends, CBS-Columbia, Toni, Pillsbury (CBS)	1.18	31.0
17.	What's My Line? Jules Montenier, (CBS)	1.17	34.8
17.	Grand Ole Opry, Ralston-Purina (ABC)	1.17	13.7
19.	Big Surprise, Purex, Speidel (NBC)	1.16	22.2
19.	*Honeymooners, Buick (CBS)	1.16	32.6
19.	*Loretta Young, Procter & Gamble (NBC)	1.16	31.2
19.	Name That Tune, Whitehall (CBS)	1.16	18.6
19.	\$64,000 Question, Revlon (CBS)	1.16	57.1
24.	Break the Bank, Dodge (ABC)	1.15	13.1
24.	Milton Berle, Whirlpool, Sunbeam (NBC)	1.15	26.7

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

Syndicated Film Dramas

OCTOBER RATINGS		
Rank	Show & Distrib.	Avg. Oct. Rtg.
1.	Douglas Fairbanks Jr. Presents (ABC)	14.3
2.	Science Fiction Theater (Ziv)	11.2
3.	Dr. Hudson's Secret Journal (MCA)	10.0
4.	Paragon Playhouse (NBC)	8.0
5.	The Visitor (NBC)	7.4
6.	Star & the Story (Official)	7.2
7.	Heart of the City (MCA)	6.9
8.	Counterpoint (MCA)	6.1
9.	The Playhouse (ABC)	5.8
10.	Famous Playhouse (MCA)	5.6

VIEWERS/100 HOMES		
Rank	Show & Distrib.	Viewers Per 100 Homes Tuned In
1.	Dr. Hudson's Secret Journal (MCA)	213
2.	Counterpoint (MCA)	200
2.	Mayor of the Town (MCA)	200
4.	Douglas Fairbanks Jr. Presents (ABC)	198
5.	Heart of the City (MCA)	193
5.	Science Fiction Theater (Ziv)	193
7.	Star & the Story (Official)	191
8.	The Visitor (NBC)	189
9.	The Unexpected (Ziv)	188
10.	Your All Star Theater (Screen Gems)	184

AMONG MEN		
Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Counterpoint (MCA)	81
2.	Dr. Hudson's Secret Journal (MCA)	79
3.	Douglas Fairbanks Jr. Presents (ABC)	76
4.	Mayor of the Town (MCA)	74
5.	Science Fiction Theater (Ziv)	71
6.	Famous Playhouse (MCA)	70
7.	Heart of the City (MCA)	69
7.	Star & the Story (Official)	69
7.	The Visitor (NBC)	69
10.	The Unexpected (Ziv)	68

AMONG WOMEN		
Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Douglas Fairbanks Jr. Presents (ABC)	89
2.	Famous Playhouse (MCA)	88
3.	Dr. Hudson's Secret Journal (MCA)	87
4.	The Playhouse (ABC)	84
4.	Star & the Story (Official)	84
6.	Mayor of the Town (MCA)	81
7.	Counterpoint (MCA)	79
7.	Heart of the City (MCA)	79
9.	The Unexpected (Ziv)	77
10.	Your All Star Theater (Screen Gems)	74
10.	Paragon Playhouse (NBC)	74
10.	The Visitor (NBC)	74

AMONG TEENS		
Rank	Show & Distrib.	Teens Per 100 Homes Tuned In
1.	Science Fiction Theater (Ziv)	33
2.	Mayor of the Town (MCA)	24
3.	Paragon Playhouse (NBC)	21
3.	Douglas Fairbanks Jr. Presents (ABC)	21
5.	Your Star Showcase (TPA)	20
6.	Star & the Story (Official)	19
6.	Heart of the City (MCA)	19
6.	Dr. Hudson's Secret Journal (MCA)	19
9.	Your All Star Theater (Screen Gems)	18
10.	Counterpoint (MCA)	16

AMONG CHILDREN		
Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Your All Star Theater (Screen Gems)	41
2.	Your Star Showcase (TPA)	40
3.	The Visitor (NBC)	30
4.	The Unexpected (Ziv)	28
4.	Dr. Hudson's Secret Journal (MCA)	28
6.	Heart of the City (MCA)	26
6.	Counterpoint (MCA)	26
8.	Mayor of the Town (MCA)	21
8.	Science Fiction Theater (Ziv)	21
10.	Star & the Story (Official)	19

Pulse Top Pix Among Women

How Non-Network Films Rated Among Women in October

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

Rank	Show	Women Per 100 Homes	Avg. Oct. Rating
1.	Liberace (Guild)	98	8.2
2.	Mr. District Attorney (Ziv)	94	17.4
3.	Mr. & Mrs. North (ATPS)	92	17.4
4.	Confidential File (Guild)	91	9.7
5.	Douglas Fairbanks Jr. Presents (ABC)	89	14.3
5.	Foreign Intrigue (Official)	89	5.3
7.	Guy Lombardo (MCA)	88	5.8
7.	The Whistler (CBS)	88	8.9
7.	Famous Playhouse (MCA)	88	5.6
7.	Follow That Man (MCA)	88	10.4
11.	Dangerous Assignment (NBC)	87	6.8
11.	Dr. Hudson's Secret Journal (MCA)	87	10.0
11.	Life With Elizabeth (Guild)	87	5.7
14.	Facts Forum (Facts Forum, Inc.)	86	0.7
14.	Inspector Mark Saber (Koch)	86	5.1
16.	I Led Three Lives (Ziv)	85	13.2
17.	Beulah (Flamingo)	84	3.7
17.	Boston Blackie (Ziv)	84	5.9
17.	China Smith (NTA)	84	5.0
17.	Highway Patrol (Ziv)	84	10.6
17.	Lone Wolf (MCA)	84	9.0
17.	The Playhouse (ABC)	84	5.8
17.	Star & the Story (Official)	84	7.2
24.	Eddie Cantor (Ziv)	83	8.8
24.	I Am the Law (MCA)	83	6.8
24.	Man Behind the Badge (MCA)	83	12.9

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

LEGIT

'Righteous' Is Brilliant, But Lacks BO Appeal

By BOB FRANCIS

It can usually be left to Eddie Dowling to do the theatrically unexpected — and do it well. "The Righteous Are Bold," Frank Carney's Irish drama, which enjoyed success on the agenda of Dublin's Abbey Theater, is no exception. It is easy to see why its mysticism would have Eddie fairly itching to get his directorial hands on it. He has made a brilliant job of its production, but I don't feel that it has the commercial appeal to meet Broadway competition.

Carney's central figures are a be-hexed young colleen and domi-

nating and devoted priest bent upon exorcising the evil spirit or spirits which possess her. The girl has been dabbling in spiritualism while on a London visit and returns to the parental farm in a parlous mental state.

The tension mounts as she fights off any attempts to aid her either medically or spiritually, until even her family and doctor are won over to the belief that she should be let alone. But the zeal and the fearlessness of the cleric prevail in a tremendous dramatic final scene in which he frees her of her curse by sheer force of will and sacrifices himself in the doing.

Dowling, as usual, has assembled an excellent corps of players, nearly all of them with an authentic Dublin brogue. Denis O'Dea endows the priest with tremendous force of character. His Father O'Malley could have been a great militant leader in the Church's early annals.

There are sound contributions from Len Doyle and Nora O'Mahoney as a pair of puzzled and sorrowing parents, and another from Bryan Herbert in the role of a local medico. Watson Barratt has designed an excellently effective farm living room for them all to work in.

Eddie has given "Bold" the best of everything, but I still think its customer appeal with be limited.

Estrallita and Raul Steuben's Vienna Room, Boston

Dancing and singing, without comic relief, take the spotlight at this intown bistro which has been all set up for big Yuletide business. Among the better Spanish dance duos is this handsome pair whose off-the-beaten-track numbers draw "oles" from the patrons. Near-authentic flamencos, jotas and "bull fight" dances are new to the Hub niteries, but they found favor with the big crowd.

Singing emcee Don Dennis continues to thrill with his personalized versions. His "Valencia" brought nostalgic applause and a nicely arranged "Barcarolle" was solid. He is teaming with Jennie Collins, svelte and stylish little coloratura, held over for the new show. Going over big was Harold and Lola's "Dance of the Cobra," and with good backing by Tony Bruno's ork, patrons are getting a better than average holiday bill. Dewar.

A Pictorial of Jazz By Orrin Keepnews and Bill Grauer Jr.

This year of 1955 has been the all-time best year for jazz recordings, and also for jazz books. First there was the Nat Shapiro-Nat Hentoff "Hear Me Talkin' to Ya," then Leonard Feather's monumental "Encyclopedia of Jazz," and now "A Pictorial History of Jazz," compiled and written by Orrin Keepnews and Bill Grauer Jr. (Crown Publishers, \$5.95).

The authors themselves describe their tome aptly as "a family album of jazz," and it's a fascinating family all the way from "New Orleans Joys" to "Things to Come." In between chapters carry such intriguing titles as "Stockyard Strut," (Chicago period), "Stomp Off, Let's Go," and "Come Back, Sweet Papa," which covers the New Orleans revival.

The pictures themselves actually are more folksy, unlike the arty shots currently in vogue, and they fit neatly with the knowledgeable, nostalgic type commentary that links the whole business into a fascinating story. The quality of many of the old prints is far from perfect, but their imperfections only add to the legendary aura that surrounds the early days of the art form.

Keepnews and Grauer have established reputations in the record field as brilliant archivists. They are the producers and annotators of the Label "X" Vault Series, and also operate their own Riverside label. In addition, they are editors of "The Record Changer."

The "Pictorial History" deserves a place on every jazz record collector's shelf. Jazz disk dealers should be able to move some copies. Simon.

NIGHT CLUB

New Hildegarde Debut Skips Table Hopping

By BOB FRANCIS

Hildegarde is back in local East Side circulation after a prolonged absence. The scene is Pierre's Cotillion Room, which is a spot to showcase her for top advantage.

This is a new Hildegarde, perhaps because Anna Sosenko is no longer waving a wand in the background. On this I would not make a personal comment, except that somehow or other there is currently missing a spontaneous and frequently censorious customer touch which has been the Hildegarde trademark.

Very likely on opening night, the singer had no reason to shake a finger at a gathering of Hildegarde fans. She wouldn't have had time, or reason. But when she doesn't tell a few table-squatters off, I'm disappointed.

New Approach

At all events, it may be reported that she is likely to titillate dinner and supper trade in the room on thru January. Personally, I wish she would exert the w.k., charm salesmanship of table-hopping of

which she is past-mistress, but she has evidently decided that a new approach via floor chanting with naturally a bit of personal keyboard accompaniment is the proper order of the set-up. When she isn't assisting herself piano-wise, accompanist Martin Freed gives top support, the while she is on the mike kick.

"The Voice That Made Milwaukee Famous" again tees off with "Dahling, Je Vous Aime," etc., speaks of "I'm in Favor of Friendship" and ballads into "Love Is a Many-Splendored Thing." There is an amusing bit of fractured French material, written by Abe Burroughs, and an interval of English-French and German Lieder, self-accompanied. There is also a Dixieland finale, which somebody has sold Hildegarde, and the sooner she sells it back to whom—the better.

Her new hair-do keeps pace with an elegant wardrobe, but I do wish she'd get back to putting customers in their proper places.

BROADWAY SHOWLOG

Performances Thru December 24, 1955

DRAMAS

A Roomful of Roses...	10-17-'55	80
A View From the Bridge	9-27-'55	103
Bus Stop	3-2-'55	341
Cat on a Hot Tin Roof	3-24-'55	315
Diary of Anne Frank	10-5-'55	93
Hatful of Rain	11-9-'55	53
Inherit the Wind	4-21-'55	264
Janus	11-24-'55	36
No Time for Sergeants	10-20-'55	76
Six Characters in Search of an Author	12-11-'55	16
The Desk Set	10-24-'55	72
The Chalk Garden	10-26-'55	69
The Lark	11-17-'55	44
The Matchmaker	12-5-'55	24
The Righteous Are Bold	12-22-'55	4
The Teahouse of the August Moon	10-15-'53	919
Tiger at the Gates	10-3-'55	96
Will Success Spoil Rock Hunter?	10-13-'55	84
Witness for the Prosecution	12-16-'54	430

MUSICALS

Comedy in Music	10-2-'54	825
Damn Yankees	5-5-'55	268
Fanny	11-4-'54	476
Pajama Game	5-13-'54	670
Pipe Dream	11-30-'54	29
Plain and Fancy	1-27-'55	380
Silk Stockings	2-24-'55	347
The Vamp	11-10-'55	52

COMING UP

Red Roses for Me	12-28-'55
Third Person	12-29-'55

Gordon MacRae Fontainebleu, Miami

Occasionally, the Fontainebleu's La Ronde Room has an entertainer who can hold an audience indefinitely, and Gordon MacRae joins this select group with a homey act that runs an hour and could last longer if the management permitted.

His routine is built around a "This Is Your Life" theme, with his wife, Sheila, narrating the story from backstage between his songs. Here and there she throws in the needle for laughs and change of pace.

MacRae depends mostly on numbers from his past movies. Tunes are familiar and mostly oldies, and he finds the audience joining him in song, which results in a sort of old home week. Reprises from "Carousel" and "Oklahoma!" are a one-two punch that makes MacRae's act a natural. Kelly.

Mimi Benzell Seville Hotel, Miami Beach

Opening night at one of Miami Beach's newest plush hotels, the Seville, will be one Mimi Benzell will remember. Her competition included cement mixers, carpet layers, workmen completing the audio system and other plagues of the maiden night in a large hotel being rushed to completion to meet a deadline.

Forced to work with only a brief music rehearsal and no lighting preparations, Miss Benzell captured the Matador Room's sophisticated first nighters, despite flaws for which she was blameless. Except for "Autumn Leaves," which she sings in French, her repertoire is mostly nostalgic, Victor Herbert, "Floradora" and other yesteryear material. Costuming is excellent and she receives a nice assist from Warren Hays, Tom Williams and Hal Linden in vocals and a bit of hoofing. Kelly.

Lancers, Skeets Minton The Lancers, Skeets Minton Ciro's, Hollywood

Combination of the Lancers and Skeets Minton at Ciro's gives the Sunset Strip nitery a good holiday attraction. The both singing groups and ventriloquists are becoming slightly outmoded on the circuit, in this case they've got enough novelty to keep the customers applauding.

The Lancers are probably at their best when they're mimicking other groups such as the Ink Spots or the Crew Cuts. High spot on the repertoire is "Mr. Sandman," still going strong after all these times around the turntable.

Minton presents one of the most unusual bits in the ventriloquist business in his act. He has the stage darkened except for a blue spot, then trots out a pair of dummies with fluorescent faces. It gets good response. Spielman.

NIGHT CLUB

Shawn Heads Joyous Holiday Show at Copa

By BOB FRANCIS

Since Jules Podell's new Christmas show package at the Copa extolls the talents of one of my favorite, up-and-coming young comics, Dick Shawn, this report must necessarily be good. Shaw and his nonsense, and his perennially itchy scalp literally slay me and obviously plenty others to boot. It's no easy job for a comic newcomer to take over a Copa floor, but Dick more than fulfills the promise that he showed when burgeoning at the Palace a while back. He not only has still got it but he has improved it. Along with his standard clowning he is now sinking a harpoon into Harry Belafonte and Dean Martin for sock, belly-laugh reception.

However, Shawn's contribution is only a part of Podell's joyous Noel salute. The chorus line is loaded with new and titillating faces and figures in a variety of new costume confections. There is a duo of new production singers, Chic Layne and Teddie Vincent, to contrib effective vocal harmonizing, and a pair of steppers, Mickey Calin and Grace Genteel, to offer up the best dance routines the room has boasted in many months. Also on the agenda are the Delta Rhythm Boys, with the celebrated Negro quartet in top form. Their arrangements and delivery of such items as "Under My Skin" and "Ain't Necessarily So" are real gems.

Top of the bill, of course, sparks nitery debut of Dorothy Collins, radio and TV thrush. Over all, I would say it is auspicious. Miss Collins looks pretty as all get out on a club floor, much more so than a frequent TV camera shot would lead you to suppose. She has obviously a lovely way with a ballad, such things as "Autumn Leaves," "Mountain

Tex Beneke Ork Hotel Statler, New York

Tex Beneke, known for smooth danceable stylings, has brought his happy crew back to the Cafe Rouge here, long a stamping ground for pop name bands. In for a seven-week hitch, the boys play it straight for the most part, with a pleasant collection of pop tunes, mixed with a healthy share of arrangements from the catalog of the old Glenn Miller band, with which Beneke long worked as tenor man and upbeat vocalist.

Working out on tunes like "Chattanooga Choo Choo," "String of Pearls" and "Pennsylvania 6-5000," a strong play is made to the Miller nostalgia values, and, judging from the activity on the floor, it keeps the dancers happy. Beneke projects nicely to the crowd with genial smile and the same enthusiastic vocalizing, while Barbara Edwards offers her own pleasant brand of song-styling.

NIGHT CLUB

Lissome Lisa Corral's Crowd at Bali Opener

By BOB SPIELMAN

Lissome Lisa Kirk captures the imagination of her audience in a highly successful Bali Room opening at the Beverly Hilton. The Broadway star of such shows as "Kiss Me Kate" and "Allegro" scores a clean hit on the nitery circuit.

One of Miss Kirk's top assets is her scope, not only in the range of voice but choice of material as well. She can belt out "Anything Goes" one moment and slip into "Song of Love" the next as if her vocal chords had automatic coupling, and the rendition is a real moist-eyed one.

High" and "I Forgive" are vocal matters to be cherished. Swing items like "Hey, Mr. Flat Top" and a torrid "Ol' Man River" you can have, if your taste runs that way. Routine-wise, she is plainly new to the night club medium, and when she learns to unbend and let an audience come to her, she will improve tremendously in salesmanship. However, she's pretty darn good as she is.

Good, in fact, is Podell's whole show.

Josephine Baker National-Scala, Copenhagen

Josephine Baker is making her second appearance at this spot in two months. Originally set for 10 days, she was re-booked, after time out for a brief date in Sweden, and then prolonged for an added week. Pulling them in nightly, at added door fee—unusual for this spot.

The remainder of bill is spotty. Borac, a "pick-pocket," is okay if you relish such hokum, but hardly rates feature billing. The two Cincis are a hard-working Apache dance duo, with the girl committing most of the mayhem. She also appears as "Cri-Cri," in a novel routine in which she cleverly dances—as an acro team—by supporting two dummy figures on her back while doing the terp movements with her hands and feet. The Two Zeros present the usual type of knife-tossing stunts but lack personality. The Harlem Dancers, man and woman, are good hoofers and the girl is clever with comedy gags. Irene Jonsson has a good voice and puts across her songs well. Wolfram.

TV Webs Face FCC Quizzing

NEW YORK, Dec. 24.—The TV networks are now getting ready to put their best foot forward with the Federal Communications Commission. A committee headed by Dean Barrow, representing the FCC, is here readying itself to talk to all three webs, CBS-TV, ABC-TV and NBC-TV, about the manner in which they conduct their business.

Each department of the networks—for example, programming, sales, merchandising, station-relations, etc.—is to appear before the committee and explain how their day-to-day operation functions. This is to give the FCC a comprehensive understanding of network operation. The aim of the webs, of course, is to show that all segments of American industry, large and small, are being given a chance to use TV and that the big advertiser does not dominate video.

Still tops in the repertoire, however, are the pieces from the Broadway shows she appeared in, and, if she ever loses her voice, she can always make a living displaying her gams. Miss Kirk's sex appeal, in fact, is not insignificant, and one number in which she plays games with the ringsiders is a real pleaser-teaser.

In spirit with the season, "White Christmas" winds up the show. Buddy Pepper is tops accompanying on the piano, while Frankie Carle ork does a nice job of back-stopping.

Comedian Bobby Van opens the program.

Col. LP Plan to Cover Pricing, Demos and Custom Service

12% Return on 1-Shot Orders Let Dealers Recoup Inventory 'Losses'

By IS HOROWITZ

NEW YORK, Dec. 24.—Columbia execs head out into the field next week to break details of "Operation Quicksilver," a many-faceted merchandising program due to kick off the first of the year, to the diskery's distributors.

The ambitious program covers pricing of LP's, inventory adjustment for depreciated stock, a custom service for selling out-of-stock albums, and a special plan offering demonstration LP's to retail stores at far less than normal cost.

The program also plugs a heavy release schedule of new disks and the introduction of new talent.

\$3.98 List

On the price level, all 12-inch Masterworks LP, with but few exceptions, will carry a \$3.98 list tag, dropping \$1 from earlier lists. This move was predicted in an exclusive story here a few weeks ago.

Along with the price reduction, however, dealers will be permitted to recoup part or all of their inventory loss via the medium of a special return privilege, offered on a one-shot order basis.

Hal Cook, Columbia director of sales, indicated the price move has long been mulled, but held off until now pending the adoption of a workable adjustment formula. This, he asserted, is a manufacturer's responsibility to his retailers.

SUBWAY MARKET

ABC Deal to Vend Records Meets Delay

NEW YORK, Dec. 24.—The ABC Vending Corporation's entry into the record retail business via New York subway newsstand outlets reportedly has suffered a setback, due to the inability of H. Marshall Scolnick, ABC's consultant, to come to terms with the major labels.

The project was originally set to get under way December 10, with EP's scheduled to go on sale at 25 ABC stands in Independent Subway stations here. To date, tho, this project has not materialized, Scolnick reportedly says the delay is only temporary.

According to a representative of one major label approached by Scolnick he (Scolnick) is asking for "consignment deals and special discounts," which the label refuses to grant. If ABC doesn't make a direct deal with the recording companies, of course, they can always work thru distributors, a la the present set-ups of most rack jobbers.

Monument, Benson Organize Raymar

NEW YORK, Dec. 24.—Ray Benson, former band leader, actors' agent and TV and radio packager, has formed the Raymar Music Corporation, a publishing firm, in association with Monument Music, Inc.

Operations will be kicked off with the tune "Wait for Tomorrow," feature song of the United States Steel Theater Guild show, to be presented January 4 on the CBS-TV network. The Jill Corey Columbia disk of the tune, with the Paul Weston work, will be featured on the show.

Bill Buchanan and Larry Uttal, Monument toppers, will be representatives for the new firm.

This is how the special return privilege will work: Dealers will be given a large list of LP's from which they may place a one-shot order reaching a Columbia distributor no later than January 31. On all Masterworks LP's in this order a special 12 per cent return privilege will be allowed.

Under this formula, it was explained, dealers may recoup approximately the inventory "loss" on a single \$4.98 LP by purchasing two at the \$3.98 price. He will earn 30 cents on each disk ordered under the special plan. The dealer will lose, in inventory value, 61 cents per 12-inch Masterworks LP bought under the old price.

In an allied price move, the lists of Columbia's CL Series, hitherto

\$3.95, has been changed to \$3.98. This step is being taken to standardize pricing, and further minor adjustments on multi-disk sets are being made to have all LP's carry a price tag ending with 98 cents.

Among the relatively few exceptions to the new \$3.98 price on 12-inch LP's will be original-cast albums, which will remain at \$4.98, plus a few special packages, notably the label's ethnic folk series, to list now at \$5.98. Number prefixes on all packages will be standardized to indicate list prices.

LP Sales

The custom service being inaugurated by the diskery is designed to permit dealers who limit their package inventory largely to heavy

(Continued on page 30)

SEE BANDS HURT

Maestri Frown on Revamped Logging

NEW YORK, Dec. 24.—The revamped logging system which will be put into effect January 1 by the American Society of Composers, Authors and Publishers is viewed favorably by many segments of the music business—but it has cast a deep gloom over band leaders.

Maestri, queried this week, were irate and distraught. A number of those with remote wires felt generally that the ASCAP move to diminish the value of plugs on network sustaining programs (The Billboard, Dec. 24) was unfair and would prove almost a body blow to the struggling band business.

Most outspoken was Vincent Lopez. The maestro, whose experience ranges far back into the great days of the band business, charged that ASCAP had forgotten how much the bands had helped the Society. He claimed it was unfair for a remote broadcast to be credited with only three plugs. He pointed out his MBS show from the Taft Hotel grill is taken by 250 stations and his ABC show by a minimum of 150.

Hurts Bands

Lopez questioned the advisability of catering only to disk jockeys and record companies. This attitude — together with the new ASCAP logging system — crushes bands, he felt.

For years publisher and writer members of the Society have cam-

paigned for a broader logging sample. Lopez, however, feels that much of the ASCAP motivation in diminishing the value of network sustainers derives from the alleged pressure of large publisher members. These big publishers do not want orchestra leaders to have publishing firms, nor to perform their own copyrights, Lopez stated.

He also accused large publisher members of ASCAP of currying down smaller publishers. Lopez freely aired his belief that there was nothing wrong in a maestro

(Continued on page 12)

RCA Single Catalog To Be All-Time Hits

NEW YORK, Dec. 24.—Beginning with the New Year, RCA Victor's single record back-catalog will consist mainly of a refurbished selection of all-time hits to be grouped and marketed as the "Gold Standard Series."

The launching of this line is the culmination of a year's work in which the biggest sides in the line have been recoupled and their sound "enhanced radically" by Victor engineers. Special gold sleeves have been designed to house the disks.

The Gold Standard line for the coming year will number only 208 disks, pressed on both 78 and 45 r.p.m. Of these, 146 will be pops, 17 Red Seal and 45 c.&w. The company plans to review its singles catalog once a year henceforth to determine which newer disks have earned Gold Standard status.

Pluggers Union to Absorb New Levy

NEW YORK, Dec. 24.—The Music Publishers' Contact Employees' Union board met here Monday (19) and decided that an increased per-head tax levied on the pluggers by the newly merged CIO-AFL will be absorbed by the MPCE treasury, rather than passed along to members.

Increased membership over the past few months has given the MPCE enough surplus treasury funds to handle the new per-head tax, which under the merger terms, will be about 80 per cent higher than the present one.

JAZZ BACKSTOPS UPA'S CARTOONS

HOLLYWOOD, Dec. 24.—To underscore the modern line, UPA Pictures, Inc., is using progressive jazz soundtracks as background for some of its animated cartoons now in production. UPA's animated modern art has won for it several Academy awards.

Shorty Rogers, a disciple of the progressive school, will record three original compositions, titled "Martians, Go Home"; "Michele's Meditation" and "Blues Pattern." Composer-saxman Bob Cooper will record "Anarium," "The Performing Painter" and "The Little Boy Who Ran Away."

Other recording sessions set at UPA include Stan Freberg handling the lyrics on the Dore Langdon-Lyn Murray composition, "A Smile Is a Turned Around Frown," with the Nilsson Twins joining Freberg on "Quiet Town in Crossbone County," "Jittery Deerfoot Dan" and "Good Old Country Music."

The Nilssons will also record a novelty ditty, "The Average Giraffe" and a Barbara Belle original, "Lion Hunt."

M. B. Marks Dies in N. Y.

NEW YORK, Dec. 24.—Mitchell B. Marks, vice-president and secretary of Edward B. Marks Music Corporation, died suddenly Thursday (22). Marks, age 76, was the youngest and last surviving brother of the legendary E. B. Marks, founder of the music empire.

Mitch Marks had been connected with the firm for nearly 60 years, during most of which he headed its production department.

His son, Bob Marks, is Pacific Coast manager for the firm. Another son, Alfred, is an attorney in the music business.

UNHAPPY

Smaller Pubs Hit Revamped Log System

NEW YORK, Dec. 24.—The revamped logging system of the American Society of Composers, Authors and Publishers—in addition to meeting with criticism on the part of bandleaders (see separate story)—drew some fire from smaller publishers this week.

Most outspoken was Barney Young, who termed the reduction in the value as network sustaining plugs "confiscatory elimination, not reduction." Young said he was scheduled to meet with Stanley Adams, ASCAP president, shortly, and that a number of smaller publishers and writers would be at the session.

In a vein similar to that of the maestri, Young deplored the ASCAP action as being taken without what he considered proper notice or hearings. He also charged the new system would work to the disadvantage of small pubs in that the latter would find it difficult to get commercial plugs.

This aspect of the revised set-up—the raising of the value to one point on commercials, some of which were pegged at three-fourths (The Billboard, December 24), drew the ire of others in addition to Young. They argued that larger firms had stronger connections with commercial program executives and talent and that the change would materially aid such publishers.

Mercury Plans To Double Line Of LP Albums

CHICAGO, Dec. 24.—In a move to cash in further on the expanding album market, Mercury Records is stepping up its package production 100 per cent in 1956, with a vastly increased LP recording budget planned for next year.

According to Mercury's artist and repertoire chief, Art Talmadge, the expansion blueprint calls for the label to move out into the specialty album field (e. g. dramatic readings, foreign language organ music, etc.). Heretofore the bulk of Mercury's album production has been concentrated on pop packages and standards.

Mercury has hired free-lance re-

(Continued on page 30)

Gov't Probe Looms In Hi-Fi Industry

NEW YORK, Dec. 24.—At least one, and possibly two, government investigations have been launched to elicit facts about marketing practices in the high fidelity components industry. Tho no official statements were forthcoming from any government agency, a number of dealers and distributors in this and nearby cities have been questioned in recent weeks.

From the nature of the queries, and the type of complaints traders have occasionally voiced, the investigations appear to be taking two separate courses. One would be alleged restraint of trade and unfair trade practices, and the other possible avoidance of excise tax payments.

One set of investigators has focused attention on alleged distributor malpractices. Questions probed the possibility that some manufacturers had cut off outlets for underselling nearby competi-

tors. The problem may have some unique elements, since many retail outlets of hi-fi components are also distributors.

Justice Dept.

Some of the stores checked tagged the investigators as Justice Department personnel.

The other group of investigators, apparently working independently, dug into the possibility that components nominally sold to phonograph "manufacturers" were finding their way into the retail hi-fi component market.

When sold to producers of complete phonos, the components carry a lower cost than when sold to distributors. If these units are then transferred to retailers, the latter can undersell competitors at the retail level.

The question is also raised as to who, the original manufacturer or the buyer, is required to pay the excise tax.

1955 Biggest Year For Disk Industry

Excise Tax Figures for September Quarter Show 40% Boost Over '54

WASHINGTON, Dec. 24.—Release of latest excise tax figures this week added new authority to industry predictions that 1955 will prove the biggest year ever in record sales.

Manufacturer payments of excise tax collected for the three months ending September 30 were 40 per cent over payments for the same period in 1954.

Actual tax collections for the three months were \$2,874,000, representing about \$58,000,000 in sales at the retail level. Excise taxes due are computed on the basis of 10 per cent of the first manufacturer sales (to distributors).

Tho the government figures cover collections in July, August and September, they represent manufacturer sales in April, May and June, respectively.

Tax collections for the same period in 1954 totaled \$2,048,000, representing about \$41,000,000 in retail sales.

Cumulative tax collections for

the first seven months of 1955 totaled \$4,909,000, or the equivalent of about \$99,000,000 in retail sales. This compares with collections of \$4,489,000 in the first seven months of 1954, or the equivalent of about \$90,000,000 in retail volume.

KIDSTAR

Scheck Sues On Gordon-Mooney Pact

NEW YORK, Dec. 24.—Process servers were active here Thursday (22) as George Scheck, producer of "Startime," kiddie talent TV-er, and developer of child performers, filed suit in New York Supreme Court against ork leader Art Mooney, Loew's, Inc., and Samuel and Beatrice Gordon, father and mother of seven-year-old M-G-M records diskier Barry Gordon.

Claiming that he has had a signed personal management agreement with Gordon's parents since January, 1954, to handle the child's career, and that the contract still has 13 months to run. Scheck charges that Mooney induced the Gordons to sever the agreement.

Several weeks ago, it was reported that Mooney had signed a management pact with the parents to handle the youngster Loew's, Inc., is the owner of the diskery, which is involved because it was a party to the cutting of the record, "Nuttin' for Christmas," which features the singing of young Gordon with the Mooney ork.

Scheck alleges that only because of his careful coaching and training was Gordon able to put the disk over so well.

Scheck seeks \$15,000 as a final settlement for his previous services in Gordon's behalf and damages of \$75,000, which he claims is a fair estimate of the "fruits and benefits of his labors" which he has been denied.

Scheck also asks that any agreements between Gordon's parents and Mooney be declared null and void, and that Mooney be enjoined from performing any further management functions for Gordon. Defendants have 20 days to answer the charges.

JOCKS MAKE HAY

D.J.'s Men of Varied Interests, Most of Which Involve Loot

By JUNE BUNDY

NEW YORK, Dec. 24.—It wasn't too many years ago that the average disk jockey mainly minded his mike and let who would make like a tycoon.

However, the ever-growing importance of the spinner in the record field has changed all that, and the average deejay today is rapidly becoming a jack-of-all-trades type—augmenting his record-spinning activities with everything from making movies and records to selling foreign cars and fishing tackle.

Among the diverse activities embraced by jockeys today are song publishing and writing, motion picture and TV acting, talent management, recording (both as an artist and manufacturer), book authorship, movie production, retail record distribution, concert presentation and restaurant management, record distribution, concert presentations, newspaper writing, travel tours and the staging of record hops.

The industry has its share of

RCA INKS OLSEN TO DISK PACT

NEW YORK, Dec. 24.—Dorothy Olsen, the White Plains, N. Y., school marm who hit the \$25,000 jackpot on CBS-TV's "Name That Tune" seg Tuesday night (20), was signed to a recording contract this week by RCA Victor.

On the same day, Miss Olsen had cut her first sides, and the diskery spent a busy week trying to overcome the disadvantage of a short factory work week in order to strike with her first release while the promotional values were hot. This issue, aimed at both pop and kiddie markets, couples "The Little White Duck" and "The Fox."

The diskery also was set this week to start recording its new pactee, Julius La Rosa, "almost immediately." The former Cadence and Godfrey warbler has signed with Victor for three years.

Granz Cuts Catalog Price to 98c Each

To Launch Two New Labels February 1, To Be All-Pop; Down Home Dixieland Verve

By BILL SIMON

HOLLYWOOD, Dec. 24.—In a major break of the EP price structure, Norman Granz last week cut his combined catalogs, including about 500 EP packages, to 98 cents per disk.

Simultaneously, Granz revealed his plan to launch two new record labels on February 1. Currently, he owns Clef and Norgran—both of which are jazz labels.

According to Granz, the 98-cent price is effective "immediately" and "permanently." He intends to hold his regular length 78's and 45's at 89 cents per.

New Labels

Granz' new labels will be Verve, which will be an all-pop operation, and Down Home, which will

specialize in Dixieland jazz as opposed to the swing-modern idioms of Clef and Norgran. The Down Home label and catalog actually is not new, having been purchased by Granz two years ago. It has been inactive, however.

While Granz himself will run the Down Home deal, the Verve set-up will be directed by the currently high-riding arranger Buddy Bregman.

The latter will have a free hand to sign artists and select material and will also do most of the arranging. He will share some of the cleffing, however, with Benny Carter, a long-time Granz property.

Verve Roster

The Verve roster, in addition to new pop artists, will carry a number of the Granz jazz stars whom the impresario feels have a strong chance in the pop market. These include Count Basie and his warbler Joe Williams, Buddy Rich, Anita O'Day and Gene Krupa.

Under Granz' aegis, Krupa will re-form a big dance band. Granz' folk singer Stan Wilson also will move to Verve. Bregman himself will slice a series of mood music albums. The first new artist signed is Toni Harper, formerly with Columbia. She'll cut her first Verve date this week.

40 Masters

The Down Home catalog, consisting of about 40 masters by such traditionalists as Lu Watters, pianist Ralph Sutton and vocalist Clancy Hayes, has already been expanded by Granz. Recently he cut several sessions with pianist pactee Joe Sullivan.

It is Granz' plan to launch both labels as catalog lines, rather than gamble entirely on hit singles. For example, the first Verve release will consist of six LP's, six EP's and four singles. Down Home will break with about five LP's, and singles will follow later. LP's in both lines will be 12-inchers only and will retail at the regular Granz price of \$3.98.

New Distributors

In some instances, the distributors now handling Clef and Norgran will also handle Verve and/or Down Home. But Granz intends, for the most part, to set different distributors for each label.

Last weekend Granz held a *(Continued on page 12)*

BEHIND WAXEN CURTAIN

Reds Attempt to Crack Nippon Phono Market

TOKYO, Dec. 24.—Soviet Russia is making a serious move to penetrate the Japanese phonograph record market. The upsurge of activity stems from the favorable reception accorded 10,000 Soviet-pressed disks imported early this fall by Haga Trading Company. Disks were well publicized by repeated plays on commercial radio stations and thru the facilities of labor union music associations.

The recent visit here of Russian violinist David Oistrakh and heavy radio exposure of various Shostakovich works has hyped additional action on Kremlin-originated single and LP records.

The Haga firm has already released four 78 r.p.m. disks of Russian folksongs dubbed from imported masters. These retail at 350 yen (about 98 cents) each. Custom pressing is being handled by Teichiku (Japanese Decca). Haga has also been licensed by the Japanese Finance Ministry and the Ministry of International Trade and Industry to import Russian tapes, starting in April, 1956.

Barter Basis

Another label, the "Million Voice Record Society," has made a long-term agreement to import tapes on a barter basis for various types of Japanese merchandise. With enough tapes reportedly now

in store to last six months, the label will release three to five LP's a month.

Initial release will include Tchaikovsky's Sixth Symphony, an Oistrakh performance of the Glazounoff Violin Concerto, and Shostakovich's "Song of the Forest."

Price of these LP's will be 1,900 yen (about \$5.32) for 12-inch LP's, and 1,300 yen (about \$3.64) for the 10-inch size. Current standard Nippon LP prices for these sizes are 2,300 yen (about \$6.44) and 1,600 yen (about \$4.48). Nippon Record Industry Company, an indie, will handle pressing.

Royal Ties

An additional factor is the cooperative attitude of the Russian Trade Agency, which has shown an inclination to reduce and, in some cases, to eliminate royalties on Japanese dubbing of Russian masters.

On the other hand, two unsettled problems remain to plague Nipponese diskers. The present barter system with the Russians is unstable and makes profit-making difficult. Yet arranging for monetary foreign exchange with the Russians remains a tough hurdle. Headaches are also involved in splitting Russian tapes for the two *(Continued on page 12)*

Swedes Set For Jazzmen

GOTHENBURG, Sweden, Dec. 24.—This city, principal seaport of Sweden, is getting set for a big invasion of American jazz names early in 1956. Tentatively set for February 22 is Norman Granz' "Jazz at the Philharmonic," with Ella Fitzgerald, Dizzy Gillespie, Roy Eldridge, Illinois Jacquet, Ray Brown, Flip Phillips, Herb Ellis and (possibly) Gene Krupa and Ben Webster.

Follow-ups will be Lionel Hampton, in March, and Stan Kenton and Dave Brubeck, during April.

Current mushrooming of cabarets in Sweden—due to new beverage regulations—is opening up a new field here for imported musikers and entertainers. Rollin' Smith, American pianist-entertainer, is currently at the Lorensberg Cabaret, one of the city's big dine and dance spots.

Greenspon New Columbia V-P

NEW YORK, Dec. 24.—Herbert M. Greenspon, a Columbia Records veteran of more than 20 years service, was promoted this week to vice-president of the diskery.

Greenspon, who earlier this year was named director of manufacturing and technical operations, will now assume additional responsibilities. His area includes all recording and manufacturing functions.

The executive's Columbia career is somewhat in the Horatio Alger tradition. In 1935, he joined the American Record Corporation, predecessor to modern Columbia, as a shipping clerk. In succession he held such posts as production control manager, factory general manager and director of manufacturing.

Request Gets More Distrib.

NEW YORK, Dec. 24.—Request Records, indie diskery, has expanded its foreign and domestic distribution set-up. The label's Hans Lengsfelder has concluded a pressing arrangement with the RCA plant in Spain and has set distribution in that country and England and Switzerland.

He is currently negotiating for distribution arrangements in France, Germany, Belgium and Holland. In Canada Request is being distributed by Erpol.

In the United States new distribution arrangements have been concluded with 15 distributors across the country.

Juke Distribs Launch Attack On ASCAP Bill

Ask Ops to Battle For Maintenance Of Juke Exemption

NEW YORK, Dec. 24.—A strong pitch to juke box operators to buttonhole their Congressmen and state their opposition to bills seeking to remove juke box exemption from performance royalty payment, has been made by J. P. Seeburg distributors.

The forceful appeal, sent in letters to operators by representatives of the major juke box manufacturer, is seen as one of the first blasts in a revived trade hassle over the controversial bills. The fuss is expected to gather heat as the time draws closer for convening the second session of the 84th session of Congress early next month.

Several bills seeking removal of the tradition exemption have been hopped. Informed traders on both sides of the controversy are of the opinion that early hearings on the bills will be held, and that strong pressure will be exerted to *(Continued on page 51)*

COSTS, COMPETITION

Jobber on the Rack With Profit Inroads

NEW YORK, Dec. 24.—The rack jobbers have their troubles too.

The worst of these perhaps is the relatively low mark-up on which both jobber and rack store must operate.

Many dealers also have been complaining about the lack of protection against pilferage.

accomplished at a cost of 2½ cents per disk, including labor.

Another jobber has ventured that if the disk companies put display covers on its pop records, sales could go up as much as 25 per cent.

One of the major profit cutters of the rack jobbers is the cost of the actual racks.

As the competition between the rack jobbers increases, as it shows many signs of doing, it is considered likely that the outlets will come up with more new accommodations for rack retailers.

Yes, the Xmas Hit of 1955

NUTTIN' FOR CHRISTMAS

- recorded by STAN FREDERICK...Capitol RICKY ZAHND...Columbia FONTANE SISTERS...Dot JOE WARD...King ART MOONEY AND BARRY GORDON...MGM EARTHA KITT...RCA Victor HOMER AND JETHRO...RCA Victor HILL & RANGE SONGS

Themed in the M-G-M Picture "I'LL CRY TOMORROW"

I'LL CRY TOMORROW

ROBBINS MUSIC CORPORATION

Breaking for a Hit!

REMEMB'RING

- Recorded by TERESA BREWER...Coral P. L. HAYES—M. HEALY...Columbia GEORGE CATES...Coral Bourne, Inc. 134 W. 52d St. N. Y. C., N. Y.

DIRECT From The Orient...our NEW HIT

THE JAPANESE FAREWELL SONG

Sensationally recorded by KAY CEE JONES on Marquee RANGER MUSIC, INC. 1617 Broadway New York 19, N. Y.

SINGING DOGS FILMED FOR TV

NEW YORK, Dec. 24.—RCA Victor's Singing Dogs may soon be viewed here on TV.

N. YEAR'S EVE

Radio Webs To Remote Dance Orks

NEW YORK, Dec. 24.—More than 30 dance bands will participate in remote broadcasts aired by NBC, ABC and CBS from 10 o'clock New Year's Eve to 4 a.m. New Year's Day.

NBC's "Monitor" will spotlight remote pick-ups by the Billy Taylor Trio, London House, Chicago; Jerry Gray, Moulin Rouge, Hollywood; Tex Beneke, Statler Hotel, New York; Duke Ellington, Blue Note, Chicago; Sarah Vaughan, Birdland, New York; George Shearing and Clifford Brown, Basin Street, New York; Les Brown, Palladium, Hollywood; Bobby Troup, Huntington-Sheraton, Pasadena, Calif.; Stan Kenton, Zardies, Los Angeles.

The ABC band line-up, which will be emceed by Martin Block, includes Henry Jerome, Edison, New York; the Three Suns, Henry Hudson Hotel, New York; Joe Sudy, Statler, Detroit; Vincent Lopez, Taft, New York; Russ Carlton, 200 Club, Roanoke, Va.; Tony Di Pradio and Top Notchers, Eddy's, Kansas City, Mo., plus pick-ups from Antoine's, New Orleans, and the Shamrock, Houston.

CBS' "New Year's Eve Dancing Party" will spotlight 20 dance bands, originating from 10 different cities across the country.

Armstrong-Herman Combine for Tour

NEW YORK, Dec. 24.—Louis Armstrong and Woody Herman will join forces for a three-week concert tour, starting March 11.

The tour kicks off at Symphony Hall, Boston, and winds up at the Music Hall, Cleveland, April 1, with most of the dates scheduled between the two cities, along with a couple of Canadian commitments.

Atlantic Snares Jimmy Giuffre

HOLLYWOOD, Dec. 24.—Atlantic Records won a round in the running battle for West Coast jazz stars this week when the diskery's Vice-President Nesuhi Ertegun snared Jimmy Giuffre.

The latter, who composed the Woody Herman "Four Brothers" hit, was formerly under contract to Capitol.

Atlantic recently signed the modern jazz vibraphonist, Teddy Charles, formerly of the Prestige label.

RCA Catalog

Continued from page 10

seeing the new project, all "dogs" have been eliminated from the perennial couplings by such artists as Tommy Dorsey, Glenn Miller, Artie Shaw, Benny Goodman, Fats Waller, etc.

For example, Dorsey's "I'll Be Seeing You" now is to be coupled with "I'll Never Smile Again."

At the outset, Victor plans no special promotion for the series and will solicit orders in the "routine" way, according to Jenkins.

Jenkins recently took over the Gold Standard administration from Bob Yorke, who inaugurated the project.

Nippon Market

Continued from page 11

Japanese firms importing thru the same Russian agency.

The problem is a delicate one, and, according to a spokesman here, "a considerable disturbance is speculated to arise between the two companies."

D.J.'s Men of Varied Interests

Continued from page 11

are Bill Randle, WERE, Cleveland, who has a jazz history tome coming out in January, and Big Joe Rosenfield, WMGM here, whose autobiography, "The Happiest Man in the World" (described as a male version of "I'll Cry Tomorrow"), was published this fall.

Other spinners who have appeared in motion pictures recently are Peter Potter, KLAC, Hollywood; Bill Ballance, KFVB, Hollywood; Johnny Grant, KMPC, Los Angeles; Jim Ameche, KLAC, Hollywood, and Ed Stokes, WMGM, here.

Songwriting deejays are numerous, including Sherm Feller, WVDA, Boston (his "Cause You're My Lover" waxing by the Five Keys is on the r.&b. chart now); Lonny Starr, WNEV here; Al Jarvis, KFVB, Hollywood (both Jarvis and ABC's Martin Block have their own publishing firms); Bill Harrington, WNEW here (who

also records for Coral), and Bob Haymes, WCBS here.

So many deejays have recorded as vocalists that the list is too lengthy to print, ranging from c.&w. jock Nelson King, WCKY, Cincinnati (on Mercury), to the recent Coral coupling of Bill Silbert and Bill Randle.

The most prominent record label owner is Gene Norman, KLAC, Hollywood, whose "Gene Norman Presents" jazz LP's have made quite a name in the package field. He has also produced albums for several major labels and occupies a leading position in the jazz concert presentation field.

On the off-beat side, we find Art Brown, WWDC, Washington, who runs a fishing tackle shop; Jerry Chapman, WIRE, Indianapolis (who has a foreign car dealership in spite of the fact that several domestic auto firms buy spots on his show), and Frank Bull, KFVB, who owns an advertising agency.

See Bands Hurt

Continued from page 10

having his own publishing firm—and by way of analogy pointed to ASCAP film-publishers with scores in movies.

Lopez thought he might take his feelings to the U. S. government. A publisher and writer member of the Society, he said that nobody had asked his opinion; and that the membership was presented with a fait accompli about 10 days before deadline.

Other maestri concurred with Lopez in the feeling that the ASCAP move was unfair. They also pointed out that it was a blow at live music, and there was some consideration as to the advisability of taking up the matter with James C. Petrillo, chief of the American Federation of Musicians.

It was also pointed out that bands have been showing signs of "coming back." Lawrence Welk, Tommy Dorsey, Guy Lombardo were named as maestri who were disproving the theory that bands were finished.

"People are getting tired of singers," Lopez said.

Unfair

One of the maestri, speaking of the new logging system, asked why the Society should raise the value of other types of plugs, and discriminate against one—the remote.

It is known that various song-pluggers, particularly some of those who are still close to the bands, view the new ASCAP method as a milestone; and they are very gloomy about it. To them, it means—virtually officially—the end of an era.

C&W DJ'S DOUBLE AS WAX ARTISTS

NEW YORK, Dec. 24.—Deejays who double as recording artists are more often found in the country and western category, and unlike the pop deejay field, many of the singing c.&w. jocks are doing all right sales-wise on wax.

Warbling spinners include Decca's Arlie Duff, Austin, Tex., and Charlie Wilson, KMAC-KISS, San Antonio; Mercury's Jim Wilson, WAVE, Louisville, T. Tommy Cutrer, WSM, Nashville, and Nelson King, WCKY, Cincinnati; Capitol's Texas Bill Strength, KEYD, Minneapolis; Jimmy Heap, KTAE, Taylor, Tex.; Cousin Herb Henson, Bakersfield, Calif.; RCA Victor's Eddie Hill, WSM, Nashville; Biff Collie, KPRC, Houston, and Ann Jones (Sims Records), KVAN, Vancouver, Wash.

The most successful c.&w. deejay operating in the personal management field, of course, is Bob Neal, WMPS, Memphis, who manages Elvis Presley.

ANOTHER BMI "PIN-UP" HIT BAND OF GOLD Recorded by KIT CARSON...Capitol DON CHERRY...Columbia THE HI-FI FOUR...King Published by LUDLOW MUSIC, INC.

NOW... AND ALL THROUGH THE WINTER SEASON Leroy Anderson's Sleigh Ride 100% Recorded MILLS MUSIC

Rock Around the Clock - and now - ROCK-A-BEATIN' BOOGIE MYERS MUSIC, INC. 122 N. 12th St. Phila. 7, Pa.

Commanding Attention! THE INK SPOTS Great New Release Ruby Fisher—Russ Sands "COMMAND ME" on King Records

A Big Winter Ballad! "The First Snowfall" The voices of Walter Schumann RCA-47-6318 Sing Crocely Decca-29777 Page Cavanaugh Trio Olympic-OL-8054-E

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56



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COMET EVER
DISCOVERED

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HALEY**

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LATER,
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"coming" hits for the New Year!



Ames Brothers

**THE NEXT TIME IT HAPPENS
MY LOVE, YOUR LOVE**

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Vaughn Monroe

DON'T GO TO STRANGERS

c/w Steel Guitar

20/47-6358



Jaye P. Morgan

NOT ONE GOOD BYE

c/w My Bewildered Heart

20/47-6329



Elvis Presley

I FORGOT TO REMEMBER TO FORGET

c/w Mystery Train

20/47-6357

"New Orthophonic" High Fidelity recordings



the dealer's choice



...IT'S RCA VICTOR!

"going" hits rolling right into '56!



Perry Como

ALL AT ONCE YOU LOVE HER

c/w The Rose Tattoo

20/47-6294

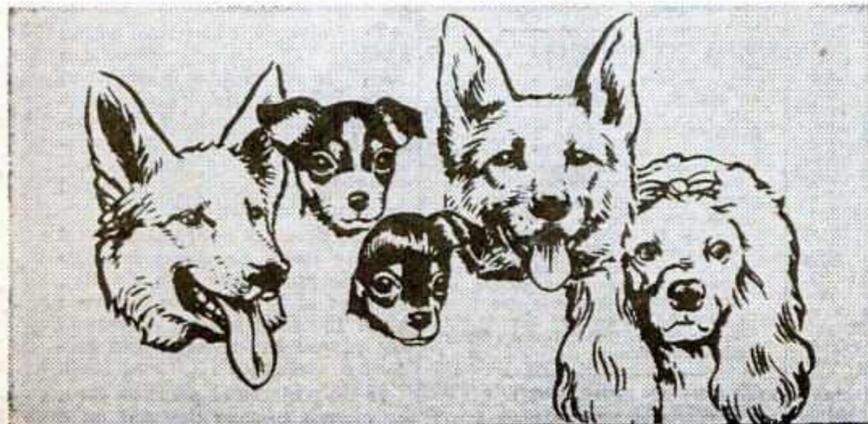


Eddie Fisher

DUNGAREE DOLL

c/w Everybody's Got a Home but Me

20/47-6337



THE SINGING DOGS

20/47-6344



Kay Starr

THE ROCK AND ROLL WALTZ

c/w I've Changed My Mind a Thousand Times

20/47-6359

"New Orthophonic" High Fidelity recordings

RCA VICTOR



Review Spotlight on . . .

ALBUMS

Popular

JULIA IS HER NAME (1-12)—Julie London. Liberty LRP 3006

Here's a vocal package that has everything. The sexy-voiced thrush, who rocketed to fame via her intimate dishing of "Cry Me a River," offers that fine tune and 11 others—all standards—of similar ilk, accompanied by the smart, sensitive guitar of Barney Kessel. The cover photo is a scorcher that can't fail to get attention, and even the notes are several notches above the norm. Among the tunes are "I'm Glad There Is You" and a particularly haunting "Laura." Dealers are advised to stock up and display this prominently. It will sell among the jazz coterie, too.

Jazz

HAMP AND GETZ (1-12)—Lionel Hampton, Vibes; Stan Getz, Tenor Sax. Norgran MG N-1037

Differently oriented as Lionel Hampton and Stan Getz are in their basic approach to jazz, this first record session of theirs together is surprisingly successful. Hampton is the stronger spirit of the two, and under his spell, Getz plays a guttier, less inhibited horn than usual. At their best—as in "Cherokee"—they drive each other on frantically, one outdoing the other in brilliant, tricky solos. Jazz fans of the "go-mango" type will be knocked out by this high-voltage stuff. Shelley Manne, Lou Levy and Leroy Vinnegar make up the excellent rhythm section.

Reviews and Ratings of New Popular Albums

THE IMMORTAL LADIES80 George Melachrino Ork (1-12") Victor LPM 1110

This LP spotlights the old, but solidly commercial idea of packaging tunes with girl's names—"Laura," "Sally," "Dolores," "Sweet Sue," etc. Melachrino's lush, imaginative instrumentals add up to an excellent mood music package, which should get plenty of deejay spins. A montage photo of a curvaceous blonde in four different come-hither poses makes the cover an eye-catching display item.

ROGER WILLIAMS80 (1-12") Kapp KL 1012

This is Roger Williams' third Kapp LP, and it should fare fully as well sales-wise as its predecessors—which is to say "fine." The pianist—still riding the popularity wave sparked by his best selling single, "Autumn Leaves"—plays 12 selections, including "Autumn Leaves," "Summer-time," "Just One of Those Things," and "Beyond the Sea." Glenn Osser provides lush backing, and Williams augments his own flashy pianistics with a couple of multiple-recording solos.

LILLIAN CRY TOMORROW79 Lillian Roth (1-12") Epic LN 3206

There's a big promotional push behind the forthcoming movie version of Lillian Roth's best-selling autobiography, "I'll Cry Tomorrow," and this package should cash in heavily on all the hoopla. The singer's brassy pipes and showmanly manner are well showcased on 12 oldies closely associated with her career—"Sing You Sinners," "Goody Goody," "Happiness Is a Thing Called Joe," etc. Miss Roth also contributes some philosophical commentary on the themes, Susan Hayward (who plays the singer in the film) has an EP out under the same title, but this one will probably prove a stronger seller.

LECUONA PLAYS FOR TWO76 (1-12") Victor LPM 1058

On this disk, composer-pianist Ernesto Lecuona offers a brace of 16 of his own songs. This is not the music of the experimental technician, but rather it's melodic, easy listening. The music has a delicate Latin touch. The tunes include "The Breeze and I," "Give Back My Heart," "Prelude in the Night" and "I'll Always Love You."

IT'S A BLUE WORLD74 Mel Torme, (1-12") Bethlehem BCP 34

Torme, by nature of his intimate, sophisticated style and ditto repertoire, figures to be a better seller in albums than on singles. This should be his best-selling package to date, composed as it is of durable, but not obscure, standards: "You Leave Me Breathless" and "How Long Has This Been Going On" would be good examples. He renders them in a mellow, jazz-wise manner, and sales should be good among the hipsters.

