

The Billboard



The Disk Jockey's 8th Annual Billboard Survey among Disk Jockeys and Station Management
Starts on page 21

NOVEMBER 12, 1955 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Small-Change Rides To Mighty \$\$ Grow

Grosses Outpace the Speed of Whirling Machines; Kiddielands Big New Factor

By JIM McHUGH

NEW YORK, Nov. 5.—Nickels and dimes often add up to \$1,000,000 in the amusement ride business. This year the pyramiding of small change paid for tickets into adding machine sums seemed to outpace even the speed of the whirling mechanical units, and as the season concludes many operators are totaling record earnings.

The ageless Merry-Go-Round, the Ferris Wheel, Dodgem, Caterpillar and many other major units, as well as more recently and most importantly, a whole host of kiddie rides, are proving worth their weight in gold. Literally hundreds of persons have discovered this fact in the last decade. They have been successful in paying off their equipment investment in a season or less if they were astute and lucky enough to acquire a proper location and avoid the pitfalls, principally weather, that harass the outdoor operator. Veterans in the business have always known the appeal of their pig iron—that grouping of galvanized piping supporting seats and extending in intricate designs from a central source of power. These people have always made money, even in the 2 and 3-cent days of the depression, with their practically indestructible units.

77¢ in 16 Weeks

Grosses in these days of high income can often equal in a week the season's takes of leaner years. The Merry-Go-Round, which has been spinning from the centuries, still grosses a comfortable \$24,000 in a 16-week season at one of the East's better amusement parks. The more exciting Dodgem, with its individually powered and driver controlled cars, grossed better than \$77,000. The venerable Whip, a standard ride, was good for better than \$18,000. The figures represent more than the replacement cost of the units.

Of a total gross of \$1,500,000, two-thirds were ride earnings, while the rest was credited to the food and other operations generally found in an amusement park.

Scrambler Is Best Grosser

NEW YORK, Nov. 5.—A new major ride, the Scrambler, introduced last year by the Eli Bridge Company, manufacturer of the famed Big Eli (Ferris) Wheels, is proving one of the best grossing of all mechanical units.

This year at major fairs in Detroit, Toronto and St. Paul, Scramblers grossed \$11,531, \$15,394 and \$14,758 — an average handle of more than \$1,000 for each operating day.

The unit with the Royal American Shows, thru the Kansas State Fair, has grossed \$51,281. With three fairs remaining, the season gross was likely to hit \$70,000—more than three times the unit cost.

TALENT GIANTS GAC AND HAMID SET AFFILIATION

NEW YORK, Nov. 5.—An affiliation was consummated yesterday between two of the nation's largest handlers of talent in the popular and outdoor fields—General Artists Corporation and George A. Hamid & Son. The new firm will be known as GAC-Hamid, Inc.

The combining of assets of the behemoths in the talent and booking fields will, the principals said, make the new organization an "unmatchable source of talent, showmanship and creative manpower." Certainly it should make it the largest and most powerful organization in its outdoor show business field, a position long held by the Hamid organization alone in its extensive Eastern United States and Canada territory.

While the financial arrangements involved in the setting up of the new corporation were not revealed, the list of officers reveals a possible future dominance by GAC. George A. Hamid Sr. is president. His son, George Jr., shares vice-presidencies with Art Weems of GAC. Also representing GAC are Cy Conner, treasurer, and Jack Katz, secretary. The pact was described as providing for "joint control."

Spokesmen George Hamid Jr. and Weems stressed that the new organization will operate as a separate entity from the other phases of Hamid & Son and GAC. Hamid & Son thus reserves its interests in the Atlantic City Steel Pier, the Hamid-Morton Circus, the (Continued on page 130)

300,000 Spins a Day Throw Music Industry Into Whirl

Radio's Consumption of Records Stiffens Competition at All Levels

By PAUL ACKERMAN

NEW YORK, Nov. 5.—Some 300,000 record sides are broadcast every day by the 2,700 radio stations across the country.

In this remarkable statistic lies the answer to what has happened to the music-record business, the answer to why it has grown rougher and more competitive than ever before on all levels. In this vital statistic, too, is mirrored the competitive plight of the music publisher, songwriter, artists, song pluggers and record manufacturer. By all odds, this is the most important fact which must be faced by everyone who makes his living, or aspires to make his living, in the business.

The Statistics

The figure is arrived at quite simply. The nation's AM radio outlets devote 300,000 hours per week to programming, of which at least 150,000 hours are allocated to record shows. Station systems 14 record sides per hour, which totals 2,100,000 sides per week, or 300,000 per day. Estimating the air time of the average station as 15 hours daily, some 20,000 sides per hour are spun across the country.

The old songs are the best songs, many people say. Maybe yes and maybe no. But even were the old songs newly born, it would seem that they could not cope for more of a run than the average good song in today's frantic market.

The cry that radio "killed" music—shortened the life of songs—was already being heard in the late 1930's. Network radio, the system of "remote" broadcasts by bands, coupled with the virtual death of vaudeville (once the chief source of song promotion) had already worked a major change in the music business. It stepped up the output of song material considerably and lessened the life span of tunes. But this was only a taste of what was to come.

The decline of network radio, the emergence of the disk jockey on the local scene, the station's supreme reliance on recorded talent as the backbone of programming have stepped up the business to an all-time high.

Record Output

According to The Billboard's Station Management Survey in connection with The Billboard's Eighth Annual Poll of Record Music Programming, the average station receives over 50 disks a week. This is by no means the total new record output of the various labels, which is in excess of 100. Many stations receive many of the same records, but it is also true that many receive records which others do not. Differences are dependent upon numerous factors, including whether the station's jockeys are primarily pop, country and western, or rhythm and blues.

What does it all add up to? Radio today is infinitely more voracious in its use of song material than was the case with network radio, and it also consumes at a frantic pace the many recorded versions of any given song.

The impact on the public is tremendous, but necessarily short-lived. The fight for "exposure," for air time to promote songs and disks, is feverish and is felt at every level in the music-record business. The pressure bears heavily. (Continued on page 35)

NEWS OF THE WEEK

NBC-TV to Spend 12 Million on Color Facilities and Programs . . .

The board of directors of NBC-TV this week voted to spend \$12,000,000 to expand its color facilities on the Coast and in New York. Move was made to double the amount of color programming in other centers in 1956. page 2

Jazz Disk Business More Complex; Must Play All Angles to Prosper . . .

The jazz business, altho it is flourishing on disks and elsewhere, is becoming increasingly complex. Operators in the field have to play many angles to prosper. Most of the indie companies are up for sale because it has become all "business" and no "kicks." Some of the flourishing "tie-in" deals are described. page 17

Columbia Records Gears Special Sales Drive to Spur EP Market . . .

Columbia Records in novel experiment to build EP sales to level of singles. Special incentives to dealers and juke box operators. May point road for other labels. page 16

Chicago Coin Machine Firm Enters Disk Field, Bows Label . . .

Bally Manufacturing Company, a leading coin-operated amusement machine manufacturer, has entered the record business. Its first waxing will be released in January on a Bally label. Lou Breese and his orchestra will be featured. page 10

Vending Industry Hosts 5,000 At Chi Meet, Sports New Look . . .

One of the biggest conclaves in the history of the vending machine industry, the 1955 convention of the National Automatic Merchandising Association, is under way at Chicago's Conrad Hilton Hotel. More than 135 firms are exhibiting the latest in vending machine equipment. page 130

Colgate Mulls Cancellation of 'Variety Hour'; Poses Web Problem . . .

Colgate is believed to be giving serious consideration to the cancellation of its Sunday night, "Variety Hour" on NBC-TV. Should the axe drop, the network would once again take up the burden of the fight against Ed Sullivan. page 2

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Trade Papers Top the List

NEW YORK, Nov. 5.—Station managers who exert control over selection of disks for broadcast state that the prime influences are trade paper charts, editorials and ads, according to The Billboard's survey. Requests of listeners constitute the second most important influence.

In third place is the disk jockey's personal opinion. Many jockeys are also influenced by local record dealer information. Bringing up the rear, as sources of influence, are direct mail, free records and similar promotional material from manufacturers, distributors and publishers, and local juke box operator information.

Colgate Calls All Its Agencies To Reprogram Sunday Hour

Sponsor May Return Time to NBC; A Lot Depends on Weaver's Action

NEW YORK, Nov. 5. — The Colgate-Palmolive Sunday 8-9 p.m. problem has again come to a critical state. The client has called in all its agencies—including William Esty, now servicing the show, Ted Bates and Bryan Houston—to ask for suggestions for reprogramming the time period. A distinct possibility is that the sponsor will return the time period to NBC-TV.

Whether it does or not is dependent, in a great measure, upon Sylvester (Pat) Weaver, the NBC president. Does he wish to accept the challenge of reprogramming such a key time period in the middle of the season? And can he sell the problem hour to a client or several clients? Colgate has a commitment for the time and is contractually obligated to the network.

And can NBC find another half-hour prime time period for Colgate during the week? The sponsor will not give up the Sunday hour without getting something in exchange. Many of these questions, of course, cannot be answered at this moment. But the fact seems to be that Colgate has given up on its "Variety Hour."

Not Too Bad

The Colgate show this season hasn't done too badly for the client. On weeks it presented Martin and Lewis, its ratings were good. On other weeks its rating was down but generally better than last sea-

McCann Slot Still Unfilled

NEW YORK, Nov. 5. — Sam Northcross, veepee in charge of the radio and TV department of William Esty, this week reportedly turned down a bid from McCann-Erickson to take over the top slot in that agency's AM-TV operation.

Meanwhile - Ted Bergman, former head of the Du Mont network and now supervisor of its Electronic division, is said to have accepted an executive post at McCann's radio-TV department. He was offered a job at the agency several months ago, but turned it down.

Also reported to be in line for a spot in the department is Lester Blumenthal, a key TV executive at Norman, Craig & Kummel.

'GROWTH NET' EXECS GROW

NEW YORK, Nov. 5. — ABC, which calls itself "The Growth Network," is suiting its actions to its words.

President Robert E. Kintner, himself the youngest executive to attain the presidency of a network, this week appointed 31-year-old Don Durgin, up to now the web's director of sales development and research, to the top spot of vice-president in charge of the radio network. Durgin succeeds Charles Ayres, who has switched over to NBC as radio network head.

Among the other executives at ABC who are in their early 30's are Gene Accas, who moves into Durgin's spot as director of sales development and research; John Eckstein, who replaces Accas as the web's director of advertising and promotion; Al Seton, ABC's manager of publicity; Don Coyle, director of research, and Bert Briller, manager of TV sales development.

son. The Esty agency has tried to sell Colgate the philosophy that matching Ed Sullivan's ratings will take a long time, during which a solid show must be built, but that it can be done.

But the client evidently does not

Jergens & GD Cancel at NBC

NEW YORK, Nov. 5.—NBC-TV this week had two cancellations. Jergens dropped the axe on its daytime drama, "First Love," its 4:30-4:45 strip which it sponsors on Mondays, Wednesdays and Fridays. The program has never really done as well as the advertiser expected.

General Dynamics also this week canceled its sponsorship of "Youth Wants to Know," its Sunday afternoon public service stanza. The program is on Sunday 2:30-3 and is produced by Ted Granik.

'Tonight' Coast Shift More Than Likely

NEW YORK, Nov. 5. — The probability is growing that "Tonight" will move to the West Coast. The only thing that prevented a decision to move to Hollywood previously was the reluctance of the producer, William Harbach, to leave here. Chances are now that he will be replaced and reassigned to another show by the network.

Programming executives connected with the show feel it would be greatly improved by a Coast origination. The show would be done from there at 8:30 p.m. which would give it a chance to cover theater openings, other various entertainment events and cap-

italize more on the show life of the film capital. In addition, it is felt that the physical job of producing the show would be lightened by its shift to Hollywood.

The star of the show, Steve Allen, is all for such a move. He has lived on the Coast and scored his earliest success there as a deejay.

Another possibility is an hour filmed version of "Tonight" which would be done somewhere abroad. Should the show go to the Coast, it might be done from Tokyo. If it stays in the East, this show will be produced in Madrid with the cooperation of the Hilton Hotel there.

FAITH IN FUTURE

NBC Allots \$12,000,000 For Expansion of Color TV

NEW YORK, Nov. 5.—NBC this week gave an impressive demonstration of its faith in color TV by committing itself to a \$12,000,000 program of facility expansion for the new medium. The result will be that by next September the network will be able to program 80 hours weekly in color, double the amount being offered now by NBC.

The decision was made by the web's board of directors yesterday (4). Much of the expansion centers around NBC's Color City in Burbank, Calif., where an estimated \$6,500,000 will be spent. Among steps being taken there will be the building of a new color studio; the construction of an office building; tripling of technical work-space to house the new master-control, color recording equipment and film broadcasting facilities; the installation of equipment for recording color programs for rebroadcast and construction of the latest master control center for all West Coast originations, which will replace the present master control at the Hollywood studios.

NBC's \$4,750,000 color expansion in the East will include the construction of a second color studio in Brooklyn, adjacent to its present facilities there; the conversion of the Ziegfeld Theater to color, and the addition of four new color film chains to the web's facilities, two of which will function in the East and two on the Coast. Another important step was taken when it was decided to convert WNBO-TV's black and white facilities entirely to color and add more color facilities to them. The cost here will be \$1,200,000.

The actions by NBC show the network moving swiftly to provide programming to the growing audience for color. Tho the estimated number of color sets in the nation is 30,000, RCA has seen the demand for such sets gather momentum this fall because of the programming being offered. It feels that it is well on its way to creating a mass market for color.

The decision to convert WNBO to color which was flashed up by a color-closed circuit to Chicago in which Brigadier General Sarnhoff participated, along with other

impressive NBC brass, paid off immediately when the RCA distributor there placed an order for \$250,000 worth of color sets, the largest single order ever placed by any dealer for color sets. Sol Polk, the dealer, claims the NBC action will break the color barrier.

Manhattan Doubtful
NBC's action in building a color studio near its Brooklyn color studio probably ends the chances that a color city would spring up in Central Manhattan near Rockefeller Plaza. The land between 50th and 51st streets from Sixth Avenue going back to the Roxy Theater was offered to NBC by the Rockefeller interests who own it. The network felt that its cost would be too high, considering what it would pay for similar facilities in Brooklyn. It offered to accept the Rockefeller deal, if they could make the property available at a similar cost.

The color recording equipment to be installed in Color City will provide the West Coast for the first time with the same delayed scheduling of color programming

(Continued on page 6)

WHO PULLS WHAT

Charts Give Score of Sullivan's September

If you want to see just how well Ed Sullivan's "Toast of the Town" did in September, take a look at The Billboard's TV Program and Time Buying Guide, which appears this week on page 11.

The Sullivan show with a rating of 46.9 reached nearly 50,000,000 viewers, according to the American Research Bureau. Thus, in an analysis of network variety shows, it was far and away the top. The second highest rated variety show, Perry Como, drew only 33.9 with 31,680,000 viewers.

Did it get the right kind of viewers? Sullivan drew 1.06

men per set and 1.27 women per set, the top variety show in both respects. Not only that, but it stacks up as a bigger adult draw per set than even the top rated "64,000 Question," which in September drew .97 men per set and 1.26 women per set. Undoubtedly, Sullivan, who sells cars, is more covetous of the male audience than "Question," which plugs cosmetics. And what he wants, he gets.

The only area in which Sullivan showed any weakness was among kids, where he ranked only fourth among variety stanzas. But then, kids don't buy cars.

'MICKEY MOUSE CLUB'

Reaching Big Share Of Adult Audience

NEW YORK, Nov. 5. — The degree of success that Walt Disney and ABC-TV have achieved with Disney's new "Mickey Mouse Club" is nothing short of awesome.

Not only has the stanza topped every other daytime show in both the Nielsen and ARB October rating, but audience composition studies based on the ARB figures show that the program, widely regarded as a kiddie stanza, has enough of a pull with adults to make it a better advertising buy for reaching adults only than many daytime shows that are designed strictly for the wives of the house.

In other words, advertisers selling strictly to housewives can, if they so desire, completely forget about the 7,582,000 children that watch the show. For according to the ARB report, each quarter-hour segment of the show hits an average of 2,101,000 adult viewers, a figure that's greater than many housewife daytime stanzas can boast. Furthermore, the cost per commercial minute of the "Mickey Mouse Club" is just about equal to that of such other shows.

The "Club's" cost per commercial minute is \$5,200 for time and talent. In comparison, CBS-TV's

"Brighter Day" stanza, which reaches 2,052,000 adults per quarter-hour segment, costs \$5,000 per commercial minute; the Garry Moore stanza reaches 1,984,000 adults at a cost per commercial minute of \$4,900; "On Your Account" reaches 1,825,000 adults for \$5,000 per commercial minute; "Secret Storm" hits 1,676,000 adults for about \$4,800 per commercial minute; the Robert O. Lewis stanza pulls in 1,272,000 grown-ups for \$4,560 per commercial minute; "Welcome Travelers" reaches 1,135,000 adult viewers for \$5,100 per commercial minute, and "Home" reaches 751,000 adults for \$6,900 per commercial minute.

The Billboard

The Amusement Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.
William D. Littleford

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K. Kemper Vice-Pres.
M. L. Reuter Vice-Pres.
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2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$10 in U.S.A. and Canada. All foreign countries, \$20. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati 41, Ohio, under act of March 3, 1879. Copyright 1955 by The Billboard Publishing Company. The Billboard also publishes Tido, the fortnightly magazine of sales and advertising trends, one year, \$6.50, and Vend, the monthly magazine of automatic merchandising, one year, \$4.



Brit. Sponsors Decry Flat Fee Without Rating

LONDON, Nov. 5. — After six weeks the novelty of seeing their names on TV has worn thin for the majority of advertisers investing in Independent Television, and they are beginning to demand results. Currently, the audience for commercial programs is reckoned around 1,000,000, but despite this mounting figure, many big firms are known to be unhappy about facets of the new service.

In the first 21 days something like \$12,000,000 was plowed into the contractors' coffers via some 700 plugs. If that rate continues, station operators can look forward to netting some \$21,000,000 over the first 12 months. Unrest is being voiced about the flat \$3,000 peak rate both London operators are charging regardless of high or low audience figures.

The widely accepted shows that Associated-Rediffusion's programs on weekdays, for example, build from as low as 20 per cent possible viewership on Mondays to 80 per cent and over for Friday's showing. But advertisers taking peak time early in the week pay the same rate as the luckier ones grouped round A-R's Friday offerings. No new decision about rate cards has yet been circulated by the contractors, but an illustration of the way their minds are working is shown by an off-the-cuff reply to a disgruntled Monday advertiser asking for a cut in his costs. He was told that any change in the rate schedule would probably emerge as an increase for the more popular nights.

Despite these irritations, informed admen believe commercial TV is now entering its second phase during which the fast buck merchants will fall away, leaving the really TV-minded firms to build the new medium on a more solid basis.

Tuesday Rating Battle Is Anybody's Guess

NEW YORK, Nov. 5. — The week-to-week switches in programming strength of the three networks in the early Tuesday evening time slots, as evidenced by Trendex reports, is taking on more and more a guessing game aspect.

There were several surprises that came to light after the debris from this week's battle cleared.

CBS' Phil Silvers show, which this week switched places with "Navy Log" because CBS figured it would do better in the 8-8:30 p.m. time slot, found itself with a lower rating than "Navy Log," now ensconced in Silvers' former 8:30-9 p.m. time slot. Silvers scored a 13.5 Trendex, while "Navy Log" racked up a 15.9.

ABC's "Warner Bros. Presents" scored its greatest triumph to date, chalking up an average rating of 15.5 for the hour, its second half hour scoring a 16.0 vs. Silvers' 13.5.

ABC's "Wyatt Earp," which previously beat Silvers when the two were in competition, took a spill this week, despite the strong

2 Conditional 'Queen' Orders

NEW YORK, Nov. 5.—NBC-TV this week had two conditional orders for the entire half-hour strip of "Queen for a Day." They are from Procter & Gamble and Boyle-Midway. The orders are dependent upon where the program is slotted.

The program is expected to go somewhere in the afternoon, but if it is too close to another P.&G. show that advertiser would obviously not buy the property. Jack Bailey will emcee.

WHY WAIT?

\$5 Million in Sales Before 'Matinee' Bow

NEW YORK, Nov. 5.—Again the NBC-TV network sales operation demonstrated that it can sell untried TV properties without waiting for ratings to convince prospective sponsors. The network racked up \$5,000,000 in sales on "Matinee Theater" before the show made its debut on Monday (31).

Sponsors include Corn Products Refining, which bought 52 participations; Liggett & Myers, 26; Sylvania, 32; Bates Fabr.cs, 13; Block Drug, 26, and an unnamed food client which is in for another 52. Procter & Gamble has 260 participations, a buy which carries over from its sponsorship of previous shows in the same time period. And Alcoa has two participations.

The NBC sales staff achieved the same kind of results with both "Home" and "Color Spread," both of which were heavily sponsored before going on the air. Interesting is the sales to Sylvania and Bates, two clients which never have been on daytime radio, the latter advertiser never before using any form of network TV.

Rauch, Woods Y&R Veepees

NEW YORK, Nov. 5.—Young & Rubicam this week named two of its top publicity executives vice-presidents. They are Harry Rauch, manager of the radio-TV department, and Henry F. Woods Jr., manager of the general publicity department.

Both have been with the agency 11 years. Rauch is also a veepee at its Bureau of Industrial Service, its publicity subsidiary.

ABC, CBS Fight for Kids at 7:30; NBC Shies Away From Fracas

ARB's October Ratings Show Small Fry Battle Well Worth Effort in Time Slot

NEW YORK, Nov. 5. — The battle for the 7:30-8 p.m. kiddie audience is waxing hotter than ever between ABC-TV and CBS-TV, with NBC-TV apparently losing out in its bid for high ratings by shying away from the fight for small fry, according to a study of the October American Research Bureau national ratings.

The ABC-TV's stranglehold on the 7:30-8 p.m. audience is undented on Wednesday and Fridays and the web's new "Warner Bros. Presents" stanza has given it new strength on Tuesday nights, CBS-TV's new policy of airing kid shows in the 7:30 p.m. time slot has enabled it to dominate the Monday period completely and also turn itself into a strong contender for the Thursday night audience. ABC, however, remains the strong power on four nights of the five.

ARB Indications

Tho it's still too early in the season to come to any definite conclusions, the ARB ratings indicate the following: (1) Children's programming is far and away the surest key to attracting audiences in the 7:30-8 p.m. period; (2) CBS' policy of switching to small fry shows was a wise one and will probably pay off to a greater extent than if it had stayed with adult fare which would have forced it to compete with NBC for the mature audience, leaving ABC a clear field with the kids; (3) ABC is still leading all the webs on on every night of the week except Monday, but CBS has a good chance of catching up to it on Thursday nights and, if it replaces "Name That Tune" with a kid

show on Tuesday nights, might well wind up in the top spot on that night, as well, and (4) NBC's policy of banking on CBS and ABC to split the kid audience between them, leaving NBC with the entire adult audience, has paid off on Wednesdays and Fridays, when ABC is at its strongest, but it's been a complete flop on rating-wise other nights.

Nightly Breakdown

A night-by-night breakdown of the 7:30-8 ratings is as follows:

Monday: CBS, whose "Robin Hood" entry is the only kid show on the board, came up with a whopping 21.0 rating as against ABC's 12.1 for "Topper" and NBC's 10.0 average for its two news and music quarter-hour segments.

Tuesday: The only night that there are no kid shows in the period, ABC came out on top with 16.1 for its "Warner Bros. Presents," while NBC did okay with an 11.4 average for its two quarter-hour stanzas, and CBS' "Name That Tune" hit 10.8.

Wednesday: ABC's "Disneyland" dominated the time period with a 34.6 rating. NBC's music and news segments averaged a 12.7, while CBS found its bid for kiddies stymied because its "Brave Eagle" stanza received only a 7.8.

Thursday: ABC again came out on top with a 16.4 for "Lone Ranger," but CBS' "Sergeant Preston" followed close behind with a 14.6 and NBC finished third with a 12.4 average for its music-news stanzas. The interesting thing here is that "Lone Ranger's" rating showed a gain over last year's 14.8, and CBS'

One Coverage Poll, If Not More, Due

NEW YORK, Nov. 5.—It is now certain that there will be another TV coverage and circulation study within the next year, but it is not clear how many there will be or who will do them. The American Research Bureau this week submitted proposals to the TV networks and ad agencies for a nationwide study. This came on the heels of an announcement by the A. C. Nielsen Company that it was definitely going ahead with Nielsen Coverage Service No. 2.

The ARB study will cost upward of \$1,000,000. ARB is making it plain that it will not go ahead with any coverage survey unless it is assured coverage of its costs. This means at least one of the networks will have to buy.

However, ARB says it will definitely go ahead with a second "Abilene to Zanesville" study, which gives the station coverage

in individual markets. The first "A to Z," covering about 140 smaller markets, did pay off. The second will be greatly expanded, possibly covering about 250 TV markets. ARB will have the specifics in a couple of weeks.

Nielsen, which also got into a competitive situation in 1952 when its first NCS coincided with a coverage study by the Standard Audit and Measurement Service, has not yet detailed the plans for the second NCS, which will be on radio as well as TV. SAMS also had been thinking of a second survey but has apparently decided against it. In 1952 NCS lost money and possibly SAMS did too.

The ARB proposal calls for a sample of 500,000 homes by personal interview exclusively. The first NCS sampled 100,000 by interview with quality correction by audimeters. ARB is opposed to any quality control. If the ARB study comes off, it will be the first to be done exclusively by personal interview.

ARB's "A to Z" survey is done by 500 telephone interviews per county.

Renewal for NBC 'Donovan'

NEW YORK, Nov. 5.—Langendorf United Bakeries, which has been sponsoring "Steve Donovan" in 13 markets in California, Washington and Oregon since last April has spelled out its satisfaction with the NBC Film Division series by renewing for another 39 weeks in the same markets.

Other regional sponsors for the series are the Brock Candy Company, the Williamson Candy Company, Quality Bakers of America and the Rice Sausage Company. "Donovan" is the top-rated syndicated Western in Fresno, Calif., and Portland, Ore., according to ARB.

new kid show try similarly showed a gain over the web's average rating of 12.3 for the period. However, NBC dropped down from last year's 19.4 average, indicating again that the kid shows have a powerful pull.

Friday: ABC's "Rin Tin Tin" far and away was the strongest stanza with a 23.7 rating, while CBS, in a parallel position to Wednesday night, found its kid show offering nowhere strong enough to pull anything more than a 9.2, which left NBC's adult stanzas drawing an average of 13.6 to come out second best.



Channel 8 Multi-City Market
WGAL-TV
LANCASTER, PENNA.
NBC and CBS

Just as a fingerprint is distinctive for its individuality, the WGAL-TV Channel 8 market is distinctive for the unique advertising opportunities it offers you. It is a multi-city market—stable and diversified—where 3½ million people have 912,950 TV sets and spend \$5½ BILLION each year.

Channel 8 Multi-City Market

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

316,000 WATTS

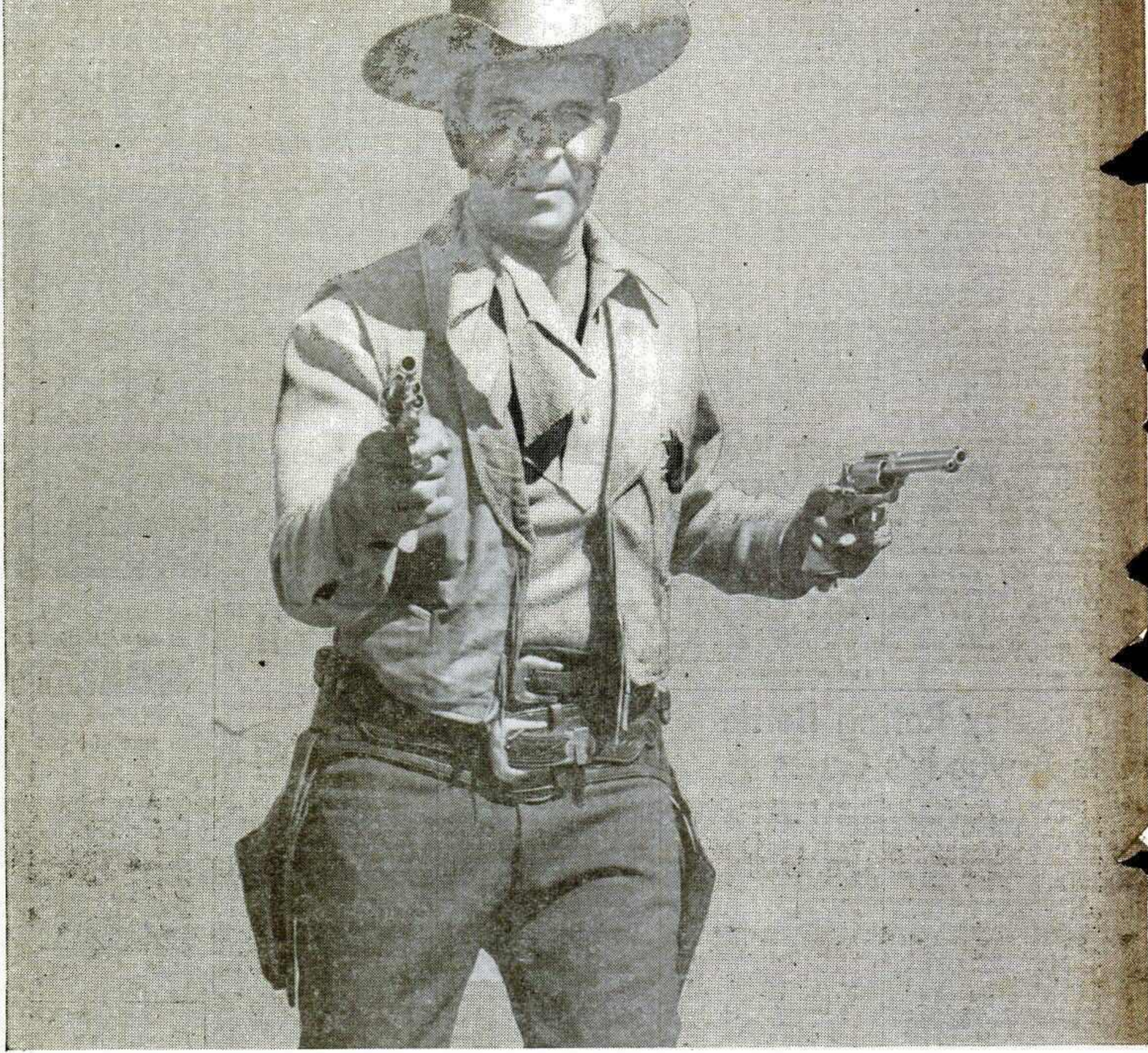
STEINMAN STATION
CLAIR McCOLLOUGH, PRES.

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

INDUSTRIAL HEART
OF THE TRI-STATE AREA
7TV's New Queen

316,000 watts of V. H. F. power
WHTN-TV BASIC ABC
Greater Huntington Theatre Corp.
Huntington, W. Va. Huntington 3-0185

TWO GREAT NEW



STEVE DONOVAN, WESTERN MARSHAL *starring Douglas Kennedy*

A rugged new Western star in 39 half-hour films of thundering action for youngsters and adults.

Star personalities head up these two new audience-pulling programs for your exclusive local sponsorship in your markets. Early ratings prove both shows have what it takes to bring in large audiences even against tough network competition.

And you get unprecedented merchandising rights at no additional cost. Use the name and character of Steve Donovan, Western Marshal, and The Great Gildersleeve to sell for you.

TV SALESMEN ...



two
personalities...
the same
big payoff!

THE GREAT GILDERSLEEVE starring **Willard Waterman**—A favorite comedy star and program for the whole family. After 13 years as a top radio success, now even better in 39 half-hour TV films.

Put these great salesmen to work selling *your* products. For complete details and prices for your markets, phone, wire or write today.

NBC FILM DIVISION

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

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

This One



AGBA-NOR-KZ4T

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RIVALS & PALS

Denver Post, KBTB to Air News Show

DENVER, Nov. 5.—Two competing media, separately owned and often with opposite views, combined efforts here this week to bring about an entire new era of thinking between television and the press. This week KBTB, the ABC TV outlet here reported that beginning November 7 it will feature headline news reported by The Denver Post, one of the largest and oldest daily newspapers in the West.

The five-minute Denver Post Television News will feature the latest stories of the day, with actual photos of the newspaper front page playing a role in the daily newscast. The newscast will touch on local, national and international news, features, sports and society, just as reported in the pages of The Denver Post. Reporters covering the various stories for the paper will give the narration, and cameras from the Channel 9 station will pick up scenes direct from the news room as the paper is being edited.

The daily newscast will be filmed, with cameras rolling at 12:30 daily, the deadline for The Denver Post. The film will be processed by no later than 2:30 each afternoon and will be aired at 3:55 daily, the time that the first edition of The Denver Post hits the streets.

One of the problems not yet ironed out is the sponsorship advertising angle, with the newspaper looking for a sponsor whose press budget will not be affected by a TV expenditure and the station looking for a sponsor, product or company that will prove compatible to both medias.

Several irons are in the fire, and until a final agreement is reached, the daily newscast will be presented on a co-operative basis.

General Motors Corners WWW

NEW YORK, Nov. 5.—General Motors this week was on the verge of concluding its buy of the last third of "Wide, Wide, World." Since the automotive manufacturer already owns two-thirds of the property, it would own the Sunday afternoon spectacular completely, if the buy comes thru.

The purchase would be for two more of its divisions. AC Spark Plug, Delco Batteries and its Guide Lamp divisions are already using the show. "WWW" has been getting very impressive ratings, its last being an estimated 20 Trendex for last Sunday's (20) telecast.

UPA Net Take Quadrupled

HOLLYWOOD, Nov. 5.—UPA has better than quadrupled its net (or retained) earnings from commercial and industrial production in the first nine months of this year as compared to all of 1954. The figures were reported by v.p. Ernest Scanlon to the board of directors at a meeting in Burbank this week.

Profit before taxes for the nine-month period were \$111,252.75. This figure includes revenue from short subjects released thru Columbia. Exclusive of these, UPA's net in the first nine months of 1955 is already four times what it was for the entire 12 months of last year.

To take care of the increased need, UPA will expand its New York facilities within the next few months. Official name is being changed from United Productions of America to UPA Pictures, Inc.

RESTLESS PEOPLE

Bert Briller, ABC-TV's sales development manager, is guest lecturing on radio-TV at an NYU public relations course. . . . Hal Sobolov, studio supervisor at the same net, is celebrating the birth of a daughter, Joy Mara, to his wife, Sheila King, a make-up artist. . . . Helen Petretti, of the "Today" show staff, has announced her engagement to Desmond O'Neill, of the Bryan Houston Agency. The couple plan to be married next January. . . . Quincy G. Ryan, vice-president of Ruthrauff & Ryan, has been granted a year's leave of absence and Thomas W. Richey has been appointed account exec on Early Times in Ryan's absence.

Richard C. Dawson, formerly with Paul H. Paymer, has joined NBC-TV as a salesman. . . . John L. Sullivan, has left A. C. Nielsen Company to join Carter Products as media director.

And at A. C. Nielsen, Charles W. Besosa and William H. Quinn, formerly account execs, have moved up to vice-presidents in the radio-TV division. . . . Perry B. Frank Jr. is also on the move. He is leaving the Du Mont national spot sales department where he has spent the last three years to join ABC-TV network sales department as an account exec.

Ziv to Host Foreign Execs

CINCINNATI, Nov. 5.—A group of 18 foreign television executives will be the guest of Ziv International, foreign division of Ziv TV, at a special cocktail session and meeting here at the Netherland Plaza Hotel Saturday (12). Edward J. Stern, president of the division, will be in charge.

The State Department has included Cincinnati as a point of interest and inspection for the TV execs, who are currently touring the United States observing broadcasting methods.

Elizabeth Nixon, of the State Department, is in charge of the group, which consists of representatives from Argentina, Brazil, Bolivia, Nicaragua, Viet Nam, Uruguay, Nigeria, Tunisia, Colombia, El Salvador and Finland.

Also greeting the TV men at the Ziv meeting will be Cincinnati public officials and TV reps from the local television stations, who will assist in arranging tours of local TV facilities.

Ziv now has in foreign distribution such American TV programs as "Boston Blackie," "The Cisco Kid," "Favorite Story" and "The Unexpected." The sound tracks of Ziv's films are dubbed in at the company's Mexico City studios.

Other officers of the Cincinnati Ziv division who will assist at the meeting are Millard Segal, vice-president in charge of sales, and David L. Schulman, vice-president in charge of production. Robert and Charles Westheimer, of the investment firm of Westheimer & Company, Cincinnati, are members of the Ziv board of directors.

Raycroft Reps W. Coast Firm

NEW YORK, Nov. 5.—Russ Raycroft, former TV exec of the Robert Orr and Dancer-Fitzgerald-Sample agencies, has set up an office here as Eastern representative of Roland Reed-Gross-Krasne TV Commercials. Raycroft is not a salesman, but is serving in a creative consultative capacity. His counterpart at the firm's headquarters at the California Studios, Hollywood, is Frank Bebis, formerly of McCann-Erickson.

Their work in no way involves the program production of either Reed or Gross-Krasne, tho the commercial outfit was formed by a partnership of the two.

Colgate Drama To Plug Songs

NEW YORK, Nov. 5.—Popular songs which have been used effectively on a one-shot basis on video will be given a chance for more intensive promotion on Colgate's daytime drama, "Modern Romances." The entire plot of the November 14 week will be concerned with the success of a song, "My Treasure," the first original song ever commissioned for a daytime show.

The M-G-M recording of the song, which features Connie Francis, will be played every day of the week, and the singer will make a personal appearance on Friday (18) to do a live version. The program naturally will get extensive indirect plugs from the nation's deejays who play the tune on radio. The show, on NBC-TV 4:45-5 p.m. across the board, is a Stark-Layton package. The agency for Colgate is Bryan-Houston.

NBC to Dump Ern Westmore, 'Feather Nest'

NEW YORK, Nov. 5.—Two shows that seem on their way out at NBC-TV during the daytime are the Ern Westmore show and "Feather Your Nest." The network doesn't think the Westmore show has the stuff to stand the daytime pace.

R. J. Reynolds has already canceled its sponsorship of two quarter hours of "Feather Your Nest." Colgate, the other sponsor of this strip, is reported to be looking for another property.

ECAP Nixes 9 Telementaries

NEW YORK, Nov. 5.—The Electric Companies of America (ECAP) has decided not to sponsor the nine NBC-TV telementaries. The reason for the change of interest is said to be political, and the inability of the various companies which make up ECAP to agree on the value of the different properties in the series.

"Nightmare in Red," the NBC documentary about communism, is the political bone of contention. It is also said to have been responsible for a Pontiac change of heart.

Colgate Calls

• Continued from page 2

the variety concept to its present state of catch-all interest.

If Colgate decides to remain with the property, a distinct possibility is the insertion of a giveaway section to beef it up along the lines of "The \$64,000 Question." The show-within-a-show may run as long as a half hour, but it may be just a segment. The idea will be to throw some coin around to see whether this will change viewing habits in the hour time period.

Ironic is the fact that one of the prime hours in TV today has become a plague spot in the medium and is more or less available to advertisers with plenty of money and sufficient guts to gamble.

Faith in Future

• Continued from page 2

now practiced with many black and white shows. The system being used is lenticular film which can be processed in three hours and which is a stop-gap until tape comes into practice.

The NBC color expansion will undoubtedly be a spur to CBS to increase its color programming facilities, if it wants to compete for viewers with such sets. CBS has denied reports that it could cut back its current schedule of color shows.

• New TV Spot Campaigns

Future National Spot Drives—
Contracts Being Signed Now

Deals Set During Week Ending October 15

This weekly chart is tabulated from a survey made by The Billboard among all U. S. TV stations. It shows the new national spot campaigns for which contracts were set during the survey week listed above, regardless of the starting air date of those campaigns.

NATIONAL SUMMARY

(Campaigns placed in more than one region)

Product and Advertiser	Product and Advertiser
Amm-i-Dent Tooth Powder & Paste, Block Drug	L & M Filter Cigarettes, Liggett & Myers
Bayer Aspirin, Bayer Co.	Mound Candy Bars, Peter Paul
Birds Eye Frosted Foods, General Foods	Oldsmobile Motor Cars, Oldsmobile Division
Black & Decker Electric Tools, Black & Decker Co.	Pillsbury Bakery Flour & Prepared Mixes & Feeds, Pillsbury Mills
Chesterfield Cigarettes, Liggett & Myers	Plymouth Motor Cars, Plymouth Motor Corp.
Chrysler Cars, Chrysler Division	Salad Mixer, Ratner Products
Friskies Dog Food, Carnation Co.	
Griffin Shoe Polish, Griffin Mfg. Co.	

REGIONAL SUMMARIES

Eastern

Anahist Anti-Histamine Tablets, Anahist Co.	L & M Filter Cigarettes, Liggett & Myers
Birds Eye Frosted Foods, General Foods	LeHigh Acres, Ratner Products
Blue Bonnet Margarine, Standard Brands	Lift-A-Door Garage Door Operator, Alliance Mfg. Co.
Cheer Soap, Procter & Gamble	Manischewitz Kosher Wine, Monarch Wine Co.
Cott Beverages, Cott Beverage Corp.	Nestle's Cookie Mix, Nestle Co.
Dash Soap & Flakes, Procter & Gamble	Nestle's Milk Chocolate, Nestle Co.
Eighteen Top Hits, Whitehouse Co.	Oldsmobile Motor Cars, Oldsmobile Division
Florida Valencia Oranges, Florida Citrus Commission	Philip Morris Cigarettes, Philip Morris & Co.
Gaines Dog Food, General Foods	Qwip Pressurized Dairy Cream, Aveset Co.
Gallo Wine, Gallo Winery	Robin Hood Flour, International Milling
Griffin Shoe Polish, Griffin Co.	Salad Mixer, Ratner Products
Hazel Bishop Lipstick, Hazel Bishop, Inc.	Saturday Evening Post, Curtis Publishing
Hudson's Napkins & Towels, Hudson Pulp & Paper	Seven-Up Beverage, Seven-Up Co.
Hunt Club Dog Food, Animal Foundations	Sunsweet Prune Juice, Duff-Mott Co.
Kellogg Special "K," Kellogg Co.	Super Anahist Tablets, Anahist Co.

Southern

Air Travel, National Air Lines	Griffin Shoe Polish, Griffin Mfg.
Art Instructions, Meyerhoff & Co.	Luden's Fifth Avenue Bars, Medical, Luden's, Inc.
Black & Decker Electric Tools, Black & Decker Co.	Luden's Menthol Cough Drops, Luden's, Inc.
Bosco Chocolate Drink, Bosco Co.	Mound Candy Bars, Peter Paul
Carnation Instant Chocolate Drink, Carnation Co.	Parker Fountain Pens, Parker Pen
Chesterfield Cigarettes, Liggett & Myers	Plymouth Motor Cars, Plymouth Motor Division
Chrysler Cars, Chrysler Division	Prell Shampoo, Procter & Gamble
5 Day Deodorant Pads, 5 Day Laboratories	Prestone Anti-Freeze, National Carbon
Fluffo Shortening, Procter & Gamble	Roman Bread, Continental Baking
Friskie Dog Food, Carnation Co.	Wonder Bread, Continental Baking
Gold Seal Dog Food, Gold Seal Products	

Midwestern

Amm-i-Dent Tooth Powder & Paste, Block Drug	Pillsbury Bakery Flour & Prepared Mixes & Feeds, Pillsbury Mills
Bayer Aspirin, Bayer Co.	Plymouth Motor Cars, Plymouth Motor Corp.
Chesterfield Cigarettes, Liggett & Myers	Pontiac Automobiles, Pontiac Motors
Chrysler Cars, Chrysler Division	Salad Mixer, Ratner Products
Friskies Dog Food, Carnation Co.	Shrine Circus, Polack Bros.
Marathon Gasoline & Oils, Ohio Oil	Smith Bros. Cough Drops & Cough Syrup, Smith Bros.
Maxwell House Coffee, General Foods	Vel, Colgate-Palmolive
Minute Maid Orange Juice, Minute Maid Corp.	Vim Detergent, Lever Bros.
Oldsmobile Motor Cars, Oldsmobile Division	

Southwestern

Birds Eye Frosted Foods, General Foods	L & M Filter Cigarettes, Liggett & Myers
Bobbi Pin Curl Home Wave, Toni Co.	Mounds Candy Bar, Peter Paul
Gold Seal Glass Wax & Wax Cleaning Products, Gold Seal Co.	Pillsbury Bakery Flour & Prepared Mixes & Feeds, Pillsbury Mills
Griffin Shoe Polish, Griffin Mfg.	Toni Deep Magic, Toni Co.

Rocky Mountain & West Coast

Amm-i-Dent Tooth Powder & Paste, Block Drug	Nescafe Coffee, Nestle Co.
Bayer Aspirin, Bayer Co.	Olympia Beer, Olympia Brewing
Black & Decker Electric Tools, Black & Decker Co.	Pillsbury Bakery Flour, & Prepared Mixes & Feeds, Pillsbury Mills
Cream of Wheat Cereal, Cream of Wheat Corp.	Premium Salted Crackers, National Biscuit
Griffin Shoe Polish, Griffin Mfg.	Siegler Heaters, Siegler Corp.
Ivory Flakes, Procter & Gamble	Snow Crop Frozen Foods, Snow Crop Division

Once again we thank you For \$510,000 Pledged

On behalf of the tens of thousands of Cerebral Palsied Children and Adults of the greater New York area, we extend our heartfelt thanks and appreciation to Jackie Gleason and the many others who helped make the 19-hour fifth annual "Celebrity Parade for Cerebral Palsy", Saturday, October 22nd - Sunday, October 23rd, the success that it was.

Jack Hausman

President, United Cerebral Palsy Association



JANE PICKENS



DENNIS JAMES



MARIA RIVA

PRODUCTION COMMITTEE

- | | | |
|---------------|--------------|-------------|
| Ray Abel | Dave Evans | Hal Melvin |
| Bob Bell | Ralph Giffen | Ivan Reiner |
| Robert Eberle | Steve Harris | Gene Renza |

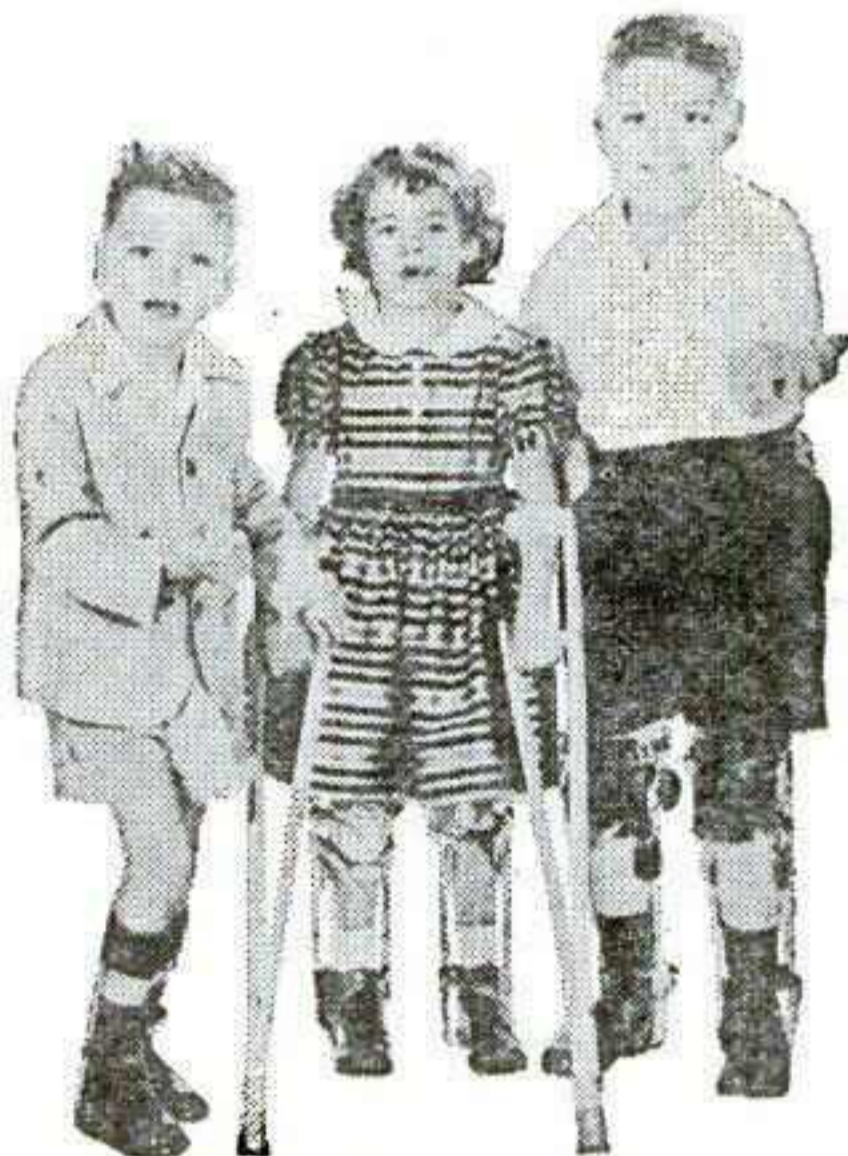
TALENT COMMITTEE

HERB ROSENTHAL, *Chairman*

- | | | |
|--------------|---------------|---------------|
| Lenny Ditson | Harry Levine | Lee Shep |
| Moe Gale | Harry Romm | Aaron Steiner |
| Lou Leslie | Lester Schurr | Joe Sully |

- Dave Alber
- Fred Allen
- American Broadcasting Co.
- AFM Local 802
- Don Anthony
- Toni Arden
- Salvatore Baccoloni
- Eileen Barton
- Eugenie Baird
- John Beal
- Orson Bean
- Ed Begley
- Carol Bennett
- Polly Bergen
- Al Bernie
- Joey Bishop
- Archie Bleyer
- Larry Blyden
- Bonamere
- Sheila Bond
- Pat Boone
- Connie Boswell
- Bobby Brandt
- Barbara Britton
- Geraldine Brooks
- Ted Brown
- Stuffy Bryant
- Henry Burbick
- Stan Burns
- Art Carnoy
- Tony Cabot
- Igor Cassini
- Chase-Manhattan Bank
- Chordettes
- Nat "King" Cole
- Dorothy Collins
- Raphael Compos

- Canover Models
- Shirl Conway
- Cook and Brown
- Betty Cox
- Nancy Craig
- Alan Dale
- Mickey Reed Davis
- Sylvia De Gras
- Mat Dennis
- Dorothy Donnegan
- Stephen Douglass
- Chuck Dreyfuss
- Paul Duke
- Dumont Television Network
- Jerry Ellis
- Nat Fields
- Fire Dept., NYC
- Eddie Fisher
- Walter Fitzgerald
- Gloria Flood
- Betty Furness
- Tommy Furtado
- Martin Gabel
- Eva Gabor
- Rita Gam
- Goldwyn Girls
- Eydie Gorme
- Lee Graham
- Virginia Graham
- Farley Granger
- Jack Grimes
- Henry Grossman
- Carol Haney
- Hartford Models
- Florence Henderson
- Ed Herlihy
- Al Hodge



- Warren Hull
- IATSE
- I.B.E.W.
- Ink Spots
- International Business Machines Corp.
- Dick Jackson
- Hal Jackson

- Patricia Jessell
- Candy Jones
- Nick Kenny
- Rev. Virginia Kreyer
- Frankie Laine
- Steve Lawrence
- S. D. Leidesdorf & Co.
- Monica Lewis

- Shari Lewis
- Joe Loco
- Bobby Lukas
- Gene Lyons
- Ted Mack
- Mamba Aces
- Jayne Mansfield
- Ken Mapes
- Hal March
- Dorothy Sarnoff
- Martin Brothers
- Marrow Bones
- Walter Matthau
- Eloise McElhone
- Biff McGuire
- Maggi McNellis
- Lee Ann Merriwether
- Richard Miller
- Joye P. Morgan
- Mutual Broadcasting System
- Bess Myerson
- J. Carroll Naish
- National Broadcasting Co.
- Jimmy Nelson
- Cliff Norton
- Geraldine Page
- Paulette Sisters
- Cuban Pete & Millie
- Brad Phillips
- The Platters
- Police Dept., NYC
- Pope & Wesson
- Davy Powell
- Tito Puente & Orch.
- Tony Randall
- Aldo Ray
- Mitch Reed

- Debbie Reynolds
- Fred Robbins
- Janice Rule
- Eddie Safranski
- Dorothy Sarnoff
- Joseph Schildkraut
- Stephen Schultz
- Vince Scully
- Dr. Samuel Segal
- Bobby Sherwood
- Herb Shriner
- Bill Silbert
- Phil Silvers
- George Skinner
- Sydney Smith
- Margot Stevenson
- Susan Strasberg
- Paul Sydel & Spotty
- TelePromTer
- Theatre Authority
- U. S. Air Force
- Gwen Verdon
- Eli Wallach
- Joey Walsh
- Jack Warden
- Annette Warren
- Robert M. Weitman
- Western Union
- Josh White
- Derby Wilson
- Earl Wilson
- Paul Winchell
- WOR-TV
- Jim Wyler
- Zippy the Monkey

... And, a special thank you to William S. Paley, CBS, for making the facilities at CBS TV Studio 51 available, and to Gordon Gray, WOR-TV, for making this Telethon possible.

We hope we have thanked everybody. If any names were omitted, we are very sorry. Please forgive us.



UNITED CEREBRAL PALSY

47 West 57th Street, New York 19, N. Y.

Eye Opener Due Big Clients On Value of Spot Film Buys

Ziv's Musnik to Missionary Sales Potentials, Tell Success Stories

NEW YORK, Nov. 5.—National advertisers thru their ad agencies are going to get an eye opened on the value of sponsoring big new film shows on a spot basis. That is the purpose in Ziv-TV's recent hiring of Bernard Musnik, former Eastern sales vice-president of the Crosley Broadcasting Corporation.

The significance of this move is evident from a look at the present status of national spot sponsorship. Few national sponsors have taken to the spot route with strong adult vehicles. The trend has been to go spot only when they're buying fringe time. The shows they buy for spot placement are mainly kid shows, short musicals and reruns.

This tendency was emphasized in the past couple of weeks by Socony Vacuum and Motorola. The former bought reruns of "Douglas Fairbanks Presents" for some 60 markets. The latter is buying a dramatic rerun, offering \$6,000 for 90 markets.

It's news when sponsors of this caliber take to spot sponsorship. But it is hardly flattering to the spot technique when they choose to ride it on reruns.

Local Status

This trend does not bode well for local sponsors and stations. For, in these days of an ever softening syndication market, distributors may be more inclined to sweat out a national or regional deal before ordering a new show into full production.

Ziv, now making its most concerted effort to snare network business, cannot forget that its great strength is still out in the field and that something like 60 per cent of its business is in strictly local deals.

Ziv has apparently decided that it can exploit this strength for its national sales effort by having Musnik go out and preach the gospel of national spot. His primary mission is not to sell the five pilots being handled by Ziv's national sales department. Essentially he is talking media rather than programs.

In effect Musnik is duplicating the effort of the Television Bureau of Advertising. Ray Nelson, TVB's national spot sales director, has been telling national bankrollers since he took over the job that they can clear the best time they want on a spot basis—if they have a strong show. Being a disinterested servant of the industry, Nelson is in a position to get the cooperation of the station reps in checking out the clearance available for any specific spot campaign.

M-I Set for 'Court' Pilot

HOLLYWOOD, Nov. 5.—Pilot film of a new TV series titled "Court of Human Relations" will be shot at Mercury-International studios this month. Show, being scripted by Guy Trosper, is based on cases taken from courts of domestic relations.

Lee Loeb is producing. Ted Post has been signed to direct the first half hour.

Musnik, who as Crosley's spot rep gained an open door to many a top account and media man at the major agencies, will also work hand in hand with the spot reps. Over and above a generalized TVB type spiel, Musnik can tell specific success stories that some of Ziv's regional clients have had in spot placement of first-run half-hour film.

Ziv has some of the biggest regional sponsorship deals, such as Ballantine Beer and Phillips Pe-

roleum. And it has one of the most successful national spot sponsorship deals with Carter Products on "Mr. District Attorney." Musnik can pinpoint the cost per thousand and clearance these clients are getting. It is understood that some 85 per cent of the bookings made by Ziv's regional sponsors are between 7:30 and 11 p.m., about 60 per cent of them are between 8 and 10 p.m., including some of the most important markets.

WCBS-TV Joins 'Margie' Line-Up

NEW YORK, Nov. 5.—The "My Little Margie" daytime special rolled into New York this week and pulled up at WCBS-TV. In a deal made by Herman Rush, Official Films sales vice-president, and Hal Hough, the station's program director, WCBS-TV got the "Margie" stripping deal for two and a half years, five plays an episode.

Official has now sold this deal on upward of 45 stations, to say nothing of the stations that have bought "Margie" on a one-a-week basis.

Official recently did an analysis of the slotting and sponsorship of the strip on seven major-market stations. The earliest slotting was 10-10:30 a.m. Three of the stations have it at 1 p.m. The other three have it on 2 p.m., 4 p.m. and 6 p.m. respectively.

Of the 52 spot participators on these seven stations, 45, or 87 per cent, are national or regional accounts. Showing up on more than one of these stations were General Mills, Miles Laboratories, Bristol-Myers and Safeway Stores. Some other national advertisers riding

the daytime "Margie" in these markets are Procter & Gamble for Dash, Block Drug for Amm-i-dent, Sterling Drug for Dr. Lyon's and Prudential Life.

Analyzed Stations

The stations in this analysis are WPTZ, Philadelphia, which originated the "nighttime in the daytime" promotion; WBAL-TV, Baltimore; WGN-TV, Chicago; KMBC-TV, Kansas City, Mo.; KENS-TV, San Antonio; KWTW, Oklahoma City, and KGUL-TV, Houston.

The first two were understood to have a sellout.

WCBS-TV was reported to be planning to install the situation comedy at 9-9:30 a.m. across the board. It is understood that WCBS is paying around \$250,000 for the whole deal, which comes down to around \$380 a play. Announcements on the George Skinner show, which the station now has at 9-10 a.m., sell for \$540 each on a 26-week basis. At that rate WCBS-TV wouldn't have to try too hard to dress "Margie" in a nice shade of black.

Associated Artists Productions To 'Pre-Sell' Feature Film Deals Company Plan Would Assist Station Buyers in Snaring Spots & Sponsors

NEW YORK, Nov. 5.—National advertisers are going to get an intensive indoctrination in the value of feature films as the result of a new scheme being formalized at Associated Artists Productions.

AAP plans to give its station customers a big assist in bringing in spots and sponsors. For AAP pictures already airing, the distributor's effort will be in the nature of promotion. For new packages just going on the station market, AAP will actually do a pre-selling campaign in an effort to bring the package to the stations with a certain number of sponsors already committed.

Paul Kwartin, AAP salesman who pioneered this plan and has been experimenting with it for several months, was this week named head of the firm's new national

sales division to lead this effort on a consistent basis.

Two months ago Kwartin snared a national advertiser who agreed to take full sponsorship of the first run of AAP's 56-title "Movieland" package in 60 markets. The deal fell thru when AAP was forced to drop 45 of the pictures because the American Federation of Musicians refused to grant TV rights to the music tracks.

'Christmas Carol'

Now Kwartin is checking out clearances and station prices on "A Christmas Carol," the picture starring Alistair Sim. He has a national sponsor who wants it for a special Christmas one-shot on all 80 stations that now have it under contract as well as 20 or so more.

AAP's negotiations with National-Telefilm Associates for a deal by which the latter would take over distribution of the AAP catalog are now completely dead. This motivated AAP to go ahead and formalize this national sales scheme, which it is calling the "Spot Spectacular" plan.

At this point Kwartin's efforts are primarily promotional on behalf of the stations AAP has under contract. AAP is not now pushing a fresh package. The 11 pictures remaining after the AFM fiasco are already sold in about 40 markets.

With data supplied by the AAP field force under sales manager Bob Rich, Kwartin will try to convince national bankrollers to take

NAT'L SPONSORS WITH FILM SYNDICATED, SPOT BOOKED

The following is a list of national advertisers currently sponsoring syndicated film shows on a nationwide line-up of stations ranging from 30 to 130 markets. In some cases the show listed is only the sponsor's principal vehicle; it may use another show in a few markets.

For instance, Carter Products has "Mr. District Attorney" in 40 markets, but in New York it rides "Ellery Queen." All of the following shows are sold in other markets aside from those bought by these sponsors:

Sponsor

Carter Products
Continental Baking
Marsh Candy & Brown Shoe
Carnation Milk
Shulton (Old Spice)
Gallo Wine
Bromo Seltzer
Kellogg's
Kellogg's
Bulova Watch

Program

Mr. District Attorney (Ziv)
Annie Oakley (CBS Film)
Buffalo Bill Jr. (CBS Film)
Annie Oakley (CBS Film)
Paris Precinct (UM&M)
Sherlock Holmes (UM&M)
Science Fiction Theater (Ziv)
Wild Bill Hickok (Flamingo)
Superman (Flamingo)
All Star Theater (Screen Gems)

Following is a list of national advertisers currently spot booking film shows which they control entirely:

Sponsor

H. J. Heinz
Oldsmobile
Listerine
Seven-Up
Nehi (Royal Crown Cola)
Tafon Distributors
20 Mule Team Borax
Nabisco
DuPont
Brown Shoe

Program

Studio 57
Patti Page
Les Paul and Mary Ford
Soldiers of Fortune
Ames Brothers
The Hunter
Death Valley Days
Sky King
This Week in Sports
Andy's Gang

MEAT AND PROFITS

Guild Films Nets 283G In 9 Mo., Sells Wilson

NEW YORK, Nov. 5.—Guild Films this week had two impressive achievements to its credit. Its letter to its stockholders informed them that during the nine months ending August 31 its net income was \$283,101 on a gross business of \$5,056,986. And it sold its new vidfilm series, "I Spy" in 10 Middle Western markets to Wilson & Company, the first time the meat packing company has bought a video program.

The Guild statement to its stockholders reveals that the vidfilm distributor's nine-month profit from

operation was \$203,934. There was other income amounting to \$16,167 and a refund of \$63,000 from the government. The company's current assets are shown to be \$3,685,485. Its current liabilities are \$1,938,806, and it has a working capital of \$1,746,679.

The 10 markets in which Wilson bought "I Spy" are Oklahoma City and Tulsa, Okla.; Memphis, Dallas, Fort Worth and Amarillo, Tex.; St. Petersburg, Fla.; Buffalo, Birmingham and Cedar Rapids, Ia. Wilson is also negotiating for time in additional markets. With the purchase of the 10 cities by the meat-packing firm, the series will be showing in 42 markets.

"I Spy" features Raymond Massey and is produced by William Berke. Needham, Louis & Brorby is the agency for the client.

TCF-TV Names Asher Gen. Mgr.

HOLLYWOOD, Nov. 5.—Irving Asher this week was named general manager of TCF-TV, the 20th Century-Fox television subsidiary. Asher's appointment marks the first time that TCF-TV has had a supervising production executive.

Asher will head activities which presently consist of "The 20th Century Fox Hour" and the trouble-beset "My Friend Flicka." Previously, Sid Rogell, 20th's executive production manager, had supervised TV activities personally.

Mike Kraike originally was executive in charge of the operation but stepped down when Darryl Zanuck took over personal supervision after production ran into trouble.

future packages of at least 39 titles. This was the bent it has taken heretofore. Its first package had 55. Its second had 56 until the AFM put the hex on 45 of them.

Kwartin admits that he'll have to re-shape some agency thinking on spot-buying procedure. He, in effect, is suggesting that spot participations no longer be a strictly media buy based on existing ratings but that it take on more of the aspects of a program buy.

There is no doubt that this national sales slant will overshadow AAP sales policy from here on, and it may well affect feature-film sales technique throught the trade.

MONEY-SAVING SUBSCRIPTION ORDER

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

Payment enclosed

Bill me

Name _____ 931

Occupation or Title _____

Company _____

Address _____

City _____ Zone _____ State _____

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

Who's to Procure TV Spot Campaign Prints?

NEW YORK, Nov. 5. — The question of who should be responsible for procuring the prints for TV spot campaigns has become a point of sharp disagreement between the two leading film trafficking outfits.

Modern Talking Picture Service last spring inaugurated a complete print handling service on spots, in which it took over complete responsibility for obtaining the release prints from the labs.

It seems some producers didn't like this. Print procurement had always been their province, and they were reluctant to yield it.

Now the Film Producers' Association of New York has worked out an arrangement with Bonded TV Film Service whereby the latter has also set up a print handling service for spots. But in the Bonded plan the producers retain the responsibility for buying the prints.

Under either plan the ad agencies finally have some degree of uniformity in print costs. Don McClure, sales manager of Bonded, said as an old agency man he was painfully aware of the difficulty agencies have in justifying print charges that varied from \$4

to \$14 on a 60-second spot. It is well known, he pointed out, that in competitive bidding for a job, a producer very often sets his budget so low that he had to try to make back some of his negative costs by overcharging on the prints.

Standard Price

Under Bonded's arrangement with the FPA, the members are turning the negatives and masters over to Modern for print procurement. The negative of a TV film commercial is legally the property of the sponsor.

Modern began its print procurement service with the Leo Burnett agency. It has since made such deals with William Esty, Cunningham & Walsh and Harry B. Cohen.

MPA Starting 'Tracer' Series

NEW ORLEANS, Nov. 5.— Motion Picture Advertising Service here will begin filming its fourth TV film series later this month for distribution thru UM&M, in which it is a partner. The new show, a half-hour mystery, is "The Tracer," based on the files of The Tracers Company of America, the missing persons bureau. MPA has also begun filming a second cycle of "NOPD," which UM&M also handles.

The producer-director of "The Tracer" is Jack Sledge. The executive producer is Ben Rogers, of Parker-Rogers Productions. They plan 26 episodes.

Film Buying Habits Sought in Survey

PITTSBURGH, Nov. 5. — The National Association of TV Film Directors is moving into the final phases of an intensive survey of its station-members, the results of which may not only define but influence programming and sales trends in all types of TV film. The survey is being spearheaded by Dick Dreyfuss, film director of KDKA-TV here. He took on the assignment when he was named chairman of the film procurement committee of the Eastern division at the conference in Washington last May.

The three-page, 21-point questionnaire is understood to have gone to every station film director in the association, whose membership is said to be over 130. Drey-

fuss expects to have the returns compiled some time in January.

The questionnaire searches every aspect of TV film buying including pricing, payments, reruns, formats and code.

Some of the key questions are: What factor should be used by the distributor in setting up a price for their properties in your market? Are reruns well received in your market?

How much time do you believe should elapse between reruns?

What price formula should be used in selling rerun films?

What is the maximum number of runs you can get from a picture in an 18-month period?

What are your thoughts on the (Continued on page 14)

MANY HIRED

Screen Gems Adds to Sales Force Heavily

NEW YORK, Nov. 5. — Screen Gems' syndication sales force has been heavily expanded in the past month.

The firm during the past few weeks has been hiring salesmen at a rapid clip following the fall-thru of its merger negotiations with Television Programs of America. If the merger had gone thru, Screen Gems, whose syndication sales force has always been limited in number, would have taken over TPA's sales force en masse.

New men the firm has hired are William Gebhardt in the Cleveland office, which is now headed by Ev Jarrett; Donald Bryan and Henry Profenius for the Virginia, South Carolina and North Carolina markets; William Miller in the St. Louis office, and Peter Carey in the San Francisco sales office. In Canada, John (Bud) DeBow and Hugh L. Bearg have joined the Quebec and Toronto offices respectively of Screen Gems of Canada, Ltd.

Screen Gems now has 16 field salesmen in the United States and 10 in Canada.

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

Offices in principal cities throughout the United States

MCA-TV Film Division

FOR A SQUARE DEAL call **CIRCLE**

FILM LABORATORIES COLUMBUS 5-2180

A Complete Motion Picture Lab Serving the Industry OVER A DECADE

33 WEST 50th ST NEW YORK 23 N Y

THE HOTTEST NEW SPORTS SHOW ON TELEVISION!!

Bowling Time

Here's exciting entertainment for the entire family. Plus the tremendous appeal of America's most popular participant sport.

TOP BOWLERS the first inter-city league in bowling history with some of the country's leading bowlers competing for \$17,750.

JACKPOT PRIZES thousands of dollars offered as prizes to the amateur contestants bowling on the show

GUEST STARS Bob Feller, Tris Speaker, Otto Graham, Tony Canzoneri, Mickey Walker and other big stars appear in each show

Bob Feller, All-time pitching great



Conover Model Fran Miller receives bowling instructions on each show.

Sam Levine, noted bowling authority, hosts the 13 hour-long BOWLING TIME films.



Otto Graham, Cleveland Browns, Quarterback



STERLING TELEVISION CO., INC.

NEW YORK
205 East 43 Street
New York 17, N. Y.

CHICAGO
30 N. LaSalle Street
Chicago 2, Illinois

HOLLYWOOD
6715 Hollywood Blvd.
Hollywood 28, Cal.

SCHWIMMER TIPS AGENCIES

Raps Sub-Level Pic Editors, Recommendation Procedures

By DICK HELLYER

CHICAGO, Nov. 5.—Walter Schwimmer, prexy of Walter Schwimmer Company, distributor of "Championship Bowling" and "Eddy Arnold Time," says he has a few suggestions on how the "Madison Avenue crowd" could get more for their time and money from film producers, distributors, free-lance writers, etc. He feels he can speak with authority as he was once a partner in an advertising agency, Schwimmer & Scott. Further, after spending many years as a radio and television program producer and distributor, he has a "fair" idea of the many sales problems a salesman is confronted with when he goes into an agency.

Says Schwimmer, "With so many different types of producers, distributors and free-lance writers calling on those guys, it's no wonder a lot of us get shuffled off." He continues to explain, "Whenever anyone with any real stature in the field comes along with a pitch, he very often discovers he's classified with the other group. He feels he isn't given the proper consideration." Schwimmer claims the agencies are so busy doing their jobs they apparently don't know how to organize the business of listening to and properly appraising and analyzing what really good film program people have to offer.

Inadequate Screening

He further points out that the radio-TV departments of most agencies assign the job of screening programs to people "who don't have the experience or judgment enabling them to assay and audition these programs." This "sub-level" film editor, as Schwimmer calls him, more or less separates the chaff from the wheat, makes a memo and sends it to the account group head or some other hierarchy agency official who can only estimate the production from what this film editor writes. He says, "This low-level screening department is not only inadequate and inexperienced, but the sales people dealing with them feel they're

wasting their valuable time. A lot of time the editors' views are sloughed-off by the agency officials." Schwimmer says it seems as if the agency has built a buffer between the officials and the film sales people.

He cites another problem by claiming, "Very often the problem of buying or making recommenda-

tions to agency heads is left in the hands of a person with time-buyer status with only two approaches: Rating history and cost-per-thousand." Schwimmer feels this is a dangerous state of affairs due to the numerous rating service variations, time problem, etc. He says a good percentage of the time a picture or program looks too good undeservedly, and vice-versa. "My biggest beef," he says, "is that many agencies are afraid to display any guts by going out for a show on the entertainment and production merits many obviously display."

Recommendation

Schwimmer's remedy: "The agency must have a much more important status applied to its radio-television departments." He recalls the radio days, when the radio director was top level management. "If you could sell him," Schwimmer exclaims, "You'd be on second base." He believes today's department heads need more stature. So do their subordinates, giving the entire radio-TV operation greater depth. "Now I don't think that every crack-pot free-lance writer guy peddling his ideas should have the velvet rug treatment, but with this greater depth the department would possess, he could more adequately be screened, allowing only top-flight writers, producers and distributors to get the full amount of consideration."

He concludes by saying, "I don't mean to imply that all New York agencies operate with inexperienced or 'slide-rule' programming personnel. But I am sure that even finer productions would be seen in the living rooms of the television viewer if slide rule evaluation methods gave way to show-value appraising."

ONE-SHOT

AAP Offers Fairbanks' 'Silent Night'

NEW YORK, Nov. 5.—A special Christmas episode of "Douglas Fairbanks Presents" that made quite a hit last year is being offered on a special one-shot basis this year by Associated Artists Productions. Liebmann Breweries, which sponsors the Fairbanks show on the East and West Coasts, was so enchanted by the film, titled "Silent Night," that it played it four times in four days here prior to last Christmas. Liebmann then bought the film in perpetuity for its territories and plans to run it again next month.

This removed the episode from the third-year cycle of the series. Associated, whose president, Eliot Hyman, has an ownership stake in the Fairbanks show, took over "Silent Night" for the rest of the country and has just begun promoting it for Christmas.

The film, shot in Switzerland in full color, tells the story of the composition of the famous Christmas carol, "Silent Night."

Limited Programming Calls for All-Film Use

HOLLYWOOD, Nov. 5.—A TV station is better off utilizing an all-film operation if it does less than two hours of local programming. This is the opinion of Joe Floyd, president of KELO, Sioux Falls, S. D., and nationally known TV figure.

Floyd's station operated without any live equipment until this year when it expanded operation (it's now on from 8 a.m. until 1:30 a.m. daily. When local telecasting gets beyond two hours daily, the all-film operation loses its economic advantage.

KELO is unusual in another way, in that it is the only station which presently has a satellite. This is Channel 3 in Aberdeen-Florence, S. D. The two outlets are hooked together in one operation for all national programs, and have a combined rate for national advertisers, network and spot.

Local advertisers, however, can buy the stations separately. When a local spot is put on the air the stations are uncoupled, with Channel 3 telecasting its own ad. Otherwise the operation is directed from KELO, thereby negating the need for costly duplicate facilities.

If local telecasts take up less than two hours daily, an all-film operation is ideal, Floyd declares, because it avoids the investment and upkeep of live camera and remote equipment.

KELO maintains its own film lab, and can run a 16mm. film thru in less than 30 minutes. Before it had live equipment, it thus could get news and other public events on the air almost at once. Besides having economic advantages, film permitted the shooting of some things which could not have been done live, as well as the editing of programs for flubs.

RUTH LYONS' P. A. JAMMED

COLUMBUS, O., Nov. 5.—Over 35,000 viewers requested tickets of admission to the 4,000-seat Veterans Memorial Hall here to see Ruth Lyons and her "50-50 Club" in a special two-hour telecast. The show normally originates in WLW-TV, Cincinnati, and is seen in Columbus on WLW-C. But Miss Lyons brought her show to this city especially for the two-hour telecast.

Yuhl Hooks Up With 'Lullabys'

HOLLYWOOD, Nov. 5.—"Lullabys of the World," pilot for a 15-minute TV series dealing with customs and life in European countries, has been completed in Denmark. Eddie Yuhl, former vice-president of Mercury-International, is associated in the venture with theatrical pic producer Flora Douglas. Yuhl, who resigned from M-I this week after supervising the production in Europe, will handle United States distribution of the show.

Sales Drive on For 'Boss' Pix

NEW YORK, Nov. 5.—Mark Goodson and Bill Todman this week are beginning a sales campaign on "Boss in the House," a new situation-comedy submitted to them by their Beverly Hills, Calif., office. There is already interest on the part of the R. J. Reynolds company.

The show is about a baby who takes over a household and completely dominates it. It was produced by Mercury International for Inganta Productions. A pilot film of the show is being used for the sales pitch.

Gallo Wine in Agency Shift

NEW YORK, Nov. 5.—Gallo Wine this week shifted its billings from Batten, Barton, Durstine & Osborn, San Francisco, to Doyle, Dane, Bernbach. The wine company spends an estimated \$750,000 yearly on advertising.

One of its major tools is "Sherlock Holmes," the Sheldon Reynolds vidfilm series which it sponsors in about 30 markets on a national spot basis.

Rayant Agents NBC Footage

LONDON, Nov. 5.—The Rayant-Eagle Picture group this week began acting as sole agents in Britain for NBC's 40,000,000 feet of stock-shot library. With 1,000,000 feet of its own filed away, Rayant will now be able to give British clients the best service in Europe. Stock not held in Rayant's Bushey Studios will be demanded from NBC by means of a simple cable code and imported into this country without applying for time-wasting licenses.

QUALITY

is our business

Plus personalized service

in the East it's... MOVIELAB

ROUND-THE-CLOCK SERVICES

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

SPECIAL TV SERVICES

For Color it's

Rainbowlab, Inc.

Now Celebrating Our 25th Anniversary

MOVIELAB FILM LABORATORIES, INC.

