

The Billboard

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For '56 Juke Boxes Eye More for More

Move to Greater Selectivity for Public's Pleasure; Use of Dime Play to Expand

By BOB DIETMEIER

CHICAGO, Jan. 7.—U. S. record-playing millions can expect more pleasure from recorded music via the nation's juke boxes in 1956.

And more of the nation's juke box patrons can expect to pay more beginning this year—a dime instead of a nickel a tune.

These two factors shape the outlook of the juke box industry for the next 12 months.

New equipment — with greater selectivity and incorporating the latest in sound reproduction—coupled with the juke box operator's ability in using this equipment to successfully merchandise dime play and head off rising costs, will spell industry progress during the year.

With 1955 out of sight, but not out of mind, music operators have written their postscript to the old year to welcome in the new. It's pretty well reflected in a few uncomplicated words of one West Coast operator, Leroy Cooke, Auburn, Calif.: "P. S.: I look for 1956 to grow for me."

According to early reports in a nationwide survey of operators, they appear to have edged to their biggest gross year in 1955 in many sections of the country.

Net Didn't Match Gross

But net income in many cases did not keep pace, and in some reported instances dipped below 1954.

Significantly, of those polled who could point to net inching to record levels for the year, the majority are on dime play.

Stepped-up conversions to dime play on juke boxes across the country during 1956, therefore, seems clear. Because during 1955, a boom year for most businesses, mainly only those operators who took the pull by the horns when increased overheads indicated a change to the dime, can boast nets moving along with, if behind, grosses.

That increased dime play activity already under way is evidenced this week by a dozen cities in Illinois reporting conversion gains and a scheduled meeting on the subject in New York (see separate stories in Music Machines).

Max Rust, Rust Music Company, Muskogee, Okla., simply describes it as double-edge program for 1956: thru 10-cent play, increase droop-

The Passing Of the Buffalo

CHICAGO, Jan. 7.—One of the most anachronisms on the U. S. business scene—nickel play on juke boxes—may well have at least one foot in the grave by the end of 1956.

That's the hopeful prediction of juke box operators as the new year opens. Asked in a nationwide survey both what their major plans for the year are and what they see as their primary obstacle in the way of growth, the overwhelming majority of operators polled had a single answer: Changing from nickel to dime play.

AGENCIES SPLIT PERSONALITY OF SAMMY KAYE

NEW YORK, Jan. 7.—In an unusual agency-artist split situation, Sammy Kaye will henceforth do his TV swinging thru the William Morris Agency, while the rest of his swaying (one-nighters, records, etc.) will continue to be handled by the Music Corporation of America.

Kaye has been unhappy for some time over his lack of TV bookings, in view of the healthy ratings being chalked up on video by fellow band-leaders — the Guy Lombardo (also handled by MCA) film series, the Dorsey Brothers on CBS-TV, Lawrence Welk's ABC-TV show, etc.

However, the trade had anticipated that he would swing over completely to another agency, since it's comparatively rare for an agency of MCA's stature to relinquish rights on an artist in such a major field as TV.

William Morris executive Nat Lefkowitz has served notice that he intends to concentrate personally on building Kaye's TV career, which, among other things, includes a special video package (devised by Kaye), a musical quiz patterned after "The \$64,000 Question."

ing net. By increasing number of machines, hold up gross.

Altho Rust's gross income on juke boxes was up by about 5 per cent compared to 1954, he reported that "net income was off considerably."

Gross increases so far reported range between 5 and 20 per cent. But collections for some operators were spotty. Lowell M. Peltier, Peltier Music Service, Newark, O., declared that altho his average gross was up about 5 per cent, with good locations up, smaller-income locations were down.

Peltier echoed the sentiments of many in all businesses with a word of advice on the new year by stating that he feels "the most important objective for all operators during 1956 should be to reduce debts and increase working capital."

New Machines Helped

Expanding by adding new machines was the reason for some operators' gross increases. Bill Wooten, M & W Music Company, Attalla, Ala., explained that his business was up 10 per cent during the year because of adding new equipment.

(Continued on page 76)

Hollywood Tunes Up To Send Box Office On a Musical Whirl

Song-Dancers Out to 'Outspectacle' TV; Ditties in Dramas for Disk Jockey Plugs

By LEE ZHITO

HOLLYWOOD, Jan. 7.—Music will rule the movie screen in 1956 with the Hollywood studios out to lift the box office with lilt. A survey of studios here reveals a substantial increase in the number of musicals to be released this year as compared to 1955.

There are several reasons for the accent on music in films today. Movies are still fighting TV for audience. The musical still remains the sole area of entertainment in which the movie can hold its own, for no matter how extravagant a TV spectacular may be, it still cannot compare with the splendor of a multi-million dollar color movie musical.

The ever-mounting importance of the disk jockey as an exploitation media provides the movie man with an ideal means of plugging his product, provided the film he's selling can enjoy record tie-ins. Studios are increasingly utilizing this means of spurring the box office which has prompted many to

add songs to dramatic stories for the sole purpose of reaping a harvest of free plugs.

Eye on Foreign Biz

Traditionally, musicals have always proved strong box-office fare, particularly on the foreign market. When the war froze off the foreign sales, the studios curtailed the costlier musical films. Today as more of the foreign fields are reopened to Hollywood product, producers are once again using the universal language to lure greater world-wide returns for their films.

In comparing 1955 releases with the projected releasing-production schedule for 1956, virtually all studios show a heavy increase in music films. It should be remembered that the actual productions made in a given year are usually far greater than those actually scheduled in advance. Studio production is kept sufficiently flexible to permit a film company to grab off a promising property before a competitor can get it.

Thus, the following comparative analysis, altho great in 1956's favor, will probably prove to be even more impressive when the year is over:

In 1955, Allied Artists was without a single musical. For 1956, the studio will release "Paris Follies of 1956," starring Margaret Whiting, Forrest Tucker, Frank Parker and the Sportsmen Quartet. The film was made in Paris, shot in color and wide-screen. Columbia Pictures last year released "My Sister, Eileen," and "Three for the Show." Already scheduled is the film version of "Pal Joey," "The Eddie Duchin Story," a Sam Katzman film treatment of rhythm and blues titled "Rock Around the Clock" and a Frankie Laine film, "He Laughed Last."

M-G-M Boosts Sked

Metro-Goldwyn-Mayer last year delivered three music films, "Hit the Deck," "Always Fair Weather" and "Love Me or Leave Me." Next year's national release roster boasts "Kismet," a film version of the Broadway hit, "High Society," a new Cole Porter musical using "The Philadelphia Story" as its basis for

(Continued on page 15)

At 12th Hour, The 11th Hour

NEW YORK, Jan. 7.—Al Hibbler was finally set to warble his latest Decca waxing "The Eleventh Hour Theme" on Ed Sullivan's CBS-TV show Sunday (8) but not without a struggle on the part of the web, which objected to the tune on the grounds that an instrumental version of the song is used as the theme for the feature film series "Eleventh Hour Theater" over NBC's TV flagship here WRCA-TV.

The programming bigwigs at CBS reportedly put up quite a fight to keep the song off the show, but Sullivan was adamant, and the tune stayed in. "The Eleventh Hour Theme" an English tune, was originally titled "The Film Ends."

NEWS OF THE WEEK

Capitol, Mercury Reduce Classical LP Prices; Moves End Confusion . . .

Capitol and Mercury Records this week cut the list prices of their 12-inch classical LP's \$1 to the new standard industry level of \$3.98. The moves, preceded recently by a similar step by Columbia, have brought to an end a year of price confusion. . . . Page 13

ABC-TV Preparing Spectacular Series on Book-of-Month Choices . . .

ABC-TV hopes to contribute another series of spectaculars to TV programming next season. The web, which previously had come up with plans for one series of the mammoth shows, is now preparing a second spectacular series. This one would be based on Book of the Month Club selections and would be aired, if sold to an advertiser, once a month in 90-minute form. . . . Page 2

Matty Fox Reported Setting Price Schedule on RKO Feature Films . . .

Matty Fox's new C&C Television Corporation will reportedly ask stations for cash plus an option on ten spots a day for five years for a lease on the RKO feature films. C&C will not handle the 1,000 odd RKO short subjects, it was reported, but will turn them over to UM&M, which only recently bought 1,600 shorts from Paramount. . . . Page 6

ASCAP's Expansion and Revision of Logging System Wins Support . . .

Action of the American Society of Composers, Authors and Publishers in broadening and revising its system of logging performances draws support of publishers, despite protests of segments of the music business. Society takes under advisement a request that it restore network sustaining plugs to their former value. . . . Page 14

Juke Ops on Dime Play Move Thru Dozen Illinois Cities . . .

The biggest State-wide move yet to dime play on juke boxes in Illinois is under way. Operators in a dozen major State cities are making the

switch. At the same time, New York City operators and distributors slated a meeting to discuss the dime-a-disk trend, and West Virginia operators reported dime play spreading. . . . Page 5

Outdoor Showmen, Fair Execs, See Lush Season in 1956 . . .

Outdoor showmen and fair execs at the annual convention of the Indiana Association of County and District Fairs were confident that the '56 season will be as good, if not better than bounteous '55. . . . Page 57

Coin Game Mfrs. Sigh Relief—More Pool Ball Supplies on Way . . .

A critical shortage of pool balls may soon be licked and coin-operated pool game manufacturers—some 15 of them—are very happy over the prospects. It means they'll be able to turn out more of the nation's favorite coin game. European firms joined in pool ball output, and more U.S. suppliers are now producing the sorely needed items. . . . Page 86

\$300,000,000 Project for N. Y. C. Under Discussion by Showmen . . .

Plans for a vast redevelopment program in Manhattan costing more than \$300,000,000 were discussed this week by developer William Seckendorf and showman Billy Rose. To cover 40 acres near the Hudson River, the project will incorporate tremendous exhibit space, a "TV city" and a park similar to Copenhagen's Tivoli Gardens. . . . Page 57

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DEPTH MEASUREMENT

Minute-By-Minute Analysis Gives Show Truer Picture

NEW YORK, Jan. 7.—With all the fuss currently being made over immediate ratings of network video shows, much of the material used or depth analysis is sometimes overlooked, material which most often indicates a truer measure of a show's worth to its sponsor. One such rating indicator is a minute-by-minute analysis of the audience level of TV programs made by the A. C. Nielsen Company.

Analysis of Nielsen's Audience-Held Index revealed, for example, that on October 4 "The \$64,000 Question" lost 5,000,000 homes in the last 10 minutes of the show, an audience larger than the population of any city in the United States. The precipitous drop took place in a week when there was no large amount of money given away to spark a continuing viewer interest.

It is evident from a study of how a show holds its audience minute by minute exactly where a commercial should be placed—whether it builds audience or loses it, where a show (that is, in what minute) should be strengthened if possible and how a program can take advantage of the audience it inherits.

There have been many video

programs which get fairly respectable ratings over the half-hour stretch, but then get canceled. In many cases the sponsor has found that these programs start out very well, often because they inherit big audience carryovers, and then steadily lose their viewing public. The Procter & Gamble hour musical comedy stanza of many years ago was such a show, and naturally fell by the wayside.

It has also been found that dramatic shows generally lose their audiences after the climax to the story has been presented. If possible, the insertion of a commercial before the climax is reached can guarantee a tremendous number of homes. And "What's My Line?" for example, loses as many as 1,000,000 homes once the mystery guest is discovered. But large numbers of viewers tune away from the Loretta Young show, NBC-TV Sundays 10-10:30 p.m., after the

story is finished to see "What's My Line?" on CBS-TV, 10-10:30 p.m. The final commercial on CBS, "Appointment With Adventure," opposite Loretta Young, gets more viewing than the earlier two commercials and has a greater value because of this. Consequently, more emphasis is put on it.

It has also been learned that dramatic shows, because of their story lines, generally hold the audience better than variety stanzas. Variety is a form of TV that usually does not produce as much stability in its minute-by-minute ratings. Strong name talent can make for peaks. Weak acts can make for valleys. And to get audience impact, a strong act is often needed in the beginning of the show, or at the half-hour point where viewers might be tempted to switch away.

Dramatic shows often use gimmicks. (Continued on page 4)

ABC Plans Specs Around BOM Tales

Web to Offer 90-Minute, Once-Month Dramatic Series Based on Club Novels

NEW YORK, Jan. 7.—ABC-TV has set plans for a second property with which it hopes to enter the spectacular programming field next season. The newest ABC-TV spectacular, which the web is preparing to start selling, is "Book of the Month Theater." It's being offered as a live, 90-minute, once-a-month stanza, whose programming cost has been pegged at \$153,000.

The show, which is at least partially owned by George Wolf, radio-TV veepee of Ruthrauff & Ryan ad agency, is being pitched by the web for a 9-10:30 p.m. Saturday berth. The time slot, of course, is merely a recommended one and could be changed if a bankroller so desires.

The "Book of the Month Theater" is the second spectacular series that ABC-TV is prepared to offer for next season. Its first, also a 90-minute, once-a-month live stanza, will include approximately six shows that would be produced by the Theater Guild. The remainder of the series would be produced by ABC.

"Book of the Month Theater" will utilize literary properties that at one time or another have been Book of the Month Club selections or alternates. The TV rights to the properties are not vested in the Book of the Month Club, the club will use its influence and personnel to obtain TV rights from the authors. Some of the properties would be turned into musicals, utilizing original music and lyrics. Most, however, would be presented in dramatic form.

BOM Co-Operation

The Book of the Month Club would co-operate with ABC, not only by helping to clear TV rights

and lending its name to the venture but also by helping to promote the show among its several million members.

Guest producers, of the caliber of Otto Preminger, Hume Cronyn, Charles Laughton, etc., would be hired to produce one or more shows in the series. Each show would star top name acting talent and would be adapted for TV by top drawer dramatic writers.

ABC's current sales plan is to make the series available for sponsorship by one or two bankrollers. A single bankroller would pay a total commissionable price of \$234,526 per show in time and program costs for a line-up of 104 stations. If two bankrollers share sponsorship of the show, each would pay \$117,264 commissionable price.

Gen. Foods May Make Radical CBS-TV Shifts

NEW YORK, Jan. 7.—General Foods this week was reportedly in the process of radically shifting around some of its CBS-TV nighttime properties.

According to the reports, which could not be confirmed at press time, the bankroller has decided to cancel the Johnny Carson stanza, which it airs Thursdays, 10-10:30 p.m. It plans to shift its "Our Miss Brooks" stanza, which airs Friday 8:30-9 p.m., into the Johnny Carson time slot and move "Mamma," now holding down the Friday 8-8:30 p.m. period, up a notch into the 8:30-9 p.m. spot. The then vacant 8-8:30 p.m. Friday night period, the reports have it, will be filled by "Circus Boy," which it is said to be buying from Screen Gems.

Placement of "Circus Boy" into an 8 p.m. slot would be the first time this season that a kiddie show of the type that has done so well in the 7:30 p.m. periods airs in the 8-8:30 time slots. It would, of course, be closely watched by the industry for signs of strength, which, if forthcoming, could well usher in a general programming shift of all kiddie fare into the 8-8:30 p.m. periods along the same lines that have already been followed in the 7:30-8 p.m. time slots.

WEB WINNERS

Big 'Kangaroo' Rating Growth Gets Clients

NEW YORK, Jan. 7.—"Captain Kangaroo," CBS-TV's early-morning kiddie show that has been sustaining for three months, has shown an amazingly strong and steady rating growth which has now shoved it ahead of NBC's "Today" as an audience puller. As if in celebration of the event, the CBS-TV stanza this week collared its first bankrollers. Nestle and Whitehall Pharmacal each picked up two five-minute segments weekly for close to 13 weeks.

Though the program still has a long way to go before it can be considered a financial success, its rating climb, if it continues, will undoubtedly soon have bankrollers tripping over one another to latch onto the CBS property. It's to the network's credit that it's kept the stanza on the air sustaining over a three-month period while "Captain Kangaroo" was recruiting his kiddie audience into a strong enough force to crack the sponsorship ice, which now apparently has been accomplished.

The stanza started on the air the week of October 7. Its Nielsen Average Audience rating, week by week, from that date to the latest rating week, December 10, steadily increased from an opening rat-

ing of 2.3 to a rating of 6.2 for the week of December 10. Its NBC competition, "Today," pulled a 4.1 Nielsen AA rating for the first two weeks in October and reached a top of 5.0 for each of the two Nielsen reports in November. In the latest Nielsen report, for the first two weeks in December, "Today" dropped down to a 4.7.

'Mickey Mouse Club' Is Top Rated in Dec.

NEW YORK, Jan. 7.—ABC-TV's "Mickey Mouse Club," continuing its smashing success this season, not only was the top-rated daytime TV stanza in December but scored more than twice the rating of CBS' second-place Arthur Godfrey show, according to the ARB report for December. "Mouse Club" pulled a 23.7 average rating for the month, while Godfrey got an 11.7 rating.

Contributing to the show's pull were adults. According to an ABC research report, the ARB audience composition study for the December report shows that "Mouse" delivered an average of 3,854,000 adult viewers per segment, which topped the number of adult viewers pulled in by all but four other network daytime TV stanzas — "Search for Tomorrow," Arthur Godfrey, "Guiding Light," and Art Linkletter. So far as the kid audience is concerned, ABC states that the only network stanza — either daytime or nighttime — that pulls in more kid viewers is "Disneyland."

TEAM WORK

Ziv Shows Cleared by NBC Staff

HOLLYWOOD, Jan. 7.—In one of the most unusual co-operative arrangements in television, Ziv-TV syndicated programs are cleared by NBC's West Coast continuity acceptance department for content when they are produced.

NBC network personnel usually read scripts, both for Ziv's regular programs and pilots, prior to the time the shows go in front of the cameras. The practice has turned out to be profitable for both the net and the syndicator.

Most Ziv series are bought sooner or later by one or more of the web's 6-8-6 stations. This being the case, it's much easier to clear the material beforehand, rather than perhaps have to cut and reshoot some of the footage later on.

Mc-E Names Two Veepees

NEW YORK, Jan. 7.—McCann-Erickson this week named two well-known TV executives to the post of associate TV-radio director. They are Ted Bergmann, formerly managing director of Du Mont, and Lansing Lindquist, formerly TV and radio vice-president at Ketchum, MacLeod & Grove.

Both Bergmann and Lindquist become vice-presidents of the agency. They report to George Haight, vice-president in charge of the TV-radio department. The appointments take effect January 15.

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50% Pay Hike Seen For TV Film Scribes

HOLLYWOOD, Jan. 7.—Writers will receive a better than 50 per cent increase in pay for TV film scripts as result of negotiations between the networks and the WGA now in progress. From a monetary standpoint, it's probably the best deal any of the guilds has been able to garner for itself during the past few years.

Altho final papers have not been signed, it's understood that the writers and the nets have come to virtual agreement. Payment for a half-hour telefilm will be \$1,100 (as against \$700 presently), with hour shows commanding approximately \$2,000 (as against \$1,330).

Settlement of residual rights is expected to be made on the same basis as that on which the SAC signed, e.g., 140 per cent of minimum payable from second to fifth run. Writers now receive 150 per cent spread over 12 reruns, but are giving up the extra 10 per cent for (a) the chance to get the money quicker, (b) some minor concessions on the part of the nets, and (c) the sake of uniformity in rerun pay.

The new contract is not expected to increase TV film costs to a great extent, altho, of course, it will play its part in the constant price rise. With a writers' market existing in TV, however, the WGA is in a strong bargaining position.

Other talks have already started with the majors and the Alliance of TV Film Producers, and final settlement is expected to be along the same lines as that with the nets, tho the Alliance has given notice of strong opposition. Two-year contract with the latter organization was signed by WGA only six months ago, but was retroactive for 18 months since negotiations had dragged on that long.

FOR MEETING

BBD&O to Use Closed Circuit TV

NEW YORK, Jan. 7.—Batten, Barton, Durstine & Osborn next month will become the first advertising agency to make use of closed circuit TV in the same way that large commercial firms have—for the purpose of permitting its top executives to talk to the company's personnel thruout the country face to face without any of them leaving their home cities.

The agency has lined up a closed circuit network of 10 Sheraton hotels in as many cities for an hour's telecast on February 24. The firm's personnel in these cities, where BBD&O has its major branch offices, will come to the Sheraton outlets to view the telecast. It will originate from the Roosevelt Hotel here, where the agency will be holding its annual meeting. ABC-TV's facilities will be utilized for the closed circuit telecast.

One of the by-products of BBD&O's use of the medium, closed circuit TV industryites hope, will be to encourage big national firms that have not yet used closed circuit TV to hop aboard the bandwagon. The BBD&O telecast, it's felt, will enable many of the agency's executives to get an intimate close-up of the medium in action.

Additionally, the use of closed circuit TV by one of the biggest ad agencies in the country will give the medium a powerful boost in the eyes of potential users, it's hoped.

KOA's Walk-Out of 43 Engineers in 3d Week

DENVER, Jan. 7.—The walk-out of 43 engineers of KOA radio and TV here went into its third week with no settlement in sight. The members of the National Association of Broadcast Employees and Technicians walked off their job at Christmas when negotiations between the union and the Metropolitan Television Company, owner of KOA, the NBC outlet, broke off.

Chief issue of the dispute is a wage schedule, which has been in effect since 1951, that the company proposed to change. No effect has been noted on the operation of either KOA radio or TV, as the station is using what President William Grant termed "supervisory personnel."

The strike is the first in the nation since the merger of the AFL and the CIO. KOA is the only station in the Denver area where personnel are members of the NABET. Company officials say that the contract as it stands imposes a competitive handicap on the station where three other major TV stations are also in the same market.

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WEBS LOSING FAITH IN ONE-SHOT SPECTACULARS

Bankrollers Found Hard to Snare; NBC, CBS Both on Economic Hook

NEW YORK, Jan. 7.—One-shot spectaculars—those which do not fall into a regularly scheduled pre-sold series—are being added to the list of network programming policies that have been tried and found wanting.

One of the important lessons the networks have learned from their experiences this season is that bankrollers for one-shot spectaculars are hard to come by. NBC, for instance, is finding time fast running out for it to recoup the \$500,000 it spent to acquire TV rights to "Richard III." The web has been beating the bushes hard for advertisers to take it off the hook but thus far without success. It's understood the web will have to air the feature sustaining on March 10 if no bankroller appears on the scene. Also at NBC, "Assignment India" was aired last month sans sponsor.

CBS, meanwhile, has been having its own problems with the non-regularly scheduled specs. It opened the season with high hopes

that its new policy of programming specs now and then would be greeted by advertisers with open pocketbooks. Such, however, was not to be the case. The Victor Borge specials are still far from sold. Its "See It Now" specials ran into trouble following Pontiac's withdrawal as bankroller.

CBS Plans Change

CBS is planning next season to avoid the one-shots and build up its programming by the addition of regularly scheduled spectacular series. Reports have it the web is thinking of a Thursday and/or Friday night once-a-month series of mammoth shows and is trying to woo Worthington Miner back to handle the production reins on one of them.

In contrast to the "non-scheduled" spectaculars, the regular series of specs such as CBS' "Ford Star Jubilee" and NBC's "Producer's Showcase" and "Color Spread" have been relatively easy to sell, despite the fact that adver-

tisers, when they commit themselves, have little idea of what properties will be produced in the coming months.

One reason advanced for the failure of the one-shot specs is that few bankrollers have the spare cash to buy these "extra" shows. Most bankrollers prefer to commit their TV appropriation money on regularly scheduled shows in order to gain the continuity impact. On special occasions, such as important anniversaries, a bankroller, thinking in terms of putting on a special one-shot in celebration of the event, prefers to build a show of its own for the occasion, as General Foods did last year when it built a show around Rodgers and Hammerstein.

Another factor is that bankrollers planning to celebrate a special event have a certain date in mind and the one-shot spectaculars that the networks have on hand often cannot be delivered on that particular date.

NARTB Plots Mag Venture

WASHINGTON, Jan. 7.—The National Association of Radio and Television Broadcasters may publish a quarterly magazine pertaining to the "social, educational, economic and technological contribution of the television industry," following a recommendation made by its Television Information Committee here. The proposed magazine would contain background articles and information relating to television programs and would reprint outstanding articles and studies about the medium.

An initial NARTB distribution of possibly 5,000 copies is expected to be supplemented by circulation among NARTB member stations, local viewers and civic groups. The new publication would play a part in an "increasing effort," announced by NARTB President Harold E. Fellows, "to inform the public of the functions and importance" of the NARTB code and "self-regulation" by the industry.

WDSM-TV to Air U. S. Olympic Hockey Exhibs

DULUTH, Minn., Jan. 7.—The U.S. Olympic hockey team, in training here for the forthcoming Winter Olympics in Italy, will have strong rooting support in Minnesota as a result of the interest being engendered here.

The team is managed by Bob Ridder, who is also president of Midwest Radio & Television, and several of its exhibition games in this area are being aired thru the remote facilities of WDSM-TV, Duluth.

CBS TO PUSH NEW SEG SALES

NEW YORK, Jan. 7.—CBS is going to put a special sales effort behind its public affairs programs, which usually do fine with the critics but not so well with the bankrollers. The network this week hired Robert Lang, former director of Radio Free Europe, for the new post of director of program sales in its news and public affairs departments. He will be the department's liaison with the radio and TV sales staffs and will make his own sales efforts in addition. He will be promoting such shows as "Adventure," "Let's Take a Trip" and "The Search." He reports to Sig Michelson, public affairs chief. Lang was with RFE six years. Before that he was acting advertising and sales manager for the Post cereals division of General Foods.

LAST CALL

The Billboard's 18th Annual PROMOTION COMPETITION

for TV Stations and TV Film Distributors

FINAL DEADLINE FOR ENTRIES—FEBRUARY 10

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

COMPLETE RULES:

I. PURPOSE:

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

II. CATEGORIES OF ENTRANTS:

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

III. AWARDS:

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

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

IV. FORM OF ENTRIES:

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

V. DEADLINE FOR ENTRIES:

All entries must be received by The Billboard's Promotion Competition on or before February 10, 1956.

VI. HOW TO ENTER:

Fill out entry reservation coupon below and mail NOW. When entry is ready, send to TV Promotion Competition, The Billboard, 1564 Broadway, New York 36, N. Y. If you enter more than one award division, a separate entry is needed for each division. These entries may be sent separately.

VII. ANNOUNCEMENT OF WINNERS:

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

THE BOARD OF JUDGES

ADVERTISERS

- Albert R. Stevens, Adv. Mgr., American Tobacco Co.
- James MacWithey, Dir. of Pub. Relations, Bristol-Myers Co.
- Col. Harry Henshel, VP, Bulova Watch Co.
- Frank Patterson, Asst. Adv. Dir., Campbell Soup Co.
- Robert D. Kesner, Radio-TV Mgr., The Coca-Cola Co.
- George T. La Boda, Dir. Radio-TV, Colgate-Palmolive Co.
- Lee Mack Marshall, Adv. Mgr., Continental Baking Co.
- Stanley H. Pulver, Media Mgr., Radio-TV, Lever Bros. Co.
- William L. Pye, Adv. Mgr., Liebmann Breweries, Inc.
- Robert L. Schaus, Adv. Mgr., Quality Bakers of America
- Richard G. Rettig, Dir. of Adv., Whitehall Pharmaceutical Co.
- James E. Hagen, Pub. Relations, U. S. Steel Corp.

ADVERTISING AGENCIES

- James McGarry, Asst. to Pres., BBD&O
- Thomas J. McDermott, VP, Benton & Bowles
- Peter A. Krus, VP, Calkins & Holden
- Roger Pryor, VP, Foote, Cone & Belding
- William B. Templeton, VP, Bryan Houston
- Hal Davis, VP, Kenyon & Eckhardt
- Maxfield S. Gibbons, AE, Ketchum, McLeod & Grove
- Myron P. Kirk, VP, Kudner Agency
- Nicholas F. Keesely, VP, Lennen & Newell
- Dorothy B. McCann, VP, McCann-Erickson
- George Wolf, VP, Ruthrauff & Ryan
- Harry J. Deines, VP, J. Walter Thompson
- Harry Rauch, VP, Young & Rubicam

RESERVATION COUPON FOR ENTRANTS

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

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

FOR TV STATIONS

A. CATEGORY (Check one only)

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

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

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

FOR TV FILM DISTRIBUTORS

A. DIVISION

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

FOR ALL ENTRANTS:

Company name _____ Name of General Manager _____
 Address _____ Name of Promotion Manager _____
 City and State _____ Entry will be sent on or about (date) _____
 Individual entering and title _____ Check here if entry is to be returned to entrant _____

This One



TL6Z-OU3-CZRU

News in Brief

HELENE CURTIS MAY TAKE HALF OF 'DOLLAR' . . .

Helene Curtis is reportedly set to move into ABC's "Dollar a Second" stanza as alternate week bankroller with the Wine Corporation, which up to now has been sponsoring the show single-handedly. Both advertisers are handled by the Earl Ludgin Agency.

'KIDS' REPLACE 'WANTED' FOR WHITEHALL . . .

Whitehall Pharnacal has dropped "Wanted" and will replace it with "Quiz Kids," starting January 12. Clifton Fadiman, who emceed the show on radio from 1940 to 1953, will handle the same chores in the new TV version.

NBC PLANS 'WHITE MANE' DOUBLE EXPOSURE . . .

NBC-TV is planning to give its "White Mane" TV film series a double-exposure airing on the network that will be spread over a year. Each half-hour episode in the series, which is being shot in France, will be serialized in three parts on the web's "Howdy Doody" stanza over Mondays, Wednesdays and Fridays, starting next week. Sometime next season, these episodes will be put on the air as a once-a-week half-hour series.

VINCE SHERMAN TO SHOOT PILOT OF 'CAFE 101' . . .

Pilot of a new NBC-TV series, "Cafe 101," will be shot by Vincent Sherman in March after the producer-director completes a feature film. Irving Shulman and Mort Braus are writing the scripts for the Sherman-created property.

COMPLETE FIRST FILM ON NEW KID ADVENTURE SERIES . . .

First film for a kid adventure series based on the comic strip, "The Phantom," was completed at California Studios in Hollywood last weekend. Producers are Irving Koppel and Don Prince, with Henry Franklin directing the Roger Creed starer.

MCA-TV EXTENDS 'T-MEN,' SETS SEA-ADVENTURE SERIES . . .

MCA-TV reportedly is readying production on another 39 half hours of "T-Men in Action." At the same time the agency is prepping a contemporary sea-adventure series titled "The Sea Hawk."

ZIV-TV CASTING FOR 'CRAIG RICE' MYSTERY SEG . . .

Ziv-TV will shoot the pilot of the "Craig Rice" mystery series in late February or March. Three top actresses are now under consideration for the host-lead role.

'POINT OF CRISIS' PILOT GETS ROLLING SOON . . .

Production of a pilot on "Point of Crisis," psychology drama in which Bill Rousseau and Henry Greenberg are associated with Hal Rouch Jr., has been set for late January.

TV to Provide 3-Ring Show in D. C. Probes

WASHINGTON, Jan. 7. — The "greatest show on earth" in television will open this week when government probers blow the whistle on a three-ring investigation of everything from costs of a net spectacular to the reason for the failure of the darkened UHF. In the center ring, the Magnuson Commerce Committee hearings on the industry get under way January 17. In side rings, allocations study groups in government and industry are feverishly readying plans for final solution of the VHF-UHF tangle.

At the gate is a flying wedge of

Nielsen Minute

Continued from page 2

micks to hold audiences after the climax is reached. An interview with a star can be worth 500,000 homes. And a strong scene from the story, placed before the titles, can arouse the viewers interest and may result in his seeing the entire show.

Pontiac is a good example of a client which knows that much of its audience may be stolen away by "The \$64,000 Question." Realizing this, the sponsor programs its longest commercial about five minutes before its competition starts, and gets its major message across.

Some shows, especially those between 8 and 9 p.m., pick up additional viewers by the millions after signing on, tho their competition is holding steady. Among them are "Caesar's Hour" and the Jackie Gleason show. Commercials at the end of these shows too have more value than those in the beginning, for obvious reasons.

To sum up, every show has its own unique characteristics, none of which is shown by total audiences reached, but most of which are shown by minute-by-minute analysis of viewers' reactions to TV.

election year political campaigners, including 32 Senators and the whole Congress membership up for re-election, all watching their chances for getting time before mikes and cameras in 1956. In the audience is John Q. Public, audio and video, 155,000,000 strong.

The big center ring probe may become a squared circle when Sen. Warren G. Magnuson (D., Wash.) calls up the Federal Communications Commissioners in the opening round of hearings.

He is expected to spar off with three main questions: Why hasn't the FCC returned an opinion on the committee's majority report on network monopoly regulation and UHF, issued last February? What about the allocation tangle, now that selective deintermixture has been tossed out in FCC's proposed over-all rulemaking? Finally, what has the Commission's own network study group (The Billboard, December 1, December 31) accomplished and what are its target dates?

Rugged sessions are expected between Congressional probers, under the guidance of a new majority counsel, Kenneth A. Cox, from Magnuson's home State, and the commissioners. Inter-commissioner argument is expected to break out in hearings because of the hard disagreement between Commissioner Bartley and the other members. Bartley has been a consistent dissenter from recent FCC moves to step up VHF, at the expense of UHF, and has recently swapped some harsh words on the subject of network dominance.

WACO, Tex., Jan. 7.—KWTX-TV here has started a 7 a.m. to midnight schedule while KANG-TV, Channel 34, has closed down, with KWTX-TV taking over some of the equipment, selling the remainder and leasing the building.

As a result of the deal, the owners of KANG-TV will receive 30 per cent of the stock of KWTX-TV.

ADVISORY BOARD SURVEY

What Programs Can Help Small Clients?



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

The first half of The Billboard's Editorial Advisory Board Survey on the small advertiser in TV revealed a difference of opinion between stations and agencies and advertisers as to whether the medium was providing sufficient opportunities for clients with \$500,000 or less to spend. Agencies and advertisers agreed with Young & Rubicam which made a survey last spring and came to the conclusion that it was one of the major problems in video today. They, too, believed that video was not providing sufficient opportunities for this group of clients.

A more optimistic note has been struck by the second half of The Billboard's survey. One of our charts indicates that a large majority of the advertising agencies believe that during the last five years the TV networks have increased the opportunities available to the small advertiser. In this they second the vote of the stations and networks who agree with them, tho network sponsors do not go along with this observation. The regional, local and spot advertiser's vote, however, was an equal one on this question. Opinion was equally divided as to whether TV had made some progress in opening up availabilities to the small sponsor.

Mags, Participations

The members of the Editorial Advisory Board seemed to feel that magazine and participation shows were the answer to the video needs of the small advertiser. NBC-TV's "Today," "Home" and "Tonight" received the largest number of votes as vehicles for the small advertiser. Of these three shows, "Today" received the most acclaim with 41 votes, closely followed by "Tonight" with 40 and "Home" with 39 votes. CBS-TV's "Morning Show" received eight votes, and ABC-TV's new Sunday night "Film Festival" drew seven votes. Participation programs generally were endorsed by 15 members of the Editorial Advisory Board, and magazine type by nine members.

Tho the "THT" shows are magazine-type programs, they are sold as participation shows, indicating the overwhelming preference for this kind of programming for the small advertiser. Co-op programming was also suggested by seven members of the Editorial Advisory Board, alternate sponsorship of five, spectaculars by three, spots by two and daytime programming generally by seven.

Areas of the Day

But assuming that more opportunities for the small advertiser are needed, in what areas of the day should they be offered? There is a great diversity of opinion about this question. Only the stations and networks feel that such opportunities should be made available in the afternoon. Agencies and sponsors (network, regional, local and spot) believe they should be offered in

the evening, as do distributors and producers. Both stations and networks and agencies also felt that more opportunities could also be presented in the morning hours.

Assuming, however, that many small advertisers do not wish to use network TV because of the cost, what suggestion have members of the Editorial Advisory Board to give? The largest number of them—28—maintain that spot TV is the answer to the cost problem. And a substantial number—12—also suggest syndicated film shows as another vehicle to do a job.

Local and Regional

Six stations advised small advertisers to select their local markets carefully, and six other members of the Editorial Advisory Board maintained that regional TV should be explored for its values. One agency suggested that the small clients buy quarter-hour shows on an alternate-week basis. And there was the surprising suggestion from one station and one agency that station directors be contacted for good deals.

Evaluating the results of this survey, it can be concluded that TV, at least, is beginning to answer some of the problems of the small advertiser. Certainly NBC's "THT" shows, CBS's "Morning Show" and the newest daytime participation show, ABC's "Afternoon Film Festival," have helped make opportunities available to this group of clients. The future should continue the trend.

HOW THEY VOTED

Do you feel that over the past five years the TV networks have increased the opportunities available to the small advertiser?

	Yes	No	Don't Know
Stations and Networks	32	13	8
Ad Agencies	23	15	1
Network Sponsors	2	4	1
Regional, Local and Spot Advertisers	4	4	—
Distributors	5	12	1
Producers, Labs, Equipment	2	6	2
	68	54	13

If more such opportunities are needed, in what areas of the day should they be offered?

	Morning	Afternoon	Prime Evening	All Three
Stations and Networks	9	21	16	5
Advertising Agencies	6	7	29	—
Network Sponsors	1	1	3	1
Regional, Local and Spot Advertisers	—	—	10	1
Distributors	1	4	10	2
Producers, Labs, Equipment	1	2	7	—
	18	35	75	9

STATIONS SAY . . .



BAISCH

J. MICHAEL BAISCH, G. M., WREX-TV, Rockford, Ill.: "Buy national spot in selected markets. Use it wisely, build, grow and in time, if the product and price are right, the volume of business will grow large enough to permit affording network TV. But the great growth ahead is in converting to the daytime as an accommodation for the lower budget advertiser. There is fine progress in this direction but not enough of it yet. It will come in time with sales, effort, patience, education and understanding."

A. JAMES HENRY, owner-G. M., KTVE, Longview, Tex.: "The small advertiser should contact stations directly. They can get very good deals this way."

BEN JANUARY, station manager, KTVX, Tulsa, Okla.: "Networks should co-operate in selling small advertisers on local spot and local shows rather than set themselves up in the spot business in direct competition with the stations."

ADVERTISERS AND AGENCIES SAY . . .

BOB EDRINGTON, radio-TV director, HENRY QUEDNAU ADVERTISING: "I would like to see rate cards slanted to regional networks and make regional 'buys' the basis for future TV costs."

JAMES S. TRAYHERN, radio-TV director, CHARLES L. RUNRILL & COMPANY: "Networks and affiliates should realign entire timing structure of broadcasting industry. Shorten programs, increase commercial availabilities. Decrease time charges. Broaden the base to include low-budget spenders, yet open up wider areas of prime time. If anything, the networks have decreased the opportunities available to the small advertiser. Net strip shows offer token participation aid, but only 'blue chip' spenders can get and afford prime times, talent and discounts."

HENRY C. HART JR., HORTON-NOYES COMPANY, Providence: "My suggestion is a regional commercial set-up in big participation shows in prime time. This would allow a small advertiser to build up in particular area at lower cost until he could afford more of the network. Network prestige not lost."

ALVIN H. KAPLAN, Kaplan Agency, New York: "Units should be made available comparable to and similarly priced to 'small space ads' in other media."

WILLIAM GREEN, LEWIS EDWIN RYAN, Washington: "Possibility of network co-ops with spot participants given opportunity to buy in small multiples instead of basic groups. Make buys firm enough to give network working basis for budgeting."

PAUL S. PATTERSON, advertising manager, FLORIDA CITRUS COMMISSION, Lakeland, Fla.: "The networks have made more participation shows available but at the same time the cost of these participations have increased to the point where the advertiser who five years ago could have afforded a one-hour show now finds the same money will not buy a one-minute commercial."

PRODUCERS AND DISTRIBUTORS SAY . . .

PETER M. PIECH, national sales manager, SCREENCRAFT PICTURES, INC., New York: "Let one of the networks, tired of seeing the bad ratings for one week-day night, attempt putting on an 'Omnibus' type of show from 7 to 11 p.m. A four-hour program in which they could sell participation, spots and what have you. Put some good talent to work to fill in with a good program, and this will make the last 'middle-class' advertiser come in pronto."

DONALD E. TOMPKINS, OWEN MURPHY PRODUCTIONS, INC., New York: "If the TV medium can benefit product sale better than other media, share outlay of other media and apply those monies to TV."

In the next TV Editorial Advisory Board study:

THE HOLLYWOOD MAJORS, A MID-SEASON SURVEY

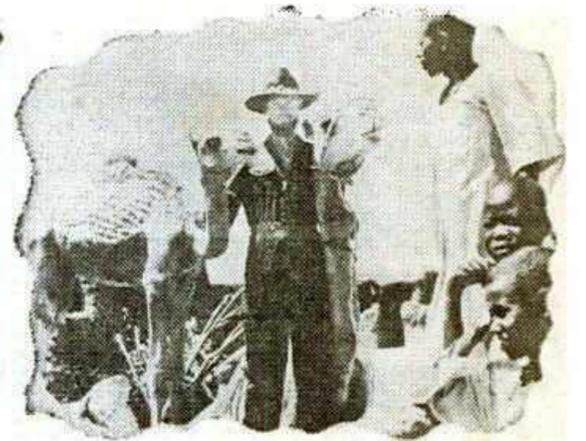
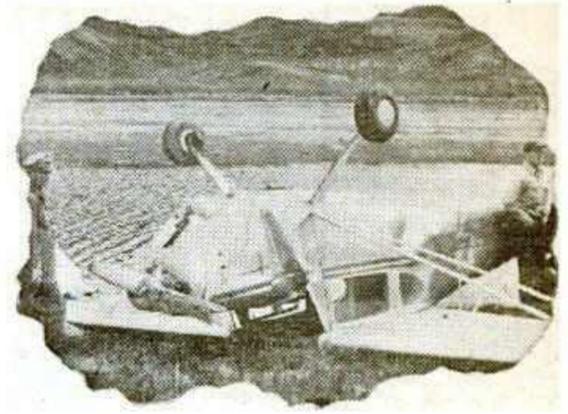
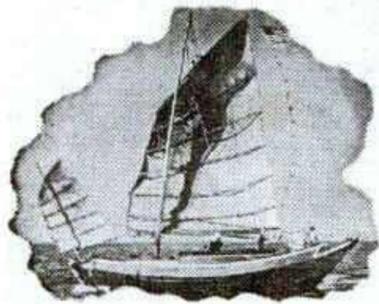
Out of the Lives of Everyday People Comes...

**HARD-HITTING
ADVENTURE**

and

**INTENSE
TRUE-LIFE
DRAMA**

that is winning television audiences everywhere!



I Search for Adventure

These typical ratings point up the programming and sales impact of "I Search for Adventure"

- α 23.4 PULSE in SEATTLE
- α 23.5 PULSE in PORTLAND
- α 22.4 PULSE in SAN FRANCISCO
- α 23.5 PULSE in FRESNO
- α 23.5 PULSE in SAN DIEGO

Write . . . Wire . . . Phone
NOW for Availabilities and
Complete Information . . .

With
JACK DOUGLAS
as Host and Narrator



Outstanding production plus the real-life adventures of real people are behind the top sales "I Search for Adventure" is ringing up for sponsors everywhere.

Show after show, week after week, market after market, this high-adventure drama series keeps building audiences, building ratings, building sales for its sponsors.

For top audience appeal, for top ratings, for top sales impact in your market area, look at this skyrocketing syndicated series.

GEORGE BAGNALL & ASSOCIATES, Inc.

DISTRIBUTORS

8827 Olympic Blvd.
Beverly Hills, Calif.
CR 1-5133

520 N. Michigan Ave.
Chicago 11, Ill.
MI 2-5231

25 Vanderbilt Ave.
New York 17, N.Y.
MU 6-7543

A Tafco Production

17,270 Station Spots Part Of Fox Price for RKO Films

Ten a Day for 5 Years, Plus Cash, Reportedly Asked; UM&M Eyes Shorts

NEW YORK, Jan. 7. — Indications are that stations buying the RKO feature films from Matty Fox's C&C Television Corporation will be asked to pay off in cash as well as spot time. It is understood that the amount of time to be asked is 10 spots a day, every day for five years—a total of 17,270 spots including two leap-years. Five of those spots would be in evening time, five in daytime.

Fox himself has still not made public his sale formula, but usually informed sources this week reported this to be the essence of his plan.

It was further reported that C&C will probably not handle the approximately 1,000 short subjects that Fox also acquired in his deal with RKO Teleradio. It was rumored that these probably will go to UM&M.

So far, C&C Television is still a one-man organization. Most observers here have not expected that Fox will try to get a large sales staff. At the end of the week, Guild Films announced that Erwin Ezzes had resigned as sales vice-president. For some time traders have speculated that Ezzes would join Fox on the RKO sales. He was Fox's sales manager at Motion

Pictures for Television and before that at United World Films. Fox presumably can also call on Ed Madden, who still holds his vice-presidency in MPTV, now a skeleton operation.

Even without a sales staff, Fox has been active on the sales front the past couple of weeks. He has

Reed, G-K Combine On Rocks

HOLLYWOOD, Feb. 7. — The trial marriage between Roland Reed and Gross-Krasne in the formation of a combined commercial division ended in divorce today, the two parties agreeing to a friendly separation. Reed will continue to lease space at California studios.

The commercial division was formed last fall when Reed moved to the California lot from Hal Roach Studios. Apparently, however, its structure was too cumbersome to make for efficient operation in the commercial biz.

Reed will continue his own operation in the commercial and industrial film fields. Gross-Krasne takes over a pilot reel, "Test Pilot," shot under the combined operation, and will in the future confine itself to TV and feature entertainment films. Reed is scheduled to lense a new pilot on "Alarm," fire department series on which he has been planning production for some time.

called a number of key station managers and asked them to fly here at his expense to screen the pictures and close deals. At the end of the week it was rumored that Fox had begun trying to line up regional salesmen.

Fox has been extremely quiet about what advertisers he might have lined up—if any, as yet—to use the spot time he will get from stations. Even a number of stations he has pitched were not told. According to an opinion from the Federal Communications Commission, obtained when MPTV began selling its library in barter deals in the summer of 1954, the time will be Fox's to sell, with the individual station retaining the right to reject any spot it wishes.

It is expected that C&C Super will use some of the time obtained in the RKO film sales for its canned soft drinks. It is also rumored that International Latex will get some for its Playtex products.

The time barter being pitched for the RKO films is, of course, considerably steeper than the one Fox sold on the MPTV (Western TV) library. For one thing, the latter involved no cash, other than an \$11 service charge for each booking. The time given up, at least in some cases, was five spots a day: two in the morning, two in the afternoon and one at night. The deal was for two years, and the station had rights to unlimited plays of any of the pictures in the library.

Should UM&M get the RKO shorts, it would have a collection

(Continued on page 11)

Guild Plans 4 New Shows for '56 Production

NEW YORK, Jan. 7. — Guild Films will put at least four new shows into production in 1956. In addition, it may start one or more shows in Europe. Reub Kaufman, president, and Aaron Katz, vice-president, will fly to England on January 28 to negotiate co-production deals there. They will visit France, Germany and Italy to scout production possibilities.

A Guild spokesman said the firm had definitely decided on the four shows it would produce domestically, but he could not reveal them because no contracts are signed yet. He indicated, however, that one would be a musical, another would be a dramatic show with a religious motif, probably to be produced in New York, and the third would be an adventure show with a sea setting. The fourth is described as a family show.

Besides new shows four of Guild's present properties will continue in production this year. Liberace, with 97 films completed, will go to at least 117. "Confidential File," which now has 21 stanzas, will probably go to 65. "I Spy," with 18 now in the can, will go to 39. "The Goldbergs" now has 18 and will go to 39.

NTA IN TALKS FOR 40 MORE MOVIES

Also Adding to 30-Picture Package, Which May Include 9 Italian Export Features

NEW YORK, Jan. 7.—National Telefilm Associates is in negotiations for still another 40 top feature pictures from one of the majors. It expects to have a deal wrapped up in another 60 days, it was stated this week by Oliver Unger, executive vice-president.

NTA this week was also still adding titles to its newest package of 30 pictures that was revealed in last week's issue. It is understood to be negotiating for a group of about nine pictures from Italian Film Export, including "Bitter Rice," "Anna" and "Hello, Nero."

Ely Landau, president, disclosed the titles of five more pictures, in addition to the 13 that were named last week. The additional pictures are "Conquest of Mount Everest," "The Well," MCM's "Last Chance," "Champagne Safari" (on the honeymoon safari of Rita Hayworth and

Aly Kahn) and "Heidi," which was released two years ago.

Unger, of course, did not disclose which of the majors he was negotiating with. NTA had put in a bid for the TV rights to the RKO library, which finally went to C&C Super. It was considered that NTA may now be trying to break away some pictures from the latter. It was also speculated that NTA may be after the group of Pine-Thomas pictures that Paramount put on the block earlier this year.

NTA's acquisition drive is reflective of the determination of most of the established feature distributors to keep expanding, despite the looming competition of C&C with the RKO list and Screen Gems with the Columbia group.

When NTA completes this 30-picture package it will have a total of 285 features.

Films to Watch

"CELEBRITY PLAYHOUSE"—Screen Gems

The new dramatic anthology that Screen Gems put into production on a regional order from Falstaff Beer drew impressive ratings in cities in the West and South covered in this week's "Scoreboard." Among syndicated shows, it was eighth in Denver, third in Jackson, Miss.; 11th in Nashville, 13th in Fresno, Calif., and ninth in Peoria, Ill. Its slotting in these markets put it up against network competition that did it no particular harm. In Peoria, for instance, it had a Telepulse of 23.8 against a 30.0 for the competing half of the "Caesar Hour." In Jackson it had an enviable position, back to back with "Disneyland" and "64,000 Question." There, its 31.7 beat the 19.4 of the competing "Armstrong Circle Theater."

MY LITTLE MARGIE—Official Films

The big story on the re-issue of this situation comedy has, up to now, been about the great number of stations that bought it to program across the board, daytime. But in this week's "Scoreboard" the most interesting thing is the show's standing in cities in which it is appearing only once a week and in the evening. In Jackson, Miss., where it is slotted Wednesday, 9:30-10 p.m., "Margie" is the second ranking syndicated show. In Scranton-Wilkes-Barre, Pa., slotted Sunday, 7-8:30 p.m., it is the No. 1 syndicated show. In two other markets listed this week, Denver and Lubbock, Tex., where the show is in early evening periods, it stands 11th and eighth respectively among the syndicated shows in those markets.

Ziv Sells 'X' to Blatz in Second Regional Deal

NEW YORK, Jan. 7.—Blatz Beer this week boosted its program sponsorship in Wisconsin by buying Ziv-TV's "The Man Called X" for eight markets, including Milwaukee. Only three months ago Blatz picked up "Celebrity Playhouse" from Screen Gems for Milwaukee, Madison and Green Bay. Blatz also rides a heavy schedule of spot announcements. Its agency is Norman, Craig & Kummel.

For Ziv, this is the second regional deal on "The Man Called X." Next week the show will debut for Ohio Oil (Marathon Gas), which bought it for 13 markets.

A large proportion of Ziv's sales on the Barry Sullivan show continues to be directly to stations. In the past two weeks it sold the show to WJBK-TV, Detroit; WSM-TV,

Nashville; WMCT, Memphis; KMJ-TV, Fresno, Calif., and KCBT, Lubbock, Tex.

In San Francisco, KRON-TV sold "X" to Alka-Seltzer, which is an extensive sponsor of Ziv's "Science Fiction Theater."

Ziv has also picked up a number of local sponsor deals on "X." In New Orleans it was bought by Brown Velvet Dairy. In Rochester, N. Y., it went to Genessee Brewing, which has been using a variety of syndicated shows thruout upper New York, including "Stories of the Century" and "Badge 714."

In Montgomery, Ala., "X" was bought by Ziegler Meat Packing. In Lake Charles, La., the Texas Coffee Company will sponsor it.

A Ziv spokesman said "X" is now sold in a total of 83 markets.

BIG SYNDICATED PIC SHIFT

Interstate TV Gets 3 of 5 Series Dropped by MCA-TV

HOLLYWOOD, Jan. 7.—Interstate TV today acquired three of five teleseries on which MCA-TV is relinquishing distribution in what is believed to be the biggest single switch of product, excepting the purchase of one company by another, in syndicated film history.

Interstate picked up the three Bing Crosby Enterprises shows, 78 "Counterpoint" and Royal Playhouse, and 26 "Where Were You?" MCA-TV also dropped the two Cosman-produced series, "I'm the Law" and "Abbott and Costello."

At the same time, MCA-TV added a new program, "Federal Men," which is the rerun of "T-Men in Action," to its roster, having picked up "Headline," the rerun of "Big Town," a few weeks ago. There are 39 half-hours in each of the series.

The realignment gives MCA-TV 23 series, and Interstate seven half-hour shows, plus features, westerns, and "The Little Rascals."

Altho the official explanation by MCA is that January 1, 1956,

"was the termination date of distribution rights" to the five relinquished series, opinion in the trade is that the realignment was a matter of convenience for both companies.

MCA-TV, with 28 series, would have been top-heavy with rerun properties, and would have had to spread its sales efforts thinner than it wanted to. Interstate, which now has 15 salesmen, needed more product for its personnel. No cash was involved in the transfer.

Who, if anyone, will pick up the two Cosman shows is apparently still unresolved.

200 MAYBE

Interstate Huddles on 'Popeyes'

HOLLYWOOD, Jan. 7. — The "Popeye" cartoons may finally get into TV after all. Interstate Television was negotiating with Paramount Pictures and King Features this week for the TV rights to the 200 cartoons. The consummation of any deal was said to be some distance off, however.

A deal on the Popeyes would mean that all of Paramount's shorts will be in TV. UM&M originally expected to get the Popeyes also, but it decided that King Features was asking too steep a price for the literary rights. The cartoons in the library that UM&M has include the "Betty Boop" and "Little Lulu" series.

CISCO KID 29.1*



To get command of a bigger TV audience, get in touch with . . .



CHICAGO NEW YORK HOLLYWOOD

CINCINNATI, ARB, March, 1955

With a mighty 29.1 ZIV-TV'S CISCO KID (Duncan Renaldo) gives the bum's rush to a long list of big-time operations on the Cincinnati scene, including TV Playhouse, Climax, Jack Benny, Comedy Hour, I Love Lucy, etc.

Continued from page 9

MONTGOMERY, ALA.

2 STATIONS

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

NASHVILLE

3 STATIONS

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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PEORIA, ILL.

2 STATIONS

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

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THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

SCRANTON-WILKES-BARRE, PA.

5 STATIONS

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

THIS WEEK'S FILM BUYS

CBS-TV FILM SALES
AMOS 'n' ANDY
WJTV, Jackson, Miss.; Milner Chevrolet Co.
KLAN, Las Vegas, Nev.; Adv. TBA
SAN FRANCISCO BEAT
KTVR, Denver; Butay Products, Ltd.
WTOP, Washington; Adv. TBA
CHERYL TV
FEATURE FILM PACKAGE
KINT, Tacoma, Wash.; KVOS, Bellingham, Wash.; KOIN, Portland, Ore.; KLIX, Twin Falls, Idaho; KUTV, Salt Lake City; KDUB, Lubbock, Tex.; WIOC, Savannah, Ga.; KIRJ, Las Vegas, Nev.; WSM, Nashville; WTVN, Columbus, O.; WCPO, Cincinnati; WJHL, Johnson City, Tenn.; KULA, Honolulu; KYTV, Springfield, Mo.; KFRO, Bakersfield, Calif.; KTVH, Hutchinson, Kan.; KRCA, Los Angeles; KJEO, Fresno, Calif.; Adv. TBA
NBC FILM DIVISION
GREAT GILDERSLEEVE
WSIX, Nashville; WAFF, Baton Rouge, La.; KDKA, Pittsburgh; WILK, Wilkes-Barre, Pa.; Adv. TBA
STEVE DONOVAN
Shreveport, La.; Pak-Sak Service Stores; WSAZ, Savannah, Ga.; WAJH, Baton Rouge, La.; Adv. TBA
BADGE 714-C
WSBT, South Bend, Ind.; John Brown & Assoc.; WCSI, Portland, Me.; KSWB, Roswell, N. M.; Adv. TBA
HOPALONG CASSIDY-1 HOUR
WABT, Birmingham; Adv. TBA
HOPALONG CASSIDY-HALF HOUR-A
KOAM, Pittsburg, Kan.; KCB, Lubbock, Tex.; Adv. TBA
HOPALONG CASSIDY-HALF HOUR-B
KOAM, Pittsburg, Kan.; KCB, Lubbock, Tex.; Adv. TBA
THE FALCON
WPRO, Providence; WBUF, Buffalo; Adv. TBA
LIFE OF RILEY-D
KOTV, Tulsa, Okla.; Adv. TBA
HIS HONOR, HOMER BELL
WOR, New York; Adv. TBA
DANGEROUS ASSIGNMENT
WBUF, Buffalo; Adv. TBA
CAPTURED
WBUF, Buffalo; Adv. TBA

WATCH THE WORLD
WBUF, Buffalo; Adv. TBA
LILLI PALMER
WBUF, Buffalo; Adv. TBA
SCREEN GEMS, INC.
YOUR ALL STAR THEATER
WABT, Birmingham; WIOC, Savannah, Ga.; Adv. TBA
KFSA, Ft. Smith, Ark.; George's Jewelers
CELEBRITY PLAYHOUSE
KOOK, Billings, Mont.; Midland National Bank and Elliott's Dept. Store
KZTV, Reno, Nev.; Thomas Licensee
KSTP, St. Paul; First National Bank of Minneapolis and Northern States Power Co.
JUNGLE JIM
WFMJ, Youngstown, O.; Schwebel's Bakery
WFMJ, Youngstown; Adv. TBA
TALES OF THE TEXAS RANGERS
KFDM, Beaumont, Tex.; Gem Jewelry Co.
KFSA, Ft. Smith, Ark.; Central Arkansas Milk Producers Assn.
TOP PLAY OF '55
WABT, Birmingham; KTV, Los Angeles; Adv. TBA
KTVH, Hutchinson, Kan.; Kansas State Bank of Wichita and Wichita Federal Savings & Loan
STERLING TELEVISION COMPANY
BEAT THE EXPERTS
WILK, Wilkes-Barre, Pa.; KFGC, Cheyenne, Wyo.; Adv. TBA
CARTOONS
WSYR, Syracuse; KHAS, Hastings, Neb.; Adv. TBA
ARMCHAIR ADVENTURE
WITN, Washington; Adv. TBA
LITTLE SHOW
WFBG, Altoona, Pa.; Adv. TBA
PAUL KILLIAM SHOW
WITN, Washington; Adv. TBA
BOWLING TIME
KGNC, Amarillo, Tex.; Adv. TBA
THIS IS CHARLES LAUGHTON
WFBG, Altoona, Pa.; Adv. TBA
TELE-PICTURES
WISN, Milwaukee; Adv. TBA

Lange Joins Kling in Chi

CHICAGO, Jan. 7.—Harry W. Lange, the last 23 years with Sarra, Inc., here, Tuesday (3) became executive vice-president and general manager of the Chicago studio operations of Kling Film Enterprises. In his new post, Lange will work at the Kling local film studios on West Washington Boulevard, with a staff comprising Jack Fenimore, executive producer; Hillard Rose, creative department; Manny Paull, art director; Lawrence Stein, comptroller; Dick Hertel, supervising editor, and Joe Bishop, floor manager. Lange's long career at Sarra was marked by his promotion to production manager in 1939 and his appointment as general manager of the firm's local studio operations in the 1952.

Weingarten Makes Multi-Mkt Spread Of Guild Films Pix

NEW YORK, Jan. 7. — Weingarten's, a supermarket chain in Texas and Louisiana, last week bought two shows from Guild Films on multi-market spreads. It picked up "I Spy" for Houston and Beaumont, Tex., and Lake Charles and Shreveport, La. It also took the "Conrad Nagel Theater" for the first three of those markets. Guild last week also sold "I

GT Film Division

the deal with C&C and Matty Fox. RKO retains only limited rights to these pictures for national sales. O'Neil said the pictures in this group were all made prior to 1948. According to the C&C deal, RKO also withholds all newer pictures until three years after their original theatrical release, but it doesn't have the TV rights to these. O'Neil pointed out that General Teleradio and RKO Radio will continue to operate as essentially separate units tho they are no longer separate corporations.

C&C Sales Formula

totaling about 2,600 subjects. UM&M this week confirmed that it had bought the Paramount shorts, 1,600 films in all. The RKO shorts library consists mainly of informational type subjects, such as the "This Is America" two-reelers, which were renamed "RKO Specials," the one-reel "Screenliners" and the "Sportscope." These were produced by RKO Pathe, at the rate of about 13 a year for each group. The library also contains Leon Errol and Edgar Kennedy comedies. It includes no cartoons. Spy" to WISN, Milwaukee. It took five renewals on Liberace and put "Confidential File" into four more markets. It was a short work week but plenty big enough for Guild.

Fortune Features Prexy to Europe

NEW YORK, Jan. 7. — Jules Weill, head of Fortune Features, is going to Europe next week to select 52 Italian and French color features which will be dubbed into English and added to his roster of Fortune Features package of dubbed films. Weill will spend six weeks in Europe before returning to New York.

FILM COSTS SLASHED!
Guaranteed RAPIDWELD process restores used, worn film, removes scratches — RAPIDTREAT protects new film.
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See how Rapid's unusual low cost saves thousands of film dollars for top-name clients — and precious valuables for smaller accounts. Send for VALUABLE informative booklet ON FILM CARE.
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MCA-TV Film Division

LEGIT

Great Is Tag for Lunts But Not 'Sebastians'

By BOB FRANCIS

That Alfred Lunt and Lynn Fontanne are back is always the finest news for Broadway in any season. "The Great Sebastians" will never make history as one of their greater vehicles, but Messers Howard Lindsay and Russel Crouse have written them an engaging tour-de-force which sets them to Czech Red-baiting (circa 1948). Of course, the Reds haven't got a chance.

The Lunts bring all their delightful guile and superb interplay to a pair of vaudevillians, whose fake mind-reading act puts them in the middle of local Commie intrigue. How they get out of Prague and on to their next booking in England doesn't matter much, except to them. But the pair manage, as usual, to make their roles so inimitably and comically lovable, the while they outwit their opponents, that a beguiling warmth settles on the ANTA Theater from curtain to curtain.

As a Cockney mind-reader, who is far from sure of her own powers, Miss Fontanne has never looked or behaved more radiantly young these 25 years. Lunt's portrait of her hammy, egotistical partner, whose ignorance of everything except show business is abysmal, is another joy. His scene of pathetic consternation, when he finds that the local British consulate never heard of their act, is a comic gem. Crouse and Lindsay have provided some amusing things to say and do, and since they are magnificently able at injecting their own little twists to a situation or

Lenny Colyer Palace Theater, New York

Lenny Colyer is billed into next-to-closing for a first Palace appearance. New faces are always welcome, but I do not think that Colyer's singing impressions of celebrities are even up to par with those of some of his confreres. In essence his act is considerably less than fresh and frequently on the labored side.

However, such vets as Ross Wyse Jr., Julia Cummings and the Marvellos are back on the bill. Wyse's acro clowning is always a top seller. Miss Cummings again is a small mine of entertainment, and the Marvellos' instrumental-magic-novelty act likewise is a crowd pleaser.

Al and Connie Fanton get matters off to a sharp-stepping start. Wanda and Armand contribute their good puppet routines. The Jones Boys, a new male quartet, add some solid harmonizing, and the La Flotte Duo does about everything that can be done with bicycles by way of a closer.

This is not one of the house's best bills, but the vets make it stand up. Francis.

Time Limit Colonial, Boston

This is mighty strong stuff for anyone looking for entertainment in the theater. "Time Limit" plays with the idea that the human race may be headed for disintegration by a process of brain-washing similar to that used by the Communists. It deals with prisoners in Korea breaking under pressure, but its message applies to a counterpart in everyday living. Written somewhat along lines of "The Caine Mutiny Court Martial," the play unfolds powerfully into a full-fledged horror story.

Turning in impressive performances among the 16 in the cast are Arthur Kennedy and Richard Kiley as the chief protagonists. Clever sets have been designed for swift transitions from a Korean prison camp to a judge advocate's office. There are moments of genuine excitement and smashing emotional impact that should register with serious playgoers. Dewar.

line, the Sebastians are a superlatively happy couple to meet.

What with the Lunts completely dominating the comedy, the rest of the cast get few opportunities to shine. The best fall to the lot of Ben Astar's Red general and to Simon Oakland's ditto commissar. I liked, too, Army Freeman's badgered theater manager and Jose Ruben's politician. Bretaigne Windust's staging ties everything up admirably, and Raymond Sovay has contributed three fine back-grounds.

"The Great Sebastians" will be doing their turn hereabouts for a long time to come.

Polly Bergen Persian Room, New York

Songstress Polly Bergen makes a second local nitery appearance, this time on the Plaza's Persian Room floor, than which there could be no better showcase.

I have admired Miss Bergen's talent in such legit Broadway items as "Almanac" and "Champagne Complex." Likewise at the Plaza, she is really something to look at. Her gowns are confections, and she knows how to wear them. She also has a nice, ingenuous warmth to back up an extremely ear-pleasing delivery.

But I don't think Miss Bergen's vocalizing talents, good tho they are, are sufficient to build full-scale dinner and supper entertainment. It takes more than an appealing ballad or two, plus a bit of hot chanting for a pace change, to hold customer tension. I'm afraid Miss B. will have to amplify her act to register solidly in rooms of this kind. She undoubtedly knows the answers. Why not apply them? Francis.

Bobby Ramsen Le Cupidon, New York

Bobby Ramsen makes a return to this swank little spot for solid reception. The comic has crackling delivery and evident show business savvy on a nitery floor. Some of his gags have been batted around considerably by some of his confreres, and I do wish he'd toss that "Baloney" chant in the ash-can. The mold is certainly on the sausage bit. But he does inject some funny, fresh material into his routine, and he's smart enough to make the old repeaters stand up for laughs. The lad is a solid performer.

Held over on bill is Toni Bari, a tenor with a good voice, which he can switch to a fine falsetto. For these ears, he plays up the Neapolitan angle too heavily, and his dramatized projection is somewhat over-powering.

Ernie Warren and His Trio, as usual, offer a fine brand of musical background. Francis.

Third Person President Theater

Bradford Dillman in a standout acting job, plus the rest of this good cast, is completely wasted in Andrew Rosenthal's "Third Person" unveiling at the President Theater. This dreary struggle between a wife and her husband's Army buddy for the affections of said dull spouse is flimsy and timidly constructed, and the added scoop of postwar readjustment blues is pretty stale stuff.

The only bright point of the evening comes from Dillman, who has brought insight and a very real naturalness to a part hardly worth the trouble. This young actor manages to draw a live portrait without the nose scratching and interminable pauses of the current "natural" school—and he draws a beautifully passionate one. Louise Allbritton is strikingly handsome in this her Broadway debut, but her role of the wife is a sudsy part, reminiscent of her recent TV soap opera chores. Holland.

BROADWAY SHOWLOG

Performances Thru
January 7, 1956

DRAMAS

A View From the Bridge	9-27,'55	119
Bus Stop	3-2,'55	357
Cat on a Hot Tin Roof	3-24,'55	331
Diary of Anne Frank	10-5,'55	109
Half of a Rain	11-9,'55	69
Inherit the Wind	4-21,'55	280
Janus	11-24,'55	52
No Time for Sergeants	10-20,'55	92
Red Roses for Me	12-28,'55	13
Six Characters in Search of an Author	12-11,'55	32
The Desk Set	10-24,'55	88
The Chalk Garden	10-26,'55	85
The Great Sebastians	1-4,'56	5
The Lark	11-17,'55	60
The Matchmaker	12-5,'55	40
The Righteous Are Bold	12-22,'55	20
The Teahouse of the August Moon	10-15,'53	935
Third Person	10-29,'55	12
Tiger at the Gates	10-3,'55	112
Will Success Spoil Rock Hunter?	10-13,'55	100
Witness for the Prosecution	12-16,'54	446

MUSICALS

Comedy in Music	10-2,'54	841
Damn Yankees	5-5,'55	284
Fanny	11-4,'54	492
Pajama Game	5-13,'54	686
Pipe Dream	11-30,'55	45
Plain and Fancy	1-27,'55	396
Silk Stockings	2-24,'55	363

CLOSING

A Roomful of Roses	10-17,'55	88
The Vamp	11-10,'55	60

COMING UP

King Lear	1-12,'56	
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Jimmy Durante Desert Inn, Las Vegas, Nev.

Back at his familiar stand in the Painted Desert Room of the Desert Inn is durable, lovable Jimmy Durante, who could pack any room in town just by walking across stage.

Durante's highlights are his old stand-by routines with a ballet master stunt as an added starter. The show slows down to a walk, however, when for some unexplained reason Durante goes sentimental with a gravel-throat delivery of "September Song." The audience politely waits thruout for a funny bit which never comes.

Added to the act without rhyme or reason is film star Peter Lawford, who goes thru a zoot suit routine with Durante, but the audience never quite figures out why. As usual the regulars of the Durante company are Eddie Jackson, Jack Roth and Jules Boffano. This time he didn't bring his own cuties, but uses the chorus gals in his act.

Also on the bill is agile young juggler Rudy Cardenas who, thru great imagination, has whipped up some tricks that seem new to the trade.

The production number of the evening is a gaudy different sort of piece, "Under the Big Top," featuring all sorts of twists on the circus theme. Music is by Carlton Hayes and his ork. Oncken.

Marguerite Piazza Fontainebleau Hotel, Miami Beach

Peeling off new arias, pop songs and gowns, Marguerite Piazza has returned to the Fontainebleau's La Ronde Room and captured booming winter season crowds.

The first portion of the act in Italian is semi-longhair. Then she does a quick change from Spanish style dress to fancy gown behind a half curtain as she swings into Cole Porter. For her Dixieland finale she slips off some more clothes to a flimsy knee-length slit skirt. She hopped up this collection of jazz and blues until the chandeliers shook. The audience loved it.

Also on the bill are the Cerneys, a topnotch society dance team. Their grace and rhythm provide the act with real class. Kelly.

Fallen Angels Plymouth, Boston

This is strictly a one-woman show, practically a "Night with Nancy Walker." For on this diminutive feisty clown's shoulders falls the weight of this second-rate Noel Coward slapstick. With all the stock situations and foils of the 1920's this single joke affair stretches itself over two hours of a big drunk scene between two

NIGHT CLUB

Daniels, Bishop & Co. Potent Draw for Copa

By BOB FRANCIS

The Copa unveils another new year show with tried-and-true, headline entertainment dedicated to table-buying. On the song side, there's Billy Daniels, and Joey Bishop is back to provide belly-laugh divertissements. Even without additional framing, the combination would add up to a top entertainment buy.

But Jules Podell's current holiday production salute continues to be an eye-filler, with some new faces among les gals of the line as intriguing as are their handsome new body drappings. Equally presented are young Chic Layne and Teddie Vincent for their vocal stunts and those youthful steppers, Mickey Calin and Grace Genteel, get better and better in romantic projection. This is the kind of dance act that makes you believe the participants are going steady, and if they ain't, they should be. It all adds up to a swell show.

Daniels with Benny Payne at the piano, as usual, is in top form with a dozen numbers. Currently, he tees off with a couple of show tunes and then swings into "Them There Eyes" and a splendid arrangement of "Love Is a Many-Splendored Thing." There's a Latin sequence and a touch of

Donald O'Connor Sahara, Las Vegas, Nev.

Returning to the Congo Room of Hotel Sahara for a midwinter stint, when large rooms on the Las Vegas strip are hard to fill, is the ageless juvenile, Donald O'Connor, who holds his own in audience pull with any of them.

Offering a mixture of songs, dances and mimicry, O'Connor and his sidekick, Sidney Miller, highlight their act in the latter category, with a very funny series of impersonations of other acts up and down the strip, plus their old familiar stuff seen here the last time around.

Doing bits in the show—with O'Connor as emcee thruout—are Ruth Costello, Billy Chadham and Dick Humphreys. Production numbers are handled by the Saharem Dancers, with O'Connor joining in the finale. Music is by Cee Davidson and his ork. Oncken.

Sophie Tucker El Rancho, Las Vegas, Nev.

The grand old gal of show business, Sophie Tucker, returns to the Opera House Theater Restaurant of Hotel El Rancho Vegas for her regular seasonal stint. Even tho her material isn't up to par this time around, she has no trouble turning away sentimental strip show-hoppers by the hundreds.

Using her pianist-sidekick, Ted Shapiro, in a new role—that of a heckler a la burlesque—Miss Tucker shares some of the spotlight with faithful Shapiro, but the gags are showprow.

Her routine runs the gamut from hula to philosophy to "Davy Crockett" with a "Matrimonial Mart" number thrown in instead of away.

Also on the show is Miss Tucker's protegee, personable young singer Guy Cherney. Replacing the chorus line for this show is a foursome act, Ernie Richman and His Mannequins. Music is by Ted Fio Rito and his ork. Oncken.

women and something about a couple of torrid love affairs the "Fallen Angels" have had years previous.

This might make a good half-hour act for Miss Walker, and her hilarious antics can be convulsively comic. Margaret Philips, a dramatic actress of standing, is less successful as the other wife. The other players are purely incidental and serve only as background for Miss Walker's lunacy. However, despite the weaknesses of the play, the big audience had a whale of an evening. Dewar.

nostalgia in "All of Me" and "Blue Heaven." There is the expected, "Comic Valentine" ballad and naturally "Yidishe Mama," without which no Daniels program would be complete. And, of course, the beg-off has to be "Black Magic." The last title applies over-all to Daniels' projection.

O' Joey Bishop, being one of this department's all-time favorite funny men, there is little to say, except that he convulses yours truly as well as Copa customers all over again. To say he knows his business is the year's understatement for the trade. A pro is a pro, always.

The three Bon-Bons, London Records' fem dinking trio, offer a pleasant variety of ballad and swing harmonizing. The gals are lookers, as well as obviously talented vocalists.

Podell has picked another potentially selling bill.

Milton Berle Riviera Hotel, Las Vegas, Nev.

Filling the holiday bill in the Clover Room of the Riviera Hotel is TV funnyman Milton Berle and his entourage, who take no back seat to anyone, altho the strip is featuring the world's best entertainment packages for Las Vegas New Year's throngs.

Berle, acting as his own emcee, uses all the mugging, burlesque and corn of his repertoire to top advantage. Never offstage for five minutes at a time, he enriches the applause for his company by lousing up their routines.

Serving as foils for the full treatment of Berle are the Tapping Dunhills, busty Betty George, trumpet virtuoso Leonard Sues, the Hillbillies and baritone Sid Gary.

Chorus numbers are more brief than usual to permit Berle more time onstage. Music is by Ray Sinatra and his ork. Oncken.

Waiting for Godot Coconut Grove Playhouse, Miami

Maybe Godot could tell us what it is all about, but he never shows up in the tragi-comedy, "Waiting for Godot," which opened pre-Broadway at Miami's new \$1,000,000 Coconut Grove Playhouse this week.

All that is understandable are the four letter words commonly found on men's washroom walls, and only the talents of Tom Ewell, Bert Lahr, Charles Weidman and Scott Smart save this thing from being the champion bore.

Somewhere you get the idea that author Samuel Beckett is trying to prove life is futile. His play certainly is.

"Waiting for Godot" is a tragedy on two counts—a shame that actors like Ewell and Lahr are saddled with it and a severe blow to bring back legitimate to a show-starved population in a theater that nothing on Broadway can match. Kelly.

Continental Revue Palmer House, Chicago

All in all, the current bill shapes up fairly well. Ted Reno, featured warbler, displayed the vocal requirements necessary to earn a nice hand. Aside from a pleasant strong voice that he uses with effect, and a very handy ability of convincing customers he means what he's singing, the tunes were long on foreign lyrics. "The Boy From Paris," "My Hands" and "Let Me Caress You" probably would have gotten a much bigger reception otherwise. The heavy response to "Love Is a Many-Splendored Thing" just about clinches the point.

Trio Ariston, two men and a girl, danced, did stunts and sang with varying results. All of it, especially one involving a snake charmer bit, was done cleverly and with freshness. Murio and Sheila danced well. One-half of the act—Sheila—is a welcome eyeful. Dietmeier.

Heebner Named Capitol Distrib Veepee in N. Y.

To Head Promosh, Custom Services, Sales, A.&R. Fields

HOLLYWOOD, Jan. 7.—Walt Heebner, vice-president of Capitol Records Distributing Corporation, and general manager of the firm's custom services department, has been named executive vice-president in charge of the company's New York operation.

Heebner will serve as liaison officer between the Hollywood and New York offices, responsible in the fields of artists and repertoire, custom services, sales and promotion. The appointment will allow Bill Fowler to devote his entire time to the firm's recently established electronic division.

Heebner will report to Glenn Wallich, president of Capitol, administratively, and to Fowler, who continues as a vice-president of the company, functionally. The custom service division, formerly an operation out of the distributing

(Continued on page 50)

CHINS UP

Trinity Pub Holds Faith In 'Nueva'

NEW YORK, Jan. 7.—In today's rough and tumble music business, the active publisher takes disappointments in stride, retains faith in his tune and keeps plugging for a major record. An interesting illustration of this attitude is the history of Trinity Music's attempt to kick off "Nueva Laredo," which was finally released on Capitol as a single this week by Les Paul and Mary Ford.

Cap cut the tune one year ago. The publisher's first disappointment came in March, when the diskery released it as one band of a 12-tune LP. Shortly after, the diskery broke up the LP into three EP's, one of which contained the tune. But thus far, no single was issued.

Trinity, to spark action on the tune, bought 300 EP's for disk jockey promotion. This proved quite effective, and Cap seemed on the verge of issuing the tune as a single. Then followed disappointment No. 2: Les Paul and Mary Ford decided to do "Hummingbird" — a hot item several months ago.

Flip Push

This week, finally, "Nueva" appeared as a single—but on the back of "Moritat," the theme from "Three-Penny Opera." The diskery, meeting the competition of other labels, is putting its major effort on "Moritat." Undeterred, however, Trinity has hired George Jay on the West Coast and Jane Gibbs in New York to promote the "Nueva" side. Trinity has also purchased all available Cap EP's containing the tune, and distributed these to deejays before they received the single.

The struggle to make the tune has been going on over a year, and Trinity now feels it has a chance to persuade Cap that "Nueva" is really the side.

TAKE YER PICK OF THE FLIPS

NEW YORK, Jan. 7.—Mercury Records is offering distributors their choice of couplings on the new Len Dresslar waxing of "These Hands."

Distributors may order the disk in its original form (backed by "Chain Gang") or with its new flip, "Now After All These Years."

3-PENNY POSER: WHICH RICHARD?

NEW YORK, Jan. 7.—M-G-M Records reportedly is none too happy over Mercury's new waxing of "A Theme From 'The Three-Penny Opera'" by Richard Hayman and Jan August.

The Mercury disk is a cover of M-G-M's recording of the same tune by Dick Hyman, which is stirring up quite a bit of action in the field right now, and—coincidental or otherwise—the movie label reportedly is afraid the similarity in names may confuse the buying public.

ADDED INTEREST

Ventura Sets New French Record Firm

NEW YORK, Jan. 7.—Music publisher Ray Ventura, man of many music interests, is setting up his own record company in France, in partnership with Bruno Coquatrix, who is also Ventura's partner in the Olympia Music Hall, Paris.

In addition to manufacturing and releasing singles and albums abroad, the firm—tagged Music Hall Records and headquartered in Paris—will handle distribution for Dot Records and Kapp Records in several European areas, including France, Belgium, and North Africa. For the present, all Music Hall records will be released here thru U. S. labels, on a non-exclusive basis.

Billy Byers, arranger, composer and jazz trombonist, has been signed to an exclusive arranging contract by Ventura and leaves at the end of this month for Paris, where he will function on an artist and repertoire level for the new label.

Byers, who is responsible for the musical arrangements on Max Liebman's NBC-TV spectaculars, retains permission to record as a jazz sideman for RCA Victor.

Ventura will record LP's and 78 singles for release abroad, but in view of the big increase in U. S. package sales recently, he will release only albums here at first. The first Music Hall package, a group of instrumentals recorded by Ventura's orchestra, are slated to be marketed in this country early next month under the Kapp label.

Duke Niles, who heads up Ventura's publishing firms here, will handle negotiations between Music Hall and American labels, while a full-time staff will operate from Paris, where a regular schedule of releases for 1956 is already in the works.

U. S. Trade Eyes French Ct. Fine in Radio Tape Case

NEW YORK, Jan. 7.—Speculation developed here this week on the possible effect of a decision by the French courts fining Urania Records in the long-pending case against the diskery by pianist Walter Gieseking, the Vienna Philharmonic and the late conductor Wilhelm Furtwangler.

A similar action, seeking redress for alleged unauthorized recordings made from East German radio tapes, has been in the courts here for about two years.

The French judgment set a levy of about \$50,000 against Urania and its Paris affiliate, according to published reports.

These reports were challenged by Urania representatives here. Abraham Lowenthal, attorney, asserted that "our information is that the judgment amount is under half the reported sum." He added that the official court opinion had not been handed down as of Thursday (5). Lowenthal expects to be in Paris within the next few days, at which time he will check the situation personally.

JUMPIN' MOVIE B. O.

Hollywood Musicals to Rule Nation's Screens in 1956

Continued from page 1

plot material and starring Frank Sinatra, Bing Crosby and Grace Kelly; "The Opposite Sex," a film heavy on the music side, although not a strict musical, "Invitation to the Dance," a Gene Kelly starer, which will borrow heavily from the classics for score material, and "Meet Me in Las Vegas," with Dan Dailey and a new song cycle.

Paramount's 1955 music-film bill included "Three-Ring Circus," with Martin and Lewis; "Mambo," with Sylvano Mangano; Bob Hope's "Seven Little Foys," Martin and Lewis' "You're Never Too Young" and "Artists and Models."

For this year, Paramount will ready Martin and Lewis' "Pardner," using new Sammy Cahn-Jimmy Van Heusen song material; "The Court Jester," starring Danny Kaye, with songs by Sylvia Fine and Sammy Cahn; Bing Crosby's "Anything Goes," "The Vagabond King," with Kathryn Grayson and new Rudolf Friml songs to enrich the now classic Friml score; "The Birds

and the Bees," which will mark George Gobel's movie debut and will use tunes by Harry Warren and Mack David; "That Certain Feeling" and a revamped version of Broadway's "King of Hearts" using the old George and Ira Gershwin songs along with new material provided by Johnny Mercer and Harry Arlen.

Other musicals coming from Paramount include a new Bing Crosby film now being prepared by Robert Emmett Dolan (produced "Anything Goes" and "White Christmas"), a music-heavy film of "Gertrude Lawrence as Mrs. A," based on the Richard Aldrich book, "The Red Nichols Story," using the band leader's biog to tie together a string of songs, and "Papa's Delicate Condition," starring Fred Astaire.

Wagner Film by Republic

Republic last year was sans a music film. This year it will release the life of Richard Wagner

titled "Magic Fire." The film was produced by William Dietrlé on location in Germany and is expected to create a popular appreciation of the music-drama master.

In 1955, 20th Century-Fox issued "Daddy Long Legs," "Carmen Jones" and "No Business Like Show Business." For 1956, Fox has scheduled "The King and I," "Can Can" and "Carousel," to cash in on the Broadway-built box office. Others include "The Best Things in Life Are Free," which dips into the tune treasures of Buddy De Sylva, Henderson and Brown. A music-drama, "Solo" will tell the story of progressive jazz pianist, and "Do Re Me" will use Garson Kanin's tongue-in-cheek treatment of a juke-box operation to frame the films' musical contents.

Universal-International gave the screen three music films during the past year, "The Second Greatest Sex," "Ain't Misbehavin'" and "So This Is Paris." Five musicals are scheduled for 1956 as of now, with others expected later, including "The Benny Goodman Story," "Kelly and Me," "Song o' Norway," "Emperor Jones," "Unfinished Symphony" (the life of Franz Schubert) and "The Bill Robinson Story."

Warner Bros. released four musicals in 1955: "Young Heart," "A Star Is Born," "Pete Kelly's Blues," and Liberace's "Sincerely Yours." Warners' 1956 production schedule is far from complete at this writing, but already includes the following films: Mario Lanza, "Serenade" and Ed Sullivan's "Toast of the Town," with additional entries expected to take the number of music films far above last year's.

HAPPY NEW YEAR

8 'Opry' Units Chalk 150G In One Day

NASHVILLE, Jan. 7.—WSM's "Grand Ole Opry" established a booking record for a single day New Year's Day when eight "Opry" units played to approximately 100,000 paid admissions in eight different cities. According to Jim Denny, head of WSM's talent bureau, the eight units grossed around \$150,000 for the one day.