CALYPSO74 (1-12") Westminster WN 18096

Edric Connor has put together 13 Calypsos here. They are very authentic examples of this musical category, with traditional instrumentation backing the singers on such items as "Ugly Woman," "Courthouse Scandal," "Mango Tree," etc. The package is quite plush, being done up in book form; and not the least of its attractions are the knowledgeable liner notes by Connor.

BATIN TOUCH73 Jan Garber and his Ork (1-12") Ridgeway RLP 500

Smooth, easy to listen to, easy to dance to music, with an almost ageless quality. There are a dozen tunes in various tempos and it's a safe bet that tempers will like it much.

PARIS AFTER MIDNIGHT73 Vanguard VRS 7025

NIGHT AND DAY: SONGS OF COLE PORTER Liane, Singer (2-10") Vanguard VRS 7029 Liane, Viennese chanteuse, who sings at the Boheme Bar, is just about the most enchanting warbler this reviewer

has heard in a long time. Her musical taste is impeccable, and this combined with her technical skill and warmth makes a delightful entertainment. In "Paris After Midnight" she sings French songs chiefly, with a sprinkling of international hits such as "April in Portugal." In the album of Porter tunes she sings in French, German and English. Backing by piano, accordion and bass is exquisite. For smart shops, especially.

STANLEY HOLLOWAY: HIS FAMOUS ADVENTURES WITH OLD SAM AND THE RAMSBOTTOMS71 (1-12") Angel ANG 65019

Holloway, one of the revered British comedians, is best known to Americans thru his film roles. The monologs on this disk were cut between 1934 and 1937 and reportedly have had a steady sale on 78 r.p.m. He portrays two chief characters, Old Sam, a Lancashireman, and Sam Small, an infantryman. The querulous humor of these pieces is flavorful and completely British, and will appeal to connoisseurs. The sound is surprisingly good, in view of the age of the original masters.

STEEL BAND CLASH70 (1-12") Cook 1040

This is music provided by playing the tops of 55 gallon oil drums. Weird as it may seem, the drums carry a good melody and the resultant sound is not unlike a marimba. This is a very specialized form of primitive Latin-type music found only in the British West Indies. The interesting liner notes give all the lore involved. Devotees of the unusual, and perhaps dancers with a tropical bent, will no doubt enjoy the package.

MELODIES OF JEROME KERN, VOLS. 1 AND 269 June Ericson, Warren Galtjour, Jay Harnick, (Vol. 2) David Daniels and Christina Lind (2-12") Walden 308, 309

These two sets, available singly, are aimed at the "class shops which cater to collectors of show music. The vocalists provide the favored legit flavor, and the tunes include some of the composer's best, many of which have remained obscure, however. Among these would be several once recorded by George Byron—"The Sweetest Sigh That I Have Seen," "Up With the Lark," etc. Vol 1 has the big edge vocally, but the connoisseurs will take both readily.

THE RUNNING SET AND LONG WAYS69 American Square Dance Group; Margo Mayo, Leader (1-12") Decca DL 8012

A boxed set for the hardboard stompers, picked up from earlier 78's and complete with all the perennials needed for an exerting session. The calls are there and notes about folk dancing, with descriptions of the particular dances included.

Jazz

THE JOHNNY SMITH QUARTET78 (1-12") Roost LP 2203

Smith, the master guitarist, is the show here and his growing audience is not limited to jazz fans. He plays such standards as "Little Girl Blue" and the beautiful "Wait 'Till You See Her" unaccompanied, with exquisite taste and facility. On some of the others he proves his mettle as a progressive jazz man, always drawing a rich sound from his instrument. For jazz, for guitar and for mood music buyers, this is a likely item.

THE ELLIOT LAWRENCE BAND PLAYS GERRY MULLIGAN ARRANGEMENTS78 (1-12") Fantasy 206

Take a big band, sprinkled with musicians like Al Cohn, Hal McKusick, Nick Travis, Eddie Bert, Bernie Glow and Don Lamond—and give them Gerry Mulligan to write the book—and it's a foregone conclusion that the end result will be nothing banal! Mulligan's playing and writing days with Lawrence pre-date his early days of glory in California, but his fresh, sonorous concepts of band

sound even then pointed to the future. An unusual treat for starved big band enthusiasts.

TENOR SAXES77 Stan Getz, Lester Young, Coleman Hawkins, Flip Phillips, Illinois Jacquet, Ben Webster, Charlie Ventura. (1-12") Norgran MG N 1034

Jazz impresario Norman Granz proves here that he has virtually cornered the market in tenor sax giants. Most of the selections are standards, and each tenorman has two tracks to show his wares—a total of 14 instead of the customary 12. Students of the instrument will make this a must, and jazz collectors who want a representative collection of styles will find it made to order. Webster's "Tenderly" is an ideal sampler.

THE EMINENT JAY JAY JOHNSON77 (1-10") Blue Note 5070

This new Blue Note 10-inch should move off jazz shelves at a healthy clip. The audience is there and only need be informed that a new set by the trombonist is now available. Nervous, optimistic and happy, the performances are quickly gratifying. Kenny Clarke is with Johnson again on drums, while in this pack Hank Mobley on tenor, Horace Silver on piano, and Paul Chambers on bass collaborate in a group of standards and Johnson originals.

INTRODUCING NAT ADDERLEY76 (1-12") Wing MG W 60000

A relative newcomer to the jazz scene, Adderley and his group show powerful potential in this package. Adderley's trumpet is subtle and sensitive. With brother "Cannonball" on alto sax, Horace Silver on piano, etc., the organization produces tasteful, witty music of an individual style which reveals interesting traces of the bebop influence. Buyers looking for fresh sounds in jazz will like this package.

KID ORY'S CREOLE JAZZ BAND76 (1-12") Good Time Jazz GTJ L 12008

This latest album of Kid Ory's is very well recorded. The band plays such noted Dixieland pieces as "Savoy Blues," "A Good Man Is Hard to Find," "Tin Roof Blues," etc. The style is relaxed, soothing, and the lads play with that necessary ingredient of this musical category—plenty of heart. With Ory, on trombone, are Alvin Alcorn, trumpet; George Probert, clarinet; Don Ewell, piano; Barney Kessel, guitar; Ed Garland, bass, and Minor Hall, drums.

JAZZ GOES TO BROADWAY75 Morey Feld's Straight-Ahead Six (1-12") Kapp KL 1007

Jazz artists have always loved show tunes, and on this album the listener has his fill of brilliant songs played by top jazz men. Gershwin, Kern, Porter, Rodgers-Hart are all represented, and Feld's group plays their selections with a happy, swinging style which is moderately modern but never strays too far from the melody. A good set of liner notes, with a chart giving the instrumentation on each number, enhances the package.

THE JAZZ SCHOOL74 Joe Gordon, Trumpet; Art Mardigan, Drums; Paul Gonsalves, Tenor Saxophone; Clark Terry, Trumpet (1-12") Wing MG W 60002

A modern jazz sampler that features three different ensembles. Outstanding in the Mardigan sextet is tenorman Al Cohn. Paul Gonsalves, the fine Ellington tenor soloist, gets his principal support from trumpeter Clark Terry. The variety of talent and ideas exposed here make for an interesting (and readily marketable) program.

THELONIOUS MONK PLAYS THE MUSIC OF DUKE ELLINGTON73 (1-12") Riverside RLP 12-201

The diskery has hit on the all-Ellington gimmick as a method of introducing this pioneer pianist, acknowledged as a prime inventor of the bebop idiom, to a wider audience than he has enjoyed in the past. Set is interesting and provocative as familiarity of the material affords basis for comparative study and understanding of this original musician. Fine support from Kenny Clarke, drums, and Oscar Pettiford, bass. Good cover.

THE SIX73 Bob Wilber, Sax; Sonny Pruitt, Trombone; Johnny Glasel, Trumpet; Bill

Reviews and Ratings of New Classical Releases

ANDRES SEGOVIA: MASTERS OF THE GUITAR (1-12)—Compositions of Sor and Tarrega. Decca DL 9794 . . . 78

The unrivalled master of the guitar offers on one side works by the early 19th century Spaniard Sor, and on the other by the later compatriot Tarrega, who was Segovia's teacher. Sor's work is more in the popular Spanish vein. Like all of Segovia's entries, this figures to enjoy a healthy sale.

BETHOVEN: MISSA SOLEMNIS (2-12)—Maria Stader, Soprano; Anton Dermota, Tenor; Josef Greindl, Bass; Choir of St. Hedwig's Cathedral; Berlin Philharmonic Orchestra; Karl Bohm, Cond. Decca DX 13577

It's now about a year since the towering disking of the "Missa" by Toscanini ran away sales-wise. Here is another fine edition, not as fiery in performance, perhaps, but as effective in the broader German tradition. The recording by Decca's overseas associate, Deutsche Grammophon, is excellent. There should be a sustained demand for this package.

ERICA MORINI PLAYS, VOL. 1 (1-12)—Westminster WN 1808773

It was a puzzle to many why Miss Morini was without a record contract for so long. Her signing by Westminster, therefore, was welcomed by the large group who rate her among the top violinists of today. In her first set for the label, Miss Morini has assembled a potpourri of typical encore pieces of a generation ago, all played with impeccable technique and phrasing. It should sell well, whetting the appetites of fiddle enthusiasts for more meaty fare to come.

RACHMANINOFF: SUITE NO. 1 FOR TWO PIANOS; SUITE NO. 2 FOR TWO PIANOS (1-12)—Arthur Ferrante; Louis Teicher, Pianos. Westminster WN 1805972

There's an exact duplicate of this repertoire on a Columbia LP, and a mighty good one it is. But this, too, is a high quality in performance and outstanding in reproduction. The music is easy to

Britto, Bass; Eddie Phyc, Drums; Bob Hammer, Piano (1-12") Bethlehem BCP 28

This is a very versatile jazz group, with a wide range both stylistically and in choice of material. The show tune, "Little Girl Blue"; the modern piece, "Shifty," are examples of their catholic tastes and understanding represented by these sides. The disk is well recorded and is good inventory for jazz shops.

JOE SULLIVAN72 (1-12") Riverside RLP 12-202

Sullivan is a pianist who dates back to the storied days of the first "Condon mob" in Chicago in the 1920's. His sensitive, affectionate way of playing Dixieland piano has a verve and inner integrity that still commands respect. Half of his repertoire here consists of originals, like his popular romp, "Little Rock Getaway," and the deliciously low-down "Gin Mill Blues." A lively, enjoyable package made to order for Dixieland aficionados.

KANSAS CITY MEMORIES70 Jay McShann and his Ork; Charlie Parker, Paul Quinichette; Saxophones; Al Hibbler, Walter Brown; Singers (1-10") Decca DL 5503

Alto sales are likely to be limited, to real students of jazz this is a valuable library disk, because these are the first recordings ever made by the late great Charlie Parker. Also they indicate that the early Count Basie band had been competition back home in K.C. from McShann and cohorts, including a fine blues shouter in Brown. The disk throws new light on the K.C. idiom and also on the development of "bird" Parker's highly significant style.

JAZZ 1755: AN EIGHTEENTH CENTURY JAM SESSION69 Harris-Leigh Baroque Band and Brass Choir. (1-12") Kapp K1 1011

The idea is intriguing, and, for the most part, well realized. Playing on themes of baroque flavor, with instrumentation almost to match, the group produces a tasteful package neither strictly here nor there. Will rest the ears of the dedicated jazz collector, and might capture a few longhairsts. Moderate sales seem the prospect.

12 TONE COMPOSITIONS AND ARRANGEMENTS BY LYLE MURPHY69 (1-12") Contemporary C 3506

The forbidding title need not frighten those wary of Schoenbergian composition. There is none of it here. These scorings by hip arranger Murphy don't make too difficult listening, altho their cerebral style may leave all but a fringe of jazz enthusiasts cold. Murphy conducts an expert group of players, among them Andre Previn, Shelly Manne and Curtis Counce.

IT MIGHT AS WELL BE SPRING68 Sol Yaged Quintet (1-12") Herald HLP 103

Yaged's clarinet sound is the closest thing to Benny Goodman's, but with so many LP's to choose from that feature the king himself, buyers are likely to eschew the ersatz article. Anyone who has absorbed the old Goodman records can tell what Yaged is going to play before he plays it. No surprises; no kicks.

grasp, uncomplicated and enjoyable as casual or serious listening. Should sell moderately well in larger stores.

PERGOLESI: STABAT MATER (1-12")—Teresa Stich-Randall, Soprano; Elizabeth Hoengen, Alto; Anton Heiler, Organ; Vienna State Opera Orchestra; Mario Rossi, Cond. Vanguard BG 54972

As the liner notes so aptly state this is vocal chamber music. No giant choral work, it is relaxed, flowing music, expertly presented in this recording. As a recognized masterpiece of its time, the disk holds sales potential among collectors of the more studious kind. But others can be "sold" if permitted to sample its serene melody.

KABALEVSKY: 24 PRELUDES FOR PIANO (1-12)—Nadia Reisenberg, Piano. Westminster WN 1809570

A round robin in all the keys as per the precedent set by Bach. The music is delightful, its sometime technical complexity not imposing any bar to immediate enjoyment, and is enhanced by frequent use of Russian folk melody. Expertly performed and recorded, the disk is a prize for the keyboard connoisseur.

FAURE: QUARTET FOR PIANO AND STRINGS NO. 1; QUARTET FOR PIANO AND STRINGS NO. 2 (1-12")—Robert Masters Piano Quartet. Westminster WN 1809365

This set is for confirmed Francophiles, or those who just must fill in those empty spots in their chamber music collections. The second quartet is new to the catalog; the first is once available on a small label. Their coupling is apt for the small group who will make up its purchasers. Performance is good.

RACHMANINOFF: PIANO SONATA NO. 1 IN D MINOR (1-12)—Warren Perry Thev, Piano. M-G-M E 324764

This is the only recording available of an important instrumental work that dates from the same period as Rachmaninoff's Second Symphony and "Isle of the Dead." It has had little exposure due to its cheerless, severely introspective character—and its technical difficulty. Fine a musician as Thew is, he has neither the sustained singing tone for the lyric episodes nor the technical command for the bravura passages to cope with a work of this scope. Until one of the keyboard titans of the day essays this Sonata, Thew's version merits consideration.

B. GOODMAN

Hopes to Organize Big Band

NEW YORK, Dec. 24.—Benny Goodman this week was mulling the idea of reorganizing a big band.

The clarinetist-maestro, whose biofilm "The Benny Goodman Story" is set to break locally in early February, is aiming for a one-month stand at the Waldorf-Astoria's Empire Room, commencing on or about February 9, provided he can ready a full-sized dance unit by that date.

If he deems it unpractical to set the big band, Goodman may go into the plush spot with a sextet, in order to have a Stem showcase when the flick breaks. Goodman last played the room in the successive seasons of 1930 and 1940.

If BC's big band plans go thru, he intends to take the unit on a one-week break-in tour prior to the New York opening. Goodman is strongly opposed to concerts at this time, believing that the future of dance bands lies in a return to playing dance music.

Goodman, via business manager Charlie Wick, is handling his own bookings.

Sandel to Set Up Own Disk Distrib

MINNEAPOLIS, Dec. 24.—Herbert Sandel has resigned his post as veepee and general manager of the Harold N. Lieberman Company, record distributor here, to set up his own disk distributorship. Management of Lieberman will be taken over by Hy Sandler.

The new firm, to be known as Sandel Company, along with its normal distributing functions, will attempt to show dealers how they can reach maximum profit potential in their communities, according to Sandel. The firm will service Minnesota, the Dakotas, Iowa and Nebraska.



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YOU GET THIS COMPLETE NEW KIT EVERY WEDNESDAY . . . for only 50c a week!



2 BIG SPLASH COLOR POSTERS

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



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THE BILLBOARD 989
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Cincinnati 22, Ohio

DISK DERBY PROMOTION KIT

● Please send me 10 weeks DISK DERBY promotion kits plus 1 week free (introductory offer)
 \$5 payment enclosed Bill me

● Send me _____ weeks @ 50¢ per week
 I enclose \$ _____ Bill me

NAME OF COMPANY _____
Attention: _____
Address _____
City _____ Zone _____ State _____

MUSIC AS WRITTEN

WALCO BUYS NEW '400' CARD SET . . .

Walco Products, Inc., manufacturer of a complete line of record accessories, has brought out a new "400" needle card display set. For dealers who wish to see before they use, a free 3-D viewer and color slides of both the card and the firm's Record Accessory Bar are being offered.

FOLEY JAMS IN EXTRA DAY . . .

The Red Foley show, playing in Pensacola, Fla., recently, was virtually forced to stay an additional day, altho it was booked as a one-nighter. More than 3,500 paid admissions jammed the auditorium, with hundreds unable to get in. Foley, perched on a floodlit police-escorted auto, quieted the people with an announcement that the show would hold over one more night before moving on to other commitments.

PIERCE-LONG RENEW PACT . . .

Country chanter Webb Pierce has renewed his booking arrangement with Hubert Long. The latter, who is vice-president of Faron Young, Inc., will handle the Pierce bookings thru a second organization, titled Hubert Long Talent, Inc. Pierce plans six or eight personal appearances each month. Long plans more TV work for Pierce—in addition to the singer's current ABC-TV "Ozark Jubilee" half-hour show—and also film work.

GALE AGENCY INKS BONNIE SISTERS . . .

Irving Siders of the Gale Agency inked contracts this week with two new acts. One is the Bonnie Sisters, erstwhile Bellevue Hospital nurses, currently appearing with the Alan Freed show at the Academy of Music, New York. The other is Lloyd Price, blues singer of "Lawdy Miss Claudy" fame, who just returned from a service stint in Korea. The Bonnie gals wax for Rainbow; Price for Specialty.

VICTOR SIGNS ON 5-YEAR-OLD SINGER . . .

RCA Victor this week signed a recording pact with the five-year-old Brooklyn singer Patricia Austin was discovered by victor jazz chief Jack Lewis, but the diskery has nominated her for disking in the pop and rhythm and blues idioms as well. Lewis also cut an all-star jazz album this week under the direction of the veteran Basie guitarist Freddie Greene. This was the first instance of top billing for Greene in his 20-year big-time career.

COMETS SET MARK AT SPRINGFIELD . . .

Bill Haley and the Comets broke all house records at the Court Square Theater in Springfield, Mass., last week when they drew \$5,500 in two days at \$1.50 a head. Extra added attraction was Jo Ann Tolley.

PHIL. ORK TO STAGE 'SOUNDARAMA' . . .

The Philadelphia Orchestra will stage a "Soundarama" hi-fi concert at the Academy of Music February 13. Part of the ork Pension Fund series of concerts, the event will compare live orchestral sounds with the same material, recorded on the spot and reproduced immediately on the latest in hi-fi and tape amplifying techniques.

The ork will be conducted by Eugene Ormandy, and the entire production will be directed by M. Robert Rogers, president of WGMS, Washington's Good Music Station.

SAM FOX TIES IN ON 'MY LITTLE WORLD' . . .

M-G-M Records' EP release of Mini Stein's "My Little World" (songs to fill the day with God) has been tied in with publication of a folio of the material by Sam Fox Publishing Company. Special music was composed by Leroy Holmes. Miss Stein has appeared on several radio and TV shows here in connection with the release.

JULIE LONDON TO GUEST WITH COMO . . .

Liberty Records' thrush Julie London will guest on Perry Como's NBC-TV show New Year's Eve, following which she is scheduled to make her first Manhattan night club appearance, opening at the Cameo January 3. The singer, who recently signed with the Shaw Agency, will be backed by the Bobby Troup Trio during the two-week Cameo run.

CAROLE BENNETT TO WAX FOR CAPITOL . . .

Carole Bennett's contract difficulties with Rama Records have been settled amicably, and the thrush will be able to fulfill her new pact with Capitol Records. Miss Bennett's Rama contract was signed by her former manager Eddie Levine, while her Capitol pact was negotiated by her present manager Ray Shaw. Capitol's Eastern artist and repertoire man, Andy Wiswell, will record her here.

DECCA GETS TRACK OF 'GOLDEN ARM' . . .

Decca Records has obtained the sound track to the new United Artists-Otto Preminger production, "The Man With the Golden Arm." The sound track is a series of jazz themes, composed and conducted by Elmer Bernstein. Musicians featured are Shorty Rogers and Shelley Manne. The film stars Frank Sinatra, Eleanor Parker and Kim Novak.

THE PLATTERS BOOKED FOR ONE-NIGHTERS . . .

The Platters, Mercury Records artists who have two hits on the retail best selling chart—"Only You" and "The Great Pretender," have been booked for a series of 15 one-nighters after they finish their engagement at the Flamingo, Las Vegas, January 18. Following the tour, Associated Booking Corp. has the group set for an indefinite engagement at the Club Calvert, Miami, February 20.

New York

M-G-M Records renewed Sheb Wooley's contract last week. . . . New York State Senator Fred Moritt, of Brooklyn, is the composer of the new LeRoy Holmes disk, "Song of December." Moritt is a pianist and member of ASCAP.

Cadence Records has signed Kay Thompson, of nitery fame. The singing comedienne's first release will be a two-sided wax version of her new book, "Eloise." . . . Joe Canarutto, Mercury Records distributor foreman here, marries Marlene Cherlin February 4. . . . ABC-Paramount has signed 11-year-old organist Glen Darringer, currently on a Midwest concert tour under the sponsorship of Wurlitzer. The boy will record special albums for the label.

Ralph Young is at the Hawaiian Room of the Hotel Lexington for a long stay. He's managed by Lee Magid.

The fourth LP to be cut on location at the Cafe Bohemia, local jazz club, was etched last week

by the Charlie Mingus Sextet. The disk will be issued on Mingus' own label, Debut. . . . Jazz thrush Chris Connor opened Friday (23) at the Club 59. She'll play the spot thru December 31. . . . Tony Bennett has been booked for two weeks at Ciro's, Miami Beach, starting January 26.

WMPS Goes On Pop Kick

MEMPHIS, Dec. 24.—WMPS, radio outlet here which for years has programmed its disk shows with country and western records, has pulled a complete switch and gone all out for pop music. Harold Krelstein, station's president, claims that by going completely pop the station has increased its listening audience by more than 150 per cent in less than 60 days.

Krelstein decided to go pop after talks with disk distributors convinced him that pop sales had bounced very high, percentage-wise, as against other categories.

The changeover was done gradually, starting in the fall. For some time a three-day segment of country and folk disks were carried. As a result of good reaction to the pop programming, the country segments were then dropped.

Best Selling POP RECORDS IN BRITAIN For Week Ending December 17

- CHRISTMAS ALPHABET
Dickie Valentine (Decca) 1
- ROCK AROUND THE CLOCK
Bill Haley Comets (Brunswick) . . . 2
- LOVE IS A MANY-SPLENDORED THING, Four Aces (Brunswick) 3
- MEET ME ON THE CORNER
Max Bygraves (HMV) 5
- LET'S HAVE A DING DONG
Winifred Atwell (Decca) 4
- TWENTY TINY FINGERS
Stargazers (Decca) 5
- HAWK-EYE
Frankie Laine (Phillips) 11
- YELLOW ROSE OF TEXAS
Mitch Miller (Phillips) 9
- SUDDENLY THERE'S A VALLEY
Petula Clark (Nixa) 12
- WHEN YOU LOSE THE ONE YOU LOVE, David Whitfield (Decca) 7
- HERNANDO'S HIDEAWAY
Johnston Brothers (Decca) 8
- SUDDENLY THERE'S A VALLEY
Jo Stafford (Phillips) 15
- NEVER DO A TANGO WITH AN ESKIMO, Alma Cogan (HMV) —
- AIN'T THAT A SHAME
Pat Boone (London) 10
- SUDDENLY THERE'S A VALLEY
Lee Lawrence (Columbia) 14
- SEVENTEEN
Boyd Bennett (Parlophone) —
- ON WITH THE MOTLEY
Harry Secombe (Phillips) 16
- ARRIVERDERCI DARLING
Anne Shelton (HMV) 19
- SOMEONE ON YOUR MIND
Jimmy Young (Decca) —
- OLD PIANNA RAG
Dickie Valentine (Decca) 20
- BLUEBELL POLKA
Jimmy Shand (Parlophone) —

Best Selling SHEET MUSIC IN BRITAIN For Week Ending December 17

A cabled report from the Music Publisher's Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers, American publishers in parenthesis. Asterisk indicates no American publisher.

Christmas Alphabet—Pickwick (Budd)
Twenty Tiny Fingers—Day (Hampshire)
Yellow Rose of Texas—Maddox (Planetary)
Love is a Many-Splendored Thing—Robbins (Miller)
Blue Star—Victoria (Young)
Suddenly There's a Valley—Robbins (Warman-Hill & Range)
Hey There—Frank (Frank)
Rock Around the Clock—Kassner (Myers)
Meet Me on the Corner—Berry
Hernando's Hideaway—Frank (Frank)
Dambusters March—Chappell (Chappell)
Man From Laramie—Chappell (Columbia)
The Very First Christmas of All—Dash
Everywhere—Bron (Mills)
Seventeen—World Wide (Lois)
I'll Never Stop Loving You—Robbins (Feist)
Shifting, Whispering Sands—Maurice (Gallatin)
I'll Come When You Call—Reine
Never Do a Tango With an Eskimo—Reine
Arriverderci Darling—Berry (Connolly)
When You Lose the One You Love—Bradbury (Chappell)

Number of Releases This Week

Label	Pop	C&W	R&B
ABC PARAMOUNT	1	—	—
ALBA	2	—	—
ARCADE	—	1	—
BLUE HEN	—	1	—
CADILLAC	—	—	1
CANTON	—	1	—
CAPITOL	3	—	—
COLUMBIA	2	2	—
CORAL	5	—	—
CROSS COUNTRY	—	1	—
DAVIS	1	—	—
DECCA	—	1	—
EMPEROR	—	2	—
FABLE	1	3	—
GRAND	1	—	—
GROOVE	—	—	2
HICKORY	—	1	—
MERCURY	2	—	—
M-G-M	1	—	—
OLD TOWN	—	—	1
POINT	1	—	—
PRESIDENT	1	—	—
RAINBOW	2	—	1
RAMA	—	—	1
RONNEX	2	—	—
ROUND-UP	—	1	—
SPINET	1	—	—
VICTOR	5	4	1
"X"	4	—	—
TOTAL	35	18	7

The First Hit For The New Year

"Such a Day" by

Rita Raines

DEED

#1010



The Cash Box, Music
 December 17, 1955

RITA RAINES
 (Deed 1010; 45-1010)

B+ "SUCH A DAY" (2:44)
 [Hill & Range BMI—
 Ollias, Rothenburg, Cochran]—
 The Deed label comes up with
 a strong contender. A beauti-
 ful romantic tale wonderfully
 told by Rita Raines against a
 choir and organ backing. Song
 has a unique charm about it.
 Could break. Watch it.

C+ "OL' DEVIL MOON"
 (2:30) [Chappel ASCAP
 —Harburg, Lane] The versatile
 thrush changes the mood and
 belts across a dramatic ren-
 dition of an evergreen.

THE BILLBOARD DECEMBER 17, 1955
 The Billboard Music Popularity Charts

POPULAR RECORDS
 ● Review Spotlight on . . .

TALENT
RITA RAINES
 Deed 8123
 "SUCH A DAY"
 "OL' DEVIL MOON"
 (Chappel, ASCAP)

The canary thrushes with sin-
 cerity and solid emotional im-
 pact on "Such a Day" a moving
 imported ballad of deceptive
 simplicity. The flip spotlights
 a showmanly vocal on the oldie,
 which "Such a Day" is the side
 promotion, could put Rita
 Raines in the "comer" category.

● Record Promotion:
CHUCK DARWIN
 1780 Broadway
 New York City, N. Y.

● Published by
Hill & Range Songs, Inc.
 1650 Broadway
 New York City, N. Y.
 JUdson 6-0674

● Rita Raines Publicity:
STEVE SCHICKEL
 430 N. Michigan
 Chicago, Ill.

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

The Billboard Music Popularity Charts

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

HONOR ROLL OF HITS

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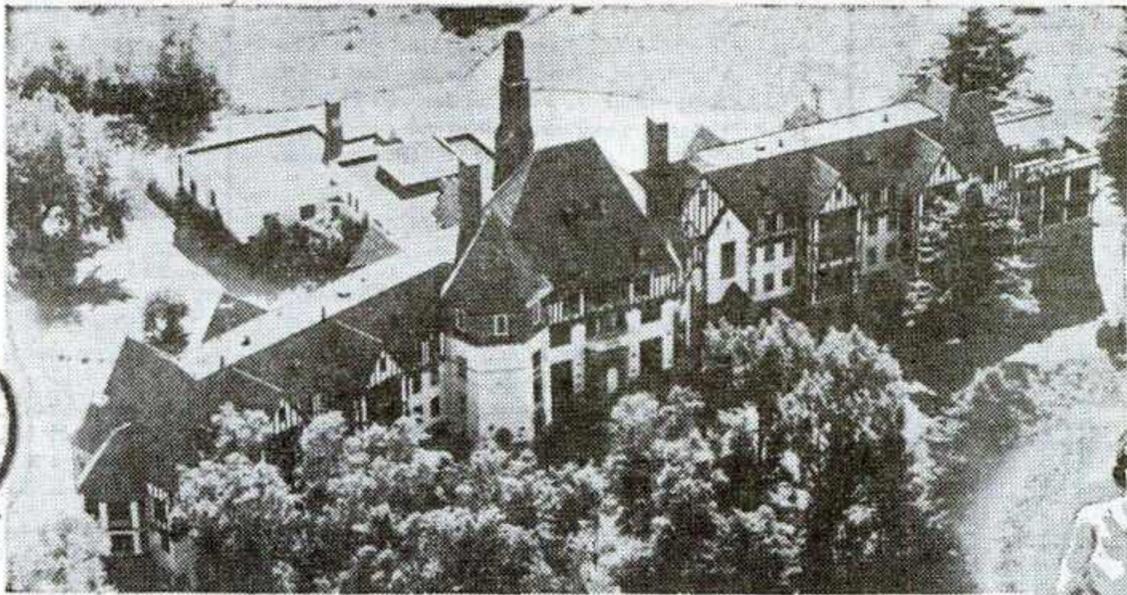
THE NATION'S TOP TUNES

For survey week ending December 21

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Sixteen Tons	1	8	6. I Hear You Knockin'	6	13
By Merle Travis—Published by American Music (BMD) BEST SELLING RECORD: I. Ernie, Cap 3262. RECORDS AVAILABLE: J. Desmond, Coral 61529; Marvin & The Chirps, Tip Top 202; R. Sovine, Dec 29739.			By David Bartholomew—Published by Commodore (BMI) BEST SELLING RECORDS: G. Storm, Dot 15412; S. Lewis, Imperial 5356. RECORDS AVAILABLE: M. Wiseman, Dot 1273.		
2. Memories Are Made of This	2	4	7. Love and Marriage	8	11
By Gilkyson-Dehr-Miller—Published by Montclare (BMD) BEST SELLING RECORD: D. Martin, Cap 3295. RECORDS AVAILABLE: M. Carson, Col 40573; G. Storm, Dot 15436.			By Sammy Cahn and James Van Heusen—Published by Barton (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3260. RECORDS AVAILABLE: H. Grayco, X 0168; Laurie Sisters, Mercury 70705; J. Loco, Col 40591; D. Shore, Vic 20-6266. ELECTRICAL TRANSCRIPTIONS: Billy Mills Ork, Standard; Henry Jerome Ork, Lang-Worth.		
3. He	5	15	8. Only You	6	14
By Richard Mullan & Jack Richards—Published by Avas (BMD) BEST SELLING RECORDS: A. Hibbler, Decca 29660; McGuire Sisters, Coral 61501. RECORDS AVAILABLE: K. Armen, M-G-M 12078; G. B. Shea, Victor 20-6292. ELECTRICAL TRANSCRIPTIONS: Paul Smith Trio, Standard; Henry Jerome Ork, Lang-Worth.			By Buck Ram—Published by Wildwood (BMD) BEST SELLING RECORDS: Platters, Mercury 70633; Hilltoppers, Dot 15423. RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Dee, Wing 90015; B. Frank, Bell 1109. ELECTRICAL TRANSCRIPTION: Barbara Carroll, Standard.		
4. Autumn Leaves	3	19	9. Nuttin' for Christmas	13	2
By J. Mercer, J. Prevert, J. Kosma—Published by Ardmore (ASCAP) BEST SELLING RECORD: R. Williams, Kapp 116. RECORDS AVAILABLE: S. Allen & G. Gates, Coral 61485; R. Charles Singers, M-G-M 12068; M. Ferguson, Mercury 70686; G. Galian, X 0161; J. Gleason, Cap 3223; M. Miller, Col 50033; T. Russo, Bell 1106; V. Young, Dec 29653. ELECTRICAL TRANSCRIPTIONS: Lou Brownie, Standard; Allen Roth, Ork., The-saurus; Henry Jerome Ork, Lang-Worth.			By Sid Pepper and Roy C. Bennett—Published by Ross Jungnickel (ASCAP) BEST SELLING RECORDS: B. Gordon-A. Mooney, M-G-M 12092; J. Ward, King 4854; R. Zahnd, Col 40576. OTHER RECORDS AVAILABLE: Fontane Sisters, Dot 15434; S. Freberg, Cap 3280.		
4. Moments to Remember	4	17	10. It's Almost Tomorrow	11	8
By Stillman & R. Allen—Published by Beaver (ASCAP) BEST SELLING RECORD: Four Lads, Col 40539. RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Ballard, Bell 1107. ELECTRICAL TRANSCRIPTIONS: Russ Carlyle, Standard; Henry Jerome Ork, Lang-Worth.			By Buss Adkinson—Published by Northern Music (ASCAP) BEST SELLING RECORD: Dream Weavers, Dec 29683. RECORDS AVAILABLE: D. Carroll, Mercury 70717; S. Lanson, Dot 15424; J. Stafford, Col; L. Welk, Coral 61524.		
Second Ten					
11. Love Is a Many-Splendored Thing	9	19	16. Daddy-O	14	8
By Sammy Fain & Paul Webster—Published by Miller (ASCAP) BEST SELLING RECORD: Four Aces, Dec 29625. RECORDS AVAILABLE: J. Bradley, Mercury 70716; D. Cornell, Coral 61467; Don, Dick & Jimmy, Crown 158; W. Herman, Cap 3202; J. Holiday, Dec 29709; J. Loco, Col 40591; D. Rose, M-G-M 30883; P. B. Ruiz, Vic 20-6341; T. Russo, Bell 1106. ELECTRICAL TRANSCRIPTIONS: David Lewinter Ork, Standard; Henry Jerome Ork, Lang-Worth.			By Gore, Abner & Innis—Published by Mar-Kay (BMD) BEST SELLING RECORD: Fontane Sisters, Dot 15428. RECORDS AVAILABLE: B. Lou, King 4835; E. Russell-R. Eberle, Bell 1111.		
12. Band of Gold	15	5	17. Teen-Age Prayer	25	2
By Bob Musel & Jack Taylor—Published by Ludlow Music (BMD) BEST SELLING RECORD: D. Cherry, Col 40597. RECORDS AVAILABLE: K. Carson, Cap 3283; Hi-Fi Four, King 4856.			By Riechner & Lowe—Published by La Salle (ASCAP) BEST SELLING RECORD: G. Storm, Dot 15436. RECORDS AVAILABLE: G. Mann, Sound 126; Robin Hood, M-G-M 12138; D. Cooper, Modern 977; K. White, Mercury 70750.		
13. Shifting, Whispering Sands	10	16	18. All at Once You Love Her	22	5
By M. Gilbert & V. Gilbert—Published by Gallatin (BMI) BEST SELLING RECORDS: R. Draper, Mercury 70696; B. Vaughn, Dot 15409. RECORDS AVAILABLE: L. Ballard, Bell 1107; Johnson Family, Vic. ELECTRICAL TRANSCRIPTION: Henry Jerome Ork, Lang-Worth.			By Rodgers & Hammerstein—Published by Chappell (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6294. ELECTRICAL TRANSCRIPTIONS: Billy Mills Ork, Standard; George Cook, Standard; Henry Jerome, Lang-Worth.		
14. Suddenly There's a Valley	12	16	18. Cry Me a River	17	6
By C. Meyer & B. Jones—Published by Warman-Hill & Range (BMD) BEST SELLING RECORD: Jo Stafford, Col 40559. RECORDS AVAILABLE: P. Andrews, Cap 3228; B. Adams, Bell 1108; K. Armen, M-G-M 12078; G. Grant, Era 1003; J. La Rosa, Cadence 1270; M. Lynn, Vic 47-6257; Mills Brothers, Dec 29686. ELECTRICAL TRANSCRIPTIONS: Russ Carlyle, Standard; Henry Jerome, Ork, Lang-Worth.			By Arthur Hamilton—Published by Saunders (ASCAP) BEST SELLING RECORD: J. London, Liberty 55006. RECORDS AVAILABLE: E. Barton, Coral 61530; J. Corey, Col 40596; K. White, Mercury 70722. ELECTRICAL TRANSCRIPTION: George Cook, Standard.		
15. Great Pretender	23	3	18. Woman in Love	16	5
By Buck Ram—Published by Southern (ASCAP) BEST SELLING RECORD: Platters, Mercury 70753. RECORDS AVAILABLE: J. Riggs, Media 1020.			By Frank Loesser—Published by Frank Music (ASCAP) BEST SELLING RECORD: F. Lane, Col 40583. RECORDS AVAILABLE: Four Aces, Dec 29725; G. MacRae, Cap 3284, Cap 3284. ELECTRICAL TRANSCRIPTION: George Cook, Standard.		
Third Ten					
21. Bible Tells Me So	18	22	25. Yellow Rose of Texas	21	22
By Dale Evans—Published by Paramount-Roy Rogers (ASCAP) RECORDS AVAILABLE: K. Armen, M-G-M 12045; D. Cornell, Coral 61467; Coronets, Groove 0116; M. Jackson, Col 40554; N. Noble, Wing 90003; Weatherford Qt., Vic 20-6218; R. Young, Dec 29615. ELECTRICAL TRANSCRIPTIONS: Ralph Marterrie, Standard; Henry Jerome Ork, Lang-Worth.			By D. George—Published by Planetary (ASCAP) RECORDS AVAILABLE: J. Desmond, Coral 61476; I. Fields Trio, Tico 273; S. Freberg, Cap 3249; G. Galian, X 0161; Homer & Jethro, Vic 20-6241; M. Katz, Cap 3239; M. Miller, Col 40540; T. B. Strength, Cap 3217; E. Tubb, Dec. 29633. ELECTRICAL TRANSCRIPTION: Ray Pearl, Standard.		
22. White Christmas	23	3	25. Angels in the Sky	28	3
By I. Berlin—Published by Berlin (ASCAP) RECORDS AVAILABLE: Ames Brothers, Coral 60113; L. Armstrong, Dec 28443; E. Arnold, Vic 0390; P. Brito, M-G-M 10799; H. Brooks, Trio 787; K. Carson, Biblestone 751; S. Cavallaro, Dec 24141; R. Clooney-P. Faith, Col 50077; P. Como, Vic 1970; C. Copas, King 1004; J. Crawford, Dec 24143; B. Crosby, Dec 23778; V. Damone, Mercury 5178; Drifters-C. McPhatter, Atlantic 1048; E. Fisher, Vic 4910; J. Garber, Cap 9008; K. Griffith, Col 38911; J. Heifetz, Dec 23376; E. Howard, Mercury 5216; Ink Spots, Dec 24140; M. Jackson, Col 702; S. Kaye, Col 285; B. King, Gotham 807; M. Lewis, Coral 60863; Liberace, Col 48001; G. Lombardo, Dec 28409; G. Lombardo, Dec 23738; Montovani, London 1280; Mulcays, Cardinal 1024; P. Page, Mercury 5732; L. Paul-M. Ford, Cap 2617; Ravens, Mercury 70505; A. Shaw, Dec 27243; F. Sinatra, Cap 2954; E. Smith, Dec 24142; K. Smith, M-G-M 10096; S. R. Tharpe, Dec 48119; Three Suns, Vic 3658; TNT Choir, TNT 101; E. Tubb, Dec 46186; C. Turner, International Sacred 2071; H. Voss, Singtime 403; F. Waring, Dec 24500; L. Whitney, Sacred 293; H. Winterhalter, Vic 3937.			By Dick Glasser—Published by Ridgeway (BMD) RECORDS AVAILABLE: Crew Cuts, Mercury 70741.		
22. Tender Trap	29	2	27. Croce Di Oro (Cross of Gold)	25	10
By Sammy Cohn and J. Van Heusen—Published by Barton (ASCAP) RECORDS AVAILABLE: F. Sinatra, Cap 3290; E. Fitzgerald, Dec 29746; D. Reynolds, M-G-M 12086.			By Kim Gammon—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: R. & B. Foley, Dec 29704; P. Page, Mercury; J. Regan, London. ELECTRICAL TRANSCRIPTION: George Cook, Standard; Henry Jerome Ork, Lang-Worth.		
22. Everybody's Got a Home But Me	-	-	28. Burn That Candle	27	4
By Rogers & Hammerstein—Published by Chappell (ASCAP) RECORDS AVAILABLE: E. Fisher, Vic 20-6337; R. Hamilton, Epic 9132.			By Winfield Scott—Published by Roosevelt (BMD) RECORDS AVAILABLE: Cues, Cap 3245; B. Haley, Dec 29713.		
			28. Lisbon Antigua	-	1
			By Galhardo-Vale-Portela—Published by Southern (ASCAP) RECORDS AVAILABLE: N. Riddle, Cap 3287.		
			28. Silver Bells	-	1
			By Livingston & Evans—Published by Paramount (ASCAP) RECORDS AVAILABLE: Fontane Sisters, Vic 20-3940; B. Crosby, Dec 27229; D. Day, Col 50076; S. Fields, M-G-M 10841; R. Hayes, K. Kallen, Mercury 5532; M. Whiting, J. Wakely, Cap 1255.		

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



Your HOSPITAL

HAS HEALED MORE THAN 1400 TUBERCULOSIS CASES — for "Our Own"!

Look. It's a wonderfully reassuring feeling to know that you, and we, are welcomed for FREE tuberculosis care and treatment at our own Will Rogers Hospital should we or our loved ones be stricken.

Once-a-year we're all asked for our contribution of One Hour's pay to keep the Hospital going and growing.

We've had this protection for thirty years, and have healed more than 1400 of 'Our Own' people.

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



WILL ROGERS MEMORIAL HOSPITAL AND RESEARCH LABORATORIES...

National Office: 1501 B'way, New York 36, N. Y. *Saranac Lake, N. Y.*

Give AT LEAST ONE HOURS PAY...

6th Annual

Christmas SALUTE

Will Rogers Hospital gratefully acknowledges the contribution of advertising production by Columbia Pictures, and of space by this Publisher.

The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending December 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 the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Record	Last Week	Weeks on Chart
1.	SIXTEEN TONS (BMI)—Tennessee Ernie You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262	1	8
2.	MEMORIES ARE MADE OF THIS (BMI)—D. Martin Change of Heart (BMI)—Cap 3295	2	5
3.	I HEAR YOU KNOCKIN' (BMI)—G. Storm Never Leave Me (ASCAP)—Dot 15412	3	11
4.	HE (BMI)—A. Hibbler Breeze (ASCAP)—Dec 29660	6	14
5.	MOMENTS TO REMEMBER—(ASCAP)—Four Lads Dream On, My Love, Dream On (ASCAP)—Col 40539	4	18
6.	AUTUMN LEAVES (ASCAP)—R. Williams Take Care (BMI)—Kapp 116	5	20
7.	LOVE AND MARRIAGE (ASCAP)—F. Sinatra Impatient Years (ASCAP)—Cap 3260	7	8
8.	NUTTIN' FOR CHRISTMAS (ASCAP)—B. Gordon-A. Mooney Santa Claus Looks Just Like Daddy (ASCAP)—M-G-M 12092	10	3
9.	ONLY YOU (BMI)—Platters Bark, Battle and Ball (BMI)—Mercury 70633	7	14
10.	LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces Shine On, Harvest Moon (ASCAP)—Dec. 29625	9	18
11.	GREAT PRETENDER (ASCAP)—Platters I'm Just a Dancing Partner (ASCAP)—Mercury 70753	15	2
12.	IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers You Got Me Wondering (ASCAP)—Dec 29683	11	8
13.	BAND OF GOLD (BMI)—D. Cherry Rumble Boogie (BMI)—Col 40597	14	4
14.	HE (BMI)—McGuire Sisters If You Believe (ASCAP)—Coral 61501	17	10
15.	DUNGAREE DOLL (BMI)—E. Fisher Everybody's Got a Home But Me (ASCAP)—Vic 20-6337	—	1
16.	SHIFTING, WHISPERING SANDS (BMI)—R. Draper Time (ASCAP)—Mercury 70696	12	14
17.	ANGELS IN THE SKY (BMI)—Crew Cuts Mostly Martha (BMI)—Mercury 70741	18	3
18.	DADDY-O (BMI)—Fontane Sisters Adorable (BMI)—Dot 15428	13	4
19.	ONLY YOU (BMI)—Hilltoppers Until the Real Thing Comes Along (ASCAP)—Dot 15423	16	8
20.	TEEN-AGE PRAYER (ASCAP)—G. Storm MEMORIES ARE MADE OF THIS (BMI)—Dot 15436	—	1
21.	LISBON ANTIGUA (ASCAP)—N. Riddle Robin Hood (ASCAP)—Cap 3287	—	1
22.	BURN THAT CANDLE (BMI)—B. Haley Rock-A-Beatin' Boogie (ASCAP)—Dec 29713	22	7
23.	NUTTIN' FOR CHRISTMAS (ASCAP)—R. Zahnd Something Barked on Christmas (ASCAP)—Col 40576	21	2
23.	CRY ME A RIVER (ASCAP)—J. London S'Wonderful (ASCAP)—Liberty 55006	—	1
25.	SHIFTING, WHISPERING SANDS (PARTS I & II) (BMI)—B. Vaughn Dot 15409	24	15

• THIS WEEK'S BEST BUYS

MY TREASURE (Song Smiths, ASCAP)—The Hilltoppers—Dot 15437

The early appearance of this disk on the Minneapolis-St. Paul chart is indicative of the fast progress the Hilltoppers' latest release has been making. Strength of the disk was centered in various Midwestern areas like St. Louis, Kansas City, Milwaukee, Cincinnati and Cleveland. On the East Coast, Baltimore, Providence, Boston and Philadelphia also reported excellent volume. Flip is "The Last Word in Love" (Randy-Smith, ASCAP).

BE GOOD TO ME (Bregman, Vocco & Conn, ASCAP)

MY BABY'S GOT SUCH LOVIN' WAYS (Pincus, ASCAP)—McGuire Sisters—Coral 61532

The solid string of hits that the McGuire Sisters have to their credit should be extended with their most recent issue. It has taken off in Chicago, Milwaukee, Nashville, Durham, St. Louis, Pittsburgh, Buffalo, Philadelphia, Boston and other cities. So far action has

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

been good on both sides, with no clear-cut preference at this point. A previous Billboard "Spotlight" pick.

GO ON WITH THE WEDDING (Pincus, ASCAP)—Patti Page—Mercury 70766

GO ON WITH THE WEDDING (Pincus, ASCAP)—Kitty Kallen and Georgie Shaw—Decca 29776

One of the most active tunes this past week. Patti Page's version was the leading seller in most territories; it racked up in usually good sales on both the retail and juke box levels in Boston, Philadelphia, Providence, Baltimore, St. Louis, Cleveland, Buffalo and Pittsburgh. The Decca record showed a similarly wide spread of acceptance in territories thruout the country, but generally was a shade under the Page disk sales-wise. Both have excellent chart potential. "The Voice Inside" (Laurel, ASCAP) is the reverse of Miss Page's record; "The Second Greatest Sex" (Northern, ASCAP) is the flip of the Kallen-Shaw wax.

• Most Played in Juke Boxes

For survey week ending December 21

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Record	Last Week	Weeks on Chart
1.	SIXTEEN TONS (BMI)—Tennessee Ernie You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262	1	7
2.	MEMORIES ARE MADE OF THIS (BMI)—D. Martin Change of Heart (BMI)—Cap 3295	7	2
3.	I HEAR YOU KNOCKIN' (BMI)—G. Storm Never Leave Me (ASCAP)—Dot 15412	2	10
4.	MOMENTS TO REMEMBER (ASCAP)—Four Lads Dream On, My Love, Dream On (ASCAP)—Col 40539	4	12
5.	AUTUMN LEAVES (ASCAP)—R. Williams Take Care (BMI)—Kapp 116	3	16
6.	ONLY YOU (BMI)—Platters Bark, Battle and Ball (BMI)—Mercury 70623	6	11
7.	SHIFTING, WHISPERING SANDS (BMI)—R. Draper Time (ASCAP)—Mercury 70696	4	11
8.	HE (BMI)—A. Hibbler Breeze (ASCAP)—Dec 29660	8	10
9.	LOVE AND MARRIAGE (ASCAP)—F. Sinatra Impatient Years (ASCAP)—Cap 3260	8	4
9.	LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces Shine On Harvest Moon (ASCAP)—Dec 29625	10	15
11.	DADDY-O (BMI)—Fontane Sisters Adorable (BMI)—Dot 15428	11	4
12.	BURN THAT CANDLE (BMI)—B. Haley ROCK-A-BEATIN' BOOGIE (ASCAP)—Dec 29713	15	4
13.	IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers You Got Me Wondering (ASCAP)—Dec 29683	19	4
14.	NUTTIN' FOR CHRISTMAS (ASCAP)—B. Gordon-A. Mooney Santa Claus Looks Just Like Daddy (ASCAP)—M-G-M 12092	—	1
15.	ONLY YOU (BMI)—Hilltoppers Until the Real Thing Comes Along (ASCAP)—Dot 15423	12	7
16.	PEPPER HOT BABY (BMI)—J. P. Morgan If You Don't Want My Love (ASCAP)—Vic 20-6282	17	5
17.	HE (BMI)—McGuire Sisters If You Believe (ASCAP)—Coral 61501	14	10
18.	TEEN-AGE PRAYER (ASCAP)—G. Storm Memories Are Made of This (BMI)—Dot 15436	—	1
19.	CRY ME A RIVER (ASCAP)—J. London S'Wonderful (ASCAP)—Liberty 55006	15	3
20.	AT MY FRONT DOOR (BMI)—P. Boone No Arms Can Ever Hold You (BMI)—Dot 15422	13	9
20.	NUTTIN' FOR CHRISTMAS (ASCAP)—J. Ward Christmas Questions (ASCAP)—King 4854	—	1

• Most Played by Jockeys

For survey week ending December 21

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Record	Last Week	Weeks on Chart
1.	SIXTEEN TONS (BMI)—Tennessee Ernie You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262	1	8
2.	MEMORIES ARE MADE OF THIS (BMI)—D. Martin Change of Heart (BMI)—Cap 3295	2	4
3.	MOMENTS TO REMEMBER (ASCAP)—Four Lads Dream on, My Love, Dream On (ASCAP)—Col 40539	3	16
4.	I HEAR YOU KNOCKIN' (BMI)—G. Storm Never Leave Me (ASCAP)—Dot 15412	4	10
5.	LOVE AND MARRIAGE (ASCAP)—F. Sinatra Impatient Years (ASCAP)—Cap 3260	6	9
6.	ONLY YOU (BMI)—Platters Bark, Battle and Ball (BMI)—Mercury 70633	5	10
7.	GREAT PRETENDER (ASCAP)—Platters I'm Just a Dancing Partner (ASCAP)—Mercury 70753	—	1
8.	ONLY YOU (BMI)—Hilltoppers Until the Real Thing Comes Along (ASCAP)—Dot 15423	9	8
9.	BAND OF GOLD (BMI)—D. Cherry Rumble Boogie (BMI)—Col 40597	12	3
10.	NUTTIN' FOR CHRISTMAS (ASCAP)—B. Gordon-A. Mooney Santa Claus Looks Just Like Daddy (ASCAP)—M-G-M 12092	—	1
11.	BAND OF GOLD (BMI)—K. Carson Cast Your Bread Upon the Waters—Cap 3283	—	1
12.	AUTUMN LEAVES (ASCAP)—R. Williams Take Care (BMI)—Kapp 116	7	17
13.	MEMORIES ARE MADE OF THIS (BMI)—G. Storm Teen-Age Prayer (ASCAP)—Dot 15436	—	1
14.	TENDER TRAP (ASCAP)—F. Sinatra Weep They Will—Cap 3290	16	3
15.	IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers You Got Me Wondering (ASCAP)—Dec 29683	19	5
16.	LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces Shine On Harvest Moon (ASCAP)—Dec 29625	8	19
17.	HE (BMI)—A. Hibbler Breeze (ASCAP)—Dec 29660	10	12
18.	CRY ME A RIVER (ASCAP)—J. London S'Wonderful (ASCAP)—Liberty 55006	13	5
19.	C'EST LA VIE (ASCAP)—S. Vaughan Never (ASCAP)—Mercury 70727	11	5
20.	EVERYBODY'S GOT A HOME BUT ME (ASCAP)—E. Fisher Dungaree Doll (BMI)—Vic 20-6337	—	1

DECCA BURSTS INTO

WITH A FABULOUS RELEASE BY

caterina VALENTE

TEMPTATION

SIBONEY

"The Hi Fi Nightingale"



DECCA
29760 • 9-29760



America's Fastest Selling Records



**HAPPY NEW YEAR
from M-G-M**

Joni James

VARIETY PICK

CASHBOX PICK

BILLBOARD BEST BUY

BILLBOARD REVIEW SPOTLIGHT

MY BELIEVING HEART

YOU NEVER FALL IN LOVE AGAIN
MGM 12126
K 12126
Orchestra Conducted by DAVID TERRY

Definitely THE HIT VERSION Don't Accept Substitutes

PLUGGED ON COMO TV SHOW

THE ORIGINAL

ART MOONEY

and His Orchestra

nuttin' for Christmas

Vocal by 6-year-old TV star

BARRY GORDON

MGM 12092 78 rpm • K 12092 45 rpm

SPECIAL!

Johnny Oliver
sings

CHAIN GANG

and

THESE HANDS

MGM 12164 78 rpm
K 12164 45 rpm

CONNIE FRANCIS

MY TREASURE

3 BIG PLUGS
NBC, CBS
and WABD

MGM 12122 78 RPM • K 12122 45 RPM

BETTY MADIGAN

THERE SHOULD BE RULES

and STRANGERS

MGM 12094 78 rpm • K 12094 45 rpm

Sheb Wooley

ARE YOU SATISFIED

MGM 12114
K 12114

ROBBIN HOOD

A TEEN AGE PRAYER

NO SCHOOL TOMORROW

MGM 12138 78 rpm • K 12138 45 rpm

SAM (The Man) TAYLOR

HIT THE ROAD

TAYLOR MADE

MGM 12131 78 rpm • K 12131 45 rpm

LEROY HOLMES
and His Orch.

SONG OF DECEMBER

and **THE LITTLE BELL**

(That Just Went Ding)
MGM 12128 78 rpm
K 12128 45 rpm

BILL GALLUS

SOMETIME and FOOLISHLY

MGM 12124 78 rpm
K 12124 45 rpm

**The Billboard Music Popularity Charts
POPULAR RECORDS**

• Territorial Best Sellers

For survey week ending December 21

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

Atlanta

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Moments to Remember, Four Lads, Col.
4. It's Almost Tomorrow Dream Weavers, Dec.
5. Band of Gold, D. Cherry, Col.
6. Nuttin' for Christmas B. Gordon-A. Mooney, M-G-M

Baltimore

1. Sixteen Tons, T. Ernie, Cap.
2. Memories Are Made of This D. Martin, Cap.
3. He, A. Hibbler, Dec.
4. I Hear You Knockin', G. Storm, Dot
5. Everybody's Got a Home But Me E. Fisher, Vic.
6. Love Is a Many-Splendored Thing Four Aces, Dec.
7. Daddy-O, Fontane Sisters, Dot
8. Only You, Platters, Mer.
9. It's Almost Tomorrow Dream Weavers, Dec.