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

Watch For The

ADVENTURES of FU MAN CHU

H.T.S.I

CISCO KID

25.4*



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



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

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

CHICAGO CHICAGO NEW YORK HOLLYWOOD

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

TV Program and Time-Buying Guide

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

The Billboard Scoreboard

NETWORK TV PROGRAMS

ARB Audience Composition Studies

• Network Variety Shows

SEPTEMBER RATINGS

Rank	Show, Sponsor & Web	Rtg.
1.	Toast of the Town, Lincoln-Mercury (CBS)	46.9
2.	Perry Como, Celucotton, Toni, Noxema, Dormeyer & Goldseal (NBC)	33.9
3.	Godfrey's Talent Scouts, Lipton (CBS)	32.9
4.	Arthur Murray Party, Toni (NBC)	26.9
5.	Godfrey & Friends, Kellogg & Toni (CBS)	26.5
6.	And Here's the Show, Armour & Pet Milk (NBC)	17.7
7.	Midwest Hayride, Whitehall (NBC)	16.3
8.	Hollywood's Best, Charles Antell (NBC)	14.7
9.	Show Wagon, Swift (NBC)	9.6
10.	Ozark Jubilee, Co-Op (ABC)	7.1

AMONG MEN

Rank	Show, Sponsor & Web	Men Per Set
1.	Toast of the Town, Lincoln-Mercury (CBS)	1.06
2.	Perry Como, Celucotton, Toni, Goldseal, Noxema, Dormeyer (NBC)	.96
2.	Ozark Jubilee, Co-Op (ABC)	.96
4.	And Here's the Show, Armour & Pet Milk (NBC)	.95
5.	Show Wagon, Swift (NBC)	.90
6.	Midwestern Hayride, Whitehall (NBC)	.82
7.	Godfrey & Friends, Kellogg & Toni (CBS)	.77
7.	Arthur Murray Party, Toni (NBC)	.77
9.	Godfrey's Talent Scouts, Lipton (CBS)	.75
10.	Tonight, Participation (NBC)	.74

AMONG WOMEN

Rank	Show, Sponsor & Web	Women Per Set
1.	Toast of the Town, Lincoln-Mercury (CBS)	1.27
2.	Perry Como, Celucotton, Toni, Goldseal, Noxema, Dormeyer (NBC)	1.25
3.	Godfrey & Friends, Kellogg & Toni (CBS)	1.21
4.	Arthur Murray Party, Toni (NBC)	1.15
5.	Ozark Jubilee, Co-Op (ABC)	1.14
6.	Arthur Murray Party, Toni (NBC)	1.13
6.	Godfrey's Talent Scouts, Lipton (CBS)	1.13
8.	Midwestern Hayride, Whitehall (NBC)	1.09
9.	Show Wagon, Swift (NBC)	1.07
10.	Hollywood's Best, Charles Antell (NBC)	1.06

AMONG CHILDREN

Rank	Show, Sponsor & Web	Children Per Set
1.	Midwestern Hayride, Whitehall (NBC)	.88
2.	Perry Como, Celucotton, Toni, Goldseal, Noxema, Dormeyer (NBC)	.88
3.	Ozark Jubilee, Co-Op (ABC)	.86
4.	Toast of the Town, Lincoln-Mercury (CBS)	.69
5.	And Here's the Show, Armour & Pet Milk (NBC)	.63
6.	Arthur Murray Party, Toni (NBC)	.61
6.	Show Wagon, Swift (NBC)	.61
8.	Godfrey & Friends, Kellogg & Toni (CBS)	.51
9.	Godfrey's Talent Scouts, Lipton (CBS)	.45
10.	Hollywood's Best, Charles Antell (NBC)	.26

LATEST NETWORK RATINGS

Videodex Top 10 TV Web Shows

(Week Ending Sept. 2)

*Indicates Film

Rank	Program & Web	Homes %
1.	564,000 Question (CBS)	35.7
2.	*Dragnet (NBC)	33.0
3.	Toast of the Town (CBS)	31.7
4.	Climax (CBS)	31.3
5.	Lux Video Theater (NBC)	30.2
6.	Robert Montgomery (NBC)	29.0
7.	*Best of Groucho (NBC)	28.8
8.	Studio One Summer Theater (CBS)	28.7
9.	*Four Star Playhouse (CBS)	28.0
10.	Wednesday Night Fights (ABC)	27.6

Videodex Top 10 Homes Per Show

(Week Ending Sept. 2)

*Indicates Film

Rank	Program & Web	Homes (000)
1.	564,000 Question (CBS)	12,988
2.	*Dragnet (NBC)	11,772
3.	Toast of the Town (CBS)	11,710
4.	Climax (CBS)	10,867
5.	*Best of Groucho (NBC)	10,168
6.	*Ford Theater (NBC)	9,980
7.	*Those Whiting Girls (CBS)	9,902
8.	Frankie Lane Time (CBS)	9,608
9.	*Four Star Playhouse (CBS)	9,593
10.	*G. E. Theater (CBS)	9,520

• ARB Top Shows by Viewers

HOW NETWORK SHOWS RATED - VIEWERS FOR SEPTEMBER

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

Rank	Show, Sponsor & Web	Viewers Sept. 11-17 (000)
1.	\$64,000 Question, Revlon (CBS)	58,980
2.	Toast of the Town, Lincoln-Mercury (CBS)	49,470
3.	*Disneyland, Amer. Motors, Derby, Amer. Dairy (ABC)	38,190
4.	Perry Como, Celucotton, Toni, Noxema, Goldseal & Dormeyer (NBC)	31,680
5.	*G. E. Theater, General Electric (CBS)	30,590
6.	Two for the Money, P. Lorillard & Sheaffer (CBS)	30,120
7.	Your Hit Parade, Amer. Tobacco & Hipdout	29,200
8.	I've Got a Secret, R. J. Reynolds (CBS)	28,770
9.	*Best of Groucho, De Soto (NBC)	28,700
10.	Robert Montgomery, Johnsons Wax & Schick (NBC)	28,200
11.	Climax, Chrysler (CBS)	27,120
12.	*The Medic, Dow & Gen. Electric (NBC)	26,430
13.	*Private Secretary, Amer. Tobacco (CBS)	25,310
14.	What's My Line?, Montener & Remington (CBS)	23,470
15.	*Dragnet, Liggett & Myers (NBC)	22,710
16.	Godfrey's Talent Scouts, Lipton (CBS)	22,690
17.	Arthur Murray Party, Toni (NBC)	22,290
18.	*Four Star Playhouse, Singer & Bristol Myers (CBS)	22,230
19.	*Stage 7, Bristol Myers (CBS)	22,190
20.	*Loretta Young, P&G (NBC)	21,820
21.	Ethel & Albert, Gen. Foods (CBS)	20,850
21.	*Those Whiting Girls, P&G (CBS)	20,850
23.	*Ford Theater, Ford (NBC)	20,130
24.	*Spotlight Playhouse, S. C. Johnson (CBS)	19,360
25.	Color Spread, Stand. Brands, Maybelline, Sunbeam & Goodyear (NBC)	18,770

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

• Syndicated Film Westerns

AUGUST RATINGS

Rank	Show & Distrib.	Avg. Aug. Rtg.
1.	Death Valley Days (Pacific Borax)	11.3
2.	Cisco Kid (Ziv)	9.8
3.	Annie Oakley (CBS)	9.6
4.	Wild Bill Hickok (Flamingo)	9.5
5.	Gene Autry (CBS)	9.1
6.	Hopalong Cassidy (NBC)	8.5
7.	Range Rider (CBS)	8.3
8.	Stories of the Century (Hollywood TV)	7.6
9.	Kit Carson (Coca-Cola)	6.7
10.	Cowboy G-Men (Flamingo)	4.4

VIEWERS/100 HOMES

Rank	Show & Distrib.	Viewers Per 100 Homes Tuned In
1.	Hopalong Cassidy (NBC)	234
2.	Gene Autry (CBS)	228
3.	Death Valley Days (Pacific Borax)	226
4.	Annie Oakley (CBS)	218
5.	Range Rider (CBS)	215
6.	Kit Carson (Coca-Cola)	214
7.	Cisco Kid (Ziv)	201
7.	Cowboy G-Men (Flamingo)	201
9.	Stories of the Century (Hollywood TV)	192
10.	Wild Bill Hickok (Flamingo)	186

AMONG MEN

Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Death Valley Days (Pacific Borax)	.81
2.	Hopalong Cassidy (NBC)	.69
2.	Stories of the Century (Hollywood TV)	.69
4.	Gene Autry (CBS)	.59
5.	Range Rider (CBS)	.55
6.	Kit Carson (Coca-Cola)	.54
7.	Cisco Kid (Ziv)	.52
8.	Cowboy G-Men (Flamingo)	.46
9.	Wild Bill Hickok (Flamingo)	.41
10.	Annie Oakley (CBS)	.36

AMONG WOMEN

Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Stories of the Century (Hollywood TV)	.79
2.	Death Valley Days (Pacific Borax)	.72
3.	Hopalong Cassidy (NBC)	.59
4.	Gene Autry (CBS)	.57
5.	Annie Oakley (CBS)	.56
6.	Cowboy G-Men (Flamingo)	.42
6.	Kit Carson (Coca-Cola)	.42
8.	Range Rider (CBS)	.40
9.	Cisco Kid (Ziv)	.33
10.	Wild Bill Hickok (Flamingo)	.30

AMONG TEENS

Rank	Show & Distrib.	Teens Per 100 Homes Tuned In
1.	Kit Carson (Coca-Cola)	.29
2.	Cisco Kid (Ziv)	.28
3.	Range Rider (CBS)	.26
4.	Annie Oakley (CBS)	.24
4.	Cowboy G-Men (Flamingo)	.24
4.	Death Valley Days (Pacific Borax)	.24
4.	Gene Autry (CBS)	.24
4.	Wild Bill Hickok (Flamingo)	.24
9.	Hopalong Cassidy (NBC)	.22
10.	Stories of the Century (Hollywood TV)	.16

AMONG CHILDREN

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Annie Oakley (CBS)	102
2.	Range Rider (CBS)	94
3.	Hopalong Cassidy (NBC)	93
4.	Wild Bill Hickok (Flamingo)	91
5.	Cowboy G-Men (Flamingo)	89
5.	Gene Autry (CBS)	89
5.	Kit Carson (Coca-Cola)	89
8.	Cisco Kid (Ziv)	88
9.	Death Valley Days (Pacific Borax)	49
10.	Stories of the Century (Hollywood TV)	28

• Pulse Top Pix by Viewers

HOW NON-NET SHOWS RATED - VIEWERS FOR AUGUST

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

Rank	Show & Distrib.	Viewers Per 100 Homes	Avg. Aug. Rating
1.	Badge 714 (NBC)	254	15.4
2.	Hopalong Cassidy (NBC)	234	8.5
2.	Soldiers of Fortune (MCA-TV)	234	8.1
4.	Victory at Sea (NBC)	228	7.1
4.	Gene Autry (CBS)	228	9.1
6.	Death Valley Days (Pacific Borax)	226	11.3
7.	Boston Blackie (Ziv)	220	10.6
7.	Foreign Intrigue (Official)	220	9.4
9.	I Led Three Lives (Ziv)	219	13.3
9.	Little Rascals (Interstate)	219	10.1
11.	Annie Oakley (CBS)	218	9.6
12.	Mr. and Mrs. North (ATPS)	216	6.5
13.	Range Rider (CBS)	215	8.3
14.	Kit Carson (Coca-Cola)	214	6.7
15.	Favorite Story (Ziv)	210	8.4
15.	Inspector Mark Saber (Koch)	210	6.3
17.	Man Behind the Badge (MCA-TV)	209	10.8
17.	My Hero (Official)	209	6.4
19.	Lone Wolf (MCA-TV)	208	9.2
19.	I Am the Law (MCA)	208	7.7
21.	Life of Riley (NBC)	206	16.1
22.	Amos 'n' Andy (CBS)	205	8.4
22.	Dangerous Assignment (NBC)	205	5.2
24.	The Whistler (CBS)	204	10.5
25.	Follow That Man (MCA)	203	7.3

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

The Billboard Scoreboard

PULSE LOCAL MARKET RATINGS

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

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

in rank order according to ratings.

All films listed are syndicated unless title is preceded by a dagger (†), indicating nationally spot-booked. Stations are VHF except where the symbol "u" denotes UHF. The symbol "&" shows that a program

originates in another city, but has scored a rating of 3.0 or more.

For complete information on audience size, coverage, opposition, programs, audience composition and other details not included in this chart, please consult The Pulse, Inc., 15 West 46th Street, New York City.

COLUMBUS 3 STATIONS

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

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

CINCINNATI 3 STATIONS

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

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

ST. LOUIS 3 STATIONS

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

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

BIRMINGHAM 2 STATIONS

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

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

WASHINGTON 4 STATIONS

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

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

NEW YORK 7 STATIONS

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

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

VAUDEVILLE

Hilltoppers, Noble Top Chicago Theater Bill

By BOB DIETMEIER

The art of putting together a neat entertainment package was aptly demonstrated with the Chicago Theater's assembling of the current show here headlined by the Hilltoppers and Nick Noble.

Anything but pretentious, the bill is peopled with acts which get on with the business in an accomplished, easy-going manner, dotted with professional touches throughout—all of which makes for satisfying entertainment.

This is not intended to mean that the show is without faults. It lacks balance—there's three singing acts, one instrumental, one comedian. Besides that, nothing takes place on the stage which could stampede an audience into uncontrollable applause. Polish, warmth and a fast pace are its outstanding characteristics and seem to make up for any lack of electricity.

The Hilltoppers, harmonizing in razor-edge sharpness, have a formula for making music that seems to call for caressing a tune rather than belting it, altho they can turn on as much power as they seem to require to make their point. They ran thru "Pretty Baby," "Till Then" and "I Must Be Dreaming" for a consistently good hand from all ages.

Song Out of Sorrow Blackfriars' Theater, New York

Back in 1940 I was invited by its director, Dennis Gurney, to see the Blackfriars' group do an original script, "Song Out of Sorrow." It was a touching play about the reclamation from the oblivion of opium eating of the British poet Francis Thompson by a kindly, little Cockney prostitute to make possible his eventual writing of his memorable religious poem, "The Hound of God." Presumably, its basis was factual. At any rate, it was quite a success.

Now the group is 15 years older, and so is Gurney. Together they have since put on a variety of fine plays, and their graduates have adorned a number of Broadway companies. So as a sort of nostalgic salute to a play which started them on their way, they are bringing "Sorrow" to life again.

It is a pleasure to see it again and a pleasure to report that it is done well. Gurney has snared a solid cast. Bruce Webster is an excellent choice for the bedraggled poet, and Iola Lynn and Herbert Voland likewise for the tart and her bull-boy. All of them play together splendidly. There is also an outstanding contribution from Richard Neilson as a friendly medico, and Bradford Hoyt makes the most of the stuffy assignment of a Victorian publisher.

Francis.

Dick Haymes Chez Paree, Chicago

The current bill comes close to measuring out in perfect parts the variety essential to a good show—and each part comes close to perfection.

Dick Haymes, in his first appearance here, immediately established the fact that it should be his first in a long string of engagements here on the local scene. In full charge, he seemed to convince all that what he was singing was real. He could bring them to a hush in a moment's notice, as he did with "Our Love Is Here to Stay," "Something's Got to Give," "Love Me or Leave Me," "Might as Well Be Spring" and "Carioca," each hit the bull's-eye.

The Kean Sisters all but romp off with the audience with a fast-moving act that provides only very little room to rest up from laughs. With material that is almost exclusively cornball, they pull out of their bag of tricks, singing impressions, gags, pantomimes, take-offs on ditties, and assorted bits of business, all of which win a happy reception.

Dietmeier.

Nick Noble, who has an exceptionally rich voice plus a fairly wide range, can work effectively in almost any pop musical territory and was well accepted with such ditties as "Love Is Just Around the Corner," "You'll Never Walk Alone," "The Bible Tells Me So" and "If It Happened to You."

The Art Van Damme Quintet, a rhythm group with a fresh way of serving up a tune, seemed at home with "Lover," "Talk of the Town" and "Temptation Rag."

The Lassies, a singing trio which should have a future, delivered nicely with "Seventeen," "Magic Carpet Man" and "Daddy-Oh." Lenny Colyer, a funny man with a fine timing, can put over a gag and get hearty laughs with routine material. Jim Lounsbury and Eddie Hubbard, well-known deejays, act as emcees, interjecting a little business of their own now and then. Lou Basil and ork cut the show.

The Lark Plymouth, Boston

If there are enough serious playgoers who appreciate top flight theater, this striking portrayal of Joan of Arc should soar into a hit. Done with dignity and style by a cast of excellent players, Lillian Hellman's translation creates a vivid, exciting piece and adds another star to the crown of Julie Harris, its compelling heroine. While it has an occasional slack spot, these can without doubt be tightened to make it the splendid, free-flowing vehicle of which it is only a hair short.

Using a single setting, Jo Mielzinger's use of lighting makes an impressive background with its simplicity and severity, and with Leonard Bernstein's effective music and Joseph Anthony's incisive direction, the familiar scenes are given new life. Boris Karloff aids Miss Harris and a capable cast in what should with a little more work be a distinguished contribution to the season.

Dewar.

Jackie Heller, Patsy Shaw Holiday House, Pittsburgh

The top package the new Pitt plush nitery has had since it opened four weeks ago played to a capacity Tuesday night crowd. Hometown Jackie Heller, responsible for most of the pull, had the room rocking with eight well-paced songs. This is his first Pitt appearance since his Carousel closed 18 months ago. Patsy Shaw, in the star spot, wrapped up this audience and had them begging for more after a strong 45 minutes. The girl is easily the best fem comic to play this area in years and is ready for anything in the narrow field of distaff comedy. The acro team of Vic and Marion Miller opens the show, with Luke Riley's ork doing excellent backing.

Litman.

NIGHT CLUB

Imogene No Jackpot in Vegas

By ED ONCKEN

First-nighters along the Las Vegas Strip came away from the opening of Imogene Coca's debut this week wondering why she ever left Sid Caesar, after witnessing a less than successful bow of one of television's brightest stars.

In her Las Vegas debut, Miss Coca chose the Congo Room of Hotel Sahara, one of the biggest rooms on the Strip. The word traveled fast; for her second night the room was only half full.

The diminutive star works with a trio—two guys and a gal—when she might have more profitably teamed up with a foil for her humor, which often falls flat under the circumstances.

Her opener is a novelty presen-

tation called "The Show Must Go On," followed by "Lover" in a satire of a TV spectacular. One of her best bits is a pantomime piece in flickering spotlight, kidding the silent movies.

One of Miss Coca's favorite characterizations, the tramp, leaves the audience cold, as do a series of vocal numbers, including "Do It Yourself," "Wrap Your Troubles in Dreams," and "I'm Biding My Time." She does somewhat better with a few characters she recreates from her "Show of Shows" TV series, such as her torch singer, her queen of the May, and her burlesque stripper routine.

The show reaches an almost dismal point when Miss Coca goes into "Rag Mop" and calls for au-

dience participation. The silence out front is thunderous.

Summed up, the act is much too long—almost an hour. In fairness to Miss Coca, however, her brief flashes of genuine comedy demonstrate that the trouble is more with the material than with the performer. Never has she needed Sid Caesar more.

Briefly on the bill are the tumbling Amin Brothers, who must embarrass the star by taking down top applause.

Also briefly noted are the Sa-Harem girls of the chorus line who go thru a supposed gypsy routine that is identifiable only by the music, certainly not by the costumes or the dancing. Cee Davidson ork backed.

BROADWAY SHOWLOG

Performances Thru November 3, 1955

DRAMAS

A Roomful of Roses	10-17-'55	24
A View From the Bridge	9-27-'55	47
Cat on a Hot Tin Roof	3-24-'55	259
Comedie Francaise	10-25-'55	15
Diary of Anne Frank	10-5-'55	37
Deadfall	10-27-'55	11
Inherit the Wind	4-21-'55	228
Joyce Grenfell Requests the Pleasure	10-10-'55	32
No Time for Sergeants	10-20-'55	20
The Carefree Tree	10-11-'55	31
The Desk Set	10-24-'55	16
The Chalk Garden	10-26-'55	3
The Heavenly Twins	11-4-'55	3
The Teahouse of the August Moon	10-15-'53	863
Tiger at the Gates	10-3-'55	40
Will Success Spoil Rock Hunter?	10-13-'55	28
Witness for the Prosecution	12-16-'54	374
The Young and Beautiful	10-1-'55	41

MUSICALS

Comedy in Music	10-2-'54	769
Damn Yankees	5-5-'55	212
D'Oyly Carte	9-27-'55	47
Fanny	11-4-'54	420
Maurice Chevalier	9-28-'55	45
Pajama Game	5-13-'54	614
Plain and Fancy	1-27-'55	324
Silk Stockings	2-24-'55	291
The Boy Friend	9-30-'54	460

COMING UP

Highway Robbery	11-7-'55
Haful of Rain	11-9-'55
The Vamp	11-10-'55

Comedy in Music Golden Theater, New York

A revisit to the Golden Theater only proves why Victor Borge's one-man show, "Comedy in Music," is the town's next-to-longest-run hit. In fact, it would be holding the current long-run record, if Mr. B. hadn't knocked off for a couple of much-needed summer vacations.

Of course, Borge is unique in his field, being the only man extant able to spice superb pianistics with an impish sense of humor for a full evening of rib-tickling entertainment. Whether he is coughing his way thru "Liebestraum," hoking up the "Warsaw Concerto" or explaining his system of vocal punctuation, Mr. B. is always a master showman. Except for a moment's assist from his poodle, with his sole prop a concert grand, he puts on a comedy tour de force to completely beguile his customers. Which is likely why they have been flocking to the Golden to the tune of 769 performances.

This reporter hopes that his "Comedy in Music" will still be there for a third birthday, come next October.

Francis.

Joey Carter Le Reuban Bleu, New York

The room has a real sharp new show with four promising acts all making local debuts. Joe Carter bows in as a comic with plenty of personality, a fresh approach and a lot of original material.

Also on hand are a new quintet, the Spellbinders, two personable gals and three lads. The group lives up to its billing, what with exceptional arrangements by one of them, George Wilkins, and a fine, original brand of harmony

LEGIT

'Twins' Unlikely to Be A Heavenly Success

By BOB FRANCIS

Albert Husson's comedy, "Les Paves du Ciel," is said to have been quite a Parisian success. This writer wouldn't know. Maybe it was very comical stuff in its original French. What he does know, however, is that an un-bylined adaptation of it, as presented by the Theater Guild under the title of "The Heavenly Twins," is quite unlikely to be a success at the Booth Theater.

M. Husson's conceit, or maybe it's his adaptor's, has to do with a giddy Parisian matron who shoots her husband, or at least thinks she does. Her spouse makes a deal with some sort of celestial visitor who obligingly turns him into a grandfather's clock, so that he can watch his widow's subsequent doings. For further complications there is the appearance of his grown son with a wife and an inherited yen for bedroom antics. Just why the festivities are called "The Heavenly Twins," the adaptor never succeeded in making clear to me, but it is all hectically gay and sexy in the proper French farce tradition and seldom makes the slightest sense.

Faye Emerson

It does, however, give Faye Emerson an opportunity to look ravishing in a variety of handsome gowns by Helene Pons, and she evidently enjoys her romp as the festive widow. Jean Pierre Aumont brings all his well-known Parisian charm to the dual assignment of father and son, and there is a fine contribution from Gaby Rodgers as the young wife, the only character in the charade who appears to have some degree of sanity. Other competent performances stem from Drew Thompson as an amorous lawyer and Marcel Hillaire as the Heavenly visitant.

Cyril Ritchard has directed them all about as well as the vagaries

projection on anything from a ballad to a touch of rock 'n' roll. They have talent to which diskers could well take note.

Another newcomer, singer Tobi Reynolds, also contributes admirably. She gets off to a slow start via self-billing as a folk singer, but picks up for a click finish with excellent items such as "Ozark Talkin' Blues" and a "Frankie and Johnny" specialty. She could be another personality to watch.

Fourth on the list are Alan and Phylliss Sues, comedy song and patter team. The pair have some unusual and solid material, but press too hard on delivery. They get a little overpowering in a small room, but will doubtless smooth out with time. Bob Mayberry emcees competently, and the Norman Paris Trio continues to cut the show excellently, as usual.

Francis.

of the script permit and with a keen ear for pointing up some bits of saucy dialog. Eldon Elder has turned out a nice Parisian living room for them to play around in. I do not believe they'll be using it too long.

Pipe Dream Shubert, Boston

Knowing the Rodgers and Hammerstein faculty for fixing faulty shows, there can be little doubt that "Pipe Dream" will reach Broadway as a long-run hit after its four-week blood bath here. This time the team has taken John Steinbeck's "Sweet Thursday," which doesn't come out as much of a story. But the old R and H magic is here in some of the songs, many of which, understandably, sound familiar. As it stands, this tale of shady ladies, bums and Cannery Row characters can take a deal of pairing and pepping.

Most of what is wrong is just new showitis, but it also suffers from run of the mill dances, only fair performers and sets that are quite ordinary. The attempt to duplicate the Pinza coup comes off less successfully here with Helen Traubel. Miss Traubel can belt out Wagner, but these songs hit her in the wrong register. Bill Johnson and newcomer Judy Tyler are acceptable, but in spite of the snags, it will probably be a gold-plated "Pipe" that greets New Yorkers.

Dewar.

Red Buttons New Frontier, Las Vegas, Nev.

TV funnyman Red Buttons, in his return engagement on the Las Vegas Strip, bows into a new spot, the Venus Room of the New Frontier hotel, after two mildly successful appearances at the Sands down the boulevard.

The personable comic still pulls laughs, but some of his material could be funnier, and some he has used repeatedly in the past.

The second spot on the show is taken by the Four Aces, who vocalize pleasantly, even tho by now Vegas show-goers have harmonizing quartets appearing as spots before their eyes.

The opening act is the versatile tapping Step Brothers, whose field is only slightly less crowded than the harmonizing clan.

Music is by Garwood Van and his ork.

Oncken.

Paul Gilbert, Estelita Statler Hotel, Los Angeles

Paul Gilbert has 'em rolling in the aisles in his current Statler stint. The versatile comedian kicks up his heels (literally) with a gusto in a routine that ranges from song to dance to juggling. The best number, however, is still his "Medic" sketch.

In this he plays a somewhat befuddled doctor who, sets the medical profession back 200 years. The bit itself is now almost 20 years old, but it still goes over well. His other material hasn't aged quite as gracefully, and it definitely needs some brightening and sprucing up.

Latin songstress Estelita bounces around the stage exhibiting a good, if not outstanding, voice. Her refreshing personality, tho, more than makes up for any vocal lack, and she puts meaning into such things as "Rendezvous at Night" and "La Macarena," at the same time displaying a nice comic touch in pieces like "The Cuban Hill-billy."

Spielman.

when answering ads... say you saw it in THE BILLBOARD!

Columbia Maps New Approach To EP 'Singles' Marketing

Trade Watches Experiment Offering Incentive Prices to Ops, Dealers

By IS HOROWITZ

NEW YORK, Nov. 5.—A novel approach to the marketing of EP's has been mapped by Columbia Records, with the diskery soon to launch an all-out drive to push sales of the big-hole package disks into the singles volume status.

Behind the drive lies a basic re-evaluation of the place of EP's in the operation of a major diskery. In the opinion of many tradesters they never achieved the mass sales that was hoped for on their introduction several years ago.

Implicit in the Columbia campaign as well is the struggle of the majors to prop up singles volume to their accustomed level, or failing that, to find a substitute mass seller. It is no secret that the inroads of independent labels have been particularly heavy in the last year or so.

Columbia's approach, in essence, is to cut the cost of "single" EP's to the trade on a large initial distribution, promote them with the same energy and personnel devoted to actual pop singles, and with this running head start build heavier volume.

Experimental Phase

The campaign, due to run three to six months in its experimental phase, will embrace dealers and juke box operators. If successful, it will be included as standard procedure on all future EP single releases by the diskery.

Under the plan three new "single" EP's (not containing material duplicating an LP issue) will be released November 15 at a special introductory price to dealers of 65 cents. Latter figure represents a

25 per cent discount over the normal EP dealer cost of 86 cents. Only one-shot orders will be honored at the special price, with re-orders to go at the regular 86 cents.

Sales supervision will be handled by Dick Linke, exec in charge of single records, and the diskery is gearing its effort in the hope of pushing out 100,000 copies of each of the three EP's the first time around.

The lower dealer price will enable dealers to market the EP's at 99 cents and still rack up normal profits, no consumer advertising is planned at the lower cost. In the normal course of events it is expected that many dealers will charge the regular \$1.49 for the bargain EP's.

First Releases

First three experimental EP's will feature the following talent and material: A package of tunes from "Guys and Dolls," with Rosemary Clooney, Jo Stafford, Jerry Vale and Frankie Laine the chanters; a Noel Coward etching fea-

turing his "blue" version of "Let's Do It"; a new set by Frankie Laine and Buck Clayton, the latter fronting a full band.

Tradesters are due to watch the Columbia experiment with close interest. For the past year and more major diskery execs have given much thought to the EP question, with some known to have considered seriously reducing the price across the board to a suggested list of about \$1.

Others, it is known, have also explored the possibility of using the EP disk as a showcase for much new song material, and eventually using it as a substitute and replacement for the traditional two-tune single.

Whether or not the Columbia experiment will show the path to future diskery practice generally remains to be seen. In any case, it is seen as an aggressive approach by a major to vault the expected 30,000-or-so sale which is normally the lot of a hit EP. In only seats. (Continued on page 156)

INDUSTRIAL GIVING

Disk Men Eye Gifts Of \$1,810,000,000

NEW YORK, Nov. 5.—A set of statistics compiled by Fortune magazine is inducing record company execs to view the Christmas industrial gift business with militant interest.

The total volume of such business, according to Fortune, is in the neighborhood of \$1,810,000,000. It is the firm opinion of the disk moguls that the record industry hasn't begun to tap this market, and they intend to do something about it.

According to the Fortune tallies, industry's giving is in two categories. The first is gifts by industry to customers, and the second is gifts to employees. It has been determined that 56 per cent of U. S. businesses send Christmas gifts to customers. Sixty-five per cent give gifts to employees. "Household" gifts, which include records, rate third in the first or "customer" category, and second in the "employee" category.

11 and 2

Specifically, records have been the No. 11 item within the household group for customers, and the No. 2 household gift item for employees.

Bally Pinball Firm Goes Into Recording Biz

CHICAGO, Nov. 5.—Bally Manufacturing Company, the coin-operated amusement machine manufacturer and producer of the Lion television line, has entered the record business.

Its first waxing will be released in January and will be on a Bally label.

Ray Maloney, president, said that the firm's disk activities would be handled by the Bally Recording Corporation, 203 North Wabash, Chicago, a newly organized subsidiary.

The first record will feature Lou Breese and his orchestra—the songs "Robert E. Lee" and "Mexicali" (Continued on page 149)

FOURTH PIERCE TRIPLE CROWN

NEW YORK, Nov. 5.—Webb Pierce's recording of "Love, Love, Love" has brought the country singer his fourth Billboard Triple Crown award. Last week's country and western charts showed the record in first place in all three categories of best selling in stores, most played by disk jockeys and most played in juke boxes.

No other artist in either country, rhythm and blues or pop classifications has won more than a single triple crown award since the special honors were inaugurated earlier this year. Other records by Pierce which achieved the select distinction were "More and More," "In the Jailhouse Now" and "I Don't Care."

'X' Adds Two: Judy Holiday, Prophet Jones

NEW YORK, Nov. 5.—RCA Victor's Label "X" subsidiary, which recently streamlined its operation, this week added two new artists, but cut its artists list to 20. At its peak several months back, artists pacts there numbered 44.

The new talent signed are such varied stylists as legit-film star Judy Holiday and the Detroit preacher Prophet James J. Jones. Miss Holiday, who, incidentally, is the wife of Columbia Records' Masterworks director Dave Oppenheim, will cut an LP within the next 90 days, according to "X's" artists and repertoire head, Jimmy Hilliard. Hilliard will fly to Detroit this month to record the TV prophet in spirituals and sermons.

Hilliard returned to his New York headquarters this week after a three-week excursion to the Coast. There he recorded an album with Ben Light and singles sessions with Gordon Jenkins, Louis Jordan and Helen Greco.

Young Gets Counsel On Anti-Trust Brief

NEW YORK, Nov. 5.—Barney Young, music man of many interests, has retained legal counsel to prepare and file a reported \$7,500,000 treble damage, anti-trust action against major licensing organizations and broadcasting networks.

The pending action came to light this week on the heels of Young's tilt with execs of the American Society of Composers, Authors and Publishers at the Society's annual meeting here last week. In the past Young also figured in a running battle with Broadcast Music, Inc., finally settled with Young's Life Music exiting the licensing org. It is also known that since the Life-BMI fracas, Young has unsuccessfully sought to peddle a unilateral licensing deal to the networks.

Young's hassles with BMI and ASCAP, the latter involving his ASCAP affiliate Gem Music, stem from charges that Young had perfected the fine art of grabbing off performances on relatively few stations which somehow were strategically located in logging areas. ASCAP, and BMI earlier, balked at projecting these logs as an indication of over-all performances, and paying off accordingly.

Young on the other hand, has (Continued on page 20)

TWO PLACES AT ONCE!

DJ's 'Me First' Interview Attitude Rips Artists Apart

NEW YORK, Nov. 5.—Doing the personal appearance bit on deejay shows has been getting so rough lately in some cities that many record artists are beginning to think the extra plugs aren't worth the headaches.

The green-eyed monster is the big problem in most cases, with the poor artist often caught between two competitive spinners of equal stature who insist on booking the performer "first" on interviews and record hop guest shots.

The problem doesn't loom particularly large in New York City, where interviews are usually held to a minimum anyway, and the small towns are usually so starved

Capitol Sales, Merchandising Post to Dunn

HOLLYWOOD, Nov. 5.—The appointment of Lloyd Dunn as vice-president in charge of the sales and merchandising divisions of Capitol Records, Inc., was announced here this week by Glenn Wallichs, president of the company.

In his new assignment, Dunn, who has been vice-president of the merchandising division, also assumes responsibilities in the distributing organization with J. K. Maitland, vice-president and national sales manager of CRDC, reporting to him. Capitol executives who will continue to report to Dunn include merchandise manager Gordon Fraser Lou Schurrer, advertising manager, and Arthur Duncan, manager of market research.

Dunn has served Capitol in an executive capacity since he joined the company five years ago, prior to which he was active in the advertising agency and publishing fields.

Capitol executives this week (4) hosted the Rt. Hon. Lord Brabazon, of Tara, member of the board of directors of Electric & Musical Industries, Ltd., in this country for a brief visit.

Decca Signs C.&W. Artists, Ups Albums

NEW YORK, Nov. 5.—Decca Records, riding full tilt in the country and western field, has signed a flock of additional artists and is stepping up its output of album material.

Recording chief Paul Cohen has acquired Roy Acuff, most recently with Capitol; Jimmy Wakely, from Coral; Jimmy and Johnny, two brothers known from the "Louisiana Hayride" and formerly with Chess Records; Kenny Roberts, who has had sides with Coral and Dot previously; vocalist Woody Mercer, currently appearing on WLS, Chicago; Red Garrett, former RCA Victor artist; Billy Mize, from California; Roy Drusky, of Atlanta, and Bobby Helms, from Bloomington, Ind.

Meanwhile the diskery, which has been pacing the c.&w. field for a long time, has stepped up its release of album material. In the past two weeks 12-inch disks have been released by Webb Pierce, Jimmy Davis and Martin Grady. The three followed closely the release of the label's c.&w. "Dance-O-Rama" series, seven 10-inch LP's of country dance music.

'16 TONS'

Ernie Dinking Jumps to 3 Top 10 Lists

NEW YORK, Nov. 5.—Tennessee Ernie Ford's "Sixteen Tons" platter jumped into the top 10 on three different Billboard popularity charts this week, marking one of the industry's most phenomenal overnight sales success stories.

The Capitol disk (released less than three weeks ago and which didn't even show up in the top 25 last week) is No. 5 on the pop best-seller retail chart; No. 7 on the most-played pop deejay list, and No. 10 on the country and western retail best sellers.

London Sued By MPH Corp.

NEW YORK, Nov. 5.—Music Publishers Holding Corporation has instituted a suit against London Records for allegedly paying less than the statutory mechanical royalty rate on certain waxings. The Warner's publishing combine is insisting that the full 2-cent rate per tune be paid.

London, however, has said that it operated under an agreement that only 1½ cents per tune need be paid on the platters in question.

It is believed that the hassle involves EP's, which according to general trade practice usually calls for the lower mechanical rate. The Warner's group, on occasion, has taken a stiff attitude with regard to special rates on the bonus platters.

for any kind of in-person chats that they don't quibble over order of succession.

In such cities as Detroit, Pittsburgh and Boston, tho, the who-has-whom-on-first problem is developing into a real popularity hazard for record personalities.

Hub Problem

For instance, one of Boston's most influential deejays, Bob Clayton, WHDH, reportedly refuses to interview an artist at all, unless he gets their first local interview, thereby causing no little inconvenience at times route-wise, since Clayton has an afternoon show, and artists arriving at night or in

(Continued on page 20)

Cadence Launches 'Pre-Tested' Disks

NEW YORK, Nov. 5.—Cadence Records is inaugurating a new streamlined deejay service designed to give the bulk of deejays across the country "pre-tested platters."

The label's sales manager, Joe Delaney, has pared Cadence's deejay list down to 800 key jocks, who will receive all releases first. If a record shows signs of happening after initial exposure on the 800 shows, then Cadence will send the "pre-tested" disk to 1,800 other deejays.

Criterion Sets Deal Involving Sistine Choir

Recording Rights To Music, Tapes Acquired From ITP

HOLLYWOOD, Nov. 5.—Recording rights to the music and tapes of the famed Sistine Choir were acquired this week by Criterion Records from International Television Production, Inc. Mitch Hamilburg, representing the TV firm, handled negotiations with Mickey Goldsen, president of Criterion.

Tapes were culled from the sound tracks of two films, "Christ Is Born" and "Christ Is Risen," produced in St. Peter's Cathedral and the Sistine Chapel in the Vatican. Both films are slated for early release on television and general theatrical exhibition.

Goldsen disclosed plans to release selections of the Sistine Choir on a 12-inch high fidelity LP immediately. Package will be distributed nationally and in Canada thru independent distributors at a \$5 list.

Bidding for the material was reported to have been exceptionally high, with several major companies involved. Project was sanctioned and authorized by Vatican officials, with the Capella Musicals Pontifica, the official organization which controls the choir, slated to receive regular artists royalty on sales of the album.

Editing and documentary comments are being handled by the Gregorian Institute of America, Clifford A. Bennett, president. Dr. Edison Von Ottenfeld assisted in the project and J. Robert Carroll penned the liner notes.

Goldsen meanwhile continues his activity in the publishing field and as an independent producer of both
(Continued on page 20)

Exam Inches Cleffers' Suit Toward Court

NEW YORK, Nov. 5.—The \$150,000,000 anti-trust suit brought by 33 songwriters against Broadcast Music, Inc., moved one small step closer to the courtroom this week when another BMI exec, Bob Sour, took the stand in pre-trial examination. BMI's Carl Haverlin and Bob Burton have already been subjected to questioning by the cleffers' attorney John Schulman.

The suit, launched a couple of years ago, may not actually reach court for many more months, in the opinion of trade observers. During an earlier phase of pre-trial exams all 33 songwriters were questioned by BMI attorneys.

Defendants also include the broadcasting networks and their affiliated diskeries. The suit charges conspiracy to prevent full exploitation of the writers' copyrights.

Decca States Earnings Up

NEW YORK, Nov. 5.—Consolidated net earnings of Decca Records, Inc., for the nine months ended September 30, 1955, are up. The earnings, including those of its subsidiary, Universal Pictures Company, amounted to \$2,410,264. This is equal to \$1.50 per share on 1,602,501 outstanding shares of capital stock.

In the corresponding period of 1954, Decca reported earnings of \$2,272,602, equal to \$1.42 per share on 1,602,501 shares of capital stock then outstanding.

On September 30, 1955, Decca owned 718,585 shares of Universal common, representing 71 per cent of the motion picture company's outstanding common stock.

NEW CHART TO LIST 'TOP 100' FOR DJ SHOWS

NEW YORK, Nov. 5.—The Billboard this week inaugurates a new record chart, "The Top 100," aimed at furnishing more detailed information for disk jockey programming.

This listing of 100 pop record sides will be tabulated each week from the many hundreds of replies to regular dealer, juke box operator and disk jockey questionnaires. It represents a combined report on sales and plays from all three user categories.

Dealers and juke box operators are cautioned that "The Top 100" makes no claim to being a buying guide. The latter function is already served by best seller charts, best buys and coming-up-strong features. The Top 100, on the other hand, does furnish information on newer records just beginning to win action in the field, whether or not the diskings eventually move up into the best selling or most played ranks.

Victor Signs Candoli, Levy And Montrose

NEW YORK, Nov. 5.—RCA Victor's jazz department this week came up with signed artists contracts for Conte Candoli, Lou Levy and Jack Montrose, bringing into the fold three West Coast jazz names who reportedly had been inked by other labels.

Jack Lewis, jazz artists and repertoire chief and a man of action, made a two-day round-trip to the Coast last week to accomplish the coup as first step in a campaign to lock up the West Coast school.

Candoli, a trumpeter who previously cut for Bethlehem, became available when it was learned that the latter diskery had failed to clear his contract with the American Federation of Musicians, according to Lewis. Pianist Levy and arranger-saxman Montrose had been reported as signed by Atlantic, which several months back snared Shorty Rogers out of the major's fold.

This week also, Lewis commissioned clarinetist - pactee Tony Scott to write a package of original jazz works for the diskery's proposed Jazz Workshop series.

The diskery also issued orders to record all future jazz sessions binaurally as well as monaurally. The dual procedure has been in effect for some months in Victor classical recordings.

PHIL KORNHEISER TO HEAD 'TUNE-DEX' . . .

Phil Kornheiser this week was signed to head up George Goodwin's "Tune-Dex" service, which provides stations and artists with card-file sized copies of tunes—both lyric and melody line. The veteran music man has in the past been associated with several of the large standard firms, including Leo Feist, and more recently E. B. Marks. His son Sidney Kornheiser is currently professional manager of Marks, while another son Bob is promotion director of Cadence Records.

MILLER OFF ON VICTOR PROMOTION . . .

RCA Victor Promotion Manager Bernie Miller will leave for Detroit Wednesday (9) to organize and promote the diskery's big open house recording session which will be held November 13 at the Detroit University Field House (The Bill-

BUSINESS INVOLVEMENTS

Get Your Price and Get Out Or Suffer Jazz Complexity

By BILL SIMON

NEW YORK, Nov. 5.—Jazz, altho it currently is riding at its all-time market peak, is a many-splintered thing. To survive, let alone get rich in the field, it's becoming an accepted fact that a record company, an impresario and even an individual musician has to tie the splinters into a neat bundle.

To put it more directly—you gotta sew up the angles or, as some are inclined to do, get your price and get out.

Actually, what is taking place is more and more overlapping and/or doubling of functions such as recording, management, promotion, booking, production and publishing.

With barely an exception, a respectable hunk of cash can buy any indie jazz label on the market, from Norman Granz on down. That's how current competitive conditions have affected the indie proprietors, most of whom entered the business originally because they liked the environment and the aroma of jazz. Instead, they find themselves performing many business functions beyond their ken and their taste.

Competition is keen for artists' services, for distribution and for air play. The better bargaining

power of the major labels and angle-conscious indies has put the smaller outfits in the position of having to discover new talent, but once they get same, they don't have the proper resources to promote them into profitable entities.

One acute problem among the indies today is price. Where once you could buy only jazz on the

premium-priced specialty labels, today you can get it anywhere and at regular pop album prices. Most of the artists who appear, for example, on a \$4.95 LP can also be obtained on another label at \$3.98. And most of the jazz indies are stuck with sizable catalogs of 10-inch LP's in a market that rapidly is going 12-inch.

Conversion costs to many such outfits are staggering, considering that remastering and repackaging and even additional sessions usually are required.

The disk producers who used to enjoy life plotting sessions with musicians over a glass of brew at Charlie's today spend most of
(Continued on page 20)

Col'bia Model Lists at \$199

NEW YORK, Nov. 5.—Columbia has placed in limited production a new phonograph model, carrying a suggested list of \$199.95 and slated for initial shipments to the field November 15. The unit, tagged Model 435, will serve as the "prestige" item in a phono line which now numbers 11 units ranging in price from \$19.95 to the new high of \$199.95.

Components of the 28-inch console are essentially the same as those used in the Model 428, and include a three-speed, intermix changer, dual Ronette cartridge with diamond stylus for micro-groove and an eight-inch speaker with electrostatic tweeter. Cabinet features provincial styling.

Disney Studios Kick Off Label With Four Tunes

HOLLYWOOD, Nov. 5.—This week entered the disk business with a label of its own, Disneyland Records.

First package is a 45 r.p.m. EP album featuring four tunes from Disney television shows, and is titled "Player Piano Music" from the Wonderland Music Store in Disneyland. According to Jimmy Johnson, vice-president in charge of the Disney Music Division, plans call for the future release of additional teleshow music to be by QRS Piano Roll Company, New York.

Johnson also disclosed the upcoming release of a 10-inch LP featuring Frances Archer and Beverly Gile in Steveson's "A Child's Garden of Verses." Both artists have been inked to recording contracts, along with 21 juveniles ap-
(Continued on page 20)

FENWICK TESTS

How Do You Rate Vs. British Clerks?

NEW YORK, Nov. 5.—The British may very well have the brainiest record clerks in the world, if the girls who work at His Master's Voice, the Gramophone Company, Ltd., London, are at all representative of the average English disk sales staffer.

As reported in a recent Billboard story (October 8), George M. Fenwick, who heads up record retailer operations of Electric Musical Industries, Ltd., and manages the Oxford Street record store, employs only fem clerks. They have to pass a nine-month period of training, including monthly exams, to qualify.

A few of the test questions used in Fenwick's monthly exams follow, and U. S. record sales people (and their bosses, if they dare) can check their knowledge of the music business against their British counterparts.

How many Piano Sonatas did Beethoven write? How many Symphonies did Haydn write? Who

wrote "Belshazzar's Feast?" What is "The Well Tempered Clavier?" What is Chabrier's most famous work? List as many recordings of Beethoven's works as possible. Quote numbers.

State the sales points for recorded tape. What is contained in the large window on the left as you leave these showrooms? In which catalogs are the following to be found: "Albert Schweitzer Plays Bach," "Mass of Life" (Delius), "Salad Days," "Doromagaard Song Recital," "Wedding in Paris" (complete).

List as many recordings as possible of Brahms' works. Quote numbers. Name one LP and one single record from this month's lists that you have enjoyed. How would you introduce them to your public? List six records suitable for a party. Not dance music, but those likely to encourage a mood of gaiety. List as many accessories as possible, with prices (including needles).

MUSIC AS WRITTEN

NAMM REGIONAL MEET DATES SET . . .

National Association of Music Merchants has set dates for its upcoming regional conferences as follows: Northwestern—San Francisco, February 13-14; Southeastern—Atlanta, February 27-28; Southwestern—Oklahoma City, April (date to be announced later).

ENGLISH PUBBER BUYS 'UNKNOWN' . . .

Redd Evans has sold the British rights to his firm's ditty, "Jimmy Unknown," to the English publisher Sydney Bron, who reportedly has slated No. 1 plug treatment for the song in December. "Unknown" has been cut here by Doris Day on Columbia, and a Victor slicing has also been scheduled.

New York

Milt Gabler, Decca a.&r. chief, has re-signed vocalist Jeri Southern.
(Continued on page 20)

board, November 5). Miller, a quick man with a gimmick, devised the teen-ager promotion.

FLANAGAN BAND ON 23-STOP TOUR . . .

The Ralph Flanagan ork heads out next week in a tour of 23 one-nighters in 26 days. Altho 16 of the dates are slated for Texas, the tour will cover six States in all, with stops skedded for ballrooms, college functions and Naval and Air Force bases.

THORPE HOSPITALIZED DUE TO FALL . . .

Jerry Thorpe, RCA Victor's press chief, was taken to the New York Hospital last week following an accident in his apartment. Thorpe, who has been recovering from an eye operation, was moving furniture when he fell, breaking several ribs and suffering a mild skull fracture. He'll remain in the hospital for another week.

GRAZIANO

Kolsky Near On Half of Rama Buy

NEW YORK, Nov. 5.—A deal was virtually set this week for George Goldner, owner of Tico and Rama Records, to sell a half interest in the latter label to Joe Kolsky. While negotiations were in process, Rama came up with a contract for the recording services of former middleweight fight champ Rocky Graziano.

Kolsky is the brother of Phil Kahl, partner with jazz impresario Morris Levy in the Kahl, Planetary and Patricia music publishing firms. Goldner denied, however,
(Continued on page 20)

Nan Regains Lost Chord

NEW YORK, Nov. 5.—RCA Victor this week signed vocalist Nan Wynn to an exclusive contract and rushed out her first release, two cover sides, in record time.

Miss Wynn, one-time vocalist with the late Hal Kemp, also cut several sides for Victor in the early '40's. Later she was the singing voice for Ida Lupino in "Roadhouse," for Jeanne Crain in "State Fair" and for Rita Hayworth in several flicks. However, removal of a tumor severed a facial nerve and the thrush was unable to use her voice for five years.

Reportedly there is no medical explanation for her recovery, and Victor flacks intend to give her story a big ride.

Victor's PMS Names Trifero Sales Manager

NEW YORK, Nov. 5. — RCA Victor this week extended the division between its singles and package divisions thru its field forces across the country. Simultaneously, the diskery brought in John G. Trifero, formerly Cleveland area field man, to become sales manager for its Personal Music Service plan.

The Victor-designated "promotion men," who will work on singles exclusively, are: W. T. Baker, Kansas City; S. F. Esgro, Memphis; R. S. Krueger, Detroit; B. F. McCuen, Chicago; T. R. Moseley, Los Angeles; S. O. Peruggi, New York; J. D. Wallace, Philadelphia.

The "field sales representatives," who will deal only with packages are: F. J. Adlard, Dallas; M. M. Kirg, Kansas City; M. B. Kirk, Los Angeles; W. H. O'Dell, Cambridge, Mass.; G. L. Parkhill, Chicago; G. H. Prutting, New York; F. T. Ryall, Atlanta.

Trifero's promotion to the national office leaves the Cleveland spot open temporarily.

Phonotapes Gets Rights To Philharmonia Catalog

NEW YORK, Nov. 5.—Phonotapes, Inc., has acquired the tape rights to the Philharmonia disk catalog. Its initial release from the pool of material on pre-recorded tape will be three reels featuring the Stuyvesant String Quartet. They will be issued under the Phonotapes-Sonore label.

The tape firm also has the rights to the entire Folkways Records catalog as well as to masters acquired independently.

CONVERTS POPS TO OPERETTAS

NEW YORK, Nov. 5.—Charles H. Hansen, publisher of "educational" editions for a large variety of publishers, has launched an experiment converting pop songs into grade school operettas.

In line with this, Hansen has commissioned writer-arranger Jimmy Leyden to expand such numbers as "The Ballad of Davy Crockett" and "Yellow Rose of Texas" into 15-minute musical playlets. For "Crockett," Leyden also is interpolating several original songs.

Wayne Signed to Score New Burly Musical for Stem

NEW YORK, Nov. 5.—Composer-conductor Bernie Wayne this week was signed to write the score for the upcoming Broadway musical "Diz Muz Be Der Plaze." Show is the brainchild of Wemar Music topper, George Wiener, who will be producer. It may mark the first time the music for a major Stem offering has been cleared thru Broadcast Music, Inc., with which both Wayne and Wiener are affiliated.

The musical was scripted by Howard Liss and Eddie Davis, the latter of whom co-authored books for "Follow the Girls" and "Ankles Aweigh." Acting as co-producer and casting director will be the erstwhile Billboard nightclub-vaude editor, Bill Smith, who now operates his own talent-management and booking office.

The show takes its title from the punch line of a famous burley skit, and is steeped in the tradition of that classic art. Setting for the story is burlesque of the 1920's—at the time when peelers

WNEW DATA

indie Notes 'Smarter' Pop Trend

NEW YORK, Nov. 5.—A growing sophistication of pop musical tastes evinced itself this year in the New York listening area, according to Jack Grogan, program chief of WNEW here, one of the country's leading indies.

For example, Grogan points out that deejays Art Ford and Bill Williams, who lean towards the spinning of more sophisticated material—Cole Porter oldies, foreign imports, etc.—rather than concentrating on artists in the top 10, have both acquired more air-time and increased their ratings substantially in recent months.

Ford's current Pulse rating for his afternoon slot is running 26 per cent ahead of last year, while Williams has chalked up a 68 per cent Pulse rating increase over 1954 for the 8 to 9 p.m. seg of his nightly show.

Meanwhile, Jerry Marshall on his "Make Believe Ballroom" shows—both afternoon and evening—has made a significant move towards establishing a closer relationship between the dealer and the deejay, via his new "Double C-Double D" (Cross Counter Disk Data) gimmick. Every week Marshall devotes a 15-minute seg to an interview with a local record retailer, with the chatter spotlighting the dealer's opinion of current record trends, and pushing the idea that listeners should go out and buy records, as well as listen to them on the air.

were starting to steal the spotlight from the comics.

With approximately 50 per cent of the required capital reported in the till, negotiations are said to be under way with several name performers.

NEW HEADACHE FOR MUSICIANS

NEW YORK, Nov. 5.—There's no end of trouble for musicians. Machines take their jobs and agents underscale them. Now they'll get it in the neck from the kiddies. We have a communique that maestro Hank Sylvern has perfected a miniature accordion "that gives the effects of a full orchestra and can be played by a four-year-old."

Lengsfelder, Stoner Fuss Moves Ahead

NEW YORK, Nov. 5.—The running battle between Hans Lengsfelder and Mickey Stoner, members of the American Society of Composers, Authors and Publishers, moved forward this week. Lengsfelder, believing he has been libeled by Stoner's accusations, served the latter with a subpoena. Meanwhile a committee for the defense of Mickey Stoner was organized, with Bernie Baum and Dick Thomas as co-chairmen. The subpoena is answerable in Supreme Court, Westchester County.

The hassle between the two, last reported in The Billboard September 10, involved differences of opinion over the Society's distribution methods. In the allegations, Lengsfelder felt he had been libeled.

Baum and Thomas issued a statement that Lengsfelder's legal action came as a surprise to Tin Pan Alley, and that a spontaneous movement had grown to collect a fund to defray Stoner's legal expense. It was reported that a defense committee was also being formed on the West Coast.

DISTINCTION

Music Men Endorsing Shoes, Booze

NEW YORK, Nov. 5.—The record fraternity, apparently not content to sit back on its laurels, is restlessly moving out into other fields.

Mitch Miller, Columbia Records' pop artist and repertoire head, for example, was identified with the shoe business this week. Even while vacationing in sunny Bermuda, Miller was quoted as saying, "Thom McAn, I'm your man!" via a 1,500-line ad for the shoe company in Thursday's (3) New York Times. It's also known that "The Beard" recently gave his indorsement to the Heublein Company, a manufacturer of prepared cocktail mixes.

This follows on the heels of the recent naming of Art Talmadge, Mercury Records a.&r. chief, as a Calvert "Man of Distinction." It's understood, too, that the same title will shortly be bestowed on Lew Chudd, Imperial Records topper.

Abbott & Fabor Change Distribs

NEW YORK, Nov. 5.—Fabor Robison, chief of Abbott and Fabor Records, Coast-based diskery operation, has made a number of changes in his distributor set-up.

In New York both lines, formerly with Cosnat, have been placed with Alpha. In Charlotte, N. C., Abbott has been switched from Mangold to F.&F. In Baltimore, Abbott has moved from Mangold (not the same as the Charlotte firm) to General Distributing Corporation. In Cleveland, Fabor has switched from Cosnat to Benart. Latter already has the Abbott line.

WORLD'S EXTRA HEAVYWEIGHT CHAMPIONSHIP FIGHT

EXCLUSIVELY ON ABC-TV WEDNESDAY, NOV. 16, 7:30 P.M.

VIA DISNEYLAND

DAVY CROCKETT

KING OF THE WILD FRONTIER

6' 5"
210 lbs.



FESS PARKER

VS.

MIKE FINK

KING OF THE RIVER

6' 4"
230 lbs.



JEFF YORKE

"BALLAD OF DAVY CROCKETT"

Commercial Recordings as of 11/1/55

FESS PARKER Bill Hayes Tennessee Ernie Ford The 49ers Steve Allen Gabe Drake Burl Ives Fred Waring & Pennsylvanians Sandpipers & M. Miller Orch. Rusty Draper James Brown The Voices of Walter Schumann The Sons of the Pioneers Vincent Lopez & His Orchestra Jack Richards Tex Stewart Player Piano Music Mac Wiseman Bill Ruff Jack Andrews & Rhythm Boys	COLUMBIA 40449 CADENCE 1256 CAPITOL 3058 COLUMBIA J4-752 CORAL 41368 CRICKET C-51 DECCA 29423 DECCA LITTLE GOLDEN D-197 A&B MERCURY 79555 MGM 11941 RCA VICTOR 20/47-6041 (Victor) BLUEBIRD BY/WBY-25 WALDORF 78-213; FH-3311; MH-4519 & 150W BROADWAY 296-A BELL 1091 DISNEYLAND EP 1001 DOT 1240 GATEWAY 1111 HOLLYWOOD RECORDING GUILD 2001-A	Hits A Poppin Scotty MacGregor Prom Orchestra M. Salinas The Rhythmaires Norm Johnson Harry Cooper Bill Hart with Mountaineers Jimmy Caro Loren Blake Orch. DAVY CROCKETT MAMBO Irving Field Trio DAVY CROCKETT POLKA Ted Loch & Orch. Parodies THE BALLAD OF DAVY CREWCUT Homer & Jethro DUVID CROCKETT Mickey Katz PANCHO LOPEZ Lalo Guerrero	PARADE 7816A PLYMOUTH P-106-25, -26, -27 PROM 1109A RUSSELL 152B TOPS R-254 ROLLER TONE RT-1504-2 KELIT-RONDO R701, R45/701 RECORD GUILD OF AMERICA S-356 RINX 146-A SPARKLE 12101 FIESTA 45-849 STAR 345-B RCA VICTOR 20/47-6178 CAPITOL 13754 REAL 1301-A
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"KING OF THE RIVER"

Commercial Recordings as of 11/1/55

(Mike Fink's Song)

FESS PARKER George Bruns and Tommy Cole Lou Monte Sons of the Pioneers Golden Chorus & Orchestra	COLUMBIA 4-40568 HANSEN 102 RCA VICTOR 20/47-6246 RCA VICTOR 20/47-6276 LITTLE GOLDEN D-238
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COLUMBIA HAS THE COMPLETE STORY OF THIS EPIC BATTLE ON RECORDS.

DAVY CROCKETT & MIKE FINK ON 45EP—B2073 AND 78 RPM J-261.

DAVY CROCKETT'S GREAT KEEL-BOAT RACE, 78 & 45 SINGLES.

DAVY CROCKETT AND THE RIVER PIRATES, 78 & 45 SINGLES.

©Walt Disney Productions

FOR CHRISTMAS

New M-G-M 'Rebellion' a Plush Item

NEW YORK, Nov. 5.—One of the new packages produced in time for the Christmas trade is M-G-M's "The Rebellion—The Tale of the Confederacy," by Larry Miller. Miller, known as the Rebel Bard, worked on the project for four years and commissioned John Fulton to paint 12 full-color reproductions illustrating the different episodes depicting the history of the Confederacy. The M-G-M package contains reproductions from the original oils by the artist. The package retails for \$10.

Artists featured include Marian Primont doing prologs, with legends by Victor Jory. Musical talent includes soprano Sylvia Alan, baritone Richard Botton, the Alan Holmes Symphonic Group and the Mandeville Singers, with music arrangement by Vittorio Rieti.

Miller's episodes include such key historical events as "Gettysburg," "Emancipation," "Appomattox," "Assassination," "Reconstruction," etc.

Much of the tale is told in verse, with Miller following both the "legend" of the Confederacy as well as the true historical pattern. Production is excellent, reaching heights of poignancy. In brief, it's a patriotic document which should have a continued sale in the educational field as well as in better stores.

'Rock' Fracas Moves Closer To Courtroom

PHILADELPHIA, Nov. 5.—A raging feud between two local song publishers over the title rights to Bill Haley's hit song, "Rock Around the Clock," moved closer to a courtroom battle this week after Myers Music Company denied charges made by a rival publisher that they had "lifted" the music to the "rock and roll" hit from another song.

Replying to reports that the Gotham Record Company might institute a \$100,000 legal suit against Myers Publishing Company, charging copyright infringement, Attorney Edward D. Werblun, of Myers, stated the "Rock Around the Clock" was written by Max Freedman, a free-lance composer and songwriter who sold the song to Myers. Attorney Werblun added that the charges of song theft by Gotham Records was "ridiculous."

'This Joint'

Ivan Ballan, an executive of Gotham Records, charged earlier that "Rock Around the Clock" was lifted from a song written by Philadelphians D. Wendell Keene, Doc Bagby and Harry Crafton, who titled their song "Rock This Joint." The original song was published by Gotham Records in 1948.

Werblun contended that Gotham Records had no claims whatsoever on title rights to the new song. Dismissing charges made by Gotham Records regarding the similarity between the two songs as "absurd," Werblun noted that both records involved in the dispute had been made with Bill Haley doing the vocalizing.

"Naturally, there would be some similarity between the two records," Werblun said, "since the same singer did both records using the same style of singing."

NEW YORK, Nov. 5.—Deejay Bill Randle (WERE, Cleveland, and WCBS here) has written a book presenting a layman's views on jazz, which will be published by Charles H. Hansen in January.

The book will be a 200-page hard-cover edition, with 20 pages of pictures, and a text outlining the basic history of jazz along with an analysis of its effects on society. Altho Randle is primarily a pop jockey today, he started out in the field as a jazz deejay in Detroit.

PRINCESS MEG EVOKES A TUNE

HOLLYWOOD, Nov. 5.—If there's a failing our songwriters have, it's never been a lack of timeliness. Tunesters have always managed to come up with any number of topical songs. "Der Fuehrer's Face," "Praise the Lord and Pass the Ammunition" and "The Death of Kathy Fiscus" to mention but a few.

There's a new entry tho, penned by maestro Spade Cooley and Freddy Morgan, latter a member of the Sunnysiders. Tune was acquired late this week by Hill & Range who will immediately begin a heavy promotion campaign.

The title: "I Don't Want to Ever Be a Princess" (If I Can't Have the Man I Love).

Diskers B.R. Longhair TV

HOLLYWOOD, Nov. 5.—In a move to gain wider exposure of classical music, several major and indie disk firms have pooled the sponsorship of a television show titled "Cavalcade of Records" via CBS-TV outlet KNXT here.

Show is a test of classical disk sales in this area, with possible network or syndication in the offing should it be successful. Leo Kepler, owner of Rhapsody Music Shop here, and Ethel Longstreet preview new classical albums and interview prominent personalities in the longhair field.

Capitol, Columbia, RCA Victor, Angel and Westminster share costs of the show.

BRITT PROSPECT ON 'URANIUM'

NEW YORK, Nov. 5.—Elton Britt's uranium prospecting activities may or may not make him rich, but he stands a good chance of cashing in on the experience, via a new tune, "Uranium Fever," which he recorded for RCA Victor last week.

The tune was penned by Britt's wife, Penny, who accompanied him on his recent prospecting treks in Utah, when he staked out government-approved claims on 3,000 acres. Britt and Trinity Music, which publishes the tune, are sending deejays 1,000 shares of stock in "Uranium Fever, Inc." to promote the platter, while 200 key jocks will also receive ore samples containing uranium.

Gallagher Named Field Sales Mgr.; Other Col. Shifts

NEW YORK, Nov. 5.—Hal Cook, director of sales for Columbia Records, has named Bill Gallagher field sales manager. The move kicked off a series of personnel shifts in the diskery's sales organization.

Gallagher, who formerly served the company as New York and Newark, N. J., district manager, was replaced in the latter capacity by Arnold Klein, whose present territory now also includes Philadelphia. Fred Wilmot, formerly Southeastern district manager, has taken over Klein's New England territory, and Columbia has hired Warner Pagliara to work the Southeast. Pagliara, who will headquarter in Charlotte, N. C., was formerly the Capitol Records branch manager in that city.

Full line, full profits

NEW MOTOROLA PHONO HI-FI SETS

Separate tone and volume controls on all 5 models!

The right model and the right price for every prospect with superior tone you can demonstrate right on your floor



2 NEW HI-FI SETS

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3 For pop, bop, and longhair, too—Motorola Escort, automatic 3-speed intermix and shutoff, flip-over Sapphire needles, cartridge doesn't move. Model 36F \$69.95*

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**Santa Claus
Is Comin'
To Town**
LEO FEIST, INC.

nuttin'!

WATCH FOR IT!

**"GIVE SOMEONE A
BIBLE"**

(On Christmas Day)

**GRANITE MUSIC
COMPANY**
1651 COSMO ST.
HOLLYWOOD 28, CALIF.

DIRECT From The Orient... our NEW HIT



**THE
JAPANESE
FAREWELL
SONG**
Sensationally recorded by
KAY CEE JONES
on Marquee
RANGER MUSIC, INC. 1819 Broadway
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**MACK
the
KNIFE**

the most
unusual
record
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**Louis
Armstrong**

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Introduced on
Rin-Tin-Tin TV Show

**WHITE
BUFFALO**

M-G-M—James Brown
CADENCE—Bill Hayes

BOURNE, INC. 136 W. 52d St.
N. Y. C., N. Y.

nuttin'!!!

when
answering ads...
say you saw it in
THE BILLBOARD!

Get Your Price Or Get Out

• Continued from page 17

their time haggling with printers, pressers and distributors over payments and collections. The "kicks" no longer are of a musical nature.

The musicians themselves have grown up considerably in a business sense. Few of them are falling for the old deals wherein a diskery will guarantee them four to eight sides a year at scale, with no royalties, and "sign over the publication rights to your originals" yet.

Many jazzmen have formed their own publishing firms, or have made special exclusive writer deals with first-line publishers. A large number of the writing jazz stars have joined Broadcast Music, Inc., and these know all about performance money.

Different Pacts

The musicians also want to know what the record company is willing to do for them between record sessions. Some sign exclusively as a leader, but reserve the right to record on other labels as sidemen. Others will settle for an informal arrangement whereby the company will allow the musician to record his own originals, or will book him wherever possible as a sideman on pop or rhythm and blues dates.

Atlantic's Shorty Rogers, a prolific arranger-writer-trumpeter, is a BMI writer, has his own BMI firm, is the company's West Coast musical director, arranges for other artists on the Atlantic jazz roster and records LP's featuring his own trumpet and scores. A running battle between Atlantic and RCA Victor for his services has occasioned several costly transcontinental air flights.

Dave Brubeck, who reportedly owns a piece of Fantasy Records, went with Columbia with the understanding that he could release on Fantasy any material that Columbia felt was too "experimental" for its own line.

Birdland Deal

Perhaps the most potent deal dreamed up so far, and one which appears certain to lure several major talents away from long-standing indie affiliations, is the Victor-Birdland deal, as set by the diskery's Jack Lewis and nitery-operator, impresario Morris (Moish) Levy.

Levy, who books the talent for New York jazz spots, Birdland and the Embers, promotes the annual

Industrial Giving

• Continued from page 16

efforts of all companies—RCA Victor is encouraged by its own initial forays made within recent weeks. According to Victor Vice-President Larry Kanaga, the diskery sent out a special mailing to industry purchasing agents touting records, and specifically Victor's Christmas Gift Certificate Plans, also referring the agents to their nearest Victor distributor. The distributors in turn were notified and were instructed to supply the agents with lists of their local dealers.

Response so far has indicated to Kanaga that the dealers "are out there trying." One big problem, however, has been to get to the purchasing agents early enough. Most of the orders are being placed in these current weeks.

DJ's 'Me First'

• Continued from page 16

the morning just have to kill time until Clayton goes on the air.

In towns where two jockeys are of equal stature, the problem is even more complicated, and almost invariably the artist ends up getting a cold shoulder from one or both of the feuding spinners. Record hops are the focal point in Pittsburgh, where Barry Kaye, WJAS, and Jay Michaels, WCAE, reportedly vie to book visiting artists as hop guests first.

TV is the \$64,000 question in Detroit. Bob Maxwell, WWJ, and Ed McKenzie, WXYZ, appear on separate local Detroit TV shows at the same time with the "me first" policy reportedly strongly in force for both shows.

Birdland jazz tours, owns several publishing firms and has affiliations in the artists management end. He is procuring talent for Victor, as well as turning over certain concert tapes already in his possession. Tito Puente went to the label last week under that deal, and others will follow shortly because, as an inducement to sign, Levy will guarantee a jazz artist up to 20 weeks work a year at Birdland, plus featured billing on the Birdland Tour.

Norman Granz

Norman Granz, who has been thru the wars and is still a confirmed jazz fan, finds the operation of a jazz label the least enjoyable of his tied-in enterprises, due to the many production and business details. He reportedly has been negotiating with Victor and ABC Paramount over a possible sale, but his price, it is said, is high.

The valuable consideration here is Granz's many artist contracts, and until the recent emergence of new stars, he owned practically every big name in the field. These were comparatively easy to get, because Granz could dangle the gold of his Jazz at the Philharmonic concert tours, his costly press coverage, and deejay exploitation.

Columbia's jazz chief, George Avakian, a jazz missionary of many years' standing, has seen fit to aid his own artists, as well as the jazz cause in general, by putting pressure on the parent CBS to put wires into such jazz spots as Basin Street, and also to involve his artist roster in various commercial promotions. An important instance of this is the current Helena Rubenstein cosmetics push, in which Dave Brubeck and Turk Murphy have figured prominently.

At RCA Victor, it was learned this week, that a new jazz show, to present Victor jazz talent on NBC-TV, is on the drafting board.

Young Counsel

• Continued from page 16

maintained that his performance demands were valid.

It is known also that Young, following the BMI-Life episode, asked networks to buy a blanket license deal covering Life copyrights, based on his (Young's) estimate of their worth. This estimate, in turn, was based on Young's former, and since discontinued, BMI royalties.

Young has also gained new notice in the music business via his formation of National Juke Box Music, a firm holding royalty-free copyrights and seeking recordings to be promoted largely thru coin phonographs. NJBM, supported in principle by the Music Operators of America, would serve as a hedge in the event long-time efforts to eliminate juke box exemption from performance royalty payments prove successful. In the latter event, NJBM copyrights would still be royalty free to operators.

Sidney W. Rothstein is the attorney retained by Young.

Disney Studios

• Continued from page 17

pearing on the Disney "Mickey Mouse Club" TV show.

Clarifying the Disney association with AMPAR records, Johnson averred that AMPAR has first refusal rights on music from the Disney Television shows. Disney firm is currently setting plans for six upcoming theatrical releases, which Johnson disclosed, will most likely be assigned for sound-track album releases. Features are "The Littlest Outlaw," "Song of the South," "Westward Ho the Wagons," "Secret of Life," "Perri," and "The Great Locomotive Chase."

The Disney music firms, Wonderland (BMI) and Walt Disney, Inc. (ASCAP), are currently working on its two plug songs "King of the River" and "Yaller, Yaller Gold," both from the Mike Fink episodes of the Disneyland TV show, to be aired via ABC-TV, November 16.

MUSIC AS WRITTEN

• Continued from page 17

He has also added a new male vocalist, Don Rondo... Dorrit Werner, daughter of Mr. and Mrs. Jean Geringer, has become engaged to Lt. John E. Purdy Jr. Geiringer is vice-president in charge of foreign relations for Broadcast Music, Inc.

Orkster Ray Anthony started his new tour in Indianapolis Friday (4). The trumpeter-maestro will travel the East and Midwest thru December 11, after which he will jump to the Coast. Tommy Mercer has rejoined the band as vocalist.

Shale Enterprises, a new publishing and personal management company, has been formed by legit actor-singer Ray Shaw and Ed Levine in conjunction with show business attorney Jack Astor. The outfit is handling Carole Bennett, thrush on the George Skinner CBS show.

Edward B. Marks Music has acquired the tune "I Forgot to Remember to Forget" from Sun Records' affiliated. Hi-Lo Music pubbery. The tune was waxed for Sun by Elvis Presley. Johnny Brandon, warbler and film-legit star who records for Polygon in England (released on M-G-M here), arrived Friday (4) to eye the local scene. He plans to peddle his own tunes here and also to make an agency tie-up for bookings... The Lou Carter Trio this week celebrated its 16th month at Boston's Darbury Room... Nat Hale, Chicago disk distributor, is in town for an indefinite stay.

Web Music Publishing Company, manufacturers of pre-recorded background music tapes, is reactivating its Web disk label with four new sides for November 10 release... New 15-piece dance band, titled the Mid-Landers, has been formed in Bloomington, Ind., by Al Cobine. Line-up includes sideman formerly with Woody Herman and Billy May. Scoring will be handled by combine, Jerry Coker and Jim Hewitt... EMC Recordings Corporation of St. Paul has named S. M. Shepard Jr., Frederick Weyerhaeuser and Allen D. Shores to its board of directors.

Hollywood

Yma Sumac set for a spot on the stage show portion of CBS' Jackie Gleason Four November 19... Frank Sinatra joined the roster of show business names who will host Sammy Davis Jr. at the Beverly Hilton, November 10...

Rama Buy

• Continued from page 17

that the Kahl-Levy partnership has any interest in the Rama deal "outside of seeing Phil's brother make good." It is known, however, that the Kahl-Levy pubberies have obtained first call on all original musical material sliced on the Rama label.

Graziano's Rama deal calls for the ex-pug, who currently is featured on the Martha Raye TV show, to record songs and stories aimed at teen-agers. He currently is very active in the drive against juvenile delinquency, and his material will be slanted accordingly. The above Rama ramifications reportedly have nothing to do with the Tico label, of which Goldner remains sole proprietor.

Sistine Choir

• Continued from page 17

Hawaiian and jazz albums for several major labels. At present he has publishing agreements and contracts with Eddie Lund (Decca), Pete Rugolo (Columbia), Milt Bernhart and Prince Kawoia (RCA Victor), and Laurindo Almeida and Jimmy Guiffre on Capitol. According to Goldsen, his entry into the record business is a natural development designed to continue to gain exposure for the music he publishes.

Eddie Grady and Commanders, currently winding up their stand at the Hollywood Palladium, have been set for a short run at Universal-International... Singer Jeri Southern set for two weeks at the High Hat, Boston... Agent Harold Jovien currently setting plans to syndicate Peter Potter's "Juke Box Jury"... Erri Adams, Columbia Records pactee, booked for a round of Eastern club dates thru this month... George Cates, Coast repertoire director for Coral Records, has exited Midway Hospital and is recovering from his recent heart attack at home... Station KFVB started its around-the-clock operation last week.

'SANTA ROSA LEA ROSA'

London Record No. 1602

Sung by

DAVID WHITFIELD

on the
ED SULLIVAN SHOW

'KILIMANJARO'

'LOVELY LIES'

London Record No. 1610

Sung by

THE MANHATTAN BROS.

Publishers:

Burlington Music Corp.

539 W. 25th St., N.Y.C. ORegion 5-6060

ANOTHER BMI

**"PIN-UP"
HIT**

**SOMEONE
YOU LOVE**

Recorded by
Nat "King" Cole—Capitol

Published by
BRADSHAW, INC.

nuttin'???

**WANTED
SONGS for PUBLICATION**

Mail to
Carmichael Music Co.
1048 S. ALFRED ST.
LOS ANGELES 35, CALIF.

BEE JAY RECORDS, INC.

of Beverly Hills, Calif.,
announce the signing of
DON MICHAEL
introducing
"MA PETITE"
b/w
"IN LOVE WITH AN ANGEL"



THE BILLBOARD'S 8th ANNUAL
MUSIC PROGRAMMING
 AND
OPERATING GUIDE

- ... providing RADIO STATION MANAGERS and DISK JOCKEYS with tested information for more effective programming of Music.
- ... providing MUSIC PUBLISHERS, RECORD MANUFACTURERS, TALENT and the entire music-record industry with factual information concerning station and jockey operational methods, procedures and problems.

EDITORIAL

Problems of Marriage

That the radio and recording industries are interrelated and enjoy a mutuality of interest is, of course, a truism. The extent of this relationship, however, has been brought into the sharpest focus by the results of The Billboard's Eighth Annual Disk Jockey Survey and Station Manager Questionnaire, which spells out decisively the great degree to which each entertainment medium is dependent upon the other.

Radio broadcasts 300,000 recorded sides a day. Radio dips into records for its vast programming needs. The recording industry, on the other hand, has in radio its greatest exploitation medium. Thru the facilities of the station and the programming capacity of the disk jockey, expensively produced merchandise can be moved profitably.

In the long run, this duality of interest, this interdependence, benefits the radio listener and the record buyer. In the long run, too, this mutuality of interest aids every segment of the music and radio industries, from station management to song plogger and composer. And, of course, it helps set the pattern of the cultural fabric of the national.

These facts cannot be gainsaid.

With both parties benefiting to such a degree, it would appear rather childish—and the height of bad taste—were the radio and record industries unable to resolve what has been termed their "dilemma." The dilemma, viewed against the larger pattern of mutuality of interest, is really a small thing. It is a series of irritations and clashes of temperament.

Do stations and jockeys get an adequate number of gratis disks? Are certain deejays and stations discriminated against?

On the other end of the argument one hears the following: Why should we service stations with free records? Why don't they buy records—records have already cut their programming costs tremendously.

Long ago, it was suggested that a joint committee of station men, disk jockeys and recording executives be appointed to work out a formula fair to all parties. This would be an ideal solution, particularly when we bear in mind that the dilemma will become more, rather than less, acute. A factor which must aggravate the condition is the growing output of packaged records. This merchandise is expensive. Already the disk jockey looms large in the exploitation of such merchandise, and already the distribution costs to the record manufacturers are bouncing upward.

Both industries are full of rugged individualists. This fact may delay the formation of a joint committee which can solve the problem of properly allocating merchandise—singles and LP's. Meanwhile, however, it is incumbent upon every jockey, station manager and record label to take a sensible view of the matter and set aside petty irritations in the interest of the common good.

Facts for the station to remember are these. Record merchandise is expensive. A manufacturer, in allocating such merchandise, must bear in mind relative strength of the market, of the station, of the disk jockeys on that station. The record manufacturer, on the other hand, must realize stations and jockeys are his chief means of promotion. Within sensible limits, all should get liberal, tho not necessarily equal, treatment. And both parties must bear in mind that one is of vital necessity to the other. Either is the lock, and the other the key.

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PHIL McLEAN



WALT HENRICH



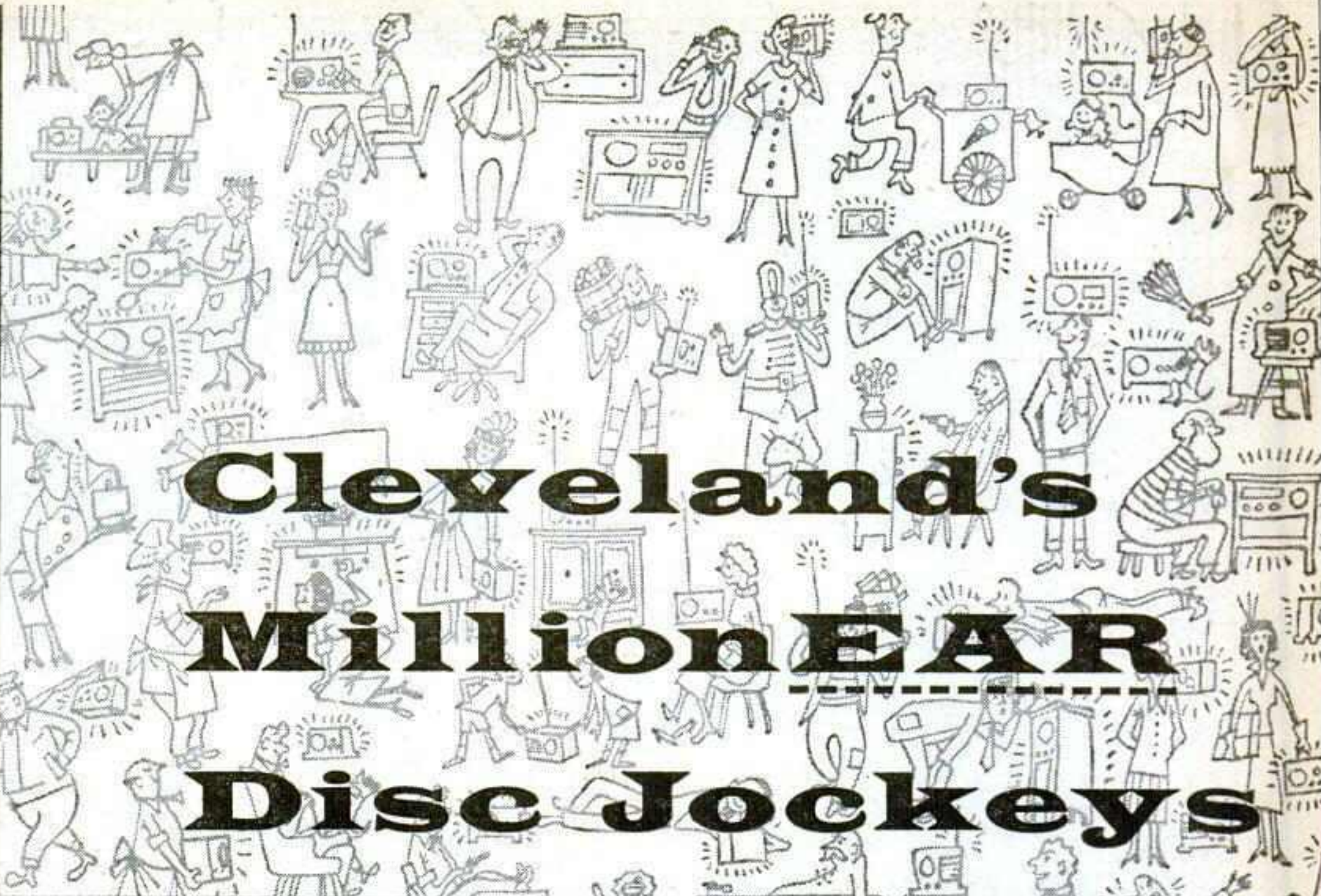
CARL REESE



JERRY BOWMAN



TOM EDWARDS



Cleveland's MillionEAR Disc Jockeys



BILL RANDLE

Here are six fellows who are loaded... loaded with more than a million listeners every day!

In Cleveland WERE is the most listened-to-station. The man with a lunch box, the lady with a jewel box... they're part of our million-ear audience.

They listen while they cook, while they drive, while they have their shoes shined, their hair cut and their teeth filled.

They are a buying audience. They buy records after WERE plays them. They buy products after WERE sells them.

Sure... WERE has a wall full of awards, a desk full of ratings.

But more important, we have six disc jockeys who plug, promote and plan to keep in tune with a millionEAR audience.

**Buy WERE
and SELL
Cleveland**

WERE



Cleveland 15, Ohio
Richard M. Klaus, General Manager
represented by:
Venard, Rintoul & McConnell, Inc.

CORAL RECORDS NEWS BRUNSWICK RECORDS

48 W. 57TH STREET
NEW YORK 19, N. Y.

THANKS A MILLION, DEEJAYS!

Here Come the Girls!

As Coral enters its eighth year, the celebration is joined by some of the lovely gals on the label—a prerequisite for the success of any party! Among the feminine Coral-ites, several have platters currently riding high.

SHOOT IT AGAIN, which was introduced a couple of weeks



little gal who has been a DJ favorite for years — talented Eileen Barton.



ago on the U. S. Steel Hour, received terrific reaction. But then, Teresa Brewer really puts over every tune she records—and hits have become a happy habit for the little gal from Ohio.

Three more daughters of the Buckeye State are also consist-



ent hitmakers. Christine, Phyllis and Dorothy McGuire have been blending voices for Coral for almost three years, and have harmonized their way to tremendous popularity. Their latest is the beautiful ballad, HE.



The parade of Coral's disc dolls continues with mention of Dorothy Collins. Via her TV appearances Dorothy has become a national favorite. Now she makes a strong bid for record hitdom with a great rendition of MY BOY FLAT TOP. Another strong contender for the hit lists is the haunting CRY ME A RIVER. This song is given a really sensational reading by a

Male Call!

Stop us if we're wrong—but offhand we can't think of any other company that can boast of three male vocalists all turning out hit after hit during the same period. The three guys on Coral who have been doing just this during the past half year or so are Don Cornell, Johnny Desmond and Alan Dale. These three are pretty good reasons for our "Lucky Seven" celebration.



We don't have to enumerate all of the boys' past hits for you deejays, 'cause you made 'em. But we do want to thank you again for your reception to their



latest offerings: YOUNG ABE LINCOLN by Cornell; Desmo's SIXTEEN TONS; and YOU GOTTA GIVE by Alan Dale.

Since we're talking about men, there are four more guys on the Coral label who have been going strong for some years. They



are Fran Scott, Allen Copeland, Johnny Drake and Hal Dickinson. They, plus lovely Paula Kelly, make up the Modernaires. Latest from the Mod. is AT MY FRONT DOOR, another wonderful performance by this ever-popular quintet.

Platter Spinners Have Helped Us Have Seven Wonderful Years



The entire gang here at Coral, in the National Office and throughout the country, want to join in a great big vote of thanks to the deejays whose support has made our company one of the most outstanding in the industry. Without your spins, your suggestions and comments, this seventh birthday party wouldn't be nearly as happy an occasion as it is. We sincerely hope that all of our future releases justify this support. We'll certainly try our best!

Music, Maestros, Please!

The sounds of "Happy Birthday" are sounding loud and clear. But the voices need musical accompaniment, and Coral's got just the men to provide it! Champagne will be supplied, musically of course, by the man

To emcee the proceedings, we can't think of a better candidate than versatile Steve Allen. And Steve's musical contribution could be any one of the great numbers in his new album JAZZ FOR TONIGHT.