Martha Carson, the Carlisles and Ferlin Huskey, with the Hushpuppies, held forth in Detroit New Year's Day. Richmond, Va., saw Carl Smith, the Tunemsmiths, the Carter Sisters and Justin Tubb. Canton, O., had Jimmy Dickens and His Country Boys, Del Wood, the Louvin Brothers and Cousin Jody.

Johnny and Jack, Kitty Wells, Red Sovine, George Morgan, Cowboy Copas and Goldie Hill were the features at Dayton, O., and Des Moines laid it on the line to see Minnie Pearl, Faron Young and the Wilburn Brothers.

Hank Snow, the Rainbow Ranch Boys, Benny Martin, Lew Childre, the Duke of Paducah and Rod Brasfield played St. Louis, and the "Opry's" Grandpa Jones worked Kansas City Mo., with outside talent. Webb Pierce appeared in the St. Louis show.

SPIER'S GROUP MISSES POINTS

NEW YORK, Jan. 7.—The list of "1955's Top Publishers" printed in The Billboard last week failed to combine the point scores of "Moments to Remember" (Beaver) and "No More" (Maple Leaf) and assign them to the Larry Spier group. With a total of 1,762 points, the Larry Spier group would then have rated in the 15th position.

'DAVY' YEAR'S TOP TUNE

'Tweedle-Dee' Is 2d In Peatman Survey

NEW YORK, Jan. 7.—Wonderland's "Ballad of Davy Crockett" takes the top position in the Peatman annual survey of song hits with the largest radio and TV audiences, with Progressive's "Tweedle Dee" in the No. 2 slot. A comfortable third was "Melody of Love" (Shapiro-Bernstein-Presser), followed respectively by "Love Is a Many-Splendored Thing" (Miller) and "Something's Gotta Give" (Robbins).

The second five, in order of their rank, are "Unchained Melody" (Frank), "Cherry Pink" (Chappell), "Mister Sandman" (E. H. Morris), "Yellow Rose of Texas" (Planetary), and "Learnin' the Blues" (Barton).

Of the top 35 tunes listed by the survey, 16 are derived from productions—either stage, film or TV. Five are credited to TV: "Davy Crockett," from Walt Disney's "Davy Crockett"; Barton's "Love and Marriage," from "Our Town"; Witmark's "Hard to Get," from "Justice"; Advanced's "Play Me Hearts and Flowers," from the production of the same name, and Hill and Range's "Let Me Go, Lover," from the TV production of that name. In the last-named case, it will be recalled that the tune had an earlier unsuccessful debut as "Let Me Go, Devil."

Seven of the top 35 were derived from films. These are "Love Is a Many-Splendored Thing," from the film of the same title; "Something's

Gotta Give," from "Daddy Long Legs"; "Unchained Melody," from "Unchained"; "Cherry Pink," from "Underwater"; Myers' "Rock Around the Clock," from "Blackboard Jungle"; Feist's "I'll Never Stop Loving You," from "Love Me or Leave Me," and "Count Your Blessings," from "White Christmas."

From the musical legit came Chappell's "Young and Foolish," from "Plain and Fancy"; Frank's "Hearts," from "Damn Yankees"; Chappell's "All of You," from "Silk Stockings"; Frank's "Whatever Lola Wants," from "Damn Yankees."

In the standard field, "Happy Birthday to You," credited to Sunny Music, topped the list of 35 tunes. The ditty went to public domain a couple of years ago. Runners-up, respectively, for 1955, were listed as Harms' "Tea for Two," Famous' "Lover," Harms' "Just One of Those Things" and Berlin's "White Christmas."

'Birdland' LP Is Sleeper For Victor

NEW YORK, Jan. 7.—RCA Victor's jazz department apparently has come up with its first hit album; its unique "Lullaby of Birdland" package is shaping up as a genuine sleeper. The set, which includes no less than 12 different jazz versions of the tune, was issued in mid-December and, according to the diskery has sold 10,282 copies in its first 21 days.

This sales mark, achieved without benefit of company promotion, has induced the diskery to go all out on behalf of the issue.

Radio-wise, Victor is sending 1,200 12-inch LP's to as many deejays. This is in addition to 400 copies already purchased by the publisher, Patricia Music (affiliated with Broadcast Music, Inc.). Jack Lewis plans to hit the promotion trails for several weeks this month to line up air plugging, etc.

Victor and the local Birdland jazz nitery meanwhile have teamed up to sponsor a distributor contest wherein the man with the best sales performance on the set will get an all-expense-paid trip to New York, including visits to the club.

RCA Promotes Dunn, Racusin

NEW YORK, Jan. 7.—Two major administrative changes at RCA Victor will become effective this week. Emmett Dunn, who has been controller since 1951, has been named manager of custom records administration, a newly created post, and Norman Racusin, former manager of financial operations, will succeed him as controller.

The new appointments were made by Howard Letts, manager of record operations for Victor. Jim Davis continues as manager of the custom record division.

Dunn has been with Victor since 1941, when he joined the company as an accountant. Racusin joined in 1950, starting as a budget analyst.

March of Dimes-RCA VICTOR Starliner to visit major cities in east and midwest

With this trainload of RCA Victor stars in person!

EDDY ARNOLD	MIKE PEDICIN QUINTET
DIAHANN CARROLL	JIM REEVES
EDDIE FISHER	JOE REISMAN
SUNNY GALE	HENRI RENÉ
HOMER & JETHRO	THE RHYTHMETTES
TEDDI KING	TERRI STEVENS
RICHARD MALTBY	TONY TRAVIS
VAUGHN MONROE	HUGO WINTERHALTER
LOU MONTE	NAN WYNN
JAYE P. MORGAN	

GREATEST STAR TRAIN IN HISTORY TO VISIT 12 CITIES

When you see those gleaming blue-and-white Pullman cars, you'll know it's the special March of Dimes-RCA Victor Starliner pulling into town. On board will be as many as 20 great RCA Victor recording stars, stopping in 12 major cities between now and January 21 . . . the biggest deejay-radio-TV-press junket in record history!

It's for one of the world's worthiest

causes . . . the National Polio Foundation's March of Dimes. The Starliner will spend approximately one whole day in each of these cities: NEW YORK; BOSTON; CLEVELAND; DETROIT; CHICAGO; MILWAUKEE; ST. LOUIS; CINCINNATI; PITTSBURGH; WASHINGTON; BALTIMORE; PHILADELPHIA. See complete itinerary at bottom.

TOUR ESPECIALLY FOR DEEJAYS, PAPERS

The stars will not perform or engage in any direct fund raising on the tour. Instead their time will be devoted to visiting and cutting tapes and inter-

views with deejays and radio and TV reps. They'll also spend some time with local newspaper reporters and photographers in each city.

AROUSE PUBLIC FOR FIGHT AGAINST POLIO

Major purpose of this history-making Starliner is to dramatize the big job still left to be done by the March of Dimes in its heroic war against Infantile Paralysis. The artists will concentrate on working with deejays to

insure maximum radio-TV plug-time for the March of Dimes 1956 campaign. Now that polio is on the run . . . the March of Dimes needs more support than ever before to keep up the winning battle in 1956!

WATCH FOR THE SPECIAL TWO-CAR CARAVAN!

Stars will be traveling in two special blue-and-white Pullmans with the tour's name in three-foot-high letters. Most of the artists will make just about the entire 12-city tour, but personnel aboard the Starliner will change

in certain cities to permit professional commitments elsewhere. Information on artist personnel to visit each city will be available through local RCA Victor distributors in plenty of time before the train's arrival.

GET ABOARD! MAKE THIS THE BIGGEST MARCH OF DIMES YEAR YET!

These great stars are going all out to make this the biggest year yet in the battle against polio in these twelve key cities! Deejays, radio and TV publicity

men . . . it's your opportunity to help put the March of Dimes over the top for 1956: GET ABOARD THE STARLINER AND PITCH IN!

MARCH OF DIMES-RCA VICTOR STARLINER



New York City Departure Ceremonies beginning at 10 pm (Jan. 10) to 12:45 am (Jan. 11)

CITY	DATE	ARRIVE	DEPART
Boston	Jan. 11	11:40 AM	7:20 PM
Cleveland	Jan. 12	12:02 PM	
	Jan. 13		12:30 AM
Detroit	Jan. 13	7:00 AM	11:40 PM
Chicago	Jan. 14	7:20 AM	
	Jan. 15		8:15 AM
Milwaukee	Jan. 15	9:40 AM	8:10 PM
St. Louis	Jan. 16	7:08 AM	10:40 PM
Cincinnati	Jan. 17	7:30 AM	11:00 PM
Pittsburgh	Jan. 18	6:40 AM	
	Jan. 19		12:06 AM
Washington, D.C.	Jan. 19	8:35 AM	
	Jan. 20		11:00 AM
Baltimore	Jan. 20	11:41 AM	
	Jan. 21		10:41 AM
Philadelphia	Jan. 21	12:12 PM	7:17 PM

Haydn Society Files Petition

NEW YORK, Jan. 7. — The Haydn Society, Inc., filed a petition this week in U. S. District Court here, for an arrangement under Chapter XI of the Chandler Act

In the petition, the indie LP classical diskery proposed a 33 1/3 settlement of outstanding liabilities, payable in four equal annual instalments. With acceptance of the arrangement by creditors, the label looks to continuation of normal business activity.

Liabilities of \$166,860 as against assets of \$125,729 were listed. Among the creditors, those with the largest claims against the firm include: Columbia Records, \$81,165; Huxley House, \$9,327; La-Boite Musique (Paris) 2,588, and Les Discophiles Francais (Paris), \$1,796.

In an affidavit, it was stated there were no actions pending or judgments against the firm, but that creditors had threatened to sue.

ANOTHER BMI "PIN-UP" HIT



DUNGAREE DOLL

Recorded by **EDDIE FISHER** Victor
THE ROCK BROTHERS King
 Published by **E. B. MARKS MUSIC CORP.**

DIRECT From The Orient... our NEW HIT

THE JAPANESE FAREWELL SONG

Sensationally recorded by **KAY CEE JONES** on Marquee

RANGER MUSIC, INC. 1419 Broadway New York 19, N. Y.

NEW RELEASES

"WHISLIN' WILLIE"
5 Encores—Rama

"DANCE WITH A ROCK"
Esquire Boys—Dot

"BLUES FOR TENN."
Rusty Wellington—Arcade

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

A Big Winter Ballad!

The First Snowfall

The voices of Walter Schumann RCA = 47-6318
 Bing Crosby Decca = 29777
 Page Cavanaugh Trio Olympic = DL-805-A-X
 M. Witmark & Sons

PROMOTION SERVICES FOR RECORD FIRMS
 covering Cincinnati, Columbus, Cleveland, Detroit and Pittsburgh.
EDWARD SAPHIER
 P. O. Box 271 Cincinnati 1, Ohio
 Phone: WOodburn 1-8864

ABC insures Billboard readers of a high standard of useful editorial services

MUSIC AS WRITTEN

U-I'S SHORT FEATURES SAUTER-FINEGAN

A 20-minute film short featuring the Sauter-Finegan ork, RCA Victor unit, has been completed by Universal-International. Victor held a press preview showing and cocktail party at its Johnny Victor Theater Friday (6). U-I also has a short by Victor country artist Eddy Arnold scheduled for release in the near future.

LANNY ROSS TO OPEN AT ST. REGIS

Singer-deejay Lanny Ross, WCBS, New York, returns to the niter scene here for the first time in several years when he opens a two-week engagement at the St. Regis Hotel February 23. Ross, who inked a new long-term contract with WCBS this week, plans to be more active in the niter personal appearance field, and will follow the St. Regis date with other club bookings. Meanwhile he is scheduled to perform at a special show for execs of the Imperial Glass Company in Reading, Pa., January 28

CREW CUTS TO NOTE 2D U. S. BIRTHDAY

On Tuesday (10) the Crew Cuts, the all-Canadian group, will celebrate the second anniversary of their States-side debut, which occurred on a Cleveland TV station. The lads appeared Saturday (7) on the first of a scheduled series of appearances on the Dorseys' "Stage Show" seg on CBS-TV. They represent the first of several teen-ager attractions engaged by the seg to hypo its youth appeal.

SORIA'S AM FESTIVAL TO GO NETWORK

Dario Soria—he's president of Angel Records—radio program, "Festival of Opera," goes network Sunday (8) over the Mutual Broadcasting System. The sustainer has been a regular Sunday feature over WOR, New York, since early 1951. Soria is commentator and plays recordings of complete operas each week. All labels are represented on the show.

ROCK-ROLL AND JAZZ BOTH FOR HIBBLER

Al Hibbler will alternate between rock and roll fans and jazz audiences for the next four weeks. The singer heads up a rock and roll bill on stage at the Los Angeles Paramount Theater January 11-18 and at the San Francisco Paramount January 19-26. After this he returns to New York for Birdland's two-day jazz concert at Carnegie Hall February 3 and 4.

CANTOR TO CUT 'HEART' FOR '56 FUND DRIVE

Eddie Cantor will record "You Gotta Help Heart," a special adaptation of the "Heart" tune from the current stem music comedy "Damn Yankees," as the theme song of the 1956 Heart Fund Drive. Jerry Ross, who co-authored the tune with the late Richard Adler, has okayed the adaptation.

The March of Dimes Fund Drive committee has also turned to the pop song ranks for promotion purposes. The recent pop tune, "Wake the Town and Tell the People," with special lyrics, has been selected as theme for the drive.

New York

Cadence's promotion chief, Bob Komheiser, left New York Friday (6) on a three-week tour to plug the label's new Archie Bleyer waxing and the Pee Wee Irwin album with distributors, dealers and deejays. He'll cover Philadelphia, Pittsburgh, Cleveland, Cincinnati, St. Louis, Milwaukee, Buffalo, Boston, Detroit, Toledo, O.; Albany, N. Y., and Erie, Pa. . . . Publicity-promotion exec Len Wolf and his frau welcomed a new daughter, Adrienne Lee, Wednesday (28). . . . Local radio station WOV has launched its 10th annual jazz scholarship competition, with closing date for applications January 29, and finals set for late March. The contest offers scholarships to high school and college students. Jazz pianists Mary Lou Williams, George Wall-

ington and Hank Jones have been engaged as teachers.

Bethlehem Records has signed Sal Salvador, jazz guitarist who recorded most recently for Capitol. . . . Virginia Wicks is handling press relations for thrush Julie London (Liberty), and Dick Gersh is now flacking for Jeff Clay (Coral) and Pat Bolton (Jubilee). Clay also signed a personal management pact with Ed Bonner, St. Louis deejay. Noel Kramer has inked management deals with Martha Hayes, who is cutting an LP for Jubilee, and with the Giovannis. The latter group, just over from Europe, sings in five languages, its members play at least three instruments each and they also do juggling, acrobatics and a unicycle act.

Record promotion rep Lenny Wolf and his wife, Lila, are proud parents of a daughter, Adrienne Lee, born December 28. . . . Erroll Garner trio opened a 10-day stint at Baker's Keyboard Lounge, Detroit, Thursday (5). The group moves to the Cotton Club, Cleveland, Monday (16). . . . WINS jockey Alan Freed is chairman of Teen-Agers March for the Childhood Nephrosis fund drive February 25. Marchers, recruited from Freed fan clubs, will canvass houses in the metropolitan New York area for contributions.

Kidstar Barry Gordon kicks off his new disk, "Rock Around Mother Goose," Saturday (14) on the Perry Como NBC-TV show. Disk will be in stores the following Monday.

Al Calder is handling deejay promotion on Al Martino's new Capitol waxing "Journey End." . . . NBC Producer Parker Gibbs and frau Jane vacation-cruise to Nassau this week. . . . Ralph Young will guest on "Hollywood's Best," on NBC-TV's Hollywood flagship Monday (8). . . . Press agent Ed Smollett, who handles the Club Bohemia here, and Dorothy Olsen wrote the lyrics for Diahann Carroll's new Victor platter "I Went to the Village." . . . Joan Distler, formerly secretary to Herman Diaz and Jack Lewis at Victor, has replaced Jean Dinegar as secretary to Manie Sacks. Latter white collar fem is on maternity leave from the label.

Hollywood

Young Dena Kaye bows on wax shortly, accompanied by her dad

Young Urges

Continued from page 14

in violation of the Consent Decree and the Articles of Association.

Smaller members find it almost impossible to get performances on commercials, and their livelihood is threatened, Young's group stated. Noting that band leaders were considering elimination of ASCAP music, Young claimed that remedial action should be taken at once "in advance of possible action by the Anti-Trust division of the Department of Justice."

Goes to D. C.

On Thursday (5), however, Young had already gone to Washington to talk with Justice Department officials. He said they stated they would "look into the matter at once."

Young's group further told ASCAP that the bulk of money formerly distributed for network sustaining plugs would not be added to the "swollen" incomes of a handful of publishers, to whom this additional income is of minor consequence. It was also urged that members of the ASCAP classification committee, in attendance at the meeting, themselves pass upon the request to repeal that part of the new plan which alters the value of network sustainers.

ASCAP took the matter under advisement. Present for ASCAP were Stanley Adams, Dick Murray, Walter Kramer, Alex Kramer, Saul Bourne, George Meyer, Herman Starr, Max Dreyfuss and others. With Young were Vincent Lopez, Johnny Messner, ASCAP member George Albert and Sidney W. Rothstein, the latter representing Cosmopolitan Music.

in a pair of sides etched for Decca here recently. Spencer-Hagen ork backed the date, supervised by Sonny Burke. . . . Nelson Riddle is currently tuning up Frank Sinatra's indie film, "Johnny Concho." . . . Rush Adams opened a four-week stint at the Keyboard, Beverly Hills, last week. . . . Yma Sumac began rehearsal for her three-week date at the New Frontier Hotel, Las Vegas, Nev., beginning February 6. . . . Songwriter Pony Sherrell is currently dickering for a recording contract with Ampar Records. Formerly under contract to Coral, she'll continue songwriting with partner Phil Moody. . . . Nellie Lutcher began a limited engagement at the Castle Restaurant this week (6). . . . Disk jockey Jack Wagner, KHJ, turns actor for a bit part in an upcoming Ozzie and Harriet teleshow. . . . Samuel Salzman, Allied Record Manufacturing Company exec, has left for New York regarding new record manufacturing techniques and methods.

Russ Morgan ork inked for a 12-week stand at the Cafe Rouge, Statler Hotel, New York, beginning February 9. . . . Hal Levy conducts the lyric writing course at UCLA starting February 7. . . . Wini Beatty pianist, and Lou Gary, bass, have been re-optional thru January at Noel Clarke's Palm Springs Ranch Club.

Best Selling SHEET MUSIC IN BRITAIN For Week Ending December 31

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

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

Best Selling POP RECORDS IN BRITAIN For Week Ending December 31

Published thru the courtesy of The New Musical Express, Britain's Foremost Musical Publication.

This Week	Last Week
1. ROCK AROUND THE CLOCK	2
Bill Haley Comets (Brunswick)	
2. MEET ME ON THE CORNER	3
Max Bygraves (HMV)	
3. LOVE IS A MANY-SPLENDORED THING, Four Aces (Brunswick)	5
4. TWENTY TINY FINGERS	6
Stargazers (Decca)	
5. ROCK A' BEATIN' BOOGIE	21
Bill Haley Comets (Brunswick)	
6. NEVER DO A TANGO WITH AN ESKIMO, Alma Cogan (HMV)	10
7. SUDDENLY THERE'S A VALLEY	8
Petula Clark (Nixa)	
8. HAWK EYE	7
Frankie Laine (Phillips)	
9. CHRISTMAS ALPHABET	1
Dickie Valentine (Decca)	
10. LET'S HAVE A DING DONG	4
Winfred Atwell (Decca)	
11. WHEN YOU LOSE THE ONE YOU LOVE, David Whitfield (Decca)	12
12. AIN'T THAT A SHAME	14
Pat Boone (London)	
13. THE BALLAD OF DAVY CROCKET, Bill Hayes (London)	
14. SOMEONE ON YOUR MIND	16
Jimmy Young (Decca)	
15. OLD PIANNA RAG	18
Dickie Valentine (Decca)	
16. SUDDENLY THERE'S A VALLEY	13
Jo Stafford (Phillips)	
17. ROCK ISLAND LINE	
Lionie Donegan (Decca)	
18. 16 TONS	
Tennessee Ernie Ford (Capitol)	
19. ARRIVERDICI DARLING	17
Anna Shelton (HMV)	
20. PICKIN' A CHICKEN	25
Eve Boswell (Parlophone)	

For Birthday

Continued from page 14

been dropped from \$4.98 to \$3.49 on 12-inch platters and from \$2.98 to \$1.99 on the 10-inchers.

London is also offering a special kit of sales aids to dealers to help hypo business during the promotion. The kit includes a 22 by 35-inch window streamer announcing the event, three 12-inch browser box cards for London International, Telefunken and L'Oiseau-Lyre, newspaper mats announcing the sale and a complete numerical listing of all records being offered.

Another feature of the promotion is a special advertising allowance for dealers, based on the number of records purchased. For 100 to 200 records purchased, for example, an ad allowance of 10 cents per 12-inch LP is made. For 200 to 300 disks, the figures rises to 20 cents per disk, with the highest allowance of 30 cents being made where more than 300 records are ordered. For credit, dealers must submit tear-sheets of ads, carrying the mats originally provided.

Columbia Club

Continued from page 14

test. Lutz, formerly a sales exec with Haydn Society and Urania Records, will have as his continuing responsibility liaison with dealers on club matters.

On the radio level, to be tried out initially early next month in a still unnamed city, a spot campaign will solicit inquiries for a club "sampler." This disk will contain excerpts from club LP's and will be sent to listeners upon payment of \$1. At the same time, listeners will receive a list of dealers in their area with the suggestion that they check off the name of the store they wish to get credit for their membership upon joining the club. The \$1 fee will be credited toward club purchases.

NOW... AND ALL THROUGH THE WINTER SEASON

Leroy Anderson's

Sleigh Ride

100% Recorded

MILLS MUSIC

Songs Bourne To Live!

UNFORGETTABLE

and

ROSANNE

Bourne, Inc. 136 W. 52d St N. Y. C., N. Y.

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

I'LL CRY TOMORROW

ROBBINS MUSIC CORPORATION

THESE HANDS

recorded by

HANK SNOW... RCA Victor

JERRY JERICHO... Daffan Records

HILL & RANGE SONGS

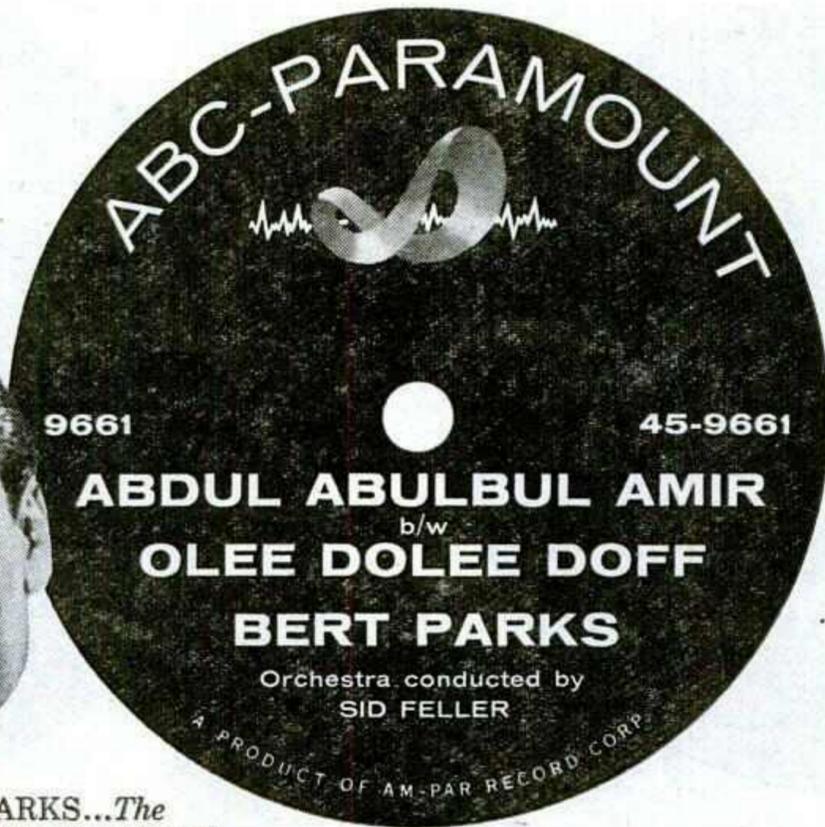
JOHN LESLIE...A brand new singing voice with that "special something"!



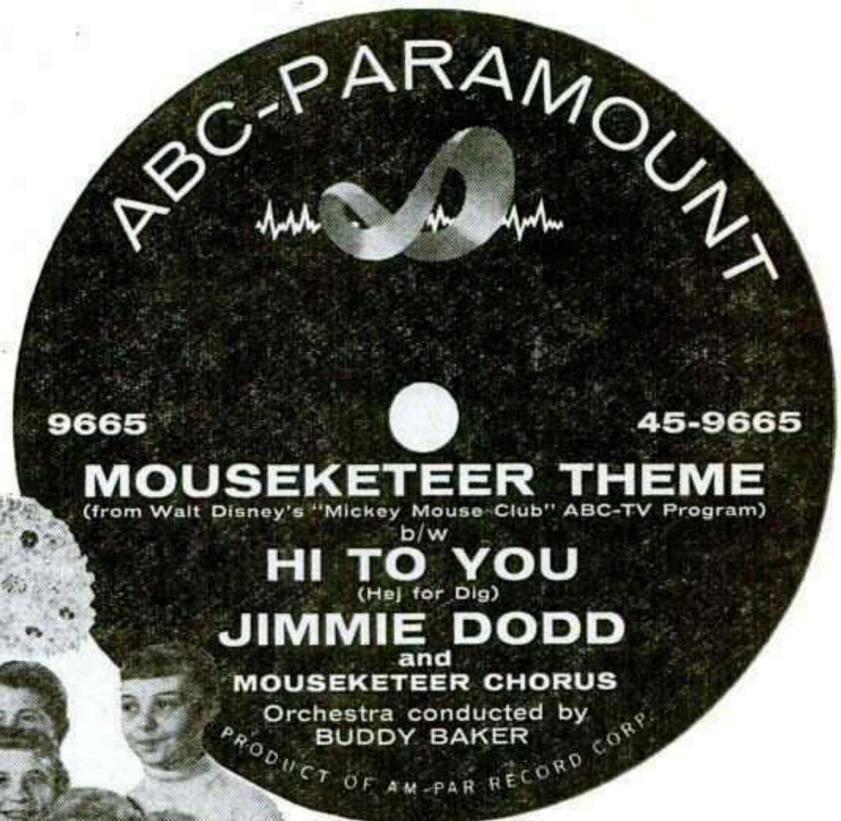
THE NEWEST FROM AMERICA'S FASTEST MOVING NEW LABEL!



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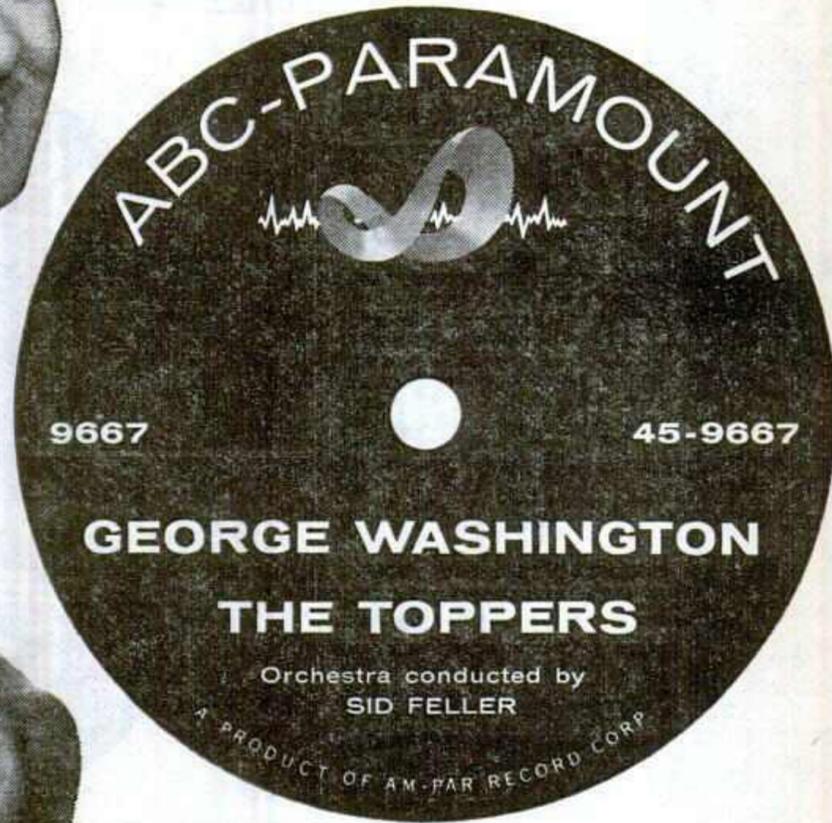
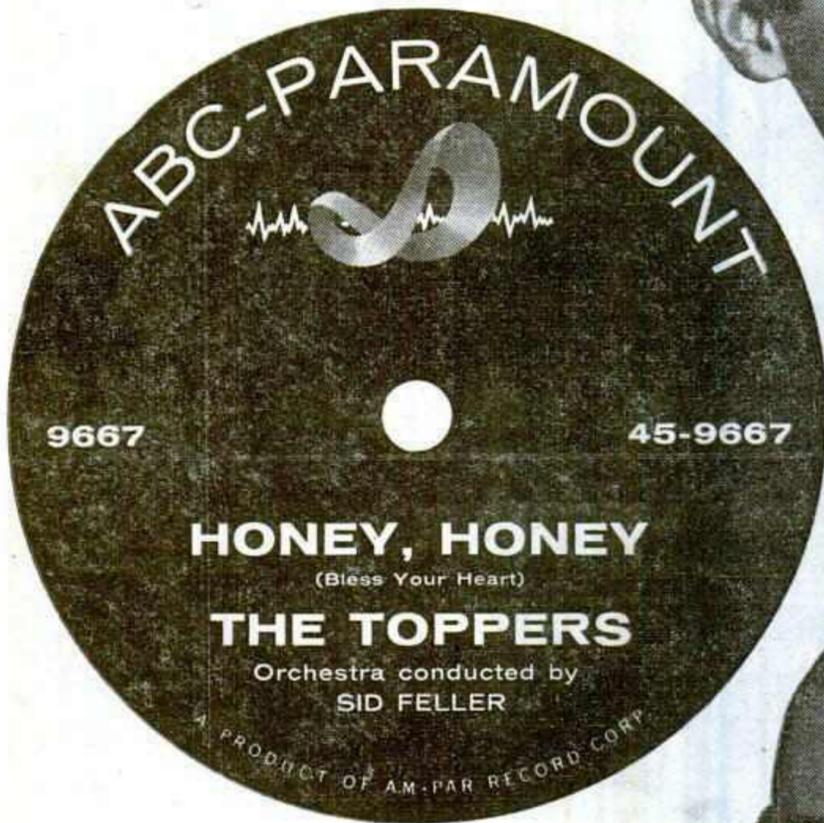


The closing theme of the Mickey Mouse Club Show by the stars of the fastest selling kiddie record in the country, "The Mickey Mouse Club March."





THE TOPPERS...*Featured on the Arthur Godfrey Shows... come up with two top new sides!*



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*Sings her way to hitdom
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New York, N. Y.
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THE STORY OF NUEVO LAREDO

THE SONG THAT
INSISTED
ON BEING A HIT



by **LES PAUL**
and **MARY FORD**

In March of 1955 the great Les Paul and his lovely and talented wife, Mary Ford, cut a record of a fascinating, little two-tempoed tune called "Nuevo Laredo." Les and Mary, of course, cut a number of other tunes on this session, and (like all top artists) had a substantial number of other sides in the can. The fortunes of the music-record business being what they are, the decision was made to re-release "Nuevo Laredo" as one-twelfth of a twelve side LP, called "LES AND MARY," as well as in three EP's, constituting Parts 1, 2 and 3 of the aforementioned LP.

There were some fine tunes in that LP, all of them performed in the inimitable star-dusted manner of Les and Mary. The LP fell into the hands of a substantial number of disk jockeys, and naturally they began to play the songs in the LP. In various far-flung and unrelated sections of the country, calls began to come in to radio stations. Listeners insisted "Nuevo Laredo" was a hit and demanded to know why it wasn't available as a single. In Los Angeles, for example, Johnny McShane of KMPC, Los Angeles, got so many calls he began to play the record as though it were a single, and in the Cash Box for September 3rd, listed it as Number 8 on his list of Most Played Single Records (an unprecedented development in the music business). In Worthington, Ohio, Music Director Kay Lahusen of WRFD wrote the Capitol Distributor in Cleveland as follows:

"Dear Sir:
We have just received a copy of the EP containing Les Paul and Mary Ford's "Nuevo Laredo." This is certainly the outstanding number on the EP. It is the unanimous opinion of the DJ's here at WRFD that this song is a potential hit that will certainly succeed if it gets the exposure it deserves.

Probably this song would do better if it were out as a single. We believe that you could hit another million by pushing it as a single. At any rate, we'll be doing our part by playing a lot of this very pretty tune just made for Les and Mary."

These two situations, with slight variations, kept repeating themselves all around the nation. Until, this week, Capitol and Les and Mary decided they had a hit on their hands, and released "Nuevo Laredo" by Les Paul and Mary Ford as a single.

The moral of the story, of course, is that while one of the toughest tasks in the world is finding a hit song, and making a hit record—some songs just insist on becoming national hits. Especially when they're made by fine artists like Les and Mary.

The undersigned (the publishers, of course) are truly grateful to Les and Mary, and especially thankful to all the disk jockeys around the country, who kept on playing "Nuevo Laredo" as though it were a single record instead of a fraction of an LP. Now that it has become the new Les & Mary single, we know nothing can stop it from becoming one of the big new hits of the New Year.

TRINITY MUSIC, INC.

JOE CSIDA, CHARLIE GREAN & ED BURTON

• Review Spotlight on . . .

ALBUMS

Popular

TOPS IN POPS (1-EP)—Rusty Draper, Georgia Gibbs, the Crewcuts, Sarah Vaughan. Mercury EP 1-4019

The latest in Mercury's monthly "Tops in Pops" series of 98-cent EP's can hardly miss sales-wise, in that it offers buyers a bargain package of four of the label's current best-selling sides for little more than the price of one single. Colorfully jacketed, the EP includes Sarah Vaughan's "C'est La Vie," Rusty Draper's "Are You Satisfied?," the Crewcuts' "Angels in the Sky," and Georgia Gibbs' "Goodbye to Rome."

Jazz

CONCORDE (1-12)—The Modern Jazz Quartet. Prestige LP 7005

Considering the critical esteem that the Modern Jazz Quartet enjoys, comparatively few recordings have been made available. Some of their outstanding recent work is presented here.

The classic form and sensitive workmanship of previous albums is evident, as is a more showmanly flair and a swingier rhythmic feel. For a sample of the ensemble at its best, demonstrate "Softly as in a Morning Sunrise," long a highpoint in the group's repertoire. John Lewis' "Concorde," after which the album is named, is an interesting adaptation of the fugue to jazz uses. An artistic bull's-eye that will sell well to an ever increasing, discriminating public.

SHEARING IN HI FI (1-12)—George Shearing Quintet. M-G-M E 3293

George Shearing's particular brand of cool jazz has a loyal, strong following, and this—his latest LP—should enjoy the same steady sales success accorded his wax packages in the past. The 12 instrumentals—mostly standards—include stand-out treatments of "A Sinner Kissed an Angel," "Spring Is Here," and a couple of off-beat Latin-American arrangements on "Ill Wind," and "Drume Negrita," augmented by some exciting congo and bongo drum work.

• Reviews and Ratings of New Classical Releases

PROKOFIEFF: SONATA NO. 1 IN F MINOR; LECLAIR: SONATA NO. 3 IN D; LOCATELLI-YSAYE: SONATA IN F MINOR (AU TOMBEAU) (1-12)—David Oistrakh, Violin; Vladimir Yampolsky, Piano. RCA Victor LM 1987

A truly distinguished entry in the recorded violin repertoire. While there is no shortage of versions of the Prokofieff (two previous issues are by Oistrakh himself), none compare to this for sound or interpretation. Contrasting to the kaleidoscopic modern work are the two 18th century pieces on the flip. Oistrakh negotiates these with true classical purity and they are veritable gems. With the current Oistrakh publicity, these figure to enjoy a healthy sale.

BAND MASTERPIECES FROM GREAT BRITAIN (1-12)—Frederick Fennell conducting the Eastman Symphonic Wind Ensemble. Mercury MG 40015...74

Band concert music has been undergoing a resurgence the past couple of years. This album by Frederick Fennell and the Eastman Ensemble is a welcome contribution to this category of material. The composers represented in the package, Gustav Holst (Suite Nos. 1 and 2) and Vaughan Williams ("Toccata Marziale" and "Folk Song Suite") have been major figures in the concept of the band as a medium for concert music. The sound is excellent. Should be stocked by class shops.

HAYDN: SYMPHONY NO. 100 (MILITARY); SYMPHONY NO. 92 (OXFORD) (1-12)—Danube Symphony Or-

chestra; Seine Symphony Orchestra. Camden CAL 257

Bruno Walter is the conductor on these re-issues, leading the Vienna Philharmonic ("Danube") in the "Military" Symphony and the Paris Conservatory Orchestra ("Seine") in the "Oxford" Symphony. The present LP catalog contains superior recordings of both works, particularly from the point of view of sound, tho in process of transfer these have been considerably improved. The warmth and sensibility of Walter's Haydn has always been to the taste of many collectors, however, and until he does them again under better sound conditions, these will suffice. In any case, they make a well-paired economy buy.

MEYERBEER: PIANO CONCERTO NO. 1 IN G MINOR; PIANO CONCERTO NO. 2 IN D MINOR (1-12)—Reine Gnanoli, Piano; Vienna State Opera Orchestra; Milan Horvat, Cond. Westminster WN 18043

While there are no profound depths to either of these concerti, they are not mere virtuoso vehicles. However, Gnanoli makes no attempt to do more than work up a high surface polish in these recordings. The popular third movement of the First Concerto shows the pianist at her best. She brings it off note-perfect and thrillingly high-spirited. The lyric passages tho, are executed in a perfunctory manner, with little feeling. Thruout Gnanoli tends to overly fast tempi. Other of the First Concerto versions in the LP catalog are preferable; regarding the Second Concerto, the buyer has only one other choice.

• Reviews and Ratings of New Popular Albums

IT'S LOVE (1-12)—Lena Horne (1-12) Victor LPM 1148

Lena Horne's handsomely packaged album for RCA Victor aptly showcases the thrush's sultry vocal magnetism, tasteful phrasing and sock emotional impact. The gal sings 11 tunes, including some lesser known selections and several great standards . . . "Fun to Be Fooled," "It's All Right With Me," and the title theme among them. The last two selections received considerable play a few months ago when Victor released them as singles, and they're still the best things in the album. Lena Horne albums are scarce (only other available right now is a 10-inch M-G-M LP) so this package should do well sales-wise.

SPRING IS HERE (1-12)—Ray Charles Singers (1-12) M-G-M E 3162

Following their highly successful "Autumn Nocturne" album, the Ray Charles mixed chorus has come up with another exceptionally listenable and well-arranged selection. This time, the theme is spring but the idea is the same. There are 13 numbers each having to do with the given season. The group lends liquid and lush sounds, blending in fine fashion with instrumental backings. Altogether, it's a fine follow-up to the autumn package.

KERN FOR MODERNS (1-12)—Ted Heath Ork (1-12) London LL 1279

Ted Heath, England's counterpart of Stan Kenton, is scheduled to tour the U. S. shortly (on a concert bill with Nat Cole) so dealers may find an increased demand for his LP's. The veteran band leader has always had a steady if specialized market for his tasteful instrumental packages in this country, with deejays particularly strong for him. The LP's 12 great Jerome Kern oldies—"They Didn't Believe Me," "Dearly Beloved," "Why Was I Born?," etc.—give the package solid nostalgic impact.

WALTZES, WINE AND CANDLELIGHT (1-12)—David Carroll and his Ork (1-12) Mercury MG 20086

As the title suggests, this disk is devoted to that great and fluid mass of people known as lovers. Mood is set by the cover which pictures a soulful-eyed couple drinking champagne. Carroll follows thru with a dozen selections of a truly romantic cast, some of them familiar ("Tradewinds" and "Melody of Love" for example) and others less known but equally lush. Strings get the spotlight thruout and it's very pretty listening.

MUSIC FROM OUT OF SPACE (1-12)—Stuart Phillips and his Ork (1-12) M-G-M E 3287

Each one of these 11 compositions offers a musical image or interpretation of a familiar heavenly figure. For example, there are "Jupiter Jumps," "Uranus Unmasked," "Vibrations From Venus," and "Mars Meditates." These are lush arrangements by young conductor Stuart Phillips of neo-classical, modern compositions by Harry Revel of "Perfume Suite" fame. The total effect is one of colorful moods created by a full ork backed up with some wonderfully imaginative vocal sounds. The cover is an eye-catcher.

IF YOU BELIEVE (1-12)—Kay Armen (1-12) M-G-M E 3276

This is a fine package of inspirational songs. Kay Armen sings a dozen of them here—some derived from the pop field, and some from more traditional sources. Her reading in each case is warm and skillful. Included are "Take My Hand, Precious Lord," "I See God," "He," "The Bible Tells Me So," etc. The albums should be stocked by shops carrying a complete line; and it is likely to sell over a long period.

LONESOME GAL (1-12)—Lurlean Hunter (1-12) Victor LPM 1151

Miss Hunter, long touted by jazz artists who have played Chicago,

makes her disk debut at long last and proves to be a richly endowed pop vocalist, but with little disk-selling personality. The standards in this set, including such as "Alone Together," "But Not for Me," etc., are arranged in conventional pop fashion, and as such lack collector appeal. The cover, carrying a striking Lena Horne-type three-quarters face shot, will stimulate some sales interest.

THE ENCHANTING CHA CHA AND MAMBO (1-12)—Carlos Molina and his Music of the Americas (1-12) Sunset LP 300

Molina, one of the pioneers in the introduction of Latin music, does a dozen cha cha chas and mamboes here. The performance is sophisticated and very danceable. Selections include "Green Eyes," "Temptation," "Kissing Mambo," "Mi Nueva Cha Cha Cha" and mambo version of the Second Hungarian Rhapsody.

SHIVAREE! (1-12)—Jean Ritchie, Oscar Brand, Tom Paley, Harry and Jeanie West (1-12) Esoteric ES 538

Songs and dialog, pickin' and singing, some of it comic, are the ingredients of this Shivaree—or Chari-Vari—a type of wedding celebration which derives from ancient folk practices. Students of folk lore will find it of interest; but the package is not suitable for shops catering to a more general trade.

THE MOST BEAUTIFUL SONGS OF THE CELTS (1-12)—Ladda Bolger; Singer (1-10) ABC 141

Miss Bolger sings a dozen songs here in a pleasant, lyric voice. Included are "The Leprechaun," "Dinna Ask Me," "I Know Where I'm Going" and other folk pieces. Ise Sass accompanies at the piano. Package has a limited appeal.

GRASSE AUS DER HEIMAT (1-12)—Nana Gualdi, Willy Langel (1-12) Cadence CLP 1006

Tunes and artists currently popular in Germany make up this interesting survey. Of the four different soloists, the fem vocalist, Nana Gualdi, is probably the most engaging stylist. She sings the German hit "So Ein Tag." A tune that won great acceptance here as well as abroad, "Glaube Mir" (Answer Me, My Love), makes a fine vehicle for Erich Kassen, Willy Langel, a popular radio and TV personality, sings a few of the older songs including "Nach der Heimat Moecht Dch Wieder." Carl Bay rounds out the program with a group of sailor songs and folk tunes. This will be a good seller in German communities and will also appeal to those GI's and tourists who have gotten to know this music.

Jazz

THE JO JONES SPECIAL (1-12)—Jo Jones, Emmet Berry, Benny Green, Walter Page, Lucky Thompson, Freddie Greene, Nat Pierce and Count Basie—guest star (1-12) Vanguard VRS 8503

To all who can't understand the current Basie boom, and certainly to those who do, this set is urgently recommended. Nat Pierce is an excellent pianist in the Basie idiom, but when Basie himself takes over the piano for two takes of "Shoe Shine Boy," the happiness becomes transcendental. It's Basie and Jones reunited for a new recording of the first number they ever recorded together, back in 1936. Jones' own subtle melodic, and driving drumming—revolutionary then, is just as strong, and just as modern today, from the solo evidence on hand. But "Shoe Shine" is the item to demonstrate.

LET'S GO TO PREZ (1-12)—Lester Young With Count Basie (1-12) Epic LN 3168

Re-issues and previously unreleased Basie sides from the 1939-40 era. Trail blazing tenor saxman Young was the ace sideman in what many consider Basie's best band. It was a supple, swinging band, and some of Young's best prophetic tenor is on these sides. The current Basie boom and the scope of Young's influence makes this a potent package as re-issues go. Fine cover will appeal to

(Continued on page 26)

the Voice of Music the Voice of Music the Voice of Music

V-M THE LINE WITH THE S-I-Z-Z-L-E!

Hottest selling phonos in the field this year!

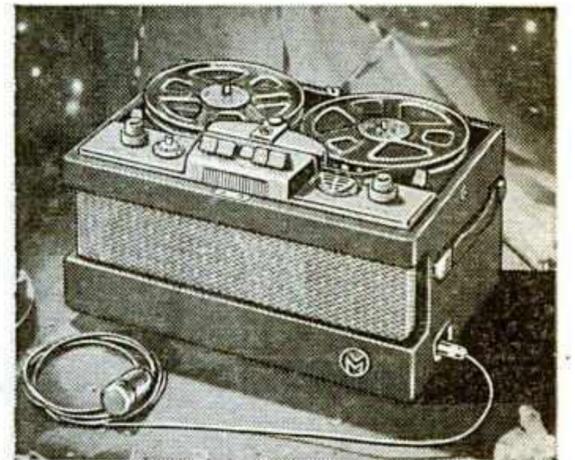
Light a fire under slow-moving sales with V-M—the line that sells itself! Easy to display . . . easy to move—Voice of Music phonographs are this year's fireballs for fast, profitable sales!



Deluxe 4-speed Table Model Dual-speaker Model 1285, Blonde or Mahogany at same price. List \$99.50*. Legs, black or brass, with record shelf, optional.



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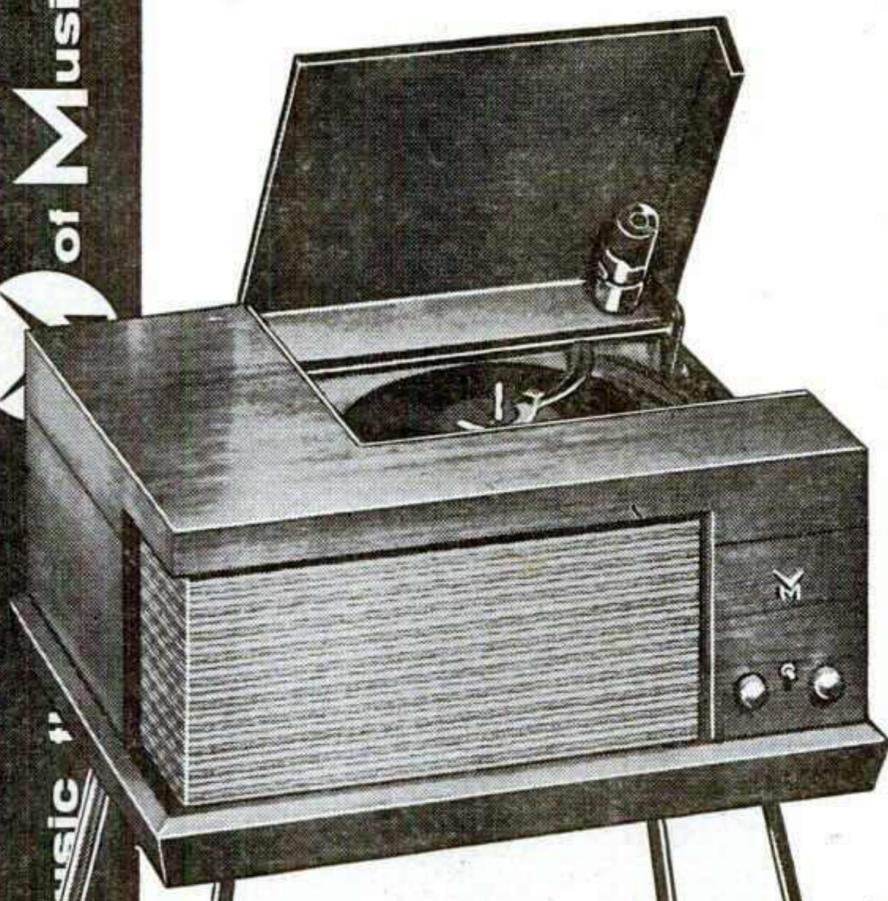
Versatile V-M tapeomatic® With ten top exclusive features! Model 700 comes in 2-tone gray leatherette. List \$179.95*. Matching console speaker \$46.50.



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fabulous!

Try to keep V-M 'Fidelis'® in the store. As fast as they go on display—out they go! Features V-M toneomatic; hi-fi three speaker system. Blonde or Mahogany at the same price—List \$149.50*. Walnut or Ebony slightly higher. Legs, black or brass, with record shelf, optional. Model 560.

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SECOND ANNUAL "PLEASURE-LAND" PROMOTION

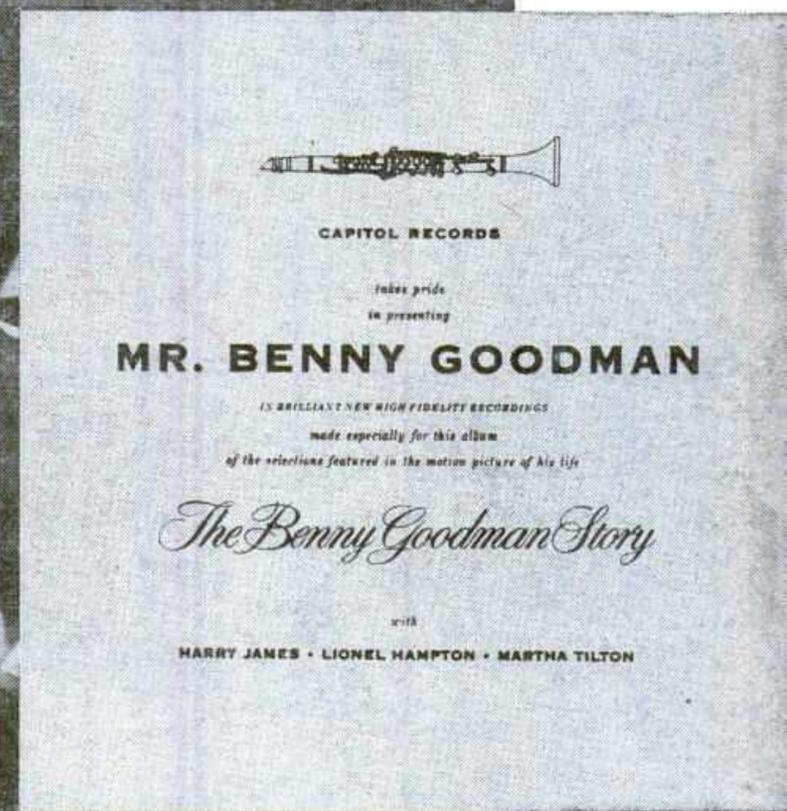
Now's the time to plan your big extravaganza of exciting sales and profits! Again, stage your "Voice of Music Days"! Make your store a "Pleasure-Land" of V-M tape-o-matics, 'Fidelis' high fidelity and popular portable phonos. Check with your V-M Distributor Salesman Today!

Diamond Needle offer

You can offer a \$28.00 Diamond Needle value for \$10.00 with V-M Model 560, 556, 565 or 1285 . . . and make money on the needle sale, too. Ask your V-M Distributor Salesman.

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



Lavish full-color window displays! Giant 5-ft. mounted and easel two dimensional window display plus regular-sized display to bring 'em inside!



Eye-catching counter promotion! Colorful, die-cut counter displays—plus consumer supplements for in-store hand-outs!



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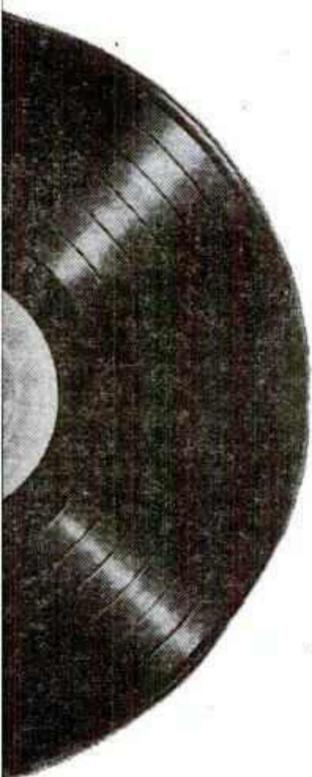
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THE ONLY HIGH FIDELITY ALBUM *of special recordings of selections featured in the motion picture—*

The Benny Goodman Story



It's the 'Hit-Album' of all time with "B.G.'s" all-time smash hits—

with!



HARRY JAMES



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- Avalon
- Moonglow
- China Boy
- Shine
- Good-Bye
- Memories of You
- Sing, Sing, Sing
- It's Been So Long
- Bugle Call Rag
- Let's Dance
- One O'Clock Jump
- Don't Be That Way
- Stompin' at The Savoy
- Down South Camp Meetin'
- And The Angels Sing

SEE YOUR CAPITOL SALESMAN FOR THE HOTTEST "PACKAGE" OF '56!



On Long Play: Album No. S-706 • On Extended Play: Albums FDM-706, FBF1-706, FBF2-706

ANOTHER SERVICE TO DEALERS:

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DISK DERBY

To put your top pop sales 'way out front! Enter this fast-moving merchandising promotion today.

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



2 BIG SPLASH COLOR POSTERS

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



3 FULL-SIZE AD REPRINTS

Colorful posters to build bigger sales for the "coming-up-strong" disks.



5 COPIES OF "THE NATION'S TOP TUNES"

The week's top 20 hits. Use 'em for counters . . . windows . . . and give-aways!

USE THIS HANDY ORDER BLANK TO START YOUR DISK DERBY PROMOTION SERVICE TODAY . . . we'll rush your first kit by return mail so it'll be there on the dot!

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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 _____

Reviews and Ratings of New Popular Albums

Continued from page 22

jazz buyers, too. "Broadway" and "Pound Cake" are among the selections.

CHARLIE VENTURA'S CARNEGIE HALL CONCERT77 (1-12")

Norgran MG N-1041
This concert, featuring Ventura with a small group of notables, took place in April 1947, which stamps it as something of a collector's item. The tenor man shines in plenty of wild solos but everybody gets ample chances to blow, i.e., Bill Harris, trombone; Charlie Shavers, trumpet; Curly Russell, bass, and the late Dave Tough, drums. For those days and these, this was a fine swinging group, particularly on the 12-minute ride of "Just You, Just Me." On this melée of sounds, the group was joined by a couple of sitters-in — Mary Lou Williams on piano and Margie Hyams on vibes—who lend even more drive to the proceedings. Leonard Feather contributes some interesting notes.

LISTEN TO THE BLUES WITH JIMMY RUSHING76 (1-12")

Vanguard VRS 8505
Just about as fine a jazz blues package as one can find. The original Count Basie vocalist is backed by the three original Basie rhythm men, plus the wonderful Kansas City pianist, Pete Johnson, who has been absent from wax far too long. Also present are former Basie-ites Emmett Berry, trumpet, and Buddy Tate, tenor sax; Lawrence Brown, the former Ellington trombone, and Rudy Powell on alto and clarinet. Included are the Rushing specialties "Good Morning Blues," "See See Rider," etc., and "Mr. Five By Five" sings 'em as great as he ever did. Classy cover.

THE DICK HYMAN TRIO SWINGS75 (1-12")

M-G-M E 3280
Dick Hyman exhibits an interesting dual personality on this swingy package; giving out with catchy Hammond organ solos on one side and contributing tasteful piano work on the flip. Bassist Eddie Safranski and drummer Don Lamond provide strong backing, while Hyman swings out on 12 selections, mostly standards — "Thou Swell," "The Way You Look Tonight," "Here Comes Cookie," etc.

BASIE'S BACK IN TOWN75

Count Basie and his Ork (1-12")
Epic LN 3169
Ace tenorman Lester Young had departed when these were cut, and his loss is monumental when this set is compared to the concurrently reviewed LP, "Let's Go to Prez." Still, the Basie drive was powerful as ever in 1941, and there were good solos by Buck Clayton, Dicky Wells and Don Byas. Collectors can now dispose of their shellacs on "Basie Boogie," "Tuesday at Ten," "Down for Double," etc. Basie's stronger than ever today in the market, and these 15-year-old diskings compare favorably with his latest things. Some even prefer them.

THE ART TATUM-ROY ELDRIDGE-ALVIN STOLLER-JOHN SIMMONS QUARTET75 (1-12")

Clef MG C 679
Tatum and Eldridge, on whom the spotlight shines here, work with pleasant abandon, the while adhering to a fairly classic pattern, reminiscent of the swing era. Each takes a generous helping of exciting solos. Stoller on drums and Simmons on bass round out the group with some great support. Names in this case spell fair-to-good sales action.

THE MODERN JAZZ SOCIETY PRESENTS A CONCERT OF CONTEMPORARY MUSIC74

Stan Getz, Anthony Sciacca, J. J. Johnson, Lucky Thompson, Aaron Sachs (1-12")
Norgran MG N-1040
Features the compositions of John Lewis, musical mentor also of the Modern Jazz Quartet. Material is similar to that of MJQ, but vibes and piano of original group are out, while tenor sax, clarinet, flute, bassoon, French horn, and harp are added to Heath's bass and Kay's drums. The mixture of English Renaissance and modern jazz is absorbing and pleasant—sometimes close to the Alec Wilder Octets. "Django" is especially moving. Good, if careful solos by J. J. Johnson on trombone, Lucky Thompson on tenor and Aaron Sachs on clarinet. Good bet for MJQ fanciers.

ACCENT ON TENOR SAX74

Coleman Hawkins, Sax (1-12")
Urania UJLP 1201
The great tenor man's fans will certainly want this new LP and they won't be disappointed. Most of the material allows full vent to Hawkins' caressing type of ballad blowing but there's a pleasant contrast in the full, all-stops-out version of "Running Wild." Another attraction is the fine backing group, which comes in for some classy soloing on its own. Featured are Ernie Royal, trumpet; Eddie Bert; trombone; Earl Knight, piano; Wendell Marshall, bass; Osie Johnson, drums; and Sidney Gross, guitar. A most appealing package.

MODERN MUSIC FROM CHICAGO73

Red Rodney Quintet (1-12")
Fantasy 208
Red Rodney is a trumpet player now making headquarters in the Windy City. His work in the past with

Woody Herman, Charlie Ventura and others is well known, here he is spotlighted in a group of talented Chicago instrumentalists, that includes Roy Haynes on drums, Ira Sullivan on tenor sax, Victor Sproles on bass and Norm Simmons on piano. Rodney has a warm, engaging style, which is modern but not in the least forbidding. His solos are thrilling virtuoso displays, yet are always carefully integrated with this driving ensemble. "The Song Is You" would be a good demonstration band.

EVERYBODY'S HAPPY!66

Ted Lewis and his band, with George Brunies, Jimmy Dorsey, Benny Goodman, Muggsy Spanier, Jack Teagarden (1-12")
EPIC LN 3170
Strictly a jazz collectors' issue, the one never could tell from the LP presentation. Lewis' only role here is that he hired the jazz men who are featured, yet the title and the liner would lead one to believe this is for Ted Lewis fans. It is definitely a typical Lewis. Jazz fans who might be interested will lament the lack of documentation. A misguided effort that may miss its market completely.

Country & Western

HANK WILLIAMS' MEMORIAL ALBUM80

Hank Williams and his Drifting Cowboys (1-12")
M-G-M E 3272
The 12-inch LP is gradually taking hold in the country field—which is one good reason for releasing this Hank Williams package. Another, of course, is the continuing sales power of the late great king of country music. This album contains 12 tunes, eight of which were included in a 10-inch Hank Williams package released a few years ago. The new selections include "Crazy Heart," "My Heart Would Know," "Move It on Over" and "I'm Sorry for You, My Friend." And of, course, there are the great perennials — "Your Cheatin' Heart," "Cold Cold Heart," "Kaw-Liga," "Half as Much," etc. Will sell steadily.

Release Fracas

Continued from page 13

Sammy Davis Jr. legit musical, and the show won't hit Broadway until March 16, producer Julie Styne and publisher Tommy Valando jumped in to stop circulation of the disk. Victor complied by sending wires to all distributors to hold up shipments to stores until February 1, and radio stations were advised of the restriction.

Adding to publisher's panic was the fact that he had guaranteed the release date to five other diskeries who had already cut the song, and to several others who plan to cut it. Versions already in the can, besides the Victor disking, are by Dorothy Collins on Coral, Kitty Kallen on Decca, Sarah Vaughan on Mercury, the Mellolarks on Epic and Bette Ann Steele on ABC-Paramount.

Seven other records have been cut on four other tunes from the "Mr. Wonderful" show.

Seeks Signing

Continued from page 13

the copyrights of its members and all residual rights, as well. "We don't want to see any songwriter give away residual rights. We take the position that we are songwriters, not background music writers," Baer declared.

Eventually all TV and TV-film producers will become music publishers and cleffers will contact them just as they contact regular music publishers today, is the philosophy of SPA toppers. Present steps being taken by the org are to prepare for what it considers an inevitable trend.

Baer noted that important TV talent is also entering the music publishing field. He pointed to Jimmy Durante and Jackie Gleason as two with whom SPA already has publisher-writer contracts.

Peter Pan

Continued from page 13

augurate an institutional advertising drive on the consumer level with the idea of driving home Peter Pan as a "standard brand" name. The outfit has engaged the Wexton Company to handle the push. Ads are planned in such journals as Parents' and Good Housekeeping.

March of Dimes

Continued from page 13

Maltby, Mike Pedicin, June Valli, Jim Reeves, Rita Robbins, Homer and Jethro, Ralph Flanagan, Terri Stevens and Hugo Winterhalter.

Deejay Visits

Bernie Miller, Victor promotional exec who is handling Victor's end of the tour, has made arrangements for the artists to visit disk jockeys, make tapes and grant newspaper interviews in all stops. There also will be newsreel coverage, and a half-dozen remote broadcasts have been scheduled directly from the two-Pullman train. The artists' visits also will coincide with Mach of Dimes telethons in certain cities. Also, the artists will visit polio victims in hospitals en route.

The cities to be visited are, in order: Boston, Cleveland, Detroit, Chicago, Milwaukee, St. Louis, Cincinnati, Pittsburgh, Washington, Baltimore and Philadelphia.

Guild Battle

Continued from page 13

dispute since they had no official recognition, and are not a union or guild. With members of SPA also belonging to the Composers' Guild, a decision to withdraw from one organization might be the predicament cleffers are currently in. SPA is the larger of the two organizations and represents writers in their relations with publishers only.

Neither SPA nor the Composers' Guild hold a contract with the telefilm producers, who also employ writers and composers on a weekly basis. Leith Stevens, president of the Composers' Guild, has already made known that his organization seeks a similar contract with record companies. Should he achieve this, composers "for hire" in all fields of canned entertainment would have official union status.

Decca VIP Drive

Continued from page 13

ford, Emil Coleman, the Goldman Band, Eddie Heywood and Tommy Dorsey. Also included are "The Glenn Miller Story," with the Universal-International orchestra and Louis Armstrong; "Jelly Roll's Jazz," by the Lawson-Haggart Jazz Band, and "Tahitian Jungle Rhythms" by Augie Coupil and Thurston Knudson.

An extended dating plan, dealer display material and an advertising program on consumer and trade levels are included in the promotion. Promotional tie-ups on individual albums in the promotion are being set.

After Lull, Storm

Continued from page 14

line-up of stellar names for a single week. Columbia had some of the cream of its talent on tap, with sides by Mitch Miller, Rosemary Clooney and Benny Goodman, Peggy King, Tony Bennett and Percy Faith. M-G-M's offering included Art Mooney, LeRoy Holmes, Betty Madigan, Billy Eckstine and Desi Arnaz.

From the Mercury stable disks were released by Richard Hayman and Jan August, the Gaylords and the Crew Cuts, while Decca was represented by Al Hibbler and Jeri Southern. Pat Boone and Billy Vaughn had new Dot platters, while Victor had Nan Wynn and Sunny Gale among the starters. Steve Allen on Coral and Lillian Briggs on Epic were also out with new disks.

ASCAP Lagging

Continued from page 14

Washington. The threat, "I'm going to Washington," has become a common phrase in some quarters.

One publisher stated, "It is ironic, because it tends to place the Society in a defensive position when it has actually tried to bring the logging and distribution systems up to date."

NOW! A CAMPAIGN WORTHY OF A TRULY MAGNIFICENT ORCHESTRA!

to Charles Munch, Conductor of the Boston Symphony...
to Arthur Fiedler, Conductor of the Boston Pops...

A BATON WORTHY OF A TRULY MAGNIFICENT ORCHESTRA!

RCA Victor salutes the brilliant Boston Symphony on its 75th Anniversary with five great Diamond Jubilee Albums!

Here you see Frank M. Johnson, President of RCA, presenting a diamond-encrusted baton to conductors Charles Munch and Arthur Fiedler in honor of the Boston Symphony's 75th Anniversary. And you, too, can share in this musical celebration with the latest and greatest RCA Victor "Boston" albums.

especially recorded for this diamond jubilee anniversary. Hear them at your favorite record store!

Only 99¢ worth \$1.99. Historical Highlights of the Boston Symphony & Boston Pops. 12" Long Play Collector's Item. Only 99¢ worth \$1.49. 45 EP Story of the Boston Pops with excerpts from Arthur Fiedler's sparkling repertoire.

All new! All in glorious "New Orthophonic" High Fidelity recording! And only \$1.99 for each 12" Long Play record - only \$1.49 for each 45 EP record. Here are thrilling classics performed by Charles Munch and the Boston Symphony.

...with music in a lighter vein by Arthur Fiedler and the Boston Pops. With your dealer and enjoy these recordings of the magnificent "Boston" ... an orchestra so versatile that it can change its whole personality with the flourish of a baton!

RCA VICTOR
salutes the brilliant
Boston Symphony
with this striking
full-color, full-page ad
in the Jan. 16th
issue of LIFE!

Get ready now to cash in on RCA Victor's great traffic-building campaign for the Boston Symphony's 75th Anniversary Celebration. Feature the two Historical Highlight Albums throughout your store. They're yours to sell exclusively—available nowhere else! \$3.98 value, yours to sell for 98¢; 12" Long Play Historical Highlights of Boston Symphony and Boston Pops, \$1.49 value, yours to sell for 49¢; 45 EP Story of the Boston Pops with excerpts from Fiedler's repertoire. Most important stock, display and sell the five wonderful albums shown in the Life ad above:

- **Chopin: Les Sylphides. J. Strauss, Jr.: Graduation Ball. Fiedler and Boston Pops
- **Grove: Grand Canyon Suite
- Copland: El Salón México. Fiedler and Boston Pops
- **Berlioz: Symphonie Fantastique Munch and Boston Symphony
- **Beethoven: Symphony No. 5. Schubert: "Unfinished" Symphony. Munch and Boston Symphony
- **Ravel: Daphnis and Chloe Munch and Boston Symphony

***New Orthophonic" High Fidelity recording
Nationally Advertised Prices

FOR YOUR WINDOW: Five great "Boston" Albums and the two traffic-building Historical Highlight Albums are shown full-color and full-size in this brilliant, dramatic display. A real stopper!

FOR YOUR COUNTER: Smart full-color merchandiser stocks and displays Historical Highlight Albums. Holds 12 Long Play, 12 45 EP Albums plus 25 supplements with complete Boston Orch. repertoire.

NATIONAL ADS: Black and white version of the Life color ad above will also run in Saturday Review, High Fidelity, all record catalogs.

AD MATS: "Adapts" of Life ad — plus mats to tie in with "Boston Pops" Tour Orchestra Concerts are available through your distributor.

TV AND RADIO: One-minute color commercial on NBC-TV "Producer's Showcase" Jan. 9. Also: repeat radio commercials on "Dragnet" and "Monitor".

SUPPLEMENT: Lists all "Boston" Orch. Albums, includes history of Orchestra and Conductors. Perfect as envelope stuffer or counter give-away.

the dealer's choice **RCA VICTOR**

DOT

1955'S
HOTTEST
LABEL

With 2 New Records that have Hit the Nation

PAT BOONE

TUTTI FRUTTI

b/w

I'LL BE HOME

300,000



DOT #15443

Featuring the

Dot RECORDS • • • GALLATIN, TENNESSEE • • • PHONE: 1600
THE NATION'S BEST SELLING RECORDS

SWINGS INTO '56

with an Unparalleled Sudden Impact!

BILLY VAUGHN

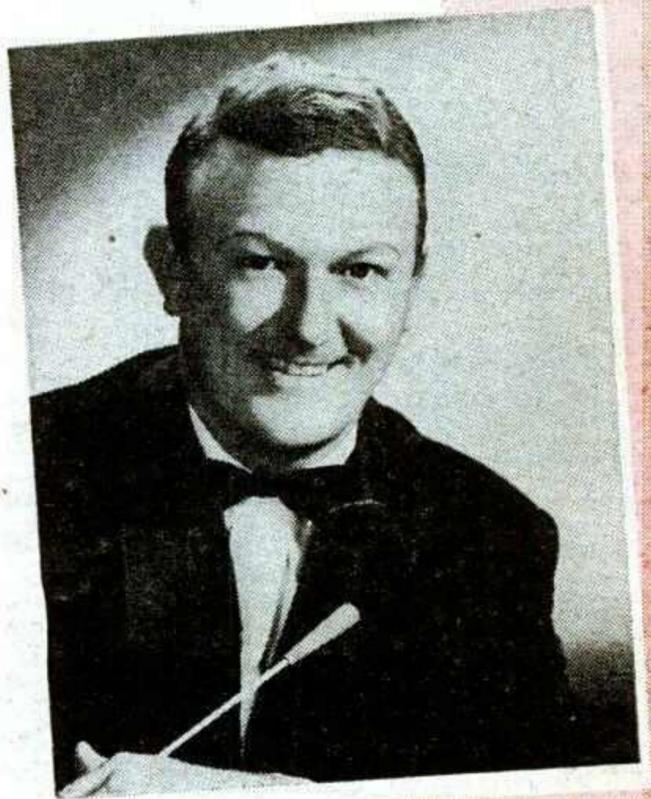
THE THREE PENNY

OPERA

b/w

LITTLE BOY BLUE

DOT #15444



SHIPPED
LAST
WEEK

amous Dot Sound

Dot RECORDS • • • GALLATIN, TENNESSEE • • • PHONE: 1600
THE NATION'S BEST SELLING RECORDS

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

The Billboard Music Popularity Charts

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

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending January 4

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Memories Are Made of This		2 6	6. Love and Marriage		8 13
By Gilkyson-Dehr-Miller—Published by Montclare (BMI) BEST SELLING RECORD: D. Martin, Cap 3295. RECORDS AVAILABLE: M. Carson, Col. 40573; G. Storm, Dot 15436. ELECTRICAL TRANSCRIPTION: Todds, Lang-Worth.			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.		
2. Sixteen Tons		1 10	7. Autumn Leaves		6 21
By Merle Travis—Published by American Music (BMI) BEST SELLING RECORD: T. Ernie, Cap 3262. RECORDS AVAILABLE: J. Desmond, Coral 61529; Mavin & The Chirps, Tip Top 202; R. Sovine, Dec 29739.			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.		
3. Moments to Remember		3 19	8. Only You		10 16
By Stillman & R. Allen—Published by Beaver (ASCAP) BEST SELLING RECORD: Four Lads, Col 40539. RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Ballad, Bell 1107. ELECTRICAL TRANSCRIPTIONS: Russ Carlyle, Standard; Henry Jerome Ork, Lang-Worth.			By Buck Ram—Published by Wildwood (BMI) BEST SELLING RECORDS: Platters, Mercury 70633; Hilltoppers, Dot 15423. RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Dec, Wing 90015; B. Frank, Bell 1109. ELECTRICAL TRANSCRIPTION: Barbara Carroll, Standard.		
3. I Hear You Knockin'		5 15	8. It's Almost Tomorrow		9 10
By David Bartholomew—Published by Commodore (BMI) BEST SELLING RECORDS: G. Storm, Dot 15412; S. Lewis, Imperial 5356. RECORD AVAILABLE: M. Wiseman, Dot 1273.			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 40595; L. Welk, Coral 61524.		
5. He		4 17	10. Great Pretender		13 5
By Richard Mullan & Jack Richards—Published by Avas (BMI) BEST SELLING RECORDS: A. Hibbler, Decca 29660; McGuire Sisters, Coral 61501. RECORDS AVAILABLE: K. Armen, M-G-M 12078; G. B. Shea, Victor 20-6292. ELECTRICAL TRANSCRIPTIONS: Paul Smith Trio, Standard; Henry Jerome Ork, Lang-Worth; Sunshine Boys, Lang-Worth.			By Buck Ram—Published by Southern (ASCAP) BEST SELLING RECORD: Platters, Mercury 70753. RECORD AVAILABLE: J. Riggs, Media 1020.		
Second Ten					
11. Band of Gold		12 7	16. Lisbon Antigua		24 3
By Bob Musel & Jack Taylor—Published by Ludlow Music (BMI) BEST SELLING RECORD: D. Cherry, Col 40597. RECORDS AVAILABLE: K. Carson, Cap 3283; Hi-Fi Four, King 48856.			By Galhardo-Vale-Portela—Published by Southern (ASCAP) BEST SELLING RECORD: N. Riddle, Cap 3287. RECORD AVAILABLE: A. Dale, Coral 61553. ELECTRICAL TRANSCRIPTION: Todds, Lang-Worth.		
12. Teen-Age Prayer		14 4	17. Dungaree Doll		27 2
By Riechner & Lowe—Published by La Salle (ASCAP) BEST SELLING RECORDS: G. Storm, Dot 15436; G. Mann, Sound 126. RECORDS AVAILABLE: Robin Hood, M-G-M 12138; D. Cooper, Moderna 977; K. White, Mercury 70750.			By Ben Raleigh & Sherman Edwards—Publisher by E. B. Marks (BMI) BEST SELLING RECORDS: E. Fisher, Vic 20-6337; Rock Brothers, King 4851.		
13. Love Is a Many-Splendored Thing		11 21	17. Suddenly There's a Valley		15 18
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 C. Meyer & B. Jones—Published by Warman-Hill & Range (BMI) BEST SELLING RECORD: J. Stafford, Col 40599. 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; Sunshine Boys, Lang-Worth.		
14. Rock and Roll Waltz		21 2	19. Tender Trap		19 4
By Dick Ware and Shorty Allen—Published by Sheldon (BMI) BEST SELLING RECORD: K. Starr, Vic 20-6359.			By Sammy Cahn and J. Van Heusen—Published by Barton (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3290. RECORDS AVAILABLE: E. Fitzgerald, Dec 29746; D. Reynolds, M-G-M 12086.		
15. Shifting, Whispering Sands		16 18	20. Angels in the Sky		24 5
By M. Gilbert & V. Gilbert—Published by Gallatin (BMI) BEST SELLING RECORD: R. Draper, Mercury 70696. RECORDS AVAILABLE: L. Ballad, Bell 1107; Homer & Jethro, Vic 20-6342; Johnson Family, Vic 20-6243; B. Vaughn, Dot 15409. ELECTRICAL TRANSCRIPTION: Henry Jerome Ork, Lang-Worth.			By Dick Glasser—Published by Ridgeway (BMI) BEST SELLING RECORD: Crew Cuts, Mercury 70741. RECORD AVAILABLE: Monarchs, Wing 90040.		
Third Ten					
21. All at Once You Love Her		18 7	26. Are You Satisfied?		27 2
By Rodgers & Hammerstein—Published by Chappell (ASCAP) RECORD AVAILABLE: P. Como, Vic 20-6294. ELECTRICAL TRANSCRIPTIONS: Billy Mills Ork., Standard; George Cook, Standard; Henry Jerome, Lang-Worth.			By Wooley & Escamella—Published by Cordial Music (BMI) RECORDS AVAILABLE: R. Draper, Mercury 70757; T. Arden, Vic 20-6346; C. Francis, M-G-M 12122; J. Wakely, Dec 29756; S. Wooley, M-G-M 12114.		
21. Woman in Love		19 7	27. At My Front Door		- 11
By Frank Loesser—Published by Frank Music (ASCAP) RECORDS AVAILABLE: F. Laine, Col 40583; M. Brando-J. Simmons, Dec 29783; Four Aces, Dec 29725; G. MacRae, Cap 3284. ELECTRICAL TRANSCRIPTION: George Cook, Standard.			By J. Moore & E. Abner—Published by Tollie (BMI) RECORDS AVAILABLE: P. Boone, Dot 15422; El Dorados, Vee Jay 147; Modernaires, Coral 61513. ELECTRICAL TRANSCRIPTION: Paul Smith Trio, Standard.		
23. Daddy-O		23 10	28. C'est La Vie		30 2
By Gore Abner & Innis—Published by Mar-Kay (BMI) RECORDS AVAILABLE: B. Lou, King 4835; Fontane Sisters, Dot 15428; E. Russell-R. Eberle, Bell 1111. ELECTRICAL TRANSCRIPTION: Airline Trio, Lang-Worth.			By Wolsson & White—Published by Planetary Music (ASCAP) RECORDS AVAILABLE: S. Vaughan, Mercury 70727; S. Gale, Vic 20-6286; DeJohn Sisters, Epic 9131.		
23. Cry Me a River		24 8	28. Pepper-Hot Baby		- 5
By Arthur Hamilton—Published by Saunders (ASCAP) RECORDS AVAILABLE: E. Barton, Coral 61530; J. Corey, Col 40596; J. London, Liberty 55006; K. White, Mercury 70722. ELECTRICAL TRANSCRIPTIONS: Airline Trio, Lang-Worth; George Cook, Standard.			By Alicia Evelyn—Published by Sheldon (BMI) RECORDS AVAILABLE: B. Davis, Dec 29718; J. P. Morgan, Vic 20-6282; G. MacKenzie, X-0172; J. Tubbs, Dec 29720.		
23. Burn That Candle		29 6	30. Bible Tells Me So		21 24
By Winfield Scott—Published by Roosevelt (BMI) RECORDS AVAILABLE: C. Arthur, Vic 20-6297; Cues, Cap 3245; B. Haley, Dec 29713. ELECTRICAL TRANSCRIPTION: Airline Trio, Lang-Worth.			By Dale Evans—Published by Paramount-Roy Rogers (ASCAP) RECORDS AVAILABLE: K. Armen, M-G-M 12045; D. Cornell, Coral 61467; Cornets, Groove 0116; M. Jackson, Col 40554; N. Noble, Wing 90003; Weatherford Qt., Vic 20-6218; R. Young, Dec 29615. ELECTRICAL TRANSCRIPTIONS: Ralph Marterie, Standard; Henry Jerome Ork, Lang-Worth; Sunshine Boys, Lang-Worth.		

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publisher of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

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.



Buyboard

TOP HITS FOR TOP SALES

'TENNESSEE'
ERNIE FORD
SIXTEEN TONS
You Don't Have To
Be A Baby To Cry
Record No. 3262

DEAN MARTIN
**MEMORIES ARE
MADE OF THIS**
Change Of Heart
Record No. 3295

FRANK SINATRA
**LOVE AND
MARRIAGE**
The Impatient Years
Record No. 3260

NELSON RIDDLE
**LISBON
ANTIGUA**
Robin Hood
Record No. 3287

FRANK SINATRA
**(LOVE IS) THE
TENDER TRAP**
Weep They Will
Record No. 3290

NAT 'KING' COLE
**TAKE ME BACK
TO TOYLAND**
I'm Gonna Laugh You
Right Out Of My Life
Record No. 3305

NEW NEW NEW NEW NEW NEW NEW NEW NEW

a hit from Holland



**WILLY
SCHOBSEN**
and his trumpet

TRUMPET TANGO
PONY PARADE
Record No. 71000



a new Anthony smash



**RAY
ANTHONY**

**BULLFIGHTER'S
LAMENT**
ROCKIN' THRU DIXIE
Record No. 3319



a hit with rhythm to spare



**FIVE
KEYS**

**YOU BROKE THE
RULES OF LOVE**
WHAT GOES ON
Record No. 3318



GORDON MacRAE

FATE
NEVER BEFORE AND NEVER AGAIN
Record No. 3315



MARGARET WHITING



I LOVE A MYSTERY
BIDIN' MY TIME
Record No. 3314

ELLA MAE MORSE

WON'T YOU LISTEN TO ME BABY
GIVE ME LOVE
Record No. 3320



TAYLOR MAIDS

YEA, MAN!
ROCK ISLAND SHUFFLE
Record No. 3321

Dazzling Rainbow

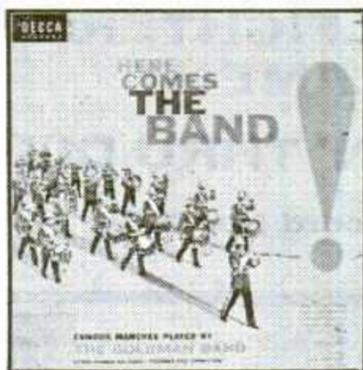
...Product that sparkles... Packages

Decca kicks off the New Year with these customer-catching, sales-making new albums, all on 12" Long Playing Records and 45 RPM Extended Play Records. Re-fill your shelves with these great Decca albums. Discover your golden sales opportunity at the end of this dazzling Decca rainbow!

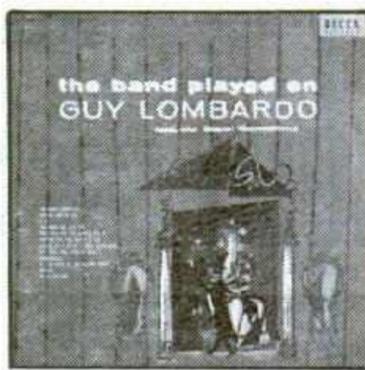
Get in touch with your Decca Distributor now!



Shillelaghs And Shamrocks; Bing Crosby; "McNamara's Band," "Dear Old Donegal," "The Rose Of Tralee," others (DL 8207, ED-579).



Here Comes The Band; *The Goldman Band*; "Manhattan Beach," "Billboard March," "Indian March," others (DL 8185, ED 2300-1).



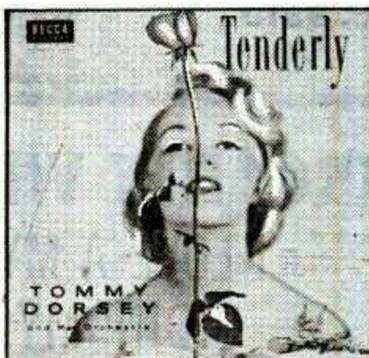
The Band Played On; *Guy Lombardo & Orch.*; "The Band Played On," "For Me and My Gal," "Dardanella," others (DL 8208, ED-772).



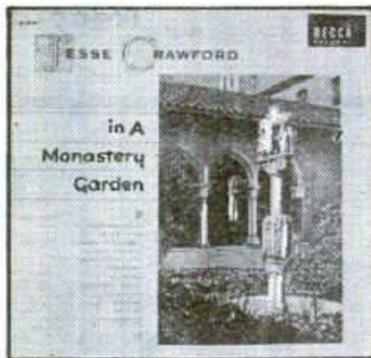
Jelly Roll's Jazz; *Lawson-Haggart Jazz Band*; "King Porter Stomp," "Dead Man Blues," "Wolverine Blues," others (DL 8182, ED-766).



Tahitian Rhythms and Jungle Drums; Authentic rhythms by Goupil and Knudson (DL 8216, ED-716).



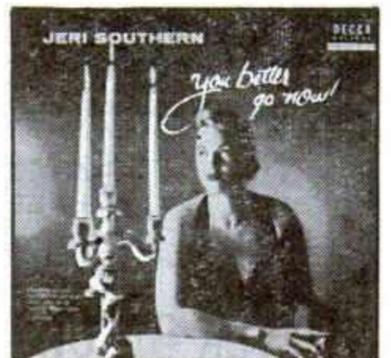
Tenderly; *Tommy Dorsey & Orch.*; "Tenderly," "Wunderbar," "Charmaine," others (DL 8217, ED-552).