Boston

1. Sixteen Tons, T. Ernie, Cap.
2. Memories Are Made of This D. Martin, Cap.
3. It's Almost Tomorrow Dream Weavers, Dec.
4. He, A. Hibbler, Dec.
5. Nuttin' for Christmas B. Gordon-A. Mooney, M-G-M
6. Only You, Platters, Mer.
7. Autumn Leaves, R. Williams, Kap.
8. Band of Gold, D. Cherry, Col.
9. Woman in Love, F. Laine, Col.
10. Dolly's Oh Susanna D. Charles-Singing Dogs, Vic.

Buffalo

1. Sixteen Tons, T. Ernie, Cap.
2. Angels in the Sky, Crew Cuts, Mer.
3. Nuttin' for Christmas B. Gordon-A. Mooney, M-G-M
4. Memories Are Made of This D. Martin, Cap.
5. Great Pretender, Platters, Mer.
6. Love and Marriage, F. Sinatra, Cap.

Chicago

1. Sixteen Tons, T. Ernie, Cap.
2. Nuttin' for Christmas B. Gordon-A. Mooney, M-G-M
3. Memories Are Made of This D. Martin, Cap.
4. Band of Gold, D. Cherry, Col.
5. Autumn Leaves, B. Williams, Kap.
6. I Hear You Knockin', G. Storm, Dot
7. Love and Marriage, F. Sinatra, Cap.
8. Great Pretender, Platters, Mer.
9. Woman in Love, Four Aces, Dec.

Cincinnati

1. Sixteen Tons, T. Ernie, Cap.
2. Memories Are Made of This D. Martin, Cap.
3. I Hear You Knockin', G. Storm, Dot
4. Autumn Leaves, R. Williams, Kap.
5. Moments to Remember, Four Lads, Col.
6. He, A. Hibbler, Dec.
7. Angels in the Sky, Crew Cuts, Mer.

Cleveland

1. Great Pretender, Platters, Mer.
2. Memories Are Made of This D. Martin, Cap.
3. Sixteen Tons, T. Ernie, Cap.
4. Nuttin' for Christmas B. Gordon-A. Mooney, M-G-M
5. Angels in the Sky, Crew Cuts, Mer.
6. Band of Gold, D. Cherry, Col.
7. Lisbon Antigua, N. Riddle, Cap.
8. Autumn Leaves, R. Williams, Kap.

Dallas-Fort Worth

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. It's Almost Tomorrow Dream Weavers, Dec.
4. Cry Me a River, J. London, Lbt.
5. Teen-Age Prayer, G. Storm, Dot

Denver

1. Sixteen Tons, T. Ernie, Cap.
2. Memories Are Made of This D. Martin, Cap.
3. I Hear You Knockin' G. Storm, Dot
4. Only You, Platters, Mer.
5. Daddy-O, Fontane Sisters, Dot
6. Moments to Remember, Four Lads, Col.
7. Woman in Love, F. Laine, Col.

Detroit

1. Memories Are Made of This D. Martin, Cap.
2. Band of Gold, D. Cherry, Col.
3. Sixteen Tons, T. Ernie, Cap.
4. Nuttin' for Christmas, J. Ward, Kng.
5. Great Pretender, Platters, Mer.
6. Rock and Roll Waltz, K. Starr, Cap.

Kansas City

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Angels in the Sky, Crew Cuts, Mer.
4. I Hear You Knockin', G. Storm, Dot
5. He, A. Hibbler, Dec.
6. Only You, Hilltoppers, Dot.

Los Angeles

1. Sixteen Tons, T. Ernie, Cap.
2. Memories Are Made of This D. Martin, Cap.
3. Dolly's Oh Susanna D. Charles-Singing Dogs, Vic.
4. Moments to Remember, Four Lads, Col.
5. Lisbon Antigua, N. Riddle, Cap.
6. He, A. Hibbler, Dec.
7. Love Is a Many-Splendored Thing Four Aces, Dec.

Milwaukee

1. Sixteen Tons, T. Ernie, Cap.
2. Memories Are Made of This D. Martin, Cap.
3. Great Pretender, Platters, Mer.
4. Nuttin' for Christmas B. Gordon-A. Mooney, M-G-M
5. I Hear You Knockin', G. Storm, Dot
6. Angels in the Sky, Crew Cuts, Mer.

Mpls.-St. Paul

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Angels in the Sky, Crew Cuts, Mer.
4. Are You Satisfied? R. Draper, Mer.
5. Moments to Remember, Four Lads, Col.
6. Nuttin' for Christmas, J. Ward, Kng.
7. My Treasure, Hilltoppers, Dot
8. Mostly Martha, Crew Cuts, Mer.

New Orleans

1. Sixteen Tons, T. Ernie, Cap.
2. Memories Are Made of This D. Martin, Cap.
3. I Hear You Knockin', G. Storm, Dot
4. Great Pretender, Platters, Mer.
5. Band of Gold, D. Cherry, Col.
6. It's Almost Tomorrow Dream Weavers, Dec.
7. Everybody's Got a Home But Me E. Fisher, Vic.
8. Are You Satisfied? R. Draper, Mer.
9. Love Is a Many-Splendored Thing Four Aces, Dec.
10. Lisbon Antigua, N. Riddle, Cap.

New York

1. Sixteen Tons, T. Ernie, Cap.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. He, A. Hibbler, Dec.
4. Moments to Remember, Four Lads, Col.
5. I Hear You Knockin', G. Storm, Dot

Philadelphia

1. Sixteen Tons, T. Ernie, Cap.
2. Memories Are Made of This D. Martin, Cap.
3. Autumn Leaves, R. Williams, Kap.
4. Love Is a Many-Splendored Thing Four Aces, Dec.
5. Love and Marriage, F. Sinatra, Cap.
6. Nuttin' for Christmas B. Gordon-A. Mooney, M-G-M
7. He, A. Hibbler, Dec.
8. Moments to Remember, Four Lads, Col.

Pittsburgh

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Nuttin' for Christmas B. Gordon-A. Mooney, M-G-M
4. Great Pretender, Platters, Mer.
5. It's Almost Tomorrow Dream Weavers, Dec.
6. Lisbon Antigua, N. Riddle, Cap.
7. Dungeness Doll, E. Fisher, Vic.
8. Love and Marriage, F. Sinatra, Cap.
9. White Christmas, Drifters, Atl.
10. Are You Satisfied?, R. Draper, Mer.

St. Louis

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. He, A. Hibbler, Dec.
4. Daddy-O, Fontane Sisters, Dot
5. Angels in the Sky, Crew Cuts, Mer.
6. Love and Marriage, F. Sinatra, Cap.

San Francisco

1. Sixteen Tons, T. Ernie, Cap.
2. Autumn Leaves, R. Williams, Kap.
3. Memories Are Made of This D. Martin, Cap.
4. Moments to Remember, Four Lads, Col.
5. Only You, Platters, Mer.
6. He, A. Hibbler, Dec.

Seattle

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Great Pretender, Platters, Mer.
4. Love and Marriage, F. Sinatra, Cap.
5. Cry Me a River, J. London, Lbt.
6. It's Almost Tomorrow, J. Stafford, Col.

Toronto

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

DECCA BURSTS INTO 56

With a hit by...

Roy Allen

I'M A YOUNG COWBOY



B/W THE LAST
ROUND UP
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America's Fastest Selling Records

The Billboard Music Popularity Charts

POPULAR RECORDS



BONNIE LOU DADDY-O King 4864

BOYD BENNETT THE MOST King 4853

MY BOY-FLAT TOP King 1494 SEVENTEEN King 1470

OTIS WILLIAMS NEW GROUP

THAT'S YOUR MISTAKE b/w Too Late I Learned DeLuxe 6091

BUBBER JOHNSON COME HOME THERE'LL BE NO ONE King 4822

LITTLE WILLIE JOHN HOME AT LAST b/w NEED YOUR LOVE SO BAD King 4841 ALL AROUND THE WORLD King 4818

THE MIDNIGHTERS ROCK AND ROLL WEDDING b/w That House on the Hill Federal 12240

NEW RELEASES!!

THE PLATTERS TELL THE WORLD I Need You All the Time Federal 12250

JACK DUPREE SILENT PARTNER b/w She Cooks Me Cabbage King 4859

EARL (CONNELLY) KING TIME WILL TELL b/w Here I Stand King 4862

KING RECORDS

COMING UP STRONG

Listed below are records which have shown solid trade response during the past week, altho actual sales were not yet heavy enough to place them on the National Best-Selling Chart.

- 1. All at Once You Love Her Perry Como (ASCAP) RCA Victor 6294
2. Are You Satisfied? Rusty Draper (BMI) Mercury 70757
3. Teen-Age Prayer Gloria Mann (BMI) Sound 126
4. The Rock and Roll Waltz Kay Starr (BMI) RCA Victor 6359
5. Gee Whittakers Pat Boone (BMI) Dot 15435
6. The Tender Trap Frank Sinatra (ASCAP) Capitol 3290
7. C'est La Vie Sarah Vaughan (ASCAP) Mercury 70727
8. Everybody's Got a Home But Me Roy Hamilton (ASCAP) Epic 9132
9. Take Me Back to Toyland I'm Gonna Laugh You Right Out of My Life.... Nat (King) Cole Capitol 3305
10. My Believing Heart Joni James (ASCAP) M-G-M 12126

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

VOX JOX

By JUNE BUNDY

GIMMIX: Tom Edwards, WERE, Cleveland, has introduced a gimmick wherein housewives-listeners are invited to mention his name at checkout counters of super markets and give their opinions on Edwards' "question of the week."

TEAM WORK: Two Rhode Island stations-WNRI, Woonsocket, and WICE, Providence - have established a unique good-neighbor policy. Each week deejays Tracy Carneau and Steve May at WNRI and spinners Sherm Strikhouser and Jim Mendes of WICE select a "record pick," which is then spun twice a day by all four deejays on both stations thruout the following week.

YESTERYEAR'S TOPS-

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

- DECEMBER 29, 1945: 1. It's Been a Long, Long Time 2. It Might as Well Be Spring 3. I Can't Begin to Tell You 4. Symphony 5. Chickery Chick 6. White Christmas 7. Waitin' for the Train to Come In 8. That's for Me 9. Let It Snow! Let It Snow! Let It Snow! 10. I'll Buy That Dream 11. Till the End of Time 12. Aren't You Glad You're You? 13. Come to Baby, Do 14. It's Only a Paper Moon 15. (Did You Ever Get That Feeling) In the Moonlight

DECEMBER 30, 1955:

- 1. Tennessee Waltz 2. The Thing 3. Harbor Lights 4. Rudolph, the Red-Nosed Reindeer 5. Nevertheless 6. My Heart Cries For You 7. Bushel and a Peck 8. Frosty, the Snowman 9. All My Love 10. Thinking of You

plug each other's choice, with stations alternating the "pick" of the week. Neither outlet provides listening competition for the other, and the disk chosen garners a considerable number of plugs.

CHANGE OF THEME: Jim Pendlebury, formerly with KELK, Elko, Nev., has moved to KBLI, Blackfoot, Idaho. Don Wilson music librarian of WDYG, Cumberland, Md., has enlisted for three years with the U. S. Marines. Don (also a member of the Ron and Don show and had his own program, "The Night Rider," over WDYG) wants to start a teen-ager's deejay pen pal club and invites any teen-age deejays interested in the idea to write to him in care of WDYG.

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Best Selling Sheet Music

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

- 1. Sixteen Tons 1 7
2. Autumn Leaves 2 16
3. He 3 14
3. Love and Marriage 4 9
5. Moments to Remember 7 14
6. Suddenly There's a Valley 5 16
7. Memories are Made of This 8 2
8. Love Is a Many-Splendored Thing 6 17
9. Bible Tells Me So 9 20
10. It's Almost Tomorrow 3
11. All at Once You Love Her 1
12. Silver Bells 1
13. Band of Gold 1
14. Nuttin' for Christmas 1
14. Shifting, Whispering Sands 10 12

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The First Smash of '56!

Paula Kelly

Francis Scott

Allan Copeland

Hal Dickinson

Johnny Drake

"AIN'T SHE SWEET"

CORAL NO. 61555

b/w "GO ON WITH THE WEDDING"

THE SWINGINGEST SIDE EVER RECORDED BY

The Modernaires

DIRECTION MCA



PERSONAL MANAGEMENT *Thomas P. Sheils*

The Billboard Music Popularity Charts POPULAR RECORDS

• Review Spotlight on . . .

RECORDS

CHUCK MILLER . . . Mercury 70767 LOOKOUT MOUNTAIN
(Westbury, BMI)

Miller latches on to a great piece of folk type material here with a good bit of the charm of "House of Blue Lights." Add to Miller's exciting, spirited delivery, a relentlessly swinging backing, and it spells big breakout power. Flip is "Boogie Blues" (Robbins, ASCAP).

*BILL HALEY . . . Decca 29791 SEE YOU LATER, ALLIGATOR
(Arc, BMI)

Haley and the crew have come up with another solid, rockin' rouser. It's a story with a touch of humor about a gal who tells one guy to hit the road while the other's around. Styled in the typical Haley success pattern. Flip is "The Paper Boy." (Valleybrook, ASCAP.)

THE FOUR LADS—Columbia 40629 NO, NOT MUCH

On the heels of their highly successful "Moments to Remember," the Lads deliver a warm, moving treatment of a mighty attractive new tune. The material has a "Do I Worry" quality and it looks like a plenty potent entry wherever the teen coin jingles. Flip is "I'll Never Know."

TALENT

BOBBY SCOTT . . . ABC-Paramount 9658 CHAIN GANG
(Pincus, ASCAP)

SHADRACH

This young pianist with an established jazz reputation displays a wonderful, warm, husky charm on two impressive pop vocal sides; his first. On top is an earthy, folksy lament that seems to be a descendant of "16 Tons." Flip is the standard spiritual. Good material on both sides provides an excellent showcase.

DOROTHY OLSEN THE LITTLE WHITE DUCK
(General, ASCAP)

THE FOX

The school teacher who cashed in on the "Name That Tune" TV-er to the tune of \$25,000 Tuesday (20) comes thru with a pair of winning kiddie-styled sides. Both have a simple, folksy, down-to-earth flavor, reminiscent of some earlier Burl Ives sides, and Miss Olsen has the warm, sincere pipes to make immediate and complete contact with kiddie listeners.

TUNE

JOHNNY OLIVER . . . M-G-M 12164 THESE HANDS
JEFFREY CLAY Coral 61567
(Hill and Range, BMI)

Here's a rich piece of song material with elements of pop, country, r.&b. and religioso. It gets a fine demonstration from both of these big-voiced warblers. Oliver's down-to-the-sod sincerity is especially telling. Like the smash "16 Tons," it's the plaint of a working man whose hands reveal a lifetime of struggle, and now they're raised to praise the Lord. Both entries have strong flips. Oliver's is "Chain Gang" (Pincus, ASCAP), and Clay's is his own "You'll Be Sorry" (Northern, ASCAP).

• Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential. The same considerations are applied to records reviewed in the country and western, and rhythm and blues fields.

- 80-100, Tops
- 80-89, Excellent
- 70-79, Good
- 60-69, Satisfactory
- 50-59, Limited
- 0-49, Poor

GUY MITCHELL
Ninety-Nine Years 81

COLUMBIA 40631—Mitchell chants this powerful piece of material in his best style. It has a strong lyric and a persuasive beat.

Perfume, Candy and Flowers . . . 75

This side is a lively up-tempo item with a smart lyric, and Mitchell belts it out strongly.

TONY MARTIN
Love, You Funny Thing 77

VICTOR 6368—A big-voice ballad that Martin punches home with vigor. The arrangement and Henri Rene's orking give Martin's all-out effort a solid foundation. A most appealing item for the Martin fans. (Feist, ASCAP).

Just a Gigolo 75

The singer hits a quiet, nostalgic mood for his styling of the oldie. An appealing performance that deserves exposure. (DeSylva, Brown & Henderson, ASCAP)

SAMMY SHORE
Seventeen Tons 76

"X" 187—Here's the first of what will undoubtedly be many parodies of the click "16 Tons." There are lots of chuckles in the grooves. Side will win many spins, and sales should be pretty good. (American, BMI)

What Is a Skunk? 72

Lots of jockeys will have a ball with this one. It's a humorous narration that examines all the different types of the aromatic mammals. (Valleydale, BMI)

ANITA BRYANT
Somebody Sees! 76

DAVIS 443—A standout reading by the sweet-voiced thrush on a moving theme, a la "He," etc. (Davis, ASCAP)

THE SONG SPINNERS
Sinful to Flirt 72

The group wraps up a pretty country-styled tune with brightness and charm. (Beacon, BMI)

SAMMY KAYE ORK
Hey, Pretty Girl 76

COLUMBIA 40621—Sam Taylor helps the Kaye crew make the long hop to r.&b. The "Man" gives out with the usual fine tenor and the vocal and band sounds really jump in a surprisingly swinging job. (Progressive, BMI)

In the Valley of the Moon 74

Here's a typical Kaye romantic offering with gal and guy in vocal duet. Nicely paced for dreamy terpers. (E. H. Morris, ASCAP)

THE THREE CHUCKLES
Anyway 75

"X" 186—The boys take a ride on a good swinger. A lot of good solid beat here and the grooves could pull some spins. (Goday, BMI)

The Funny Little
Things We Used to Do 73

A slow, slow weeper ballad which focuses on the "how can I go on" angle. Group emotes with much tearful meaning. (Regent, BMI)

(Continued on page 34)

U. S. Pix Dubs For Blondeau

NEW YORK, Dec. 24.—Jean-Paul Blondeau, the French packager who created "Dollar a Second," is getting into a dubbing operation for U. S. TV film series. Under the name Blondeau International Television, he opened an office this week at 520 Fifth Avenue here.

He is understood to be negotiating for several series from CBS-TV Film Sales. Blondeau can dub a show into French, Spanish or Italian for \$600 per half hour.

7-Up Renews 'Soldiers'

HOLLYWOOD, Dec. 24.—Seven-Up Bottling Company this week renewed "Soldiers of Fortune," revue produced adventure series. The renewal is for 52 weeks on a 26 plus 26 basis.

The program is handled by the National Sales Division of MCA, altho Seven-Up spot books it in some 70-odd markets.

ABC-PARAMOUNT
LATEST RELEASE
Chain Gang
c/w Shadrach
BOBBY SCOTT
9658

4-Speed Automatic
V-M 1250
Voice of Music

TV SMASH
ANDY WILLIAMS
WIND, SAND AND STARS
1282
cadence RECORDS

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1955'S TOP TUNES

based on the HONOR ROLL OF HITS

A recapitulation of The Billboard's weekly Honor Roll of Hits for 1955, this chart is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Charts. These charts include sheet music sales, record sales, juke box plays, disk jockey plays, radio-TV performances and film usage. Tunes with an asterisk (*) carried over from 1954.

Pos.	Song	Writer	Publisher	Licensee	Pos.	Song	Writer	Publisher	Licensee
1.	UNCHAINED MELODY	H. Zaret-A. North	Frank	ASCAP	27.	WAKE THE TOWN AND TELL THE PEOPLE	Gallop & Livingston	Joy	ASCAP
	Best Selling Records: L. Baxter, Cap.; A. Hibbler, Dec.; R. Hailton, Epic					Best Selling Record: L. Baxter, Cap.			
2.	BALLAD OF DAVY CROCKETT	T. Blackburn-G. Burns	Wonderland	BMI	28.	*THAT'S ALL I WANT FROM YOU	M. Rotha	Weiss & Barry	BMI
	Best Selling Records: B. Hayes, Cadence; T. Ernie, Cap.; F. Parker, Col.					Best Selling Record: J. P. Morgan, Vic.			
3.	CHERRY PINK AND .. APPLE BLOSSOM WHITE	Louigny-M. David	Chappell	ASCAP	29.	EARTH ANGEL	C. Williams	Dootsie Williams	BMI
	Best Selling Record: P. Prado, Vic.					Best Selling Records: Crew Cuts, Mercury; Penguins, Dootone			
4.	YELLOW ROSE OF TEXAS	D. George	Planetary	ASCAP	30.	OPEN UP YOUR HEART	S. Hamblen	Hamblen	BMI
	Best Selling Records: M. Miller, Col.; J. Desmond, Coral					Best Selling Record: Cowboy Church Sunday School, Dec.			
5.	MELODY OF LOVE	M. Englemann-T. Glazer	Shapiro-Bernstein	ASCAP	31.	BIBLE TELLS ME SO	D. Evans	Paramount-Roy Rogers	ASCAP
	Best Selling Records: B. Vaughn, Dot; D. Carroll, Mercury; Four Aces, Dec.					Best Selling Record: D. Cornell, Coral			
6.	ROCK AROUND THE CLOCK	J. DeKnight-M. Freeman	Myers	ASCAP	32.	HONEY BABE	P. F. Webster-M. Steiner	Witmark	ASCAP
	Best Selling Record: B. Haley, Dec.					Best Selling Record: A. Mooney, M-G-M			
7.	SINCERELY	H. Fuqua-A. Freed	Arc	BMI	33.	HE	R. Mullan-J. Richards	Avas	BMI
	Best Selling Record: McGuire Sisters, Coral					Best Selling Records: A. Hibbler, Dec.; McGuire Sisters, Coral			
8.	LOVE IS A MANY-SPLENDORED THING	S. Fain-P. Webster	Miller	ASCAP	34.	SUDDENLY THERE'S A VALLEY	C. Meyer-B. Jones	Warmen-Hill & Range	BMI
	Best Selling Record: Four Aces, Dec.					Best Selling Records: J. Stafford, Col.; G. Grant, Era			
9.	AUTUMN LEAVES	J. Mercer-J. Prevert-J. Kosma	Ardmore	ASCAP	35.	HUMMINGBIRD SONG	D. Robertson	Ross Jungnickel	ASCAP
	Best Selling Record: R. Williams, Kapp.					Best Selling Record: L. Paul & M. Ford, Cap.			
10.	AIN'T THAT A SHAME	D. Bartholomew-A. Domino	Commodore	BMI	36.	IT'S A SIN TO TELL A LIE	B. Mayhew	Bregman, Vocco & Conn	ASCAP
	Best Selling Record: P. Boone, Dot					Best Selling Record: Somethin' Smith & The Redheads, Epic			
11.	*LET ME GO, LOVER	J. L. Carlson-A. Hill	Hill & Range	BMI	37.	ONLY YOU	Buck Ram	Wildwood	BMI
	Best Selling Records: J. Weber, Col.; T. Brewer, Coral; P. Page, Mercury					Best Selling Records: Platters, Mercury; Hilltoppers, Dot			
12.	*MR. SANDMAN	P. Ballard	E. H. Morris	ASCAP	38.	WHATEVER LOLA WANTS	R. Adler-J. Ross	Frank	ASCAP
	Best Selling Records: Chordettes, Cadence; Four Aces, Dec.					Best Selling Record: S. Vaughan, Mercury			
13.	DANCE WITH ME, HENRY	J. Taub-J. Josea-S. Ling	Modern	BMI	39.	TEACH ME TONIGHT	S. Cahn-G. DePaul	Hub	ASCAP
	Best Selling Record: G. Gibbs, Mercury					Best Selling Records: DeCastro Sisters, Abbott, J. Stafford, Col.			
14.	*HEARTS OF STONE	R. Jackson-E. Ray	Regent	BMI	40.	HEART	R. Adler-J. Ross	Frank	ASCAP
	Best Selling Records: Fontane Sisters, Dot; Charms, DeLuxe					Best Selling Record: E. Fisher, Vic.			
15.	LEARNIN' THE BLUES	D. Silvers	Barton	ASCAP	41.	I HEAR YOU KNOCKIN'	D. Bartholomew	Commodore	BMI
	Best Selling Record: F. Sinatra, Cap.					Best Selling Records: G. Storm, Dot; S. Lewis, Imperial			
16.	SIXTEEN TONS	M. Travis	American Music	BMI	42.	*MAKE YOURSELF COMFORTABLE	B. Merrill	Rylan	ASCAP
	Best Selling Record: T. Ernie, Cap.					Best Selling Record: S. Vaughan, Mercury			
17.	TWEEDLE DEE	W. Scott	Progressive	BMI	43.	I'LL NEVER STOP LOVING YOU	Kahn-Bradszky	Feist	ASCAP
	Best Selling Records: G. Gibbs, Mercury; L. Baker, Atlantic					Best Selling Record: Doris Day, Col.			
18.	SEVENTEEN	Young-Gorman-Bennett	Lois	BMI	44.	LOVE AND MARRIAGE	S. Cahn-J. Van Heusen	Barton	ASCAP
	Best Selling Record: Fontane Sisters, Dot					Best Selling Record: F. Sinatra, Cap.			
19.	MOMENTS TO REMEMBER	Stillman-R. Allen	Beaver	ASCAP	45.	TINA MARIE	B. Merrill	Roncom	ASCAP
	Best Selling Record: Four Lads, Col.					Best Selling Record: P. Como, Vic.			
20.	A BLOSSOM FELL	H. Barnes-H. Cornelius-D. John	Shapiro-Bernstein	ASCAP	46.	LONGEST WALK	E. Pola-F. Spielman	Advance	ASCAP
	Best Selling Record: Nat (King) Cole, Cap.					Best Selling Record: J. P. Morgan, Vic.			
21.	HOW IMPORTANT CAN IT BE	B. Benjamin-G. Weiss	Laurel	ASCAP	47.	*NO MORE	L. DeJohn-D. DeJohn-J. DeJohn	Maple Leaf	BMI
	Best Selling Records: J. James, M-G-M; S. Vaughan, Mercury					Best Selling Records: De John Sisters, Epic; McGuire Sisters, Coral			
22.	HARD TO GET	J. Segal	Witmark	ASCAP	48.	PLAY ME HEARTS AND FLOWERS	M. Curtis-S. Green	Advance	ASCAP
	Best Selling Record: G. MacKenzie, X					Best Selling Record: J. Desmond, Coral			
23.	SHIFTING, WHISPERING SANDS	M. & V. Gilbert	Gallatin	BMI	49.	MAYBELLENE	C. Berry	Arc	BMI
	Best Selling Records: R. Draper, Mercury; B. Vaughn, Dot					Best Selling Record: C. Berry, Chess			
24.	SOMETHING'S GOTTA GIVE	J. Mercer	Robbins	ASCAP	50.	MAN IN A RAINCOAT	W. Webster	Canadian Limited	BMI
	Best Selling Record: McGuire Sisters, Coral					Best Selling Records: P. Wright, Unique; M. Marlowe, Col.			
25.	KO KO MO	F. Wilson-J. Porter-E. Levy	Meridian	BMI					
	Best Selling Record: P. Como, Vic.								
26.	*NAUGHTY LADY OF SHADY LANE	Tepper & Bennett	Paxton	ASCAP					
	Best Selling Records: Ames Brothers, Vic.; A. Bleyer, Cadence								

While the "Crazy Otto Medley" rates a position in the top recordings, we cannot give it an accurate listing as this chart is compiled by tune popularity. If it were tabulated as a single song it would have rated 21st position.

The Billboard Music Popularity Charts POPULAR RECORDS

THE TOP 100

For survey week ending December 14

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

Table with columns: This Week, Song, Artist, Label, Week Last. Lists top 100 records including 'Sixteen Tons', 'Memories Are Made of This', 'I Hear You Knockin'', etc.

Col-LP Plan

Continued from page 10

selling items to grab off sales on slower selling LP's which they may not carry in stock.

About 400 LP's have been placed in a "great standard album" category, any one of which may be "sold" by dealers, beginning February 2, by a coupon set-up. Established dealers will be given, at no cost, a binder listing all LP's available under the plan. Quantities of coupons will also be supplied which the dealer will use to complete the sale with his customer.

Coupons will be sent to a new Columbia facility at Terre Haute, Ind., which will mail the ordered album direct to the consumer or to the store, whichever is indicated. The dealers will collect from consumers when the sale is made at the counter, stores will be billed later.

On sales completed in this manner, distributors will bill dealers at 25 per cent off the list price, rather than the normal discount. If the dealer elects to stock sets in this category, he may place orders twice a year, in March and in September. In this case, of course, the full discount is allowed.

85 Cents Each

The third major facet of "Operation Quicksilver" will provide for delivery of an ample supply of demonstration LP's to dealers at low cost. Cost per 12-incher to dealers subscribing to the plan will be 85 cents each.

To come into the plan, dealers may order a basic library of demonstration material consisting of 100 pre-selected LP's in all repertoire categories for \$85. This catalog material will be supplemented at the rate of three to five LP's a month at an additional cost of 85 cents per 12-incher. Disks will be regular pressings in commercial jackets, but will sport a "not for sale" slug on labels.

With the debuting of the new merchandising program, Columbia will also promote heavily a bumper crop of new packages in the classical, pop, jazz and children's categories. Heaviest push will be given a set of Benny Goodman LP's in a two-month promotion commemorating the 25th year since the orkster first recorded for the label. This program, described in an earlier story, will be accompanied by the availability of a large number of dealer selling aids.

On the new artist line-up, major stress will be placed on three new pianist acquisitions—Glenn Gould, Villegas, and Leon Fleisher.

Single Sales

Singles sales will also come in for special attention, with first plug releases to include new sides by Jill Corey, Jack Paar and Vic Damone. The Corey release will be kicked off by a U. S. Steel Hour drama over CBS-TV January 4, in which the disk, featuring the ditty "Wait for Tomorrow," will be played in its entirety three times. The platter figures as integral part of the seg.

Columbia merchandising and sales execs who will introduce "Quicksilver" to the diskery's 37 distributors next week include Hal Cook, Bill Gallagher, Jack Loetz, Stan Kavan, Jack Fuller, Art Schwartz, Peter Munves, Gil McKean and Irv Townsend. They will be joined by Columbia district men Paul Peppin, Gene Block, Tom Cade, Warner Pagliara, Ken Glancy, Gene Weiss, Arnold Klein, Fred Wilmot and Jim Turnbull.

Mercury Plans

Continued from page 10

searchist-publicist Eileen Mack to conduct a special survey of the album field, and her findings will be incorporated into the label's over-all LP production plan for 1956. Mercury's new subsidiary Wing will also put special emphasis on package goods next year.

Cincinnati

RCA Victor's Al Calders was in from New York for several days last week to contact the local deejays on Kay Starr's "Rock 'n' Roll Waltz" He left here Thursday (22) for Pittsburgh.

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Best Sellers in Stores

For survey week ending December 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 dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

Table with columns: This Week, Song, Artist, Label, Week Last. Lists top country and western records including 'Sixteen Tons', 'Love, Love, Love', 'Just Call Me Lonesome', etc.

Most Played in Juke Boxes

For survey week ending December 21

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

Table with columns: This Week, Song, Artist, Label, Week Last. Lists top country and western records for juke boxes including 'Sixteen Tons', 'Love, Love, Love', 'Just Call Me Lonesome', etc.

Most Played by Jockeys

For survey week ending December 21

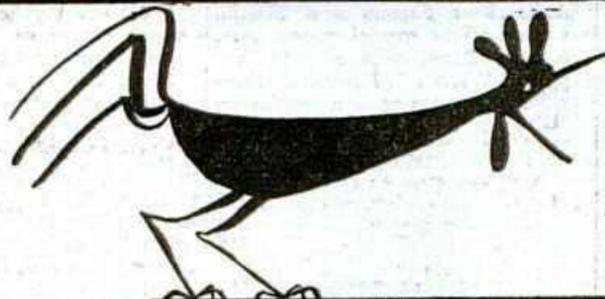
SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

Table with columns: This Week, Song, Artist, Label, Week Last. Lists top country and western records for jockeys including 'Love, Love, Love', 'Sixteen Tons', 'Why, Baby, Why?', etc.

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.

DECCA BURSTS INTO



Leading the C&W Parade with...

KITTY WELLS

RED FOLEY



YOU
AND
ME

NO
ONE
BUT YOU



DECCA 29740-9-29740

America's Fastest Selling Records



DECCA RECORDS

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• This Week's Best Buys

WHEN YOU SAID GOODBYE (Harpeth Hills, BMI)
TROUBLE IN MIND (Jenkins, ASCAP)—Eddy Arnold—RCA Victor 6365

Only one other country artist—Webb Pierce—moves out a new release with the astonishing speed that Arnold habitually does. Available in many markets just a week, initial sales were of such an order that its early appearance on the charts seems certain. While both sides were getting wide play and attracted favorable attention, the edge from the outset has been on "Goodbye." A previous Billboard "Spotlight" pick.

• Review Spotlight on . . . RECORDS

RED FOLEY AND KITTY WELLS

No One But You (Lowery, BMI)
You and Me (Hill & Range, BMI)—Decca 29740—Two of the top-level country artists team up here on a couple of fine emotion-laden sides. Both of them drip with tender thoughts and vows as the pair sing to each other and then wind up in solid wailing country harmony.

MARTY ROBBINS

Tennessee Toddy (Acuff-Rose, BMI) — Decca 29740 — R.&b. ideas in the country field have been spurred by Robbins in past sides and now he comes thru with a winning hunk of wax with the strongest r.&b. overtones yet. It's an exciting side with a wildly-paced, thoro' gimmicked-up beat. Flip is "Mean Mama Blues" a sincere and convincing blues opus (Acuff-Rose, BMI).

NOVELTY

HOMER AND JETHRO

This Is a Wife? (Tee Kaye, ASCAP)—RCA Victor 6374—The comical pair have turned out a side that takes off on the now famous Steve Allen "What Is a Wife" bit, and the wax is good for a pile of rousing laughs. It's definitely one of their better efforts. Flip is "Love and Marriage," a parody on another pop tune (Barton, ASCAP).

First Time Together
 Wilma Lee and Al Terry
"NOT ANYMORE"
 c/w
"WE MAKE A LOVELY COUPLE"
 Hickory 1041

TOMMY COLLINS
"I'll Be Gone"
 b/w
"I Love You More and More Each Day"
 CAPITOL 32289
 CENTRAL SONGS, INC.
 6308 Sunset Blvd., Hollywood 28, Calif.

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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Laurel and Miles, the Harmony Boys of Abbott Records, are now featured on their own "Western Jamboree" over WRAC, Racine, Wis. Appearing with them on the latter seg are Buddy Nelson and Jean Marlene. Laurel and Miles are currently featuring the new Harmony House tune, "As Bad as I Am (and as Good as You Are)," written by Sterling Sherwin. . . . Cliff Ostermeyer, Emerald Records head, and Rusty Cole, who recently waxed the Harmony House ditty, "Once in a Lifetime (I Meet Somebody Like You)," will make a trek thru the Southland early in January to interest deejays in the new Emerald catalog.

Slim Whitman appears with Col. Tom Parker's big show in St. Louis on New Year's Day, and is set for an extended swing thru Texas in January and February. On February 27, Slim begins a seven-week stay in England. . . . Sonny James returned to Dallas early last week for another session for Capitol, and then headed for his Alabama home for the holidays. He returns to Dallas this weekend for "Big D Jamboree's" big New Year's Eve show.

Jean Shepard planed to the West Coast December 22 to spend the holidays with her family and to make a new album for Capitol. . . .

George Morgan was the star on the Prince Albert portion of "Grand Ole Opry" Christmas Eve, with the Anita Kerr Singers and Martha Carson on as special guests. . . . Skeeter Bonn, who recently departed WLW's "Midwestern Hayride," is appearing as a regular on "WWVA 'a m b o r e e,'" Wheeling, W. Va.

"The Grand Ole Opry" show on the ABC-TV network, January 7, will feature Ernest Tubb, Jimmy Dickens, Ray Price, Ferlin Huskey, June Carter, Jean Shepard, the Carlises, Slim Whitman, Chet Atkins and the Cedar Hill Square Dancers. Tony Bennett, Columbia recording artist, will be the special guest for the occasion.

Lulu Belle and Scotty, of the WLS "National Barn Dance," guested on Steven Allen's "Tonight" TV show from Chicago Monday night of last week (19). . . . Betty Foley and several members of the "Ozark Jubilee" gang will be the guests on "Circle Theater Jamboree," Cleveland, on New Year's Eve. "Circle Theater" is still shopping for record names for future bookings. . . . Jimmie Crane, who recently inked a recording pact with Bob Tanner, of TNT Records, has just had his first release on that label, "Love Bandit" b/w "Everybody Wants a Change." This is Crane's first waxing since his Imperial, "What Am I Gonna Do?" b/w "Six Feet Under." Jimmie says he'll send a sample of his latest waxing to all deejays who will write him on their station's letterhead. Crane's address is 1141 South Fifth Street, Abilene, Tex.

taken by Shirley Starr. The Border Riders' personnel now comprises Cy Williams, fiddle, banjo and vocals; Hiram Hayseed, comedian; Marion Martin, blind accordionist; Miss Starr, bass and vocals, and Williams, guitar and vocals.

Little Montie Jones, 10-year-old performer from Springfield, Mo., is slated for once-a-month guest shots on "Big D Jamboree," Dallas, beginning early in January. . . . Sonny James and Charline Arthur tentatively set for a swing along the Upper Eastern Coast beginning late in January. . . . Denver Duke and Jeffery Null (Blue Hen) left Cicero, Ill., last Friday (23) for Nashville to cut four new sides. Two of the ditties are from the Vokes Music catalog.

Hank King (Blue Ribbon) heads for Nashville January 14 for a week of meandering, including a guest shot at Ernest Tubb's Record Shop. Hank headlines the "Country Carnival Jamboree," new c.&w. seg in Pittsburgh. . . . Cowboy Howard Vokes, of Vokes Music, New Kensington, Pa., has acquired from Louise Webb, of Nashville, a new ditty titled "Empty Victory," which he will cut soon on his own label. . . . Ann Jones and Her Western Sweethearts are currently playing dances thru the Pacific Northwest.

Initial release on the new Canton Records label, Canton, O., is "Town and Country Polka" b/w "Skeleton Boogie," written by two Cantonites, Chuck Secrest and Arlie Kinkade, and waxed by Abe Ling and the Western Spotlighters.

Hank Thompson and His Brazos Valley Boys are set for a New Year's Eve engagement at Trianon Ballroom, Oklahoma City. Their January bookings are as follows: Los Angeles, 7; Ventura, Calif., 8; Phoenix, Ariz., 9; Tucson, Ariz., 10; Silver City, N. M., 11; El Paso, Tex., 12; Sweetwater, Tex., 13; Oklahoma City, 14; Ardmore, Okla., 18; Clinton, Okla., 19; Stillwater, Okla., 20; Tulsa, Okla., 21; Kansas City, Kan., 22; Topeka, Kan., 23; Omaha, 24; Emporia, Kan., 24; Dodge City, Kan., 26; Wichita, Kan., 27; Oklahoma City, 28, and Amarillo, Tex., 29. Hank and his crew continue under the

(Continued on page 34)

• Reviews of New C & W Records

GOLDIE HILL
Second Chance76
 DECCA 29771 — Miss Hill has a strong weeper here. She chants the tearful lyric with gusto and heart. (Cedarwood, BMI)
Steel Guitar75
 This side is a lively version of this ditty. The thrush's excellent vocal is backed by solid instrumentation. (Massey, ASCAP)

SONS OF THE PIONEERS
My Secret Wish75
 VICTOR 6362—The group's tenor lead projects the sentiment of this ballad with tender emotion, and gets beautiful harmonic support. A pretty song that ought to get copious play. (Mountain, BMI)
Mighty Rock73
 Here the Sons turn to a fast jump tune, with the baritone lead setting the pace. They generate considerable excitement by the time they hit the climax. (Collie, ASCAP)

MCCORMICK BROTHERS
Are You Feeling Blue75
 HICKORY 1038—Authentic country sound to this lively song. The Brothers are backed by fine instrumentation. Strong item for country deejays. (Acuff-Rose, BMI)
Single Call Rag72
 Here's a solid instrumental of the oldie. (Mills Music, ASCAP)

SKEETER BONN
There's No Use Now75
 VICTOR 6352—Bonn gets over with a heart rending story of the broken love. A touching performance on a true country wailer. (Hill & Range, BMI)
Rock-a-Bye Baby71
 No lullaby, this is a swiny, jumping country item that has some close ties with the r.&b. idiom. Bright wax. (Hill & Range, BMI)

GENE HOOPER
Believe Me74
 EMPEROR 205—A sincere vocal on an appealing ballad. Lyric theme revolves around Hooper's efforts to convince a gal who's been burned that he's not like those other guys. (Gunter, BMI)
It Wouldn't Matter73
 Hooper warbles a plaintive ballad with effective lyrics about a guy who loves a gal so much he's willing to overlook her "sneaking around." (Gunter, BMI)

LEE MOORE AND JUANITA
Whispering Hope73
 CROSS COUNTRY 516—The voices blend prettily in this inspirational standard material, which is backed attractively by strings and organ in waltz tempo.
New Wildwood Flower73
 Lee Moore handles this one alone. The effort, with unusually good sound, is quickly pleasing and country deejays ought to hand it some spins.

ROY DRUSKY
What Am I Worth72
 COLUMBIA 21478—Drusky contributes a warm folksy vocal on an attractive country ditty. (Starrite, BMI)
Come on Back and Love Me71
 A bouncy good-natured rendition of a happy tune with overtones of r.&b. (Lowery, BMI)

CHET ATKINS
Honey72
 VICTOR 6366—Pleasant guitar instrumental on the well-known standard. (Feist, ASCAP)
Jean's Song70
 More guitar solo work here performed in suitable style on a rhythmic entry. (Connelly, ASCAP)

RUSTY WELLINGTON
Blues for Tennessee71
 ARCADE 140 — A relaxed bluesy item, with Rusty Wellington chanting it from the heart. Not in the ordinary groove. Will appeal to some jocks for after hours playing. (Myers, ASCAP)
Jump, Jump, Honey70
 Adequate performance of a piece of material which is interesting, and pop-flavored. (Valley Brook, ASCAP)

BILL FENCE
Too Late to Cry68
 ROUND-UP 501—Fence has a sound all his own, and he punches out this creditable ditty with flavor. (Fee Bee, BMI)
Tender Words and Wicked Lies66
 Same comment. (J. F. Cools, ASCAP)

BUDDY DURHAM
Home in Kentucky68
 EMPEROR 204—The tune is real nostalgic stuff with the "back home" theme predominant. Sincere performance. (Gunter, BMI)
Sixteen Tons65
 An "A" for effort for these country pipes but the wax is a little too late to compete seriously. (American, BMI)

TEX DANIELS
Blue Hen Boogie66
 BLUE HEN 212—A swiny boogie with humorous lyrics that makes a fair juke box entry. Daniels turns in a happy, spirited reading. (Pinelawn, BMI)
Texaco Polka62
 The lyrics are weaker here, and give the singer little to work with. Apart from that, this is a catchy toe-tapper that dancers may like. (McQuigg & Daniels, BMI)

ABE LINK
Town and Country Polka58
 CANTON 106—The stronger of two sides, both of which suffer from bad recording.
Skeleton Boogie55
 This all-Canton, O., product has some interesting effects, but it's very badly recorded.

• Other Records Released This Week

Country & Western
 Fall; Broken Hearted Fool — Cecil and Jancy Payne, Fable 520
 I Could Never Find Another Sweetheart: I Love the U.S.A.—Jack Eaton, Fable 525
 Santa Claus Has a Secret; Too Late to Shed a Tear—Wayne Brock, Fable 533

Doc Williams is no longer associated with WWVA, Wheeling, W. Va., on a permanent basis. He's now operating independently on WFBG-TV, Altoona, Pa., and appearing on TV and radio in Northeastern U. S. and Canada. Williams reports that his seventh annual tour of New Brunswick and Northern Maine recently, with his Border Riders, was his most successful. The itinerary included 25 engagements in Aroostook County, Me., and New Brunswick. Chickie Williams (Mrs. Doc Williams) recently gave up show business to take care of their three young daughters. Her place in the Williams show has been

• C & W Territorial Best Sellers

For survey week ending December 21
 City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham
 1. It's a Great Life, F. Young, Cap.
 2. Sixteen Tons, T. Ernie, Cap.
 3. Beautiful Lies, J. Shepard, Cap.
 5. I Walked Alone Last Night
 E. Arnold, Vic.
 5. Here Today and Gone Tomorrow
 J. E. & M. Brown, Fab.

Charlotte
 1. Love, Love, Love, W. Pierce, Dec.
 2. Sixteen Tons, T. Ernie, Cap.
 3. I've Kissed You My Last Time
 K. Wells, Dec.
 4. I Forgot to Remember to Forget
 E. Presley, Vic-Sun
 5. Eat, Drink and Be Merry
 P. Wagoner, Vic.
 6. I Hear You Knockin', M. Wiseman, Dot
 7. Just Call Me Lonesome, E. Arnold, Vic.
 8. Why, Baby Why?
 R. Sovine & W. Pierce, Dec.

Dallas-Fort Worth
 1. Love, Love, Love, W. Pierce, Dec.
 2. Sixteen Tons, T. Ernie, Cap.
 3. Just Call Me Lonesome, E. Arnold, Vic.
 4. Why, Baby Why?, G. Jones, Sdy.
 5. There She Goes, C. Smith, Col.
 6. Cattle Call
 E. Arnold-H. Winterhalter, Vic.

Houston
 1. Sixteen Tons, T. Ernie, Cap.
 2. Love, Love, Love, W. Pierce, Dec.
 3. Eat, Drink and Be Merry
 P. Wagoner, Vic.
 4. Why, Baby Why?, G. Jones, Sdy.
 5. Just Call Me Lonesome, E. Arnold, Vic.
 6. I Don't Care, W. Pierce, Dec.
 7. I Forgot to Remember to Forget
 E. Presley, Vic-Sun

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

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

New Orleans
 1. Sixteen Tons, T. Ernie, Cap.
 2. Thirty Days, E. Tubbb, Dec.
 3. All Right, F. Young, Cap.
 4. Pretty Mama, M. Robbins, Col.
 5. Yonder Comes a Sucker, J. Reeves, Vic.

Richmond, Va.
 1. Sixteen Tons, T. Ernie, Cap.
 2. Richest Man, E. Arnold, Vic.
 3. Lonely Side of Town, K. Wells, Dec.
 4. Love, Love, Love, W. Pierce, Dec.
 5. Mystery Train, E. Presley, Vic-Sun

St. Louis
 1. I Forgot to Remember to Forget
 E. Presley, Vic-Sun
 2. Why, Baby, Why? G. Jones, Sdy.
 3. Sixteen Tons, T. Ernie, Cap.
 4. Love, Love, Love, W. Pierce, Dec.
 5. Don't Take It Out on Me
 H. Thompson, Cap.

The Billboard Music Popularity Charts

Best Sellers in Stores

For survey week ending December 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 dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

Table with columns: This Week, Last Week, Weeks on Chart. Lists records like HANDS OFF (BMI)-J. McShann-P. Bowman, GREAT PRETENDER (BMI)-Platters, ONLY YOU (BMI)-Platters, TUTTI FRUTTI-Little Richard, POOR ME (BMI)-F. Domino, ADORABLE (BMI)-Drifters, STEAMBOAT (BMI)-Atlantic 1078, FEEL SO GOOD-Shirley & Lee, WITCHCRAFT (BMI)-Spiders, ALL ROUND THE WORLD (BMI)-Little Willie John, PLAY IT FAIR (BMI)-L. Baker, SUGAR SWEET-M. Waters, I HEAR YOU KNOCKIN' (BMI)-S. Lewis, WHITE CHRISTMAS (ASCAP)-Drifters, DON'T START ME TALKIN' (BMI)-Sonny Boy Williamson, WHEN YOU DANCE (BMI)-Turbans.

Most Played in Juke Boxes

For survey week ending December 21

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

Table with columns: This Week, Last Week, Weeks on Chart. Lists records like ADORABLE (BMI)-Drifters, STEAMBOAT (BMI)-Atlantic 1078, ONLY YOU (BMI)-Platters, PLAY IT FAIR (BMI)-L. Baker, WHEN YOU DANCE-Turbans, POOR ME (BMI)-F. Domino, HANDS OFF (BMI)-J. McShann-P. Bowman, AT MY FRONT DOOR (BMI)-El Dorados, TUTTI FRUTTI (BMI)-Little Richard, FEEL SO GOOD (BMI)-Shirley & Lee, DON'T START ME TALKIN' (BMI)-Sonny Boy Williamson.

Most Played by Jockeys

For survey week ending December 21

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

Table with columns: This Week, Last Week, Weeks on Chart. Lists records like POOR ME-F. Domino, HANDS OFF-J. McShann-P. Bowman, TUTTI FRUTTI-Little Richard, GREAT PRETENDER-Platters, ONLY YOU-Platters, PLAY IT FAIR-L. Baker, STEAMBOAT-Drifters, ADORABLE (BMI)-Drifters, I CAN'T GO ON-F. Domino, WHITE CHRISTMAS-Drifters, AT MY FRONT DOOR-El Dorados, GOOD ROCKIN' DADDY-E. James, THOSE LONELY, LONELY NIGHTS-E. King, I HEAR YOU KNOCKIN'-S. Lewis, FEEL SO GOOD-Shirley & Lee, ALL BY MYSELF-F. Domino, I WANNA DO MORE-R. Brown.

RHYTHM & BLUES RECORDS

This Week's Best Buys

MORNING, NOON AND NIGHT (Progressive, BMI)

THE CHICKEN AND THE HAWK (Tiger, BMI)-Joe Turner-Atlantic 1080

The blues singer has a good two-sided seller here that has been taking big strides forward the past two weeks. It is reported to be strong now in Atlanta, New Orleans, St. Louis, Nashville, Durham, Buffalo, Philadelphia, Detroit and Baltimore. Territories differ as to favorite side, but right now "Morning, Noon and Night" is enjoying widest acceptance, altho not by a great margin. A previous Billboard "Spotlight" pick.

Review Spotlight on...

TALENT

THE NITECAPS

A Kiss and a Vow (Marlyn, BMI)

Be My Girl (Patricia, BMI)-Groove 0134-Groove has produced a first magnitude group in this new unit out of Detroit, which has been developing into the incubator city for r.&b. talent. The high lead singer, a McPhatter type, is outstanding in the topside; a tender ballad in the approved fancy-schmancy idiom. The lads show a good rhythmic pulse on the flipside rocker.

RHYTHM-BLUES NOTES

By PAUL ACKERMAN

It's generally conceded that one of the ills of the record business is the overwhelming number of releases that the labels pump out continually. The frantic pace, of course, is necessitated by the competition, which is rough indeed. Not everybody, however, falls into the same pattern.

This week we were talking to Phil Rose, who runs Glory Records. In the past year Phil put out just three disks-out of which he got one smash hit, one which had a strong success regionally, and one which did not get much action.

The smash was "Soldier Boy," cut by the Four Fellows. His second good one was "Stormy Weather," by the Leaders. The weak one was "Angels Say," which was intended as a follow-up to "Soldier Boy." "This type of conservative operation," Rose points out, "gives me a good business and does not create problems. Nobody gets stuck with records. I spot test a disk in several areas, and if it shows no action I don't put it out."

Chess Records has signed

Bullmoose Jackson and Savannah Churchill. Leonard Chess tells us he has already cut some dates with these artists for release shortly.

Did you notice that Chess' "Muddy Waters" bounced back into the national best selling chart last week? . . . Perhaps the most interesting item in the charts, however, is the Platters' Mercury version of "Great Pretender." We're going to press early this week and haven't seen the charts, but last week they jumped from 13th position to seventh in the r.&b. chart, and also moved from nowhere into the 15th position on the national pop chart. That's traveling! The group's previous disk "Only You," was way up in seventh position on the pop list last week.

Bill Bowser, WFAI, Fayetteville, N. C., has added Howard Clothiers and Evans Furniture to his sponsor list. . . . John Gilliland, deejay at KCUL, Fort Worth, has been breaking mail records at the station. In seven days he pulled 3,472 cards and letters.

Reviews of New R & B Records

BILLY BLAND
Chicken in Basket . . . 78
OLD TOWN 1016-This rates as an exciting piece of Southern blues wax. Fine funky band goes well with the "down home" vocal job. (Old Town, BMI)
The Fat man . . . 76
Here's a chanted blues bit that gets the enthusiastic treatment thruout. Good sound from small ork helps. (Old Town, BMI)

THE VOICES
I Want to Be Ready . . . 76
CASH 1015-The boys sing earthy lyrics in spiritual tempo for some interesting results. Should get spins. (Cash, BMI)
Takes Two to Make a Home . . . 73
Exuberant vocalizing on a bouncy rhythm item, but flip is more exciting wax. (Cash, BMI)

BIG TINY KENNEDY
Taint Right . . . 74
GROOVE 0133-Ingratitude is the topic here, and it makes a listenable Southern blues in this fine slice of wax. Can move with exposure. (Pine Ridge, ASCAP)
Strange Kind of Feeling . . . 72
He's got a premonition that his gal has put him down. Kennedy shouts it strongly and is handed good support. (Pine Ridge, ASCAP)

MICKEY AND SYLVIA
Forever and a Day . . . 73
RAINBOW 318-Cute material, sung appealingly by the twosome, should attract some spin action for this entry. Bouncy beat augurs well for juke action, too. (Nassau, BMI)
Rise, Sally, Rise . . . 72
Another good rhythm side, with a solid beat. Teen-age terpers will find it useful. (Nassau, BMI)

THE FIVE ENCORES
Double Date . . . 68
RAMA 180-This is a rhythmic little ditty about the perils of the double cross on the double date. Guy loses out to sharp best friend, etc. Okay delivery but heavier backing would help.
Whistlin' Willie . . . 65
The group shows some pleasant harmony ideas on some rather transparent material. (Meyers, ASCAP)

ANDY SHEPPARD
All Mine . . . 55
CADILLAC 180-A plaintive warble by Sheppard. (Riveria, BMI)
Because I Know . . . 55
Another tender but uncommercial job. (Riveria, BMI)

Reviews of New Jazz Records

LIONEL HAMPTON ORK
Flying Home . . . 80
CLEF 89165-An excellent jazz side. The Hamp has a group of top sidemen with him and they have cut a colorful new version of his big instrumental favorite. (Regent, BMI)
Imagination . . . 76
This great standard is done with subtlety and charm by Hampton. Like the flip, very nice for deejays and jazz fans. (ABC, ASCAP)

GENE KRUPA QUARTET
Wonderful . . . 79
CLEF 89163-Krupa take a flashy drum solo on this performance of the old standard. Like the flip, an interesting side for deejays. (New World, ASCAP)
Willow Weep for Me . . . 75
Here's a sensitive performance of this beautiful number-delicate and full of mood. For discerning jazz deejays. (Bourne, ASCAP)

CROCKETT MAY GO CONTINENT'L

NEW YORK, Dec. 24.-Davy Crockett may have had it as far as American kids are concerned, but Cadence Records still has eyes for the European market, and it is bringing out a German rendition of the ditty by Bill Hayes, featuring the same arrangement and backing used on the original.

'Innocents in Paris' May Go Into Tele

NEW YORK, Dec. 24.-Another recent British picture is reported to be making its way into TV. It is "Innocents in Paris," with Alastair Sim, Claire Bloom and Laurence Harvey. The picture made theatrical rounds in the past year. A number of TV distributors are said to be bidding for it.

HEADING FOR THE TOP! #165 Vee Jay "I'LL BE FOREVER LOVING YOU" b/w "I BEGAN TO REALIZE" by The El Dorados

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His NEW HIT! THE CHICKEN AND THE HAWK (Up, Up and Away) JOE TURNER Atlantic 1080

A Big 'Un for BOBBY BLUE BLAND "WOKE UP SCREAMING" b/w "YOU OR NONE" Duke #146

DUKE RECORDS 2809 Erastus St. Houston 26, Texas

SAVOY SAVOY New Release! 'MR. MOON' b/w (LET IT RAIN) THE 5 PENNIES Savoy 1182

"A KISS AND A VOW" BE MY GIRL the Nightcaps GROOVE 0134 G/46-0134 GROOVE RECORDS 155 East 24th St., New York, N.Y.