To round out the baton-wielding section of our birthday cele-



who made it famous, maestro Lawrence Welk. Larry has two recently released discs that are going strong—BONNIE BLUE GAL and IT'S ALMOST TOMORROW.

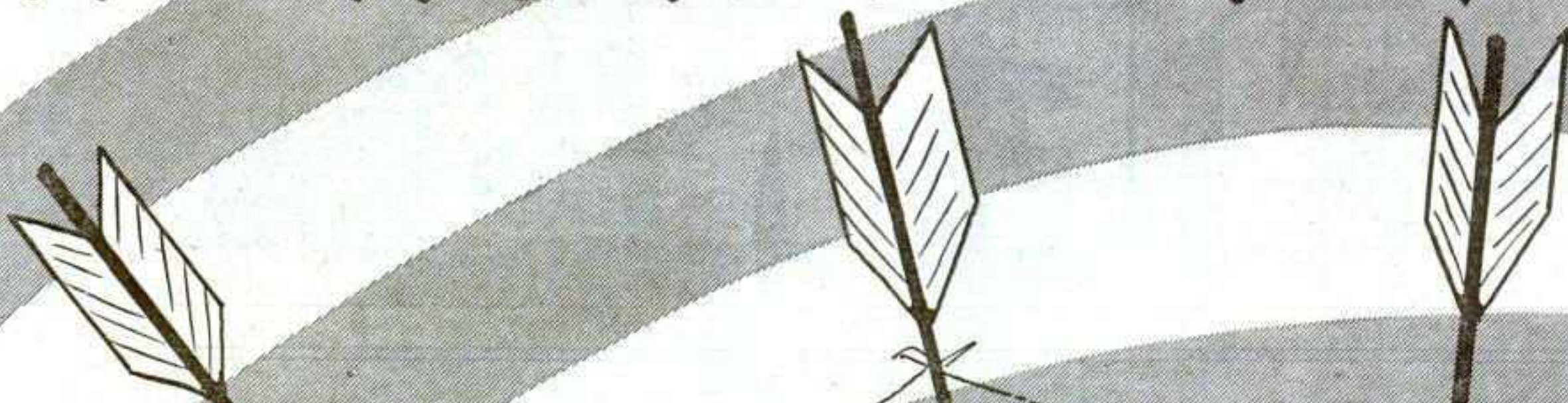


bration, we've got talented Dick Jacobs. Dick has arranged and conducted recording sessions for just about every top Coral artist at one time or another—and has been responsible for a great many of our hits. Incidentally, besides backing other Coral stars, Jacobs turns out some fine platters on which he takes full label credit.



NOW TURN THE PAGE . . . LET THE CORAL STARS THANK YOU PERSONALLY

A BULLSEYE EVERY TIME!!!



GIVE ME LOVE
SWEET SONG OF INDIA

SOMETHING'S
GOTTA
GIVE

SINCERELY

*Thanks D.J.'s for
another wonderful year
Chris
Phyllis
Dottie*

The McGUIRE SISTERS



current hit
HE IF YOU BELIEVE
CORAL 61501 • 9-61501



CORAL RECORDS
America's Fastest Growing Record Company
(A subsidiary of AMCO RECORDS, INC.)

Tops
in
pops



little miss hitmaker

Teresa Brewer

CURRENT RELEASE

SHOOT IT AGAIN

and

YOU'RE TELLING OUR SECRETS

CORAL 61528

PERSONAL MANAGEMENT
RITCHIE LISELLA

OPENING SAHARA HOTEL
LAS VEGAS
NOV. 22



CORAL RECORDS
America's Fastest Growing Record Company
(A subsidiary of AMCA RECORD CO.)

1955—MY GREATEST YEAR

thanks D.J.'s
for making
it possible
Don

MOST OF ALL
LOVE IS A MANY SPLENDORED THING
THE BIBLE TELLS ME SO

Don Cornell



and my latest

YOUNG ABE LINCOLN

b/w

DREAM WORLD

CORAL 61521

PERSONAL MANAGEMENT:
MANNIE GREENFIELD



EXCLUSIVELY ON



Thanks D.J.'s for
all those spins —
it's been a great year....



First

**PLAY ME HEARTS
AND FLOWERS**

Then

**YELLOW ROSE
OF TEXAS**

and now my latest

**SIXTEEN
TONS**

CORAL 61529

... and now, looking
forward to my first
starring role in the new
Broadway musical,
"The Amazing Adele,"
with a great musical
score.

most sincerely
Johnny Desmond



Personal Management

GABBE, LUTZ and HELLER

119 West 57th St.
New York 19, N. Y.

1626 North Vine St.
Hollywood 28, California



america's

#1 show

band



The Champagne Music

OF

LAWRENCE WELK

*my sincere thanks
D.J.'s for helping
make '55 a big year
Lawrence Welk*



CURRENT RELEASES

"**BONNIE BLUE GAL**"
and
"**SAM, THE OLD
ACCORDION MAN**"
61515

"**IT'S ALMOST
TOMORROW**"
and
"**RICE**"
61524

★
CURRENTLY 5TH YEAR
ARAGON BALLROOM
OCEAN PARK, CALIFORNIA
★



ON TV!
SAT. EVES., 9-10 EST
COAST TO COAST
ABC-TV NETWORK FOR
**DODGE
DEALERS
OF AMERICA**

Publicity—RALPH PORTNOR

Personal Management
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1626 North Vine Street
Hollywood 28, California

"Known by the Company they keep"

The Modernaires



thanks D.J.'s
from each of us
Hal Dickinson
Allan Copeland
Paula Kelly
Francis Scott
Johnny Drake

SEEN
5 DAYS WEEKLY
on the
Bob Crosby Show
over
the CBS Television Network

Current Release
(CRAZY LITTLE MAMA)
"AT MY FRONT DOOR"
and
"ALRIGHT, OKAY YOU WIN"
CORAL 61513 9-61513

Direction: **MCF**

Exclusively: **CORAL RECORDS**

PERSONAL MANAGEMENT

Thomas P. Sheils

A Favorite from Coast to Coast



STEVE

LAWRENCE

Singing

ADELAIDE

(From the HIT movie "Guy and Dolls")

THE LORD IS A BUSY MAN



CORAL 61537



CORAL RECORDS

America's Fastest Growing Record Company
(A subsidiary of DECCA RECORDS, INC.)

America's Musical Sweetheart!



Dorothy Collins

thanks D.J.'s for your
wonderful reception to my
current release on Coral
Dorothy



Current Release
**MY BOY
FLAT TOP**
and
IN LOVE

CORAL 61510 • 9-61510

CORAL RECORDS
America's Fastest Growing Record Company

The Very Versatile
STEVE ALLEN



JUST RELEASED!
 TWO NEW ALBUMS BY THE VERSATILE STEVE

“JAZZ FOR TONIGHT”
 Coral Long Play CRL 57018

“STEVE SINGS”
 Coral Long Play CRL 57019

MEMORIES OF YOU *With Steve at the Piano*

WHAT IS A WIFE *A Humorous Narration*

CORAL 61542

Thanks a million fellas for the spins you're also giving my Coral albums. Steve



Watch for Steve Allen and his Orchestra playing the songs made famous in the forthcoming motion picture

THE BENNY GOODMAN STORY



Exclusively

CORAL RECORDS

FOUR IN A ROW



ALAN DALE

With the New Rhythm Hit!

YOU

Peer International
Murray Deutsch, Prof. Mgr.

GOTTA

GIVE



CORAL 61526
9-61526

the big hits are on...



Deejays Assume No. 1 Spot For Packages' Exploitation

LP Makers Test Many Ways to Get Exposure; Sales Prove DJ Value

By PAUL ACKERMAN

For years record promotion at the disk jockey level has been the industry's most important source of exploitation. Today, this fact is even more marked, for the jockey, while retaining his status in the singles field, has also become the No. 1 source of exploitation in the packaged records business.

In the singles field, the deejay in the last couple of years has not only survived the threat of disk promotion via TV, but he has demonstrated again and again that for the conduct of the singles business he is indispensable.

But his role in the package field is relatively new, just as the growth of the package field—since the advent of LP—is relatively new. In the past several years, LP manufacturers have been testing ways and means of giving sales impetus to the gradually broadening LP repertoire, and the conclusion is inescapable—namely, that the jockey in the LP field seems to be achieving the same high position he holds in the singles business.

Complex Systems

This is borne out by the complex systems major and independent labels have worked out to make sure that their LP repertoire receives strong deejay exposure (see companion story). These promotional blueprints cover all LP fields—pop, classical and jazz—and involve both subscription and free disks.

Hal Cook, Columbia sales chief, stated his diskery was considering raising the budget for package promotion at the deejay level. "More deejays are programming package material, more stations are asking for it," Cook remarked, adding that Columbia was pursuing the trend aggressively. He noted that while he was with Capitol Records, he had occasion to test the promotional value of deejay programming and had found it potent—an outstanding example being Jackie Gleason's packages. Eight hundred were sent out on "Music for Lovers Only" and it paid off, Cook remarks.

All the majors and leading indies have had similar experiences and have arrived at the same point of view. Decca, for instance, when it launched its fall program, sent out a kit of eight LP's to more than 500 deejays. The kit included the plush Bing Crosby set of three 12-inch disks. Such promotion is very expensive and poses several problems, even tho it is admittedly worthwhile.

Approaches

One of the problems is the necessity of making sure that such expensive promotion doesn't just go down the drain. Different diskeries approach the matter in different ways. M-G-M Records, for instance, puts a special sticker on its promotional LP's, labeling them for promotion use. The sticker is applied with extra heavy mucilage. Those few deejays who might be tempted to remove the sticker and sell the album cannot do so, because removal of the sticker ruins the package. In a sense, such a tactic guarantees a certain number of record spins, the diskery feels.

An economical manner of plugging an album is the method often used by Coral. This diskery, for instance, will pull out two of the sides, press them back to back, and send such disks to a large deejay list. In such cases, the legend on the record states, "From the album . . . etc." Coral, too, thru its tie-up with Decca, occasionally works via the promotional facilities of the parent. For instance, should Coral be anxious to give a real push to a package, Decca will send it out as a "bonus" to those deejays

who subscribe to the Decca subscription service.

Coral Attitude

Norm Wienstroer, Coral sales chief, states that deejay promotion is very important in the package business. Coral is relatively new in the package business, but Wienstroer feels that the success they have enjoyed may be attributed to deejay co-operation. Next year, Coral will very probably consider starting a subscription service.

Another means of surmounting the expense of shipping packages to deejays is by securing participation of the artist and the publisher. Gleason, for instance, participated strongly on his "Music for Lovers" package. More recently, publisher Larry Spier bought 500 albums of "Gina Lollobrigida Presents Ulpio Minuccio." These were, of course, for promotional purposes. Spier also bought 1,000 each of liner notes and covers for radio stations. Some artists who have air time purchase albums to give away to audiences on their shows. Steve Allen is an example.

Albums purchased by artists and publishers, of course, are made available to radio stations at a very low rate—virtually at cost. One leading publisher stated that diskeries now make a practice of furnishing these albums at 75 cents per 12-inch LP. A similarly low rate is offered distributors who want the albums for promotion purposes.

Pub Participation

The angle of publisher participation in package promotion, incidentally, is becoming more important. This would seem to be a natural development, particularly in view of the fact that so many of the great standard tunes are being recorded with such frequency for the album field.

The pop and jazz fields, for instance, are using tremendous quantities of such standards. In the pop field, they are being cut both in mood albums and in albums by local stylists. In the jazz field, many standards are also being cut.

Of course, most of this standard material is held by the larger publishers. Some publishers feel that participation in packaged record promotion does not, at this

point, pay off for them. "You do not get enough exposure on an album to warrant participation," one publisher stated, adding that his firm was most interested in sheet music sales. In the event a song from an album steps out—as was the case with his firm's "Be My Love" from the Mario Lanza album, "The Toast of New Orleans"—then participation is warranted.

DJ Performance

Many publishers feel that with more and more deejays programming LP's, the pubs and writers stand to gain a lot in performance money by backing the albums to the hilt. This is in line with the current music business trend.

The diskeries, however, have run up against a problem in trying to defray expenses by seeking publisher participation. Often, so many publishers are involved that it is a long and tedious business to work out an arrangement. For this reason, it is often easier to work with an artist. But all modes of participation are used, because there is no doubt that the promotional nut on the deejay level can be very heavy indeed.

Mercury, for instance, on November 1 sent two new Wing LP's to 100 top jazz deejays. On November 14, two more LP's go to the same list. Those who do not get the regular LP's receive a 10-inch sampler. The latter goes to literally hundreds—all gratis. The diskery's first Wing pop LP, "Buddy Morrow Salutes the Fabulous Dorsey's," went to 300 deejays, with all others getting singles.

Despite the expense, Mercury says, "It really pays off."

Art Work

Jockeys, it is being noticed, not only play more albums—they even describe the art work on the packages. Bill Randle on his CBS show does this, as do Jerry Marshall on WNEW, Jack Lacy on WINS and Ted Brown on WMGM, to name a few in the New York area.

With the growth of the packaged record field and its increased importance not only to diskeries but also to artists and publishers, it is expected that in the next year or two the deejay will have reached an eminence higher than he has ever held.

Boundaries Between Music Types Fall; Deejays Spin 'Em All

Overlap of C. & W., R. & B., Pop Keep Disk Jockey Jumping to Hold Pace

By BILL SIMON

There are few boundary lines left in music these days, and nobody knows this better than the disk jockey, the immediate reflector as well as the frequent creator of public tastes. Few spinners today have audiences that go straight down the line for any type of music, whether it be pop, jazz, rock and roll, country and western or sacred. And hardly a show goes into the ether without a sampling of at least two of these idioms.

A glance at any of The Billboard's Best-Selling Retail and Most Played by Disk Jockey charts thruout the past year shows the extent to which the styles have overlapped the old audience lines. There is barely a die-hard pop jockey left who has not felt compelled to program the

big r.&b. or rock and roll hits, and the same type of compulsion has brought pop spinners around to the top c.&w. artists as well.

R.&B. Influence

Let's take a look at the predominantly pop shows. The big thing in pop music this past year undeniably has been the r.&b. influence. As the public and the jockeys became more "hip" to the "big beat," they began to go after the real thing more and more. The pop boys played Fats Domino, Lavern Baker, Nappy Brown, Al Hibbler, the Platters, etc., because there is strong sentiment growing everywhere for the "original," the creator, as opposed to the copyist. This sentiment is particularly strong among the spinners.

The r.&b. influence also has

(Continued on page 36)

URNS BALLOT INTO PROGRAM

Larry Tubelle, pins 'em over KVEC, San Luis Obispo, Calif., turned his ballot for The Billboard's Eighth Annual Disk Jockey Survey into a programming asset.

After filling out the ballot, Tubelle informed listeners of his selections and devoted a two-hour program (tagged "Billboard Questionnaire") to the disk and artists he had voted for in each category. After each record the deejay explained his reasons for making the selection and asked dialers to phone and let him know whether they agreed or disagreed with his choices.



THE MCGUIRE SISTERS, whose "Sincerely" was the pop record most played by disk jockeys this year. The trio also placed third in disk jockey balloting for favorite singing group.

Making a Movie? Gotta Have a Song

'Three Coins' Disks Add \$1,500,000 To Filmer's Till; Everyone's Doing It

The success of "Three Coins in the Fountain" recordings added an estimated \$1,500,000 to the box-office gross of the 20th Century Fox film of the same name. The figures are not idle conjecture nor the whim of imagination, but fact, and nothing succeeds in the motion picture industry as well as an established proven formula.

Somewhat like the record industry, the picture business apparently has its cycles, too. As the disk business goes thru its periodic flourish of (i.e.) banjo, march or waltz popularity, so does the film industry enjoy the prosperity of Westerns, dramas and musicals.

No matter what the vehicle is—it's got to have music these days, whether the music be a title song, background theme or an entire score. And the motion picture studios want it recorded.

With the die cast, the disk jockey has become of exceptional importance in the scheme of motion picture exploitation. True, the film business is interested in selling theater tickets primarily, but it's been proved that the disk jockey can do just that.

Close Alliance

Tho no one studio has established a definite policy that calls for the specific addition of music to its films, the producers are highly aware of the value of a song connected with a film. The movie capitol has never before in its history employed the services of as many composers and lyricists, nor worked as close with the major recording companies. Capitol Records, with somewhat of an advantage in having its home base of operations in Hollywood, has an exec who devotes more than 80 per cent of his time to the motion picture and TV film production companies.

As a result of the success enjoyed by such tunes as "Hold My Hand," "High and Mighty" and "Secret Love" in 1954, the film companies now include title songs and background themes as a definite, integral part of the production. In working closely with the recording companies, filmland now has disk talent available to them. Names such as Nat (King) Cole, the Four Aces, Don Cornell, Gordon MacRae and others have been used to sing pop songs over main title credits, with a follow-up recording by the singer aimed at the record trade. In effect, it's a two-way street for the record industry and the motion picture business—and it's a marriage now marked by supreme bliss.

DJ Prime Source

With Hollywood currently operating on a greater number of productions than in recent history, it's become even more important for the film studio to get the greatest amount of promotion from every conceivable source. In the case of music, the film studios

have found the disk jockey to be the most potent source.

The major Hollywood studios earmark a special allocation of records for the deejays and employ special field promotion men for personal disk jockey contact. Disk jockey previews of a motion picture product is an established procedure—all aimed at heightening interest in a specific film. The film stars get in the act, too, with studios setting up special disk jockey junkets for top picture talent.

During the recent filming of "The Benny Goodman Story" at Universal-International, Hollywood disk jockeys were invited to spend a day on the set and watch the recording work of Goodman, Harry James, Lionel Hampton, etc.

For the disk jockey, programming film music also means an extra plus, with radio listeners as interested as ever in Hollywood events. Studios offer the dj's special press kits, which include scripts, photos as well as records, all designed for the air play of film music. If it's a contest idea the studio has hit upon, there's always a disk jockey that can win a "free trip to Bermuda." One studio recently went so far in its exploitation as to offer their exhibitors free promotion records of the title song in the film.

Picture Tunes

The current year has seen an unusually heavy amount of top picture tunes. "Rock Around the Clock," tho actually in release long before it was included in M-G-M's "Blackboard Jungle," achieved its phenomenal sales as a direct result of its use in the film. Other movie tunes included "Honey Babe" from M-G-M's "Battle Cry"; "Female on the Beach," from the U-I picture of the same name; "The Kentuckian Song"; "Jim Bowie"; Cherry Pink and Apple Blossom White, from RKO's "Underwater"; "Love Me or Leave Me"; "Blues From Kiss Me Deadly"; "Toy Tiger," and the current winner, "Love Is a Many-Splendored Thing."

Some veteran trade observers view the current wealth of music in films as inevitable, since the film industry has drawn upon disk talent in increasing numbers. With names such as Doris Day, Johnnie Ray, Rosemary Clooney, Vic Damone, Gordon MacRae and others firmly established as disk stars, their use in pictures was natural.

With Hollywood currently staging a remarkable financial comeback following its recent low ebb, the film producers point to music as being substantially responsible for hitherto unknown avenues of promotion and profit. Tho it's hardly a formula that can pay off every time at bat, it helps immeasurably. And the studios know they can't do it without the vast audience the disk jockey enjoys.

ROBBINS PLAYS OFF-BEAT DISKS

In an effort to program his CBS radio network deejay show with "things you won't hear on a local program," Freddie Robbins has gone far afield for programming gimmicks, utilizing everything from Shakespearean disks to poetic recitations.

Robbins relies heavily on albums, drawing almost 50 per cent of his material from LP's. Relatively obscure holidays also provide programming fodder. For instance, last month on St. Crispin's Day (October 25), patron saint of shoemakers, Robbins played one of the "Little Shoemaker" disks, along with a recorded excerpt by Sir Laurence Olivier of Shakespeare's famous St. Crispin's speech from "Henry V."



FRANK SINATRA, winner of four separate categories for pop artists. He was named pop artist whose records were most played during the year by jockeys and was also acclaimed by jockeys as their favorite male singer in the pop field. His single record "Learnin' the Blues" and his album "In the Wee Small Hours" were also named tops in their categories.

AM's 300,000 Daily Spins Put Music World in a Whirl

Local Radio Is Key to Great Use; Competition at All Levels Stiffened

• Continued from page 1

ily upon publishers, writers, artists and record manufacturers.

For the publisher and writer, particularly those who lack the economic strength derived from large standard catalogs, the situation is even more formidable, in view of the fact that radio exposure is necessary not only in a general way to promote the song, but also necessary in a direct way to assure performance credits thru the American Society of Composers, Authors and Publishers, or Broadcast Music, Inc. For the average publisher and writer other income sources have dwindled in comparison with performances, which have become all important.

Artist's View

From the artist's point of view, the fight for exposure is reflected in the fact that it is increasingly

difficult for any specific artist to click with consistency. This is particularly true in the pop field. In the singles record business, the category where artists show most stability—despite the pace of the business—is the country field. Here, consumer loyalties seem to be strongest, with the result that even the disks are produced at a frantic pace, those artists with followings do not have too much trouble making the best-seller charts.

For the record manufacturer, the pace of the business has certainly meant tremendous pressure and a changing set of conditions. With myriad independent labels fighting for exposure, the situation has become notably harder for the major labels—a condition which has been reflected in the best-selling record charts.

DJ's a Key

Just as music is the key to station programming, the disk

jockey is the key to the station's programming personnel set-up. He may do many other chores in and out of the station. He may do news and sportscasting, double as an engineer, etc., but that he is the king of radio programming is truer today than it ever was.

Several developments point up the fact that the deejay's role has increased in stature over the past few years. First of these is the fact that station management tend more than ever to give the jockey complete freedom of selection of records. In this year's station management survey, more than half of the outlets—as against only 17 per cent last year—report as much.

Inasmuch as stations hold their license by virtue of operating in the public interest, the jockey, therefore, has a two-fold responsibility, each of them of tremendous importance. On one hand he is responsible for the bulk of programming which reaches 39,000,000 American homes, while at the same time he is, of necessity, a protector of the station's license in terms of program requirements stipulated by the Federal Communications Commission.

All-Time Peak

In relation to the music business, too, the jockey's position is at an all-time peak. Reigning for many years as the chief means of exploiting single records, he is now assuming that function in the growing packaged record field.

Manufacturers readily admit that if it were not for the jockey, the sale of packaged disks would be left largely to the whim of the browser. This fact, plus the knowledge that sales of packaged disks now total as much as half of the industry's retail dollar volume, points up the jockey's key role.

From the standpoint of repertoire, the airing of 300,000 sides per day is full of significance. Mirroring as it does the tremendous pace of the business and the voracious use of material, it also points up a trend which is currently with us and likely to become more pronounced. This is the spilling over of one field of repertoire into another.

Virtually every jockey must consider himself an actual or potential maker of hits, and he therefore ranges far afield for disks and song material. This ties in with the fact that so many pop jockeys now play rhythm and blues; it similarly accounts for the fact that so many pop labels, pop artists and pop writers are producing so much r.&b. styled material.

This overlapping of fields or categories is also noticeable in the Deep South, where areas normally regarded as country markets are heavily buying r.&b. disks. Too, in metropolitan areas, record manufacturers are noticing a strong upsurge in sales of country disks, and in the country field itself, it has been noticed that disks with pop-styled backing can have a big sale. An outstanding example is Eddy Arnold's "Cattle Call," with Hugo Winterhalter's orchestra. Some country deejays still won't play this type of disk, yet this particular one was strong enough to make the best-selling chart.

All these illustrations are signs and portents, and they include, as has been pointed out in these columns, a portent for Tim Pan Alley—namely, that song-wise and record-wise, the winner is the music man with the broader view, the one who is readiest to set aside traditional beliefs in order to meet changed conditions.

RECORD SUBSCRIPTION SERVICES FOR STATIONS

RCA VICTOR

Album Services

POP ALBUM SERVICE—

Cost: \$25 yearly. A minimum of four albums per month, with a guarantee of at least 50 per year. Bonus records, distributed at irregular intervals, bring the total somewhat higher.

JAZZ ALBUM SERVICE—

Cost: \$13 yearly. A minimum of two albums per month, with a guarantee of at least 24 albums yearly. Bonuses during the year bring the total higher.

RED SEAL CLASSICAL ALBUM SERVICE—New subscription cost: \$125 per year. Offers a basic library of 100 LP's, plus monthly supplements of new releases, totaling another 75 yearly. Also includes bonuses of additional albums during the year. Renewal subscriptions: \$65 yearly. Offers 75 LP records, taken from new releases, plus bonus albums during the year.

Single Records

COMBINED POP AND C.&W. SINGLES KIT—Cost: \$1 per kit. Contains an average of four records per kit. Mailed weekly.

C.&W. SINGLES ONLY—Cost: 65 cents per kit. Contains an average of three records per kit. Mailed weekly.

SACRED SINGLES—Cost: 45 cents per kit. Contain an average of two records per kit. Mailed monthly.

COLUMBIA

Album Services

POP ALBUM SERVICE—Cost: \$32 per year. Total of 60 LP's per year, selected from new release lists and serviced on a monthly basis.

CLASSICAL ALBUM SERVICE—Cost: \$48 per year. Total of 80 LP's per year, of which 20 may be selected immediately, on the basis of radio station choice, to fill out LP library. Balance of 60 LP records issued at intervals during the year and chosen for performance and name value.

POP AND CLASSICAL COMBINED SERVICE—Cost: \$60 per year. Includes all features of both individual services.

Single Records

POP SINGLES SERVICE—Cost: \$5 per month. Shipment includes all pop releases of the month.

C.&W. SINGLES SERVICE—Cost: \$4 per month. Includes all c.&w. releases of the month.

COMBINATION POP AND C.&W. SERVICE—Cost: \$8 per

month. Includes all new releases of both pop and c.&w. categories released during the month.

CAPITOL

CLASSICAL PROGRAMMING SERVICE—

Cost: \$40 per year. Includes about 70 LP's a year. This takes in mood and background material as well as strictly classical. Records are issued in monthly shipments. Stations are billed every quarter. Subscriber may obtain all LP's issued in the three quarterly periods prior to subscription date, in which case station is billed immediately for \$40 rather than \$10.

DECCA

Album Services

POP ALBUM SERVICE—Cost: \$50 per year. Includes a minimum of sixty 10 and 12-inch LP's per year.

GOLD LABEL (CLASSICAL) SERVICE—Cost: \$50 per year. Includes a minimum of 50 LP's per year.

COMBINED POP AND GOLD LABEL SERVICE—Cost: \$85 per year. Same terms as individual service.

Single Records

BASIC SERVICES—Whichever group is selected, all records produced in that category are shipped twice monthly. Monthly rates: pop, \$5.50; country and western, \$3.75, and rhythm and blues, \$3.75.

COMBINED SERVICES—Includes all records produced in each category mentioned. Monthly rates: pop and country, \$7; pop and rhythm and blues, \$7; pop, c.&w. and r.&b., \$8.50.

CORAL AND BRUNSWICK SINGLE RECORD SERVICE—All new Coral and Brunswick single records shipped twice monthly at a cost to subscribers of \$5.50 per month.

LONDON

CLASSICAL LP SERVICE—Cost: \$50 per year. Includes 60 newly released classical LP's per year, consisting of the top items from each monthly release schedule. Special LP bonus records for stations sending payment with orders.

ANGEL

Classical Service

MONTHLY RECORD SERVICE—Cost: \$50 per year. Includes four to six 12-inch classical LP's per month or 60 records per year.

BASIC LIBRARY SET—Cost: \$50 (payable in advance). Includes 60 classical LP's to be selected from the current catalog of the label.

3,000,000 Disks To Stations in '55

By REN GREVATT

More than 3,000,000 records will have been distributed by major diskeries to radio stations and individual disk jockeys across the land during 1955 when final figures are tallied. Of these approximately 10 per cent fall in the relatively high-cost, long-playing category. More than half of all the records distributed are actually paid for by the stations, under various types of subscription plans operated by the record firms.

Even under the plans set for token payment by the stations for records received, the disk companies do not even begin to write off the high cost of packaging, mailing and maintenance of mailing lists involved. The fact that record companies up till now have been willing to accept a net loss on these operations indicates the importance in which they hold the jockeys as the first line of exploitation for new disk material.

Smaller labels, with necessarily limited budgets, prefer to concentrate their promotional fire in special campaigns rather than in regular distribution to constant lists. One label has adopted an "area sampling" technique in which a record is heavily promoted in a single market area. If reaction is favorable, limited general promotion follows.

Distrib Key

Distributors figure heavily in the disk firms' continuing efforts to keep contact with stations and jockeys. In almost every case, whether distribution is on a paid or free basis, it is the distributor who furnishes the key names in his area to receive copies. Where payment is involved, either in the singles or packaged field, the record company bills the distributor, who in turn rebills the station. It's usually left up to the local distrib whether he will bill the station for the amount he has paid out or absorb the cost himself as a promotional expense.

Altho distributors play an integral part in radio distribution, disk firms in many cases mail records direct to stations. This is particularly true in cases where distributors are removed by many miles from stations considered

to be in their territory and where a personal contact is difficult to maintain. In still another instance, one of the smaller labels reports that where their distributor is handling a number of other labels, this channel is bypassed completely in favor of direct dealing with stations.

Album Field

In the album field, paid subscriptions are dominant in the radio distribution picture. Rates range from as little as \$13 per year for the lowest priced jazz album service up to \$125 per year in the highest cost classical album plan. Pop album subscription lists run as high as 600, while the generally more costly classical programs have considerably less subscribers.

Packaged record subscription programs often carry numerous extra services which disk firms prepare to help programmers. These cover basic information like timing of bands on LP records and licensing data, programming tips, complete scripts for programs up to an hour in length, as well as recorded and open-end interviews with artists featured on the records.

As substantial as programs for reaching stations and jockeys now are, current indications point to an ever-widening pattern of distribution to these primary levels of record promotion.

Expansions

It's known now that one leading diskery, heretofore inactive in the paid subscription field, plans to kick off such a program at an early date. In at least two other cases, broad expansions of existing programs are definitely in the works. Other firms are known to have under consideration various ways and means of reducing the heavy cost involved in servicing radio stations with disks.

In any event, jockeys and programming chiefs can look forward to ever-increasing opportunities for obtaining records.

Some price increases for services may be effected to help allay record company cost burdens, in terms of value received, but most deals will still be heavily weighted in favor of jockeys and stations.

CBS, NBC, ABC Cooling Off On Straight DeeJay Program

Avoid Conflict With Local Shows, Use Disks as Supplement to Segs

By JUNE BUNDY

After more than a year of experimentation, three of the four major radio networks—CBS, NBC and ABC—have just about given up on the deejay format per se, having created and discarded a variety of deejay-type shows within the last 12 months.

However, the webs' programming heads all agree that there is still a definite place for records on the network—now more than ever, in view of the numerous budget-saving advantages of disk programming. But their current thinking is that the platters must be used to supplement a basic format-gimmick rather than as the gimmick itself. Another requirement is that the record-show format must meet with the approval of affiliate stations, since many local broadcasters are inclined to frown on what they consider invasions of local programming areas.

CBS Attack

Probably the most anti-deejay format network these days is CBS. Under the aegis of its new programming chief, Howard Barnes, the web is taking a definite stand against the jockey-type program, the first move being the recent axing of Freddie Robbins' "Disk Derby," with the veteran spinner switched over to a new live-talent program, "Young Ideas." Robbins is currently doing a sustaining across-the-board deejay show over CBS in the afternoon (3:30-4 p.m.), but

Barnes says the disk seg will be dropped shortly.

A rather notable exception to this policy is the new Howard Miller show, which is heard across the board over CBS from 11:45 to noon. However, the Miller show was brought in by its sponsor, Wrigley's, as a package, and Barnes avers that henceforth the network will not originate any sustaining deejay-type shows itself.

Some to Stay

Some platters will continue to be used on the Monday thru Friday "Amos 'n' Andy" shows and Bing Crosby airers, altho, as in the past, their usage will not be pointed up. Also still remaining on the web are Peter Potter's "Juke Box Jury" and Mitch Miller's Sunday night show.

The Miller show, which combines round-table chatter, disks, live music, was sponsored by Kraft this summer but is now sustaining.

The most notable exception to the anti-deejay trend in network radio today is ABC's Martin Block, who still adheres to a straight jockey format on his daily network show from 2:30 to 4 p.m. Nevertheless, altho Block is sold out on his local Manhattan seg over WABC, his network time is still sustaining after almost two years.

Last year at this time, ABC aired 10 shows devoted all or in part to the playing of records—more than any other web. This year, tho, the web has dropped

several of its record shows and completely revamped its fight-time line-up with its new "Sounds for You" concept, which carries a news, special events and capsule one-shots. Records may be presented in special features every now and then on the nighttime block, but a record show as such will not be heard.

No Conflicts

According to ABC program chief Ray Diaz the web will at no time compete with local deejays, since it doesn't wish to incur the resentment of local affiliates. In line with this, Diaz points out that prior to scheduling the Block show, the web discussed the idea with its local station execs at regional meetings and obtained their approval of the show. Altho ABC's Sammy Kaye "Sunday Serenade" and the Vincent Lopez shows feature some records, the band leaders play only their own platters, thus simulating a live band performance.

Diaz goes along with other network programming execs on the need for a glorified gimmick to sell records on the network. As an example he points to ABC's new "National Juke Box" show (Saturdays, 9:35-10 p.m.) which spotlights national and regional juke box disk hits selected by representatives of the Music Operators of America. Tie-up promotion on the show pays off on a local basis for ABC stations.

NBC's Vote

NBC dropped some of its records-with-live-music shows this year including the Frank Sinatra, Dinah Shore, Dave Garroway and "Serenade to Romance" programs, also registers a vote in favor of "a fresh approach" to a record show presentation.

The best example of this "records with a purpose" policy is the "National Radio Fan Club" (Fridays, 8-9 p.m.), emceed by Bill Silbert. The show, produced by Parker Gibbs, features both live and recorded music, with members of more than 500 fan clubs interviewing top record names on the show. The show has many merchandising facets, including a special tie-up with local dealers across the country and a mail-pull gimmick involving membership bracelet-premiums.

NBC will use a great deal more music, both live and recorded, on its new "Weekday" program (a Monday thru Friday version of the web's weekend "Monitor") but the disks will be presented as packages—platters by one artist, topical theme music, etc.—rather than in deejay fashion. "Monitor," of course, spots records in a similar manner thruout its Saturday and Sunday time period. "Biography in Sound," aired once a month on a Tuesday night, spotlights records occasionally when the show's subject is a musical personality. For instance, disks will be used extensively

Boundaries Between Types

Continued from page 34

manifested itself with the c.&w. public and those who cater to it. Southern audiences, who once craved an exclusive diet of hill-billy platters, certainly don't practice segregation in their platter preferences.

The deejays are aware of the fact that r.&b. is the big thing, and that even many of the country artists are turning to r.&b. material and style. Note, for example, the spectacular rise of Elvis Presley in the field. Presley gets spins on r.&b. as well as country shows, and as prominent a pop deejay as Bill Randle insists that Presley is a potentially top pop entity.

Pop Inroads

Then, conversely, pop records are making new inroads on r.&b. shows. A pop artist who may have scored with r.&b. material on a previous release, is more than likely to get at least trial spins with his subsequent re-

leases beyond any particular group. The point is, the jockey must be well versed in both idioms.

Overlapping

Then there is the somewhat surprising overlapping that is becoming common as boundaries are violated between cool jazz practitioners and cha-cha musical comedy or cafe performers. The modern jazz boys are playing more and more of the smart show tunes, and they find themselves frequently in the company of sophisticated singers when their records are played on, for the most part, late evening hours. And the sophisticated singers are turning to the jazz ranks for their off-beat tunes. New York's Mitch Reed on WOR will alternate such artists as Fred Astaire, Mabel Mercer, Miles Davis, Frank Sinatra, Benny Goodman and Harold Lang in a single hour.

Jazz, however, is still a rarity on most conventional pop shows, partly because most of the important jazz performances are to be found on LP's, and they're just too long. But given a special release like the Benny Goodman concerts, the Louis Armstrong-composer sets, etc., and many jockeys will give it the full premiere treatment.

C.&W. Records

Back to c.&w. for a moment: Most pop jocks got on Eddy Arnold's "Cattle Call," especially since it had as catalyst the orking of Hugo Winterhalter. So the c.&w. spinners made the acquaintance of pop maestro Winterhalter. Red Foley for years has been making inroads with the pop audience by covering pop hit tunes. While the pop jockeys, like most of the big city dealers, don't go down the line with c.&w. fare, they are fully aware of the output of the top names in the field, including such others as Webb Pierce, Presley, Hank Snow, Marty Robbins, etc. Robbins' r.&b.-flavored "Maybelle" won considerable pop play.

The pop field has seen a steady influx of so-called "religioso" type songs in the past year, some of which are undeniably of country origin. The Cowboy Church Sunday School Choir and Stuart Hamblen were among those who received universal play.

Digression

For many years, most early a.m. spinners have made it a habit to interrupt the usual flow of pop sides to spin a couple strictly for the kiddies, and since the moppet seg is limited, these must be chosen carefully. And then, too, there is always the hymn selection. These little digressions, judiciously handled, can add considerable flavor and considerable audience.

There's little doubt in the trade that the jockeys who have made it big in recent years have been those who have had a broad knowledge of the entire record field and have been able to keep up to the minute with, and even to anticipate, the new trends, even when they seemingly blossom out in all directions.

A provocative, varied show, with plenty of info and color thrown in by the jockey, could well be one important key to the continued growth of radio as the music medium.



GEORGIA GIBBS, named favorite female vocalist of the year by spinners.

leases, which may be strictly pop. Take the McGuire Sisters, the Cheers, etc.

And then, the dividing line between r.&b. and jazz is sometimes a fine one. R.&b. has helped create a taste for the beat and for the instrumental solos, and jocks looking to expand their horizons are not averse to throwing in a jazz instrumental occasionally. It appears, from much of the correspondence received at The Billboard, that many stations who run r.&b. on a part time basis let the same jock double at another time of day with a "cool jazz show," especially if the station is aiming at the full Negro market.

But the appeal of such shows

when the show presents hour-long salutes to composers Jerome Kern and George M. Cohan later this season.

The Mutual Broadcasting System's programming chief, Robert Monroe, takes a realistic view of the audience potential of a deejay show in network radio. Altho the web has more current deejay shows (10) than any other network, only one (Johnny Desmond's "Phonorama Time" for Philco) is sponsored. Monroe views his deejay packages as a "service" to stations rather than sponsor-bait, pointing out that affiliates are picking up most of the web's deejay programs on an extensive basis.

While Monroe does not expect to increase Mutual's line-up of jockey shows, he does plan to schedule some of them in his new programming plans for next season.

Current Mutual deejay programs include the following across-the-board airters: Bruce Elliot and Dan McCullough, 4-4:30 p.m.; Ruby Mercer, 3-4 p.m.; "Mutual Music Box," 1:15-1:30 p.m.; "Guest Time" with Carl Warren, 10:15-10:30 a.m.; Bob and Ray, 5-5:30 p.m.; Jean Shepherd, 12:10-12:30 p.m. Saturday record shows include the Desmond series, 11:30-11:55 a.m.; Lucky Pierre, 11-11:30 a.m.; "Teen-Agers, U. S. A.," with Ed Ladd, 5-6 p.m., and "Musical Wheel of Chance," a half-hour show spotlighting predictions on future record hits by a different deejay each week from a different part of the country.



THE FOUR ACES, favorite small singing group according to The Billboard Disk Jockey Poll. The group's "Love Is a Many-Splendored Thing" ranked as the jockeys' second choice for favorite pop record of the year.



PEGGY KING, who was named tops in this year's crop of newer girl singers.

my sincere thanks to...

The record manufacturers, artists, music publishers, songwriters, and everyone concerned with producing records, for giving me the product which has played such a big part in keeping my listeners happy this past year.

BOB

"Coffeehead"

LARSEN

RADIO STATION WEMP

Milwaukee's Top Disc Jockey

CLEVELAND'S FASTEST GROWING SHOW!

"BIG CHIEF" **NORMAN WAIN**

WDOK 2:00-7:00 P.M. MON.-SAT.

CLEVELAND

FLorida 1-1834

Thanks Fellas

FRANK SINATRA



“LOVE and MARRIAGE”

and

“The Impatient Years”

#3260

Love And Marriage
The Impatient Years
Look To Your Heart

Our Town
EAP 1-673



Published by Barton Music Co.

Thanks, Dee jays,

FOR YOUR HELP IN MAKING 1955
MY GREATEST YEAR IN SHOWBUSINESS



sammy davis, jr.

CURRENT RELEASE

**I'LL KNOW
ADELAIDE**

DECCA 29672

PERSONAL MANAGEMENT
Will Mastin

DIRECTION
William Morris

PUBLICITY
Jessie Rand

*P. S.: Us, too . . .
Will Mastin and Sammy Sr.*



Current Release

**A WOMAN
IN LOVE**
and
**WALKING THE
NIGHT AWAY**

Columbia 40583 • 4-40583

*My Sincere
thanks
Frankie Laine*

Direction:



GENERAL ARTISTS CORPORATION
NEW YORK • CHICAGO • BEVERLY HILLS
CINCINNATI • DALLAS • LONDON

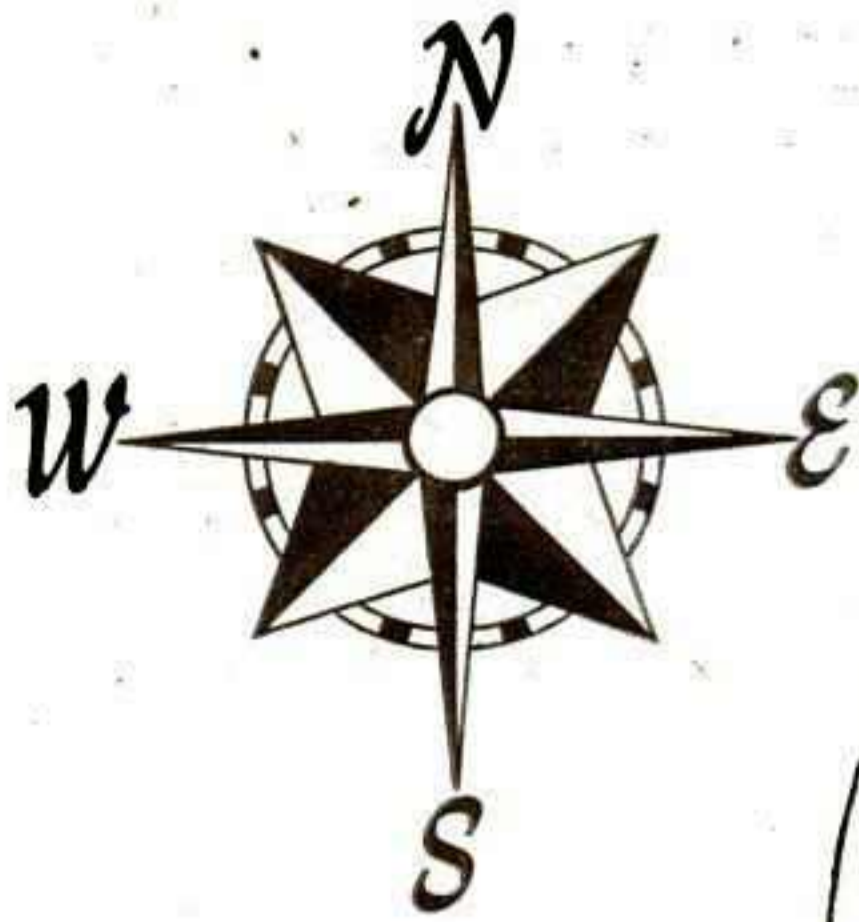
Public Relations: HELEN FERGUSON

Press Relations: JEWEL SMITH



Personal Management

**CRESS
COURTNEY**



DISK JOCKEYS -

EAST - WEST -

NORTH - SOUTH...

MANY THANKS

FOR **EVERY**

SPIN -



**ALL AT
ONCE YOU
LOVE HER**

*from the new
Rogers and Hammerstein
musical "Pipe Dream"*

**ROSE
TATTOO**

*from the Paramount-Wallis film
"The Rose Tattoo"*

**TINA
MARIE**

FOOLED

**RCA
VICTOR
Records**



GENERAL ARTISTS CORPORATION

NEW YORK • CHICAGO
BEVERLY HILLS • CINCINNATI • DALLAS • LONDON

Direction



*Thanks
 Disk Jockeys
 You're on my hit parade
 for giving me a "Hard to
 Get" hit...
 Gisele MacKenzie*

CURRENT RELEASE
THAT'S THE CHANCE I'VE GOT TO TAKE
 PEPPER HOT BABY X-0172

EXCLUSIVELY ON
"X" RECORDS

PERSONAL MANAGEMENT
ROBERT SHUTTLEWORTH

Local Radio Heads for Peak Year With \$472 Mil. Billings

Projected Figures From Manager Poll Indicates 18% Rise Over '54

By all indications 1955 will be local radio's biggest year in point of billings. When the final tallies are in, the 2,700 AM outlets across the country may chalk up a total of some \$472,000,000, or about \$72,000,000 more than in 1954.

This is strongly indicated by returns on The Billboard's Station Manager Questionnaire, taken in conjunction with the Eighth Annual Disk Jockey Survey.

Ninety per cent of all stations polled state their billings are up. In the case of stations of 5,000 watts and over, the reports average out to an increase of 25 per cent. In the case of smaller stations, the figure is 17½ per cent. Figuring a conservative 18 per cent as a proper average for stations generally, and predicating the likely increase on the basis of last year's billings, we arrive at the total of \$472,000,000.

In 1954, stations' billings totaled about \$400,000,000 according to trade estimates. National and regional network sales totaled \$80,900,000, of which stations received 30 per cent, or \$27,000,000. National and regional non-network sales totaled \$122,000,000, all of which went to stations. Local time sales totaled \$250,000. The approximately \$400,000,000 accruing to stations was before agency station rep or other sales expenses.

1953 Peak

The biggest total net billing radio had was in 1953, when the figure reached \$477,000,000, of which stations received \$412,000,000. In 1955, stations may exceed the latter figure by \$60,000,000.

The Station Representatives Association and the Radio Advertising Bureau regard the 1955 local radio scene with similar optimism. The station rep org states that on the basis of local billings alone—excluding spot-stations are generally between 15 and 16 per cent ahead of 1954.

The Radio Advertising Bureau has not yet compiled official estimates for 1955, but concurs in the estimate that the local radio scene is thriving. National spot says RAB, is definitely ahead of last year. The organization points out that a lot of national advertisers have come back to radio

from television and are allocating to radio either their entire or partial budget.

National Trend

This trend, says RAB, is nationwide. Some stations, in fact, are completely sold out on spot. This is particularly true on the West Coast and in Chicago and appears to be a growing condition in New York and other cities, according to RAB.

It all points up the truth of the old statement that a major advertising medium is rarely knocked out by a new, incoming one. Newspapers learned to live with radio. And radio—local, rather than network—has learned to live with TV. The initial hysteria has given way to a competitive, stable condition, with a profitable payoff for good selling, programming and service.

RENDER TO CAESAR

Mgrs. Say Gratis Disks Due Tribute

Many station managers took the opportunity in the management section of the Eighth Annual Disk Jockey Survey to comment on various phases of radio-record industry relations. These comments fall into several classifications. The most numerous were comments to the effect that radio is doing the disk industry a great favor and, therefore, all disks should be given free.

Another group of comments mirrored the complaint of small stations versus large in the matter of record availability. Other comments had to do with the matter of recording "junk" song material, the role of the licensing agencies, comments with regard to matters of programming interest, etc.

Typical Quotes

The assistant manager of WOKJ, Jackson, Miss., says, "It is beyond my comprehension why the record companies have this package payment arrangement for stations. . . . Stations are greatly responsible for the success of records, and we (I speak for a lot of us) feel that it is unfair to charge us for records. . . . Just let the stations stop playing the current tunes. . . . and see what happens to sales. . . ."

Says the program director of KFJB, Marshalltown, Ia., "We feel the trend toward paid record service is, in most cases, unfair. Our stand is that we trade three minutes of commercial. . . . for

the use of the record. . . . which should make it even. . . ."

Luther W. Martin, general manager, KTTR, Rolla, Mo., says, "We play and plug all gratis disks received. The disks purchased from a local record shop are aired, but the label is not usually identified. We do not buy package disk deals. If the pressing firm wants 'air time,' let it at least donate the records."

Anthony P. Perry, general manager, WC DL, Carbondale, Pa., comments ". . . this station. . . refuses to subscribe to 'packages' offered by manufacturers and goes one step farther. We will not play records of any manufacturer who insists upon the station's paying the mailing and handling charges. We feel one hand washes the other. . . ."

Joe O'Neill, program director, KVOO, Tulsa, Okla.: "We resent the crawling encroachment on the part of the music-record industry to create a special service package of LP albums, etc., at a small charge of \$10 per month. . . . A 50,000-watt station like ours gets out to most all the Western States. . . . yet, in some instances, they expect us to pay the same as a 100-watter. I think the 50-k.w. stations should be given some consideration."

Program director, KANN, Sinton, Tex.: ". . . Seems that if your station isn't running top power and isn't located directly in a \$50,000,000 market, you take what's left—if any—when it comes to disks."

Regarding Fads

Arthur B. Jones, program director, WBET, Brockton, Mass.: "If the record companies would only censor the records that are supposed to be fit for the air, it would save a program director's time. More of the good music is needed and do away with r.&b."

T. H. Oppgaard, general manager, WVSC, Somerset, Pa.: "I've got a varied audience and can't afford to alienate any group. . . . From the standpoint of the station, it's the schmaltz that pays off. The current releases are not of the enduring type. . . . not good enough to become standards."

E. M. Payne, program director, KSUB, Cedar City, Utah: "Cannot get used to fads in music—r.&b., gimmicks, etc. Prefer just good songs and not lots of junk."

Norman Paul, general manager, KSJO, San Jose, Calif.: ". . . If more effort were placed in producing good listenable music instead of resorting to ridiculous merchandising promotion plans, the record industry as well as the broadcast industry would be greatly helped. The percentage of records relegated to the junk pile is far too great. . . ."

Improved Relations

George W. Carr, vice-president, WFEB, Sylacauga, Ala.: "In general, relations between the record industry and radio seem to be

(Continued on page 97)

1955 STATION MANAGEMENT SURVEY

STATION MANAGEMENT VIEWS THE RECORD INDUSTRY

Competition is tough in broadcasting

How many AM stations in your market?

Average station under 5,000 Watts has 3.7 AM station competitors

Average station 5,000 Watts and over has 6.2 AM station competitors.

How many TV stations in your market?

All Broadcasters have an average of 2.5 TV station competitors in addition to all other local advertising media.

300,000 hours of air time each week

What is the total number of hours you are on the air each week?

Stations of 5,000 Watts or more average 120.3 hours per week

Stations under 5,000 Watts average 104.8 hours per week.

(There are approximately 2,750 operating AM stations)

50% or more of total air time is recorded music

How is your total time broken down by types of programming?

Stations 5,000 Watts or more	Stations Under 5,000 Watts
Record Shows. 42%	Record Shows. 53%
Network Shows. 30%	Network Shows. 20%
News, Weather. 10%	News, Weather. 8%
Station Shows. 6%	Station Shows. 5%
Syndicated Transcribed Shows. 4%	Syndicated Transcribed Shows. 4%
Local Sports. 3%	Local Sports. 3%
All Other. 5%	All Other. 7%

More record shows by more broadcasters

Are you devoting more, less or about the same amount of time to record shows this year as compared to last?

Stations 5,000 Watts or more	Stations under 5,000 Watts
MORE 58%	MORE 90%
LESS **	LESS 10%
SAME 42%	SAME **

Nearly 3,000 new records per year

What is your estimate of the number of different records that come into your station each week, regardless of source?

Stations 5,000 Watts or more	Stations under 5,000 Watts
60.0	52.1
32.5 Pop Singles.	27.0
4.8 Albums	4.0
13.1 C&W Singles.	12.0
9.6 R&B Singles.	9.1

(Continued on page 52)

LOCAL TRENDS

Stations Up Disks, Cut Web Shows

The two chief programming trends among the nation's 2,700 radio stations are the consistent upward trend of record-music shows and the lessened dependence upon network fare.

Total program time of these stations comes to 300,000 hours weekly, of which 210,000 hours is produced by approximately 2,000 outlets under 5,000 watts. The remaining 90,000 hours are attributable to some 700 outlets of 5,000 watts and over. The average large station is on the air 120 hours weekly, with the smaller (less than 5,000 watts) stations broadcasting about 105 hours weekly.

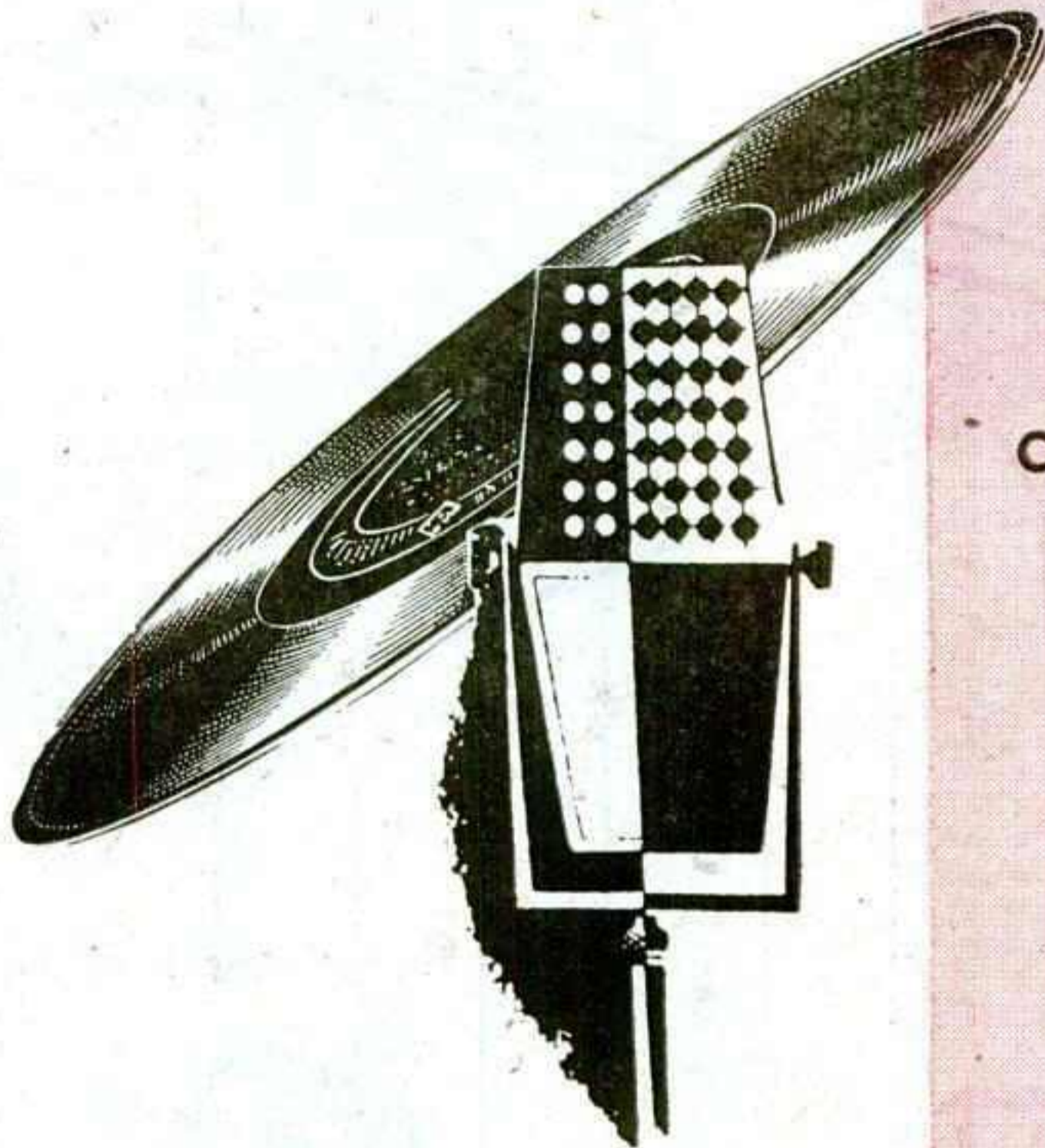
Analysis of the stations' actual programming time shows how extensively the use of records has become part of the nation's radio operation. About one-half of all program time is devoted to formats built around disks. In the case of the average small outlet, the figure is 55.9 hours per week, or 53 per cent of program time. Larger outlets program a slightly smaller proportion of records, the

average outlet doing 50.9 hours, or 42 per cent of the weekly programming.

Lesser Segments

No other single type of programming even approaches these figures. The station's second largest segment of programming is derived from the networks. Such shows consume about 25 per cent of total station time, with the smaller stations devoting 20.9 hours per week—or 20 per cent—and the larger outlets 36 hours per week, or 30 per cent.

The remaining program time of the stations is broken up into segments, all of them important from the standpoint of operation in the public interest, but none of them bulking large with relation to over-all time consumed. Averaging both large and small station groups, the following weekly program percentages apply: news and weather, 9 per cent; local live shows, 5 per cent; syndicated transcribed shows, 4 per cent; local sports shows, 3 per cent; miscellaneous, 6 per cent.



Bigger Than Ever!!

**YOUR BIG 10
ON WGN**

Chicago's Top Radio-Record Promotion!

WGN's listeners select the ten top records each week through their cards and letters. The Big 10 is featured on the air and in record stores.

This continuing promotion, plus the greatest lineup of "record hosts" in Chicago, are just two reasons why more and more advertisers are buying WGN.

WGN

A Clear Channel Station—50,000 Watts—720 On Your Radio
441 N. Michigan Ave., Chicago 11, Illinois, Michigan 2-7600



SAXIE DOWELL



BUDDY BLACK



JIM LOUNSBURY



ERNIE SIMON



JACK BRICKHOUSE



DICK COUGHLAN



CLIFF MERCER



JACK FULLER

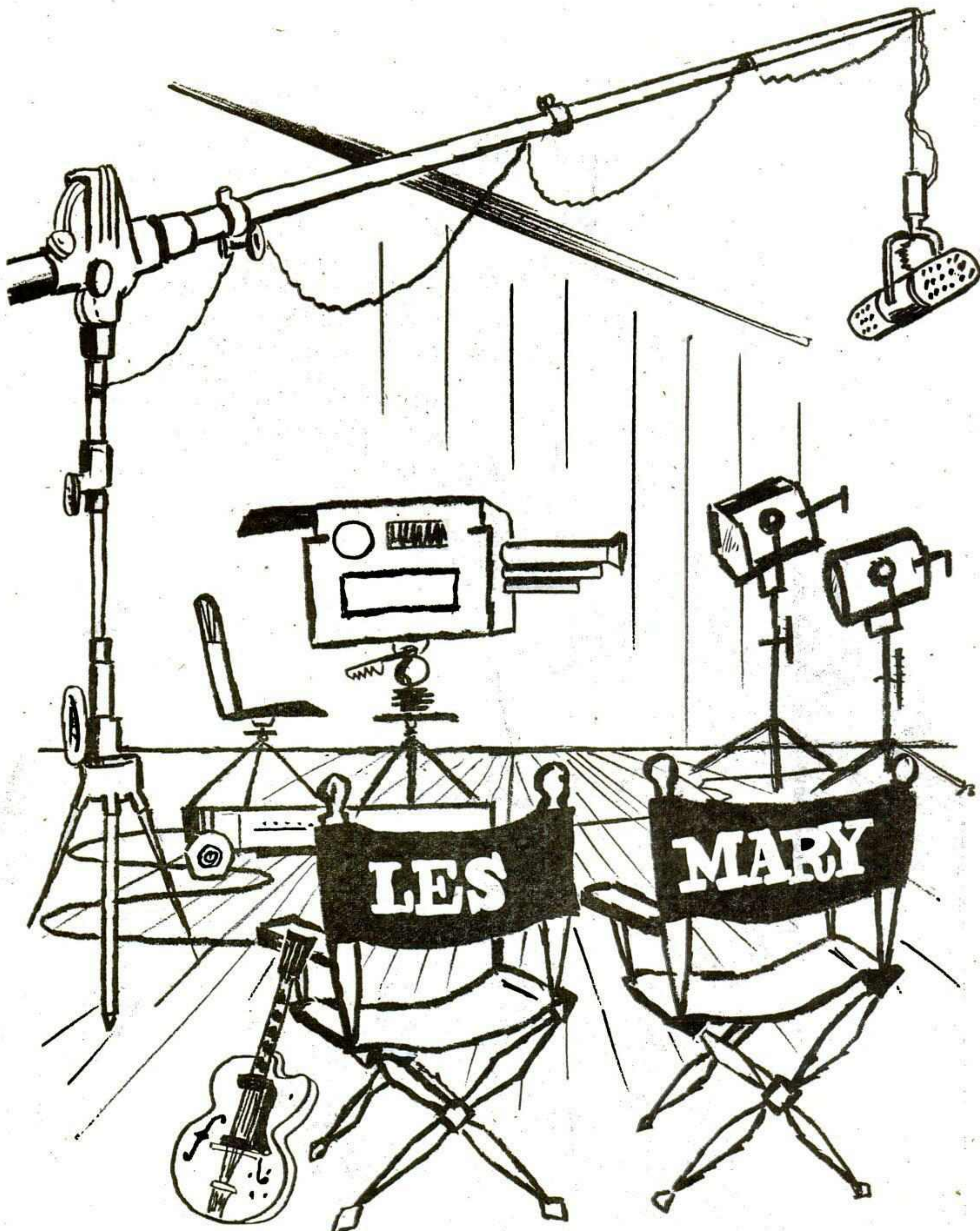


PIERRE ANDRE



BILL EVANS

WGN—Reaching More Homes Than Any Other Chicago Advertising Medium



Time out to say, "Thanks"



*Thanks
as always
Patti-*



*Thanks D.J's
it's been a great
year—
Julius LaRosa*

Current Release

**SUDDENLY THERE'S
A VALLEY**

and

**EVERY TIME THAT
I KISS CARRIE**

CADENCE 1270

Personal Management:

**FRANK
BARONE**

515 Madison Avenue
New York 22, N. Y.

Record Promotion:

KAPPY JORDON
575 West End Avenue
New York, N. Y.

JERRY JOHNSON
6223 Selma Avenue
Hollywood 28, Fla.

Publicity:

**HARRY
SOBOL**

1270 Sixth Avenue
New York, N. Y.

Direction:



mmm boys-you're a good group!

The Billboard Buying and Programming Guide BEST SELLING PACKAGED RECORDS

• Popular Albums (Over-all)

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealings in all key markets.

LP'S

1. LONESOME ECHO—Jackie GleasonCapitol W 627
3. IN THE WE E SMALL HOURS—Frank SinatraCapitol W 581
4. PETE KELLY'S BLUES—Jack WebbRCA Victor LPM 1126
5. OKLAHOMA!—Sound TrackCapitol SAO 595
6. STARRING SAMMY DAVIS JR.Decca DL 8118
7. THE STUDENT PRINCE—Mario Lanza.....RCA Victor LM 1837
8. PETE KELLY'S BLUES—Peggy Lee and Ella FitzgeraldDL 8166
9. MUSIC FOR LOVERS ONLY—Jackie GleasonCapitol H 352
10. SHAKE, RATTLE AND ROLL—Bill HaleyDecca ED 2168
11. MUSIC, MARTINIS, AND MEMORIES—Jackie GleasonCapitol W 568
12. MEET ANDRE KOSTELANTEZ—Kostelanetz Ork.....Columbia
13. MUSIC FROM "PETE KELLY'S BLUES"—Ray Heindorf and 'Matty MatlockColumbia CL 690
14. MEET ANDRE KOSTELANTEZ—Kostelanetz Ork.....Columbia
15. SOMETHING COOL—June ChristyCapitol H 516

EP'S

1. LOVE ME OR LEAVE ME—Doris DayColumbia EPB 540
2. PETE KELLY'S BLUES—Jack WebbRCA Victor EPB 1126
3. IN THE WE E SMALL HOURS—Frank SinatraCapitol EBF 581
4. STARRING SAMMY DAVIS JR.Decca ED 2214-6
5. LONESOME ECHO—Jackie GleasonCapitol EAP 627
6. THE STUDENT PRINCE—Mario LanzaRCA Victor EPB 1837
7. MUSIC FOR LOVERS ONLY—Jackie GleasonCapitol EBF 352
8. PETE KELLY'S BLUES—Peggy Lee and Ella Fitzgerald ...Decca ED 800
9. OKLAHOMA!—Sound TrackCapitol SDM 595
10. SHAKE, RATTLE AND ROLL—Bill HaleyDecca ED 2168
11. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason ..Capitol EAP 309
12. GLEASON'S STORYCapitol EBF 500
13. GLEASON'S STORYCapitol EBF 500
14. GLEASON'S STORYCapitol EBF 500
15. GLEASON'S STORYCapitol EBF 500

• Popular Instrumental

1. LONESOME ECHO—Jackie GleasonCapitol W 627
2. MUSIC FOR LOVERS ONLY—Jackie GleasonCapitol H 352
3. MUSIC, MARTINIS AND MEMORIES—Jackie GleasonCapitol W 568
4. I LOVE PARIS—Michel LeGrandColumbia CL 5

• Jazz

1. SATCH PL... Louis Armst... ..Co
2. BRUBECK... Brubeck... Col
3. JAZZ GOES... COLLEGE -... Colu
4. THIS IS CH... Connor... ..Bethl

Here's what BILLBOARD says about JACKIE GLEASON PLAYS ROMANTIC JAZZ: "Gleason comes up with another big one in his continuing series of albums... and it all adds up to great listening. Package should do fine at the retail counter for a long time to come. It's also great for deejay programming."

Here's what CASH BOX says about JACKIE GLEASON PLAYS ROMANTIC JAZZ: "Jackie Gleason becomes more versatile every day... The choice of material, as in the past, is excellent... Should be another top seller for the 'Big Mr. G.'"

CAPITOL W568

Thanks D.J.'s a million for keeping them spinning

Jackie Gleason



CAPITOL W568



Jerri Winters



Cathy Carr

OUR Fraternity

LOOK FOR OUR NEW BLUE AND WHITE SHOOTING STAR LABEL DESIGNED IN THE STUDIOS OF WM. E. CLEMENTS DESIGN ASSOCIATES



The Andersons



Dick Noel



Teddy Raymore Quartet



Dan Belloc

Look For These HITS

- DICK NOEL: F720 "IT'S OUR DESTINY" • "THE REST OF MY DAYS"
- MARGIE MEINERT: F719 "ELECTRONIC BOOGIE" • "THE WHISTLER"
- CATHY CARR: F718 "MORNING, NOON AND NIGHT" • "TOWARD EVENING"
- JERRI WINTERS: F1001 "WINTER'S HERE" • LONG PLAY JAZZ ALBUM
- THE ANDERSONS: F721 "WHEN I WAS YOUR AGE" • "THE BOSTON FANCY"
- HERMAN CLEBENOFF: F725 "I'M COUNTING THE HOURS" • "SCARLET ANGEL"
- LITTLE IKE AND HIS ORCHESTRA: F724 "POLKA DOTS" • "YOU'RE A HONEY"
- TEDDY RAYMORE AND HIS QUARTET: F723 "WEDDING SONG" • TRIAL BY JURY
- DAN BELLOC: F722 "TELL ME WHEN" • "WHO GAVE YOU THE ROSES"



Margie Meinert



Herman Clebenoff

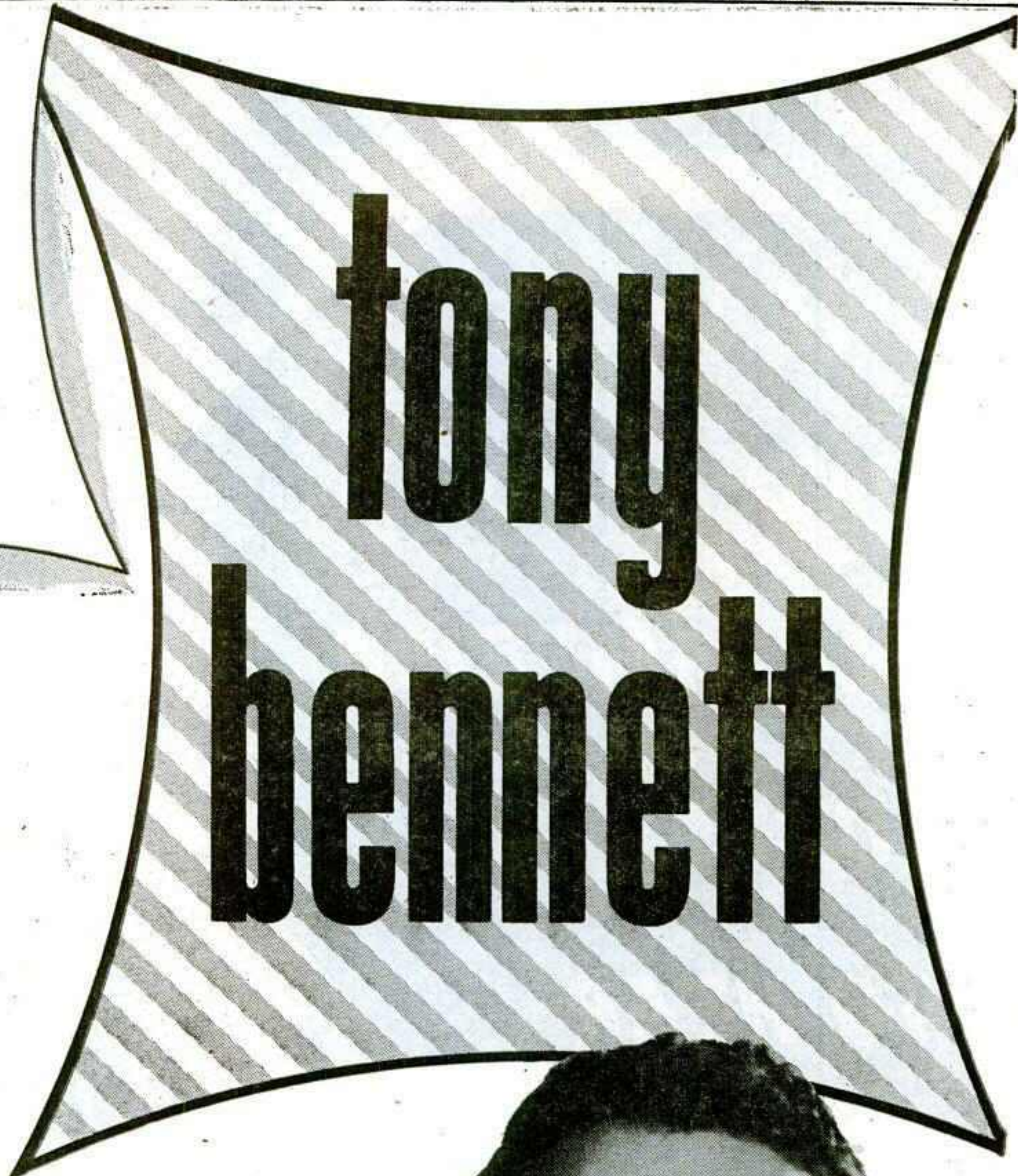
Fraternity RECORDS

413 RACE ST., CINCINNATI 2, OHIO



Little Ike

MEMO
 To: all my D.J.
 friends sincerest
 appreciation for
 all those spins
 Tony



CURRENT RELEASE

(Come Back and)

**TELL ME
 THAT YOU
 LOVE ME
 and
 HOW CAN I
 REPLACE
 YOU**

WITH PERCY FAITH AND ORCHESTRA

COLUMBIA 40567
4-40567



PERSONAL MANAGEMENT
LLOYD LEIPZIG
 W-L MANAGEMENT, INC.



**THE VOICE
AND BAND
ALL AMERICA
LOVES
TO HEAR**



★
EDDY HOWARD
AND HIS ORCHESTRA

★
The **SOCK** Hit of the Year

“ *the* **TEEN AGER'S WALTZ** ”

AND

“Choo-Choo Cha-Cha”

MERCURY #70700

RADIO
TELEVISION
RECORDS

NOW
ON
TOUR

OFFICE
612 No. Michigan Ave.
Suite 708, Chicago, Ill.
Phone: Mich. 2-5561



*For all
that has
happened—
I am
sincerely grateful.*

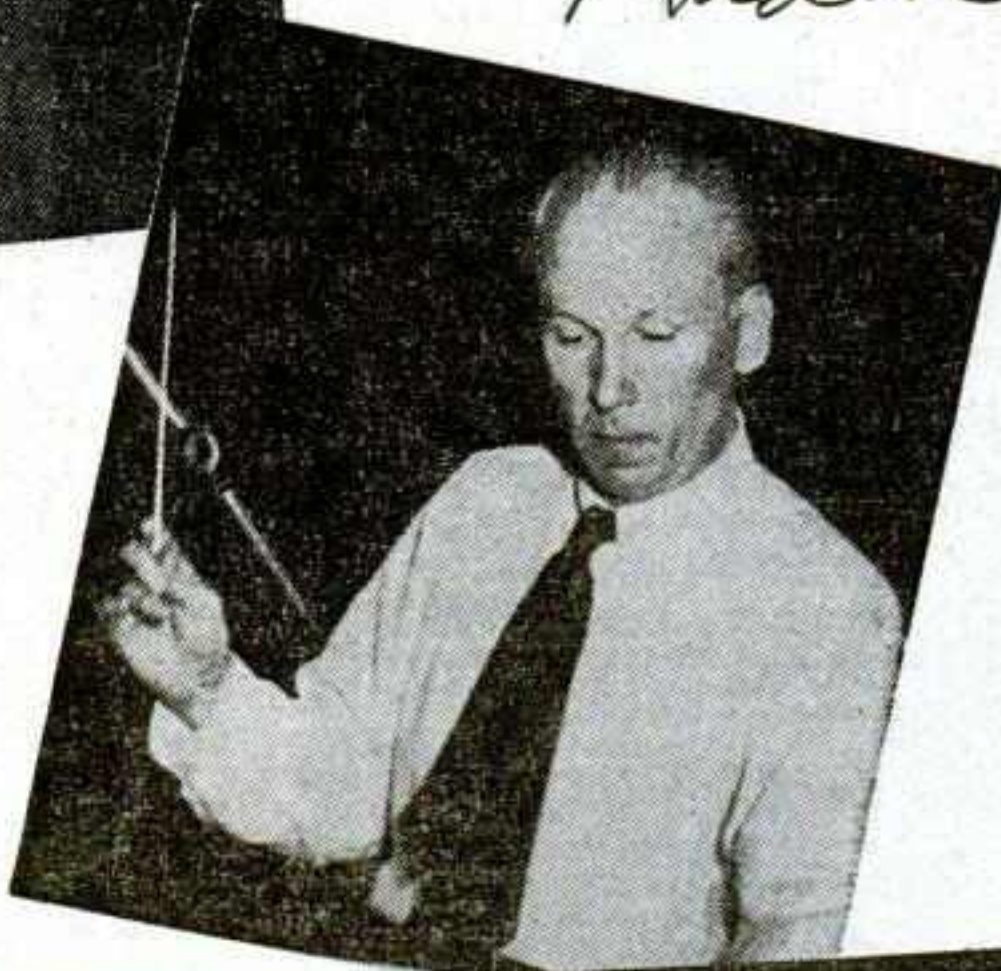
Doris Day





Many thanks
for your
performances

Leroy
Anderson



LEROY ANDERSON

Current 12" Long Playing Release

CHRISTMAS CAROLS

DECCA DL 8193



1955 STATION MANAGEMENT SURVEY STATION MANAGEMENT VIEWS THE RECORD INDUSTRY

Nearly 150,000 record sides per year per market

Do you have an idea of how many selections are played over the air each week?

Stations 5,000 Watts and over
...652.6 selections (sides)
Stations under 5,000 Watts
...578.0 selections (sides)

(Figure an average of 4 to 5 stations per market)

Current popular selections carry lion's share of record shows

Of your weekly record shows, how many hours are devoted to the following types of recorded music?

	Stations 5,000 Watts or more	Stations under 5,000 Watts
Popular Current Records	50%	52%
Old Favorite Standards	10%	7%
C&W Current Singles	9%	15%
Dancing/Listening Albums	9%	5%
Classical/Semi-Classical Albums	8%	7%
R&B Current Singles	4%	4%
Religious/Sacred Records	4%	4%
Jazz Albums	2%	2%
Children's Records	less than 1%	1%

Over \$1½ million for talent on records

What is your annual appropriation for the purchase of records?

Stations 5,000 Watts or more...\$587.50
Stations under 5,000 Watts...\$556.14

(Some stations run as high as \$4,000 or greater)

Can you break down answer to question 10 into appropriation by types of records?

All stations average approximately 65% of annual record appropriation to Singles and 35% to Album material.

Manufacturer's subscription 'packaged services' enjoy widespread use

Do you subscribe to various "packaged services" offered by most manufacturers?

Stations 5,000 Watts and over... YES 76% NO 24%
Stations Under 5,000 Watts.. YES 79% NO 21%

Station management exercising less control over record selections

To what extent do you as management exercise control over record shows?

	Stations 5,000 Watts or more	Stations under 5,000 Watts
Disk Jockeys have complete freedom	52%	61%
Selections approved by management prior to broadcast	40%	30%
Management does all selection	8%	9%

(The 1954 survey indicated only 17% of stations permitted jockeys complete freedom of selection)

(Continued on page 56)



*thanks a "million"
Nat-*

CURRENT RELEASE
"SOMEONE YOU LOVE"
and
"FORGIVE MY HEART"
 CAPITOL 3234

PERSONAL MANAGEMENT
CARLOS GASTEL

RECORD PROMOTION
 NEW YORK: MILTON KARLE
 CHICAGO: DICK LA PALM
 HOLLYWOOD: JACK LEONARD





*To all the D.J.'s
 My Sincerest Thanks,
 Jaye P. Morgan*

PERSONAL MANAGEMENT
DURGOM-KATZ ASSOCIATES
 BEVERLY HILLS • NEW YORK

RCA VICTOR
 FIRST IN RECORDED MUSIC





*Once Again
... Our warmest thanks
to all the D.J.'s...*



DEAN

and

JERRY



The **BIG** record
with the **BIG** sound
about the **BIG** town

TONY IAVELLO

And His Orch.

With the Great Instrumental...

'THIS IS NEW YORK'

c/w 'Periguito' No. 1003

Special D.J. Edition—on request—
"Cantata" Narrative on Flipside
Written specially for "New York"

—Special Release—

"NEVER, NEVER, NEVER"

c/w

"That's How I Remember You"

KIRBY ALLAN

MZ1004



RECORDS

1701 Franklin, Hollywood 46, Calif. Phone: Ho. 7-0206

Distributors—Send for Complete Catalogue

1955 STATION MANAGEMENT SURVEY

STATION MANAGEMENT VIEWS THE RECORD INDUSTRY

Trade paper information, audience requests & personal opinion lead all other sources of programming help

If you DO exercise complete or partial control, what are your two most important sources of help in selecting records?

Top Source Weighted 100; others weighted in relation to it.

	Stations 5,000 Watts or more	Stations under 5,000 Watts
Tradepaper Charts, Editorials and Advertisements	100	100
Listener's Requests	70	89
Own Personal Opinion	69	50
Information from Dealers	33	18
Direct Mail, Free Records, Other promotional material	11	12
Information from Juke Box Operators	5	3
All Other	1	12

The local sponsor is king in today's radio

On record shows how are sponsors broken down?

	Stations 5,000 Watts or more	Stations under 5,000 Watts
National Sponsors	29.0%	12.0%
Local Sponsors	71.0%	88.0%

1955 may be the station owner's best year for revenue

Are your over-all gross billings UP or DOWN as against 1954?

Stations 5,000 Watts or more
93% say UP by an average of 17.4%
only 7% report DOWN by an average of 6.6%

Stations under 5,000 Watts
88% say UP by an average of 25.1%
only 12% say DOWN by an average of 8.6%

1955 may also be radio station man's best profit year

Are your profits estimated for 1955 better or worse than 1954?

	Stations 5,000 Watts or more	Stations under 5,000 Watts
Better	80%	90%
Worse	10%	10%
Same	10%	**

Background music service to locations by broadcasters not off the ground

Is your station equipped to sell "background music" to locations?

Stations 5,000 Watts or more... YES 13% NO 87%
Stations under 5,000 Watts... YES 14% NO 86%

However most broadcasters feel serving locations can be profitable

Do you feel this type of service (background music) is a growing and profitable operation for broadcasters?

Stations 5,000 Watts or more... YES 55% NO 45%
Stations under 5,000 Watts... YES 68% NO 32%

Gratefully

Johnnie Ray



CURRENT RELEASE

JOHNNIE'S COMIN' HOME

and

LOVE, LOVE, LOVE

COLUMBIA 40578

PERSONAL MANAGEMENT
BERNIE LANG

PRESS RELATIONS
HARRY SOBOL

EXCLUSIVELY ON:



GENERAL ARTISTS CORPORATION

NEW YORK • CHICAGO • BEVERLY HILLS
CINCINNATI • DALLAS • LONDON

20TH CENTURY FOX

Thanks Fellas,
For a Terrific Year!

PEREZ PRADO

(Mr. Cherry Pink)

With This Terrific New Release...