In A Monastery Garden; *Jesse Crawford at the Hammond Organ*; "In A Monastery Garden," "The Lost Chord," "The Rosary," others (DL 8137, ED-674).



Waltztime; *Guy Lombardo & Orch.*; "Carolina Moon," "Shadow Waltz," "Cafe Mozart Waltz," others (DL 8205, ED-587).



You Better Go Now; *Jeri Southern*; "You Better Go Now," "Dancing On The Ceiling," "Remind Me," others (DL 8214, ED-774).



VERY IMPORTANT
FOR A VERY IMPORTANT

of New DECCA ALBUMS!

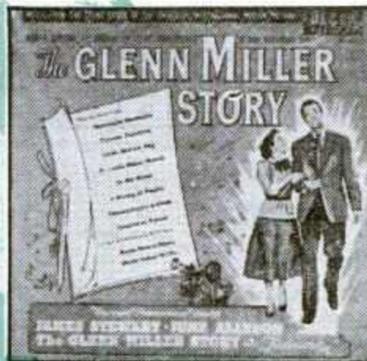
in eye-catching full-color



Singin' and Swingin'; Mills Brothers; "Opus One," "The Jones Boys," "Smack Dab In The Middle," others (DL 8209, ED-773).



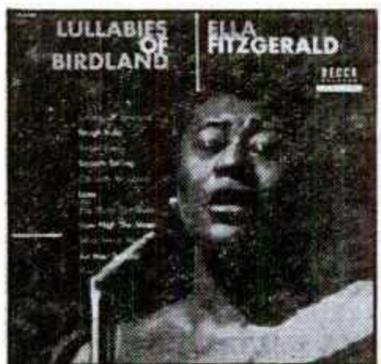
Satchmo Serenades; Louis Armstrong & The All Stars; "When We Are Dancing," "Because Of You," "C'est Si Bon," others (DL 8211, ED-571).



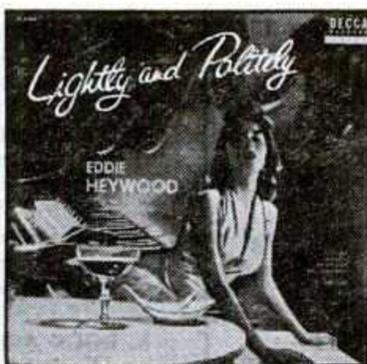
The Glenn Miller Story; Music From The Sound Track; U.-I. Orch., J. Gershenson. Selections by Louis Armstrong & All Stars (DL 8226, ED 2124-5-6).



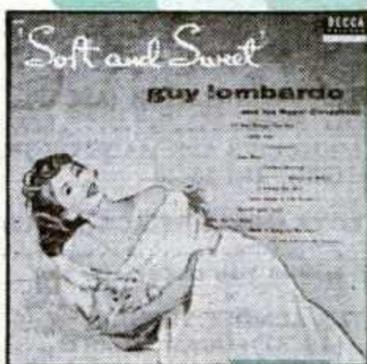
The Hi-Fi Nightingale; Caterina Valente; "The Breeze and I," "Temptation," "Siboney," others (DL 8203, ED-771).
*Recorded in Europe by Deutsche Grammophon Gesellschaft-Polydor Series.



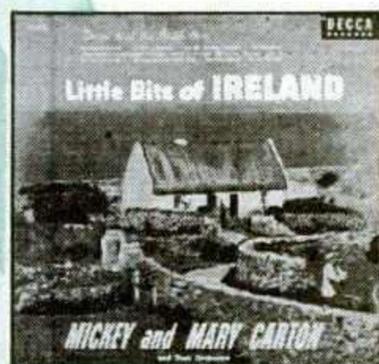
Lullabies Of Birdland; Ella Fitzgerald; "Lullaby of Birdland," "Lady Be Good," "How High The Moon," others (DL 8149, ED 2312,2028).



Lightly And Politely; Eddie Heywood & Orch.; "Begin The Beguine," "Lover Man," "Laura," others (DL 8202, ED-770).



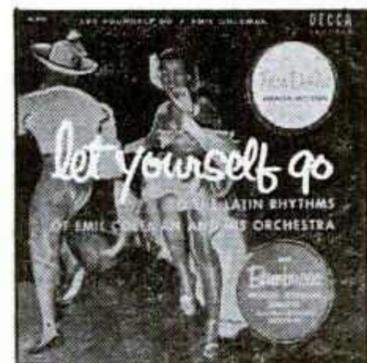
Soft And Sweet; Guy Lombardo & Orch.; "All The Things You Are," "Long Ago," "Intermezzo," others (DL 8135, ED-574).



Little Bits Of Ireland; Mickey and Mary Carton; "The Girl From Donegal," "The Boys From County Mayo," "On The Road," others (DL 8186, ED 2302-3-4).



Let Yourself Go; Emil Coleman & Orch.; Selections include "Paso Dobles," "Bambuccos," others (DL 8183, ED-762).



The Golden Moment; Camarata & Orch.; "O Mio Babbino Caro," "Un Bel di Vedramo," "Celeste Aida," other Instrumentals (DL 8206).



PRODUCT
PERSON...THE DECCA DEALER!

The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending January 4

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	Week	Chart	Last Week	Chart
1.	MEMORIES ARE MADE OF THIS (BMI)—D. Martin	2	7	
	Change of Heart (BMI)—Cap 3295			
2.	SIXTEEN TONS (BMI)—Tennessee Ernie	1	10	
	You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262			
3.	GREAT PRETENDER (ASCAP)—Platters	4	4	
	I'm Just a Dancing Partner (ASCAP)—Mercury 70753			
4.	I HEAR YOU KNOCKIN' (BMI)—G. Storm	3	13	
	Never Leave Me (ASCAP)—Dot 15412			
5.	BAND OF GOLD (BMI)—D. Cherry	9	6	
	Rumble Boogie (BMI)—Col 40597			
6.	LOVE AND MARRIAGE (ASCAP)—F. Sinatra	8	10	
	Impatient Years (ASCAP)—Cap 3260			
7.	He (BMI)—A. Hibbler	10	16	
	Breeze (ASCAP)—Dec 29660			
8.	MOMENTS TO REMEMBER (ASCAP)—Four Lads	5	20	
	Dream On, My Love, Dream On (ASCAP)—Col 40539			
9.	ROCK AND ROLL WALTZ (BMI)—K. Starr	21	2	
	I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359			
10.	ONLY YOU (BMI)—Platters	13	16	
	Bark, Battle and Ball (BMI)—Mercury 70633			
11.	LISBON ANTIGUA (ASCAP)—N. Riddle	15	3	
	Robin Hood (ASCAP)—Cap 3287			
12.	AUTUMN LEAVES (ASCAP)—R. Williams	7	22	
	Take Care (BMI)—Kapp 116			
13.	ANGELS IN THE SKY (BMI)—Crew Cuts	14	5	
	MOSTLY MARTHA (BMI)—Mercury 70741			
14.	IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers	12	10	
	You Got Me Wondering (ASCAP)—Dec 29683			
15.	DUNGAREE DOLL (BMI)—E. Fisher	18	3	
	Everybody's Got a Home But Me (ASCAP)—Vic 20-6337			
16.	BURN THAT CANDLE (BMI)—B. Haley	25	9	
	ROCK-A-BEATIN' BOOGIE (ASCAP)—Dec 29713			
17.	TEEN-AGE PRAYER (ASCAP)—G. Storm	16	3	
	MEMORIES ARE MADE OF THIS (BMI)—Dot 15436			
18.	ARE YOU SATISFIED? (BMI)—R. Draper	23	2	
	Wabash Cannonball (BMI)—Mercury 70757			
19.	LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces	11	20	
	Shine On, Harvest Moon (ASCAP)—Dec 29625			
20.	DADDY-O (BMI)—Fontane Sisters	21	6	
	Adorable (BMI)—Dot 15428			
21.	HE (BMI)—McGuire Sisters	17	12	
	If You Believe (ASCAP)—Coral 61501			
21.	TEEN-AGE PRAYER (ASCAP)—G. Mann	19	2	
	Gypsy Lady (BMI)—Sound 126			
23.	SHIFTING, WHISPERING SANDS (BMI)—R. Draper	20	16	
	Time (ASCAP)—Mercury 70696			
24.	TENDER TRAP (ASCAP)—F. Sinatra	—	1	
	Weep They Will—Cap 3290			
25.	SEE YOU LATER, ALLIGATOR (BMI)—B. Haley	—	1	
	Paper Boy (ASCAP)—Dec 29791			

• THIS WEEK'S BEST BUYS

NO, NOT MUCH (Beaver, ASCAP)—The Four Lads—Columbia 40629

The Lads are following up "Moments to Remember," one of the big records of 1955, with a fast mover that may win some 1956 laurels for the group. Ten days after release, it was showing outstanding sales volume in Boston, New York, Baltimore, Pittsburgh, Cleveland, Milwaukee, St. Louis. Reports from Chicago and Philadelphia also were good. Flip is "I'll Never Know" (Montauk, BMI). A previous Billboard "Spotlight" pick.

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

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$12 (a considerable saving over single copy rates). Foreign rate \$24.

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712

Name _____

Occupation or Title _____

Company _____

Address _____

City _____ Zone _____ State _____

The Billboard, 2160 Patterson St.
Cincinnati 22, O.

• Most Played in Juke Boxes

For survey week ending January 4

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

This Week	Week	Chart	Last Week	Chart
1.	SIXTEEN TONS (BMI)—Tennessee Ernie	1	9	
	You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262			
2.	MEMORIES ARE MADE OF THIS (BMI)—D. Martin	2	4	
	Change of Heart (BMI)—Cap 3295			
3.	I HEAR YOU KNOCKIN' (BMI)—G. Storm	3	12	
	Never Leave Me (ASCAP)—Dot 15412			
4.	MOMENTS TO REMEMBER (ASCAP)—Four Lads	4	14	
	Dream On My Love, Dream On (ASCAP)—Col 40539			
5.	ONLY YOU (BMI)—Platters	5	13	
	Bark, Battle and Ball (BMI)—Mercury 70623			
6.	TEEN-AGE PRAYER (ASCAP)—G. Storm	8	3	
	MEMORIES ARE MADE OF THIS (BMI)—Dot 15436			
7.	LOVE AND MARRIAGE (ASCAP)—F. Sinatra	10	6	
	Impatient Years (ASCAP)—Cap 3260			
8.	IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers	12	6	
	You Got Me Wondering (ASCAP)—Dec 29683			
9.	HE (BMI)—A. Hibbler	11	12	
	Breeze (ASCAP)—Dec 29660			
9.	BURN THAT CANDLE (BMI)—B. Haley	18	6	
	ROCK-A-BEATIN' BOOGIE (ASCAP)—Dec 29713			
11.	AUTUMN LEAVES (ASCAP)—R. Williams	6	18	
	Take Care (BMI)—Kapp 116			
11.	DUNGAREE DOLL (BMI)—E. Fisher	—	1	
	Everybody's Got a Home But Me (ASCAP)—Vic 20-6337			
13.	SHIFTING, WHISPERING SANDS (BMI)—R. Draper	7	13	
	Time (ASCAP)—Mercury 70696			
13.	ONLY YOU (BMI)—Hilltoppers	14	9	
	Until the Real Thing Comes Along (ASCAP)—Dot 15423			
15.	PEPPER HOT BABY (BMI)—J. P. Morgan	14	7	
	If You Don't Want My Love (ASCAP)—Vic 20-6282			
15.	GREAT PRETENDER (ASCAP)—Platters	14	2	
	I'm Just a Dancing Partner (ASCAP)—Mercury 70753			
15.	CRY ME A RIVER (ASCAP)—J. London	20	5	
	S'Wonderful (ASCAP)—Liberty 55006			
18.	ROCK AND ROLL WALTZ (BMI)—K. Starr	—	1	
	I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359			
19.	DADDY-O (BMI)—Fontane Sisters	17	6	
	Adorable (BMI)—Dot 15428			
20.	LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces	13	17	
	Shine On, Harvest Moon (ASCAP)—Dec 29625			

• Most Played by Jockeys

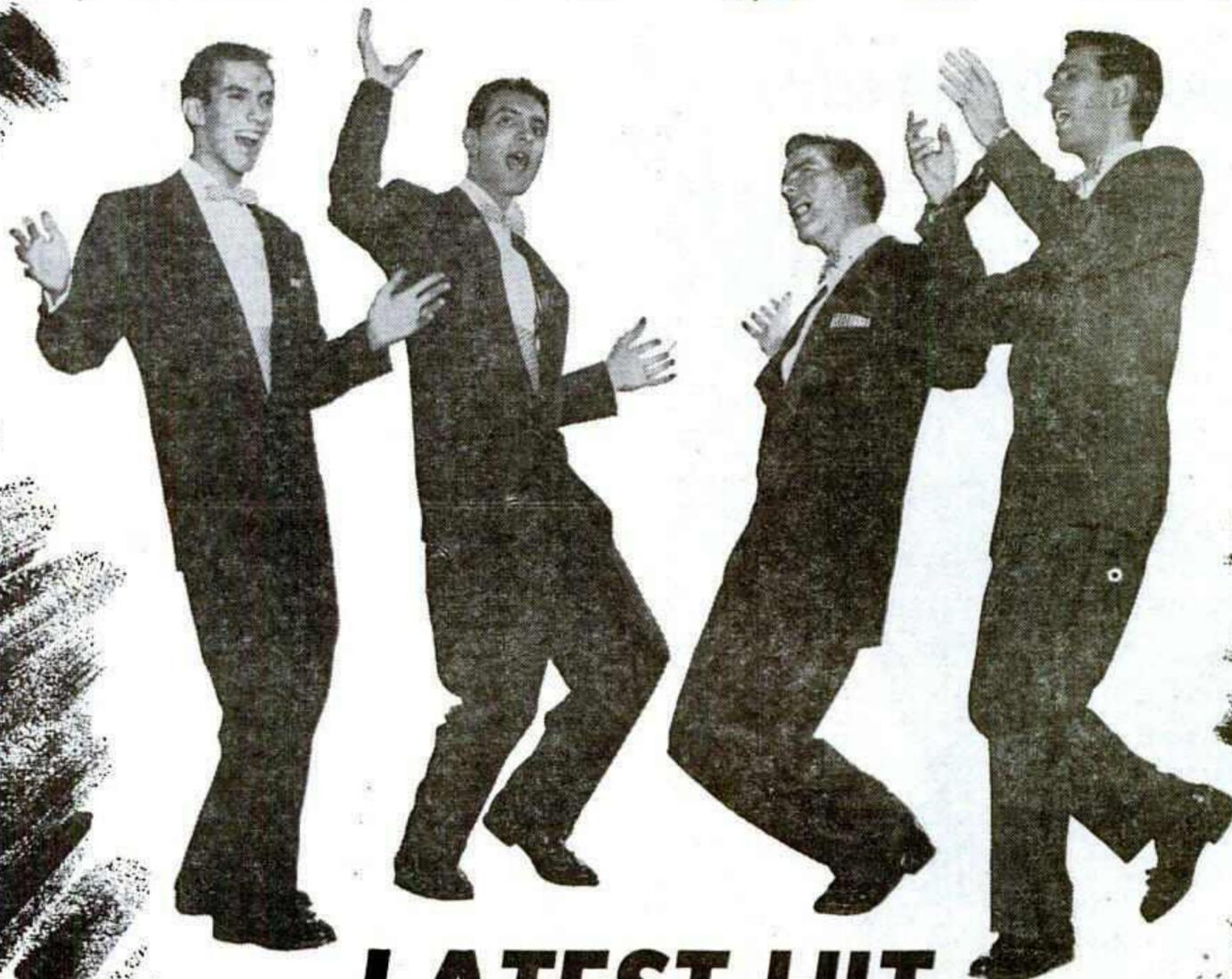
For survey week ending January 4

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

This Week	Week	Chart	Last Week	Chart
1.	MEMORIES ARE MADE OF THIS (BMI)—D. Martin	1	6	
	Change of Heart (BMI)—Cap 3295			
2.	SIXTEEN TONS (BMI)—Tennessee Ernie	2	10	
	You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262			
3.	GREAT PRETENDER—Platters	5	3	
	I'm Just a Dancing Partner (ASCAP)—Mercury 70753			
4.	MOMENTS TO REMEMBER (ASCAP)—Four Lads	3	18	
	Dream On, My Love, Dream On (ASCAP)—Col 40539			
5.	MEMORIES ARE MADE OF THIS (BMI)—G. Storm	13	3	
	Teen-Age Prayer (ASCAP)—Dot 15436			
6.	LOVE AND MARRIAGE (ASCAP)—F. Sinatra	6	11	
	Impatient Years (ASCAP)—Cap 3260			
7.	I HEAR YOU KNOCKIN' (BMI)—G. Storm	9	12	
	Never Leave Me (ASCAP)—Dot 15412			
8.	ROCK AND ROLL WALTZ (BMI)—K. Starr	11	2	
	I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359			
9.	BAND OF GOLD (BMI)—D. Cherry	16	3	
	Rumble Boogie (BMI)—Col 40597			
10.	ONLY YOU (BMI)—Platters	8	12	
	Bark, Battle and Ball (BMI)—Mercury 70633			
11.	TENDER TRAP (ASCAP)—F. Sinatra	16	5	
	Weep They Will—Cap 3290			
12.	LISBON ANTIGUA (ASCAP)—N. Riddle	20	2	
	Robin Hood (ASCAP)—Cap 3287			
13.	ONLY YOU (BMI)—Hilltoppers	—	9	
	Until the Real Thing Comes Along (ASCAP)—Dot 15423			
14.	BAND OF GOLD (BMI)—K. Carson	4	5	
	Cast Your Bread Upon the Waters—Cap 3283			
15.	CRY ME A RIVER (ASCAP)—J. London	19	7	
	S'Wonderful (ASCAP)—Liberty 55006			
16.	TEEN-AGE PRAYER (ASCAP)—G. Storm	15	2	
	Memories Are Made of This (BMI)—Dot 15436			
17.	ALL AT ONCE YOU LOVE HER (ASCAP)—P. Como	—	6	
	Rose Tattoo (ASCAP)—Vic 20-6294			
18.	HE (BMI)—A. Hibbler	18	14	
	Breeze (ASCAP)—Dec 29660			
19.	ANGELS IN THE SKY (BMI)—Crew Cuts	—	1	
	Mostly Martha (BMI)—Mercury 70741			
19.	WOMAN IN LOVE (ASCAP)—Four Aces	—	3	
	Of This I'm Sure (ASCAP)—Dec 29723			

**NOT EVEN DELIVERED
AND ALREADY A SMASH! ***

THE CREWCUTS



LATEST HIT

"SEVEN DAYS"

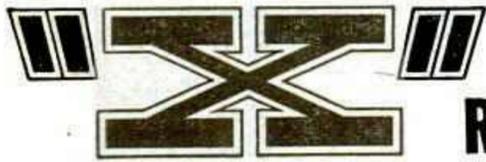
AND

"THAT'S YOUR MISTAKE"

MERCURY 70782

* ORDERS FROM DISTRIBUTORS, DEALERS AND
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SHIPPING JANUARY 5TH






Records starts off the new year with a great new name...



the fame's the same...only the name has been changed!

Look! "X" Records has a bright, new, colorful label and a wonderful new name. It's Vik—a really smart name that will help associate this popular line more closely with its great parent divisions—RCA Victor Records and the Radio Corporation of America!

The name's different and the label's different. But that's all! You'll get the same superb quality and sound...with bigger and better hits performed by top stars of the day. Look for them, listen to them and...

Watch for the colorful new VIK RECORD label!

last week you saw the guys, now...

HERE COME THE GALS!

first big hits of '56 on RCA VICTOR records!



DIAHANN CARROLL

I WENT TO THE VILLAGE HELP YOURSELF

20 47-6391

SUNNY GALE

DEVOTION

ON THE WAY TO YOUR HEART

20 47-6398



TEDDI KING

MR. WONDERFUL

(from the musical production "Mr. Wonderful")

ARE YOU SLIPPING THRU MY FINGERS

20 47-6392



NAN WYNN

THIRTEEN BLACK CATS KISS AND RUN

20 47-6390



TERRI STEVENS

DOOD-LY DOOD-LY I'LL COME WHEN YOU CALL

20 47-6393



the dealer's choice

RCA VICTOR



"New Orthophonic"
High Fidelity recordings



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

WINNER OF BALTIMORE & PHILADELPHIA D. J. POLLS

The Disk With the Whistle

BILLBOARD PICK

THE "UNFORGETTABLE" SOUND OF
THE DICK HYMAN TRIO
MORITAT A THEME FROM
The Three Penny Opera
and
BAUBLES, BANGLES AND BEADS
MGM 12149 78 rpm
K 12149 45 rpm

BILLBOARD & CASH BOX PICK

JOHNNY OLIVER

CHAIN GANG

and

THESE HANDS

MGM 12164 78 rpm • K 12164 45 rpm

DESI ARNAZ SINGS
FOREVER, DARLING
(From MGM film, "Forever, Darling")

and
THE STRAW HAT SONG

MGM 12144 78 rpm • K 12144 45 rpm

RUSH ADAMS
LOVE PLAYS THE STRINGS OF MY BANJO

and
I LOVE YOU TO THE POINT OF NO RETURN

MGM 12145 78 rpm
K 12145 45 rpm

MARVIN RAINWATER
WHERE DO WE GO FROM HERE

and
DEM LOW DOWN BLUES

MGM 12152 78 rpm
K 12152 45 rpm

Art Mooney and his Orchestra
TUTTI-FRUTTI
and
YOU CAN TAKE MY HEART
MGM 12165 78 rpm
K 12165 45 rpm

CONNIE FRANCIS

3 BIG TV PLUGS

MY TREASURE

and
ARE YOU SATISFIED!
MGM 12122 78 rpm
K 12122 45 rpm

ROBBIN HOOD

A TEEN AGE PRAYER

and
NO SCHOOL TOMORROW

MGM 12138 78 rpm
K 12138 45 rpm

From Sound Track
SUSAN HAYWARD

HAPPINESS IS A THING CALLED JOE

and
SING, YOU SINNERS

(Both from MGM film, "I'll Cry Tomorrow")

MGM 12148 78 rpm
K 12148 45 rpm

Sheb Wooley
ARE YOU SATISFIED
MGM 12114
K 12114

The Billboard Music Popularity Charts
POPULAR RECORDS

• **Territorial Best Sellers**

For survey week ending January 4

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. Rock and Roll Waltz, K. Starr, Vic.
5. Love and Marriage, F. Sinatra, Cap.
6. It's Almost Tomorrow Dream Weavers, Dec.
7. Band of Gold, K. Carson, Cap.

Baltimore

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Rock and Roll Waltz, K. Starr, Vic.
4. Dungaree Doll, E. Fisher, Vic.
5. It's Almost Tomorrow Dream Weavers, Dec.
6. I Hear You Knockin', G. Storm, Dot
7. Great Pretender, Platters, Mer.
8. Burn That Candle, B. Haley, Dec.
9. Only You, Platters, Mer.
10. See You Later, Alligator, B. Haley, Dec.

Boston

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Great Pretender, Platters, Mer.
4. Rock and Roll Waltz, K. Starr, Vic.
5. April in Paris, C. Basic, Clif.
6. He, A. Hibbler, Dec.
7. It's Almost Tomorrow Dream Weavers, Dec.
8. Woman in Love, F. Laine, Col.
9. Band of Gold, D. Cherry, Col.
10. Love and Marriage, F. Sinatra, Cap.

Buffalo

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Moments to Remember, Four Lads, Col.
4. See You Later, Alligator, B. Haley, Dec.

Chicago

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Band of Gold, D. Cherry, Col.
4. Great Pretender, Platters, Mer.
5. Lisbon Antigua, N. Riddle, Cap.
6. Are You Satisfied, R. Draper, Mer.
7. I Hear You Knockin', G. Storm, Dot
8. Love and Marriage, F. Sinatra, Cap.
9. Dungaree Doll, E. Fisher, Vic.
10. He, A. Hibbler, Dec.

Cincinnati

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Great Pretender, Platters, Mer.
4. Lisbon Antigua, N. Riddle, Cap.
5. Angels in the Sky, Crew Cuts, Mer.
6. I Hear You Knockin', G. Storm, Dot
7. Autumn Leaves, R. Williams, Kap.
8. He, A. Hibbler, Dec.
9. Rock and Roll Waltz, K. Starr, Vic.
10. Are You Satisfied, R. Draper, Mer.

Cleveland

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Great Pretender, Platters, Mer.
4. Lisbon Antigua, N. Riddle, Cap.
5. Chain Gang, B. Scott, Pmt.
6. Angels in the Sky, Crew Cuts, Mer.
7. Band of Gold, D. Cherry, Col.
8. Teen-Age Prayer, G. Mann, Son.

Dallas-Fort Worth

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Rock and Roll Waltz, K. Starr, Vic.
4. Love Is a Many-Splendored Thing Four Aces, Dec.
5. I Hear You Knockin', G. Storm, Dot
6. Great Pretender, Platters, Mer.
7. Only You, Platters, Mer.
8. It's Almost Tomorrow Dream Weavers, Dec.

Denver

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Only You, Platters, Mer.
4. I Hear You Knockin', G. Storm, Dot
5. Autumn Leaves, R. Williams, Kap.
6. Shifting, Whispering Sands B. Vaughn, Dot
7. He, A. Hibbler, Dec.
8. Band of Gold, D. Cherry, Col.

Detroit

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Great Pretender, Platters, Mer.
4. Band of Gold, D. Cherry, Col.
5. Lisbon Antigua, D. Cherry, Col.
6. Speedoo, Cadillacs, Jse.
7. Rock and Roll Waltz, K. Starr, Vic.
8. Tutti Frutti, Little Richard, Spe.
9. See You Later, Alligator, B. Haley, Dec.
10. April in Paris, C. Basic, Clif.

Kansas City

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Lisbon Antigua, N. Riddle, Cap.
4. I Hear You Knockin', G. Storm, Dot
5. Great Pretender, Platters, Mer.
6. Poor Me, F. Domino, Imp.
7. Love and Marriage, F. Sinatra, Cap.
8. Autumn Leaves, R. Williams, Kap.

Los Angeles

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Great Pretender, Platters, Mer.
4. Lisbon Antigua, N. Riddle, Cap.
5. Rock and Roll Waltz, K. Starr, Vic.
6. Dolly's Oh Susanna D. Charles-Singing Dogs, Vic.
7. Moments to Remember, Four Lads, Col.

Milwaukee

1. Memories Are Made of This D. Martin, Cap.
2. Great Pretender, Platters, Mer.
3. Sixteen Tons, T. Ernie, Cap.
4. When You Dance, Turbans, Her.
5. Angels in the Sky, Crew Cuts, Mer.
6. Are You Satisfied? R. Draper, Mer.
7. Lisbon Antigua, N. Riddle, Cap.
8. Band of Gold, D. Cherry, Col.
9. Rock and Roll Waltz, K. Starr, Vic.

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. Great Pretender, Platters, Mer.
5. Band of Gold, D. Cherry, Col.
6. Are You Satisfied, R. Draper, Mer.
7. Burn That Candle, B. Haley, Dec.
8. Mostly Martha, Crew Cuts, Mer.

New Orleans

1. Sixteen Tons, T. Ernie, Cap.
2. Memories Are Made of This D. Martin, Cap.
3. Great Pretender, Platters, Mer.
4. I Hear You Knockin', G. Storm, Dot
5. See You Later, Alligator, B. Haley, Dec.
6. Dungaree Doll, E. Fisher, Vic.
7. Band of Gold, D. Cherry, Col.
8. Rock and Roll Waltz, K. Starr, Vic.
9. It's Almost Tomorrow Dream Weavers, Dec.

New York

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Great Pretender, Platters, Mer.
4. Moments to Remember, Four Lads, Col.
5. Love and Marriage, F. Sinatra, Cap.
6. Autumn Leaves, R. Williams, Kap.
7. Band of Gold, D. Cherry, Col.
8. Dungaree Doll, E. Fisher, Vic.
9. It's Almost Tomorrow Dream Weavers, Dec.
10. I Hear You Knockin', G. Storm, Dot

Philadelphia

1. Sixteen Tons, T. Ernie, Cap.
2. Memories Are Made of This D. Martin, Cap.
3. Love and Marriage, F. Sinatra, Cap.
4. Great Pretender, Platters, Mer.
5. Lisbon Antigua, N. Riddle, Cap.
6. Autumn Leaves, R. Williams, Kap.
7. Moments to Remember, Four Lads, Col.
8. It's Almost Tomorrow Dream Weavers, Dec.
9. Dungaree Doll, E. Fisher, Vic.

Pittsburgh

1. Memories Are Made of This D. Martin, Cap.
2. Great Pretender, Platters, Mer.
3. Rock and Roll Waltz, K. Starr, Vic.
4. Sixteen Tons, T. Ernie, Cap.
5. Dungaree Doll, E. Fisher, Vic.
6. Lisbon Antigua, N. Riddle, Cap.
7. Tutti Frutti, Little Richard, Spe.
8. Teen-Age Prayer, G. Mann, Son
9. Band of Gold, D. Cherry, Col.
10. Tender Trap, F. Sinatra, Cap.

St. Louis

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. It's Almost Tomorrow Dream Weavers, Dec.
4. Teen-Age Prayer, G. Mann, Son
5. Rock and Roll Waltz, K. Starr, Vic.
6. Great Pretender, J. Riggs, Mda.
7. Angels in the Sky, Crew Cuts, Mer.
8. Daddy-O, Fontane Sisters, Dot
9. Love and Marriage, F. Sinatra, Cap.
10. Band of Gold, D. Cherry, Col.

San Francisco

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

Seattle

1. Memories Are Made of This D. Martin, Cap.
2. Great Pretender, Platters, Mer.
3. Sixteen Tons, T. Ernie, Cap.
4. Angels in the Sky, Crew Cuts, Mer.
5. Moments to Remember, Four Lads, Col.
6. Love and Marriage, F. Sinatra, Cap.
7. He, A. Hibbler, Dec.
8. Teen-Age Prayer, G. Storm, Dot

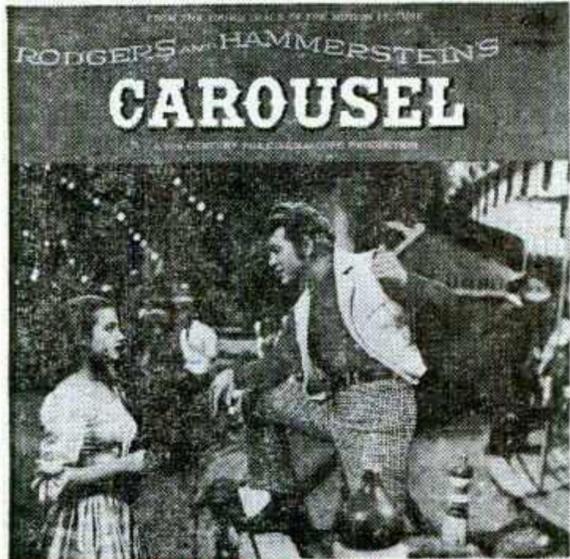
Toronto

1. Sixteen Tons, T. Ernie, Cap.
2. Memories Are Made of This D. Martin, Cap.
3. Moments to Remember, Four Lads, Col.
4. Love and Marriage, F. Sinatra, Cap.
5. Only You, Platters, Mer.

NEW

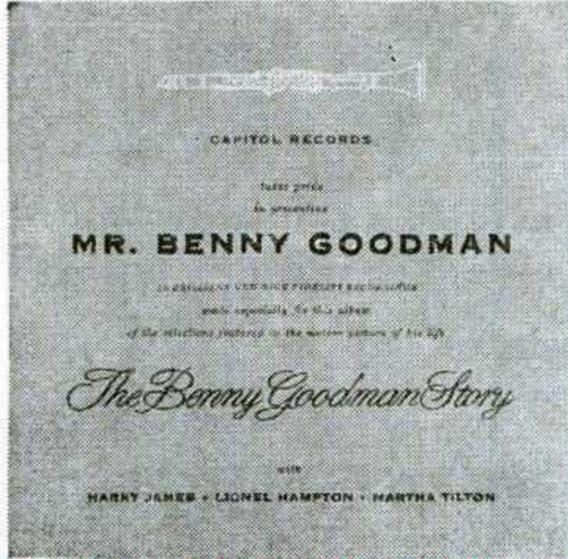
POP ALBUMS

from



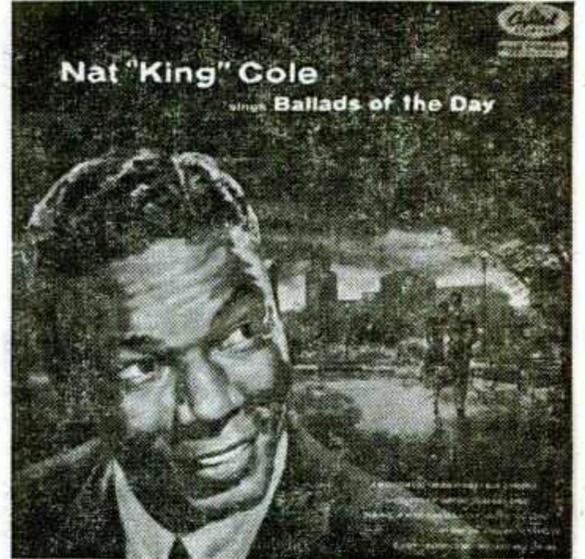
CAROUSEL Sound Track

Sound-Track Album from the new 20th Century-Fox CinemaScope picture. The unforgettable songs of Rodgers and Hammerstein's musical drama sung in magnificent High Fidelity by Gordon MacRae, Shirley Jones, Barbara Ruick, Cameron Mitchell, Claramae Turner, and Robert Rounseville. **W694**



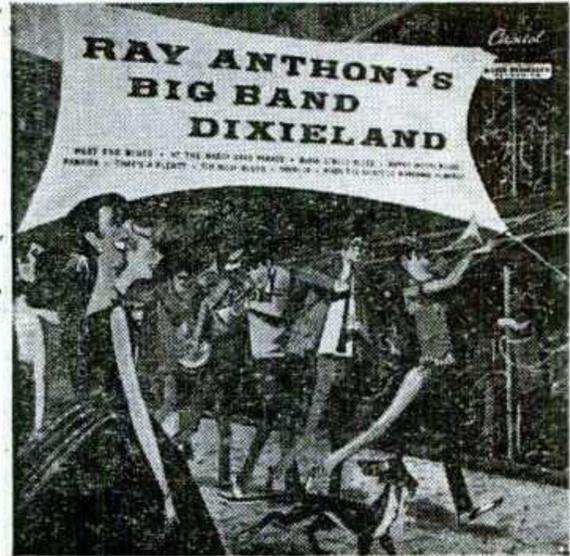
BENNY GOODMAN PLAYS SELECTIONS FROM THE BENNY GOODMAN STORY

The only High Fidelity album of special recordings of selections featured in the motion picture. Besides Benny, the album spotlights Harry James, Martha Tilton, Mel Powell, and Lionel Hampton. **\$706**



BALLADS OF THE DAY Nat "King" Cole

Nat Cole is one of the rare vocalists who can get everything out of a song without bruising so much as a note. This album spotlights that tender singing in a collection of Nat's biggest hits. **T660**



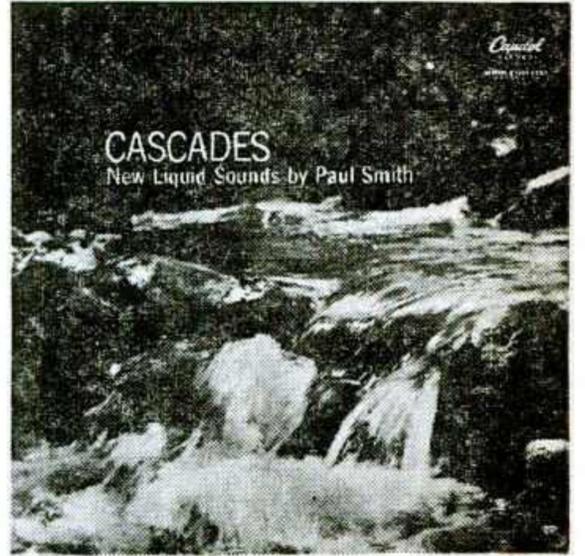
BIG BAND DIXIELAND Ray Anthony

Ray and band, camping out deep in Dixie, pull some choice Dixieland chestnuts out of a very hot fire. As played by Ray's modern big band, this is two-beat music to make feet fidgety from New Orleans to New York! **T678**



MARGARET WHITING SINGS FOR THE STARRY-EYED

Singing for people in love, singing about people in love, Margaret Whiting creates a wistful and starry-eyed mood with enchanting melodies like *Let's Fall In Love* and *I Hadn't Anyone Till You*. **T685**



CASCADES Paul Smith

A fresh new stream of those liquid sounds! Assisted by Ronny Lang, Julie Kinsler, and other fleet talents, Paul Smith plays his unique brand of chamber jazz that's bright and cheerful, soothing too. **T665**



LOVELY SPELL Bob Manning

Bob Manning's intimate vocal style has a special way of going to the heart of a love song, and reaching the hearts of his listeners. That's the sort of singing Bob does in these romantic ballads tinged with loneliness. **T662**



MUSIC TO CHANGE HER MIND Jackie Gleason

Music to change the mind of anyone, in fact, who still hasn't succumbed to the magic of the Gleason touch. Familiar songs, and rich strings blending with Bobby Hackett's trumpet like a love affair in sound. **W632**



HAROLD ARLEN AND HIS SONGS

Here's a thrilling experience: Backed by full orchestra, one of America's greatest song writers sings a dozen of his all-time hits, showing the warmth and imagination of the very talent that created those songs! **T635**

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1956

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ARTCRAFT

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ARTCRAFT ENGINEERING CORP.
Dept. 156 CHARLEVOIX, MICHIGAN

DEED

KEEP YOUR EYE ON THIS ONE!

Decca 1010
"SUCH A DAY"
D/W
"OLE DEVIL MOON"
with
Rita Raines

Records 64 W. Randolph, Chicago

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The Billboard Music Popularity Charts

POPULAR RECORDS

• COMING UP STRONG

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

1. All at Once You Love Her **Perry Como**
(ASCAP) RCA Victor 6294
2. Gee Whittakers **Pat Boone**
(BMI) Dot 15435
3. Go On With the Wedding **Patti Page**
(ASCAP) Mercury 70760
4. Go On With the Wedding
. **Kitty Kallen & Georgie Shaw**
(ASCAP) Decca 29776
5. Chain Gang **Bobby Scott**
(ASCAP) ABC-Paramount 9658
6. Take Me Back to Toyland
I'm Gonna Laugh You
Right Out of My Life . . . **Nat (King) Cole**
(BMI) (ASCAP) Capitol 3305
7. My Treasure **The Hilltoppers**
(ASCAP) Dot 15437
8. Lullaby of Birdland **The Blue Stars**
(BMI) Mercury 70742
9. Be Good to Me
My Baby's Got Such
Lovin' Ways **The McGuire Sisters**
(ASCAP) (ASCAP) Coral 61532
10. No, Not Much **The Four Lads**
(ASCAP) Columbia 46629

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

• Tunes With Greatest Radio-TV Audience

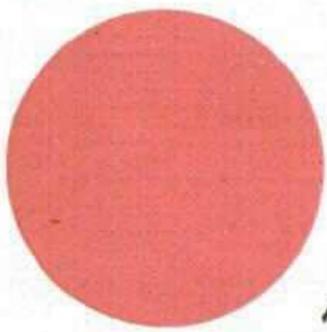
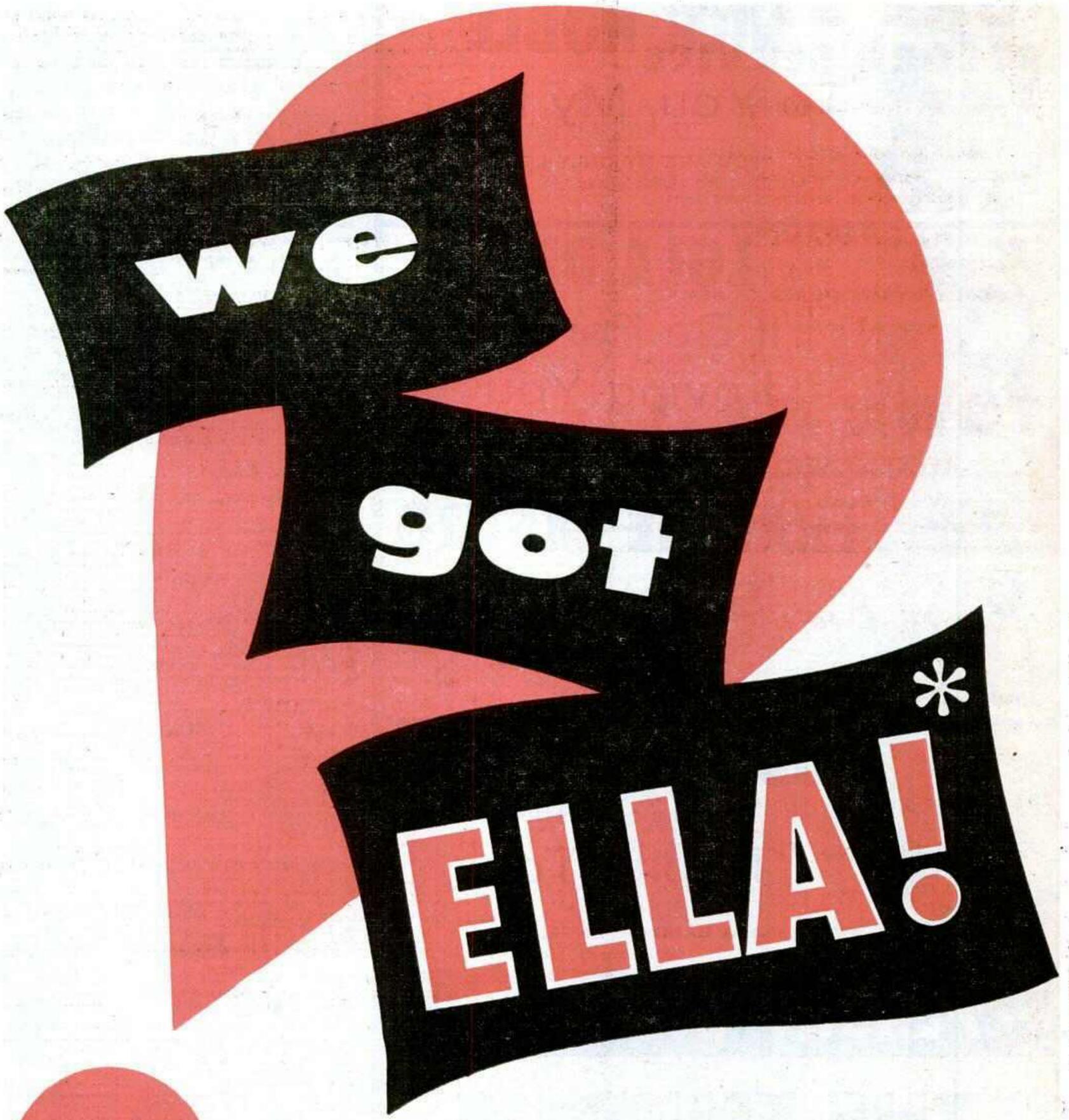
Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index

Radio	Television
A Teen-Age Prayer (R)—La Salle—ASCAP	A Great Adventure (R)—Ronell—ASCAP
A Woman in Love (R)—Frank—ASCAP	Woman in Love (R)—Frank—ASCAP
All at Once You Love Her (R)—Williamson—ASCAP	Autumn Leaves (R)—Ardmore—ASCAP
Arrivederci Roma (R)—Hill & Range—BMI	Band of Gold (R)—Ludlow—BMI
Autumn Leaves (R)—Ardmore—ASCAP	C'est La Vie (R)—Planetary—ASCAP
(Baby, Baby) Be Good to Me (R)—Bregman, Vocco & Conn—ASCAP	City Me a River (R)—Frank—ASCAP
Band of Gold (R)—Ludlow—BMI	Don't Let It Happen to You (R)—Kahn—ASCAP
C'est La Vie (R)—Planetary—ASCAP	Dungaree Doll (R)—E. B. Marks—BMI
Cry Me a River (R)—Frank—ASCAP	Every Day (R)—Golden State—BMI
First Snowfall (R)—Witmark—ASCAP	Everybody's Got a Home But Me (R) (F)—Chappell—ASCAP
Great Pretender (R)—Southern—ASCAP	Go on With the Wedding (R)—Pincus—ASCAP
He (R)—Avas—BMI	He (R)—Avas—BMI
I Hear You Knockin' (R)—Commodore—BMI	I Hear You Knockin' (R)—Commodore—BMI
It's All Right With Me (R)—Chappell—ASCAP	It's Almost Tomorrow (R)—Northern—ASCAP
It's Almost Tomorrow (R)—Northern—ASCAP	Love and Marriage (R)—Barton—ASCAP
Japanese Farewell Song (R)—Ranger—ASCAP	Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP
Last Frontier (R) (F)—Columbia Pic—ASCAP	Memories Are Made of This (R)—Montclare—BMI
Lisbon Antiqua (R)—Southern—ASCAP	Moments to Remember (R)—Beaver—ASCAP
Love and Marriage (R)—Barton—ASCAP	Oklahoma! (R) (F)—Williamson—ASCAP
Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP	Only You—Wildwood—BMI
Memories Are Made of This (R)—Montclare—BMI	Opus in Chartreuse (R)—Benton—ASCAP
Memories of You (R)—Shapiro-Bernstein—ASCAP	Rice (R)—E. H. Morris—ASCAP
Moments to Remember (R)—Beaver—ASCAP	Rock and Roll Waltz (R)—Sheldon—BMI
Next Time It Happens (R)—Chappell—ASCAP	Rock Around the Clock (R) (F)—Myers—ASCAP
Only You (R)—Wildwood—BMI	Rockin' the Cha Cha (R)—Porgie—BMI
Rock and Roll Waltz (R)—Sheldon—BMI	Shoe Song (R)—Disney—ASCAP
Rose Tattoo (R)—Paramount—ASCAP	Sing a Rainbow (R)—Mark VII—ASCAP
Sixteen Tons (R)—American—BMI	Sixteen Tons (R)—American—BMI
Tender Trap (R)—Barton—ASCAP	Tender Trap (R)—Barton—ASCAP
Theme From the Three Penny Opera (Moritat) (R)—Harms—ASCAP	Wait for Tomorrow (R)—Raymar—BMI

• 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 9
Ardmore
2. Memories Are Made of This 5 4
Montclare
3. Autumn Leaves 3 18
American
4. He 2 16
Avas
5. Moments to Remember 4 16
Beaver
6. It's Almost Tomorrow 9 5
Northern
7. Love and Marriage 6 11
Barton
8. Love Is a Many-Splendored Thing 7 19
Miller
9. Suddenly There's a Valley 7 18
Warman-Hill & Range
10. All at Once You Love Her 11 3
Chappell
11. Band of Gold 13 3
Ludlow
11. Shifting, Whispering Sands — 13
Gallatin
13. Tender Trap 12 2
Barton
14. Only You 15 8
Wildwood
15. Teen-Age Prayer — 1
La Salle



Nerve RECORDS

451 NORTH CANON DRIVE • BEVERLY HILLS, CALIF.

***FITZGERALD, OF COURSE**

WATCH FOR HER NEW RELEASES!

WING NEW RELEASES!



NICK NOBLE
 "To You, My Love"
 AND
 "YOU ARE MY ONLY LOVE"
 WING 90045



LOLA DEE
 "I'll Be Forever
 Loving You"
 AND
 "MA PETITE"
 WING 90052



FRANKIE CASTRO
 "Steamboat"
 AND
 "WHY BABY WHY"
 WING 90051



BUDDY MORROW
 AND HIS ORCHESTRA
 "Tippity Top"
 AND
 "A BAND OF ANGELS"
 WING 90047

FLASH! BIG HIT!

THE EMPIRES "BY THE RIVERSIDE"

AND
 "TELL ME PRETTY BABY"
 WING 90050



A SUBSIDIARY OF
 MERCURY RECORD CORP.

The Billboard Music Popularity Charts POPULAR RECORDS

THE TOP 100

For survey week ending December 28

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.

This Week	Song	Artist	Label	Last Week	
1.	MEMORIES ARE MADE OF THIS	D. Martin	Capitol	2	
2.	SIXTEEN TONS	T. Ernie	Capitol	1	
3.	I HEAR YOU KNOCKIN'	G. Storm	Dot	4	
4.	MOMENTS TO REMEMBER	Four Lads	Columbia	3	
5.	LOVE AND MARRIAGE	F. Sinatra	Capitol	5	
6.	GREAT PRETENDER	Platters	Mercury	5	
7.	ONLY YOU	Platters	Mercury	8	
8.	HE	A. Hibbler	Decca	10	
8.	ROCK AND ROLL WALTZ	K. Starr	Victor	14	
10.	BAND OF GOLD	D. Cherry	Columbia	16	
11.	IT'S ALMOST TOMORROW	Dream Weavers	Decca	12	
12.	TEEN-AGE PRAYER	G. Storm	Dot	11	
13.	AUTUMN LEAVES	R. Williams	Dot	9	
13.	DUNGAREE DOLL	E. Fisher	Victor	21	
15.	ONLY YOU	Hilltoppers	Dot	15	
16.	MEMORIES ARE MADE OF THIS	G. Storm	Dot	20	
17.	LOVE IS A MANY-SPLENDORED THING	Four Aces	Decca	13	
18.	ANGELS IN THE SKY	Crew Cuts	Mercury	35	
19.	ARE YOU SATISFIED?	R. Draper	Mercury	21	
20.	BURN THAT CANDLE	B. Haley	Decca	26	
21.	HE	McGuire Sisters	Coral	17	
22.	WOMAN IN LOVE	Four Aces	Decca	34	
23.	DADDY-O	Fontane Sisters	Dot	23	
24.	CRY ME A RIVER	J. London	Liberty	19	
25.	TEEN-AGE PRAYER	G. Storm	Dot	20	
26.	TENDER TRAP	F. Sinatra	Capitol	44	
27.	ALL AT ONCE YOU LOVE HER	P. Como	Victor	29	
28.	BAND OF GOLD	K. Carson	Capitol	24	
29.	IT'S ALMOST TOMORROW	J. Stafford	Columbia	46	
30.	LISBON ANTIGUA	N. Riddle	Capitol	29	
31.	MOSTLY MARTHA	Crew Cuts	Mercury	37	
32.	WOMAN IN LOVE	F. Laine	Columbia	32	
33.	WHEN YOU DANCE	Turbans	Herald	67	
34.	MEMORIES OF YOU	Four Coins	Capitol	31	
35.	GEE WHITTAKERS	P. Boone	Dot	41	
36.	AT MY FRONT DOOR	P. Boone	Dot	36	
37.	SHIFTING, WHISPERING SANDS	R. Draper	Mercury	28	
38.	GO ON WITH THE WEDDING	P. Page	Mercury	51	
38.	YOU ARE MY LOVE	J. James	M-G-M	48	
38.	WANTING YOU	R. Williams	Kapp	56	
41.	IT'S ALMOST TOMORROW	D. Carroll	Mercury	68	
42.	CROCE DI ORO (CROSS OF GOLD)	P. Page	Mercury	39	
43.	EVERYBODY'S GOT A HOME BUT ME	R. Hamilton	Epic	42	
44.	IT'S ALMOST TOMORROW	S. Lanson	Dot	33	
45.	AUTUMN LEAVES	S. Allen	Coral	83	
45.	SHIFTING, WHISPERING SANDS	B. Vaughn	Dot	47	
47.	C'EST LA VIE	S. Vaughn	Mercury	63	
48.	NOT ONE GOODBYE	J. P. Morgan	Victor	74	
49.	MY BELIEVING HEART	J. James	M-G-M	53	
50.	EVERYBODY'S GOT A HOME BUT ME	E. Fisher	Victor	65	
50.	LULLABY OF BIRDLAND	Blue Stars	Mercury	73	
52.	MY TREASURE	Hilltoppers	Dot	61	
53.	AUTUMN LEAVES	M. Miller	Columbia	49	
53.	DADDY-O	B. Lou	King	49	
55.	SUDDENLY THERE'S A VALLEY	J. Stafford	Columbia	75	
56.	LOVE AND MARRIAGE	D. Shore	Victor	68	
56.	SOMEONE YOU LOVE	Nat (King) Cole	Capitol	61	
56.	SEE YOU LATER, ALLIGATOR	B. Haley	Decca	—	
56.	THERE SHOULD BE RULES	B. Madigan	M-G-M	88	
60.	MY BOY—FLAT TOP	D. Collins	Coral	38	
61.	ROCK A BEATIN' BOOGIE	B. Haley	Decca	43	
62.	DOLLY'S OH SUSANNA	D. Charles	Singing Dogs	Victor	51
62.	GO ON WITH THE WEDDING	K. Kallen	Decca	85	
64.	NO ARMS CAN EVER HOLD YOU	G. Shaw	Decca	64	
65.	NO ARMS CAN EVER HOLD YOU	P. Boone	Dot	77	
66.	TOO LATE NOW	DeCastro Sisters	Abbott	91	
67.	PEPPER-HOT BABY	J. P. Morgan	Victor	55	
68.	TUTTI FRUTTI	Little Richard	Specialty	—	
69.	SIXTEEN TONS	J. Desmond	Coral	69	
70.	MEMORIES ARE MADE OF THIS	M. Carson	Columbia	59	
71.	AT MY FRONT DOOR	El Dorados	Vee Jay	98	
72.	BIBLE TELLS ME SO	D. Cornell	Coral	71	
73.	WHAT IS A WIFE?	S. Allen	Coral	—	
74.	TAKE ME BACK TO TOYLAND	Nat (King) Cole	Capitol	57	
75.	ZAMBESI	L. Busch	Capitol	79	
76.	LET IT RING	Doris Day	Columbia	77	
77.	SUDDENLY THERE'S A VALLEY	G. Grant	Era	83	
78.	APRIL IN PARIS	C. Basie	Clef	—	
78.	ADORABLE	Fontane Sisters	Dot	71	
80.	CHARMAINE	Four Freshmen	Capitol	90	
81.	CHAIN GANG	B. Scott	Paramount	—	
82.	SPEEDOO	Cadillacs	Josie	69	
83.	TWENTY-FOUR HOURS A DAY	G. Gibbs	Mercury	—	
84.	SUDDENLY THERE'S A VALLEY	Mills Brothers	Decca	—	
84.	MY BONNIE LASSIE	Ames Brothers	Victor	80	
86.	CROCE DI ORO (CROSS OF GOLD)	J. Regan	London	—	
87.	LOVE IS A MANY-SPLENDORED THING	D. Cornell	Coral	—	
87.	GOODBYE TO ROME	G. Gibbs	Mercury	65	
89.	AUTUMN LEAVES	V. Young	Decca	80	
90.	I'M GONNA LAUGH YOU RIGHT OUT OF MY LIFE	Nat (King) Cole	Capitol	—	
91.	SEVENTEEN	Fontane Sisters	Dot	75	
91.	YELLOW ROSE OF TEXAS	M. Miller	Columbia	91	
93.	WEDDING	Chordettes	Cadence	—	
94.	LOVE IS A MANY-SPLENDORED THING	D. Rose	M-G-M	82	
94.	AMUKIRIKI	L. Paul & M. Ford	Capitol	96	
96.	AUTUMN LEAVES	R. Charles	M-G-M	—	
97.	C'EST LA VIE	S. Gale	Victor	85	
97.	NO ARMS CAN EVER HOLD YOU	Gaylords	Mercury	97	
97.	DAY BY DAY	Four Freshmen	Capitol	—	
97.	YELLOW ROSE OF TEXAS	J. Desmond	Coral	87	
97.	YELLOW ROSE OF TEXAS	S. Freberg	Capitol	91	

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.

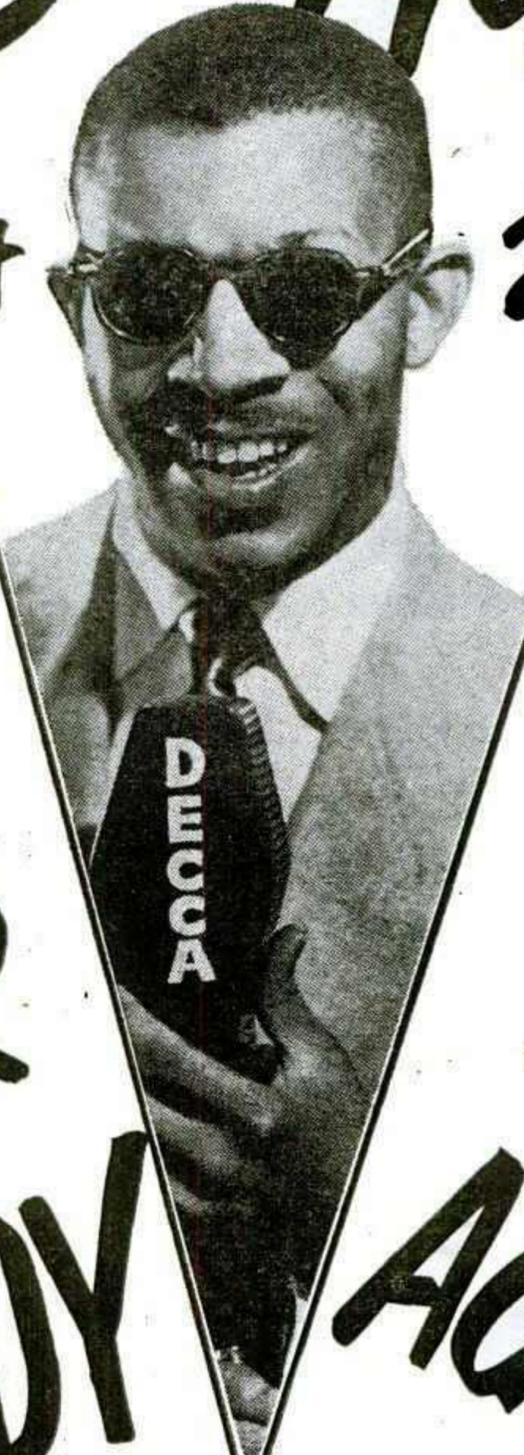


*As Sensationally
Introduced on*
THE ED SULLIVAN SHOW

Sunday, Jan. 8th, 1956*

Al Hibbler

Singing his latest



2 sided hit

* **11TH
HOUR
MELODY**

**LET'S
TRY
AGAIN**

DECCA
29789; 9-29789

America's Fastest Selling Records



**DECCA
RECORDS**

THE HAUNTING THEME FROM

"The Three Penny Opera"

(MORITAT)

COUPLED WITH

"I'LL BE WITH YOU IN APPLE BLOSSOM TIME"

RICHARD HAYMAN

AND

JAN AUGUST

MERCURY 70781



VOX JOX

By JUNE BUNDY

POST YULE NOTES: Some belated, but nonetheless interesting info on Christmas activities of jockeys across the country arrived this week. Nathan P. Street, WKSJ, Pulaski, Tenn., for instance, subbed as Santa Claus at a local department store, spinning 'em from the store on his regular afternoon show. . . . Another Tennessee jock, Jack Hatcher, WKDA, Nashville, did a six-day, half-hour show from Toyland at his local Montgomery Ward store, interviewing youngsters and the store's Santa.

The most off-beat holiday contest was conducted by Tap Taplin, WEBR, Buffalo, who asked his listeners to contribute solutions to the problem, "What would you do if you found some little monster in the neighborhood had told your child that there is no Santa Claus?" Taplin offered five cash prizes and drew 200 entries the first day. . . . Joe Ryan won the combination popularity poll and Christmas foster children fund contest conducted by his station, WALL, Middletown, N. Y. Each \$1 contributed to the fund enabled a listener to cast a vote for his favorite deejay.

All eight deejays at WORC, Worcester, Mass., broadcast from a local Newberry's Toyland during the holidays, when the station moved its operation to the store for two Saturday broadcast days—9 a.m. to 5:30 p.m. In addition to interviewing small fry and Santa

quests. . . . Boston's leading deejays will emcee a big record talent show January 22 for the benefit of a group of energetic teen-agers in town who have formed a group called Tenn-agers Against Polio. Proceeds, of course, go the March of Dimes.

A highlight of the show will be the introduction of a vocal quartet made up of five local spinners — Norm Prescott, WBZ; Joe Smith, WVDA; Dave Maynard, WORL; Ned Powers, WHDH, and conducted by Bob Clayton, WHDH. Other jockeys taking part will be Greg Finn, WORL; Alan Dary, WORL; T. Elliott, WORL; Fred B. Cole, WHDH; Ed Penney, WTAO; Stan Richards, WCOP; Ken Malden, WBMS; Jay McMaster, Sperm Feller, WVDA; John Scott, WEEL, and Bill Harrington, WHDH.

Norman Wain, WDOK, Cleveland, has a new gimmick on his new program for the local Muntz outlet tagged "Muntz Money Tunes." Each week he predicts which records out of the new releases will be "in the money" within the next 30 days. To date, Wain has been right 13 out of 30 times. Wain is also working on a promotion with local record dealers offering prizes valued at over \$1,000 for the best window displays built around the "Money Tunes" selections.

CHANGE OF THEME. Chris Rogers has replaced Lee Wilder on the "Morning Show" over WMIK, Middleboro, Ky. Wilder has moved to WMPS, Memphis. Another new staffer at WMIK is Bill Baker, who emcees a Saturday afternoon show, "Name the Hits." . . . Jack Brush has moved from KVOX, Moorhead, Minn., to KNOX, Grand Forks, N. D. . . . Floyd Garrett is now spinning 'em at KEBE, Jacksonville, Tex. . . . Russ Blair, ex-spinner at WTXL, West Springfield, Mass., moved to WHYN, Springfield, Mass., December 19. . . . Jack Gale, WTMA, Charleston, S. C., is heading up a TV show over WVSU-TV on Sundays from 2:30 to 4 p.m.

Stu Glassman, the disk buyer for Milwaukee's busiest pop and jazz record shop, Radio Doctors, is on the air now Sunday afternoons from 4:15 to 4:45 over WMIL. The show is labeled "Doctor Jazz," and Glassman spins nothing but jazz numbers using excerpts from LP albums. An interesting sidelight is that WMIL, until this hep stanza, was an invulnerable bastion of polka and western music.

• Number of Releases This Week

Label	Pop	C&W	R&B
ALLSTAR	—	1	—
ATLAS	—	—	1
BUDDY	1	—	—
CADENCE	1	—	—
CAPITOL	2	2	—
CORAL	3	1	1
DECCA	4	2	—
DIXIE	—	1	—
EPIC	1	—	—
ERA	1	—	—
FEDERAL	—	—	2
KING	—	1	1
LIBERTY BELL	—	1	—
MERCURY	1	1	—
RAMA	1	—	—
REPUBLIC	1	—	1
RPM	—	—	4
SEECO	6	—	—
SPECIALTY	—	—	4
SPOTLIGHT	1	—	—
STARDAY	—	3	—
SUN	—	2	—
TIN PAN ALLEY	1	—	—
UNIQUE	1	—	—
VICTOR	3	2	1
WING	1	—	—
TOTAL	29	17	15

YESTERYEAR'S TOPS—

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

JANUARY 12, 1946

1. Symphony
2. I Can't Begin to Tell You
3. It's Been a Long, Long Time
4. It Might as Well Be Spring
5. Chickery Chick
6. Waitin' for the Train to Come In
7. Let It Snow! Let It Snow! Let It Snow!
8. Aren't You Glad You're You?
9. That's for Me
10. Dig You Later (A Huba-Huba-Huba)
11. Doctor, Lawyer, Indian Chief
12. Some Sunday Morning
13. I'm Always Chasing Rainbows
14. Just a Little Fond Affection
15. Come to Baby, Do

JANUARY 13, 1951

1. Tennessee Waltz
2. The Thing
3. My Heart Cries for You
4. Harbor Lights
5. Nevertheless
6. Bushel and a Peck, A
7. Thinking of You
8. Be My Love
9. All My Love
10. You're Just in Love

Claus on mike, direct telephone lines were installed to permit shut-in children to talk to Santa on the phone. Participating deejays were Dick Smith, Bob Bryar, Mell Miller, Paul Coss, Shirley Palmer, Paul Larson, Spinner Landell and "The Old Country Doc."

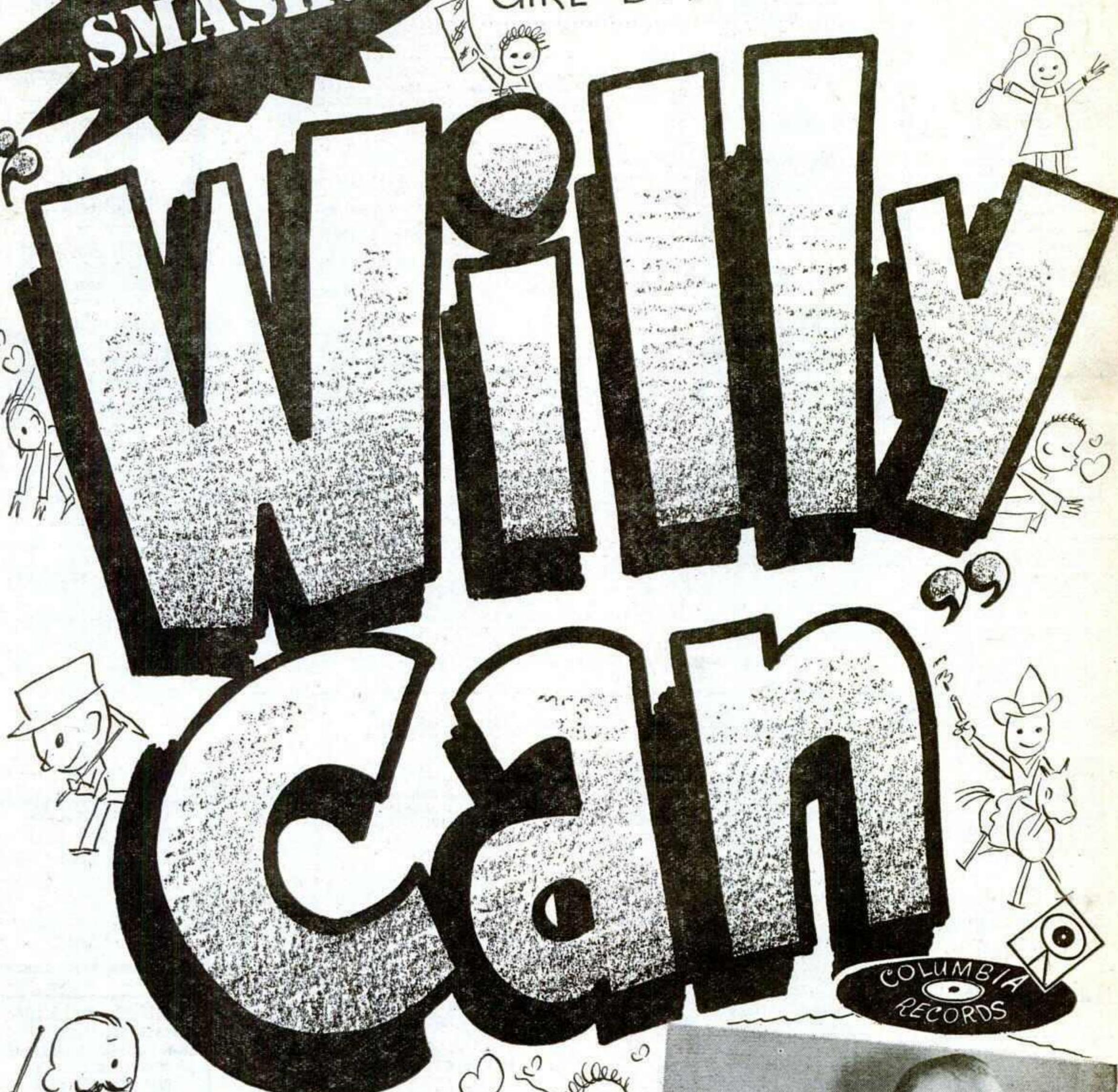
Lonny Starr, WNEW, New York, featured an all-request show New Year's Day, with the music line-up selected by the crew of the U.S.S. Guardian, a Navy vessel stationed out in the Atlantic on radar duty, and thus not able to be "home for the holidays." Starr, who is also a songwriter, will leave January 18 for a three-day tour of Chicago, where he will visit fellow jocks and plug two of his tunes recently recorded by the Honeydreamers on M-G-M.

GIMMIX: Dick Johnson, WNOP, Cincinnati, is on the chilly side these days, as the result of a new remote show which emanates from a local ice skating rink. His turntable is adjacent to the ice and skaters whiz by screaming out re-

SMASH!

... IT'S GOT THAT
GIRL-BOY SELLING SOUND!

WOWY GAM

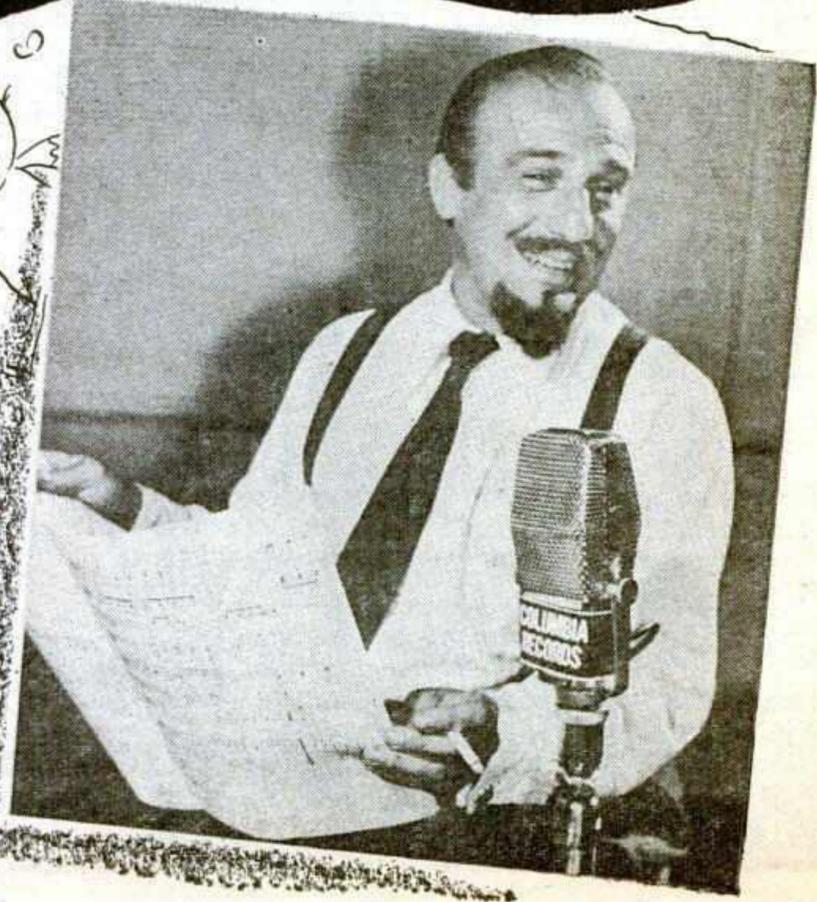


BY THE MASTER HIMSELF-

MITCH MILLER

HIS ORCHESTRA AND CHORUS
Columbia #40635

1/w "LISBON ANTIGUA"





The Billboard Music Popularity Charts
POPULAR RECORDS

• **Review Spotlight on . . .**

RECORDS

PAT BOONE . . . Dot 9034 TUTTI FRUTTI
(Venice, BMI)

I'LL BE HOME (ARC, BMI)

Boone seems to get stronger with every new disk. On top here is an extremely spirited and exciting job on the fast-moving r.&b. hit. And the lad shows almost equally well with a polished waxing of a fine r.&b. ballad on the flip. Both sides have a great chance to move into the charmed circle.

RICHARD HAYMAN AND JAN AUGUSTI . . . Mercury 12159
MORITAT (THEME FROM "THE THREE PENNY OPERA")
I'LL BE WITH YOU IN APPLE-BLOSSOM TIME
(Harms, ASCAP)

Here's one of the most colorful of the increasing number of entries of this tune. It's a very winning tune to begin with, and the Hayman harmonica adds a mighty distinctive touch to the fine August piano. When they reach the stretch this has a chance to lead the pack. Flip is "I'll Be With You in Apple-Blossom Time" (Broadway Music, ASCAP).

TALENT

DIHANN CARROLL . . . RCA Victor 6391 I WENT TO THE VILLAGE
(American Academy of Music, ASCAP)

HELP YOURSELF (Broadcast Music, BMI)

The gal who played the ingenue lead in the legiter "House of Flowers" last season makes a classy disk debut here. The "Village" side is a gentle, touching version of a poetically folkish ballad. On the flip is a subtly sexy invitation to "sample her cookin'." The material was well chosen to showcase a versatile and sensitive talent. Lots more should be heard from the gal.

NOVELTY

STEVE ALLEN . . . Coral 61573 WHAT IS A FREEM?
(Shapiro-Bernstein, ASCAP)
Rosemeadow, ASCAP)

Following up the successful "What Is a Wife" bit, Allen comes thru with an apt successor which carries a load of crazy mixed-up double talk. This is extremely well-written material, good for lots of chuckles, and with Allen riding high on TV, albums and the "Wife" disk, this could just carry on the happy trend. It's a particularly good programming bet. Flip side is a new novelty, "I Never Harmed an Onion" (General, ASCAP).

• **Reviews of New Pop Records**

RATINGS—COMMERCIAL POTENTIAL

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

- 90-100, Tops
- 80-89, Excellent
- 70-79, Good
- 60-69, Satisfactory
- 50-59, Limited
- 0-49, Poor

LES PAUL AND MARY FORD
Nuevo Laredo 80

CAPITOL 13415—Here's a pretty, gently swinging little South-of-the-border item featuring the usual pleasant guitar and some extra mellow thrushing from the gal with the honeyed pipes. (Trinity, BMI)

MORITAT (Theme from
"Three Penny Opera") 75

Another version of the listenable tune from the off-Broadway hit. The Paul-Ford faithful will like, but there's high-powered competition. This disk, like the flip, is from an LP, pulled out to catch some of the play. (Harms, ASCAP)

MITCH MILLER ORK
Willy Can 79

COLUMBIA 40635—Miller is on a march kick again with this attractive, happy-sounding rhythmic ditty based on an old folk song. The blending of flutes with fem voices and horns gives the disk an interesting, commercial sound gimmick. Fine for jocks and particularly good for the boxes. (Acuff-Rose, BMI)

Lisbon Antigua 75

A lush, eminently listenable cover of Nelson Riddle's current click disk. Arrangement highlights striking harpsichord solo work by Buddy Weed. Riddle has quite a start in the field, but this version should do all right, particularly with jocks. (Southern, ASCAP)

GOGI GRANT
Who Are We 79

ERA 1008—Miss Grant follows up her big hit "Suddenly There's a Valley" with another song of faith and inspiration. She puts heart and soul into this material and it ought to register well on a ready-made audience. (Thunderbird, ASCAP)

Who Believe in Love 74

A sentimental tune that the singer invests with intimate feeling. As on the

flip, she has lush choral and orchestral backing that adds to its aural assets. (Thunderbird, ASCAP)

BOB CREWE
Penny, Nickel, Dime, Quarter
(On a Teen-Age Date) 78

SPOTLIGHT 393—There is much of the excitement, fun and pounding beat of the Bill Haley records on this side. Crewe has his strongest commercial entry to date here, and the teen-agers should respond easily. (Monument, BMI)

How Long 73

A rhythm and blues styled cry ballad which Crewe wrings dry of emotion. Both sides are good juke box items in locations where teen-agers congregate. (Merrimac, BMI)

BILLY VAUGHN
Moritat (Theme from
"Three Penny Opera") 77

DOT 15444—Vaughn gives the widely covered tune a pleasant ride via the piano and whistle route. Similarity to the original version by Dick Hyman is striking. (Harms, ASCAP)

Little Boy Blue 73

This is a moving recitation, with overtones of pathos, about a little boy and his toys.

CRAZY OTTO
Gaslight Medley 76

DECCA 29753—The Otto fans and the jokers in general should give this a good play. It's that same familiar souped-up piano sound on strictly old stuff like "Only a Bird in a Gilded Cage" and "When My Baby Smiles at Me." (Von Tilzer, ASCAP)

Tin Pan Alley Medley 75

The same style stuff as on the flip is heard here spotlighting two oldies and one fairly recent Tin Pan Alley entry, "I'm Walking Behind You." (Duchess, BMI; Pickwick, Leeds, ASCAP)

(Continued on page 48)

**BONNIE LOU
DADDY-O**
King 4835

**MISS THE
LOVE**
(THAT I'VE BEEN DREAMING OF)
King 1506

**BOYD BENNETT
MY BOY—FLAT TOP**
King 1494

SEVENTEEN
King 1470

**OTIS WILLIAMS and his
NEW GROUP**

THAT'S YOUR MISTAKE
b/w

Too Late I Learned
DeLuxe 6091

BUBBER JOHNSON

COME HOME
King 4822

LITTLE WILLIE JOHN

**NEED YOUR LOVE
SO BAD**
b/w

HOME AT LAST
King 4841

**ALL AROUND
THE WORLD**
King 4818

THE MIDNIGHTERS

**ROCK AND ROLL
WEDDING**
b/w

That House on the Hill
Federal 12240

ROCK BROTHERS

DUNGAREE DOLL
King 4851

JOE TEX

**COME IN THIS
HOUSE**
King 4840

THE PLATTERS

TELL THE WORLD
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"SEVEN DAYS"

ATLANTIC #1081



CPL. CLYDE McPHATTER

● Reviews of New Pop Records

● Continued from page 46

LAWRENCE WELK ORK
Merit (Theme from "Three Penny Opera")76
 CORAL 61574—The tune is breaking and Welk adds a pleasant enough version to the pack with a typical champagne, accordion-type treatment. A very danceable version. (Harms, ASCAP)

Stompin' at the Savoy72
 The band man gives his own special type interpretation to the old swing era standard. Flip is the better bet.

ARCHIE BLEYER ORK
Bridge of Happiness75
 CADENCE 1283—Here's a winning little one-step idea with rolling drums and banjo in the Ferko style. Chorus sings the simple but effective lyric in unison with spoken verse by announcer David Ross. Jockeys will spin it. (Hill & Range, BMI)

You Tell Me Your Dream (I'll Tell You Mine)75
 This is a great juke entry, particularly for the taproom tenors who like to give vent to a song. Banjo sounds combined with a good beat and lusty singing put this in contention. (Jay-bee, BMI)

HARMONICATS
You Tell Me Your Dream75
 MERCURY 70772—Smooth, sprightly harmonica instrumental work on the oldie with a bright, catchy tempo. Good juke box material. Archie Bleyer has the tune out on Cadence, and it may be due for a revival. (Pure, BMI)

Who's Sorry Now?74
 Same comment. (Mills, ASCAP)

SOMETHIN' SMITH AND THE REDHEADS
Red Head75
 EPIC 9140—A relaxed, swingy version of the standard ditty. The chanting and instrumentation hark back to an earlier style. Nice programming item for deejays. (Algonquin, BMI)

Pinch Me (I Must Be Dreaming)73
 (Continued on page 50)



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POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 48

Similar in style to the flip. (Joy, ASCAP)

CREW CUTS
Seven Days74
MERCURY (Number unavailable)—The boys contribute a bouncy, uninhibited vocal on this pop-cover of the rhythm and blues hit. Dorothy Collins' Coral waxing is already breaking in the pop field, tho, and has quite a head start. (Progressive, BMI)
That's Your Mistake....74
Another r.&b.-style rhythm tune gets a strong reading by the Crew Cuts. A good bet for jukes. Otis Williams has a De Luxe waxing of the song out in the r.&b. field. (R-T, BMI)

DICK JACOBS ORK
Saxophone74
CORAL 61557—A pleasant, gentle swinging pervades this ode to sax sounds. Very danceable stuff with guest star Aldo Sigismondi (Alan Dale) in solo spot. Side has good novelty appeal. (Robbins, ASCAP)
Never-Come Sunday....72
This is the title tune of one of the

NBC-TV Medic shows. Has a very appealing melancholy quality heightened by a smooth ork and chorus arrangement. (Young, ASCAP)

LEO DIAMOND
Lisboa Antigua74
VICTOR 6406—Here's an appealing ork rendition of the popular new tune with harmonica sounds in spotlight. May be late for a fair share of the play. (Southern, ASCAP)
Music Box Tango....71
Diamond's various harmonicas again get the showcasing here on a pretty enough tango melody. (Broude, ASCAP)

PARIS SISTERS
Saxophone74
DECCA 29744—The girls thrush personally, albeit heavy, on the vocal gimmicks. The tune is an r.&b.-style ballad, with interest pacing. (Golden State, BMI)
Oh Yes, You Do....72
An appealing vocal on a fast-moving

folksy item in a minor key. (Gold Medal, ASCAP)

NICK NOBLE
To You, My Love (Je Ne Sais Pas)....74
WING 9004—Noble offers a romantic hymn of devotion to the one love. The effort takes on a production job quality with big band and choral backing and crooner giving his all. (Leeds, ASCAP)
You Are My Only Love....72
The singer comes thru in good form here in an upbeat opus with definite r.&b. overtones. (Meridian, BMI)

PEE WEE HUNT ORK
Lullaby of Birdland74
CAPITOL 3309—A lot of deejays will get a bang out of this reading of the jazz classic. Hunt plays it with a lot of heart. (Patricia, BMI)
It's All Been Done Before....72
Hunt does an instrumental with a toe-tapping quality and lots of old timey flavor. (Harman, ASCAP)

GARY CROSBY
Noah Found Grace
in the Eyes of the Lord73
DECCA 29779—A rhythmic new version of the spiritual theme. Young Crosby packs plenty of excitement into his rendition. Should get some spins. (Ludlow, BMI)
Get a Load o' Me....71
A contagious piece of movie-type production novelty is sung in sparkling showmanly fashion by the much-improved warbler. Sound here is midway between Poppa Bing and Johnny Mercer. (Bourne, ASCAP)

Granz Sets Ella Fitzgerald

• Continued from page 14

the sound track to "The Benny Goodman Story." The jazz impresario, who holds recording contracts with Stan Getz, Teddy Wilson and Gene Krupa—all featured in the Universal-International flick—was probably the major roadblock in efforts by U-I to secure clearance on the track, in order to hand same to its affiliated diskery, Decca. Other featured musicians, including Harry James, Lionel Hampton and Goodman himself, presented no contractual problems. In disclosing the Fitzgerald signing, Granz averred that this was the first in a series of upcoming moves which would soon see other name artists added to the Verve talent roster. The names of other recording artists under consideration were not disclosed, a number of prominent people are currently being negotiated with, according to Granz.

First pop single releases are ex-

pected to be ready for distributors early in February, with wax by Ella Fitzgerald, Buddy Rich as a vocalist, and Anita O'Day to be issued. LP's will also be included in the initial Verve release, with material by Toni Harper, Buddy Rich, Miss Fitzgerald, Anita O'Day, Buddy Bregman, Count Basie and Joe Williams.

Indie Distribs
Wherever possible the Verve line will be handled by new independent distributors, those not presently handling either Clef or Norgran.

Granz also inked two of the nation's top Dixie stars for the firm's new Down Home label in Bob Scobey and Clancy Hayes, both of whom have recorded for Good Time Jazz for many years.

Miss Fitzgerald had been with Decca for more than 20 years, first coming with the label as a vocalist with the old Chick Webb band. She has never recorded for any other label. Her exit is the second such move made by a veteran Decca star, Guy Lombardo moving over to Capitol recently, after 20 years at Decca.