HOCUS-POCUS

By BILL SACHS

THE STYLES, John and Beverly, ventriloquists and puppeteers, pipe from the Deep South: "We have been enjoying the company of the greatest of all school magicians, Mal and Maxine Lippincott. We have been playing the same territory in South Alabama and Mississippi. Mal has just been admitted to Veterans' Hospital, Montgomery, Ala. He doesn't know exactly what ails him, but I hope it's nothing serious. Friends should write him. We also enjoyed a visit recently with Benny Doss, magician, who evidently believes in the old adage that two's company and three's a crowd, as he has moved on to greener pastures." . . . The Independent Magic Club, Bridgeport, Conn., staged a Christmas party early last week for "children who don't get anything for Christmas." Entertainers were Christine Ludwig, president; Luigi Di Dio, founder of the club, and Lois Linn, lady clown-magician. Di Dio has been donating his services in recent weeks to any organization sponsoring a children's party, and in cases of needy children, has provided presents in addition to his

magic services. . . . John H. Barton has been elected president of the Harry Cecil Ring 22, International Brotherhood of Magicians, Detroit. Other newly elected officers are Charles A. Romig, vice-president; Orbie Evan, treasurer; Laurence W. Kirkton, secretary, and Al Munroe, sergeant-at-arms. . . . Society of Detroit Magicians, one of the oldest groups of its kind in the country, held its annual magic show December 10 at Ukrainian Hetman Hall in the Motor City, with Eugene V. Dragina as emcee. Appearing on the bill were William C. (Silent) Smith, Mystery McCleary, Walter M. Wilson, Harry E. Cecil, Harold Ramm, James Harrison, Milky the Clown, Rose Dragina, Arthur Whelply, and Charles A. Romig. Jay Marshall, who was appearing at the Detroit Athletic Club, made a personal appearance. . . . Assembly 22, Society of American Magicians, Los Angeles, held its annual Christmas party at Plummer Park Fiesta Hall, that city, December 18. Among those who showed their wares were Phil Bauer, Keith and Roman Groves, Frank (Skipper Frank) Herman, Joe Kemp, Dolf Von Rudeen and Jim Sherman.

BURLESQUE BITS

By UNO

Helen Lovett, long a favorite strip in the East, is now playing Western spots thru Bob Goodman, opening at the Follies in Chicago and following at the Fox, Indianapolis. . . . Pal Brandeaux, besides designing and making special wardrobe for strippers, is also producing numbers at the Empire in Newark, N. J. . . . T. H. Johnston of San Francisco, sends word of the illness of Larry Banthin, animal man, 16 years with the Royal American Shows. "He is in the Cook County Hospital in Chicago," writes Johnston, "and following an operation he will be in a cast for several months. It would cheer him greatly to receive cards from friends." . . . A proud possessor of a letter of deep thanks from the head of a Hebrew org for a painting contribution to the Succoth holiday is Miss Yoshi, a comely Japanese, deft with the paint and brush, who plies her art in the Artists' Colony section of the Broadway Sports Palace, corner 52d Street and Broadway, Manhattan. Her associate in the Palace is the Mad Mogi, himself an artist as well as a magician and prophetic. This is their sixth year of association. . . . Louise is billed as the Lovely Lassie with the Classy Chassis at the King Cole Show Bar in Denver where she shares booking with Candy LaRue. The holiday trade has been good, with SRO for most of the shows thruout the week. Tony Knight and his trio continue to back the show with jokes, parodies and antics. . . . Lee Clifford, now traveling the Hirst circuit as straight man for Al Anger and Mac Denison, includes in his stage talents the ability to play a cornet, juggle anything and everything and recite humor stories.

Sally Lane and her monkey bow in at the Hudson, Union City, N. J., January 1. . . . Bill Cooper and Frank Eurbach are new assistants to manager Mack Hendrix at the State Theater in Los Angeles. . . . The Colony in Union City, N. J., is closing temporarily on December 15 for the Christmas holidays. An announcement on December 19 by Vicki Welles, the new lessee, is that the house would re-open December 26 with herself as feature and Vivian Morgan as co-feature. . . . A car crash late on December 8 on the way from Union City, N. J., to Newark resulted in injuries to two burly theater execs and

an attorney, along with the demolishment of the auto. The victims were Harry Oakene, manager of the Hudson, Union City, who suffered deep cuts on the head and face necessitating 30 stitches and three days' hospitalization; Marty Knopf, treasurer of the Hudson and owner of the car, and lawyer Joseph Falbo, both considerably shaken up. . . . Patsy Haley, ex-boxing champ and more recently connected with the circulation department of The New York Daily News, is in the French Hospital, New York, under his family name, Charles Moskowitz, recovering from a kidney operation. . . . Betty Rowland, upon her return home at 755 Bon Hill Road in West Los Angeles, last week, from the New Follies in Los Angeles, found that a burglar had preceded her and robbed her of a \$1,000 fur stole. . . . Sammy Price, former comic, has joined the Eddie Kaplan booking agency in New York. . . . Wayne Kirk is rounding out an 18-month stay at Don's Joynt, Ocean Park, Calif. . . . Gloria Marlowe is being held over at Murray's Show Bar in Baltimore. . . . Currently at the Grand, St. Louis are (Sweet) Sally Sweet, featured; Barbara Curtis, Nikki, Mary Anne, Ingrid Meredith, Al Anger, Artie Lloyd and Lee Clifford.

REVERSAL

'There' Goes Back to Live Production

HOLLYWOOD, Dec. 24. — In the first instance of a live-film-live switch on TV, CBS-TV's "You Are There" will go back to live production. The program still has a number of half-hour films on hand, with commitment to Hal Roach, the physical producer, to turn out six more.

It's understood that, after the film supply is exhausted, the show will be done live for 13 weeks, thus finishing out the cycle. If the program is renewed for next season, it will go back to film, thus completing a quadruple take.

Reportedly, the reason for producing 13 half-hours live is that CBS has been paying out \$30,000 for film production, while getting only \$25,000 per episode from Prudential Insurance and the electric industries, who signed as sponsors before the program made its jump from live-New York to film-Hollywood last year at this time.

'WANTED' OUT

'Joe & Mabel' May Get Slot On CBS-TV

NEW YORK, Dec. 24. — The probable cancellation of "Wanted" by Whitehall Pharmacal, reportedly in the works this week, will give CBS-TV its long-sought opportunity to find a time slot for its new "Joe and Mabel" film series, currently in production. The 10:30 p.m. Thursday time, now occupied by "Wanted," may be turned over to "Navy Log" with the latter's 8:30 p.m. Tuesday time, in turn, going to "Joe and Mabel."

Shaeffer and Maytag, which sponsor "Navy Log," are understood to be planning to renew. However, the show has done well in its ratings and has the benefit of following the red-hot Phil Silvers show, the network would prefer to have another comedy show in the Tuesday time. A shift of "Navy Log" to the "Wanted" slot, with "Joe and Mabel" following Silvers, would give CBS a solid two-hour comedy block on Tuesdays.

NEED SHOW

Revlon Seeks Property for Sunday Slot

NEW YORK, Dec. 24. — Revlon has reportedly given Batten, Barton, Durstine & Osborn the nod to go out and find a show for the Sunday 10-10:30 time period on CBS-TV, half of which it owns. Kent cigarettes owns the other half hour and is also looking for a property to replace "Appointment With Adventure," now there.

The client has three other agencies. They are Norman, Craig & Kummel, which services "The \$64,000 Question," Emil Mogul, and C. J. LaRoche. It may be expected that these three agencies are also trying to come up with a show for Revlon.

Colgate Seeks 1/2-Hr TV Seg

NEW YORK, Dec. 24. — The Colgate - Palmolive Company is probably the top priority client in TV today. The sponsor has asked CBS-TV, NBC-TV and ABC-TV to come up with an acceptable half hour of TV time. It has told them that it has between \$40,000 and \$50,000 to spend for a show which one of its agencies will select and supervise.

The three networks are trying to find a satisfactory half hour for this advertiser. More is involved for NBC and CBS, for Colgate is an important daytime client and can throw important daytime business their way. Colgate has also bought an alternate quarter hour of "Feather Your Nest" and "Modern Romances," giving it three quarter hours of each show.

NBC-TV WEIGHS 'PECULIAR' SPEC

NEW YORK, Dec. 24. — A satire on spectacular, called "The Tonight Peculiar," is being considered by the NBC-TV program department and may be presented as a regular series on "Tonight." Last week the show tried one such burlesque out for size and found it generally successful. It was a satire on "Wide, Wide World" called "Big Fat World."

THE FINAL CURTAIN

BETZOLD—Harold J., 55, for many years owner and operator of a deep sea exhibit that toured the United States and Canada, recently in Uvada, Tex. Survived by his widow, Ruth; three sons, Harold Jr., Nick and Phil, and two daughters, Mrs. Emil Martiny and Mrs. Frank Bowdler. Burial in Sarasota, Fla.

CHICK—Mrs. Anna O., 86, former vaudeville, circus, tent show and stock company performer, December 18 in Seattle. She and her husband, John Thomas Chick, comprised a comic team and played many of the vaude houses thruout the country including Tony Pastor's. They had been retired from show business for over 40 years.

GODFREY—Earl F., 55, former pitchman, December 13 in Lake Geneva, Wis., of a heart ailment. After retiring from the pitch business he went into the novelty merchandise business and later became the owner of the Wisconsin Postcard Company, Lake Geneva. At the time of his death, he was the operator of the Godfrey Motel, that city. Survived by his widow, Gertrude.

BYNES—Bernie, 50, publicity director for Bel Air Productions, at Hollywood after being struck down by a hit and run driver. Survivors are two sons and one daughter. Burial in St. Louis.

RIPLEY—Gladys, 47, concert contralto, in Chichester, England, December 21. She was a concert soloist at 17 and made her first radio broadcast in 1926. During World War II she toured France, Belgium, West Africa and the Netherlands entertaining for the Armed Forces.

SHEEHAN—James J., 68, treasurer of the old Chicago Opera Company, in Chicago December 21. He managed Lillian Russell on her last tour and opened the Blackstone and Harris theaters in Chicago after leaving the opera company. He also managed the Astor Theater in New York.

VAUGHN—Mrs. Ralph, 57, mother of Steve and Bob Vaughn, operators of Pinky's Game Concessions on shows in California, December 14 in Florence, Kan. Burial December 18 in Florence.

MARRIAGES

COOK-HALPIN—Henry Cook, non-pro, and Anna Halpin, manager of Palisades (N. J.) Amusement Park, December 3. (Details in Parks section.)

HANNEFORD-LUVAS—Tom Hanneford of the George Hanneford Family of bareback riders, and Struppi Luvass, member of the Luvass Sisters, aerial act.

BIRTHS

STAPLETON—A daughter to Mr. and Mrs. Charles Stapleton December 20 in Mount Carmel Hospital, Detroit. Father is the owner of the recently organized Punfair Shows.

Aussie TV Bow In '56 to Open Marts for U. S.

HOLLYWOOD, Dec. 24. — Opportunities for U. S. film distributors and packagers will open up in Australia early next year, with TV scheduled to make its debut sometime during the summer. The commercial operation will be patterned more like that in this country than any which have had their inception in foreign markets thus far.

Australian radio is under both government and commercial operation, and the same will hold true for television. Government broadcasting, however, is slanted primarily at minority audiences, according to John Clemenger, of the Clemenger Advertising Agency, one of the nation's 10 largest. Clemenger is presently making a study of U. S. radio and TV.

Commercial TV is expected to be the mainstay of Australian airwaves, with advertisers buying and placing their own programs and spots, and working under none of the limitations and restrictions that the British have imposed.

So far six stations have been licensed, and are now under construction, three each in Sydney and Melbourne. Two in each city will be commercial and one government operated. The only other probable TV areas on the continent are Brisbane, Perth and Adelaide.

Licensed for commercial telecasting in Sydney are Amalgamated Television Services Pty., Ltd., and Television Corporation, Ltd. In Melbourne the two firms are General Television Corporation, Ltd., and Herald and Weekly Times, Ltd.

Amalgamated expects to program 25 hours per week the first year, 28 the second, and 35 the third, 33 per cent of the total being film. Televising Corporation has tentatively scheduled 35, 42 and 55 hours for the first three years, with film taking up possibly as much as 50 per cent of the total.

In Melbourne, General Television envisions 8½, 14½ and 27½ hours of programming the first three years, with film making up 46 per cent of that at the start. The Herald and Weekly Times estimates 35, 40 and 50 hours of telecasting, 28 per cent of that coming from film.

Big Role for Films

As can be seen from the figures, film will play a large part in the commercial operation from the start. Most of it is expected to come from the United States.

Program tastes in Australia are very similar to those in the United States. Clemenger reports, with situation comedies, Westerns, mysteries and dramatic anthologies all finding their place.

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KATHRYN REESE

"KAYREEDA"

WHERE SHE DANCED THERE WAS EDEN

IN MEMORY

Of My Beloved Husband

LOU SAMMS

who passed away January 4, 1955

MRS. HAZEL SAMMS

In Loving Memory Of My Dear Husband

Benjamin H. Patrick

Who Passed Away January 1, 1945

"I miss you very much"

BESSIE A. PATRICK

IN LOVING MEMORY

OF MY SISTER

"DOT"

COLLEEN

IN MEMORY OF FRED CALKINS

Who passed away December 30, 1954.

Forever remembered by

BOBBIE & SPECK HOLBROOK

In Memory of my beloved husband

FRANK W. SIEBERT

who passed away January 2, 1955. We'll miss you always.

MARY SIEBERT and Showmen of Hot Springs, Ark.

Be a Booster for MILTON SCHUSTER
Milton Schuster & Associates, Sally Goldstein, Bob Goodman, Mitchell Zolla wish everyone
A Happy, Prosperous New Year
127 N. Dearborn St. Chicago 2, Ill.

225 Underprivileged Kids Hosted by SLA

Clothing, Toys, Refreshments Passed Out at 10th Yule Party

CHICAGO, Dec. 24.—A Merry Christmas was provided 225 underprivileged children from four Chicago youth centers here Sunday (18) at the 10th annual party sponsored by the Showmen's League of America. The event was held in the Hotel Sherman.

Over 100 members and their wives worked under the supervision of Co-Chairmen Al Sweeney and Jack Duffield to make the party a happy event for the moppets.

Solly Wasserman headed up a crew that passed out countless toys to each of the children, all of whom were transported to the hotel in chartered buses. A one-hour show was provided by Charles (Chuck) Zemater Jr., and his students from the Hollywood Conservatory of Music. Generous helpings of ice cream, cake and milk were passed out by a committee of ladies from the League's Auxiliary; Caravans, Inc., and Jack Duffield and Hy Naitlich. Dick Ware ensued the songs and introduced Santa Claus in the person of Elmer Drechner, of the Medinah Temple.

A large delegation of SLA members who assisted with the preparations included Charles Zemater Sr., Henry Polk, Andre Dumont, Harold Barrows, Sam Arenz, Chick Bohden, Louis Berger, Andy Kassin, Jack Kaplan, Noble Case and Chick Schloss. Officers and past-officers who helped pass out cloth-

ing and gifts, included Maurice Ohren, Ned Torti and Bernie Mendelson.

Louis J. Berger was again in the checkroom assisted by Red Sonnenberg, Harry Morris and the ladies from the Auxiliary.

Each youngster left with two huge bags of toys and clothing that weighed in the neighborhood of 35 pounds.

Kochman Sets Plans for Two Auto Thrillers

NEW YORK, Dec. 24.—Two automobile thrill shows will be operated by the Jack Kochman Hell Drivers in 1956. The announcement was made this week by Bob Conto, general agent, who stressed the fact that expansion plans called for complete dual equipment carried by two separate units.

The purpose behind the move, Conto said, was to make it possible for early Eastern fairs, as well as others that have been excluded because of time and geographical limitations, to play a Kochman unit. Kochman's early dates thru Indiana and Ohio normally kept him out of the Northeast until many of the early fairs had completed their runs.

The performing personnel fea-
(Continued on page 38)



MAX (WANIE) BERKOWITZ AND BILL GREEN (right) are congratulated by Santa Claus on the success of the Michigan Showmen's Association's annual Christmas party for underprivileged Detroit youngsters. St. Nick was played by another club member, Glen Butler, who passed out toys and gifts to over 400 youngsters at the December 18 party.

Grant Elected New President Of Regina Fair

REGINA, Sask., Dec. 24.—First vice-president of the Regina Exhibition Association for the past year, Gordon B. Grant was unanimously elected president at the annual directors' meeting. He succeeds D. J. (Don) Pells, who automatically becomes honorary president for one year.

Moved up to the post of first
(Continued on page 38)

Bonanza Marks Dominican Fair Bow

CIUDAD TRUJILLO, D. R., Dec. 24.—Bonanza spending on the midway marked the opening days of the Dominican Republic's World's Fair. Altho far from complete, the event got under way Tuesday (20) as scheduled on the 125-acre ocean-front site here with elaborate ceremonies in which Generalissimo Juan Trujillo and President Hector Trujillo, brothers, participated.

The midway zone was the most nearly complete fair segment. The natives swarmed to the fun area, which they immediately dubbed Coney Island, and swamped the concessions. Reported one-day takes included \$900 for frozen cus-

tard, \$400 for pitch-till-you-win and \$3,000 for bingo.

The rides also did well but it was, and is, a hey-day for the concessions. The one show units operating, Club 18, did well, with a reported \$1,000 opening gross. The show and its manner of operation are still new to the populace and a measure of confusion results. Language difficulties also slightly affected the games operations but
(Continued on page 38)

Success Noted For 'Superman' At Chi Meet

NEW YORK, Dec. 24.—Several fair bookings for "Superman," the Flamingo Films-syndicated attraction, will be announced next month, it is reported. Owned by National Comics Publications, "Superman," portrayed on TV by actor George Reeves, made an appearance at the Chicago conventions and reportedly aroused interest by talent people and potential buyers.

Altho not perfectly clear on what could be accomplished in the fair field, the "Superman" entourage held discussions with several talent bookers, and the feeling now is that an agency can probably do more than the comics outfit, when it comes to securing dates.

The intention is to have "Superman" play opening days at fairs, mingling with kids, handing out autographed pictures, and fronting a kiddie variety show when the situation calls for it.

License Fee Law Plotted by Town In South Jersey

WILDWOOD CREST, N. J., Dec. 21.—A rough draft of an ordinance to provide a more comprehensive mercantile license law was read at a meeting of the Wildwood Crest commissioners last week. The commissioners will introduce it at a future meeting.

Some of the fees listed include auction stores, \$500; auction sales other than real estate, \$100 per day; general amusements, \$50; fishing boats, \$100; circus or tent shows, \$200 per night. Violations of the ordinance would be liable to fines as high as \$200 or 30 days' imprisonment.

Memphis Fair Pacts MCA Show, Free Acts

MEMPHIS, Dec. 24.—The 156 Mid-South Fair, themed a centennial fair in commemoration of the anniversary of the first fair held in the Memphis area, plans to go all-out with attractions.

Already the fair has booked a special show for the midway, signed four free acts for its exhibit buildings and is negotiating for name talent to appear in the Coliseum on its own and for a name star to be offered at the fair's rodeo.

G. W. (Bill Wynne, the fair's secretary-manager, announced that contracts have been closed with the Music Corporation of America, represented by Eldred Stacey, for a talent-loaded midway show. In this show, Wynne said, Chuck Cabbot and his orchestra, jazz pianist Johnny Maddux, the knife-

throwing Sensational Denvers and Candy Candido would be offered.

The midway show, Wynne said, is to be titled "Riverboat Follies," built around gay '90's numbers, and may be presented cafe-style, rather than in the usual midway manner. A decision on how the show will be staged is to be made in the near future.

As free acts in exhibit buildings, the fair has booked the Juggling
(Continued on page 38)

Gooding Buys Second M-G-R

COLUMBUS, O., Dec. 24.—Floyd E. Gooding, owner of the Gooding Amusement Company, has placed an order for a second all-steel Merry-Go-Round with the Allan Herschell Company, North Tonawanda, N. Y.

Gooding ordered his first all-steel Merry-Go-Round at the Chicago convention. Both of the rides are 36-foot, three-abreast models.

HARRY STEVENS WINS N. Y. COLISEUM PACT

NEW YORK, Dec. 24.—The Harry M. Stevens' organization this week was awarded the food and beverage concession for the New York Coliseum, the Coliseum Exhibition Corporation announced.

There will be in the huge building 14 food bars, five liquor bars, a cafeteria and whatever other installations are required for any of the tenant events. The food bars will serve a normal variety of refreshment items. On each floor there will be a liquor bar, and the second intermediate floor will contain a liquor bar connected

Radio City Again Skeds Water Spec

NEW YORK, Dec. 24.—Dancing Waters, fountain display, will return to Radio City Music Hall as a feature stage attraction for the third time to run in conjunction with the next scheduled motion picture, "I'll Cry Tomorrow." The initial presentation of the German import in this country was made on the Music Hall stage several years ago. It was brought back shortly thereafter for a repeat performance.

Manager Sam Shayon said the water spec was also again set for presentation in conjunction with the Akron (O.) Soap Box Derby under the auspices of Chevrolet. Additionally, a second unit is set for California dates and a number of fairs are reported set.

with the cafeteria, the latter to seat between 250 and 400 people. Announcement was made by Arthur Smadbeck, president of the CEC. Also at the contract signing was Howard Sloane, assistant to Smadbeck; Frank M. Stevens, president and treasurer of the Stevens' organization, and Joseph B. Stevens, executive vice-president and secretary. A number of bids were considered. Stevens, among the world's largest caterers, employs between 1,000 and 4,500 people, and serves
(Continued on page 38)



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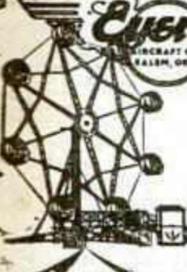
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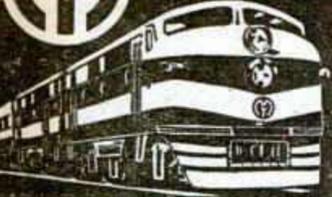
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Scott, Turner Rides: (College Park) Orlando, Fla.; Daytona Beach Jan. 2-15 (season ends).

Circus Routes

Send to
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Cincinnati 22, O.

Davenport, Orrin: Saginaw, Mich., Jan. 15-22.
Mickey Mouse: Disneyland, Anaheim, Calif., 27-Jan. 8.
Ringling Bros. and Barnum & Bailey: Havana, Cuba, 27-Jan. 18.

Ice Shows

Holiday on Ice: Rock Island, Ill., 27-Jan. 2; Des Moines, Ia., 3-8; Grand Rapids, Mich., 10-15; Milwaukee, Wis., 16-22.
Holiday on Ice (European): Brussels, Belgium, 27-Jan. 10; Frankfurt, Germany, 12-29.
Holiday on Ice (Far East): Bangkok, Siam, 12-29.

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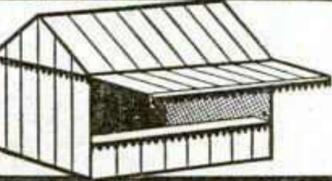
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Due to public demand, will build six Rides with six Aluminum Tubes instead of four. These will be factory-built with all new improvements. Sweeps and tubes fold on trailer... no lifting. One man and boy can tear down in less than half hour. Get our Special Price on first six.

CLARK McCUEN Box 412 Bradenton Beach, Florida

27-Jan. 5; Heng Kong, China, until Jan. 20.
Holiday on Ice (South American): Guatemala, Guat. 27-Jan. 5.
Hollywood Ice Revue: Chicago, Ill., 27-Jan. 10.
Ice Capades of 1956: Boston, Mass., 27-Jan. 11; Providence, R. I., 12-24.
Ice Capades (International): Spokane, Wash., 27-Jan. 2; Seattle 4-15; Victoria, B. C., 17-21.
Shipstads & Johnson's Ice Polies of 1956: Philadelphia, Pa., 27-Jan. 15; Cleveland, O., 17-29.

Edward K. Johnson reports that he is busy pushing his pen and pencil and watch deals thru stores in Pennsylvania.

DON'T BE LIKE THE OSTRICH!
When in trouble it buries its head in the sand.

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Secure Sound Protection

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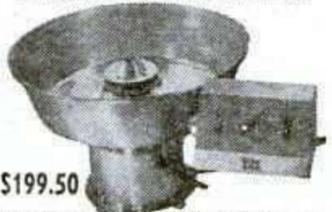
BIG PROFITS with SOFT ICE CREAM



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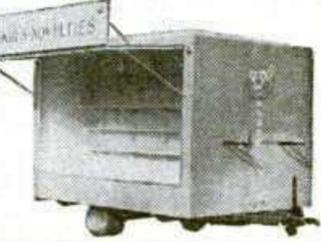


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MAN-MADE ISLAND

Fla. Storyland Joins Fairy Tale Park List

POMPANO BEACH, Fla., Dec. 24.—Latest in the growing clan of fairyland-type amusement centers is Storyland, established on an off-shore, man made island adjoining U. S. Route 1. The \$750,000 enterprise premiered the day after Thanksgiving and sported a wide variety of eye-catching features. An opening feature was the release of 1,000 gas-filled balloons.

Storyland's location is in one of the inland waterways at Pompano Beach. Fronted by an impressive array of minarets and castle walls, it is entered by foot bridge, over a moat. It contains numerous riding devices and concession operations, one of which is a periodical park newspaper, for sale as a souvenir.

Guiding forces behind the project include Sidney C. Caswell, retired General Electric Company vice-president; Al Hennessey, advertising executive of Dania, Fla., and Dick Troxel.

Fairy Tale Bldgs.

Like other projects of its type, Storyland abounds in fairy tale construction, but it has the additional appeal that comes of variety. A fair-sized kiddieland is in evidence, and there are considerable concession stores. Among these are the Driftwood and Ceramics Shop operated by Winifred Christie; a fruit and candy shop, Circus Train Pet Shop, Tiny Tyke Clothing Shop, souvenir shop, gift and card shop, toy shop, Indian Village, Record-A-Letter, portrait artist and others.

There is dairy bar, and the Gingerbread House refreshment spot operated by Morey Kontoff and Ted Harrington. Ru-Don Associates print the park souvenir newspaper.

Requiring nearly 5,000 feet of trackage, a Century Flyer train of National Amusement Device encircles the island. On opening day, attended by the governor, the train reportedly grossed \$610, and encouraging money was also turned in by the Sky Fighter, Cadillac Car, Merry-Go-Round, kiddie Coaster, Ray Stafford's pony ride and the cruise boat. The train is operated by Lawrence (Bud) Texter and his wife, Nan. Tracks were installed by a crew from the Seaboard Airline Railroad, which re-

sulted in publicity for both the park and the railroad. Waterways are toured by Capt. Frank Johnson's cruiser, Otter I, and his electric-powered swan boats.

Aiding in publicity and promotion work is 19-year-old Bobbie Reed, Miss Storyland, who was on the Dave Garroway TV program for two years and saw service also with WITV, Miami.

'Miss Storyland

Storyland's elements also include a zoo, and a Seminole Island just off the main island, containing an Indian village.

Admission price since opening day has been \$1 for adults and 25 cents for children. It is expected that a year-around schedule will be maintained.

Anna Halpin Weds F. Cook

NEW YORK, Dec. 24.—Anna Halpin, manager of Palisades (N. J.) Amusement Park, and Henry Cook, active in the building trade, returned this week from a Miami honeymoon following their December 3 wedding. They are residing in Fort Lee, N. J. It was the second marriage for both.

Mrs. Cook has been at Palisades for the score of years since it was acquired by the Rosenthal brothers; her uncles, and is widely known in Eastern amusement circles.

Kochman Plans

Continued from page 36

tured this year will continue intact. Some additional performing personnel have already been contracted for the new unit and others are now being added to make for a complete roster. Complete sets of 1956 Dodge equipment, ranging from convertibles to trucks, are earmarked for each unit.

The feasibility of the dual operation of grandstand track features was proven last year when Kochman launched his Lucky Dogs, a greyhound racing presentation, Conto said. The dogs are being continued as a major offering and will again be offered to fairs with the Kochman Hell Drivers.

Conto also reported that co-operative deals have already been set with the Sinclair Refining Company and the Goodyear Tire Company, in addition to Dodge.

Fire Destroys Park Niteries At Copenhagen

COPENHAGEN, Dec. 24.—A big fire hit the suburban open-air fun spot, Dyrehavsbakken, on Monday (12) night, causing damages estimated at more than \$72,500 and gutting two dine and dance establishments.

The "Promenade Cafe" was a big wooden building with a large dance floors and stage, plus restaurant and beverage facilities. This spot had been taken over last season by new owners, Kløver Hansen and his mother, who spent a large sum for modernization, decorating and equipment.

The adjoining "Valhalla," dine, dance and show spot, was also a total loss. This also was a frame structure.

At a recent meeting Hugo Stefansen, well-known ride builder and outdoor showman, was elected president of the group of independent showmen which operates the park. Stefansen has rides and interests in all of Scandinavia. He succeeds Toni Hansen, Copenhagen showman and restaurant operator.

Pendergast Planning Jacksonville Kid Spot

JACKSONVILLE, N. C., Dec. 24.—Capt. Donn J. Pendergast, of the U. S. Marine Corps and Pendergast Enterprises here, has announced a planned May 15 opening of a Kiddieland in Jacksonville. The spot will operate on a limited scale until mid-summer, at which time full-scale operations are planned.

Grant Heads Up Regina Fair

Continued from page 36

vice-president was E. J. Courtney and elected second vice-president was Alex Aitken.

Grant, 45, has been a member of the exhibition board since 1946 and in 1955 he was chairman of the public relations and Golden Jubilee committee. He is president of a Regina insurance firm and in 1952-53 was mayor of Regina.

Operators of the exhibition in 1955 were a success financially and the building program at the fairgrounds was the largest on record, according to the directors' report to shareholders, presented at the 49th annual meeting by T. H. McLeod, manager.

The gross profit of \$155,487 represented a decrease of \$13,289 from 1954, due largely to the drop in rental revenue resulting from the World's Grain Show building fire last January and the net profit of \$50,360 was only \$8,366 down from the previous year.

"In 1955 we were able to carry out and finance the largest building program in our history, spending \$465,763 on capital improvements and \$47,910 on maintenance and repairs," the report stated. "At the same time, the association did not find it necessary to deplete reserves of \$175,000 invested in securities."

Liquid assets as of September 30 totaled \$398,625.

Attention was also drawn to the fact that during the past 10 years \$1,237,762 had been spent on capital improvements, \$341,816 on maintenance and \$123,467 on improvements to the Stadium. "This represents a grand total of \$1,703,045, all of which has come from our surplus earnings except that received from government grants," the report pointed out.

The report also reminded that for the first time the summer fair attendance, at 203,340, had topped the 200,000 mark. The figure was 17,699 over last year's total. A record net profit of \$93,656 was recorded for the week.

A new revenue record of \$54,518 was set by the concessions

TABLOID PAPER AS SOUVENIR A BI-MONTHLY

POMPANO BEACH, Fla., Dec. 24.—A souvenir park periodical newspaper is being attempted at Storyland, new fairy tale park here. Ru-Don Associates, concessionaires, are taking subscriptions for six issues yearly for 90 cents. Single issues are 15 cents at the park with an extra charge for personalized headlines. The tabloid itself is made up at the Delray Beach (Fla.) News plant, and contains advertising and numerous feature articles about the park and the surrounding beach community.

B'walk Group Organized by A. C. Chamber

ATLANTIC CITY, Dec. 24.—Establishment of a Boardwalk Division of the Greater Atlantic City Chamber of Commerce was announced by Arthur G. Broll, president of the resort organization. It is designed to stimulate and further the Chamber's activities with respect to the Boardwalk and its problems.

The division will include all chamber members operating on the Boardwalk or with a clearly identifiable interest in its affairs. There will be no additional cost to the member beyond his regular chamber dues unless the division were to adopt some program requiring special co-operative support.

Grant Heads Up Regina Fair

Continued from page 36

department and the largest one-day attendance in the history of the fair was on the second last day, Travelers' Day, at 40,558.

Construction in 1955 included an exhibit building, a livestock building, an administration building, a race secretary's office and superintendent's residence.

Harry Stevens

Continued from page 36

four major ball parks, more than 35 race tracks, polo matches, trade shows and expositions, and many special events.

The new Coliseum will open on April 28 with three shows appearing at the same time: The National Photography Show, International Philatelic Show and International Automobile Show. All will run for nine days, and it is expected that total attendance for the three will exceed a million, not only because of their own worth but also because of the tremendous drawing power of the Coliseum.

Memphis Fair

Continued from page 36

Colleanos, the McQuaig Twins, vocal duo; Delray, comedy magician, and the Vagabonders, trampolines. All of the acts also were booked thru Stacey of the Chicago MCA office. In recent years the fair offered free attractions in three buildings.

The fair will present a rodeo for seven days instead of nine, as in the past, Wynne said. On the two days the Coliseum is thus made available, a talent show, topped by a strong name, will be presented afternoon and night.

Wynne said that the fair expects to play to as many, if not more, rodeo patrons in seven days than it has in nine days in the past, when the rodeo was held without a name headliner.

SKY WAY TRAM

One of Hugest Rides Offered On Cable Cars

ESTES PARK, Colo., Dec. 24.—One of the world's longest and highest amusement rides is Heron Engineering Company's huge new Sky Way, recently completed here.

Vaguely reminiscent of the enclosed ski lifts and piniculs of Switzerland, it is a \$200,000 installation built for "pure entertainment value" by the Denver firm. It consists of two 12-passenger cable cars which rise smoothly a distance of 2,640 feet in two minutes up Prospect Mountain, which jets up sharply from this resort city. Round trip covers 5,280 feet. In traveling from the terminal at the base to the top of the mountain, the cable cars gain 1,060 feet altitude.

The Sky Way Tram consists of two single spans without intermediate terminals of any sort, the cars sliding along two primary cables, one and three-eighth inches thick, while a second cable applies motive force to the eight-wheel trolleys on which they are supported.

The cable railway is controlled by the power at the top terminal where an operator on duty can stop either car instantly anywhere along the line. The speed of the cars, however, is mechanically controlled by an "electrical brain," which not only holds the car at a smooth, steady pace up and down, but likewise applies a friction brake as each comes within 30 feet of the terminal, to slow it down for easing into the terminal platform. Both a mechanical friction brake and an electrical brake which will cut off power and freeze the big electric motor in any position are provided.

In solving the problem of side sway, it was found that anchoring the main support cables, weighing more than six tons, in 20 feet of solid rock and concrete, would take care of the first source of sway while the secondary cables which pull the cars along could be kept taut by suspending 25-ton concrete counterweights at each end of the cable, in pits 70 feet deep. The secondary cables thus are kept as taut as banjo strings and the cars roll as smoothly as if traveling along rails.

There is a telephone between each car and the terminal stations, a system of electrical signals in the event the telephone is out, a mechanical brake which locks the trolley in place, and a "rescue car" which is simply a lightweight platform on trolleys along which employees can travel to the passenger car if needed.

Plans call for operation thruout most of the year except where sub-zero winter weather is concerned, Heron Engineering Company has announced.

Dominican Fair

Continued on page 38

concessionaires were jubilant and regarded the problem as slight.

George A. Hamid Sr., midway director, was on hand for the opening. Bernard (Bucky) Allen managed the midway affairs. Both reported the opening days as highly encouraging and equal in every way to their best expectations. They noted that money was plentiful for their purposes and both predicted that the attendance would grow rather than diminish.

Attendance on the opening day was estimated at around 45,000. The gate is expected to build as the exhibits are completed and the fair gets into full operation.

Hamid, who returned to New York yesterday, said that stock shortages loomed after the first two days, and operators immediately made arrangements for added shipments.

The amusement zone will operate from 1 p.m. until 1 a.m. daily.

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Occupation

FAIR ASSN. MEETINGS

Indiana Association of County & District Fairs, Hotel Severin, Indianapolis, January 1-3. William H. Clark, 360 Walnut Street, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 3-5. Win H. Eldridge, 315½ East Mill Street, Plymouth, secretary.

Massachusetts Agricultural Fairs Association, Weldon Hotel, Greenfield, Mass., January 9-10. Paul Corson, Topsfield, secretary.

Minnesota Federation of County Fairs and Minnesota State Fair, Hotel St. Paul, St. Paul, January 9-11. Harold C. Pederson, 3531 22d Avenue South, Minneapolis 7, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 10-11. Everett E. Erhart, Stafford, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 10-12. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 12. (Continued on page 47)

1955 Yields 47G Profit For Iowa State

DES MOINES, Dec. 24.—The Iowa State Fair realized a net profit of \$47,780 from its 10-day run this year, it was announced at the annual board of directors meeting here Wednesday (14). Total receipts amounted to \$678,350 and expenses aggregated \$630,569.

This year's net compares with 1954 profits of \$154,609 realized during the fair's centennial run. The '54 profit was derived from receipts of \$800,837 and expenditures of \$646,227.

This year's total receipts included \$55,386.06 from other than fair activities; \$194,900.90 from other than ticket sales, and \$483,449.41 from sale of tickets.

Major disbursements included \$12,517.85 for non-fair expenses, and the total cost of the fair, other than premiums, amounted to \$434,546.57. Total premiums amounted to a record \$196,023.01. The fair this year spent \$119,445.11 in additions and improvements, major expenses being the erection of several new barns. Advertising expenses in '55 amounted to \$57,882.06, while music and attractions aggregated \$112,748.50.

Canadian Assn. To Include Smaller Events

QUEBEC City, Dec. 24.—The Canadian Association of Exhibitions has amended its constitution to permit the admission of smaller fairs to its membership, Emery Boucher, secretary, announced. This should insure a larger membership, Boucher pointed out.

At the association's recent Toronto meeting, James Paul, Edmonton, Alta., was named president, succeeding S. N. MacEachern, Saskatoon, Sask. W. R. Crewd-

(Continued on page 43)

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TRACK VOTED

Grandstand on Projects List For Greenville

GREENVILLE, N. C., Dec. 24.—The Pitt County Fair directors voted last week to embark on a five-year improvements program to provide facilities for special events, including erection of a grandstand or pavilion, and providing of a race track straightaway. Offers were elected for the coming year and the midway was awarded to the O. C. Buck Shows.

The track stretch would eventually become part of a regular oval track, according to the development plan. Improvements over the past year included an additional livestock barn and a new fence paralleling the highway which is being built.

More than \$4,000 in premiums for agricultural exhibits was laid out in 1955, it was reported, and the week's attendance was about 40,000.

Norman Y. Chambliss was named manager for the eighth year, and the following officers were also elected: Vice-president, A. F. Rowe of Ayden, Frank Taylor of Greenville, and Charles S. Edwards of Farmville; secretary, Willard T. Kyzer, and assistant secretary, Lester Turnage.

Chambliss, owner-manager of the fair in Rocky Mount, said the Buck show will also play that event. Greenville will be held next year during the week of October 8.

It was the 19th annual directors' meeting, and reports indicated a successful fair was again held last season

Mason City To Start on Race Track

MASON CITY, Ia., Dec. 24.—The North Iowa Fair will build a race track and erect bleachers as its first project on its new grounds here, Robert B. Miller, secretary, announced. Building is expected to get under way late this winter.

Fair's entertainment program is nearing completion, Miller disclosed. The 20th Century Shows will again be on the midway. Hedrick Bros. will be in front of the grandstand three nights and two afternoons. Swenson Thrillcade will be in for two performances and Al Sweeney will provide one program each of stock and big car auto races. One afternoon and night is yet to be filled.

Colorado State Earmarks 121G for Improvements

PUEBLO, Colo., Dec. 24.—The Colorado State Fair will spend over \$121,000 on plant improvements

WINTER FAIRS

Florida

- Arcadia—DeSota County Fair, Jan. 9-14. A. G. Erickson.
- Clewiston—Sugarland Exposition, Jan. 24-28. Doug Percy.
- Dade City—Pasco Co. Fair Assn., March 1-10. H. A. Gruetzmacher, Box 248.
- De Land—Volusia County Fair, March 5-10. Lee Maxwell.
- Delray Beach—Florida Gladioli Festival & Fair, Feb. 20-25. R. C. Lawson.
- Eustis—Lake County Fair & Flower Show, March 12-17. Karl Lehmann.
- Fannin Springs—Suwannee River Fair & Livestock Assn., Jan. 18-20. L. C. Cobb.
- Fort Myers—Southwest Florida Fair, Jan. 30-Feb. 4. J. Clyde King.
- Fort Pierce—Indian River Area Youth Show, Jan. 20. M. B. Jordan.
- Largo—Pinellas County Fair, Feb. 28-March 5. J. H. Logan.
- Miami—S.E. Florida & Dade County Youth Show, Jan. 26-29. P. K. Price.
- Orlando—Central Florida Fair, Feb. 20-25. C. T. Bickford.
- Palmetto—Manatee County Fair, Jan. 23-28. W. H. Kendrick.
- Punta Gorda—Charlotte County Fair, Jan. 16-21. Harry Jack.
- Sarasota—Sarasota Co. Fair, Jan. 16-21. Geo. W. Potter.
- Tampa—Florida State Fair, Jan. 31-Feb. 11. J. C. Huskisson.
- West Palm Beach—Palm Beach Co. Expo., Jan. 20-29. Lamar Allen.
- Williston—Levy Co. Fair, March 20-25. O. C. Belott, Mgr., Box 741.

Grand National Again Schedules Feature for '56

SAN FRANCISCO, Dec. 24.—The Grand National Livestock Exposition, Horse Show and Championship Rodeo at the Cow Palace, which showed a 9.2 per cent attendance increase over 1954, will again feature an outstanding attraction during its 1956 run November 2-11. Porter Senson, president of the No. 1-A District Agricultural Association, sponsors of the event, announced.

Senson also announced that the (Continued on page 43)

during the coming year, W. H. (Bill) Kittle, manager, announced. The expenditure will be part of a half-million-dollar plant program that has been under way for the past six years.

Largest addition under the '56 program will be a new 4-H exhibit building that will measure 60 by 200 feet and cost in the neighborhood of \$82,500. Other building activities and their cost will include remodeling of present paddock building into a poultry building, \$16,000; remodeling of horse barns to cattle barns for Future Farmers of America, \$9,000; construction of a new band shell in the picnic area, \$5,000, and paving of the parking area, \$9,000.

Friday Opener Adds 6th Day To Rhinebeck

RHINEBECK, N. Y., Dec. 24.—The Dutchess County Fair will run six days next year, a day longer than has been the custom. Some 70,000 attended the 1955 event, according to Pierre C. Cookingham, president of the Agricultural Society, and the added day is expected to increase the total.

A shift in dates last season resulted in the fair ending on a Wednesday, in order to avoid regional conflicts and also permit exhibitors in some classes to make the move to Syracuse for the State Fair. The experiment was deemed an unqualified success.

Next season Rhinebeck will open on Friday, August 24, instead of on Saturday. The midway will feature the Reithoffer Shows.

Mineola Resuming, '56 Dates in Doubt

WESTBURY, N. Y., Dec. 24.—There will definitely be a Mineola Fair this year, the event's directors have decided. But while the difficulties which forced cancellation of the 1955 event have been overcome, new problems have set in to delay announcement of the 1956 dates. Two periods of nine days are being studied.

The annual was called off last season due to an arrangement between its Roosevelt Raceway site and the Yonkers (N. Y.) Raceway.

This provided that in the event of disturbing influences, each track could use the other for its race meet. With State Thruway work blocking the Yonkers track approaches, it was decided to hold both harness race sessions at Roosevelt Raceway here, thus crowding the fair off the calendar.

George Morton Levy and J. Alfred Valentine, local track and fair association leaders, have modified the agreement with Yonkers, suspending it yearly for three weeks, for 20 years, to enable the fair to be held.

Latest obstacle to the Mineola (Continued on page 45)

Russ Pettit C. of C. Job Made Full-Time

SAN JOSE, Calif., Dec. 24.—Status of Russell E. Pettit as secretary-manager of the Santa Clara County Fair was reported as "pending" after the Chamber of Commerce directors re-designated his manager's post in the organization as full-time. Pettit, C. of C. manager for 19 years, was instrumental in organizing the fair and held the dual job of directing it.

In voting the Chamber position full-time, the directors pointed out (Continued on page 47)

Weyburn, Sask. Records Banner Operations in '55

WEYBURN, Sask., Dec. 24.—One of the most successful years in the history of the Weyburn Agricultural Society was recorded at the fair's annual meeting.

Secretary-manager R. Schultz (Continued on page 47)

Richter Quits Hartford, Mich.

HARTFORD, Mich., Dec. 24.—Paul F. Richter Jr., has resigned as secretary of the Van Buren County Fair, a post he has had for several years. Report from Hartford is that Richter refused to accept his year's salary because of the poor business showing of the 1955 fair.

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Crafts Frames Plans For Sponsored Dates

Buys Big Top for Com'l Exhibitors; Adds Ken Baker to Special Staff

NORTH HOLLYWOOD, Calif., Dec. 24.—Orville N. Crafts, of the Crafts Shows here, has ordered a big top, hired four new men, and will push for sponsored dates between county fair commitments during the coming year.

Latest to join the organization, which also includes Crafts Exposition and Crafts Fiesta shows, is Ken Baker, formerly a co-ordinator with Pan American Amusements, who will act as general representative. Herb Skinner and Jim Fay will work with Baker as co-ordinators. With this staff, the Crafts organization plans to offer a complete set-up for sponsored dates and community fairs.

Ted Levitt, veteran general agent for the Bob Schoonover and West Coast shows, joined the organization as an agent. He is working with Crafts veteran agent, Lee Brandon, in the Northern part of the State.

The big top ordered from the United States Tent and Supply Company in Chicago is to be custom made and delivery is expected about February 1. It will be

80 by 400 feet and have a powder blue top, royal blue sidewalls, and orange fire exits. The marquee is to be a two-toned blue. Tent will have a built-in dramatic end with no poles in front of the stage where the sponsoring organizations may stage either professional or amateur shows. A specially designed stage is to be used with easily accessible wings.

Exhibits

Along with the new top, Crafts has ordered a complete layout for general exhibits and auto shows. M. E. Taylor & Sons, of Long Beach, will supply the aluminum uprights for booths, with decorations to match the satin-draped poles and tent-top decorations.

The new big top is expected to make its seasonal debut at the Maricopa County Fair in Mesa, Ariz., and the Blythe (Calif.) Community Fair, both new dates for the Crafts organization. The Blythe event is being staged this year for the first time.

The new staff will work out of a recently completed air-conditioned office building at winter quarters here.

In addition to offering organizations the exhibit tent, livestock tents will also be available. For this purpose an 80 by 280 round top will be used.

Crafts is assigning the No. 1 unit, Crafts 20 Big Shows, to the sponsored dates. It is managed by J. Frank Warren. The second unit Exposition Shows, under the management of Roger Warren, will play its usual route of celebrations and county fairs. Usual starting date for the Exposition unit is the Carrot Festival in Holtville, Calif., early in February.

Harry Ballard will act as boss canvasser for the first unit.

Levitt has been in the outdoor show field for a number of years. He was raised on the Brown, Levitt & Huggins Shows, well-known in the West some years ago. Baker, a bandleader for 25 years, has been in the outdoor field for eight years, seven of which were with the Pan American Amusements, a show that specializes in community fairs.

PCSA Skeds Installation January 7

LOS ANGELES, Dec. 24.—Joint installation ceremonies by the Pacific Coast Showmen's Association and the Ladies' Auxiliary will be held here January 7. Heading the committees for the event are Sam Steffins and Morosa Herman.

The ceremonies will wind up the showmen's program of Christmas-time festivities. A New Year's Eve party is also scheduled to be held in the PCSA clubrooms the night of December 31, with Dan Dix as the chairman.

Planning for the installations was advanced at the regular meetings of the two organizations Monday night (12), when Mrs. Ann Doolan and Mrs. Herman appeared before the PCSA and urged that members advise if they can attend so that reservations can be made at the Rodger Young Auditorium, where the functions will be staged.

The presidents to be honored that night are Edward J. Harris and Mrs. Herman.

San Francisco Club Switches Event Dates

SAN FRANCISCO, Dec. 24.—Date of the annual memorial services and banquet and ball of the Show Folks of America has been changed to January 15 from January 8 so as not to conflict with the installation festivities of the Pacific Coast Showmen's Association in Los Angeles, M. (Whitey) Monette, chairman, announced.

For the first time in the history of the club the events are being held on the same day. The Memorial Services will be held at Olivet Cemetery Sunday afternoon (15) at 2 p.m., with Sam Abbott, of The Billboard in Hollywood, the principal speaker.

The banquet and ball will be held that night at Sabello's at Fisherman's Wharf. In addition to dancing, a floor show will be presented.

Snellens Tops Slate Of National Showmen

NEW YORK, Dec. 24.—Gerald Snellens was proposed this week for the presidency of the National Showmen's Association. Snellens, general representative of the World of Mirth Shows and long active in the NSA, tops the regular ticket brought in by the nominating committee, whose chairman is Max Tubis.

Several replacements are on the ticket and several new faces will take office if the slate is approved at the elections, set for the next meeting, Wednesday, December 28. Morris Batalsky was proposed to move from second to first vice-president, Jeff Harris moves from secretary to second vice-president, and Al McKee was offered for third vice-president.

Is Trebish will become secretary and Harry Eddels assistant treasurer. Harry Rosen will remain as treasurer.

Altho the bylaws provide that any independent ticket be submitted 15 days prior to the elections, the present situation does not provide 15 days. It was announced at the meeting that the deadline for offering an independent slate would be last night.

The meeting was presided over by Joe McKee, past president, in the absence of President John S. Weisman.

Governors Listed

The following were proposed for the board of governors:

Harry Agne, Vincent Anderson, R. (Shep) Blumberg, Dave Brown, Morris Brown, Arthur Campfield, Frank Capell, Issy Cetlin, Max Cohen, J. W. Conklin, Norman Y. Chambliss Sr., Maurice Elk, Jack Greenspoon, Al Howard, Aaron Hymes, H. William Jones, Johnny J. Kline, Roger Littleford Jr., William Lynch, Jim McHugh, Irwin Kirby, William B. Moore, Charley Davenport.

Sam Peterson, Sam Prell, Frank Rappaport, Abe Rapps, Irving Rosenthal, Irving Sherman, D. D. Simmons, Max Tubis, Morris Vivona, Harry Weinraub, Charles Wertheimer, Michael Wynn, Irving Yerkes, Jack Stern, Hy Malek, Joe Gilbert, Jack Alfred, Richard Geist, Jack F. Martin, George Ross, Charles Young, Henry Kaufman, Joe Prell, Ben Weiss, Joseph Weissman, Max Miller and Tom Wolfe.

Plans for the New Year's Eve

party were discussed by Dave Brown, who reported that Joe Gilbert and Charles Young have arranged for seven vaudeville acts to donate their services, and for the Al Romano TV and radio orchestra to play for dancing. There will be a buffet, door prizes, entertainment, noisemakers and decorations, and tickets at \$2.50 per person are available at the club. Tables can be had for five or six in a party on a first-come basis.

A second unopposed reading was made of a bylaws amendment, providing that gold life membership cards be awarded to anyone who brings in 50 new members in a two-year span.

PCSA Services Draw Record 300 Turnout

LOS ANGELES, Dec. 24.—A record turnout attended the 33d annual Memorial Services of the Pacific Coast Showmen's Association and its Ladies' Auxiliary held at Showmen's Rest in Evergreen Cemetery here Sunday (11). Weather was crystal clear and warm for the ceremonies that began at 2 p.m. under the supervision of Harry G. Seber, chaplain, assisted by J. Frank Warren, PCSA president, and Edward J. Harris, club vice-president.

The ceremonies which attracted about 300 were delayed briefly when the organ failed to arrive because of a traffic tie-up by a parade in the downtown area. However, Seber began the services with Ruth Felt leading the singing of "The Star Spangled Banner" and later offering solos of "Rock of Ages" without music. She was accompanied at the organ for her rendition of "Abide With Me" and for the final group singing of "God Bless America."

Ted LeFors, a past president and cemetery board member, gave the invocation with William Sherwin, club counselor, delivering the welcome address. Jack Hughes, a past chaplain, made a brief talk, which was followed by the im-

(Continued on page 41)

New Carolina Org Announced By Sylvester

GAFFNEY, S. C., Dec. 24.—Ernest Sylvester, veteran of 30 years in outdoor show business, has announced formation of a carnival for the 1956 season to be known as New Carolina Amusements.

Sylvester has set up quarters here and has purchased six rides as the nucleus of his organization which will premiere here in late March. His plans are to tour Maryland, Virginia and North and South Carolina next season. For the fair season, starting in August and extending thru November, Sylvester will add eight rides and some shows.

For the past nine years Sylvester has been general agent of the Wolfe Amusement Company and was formerly secretary for the old C. D. Scott Shows. He had also been connected with the Johnny Tinsley and Marion Greater shows and earlier spent 18 years with the old American Circus Corporation, working in various capacities with the Hagenbeck-Wallace, Sells-Floto and John Robinson circuses. He also had been connected with the Cole Bros. and Clyde Beatty shows.

100 Turn Out For Chicago Showfolk Party

CHICAGO, Dec. 24.—Over 100 members turned out for the annual Christmas party of the Showfolks of America held Sunday (18) in Younkers' Restaurant here.

President Peggy Richards presided at the table of honor, which was occupied by 12 former actresses from dramatic and musical productions whose ages ranged from 65 to 84. Isaac Chappel supervised the entertainment which followed a turkey dinner.

Included in the show were Roberta Markfield, Lillian Robertson, Pat Rooney, The 49ers, Oliver Englund, and Santa Claus in the person of Judge Hanson.

The December meeting was canceled, with the next meeting to be held January 17 featuring the installation of officers and directors.



SHOWMEN'S LEAGUE OF AMERICA SANTA CLAUS greeting party of the more than 200 youngsters who attended the organization's 10th annual Christmas party in Chicago December 18. Clothing, gifts, toys and entertainment was the fare for the moppets from four of the city's youth centers.

Babcock Tops Other Bidders On Orange Show

SAN BERNARDINO, Calif., Dec. 24.—The Frank W. Babcock United Shows were the highest bidder for the National Orange Show here next March, with the midway committee voting Thursday (15) to recommend to the board of directors that it be accepted. Earl E. Buie, Orange Show manager, said the action was tantamount to acceptance.

Featured with the Babcock unit will be the Velare Bros.' Rotor. Buie said the inclusion of this attraction was one point which made the bid acceptable.

The Orange show committee opened bids for the midway contract Tuesday (13) with Crafts Shows and West Coast Shows also represented. As the bids were close, additional time until Thursday was requested to make the final decision.

Babcock's bid offered approximately \$51,500 to the Orange Show.

Larry Ferris, general agent for the carnival, said that he planned to bring in 30 major and 20 kid rides, and seven shows, including the Rotor and Penny Arcade.

Glass City Names Hopkins Manager

TOLEDO, O., Dec. 24.—W. T. (Bill) Hopkins, veteran outdoor showman, has been named manager of Glass City Shows, Owner Gerald R. Anderson, announced. During the past season, Hopkins managed the Riley Amusement Company's No. 2 unit. Hopkins was expected to move to the show's winter base this week to supervise overhauling operations.

Mrs. Charles Stapleton, wife of the owner of the Funfair Shows, recently organized, was reported doing well after giving birth to a five-and-one-half-pound daughter December 20 in Mount Carmel Hospital, Detroit.

Pan American Signs 'Waters' For 30 Weeks

LOS ANGELES, Dec. 24.—A "Dancing Waters" unit will be featured as a part of the community fair presentation in California for 30 weeks by Pan American Amusement Corporation, James L. Wood and William J. Overly, Pan Am. president and general agent, respectively, announced.