'La Macarena'

(The Bullfight Song)

and

'Pretty Baby'

Victor #6277



VOODOO SUITE
Another Big Album
for the Mambo King

Variety • Oct. 26, 1955
**PEREZ PRADO'S PEAK
BIZ AT L.A. PALLADIUM**
Hollywood, Oct. 25.
Palladium Ballroom's first experiment with a latune outfit as the key attraction has wound up as the biggest success in the terpery's history.
Perez Prado, who concluded a three-week stand last week, drew \$15,150 the first week (four days), \$10,598 the second (four days) and \$11,450 the third. First week's tally included a 6,661 paid-admissions record Saturday, the biggest Saturday night the terpery has had in 10 years. In on a guarantee against a 50-50 split over \$7,000 per week, Prado exited the stand with \$18,560.

The Billboard • June 18, 1955
**PRADO COPS BB
TRIPLE CROWN**
NEW YORK, June 11.—Perez Prado this week won The Billboard's Triple Crown Award for his click RCA Victor waxing of "Cherry Pink and Apple Blossom White." The accolade is awarded any artist whose disk racks up the No. 1 spot on all three popularity charts — retail, disk jockey and juke box—in any one week.
Previous pop winners of the select honor were Bill Hayes, the McGuire Sisters and the Chordettes.

Personal Manager
MIGUEL BACA
1608 N. Argyle St., Hollywood, Calif.

Exclusive representation
MCA
Jules Fox & Jo Brooks, press relations

Exclusive Publishing Rights
**PEER INTERNATIONAL
CORPORATION**



**1955 A YEAR WE'LL LONG
REMEMBER...
THANKS TO THE NATION'S D.J.'S**



Current Release
ROCK-A-BEATIN'
BOOGIE
BURN THAT
CANDLE
DECCA 29713

BILL HALEY

and his COMETS

<p>Public Relations JAMES H. FERGUSON 801 Barclay Street Chester, Pennsylvania</p>	<p>Exclusively on </p>	<p>Exclusive Booking JOLLY JOYCE 1619 Broadway, New York City Room 716, PLaza 7-1786 Philadelphia: WALnut 2-4677, 2-3172</p>
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DJ's Main Job: Keep Them Listening, and It's Not Easy

Disk Selection a Tough Problem; Requests, Trade Papers Big Aid

By IS HOROWITZ

Just like a politician's most important task is to get re-elected, the disk jockey's first job is to hold and expand his listening audience. And the only way he can do that is to play the records most of his listeners want to hear.

But this isn't as simple as it appears, as any platter spinner worth a replacement stylus will quickly admit. All kinds of problems are involved in the choice of effective records and the way in which they are programmed. Few deejays, therefore, hew to any

one format covering all their broadcast time. There are infinite format variations, and most have probably been tried one time or another.

The first step, of course, is selecting the records. Who does it? The deejay himself, and overwhelmingly so. It's too important to the jockey's listener welfare to delegate the task if he can help it. More than 92 per cent state they select their own records.

Program Sources

Listener requests and personal opinion are the two factors most frequently cited by deejays as providing the basic program pool of disk material, as the adjoining survey results indicate. But following close behind is information and tips gleaned from trade papers—charts, editorial features and advertisements.

Survey results also indicate that the heavy promotional activity engaged in by record manufacturers, distributors, publishers and talent also bears considerable fruit. To many jockeys such contacts are looked upon as providing valuable supplementary information on disks beginning to create excitement, or likely to do so because of effective and energetic promotion. A visit or communication by an artist also gives the platter spinner something to talk about—a fresh reason for playing a record.

In the competitive drive to represent his local community tastes

DREW DRAWS WITH JUKE TIE

Dave Drew, WTAX, Springfield, Ill., has made a profitable tie-up deal with a local juke box operator's association, whereby the deejay features the top six juke box disks in town, as tabulated by the operators each week.

In return, the operators have placed display stickers touting Drew's WTAX show on each of the town's 400 juke boxes.

most accurately, a good many deejays also maintain close liaison with record dealers and juke box operators in their territories. Here the fastest action is reported and a sensitive hand on the pulse of local buying habits can pay off in fresher programming.

Still, the over-all favorite program format—and rising in use—is the best-seller (or most-played) list. It is an automatic way of putting together a program, station management likes it most (see station management portion of survey) and is one fairly simple way of coping with the deluge of record material available for deejay use.

The average jockey, the survey shows, receives almost 33 new records every week. From these

PIECE OF MIND

Chief Beef Aimed At Improper Service

The deejays' No. 1 beef against record manufacturers and-or distributors continues to be their complaint that many labels won't service them properly—in some cases not at all—with majors drawing the bulk of the blame. Poor packaging of platters in the mail is another gripe, while several jockeys yearn for more and better promotional material on artists.

The smaller stations in outlying areas are particularly bitter about the service problem. Bob Mahaffey, KBNZ, La Junta, Colo., for instance, writes, "A small radio station is much more important than record manufacturers seem to feel. The fact that we can sell records has been shown several times this past year."

In the same vein, Robert Beattie, KBCH, Ocean Lake, Ore., notes, "Our feeling is that the record companies cater to larger urban stations with deejay samples and leave smaller stations to fend for themselves. Children's and religious records are particularly hard to get. Our local record store helps us, since they have tripled their record sales and moved into larger quarters since our station went on the

air. We have a captive audience as we are the only reliable reception in the area, yet record companies say we can't do them any good. They don't even bother to investigate. Large city stations get three or four copies of the same tune. I know, I come from a big city station. Record companies may not realize it, but they are cutting their own throats in suburban areas with this type of distribution."

Indies Better

The deejays aren't as hard on the majors. Jake Gahm, WLMJ, Jackson, O., for instance, says, "The majority of promotion records that we do receive are from publishers and small indies."

The jazz jocks seem to be having a particularly hard time service-wise. Mike James, WNAV, Annapolis, Md.; Jim Wychor, KSTT, Davenport, O.; Bob Bradford, WGAU, Athens, Ga., and others report a scarcity of jazz platters in the mail. James, tho, adds a word of caution to jazz labels, to wit: "Don't be too hasty to put out everything on wax just because it sounds modern, and the market is big. The listeners (and jockeys) are getting choosier."

In reference to the service problem, Joe Cox, WLEX, Lexington, Ky., has an interesting angle. "I guess every jockey has this 'bug,'" opines Cox. "I can get most anything I want if I write

(Continued on page 72)

Average DJ's On 20.4 Hrs., Has 50 Clients

19.3% Are ET's; What's Right Ad, Music Quotient?

During his weekly stint of 20.4 hours the average disk jockey delivers plugs for the products of almost 50 sponsors. He has to sell, and frequently, but he still must hold his audience by giving them the musical entertainment they dialed him in for in the first place.

The average disk jockey writes much of his sales copy himself, and ad libs even more, but the bulk of his commercials are prepared for him by station and agency personnel. Only 19.3 per cent are transcribed and handed him ready for the turntable. This is roughly equivalent to last year's figure of 20.4 per cent for transcribed commercials.

As the record show more and more becomes the effective advertising medium for local radio, the jockey has an increasingly delicate problem in integrating his commercial copy into his musical program. Commercials bring in the money, but the music captures the listeners. How much, and in what proportion is the question.

Find Norm

Many points of view exist on the proper mixture of commercial and musical ingredients, and opinions change with conditions. All that can safely be done is to look at the figures. Jockeys can judge in their own minds how close they come to the industry average and, together with station management, weigh how to vary from that norm.

Today, according to the latest Billboard survey, the average jockey delivers 3.1 commercials every 15-minute segment he's on the air in servicing his 50 sponsors, almost 12 of whom are national accounts, and 37½ local and regional.



DORIS DAY, named disk jockeys favorite girl singer, according to 1955 Billboard poll, just completed.

1955 DISK JOCKEY POLL—TRADE ASPECTS

Most jockeys have added station responsibilities

Do you have responsibilities at your station other than the conduct of recorded music shows?

YES 82% NO 18%

Other outside activities have showbusiness slant

Are you active in other phases of show business outside your station responsibilities?

- Professional Performer.....36%
- Personal Appearance Promoter.....20%
- Songwriter.....13%
- Artist Management.....8%
- Music-Record Dealer.....3%
- Music Publisher.....1%
- Juke Box Operator.....1%
- Other.....18%

On the air 11½% more hours than last year

How many hours a week are you on the air as a disk jockey?

1955: 20.4 1954: 18.4

Jockeys do their own record selecting

Who selects the records played on your shows?

- I do myself.....92%
- Librarian.....5%
- My assistant.....2%
- Program Manager.....1%

AMERICA'S DISK

Requests, opinion and trade papers lead as programming aids

Which TWO sources of help in the selection of records are the most important?

Top source weighted 100. Others weighted in relation to it.

- Listener's Requests.....100
- Own Personal Opinion.....87
- Trade Paper Charts, Editorial Features and Advertisements.....76
- Direct Mail, Free Records, other promotional material.....37
- Information From Local Record Dealers.....14
- Information From Local Juke Box Operators.....4

20% of all sides played are brand new

Could you guesstimate the number of different record sides you actually play on record shows in a week?

Approximately 184.7 Different Selections Per Week.

Of these, approximately 33 are new releases.

Disk jockey shows not all chatter by any means

How many selections do you play on the average 15-minute segment?

Average 3.9 Selections Per 15-Minute Show

This means the average Disk Jockey on the air 20.4 hours exposes approximately 318 selections per week. But only 185 different sides.

MUCH TO BEMOAN

DJ's Decry Quality Slump in Pop Singles

Altho most deejays consistently play the top 25 best-selling records, The Billboard's latest survey indicates that many jockeys believe the quality of the pop platter has seriously deteriorated during the past year and yearn for disks to match those released in the late 1930's and early 1940's.

Several jockeys are strongly opposed to the rhythm and blues influence on pop music, and a number of them lament the dearth of promising new vocal talent this year, particularly in the male warbler category.

Commenting upon the lack of promising new vocal talent, a Midwest jockey notes, "We (the deejays at the station) all tried to recall some of the up and coming singers we had heard on records this year, and we couldn't. I feel that this is either because they don't have the lasting quality—a la Eddie Fisher, Perry Como, Bing Crosby and Jo Stafford—or else, being a new singer, they can't get good material." Another point is made by Walter Kay, WDOK, Cleveland, who observes, "The overflow of new disks makes it almost impossible for many new artists to receive the recognition their work deserves. There are countless incidents where perfectly good tunes and interpretations are lost in the shuffle."

Tucker's Thoughts
In the same vein, Frank Gordon Tucker, WCOV, Montgomery, Ala., writes, "New male

vocalists are hard to come by this year, and the situation is almost as acute in the female category. Probably the reason can be traced to the fact that fans aren't as interested in musical medicine men and trick artists as they are in a smooth, lasting, down to earth treatment of a tune. The long haul still falls on songs that tug at the heart strings instead of hugging the curve of a trend."

The rhythm and blues trend was blasted by quite a few deejays, with several suggesting it's a mistake for deejays to concentrate so much of their programming at the teen-age level. Bob Tilton, WMFM, Madison, for instance, comments, "Granted the teenagers buy many records, but how about some records for adults that don't rock, roll, wham bam, or fade to flat tones."

"Teen-agers have their influence, naturally," writes David Kirkpatrick, WMNB, North Adams Mass., "but they are buying all the records they can right now, so progress must come in the older age groups, which are less susceptible to the gang impulse where if one buys a record others will follow to stay with the crowd. Older people will buy on quality alone."

Cunning of WLOL
Nothing really great has happened in music this past year," laments Jerry Cuning, WLOL, Minneapolis. "It's been mostly 'follow the leader' on one type of musical fad or another."
(Continued on page 72)

Mr. Typical Spinner's Man Of Many Talents, Interests

He's a Performer, Artists' Manager, Tunsmith and You Name the Rest

The disk jockey, as a front-line performer in the ranks of show business, is a man of many talents. While spinning records is his one most important function, his interests and activities are broad

indeed and delve into the most out-of-the-way facets of the industry, as well as the most likely.

And he apparently has time for these extra activities, despite the fact that he is on the air more than ever before. The 20.4 hours served by the average deejay at his turntable (see survey results) is about 11 per cent more than the time he devoted to this job a year ago. The increase parallels the continued growth in the importance of record shows in radio.

Mr. Typical Disk Jockey is a mighty busy gent. Sometimes before, or after, he completes his 20.4 turntable stint, more than one third in this composite portrait is functioning as a performer. And some 20 per cent are busy promoting personal appearance events.

It is not at all surprising that 13 per cent try their hand at song writing. Thru constant contact in the field, the disk jockey ought to feel himself rather competent at judging what the public may or may not be apt to like in the way of songs at any particular time.

Pub Attitude
To this, music publishers might add that it is also not surprising that relatively few deejay-penned songs ever crack thru. Cleffing is a specialized craft, and publishers themselves are often unable to turn out a marketable product when they sit down pen in hand. Perhaps more than anyone else in the music business, deejays are

constantly alert to new talent cropping up in their territories. They are also uniquely equipped to promote budding artists. Almost one out of every 12 jockeys replying to the current survey has one or more artists under his wing.

The 18 per cent engaged in show business activities other than those suggested in the questionnaire show a range of interest as wide as the field itself. A random sampling of these extra activities includes mentions of puppet shows, wrestling events, magic shows, summer theater, record reviewing, publicity and promotion for talent, record distributors and manufacturers, and teaching.

Commented one deejay on his after-hours activity, "When I find the time I just yawn."

60% of Jockeys Make Use of Package Disks

Album Users Up 69% Over Tally For Last Year

Music and record men have known for some time that the program material etched on albums is being used more and more by disk jockeys. But the fact that 60 per cent of all deejays now use at least some packaged records on their shows may prove a startlingly high percentage to many.

The "practical" pop percentage is undoubtedly higher, since the adjoining survey tabulated answers from all types of disk jockeys, including those in the hillbilly, and country and western areas, where packaged records are still represented only sparsely.

In effect, this heavy use of LP's and EP's by jockeys is only one reflection of the booming nature of this facet of the record business. That the trend is burgeoning may be seen in the report that 69 per cent of all jockeys are programming more such material than a year ago.

Packaged records are apparently the ideal medium for background and dance music (standard tunes are heavy favorites here), original cast disks (movie and show) and jazz. And jockeys make use of all available methods for acquiring them.

Album Buys
Most albums are bought by stations, state jockeys, and heavy use is made of the subscription services offered by most major manufacturers. This result is borne out by the reports of sta-
(Continued on page 72)



LES ELGART, whose band was voted best currently on records in disk jockey balloting just completed.

JOCKEY AT WORK

1955 DISK JOCKEY POLL—TRADE ASPECTS

One commercial every five minutes

How many commercials do you give in the average 15-minute show?

3.1 Commercials Per 15-Minute Show

How do you keep fifty sponsors happy?

Please break down your sponsors;

11.7 National Sponsors per average Disk Jockey
37.5 Local Sponsors per average Disk Jockey

Jockeys with station help handle most commercials

Who writes the advertising copy for your shows?

Station Personnel.....377
I Ad Lib From Notes.....281
I Write It Myself.....105
Ad Agency (including transcriptions).....146

Transcribed spots less than 20%

What per cent of your commercials are transcribed?.....19.3%

Album subscriber services popular

How does Album material reach your station?

Manufacturer Subscriber Service.....33%
Purchased By Station.....33%
Purchased By Jockeys.....14%
Other Sources.....20%

Album material getting much more play

Are any of your record shows devoted to special album material?

YES 60% NO 40%

What kind of special album material?

Dancing and Listening.....220
Movie & Show Albums.....145
Jazz.....137
Classical & Semi-Classical.....74
Children's Records.....20

Are you programming MORE of this kind of material than you did last year?

YES 69% NO 31%

Listeners get 65% current hit singles; 35% album and/or old favorites

Of your total hours per week given in question 3, approximately how many are devoted to current single records?.....13.1 Hours

How many are devoted to album and/or old favorites material?.....7.3 Hours
Total weekly hours on air.....20.4 Hours

How to program what the audience wants to hear

From your experience what format builds the most effective record show?

Most effective weighted 100; others weighted in relation to it.
From Best Seller & Most Played Lists...100
From Audience Polls and Requests....81
From Reviews of New Releases.....55
Programming By Artist.....30
All Other Methods.....21



*Many Many Thanks
Jo Stafford*

Current Best Seller

IT'S ALMOST TOMORROW
and
IF YOU WANT TO LOVE

COLUMBIA 40595
4-40595

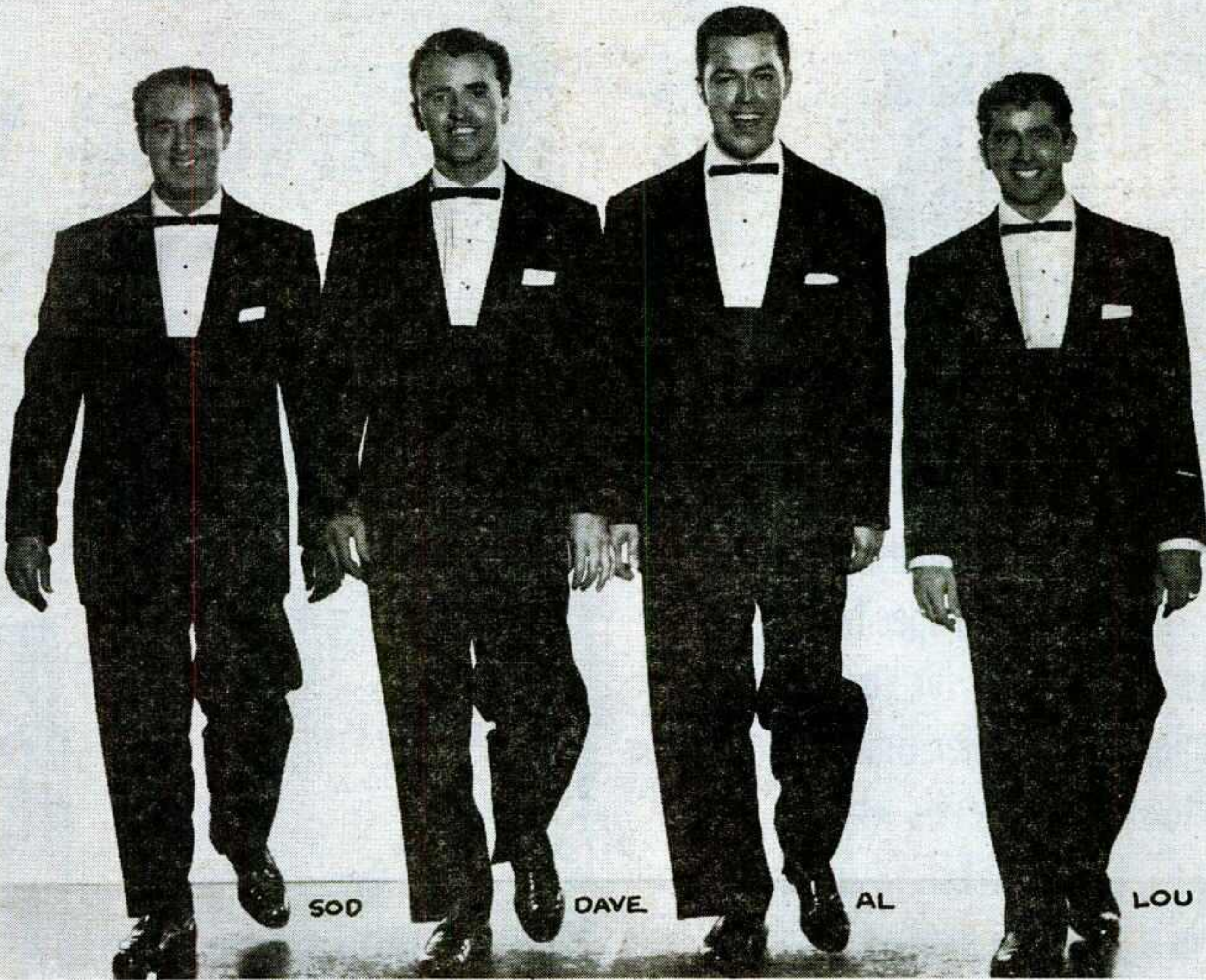
Exclusively



ALWAYS POPPIN' UP WITH THE HITS!

*thanks to our many
Disk Jockey friends.*

This Week	Last Week	on Chart
1. LOVE IS A MANY-SPLENORED THING—Four Aces.....	1	10
Shine On, Harvest Moon (ASCAP)—Dec 29625		



TELEVISION • RADIO • RECORDS • NITE CLUBS • PERSONAL APPEARANCES

The FOUR ACES

Current Release

A WOMAN IN LOVE

DECCA
29725

OF THIS I'M SURE

PERSONAL MANAGEMENT
HERB KESSLER
 1674 BROADWAY
 NEW YORK, NEW YORK

NOW SHOOTING
 JOE PASTERNAK'S
 PRODUCTION OF
 THE MGM PICTURE

Meet Me
 In Las Vegas

EXCLUSIVELY ON



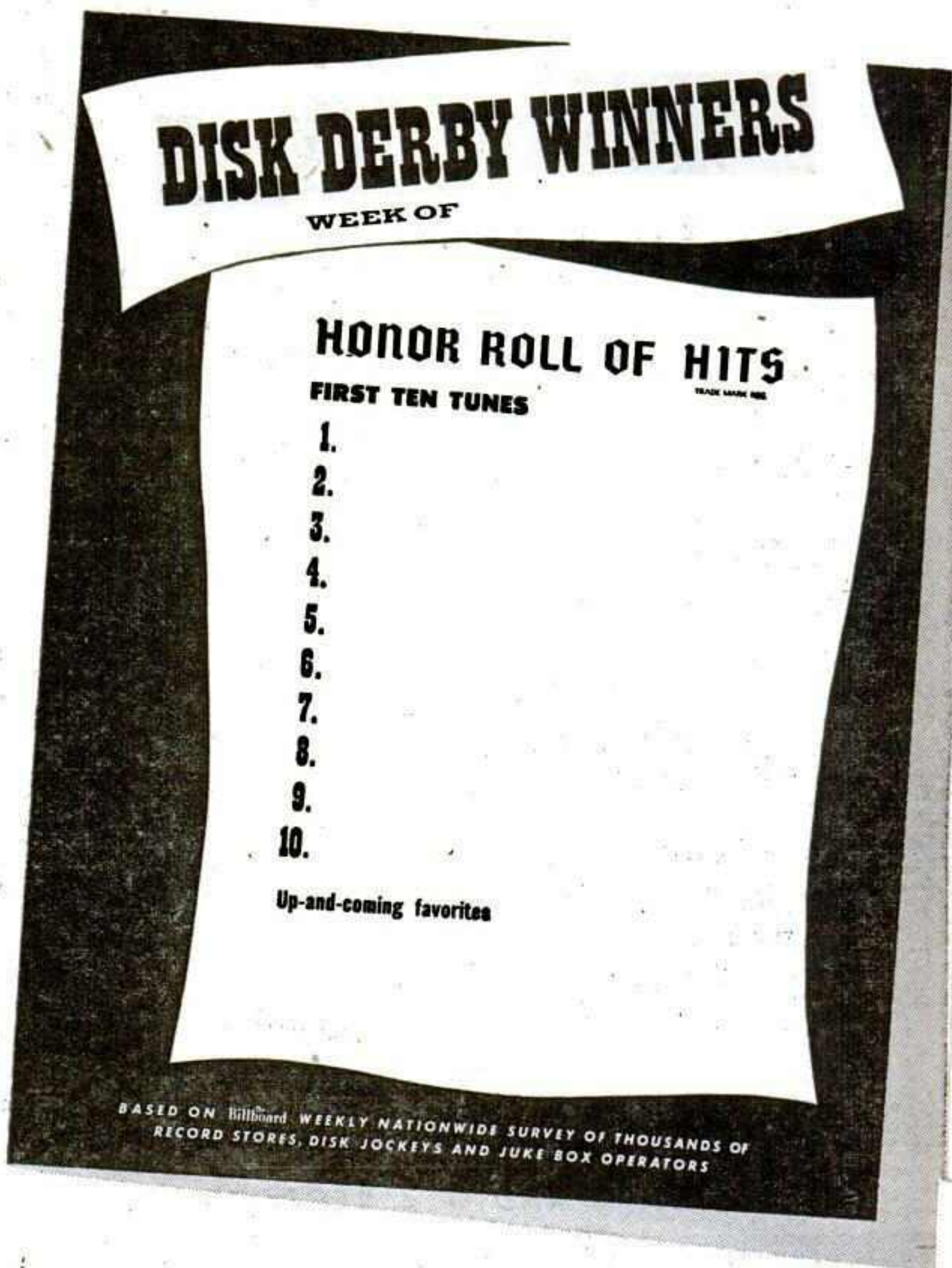
Announcing a big new promotion that'll give you hot-cake sales for top pop platters!

Billboard's Weekly

DISK DERBY

(Fall and Winter Follow-up for Operation Pushpop)

This is a red-hot merchandising package that's planned specifically to trigger bigger sales for your pop singles. It's another Billboard service to dealers. Here's what you get... **EVERY WEEK**... mailed to you in a specially marked envelope for quick identification:



2 BIG SPLASH COLOR POSTERS

17½"x22½", 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. Use one of these eye-catchers in your window to pull traffic in... build a display in your pop section with the other. You'll make plenty of "plus" sales!



3 FULL-SIZE AD REPRINTS

Colorful announcements of the "coming up strong" disks. Use 'em as sales getting displays for brand-new tunes.



5 COPIES OF "THE NATION'S TOP TUNES"

... listing the week's top 20 hits. These're for counter and window use... good for giveaways too. (These are dandy for use as mailings to your customers. And you can order quantities from The Billboard at reasonable prices.)

Sign up right now for this weekly sure-fire profit package. Billboard brings this service to readers at the low cost of just 50c a week! And—here's even greater value—on this introductory offer, you get an extra week's service **FREE** when you order 10 weeks' kits for only \$5.

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!



YOU GET A COMPLETE NEW KIT EVERY WEDNESDAY FOR ONLY 50¢ A WEEK! Introductory offer: order 10 weeks for \$5—get the 11th week FREE!

THE BILLBOARD
2160 Patterson St.
Cincinnati 22, Ohio

DISK DERBY PROMOTION I

Please send me (check one)

- 10 weeks' DISK DERBY promotion kits plus 1 week (Introductory offer). \$5 payment enclosed.
- weeks @ 50c per week. I enclose \$_____.

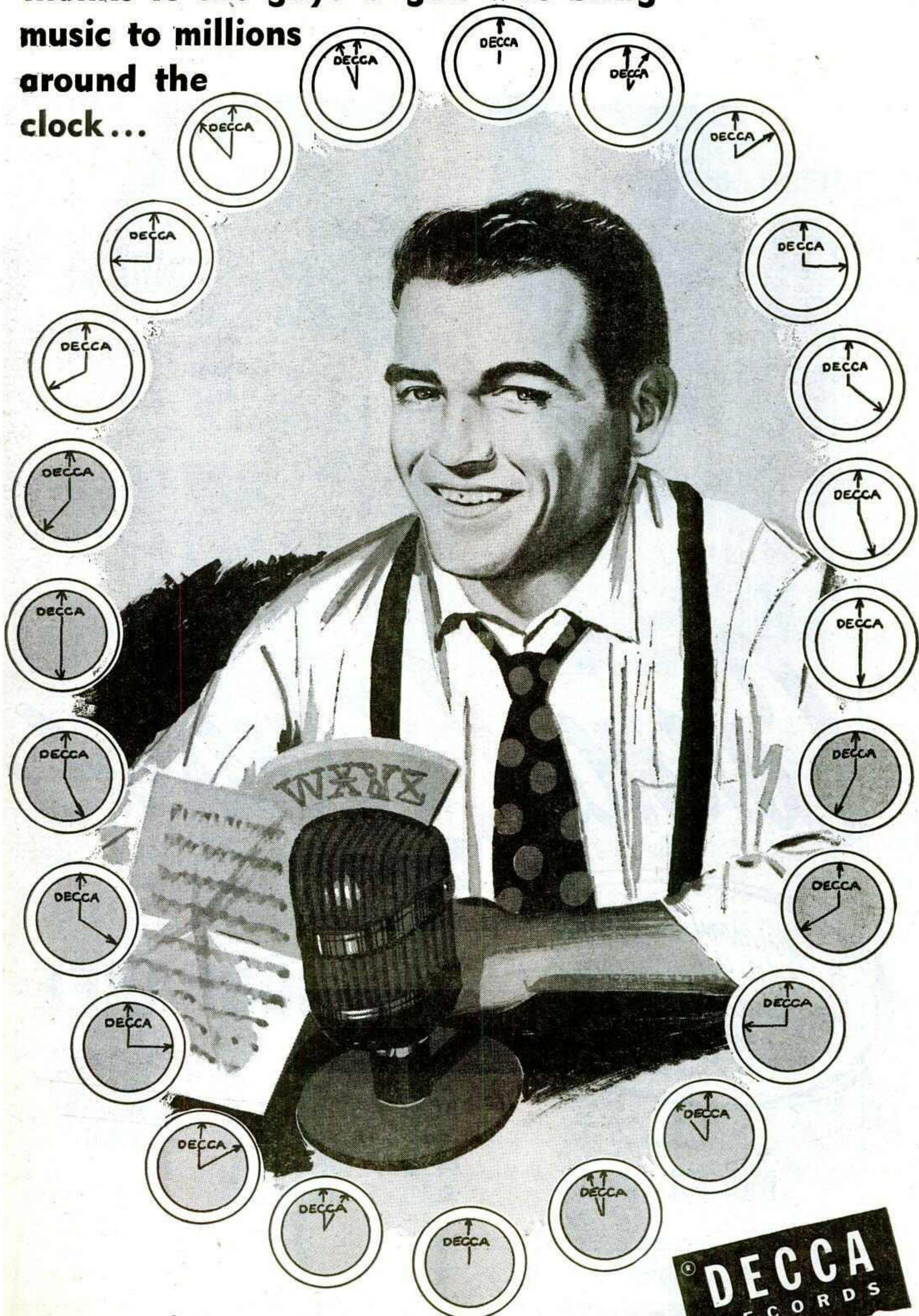
NAME OF COMPANY _____

Attention: _____

Address _____

City _____ Zone _____ State _____

thanks to the guys & gals who bring
music to millions
around the
clock...



America's Fastest Selling Records

A Great New Star on the Horizon...



Carmel Quinn

OF THE ARTHUR GODFREY SHOW

Singing

DOONAREE

Columbia 40572

*many many thanks
D.J.'s for your wonderful
reception to my initial
release on Columbia
Carmel*

Personal Management

BILL FULLER

Exclusively

COLUMBIA RECORDS

Best Selling New Album

**ARTHUR GODFREY PRESENTS
CARMEL QUINN**

Selections of Irish Favorites

THE WHISTLING GYPSY

THE GREEN GLENS
OF ANTRIM

MICK MCGILLIGAM'S BALL

IF I WERE A BLACKBIRD

GALWAY BAY

WITH MY SHILLELAGH
UNDER MY ARM

CUTTIN' THE CORN IN
CREESHLA

HUMOR IS ON ME NOW

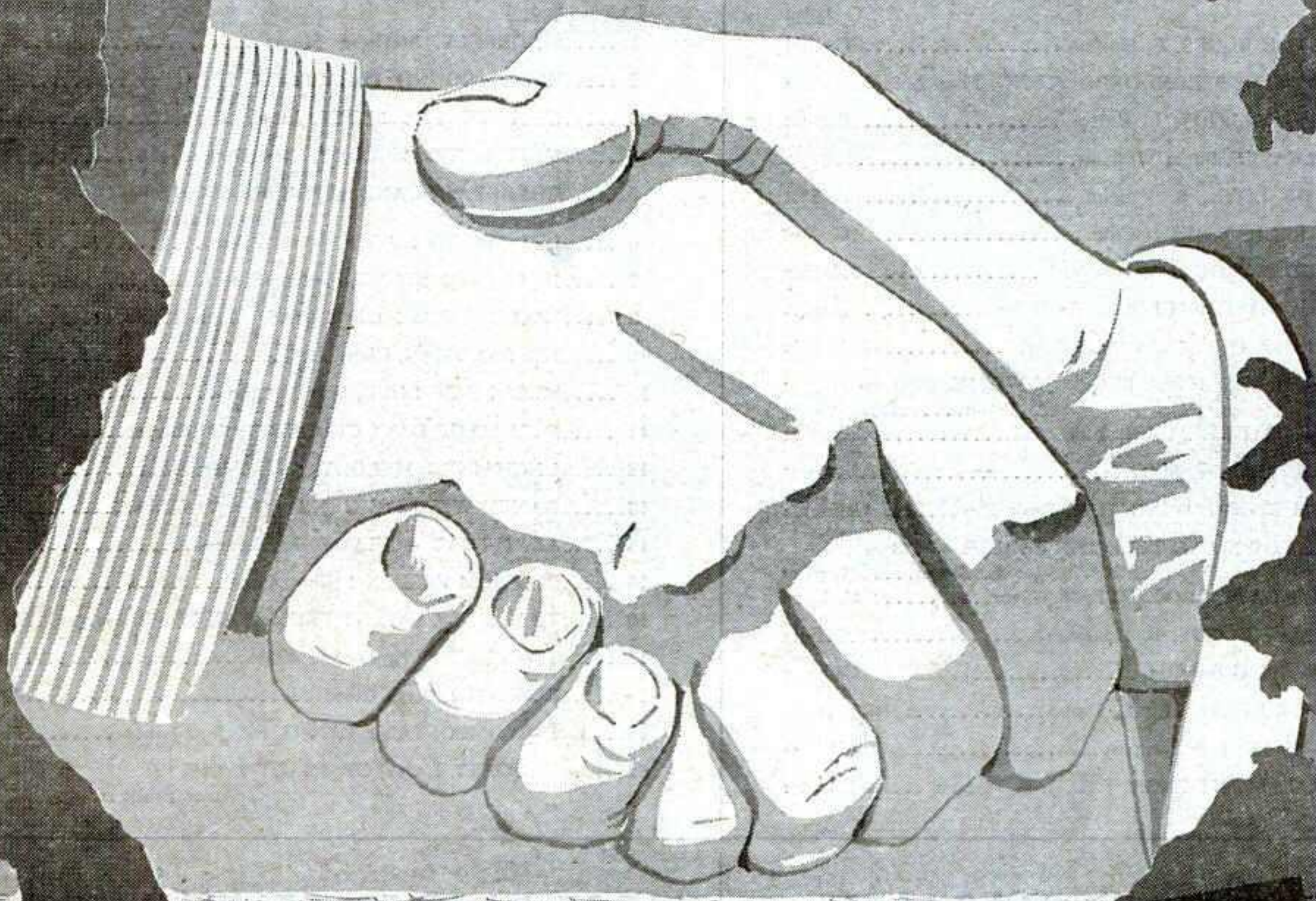
ISLE OF INNISFREE

THE BALLYMAQUILTY BAND

SPINNING WHEEL
DOONAREE



**hands
across
the
sea**



gratefully,

Mantovani

**Special thanks for your
wonderful cooperation
on my recent U.S. tour**



EXCLUSIVELY ON
LONDON
RECORDS

THE BILLBOARD 1955 DISK JOCKEY POLL

Comparison of the Disk Jockeys' personal favorite artists and records with those most played on their shows according to The Billboard Music Pop Charts

FAVORITE RECORDS

A tabulation of popular records voted by disk jockeys as their personal favorites (regardless of most-played status) for the period covering January 1, 1955, thru October 8, 1955.

Position	Record	Label
1	LEARNIN' THE BLUES, F. Sinatra	Capitol
2	LOVE IS A MANY-SPLENDORED THING, Four Aces	Decca
3	UNCHAINED MELODY, L. Baxter	Capitol
4	AUTUMN LEAVES, Roger Williams	Kapp
5	MELODY OF LOVE, B. Vaughn	Dot
6	BLOSSOM FELL, N. (King) Cole	Capitol
7	UNCHAINED MELODY, A. Hibbler	Decca
8	ROCK AROUND THE CLOCK, B. Haley	Decca
9	YELLOW ROSE OF TEXAS, M. Miller	Columbia
10	CHERRY PINK AND APPLE BLOSSOM WHITE, P. Prado	RCA Victor
11	MOMENTS TO REMEMBER, Four Lads	Columbia
12	SINCERELY, McGuire Sisters	Coral
13	I'LL NEVER STOP LOVING YOU, Doris Day	Columbia
14	WAKE THE TOWN AND TELL THE PEOPLE, L. Baxter	Capitol
15	BALLAD OF DAVY CROCKETT, B. Hayes	Cadence
16	UNCHAINED MELODY, R. Hamilton	Epic
17	MR. SANDMAN, Chordettes	Cadence
18	LOVE ME OR LEAVE ME, L. Horne	RCA Victor
19	LONGEST WALK, J. P. Morgan	RCA Victor
20	THAT'S ALL I WANT FROM YOU, J. P. Morgan	RCA Victor

MOST-PLAYED RECORDS

A tabulation of The Billboard's "Most Played by Disk Jockeys" popular charts for the period covering January 1, 1955, thru October 8, 1955.

Position	Record	Label
1	SINCERELY, McGuire Sisters	Coral
2	ROCK AROUND THE CLOCK, Bill Haley	Decca
3	LEARNIN' THE BLUES, Frank Sinatra	Capitol
4	UNCHAINED MELODY, Les Baxter	Capitol
5	CHERRY PINK AND APPLE BLOSSOM WHITE, Perez Prado	RCA Victor
6	LET ME GO LOVER, Joan Weber	Columbia
7	HEARTS OF STONE, Fontane Sisters	Dot
8	YELLOW ROSE OF TEXAS, Mitch Miller	Columbia
9	MR. SANDMAN, Chordettes	Cadence
10	MELODY OF LOVE, Billy Vaughn	Dot
11	BALLAD OF DAVY CROCKETT, Bill Hayes	Cadence
12	UNCHAINED MELODY, Al Hibbler	Decca
13	DANCE WITH ME HENRY, Georgia Gibbs	Mercury
14	AIN'T THAT A SHAME, Pat Boone	Dot
15	BLOSSOM FELL, Nat (King) Cole	Capitol
16	THAT'S ALL I WANT FROM YOU, Jaye P. Morgan	RCA Victor
17	TWEEDLE DEE, Georgia Gibbs	Mercury
18	KO-KO-MO, Perry Como	RCA Victor
19	HOW IMPORTANT CAN IT BE, Joni James	M-G-M
20	NAUGHTY LADY OF SHADY LANE, Ames Brothers	RCA Victor

FAVORITE FEMALE VOCALIST

Position	Artist and Label	1954
1	DORIS DAY, Columbia	1
2	JAYE P. MORGAN, RCA Victor	—
3	ELLA FITZGERALD, Decca	9
4	JO STAFFORD, Columbia	4
5	ROSEMARY CLOONEY, Columbia	2
6	PEGGY LEE, Decca	11
7	JUNE CHRISTY, Capitol	10
8	PATTI PAGE, Mercury	5
9	SARAH VAUGHAN, Mercury	12
10	JONI JAMES, M-G-M	8

MOST-PLAYED FEMALE VOCALIST

Position	Artist and Label	1954
1	GEORGIA GIBBS, Mercury	—
2	JAYE P. MORGAN, RCA Victor	—
3	SARAH VAUGHAN, Mercury	—
4	JOAN WEBER, Columbia	—
5	JONI JAMES, M-G-M	10
6	TERESA BREWER, Coral	7

FAVORITE MALE VOCALIST

Position	Artist and Label	1954
1	FRANK SINATRA, Capitol	1
2	PERRY COMO, RCA Victor	2
3	NAT (KING) COLE, Capitol	4
4	EDDIE FISHER, RCA Victor	3
5	BING CROSBY, Decca	5
6	SAMMY DAVIS JR., Decca	—
7	FRANKIE LAINE, Columbia	6
8	BOB MANNING, Capitol	9
9	DON CORNELL, Coral	12
10	TONY MARTIN, RCA Victor	7

MOST-PLAYED MALE VOCALIST

Position	Artist and Label	1954
1	NAT (KING) COLE, Capitol	—
2	FRANK SINATRA, Capitol	—
3	PERRY COMO, RCA Victor	—
4	EDDIE FISHER, RCA Victor	—
5	BILL HAYES, Cadence	—
6	PAT BOONE, Dot	—
7	AL HIBBLER, Decca	—
8	JOHNNY DESMOND, Coral	—

thanks to the nation's Disk Jockeys for their help in making possible my most successful tour in 15 years.

FRED WARING

AND THE PENNSYLVANIANS



TOUR CITIES THROUGH DECEMBER 6th

ABERDEEN, SOUTH DAKOTA
 BERKELEY, CALIFORNIA
 BILLINGS, MONTANA
 BISMARCK, NORTH DAKOTA
 BUTTE, MONTANA
 DES MOINES, IOWA
 FARGO, NORTH DAKOTA
 FRESNO, CALIFORNIA
 GREAT FALLS, MONTANA

HURON, SOUTH DAKOTA
 LAS VEGAS, NEVADA
 LONG BEACH, CALIFORNIA
 LOS ANGELES, CALIFORNIA
 PASADENA, CALIFORNIA
 PHOENIX, ARIZONA
 PORTLAND, OREGON
 RENO, NEVADA
 SACRAMENTO, CALIFORNIA

ST. PAUL, MINNESOTA
 SAN FRANCISCO, CALIFORNIA
 SEATTLE, WASHINGTON
 SIOUX CITY, IOWA
 SIOUX FALLS, SOUTH DAKOTA
 SPOKANE, WASHINGTON
 TACOMA, WASHINGTON
 TUCSON, ARIZONA

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POP BESTS AND BESTS

Favorite 1955 Artists Not Always Played Most Often

Altho the disk jockey's personal preference is bound to be reflected to some degree in what he programs, the results of this year's poll, like last year's, indicate that the public still has the major say.

In the opinion of a large percentage of spinners, the greatest record of the year thus far has been Frank Sinatra's "Learnin' the Blues"; yet this record ran behind the McGuire Sisters' "Sincerely" and Bill Haley's "Rock Around the Clock" in the "Most Played" column.

Sinatra again grabbed the individual honors. As the No. 1 "Favorite Male Vocalist," he was a repeater and also came up with the favorite single and favorite album for the second year in a row. "Learnin' the Blues" is the successor to last year's "Young at Heart," and his new Capitol album, "In the Wee Small Hours," succeeded last year's "Swing Easy" package. And again, RCA Victor's Perry Como followed Sinatra in deejay hearts. Nat Cole, who ran fourth behind Eddie Fisher last year, switched places with him this run.

Cole, McGuires

Actually, of all the male vocalists, it was Capitol's Cole who accounted for the most spins. His "A Blossom Fell" was far and away his biggest scorer, while "If I May" and "Darling, Je Vous Aime Beaucoup" added considerable points. The most played artists (individual or group) were Coral's McGuire Sisters, largely by virtue of their having the

Deejay Beefs

• Continued from page 60

and ask for it, but unfortunately I haven't the time nor the energy to keep up such an active correspondence. Consequently, I don't get an awful lot of the stuff I really wanna play. Record companies would do well, I think, to make their gratis distribution a little more carefully.

Bad Packing

The charge of "improper packaging" of disks in the mail comes from Ken Johnston, WNRC, New Rochelle, N. Y., who says, "The same outfits ship improperly packaged disks over and over again. What a waste!" He also notes, "Records without timing on the label are one of the biggest headaches to smaller station jocks. Miss-timed disks are almost as bad."

Walter Gibbs, KSWI, Council Bluffs, Ia., would also "like to see the labels continue to put time on their disks." In addition, Gibbs writes, "I would like the rest of the major labels to send a little info with each mailing on what the disks in the package contain—biog on the artists, which side is being pushed, etc., similar to the RCA Victor DJ Digest, Capitol's "Music" booklet, Mercury's letter, etc. If the rest of the labels would do this, it should boost the push on the 'A' side and make for quicker programming when the releases come in."

Jim Harper, WINZ, Miami, thinks "the major record companies should provide more personal information on new artists. It would be a great help to the deejay. Pictures of new artists would help, too." Alan Fredericks, WABJ, Adrian, Mich., (another jock who considers the labels "lax" as far as service goes) comments, "We'd like to have more in-person interviews with the recording artists and info on the itineraries of artists making personal appearances."

No. 1 "Most Played" record "Sincerely," altho "Something's Gotta Give," "It May Sound Silly" and "No More" made their tally even more impressive.

Georgia Gibbs, tho only the No. 13 favorite in the female singers list, emerged the "Most Played Female Vocalist" in the recap of chart listings. Her Mercury diskings of "Dance With Me Henry" and "Tweedle Dee," followed by "Sweet and Gentle," all of which were "covers," accounted for the major action.

The first female vocalist in the hearts, if not on the turntables, of the jocks for the second year in a row is Doris Day. Miss Day's Columbia album, "Love Me or Leave Me," containing tunes from her big flick of the same name, was the No. 2 choice in the package category. Victor's Jaye P. Morgan, whose name was nowhere to be found in the tallies last year, emerged as No. 2 gal this trip, in her first term on a major label.

Vocal Groups

It was a great year for vocal groups. The McGuire Sisters, besides showing as "Most Played Artists," were the No. 3 group in jockey preference, with the Four Aces and the Four Freshmen repeating their No. 1 and No. 2 roles, respectively. It is especially interesting to note that the group voted "Most Promising" of the newer outfits, the Hi-Lo's, earned its acclaim without the benefit of a record contract, and, in fact, had its releases only on small indie labels. The Cheers, who had Capitol hits with "I Need Your Lovin'" and "Black Denim Trousers," were voted No. 2 of the newer units.

In the crop of newer female vocalists, Columbia Records' and TV's Peggy King swept into the "Most Promising" spot, after running No. 2 in 1954. Decca's new Carmen McRae came close behind in the voting, while the ac-

tually by-now "established" star, Jaye P. Morgan, was considered new enough to be listed by many, and made No. 3.

Pat Boone, new to the lists this year, was named the "Most Promising" of the new male vocalists, a rating earned by virtue of such solid "cover" hits as "Two Hearts," "Ain't It a Shame?" and "At My Front Door," on the Dot label. Bob Manning, last year's winner in the category, still holds the jock's esteem, despite a paucity of hits, and was handed the No. 2 honors this year.

Altho the year has seen few major dance band record hits, (Perez Prado's "Cherry Pink," would be the only typical "band" rendition among the leaders), jocks have not been discouraged in their efforts to spearhead the bands' comeback. This year, rather than break up the voting into such stylistic classes as "Sweet," "Swing," etc., jocks were asked to vote only for their "All-Around Band" favorite. Les Elgart, a newcomer last year winding up as No. 5, this year came all the way up to take No. 1, nosing out veteran Les Brown's aggregation, which held its 1954 position. However, Ray Anthony, last year's winner, slipped to No. 3, after a spell of comparative inactivity on the one-nighter routes. Elgart records for Columbia.

Small Groups

Among the smaller instrumental groups, George Shearing's Quintet and the Three Suns repeated as No. 1 and No. 2 choices, respectively, altho the Suns rarely record these days without the addition of a large orchestra or vocal group. As the votes were being counted, jazzman Shearing's first album on Capitol made its appearance. His rep to date has been based largely on his M-G-M waxings. Another jazzman, Dave Brubeck, now on Columbia, moved up one spot to No. 3.

Deejays Decry Quality Slump

• Continued from page 61

However, your all-time wax greats still have the best over-all draw. The so-called 'harmony' groups are for the most part flash-in-the-pan stuff, but it's what the kids want."

Summing up the general attitude of deejays surveyed, Chuck Blower, KTKT, Tucson, Ariz., moans, "Looking back over the years, it seems to me that with the tremendous upsurge of r.&b. into the pop crop—the almost complete absence of good taste, to say nothing of good grammar—this has been the worst and certainly the most frustrating 'pop' year I have ever known."

Among other interesting comments made on trends and the artist's relation to the deejay were the following:

John A. Vroman, WFKY, Frankfort, Ky., opines, "I feel that too many disk jockeys are prejudiced against certain types of music or artists. They program for themselves, a sponsor or the manager's wife, and when a deejay picks a song to be a hit, he's going to cram it down the listener's throats whether they like it or not. A deejay must keep in close contact with his audience, record stores and trade papers in order to program to the majority."

Personal Push

At the same time, Tommy Sith, WAPF, McComb, Miss., says, "Naturally when an artist, publisher, etc., gives me some personal promotion, I feel more inclined to push his records, but usually I stick mostly to my own judgment and that of the public." On the other hand, Les Roberts, WJLK, Asbury Park, N. J., writes, "In compiling popularity polls I'd deem it almost a necessity to include such categories as 'most

co-operative,' 'easiest to interview,' etc. That goes a long way in aiding our selections."

Speaking for the deejays as a group, Gordie Baker, WSPR, Springfield, Mass., contends, "I feel that the record industry is moving toward a more mature outlook on music. All of us—deejays, publishers, agents, publicity and manufacturers—have a tremendous selling job to do to counteract some rather unfavorable publicity resulting from the actions of a few. We're not all perfect, but neither are we all ogres bent on fattening our own pockets at the expense of our listeners. We must still listen to the voice of the public and no amount of plugging will make a really bad tune a hit. So let's get some favorable publicity for an industry and a group of men (deejays) who are performing a necessary public service and doing an excellent job of it."

60% of Jockeys

• Continued from page 61

tion management in the companion survey. Much, of course, still reaches spinners from local sources, and publishers are more and more distributing free LP's to stations when they own a sufficient number of the copyrights etched thereon.

With the growing demand for packaged record program material, still more is due to reach deejay users during the coming year, despite the heavy cost this entails on the part of manufacturers. (See separate story outlining subscription services currently available to stations.)

THE BILLBOARD 1955 DISK JOCKEY POLL

Disk Jockeys pick all-round favorites

Based on actual vote of disk jockeys (regardless of most played status) for the period covering January 1, 1955, thru October 8, 1955.

BANDS

Position	Band and Label	1954
1.....	LES ELGART, Columbia	5
2.....	LES BROWN, Capitol	2
3.....	RAY ANTHONY, Capitol	1
4.....	RALPH FLANAGAN, RCA Victor.....	4
5.....	RALPH MARGERIE, Mercury	3
6.....	STAN KENTON, Capitol	8
7.....	BILLY MAY, Capitol	7
8.....	GLENN MILLER, RCA Victor	6
9.....	WOODY HERMAN, Capitol.....	12
10.....	BENNY GOODMAN, Columbia	28

VOCAL GROUPS

Position	Group and Label	1954
1.....	FOUR ACES, Decca	1
2.....	FOUR FRESHMEN, Capitol.....	2
3.....	McGUIRE SISTERS, Coral	10
4.....	AMES BROTHERS, RCA Victor	3
5.....	HI-LO'S, Starlite	12
6.....	MILLS BROTHERS, Decca.....	4
7.....	CREW CUTS, Mercury	5
8.....	FOUR LADS, Columbia	7
9.....	FONTANE SISTERS, Dot.....	13
10.....	HILLTOPPERS, Dot	9

INSTRUMENTAL GROUPS

(LESS THAN SEVEN PIECES)

Position	Group and Label	1954
1.....	GEORGE SHEARING, Capitol	1
2.....	THREE SUNS, RCA Victor	2
3.....	DAVE BRUBECK, Columbia	4
4.....	ART VAN DAMME, Capitol	3
5.....	LES PAUL, Capitol	5
6.....	DICK HYMAN TRIO, M-G-M	6
7.....	NORMAN PETTY TRIO, "X".....	11
8.....	HARMONICATS, Mercury	7
9.....	BENNY GOODMAN SEXTET, Columbia	1
10.....	OSCAR PETERSON TRIO, Clef-Norgran	1

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Sincerest thanks,
from all of us at Dot

Randy Wood

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THE GENE KRUPA QUARTET MG C-668
MUSIC FOR TORCHING WITH BILLIE HOLIDAY MG C-669

THE LIONEL HAMPTON BIG BAND MG C-670

ROY AND DIZ #2 MG C-671
A STAN WILSON RECITAL MG C-672

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LIONEL HAMPTON · DIZZY GILLESPIE · BUDDY RICH · FLIP PHILLIPS
 BUDDY DeFRANCO · RAY BROWN · OSCAR PETERSON · ROY ELDRIDGE
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NEW VOLUME 1 (FORMERLY MG C-608)

HOW HIGH THE MOON BELLBOY BLUES LADY BE GOOD
 AFTER YOU'VE GONE BUCK CLAYTON FLIP PHILLIPS
 COLEMAN HAWKINS KENNY KERSEY BUDDY RICH
 BENNY FONVILLE HOWARD McGHEE WILLIE SMITH
 CHARLIE PARKER AL KILLIAN ARNOLD ROSS AND OTHERS

NEW VOLUME 2 (FORMERLY VOLS. 2 & 3)

BLUES FOR NORMAN I CAN'T GET STARTED CRAZY RHYTHM
 SWEET GEORGIA BROWN CHARLIE PARKER LESTER YOUNG
 DIZZY GILLESPIE WILLIE SMITH CHARLIE VENTURA
 MEL POWELL HOWARD McGHEE AL KILLIAN AND OTHERS

NEW VOLUME 3 (FORMERLY VOLS. 4 & 5)

LESTER LEAPS IN BLUES BODY AND SOUL ROSETTA
 BUGLE CALL RAG LES PAUL ILLINOIS JACQUET JACK McVEA
 J. J. JOHNSON NAT KING COLE JOHNNY MILLER
 SHORTY SHEROCK LEE YOUNG

NEW VOLUME 4 (FORMERLY VOLS. 6 & 14)

I GOT RHYTHM JATP BLUES I SURRENDER SLOW DRAG
 CHARLIE PARKER COLEMAN HAWKINS IRVING ASHBY
 BUDDY RICH LESTER YOUNG WILLIE SMITH BUCK CLAYTON

NEW VOLUME 5 (FORMERLY VOLS. 7, 10 & 11)

TEA FOR TWO I FOUND A NEW BABY THE MAN I LOVE
 I SURRENDER DEAR ILLINOIS JACQUET FLIP PHILLIPS
 BILL HARRIS HOWARD McGHEE · RAY BROWN · MEL POWELL
 CHARLIE VENTURA · RED CALLENDER · DIZZY GILLESPIE
 LESTER YOUNG · WILLIE SMITH · NAT KING COLE · LES PAUL

NEW VOLUME 6 (FORMERLY VOLS. 8, 9 & 10)

PERDIDO MORDIDO ENDIDO FLIP PHILLIPS BILL HARRIS
 JO JONES ILLINOIS JACQUET HOWARD McGHEE RAY BROWN
 HANK JONES

NEW VOLUME 7 (FORMERLY VOLS. 12 & 13)

LESTER LEAPS IN THE OPENER EMBRACEABLE YOU
 THE CLOSER CHARLIE PARKER LESTER YOUNG RAY BROWN
 FLIP PHILLIPS ROY ELDRIDGE BUDDY RICH TOMMY TURK



THE BILLBOARD 1955 DISK JOCKEY POLL

Disk Jockeys pick all-round favorites

BEST POP ALBUM RELEASED THIS YEAR

Position	Album	Label
1.....	IN THE WEE SMALL HOURS, F. Sinatra.....	Capitol
2.....	LOVE ME OR LEAVE ME, Doris Day.....	Columbia
3.....	STARRING SAMMY DAVIS JR.....	Decca
4.....	LONESOME ECHO, J. Gleason	Capitol
5.....	PETE KELLY'S BLUES, M. Matlock & R. Heindorf.....	Columbia
6.....	MOOD FOR 12, P. Weston	Columbia
7.....	BOY MEETS GIRL	Columbia
8.....	SOMETHING COOL, J. Christy	Capitol
9.....	MUSIC, MARTINIS & MEMORIES, J. Gleason.....	Capitol
10.....	PETE KELLY'S BLUES, J. Webb.....	RCA Victor

ALL-TIME POP RECORD STANDARDS

Position	Record	Label
1.....	STARDUST, Artie Shaw.....	RCA Victor
2.....	MOONLIGHT SERENADE, Glenn Miller.....	RCA Victor
3.....	STARDUST, Glenn Miller.....	RCA Victor
4.....	TENDERLY, Rosemary Clooney.....	Columbia
5.....	IN THE MOOD, Glenn Miller.....	RCA Victor
6.....	SENTIMENTAL JOURNEY, Les Brown.....	Columbia
7.....	STRING OF PEARLS, Glenn Miller..	RCA Victor
8.....	BEGIN THE BEGUINE, Artie Shaw..	RCA Victor
9.....	I CAN'T GET STARTED WITH YOU, Bunny Berigan.....	RCA Victor
10.....	ON THE SUNNY SIDE OF THE STREET, Tommy Dorsey.....	RCA Victor
11.....	OPUS NO. 1, Tommy Dorsey.....	RCA Victor
12.....	SUMMIT RIDGE DRIVE, Artie Shaw.....	RCA Victor
13.....	LET'S DANCE, Benny Goodman.....	Columbia
14.....	MARIE, Tommy Dorsey.....	RCA Victor
15.....	I'VE GOT MY LOVE TO KEEP ME WARM, Les Brown.....	Columbia
16.....	STARDUST, Paul Weston.....	Capitol
17.....	MOONLIGHT IN VERMONT, Margaret Whiting.....	Capitol
18.....	DANCING IN THE DARK, Artie Shaw.....	RCA Victor
19.....	DON'T BE THAT WAY, Benny Goodman.....	RCA Victor
20.....	FRENESI, Artie Shaw.....	RCA Victor
21.....	NANCY, Frank Sinatra.....	Columbia
22.....	SEPTEMBER SONG, Stan Kenton.....	Capitol
23.....	BOOGIE WOOGIE, Tommy Dorsey...	RCA Victor
24.....	WHITE CHRISTMAS, Bing Crosby.....	Decca
25.....	STARDUST, Bing Crosby.....	Decca

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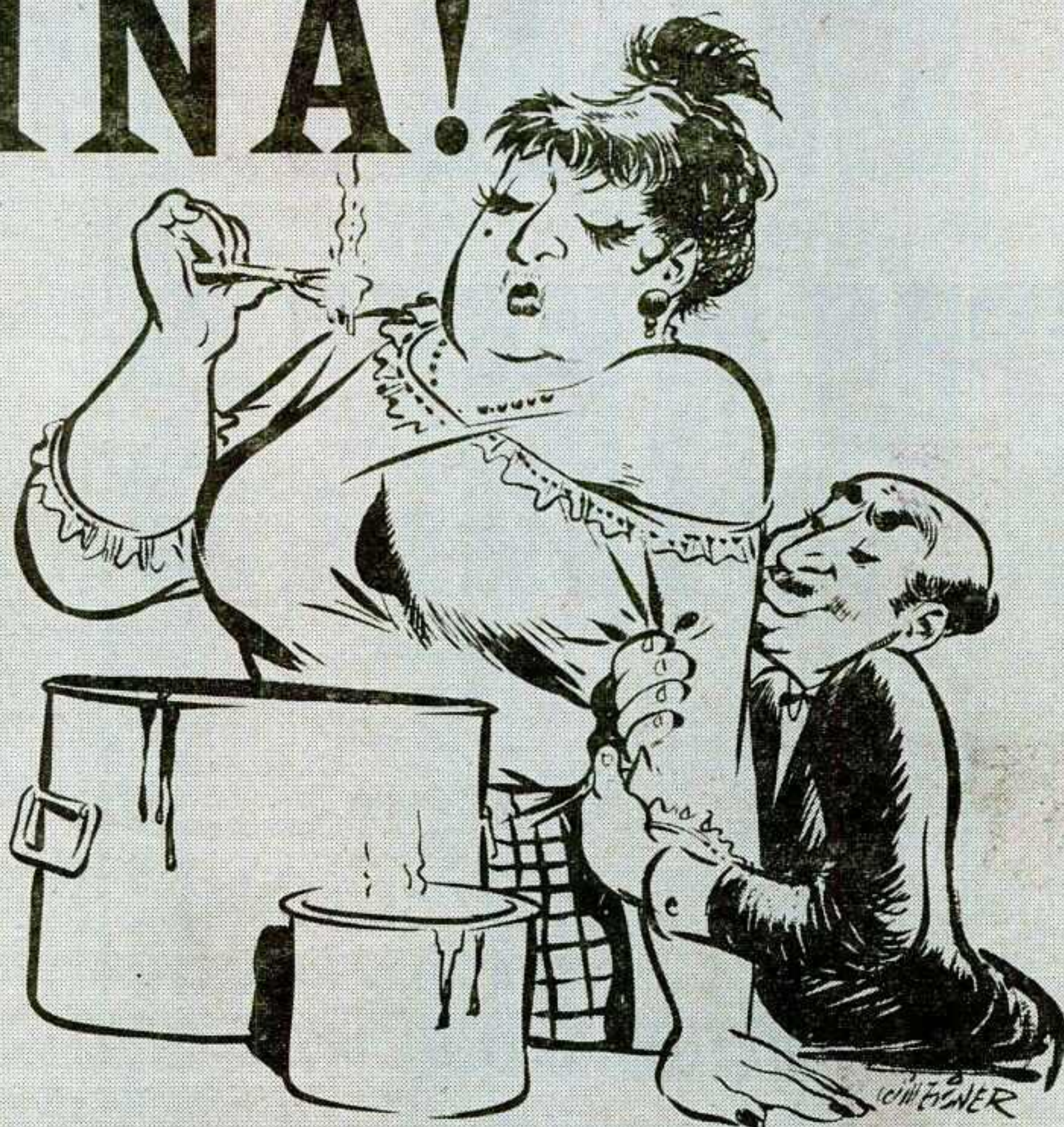
LOU MONTE'S

ROSINA!

(The Menu Song)

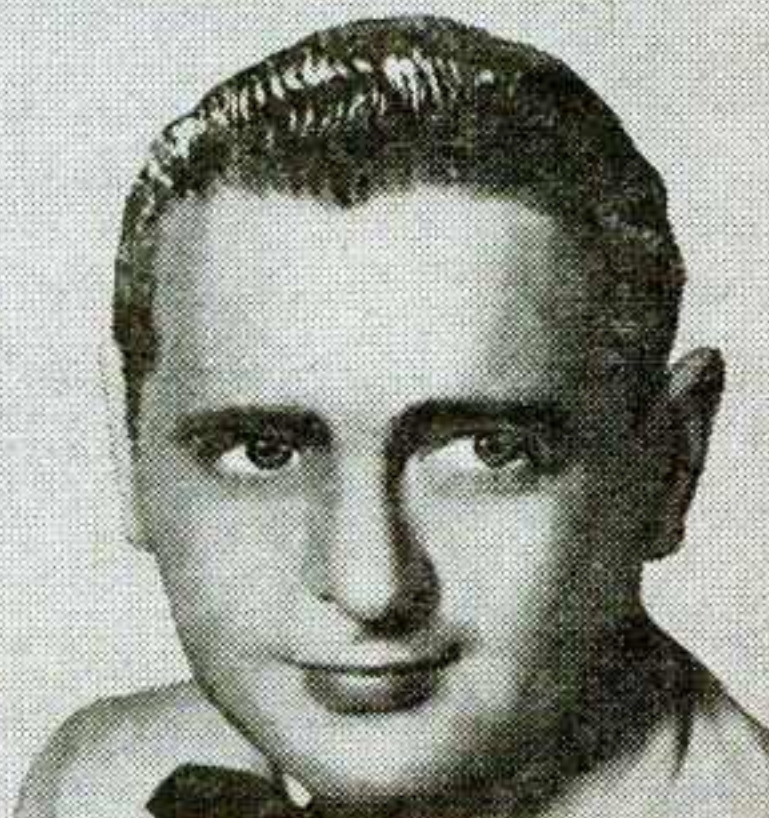
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MISTER X
FANTASIA MEXICANA
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THE BILLBOARD 1955 DISK JOCKEY POLL

Disk Jockeys pick the most-promising newer talent

Based on actual vote of disk jockeys (regardless of most played status) for the period ending January 1, 1955, thru October 8, 1955.

MOST-PROMISING FEMALE VOCALIST

Position	Artist	Label
1.....	PEGGY KING.....	Columbia
2.....	CARMEN McRAE.....	Decca
3.....	JAYE P. MORGAN.....	RCA Victor
4.....	LILLIAN BRIGGS.....	Epic
5.....	GOGI GRANT.....	Era
6.....	BETTY JOHNSON.....	RCA Victor
7.....	ROBBIN HOOD.....	M-G-M
8.....	JOYCE BRADLEY.....	Mercury
9.....	JILL COREY.....	Columbia
10.....	LOLA DEE.....	Wing

MOST-PROMISING MALE VOCALIST

Position	Artist	Label
1.....	PAT BOONE.....	Dot
2.....	BOB MANNING.....	Capitol
3.....	NICK NOBLE.....	Wing
4.....	TONY TRAVIS.....	RCA Victor
5.....	JERRY VALE.....	Columbia
6.....	RALPH YOUNG.....	Decca
7.....	SAMMY DAVIS JR.	Decca
8.....	AL HIBBLER.....	Decca
9.....	CHARLIE APPLEWHITE.....	Decca
10.....	STEVE LAWRENCE.....	Coral

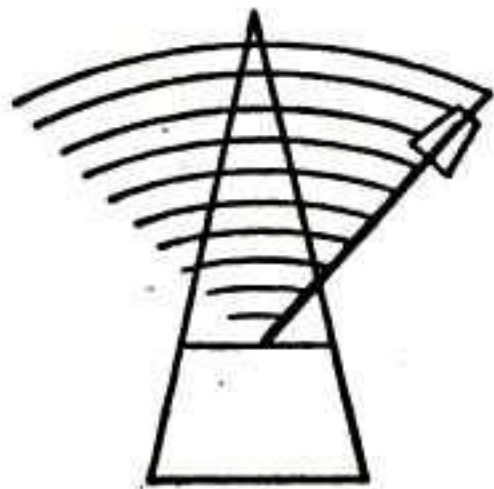
MOST-PROMISING NEW GROUP

(VOCAL OR INSTRUMENTAL)

Position	Group	Label
1.....	HI-LO'S	Starlite
2.....	CHEERS	Capitol
3.....	PLATTERS	Mercury
4.....	PEPPERMINTS	Mercury
5.....	SOMETHIN' SMITH AND THE REDHEADS.....	Epic
6.....	PAULETTE SISTERS.....	Capitol
8.....	THREE CHUCKLES.....	"X"
7.....	FOUR FRESHMEN.....	Capitol
9.....	LAURIE SISTERS.....	Mercury
10.....	BURTON SISTERS.....	RCA Victor

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A Beautiful New Ballad By

LOLA DEE

"IN THE YEAR OF OUR LOVE"

AND

A New Swinging Arrangement Of
"Hey! Ba-Ba-Re-Bop"

WING 90035



JERRY TYFER

'Ten Times'

AND

"LADY LOVE"

WING 90029



PATRICIA SCOT

'So Many Beautiful Men'

AND

"A DANGEROUS AGE"

WING 90030



FRANKIE CASTRO

'Hands Off'

AND

"IN THE KINGDOM OF MY HEART"

WING 90037



THE FOUR GUYS

'May This Be Your Life'

AND

"BYE BYE FOR JUST A LITTLE WHILE"

WING 90036



RONNIE GAYLORD

'Don't Ever Change'

AND

"THROUGH THE YEARS"

WING 90034



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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending November 2

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Love Is a Many-Splendored Thing		1 12	6. Suddenly There's a Valley		6 10
By Sammy Fain & Paul Francis 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. Loco, Col 40591; D. Rose, M-G-M 30883. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.			By C. Meyer & B. Jones—Published by Warman-Hill & Range (BMD) BEST SELLING RECORDS: G. Grant, Era 10003; J. Stafford, Col 40559. RECORDS AVAILABLE: P. Andrews, Cap 3228; K. Armen, M-G-M 12078; J. La Rosa, Cadence 1270; M. Lynn, Vic 47-6257; Mills Brothers, Dec 29686. ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard.		
2. Autumn Leaves		3 12	7. He		7 8
By J. Mercer, J. Prevert, J. Kosma—Published by Ardmore (ASCAP) BEST SELLING RECORD: R. Williams, Kapp 116. RECORDS AVAILABLE: S. Allen & G. Gates, Coral 61485; R. Charles Singers, M-G-M 12068; M. Ferguson, Mercury 70686; G. Galian, X 0161; J. Gleason, Cap 3223; V. Young, Dec 29653. ELECTRICAL TRANSCRIPTION: Lou Brownale, Standard.			By Richard Mullan & Jack Richards—Published by Avax (BMD) BEST SELLING RECORDS: A. Hibbler, Decca 29660; McGuire Sisters, Coral 61501. RECORD AVAILABLE: K. Arma, M-G-M 1208.		
3. Yellow Rose of Texas		2 15	8. Only You		11 7
By D. George—Published by Planetary (ASCAP) BEST SELLING RECORDS: M. Miller, Col. 40540; Johnny Desmond, Coral 61476. RECORDS AVAILABLE: L. Fields Trio, Tico 273; S. Freberg, Cap 3249; G. Galian, X 0161; Homer & Jethro, Vic 20-6242; M. Katz, Cap 3239; T. B. Strength, Cap 3217; E. Tubb, Dec 29633. ELECTRICAL TRANSCRIPTION: Ray Pearl, Standard.			By Buck Ram—Published by Wildwood (BMI) BEST SELLING RECORDS: Platters, Mercury 70633; Hilltoppers, Dot 15423. RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Dee, Wing 90015. ELECTRICAL TRANSCRIPTION: Barbara Carroll, Standard.		
4. Moments to Remember		4 10	9. Seventeen		8 15
By Stillman & R. Allen—Published by Beaver (ASCAP) BEST SELLING RECORD: Four Lads, Col 40539. ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard.			By Young-Gorman & Bennett—Published by Lois (BMD) BEST SELLING RECORDS: Fontane Sisters, Dot 15386; B. Bennett, King 1470. RECORDS AVAILABLE: R. Draper, Mercury 70651; E. M. Morse, Cap 3199. ELECTRICAL TRANSCRIPTION: Johnny (Scat) Davis, Standard.		
5. Shifting, Whispering Sands		5 9	10. I Hear You Knockin'		17 6
By M. Gilbert & V. Gilbert—Published by Gallatin (BMI) BEST SELLING RECORDS: R. Draper, Mercury 70696; B. Vaughn, Dot 15409. RECORD AVAILABLE: Johnson Family, Vic.			By David Bartholomew—Published by Commodore (BMD) BEST SELLING RECORDS: G. Storm, Dot 15412; S. Lewis, Imperial 5356.		
Second Ten					
11. At My Front Door		13 5	16. Black Denim Trousers		13 8
By J. Moore & E. Abner—Published by Tollie (BMD) RECORDS AVAILABLE: P. Boone, Dot 15422; El Dorados, Vee Jay 147; Modernaires, Coral 61513.			By Jerry Leiber & Mike Stoller—Published by Quintet-Hill & Range (BMD) RECORDS AVAILABLE: Cheers, Cap 3219; J. Brooks, Dec 29684; Diamonds, Coral 61502; V. Monroe, Vic 20-6260.		
12. Bible Tells Me So		10 15	17. Tina Marie		16 14
By Dale Evans—Published by Paramount-Roy Rogers (ASCAP) RECORDS AVAILABLE: K. Arma, M-G-M 12045; Coronets, Groove 0116; D. Cornell, Coral 61467; M. Jackson, Col 40554; N. Noble, Wing 9003; Weatherford Qt., Vic 20-6218; R. Young, Dec 29615.			By Bob Merrill—Published by Roncom (ASCAP) RECORD AVAILABLE: P. Como, Vic 20-6192. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.		
13. Wake the Town and Tell the People		12 15	18. My Bonnie Lassie		18 8
By Gallop & Livingston—Published by Joy (ASCAP) RECORDS AVAILABLE: L. Baxter, Cap 3120; M. Carson, Col 40537; L. Welk, Coral 61477. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.			By Bennett, Tepper, McClurg—Published by Blossom (ASCAP) RECORD AVAILABLE: Ames Brothers, Vic 20-6208.		
13. Love and Marriage		19 4	19. Longest Walk		15 13
By Sammy Cahn and James Van Heusen—Published by Barton (ASCAP) RECORDS AVAILABLE: H. Grayco, X 0168; Laurie Sisters, Mercury 70705; J. Loco, Col 40591; P. Sinatra, Cap 3260; D. Shore, Vic 20-6266.			By Eddie Pola-Fred Spielman—Published by Advanced (ASCAP) RECORD AVAILABLE: J. P. Morgan, Vic 20-6182. ELECTRICAL TRANSCRIPTION: Ray Pearl Ork, Standard.		
13. Sixteen Tons		- 1	19. Ain't That a Shame		9 18
By Merle Travis—Published by American Music (BMI) RECORD AVAILABLE: T. Ernie, Cap 3262.			By D. Bartholomew and A. Domino—Published by Commodore (BMD) RECORDS AVAILABLE: P. Boone, Dot 15377; Fats Domino, Imperial 5348; R. Gaylord, Wing 90000. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.		
Third Ten					
21. You Are My Love		20 6	26. My Boy Flat Top		26 2
By Nabbie—Published by Jubilee (ASCAP) RECORDS AVAILABLE: Four Tunes, Jubilee 5218; J. James, M-G-M 12066.			By Bennett and Young—Published by Lois (BMD) RECORDS AVAILABLE: B. Bennett, King 1494; I. Collins, Coral 61510; Gayles, King 4846.		
22. Forgive My Heart		27 3	26. Croce Di Oro (Cross of Gold)		21
By Chester Conn & Sammy Gallop—Published by Bregman, Vocco & Conn (ASCAP). RECORD AVAILABLE: Nat (King) Cole, Capitol.			By Kim Gammon—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: P. Page, Mercury; J. Regan, London.		
23. Someone You Love		23 4	28. I Want You to Be My Baby		23 1
By Steven Michael—Published by Bradshaw (BMI) RECORD AVAILABLE: N. (King) Cole, Cap 3234.			By John Hendricks—Published by Victory (BMI) RECORDS AVAILABLE: L. Briggs, Epic 9115; G. Gibbs, Mercury 70685; L. Jordan, Dec 29655. ELECTRICAL TRANSCRIPTION: Johnny (Scat) Davis, Standard.		
24. No Arms Can Ever Hold You		25 3	29. Maybellene		22 1
By Art Crafer & Jimmy Webb—Published by Gil (BMI) RECORDS AVAILABLE: P. Boone, Dot; J. Clay, Coral; Gaylords, Mercury; G. Shaw, Decca; J. Young, London.			By Chuck Berry—Published by Arc (BMI) RECORDS AVAILABLE: C. Berry, Chess 1604; J. Long, Coral 61478; J. Lowe, Dot 15407; R. Marterie, Mercury 70682; M. Robbins, Col 21446. ELECTRICAL TRANSCRIPTION: Johnny (Scat) Davis, Standard.		
24. It's Almost Tomorrow		- 1	30. Daddy-O		-
By Buss Adkinson—Published by Northern Music (ASCAP) RECORDS AVAILABLE: D. Carroll, Mercury 70717; Dreamweavers, Dec 29683; S. Lanson, Dot 15424; J. Stafford, Col; L. Welk, Coral 61524.			By Gore, Abner & Innis—Published by Mar-Kay (BMI) RECORDS AVAILABLE: B. Lou, King 4835; Fontane Sisters, Dot 15428.		

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

KEEP THE POPS ALIVE IN '55

Thanks, D.J.'s



Roy Acuff
 Billy Andrew
 Hylo Brown
 Gene Lester
 Jimmy Polon
 The Cheers
 Four Freshmen
 Jackie Gleason
 Jimmy Heap
 Gloria Henson
 Paulie Hunt
 Sonny James
 The Jordaires
 Lawin Brothers
 Muki Marks
 Merrill Moore
 The Rangers Quartette
 Nelson Middle
 The Smith Brothers
 Cliff Stone
 Merle Travis
 Vicky Young
 Speedy West
 Franon Young
 Nat King Cole
 Farmer Boys
 The Four Knights
 Andrew Griffith
 John Hancock
 Dean Martin
 Ella Mae Trane
 Margie Rayburn
 Tex Ritter
 Chester Smith
 Anita Tucker
 The Taylor Maids
 Margaret Whiting
 Hank Thompson
 Perk Williams
 Les Baxter
 Joe "King" Carr
 Dave Cavanaugh
 The Cues
 Ernest J. Ford
 Alan Freberg
 "Red" Hayes
 Hazel Houser
 Harry Jordan
 The Jodimars
 Tommy Leonetti
 Shits McDonald
 Billy May
 Jimmy Paul
 Paullet Sisters
 Reed
 Paul Sinatra
 Henry Stewart
 The Five Keys
 Dallas Frazier
 Fred Hart
 Woods Allen
 June Sutton
 McReynolds Brothers
 Stan Kenton
 Bob Manning
 Martin Le Martin
 Le Paul
 Mary Ford
 Juan Shepard
 Frank Sinatra
 Nancy Stewart
 Hank Thompson
 Perk Williams



The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending November 2

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	Weeks on Chart	Last Week	Chart
1. AUTUMN LEAVES (ASCAP)—R. Williams.....	1	13	
Take Care (BMI)—Kapp 116			
2. LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces.....	2	11	
Shine On, Harvest Moon—Dec 29625			
3. MOMENTS TO REMEMBER—Four Lads.....	4	11	
Dream On, My Love, Dream On (ASCAP)—Col 40539			
4. YELLOW ROSE OF TEXAS (ASCAP)—M. Miller.....	3	15	
Blackberry Winter (BMI)—Col 40540			
5. SIXTEEN TONS (BMI)—Tennessee Ernie.....	—	1	
You Don't Have to Be a Baby (ASCAP)—Cap 3262			
6. ONLY YOU (BMI)—Platters.....	5	7	
Bark, Battle and Ball (BMI)—Mercury 70633			
7. SHIFTING, WHISPERING SANDS (BMI)—R. Draper.....	6	7	
Time (ASCAP)—Mercury 70696			
8. I HEAR YOU KNOCKIN' (BMI)—G. Storm.....	12	4	
Never Leave Me (ASCAP)—Dot 15412			
9. AT MY FRONT DOOR (BMI)—P. Boone.....	13	3	
No Arms Can Ever Hold You (BMI)—Dot 15422			
10. SHIFTING, WHISPERING SANDS (PARTS I & II) (BMI)—B. Vaughn.....	8	8	
Dot 15409			
11. HE (BMI)—A. Hibbler.....	7	7	
Breeze (ASCAP)—Dec 29660			
12. BLACK DENIM TROUSERS (BMI)—Cheers.....	9	8	
Some Night in Alaska (BMI)—Cap 3219			
13. FORGIVE MY HEART (ASCAP)—Nat (King) Cole.....	16	4	
SOMEONE YOU LOVE (BMI)—Cap 3234			
14. SUDDENLY THERE'S A VALLEY (BMI)—C. Grant.....	14	6	
Love Is (BMI)—Era 1003			
15. MY BONNIE LASSIE (ASCAP)—Ames Brothers.....	11	6	
So Will I (BMI)—Vic 20-6208			
16. HE (BMI)—McGuire Sisters.....	22	3	
If You Believe (ASCAP)—Coral 61501			
17. AT MY FRONT DOOR (BMI)—El Dorados.....	21	5	
What's Buggin' You, Baby (BMI)—Vee Jay 147			
18. BIBLE TELLS ME SO (ASCAP)—D. Cornell.....	10	10	
Love Is a Many-Splendored Thing (ASCAP)—Coral 61467			
19. LOVE AND MARRIAGE (ASCAP)—F. Sinatra.....	—	1	
Impatient Years (ASCAP)—Cap 3260			
20. TINA MARIE (ASCAP)—P. Como.....	15	13	
Fooled (ASCAP)—Vic 20-6192			
21. SUDDENLY THERE'S A VALLEY (BMI)—J. Stafford.....	22	3	
Night Watch (BMI)—Col 40539			
22. SEVENTEEN (BMI)—Fontane Sisters.....	19	12	
If I Could Be With You (ASCAP)—Dot 15386			
23. ONLY YOU (BMI)—Hilltoppers.....	—	1	
Until the Real Thing Comes Along (ASCAP)—Dot 15423			
24. IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers.....	—	1	
You Got Me Wondering (ASCAP)—Dec 29683			
25. YOU ARE MY LOVE (ASCAP)—J. James.....	19	4	
I Lay Me Down to Sleep (BMI)—M-G-M 12066			

• THIS WEEK'S BEST BUYS

ONLY YOU (Wildwood, BMI)—The Hilltoppers—Dot 15423

While the Platters' version of this tune continues to hold a secure place near the top of the charts, the Hilltoppers have come up with a solid second contender that is now also on the national retail chart. Minneapolis-St. Paul, Chicago, Kansas City, St. Louis, Pittsburgh, Baltimore, Providence are among the territories reporting strong sales. Flip is "Until the Real Thing Comes Along" (Chappell, ASCAP)

A WOMAN IN LOVE (Frank, ASCAP)—The Four Aces—Decca 29725

Competition is keen on this tune, but the Aces are establishing a comfortable early lead. Strong sales reports were returned this past week from Providence, Philadelphia, Baltimore, Pittsburgh, Milwaukee, Detroit, St. Louis, Durham and Cleveland. Frankie Laine is selling well in some of these territories, too. The flip of the Decca record is "Of This I'm Sure" (Chappell, ASCAP). A previous Billboard "Spotlight" pick.

ALL AT ONCE YOU LOVE HER (Chappell, ASCAP)

ROSE TATTOO (Paramount, ASCAP)—Perry Como—RCA Victor 6294

Como's latest release is now gathering steam,

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

and pushing ahead for what may be a big doubleheader. The following territories indicated good action: Chicago, Milwaukee, St. Louis, Cleveland, Pittsburgh, Providence, Philadelphia, Buffalo and Baltimore. "Rose Tattoo" is gaining steadily, after a slow start, and with increasing movie publicity may show real strength. A previous Billboard "Spotlight" pick.