• Reviews of New Jazz Records

BUDDY RICH AND HARRY (SWEETS) EDISON
All Sweets78
NORGRAN 148—From the current "Buddy and Sweets" album, a driving selection that shows both trumpeter Harry (Sweets) Edison and drummer Buddy Rich for the swinging virtuosos they are. Backing is provided by Barney Kessel, John Simmons and Jimmie Rowles. (JATAP, BMI)
Sweets' Opus No. 1....74
Another fast side with Edison making like a whirling dervish and getting solid support from Rich and his ork. (JATAP, BMI)

• Other Records Released This Week

Popular
Ay! Lupita (Aye! Lupita): Ay, Ay, Ay (Aye, Aye, Aye)—Orquesta America, Seeco 4180
Clases de Cha-Cha-Cha (Lessons in Cha-Cha): Abrete Sesamo (Open Sesame)—Ramon Marquez Ork, Seeco 4181
El Marinero (The Sailor): Pedro Y Pablo (Peter and Paul)—Ramon Marquez Ork, Seeco 4192
El Negrito Del Batey (The Boy in the Back Yard): Alegre Merengue (Merry Merengue)—Ramon Marquez Ork, Seeco 4185

Polka
Kiss Polka: Hoolerie No. 2—Elmer Scheid Ork, North Star 2020

Country & Western
My Horses Ain't Hungry: Daniel Boone—Gene Wardell, Dixie 101

Regis' trumpet swoops around and thrush Charlita sings on a so-so ballad in swingy dance time. (Bregman, Voeco & Conn, ASCAP)

THE FOUR HORSEMEN
Go on With the Wedding69
M-G-M 12159—The sad, sad story is told again with suitable melancholy projected via Lee Foster vocal and Lorraine Williams in the gal narration bit. (Pincus, ASCAP)
Iron Horse....68
Here's the historical saga of the first choo choo to cross the plains and put the pony express out of business. Tune has the "Ghost Riders" feel. (Pincus, ASCAP)

JOEL GREY
Slow and Easy69
VICTOR 6378—An English rift item of several years standing benefits here from a cha-cha-cha setting as the young comic chants pleasantly. Nothing essential here. (Southern, ASCAP)
Lies, Honey, Lies....66
A pseudo-country novelty gets flashy treatment, but adds up to little for the pop market. (Marlyn, BMI)

TONY TRAVIS
Cullucan69
VICTOR 6389—Latin ditty by Billy May has a hip-style Chamber of Commerce lyric sung rhythmically by the singer in typical band-vocalist manner. Good side for deejay dance band segs. (Maytime, BMI)
Speak to Me of Love....65
Similar swing treatment of the Continental standard. (Harms, ASCAP)

VEDA ROBERTS
I Won't Come to Your Wedding67
RAMA 177—A country-type weeper that Miss Roberts sings with heart and style. The easy bouncing rhythm makes the tune all the more attractive. (Lamas, ASCAP)
It's Funny (But It's True)....64
The singer puts a lot into this ballad, but as material it does not make a strong impression. (Goldmine, BMI)

ORQUESTA AMERICA
Quiereme Un Poquito Mas (Love Me a Little Bit More)73
SEECO 4182—Sweet, sultry vocal and instrumental material for hip-swinging terpers on a cha-cha rhythm kick. Fine for the boxes. (Peer, BMI)
Cha-Cha-Cha Con Melodia (Cha-Cha-Cha With Melody)....73
Same comment. (Peer, BMI)

VICKI YOUNG
Steel Guitar73
CAPITOL 3308—Miss Young belts out a fetching cover version of the catchy ditty; and she is supported by capable backing. (Massey, ASCAP)
Bye, Bye for Just a While (Billboard March)....71
A relaxed, pleasant reading of the tune, adapted from the great old march. (Bourne, ASCAP)

JOHNNY LONG ORK
Glorious, Glorious72
CORAL 61559—Long and company engage in one of the favorite "the gang's all here" type songs, famed among the brewy set. Happy, exuberant sounds come from the wax which should get good barroom juke attention. (Northern, ASCAP)
Sweetest March....71
"Sweetest March" naturally is the wedding march and this march tempo item extols same. Chorus joins in to good effect. (Tobey, ASCAP)

BEBO VALDEZ ORK
Hot in Haiti (Merengue Me Gusta Mas)72
DECCA 29762—Tasteful merengue instrumental in a pleasant Latin-American ditty with a good terp tempo. (Morro, BMI)
Merengue a La Mode (Muerto De La Risa)....72
Same comment. (Morro, BMI)

MR. FORD AND MR. GOON-BONES
Isle of Capri72
CORAL 61561—Organ and clickety clack of goon bones work out on a rhythmic version of an oldtimer. Combination of instruments has a certain novelty value which clicked several years ago in the market. (Harms, ASCAP)
The Sheik of Araby....72
More of the same pairing here give the same type interpretation to an even older oldie. (Mills, ASCAP)

JIM LUCAS
Tutti-Frutti71
REPUBLIC 7123—Lucas has come up with a smart commercial idea in covering the current r.&b. hit tune. He does a good selling job in this groovy, high-spirited reading. His principal competition comes from the original, which has been selling well to pop customers. (Venice, BMI)
My Favorite Doll....70
This side also has r.&b. flavoring in material and backing, which is much in its favor. Lucas has a feel for this kind of material and makes a pleasant thing of it. Teen-agers are the target. (Nash, BMI)

THE BAKER SISTERS
If You're Ever Gonna Leave Me71
UNIQUE 324—Nice chanting by the sisters. Their delivery is sharp and their phrasing expert. (Roxbury, ASCAP)
The Last Bus Home....70
Similar in performance to the flip. (ASCAP)

CHQUITO SOCARRAS ORK
Portero (The Doorman)70
SEECO 4187—A cha-cha-cha, with a vocal in Spanish. For the Latin market and foreign-language stations. Good performance.
No, Ah! Ah!....70
Ditto.

BILLY REGIS ORK
Zigeuner70
VICTOR 6377—The trumpeter of Prado's "Cherry Pink" fronts his own dance crew in this fox trot version of the Coward waltz. The exaggerated Jamesian styling should attract some deejay attention. (Harms, ASCAP)
I'm Depending on You....68

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This Week's Best Buys

I HEAR YOU KNOCKIN' (Commodore, BMI)—Mac Wiseman—Dot 1273

Wiseman has long been a big favorite in several territories, but recently has been breaking into a larger market. Sales on this r.&b. hit tune have been especially outstanding, this week placing Wiseman's disk on both the Richmond and the Charlotte territorial charts. Reports from Nashville, Atlanta, Dallas and important Northern markets have also been very good. Flip is "Camptown Races." A previous Billboard "Spotlight" pick.

Review Spotlight on . . . TALENT

MAGGIE SUE WIMBERLY

How Long? (HiLo, BMI)

Daydreams Come True (Met, BMI)—Sun 229—The label comes up with another fine talent find. The gal gives all the way with a warm and sincere appeal. On top is a typical country plaint while the flip deals with happier circumstances. In either mood, the gal is very much at home. With this and others to come, she should quickly make the grade as an established talent in the field.

Reviews of New C & W Records

SPADE COOLEY

Seasons of My Heart . . . 80
DECCA 29788—Chuck Reed is the potent warbler on these sides, both of which are more country than most of Cooley's western-pop offerings. There's a lot of meat in this lyric. Could score. (Starrite, BMI)
No Need to Cry Anymore . . . 75
Leisurely dance tempo helps, tho the material is routine on this side. (Copar, BMI)

MAGGIE SUE WIMBERLY

How Long? . . . 77
SUN 229 — A potent plaint; very appealing as the thrush does it. (Hi Lo, BMI)
Daydreams Come True . . . 74
The Sun label comes up with another piece of sterling talent in Miss Wimberly. The Sun "sound" helps her considerably in this ballad of happy circumstances. (Met, BMI)

FRANKIE STARR

That's the Way the
Big Ball Bounces . . . 76
DECCA 29778—Starr is the clef of this jaunty philosophical tune cut previously by Terry Fell. The message is optimistic, and the material has force. Good side. (American, BMI)
I Don't Care What You Used to Be
(I Know What You Are Today) . . . 74
This is the old Jimmy McHugh-Al Dublin pop, essayed in two-track harmony by Starr. It makes for good c.&w. programming. (Mills, ASCAP)

LEON PAYNE

Doorstep to Heaven . . . 76
STARDAY 220—A very moving opus

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and More Each Day"

CAPITOL #3289

CENTRAL SONGS
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this, about the terrors of jealousy, and Payne has the vocal pathos to make it come alive. (HiL & Range, BMI)

You Are the One . . . 70
A fast-moving job here adds up to satisfactory wax but the flip is by far the stronger. (Starrite, BMI)

GEORGE JONES

What Am I Worth? . . . 76
STARDAY 216—Cute swiny lyrics of the new country tune come thru well on this Jones-styled version. (Starrite, BMI)
Still Hurtin' . . . 75
"I'm defeated by somebody who cheated" waits Jones on this sad, sad tale. Has a genuine and touching quality. (Starrite, BMI)

DICK WILLIAMS

If This Is Sin . . . 75
VICTOR 6374 — Even tho he's married, he is hopelessly in love with another woman. The lyric has dramatic impact and Williams sells it to the hilt. (E. B. Marks, BMI)
I Made a Million Mistakes . . . 73
This up-and-coming singer has another attractive side in this lilting ditty. He has a smooth style that is gaining a good following for him. (E. B. Marks, BMI)

DOUG HARDEN

Dig That Ford . . . 75
LIBERTY BELL 1078 — Here's a happy marriage between c.&w. and r.&b., with Harden selling a bouncy novelty with plenty of vocal know-how and a good beat. (Shasta, BMI)
Good for Nothing Woman . . . 72
Another cross-bred platter. Harden sings out an amusing blues with a strong r.&b. beat and attractive c.&w. type guitar work. Good juke wax. (Shasta, BMI)

SKEETS McDONALD

Baby, I'm Lost Without You . . . 74
CAPITOL 3312—McDonald sings an emotional pleader with much sincerity. Good talent in evidence here. (Tannen, BMI)
I Got a New Field to Plow . . . 73
If she turns him down, he's got a new gal to look up, is the essence of this swiny and somewhat philosophical bit, and the singer sounds as if he means it. (Central, BMI)

GEORGE AND EARL

Take a Look at My Baby . . . 74
MERCURY 70773—George and Earl give a solid performance. Tune is a strong weeper. (Tree, BMI)
Cry, Baby, Cry . . . 73
A strong cover of the Sovine Pierce hit. This is quicker in tempo than the flip, and it gets a lively reading, with excellent piano and string backing. (Fairway, BMI)

CHUCK MAYFIELD

Hog Stoppin' Time . . . 74
STARDAY 211—An amusing tongue-in-cheek reading of a comic novelty with really funny lyrics. (Starrite, BMI)
Are You Trying
to Tell Me Goodbye? . . . 72
Sincere warbling on a pretty weeper, but flip has more play-power. (Starrite, BMI)

DAVE DUDLEY

I'll Be Waiting for You . . . 73
KING 4866—A catchy country side, Dudley shows a lot of potential with his vocal. His voice has a good lyric quality. (Mar-Kay, BMI)
Ink Dries Quicker Than Tears . . . 72
This side is a weeper, nicely done. (Pineus, ASCAP)

HELEN HALL

That Kind of Guy . . . 73
CORAL 61560—The singer watches her ex-boy friend and his new bride and opines that their happiness will be shortlived. An effective piece of material sung with a powerful punch. (Trinity, BMI)
Unwanted Love-Unwanted Heart . . . 70
A melancholy tune that also brings out a telling outburst from Miss Hall. A good performance. (Trinity, BMI)

MERRILL MOORE

Cooling to the Wrong Pigeon . . . 72
CAPITOL 3311 — Here's a swiny

C & W Territorial Best Sellers

For survey week ending January 4

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. Sixteen Tons, T. Ernie, Cap.
2. Love, Love, Love, W. Pierce, Dec.
3. It's a Great Life, F. Young, Cap.
4. Mystery Train, E. Presley, Vic.-Sun
5. Eat, Drink and Be Merry
P. Wagoner, Vic.
6. I Walked Alone Last Night
E. Arnold, Vic.

Charlotte

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

Dallas-Fort Worth

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

Houston

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

Memphis

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

Nashville

1. Sixteen Tons, T. Ernie, Cap.
2. Love, Love, Love, W. Pierce, Dec.
3. Eat, Drink and Be Merry
P. Wagoner, Vic.
4. Why, Baby, Why?
R. Sovine-W. Pierce, Dec.
5. 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. Why, Baby, Why? G. Jones, Sdy.
3. I'll Be Gone, T. Collins, Cap.
4. All Right, F. Young, Cap.
5. Thirty Days, F. Tubb, Dec.

Richmond, Va.

1. Sixteen Tons, T. Ernie, Cap.
2. I Hear You Knockin', M. Wiseman, Dot
3. Love, Love, Love, W. Pierce, Dec.
4. Just Call Me Lonesome, E. Arnold, Vic.
5. All Right, F. Young, Cap.
6. Richest Man, E. Arnold, Vic.
7. Lonely Side of Town, K. Wells, Dec.

St. Louis

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

application of r.&b. material to the country mood. Moore lends enthusiasm to the cute lyrics. (Opal, BMI)
Down the Road a Piece . . . 72
This is a country adaptation of the old Ray McKinley-Will Bradley opus. Country ork really swings on this one. (Leebs, ASCAP)

CHARLIE FEATHERS

Defrost Your Heart . . . 72
SUN 231—Feathers makes a touching plea in this slow tempo tear-jerker, and is most persuasive in his stylings. (Hi Lo, BMI)
Wedding Gown of White . . . 69
The singer is inspired by the thought of his approaching wedding to sing his love's praises. A tuneful opus, with quiet, simple appeal. (Hi Lo, BMI)

RAY GUYCE AND HIS LONESOME VALLEY COWBOYS

Field Roses . . . 69
ALLSTAR 7150 — Plaintive warbling job on an appealing weeper with a relaxed tempo. (Allstar, BMI)
Double Crosser . . . 68
An okay up-tempo weeper is accorded a vereful vocal treatment. (Allstar, BMI)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

"Grand Ole Opry" has won Fame magazine's award as the best country music show on television during 1955. The award resulted from an annual poll made by Motion Picture Daily and Television Today among the nation's TV editors and columnists. The show has been on network TV only since last October. . . . Jimmy Rodgers Snow, son of Hank Snow, was seriously injured in an auto collision in Nashville January 3. He is reported to have sustained a broken leg, a concussion and numerous bruises and cuts. . . . Carl Smith stars on the Prince Albert portion of "Grand Ole Opry" January 14, when Hawkshay Hawkins will be special guest. On January 21, Ernest Tubb will occupy the feature slot, with Rose Maddox in as guesstar. . . . Roy Acuff and his group and Johnny and Jack are set in Toronto January 12-19.

The Andersons, kid singing group, have joined WLW's "Midwestern Hayride" television show, originating out of Cincinnati every Wednesday night over the WLW-NBC-TV network. Foursome, comprising Bev, age 12; Bonnie, 14; Babs, 16, and Bill, 18, made their television debut Saturday (7) over the regional WLW-TV "Midwestern Hayride" program. On Wednesday night (11), they will appear on the NBC-TV network show which originates from WLW studios in Cincinnati. The Andersons are under the management of Harry Carlson, head of Fraternity Records and Buckeye Music, Inc., Cincinnati.

Red Foley's radio show, transcribed in Springfield, Mo., by RadiOzark, has been purchased by the Canadian Broadcasting Corporation for five-day-a-week programming. On a recent personal at the 2,500-seat Municipal Auditorium, Pensacola, Fla., Foley stretched what was to have been a single performance into three showings. Initial performance chalked a heavy turnaway, with the result that another performance was hastily scheduled for 11:15 p.m. It pulled a full house. Since the following day had purposely been left open as a breather in a rugged schedule, it was decided to stage another performance the following night. Result: Another capacity crowd.

Fred Wamble (Capitol) was a recent guest on the "Jack Turner Show" over WFAA-TV, Montgomery, Ala. Jack Turner plays a benefit show for underprivileged children at Junior High School, Selma, Ala., Friday (13). . . . Dotty Jean Fillmore, currently appearing on "Circle Theater Jamboree," Cleveland, has inked a recording pact with H. H. Harnett, of Melody Guy Records, and is slated to cut eight sides this week. First release is set for late February. . . . Jimmie Crane is back in Abilene, Tex., after a visit with deejays in South Texas in the interest of his new TNT release, "Love Bandit" b.w. "Everybody Wants a Change."

Following Gene Autry's guest sho. on "Ozark Jubilee" next Saturday (14), the Jubilee Promenaders, square-dance group, will join Autry for a 31-day personal-appearance tour opening January 20 in Beloit, Wis., and winding up February 19 in Charlotte, N. C. On Saturday's program, Red Foley will interview Governor Frank G. Clement of Tennessee. Missouri's Senator Thomas P. Hennings Jr. and the St. Louis Cardinal slugger, Stan Musial.

Lindy Bridges and the Oklahoma Drifters are now regular features on WORZ, Orlando, Fla., with Home-Folks Smith their sponsor.

Montana Slim, better known as Wilf Carter (Decca), who now resides in Winter Park, Fla., and Happy Ison, who spins the country wax on WORZ, Orlando, Fla., have been sneakin' in quite a bit of interesting fishing in recent weeks. . . . Skeets Martin, electric-Spanish guitarist with Cowboy Howard Vokes' combo, has just had his first song, "This Prison I'm In," recorded on the Blue Hen label by Denver Duke and Jeffery Null.

Buddy Bain and Kay Wayne, of WCMA, Corinth, Miss., and Red Taylor, of the "Grand Ole Opry," who recently signed with Meteor Records, will have as their first release, "Daydreams Come True" b.w. "Can We Live It Down," due out next week. Buddy and Kay are now regular members of "Dixie Hayride," Florence, Ala., which also includes in its line-up Dexter Johnson, Kelso Hurston, the Dixie Hayriders, Maggie Sue Wemberly, Junior Thompson and Mason Dixon.

Johnny Lane, San Antonio country singer and TV cowboy, is dickering with a number of labels for an early recording date. . . . The gospel-singing Blackwood Brothers' quartet appear Friday (13) at Chattanooga, and Saturday (14) at Birmingham. On January 17, the Blackwood lads appear at the inauguration in Jackson, Miss., and then hop to St. Louis for the 19th. Other dates are Centralia, Ill., 20; Memphis 21, and Tampa 28.

Ferlin Huskey and Tommy Hill's band hold down the guesstar slot on "Circle Theater Jamboree," Cleveland, Saturday (14). . . . John Bava, of John Bava's Music and Cozy Record Distributors, Fairmont, W. Va., has just issued a new song book titled "West Virginia Mountain Ballads and Sacred Songs." The book contains the words and music to more than 50 songs and the lyrics to many more. It bears a \$1 price tag. . . . Denver Duke and Jeffery Null set to cut "Hymn of the Red-Dog Tree" and "You Gotta Mean It When You Pray" this week for Round-Up Records, new diskery recently formed by Matt Furin and Joe Averbach.

Tommy Bell has moved his booking office from Longview, Tex., to Corpus Christi, Tex., and is currently pitching c.&w. talent in Southeastern Texas and New Mexico. Bell recently signed a personal-management contract with Tony Wayne and His Rhythm Wranglers, western swing band. The Wayne crew is doing two TV shows a week from Corpus Christi, while doubling on one-nighter show and dance dates in the area. . . . Al Barkle has just signed a recording pact with M.&M. Records, Pasadena, Calif., and cut his first sides for the firm last week. The Reynolds Sisters, of Modesto, Calif., have just had their first release on the M.&M. label.

Ralph Foster, Lesie Kennon and John Mahaffey, brass with Crossroads TV Productions, Springfield, Mo., producers of "Ozark Jubilee," departed for New York last Saturday (7) following Webb Pierce's starring appearance on the show. Si Siman remained in Springfield to "mind the store" and finalize plans for celebrating "Ozark Jubilee's" first anniversary on network TV January 21. . . . Johnny Hopson and the Happy Hoedowners, featuring Jack Keath, resumed their Sunday morning TV show over KTTV, Los Angeles, January 8. Hopson's new release on the M.&M. label is "One Love at a Time."

Guests artists on the Reel Stewart show over WBBM-TV, Chicago, December 22, were Cow- (Continued on page 56)

The Billboard Music Popularity Charts
COUNTRY & WESTERN RECORDS

• **Best Sellers in Stores**

For survey week ending January 4

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.

This Week	Last Week	Weeks on Chart
1. SIXTEEN TONS (BMI)—Tennessee Ernie.....	1	10
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
2. LOVE, LOVE, LOVE (BMI)—W. Pierce.....	2	17
IF YOU WERE ME (BMI)—Dec 29662		
3. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley.....	4	18
MYSTERY TRAIN (BMI)—Vic 20-6357; Sun 223		
4. EAT, DRINK AND BE MERRY (BMI)—P. Wagoner...	3	7
Let's Squiggle (BMI)—Vic 20-6289		
5. JUST CALL ME LONESOME (BMI)—E. Arnold....	6	22
That Do Make It Nice (BMI)—Vic 20-6198		
6. WHY, BABY, WHY? (BMI)—G. Jones.....	4	5
Seasons of My Heart (BMI)—Starday 202		
7. WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce...	7	4
Missing You (BMI)—Dec 29755		
8. ALL RIGHT (BMI)—F. Young.....	9	24
Go Back You Fool (BMI)—Cap 3169		
9. BEAUTIFUL LIES (BMI)—J. Shepard.....	9	10
I Thought of You (BMI)—Cap 3222		
10. I DON'T CARE (BMI)—W. Pierce.....	12	20
Your Good For Nothing Heart (BMI)—Dec 29480		
11. I FEEL LIKE CRYIN' (BMI)—C. Smith.....	8	5
YOU'RE FREE TO GO (ASCAP)—Col 21462		
12. I'VE KISSED YOU MY LAST TIME (BMI)—K. Wells.....	12	5
LONELY SIDE OF TOWN (BMI)—Dec 29728		
13. DON'T TAKE IT OUT ON ME (BMI)—H. Thompson.	14	6
HONEY, HONEY BEE BALL (BMI)—Cap 3275		
14. RICHEST MAN (BMI)—E. Arnold.....	11	10
I WALKED ALONE LAST NIGHT (ASCAP)—Vic 20-6290		
15. SATISFIED MIND (BMI)—P. Wagoner.....	-	32
Itchin' For My Baby (BMI)—Vic 20-6105		

• **Most Played in Juke Boxes**

For survey week ending January 4

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.

This Week	Last Week	Weeks on Chart
1. SIXTEEN TONS (BMI)—Tennessee Ernie.....	2	8
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
2. LOVE, LOVE, LOVE (BMI)—W. Pierce.....	1	15
If You Were Me (BMI)—Dec 29662		
3. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley.....	3	9
Mystery Train (BMI)—Vic 20-6357; Sun 223		
4. EAT, DRINK AND BE MERRY (BMI)—P. Wagoner...	3	5
Let's Squiggle (BMI)—Vic 20-6289		
5. JUST CALL ME LONESOME (BMI)—E. Arnold....	5	20
That Do Make It Nice (BMI)—Vic 20-2198		
6. WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce...	-	1
Missing You (BMI)—Dec 29755		
7. LONELY SIDE OF TOWN (BMI)—K. Wells.....	-	1
I've Kissed You My Last Time (BMI)—Dec 29728		
8. WHY, BABY, WHY? (BMI)—C. Jones.....	6	9
Seasons of My Heart (BMI)—Starday 202		
9. BORN TO BE HAPPY (BMI)—H. Snow.....	-	8
MAINLINER (BMI)—Vic 20-6269		
9. YOU'RE FREE TO GO (ASCAP)—C. Smith.....	-	1
I FEEL LIKE CRYIN' (BMI)—Col 21462		
9. DON'T TAKE IT OUT ON ME (BMI)—H. Thompson.	-	1
HONEY HONEY BEE BALL (BMI)—Cap 3275		

• **Most Played by Jockeys**

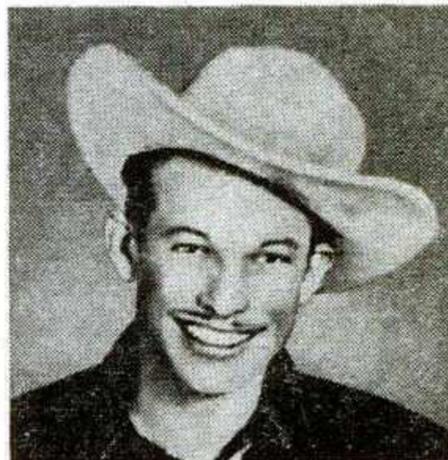
For survey week ending January 4

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.

This Week	Last Week	Weeks on Chart
1. LOVE, LOVE, LOVE—W. Pierce.....	2	16
Dec 29662—BMI		
2. SIXTEEN TONS—Tennessee Ernie.....	1	9
Cap 3262—BMI		
3. WHY, BABY, WHY?—R. Sovine & W. Pierce.....	3	5
Dec 29739—BMI		
4. I FORGOT TO REMEMBER TO FORGET—E. Presley.....	4	14
Vic 20-6357, Sun 223—BMI		
5. EAT, DRINK AND BE MERRY—P. Wagoner.....	8	7
Vic 20-6289—BMI		
6. IT'S A GREAT LIFE—F. Young.....	5	7
Cap 3258—BMI		
7. JUST CALL ME LONESOME—E. Arnold.....	7	20
Vic 20-6198—BMI		
8. YOU'RE FREE TO GO—C. Smith.....	9	6
Col 21462—ASCAP		
9. GOD WAS SO GOOD—J. Newman.....	-	2
Dot 1270—BMI		
10. THIRTY DAYS—E. Tubb.....	11	3
Dec 29731—BMI		
11. I FEEL LIKE CRYIN'—C. Smith.....	11	3
Col 21462—BMI		
11. I DON'T BELIEVE YOU'VE MET MY BABY—Louvin Brothers.....	-	1
Cap 3300—BMI		
13. DON'T TAKE IT OUT ON ME—H. Thompson.....	-	1
Cap 3275—BMI		
14. MYSTERY TRAIN—E. Presley.....	13	3
Vic 20-6357, Sun 223		
15. ALL RIGHT—F. Young.....	-	22
Cap 3169—BMI		

LOOKING FOR BIG COUNTRY RECORD SALES?

HAWKSHAW HAWKINS



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20/47-6396

JOHNNIE & JACK / RUBY WELLS

their first recording together...



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You'll Always Be Mine
20/47-6333



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"I STILL REMEMBER"
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The Billboard Music Popularity Charts
RHYTHM & BLUES RECORDS

• Best Sellers in Stores

For survey week ending January 4

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.

This Week	Last Week	Weeks on Chart
1. GREAT PRETENDER (BMI)—Platters.....	1	5
I'm Just a Dancing Partner (ASCAP)—Mercury 70753		
2. HANDS OFF (BMI)—J. McShann-P. Bowman.....	2	11
Another Night (BMI)—Vee Jay 155		
3. TUTTI FRUTTI (BMI)—Little Richard.....	3	8
I'm Just a Lonely Guy (BMI)—Specialty 561		
4. POOR ME (BMI)—F. Domino.....	4	8
I CAN'T GO ON (BMI)—Imperial 5369		
5. ONLY YOU (BMI)—Platters.....	5	25
Bark, Battle & Ball (BMI)—Mer 70633		
6. STEAMBOAT (BMI)—Drifters.....	8	11
ADORABLE (BMI)—Atlantic 1078		
7. ALL AROUND THE WORLD (BMI)—	7	15
Little Willie John..... Don't Leave Me Dear (BMI)—King 4818		
8. WITCHCRAFT (BMI)—Spiders.....	12	7
Is It True? (BMI)—Imperial 5366		
9. SEVEN DAYS (BMI)—C. McPhatter.....	10	2
I'm Not Worthy of You (BMI)—Atlantic 1981		
9. COME HOME (BMI)—B. Johnson.....	13	2
There'll Be No One (BMI)—King 4822		
11. FEEL SO GOOD—Shirley & Lee.....	6	21
You'll Be Thinking of Me—Aladdin 3289		
12. SPEEDOO (BMI)—Cadillacs.....	8	2
Let Me Explain (BMI)—Josie 785		
13. JIVIN' AROUND (PARTS I & II) (BMI)—E. Freeman.....	15	2
Cash 1017		
13. I'M LOST WITHOUT YOU TONIGHT (ASCAP)—	—	2
D. Washington..... You Might Have Told Me (BMI)—Mercury 70728		
15. NEED YOUR LOVE SO BAD (BMI)—	—	1
Little Willie John..... Home at Last (BMI)—King 4841		

• Most Played in Juke Boxes

For survey week ending January 4

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.

This Week	Last Week	Weeks on Chart
1. HANDS OFF (BMI)—J. McShann-P. Bowman.....	2	8
Another Night (BMI)—Vee Jay 155		
2. AT MY FRONT DOOR (BMI)—El Dorados.....	1	15
What's Buggin' You Baby? (BMI)—Vee Jay 147		
3. PLAY IT FAIR (BMI)—L. Baker.....	—	6
Lucky Old Sun (ASCAP)—Atlantic 1075		
4. POOR ME (BMI)—F. Domino.....	7	6
I Can't Go On (BMI)—Imperial 5369		
5. ADORABLE (BMI)—Drifters.....	4	9
Steamboat (BMI)—Atlantic 1078		
6. DON'T START ME TALKIN' (BMI)—	6	9
Sonny Boy Williamson..... All My Love in Vain (BMI)—Checker 824		
7. TUTTI FRUTTI (BMI)—Little Richard.....	9	4
I'm Just a Lonely Guy (BMI)—Specialty 561		
8. ONLY YOU (BMI)—Platters.....	—	15
Bark, Battle and Ball (BMI)—Mercury 70633		
9. FEEL SO GOOD (BMI)—Shirley & Lee.....	8	12
You'd Be Thinking of Me (BMI)—Aladdin 3289		
10. THIRTY DAYS (BMI)—C. Berry.....	—	11
Together (BMI)—Chess 1610		

• Most Played by Jockeys

For survey week ending January 4

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.

This Week	Last Week	Weeks on Chart
1. GREAT PRETENDER—Platters.....	1	3
Mercury 70753—Ascap		
2. TUTTI FRUTTI—Little Richard.....	5	7
Specialty 561—BMI		
3. HANDS OFF—J. McShann-P. Bowman.....	4	9
Vee Jay 155—BMI		
4. PLAY IT FAIR—L. Baker.....	—	12
Atlantic 1075—BMI		
5. POOR ME—F. Domino.....	7	8
Imperial 5369—BMI		
6. ONLY YOU—Platters.....	2	17
Mercury 70633—BMI		
7. I WANNA DO MORE—R. Brown.....	9	3
Atlantic 1082—BMI		
8. STEAMBOAT—Drifters.....	11	6
Atlantic 1078—BMI		
9. ADORABLE—Drifters.....	11	10
Atlantic 1078—BMI		
10. LOVE HAS JOINED US TOGETHER—	—	3
R. Brown & C. McPhatter..... Atlantic 1077—BMI		
11. MORNING, NOON AND NIGHT—J. Turner.....	8	2
Atlantic 1080—BMI		
11. TROUBLE NO MORE—M. Waters.....	—	1
Chess 1612—BMI		
13. CHICKEN AND THE HAWK—J. Turner.....	—	1
Atlantic 1080—BMI		
14. SEVEN DAYS—C. McPhatter.....	3	2
Atlantic 1081—BMI		
14. I KNOW I WAS WRONG—Barons.....	—	1
Imperial 5359—BMI		

ATCO RECORDS

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2 IF IT'S THE LAST THING I DO
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Frankie Marshall.....ATCO 6061

3 SHE'S A W-O-M-A-N
SOMEBODY TAKE ME
Jimmy Griffin.....ATCO 6060

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b/w
"SO WRONG"
RPM 454
RPM RECORDS
9317 W. Washington Blvd. • Culver City, Calif.

FOLK TALENT & TUNES

Continued from page 52

boy Copas, of "Grand Ole Opry," and Lonnie Barron, of WDOG, Marine City, Mich., and Ellr Mae Ware, of Barron's outfit. Lonnie worked a heavy schedule of holiday dates thru Michigan and Southern Canada. He still operates his Saturday night barn dance at Richmond, Mich. each week, and does a weekly column in The Richmond Review.

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headed by Little Jimmy Dickens played to two well-filled houses at Memorial Auditorium, Canton, O. With Jimmy were his Country Boys, the Louvin Brothers (Ira and Charlie), Del Wood, Smiley and Kitty Wilson, and the Country Cousins, with Cousin Jody as comedian. In an added attraction were W W V A's Dusty Owens and His Rodeo Boys, featuring Donna Darline, singer, and Lazy Jim Day, comedian. Denny Dever, of WCMW, and Cliff Rodgers, of WHKK, handled the emcee chores.

Dave G. Ruf, president of Westport Enterprises, Inc., Kansas City, Mo., reports that "Who Do? Honey, You Do," as done by Jimmy Dallas and Cathy Justice on the Westport label, is starting to move in the Kansas City and Memphis areas. Ruf recently set up a distributorship in Memphis and is now in the midst of lining up representation in other areas. . . . Rex Allen made a four-day personal appearance junket of 26 radio disk jockey shows in the Los Angeles area last week to plug his latest Decca release, "I'm a Young Cowboy" b/w "The Last Round-Up." . . . Frankie Miller (Columbia) is set for the next several weeks at Rosa's Club, Fort Worth. Frankie continues under the management of Woody Woodward.

With the Jockeys

Tater Pete Hunter, KTLW, Houston, has picked up an additional 30 minutes of broadcasting time and is now being heard daily from 10 a.m.-1 p.m. Pleasant Ray, also of KTLW, precedes Hunter each day with a one-hour seg. . . . Jack Gerard, who spins four hours of the country stuff daily over WNDB, Martinsburg, W. Va., infos that response has been heavy recently when he used tape-recorded songs by Leonard Austin. Gerard says he's in need of platters from all of the companies.

Frank Miller, whose latest on Columbia is "Paint, Powder and Perfume," recently dropped in on Biff Collie's "Collie's Corner" at KTRC, Houston. Collie, who recently spent some time with Charlie Walker at KMAC, San Antonio, and Cactus Pryor at KTBC, Austin, Tex., notes that Pryor recently did a stint on Garry Moore's CBS TVer in New York. . . . Mary McCoy needs wax from the majors for her teejaying chores over KMCO, Conroe, Tex. . . . Lee Moore, WWVA, Wheeling, W. Va., recently cut "Wildflower" b/w "Whispering Hope" for Cross Country Records. Flip side features Lee and his wife, Juanita.

Cactus Pete Williams, WSKY, Asheville, N. C., advises: "I am one of those rare fellows who spin gospel and sacred records exclusively. I am interested in corresponding with some of the other gospel deejays in the South or elsewhere. We have a definite and faithful audience for this type of music here at WSKY."

Lee Parker, president of M. & M. Records, 747 East Walnut Street, Pasadena, Calif., says copies of Johnny Hopsons' latest release, "One Love at a Time," are available to deejays for the writing. . . . Tex McBride, WPFA, Pensacola, Fla., postals: "We have gone about 85 per cent to the c.&w. field. I have a three-hour session daily from 10 a.m. to 1 p.m., five days a week, and also do four hours and 45 minutes on Sunday. The weekday show is known as "Mid-Morning Country Coffee Clatch," and the Sunday seg is called "Sunday Afternoon With Tex." Also, I appear live each Saturday afternoon from 4-4:30 with the Drifters, comprising Mike Peters, Jouble-necked steel; Rufts King, amplified bass; Bubbles Day, drums, and singer Bill Barfield. On Sunday afternoons the group does a jamboree with local guests. Incidentally, if

Reviews of New R & B Records

Continued from page 54

- guitar and rhythm backing, plus tenor. Fair enough stuff, more urban than the flip. (Venice, BMI)
- THE WILDCATS**
- Keep Talkin'.....71
VICTOR 6386—Here's a blues that moves right along and has a solid beat. Merits good deejay exposure, and has a sound which should prove attractive in r.&b. and c.&w. markets. No horns, but strings and r.&b.-styled piano. (Villanova, BMI)
- Beat'n on a Rug....71
Another blues, slower in tempo than the flip, with the group chanting the novelty lyric with a solid rhythm. Similar instrumentation to the flip. (Villanova, BMI)
- BIG AL SEARS ORK**
- Come a-Runnin'.....71
CORAL 61558—Singer Herbie Cooper gives out with a lusty and expressive vocal with the Sears crew lending a driving backing. (Sylvia, BMI)
- Tina's Canteen....69
Sears and company offer a swinging r.&b. instrumental that sounds like a good bet for the teen terpers. (Sylvia, BMI)
- CLIFTON CHENIER**
- Squeeze Box Boogie.....70
SPECIALTY 568—Chenier looks to pull off a Piano Red on the accordion. Nothing too exciting, but may get some play in rural r.&b. sectors. (Venice, BMI)
- The Cat's Dreamin'....66
Similar blues-boogie stuff at a slower pace. Instrumental. (Venice, BMI)
- THE DIKES**
- Don't Leave Poor Me.....69
FEDERAL 12249—Routine blues, but it gets a good performance by the group. (Armo, BMI)
- Light Me Up....67
Routine material and performance. (Welsh, BMI)

James Shorter Regains Presidency of Philly M.U.

PHILADELPHIA, Jan. 7.—In a surprise plurality victory last week, James Shorter swept his progressive slate into office at the annual elections of the Musicians Protective Union, Local 274—the local Negro musicians' union. Running well ahead of a field of four, Shorter polled ahead of incumbent James Adams, who has been president of the 800-member union since '52.

Shorter had been president of the union for three years before Adams won the top post from him. In winning the election, Shorter gained the vice-presidency for Linwood Johnson; Joseph A. Thomas winning for assistant secretary and James R. Tyree as treasurer. Only Henry Lowe, executive secretary, held on to his seat.

Interesting item on the national sales chart this week: "Jivin' Around," by Ernie Freeman on Cash Records, moved into 13th position. This is the first time in a long while that an r.&b. instrumental has made the best-selling list.

you have any loose records lying around which you want played, send 'em on to me. Latching is always out to any who might be in his area.

After working several months in the Windy City, Don Folsom has returned to WCNT, Centralia, Ill., where he is handling double duties of musical director and country & western spinner. Folsom, who is on the air each evening, 6:05-7, with his "Supper-time Frolic," says he needs records from RCA Victor.

On December 31, Chuck Wayne, KVSM, San Mateo, Calif., played two shows at the Oakland (Calif.) Municipal Auditorium with his brother, Black Jack, and "Grand Ole Opry" artists Bill Monroe and His Blue Grass Boys, Lefty Frizzell, Terry Fell, Freddie Hart, Skeetz McDonald and Lucky Caroline. Show was the first of its kind in the Oakland area, according to Wayne. . . . Curly Sanders, WBRT, Bardstow, Ky., and His Rangers recently played to 1,200 at Vine Grove, Ky. Curly and the band recently guested on "Renfro Valley" and with Dick Dixon over WLEX-TV, Lexington, Ky. Dell Shirley, lead guitarist and vocalist,

(Continued on page 91)

RHYTHM-BLUES NOTES

By PAUL ACKERMAN

In The Billboard last week the national rhythm and blues retail and disk jockey charts erroneously credited "Seven Days" to the Drifters. Sole artist credit should have gone to Clyde McPhatter.

Many of us have missed the enchanting voice and rhythms of Varetta Dillard. We'll all be hearing her shortly, for she becomes a Groove Records artist as of January 17. She will cut her first sides for that label on that date. The thrush, a top talent acquisition in the r.&b. field, proved her power on the Savvy label with such hits as "Johnny Is Gone," "Mercy Mr. Percy," "Answer to My Prayer," etc.

Herman Lubinsky has signed two more artists for Savoy. They are Blazer Boy, whose forte is the romantic ballad, and Hank Jones, jazz pianist. Baton Records, too, has added a new talent. She is Wini Brown, a singing chick many will remember as having produced hits on other labels. So Rabinowitz and Lou Sprung, of Baton, are preparing a session for her. Congratulations are in order for Sprung, who got married this week.

R.&b. and pop material recorded by Count Basie and Joe Williams—heretofore released on Clef—will be released on Norman Granz' new label, Verve. . . . We just received an interesting report—even tho it's a couple of weeks old: On Christmas night in Houston, at the Cith Auditorium, the fire marshal had to discontinue the sale of tickets. The attraction was B. B. King, and we understand the fans who could not hear him were really irate. . . . In the same section of the country, there's considerable excitement at Peacock Records over the new recording by the Dixie Hummingbirds. Mrs. Lorene Williams tells us, however, the young minister, Rev. Cleophus Robinson, has a wonderful disk titled "Room-Room," backed by "I've Got a New Born Soul."

Fats Domino, playing one-nighters in the East, will go to the Orchid Room in Kansas City, Mo., in mid-January. Then he will do a one-nighter tour in the Midwest and finally head home to New Orleans for the Mardi Gras. . . . Ray Charles, at the 5-4 Ballroom, Los Angeles, this weekend

(7-8), is set for one-nighters on the West Coast thru January 15 and then a similar tour in Texas and Louisiana, winding up in Florida February 1. . . . Opening at the Apollo, New York, January 13, are Ruth Brown, Roy Milton and his ork, Charley and Ray and the Five Keys. Miss Brown, after several dates in Virginia, will visit her home to witness her brother's high school graduation.

The Howard, Washington, will bring in a flock of fine talent the week of January 20. Included are Donna Hightower, the Heartbeats, the Charms and Nolan Lewis. . . . Wild Bill Davis is working on playdates to the West Coast, where he opens at Jazz City, Los Angeles, January 20. Etta James, Joe Turner, Floyd Dixon and the Clovers will be touring in Texas with Ray Charles for over a week, winding up on January 23, after which the Clovers will head for the West Coast with Joe Morris and Etta James.

Lou Krefetz, Atlantic Records' sales chief, bounced into New York this week after a Florida vacation. We say the cat knows how to live. We never saw him so unburned and positively handsome.

Charlie Fuqua's Inkspots play 10 straight one-nighters beginning January 20, covering Galveston, San Antonio, Houston and other Texas cities. . . . Capacity crowds attended George (Hound Dog) Lorenz' New Year's Eve show at the Plaza Theater, Buffalo, N. Y., headlined by Clyde McPhatter and Mr. Bear. Lorenz' manager, Lev Platt, is planning another Buffalo show January 28, to be followed by dates in Rochester, Syracuse, Hartford and Toronto. . . . Dakota Station opening the new Chatterbox Club, Cleveland, January 16.

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Lincoln, Neb., Fair to Run Seven Days

Added Auto Race Program Signed; Two Kids' Days Set

LINCOLN, Neb., Jan. 7.—The 1956 Nebraska State Fair will run a full seven days as a result of a recent decision of the fair board.

An added day of IMCA-sanctioned big car races will open the event Saturday, September 1, with the races to be staged by National Speedways, Inc., Chicago.

Al Sweeney, National Speedways' president, has also set four other afternoons of motor speed events, with big car races scheduled for Saturday and Thursday, AMA-sanctioned motorcycle races Tuesday and a 100-mile late model stock car race Friday, September 7, the fair's closing day.

The fair has programmed two kids' days, with special prices to be offered youngsters Saturday and Wednesday.

Construction work on the new Coliseum is progressing on schedule, and the building will be ready for use by an enlarged cattle show at the '56 fair, Ed Schultz, fair secretary, said.

Zemater Pacts Wis. Fair Loop For 7th Year

MILWAUKEE, Jan. 7.—The Charles Zemater Theatrical Agency, Chicago, will provide the night grandstand show at the eight fairs in the Northern Wisconsin Circuit for the seventh straight year in '56. The contract, which attracted a large number of bidders, was awarded at the annual meeting of the Wisconsin Association of Fairs here this week.

The circuit underwent a number of changes this year which tended to make it less attractive but yet competition was stiff. The loop was expanded to eight fairs with the addition of Medford. Playing time, however, was cut down to two nights at each fair and the fair boards tried unsuccessfully to get the show on a percentage deal.

(Continued on page 60)

'Ice Capades' Pulls 58,000 In Spokane Run

SPOKANE, Jan. 7.—"Ice Capades International" drew 58,000 for 12 performances at the Spokane Coliseum December 26-January 2, according to Manager Phil Taylor. Prices were \$1.50, \$2, \$2.50 and \$3.

Two of the eight evening performances were sellouts and the others were near capacity, Taylor said. Snow hurt two of the four matinees and several of the evening shows. Icy roads also kept some out-of-town customers away, altho license plates were spotted from such distant points as Penticton and Trail, British Columbia, Idaho and Montana. The box office handled a lot of Canadian money.

The turnout was less than a year ago when the Coliseum was going thru its dedication period, but Taylor said he was happy with results.

The troupe went from Spokane to Seattle for a January 4-14 showing in the Civic Ice Arena. Advance sale was comparable to a year ago, Taylor said. A British Columbia tour will follow.

DOUBT RAISED

Hartford Gets Uneasy About Arena Promise

HARTFORD, Conn., Jan. 7.—City officials wish to know if A. J. (Jack) Bronstein, the Hartford drive-in theater developer, intends to proceed with his announced plan for building a \$2,000,000 multi-purpose auditorium here.

What Mayor Cronin and City Manager Sharpe want is assurance that Bronstein and his local associates are not merely talking of something that might not become a reality for some years, if not at all.

Bronstein has agreed to meet soon with the mayor and city manager for a full discussion. He made announcement of his plans the day after the November 5 election, at which Hartford voters authorized the city council to appropriate up to \$100,000 for a survey for a multi-purpose municipal auditorium.

Bronstein said he envisions use of the 10,000-seat facility for basketball, hockey, ice skating, boxing and various entertainment presentations.

The Bronstein interests have built several drive-in theaters, notably the half-million-dollar, 2,070-car-capacity Meadows Drive-In here, believed to be among the largest outdoor theaters in the world.

Work Slowed On Edmonton, Calgary Arenas

EDMONTON, Alta., Jan. 7.—Cold weather and a shortage of steel are delaying construction of provincial Golden Jubilee auditoriums in Edmonton and Calgary. Construction of both buildings began a little more than a year ago and originally it was hoped they would be completed by September, 1955, in time for celebrations marking Alberta's Golden Jubilee.

It is now expected steel work will be completed next March and officials hope the auditoriums will be ready for official openings about the end of 1956.

Vast Exhibit Project Posed for Manhattan

NEW YORK, Jan. 7.—The \$100,000,000 Palace of Progress, intended to rise above Pennsylvania Station, has been abandoned, developer William Zeckendorf announced this week, and he submitted a new plan for a huge, sprawling 40-acre area project in Manhattan which will incorporate commercial, cultural and amusement elements.

Zeckendorf's firm, Webb & Knapp, Inc., proposes to build its development on the site of present freight yards of the New York Central Railroad on the west side of Manhattan. It would be the biggest homogenous redevelopment plan ever attempted on that Island borough, and will cost from \$300,000,000 to \$500,000,000.

Ten buildings are to be constructed with a total of 12,000,000 square feet. Zeckendorf credited showman Billy Rose with much of the creative work behind the project.

Booster for Tivoli

One of the development's elements is to be a "Manhattan Gardens," vaguely along the lines of

FAIRS' BRIGHT OUTLOOK KEYS IND. CONVENTION

Confidence That Season Will Match Or Top '55 Shared by Fair, Showmen

By HERB DOTTE

INDIANAPOLIS, Jan. 7.—A quiet air of confidence that 1956 will be as good, if not better than bounteous '55 for fairs and for the carnivals, thrill shows, fireworks producers, grandstand attractions, etc., provided the tone for the first State fair convention of the new year—the annual get-together of the Indiana Association of County and District Fairs here this week.

The quiet confidence was noted in practically all of the Hotel Severin rooms Sunday thru Tuesday (1-3) by carnival owners, show agents, talent bookers, etc., peddling their offerings to the county fairs. None of the showmen expressed any doubt that the season ahead would be anything but as good as last year.

Gooding Optimistic

Floyd E. Gooding, who heads the largest traveling amusement ride operation in the country, put the feeling into words. Measuring

them carefully in his customary manner, Gooding said: "I believe the season will be every bit as good as '55. And it could prove even better. Industrial areas are operating at high peaks, and they should continue to run at those levels. Certainly the first half of the year should be better than the corresponding period last year. And, barring any sharp change in the economy, the second half should be as good as it was in '55."

A veteran in the business, Gooding enjoyed the biggest year in his history in '55. Both his gross receipts and profits were up over any previous season.

Buys More Rides

Gooding is spending a large sum for new equipment because of his confidence in the season's outlook. While at the convention he disclosed that he had closed to buy still another Ferris Wheel, which will give him a total of 13 such Wheels, far more than owned by any other operator in the country.

Earlier he had announced other new ride purchases, including orders for two additional Merry-Go-Rounds.

When the season rolls around he will have more than 90 rides of his own under his banner. In addition a substantial number of non-duplicating rides, including three Scramblers, will be booked on some of his nine units.

Gooding revealed that his continued expansion has made it necessary for him to look for new winter quarters or to expand the existing Columbus, O., winter base in order to accommodate all of his many ride units, trucks and trailers. By spring, he said, he will have completed negotiations either for enlargement of the present plant or for relocation on a new site.

Fairs Confident

The confident air over the season's prospects noted among show people at the convention was shared by the fairmen. They signed contracts earlier and with less shopping around than in the past, a reflection both of confidence and of satisfaction over receipts—particularly midway receipts—in '55.

Most of the fair delegations went into the convention with decisions already formed on what carnivals they would sign and more fairs than in any recent year had closed their midway contracts before the convention's start.

The Indiana State Fair, which until recent years had put its contracts up for grabs at the convention, closed for most of its major attractions in mid-December, signing, among other things, the Cetlin & Wilson Shows to repeat on the midway.

New One for Drew

Among the smaller fairs, there were few changes. Gooding again

(Continued on page 60)

NEW CRYSTAL PALACE

Show & Exhibit Spot In View for England

LONDON, Jan. 7.—A \$20,000,000 showplace development is in the works for the Crystal Palace site here, which would provide vast facilities for exhibitions, sporting events and entertainment offerings. The plan is before City Council and chances reportedly are good for its approval, which will provide an ideal new large site for circuses, ice shows, other attractions, and commercial exhibits.

Designer Sir Gerald Barry was director-general of the highly thought of Festival of Britain. His plan, if materialized, would be Britain's hugest and most modern exhibit center. The new Crystal Palace would contain 500,776 square feet of display space unbroken by roof supports.

By way of comparison, the new Coliseum in New York City has 273,672 square feet of display space dispersed over its four levels. New York basement and sub-base-

ment parking will accommodate 850 vehicles while Crystal Palace's four-tier garage will take care of 5,000 cars, and a second garage, on the site of the north tower lake, will house 2,000 cars.

9,960 Arena Seats

The development will replace the original Crystal Palace destroyed by fire in 1936. Plans include a large covered amphitheatre for such events as boxing, horse riding, circuses, etc. Seats for boxing would total 13,500. For arena presentations, on a surface measuring 220 feet by 140, there would be 9,960 seats. There will also be a large exhibition building.

Barry said he envisions completion of the project and its opening with a British Commonwealth Exhibition in 1960. The entire estate covers 200 acres, to be served by buses and direct train service.

Barry stated: "It is highly desirable in principle that at a time of unprecedentedly keen and growing competition for world trade, Britain should have at its disposal up-to-date exhibition buildings at least as good as its competitors in Germany and elsewhere."

Preliminary estimates are that the project will take four to five years to develop, at a cost of 7,000,000 pounds.

Orders Close Season Strong For Hot Rods

NEW YORK, Jan. 7.—A rash of orders enabled Hot Rods, Inc., to close the year in fine fashion, Mickey Hughes, president, reported this week. In addition to the firm's standard Hot Rod and kiddie ride imports from Germany, two Continental versions of standard major units will be on display in 1956.

Purchased by Venice Amusements, Seaside Heights, N. J., they are an all-aluminum Chairplane with 48 seats, and a 60-seat Caterpillar.

Ten Hot Rod cars have been or-

(Continued on page 60)

Hartford Sets Autry Return

HARTFORD, Jan. 7.—Gene Autry's first Hartford appearance in three years is slated for Tuesday, February 7, at the 3,200-seat Bushnell Memorial Auditorium.

William H. Mortensen, Bushnell managing director, has completed negotiations for a matinee performance at 4:30 and evening show at 8 p.m., featuring the Autry troupe. Ticket scale hasn't been determined as yet.

Tommy Bartlett Booked by Five Midwest Fairs

MILWAUKEE, Jan. 7.—Tommy Bartlett, of radio-TV "Welcome Travelers" fame, will make personal appearances at fairs this year for the first time.

Currently off the air after 26 years as a radio-TV headliner, Bartlett plans to play outdoor dates thru the fair season. Indications are that he will return to the air this fall with the "Welcome Travelers" show which he headed for nine and a half years, initially over the NBC radio network, the last four years over the CBS-TV network.

Barnes-Carruthers Theatrical Enterprises, Chicago, has the exclusive booking rights to his outdoor appearances, and during the Wisconsin fair convention here closed for him to make personal appearances at four Wisconsin fairs, Wausau, Janesville, Luxemburg and Fond du Lac.

The Barnes office also has closed for him to appear at the Crown Point, Ind., Fair for the full five-day run of that event. In addition, Bartlett's Florida water ski show, which the radio-TV headliner has owned and operated the last four years, has also been booked into the Crown Point fair for five days.

Bartlett plans to fly from his Chicago base to Greenfield, Mass., next week to attend the convention of the Massachusetts Agricultural Fairs Association. Randy Avery, of the Barnes office, also will make

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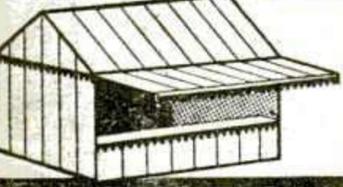
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ICE SHOW REVIEW

3-Star 'Hollywood' Icer Strong on Skates, Sets

By TOM PARKINSON

The new edition of Arthur M. Wirtz's "Hollywood Ice Revue" holds to the high entertainment standard of big-time ice shows. Audience reaction to the spectacles and singles is great. The '56 fixings are notable not only for the skating and story-telling but also for some high spots in the setting department. And for the new policy of splitting top billing among several star skaters.

Gundi Busch gets the royal introduction on ice. But make-up of the performance fails to build her into the top star. Tho her skating is flawless and she can sell, it remains that she doesn't have or make the opportunity to win the audience that she had in the secondary position a year ago.

Margie Lee, however, scores well and has the choice spots in several big acts. Andra McLaughlin also shows up strongly to complete the production's triple-threat first rank.

Side Spots Used

"Paris in the Pink" launches the offering with well-executed chorus routines. Costumes are classy. The first battalion of gals makes way for the second by moving to the sides of the rink, where novel platform positions are built into the tank walls. Here and later in the show, performers step onto these platforms while others work, and it all handles well. This "Paris" number spotlights Gloria Doggett in a neat feature bit.

Ria Baran and Paul Falk, who appear in "Cinerama Holiday," give a good show here in figure skating and Skippy Baxter follows with his demonstration of figure work that includes pirouettes in series and is topped with his back somersault.

Jimmy Grogan takes the first of his several key roles as "The Pirate Ship" gets under way. Rink is filled with buckaneers while he skates with a cracking bull whip. The music in this number doesn't

add much, but the set is notable for dimension and realism. It depicts the ship's deck, and at center is the hatchway to the hold wherein are the slave girls. They are brought forth to dance, after which the pirate captain returns to the hold for the captive princess, Margie Lee. Then comes her dance of resistance, a sea storm and more interpretive skate-dancing in which she is won over by the pirate.

Gundi Stars

Gundi Busch is heralded with royal fanfare and blue lights. Her solo to strong classical music is in an ice-blue hue and it's all good.

"Hollywood" makes fine use of the current popularity for looking back to the 1920's. "Strictly From the Twenties" is a number of fast steps and short skirts, and it features Andra McLaughlin in some hot skate-work. Chorus returns and works with Andra in a medley of "Roaring" dance steps. The Charleston climaxes this and keys the audience into strong applause for the entire number.

Freddie Trenkler's initial appearance has this skilled clown working with three others and a prop camera. There is a whirlwind of comedy glides, turns, steps and passes for lots of laughs.

Lush costuming marks "Golden Dreams," a number in Oriental theme. Japanese lanterns are at the sides of the rink and four rickshaws add much. Into the orange and gold throng comes Margie Lee, who leaves her rickshaw to skate a spectacular finish to the first half.

In keeping with icers' habit of depicting children's stories in elaborate fashion, "Hollywood" skates out the tale of Cinderella. It's Margie Lee who plays the lead. Important lighting and technical tasks are carried out well as Cinderella sees her sisters off, meets her fairy godmother, dances at the ball, slips a foot into the glass slipper and weds the prince. The fireside, the coach, and the ballroom as well as the wardrobe add to the production. Set for the grand staircase leading to the ballroom is cleverly done.

Ria Baran and Paul Falk return for excellent figure skating that is dressed up with white costumes and blue lights.

The Three Bruises put forth

ARENAS-AUDITORIUMS

Spokane's 1st Year; Kramer Tours; Cow Palace Dates

By TOM PARKINSON

More than 900,000 persons attended more than 300 events in Spokane's new Coliseum during its first year of operation, reports manager Benjamin C. Moore. He said the operation netted \$70,000 over operating expenses. About 3,000 persons paid \$4,000 to see a "Grand Ole Opry" show there recently.

Anthony P. Testa has been named manager of the Akron Rubber Bowl. The open-air stadium seats 36,000 and is available for outside attractions April thru August.

Jack Kramer's tour of tennis champions is making a swing along the arena circuit. . . "Ice Follies" recently issued a 72-page booklet in honor of its 20th anniversary and recounting the history of the show. . . The Bill Leonard Agency, of Lynn, Mass., is promoting events at the 2,500-seat Lynn City Memorial Auditorium.

Dates of the 1956 Grand National Junior Livestock Exposition and Arena Show, at the Cow Palace in San Francisco, will be November 2-11. This year's Grand National featured an appearance by the Riders of the Andes, Chilean mounted police unit. Attendance at the 1955 show was 9 per cent ahead of the previous year. Manager Nye Wilson now is negotiating for the 1956 attraction.

It's carnival season in New Orleans. Municipal Auditorium has 39 carnival balls scheduled in January and the pace will continue thru Mardi Gras. . . L. William Baker is producing his National Advertising Industries Exposition at the Morrison Hotel, Chicago, January 29-February 1.

S. Hurok's highly successful tour of the Scot Guards has prompted scheduling of a return tour by the group in 1958.

Des Moines Veterans' Memorial Auditorium grossed \$119,496 in its first full year of operation. Top winner was a nine-day Flower and Home Show (\$10,995). Single losing event was the series of seven hockey games (down \$2,500). Auditorium income totaled \$87,376 while the catering firm paid in \$17,080 and the parking income was \$8,327.

the antics of the scrubwomen they portray in what has become a standard and a must with this show. The slapstick and pantomime win top laughs and remain funny year after year. They could have done several encores for the big audience in Chicago Stadium, but they begged off with bows.

"Carnival in Venice" takes place in a scene of gondolas and lanterns. Gundi Busch and Skippy Baxter come to the fore, as the chorus fades, and perform lifts and carries, spins and configurations to fine results. After more chorus work, the principals are back for a quick wind-up.

Andra's Two Hulas

Andra McLaughlin has had the hula role since Sonja Henie departed this cast, and Andra's performance this year is a nifty applause-getter. It's in two parts—one in slow tempo and wide skating arcs, another that gets right down to hula business.

Fronting for Jimmy Grogan's (Continued on page 67)

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COMING EVENTS

- Arizona**
Tucson—Tucson Rodeo, Feb. 23-26.
Yuma—Yuma Rodeo, Feb. 11-12.
- California**
Los Angeles—General Motors Motorama, March 3-11.
San Diego—All-Breed Cat Show, Jan. 28-29.
San Diego—Camellia Show, Feb. 11-12.
San Francisco—General Motors Motorama, March 24-April 1.
San Francisco—Grand National Jr. Livestock Expo. and Arena Show, March 24-28. Porter Sesson, c/o Cow Palace.
- Colorado**
Denver—Denver Rodeo, Jan. 13-21.
- District of Columbia**
Washington—National Capital Flower and Garden Show, March 3-9. Al Harloff.
- Connecticut**
Hartford—Aurora, Feb. 22-26. Joe Kizis, Aurora Corp., 215 Broad St. Milford.
- Florida**
Daytona Beach—Volusia County Home Show, March 17-21. Jean MacDuff, Pilot Club.
Homestead—Homestead Rodeo, Feb. 4-5.
Kissimmee—Kissimmee Valley Livestock Show, Feb. 15-18. Carysle Bronson.
Madison—Madison Co. Livestock Show, Feb. 27-28. O. R. Hamrick Jr.
Miami—General Motors Motorama, Feb. 4-12.
Ocala—Southeastern Fat Stock Show and Sale, March 5-10. Louis Gilbreath.
Plant City—Fla. Strawberry 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. Lee Jr.
- Georgia**
Atlanta—Southeast Sports, Boat and Vacation Show, March 3-10. Martin P. Kelly, United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1, Minn.
Atlanta—Southeastern China, Glass & Gift Show, Jan. 15-18. Foster B. Steward, 1401 Peachtree St., N.E.
- Illinois**
Chicago—National Boat Show, Feb. 3-12.
- Louisiana**
Lake Charles—Lake Charles Rodeo, Feb. 23-26.
- Michigan**
Bay City—Poultry Show, Jan. 12-15. Ben M. Mau, 2009 Second St.
- Missouri**
Kansas City—Kansas City Sports Show, Jan. 28-31.
- New Jersey**
Teaneck—House, Garden and Hobby Show, March 10-17.
- New York**
Bronx—Sports, Travel & Vacation Show, Feb. 17-26.
New York—General Motors Motorama, Jan. 19-24.
New York—International Flower Show, March 5-12.
- Ohio**
Cincinnati—Sports, Vacation & Travel Show, Jan. 28-Feb. 3. W. S. Bain c/o Cincinnati Garden.
- Oklahoma**
Oklahoma City—Antique Show, Feb. 22-26.
- Tennessee**
Morristown—4-H Pat Calf Show and Sale, March 20. Jesse E. Francis.
- Texas**
Austin—Austin Livestock Show, March 6-11. J. R. Thacker, P. O. Box 998.
Brownsville—Charro Days, Feb. 9-12. M. G. Dennis, 1006 Van Buren St.
Dallas—Automobile Show, Feb. 4-12. J. N. Whitehurst, Mercantile Bank Bldg.
Dallas—Exposition of Modern Living, Feb. 19-26. Louis L. Young, 4611 Cole Ave.
Dallas—Southern Gift Show, Feb. 19-24. Fred Sands, 3109 S. Joplin, Tulsa, Okla.
Dallas—Allied Gift & Jewelry Show, Feb. 19-24. Mrs. M. Dalton, 3832 Wilshire Blvd., Los Angeles.
Dallas—Garden Center Flower Show, March 10-8. J. B. Rucker Jr., State Fair of Texas.
Dallas—Southwest Sports, Boat & Vacation Show, March 31-April 8. Martin P. Kelly, United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1, Minn.
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.
Fort Worth—Southwestern Expo. & Pat Stock Show, Jan. 27-Feb. 5. W. R. Watt.

(Continued on page 74)

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Gotham Advance Good For 'Hollywood' Icer

NEW YORK, Jan. 7.—Fortified with the knowledge that good business has been gracing the Chicago engagement of the Hollywood Ice Revue, the Madison Square Garden box office this week had cheering news of its own to report. Advance ticket sales for the show, which opens Thursday (12), are better than 5 per cent ahead of last year's, it is reported.

There will be matinees on Saturdays and Sundays and night performances on Sundays at 7 p.m. Only exception to the public sale is the show of Friday night (20) which has been bought out for a \$100-a-seat Republican fund-raising affair. The President will address the group by closed-circuit TV from his Pennsylvania headquarters, as he will other GOP gatherings situated in similar large meeting places in the nation.

Taxi Cards

Some 400 narrow show cards have been placed in taxicabs serving transit facilities, and heavy emphasis has been placed on newspaper and outdoor advertising in the metropolitan area. With the use of extensions, several outdoor spaces running to 28 sheets have been taken. Suburban train platforms are also covered.

King Features will syndicate a picture layout January 13 featuring line girls' exercises, and a full-length color photo of Gundi Busch will adorn the cover of The Journal-American's Sunday TV section on January 15. Andra McLaughlin made an appearance on the Hit

Parade TV show's Christmas program, and is scheduled for "Strike It Rich." The Sunday Mirror has scheduled a color shot of Margie Lee. New York papers have scheduled columnists' show comments and pre-opening interviews.

Contributing to the advance has been the business drummed up by three field men who are canvassing industrial and commercial accounts for party nights, for which discount prices are offered for blocks of tickets.

Indianapolis Mayor Pledges New Auditorium

INDIANAPOLIS, Jan. 7.—Immediate execution of plans for the construction of a 15,000-seat civic auditorium was pledged this week by Indianapolis' new mayor, Philip L. Bayt.

Inaugurated January 1 as the city's 38th mayor, Bayt said that the structure would cost between \$5,000,000 and \$7,000,000. Revenue bonds would be used to finance the project.

Indianapolis civic groups have been stressing the need of an auditorium for years. Mayor Alex Clark, Bayt's predecessor, appointed a committee to explore its possibilities and to make a recommendation to the city council.

Proponents argue that in the absence of an adequate auditorium, Indianapolis is being by-passed by first-rate entertainment.

Bayt said that if he has his way, the building will be in the downtown within walking distance of the city's larger hotels. An entire city block, to be obtained thru condemnation proceedings, will be needed for the edifice, he stated.

Motion Picture Location Ranch Has New Owner

LOS ANGELES, Jan. 7.—Control of the famous 2,000-acre Corrigan Movie Location Ranch near Chatsworth, 29 miles north of here, has been acquired by a group headed by Los Angeles and Texas industrialist Jack Wrather.

Wrather purchased the 30-year lease held by Outdoor Amusements, Inc., a California corporation, and obtained from Ray Corrigan, the owner of "Corriganville," used for Western film sites in motion pictures and television film productions.

Monte Livingston, vice-president of the Lone Ranger, Inc., and member of the Hollywood law firm of Kamplan, Livingston, Goodwin & Berkowitz, negotiated the deal for Wrather.

Herbert Evenstein, one of the several stockholders of Outdoor Amusements, Inc., represented the selling organization. He will remain with the Wrather group.

Plans Improvements

Wrather stated that "Corriganville" would continue to operate along the lines it has in the past but with renewed and reconditioned facilities. On weekends upward of 10,000 visitors are at the site for the staging of old-time bank and stagecoach holdups and rodeo. The 4,500-seat rodeo arena is also the scene of the Simi Valley Horse shows.

Films shot here include "Robin Hood," "The Iron Mask," "The Robe," "Fort Apache" and "Battle Hell." On one section of the ranch is an old Corsican village built a number of years ago by Howard Hughes for "Vendetta" at a cost of over \$100,000.

Wrather will film his own TV production of "The Lone Ranger," which he owns, on the ranch. Other vidfilms being made here include "Rin-Tin-Tin," "Kit Carson" and "Range Busters."

In addition to hotels in Palm Springs and Las Vegas, Wrather is interested in the \$10,000,000 Disneyland Hotel at Disneyland in Anaheim, Calif.

Francis Deering Again Manages Houston Arena

HOUSTON, Jan. 7.—Francis Deering, city treasury director, is being transferred back to his former position as head of the public properties division in which he was manager of the Sam Houston Coliseum, the Music Hall and Auditorium. Deering won widespread praise in Houston for his operation of the public buildings before he was transferred by a previous mayor.

Solomon, Operators Form Insurance Firm

CHICAGO, Jan. 7.—Sam Solomon, who has been active in the show insurance field for years, announced this week that he has formed a new company along with several Chicago carnival operators and ride owners.

The firm will operate now as an insurance agency working direct with insurance companies rather than thru brokers, he said. Solomon also stated that they intend to transform the agency into a new insurance company in a few years. He did not name the others in the company.

Elephant Free in Assault at Zoo

SYDNEY, Jan. 7.—Eighteen-year-old Jip, the Taronga Park Zoo elephant, knocked down keeper Chick Cody with her trunk recently and trampled on him. He is hospitalized with a broken ankle and severe bruises. A "zoo court" found Jip not guilty of felonious assault but guilty of a display of temper, and thereby did not condemn her to death. The animal has a reputation for trickiness.

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'Ice-Capades' Opens Okay In Boston

BOSTON, Jan. 7. — "Ice-Capades" of 1956 opened strong in Boston Garden Monday (26) for its 17-day stand. The first night performance drew a crowd of 10,757, biggest opening in the last three years.

Treasurer Edward Powers said this was better than expectations, since the bow fell at the tag end of a three-day holiday and a weak gate was feared.

Advance ticket sale was up 12 per cent over last year and indications were for a very good stand. Three shows were scheduled for Saturday (31) at 2:30, 6 and 9 p.m. The 9 p.m. show sold out last week. Tickets are pegged at \$1.25, \$2, \$2.50, \$3 and \$3.75, with half price for moppets.

Chew, Powell In Agency Biz

SPRINGFIELD, O., Jan. 7.—A comparative newcomer to the booking agency field is R. D. Chew Enterprises of this city, headed by R. D. Chew, president, and Tom Powell, vice-president and general manager, both of whom have had broad experience in the theatrical business.

Powell operated his own Chicago agency for about 20 years, produced and directed many shows and at one time owned and managed movie theaters. Years ago he was an end man with the Al G. Field Minstrels.

Chew formerly directed and managed dance bands and musical acts. He has directed many major promotions and trade shows, including the Central Ohio Sports Car Show. In addition to its own activities, the new firm is Eastern representative for the Boyle Woolfolk Agency, Chicago.

Hot Rods, Inc.

dered for Harry Stahl's ride at Edgewater Park, Detroit, to replace those lost in a fire recently. Other installations have been ordered for Ocean Park, Calif.; Olympic Park, N. J.; Riverside Park, Mass.; Ward's Amusements, Coney Island, N. Y.; Belmont Park, Montreal; Lakeside Park, Denver, and Willow Point Park, Rochester, N. Y.

Ward's will be the third Hot Rod at Coney. Olympic will use new cars on its regular wooden channel track, and Hughes will operate the Montreal installation on a portable track. Lakeside's purchase includes model traffic policemen on decorated towers, and elaborate lighting, and is to be on a filled-in lake portion.

Junior Hot Rods were ordered

Manhattan Project
Continued from page 57

en spot's gardens, restaurants, cabarets and other entertainment aspects as a natural for New York.

Rose said it is too early to tell whether riding devices can be incorporated in the Manhattan Gardens, or whether outdoor acts would be utilized.

City officials instantly lauded Zeckendorf's plan. Mayor Robert Wagner described it as "bold and exciting" and said he would discuss it with department heads before deciding on Zeckendorf's request for co-operation in the matter of certain condemnations of marginal property. The L-shaped area will run from Ninth Avenue between 30th and 35th Streets to the Hudson River. Railroad tracks would remain underneath the project and the streets and avenues would not be disturbed except for some widening.

1,750-Foot Tower

Outstanding element of the project would be a "Freedom Tower" rising 1,750 feet above a central plaza. It would be 500 feet higher than the Empire State Building.

A Great Hall would be the largest clear-span building in existence, with 410,000 square feet of unobstructed floor space; a 4,000,000-square-foot Merchandise Mart with buyers' offices; a permanent World's Fair including an exhibition building; the Manhattan Gardens; a "television city"; 2,000-room hotel; heliport extending out over the Hudson River, and parking for 7,500 cars on street level space, above which the development's buildings will rise. The street level will cover over the now exposed freight yards of the New York Central Railroad.

The plans, Zeckendorf said, represent \$1,000,000 spent for a year's work on engineering research and other costs. If begun this year, he said, the project could be finished in 1960.

Zeckendorf said the Palace of Progress idea was dropped because it was proven it would be neither economically feasible nor practical from an engineering standpoint.

by the Casino and Pool, Seaside Heights, N. J.; Garto Brothers, Coney Island, N. Y., and Nunley's Happyland, Bethpage, N. Y.

Combination kiddie Merry-Go-Rounds are due for the Conklin Shows, Brantford, Ont.; Art Fritz, of Kiddieland, Chicago, and Ed Carroll's Riverside Park, Agawam, Mass.

THE FINAL CURTAIN

BANNISTER—Oiga, 37, wife of Leonard (Blackie) Bannister, formerly with Cetlin & Wilson Shows and other show organizations, at Roosevelt Hospital, New York, December 25. Burial in Calvary Cemetery, New York, January 3. Survivors include her husband, and four sons, Leonard Jr., Billy, Bobby and Richard.

BEEBE—Fred C., 60, former rodeo performer and producer and one-time associate of Tex Rickard, at Joplin, Mo., December 29. In recent years he was a builder of motels in Oklahoma and Missouri.

DAVIDSON—Mrs. A. B., 57, veteran concessionaire, December 22 in Bamburg, S. C. She and her husband were cookhouse operators on the James H. Drew Shows and the B & H Amusement Company. In addition to her husband, she is survived by three sons, Walter A. and Andrew Davidson, both of Atlanta, and Roy Davidson, Sanford, Fla.; a sister, Mrs. Agnes Eldin, and her father, Alexander McClanahan, both of Cincinnati. Burial December 24 in South End Cemetery, Bamburg, S. C.

KLATZCO—Louis, 64, former operator of a major Kiddieland in Chicago and a retired Chicago police captain, at his home there January 3 of a heart attack. Survived by his widow, Rose, and two sons, Richard and Edward.

LEVERETT—Robert T., 56, ride man on shows for 20 years, January 2 in Houston after a long illness. Survived by a daughter, Dorothy Macklin, Houston, and a brother, Sterling T., Fort Worth. Burial in Houston January 4.

LUDWIG, H. A. (Pop)— 63, former manager of Virginia Park Amusement Park, Long Beach, Calif., December 31 suddenly in Palm Springs, Calif. Born in New York, he had been on the West Coast for a number of years. During the 15 years that he managed the park, he was prominent in Pacific Coast Showmen's Association affairs, serving as its chaplain and on boards and committees. At the time of his death, he was with a Buick auto agency. Survived by his widow. Burial in Palm Springs.

LUNNEY—John F., 77, a director of the Regina Exhibition Association since 1910, December 28 in Regina, Sask. He was a past president of

Zemater Pacts
Continued from page 57

Other offices that made presentations at the all-day meeting included Boyle Woolfolk, Gus Sun, Grossman, Jimmy Downey, Hal Garven, T. B. Skarnink, Barnes-Carruthers, Ernie Young and Mel Hummitzsch.

Grandstand Bookings

Grandstand bookings generally followed the pattern of recent years. Nearly all booking offices, with a few exceptions, reported good business.

Attraction people and fair suppliers on hand included:

Roger Wohlberg, Haas-Wilkerson-Wohlberg Insurance Agency; Ty Tyson, Johnny Gunier Agency; Sam J. Levy, Fred H. Kressmann and Randy Avery, Barnes-Carruthers Theatrical Enterprises, Inc.; Louis Rosenberg, Triangle Poster Company; Landy Scott and Don Fischer, Badger Midget Auto Racing; Mr. and Mrs. A. Hart Sutton, R. B. Powers Company; Maggie and Scotty Swan, Maggie and Scotty Shows; Mel Hummitzsch, Fay Hammersely and William Schwartz, Mel Hummitzsch Theatrical Productions; Gene Holter, Racing Ostriches; Kenneth Lee, Fair Publishing House; Hal Garven Agency; Roger Dick and Earl Dunn, Hal Garven Agency; T. P. Eichelsdoerfer, Kurt Kuehn and Bill Lindemann, Regalia Manufacturing Company; Fred Porcheddu, Illinois Fireworks Company; J. A. Barke, Grand Ole Opry; Bob Clarson, Carl Kulow, Pat Moore, Joe Smith and Gene Smith, Milwaukee Stock Car Racing Association; Mr. and Mrs. Roger Coleman, Mr. and Mrs. Al Collen and Woody Woodrick, Star Fireworks Company.

Sid Dahl and Dan Fleenor, Jimmy Downey Agency; Frank Pienberg, Acacia Printing Company; Gaylor Lewis, fair architect and consultant; Bernie Mendelson, O Henry Tent & Awning Company; George Ferguson and Paul Aubrey, WLS Attractions; Boyle Woolfolk, George B. Flint, Boyle Woolfolk Agency; John Planalp and Peg Longnecker, Grossman Agency; Val Campbell, Gus Sun Agency; Austin Trull, clown; Clinton Spielbauer, Spielbauer Fireworks Company; Ernie Young, Ernie Young Agency; Sunny Bernet, attractions; Jole Chitwood and Ben Braunstein, Chitwood thrill show; Joe Higgins, Frankie Taylor and Al Dobritch, GAC-Hamid, Eldred O. Stacey, Music Corporation of America; Jack Duffield, Thearle-Duffield Fireworks, Inc.; Al Sweeney, National Speedways, Inc.; Aul Swenson, Swenson Thrillcade; Frank Winkley, Auto Racing, Inc.; Mr. and Mrs. Lee Hendricks, horse troupe; Earl Newberry and Leo Overland, Tournament of Thrills; Charles Zemater Sr., Charles Zemater Jr., and Jack Zemater, Zemater Theatrical Agency.

Tommy Bartlett
Continued from page 57

the meeting, marking the first time the Chicago booking office has ever sent a sales rep to an Eastern fair convention.

During the Wisconsin fair convention here, Sam J. Levy, Barnes-Carruthers president, reported that his office again had been awarded contracts to supply the night grandstand revue at the Minnesota State Fair, St. Paul, and the Illinois State Fair, Springfield.

the fair, a past president of the Western Canada Association of Exhibitions and for years had been vice-president of the Prairie Thoroughbred Breeder and Racing Association. Since 1920 he had headed the Regina fair's racing committee. Survived by his widow; a son, John, in Trail, B. C., and a brother, George, in Toronto. Burial was in Regina.

McCARTY—Jack, 46, of the old Mad Cody Fleming Shows, December 27 in Atlanta. Survived by his widow, Mae, and two daughters, Delle and Emma.

SHERMAN—Mays C. (Tub), 73, veteran musician, December 12 in Allegany, N. Y., of a heart attack. A tuba player, he started out in 1902 with Downey's Wagon Show. His last year on the road was with Miller Bros.' 101 Ranch in 1927. Since that time and until his death he was employed in the oil fields of Oklahoma, Pennsylvania and New York. Survived by his brother, M. N. Sherman, Allegany.

TOMLINSON—James B., 46, Portland, Me., real estate dealer and former president of the Circus Fans' Association, recently in Boston. (Details in Outdoor section.)

ZASCETELY—Mrs. Lena, 69, former rider with Buffalo Bill's Wild West and Ringling Bros., recently at Clayton, N. J. Born in Russia, she came here in 1907. She was known professionally as Princess Lena Yashvilli. Surviving is her husband, Archie.

MARRIAGES

FISHER-THERON— Sid Fisher, musician and Marie Theron, of the Theron Bicycle Troupe, recently in Las Vegas.

BIRTHS

FORD— A daughter to Mrs. Marjorie Ford December 19 in Lake City, Fla. Maternal grandparents are Mr. and Mrs. Edward Betzold.

Carnival Routes

Send to
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Cincinnati 22, O.

Glades Am. Co. (Fair) Arcadia, Fla.
Scott, Turner Rides: Daytona Beach, Fla. (season ends).
Sugar State: Catahoula, La.

Circus Routes

Davenport, Orrin: Saginaw, Mich., 15-23.
Ringling Bros. and Barnum & Bailey: Havana, Cuba, 10-16.

Ice Shows

Holiday on Ice No. 1: Grand Rapids, Mich., 10-15; Milwaukee, Wis., 16-22; Louisville, Ky., 24-Feb. 1.
Holiday on Ice (European): Brussels, Belgium, 10; Frankfurt, Germany, 12-29; Copenhagen, Denmark, 31-Feb. 29.
Holiday on Ice (Far East): Hong Kong, China, until Jan. 20.
Hollywood Ice Revue: New York 12-29.
Ice Capades of 1956: Boston, Mass., 10-11; Providence, R. I., 12-24; New Haven, Conn., 25-Feb. 1.
Ice Capades International: Seattle, Wash., 10-15; Victoria, B. C., 17-21; Vancouver, B. C., 23-28.
Shipstads & Johnson's Ice Polies of 1956: Philadelphia, Pa., 10-15; Cleveland, O., 17-29.

Fair's Outlook
Continued from page 57

signed Connersville among other fairs, Specks Groscurth's Blue Grass Shows earlier had been contracted to return to La Porte, the Olson Shows had re-signed the Anderson Free Fair at the Chicago outdoor convention, and Crown Point retracted the Thomas Joyland, owned by L. I. Thomas.

Only one sizable fair, Muncie, went out of the convention without closing for a carnival. In one of the few switches, Terre Haute signed the James H. Drew Shows. In snaring Terre Haute, Owner (Georgia Boy) Drew continued to add to the strength of his show's fair route. During the winter he regained the Napanee (Ind.) Fair, added Gibson City, Ill., and signed fairs at Clintwood, Wise and Pennington Gap, Va., plus some other repeats, including Valparaiso, Ind.

Several carnivals which in the past were not represented at the convention here had reps on hand. The Gem City Shows' brass was out in full force in that show's initial appearance, with Tom Hickey, Sam and Don Greco, and George Harr on the scene. Junior Schafer also was a first-time visitor on behalf of his Schafer's Just for Fun Show, and the United Exposition Shows, another first-time, was repped by C. A. Verno, C. P. McCarthy and Ray Swanner.

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Louis Klatzco, Kiddielander, Dies in Chicago

CHICAGO, Jan. 7.—Police Capt. Louis Klatzco, 64, owner and operator of a Kiddieland on Chicago's North Side for a number of years, died at his home here Tuesday (3) following a heart attack.

Klatzco had operated the Hollywood Kiddieland from the time of his retirement from the police force in 1951 until several months ago when he sold it. Prior to 1951 it was operated by his wife, Rose.

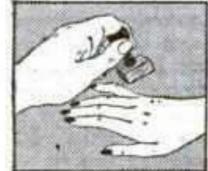
His police career began in 1917 and in the ensuing 33 years he won seven creditable mentions and two extra compensations for outstanding work. He was once suspended by the civil service commission and was ordered restored to duty after a two-year court fight. In 1950 he testified before the Senate Crime Committee in regard to his real estate and business income. Subsequently a grand jury found no cause for action against him.

Surviving are his widow and two sons, Richard and Edward. Burial in Chicago.

OK Homes for Woodside Site

PHILADELPHIA, Jan. 7.—Mayor Clark has signed a zoning bill opening the way for construction of attached homes on the old Woodside Park amusement site in West Fairmount Park. The amusement park was purchased for a reported \$1,000,000 last October 6 by a combine headed by Lewis Silverman, president of Lewis Investors Associates.

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c/o THE BILLBOARD CINCINNATI 22, O.

2d Fire Hits At Edgewater; Razes Pretzel

DETROIT, Jan. 7.—Fire hit Edgewater Park again Monday (2), razing a ride building. Damage to the Pretzel was estimated at \$5,000. Only a week earlier the park suffered severe damage to the Roller Coaster and loss of the Arcade-concession building with loss estimated at \$200,000.

Scrambler and Round-Up Set For Palisades

PALISADE, N. J., Jan. 7.—A pair of major rides will be added to the lineup at Palisades Amusement Park for the coming season, one of them being on hand and awaiting installation. This is the Big Eli Scrambler owned by Mrs. Lettie Harris of Atlanta.

The Scrambler will go into the space across from the free act stadium, formerly occupied by the Rotor, which has been sold and shipped to Coney Island Park in Caracas, Venezuela.

Also on the lower midway, which will contain a powerful lineup of late-model devices, will be a new Round-Up on order from the Frank Hrubetz firm. This will adjoin the Roto-Jet ride and occupy the space vacated by the Globe of Death motorcycle unit which was booked in last season by Mickey Hughes. The globe has been returned to Germany.

Ocean Beach Projects Set

NEW LONDON, Conn., Jan. 7.—Approval of additions and renovations to the city-owned-and-operated Ocean Beach Park, amounting to \$150,000, was voted Tuesday night (3) by the City Council, in joint meeting with the Beach Board. The major addition is slated for the park's recreation building, at an estimated cost of \$82,000.

The other improvements, which will be included in a forthcoming bond issue, are as follows:

Interior work on the recreation hall, \$5,000; shade shelter at west end of park, \$25,000; rest rooms at west end of park, \$7,500; electrical repairs, \$7,500; water main installations, \$4,800; sewer construction, \$2,900, and architect's and engineering fees, \$15,400.

Paul Huedepohl Struck by Bus In Chi's Loop

CHICAGO, Jan. 7.—Paul H. Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches, sustained multiple bruises and lacerations about the head and body at 5 p.m. Tuesday (3) when struck by a trolley bus at the intersection of State and Lake streets in Chicago's Loop.

Taken first to a nearby hospital for treatment, Huedepohl later was moved to South Chicago Hospital, where it was believed he would remain over the weekend. Several of the head cuts required stitches.

Huedepohl was returning to his office from Hotel Sherman at the time of the accident. Members of his office staff, notified of the accident, rushed to the scene and accompanied him to the hospital.