The contract was signed for "Dancing Waters" by Sam Shayon and Hans Hasslach. It calls for an undisclosed flat fee against a percentage of the gate.

The attraction will be used as a free attraction in the exhibit tent used by Pan American in playing community fairs sponsored by such organizations as the Chamber of Commerce, Junior Chambers, Lions Clubs and other local service groups.

A specially designed unit of "Dancing Waters" will be used and set up on a trailer truck which will travel with the show. The first appearance of the attraction is now set for the Yuma, Ariz., County Fair, April 18-22. Overly said however, that negotiations are under way for dates prior to that now set.

Shayon and Hasslach were reported as declaring that the move is a departure from their usual type of operation. However, this pact will be a means of bringing the water spectacle to the greatest number of people. In the past, it has been featured only at the larger fairs and celebrations.

Alfred C. Osborn and Lon Hall, the Rocky Mountain representatives for "Dancing Waters" in Sterling, Colo., will personally supervise the unit traveling with Pan American. Prior to the tour, the unit will be installed at the show's winter quarters in Thousand Oaks.

Union, S. C., Signed for Vivona Route

NEW YORK, Dec. 24.—The fair in Union, S. C., has been added to the route of Amusements of America, general representative Morris Vivona reported this week. This signing leaves the show with one open fair week and two still dates to place, he added.

John Vivona, general manager, will reportedly fly to Tampa, from Miami shortly to discuss the purchase of a ride from the Royal American Shows. The Vivona show will also buy another light plant.

John Dempsey, builder and ride super, is in charge of winter quarters at the Sumter, S. C., fairgrounds, and is having all rolling stock decked out in a new color scheme. Tractors will be red, trailers white and lettering blue, and the tri-color motif will be applied to other equipment as well.

A new Minstrel show front, just purchased, will be featured next season and it is intended to man it with 22 persons including band. The Motordrome, featuring Art Lunquist and lions, is being remodeled to offer an 85-foot front.

The staff will remain intact next year and will consist of Mrs. Catherine Vivona, treasurer; Morris Vivona, general representative; John Vivona, general manager; Sebastian (Babe) Vivona, purchasing agent and manager of the No. 2 unit; Danny Dell, business manager; Harry E. Wilson, special representative; James Rappale, advance; Tony Masiello, chief mechanic; Pete Hendrix, chief electrician; John (Tiny) Dempsey, ride super and builder; Don Crown, pictorial artist, and Bull Smith, front gate and watchman.

MIDWAY CONFAB

The mystery of the missing prize winner was finally solved this week at the National Showmen's Association by a little sleuthing by Ethel Weinberg. Deducing that the number came from a book in the group sold by Gerald Snellens, she wrote John M. Brewer, vice-president of the Coca-Cola Bottling Company in Bangor, Me., whose name was on a \$5 check, and he replied by sending in the matching stub. His prize: a case of Philip Morris cigarettes.

Ted Woodward, who closed recently with the John R. Ward Shows as secretary-general manager, recently visited Woodland Trailer Park, Mobile, Ala., with friends, Art and Myrtle Courtney, and planned to go on to New Orleans. Ted said he has not completed plans for next season but will go out with some Eastern show as general agent or secretary.

Mr. and Mrs. Cash Miller, of Side Show note, recently showed Bradenboro, N. C., with their Bradypuss Animal Show, and were hosted by Mr. and Mrs. Dick Hilburn at a turkey dinner. Hilburn, who was with Mickey Mansion's Side Show on the Strates' show as quarter boy and tattoo artist the past two seasons, now operates a sign shop in Bradenboro. . . . E. H. Rucker cards from Pompano Beach, Fla., that he is enjoying the warm Florida sunshine.

Capt. Bill Forkum, who with his wife, Margaret, has been working a dynamite act in West Hollywood, Fla., was the subject of a recent article in a local newspaper. . . . Jimmy and Ann Ackley recently returned to Ruskin, Fla., after a two-week business-pleasure trip to Flint, Mich. . . . Robert (Slim) Curtis was recently released from a California hospital where he had been for five months recuperating from injuries received on the Clyde Beatty Circus. Curtis, whose home is in Tampa, says he'll play winter fairs in Florida.

Johnny A. Brooks, trainmaster on World of Mirth Shows this season, is currently in Baldwin, Miss., where he's operating his Drive-In Cafe. The Brooks recently announced the addition of a son, George Bingham Brooks, born November 16.

Louis (Frenchie) Brown and Jack Zeman, Detroit concession ops, delayed their Eastern trip in order to attend the annual children's Christmas party of the Michigan Showmen's Association Sunday (18). . . . Oscar Margolis, retired concessionaire, is out of the hospital and visiting the Detroit clubrooms regularly.

PCSA Services

Continued from page 40

pressive "Rose Ritual," read by Grace Merkel in the absence of Opal Manly. Mrs. Merkel was assisted by past presidents of the Ladies' Auxiliary. Wreaths were placed on both the PCSA and Ladies' Auxiliary monuments by President Warren and Clara Andersen, Auxiliary president.

The principal address of the afternoon was delivered by Sam Abbott, of The Billboard office in Hollywood.

A salute was fired and taps sounded by a group of U. S. Marines. Benediction was given by Chaplain Seber.

Chairs for the occasion were furnished by Bob Downie and the Canvas Specialty Manufacturing Company.

Members of the cemetery board include, in addition to Seber and LeFors, Harry Phillips, chairman; Joe Glacy, Earl Douglas and Al Weber.

Members who passed away in 1955 include Edward (Bud) White, (Bones) Hartzell, Dave Morris, Harry Gillman, Nate Nye, Clyde McCahen, Frank Morgan, William Lowney, Howard Bishop, Jack Dyke, James Clark, and Earl Varney. All except Nye, Lowney, Bishop, Clark and Varney were buried in the plot.

PCSA Honors Past Prexies

LOS ANGELES, Dec. 24.—Achievements of the Pacific Coast Showmen's Association since its organization in 1922 were reviewed at the Past Presidents' Party held here Monday night (12) in the clubrooms. Joe Glacy and William Hobday, both past presidents, emceed the activities.

Seated on the rostrum for the occasion with President J. Frank Warren, past presidents included Orville N. Crafts, Harry Fink, J. Ed Brown, S. L. Cronin, C. F. (Doc) Zieger, Glacy, Harry G. Seber, Mike Krekos, Ted LeFors, William Hobday, E. W. Coe, M. J. Doolan, Moe Levine and Hunter G. Farmer. Each took the microphone to tell briefly of the problems encountered and how they were solved. All urged that the membership support the present projects and back the incoming president, Edward J. Harris, whose unopposed nomination for the post was announced at the conclusion of the meeting.

Prior to the festivities, dinner was served under the general direction of Seber, chairman of the committee. The food was prepared and served by a committee which included Sam Landesman, George Surtees, Meyer Schlom, Victor Sorrell and James Wolfe.

A brief business meeting con-

cluded the party. President Warren read the official slate of officers as submitted by the nominating committee. Warren called upon members who were attending after absences. They included E. S. Fitzgerald, incoming president of the Show Folks of America in San Francisco; Jimmy Lynch, Johnny Branson, Basil (Hap) Young, T. Dwight Pebble and Rudy Jacobi.

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NOTICE!
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R-B Again Names Butler Press Head

Need to Return to 'Old-Time' Methods Seen in Appointment of 30-Year Vet

SARASOTA, Fla., Dec. 24.—Roland Butler agreed this week to again head up the press department of the Ringling Brothers and Barnum & Bailey Circus after an absence of 18 months. Butler resigned in June, 1954, ending a career spanning some 30 years, including several short absences coincidental with changes in management.

The announcement made here by Henry Ringling North, and concurred in by President John Ringling North, was designed to end perhaps the most unsettled period in the history of the circus publicity department. Directorial responsibility after Butler's resignation began and ended with Edward Knoblauch but for months between the duties were lodged in various and sometimes indeterminate hands.

Butler said his job was "to put the department back the way it

used to be." This in itself is regarded as quite a job. This year, under the direction of Milton Pickman, the unique, identifiable circus ads and accepted approaches were abandoned in favor of a motion picture-type advertising-promotional campaign. The poor business experienced under canvas was a black mark against it.

Butler, who personifies the circus press agent as the public might imagine him, both in appearance and ability, is already at work in winter quarters here. The personnel lineup, marked by a number of changes this year, is not yet blueprinted, Butler said.

L. A. Police Bow Out as Sponsors

LOS ANGELES, Dec. 24.—After 21 years shows sponsored by the Los Angeles Police Department are being discontinued. The Police Commission voted unanimously here Monday (19) against them upon motion of Michael Kohn at the suggestion of Chief William Parker.

Chief Parker declared that a survey within the department showed that the officers' selling tickets to the 14-day event was not in keeping with the "high standards" the department heads are striving to attain.

The four organizations receiving funds from the ticket sales included the Police Relief Association, Retirement Benefit and Insurance Association, the Police Academy and the Police Post of the American Legion. Chief Parke added that the survey had also revealed that financial support for these organizations could be found elsewhere.

Dolly Varden Dies at 84

ST. LOUIS, Dec. 24.—Dolly Varden, 84, one-time circus and Wild West performer, died in a local hospital Sunday (18). She was remembered here as a performer at the St. Louis World's Fair. Her husband, Raymond O'Dell, died a few months ago.

Apparently she was named for the character Dolly Varden in Dickens' "Barnaby Rudge." Many items have been named in the same manner. Among them are the Dolly Varden chocolates, Dolly Varden rose, Dolly Varden trout and fly, Dolly Varden lumber siding, Dolly Varden cigars and Dolly Varden dresses and hats.

Tommy Hanneford, Struption Luvass Wed

SARASOTA, Fla., Dec. 24.—Mr. and Mrs. Tom Hanneford are at home at Hanneford Court, Osprey, following their marriage in Chicago December 8. The bride is the former Struption Luvass, member of the George Hanneford Family of bareback riders.

The Luvass and Hanneford families will observe Christmas here. The George Hanneford Family will be with Polack Bros.' Circus, opening with the Eastern unit February 3. The Luvass Sisters are going with the Orrin Davenport Circus.

C. G. Snowhill, Former Ringling Gen. Agent, Dies

SARASOTA, Fla., Dec. 24.—Charles G. Snowhill, 82, former general agent and car manager for Ringling Bros. and Barnum & Bailey Circus, died at a rest home here recently.

He was a native of Belleville, Ill., and went with the Forepaugh-Sells Circus in 1910 and 1911 as opposition brigade manager. He moved to Ringling Bros.' Circus in 1912 as manager of the No. 3 advertising car. Thereafter, he moved up to manager of the No. 1 car.

He was employed in a St. Louis billposting plant during the winters until about 1917 when he moved to Chicago and became the first advertising agent for the then new State-Lake Theater. He also worked with other theaters.

Upon the death of William Horton, Snowhill was promoted to the general agent's post in 1933 and he continued until 1936. He retired and later moved to Sarasota, where he was a summer employee a winter quarters for several years.

Surviving are his widow, Theresa, and a daughter, Mrs. Truman Jones, of Hinsdale, Ill.

Strong to Open Early in January

THOUSAND OAKS, Calif., Dec. 24.—John A. Strong Jr., will open his newly titled John Strong's Trained Animal Show in Encino January 10 and then move northward for dates under canvas.

Strong said that the show's title was changed from John Strong's One-Ring Circus to comply with a recent Los Angeles ruling regarding events sponsored by Parent-Teachers Associations. Strong specializes in school dates.

The show closed December 10 in Ojai, Calif., but played four days starting December 20 for the Navy's Christmas shows in San Diego.

Business during the year varied, he declared. Completing a tour in Utah in July, the show had sound business in Nevada. Entering California in August at Loyalton, the first week was satisfactory but the next three were weak principally because a try was made at unsponsored engagements. Crowds around Los Angeles this fall held up well.

Eddie Edwards, juggler, left the show to play camp shows in Alaska during the Christmas season. He returns here January 8. Bill Preston, who joined in Utah, is handling the animals, including a pony and goats recently purchased for a new turn.

Wilcoxes Complete 25 Years on Shows; Recall 3 High Points

HOT SPRINGS, Ark., Dec. 24.—Wind-up of the George W. Cole Circus season completed 25 years with circuses for Bill and Jackie Wilcox, one-couple advance department.

But their claim to fame isn't limited to years. Bill picks out these high spots:

At Florence, Colo., they got the highway department's bulldozers to make a lot, thus making way for the town's first circus. At Sells, Ariz., on the Papago Indian Reservation, there weren't enough hits for billing, so Bill arranged with an Indian chief to send smoke signals about the coming of the show. And in 1954, at Provincetown, Mass., a spot that's hard to bill, they had the town crier announce the show's coming twice a day from the town hall steps.

UNDER THE MARQUE

Paul Lemery, trainer of the Hawthorne Bears, has purchased the act from the Hawthorne Zoo and John Cuneo Jr. The act will be booked by the Hawthorne office thru the 1956 season.

Steve (Bozo) Brenner, clown, is confined to St. Agnes Hospital, Baltimore, for surgery and would be pleased to hear from friends.

Tom Mehl is now located at the Green Circle Bar, Bromley, Ky. He plans to spend the winter there.

The Ira Watts are wintering in Miami. . . . Boston local of the bill-posters union held a Christmas party. J. Raymond Morris was dressed like Emmett Kelly. John J. Grady, International secretary, was a guest.

Jerre Cammack is the air calliope player with the Disney circus band. Fred Mullens has the steamer only. It is Dick Berg who has a seal act in the performance.

Buzzy Potts remains in a sanitarium and can be contacted thru Harvey J. Rape in Durham, N. C. . . . When the Albert White Tent of CFA, at Appleton, Wis., held a meeting recently, they telephoned Albert White, Ringling clown, at Sarasota for a visit.

Clowns scheduled to go to Havana for Ringling include Frankie Saluto, Jimmy Armstrong, Gene Lewis, Albert White, Charlie Bell, Billy Rice and Freddie Freeman. . . . Jojo Lewis writes from Sarasota that he will be with the Orrin Davenport Circus. He watched the CBS rehearsals with Ringling and was in the top when a tiger escaped. While the tiger was roaming, a workman, who was on top of the tent, ripped the canvas and fell thru.

George Annett, who was known as Pony Wilson during his years as long-string driver with circuses, is at the Langer Nursing Home, Peru, Ind. He has a heart ailment and is losing his eyesight, writes George Clarke, of Logansport. He drove horses for shows touring Europe, England and Australia as well as here.

Eddie Woekener, bandmaster with many shows, suffered a stroke December 15 and was taken to Dukes Hospital, where his condition was reported as fair.

Von Binkered, former bull man with Cheerful Gardener, now is in Peru, Ind., where he has charge of a fleet of trucks for a construction firm.

Terrell Jacobs and his cat act have left for Cuba, where he has a 12-weeks engagement. Part of his equipment has been stored at Twelve Mile, Ind., and the baby elephant is at Paul Kelly's farm.

Robert H. Gollmar, Baraboo, Wis., attorney, will be sworn in as Sauk County judge January 3, when his guest will be Fred Goll-

Gosh in Layoff For Christmas

NATCHEZ, Miss., Dec. 24.—The Byron Gosh All-American Circus closed December 18 for a three-week holiday layoff and will reopen early in January at Jackson, Miss.

Brewton and Thomasville, Ala., were up. A Shrine committee visited at Helena, Ark., and signed for 1956. The show had special ferry service across the river at Helena. Show stayed a second day in Hattiesburg, Miss., and did well both days. At Natchez, 900 u.p.c. were guests. Dr. Sidney Hoffman, New Orleans circus fan, caught the show at Poplarville, Miss. All personnel were guests of the management at Thanksgiving time and will be guests for a Christmas party and dinner also.

WANT
WRESTLING BEAR OR KANGAROO ACT
That can be worked with audience participation advertising in advance for prize money. To be used as concert or after show on the Tommy Scott Western and Circus Review. Year-round work. Contact TOMMY SCOTT, General Delivery, Toccoa, Georgia, until December 30.

mar, surviving member of the show-owning family.

Playing Christmas dates in Chicago and Northern Illinois were Helen Haag's Chimps, Joe Hodgini and his dogs, and clowns George LaSalle, Duke Anderson and Earl Shipley. They were booked by Sid Page.

Winding up a Christmas season's run at a State Street store in Chicago, the Harold Dunns now will take their miniature circus to Greenville, S. C., and from there they will go to Sarasota for a visit.

Tom Carroll, Chicago circus fan, is moving to South Bend, Ind., where he will be film editor for WNDU, television station. . . . Klausner's Bears will be on Ed Sullivan's TV show on Christmas Day. The Merkys, with Polack last season, will be in a new Radio City Music Hall show.

After closing with George W. Cole Circus, Bill and Kit English, with their youngsters, Johnny and Cathy, are visiting her parents in Reading, Pa. They will return to Hugo, Okla., in January. He said the concessions on the show did well this year. Show closed five days early because of cold weather.

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A Market Place for COLLECTORS' ITEMS . . . Rare books, lithographs, photos, posters, route cards, old and antique material and equipment.

BOUND BOOK BILLBOARDS 1942, \$15; Cards autographed: Charles Wakefield Cadman, James Jeffries, Lew Dockstader & six \$5 each; pages Cahn's Theatrical guide 1898, \$1 each; 10 diff. Hobby magazines, \$3; letter written signed Joe Jefferson, 2.7.97, New Orleans envelope, stamp, \$20; all almost new condition. De Witt, 62 Princeton Rd., Old Bridge, N. J.

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FOR SALE—OLD CIRCUS PHOTOS, SEND 25¢ for catalog and sample photo. Robert D. Good, 1609 Turner St., Allentown, Pa.

MINIATURE CIRCUS WAGON KITS, WILD animals, acts, accessories, illustrated catalog, 35¢. Walters Hobby Shop, Dept. B, 207 French Rd., Utica, N. Y.

THE CIRCUS FAN, AMERICA'S LARGEST monthly circus publication now reprinting rare out-of-print book, "Life of Ringling Brothers." \$2 year. Complete back issue file free to new subscribers; "Autobiography of a Clown," story of Jules Tournour, old Ringling clown. Poor Richard's Press, Brentwood, Md.

TWELVE 5x7 PHOTOS HIGHLY TATTOOED men, women (choice), two dollars; fifty different, five dollars. Bernard Kobel, 16 North San Remo Avenue, Clearwater, Florida.

WANTED TO BUY: RINGLING BROS. AND Barnum & Bailey Circus programs, 1940 thru 1947. William Wiemhoff, 4924 N. Merrimac Ave., Chicago 30, Ill.

WANT 35MM. CIRCUS COLOR SLIDES OF rail shows, cash or trade circus pictures. J. McRoberts, 908 Madison, Topeka, Kan.

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ROADSHOW REP

Billy Terrell, the veteran of Roseland, La., writes in to say that he has received several letters and cards applauding his recent remarks in The Billboard regarding cony actors. One of them was from Boob Brasfield. "Altho I did comedy for 32 years," writes Terrell, "I'll have to say that I think Brasfield was the greatest natural Toby in the business. His comedy was original and he is now on TV, doing a G-string, and knocking them cold. I would love to catch his act. He always could make me laugh, and I am a tough audience."

A little more comment on the Haverly Minstrels (The Billboard, December 10) comes from Earl Carlitz, of Philadelphia. "Eddie Cassidy, formerly with Frank Dumont's Minstrels of Philadelphia, was a featured end man with the Haverly show," writes Carlitz. "Cassidy, who died about five years ago, once showed me a poster in which he was a featured performer with Haverly. About three weeks ago I met Joe Hortiz, now about 70 years old, who was a favorite yodeler with Dumont."

Everett Durham, who started an east to west jaunt from Buffalo the first week of September, is now in Chisholm, Minn. The cast, composed of himself, his wife and niece, has been doing "The Sneezers." During the past three weeks cold weather has cramped the style of the trio to some extent, but prior to that time excellent business was done at some stands in Canada, the unit even doing some weekend dates at eating places in the Dominion.

"Some time ago I read in the column a short item about the Culhane, Chase & Weston's Minstrel Show," writes Thomas Kiley, of Dorchester, Mass. "When I lived

in Lynn, Mass., the show played there often. With it, at one time, were the De Elmer Brothers, barrel jumpers and acrobats. Vic and John De Elmer came from Port-lanc, Me., and were one of the first to do barrel jumping. They were top acrobats. Also with the show at one time was the club juggling team of Allaire and Gaudrau, who were also clever. They hailed either from Fall River or New Bedford, Mass. The three St. Felix Sisters, who were the wives of the show owners, were also excellent performers." Kiley asks for more details on this show and would like to know whether members of the above-named acts are still living.

The Goldwin Trio (a male and two females) has been breaking in via school dates in Northern Minnesota, using "Scenes From Uncle Tom." Since the offerings have been catching on well, the trio plans to go into dine and dance spots. The Goldwins are old-timers in vaude and tent rep.

From Portsmouth, N. H., Carl Griffin writes: "I read with interest the notes about old-time 10-20-30 and wonder who remembers Rice's Comedians, a show that played thru the East. The cast was composed of Charles P. Rice, D. S. Murdock, G. R. Rickets, Clara Langley, Edna Macbeth and others I do not recall. The troupe offered such shows as 'Eagle's Nest,' 'Phoenix,' 'Love's Old Sweet Song,' 'A Soldier's Vow' and 'In the Heart of Russia.' Master Willie Foster sang illustrated songs. I carried a banner thru the streets of Fitchburg, Mass., where I lived at the time. Am not sure, but I believe Willie Foster hailed from Lynn, Mass. Maybe someone else could pass on some information on this show."

Drivin' 'Round the Drive-Ins

Sylvan K. Berry has purchased the El Capitan Drive-In Theater, San Antonio, from Tom Summers. Barry also operates the nearby Fiesta Drive-In. Both feature Spanish and American language film. . . . Kenny Stroud has been named manager of Market Street Drive-In, Houston. . . . The Kilgore (Tex.), Drive-In was blacked out for awhile recently when power lines near the theater burned. . . . Fiesta Drive-In, Mathis, Tex., has been remodeled and enlarged. Formal reopening was held December 9. It is planned to book in vaudeville shows on mid-week dates during the winter.

Contract has been awarded the City Electric Company to design and set up electrical wiring in the twin-screen drive-in under construction by John Block at Laredo, Tex. The drive-in will have 1,000-car capacity. . . . Mr. and Mrs. J. B. Roberts have announced plans for construction of a drive-in at Richardson, Tex., where they already operate the Ritz Theater. The drive-in is expected to be completed by spring and will have modern and complete concession buildings. It will be equipped for Cinema-Scope and wide-screen showings. . . . Capacity of Skyway Drive-In at Bryan, Tex., operated by Jack Farr, Houston, has had its capacity increased from 425 to 600 thru addition of three ramps.

The Smith Management Corporation of Boston has announced the transfer of William T. Powell Jr. from his post as manager of the A.B.C. Drive-In at Croton-on-the-Hudson to the Starlite Drive-In, Pittsburgh. Powell's father is assistant manager of the Smith organization.

William Rosen, son of Sam Rosen, of Lockwood & Gordon Theaters in Connecticut, and Mrs. Rosen, the former Shirley Adams, of Hartford, have returned from a Bermuda honeymoon.

A late spring opening is anticipated for the \$250,000, 1,000-car capacity drive-in theater being built

at New Haven, Conn., for E. M. Loew's Theater Enterprises, according to George E. Landers, the circuit's Hartford division manager.

E. M. Loew, Boston theater magnate, opened his newest drive-in theater December 21 at Hallandale, Fla. Known as Gulfstream Drive-In, the installation is situated near the race track. It accommodates 3,800 cars and is fitted with the latest screen and sound equipment. Jim Frazier, manager of the Strand Theater, Ashville, N. C., has been transferred as the new manager. Loew, Larry Wallace, his concessions manager, and Richard Rubin, designer and engineer, were there to oversee the opening.

Harry Chertchoff, head of By-Pass Theatres, Inc., recently filed in Philadelphia U. S. District Court a complaint against Paramount, RKO Radio, Columbia, Warners, U-I, Loew's, Inc., Buena Vista and Stanley-Warner Theatres. Equitable relief is sought for a run at his Comet Drive-In, about 10 miles outside of Lancaster, Pa. The usual clearance of theaters in that section is 14 days after first-run Lancaster, but Chertchoff claims the Comet has had to play films much later than that. He is represented by the Philadelphia law firm of Gray, Anderson & Schaeffer.

Superior Court Judge Vincent S. Haneman has temporarily restrained the City of Vineland, N. J., from taking further proceedings aimed to revoke the license of the Delsea Drive-In pending a test of the validity of a municipal ordinance. The city sought to revoke or suspend movie license on grounds Delsea exhibited a film which was "immoral, degrading, indecent and obscene" on August 27. The defendant corporation alleges the film, "Undercover Girls," was approved by both the New York and Pennsylvania boards of censors and has been widely shown in several States. It is claimed the ordinance is invalid since it fixes no standard for film quality, and delegates to City Council un-governed discretionary powers.

Fredericton Icer Costing 400G Debuted

FREDERICTON, N. B., Dec. 24.—Rt. Hon. Lord Beaverbrook clipped the official ribbon conveying his latest bequest jointly to Fredericton and the University of New Brunswick on November 26. The bequest was the Lady Beaverbrook Rink, built and equipped by His Lordship at a cost of \$400,000.

Outside dimensions of the main building are 218 by 127 feet and the ice surface measures 195 by 83. Seating capacity runs 1,650, and there is standing room for an additional 400. Superstructure for the seating is all steel with mastic asphalt surfacing. Basic support of the rink is a rigid steel frame, arch shaped. Exterior is colorful, being of local brick alternated with panels of porcelain enamel on steel.

The ridge pole is 30 feet above the ice surface. The roof deck is of Siporex in four-inch insulating slabs. It is not affected by moisture, prevents condensation and is fireproof. At the same time the absorptive qualities of the material prevents sound reverberations and renders the acoustics unusually good for a structure of this type. Ventilation is achieved by a continuous roof vent 185 feet long, with a six-inch throat, which exhausts warm air. Fresh air is introduced thru the seating steps and thru grills at the ice surface. The latter feature is designed as insurance against mist on the ice. Arrangement of the doors allows for control of both skaters and spectators from one box office.

A public lounge is glassed in and heated. It has a canteen and an area to accommodate about 200 people. Skaters have a separate canteen and the area where skaters will walk on their blades is surfaced with creosoted wood block paving. Dressing rooms occupy an area 140 by 23 feet. Sound and lighting controls, suitable for ice spectacles, are housed in a glassed-in compartment.

Architects were Stewart & Howell, Fredericton, and the contract was held by the M. F. Schurman Co., Ltd., Charlottetown, Prince Edward Island and Fredericton.

Canadian Assn.

Continued from page 39
son, Fredericton, N. B., was elected vice-president and Boucher was re-elected secretary. In addition to the officers, the executive committee includes E. D. McGugan, London, Ont.; M. E. Hartnett, Calgary, Alta., and H. E. McCallum, Toronto.

The meeting was one of the best attended in years, with 41 members and delegates registered. Discussed were livestock classification, government grants, railway exhibition freight rates, amendment to criminal code, improvements to grounds, operations of arenas and ice rinks, and concessions with most of the session of the open-panel type.

The delegates were guests of the Canadian National Exhibition at a luncheon and also visited a stud farm and attended a preview showing of General Motors' "Motorama" show.

Grand National

Continued from page 39
Grand National Junior Livestock Exposition and Arena Show would be a five-day event starting March 24.

The 1955 Grand National closed November 6 and featured the Riders of the Andes, famed Chilean Mounted Police unit. Nye Wilson, secretary-manager of the Cow Palace, is now negotiating for another outstanding arena attraction for the 1956 show in November.

Tex. Assn. Kicked Off With Charity Campaign

HOUSTON, Dec. 31.—The Roller Skating Association of Harris County, a new organization devoted to the betterment and promotion of roller skating in Texas' largest county, was recently formed here.

The group is composed of rink operators of eight Harris County rinks and has the support of all skaters in the vicinity.

Named chairman of the group was E. L. Pruitt, owner of Rainbow Roller Rink here, who immediately announced plans for a gigantic night to benefit the Houston Chronicle's Goodfellow program to help kids at Christmas.

All eight rinks banded together to have a Skate for Goodfellows night, with all admissions going to needy kids of Houston. Approximately \$1,500 was expected to be raised in this manner to provide some boy or girl with a toy or bag of candy. Another project expected to be developed by the group in

the near future is the naming of a skating queen of Harris County.

Monthly meetings are to be held and problems and plans discussed.

Other members of the group are Les Oldfield, Gateway Swim and Skate; Ray and Ruel Hubert, Hubert's Roller Rink, Pasadena; Kelley's Skateland, Estes Kelley; Pine Bluff Roller Rink, Claus Griffin, LaPorte; Aaron Cook Sr., Cook's Roller Rink; Sam Ragusa, South Main Roller Rink, and O. D. Crumpler, Southland Rollerade, Spring Branch.

New Year's Eve Party Scheduled at Mineola

MINEOLA, N. Y., Dec. 24.—Earl Van Horn's Mineola Roller Rink will hold its annual New Year's Eve celebration December 31, with skating from 8 p.m., to 12:30. As usual, there will be no advance in prices. There will be special skating numbers and a distribution of noisemakers. Also scheduled for the rink were an evening session only Sunday (25) and matinees on Monday (26) and January 2.

Jamboree Big At Gelfand's Roller Bowl

OMAHA, Dec. 24.—Crowds termed "terrific" by professional Jack L. Browne attended a Thanksgiving Skating Jamboree November 24 at Jack Gelfand's Roller Bowl here. Customers were still coming in around 10 p.m., Browne reported, apparently seeking a chance at three turkeys and seven chickens which were awarded skaters in a drawing. An added attraction was the presentation of special skating numbers.

The strong upward trend in class work and private instruction is continuing at the rink, Browne said. He reported that this work occupies all of his time before and after regularly scheduled public skating sessions and that he has been forced to utilize Mondays, his off days, to take care of requests for private instruction.

Public skating sessions have been holding up well, too, Browne said. These periods have been bolstered by the booking of numerous small party groups on Wednesdays and Thursdays. The larger private parties are booked for Monday nights, when the rink is closed to the public.

Browne is now training about 30 skaters for their first proficiency test in dancing and is also working with skaters for other divisions of competitive skating in preparation for 1956 RSROA competitions.

Stratford Kids Take Figure, Dance Tests

STRATFORD, Conn., Dec. 24.—Long Beach Skating Club here held figure and dance tests recently and this week announced the results:

Junior dance, Charl Ann Miller, Tom Nolan, Priscilla Gunther, Barbara Hainsworth, Robert Lassen, Har Graves, Robert DeLancy, Steve Havenek and Barbara Dressler; junior figures, Robert DeLancy, Tom Nolan, Ray Graves and Diana Callo; bronze dance, Robert Lassen and Barbara Hainsworth; bronze figures, William Smith, and silver dance, Veronica Solomon and Joseph Alarcon.

Judges were Russell Dunham, Hugh Giffany, William Dobenstein, Charles Dannenberg and Elizabeth Honey.

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Tie is full length, extra strong, black with woven silk threads. Steer head beautifully carved and silvered; ruby red eyes light up. Easily replaceable standard size battery and bulb.

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PACKAGED INDIVIDUALLY on a beautiful high gloss, 3 color, self-selling display card. Display card can be hung, or can be opened to make a self-supporting easel 5"x11". Packed: 12 to carton. Shipping wt.: Approx. 2 1/4 lbs. per carton.

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Denver 2, Colorado

MERCHANDISE TOPICS

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

For the first time, a light-weight lounge chair has been developed in a compact carrying case to accompany you everywhere so as to enjoy comfort. It opens and closes in a jiffy, may be carried over your shoulder, weighs only five pounds and when folded measures 2 1/2 by 6 by 26 inches. The frame is of polished aluminum with two seating adjustments. The seat is of water-repellent duck, red or green, and the carrying case is of reinforced plaid plastic material, with zipper and adjustable strap. Write Leisure Industries, Dept. 96-09 Metropolitan Avenue, Forest Hills, 75, New York, for quantity prices.

A new Jet Ball toy, described as America's newest lung developer, is being offered by Standard Molded Plastics, 522 Chestnut Street, Rockford, Ill. By blowing thru the sanitary, non-fading, plastic jet, an air-stream is created which keeps a ball spinning in mid-air. There are no springs to get out of order, no magnets or string. The gun and ball are individually packed in cellophane with complete instructions. Quantity priced at 6 1/2 cents each, or with counter display at 7 1/2 cents each. Standard will be glad to fill your request for a sample.

Sherfy's, Ltd., 2126 Boyer, Seattle, says it has real money makers in authentic reproductions of the U. S. Bill of Rights, Lincoln's Gettysburg Address, the Declaration of Independence and the U. S. Constitution. These 11-inch by 15-inch reproductions are on genuine parchment that has been aged to look over 150 years old. They cost \$95 per thousand or 9 1/2 cents each and you sell them for 59 cents each or wholesale set of four for \$2. Send \$1 for a set of four samples and see this value. Another deal

Sherfy's has its 72 American flags made of silk and a giant three-foot-by-four-foot Declaration of Independence on aged parchment for \$19.50. Write for full information.

The Fix-It Fire Truck combines the features and fun of many toys in one. As an exciting aerial ladder truck with a two-foot long extended aluminum ladder, the fire engine has a portable electric searchlight to spotlight the area of the fire. A spring in its swivel base gets the aerial ladder into action within a second. As a fix-it truck, the toy appeals to mechanically minded children who like to put together and take apart their own toys. The new fire truck has detachable tires as well as a die-cast jack and tools that really work. Retailing for approximately \$12, the fix-it fire truck is made by the Ideal Toy Corporation, 200 Fifth Avenue, New York.

The Carribean is a practical handbag made from reed and wrought iron, garnished with a colorful floral arrangement. Weighing only 15 ounces and measuring 4 by 4 by 8 inches, it lends itself readily for designing. The reed may be left off and lined with felt or material to match any outfit with which it is to be worn. The lining may be decorated with sequins, appliques or textile colors. The Carribean retails for \$2.25 postpaid. Write Tandy-Craft Supply Company, P. O. Box 243BB, St. Louis, for quantity prices.

Buyers who are able to use large quantities of items should write to I all of Distributors Inc., 8713 12th Street, Detroit. They have a free 1956 confidential price catalog printed exclusively for volume buyers.

PIPES FOR PITCHMEN

By BILL BAKER

LETTERING FROM . . . Waco, Tex., Loyd Long says that Murl Webster and Pat Harris were just two of the several med and pitch folks he came across since he last piped in a few weeks back. He caught Webster doing good business in Corsicana, Tex., with his snappy looking 18-people colored show. Long says that there really wasn't any reason why any of the boys in the Texas area shouldn't have done well during the past season because the region produced the biggest cotton crop in years and there was plenty of scratch floating around. According to Long, Pat Harris, the veteran med musician and comic, has just about retired from the business. It seems that he ran out of guitar strings and they cost too much to replace. "The reason that I personally quit the game," says Long, "is because I got too old to lug a pitch case. The last one I had was given to Hugh Cargill by Soapy Williams. I wound up with it because Gargill could never get it open in time to make a passout. By the time he got himself set up the tip had taken it on the lam. Pipe in occasionally boys and let us know what's going on."

EDDIE L. KIEHL . . . pencils the following from his domain in Madison, Wis.: "Dear Bill: Here is a Pipe that's too good to keep to myself. In '29 a new guy came into the business along with many others who were infiltrating pitchdom around that time. His name was Dave Kelso who later became nationally known as Red Kelso. Now, in my home town when I was a kid, I had a chum by the name of Kelso, but during the passing years, his whereabouts has eluded me. So, when the name Kelso popped up in the Pipes col-

umn, I kept wondering if this fellow Kelso could be one and the same man. But I could never meet him to find out. Yet I kept reading in Pipes that Kelso and so and so had been here and there or I'd be at one fair and he at another. I'd hear his name from this Pipe and that Pipe and from other pitch guys until he became some sort of a phantom. Then along come World War II and, in every donniker I walked into, I would be greeted with 'Kilroy's been here.' I would tell the boys that that damned Kelso has done gone and changed his name to Kilroy and he's got every soldier writing his name on the walls of every donniker in the nation. It became a big laugh to me every time I encountered the name. Then, 26 years later, I walk into the Kresge store, here in Madison, and there's Red Kelso working gadgets for the Christmas season and doing a fine business. He, of course, has also heard of me and my articles and our get-together has been very pleasant and enjoyable. He and his good wife and I have been shooting a lot of mirth-filled pipes about many of the pitchmen whom we have known. Ah! this is a great business, this pitch racket. Any of us would sell it for a dime but wouldn't take a cold million for the experiences we have had in the game."

WE UNDERSTAND THAT . . . recently, an infected foot caused Harry Kinchloe to spend some time in the General Convalescent Hospital, Oklahoma City. How are you making out now Harry?

THIS CORNER . . . wants to take this opportunity to wish everyone in the pitch fraternity a very Happy and Prosperous New Year.

MAGNIFICENT WATCH BRACELET

Simulated diamonds cover entire bracelet and watch cover. Brand new, guaranteed 17-J Swiss movement (not pin lever). Delivered with watch box. \$120 price tag. Min. order 3. 25% with order—balance C.O.D.

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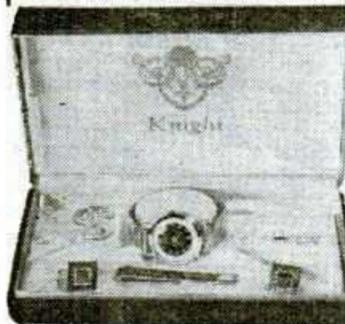


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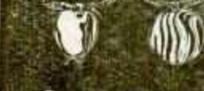
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ABOUT ALL MAKES OF POPPERS—CARA-mel Corn equipment Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. fe4-56

FOR SALE—SECONDHAND

SHOW PROPERTY

BUILD KIDDIE RIDES FROM TESTED plans; Auto, Airplane, \$100 Chairplane, Rocket, Carrousel, \$5 each. Free 48 plan circular. Brill, Box 875, Peoria, Ill.

CRIME SHOWS FOR LEASE, SEASON—20x30 tent or larger; we furnish the show; a proven money maker; write now for private showing. Tom Drake Agency, 1106 W. Port Road, Kansas City, Mo. de31

ELI #5 FERRIS WHEEL, V BELT DRIVE, all steel seats; truck and tractor top notch condition. Hess Rides, 601 Union Arcade Bldg. Phone 3-2414, Davenport, Iowa. de31

FOR SALE—KIDDIE RIDES, LATE MOD-els, Allan Herschell Auto, Mangels Roto Whip and Speed Boat; King Pony Cart and Airplane, Two International Tractors with Semi Trailers, G. Williams, General Delivery, Eunice, La. de31

FOR SALE OR TRADE—SPITFIRE, BOT-tom loading model, Allis-Chalmers motor, recently overhauled; Boat Ride, no motor or portable tank; Loop-o-Plane, Eversly 1935 without motor. All for \$2,950. Would trade on adult Ferris Wheel or Merry-Go-Round and Kiddie Rides not conflicting. Myron Floersheim, Springer Lions Club, Springer, New Mexico.

FOR SALE—1948 MODEL SPITFIRE & 28 ft. special built Trailer, all in fine shape; stored in South Carolina; will deliver up to 600 miles; make an offer. Frank Dickerson, General Delivery, Orange Lake, Fla. de31

MANUFACTURER, REPAIR, TRADE ANY-thing canvas. Any size, good as new tents. Who do you have or want. Smith Tent, Auburn, N. Y. ja21

MINIATURE RAIL, 20 FT. LONG, 7 LBS. Hampton Street, Buffalo, N. Y.

TILT-A-WHIRL, TRADE OR SELL, \$5,474. Terms to responsible party, trade for kid or one truck, major rides, see ride off trucks Beardstown, Ill., 45 miles west of Springfield, Ill. before attending Fair Assn. Meeting, Springfield, January 22-24. Lindie, Phone 1090, Beardstown, Ill.

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, trade-ins. Photographs, details, \$1 bill (refundable). Miniature Trains, 33E Winthrop, Rehoboth, Mass. ja14

MAGICAL APPARATUS

A BRAND-NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic, 14 pages illustrated catalog, 50¢ wholesale. Nelson Enterprises, 336 S. High, Columbus, O. ja21

PROFESSIONAL VENTRILOQUIST FIG-ures made to your order, send 25 cents for price list. John Carroll, 64-36 Myrtle Ave., Brooklyn 27, N. Y. fe9

SUB MINIAURE RADIOPHONE FOR MEN-talists. Easily concealed. Write for brochure, prices. Nelson Enterprises, 336 S. High St., Columbus, O. ja21

MISCELLANEOUS

BEAUTIFUL CHARCOAL PORTRAIT DONE from your photo, \$10. Unusual gift for your loved ones. John Walewick, 15703 Kennicott, Harvey, Ill.

JUGGLING CLUBS AND ROLLING GLOBES made to order. Finest craftsmanship and material. Jack Miller, 1895 N. Kansas Ave., Springfield, Mo. ja7

HELP WANTED

CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursdays for the Following Week's Issue

DRUMMER—COMMERCIAL 2 BEAT FOR Trio; must play show. Latin. Open January 2. Call or wire Al Barnette, 2-1923, Springfield, Mo.

EARN \$74 WEEKLY AND UP, MAILING circulars at home, spare, full time; mail 25¢ for samples, instructions. Mordash, B-B, Box 966, Camden 5, N. J.

HELP WANTED IN THE PACIFIC NORTH-west. List of jobs, business opportunities arranged for \$1. Williamson, E. 1420 16th, Spokane, Wash.

TRUMP—STEADY WORK, HOTEL QUIN-tern; top salary. Double violin preferred. Write Bill Grassick, permanent address, 331 E. Fourth, Mansfield, O.

BUY WHOLESALE! THOUSANDS NATIONALLY advertised products. Sporting Goods, Jewelry, Watches, Cameras, Housewares, everything! Free catalog! Econ-O-Mart, 8 Perry, Whippany 12, N. J.

NOTICE: WOULD YOU LIKE TO TEACH the accordion and guitar in and around your community? If you teach piano, it would be easy enough to teach our course on a piano accordion. If interested, write Associated Teachers of Music, 24 N. Broadway, Watertown, S. D. Should you desire another community, please state in your letter. Also submit references. ja14

M. P. FILMS & ACCESSORIES

PANORAM FILMS FOR SALE, PIN-UPS & Burlesque; treated for continuous projection; silent or sound; send for complete list. Box C-346, c/o Billboard, Cincinnati 22, Ohio. ja7

16MM. 3,000 SOUND REELS, DIRT CHEAP. New list features. Westerns, Serials, War Films. Sell, rent. Koshon, 335 Fifth Ave., Pittsburgh 22, Pa.

PERSONAL

ANYONE KNOWING THE WHEREABOUTS of Robert A. Heck please wire collect to his sister Barbara at 20493 Hubbell Ave., Detroit, Mich. Mother gravely ill. de31

ANYONE KNOWING THE WHEREABOUTS of the following persons, please write Warren, O., collect 57588; \$25 reward each. Guaranteed. Marvin & Vivian Lee, Joe & Janet Savano; Charles Crox, known as Sailor Moran, wrestler. ja21

FLORIDA DIVORCE

The truth about Florida divorce laws as written by a competent and experienced Florida lawyer. Easy to read and understand. No double talk. Send check or money order for \$3.00 to

MONTGOMERY PUBLISHERS

P. O. Box 9013 Tampa 4, Fla.

RONALD BOBO—PLEASE LET ME KNOW where you are and hear from you. Mother. ja21

PHOTO SUPPLIES

DEVELOPING-PRINTING

COMIC FOREGROUNDS AND BACK-grounds, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. ja14

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-tn

PRINTING

ATTRACTIVE THREE-COLOR 14x22 WIN-dow cards, \$8 hundred. Larger 17-28 size, \$12.50. Posters for all occasions, many illustrated. Tribune Press, Dept. ND, Earl Park, Ind. de31

SALESMEN WANTED

CALIFORNIA SWEET SMELLING BEADS, Sensational sellers. Free particulars. Mission, 2328H West Pico, Los Angeles 6, Calif. ja14

WANTED TO BUY

MACHINE THAT PRESSES PROTESTANT Lord's Prayer and Ten Commandments on pennies. Jan Kashnick, c/o Billboard, 6000 Sunset, Hollywood 28, Calif., or Box 1328, Dallas, Tex. ja7

PAY \$1,500, 1894-S DIME; CERTAIN Quarters, \$1,000; Indianhead Cents, \$60; 1875 Canadian Quarter, \$50; Others, \$5-\$3,000. Complete illustrated guarantee buying-selling catalog, send \$1. Worthycorn Corporation, K-177-C, Boston 8, Mass. ch-de31

ORIGINAL & OLDEST WATCH REBUILDERS IN THE COUNTRY

SAVE \$35¹⁰

BULOVA BENRUS GRUEN ELGIN WALTHAM

10 Ass't Watches with yellow exp. bands for only **\$73.90**

Start the New Year right. Reconditioned and guaranteed like new. Latest styles for men and women.

Special 1956 Offer! LUCERNE WATCHES

6 for \$39 6 for \$45

New styles for men and women, complete with leather straps or silk cords. Guaranteed like new.

Display Gift Boxes, 50¢. **5-DAY MONEY-BACK GUARANTEE—WE WILL NOT BE UNDERSOLD**

New 1956 Catalog just out, only (refunded on your first order) **25¢**

Wholesale only. 25% with order, balance C.O.D. Immediate delivery.

JOSEPH BROS. 55 Wabash Ave. Chicago 3, Ill.



#169 \$3.00 DOZ.

Ever-popular 1 carat center stone PLUS 2 square cut side sim. DIAMONDS. May be had with white or red side stones. Fabulous! Terrific buy. 14 kt. gold finish. \$33 GROSS plus postage

Sterling Jewelers, Inc.
1975-77 E. Main St. Columbus 3, Ohio
Phone: FAirfax 3123 Send for Catalog

Costume Jewelry Manufacturer

Men's 3-Stone Rhinestone Rings in Display Tray ... \$2.75 doz. Asst. Men's Onyx and Cameo Rings in Display Tray ... \$2.75 Doz. Asst. Ladies' Adjustable Rhinestone and Jeweled Rings in Display Tray ... \$2.75 Doz. Asst.

ALSO full line of Earrings, Scatter Pins, Men's and Ladies' Boxed Sets, Religious Jewelry, Rings, Watches, Bracelets, Idents, etc. Over 150 different jewelry items! SEND FOR CATALOG! GUARANTEED LOWEST PRICES.

25% dep. on all C.O.D.'s. **PACKARD JEWELRY CO.** 48 West 25th St., N. Y. C.

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100 Feet of 48 12"x18" Pennants. All-Weather Durafilm, Only \$4.50. Money refunded if not satisfied.

MYRLO COMPANY Dept. B 2168 W. 25th Cleveland 13, Ohio

The Best Sales Boards and Jar Games

Write for information and prices.

GALENTINE COMPANY Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana



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Minimum \$1

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Forms Close Thursdays for the Following Week's Issue

CIRCUS & CARNIVAL

INDOOR AND OUTDOOR CIRCUSES, fairs, rodeos; it's Wild Horse Harry's trick and gun shooting cowpony (Montana Babe), Sherwood, Ohio. de31

MAGIC, COMEDY PUPPET THEATER, bang acts wonderfully equipped; no financing needed; write for billing, photos, Meliso, Magician, P. O. Box 925, Indianapolis, Ind. Phone Me 68397.

MISCELLANEOUS

HYPNOTIST — FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 3002, Seattle, Wash. mh1756

MATERIAL WANTED IMMEDIATELY. Report work wanted for burlesque act. Location desired nearby. At liberty. Contact Bert Lewis Kopenhagen, 1027 E. 167th St., Bronx 59, N. Y. ja7

PERSONABLE, HIGHLY REFERENCED, male, degree in music, minor psychology, teaching and professional experience, also radio programming; age 29; desires interesting position. Currently employed but can leave for right opening. Radio, TV, promotion and sales experience. What have you? Box C-351, c/o Billboard, Cincinnati 21, O. de31

PROF. HAWK—WHO EATS DRY ICE. Fantastic, featured in Ripley's, proof of feat available, send best offer. Prof. Hawk, The Billboard, 6000 Sunset Blvd., Hollywood 28, California. de31

MUSICIANS

A-1 RINK ORGANIST AVAILABLE. 15 years' experience best rinks. Contact Organist, 771 Sea Street, Quincy, Mass. Tel. President 3-3513. de31

ALL GIRL COMBO, EXCELLENT DANCE music, all types; also novelties and vocals. Good wardrobe. Box C-338, c/o Billboard, Cincinnati 22, O. ja28

AVAILABLE, 2 GIRL MUSICIANS, SAX, Drummer, for steady location work, prefer South Box C-349, c/o Billboard, Cincinnati 22, Ohio.

CONCERT PIANIST, ACCOMPANIST, EX-perienced in Lyceum work. James Stout, 1223 N. State Street, Chicago 10, Ill. ja7

DRUMMER, AVAILABLE IMMEDIATELY; name and hotel band experience; reads; cuts all type shows; prefer southern location, will travel. Al Vaccira, 224 E. Aurora Street, Apt. 4, Ironwood, Mich.

DRUMS, VOCAL, LATIN BONGOS, CUT shows; 20 years' experience. Sober, dependable. Photo references. Lee Middleton, 300 Linden St., Wayneboro, Va.

HILLBILLY COMEDIAN-PIANIST — BASS, accordion, sing. Prefer South; \$100; available two weeks' notice. Billy Tabb, 3219 Whitten, Jackson, Miss. 2-2797.

LEAD ALTO, TENOR, DOUBLING BASS, clarinet, flute, ad lib, clarinet. Play any commercial style, read shows on sight. Age 30; reliable, single; combo and hotel work considered only. Will not consider bands that play out of tune. 345 Winnebago Drive, Fond du Lac, Wis.

STRING BASSIST, NOW WORKING BUT desire change; experienced in all styles and sizes; combo preferred, satisfaction or no notice. Musician, Apt. 212, 119 Polk Amarillo, Tex. de31

TENOR, CLARINET, TROMBONE, COM-mercial, read, fake, show experience, sober, married; locations only. Ed Bolick, General Delivery, Jackson, Miss. Phone 32442. ja7

VAUDEVILLE ARTISTS

"LA FEMARITA!" WORLD'S GREATEST outstanding sex enigma! Miracle of song, youth, figure, personality! High-class management wanted. Also available with her \$25,000 portable theater; outdoor season 1956; both wonders of the amusement world. Delores, Capitol Hotel, Richmond, Virginia.

FAIR ASSN. MEETINGS

Continued from page 39

13. Rollo E. Singleton, Department of Agriculture, Jefferson City, secretary.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 14. Robert Turner, Horsehead, N. Y., secretary.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 15-17. Harry B. Kelley, Hillsdale, Mich., secretary.

Georgia Association of Agricultural Fairs, Atlanta Biltmore, Atlanta, January 16. Joe F. Pruett, 550 Riverside Drive, Mason, secretary.

Association of Colorado Fairs, Albany Hotel, Denver, January 16. Forrest F. Hammes, 108 E. Main St., Littleton, secretary.

South Carolina State Association of Fairs, Jefferson Hotel, Columbia, January 17-18. Paul Black, 408 East Main Street, Spartanburg, president.

South Carolina Association of Fairs, Hotel Jefferson, Columbia, January 18.

Tennessee State Fair Association, Noel Hotel, Nashville, January 19-20. L. E. Griffin, P. O. Box 90, Nashville, secretary.

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 19-20. Corbin Green, Hickory, secretary.

Virginia Association of Fairs, Patrick Henry Hotel, Roanoke, January 22-23. William E. Finch, Fairgrounds, Riverside Drive, Danville, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 22-24. Clifford C. Hunter, Taylorsville, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 23-25. H. C. McClellan, Arlington, secretary.

Western Canada Association of Exhibitions, Royal Alexandra Hotel, Winnipeg, January 23-25. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 25-26. Roy E. Symons, Skowhegan, secretary.

Pennsylvania State Association of County Fairs, Lycoming Hotel, Williamsport, January 25-27. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Kentucky Association of Fairs & Horse Shows, Kentucky Hotel, Louisville, January 26-27. L. Doc Cassidy, State Fairgrounds, Louisville, secretary.

North Dakota Association of Fairs, Clarence Parker Hotel,

Minot, January 26-28. A. D. Scott, Box 68, Fargo, secretary.

Oklahoma Association of Fairs, Student Union Building, Stillwater, January 27-28. Vera C. McQuilkin, P. O. Box 3898, Oklahoma City, secretary.

West Virginia Association of Fairs, Daniel Boone Hotel, Charleston, January 28. James T. Hetzer, 307 Bank Arcade, Huntington, secretary.

Western New York Fair Managers' Association, Buffalo, January 28. W. Howard Vanderhoef, Hamburg, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 29-31. Clifford D. Coover, Shelby, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 30-31. James A. Carey, Department of Agriculture & Markets, State Office Building, Albany, secretary.

Mississippi Association of Fairs & Livestock Shows, Robert E. Lee Hotel, Jackson, February 1. J. M. Dean, Jackson, Miss., executive secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 2-4. Bob Murdoch, Blackstone Hotel, Tyler, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, February 6-7. Leonard T. Barnes, P. O. Box 907, Little Rock, secretary treasurer.

Association of Connecticut Fairs, Terryville High School, Terryville, March 17. Joseph C. Bartlett, North Haven, secretary.

Russ Pettit

Continued from page 39

that it was not their idea to work against the fair association. It was emphasized that Pettit's services will be made available without cost to assist in the preparation of the 1956 fair. In the past, Pettit has devoted about three months to managing the fair.

Pettit launched the fair about 12 years ago. However, the board pointed out, both operations have increased in scope. Increased activity in the Chamber, with Pettit being largely responsible for bringing a number of industries to the county, is believed to have prompted the board's action.

The fair board, headed by A. L. Christopher as president, is yet to meet and act upon the C. of C. action.

COMING EVENTS

California

San Diego—All-Breed Cat Show, Jan. 28-29

Connecticut

Hartford—Aurora, Feb. 22-26. Joe Kizis, Aurora Corp., 215 Broad St., Milford

Florida

Kissimmee—Kissimmee Valley Livestock Show, Feb. 15-18. Carlisle Bronson, Madison—Madison Co. Livestock Show, Feb. 27-28. O. R. Hamrick Jr.

Miami—General Motors Motorama, Feb. 4-12. Plant City—Fla. Strawberry Festival, Feb. 20-25. F. W. Nulter.

Quincy—West Fla. Pat Cattle Shows & Sale, Jan. 17-19. Tampa—West Coast Dairy Show, Jan. 28. Charles E. Loe Jr.

Georgia

Atlanta—Southeastern China, Glass & Gift Show, Jan. 15-18. Foster B. Steward, 1401 Peachtree St., N.E.

Illinois

Chicago—National Boat Show, Feb. 3-12.

Michigan

Bay City—Poultry Show, Jan. 13-15. Ben M. Mau, 2009 Second St.

New York

Bronx—Sports, Travel & Vacation Show, Feb. 17-26. New York—General Motors Motorama, Jan. 19-24.

White Plains—Gilbert's Big Show Carnival-Fair, Dec. 26-31.

Ohio

Cincinnati—Sports, Vacation & Travel Show, Jan. 28-Feb. 5. W. S. Bain, c/o Cincinnati Garden.

Oklahoma

Oklahoma City—Antique Show, Feb. 22-26.

Texas

Brownsville—Charro Days, Feb. 9-12. M. G. Dennis, 1006 Van Buren St.

Dallas—Exposition of Modern Living, Feb. 19-26. Louis I. Young, 4611 Cole Ave.

Dallas—Southern Gift Show, Feb. 19-24. Fred Bands, 3108 S. Joplin, Tulsa, Okla.