C'EST LA VIE (Planetary, ASCAP)—Sarah Vaughan—Mercury 70727

Both pop and rhythm and blues stores are reporting sizable volume on this recently released disk. It is off to an excellent start in Boston, Philadelphia, Providence, Baltimore, New York, Pittsburgh, St. Louis, Nashville, Cleveland and Milwaukee. Flip is "Never" (Laurel, ASCAP). A previous Billboard "Spotlight" pick.

MY BOY—FLAT TOP (Lois, BMI)—Dorothy Collins—Coral 61510

Available for a month, this record keeps growing and growing. By now it is a definite chart threat. Strong in Buffalo, New York, Philadelphia, Boston, Pittsburgh, Providence, Chicago, St. Louis and Nashville, Miss Collins is competing vigorously with Boyd Bennett for top honors. Flip is "In Love".

• Most Played in Juke Boxes

For survey week ending November 2

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	Weeks on Chart	Last Week	Chart
1. LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces.....	2	8	
Shine On Harvest Moon (ASCAP)—Dec 29625			
2. YELLOW ROSE OF TEXAS (ASCAP)—M. Miller.....	1	13	
Blackberry Winter (BMI)—Col 40540			
3. AUTUMN LEAVES (ASCAP)—R. Williams.....	3	9	
Take Care (BMI)—Kapp 116			
4. MOMENTS TO REMEMBER (ASCAP)—Four Lads.....	5	5	
Dream On, My Love, Dream On (ASCAP)—Col 40539			
5. SHIFTING, WHISPERING SANDS (BMI)—R. Draper.....	7	4	
Time (ASCAP)—Mercury 70696			
6. SEVENTEEN (BMI)—Fontane Sisters.....	6	13	
If I Could Be With You (ASCAP)—Dot 15386			
7. YELLOW ROSE OF TEXAS (ASCAP)—J. Desmond.....	8	12	
You're in Love With Someone (ASCAP)—Coral 61476			
8. I HEAR YOU KNOCKIN' (BMI)—G. Storm.....	12	3	
Never Leave Me (ASCAP)—Dot 15412			
9. AIN'T THAT A SHAME (BMI)—P. Boone.....	4	18	
Tennessee Saturday Night (BMI)—Dot 15377			
10. TINA MARIE (ASCAP)—P. Como.....	15	11	
Fooled (ASCAP)—Vic 20-6192			
10. AT MY FRONT DOOR (BMI)—P. Boone.....	20	2	
No Arms Can Ever Hold You (BMI)—Dot 15422			
12. LONGEST WALK (ASCAP)—J. P. Morgan.....	9	12	
Swanee (ASCAP)—Vic 20-6182			
13. ONLY YOU (BMI)—Platters.....	18	4	
Bark, Battle and Ball (BMI)—Mercury 70633			
14. SHIFTING, WHISPERING SANDS (PARTS I & II)—B. Vaughn.....	11	6	
BMI—Dot 15409			
14. BIBLE TELLS ME SO (ASCAP)—D. Cornell.....	12	8	
LOVE IS A MANY-SPLENDORED THING—Coral 61467			
16. SEVENTEEN (BMI)—B. Bennett.....	10	12	
Little Ole You-All (BMI)—King 1470			
17. MAYBELLENE (BMI)—C. Berry.....	14	11	
Wee Wee Hours (BMI)—Chess 1604			
18. WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)—L. Baxter.....	16	9	
I'll Never Stop Loving You (ASCAP)—Cap 3120			
19. HE (BMI)—McGuire Sisters.....	17	3	
If You Believe (ASCAP)—Coral 61501			
19. HE (BMI)—A. Hibbler.....	19	3	
Breeze (ASCAP)—Dec 29660			

• Most Played by Jockeys

For survey week ending November 2

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	Weeks on Chart	Last Week	Chart
1. LOVE IS A MANY-SPLENDORED THING—Four Aces.....	1	12	
Shine On Harvest Moon (ASCAP)—Dec 29625			
2. MOMENTS TO REMEMBER (ASCAP)—Four Lads.....	2	9	
Dream On, My Love, Dream On (ASCAP)—Col 40539			
3. AUTUMN LEAVES—R. Williams.....	4	10	
Take Care (ASCAP)—Kapp 116			
4. YELLOW ROSE OF TEXAS—M. Miller.....	3	15	
Blackberry Winter (ASCAP)—Col 40540			
5. SHIFTING, WHISPERING SANDS (PARTS I & II)—B. Vaughn.....	5	8	
BMI—Dot 15409			
6. I HEAR YOU KNOCKIN'—G. Storm.....	14	3	
Never Leave Me (BMI)—Dot 15412			
7. SIXTEEN TONS—Tennessee Ernie.....	—	1	
You Don't Have to Be a Baby to Cry (BMI)—Cap 3262			
8. YOU ARE MY LOVE—J. James.....	6		
I Lay Me Down to Sleep (ASCAP)—M-G-M 12066			
9. LOVE AND MARRIAGE—F. Sinatra.....	8		
Impatient Years (ASCAP)—Cap 3260			
10. ONLY YOU—Platters.....	11		
Bark, Battle and Ball (BMI)—Mercury 70633			
11. HE—A. Hibbler.....	10		
Breeze (BMI)—Dec 29660			
12. BLACK DENIM TROUSERS—Cheers.....	7		
Some Night in Alaska (BMI)—Cap 3219			
13. AT MY FRONT DOOR—P. Boone.....	17		
No Arms Can Ever Hold You—Dot 15422			
14. MY BONNIE LASSIE—Ames Brothers.....	18		
So Will I (ASCAP)—Vic 20-6208			
15. SUDDENLY THERE'S A VALLEY—C. Grant.....	20		
Love Is (BMI)—Era 1003			
16. SHIFTING, WHISPERING SANDS (BMI)—R. Draper.....	15		
Time (ASCAP)—Mercury 70696			
17. ONLY YOU—Hilltoppers.....	—		
Until the Real Thing Comes Along (BMI)—Dot 15423			
18. HE—McGuire Sisters.....	—		
If You Believe (BMI)—Coral 61501			
19. SOMEONE YOU LOVE—Nat (King) Cole.....	—		
Forgive My Heart (BMI)—Cap 3234			
20. TINA MARIE—P. Como.....	19		
Fooled (ASCAP)—Vic 20-6192			

RIGHT TO THE TOP!

"Only You"

THE BIG HIT

MERCURY 70633

THE PLATTERS

GREATEST DRAPER HIT!

'The Shifting Whispering Sands'

MERCURY 70696

RUSTY DRAPER

OVERNIGHT SMASH!

"C'est La Vie"

MERCURY 70727

SARAH VAUGHAN

DOUBLE HEADER WINNER!

"Goodbye To Rome"

AND

"24 Hours A Day"

MERCURY 70743

GEORGIA GIBBS

BIGGER EVERY DAY!

'Cross Of Gold' - PATTI PAGE

MERCURY 70713

AN OLD FAVORITE READY FOR THE HIT CLASS!

'WISH I WAS SINGLE AGAIN'

WITH AUDIENCE PARTICIPATION

MERCURY 70746

BY

GUY CHERNEY



HITS and MORE HITS

BONNIE LOU
DADDY-O
KING 4835

LITTLE WILLIE JOHN
ALL AROUND
THE WORLD
KING 4818

BOYD BENNETT
Still Going Strong
MY BOY - FLAT TOP
KING 1494

His Latest
THE MOST
KING 4853

JACK DUPREE
WALKING THE BLUES
KING 4812

BOYD BENNETT
SEVENTEEN
KING 1470

COME HOME

Two Great Versions

BUBBER JOHNSON
KING 4822

CATHY RYAN
KING 4848

THE CHARMS
IT'S YOU, YOU, YOU
DE LUXE 6089

YORK BROTHERS
DON'T GET
YOUR DANDER UP
KING 1503

OTIS WILLIAMS
And His New Group
GUM DROP
DE LUXE 6090

EARL (CONNELLY) KING
DON'T TAKE IT
SO HARD
KING 4780

EARL BOSTIC
FOR ALL WE KNOW
b/w
BEYOND THE
BLUE HORIZON
KING 4829

JACK DUPREE
STUMBLING BLOCK
b/w
THAT'S MY PA
KING 4827

NEW RELEASES

THE HI-FI FOUR
BAND OF GOLD
b/w
DAVY, YOU UPSET
MY LIFE
KING 4856

THE PLATTERS
ONLY YOU
(And You Alone)
b/w
YOU MADE ME CRY
FEDERAL 12244

THE MIDNIGHTERS
DON'T CHANGE YOUR
PRETTY WAYS
b/w
WE'LL NEVER MEET
AGAIN
FEDERAL 12243

THE CATS
AFTER I GAVE
YOU MY HEART
b/w
I DON'T CARE
NO MORE
FEDERAL 12238

THE GAYLES
MY BOY - FLAT TOP
b/w
I GET SO HAPPY
KING 4846

ROSALIE RAND
TONIGHT I'VE GOT A
FEELING FOR
THE BLUES
b/w
THAT'S WHAT A
SONG CAN DO
KING 4842

KING RECORDS

The Billboard Music Popularity Charts POPULAR RECORDS

• COMING UP STRONG

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

- Burn That Candle**
Rock-a-Beatin' Boogie **Bill Haley**
(BMI); (ASCAP) Decca 29713
- Croce Di Oro (Cross of Gold)** **Patti Page**
(ASCAP) Mercury 70713
- No Arms Can Ever Hold You...** **Georgie Shaw**
(BMI) Decca 29679
- Daddy-O**
Adorable **Fontane Sisters**
(BMI); (BMI) Dot 15428
- Pepper-Hot Baby**
If You Don't Want My Love **Jaye P. Morgan**
(BMI); (ASCAP) RCA Victor 6282
- A Woman in Love** **The Four Aces**
(ASCAP) Decca 29725
- All at Once You Love Her**
The Rose Tattoo **Perry Como**
(ASCAP); (ASCAP) RCA Victor 6294
- Daddy-O** **Bonnie Lou**
(BMI) King 4835
- My Boy—Flat Top** **Dorothy Collins**
(BMI) Coral 61510
- Croce Di Oro (Cross of Gold)** **Joan Regan**
(ASCAP) London 1605

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

A Woman in Love (R)—Frank—ASCAP
Adelaide (R)—Frank—ASCAP
Ain't That a Shame (R)—Commodore—BMI
All At Once You Love Her (R)—Williamson—ASCAP
Amukiriki (R)—Famous—ASCAP
Autumn Leaves (R)—Ardmore—ASCAP
Bible Tells Me So (R)—Paramount-Rogers—ASCAP
C'est La Vie (R)—Planetary—ASCAP
Cry Me a River (R)—Frank—ASCAP
Forgive My Heart (R)—Bregman, Vocco & Conn—ASCAP
I Like Them All (R)—Broadcast—BMI
If You Don't Want My Love (R)—Von Tilzer—ASCAP
Impatient Years (R)—Barton—ASCAP
Longest Walk (R)—Advanced—ASCAP
Love and Marriage (R)—Barton—ASCAP
Love Is a Many-Splendored Thing (R) (F) Miller—ASCAP
Miracle in the Rain (R)—Remick—ASCAP
Moments to Remember (R)—Beaver—ASCAP
People Will Say We're in Love (R)—Williamson—ASCAP
Pepper-Hot Baby (R)—Sheldon—BMI
Rose Tattoo (R)—Paramount—ASCAP
Seventeen (R)—Lois—BMI
Suddenly There's a Valley (R)—Warman-Hill & Range—BMI
Then I'll Be Happy (R)—Bourne—ASCAP
There Should Be Rules (R)—Witmark—ASCAP
Tina Marie (R)—Roncom—ASCAP
Wake the Town and Tell the People (R)—Joy—ASCAP
Yellow Rose of Texas (R)—Planetary—ASCAP
You Are My Love (R)—Jubilee—ASCAP
You Gotta Give (R)—Peer—BMI

Television

A Woman in Love (R)—Frank—ASCAP
All at Once You Love Her (R)—Williamson—ASCAP
Autumn Leaves (R)—Ardmore—ASCAP
Bible Tells Me So (R)—Paramount-Rogers—ASCAP
C'est La Vie (R)—Planetary—ASCAP
Croce Di Oro (R)—Shapiro-Bernstein—ASCAP
Girl of My Dreams Is a Dreamer (R)—Durante—ASCAP
Give Me Love (R)—Hill & Range—BMI
He (R)—Avas—BMI
I Want You to Be My Baby (R)—Victory—ASCAP
I'll Never Stop Loving You (R)—Feist—ASCAP
It's All Right With Me (R)—Chappell—ASCAP
Johnny Be Smart (R)—Stratton—BMI
Longest Walk (R)—Advanced—ASCAP
Love and Marriage (R)—Barton—ASCAP
Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP
Moments to Remember (R)—Beaver—ASCAP
Oklahoma (R)—Williamson—ASCAP
People Will Say We're in Love (R)—Williamson—ASCAP
Pepper-Hot Baby (R)—Sheldon—BMI
Por Favor (R)—Paxton—ASCAP
Rain Rain Polka (R)—Champagne—ASCAP
Rice (R)—E. H. Morris—ASCAP
Rockin' the Cha Cha (R)—Porgy—BMI
Same Ole Saturday Night (R)—Barton—ASCAP
Seventeen (R)—Lois—BMI
Suddenly There's a Valley (R)—Warman-Hill & Range—BMI
Tina Marie (R)—Roncom—ASCAP
Wake the Town and Tell the People (R)—Joy—ASCAP
Yellow Rose of Texas (R)—Planetary—ASCAP

• Best Selling Sheet Music

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

- Autumn Leaves** 1 7
Ardmore
- Yellow Rose of Texas** .. 2 14
Planetary
- Love Is a Many-Splendored Thing** .. 4 14
Miller
- Bible Tells Me So** ... 3 13
Paramount-Roy Rodgers
- Suddenly There's a Valley** 5 8
Warman-Hill & Range
- Moments to Remember** 6 7
Beaver
- Shifting, Whispering Sands** 7 5
Gallatin
- He** 8 7
Avas
- Wake the Town and Tell the People** ... 9 13
Joy
- Seventeen** 10 7
Lois
- Love and Marriage** ... 11 2
Barton
- Longest Walk** 12 7
Advance
- Tina Marie** 14 3
Roncom
- My Bonnie Lassie** ... 15 4
Blossom
- Forgive My Heart** —
Bregman, Vocco & Conn

COLUMBIA

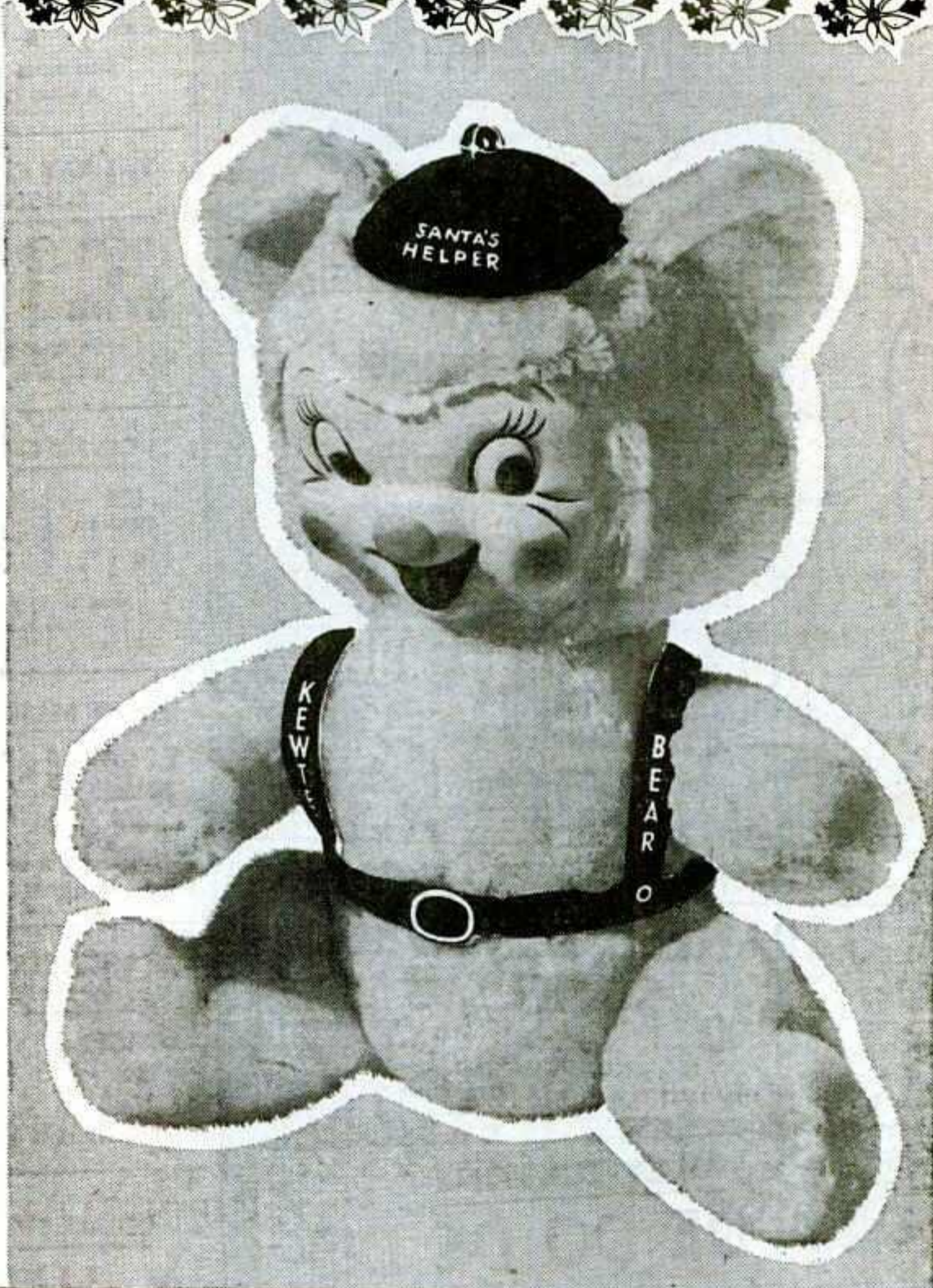
brings you this year's
Christmas Hit!



Rootie Tootie Tootie

The Kewlee Bear Song

Recorded By

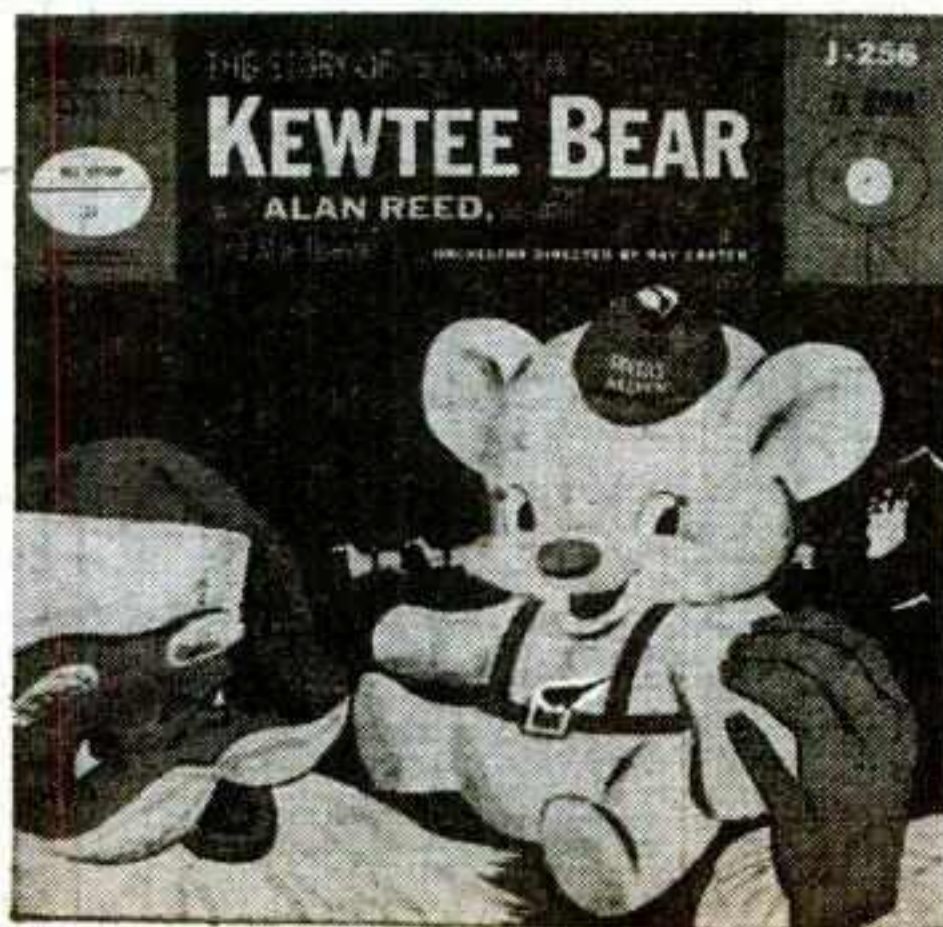


THE HONEY DREAMERS

b/w THE LITTLE BELL (that just went ding)
COLUMBIA 95423



*and a
wonderful
new
Christmas
Kiddie
Set*



THE STORY OF SANTA'S KEWTEE BEAR

Narrated by Alan Reed

J-256 J4-256

COLUMBIA RECORDS



MGM's Parade of Hits!

thanks D.J.'s from M-G-M

ON ALL CHARTS

JONI JAMES

YOU ARE MY LOVE

and I LAY ME DOWN TO SLEEP

MGM 12066 78 rpm
K 12066 45 rpm

ORCH. & CHORUS CONDUCTED BY DAVID TERRY

DAVID ROSE & his Orchestra

LOVE IS A MANY-SPLENDORED THING

and **YOU AND YOU ALONE**

MGM 30883 78 rpm • K 30883 45 rpm

BETTY MADIGAN
THERE SHOULD BE RULES

and **STRANGERS**

MGM 12094 78 rpm • K 12094 45 rpm

LEROY HOLMES and his Orchestra

JAPANESE FAREWELL SONG

and **UNTIL**

MGM 12119 78 rpm • K 12119 45 rpm

BILLY ECKSTINE
LA DE DO DE DO

and **FAREWELL TO ROMANCE**

MGM 12105 78 rpm • K 12105 45 rpm

JOE LIPMAN and his Orchestra

DOG FACE SOLDIER

and **STREET SCENE**

MGM 12102 78 rpm • K 12102 45 rpm

ROBBIN HOOD

DANCIN' IN MY SOCKS

and **HAPPY IS MY HEART**

MGM 12046 78 rpm • K 12046 45 rpm

AMBROSE and His Orchestra

SLIDE RULE and **WHISTLIN' WILLIE**

MGM 12103 78 rpm
K 12103 45 rpm

DEBBIE REYNOLDS

(Love Is) **THE TENDER TRAP** and **CANOODLIN' RAG**

MGM 12086 78 rpm
K 12086 45 rpm

THE MARION SISTERS

LIFE COULD NOT BE BETTER and **I LOVE YOU MORE TODAY**

MGM 12096 78 rpm
K 12096 45 rpm

ART WANER

A MONTH OF SUNDAYS and **I LOVE YOU**

MGM 12072 78 rpm
K 12072 45 rpm

NEW RELEASES

DAVID ROSE and his Orchestra

TIME FOR PARTING and **BARCELONA**

MGM 30885 78 rpm
K 30885 45 rpm

THE RAY CHARLES SINGERS

AUTUMN IN NEW YORK and **AUTUMN IN ROME**

MGM 12108 78 rpm
K 12108 45 rpm

GINNY GIBSON

OOH (HOW I LOVE YO') and **IF YOU WANT TO MAKE ME HAPPY**

MGM 12113 78 rpm
K 12113 45 rpm

THE MASCOTS

THE LITTLE MUSTARD SEED and **NOBODY'S ARMS**

MGM 12107 78 rpm
K 12107 45 rpm

MILT HERTH and his Trio

CARELESS LIPS and **JUNGLE FANTASY**

MGM 12111 78 rpm
K 12111 45 rpm

GLORIA SHAW

'TIL YOU REMEMBER and **A TORCH WON'T LIGHT THE WAY (To Happiness)**

MGM 12112 78 rpm
K 12112 45 rpm

DON GIBSON

RUI, BOY and **I MUST FORGET YOU**

MGM 12109 78 rpm
K 12109 45 rpm

THE JACK HALLORAN CHOIR

GUM TREE CANOE and **PAINTING THE TOWN**

MGM 12110 78 rpm
K 12110 45 rpm

ANDREWS BROTHERS

HEY, HEY, I GOT THE BLUES and **DON'T WRITE IT IN A LETTER**

MGM 12115 78 rpm
K 12115 45 rpm

The Billboard Music Popularity Charts POPULAR RECORDS

Territorial Best Sellers

For survey week ending November 2

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

Atlanta

1. Autumn Leaves, R. Williams, Kap.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Forgive My Heart N. (King) Cole, Cap.
4. Moments to Remember, Four Lads, Col.
5. Shifting, Whispering Sands R. Draper, Mer.
6. Shifting, Whispering Sands B. Vaughn, Dot

Baltimore

1. Shifting, Whispering Sands R. Draper, Mer.
2. He, A. Hibbler, Dec.
3. Only You, Platters, Mer.
4. Sixteen Tons, T. Ernie, Cap.
5. At My Front Door, P. Boone, Dot
6. Autumn Leaves, R. Williams, Kap.
7. Croce Di Oro (Cross of Gold) P. Page, Mer.
8. Love Is a Many-Splendored Thing Four Aces, Dec.
9. No Arms Can Ever Hold You P. Boone, Dot

Boston

1. Autumn Leaves, R. Williams, Kap.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Love and Marriage, F. Sinatra, Cap.
4. Moments to Remember Four Lads, Col.
5. He, McGuire Sisters, Cor.
6. Shifting, Whispering Sands R. Draper, Mer.
7. Yellow Rose of Texas, M. Miller, Col.
8. Sixteen Tons, T. Ernie, Cap.
9. He, A. Hibbler, Dec.

Buffalo

1. Only You, Platters, Mer.
2. Sixteen Tons, T. Ernie, Cap.
3. Moments to Remember Four Lads, Col.
4. Shifting, Whispering Sands R. Draper, Mer.
5. Autumn Leaves, R. Williams, Kap.
6. Love and Marriage, F. Sinatra, Cap.
7. He, A. Hibbler, Dec.

Chicago

1. Autumn Leaves, R. Williams, Kap.
2. Only You, Platters, Mer.
3. Shifting, Whispering Sands R. Draper, Mer.
4. Love Is a Many-Splendored Thing Four Aces, Dec.
5. I Hear You Knockin', G. Storm, Dot
6. At My Front Door, P. Boone, Dot
7. Yellow Rose of Texas, M. Miller, Col.
8. Only You, Hilltoppers, Dot
9. My Bonnie Lassie, Ames Brothers, Vic.

Cincinnati

1. Autumn Leaves, R. Williams, Kap.
2. Sixteen Tons, T. Ernie, Cap.
3. Love Is a Many-Splendored Thing Four Aces, Dec.
4. Moments to Remember Four Lads, Col.
5. Shifting, Whispering Sands R. Draper, Mer.
6. Only You, Platters, Mer.
7. Yellow Rose of Texas, M. Miller, Col.
8. Forgive My Heart, N. (King) Cole, Cap.
9. Suddenly There's a Valley J. Stafford, Col.

Cleveland

1. It's Almost Tomorrow Dream Weavers, Dec.
2. At My Front Door, El Dorados, VJ.
3. Autumn Leaves, R. Williams, Kap.
4. Moments to Remember, Four Lads, Col.
5. Love Is a Many-Splendored Thing Four Aces, Dec.
6. Sixteen Tons, T. Ernie, Cap.
7. Daddy-O, B. Lou, King.
8. It's Obnoxious, B. Johnson, Mer.
9. I Hear You Knockin', G. Storm, Dot

Dallas-Fort Worth

1. Love Is a Many-Splendored Thing Four Aces, Dec.
2. Sixteen Tons, T. Ernie, Cap.
3. Autumn Leaves, S. Allen, Cor.
4. Yellow Rose of Texas, M. Miller, Col.
5. At My Front Door, El Dorados, VJ.
6. Shifting, Whispering Sands B. Vaughn, Dot
7. Moments to Remember, Four Lads, Col.
8. Suddenly There's a Valley Mills Brothers, Dec.
9. Suddenly There's a Valley G. Grant, Era
10. Only You, Platters, Mer.

Denver

1. Autumn Leaves, R. Williams, Kap.
2. Shifting, Whispering Sands R. Draper, Mer.
3. Sixteen Tons, T. Ernie, Cap.
4. Black Denim Trousers, Cheers, Cap.
5. Suddenly There's a Valley J. Stafford, Col.
6. Love Is a Many-Splendored Thing Four Aces, Dec.
7. Yellow Rose of Texas, M. Miller, Col.
8. Moments to Remember, Four Lads, Col.

Detroit

1. Only You, Platters, Mer.
2. At My Front Door, P. Boone, Dot
3. No Arms Can Ever Hold You G. Shaw, Dec.
4. Sixteen Tons, T. Ernie, Cap.
5. When You Dance, Turbans, Her.
6. At My Front Door, El Dorados, VJ.
7. I Hear You Knockin', G. Storm, Dot
8. Times Two I Love You Three Chuckles, X
9. Love Is a Many-Splendored Thing Four Aces, Dec.
10. Autumn Leaves, R. Williams, Kap.

Kansas City

1. At My Front Door, P. Boone, Dot
2. Only You, Hilltoppers, Dot
3. Autumn Leaves, R. Williams, Kap.
4. He, A. Hibbler, Dec.
5. I Hear You Knockin', G. Storm, Dot
6. Suddenly There's a Valley G. Grant, Era
7. Tina Marie, P. Como, Vic.
8. Shifting, Whispering Sands B. Vaughn, Dot
9. Dancin' in My Socks Robinhood, M-G-M

Los Angeles

1. Love Is a Many-Splendored Thing Four Aces, Dec.
2. Autumn Leaves, R. Williams, Kap.
3. Suddenly There's a Valley G. Grant, Era
4. Sixteen Tons, T. Ernie, Cap.
5. Yellow Rose of Texas, M. Miller, Col.
6. Moments to Remember, Four Lads, Col.
7. Forgive My Heart N. (King) Cole, Cap.
8. Seventeen, Fontane Sisters, Dot
9. Shifting, Whispering Sands R. Draper, Mer.
10. Black Denim Trousers, Cheers, Cap.

Milwaukee

1. Sixteen Tons, T. Ernie, Cap.
2. Someone on Your Mind C. Butler, Cor.
3. I Hear You Knockin', G. Storm, Dot
4. Autumn Leaves, R. Williams, Kap.
5. You Are My Love, J. James, M-G-M
6. Amukiriki, L. Paul & M. Ford, Cap.
7. Shifting, Whispering Sands R. Draper, Mer.
8. Only You, Platters, Mer.
9. Croce Di Oro (Cross of Gold) P. Page, Mer.
10. Forgive My Heart N. (King) Cole, Cap.

Mpls.-St. Paul

1. Sixteen Tons, T. Ernie, Cap.
2. I Hear You Knockin', G. Storm, Dot
3. Autumn Leaves, R. Williams, Kap.
4. He, McGuire Sisters, Cor.
5. Moments to Remember, Four Lads, Col.
6. Only You, Platters, Mer.
7. Shifting, Whispering Sands B. Vaughn, Dot
8. At My Front Door, P. Boone, Dot
9. Only You, Hilltoppers, Dot
10. Love Is a Many-Splendored Thing Four Aces, Dec.

New Orleans

1. Autumn Leaves, R. Williams, Kap.
2. Sixteen Tons, T. Ernie, Cap.
3. Love Is a Many-Splendored Thing Four Aces, Dec.
4. Only You, Platters, Mer.
5. He, A. Hibbler, Dec.
6. Moments to Remember, Four Lads, Col.
7. No Arms Can Ever Hold You G. Shaw, Dec.
8. Yellow Rose of Texas, M. Miller, Col.
9. I Hear You Knockin', G. Storm, Dot
10. It's Almost Tomorrow Dream Weavers, Dec.

New York

1. Autumn Leaves, R. Williams, Kap.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Yellow Rose of Texas, M. Miller, Col.
4. Moments to Remember, Four Lads, Col.
5. Love and Marriage, F. Sinatra, Cap.
6. Shifting, Whispering Sands R. Draper, Mer.
7. Forgive My Heart N. (King) Cole, Cap.
8. Only You, Platters, Mer.
9. My Bonnie Lassie, Ames Brothers, Vic.
10. He, A. Hibbler, Dec.

Philadelphia

1. Autumn Leaves, R. Williams, Kap.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Moments to Remember, Four Lads, Col.
4. He, A. Hibbler, Dec.
5. Black Denim Trousers, Cheers, Cap.
6. Love and Marriage, F. Sinatra, Cap.
7. My Bonnie Lassie, Ames Brothers, Vic.
8. Bible Tells Me So, D. Cornell, Cor.

Pittsburgh

1. Sixteen Tons, T. Ernie, Cap.
2. Come Home, B. Johnson, Mer.
3. Autumn Leaves, R. Williams, Kap.
4. When You Dance, Turbans, Her.
5. Yellow Rose of Texas, M. Miller, Col.
6. Black Denim Trousers, Cheers, Cap.
7. Shifting, Whispering Sands R. Draper, Mer.
8. Love and Marriage, F. Sinatra, Cap.
9. Love Is a Many-Splendored Thing Four Aces, Dec.
10. At My Front Door, El Dorados, V

St. Louis

1. I Hear You Knockin', G. Storm, Dot
2. He, McGuire Sisters, Cor.
3. Croce Di Oro (Cross of Gold) J. Regan, Lon.
4. Autumn Leaves, R. Williams, Kap.
5. He, A. Hibbler, Dec.
6. Love Is a Many-Splendored Thing Four Aces, Dec.
7. When All the Streets Are Dark S. Smith & The Redheads, Epi.
8. Pepper-Hot Baby, J. P. Morgan, Her.
9. Amukiriki, L. Paul & M. Ford, C
10. Moments to Remember, Four Lads, C

San Francisco

1. Autumn Leaves, R. Williams, Kap.
2. Yellow Rose of Texas, M. Miller, Col.
3. Love Is a Many-Splendored Thing Four Aces, Dec.
4. Moments to Remember, Four Lads, Col.
5. Shifting, Whispering Sands R. Draper, Mer.
6. Suddenly There's a Valley G. Grant, Era
7. He, A. Hibbler, Dec.
8. Seventeen, Fontane Sisters, Dot

Seattle

1. Sixteen Tons, T. Ernie, Cap.
2. Autumn Leaves, R. Williams, Kap.
3. Burn That Candle, Cues, Cap.
4. I Hear You Knockin', G. Storm, Dot
5. Suddenly There's a Valley G. Grant, Era
6. Moments to Remember, Four Lads, Col.
7. Why Don't You Write Me? S. Lanson, Dot
8. Black Denim Trousers, Cheers, C

Toronto

1. Love Is a Many-Splendored Thing Four Aces, Dec.
2. Moments to Remember, Four Lads, Col.
3. Autumn Leaves, R. Williams, Kap.
4. My Bonnie Lassie, Ames Brothers, Vic.
5. Black Denim Trousers, Cheers, C

ON D.J. CHARTS

From the WORLD'S largest publisher of Rock 'N' Roll HITS
comes their latest and greatest . . .

ROCK-A-BEATIN' BOOGIE

by **BILL HALEY** and his Comets on Decca

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WILLIE RESTUM, Capitol

BUDDY MORROW, Mercury
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DON'T BE TOO SURE

BUDDY KAIN—Jubilee

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b/w

RHYTHM BABY

RHYTHM ROCKETS—Black Gold

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MAMBO ROCK

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HAPPY BABY

SUNDOWN BOOGIE

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The Billboard Music Popularity Charts

POPULAR RECORDS

THE TOP 100

For survey week ending November 2

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.

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.

Last Week	This Week	Title	Artist	Label
	1	LOVE IS A MANY-SPLENDORED THING	Four Aces	Decca
3	2	AUTUMN LEAVES	R. Williams	Kapp
4	3	MOMENTS TO REMEMBER	Four Lads	Columbia
2	4	YELLOW ROSE OF TEXAS	M. Miller	Columbia
5	5	SHIFTING, WHISPERING SANDS	B. Vaughn	Dot
11	6	I HEAR YOU KNOCKIN'	G. Storm	Dot
6	7	SHIFTING, WHISPERING SANDS	R. Draper	Mercury
13	8	AT MY FRONT DOOR	P. Boone	Dot
10	9	ONLY YOU	Platters	Mercury
8	10	HE	A. Hibbler	Decca
17	11	MY BONNIE LASSIE	Ames Brothers	Victor
15	12	TINA MARIA	P. Como	Victor
12	13	BLACK DENIM TROUSERS	Cheers	Capitol
18	14	SUDDENLY THERE'S A VALLEY	G. Grant	Era
14	15	SEVENTEEN	Fontane Sisters	Dot
23	16	LOVE AND MARRIAGE	F. Sinatra	Capitol
9	17	YELLOW ROSE OF TEXAS	J. Desmond	Coral
31	18	ONLY YOU	Hilltoppers	Dot
16	19	LONGEST WALK	J. P. Morgan	Victor
19	20	SUDDENLY THERE'S A VALLEY	J. Stafford	Columbia
7	21	AIN'T THAT A SHAME	P. Boone	Dot
22	22	YOU ARE MY LOVE	J. James	M-G-M
23	23	SOMEONE YOU LOVE	Nat (King) Cole	Capitol
21	24	WAKE THE TOWN AND TELL THE PEOPLE	L. Baxter	Capitol
-	25	YOUNG ABE LINCOLN	D. Cornell	Coral
29	26	FORGIVE MY HEART	Nat (King) Cole	Capitol
47	27	SIXTEEN TONS	Tennessee Ernie	Capitol
28	28	SEVENTEEN	B. Bennett	King
43	29	IT'S ALMOST TOMORROW	Dream Weavers	Decca
27	30	LOVE IS A MANY-SPLENDORED THING	D. Cornell	Coral
25	31	SUDDENLY THERE'S A VALLEY	J. LaRosa	Cadence
25	32	BIBLE TELLS ME SO	D. Cornell	Coral
29	33	WAKE THE TOWN AND TELL THE PEOPLE	M. Carson	Columbia
37	34	CROCE DI ORO (CROSS OF GOLD)	P. Page	Mercury
36	35	NO ARMS CAN EVER HOLD YOU	G. Shaw	Decca
57	36	DOG FACED SOLDIER	R. Morgan	Decca
56	37	PEPPER-HOT BABY	J. P. Morgan	Victor
35	38	BLACK DENIM TROUSERS	V. Monroe	Victor
44	39	MY BOY FLAT TOP	B. Bennett	King
46	40	AMUKIRIKI	L. Paul & M. Ford	Capitol
33	41	AT MY FRONT DOOR	El Dorados	Vee Jay
41	42	MAYBELLENE	C. Berry	Chess
38	43	SONG OF THE DREAMER	E. Fisher	Victor
40	44	AUTUMN LEAVES	S. Allen	Coral
19	45	HE	McGuire Sisters	Coral
-	46	BURN THAT CANDLE	B. Haley	Decca
42	47	YELLOW ROSE OF TEXAS	S. Freberg	Capitol
39	48	I WANT YOU TO BE MY BABY	G. Gibbs	Mercury
51	49	MY BOY FLAT TOP	D. Collins	Coral
72	50	DADDY-O	B. Lou	King
53	51	BONNIE BLUE GAL	M. Miller	Columbia

Last Week	This Week	Title	Artist	Label
59	52	NO ARMS CAN EVER HOLD YOU	P. Boone	Dot
61	53	I WANT YOU TO BE MY BABY	L. Briggs	Epic
54	54	AUTUMN LEAVES	V. Young	Decca
62	55	LOVE AND MARRIAGE	D. Shore	Victor
31	56	ROCK AROUND THE CLOCK	B. Haley	Decca
64	57	REMEMBRING	P. L. Hayes & M. Healy	Columbia
91	58	CRY ME A RIVER	J. London	Liberty
50	59	SUDDENLY THERE'S A VALLEY	Mills Brothers	Decca
71	60	LOVE IS A MANY-SPLENDORED THING	D. Rose	M-G-M
66	61	LEARNIN' TO LOVE	P. King	Columbia
-	62	ROCK-A-BEATIN' BOOGIE	B. Haley	Decca
52	63	CROCE DI ORO (CROSS OF GOLD)	J. Regan	London
34	64	AUTUMN LEAVES	M. Miller	Columbia
62	65	SAME OLE SATURDAY NIGHT	F. Sinatra	Capitol
54	66	MAGIC FINGERS	E. Fisher	Victor
49	67	AUTUMN LEAVES	J. Gleason	Capitol
56	68	IF YOU DON'T WANT MY LOVE	J. P. Morgan	Victor
73	69	SUDDENLY THERE'S A VALLEY	P. Andrews	Capitol
-	70	ALL AT ONCE YOU LOVE HER	P. Como	Victor
78	71	TIMES TWO I LOVE YOU	Chuckles	Capitol
-	72	PAPER ROSES	L. Dee	Wing
45	73	HAWK-EYE	F. Laine	Columbia
67	74	BIBLE TELLS ME SO	N. Noble	Wing
91	75	I WANNA GO WHERE YOU GO	E. Fisher	Victor
48	76	DAY BY DAY	Four Freshmen	Capitol
100	77	AUTUMN LEAVES	R. Charles Singers	M-G-M
97	78	PET ME, PAPA	R. Clooney	Columbia
84	79	LOVE IS A MANY-SPLENDORED THING	W. Herman	Capitol
-	80	DADDY-O	Fontane Sisters	Capitol
-	81	ROSE TATTOO	P. Como	Victor
77	82	WHY DON'T YOU WRITE ME?	Jacks	Capitol
58	83	GUM DROP	Crew Cuts	Mercury
75	84	HARD TO GET	G. MacKenzie	Capitol
-	85	SWEET KENTUCKY ROSE	K. Kallen	Decca
69	86	AIN'T THAT A SHAME	Fats Domino	Imperial
79	87	NO ARMS CAN EVER HOLD YOU	Gaylords	Mercury
70	88	SEVENTEEN	R. Draper	Mercury
-	89	OCCASIONAL MAN	J. Southern	Decca
84	90	WHEN ALL THE STREETS ARE DARK	S. Smith	Capitol
-	91	YOU'RE SO NICE TO BE NEAR	Lorelei	Spot
-	92	COME HOME	B. Johnson	Capitol
80	93	I'LL NEVER STOP LOVING YOU	Doris Day	Columbia
-	94	IT'S OBDACIOUS	B. Johnson	Mercury
82	95	GIVE ME YOUR LOVE	McGuire Sisters	Capitol
-	96	MAGIC MELODY	L. Paul & M. Ford	Capitol
-	97	IT'S ALMOST TOMORROW	S. Lanson	Capitol
87	98	WHEN YOU DANCE	Turbans	Capitol
-	99	SEARCHING	Hilltoppers	Capitol
86	100	JOHNNIE'S COMIN' HOME	J. Ray	Columbia

*The **NEW** Ballad Smash*

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MERCURY 70727

SUNNY GALE

RCA VICTOR 20/47-6286

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*The **NEW** Pop March Sensation*

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CORAL 61521

HUGO and LUIGI

MERCURY 70721

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COLUMBIA 40575

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HIS ORCHESTRA AND CHORUS

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JOHNNY DESMOND

CORAL 61476

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and

"I MARRIED AN ANGEL"

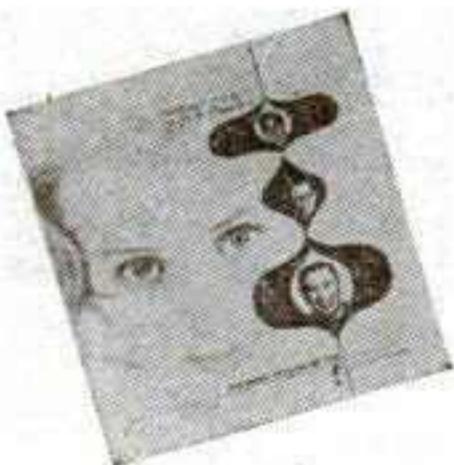
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The Billboard Music Popularity Charts
POPULAR RECORDS

• **Review Spotlight on . . .**

RECORDS

THE JODIMARS . . . Capitol 3285 . . . LET'S ALL ROCK TOGETHER WELL NOW, DIG THIS

On their first disk for the label, the new group rocks and rolls thru two hard-driving, exciting sides. Three of the boys are alumni of the Bill Haley Comets group and the Haley influence is much in evidence. It's a selling style today and both these sides have the power to break big.

ARCHIE BLEYER . . . Cadence 1279 . . . NOTHIN' TO DO (Sheraton, BMI)

The maestro turns singer for the first time on wax in a distinctly different novelty. There's a folkish, relaxed touch to the simple, "nobody wants me" tale of woe, and the harmonica and group singing which move in later add lots of interest. Flip is "Cause You're My Lover," an r.&b. type ballad sung by Janet Bleyer, one of the Chordettes. (Roxbury, ASCAP).

HAMISH MENZIES . . . Kapp 125 . . . SKYE BOAT SONG (Garland, ASCAP)

Wonderful mood work here which finds Menzies delivering some exciting pianistics. Has its dramatic touches with a floc of instrumental and choral effects. The flip is "Over the Skye" which is a version of "Skye Boat Song" with vocal solo by Menzies (Garland, BMI).

TALENT

THE ROVER BOYS . . . ABC-Paramount 9659 . . . COME TO ME (Marguerita, ASCAP) LOVE ME AGAIN (Lantern, ASCAP)

The new group scores a solid impression on their first piece of wax. Top side is a smooth, lushly rendered ballad with colorful solo belting, while the flip shows versatility with a rockin' rhythm item. Group shows a lot of commercial savvy.

• **Reviews of New Pop Records**

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential.

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

EILEEN BARTON
 Cry Me a River81

CORAL 61530—The gal comes thru with a warm, sensitive treatment of a fine tune. It all adds up to one of her very best offerings and stands to give other versions a battle all the way. (Saunders, ASCAP)

Come Home80
 Miss Barton gives a slick and polished performance on another pretty ballad. There's a lot of sincerity shown and the combination of two good sides could mean the gal's back in business hit-wise. (Hill & Range, BMI)

STEVE LAWRENCE
 The Lord Is a Busy Man79

CORAL 61537—Young Lawrence makes a big impression as he barrels thru a swing revival-type opus. Lusty, enthusiastic singing sells well here. His tempo is more relaxed than that of the competitive efforts. (Hill & Range, BMI)

Adelaide77
 The fine new tune from "Guys and Dolls" gets a real professional reading. Strong competition already shaping up makes the flip the better bet for coin, however. (Frank, ASCAP)

THE FOUR GUYS
 May This Be Your Life79

WING 90036—With a sock shuffle backing, the Guys assume their best Four Aces manner and come up with a very potent hunk of commercial wax. Could be a big juke item. (Mills, ASCAP)

Bye Bye for Just a While71
 "Our Director" march must have slipped into the public domain. This adaptation

gets an energetic, satisfying go from the Guys. Will get played. (Bourne, ASCAP)

GORDON MacRAE
 Woman in Love78

CAPITOL 3284 — Here's a warm and tender piece of wax on the new "Guys and Dolls" tune. MacRae's star is riding high now via TV and "Oklahoma!" appearances, which will build more attention to a well-done effort. (Frank, ASCAP)

Wonderful Christmas76
 Bright and rollicking, this new holiday offering comes trimmed with tinkling bells and a colorful vocal backing. Bears a close resemblance to "Wonderful Guy" from "South Pacific."

DOLORES HAWKINS
 Growin' Up78

EPIC 9130—A rocking ditty, reminiscent of "Seventeen." Miss Hawkins chants the bright lyrics very well, to a swinging instrumental backing. (American, BMI)

I Take This Man73
 This side's a paean on the marriage rite, with a touch of sacred in the delivery. Good production. (Maxwell, ASCAP)

LIBERACE
 Sincerely Yours77

COLUMBIA 40570—From the film of the same name. Liberace does a vocal. It's a pretty ballad, and his warbling is quite pleasant. (Witmark, ASCAP)

Under Paris Skies73
 Pleasant instrumental of the much-recorded tune, with Liberace's piano backed by lush instrumentation by George Liberace. (Leeds & Bem, ASCAP)

THE COMMODORES
 Cream Puff76

DOT 15425—The group works a vein from which Bill Haley has extracted a lot of gold, in this rhythmic novelty. They have a fresh sound and a good beat—and that will take them a long way. (Gallatin, BMI)

Close to My Heart68
 A quiet ballad with a tender sentiment. The boys harmonize it smoothly and make a nice impression. (Gallatin, BMI)

NOLAN LEWIS
 Always Look Up76

ATCO 6058—Lewis, supported by a chorus and ork, sings this inspirational song with a dignity befitting its message. A good item for deejays. (Tee Fee, ASCAP)

Let's Start All Over Again71
 The message in the title is addressed to his wife, who is on the lam. Consider our child, he says. Sung tenderly. (Sophisticate, BMI)

LAWRENCE WELK ORK
 Rice76

CORAL 61524—Here's a very bright side for deejays. The sophisticated Mack David ditty is chanted by Alice Lon and the Sparklers to fine backing. (E. H. Morris, ASCAP)

It's Almost Tomorrow72
 This oldie gets a dignified treatment with Alice Lon and chorus chanting the lyric. (Northern, ASCAP)

(Continued on page 8)

thanks Disk Jockeys, for your wonderful help!



NORMAN BROOKS



RUSS CARLYLE



THE CHUCKLES



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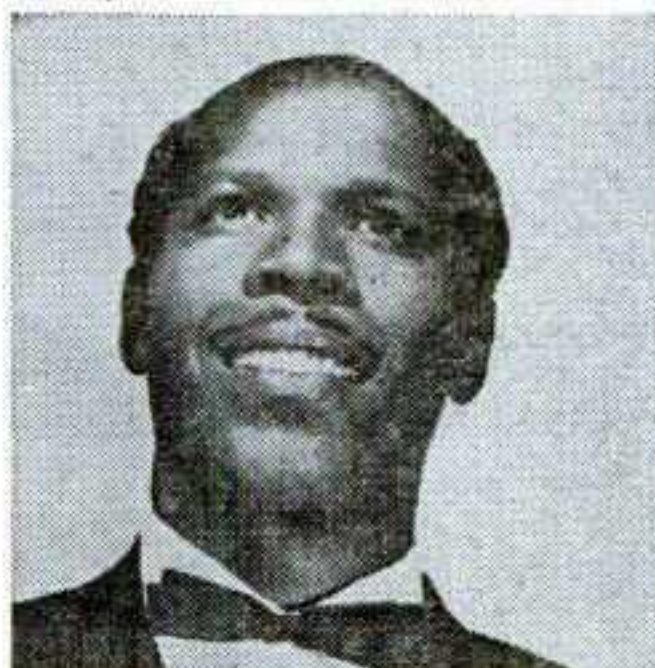
LARRY GREEN



GORDON JENKINS



LOUIS JORDAN



BILL KENNY



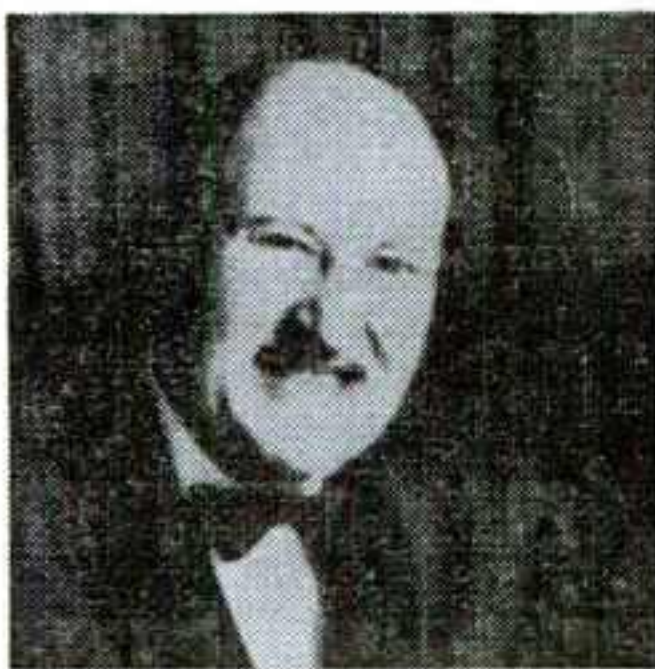
DICK LEE



ROBERTA LEE



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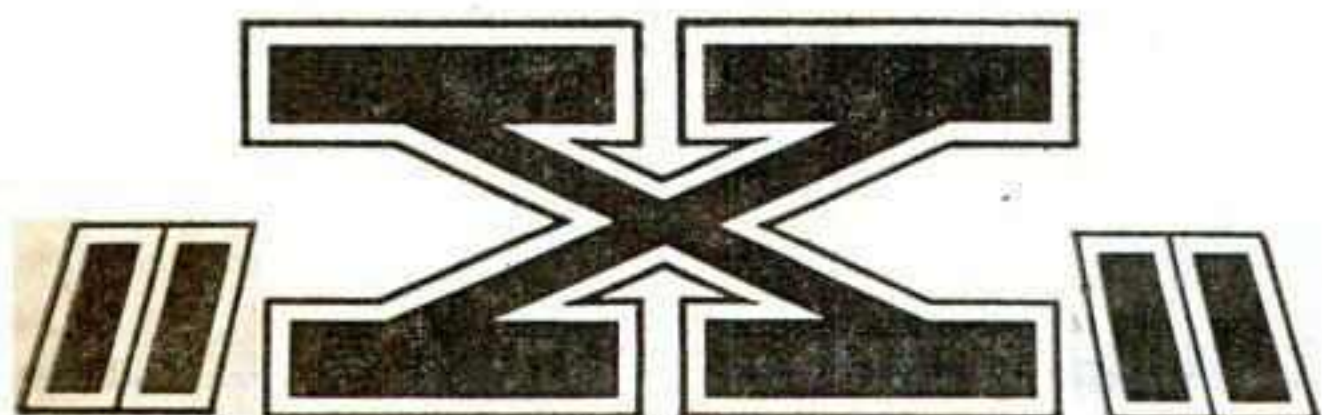
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The Billboard Music Popularity Charts
POPULAR RECORDS

• **Reviews of New Pop Records**

• *Continued from page 88*

NAN WYNN

Hands Off76
VICTOR 6336—The thrush who used to sing those sweet ballads with the late Hal Kemp's ork, makes a comeback effort and the pipes still sell fine. It's a lively, bright pop reading of Jay McShann's r.&b. hit. (Tollie, BMI)

The Lord Is a Busy Man...75
Here's an upbeat offering that moves with an exciting, hand-clapping beat. The voice, best known for its sweet tones, is versatile enough to sell well here and in spite of competing disks, this can pull coin. (Hill & Range, BMI)

NELSON RIDDLE ORK

Lisbon Antiqua76
CAPITOL 3287—A lush piece of orchestral wax featuring a pleasant melody played against contrasting rhythms from solo instruments. Fine string and vocal background sounds add to the rich flavor. (Southern, ASCAP)

Robin Hood...76
Another colorful ork and chorus waxing enters the "Sherwood Forest" sweepstakes. This one should have a good chance to compete favorably. (Official, ASCAP)

THE FOUR KNIGHTS

You75
CAPITOL 3279 — Solid commercial Pat Ballard ballad is handled in ditto soft-shoe style here by the group, with burroom piano lending a hefty assist. (E. H. Morris, ASCAP)

Guilty...74
The money-in-the-bank standard gets the kind of modern group treatment that sells these days. Lead sings with fine feeling and phrasing, abetted by appropriate ooh-wahs, etc., by rest of group. (Feist, ASCAP)

RALPH YOUNG

Arrivederci Roma (Goodbye to Rome)...74
DECCA 29741—The proper nostalgic feeling flows from the side with Young showing plenty of warmth and emotion. Stacks up well with the competition, and could do okay if the import happens here. (Hill & Range, BMI)

The Lord Is a Busy Man...74
Young gives a belting, driving performance on a real jazzed-up version of the much-recorded swiny spiritual. (Connelly, ASCAP)

JUNE VALLI

Don't Tell Me Not to Love You74

VICTOR 6331—A pretty ballad gets the full production number treatment via tender, touching tones building to full vocal climax with big ork and chorus sounds. Good for juke action.
Oh What a Day!...74
Another creditable performance for the gal in the ballad idiom.

ELLIE RUSSELL

I'll Never Stop Loving You74
BELL 1103—Altho the major action on both sides has passed, this 39-cent coupling should do very well on the racks and in many disk shops. Miss Russell is a first-rank talent that deejays might cotton to. (Feist, ASCAP)

Hard to Get...74
As above. (Witmark, ASCAP)

JOE LOCO

Teen-Ager's Wall74
COLUMBIA 40590—On his first disk for the label, Loco comes thru with an item about teen-agers' crazy lingo. It's his own tune and the vocal group sells the lyrics nicely. (Loce, BMI)

Invitation...70
This side is instrumental all the way and spotlights the maestro in some effective pianistics. (Robbins, ASCAP)

PAT KIRBY

Happiness Is a Thing Called Joe...74
DECCA 29733—Great standard is set in fetching arrangement by Jack Pleis, and Miss Kirby does a warm, nicely stylized job with it. If pic plug ("I'll Cry Tomorrow") is strong, and Steve Allen gives vocalist Kirby (now on his show) plugging, disk could do extremely well. (Feist, ASCAP)

Don't Tell Me Not to Love You...69
Less stylized, less effective is this ballad, tho Pleis' backing gives the tune more class than it has. (Pickwick, ASCAP)

TITO PUENTE ORK

Invitation73
TICO 276—A nice full ork sound with added color from vibraphone and a pulsant Latin beat makes this good for dancing or listening.

My Funny Valentine...72
This is more of the slow, suggestive, Latin treatment on a standard that's well suited to this tempo.

ORQUESTA AMERICA DEL '55

Nosotros (We Two)73
PANART 1782—The popular ballad—
(Continued on page 91)

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• **Reviews of New Pop Records**

• Continued from page 90

cha cha gets a potent group and ork rendition here. Just-right tempo and rhythm.
Sube y Baja El Telen
(Cha Cha Cha at the Theater)...72
Dynamic, danceable, authentic cha cha cut in Cuba. The orking here is one of the two brands popular there, the one with strings and flute, along with great chanting chorus. Should do fine.

GINNY GIBSON
If You Want to Make Me Happy...73
M-G-M 12113—The gal sings prettily and the arrangement, featuring the background voices, is smooth and mellow. The wax could find its way on to the juke for good coin action. (Marguerita, ASCAP)
Ooh (How I Love Ya)...70
Here's some bright, smiling singing on an upbeat tune that has r.&b. roots. Flip seems the best bet, however. (Sheraton, BMI)

HERB JEFFRIES
No Arms Can Ever Hold You...73
OLYMPIC 503—Some jocks who may not dig the more poppish warblers on this tune may go for Jeffries' blues-tinged, virile baritone. (GIL, BMI)
Whistling Blues...70
Lyrically, this is a little confusing, but Jeffries is still a swinging shouter, and the Pete Rugolo orking is very colorful. Rates some spins, especially by jazz-oriented jocks.

MARLIN MASON
Kiss Me Sinner...72
CORAL 61517—Miss Mason shows a good feel for a lyric. A sensitive reading of a tune that has its sultry moments. Good talent here. (Tee-Kaye, ASCAP)
Think It Over...72
This side spotlights the gal to good advantage in a jumpy upbeat tune. A handy assist comes from the male vocal back-up. (Advanced, ASCAP)

NEAL HEFTI ORK
Ev'rything I've Got...72
EPIC 9126—The Rodgers and Hart standard gets a fine, swinging treatment from the Hefti crew with good instrumental solos. (Chappell, ASCAP)
Chug-a-Lug...72
Fine clean sounds come thru here on a medium-paced Hefti original. (Hefti, ASCAP)

JULIO GUTIERREZ ORK
Cha Cha Cha Continental...72
PANART 21283—This cutting from Cuba is authentic and ideal for the cha cha dancers. The choo choo effects add interest to the big ork and chorus rendition, in the no-string style.
Al Ritmo De Cha Cha Cha
(Swing to the Cha Cha Cha)...72
A bit brighter, but like the flip, this is as good as any cha cha dance wax around. In the right sectors this should be a big coupling.

TONY RUSSO
Love Is a Many-Splendored Thing...72
Bell 1106—The low-priced (39c) pop hit cover label turns in its usual professionally adequate job on the pic hit. (Miller, ASCAP)
Autumn Leaves...72
Same comment. (Ardmore, ASCAP)

THE MASCOTS
The Little Mustard Seed...72
M-G-M 12107—Tender song with an inspirational message. Okay job. (Robbins, ASCAP)
Nobody's Arms...71
Pretty ballad is chanted tastefully. (Regent, BMI)

FRANK YORK
Love Gone Astray...72
CORAL 61518 — Connie Mitchell flashes fine vocal form in the tea-with-lemon concoction, and York plays a very lush fiddle. Okay for some spins, but unlikely hit the mass market. (Tee-Kaye, ASCAP)
Fiddle Frenzy...70
York's activity here, for the most part, is making his fiddle chirp like a bird. Shades of ZaBach, but one good extended melodic phrase would have helped. (Tee-Kaye, ASCAP)

NELLIE LUTCHER
If I Didn't Love You Like I Do...72
DECCA 29642—A tune and a styling to stir memories. This is handled in Lutchter's own inimitable way, and her many fans will welcome her back to the recording scene after a considerable hiatus. (Regent, BMI)
Whose Honey Are You?...70
Here the singer is irrepressibly gay, and should warm listeners like a snifter of brandy. (Feist, ASCAP)

CAROL HANEY
Nicolasa (Cha-Cha)...72
M-G-M 12098—A novelty with a lot.
(Continued on page 92)

"ONE WAY HEART"



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• Reviews of New Pop Records

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of vocal gimmicks adds up to a humorous ribbing of the cha cha. It all sounds like a lot of fun.
Tell Me, Tell Me, Dream Face (What Am I to You?)...70
The legit star comes thru with a cute novelty. Side has its appeal tho the gal is somewhat limited in the vocal department.

THE NATURALS
Robin Hood...72
M-G-M 12120—The group will have to share the plays with other versions now on the market, but the Sherwood Forest legend gets a bright airing here. (Official, ASCAP)
Dum Da Dee Dum...70
This is an old-fashioned rickety-tick type one-step tune that reminds of "Simple Melody." The mixed group comes thru in good style on a cute side. (Jungnickel, ASCAP)

DON REED
Wasting My Time (Hanging Around)...72
GILT-EDGE 5096 — Reed gives a bright, swingy reading to one of his own tunes. The guy projects well and there's a good assist from the ork. (4 Star Sales, BMI)
I Wanna Be There...69
The singer, who has worked under

other names, gets this one over in a slightly Western style. A pleasant performance. (Randy-Smith, ASCAP)

THE SONGSTERS
Oriental Polka...72
MERCURY 70732—A vocal version of the colorful oriental-twist polka melody. A very charming side. (Mellin, BMI)
My Heart Jumps...66
Rhythmic, but thin stuff. (Mellin, BMI)

FRANKIE CASTRO
Hands Off...71
WING 90034—Tho the voice has a pleasant quality, vocal equipment to sell this low-down r.&b. type material is not in evidence. (Tollie, BMI)
(You Are the Queen)
In the Kingdom of My Heart...70
This is an r.&b. "heartfelt" ballad which is rendered in distinctly pop style. A better showcase for the talent could be found. (LaSalle, ASCAP)

JAN GARBER
Corpus Christi...71
DOT 15426—A bouncy, unpretentious ditty designed for dancing. The arrangement is old-fashioned—and is

all the more attractive for it. (Gallatin, BMI)
Mickey's Melody...69
Another tuneful instrumental that mom and dad will enjoy, if the teen-age hipsters don't. (Randy-Smith, ASCAP)

THE TRACEY TWINS
Flip Flop...70
RESERVE 102—Rock and roll is the style here, and the girls must have used the Grand Canyon for their echo chamber. Side could get attention, however. (Hill & Range, BMI)
Hitch Hike...65
The girls have an appealing quality on this country-style fabrication. It's unlikely to stop traffic, however. (Hill & Range, BMI)

JOHNNY VAN
Blessings...70
CORAL 61519—A very pretty, appealing song of standard quality from the ill-fated "Seventh Heaven." A fine earlier version by Marion Caruso went nowhere, but Van may have some luck. (Chappell, ASCAP)
When They Ask About You...68
An oldie, pleasantly rendered. (Bourne, ASCAP)

RED NICHOLS ORK
Bugler's Lament...70
CAPITOL 3278—Nichols' trumpeting is confined to the bugler's chord, but the backing fills in expressively all
(Continued on page 93)

— DJ's — Thank You — DJ's —

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POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 92

around for a colorful entity. Good trick, but most listeners won't be aware of it. (Longridge, ASCAP)

Glory, Glory... 70

An interesting Nichols arrangement of the "Battle Hymn" with varied tempos and colors using Dixie combo, string ork and chorus. (Beechwood, BMI)

THE PIED PIPERS MEDLEY

Pied Piper Medley... 70

CYMBOL 25002 — Three fine old timers, "Ain'tcha Ever Comin' Back," "Hooray for Love" and "Mam'selle" are piped thru in pretty harmony style by the popular group. Good listening. (ASCAP)

Dream Girl of Theta Chi... 68

The wax tips a hat to the 100th birthday of the fraternity. There's a good harmony sound on a typical collegiate item here and the platter should enjoy some action at the "rah-rah" level. (ASCAP)

THE COMMANDERS

A Foggy Day... 70

DECCA 29630 — A perky, swingy instrumental version of the popular Gershwin perennial. Fine for dancers, and should get good air spins. (Gershwin, ASCAP)

The Bat... 68

Eerie effects surround the swinger portion of this instrumental. Would have been fine for Halloween spots. (Copar, BMI)

BILL DARNEL

Walking on a Tight Rope... 70

REX 777—Cute ditty is based on "Country Gardens," and warbler Darnel negotiates it with a fine bounce. Good backing by Sid Bass' ork and chorus. (Beatrice, ASCAP)

Champagne and Tears... 62

Darnel is less effective in this schmaltzy ballad with some relationship to "Autumn Leaves." (Beatrice, ASCAP)

MILT HERTH TRIO

Jungle Fantasy... 69

M-G-M 12111—A wild, uninhibited side in which organist Milt Herth churns up considerable excitement, all of it set to a peppery Latin rhythm backing. (Duchess, BMI)

Careless Lips... 66

Here the mood is a more restrained, lyric one, with interest sustained by the strong tango beat behind the organist. (Leeds, ASCAP)

TAD BRUCE

Hold on to Your Heart... 68

WATCO 111-13—Tender item from the Columbia pic, "The Crooked Web," is sung with appropriate sentiment. (Coliseum, BMI)

Am I the One... 62

Resonant baritone piping of an okay romantic ballad. (Mellin, ASCAP)

JOHNNY MADDOX

I Never Knew... 67

DOT 15427—This thing started with the orchestration in "Pete Kelly's Blues" and several weeks ago was heavily hyped only to disappear quickly; a fate justly deserved for all versions. (Bourne, ASCAP)

Chicken Reel... 66

Routine cornball piano version of the folk tune. (Gallatin, BMI)

BOB GRAYBEAU

From Somewhere Above... 67

MERIT 1102—This spotlights a good commercial "romantic baritone" on a pleasant ballad offering. (Paty, BMI)

If You Ever Find

Someone to Love... 65
This is a waltz but the vocal treatment is otherwise the same as the flip. Band backup lacks color. (Paty, BMI)

ADRIENNE KENT

Without You... 67

YORK 101 — Aside from sincere efforts made by the gal, there's little

to recommend this version of "Tres Palabras." (Peer, BMI)

I Like It... 65

Very slow-paced affair, which in spite of lyrics that are supposed to be cute, never quite gets moving. (Fifth Avenue, BMI)

LAWRENCE STONE

Without a Word of Good-Bye... 67

VITA 115 — Stone gives a bluesy intonation to this melancholy song, and it comes off quite well. There is r.&b. flavor here that will help the disk commercially. (Largo, ASCAP)

Dark of Night... 64

Another carefully styled song with Stone creating a compelling mood that shows his pipes to good advantage. (Manners, ASCAP)

MIMI MARTEL

My Bambino, She's a He... 66

MERIT 1100—An overly cute novelty with a pseudo-Italian flavor. The quality of Miss Martel's voice and the attractive arrangement are partially redeeming virtues and may appeal to some jockeys. (Paty, BMI)

Gotta Love You Now... 61

The thrush sounds good here, too, but material is very light. (Paty, BMI)

JIMMY CARROLL-EARL WRIGHTSON

If You Believe... 65

VICTOR 6310—The two vet singers team up on a moving ditty with strong religious flavor. Blending has barbershop overtones, and Carroll's tenor has a tendency to stick out. (Tee Pee, ASCAP)

Always Remember (There's

Someone Who Loves You)... 65
Same comment. (Alamo, ASCAP)

ALFRED APAKA-

ROSALIE STEPHENSON

Ke Kali Nei Au

(Hawaiian Wedding Song)... 65
DECCA 29724 — Warm, authentic Hawaiian wax, which should move in its market. (Pickwick, ASCAP)

Beautiful Kahana... 65

Same comment. (King, ASCAP)

GLORIA SHAW

A Torch Won't Light the Way... 65

M-G-M 12112—The singer, in her

first disk for the label, presents material that must be quite effective in dimly lit cabarets, but on records will have only specialized appeal. (Cromwell, ASCAP)

'Til You Remember... 62

Another torch ballad delivered with a kind of sultry nostalgia that might be just the thing for a late radio show. (Ellis, ASCAP)

LOUISE O'BRIEN

Sweet as the Years... 65

E-Z 685—An okay vocal on an appealing ballad, with arrangement on the cornball side. (BMI)

Spend Christmas

With Your Mother... 60

A rather maudlin plea to the wanderer to go back home for the holidays. More sentimental jockeys may give it some spins. (BMI)

• Reviews of New Pop-Christmas Records

GENE AUTRY

Round, Round the Christmas Tree... 77

COLUMBIA 40589—A cute and typical Christmas entry, strictly for the "kiddie" set. A good bet for seasonal action. (Fairway, BMI)

Merry Christmas Waltz... 74

This is a good commercial idea for a tune, and the Autry pipes sound real pretty. Ork and chorus style label it as strictly a pop item. Good for

jocks and the boxes in coming weeks. (Golden West, BMI)

BETTY MADIGAN

We're All Kids at Christmas... 77

M-G-M 12093 — There's a heavy promotion backing this one, involving a contest for listeners, jockeys and distributors, with winners getting a Florida vacation. This fact plus some very pretty vocalizing should assure a share of the loot for the gal.

The Story of Christmas... 74

A simple, delightful melody carries the biblical story, and Miss Madigan gives it just the right clear-voiced, tones to sustain the pious mood.

JONI JAMES

Have Yourself a Merry Little Christmas... 76

M-G-M 12091—The thrush turns out a pleasant chunk of holiday wax here. This version of the older ballad rates watching.

The Christmas Song

(Merry Christmas to You)... 75

Miss James revives a pretty Christmas melody, usually identified with King Cole. Jockeys will no doubt give it a good whirl.

ART MOONEY ORK

Santa Claus Looks Just Like Daddy... 75

M-G-M 12092—Kid voice of Barry Gordon is heard in a novelty about the little boy who saw Santa smoking daddy's pipe, etc. The idea isn't new, but it's a cute side and rates spins.

Nuttin' for Christmas... 75

This is the tune about the small "Peck's bad boy" who has been nuttin' but bad. Other versions are out, but this will get its share of the action.

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Review Spotlight on...

ALBUMS

Popular

SINCERELY YOURS (1-12") - Liberace. Columbia CL 800

Liberace's new LP is taken from the sound track of his first movie "Sincerely Yours"—a remake of an old George Arliss picture. The film will be backed by extravagant ballyhoo, so dealers should be able to cash in heavily on the pic tie-up. The selections run the usual extensive Liberace range from Mozart to Gershwin, and from Chopin to the "Beer Barrel Polka," with the pianist warbling a few tunes here and there, including the title ballad. Should bring lots of customers into the stores.

Documentary

I CAN HEAR IT NOW: WINSTON CHURCHILL (1-12") - Edward R. Murrow, Narrator. Columbia ML 5066

Another in the tradition of great disk documentaries, this set should quickly take off as a runaway best-seller, bringing into stores people not usually addicted to record buying, as well as those with regular wax budgets. It's an imposing accomplishment, this LP, tracing the career and a good part of this century's history thru the actual voice of Churchill, who had much to say on many topics. The late war, of course, comes in for most attention. Murrow's commentary is spare and to the point. The disk is held in a hard-cover booklet featuring many photos. An ideal set for display.

Classical

HOROWITZ PLAYS CLEMENTI SONATAS (1-12")-Vladimir Horowitz, Piano. RCA Victor LM 1902

Who plays Clementi today except piano students? Well, many more may tackle these Beethovenesque works after this welcome revival. They couldn't be in more sympathetic hands. Two things to remember here. There will be a novelty interest in the repertoire. But more importantly here is one of the few new recordings cut by Horowitz in recent years and there is a large audience awaiting anything he chooses to release. Most any classical outlet can do a big job with this LP in the next few months.

Country & Western

WEBB PIERCE (1-12")-Decca DL 8129

If any package can sell big in the country field, this is it. Pierce for a long time has been without question the most consistent seller in the field, virtually every one of his singles making the best selling charts—many of them number one. This package includes such recent items as "In the Jailhouse Now," plus 11 others including "Even Tho," "I Don't Care," "You're Not Mine Any More," etc. A must for the country trade, with many plus sales in metropolitan areas.

Best Selling Popular Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

LP'S

1. LOVE ME OR LEAVE ME—Doris Day Columbia CL 710
2. IN THE WEE SMALL HOURS—Frank Sinatra Capitol W 581
3. OKLAHOMA!—Sound Track Capitol SAO 595
4. LONESOME ECHO—Jackie Gleason Capitol W 627
5. MISS SHOW BUSINESS—Judy Garland Capitol W 676
6. MEET ANDRE KOSTELANETZ Columbia KZ 1
7. SO SMOOTH—Perry Como RCA Victor LPM 1085
2. RED HOT AND COOL—Dave Brubeck Quartet Columbia CL 699
9. JUST FOR LOVERS—Sammy Davis Jr. Decca DL 8170
10. HARRY JAMES IN HI-FI Capitol W 654
11. JACKIE GLEASON PLAYS ROMANTIC JAZZ Capitol W 568
12. POP SHOPPER RCA Victor SPL 12-13
13. PETE KELLY'S BLUES—Peggy Lee & Ella Fitzgerald Decca DL 8166
14. MUSIC FOR LOVERS ONLY—Jackie Gleason Capitol H 352
15. PETE KELLY'S BLUES—Jack Webb RCA Victor LPM 1126

EP'S

1. LOVE ME OR LEAVE ME—Doris Day Columbia EPB 540
2. IN THE WEE SMALL HOURS—Frank Sinatra Capitol EBF 581
3. MUSIC FOR LOVERS ONLY—Jackie Gleason Capitol EBF 352
4. OKLAHOMA!—Sound Track Capitol SDM 595
5. OUR TOWN—Frank Sinatra Capitol EAP 1-673
6. THE STUDENT PRINCE—Mario Lanza RCA Victor ERB 1837
7. LONESOME ECHO—Jackie Gleason Capitol EAP 627
8. SOMETHING COOL—June Christy Capitol EBF 516
9. PETE KELLY'S BLUES—Peggy Lee & Ella Fitzgerald Decca ED 2269
10. SO SMOOTH—Perry Como RCA Victor EPB 1085
11. STARRING SAMMY DAVIS JR. Decca ED 2214-6
12. PETE KELLY'S BLUES—Jack Webb RCA Victor EPB 1126
13. PETE KELLY'S BLUES—Ray Heindorf & Matty Matlock Columbia B 2103-5
14. JUST FOR LOVERS—Sammy Davis Jr. Decca ED 2285-7
15. POP SHOPPER RCA Victor SPC 7-13

Best Selling Children's Records

1. SIAMESE CAT SONG; LADY AND THE TRAMP—Peggy Lee K 149
 2. LADY AND THE TRAMP Capitol DBX 3056
 3. BALLAD OF DAVY CROCKETT—Fess Parker Columbia J 242
 4. SELECTIONS FROM "THE NUTCRACKER SUITE"—Kostelanetz Orchestra Columbia J 214
 5. PETER PAN (Walt Disney) RCA Victor Y 4001
 6. WOODY WOODPECKER MEETS DAVY CROCKETT—Mel Blanc Capitol CAS 3236
 7. OPEN UP YOUR HEART—Cowboy Church Sunday School Decca K 146
 8. NOW WE KNOW, VOLS. 1-3 Columbia J 235-7
 9. WHALE OF A TALE—Kirk Douglas Decca K 148
 10. PETER AND THE WOLF—Sterling Holloway RCA Victor Y 386
 11. BALLAD OF DAVY CROCKETT—(Tennessee) Ernie Ford Capitol CAS 3229
 12. LITTLE WHITE DUCK—Burl Ives Columbia J 85
 13. TEDDY BEAR'S PICNIC; I'M A LITTLE TEA POT—Frank De Vol Capitol CAS 3083
 14. SONGS FROM DISNEYLAND—Cliff Edwards Decca K 151, 152
 15. JOHNNY APPLESEED—Dennis Day RCA Victor Y 390
- "Classical Possibilities" do not run this week.

Reviews and Ratings New Classical Releases

RACHMANINOFF: FOUR PIANO CONCERTOS; RHAPSODY ON A THEME OF PAGANINI (3-12")—Sergei Rachmaninoff, Piano; Philadelphia Orchestra; Leopold Stokowski, Eugene Ormandy, Conds. RCA Victor LM 6123 80

All but one of these works, the Third Concerto, have been available in LP readings by the composer, but their grouping in this definitive package gives them new sales energy. None has ever questioned the great pianism of Rachmaninoff, and his interpretations of his own compositions will be looked on as the standard of performance. The rather primitive sound on the "Rhapsody" side (it's over 20 years old) puts up only the slightest bar to the solid enjoyment of the driving and scintillating performance, as is the case with the even older etching of the Second Concerto (1929). The booklet of comments by Abram Chasins adds to the appeal. A must for every store doing classical business.

MOZART: IN THE GARDENS OF MIRABELL (1-12")—Columbia Symphony Orchestra; Bruno Walter, Cond. Columbia ML 5004 78

The gardens of Mirabell in Salzburg have been the scene of many Mozart concerts and so figure somewhat appropriately as a catch-all title for this attractive collection of the composer's shorter works. In any case there are wonderful

(Continued on page 97)

PAGANINI: VIOLIN CONCERTO NO. 1; VIOLIN CONCERTO NO. 2 (1-12")—Ruggiero Ricci, Violin; London Symphony; Anthony Collins, Cond. London LL 1215 77

Collectors of fiddle music will have to fight a strong urge not to add this disk to their libraries. As technician Ricci has few peers and few works are designed to show off his talents so appropriately as this pair of concertos (they've never been available back to back). The soloist offers a fabulous virtuoso display in the first concerto, performing with greater flair than on the more calculated flip. The first concerto, too, is a great favorite of many listeners not particularly dedicated to the violin. This LP faces a rosy sales future. The old Ricci reading of the D Major (on another label) won't slow up this one.



PAT BOONE, who was named favorite new male singer by balloters in the annual Billboard Disk Jockey Poll.

Reviews and Ratings of New Popular Albums

THE VOICE 82
Frank Sinatra (1-12")
Columbia CL 743

Frank Sinatra is one of the hottest attractions right now both on singles and in the album field and Columbia should chalk up plenty of sales on this collection of reissues which the crooner recorded a few years ago. The LP includes 12 standards, with Sinatra contributing his usual warm, expressive vocal treatments on "Try a Little Tenderness," "Laura," "I Don't Know Why," "She's Funny That Way," "That Old Black Magic," etc. Deejays have been spinning the original wax for years, and the current reissues should get heavy jockey play. The color cover photo of Sinatra is one of the best portraits ever taken of the singer, and an eye-catching display item.

STRAUSS WALTZES FOR DANCING . . . 75
George Liberace and his Ork (1-12")
Columbia CL 738

An extremely colorful liner cover, the magic of the Liberace name and the wide appeal of the Viennese waltz, combine to make this a relatively potent entry. In all, there are 12 selections, including "Tales From the Vienna Woods," "Blue Danube," "Voices of Spring," "Artist's Life," and "Emperor Waltz," all handsomely orchestrated to fill the living room with a load of colorful listening. Should enjoy substantial action.

CHAMPAGNE FOR DINNER 74
Armando and his Ork (1-12")
RCA Victor LPM 1122

Like other Armando albums, this one wraps his sophisticated piano musings in soft, silky strings and provides the perfect background for the intimate supper or the quiet, relaxed evening at home. The comparison in the liner notes of this bubbly Continental, music to champagne is not at all far fetched. Eight of the selections in this set are from Armando's own pen and are not out of place in the company of "Man I Love," "I Only Have Eyes for You." The fine art-

work of the cover adds to the obvious commercial appeal of this LP.