Elitch's to Book Name Orchestras

DENVER, Jan. 7.—Plans for Elitch's Gardens during the coming season are still being formulated but Bud Gurtler said there is no doubt that the general operation will be about the same as in the past.

"We are definitely going to continue to book name bands into our ballroom," he asserted, thus spiking rumors about Dick Jurgens' ork becoming a house band at the park. When Jurgens disbanded his group last fall, he stored his equipment at Elitch's and has moved to Colorado Springs where he and his brother are manufacturing uranium detection equipment. There has been speculation that Jurgens would once more pick up his baton as leader of a house band at Elitch's where he never failed to pull the biggest continuous crowds of the season.

One of the biggest drawing cards to Elitch's Gardens is the summer stock theater that the Gurtler brothers point with pride to as the oldest continuous summer stock theater in the U. S. Nothing definite has been signed for production but early in the year the Gurtlers hope to have definite plans for coming productions.

Bud Gurtler pointed out that the biggest problem in lining up good plays is to get the cast needed to do the certain roles. "We can often get good actors and usually have little trouble getting excellent plays but the problem is to get the actors for the specific roles and vice versa," he said.

As usual Elitch's Gardens will probably open by mid-May, depending upon the weather and it is expected to capitalize on the Decoration Day holiday to kick off the 1956 summer season.

Conley Wonderland Ground Cleared

BATAVIA, O., Jan. 7.—Construction of the Conley Family's amusement center, Wonderland, is under way here, with ground cleared and some of the rides ready to go up in the spring. The members of the family, which recently retired as bareback rides, are doing most of the work themselves.

When completed, Wonderland will include kiddie rides, miniature golf, children's zoo, driving range and picnic area.

WASHINGTON, Jan. 7.—Gerald P. Price, manager of Glen Echo Amusement Park, has been named general chairman of the annual mid-winter dinner of the Washington Board of Trade, it was announced this week. Event is February 4.

Mass. Attorney Buys Norumbega From Gill

NEWTON, Mass., Jan. 7.—A change in the management of Norumbega Park and its big ballroom, the Totem Pole, was announced this Tuesday (3) when Roy Gill, owner for the past 17 years, signed papers selling the plant to Douglas Farrington of this city. Gill says he is retiring from active business but will continue as advisor. Purchase price was not revealed.

Farrington resides here with his wife and three children. He served three years in the Navy aboard a destroyer. A graduate of Babson Institute and for many years in the real estate business in Boston, Farrington will devote all his time to the park and ballroom operation.

Norumbega has been under only two owners since it was opened in 1896 by the Middlesex and Boston Street Railway. It was acquired

by Gill in 1939, and he has made vast improvements.

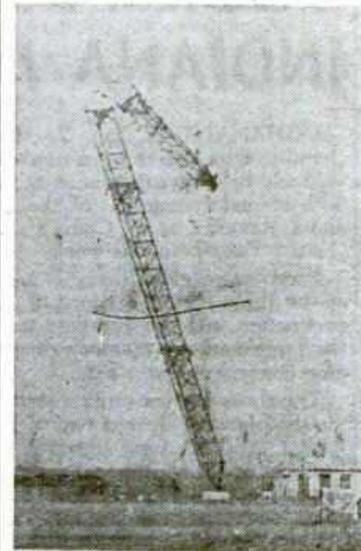
The new owner said he will continue the same managerial policies and traditions that have prevailed for 59 years. This will include the practice of not permitting alcoholic beverages to be served or used in park or ballroom. Dancing will continue every Friday and Saturday for couples only at the ballroom, which has a name attraction policy.

Farrington has in the works new air-conditioning for the ballroom, an ice skating rink and plans to continue Gill's idea of building a summer theater music tent.

Farrington is a member of the Boston Chamber of Commerce, the Boston Real Estate Board, the Longwood Cricket Club and the University Club. Negotiations for the transfer were handled by Harvey R. Moulton, of the F. P. Morgan Company of Boston.

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Wis. Fairs OK in '55 Despite Heat, Polio

**Seyforth Re-Elected Assn. Prez;
Harris, Eldridge Retained**

By CHARLIE BYRNES

MILWAUKEE, Jan. 7.—Despite a season fraught with heat and outbreaks of polio, 40 Wisconsin fairs out of 58 surveyed ended up on the black side of the ledger. This was reported by Harlan Seyforth, president of the Wisconsin Association of Fairs at the organization's annual convention here in the Hotel Schroeder, Wednesday and Thursday (4-5).

Of the 58 fairs who answered the questionnaire, 17 reported increased gate receipts. On grandstand attractions 13 reported higher receipts, 20 approximately unchanged and 25 reported lower income from the grandstand. Midway receipts were ahead of '54 at 19 fairs, down at 18 fairs and approximately unchanged at 10 annuals, Seyforth announced. Entertainment cost of 20 events was unchanged, higher for 17 and lower for 13, the survey indicated.

Seyforth presided at the two business sessions of the association which this year drew larger than normal turnouts. While optimism for '56 was apparent with most

speakers, some pointed out that comparatively low prices for agricultural products could take some of the edge off the fair business. Don McDowell, director of the Wisconsin Department of Agriculture, said that farmers have a rough year ahead of them. To overcome this obstacle, McDowell recommended that fairs increase their promotion and put more emphasis on agriculture and youth departments.

Soft Spot

Willard (Bill) Masterson, manager of the Wisconsin State Fair, also pointed out that the one soft spot in the picture was agriculture. He ventured the opinion that polio, which closed three county fairs in the State in '55, would be reduced by the Salk vaccine.

Charles H. Drewry, supervisor of the State's county and district

(Continued on page 63)

DOOR PRIZES HYPO INDIANA MEETING

INDIANAPOLIS, Jan. 7.—Merchandise door prizes were used effectively to hypo attendance at the 36th annual convention of the Indiana Association of County and District Fairs here this week.

Prizes were given away at each of the three formal sessions of the convention and the turnouts were the largest in the memory of veteran convention-goers here.

The three-day convention started Sunday, January 1, and two of the formal sessions were devoted to business matters, the other to a discussion of fair management subjects.

Showmen, in to book their shows or attractions, cleaned up most, if not all of their business on the first two days of the convention, and were idle the closing day while awaiting the banquet and ball which capped the three-day get-together Tuesday night.

Representation of showmen held to the level of recent years. Among carnival owners, attraction reps, and suppliers noted were:

Floyd E. Gooding, Hal Eifort, Mr. and Mrs. John Enright, Haps Berkshire, Mrs. Gerald Franz, Gooding Amusement Company; Jack Wilson, Izzy Cetlin, Bill Hartzman, Al Dorso, Celin & Wilson Shows; W. R. Geren, Mighty Hoosier State Shows; Thomas D. Hickey, Mr. and Mrs. Don Greco, Sam Greco, George Harr, Gem City Shows; Louie Berger, Olson Shows; Junior Schaefer, Schaefer's Just for Fun Shows; James H. Drew and Jimmy Drew, James H. Drew Shows; C. S. Peck, Robert Peck, Richard Kern, Key City Shows; Alfred

Putnam Named To USTA Board

MILWAUKEE, Jan. 7.—Archie Putnam, veteran manager of the Northern Wisconsin District Fair, Chippewa Falls, was re-elected to the district board of directors of the U. S. Trotting Association, at the annual meeting here this week. He will serve a three-year term. The district embraces Wisconsin, Minnesota, North and South Dakota and the upper peninsula of Michigan.

Beaver Dam, Wis., To Light Track

BEAVER DAM, Wis., Jan. 7.—The Dodge County Fair here will light its race track this year to feature harness racing under the stars. The fair board recently signed with Charles Connolly, Lake Success, N. Y., to install a portable lighting system for three nights of the fair. Two nights of harness racing is scheduled and one evening performance of the Lee Hendrick's horse troupe.

WINTER FAIRS

Florida

Arcadia—DeSota County Fair, Jan. 9-14. A. G. Erickson.
Bowling Green—Strawberry Festival, Feb. 6-11. J. D. O'Haver.
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.
Fort Pierce—Legion Fair, Feb. 20-25. Wally Owens.
Largo—Pinellas County Fair, Feb. 28-March 3. J. H. Logan.
Lake Wales—Lake Wales Fair, Jan. 16-21. Phil Hoyt.
Miami—S.E. Florida & Dade County Youth Show, Jan. 25-29. P. K. Price.
Orlando—Central Florida Fair, Feb. 20-25. C. T. Bickford.
Palmetto—Manatee County Fair, Jan. 23-28. W. H. Kendrick.
Punta Gorda—Charlotte County Fair, Jan. 16-21. Harry Jack.
Sanford—Sanford Fair and Exposition, Feb. 13-18. E. O. Mayberry.
Sarasota—Sarasota Co. Fair, Jan. 16-21. Geo. W. Potter.
Sebring—Highland County Fair, Feb. 28-March 3. B. J. Harris.
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.

Wall, Alfred Wall Amusements; Mr. and Mrs. Jimmy Chanos, Nick Chanos, Jimmie Chanos Shows.
D. Wade, Glen Wade, C. D. Murray, W. G. Wade Shows; Mr. and Mrs. R. C. McCarter, Majestic Greater Shows; Cliff Thomas, Cliff Thomas Amusements; Ernie Allen, Baker United Shows; Ep Glosser, Rod Link, World of Pleasure Shows; Nelson Breeze, Nelson Breeze Rides and Venita Rich TV Talent; Paul T. Robertson, Cy Cornthwaite, Ideal Rides; Paul Drago, Chet Pierce, Drago Amusements; Earl Backer, R. R. Green, Groscurth's Blue Grass Shows; L. I. Thomas, Thomas Joyland Shows; L. J. Keef, L. J. Keef Shows; C. A. Vernon, C. P. McCarthy, Ray Swanner, United Exposition Shows.

Mr. and Mrs. Bob Shaw, Gus Sun Jr., Glenn Jacobs, Buck Steele, Val Campbell, Gus Sun Agency; Billy Senior, Barnes-Carruthers Theatrical Enterprises; Boyle Woolfolk, Jack Lindahl, Tom Powell, Bob Chew, Boyle Woolfolk Agency; Jimmy Downey, Sid Doll, Jimmy Downey Agency; Mr. and Mrs. Eldred Stacey, Music Corporation of America; George Ferguson, WLS Artist Bureau; Bert Somson, Bill Querner, WLW Promotions; Frank Taylor, Joe Higgins, GAC-Hamid, Inc.

Mel Hummiltzsch, Johnny Rivers, Hummiltzsch Theatrical Productions; Ross Christena, Earl Newport, WISH-TV Artists; Bob Yeager, Estel Freeman, Indiana Hoedown; Uncle Bob Hardy, WTTV Hayloft Prolife; Cap Ramsey, Ward Beam Associates, Inc.; Nadine Starken, Nan Clifton, Burnett Theatrical and Associated Industries.

Aut Swenson, Swenson's Thrillcade; Jack Kochman, Lucky Dogs and Hell Drivers; Gene Holter, Holter's wild animal show; Joe Chitwood, Ben Braunstein, Chitwood's Auto Thrill Show; Bill Reed, Bud Fisher, Jimmie Lynch Death Dodgers; Mr. and Mrs. Irish Horan, Horan Thrill Show; Mr. and Mrs. Bob McKinley, McKinley Rodeo; Mitchell Robinson, Jack O'Dare, Congress of Canadian Daredevils; Dan Flemore, Cavalcade of Canadian Daredevils; Al Jones, Art Show, X Bar X Ranch Show.

John W. Dalley, Joe Porcheddu, Danville Fireworks Company; Joseph Caccavello, Howard Daugherty, Columbus Display Fireworks Company; Frank Conway, Atlas Fireworks Company; Maynard De Witt, Star Fireworks Company; A. D. Michele, Hudson Fireworks Company; Louis Rosenberg, Edgar Hunter, Mozie Mulrooney, Harry Wigton, Regalia Manufacturing Company; Mr. and Mrs. E. J. Coburn, Enquirer Printing Company; C. P. Lutz, W. W. Anderson, Advance Promotion Service; Frank Prystas, Fair Publishing House.

Harry Wodelski, Red McCoy, Danville Tent & Awning Company; Russell M. Patrick, Indianapolis Tent & Awning Company; Paul Young, Young's Starting Gate; W. R. Lashbrook, Iashbrook Tent & Awning Company; Paul E. Black, Anchor Supply Company; John Gallagan, Gallagan Concessions; Nick Carter, Carter Concessions.

Ed (Candy) Jessup, Charlie (Frozen Custard) Golden, Sam (Insurance) Solomon, Ernie (Novelties) Desplinter, Avery (Cookhouse) Christy, John (Supplies) Lempart and Jack Kaplan.

24 Horses Perish, Building Lost in Marietta, O., Fire

MARIETTA, O., Jan. 7.—Twenty-four horses perished and the building in which they were stabled was destroyed Tuesday (3) by a fire on the Washington County Fairgrounds. Only one horse escaped. Most were harness race horses, the others being riding horses.

Value of individual horses was placed as high as \$10,000 and as low as \$300. Loss of the building was estimated at between \$30,000 and \$50,000. The building and some of the horses were insured.

MORE CONCESSION \$\$

York Nets \$95,000; New Bldg. Bonanza

YORK, Pa., Jan. 7.—A whopping 50 per cent increase in its surplus was achieved by the 1955 York Inter-State Fair, according to the annual report of the sponsoring York County Agricultural Society. The figure in the audited statement is \$95,050.09. The season before, with poor weather dogging the fair on virtually every day, the surplus had been \$68,317.73.

General Manager Sam Lewis, lauding the fact that the fair again maintained its established high fiscal status, pointed to the many improvements made recently. He cited work on all buildings, a huge painting program, enlarging and modernization of the managers' offices beneath the grandstand, completion of electric stage improvements, and other work.

"The Exhibition - Auditorium Building," he said, "while not entirely completed, was used for the first time during the 1955 fair. To the surprise (and) gratification of the managers, every inch of exhibition space in this building was sold.

"A hard surfaced pavement, with minimum width of 30 feet, was constructed on all four sides of this building. Four new avenues, all leading to the new building, were also constructed. On all this new paved area, there was erected a modern underground and overhead lighting system. The whole southwestern part of the grounds has been transformed into a new and modern exhibition center.

"Fifty years ago, there were 660 exhibitors; this year, 10,228."

New Income Source

Bulk of the increased revenue was provided for by the new building, which took in \$19,090 in exhibits and concessions. Also on the plus side was a boost in general

Robert Schmidt Elected Prexy Of Ind. Assn.

INDIANAPOLIS, Jan. 7.—Robert D. Schmidt, Logansport, was elected 1956 president of the Indiana Association of County Fairs and District Fairs Tuesday (3), closing day of the association's annual convention here. Schmidt succeeds Martin R. Green, of Rising Sun, Ind.

I. R. Humerickhouse, Elmora, was elected vice-president and William H. Clark, Franklin, was re-elected secretary-treasurer. Dr. D. E. Mangis, Portland, and Curt Russell, Connersville, were elected directors.

Midwest Loop Meets Feb. 24

HUTCHINSON, Kan., Jan. 7.—The Middle West Fair Circuit will hold its annual winter meeting February 24 in Kansas City, Virgil C. Miller, president, announced. The meeting will be held in the Hotel President.

Drumheller, Alta., Elects Cramer

DRUMHELLER, Alta., Jan. 7.—Joe Cramer was elected president of the Drumheller District Agricultural Society at its annual meeting. He succeeds P. J. Rock, president for the past two years. Vice-presidents are A. N. Gilbert, A. C. Bates and Len Andrews. Tom Kempling was re-elected secretary. A. K. Butler is treasurer.

admissions yielding \$83,425.15 in 1955, or better than \$9,000 more than the previous year. Other income items held pretty firm to the line set the year before. These were \$13,081 in auto admissions; and \$92,524.20 at the grandstand, about \$1,000 behind 1954.

In addition to the new source of revenue, the building, there was \$114,417.95 taken in from all other concessions.

On the expense side the attractions were again the biggest item, an item of \$45,474.74, or some \$5,000 over 1954's expenditure.

Total income for the fair was \$344,058.35 and the many expenditures involved in operating the huge annual came to \$249,008.26.

'EARLY BIRDS'

Expect Prizes To Spur Early Va. Turnouts

ROANOKE, Va., Jan. 7.—A day-long program of discussions and talks has been arranged for the Virginia Association of Fairs, meeting Sunday and Monday, January 22-23, at the Hotel Patrick Henry here. Registration will be held all day Sunday, with a registration prize to be awarded that evening.

In addition to the prize, an inducement to early registration, there will also be inducements for early attendance at the Monday meeting, to begin at 9:20 a.m. with Garland E. Moss of Chase City, president, presiding. "Early bird favors" will go to those in the assembly room by 9:15 a.m.

Reading of minutes, roll call, and announcement of 1956 dates will be handled by William E. Finch, to be followed by introductions, and a welcome address by Mayor Robert W. Woody. Also talking at the morning session will be W. H. Daugherty of the VPI Extension Service, "Fairs and the Extension Service," Agriculture Commissioner Parke C. Brinkley, and U. S. Representative Watkins M. Abbitt.

Grandstand Discussion

Afternoon discussions, beginning at 2:15, will include Fontaine Scott of the VPI Extension Service, "Exhibiting Vegetables at Fairs," and booker Harry Cooke, "Grandstand Problems." The 3:30 executive session will include reports, old and new business, elections and setting of details for the 1957 meeting.

The 7 p.m. banquet will feature entertainment arranged by the GAC-Hamid, Cooke and Rose, and Frank Melville talent agencies, and music by Bruce (Bubbles) Becker's orchestra.

Association officers are Garland Moss, president; M. W. Renolds of Woodstock, J. A. Mitchell of Richmond, A. C. Walker of Roanoke, J. C. Brickert of Framville and J. L. Lauer of West Point, vice-presidents, and W. E. Finch of Danville, secretary-treasurer.

Edmonton Ex Elects Clarke

EDMONTON, Alta., Jan. 7.—President of the Edmonton Exhibition Association for 1956 is E. I. Clarke. He succeeds Walter C. Bissell, who retired after having served a two-year term.

Clarke's father, E. I. Clarke Sr., held the presidency in 1943-44. Len P. Bromham was elected vice-president.

Calgary Lets Contract for 566G Building

CALGARY, Alta., Jan. 7.—The Calgary Exhibition and Stampede has awarded a Calgary firm a \$566,000 contract for the construction of a new wing to the present livestock pavillion at the fair ground and complete renovation of the existing building. Work has started and is expected to be completed in time for the annual bull sale in March.

Several weeks ago the exhibition board applied to the Canadian government for a grant of \$200,000 to help defray the cost of additional improvements to the livestock buildings. These would include a second floor on the new addition to be used as dormitories for livestock herdsman and for 4-H Club work. The money would also be used for additional restaurant space and dressing rooms. Previously, the provincial government announced a grant of \$100,000 to help finance the project.

The fair board also announced it is considering the presentation of a Mexican village as a feature of the '56 show. The exhibit, owned by the Mexican government, would be housed in a big tent. It would have glass blowers, pottery makers, weavers, a blacksmith shop, leather workers, Mexican confections, a Mexican restaurant, musicians and dancers, a photographic display and handicraft booths.

South Dakota To Build New Headquarters

HURON, S. D., Jan. 7.—The board of the South Dakota State Fair will open bids here January 17-18 for the construction of a new administration and office building, it was announced this week.

Gov. Joe Foss this week re-appointed Mrs. Cecil Byg, Hartford, and Max D. Oviatt, Huron, to three-year terms on the board of directors. Oviatt has been serving as vice-president during the past year.

Other holdover board members include Adolph Nelson, of Canton, president; Milo Opdahl, Brookings, and Jack Hunter Jr., of Ardmore.

Wis. Annuals Beat Handicaps

Continued from page 62

fairs, lauded the fairs for a successful '55 in the face of adverse conditions. Despite the fact that three annuals closed due to polio, he reported that a record high in premiums was paid out last year, totaling \$345,312. His advice to the delegates was to keep expenses down, insure proper financing and handling of funds, maintain fairgrounds and advertise heavily in '56.

Another advocate of increased promotion was Clarence Harnden, manager of the Saginaw (Mich.) Fair and former president of the International Association of Fairs and Expositions. In addition to advertising, Harnden said fairs must glamorize their exhibits and expand its message to encompass all age groups. One suggestion along this line was the expansion of hobby shows, which have proved highly successful at the Saginaw fair, Harnden said.

Buildings

Fair plants and buildings came in for much discussion at the Wednesday afternoon session. Featured speaker was Gaylord H. Lewis, fairgrounds architect and consultant, who outlined the latest trends in construction. Lewis was followed by an open panel dis-

ussion on new buildings and remodeling of old buildings. Panel members included Victor Quick, Marinette; Harlan Seyforth, Ellsworth; Robert W. Roseberry, Friendship, and Marty Schnurr, Wilmot.

All officers and directors were re-elected for '56. Seyforth was re-elected president; R. B. Harris, Elkhorn, vice-president, and Win H. Eldridge, Plymouth, was re-elected secretary-treasurer for his sixth year. All officers were re-named to the board of directors, plus Douglas J. Curran, Black River Falls; William H. Dougherty, Spooner; William Steckling, Merrill, and Dr. H. W. Carey, Lancaster.

One of the social high points of the meeting was the annual cheese party Wednesday night which was attended by several hundred fair people and attraction suppliers. The fairmen and horsemen met late Wednesday afternoon and the annual banquet of the Wisconsin Breeders and Harness Horse Association was also held that evening.

The hotel's ballroom was jammed to capacity for the Thursday evening banquet and show where Ingvald O. Hembre, College of Agriculture, Madison, was toastmaster. Following supper, a floorshow was presented by Hunter's Artist Bureau, Milwaukee. On the bill were the Vargus Bros., harmonica; Bob McElroy, emcee; Bonnie Garell, acro-contortion; Chase and Park, trampoline; Don Phillips, juggling, and Gaynor and Rose, skating. Music was provided by the Steve Swedish orchestra.

W. Va. Convention To Be Held Feb. 4

CHARLESTON, W. Va., Jan. 7.—The annual convention of the West Virginia Association of Fairs, originally scheduled for January 28, will be held Saturday, February 4, in the Daniel Boone Hotel here, James T. Hetzer, association secretary-treasurer, announced.

The change was made because sufficient hotel accommodations could not be obtained for the original date.

Agenda Listed For Sessions Of Pa. Group

READING, Pa., Jan. 7.—The annual convention of the Pennsylvania State Association of County Fairs will hold its first session in Williamsport, Wednesday thru Friday, January 25-27, in that up-State community.

Charles W. Swoyer, secretary, announced the agenda this week of the business sessions in the Lycoming Hotel, which will include meetings of the Central Fair Circuit on opening day, at 8 p.m. The State association will convene the following morning at 10:30.

Speakers will include A. L. Baker, "4-H Activities at County Fairs"; Harry N. Althouse, "Planning Grange Exhibits at the County Fairs"; William L. Henning, "How County Fairs Contribute to the Farm Show"; H. S. Brunner, "FFA Activities in Rural Communities"; Col. Earl J. Henry, "Safe Driving While Attending County Fairs Thruout the State"; Al Ahrens, U. S. Trotting Association, and Lycoming County Agent Paul Rothrock, "Why a County Fair."

The sessions will be in charge of John P. Bloom, president of the State association. Committee reports and elections will take place following the discussions of the afternoon session on January 26.

The annual banquet will feature attractions furnished by leading agencies, with music by Johnny Nicolosi and his local band. The banquet will be at 7 p.m. on the 26th.

Merrill, Wis., Elects Schneider

MERRILL, Wis., Jan. 7.—Henry Schneider was elected president of the Lincoln County Free Fair at its recent annual meeting here. Other officers include Elvin Shimel, vice-president; Ted Lokemoen, treasurer; William Steckling, secretary, and Harvey Schultz, manager. No major building will take place this year but much exhibit space will be shifted around to make the plant more compact, Lokemoen reported.

FAIR ASSN. MEETINGS

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 12-13. Rollo E. Singleton, Department of Agriculture, Jefferson City, secretary.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 14. Robert Turner, Horsehead, N. Y., secretary.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 15-17. Harry B. Kelley, Hillsdale, Mich., secretary.

Georgia Association of Agricultural Fairs, Atlanta Biltmore, Atlanta, January 16. Joe F. Pruett, 550 Riverside Drive, Mason, secretary.

Association of Colorado Fairs, Albany Hotel, Denver, January 16. Forrest F. Hammes, 108 E. Main St., Littleton, secretary.

South Carolina State Association of Fairs, Jefferson Hotel, Columbia, January 17-18. Paul Black, 408 East Main Street, Spartanburg, president.

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, Locomotive Hotel, Williamsport, January 25-27. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Kentucky Association of Fairs & Horse Shows, Kentucky Hotel, Louisville, January 26-27. L. Doc Cassidy, State Fairgrounds, Louisville, secretary.

North Dakota Association of Fairs, Clarence Parker Hotel, Minot, January 26-28. A. D. Scott, Box 68, Fargo, secretary.

Oklahoma Association of Fairs, Student Union Building, Stillwater, January 27-28. Vera G. McQuilkin, P. O. Box 3898, Oklahoma City, secretary.

West Virginia Association of Fairs, Daniel Boone Hotel, Charleston, February 4. 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.

Middle West Fair Circuit, Hotel President, Kansas City, Mo., February 24. Virgil C. Miller, Hutchinson, Kan., president.

Association of Connecticut Fairs, Terryville High School, Terryville, March 17. Joseph C. Bartlett, North Haven, secretary.

Charlotte, Mich., 4-H Annual Turns In \$6,157 Profit

CHARLOTTE, Mich., Jan. 7.—The 1955 Eaton County 4-H Fair here yielded an operating profit of \$6,157, it was reported at the fair's annual meeting Wednesday (4). Keith King, Elbert Kelsey and Lloyd Bacon were re-elected directors for three-year terms. Lois Cook, assistant secretary-treasurer for the past three years, was named secretary-treasurer. E. O. Packard Sr., and Elbert Kelsey were re-elected president and vice-president respectively for '56. Sidney Phillips continues as manager.

New Palm Beach Plant Under Way

WEST PALM BEACH, Fla., Jan. 7.—After 11 years on temporary location, Palm Beach County Fair Association has received title to a large area in John Prince Memorial Park and has commenced construction of a new Palm Beach County Fairgrounds. The site is immediately west of Lake Worth and adjacent to the \$2,000,000 Junior College.

Because of this year's January 20-28 showing, pre-fair construction will be limited to a heavy fence around 15 acres and a large rest room. Previously the fairs had been held in early March. The new dates and better location are expected to double attendance this year. An attendance record of 73,000 was set in 1955. Immediately after the fair a long-term building and landscaping program will commence.

Fair Manager Lamar Allen has reported commercial exhibit bookings 25 per cent ahead of last year's. A five-year concession and midway contract has been awarded to MacAlister Marckres, owner of Florida Bazaar Supply. William Thompson has been named midway manager.

Carberry, Man., Runs in Red

CARBERRY, Man., Jan. 7.—W. J. Witherspoon was elected president of the Carberry Agricultural Society at its annual meeting. He succeeds H. A. Nelson, president for 10 years, who is leaving the district. Vice-president is H. F. Baron and secretary-manager is H. L. Dempsey. A deficit of \$230 on the year's operations was reported.

BRANDON, Man., Jan. 7.—Ritchie MacPherson, of Brandon, was re-elected president of the Manitoba Winter Fair for a fourth term at the annual meeting. George MacArthur and James I. Moffatt were re-elected vice-presidents and Col. Victor Sifton is honorary president.

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Belle City Re-Inks Wis. Fair Loop

MILWAUKEE, Jan. 7.—Charles Panacek's Belle City Shows were again awarded the contract to play the Northern Wisconsin Circuit of Fairs at the annual meeting of Wisconsin fairmen here this week. The Panacek organization played the loop for the first time in '55. The circuit this year was increased to eight fair by the addition of Medford. Others on the list include Antigo, Merrill, Neillsville, Wausau, Ladysmith, Shawano, Weyauwega and Friendship.

Panacek said the show would add four light towers for '56 a new front entrance and a new light plan.

For the most part, carnival bookings at the meeting followed the pattern of the past few years with a few changes. E. E. (Ernie) Farrow, owner of Wallace Bros. Shows, added one new Wisconsin fair to his route, signing to play the Jefferson annual. Repeats in the State will include Darlington, Madison, Janesville, Wausau, Manitowoc, Delevan, Elkhorn and Beaver Dam.

Gold Bond Shows, represented here by Owner Mickey Stark, added three new fairs to his '56 route, in addition to booking three played before by the show. New for the Stark organization are fairs at Monroe, Black River Falls and Rice Lake. Repeats include those at Rhinelander, Portage and Plymouth. Stark said he will add a kid and major ride for this year and two shows with wagon-type fronts.

Schafer's Just for Fun Shows pocketed it contracts for Wisconsin fairs before leaving the meeting. One new one, Atoka, was booked along with repeats at Menominee and Wilmot. Owner W. A. Schafer and Archie Hensley were on hand for the shows.

Billy Snapp, veteran operator at Wisconsin Fairs, reported a number of bookings for his Snapp Greater Shows, most of them fairs he has played for years. Typical was the contract for the DePere annual, the 23d in a row for Snapp. Others signed included Slinger, Seymour, Fond du Lac, Sturgeon Bay and Oshkosh. Also on hand for the show were Mrs. Snapp, Bruce Barham and Mrs. Paul Paris.

West Coast Lists 15 Fairs In Calif., Ore.

SAN FRANCISCO, Jan. 7.—With the signing of the Calavras County Fair and Jumping Frog Jubilee in Angels Camp by the West Coast Shows after year's lay-off, the carnival already has a route of 13 California and two Oregon fairs for 1956, Bobby Cohn, general agent for the carnival company, announced.

The show lost the Angels Camp contract last year to the Fair Time Shows. West Coast played it for five years to 1955.

Cohn declared that the following California fairs will again be on the WCS route: Kern County Fair, Madera District Fair, Monterey County Fair, Napa District Fair, Yuba-Sutter Fair, San Luis Obispo County Fair, Sacramento County Fair, Tehama County Fair, Siskiyou County Fair, Shasta District, Merced County Spring Fair in Los Banos and Chowchilla Junior Fair. Oregon events already pactured are Multnomah County Fair in Gresham and the Basin River Round-Up in Klamath Falls.

Ray Cofeen, concessionaire at Russell's Point, O., is in Deaconess Hospital, Detroit, for an extended stay following an operation and would like to hear from friends.

Other midway representatives and suppliers at the meeting included

Louis Berger, Olson Shows; Pearl Weydt and Doc O'Kelly, Weydt Amusement Company; Greg Meverdeen and Mrs. Lloyd Meverdeen, Meverdeen Amusements; Eugene Skerbeck and Helen Chintaman, Skerbeck's Great Northern Shows; Doris, E. R., E. N. and Coral Pedersen and Don Maynard, Dairy State Shows; Mr. and Mrs. Herman McKenna, Mrs. Augusta Damon, Will Damon, McKennas Rides; Charles Larkee, Ed Larkee, M. Larkee and George Desak, Tip-Top Shows; Mrs. Harry Bush, concessions; Mr. and Mrs. Walter Bush, and Charles Huckbody, Dusty Rhodes Shows; O. E. Henriksson, concessions; Matt Kalashin, concessions; Alfred Loranga, concessions; Joe Lubarsky, novelties; William Ludington, concessions; Ernie Desplenter, concessions; Curley Vernon and Ray Swanner, United Exposition Shows; Mr. and Mrs. Joe Brenner, novelties; Mr. and Mrs. Elmer Bodart, Reginald Bodart and Mr. and Mrs. Lynn Lucia; Bill Dobson, Dobson Shows; John Lempart, showmen's supplies and equipment; Sam Solomon, insurance; Ned Torti, Wisconsin DeLuxe Company, and Don Franklin, Don Franklin Shows.

FOOD, GIFTS, TALENT

150 Frolic at New Year's Party in N. Y. Clubrooms

By U N O
NEW YORK, Jan. 7. — The National Showmen's Association pitched one of its best New Year's Eve celebrations at the West 56th Street clubrooms, with more than 150 persons participating. Fun-making hit a peak at midnight, with the place a frenzy of color and noise. Favors and noisemakers had been distributed lavishly over all the tables, and three door prizes were awarded.

Entertainment provided by Joe Gilbert featured singers George Michell, Mildred Ford and Harry Alt. Magic was performed at many tables by Harry (West) Szerlip, and other entertainment was offered by Al Wilson, Viola Chisholm and Louis Williams. Cutting capers on the floor were clowns Charlie Young and Eddie McLaughlin, and Al Romano's band provided the music.

Kansas City Club Ushers In New Year

KANSAS CITY, Mo., Jan. 7.—Upward of 100 members and guests of the Heart of America Showmen's Club ushered in 1956 here Saturday (31) at the club's annual New Year's Eve banquet and ball. The event was held in the Hotel Aladdin.

Noble C. Fairly, a past president, again served as toastmaster during the banquet. Milo Finley's orchestra provided the dance music and the Rae Jean Dance Studio the 10-act floor show.

Among the merry-makers were: Chester I. and Ruth Ann Levin, Mr. and Mrs. Woody Gaither, Manny Gunn, Mr. and Mrs. Noble Fairly, Mrs. Val Weers, Val E. Weers, Mr. and Mrs. George Howk, Mr. and Mrs. Earl Garrett, Mr. and Mrs. Joseph Clayton, Mr. and Mrs. Dusty Holmberg, Mr. and Mrs. George W. Kimbrell, Betty Lee, Mr. and Mrs. John P. Wyatt. (Continued on page 67)

Siskind Show Sets 10 Florida Events

MIAMI, Jan. 7.—Syd Siskind, manager of the Florida Exposition Shows, announced the recent signing of 10 Florida events.

Siskind's show is signed for the Sugarland Exposition, Clewiston, January 23-28; Homestead Rodeo, February 1-5; the Davie Rodeo, February 6-12, and Vero Beach Fair, February 13-19. Following the Vero Beach date the show will be split into two units to play an additional six fairs and celebrations, he said.

'Fountains' Set To Tour With Wm. T. Collins

MINNEAPOLIS, Jan. 7. — Back at his home here following a successful operation, William R. Collins, owner of the show bearing his name, announced he had contracted "Miracle Fountains" to tour with his show during the coming season.

A flashy front and a special top will be used for the water show, he said. "Miracle Fountains" is owned by the Holiday on Ice Corporation.

Collins underwent surgery December 27 at the Mayo Hospital, Rochester, Minn., after going thru the Mayo Clinic for two weeks. He plans to remain at his home here until the Minnesota State Fair convention January 9-10.

GIBTOWN NOTES

LeMays Hosts Over 100 in 'Hut' Shindig

GIBSONTOWN, Fla., Jan. 7.—Some 100 show folks were entertained on New Year's Eve by Grace and Eddie LeMay in their "Gib-town" hangout, The Hut. The affair again featured dancing, entertainment and refreshments, for show people and invited guests.

The Alafia Discords provided music and a floorsnow, and the LeMays came up with noisemakers and hats. A bomb was set off at midnight. Helping the hosts with refreshments were Mr. and Mrs. Jimmy Shunk, Carl Holtzapfel and Harold Witenett.

Among those in the huge gathering were Mr. and Mrs. Harry Fee, Mr. and Mrs. Ben Landis, Mr. and Mrs. Charles Lampkin, Mr. and Mrs. William Lauther, Mr. and Mrs. Harvey Wilson, Mr. and Mrs. Pat McGee, Mr. and Mrs. Harry Rubin, Mr. and Mrs. Snap Wyatt, Mr. and Mrs. Hy Stein, Mr. and Mrs. Earl Myers, Mr. and Mrs. Jim Curry, Mr. and Mrs. Emmett Bijano, Mr. and Mrs. Red Rankin, Mr. and Mrs. Carl Friedling, Mr. and Mrs. Bill Taylor, Mr. and Mrs. Irving Kay, Mr. and Mrs. Tom Evans.

More Guests

Also, Mr. and Mrs. T. W. Kelly, Mr. and Mrs. Homer Hoeye, Mr. and Mrs. Jack Norman, Mr. and Mrs. T. L. Robinson, Mr. and Mrs. William Mate, Mr. and Mrs. Rod (Continued on page 67)

Alex Freedman Robbed of 5G by Masked Bandits

Pair Enters Home, Takes Rose Bowl Novelty Receipts

LOS ANGELES, Jan. 7. — Alex Freedman, of the Freedman Concessions, was held up Monday night (2) in his home here by two masked bandits who escaped with approximately \$5,000, receipts of novelty sales at the Rose Bowl football game that afternoon.

The bandits awakened Freedman by tapping him on the head with a blackjack. When he refused to reveal where the money was hidden, the invaders turned the house upside down to find approximately \$4,200 in paper money and \$800 in silver. They left after ripping out the telephone.

Freedman has had the Rose Bowl concession for several years. This year he had approximately 30 stands. He also sells novelties at the Little Rose Bowl game.

Frank W. Babcock, owner of Babcock United Shows, said that he had driven with Freedman from Pasadena after the game with the money on the floor under his feet. Babcock, owner of the Baltimore Hotel, declared that several times he started to suggest that Freedman use his safe for the night. Banks were closed Monday.

Sullivan Show Plugged Via 30-Min. Film

TORONTO, Jan. 7. — Jimmy Sullivan and his World's Finest Shows are running wild on Canada's national news channels once more.

The 30-minute feature, "Carnival," made on the World's Finest by the National Film Board during the season of 1955, was released coast-to-coast over the television network of the Canadian Broadcasting Corporation during the Christmas holiday. Theatrical showings of the film are also in the offing.

Sullivan himself, complete with white hat, co-stars in a sequence with Fred Davis, the narrator. Also in for substantial footage are Terrell Jacobs and his Wild Animal Circus, Mallott's Side Show and the Globe of Death, back end features of the Sullivan outfit in 1955. Hank Blade, assistant manager, is prominent in the layout and setting-up scenes and Al Brown gets to make an opening.

Film Board personnel contributing to the effort included William Weintraub, script writer; Julian Biggs, unit director; Fred Davis, narrator; and John Foster, Doug (Continued on page 67)

Record 300 Turn Out For Trouper's Banquet

LOS ANGELES, Jan. 7.—A record crowd of nearly 300 attended the 15th annual Regular Associated Troupers banquet and ball Tuesday night (3) at Larry Potter's Supper Club in North Hollywood. The association introduced its 1956 official slate and awarded a 1955 Chevrolet to C. H. Allton as a door prize.

The 1956 officers are Myrtle Hutt, president; William B. Davis, first vice-president; Peggy Butler, second vice-president; Vincent Kurapatwa, third vice-president; Helen Vaughn, fourth vice-president; Ray Marrion, treasurer, and Helen B. Smith, secretary.

Alex Freedman, retiring president, was presented a gold life membership card by Harry Golub, master of ceremonies. Other officers who served with Freedman are Myrtle Hutt, first vice-president; Steve Vaughn, second vice-president; Elsie Kennedy, third

vice-president; Max Kaplan, fourth vice-president; Nancy Meyer, treasurer, and Mrs. Smith, secretary.

Golub welcomed the crowd that packed the night club and read congratulatory telegrams from the Ladies' Auxiliary of the Showmen's League of America, Lone Star Showmen's Association, Hot Springs Showmen's Association, Showmen's League of America, Miami's Showmen's Association, Arizona Showmen's Association, Virginia Kline, who is now in England, and Marie Bailey.

Honored guests included Edward J. Harris, recently elected president of the Pacific Coast Showmen's Association here, and Morosa Herman, who will head that association's Auxiliary in 1956; May Snobar, winner of the PCSA contest for the title of "Outdoor Show Queen of the Golden West"; Josephine Lynch, winner of the PCSA first contest in 1954; Tillie Palmeter, chairman of the Troupers' bazaar, and Charlotte Porter, who recently retired after two terms as president of the Show Folks of America in San Francisco.

The awarding of the automobile was delayed until the banquet and (Continued on page 67)

Ben Wolfe Inks 4 Fairs

LANDRUM, S. C., Jan. 7.—The Wolfe Amusement Company announced the signing of four southeastern fairs for 1956. Owner Ben Wolfe revealed the show will play the colored fairs at Anderson and Greenville, S. C.; York County Fair, York, S. C., and the Four County Fair, Martinsville, Va.

For its still date route the show will carry seven rides and five shows with the line-up to be in-c eased for fairs. On the still date route, which will begin early, is the Bassett, Va., spring celebration, Wolfe said.

John Lytel is working on the Octopus and Ferris Wheel here in winter quarters with the Merry-Go-Round next on the schedule. Blackie Holt is reconditioning all electrical equipment.

Tampa Club Nominates Sam Gordon for Prez

TAMPA, Jan. 7.—Sam Gordon, of the Royal American Shows, has been nominated for the presidency of the Greater Tampa Showmen's Association. Gordon was first vice-president the past year.

Others on the slate include Bernard (Bucky) Allen, first vice-president; C. C. (Specks) Groscurth, second vice-president; Joe Fontana, third vice-president; Vernon Korhn, secretary, and Harry Julius, treasurer.

Nominated for the board of governors were Harry Rubin, Earl Maddox, George Ringlin, Harry

(Irish) Gaughn, George Reinhardt, William Clain, Paul Sprague, J. C. Thomas, H. H. (Doc) Hartwick, Jack Young, Tommy Arger, Anthony Baress, Joe Sciortino, Sam Delaney, Glenn Porter, Dick Gilsdorf, Robert Buffington, Harry Hauck, Dave Schwartz, John Campi, John B. Davis, Robert Hasson, Eddie Hunter, T. W. (Slim) Kelly and Tommy Adams.

The nominating committee included Irish Gaughn, Bill Clain, Sam Delaney, George Reinhardt, Dick Gilsdorf, Robert Hasson, Eddie Hunter, T. W. (Slim) Kelly and Tom Adams.

MIDWAY CONFAB

Pat Gehrke recently visited Carl Herrick at Indianapolis where the latter is wintering. . . . E. M. McIntyre, who was recently released from the hospital, is recuperating at his home at 205 E. Baker Street, Winchester, Va. He'd like to hear from friends.

Gene Rosencrantz, veteran novelty concessionaire, is recuperating at his home at 4220 N.E. 81st Street, Portland, Ore. In the last two years, Rosencrantz underwent three major operations. He was on the road the past season. . . . Harry Myers, head of the West Coast Shows organization, is enjoying a vacation in Greece. . . . Hunter Farmer, West Coast Shows concessionaire, has been batching it in Los Angeles during the holiday season. His wife, Margaret, had a Christmas store in El Monte, Calif., and garnered good business.

Harry Wilson is recuperating at his Gibsonton, Fla., home from two operations. He would like to hear from friends. His address is Box 102.

Mr. and Mrs. Ed Scholied, who toured with the Don Franklin Shows last season, are visiting their son in Hayward, Calif. . . . Sandra Berkley recently left Tampa with Clarence and Madge Thames and is now working clubs in and around Houston. . . . Edward (Red) Betzold, who has worked as watchman for such shows as Prell's Broadway, Sterling Crown and Capital City, suffered a heart attack recently and is now in Veterans' Hospital, Ward 9, Lake City, Fla. He would appreciate hearing from friends.

This year was the first in 35 that Sailor Joe Simmons, tattoo artist, was not on the road with a show, having spent the season at his Montreal studio. Simmons dates back to the D. D. Murphy, Melville Reiss and Morris & Castle shows and the Hagenbeck-Wallace, Sells-Floto and John Robinson circuses.

Fred W. Wright and wife, Julia, well known in outdoor show business, are under a doctor's care at their home, 241 Washington Avenue, Winthrop, Mass., and would like to hear from friends, according to E. A. Murray, business manager of B. H. Amusement Company. . . . Virginia Gallagher, Gibsonton, Fla., visited friends and relatives in the North over the holidays. Now back in Gibsonton, she spent Christmas with her brother, Arnold Hanner, Ashland, Ky.; visited relatives in Portsmouth, O., and friends in Louisville and Detroit.

James L. Reed, former ride foreman with Wallace Bros.' Shows, writes from Whistler, Ala., where he is wintering, that he recently visited Walter B. Fox in Mobile, Ala. Reed, who spent 21 years with the Wallace show, joined it at Brunswick, Mo., in 1933 when it was organized by Fox, Jack L. Oliver and the late Ernest E. Farrow Sr. Reed had not seen Fox in 10 years.

Robert (Bob) Heth, who was out with Moore's Modern Shows last summer, writes from Mobile that he plans to take his own organization out this year.

Mr. and Mrs. Al Petka write from Saginaw, Mich., where the former has a sales position with an appliance firm, that they expect to leave for Texas in late January to resume their age and scales concessions with a Texas show. They closed the 1955 season at State Fair of Texas, Dallas, and went to Michigan to visit relatives and pick up their trailer.

Gilda Lee attended the Sugar Bowl game in New Orleans and while there visited with Joe and Serpentina at the Sugar Bowl Club.

Curley and Alice Stevenson, of the W. G. Wade Shows, who recently purchased a Buick, are off to Mexico for a vacation. . . . Jessie French is currently appearing at the Diamond Horse Shoe, Tampa.

Buzzie Potts, a tuberculosis patient in Gravelly Sanatorium, Chapel Hill, N. C., wishes to thank friends who contributed to the Buzzy Potts fund thru Harvey J. Rape. Potts will remain there a year or more.

Hot Rod ride importer Mickey Hughes became a proud papa last week with the birth of Kathleen Rosanna Hughes, at eight pounds plus. Mother and youngster are doing fine. . . . Louis (Dada) King left New York by plane for the fair in the Dominican Republic last Wednesday (4). . . . Stanley Stern left New York by car for Miami. . . . Virginia Shumway visiting relatives in Texas over the holidays, and Rodger Young visited with relatives in New York.

Down in Florida, Dime Wilson and his troupe have been getting bookings, as is the Fee Monkey Circus troupe. Jackpots aplenty being cut up in Gibsonton, Fla., at The Hut and Pat Patterson's place. Nancy Young is in St. Joseph's Hospital there after an accident on Alafia River Bridge in which a dozing driver's vehicle collided with hers. No serious injuries. Recovering from recent illnesses are Eddy LeMay, Joe Alexander, and Harry E. Wilson. Marie LeDoux was visited during the school holidays by seven-year-old daughter, Sandra. Irving and Tiny Kay are enjoying their new trailer.

Also very much in evidence in Gibtown have been the Ralph Ryans, Robert Perry, Ray Sellhorn, Mr. and Mrs. Slim Kelly, Ginger Raye, Don Davis and family, Dad Locke, Tommy and Maude Allen, Tommy and Dotty Blackhall, Lee Erdmann, Stanley Barbee, Col. Casper and wife, Mickey Mansion, the Chuck Gallaghers (completing their new home), Tommy Thomas, Glenn and Margie Porter, Mae McCarthy Eddie Strauleau, Whitey Slaten, Art Fay, Tiny Dempsey, postmaster Norman Easton, Peggy Wilson (puttering around her garden), and many others. Fishing is reportedly the best in recent years.

Wolfe Amusement Company Notes: Sailor Gibson is clerking at the Morgan Hotel, Spartanburg, S. C. . . . Florence Porter, Illusion Show op, is wintering in Florida. . . . The Jimmy Shipmans, after building an addition to their Royston, Ga., home, are giving the television set plenty of work. . . . The Farleys, Albert and Betty, are busy refurbishing their Holly Hill, Fla., home. . . . Mike and Maryann Lucas, former cookhouse ops, left their Ohio home recently to visit in the warmer climes. . . . Ernie Sylvester, general agent of the Wolfe organization for nine years, recently resigned to open his own business.

Bobby Cohn, general agent for the West Coast Shows, has been named a member of the five-man Daly City, Calif., Park and Recreation Commission. Cohn recently visited his brother, Al, a music operator in Los Angeles, and attended the 15th annual Regular Associated Troupers' banquet and ball Tuesday night (3) at Larry Potter's Supper Club in North Hollywood. . . . Moe Levine, owner of the Monte Young Shows, and his wife, Nina Rodgers Levine, are spending the winter in Los Angeles. Levine expects soon to dispose of the cane he has been using to aid his walking after suffering a fractured ankle during the summer.

Josephine and Jimmy Lynch, of Lynch Enterprises, food concessionaires of San Francisco, were in Los Angeles for the festivities of the Pacific Coast Showmen's Association and Regular Associated Troupers. Before taking to the road this season, they will spend some time in Parker, Ariz., fishing and hunting. In the Arizona resort they will

(Continued on page 67)

CONTINENTAL SHOWS

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SHOWS—We have new 20 x 60 Top, new Aluminum Van Body Truck, Banner Line and Banners for a Ten-in-One. We will turn the entire show over to reliable Operator for 15 per cent of gross at still dates.

GIRL SHOWS—Robie Robeson, contact. We have two new Tops, two new Aluminum Vans and all necessary equipment for two shows, will consider inquiries from operator who has talent available and will stay put for the season. We are not interested in promises, be prepared to secure your contract with substantial deposit or don't bother.

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National Showmen's Association

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Ladies Auxiliary

At the December 28 meeting President Margaret McKee welcomed Ann Halpin Cook back from her honeymoon at Miami Beach. Veronic Zucchi was also greeted after returning from a five-week visit with her son in California.

A bottle of perfume, sent in by Arita Goldie, was raffled off and won by Pat Restor. Jane Turbis' project brought in a good amount for the general fund. Mildred Peterson is chairman of the testimonial dinner, to be given January 16 at the Beekman Towers Hotel in honor of outgoing President Margaret McKee.

Members were sorry to learn of the recent passing of Dolly McCormack's aunt and the loss of Frances Foster, who was manager of the Johnny Pineapple Shows. A party was given by President McKee marking the last meeting under her reign. A grab-bag event was won by the president. January 9 is installation night at Hotel Rossofs.

Showmen's League of America

54 W. Randolph St., Chicago

CHICAGO, Jan. 7. — Due to State fair conventions in the Midwest, attendance at the Thursday (5) meeting was held down to around the 40 mark. President Maurice Ohren handled the gavel, assisted by Vice-Presidents Al Sweeney and Bill Carsky; Bernie Mendelson, treasurer, and Homer Briant, executive secretary. Fred H. Kressman was also on the platform.

Plans for the '56 membership drive were outlined. Members who recruit 50 or more new members during the year will receive a gold life membership card. Those obtaining 35 or more will be presented with a gold card. Bernie Mendelson announced that he would donate a 10 by 16-foot concession tent to any concessionaire who brought in 25 or more new members and who was not eligible for the two other awards.

Sam Bloom was reported ill at

CLUB ACTIVITIES

his home. New members include Huron C. Reasons and Ralph Goodman. Called on for brief talks were Mickey Blue, Doc Dugas, Harry Ferris, Doc Gardner and George W. Johnson.

Al Sweeney was named to represent the League at the annual banquet and ball of the Greater Tampa Showmen's Association on February 5.

Ladies' Auxiliary

CHICAGO, Jan. 7.—Future meetings will be held the first and third Thursdays of each month.

Mrs. Carl Sedlmayr Jr., Dorothy Eastman, Vera G. Prockin, Alma Richards and Helen Vaughn were elected to membership recently.

Committees for '56 follow: Finance, Mrs. L. M. Brumleve, chairman; Margaret Hock, Viola Parker, Frances Keller, Ann Sleyster, Nan Rankin, Relief—Dorothy Kennedy, chairman; Evelyn Hock, Lucille Hirsch, Minnie Simonds, Mae G. Taylor. Reception — Ann Marie Maurer, chairman; Mae Smith, Ethel Wadoz, Alda McCue. Press—Elsie Miller, chairman; Etta Henderson, Lillian Lawrence, Edith Striebich, Virginia Kline. Ways and Means — Ann Belden, chairman; Frieda Rosen, Claire Sopenar, Lillian Glick, Harriet McBeath, Frances Berger, Mrs. Milo Anthony. Membership—Alice Hennies, chairman; Ruby Knipple Mazurek, Dolly Young, Mrs. Michael J. Doolan, John Denton. Chaplain—Mrs. Margaret Filograsso. Summer Activities—Frieda Dosen, Mrs. William Carsky. Official Greeters—Margaret Hock, Leo Gluskin, Viola Parker, Ida Chase. Sentinel—Mae Smith.

Miami Showmen's Association

1799 N. W. 28th Street

Ladies' Auxiliary

The 142d meeting was presided over by President Ada Cowan and five other officers. Due to stormy weather there was attendance of only 75 members. Edith Wolpert, past president of the Pacific Coast

Showmen's Association auxiliary, was a guest on the dais.

Kitty Glosser reported that 115 names are to be placed on the plaque. It has gone to the molder and will be ready in six weeks. Nancy Whiteside, Jewel Sarama, Elizabeth Murphy and Mollie Strauss are to receive gold cards for bringing in 25 members. Kay Marchiano won the dark horse.

President Ada Cowan presided over the 143d meeting at which five officers and 120 members were present. The salute to the flag followed the invocation, given by Edna Lockhart. Dolly Cramer led the singing of the greeting song, while Rae Goldman accompanied on the piano.

President Cowan greeted members attending for the first time this season. Kate Lacardo and Jeanne Lampell were present after illnesses. Past presidents invited to sit on the dais included Mrs. Dave Endy, Mrs. Jack Levine, Mrs. Harry Schreiber and Mrs. L. I. Thomas. Mrs. Edith Wolpert, of the Pacific Coast auxiliary, was present.

Installation of President-Elect Mrs. Agnes Grosso and her officers was slated for Wednesday (11) at the Biscayne Terrace Hotel. The dark horse was won by Rae Goldman.

Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, Jan. 7.—Oscar Mattley presided at the Monday (2) meeting in the absence of President Charlotte Porter, who was attending the Regular Associated Troupers activities in Los Angeles.

Bob Ferguson reported that more than 150 were served turkey dinners in the clubrooms December 26. An expression of thanks was directed to Joe Clemons, Del Emery, Mary and Dick Kanthe, Mr. and Mrs. Charles Fagin, Dave Long and George Burmaster for helping serve and prepare the dinner and to Bob Ferguson, who is currently the club custodian.

Members mourned the death of Fred Ferguson, who died December 22 and was buried in Showmen's Rest. He had been a patient in the Marine Hospital for about six years and recently had donated \$100 to the Christmas Party.

Reservations for the banquet-ball at Sabello's on the famed Fisherman's Wharf January 15 are reported coming in at a good rate. Whitey Monette, chairman, reminds that the memorial services will be held at 2 p.m. on the day of the banquet-ball.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Jan. 7. — Reports on 1955 activities and projected events for the coming year were discussed at the regular meeting here Monday night (26). The session was conducted by President J. Frank Warren, with Vice-President and President-Elect Edward J. Harris and Treasurer Harry Phillips on the rostrum.

Sam Landesman was praised for his efforts in staging what was said to have been one of the club's outstanding Christmas Day dinners. Landesman, who was given a standing vote of thanks, acknowledged the praise but added that it should go to the Ladies' Auxiliary and his committee.

Dan Dix, chairman of the New Year's Eve party, pitched for that event and added that he would like volunteers to help.

Sam Dolman advised that he will have a year's report on the activities of the membership committee at the next meeting.

Andy Carson was reported getting along fine at the General Hospital. The condition of Jimmy Sturgeon was given as critical. However, Phillips declared, Bobby Irwin and Clyde Gooding were recuperating in their respective hospitals. Bert Fisher suffered a broken hip, Bob Matthews revealed. Fisher is in the Community Hospital in Long Beach. Zack Hargis was visited in the General Hospital in Arlington by Ed Kennedy. "Doc" White, veteran snake showman, was listed as a patient at Seaside Hospital in Long Beach.

Attending the meeting after long absences were Jessie Gomez, of the West Coast Shows, and Jimmy Rose concessionaire.

Treasurer Phillips took the microphone to thank Sam Abbott, of The Billboard, for his address at the memorial services.

Greater Tampa Showmen's Association

Willow at Carmen, Tampa, Fla.

Ladies' Auxiliary

The meeting was called to order by President Hazel Maddox with all officers present. Chaplain Ella Stophel reported Monica Bares, Ann Beasley and Lola Hunter were on the sick list. Frances Demer was reported in the hospital.

One new member, Evelyn Wyatt, was announced. Mickey Wenzik reported the ways and means committee had received money from Leona Plas. Clover Fogle was appointed to handle the arrangements for the secret pal revealing party. Thoughts of the week were read by President Maddox and Grace Fillingham. A stole, donated by Mary Alexander, went to Ruth Brod.

Refreshments were served the 121 members by Nora Reinhardt.

Greater Tampa Showmen's Association

Willow at Carmen, Tampa, Fla.

TAMPA, Jan. 7.—The regular meeting was called to order by President O. J. Weiss assisted by Vernon Korhn, secretary, and Harry Julius, treasurer.

Reported on the sick list were Tommy Arger, Joe Alexander and Harry Wilson.

One of the high points of the meeting was a take-off on the TV show "This Is Your Life," presented by the Ladies' Auxiliary with Eddie Lowe as the subject.

Due to the holidays, the meeting drew only 88 members. Joe Sciortino reported that a total of 745 members were paid up, and Eddie Lowe announced that the blood bank stood at 447 pints.

Ladies' Auxiliary

President Hazel Maddox handled the gavel at the regular meeting. Ella Stophel announced that Francis Deimer and Pearl Davis were on the sick list.

New members are Verna Jacobs, Bonnie Cube and Elsa Zacchini. Esther Young was named chairman of the March of Dimes drive. The dark horse, donated by Pat Richards, was won by Gertrude Weiss. Refreshments were served to the 75 members by Nora Reinhardt.

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Bottle Game, using 14" softball, 1 ball 25¢, knock over the 4 bottles, you take a Panda 40.00 ea.

2 Sizes Punks—13" 36.00 dz.
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NOTICE: I will pay CASH for rides to frame show. Want Eli Wheel, Tilt, Octopus, Roll-a-Plane. Have party who will trade good 50-Room Texas Hotel for Carnival. See me at Topeka, Kansas, or write

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- RIDES** Dark Ride, Octopus, Roll-a-Plane, Fly-o-Plane, Scrambler or any good money-getting major Rides.
- HELP** Foremen and Second Men for Wheel, Tilt and new Rockplane. All must be licensed semi drivers.
- NOTICE** All people who have talked to me about Florida bookings, please confirm by telegram at once. All wire at once: C. C. Groscurth, Blue Grass Shows, c/o Fairgrounds, Largo, Fla., or call on us in person at our office at the Largo, Fla., Fairgrounds. Will be at office all this week. Positively no phone calls. P.S.: The Blue Grass Shows will take care of all truck permits and Florida licenses the same as in previous years.

GIRLS WANTED

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Sherman Oaks, California

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The Terrell County Centennial Celebration

Will be held week of April 15-21. Need Carnival with clean Shows and Rides. No gambling concessions. Contact:

L. J. FERGUSON

Chairman, Concessions Committee
Dawson, Georgia

Ice Review

Continued from page 58

figure skating display is a scene called "Pampas Parade." In its second phase, the rink-end stage set features silhouettes of dancers, and then the rink is given over to white-wardrobed skaters in precision skating, line drill and giant wheels.

Freddie Trenkler comes on in a Model T Ford for his "Frontier Fracas." He quickly works into more comedy chases, his hockey bit, the laughs of the house with many doors and his surprise aerial swing, all for top reception.

Finale time has all the cast on rink with a giant salute to "Big Time" vaudeville and names stars. Gundi Busch takes the part of Fanny Brice while Margie Lee is Eva Tanguay and Andra McLaughlin is Sophie Tucker. Other principals take similar parts, and everyone takes a bow to bring the show to a close.

300 Turn Out

Continued from page 64

ball with several of the Troupers' members selling tickets on the floor. Solub auctioned blocks of books, raising nearly \$2,000 from the floor. The automobile was presented to Allton, a past president of the association.

Following the filet mignon dinner, the Supper Club's show was presented. Acts included Arthur Lee Simpkins, Joe Kirk, Sunny Stone, Chop Chop and Charlene, and the Lottie Horner Dancers. Music for dancing was supplied by Les Parker and his orchestra.

Hostesses for the occasion were Lucille Dolman, chairman; Berta Harris, Lillian Schue, Edna Kanthe, Martha Nathan, Mora Bagby, Charlotte Warren, Eve Scott, Josephine Lynch, Helen Vaughn, Elsie Kennedy, Doreen Dyke, Evelyn Lantz, June Sutton, Peggy Butler and Annabelle Patchett.

The hosts were A. J. Scott, chairman; J. B. (Red) Dauer, Norman Schue, Jimmy Lantz, David Friedenheim, Pete Steinkellner, Ed Kennedy, Morry Levy, Ed Butler, Vincent Kuroptatwa, C. H. Allton, Sam Dolman, Alex Stewart and Larry Ferris.

Kansas City Club

Continued from page 64

Carroll L. Henderson, J. W. Aldrich, Lou Rena Aldrich, Jo Ann Wilson, Mr. and Mrs. Jess Wrigley, Claudia Carroll, Al Kukorian, Mr. and Mrs. Claude B. Cessna, Raymond A. Clayton, Mr. and Mrs. Ted Cory, Ellanora Price, F. W. (Boxie) Warfield, Mr. and Mrs. L. Ross, Gail Greenwell, Sol Brancato, Helen Brancato, Nate Brancato, Edward L. Panizo, Mr. and Mrs. George Gordon, Jasper Brancato, Dr. and Mrs. S. B. Stewart.

Mr. and Mrs. A. A. Ruhnhoff, Mr. and Mrs. Blackie Campbell, Capt. E. H. Hugo, Mrs. Dorothy Hugo, Ruby Harding, Rex Herron, Mr. and Mrs. Joe Burkhard, Clarence H. Bechtelheimer, Cy Brown, Mrs. Frank Steinberg, Ellis White, Mr. and Mrs. Norman L. Reynolds, Mr. and Mrs. Sam Lyon, George W. Carpenter, George Sargent, Richard A. Lewis, Al and May Wilson, Golda E. Mastin, Jimmy Morrissey, Billie Bedonie Grimes, Sue Seidenberg, Ginger Sicker, Mr. and Mrs. George A. Campbell, Ted Bruntin, Fern Hale, Weldon T. Hale, Mrs. Ted Bruntin, Ivan Mikaelson, Mr. and Mrs. Harry Altschuler, J. M. Kanter, Herbert H. Wilson and Ruth and Bill Yonkers.

WANT TO BUY

Portable Scooter Building, approximately 32x60 ft. Must load on 2 semi trailers. Also want to buy used Allan Herschell Kid Rides.

Write: **GENE LEDEL**

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BYERS BROS.' SHOWS

NOW BOOKING FOR 1956

SHOWS—RIDES—CONCESSIONS

Want to Buy—Factory built Kid Rides. For Sale—14 ft. special built Long Range, 8 good guns.

Reply to: **BOX 277, TRUMANN, ARK.**

WANTED for CHARRO DAYS

Brownsville, Texas, Feb. 9-10-11-12, 1956, on the streets.
Concessions—Hanky Panks—Pitchmen.
M. G. (SLIM) DENNIS
1606 Van Buren St. Lincoln 2-5080

MIDWAY CONFAB

Continued from page 64

be guests of Jeanne and John Branson. Mrs. Branson was recently elected president of the Chamber of Commerce there and is reported to already doubled the membership. She is planning several big sports events this summer.

Among the visitors at the Wisconsin fair meeting in Milwaukee were the Bodart family, former operators of Blue Ribbon Shows. Elmer Bodart, top man in the organization, is keeping busy around Green Bay handling business interests but will head for Florida soon with Mrs. Bodart. Reginald Bodart is keeping his hand in the business, booking a horse act, and operating an Octopus. Lynn Lucia is now superintendent of the Brown County Hospital at Green Bay.

Mr. and Mrs. Billy Snapp, owners of Snapp Greater Shows, are scheduled to head for a Los Angeles vacation in the near future. The trip will mark their 37th year to the West Coast. . . . Francis Daran will have the Side Show on United Exposition Shows.

Gibtown Notes

Continued from page 64

Fass, Bob, Jane and Joan McGill, Helen Albanese and husband, Mr. and Mrs. Paul Dodson, Mr. and Mrs. Bill Hanson, Mr. and Mrs. Joe Alexander, Mr. and Mrs. Harry E. Wilson, A. R. Maxwell, Pearl Keyes, Stanley Barbey, Lee Erdman, Dorothy (Pancakes) Hewitt, Bill Wyatt, Nancy Young, Wilma DeVos, Curly Lockhart, John Arnallis.

Aiso, Marie LeDoux, Willie Logsdon, George Brock, Carl Jones, Mabel Reed, Helen Sterling, Whitey Sutton, Elsie Greenberry, Lynn Ann Greenberry, R. Goldie Fitts, Frank Cornell, Anna Leroy, King Ward, Hazel Brady, Doris Becht, Helen Brennan, Irish Healy, Benny Burke, Scotty Spreng, and others.

Charles LeRoy is busy building on his new property, as is Jack Norman. Carl Holtzapfel's new assistant, Harold, is keeping the grounds in shape. Harry Wilson's resignation from the "barkoot" club leaves it with members A. R. (Mac) Maxwell, King Ward, Charles LeRoy and Whitey Sutton. Al Tomaini is doing nicely with his fish house and TV business, assisted by Bob and Jerry. The news route is being handled by Brownie Mainsfish. The firemen's bazaar directed by Bill Stophel netted over \$1,000.

Sullivan Show

Continued from page 64

Bradley and Frank Orban as camera and sound men.

CBC-TV release of the "Carnival" film adds one more to the series of big national breaks scored by the Sullivan show in the past 12 months. First shot was a 10-minute broadcast on the corporation's "Canada Matinee" on the afternoon of January 5, 1955. A feature on the Sullivan show train, written by Haviland F. Reves, of Detroit, got United States circulation in an autumn issue of Railway Progress. While the show was on the Western Canada "B" Circuit last summer Dave Willock, writer, and Louis Jacques, photographer, did a story-and-picture layout for Weekend, nationally circulated Sunday supplement appearing with a string of Canadian dailies with an aggregate circulation of 1,450,000. Publication will probably coincide with the show's opening in the spring of 1956.

FOR SALE

Long Range Gallery mounted in 1947 Ford Truck, new motor, with stick 12-foot factory-built body and gallery, aluminum walls. Neon front, 8 Remington 241 automatic rifles, loader and tubes, \$1,900.00. This gallery modern, ready to go.

CHARLIE HOWE

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Houston, Texas

SURPLUS RIDES AND SHOW EQUIPMENT FOR SALE

Late Model Tilt-a-Whirl, like-new condition. New factory built platforms, complete with two Chev. tractors with new motors. two Semis equipped for ride, price \$9,000.

Parker Baby Q 2-abreast, 32' Merry-Go-Round, excellent condition, completely repainted, good top and sidewall ready for operation, complete with 1952 G.M.C. Tractor and Semi equipped for ride. Price \$5,750.

One 10 plane Kiddie Ride, new top, well lighted, \$900.

All Rides set up for inspection at our winter quarters, Fairgrounds, SEGUIN, TEXAS. Consider reasonable terms if responsible persons.

One 15 K.W. Le Roi gasoline, AC Light Plant, \$500.

Two 3 K.W. AC Light Plants, \$175 each.

Two 25 KVA Late Model Transformers, \$100 each.

One 10 H.P. 3 Phase Electric Motor, used on Ferris Wheel, \$175.

Good Star & Circle for #5 Eli Ferris Wheel, \$75. Circus seats, misc. equipment. Big Top Poles & Stakes, Automatic Stake Driver mounted on truck, 4 Pony Drill with Trailer, Misc. Tractors, Semis, straight Trucks.

WANT TO BUY—Side Show Banners and Banner Line for 150' front. Must be first class. Monkey Show Banners for 90 or 100 ft. front. Will buy Banners separately.

Can place qualified Side Show Operator who can furnish inside and finance own operation. Will furnish new 100' top and transportation.

Want Couple to operate office owned trailer Grab, one of the finest ever built. Must be sober, reliable and furnish references.

All replies: **DON FRANKLIN**

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JANUARY 27-FEBRUARY 5

WITH OTHER STOCK SHOWS TO FOLLOW

RIDE HELP: Have openings for a few Ride Foremen. Can place Second Men on all Rides.

CONCESSIONS: Will book legitimate Concessions of all kinds except Eating Stands.

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Phone: Days—Northcliff 5512; Nights—Valley 6649.

SUNSET AMUSEMENT COMPANY

Opening Thursday, April 26, Excelsior Springs, Mo. Closing at American Legion Fair, Oct. 7, Caruthersville, Mo.

EXCLUSIVE CONCESSIONS OPEN

Photos, Long Range, Foot Longs, Custard, Glass Pitches, Age and Weight, Short Range and Bear Pitches.

CONCESSIONS OPEN

Can place most any Hanky Panks, Milk Bottles, Punks, Hi-Striker, Basketball, Coke Bottles, Jewelry and Dip.

SHOWS

Want to book well-framed Side Show and Athletic Show with own equipment.

P. O. BOX 25, CORAL GABLES, FLORIDA

WANTED

C. A. STEPHENS SHOWS

FOR HERNANDO COUNTY FAIR, BROOKSVILLE, FLA., JAN. 18-21; FOLLOWED BY CHARLOTTE COUNTY FAIR, PUNTA GORDA, FLA.

CONCESSIONS—All Hanky Panks open. No joints or P.C. will go here.

RIDES—Bartell, call me. Can place Roll-o-Plane and Kiddie Rides.

SHOWS—Side Show with own equipment; Snowball, answer. Will place Monkey Show, Mechanical City.

Reply Crystal River, Florida. Phone 2981 until January 16.

P.S.: For Sale by Carroll Bush. Neatly framed 18 foot Grab Trailer. Must be seen to be appreciated. Stored at Crystal River.

WANT SIDE SHOW PEOPLE

For all season's work with two separate outstanding shows— at Riverview Park, Chicago, and Royal American Shows.

Freaks, Acts, Attractions of all kinds, Talkers, Ticket Sellers and useful Side Show People.

Contact: **DICK BEST**

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WANTED

FOR SUGARLAND EXPOSITION FAIR

Clewiston, Fla., Jan. 23-28, and 5 more Fairs, 3 Rodeos and 2 Celebrations.

Out all winter in Florida. Now playing.

Will place all Concessions—no exclusives—Eating Stands, Cookhouse, Grab, Foot Longs. All Concessions come on, will book you. Will book following Shows: Girl Show, 10-in-1, Animal Show, Life Show, Walk-Thru Shows, Ding Shows. Everybody come on. Get your bank roll this spot or all the spots. Will book extra #5 Eli, Scrambler, Rocket, Coaster, small Merry-Go-Round, Octopus or any ride available for above spot-or spots. Write, wire or phone

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Freak to feature. Talkers who can stay sober, all kinds of Side Show Acts—Fire Act, Pin Cushion, Iron Tongue, Monkey and Snake Show Help. Want to buy Speedway for Monkey Show. Reply to

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c/o Bill Hames Show Ft. Worth, Texas

Cristianis Framing New Canvas Circus

Lucio Heads Building of 31-Truck Show; Diano May Join; 120-Foot Top Scheduled

SARASOTA, Fla., Jan. 7.—Lucio Cristianis and the Cristianis Family will take out Cristianis Bros. Circus as a newly built show playing under canvas.

Cristianis said the new show will open February 25 at West Palm Beach under Shrine auspices. After about a month in Florida, it will move on, probably heading west. Three agents now are contracting dates, he stated.

The show will move on about 31 trucks. A spool truck is on order to carry the 120-foot big top which Cristianis is buying from U. S. Tent, Chicago. A new banner line is on order with O. Henry Tent, Chicago. All aluminum poles will be used.

Cristianis said the show will play under auspices and will use billing. Elmer Kaufman, former bill car manager for the King-Cristianis show, has signed with Cristianis Bros.

Possibility that Tony Diano will have some of his major animals on the Cristianis show still exists, but Cristianis said that an earlier plan was at least amended. Diano may still have a rhino, hippo and giraffe on the new circus. The Cristianis have 10 elephants of their own, and Lucio said they would add eagles for the menagerie if the deal with Diano did not develop.

Construction of the new show is in full sway at Cristianis quarters here. Twenty-seven men are working, Cristianis said. Blues and reserves are being built, and a pneumatic lift tractor is on order. It is of a design expected to prove of use in handling seat lumber on the road.

Acts already signed with the new show include Manual Zacchini and his family, including Flora, with their cannon; Manual Baragan; the Davidsons, aerial bars and trampo-

Medrano Heavy In Animal Use

PARIS, Jan. 7.—The holiday bill of Cirque Medrano, which closes Thursday (26), is topped by the tigers of Gilbert Houcke and the (10) polar bears of Circus Krone (Germany), presented by Doris Arndt. Sacha Houcke presents a mixed group of six Norwegian horses and six zebras, and Miss Hella R. Decker handles the five seals from the (Swiss) Circus Knie Bros.

Also on the bill are Frank Conelly, high aerial novelty; Tosca de Lac, webbing; Enrique, juggler; the (5) Rios, clown-tumbling; and the clown numbers of the (7) Rudi Ljata troupe, Alex, Sina and Charley, and the veteran Boulicot. Jean Drena handles the mike and Jean Laporte conducts the band.

Polack Building Stage on Trailer

SARASOTA, Jan. 7. — Polack Bros. Circus will have a new portable stage for the Eastern unit this season. The stage is being built here on a tandem wheel trailer frame and will have folding sides to make a stage area 30 by 30.

In traveling position, the trailer will haul much of the show's new equipment. It can be changed in 26 minutes from an 18-foot trailer to the stage. The unit is being built here by Harold Voise, who will be with the show again as company manager. His flying act and aerial bars will be on the show also.

Dave Orr has returned to Ohio after a visit to Sarasota, where he visited Jack Joyce, Unus and Ringling barns.

line; the Argentinians, whips and knives, and others. He is negotiating with Flying Roberts.

For the past two seasons, the Cristianis had the Bailey Bros. & Cristianis Circus playing ballparks and stadiums. Lucio Cristianis said that the B-C show had won some good Shrine dates and others but that it had failed to produce the income he had expected for that type of show and therefore dropped the format. Previously, the Cristianis were in partnership with Floyd King in the King Bros. & Cristianis Circus.

MILLER BROS. SET YEAR-AROUND PLAN

Reopen in North Carolina January 12; Changes Made in Advance Department

PIGEON FORGE, Tenn., Jan. 7.—Miller Bros. Circus will reopen January 12 after a holiday layoff at quarters here. The show has made some staff changes and now announces it plans to tour thru the summer.

The show will play indoors until weather allows ballpark and stadium appearances. It may also work under canvas.

Staff of the advance department now includes Arnold J. Coffey, general agent; A. T. Rumsower, contracting agent; Joe Haworth, promotional director, and Coffey, publicity.

Co-owners R. A. and M. A. Miller are in direct command of the show. Producer and director is H. C. (Billy) Sheets. Tex Maynard is musical director and Marcile Cole is vocalist. Jean Webb is the secretary. Franco Richards has all concessions on the organization.

The partial line-up for the performance as prepared so far will include Capt. Eddie Kuhn, wild animals; Lorene and Francisca, cloud swing; Miss Jeanne, Eddie Frisco and De Lisa, tight wire; the American Masters, trampoline; the Misses Crowell, Kuhn and Hazel-

Burling Show Has Fair '55; Plans '56 Tour

NEW MARTINSVILLE, W. Va., Jan. 7. — E. C. Burlingame, manager of Burling Bros. Circus, said here this week that his show played to fair business during the past season. It opened at Newport, O., June 20 and closed at Brave, Pa., September 3.

Plans now are to reopen the show about May 1. Work will start in January for baking stock and preparing equipment, he said. Some enlargement is planned.

Clark Parade Unit Closes Yule Tour

RED OAK, Ia., Jan. 7.—Junior Clark's Christmas parade unit closed its season December 22 after 14 days of outdoor shows and parades and two days of indoor shows.

Despite continuous cold and snow, the show missed only one day, Mapleton, Ia. The elephant had to be kept in a trailer with a heater except for the brief times it was taken out for shows. A chimp also was a problem to keep warm enough in the winter weather. Performance included animals from the Tex Carson Circus and Kelly-Miller circus, clowns Frank Cain and Kelly Swim, Duke Lang as Santa Claus.

Pair Form New Circus In Sweden

STOCKHOLM, Jan. 7.—A new circus partnership is reported between Baptista Schrieber, widow of the late Chuy Mijares, and Bela Kreino, well-known juggler, who has worked in the United States several times.

Baptista Schrieber is a well-known equestrienne and for many years was associated with her husband, the former wire-walker Chuy Mijares, in operating Circus Mijares-Schrieber in Sweden.

Bela Kreino toured Sweden last summer as feature act of Circus Mijares-Schrieber, and a few years ago toured with Circus Strassburger, under Mijares-Schrieber sponsorship. Title of the new circus has not been announced.

wood, contortion; the Harters, dogs; Gaylord and Company, rolling globe; Barth and Maier, perch; Tonga, chimp; Gordo, one-finger stand; six-girl web display; Eddie Frisco, comedy car; Miller Bros. Fort Wear Game Park Elephants (5), and clown alley that will include Jerry Lipko, Daniel B. Kerr, Windell (Peanuts) Chapman, Christella Beloff, Frank Sutherland, and others.

After picking Hickory two days the show will go to Drexel, N. C.; Mount Airy, N. C.; Elkin, Durham and Shelby, N. C., and Lancaster, S. C., in January.

Orrin Davenport Sets Opening Program

CHICAGO, Jan. 7.—Orrin Davenport will launch his 1956 season at Saginaw, Mich., January 15, with Grand Rapids to follow the next week. The show will make a 22-week season, ending in Edmonton, Alta., with the week of May 28. A new date in the route this year is Fort Williams, Ont., starting April 9.

All dates will be under Shrine auspices except that in Cleveland, where the Grotto is the sponsor. This will be Davenport's 50th year as a circus producer.

Line-up of acts at Saginaw and Grand Rapids will be about the same, with a few more acts in the latter. At Detroit the program will be changed, with Clyde Beatty's wild animals and his horses and elephants coming on. The horses and elephants will stay thru the Davenport season.

Grand Rapids Acts
Those scheduled to make Grand Rapids include:

Prince El Kigordo, wild animals; Aereo-Stylites; Portis Sims' pony drill; Melitta and Wicons, perch; Lola Dobritch, wire; Franklin and

Tomlinson, CFA, Dies in Boston

PORTLAND, Me., Jan. 7.—James B. Tomlinson, 46, president of the Circus Fans' Association in 1949 and 1950, died December 22 in Boston following a brief illness.

He was a familiar figure on Eastern showgrounds and known to many show people. Active in real estate business, he was a graduate of Babson Institute and a nephew of a former governor of Maine, Percival P. Baxter. He is survived by his widow, Dorothy, who also is a CFA.

Jack Mills Going To London, Hawaii

Circus Staff Ready for 17th Tour Advance, Winter Quarters Depts. Busy

JEFFERSON, O., Jan. 7.—Both the winter quarters and advance promotion departments of Mills Bros. Circus are in operation preparing for the 17th annual tour of the show.

Manager and Co-Owner Jack Mills will leave Cleveland, where he has been home all winter, about the third week of January. At that time, he said, he would make his annual junket to Europe in search of talent for the coming season. After returning from London he will go to Honolulu for a rest of a week or more prior to starting the circus season.

About 50 men are in quarters, Mills said, and Charles Brady, superintendent, is in charge. Shorty, the mechanic, has been working over the trucks. Mayme Ward, back as wardrobe mistress, has been making new horse blankets and she will again make all the new costumes for the 1956 tour. Fats Braazen, boss property man, is serving as purchasing agent. K. Y. Sagraves, boss elephant man, is expecting the return of his wife, Rita, and daughter from England.

Three Circuses Play Havana

HAVANA, Cuba, Jan. 7.—Havana's Christmas circus season again is a three-way affair, with Santos & Artigas Circus; the Gaby, Fofu, Miliki Circus, and a unit of Ringling Bros. and Barnum & Bailey Circus.

Astrid, hand balancing; Chaludis, head balancing; Johnson & Owens, bars; Kinko, comedy cars; Tiny Gallagher; Sims Jockey Dogs; Dieter Tasso, juggling on slack wire; Dorita Konyot, dressage riding; Kaluser's Bears; Unus, finger stand; Luvus Sisters, aerial; Roland Tiebor's Sea Lions; Sikorskis, aerial perch; Zoppe Family, riding; Helen Haag's Chimpanzees; Roberts, casting; Bokara Troupe; Cole Bros. Elephants (5), and Malikova, high wire.

Clowns will be Earl Shipley, Ernie Burch, Jackie LeClaire, Carl Marx, Otto Griebing, John Toy, Jo Jo Lewis, and Kinko.

Staff for the show will include: Orrin Davenport, producer; Col. Harry Thomas, equestrian director and announcer; Merle Evans, bandmaster; Charles Marine, props, and Clarence Marine, transportation.

New French Winter Shows Offer Abundance of Work

PARIS, Jan. 7.—An abundance of winter work for acts is the result of three new arena shows in France. Produced by Pierre Andrieu, music hall operator, they are offered in the Palais des Sports here, the fairgrounds in Lyons, and the Palais des Sports, Marseilles.

Andrieu's intent is to launch a series of winter seasons in major cities in France and neighboring countries, where large capacity buildings exist for presentations of big animal, ring and aerial acts. Assisting him are Hubert de Malafesse, Paris booker, who is general manager of the shows, and two other agents, George Leroy, Paris representative of the Lew and Leslie Grade office, and Enrico Corini, of Mannheim, Germany.

Attending the Paris opener on

where she went to visit her parents. The Jack Millses spent a few weeks in Sarasota.

Herb Lehman is general agent for the show and good progress is reported in booking early towns. Several promotion men have been at work in early towns, and the department will be humming at full speed soon.

Keller Claims Working Record

ANAHEIM, Calif., Jan. 7.—Prof. George Keller believes he has set some sort of record for keeping a major wild animal act busy. When he closes with Mickey Mouse Circus at Disneyland January 8, he will have worked 52 consecutive weeks.

In the past three years, he recalls, the act has been idle only three weeks. He will add to his "perfect 52" score, since his act is to remain at Disneyland after the circus closes. Keller will be here until May 1 and possibly longer. Prior to going with Disney he was with Polack Bros. Circus.

Meanwhile, Disney sources said that after the Mickey Mouse Circus closes, the reconstructed parade wagons are to be kept at Disneyland.

Gus Bell Plans New Unit, Buys Cannon

ODESSA, Tex., Jan. 7.—Gus Bell is planning a circus unit to play fairs next season, he said here this week. It is to include his flying return act plus a newly acquired cannon act and others.

Meanwhile the cannon act, recently purchased from Fearless Gregg, is to open at the fat stock show in Odessa next week.

He said the new unit he plans will be made up of circus acts and will be strong on thrill-type acts. Associated with him is Grady Littlejohn, of McKinney, Tex.

Leaves \$560,000 Estate

BARABOO, Wis., Jan. 7.—Henry E. Ringling, former Republican leader in Wisconsin and former operator of the Al Ringling Theater in Baraboo, who died December 9, left an estate of \$560,000. His will was filed for probate this week.

Thursday (15), which drew full houses at both matinee and at the night show, were many circus personalities from Europe and America. Included were Jack A. Leontini, of the Tom Packs Circus; Umberto Schichholz-Bedini, Ringling-Barnum representative; Mrs. Kate Bronnert, head of (Swedish) Circus Scott, and Rolf Knie, of (Swiss) Circus Knie Brothers.

Billed as "International Circus Festival, 1955," the show here runs thru Sunday (5). It works in an area of 40 by 25 meters. Ticket prices start at about 60 cents. There were two matinees on opening day, with the schedule thereafter featuring single matinees on Thursdays and Saturdays, and double matinees on Sundays.

Program offers animal acts (Continued on page 69)

UNDER THE MARQUEE

By TOM PARKINSON

Jimmie Rates and associates will stage a Western-type vaude show for the VFW at Prichard, Ala., February 11. Two performances will be given in the National Guard Armory there. The date was set with the assistance of Walter B. Fox and M. J. (Mike) Dessen, Mobile showmen.

Bill (Bimbo) Brickle, producing clown with the King Bros.-Cole Bros. Circus last season, plans to work winter dates with the Ben Davenport Circus. . . . The former Marie Theron, of the Theron cycling troupe, has belatedly announced her marriage to Sid Fischer, musician. They are now honeymooning in Las Vegas, Nev.

Paul M. Conway, circus attorney, was in Sarasota over the New Year's holiday, visiting with Ringling people and meeting with Bill Moore, of the Beatty show. . . . The Hitler Armored Car display closed December 24 at Houston, with a strong week. Car was stored until time to play the Fort Worth

Fat Stock Show for the Bill Hames Shows. Unit manager Jack Burke is in Baldwin, N. Y., framing a giant reptile show he'll take with the Hitler car on a carnival. Agent A. J. Berry is vacationing in New Orleans. Carlton Currier, driver, is in Clarksville, Tenn., and Keeney Woodman, book salesman, is in Houston.