Dallas—Allied Gift & Jewelry Show, Feb. 19-24. Mrs. M. Dalton, 3832 Wilshire Blvd., Los Angeles.

El Paso—Southwestern Livestock Show & Rodeo, Feb. 6-12. Chamber of Commerce.

El Paso—Better Homes Exposition, Feb. 22-26. Patrick J. O'Toole, Hilton Hotel.

El Paso—Southwestern Sun Carnival, Dec. 26-Jan. 1.

Fort Worth—Southwestern Expo. & Pat Stock Show, Jan. 27-Feb. 5. W. R. Watt.

Houston—Houston Pat Stock Show & Livestock Exposition, Feb. 22-March 4. Herman Engle.

Laredo—Washington Birthday Celebration, Feb. 16-26. J. George Loos, Box 455.

Odessa—Livestock Show, Jan. 2-7. Frank O. Swartz, 3519 Newton St., Denver 11, Colo.

San Antonio—San Antonio Livestock Exposition, Feb. 10-20. W. L. Jones.

Haiti

Port Au Prince—Mardi Gras, Dec. 22-Feb. 20

Weyburn, Sask.

Continued from page 39

reported that the summer fair was successful in every way. Outside gate revenue was \$4,451 and grandstand revenue was \$4,087. Livestock competitions drew record entries and prize money paid out for stock was \$3,260. In the agriculture and domestic products section, prize money was \$1,058.

At the beginning of the year, the society had a bank balance of \$1,569. Total receipts for the year, including those of the fair, amounted to \$52,250 and expenditures totaled \$52,958, leaving a bank balance of \$861.

Grants owing to the society are estimated at \$4,533, which would give the society a potential surplus of \$5,394.

During the year, the board spent \$2,882 on improvements and additions to the fairgrounds. Plans for the future include a \$2,200 wire mesh fence for the parking area, re-shingling of the Exhibition Hall and repairs to the grandstand roof.

Monty Adolphe was re-elected president of the society for a third term. Vice-presidents are Murray McFadden, Edgar Pettit and Paul Erb. Roy Schultz was appointed secretary-manager for a ninth term.

KIPP BROTHERS' COMPLETE CARNIVAL CATALOG

For the latest in Carnival and Novelty items write for our 75th Anniversary edition. Please state your business.

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST.
INDIANAPOLIS 25, INDIANA

CHAIRS • TABLES

IMMEDIATE DELIVERY—138 STYLES • STEEL • WOOD FOLDING • NON-FOLDING ON CHAIRS MINIMUM ORDER IS 4 DOZ. STATE QUANTITY NEEDED—ASK PRICES Adirondack Chair Co. Dept. T-4 1140 BROADWAY (27 St.) N.Y. • MU 3-4824

Lethbridge, Alta., Picks Shackelford For Tenth Term

LETHBRIDGE, Alta., Dec. 24.—A. W. Shackelford was unanimously re-elected for his 10th term as president of the Lethbridge and District Exhibition Board. He has been president since the board was formed in 1945.

W. T. Hill was named first vice-president and Charles Bryant second vice-president.

Charles Parry, secretary-manager, announced the finals to pick the Alberta representative for the International Rodeo Queen Contest will be held at the Lethbridge fair in 1956.

The board was told plans will have to be made for improvements to the grandstand at a cost of "at least \$35,000." Under present fire regulations the area under the seats cannot be used for exhibition purposes.

The possibility of incorporating the city's 50th anniversary celebrations into the fair in 1956 will be discussed later.

Rename San Mateo Executive Slate

SAN MATEO, Calif., Dec. 24.—At a meeting held Thursday (12) San Mateo County Fair Association re-elected Anthony J. Gaggera, Daly City, president, and also returned to office Vice-Presidents Elmer A. Roberts, Burlingame, and Dr. Hartzell H. Ray, Hillsborough, and Secretary Joseph H. Cunha, Half Moon Bay. Elected treasurer was A. H. Sagehorn, county treasurer, a board member for 17 years. He had been appointed to the post to fill the unexpired term of Ralph C. MacArthur, who died October 9.

New to the board is Max J. Leonard, county agricultural commissioner. Other directors for 1956 are E. O. Bondeson, Belmont; George J. Davis, Millbrae; Mrs. John Gish, San Mateo; George Lagomarsino, San Carlos; Adam Lowry, Hillsborough, and Charles Seafuse, Burlingame.

La. State Plans New Stock Bldg.

SHREVEPORT, La., Dec. 24.—Directors of the Louisiana State Fair will, in the near future, invite bids for the construction of a new livestock building on the grounds here.

When completed the structure will afford accommodations for a total of 2,500 head of livestock. The building is one of the first steps in a planned million-dollar expansion program.

W. J. (Jimmy) Clark was elected a director of the association to fill the unexpired term of the late J. O. McFadin. Elected for three-year terms were Douglas Attaway, William H. Bronson, Walter B. Jacobs Sr., Justin R. Querbes Jr., Paul Sippel, Jacques Wiener, Edwin Whited, Wilbur Yearwood and V. V. Whittington. Phillip Cook and T. H. Scott, who had served one-year terms as directors, were named to three-year terms. Re-elected to two-year terms were J. B. Snell, G. H. Sherman, Arthur C. Gayle and Morgan W. Walker.

EARLY BIRD CATCHES THE BEST PRICE!

GOOD ADVICE TO CARNIVAL CONCESSIONERS BUY EARLY & SAVE!

PRICES WILL POSITIVELY GO UP!! Send for pre-inventory closeout list of special numbers available for immediate delivery.

WRITE TODAY FOR FREE 32 PG. CATALOG showing complete line of Stuffed Real Fur & Plush Toys & Dolls and large EASTER LINE ready for distribution.

Write today! It will be to your advantage.

ACE Toy Mfg. Company
122 W. 27th St. N.Y. 1, N.Y.



... Inures Billboard readers of a high standard of useful editorial services

ATTENTION, QUANTITY BUYERS • ENJOY HIGHER PROFITS • BUY IN LARGE QUANTITIES! REQUEST OUR FREE 1956 CONFIDENTIAL PRICE CATALOG PRINTED EXCLUSIVELY FOR VOLUME BUYERS! ALL MERCHANDISE IN STOCK! PROMPT DELIVERY GUARANTEED!

HALL of DISTRIBUTORS, Inc.
8713 TWELFTH STREET DETROIT 6, MICH.

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USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

- 2 Check the heading under which you want your ad placed:
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| <input type="checkbox"/> Animals, Birds, Pets | <input type="checkbox"/> Miscellaneous |
| <input type="checkbox"/> Business Opportunities | <input type="checkbox"/> Musical Instruments, Accessories |
| <input type="checkbox"/> Costumes, Uniforms, Wardrobes | <input type="checkbox"/> Partners Wanted |
| <input type="checkbox"/> Food and Drink Concession | <input type="checkbox"/> Persons |
| <input type="checkbox"/> Supplies | <input type="checkbox"/> Photo Supplies and Developing |
| <input type="checkbox"/> For Sale—Secondhand Goods | <input type="checkbox"/> Printing |
| <input type="checkbox"/> For Sale—Secondhand Show Property | <input type="checkbox"/> Salesmen Wanted |
| <input type="checkbox"/> Help Wanted | <input type="checkbox"/> Scenery, Banners |
| | <input type="checkbox"/> Tattooing Supplies |
| | <input type="checkbox"/> Wanted to Buy |

3 Indicate below the type of ad you wish:
 REGULAR-CLASSIFIED AD—15¢ a word. Minimum \$3.00.
 DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in..... Issue.

I enclose remittance of \$.....

Name

Address

City

Juke Box Production in '55 May Show New Record 63,000

By BOB DIETMEIER

CHICAGO, Dec. 24.—Juke box manufacturers produced 63,000 machines during 1955, 2,000 more than a year earlier, for the biggest year since the abnormal boom year of 1947, according to the best trade estimates currently available.

The new volume high would mark the second straight year an estimated increase of 2,000 has been tallied. Estimated volume of 61,000 in 1954 edged 1953's 59,000.

Standard Sets New Quarters In Little Rock

LITTLE ROCK, Dec. 24.—Standard Automatic Distributing Company, newly appointed Wurlitzer distributor in this State, announced this week that it would set up new offices at 1613 Main Street on January 3.

Dan Levine, president of the firm, said that a formal operator open house would be held to coincide with the unveiling of the new Wurlitzer line January 15.

Standard's new quarters will feature modern offices, showrooms, service and parts departments, air conditioning and ample parking facilities. The firm's present quarters will be used for added warehouse space.

Levine, a 15-year veteran in the coin machine business, is assisted by Dorothy Harwell, office manager, and Joe Hill, sales representative.

Figured at the operator level, dollar volume for the estimated 1955 production would amount to roughly \$52 million and would represent a 4 per cent increase in manufacturer sales.

(Editor's Note: No reliable figures are currently available on gross sales thru the machines by operators during 1955).

Public relations, on local, State and national levels, national legislation, dime play and local and State taxes continued to be the most important problems of the industry during 1955 and all will continue to dominate activity during 1956.

New equipment introduced during the year, combined with favorable terms from leading finance firms, points toward the fact that business during 1955 was good, but that in the face of a general U.S. boom, results were not as good as they could have been.

Greater numbers of selections on equipment can be expected in 1956, with probably all manufacturers introducing models with upward of 200 selections, and of course, with all manufacturers con-

tinuing to produce lines of smaller machines.

This new equipment development can be expected to result in new programming procedures, greater need for increased income thru dime play, greater attention to depreciation methods.

With an experienced full-time director of the Music Operators of America, the national operator association can be expected to begin providing more public relations and tax information for operators and increasing membership.

And with export business growing at a steady clip, plus considering the above factors, it appears that 1956 for the juke box industry could be its most successful.

Music Op Assn. Gets New Name In South Bend

SOUTH BEND, Ind., Dec. 24.—The Music Operators' Association of St. Joseph Valley has a new name. To avoid confusion with the Music Operators' Association of Southern Indiana, local operators have chartered their organization as the Music Operators' Society of St. Joseph Valley.

Meanwhile, plans for launching an operator sponsored teen-age jamboree were scheduled to highlight the organization's January 4 meeting at the offices of Carl Zimmer in nearby Mishawaka.

The association just recently sponsored a weekly radio show designed to improve public relations for the local juke box business. The teen-age program will be a continuance of this public relations effort.

MILLER INJURED, 1 MAN KILLED IN AUTO CRASH

LOS ANGELES, Dec. 24.—George A. Miller, president of both the Music Operators of America and the California Music Merchants' Association, was injured last week in a highway automobile collision in which the driver of the second vehicle was killed.

Miller was reported resting comfortably in his home in Grass Valley earlier this week. X-rays revealed he had suffered no broken bones.

Traveling between Fresno and Oakland, Miller stopped his car as he approached another highway accident illuminated by red flares. While stopped, the second vehicle crashed into the rear of Miller's automobile.

OPEN LETTER

Davis Distrib Warns Ops of Copyr't Action

SYRACUSE, Dec. 24.—The Davis Distributing Corporation this week mailed an open letter to every operator in its territory warning them of impending Washington legislation aimed at removing the juke box exemption from the 1909 Copyright Act and urging them to contact their congressmen personally this month to make sure their position has been presented.

Davis points out that the second session of the 84th Congress will convene early in January and that this will be the last opportunity for operators to make known their position.

The letter goes on to list various arguments against passage of a bill which would eliminate the juke box exemption from performance rights fees.

The letter closes stating "music operators, operators' associations, phonograph distributors and phonograph manufacturers are all united in their opposition to these bills. You, Mr. Music Operator, are closest of all to your senators and congressmen, and this is your last month, before they return to Washington, in which you can call on them personally and urge on them the importance to you of the defeat of those bills."

Miami Op Assn. Banquet Lures Crowd of 250

MIAMI, Dec. 24.—Over 250 music operators and guests crowded into the Clover Club here Saturday (17) for the Amusement Machine Operators' Association of Miami's fifth annual banquet.

Officers of the association are Willie Levy, president; James Mullins vice-president; Keith Nelson, secretary, and Harold Carson, treasurer. Board of directors are William Blatt, Paul Picus, X. Y. Zeverly, Eddie Leapold, Al Miller, Harry Zimand and Larry Hermitet.

Among those attending the event were Mr. and Mrs. Ted Bush, Mr. and Mrs. Ozzie Truppan, Mr. and Mrs. C. Cates and Ed Hancock, all of Bush Distributing Company; Mr. and Mrs. Irving Sommers, former Wurlitzer distributor; Mr. and Mrs. Sam Taran, Gene Lane, Taran Distributing Company; Mr. and Mrs. Eli Ross, Ross Distributing Company; Mr. and Mrs. Murray Blaine, former New York and Miami operator; Mr. and Mrs. Bert Kahn, Bush Distributing Company, and Ron Rood, Southern Music Company, AMI Florida distributor.

Mr. and Mrs. Bob Norman, Miami branch manager, Southern Music Company; Jack Mitnick, regional sales manager, AMI; Mr. and Mrs. Moe Kappel, Magic Mu-

(Continued on page 66)

MOM to Stage Polio Benefit Show Feb. 26

DETROIT, Dec. 24.—The Music Operators of Michigan will stage a mammoth March of Dimes benefit show Sunday, February 26, in the University of Detroit Memorial

(Continued on page 65)

Wurlitzer Ships New Phono Line to Distribs

NORTH TONAWANDA, N.Y., Dec. 24.—A. D. Palmer, advertising and sales promotion manager of the Rudolph Wurlitzer Company, announced this week that shipments of the firm's new 1956 phonograph line were going out to distributors all over the country this week.

Wurlitzer has scheduled operator showings of its new phonograph line January 15, designated as the beginning of "Wurlitzer Centennial Days."

Palmer said that distributors would be displaying four 104-selection phonographs, each in a new color scheme. The phonograph is reported to feature an all new cabinet design.

Also on the way to distributors, Palmer said, was the necessary auxiliary equipment and packages of promotion material for display at the showings. Centennial promotion planned for the coming

year includes heavy radio, television and newspaper coverage, extensive advertising banners and placards, various giveaways and frequent tie-ins with Wurlitzer's Disneyland display (See The Billboard, December 17, for complete outline of Centennial promotion.)

The tune, "Gee, Dad, It's a Wurlitzer," on a Beejay label, introduced at the Wurlitzer phonograph distributor meeting in California two weeks ago, is also slated for considerable promotion beginning in January. Palmer said that 5,000 copies of the record were earmarked for distribution to disk jockeys thruout the country and that Wurlitzer distributors would be programming the tune on display boxes during Wurlitzer Days to insure maximum exposure. The tune was written by Gene Bone and Howard Fenton.

Rock-Ola Names Panama Distrib

CHICAGO, Dec. 24.—The Rock-Ola Manufacturing Corporation this week appointed Electric Distributors, Inc., 79 Peru Avenue, Colon, Panama, its distributor covering all of Panama and the Panama Canal Zone.

Electric Distributors, headed by Ralph deLima, also distributes for such firms as Borg-Warner, Chrysler Airtempt and Wobart Manufacturing Company.

D. Kammler, export manager of Rock-Ola, said that the appointment was effective immediately.

A Look at Juke Box Depreciation Via New Accelerated Tax Methods

CHICAGO, Dec. 24.—How does equipment depreciation fit into a juke box route? How does an operator go about picking the right depreciation schedule?

With 1955 nearly over, music operators thruout the country will invariably be sitting down sometime during the next few weeks to make a few fast calculations to see how the past year's collections compared with previous years. They'll also be comparing equipment and operating costs, estimating their margin of profit per investment.

To many operators, the past year's records will reflect a much

brighter picture than witnessed in previous years, a result of using new accelerated depreciation schedules for tax purposes.

With the cost of equipment, labor, rent and records increasing each year, smart operators have found it to their advantage to investigate and use the two new depreciation rates set up by the Bureau of Internal Revenue in August of 1954.

Quick Depreciation

The new rates offer operators the opportunity of taking quick depreciation, as much as twice the amount (during the first year) possible via the old straight line

method, which was previously the only schedule available.

Under the straight line method of depreciation, the cost of the equipment is divided by the number of life-expectancy years, depreciated equally each year. Thus, a phonograph costing \$1,000 and expected to be used for five years is depreciated \$200 a year for tax purposes.

The new depreciation schedules are called accelerated schedules, the reason being that they allow depreciation in proportion to earning power—heavier write-offs while the equipment is still new

(Continued on page 61)

N. Y. Distrib Dime Push Aids Switch

(Editor's Note: The article below describes how one distributor helped dime conversion in New York State thru providing operator testimony for other operators, who had not yet converted. The Billboard would be interested in learning what other distributors have done and are doing to boost dime play. Copies of The Billboard articles describing how operators thruout the country have switched to a dime and their results are available on request. Write: Coin Machine Editor, The Billboard, 188 W. Randolph St., Chicago 1.)

CHICAGO, Dec. 24.—If the percentage of music operators who have converted to dime play in New York State is greater than that in similar sections in the country, part of the reason may be found in the dime play campaign being waged by the Davis Distributing Corporation, headquartered in Syracuse, N. Y.

Davis, which mails to operators a monthly bulletin called "Davis Digest," began hammering home the importance of switching to dime play in its March issue and has devoted a major part of its

four-page publication to dime play in each succeeding issue.

In addition to explaining to operators the promotional assistance which they would provide operators in converting, Davis in several issues quoted operators who had switched who explained their results. In one issue, the firm devoted three pages to operator remarks on dime play, recognizing the fact that the most convincing evidence of the value of operating at a dime today must be provided by operators who have experienced increases in grosses by converting.

A total of 35 operators were quoted in one issue on their success in switching to dime-three-for-a-quarter-play. Citing specific locations, grosses and percentages, the operators' testimony offered impressive evidence that where dime play is successfully launched and where customer and/or location resistance is overcome, the results can offer the answer to increased operating costs.

Here are some representative comments quoted in the July-August issue:

Henry Knoblauch Sr., Henry Knoblauch & Sons, Inc., Glens Falls:

"Thanks to dime play my phonographs have held up even where my games have dropped. I would never go back to nickel play again."

30 Per Cent Increase

Frank Carty, Columbia Music Company, Syracuse:

"I've reached the opinion that the future of the music business depends on 10-cent play and close operator co-operation. I'd like to point out that during the longest hot spell in years, converted locations are more than holding their own. In the fall, 10-cent play will turn the corner. To prove his point, all any operator has to do is check his books for last year's summer season. It'll open his eyes. We've reached the half-way mark in our 100 per cent conversion and average a steady 30 per cent increase."

Louis Clare, Clare Amusement Company, Williamsville:

"The only real future in the

(Continued on page 60)



"May 1956 be a most
happy, pleasant and
profitable year
for everyone!"
—AMI, the AMI girl

With the bells ringing in the
New Year . . . here is our
sincere wish . . . and a pledge . . .
that AMI "G" will make 1956
even more prosperous!

AMI Incorporated / 1500 Union Avenue, S.E.
Grand Rapids 2, Michigan

AMI Model "G"—120, 80, 40 selections. More plays in less time
ORIGINATOR OF THE AUTOMATIC SELECTIVE JUKE BOX IN 1927

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark
Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W. 1. England—building the BAL-AMI Juke Box

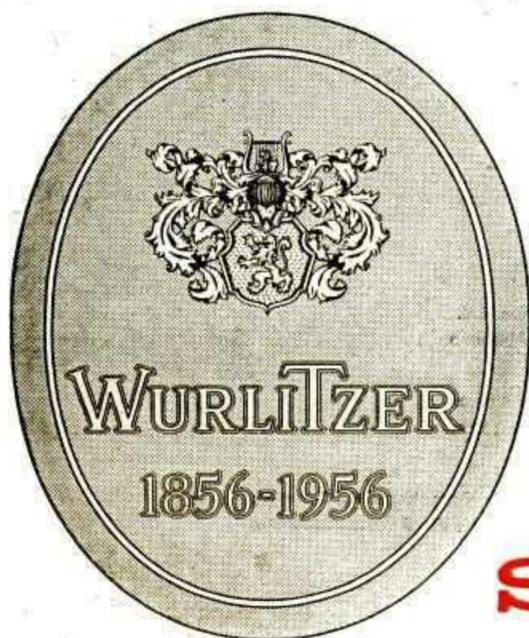
YOU'LL HAVE
 REASON TO CELEBRATE
 TOO WHEN
WURLITZER
 CUTS ITS
 100th ANNIVERSARY
 BIRTHDAY CAKE



**NATIONAL WURLITZER
 DAYS**

at your
**WURLITZER
 DISTRIBUTOR**

**BEGINNING
 SUNDAY, JAN. 15**



Juke Royalties

Continued from page 11

report them favorably out of committee.

The Seeburg letter, which refers to "your vigorous enemy, ASCAP" (the American Society of Composers, Authors and Publishers), states that the Society has never given up its efforts to push thru the Copyright Act amendment.

Asserting that passage of the amendment could cost operators a cumulative \$12,000,000 annually,

the missive urges that route owners call on congressmen "in person" while they are "at home" this month and taking their final soundings on grass roots opinion. It also asks operators to point out to their congressmen that large music publishers and movie companies get "at least half of ASCAP's \$20,000,000 per year."

It adds, "Point out to them also that ASCAP, notwithstanding many opportunities to do so, does not explain exactly what happens to the other one-half of this \$20,000,000 per year."

S. H. LYNCH & CO.

EXCLUSIVE *Seeburg* DISTRIBUTOR

DALLAS - 2900 GASTON AVE. HOUSTON - 910 CALHOUN ST.

SAN ANTONIO - 414 DOLOROSA

COIN MACHINE **NEWS QUIZ**

DID YOU READ THESE EXCLUSIVE INDUSTRY NEWS ITEMS PUBLISHED IN THE BILLBOARD AND ONLY IN THE BILLBOARD LAST WEEK?

JUKE OPS DROPPING RENTAL OF PHONOGRAPHS. The Billboard's survey of phonograph rentals in four key cities disclosed operators not interested in renting juke boxes for holiday parties. Listed are views of lack of interest, including cost. (Page 58, The Billboard, December 24.)

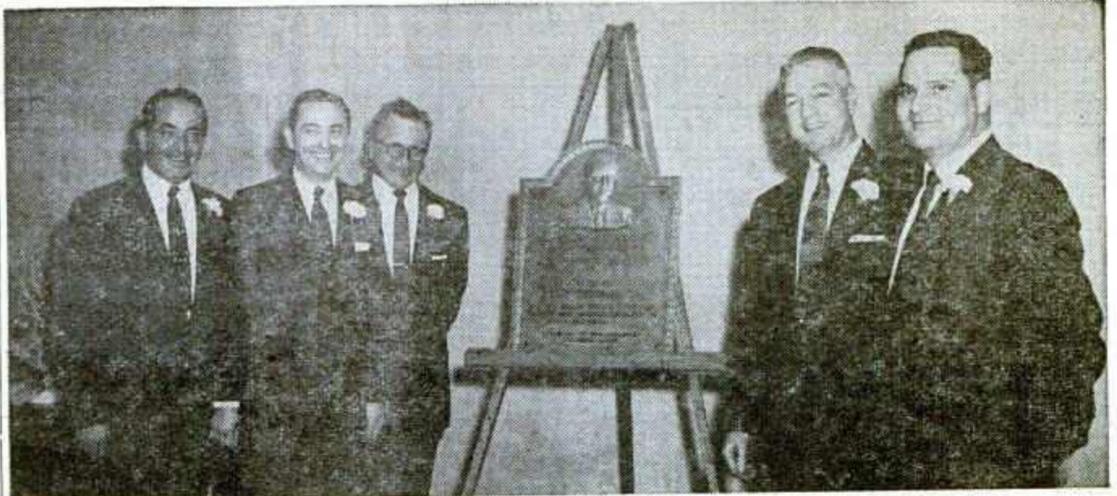
MINN. ATTY. GEN. RULES ON PINBALL GAMES. Decision by Miles Lord, attorney general, lists games with free play illegal. Ops mull appeal, citing no State Supreme Court ruling ever made. (Page 52, The Billboard, December 24.)

WURLITZER TO INTRODUCE '56 MODELS. Complete Rudolph Wurlitzer phonograph line will bow January 15. A. D. Palmer, advertising and sales promotion manager, outlines sales and promotional campaign for centennial. (Page 58, The Billboard, December 24.)

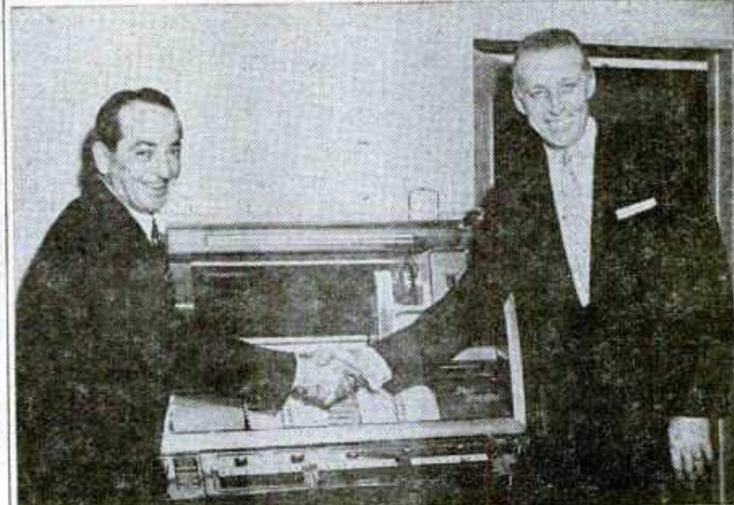
JUKE GAME EXPORTS DIP. World market exports on games and juke boxes declined in September while vending machine exports increased. Listed are U. S. Department of Commerce figures for month. (Page 52, The Billboard, December 24.)

ADVANCE MACHINE CO. SOLD. Pioneer firm in vending industry sold to Harmon Machine Company, Inc., of Wichita. New owners move company to Wichita, announce plans for stepping up production. (Page 52, The Billboard, December 24.)

LEGAL RULINGS AFFECT PINBALL SALES. Demand for used equipment of bingo-type pinball games dipping along with price. A poll of distributors by The Billboard revealed that unless favorable legal action is forthcoming, game will lose top popularity. (Page 52, The Billboard, December 24.)



A SOLID BRONZE PLAQUE was presented to Joe Nemes, president and founder of Music Systems, Inc., Seeburg distributor, Sunday (11) during the grand opening of the firm's new Detroit office. The plaque commemorated Joe on his 25th anniversary in the coin machine business. Gathered around during the presentation were (l. to r.) Lew Nemes, head of the Detroit office; Joe Nemes; Frank Martin, Toledo, O., manager; Jerry Snyder, Lansing, Mich., manager, and Steve Smith, manager of the Cleveland office.



LEW NEMESH AND STAN KENTON were all smiles during Music Systems, Inc.'s grand opening in Detroit Sunday (11). Over 1,000 persons in or associated with the music machine business turned out for the event. Over a dozen recording artists and nearly as many disk jockeys were also on hand. Lew Nemes, host of the event, manages the Detroit office.



MR. AND MRS. JOSEPH NEMESH were probably the most excited couple attending the grand opening of Music Systems, Inc.'s new Detroit office. Joe had just been presented with a plaque commemorating his 25th anniversary in the business by members of his staff.

MIAMI, Dec. 24.—Harold Roth, head of the Ace Saxon Music Company, one of the largest cigarette and music operations in the State, has purchased the entire music route of Broward Music Company in Broward County.

The sale included more than 300 pieces of equipment and Broward Music Company's building. It was not announced whether Broward Music would be combined with the Ace Saxon route or continue to operate under its own name.

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personal, Products, Services and Opportunities

CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15¢ a word—Minimum \$3.00.

CASH WITH ORDER

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER

Unless credit has been established.

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words.

On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

Business Opportunities

COIN RADIOS AND TELEVISION — BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. ja14

EXCELLENT MONEY MAKING OPPORTUNITIES in coin radios & coin television for operators & distributors; installations made in hotels & motels; write or wire for details and prices. Coradio, Inc., 196 Albion Ave., Paterson 2, N. J. ch-fe25

Help Wanted

ATTENTION! VENDOR SALESMEN, DISTRIBUTORS. New high-speed hot sandwich dispenser for route sales, not a vendor, retails at half the price of infra-red machines to operators, cooks twice as fast, electrical operation, semi-automatic; \$2600 commission paid one salesman for three weeks' sales. No inventory to buy. We drop ship your orders. A new deal for men willing to sell a clean deal clean, able to finance self. Write, state experience, Box M-155, c/o Billboard, Cincinnati 22, O. ja7-ch

WANTED — BINGO AND SHUFFLE MECHANICS; good pay and good working conditions. Persons must be sober and furnish references. Write Box 813, The Billboard, Chicago, Ill. ja19

WANTED—JUKE BOX MECHANIC, GOOD pay, pleasant working conditions; must be sober, route experience. Ga. Music Company, 1139 Sixth Avenue, Columbus, Ga. de31

Parts, Supplies & Services

COIN-OPERATED TIMERS — ELECTRONIC, automatic; no buttons to push or mechanical lever to wind; adaptable for television, washing machines, dryers, radios, hair dryers, irons, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City ja1474 W. Washington

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines \$5 up. Established over 28 years. MACK H. POSTEL Chicago 18, Ill. 2952 Milwaukee Ave.

ADVANCE BOWLER, SIX SHOOTERS, Five Balls, sell or trade; Peanut Ball Gum Vendors, \$1.95. Write Box M-154, c/o Billboard, Cincinnati 22, Ohio.

FOR SALE — 30 HAMILTON PENNY Scales, \$20 each, crating, \$1.50 extra. H. E. Crommett, 3518 1/2 Clarington Ave., Los Angeles 34, Calif.

VENDING MACHINES, PARTS, ALL SUPPLIES, Ball Gum all sizes, 1c Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1¢ Hersheys, 320 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Vendors. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. ja5

WANT RELIABLE PROMOTIONAL SALES ORGANIZATIONS

PATENTED "Non-Coin" hot nut displays. Colorful, has action, Perfume Vendors, 25¢, solid pack, purse size, new! I. Q. 1¢ Ticket Vender, locations everywhere; sell in routes direct to new operators. Buy samples. Drop-ship under your label. Write for set-up.

COPPERITE, INC. Chicago

WRITE FOR CATALOG. MOST COMPLETE range machines and parts for all makes of equipment; much not available elsewhere. All types Arcade equipment; pinball machines, electrical and mechanical parts. Electric signs; moving figures illuminations same as used by all Municipalities at leading seaside places in England. We can accept any currency. Chicago Automatic Supply Co., Equipment Engineers & Exporters, 11-15 St. George's Road, London, S.E. 1. ja21

10 PHILADELPHIA TOBOGGAN SKEEBALL Alleys and 32 Poker Tables, late models for sale. Robert Pearman, 33-34 Crescent Street, L. I. C. 6, N. Y.

100 LIKE NEW PACKARD BAR BOXES and Brackets, 5¢ or 10¢ play, \$10 each or entire lot for 1 Seeburg Model G Phonograph. Modern Music, 3348 Euclid, Cleveland, O. de31

1955 SELECTOMATIC SEEBURG LIBRARY Units. Lined Oak Cabinets, Model 200 U/LP includes pre-amp diamond pick-up, \$295; like new. Stapleton Music Co., 300 E. Walnut, Springfield, Mo. ch-np

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 3, Ill. ja7

MACHINES WANTED — WE BUY ALL types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Rake, 609C Spring Garden St., Philadelphia 23, Pennsylvania. ch-np

WANTED—50 LATE MODEL SEEBURG 100 Wallboxes, Seeburg Model B-C or G Phonographs. Modern Music, 3348 Euclid, Cleveland, Ohio. de31

THIS IS A 10-LINE AD

For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services.

IF YOU MISSED READING THE DECEMBER 24 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD

Only The Billboard Gives You News While It's New

A CONTINUING STORY OF



Leadership in Action

Estimate '55 Vending Sales Tops \$1.8 Billion, Up 10%

By BOB DIETMEIER

CHICAGO, Dec. 24.—Automatic selling kept pace with the 1955 boom.

With the U.S. gross national product reaching nearly 10 per cent above 1954, the vending machine industry's 3,000,000 machines have registered gross dollar sales of \$1.8 billion (figured at retail), according to the best trade

estimates, 10 per cent above 1954's \$1,650,000,000.

(Editor's Note: Vend magazine's 1956 Census of the Industry, which will be published early in 1956, and which is based on a survey of the nation's operating companies, will provide the best measure of industry gains in 1955. The 1954 figure used above is taken from Vend's 1955 Census). U.S. economic activity in 1956, which economists predict will even top 1955's or at least stay on the same high level, should find the vending machine industry setting new records.

New equipment, notably hot food venders premiered in November at the National Automatic Merchandising Association convention, augurs for new gains to be made by vending management in 1956 in full line vending and automatic feeding in industry.

With hot soups and hot plate lunches being made available to employees thru equipment being offered by such firms as Mills Industries, Inc., and H. J. Heinz; The Vendo Company and Campbell's Soup Company; Apco, Inc.,

and American Home Food Products; a whole new era in the development of industrial in-plant feeding has been opened for 1956.

In many ways other than new equipment, 1955 set the stage for new developments to come in 1956 and after.

With increased attention turned to automatic feeding, the question of the size of commissions paid in large plants has come in for great discussion. Vending management in 1955 took a hard, long look at commissions in these locations and generally agree that—saddled with increased service costs for such installations—food costs must go up or commissions must be reduced, or in some places, eliminated altogether.

On the manufacturing side of the ledger for 1955, two large firms outside the vending industry entered by buying firms in it. F. L. Jacobs Company, Detroit automotive parts manufacturer, bought Mills Industries, Inc., Chicago, and the U.S. Hoffman Machinery Corporation, New York, world's larger producer of laundry

• Continued from page 57

Calif. Cig Ops' Work Lauded by Burbank Council

PASADENA, Calif., Dec. 24.—The Cigarette Vendors' Institute of California has been commended by Burbank city council for its action in regard to the operation of unattended outdoor machines.

In a letter directed to Arch Riddell, CVI executive director, Mayor Earle C. Blais wrote:

"It is the unanimous opinion of the city council that your institute is to be commended for the progressive steps being taken to solve the problems concerning outdoor, unattended cigarette vending machines.

"It is apparent to us that thru your vigorous action you have proved that a government of people and not of laws is the ideal solution to many of the problems confronting government today."

Complaints against cigarette machines located outdoors resulted in a proposed ordinance being placed before the Burbank city council listing what Riddell stated were "almost impossible regulations on cigarette vending operations in the city."

Before the proposed ordinance could be presented for a second reading and probable adoption, CVI members swung into action. Thru co-operation of operators, machines were moved inside buildings, removed entirely, or padlocked after closing hours.

The move was guided by Riddell, who was assisted by Henry Davidson, the institute's chairman, George Seedman, Will Golden, Tom Martin, Ed Fuller and Nick Ranells.

Following the Institute's report of results to the city council, the Burbank newspaper published favorable stories on the operators' action, reporting the Institute planned continued action to remove other machines not listed in complaints to the city.

Leaf's Lobell, Wife To Make World Tour

CHICAGO, Dec. 24.—Rolfe M. Lobell, vice-president in charge of sales at Leaf Brands, Inc., will leave on an extensive tour around the world next month. Slated mostly as a leisure and sight-seeing trip, Lobell's friends predict he will be on the alert for new ideas in the candy and vending fields.

Lobell and his wife, Dolly, are to make the trip by plane, boat and train, traveling as the mood strikes them. The first leg of the 3½ month world girdling journey will be to New York, thence by plane to Lisbon.

Learning of the trip, a group of Chicago bulk vending operators caught Lobell by surprise last week when they dropped by his office to wish him "bon voyage." They also presented him with a wrist watch equipped with an alarm.

Lobel is one of the most widely known figures and a pioneer in the

candy manufacturing world and vending industry. He has been with Leaf for 19 years.

Lifetime Work

With the exception of a brief stint with a coffee manufacturer following his graduation from DeWitt Clinton High School in New York, Lobell spent his entire career in the candy and confectionery industry.

His first association in the candy field was with the Ideal Cocoa & Chocolate Company of Lititz, Pa., where he was responsible for the campaign that made Ideal Almond Bars popular.

Rolfe next joined the staff of D. Auerback & Sons where he originated and marketed the famous 7-11 Nut Roll Candy bar. It was while with the firm that he met and married his wife.

After four years with Auerback,

(Continued on page 55)

PIONEER'S ADVICE

Pre-Route Work Key to Bulk Op \$

By HAL REVES

DETROIT, Dec. 24.—The year was about 1918. That was near the end of World War I. He started his own business—a small bulk vending machine route.

Today he is one of the city's oldest active operators in years of service, and thru his 37 years he has operated about every type of equipment.

Working along with him was his wife. He is still in the bulk vending business. Within a radius of 80 miles of the Motor City he has on location 1,200 5-cent bulk peanut vending machines and more than 100 capsule units.

The pioneer in the vending industry is Henry C. Lemke, of Detroit, bulk operator and distributor. He has 17 employees and is ever on the alert for new ways of increasing and expanding business.

Preparatory Work

Keystone to his success thru the years, he claims, has been based on "preparatory work" prior to setting out to service a route. This phase permits more efficiency, utilizes a serviceman's time more fully, but without haste, and allows

servicemen to call on more outlets within a given time.

Lemke does not believe in scattering his stops over widely separated areas. He spots his locations in tightly knitted areas, ones that are highly trafficked, thus eliminating excess route mileage.

Further he stresses immediate service of his machines. He pays

(Continued on page 55)

Bulk Op Success Keyed to Variety

By SAM ABBOTT

LOS ANGELES, Dec. 24.—Western Vending Machine Servicing Company, headed by Phil Sreden, an energetic general bulk merchandise operator, is specializing in market locations here: San Bernardino, 70 miles to the northeast, and San Diego, 110 miles to the south.

In the 11 years that he has operated the firm, Sreden has seen it grow from a few machines to the largest of its kind in this area. The addition of new equipment and the acquisition of routes have made it imperative for him to find new locations and upgrade the other spots to produce more revenue to cover increasing expenses in maintaining a staff of five persons.

"You learn by trial and error in this business," Sreden sums up his long experience. "We handle ball gum, M&M's, Boston baked beans, salted nuts, licorice lozenges and capsule machines. This makes it possible for my firm to give well-rounded service. The choice also means more money for the merchant on whose premise the machines are located."

Facts, Figures

Sreden hits his prospective location-owners with a complete sales talk, and he has facts and figures to prove the earning power of his machines. One of the points he stresses is that his equipment is uniform in style, model and appearance. He uses one make exclusively and they are painted a bright red with black trimming. Another factor that is emphasized is that the consoles are Formica, affording easy cleaning.

LONE RANGER'S ADVICE NEEDED BY PUZZLED OP

FAIRGROVE, Mich., Dec.

31.—Calling the Lone Ranger. Steve Erdody needs help, and the Lone Ranger can supply it.

Erdody is more than getting his share of slugs and foreign coins in the penny vending machine installed at his service station, and part of it stems to the Lone Ranger.

School children patronizing his peanut and gum machines lately have been putting everything but American pennies in them. Foremost they've been using the foreign coins given away in the package products the Lone Ranger recommends.

And now Erdody can use the Lone Ranger's help in telling the kids foreign coins are not to be used in bulk venders in the U. S.

Ups Service With Stand-Up Van Trucks

ST. LOUIS, Dec. 24.—Thru use of oversize "stand-up" van-type trucks, Vendall Company has improved the efficiency of servicing routes along with cutting down servicemen's fatigue.

The use of the trucks was initiated by Herman Schneider, manager, after a study of difficulties servicemen encountered getting in and out of standard-size sedans formerly used for route service, and the time wasted in moving cartons to select items to fill an order.

The eight-foot over-all height permits routemen to stand up while selecting merchandise from shelves installed on both sides of the body. Routes, according to Schneider, are serviced more quickly today, and mileage has been slashed due to the greater loads carried by the trucks.

Civic Welcome To Open Norris Arkansas Plant

BALD KNOB, Ark., Dec. 24.—City officials, civic clubs and the Bal' Knob Industrial Corporation are completing plans for the formal opening of the Norris Dispenser Plant here about the middle of January.

Leading State and county officials along with businessmen are expected to participate on the gala program, which is to be held during the firm's annual sales convention here.

F. L. Norris, president of Norris Dispensers, Inc., which has its headquarters in Minneapolis, announced the Bald Knob plant would employ between 100 to 125 persons when in full production, requiring an annual pay roll of about \$400,000.

Norris will manufacture its new coin-operated, three-selection package milk vender here. The machine, priced at \$595 f.o.b. factory, has a capacity of 216 half pints or third-quart cartons, and will also dispense bottles.

The vender is 78 inches high, 30 inches wide and 25 inches deep. Stressing simplicity of construction, Norris said the entire inner mechanism can be withdrawn from the steel cabinet like a file and replaced with a new unit in seconds.

Oak Bows Bulk Unit to Handle Hershey-Ets

CULVER CITY, Calif., Dec. 24.—Development of a bulk vender designed to handle Hershey-ets, a conical shaped chocolate piece with a thin outer shell, was announced by the Oak Manufacturing Company, Inc.

The Hershey-et vender, according to Sol H. Bloom, secretary of Oak, incorporates a 5-cent, deep adjustable wheel, and comes in either a white or a yellow finish. It is priced at \$14.95 f.o.b. factory.

J. J. Gallagher, sales manager of the Hershey Chocolate Corporation, Hershey, Pa., said the Hershey-et was introduced about a year ago, and is offered in bulk or package.

Entirely chocolate, the new candy piece is protected against heat and discoloration by its thin hard outer shell, according to Gallagher, who disclosed that sales are moving briskly.

Hamilton Set on Scale With Tape Repeater

NEW YORK, Dec. 24.—Howard Ailor, general manager of the Hamilton Scale Company, announced this week that his firm now has in production a scale which automatically reels off a sales message when a patron steps on to be weighed.

The unit, which may be either coin-operated or non-coin-operated, sells for \$290. A tape device with a maximum time of 75 seconds, which may be broken up into six 12.5-second spots, is an integral part of the scale.

Ailor said the operator may adjust the tape device so that the seven-day time clock can automatically shut off one day a week, and the operator can shut it off nights and turn it on days if he wishes.

The unit can be purchased metered for an extra \$5, and new

tapes with six messages will run about \$11.

The message repeater may be set so that it will be inoperative at weights of less than 50 or 60 pounds. This would prevent youngsters jumping or the non-coin scale and making pests of themselves.

Ailor's operating firm, Ascovend, is leasing the machines to locations for \$15 a month. The location can make his own deals on message sales.

Primary locations, according to Ailor, would be banks, supermarkets and drug stores. Natural advertisers, he feels, would be firms making dietetic products.

The scale itself is the Hamilton Model 4SPW, which is 12 inches by 22 inches high. Coin capacity is 7,500 pennies.

ADVANCE SANITARY VENDOR
The Finest for Vending Flat-Pack Products

Here is a durable, reliable, sanitary vendor with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 1/8" by 2" by 3 1/4" . . . has separate cash box . . . Advance coin - detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1¢, 5¢, 10¢ or 25¢ operation.



For Details and Prices Write, Wire, Phone Today

J. SCHOENBACH

Factory Distributor of Advance Vending Machines
1645 Bedford Ave., Brooklyn 25, N. Y.
President 2-2900



BILL SREDEN

Bulk Operator

Continued from page 52

day I was servicing a machine and a customer of that store dropped in a penny for M&Ms for her child. She looked disconsolately at the amount she had received. As I was nearby, I asked "How many did you get?" "Four?" She answered yes and was satisfied. Had I not asked the first question and answered it with the second one, she would have believed that the machine was not delivering properly."

For the last eight years Sreden has maintained a modern store for his operation. He uses service heads that are filled by three women employees in his plant. The two other workers are men and they handle some of the outside servicing and the repairing in the up-to-date shop.

When Sreden reaches a location he goes in with the filled globes or a replacement machine ready for operation. The globe or globes that are removed are loaded into the truck and returned to the store. The globes go to a table where the merchandise, if any remains, is checked for freshness. If an entire unit was removed, the mechanism is checked and cleaned. The globes, meanwhile, are placed in a sink where they are soaked in a strong solution. After proper cleansing, the globes are rinsed in clear water and dried. The globes are placed on a shelf to await the time when they will again be filled and returned to locations.

Up until 11 weeks ago Sreden's son, Barry, helped out in the shop. He is now stationed in San Diego and only recently completed boot training in the Navy. Mrs. Sreden has a regular job as secretary.

Sreden came to California from New York in 1935. On the West Coast he operated an egg route, building it into a profitable business. He sold the firm in 1941 and took a job in a defense industry. From 1942 to 1944 he worked as a shipfitter in one of the shipyards near here.

Actually, it was a broken leg that put him into vending. In 1944 he was in an automobile accident and was confined to his bed while the fractured limb was healing. A neighbor, whom he had not known until that time, came to visit him. In the course of the conversation

the visitor pointed out that he was in the vending business but interested in selling.

Sreden had been looking for something else to do in addition to his shipyard job. He wanted a

sideline to fill his time when he was not working the night shift. With his mornings free after work, vending was the answer. He bought 55 bulk venders with \$125 he had saved the hard way.

From this investment grew the route of over 2,000 machines. All operate on pennies except the capsule machines. And for them he predicts a comeback.

"When the capsules first came out, they were good money-makers," Sreden reveals. "At that time the items were about \$22.50 per thousand. The price has been cut to \$14 and \$15. But the items are not as popular. I plan to buy more attractive items, and I think the capsules will again be back in business."

EMPTIES MACHINES FASTER!



NEW! Red-Hot "Ball o' Fire" Bubble Gum!
ACME VENDING MACHINE CO.
1888-90 W. Washington Blvd.
Los Angeles 7, California

FOR TOPS IN PROFITS



VICTOR Standard TOPPER
CASES OF 4
\$50.00

30-Day Money-Back Guarantee!!
Not Satisfied

1/3 Deposit on All Orders
Write for Our Specials on
CANDIES-BALL GUM-NUTS-CHARMS

SIDMORE

VENDING CO.

2137 Fifth Ave.
Pittsburgh, Pa.
Atlantic 1-2540



VICTOR'S TOPPER

1¢ Ball Gum Machines,
\$12.50 each.
\$12.00-100 or more.

VICTOR'S FIVE STAR BABY GRAND
\$12.50 Each

Write today for FREE Price Lists on other Victor products.
Liberal allowance on trade-ins.

GARDNER & LOSE

2611 Hale Ave.
Louisville 11, Ky.
EM 6-6838

EMPTIES MACHINES FASTER!



NEW! Red-Hot "Ball o' Fire" Bubble Gum!
NORTHWESTERN SALES & SERVICE CO.
446 W. 34th St.
New York, New York

GIVE TO DAMON RUNYON
CANCER FUND

KEY TO THE CITY
\$7.50 per M



The "KEY TO THE CITY" is the first of a series of brilliantly vacuum plated charms in assorted colors to be presented in 1956.

All are new designs of attractive gimmicks that will stimulate sales for greater machine profits in all types of bulk vending. Plan now to cash in on these sensational items.

BEST WISHES FOR A HAPPY, PROSPEROUS NEW YEAR

Paul A. **Price** co., inc.

55 Leonard St., N. Y. 13, N. Y. Cortlandt 7-5147-8

NEW DIAMOND* JEWEL RING

*Fiery rhinestone on ruby red set. Sensational! A completely new ring.

Send 35c for regular sample kit of charms

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

EXCLUSIVE NAT'L SALES AGENT FOR NEW IMPROVED PENNY-NICKEL ATLAS MASTER



Penny King

Company
2538 Mission St.
Pittsburgh 3, Pa.



World's Largest Selection of Miniature Charms

GIVE TO DAMON RUNYON
CANCER FUND

ATTENTION, VENDING OPERATORS!!!

DuGRENIER CHAMPION

11 Cols., 420 Cap.



SPECIAL!!!!
ONLY
\$100.00

Uneda Vending Service is instituting a new policy in this issue of Billboard. Check all information in this ad and future ads for terrific new benefits on equipment.

CIGARETTE MACHINE CONVERSIONS IMMEDIATE DELIVERY

on 25c and 30c Coin Mechanism Conversions for:
ROWE IMPERIALS, ROYALS, NATIONAL 930, 950, 750, 9A
PRESIDENTS, CRUSADERS

Also Available:
● ROWE PRICE DIFFERENTIAL BARS ● NEW CIGARETTE MAGAZINES (Containers) for all Rowe and National Machines. Will vend King Size & Reg. in all Cols.
TERMS ARRANGED—WRITE FOR INFORMATION.

CIGARETTE VENDORS

National Model 9A, 9 Cols., 370 Cap.	\$125.00
National Model 930, 9 Cols., 270 Cap.	110.00
National Model 750, 7 Cols., 270 Cap.	110.00
Lehigh PX, 10 Cols., 300 Cap.	125.00
Lehigh PX, 8 Cols., 240 Cap.	115.00
DuGrenier Champion, 9 Cols., 370 Cap.	100.00
Uneda Model E, 6 Cols., 180 Cap.	75.00
Uneda Model A, 8 Cols., 240 Cap.	90.00
Uneda Model 500, 9 Cols., 350 Cap.	100.00

CANDY MACHINES

Stoner Candy Prewar, 160 Cap.	\$135.00
Rowe 5¢ Gum & Mint Vendor, 7 Cols., 175 Cap.	32.50
Rowe Candy Merchant, with changemaker, 7 Cols., 158 Cap.	165.00
DuGrenier Candyman, 72-Bar Cap., with base	65.00

ALL EQUIPMENT UNCONDITIONALLY GUARANTEED, COMPLETELY RECONDITIONED AND REFINISHED

We have a tremendous stock of "AS IS" Equipment. In good condition but not rebuilt or refinished.

Check this list of terrific values!

ROWE CIGARETTE VENDORS

Imperial, 6 Col.	\$32.50
Imperial, 8 Col.	35.00
Royal, 6 Col.	32.50
Royal, 8 Col.	35.00
President, 8 Col.	57.50
Crusader, 8 Col.	65.00
Dip Electric, 8 Col.	65.00

Any of above machines resprayed in color of your choice for \$12.00.

For 25c & 30c Dual Vend Mechanism add \$20 to above prices.

Rowe Pastry Vendor (like new), 5c, 10c & 15c Vend—Special \$125.

Rowe Refrigerated Sandwich Vendor—\$300.

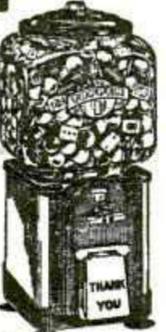
Trade prices: 1/3 deposit, balance C.O.D. Quantity buyers, write for special discount prices and terms.

Uneda VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"
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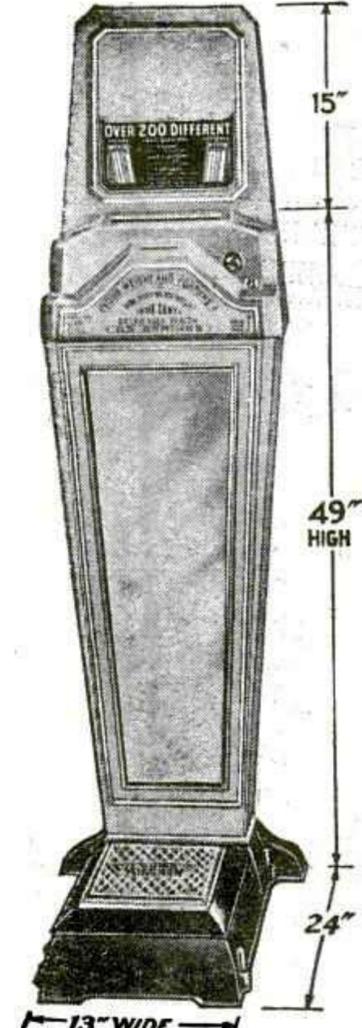
VICTOR Standard TOPPER
Case of 4 \$50
ORDER NOW! Price increase will be in effect January 16th
1/3 Deposit, Balance C.O.D.
CHAMPION NUT CO.
1194 Tremont St., Boston 20, Mass.



VICTOR'S TOPPER
1c BALL GUM MACHINE
\$12.50 each
\$12.00 100 or more
AMERICA'S FINEST BALL GUM VENDOR
VICTOR'S FIVE STAR BABY GRAND \$12.50 each
1/3 Deposit on All Orders
Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS

H.B. Hutchinson Jr.
860 North Ave., N.E. Atlanta, Ga.
Phone: EMerson 4300

RECONDITIONED VENDORS
All Machines Completely Checked and Ready for Location—Order With Complete Confidence.
BULK VENDORS
Silver King, 1c or 5c \$ 8.50
Victor V—Cab. Type 9.50
Victor V—Globe Type 8.50
Acorn, 5c 10.00
DuGrenier, 4 Col. 14.50
DuGrenier, 6 Col. 17.50
Mills, 6 Col. 17.50
Ajax 5c Hot Nut Vendors, recond., incl. stand and c.u.p. dispenser. Write for SPECIAL price \$55.00 EA.
Pop Corn Seals—clean, ready for location, 10c mechanism \$55.00 EA.
1/3 deposit, balance C.O.D.
RAKE COIN MACHINE EXCHANGE
609-A Spring Garden Street Philadelphia 23, Pa. LOmbard 3-2676



WEIGHT 165 LBS.
\$25 DOWN
Balance \$10 Monthly
400 DE LUXE
PENNY FORTUNE SCALE
NO SPRINGS
Invented and made only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago



VICTOR STANDARD TOPPER
Case of 4 \$50
SPECIAL! 4 Standard TOPPERS, plus 25 lbs. of GUM, plus 1,000 CHARMS. \$60
All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.
PIONEER VENDING SERVICE
590 Albany Ave., Brooklyn 3, N. Y.

HEADQUARTERS
BULK VENDERS CHARMS SUPPLIES
• LOW PRICES
• LARGE INVENTORY
• ALL YOUR NEEDS ON HAND
Ball Gum • Bulk Candies • Victor Machine Parts • Stands • Brackets • Largest Selection of Charms • All Orders Shipped Same Day Received.
Now you can buy all of your bulk vending needs from Logan. We have a fine staff and large inventory ready to serve you with speed. If you can't come in to see us, please get on our mailing list. Free price lists and samples sent on request.
VICTOR'S COMPLETE LINE OF MACHINES AND PARTS IN STOCK FOR IMMEDIATE DELIVERY.
"Logan the Leader in Quantity and Quality"
LOGAN DISTRIBUTING CO.
915 Milwaukee Ave. Chicago 22, Ill. Taylor 9-6150

COINMEN YOU KNOW
Chicago
By KEN KNAUF
GENCO MARKS TOP QUARTER. Avron Gensburg, Genco Manufacturing & Sales Company vice-president, reported this week that the firm had realized its biggest quarter-year sales in the 24-year history of the company. Gensburg attributed the record mark to large daily sales volumes of coin-operated pool and gun games. . . . Another cause for celebration at Genco was the birth of a boy to Mr. and Mrs. Avron Gensburg. Al Warren, new Genco sales staffman also received a dandy Christmas present—a new daughter.
Visiting at the J. H. Keeney & Company plant during the week were Barney Sugarman, Runyon Sales, New York; Herman Paster, St. Paul, and Rusty Smith, Music Distributors, Pittsburgh. Paul Huebsch, general sales manager, says the firm had a mighty busy December, with no noticeable drop-off in sales during a month which is usually a slow one in the coin machine industry.

Frank Mencuri, Exhibit Supply vice-president and director of sales, says the firm is too occupied with pool games right now to think of anything else. . . . Herb Jones, Bally Manufacturing Company vice-president, points out a big variety of products at the plant. The current line includes pool games, pinballs, shuffle bowlers, kiddie rides and a kiddie gum unit.
Les Rieck, phonograph sales manager, and Ed Ristau, director of sales in all divisions, both of Rock-Ola, out on the road visiting distributors. Rieck currently in the Minneapolis-St. Paul area, while Ristau covers Virginia and North Carolina. Kurt Kluber, also of Rock-Ola, still out with injured ankle. Approximately 20 staffers dropped over to see how he was doing last Saturday. . . . Ben Coven, head of Coven Music Corporation, Wurlitzer distributor here, reports he'll be all set for January 15, the day when the new Wurlitzer line is unveiled. Carl Christianson, also of Coven, reports business holding up good.