LATIN-AMERICAN FAVORITES 73
Jimmy Dorsey Ork; Bob Eberly, Helen O'Connell (1-12")
Decca DL 8153

Decca has packaged 12 of Jimmy Dorsey's most famous old sides from the early '40's, including such all-time clicks as "Amapola," "Tangerine," "Maria Elena," "Yours" and "Green Eyes." The LP is loaded with nostalgic appeal and should fare well sales-wise. A big extra sales plus is the cover—a striking color photo of an Ava Gardner-type brunette in a peek-a-boo treader jacket.

MELODIES BY AL HIBBLER 72
(1-12")
Marterry LP 601

Hibbler's success on Decca will probably move some of these LP's off the shelves. In this album Hibbler sings an assortment of standards and odds and ends—the performance and engineering in some cases being most interesting, and in others indifferent. Unfortunately, the liner notes give no clue to the vintage and personnel on the sides, but jazzophiles are likely to ascertain some information from internal evidence. Several of the sides are of truly historical appeal.

MY KINDA LOVE 70
Sarah Vaughan (1-12")
M-G-M E 3274

M-G-M has collected and packaged a dozen standards by Sarah for this package, including "Tenderly," "If You Could See Me Now," "I'm Thru With Love," etc. Sarah, of course, exhibits her delicate phrasing and tonal quality. In the past year, she has developed something of a pop market, in addition to the jazz cult which have always been partial to her. A fair sale may be expected.

NOW THE DAY IS OVER 69
Jesse Crawford at the Organ (1-12")
Decca DL 8054

The "poet of the organ" offers a collection of the best-loved hymns, styled for the Sunday quiet hour at home. The numbers have been chosen and played with taste and dignity and they include many real favorites like "Now the Day Is Over," "He Leadeth Me," "Nearer My God to Thee," "I Love to Tell the Story," "Rock of Ages" and "Blest Be the Tie That Binds." Dealers may grab extra sales by suggesting the disks for use by local funeral establishments.

RADIO PROGRAMME II 64
(1-12")
Folkways FP 86-2

Max Ferguson is a clever young man who works as a CBC announcer in the Canadian network's Halifax outlet. The character, "Rawhide," described as a "Westerner with a shady background, age unknown," is one of the many voices used by Ferguson to keep his audiences howling. This LP contains tapes on four different episodes of his show, each one illustrating different characters portrayed by Ferguson in his thumbnail dramas. Highlighted by a take-off on "Wuthering Heights," the disk offers plenty of amusing moments. Collectors of



ARTIE SHAW, whose "Stardust" waxing has been named all-time great standard record in this year's disk jockey poll.

unusual recorded items will get kicks from it.

Christmas

HAPPY HOLIDAY 82
Jo Stafford (1-12")
Columbia CL 691

This is a most attractive package which finds the popular thrush happy, then reflective and finally reverent, as she sings the songs of Christmas to her own little boy. The numbers range from "Happy Holiday," "Winter Weather," "Let It Snow," "Winter Wonderland," and "Toyland" to the touching Appalachian ballad, "I Wonder as I Wander" and finally to such carols as "O Little Town of Bethlehem" and "Silent Night." It's a great collection of material and the cover art is attractive and colorful. Has plenty of the ingredients for healthy holiday sales.

THE VOICES OF CHRISTMAS 80
The Voices of Walter Schumann (1-12")
RCA Victor LPM 1141

Walter Schumann has a strong following, and this LP should rack up considerable sales during the Christmas season. The voices sing 19 yule themes—ranging from the traditional "God Rest Ye Merry, Gentlemen" and "Hark! the Herald Angels Sing," to the more recent "Rudolph the Red-Nosed Reindeer" and "Frosty the Snow Man"—with their usual purity of blend and admirable precision. Great jockey programming for the holidays.

JOY TO THE WORLD (BELOVED CHRISTMAS MUSIC FOR ORGAN AND CHIMES) 70
Richard Ellsasser, Organ (1-12")
M-G-M E 3271

The young organist brings a rich, full and positive sound from the pipe organ of the Hammond Museum in Gloucester, Mass., in presenting this collection of delightful carols. Some are the best known of all, others are not so familiar, but equally listenable for Christmas. Organ sound is enhanced in several selections by the addition of Deagan electronic chimes.

LIONEL BARRYMORE AS EBENEZER SCROOGE IN "A CHRISTMAS CAROL" 79
(1-12")
M-G-M E 3222

Most everyone has heard Lionel Barrymore tell the famous Dickens

(Continued on page 97)



GEORGE SHEARING, whose combo was named favorite small instrumental group.

RITA RAINES

sings
The Hit Ballad
of the Year

"UNTIL DEATH DO US PART"

(formerly the Wedding Song)

DEED #1006



VOX JOX

By JUNE BUNDY

WOV'S JAMBALAYA: WOV, New York, conducts one of the most unusual blocks of remote platter programming in the country from 9 p.m. to 3 a.m. Monday thru Saturday. The show originates from the Palm Cafe in Harlem, where WOV has installed a fully equipped broadcasting studio. Leigh Kamman emcees the show from midnight to 3 a.m., while Jack Walker takes the mike from 9 to midnight. Kamman's "Life Begins at Midnight" spotlights requests, American dance and jazz music played and recorded overseas by European artists and typical r.&b. platters during the first two hours. These are followed by new releases from 2 to 2:45 a.m. and closing with a 12-minute period of soft lights and sweet music disks. During the first two-hour period Leigh interviews cafe patrons via studio and hand mike. These interviews provide stimulating on-the-air material, since the Harlem nitery regularly caters to everybody from Duke Ellington and Sarah Vaughan to Eng-

lish band leader Johnny Dankworth and Dorothy Kilgallen.

CONTEST GIMMIX: Webb Russell, KGW, Portland, Ore., is running a "Dixie Ain't Dead" contest, with prizes awarded for the best letters from listeners telling why they like Dixie music. According to Webb, his boss "wants to hang Dixielanders from the nearest music rack!" but Webb hopes mail pull on the contest will change his mind. . . . Bob Gadbois, KAVR, Apple Valley, Calif., is asking listeners to submit lists of 10 disks which they think would make a well-balanced half hour on his show. Frank Sinatra albums are awarded to winners, and Gadbois reports the response is good.

Jack Lawrence, WMNB, North Adams, Mass., recently ran a "Cuban Pete" contest, featuring Dezi Arnaz's waxing of the tune.

Dialers were asked to submit drawings or written descriptions of what they thought Cuban Pete looked like. . . . John Fink, KBLI, Blackfoot, Idaho, gives away merchandise prizes (contributed by local merchants) to listeners who can identify mystery platters and artists. "I often play a song by an artist who sounds like several others," says John. "I received 37 calls on a Lou Monte disk, with listeners guessing everybody from Billy Eckstine to Nat Cole. . . . When Dick Smith, WORC, Worcester, Mass., plays new releases, he invites listeners to call a special studio number and advise him whether to save the platter or break it. If they advise the latter, he smashes the record right on the air. "Ratio on 'record breakers' is about five 'saves' to one 'break,'" notes Dick, "but I'm getting the reputation as the meanest deejay in Worcester."

THIS 'N' THAT: Ed Penney, WTAO, Cambridge, Mass., has a new Decca platter out. He narrates his own song "What Is Christmas?" on one side, while the flip features another Penney tune, "Lonely Old Shepherd," recorded by the Frank Davino Chorus. . . . Dave Drew, WTAX, Springfield, Ill., is trying to replace some theme records, namely one or more copies of "Pipe Dreams" by Tommy Reynolds orchestra on the Okeh label.

Bob Corley, WQXI, Atlanta (who played the comedy role of Beulah in the show of the same name over ABC in 1947), has been signed for a speaking role in Walt Disney's new movie "The Great Locomotive Chase." . . . Bob Rigger, KGEZ, Kalispell, Mont., writes, "We received about 55 records in the past week, and they were all so bad we've decided to give up and start playing only the very best music we've got." . . . Just for kicks, John Martin, WAGS, Bishopville, S. C., notes, "I stand up to do all my shows now. Find it more relaxing." . . . Sandy Singer, KCRG, Cedar Rapids, Ia., has opened a record shop, the Sandy Singer Record Center. Ralph Flanagan guested on Singer's show opening day and also made a personal appearance in the store.

MOVIE TIE-UPS: Jack Webb's new picture, "Pete Kelly's Blues," is a natural for deejay tie-ups, and several spinners have worked out successful promotions in conjunction with local screenings of the film. . . . Frank Gordon Tucker, for instance, at WCOV, Montgomery, Ala., writes, "Last week WCOV celebrated 'Pete Kelly's Day' in co-operation with one of the local theaters. We devoted the entire broadcasting day to playing of top hits of the 1920's, especially 1927, the main year of the picture. Yours truly called Jack Webb in Frisco and conducted a 12-minute interview with him on a special program. The whole affair was quite off the beaten

(Continued on page 96)

I Don't Want To Ever Be A Princess

Words and Music by
Spade Cooley and
Eddie Brandt

Slowly

I don't want to ev-er be a prin-cess
If I have to spend my life a-lone.
I don't want to ev-er be a prin-cess - With-out a
true love - to call my own.
I don't want the world and all its trea-sures
If it means the two of us must part, 'Cause,
if I were a prin-cess, e-ven though I loved you, I
could-n't be the queen of your heart.

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'THE LORD IS A BUSY MAN'

"Boom, I'm In Clover" #1007



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Hollywood, Calif.

VOX JOX

Continued from page 95

track and went over big with our listeners." A similar station-theater tie-up on the "Pete Kelly" film was conducted by WBTV, Danville, Va. Roni Landry, of that station, gave away 25 theater passes every day on his show, and all the deejays programmed the title song regularly. . . . In line with all this, Fred-

dy Marshall, WNAV, Annapolis, Md., writes, "Did you know that 'Pete Kelly's Blues' was used as a dramatic theme on an old Jack Webb cops 'n' robbers show, 'Pier 13,' over CBS' San Francisco radio outlet?"

Meanwhile, Hernando, who conducts "Hernando's Hide-away" over WXXA, Buffalo,

recently went all out on a promotional tie-up with RKO in conjunction with local showings of "The Treasure of Panco Villa," a Shelley Winters-Rory Calhoun film. Hernando plugged the opening of the picture for two weeks in advance, and broadcast a special two-hour show from the theater lobby the night of the broadcast. Dressed in Mexican costume, he was driven to the theater in a 1956 Pontiac and gave away 150 records in the lobby during his broadcast.

TEEN-AGE DRAWS: Jockeys are constantly coming up with new format and personal appearance gimmicks to woo the teen-age trade. . . . Elzer Marx, WITY, Danville, Ill., conducts "Deejay for a Day," an hour dedicated to the teen-ager. The youngsters handle the show themselves, calling Marx to schedule them for the first open hour. The show is so popular, Marx says, "I've been scheduled five months ahead from the very start." He has another teen-age show, "High School Roundup," which features disks and news about local high school activities.

Ron Mott, WPRS, Paris, Ill., honors a different school each week on his show. He plays their favorite tunes every day and interviews a student delegate at the end of each week. "This keeps my mail up to normal," writes Mott, "and draws many new fans." . . . Dick Drury, WFIN, Findlay, O., staged a teen-age dance and show at the local armory last month. . . . Mike McManus, Binghamton, N. Y., incorporated a half hour "Salute to the Schools" seg on his "Sunrise Serenade Show" and salutes a different educational institute every day. "Results, listener and letter-wise," writes Mike, "have been phenomenal."

During the summer months Gene Newbern, KBRS, Springdale, Ark., kept the studio doors open at night so youngsters could attend his 9 to midnight "Saturday Night"

YESTERYEAR'S TOPS—

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

- NOVEMBER 10, 1945
1. Till the End of Time
 2. It's Been a Long, Long Time
 3. I'll Buy That Dream
 4. That's for Me
 5. On the Atchison, Topeka and Santa Fe
 6. Along the Navajo Trail
 7. Chickery Chick
 8. I'm Gonna Love That Guy
 9. How Deep Is the Ocean?
 10. It's Only a Paper Moon
 11. It Might as Well Be Spring
 12. If I Loved You
 13. Love Letters
 14. (Did You Ever Get That Feeling) in the Moonlight
 15. Gotta Be This or That
- NOVEMBER 4, 1950
1. Harbor Lights
 2. All My Love
 3. Goodnight, Irene
 4. Nevertheless
 5. Mona Lisa
 6. Thinking of You
 7. Bushel and a Peck, A
 8. Play a Simple Melody
 9. An Orange Colored Sky
 10. Our Lady of Fatima

dancing party. The kids danced in the studio, and Newbern interviewed one teen-age guest at a time. . . . Walt Kalata, WPLY, Plymouth, Wis., resumes his "A-Lotta-Kalata" show November 26. The weekly teen-age program spotlights a record panel, with five teen-agers grading the new releases. Youngsters also appear as guest deejays, and Walt airs a taped report on the top disk in his city by a deejay from another area. Incidentally, Kalata is inviting deejays across the country to submit tapes to him (which he will return) for the show.

Bob Dingman, WSPN, Saratoga Springs, N. Y., takes his show around to local dances on Friday and Saturday nights. . . . Joe Silva, WICK, Scranton, Pa., also is on the dance kick and presents a weekly affair at a local city dance hall, spotlighting r.&b. and c.&w. disks. Records are given away as door prizes, and Silva reports a surprising number of parents show up at the dance with their teen-age children. . . . John Turner, KVMA, Magnolia, Ark., has a new show tagged "Strictly for Teens," wherein the kids elect a deejay from their own ranks every week. The junior jockey reports on local school news and spins request platters. The ailer is sponsored by a local teen-dress shop.

Bill West has started a new show, "Caveman Capers," run by and for students of Carlsbad High School, featuring news about local campus activities and disk requests. . . . Tommy Richards, recently appointed publicity and promotion chief of KRHD, Duncan, Okla., writes to tell us about the big drive the station staged recently to raise traveling funds for the local high school band to attend a football game in another city. The drive was climaxed by a pledge request show, with listeners contributing to the fund when they requested a record. . . . All of the deejays engaged in teen-ager activities point out that such participation helps to combat juvenile delinquency problems in their respective cities. Richards specifically notes that plans at his station are under way to present a transcribed discussion of such problems on the air, with a rotating panel consisting of two adults (teachers, parents and ministers) and two students.

VITAL STATISTICS DEPARTMENT: Deejays married (or about to be) this season include Jeff Lane, WKMI, Kalamazoo, Mich., and Margaret Griffith, October 1; Bob Beringer, WOKY, Milwaukee, and Elaine Bodenhausen, February 18, 1956; Hilary (The Old Timer) Bogden, WJAS, Pittsburgh, and Patricia O'Hanlon, of KQV, same city, November 15; Johnny Reddy, program director of WOKY, Milwaukee, and Barbara Dorr, October 8.

The most interesting birth announcement this season was made by Gene Edwards, WRIT, Milwaukee, who let his listeners in on the impending stork visit and asked them to write and guess the date on which the baby would arrive. . . . Other recent deejay-baby arrivals are as follows: the Buddy Klings, KATY, San Luis Obispo, Calif., a girl, Melody Ann; the Russ Blairs, WTXL, West Springfield, Mass., a boy, Barry Blair; the Neil Maeks, WGUY, Bangor, Me., a son, Jay; the Did Dwyers, KAMO, Rogers, Ark., a son, Mike; the Dick Smiths, WORC, Worcester, Mass., a son, Steven Richard; the Bob Elliotts, KENT, Shreveport, La., a daughter, Vicki Jenee; the Larry Carles, WOND, Pleasantville, N. J., a boy, Dennis Stephen; the Bob Howards, WNER, Five Oaks, Fla.

CHANGE OF THEME: Greg Finn has taken over the morning show on WORL, Boston. . . . The Bill Powells (he spins 'em over WILY, Pittsburgh), welcomed their fifth child, Gerald Anthony Powell, last month. . . . Jay Giles is back before the WSOY, Decatur, Ill., mikes with a daily

(Continued on page 97)

Bowery

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Juan Panalle

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—A beautiful haunting wax by a gal whose songs I can't resist.—DON BELL, KRNT, Des Moines.
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VOX JOX

three-hour afternoon show, a nightly program and a two-hour Sunday matinee. . . . John Harvey has added another half hour on KGO, San Francisco, giving him three and a half hours of airtime daily. . . . Wes Vernon, KBMY, Billings, Mont., recently extended his "Night Train" show an extra hour, from 9:25 p.m. to midnight Monday thru Friday, while his after-midnight show, "Dream Time," will continue to be aired from 12:05 a.m. to 1 a.m. Tuesday thru Saturday.

Bob Bradley was appointed music librarian at WLOL, Minneapolis. . . . Music librarian Ed Webb, KHBC, Okmulgee, Okla., is setting up a separate record library for the station's new remote studios in Henryetta, Okla. . . . Jack Friel, WBTA, Batavia, N. Y., is set to do a remote show from a local restaurant, with patrons invited to fill out disk request cards at the tables. . . . Howard Edwards, KONO, San Antonio, has added another 45 minutes, which makes his show now run three hours across the board.

Rick Moran, former disk promotion man in Chicago, has joined KCOG, Centerville, Ia., with a three-hour deejay show on Saturdays and an hour-and-a-half show at night. . . . Ed Price has left WHLM, Bloomsburg, Pa., to enter the U. S. Army. Dale Fulmer has taken over his show. . . . Art Laboe, after seven years as a free-lance deejay, has signed to spin 'em exclusively for KFVB, Hollywood. . . . Bob Dickson is moving his "Breakfast With Bob" show from KIOX, Bay City, Tex., to KBRZ, Freeport, Tex., where he will also assume the status of program director. . . . Bill Gordon has exited from KROD-TV, El Paso, Tex., to become program director of KEPO, El Paso, while Ted Quillan, formerly with KFLP, El Paso, has joined KEPO as a "personality deejay."

Ted Arnold, WNEK, Macon, Ga., has added a new two hour evening show. . . . Roy Roberts has left WTPS, New Orleans, for WSMB, same city. . . . Bob Wells celebrated his 10th year at WEBR, Buffalo, October 24, and the station tossed a special week-long party in honor of the event with special programming and guest stars. . . . Willard Howell, WLFA, La Fayette, Ga., has returned to his two morning shows after an appendectomy. . . . Dick Bradley, ex-

staffer at WGAN, Portland, Me., has moved over to WLAM, Lewiston, Me., In addition to a night show, Bradley will handle a "virtual duplication of the late Glenn Miller's 'Moonlight Serenade' show," with Bradley spotlighting voice tracks of the late band leader.

• Reviews and Ratings of New Classical Releases

• Continued from page 94

performances of the perennial "Eine Kleine Nachtmusik" (perhaps the best on disk) several overtures, minuets and German dances. Walter is a Mozart specialist and connoisseurs as well as quondam buyers can be offered this LP with satisfactory results.

SIBELIUS: SYMPHONY NO. 4; SYMPHONY NO. 5 (1-12")—Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 504576

Ormandy's musical forays have ranged far and wide, but he has committed little Sibelius to vinyl. This issue, therefore, will be of special interest to the many followers of both the composer and conductor. They'll find here glowing and sympathetic readings of this deeply personal music, all captured in sound that is of the very best. Here's an item that will settle down after the initial sales flurry to sustained action over a long period.

WIDOR: ORGAN SYMPHONY NO. 5 (1-12")—Felke Asma. Epic LC 3156 . . .64

This is the first recording of Widor's Fifth Organ Symphony, whose concluding movement, "Toccata," is the most popular of all his compositions. The Symphony is a work on a grand scale, masterfully exploiting the vast potentialities of the modern instrument. Its first movement seems to overpower Asma, for while its noble architecture stands forth in clear relief, it is untidy in detail and haphazardly phrased. The slower middle movements—and the showy Toccata, as well—are more satisfactory and are worthy of careful study by organ music fanciers. The instrument is that of the Old Church in Amsterdam.

Gratis Disks

• Continued from page 42

improving. We attribute this improvement to continued effort on the part of the record industry to supply stations with the records they need at reasonable cost, and to a more co-operative spirit on the part of station management toward sharing in the cost of disk jockey promotional record services.

Benjamin A. Hubley, station manager, WBTV, Bennington, Vt.: I think record companies would be wise to arrange with local record dealers for controlled provision of pop singles to stations for promotion use."

Package Services

John Carl Morgan, manager, WFVA, Fredericksburg, Va.: "I'm completely in favor of the present record industry system of subscription service. Makes me feel more independent in what we play and am certain more of the small market stations are able to receive new releases since they pay for the manufacturer's out-of-pocket costs. . . ."

General manager, KLPW, Union, Mo.: "Believe package deals with record companies are far better than subscribing to a transcribed library. I've used both at previous stations. . . ."

Assistant manager, CHLO, St. Thomas, Ontario: ". . . We find LP's the best source for the music we wish to play and are eager to arrange for regular shipments of new releases under the type of plans introduced by several of the companies. . . ."

• Reviews and Ratings of New Popular Albums

• Continued from page 94

story at one time or another, yet it's one that can always bear repeating, and besides there is a new crop of youngsters each year who just have to hear it. This disk, a pick up from 10-inch, is the answer. The flip contains nine popular carols sung by the Coventry Choir, all done in a way that captures the Christmas spirit. An attractive liner helps make it almost a strong "new" package.

Jazz

HANK MOBLEY QUARTET77

(1-10")
Blue Note LP 5066
The facility, imagination and intelligence of this young tenor saxophonist seem ever more impressive. The jazz public is beginning to become aware of his qualities, and he is showcased here in five fascinating originals (plus "Love for Sale") that reveal him to be a talented composer, as well. His crisp phrasing, his warm tone, his rhythmic buoyancy and his ability to improvise at astonishingly rapid pace stand out. Thruout he has tremendous rapport with his colleagues: Horace Silver, Doug Watkins and Art Blakey, with whom he has made several other LP's.

DIXIELAND FAVORITES70

(1-12")
Preacher Rollo and the Five Saints
M-G-M E 3259
Drawing upon material previously released in several 10-inch LP's, Rollo is heard in a dozen perennials. Selections included: "Tiger Rag," "Trombonium," "Ostrich Walk," "Ballin' the Jack," "Sweet Georgia Brown," etc. A Dixieland anthology that makes a good program for the beginning collector.

Country & Western

JIM REEVES SINGS76

(1-12")
ABBOTT LP 5001
Jim Reeves, now on the Victor label, sings on this Abbott package many of the tunes which established him in the country market the past year or two. These include such smash sides as "Mexican Joe" and a number of successful items including "Drinking Tequila," "Penny Candy," "The Wilder Your Heart Beats." Should have a good sale now that the c.&w. market is gradually turning to 12-inch LP's.

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THE NATION'S MOST PROGRAMMED
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TURNTABLE

THE MAGAZINE FOR THE DISK JOCKEYS OF AMERICA

We will see you at the CONVENTION in NASHVILLE The Editors

The TURNTABLE will be published in the sole interest of the disk jockeys of America. You will have an active part in the news of this magazine regardless of the type records you spin. There will be separate sections for popular, country & western and rhythm & blues disk jockeys. Remember, you only have to subscribe to this magazine for one year at \$2.00 to be included in all the new releases, features, photos, etc. It will be the best investment you will make this year. YOU CAN NOT AFFORD TO BE WITHOUT TURNTABLE MAGAZINE. ACT NOW!

Every Disc-Jockey, BIG or SMALL, will be included. Will You?

Some of the DJ Comments to date:

" . . . I think it is a wonderful idea." —Asher Sizemore, WCBC—Anderson, Ind.

" . . . Should be the greatest thing out, as the DJ's are in bad need of a magazine of this type." —Curley Gurlock, CJCA—Edmonton, Canada

" . . . It will help keep DJ's posted on all promos and gimmicks." —Kenny Vincent, WEOL—Lorain, Ohio

" . . . It will certainly give us the much needed material required for DJ shows. I welcome it with open arms." —Jean DeVilliers, CFCL—Timmins, Canada

" . . . We've needed a magazine like this for some time. It should help greatly in regards to programming ideas." —Mike Heuer, KMA—Shenandoah, Iowa

" . . . I think it will bring the huge network of DJ's close together." —John Skelly, CFJC—Kamloops, Canada

" . . . It can summarize data now flowing from record companies, artists, etc. It can attempt to dignify the record-programming profession." —Ray Perkins, KIMN—Denver, Col.

" . . . It's fine for the exchanging of ideas & new pointers." —Jonas Bridges, WKMT—Kings Mountain, N. C.

Over 70% of the Disc Jockeys contacted have subscribed and approved this magazine idea.

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COUNTRY TALLY

C.&W. Faves Differ From Most Played

In the country and western field, as in pop, the jockeys' favorite artists and recordings were not necessarily those most played during 1955. According to the new poll, the deejays' own favorite warbler is Eddy Arnold (RCA Victor), who, like last year, is followed by Decca's Webb Pierce. Pierce, however, garnered far more plays during the semester, as determined by a recap of The Billboard's "Most Played" charts.

Pierce's showing, which repeated his 1954 performance, this trip was sparked by the incredible, long-lasting success of his smash "In the Jailhouse Now," which rode all of the charts most of this year. "I Don't Care" was his next best, followed by "More and More." The No. 2 record of the year, spin-wise, was Carl Smith's "Loose Talk" on Columbia, which helped boost Smith into the No. 2 spot in the "Most Played Artists" listing.

Porter Wagoner's first hit on Victor, "Satisfied Mind," which beat out a number of competitive versions of the tune, was the jocks' own favorite c.&w. disk, riding ahead of the most played

"Jailhouse," which was rated No. 2 fave.

The field continued to steer shy of the females, with only Kitty Wells showing any solid strength, and this gal rarely misses. She proved to be the No. 6 "Most Played" artist, and her recording of "Making Believe" on Decca was the No. 7 deejay choice.

Among the newer artists, the rise of Elvis Presley on the indie Sun label might be termed spectacular. Altho both he and Jim Reeves showed on last year's charts, this year they became more than just "promising" as both achieved a level of consistency. Presley was a runaway this year as No. 1, while Reeves, who has been making good on Victor following his switchover from the Abbott label, followed in No. 2. Presley's rise may be interpreted as being a part of the growing sentiment in c.&w. markets for rhythm and blues inspired material and performance.

Another rising star in the field appears to be Dot's Jimmy Newman, who captured the No. 3 spot among the newer luminaries with the aid of such hits as "Blue Darling," and "Daydreaming." The c.&w. band picture



EDDY ARNOLD, who is the disk jockeys' favorite country artist, according to results of the annual Billboard Disk Jockey Poll. In fourth position in the favorite record category was Arnold's disk of "Cattle Call."

changes little with the years. Capitol's Hank Thompson, Victor's Fee Wee King and Decca's Bob Wills continue to ride in that order. All have maintained their steadfast following, altho only Thompson is a consistent hit disk producer, usually with the aid of his own vocals. "New Green Light" was the big one, followed by "If Lovin' You Is Wrong" and "Most of All."

In the comic category, the results show much the same as last year. It's RCA Victor's great parody specialists, Homer and Jethro, in a walk. The uninhibited team, a sock act on disks as well as in person, continued their irreverent devastation of the day's pop hits, and met with growing favor in the pop market as well as in their usual c.&w. bailiwicks. "Davy Crewcut," "Yaller Rose of Texas," etc., were among their big ones.

In the runner-up spots were Rod Brasfield and then the "Grand Ole Opry's" Minnie Pearl, neither of whom accounted for much disk action this year. Miss Pearl had just one Victor release in 1955, while Brasfield's only record was his 1954 Hickory dinking of "Rod's Trip to Chicago."

Country Music Folk Head for Nashville

WSM's Fourth Annual Deejay Festival To Attract 1,000 C.&W. Specialists

NASHVILLE, Nov. 5. — More than 1,000 of the nation's leading country and western deejays, performers, recording execs, publishers' representatives and other specialists in the field of country music will converge on Nashville Friday and Saturday (11-12) for the Fourth Annual National Disk Jockey Festival sponsored by Station WSM, home of "Grand Ole Opry."

The Country Music Disk Jockeys' Association, headed up by President Nelson King, will hold its annual meeting in conjunction with the festival. The deejays' organization will gather at the Andrew Jackson Hotel Thursday (10) for membership meetings at 9 a.m. and 2 p.m. The association will climax its activity with a banquet and show at the Andrew Jackson Thursday night.

WSM Execs Hosts

WSM execs Jack Stapp, Jim Denny, Bill McDaniel and Irving Waugh and their staffs will play host to the festival delegates at various functions over the two days. In addition to the various meetings and clinics marking the festival, there will be a dance from 8 to midnight Friday night at the Andrew Jackson Hotel, with "Grand Ole Opry" stars serving as hosts. In addition to open celebrations in their hotel suites, recording firms and music publishers will play host to visitors at a series of breakfasts, luncheons and parties, as in previous years.

Nearly all of the top country and western artists in the business will be on deck for the gala two-day shindig. Previous bookings, clashing with the November 11-12 dates, are the only thing that will keep several of the major names away. Red Foley and Porter Wagoner, who had signified their intention of being on deck, will be forced to pass up the festival due to a 10-day, six-State "Ozark Jubilee" tour, which gets under way in St. Louis November 6. Webb Pierce and Lefty Frizzell are expected to spend Friday (11) in Nashville, but will leave late Friday night for Springfield, Mo., where Pierce heads up the "Ozark

Jubilee" network TV show Saturday night (12), with Frizzell as guest. Due to arrive in Nashville early Friday are Pee Wee King, Eddy Arnold, Jimmie Davis, Hank (Continued on page 107)

NEWS REVIEW

Top C&W Stars Hold Forth in N. Y. Palace

RKO booker Dan Friendly, with imagination and courage, booked a troupe of "Grand Ole Opry" artists to play the New York Palace Theater this week—believing that the colorful unit would be a pleasant and profitable change of pace from the usual eight-act routine.

The time is just about ripe for a Broadway theater to try this, for it has already been determined that c.&w. music on records is experiencing a sales upsurge in Metropolitan areas. TV, with its increasing programming of country artists, has helped this trend, and all traders will be watching the Palace grosses to see how the show stacks up by the end of the week.

Friday (4) on Broadway was a dull day, rainy, windy and cold, and the theater was not crowded for the early show. One thing is certain, however, the artists are by all odds the best country talent that have appeared on Broadway in years. This unit in the Palace should prove whether or not New York is ready for live c.&w. talent.

The show is emceed by Roy Acuff, magnetic personality and great name in the field, and stars Decca artist Kitty Wells, RCA Victor's Johnny and Jack, Victor's Ruby Wells, the Tennessee Mountain Boys, Pat and His Jug Band and the Cedar Hill Square Dancers.

The setting is full stage and is an attractive country scene, with the acts coming on in informal fashion. There is much ensemble work, including a dash of sacred singing.



HANK THOMPSON, voted top c.&w. band of the year. Thompson also finished fifth in the balloting for favorite country recording artist.

THE BILLBOARD 1955 DISK JOCKEY POLL

Comparison of C & W picks vs. most-played

FAVORITE RECORDS

Position	Record	Label
1.....	SATISFIED MIND, P. Wagoner.....	RCA Victor
2.....	IN THE JAILHOUSE NOW, W. Pierce.....	Decca
3.....	I DON'T CARE, W. Pierce.....	Decca
4.....	CATTLE CALL, E. Arnold.....	RCA Victor
5.....	MORE AND MORE, W. Pierce.....	Decca
6.....	I DON'T HURT ANYMORE, H. Snow.....	RCA Victor
7.....	MAKING BELIEVE, K. Wells.....	Decca
8.....	LIVE FAST, LOVE HARD AND DIE YOUNG, F. Young.....	Capitol
9.....	YELLOW ROSES, H. Snow.....	RCA Victor
10.....	THIS OLE HOUSE, S. Hamblen.....	Columbia
11.....	DAYDREAMING, J. Newman.....	Dot
12.....	JUST CALL ME LONESOME, E. Arnold.....	RCA Victor
13.....	LOOSE TALK, C. Smith.....	Columbia
14.....	ARE YOU MINE, M. Lorrie & B. De Val..	Abbott
15.....	SATISFIED MIND, R. Foley.....	Decca
16.....	BABY LET'S PLAY HOUSE, E. Presley.....	Sun
17.....	SLOWLY, W. Pierce.....	Decca
18.....	WOULD YOU MIND, H. Snow.....	RCA Victor
19.....	ARE YOU MINE, G. Wright & T. Tall....	Fabor
20.....	MOST OF ALL, H. Thompson.....	RCA Victor

MOST-PLAYED RECORDS

Position	Record	Label
1.....	IN THE JAILHOUSE NOW, Webb Pierce..	Decca
2.....	LOOSE TALK, Carl Smith.....	Columbia
3.....	SATISFIED MIND, Porter Wagoner..	RCA Victor
4.....	I DON'T CARE, Webb Pierce.....	Decca
5.....	LIVE FAST, LOVE HARD AND DIE YOUNG, Faron Young.....	Capitol
6.....	ARE YOU MINE, G. Wright & T. Tall....	Fabor
7.....	MAKING BELIEVE, Kitty Wells.....	Decca
8.....	IF YOU AIN'T LOVIN', Faron Young....	Capitol
9.....	LET ME GO LOVER, Hank Snow....	RCA Victor
10.....	I'VE BEEN THINKING, Eddy Arnold.....	RCA Victor
11.....	HEARTS OF STONE, Red Foley.....	Decca
12.....	MORE AND MORE, Webb Pierce.....	Decca
13.....	YELLOW ROSES, Hank Snow.....	RCA Victor
14.....	WOULD YOU MIND, Hank Snow....	RCA Victor
15.....	THERE SHE GOES, Carl Smith.....	Columbia
16.....	CUZZ YORE SO SWEET, S. Crum.....	Capitol
17.....	ARE YOU MINE, M. Lorrie & B. De Val..	Abbott
18.....	ALL RIGHT, Faron Young.....	Capitol
19.....	CATTLE CALL, Eddy Arnold.....	RCA Victor
20.....	AS LONG AS I LIVE, K. Wells & R. Foley.....	Decca

Just concluded engagement at the Palace Theatre, N. Y. C. . . . and here to entertain you on Grand Ole Opry, ABC-TV Coast to Coast, Saturday, November 12.

Happy Convention, D.J.'s

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ROY ACUFF

and his Smokey Mountain Boys...
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First release . . .

"CRAZY WORRIED MIND"

c/w

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GRAND OLE OPRY
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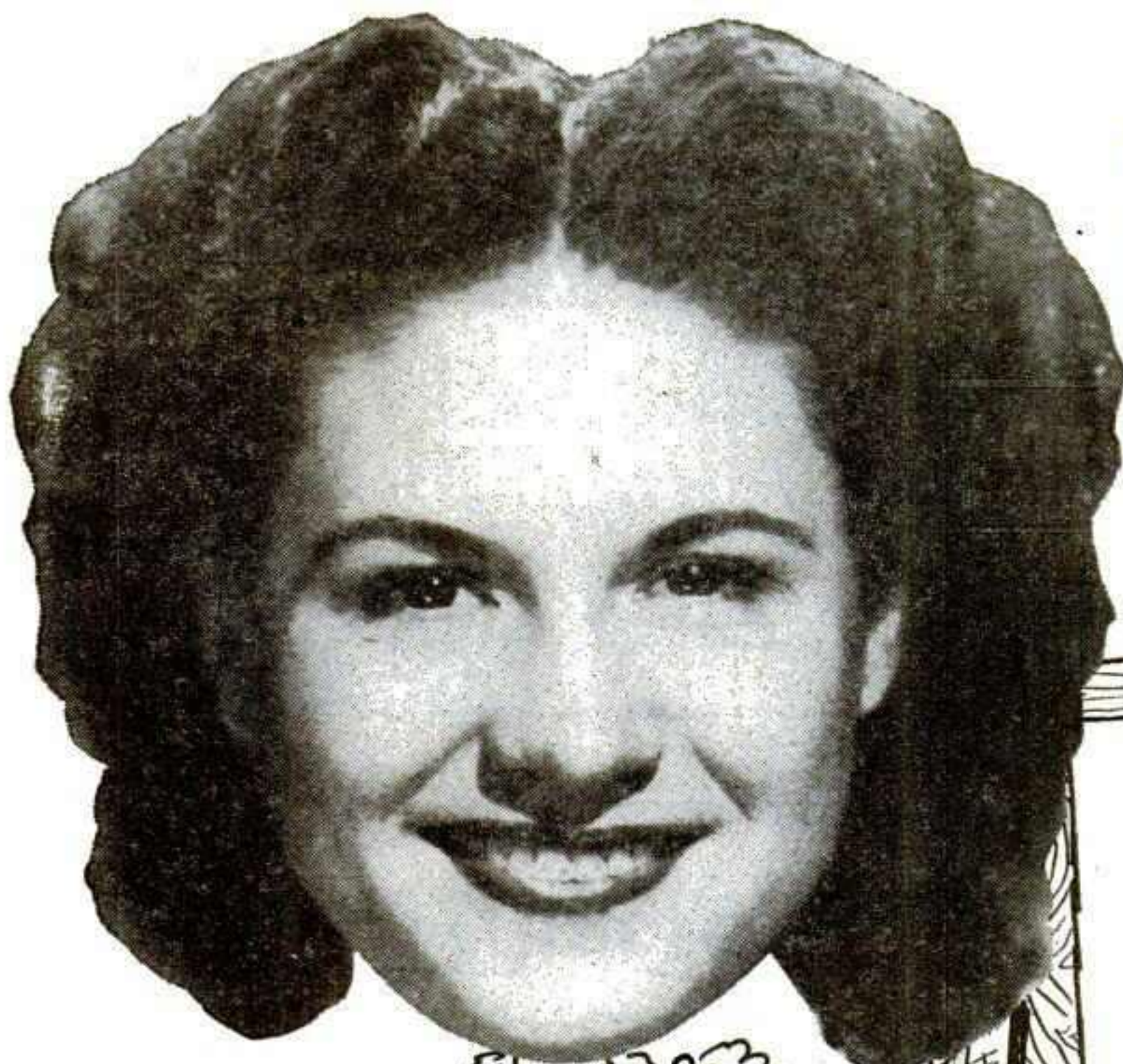
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ROY ACUFF & KITTY WELLS!**
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"ON THE LONELY SIDE OF TOWN"

c/w

"I KISSED YOU MY LAST TIME"

Decca 29728

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JOHNNIE and JACK

featuring their latest.

"WEARY
MOMENTS"

c/w

"S O S"

RCA VICTOR 20/47-6295



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Christ is a Wonderful Saviour
Take a Look in the Book
20/47-6112

SKEETER BONN
Play a Waiting Game
Life Without You
20/47-6229

ELTON BRITT
Uranium Fever
St. James Avenue
20/47-6325

MARTHA CARSON
Let the Light Shine
Laugh a Little More
20/47-6293

ANITA CARTER
Here We Are Again
The Mask on Your Heart
20/47-6228

THE COQUETTES
Hush Hush Love Affair
What a Shame
20/47-6262

COUNTRY ALL-STARS
The Vacation Train
Do Something
20/47-6255

THE DAVIS SISTERS
It's the Girl Who Gets the Blame
Baby Be Mine
20/47-6291

TERRY FELL
That's What I Like
I Nearly Go Crazy
20/47-6256

STUART HABLEM
A Handful of Sunshine
You'll Always Be Mine
20/47-6333

HAWKSHAW HAWKINS
I Gotta Have You
Standing at the End of My World
20/47-6298

EDDIE HILL
Black Denim Trousers and Motorcycle
Boots
Someday You'll Call My Name
20/47-6279

HOMER & JETHRO
Nuttin' for Christmas
Santy's Movin' On
20/47-6322

BUD ISAACS
Bud Isaacs and His Cryin' Steel Guitar
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20/47-6242

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Learning to Love
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The Lord Is My Light
20/47-6102

'NITA, RITA AND RUBY
Hi De Ank Tum
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20/47-6332

WADE RAY
Keep My Heart
Because of a Lie
20/47-6313

JIM REEVES
I've Lived a Lot in My Time
Jimbo Jenkins
20/47-6274

DAVE RICH
I Forgot
I Think I'm Gonna Die
20/47-6327

RITA ROBBINS
Lonely Heart
You're Still a Part of Me
20/47-6234

JIMMIE RODGERS
Mule Skinner Blues
Mother, the Queen of My Heart
20/47-6205

GEORGE BEVERLY SHEA
He
I Wonder
20/47-6292

MERV SHINER
You're Free to Go
We're off on a Race
20/47-6328

TEDD SMITH
Unto the Hills
I Surrender All
20/47-6252

HANK SNOW
Born to Be Happy
Mainliner
20/47-6269

JIMMIE RODGERS SNOW
Bee-Line
The Meanest Thing in the World
Is the Blues
20/47-6303

SONS OF THE PIONEERS
Yaller Yaller Gold
King of the River
20/47-6276

TIM SPENCER FAMILY
Friends I Know
The Hallelujah Song
20/47-6190

THE SPEER FAMILY
The Wondrous Word (of the Lord)
Never Let Me Go
20/47-6251

THE STATESMEN QUARTET
Headin' Home
Poor Old Adam
20/47-6191

REDD STEWART
Don't Ever Fall in Love
Turn Around
20/47-6270

THE TENNESSEE MOONBEAMS
Titanic
They Cut Down the Old Pine Tree
20/47-6304

BUDDY THOMPSON
Echo Heart
Different from the Rest
20/47-6312

JACK TURNER
Nightmare
Little Boy, Why Do You Weep?
20/47-6305

PORTER WAGONER
Eat, Drink and Be Merry
(Tomorrow you'll Cry)
Let's Squiggle
20/47-6289

THE WEATHERFORD QUARTET
There's a Lot More Layin' Down
I Know He Cares
20/47-6311

DICK WILLIAMS
Livin' It Up
Robber (Stealer of Hearts)
20/47-6278

DON WINTERS
Lonely Heart
You're Still a Part of Me
20/47-6234

DEL WOOD
Rocky Mountain Express
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20/47-6275

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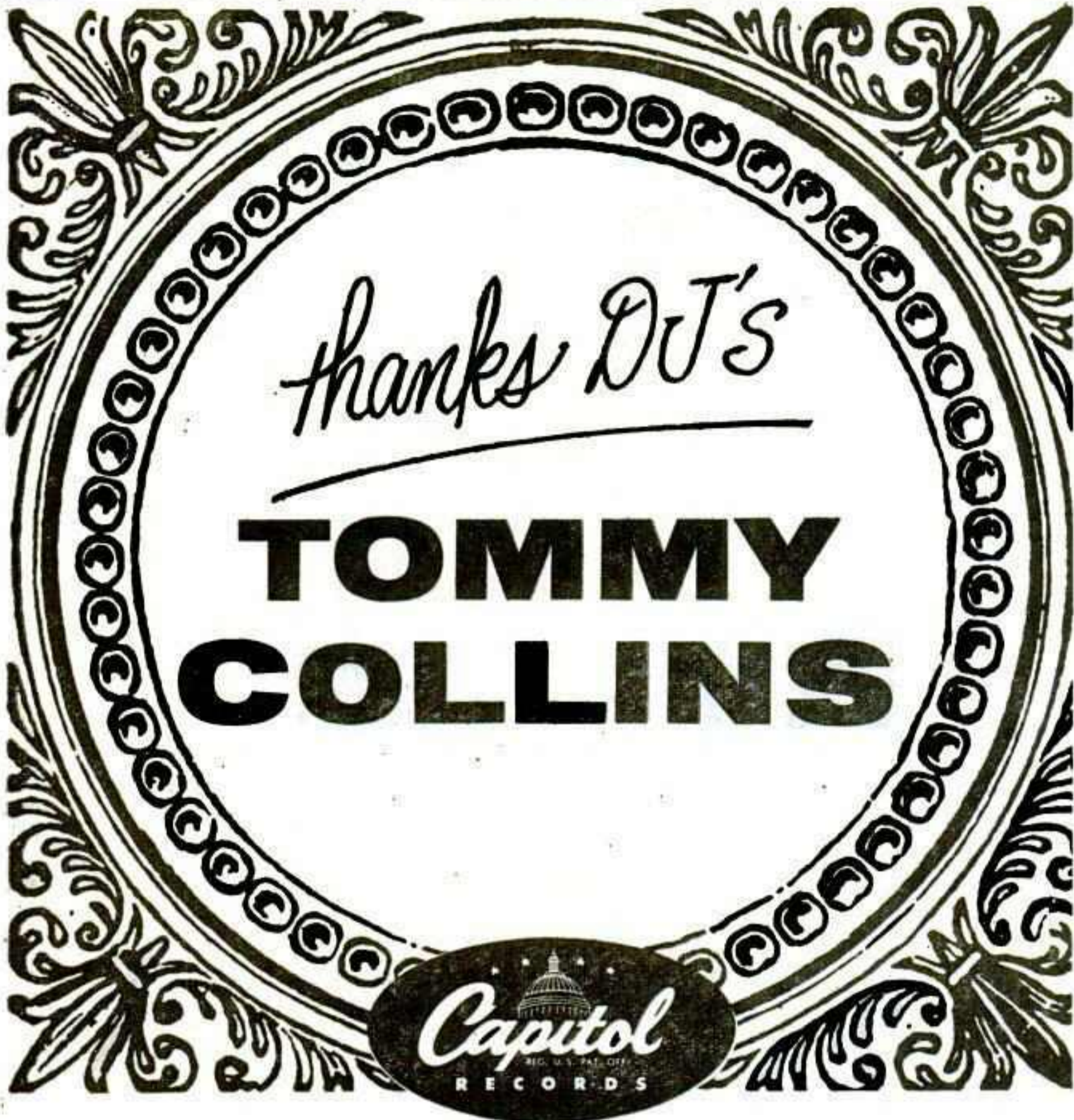
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I'll be gone

**I love you more
and more each day**

Record No. 3289

PERSONAL MANAGEMENT: CLIFFIE STONE



**THE BILLBOARD 1955
DISK JOCKEY POLL**

FAVORITE C & W BAND

Position	Band	Label
1.....	HANK THOMPSON.....	Capitol
2.....	PEE WEE KING.....	RCA Victor
3.....	BOB WILLS	Decca
4.....	RAY PRICE.....	Columbia
5.....	TUNESMITHS	Columbia
6.....	SPADE COOLEY.....	Decca
7.....	TEX WILLIAMS.....	Decca
8.....	SPEEDY WEST & JIMMY BRYANT.....	Capitol
9.....	CLIFFIE STONE.....	Capitol

FAVORITE C & W COMIC

(TEAM OR INDIVIDUAL)

Position	Comic	Label
1.....	HOMER AND JETHRO.....	RCA Victor
2.....	ROD BRASFIELD.....	Hickory
3.....	MINNIE PEARL.....	RCA Victor
4.....	LONZO AND OSCAR.....	Decca
5.....	SIMON CRUM.....	Capitol
6.....	CARLISLES	Mercury
7.....	PETE STAMPER.....	—
8.....	DUKE OF PADUCAH.....	—
9.....	DEACON ANDY GRIFFITH.....	Capitol
10.....	MADDOX BROTHERS & ROSE.....	Columbia

**Country Disk Jockeys
pick the most-promising
newer C & W talent.**

Based on actual vote of country and western disk jockeys (regardless of most played status) for the period covering January 1, 1955, thru October 8, 1955.

**MOST-PROMISING C & W
ARTIST**

Position	Artist	Label
1.....	ELVIS PRESLEY.....	Sun
2.....	JIM REEVES.....	RCA Victor
3.....	JIMMY NEWMAN.....	Dot
4.....	JIM EDWARD & MAXINE BROWN.....	Fabor
5.....	BOBBY LORD.....	Columbia
6.....	PORTER WAGONER.....	RCA Victor
7.....	AL TERRY.....	Hickory
8.....	WILBURN BROTHERS.....	Decca
9.....	SONNY JAMES.....	Capitol
10.....	JIM WILSON.....	Mercury
11.....	JUSTIN TUBB.....	Decca
12.....	HILO BROWN.....	Capitol
12.....	MARVIN RAINWATER.....	M-G-M
12.....	RITA ROBBINS.....	RCA Victor
15.....	CHARLENE ARTHUR.....	RCA Victor

THE BILLBOARD 1955 DISK JOCKEY POLL

Comparison of the C & W Disk Jockeys' personal favorite artists and records with those most played on their shows according to The Billboard's Music Pop Charts.

FAVORITE ARTISTS

Based on actual vote of country and western disk jockeys (regardless of most played status) for the period covering January 1, 1955, thru October 8, 1955.

Position	Artist	Label
1.....	EDDY ARNOLD.....	RCA Victor
2.....	WEBB PIERCE.....	Decca
3.....	HANK SNOW.....	RCA Victor
4.....	RED FOLEY.....	Decca
5.....	HANK THOMPSON.....	Capitol
6.....	FARON YOUNG.....	Capitol
7.....	CARL SMITH.....	Columbia
8.....	MARTY ROBBINS.....	Columbia
9.....	ERNEST TUBB.....	Decca
10.....	KITTY WELLS.....	Decca
11.....	FERLIN HUSKEY.....	Capitol
12.....	JIM REEVES.....	RCA Victor
13.....	WILBURN BROTHERS.....	Decca
14.....	CHET ATKINS.....	RCA Victor
15.....	TENNESSEE ERNIE.....	Capitol
16.....	ELVIS PRESLEY.....	Sun
17.....	PORTER WAGONER.....	RCA Victor
18.....	SONNY JAMES.....	Capitol
19.....	TOMMY COLLINS.....	Capitol
20.....	SLIM WHITMAN.....	Imperial

MOST-PLAYED ARTISTS

A tabulation of The Billboard "Most Played by Jockeys" charts (C&W) for the period covering January 1, 1955, thru October 8, 1955.

Position	Artist	Label
1.....	WEBB PIERCE.....	Decca
2.....	CARL SMITH.....	Columbia
3.....	FARON YOUNG.....	Capitol
4.....	HANK SNOW.....	RCA Victor
5.....	EDDY ARNOLD.....	RCA Victor
6.....	KITTY WELLS.....	Decca
7.....	PORTER WAGONER.....	RCA Victor
8.....	G. WRIGHT & T. TALL.....	Fabor
9.....	FERLIN HUSKEY.....	Capitol
10.....	RED FOLEY.....	Decca
11.....	HANK THOMPSON.....	Capitol
12.....	JIMMY NEWMAN.....	Dot
13.....	ELVIS PRESLEY.....	Sun
14.....	"SIMON CRUM".....	Capitol
15.....	MARTY ROBBINS.....	Columbia
16.....	JOHNNY & JACK.....	RCA Victor
17.....	JIM REEVES.....	RCA Victor
18.....	JIMMY WORK.....	Dot
19.....	M. LORRIE & B. De VAL.....	Abbott
20.....	TENNESSEE ERNIE.....	Capitol



MGM'S CORRAL OF C&W HITS!

BREAKING BIG!

SHEB WOOLEY

ARE YOU SATISFIED?

and
HUMDINGER

MGM 12114 78 rpm • K 12114 45 rpm

MARVIN RAINWATER

TENNESSEE HOUN' DOG YODEL

and
TEA BAG ROMEO

MGM 12090 78 rpm • K 12090 45 rpm

BUD DECKELMAN

LET'S DO IT UP BROWN

WHAT'S THE USE TO TAKE YOU BACK AGAIN

MGM 12083 78 rpm • K 12083 45 rpm

AUDREY WILLIAMS

Little Bosphorus

(Hank Williams Jr.)

WINDOWS OF THE PAST

MGM 12082 78 rpm • K 12083 45 rpm

BILLY WORTH

HONEY, DON'T YOU MISS ME

WHY DON'T YOU LEAVE US ALONE

MGM 12117 78 rpm • K 12117 45 rpm

MR. and MRS. SUNSHINE

(Carl and Jane Swanson)

ALONG THE CHINA COAST

TWO CAR GARAGE

MGM 12100 78 rpm • K 12100 45 rpm

RAY HANEY

WALKING THE BLUES

and
TATERED OUT

MGM 12062 78 rpm • K 12062 45 rpm

THE CROSSROADS QUARTET

THE FOURTH MAN

I'VE HEARD ABOUT A CITY

MGM 12099 78 rpm • K 12099 45 rpm

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE. NEW YORK 36, N. Y.

thanks D.J.'s from
M-G-M's C&W Artists

HIT... HIT... HIT...

3 Powerful NEW Releases

"MY WORLD IS YOU"

B/W

"Fool 'Em & Leave 'Em Alone"

Jimmy Dean

MERCURY 70745



"HELP ME LORD"

B/W

"Lookin' For A City"

T. Tommy

MERCURY 70744



"YES, IT'S TRUE"

B/W

"I'm Right, You're Wrong"

Benny Martin

MERCURY 70731



MEET THESE GREAT ARTISTS AT THE FOURTH ANNUAL NATIONAL DISK JOCKEY FESTIVAL IN NASHVILLE
 NOV. 11-12
 ANDREW JACKSON HOTEL • MERCURY SUITE #501

THE BILLBOARD 1955 DISK JOCKEY POLL

C & W artists name the Country Disk Jockeys of the year

A tabulation of votes by country and western artists who were asked to name c.&w. disk jockeys doing "the most conscientious job" of building audiences thru use of c.&w. records and music.

C & W JOCKEY OF THE YEAR

(IN ORDER OF FINISH)

Position	Disk Jockey	Station
1	NELSON KING	WCKY
2	EDDIE HILL	WSM
3	T. TOMMY CUTRER	WSM-KCIJ
4	PAUL KALLINGER	XERF-XENT
5	MARTY ROBERTS	WCKY
6	FRED WAMBLE	WBAM-XEG
7	JOE ALLISON	WSIX-WMAK
8	CHARLIE WALKER	KMAC
9	JIM CHRISTIE	XEG
10	BILL MORGAN	WKDA-WMAK
11	BOB JENNINGS	WLAC
12	RANDY BLAKE	WJJD
13	SMOKEY SMITH	KRNT
14	CLIFF ROGERS	WHKK
15	BIFF COLLIE	KPRC
16	JOE RUMARE	WVOK
17	SHERIFF DAVIS	WCMS
18	JACK BEASLEY	KOMA
19	JOHNNY RION	KSTL
20	TOM PERRYMAN	KSJ-KSIR
21	ART BARRETT	WCMS
22	LEE MOORE	WWVA
23	JIM WILSON	WAVE
24	JOLLY CHOLLY STOKLEY	WWEZ
25	TOMMY SUTTON	WING
26	BILL STRENGTH	KWEM
27	LEE SUTTON	WWVA
28	LILLIE ANN	WIRC
29	JIMMIE WILLIAMS	WNOP
30	WARREN ROBERTS	WEAS
31	HARRY GAINES	KTAE
32	MACK SANDERS	KEBI
33	BILL LOWERY	WEAS
34	TOM EDWARDS	WERE
35	POP (POP'S COUNTRY STORE)	WXGI
36	CRACKER JIM BROOKER	WMIE
37	BOB NEAL	WMPS
38	BOB STRACK	KIMO
39	SAM WORKMAN	WRVA
40	HAL HARRIS	KRCT
41	NED NEEDHAM	WMOP
42	PETE HUNTER	KRCT
43	JOE MORRIS	WAGS
44	TOMMY SANDS	KCIJ
45	RAY FRASIER	WXGI
46	DEAN EVANS	WXOK
47	DAL STALLARD	KCMO
48	SMOKEY STOVER	KBRZ
49	JOHNNIE HICKS	KRLD
50	HARDROCK GUNTER	WWVA
51	HARMIE SMITH	KENT
52	BILL MACK	KWFT
53	JACK DERRICK	KTRE
54	NORM BAILES	KWKH
55	DON DAVIS	WLW
56	ANDY WILSON	WABR
57	JIMMY OSBORNE	WKLO
58	HAPPY ISON	WORZ
59	BOYD ALLEN	KDBC
60	JIMMIE HUTSEL	WLAR

FOLK TALENT & TUNES

By BILL SACH

Around the Horn

Bob Neal, who recently put on a successful promotion with a "Grand Ole Opry" unit at City Auditorium, Memphis, in association with Hubert Long, personal manager to Faron Young, takes another country music jamboree into the Memphis house Sunday (13) for two performances. Elvis Presley, for whom Neal serves as personal manager, will be featured with the unit, along

with Hank Thompson and the Brazos Valley Boys, Carl Smith and the Tunessmiths, Charlene Arthur, of "Big D Jamboree," and Carl Perkins, new Sun recording artist. The same package, with the exception of the Smith unit, works Monday (14) in Forrest City, Ark.; Tuesday (15) in Sheffield, Ala.; Wednesday (16) in Camden, Ark.; Thursday (17) in Texarkana, Ark., and Friday (18)

(Continued on page 120)



For the second year in succession the nation's country and western artists have voted Nelson King, of WCKY, Cincinnati, the c.&w. disk jockey doing "the most conscientious job" of building audiences thru the use of country and western records and music. Such honors come naturally with King. In a poll first conducted by The Billboard in 1947 among the nation's c.&w. deejays to determine the outstanding disk jockey in their field, King won hands down. He won the same honor each year thereafter up to and including 1954. Thus, King is King not only in name but by the acclaim of the most critical of all audiences—the artists and the deejays.

C.&W. Folk Nashville Bound

Continued from page 98

Thompson, Rex Allen, Gene Autry and Tex Ritter.

Among those slated to participate in the "Grand Ole Opry" 30th anniversary performance and second ABC-TV network show at Ryman Auditorium here Saturday night are Roy Acuff, Hank Snow, Carl Smith, Ernest Tubbs, Minnie Pearl, Marty Robbins, Ray Price, Jimmy Dickens, Kitty Wells, Johnny and Jack, Martha Carson, Slim Whitman, Jim Reeves, Hawkshaw Hawkins, Ferlin Huskey, the Carter Family, Del Wood, the Wilburn Brothers, George Morgan, Goldie Hill, Cowboy Copas, the Louvin Brothers, Chet Atkins and other "Opry" regulars.

Music and Record Men

Representing the record companies at the two-day country fest will be Dick Linke, Don Law, Stan Kavan, Bill Gallagher, Pug Pagliara and Tom Cade, of Columbia Records; Bill Bullock, Jack Burgess, Anne Fulchino, Chick Crumacker and Steve Sholes, of RCA Victor; Mike Maitland, Bud Frazer, Dick Rising, Ken Nelson and Bob Burrell, of Capitol Records; Mike Connors and Paul Cohen, of Decca Records; Morris Price, Dee Kilpatrick and Fred Foster, of Mercury Records; Syd Nathan, of King Records; James Viennaux, of M-G-M Records, and Bill Beasley, of Republic Records.

Music publishers in attendance will include Grelun Landon and Fred Bienstock, of Hill and Range Songs; Wesley Rose, John Brown, Joe Lucas and Mel Foree, of Acuff-Rose; Charlie Adams, Joe Johnson, Dick Kirk, Charlie Morris, Bill Wagnon, of Ridgeway Music; Lucky Carle, Al Cassady and Jack Newman, of Southern Music Publishers; Howie Richmond, of Melody Trails; Nat Tannen, of Tannen Music; Murray Nash, Ray

Scrivener, C. H. Bingham, of Murray Nash Associates.

The Billboard is sending Paul Ackerman, Bill Sachs, Dan Collins and Ralph Wuest. Other trade-paper reps will include Bob Austin, Sid Parnes, Ira Howard, Norm Weiser, Leo Zabelin, Jay Edwards, Bert Levy and Norm Silver.

Representing BMI will be Bob Burton, Russ Sanjek, Bob Sauer, Ken Sparnon, and Canadian reps, Jack Curry and Harold Moon.

SCHEDULE OF EVENTS

Friday, November 11

8 a.m.—Registration.
10 a.m.—Welcome and Awards. WSM, Studio C.
12 noon—Luncheon. Andrew Jackson Hotel. Host: RCA Victor.
2 p.m.—Disk Jockey Clinic. WSM, Studio C.
8 p.m.—Dance. Andrew Jackson Hotel. Host: "Grand Ole Opry" Stars.

Saturday, November 12

8 a.m.—Breakfast at the Opry. Maxwell House Hotel. Host: Hill and Range Songs.
12:30 p.m.—Luncheon. Maxwell House Hotel. Host: Columbia Records.
4 p.m.—Reception. Maxwell House Hotel. Host: WSM.
7 p.m.—"Grand Ole Opry" ABC-TV show. Ryman Auditorium.
8 p.m.—"Grand Ole Opry" Anniversary Performance. Ryman Auditorium.
12 midnight—Midnight Party. Andrew Jackson Hotel. Host: Capitol Records.



Welcome to Nashville Disk Jockeys!

"Little" Jimmy Dickens
(Mr. Personality) singing...

"WE COULD"

and

"WHEN THEY GET TOO ROUGH"

Columbia #21434

WSM Grand Ole Opry -- WSM-TV

Personal Mgr.

DEWEY MOUSSON

Phone 8-3398

Nashville 12, Tennessee

4240 Wallace Lane

Known for 20 years as America's No. 1 Gospel Quartet

THE BLACKWOOD BROTHERS QUARTET

Thank the disk jockeys and wish them a successful convention

These are just the facts, Ma'am:

125,000 travel miles in 1954 with over one-half million attendance

On twenty-six station network for Dixie Lily Flour

On RCA Victor Records and World Broadcasting System

Transcription Service

Available for personal appearance, radio and television performances

Brochures available giving the complete "Blackwood Brothers Story"

Free catalog of all Blackwood Brothers Records, sheet music and song books available to jobbers and dealers



LATEST RCA VICTOR RELEASE

DEAR LORD, REMEMBER ME

and

WHAT A MORNING

RCA Victor #6217

Contact

JAMES BLACKWOOD
Manager

BLACKWOOD BROTHERS QUARTET
186 Jefferson Ave., Memphis, Tenn.
Phone 8-1477 or 5-7496

RCA VICTOR
FIRST IN RECORDED MUSIC

Many thanks, Disk Jockeys—
Mighty happy about the wonderful
way you've been spinning my records
— *Sonny*



SONNY JAMES

featured star on **BIG D JAMBOREE • OZARK JUBILEE**

PIGTAILS AND RIBBONS
AND
CARELESS WITH MY HEART
CAPITOL RECORD NO. 3281



for booking, contact:
ED McLEMORE — Personal Mgr.
Sportatorium — Dallas, Texas
Phone Sterling 4374

TOP TALENT, INC.
Jewell Theatre Bldg.
Springfield, Mo.
Phone — 2-5086

The Billboard Music Popularity Charts **COUNTRY & WESTERN RECORDS**

• Best Sellers in Stores

For survey week ending November 2

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	Weeks on Chart	Last Week	Chart
1. LOVE, LOVE, LOVE (BMI)—W. Pierce	1	8	
If You Were Me (BMI)—Dec 29662			
2. JUST CALL ME LONESOME (BMI)—E. Arnold	2	13	
THAT DO MAKE IT NICE (BMI)—Vic 20-6198			
3. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley	7	9	
MYSTERY TRAIN (BMI)—Sun 223			
4. ALL RIGHT (BMI)—F. Young	4	15	
Go Back You Fool (BMI)—Cap 3169			
5. I DON'T CARE (BMI)—W. Pierce	4	20	
Your Good for Nothing Heart (BMI)—Dec 29480			
6. SATISFIED MIND (BMI)—P. Wagoner	6	25	
Itchin' for My Baby (BMI)—Vic 20-6105			
7. CATTLE CALL (ASCAP)—E. Arnold & H. Winterhalter	3	21	
Kentuckian Song (ASCAP)—Vic 20-6139			
8. MAINLINER (BMI)—H. Snow	10	2	
BORN TO BE HAPPY (BMI)—Vic 20-6269			
9. SATISFIED MIND (BMI)—R. & B. Foley	8	21	
How About Me? (BMI)—Dec 29526			
10. SIXTEEN TONS (BMI)—Tennessee Ernie	—	1	
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3263			
11. SATISFIED MIND (BMI)—J. Shepard	9	21	
Take Possession (BMI)—Cap 3118			
12. BEAUTIFUL LIES (BMI)—J. Shepard	12	3	
I THOUGHT OF YOU (BMI)—Cap 3222			
13. RICHEST MAN (BMI)—E. Arnold	—	1	
I Walked Alone Last Night (ASCAP)—Vic 20-6290			
14. MOST OF ALL (BMI)—H. Thompson	15	10	
Simple Simon (BMI)—Cap 3188			
15. YONDER COMES A SUCKER (BMI)—J. Reeves	10	7	
I'm Hurtin' Inside (ASCAP)—Vic 20-6200			

**Many THANKS To
The Many Deejays**

Happy Anniversary, WSM

JIMMY NEWMAN



**Latest Dot Release
SHOWING GREAT PROMISE**

"GOD WAS SO GOOD"

c/w

"I THOUGHT I'D NEVER LOVE AGAIN"

Dot 1270; 45-1270

Featured Star

"LOUISIANA HAYRIDE"

KWKH

SHREVEPORT, LA.

Personal Management
Slick Norris

P. O. Box 653
Highlands, Texas
Phone: 3-1842

Thanks Dee Jays, for dealing me...
A GREAT HAND-four of a kind-



Webb
 "WONDERING
 BOY"
Pierce



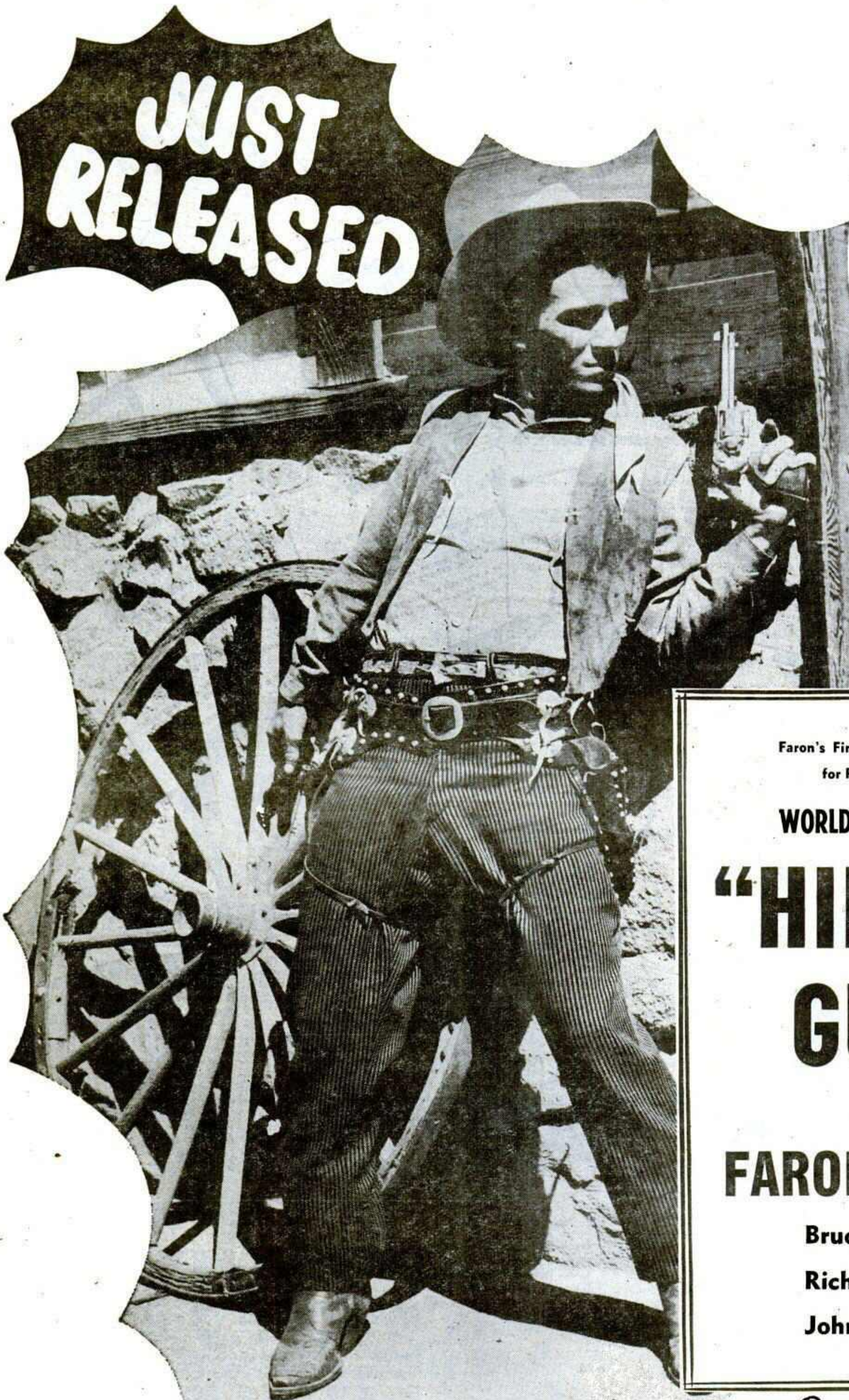
Starring
OZARK JUBILEE
 ABC-TV Coast-to-Coast

For Available Dates Contact:
MOELLER AGENCY
 Nashville, Tennessee
 Phone 97-1566



**JUST
RELEASED**

The



Faron's First Full Length Feature
for Republic Pictures

WORLD PREMIERE of

**"HIDDEN
GUNS"**

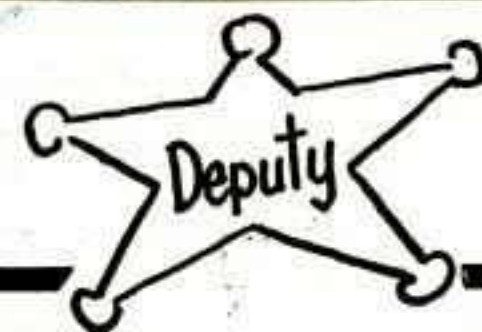
Starring

FARON YOUNG

Bruce Bennett

Richard Arian

John Carradine



FARON YOUNG, INC. Hubert Long (Vice-Pres.)



captures 2 Big Ones!

"IT'S A GREAT LIFE"

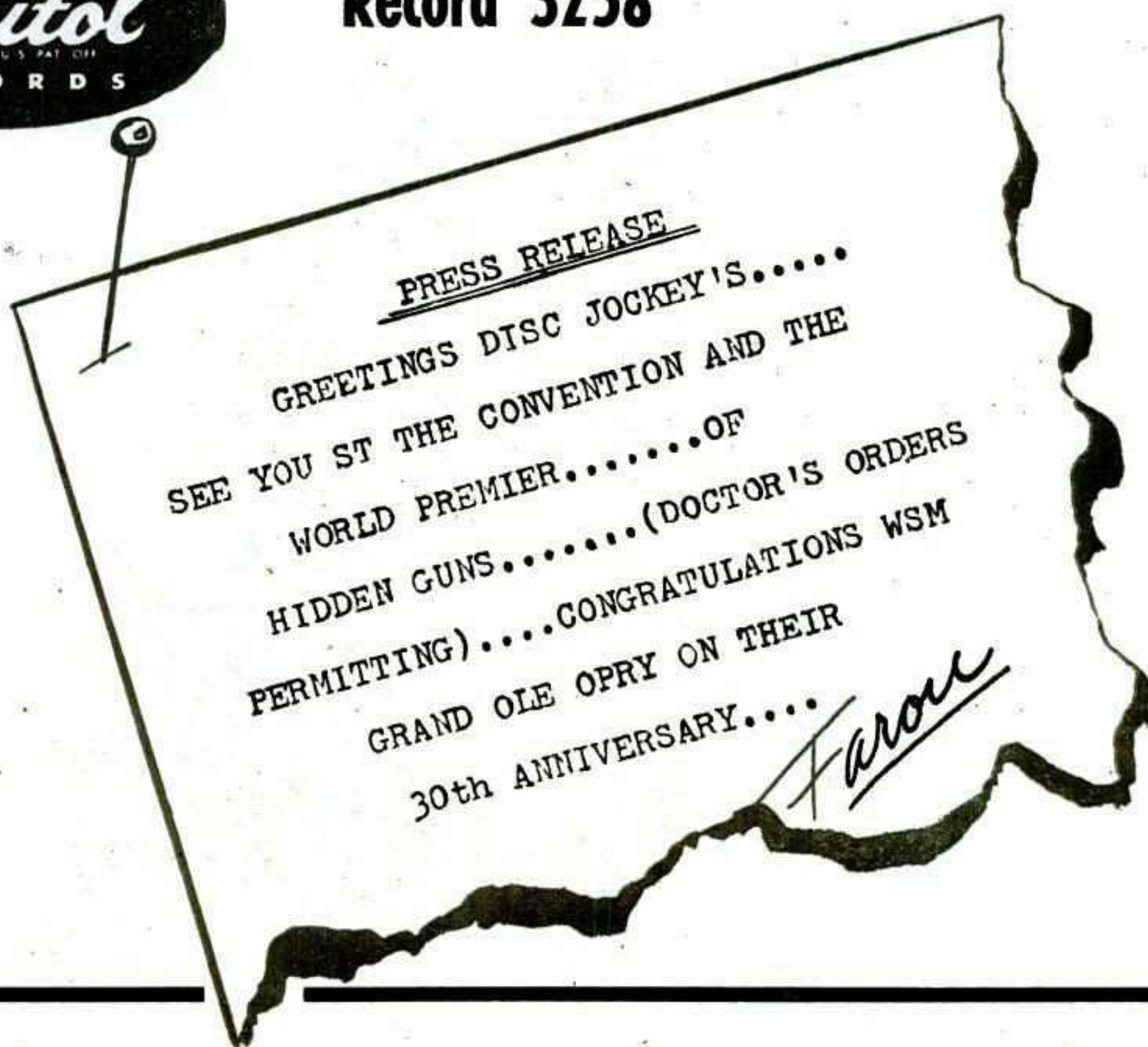
(If You Don't Weaken)

and

"FOR THE LOVE OF A WOMAN LIKE YOU"



Record 3258



(Gen. Mgr.), 319 Seventh Avenue, North, Nashville, Tennessee



Welcome
to Our
Grand
Ole Opry's
30th
Anniversary

Greetings

TO MY VERY GOOD FRIENDS ...
THE DISC JOCKEYS OF AMERICA!

(Don't Wait)

"THIRTY DAYS"

to

"ANSWER THE PHONE"

Decca 29731

ERNEST TUBBS

Exclusive Management

GABE TUCKER

417 Broadway Phone 42-2288
Nashville, Tennessee



• Most Played in Juke Boxes

For survey week ending November 2

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. LOVE, LOVE, LOVE (BMI)—W. Pierce.....	1	6
IF YOU WERE ME (BMI)—Dec 29662		
2. JUST CALL ME LONESOME (BMI)—E. Arnold....	2	11
THAT DO MAKE IT NICE (BMI)—Vic 20-2198		
3. I DON'T CARE (BMI)—W. Pierce.....	3	20
Your Good for Nothing Heart (BMI)—Dec 29480		
4. ALL RIGHT (BMI)—F. Young.....	4	10
Go Back You Fool (BMI)—Cap 3169		
5. SATISFIED MIND (BMI)—P. Wagoner.....	7	19
Itchin' for My Baby (BMI)—Vic 20-6105		
6. CATTLE CALL (ASCAP)—		
E. Arnold & H. Winterhalter.....	5	16
Kentuckian Song (ASCAP)—Vic 20-6139		
6. YONDER COMES A SUCKER (BMI)—J. Reeves....	—	8
I'm Hurtin' Inside (ASCAP)—Vic 20-6200		
8. SATISFIED MIND (BMI)—R. & B. Foley.....	6	19
How About Me? (BMI)—Dec 29526		
9. WHY, BABY, WHY? (BMI)—G. Jones.....	7	3
Seasons of My Heart (BMI)—Starday 202		
9. THERE'S POISON IN YOUR HEART (BMI)—		
K. Wells.....	—	2
I'M IN LOVE WITH YOU (BMI)—Dec 29577		

To My Friends, The Disk Jockeys
LOOKING FORWARD TO SEEING YOU AT THE CON-
VENTION IN NASHVILLE NOVEMBER 10, 11, 12
J. D.

JIMMIE DAVIS

HERE'S MY LATEST DECCA RELEASE

I WAS THERE
WHEN IT
HAPPENED

b/w

WHEN THE
SAVIOR
REACHED DOWN
FOR ME

DECCA 29613



FOR PERSONAL APPEARANCES write

JIMMIE DAVIS

843 DELAWARE ST.
SHREVEPORT, LOUISIANA
Phone 7-3041

WE'RE CRAZY 'BOUT YOU, DEEJAYS

Welcome!

LONZO and OSCAR

DECCA RECORDING ARTISTS

Personal Manager

LOST JOHN MILLER

Rt. #5, BOX 325 HOT SPRINGS, ARKANSAS
Phone National 3-6034

HAPPY ANNIVERSARY, GRAND OLE OPRY

To the Disc Jockeys...
Everywhere

My
Sincerest
Thanks



NOW
ON
WSM Grand
Ole Opry

RCA VICTOR
FIRST IN RECORDED MUSIC



Jim Reeves

CURRENT RELEASE

"I'VE LOVED A LOT IN MY TIME" (Valley Publishers)

c/w

"JIMBO JENKINS" (Tree Music)

RCA VICTOR 20/47-6274

Happy Anniversary
WSM Grand Ole Opry

Bookings through
WSM ARTIST SERVICE BUREAU

Many thanks
 for all you've done
 For me and my buddy
 Simon Crum!
 — Ferlin Huskey



Here's Simon's new one —
OOH, I WANT YOU
 and
A HILLBILLY'S DECK OF CARDS
 CAPITOL RECORD NO. 3270

Here's Ferlin's new one —
DEAR MISTER BROWN
 and
I'LL BE HERE FOR A LIFETIME
 CAPITOL RECORD NO. 3233

FERLIN HUSKEY

Management Direction: **BOB FERGUSON**
 319 Seventh Ave. No. Phone 42-9058
 Nashville, Tennessee



NOW BOOKING 1956

The Billboard Music Popularity Charts **COUNTRY & WESTERN RECORDS**

• Most Played by Jockeys

For survey week ending November 2

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

This Week	Last Week	Weeks on Chart
1. LOVE, LOVE, LOVE—W. Pierce Dec 29662—BMI	1	7
2. SATISFIED MIND—P. Wagoner Vic 20-6105—BMI	4	23
3. I DON'T CARE—W. Pierce Dec 29480—BMI	5	21
4. ALL RIGHT—F. Young Cap 3169—BMI	2	14
5. JUST CALL ME LONESOME—E. Arnold Vic 20-6198—BMI	3	11
6. I FORGOT TO REMEMBER TO FORGET— E. Presley Sun 223—BMI	12	5
7. CATTLE CALL—E. Arnold & H. Winterhalter Vic 20-6139—ASCAP	—	16
8. MOST OF ALL—H. Thompson Cap 3188—ASCAP	6	8
9. IF YOU WERE ME—W. Pierce Dec 29662—BMI	10	3
9. THAT DO MAKE IT NICE—E. Arnold Vic 20-6198—BMI	13	13
9. HERE TODAY AND GONE TOMORROW— J. E. & Maxine Brown Fabor 126	—	1
12. MAYBELLENE—M. Robbins Col 21446—BMI	15	7
13. YELLOW ROSE OF TEXAS—E. Tubb Dec 29633—BMI	9	9
14. WHEN I STOP DREAMING—Louvin Brothers Cap 3177—BMI	8	10
15. YONDER COMES A SUCKER—J. Reeves Vic 20-6200—BMI	7	12

Thanks, Dee Jays, for the Many
 Spins You Have Given My Record,



**"I WAKE
 AT DAWN"**

b/w

**"TEAR DROPS
 WALTZ"**

ON THE FINE LABEL

#1003

DAN SEAL

DAN SEAL

When on the Gulf Coast stop by and visit me at the Hambone Club.

NOTICE, SONGWRITERS: If you have any song material let me hear from you.
 Just send it to Rt. 2, Box 562, Gulfport, Miss.

Grand Ole Opry's
 "DOWN YONDER" Girl

DEL WOOD

Sincerely thanks the nation's DJ's
 Hope you like my latest RCA Victor Release.

**"ROCKY MOUNTAIN
 EXPRESS"**

c/w

"DREAM TRAIN"

RCA Victor 20/47-6275

Featured on NBC Grand Ole Opry
 Coast-to-Coast Network.

Available Now AS A SINGLE

DEWEY MOUSSON

4240 Wallace Lane Nashville 12, Tenn.
 (Phone 8-3398)



THE BIG 'D' JAMBOREE!