Bert and Corinne Dearo jumped from a Texas vacation to New York for "Big Top" TV and shopping, then to Evansville, Ind., for practice sessions. They open their indoor circus season January 20 at Chattanooga and then go with Orrin Davenport, starting at Detroit.

Joni Larabee, of the Los Larabees, whip act, writes they have just closed a season for Burton agency in Indianapolis, playing the Indiana fair association meeting Tuesday (3). Other acts on the Christmas shows included Harry Foster Welch, Popeye; Ausbergs, dogs and monks; Rudy's dogs, Tilton and Heerdink's bars and globe, and musical turns. Visitors included Paul Lemery, of the Hawthorn Bears; the O'Days, Gene Straub, Jimmy O'Neil and Jimmy Murphy. The Larabees and Tilton and Heerdink go to the West Coast for eight weeks with Kaye Bros.' indoor circus.

Tom Lawless, circus fan from Wisconsin, visited in Sarasota and got a preview of John Sullivan's Hall of Fame and reports they now are shooting for an opening on Sunday (8).

Mrs. W. R. Simonds, widow of clown Rube Simonds, writes from Dedham, Mass., that she received many Christmas cards from fans and troupers. . . . Circus youngsters appearing at the Casa Canestrelli on Christmas Eve were Yvonne Joanides, 3; Gloria Gretona, 10; Chichi Canestrelli, 12, and Gigi Zacchini, 13.

Adolph and Nelida, impalement and whips, back from Hawaii headlined a show on New Year's Eve at the Denver Coliseum. Don Gilbert was producer, and acts included Bob and Jean Fenner, trampoline, and Gene Silla, juggler.

Bill Forkum, who is doing a dynamite act, is working drive-in theaters in Florida. He is to work 10 shows at the Palm Beach County Fair. In February he will open a rodeo and thrill show at Lake City. Forkum is planning to be married late this month.

Ben and Eva Davenport stopped off in Joplin, Mo., to visit Paul Van Pool en route to Gonzales and Caracas, Venezuela. . . . George Bell, concession man for several years, now is going back to the band business. . . . The Herb Walters, of George W. Cole Circus, are vacationing on the West Coast. . . . Making an appearance at Kansas City, Kan., Auditorium for the Tom Drake agency were Jackie Swift, Nelson Thomas, Graig's Chimps, Jack Moore with Tex Carson Circus animals, Frank Cain, Kelly Swim, Happy Bruno and Don Rey.

Catching the opening of the World Circus Festival, Paris, were Mrs. Kaete Bronnert, owner of the Swedish Circus Scott; Rolf Knie, of the Swiss National Circus; Jack A. Leontini, of the Tom Packs Circus; Enrico Corini, German agent; Teddy Wimpres, of the Grades Paris office; Earhart Plath, manager of the German circus Krone; Umberto Schichtholz-Bedini, Ringling European rep, and Max Lefko, of the Chat Noir, Oslo.

The Art Henrys made a quick exit from Costa Rica because of an impending quarantine on dogs, and they are resting in Gainesville, Tex., after the air trip. . . . Frank Cain has signed to clown with the Hamid-Morton Circus, opening in Memphis.

Scotty the Clown, who has spent 47 years in the business, recently completed his 40th season as a department store Santa Claus. He has been set for the forthcoming Pol-

ack Lulu Shrine date in Philadelphia.

Pete Schuch, The Billboard agent on the Latin American Circus, has added five dogs to his act. One is also used in his clown turn. Schuch also works in a knife-throwing act.

Chartered plane carried 50 performers to Havana, Cuba, for the Ringling unit's opening there. . . . Houghton-Mifflin is publishing a circus novel, "Cat Man," by Edward Hoagland, January 10. . . . Jack Gilman, former Side Show lecturer with Ringling, is now staff announcer and engineer at KELK, Elko, Nev.

Dieter Tasso, wire-walking juggler, was filmed in action by Paramount News and the sequence is to be included in a current issue of the new film. . . . Bill (Gabby) Gabeler, CFA, clowning six Christmas parties and also has given some illustrated lectures about the circus.

Ray H. Wolf, circus fan and artist, has completed a set of 10 art cards in color which will be handled by the Circus Hall of Fame in Sarasota. Included are paintings of Felix Adler, Emmett Kelly, Buzzy Potts, Paul Jerome, the lot and midway, a lion and elephants.

Phil Doto has been signed as bandmaster of the Tom Packs' Western unit. Doto headed up the Bailey-Cristiani band the last couple of seasons.

City of Baraboo, Wis., received a citation from the Wisconsin Historical Society for its part in setting up the Circus World Museum. John M. Kelley reported to the city council on progress with the museum, and C. P. Fox, a director of the museum, also spoke.

Gene Randow, Larry Benner, Jack LaPearl and Lem Keeler, clowns, have completed a string of

New French Show

Continued from page 68

ranging from the high-school riding of Albert and Paulina Schuman to mass presentations of Franz Althoff's (German circ) 96 horses, 13 elephants and 14 camels. Other animal acts: Hubert, five bears; Harry Belli, group of lions; chariot races and Cossack riding. Circus acts include (5) Amandis, tumblers; Little John, equilibrist; (2) Heltanos, wire; (20) Dagenheim Girl Pipers—all acts known in America—(20) Ifni Sahara troupe, Arab tumblers; (2) Clerans and (2) Hemadas, trapeze; Massimo troupe, casting-trampoline; Frediano & Co., midgets; and the clown entrees of Maiss, Polo Rivels and Albert Fratellini, and the Babusios.

At Lyons the Circus Festival is presented in the Metallurgic Hall of the Lyons Fair grounds, December 16-January 2. Bill includes Adolf Althoff, elephants; Alexis Gruss, Liberty horses; Britanic Circus (France), tigers; Boegh, King's Sealions; chimps; (3) Bratuchins, Cossack riding; Pierre Alizes, flying trapeze; Klein Family, comedy bike; (5) D'Angolys, jugglers; Sejaroff, swaypole; See Hee troupe, acro and clowns; Rassos, Jolly & Partner, and the Cavallinis.

At the Palais des Sports, Marseilles, December 14-January 2, the line-up includes George Rusza, 10 of Knie's elephants; Klants, 10 Polar bears; Russell, chimps; Gruss Liberty horses; (8) Hansels, bareback riders; Zemganos, flying trapeze; Schaller Brothers, trampoline; (5) Verdus, rolling globes; Maurice & May, bike act; Jeanette Macdonald, 10 lions; Elwardos, tumbling; and clowns Wilcos, Bruno & Yolanda, Jose Ramon, and Manetti, Tony & Co.

Attempts to re-establish the former winter seasons which used to provide lots of work got underway last year with holiday shows in Lyons and Marseilles, both successful. The same group also put on shows in other cities.

Christmas dates in Ohio, Pennsylvania and New York States for Jimmie Hetzer's agency.

A writer for the World's Fair, British show paper, notes that an account of the Tex Carson Circus said it had a camel, lion, elephant, bears, monkeys, ponies and horses and "only two human acts" and states that "clearly shows the Tex Carson Circus of 1955 to be a real circus and not a touring variety show."

The McIntosh Monkey Circus closed the season December 16 at Evergreen, Ala., and headed for quarters at Fort Myers, Fla. The 1955 tour was made thru nine States. Glenn and Bess McIntosh are the owners and Herman and Inez Filbert had the concessions. Doc Addison and Tony Koziusko had charge of the animals. The season was reported as a poor one. Benny Doss and family were visitors at Sanford, Ala.

Art Concello hopped from Sarasota to Bloomington, Ill., recently and made a side trip into Chicago on business. . . . Emmett Kelly was guest emcee on the Jackie Gleason TV show Saturday (24).

Joe Mix, circus cowboy, says he was an employee, not a partner, of the late J. C. Admire in operation of recent shows. This was to correct a recent news article.

Evers and Dolorez, who recently made their second appearance in three months on the Ed Sullivan TV show, are slated to journey to Hollywood for a part in the picture which will feature Sullivan.

Irah Watkins cards from Caracas, Venezuela, that he and his daughter are part of a six-act show at Coney Island in that city, backed by a 10-piece band. Watkins does his chimp and dog act, and his daughter does a trap act, working three days a week. Rolando, finger stand, is booked for an appearance in the park shortly, Watkins adds.

Recent visitors in Copenhagen included booker Stanley Wathon and Jack A. Leontini of the Tom Packs Circus. Wathon visited two days, then left for Germany and London, where he left Wednesday (28) for New York on the Queen Mary. Leontini has been visiting many European cities and stopped off en route to Gothenburg, where he was to visit his brother.

Frank and Edna Marwin, circus fans from Columbus, O., recently visited Tex Copeland, Phil Hall and Sid Karp in Sarasota, Fla. . . . Charles Hilderra, clown magic, infos from the West Coast that he has been playing lodge dates and a couple of big Christmas shows.

Charles T. Hunt Sr. was "fall guy" at the Circus Saints and Sinners luncheon in New York on Friday (30). Hunt recently moved into his new home at winter quarters in Burlington, N. J. Mildred Hunt was given gold keys for her new Oldsmobile and the factory sent cameramen to film the presentation. Connection was that Hunt Bros. travels exclusively on General Motors stock.

Hunt Bros.' Circus

WANTS

Horse and Pony Trainer at once. Also for 1956 season, capable Bos. Canvasman and Assistant, Producing Clowns, Band Men, Side Show People. John Styles, contact. Also Big Show Team doing two or more. Address:

BURLINGTON, N. J., Winter Quarters

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CONTRACTING AGENT FOR MILLS BROS.' CIRCUS

Must have car, typewriter, auspices, experience and be ready to start work now. ALSO two Promotional Managers who have crews or who can get crews to start immediately. Write, wire or phone stating past experiences.

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CAN PLACE ONE PHONEMAN

CONTACT

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Madison, Wisconsin

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THAT CAN PRODUCE This is the hottest deal in the State, C. of C. approved, U.P.C., Book and Tickets. (Barney Spears, Fran Terpack, Joe Wright, Bill Orsatti, contact). PHONE: 8-7592, Oil City, Pa. (No collect)

4 PHONEMEN WANTED

Police deal. Phones in, book carded. Book, Banners, U.P.C. Five weeks' work. Other towns to follow. Pay daily. Jim Cross, call. No collect. Call Youngstown, Ohio Kellogg 4-1833 or 4-2001

HERB LEHMAN

PHONEMEN

Need 5—County area—top sponsor—Vets' Hospital. Lug well backed. We slice it daily—25 per. No drinkers. Phone 2631, Metamora, Ohio

SID BALLARD

8 PHONEMEN 8

For good deals in W. Va. and South. Pay daily. Steady work under the best conditions. Jim Dwyer, Deffenbaugh and Butler, come in. Others call first.

PRODUCTIONS, INC.
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—No collect—

RUDY BROS.' CIRCUS

Wants Circus Acts—All kinds that can do two or more, Traps, small Flying Act that can work in buildings, Wire Act that does second act, Chimpanzees, good Dog Act. Interested in any good Novelty, Liberty Drill. Dolores Torrelli, please contact. All acts send photos. State lowest salary first letter. No would-be Concession Managers. Starting fifth season. Phonemen—Neat, sober, steady work. Offices now open. Can use high-class promotional people at all times. Give phone number where we can call you. Write only

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2 PHONEMEN 2

For La. National Guard deals in 5 best towns Louisiana. Tickets & ads. 25% pay daily. . . . no collect, no limbs or drunks on this . . . 3 months set.

F. J. KELLY

National Guard Armory, Opelousas, La. (7805)

2—PHONEMEN—2

Who can ask for money on a good deal. Drunks and limbsters, stay home.

JACK WOLFE

Phone: 4-4782 Baton Rouge, La. (No Collects)

Shea Urges Inspection Of New Detroit Arena

DETROIT, Jan. 7. — Retired Peter J. Shea, former manager of Wayne Roller Rink and Palace Gardens Rink here who in years past was connected with other major rinks in the country, recommends that operators getting in the vicinity of Detroit visit the new Roller Skating Arena at Lasher and Eight-Mile roads.

"I have visited many rinks in various parts of the country and seen the best of them," said Shea. "Nevertheless, I was amazed to see such a beautiful rink. It is located about 10 miles from the center of Detroit and cost in the neighborhood of \$190,000. Evidently the owners had great foresight, as the city is growing rapidly in the direction of the rink and it is doing

tremendous business, despite the fact that it is on the outskirts of the city. Many of old patrons who frequented the Wayne and Palace Gardens rinks are regulars at the Arena, and it is a common occurrence to see 1,500 to 2,000 people, young and old, skating there. It is a well-managed rink and a credit to the community and to Edwin Lock, its general manager, and Jesse Bell, assistant manager." Shea ventures the opinion that some operators, especially those new to the business, "would learn something" if they visited the rink.

Among many features of the rink enumerated by Shea are a maple floor space of 20,000 square feet; an elevated, enclosed Hammond organ; some 30 loud speakers inserted in the ceiling, a food bar with stools along one side of the rink accommodating more than 30 customers at a time, a clerk on duty behind a large display case in the lobby plus a large display of skating equipment, steel lockers which are rented to patrons at a small monthly fee, a large check room and a skate room that is equally large.

Lexington Sets 'Hi-Hat' Show

PITTSBURGH, Jan. 7.—"Hi-Hat Revue," the annual skating show presented by Lexington Roller Skating Palace here, will be offered January 10-15, it was announced this week by rink officials. In addition to the night performances, there will be Saturday and Sunday matinees. As in previous years, a portion of proceeds from the show will be donated to the Foundation for Infantile Paralysis.

Lexington's current operating schedule calls for nightly sessions, except Mondays and Wednesdays, from 8 to 11 for a 67-cent admission. There are also daily matinees, except Mondays, from 2 to 4:30, plus a Saturday morning session from 11 a.m. to 1. The rink offers special party rates to groups of 25 or more.

Biz Par for 2 Ding Spots

SLEEPY EYE, Minn., Jan. 7.—Although public skating sessions have been slower this year than in the past at two Ding roller rinks in this area, an increase in school, church and clubs party dates has taken up the slack so that business is on par with that of previous years, said Harold Dingfelder, operator of the Avalon Palace, Sanborn, and Memorial Hall Rink, Comfrey.

Dingfelder, who headquarters here, said that his summer location is to be enlarged next season and that his portable, off the road in 1955, will go back into action next year. He said that Minnesota operators with whom he has talked in recent months all reported business slow.

PRO TURNS OP

Ben Morey's Eli Sold to McLaughlin

NEW HAVEN, Conn., Jan. 7.—Ed McLaughlin, professional at Riverside Rollaway, Agawam, Mass., this week announced the purchase from Ben F. Morey, of Eli Skating Club, Inc., here.

McLaughlin is leaving his Riverside post to take over operation of the Morey rink January 16 and will rename the establishment New Haven Roll A Round. His professionals will be Sonny and Gay (Riley) Richtelli.

McLaughlin's job at Riverside is going to William Lenihan. Owner-Manager Frank Maiolo is taking over operation of the skateroom, a chore which McLaughlin also handled.

McLaughlin said that Morey and his wife, Florence, will concentrate their attention on operation of their Riverview Beach Rink, Pennsville, N. J.

Feb. 15 Debut For Dickerman Glendale Spot

GLENDALE, Calif., Jan. 7.—Construction work on a new roller rink here is being rushed for a scheduled February 15 opening, it was announced recently by Harry Dickerman, president of Atlas Theater Corporation, owner.

Located at Hawthorne and San Fernando Road, the former industrial building which will house the rink is being completely remodeled under Dickerman's direction and will represent the latest features in roller rink development.

Recently purchased by the Atlas company from Hayward Lumber & Investment Company, the property, including improvements, will represent a total investment of approximately \$160,000 Dickerman said. To be known as Harry's Roller Rink, the project will encompass a 17,000 square-foot skating area, will be completely air-conditioned and will be equipped with electric organ.

For the past 10 years Dickerman has operated a Harry's Roller Rink in San Bernardino. During this time the rink has built a large following, including many regularly scheduled private parties by church, school and club groups. The same policy of careful supervision of skating activities that made the San Bernardino rink a success will be instituted at the Glendale establishment, Dickerman said.

New Schedule For Doss Spot

BLOOMINGTON, Ill., Jan. 7.—Excessive heat and daylight saving time have prompted Bert and Agnes Doss, operators of Circus Roller Rink here, to plan a new operating schedule in 1956. Heretofore, the rink closed on July 4 and remained inoperative thru August. Under the new set-up the rink will close after Decoration Day and reopen August 31. It is possible that the Dosses may try week-end dancing thru July and August.

The Doss rink experienced poor business last fall until Halloween, first big party night of the year. From then on business picked up, aided by one of the heaviest private party booking schedules in years for Monday and Thursday nights. Private party dates already set have practically filled the rink's Monday and Thursday calendar thru February. The Dosses also reported that their December

ROADSHOW REP

F. S. Wolcott's original Rabbit-foot Minstrels completed its 1955 season a few weeks ago. According to the management, it was the most successful season ever experienced by the show, especially since it has been under the management of Capitol Amusements, Inc., beginning in 1950. Equipment was stored at Mid-South Fairgrounds, Memphis. The Rabbitfoot show, oldest and largest of its kind on tour, played its customary Southern territory. The show carries an 80-foot round top with three 30-foot middles, 18 lengths of blues 10 high and more than 1,000 reserved seat chairs. The one-nighter moves on a fleet of 14 automotive vehicles, including five semi-trailers with Chevrolet and Ford tractors, concession truck, passenger bus, a 35-foot combination office and living trailer, sound truck, three bill trucks and management cars. Good results last season were due in a great measure to favorable crop conditions and keen attention given to routing. The show covered about 6,500 miles, being favored with satisfactory weather at 90 per cent of engagements played. The show traveled 3,500 miles before experiencing a flat tire or mechanical interruption of any nature. Another odd occurrence happened in a Mississippi town where the show played on exactly the same day of the week and month it did in 1954, with the combined gross exactly the same as it was in 1954. Home office of Capitol Amusements is in Erwin, Tenn. Earle Hendren is president and general manager; Joe Hendren, vice-president, and Mrs. Earle Hendren, secretary-treasurer. Staff for the past season included E. J. Caupert, general agent; Ed W. Erwin, purchasing agent, superintendent of equipment and transportation, reserved seats and concert tickets; Dee Calloway, master mechanic and electrician; Ed Gentry, lot and seat superintendent; T. C. Morrison, manager of billing; David

Harper, boss canvasman; M. L. Mitchell, electrician; Leonard Rogers, concession manager and commercial advertising agent; Lucille McKessick, soubrette and passenger bus stewardess, and Robert Ellis, canvas crew chief. Show carries a 12-piece band under the direction of Sarge King. Music was arranged by Clinton Waters, with Barney Johnson featured drum soloist. Also in the line-up were four comedians, with the comedy produced by Memphis Lewis; 10 chorus girls, with Rikki Butler chorus director; Pedro Lane, emcee; Bobby Washington and Albert Beasley, vocalists; Maddox and Bishop, skate dancers, acrobatic and iron-jaw specialties; Memphis Lewis and Jazz Lips Richardson, comedians; Mary Bell Davis, exotic dancer, and Mary Smith, blues singer. The show received a welcome and praise in every spot it played. Newspapers, radio and television publicity, much of it gratis, was excellent. Elden Roark, of The Memphis Press-Scimitar, devoted several paragraphs of his "Strolling" column to the show during rehearsal in Memphis, and Manager Hendren was the guest of Roark and appeared with him on his TV program, "Interesting People," during the show tour. General Agent Caupert, formerly advertising inspector with Ringling-Barnum, turned in an excellent job as agent and public relations director. During the winter Caupert, who is also a magician, is playing engagements with a magic show in theaters and schools in Arkansas, Mississippi and Tennessee. The management states that "money, time and effort will not be spared in making the 1956 edition bigger and better than previous productions during the past 43 years." The official staff will remain practically the same as it was in 1955. However, many new faces will be added to the band and stage personnel. Negotiations are now under way for a name act in 1956.

Drivin' 'Round the Drive-Ins

Bob Euler, manager of the Bonham Drive-In Theater, Bonham, Tex., has announced that it will operate all winter. . . . The Air View Drive-In, Houston, was robbed at gun point of a reported \$200. . . . Jack Farr, operator of Trail Drive-In, Houston, has been named distributor in that area for the Litter Bug, a vacuum machine which picks up trash from drive-ins. . . . Because cashier Mrs. Bertha Victoria, of the Lariat Drive-In, Fort Worth, was frightened and didn't know what to do during a holdup, the drive-in was saved of its box-office receipts of about \$140. Instead of turning over the money, she screamed and ran out of the booth to the concession stand. The robber tried to grab the money box thru the glass opening but in his haste spilled the contents and ran away.

The Oak Hill Drive-In, Moosic, Pa., near the Scranton, Pa., turnpike, will not go thru as heretofore believed. However, Angelo and Frank Scave are building a new drive-in on Route 307, Poconos Highway. This spot will have a 1,000-car capacity with in-car heaters and will open in the spring. Tri-States Buying & Booking Service will handle out of Philadelphia. . . . Theodore Cragle's

Garden Drive-In, Hunlock Creek, Pa., near Wilkes-Barre, will be operated by his son, Arthur. The elder Cragle died recently. Also Tri-States Buying & Booking.

Francis C. Kennedy, manager, Springs Drive-In, near Reading, Pa., was fined \$50 and \$12.40 costs, on charges of illegally operating the theater on Sunday. Kennedy said he had not operated on Sunday since the issuance of a warrant. No election on the Sunday show operation issue has been held in the township. The theater has been closed Sundays since Kennedy's hearing took place, and plans are being considered for a special election in the township at an early date, to get approval of Sunday movies. The theater will operate all winter on weekdays; it provides in-car heaters.

ROLLER RINK

60 by 170 feet with maple floor, available on lease to qualified operator. Apartment for manager in building. Concession lease on two caves on same property is available. Located seven miles west of Sandusky, Ohio. Write LEWIS E. MARTIN 1909 South Glenwood Avenue Springfield, Illinois

PORTABLES ARE THE ANSWER

Write Porto-Bilt TENT COVERED SKATING RINKS Box 425, Smyrna, Georgia Phone: 8-2183, Marietta, Ga.

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Would like to rent, operate or go 50-50 on a good-size rink. I have all the equipment to operate. Long experience and sober. Please call Kingston 9970, or write BOX 368, Kingston, Tenn. (Have three good skating daughters—wonderful for drawing crowd.)

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Write for price list. 1/3 down, bal. C.O.D.

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42 x 102 IN STOCK
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100 Central Ave. Alton, Ill.

ROLLER SKATING RINK FOR SALE

In Central Ohio area. Located in the near center of a city with 18,000 population. New \$17,000 floor this year, building measures 65x185 ft. Land is approximately 125x285 ft., with plenty of parking area and 4 dwellings which are now used for rental income. The price is a sacrifice because of ill health. Write or call if interested.

DON STOUT, GEO. P. HUFFMAN, INC.
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CURVECREST RINK-COTE

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

PERRY B. GILES, Pres. Curvecrest, Inc. Muskegon, Michigan We invite you to bring your skates to Curvecrest and see for yourself!

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Lowest prices. Write for quotations—1-day service.

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Rubber Tires for Waxed Floors

Used Successfully by some for Years.

Pure Gum Rubber will not mark or harm any polished waxed floors.

Can be mounted on **CHICAGO Rink Skates.**

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MERCHANDISE TOPICS

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

Joseph Bros., 5 South Wabash Avenue, Chicago, has announced a new promotion featuring the firm's new diamond engagement and wedding ring set. Never before have genuine diamond rings been offered at such a low price, the firm states. Sets that retail for \$125 and up may be obtained at Joseph Bros. for \$17.50 per sample set. Six sets, in 14 kt. white or gold mountings, are offered in an attractive display case for \$75. The firm also announces that because of the success of its 1956 watch deal, the offering will be continued. This offers 10 name-brand watches for \$73.90. The firm also recently made a closeout purchase of luggage and is, therefore, able to pass on huge savings to customers. The line includes wardrobe overnight and Pullman cases, among others. Write for special prices, Joseph Bros. urge.

A handbag designed for premium, award, gift and prize use is offered the trade by Embassy P.P., Inc., 38 West 32d Street, New York. The Riviera, as the handbag is called, is made of 100 per cent extra heavy leather and features tooled front and back, inside zipper, adjustable shoulder strap, spring turn lock, saddle stitching and safety gusset. Each is individually boxed in cellophane window box. Price is \$30 a dozen. A sample may be purchased for \$4.

Pearl Sales Company, P. O. Box 675, El Paso, is running a special on ladies' and men's Mexican wallets. They are made of the finest leather obtainable, are hand tooled, hand laced and available in all colors. Priced from \$16.20 to \$21 per dozen. If you can use larger quantities, write for special prices. Those who have not yet seen the watch bracelet offered by National

Distributing Company, 222 Calumet Building, Miami, should write for a sample. Simulated diamonds cover the entire bracelet and watch cover. A new guaranteed 17-jewel Swiss movement (not pin lever) is contained in the decorated case. A minimum order of three will be delivered with watch box and \$120 price tag for \$12.50 each. A sample is \$13.95. The firm requests 25 per cent with order.

Urban Embroidery Company, 203 North Wabash Avenue, Chicago, has originated an embroidery process for lettering team names on shirts which permits removal of names quickly without leaving stencil marks or unsightly holes. Called Slik Rip, the process enables team members to get year round wear out of shirts. By a simple procedure the removed name can be replaced when the new season opens. Complete information will be sent on request.

A newly engineered padlock and hasp set is announced by Junkune Bros., 1145 West Garfield, Chicago. Attention is called to the ball-locking design which is claimed to be the most effective burglar proof padlock mechanism ever developed. Two hardened steel balls are held securely in position by a locking cam which cannot be released until the double-bitted key is inserted into the lock. Because rivets and pins have been eliminated, the burglar's tools of hammer, chisel and crowbar are useless, and installation screws are inaccessible. Once the padlock is closed a bond is formed which is practically impossible to open. Write for descriptive literature and prices on this No. 500 Combination Hasp and Ball-Locking Set.

PIPES FOR PITCHMEN

By BILL BAKER

THE FOLLOWING... note from F. H. Cleary should prove interesting to many members of the pitch fraternity, especially those who might be operating in the vicinity of Joplin, Mo. He writes, "Dear Bill: You may be a big help to me in starting off '56 if you will be so kind. I would like to get in touch with a good reliable pitchman or merchandise mover in certain fields, especially one who has good and big contacts such as insurance, sporting goods or similar conventions or shows. I have been virtually on my back for the past several weeks, but during that time I have worked out a routine of exercise in water which should be a real stopper for large gatherings. This must be seen to be appreciated. Time is very important to me now, as I am pressed. This bit can be used indoors or out all year long and in any place where people gather. I am a former cookhouse man and I'm rarin' to get back on my own legs again. Am well behaved and, in general, I am considered good people. I don't get too far away from here at any time as walking is my most difficult task." Brother Cleary can be reached at the YMCA, 510 Wall Street, Joplin, Mo.

REVERSING THE GEARS... of his memory to the turn of the century, Doc M. M. Wolff wonders how many of the boys in the business remember Jimmy Hull and that famous money-making German collar button. Doc recalls, "In those days it was difficult to buy gasoline for your torch, but one could work anywhere. Nowadays one can buy gasoline anywhere but one can work nowhere.

ARTHUR ROY GRIES... letters that he has just finished working the "Kopeefun" items at

the W. M. Whitmey store in Albany, N. Y. He further reports that Peggy McDonald was pushing cake decorators in the same store and that Gene Helbig and his pal Veggo had "Kopeefun" in that city's Kresge store.

SEEN WORKING... around Indianapolis New Year's night with horns were Willie Weiss and his partner, Joe Marks, formerly of fur dog fame. The report has it that both of the boys were doing okay on the moola side, too. Willie wants to wish all the boys in the business at Happy New Year.

FROM PORTERSVILLE, PA... Ray Davis sends us an ad from October Life mag which features, among other items, the seven-in-one scope with a 59-cent tag on it. Ray's accompanying note reads, "See the enclosed advertisement re the recent furore over the seven-in-one which has been going on it the Pipes column. The poor guy who was having molds made to make them here would have to pitch them at Tiffany's in order to get his money back."

JOSEPH LEHR... spot worker, reports that the last fair that he played was Flemington, N. J. He mentions that his activities have been slowed up somewhat with an occasional sick spell. He would like to hear from his friends in the business. His address is 2322 N. 16th St. Philadelphia.

WE UNDERSTAND... that Little Jockey, the soap pitcher, is getting reglued after the little accident he had over at Garden State Park. The latest medical bulletin reveals that his arm is coming around fine but his two front teeth are still counted among the missing.

"I'm my own boss now!"



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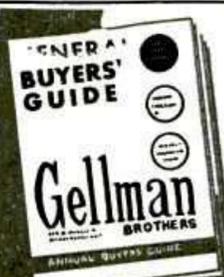
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CEL-MAX SENSATIONS

Distinctive Jeweled Watch Set

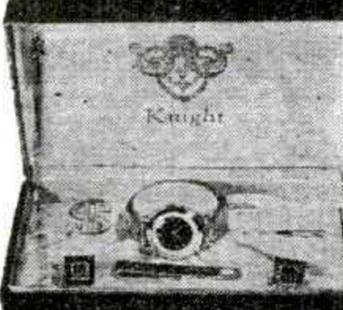


\$8.95

High style at an Amazingly Low Cost!

Smart fashion-designed watch in sparkling rhinestones decorated case! Dependable, jeweled Swiss movement! Matching earrings, bracelet and necklace in assorted colors! It's NEW and going BIG! Cash in NOW! Order a sample (99.95)—see it and you'll SELL it!

Smart fashion-designed watch in sparkling rhinestones decorated case! Dependable, jeweled Swiss movement! Matching earrings, bracelet and necklace in assorted colors! It's NEW and going BIG! Cash in NOW! Order a sample (99.95)—see it and you'll SELL it!



Handsomely Boxed 4-Pc. **WATCH SETS** \$5.15

Jeweled Swiss watch with sweep s. h. and ex. b. • Gold plate cuff links • Tie holder • Money clip • Collar holder!

Beautifully Boxed **Jewelry SETS** \$9.60 DOZ

Sparkling hand-set stone. Assorted colors and black cameo! Satin-lined gift boxes. Send \$1.00 for sample set and be convinced! 25% with order. balance C.O.D.

CEL-MAX, INC. IMPORTERS EXPORTERS DISTRIBUTORS

582 So. Main St. (Dept. 10), Memphis, Tenn.

Valentine

\$7.20 VALENTINE ASSORTMENT

New assort. contains: 2 gr. 2-for-1¢; 1 gr. 1¢; 1 gr. Comics; 1 gr. 3-for-5¢; 100 Mechanical; 1 doz. 10¢ Packages. Retail Value, \$12.92. YOUR COST, \$7.20.

EXCHANGE VALENTINES

25¢ Greeting Cards	Per 20	\$2.50
10¢ Greeting Cards	Per 50	2.50
10¢ Relation Assort.	Per 50	2.50
5¢ Greeting Cards	Per 100	2.50
5¢ Mechanical	Per 100	2.50
Comic Valentines	Per Gr.	.85
5¢ Teacher's	Per Gr.	1.50
10¢ Cello-Pak Assort.	Per 100 Pkgs.	6.00
"Make-Or-Own" Assort.	Doz. Pkgs.	2.00
2-for-5¢ Mechanical	Per 100	1.50
3-for-5¢ Folding	Per Gr.	1.25
1¢ Valentines	Per Gr.	.95
2-for-1¢ Valentines	Per Gr.	.40

VALENTINE'S DAY SUPPLIES

Valentine Balloons	Per Gr.	\$7.50
Crape Party Hats	Per Gr.	\$4.00

Include Postage With Order. 25% Deposit Required on C.O.D. Orders.

KIPP BROTHERS

Wholesale Distributors Since 1880

240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, IND.

AMAZING "GET ACQUAINTED" OFFER!

BIG 8 OR 16 \$100

MM. FILM ONLY PPD.

"HOLLYWOOD MODELS ON PARADE"

Now — the most sensational offer ever made to home movie fans! To prove the MOVIE CLUB FILMS are the finest, most distinctive available, we'll send you a sparkling, entertaining film — with Hollywood's loveliest showgirls and models — for less than our cost! Discover why 1000's of "hard-to-please" fans joined our club, and why you'll want to join, too! Just specify 8 or 16mm., enclose \$1.00. (No C.O.D.'s, please.) If you don't agree film is worth 5 times the price, just send it back for prompt, full refund.

ORDER NOW — offer limited!

FILM FAN CLUB

Box 1093, Burbank 26, Calif.

FREE FRISCO SPINDLE WHEEL & BUMPER GAME

Write today for complete details

- Hand Polished ALUMINUM IDENTS \$7.50 Gr. & Up
- GRAB BAG RINGS \$5.00 gr.
- HEART & DISC PENDANTS \$39.00 Hand Polished. Nickel Plated Per Gr.
- MEXICAN EARRINGS \$5.40 Dr. & Up

SEND FOR NEW CATALOG TODAY

We pay postage on all prepaid orders except Air Mail.

FRISCO PETE 226 S. Wells St. Chicago 6, Ill.

All Phones: FRanklin 2-2567

M. P. FILMS & ACCESSORIES

16MM. 5,000 SOUND REELS. DIRT CHEAP. New list Features, Westerns, Serials, War films. Sell, rent. Koshon, 335 Fifth Ave., Pittsburgh 22, Pa.

MUSICAL INSTRUMENTS, ACCESSORIES

ACCORDEONS—DIRECT FROM IMPORTER; save 50% and more; free trial. Lifetime guarantee. Trades accepted; free catalog. Write Accordion Outlet, Dept. 125B 2003 Chicago, Chicago 22, Ill.

CALLIOPHE—TANGLEY, 43 PIPE, hand and automatic player with music; first \$600 takes. B. Criser, 318 South Flower, Los Angeles, Calif. Phone Madison 9-9474.

PARTNERS WANTED

WANTED! LADY PARTNER. INTELLIGENT, personable. For mind-reading act. To work stores with horoscope pitch. Write Prince Julian, P.O. Box 93, Radio City Station, N.Y. 19, N.Y. ja14

PERSONAL

"KEEP-SAFE" THE WORLD'S LOWEST priced quality built personal safe; literature on request. M. R. Levy, 316 Melwood Ave., Pittsburgh, Pa.

WANT LOCATE JOE & JANET SAVANO, was with American Road Shows; also Marvin & Vivian Lee, was with Bill Hames Shows; \$50 for each location or address. Phone Warren, O., collect, 87968.

WHAT IS YOUR "I. Q.?" TAKE RELIABLE intelligence test; approved, scientific, confidential report by mail, free information. University Test Bureau, Desk B-2, Box 401, Palo Alto, Calif. ch-ja11

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-14n

PHOTOMOUNTS FROM MANUFACTURER. 3x5, \$3.80/100; 5x7, \$5/100; 8x10, \$11/100; 70 styles, 350 types; ad Department B for free samples. Penn Photomounts, Glenolden, Pa. ap7

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

A DRESS SHOP IN YOUR HOME. NO investment; good commissions selling better dresses. Write Modern Manner Clothes, Hanover Wq, Pa. ch

BASS-COMMERCIAL FOR QUARTETTE, steady work. Wire Elmo Tanner, 87 Supper Club, Muncie, Ind.

FINE CLARINETIST WITH ACCOMPANIST; own car, wanted for a two-week tour in Iowa. Must do clean wholesome fine musicianship for 45 to 50 minutes; beginning January 12. Box C-358, c/o Billboard, Cincinnati 22, Ohio.

MUSICIANS FOR TRAVELING BANDS, combos, singles; state all, photos. Dave Brumitt Agency, Bona Allen Bldg., Atlanta, Georgia. fe4

MUSICIANS FOR ORGANIZED SEMI-NAME band; man with show experience preferred. Write Box C-352, c/o Billboard, Cincinnati 22, O. ja14

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue

CIRCUS & CARNIVAL

BOZO WARD, PRODUCING CLOWN WITH props for one or more clowns, walk-around, come-ins, for indoor, outdoor circus; now playing night clubs, don't drive. 624 Clinton St., Brooklyn 31, N. Y. ja28

DRESSAGE HORSES—UNUSUAL, FLASHY and impressive riding act; never have been shown commercially. Capt. Victor A. von Alenitch, Stanley, Kan. np

MISCELLANEOUS

HYPNOTIST — FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. mh17'56

PAINTER AND DECORATOR. SOBER OLD timer, go anywhere. John Macdonald, 116 Pembroke St., Boston, Mass. ja21

MUSICIANS

A-1 RINK ORGANIST AVAILABLE. 15 years' experience, locate any where. Write Organist, 771 Sea St., Quincy, Mass. President 3-3513. ja14

ALL GIRL COMBO, EXCELLENT DANCE music, all types; also novelties and vocals. Good wardrobe. Box C-338, c/o Billboard, Cincinnati 22, O. ja28

CIRCUS DOUBLE DRUMMER AT LIBERTY for indoor circus. Experienced, state salary; join on wire. James Johnson, N. Richhill, Waynesburg, Pa.

COMMERCIAL, LEAD, ALTO OR TENOR; double flute, ad. job clarinet, bass clarinet; read shows well, consider combo or hotel work only. Eddie Beau, YMCA, Fond du Lac, Wis.

COUNTRY-WESTERN DJ-MUSICIAN. Presently employed announcer-DJ; sincere progressive radio, TV stations, agencies, writer; top experienced man. Musician, 287 South Oakland, Sharon, Pa. ja21

DRUMMER, VOCALIST, SOLID BEAT, TWO or four commercial, jazz, dixie, or western swing; 14 years' experience in dance field, 27 years old, no habits; prefer location, will travel if work is steady. Frank Bruno, Gen. Del., Ellinwood, Kan. Ph. 441R. ja21

WILL BUY DIRECT POSITIVE EQUIP-

ment, no junk; give all details and best price. Minit Studio, 4840 W. Fort, Detroit 9, Michigan.

PRINTING

ALWAYS LOWEST PRICES, FASTEST service; attractive three-color 14x22 window cards, \$8 hundred; larger 17x26 size, \$12.50. Posters for all occasions, many illustrated; also bumper cards and stickers. Tribune Press, Dept. W-56, Earl Park, Ind. mh31

LETTERHEADS, ENVELOPES, BUMPER Signs, Decals, Tickets. Mallo Press, 767-B Leith, Flint 5, Mich. ja28

NEARGRAVURE EMBOSSED LETTER-headers, Sparkling, Dynamic! Special engravings, golds and colors, for midways, circuses, orchestras, magicians, acts. Samples, dime. Sollday's Colorprint, Knox, Indiana. ja28

20% DISCOUNTS POSTPAID PRINTING! 1,000 2 color "Thermographed" cards, \$3.95; 100 sets "Monarch" styled stationery, \$2.35. Write Redeprint, Ojai, Calif.

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS, 10, 20, 30, 40 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full, part time. Buy nothing; sales kit furnished. Match Corp., Dept. D-92, Chicago 32, Ill. ja28

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others; all popular miracle fabrics, Nylon, Dacron, Orion; exclusive styles, top quality; big cash income now, real future, equipment free. Hoover, Dept. A-109, New York 11, N. Y. mh24-np

CALIFORNIA SWEET SMELLING BEADS, sensational sellers. Free particulars. Mission, 2338H West Pico, Los Angeles 6, Calif. ja14

GET NEW SHIRT OUTFIT FREE—MAKE \$90 weekly on 5 average orders a day. Famous quality made-to-measure dress and sport shirts at \$3.95 up, sell fast to all men; no experience needed, full or part time. Write Packard Shirt Co., Dept. 206, Terre Haute, Ind. np

VENDING SALESMAN — SELL THE ALL new Vanda Blade, selling 5 national brands of razor blades; highest comm. paid promptly by wire; only exp. men able to finance self and willing to work. Write fully first letter. Central States Prod. Co., Box 883, Kansas City, Mo. ja14

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 3, Calif. fell

MUSICIANS, EXPERIENCED, ALL CHAIRS,

year-around guarantee, traveling Midwest orchestra; one-nighters, sleeper bus, include telephone. Box 1460, Edgewater, Colo. ja28

PHONE SALESMEN—ATTRACTIVE PROPOSITION, start work immediately. Box 64, Bluefield, W. Va. Ed Campbell & Doug Gosselin, contact me. ja28

WANTED FOR THE '56 SEASON, TROUPE of Indians, state lowest salary, also want good show painter. Al G. Kelly & Miller Bros.' Circus, Hugo, Okla. ja21

WANTED—GOOD SHOW PAINTER, MUST be able to do pictorial and letter. Al G. Kelly & Miller Bros.' Circus, Hugo, Okla. ja14

WANTED—TRUMPET FOR POLKA BAND immediately, steady. Phone or wire L. A. Berg, Albert Lea, Minn. Telephone 2077. ja14

DRUMMER—AVAILABLE IMMEDIATELY; name and hotel band experience; read, cuts all type shows; prefer southern location, will travel. Al Vaccira, 224 E. Aurora Street, Apt. 4, Ironwood, Mich. ja21

EXPERIENCED DRUMMER—JOIN IMMEDIATELY; any proposition considered; dance or show; new equipment; plenty rhythm; reliable, voice. Tom Wrenn, 20 Chatham Rd., Asheville, N. C. ja14

GIRL SAX AND CLARINET DOUBLING bass; experienced, South preferred. Delores Goodspeed, Hi Pines Trailer Park, 12224 N. Florida, Tampa, Fla. Phone 91-2911. ja21

LEAD ALTO, TENOR, DOUBLING BASS clarinet, flute, ad lb, 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. Y.M.C.A., Fond du Lac, Wis. ja14

PIANIST, UNION, MALE, GENTLE, SINGLE, trained, accompanist, classic, popular, alone, orchestra, concert, dance, teach; particulars. Box C-357, c/o Billboard, Cincinnati 22, Ohio.

PIANO MAN DESIRES LOCATION SOUTH or Southwest only; commercial unit, no shows. Jimmy Moore, 512 South Lawrence, Montgomery, Ala. Tel. 4-6533.

STRONG EXPERIENCED CIRCUS TROMBONE, season 1956. Ed Shreve, 459 Marshall Ave., San Jose, Calif.

TENOR, CLARINET ALTO FOR COMMERCIAL band, good tone, reader, references. Prefer location. Contact Ralph Hockaday, Manchester, Iowa. Phone 32262.

TWO MUSICIANS — TRUMPET, TENOR; clarinet, all essentials, jazz, commercial, show, etc. Trumpet sings. Musicians, 3463 St. Augustine Road, Jacksonville, Fla. ja14

VAUDEVILLE ARTISTS

"LA FEMARITA." WORLD'S GREATEST sex enigma! Miracle voice, youth, figure, personality! High-class management wanted. Also available 1956, with her \$26,000 portable theater, motorized, inimitable! Delores, Capitol Hotel, Richmond, Va.

MAGICIAN AVAILABLE. ONE HOUR show featuring weird illusions; percentage flat rate. Rollie, 2110 7th Ave., Altoona, Pennsylvania. Phone 2-0274. ja21

SPECIAL LIMITED TIME OFFER!

7pc Mens Jewelry SET ADVERTISED IN LIFE



\$6.75 ea. IN DOZEN LOTS

7.50 SAMPLES (POSTPAID) INCLUDES:

- ★ GOLD PROPEL-REPEL LEAD PENCIL
- ★ GOLD RETRACTABLE BALL POINT PEN
- ★ SPRING CLIP TIE BAR
- ★ MATCHING CUFF LINKS
- ★ JEWELLED WRIST WATCH
- ★ Ultra Modern Dial, Gold Expansion Band
- ★ VELVET COVERED CASE WITH RAYON LINING FAIBLE BASE

Terms: 25% with Order balance C.O.D.

GEM SALES CO. 533 WOODWARD AVENUE DETROIT 26 MICHIGAN

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.

Only **\$12.50** each in lots of three.

\$13.95 for sample.

NATIONAL DIST. CO. 222 Calumet Bldg. Miami, Fla.

SALESMEN CARNIVAL MEN WAGON JOBBERS!

BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES

Guaranteed LIKE NEW!

ASSORTMENT OF **10 for \$74.50**

Choice Lot—Famous WATCHES, 6 for \$49 With Expansion Bands

Sell on sight at fabulous profits! They look BRAND NEW! Guaranteed like new! Send \$8.95 for Sample and be convinced! Wholesale only. 25% with order, balance C.O.D. 5-day money-back guarantee! Send money order or certified check with order to avoid delay in shipment.

You Always GET A BETTER DEAL AT **WEINMAN'S** 182 S. Main St., Memphis, Tenn.

BEARS AND POODLES



FROM K. C. WAREHOUSE

No. 4613—27" Bear	\$21.50 per doz.
No. 4615—30" Bear	25.60 per doz.
No. 4652—16" Sitting Poodle	
Dog with hat and chain	17.25 per doz.
No. 4719—16" Dalmatian, same as 4652	17.25 per doz.

FROM EASTERN WAREHOUSE

No. 7328—27" Bear	\$21.50 per doz.
No. 7343—30" Bear	25.60 per doz.
No. 7332—16" Poodle Dog with lead ribbon and chain.	14.90 per doz.

Wisconsin DeLuxe Co. 1902 No. 3rd St., Milwaukee 12, Wis.

The Best Sales Boards and Jar Games

Write for information and prices.

GALENTINE COMPANY Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana

Print Cards



At fairs, carnivals, stores, cars. Stationery, labels, tags, advertising, etc. Print your own, save money. Portable, take it anywhere. Low price outfit. Sold direct from factory only. Raised Printing like Engraving, too. Easy rules sent. Write for catalog & all details. Kelsey Corp. T-49, Meriden, Conn.

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 (275) N.Y. • MU 3-4834

EVERSHARP RETRACTABLE BALL POINT PEN

Assorted colors. Nationally advertised at \$1.49 per pen. 1 doz. to self-colorful display box—\$4.50 per doz.

2-PIECE EKCO KITCHEN TOOL SET Nice individual box, 6 to a master carton. \$1.50 ea.

5-WAY SAW SET including 16" Panel, Miter and three assorted Sawing Blades. Packed 6 to unit. \$9.00 per doz.

26" HAND SAW, 8 POINT SUPERIOR SAW STEEL Packed 6 to package. \$9.00 per doz.

14" JACK PLANE—2" CUTTER Individually boxed. \$2.75 ea.

SPRING RETURN STEEL TAPE Metal case, 6-ft. length, \$2.50 per doz. 25% deposit with order. Bank check or money order. F.O.B. Chicago. Wholesale Only.

COOK BROS. 916 S. Halsted Chicago 7, Ill.

HEART DISC CLOVER NECKLACES



\$16.50 Gross and up

Miller Creations

Originators of the All-Aluminum Ident.

7739 SO. AVALON AVE. CHICAGO 19, ILLINOIS Phone WAterfall 8-8855

DAY AND NIGHT SERVICE

NEW!

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

Para-Shooter
The **PARACHUTE SHOOTER**

This is a good item for demonstration

This Acme Parachute for the last 24 years has been one of the most fascinating and fast moving Toys ever offered to the trade. Made as economically as possible by a company with experience and with tried and proven materials. It is simple and foolproof in operation. Can be used indoors as well as outside.

FOR COMING EVENTS CHECK THE BILLBOARD

1-A Parachute packed in red and green foil tubes.
1-AP Parachute packed in red and green plastic tubes.
1-APS Sewed Parachute packed in red and green plastic tubes.

ACME TOYS 2333 ABBEY AVE. CLEVELAND 13, OHIO

For Toy Parachutes be sure and get Acme, the Time-Tested Product.

FOR LOWEST PRICES!
6 pc. WATCH SET \$5.15

Swiss Jeweled Watch Gold Plated with sweep second hand and expansion band... Smart cuff links... Matching tie clasp... Money Clip and Collar Pin. Gorgeous plush box. 1-year Factory Guarantee.

SEND FOR FREE CATALOG OF NAME BRAND MERCHANDISE AND CONFIDENTIAL PRICE LIST.

Terms: 20% With Order, Balance C.O.D. Send Certified Check or Money Order, F.O.B. Boston.

EST. 1924 **H. STONE, INC.** 74 Hanover St., Boston 13, Mass.

WESTINGHOUSE Ther. Automatic Skillet

Large 12-inch size comes complete with Westinghouse Thermostat, Automatic Signal Light and Cover.

\$7.50 ea. in lots of 6

25% dep., bal. C.O.D., F.O.B. Chicago. Add \$1.00 to the above prices for samples.

STAR SALES CO.
1391 Milwaukee Ave. Chicago 22, Illinois

WESTINGHOUSE Ther. Automatic Skillet

Large 12-inch size comes complete with Westinghouse Thermostat, Automatic Signal Light and Cover.

\$7.50 ea. in lots of 6

25% dep., bal. C.O.D., F.O.B. Chicago. Add \$1.00 to the above prices for samples.

STAR SALES CO.
1391 Milwaukee Ave. Chicago 22, Illinois

PITCHMEN! DISTRIBUTORS! CONCESSIONAIRES!

You, too, can clean up with new automatic self-wringing sponge rubber mop.

Sensational sales at all Home Shows, Farm Shows, Conventions, Sports Shows, Fairs.

Cash in on big demand for Kleen-Rite, the self-wringing mop of sponge rubber, with the exclusive patented features. This is a "natural self-seller." Sells in practically minutes... sells before the quick demonstration is over.

Fastest Take Per Pitch. "Beats anything I ever saw for making quick cash sales." B.H. - Missouri.

DAYLESS MFG. CO., INC.
3257 N. Western Ave. Chicago, Ill.

MAIL COUPON NOW!

DAYLESS MFG. CO., INC.
3257 N. Western Ave. Dept. B-1, Chicago 18, Ill.

O.K. Send me complete selling outfit and sample Kleen-Rite mop, \$3.00 enclosed.

Send free details about your selling plan & free sample offer.

Name.....
Address.....
City..... Zone..... State.....

NEW EXCLUSIVE BUNNIES

30" HAPPY BUNNY
Life-like Vinyl face, Ears, Hands & Shoes. Cotton stuffed. High grade plush. Ass'd. colors.

\$42.00 dz.
Introductory Offer
1/2 DOZEN... \$22.00

ALSO
30" TUXEDO BUNNY
Realistically trimmed with chain and bow.

\$36.00 dz.
Introductory offer
1/2 DOZEN... \$19.00

No extra charge for samples
12 Pieces (6 of each) \$39.00

Send for FREE Easter Brochure and 32-pg. catalog of year round sellers. F.O.B. N.Y.C. 25% dep., bal. C.O.D. if not rated.

ACE Toy Mfg. Company
152 W. 27th St. N.Y.C. 1

DIRECT FROM MFR.!
Money Making Volume
FIRST QUALITY
PRECISION RETRACTABLE
BALL PENS

L-50 Plastic Pen in 10 different colors. Gold cap and 14K gold plated clip. \$18.00 per gr.

L-50 Plastic Pen in 10 different colors. Gold cap and 14K gold plated clip. \$16.50 per gr. in 5 gr. lots

NEW POCKET PROTECTOR

\$54.00 containing 3 different color pens. Writes red, green and blue.

\$52.00 per gr. ALL FIRST QUALITY

Prices on request for L-100 solid metal pens, C-12 chrome pens. Refills in 4 different colors \$8.64 per gr. in 1000 lots, \$45.00 per 1000. Write today for low, wholesale price list - Free!

Won't smear, quick drying, won't blot!

COSMO PEN CORP.
23 W. 38 St., N.Y. 18 • BRyant 9-2757

PUNCHBOARDS
LOWEST PRICES ALWAYS

1000 25c Charley Board Prof. \$50.00 \$1.10
1000 5c Double Fin Prof. 24.00 1.15
1440 5c Barrel Board Prof. 18.00 1.35
1440 10c Barrel Board Prof. 36.00 1.55

1000 25c J.P. Charley Tk. Prof. \$52.00 \$1.65
1000 5c J.P. Boards Prof. 24.00 1.98
1000 5c J.P. Girlie Boards Prof. 28.00 2.25

Ticket Deals, etc.

DELUXE SALES CO., BLUE EARTH, MINNESOTA

SEND FOR OUR SPECIAL JANUARY PRICE LIST!

ALL MERCHANDISE AT REDUCED PRICES DO IT NOW!

TEE JAY TOYS, INC.
48 West 20th St. New York 11, N. Y.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St. Cincinnati 22, O.

- Parcel Post**
- Bellows, Mrs. A. G., 50c
- Alexander, C. W.
Allen, Casey P.
Allen, Mr. & Mrs.
Allen, Mrs. Virginia
Almany, Fred & Vicky
Alzona, Carl
Applebaum, Sam
Archer, Donald
Archer, Horace, Lewis
Archer, Betty
Archer, Vernon
Ahley, Jesse L.
Ayers, Maurice C.
Baker, Jack
Ballou, Chas.
Baloo, Mrs. Anna
Barefield, Sally
Barfield, Willie (Cook)
Barr, John Calvin
Barrows, Harold
Barton, Kid Lewis
Beall, Hiram
Beall, Mrs. Laura D.
Beckwith, Gerald L.
BeGar, Harry
Bell, Howard J.
Bell, James D.
Bell, Wm. (Bill)
Bellows, A. G. & Mrs.
Belshaw, Gladys
Bennett, E. M.
Bennett, Gordon
Bentley, Claude
Bernard, Geo.
Bernard, J. M.
Bernstein, Martin
Berryhill, Leo
Best, Dick
Betts Jr., H. O. & Mrs.
Big Iron Mike
Birkett, Spooks & Marie
Black, Woodrow
Blackburn, Mrs. Hedzel
Blackmer, Kittie
Blew, Nita
Bloom, Wm.
Bly, Jerry
Boley, James E.
Borin, Richie
Botwin, Paul & Mrs.
Boudreau, Claude
Boyd, Frank
Bradburn, R.
Bradley, Lee
Brady, Henry S.
Brannon, Almond
Brasher, Joe
Braunstein, Benj.
Briggs, Tommy & Judy
Britt, Betsy
Broadway, Hazel & Stella Cooper
Browllette, Albert
Brown, Don (Former Broadway Star)
Brown, E. W.
Brown, Mrs. Florence
Brown, Gilman
Brown, Jessie
Brown, John (Tenn. Valley Shows)
Brown, Josephine
Bruce, Louis
Bryant, Lucille
Buckanan, T. K. (All Star Circuit)
Buckman, Fred
Buckley, Mr. Marion
Burch, Ernie (Crown)
Burch, Sammy & Teddy
Burke, Mr. Billie
Burke, W. Orville & Mrs.
Burnes, Clarence & Mrs.
Butler, Clint
Cahler, Whitey
Calkins, John L.
Calkins, Joe
Camp, John
Canipe, Walter
Canter, K. G.
Cantwell, Chas.
Carper, Chas.
Carpenter, Hans & Chas.
Carroll, Al
Carron, Bobbie
Carsey, B.
Carsey, Jingles
Casdorff, Calvin
Case, James & Mrs.
Cashier, Cash
Casper, General
Casper, Joe
Cavalero, Pat
Cave, Lester G.
Chillo, Mike
Chunas, Tony
Claire, Hans
Clark, J. B. & Mrs.
Cline, Milonga & Johnny
Cogswell, Jimmy
Collins, G. & Mrs.
Collins, E. G. & Mrs.
Colvin, Bud (Mule Ball)
Conlon, Edw.
Conn, Alan
Conerty, Pat
Connors, Arthur
Converse, Art
Cook, Albert
Cook, Jack
Cook, Thomas
Cook, Jesse M.
Cooper, J. F.
Cooper, Jerry
Cooper, Ruth
Corey, Duane
Cortez, James J.
Cox, Amber H.
Cox, Walter
Craft, Jimmie
Craig, Danny
Craig, Hanr. & Thelma
Crandell, Dick
Crandell, Leroy C.
Cridler, Robt. L.
Crowe, Mr. Jesse
Cuban, Mack
Cummings, Phillis
Cummings, Ray A.
Cunningham, C. O.
Cunningham, Mrs.
Custis, Jack & Mrs.
Daring, Renee & Jim
Darling, Cliff
Datio, Tony
Davis, Clarence
Davis, G. A.
Davis, N. E.
Davis, Roxann
Davison, Jimmy (Crown)
DeBald, Eddie
DeKoe, Gabby
DeLong, Oliver
DeLong, Wilma
DeRubayatte's
DeSilva, Geo. (Novelities)
DeSiva, Aloha Bobby
Decker, Joyce
Decker, Kirkwood
Decker, Ralph & Mrs.
Delano, Phillip J.
- Delap, Robt. & Mrs.
Dellego, Tony
Del Grosso, Daniel
Del Mar, Jack
DeRilo, Carman
Demster, Frank
Dennis, Jack (Whitey)
Denton, Ace
Dillon, Virgil
Donald, Geo. M.
Drake, Robt. B.
Drewsbury, Jess & Mrs.
Duchene, Lewis P.
Duckett, Wm. R.
Duffie, Dennis
Duban, Theo & Mrs.
Duncan, Leonard
Dunn, Chester A.
Dupre, Lisa
Durrak, Fred & Mrs.
Eagle, Ed W. (Jewelry)
Eagle, Nate
Edleston, Bob
Edlin, Ted
Edwards, C. L.
Edwards, Johnny & Joy
Elliott, Ralph L.
Ellyn, Jimmie
Emery, John
Erman, Lee
Erwin, O.
Evans, Elwood Lee
Evans, Ted
Ewing, Bert
Favelli, Ethel Edw.
Ferenzi, Jimmie (Girl Show or Guardian)
Fern, Thos.
Ferrell, Mr. Des
Fink, Jack
Finley, A. Y.
Fleishman, Chas. (c/o Mrs. F. Mitchell)
Fletcher, Perry Dale
Flynn, Jack
Foley, John (4 Paw Ford, Ted (Pin Store Agent))
Foster, Frank C.
Fox, Abe
Fox, Audre & Norma
Fox, Gladys (Cherie)
Frank, Chas.
Frank, Mr. & Mrs.
Francois, Thos.
Franklin, Thos.
Frazer, Harold
French, Gladys
French, Ois & Louise (Pony Ride Froman Bros. Circuit)
Frost, Joe
Fry, Bill & Pat
Gard, Mrs. Gladys
Gaines, A. & Mrs.
Gailther, Sam
Gallager, Jack
Galluppo, Jack O.
Gambino, John Joseph
Gamble, Bill & Mrs.
Gardner, Gerry
Gardner, Fred (Pannebaker)
Gibson, Jackie
Gibson, J. C.
Glosser, Ben & Mrs.
Godshall, Howard S.
Goodwin, Mrs. Emma
Gordon, Ois & Gordon, Geo.
Jordan, Geo. W.
Jotsacker, Henry I.
Jowey, Bill
Graham, John T. & Mrs.
Greenlee, Florence
Grenna, Major Alan
Grey, Clifford & Helen
Grigsby, Walter
Grits & Gravy (Crown Act)
Guthrie, Jack
Hall, Forrest Carroll
Hannon, Edw.
Hansen, Mrs. Eunice
Harper, Jeannine
Harris, Sun
Harl, C. D.
Hawkins, Joe
Haworth, Jose (Lion Tamer)
Hayes, Billy (Mona)
Hayes, J. W.
Hedrick, Fred
Hennick, Mack
Hendrick, Eddie
Hendrix, C. W. & Sons
Henry, Geo.
Henson's Rodeo
Herbert, Dorothy
Herod, Jat
Hicks, Bob & Kitty
Higgins, Raymond
Hillyard, Eddie
Hillyard, Jimmie
Hines, Kenneth
Hockett, Glen
Hoffman, Mrs. Dora
Holly, Leo
Holmes, Tommy & Mrs.
Horn, Larry
Howard, Chas. T.
Hudson, Betty
Hubbard, Betty
Hudson, Billy Joyce
Humphreys, Warwick
Hunt, Al Pressy
Ireland, Val
Ivanoff, Mrs. Josephine
Jackson, Wm.
Jacobs, Chas. C.
James, Paul (Slide Show)
Jeffreys, Col. (Slide Show)
Jenson, Duke
Johnson, Don
Johnson, Michael R.
Johnson, Russell & P.
Johnstone, Ralph (Tattoo Artist)
Jones, Bill & Mrs. (Kiddie Ride)
Jones, Claude
Jones, Wilbur
Jordan, Peggie & Bill
Kane, Mrs. Henry
Keaton, Robert
Keller, L. C.
Keen, Lester C.
Kennison, Leon Roy
Kimball, Guy
King, Ernest D.
King, Mickey
Kjos, Marvin
Kline, Robert L.
Klein, Seymour
La Morris, W. F.
La Rue, Lash & Mrs.
Lall, B. & Huston D.
Lamkin, Charles
Lanier, Ray
Lauber, Fritz
Lauler, Tommy
Lawson, Willis E.
Lee, Linda
Lee, Tonna
Lewellyn, John & Mrs.
Lewis, Charlie
- Lewis, Mr. Dixie
Lewis, Doug & Mrs. Lexi
Lines, Rev. W. J.
Little, Mrs. C. T.
Lott, Walter H.
Lucas, John D. & Mrs.
Lytton, Albert
MacDonald, Wm. (Tubby)
McCall, J. J.
McCoy, Alene
McDonald, Roy
McGee, Lester & Mrs.
McGuire, Jerry S.
McIntosh, Deacon & Mrs.
McIntosh, Mrs. Grace
McNece, L. R. & Mrs.
McTeague Sr., Edmund
Mack, Esq., Billy
Mack, Robert L.
Magid, Chuck
Mailey, Roger
Marroletti, Rocco & Mrs.
Martin, Abe
Martin, Laverne
Martin, Mertie
Martin, Paul
Marka, Dorothy
Martin, Earl
Mayer, William
Mazer, Lewis
Meikens, Carolyn
Mercer, Jean
Merriman, Edward E.
Meyers, Bob & Susie
Milan, Alan
Miller, Charles & Mary
Miller, Jones
Miller, Ralph R.
Miller, Sharon
Mitchell, Fred (Lucky)
Moore, Jackie
Morin, John S.
Morin, Henry J.
Mott, Lucky & Sandy
Murray, Cy
Murray, Edward & Norma
Murray, Marion
Muskynski, Patricia Ann
Myers, Harold A.
Nelson, Jean & Carl
Nimerick, Bert
O'Neal, Estelle
O'Neal, Jack
O'Neil, Jas.
Oberlies, Carl
Olman, Ben & Mrs.
Osborn, Bill & Cal
Pannebaker, Mrs. G. D.
Pappas, John
Pardy, David H.
Parris, Joe
Parker, John Lee
Parker, Raymond
Parrington, Ted
Pasquale, Don
Patterson, F. B.
Pearman, Mike
Pendermer, Bill
Phillips, Ernest H.
Phillips, James
Pieroni, Cottie M.
Pierce, Chet
Pipin, Charlie M. & Jewel
Powers, Billy
Preston, Mrs. Mildred
Pruett, Curtis Edw.
Pualis, Mrs. Knox
Pasmussen, Andy & Mrs.
Pav, Ginger
Paymond, Emma
Paymond, Hip
Peaves, Gertrude Mrs.
Peynolds, Otto E.
Pinehart, Mrs. Bye
Pinehart, J. T. & Mrs. Bill
Pitt, Russell
Pitt, Dale
Pittley, Mrs. Harry
Pitman, F. S.
Pochman, Albert
Pogers, Mrs. Trixie
Ross, Diane
Ross, Nellie
- Ross, Eddie
Royal Rockets
Rucker, E. H.
Rupl, Frank & Mrs.
Russell, Francis
Ryan, Pauline
Sales, Bill
Sands, James O.
Sands, Mary Rebecca
Sands, Sandra Lee
Sauceda, Rudy
Saulsbury, (Pollock & Mrs. Saunders, Jimmie Chubby)
Savage, Al
Scheel, Glen Ray
Schwab, Betty
Scott, Mrs. B. M. (Babe)
Scott, Homer
Scott, John
Sebastian, Verona
Shaw, Bill
Sheaks, Floyd
Sheets, Billie
Smith, Beryl
Smith, Buck & Mrs.
Smith, George L.
Smith, Leon (Dane Circus)
Smith, Richard & Dot
Sodders, Orvin
Spain, O. N. (Buddy)
Spencer, Robert (Tex)
Spoon, Tommy & Nadine
Stacey, Wm. & Mrs. (Bingo)
Stafford, Ed
Stafford, Gordon
Stanley, Millard G.
Star, Hedy Jo
Starkley, John
Stebler, G. & Mrs.
Stevens, Mrs. Ione
Stevens, Robert S.
Stevens, Wm.
Stuber, Whitey & Mrs.
Sturdivant, A. O.
Sullivan, Bill (knife thrower)
Sutton Jr., John (Shows)
Swartzlander, Leonard
Tedrow, Virgil Wayne
Theodore, Mack
Thomas, Col. & Mrs. Harry
Thompson, Henry & Mrs.
Till, John G.
Timberlake, Billie
Toy, John
Tumber, Bill
Tyler, Carl
Uliana, Angelo M.
Uncle Joe's Amusement
Vangness, Kenel O.
Veez, Dorothy
Vigo, Richard G.
Vileko, Maudie Mae
Vosburg, Charlie
Walls, Era
Walters, Clarence
Wardol, John
Wants, Gerold & Mrs.
Ward, Leonard
Washington, Donald
Washington, booklet
Watkins, Irah & Mrs.
Webb, Charlie & Mrs.
Webb, Mary
Weeks, Humphrey
Weiderman, Mr. & Mrs.
Weiner, Sam H.
Weir, Al (Onions)
Wellborn, Thomas
Wells, Mrs. Marie
Wells, Curtis Edw.
Wexler, Samuel Paul
Whitman, Bill & Mrs.
Wiley, H. D.
Wilhite, Willie & Mrs.
Williams, Joseph (Tiger)
Wilson, Perry
Winburn, Herbie
Woodward, James
Woodward, Ted & Mrs.
Wright Jr., Earnest
Wurster, Arthur E.
Yale, Chick
Yates, Claude
Zarrington, Mrs. Bonnie

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St. Chicago 1, Ill.

- Anderson, Ralph
Ballou, Charles E.
Burch, Ernie
Burbank, Robert L.
Brockman, George & Mrs.
Clayton & Phillips
Davison, Jimmy
Davis, Mr. & Mrs. James
Dee, P.
Ewalt, Mr. & Mrs. Ted
Fairbrother, Photo Man
Ferron, James
Gauthier, Stephen
Hardy, Mrs. Whiz
Halka, Frank F.
Kreger, James
Krieger, Harryetta
- Kamaka, Florence and Dossie
Myers, Mr. & Mrs. Cecil
Marlow, Sam
McLaughlin, Mr. & Mrs. Mac
McCammon or
Oquist, Eugene
Pastor, Laura
Pauz, Jack
Perez, James J.
Robinson, Mr. & Mrs. Ralph W.
Smith, Joseph
Shaffer, Frankie
Subrt, Mr. & Mrs. John
Woodard, Ted
Whalen, Tom

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway New York 36, N. Y.

- Allen, Dick
Axelrod, Joe
Bacon, Faith
Ballentine, Carl
Barnes, Walter Jackie
Begar, Harry
Belasco, Mrs. Dolores
Berk, Irving
Boatman, Sam
Braun, Helen Marie
Broadbent, Betty
Bulke, Jack
Bush, Phil
Calvert, Mr. & Mrs. E.
Caldwell, Rensie S.
Campenille, Bill
Carbone, Alfred S.
Carreia, John
Carey, Thomas P.
Coco, Robert
Colin, John
Crawford, William D.
Dalnova, Prima
Dallinger, L. G.
Dalsey, George
Delano, P. J.
Denning, Thomas
Dowe, Roy
Eldridge, Art
Evens, Edward
Faylor, Tiney Bill
Fineman, Bernie
Fields, Joe
Foster, George & Ethel
Fowler, D.
Gall, Gail
Gardner, Sol
- Greensburg, Joel A.
Ginter, Homer
Goldstein, Jerome I.
Goodman, Mr. & Mrs. M.
Graham, Tex
Grossmann, Marie
Harris, Fred
Hauck, Jean
Hebron, James
Hicks, Robert W.
Ingram, Mrs. Virginia
Jamison, Capt. Jimmie
Joice, Dollie
James, John Campbell
Kerner, Sim
Kirby, Tom
Kingston, Gaylord (Beans)
Langdon, Grace
LaMore, Grant
Latta, Frank
Lander, L. G.
Lorraine, B.
LeClair, Jack
Leyhee, Buck
Lester, Jack
Lowande, Oscar
Lyons, Bayne
McGary, K. C.
Marcum, James & Marie
Martens, Fred
Marrin, Jack
Malos, Mike
Mayerman, Sam
Maynard, Jack
Miller, Louie & Fern

- Miller, J. Wallace
Montan, Al
Mungen, Ford
Nerrey, Rita
Normanton, H.
Nicols, Les
O'Dell, Larry
O'Connell, Tom
Pennington, Ann
Pike, Billy
Powell, Agenu
La Belle Ray Troupe
Ross, Harry
Scheaffer, Jean
Russell, Johnny
Ruzof, Andy
Shaw, Dave
Sillman, B. A.
Silberman, Maurice
Snider, Mrs. Flossie
Stanley, Frank
- Stern, Henry E.
Swift, Billy
Tilford, Mrs. Jewel
Toppa, Roy
Uwanawich, John
Van Dyke, Leona
Valdimer, Odett
"Vantean" the Magician
Walton, Stanley
Walter, Clarence
Wallace, J. B.
Wallenstein, Perry
Walker, J. E.
Wahrlick, Eunice M.
Whalen, George F.
Whitmer, Wilbert (WID)
Wright, Ken
Yates, Bob

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg. St. Louis 1, Mo.

- Allen's Bear Act
Allen, Mrs. Evelyn
Amburn, Arthur L.
Bacher, Mr. & Mrs. Earl D.
Barnett, Chester (Bob)
Barth, Maier
Becker, Helen
Beebe, R. W.
Bell, Mr. & Mrs. Lillian
Borsvold, A. E.
Bordelon, Mr. & Mrs. Robert
Boudreau, Mrs. Gil
Boudreau, Pete
Broadwick, Mable & George
Brown, Chester W.
Brown, W. S.
Bryer, Ollie
Bryer, Mr. & Mrs. R. C.
Burge, Lloyd
Burns, W. J.
Burton, Jack
Bygrave, Donald
Callery, Tom J. L.
Carpenter, E. W.
Finley, Walter E.
Chisholm, Dave
Chisholm, Mr. & Mrs. Don
Clark, V. S. Jack
Condon, Patrick
Cooper, Fred C.
Craden, Sam
Craig, Margo
Critzler, Walter (Paul)
Crowell, Mrs. Harold W.
Cutler, Mr. & Mrs. Louis
Deanlang, Mr. & Mrs. James
Del Mar, Lisa
Denton, W. L.
Desroches, John F.
Dick, Daniel D.
Duffy, Roy T.
Feldman, D. B. (Doc)
Fester, Charles Guy
Finley, Evelyn
Finley, Kenny
Finley, Jack
Foley, Mr. & Mrs. James E.
Forster, Mr. & Mrs. Gus
Frenzel, Mr. & Mrs. M.
Gavin, Mr. & Mrs. Joe
Goode, William
Gordon, John
Gosh, Byron
Grantham, Mr. & Mrs. Button
Graves, Gloria Gayle
Grove, Mr. & Mrs. I. Keill
Guillemette, H. P.
Hall, Ed L.
Hampton, Dudley
Harmon, William
Hastings, Mr. & Mrs. Fre
Hatfield, D. W.
Haywood, Mr. & Mrs. Lr
Henson, Mrs. Dolly M.
Herrick, Karl
Hull, Louis J.
Jacobs, Charles
Jacobs, Mr. & Mrs. Terrell
Johnson, Ray
Johnson, Monya (Cook)
Jones, J. R.
Jordan, James D.
Jurash, Julius
- Kaplan, Mr. & Mrs. Lewis
Kelly, Red
Kearns, James
Kirst, Ray & Goldie
Kjos, Marvin
Klassen, Fredine
Kling, Lawrence
Knapp, Lynn William
Lane, George & Lillian
Lankston, Vera
Lee, Miss Tony
Lester, Jack
Luther, Edward H.
McCabe, Mrs. Ruth
McHugh, Wilford L.
McKee, John G.
McLean, Mr. & Mrs. Albert
McLendon, Leon
McMillan, R. L.
MaHan, Mike
Marshall, George E.
Martin, Miss Connie
Matejowski, Chester
Miller, Earl (Whitey)
Miller, Ralph
Morris, Katherine S.
Morgan, Mr. & Mrs. Tod
Morris, Melvin
Mounts, Mr. & Mrs. Dayton
Myers, Sonny
Neill, Kenneth & Etta
Nichols, Arthur L.
Nichols, Homer
O'Dell, Mr. & Mrs. Joe
Pasullo, Mrs. Helen
Peterson, Alice
Peterson, Ernest A.
Pierce, Vivian M.
Porter, Ois
Potts, N. J.
Reed, Samuel A.
Richards, J. T.
Rickey & Broome
Roberts, Mrs. Dorothy
Roberts, Penn
Roper, Thomas
Rosier, Roy
Rowe, Jack
Salana, Miss Tura
Schmitt, Mrs. Inge
Scott, Miss Toni
Shelley, Robert
Shearer, Gerald
Shipley, Leonard L.
Silverlake, Archie G.
Smith, J. V. & M. L.
Smith, Mr. & Mrs. Tommy
Syder, Wm. E.
Thurford, Wm. A.
Toussaint, Albert
"Tugs" James H.
"Johnson, Richard
Ternberg, John
Tatum, William
Thomas, Joe & Mrs. Guax
Tucker, Mr. & Mrs. Buddy
Vebber, Mr. & Mrs. Joe E.
Veltheber, Harold
Whalen, Tom
Whitson, Mr. & Mrs. L. W.
Williams, Mr. & Mrs. Walter
Williamson, Al
Winn, C. L.
Witham, Gene
Woodward, Mr. & Mrs. Ernie
Zimmerman, Florence

COMING EVENTS

- Continued from page 58
- Houston—Houston Fat Stock Show & Livestock Exposition, Feb. 22-March 4. Herman Engle.
- Houston—Houston Sports, Boat & Travel Show, March 17-24. Martin E. Kelly, United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1, Minn.
- Laredo—Washington Birthday Celebration, Feb. 16-26. J. George Loos, Box 455, Mercedes—Rio Grande Valley Stock Show & Rodeo, March 4-12.
- Odesa—Livestock Show, Jan. 27. Frank O. Swartz, 3619 Newton St., Denver 11, Colo.
- San Antonio—San Antonio Livestock Exposition Feb. 10-20. W. L. Jones.
- Wisconsin**
- Milwaukee—Milwaukee Sentinel Sports Show, March 17-25.
- CANADA**
- Alberta
- Edmonton—Spring Livestock Show and Sale, March 26-30.
- Haiti
- Port Au Prince—Mardi Gras, Dec. 22-Feb. 20.

T-R-U-L-Y Terrific ruddle TOYS

'HAPPY' the TRAMP

"Happy" is 24" high and comes in 2-tone shaggy and plain plushes. Has flexible arms, legs, vinyl hands, also boots, hat and jacket.

"Happy" ... with no worries or cares ... will be waiting to greet you at all the fairs.

\$30 Dozen

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25% required on C.O.D. accounts.
1956 catalogue now available.

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES table with columns: HIGH, LOW, Mean Average. Lists various pinball games like BALLY, GAMES, INC., GENCO, GOTTLIEB, UNITED, WILLIAMS.

MOST ACTIVE EQUIPMENT (For four-week period ending with issue dated December 24, 1955). Categories: ARCADE EQUIPMENT, MUSIC MACHINES, SHUFFLE GAMES, VENDING MACHINES, PINBALL MACHINES.

Table listing various coin machines with columns: HIGH, LOW, Mean Average. Includes models like Gold Cup Bowler, Holiday Match Bowler, etc.

Continuation of PINBALL GAMES table with columns: HIGH, LOW, Mean Average. Lists various pinball games like GAMES, INC., GENCO, GOTTLIEB, UNITED, WILLIAMS.

ARCADE EQUIPMENT table with columns: HIGH, LOW, Mean Average. Lists various arcade games like Auto Photo, Baseball Deluxe, etc.

VENDING MACHINES table with columns: HIGH, LOW, Mean Average. Lists various vending machines like Electro (8 col.), Master 1c & 5c, etc.

SHUFFLE GAMES table with columns: HIGH, LOW, Mean Average. Lists various shuffle games like A Bowler (5/54), Advance Bowler, etc.

MUSIC MACHINES table with columns: HIGH, LOW, Mean Average. Lists various music machines like AMI, ROCK-OLA, SEEBURG, WURLITZER.

Explanation of Coin Machine Price Index

Prices given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment.

Highs and Lows. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more.

Mean Average. The mean average is a computation based on all prices at which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and the "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for.

Most Active List. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only, most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

MORE... MORE... MORE!

MORE USED GAMES ADVERTISED IN THE BILLBOARD THAN EVER BEFORE

Be Sure... Read Every Ad... and Tell Them "I Saw It in The Billboard"

New Wurlitzer Line Gets Airing Sunday

Distributors Set Stage, Sked Operator Showings in Key Cities Thruout Jan.

NORTH TONAWANDA, N. Y., Jan. 7.—Music operators will have their first look and opportunity to inspect Wurlitzer's centennial phonograph line, Model 1900, next Sunday (15), when the firm's distributors-thruout the country pull the wraps from the new juke box models and launch into their first week of trade showings.

Operators will find on display a 104-selection phonograph line equipped with Wurlitzer's "Carosel" record mechanism and fea-

turing an all new cabinet design. Plans call for each distributor to display four models, each featuring a different color combination.

According to Bob Bear, phonograph sales manager, Wurlitzer activity this week was highlighted at the factory by last-minute phonograph shipments to distributors, and in the field by preparations for operator showings. Bear added that many distributors had already scheduled operator showings in two and three cities.

Multi-Showings

Distributors known to have more than one showing scheduled within the next few weeks follow: Angott Distributing Company, Inc., will hold operator open house thruout "Wurlitzer Centennial Days," January 15-21, in Detroit, move to Grand Rapids and hold a second showing beginning January 22. Cruze Distributing will hold new

(Continued on page 94)

Gwitz to Head Juke Diskery's Paragon Label

• Continued from page 14

ators at less than the existing wholesale price of 55 and 60 cents. Such a move would not only be welcomed by the music operators but would also cause additional competition, if not havoc, at the other recording companies who covet the operators' business.

No definite plans have as yet been made concerning sales and repertoire personnel, tho the company would operate under the aegis of both Gwitz and Barney Young. Discussions have been held with a number of custom-pressing plants regarding production. Gwitz at present is president of Remote King, Inc., manufacturer of remote-control television units. Young would helm the operation of the company from his present New York headquarters.

At recent meetings of several music operator associations, financial backing for the enterprise was reported to have been overwhelmingly subscribed to by the juke box operators. No money has as yet been solicited by the group.

Court Pares Judgment Vs. Dominick Ambrose

MINEOLA, L. I., N. Y., Jan. 7.—A judgment of \$149,000 against Dominick Ambrose, former operator of an estimated 2,000 Long Island juke boxes was reduced to \$2,700 this week by Supreme Court Referee Frank F. Adel.

In a bitter court case last spring, Adel had ruled that Ambrose had

broken an exclusive rights contract in selling his Long Island juke box route to the Suffolk-Nassau Amusement Company, headed by Sanford Moore, a former New York City policeman.

Suffolk-Nassau had pegged damages at \$149,000, but Adel ruled Tuesday (3) that this figure was "based on speculation." He explained that Moore and Ambrose, in their contract dealings, had agreed that the good will of each location was worth \$100.

27 Stops

Since Ambrose, according to hearings held in Riverhead and Mineola last spring, had recaptured 27 of these locations, Adel chose the \$2,700 figure.

Also dismissed were charges by Suffolk-Nassau that Ambrose's brothers, Frank and John, had fronted for him in jumping Moore's locations. The court ruled that there was "no contractual or other obligation on the part of defendants Frank and John Ambrose not to engage in business competing with the plaintiff."

Original price paid by Moore to Ambrose was \$449,000 in 1954. During the trial last spring, it was alleged that R. Ford Hughes, Suffolk County Republican leader, had taken a bribe on behalf of Suffolk-Nassau. As a result of that allegation, a \$100,000 slander suit against Dominick Ambrose is still pending.

Thieves Loot Coven Music

CHICAGO, Jan. 7.—Thieves broke into and looted the offices and service departments of Coven Music Corporation, Wurlitzer outlet here, Monday evening.

The amount of damage and theft was still undetermined at press time, but Ben Coven, head of the firm, said that inventory checks already made indicated that total loss would be relatively small. Coven said that all missing equipment was insured.

The thieves apparently were not interested in phonograph equipment, concentrating on power equipment and high-fidelity table phonographs.

Asked if the robbery would delay the showing of the new Wurlitzer line Sunday (15), Coven said: "Definitely not. We are receiving phonograph shipments from the factory and everything will be handled as planned."

'CLOSED': OUT CELEBRATING NEW YEAR'S

MILWAUKEE, Jan. 7.—When neighborhood grocery and retail proprietors close up shop New Year's Eve and go out and celebrate it comes as no surprise, but when a tavern owner follows their example it's nothing short of a shock, especially to a juke box operator servicing the spot.

But as incredible as it sounds, that's what happened in 10 of Melvin (Red) Jacomet's locations in nearby West Allis. The tavern owners simply posted "Closed for the Night" signs on their doors and went out and joined the rest of the public having fun.

The big surprise, declared Jacomet, was that several of the 10 spots were dancing and entertainment locations. "I hope this doesn't snowball into a trend," he said, "because it sure could be costly."

However, a survey of operators in the Beer City revealed that local taverns were doing everything but following the lead of their West Allis neighbors.

For '56 Juke Boxes Eye More for More

• Continued from page 1

Still other operators reported grosses were up because of the booming business economy. Ben B. Korte, Crest Amusement Company, said that, reflecting the national picture during 1955, because of full employment and higher wages his gross was up about 15 per cent.

Korte also said that he expects to switch most of his machines to a dime, explaining that about 35 per cent of them were on dime this year and these helped increase grosses considerably.

Harlan P. Wingrove, a Kansas operator and secretary-treasurer of the Kansas Music Association, Inc., reported that his business was up about 20 per cent over 1954 because of play appeal put in new machines, 10-cent play and, a unique reason, "because tension is still high with the public and they are looking for relaxation."

F. A. Meeker, Indianapolis, was typical of those who reported business was down in 1955 compared

to 1954. Meeker's gross receipts were off 5 per cent. Meeker's objectives for 1956: Change the balance of his locations to 10-cent play, buy newer equipment.

Of course, some operators polled said 1955 grosses were about on a par with those of a year earlier, but that net incomes were down a bit.

(Continued on page 94)

PR ROOTS

Rockford Ops, Casola Push '56 Polio Drive

ROCKFORD, Ill., Jan. 7.—When it comes to building grass roots public relations in the automatic phonograph industry, Louis Casola, head of Mid-West Distributing Company, takes a back seat to nobody.

The Rockford Morning Star carried a story, accompanied by a three-column picture, last Tuesday announcing that the city's 1956 March of Dimes campaign would get under way that day at a breakfast meeting of city officials and key campaign committeemen. Guest speaker was Warren E. Wright, State treasurer.

The picture showed a group of four men talking over this year's planned polio campaign. Pictured were Casola, special events chairman; Benjamin Behr, general

(Continued on page 97)

Herman Named Rock-Ola Dist. For New York

NEW YORK, Jan. 7.—The Herman Distributing Company this week set up operations as the New York Rock-Ola distributor, with headquarters on 10th Avenue and 42d Street, on the premises vacated by Weiner Sales, Eastern Electric outlet.

Weiner had moved into the offices of Seacoast Sales, which formerly represented Rock-Ola in New York. Seacoast, with main offices

(Continued on page 89)

10c Play Surges Ahead in Illinois; 12 Cities Report Conversion Gains

CHICAGO, Jan. 7.—Music operators in at least a dozen cities scattered thruout Illinois are currently in the process of converting their phonograph equipment to dime play. The move marks the largest dime conversion effort made in the State.

If the attempts are successful, and from all reports opposition to the increase in price is less than expected, Illinois will have tipped the nickel-dime scales in favor of the latter.