Vic Comforte and Marvin Bear, who head Distributing Corporation of Illinois, up to their ears in the annual holiday rush. Vic reports juke box play holding up very well. . . . Mike Spagnola, head of Automatic Phonograph Distributors, AMI outlet, busy this week getting in additional shipments of the new AMI Model G. Mike says this year's holiday business is better than ever. Tom Herrick, assistant sales manager of Seeburg, claims new plastic title strips receiving nothing but favorable comment from distributors and operators who have experimented with them.

Los Angeles
By JOEL FRIEDMAN
CHRISTMAS PARTIES STAGED. Jean and Dolores Minthorne, of Minthorne Music, held open house Friday (23) for all of the operators who happened to be shopping on coin row. . . . Sierra Distributing Company closed Thursday night to give the employees a Friday thru Monday holiday. Wayne Copeland said that the firm had been going so strong this year there had not been an opportunity for the usual vacation periods and he felt this was one way of making it up to the staff.

Glenn Wolcott and Ben Korte, operators in the LaCrescenta and Glendale areas, are getting ready to attend the annual Regular Associated Troupers banquet and ball January 3 at Lrry Potter's Supper Club. They have attended for the past several years. . . . Don Edwards, of Bakersfield, in town for last-minute Christmas shopping. . . . Carl Honeymoon, of General Amusement in Long Beach, another seen along the row. . . . Mrs. Fred Allen left Fred at home in Bakersfield to complete some work while she was here Christmas buying.

Jimmie Jackson is in his third year operating on his own in Palm Springs. . . . Noel (Red) Creswell, mechanic at Paul Laymon, Inc., is back on the job after being hospitalized and confined to his home by injuries suffered over a year ago in an automobile accident. . . . Fred Ross drove in from nearby Pasadena to pick up needed parts and equipment for his phonograph route. . . . Bill Thompson in town from Long Beach. . . . Pete Shupp, an operator in Downie, is enjoying a short vacation in Bishop.

Gordon Hicks, a veteran operator, is reported returning to the field. . . . Jess Herman is pinch-hitting for Glenn (Red) Catlin while Red is on a fishing and hunting trip and generally taking it easy around Blythe, Calif., on the Colorado River. . . . Aubrey Stemler, Electro representative, is on a business trip to Seattle and will spend Christmas with his mother and father at their home in Oregon. While Stemler is away, Walter Hill is holding down the fort. . . . Charles Robinson, of C. A. Robinson & Company, is back from a combination business and pleasure trip to San Francisco.

Al Goodman, operator of an Arcade in Long Beach, dropped in to see Jack Simon at Simon Distributing Company. . . . The fellows
(Continued on page 60)

Five Promoted By Philip Morris
NEW YORK, Dec. 24.—Philip Morris, Inc., announced five promotions in its Louisville plant this week, as O. L. Schweickert was named assistant factory manager. Others boosted were A. C. Mathis to factory superintendent, B. E. Sweazy to assistant superintendent, Bert H. Griesbach to production engineer, and W. A. Wade to plant engineer.

Milk Output Up
Milk production in the first 11 months of 1955 totaled 115.4 billion pounds, a 6.6 per cent increase over the same period last year. November output was 3 per cent larger than November, 1954, Agriculture Department reports. With larger milk output, greater quantity has been used in manufacturing, despite larger consumption in fluid form.

New—For Additional Income
ADVANCE AMCO®
HANDY POCKET COMB VENDOR
Dispenses a Quality Comb for 10c
A typical product by Advance known the world over for the best in vendors. Provides a highly appreciated location service and fits in well on location with other vendors. Built to last, to deliver a comb for each coin deposited and is guaranteed against mechanical defects.
SPECIFICATIONS
Sturdy all steel construction, fine white synthetic enamel finish, silk screened in blue lettering; height 33½", width 4½", shipping weight 22 lbs.; hump and shackle on top; coin mechanism gives good coin detection; coin returned when machine is empty, separate cash box can be locked with different key number than key of cabinet; capacity approximately 200 combs; size of comb 4¼" long, 1½" wide, 7/64" thick.
Prices quoted are net. F.O.B. Brooklyn. Deposit required with order—balance C.O.D.
Immediate Delivery on Machine and Combs. Order Today!
Write for information on other types of vending machines & merchandise
J. SCHOENBACH 1645 Bedford Ave., Brooklyn 25, N. Y.

BIG SAVINGS
BALL and VENDING GUMS
LOW Factory Prices
BUBBLE • CHICLE CHLOROPHYLL and TAB
Bubble Ball Gum, 140-170 & 210 ct. 25¢ lb.
Chicle Ball Gum, 130 ct. 34¢ lb.
Clor-o-Vend Ball Gum 40¢ lb.
Clor-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 27¢ lb.
Tab (short stick), 100 ct. . . . 38¢ box
5-Stick Gum, 100 packs . . . \$1.90
F.O.B. Factory, 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant Newark 4, N. J.



VICTOR Standard TOPPER
1c BALL GUM VENDOR
\$12.50 Each
\$12.00 Each 100 or More
30 day money-back guarantee if not satisfied.
1/3 deposit on all orders
Write for lowest prices on filled capsules. Immediate delivery.
SPECIAL TRADE-IN OFFER
As High As \$6.00 Per Machine On VICTOR TOPPERS
Send Us Your List.
VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1448

CIGARETTE AND CANDY MACHINES
Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!
STONER 8-COLUMN CANDY, 160 capacity, prewar model .. \$110.00
STONER 8-COLUMN CANDY, 160 capacity, postwar model .. 165.00
STONER 6-COLUMN CANDY, 102 capacity, postwar model .. 90.00
ROWE CANDY 8-COLUMN, 120 capacity 60.00
NATIONAL 9-18. 162 capacity... 75.00
UNEEDA 6-COLUMN CIGARETTE, king size 50.00
DUGRENIER V.D. CIGARETTE, king size 55.00
All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.
NATIONAL VENDING
308 Furman St. Brooklyn, N. Y. TRIangle 5-1857

ORDER NOW
Before Price Increase January 16, 1956

VICTOR STANDARD TOPPER

1c Ball Gum & Charm Vender

\$12.50

\$12.00 ea. 100 or More

All Victor Models in Stock.

Time Payment Plan

Complete Stock of Ball Gum, Charms and all Vending Items.

Write for free catalog today.

Bernard K. Bitterman
4709 E. 27th St., Kansas City 27, Mo.

NOTICE!

VENDING MACHINE OPERATORS

Get your orders in now before the prices rise.

Effective January 16, 1956, new prices on all Victor Vendors are as follows:

5-STAR BABY GRAND
Less than 25 cases, \$53.00 per case of 4.
25 cases or more, \$51.00 per case of 4.

STANDARD TOPPER
Less than 25 cases, \$53.00 per case of 4.
25 cases or more, \$51.00 per case of 4.

TOPPER DELUXE
Globe Style or Topper Deluxes, Matt Cabinet Style. Less than 25 cases, \$60.00 per case of 4.
25 cases or more, \$57.00 per case of 4.

SUPER V
Less than 25 cases, \$74.80 per case of 4.
25 cases or more, \$70.80 per case of 4.

KING SIZE TOPPER DELUXE
Less than 25 cases, \$61.00 per case of 4.
25 cases or more, \$59.00 per case of 4.

All prices F.O.B. Chicago

Expand your routes now!
See your nearest Victor distributor

VICTOR VENDING CORP.
5711 W. Grand Ave. Chicago 39, Ill.

BUY NOW BEFORE JAN. 15th
PRICE INCREASE AND SAVE MONEY

The World Famous **STANDARD TOPPER**

That attractive ensemble — is finished in smooth, hard Duranite and chrome. Steel construction, precision built and amazingly durable. Equipped with the large glass globe.

Less than 25 cases \$50.00 per case of 4

25 or more cases \$48.00 per case of 4

TOPPER DELUXE HALF-CABINET STYLE

Topper Deluxes, the perfect combination of steel and lucifer. Finished in brilliant colors and trimmed with glistening chrome. Capacity 7 to 8 lbs. of ball gum. All models packed and sold 4 to the case.

Less than 25 cases \$57.00 per case

25 or more cases \$54.00 per case

TOPPER DELUXE GLOBE STYLE

Rugged, durable Globe Style vender finished in red and black trimmed with chrome. Chrome top and bottom available at 75c extra. Capacity: Approx. 7 to 8 lbs. of ball gum. Packed and sold 4 to the case.

Less than 25 cases \$57.00 per Case

25 or more cases \$54.00 per Case

We require one-half deposit with order, balance C.O.D.

Cleveland Coin Machine Exchange, Inc.

2029 Prospect Avenue
Cleveland 15, Ohio
Tower 1-6715

GIVE TO DAMON RUNYON CANCER FUND

Pre-Route Work the Key

Continued from page 52

for telephone calls regarding his vending units. To any outlet owner or employee who reports a machine is empty or out of order, he rewards them with a quarter.

"The post card system is too slow," he asserts. "I don't want my vendors idle. I lose money and so does the outlet. We can provide immediate service upon receiving information by telephone. A machine can be idle for several days if we relied on a post card to bring us the information."

Route Supplies

"Preparatory work," he explained, "is merely equipping the servicemen with supplies to meet virtually any emergency he may encounter on the route.

"This calls for supplying him with an ample number of refill globes and enough extra machines for replacements to fill any need he may encounter," Lemke said.

Keeping machines operating at all time, he declared, is a prime factor of his successful operation, and in order to accomplish his program he said:

"My servicemen see to it that all locations have machines that operate perfectly. He is not there to repair a machine. That is a job for the shop. The servicemen's job is to see that an outlet has a working machine, that it is located properly, and to listen to complaints and correct any where possible.

"He carries with him replacement machines for those that are out of order, and he has refill globes for those that are empty or are broken."

Cover Required Stops

Servicemen receive between \$2 and \$2.50 an hour, and to operate at a profit and still pay service costs the men must cover a required number of stops each day.

"They cannot devote time to repairing or cleaning machines," he stated. "Returned globes as well as broken machines are taken care of in the shop. We have an established program for this work."

Returned globes are thoroughly cleaned and polished by shop employees on a production line procedure to keep costs down, he explained, and are filled on the same basis.

"The filling operation is usually done by Mrs. Lemke, who lines up a row of cleaned globes and fills them quickly and efficiently," Lemke stated.

By furnishing servicemen with refills, Lemke pointed out, it eliminates free samples usually requested at location sites, an ex-

pensive outlay that cannot be overlooked when done at locations.

In regard to charms, Lemke also has a definite policy for vending charms. He does not mix them with gum, nuts or peanuts. The charms are vended exclusively in his machines—about 100 in all.

By vending straight charms, Lemke revealed that he does not encounter any difficulties with health officials, and like his peanut operations, he supplies his servicemen with refills and extra units to be used on the route.

"You cannot use all large nor all small charms in a bulk vender. It must be a variety. Foremost to please the customers, and second to keep the unit from jamming," he explained.

Lemke has found it best to use a mixture of medium-sized charms with small ones. This mixture gives from four to seven items for a nickel and seems to meet with the approval of the customer, he said.

The mixing of the medium and small charms must be done carefully. The mixture is 1,000 medium charms to 2,000 small ones. These are poured into a large carton and then stirred slowly by hand to avoid breakage.

Looking back over his years, Lemke advised newcomers to pick locations carefully, stating:

EMPTIES MACHINES FASTER!

LEAF Rain-Blo BALL GUM

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

RAKE COIN MACHINE EXCHANGE
605-609 Spring Garden St.
Philadelphia, Pa.

EMPTIES MACHINES FASTER!

LEAF Rain-Blo BALL GUM

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

SIDMOR VENDING CO.
2137 Fifth Avenue
Pittsburgh 19, Pa.

Happy New Year

from all at . . .

Karl Guggenheim
INC.

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

RESOLUTION for 1956

At least 24 New CHARMS & GIMMICKS 2 Each Month Wishing & Working with You for a Prosperous New Year

SAMUEL EPPY & CO., INC.
91-15 144th Place
Jamaica 35, L. I., N. Y.

"I have found drug and grocery stores are usually the best. Keep commission reasonable. Twenty per cent should be the limit, and as long as you can keep your products moving, location owners are satisfied."

He suggested using vendors that hold about 2,000 charms which should net about \$12 to \$16 in sales. The charms, he said, must be displayed to catch the eye of adults as well as children as both are fond of miniature items.

Cleveland Coin Machine Exchange, Inc.

Northwestern Corporation Distributors

2029 Prospect Ave. Cleveland, Ohio
To. 1-6715
Write for prices.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb. \$12.00
N.W. #39 1c Porc. 7.95
N.W. #33 1c Porc. B.G. 6.50
Master 1c Bulk Porc. 6.50
Master 5c Bulk Porc. 6.50
Master 1c & 5c Bulk Porc. 6.95
Columbus 1c Bulk 6.50
Silver King 1c B.G. or Mdse. 7.45
Silver King 5c 7.45
Exhibit Post Card (Metal) 15.00
Advance #D 1c B.G. 6.45
Advance #11 Mdse. 5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen \$.77
Pistachio Nuts, Vendor's Mix74
Pistachio Nuts, Sheik65
Cashew Whole61
Cashew, Butts57
Peanut, Jumbo45
Spanish32
Mixed Nuts55
Tabby-Lets, 520 ct.30
Rainbow Peanuts32
Boston Baked Beans28
Jelly Beans28
Licorice Gems28
Leaflets (similar to M & M), 550 ct.40
Assorted Fruit Charms, 100 ct.42
Rain Blo Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound \$.28
100 ct.30
Adams Gum, all flavors, 100 ct.45
Wrigley's Gum, all flavors, 100 ct.45
Beech-Nut, 100 ct.45
Hershey's Chocolate, 200 ct. 1.40
Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices. . . . Write

THERE ARE BIG PROFITS IN GUM

GET YOUR SHARE WITH **Northwestern**

49 NUT VENDER

Interchangeable SANI-CARRY globe for faster servicing.

Displays merchandise to best advantage.

Also available in Hot Nut.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

PRE-INVENTORY CLEARANCE VENDORS

Completely Reconditioned Ready for Location

18 Northwestern 33's Bulk \$4.95
46 Acorn Ball Gum 7.95
38 Victor Baby Grand, 1c or 5c 7.50
41 Northwestern Super Jet, 5c 9.95
29 Northwestern Jet, 1c 8.95

10 Candy Bar Vendors \$159.50 Ea.
Stoner 8-Column Green, 1948, '49, '50's.

BERNARD K. BITTERMAN
4709 E. 27th St. Kansas City 27, Mo.

THERE ARE BIG PROFITS IN GUM

GET YOUR SHARE WITH **Northwestern**

PACKAGE GUM VENDER

This amazing vender is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidoms" display top attracts sales.

TAB

You'll hit the jackpot with this selective tab vender. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.

BALL

More profits with ball gum through the famous Northwestern JET. Vends ball gum, ball gum and charms or capsules—1c, 5c or 10c play. Available in chrome for outstanding flash.

Also **NORTHWESTERN**

49 NUT VENDER

Interchangeable SANI-CARRY globe for faster servicing.

Displays merchandise to best advantage.

Also available in Hot Nut

WIRE, WRITE or PHONE TODAY for Complete Details

THE NORTHWESTERN CORPORATION
848 East Armstrong Morris, Illinois

GIVE TO DAMON RUNYON CANCER FUND

Precision-Built for PROTECTION & PROFITS!

ACORN

The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

1c & 5c mechanism slides into place—no screws!

- Vends GUM—all bulk merchandise.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

IMPROVED! SILVER-STREAK

BRUSH HOUSING & BALL GUM WHEEL

MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

Western Office OPERATORS VENDING MACHINE SUPPLY
1023 S. Grand Ave.
Los Angeles 15, Calif.
Eastern Sales Office
M. J. ABELSON
3033 Fifth Ave.
Pittsburgh 19, Pa.

Lobell and Wife

Continued from page 52

Lobell came west to Chicago and spent a year as the Central States distributor for Loft Candy Company.

Returning to New York he organized his own firm, the R.M.L. Company, a national sales organization that represented several large candy firms.

Ball Gum Field

It was at this time that Lobell entered the ball gum business, playing a major role in the building of the Flatbush Gum Company into one of the largest manufacturers in the nation.

Simultaneously he was instrumental in the organization of two vending machine operators' associations—the Philadelphia Vending Machine Operators, and the Greater New York Vending Machine Operators' Association.

Disbanding his own company, he joined the executive staff of Rockwood & Company, Brooklyn, where he developed flavored solid chocolate and the edge packing of wafers, which won the Gold Medal award at the National Packing Institute.

It was there that he met Sol S. Leaf, president of Leaf Brands. When Leaf purchased the Flatbush Gum Company he offered Lobell the position of general sales manager with Leaf in Chicago.

Leaf manufactures a complete line of bulk ball gum, 5 and 10-cent vending items, sugar wafers and bulk and packages candies.

Minn. Ops Open Court Action On Free Play-Illegal Ruling

Temporary Injunction Hearing Set for Jan. 9; Early 5-Ball Decision Asked

ST. PAUL, Dec. 24.—Counter-punching from both sides has followed closely on the lead by Miles Lord, Minnesota's attorney general, who last week declared pinball machines giving free replays were in violation of the

State's anti-gambling law and therefore illegal.

First to strike back were four St. Paul operators who applied to Ramsey County District Court there for a temporary injunction aimed at stopping law officers from enforcing the ban which followed Lord's ruling. That action came Monday (19).

Next, George M. Scott, Hennepin County attorney in Minneapolis, convened the grand jury here Tuesday (20) and presented evidence resulting in the indictment of two partners in the coin machine business.

Wednesday (21) a Minneapolis Arcade operator, thru his lawyer, sought an agreement with Lord which would have permitted early court determination on whether

five-ball machines accepting only one coin per game but giving free replays are legal.

Lord followed this up with a refusal to request unless stipulation could be made including one bingo or one-ball machine into such court action for decision on whether such equipment could be regarded as gambling devices.

John W. Graff, St. Paul lawyer and former U. S. district attorney for Minnesota, applied to Ramsey County District Court in St. Paul for a temporary injunction and temporary restraining order in connection with Lord's opinion banning free replays.

Graff's actions in behalf of Archie J. La Beau Sr., Fritz J. Eichinger, Jack N. Karter and
(Continued on page 62)

Bally Ships Broadway, New In-Line Game

CHICAGO, Dec. 24. — Bally Manufacturing Company shipped to its distributors this week a new in-line pinball game, Broadway.

The game is an elaboration of the "magic squares" feature previously introduced.

Numbers within four corner sections of the single large card on the backglass can be rotated by the player pushing any of four different buttons on the edge of the cabinet.

Each section, A, B, C and D, consists of four numbers. Nine other numbers cross the center of the card, to fill out the 25-number card.

Push Buttons

Players press buttons before shooting the fourth or the fifth ball, depending on the panel lighted.

Numbers on the backglass card
(Continued on page 68)

KEENEY BOWS HOME PLAY POOL GAME

CHICAGO, Dec. 24.—J. H. Keeney & Company is shipping to its distributors a non-coin-operated pool game for home play.

The game is the regular size, 52 by 36-inch table, played according to the bumper pool rules. Keeney distributors sell the game to private homes for recreational use in rumpus rooms and basement bars.

Paul Huebsch, general sales manager, said the game is an addition to its regular coin-operated pool line. Huebsch reported orders for the game have been good over the three-week period it has been offered. Keeney will continue to ship the game, along with its coin pool units.

130 Game Models Bowed During '55

Pool Games Edge Out Shuffle Bowlers As Year's Favorite Production Piece

CHICAGO, Dec. 24.—Some 130 new models of coin-operated amusement games were introduced to the trade during the past year. This number easily tops 1954's output of 113 different models and was realized in no small part thru the big 1955 swing to pool games.

About 30 different pool game models have been unveiled since the trend to these games was established last August. Competing for pool game business are more than 15 manufacturers.

Ranking second only to pool games in number of models introduced during the year were five-ball pinball games. Some 19 different models were introduced, principally by D. Gottlieb & Company and the Williams Manufacturing Company, largest five-ball manufacturers.

In comparison just eight new in-line pinballs were turned out—all by Bally Manufacturing Company and United Manufacturing Company.

In total about 30 pinball game models were produced in 1954, revealing only a slight drop in production of these games this year.

What was probably an all-time high in shuffle bowling game production was marked up in 1954 when some 30 different models of these units were bowed. Popularity of the bowlers held steady thru most of 1955, but dropped off in

the final months of the year, reaching a total of 23 different models. The outlook for 1956 in the shuffle game field is not as bright as it was in former years. This can be traced in part to the current preference for pool games at many locations.

While 1954 was a big year for gun games—15 models were produced during the period when the rifle units were at their top—the number thinned to 10 models this year. There are indications that 1956 may be another good year for gun games, with demand for these games from operators beginning to pick up again.

Steady output of kiddie ride production models was noted during the last year, with seven new 1955 moppet attractions on the market. About seven coin rides were also
(Continued on page 68)

Fishman Buys R&Y Novelty; To Add Jukes

NEW YORK, Dec. 24.—The retirement of Joe Fishman has come to an end. The veteran coin machine man, who three months ago quit his executive post with the Atlantic-Pennsylvania Corporation, Seeburg outlet, has purchased the R&Y Novelty Company at 131 Clinton Avenue, Newark, N. J.

R&Y, which was headed by Frank Russo, has been a game jobber and distributor for 20 years and is currently distributor for Williams games. Sonny Russo, Frank's son, will stay on as manager of the game department.

Meanwhile, Fishman announced that he had worked out a deal with Joe Young and Abe Lipsky, Young Distributing Company, to work as a sub-distributor for Wurlitzer in the Newark area.

Juke Division

Fishman said R&Y will continue to deal in parts and service for games, and will add a juke box division. He added that the firm will move into new quarters in May.

Fishman had served with Atlantic-New York and with Atlantic-Pennsylvania for 10 years.

IN SOLID WITH OPS

Old Game of Pool New Coin Sensation

• Continued from page 1

business in game parts for the coin-operated models since the games caught fire in August.

Both of these supplying firms have reported they have orders for balls which will keep them working at more than double their usual outputs for months to come.

The market has developed so rapidly that innovations and design changes are beginning to be made already. To the original models—which basically consisted of table, balls, bumpers and cue sticks—has been added everything from built-in ashtrays to electric scoreboards.

Tables have been spruced up with lamps and neon lights to better illuminate the game. Shot markers, built-in leg levelers, light-up ball bumpers, cue racks, improved ball-return mechanism, and smooth-looking finishes have all been added.

One of the main shortcomings of the original tables was the fact that they took up a relatively large area of space on location. Manufacturers have overcome this drawback with lined playfields which make it possible to move one side of the table against the wall of a location, permitting play from just three sides.

The lines on the playfield make it possible under the rules for a player to move a ball from position along the wall to a correspondingly marked position on the playfield for an unobstructed shot. The majority of tables now in production are designed to be played from either three or four sides.

The reasons why any one type of new coin-operated amusement game proves successful on the market are never easy to analyze. But the main factors that put the game over to operators were its relatively low price and an expressed need for "something new" in the game line at tavern, bowling alley and cafe locations.

The game caught on fast with the public primarily because pool is already a universal game and the coin-operated versions, while differing from regulation pool, still had enough of its characteristics to be readily accepted.

Coin-operated pool tournaments among players in many areas of the country are increasing interest.

The coin-operated pool game boom appears to be the biggest thing to hit the business since shuffle bowling games—a strong favorite—were introduced on the market in 1949.

Manufacturers agree that the pool games have only scratched

the surface of the market. Said Avron Gensburg, vice-president of Genco Manufacturing and Sales Company: "The game is in its infancy with every week showing a greater volume than the previous week."

United Ships Hi-Score, New Electric Pool

CHICAGO, Dec. 24.—Hi-Score, a new coin-operated pool game with electrical scoreboard, was shipped to distributors this week by United Manufacturing Company.

The game is a two-player unit which is played from the front end only. It registers scores for balls dropped in any of six holes on the playfield.

Players take turns shooting, attempting to land balls in playfield holes which score from 100 to 500 points. Each player's score is registered automatically on scoring reels on the scoreboard attached to the far end of the table. Two cues and 10 balls are standard equipment.

United is the third manufacturer to introduce an electrically scoring pool game. Chicago Coin Machine Company and Williams Manufacturing Company also have similar type games on the market.

Champion Pool, Chi Coin Game, Bows New Play

CHICAGO, Dec. 24.—Chicago Coin Machine Company shipped to its distributors this week, Champion Pool, a new coin-operated pool game with playfield innovations.

Main new play feature of the game is a center hole in the middle of the ball bumpers.

The game is played according to the rules followed with the regular type bumper pool games, with
(Continued on page 68)

Coin Pool Could Open New Era: NCMDA Head

CHICAGO, Dec. 24.—Coin-operated pool games "could be the real beginning of a new era" for the amusement game industry, Al Schlesinger, managing director of the National Coin Machine Distributors' Association, stated this week.

In an editorial which will appear in the forthcoming issue of Distrib's Digest, NCMDA's semi-monthly bulletin, dated December 30, Schlesinger sees "a golden opportunity of reviving the amusement end of our industry" thru coin-operated pool.

Declares Schlesinger: "We have a game (coin-operated pool) that is recognized by the public and governmental officials as a national pastime. We have a game that for decades has been recognized and licensed as a legal game. If we keep it as a national pastime, and give the public the amusement and entertainment it seeks from this game, we shall be on the road

again to public acceptance and recognition.

"Let's keep the pool table simple. Let's fill every location in every city, county and State in the nation. Let's restore our reputation with officials and the public," he said.

Schlesinger points out that the game of pool has long been recognized as a national sport, that pool playing is not a novelty, and that the skill involved in shooting a game of pool "is inherent to anyone who has ever handled a cue stick." "We know of no State in the union that has not recognized and licensed pool tables," he said.

Pointing out that many U. S. economists have predicted that 1956 will top even record 1955 in consumer spending and income, he states that "our industry could make 1956 the greatest year in amusement games since the inception of the pin game" with coin-operated pool.

Wis. Pool Tourney Play Boosts Ops' Receipts

WAUSAU, Wis., Dec. 24. — Northern Wisconsin operators are reporting excellent results from tournament play on coin-operated pool games.

Dewey Wright, veteran coinman here, one of the operators who has found that loop play is boosting takes, adds that the player competition has benefited takes from other games on the locations as well.

Tavern keepers whose spots are participating in the pool game league competitions are also enthused because the games encourage an increased flow of traffic at a time of the year when business normally is at a low ebb.

Several weeks before a new tournament begins, signs are posted

in the locations to notify interested players. Tournament rules usually followed are:

1. Eight men play against each other for the three out of four sets.
2. The four top men then compete against each other for the best four out of five game scores.
3. The two finalists play to determine the best four out of seven games.

Entry fees are purposely kept at a reasonable level to encourage plenty of participants. They range from 50 cents to \$2 per player, in addition to the cost of each game.

A typical loop will compete for a winner's pot of about \$16 in entry fees and another \$4 contributed by the location owner to "sweeten" it up.

ALWAYS BEST BUYS ALL WAYS

UNITED ALLEYS		BINGOS	
5 Player	\$ 40.00	ABC	\$ 75.00
DeLuxe	60.00	Atlantic City	90.00
Cascade	75.00	Beach Club	125.00
Clipper	425.00	Cabana	115.00
Comet	295.00	Dude Ranch	160.00
Capital	465.00	Frolics	110.00
Clover	65.00	Gayety	325.00
Chief	165.00	Hi-Fi	175.00
Ace	225.00	Havana	150.00
Lightning	365.00	Ice Frolics	245.00
Leader	185.00	Long Beach	75.00
League Bowler	160.00	Mexico	175.00
Mars	295.00	Miami Beach	Write
11th Frame	195.00	Palm Beach	85.00
Original	70.00	Palm Springs	225.00
Rainbow	210.00	Rio	95.00
Royals	135.00	Spot Lite	50.00
Venus	325.00	Singapore	195.00
Speedy	240.00	Stars	65.00
		Surf Club	195.00
		Tropicana	225.00
		Tropics	150.00
		Yacht Club	110.00

C. C. 10th Fr. Double

C. C. Hi-Speed Triple

C. C. 10th Fr. Triple

C. C. Match Bowlers

C. C. Super Frame

C. C. Star Life

C. C. Triple Strike

C. C. Flasher

Bally Rockets

Bally Mystics

Genco 8 Player

Keeney Carnival

Keeney League Bowler

Keeney Team Bowler

Keeney Bottle Pins

FOR THE BEST BUY IN POOL TABLES
BUY VALLEY
THE CADILLAC OF THE INDUSTRY

WE WISH YOU A VERY HAPPY and PROSPEROUS NEW YEAR

Cleveland Coin MACHINE EXCHANGE, INC.
M. S. GISSER Sales Manager
2029 PROSPECT AVE., CLEVELAND 15, OHIO.
All Phones: Tower 1-6715
Terms: 1/3 deposit with all orders, balance C.O.D.

Chris Novelty Hosts Bally Op Service School

BALTIMORE, Dec. 24.—Chris Novelty Company here, was host to a two-day Bally Manufacturing Company service school for local operators and servicemen this week.

Paul Calamari, Bally field engineer, conducted the school at the Chris showrooms. About 60 operators from the area attended and refreshments were served.

Chris and Calamari were happy over the results of a new format used in discussing the Bally games. Rather than instruct an entire group at one class, Calamari broke the group down into smaller groups to make the classes and question and answer sessions more personal.

Vending Sales

• Continued from page 52

and dry cleaning equipment, bought Apco, Inc., and its five affiliated firms.

Product-wise, cigarettes and candy, major vending staples, during 1955 continued to pose problems and great differences of operator opinion in handling. Dime candy, which showed gains during the year, still remains a contested point. The matter of getting candy manufacturers to help merchandise vended candy continued thru the year, and it appears that at least some manufacturers are beginning to offer on-machine advertising as cigarette firms have done.

The problem of many cigarette brands, and of accommodating them, continued to be a problem for cigarette operators, altho the slight dips in gross at least in part attributed to the cancer scare early in the year, have vanished from the scene and volume has appeared to bounce back to normal, and even show vended sales increases.

Milk vending continued to make progress during 1955 and should make even more important gains in 1956. Outdoor vending continued a steady growth and should show an accelerated growth during the coming year.

Increased activity during 1955 of unions entering vending led to NAMA retaining one of the nation's top labor relations counsels and the preparation of a program for operators to be informed of unions. Unionization in automatic selling in the coming year will be an important industry topic.

NAMA's regional meetings and the annual convention stressed the one basic in automatic selling—profit—which, of course, is still and will continue to be the most important concern of the industry.

Your Dollar Buys More at NATIONAL

... The House That Serves You Better!

RECONDITIONED 5-BALL GAMES	
SWEET ADD-A-LINE	\$250
SOUTHERN BELLE	225
GYPSEY QUEEN	210
DELUXE SLUGGIN' CHAMP	205
SLUGGIN' CHAMP	200
TWIN BILL	185
STAGE COACH	175
LADY LUCK	165
DRAGONETTE	160
GOLD STAR	160
HAWAIIAN BEAUTY	145
MYSTIC MARVEL	130
SHINDIG	110
PINWHEEL	110
POKER FACE	100
GUYS-DOLLS	90

ATTENTION—IOWA and NO. ILLINOIS OPERATORS!
Get those Easy Earnings with Gottlieb's New **EASY ACES**
Immediate Delivery!

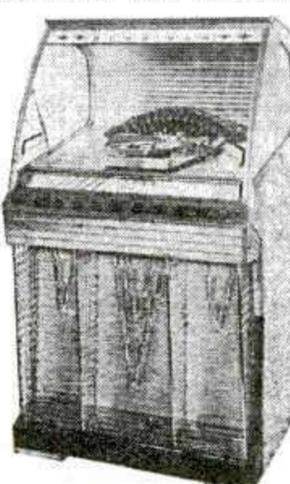
RECONDITIONED SHUFFLE GAMES	
DELUXE CAPITOL	\$410
DELUXE CLIPPER	360
DELUXE LIGHTNING	350
DELUXE MERCURY	310
MARS SHUFFLE ALLEY	310
BANNER	275
ACE	250
TEAM	200
LEADER	195
IMPERIAL	165
OLYMPIC	85
CLOVER	75
CASCADE	65

ALL MAKES! ALL MODELS!
NEW POOL TABLES
Immediate Shipment
REPLACEMENT ACCESSORIES AVAILABLE

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. (Phone: Buckingham 1-6466) CHICAGO 14

TWO GREAT ROCK-OLA MODELS

WORTH MORE WHEN YOU BUY . . . WORTH MORE WHEN YOU TRADE



Model 1448 (illustrated)

MODEL 1448 DELUXE 120 SELECTIONS HI-FIDELITY MUSIC AND MODEL 1452 STANDARD 50 SELECTIONS HI-FIDELITY MUSIC NOW DELIVERING ROCK-OLA 1448, 1452 AND ALL ACCESSORY EQUIPMENT

USED ROCK-OLA PHONOS
MODEL 1432, 45 RPM's. . . \$225.00
MODEL 1434, 45 RPM's. . . \$325.00
MODEL 1436A . . . \$350.00

SPECIALS
WILLIAMS DAFFY DERBY (BRAND NEW) . . . \$150.00
WILLIAMS ALL STAR BASEBALL (BRAND NEW) . . . \$150.00

USED GAMES
CHICAGO COIN CROWN BOWLER . . . \$ 80.00
UNITED CLOVER BOWLER . . . 80.00
GENCO MATCH POOL GAME . . . 115.00
CHICAGO COIN HI SPEED CROWN BOWLER . . . 150.00
UNITED IMPERIAL BOWLER . . . \$200.00
EXHIBIT STAR SHOOTING GALLERY . . . 200.00
WILLIAMS SUPER PENNANT BASEBALL . . . 195.00

UNI-CON DISTRIBUTING CO.
3410 Main Street Kansas City, Mo. Jefferson 1-1205

HAPPY 1ST SERVICE! QUALITY! VALUE!

1956

SEE US FIRST FOR THE FINEST IN POOL GAMES

CHICAGO COIN AUTOMATIC POOL	EXHIBIT DELUXE "84" SKILL POOL
-----------------------------	--------------------------------

SHUFFLE GAMES—FIRST-Conditioned

OFFERING THE WORLD'S BIGGEST AND FINEST SELECTION OF CHOICE SHUFFLE GAMES . . . GUARANTEED TO BE THOROUGHLY RECONDITIONED AND REFINISHED.

***INDICATES "MATCH GAME"**

CHICAGO COIN		UNITED	
* BLINKER	WRITE	* DELUXE CAPITOL	\$425
* BULL'S EYE	WRITE	* DELUXE FIFTH INNING (F.S.)	395
* HOLIDAY	\$350	* DELUXE CLIPPER	385
* TRIPLE STRIKE	375	* DELUXE VENUS	350
* FIREBALL	375	* DELUXE LIGHTNING	355
* FLASH	315	* DELUXE MARS	325
* PLAYTIME	295	* DELUXE COMET	315
* FEATURE	255	* BANNER	285
* SUPER FRAME	195	* SPEEDY	295
* STARLIGHT	225	* DELUXE TARGETTE	275
* CRISS CROSS TARGET	185	* RAINBOW	235
* ADVANCE	165	* LEADER	200
* GOLD CUP	135	* TEAM	195
* TRIPLE SCORE	95	* LEAGUE	195
* DOUBLE SCORE	85	* CHIEF	185
* CROWN	85	* ROYAL	150
* 10th FRAME, 6 PLAYER	85	* CLASSIC	95
* NAME BOWLER	55	* OLYMPIC	85
		* STAR 6-PLAYER	55
		* DELUXE 6-PLAYER	45
KEENEY		GENCO	
* BIKINI	\$195	* MATCH POOL	\$110
* DIAMOND	185	* SHUFFLE POOL	75
* BONUS	145		
* PACEMAKER	115		
* DOMINO	95		
* CARNIVAL	75		
* CLUB 16-PLAYER	75		
* 6-PLAYER	45		

EXCLUSIVE!
Have purchased entire Binks Mfg. Co. inventory of their outstanding counter game:

ZIPPER

3 Great Play Principles: Bingo Scoring — High Score — Steeple Chase (zig zag ball action). 1c, 5c, 10c, 25c play.

BRAND NEW
Originally \$79.50—NOW **\$25**

TARGET GUNS
FIRST-Conditioned
EXHIBIT
TREASURE COVE

ARCADE
FIRST-Conditioned
Wms. ALL STAR BASEBALL

FIRST COIN MACHINE EXCHANGE, INC.
Joe Kline & Wally Finke
1750 W. NORTH AVE. CHICAGO 22, ILLINOIS Dickens 2-0500

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

DAVIS REBUILT EQUIPMENT

with the DAVIS 6-Point GUARANTEE

The following models are available for prompt shipment:

SEEBURG		WURLITZER	
148	\$ 95	1100	\$125
M100C	595	1400-1450	250
		1500-1550	295
AMI		ROCK-OLA	
A	\$125	1428	\$ 95
D-80, 45 R.P.M.	345	1436 FIREBALL 120, 78 R.P.M. .	275

WALL BOXES
SEEBURG 3W5, 5c, 10c, 25c, 3-wire

Private Western Union Wire • Cable Address: "Davis" • 1/3 Dep. Required

WORLD EXPORT Corp.
WESTERN EXPORT DISTRIBUTING
Exclusive Seeburg Factory Distributor
738 Erie Boulevard East
Syracuse 3, N. Y., U.S.A., Ph. 75-1631

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES table with columns for HIGH, LOW, Mean Average and rows for BALLY, GENCO, GOTTLIB, UNITED, WILLIAMS.

MOST ACTIVE EQUIPMENT table with sub-sections for ARCADE EQUIPMENT, MUSIC MACHINES, SHUFFLE GAMES, and VENDING MACHINES.

Table with columns for HIGH, LOW, Mean Average and rows for various machine models like Feature Frame, 5th Inning Deluxe, Fireball, etc.

Explanation of Coin Machine Price Index

Prices given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment.

Highs and Lows. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period.

Mean Average. The mean average is a computation based on all prices at which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price.

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.

BE SURE TO SEE AND READ THE MANY DISTRIBUTOR ADS IN THIS ISSUE

When Answering an ad, say:

"I saw it in The Billboard"



CONNIE BOSWELL AND KITTY KALLEN clown it up a bit for the photographer who was making the rounds during Music Systems, Inc.'s grand opening in Detroit Sunday (11). The two gals not only added their charm to the festivities but their voices as well. Other recording artists dropping in for the event included Savannah Churchill, Lou Monte, David Carroll, Boyd Bennett and Stan Kenton.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

- January 2—Antarctic Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.
- January 3—Washington Music Merchants' Association, monthly meeting, Seattle.
- January 3—West Virginia Music Operators' Association, monthly meeting, Daniel Boone Hotel, Charleston, W. Va.
- January 3—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton Gibson, Cincinnati.
- January 4—Summit County Music Operators of St. Joseph Valley, bi-weekly meeting, offices of Carl Zimmer Company, South Bend, Ind.
- January 4—Retail Amusement Association of Canton, O., monthly meeting, Massillon.
- January 5—California Music Merchants' Association, Sacramento division, Sacramento.
- January 9—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.
- January 13—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.
- January 13—Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.
- January 16—Worcester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- January 17—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary.
- January 28-29—Kansas Music Association, monthly meeting, Salina, Kan.
- January 30—Central States Phonograph Operators' Association, monthly meeting, offices of Les Montooth, Peoria, Ill.
- February 25—National Automatic Merchandising Association, regional meeting (IV), Biltmore Hotel, Atlanta.
- March 10—National Automatic Merchandising Association, regional meeting (VI), Congress Hotel, Chicago.
- March 24—National Automatic Merchandising Association, regional meeting (IX), Baker Hotel, Dallas.

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SEEBURG 100BL	450
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AMI D-80	275
AMI D-40	200
AMI C-40	125

BINGO	
MIAMI BEACH	\$585
GAYETY	260
HI FI	100
PALM SPRING	125
TROPICANA	100
GAY TIME	450
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SURF CLUB	185
BEACH CLUB	125
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2 EXHIBIT CARD VENDORS	.\$175
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BALLY CHAMPION BOWLERS 250
WILLIAMS DELUXE BASEBALL 150
WILLIAMS SUPER WORLD SERIES 95
SUPER PENNANT BASEBALL 200
BALLY VICTORY\$200
UNITED CLIPPER 350
SIDEWALK ENGINEERS Write
WILLIAMS KING OF SWAT	... 300
BALLY JETS 300
TEAM BOWLERS 250
UNITED CAPITAL 375
UNITED BANNER 200
UNITED DERBY ROLL 275
AMERICAN BANKSHOT 100
DELUXE BONUS GUNS 350
GENCO CHAMPION BASEBALL	300
GENCO QUARTERBACK 300

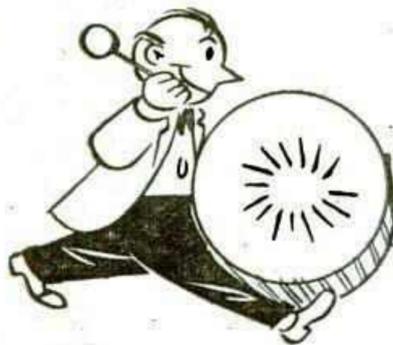


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Clipper, High Score 345
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Comet, Match Score 295
Comet, High Score 275
Banner, Match Score 285
Mercury, Match Score 285
Ace, Match Score 260
Mars, High Score 275
Speedy, High Score 275
Leader, Match Score 195
Team, Match Score 185
League, High Score 185
Chief, High Score 175
Imperial, Match Score 160
Royal, High Score 145

UNITED	WRITE
Olympic, High Score \$95
Cascade, High Score 85

CHICAGO COIN	WRITE
BLINKER
BULL'S-EYE
Hollywood\$445
Holiday 350
Bonus Score 395
Crisscross 235
Starlite 215
Super Frame 195
Hi-Speed, Triple Score 195

BALLY	WRITE
Magic\$325
Mystic 295
Victory 265

BINGOS

UNITED	WRITE
Triple Play\$445
Nevada 175
Mexico 145
Rio 125
Havana 125
Tahiti 125

BALLY	WRITE
Gaytime\$435
Gayety 295
Variety 295
Hi-Fi 165
Surf Club 165
Ice Frolics 165

BALLY	WRITE
Palm Springs	..\$165
Dude Ranch	... 145
Beach Club	... 145
Yacht Club	... 95
Palm Beach	... 95
Bright Lights	... 95

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Bright Spots 65.00
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Gayety 325.00
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Ice Frolics 235.00
Palm Beach 105.00
Palm Springs 195.00
Spot Lite 70.00
Surf Club 215.00
Variety 325.00
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Bally Jet\$350.00
Bally ABC, 10¢ chute, new Write
Bally ABC, 10¢/25¢ chute, new Write
Bally Congress, 10¢ chute, new Write
Bally Congress, 10¢/25¢ chute, new Write
Chicago Coin Criss Cross 235.00
Chicago Coin Feature 255.00
Chicago Coin Holiday 365.00
Chicago Coin Flash 295.00
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Keeney Mainliner 135.00
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Keeney Diamond 185.00
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United Star 65.00
United Cascade 85.00
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Your American Red Cross Is Always There After Disaster Strikes

New York Distrib Dime Push

• Continued from page 48

phonograph business is at 10 cents a play. In one location we converted, the take doubled and stayed there. Fifteen other locations changed over have a 21 per cent over-all increase."

\$30 to \$52 a Week

Lindy Nardone, A-1 Amusement Company, Rochester:

"A 24-hour restaurant here never averaged more than \$30 a week but after six weeks on 10-cent play it is now a \$52-per-week spot. Another location has held to a 40 per cent increase since it was converted three months ago."

Danny Robelatto, Robelatto Appliance Company, Albany:

"We are promoting 10-cent-three-for-a-quarter play by advertising in the local newspaper. We are 100 per cent for this change and the advertising we have done has already secured us more locations."

90 Per Cent Converted

Domo Bruno, Bruno Novelty Company, Canastota:

"I think dime play is the only thing that will save the operator and the music business. We are 90 per cent converted with a 25

per cent increase and tho there have been difficulties we've stayed with it and conversion has worked out . . . to our advantage."

Victor Conte, Utica: "I'm 60 per cent converted with a pleasant 25 per cent increase." Michael Garramone, Albany: "Since going to dime play I have found an increase of 20 per cent on my music." Bob Charles, Binghamton Amusement Company, Binghamton: "We've a 20 per cent increase, with our conversions at the 80 per cent mark."

Public Education

Mrs. Gladys Collins, A. W. Collins Company, Canton: "I strongly believe that 10-cent play will work out and that it is only a matter of time and public education. We've converted 75 per cent of our phonographs with an average increase of 30 per cent. We are going to convert our routes 100 per cent."

Tom Conroy, Syracuse:

"During the slowest time of the year I am averaging a 30 to 40 per cent increase in my converted locations. Changing to 10-cent play does have its problems but it is necessary and easily worth the effort. I'm 75 per cent converted and going all the way."

50 Per Cent Jump

T. E. Ellis, Geneva Amusement Company, Geneva:

"Generally speaking, I've had a 50 per cent increase on my change-overs. This increase has held up for five months. A small \$10 spot for instance is now a \$40-a-week location."

Len Zimmer, Mohawk Amusement Company, Syracuse:

"I'm 60 per cent converted with a 25 per cent over-all increase. Small locations have been a pleasant surprise and while games have dropped off (Editor's Note: This was during the summer months) the phonographs are holding their own. This has never happened before. Ten-cent play is a good thing for the industry and here's a point to remember: Some locations can't get converted soon enough . . . and the others always get used to it.")

'Small or Large'

Earl Foy, E. J. Foy Company, Watertown:

"Everybody will be better off and happier when 10-cent play hits the 100 mark. I've changed over 90 per cent of my locations and the improvement is well worth it. There is a proven 30 per cent increase. One 'do nothing' spot has risen to \$40 and is staying there. Small or large, all my locations are being converted."

Roger Shepherd, Upstate Amusement Company, Watertown:

"We are 95 per cent converted with an over-all increase of 25 per cent even during the summer months."

Chet Ray, Paramount Music Company, Utica:

"With a 50 per cent conversion I've already noticed that poor locations go up about 40 per cent and the good ones increase 20 per cent."

Tony Tringale, American Amusement Company, Syracuse and Auburn:

"My partner, Fred Stott, and I are all out for 10-cent play. Some locations double, some increase 25 per cent and some stay even but over all we think it is a very good thing. One location jumped from \$38 to \$104 per week and stayed there about four weeks, and has now leveled off to an average \$86 a week."

COINMEN YOU KNOW

• Continued from page 54

at C. A. Robinson & Company sent congratulations to Mr. and Mrs. Frank Mendoza upon the wedding of their daughter, Eliza, in Superior, Ariz. . . . Fred and Richard, sons of Fred Gaunt, of the Badger Sales Company's coin machine department, are carrying away honors as dancers in school plays and contests. Freddie recently appeared in a telecast dancing contest.

Miami

By RAOUL SHAPIRO

COIN-OPERATED POOL TABLES ZOOM COLLECTIONS. After a very cautious start, many operators are finding that coin-operated pool tables are proving a bonanza. Ted Bush, of Bush Distributing Company, and Sam Taran, of Taran Distributing Company, report that operators are buying more and more tables, with many locations demanding two tables so that their customers won't have to wait too long to play a game. And every operator questioned reports collections climbing every week.

Music Makers, Inc., had a rash of illnesses this week, what with Lucky Skolnick home in bed; Legs Biggers, game mechanic, also laid up, and Rex Holley waiting for both of them to return so that he can get into bed to nurse his cold. Another guy on the sick list was Lou Lerman, L&L Amusement, but glad to report that he is feeling much better and was in town this week on his regular buying trip.

Moe Steinberg, of Stirling Amusement Company, had good reason to complain recently. Seems Moe just had his car repaired after a recent accident in which his wife got hit by a reckless driver. Moe had the car out only a couple of days, and again, with his wife driving, some guy went thru a stop street, and zoom. Back to the repair shop. Moe is now demanding wholesale rates. Fortunately, no one was hurt either time. Another guy that got his truck messed up was Bill Rogers, of EC Rogers, in Fort Myers. Bill was in Miami on his weekly record buying trip, and while making the rounds, got hit by a cab. No one hurt, but plenty damage.

This past week brought the following record people to town. Mr. and Mrs. Jerry Wexler, Jerry being prexy of Atlantic Records; Mr. and Mrs. Bobby Shad, Jerry, the A&R man for Mercury records; headman Sid Nathan, King Records, and Irving Marcus, of Peacock Records, who is making a promotional tour of the South. Oh, yes, even Marvin Novak has been in town for the past few days. . . . It's been a losing week at Bush. Ozzie Truppman lost 11 pounds and Teddy Bush Jr. lost his outboard motor.

Milwaukee

BEN OLLMAN

OP RECEIPTS SHOW IMPROVEMENT. Coin machine takes in the week just prior to the Christmas-New Year holiday period started showing improvement, according to many Milwaukee operators. Generally speaking, however, the pre-holiday stretch, in line with previous years, proved to be mostly on the slow side. Operators blamed the drop on the unusually heavy gift buying thruout the metropolitan area.

Doug Opitz reports that he added a new man to his payroll during December. The new Hilltop Coin Machine Company employee is Bob Tait, a recent graduate of Uncle Sam's Armed Forces. A newcomer to the coin machine industry, Tait is being trained by Opitz to service the firm's coin machine equipment. "I'd rather hire inexperienced men and break them in our way," says Doug Opitz. "As long as they have a good mechanical and electrical aptitude to start with, they can be taught this business properly."

Harry Jacobs Jr., of United, Inc., says his entire organization is eagerly awaiting the appearance of the new Wurlitzer machine. He saw it recently in Los Angeles when Wurlitzer unveiled it for their distributor organization. This week the United office and warehouse crew were spending a lot of time preparing their headquarters for the new model showing slated to be held shortly after the turn of the year.

Reid Whipple, Wurlitzer factory service engineer, spent some time in Milwaukee this week. He attended the United Christmas party and said it was a big success. . . . Joe Pelligrino and partner Bob Puccio say that they still are up in the air about the city's plans to build a freeway right thru their property. Their building will have to be torn down when the road plans are finalized, forcing P. & P. Distributors to find a new home. "We'll never find a place with as good parking facilities as we now have," says Pelligrino.

No further word as yet about the plans for a one-stop record selling counter at the Paster Distributing Company, according to Sam Cooper. "We'll know more about it after the first of the year," he says. Meanwhile the spanking new Paster headquarters are jammed with coinmen buying new equipment for their routes and plenty of premium goods. Pool game sales, says Cooper, have taken an enormous jump within the last month.

Capitol Records sales manager Bob Thompson claims that the year-end business has been keeping his organization busier than ever. Operators, says Thompson, have been buying a lot of "Lisbon Antiqua" and the Cole version of "Toyland" this past week.

Detroit

By HAL REVES

NEW FIRMS SET UP. The R. M. Pabst Vending Company has been established on the far East Side by Rosine Pabst, operating a cigarette route. . . . The Thomas Vending Company has been established by Thomas Thomas, on the Central East Side. Thomas is also operating a cigarette route. . . . Harry Balk, for many years a Detroit theater owner, has entered the vending field, with the recent establishment of Vickivend Company. The company operates coffee and soft drink machines, specializing in both theatrical and industrial locations.

Ben Mroz, who has operated a couple of confectionery stores in the Detroit area, has decided to switch to the juke box business, and is starting a small route under the name of B & M Music Company. He is spotting his units on the west, north and east sides of the city, giving a well-diversified sampling of the territory. . . . Roy Small, conciliator of the United Music Operators of Michigan, and Mrs. Small left for a holiday vacation at Miami Springs, Fla., planning to return about the second week of January. . . . Sonny Sears, office secretary of the UMO, developed a case of writer's cramps from addressing 2,000 announcements of the organization's big March of Dimes program. . . . Ben Rosen, manager of Confection Cabinet Corporation, is inaugurating a series of weekly "Fractured Friday" parties at Variety Club in his new capacity as Chief Barker.

Call ASCME

Season's Greetings

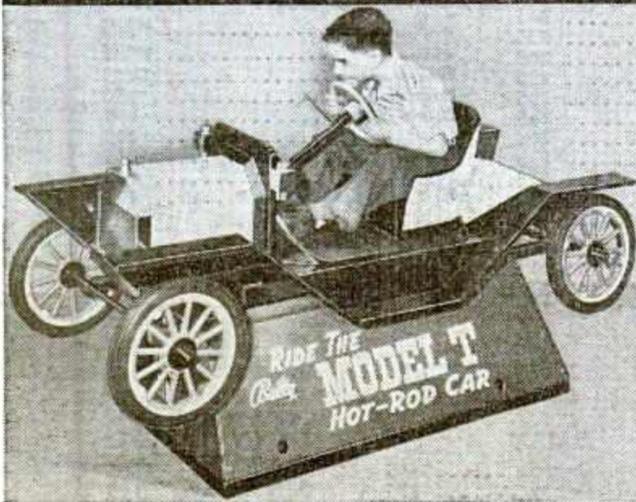
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Moke Elected San Antonio Assn. Prexy

SAN ANTONIO, Dec. 24.—William Moke and Ben Bonham were elected president and vice-president, respectively, of the San Antonio Phonograph Operators' Association here this week during the organization's meeting.

Other officers elected were H.H. Harper, treasurer, and Steve Daniel, secretary. M. L. Copeland, Shirley Jefferson and Tom Hernandez were elected to the board of directors.

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A Look at Juke Depreciation

• Continued from page 48

and producing its greatest revenue. The new depreciation schedules are known as:

1. The double declining balance method or the 200 per cent declining method, and
2. The sum of the years-digits method.

It is important to note that operators can use any one, or combination of any two, or all three methods at one time.

Each of the accelerated schedules has its advantages and disadvantages, both can be used advantageously in the automatic phonograph business depending upon the equipment to be written off.

Declining Method

The double declining balance method offers the greatest depreciation write-offs during the first two years. To fully appreciate the advantage of this method, let us assume that an operator purchases equipment costing \$1,500 and which is expected to have a five-year life. Under the double declining balance method, depreciation is written off at a rate of 40 per cent—twice the amount available under the straight line method which is one-fifth or 20 per cent.

Thus the equipment is depreciated \$600 during the first year, 40 per cent of \$1,500. The second year, 40 per cent of the remaining balance is written off, which

amounts to \$360, 40 per cent of \$900. The total write-off for the first two years is \$960 under the double declining balance method, \$600 under the straight line method.

Had the equipment been valued at \$1,000 and had a four-year life, the double declining balance method would write off depreciation at a rate of 50 per cent, again equal to twice the amount offered under the straight line method which would be one-fourth or 25 per cent of the purchase price. At the end of two years, depreciation under the accelerated rate would amount to 75 per cent of the purchase price as compared with 50 per cent via the straight line method.

By the end of the third year, however, the double declining balance method write-offs are smaller than either of the other two methods. Since depreciation is figured as a percentage of the balance, the original cost of the equipment under the double declining balance method can never be written off completely.

Examples

For this reason, the double depreciation schedule is most often used on equipment not expected to be held for longer than two or three years. For example: An operator purchases a service truck for \$3,000, plans to depreciate it in four years. The first year, \$1,500 is written off, 50 per cent of the purchase price. The second year, an additional \$750 is written off, 50 per cent of the remaining balance. Thus \$2,250 is written off in two years. Supposing the operator then sells the truck for \$1,750, representing a profit of \$1,000. This profit is a long-term capital gain and is only 50 per cent taxable, so the operator need only pay tax on \$500.