Presented By

ED McLEMORE

Starring



SONNY JAMES

Capitol Records
"Pig-Tails and Ribbons"

HANK LOCKLIN

RCA-Victor
"These Ruins Belong to Me"



CHARLINE ARTHUR

RCA Victor Records "Burn That Candle"

BELEW TWINS



"Speedy Gonzales"
Coral Records



JIMMY PATTON

"Ocean of Tears"
Sims Records

BUCK GRIFFIN

Lin Records

HELEN HALL

Coral



EDDIE McDUFF

Texas Stompers Coral

M.C.'S & CO.—PRODUCERS

of the
Big 'D'



JOHN HARPER

Jamboree

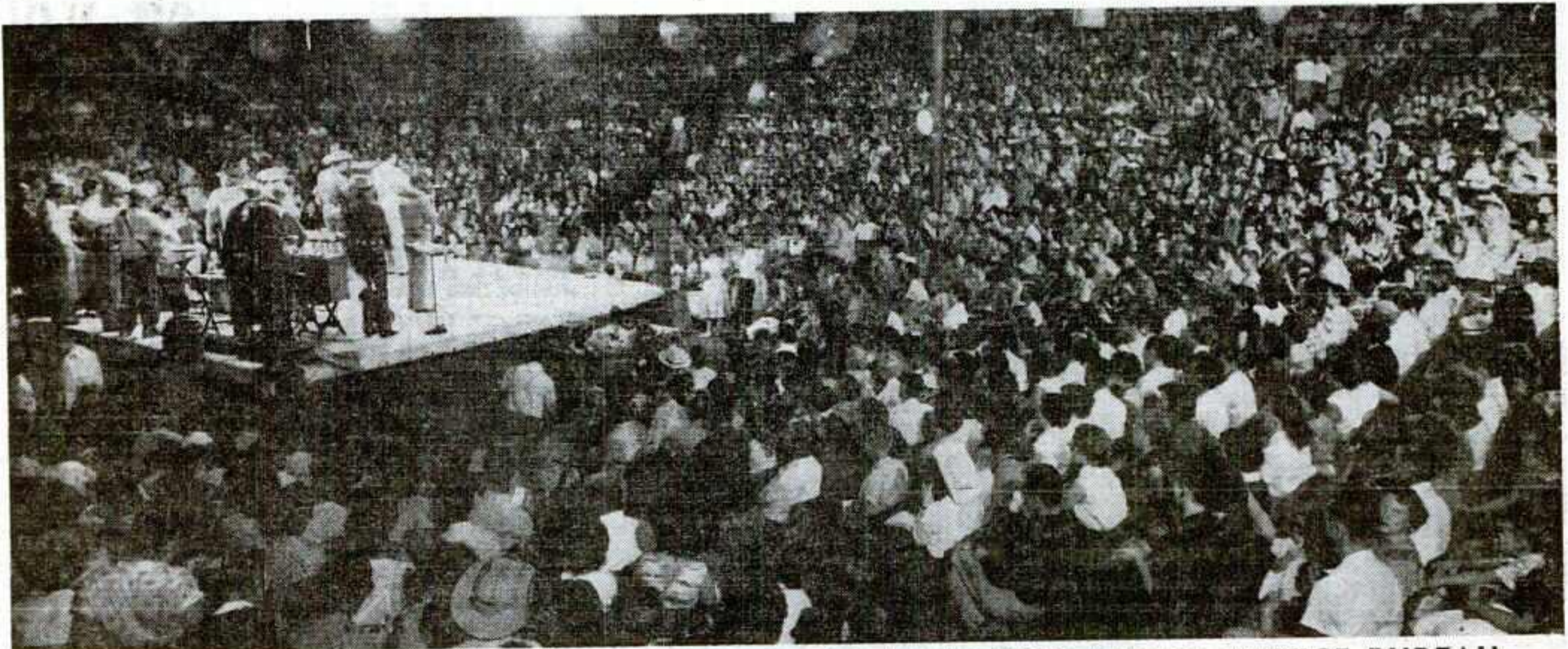


JOHNNY HICKS

Hey
D.J.'s

COME SEE THE BIG 'D' GANG
DURING THE NASHVILLE
CONVENTION
ANDREW JACKSON HOTEL

BIG 'D' D.J.'s—
Johnny Hicks—KRLD
Jim Boyd—WRR
Joe Poovey—KMAC
Parker Wilson—KXOL



BIG 'D' JAMBOREE ARTISTS EXCLUSIVELY AVAILABLE THRU ARTIST SERVICE BUREAU
Phone ED WATT (STerling 4374), Sportatorium, Dallas, Texas

THE SOUTHWEST'S BIGGEST, OLDEST, **10th** ANNIVERSARY YEAR!
BOLDEST & BEST COUNTRY MUSIC SHOW!

Presented Every Saturday Night at
ED McLEMORE'S SPORTATORIUM
DALLAS, TEXAS

*Our Sincere Thanks D.J's
from the 3 of us.....
on your 4th Annual
Disc Jockey Festival.*

**JIM EDWARD &
MAXINE BROWN
with BONNIE**



Our Latest is going GREAT...

**"HERE TODAY AND
GONE TOMORROW"**

c/w
"You Thought I Thought"

Fabor 126

Anniversary Greetings...
GRAND OLE OPRY

FABOR RECORDS

**The Billboard Music Popularity Charts
COUNTRY &
WESTERN RECORDS**

• This Week's Best Buys

- YOU'RE FREE TO GO (Ross-Jungnickel, ASCAP)
- I FEEL LIKE CRYIN' (Mallory, BMI)—Carl Smith—
Columbia 21462

While there is some dispute from territory to territory as to which of these tunes is the stronger, there is no argument that the disk itself is a fast mover and building for a solid hit. Nashville, Durham, Richmond, Atlanta, Baltimore, St. Louis, Chicago and scattered Eastern and Northern markets reported outstanding sales in the two weeks since delivery. The record was a previous Billboard "Spotlight" pick.

• C & W Territorial Best Sellers

For survey week ending November 2

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.

- | | |
|--|---|
| <p>Birmingham</p> <ol style="list-style-type: none"> 1. Love, Love, Love, W. Pierce, Dec. 2. Satisfied Mind, P. Wagoner, Vic. 3. Just Call Me Lonesome, E. Arnold, Vic. 4. If You Were Me, W. Pierce, Dec. 5. Cattle Call, E. Arnold, Vic. <p>Charlotte</p> <ol style="list-style-type: none"> 1. If You Were Me, W. Pierce, Dec. 2. I Don't Care, W. Pierce, Dec. 3. All Right, F. Young, Cap. 4. Love, Love, Love, W. Pierce, Dec. 5. Mainliner, H. Snow, Vic. 6. Satisfied Mind, P. Wagoner, Vic. 7. When I Stop Dreaming, Louvin Brothers, Cap. 8. Richest Man, E. Arnold, Vic. 9. I Forgot to Remember to Forget, E. Presley, Sun 10. I Thought of You, J. Shepard, Cap. <p>Dallas-Fort Worth</p> <ol style="list-style-type: none"> 1. Satisfied Mind, R. & B. Foley, Dec. 2. Love, Love, Love, W. Pierce, Dec. 3. Just Call Me Lonesome, E. Arnold, Vic. 4. Cattle Call, E. Arnold, Vic. 5. Sixteen Tons, T. Ernie, Cap. 6. I Don't Care, W. Pierce, Dec. 7. His Hands, T. Ernie, Cap. <p>Houston</p> <ol style="list-style-type: none"> 1. Just Call Me Lonesome, E. Arnold, Vic. 2. Love, Love, Love, W. Pierce, Dec. 3. If You Were Me, W. Pierce, Dec. 4. Why, Baby, Why? G. Jones, Sdy. 5. I Forgot to Remember to Forget, E. Presley, Sun 6. I Thought I'd Never Fall in Love Again, J. Newman, Dot. 7. Sixteen Tons, T. Ernie, Cap. 8. Let 'Em Talk, J. Work, Dot. 9. Satisfied Mind, P. Wagoner, Vic. 10. I Don't Care, W. Pierce, Dec. <p>Memphis</p> <ol style="list-style-type: none"> 1. Love, Love, Love, W. Pierce, Dec. 2. It's a Great Life, F. Young, Cap. 3. Why, Baby, Why? G. Jones, Sdy. 4. Here Today, Gone Tomorrow, J. E. & Maxine Brown, Fab. 5. Yellow Roses, H. Snow, Vic. 6. Just Call Me Lonesome, E. Arnold, Vic. <p>Nashville</p> <ol style="list-style-type: none"> 1. Love, Love, Love, W. Pierce, Dot 2. All Right, F. Young, Cap. 3. I Thought of You, J. Shepard, Cap. 4. Satisfied Mind, P. Wagoner, Vic. 5. I Don't Want It on My Conscience, R. Price, Col. 6. Temptation, Go Away, Wilburn Brothers, Dec. 7. I Forgot to Remember to Forget, E. Presley, Sun | <p>New Orleans</p> <ol style="list-style-type: none"> 1. Love, Love, Love, W. Pierce, Dec. 2. Just Call Me Lonesome, E. Arnold, Vic. 3. All Right, F. Young, Cap. 4. I Don't Care, W. Pierce, Dot 5. I Can't Go Home Like This, R. Price, Col. 6. Yellow Rose of Texas, E. Tubb, Dec. 7. There's Poison in My Heart, K. Wells, Dec. 8. There She Goes, C. Smith, Col. 9. Why, Baby, Why? G. Jones, Sdy. 10. Satisfied Mind, J. Shepard, Cap. <p>Richmond, Va.</p> <ol style="list-style-type: none"> 1. Love, Love, Love, W. Pierce, Dec. 2. Mystery Train, E. Presley, Sun 3. Sixteen Tons, T. Ernie, Cap. 4. When I Stop Dreaming, Louvin Brothers, Cap. 5. Born to Be Happy, H. Snow, Vic. <p>St. Louis</p> <ol style="list-style-type: none"> 1. Love, Love, Love, W. Pierce, Dec. 2. It's a Great Life, F. Young, Cap. 3. If You Were Me, W. Pierce, Dec. 4. I Forgot to Remember to Forget, E. Presley, Sun 5. Cattle Call, E. Arnold, Vic. 6. Mainliner, H. Snow, Vic. |
|--|---|



KITTY WELLS, female c.w. artist whose records were most played by disk jockeys in 1955. Her disk of "Making Believe" ranked seventh in the most-played country record category as well as in the balloting by disk jockeys for their favorite country disk of the year.

D. J.'s — My sincere thanks for making my years at WSM wonderful...



MARTY ROBBINS
HERE'S MY NEW ONE
"PRETTY MAMA"

b/w
**"DON'T LET ME HANG AROUND
(IF YOU DON'T CARE)"**
COLUMBIA #21461

For Personal Appearances
WSM
Artist Service Bureau
NASHVILLE, TENN.

Congratulations, Grand Ole Opry, on your 30th anniversary.

THANKS DEE-JAYS

for every spin you gave me on
CRY CRY CRY
b/w
YELLOW ROSE OF TEXAS



Your Grateful Buddy

TEXAS BILL STRENGTH

exclusively on



Hope you like my brand new release

TURN AROUND

b/w

WHEN LOVE COMES KNOCKIN'

Congratulations, WSM, on your 30th Anniversary
Glad to be here

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Station KWEM
Memphis, Tenn.

Phone Mutual 5-8606

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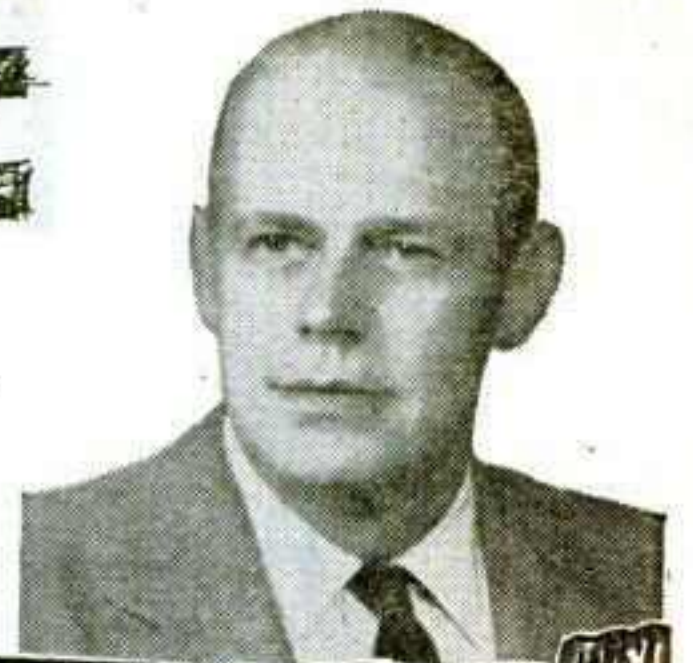
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Hollywood 9-5891

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GENERAL MANAGER



RED FOLEY
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CAPITOL

BOBBY LORD
COLUMBIA

WANDA JACKSON
DECCA

Jim Edward & Maxine Brown
FABOR

SLIM WILSON
DECCA

FOGGY RIVER BOYS
DECCA

PHILHARMONICS
CARDINAL

LENNIE & GOO GOO

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SHIRLEY CADELL

UNCLE CYP

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AND HIS COUNTRY RHYTHM BOYS—TEX.

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BILL (Fat Boy) RING

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"CROSSROADS OF COUNTRY MUSIC"

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This is it... and
JUSTIN TUBB
has the country hit

RIDE IT TO THE TOP



"PEPPER HOT BABY"

c/w

"WHO WILL IT BE"

Decca 29720



My sincere thanks for your loyal support . . . Hope your convention is a smash hit . . .

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The Billboard Music Popularity Charts
COUNTRY & WESTERN RECORDS

• Review Spotlight on . . .
RECORDS

RED SOVINE AND WEBB PIERCE

Why, Baby, Why (Starrlite, BMI)—Decca 29739

Two great country voices team up on this one to produce a side that has all the earmarks of a hit. The guys work out on an upbeat item that has a great c.&w. sound. Flip finds Sovine in an expressive solo cover offering of "Sixteen Tons" (American, BMI).

SLIM WHITMAN

Tell Me (Tune Towne, BMI)—Imperial 8304

Here's a touching, simple western lament that features some great, clear, pleading tones from the polished Whitman pipes. Lots of action in stores here. Flip is "Tumbling Tumbleweed," a revival of the great western standard (Williamson, BMI).

KITTY WELLS

Lonely Side of Town (Tree, BMI)—Decca 29728

I've Kissed You My Last Time (Acuff-Rose, BMI)

The little gal from the "Grand Ole Opry" comes thru with another two-sider. Top side is a great piece of material and there's a wonderful expression of heart-break that practically bleeds right out of the wax. The same deep, tearful, pleading sound comes thru on the flip. Both sides look like sure bets.

TALENT

BUDDY THOMPSON

Different From the Rest (Cedarwood, BMI)—RCA Victor 6312

Echo Heart (Cedarwood, BMI)

The new country singer gets a fine showcasing here. On the first side, the guy sings persuasively about his feeling for the gal, while the flip is a switch to a rhythmic mood. It's good material and Thompson has the talent to match.

• Reviews of New C & W Records

(TEXAS) BILL STRENGTH

Turn Around80

CAPITOL 3282—A strong country ballad with a good melody line and effective lyrics. Texas Bill gives a fine performance. Will get strong deejay action. (Hi Lo, BMI)

When Love Comes Knockin'79

Fine country rhythm side, belted out in great fashion by Texas Bill, to a lively backing featuring strings and honky tonk piano. Watch it. (Opal, BMI)

SONNY JAMES

Careless With My Heart78

CAPITOL 3281—The powerful expressiveness of James lifts this run-of-the-mill material into the contender class. (Travis, BMI)

Pigtails and Ribbons74

At a brisker pace, there's a pleasant hunk of sentiment conveyed. It's light-weight, however. (Central Songs, BMI)

JUSTIN TUBB

Pepper-Hot Baby77

DECCA 29720—This tune, now enjoying fine action in the pop market, makes good country material. Tubb gives a spirited reading and ought to have one of his best records to date in it. (Sheldon, BMI)

Who Will It Be73

This weeper's theme is the perennial one where two good friends find themselves in love with the same girl. The tune is pretty, and Tubb pours his best into it. (4 Star, BMI)

WADE RAY

Keep My Heart

(To Remember Me By)76

VICTOR 6313—This ballad has potential in the r.&b. group idiom. It's effective, too, in Ray's warm, husky-voiced chanting. (Roncom, ASCAP)

Because of a Lie75

A fairly routine weeper, convincingly sung by Ray. Should get a fair amount of action. (Ridgeway, BMI)

SHEB WOOLEY

Are You Satisfied?75

M-G-M 12114—Arrangement of this interesting blues ballad is taken right out of the current r.&b. groove. Wooley chants it effectively and the side should have interest in more than one field. Good juke box wax. (Cordial, BMI)

Humdinger73

Happy bouncer with patter lyrics is projected gleefully by Wooley and the guitar and rhythm section backing him. More good stuff for the coin boxes, tho the Farmer Boys' version has been out for some weeks. (Mills, ASCAP)

DON GIBSON

Run, Boy75

M-G-M 12109—Gibson chants the three-beater advising a reconciliation with engaging spirit. Backing supports with a swaying lilt that adds much to the enjoyment. Should get frequent air spins. (Milene, ASCAP)

I Must Forget You71

Sincere warbling of this -tuneful weeper carries across the grooves. Good listening here. (Acuff-Rose, BMI)

BOB WILLS

Echo Yodel74

DECCA 29682 — Attractive novelty, with Dale Dart contributing a yodel vocal. Deejays will like. (Copar, BMI)

New Osage Stomp73

Authentic country flavor to this instrumental out of Decca's "Dance-O-Rama" series. Occasional remarks point up its unusual appeal. (Wills, BMI)

T. TEXAS TYLER

She Wouldn't Do for You74

4 Star 682—T. Texas tells a rival that the gal is too sweet and simple, and not for a bright lights fella. Tyler's feelingful style fits the material well. (4 Star Sales, BMI)

I Ticked Her Under the Chin72

Amusing up-tempo novelty which moves right along. Nice gal-giggle gimmick midway should help get plays and sales. (4 Star Sales, BMI)

CHARLINE ARTHUR

Burn That Candle74

VICTOR 6297—From the r.&b. field, Miss Arthur has picked up a tune well suited to her style. She gives it a fast, expertly turned reading accompanied by a big beat backing. (Roosevelt, BMI)

How Many Would There Be?72

The singer nervously wonders just how much of a Romeo her boy friend is. She puts a lot of feeling into the tune and brings it off nicely. (Opal, BMI)

THE SUNBEAMS

Blue Mountain Waltz72

DOT 1271—This is a pleasant country entry in three-quarter time. The gal voices are pretty but the harmony is scored on strictly pop lines which may limit country action. (Driftwood, BMI)

I'm Gonna Go Home to Mama71

Here's an upbeat tune that finds the gals again in good form. Group itself is good enough to generate real interest. (Cedarwood, BMI)

DOUG AMERSON

Bop, Man, Bop72

INTRASTATE 25 — Amerson and company stir up lots of dust in this wild rendition of a rocking opus. It's more wax adapting r.&b. business for country listeners. Rural jitterbugs ought to feed coin in the juke for this one. (Homestead, BMI)

That Old Clock69

Folksy item with a hoedown beat and cute lyrics is handed a joyful performance. (Homestead, BMI)

JESS WILLARD

Don't Hold Her So Close70

EKKO 1018—Willard sings a basic, simple and primitive country ballad in ditto style, as he warns another guy not to hold his gal so "close." (Pacific, BMI)

Every Dog Has His Day68

Here the singer—in okay comedy style—warns his triffin' babe that she's gonna be sorry, 'cause every dog has his day, and when Willard's day comes, look out! (Jari, BMI)

FATS GAINES BAND

Ruff House Rose69

BIG TOWN 124—The vocalist Rose Johnson shouts it up pretty good, the material and band backing have a

(Continued on page 119)

HOT!
 ON
STAR DAY
 Exclusively
 Country & Western

"WHY, BABY, WHY?"
 b/w
"Seasons of My Heart"
GEORGE JONES
 Starday #202

A 2 Sided Natural-HIT that has crashed into The Billboard National Charts.

THANKS TO THE 1000 DJ's we service each month who made this possible.

Write or wire us if you haven't received your copy.

Keep Spinning the Original **SMASH** version on **Starday**

Just Released **LEON PAYNE**
"CHRISTMAS EVERY DAY"
 b/w
"Christmas Love Song"
 Starday #215

A record that will sell this year and every year.

DJ's
 Visit us at the **Andrew Jackson, Nashville, Nov. 10-11-12**

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 Los Angeles, Calif.
 DU. 8-0409

★
HAROLD W. DAILY
 Southcoast Amusement Co.
 Houston, Texas

The Billboard Music Popularity Charts **COUNTRY & WESTERN RECORDS**

● **Reviews of New C & W Records**

● Continued from page 118

slightly outdated feel considering today's highly competitive market. (4 Star Sales, BMI)
Feeling Happy...69
 Same comment. (4 Star Sales, BMI)

ANDREWS BROTHERS

Don't Write It in a Letter...68
 M-G-M 12115—If she's going to put him down he'd rather have it straight. That's the message of this weeper and it's chanted pleasantly by the boys. (Acuff-Rose, BMI)
Rev. Hey I Got the Blues...68
 Slow and rhythmic blues is handed a listenable reading. It's an Andrews original. (Acuff-Rose, BMI)

HARVEY CHAMBERS

Gumbo Jubilee...68
 JET 1923—Chambers generates an infectious excitement as he describes a big blow-out in the bayou country. Brisk guitar and fiddle work adds a lot of color. (Acuff-Rose, BMI)
Crawfish Gumbo...65
 A humorous novelty set to a solid

dance beat. While this is aimed at a regional market, it is cute enough to catch on elsewhere, too. (Acuff-Rose, BMI)

BENNIE HESS

Queen of Sylvania Beach...67
 JET 1924—Hess tells how he found his wife and happiness. A catchy tune with a solid beat, effectively presented by the singer.
Another Man's Bride...63
 The singer turns on the salt water in this sad outtone. While he does a good job, the material is not strong enough for commercial prospects.

AL DEXTER

I Won't Be Number Two...66
 EDDO 1020—The singer is an independent guy, and he lets his girl know how he feels. A swiny tune of modest proportions read in a relaxed, easy-going style. (Jarl, BMI)
Pistol Packin' Mama...65
 Dexter revives an old hit, for which there will always be some call. A

handy catalog item for retailers and a good disk for deejays to have stashed away. (E. H. Morris, ASCAP)

RITA FAYE

The Santa Claus Parade...65
 M-G-M 12104 — The little country lass sings with a nice beat, but—for a march—the arrangement and backing let her down.
Sleighbells, Reindeer and Snow...63
 Again Miss Faye gives it a big try, but there's not enough freshness to the song to give it too strong a chance.

RAY HANEY

The Picture on the Christmas Card...65
 M-G-M 12106—Haney sings about the new-born Jesus on the Christmas card, with appropriate message. His solemn, sincere style is well showcased on this material. (Box & Cox, ASCAP)
Story of a Christmas Tree...69
 Haney lays a sorrowful voice and interpretation on the tale of the pine tree that wanted to be a Christmas tree and finally did. Song needed a lighter touch. (Sikorski, BMI)

● **Reviews of New Jazz Records**

TURK MURPHY BAND

Maryland, My Maryland...76
 COLUMBIA 40586—Neat, easy-riding New Orleans styling of the old anthem. One of Murphy's finest offerings to date, the singles sales of such material are unlikely to be too great.
Mack the Knife...70
 Murphy and his New Orleans-style revivalists have dug up a colorful, adaptable piece of material in the opening song from Well's "Three-Penny Opera." But the performance is so-so jazz. (Harms, ASCAP)

● **Reviews of New Spiritual Records**

THE HEAVENLY ECHOES

Your God Is My God, Too...72
 BATON 216—An appeal for brotherhood that is difficult to resist when

put in such a winning way by this competent lead. (Dare, BMI)
Didn't It Rain?...69
 Often as this traditional spiritual has been recorded, it is always a pleasure to hear again. This fast, exciting version makes a good catalog item for dealers. (Dare, BMI)

● **Other Records Released This Week**

Country & Western

Hawk-Eye; (We Must) Wait a Little Longer—Buddy Hawk, Universal-Sheraton 1008
It's Your Turn; The Christmas Dolly—J. W. Thompson, Fine 1007
I've Found Out; Oh! Red—Jimmy Wilson Band, Big Town 123

Polka

Czarnina Kid; Jolly Wally Polka—Jolly Wally, Dana 2109

Thanks, Fellas, for all
 the spins ~ See y'all in
 Nashville ~

Tim Spencer



Sons of The Pioneers



Watch for

CHRISTMAS COWBOY

and

CHRISTMAS EVERYDAY

Recorded by Ken Curtis
 on Pop-Sacred #P.S.-7106

Thanks DJ's

for all those spins on

A SATISFIED MIND

b/w TAKE POSSESSION

RECORD NO. 3118

and my latest —

BEAUTIFUL LIES

I THOUGHT OF YOU

RECORD NO. 3222

Jean Shepard

Now a regular member of Grand Ole Opry



FOLK TALENT AND TUNES

Continued from page 107

at Longview, Tex. Neal worked out details of the tour with Jim Halsey, Thompson's manager; Hal Smith, Ed Watt and Dick Stewart.

The Whiporwills, Tommy Dilbeck, Fred Stryker, Charlie Williams, Joe Buchanan, Roland Ray, Bea Terry, the Merle Traviges, the Eddie Deans, the Johnny Bonds, the Deacon Moores, Rose Maphis, Noel Boggs, Phil Hensley and the Tiny Reniers gathered recently in Inglewood, Calif., to attend an anniversary party which Red Redfern tossed for Wade Ray, who with his Cowtown Five is still a feature of the Hank Penny show. Sue Thompson continues as featured fem singer with the Penny group. . . . Gene Autry's Western unit, following a week stand at Chicago's Stadium, pulled SRO business to Denver's Auditorium Arena October 22. Talent lineup included, besides Autry, Pat Buttram, the Cass County Boys, Carl Cotner, the Melody Ranch Boys, the Strongs and an assortment of novelty acts.

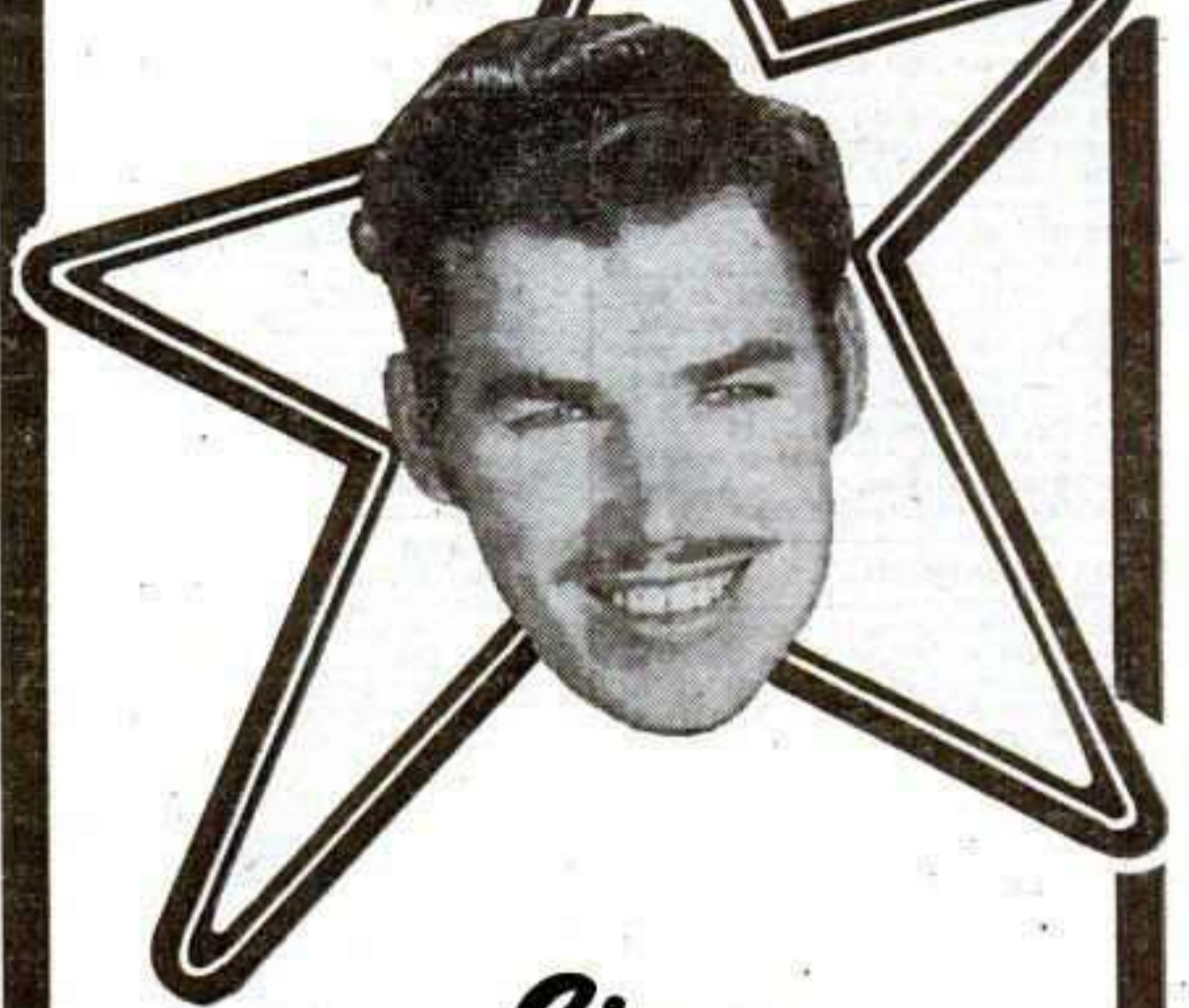
Jimmy Newman works a special show in Jacksonville, Fla., Tuesday (8), and then, with his manager, Slick Norris, hits out for the deejay shindig in Nashville over the weekend. On a trek thru West Texas just concluded, Newman visited with the following deejays: Slim Willet (KRBC), Al Rogers (KGNC), Keith Lloyd (KGNC) and Ralph Newton (KZIP), Amarillo; Jay Thompson (KSTB), Breckenridge; Slim Corbin (KTFY), Brownfield; Jay Staggs (KSTA), Coleman; Dennis Sullivan and Dean Turner (KCYL), Lampasas; Ace Ball and Dave Stone (KDAV) and Bob Curtin (KLLL) Lubbock; Keith Ward (KMID), Midland; Jim Scott (KECK), Odessa; Jack Scott (KBDN) and Bob Harris (KPAT), Pampa, and Tom Hughes (KDWT), Stamford. Newman and Norris also visited with Paul and Ann Kallinger in Del Rio, Tex., and Uncle Jim and Mary Louise Christie in Fort Worth.

Hank Zero, of WALE Ranch House, Fall River, Mass., is currently working personals in the Springfield, Mass., sector. Zero reports that Farin West, formerly a member of his Pioneers group, is now working in and around Cincinnati. . . . Don Decker, distributor for Westport Records in Ohio, with headquarters in Springfield, reports that Spook Beckman is mentioning the label daily on his television show over WTVN, Columbus, O., and doing a good job of promoting the country platters.

Donn Reynolds heads up the new "Alleghany Jubilee," heard each Saturday night, 8-10 o'clock, over WCUM, Cumberland, Md. Saturday night airings include two network shots. Emsee and comedian with the show is Smokey Pleacher, of "WVVA Jamboree," Wheeling, W. Va. . . . Daryl North, young c.&w. artist, has moved his base of operation from Tampa to Greenville, Ala., and has signed Clyde Perdue as his personal manager. Perdue formerly handled the managerial reins on the late Hank Williams, and more recently was associated with Hawkshaw Hawkins in a similar capacity.

Link Davis, George Jones and Jerry Jerrico have teamed for a string of personals in the Gulf Coast sector. . . . Rusty and Doug are keeping busy in the Beaumont, Tex.-Lake Charles, La., area. . . . The Jordanares are back in Nashville after a swing thru Texas and Mexico, which included a stop-off in Los Angeles for a week's stand at the Paramount Theater. . . . Hank Snow starred on the Prince Albert portion of "Grand Ole Opry" last Saturday (5), when Hank Lock-

Imperial Records



Big
Singing Star...

SLIM WHITMAN

... has another Big Smash!

'TELL ME'

b/w

'Tumbling Tumble Weed'

#8304



Management

RAY BARTLETT, Shreveport



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**Best Wishes, Disk Jockeys,
and Thanks for the Spins**

PRAY PRICE

and his Cherokee Cowboys

America's Greatest Western Dance Band

Congratulations, WSM Grand Ole Opry, on your
30th Anniversary



Featuring

"I DON'T WANT IT ON MY CONSCIENCE" AND **"I CAN'T GO HOME LIKE THIS"**

COLUMBIA #21442

WSM-TV
Grand Ole Opry

Personal Mgt.:
Al Flores (WSM)
Nashville, Tennessee



lin appeared as special guest. . . . Newest c.&w. releases on the Columbia label are Marty Robbins' "Pretty Mama" b/w "Don't Let Me Hang Around," and Carl Smith's "I Feel Like Cryin'" b/w "You're Free to Go."

A mammoth free show, highlighting 11 Alabama c.&w. groups headed up by Whitey Ford (Duke of Paducah), pulled a capacity crowd of 5,300 to City Auditorium, Birmingham, October 22, with some 1,500 catching the three-and-half-hour performance via loudspeakers on the outside of the building. An extra lure was the giveaway of some 18 prizes valued at around \$3,000. Big show was sponsored by local merchants as part of a Birmingham Days celebration to attract business to Birmingham business houses. The Birmingham News promoted the show for 10 days in advance, with Roger Thames, radio-TV editor, serving as chairman of the show committee.

Talent brigade for the Birmingham promotion include Happy Wilson, Marion Worth and the Golden River Boys, WABT, Birmingham; Happy Wainright and the Kings of the Hillbillies, WKRC-TV, Mobile; Jack Turner and band, WSFA-TV, Montgomery; Slim Lay and the Homefolks, WHBS, Huntsville; Johnny Daugherty and the Happy Valley Boys, WMLS, Sylacauga; Uncle Jim Atkins and His Barnyard Sweethearts, WBRC, Birmingham; Malon Hurst and band, WBRC-TV, Birmingham; Old Red and the Tennessee River Boys, WOWL, Florence; Happy Hal Burns, Country Boy Eddie and the Country Cousins, WLBS, Birmingham; Cousin Josh Rose, with Arnold Morgan and the Echo Valley Boys, WHOS, Decatur, and Cowboy Williams and the Flying W Ranch Hands, of WILD, Birmingham. On the afternoon of the show, the Duke of Paducah and six of the bands participated in an hour-long show over WABT-TV, and WLBS in the way of pre-show promotion. A story featuring the Duke occupied the top half of page 1 of The News' entertainment section on the Sunday preceding the show.

Ernest Tubb and his personal manager, Gabe Tucker, wind up a week's tour in Louisiana Thursday (10) and then hit out immediately for the big deejay festival in Nashville. . . . New regulars on "Big D Jamboree," Dallas, are Jimmy Patton, who has three new releases on the Sims label, and Buck Griffin, who waxes for Lin Records. . . . Sonny James, another "Big D" regular, played three dates in the Detroit area over last weekend and was slated for a one-shot

in New York before returning to Dallas. James has just covered 200 c.&w. deejays with his new Capitol waxing, "Pigtails and Ribbons."

Newest c.&w. releases on the RCA Victor label are "Weary Moments" b.w. "S.O.S.," by Johnny and Jack; "Let the Light Shine on Me" b.w. "Laugh a Little More," by Martha Carson, and "Standing at the End of My World" b.w. "I've Gotta Have You," by Hawkshaw Hawkins. . . . Carl Story appears as guest star with "Circle Theater Jamboree," Cleveland, next Saturday (12). . . . Pete Visich, former accordion man for Curley Gold and His Texans, has settled in Denver and is working the Colorado sector with various Western combos.

"California Hayride," new western television show, made its bow recently over KVOR, San Mateo, Calif., where it is heard each Saturday from 8-10 p.m., featuring the twin fiddles of Lyle Keeney and Texas Kneal and the music of Dusty Dale and His Cowhands. Eddy Kirk, deejay at KEEN, San Jose, Calif., serves as vocalist and deejay. Slim Whitman and His Star Dusters were added features on the initial showing.

Neal Jones, who has a daily TV show over WBAP-TV, Fort Worth, as well as a radio deejay seg five days a week over WBAP, hopped into Dallas last week to cut another session for Columbia, which a.&r. man Don Law claims is the best Jones has ever done. . . . Justin Tubb has a new one on the Decca label titled "Pepper-Hot Baby" b.w. "Who Will It Be?" . . . Cowboy Copas' latest on the King label is "Blue Yesterday" b.w. "Tell Me More."

C. G. (Red) Matthews, a.&r. chief of Ekko Records, has announced the release of a new version of Al Dexter's "Pistol-Packin' Mama," the original of which was written and recorded on Columbia by Dexter about 12 years ago. In the new release, a few changes have been made in the lyrics and an entire verse added. Recording is made with string instruments plus novel sound effects, Matthews says. Dexter's original record has been off the market for more than five years.

Elvis Presley and his manager, Bob Neal, will make the deejay convention in Nashville this week, but Elvis will be required to pull out late Friday (11) to make an engagement at Carthage, Tex., Saturday afternoon (12) plus his regular shot on "Louisiana Hayride," Shreveport, Saturday night. . . . Neil Eskelin heads up the new music publishing firm bearing his name, with headquarters at 1912 Dallas Street, Royal Oak, Mich. Firm, specializing in gospel music, is licensed by BMI. The company is presently engaged in setting up national distribution on gospel sheet music, Eskelin advises.

On the Capitol label, Simon Crum (Ferlin Huskey) sports a new release titled "Ooh, I Want You" b.w. "A Hillbilly's Deck of Cards." . . . The gospel - singing Blackwood
(Continued on page 129)

DISC JOCKIES
THANKS, BOYS, FOR SPINNING RECORD
#S-1003 & S-1003-45
"CARROT TOP"
ANDERSON'S
NEW NOVELTY-WESTERN
"MOPE ALONG"
b/w
"Such a Beautiful Evening"
and #S-1001
"Walkin' Charlie"
Aldrich's
Comedy—Westerns
"OKLAHOMA JOE"
b/w
"Cowtown Undertaker"
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*** FABLE ***
CHARMFUL ARMFUL
Whippoorwill #532
1. WHAT THEY SING ABOUT ON MARS
Sandy Stanton #509
2. I LOVE THE U. S. A. I COULD NEVER FIND ANOTHER SWEETHEART
Jack Eaton #524
3. SANTA HAS A SECRET TOO LATE TO SHED A TEAR
Wayne Brock #533
4. FALL BROKEN HEARTED FOOL
Cecil Payne #520
5. I DON'T WANT YOUR ADDRESS (ANYMORE) WHY DON'T YOU SMILE AT ME
Sandy Stanton #504
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AL TERRY
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c/w
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(Hello, Mr. Rain)
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LAFAWN PAUL
"WHERE DOES A BROKEN HEART GO?"
"SUNDOWN"
ABBOTT #3013
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Thanks, D. J.'s, for the Spins
"YOU CAN'T COME IN"
by **EARNEY VANDAGRIFF**
Rural Rhythm #502
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the Convention
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Want a new Hit Song to make you famous? Two of my Hillbilly songs got an up-and-coming Country and Western Artist his first commercial recording. For artist's free leads or taped songs, write
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BUDDY GRIFFIN
singing
BARTENDER'S GIRL
and
A RED ROSE, A BOUQUET
(or a roomfull)
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Management
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THE BILLBOARD 1955 DISK JOCKEY POLL

Comparison of R & B picks vs. most-played

FAVORITE RECORDS

Based on actual vote of rhythm and blues disk jockeys (regardless of most played status) for the period covering January 1, 1955, thru October 8, 1955.

Position	Record	Label
1.....	AIN'T THAT A SHAME, Fats Domino...	Imperial
2.....	SHAKE, RATTLE AND ROLL, J. Turner.	Atlantic
3.....	MAYBELLENE, C. Berry.....	Chess
4.....	ROCK AROUND THE CLOCK, B. Haley..	Decca
5.....	PLEDGING MY LOVE, J. Ace.....	Duke
6.....	EARTH ANGEL, Penguins.....	Dootone
7.....	FLIP, FLOP AND FLY, J. Turner.....	Atlantic
8.....	SINCERELY, Moonglows.....	Chess
9.....	TWEEDLE DEE, L. Baker.....	Atlantic
10.....	AIN'T THAT A SHAME, P. Boone.....	Dot
11.....	WALLFLOWER, E. James.....	Modern
12.....	COME BACK BABY, R. Charles.....	Atlantic
13.....	HEARTS OF STONE, Charms.....	DeLuxe
14.....	ONLY YOU, Platters.....	Mercury
15.....	HIDE AND SEEK, J. Turner.....	Atlantic

MOST-PLAYED RECORDS

A tabulation of The Billboard "Most Played by Jockeys" (R&B) for the period covering January 1, 1955, thru October 8, 1955.

Position	Record	Label
1.....	PLEDGING MY LOVE, Johnny Ace.....	Duke
2.....	EARTH ANGEL, Penguins.....	Dootone
3.....	WALLFLOWER, Etta James.....	Modern
4.....	SINCERELY, Moonglows.....	Chess
5.....	AIN'T THAT A SHAME, Fats Domino..	Imperial
6.....	HEARTS OF STONE, Charms.....	DeLuxe
7.....	MY BABE, Little Walter.....	Checker
8.....	MAYBELLENE, Chuck Berry.....	Chess
9.....	I'VE GOT A WOMAN, Ray Charles.....	Atlantic
10.....	TWEEDLE DEE, Laverne Baker.....	Atlantic
11.....	COME BACK, Ray Charles.....	Atlantic
12.....	UNCHAINED MELODY, Roy Hamilton....	Epic
13.....	FLIP, FLOP AND FLY, Joe Turner.....	Atlantic
14.....	FOOL FOR YOU, Ray Charles.....	Atlantic
15.....	WHAT'CHA GONNA DO, Drifters.....	Atlantic
16.....	CLOSE YOUR EYES, Five Keys.....	Capitol
17.....	IT'S LOVE BABY, L. Brooks.....	Excello
18.....	ROCK AROUND THE CLOCK, Bill Haley..	Decca
19.....	DON'T BE ANGRY, Nappy Brown.....	Savoy
20.....	MOST OF ALL, Moonglows.....	Chess
21.....	DOOR IS STILL OPEN, Cardinals.....	Atlantic
22.....	BOP TING A LING, Laverne Baker.....	Atlantic
23.....	LONELY NIGHTS, Hearts.....	Baton
24.....	LING TING TONG, Charms.....	DeLuxe
25.....	LING TING TONG, Five Keys.....	Capitol

Rhythm & Blues Notes

— By PAUL ACKERMAN —

England is becoming rhythm and blues conscious. The sale of r.&b. disks in the Tight Little Isle is not large, but a beginning has been made. We get this info from Miriam Abramson, Atlantic Records exec, who recently returned from a trip abroad. The pretty Atlantic chick says that British Decca is releasing r.&b. sides, many of them by Annie Ross, who has cut such American hits as "Mama," "The Fish" and others. British Decca, too, has a deal with Atlantic Records whereby the latter diskery's sides are released in England. Set two months ago on an experimental basis, this accord is now flourishing, with the English diskery taking every release. The Continent, tho very jazz-conscious for some time, has not yet been able to dig r.&b. Cool jazz flourishes, tho.

Savoy Records has signed Little Jimmy Scott to a long-term pact. . . . Prophet James J. Jones, well known to Detroit TV audiences, has been signed by Jimmy Hilliard on Label "X." Hilliard is going to do his initials this month in Jones' own Detroit tabernacle. . . . We're just realizing how truly versatile Bobby Blue Bland is. We all remember his Peacock Records hit, "It's My Life, Baby." His last release, "You or None," is sweet and sentimental, while the flip, "Woke Up Screaming," is a knocked-out blues.

Chris Powell and His Blue Flames are playing dates in the Far West, including Reno and Las Vegas, Nev. . . . Phil Chess, of Chess Records, and Lou Chudd, of Imperial, are in the East visiting deejays and distributors. . . . Shaw Artists has signed the Pearls, formerly of Aladdin and now with Atlantic Records' subsid, Atco.

There's only one new disk on the national best selling charts this week—Dinah Washington's "I Concentrate on You." . . . Notice, tho, how fast that Vee Jay "Hands Off" disk is moving. On the charts only two weeks, it has already moved up to No. 4. Priscilla Bowman does the vocal.

Last week we noted r.&b.'s growing influence in the country and western field. More facts bear this out daily. This week Decca Records released "Thirty Days," cut by Ernest Tubbs, the great country singer. The fine ditty, written and done by Chuck Berry on Chess, is in 13th place on the r.&b. chart.

Ben Erle Laurie, KEBE, Jacksonville, Tex., writes us that the r.&b. kick is "the most" and has all but put the station's pop show in the shade. Keep at it, Laurie. . . . Margie Day, of Atco, has had a baby girl. . . . Jockey Jack, of WERD, Atlanta, writes us that he has not been ill, as reported. "I'm healthy, not wealthy, but wise." Stay well, Jack, and our best to Chuck Willis for those great songs of his.

Hi Fi Recordings Debuts Tape

HOLLYWOOD, Nov. 5.—High Fidelity Recordings, Inc., offbeat indie package diskery, this week announced the debut of a complete line of pre-recorded tape which will be available to dealers at any speed and at half or full track reels.

Firm's tape line, tagged hi-fi tape, will range in price from \$6.95 to \$15.95, and comprises selections from all of the nine LP's thus far released by the diskery.

Richard E. Vaughn, president of the company, disclosed the signing of contracts with organists George Wright and Richard Purvis, singer Dick Stewart and pianist Joe Enos. Future plans include hi-fi albums featuring multiple-recorded harp, poetry, classical piano and military bands.

THE BILLBOARD 1955 DISK JOCKEY POLL

Comparison of the R & B Disk Jockeys' personal favorite artists and records with those most played on their shows according to The Billboard's Music Pop Charts.

FAVORITE ARTISTS

Based on actual vote of rhythm and blues disk jockeys (regardless of most played status) for the period covering January 1, 1955, thru October 8, 1955.

Position	Artist	Label
1.....	FATS DOMINO	Imperial
2.....	RUTH BROWN.....	Atlantic
3.....	JOE TURNER.....	Atlantic
4.....	LAVERN BAKER	Atlantic
5.....	ROY HAMILTON.....	Epic
6.....	B. B. KING.....	RPM
7.....	RAY CHARLES.....	Atlantic
8.....	DRIFTERS & CLYDE McPHATTER....	Atlantic
9.....	CLOVERS	Atlantic
10.....	PAT BOONE.....	Dot
11.....	FIVE KEYS.....	Capitol
12.....	SMILEY LEWIS.....	Imperial
13.....	CHUCK BERRY.....	Chess
14.....	SPANIELS	Vee-Jay
15.....	FAYE ADAMS	Herald
16.....	DINAH WASHINGTON.....	Mercury
17.....	JOHNNY ACE.....	Duke
18.....	JACK DUPREE	King
19.....	FOUR FELLOWS.....	Glory
20.....	BILL HALEY.....	Decca

MOST-PLAYED ARTISTS

A tabulation of The Billboard "Most Played by Jockeys" charts (R & B) for the period covering January 1, 1955, thru October 8, 1955.

Position	Artist	Label
1.....	JOHNNY ACE.....	Duke
2.....	RAY CHARLES.....	Atlantic
3.....	THE CHARMS.....	DeLuxe
4.....	FATS DOMINO.....	Imperial
5.....	THE MOONGLOWS.....	Chess
6.....	THE PENGUINS.....	Dootone-Mercury
7.....	ETTA JAMES.....	Modern
8.....	LAVERN BAKER	Atlantic
9.....	LITTLE WALTER.....	Checker
10.....	THE FIVE KEYS.....	Capitol
11.....	JOE TURNER.....	Atlantic
12.....	B. B. KING.....	RPM
13.....	CHUCK BERRY.....	Chess
14.....	RUTH BROWN.....	Atlantic
15.....	ROY HAMILTON.....	Epic
16.....	THE DRIFTERS.....	Atlantic
17.....	BILL HALEY.....	Decca
18.....	L. BROOKS.....	Excello
19.....	BO DIDDLEY.....	Checker
20.....	NAPPY BROWN.....	Savoy

THE BILLBOARD 1955 DISK JOCKEY POLL

MOST-PROMISING NEWER R & B ARTISTS

Based on actual vote of rhythm and blues disk jockeys (regardless of most played status) for the period covering January 1, 1955, thru October 8, 1955.

Position	Artist	Label
1.....	CHUCK BERRY	Chess
2.....	EL DORADOS	Vee-Jay
3.....	EARL (CONNELLY) KING	King
4.....	ETTA JAMES	Modern
5.....	NAPPY BROWN	Savoy
6.....	PAT BOONE	Dot
7.....	JACKS	RPM
8.....	LITTLE WILLIE JOHN	King
9.....	NUTMEGS	Herald
10.....	FOUR FELLOWS	Glory
11.....	HEARTS	Baton
12.....	LOUIS BROOKS	Excello
13.....	CUES	Capitol
14.....	GENE AND EUNICE	Aladdin
15.....	ROBINS	Atco

FAVORITE R & B INSTRUMENTAL GROUPS or BANDS

Position	Instrumental Group	Label
1.....	RED PRY SOCK	Mercury
2.....	EARL BOSTIC	King
3.....	BILL DOGGETT	King
4.....	BUDDY JOHNSON	Mercury
5.....	COUNT BASIE	Clef
6.....	BILL HALEY	Decca
7.....	PAUL WILLIAMS	Capitol
8.....	TOMMY RIDGELY	Atlantic
9.....	LOUIS BROOKS-HITOPPERS	Excello
10.....	TINY BRADSHAW	King

AIR TIME IS VALUABLE . . .
WHY GAMBLE?
RECORD MUSIC PROGRAMMING IS
CONSISTENTLY BETTER ON

VEE-JAY

"HANDS OFF"

Vee Jay 155

JAY Mc SHANN ORCHESTRA

bw

"ANOTHER"

THIS WEEK'S BEST BUYS

from The Billboard:
Vee Jay #154
"Painted Picture"
The Spaniels

THIS WEEK'S BEST BUYS

from The Billboard:
Vee Jay #147
"At My Front Door"
The Eldorados

THIS WEEK'S BEST BUYS

from The Billboard:
Vee Jay #153
"She Don't Want Me No More"
Jimmy Reid

NEW RELEASES:

Vee Jay #149 "BAD BOY" b/w "E.T. BLUES"
Eddie Taylor

Vee Jay #144 "ZERO" b/w
"RHYTHM PUNCH"
Julian Dash

Vee Jay #156 "FOOL'S PRAYER" b/w
"TASTY FREEZE"
FIVE ECHOS

Vee Jay #159 "LONELY" b/w
"I'M SO SATISFIED"
L. C. McKinley

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VEE-JAY RECORDS

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Chicago, Ill.

Thank you
Disk Jockeys,
For making
our first two
Big Hits!

"YOU TICKLE ME, BABY"

by the

ROYAL JOKERS

ATCO 4052

"Smokey Joe's Cafe"

THE

ROBINS

ATCO 4059

NEW RELEASES

NOLAN LEWIS

"ALWAYS LOOK UP"

and

"LET'S START OVER AGAIN"

ATCO 4058

THE SENSATIONS

"YES, SIR, THAT'S MY BABY"

and

"Sympathy"

ATCO 4056

THE PEARLS

"SHADOWS OF LOVE"

and

"YUM YUMMY"

ATCO 4057

ATCO RECORDS

234 West 56th Street, New York 19, New York

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

R & B Territorial Best Sellers

For survey week ending November 2

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. I Hear You Knockin' S. Lewis, Imp.
2. Only You, Platters, Mer.
3. All by Myself, F. Domino, Imp.
4. Good Rockin' Daddy, E. James, Mod.
5. Hands Off, J. McShann, VJ.
6. Don't Start Me Talkin' S. B. Williamson, Che.
7. At My Front Door, El Dorados, V. J.
8. Too Late, Little Walter, Che.
9. Thirty Days, C. Berry, Chs.
10. All Around the World, L. W. John, Che.

Charlotte

1. All by Myself, F. Domino, Imp.
2. Play It Fair, L. Baker, Atl.
3. Tutti Frutti, Little Richard, Spe.
4. Good Rockin' Daddy, E. James, Mod.
5. Blackjack, R. Charles, Atl.
6. I Know I Was Wrong, Barons, Imp.
7. All Around the World, L. W. John, Che.
8. Steamboat, Drifters, Atl.
9. Only You, Platters, Mer.
10. Love Has Joined Us Together R. Brown & C. McPhatter, Atl.

Chicago

1. Hands Off, J. McShann, V. J.
2. At My Front Door, P. Boone, Dot.
3. I Hear You Knockin', S. Lewis, Imp.
4. Blackjack, R. Charles, Atl.
5. I Concentrate on You, D. Washington, Mer.
6. Why Don't You Write Me, Jacks, RPM

Cincinnati

1. At My Front Door, El Dorados, V. J.
2. Over the Rainbow, Moroccos, Uni.
3. Hands Off, J. McShann, V. J.
4. I Hear You Knockin', S. Lewis, Imp.
5. Come Back, Maybelle, J. Greer, Grv.

Detroit

1. At My Front Door, El Dorados, V. J.
2. All Around the World, L. W. John, Kng.
3. I Hear You Knockin' S. Lewis, Imp.
4. Only You, Platters, Mer.
5. When You Dance, Turbans, Her.
6. I Gotta Have You, R. Brown & C. McPhatter, Atl.
7. Hands Off, J. McShann, V. J.

Los Angeles

1. Only You, Platters, Mer.
2. Adorable, Colts, Via.
3. At My Front Door, El Dorados, V. J.
4. Maybelle, C. Berry, Chs.
5. Convicted, O. McLiffie, Mod.
6. Ain't That a Shame, F. Domino, Imp.
7. Withercraft, Spiders, Imp.
8. Hands Off, J. McShann, V. J.
9. Emily, Turks, Mon.
10. All by Myself, F. Domino, Imp.

New Orleans

1. Only You, Platters, Mer.
2. All by Myself, F. Domino, Imp.
3. Don't Start Me Talkin' S. B. Williamson, Che.
4. At My Front Door, El Dorados, V. J.
5. Play It Fair, L. Baker, Atl.
6. Feel So Good, Shirley & Lee, Ala.
7. Blackjack, R. Charles, Atl.
8. Maybelle, C. Berry, Chs.
9. I Hear You Knockin', S. Lewis, Imp.
10. Thirty Days, C. Berry, Chs.

New York

1. Only You, Platters, Mer.
2. I Concentrate on You, D. Washington, Mer.
3. At My Front Door, El Dorados, V. J.
4. Adorable, Drifters, Atl.
5. C'est La Vie, S. Vaughn, Mer.
6. Play It Fair, L. Baker, Atl.
7. Seventeen, B. Bennett, Kng.

Philadelphia

1. Play It Fair, L. Baker, Atl.
2. Hands Off, J. McShann, V. J.
3. I Concentrate on You, D. Washington, Mer.
4. Zindy Lou, Chimes, Spe.
5. Tears in My Eyes, Dreamers, Gra.

St. Louis

1. Hands Off, J. McShann, V. J.
2. All Around the World, L. W. John, Kng.
3. Don't Start Me Talkin' S. B. Williamson, Che.
4. At My Front Door, El Dorados, V. J.
5. Too Late, Little Walter, Che.
6. I Hear You Knockin', S. Lewis, Imp.
7. I Concentrate on You, D. Washington, Mer.
8. Only You, Platters, Mer.
9. Greenbacks, R. Charles, Atl.
10. Why Don't You Write Me, Jacks, RPM

Washington, D. C.

1. Only You, Platters, Mer.
2. At My Front Door, El Dorados, V. J.
3. Maybelle, C. Berry, Chs.
4. Play It Fair, L. Baker, Atl.
5. I Hear You Knockin', S. Lewis, Imp.
6. Seventeen, B. Bennett, Kng.
7. Ain't That a Shame, P. Boone, Dot
8. Feel So Good, Shirley & Lee, Ala.
9. Wedding, Solitaires, OT
10. Adorable, Drifters, Atl.

Best Sellers in Stores

For survey week ending November 2

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. ONLY YOU (BMI)-Platters	1	16
Bark, Battle and Ball (BMI)-Mercury 70633		
2. AT MY FRONT DOOR (BMI)-El Dorados	2	6
What's Buggin' You, Baby? (BMI)-Vee Jay 147		
3. I HEAR YOU KNOCKIN' (BMI)-S. Lewis	3	10
Bumpity Bump (BMI)-Imperial 5356		
4. HANDS OFF (BMI)-J. McShann	11	2
Another Night (BMI)-Vee Jay 155		
5. ALL BY MYSELF (BMI)-F. Domino	5	9
Troubles of My Own (BMI)-Imperial 5357		
6. ALL AROUND THE WORLD (BMI)-Little Willie John	6	6
Don't Leave Me Dear (BMI)-King 4818		
7. PLAY IT FAIR (BMI)-L. Baker	7	3
Lucky Old Sun (ASCAP)-Atlantic 1075		
8. MAYBELLENE (BMI)-C. Berry	4	15
Wee Wee Hours (BMI)-Chess 1604		
9. DON'T START ME TO TALKIN' (BMI)-Sonny Boy Williamson	10	4
All My Love in Vain (BMI)-Checker 824		
10. BLACKJACKS (BMI)-R. Charles	9	3
GREENBACKS (BMI)-Atlantic 1076		
11. FEEL SO GOOD-Shirley & Lee	14	12
You'd Be Thinking of Me-Aladdin 3289		
12. GOOD ROCKIN' DADDY (BMI)-E. James	13	2
Crazy Feeling (BMI)-Modern 962		
13. ADORABLE (BMI)-Drifters	14	2
STEAMBOAT (BMI)-Atlantic 1078		
14. THIRTY DAYS (BMI)-C. Berry	8	3
Together (BMI)-Chess 1610		
15. I CONCENTRATE ON YOU (ASCAP)-D. Washington	-	2
Not Without You (ASCAP)-Mercury 70694		

Most Played in Juke Boxes

For survey week ending November 2

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.

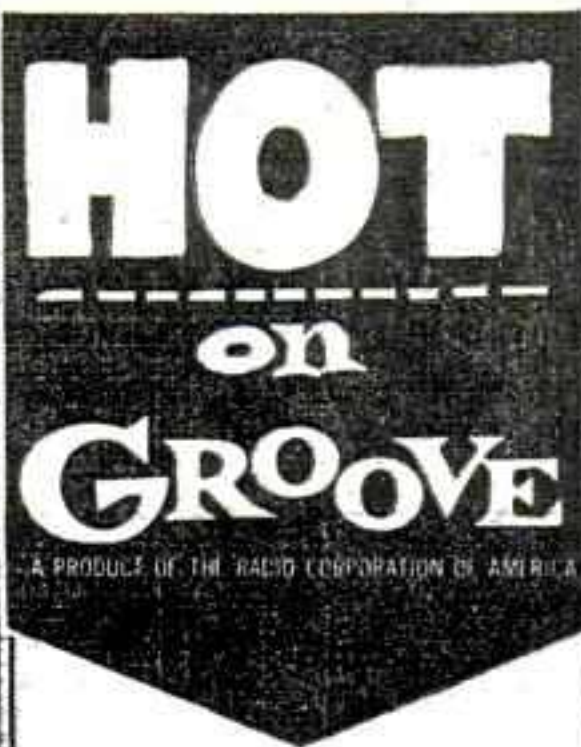
This Week	Last Week	Weeks on Chart
1. MAYBELLENE (BMI)-C. Berry	1	14
Wee Wee Hours (BMI)-Chess 1604		
2. ONLY YOU (BMI)-Platters	2	10
Bark, Battle and Ball (BMI)-Mercury 70633		
3. DON'T START ME TO TALKIN' (BMI)-Sonny Boy Williamson	6	3
All My Love in Vain (BMI)-Checker 824		
4. EVERYDAY (BMI)-C. Basie	4	17
Come Back (BMI)-Clef 89149		
5. THIRTY DAYS (BMI)-C. Berry	5	3
Together (BMI)-Chess 1610		
6. I HEAR YOU KNOCKIN' (BMI)-S. Lewis	3	5
Bumpity Bump (BMI)-Imperial 5356		
7. FEEL SO GOOD (BMI)-Shirley & Lee	10	3
You'd Be Thinking of Me (BMI)-Aladdin 3289		
8. AT MY FRONT DOOR (BMI)-El Dorados	9	6
What's Buggin' You, Baby? (BMI)-Vee Jay 147		
9. ALL AROUND THE WORLD (BMI)-Little Willie John	-	1
Don't Leave Me, Dear (BMI)-King 3818		
10. GREENBACKS (BMI)-R. Charles	-	1
Blackjacks (BMI)-Atlantic 1076		

Most Played by Jockeys

For survey week ending November 2

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. ALL BY MYSELF-F. Domino	1	9
Imperial 5357-BMI		
2. ONLY YOU-Platters	3	8
Mercury 70633-BMI		
3. I HEAR YOU KNOCKIN'-S. Lewis	6	10
Imperial 5356-BMI		
4. PLAY IT FAIR-L. Baker	4	4
Atlantic 1075-BMI		
5. DON'T START ME TO TALKIN'-Sonny Boy Williamson	-	2
Checker 824-BMI		
6. THIRTY DAYS-C. Berry	14	3
Chess 1610-BMI		
7. AT MY FRONT DOOR-El Dorados	2	8
Vee Jay 147-BMI		
8. MAYBELLENE-C. Berry	5	14
Chess 1604-BMI		
9. THOSE LONELY, LONELY NIGHTS-E. King	9	6
Ace 509-BMI		
10. FEEL SO GOOD-Shirley & Lee	7	5
Aladdin 3289-BMI		
11. HIDE AND SEEK-J. Turner	8	12
Atlantic 1069-BMI		
11. ADORABLE-Drifters	-	1
Atlantic 1078-BMI		
13. WHY DON'T YOU WRITE ME?-Jacks	-	13
RPM 428-BMI		
14. SEVENTEEN-B. Bennett	13	7
King 1470-BMI		
14. TEN LONG YEARS-B. B. King	-	2
RPM 437-BMI		



PIANO RED GORDY'S ROCK

GROOVE G/4G-0126

MR. BEAR, HOW COME

GROOVE G/4G-0125

NEW RELEASES

Zilla Mays COME BACK TO ME

b/w

RIGHT NOW

GROOVE G/4G-0127

Chris Powell and THE BLUE FLAMES CHINATOWN

b/w

GOODBYE LITTLE GIRL

GROOVE G/4G-0128

GROOVE RECORDS

155 EAST 24th ST. NEW YORK, N. Y.

Thank You Jockeys for making us Top in Our Field Again This Year

From America's Leading Rock n' Roll Artists --- all

Exclusively
on ...

RUTH BROWN

RAY CHARLES

JOE TURNER

THE DRIFTERS

THE CLOVERS

THE CARDINALS

CLYDE MCPHATTER

THE REGALS

THE COOKIES

LAVERN BAKER

IVORY JOE HUNTER

T-BONE WALKER

and thanks for the spins you're giving these

Exclusive **ATLANTIC LONG PLAY** Artists

SHORTY ROGERS

PAUL BARBARIN

DAVE PELL

TEDDY CHARLES

TED STRAETER

WILBUR DE PARIS

JACK MONTROSE

TONY FRUSCELLA

MABEL MERCER

BOBBY SHORT

LEE KONITZ

BETTY BENNETT

On Atlantic/Jazz Record **LENNIE TRISTANO**

ATLANTIC RECORDING CORP.

234 WEST 56th St. NEW YORK 19, N. Y.



Thanks DJ's for Spinning the Original Hit Version!

The COLTS

ADORABLE

b/w 'Lips Red As Wine' Vita #112

— New Releases —

- | | | |
|--|--|---|
| "KWELA KWELA"
c/w "Raf-a-Taf"
Jackie Kelso—Vita #114 | "DARK OF NIGHT"
c/w "Without a Word of Goodbye"
Lawrence Stone—Vita #115 | "HEAVENLY ANGEL"
c/w "Sweet Girl"
The Squires—Vita #116 |
|--|--|---|

VITA RECORDS

1486 No. Fair Oaks Pasadena 3, Calif. Phone: RYan 16609

VIRTUAL SURRENDER

1955: The Year R.&B. Took Over Pop Field

The year 1955 was the year rhythm and blues virtually took over the pop field. The trend continues strong and, despite covers by top pop artists, more and more original versions of tunes by r.&b. artists are making it in all markets. Ironically, the pacesetter spin-wise is the late Johnny Ace, whose Duke recordings continue to sell after his tragic accident. His "Pledging My Love" is the most played r.&b. record of the year.

The No. 2 "Most Played" r.&b. artist was Atlantic's consistent Ray Charles, who scored on every release. The first female artist to show up on the chart recap was Etta James, whose Modern hits included such as "Wallflower" and others in the "Henry" series. She was followed by Atlantic's Lavern Baker, who emerges as a top rank artist with her all-market smash on "Tweedle Dee."

The favorite jockey record during the seg was Fats Domino's mighty "Ain't That a Shame?" on Imperial, which did very well on the pop lists, too. This was followed by another pop scorer, Joe Turner's Atlantic dishing of "Shake, Rattle and Roll," a long-term chart rider.

Atlantic Score

Domino, too, was voted the favorite male r.&b. artist, while Atlantic's Ruth Brown repeated as fem fave. Atlantic, in fact, placed six artists among the first 10 favorites. The first vocal group in the listings, despite what seemed like an overwhelming predominance of group diskings, is Atlantic's Drifters, who still, in the minds of most spinners, are identified with their former lead, Clyde McPhatter, who now is waxing as a single.

Among the instrumental groups and bands, Mercury's Red Pry-

sock leaped in from nowhere to push last year's winner, Earl Bostic, into the No. 2 spot. Prysock's "Handclappin'" did the trick.

For "Most Promising Newer Artist," it was Chuck Berry with a runaway vote. His "Maybelene" was another all-market fave, and as an artist, he now appears to be firmly established in the upper echelons.

Reviews of New R & B Records

GEORGE (MR. BLUES) JACKSON
Hold Me78
RPM 441—The singer scores big in a rousing "Down South" rendition. Lots of shouting and excitement that could generate plays. (Modern, BMI)
Heaven on Earth....74
Mr. Blues throws a lot of spirit and drive into this blues ballad and the result is worth some spin action. (Modern, BMI)

THE BELVEDERES
We Two77
BAYON 217—Two members of the group (Jimmy Morris and Marie Hayes) engage in romantic dialog with the others blending tastefully in a pretty harmonic backing. A grand performance that ought to sell well. (Dare, BMI)

Pepper-Hot Baby...76
The group races breathlessly thru this pop material, building and building to a sock climax. A well-chosen song to contrast with the flip. (Sheldon, BMI)

ZILLA MAYS
Right Now77
GROOVE 127—The thrush hands this shout her best effort to date. It's a potent, spicy plea for some instant action and figures to perk up ears. (Flip & Skip, BMI)

Come Back to Me...74
Altho this is a moving ballad try, a little more finesse by the thrush would have helped. (Berkshire, BMI)

THE JACKS
My Clumsy Heart77
RPM 444—A well-produced side. The Jacks do a relaxed vocal that carries a persuasive beat. (Roosevelt, BMI)
This Empty Heart...75
This side is a slow ballad, done with individuality and fine sound. (Modern, BMI)

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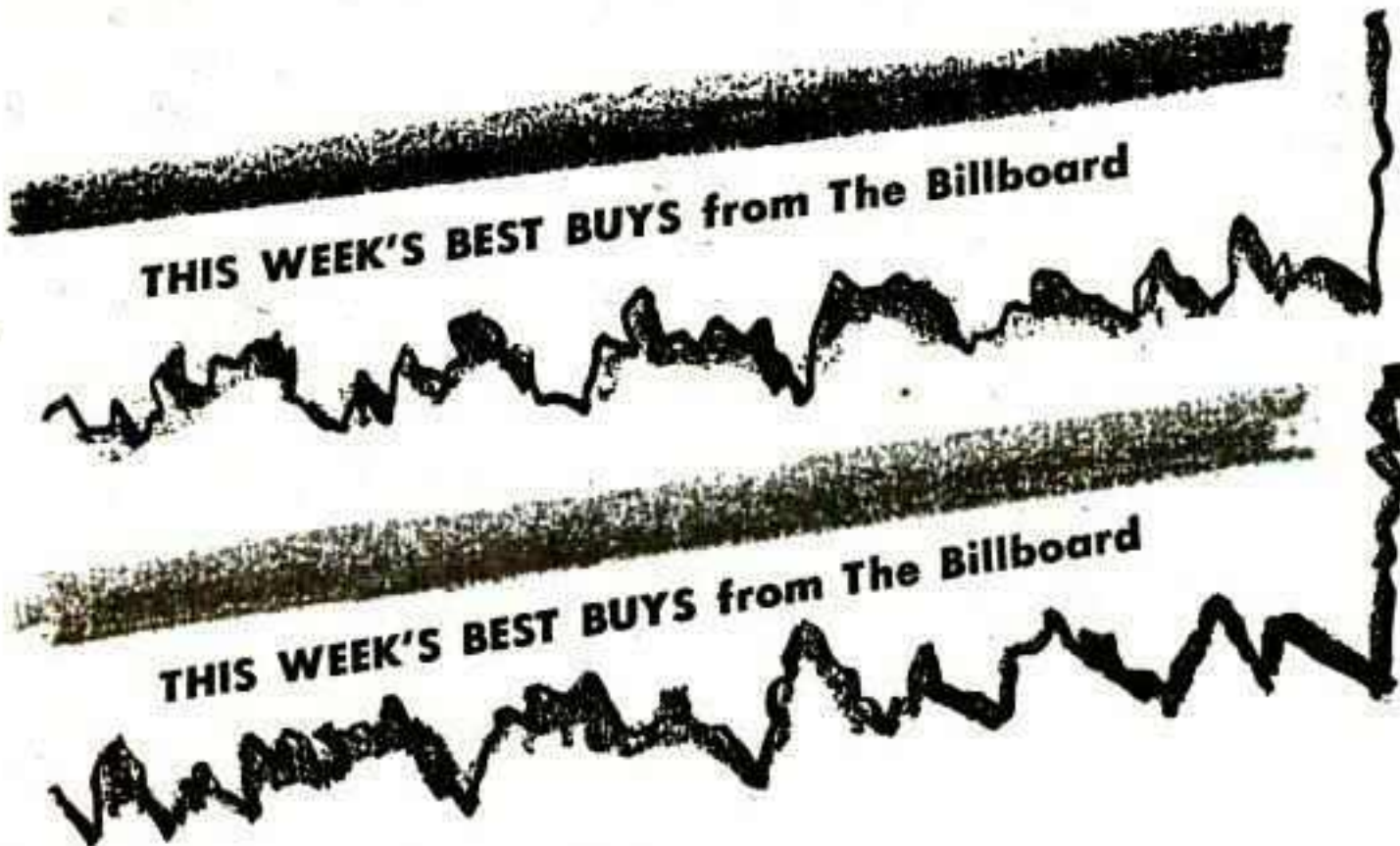
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Checker #825

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RPM 445

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Young Jesse
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The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

• This Week's Best Buys

SMOKEY JOE'S CAFE (Quintet, BMI)—The Robins—
Atco 6059

The new label is off to a flying start with this disk to pace the line. Almost every major territory from Los Angeles to New York is finding this a hot seller, and before long it figures to show in the top 15. Flip is "Just Like a Fool" (Quintet, BMI).

LOVE HAS JOINED US TOGETHER (Maggie, BMI)

I GOTTA HAVE YOU (Bellemeade, BMI)—Ruth Brown &
Clyde McPhatter—Atlantic 1077

Strong sales reports from Durham, Charlotte, Atlanta, St. Louis, Detroit, Nashville, Richmond, Baltimore, Pittsburgh and Cleveland indicate that this record is now threatening to jump into national listings if it gets a little more push. Territories differ as to top side, but "Love" is preferred by a majority. A previous Billboard "Spotlight" pick.

I'M LOST WITHOUT YOU TONIGHT (Admont, ASCAP)—
Dinah Washington—Mercury 70728

One of the fastest movers among the recent releases. In its first 10 days it thrust itself forward with impressive speed in Los Angeles, St. Louis, Durham, Nashville, Chicago, Pittsburgh, Philadelphia and Baltimore. Regular pop customers are also taking more than casual interest in the disk, according to reports from key markets. Flip is "You Might Have Told Me" (Westbury, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

RECORDS

WILLIE MABON

The Seventh Son (Arc, BMI)—Chess 1608

Mabon belts across a showmanly reading of a jauntily paced song with clever lyrics. His sock warbling style always pulls plenty of jockey and juke play, and this disk should grab off more than Mabon's usual share of spins. Flip is "Lucinda" (Arc, BMI).

OSCAR McLOLLIE

Convicted (Rene, ASCAP)—Modern 970

McLollie contributes a sincere, moving interpretation of an exciting ballad with effective lyrics and a fine beat. The warbler registers with maximum emotional impact. Flip is "Roll, Hot Rod, Roll" (Roosevelt, BMI).

JIMMY WITHERSPOON

It Ain't No Secret (Arc, BMI)

Why Do I Love You Like I Do? (Arc, BMI)—Checker 826
"It's Ain't No Secret" spotlights a zestful vocal treatment of an exuberant rhythm tune with a bouncy tempo, while the flip is an attractive blues-weeper, sung by Witherspoon with warmth, intensity and a solid, steady beat.

TALENT

ANITA TUCKER

Let's Make Love (Brown, BMI)—Capitol 3277

Slow, Smooth and Easy (Marlyn, BMI)

Two excellent sides mark the canary's debut on the Capitol label. "Let's Make Love" is a gospel-styled pleader, tho the thrush's lusty invite has a distinctly non-gospel message. The flip is a rocker, with Miss Tucker selling the amusing lyric with sock sales savvy and a pounding beat. The gal is a strong talent and should go far in the field.

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- "THIS MUST BE PARADISE"
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- "YOU'RE HEAVENLY"
The Saigons #375

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FOLK TALENT AND TUNES

Continued from page 121

Brothers stop off Thursday (10) at McKenzie, Tenn., and hop to Robinson Memorial Auditorium, Little Rock, Ark., for Friday night (11). The Blackwood lads play Will Rogers Auditorium, Fort Worth, Saturday (12), and follow with Fair Park Auditorium, Abilene, Tex., November 14; Music Hall, Houston, 15; City Auditorium, Macon, Ga., 18; Auditorium, Atlanta, 19; Memphis, 25; Auditorium, Birmingham, 26; Malden, Mo., 29, and Robinson, Ill., 30.

Texas Bill Strength will guestar with "Hometown Jamboree," Houston, Saturday and Sunday, November 29-30. . . . Johnny Bozeman,

of Mobile, Ala., recently cut a pair for Fine Records, "Whatta Ya Gonna Be Doing?" and "My Bayou Babe," which are reported garnering considerable attention in the Alabama, Mississippi and Florida sector. . . . J. W. Thompson, who hails from Port Arthur, Tex., has just had his first release on the Fine label, "Your Heart of Stone," b.w. "Too Young to Know." Red River Trio backs him up on both ditties.

Red Foley, Porter Wagoner, Grady Martin, Wanda Jackson, the Foggy River Boys and Bobby Lord will be forced to forego the Disk Jockey Festival in Nashville this weekend, due to a 10-day, six-State "Ozark Jubilee" tour, part of

which was set before the deejay convention. Tour begins at St. Louis November 6, and follows with Danville, Ill., 7; Fort Wayne, Ind., 8; Saginaw, Mich., 9; Kalamazoo, Mich., 10; Lansing, Mich., 11; Grand Rapids, Mich., 12; Akron, 13; Springfield, O., 14; Toledo, 15, and Louisville, 16.

Sonny James continues his commuting between "Big D Jamboree," Dallas, and "Ozark Jubilee," Springfield, Mo., while Jim Edward and Maxine Brown are doubling between "Louisiana Hayride," Shreveport, and "Ozark Jubilee." . . . Jim Reeves, who recently shifted from "Louisiana Hayride" to "Grand Ole Opry," is featuring a new RCA Victor release in "Jimbo Jenkins" b.w. "I've Lived a Lot in My Time." . . . Pee Wee King's mother, who resides in Abrams, Wis., was in Louisville the last two weeks visiting with Pee Wee and brother Gene.

Mae B. Axton, who until recently worked on publicity and promotion for Hank Snow, is now handling public relations for Seiner Associates, advertising agency in her hometown of Jacksonville, Fla. To keep her hand in the country music business, Miss Axton is producing a weekly, 15-minute taped program titled "Country Music Musings," heard over WFBF, Fernandina Beach, Fla., and WOBS, Jacksonville. She has just signed a long-term pact with Minlivate, vitamin product, to sponsor the taped seg, which is being offered to other stations in the territory. Mae is bringing Jimmy Newman to Jacksonville Tuesday (8) to guestar on a U. S. Navy variety show which she is presenting at the Naval Air Station there. Miss Axton produces four such shows each year. She is also continuing her songwriting. She wrote the words to Terry Fell's latest on RCA Victor titled "That's What I Like."

Kenny Roberts, still seen and heard five days a week at 6 p.m. over WHIO-TV, Dayton, O., is driving to Vermont November 11 for two weeks of deer hunting and visiting the home folks. He will be accompanied by his wife and sons. Kenny played to 1,200 paid admissions at Lima, O., October 30, aided by his entire TV cast of Windy Dan, Uncle Orrie, Nosey the Clown, and Larry Smith's Puppets. Roberts has started using the "Little Rascal" films in his TV show and reports that his program is completely filled, with national and local sponsors.

Joe Taylor and His Indiana Red Birds, features on Station WGL, Fort Wayne, Ind., have two new releases on the Red Bird label, "Cowboy Auctioneer" (new version) b.w. "Gonna Trade in My Saddle," and a children's Christmas record, "A Gingham Dog and a Calico Cat" b.w. "The Crick-Hopper Song." Deejay samples may be obtained by writing Taylor in care of the above station. . . . Just returned from New York, where he huddled with RCA Victor's Steve Sholes and Chick Crumacker, Si Siman, of RadiOzark Enterprises, Springfield, Mo., reports that Porter Wagoner's newest, "Eat, Drink and Be Merry," is off to a flying start in its first three weeks on the record counters.

Eddie Potts and His Blue Sky Playboys, who formerly headquartered at Silver City, N. M., have just begun their fourth month at the King of Clubs in Denver, with the run likely to extend thru the winter. Eddie and the boys enjoyed a powwow recently with Sherman (Sugarfoot) Collins, Aury Inman, Slim Whitman, Hank Locklin, Porter Wagoner and Mitchell Torak when the latter group played Denver recently. . . . Mel Foree and Joe Lucas, of Acuff-Rose, Nashville, were visitors at "Louisiana Hayride," Shreveport, October 29, when George Jones was on as guestar. (Continued on page 135)

THE FINAL CURTAIN

BARDELL—Euda.
widely known dancer and juggler and wife of Harry Bardell, juggler, October 29 in Wayne County Hospital, Detroit. Burial in Parkview Cemetery, Detroit.

BOGUSKI—Casimir.
79, trombonist for years until his retirement in 1948, October 29 at his home in Philadelphia. He played with the John Philip Sousa and Hummel bands and at the Casino Theater, Philadelphia. Two sons and two daughters survive. Services November 3 in Philadelphia, with burial in Most Holy Redeemer Cemetery there.

BOSWELL—E. D.
66, veteran of more than 40 years as a show owner and concessionaire, October 15 in Portsmouth, Va., of a heart attack. For the past seven years he was in the awning and tent business in Portsmouth. Survived by his widow, Lola, Portsmouth; a brother, Bennie, and a sister, Mrs. Viola B. Norris, both of Miami.

CEPLAR—Herman.
51, high-wire performer, who came to this country at the age of 16, at his San Antonio home October 27 of a bullet wound. Survived by his widow, a son and a daughter.

FINCH—Dick.
57, widely known composer and author, recently in Hudson, N. Y. Among his songs were "Rocky Road to Dublin," "Jealous," "Lonely Me" and "Beautiful Girl." He was a veteran member of the American Society of Composers, Authors and Publishers.

GAUTIER—Leonard.
90, veteran showman, October 26 in Stockholm, Sweden. He was widely known in the United States as the originator of many successful animal acts, among them the Animated Toy Shop and the Ericklayers. He performed these acts for many years on the Keith and Orpheum circuits during the heyday of vaudeville. He retired from show business 20 years ago and left the acts in the hands of his sons.

GILES—Mrs. Julia Robbins.
68, socially prominent former Broadway and Hollywood actress known professionally as Julia Hoyt, October 31 in New York. A great beauty, she was painted by John Singer Sargeant and a number of other artists. She first began to act with several Junior League shows, at that time being married to lawyer Lydig Hoyt. In 1921 she played in the silent film, "The Wonderful Thing" and then appeared on the stage in "The Squaw Man." Divorced from Hoyt in 1924, she went to Indianapolis to appear with the Stewart Walker stock company, later transferring to his Baltimore repertory group. In 1927 Mrs. Giles married actor Louis Calhern and appeared with him on Broadway in "The Dark" and "The Rhapsody." Divorced from Calhern in 1932, Mrs. Giles was married to motion picture executive Aquila C. Giles in 1935. Other Broadway shows in which she appeared were "The Virgin of Bethulia," "Within the Law," "Sherlock Holmes," "Anatomy of Love" and "Hay Fever."

GROPPER—Milton H.
58, veteran Broadway playwright and novelist, October 28 in New York. He sold his first one-act play in 1910. His best known play, "Ladies of the Evening," was produced in 1925 by David Belasco. His other plays included "Every Minute Counts," "Gypsy Jim," "Mirrors," "Hidden Assets," "Sing and Whistle" and "Bulls, Bears and Asses," the last named being a commentary on the stock market in 1932. He was also co-author of such plays as "Good Morning, Corporal," "Inspector Kennedy," "We Americans," "The Wolf at the Door" and "The Big Fight," which starred Jack Dempsey in 1928. In addition to writing several Hollywood movie scripts, Gropper also wrote "Ladies of the Evening" as a novel and was co-author of "Is No One Innocent?" a mystery work.