Cities now moving ahead on dime play include Moline and East Moline, Peoria, Champaign, Decatur, Rock Island, Davenport, Streator, Springfield, Silvis and Chillicothe. Rockford and Greater Chicago are already solid dime play cities.

While some areas are more or

less feeling their way and converting only new equipment, others are changing over rapidly, converting everything from "A" to marginal locations as fast as possible.

Largest Area Change

The largest territory changing over to a dime, and certainly the fastest moving, is around the Quint Cities.

The Quint Cities move started about a month ago, when operators in the area met to discuss a com-

mon problem: Rising costs.

The meeting turned out to be successful, with both large and small operators agreeing to try dime play and at the same time support an advertising program to lessen anticipated public opposition.

It is interesting to note that the co-operative effort was achieved tho no operator association existed. In fact, the last effort to form an association in that area was in 1939.

The cost of the advertising program was prorated among all operators present, each paying an amount in proportion to the size of his route.

Use Ads

An advertisement was placed in all of the leading dailies in the area and in a local labor publication. The ads were similar, explaining that operators had held off increasing the price on their machines for as long as they could, and showing comparisons of record and phonograph costs in 1939 and 1955.

Pete Langdehn, head of the Pete Langdehn Music Company and probably the man most responsible

(Continued on page 92)

PRESS RELEASE

What to Write When Plugging 10c Play Move

DAVENPORT, Ill., Jan. 7.—Music operators in the Quint-City area—Moline, East Moline, Davenport, Rock Island and Silvis—recently put their heads together in an effort to go to dime play. The result was that they adopted a co-operative advertising program and prepared a press release for all the local newspapers.

Both methods worked out successfully as is reflected in the speed and ease in which the operators have been able to make conversions. (See separate story on Illinois dime play activity.)

Preparing advertisements for

(Continued on page 93)

RMSA to Elect Officers, Plan Polio Campaign

CHICAGO, Jan. 7.—The Recorded Music Service Association will hold elections at its next meeting at the Bismarck Hotel, Joe Filitti, acting president, said here Friday. Altho the date of the meeting was still undecided, Filitti said that he expected it to be called later this month.

A second highlight of the meet-

(Continued on page 81)

N. Y. Distributors Join Ops To Thrash Out 10c Play

NEW YORK, Jan. 7.—The first concerted effort on the part of New York juke box distributors to co-operate with themselves and with the operators will be made Tuesday (17) at the Henry Hudson Hotel.

Called to discuss operator problems by Atlantic-New York (Seeburg), Young Distributing (Wurlitzer) and Runyon Sales (AMI), the meeting will also be sponsored with the co-operation of the Music Operators of New York.

The open forum discussion will concern itself primarily with dime play, altho the operators will be free to air any current problem. Participating in the session will be all operators from the New York metropolitan area who wish to attend, as well as spokesmen for the record industry and for The Billboard.

Major Damos

In charge of the program are Joe Young, of Young Distributing; Barney Sugarman, Runyon Sales, and Meyer Parkoff, Atlantic-New

York. Parkoff will be chairman of the first meeting.

Operators from adjacent areas—like Westchester and Connecticut—will be invited to tell how they overcame obstacles to dime play in their regions.

It is estimated that New York is currently 40 per cent dime play.

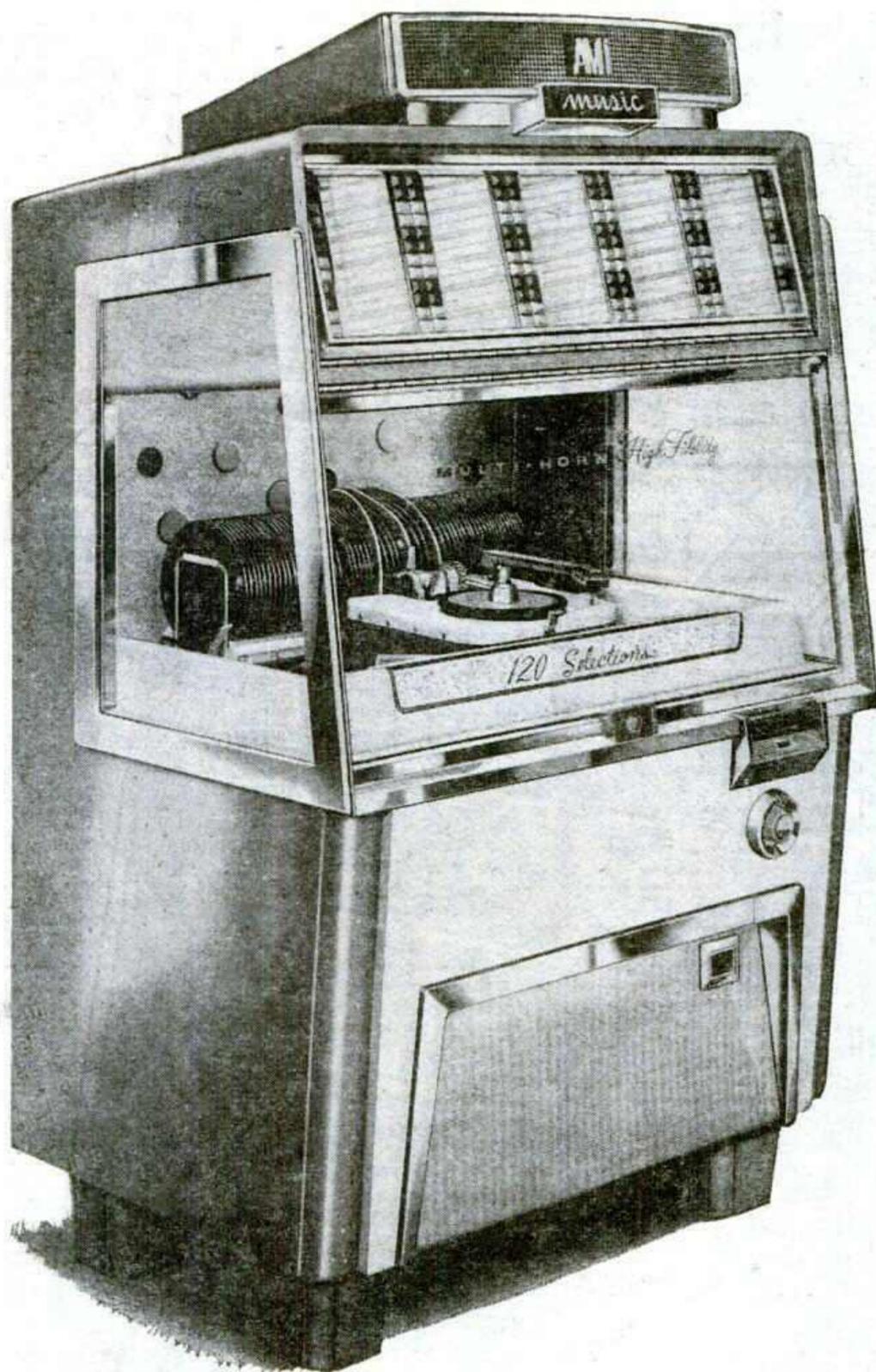
'Memories' MOA Choice For 2d Week

NEW YORK, Jan. 7.—For the second week in a row, the Dean Martin version of "Memories Are Made of This" on Capitol, was selected as the nation's top juke box disk on "National Juke Box," the ABC radio show prepared by the Music Operators of America tonight (7).

Eastern favorite was "Sixteen

(Continued on page 89)

CATCH THE BIG PLAY... WITH SIGHT AND SOUND



AMI "G" is engineered for sight and sound . . . with your cashbox in mind!

ON SIGHT...

instant visibility of every title for quicker scanning . . . more plays . . . One-button selection for faster play.

ON SOUND...

customers come alive to *live music* . . . AMI "G's" exclusive multi-horn high-fidelity brings reproduction that's *live*—just as it was recorded.



AMI puts more money in *your* cashbox because AMI catches the *big* play!

AMI

Incorporated

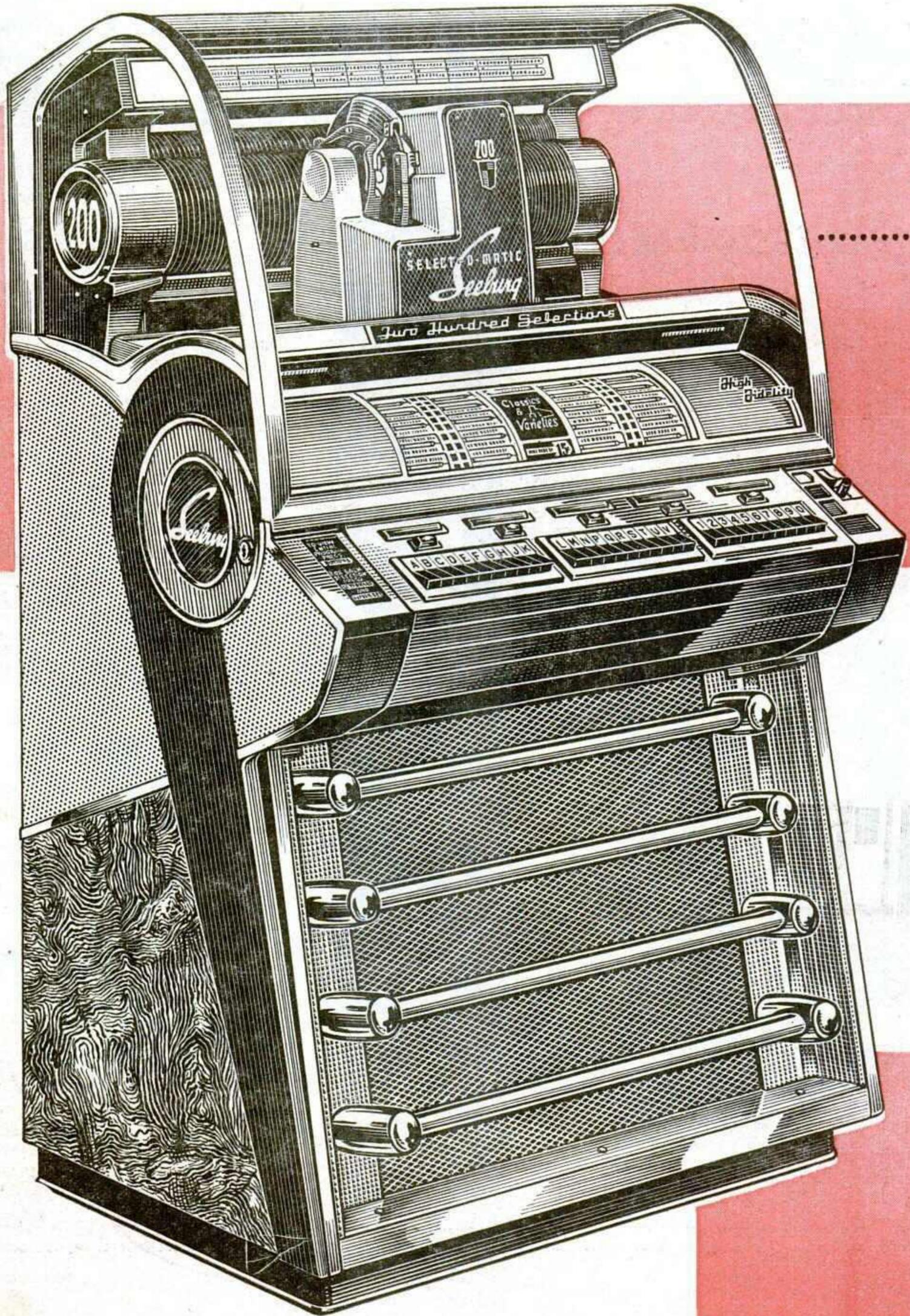
originator of the automatic selective juke box in 1927. Model "G"—120, 80, 40 selections for more plays in less time.

General Offices and Factory: 1500 Union Ave., S. E. Grand Rapids 2, Michigan

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W. 1, England—building the BAL-AMI Juke Box

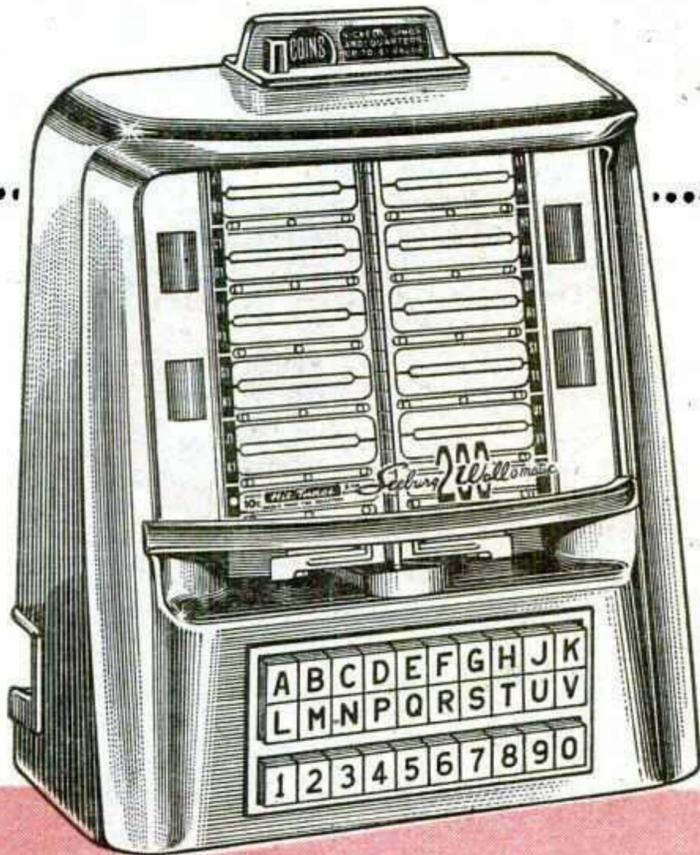
the world's first



dual music system

Select-o-matic

It's the SEEBURG V-200—the two-in-one music system that plays both 45 RPM Single Records and 45 RPM Extended Play Records with a *separate credit system* for each. It's the music system with "music for everyone," with 40 selections under each of the five basic musical classifications. It's the music system that's years ahead in design. It's the music system with the Tormat Memory Unit (*no moving parts*) that's permanently sealed and guaranteed for five years!



Wall-o-matic

Champion music salesman of the world—designed for use exclusively with the world's first dual music system. Brings 200 selections—cataloged under the five musical classifications—to any area in the location. Sparkling, chromium-plated housing. Three-wire type for easy installation.

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS

Seeburg
 DEPENDABLE MUSIC SYSTEMS SINCE 1902
 J. P. SEEBURG CORPORATION
 Chicago 22, Illinois

**HIGHLIGHTING 100 YEARS OF
MUSICAL ACHIEVEMENT**



**THE WONDERFUL WURLITZER
CENTENNIAL MODEL 1900**

**WHEN YOU SEE IT, HEAR IT,
AND COMPARE IT, YOU'LL SAY**

**"It's the finest
Phonograph ever produced."**



AT YOUR WURLITZER DISTRIBUTOR

NATIONAL WURLITZER DAYS

BEGINNING SUNDAY, JANUARY 15

The Rudolph Wurlitzer Company, North Tonawanda, N. Y.

ESTABLISHED 1856

COINMEN YOU KNOW

Chicago

By KEN KNAUF

TOP MONTH FOR EXHIBIT. Sam Lewis, Exhibit Supply president, announced that the month of December far surpassed the record month of November in sales volume. Figures show more Exhibit games were sold during December than during any other period in the company's history, according to Lewis.

Wally Finke is back at First Coin Machine Exchange after a stint at the First Distributors offices, merchandise division. Meanwhile, Joe Kline and Sam Kolber have been busy night and day taking care of operator requests on pool games. First reports four different pool games, Chicago Coin's Automatic Pool and Champion, and Exhibit's Skill Pool '84 and new King-Size Deluxe, all going well. A Christmas party for all employees and their families was staged over the holidays, with toys, gifts, refreshments and games on the agenda.

Joe Schwartz, National Coin Machine Exchange head, says he is very pleased with the new coin pool game Gottlieb has added to its line after specializing for so many years in the five-ball field. The sales staff, including Sheldon Spira, Mort Levinson, and Ron Schwartz, say the operators like the game and it is helping to fill a demand for pool games which has far exceeded the supply.

Newly elected officers of the Chicago Independent Amusement Association are Sam Greenberg, president; Joe Stella, vice-president; Bill Knapp, second vice-president; Donald Mitchell, secretary; David Brody, treasurer; Edwin H. Moehill, financial secretary, and Harry Salat, sergeant at arms.

Judd Weinberg, helping to hold the fort at D. Gottlieb & Company while Dave Gottlieb and Alvin Gottlieb are soaking up the Florida sunshine, reports a sharp demand for Easy Aces, new five-ball game recently introduced by the firm. . . . Avron Gensburg and Ralph Sheffield, Genco Manufacturing & Sales Company, are importing special pool table cloth from Belgium for their production models.

Los Angeles

By SAM ABBOTT

SIERRA TO SHOW NEW PHONO. The new Wurlitzer phonograph will be shown here Sunday, January 15, at the Sierra Distributing Company, Wayne Copeland announced. The showing will start at noon, Copeland declared, and "open house" will continue until 6. Refreshments and buffet lunch will be served during the afternoon, Copeland added. . . . Bill Anderson, formerly of Emarcy Distributors in San Francisco, has joined Sierra Distributing in the mechanical department. . . . Jack Simon, of the Simon Distributing Company, is back after spending the New Year's holidays in Las Vegas. He was accompanied on the trip by his nephew and niece, Mr. and Mrs. George Simon, who are visiting here from Chicago.

Larry Collins, music operator, in town on a buying trip and high in his praise of Whittier, where he lives. Collins is reported to be doing a land office business with pool tables. He spent the Christmas and New Year's holidays with his children in Whittier. . . . Continuing the policy of using a different make of phonograph in the offices of the Los Angeles division of the California Music Merchants' Association, Ben Chemers, business representative, is featuring a Wurlitzer this month. After January 15, when the Centennial will be shown, the 1955 model will be replaced with the 1956 one.

Mrs. Britt Adelman, bookkeeper for Paul A. Laymon, Inc., is back from a brief vacation trip to San Francisco with her husband, Leonard. . . . Karel Johnson, head of the phonograph repair service at Laymon's, said he found San Francisco quite wet when he made a weekend visit to that city recently. . . . The many friends of Herb Clemme will regret to hear of his death in San Francisco. A well-known mechanic, he was associated with the Emarcy Distributing Company there. Burial was in Forest Lawn Memorial Park in Glendale.

The Bee Jay record "Gee, Dad, It's a Wurlitzer" is being pushed by operators, Wayne Copeland, of the Sierra Distributing Company, reports. Copeland, C. A. Culps of Oklahoma City, and R. B. Williams of Texas are interested in the recording company. The record by Buddy Bregman is being distributed to operators along with printed title strips for juke and wall boxes. . . . Gary Sinclair, Wurlitzer factory representative in the West, is expected to arrive here soon for the showing of the new Wurlitzer model and to make his regular business trip into this area. . . . William R. Happel Jr., of Badger Sales Company, is back at his desk following a brief New Year's vacation in Las Vegas.

Bill and Gary Thompson have worked out a plan whereby Bill conducts the operating business and Gary prospects for uranium in Arizona. Gary is reported quite successful in finding the precious element. . . . Sammy Ricklin and Gabe Orland, of California Music, are going over blueprints for their new building which will be erected across the street on West Pico from their present location. Work on the construction is slated to start soon and completion is scheduled for June or July. It will be modern thruout and will allow these operators to expand their one-stop record facilities to music men.

Miami

By RAOUL SHAPIRO

MIAMI HOLIDAYS BRING DROP IN COLLECTIONS. . . . Tho thousands of people poured into Miami for the Orange Bowl classic and the accompanying week of festivities, it would seem more people were intent on visiting friends and relatives during this holiday season than frequenting places where juke boxes and games are a means of entertainment. Almost every operator questioned reports collections down from the pre-holiday period, but on a par with last year at this time.

Lennie Baidler and his Coin Machine Servicemen's Union celebrated Christmas with a feeling of a job well done. Seems Lennie worked closely with The Miami Herald's Lend a Hand Fund, and with the assistance of everybody in the coin machine business, gathered old toys and clothing distributed to the needy at Christmas time. Lennie and his boys put in a lot of time and their own money to make this project a success. Our hats off to them.

Ted Bush, of Bush Distributing Company, decided that instead of having the usual Christmas party for his staff, he would give a Christmas lunch to his employees. The entire Miami organization was invited to a turkey dinner, with all the trimmings. So many were invited, Wurlitzer's Key Club dining room couldn't hold them all at one time, and it was necessary to eat in shifts.

Sam Taran, of Taran Distributing Company, got the finest Christ-

(Continued on page 85)

WEST VIRGINIA

Ops Prep State-Wide Polio Drive; Dime Play Coasting

CHARLESTON, W. Va., Jan. 7. —Officers and directors of the West Virginia Music Operators' Association met at the Daniel Boone Hotel here Tuesday and laid the ground work for a State-wide operator March of Dimes campaign to be held during the last week of the month.

The program will be outlined to all member-operators next week at the association's regional monthly meeting scheduled to be held in Williamson.

Guest speaker at the meeting this week was Sterling Evans, regional State director of the March of Dimes campaign. Evans talked to operators on the various efforts being made by other industries thruout the State and showed operators a film which explained how the money collected in the campaign was put to work.

J. A. Wallace, president of the association, said that officers and directors promised Evans their full co-operation. The program to be presented to operators next week for adoption follows: Association sponsored machines to be placed in banks, depots and other public places with all collections to go directly to the campaign; member-operator co-operation via donations of one-day's collections or one-seventh of a week's collections, and distribution of posters and streamers for use on all juke box equipment urging patrons to donate to the polio fund.

Wallace said that operators

were anxious to get behind the campaign because it was the first opportunity that they have had to prove their organization an asset to their respective communities.

Dime play thruout West Virginia continues to spread, but at a slower pace than during the last few months of last year, Wallace said. Reason for the slowdown, he explained, is that operators have already converted most locations suitable for dime play, with the remaining spots scheduled to be changed as equipment is upgraded.

ROCK-OLA
MODEL 1448
Worth More When You Buy It
Worth More When You Trade It

One reason why advertisers in THE BILLBOARD get all they pay for.

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 LOOK TO BETTER YEAR. New equipment, locations plus full employment and greater increases in dime play are big factors for future outlook. 1955 topped big '54 year. However, ops list increased cost factors, other reasons for small gains in 1955. (Page 64, The Billboard, January 7.)

NATIONALLY, VENDING OPS SEE '56 BIGGEST YEAR. Cite no limit on products vendable, new food dispensing equipment, high employment as basis for optimism listing 55's performance. (Page 68, The Billboard, January 7.)

MAN VS. BEAST

8 Million Fans to View Pool Contest

NEW YORK, Jan. 7. — Three television performers, all primates, will pay a tribute to the blossoming coin-operated pool industry Monday morning (9) on "Today," the NBC video show which reportedly is seen by 8,000,000 viewers.

The two higher primates will be Jack Lescoulie, announcer, and Frank Blair, newscaster. The third is J. Fred Muggs, a professional chimpanzee.

The four-minute bit will be pegged on a recent trade story appearing in the December 31 issue of The Billboard. The story pointed out that 20,000 pool games are now on location and that the surface has hardly been scratched.

United Game

Lescoulie and Blair will play a game on the United Pool Game, which they borrowed from Harry Berger's West Side Distributors (Harry is vacationing in Puerto Rico).

However, in Berger's absence, arrangements were completed thru Miss Billings of West Side and Lou Aym's of the NBC publicity staff. The winner of the Lescoulie-Blair match may take on Muggs, who reportedly was a poolroom shark in his native Uganda. A member of the "Today" staff will referee the contests.

NBC fiscal wheels had one complaint tho: The machine is not set for free play, and the performers must be furnished with real dimes.

RMSA to Elect

Continued from page 76

ing will be a discussion of the 1956 March of Dimes campaign. Filitti said that operators would be urged to support this year's drive as they have in the past—donating a percentage of a week's collections to the campaign.

Phil Levin, president of RMSA, is recuperating from a sudden illness which confined him to a hospital several weeks ago.

SET NEW RISK POLICY FOR BOSTON GROUP. Unique insurance plan to cover all type of coin-operated equipment. Listed are risk coverages, premiums costs in floater plan. (Page 64, The Billboard, January 7.)

COIN-MACHINE INDUSTRY PROFITS FROM P.R. Efforts of veteran David S. Bond sets example for entire field in community campaign. Combined Jewish Appeal chairman praises Bostonian's efforts. (Page 67, The Billboard, January 7.)

DECENTRALIZATION KEY TO GAME INDUSTRY'S '56 \$\$. Move to suburbs to spark coin-operated amusement trade in coming year. Pool games cited as bringing up grosses in 1955. Manufacturers and operators future views listed. (Page 72, The Billboard, January 7.)

INDIANA TO STUDY PIN-BALL LAW. State, county and federal officials express varying views on interpretation of law may lead to revision or appeal. Listed are plans for action. (Page 73, The Billboard, January 7.)

IF YOU MISSED READING THE JANUARY 7 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

Additional Cig Tax Looms in Jersey

Ops Plan to Fight Increase With Lobby Pressure on Solons; Odds Favor Levy

NEWARK, N. J., Jan. 7.—New Jersey cigarette operators are girding themselves for an additional cent-a-pack tax, or possibly 5 cents, which is in the works.

Currently, Garden State operators have a 5-cent spread between wholesale cost and vending price on regulars, which vend for a straight 25 cents.

Most New Jersey operators absorb the extra cent on king-size brands, holding the line at 25 cents.

On filters, the pattern varies, with some operators still sticking to the quarter, others using pennied packs and getting 28 cents, and still others getting 30 cents.

Newark Rally

While it looks as though some sort of increased cigarette tax will be passed, the vending operators aren't giving up without a struggle. Thursday (5), at the Douglass Hotel here, 100 operators gathered to map plans to fight the impending taxes.

Operators agreed to put pressure on their local representatives to the New Jersey Legislature, and to induce their locations to do so. Ed Murach, executive director of the New Jersey Automatic Merchandising Association, the organization which called the meeting, will act as a lobby in Trenton, spending two days a week at the State capitol as long as the Legislature is in session.

Governor Robert Meyner has advocated the increased tax, but the opposition Republicans, who are in control of both houses of the Legislature, are divided on the issue.

Surplus Factor

Senate majority leader Wayne Dumont said whether a 1 or 2-cent increase would be sought would depend on the surplus in the New

(Continued on page 83)



HENRY L. OTTINGER

Coffee Prices May Dip in '56

NEW YORK, Jan. 7.—If retail prices are any criterion, product costs for coffee operators may go down in the first quarter of this year.

Quotations for coffee for future delivery on the New York Coffee and Sugar Exchange forecast a gradual decline in prices thruout this year, and indications are that the price to consumers will drop at least 4 cents a pound by March.

During the first half of 1955, retail coffee prices continued to decline from a high of \$1.45 a pound in July, 1954, to the lowest level in four years.

Vari-Vend to Offer Ops New Lease Plan

HOLLYWOOD, Jan. 7.—A new type of financing for vending machines — allowing easy expansion for operators who are good credit risks — was announced here today.

The announcement followed an agreement between American Industrial Leasing Company, with

headquarters in Hollywood, and Vari-Vend, Inc., of Chicago, whereby the leasing company will purchase Vari-Vend machines and lease them to operators, dairy companies, supermarkets and others thruout the country.

"This arrangement," explained Robert High, executive vice-president of Vari-Vend, "opens up a large number of new outlets for our machines. In addition to the straight sale of our machines for cash or on conditional sales contracts we are now able to offer a leasing plan.

"This lease is geared to the depreciable life of the machines, which is four years. The lease is for four years and contains six one-year options to renew the lease. The operator, with a lease of this type, can deduct his rent under the lease as an operating expense."

Production of the Vari-Vend (Continued on page 90)

THIEVES TAKE \$10,000 FROM B & B NOVELTY

LOUISVILLE, Jan. 7.—Burglars broke open the safe of B & B Novelty Company here early Wednesday (4) and carried away approximately \$10,000, it was reported to police. The money, all in bills, was receipts from the New Year's weekend, according to Bernard S. Berman, president of the firm which operates vending machines.

The safe, embedded in concrete, was opened by breaking off the combination. A company secretary who opened the office at 8 a.m. the next day made the discovery. The burglars entered the building by climbing a fire escape to the third floor, forcing open a window and descending to the first floor via elevator.

list for around \$750. The prototype vender has been assembled and operated, he said, and is a non-selection unit.

The cup compartment is held at a 32-degree temperature. Prior to being dispensed each cup of concentrate is sprayed with a fine jet of cold water that melts the ice coating over the concentrate. It also aerates and mixes the concentrate for reconstitution into fresh juice or milk drink.

The special packaging or filling machine in the initial step sprays water on the lower inside and bottom of vending cups. Interior temperature of the machine thru which the cups move on a conveyor is kept at sub-zero. Instant freezing of the water results as it touches the cup. The ice coating is 1-16th of an inch thick, according to Simpson, and protects the paper from citric acid found in virtually all fruit juices.

Concentrate is then placed inside the ice coating, and as it flows at 15 degrees, it does not melt the (Continued on page 96)

BULK OP AIDS YOUTH

Co-Operation in Civic Projects Assures \$\$

By STAN BOWMAN

SALT LAKE CITY, Jan. 7.—Henry L. Ottinger is a firm believer in hard work, public relations, co-operation, quality, cleanliness and over-all insurance coverage.

On that foundation he has built and is operating one of the largest bulk vending businesses in Utah, dealing in ball gum, nuts, capsules and charms. His territory covers the Intermountain area where he has 1,800 bulk venders on location.

A quiet-spoken man with a trace of his native Ringwood, Okla., drawn, Ottinger declared:

"In my opinion, bulk vending is the ideal work. It affords one the opportunity of traveling and meeting many businessmen thruout the State, and in my case these are the men who devote much of their time to the welfare of juveniles—America's citizens of tomorrow."

Youth Programs

Ottinger was referring specifically to service clubs whose major work is sponsoring youth clubs designed to aid underprivileged youngsters thruout Utah.

Members of 33 service clubs in the State work closely with Ottinger in securing locations for his bulk venders. In return Ottinger turns

over a certain percentage of the profits from such outlets to each group, thereby helping defray the cost of youth projects.

Outstanding in this work are the Kiwanis and Lions clubs which have strong youth programs in Utah. Ottinger provides the machines and services them in locations sponsored by the clubs.

Describing his work with civic organizations, he said:

"I do all I can by suggesting spots for machines, changes of locations when necessary, as it is up to me to see that the venders bring in (Continued on page 84)

Self-Service Keys Distrib Remodeling

CHICAGO, Jan. 7.—Remodeling of the Logan Distributing Company headquarters along the lines of today's grocery supermarkets is under way, Jack Nelson Jr., proprietor, announced this week.

"Highlight of the remodeled display room will be a 72-foot counter exhibiting in open cases more than 150 different charms backed by packages of items in bags of 100, 500 and 1,000," Nelson announced.

"Pick-up carts will be available for operators who desire immediate service," Nelson stated, explaining, "they can make their own selection and number of items immediately and then check out with the clerk."

In addition to displaying charms, there will be counter displays of capsules with 24-hour service on special orders, and a special display of current charm favorites, pan candies, ball gum and special mixtures—green gum for St. Patrick's Day, red, white and blue for Independence Day, July 4, and other patterns for holidays.

As the seasons advance, Nelson announced he would post reminders of the current annual best selling charm—Easter eggs, baseballs, footballs, basketballs and Christmas ornaments.

Nelson stated he is looking forward to charm manufacturers to bring out items for the ice skating, hunting, fishing, and skiing seasons.

Included in the plans is a promotional campaign for reporting new ideas, suggestions and a list of best selling items in the catalog price list sent every 60 days to bulk vending operators.

PM Organizes Overseas Div.

NEW YORK, Jan. 7.—Philip Morris Overseas, a division of Philip Morris, Inc., has been organized to consolidate the firm's foreign operations.

The new division will be headed by Joseph F. Cullman 3d, who will serve as president and board chairman. Cullman is a PM board member and executive vice-president. George C. Dawson, who had been director of overseas operations for PM, is executive vice-president of the new division.

Other division vice-presidents are Sidney Bach, Joseph M. Cahn and Justus Heymans. James E. Truner has been named secretary.

PM's overseas activities are centered in England, in Australia—where a \$4,000,000 plant went into operation—and in the Philippines, where arrangements were completed with LaSuerte Cigar & Cigarette Factory for the manufacture and sale of Philip Morris brands.

Less Brand Troubles Face Cig Ops in '56

NEW YORK, Jan. 7.—Cigarette vending operators are going to have less brand troubles in 1956, according to Lewis Gruber, vice-president and sales director of the P. Lorillard Company.

Gruber pointed out that while at least 15 new major cigarette brands, sizes and packagings were introduced in 1953 and 1954, only four new ones were added last year. Most industry spokesmen feel there will probably be less brands on the market a year from now.

Meanwhile, domestic cigarette sales in 1955 were estimated at 380 billion packages, a rise of 4 per cent over 1954 and only 3 per cent short of the record in 1952, when 394 billion packs were sold.

Carton Sales

Part of this increase, tho, does little good for operators—carton purchases are growing in popularity, and it is estimated that about 60 per cent of all cigarette carton sales are made by women at food and drug outlets.

Filters continue to gain. Three

years ago they represented less than 1.5 per cent of the market—today the figure is about 20 per cent. And most of the filter growth has been at the expense of the standard-size brands. In 1950, the five leading standards accounted for more than 90 per cent of the cigarette market; today their share of market has fallen to 52 per cent.

King-size, non-filter brands fell off somewhat in 1954 to about 27 per cent of the market compared with 29 per cent in 1954.

Cigar Picture

The cigar outlook is the best it has been in years, as manufacturers expect to exceed last year's record output of 6.2 billion units. According to Walter Lyon, president of the Cigar Institute of America, packs of three, five and 10 cigars will have a lot to do with the increase. Five packs are already being dispensed in vending machines.

Lyon added that one of the most encouraging signs is the lower age of the new cigar smoker—just under 23 years—with an annual figure of 600,000 new smokers.

Foodco Begins Production on New 7B Vender

MANCHESTER, N. H., Jan. 7.—Food Engineering Corporation has started production on its new version of the Model 7A Cup-o-Matic bulk milk vender, it was announced this week.

Known as the 7B, the new model can be used as a one or two-flavor dispensing machine with the flip of an electrical switch inside the cabinet, and includes storage space for two spare 20-quart cans.

In the single flavor operation, the machine automatically goes over to the second can when the first becomes empty. The capacity of each can is 200 cups.

Deliveries on the new model are currently being made in the Eastern United States and Canada, company officials stated, with Western shipments scheduled for late this month.

Sanitation Features

The 7B has numerous sanitation features which bring it into compliance with the 3A Code on manual dispensers, the company said. Included are a completely washable all-stainless steel interior without crevices or sharp corners; plug-in mechanism, instantly removable for cleaning; a condensate deflector integral with the cup station; sealed-in gaskets and breaker strips, and a pouring nozzle temperature below 50 degrees in temperatures up to 110 degrees.

The patented single-service sac is the basic measuring dispensing principle of the vender. All the electrical and mechanical devices

Develop Cup Vender Fluid Pack Combo

GENEVA, Fla., Jan. 7.—In-A-Cup Corporation announced this week it has developed a new packaging method for concentrated fluids and a cup vender to dispense the package.

Features of the combination, according to Henry A. Simpson, president and designer, are greater simplicity and economy in sanitation, service and operating requirements for bulk juice vending.

Principal tools are standard vending machine paper cups, a patented "ice-seal" process of storing concentrates—citrus juices and milk—in the cup before it is dispensed, and a refrigerated cup vending cabinet without mixing valves and tanks.

The products will be placed on the market as soon as patents for the In-A-Cup vender are granted. Patents covering the ice-seal method of packaging were issued in January, 1954, Simpson said.

Price \$750

Simpson announced the unit has a capacity of 800 cups and will

Candy Ops May Get Break, As Cocoa Bean Prices Drop

NEW YORK, Jan. 7.—Operators of candy routes, plagued for the last few years by rising bar costs, coupled with their reluctance to jump the vending price to 10 cents from the traditional nickel, may be able to breathe a bit easier this year.

It seems fairly certain that wholesale prices won't go up this year, and there is an outside chance they may go down. The prime factor in determining the cost of candy bars is the price of raw cocoa beans, and the price has been dropping sharply.

But the cure may be worse than the disease. In August, 1954, raw cocoa was selling for 72 cents a pound; today it is selling for 32 cents a pound. The price, decline, however, is due to decrease consumption more than anything else, and the high price has been responsible for the decreased consumption.

Smaller Bars

The manufacturers' answer to high cocoa bean prices is to make candy bars smaller or turn to chocolate substitutes. The results of these actions has been increased cocoa bean surpluses and depressed prices.

But, with the depressed prices, the reaction sets in. Both Hershey and Nestle have added an eighth ounce to their 5-cent milk chocolate and chocolate almond bars, bringing the bar weights to a full ounce, the most they have weighed in two years. However, they are still short of the pre-World War

average of an ounce and three-eighths.

Industry sources feel the one-ounce bar will be here for a while—and it certainly won't get any smaller this year. Cocoa bean shipments from Africa and South America have been heavy during the last two months, and this year's crop from Brazil is expected to be the largest in several years.

Jersey Cig Tax

Continued from page 82

Jersey treasury at the end of the fiscal year.

Vending opposition to the tax increase faces a tough fight. Current New Jersey cigarette tax is 2 cents, lower than in neighboring New York and Pennsylvania.

While in New York over-the-counter packs usually sell for 24 cents and vended packs a cent more, there is a 2 to 3-cent differential between the prices charged over the counter and in vending machines in New Jersey.

Absorbs Penny

If a 1-cent tax increase is passed, regulars will probably still vend for 25 cents, with the operator absorbing the extra cent. However, according to several New Jersey operators, he won't continue to absorb the extra cent on king-size brands, and he certainly will never take a beating on filters.

In all likelihood, with the passage of the 1-cent increased tax, the structure will be regulars at 25, king-size brands at 27 and filters at 28 or 30 cents.

If the 2-cent tax increase is passed, the operators will really have a problem. On regulars, they can stay with a quarter, but the margin will only be 3 cents, and with location commission deducted, the play is dangerously narrow.

Mechanical Problem

A 26-cent vend would give the operator a safer margin, but this is a mechanically difficult solution. Getting more than 3 cents a pennied pack isn't advised, and even the latest multi-price selection vending machines have no provision for pennies.

Chances are, that if the additional 2-cent tax is passed, some operators will attempt to hold the line at 25 cents, while other will jump to 27 cents on regulars. On the 27 cents, they'll be running 2 cents higher than retail prices—which will probably be a quarter.

King-size and filter brands, however, won't present too much of a problem. Kings will probably be 27 or 28 cents, while a straight 30-cent vend on filters seems logical.

Operators, of course, are hoping that there will be no tax increase, and they promise to wage a bitter fight against any more taxes. But, according to trade sources, the odds are against them.

Auto. Canteen Sets Dividend

NEW YORK, Jan. 7.—The board of directors of the Automatic Canteen Company of America has declared a dividend of 27.5 cents per share on common stock payable to shareholders of record December 15, 1955.

The company said that consolidated sales for the quarter ended October 1, 1955—without taking into effect the Rowe-Canteen merger—will show an increase of about 16 per cent compared with the corresponding quarter of the preceding fiscal year.

Consolidated sales—also exclusive of Rowe—for the fiscal year ended October 1, 1955, will show an increase of about 8.5 per cent, the company added.

The firm's annual report, which is in preparation, will include the Rowe figures.

L&M Names Horan

NEW YORK, Jan. 7.—Francis H. Horan this week was elected a vice-president of the Liggett & Myers Tobacco Company. Horan, who joined the firm in 1951, will continue to serve as a director and general counsel.

Wright Names Burns

NEW YORK, Jan. 7.—D. Floyd Burns Jr. has been named manager of the newly opened Southwestern district sales-service headquarters of the Wright Machinery Corporation, with offices in New Orleans. Wright, a subsidiary of the Sperry Rand Corporation, makes a potato chip vending machine among other products.

PRE-INVENTORY CLEARANCE VENDORS

Completely Reconditioned Ready for Location

- 18 Northwestern 33's Bulk \$4.95
- 44 Acorn Ball Gum 7.95
- 38 Victor Baby Grand, 1/4 or 3/4 .. 7.50
- 41 Northwestern Super Jet, 5/8 .. 9.95
- 29 Northwestern Jet, 1/4 8.95

10 Candy Bar Vendors \$159.50 Ea.
Stoner 3-Column Green,
1948, '49, '50's.

BERNARD K. BITTERMAN
4709 E. 27th St. Kansas City 27, Mo.

START the NEW YEAR

with **TWO NEW GIMMICKS**

Gold-Vacuum Plated TALKIE PINS to WEAR
\$15.25 per 1,000

Color-Inlayed HOLE-IN-HEAD CORK CHARM
\$9.00 per 1,000

f.o.b. Jamaica, N. Y.
Or: At our Distributors.
RESOLVE for 1956 to USE EVERY NEW GIMMICK IMMEDIATELY.

SAMUEL EPPY & CO., INC. 91-15 144th Place
Jamaica 35, L. I., N. Y.

BUY NOW!

Price increase effective Jan. 16th on all Victor Models

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.

EMPTIES MACHINES FASTER!

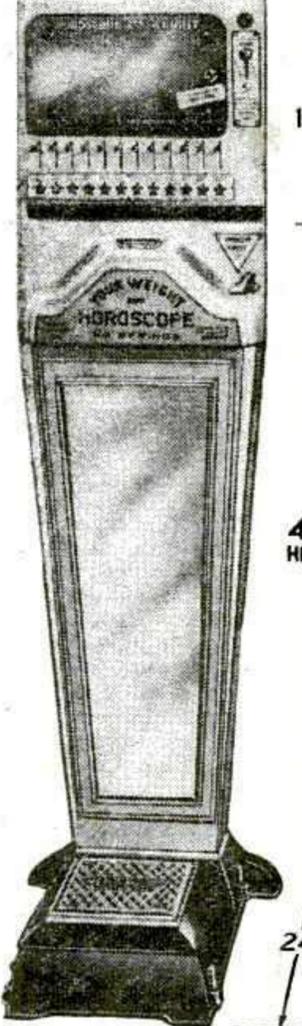


NEW! Red-Hot "Ball o' Fire" Bubble Gum!

SAM PHILLIPS COMPANY
4372 Lindell Ave., St. Louis, Mo.

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

ACME VENDING MACHINE CO.
1889-90 W. Washington Blvd., Los Angeles, California



15" HIGH
49" HIGH
24" HIGH
13" WIDE

5c HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

\$25.00 DOWN
BALANCE \$10.00 PER MONTH

WATLING MFG. CO.
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889
Telephone: COLUMBUS 1-2772
Cable Address: WATLINGITE, Chicago

EMPTIES MACHINES FASTER!



NEW! Red-Hot "Ball o' Fire" Bubble Gum!

SAM PHILLIPS COMPANY
4372 Lindell Ave., St. Louis, Mo.

ORDER NOW
Before Price Increase January 16, 1956

VICTOR STANDARD TOPPER
1c Ball Gum & Charm Vender
\$12.50

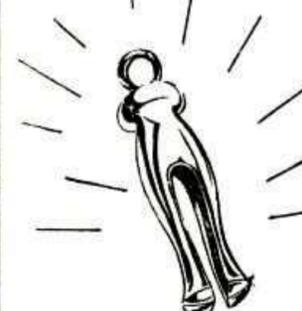
\$12.00 ea. 100 or More
All Victor Models in Stock.

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.

CLOTHES PIN



The kids will adore these clever little charms—they can hang their socks, clip ties, papers, etc.—so many uses!

Brilliantly vacuum plated in assorted colors at only
\$8.00 per M
For All Types of Vending
IMMEDIATE DELIVERY! ORDER TODAY!
Stickers available . . . contact your local distributor or:

paul a. Price co. inc.
55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-8

FIGHTING ROOSTERS

Bright colored Roosters joined with a rubber band—wind them up and enjoy the fight.

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!!!

UNEEDA MODEL 500
9 Cols., 350 Cap.
ONLY \$90.00

Uneeda Vending Service is instituting a new policy in this issue of Billboard. Check all information in this ad and future ads for terrific new benefits on equipment.

CIGARETTE MACHINE CONVERSIONS IMMEDIATE DELIVERY
on 25c and 30c Coin Mechanism Conversions for:
ROWE IMPERIALS, ROYALS, PRESIDENTS, CRUSADERS NATIONAL 930, 950, 750, 9A

Also Available:
• ROWE PRICE DIFFERENTIAL BARS • NEW CIGARETTE MAGAZINES (Containers) for all Rowe and National Machines. Will vend King Size & Reg. in all Cols. TERMS ARRANGED—WRITE FOR INFORMATION.

CIGARETTE VENDORS

National Model 9A, 9 Cols., 370 Cap.	\$125.00
National Model 930, 9 Cols., 270 Cap.	110.00
National Model 750, 7 Cols., 270 Cap.	110.00
Lehigh PX, 10 Cols., 300 Cap.	125.00
Lehigh PX, 8 Cols., 240 Cap.	115.00
DuGrenier Champion, 9 Cols., 370 Cap.	100.00
Uneeda Model E, 6 Cols., 180 Cap.	75.00
Uneeda Model A, 8 Cols., 240 Cap.	90.00

CANDY MACHINES

Stoner Candy Prewar, 160 Cap.	\$135.00
Rowe 5¢ Gum & Mint Vender, 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 Vender (like new), 5c, 10c & 15c Vend—Special \$125.

Rowe Refrigerated Sandwich Vender—\$300.

Trade prices: 1/3 deposit, balance C.O.D. Quantity buyers, write for special discount prices and terms.

Uneeda VENDING SERVICE, INC.
The Nation's Leading Distributor of Vending Machines
250 Meserole Street • Brooklyn 6, N. Y. • HEGEMAN 3-6295

EMPTIES MACHINES FASTER!



LEAF Rain-Blo BALL GUM

NEW! Red-Hot "Ball o' Fire Bubble Gum!"

BIRMINGHAM VENDING CO.
540 Second Ave., N.
Birmingham, Ala.

Sol Cafe Names Albert R. Canetti

NEW YORK, Jan. 7. — Albert R. Canetti has been named manager of the export division of the Sol Cafe Manufacturing Corporation, processor of coffee for the vending industry.

A veteran of 20 years in the import-export field, Canetti has been manager of the New York division of Getz Bros., San Francisco.

Cleveland Coin Machine Exchange, Inc.
Northwestern Corporation Distributors
2029 Prospect Ave. Cleveland, Ohio
Tel. 1-6715
Write for prices.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb.	\$12.00
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. B.G.	6.50
Master 1c Bulk Porc.	6.50
Master 1c & 5c Bulk Porc.	4.95
Columbus 1c Bulk	6.50
Silver King 1c B.G. or Mds.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1c B.G.	6.45
Advance #11 Mds.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.77
Pistachio Nuts, Vendor's Mix	.74
Cashew Whole	.61
Cashew Butts	.59
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.55
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets (similar to M & M), 550 ct.	.40
Assorted Fruit Charms, 100 ct.	.42

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, Brackets, 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**

PACKAGE GUM VENDER
This amazing vender is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

Co-Operation in Civic Work

Continued from page 82

a profit for the club as well as myself.

"My firm handles all merchandising problems and services the machines with clock-like regularity to keep them in perfect working condition. Public relations is a must in the firm, and whenever possible we work closely with clubs, merchants and community groups in any civic project."

Insurance Coverage

He is outspoken on the necessity of proper public liability and property damage insurance pointing out it not only covers the operator, but location owners as well. He cited an example of a Texas bulk operator who lost an entire department store chain because he did not have insurance.

"We keep a complete and properly audited record on each machine and location and know exactly how much pro-rate expenses are for each unit," he said.

Directing the operation of the Henry L. Ottinger Company, he asserted, is a full-time job, and while 90 per cent of his business is under the sponsorship of civic clubs, the firm supplements its income with nut and capsule machines.

Ottinger entered the bulk vending business in 1946 after 17 years with the Jones & Laughlin steel corporation where he served as a salesman, sales representative and store manager in the Oil Supply Division.

Partnership Set-Up

He set up a partnership with his brother-in-law, William O. Hughes,

and operate venders in the northern part of the State. Independently, Ottinger started his own business in the southern part of Utah, and in 1949 purchased Hughes' interest.

"We started with about 500 machines. I was 34 at the time I came to Utah, and we decided on this area because of the concentration of population in certain parts of the State," he explained.

While some operators do not like the "sponsorship" method of business, Ottinger said he found it effective, and that his firm was among the first to work with civic clubs.

Recalling his beginning, he remarked:

"When starting your own business you disregard the 40-hour week concept and work until you get your job done. However, over the years we have worked out a commission system for our employees whereby they can earn extra money thru efforts that increase sales."

Zoo Incident

Ottinger said that the only unusual accidents he encountered in his years as an operator occurred several years at the Salt Lake Zoo.

"We had a machine in the elephant house," he said, "and it apparently caught the animal's eye for it reached across the barrier with its trunk and smashed the globe, then sucked up all the ball gum."

In addition to his work with civic clubs, Ottinger is active in Methodist church circles, and is co-chairman of the finance committee of the Christ Memorial Church. He is also a 32d degree Mason and a Shriner.

Ottinger is married and has two daughters, one is a freshman and the other a senior at the Louisiana State University.

AT 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. 24¢ lb.
Cior-o-Vend Ball Gum 40¢ lb.
Cior-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. 30¢ box
5-Strick Gum, 100 packs \$1.90
F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS

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

NOTICE!
VENDING MACHINE OPERATORS

Get your orders in now before the prices rise.

Effective January 16, 1956, new prices on all Victor Venders are as follows:

5-STAR BABY GRAND
Less than 25 cases, \$53.00 per case of 4.
25 cases or more, \$51.00 per case of 4.

STANDARD TOPPER
Less than 25 cases, \$53.00 per case of 4.
25 cases or more, \$51.00 per case of 4.

TOPPER DELUXE
Globe Style or Topper Deluxe Half Cabinet Style. Less than 25 cases, \$40.00 per case of 4.
25 cases or more, \$57.00 per case of 4.

SUPER V
Less than 25 cases, \$74.00 per case of 4.
25 cases or more, \$70.00 per case of 4.

KING SIZE TOPPER DELUXE
Less than 25 cases, \$61.00 per case of 4.
25 cases or more, \$59.00 per case of 4.

All prices F.O.B. Chicago.
Expand your routes now!
See your nearest Victor distributor.

VICTOR VENDING CORP.
5711 W. Grand Ave. Chicago 29, Ill.

Paper Venders on N. Y. Subways Fail To Impress Public

NEW YORK, Jan. 7. — Newspaper vending is obviously something less than a howling success in the New York subway system. Machines are now on location in about 60 rapid transit stations which have no newsstands and, according to Charles L. Patterson, chairman of the Transit Authority, they're not doing well.

In fact, the TA is considering the installation of newspaper vending racks in city-owned busses, but they would operate on the honor system: The rider would take his paper and, the TA hopes, would then deposit a nickel in the box.

It is expected, tho, that any such arrangement would meet with howls of protest from newspaper distribution contractors with which the city is doing business.

Newspaper vending machines affixed to posts are being used in some cities, and commuter busses between New York and New Jersey already have racks.

CIGARETTE AND CANDY MACHINES

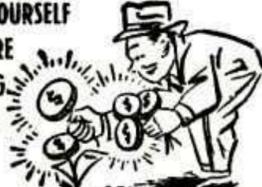
Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

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 Y.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

HELP YOURSELF TO MORE VENDING PROFITS



Get VENDOR Every Month Thru a Money-Saving Subscription



More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW—MAIL THIS COUPON TODAY

Vend Magazine 700

2160 Patterson St., Cincinnati 22, Ohio

1 year \$4 3 years \$8

Payment enclosed Please bill me (Foreign rate, one year, \$8)

Name.....
Address.....
City..... Zone... State....
Occupation.....

VICTOR'S TOPPER

1c BALL GUM MACHINE \$13.25 each \$12.75 100 or more

AMERICA'S FINEST BALL GUM VENDOR

VICTOR'S FIVE STAR BABY GRAND \$13.25 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

THERE ARE BIG PROFITS IN GUM

GET YOUR SHARE WITH **Northwestern**

PACKAGE GUM VENDER

This amazing vender is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

TAB

You'll hit the jackpot with this selective tab vender ten column. 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 North western 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

Precision-Built for PROTECTION & PROFITS!

ACORN

The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

- Vends GUM—all bulk merchandise.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

1c & 5c mechanism slides into place—no screws!

IMPROVED! SILVER-STREAK
BRUSH HOUSING & BALL GUM WHEEL

MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

Western Office OPERATORS VENDING MACHINE SUPPLY 1023 S. Grand Ave. Los Angeles 15, Calif.
Eastern Sales Office M. J. ABELSON 2033 Fifth Ave. Pittsburgh 19, Pa.

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 1/2" by 2" by 3 1/4" has separate cash box Advance coin - detector with automatic coin return when machine is empty... protected against break-in. Available for 1c, 5c, 10c or 25c operation.

For Details and Prices Write, Wire, Phone Today

J. SCHOENBACH
Factory Distributor of Advance Vending Machines
1645 Bedford Ave., Brooklyn 25, N. Y.
PResident 2-2900

GIVE TO DAMON RUNYON CANCER FUND

News Briefs

PHILADELPHIA, Jan. 7. — Ralph Ross has been appointed confection broker for Up-State New York for the Blumenthal Bros. Chocolate Company, Joseph Blumenthal, confection division sales manager, announced. Ross, whose territory will include Albany, Rochester, Utica, Buffalo and surrounding territory, will sell to vending operators.

JANESVILLE, Wis., Jan. 7. — Kwik-Kafe, Inc., Rock County, has changed its name to Central Vending Company, Inc., Allen L. Atwood and Floyd K. Yeomans, co-owners, announced this week. Other than the change in name, there were no other changes in the firm located at 123 N. Main Street, Janesville.

COINMEN YOU KNOW

Continued from page 81

mas gift of all. Sam finally received his citizenship papers. . . . Gene Laine, of the same organization, was another who had cause to celebrate Christmas. Gene was visited by his daughter, who lives up North, and all Gene could talk about was how beautiful his teen-age daughter looked.

Lucky Skolnick, of Music Makers, Inc., recovered from his illness just in time to celebrate his wedding anniversary. Congrats to a real nice couple. May there be many, many more of them. Willie Blatt, Music Makers, Inc., celebrated his Christmas by getting delivery on a brand new Caddy. And to keep in the spirit of things, Eddie Weber, of the same outfit, was presented with a baby boy. Mother and son doing well.

Budisco reports that the biggest selling record during the Christmas season was M-G-M's "Nuttin' for Christmas." They also report that the biggest selling non-holiday record is Dean Martin's platter "Memories Are Made of This."

Milwaukee

By BENN OLLMAN

NEWCOMER AT GRONOWSKI HOME. It's another girl for the Ed Gronowskis. The veteran route foreman for Red's Novelty Company, became the daddy of his sixth daughter last week. Her name is Janice. Says Ed: "I've given up passing out cigars. At this stage someone should give me cigars."

Still no word from the city fathers relative to the tearing down of their building to make way for a freeway, says Joe Pelligrino. Everything else, outside of their need to go shopping for a new headquarters, is very rosy, adds Pelligrino. He and partner Bob Puccio report that 1955 was an excellent year for them.

Stu Glassman, disk buyer for the Radio Doctors one-stopper, notes that this was the "biggest season we've ever had." Operator accounts mailed in a record volume of disk orders in '55. A number of changes in mailing pieces and the addition of quite a few more operators should have a potent effect on business in '56, says Stu.

January 15 will be the opening day of a week set aside to allow operators a chance to view the new model 1900 Wurlitzer, says Harry Jacobs Jr., head of the United, Inc., distributing firm. Just back from a 5,000-mile flight to Los Angeles where the new Wurlitzer offering was unveiled to distributors. Jacobs says the trip was wonderful and so is his enthusiasm over the new music machine. Plans for '56, he added, include a complete renovation of the headquarters and the addition of at least one more salesman.

Phyllis Kappenman, Major Distributors' office manager, is back on the job following a month of recuperating after surgery. . . . "Sixteen tons," "I Hear You Knockin'" and "Memories Are Made of This" are the big tunes at year's end, according to Mrs. Raymond Lax, of Ray's Amusement. A direct result of the Christmas holiday, says she, is the boom in used record sales. "It seems like a lot of kids got phonographs for Christmas and they are looking for records."

New York

By AARON STERNFIELD

ALL DIME PLAY. Howard Prager and George Witt, partners in Dublin Vending, Manhattan and Queens music and game route, report that all juke box locations on their route are 10 cents.

Jack Uder has bought part of the Doll Amusement route. . . . Louis Leventhal, S&L Vending, has taken over the operation of his son, Sol's game route, with Sol concentrating on the cigarette stops.

Vacationing in Florida are George Holtzman, Sol Tabb and Gilbert Sens. . . . Lou Rosenberg, president of the Associated Amusement Machine Operators of New York, is back from a Florida vacation. . . . Morris Peskin is taking it easy in Lakewood, N. J., and Harry Berger, West Side Distributors, is out of town for a brief rest.

Ira Zucker is recuperating from a recent case of food poisoning. . . . Jack Tashman is in the Memorial Hospital at 444 East 68 Street. Recent visitors on 10th Avenue were Bill Coddington, Loch Sheldrake, N. Y., and Mrs. Gertrude Browne, Paramount Vending, Beacon, N. Y.

Abe Lipsky and Joe Young are getting ready for Wurlitzer Days, to be held at Young Distributing Company here Sunday (15). An open house is planned and Hank Barber will represent the parent company.

Bernie Boorstein, Leslie Distributors, is getting a lot of compliments along 10th Avenue because of his streamlined figure. Bernie got down to 220 pounds from 245 pounds in a month and plans to trim down another 30 pounds to 190, his golf weight.

Ted (Champ) Seidel entertained coin machine friends over the new year holiday with impromptu ukulele renditions. . . . Bill Furst and Bill Schwartz, local Stoner distributors, expect the new Stoner soup

(Continued on page 91)

Uses Grocery Unit for Plant Feeding Plan

CHICAGO, Jan. 7. — A new twist to in-plant feeding thru use of a multiple-selection vender originally designed for packaged grocery items, has been introduced by Bill Garrett, owner of Allied Vending Company.

Allied Vending has been using the vender to dispense sandwiches, salads, fresh fruits and canned juices to serve 500 employees in one of the Ekco Products Company's plants here since December 15.

Garrett reported his firm operates more than 300 venders in more than 100 industrial and business locations. He disclosed that he is negotiating to secure between 50 to 100 of the multiple vender, including the model for hot foods.

The machine's daily gross has been rising steadily, Garrett reported, with the prices on items ranging from 10 to 40 cents. The vender is loaded in the morning and checked each afternoon.

Volume Up

There are two other venders—one for sandwiches, the other for canned juices—in the plant, Garrett said. While per unit sales have fallen slightly, over-all volume has shown a marked rise since the multiple vender was installed.

Currently the large unit is dispensing daily 65 sandwiches at 35 and 40 cents; 75 salads at 20 cents; 60 apples, 25 oranges and 25 cans of juice at a dime.

Garrett said he has not loaded the vender to capacity as yet. How-

(Continued on page 88)

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Occupation

Amusement Game Industry News Highlights of 1955

Pool, Shuffles, Guns, 5-Balls Enjoy Top Year; Legal Moves Hurt Bingos

CHICAGO, Jan. 7.—The market for coin-operated amusement games underwent radical changes in 1955.

Perhaps the most important development was the search for lower-priced games with new location appeal—which was realized in late summer with the advent of the pool game as a sure-fire location piece.

Earlier in the year, the momentum of gun game popularity carried thru into the early summer months, and baseball games shared the spotlight with these pieces in the spring and summer.

Shuffle bowlers continued their long-lived popularity as a standard location item thru most of the year, beginning to drop off only after the pool games cut into the shuffle market.

In the pinball field, five-ball games had a good year, with more and more of these games accepted thruout the country, and many more of them operating on dime play than in previous years.

Bingo pinballs, on the other hand, while enjoying a steady market thru most of the year, began dropping off in demand following a number of legal actions later in the year. While bingo pinballs are still standard location pieces in many areas of the nation, anti-bingo legal action has, however, definitely hurt this part of the market.

The coin machine export trade continued its record-breaking climb during 1955, with shipments thru the first nine months of the year indicating dollar volume will equal or approach the all-time high of \$14½ million plus set in 1954.

Seattle Ops Pay Million In State Tax

SEATTLE, Jan. 7.—The Washington State Tax Commission reported that Seattle area coin machine operators paid \$1,078,854 in State coin game taxes during the fiscal year which ended June 30.

The State takes 20 per cent as its share of coin machine revenues, which means operators realized grosses of more than \$5,000,000 during the year.

The figures, however, include tax returns filed by operators in other counties under a Seattle-area heading. Seattle game license fees in the first 11 months of 1955 totaled \$175,000, reportedly mainly from pinball licenses.

The \$5,000,000 plus received by Seattle area operators represents about 60 per cent of the entire amount spent on coin games in the State, officials estimated. Tacoma operators received about \$800,000, with Spokane operators getting about \$250,000.

Estimated coin game tax revenue for the entire State is \$9,084,630.

Sheldon Sales Co. Hosts Bally School

SYRACUSE, Jan. 7.—Fred Iverson, manager of Sheldon Sales Company here, was to host operators and servicemen at the Bally Manufacturing Company service school January 10-13.

The school, open to operators and servicemen thruout the area, was under the direction of Bob Breither, Bally field engineer.

Current Bally games, including ABC Bowler, Congress Bowler, Broadway pinball game, and the new Pin-Pool line were to be covered by Breither during the four-day session.

Steady shipments of amusement games to foreign markets account for a large percentage of coin machine shipments.

Coin machine distributors—including in large measure, amusement game dealers—took a stride forward in 1955 with the reactivation of the National Coin Machine Distributors' Association, which organization's national membership has increased steadily since.

Following are the news highlights of the year, as they happened in the coin-operated amusement game industry:

JANUARY. Gun games hike takes for Canadian operator. . . Milwaukee operators ask licensing change. . . Business boom aids California coin trade. Kansas City,

Mo., operators challenge legality of pinball ordinance. . . Five-ball games climb in popularity with Minnesota operators. . . Binks ships shuffle bowler attachment, innovation in shuffle field. . . Commerce Department reports coin exports up 22½ per cent in 1954, hit record \$14½ million. . . O. O. Mallegg, export firm sees 1955 world coin trade up 40 per cent. . . New York gives gun games green light, licensing games in certain locations. . . Chicago game distributors expand world market sales. . . Game manufacturers begin year with large variety of production models. . . Atlanta shuffle game license move begun.

FEBRUARY. 1955 Far East ex-

(Continued on page 90)

EUROPEAN AIR LIFT

New Sources Hike Pool Ball Supply

CHICAGO, Jan. 7.—Pool ball reinforcements are on the way for the nation's 15 or more coin-operated pool game manufacturers.

While shortages of supplies still exist for the production of this most popular coin game in the country today, indications are that the crisis will gradually if not quickly taper off.

Manufacturers had cause to issue sighs of relief due to the following three developments in the past few weeks:

1. European pool ball manufacturers have begun to solve, in part, the U.S. shortage of balls by flying in supplies from their overseas plants.

2. More U. S. manufacturers have joined in production of pool balls suitable for the new coin-operated games, altho their products are generally considered inferior to those already on the market.

3. Two large manufacturers of pool balls in the nation, which have furnished the bulk of balls used so far by pool game manufacturers, have increased production and are now at capacity output.

Game manufacturers reported this week receiving shipments from pool ball producers in Belgium, Switzerland, Germany, and Scotland, with known producers in

other countries reported also interested in the U. S. market.

Smaller manufacturers in the U. S., and at least one large plastics firm have begun production of pool balls, and expect to further battle the present backlog of orders in game manufacturers' hands.

A. R. Van Horne, president, Niagara Insull - Bake Company, Albany, N.Y., one of the large producers which has been in pool ball production since 1868, reported this week that demand for pool

(Continued on page 89)

Minn. Ops Get Court Order Guarding Pins

MINNEAPOLIS, Jan. 7.—Minnesota pinball game operators were given a needed chance to catch their breaths this week as they gained a temporary court restraining order preventing confiscation of games on locations.

District Court Judge John A. Weeks, Thursday (5), granted John McNeice, operator of a Minneapolis Arcade, and his attorneys a 15-day stay to enable both sides to submit briefs after hearing oral arguments.

The action follows the recent decision by Miles Lord, Minnesota's attorney general, that pinball games giving free replays are gambling devices.

Sought 5-Ball Opinion

McNeice's attorneys first sought to have the Minneapolis city attorney stipulate that Lord's decision would pertain strictly to five-ball games.

The city attorney asked Lord's opinion and Lord refused to exclude bingo and one-ball games.

McNeice's attorneys went ahead with their lawsuit nevertheless and obtained an injunction which prevented Minneapolis police and others from confiscating the games until the issue is determined.

Lord, at the request of the Minneapolis city attorney, took on defense of the action.

State Hits Order

The State charged that Judge Weeks' restraining order was too broad and prevented law enforcement officers from acting against any coin-operated device. Asked to eliminate the restraining order, Weeks refused.

PLAYERS VIE FOR NEW GAME

BAY CITY, Mich., Jan. 7.—Coin-operated pool teams in three separate leagues are competing here for the city championship—and a brand new pool game.

The game has been offered as a prize to the winning team by Valley Manufacturing Company, coin-operated pool game manufacturer.

Members of the winning team will, in turn, compete against one another for the right to the pool table.

Chi Office Sees: No Big Change In License Law

CHICAGO, Jan. 1.—The office of the corporation counsel here this week advised that "no important changes were planned" in Chicago's coin-operated amusement game and juke box licensing system for 1956.

William Kafka, assistant corporation counsel, said minor changes might be made to assure that "borderline" type amusement games are not licensed under the ordinance, but that most shuffle bowling games, pool games and other units would continue to be licensed this year.

He said the Chicago game panel had turned down a number of game models for operation in the city which had been presented during the year by manufacturers.

This included a type of pinball game played with a shuffle puck and other models.

Kafka said the city had fined operators during the December to the tune of \$83,000 on license violations. Some operators, he said, "use every subterfuge to get around the license laws."

4,803 Licensed Games, Jukes In Milwaukee

MILWAUKEE, Jan. 7.—Report by H. H. Wolf, chief license clerk of Milwaukee, revealed that a total of 4,803 permits were issued in 1955 for various amusement devices.

Breakdown of the figures showed that there were 2,590 juke boxes and 2,213 pinball machines and other coin devices with city license tags on location here.

Number of taverns in operation in Milwaukee during 1955 at year's end, was 2,166, an increase of nine over a year ago. The additional nine were due to the fact that taverns were within the annexed areas that came within city limits during the year.

Miami Hits Op Laxity In Licensing

MIAMI, Jan. 7.—An apparent laxity of operators to obtain licenses for their coin-operated amusement games, juke boxes and vending machines has been criticized by city officials here.

City commissioners ordered stricter enforcement of the licensing system by the police department and tax collector's office.

According to a report from R. A. Williams, assistant city manager, the city sold 1,158 licenses for "pinball" games during the 12-month period, September 1, 1954, to August 31, 1955. Fee per license is \$18.75.

The report also disclosed 1,838 "vending machine" licenses and 34 operators' licenses sold. The "vending machine" licenses apparently include licenses issued for other games and/or juke boxes, bringing the total to 3,030 licenses sold during the period.

Valley Game Features New Top Leveler

BAY CITY, Mich., Jan. 7.—Valley Manufacturing Company here is featuring a new type table top with its latest coin-operated Bumper Pool game model.

According to Earl Feddick, Valley president, Bumper Pool is the only game on the market with the new top, which he calls the "climatic adjuster."

If the table top bows, the adjuster will pull it back into line. The adjuster is fastened to both the table bottom and playfield. The mechanism ties the playfield down to eliminate movement, and guards against break-ins, according to Feddick.

NEW OPS JOIN INDUSTRY

Vets Savvy Elec. Games, Others Spot Pool Units

LOS ANGELES, Jan. 7.—New operators are being attracted to the amusement game field—attracted by both the simplicity and intricacy of new games.

That is the belief of Ed Wilkes, general manager for the past 11 years of Paul A. Laymon, Inc., distributors for the Bally and Rock-Ola lines here.

After several months' observation of the fast rise of the pool industry, Wilkes is able to see new blood in the industry—and a new type of operator. These games have opened the way for the managerial type of person.

"The simplicity of these games

as well as their current success has made it possible for people who never before contemplated entering the field to get into it," Wilkes said. "The mechanical operation of the games is the basis—most anyone can install and operate them without past experience.

"The chances are that these people will go into other types of game operation as they become more familiar with the business. But for the present, the pool games are doing a yeoman service in interesting and keeping new operators enthusiastic."

The complexities of electric (Continued on page 87)

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10 to Box—Specify No.

Number	Cost per	Cost per
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COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

January 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 1—Summit County Music Operators' Association, monthly meeting, Akron.

February 1—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer Company, Mishawaka, Ind.

February 2—California Music Merchants' Association, Sacramento division, monthly meeting, association headquarters, Sacramento.

February 7—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton Gibson, Cincinnati.

February 7—Washington Music Merchants' Association, monthly meeting, Seattle.

February 7—West Virginia Music Operators' Association, monthly meeting, place to be announced.

February 7—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

February 13—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

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.

New Operators

Continued from page 86

games with their innumerable relays, movable parts and intricate wiring systems are appealing to another type of person. However, unless those in the first category—the pool game operators—show unusual technical talent, Wilkes believes that the more advanced games will separate the men from the boys.

In the past few years and particularly in recent months, games



ED WILKES

have been made that are so advanced electrically that it almost takes a M. I. T. graduate to work on them," Wilkes stated.

However, service with the Armed Forces will go a long way in supplying an operator for this type of device, Wilkes thinks. The young discharged serviceman, who has had training in radar and electronics, will find, Wilkes continued, the government training invaluable.

Wilkes relates a story of a problem that confronted a group of Signal Corpsmen in the South Seas during World War II when an electrical apparatus broke down. Several of the engineer-type men worked on the device without success. Soon, a former amusement game service man took over the job and fixed the machine.

Wilkes added that future operators might face similar problems if game designers continue the present trend in electric games. While a number of top repair men will be able to handle trouble calls, Wilkes is of the opinion that those familiar with electronics and radar will find the job less difficult.

Prior to joining the Laymon company, Wilkes was both a mechanic and operator for more than 10 years.

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PANORAMS FOR SALE, WITH PEAKS, extra nice condition; also some good Arcade machines. Send for list. H. E. Loeback, 211 W. Douglas Ave., Wichita, Kan. ja28

VENDING MACHINES, PARTS, ALL SUPPLIES, Ball Gum all sizes, Ice Tab Gum, 5c Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1/2 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 Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. fe18

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

30 THREE IN ONE AND 20 FIVE IN ONE Vendors, \$6.50 each; no fair offer refused for the lot. John Hoff, 1920 Rose Street, Baltimore 13, Md.

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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-29

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Get Ct. Order Guarding Pins

• Continued from page 86

pal and Minnesota courts found that such machines were not gambling devices. He said that in 1936

Ramsey County District Court, St. Paul, found the same.

In 1940, said Kaplan, the then Hennepin County attorney held that the machines were gambling devices and a lawsuit followed resulting in the Reed injunction.

As a result of this, said Kaplan, Minneapolis enacted an ordinance licensing the games.

Ops Pull Pinballs

With pinballs giving free replays banned by the Minnesota attorney general, operators in Minneapolis and St. Paul generally had been pulling their machines off location. Distributors reported a "wave" of such machines being turned in for credit toward purchase of the new pool tables, bowlers and juke boxes.

However, operators outside the Twin Cities area, by and large, were taking the attitude of

"watchful waiting" and standing by to see how the situation develops. What has come has not been good—Uncle Sam has joined the act thru the person of George MacKinnon, U. S. district attorney here. He has received Federal Court orders against seven pinball game players in the Twin Cities and a St. Paul bartender requiring their appearances in court to answer certain questions put to them by Internal Revenue agents concerning pinball game operations.

Await County Decision

Coinmen were awaiting another decision in Hennepin County District Court, Minneapolis, on an action instituted by a Mill City operator to determine whether five-ball games taking only one coin but giving free replays is legal.

Also pending is the action in behalf of several operators in St. Paul seeking to test the legality of Lord's ruling last month. That action is slated for hearing in Ramsey County District Court Monday (9).

Meanwhile an attempt was made last Saturday (31) to revive the old State association of coin machine operators. Tom Crosby, of Faribault, one-time president of the long inactive organization, summoned the operators to a meeting in St. Paul. About 25 or 30 showed up, it is reported. Few if any coinmen from the Twin Cities went to the meeting, with several taking the attitude that the calling of the session was "ill advised."

Questions Reorganization

"What could be gained by reorganization now?" asked one large Twin Cities operator. "Let's face it. Bingo and one-ball games are out in Minnesota."

"We have pulled off practically every one of our machines from location. And they'll be sold outside this State in territories where they may run legally. A few will be on location here in spots where they will be used merely as novelty games. The free replay mechanism will be taken off to abide by Lord's opinion."

The move by the federal government was sparked by the orders signed by Federal Judge Gunnar H. Nordbye at the request of MacKinnon, the U. S. district attorney for Minnesota, representing the Internal Revenue Bureau service. MacKinnon disclosed the government had been investigating pinball activities in this area for nearly a year.

Government Investigates

The court order was obtained under provisions of the federal anti-gambling law which distinguishes between pinball games as amusement or gambling devices. It was disclosed officially that in the course of their probing the past year, federal agents questioned scores of operators, location owners, their employees and hundreds of machine players.

In his petition for the orders, MacKinnon alleged that the persons named either flatly refused to answer questions or refused on grounds they might incriminate themselves.

Each of the eight is required, by the court order, to appear in Federal Court, with six scheduled to be heard by Federal Judge Edward J. Devitt in Minneapolis Tuesday (10) and two in St. Paul Federal Court January 23.

Peoria One-Stop Builds Good Will, Trade Via Airways

PEORIA, Ill., Jan. 7. — Hi-Fi One-Stop, headed by Chuck Sinsey, background music operator and a former juke box operator, has taken to the airways to promote business and build local public relations for juke box operators. Three mornings a week, Hi-Fi One-Stop sponsors a 15-minute radio disk jockey show over Station WPEO.

The program, helmed by deejay Harry Harrison, features a variety of music, from pop to classics, and is heard from 7:45 to 8. Commercials stress that the music played is based upon juke box operator and dealer purchases.

Hi-Fi One-Stop, which is the only operator record outlet in the area, has its entire stock in the open to speed up transactions. Browser bins are stocked with EP and LP albums to stimulate sales.

Grocery Unit

• Continued from page 85

ever, because of its ability to handle packaged goods larger than the limited range sizes handled by most equipment, he intends to vend complete hot and cold meals.

Other products will include pastries, including pies and cakes, sandwiches, fresh fruit, salads, puddings and beverages, including milk.

According to his plans, Allied Vending intends to install batteries of two multiple venders—one for refrigerated, the other for hot foods—throughout its larger locations.

Garrett said it is also possible to provide hot sandwiches thru it with the use of an infra-red ray heater installed alongside the vender.

International Sales Edition

Dated February 4th



delivers your advertising story to 2 BIG MARKETS: regular domestic market and the regular foreign market. You get both markets for the price of one because regular advertising rates apply.

Advertisers also get a BIG Bonus Circulation of 5,000 reprints of the International Sales Section mailed to buyers of coin machines in dozens of countries.

Plan now to tap this multi-million-dollar international market. Advertise your new and used Music Machines, Amusement Games and Vending Equipment.

To get best results, word your copy so that it "invites" foreign inquiries and sales. Specify on your order that the ad should appear in the International Sales Edition.

• Write or call your nearest Billboard office listed below

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188 W. RANDOLPH ST.
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PLaza 7-2800

Martin Toohey

CINCINNATI 22, OHIO
2160 PATTERSON ST.
DUnbar 1-6450

Lou Schochet

ST. LOUIS 1, MO.
390 ARCADE BLDG.
CHestnut 1-0443

Frank Joerling

HOLLYWOOD 28, CALIF.
6000 SUNSET BLVD.
HOLlywood 9-5931

George Kelley

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JANUARY 26
ISSUE DATED
FEBRUARY 4

TOP VALUES AT THE RIGHT PRICES!

ROCK-OLA SPECIALS

Used Wallboxes, 120 sel., chrome.. \$ 50	HF 100-R	\$800
1446, 45 rpm	M-100-C	695
1442, 45 rpm	M-100-C	550
1438, 45 rpm	M-100-BL	450
1436, 45 rpm	M-100-B	425
1434, 45 rpm	Seeburg Chrome Boxes, 100 sel. . .	60
1432, 45 rpm		

All Machines Guaranteed Reconditioned Like New
WRITE FOR COMPLETE LIST AND QUANTITY PRICES
Terms: 1/2 down, balance C.O.D.

S & K DISTRIBUTING CO.
Exclusive ROCK-OLA Dist. in E. Pennsylvania and S. Jersey
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MUSIC IS OUR BUSINESS!

ROCK-OLA 1438 COMET	\$545
WURLITZER 1100	155
WURLITZER 1015	95
A.M.I. MODEL C	165
A.M.I. MODEL A	125
SEEBURG WALL-O-MATIC (W4-L56--20 Sel.)	17

RECONDITIONED—REFINISHED LIKE NEW!
Terms: 1/2 Dep., Bal. C.O.D.



ATLAS MUSIC COMPANY
A Quarter Century of Service.
2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

BUMPER POOL GAME SUPPLIES

BUY YOUR POOL GAME EQUIPMENT DIRECT FROM HEADQUARTERS—
OVER 30 YEARS' EXPERIENCE SUPPLYING BILLIARD TABLE EQUIP-
MENT—SERVICING MANUFACTURERS, SUPPLIERS AND OPERATORS

RUBBER BACK BEDCLOTH 28"x48" Table Beds Grade IMPERIAL	\$9.75
STANDARD	7.85
CUSHION CLOTHS Grade TRIPLE A	\$5.45
SPECIAL	3.85
48" CUES Fibre Points, Tips and Bumpers Attached. Grade #1	\$2.75 \$30.00 Doz.
Grade #2 Solid Walnut Butts	\$2.50 \$27.00 Doz.
Red Lacquered Butts	
BILLIARD CHALK Per Half Gross	\$1.95
Per Gross	3.75
Lots of 5 Gross, Ea.	3.25
BILLIARD BRUSHES DeLuxe, pure bristle	\$3.75
Pocket, fibre bristle	2.50
Have flared ends to clean beneath rails.	
Cue Tip Clamps, 20¢ Ea. Per Doz. \$2.00. Metal Chalk Grips, 10¢ Ea. \$1.10 Doz. Chalk Grip Cord, 2¢ Ft.	
LUXOR BALLS 2 1/8" FLASHY—TOP QUALITY PLASTIC FINISH Solid Red	\$2.20
Solid White	\$2.30
Red w/ Spot	
White w/ Spot	
Per 10-Ball Set	\$22.00
Lots of 10 Sets	20.00
Ball sets consists of 4 White, 4 Red, 1 each Red and White Cue Ball.	
CUE TIPS ELK MASTER—12mm. or asst. Per Box of 50	\$1.95
10-Box Lots, Ea.	1.75
TRIANGLE—12mm. or asst. Per Box of 50	85¢
10-Box Lots, Ea.	75¢
TEN-MINUTE TIP CEMENT 2-Oz. Tube, Ea.	35¢
3 for \$1.00. Doz. \$3.25.	
BILLIARD TALC 5-Lb. Cans	95¢ Ea.
Per Dozen Cans	85¢ Ea.
1-Lb. Refillable Shaker Cans	25¢ Ea.
\$2.75 Doz.	

WRITE, WIRE OR PHONE IMMEDIATE DELIVERY
TERMS: MINIMUM ORDER \$5.00. C.O.D. ORDERS 25% deposit. 2% Cash Discount on all prepaid orders. All shipments F.O.B. Chicago. Guaranteed Satisfaction. ORDER WITH CONFIDENCE—We carry a complete stock of Billiard Table Equipment. Quotations of unlisted items upon request. Attention, Manufacturers: Quantity prices submitted upon request.

MARVEL BILLIARD SUPPLY CO.
1604-04 W. LAKE ST., CHICAGO 12, ILL. Phone: MOntroe 4-8855

Here it is!
The Hottest Game
In Europe
NOW AVAILABLE FOR
AMERICAN LOCATIONS



Get Faster Play
Pocket Bigger Profits... with
BELGIAN GOLF POOL
Terrific Money-Maker
Accepted Everywhere.

PRECISION MADE
BY SKILLED
OLD-WORLD
CRAFTSMEN

Famous throughout Europe since 1925.
A natural for American locations. No
installation problems, no servicing...
just continuous play and continuous
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is an outstanding example of skilled
European craftsmanship. Low in cost,
high in play appeal.

Send For Details Now!

Distributed exclusively in the United States by
O. O. MALLEGG, Incorporated
400 W. MADISON STREET • CHICAGO 6, ILLINOIS
Compact size: 28" x 43 1/2"

Pool Ball Supply
• Continued from page 86

balls has "held steady" despite the normal drop in game demand during the holiday season.

Niagara, subsidiary of Albany Billiard Ball Company, has increased production in the past few weeks and is working overtime on pool ball output—seven days a week.

"Demand has been phenomenal," said Van Horne. "We don't see how the business can keep up at the present tempo."

Van Horne said that imported balls were coming in, but that his firm could still sell "a higher quality ball at a lower price" than what manufacturers pay for the imported variety.

He explained that the imported balls he inspected were of lower quality plastic, some having a specific gravity of 1.03, compared to Niagara's 1.72—which is about equal to that of ivory.

C. E. Weiskopf, merchandising manager, billiard and bowling division, Brunswick-Balke - Colender Company, Chicago, said his firm is "still up to capacity production and sold out for another five weeks" on pool balls.

Brunswick has also been one of the major suppliers of balls to coin machine manufacturers. Weiskopf said that orders "slowed down a bit" during the holiday season. "But our customers assure us this is only a temporary slow-up," he added.

He said that there is no indication that prices asked for the balls will be lowered. "Price has remained steady from the start," he stated.

New equipment is already operating at the Muskegon, Mich., plant, where Brunswick's pool balls are produced. This includes added kettles for cooking the balls, racks for processing, trucks and grinders. The plant is working in three shifts on pool balls.

Commenting on the fact that smaller manufacturers are entering the pool ball output, Weiskopf said he thought such products would be of lower quality. "It took us years to learn to produce quality pool balls," he explained.

He said that imported pool balls would have to stand a duty charge as high as 25 per cent of cost, indicating that imported products would be considerably higher priced.

Weiskopf said reports from coin game manufacturers pointed to "many more varieties of the game," including new electrical features. A survey of manufacturers by The Billboard last week indicated that they feel the coin pool game is "here to stay," and that new electrical features are on the drawing boards.

'Memories'
• Continued from page 76

Tons," with Tennessee Ernie Ford on Capitol, while "Teen Age Prayer," with Gail Storm on Dot, was selected as the most promising in the section.

In the Midwest, "It's Almost Tomorrow," with the Dream Weavers on Decca, was the selection, while the Southern selection was "Band of Gold," with Don Cherry on Columbia. Most promising in the South was "Daddy-O," with the Fontaine Sisters on Dot.

Appearing on the program were Al Denver, president of the Music Operators of New York and MOA vice-president; Lewis Patrick, Manhattan, Kan., MOA director and John A. Wallace, Oak Hill, W. Va., MOA director.

Herman Named
• Continued from page 76

in Elizabeth, N. J., closed its New York salesroom and currently covers New Jersey for Rock-Ola.

Arthur Herman, head of Herman Distributors, said the firm will cover New York City and some up-State counties. Herman also has Boro Automatic Music, a music operating firm in Brooklyn.

Sam Gally will be in charge of the 10th Avenue office. Herman said that parts and new machines are available and that a showing and open house is planned.

Let's Make a Deal

We have a lot to offer...
tell us what you need
and we will work it out.

DAVID ROSEN
Exclusive A.M.I. Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2903

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MUSIC
Seeburg A-BL-G-R

PINS
Gottlieb 1951 thru 1955 | Williams 1954 thru 1955

GUNS
Genco Rifle Gallery
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Genco Wild West
Williams Safari

Williams Polar Hunt
Exhibit Treasure Cove
United Bonus Gun

No Quantity Too Large

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INTERNATIONAL AMUSEMENT CO.
1423 SPRING GARDEN STREET
Rittenhouse 6-7712
PHILADELPHIA 30, PA.