The double declining balance method also gives the operator the advantage of switching to the straight line method whenever he chooses. He is not allowed this option when using the sum of the years-digits method.

The sum of the digits method is similar to the declining balance method in that the heaviest depreciation is written off in the early years. Because phonographs are generally operated for five years, the sum of the digits method has become the most popular among operators when depreciating juke box equipment.

The sum of the years-digits is slightly more complicated, but it eliminates the necessity of switching from one schedule to another in the event equipment is retained for a period of three or more years.

Most Practical

According to Leo Kaner, CPA, who works closely with Chicago operators and has given talks in past Music Operators of America conventions, the sum of the years-digits method is most practical for music operators when depreciating phonograph equipment.

The sum of the years-digits is figured as follows: The sum of the depreciation years are added together giving a common denominator. A phonograph purchased for \$1,000 and to be depreciated in five years would have a common denominator of 15. A five-year life would give the digits 5, 4, 3, 2 and 1, a total of 15.

Depreciation is then written off 5-10 the first year, 4-10 the second year, 3-10 the third, 2-10 the fourth and 1-10 the fifth year. Depreciation on a \$1,000 phonograph would be \$500 the first year, \$400 the second and so on.

There are three restrictions accompanying both of the new accelerated tax depreciation schedules which operators should note:

1. Equipment must have a useful life of three years or more.
2. The equipment must have been purchased after January 1, 1954.
3. The equipment must have been purchased new and used by the original owner. Reconditioned

equipment cannot be depreciated under the new accelerated methods.

1954 Code

Under the 1954 Internal Revenue Code, operators can use one depreciation rate on whatever portion of his equipment he desires, another method or both other methods on the remaining equipment. This is permissible under the law.

Since depreciation is taken as of the purchase date, operators can write off only that portion of the equipment applicable in any one year. Suppose an operator purchases a phonograph for \$1,000 in July, plans to depreciate it in four years. Under the double declining balance method the phono-

graph would normally depreciate \$500 during the first year, 50 per cent of the purchase price. However, because the equipment was used for only six months, only half can be written off.

The second year, the phonograph is written off for six months at the higher rate, an additional \$250, and for six months at half the normal second year depreciation, in this case half of \$250. The sum of the years-digits is figured in the same manner.

Operators are urged to investigate the tax savings possibilities under the new law. Proper use of depreciation schedules will result in greater profits and better route control regardless of the size of the operation.

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VARIETY	270	YACHT CLUB	85
GAYETY	245	PALM BEACH	65
ICE FROLICS	170	BRIGHT LIGHTS	65
SURF CLUB	160	ATLANTIC CITY	60
HI-FI	145	CONY ISLAND	45
DUDE RANCH	145	SPOT LIGHT	45

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Minn. Ops in Court Action

Continued from page 58

Robert Wenzel, all St. Paul operators, were aimed at St. Paul's mayor, public safety commissioner, police chief and the Ramsey County sheriff.

District Judge Clayton Parks signed an order setting the hearing on the temporary injunction motion for January 9 before District Judge Arthur A. Stewart. Judge Parks said he would need several days to decide on the motion for a temporary restraining order. Wednesday (21) Graff withdrew the latter motion, presumably after learning Parks would decline it.

The Minneapolis action Tuesday (20) by the Hennepin County

grand jury resulted in the indictment of M. M. (Doc) Berenson and Martin Kantar, owner-partners of Harmony Music Company, Minneapolis. County Attorney Scott got gambling indictments, a gross misdemeanor penalized on conviction by a maximum of a \$1,000 fine or one year imprisonment. After presenting evidence reportedly showing the two owned a five-ball machine which they "allowed to be set up" at a Minneapolis cafe, a police morals squad raided the cafe March 4, 1954. Cafe owner William Debelak was arrested and subsequently paid a fine on gambling charges growing out of an alleged payoff on free games won by a customer.

Berenson and Kantar surrendered themselves late Wednesday (21) and were arraigned before District Judge Leslie L. Anderson in Minneapolis. They pleaded innocent to charges and posted \$1,000 bond each. They were ordered to stand trial January 4. The two already are involved in litigation in the Federal Courts here as result of the seizure by T-men last spring of books and records in connection with an income tax investigation.

County Attorney Scott, after keeping the grand jury in session most of Tuesday listening to purported evidence in the pinball investigation, has asked grand jurors to reconvene December 27 to continue the probe. Reportedly Scott is seeking indictments against at least one and possibly three other operators. Scott has offered immunity to location owners and others appearing before the grand jury to testify against operators. His action is based solely on actual cash payoffs in the last three years (statute of limitations) rather than on the free replay ban under the Lord opinion which Scott asked for in the first instance November 15.

Wednesday (21), John McNeice, operator of a Minneapolis Arcade, thru his attorney Sidney Kaplan, proposed to Charles Sawyer, Minneapolis city attorney, that they agree on certain issues involving a coin-operated five-ball machine for the determination of free replay legality.

Sawyer sought assistance from Attorney General Lord, explaining Kaplan asked the city to agree to certain facts in order to get an early determination of questions by the District Court. McNeice said he pulled the plug on such machines following Lord's ruling.

Lord declined to an early court test on five-ball units, declaring that most machines in operation are of the type which he contends take from \$1. to \$10 in nickels before the player starts his game. Lord said that if McNeice or any other operator will agree to include these latter games—bingo or one-ball machines in the case, he said he would go along with the proposal for an early decision of the question by the courts. Otherwise, Lord said, such a test would have to bide its time on the regular court calendar. Quick determination by the court is possible only if all sides agree on stipulated facts and send the case to the court as a "submitted case."

Meanwhile, attorneys for several Minneapolis operators began planning similar action to that taken by the St. Paul operators seeking a temporary injunction, had delayed as late as Wednesday (21) night in initiating their legal maneuver. Whether the Minneapolis group will go ahead with this court fight immediately or wait for the outcome of the St. Paul test could not be determined Wednesday night.

The full effect of Attorney General Lord's ruling was being felt by operators on free replay games thruout Minnesota this week. All such units have been disconnected, remaining untouched in locations.

In the Twin Cities, police chiefs have served warnings to operators and location owners to pull plugs on such devices or face immediate arrest and confiscation of equipment.

The arrest of two customers in

Tex. Court Upholds Written Contract For Juke Operator

CHICAGO, Dec. 24.—The value of a written contract to a music operator was highlighted here this week when Judge Joseph Brown, District No. 2, told a drive-in location owner that he must live up to the terms of a 12-month contract entered into with the Hensley Phonograph & Cigarette Service Company or be liable for breach of contract.

The contract was agreed upon by the two parties October 5. Monroe Fields, drive-in owner, ordered the phonograph removed November 17. The contract called for an exclusive concession of "coin-operated music" in the drive-in to the Hensley firm.

NEW YORK, Dec. 24.—Election of J. Charles Derrick as a vice-president of the Pepsi-Cola Company was announced this week by Herbert L. Barnet. Derrick has been advertising director of the firm since July, 1954.

a Minneapolis tavern for "suspicion of gambling" in playing a coin-operated pool game has charged the air to the point where some coinmen are privately accusing public officials of "sheer harassment and persecution" and of "doing everything they can to discredit coin machines, no matter what they are."

The extreme action—in which the two men were allegedly betting between themselves on the outcome in the game and in which the game itself played no part—led one coinman to remark: "Can you stop poker games in private homes or bets between two men on the street as to the make of the next automobile to come around the corner?"

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Exhibit Western Gun, new	175.00
Williams Jet Fighter, new	275.00
Seeburg Coon Hunt, new	275.00
Exhibit Space Gun	125.00
Seeburg Coon Hunt, recon.	195.00
Williams Safari Gun	350.00
Exhibit Shooting Gallery	175.00
Exhibit Star Gallery	325.00
Pitch Em and Bat Em	125.00
Williams World Series	95.00
Williams Deluxe, 1953	150.00
Williams Deluxe, 1954	195.00
Williams Major League, 6 Player	145.00
Air Hockey, new	325.00
Air Football, new	325.00
Set Shot Basketball	345.00
Genco Basketball, 2 Player	295.00
Sky Fighter, Muto.	110.00
Roovers Name Plate	150.00
Pool Games and Pool Game	Write
Supplies	Write
Hydro Duck, new	Write
Circus Target, new	Write

300 Illus. Catalog on Request.

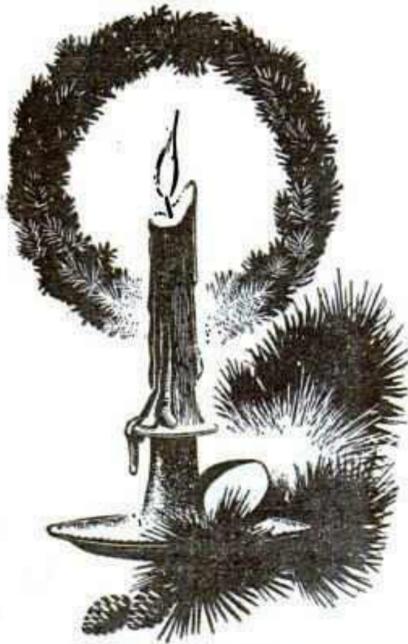
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NEW! Plastic Sleeves on Bumpers

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Finest hard maple construction

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Un. Starlets (New)	Write
15 Un. Pixies (New)	Write
6 Un. Triple Play	\$325.00
14 Un. Manhattan	295.00
7 Un. Singapore (New)	250.00
7 Un. Singapore	185.00
10 Un. Tropicana	185.00
1 Un. Hawaii	110.00
3 Un. Nevada	95.00
1 Un. Circus	85.00
5 Un. Mexico	75.00
6 Un. Cabana	75.00
6 Un. Havana	50.00
7 Un. Tahiti	50.00
2 Un. Tropics	50.00
1 Ba. Gay Time	395.00
3 Ba. Big Time	375.00
2 Ba. Gayety	245.00
5 Ba. Variety	270.00
3 Ba. Surf Club	160.00
1 Ba. Hi-Fi	145.00
1 Ba. Dude Ranch	140.00
6 Ba. Palm Springs	125.00
1 Ba. Ice Frolics	125.00
1 Ba. Beach Club	120.00
5 Ba. Frolics	115.00
11 Ba. Beauty	85.00
3 Ba. Atlantic City	60.00
8 Ba. Palm Beach	60.00
1 Ba. Bright Lights	50.00
1 Ba. Spotlight	35.00

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SEEBURG WALL-O-MATIC (W4-L56--20 Sel.)	17



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Capitol Sets Changes on Pan-O-Rama

NEW YORK, Dec. 24.—Sam Goldsmith, Capitol Projectors executive, announced this week that two design changes have been incorporated in the firm's Pan-O-Rama.

The optical system, he said, has been redesigned so that a much sharper picture is projected with considerably less wattage. The intermittent claw—the device which grasps the film and makes 16 moves a second—has been improved to insure longer life.

Goldsmith said that Capitol is now making a non-coin version of the machine for sale to commercial firms for sales demonstrations.



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SEEBURG		WURLITZER	
M100-C	\$595.00	1800	WRITE
M100-B	475.00	1500	\$275.00
M100-A	250.00	1400	175.00

ROCK-OLA		AMI	
1442 (50 Sel.)	WRITE	E-120	\$450.00
1434	\$165.00	D-40	150.00
1432	125.00	Model C	100.00

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In the Coin Machine Business Over 25 Years

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and all supplies; balls 2 1/2.

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BRAND NEW! 3 MODEL 'F' AMI 120's WRITE

3 Wurlitzer 1500's	\$160 ea.
2 AMI's Model 'E' 120's	\$450 ea.
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GIN RUMMY POKER FACE GYPSY QUEEN QUEEN OF HEARTS

EASY ACES TOPS THEM ALL!

EVERY GOTTLIEB CARD GAME HAS BEEN A BIG MONEY MAKER!

★ Targets and Rollovers Light Playing Cards 10 to the Ace in all 4 Suits in Various Combinations.

★ 11 Different Combinations Light Center Hole for Specials and Extra Specials.

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★ 2 Super Powered Flippers.

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NOW
at no extra cost, to help protect your equipment:
Extra Heavy Duty All-Steel Legs . . . Plated Cigarette Holders on Side Rails.

SEE IT AT YOUR DISTRIBUTOR NOW!

Amusement Pinballs
as American as Baseball and Hot Dogs!

**WORLD WIDE RESOLUTION:
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LATE 5-BALL GAMES

WISHING WELL	\$245	SPITFIRE	\$175
TWIN BILL	195	STAR POOL	145
STAGECOACH	175	CUE-TEE	135
LADY LUCK	155	SKYWAY	135
GOLD STAR	145	BIG BEN	125
DAISY MAE	145	THUNDERBIRD	115
FOUR BELLES	145	DEALER	95
JOCKEY CLUB	125	JALOPEY	65
PINWHEEL	95	SEA JOCKEY	65
GUYS & DOLLS	85	TIMES SQUARE	65
CYCLONE	75	SILVER SKATES	65
MARBLE QUEEN	85	PARATROOPER	65
CHINATOWN	75	MAJORETTES	50

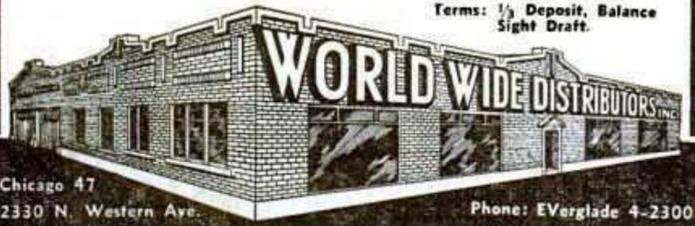
LATE SHUFFLE GAMES

BLINKER	\$445	DELUXE CLIPPER	\$355
HOLLYWOOD	375	DELUXE LIGHTNING	335
HOLIDAY	325	DELUXE MERCURY	295
THUNDERBOLT	295	BANNER	245
DELUXE VENUS	325	ACE	225
DELUXE COMET	285	LEADER	175
DELUXE TARGETTE	245	IMPERIAL	145
DELUXE CAPITOL	385	CLASSIC	105

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SAY YOU SAW IT IN THE BILLBOARD!

**Gottlieb Ships
Spot Pool Game**

CHICAGO, Dec. 24.—D. Gottlieb & Company has shipped to its distributors, Spot Pool, new coin-operated pool game.

The game is a regular-type model with lined playfield for three or four-side play.

Gottlieb announced its intention to enter the coin pool game field early this month (The Billboard, December 17). The entry of the firm into pool game manufacturing accounts for every large Chicago game manufacturer as a game producer.

Spot Pool has an optional table lamp that screws onto a bumper post at the middle of the playfield, has hinged top and front door, metal ball tracks, colored bumper protectors, inlaid rail markers, and newly designed cabinet.

**Genco Preps
New King-Size
Pool Table**

CHICAGO, Dec. 24.—King-Size Tournament Pool, a new pool game with different play features is being readied for production by Genco Manufacturing & Sales Company this week.

According to Avron Gensburg, Genco vice-president, the game will be played according to regular bumper pool rules, but will have a slightly different playfield arrangement.

In addition to new play features, the table will be 18 inches longer than the regular Genco models.

The game will have the regular lined playfield for three-side play. According to Gensburg, the new model is designed for faster play and added skill.

**AMI Pres. Visits
European Distributors**

GRAND RAPIDS, Mich., Dec. 24.—John W. Haddock, president of AMI, Inc., left here Tuesday (20) for Europe where he will spend nearly a month contacting and visiting with overseas AMI distributors and representatives.

His first stop will be England where he will discuss AMI's 1956 plans with members of Automatic Musical Instruments (Great Britain), Ltd., manufacturers of the BAL-AMI phonograph. Other countries to be visited include France, Switzerland, Germany, Belgium, Italy and Morocco, and if time permits, Denmark, Holland and Sweden.

YEAR-END SPECIALS!

- SEEBURGS: 46, 47 or 48. Ea. \$25
- 100 SELECTION WALL BOX—3W1 Chrome . . 55
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- RS1—8-INCH TEAR DROP SPEAKER 10
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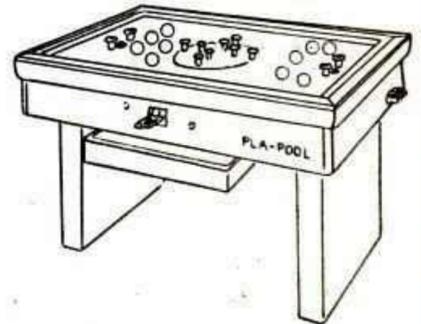
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"PLA-POOL" for Big Profits

MARVEL'S SENSATIONAL BUMPER-TYPE POOL GAMES . . . 2 SIZES

CHECK THESE EXCLUSIVE FEATURES:

- 3 or 4-sided play
- Pockets set in from end permit rebound action
- Dimensions:
• DeLuxe Model, 72" x 36" x 32"
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Gottlieb Proudly Presents ... SPOT POOL

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**GENUINE BRUNSWICK-BALKE-COLLENDER ACCESSORIES
WITH ALL THE FEATURES AND EXTRAS**

- Hinged top and front door.
- Durable mechanism for minimum maintenance.
- Metal ball tracks and quiet reset.
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- Distinctive cabinet built by craftsmen.
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- Precision dimensions for accurate play.
- Inlaid rail markers.

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1500 \$325.00	1422 \$50.00 \$100.00
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 1/3 Down, the rest "Sight Draft"

Ask For Ben Mackie or Harold Hoffman
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MOM Benefit
 • Continued from page 48

Stadium. The show will feature top recording artists, local disk jockeys, radio and television stars and night club acts.

Plans for the show were formed this week, following a request for operator support made to the local operator association by the National Foundation for Infantile Paralysis.

Tickets for the show will be available to all persons participating in the fund-raising campaign. All local and State organizations are being contacted and urged by Roy Small, conciliator of UMO, to participate in this effort.

It is hoped that nearly 12,000 persons will turn out for the benefit show.

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READY TO OPERATE

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MIAMI BEACH 475.00
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BINGOS	MUSIC
Gaytime \$425.00	AMI F-120 \$495.00
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Gayety 310.00	Rock-Ola 1438 Comet (Like New) 445.00
Yacht Club 90.00	
Dude Ranch 140.00	
Beach Club 125.00	
Surf Club 175.00	
Palm Springs 135.00	
Ice Frolics 160.00	
Bright Spot 90.00	
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Shipman 2-Col. Stamp Machine .. \$ 15.95
Lehigh PX 12-Col. Cigarette Machine (New) 225.00
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Keeney Coffee Machine 425.00
21F Latex Vendor (New & Used) .. Write
Acorn Capsule Vendor (New) 15.00
Atlas Capsule Vendor (New) 15.00
Aikuno Cracker Vendor 27.50
Lehigh Cracker Vendor 27.50
Acorn Charm Vendors (Used 54) .. 12.50
Continental Change Vendor 86.00
Rowe Penny Inserter (Electric) .. Write

CHICAGO COIN BOWLERS

Score-a-Line (Brand New) Write
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Gold Cup 95.00
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Cross Cross Target 165.00
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Capitol Bowler \$335.00
Clipper 300.00
Lightning 275.00
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Mars 225.00
Olympic 75.00
Cascade 60.00

ARCADES

Bally Big Inning \$ 65.00
Chi Coin 4-Player Home Run 200.00
Chi Coin 4-Player Super Home Run 225.00
Set Shot Basketball (Used) 295.00
Auto. Voice-a-Graph 475.00
Chi Coin 4-Player Dobby 175.00
Treasure Cove Gun (New) 495.00
Sky Gunner 150.00
Bear Gun 125.00
Coon Hunt 195.00
Chi Coin Basketball Champ 195.00
Chi Coin Goatee 90.00
Quizzer 80.00
Standard Metal Typewriter (Used) .. 295.00
Chi Coin Pistol 50.00
Exhibit Gun Patrol 95.00
Exhibit Six Shooter 95.00
Genco Sky Rockets 435.00
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Genco Super Big Top Write
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Hey, Joe! Didja ever LOOK INSIDE
 the amazing **GENCO**
3 or 4-sided play
TOURNAMENT
POOL GAME?

ONLY GENCO Pool Games have these CABINET CONSTRUCTION FEATURES

GENCO has EXTRA-STRONG HINGED TOP FRAME OVERLAP. Eliminates theft by prying open and strengthens both frame and cabinet.

GENCO has Extra Strong LOCK-CORNER CONSTRUCTION. Gives greatest gluing surface area. The only corner construction approved on government contracts.

GENCO has Heavy, Durable 1/2" PLYWOOD BOTTOM . . . for greater cabinet and leg strength. Twice as thick as ordinary cabinets.

GENCO has Hinged Top With SAFETY CHAIN and TOP SUPPORT ARM

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In Production and Delivering "SUPER BIG TOP"

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P.L.U.S!
 PLAYFIELD LINED
 IN SQUARES
 FOR 3-SIDED PLAY

The big difference in POOL TABLES IS *Williams* QUALITY



LITE IS
OPTIONAL
EQUIPMENT

A REAL SPACE-SAVER WITH

PLEXIGLASS
TO ELIMINATE
REPLACEMENT!

FRONT PLAY!

Williams
SCORE-POOL

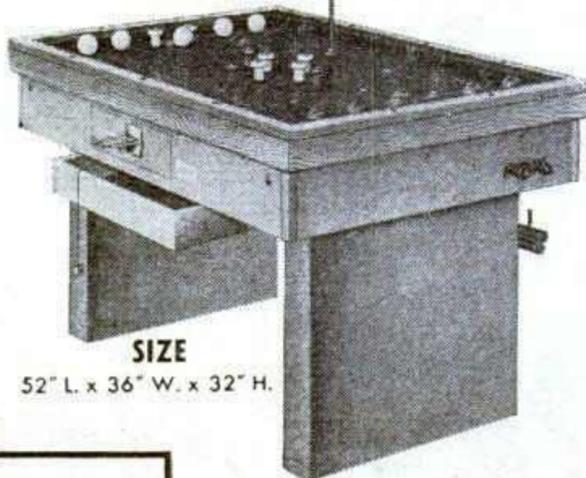
TOTALS SCORES
AUTOMATICALLY
ON LITE BOX

- Transfer Scoring from one player to another
- Lively Rails
- Accurate Scoring

2 DIMES PER GAME

Fool-Proof
Anti-Cheat
Ball Release
Mechanism

LITE IS
OPTIONAL
EQUIPMENT



Williams
DE LUXE
BANK POOL

TWO SETS OF RULES FOR
3 OR 4 SIDED PLAY

- Perfect Bank Shots
- New Free-Swinging HINGED TOP
- Extra Cue Hooks
- 2 Coin Operation
- Fool-Proof Mechanism
- Red Diamonds on Siderails

SIZE
52" L. x 36" W. x 32" H.

Williams
DELUXE SENIOR
BANK POOL

18 inches longer than the Deluxe Model
—same width as Deluxe Model.

YOURS FOR
MORE PROFITS!

Yes! **3 POOL TABLES**
FOR EVERY TYPE LOCATION!

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FAST SCORE BUILD-UP!

OPERATE
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CIRCUS WAGON
LUXURY 2 PLAYER
5 BALL

OPERATE
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JOLLY JOKER
HIGHEST EARNINGS!
LOWEST PRICE!

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FOR EVERY TYPE OF
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CREATORS OF DEPENDABLE PLAY APPEAL
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Miami Banquet

• Continued from page 46

sic Company; Mr. and Mrs. Bobby Schwartz, Mr. and Mrs. Buddy Cohen, B&B Vending; Mr. and Mrs. Marvin Leiber, Pan American Distributing Company; Mr. and Mrs. Morty Marks, Pan American Distributing Company, and Mr. and Mrs. Steve Brookmire, Mercury Records Distributors.

Mr. and Mrs. Steve Brookmire, Brooke Distributing Company; Mr. and Mrs. Eddie Leopold, Towne Music Company; Mr. and Mrs. Al Miller, A&T Vending; Mr. and Mrs. Willie Blatt, Mrs. L. Skolnick, Musi Makers, Inc.; Mr. and Mrs. M. Diamond, Diamond Amusement Company; Mr. and Mrs. Keith Nelson, M&N Amusement Company; Mr. and Mrs. Harold Carson, Juke Box Company; Mr. and Mrs. Harry Zimand, Acme Music Company, and Mr. and Mrs. Jack Kaufman, C&L Amusement Company.

Mr. and Mrs. Samuel Issenberg, Mr. and Mrs. Joe Issenberg, of Samuel Issenberg Music Company; Mr. and Mrs. Dave Enge, County Amusement Company; Mr. and Mrs. Dave Friedman and Larry Friedman, American Operating Company; Mr. and Mrs. Morry Horowitz, Bishop Amusement Company; Mr. and Mrs. Willie Levy and Mr. and Mrs. Larry Finn, Mellow Music Company; Mr. and Mrs. Art Daddis, Wurlitzer regional sales manager; Mr. and Mrs. Sammy Lano, S&L Amusement Company, and Mr. and Mrs. Joe Mangone, Mangone & Mangone.

Mr. and Mrs. Sammy Marino and Mrs. and Mrs. Roy Gullow, Marino Music Company; Cy Wolfe, Florida Seeburg distributor; Mr. and Mrs. Bernie Marder; Harry Pearl, long time New Jersey operator and distributor; Mel Schwartz, Mellow Music Company; Mr. and Mrs. Murray Gross, Murray Gross Music Company; Mr. and Mrs. Morris Marder, M&M Service; Mr. and Mrs. Dave Roth, Ace Saxon Music Company; Mr. and Mrs. Bernie Koganofsky, Bishop Music Company, and Mr. and Mrs. Larry Bushey, Seacoast Distributors.

Mr. and Mrs. Gil Gross; Mr. and Mrs. Raoul Shapiro, Tropical Music Company, and Mr. Gordon Horlick, Williams Manufacturing Company.

Mills Nov. Coffee Unit Sales Up 33% Over Oct.

CHICAGO, Dec. 24.—Sales of the Mills Industries, Inc. 500-cup hot coffee and chocolate vender for November were 33 per cent above October figures, Jack Patten, coffee division sales manager, announced this week.

Over-all sales for the year were also above the figure anticipated, Patten reported. The machine was introduced a year ago.

COBRA CARTRIDGES

Realigned and Resurfaced, 75¢ each. Compare them with new cartridges. Cartridges returned within 10 days.

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Shuffle Games Reduced

3 United Deluxe Capitals \$370 Ea.
3 United Deluxe Clippers 345 Ea.
3 United Deluxe 5th Innings 245 Ea.

Gaytime Amusements
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Phone: GLendale 1129

Miniature BULBS

OVER 60% DISCOUNT
We Sell Name Brands Only.
10 to Box—Specify No.

Number	Cost per 100	Cost per 1,000
44, 47	\$5.20	\$49.50
51, 55	4.65	44.50
63	5.05	47.75
81	5.90	56.50
145B	6.75	63.50

All prices include Fed. Tax

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MONEY WRAPPERS

Available in 1¢, 5¢, 10¢, 25¢ & 50¢

—Specify denomination.

Sold only by Peach State

55¢ per 1,000 in case lots \$11.00 per case of 20,000

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Distributing Co.—Macon, Ga.
549 Pine St. Phone 3-1588

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BINGO

Spot Light	\$ 35.00
Bright Spot	50.00
Atlantic City	40.00
Frolic	45.00
Beauty	85.00
Beach Club	115.00
Dude Ranch	125.00
Ice Frolics	135.00
Hi-Fi	150.00
Surf Club	150.00
Gayety	265.00
Big Time	385.00
Variety	275.00
Gay Time	375.00

ARCADE

Dale Gun	\$ 35.00
C. C. Pistol	50.00
Ex. Silver Bullets	65.00
Genco Rifle	215.00
Shipman Art Parade with Stand	35.00
Ex. Card Venders	\$16.00 up
Wilcox Gay Recordio	\$125.00

One-third deposit, balance C.O.D.
All equipment ready for location

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Music Co.

74 Lafayette St.
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GIVE TO DAMON RUNYON
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ROCK-OLA

SHUFFLE ALLEYS

Bally Cold Medal	Write
Bally Jet Bowler	\$350.00
Bally Magic Bowler	400.00
Bally Champion	275.00
Chi. Coin Starlite	225.00
Chicago Coin Bull's-Eye Bowler	Write
Keeney Century	250.00
Keeney Pacemaker	100.00
Keeney Bonus	150.00
United Rainbow	225.00
United Cascade	85.00
United Clover	75.00
United Imperial Bowler	175.00
United 6 Play Star	45.00
Un. Deluxe Comet Targette	275.00

WHILE THEY LAST—LIKE NEW

5 Chi Coin Criss Cross Target	\$175.00
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MUSIC

Rock-Ola 1448 Hi-Fi, 120 Select.	Write
Rock-Ola 1446 Hi-Fi, 120 Select.	Write
Rock-Ola 1438 Comet, 120 Select.	\$725.00
Rock-Ola 1428 Magi-Clo	499.50
Rock-Ola 1428 Magi-Clo	49.50

ARCADE

Now Delivering Bally Pin Pool.	Write
Genco Tournament Pool	Write
Bally Bull's-Eye Kiddy Gun	Write
Bally Hot Rod	Write
Exhibit Sportland (Moving Target)	\$199.50
Keeney Sportsmen (Moving Target)	199.50
Genco Quarterback	Write
Genco Champion Baseball	395.00
4 Bally Space Ships (extra clean)	325.00
2 Bally Speed Boats (extra clean)	325.00

PINBALLS

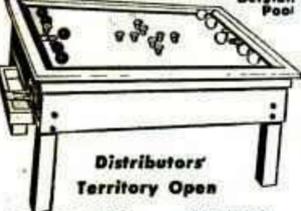
Bally Broadway	Write
Miami Beach	Write
Bally Beach Beauty	Write
Gaytime	\$445.00
Gayety	345.00
Palm Springs	175.00
Beach Club	125.00
Yacht Club	95.00
Hi-Fi	175.00
Atlantic City	75.00
Surf Clubs	195.00
Ice Frolic	175.00
Beauty	125.00
Bright Spot	95.00
Coney Island	85.00
Dude Ranch	175.00

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BANK-A-BALL
THE SMALLEST ADV. PROFIT OPPORTUNITY
The BIGGEST OPPORTUNITY
Orms only mfg. in United States with 7 years' experience making Belgian Pool!



Distributors Territory Open

ORMS MFG. CO. 2814 MAIN CO. DALLAS, TEXAS

Savannah, Ga., To License Pins But Double Fee

SAVANNAH, Ga., Dec. 24.—Pin-ball games will continue in operation here, but license fees on the games will be more than doubled, according to reports from the City Hall.

The Savannah mayor and aldermen are apparently in agreement that the games will be licensed for 1956. It was decided, at latest report, that the games will be licensed at the rate of \$200 each. This compares with a \$100 fee during 1955.

In addition, the city plans to charge a fee of \$100 for each five machines to pinball distributors. The proposal still must be adopted as part of the 1956 license ordinance which is scheduled for final action December 23.

The increased license fee would raise the income for the city on the pinballs from \$25,000 to \$55,000, based on an estimated 250 pinballs.

The council had been advised by the legal department that the games cannot be banned as "gambling devices" per se, because of a previous court ruling. They can be declared gambling devices on individual cases only, according to the legal staff.

FOR A STEADY INCOME

OPERATE 100% LEGAL

STANDARD METAL TYPER

NEW & USED

High quality, straight discs, packed 100 to a roll.

Complete line of parts.

WRITE FOR PRICES



STANDARD METAL TYPER CO.
1318 N. Western Chicago 22, Ill.

Los compradores en el extranjero encontraran esto aparatos libres de contratiempos a los mas bajos precios de aqui.

Exportamos juegos de bolas (pin games) y velloneras (music machines) nuevas a reconstruidas listas para operacion.



Joe Ash says..

When you compare quality with price, Active is never under-sold!

EXCLUSIVE DISTRIBUTORS FOR WURLITZER and D. GOTTlieb & Co. in S. Jersey, E. Pennsylvania and Delaware.

ACTIVE
AMUSEMENT MACHINES CO.
666 N. Broad St.
FRemont 7-4495 Phila. 30, Pa.

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

GIVE TO DAMON RUNYON CANCER FUND

Bally Offers 4 Models Of Pin-Pool

CHICAGO, Dec. 24.—Bally Manufacturing Company has made its coin-operated Pin-Pool game available in four different models.

While all are of the regular 52 by 36-inch size, all have distinct play features.

The games include the standard model without lights, a model with light-up bumpers, another with neon lights under the side rails, and a model with four corner pockets that serve as ball hazards, also with light-up bumpers.

Hazard Holes

Play on the game with the hazard holes is similar to that on regular-play models, except that if a player lands a ball in one of the corner pockets, his opponent can remove two balls from the playfield.

This feature, according to the firm, "opens up the game," making it faster and requiring more skill.

An added rule with the hazard hole game requires a player with but one ball left on the table to bank shoot off cushions or bumpers when blocking an opponent's ball.

IF IT'S NOT AN "EXHIBIT" FEATURE IT JUST HASN'T BEEN DESIGNED YET!

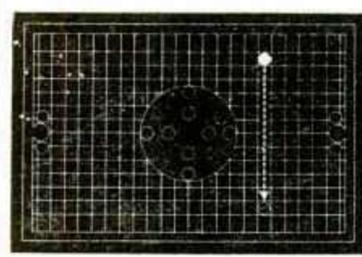
11 reasons why EXHIBIT'S SKILL POOL DELUXE IS BREAKING PROFIT RECORDS EVERYWHERE

*Requires only 12' x 7' or 34 sq. ft.



1 3 PLAYFIELD LEVELS
Sunk into the playfield for fast, reliable, easiest leveling of table. Insures that playfield is level for true play!

2 LIGHTING FIXTURE
New, out-of-the-way LIGHTING FIXTURE does not interfere with play!



3 HINGED TOP
For easy, speedy servicing! Lifts right up without effort.

4 LINED PLAY FIELDS
Allows accurate placing of "out-of-bounds" ball for 3-side play.



5 3-SIDED PLAY
Allows table to be placed against wall without interfering with play area.



- 6 NEW**—"STA-KLEEN" CHEAT PROOF, SILENT BALL RUNS!
- 7 NEW**—LARGER "10 BALLS GUARANTEED EVERY TIME" BALL TROUGH!
- 8 NEW**—OPERATOR SERVICE CARD FRAME—built in! Always handy. Never out of place!
- 9 NEW**—DECORATED CABINET—The best looking in the business!
- 10 NEW**—CIGARETTE HOLDERS ON THE TABLE—protects rails and playing field!
- 11 NEW**—EXCLUSIVE PLASTIC BUMPER PROTECTORS—colorful, attractive.

Separate Instruction Sheets for Regular Play and 3-Sided Play!

BINGO SPECIALS!

MIAMI BEACH.....	WRITE	PALM SPRINGS.....	\$100.00
BIG TIME.....	\$350.00	BEACH CLUB.....	100.00
GAY TIME.....	350.00	FROLICS.....	90.00
VARIETY.....	225.00	BALLY BEAUTY.....	75.00
GAYETY.....	225.00	YACHT CLUB.....	60.00
ICE FROLICS.....	120.00	PALM BEACH.....	50.00
SURF CLUB.....	120.00	CIGARETTE MACHINES	
DUDE RANCH.....	120.00	KEENEY, 9 CoL.....	\$110.00
		ELECTRO, 10 CoL.....	125.00
		ELECTRO, 8 CoL.....	75.00

1/3 Deposit

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Established 1901

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SEEBURG		AMI	
M100A	\$335.00	Model B	\$145.00
M100B	510.00	Model C	145.00
M100C	625.00	Model D-40	195.00
ROCK-OLA		Model E-80	450.00
1432	\$150.00		
1436	295.00		

We are exclusive distributors for J. P. Seeburg Corp., Bally Mfg. Co. Our references: Dun and Bradstreet, Bank of America.



SAN FRANCISCO SALT LAKE DENVER PORTLAND SEATTLE

130 Models Bowed

Continued from page 56

introduced during 1954. With fewer manufacturers in the kiddie ride field, however, there have been fewer models bowed compared to former years.

In addition to the standard types of equipment, some 33 different novelty-type units were produced during the year, reflecting a growing trend toward diversification of amusement game manufacturing. The 1954 year was another big year for variety in the game field, with some 31 novelty models produced.

Broken down, 1955's novelty game crop included six baseball type games, six shuffle games other than bowlers, three fortune-teller units and 18 other various types of coin-operated amusement games.

Principal advances during 1955, besides the pool game bonanza, were the new-style shuffle bowlers with extra large pins and pucks, and general acceptance of multi-player five-ball pinball games.

Latest game innovation is the coin pool game with electrical scoring. Both Chicago Coin Machine Company and Williams Manufacturing Company have electrical-scoring pool games currently on the market. Other manufacturers are expected to enter the electric pool game field, and other innovations on the game will undoubtedly be unveiled in 1956.

Champion Pool

Continued from page 56

this exception: The last ball on the table for each player must be shot into the center hole.

New Feature

Another new playfield feature is lighted ball bumpers. In most cases, according to the company, the lighted bumpers make lamp attachments unnecessary at locations.

Champion Pool is 36 by 52 inches, has 12 light-up bumper posts, a new ball trough to insure return of 10 balls for play.

The game is equipped with two locks, diamond-shaped shot markers, and built-in table levels. Rubber cushions have been livened, according to the firm.

Ed Levin, director of sales, advised that Champion Pool has been approved by the city game panel for operation in Chicago.

Bally Broadway

Continued from page 56

are also divided into red and yellow in-line lanes. Red 3-4-or 5-in-line scores double; yellow 3-4-or 5-in-line scores triple.

Another new feature with Broadway is a special "Ballyhole," which is the ball hole 16. If a "Ballyhole" panel is lighted and the player gets a ball into the 16 hole, the "first extra ball" panel is lighted. This releases one extra ball to the player without the deposit of an additional coin.

Up to three extra balls can be played. The backglass is decorated with a "show business" motif.

BINGO MECHANIC WANTED

For route work. Regular hours —good pay and vacation. No drifters. Write to
BOX 831
 The Billboard, Chicago, Ill.

To Our
 Many Friends
 We Wish
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MERRY XMAS
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 A
**HAPPY
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Of all the trade publications covering all of showbusiness . . . THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.



Capture AND HOLD THE CHOICE LOCATIONS!!!



Keeneys'
JUMBO DELUXE
 (18 inches longer)
**FASCINATION
 POOL**
is the answer!

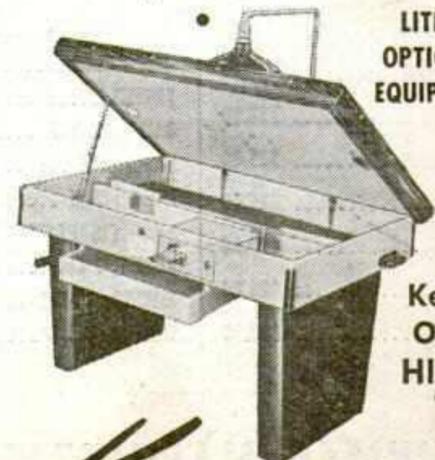
FEATURES

3 or 4 sided play

Perfect operating Ball Release can't be cheated

Perfectly squared to entice the professionals

LITE IS OPTIONAL EQUIPMENT



Keeneys' Original HINGED TOP!

YOUR KEENEY DISTRIBUTOR HAS THEM!

Mahogany Grained Moulding—Cork Finish Body and Legs

- Green, rubber-backed felt
- Simple coin mechanism
- Levels on 2 Side Rails
- Leg Levelers
- White Diamonds on Side Rails

J. H. *Keeneys* & CO., INC.

REGULAR SIZE 52" L. x 36" W. x 32" H.

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1ST
IN EARNING
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coin's

CHAMPION POOL

The original . . . Official-Type Pool Game
With The Exciting Center Hole Feature!

New Attractively Applied Designed Cabinet With
"Interlock" Construction!

New Tantalizing Center Hole Feature Increases
Play . . . Requires Even More Skill and Alertness!

New Type Ball Drop Mechanism . . . Simple . . .
Positive . . . Fool-Proof!

New Plastic Light-Up Bumper Posts!

New Super Sensitive Rebound Rails!

Built-in Accurate Spirit Levels!

Hinged Front Door and Playfield For Easy Servicing!

2 Color Grid Screened Playfield For 3 Sided Play!

2 Coin Operation! 2-4 Can Play! 3-4 Sided Play!

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(By Actual Test Locations)

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Featuring
2 Hole Play

IT'S HOTTER THAN EVER!
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Featuring . . .

AUTOMATIC
BACK RACK SCORING WITH FRONT PLAY!

It's the **FIRST** Automatic Pool Game in the Industry!
New Livelier Rebound Rails! Accurate Fool-Proof Scoring!
New Ingenious Player Score Transfer Device! (Accurate Transfer
Scoring From One Player to Another.)

Lites Are
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MACHINE COMPANY

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in Bally BROADWAY

MAGIC SQUARES

Arrow points to only one of 4 Magic Squares—A, B, C and D—each plainly labeled on BROADWAY backglass. The 4 numbers in Magic Square A may be shifted to player's choice of the 4 different combinations illustrated below.

9	4	1	9
1	19	19	4

19	1	4	19
4	9	9	1

Each of the 4 Magic Squares—A, B, C and D—may be shifted to player's choice of 4 different combinations. Separate button for each Magic Square permits player to shift only the Square or Squares that he desires to shift—without shifting other Squares. Maximum "number-juggling" flexibility of Magic Squares insures maximum play-appeal ... results in maximum earning power.

EXTRA TIME

Player shifts Magic Squares before shooting fourth ball ... or before shooting fifth ball, if "5th BALL" panel is lit. Earning-power of popular Extra Time feature has been proved in BEACH CLUB ... VARIETY ... BIG TIME and other great Bally games.

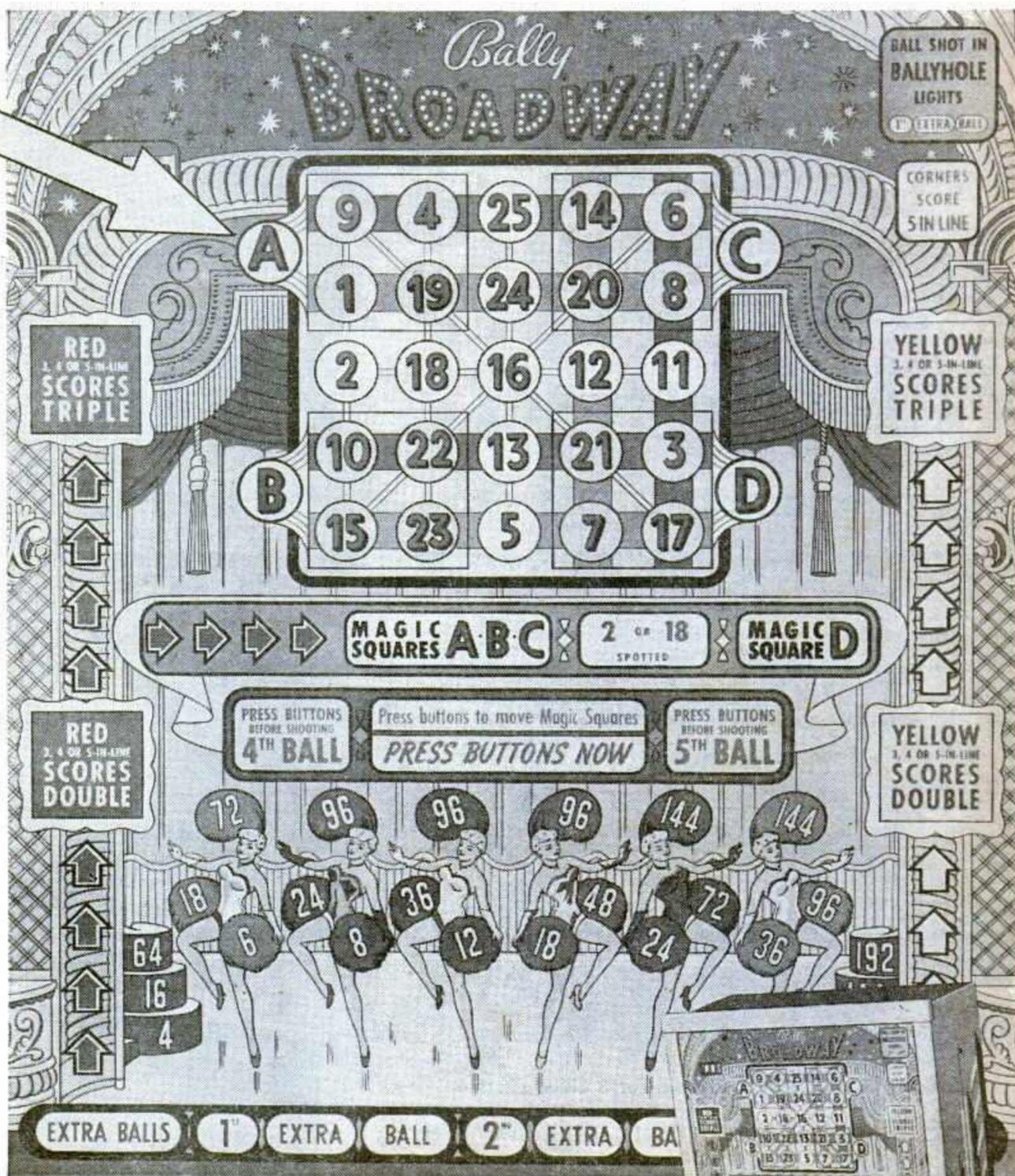
DOUBLE SCORES TRIPLE SCORES

SPOTTED 2 OR 18

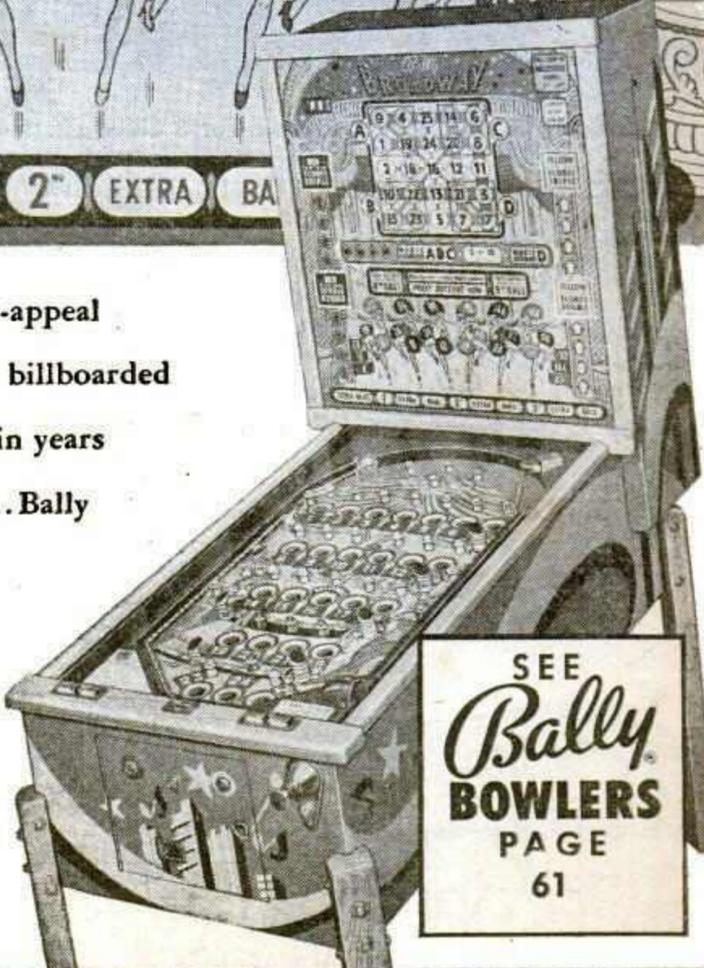
BALLYHOLE

Ball in Ballyhole (16), when Ballyhole panel is lit, lights 1st EXTRA BALL, giving player extra ball without depositing coin.

CORNER-SCORES ADVANCING SCORES EXTRA BALLS



Jam-packed with time-tested play-appeal
 ... exciting new features brilliantly billboarded
 on the brightest backglass in years
 ... easy to understand, fun to play ... Bally
 BROADWAY is ringing up
 cash-box collections that
 top all records since the great
 days of BEACH CLUB. Get your
 share of the BROADWAY
 bonanza. Get BROADWAY today.



SEE
Bally
BOWLERS
 PAGE
 61

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois

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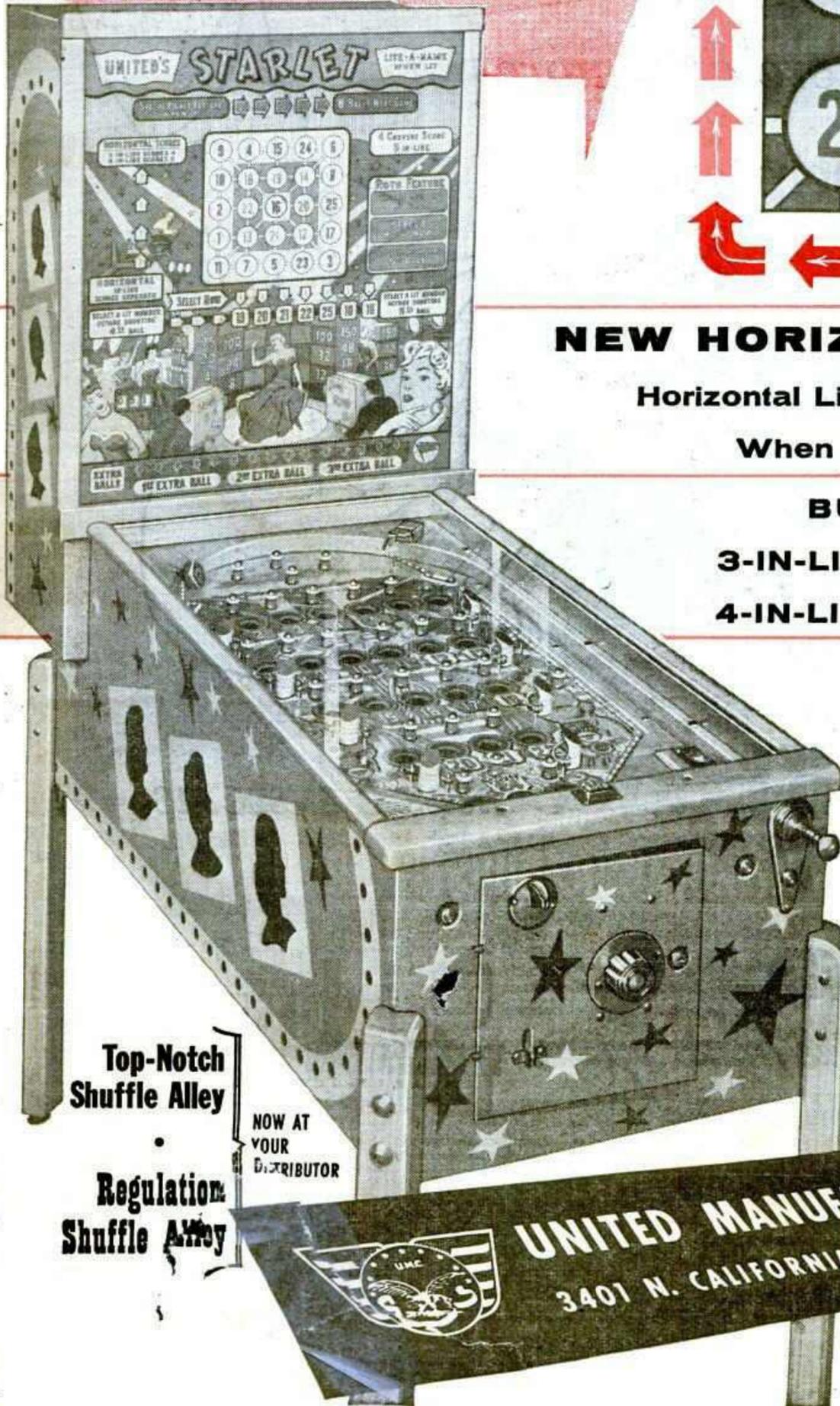
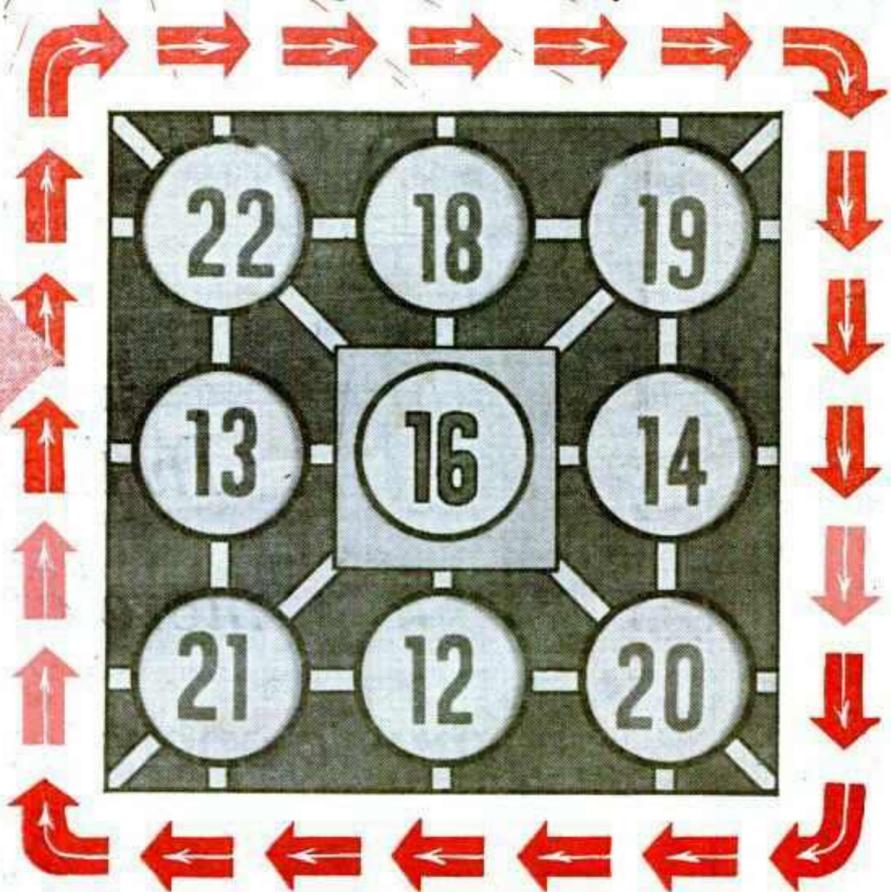
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STARLET

NEW

8-IN-1 CARD COMBINATION

**PLAYER CAN MOVE NUMBERS
CLOCKWISE WITH EXTRA COINS**



NEW HORIZONTAL FEATURE

**Horizontal Lines Score Separately
When FEATURE is Lit**

**BUILDS UP TO
3-IN-LINE SCORES 4-IN-LINE
4-IN-LINE SCORES 5-IN-LINE**

*Other
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- ★ SPELL NAME
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- ★ EIGHT BALLS
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- ★ ROTO TIME FEATURE
- ★ EXTRA BALLS

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**Top-Notch
Shuffle Alley**

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Shuffle Alley**

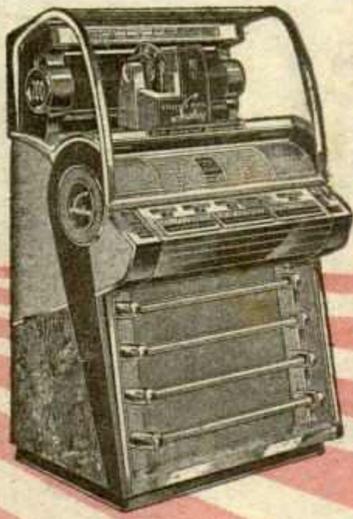
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