SCOTT-CROSSE COMPANY
1423 SPRING GARDEN STREET
Rittenhouse 6-7712
PHILADELPHIA 30, PA.

START THE NEW YEAR PROSPEROUS WITH CHICAGO COIN AUTOMATIC POOL

IMMEDIATE DELIVERY

BINGOS	VENDORS
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GAYETY	295.00
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PALM SPRINGS	150.00
DUDE RANCH	140.00
YACHT CLUB	90.00
BEACH CLUB	125.00
BEAUTY	115.00
ATLANTIC CITY	175.00
BRIGHT SPOT	85.00
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CHICAGO COIN BOWLERS	ARCADES
SCORE-A-LINE	WRITE
BLINKER	WRITE
BULL'S-EYE	WRITE
HOLLYWOOD	\$375.00
BONUS SCORE	\$375.00
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FIREBALL	275.00
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FEATURE FRAME	160.00
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SUPER MATCH	50.00
NAME BOWLER	50.00
CRISS CROSS TARGET	175.00
BOWL-A-BALL	95.00
UNITED BOWLERS	MISCELLANEOUS
MARS	\$225.00
SPEEDY	200.00
ACE	200.00
RAINBOW	175.00
LEAGUE	150.00
OLYMPIC	75.00
CASCADE	60.00
MUSIC	GOTT DUETTE
AMI F-120	\$695.00
AMI F-80	625.00
AMI MODEL B	145.00
ROCK-OLA 1438 COMET	445.00
	GOTT GUYS & DOLLS
	GENCO JUMPING JACK
	GENCO GOLDEN NUGGET
	SHIPMAN 2-COL. STAMP MACH. \$ 15.95
	LEHIGH PX 12-COL. CIGARETTE
	(New)
	225.00
	SILVER KING HOT NUT
	9.00
	NATIONAL #18 CANDY VENDOR
	95.00
	MERCURY 9-COL. CIGARETTE
	(New)
	150.00
	KEENEY COFFEE VENDOR
	425.00
	ACORN CAPSULE VENDOR
	15.00
	ATLAS CAPSULE VENDOR
	15.00
	ALKONO CRACKER VENDOR
	27.50
	ACORN CHARM VENDOR
	27.50
	CONTINENTAL CHANGE VENDOR
	86.00
	ROWE PENNY INSERTER
	(Electric, New)
	WRITE
	GENCO SUPER BIG TOP
	WRITE
	GENCO QUARTERBACK
	WRITE
	EXHIBIT TREASURE COVE
	GUN
	\$495.00
	GENCO SKY ROCKET
	435.00
	BALLY BIG INNING
	85.00
	CHI COIN 6-PLAYER SUPER
	HOME RUN
	225.00
	CHI COIN 4-PLAYER DERBY
	175.00
	SKY GUNNER
	150.00
	BEAR GUN
	150.00
	COON HUNT
	195.00
	CHI COIN BASKETBALL CHAMP
	195.00
	CHI COIN GOALEE
	90.00
	QUIZZER WITH FILM
	80.00
	STANDARD METAL TYPER
	(Used)
	295.00
	CHI COIN PISTOL
	50.00
	EXHIBIT GUN PATROL
	95.00
	EXHIBIT SIX SHOOTER
	95.00
	CHI COIN BIG LEAGUE
	BULL'S-EYE BASEBALL
	375.00
	AUTO PHOTO
	1800.00
	EXHIBIT BIG BRONCHO
	350.00
	EXHIBIT SHOOTING GALLERY
	150.00
	UNITED CARNIVAL GUN
	125.00
	GENCO 2-PLAYER BASKETBALL
	185.00

1/2 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

MONROE
coin machine exchange inc.
DIRECT FACTORY DISTRIBUTORS OF ALL TYPE COIN-OPERATED MACHINES
2423 Payne Ave. Cleveland 14, Ohio Superior 1-4600

COINMEN YOU KNOW

• Continued from page 85

venders to arrive here in two weeks. Right after they do, a showing is planned in Philadelphia.

Julius Malich, an old-time juke box operator and head of Delsex Music, died recently. He had been inactive in the coin machine business for several years.

The steamship Mauretania, bound for the West Indies, was the scene of a coin machine party this week. Sidney Levine, counsel for the Music Operators of New York, and his wife, Nan, left for a Caribbean vacation. Among the coinmen attending the stateroom going-away party were Lou Herman, Charles Aaronson, Al Denver and Nash Gordon. Also attending the party was Howard Herman, County Amusements, who will be a shipmate of the Levines on the trip.

Harry Witsen, son of Abe Witsen, head of International Amusement, has recovered from his recent illness and will be back at work Monday (9).

Boston

By CAMERON DEWAR

HOLIDAY SPIRITS PERVADE. Christmas and New Year's holidays put a crimp in the normal rushing business in the metropolitan area. Some operators even took advantage of the slowdown to get off into the Southern sun. Most distributors and their staffs were sticking to home plate, but next week will see a resumption of a year which all predict will top 1955.

Ed Ravreby has decided to drop the World Fair part of his firm's name. He will now operate under the name of Associated Amusements. Now that he has the Rock-Ola franchise as well as United's games, he plans to concentrate pretty much on these lines. . . . Si Redd, of Redd Distributors, has come back with some new ideas from the distributors' meeting in Los Angeles. He reports that the new Bally in-line game, Broadway, has arrived and operators are showing great interest.

Dave Baker, of Melo-Tone Music, Arlington, is relaxing under the Florida sun for a couple of weeks before returning to guide the destiny of the Massachusetts Music Operators' Association in the new year. . . . Jerry Flatto, of Boston Record Distributors, being swamped at his place of celebrities. Don Cherry, Pat Boone and Lou Monty dropped in to add to the holiday cheer. . . . Dick Mitchell, of Dick's Records, also had the trio for a visit.

Fewer operators were managing to get into town this week. Among those who made the rounds were Ray Shea, of Worcester; Ernest Mark Antonio, of Middletown, Conn.; Eugene Sweeney, of Buzzard's Bay; Russ Maudslesy, of Holyoke; Ralph Ridgeway, of Springfield; Martin Oliver, of Portland, Me.; Earl Poitras, of Holyoke, and Bill Hamil, of Concord, N. H.

(Continued on page 92)



WHO'S AFRAID of the big brown (coin-operated) bear? Not young Louis Rosselli, shown feeding the grizzly with a coin. Located at St. Mary's Mission House, Techny, Ill., the stuffed bear collects alms for Catholic missionary work. When a coin is dropped into a chute the bear moves its head from side to side, rolls its eyes and growls. The bear, brought from Germany about 1932, has a worthy career in mission work behind it. The sign hanging from the bear's head reads: "Feed the Mission Bear and watch him do his tricks."

FOLK TALENT AND TUNES

• Continued from page 56

is the latest addition to the Rangers.

Freddie Chapman, formerly of WSCR, Scranton, Pa., and now heard over KBOE, Oskaloosa, Ia., writes: "Seems as tho the record companies have forgot about a lot of us c.&w. deejays in the Midwest. I am getting many records from the artists themselves and quite a response from the small indies. Would like to say 'thanks' to The Billboard and the writer of Folk News for making this possible."

George Jones, KTRM, Beaumont, Tex.; Jimmie Newman, Johnny Horton and other artist, from the "Louisiana Hayride" recently played to a good crowd at J. W. Thompson's arena, Beaumont. Jones infos that Jerry Jerrico's Daffan waxing of "These Hands" is being well received in the Beaumont area. . . . Balin-Wire Bob Strack, KIMO, Independence, Mo., suggests that the many teen-age hops being put on by disk jockeys around the country may some day affect the deejays themselves. Says Strack: "Has it ever occurred to the guys putting on these hops that they are cutting out a lot of good musicians? And when the musicians start to get out of work, that could some day affect the disk jockey himself. True, it's good, inexpensive entertainment for the teen-agers, but I think the idea has far more bad points than good. Support the live music, don't help kill it." All shows helmed by Pete Burrows over KDNT, Denton, Tex., are now being called the "Pete Burrows Show." Burrows is on the air Monday thru Friday, 1-3 p.m., and on Saturdays, 2-4 p.m.



You SHOULD BE DOING BUSINESS WITH **TRIMOUNT**
America's foremost exporters of Reconditioned coin-operated equipment

- Trimount has New England's largest stock of used Phonographs, 5 Balls and Arcade Equipment.
- All equipment is guaranteed mechanically and electrically perfect—all has been completely reconditioned.
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WRITE FOR NEW PARTS CATALOG, EXPORT BROCHURE, CATALOG SHEET AND PRICE LIST

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Remember IN NEW ENGLAND IT'S TRIMOUNT

40 WALTHAM STREET BOSTON 18, MASS

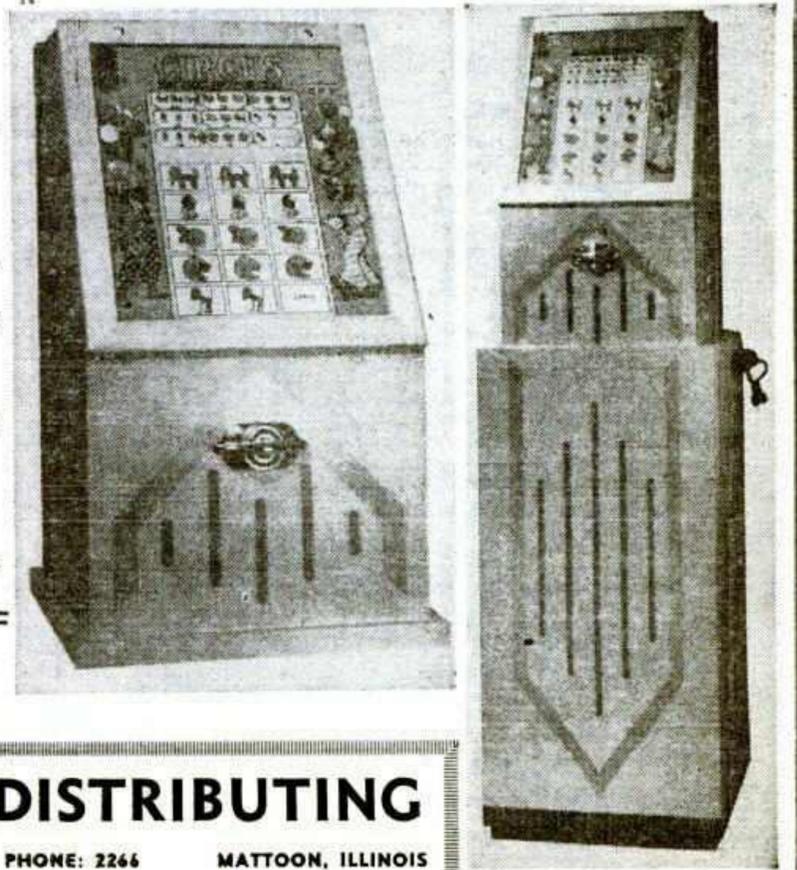
CIRCUS PROVIDES LOCATIONS WITH

THE NEW STREAMLINED CIRCUS
New Life!
New Look!

OUTSTANDING FEATURES INCLUDE:

- Location Tested
- Mechanically Sound
- A Real Money-Maker
- Electric Replay Counter
- Especially designed for locations demanding liberal replay
- New Streamlined Cabinet. Occupies less space than ordinary Pin Tables. Cabinet also doubles for convenient storage
- Trouble-free Electrical Mechanism
- Large Cash Box
- Circus is available with or without base

★ IT'S EYE APPEALING—FUN TO PLAY—PROVEN MONEY-MAKER



Few territories still available. Write for details. Don't delay . . . Place your order today! Write or phone.

UNITED DISTRIBUTING

800 S. 18th STREET PHONE: 2266 MATTOON, ILLINOIS

BINGO GAME SPECIAL!

BEACH BEAUTY	WRITE	VARIETY	\$200.00
MIAMI BEACH	\$400.00	HI-FI	145.00
GAY TIME	350.00	SURF CLUB	125.00
GAYETY	215.00	DUDE RANCH	110.00
BIG TIME	325.00	YACHT CLUB	60.00

Guaranteed—money back if not satisfied
All very clean—rails scraped and varnished

DEPOSIT REQUIRED

COASTAL NOVELTY COMPANY
2122 Waters Avenue Phone 4-8879 Savannah, Georgia

SHAFFER SPECIALS

Fully Reconditioned—Ready for Location

SEEBURG

M100-C	\$595.00
M100-B	475.00
M100-A	250.00
HM100-A	195.00

WURLITZER

1500 (104 Sel.)	\$225.00
1400	175.00
1250	165.00
4851 Wall Box	34.50

AMI

E-120	\$450.00
D-40	150.00
Model C	100.00

ROCK-OLA

1442 (50 Hi-Fi)	\$425.00
1448	WRITE
1436	175.00

WRITE TODAY FOR YOUR FREE COPY OF OUR ILLUSTRATED CATALOG SHOWING COMPLETE LIST

Shaffer Music Co.

In the Coin Machine Business Over 25 Years

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when answering ads

SAY YOU SAW IT IN THE BILLBOARD!

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- United Club Pool
- Williams DeLuxe Bank Pool
- Genco DeLuxe Tournament Pool (KING SIZE POOL TABLES—18 inches longer)
- Williams DeLuxe Bank Pool
- Genco King Size Pool

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SEEBURG	AMI	WURLITZER
HF 100R \$845	E120 \$525	1800 Write
HF 100G 735	D80 375	
M100W 735	D40 265	
M100C 610		
M100B 495		
M100A 295		

SHUFFLE GAMES

UNITED	UNITED	CHICAGO COIN	BALLY
SPECIAL TOP NOTCH WRITE	Olympic, High Score \$95	BLINKER WRITE	Magic \$325
Super Bonus, High Score \$425	Cascade, High Score 85	BULL'S-EYE WRITE	Mystic 295
Venus, High Score 345		Hollywood \$425	Victory 265
Clipper, High Score 345		Holiday 350	
Lightning, High Score 325		Bonus Score 395	
Comet, Match Score 295		Crisscross 235	
Comet, High Score 275		Starlite 215	
Banner, Match Score 285		Super Frame 195	
Mercury, Match Score 285		Hi-Speed, Triple Score 195	
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			

BINGOS

UNITED	BALLY	BALLY
Triple Play \$425	Gaytime \$425	Palm Springs \$165
Nevada 175	Gayety 295	Dude Ranch 145
Mexico 145	Variety 295	Beach Club 135
Rio 125	Hi-Fi 165	Yacht Club 95
Havana 125	Surf Club 165	Palm Beach 95
Tahiti 125	Ice Frolics 165	Bright Lights 95

1/2 deposit, balance Sight Draft or C.O.D.

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

Dime Play Surges in Ill.

Continued from page 76

for the changeover in the area, said that as a result of the ads, plus considerable leg work on the part of all operators, opposition to dime play was negligible.

Langdehn said that he expected the area to be completely converted within the next 90 days. "Of course," he added, "some of the operators are expected to be completely converted within the next two weeks."

In addition to the ads, the group sent a prepared news release to local papers and all ran favorable stories on the change to dime play.

"Some of the papers gave our story a little more attention than others," Langdehn said, "but all of them co-operated and that was more than we ever hoped for." The Davenport Democrat and the Davenport Times featured pictures with the story and the labor publication ran the prepared release almost verbatim.

Use of Extended Play records, in addition to those features, Seeburg's 200-selection phonograph, which is pre-programmed with EP's were reported to be helping operators make conversions.

Seven cities are changing over to dime play in the area. They are Moline and East Moline, Davenport, Bettendorf, Milan, Rock Island and Silvis.

In Peoria, Springfield and Decatur the switch to dime play is moving at a slower pace. Operators in these cities are feeling their way, converting only their better locations and then only when installing new equipment. There are two big dime play problems confronting operators: Location owner opposition and lack of co-operation from a few operators.

Oddly enough, the public seems to take the increase without opposition, while location owners, who stand to profit by the change but fear they'll lose customers if the price is increased to a dime, are strongly against the move until their competitors also changeover. Lack of operator co-operation, the toughest obstacle to overcome in an area trying to go to dime play, is reported gradually decreasing and coinmen in these areas are optimistic that the coming year will see the last of the nickel supporters.

Confident for '56

Barring a major dime play setback in these cities, operators are confident that 1956 will end with the majority of locations operating on dime play.

Glen Davis, head of the Chilli-cothe Amusement Company, Chilli-cothe, reports dime play activity beginning to pick up speed in his area and around Streator. "At present," Davis said, "the number of conversions are small in compar-

ison with the number of locations in the area, but very little opposition is being met and therefore the picture looks bright for the coming year. We're anxious to get dime play as quickly as possible, but as long as we get it we don't care how long it takes."

Davis said that the move was launched via a few Seeburg 200-selection phonograph installations, spread to dime play on other new equipment and now takes in conversions as well.

He said: "Dime play should be strong thruout Central Illinois before the year is out."

Distributors are also optimistic that operators will be on dime play thruout Illinois before the end of the year. Nate Feinstein, general manager of Atlas Music Company, Seeburg distributor, said that he has received favorable reports from all over the State regarding dime play efforts.

Mike Spagnola, head of Automatic Phonograph Distributors, AMI outlet, and Carl Christianson, of Coven Music Corporation, Wurlitzer, both agreed that the coming year should net the strongest dime play gains yet recorded in the State.

COINMEN YOU KNOW

Denver

By BOB LATIMER

GIVES JUKES TO CHARITY. Pete Geritz, head of Mountain Distributors here, won a vote of thanks from the Denver public during the recent Christmas season, when he donated two phonographs to charitable organizations. One went to the Newman Club, a Catholic youth group with headquarters in Boulder, and the other to a Denver Methodist church for use in young people's league activities.

Recent visitors at the showrooms of Mountain Distributors included Dale Heffner and Jane Hall, music operators from Pueblo; Forrest Asa, of Torrington, Wyo., and Velma Cook, Zee Music Company, Laramie, Wyo.

Twin Cities

By JACK WEINBERG

POOL TABLE DEMAND BIG—Demand by operators for the new pool table amusement game is such that distributors in this area are unable to keep up with the orders. Lew Ruben, at Lieberman Music Company, said operators were ordering heavily and that "everyone wants immediate delivery." Sol Rose, at Sandler Distributing Company, said his firm was running "far behind" in filling orders. Coinmen are using one-balls and bingos as exchange items, with those games ruled illegal as long as they give free replays. Jobbers say they'll soon be pressed for space to keep the banned equipment until they're able to sell them in open territories.

Sol Stone, who is loading up on pool tables, has moved his Gopher Novelty Company offices and service quarters from 927 Centennial Place to 1419 Eleventh Avenue, South, in Minneapolis. . . . Jack Tomar, of Two Harbors, Minn., sent word to his friends in the Twin Cities of the arrival a week or so ago of a new baby daughter, Janet, at his home. Tomar, an operator, already has a daughter.

Success came on the seventh try for Rex Lamberti, operator from Ankeny, Ia., who wrote to other coinmen here that Mrs. Lamberti gave birth to a daughter, Patricia Darlene, about 10 days ago. Rex has six sons.

Martin Kellson, of Worthington, Minn., who was in the Twin Cities buying music and pool tables this week, reported that his son, Dale, 13, who took sick several weeks ago, now is recuperating at home and making steady progress after one week in a hospital in Worthington and another week in a Rochester, Minn., hospital following a trip to the Mayo Clinic there.

Jack Lowrie, of Lake City, Minn., came to this market the other day and placed orders for pool tables to go on locations he covers. Another coinman adding pool tables is Red Wilbur, of Duluth, who came to the Twin Cities the past week. So is Kelly Diedrich, of Chaska, Minn. John Burgraff, of Superior, Wis., bought music on his trip to the Twin Towns.

Charles Serson, of St. Cloud, Minn., was in shopping and looking around. . . . Jack Ravine and Harry Adkins, of United Machines Company, Minneapolis, are adding pool tables as fast as they can to their locations. So is Leo Landsberger, of the Loop Music Company, Minneapolis coinman.

Pittsburgh

By LEON M. LEFFINGWELL

VENDING PUBLICITY READIED. Allegheny Cigarette Service is studying publicity material connected with their Rowe vending machine regarding the speedier handling of cigarette packs. . . . Glen Mowry, of Gem Vending Company, is leaving about January 10 for Arizona for a two months' vacation and leaving the business in charge of his son, Glen Mowry Jr. . . . Lakey Grossman, an old-timer in vending in the South Hills who sold out and retired and now is living in Miami Beach, and his wife were visiting here over the holidays.

Sidney Reinwasser, who has many friends in vending, reports his son, Bill, handled the public-address speakers for the capping of the nurses at Ohio Valley Hospital. . . . Sidney Weinstein, of Sidmor Vending Company, watched the Cleveland Browns retain their world's professional football championship on TV and then let his young son, Jackie, stay up to see the Duquesne Dukes defeat Fordham 73-70, in what Sid called the "most thrilling basketball game I ever saw." . . . Morris Vinocur, head of Monarch Music Company, credits dime play for increased business in 1955 compared with 1954.

Glen Gillette reports that business in 1955 was about the same as in 1954, which is doing well, considering that overhead increased. . . . Mrs. Margaret Kelly, manager for Les Hardman's Penny King Company, for the first time in four years had to abandon her car and take a trolley to work because of icy streets. . . . Joseph McGlenn's office staff is enjoying the firm's new quarters on the North Side.

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Press Release on 10-Cent Play

• Continued from page 76

newspaper use presents no problem for operators. They simply explain that they can't hold out on nickel play any longer and show why thru price comparisons. However, press releases can be a different story.

Just what does a newspaper look for in the way of news? Do operator quotes help give weight to the story? Are trends in other sections of the country important?

To give operators an idea of what newspapers consider news, the following article which appeared in The Davenport Democrat and written by staff writer Jim Arpy, is reprinted. The article flashed a 5-column headline announcing:

"Sad Song for Juke Box Fans; All Tunes to Cost Ten Cents"

The story began, "You can put another nickel in the nickelodeon, but if it's music, music, music you want, and you live in the Quint-Cities, you'll soon have to drop a dime in the slot.

"Area juke box operators disclosed Monday that they plan to increase the cost of playing their machines from 5 to 10 cents within the next two weeks."

Arpy then jumped the story to the operators themselves, backed up his opening statements with operator comments. The article went on to read, "Bill Elliott, 513 E. 14th Street, Davenport, one of the major juke box operators, said machines in Milan have already been changed over to dime operations and he's currently working on those in Moline.

"We expect to have all the machines changed within the next two weeks. All it involves is the addition of a few new parts and changing the coin chutes."

The article goes on to read: "One of the last vestiges of the pre-war era will thus vanish. Juke boxes have cost a nickel per play

since they first came out many years ago with only 10 records to a machine."

Arpy then goes on to quote Elliott again: "Now we have machines offering 200 selections. Where a machine used to cost \$300, it now costs \$1,195. The cost of records has doubled and the cost of machines has tripled. It's just too tough for us if we don't raise the price to a dime."

The article then poses a question: "Will the increase in price affect the play of juke boxes? It might at first, Elliott admitted. He said he has talked to operators in other cities where the change has already taken place and some re-

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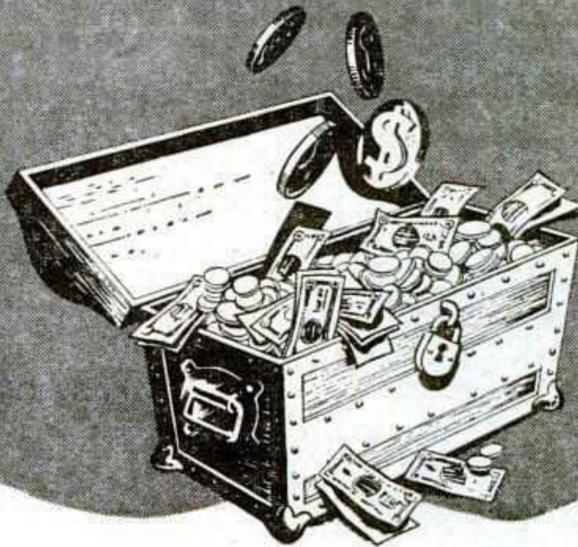
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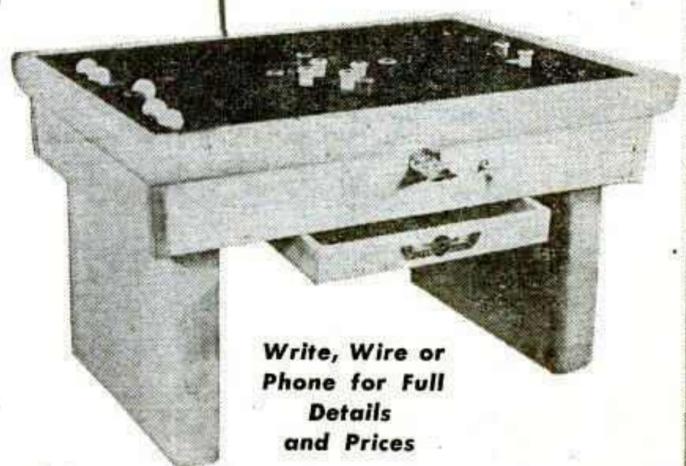
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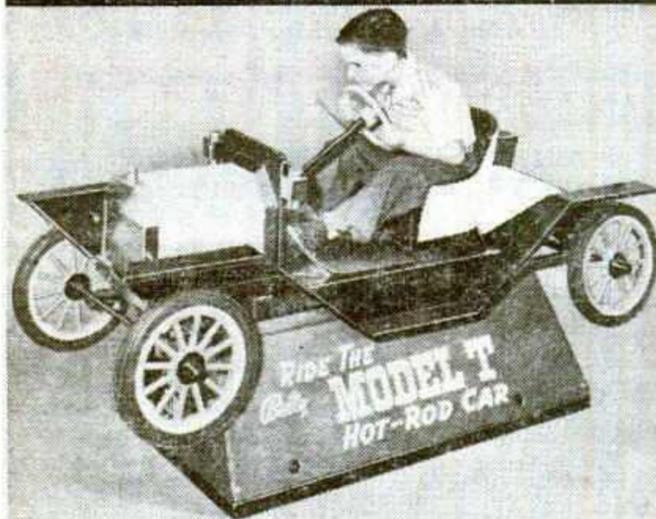
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Tellico, O.	117	3.50
Toledo, O.	118	4.00
Washington, D. C.	119	3.00
Youngstown, O.	120	4.50

Jukes Eye More for More

Continued from page 76

Leroy Cooke, of Auburn, typified this group, stating that net was down because of "overhead increases, including equipment, with larger and better machines." Cooke, who operates 40 machines in a rural area, pointed out that he finds it necessary to trade equipment up to three years old to buy one-year machines in order to hold up his gross receipts.

With an average gross per machine per year of \$270.87 on his 40-machine route, Cooke must pay for his machines, records and all other expenses out of this amount. Explains Cooke: "A very low net considering the large investment."

Advise Newcomers

Operators were asked in the survey what they advise a man about to enter the juke box industry, and they came up with some estimated figures of the investment required and some hard, cold facts.

Wingrove: "This is a business

like any other. Investment is great. Don't expect any more from this than any other business. Work hard and be another merchant in your community and nice business can be built by any good manager."

Peltier: "I feel that a minimum of \$25,000 is necessary, plus another \$15,000 if the investor wishes to keep busy five to six days a week. Any investment in dollars must be matched with an equal amount of determination, intelligence and ability."

Wooten: "I fully believe you need \$50,000 to even get your feet wet."

Korte: "I think a new man starting in the business would require at least \$20,000 and have a lot of mechanical ability to get started. I think buying a route instead of trying to build up with all new machines would be the best way to start."

One operator even struck a sour note: "I would advise anyone having enough money to invest in a route to deposit it in a bank and go to work for someone else."

Meeker: "Buy a complete route rather than build from scratch and be prepared to work like a dog."

Plans for New Year

Plans for 1956 as reported in early returns of the survey indicate that dime play, buying new equipment, expanding to new locations and strengthening public relations are the top items on the agenda.

How to successfully promote dime play during the year? One operator summed it up crisply by saying that "the industry must meet it thru education, patience, effort and saesmanship."

One operator called for better relations between operators and manufacturers. Said he: "New machines are put on the market to help operators make money so they can afford to buy more new equipment. But equipment should not be forced on the market at the expense of small operators."

Another operator, asked what he felt the biggest problem for the industry was in the coming year, put his finger on taxes. He said that politicians must stop what he called "taxmania" or it will drive a little businessmen out of business.

Still another operator reported that he feels one of the biggest problems facing operators in the coming year is that of new locations demanding loans and bonus payments. He explained that he feels something should be done quickly to discourage this practice which is detrimental to an operator's business.

"A good, strong and competent operators' organization" was called for by one operator polled. He declared: "Such an organization could be initiated by the manufacturers, but all membership and representation should be left solely to the operators. Membership should be a must for all active operators. Once initiated, the group should be independent of any manufacturer or distributor."

He continued: "Local, district, regional and national offices should be set up and panels established. Some local organizations, set up now, are doing excellent jobs, I understand."

Hudson Buys Paper Cup Factory Site

NEW YORK, Jan. 7.—The Hudson Pulp & Paper Corporation has selected a nine-acre plot in Carteret, N. J., as the site of its first paper cup and container plant. Hudson, long a factor in the paper napkin field, will make cups and containers for vending machines and for in-plant feeding among its new products.

The Carteret plant, scheduled for completion in the summer, is regarded as a pilot operation, with additional production points planned for the future. Cost of the plant will be about \$2,000,000.

Wurlitzer Line

Continued from page 76

model showings in three cities: January 15-21 at its main offices in Charleston; January 22-28 at the Fairmount Hotel in Fairmount, W. Va., and January 29-February 4 in the McClure Hotel in Wheeling, W. Va.

Draco Sales Company will hold two week-long operator showings beginning January 15, one at its main offices in Denver and the second in Salt Lake City. Northwest Sales Company will also hold two showings during the first week of "Wurlitzer Centennial Days," one in Seattle and the other in Portland, Ore.

Northern Music, Inc., will hold its initial showing at its main offices in Cleveland January 15-21, move to Columbus, O., the following week. Peach State Music Company, Inc., will hold a three-day showing at its main offices in Macon, Ga., beginning January 15, then move on to Atlanta, Ga., for a two-day showing, January 24-25, in the Piedmont Hotel.

Young Distributing, Inc., will hold open house at its main offices in New York from Sunday to Friday, January 15-20, stage a second showing in Freeport, L. I., Saturday (21). Emarcy Distributing Company will hold a week-long showing beginning January 15 at its main offices in San Francisco and plans two additional showings in neighboring cities during the following two weeks.

United Distributors, Wichita, Kan., will hold its initial showing in that city January 15 in the Trig Ballroom.

Factory Reps

Bob Bear also announced that 13 Wurlitzer sales and service representatives from the North Tonawanda plant would be out in the field attending various showings of distributors. These representatives and the showings they are expected to attend follow:

J. F. Herlicka, service manager, at Roth Novelty Company, Wilkes-Barre, Pa.; Hank Petzet, field service representative, at Redd Distributing, Allston, Mass.; Reid Whipple, field service representative, at Standard Automatic Distributing Company, Little Rock; Art Dadis, Southeastern district sales manager, at O'Connor Distributors, Inc., Richmond, Va.; Walt Peteet, field service representative, at Northwest Sales Company, Portland; Harry Gregg, field service representative, at Peach State Music Company, Macon, Ga.

A. D. Palmer, advertising and sales promotion manager, at Young Distributing Company, New York; Gary Sinclair, Western sales manager, at Sierra Distributing Company, Los Angeles; Bert Davidson, Midwest sales manager, at United, Inc., Milwaukee; Bob Hamilton, assistant sales manager, at Angott Distributing Company, Detroit; Don Beyer, assistant advertising manager, at Bilotta Distributing Company, Newark, N. Y., and Max Waters, assistant service manager, at Music Distributing Company, Pittsburgh. Bob Bear will be at the Coven Music Corporation in Chicago.

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C. C. Starlite Bowler	175.00
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Keeney Century	210	Genco Match Pool	99
Keeney Diamond	185	C. C. Star Lite	195
Keeney Domino	95	C. C. Criss Cross Target	175
Keeney Carnival	85	C. C. Advance	140
Keeney 10 Player	75	C. C. Gold Cup	125
Un. Targette	225	C. C. Triple Score	85
Un. Comet	250	C. C. Double Score	75
Un. Venus	325		
Un. Mars	295		
Un. Mercury	285		
Un. Team	185		
Un. Leader	175		
Un. Imperial	145		
Un. League	175		
Un. Chief	170		
Un. Royal	140		

MISCELLANEOUS

9-ft. American Bank Shot	\$150
18-ft. Rock-Ola Shuffleboard	125
Keeney Sportsman Gun, match	210
Keeney Ranger, match	310
Genco Rifle Gallery	195

MISCELLANEOUS

Seeburg Coon Hunt	\$175
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Ex. Gun Patrol	95
Genco "400"	45
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Green Pastures	Major League Baseball
Guys & Dolls	Nine Sisters
Gypsy Queen	Peter Pan
Hawaiian Beauty	Scream
Hi-Run	Skyway
Jockey Club	Spiffire
Lady Luck	Star Pool
Lovely Lucy	Thunderbird
Marble Queen	Times Square
Pinwheel	Wonderland
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Requires only 13 1/2' x 7' or 94 1/2 sq. ft. Longer playing field permits player to make many new straight and cushion shots.

2 SKILL POOL '84' DELUXE

Requires only 84 sq. ft. or 12' x 7' for thrilling play in small areas.

WHICHEVER YOU CHOOSE... YOU GET ALL THESE EXCEPTIONAL QUALITY FEATURES!

- OPTIONAL 3-SIDED PLAY!
- OUT-OF-THE-WAY LIGHTING FIXTURE!
- 3 BUILT-IN PLAYFIELD LEVELS!
- HINGED TOP!
- "STA-KLEEN" CHEAT PROOF SILENT BALL RUNS!
- "10-BALLS-GUARANTEED-EVERY-TIME" BALL TROUGH!
- HANDSOME DECORATED CABINET!
- CIGARETTE HOLDERS ON TABLE!



- BUILT-IN OPERATOR SERVICE CARD FRAME!
- SEPARATE INSTRUCTION SHEETS FOR REGULAR AND 3-SIDED PLAY!

AVAILABLE FOR IMMEDIATE DELIVERY—CALL YOUR DISTRIBUTOR TODAY!

EXHIBIT SUPPLY COMPANY

Established 1901

4218 W. LAKE ST. CHICAGO
PHONE: VA 6-3100

**WE WILL TRADE
SKILL POOL
FOR BALLY CHAMPION**
LATE MODEL WITH NEW ALL-METAL CABINET
SEND YOUR LIST IN TODAY OR CALL US

FRANK SWARTZ SALES CO.
515-A Fourth Ave., S. Nashville 10, Tenn. 4-8571

Suggests Trade Meet
BOSTON, Jan. 7.—Ed Ravreby, head of Associated Amusement, Inc., here, said he will soon call New England coinmen to co-operate in organizing an annual industry convention.
He explained that manufacturers in the amusement and music fields could hold individual conventions, only they would be planned and timed to take place at the same time in the same city. Associated is Boston outlet for Rock-Ola and Keeney.

Fluid Pack Combo
• *Continued from page 82*
ice. Oxidation of the concentrate is prevented as the air is removed from the space during the process.
Second Spray
Another spray of water is used to cover the top of the concentrate and forms the final ice seal. The cups are stacked automatically one inside the other as they leave the machine.

PRECISION PUCKS
Manufactured for Shuffleboard and All BOWLING GAMES
YES
We Do Make KING SIZE PUCKS
M & S TOOL WORKS
7936 South Chicago Ave. Chicago 17, Ill.
Chicago Phone: REgent 4-6101

NEW ENGLAND OPERATORS, ATTENTION!! EARN BIGGER PROFITS!!
EXHIBIT'S BIGGER POOL TABLE IS HERE!!

MUSIC		RECONDITIONED SPECIALS	
30 ROCK-OLA 1438 COMET.....	\$650	UNITED DERBY ROLL.....	\$250
10 SEEBURG 100R.....	WRITE, WIRE, PHONE	AMERICAN BANK SHOT, 9 Ft.....	100
10 WURLITZER 1700's.....	WRITE, WIRE, PHONE	KEENEY SPORTSMAN GUN.....	100
BINGO		KIDDIE RIDES	
25 MIAMI BEACH	WRITE	LARGEST STOCK IN THE WORLD.	
15 GAY TIME	WIRE	ALL MODEL KIDDIE RIDES—	
10 GAYETY	PHONE	100% GUARANTEE.	
10 BIG TIME		ALLEYS	
10 VARIETY		BALLY CHAMPION.....	\$250
		BALLY VICTORY.....	200
		UNITED TEAM.....	250

WANTED: WILL PAY CASH \$\$\$\$ for QUIZZER, SEEBURG 100A, BALLY CHAMPION HORSE, EXHIBIT BIG BRONCO
WRITE—WIRE—PHONE
298 Lincoln St., Allston 34, Mass.
ALgonquin 4-4040

Redd DISTRIBUTING CO.
Exclusive distributors for **WURLITZER — BALLY — EXHIBIT**

WE WILL SHIP ANYWHERE

Prior to being placed in the packaging machine, a thin plastic ring is placed on the outside of each cup. Resting atop the cup, the plastic circle prevents the bottom of the cup from coming in contact with the contents of the lower cup.

Ice-sealed cups of concentrate are placed in cold storage and are delivered to vending machines in a refrigerated truck. According to Simpson, one filling machine, operating eight hours, can supply 1,700 venders averaging 100 daily sales. Deliveries, he said, can be made to local cold storage sites from which routemen can pick up stock for stocking venders.

Business Plans
Current plans, Simpson announced, calls for the building of the vending and packaging machines, setting up of sales and distribution headquarters in Florida, then across the nation, and arranging for contract production of the equipment by established manufacturers.
The project will be financed by the Florida Citrus Mutual revolving fund, Simpson disclosed.
Simpson founded the In-A-Cup firm in January, 1952, with three associates: Doyle E. Carlton, ex-governor of Florida, is vice-president; Mrs. Ruth J. Simpson is secretary-treasurer and G. E. Mabry, a Tampa lawyer, is the third associate.
Simpson is a designer, draftsman research and mechanical engineer.

MR. IMPORTER
BEFORE YOU ORDER PHONOGRAPHS & GAMES
WRITE OR CABLE
FOR OUR **LOW CIF PRICES**
WE ACCEPT PAYMENT IN FOREIGN CURRENCY

Badger Sales Co., Inc.
Distr. AMI, Gottlieb, Genco, etc.
• 2251 W. PICO BLVD. •
LOS ANGELES 6, CALIF.
Cable: Bagersal—Los Angeles

Your American Red Cross Is Always There After Disaster Strikes

Gottlieb Proudly Presents ... **SPOT POOL**

THE ARISTOCRAT OF POOL TABLES

BUY THE BEST... WE DO...



"There is no substitute for quality"

AT YOUR DISTRIBUTOR NOW!

GENUINE BRUNSWICK-BALKE-COLLENDER ACCESSORIES WITH ALL THE FEATURES AND EXTRAS

Hinged top and front door.	Distinctive cabinet built by craftsmen.
Durable mechanism for minimum maintenance.	Optional lighting accessory.
Metal ball tracks and quiet reset.	Colorful bumper protectors.
Cross-lined playfield.	Precision dimensions for accurate play.
Genuine Billiard components.	Inlaid rail markers.

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS

1927-1956
29 Years of Leadership!

SAVE MORE MONEY—MAKE MORE MONEY
Subscribe to The Billboard TODAY!

COBRA CARTRIDGES

Realigned and Resurfaced, 75¢ each
Compare them with new cartridges.
Cartridges returned within 10 days

ELECTRONIC INDUSTRIES
P. O. Box 2008 Mesa, Arizona

**WANTED
BALLY ICE FROLICS**

J. J. PARKER
311 Turk St., San Francisco 2, Calif.
Phone: GRaystone 4-2636

**From Ed Ravreby:
"OPERATORS, CHECK THESE SPECIALS
FOR YOUR BEST BUYS!"**

BALLY

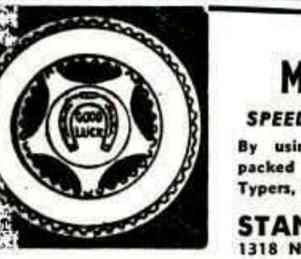
Beach Club	\$125
Beauty	125
Dude Ranch	135
Frotic	85
Gayety	285
Hi-Fi	165
Ice Frolics	160
Palm Springs	165
Singapore	185
Stop Lite	50
Surf Club	165
Varieties	275
GOTTLIEB Chinatown	\$65

UNITED

Havana	\$125
Hawaii	125
Manhattan	325
Mexico	150
Nevada	175
Rio	110
Tahiti	100
Triple Play	395
Tropicana	185
Tropics	100

Associated Amusements, Inc.

Brighton Ave. Allston, Mass.
Phone: ALgonquin 4-3338
Exclusive Distributors for Rock-Ola Mfg. Co. & Keeney Mfg. Co.
DISTRIBUTORS OF GAMES OF LEADING MANUFACTURERS.



**John Boyle, N. J.
Music Op, Dies**

NEWARK, N. J., Jan. 7.—John Leo Boyle, veteran music operator, died December 24 in Morristown Memorial Hospital.

Boyle, 50, entered the automatic phonograph business 25 years ago, operating under the firm name of the Boyle Music Company. His route was scattered throught Northern New Jersey.

He was a member of the Elks Lodge 1465 and the Springbrook Country Club. Survivors are his widow, Emma Duke Boyle; two sons, Robert and Jack, and a sister, Mrs. May Naughton.

Funeral services were held at the Thomas S. Chiancone Funeral Home, interment at St. Vincent's Cemetery.

'56 Polio Drive
Continued from page 76

chairman; Wright, and Howard Hamlin, breakfast chairman.

Operators in the Rockford area are reported behind the campaign 100 per cent. As in the past, they will post signs alongside their phonograph equipment notifying patrons that a percentage of juke box collections are to be donated to the campaign.

Thru these efforts, spearheaded by Casola, Rockford's juke box men have built up good will not only for themselves but for their entire industry.

Casola was also recently re-elected president of the local country club in Rockford.

**Mr. Operator of
METAL TYPER MACHINES**

SPEED UP YOUR LOADING OPERATION!
By using high quality, straight degreased discs, packed 100 to a roll. We repair and rebuild Typers, using genuine SMT parts.

STANDARD METAL TYPER CO.
1318 N. WESTERN AVE. CHICAGO 22, ILL.

THERE'S NO BIZ LIKE DIME BIZ

**OPERATORS—Go 10c Play All The Way With
DAVIS 6-POINT GUARANTEED EQUIPMENT**

To properly convert your routes you need modern 45 R.P.M. phonographs. Opportunity is knocking in '56, but you can't open the door to bigger income with out-of-date equipment.

Write, wire or phone for these location ready money makers, available pre-set for 10c play.

SEEBURG

M100B	\$465
M100BL	489
M100C	589

WURLITZER

1400-1450	\$250
1500-1550	295
1600-1650	375

AMI

D-80	\$319
E-120	439
G-120	Write

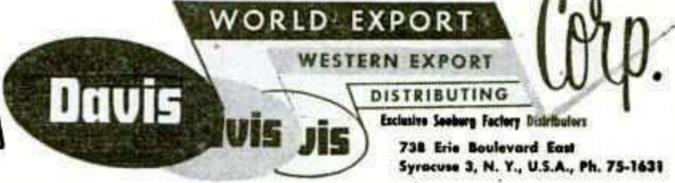
ROCK-OLA

1436 Fireball 120	\$259
1438	439
1448	Write

ALSO many other late model phonographs

Private Western Union Wire 1/2 Dep. Required

Cable Address: "DAVDIS"



Your American Red Cross Is Always There After Disaster Strikes

GIN RUMMY **POKER FACE** **GYPSY QUEEN** **QUEEN OF HEARTS**

EVERY GOTTLIEB CARD GAME HAS BEEN A BIG MONEY MAKER!

EASY AGES TOPS THEM ALL!

★ 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.

★ All New Card Spotting ★ 4 Rotating Light Pop Bumpers and Scoring Out Hole. Boosts High Score.

★ High Score to 7 Million.

★ 2 Super Powered Flippers.

★ 2 Cyclonic Kickers.

Amusement Pinballs
as American as Baseball and Hot Dogs!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS

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!

POOL TABLES

BUMPER POOL—JUMBO POOL—HI-SCORE
CONTACT US FOR THE BEST DEAL—WILL MEET OR BEAT

FOOT VIBRATOR

A New Field for the Alert Operator
A Treat for TIRED FEET
Profitable locations available everywhere
5c
Coin Operated
Exclusive territories available



List price, \$225.00; Operator's price \$195.00
Trades accepted

FACTORY DISTRIBUTORS

- ADVANCE—All Purpose 25c Vendors \$28.50
- 10c Comb Vendors 24.50
- Combs, per gross 17.60
- 10c Sanitary Napkin 3.75
- 25c 10c Sanitary Napkin 22.50
- NORTHWESTERN—Newest 16-Col. Candy \$475.00
- 49ers, all purpose 17.95
- Tab Gum Vendors 28.95
- 5c Package Gum Vendors 29.45
- VICTORS—Standard Topper, case of 4, each 12.50
- DeLuxe Toppers 12.50
- DeLuxe Toppers, half cabinet 13.50

Distributors for LEAF BALL GUM, SPECIAL QUANTITY PRICE.



BINGOS

- ABC 65.00
- Beach Club 110.00
- Beauty 105.00
- Cabana 105.00
- Frolics 105.00
- Gaiety 295.00
- Hi-Fi 150.00
- Havana 145.00
- Ice Frolics 175.00
- Long Beach 50.00
- Mexico 150.00
- Miami Beach Write
- Manhattan 345.00
- Palm Beach 75.00
- Palm Springs 165.00
- Rio 65.00
- Spot Lite 45.00
- Singapore 165.00
- Stars 60.00
- Triple Play 395.00
- Tropicana 195.00
- Tropics 125.00
- Yacht Club 75.00

PIN & NOVELTY GAMES

- Hot Rods \$50.00
- Hay Burners 50.00
- Jalopy 50.00
- Futurities 50.00
- Steeple Chase 50.00
- Spark Plug 50.00

UPRITE GAMES

- Genco 400 \$25.00
- Golden Nugget 65.00
- Silver Chest 95.00
- Saddle & Turf, club model 275.00

IMMEDIATE DELIVERY ON HUNTERS AND BUG-ABOO, 5-10-25c play Write for special prices.

RIDES

- Miss America Boat \$295.00
- Bally Space Ship 325.00
- Atomic Jet Ship 150.00
- Decco Merry-Go-Round 395.00
- Decco Air Ship 295.00
- Bally Moonride 350.00

MUSIC

- AMI Model A-40 \$95.00
- AMI Model E-120 495.00
- AMI Model F-80 425.00
- AMI Model F-120 695.00
- Wur. 1015 60.00
- Seeburg Sicum, 200 sel. 325.00
- Wallboxes, Seeburg 100 75.00
- Wallboxes, Rock-Ola 50 sel. 50.00
- Wallboxes, Packard & Buckley 5.00

COUNTER GAMES

- Champion Basketball \$15.00
- Bouncer 15.00
- ABT Challenger 20.00
- Ex. Disposition Register 25.00
- Ex. Lovemeter 25.00
- Got. 3-Way Grippers 20.00
- Gypsy 18.50
- Gypsy Fortune Teller 10.00
- Merc. Grip Scales 20.00
- Pistol Target Skill 15.00
- S. K. Grip Vue 20.00
- Smiley 10.00
- Three of a Kind 18.00
- Zig Zag Skill 20.00
- Adv. Shockers, new 24.50
- Kickers & Catchers, new 49.50
- Ship. 5c Wizard 19.50

CIGARETTE MACHINES

- Mercury, 9 col., new \$210.00
- Lehi, 12 col., new 225.00
- Super Six, new 115.00
- Super Nine, new 155.00
- National 930, used 95.00
- National 950, used 110.00
- Electro, 8 col., used 125.00
- P. X., 10 col., used 115.00
- P. X., electric 85.00
- Keeney Electric, 9 col. 135.00
- All new equipment 25c or 30c.
- All used equipment shipped and refinished with 25c and King Size.

CANDY VENDORS, Used

- 5 Col. Mills \$55.00
- 6 Col. Unedea 65.00
- 9 Col. National 95.00
- 1 Col. Nat'l King 25.00

VENDORS, Used

- 50 5c Sanitary Napkins \$15.00
- 50 5c Victor Rockets 10.00
- 40 5c N.W. Jets, Caps. 10.00
- 20 1c Baby Grands 7.50
- 5 Masters 6.50
- Shipman Stamp, 3 col. 23.50
- Andico Coffee, new 475.00
- Andico Coffee, used 325.00
- Mills Single Drink, cup 150.00

3 American 9" Bank Shot, like new, complete with cash box and scoring unit, \$250.00.

Shuffleboard Score Units—Genco, Monarch, Edelman, Rock-Olas—\$75.00 each.

ARCADE

- Bally Big Inning \$99.50
- C.C. 4-Pl. Home Run 200.00
- C.C. 4-Pl. Super Home Run 225.00
- United Super Slugger 395.00
- Bat-a-Score Sr. 65.00
- Sci. Pitch'm & Bat'm 150.00
- Wms. DeLuxe Baseball 145.00
- Wms. World Series 85.00
- Lite a League 75.00
- Evans Bat a Score 150.00
- Heavy Hitter 35.00
- Bear Gun 125.00
- Coon Hunt 175.00
- Bonus Gun 295.00
- Carnival Gun 275.00
- Bally Defender 150.00
- C.C. Pistol 50.00
- Ex. Sportland 175.00
- Ex. Gun Patrol 95.00
- Ex. Six Shooter 95.00
- Ex. Dale Gun 50.00
- Sky Gunner 145.00
- Silver Bullet 95.00
- Ex. Jet Gun 125.00
- Champion Hockey 85.00
- C.C. Hockey 75.00
- C.C. Basket Ball 195.00
- Goatee 95.00
- Harvard Metal Typer 135.00
- Stan. F.S. Metal Typer 340.00
- K.O. Filter, F.S. 395.00
- Periscope 95.00
- Midget Movies, latest 125.00
- Quizzer 95.00
- Telequiz 100.00
- Shoe Brush Up, New 95.00
- Auto Photo 1850.00
- DeLuxe Photo 365.00
- Mus. Recorder 350.00
- Balloon-o-Mat, New 395.00
- Drivemobile 150.00
- Mills Violino Virtuoso, as is 250.00

SHUFFLE BOWLERS

- United 5 Player \$40.00
- United Deluxe 60.00
- United Cascade 75.00
- United Clipper 325.00
- United Comet 295.00
- United Clover 65.00
- United Chief 140.00
- United Lightning 295.00
- United Leader 150.00
- United League Bowler 160.00
- United Mars 295.00
- United 11th Frame 195.00
- United Original 70.00
- United Rainbow 185.00
- United Royal 135.00
- United Venus 225.00
- United Speedy 210.00
- C. C. 10th Fr. Double 75.00
- C. C. Hi-Speed Triple 175.00
- C. C. 10th Fr. Triple 95.00
- C. C. Match Bowlers 45.00
- C. C. Super Frame 195.00
- C. C. Star Lite 225.00
- C. C. Triple Strike 395.00
- C. C. Flasher 215.00
- Bally Rockets 150.00
- Bally Mystics 355.00
- Genco 8 Player 50.00
- Keeney Carnival 125.00
- Keeney League Bowler 40.00
- Keeney Team Bowler 50.00
- Keeney Bottle Pins 40.00

MILLER BACK AT MOA HELM

OAKLAND, Calif., Jan. 7.—George Miller, president and general business manager of Music Operators of America, who suffered neck and back injuries in an automobile accident four weeks ago, was back on the job on a part-time basis at his offices here this week.

Miller's office stated that he would continue to carry a part-time schedule for at least another week.

All of his attention this week was devoted to the MOA convention, scheduled May 6-8 at the Morrison Hotel in Chicago.

YOUR TICKET TO SALES RESULTS—THE ADVERTISING COLUMNS OF THE BILLBOARD!

SAM SOLOMONS' SPECIALS

ARCADE

- Genco SKY ROCKET \$425.00
- Genco WILD WEST 350.00
- Genco RIFLE GALLERY 225.00
- Genco SKY GUNNER 125.00
- Exhibit SPORTLAND 225.00
- Exhibit STAR SHOOTING GALLERY 150.00
- Exhibit DALE GUN 50.00
- Bally BULL'S-EYE WRITE
- Seeburg SHOOT THE BEAR 125.00
- Scientific PITCH 'EM & BAT 'EM 150.00
- Genco TOTAL ROLLS 95.00
- Genco 2 PLAYER BASKETBALL 225.00
- Chi Coin SUPER HOME RUN BASEBALL 225.00
- Chi Coin 6 PLAYER HOME RUN BASEBALL 200.00

SAM SOLOMONS—HARRY STEWARD

UNIVERSITY COIN MACHINE EXCHANGE
858 N. High St. AX. 4-3524
Columbus 8 Ohio

PHONOGRAPH PLASTICS

A. M. I.

- MODEL A Tops, 1. or r. \$8.95
- Centers, 1. or r. 15.45
- Bottoms, 1. or r. 11.95
- B Dome Centers, 1. or r. 8.95
- Bottoms, 1. or r. 8.95
- C Centers, 1. or r. 8.95
- Bottoms, 1. or r. 8.95

SEEBURG

- Model 100C—Highly polished chrome tubes (replaces glass tubes). Set of 12 \$14.95
- Model 144-147-148 Domes 15.95

ROCK-OLA

- Available to fit Models 1423-1426, 1428, 1432, 1434, 1436 and 1438

WURLITZER

- MODEL 1250 Center Dome \$18.95
- Dome Ends, ea. 6.10
- MODEL 1400 Center Dome 13.45
- Dome Ends, ea. 10.50
- Bottom Sides, set of 2 16.50
- MODEL 1500 Center Dome 14.50
- MODEL 1015 Top Center, 1. or r. 7.50
- Lower Sides, ea. 5.50

Check these LOW PRICES!

Replaces old glass bubbler tubes with Plastic Twist-Ed Rod Sets, 4 straight clear—4 curved colored \$7.75

Also available to fit Models 950, 850, 750, 700, 600, 500.

TERMS: 1/3 deposit, balance C.O.D. or S.D. Satisfaction guaranteed. All prices F.O.B. Chicago.

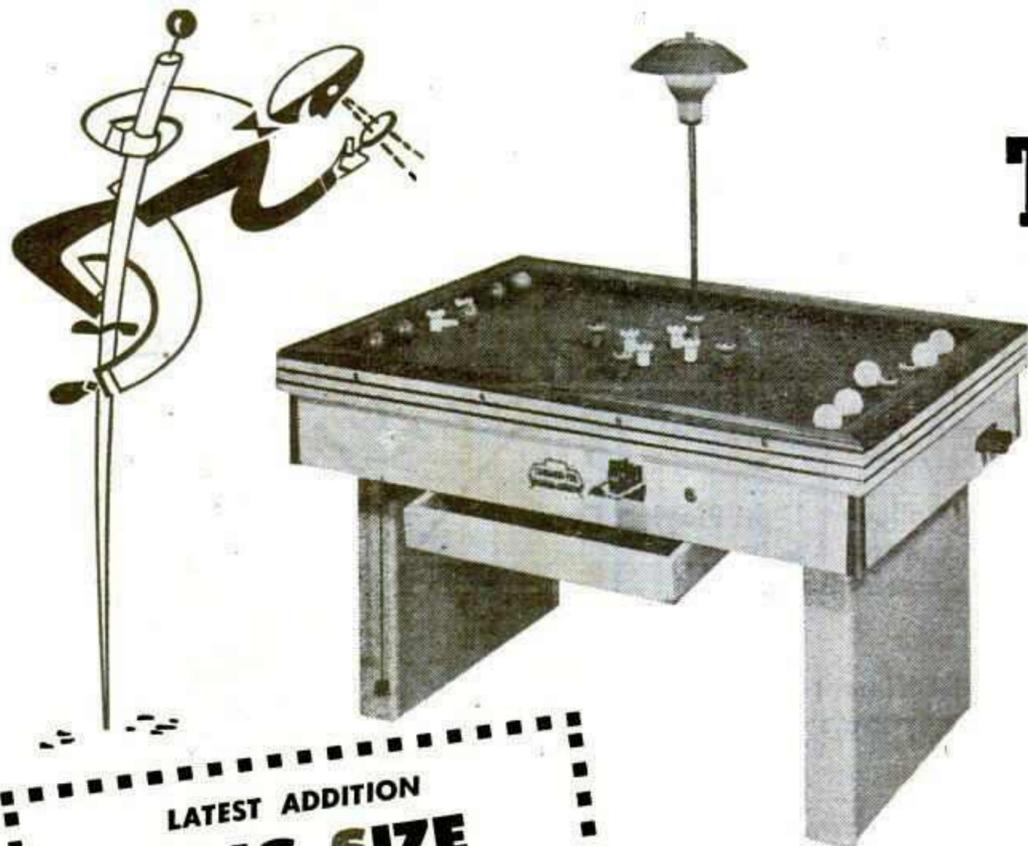
Distributors, Write

MARVEL MFG. CO. 2845 W. Fullerton, Chicago 47, Illinois Tel: Dickens 2-2424

Your American Red Cross Is Always There After Disaster Strikes

Hey, Joe! Didja ever LOOK INSIDE

the amazing GENCO 3 or 4-sided play TOURNAMENT POOL GAME?



LATEST ADDITION
KING SIZE
TOURNAMENT POOL
18 INCHES LONGER same width

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

Tell your Distributor YOU want to see Genco's "insides," too
In Production and Delivering "SUPER BIG TOP"

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue Chicago 14, Illinois

★ ★ ★ **ROYAL** ★ ★ ★
DISTRIBUTING, INC.

PALM BEACH.....\$ 49.50	VARIETY.....\$275.00
BEACH CLUB..... 99.50	PALM SPRINGS..... 120.00
DUDE RANCH..... 125.00	LEADERS..... 175.00
ICE FROLICS..... 160.00	IMPERIALS..... 150.00
SURF CLUB..... 139.50	GOLD CUP..... 99.50
HI-FI..... 139.50	CLASSIC..... 89.50

CLEANEST GAMES YOU'VE EVER SEEN!
1/3 DOWN, THE REST "SIGHT DRAFT"

Ask For Ben Mackie or Harold Hoffman
3726 KESSEN AVE. CINCINNATI, O. MONTANA 1-5004

10c Bargain

Trades 'Em Even: Dimes For Nickels

FERTILE, Minn., Jan. 7.—Tavern patrons can't hardly afford not to play juke boxes on Duane Knutson's music route here. Knutson gives dimes for nickels to play the phonograph.

It all started with a sudden influx of Canadian nickels in this area. Because of the steel in the Canadian nickels, coin rejectors failed to reject properly and resulted in a flurry of service calls.

To lick the problem, Knutson had 11 by 14-inch posters printed and distributed to his locations informing customers that they could exchange all their Canadian nickels for two American nickels or a dime for playing the juke box.

Altho at first glance Knutson's plan certainly appeared to be an extreme measure to cut down service costs, it is actually increasing net receipts.

"Because customers save all the Canadian nickels they can get, exchanging them for dimes for the juke box, the number of plays on the phonograph has skyrocketed, with average net collections well ahead of previous takes after deducting losses on exchanges," he said.

Knutson reimburses his locations with dimes for every Canadian nickel in the juke box before gross receipts are divided.

POOL GAME PARTS and ACCESSORIES
Immediate Delivery

Cue Sticks	Ea. \$2.50	Phenolic Resin Balls	Ea. \$ 2.50
Cue Tips, Elk Leather Package of 25	.75	
Novo-Ply Panels, complete w/ cloth and holes	Ea.	35.00	
Novo-Ply Panels, w/ rubber bumpers and cups	Ea.	42.50	
Tip Clamps	Ea. 25¢	Chalk	Per Gross 3.00
Ku-Bumpers Ea.	.25	

SPECIAL!
Chicago Coin
HOLLYWOOD
\$350

Exclusive Chicago Distributor for the BEST in POOL GAMES!

CUE-STAR by FISCHER — **\$209**
COIN POOL Marked for 3 or 4 Side Play
IMMEDIATE DELIVERY
• ALSO AVAILABLE FOR IMMEDIATE DELIVERY ...
• **JUMBO SIZES—18" Longer!**

CHARLEY PIERI Get Our List, New-Used Games, All Types
Monarch Coin Machine, Inc. 2257 N. Lincoln, Chicago 14, Ill. Lincoln 9-3996-7

WE'RE CLEARING OUR FLOORS TO MAKE ROOM FOR THE NEW WURLITZER CENTENNIAL PHONOGRAPH

SPECIAL OPERATOR SHOWING WEEK OF JAN. 16th

We firmly believe the WURLITZER CENTENNIAL PHONOGRAPH to be the finest and most attractive phonograph that we have ever seen. We will sell all of our present equipment at

SPECIAL CLEARANCE PRICES

to clear the way for what we think to be the finest phonograph ever built!

BILOTTA DISTRIBUTING COMPANY

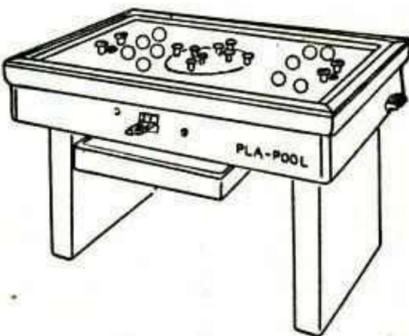
NEWARK, NEW YORK, BRANCH Ask for: JACK SHAWCROSS 224 N. Main St., Newark, New York	ALBANY, NEW YORK, BRANCH Ask for: BOB CATLIN 1120 Broadway Albany, New York,
--	--

"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"x36"x32" Regular Model, 52"x36"x32"
- Regulation Size Cues
- Table Top on Hinges with Lock
- Cash Box Inside, also with Lock
- Attractively Finished Cabinets
- ABT Double 10¢ Chute
- Finest obtainable pure gum rubber cushions and playing field cloth
- Immediate Delivery



MID-STATE CO. 2369 Milwaukee Ave., Chicago 47, Ill. Tel.: Dickens 2-3444

Capture AND HOLD THE CHOICE LOCATIONS!!!



Keeney's

JUMBO DELUXE
(18 inches longer)
FASCINATION POOL
is the answer!

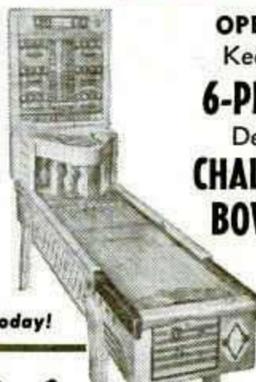
FEATURES

3 or 4 sided play

- Perfect operating Ball Release can't be cheated
- Perfectly squared to entice the professionals

3 WAY SKILL TEST

- SPEED
- TIMING
- ACCURACY

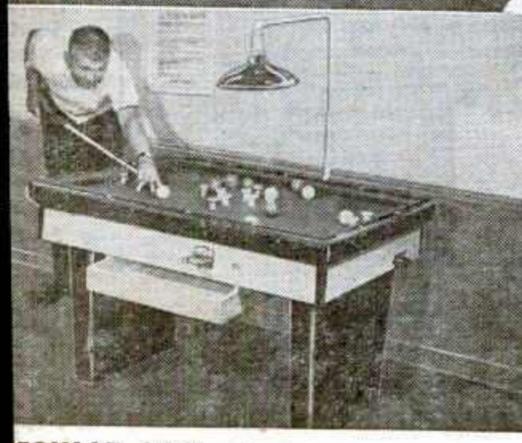


OPERATE Keeney's 6-PLAYER Deluxe CHALLENGE BOWLER

Order Yours Today!

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



REGULAR SIZE 52" L. x 36" W. x 32" H.

J. H. *Keeney* & CO., INC.
2600 WEST FIFTIETH STREET • CHICAGO 32, ILLINOIS

1st in POOL GAMES!

EXHIBIT DELUXE "84" SKILL POOL

11 Ways Better! Engineered by Exhibit . . . Breaking Profit Records Everywhere!
2 MODELS—Regular Size and **KING SIZE**—18" Longer
 For full description see Exhibit ad on page 95.
IMMEDIATE DELIVERY!



The Finest Pool Games Ever Made—
 No. 1 on Your "Collection Parade"!

CHICAGO COIN CHAMPION POOL

Newest Version! Thrilling Center Hole Feature for Exciting Play Appeal! New Plastic Light-Up Bumper Post!
 For full description see Chicago Coin ad on page 101.
IMMEDIATE DELIVERY!

TARGET GUNS

FIRST-Conditioned

EXHIBIT

- TREASURE COVE . . . \$395
- 500 . . . 295
- SPORTLAND . . . 225
- SHOOTING GALLERY . . . 175
- JET GUN . . . 125
- SIX SHOOTER . . . 95
- DALE GUN . . . 65

GENCO

- SKY ROCKET . . . \$345
- RIFLE GALLERY . . . 195
- INVADER . . . 125
- SKY GUNNER . . . 125

UNITED

- CARNIVAL DELUXE . . . \$255

YOU SHOOT

Remington . . . \$295
 22, live ammunition.

SHUFFLE GAMES

FIRST-Conditioned

CHICAGO COIN

- * BLINKER . . . WRITE
- * HOLLYWOOD . . . WRITE
- * ARROW . . . \$345
- * BONUS SCORE . . . 385
- * HOLIDAY . . . 350
- * TRIPLE STRIKE . . . 345
- * FIREBALL . . . 325
- * PLAYTIME . . . 295
- * FEATURE . . . 255
- * STARLIGHT . . . 210
- * SUPER FRAME . . . 195
- * CRISS CROSS TARGET . . . 185
- * ADVANCE . . . 165
- * GOLD CUP . . . 135
- * TRIPLE SCORE . . . 95
- * DOUBLE SCORE . . . 85
- * CROWN . . . 85
- * 10TH FRAME, 6 PLAYER . . . 85
- * NAME BOWLER . . . 55

BALLY

- * MAGIC . . . \$325

UNITED

- * DELUXE CAPITOL . . . \$395
- * DELUXE CLIPPER . . . 345
- * DELUXE MARS . . . 295
- * DELUXE COMET . . . 295
- * BANNER . . . 250
- * DELUXE TARGETTE . . . 245
- * RAINBOW . . . 235
- * LEADER . . . 185
- * LEAGUE . . . 185
- * CHIEF . . . 175
- * ROYAL . . . 140
- * CLASSIC . . . 95
- * OLYMPIC . . . 85
- * STAR 6-PLAYER . . . 55
- * DELUXE 6-PLAYER . . . 45

KEENEY

- * BIKINI . . . \$195
- * DIAMOND . . . 185
- * BONUS . . . 165
- * PACEMAKER . . . 115
- * DOMINO . . . 95
- * CARNIVAL CLUB 10-PLAYER . . . 75
- * CLUB 10-PLAYER . . . 55
- * 6-PLAYER . . . 45

* Indicates "Match Game"

FIRST

COIN MACHINE EXCHANGE, INC.

Joe Kline & Wally Finke
 1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

1st AND STILL GROWING

Press Release

• Continued from page 93

ported they had an increase in play after the price boost. Others said play dropped off until the people got used to it.

"It's just like the nickel cup of coffee. People are used to paying a dime for it now and don't think anything of it. Elliott added the Quint-City area is one of the last areas in the country where juke boxes still operate for a nickel."

The article then continues to point out other reasons for the increase in price.

"The newest trend in the juke box field," Elliott said, "is the extended or long-playing record. We have machines now that offer a wide variety of classical pieces as well as popular and folk music. We figure each machine only plays for a certain number of hours. Naturally, we couldn't afford to play long-playing records for only a nickel. We'd be losing money."

the article closes as follows:

"Juke box patrons will get one

play for a dime, three for a quart. Incidentally, the tune that's pulling the nickels—soon-to-be dimes—is Tennessee Ernie's 'Tons.'

BOWLERS CLOSE OUTS

- Chicago Coin Triple Strike . . . \$425.00
- Chicago Coin Star Life . . . 225.00
- Chicago Coin Criss Cross Target . . . 175.00
- United Ten Frame Star Shuffle . . . 110.00
- United Clover . . . 100.00
- United 6 Player Star . . . 90.00
- United 6 Player Super . . . 90.00
- Keeney Bonus Bowler . . . 190.00
- Keeney Deluxe League . . . 65.00

W. B. DISTRIBUTORS, INC.

1012 MARKET ST. LOUIS, MISSOURI
 Serving the Operators for 25 Years

Over 67,000 ACTIVE BUYERS

The Billboard classified columns each

PINBALL GAMES

- Bally Beach Club . . . \$100.00
- Bally Beauty . . . 75.00
- Bally Big Times . . . 400.00
- Bally Dude Ranch . . . 135.00
- Bally Miami Beach . . . 475.00
- Bally Frolic . . . 75.00
- Bally Gayety . . . 300.00
- Bally Gaytime . . . 425.00
- Bally Hi-Fi . . . 140.00
- Bally Ice Frolics . . . 150.00
- Bally Palm Beach . . . 60.00
- Bally Palm Springs . . . 140.00
- Bally Singapore . . . 185.00
- Bally Stop Life . . . 40.00
- Bally Surf Club . . . 165.00
- Bally Varieties . . . 285.00
- United Triple Play . . . 400.00

MUSIC MACHINES

- AMI MODEL A-40 . . . \$ 85.00
- AMI MODEL B . . . 125.00
- AMI MODEL C . . . 125.00
- AMI MODEL D-40 . . . 200.00
- AMI MODEL E-40 . . . 250.00
- Seeburg HM-100-A Hideaway . . . 200.00

SHUFFLE GAMES

- Criss Cross Target . . . \$150.00
- King-Bowler . . . 125.00

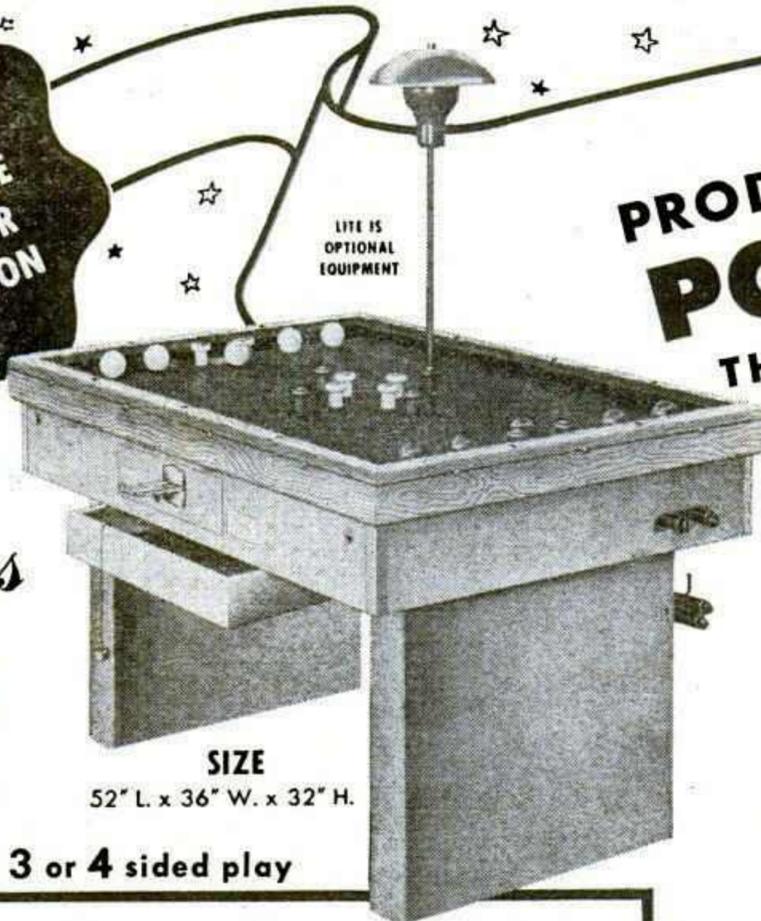
VENDING MACHINES

- Electro (10 Col.) . . . \$175.00
- National 9ML . . . 165.00

Rock City Amusement Co.

108 LAFAYETTE ST. NASHVILLE, TENN.
 Phones: 6-8371 or 42-4353

PLAYERS PREFER THEM
 OPERATORS LIKE THEIR BETTER CONSTRUCTION



Williams DE LUXE BANK POOL

SIZE 52" L. x 36" W. x 32" H.

2 sets of Rules for 3 or 4 sided play

where more space is available...

Williams DE LUXE SENIOR BANK POOL

- 18 inches longer than the Deluxe Model—same width
- 2 Coin Operation • Perfect Bank Shots
- New Free-Swinging HINGED TOP
- Extra Cue Hooks • Fool-Proof Mechanism
- Red Diamonds on Siderails

Williams PRODUCES MANY MORE POOL TABLES THAN ANY OTHER SOURCE..

The big difference in POOL TABLES is Williams QUALITY!



Williams SCORE-POOL

PLEXIGLASS TO ELIMINATE REPLACEMENT

TOTALS SCORES AUTOMATICALLY ON LITE

2 DIMES PER GAME

Trans Score from one place to another. Lively Accurate Scores

OPERATE Williams ROYAL CROWN FAST SCORE BUILD-UP!

OPERATE Williams JOLLY JOKER HIGHEST EARNINGS! LOWEST PRICE!



See YOUR WILLIAMS DISTRIBUTOR

CREATORS OF DEPENDABLE PLAY APPEAL
 4242 W. FILLMORE ST. CHICAGO 24, ILL.

1ST
IN EARNING
POWER *



chicago
coin's

CHAMPION POOL

The original . . . Official-Type Pool Game
With The Exciting Center Hole Feature!

New Attractively Applied Designed Cabinet With
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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!

* EARNING POWER
(By Actual Test Locations)

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IT'S HOTTER THAN EVER!
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AUTOMATIC
POOL



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
Optional
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Bally® BIG bowlers earn BIG money

POPULAR OFFICIAL BOWLING SCORES

BOWLER earnings climb to a new sensational high... as 20,000,000 bowlers and their millions of non-bowling friends... discover the fun and fellowship... and the sporting satisfaction of shuffle-bowling by OFFICIAL BOWLING RULES. For biggest group-play... and continuous repeat-play... resulting in bigger bowler profits... get Bally ABC-BOWLER on location now... or CONGRESS-BOWLER for added attraction of match-score features.



New KING-SIZE Pins
New OVER-SIZE Puck

New king-size pins, nearly a foot high and almost as big as official bowling alley pins, increase play-appeal of all Ballybowlers. Compare new giant pin (left) with old-fashioned pin (right). Matching the new big pin is the new Bally over-size puck with a hefty, husky feel that adds to thrills of skill-shooting. New over-size puck is larger puck on each playfield below. Compare size with smaller old-fashioned pucks.

CONGRESS-BOWLER and ABC-BOWLER play 10 frames... are available in dime play or one play for a dime, 3 plays for a quarter... require only 8½ ft. by 25 in. floor space.

ABC bowler

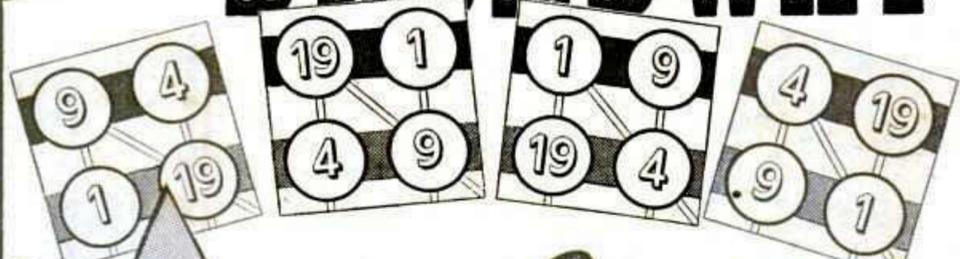
WITH MATCH-SCORE FEATURES

Congress bowler

BALLY MANUFACTURING COMPANY • 2640 Belmont Avenue, Chicago 18, Illi

More money-making play-appeal

Bally BROADWAY



4 MAGIC SQUARES

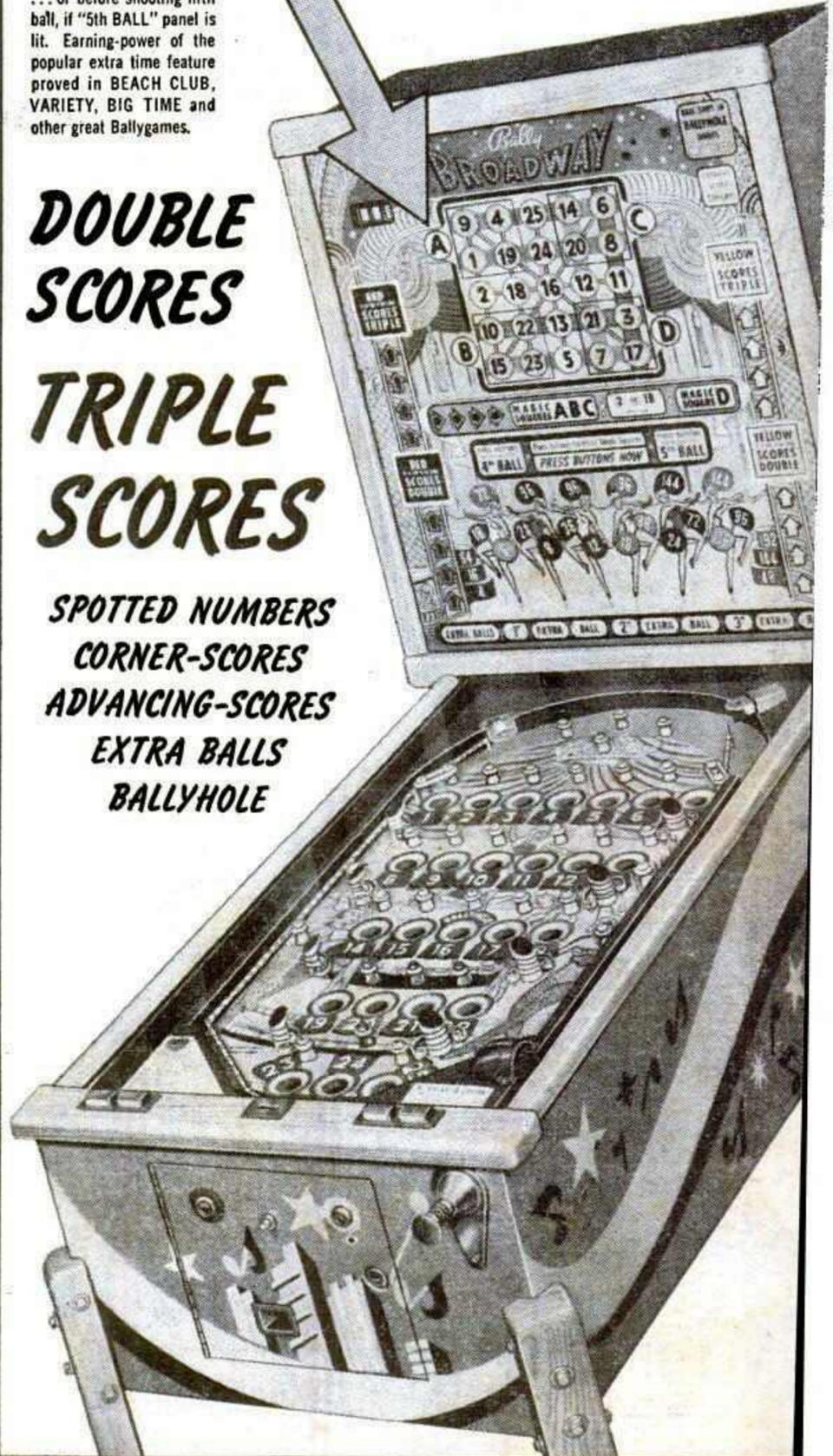
Arrow points to one of 4 Magic Squares—A—which may be shifted to player's choice of 4 different combinations illustrated above. Each Magic Square—A, B, C and D—may be shifted to choice of 4 different combinations. Separate button for each Magic Square permits player to shift only Square or Squares he desires to shift—without shifting other Squares. Maximum number-shift flexibility provided by 4 Magic Squares insures maximum play-appeal, 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 the popular extra time feature proved in BEACH CLUB, VARIETY, BIG TIME and other great Ballygames.

DOUBLE SCORES TRIPLE SCORES

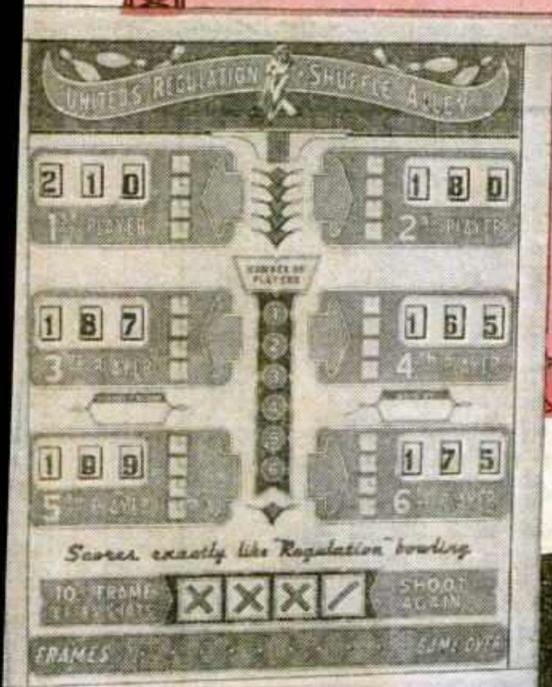
SPOTTED NUMBERS
CORNER-SCORES
ADVANCING-SCORES
EXTRA BALLS
BALLYHOLE



UNITED'S

Regulation

Shuffle Alley



Scores exactly like "Regulation" Bowling

PERFECT SCORE 300

GIANT PINS
BIG PUCK

LATEST UNITED
EASY SERVICE FEATURES

SIZE:
8 FT. 8 IN.
LONG
26 IN.
WIDE

SEE
YOUR
DISTRIBUTOR

NOW AT YOUR DISTRIBUTOR

STARLET

FASTEST IN-LINE PROFIT HIT

TOP NOTCH SHUFFLE ALLEY

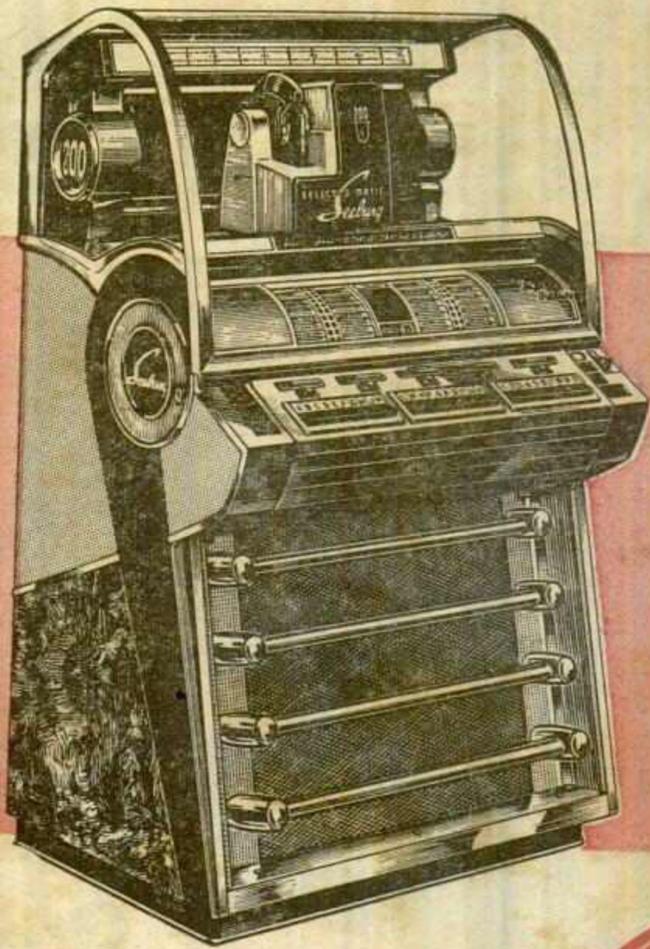
Available in 2 Models

REGULAR
SPECIAL



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WITH A **SEPARATE** CREDIT SYSTEM FOR EACH!

200 SELECTIONS MAKE POSSIBLE THE
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