HEDLEY—Jack.
veteran vaudeville performer, recently in New Brunswick, N. J., of a heart attack. As a member of the Hedley Trio, head-balancing act, he played the Keith-Orpheum and Pantages circuits many years. Survived by his widow, Elva, and a son, Eddie.

KLINE—Charles.
65, veteran circus clown, at a Houston hospital November 1 of a stroke. He was to have appeared with the Andrews Shrines Circus there. Kline started in circus business 40 years ago with Yankee Robinson Circus and appeared with many shows thereafter. He worked part of the time as a clown cop and also in partnership with his wife, Peggy, in a rube duo. They played fairs and other special dates in recent years. A native of Steubenville, O., Kline resided at Terrell, Tex. Survived by his widow.

McBAN—Andy (Vilim).
67, one-time vaudeville performer, recently in Daly City, Calif. He was one of the Juggling Normans, playing vaudeville in the United States and Europe during the early 1900's. He also worked with Joe Cook and was a member of the troupe, the Juggling McBans. For 17 years until his retirement three years ago he was motion picture operator at the Washington Theater, Chester, Pa. Burial in Golden Gate National Cemetery, Burno, Calif.

McCALL—Albert E.
concessionaire, who with his wife, Harriet, toured the A Circuit of fairs each year in Canada, June 30 at Brandon, Man. Besides his widow, he is survived by two sisters, Mrs. Clay Lamp, Carmi, Ill., and Mrs. Ollie Hahn, Evansville, Ind. Interment in Brandon.

McARTHUR—William.
81, manager of the B. F. Keith Theaters, Inc., October 17 in Leonard Morse Hospital, Natick, Mass. Born in Glasgow, Scotland, he had resided in Boston before moving to Natick 40 years ago. Survived by his widow and seven daughters.

PALEY—Herman.
76, who wrote some 1,000 songs including "Keep on Smiling," November 4 in Hollywood. He was accompanist for a

number of vaude performers during the '20's and '30's, and was a test director for Fox Studios and entertainment director for Station WOR, New York. A charter member of ASCAP, he had studied piano under Edward McDowell and plugged songs with Jimmy Durante at Coney Island, where he also worked with Eddie Cantor and the late Al Jolson. Surviving are his widow, Frieda; a son, John, of Los Angeles, and a daughter, Mrs. Robert Coleman, of New York.

TWARDZIK—Richard.
24, American pianist, in Paris, France, October 21. Was a member of the Chet Baker jazz quartet, which has been touring Europe.

WHEELER—Bert.
85, retired vaudeville performer, October 31 in New York. Born Albert Stith Moorman, he took the name of Bert Wheeler, later the name of a stage and screen star. Wheeler appeared in an act called Bert and Mac Wheeler in the early 1900's. Later he toured the U. S. and Europe in "Fun on the Boulevard" with his second wife, Nellie Wheeler. He retired in 1923. His third wife, a son and a daughter survive.

WILKIE—Al.
58, former publicity director for Paramount Pictures, October 26 in Miami. He retired in 1947 after 17 years with the company, both in New York and in Hollywood. He conducted campaigns for many silent screen stars as well as current players. His widow, Evelyn, and a brother, Charles, Los Angeles, survive.

WOLCOTT—Mrs. Katherine.
71, who with her husband, Fred S. Wolcott, owned and operated the Rabbit Foot Minstrels for the past 35 years, October 29 in Port Gibson, Miss. In addition to her husband, she is survived by her daughter, Mrs. R. L. Hutchins, Delaware, O.

In Memory
Of our beloved
DALE BARRON
Died Sept. 3, 1954
The Barron Family
My precious Daddy
Is from me gone;
A voice I loved is stilled,
A place is vacant in our home
Which never can be filled.
Some may think you are forgotten
Though on earth you are no more.
But in memory you are with me
As always before.
Joyce Linda Barron

IN MEMORY OF
CLINT BARNES
Who left us November
10, 1954, to play the big
time.
HAROLD & IRENE

LLOYD R. PRIDDY
passed away
November 8, 1950
We love you and we
miss you, darling.
MR. & MRS. LLOYD R. PRIDDY SR.
CLAIRE PRIDDY—ROSE WESTLAKE

I Wish to Express My
Gratitude and
Thanks
for the numerous wires and expressions
of sympathy from the various
shows and friends sent to me during
my darkest hour, the death
and burial of my beloved husband
E. PETE BURKHARDT
who passed away Oct. 22, 1955, at
Columbia, S. C., and was buried in
Showmen's Rest, Tampa, Fla.
Kittie Burkhardt

In Loving Memory
of my dear husband,
Frank B. Jones
who passed away November 10, 1954.
I often sit and think of you and then
of how you died. To think you could
not say goodbye before you closed
your eyes. The blow was heavy; the
shock severe. Sadly missed by wife
and friends.
Marion Jones

Sigmund Romberg
(November 9, 1951)
HARRY D. SQUIRES

HOCUS-POCUS

By BILL SACHS

THE DUVALS, Ade and True, have moved from New York to 1020 West Third Street, Portales, N. M., where Ade is mending from a palsy condition which hit him recently, and True is convalescing from a recent operation. They'd welcome letters from friends. . . . Jay Marshall's New Phoenix, which leaves the presses spasmodically, altho it's meant to be a monthly, went out in the mails last week. Magic enthusiasts, and even the pro, will still find it one of best 25-cent magic values on the market. . . . William B. Stone, well known in West Coast magic circles, is on the sick list at his home, 1716 South Genessee Avenue, Los Angeles. . . . Trixster Bob Lynn, of Bloomfield, N. J., is set for an indefinite stand at Joe Russo's Idle Hour Inn, Lincoln Park, N. J. . . . "We will know that magic is progressing," writes magical emcee Jack Herbert, "when someone sees a woman in half length-wise!" . . . Andy Youngman is on his 11th week on television via WDBO, Channel 6, Orlando, Fla. Between TV appearances, Youngman has been keeping busy on nitery, school and private club dates thru the Central and Eastern sections of the State. . . . Del Breece, whom we inquired about

here last week, is located in Miami, where he's president of the Magic City Ring, International Brotherhood of Magicians, which next June plays host to the IBM International. Del has been keeping busy on shows in the Miami area. . . . Whispering Smith, former president of the Chicago Ring of the IBM, is now located in St. Cloud, Fla. . . . Magicker Harry Wise is a newcomer to Sanford, Fla. . . . Burling (Volta) Hull continues to greet numerous magic friends at his magic shop in De Land, Fla. . . . The Lestas are now making their home in Miami, where they are active on the private-club circuit. . . . William (Popeye) Thomas, comedy magician, has been set for the winter on Captain Al's Jungle Queen, plying out of Fort Lauderdale, Fla. Season gets under way December 17. . . . Robert A. Nelson, of Nelson Enterprises, Columbus, O., is again doing a series of midnight shows in the Midwestern area with his spooker billed as Bob Nelson and His Ghost Friends. Nelson's new book, titled "TV Mentalism," has just hit the market. The 44-page book details the vast new field opened to mentalists by television and details the proper steps to take to conquer the new medium and make it pay off.

BURLESQUE BITS

By UNO

Vicki Welles, who is negotiating for a burly theater of her own in Paterson, N. J., is nursing a broken little finger on her right hand as the result of a fall on a freshly waxed floor in her home in Fairlawn, N. J. . . . Frank Podmore has linked himself to a new teammate, Rose Marie Remerse, recently from Germany and with whom he is readying a new instrumental and vocal act for TV, niteries and vaude. . . . Lynn O'Neill, the Original Garter Girl, who was forced to cancel a trip to Korea for a G.I. show because of a leg injury, has recovered and will soon be back for a return date in one of Manhattan's niteries. . . . Lillian Vedder, 84, sister of the late Fanny Vedder, died October 21 in Boston. Her body was brought to New York by her husband, Jack Goldie, singer and whistler, for burial thru the Actor's Fund. Both of the Vedder sisters, singly and as a team, were ace performers in the burlesque of long ago, also in melodrama. . . . Rusty Marsh is in her 18th consecutive week at the Jockey Club in Atlantic City where business continues to improve due to her featured engagement. . . . Van Harris, nitery comic who recently completed a long summer

engagement on the Borsht Belt, is set for return dates at the Elegante in Brooklyn and the Golden Slipper in Glen Cove, N. Y. . . . At the Moulin Rouge in Chicago booker Bob Goodman has Ninon, a recent Parisian importation, and Crystal Wade, height 6 feet, 4 inches. Also, for the burly circuits, Desiree Gyn, from the West Coast. . . . Bob Hart, one of the best singers in the burly night club field is now chirping at the Chez Paree in Denver.

Sandra, with her magic and dancing act, opened November 2 for two weeks at the Chez Ami, Buffalo, thru Bert Jonas. . . . Rita Ravell moved from the Carman, Philadelphia, to the Sho-Bar in Baltimore. . . . Max Packman, theater concessionaire and outdoor game operator, and his wife, Irene, played generous host and hostess on October 30 at their Coney Island, N. Y., home over the birth on September 30 of Allen Arnel. The evening was to commemorate a religious event called Pidenaben, an orthodox term meaning a celebration in 30 days of the arrival of a first male child in a Jewish family. Among those taking part in the festivities were Max M. Packman, an uncle, head of the Ashland Coal Company, with his wife; Stanley Gersh, Morris Geltman; A. Rybak, taxi fleet owner and wife; E. Zirulnik and family, Mr. and Mrs. L. Swaybill, Mr. and Mrs. M. Lehrer, Jeanette Mullen, Beverly (Grape Fruit) Tucker, Mr. and Mrs. M. Faren, and Mrs. Wise and daughter, Brenda.

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Now booking Exotics—Theaters—Night Clubs—Carnivals.
BOBBY GOODMAN IN CHARGE CLUB DEPT.
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GAC-Hamid Outdoor Merger Poses Booking Scene Change

Affiliation May Point to Dominant Nationwide Interest

• Continued from page 1

Trenton (N. J.) State Fair and the Greensboro (N. C.) Fair. It also has extensive real estate, theater and radio holdings in Atlantic City.

GAC's vast assets, available to the new firm but not included in the pact, range from control of many of the nation's top show business names, including Eddie Fisher, Perry Como and Patti Page, to television film.

Big Fairs for GAC

GAC is no stranger to fair business. This year it booked name talent into several fairs including, thru the Hamid organization, the Eastern States Exposition, Springfield, Mass., and the New York State Fair, Syracuse.

But GAC and other Goliaths in the talent field have never been able to break the hold that a mere handful of specializing booking firms hold on the fair talent market.

Spokesmen noted that the new corporation will have at its disposal a pool of top talent never before readily accessible to outdoor show business. The Hamid firm, like other outdoor bookers in the past, when queried on the possibility of obtaining names, had to, in turn, go to GAC, the Music Corporation of America or the William Morris Agency, the three biggies in the talent field, to determine availability and price. It was a "fishing" process, Hamid Sr. said, which will now be replaced by a more elastic and more accurate approach in the top talent field.

The affiliation comes at a time when many fairmen are concerned with declining grandstand revenues and outspokenly prone to pare their investments in talent. Hamid, who pioneered in the field 35 years ago and nurtured its growth, often to the extent that he wound up as a financial partner in the fairs' undertaking, has been an outspoken champion of the worth of the grandstand extravaganzas as a vital component of any successful agricultural fair.

Television, whose growth has been blamed by many fairmen measuring a drop in interest in their grandstand productions, may be tapped for a reviving format

tonic by the new group. Affiliation discussions involving several months and some 20 meetings also had to do with the possible creation of new features that would give a shot in the arm to afternoon presentations as well as to night shows. With GAC's resources and the Hamid experience, the new brain trust reasons it could possibly create special video kiddie offerings that could be transplanted to fair grandstands as a matinee hypo.

While there was no acknowl-

edgment of any intent immediately to expand the territory usually encompassed by the Hamid organization, GAC itself is national in scope, maintaining offices in many of the principal cities from coast to coast and its interests in other show business fields are not confined by any borders. For the current booking season, however, the new GAC-Hamid organization will probably have to confine its major activity to the Eastern territory until new personnel is

(Continued on page 139)

Small-Change Rides To Mighty \$\$ Grow

Grosses Outpace the Speed of Whirling Machines; Kiddielands Big New Factor

• Continued from page 1

to fresh audiences which number as much or more than 100,000 in a single day. The bulk of the earnings come at fairs where literally dozens of the mechanical units will gobble up as much as \$1,000 in a single operating day. Ticket prices seldom exceed 35 cents at fairs.

Earn Cost in Season

The kid units, which average out in cost at less than \$3,000, can gross this sum at 10-cent play in the course of a season. A number of these kid presentations located in thickly populated areas have greatly expanded their operating time by remaining open on weekends during the milder months preceding and following the regular season.

Major units are mostly priced within the \$10,000 to \$20,000 bracket. Their earning potential is much greater, since they appeal to a wider age group, generally have a larger capacity and can exact two or three times as much for rides as the smaller units.

Naturally, a combination of the big and little rides such as are found in all major amusement parks and on all carnivals offers the best possibility of top earnings. Operators who began with strictly kid presentations soon realized this, and from their earnings bought one or more adult units to increase their potential audience range.

New units that click get the cream for a year or two, and if their gross continues to approximate those of the established units, they, too, become standards after a while to join some 20 units that have won and maintained favor with the public thru the years.

The rumbling, whirling rides have always made money and probably always will, notwithstanding

standing the encroachment of television on all other entertainment media. Even so, units are readily available, both new and used. Mere ownership is no assurance of rich earnings. While the rides themselves often attract the crowds, mostly the units have to be where the crowds will gather.

CREDIT BALLYHOO

Season One of Best For Nat'l Speedways

NEW YORK, Oct. 5.—Expanded promotion, coupled with excellent weather, helped build the just-concluded season into one of the best in the 15-year span covered by National Speedways, auto race promotion endeavor.

Al Sweeney, president, noted that gains were made even though this year's route included five dates less than last year, when the stands totaled 60. Ten States were included in the route—Minnesota, Nebraska, Wisconsin, Iowa, Missouri, Kansas, Tennessee, Alabama, Louisiana and Illinois. Six of the events were still dates. The remainder were at fairs. The group operates under IMCA sanction.

Sweeney said that he and his general manager, G. J. (Moke) Cosby, in planning the season, reasoned that success would hinge on promotional effort. Accordingly, he said, the selling effort of personnel was expanded to provide for a full month campaign prior to the staging of each meet.

TV Big Aid

Press agents and two billing trucks posting a special new line of paper formed the nucleus of the ballyhoo effort. Principal selling medium, however, was television, a click promotional outlet available now in the drawing area of every event played.

Sweeney said his firm has \$3,000 invested in some 25 film racing subjects, ranging from 20 seconds to 20 minutes in duration. Practically all stations accepted them for free showings in their news and sports presentations since they were regarded as both newsworthy and interesting. A few fairs bought video time to present the film clips as straight advertising.

Sweeney envisions continued growth, rather than a decline in interest, in auto racing. He says more gains are in prospect for next season, which his organization will get underway at the Florida State

6 WASHOUTS IN 15 YEARS OF RACING

NEW YORK, Oct. 5.—National Speedways, auto race promoters, added to its enviable weather record this year when it lost only two of its scheduled events to rain. These, according to President Al Sweeney, were only the fifth and sixth washouts recorded in 15 years of outdoor activity.

'STRINGENT'

Jersey Elks Cut Bingo, Hit Rules

UNION, N. J., Nov. 5.—New Jersey's stiff bingo legislation caused the local Elks to cancel their benefit bingo Thursday (3). The proceeds were to go for a crippled children's fund.

Lee Shell, exalted ruler of the group, called the State rules "stringent and petty" and said the State Games of Chance Commission exerted its influence in such a way as to make it almost impossible to operate under the law.

He said State agents went as far as "advising us on how much to pay a janitor to clean up after the games, what each individual prize should be, and other small details."

Newberry Maps Longer Europe Jaunt in '56

JACKSONVILLE, Fla., Nov. 5.—The Hollywood Motor Rodeo, which this year played 12 weeks in Europe, will definitely make another overseas jaunt next spring and will play a number of countries missed in '55. Earl Newberry, who with Abe Saperstein are principals in the European Thrill Show invasion, announced the plans this week at his home here.

More than half of the Continental dates have already been set, Newberry disclosed, and all dates in England are already signed. A total of 57 shows were given in the 12-week trek last year in England, France, Germany and Switzerland. This year the schedule will call for upward of 65 shows and some cities in Italy are to be added to the route.

Personnel is scheduled to embark from New York April 1 with the first performance again to be in Harringay Stadium in London, April 15. Personnel expected to again make the European jaunt include Al Gross, Hal Kent, Chuck Beeler, Jim Williams, Jim Canton, Jack Freiberg, Bumps Willert and Fred Fuerst in the driver and stuntmen department.

Saperstein will be in Europe right after the first of the year and Newberry is scheduled to join him in February.

Forsythe Designs Seats at 2 Arenas; Did Syracuse Work

MANLIUS, N. Y., Nov. 5.—Edwin C. Forsythe, designer of portable seating installations, is making the installation at the new Community War Memorial Arena, Rochester, N. Y., and is completing delivery of new portable seating for the Convention Hall, Philadelphia.

Forsythe also handled the planning and development of portable seating installed at the War Memorial Building, Syracuse.

A statement in the October 1 issue of The Billboard inadvertently omitted reference to Forsythe's part in the Syracuse project.

Swenson Hits TV Screens

CHICAGO, Nov. 5.—Aut Swenson, veteran operator of the auto thrill show bearing his name, believes if you can't beat television, join it to some extent.

During the past six months his Thrillcade has made a number of appearances on the media and more are in the making, Swenson said.

Most recent appearance was Sunday (30) on Art Baker's "You Asked For It" program. One of the features of the show was the modern version of chariot races, one of the stunts performed by the Swenson troupe. This was the second break of the year on the Baker segments. In July the thrill show's triple somersault of a small automobile was featured.

During the show's California tour this summer, it was picked up live on Steve Allen's network show "Tonight." In addition, several versions of the Swenson show are being used by the Phillips Petroleum Company, which sponsors "I Led 3 Lives," a film series that's currently appearing on 28 video stations throughout the country.

Swenson has been in Chicago for close to 10 days on business.

Hummitzsch Inks Johnny Rivers Show

SHEBOYGAN, Wis., Nov. 5.—Mel Hummitzsch, head of the booking office bearing his name, announced signing an exclusive contract for Midwest bookings with Johnny Rivers, producer of the Golden Palomino Western Show. In addition to Rivers' troupe of Palomino horses, he has a rodeo. Hummitzsch said he plans to make the Chicago meetings, plus State fair conventions in Illinois, Iowa, Wisconsin, Minnesota and Michigan.

John Ringling North left the show in Louisiana and went to New York, with a stop-over in Chicago. . . . Henry Ringling North was taken to a hospital in Memphis.

Big U. S. Exhibitors Take Dominican Space

NEW YORK, Nov. 5.—An impressive list of American commercial exhibitors have taken pavilions or stands for displays at the Dominican International Peace and Progress Fair, it is reported here. Major countries with long listings of exhibits include Italy and Germany as well.

All American automobile manufacturers will have major displays, and the other firms also represent major manufacturers. Space is free, it is emphasized, altho the occupants have to bear costs of transportation, framing, erection and operation of the displays.

Exhibitors Named

American exhibitors include Nestle's Products (Export) Inc., Henry R. John and Son, agricultural machinery; Steelmasters International, Ltd., and Art Metal Construction Company, office equipment; Caterpillar Tractor Company, Monroe Calculating Machines, National Cash Register Co., Remington Rand, Dictaphone Corp., General Electric X-Rays Corp.

Also, Kelvinator, General Electric (Refrigerators), Allis-Chalmers, General Motors (Frigidaire Divi-

sion), Sinclair Oil Co., Texas Oil Co., Esso Standard Oil Co., Kohler Co., power plants; A. B. Dick Co., mimeographs; Addressograph-Multigraph Co., Plibico Co., fireproof materials; John Deere Co., agricultural machinery; Bulldog Co., tractors; International Harvester.

All buildings on the 125-acre site at Ciudad Trujillo, fronting the Caribbean, are finished or near completion, and the 18,000-seat stadium was unveiled recently with a baseball game between Latin all-star teams.

Opening date of December 20 is a firm one, it is reported, but the February 27 closing will probably be held off, possibly into the springtime. Midway plans are rapidly taking shape under direction of impresario George A. Hamid and Bernard (Bucky) Allen, with World of Mirth Shows rides to be shipped to the island republic from Savannah (Ga.) following close of the Coastal Empire Fair today. John McCormick, booking space for the fun zone operators, said this week that several deposits are in hand and prospects are for a big and varied midway.

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You win every time when you choose Manley supplies and equipment for your concession. Every piece of Manley equipment, every item in the complete supply line, is made to win sales and profits for you!

Serving the concession field for more than 25 years—Manley knows what it takes to make a winner! Choose wisely . . . choose carefully . . . choose Manley equipment and supplies.

MANLEY

VISTAPOP®



Has three big features for more profits. Merchandising: Kettle has see-through feature; customers see corn popping. Controlled Volume: No guesswork on proper heat for corn or kettle on operator's part. Quality Control: New "hot air conditioned" warming pan keeps corn fresh, hot, crisp.

MANLEY VISTAPOP KETTLE®



Only the Manley VistaPop kettle has the exclusive "see through" feature. Lets customers see the popcorn bursting into mouth watering goodness. What a merchandising aid! Customers look, see and buy!

MANLEY ICE-O-BAR



Serves up to 1500 ice cold drinks as fast as two operators can draw them. Ideal for serving thirsty crowds fast. Available in three models, including push-button model for exact proportioning. Simple to install and operate.

MANLEY SPINERAMA HOT DOG GRILL



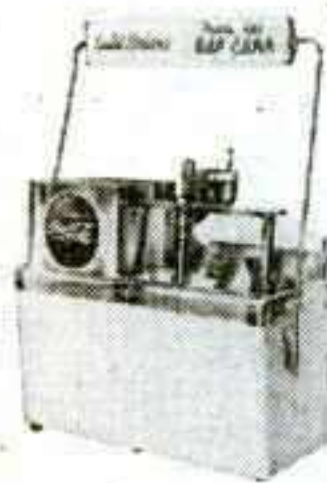
Another Manley first! The Spinerama hot dog grill grills hot dogs on a rotary grill. As the hot dogs slowly turn, they offer a taste tempting sight for customers passing by. Grills up to 216 dogs an hour. 18 dogs every five minutes.

MANLEY POPCORN



Popcorn profits are only as good as the corn you pop. Cheap popcorn can be expensive. That's why smart operators insist on Manley popcorn. You can't buy better quality corn. Be sure you're getting maximum profits from your popcorn—buy Manley.

MANLEY COLISEUM



Serves popcorn and cold drinks. Occupies only 14 sq. ft. Drink machine same as on ICE-O-BAR. Popcorn machine has a Cascade kettle, an elevator warmer capable of handling 72, 1 1/2 ounce popcorn cartons. It is available with either 12-ounce or 16 ounce kettle.

PLUS A COMPLETE LINE OF SUPPLIES AND ACCESSORIES

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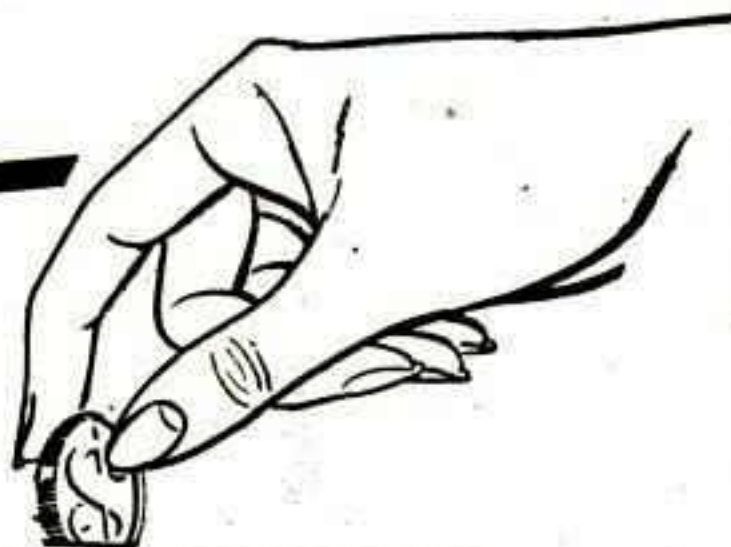
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NOW—**



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Months to Come!**



FEATURING:

The Cavalcade of Fairs Supplement, with the Big, Statistical Directory of Fairs, the Directory of Still-Date Facilities, along with many other Feature Editorial Articles.

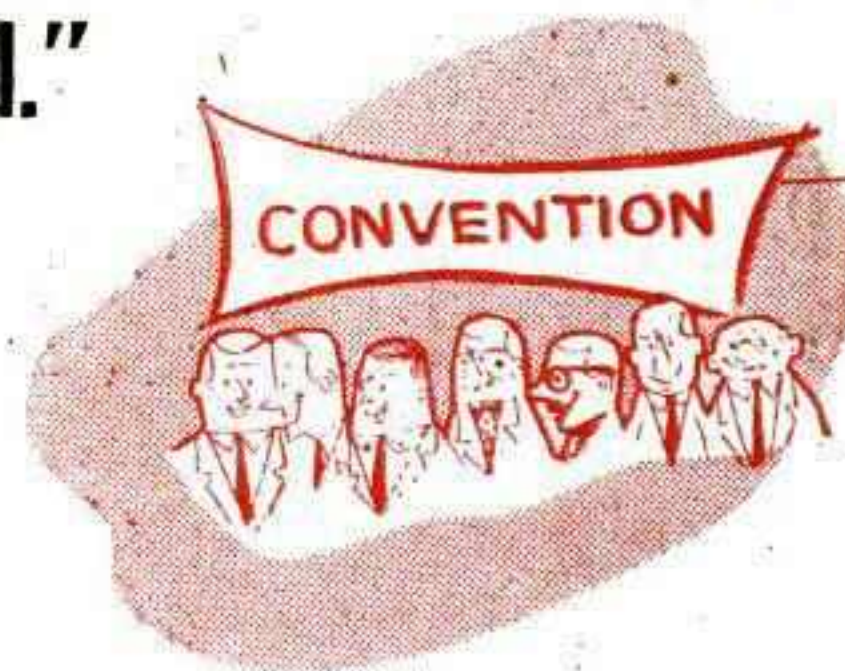
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That's right, too. Particularly at the Outdoor Convention in Chicago you will hear many buyers remark that they saw your advertisement in the Outdoor Convention Special, which they will receive **BEFORE** leaving for the Convention. Then, they will see your advertisement **AGAIN** in this Special **AT** the Convention when they are handed another copy on the Exhibit Floor.



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NEW YORK 36, N. Y.
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PLaza 7-2800

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188 W. Randolph St.
CEntral 6-8761

ST. LOUIS 1, MO.
390 Arcade Bldg.
CHestnut 1-0443

HOLLYWOOD 28, CALIF.
6000 Sunset Blvd.
HOLlywood 9-5831

NEW! KIDDIE RIDES

- ★ Merry-Go-Rounds
- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains
- ★ Roller Coasters

SHOOTING GALLERIES
KING AMUSEMENT CO.
Mt. Clemens, Mich.

Modernization Group Wins at Sleepy Hollow

TARRYTOWN, N. Y., Nov. 5.—The administrative battle at the old Sleepy Hollow restorations (The Billboard, November 5) ended this week with the victors being those who wish to modernize the historical sites. Involved are Washington Irving's old home, Sunnyside, and the 1683 Philipse Castle.

Operator of the shrines is Sleepy Hollow Restorations, Inc., which has received more than \$2,000,000 in aid from John D. Rockefeller Jr.

A new director, Dr. Harold Dean Cater, took over this month and it soon became known that changes were in store for Sleepy Hollow. Plans were to add barns, craft shops, lounges, vending machines, bowling on the green, and kiddie pony rides.

Chief critics were Dr. Hugh Grant Rowell, former director who continued as a consultant, and Mrs. Alice Runyon, associate director, both of whom predicted a Coney Island atmosphere in store for the restorations. The trustees this week asked the pair to resign, saying that "their opposition has gone beyond the bounds of what can be sustained within a healthy and happy organization."

UNDER THE MARQUEE

Milt Herriott recently sold two trained dogs to Charles Peterson, Collinsville, Ill., owner of Peterson's Horseback Riding Dogs. . . . John Herriott recently visited his parents at St. Peter, Minn., before leaving for Disneyland in California where he will present Gil Gray's baby elephants, camels and llamas.

Ken and Bertha Maynard, of the Lone Star Ranch Rodeo, produced by Bobby and Marianne Estes, Baird, Tex., were guests of Floyd and Florence Randolph, Ardmore, Okla., when the show played the Coliseum there, according to Jack O'Haver. The Randolphs are former rodeo people. The rodeo closed recently at the Winnfield (La.) Forest Festival.

Don Howland was in Chicago this week and visited with Nat Green and the Atwell Club. He will make the fan meeting at Tony Diano's quarters, Canton, O. . . . With Charles Jacobsen promoting gospel sings, are Pat Ley, Keith DuBois, Jennie Kiewit and Mary Ann Eckert.

James Hall writes that Don Kenworthy, who has been with Coonie Maloon and Al Jones on rodeos and carnivals, had his own show this summer and now is opening Kenny Bros.' Circus as an indoor winter unit.

Jane C. Furbee, Davenport, Ia., fan, caught the Polack circus while

(Continued on page 143)

FOUR CITIES, 12 WEEKS

Snyder 'Water Follies' Set for Aussie Tour

BOSTON, Nov. 5.—Following a successful season in the U. S. and Canada, Sam Snyder's "Water Follies of 1955" will head in December for Australia for a 12-week stand. The portable pools, stage and other equipment left the Hub October 8. Snyder and the company of 30 will leave December 12, with the first performance to be in Sydney on New Year's Eve.

A nationwide beauty contest is being held in Australia to select eight girls who will augment the troupe on the dates. Sam's brother, N. C. Snyder, will go in advance of the main group on December 5 to orient the new girls in the routines and set up final arrangements. He will also visit South Africa to get things set for the show's appearance in Johannesburg, Pretoria and Capetown, following Australia.

21 DATES

Sullivan Band Winds Up OK Fair Season

WORCESTER, Mass., Nov. 5.—Bandleader Mickey Sullivan wound up his most extensive fair season last weekend in Orangeburg, S. C., where he provided music for the Hamid revue. All told, the Sullivan crews played at 21 fair dates, and also did amusement park, circus, and special events work during the year.

Dates played during the fair season included Bangor and Presque Isle, Me.; Hamburg and Elmira, N. Y.; Indiana, Bedford, Allentown and Bloomsburg, Pa.; Flemington, N. J.; Lancaster, N. H.; Frederick, Md.; Columbia, Anderson and Orangeburg, S. C.; North Haven, Conn.; Ottawa and London, Ont.; Rutland, Vt.; West Springfield, Mass.; Woodstock, Va.; and Sherbrooke, Que.

Last winter Sullivan played the State fair gatherings of New York, Massachusetts and Connecticut. His band provided dance music on a regular basis at White City Park in Worcester, and gave five City Park concerts also in this city.

Indoor dates included the Hartford, Conn., and Springfield, Mass., Shrine Circuses, the Hamilton Circus in Hartford, and the Holy Cross College graduation exercises. Hammond organists working for Sullivan were Lucille Stark and Ollie Edmonds.

At Orangeburg, where two shows were given nightly, the lineup consisted of Bill Behney's "Manhattan Gaiety" revue, with a Kay Gorham line of girls; Jerry and Carol, dance team; Linon, tramp wire act; Sylvia's Kennelkade; Tombelli, balancing; Les Cardinals, musical novelty; Wazzan Troupe, tumblers; Jimmy Applegate, organist, and Sullivan's band.

After four weeks at White City, Sydney, the company will go to Melbourne and Adelaide and then cross the country to Perth, where not too many American artists play.

U. S. Tour Satisfies

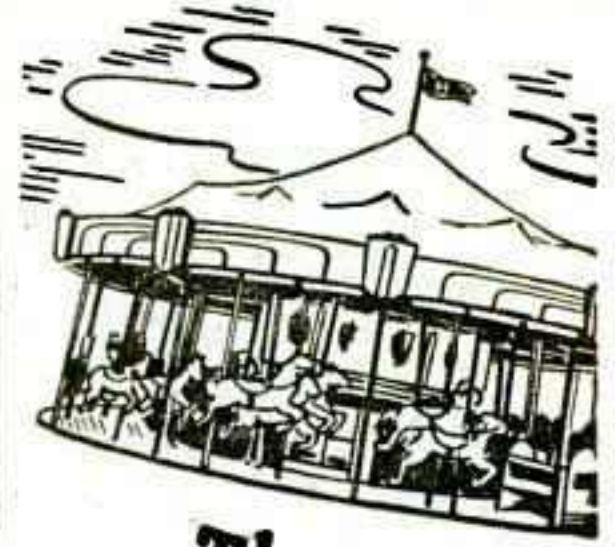
The "Follies" uses two sets of equipment, but only one performing troupe. The 25-city American tour will finish at the new Rochester, N. Y., Auditorium, November 8-13. Commenting on this season, Sam calls it one of his best ever, doing good business from the opening in Charlestown, W. Va., last April. He said that in Saint John, N. B., the show played to 21,000 paid admissions in a week.

Top attraction of the "Water Follies" is Eddie Rose, water comedian, and May Dwight, former synchronized swimming champion. The group also includes Bob Maxwell and Roger Nadeau, diving; Joe Walsh, Emillie Hotte and Norma Dean. There is also a dry act performance in the "Follies" presentation. This part is headed by singing emcee Lenny Laden, who also introduces the water acts. Also on the stagemore is ballerina Martha Ann Bentley; Chet Clark, harmonica; acrobatic dancer Patti Bates and singer Gloria French.

Lansing Opens Arena, Starts Cities' Rivalry

LANSING, Mich., Nov. 5.—Formal opening of the new Civic Center at Lansing this week is expected to be the kickoff for intensive inter-city competition for conventions, trade shows and other gatherings. Key facility in the center is the new 6,000-seat auditorium, with major exhibition space and a kitchen to feed 2,000. Project is under the management of Charles A. Ziogas, former coliseum manager at Cedar Rapids, Ia.

The Lansing Chamber of Commerce is establishing a convention bureau to support the capitol city's bid for major gatherings, specifically in competition with Grand Rapids and Detroit.



The biggest profits come from the best rides



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Boston Rodeo Tops '54 Despite Polio Threat

BOSTON, Nov. 5.—Roy Rogers' first appearance here in 10 years was described as a resounding success by Boston Garden officials, who said total attendance for the 12-day World Championship Rodeo was 148,375. Of this total, more than half, or 82,658, were admitted on children's tickets.

Walter Brown, Garden president, called the event the Garden's most outstanding rodeo venture. In recent years, he noted, the rodeo here has become dominated by children who flock in to see their particular Western idol of movies and TV.

Altho adults appreciate the skills of cowboy contestants, Brown said without support of youngsters the event would be doomed to fail.

There was hesitancy over bringing Rogers to town this year because of the polio prevalence in and around Boston. Several groups canceled, as did bus parties from Maine and New Hampshire, but Brown said the total attendance still exceeded last year's by 3,375.

Matinee records were established on Sunday (23) and again on Sunday (30), with Rogers reportedly achieving full houses of 13,909 on each day.

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Detroit Reveals Details Of Convention Hall Plan

DETROIT, Nov. 5.—An arena to seat 14,000 and 400,000 square feet of exhibit space are highlights of the new Convention and Exhibits Building to be erected by the City of Detroit. This was disclosed this week by H. E. Boning Jr., executive vice-president of the Detroit Convention and Tourist Bureau.

The building will be in the new Civic Center, at the lower part of the downtown district on the Detroit River, and convenient to major hotels and shopping districts. Completion is scheduled for January, 1959.

Facilities of the Convention and Exhibits Building are in addition to those of the Veterans Memorial Building, with its numerous meeting halls already open, and the Henry and Edsel Ford Auditorium now under construction in the Civic Center area.

Facilities Described

The building will be three stories, with the first two floors both accessible at ground level because of the slope of the terrain. Major facilities will include:

Arena with 10,000 permanent seats in horseshoe arrangement, provision for 4,000 additional seats, and temporary stage with dressing rooms.

Main exhibit hall of 300,000 square feet, with only 10 columns, 120 feet apart. Hall may be broken into three units of 100,000 square feet each. Ceiling height is 30 feet.

Smaller exhibit hall of 100,800 square feet on the lower floor, which may be partitioned into smaller units as needed. About 90,000 square feet of storage space

for crates from exhibits on the first floor, with direct access from each of the exhibit halls.

Ballroom seating 3,500 for meetings, 2,000 for banquets, with permanent stage and catering facilities. This may be expanded into a room to seat 5,000 for meetings or 3,000 for a banquet.

Thirty two additional meeting rooms seating from 80 to 1,500 people, plus numerous committee meeting rooms, dressing rooms and other facilities.

Parking for 3,775 cars, including 1,150 on roof of exhibit hall, 1,681 in indoor garages and 740 in a parking lot.

Blackburn Set With Lubbock Aud-Coliseum

LUBBOCK, Tex., Nov. 5.—The city council has appointed David Blackburn as manager of the new Municipal Auditorium-Coliseum, which is nearing completion.

Blackburn, assistant to Charles R. Meeker, managing director of the State Fair Musicals in Dallas, will take over the new post effective January 1, 1956. He has served on Meeker's staff for the past eight years.

The building is scheduled for completion April 1, 1956. The Auditorium will seat 3,200 and the Coliseum will accommodate 10,000. Blackburn will book opening attractions for both sections, with the first show scheduled April 15.

William Moore, agent of the Beatty show, was in Macon, Ga., for several days' conference with Paul M. Conaway, attorney. Moore then went on to Sarasota and was expected to go to the West Coast later this week.

AUDITORIUMS-ARENAS

Scott Western Show Plays Arenas, Any Time or Size

By TOM PARKINSON

A package Western unit that has been tramping the auditoriums and arenas of the country with very few idle days or weeks for about four years is the Tommy Scott Show.

It is now winding up its 1955 tour, with the closing scheduled for Wichita, Kan., on Saturday (12). The next edition will get under way January 9, and booking has been started for 1956 stands.

Scott is a country and western recording artist. Several years ago he appeared as a concert attraction with a circus, and leaving that, he launched his own arena show.

While he left the circus, the circus didn't leave him, because he not only uses circus novelty acts in his performance but he also has adopted many promotional operations from the three-ring.

In this line, the show's general agent and two contracting agents arrange the route. This takes them thruout the South, West and Canada, as well as into the Great Plains and Midwest. A promotion manager is in charge of 12 promotion crews and one of the latter works in each town on the route. This personnel, plus those with the show itself, add up to a payroll of more than 100. The unit moves on 10 show-owned trucks.

Scott works out of Hollywood offices and all of his appearances are in auditoriums and arenas. In almost all cases, the show is tied in with a local organization for sponsorship.

This summer the show played six weeks in Western Canadian arenas and did well. Sales in Calgary and Edmonton added up to 32,000 tickets. Back in March, the unit was down in Texas, and it played to a turnaway crowd at the 598-seat auditorium in Fabens. It played Phoenix, Topeka and Lincoln, and it also succeeded in small towns.

In such locations as the Montevideo, Minn., Armory, crowds packed the hall to see the performance. Business was good in the Wellmar, Minn., Memorial Auditorium. The turnout at Cedar Rapids, Ia., Coliseum was only fair. Crowds were off in lodge halls at Fort Madison, Keokuk and Fairfield, Ia. There was a big attendance at the Ottumwa, Ia., Coliseum. Hastings, Neb., City Auditorium was filled. Hutchinson, Kan., Auditorium gave a good crowd.

Day in and day out the show is playing auditoriums. Some days are better than others, but the show is a going concern that demonstrates one of the ways show business can successfully utilize auditoriums and arenas of various capacities.

Commissioner Answers Critics Of New York Coliseum Leasing

NEW YORK, Nov. 5.—Criticism from certain quarters about the Triboro Bridge and Tunnel Authority's role in the new Coliseum here brought an offer from Commissioner Robert Moses this week to sell the project if the buyer "will run it for the public purpose intended."

The development — exhibition hall, garage and office building — is available for \$35,000,000, Moses said, which represents the cost of the project.

Moses said some businessmen have complained about the Authority's leasing the hall to a private operator who will make a profit from it. He said: "the tall story that we have a gold mine in the Coliseum is plain hokum. If there had been a gold mine, private industry would have built the Coliseum."

Space Leased

A contract was signed this week with the Coliseum Exhibition Corporation, headed by Arthur Smad-

beck, owner of the Grand Central Palace. The firm will operate the 300,000 square feet of Coliseum exhibition space, with the Authority getting the first \$300,000 yearly over operating expenses and a sliding scale on revenue above that figure.

At the contract signing, Moses said the Authority undertook the huge development because "no other agency, private or public, would touch it." He declared the Authority does not have the know-how to run an exhibition hall.

The city holds title to the Coliseum and would have to okay any sale of it. Private operators will manage the 800-car underground garage and the 20-story office building for the Authority.

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Spotlighting...

COIN MACHINES

in OUTDOOR AMUSEMENT RECREATION CENTERS

In the last few years there has been a trend in manufacture of coin machines such as Kiddie Rides, Bowling Alleys, Baseball Hitting Machines and many others which have enriched the usage of coin machines on fairgrounds, amusement parks, on carnivals and other outdoor show grounds. Vending machines and music machines, too, have seen much wider usage.

At the Outdoor Convention many coin machine manufacturers, realizing this greater penetration of the outdoor market, are exhibiting their equipment.

A SPECIAL SECTION... reflecting this great outdoor show business use of coin machines will appear in the November 26th Outdoor Convention issue. Special articles will highlight "Coin Machines in Outdoor Show Business."

THE ISSUE NOVEMBER 26th
ADVERTISING DEADLINE . . . NOVEMBER 17th

Appearing in the
**OUTDOOR
CONVENTION
ISSUE**

Convention at Hotel
Sherman, Chicago.
November 27th-30th.

**a special section
ON THE OUTDOOR DEPARTMENT PAGES**

FOLK TALENT AND TUNES

Continued from page 129

Latter featured his new ditty, "Why, Baby, Why?"

Tillman Franks, still booking and managing out of KWKH, Shreveport, La., put on an experiment November 1 at the Panola Drive-In Theater, Carthage, Tex., when he offered an in-the-flesh country show in conjunction with a Universal International short on the screen featuring Webb Pierce, with the Wondering Boys and Red Sovine. On the flesh end, Franks had Johnny Horton, Tommy Sands, Horace Logan, Betty Amos, David Houston and Geneva Higgins-botham. The wrinkle pulled topnotch business, Franks says, and he is planning on booking more theaters and drive-ins in association with the Pierce flicker.

George Riddle, currently on radio and TV in Knoxville, hopped into Nashville October 29 to look in on "Grand Ole Opry" and catch Ernest Tubb's Record Shop jamboree. Backstage at the "Opry," Riddle renewed acquaintances with Bill Carlisle, Jimmy Dickens, Gabe Tucker, Troy Martin and other country music brass. The Webster Brothers (Columbia) are again located in Knoxville, where they are working along with Riddle, Carl Butler, Jimmy Murphy, Carlos Henderson and others of the Cas Walker shows. The gang recently played before a crowd of 15,000 at a Halloween party staged by the City of Knoxville.

BMI has notified Earl Morton Music, Springfield, Mo., that the firm will receive special awards at the deejay festival in Nashville this week for two of its songs, "Company's Comin'" and "Make Believe." . . . New country artists on the books of Paul Gilley Promotions, Maytown,

Ky., are Linville Ball, formerly of WMOR, Morehead, Ky., and now of Piqua, O.; Paul Hebert, of KUIM, New Iberia, La., and Bob Nash, of Waverly, O. On November 1, Ball won top honors in the country music category in the Ninth Annual Co-Op Association Convention in a State-wide talent contest held in the Terrace Room of the Kentucky Hotel, Louisville. The night before the contest, thieves broke into Ball's car and made off with all of his stage wardrobe.

With the Jockeys

Chester Smith is spinning the platters twice daily over KTRB, Modesto, Calif. . . . Eddy Kirk is heard Monday thru Saturday over KEEN, San Jose, Calif. . . . Ozark (Red) Murrell is at the mike six nights a week, 9 to 12, at KYA, San Francisco. . . . Pete Roberts, of WFCR, Fairfax, Va., which went on the air for the first time October 21, sends out an S.O.S. to all platteries for the much-needed wax. . . . Pop Jenkins is now spinning 'em from 5:30 to 6:25 a.m. and from 8:30 to 9:30 p.m. Monday thru Saturday, over WOHO, Toledo. Jenkins recently combined his country and western show with Jack Gibson's "House That Jack Built," a pop seg, but later divorced his show from the combine when listeners let it be known that they didn't like the idea of combining popular and c.&w. tunes.

"Those of us who earn our living by playing country music recordings on radio stations should find cause for concern in the 'I might play it; I won't play it' attitude of a few outspoken ones in our midst." So writes George T. Popkins, who spins the c.&w. wax via his "Pop's Country Store" on Station WXGI, Richmond, Va. Taking the new arrangement of 'Cattle Call' as an example, it seems unfair that some d.j.'s would ban it because of the use of a chorus and French horns. Actually, a great song is made even greater on the new release version. The loneliness of the cowboy, the expanse and sweeping plains of the West are brought out like never before. How could it be anything other than a tremendous country record? We should be happy that the record industry can provide men and equipment to give us and our public these wonderful new sounds and ideas. The disk jockey should never forget that he thrives and lives on the imagination of others. In country music, as in everything else in the entertainment field, it is necessary to explore and attempt the untried, and steer clear of a formula. What's hot today can be pretty cool tomorrow. The country d.j. has a bright, clear future if he will keep himself out of the rut. This points up the lazy jockey who will forsake new, young talent for a few of the established artists who have proven pretty sure-fire in the past. One of these days he will wake up and wonder where he was when the ratings were passed around."

Jack Swanson, of San-Lyn Music Publications, Syracuse, info that the firm's "Let's Make a Fair Trade," recorded on the BSD label by Tommy Tompkins, is starting to pick up across the country. Sample copies are available, says Swanson. . . . Tommy Farr, who recently joined WINX, Rockville, Md., is spinning three hours of country music daily from 2-5 p.m. Farr also picks and sings nightly at the Guys Club in downtown Washington. . . . Tom Perryman, KSI, Gladewater, Tex., will be doing a live broadcast from the Andrew Jackson Hotel, Nashville, November 11, from 11-12 a.m., during the deejay convention there.

NEW DEVELOPMENTS

Soft Serve Shakemaker Takes Little Space

SEATTLE, Nov. 5.—A new model shake maker for soft serve ice cream retailers has been introduced here. Described as a compact machine that is completely self-contained, it is 19 inches high, 21½ inches wide and 16 inches deep, and has a six-gallon mix-tank. It features a new mix-feed system which needs no adjustment. Production capacity is four 12-ounce shakes per minute. A three-quarter horsepower hermetically sealed water-cooled condensing unit furnishes refrigeration, while a one-third horsepower motor powers the dasher. It is finished in polished stainless steel and baked white enamel. — Sweden Freezer Corporation, 3401 17th Avenue West, Seattle 99.

Dispenser Keeps Pop Cool . . .

YOUNGSTOWN, O.—A dispenser that is claimed to keep drinks consistently cooled to as low as 35 degrees has been introduced here. Maker says drinks can be

dispensed quickly thru the rapid-action faucet of the animated dispensers and an eight-ounce cup can be filled in less than four seconds. Plastic bowls and slip-off side panels permit easy cleaning, and the raindrop effect is said to add flash.—Steel City Manufacturing Company, 190 North Meridian Road, Youngstown 1, O.

Deep Fryer Is Versatile . . .

LITCHFIELD, Ill.—A sectional deep fryer has been introduced here that enables the operator to fry small orders without waste and large orders without waste of time. Each of the sections is self-contained and automatic, and the two can be set at different temperatures. A total of 220 square inches of frying surface is provided.—Eagle Products Company, Litchfield, Ill.

Low-Cost Coffee Urns . . .

WEEHAWKEN, N. J.—Compact coffee urns that provide their own water and are said to be low in cost, have been developed here. The smaller of the two models, the Junior, measures approximately 21 inches high for the three-gallon size and 28 inches for the five-gallon unit. The other model measures 25 inches for the three gallon and 31 inches for the five-gallon size. The urns are disassembled for cleaning by removing the faucets which can be done without the use of tools.—S. Blickman, Inc., 6405 Gregory Avenue, Weehawken, N. J.

Spray Dispenser . . .

LOS ANGELES—Visual appeal is a big feature of a juice dispenser that was recently placed on the market here. The beverage cascades down the sides of the dome after being sprayed to the top. Capacity is six and one half gallons. Entire unit, which is made of stainless steel and chrome, is 25 inches high and requires a counter space of 15 by 16¾ inches.—Majestic Enterprises, Ltd., 959 Crenshaw Boulevard, Los Angeles 19.

Oven Has Many Purposes . . .

NEW YORK—An oven that has many purposes and has been designed for counter-top installation is being manufactured here. Unit is said to roast meat and fowl or can be used for baking with equal efficiency. The one model is electric for 110 or 220 volts current. (Continued on page 137)

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Amusements of America: (Fair) Charleston, S. C.
Bayou State: Abbeville, La.
B. & H. Am. Co.: (Fair) Bowman, S. C.; Springtown 14-19.
Borderland: Haie Center, Tex.
Burkhart, No. 2: Osceola, Ark.
Capital City: (Fair) Valdosta, Ga.
Cecil & Wilson: (Fair) Jacksonville, Fla., 9-19.
Crafts Expo.: (Fair) Phoenix, Ariz., until 13.
Drew, James H.: Augusta, Ga.
Dudley, D. S.: Big Springs, Tex.
Georgia Am. Co.: Hinesville, Ga.
Haywood Big State: Blair, Okla.
Hill's Greater: Aransas Pass, Tex.
Hottle, Buff, No. 1: (Fair) Jacksonville, Fla.
Lane, Leo: (Fair) Palatka, Fla.
Lewis, Ted: Sanford, Fla.; Melbourne 14-19.
Norton's Rides: Earth, Tex.
Page & Ferris Combined: Warsaw, N. C.
Palmetto Expo.: Clover, S. C.
Raley Bros.' Expo.: (Fair) Gainesville, Fla.
Shan Bros.: (Fair) De Funiak Springs, Fla.; Ocala 14-19.
Stephens, C. A.: (Fair) Wauchula, Fla.
Tassell, Barney: Blackshear, Ga.
Tidwell, T. J.: Brownwood, Tex.
Virginia Greater: (Fair) Ahsokle, N. C.

Circus Routes

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Cincinnati 22, O.

Andrews, John: Houston, 8-15; Fort Worth 18-27.
Cristiani Bros. & Bailey Bros.: Omaha 8-9; Peoria, Ill., 11-12.
Davenport, Orrin: Kansas City, Mo., 8-13; Wichita, Kan., 14-20.
Hagen Bros.: Sweetwater, Tex., 8; Snyder 9; Stanton 10; Midland 11-12 (season ends).
Hamid-Morton: Atlanta 8-13; Boston 15-20.
King Bros.-Coke Bros.: Marianna, Fla., 8; Panama City 9; Pensacola 10; Mobile, Ala., 11; Atmore 12; Andalusia 14; Greenville 15; Troy 16; Ozark 17; Cuthbert, Ga., 18; Columbus 19 (season ends).
Miller Bros.: Huntington, W. Va., 16-18; Williamson 19-20; Roanoke, Va., 25-26.
Polack Bros., Eastern: Philadelphia 8-12.
Polack Bros., Western: Oklahoma City 8-12; Springfield, Ill., 17-20; Charleston, W. Va., 30-Dec. 4.
Ringling Bros. and Barnum & Bailey: Greenwood, Miss., 8; Columbus 9; Birmingham 10; Atlanta 11-12; Raleigh, N. C., 14; Fayetteville 15; Wilmington 16; Florence, S. C., 17; Charleston 18; Augusta, Ga., 19.

Ice Shows

Holiday on Ice, No. 1: Norfolk 8-16; Richmond, Va., 17-21; Canton, O., 23-27.
Holiday on Ice, No. 2: Bago, Me., 12-19.
Holiday on Ice (European): Lausanne, Switzerland, 8-15; Dortmund, Germany, 17-Dec. 4; Rotterdam, Holland, 5-23.
Holiday on Ice, International (Far East): Surabaya, Indonesia, until Nov. 15; Medan until Dec. 5.
Holiday on Ice International (South America): Quito, Ecuador, 8-9; Lima, Peru, 11-Dec. 4.
Hollywood Ice Revue: St. Louis 8-13; Omaha 15-22; Milwaukee 24-Dec. 4.
Ice Capades of 1956: Syracuse, N. Y., 8-13; Buffalo 14-20; Toronto 21-25.
Shipsteads & Johnson's Ice Follies of 1956: Cincinnati 8-20; Hershey, Pa., 23-Dec. 3.

Miscellaneous

Congo Land: Dallas 8-19.
Hitler's Personal Armored Car, Jack W. Burke, Mgr.: Seminole, Okla., 8; Okmulgee 9-10; Muskogee 11-12; Fort Smith, Ark., 13-16.
O'Day, Marie, Palace Car: Madison, Tenn., 8; Franklin 9-10; Columbia 11-12; Mount Pleasant 14; Lewisburg 15; Fayetteville 16-17; Pulaski 18-19; Savannah 21; Henderson 22.
Scott, Tommy, Show: Emporia, Kan., 8; Eldorado 9; Winfield 10; Arkansas City 11; Wichita 12.
Walsh Bros. Matchstick Cathedral: Pass Christian, Miss., 8-9; Bay St. Louis 10-12.

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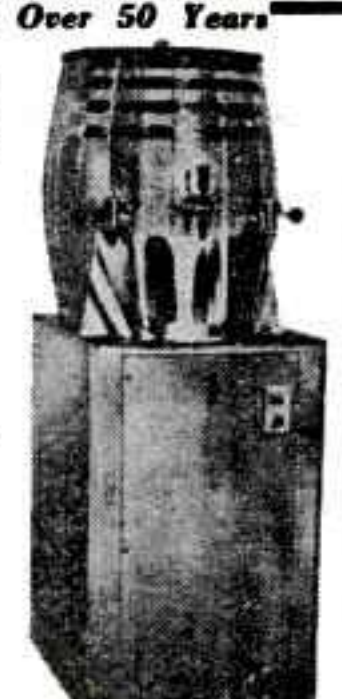
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Duo Bids \$860,175 For Louisville Plant

LOUISVILLE, Nov. 5.—Total bids of \$860,175 were received here this week for the present grounds of the Kentucky State Fair, which is scheduled to move to its new multi-million-dollar plant next year.

A firm, headed by J. Fred Miles, manager of the fairgrounds speedway here, bid \$535,175 for the trotting track and related buildings. A Louisville insurance agency offered \$325,000 for the rest of the plant as a speculative land venture.

The two interlocking bids were reported to be best received, and, if accepted, would bring the State \$860,175 for the 159-acre property. The second highest bid was \$750,-

000, offered by a Louisville attorney.

Proceeds from the sale of the grounds will be applied to the cost of building the new \$15,000,000 Fairgrounds and Exposition Center here. Now under construction, the new plant will be ready for the '56 fair.

Bigger Gate, Bigger Site At Savannah

SAVANNAH, Ga., Nov. 5.—The Coastal Empire Fair was having one of its better runs this week, with one of the high spots being the "kiddies' day on Tuesday (1), when an estimated 20,000 persons attended.

More than 15 acres were cleared for this year's edition, with the World of Mirth Shows midway extending more than 400 yards. Parking was greatly increased.

Special dime buses are operated at 20-minute intervals to the grounds from downtown Whitaker and Broughton Streets. The fair, which opened Monday (31), has exhibits in five large tents.

Schools closed at 1 p.m. for Tuesday's activities, and children's admission was 10 cents and presentation of a discount ticket distributed among the school principals. Extra days were operated for Negro youngsters and kids outside Chatham County.

George Parker, fair president, said Tuesday's crowd was the largest the annual has known. Sponsor of the fair is the Exchange Club, with proceeds earmarked for the Jefferson Athletic Club for Boys.

Weather Hits Jax; Running 10% Below '54

JACKSONVILLE, Fla., Nov. 5.—Greater Duval County Fair here, under auspices of American Legion Post 88, was running 10 per cent behind its 1954 marks in attendance and gross thru Thursday (3), third day of the five-day annual, according to Mrs. Dolly Young, manager of the event.

This loss, however, is expected to be regained by closing day, Sunday (6). Previously scheduled for an October 31-November 5 run, the fair has added a day to make up for loss of the Monday (31) night caused by a severe wind and rain storm October 30. Mrs. Young reported attendance

(Continued on page 137)

Kochman Plans Appearances at Dominican Fair

NEW YORK, Oct. 5.—Bob Conto, general agent for Jack Kochman's Hell Drivers and Lucky Dogs, the latter a greyhound dog racing presentation, flew yesterday to Ciudad Trujillo, Dominican Republic, to explore the possibility of presenting one or both of the track presentations at the World's Fair, which will open there next month.

Conto said tentative arrangements had already been made for participation at the event, but that final plans would not be completed until his return early next week and following a conference with Kochman.

R. I. FAIR DEAD

Fair Props at Kingston Sold Via Auction

KINGSTON, R. I., Nov. 5.—The fairgrounds here will shortly be cleared off for use by its new owners, the Providence Produce Warehouse Company. A public auction sale will be held today to dispose of the fair property, all items to be removed by the purchasers within 90 days. In case of rain, the sale will be held next Saturday (12). Involved are 21 wooden structures plus other equipment.

The new owner is a subsidiary of the New Haven Railroad. Established in 1875 as the Kingston State Fair, the annual's last edition was held in 1951, after which the state withdrew financial support.

On sale is every physical property on the grounds, including the 3,200-seat bleachers, 2,000-seat grandstand, two-story administration building, exhibit buildings, ticket and concession structures, toilets, water tanks, light posts, office equipment and other items.

Sale will be held by order of Louis V. Jackvony Jr., attorney for the Kingston Fair Grounds Association.

Doc Cassidy Opens Office

NEW ALBANY, Ind., Nov. 5.—L. (Doc) Cassidy, long-time director of special events and publicity director at the Kentucky State Fair, Louisville, has opened an attraction and promotional agency here to be known as International Contests and Special Events, Inc.

Plans are to supply attractions for fairs, celebrations, theaters, television and other entertainment centers, with emphasis on audience participations.

WINTER FAIRS

Florida

- Arcadia—DeSota County Fair, Jan. 9-14. A. G. Erickson.
- Bartow—Polk County Youth Show, Dec. 1-3. W. P. Hayman.
- Brooksville—Hernando County Fair, Nov. 9-12. Harry Brinkley.
- Clewiston—Sugarland Exposition, Jan. 24-28. Doug Pearcy.
- Dade City—Pasco Co. Fair Assn., March 1-10. H. A. Gruetzmacher, Box 248.
- DeFuniak Springs—Walton County Fair, Nov. 10-12. H. O. Harrison.
- DeLand—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.
- Port Pierce—Indian River Area Youth Show, Jan. 20. M. B. Jordan.
- Inverness—Citrus County Fair, Nov. 2-11. Quentin Medlin.
- Jacksonville—Greater Jacksonville Ind. & Agri. Fair, Nov. 9-19. Ted Chapeau.
- Jacksonville—Greater Duval County Fair, Oct. 31-Nov. 5. Mrs. Dolly Young, 311 W. Bay St.
- Largo—Pinellas County Fair, Feb. 28-March 3. J. H. Logan.
- Miami—S.E. Florida & Dade County Youth Show, Jan. 25-29. P. K. Price.
- Orlando—Central Florida Fair, Feb. 20-25. C. T. Bickford.
- Palatka—Putnam Co. Fair & Youth Show, Nov. 7-12. Hubert Maltby.
- Palmetto—Manatee County Fair, Jan. 23-28. W. H. Kendrick.
- Plant City—Hillsborough Co. Jr. Agri. Fair, Dec. 1-3. D. A. Storms.
- Punta Gorda—Charlotte County Fair, Jan. 16-21. Harry Jack.
- Sarasota—Sarasota Co. Fair, Jan. 16-21. Geo. W. Potter.
- Tallahassee—North Florida Fair, Oct. 25-29. Lloyd Rhoden.
- Tampa—Florida State Fair, Jan. 31-Feb. 11. J. C. Huskisson.
- Webster—Sumter Breeder Show & Co. Fair, Oct. 31-Nov. 5. T. Noble Brown.
- West Palm Beach—Palm Beach Co. Expo., Jan. 20-29. Lamar Allen.
- Williston—Levy Co. Fair, March 20-25. O. C. Bellott, Mgr., Box 741.
- Winter Haven—Florida Citrus Expo., Feb. 13-18. Phillip Lucey.

Dominican Republic

Ciudad Trujillo—Dominican World's Fair, Dec. 20-Feb. 27.

FAIR ASSN. MEETINGS

Oregon Fairs' Association, Multnomah Hotel, Portland, November 9-11. Hallie Huntington, 13th and Monroe streets, Eugene, secretary.

Canadian Association of Exhibitions, Royal York Hotel, Toronto, November 22-24. Emery Boucher, Exposition Park, Que., secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 28-30. Frank H. Kingman, Winston-Salem Fair, Winston-Salem, N. C., secretary-treasurer.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 12-13. C. S. Miller, Tipton, secretary.

Indiana Association of County & District Fairs, Hotel Severin, Indianapolis, January 1-3. William H. Clark, -360 Walnut Street, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 3-5. Win H. Eldridge, 315½ East Mill Street, Plymouth, secretary.

Massachusetts Agricultural Fairs' Association, Weldon Hotel, Greenfield, Mass., January 9-10. Paul Corson, Topsfield, secretary.

Minnesota Federation of County Fairs and Minnesota State Fair, Hotel St. Paul, St. Paul, January 9-11. Harold C. Pederson, 3531 22d Avenue South, Minneapolis 7, secretary.

Kansas Fairs' Association, Jayhawk Hotel, Topeka, January 10-11. Everett E. Erlhart, Stafford, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 10-12. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 11-13. 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.

Tennessee State Fair Association, Andrew Jackson 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 20-21. 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, Taylorville, secretary.

New Jersey Association of Agricultural Fairs, Hotel Hildebrecht, Trenton, January 23. William C. Lynn, c/o Department of Agri-

(Continued on page 137)

Ill. Execs Meet Nov. 20

SPRINGFIELD, Ill., Nov. 5.—The Central District of the Illinois Association of Agriculture Fairs, will hold its annual fall meeting here November 20 in the St. Nicholas Hotel. W. E. Freeman, of the Greenup, Ill., fair, is secretary of the group.

The annual State-wide meeting of the Illinois association will also be held here in the same hotel January 22-24.

Honolulu Run Nets \$16,000

HONOLULU, Nov. 5.—The recently concluded 33d annual Maui County Fair realized a net profit of \$16,000, fair officials announced this week. Gross receipts exceeded \$81,000 this year as compared with \$71,000 last year. Attendance was approximately 200 persons less than the 36,000 of last year.

E. K. Fernandez furnished entertainment with a variety show imported from Japan and a Side Show.

Canada Tightens Race Supervision

CALGARY, Alta., Nov. 5.—Maurice E. Harnett, general manager of the Calgary Exhibition and Stampede, reports that horse racing at Victoria Park here is to have more rigid government supervision.

The government will install a film patrol and will take over direct supervision of saliva and urinalysis tests and the "eye in the sky" photo finishes, he says. Similar provisions will go into effect at every major race track in Canada.

In return for the services, the government will collect ½ per cent of all money bet at all race meets.

Gross Higher At Caro, Mich.

CARO, Mich., Nov. 5.—The Tuscola County Fair racked up a total gross of \$44,330, higher than '54 when the total take was \$42,263. Carl F. Mantey, secretary, announced that receipts from admissions this year amounted to \$15,390 against \$14,121 a year ago.

Sarasota, Fla., Run Skedded for Jan. 16-21

SARASOTA, Fla., Nov. 5.—The Sarasota County Fair will hold its '56 run January 16-21, George W. Potter, president, announced. Attraction plans are almost completed, he said.

Tuscaloosa Annual Has Net Near 9G

TUSCALOOSA, Ala., Nov. 5.—A tentative figure of \$8,854 was given Tuesday (25) as net profit of the 1955 Tuscaloosa County Fair at a meeting of the Junior Chamber of Commerce, co-sponsor with the fair association of the annual.

Joe Alexander, association treasurer, in making the report gave receipts as \$31,296, not including State aid or accounts payable to the association. Disbursements were estimated at \$23,044.

Profit on last year's fair was \$11,065. Profits are split, with one-third going to the Jaycees and the balance to the fair association. The fair's premium book advertising brought in \$3,262 plus \$210 in donations. Mike Meaney handles fair administration for the Jaycees.

\$1,634 Deficit At Decorah, Ia.

DECORAH, Ia., Nov. 5.—The Winneshiek County Fair reported it closed its 1955 fiscal year with a deficit of \$1,634.86 which resulted from permanent improvements made at the fairgrounds this year.

Total receipts of the 1955 fair were \$47,410 with expenditures \$49,410.

Permanent improvements, costing \$13,180, included expansion of the grandstand, construction of a main entrance archway, new roads and painting and wiring of some older buildings.

Besides making \$13,180 worth of permanent improvements this year the fair board paid off \$13,416 in indebtedness incurred in previous years.

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Berger Named Publicist at Coney Island

NEW YORK, Nov. 5.—Milton Berger has been named publicist for the Coney Island Chamber of Commerce, succeeding the late Monroe Ehrman. The appointment, approved by the chamber's board of directors, was announced by President John Ward and is effective immediately.

Berger will handle the Island on a year-around account basis. Since the 1952 season he has done notably well representing Steeplechase Park for the Tilyou family. Among other successes, he achieved an art exhibit at the park, the placing of Steeplechase props as part of those in the Broadway musical, "By the Beautiful Sea," and last year's telecast from Steeplechase of the Arthur Godfrey and His Friends show.

A native of New York City, Berger is a Brooklyn resident and has been in public relations for some 20 years. He was at one time consultant to the Warner Brothers publicity department, and represented the late actor, Harry Carey.

Berger will continue to represent Steeplechase, and it is expected that reciprocal benefits will result to both accounts.

GRILL MFRS.

Jones Retires From Berry; Post to Son

BOSTON, Nov. 5.—Wallace St. C. Jones has retired from the William B. Berry Company, outdoor food service equipment manufacturers, after many years of service. The business will be carried on by his son, Russell C. Jones.

The Joneses observed their 50th wedding anniversary on September 24, at their summer home in Rockport, Mass.

The elder Jones was recently named a member of the Amusement and Recreation Occupations Wage Board of Massachusetts, to represent all branches of the amusement industry. For years he has been treasurer of the New England Association of Amusement Parks and Beaches, and is a past president of the association. Russell is first vice-president this year.

Art Miller, general agent for the Al C. Kelly & Miller Bros. Circus, and his family caught Ringling-Barnum at Jonesboro, Ark., recently, according to J. Eddie Holmes.

Butler Park's Gate to Get Promotion Aid

NEW YORK, Nov. 5.—Increased promotional activity is expected to swell the attendance next season at Butler Park in Washington, N. J., operator Angelo (Angie) Longo predicts.

Longo, also owner of Silk City Shows, which plays festivals and celebrations in the Northern New Jersey metropolitan area, will devote all his time and efforts to Butler Park this coming season. The carnival will go out under the name Jack J. Perry Shows, utilizing Perry's title and added ride equipment.

At Butler Park are a Tilt-a-Whirl, Whip, Merry-Go-Round, Kiddie Boat Ride, Kiddie Chair-plane and Venetian Swings. There are also picnic tables, refreshments, boating, swimming, dancing, arcade, and a half-dozen game concessions, operated by the company, a subsidiary of Silk City Shows. There is a \$1 charge for picnic tables, but no formal gate fee.

PLANS FOR '56

Geographical Differences Influence Policy Changes

NEW YORK, Nov. 5.—Harry Batt, of Pontchartrain Beach, New Orleans, and Irving Rosenthal, of Palisades (N. J.) Amusement Park, got a chance to compare notes briefly at lunch last week.

The fun center moguls had a happy starting point—both acknowledged excellent seasons only recently concluded. Furthermore, both acknowledged that the future was equally bright. Their parks had excellent years with grosses up in many instances.

The operators ran thru financing and general management, and such specialized operations as promotion and food handling. From the cascade of ideas came clues of what they will attempt next year to enhance the lure of their operations and better satisfy the customers.

Food Service Change

Pontchartrain's food stands seem to be in for physical revision. The growth and acceptance of self-service markets and the development of food handling along these lines at Don Dazey's LeSourdsville Lake (O.) Park, may result in a self-service operation at the New Orleans funspot. Patrons will walk thru, choose what they want and serve themselves, except for hot dogs and hamburgers which will still have to be handed out, and pay up as they file past a cashier.

The advantages could be stimulation of impulse buying with resultant bigger sales, generally better and quicker service leading to greater capacity and, of course, near-perfect money control.

Rosenthal's analysis pointed up the all-important geographical and clientele factors involved in any policy decision. It was immediately

apparent that while there are established norms in the amusement park business a big part of the operational technique must be tailored to fit localities and the people in them.

Patrons Differ

It is unlikely that Palisades, with the most urban audience in the world, could marshal its patrons who are more used to personalized service than to self-service. On the other hand, it is reasoned that the switch could easily be made and would be welcomed by patrons in New Orleans.

New Orleans annually has a promotional tie-in with its local, and principal, television station that results in capacity attendance with traffic-jam conditions. This was achieved without a name feature, accidentally, it so happened, since the desired artists were unavailable because of prior commitments. The same format will probably be used in the future.

Batt knows there is a definite limit to the number of such promotions, involving cut-rate 5 and 10-cent tickets, his area could stand in the course of a season. Palisades again points up the geographical difference. In the toughest competitive amusement market in the world the Jersey funspot can, and does, stage two such promotions every week of the season with top name talent, sometimes in multiples, featured. No one has yet succeeded in tapping out the metropolitan New York audience.

Rosenthal has a three-inch thick compilation of this year's promotional effort. Attempted duplication by most of the nation's other funspots with their comparatively limited audiences would leave the public and operators alike exhausted financially and physically.

A case in point is Rosenthal's planned distribution of 25,000,000 match book covers starting in a couple of months. The New York market will easily absorb the flood, Rosenthal believes, since 4,000,000 were gobbled up this year.

Altho shuttering activities are probably still going on at their funspots, Batt and Rosenthal are already well into plans for next year. For them, their operations are a 52-week-a-year proposition, and their efforts are reflected in their enterprises.

FAIR ASSN. MEETINGS

Continued from page 136

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 23-25. H. C. McClellan, Arlington, secretary.

Western Canada Association of Exhibitions, Royal Alexandra Hotel, Winnipeg, January 23-25. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 25-26. Roy E. Symons, Skowhegan, secretary.

Pennsylvania State Association of County Fairs, Lycoming Hotel, Williamsport, January 25-27. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Kentucky Association of Fairs & Horse Shows, Kentucky Hotel, Louisville, January 26-27. L. Doc Cassidy, State Fairgrounds, Louisville, secretary.

North Dakota Association of Fairs, Clarence Parker Hotel, Minot, January 26-28. A. D. Scott, Box 68, Fargo, secretary.

Oklahoma Association of Fairs, Student Union Building, Stillwater, January 27-28. Vera G. McQuilkin, P. O. Box 3898, Oklahoma City, 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.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 3-5. Bob Murdoch, Blackstone Hotel, Tyler, secretary.

Association of Connector Fairs, Terryville High School, Terryville, March 17. Joseph C. Bartlett, North Haven, secretary.

TICKET DEAL

Kid Park's Offer Aids Flood Area

PHILADELPHIA, Nov. 5.—Considerable good will and publicity were achieved by William Baldwin, kiddie park operator, from his plan to raise financial help for flood-stricken areas in Pennsylvania. Severe damage was sustained August 19th, when rain-swollen rivers ran wild in Eastern States.

Baldwin, operator of Funland, on Route 13 in Bristol Township, offered greatly reduced ride tickets. He offered 50 for \$2, with the understanding that half the revenue gotten therefrom would go to any organization or area designated by the purchaser.

Last Saturday (29) he contacted the designees and asked that they stop for their checks. Baldwin opened the park two years ago. He was formerly a contractor for William Levitt and Sons, builders. During the off-season he takes his portable rides and books them at a variety of locations.

Jacksonville Fair

Continued from page 136

good on Tuesday, Navy Day, with about 8,000 Navy personnel and their families on the grounds. The fair followed on Wednesday with Ladies' Night, sponsored by Admiral distributors, chief attraction being the drawing for a combination refrigerator and freezer. Weather continued excellent thru Thursday, Children's Day, featuring the award of two Schwinn bicycles. A Chevrolet giveaway will be the Saturday night feature.

The free acts are Jaydee the Great and his two daughters, high trapeze and sway pole, and John Cortez, aerialist. In the midway ride line-up are H. B. Rosen with 6; Carl Bartell, 1; John Tinsley, 1; Dave Endy, 1; Johnny Keller, 5; Bert LaGrange, a Rock-o-Plane and Round-Up from Amusement Company of America; LaJoie, 3 kiddie devices; Miller's ponies, and Frenchy LaGrange, 3 kiddie rides and two major units. Carl Davis is here with 3 shows; Mark Williams, 2; Mrs. Ralph Miller, 2, and Tom Cooper, 2. Concessionaires: John Campi, 10; Roy Allen, 8; Bert LaGrange, 4; Lester Davis, 1; John Green, 2; H. B. Rosen, 2; Tom Cooper, 1; Dave Endy, 1; Barron, 1; Izzy Firesides, 1; Thelma Sollers, 1; John Gambine, 2; Mattox, 1; Mr. and Mrs. Williams, 2, and Jack Vincent, bingo.

Note Changes In Rockaway Concessions

NEW YORK, Nov. 5.—Several concession changes will take place at Rockaways' Playland in Queens for the 1956 season. Vice-President Dick Geist reported this week. In the meantime the park will continue its weekend operating schedule until next spring.

Norman Libin, operator of the cork gallery and pitch-til-U-win, has acquired the Greyhound Racer from Dick Sheppard. Sheppard has taken over the location used by the Feldmans last year for their fish-bowl toss, and will install a cigarette and coffee roll-down.

The Altmans, who operate the scales and long-range gallery within the park, and a Pokerino, Bing-o-Reno, souvenir stand, ring the Coke, punk rack, and long range gallery on street frontage, have bought out Sonny's Poker.

The location, operated for many years by the veteran Bernie Krinsky, is a 77-footer fronting on 98th Street. Krinsky will be following doctor's orders to take things easy from now on. Harry and Evelyn Currie, who have been making some southern dates starting with the fair in Atlanta, will again operate a string of games in the park.

Work has been continuing along the 98th Street side of the park, where additional slabs of colored concrete are being poured. Originally a dark green or red, the operation now features a dozen different shades of sidewalk coloring, covering 274 running feet or nearly half the block off Rockaway Beach Boulevard.

Equipment Developments

Continued from page 135

It is said to be small, compact and heavily insulated. It can be equipped with legs, trays for stacking and there are two mechanical timers, one for each deck. Exterior is of grey baked hammertone, seamless construction.—Harvic Supply Corporation, 154 Nassau Street, New York 7.

Hot Dog

Serve Trays . . .

MILWAUKEE—Hot dog serving trays that are said to be strong, rigid and economically priced, are being marketed here. In addition to the elimination of dish breakage, they are said to help speed service and make a neater appearance. The trays come with either open or closed ends, are made of leak-proof paper and can be easily stacked for storage.—American Lace Paper Company, 4425 North Port Washington Road, Milwaukee 12.

Multi-Flavor

Pop Dispenser . . .

BROOKLYN—A soft drink dispenser that has two to four flavors of carbonated soft drink is available. The unit is small and has a

self-contained unit. Maker claims it is designed to supply a constant carbonated water pressure and automatically mix in the correct amount of sirup. Serving arms are mounted to a common dispensing tower that is internally refrigerated. Depending on the model, the manufacturer says the unit can dispense from 150 to 380 drinks per hour.—Dunhill Soda Fountain Corporation, 79 Walworth Street, Brooklyn 5.

Root Beer

Dispenser . . .

CLEVELAND—A pre-carbonated root beer dispenser introduced here is said to deliver 60 gallons of 38-degree drink per hour and also has a built-in drink dispenser. The complete unit is 53 inches long, 38 $\frac{3}{4}$ inches high and 31 inches wide. Carbonator pump and circulating pump use 110 or 120 volt current. Two stand pipe drains and beverage compartment drain are connected to a single drain line. Single draft arm unit can be converted to double draft arm unit.—Reed & Bell, Inc., 3506 Vega Avenue, Cleveland 13.

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WOM Wraps Up Banner Fair Tour

Season Ends at Savannah With Gross Up; Annuals Pay Off After Spotty Still Dates

SAVANNAH, Ga., Nov. 5.—The World of Mirth Shows will wind up a highly successful fair tour here Monday (7), a day added to the Coastal Empire Fair only this week when it was learned that school children in the area will be on holiday while their teachers attend a conference.

Owner Frank Bergen noted that the 15 annuals played by his organization this year mostly showed gains. The advances were substantial in several instances and included a record one-day gross of more than \$32,000 at the South Carolina State Fair, Columbia.

The territory included Canada, Maine, Vermont, Massachusetts, Pennsylvania, New Jersey, North and South Carolina and Georgia.

The excellent earnings at fairs followed a still date season that was below par for the organization. Even spottier business was probably eliminated, Bergen noted, thru the continuance of a late opening policy inaugurated two years ago. By timing its opening with Memorial Day, the show has found that it is sure to avoid considerable inclement, and costly, bad weather.

This fair is growing steadily, Bergen noted. The plant is being developed. The completion of a new office building was celebrated with a dinner at which Bergen was the recipient of a gold key. His shows were also invited to return to the fair next year.

The booking of fairs as they are played, and in some cases even before, has again assured Bergen a

full route of annuals even before the current tour ends.

Bike Giveaway

Business here was stimulated by the giving away of eight bicycles. The extra children's day on Monday is expected to build the gross considerably.

Bergen announced that Charlie and Cy Holliday, are ending their long-time association with his organization to operate rides at the Million-Dollar Pier, Atlantic City, beginning next season. As a result of the change Bergen has acquired full ownership of the Tilt-a-Whirl.

All of the principal show features are slated to return next year, Bergen said.

Don Franklin Will Return To Texarkana

SEGUIN, Tex., Nov. 5.—Due to a switch in dates the Don Franklin Shows will play Texas fairs in Texarkana and in Tyler, Don Franklin announced here at the show's winter base.

Show had signed previously to play the Tyler Fair which will run September 7-15 next year. This meant dropping the Texarkana event from its route due to a date conflict. The latter fair, however, has now switched its dates to September 17-22 and cut its run down to six days from the previous nine. As a result the Franklin organization will provide the midway attractions there for the seventh consecutive.

Showmen's League Maps Chi Program

43d Annual Banquet and Ball To Climax Busy Convention Week

CHICAGO, Nov. 5.—Plans for the 43d annual convention of the Showmen's League of America were disclosed here this week by Ned Torti, president, with the week's activities coming to a climax at the annual banquet and ball.

First activity of meeting week will be a regular meeting Saturday, November 26, in the Gold Room of the Hotel Sherman. This will replace the regular Thursday meeting of that week which would fall on Thanksgiving Day.

Two important events are scheduled for Sunday, November 27. The Memorial Services, at which the membership pays tribute to its deceased, will be held in the Bal Tabarin of the Sherman at 1:30 p.m. Ed Sopenar is chairman of the services.

President's Party

That evening the outgoing president will be honored at the President's Party at 7 o'clock in the hotel's ballroom. Following supper a floorshow will be presented. Bob Parker is chairman of the party with Sam J. Levy Sr., as co-chairman.

The election of officers is scheduled for the following day with the polls open in the clubrooms.

High point of the week will be the 43d annual banquet and ball in the Sherman's ballroom, under the chairmanship of Sam Levy Jr. The reception, followed by the grand march, is set for 6:30 p.m. with dinner at 7 p.m. and a big floorshow to follow.

Final activity of the busy week, the annual meeting and installation of officers, will be held the evening of December 1 in the Louis XVI Room of the Sherman.

In addition to the many programmed activities, the League will again maintain a registration and information tent in the hotel's lobby. Bill Hetlich and George Johnson will supervise operations at the tent.

In addition to the men's activities, the Ladies' Auxiliary will hold open house in the Hotel Sherman and will also have a full program of parties and banquets.

Cohen Lists Program for ACA Meeting

ROCHESTER, N. Y., Nov. 5.—The 22d annual meeting of the American Carnivals Association, Inc., will again coincide with the yearly outdoor get-togethers in Chicago this month.

Secretary-Treasurer Max Cohen this week announced the meeting details, stating the session will begin at 1 p.m. Monday, November 28, at the Hotel Sherman. At that time the general and associate counsels will meet. The annual meeting of the directors, officers and past presidents will be at 4 p.m. All meetings will be in Room 111.

On Tuesday (29) at 10 p.m., railroad show owners and managers will meet, and there will also be a discussion relative to labor problems. The annual meeting of the membership will be at 2 p.m. Any additional meetings will be held on the following days, if needed.

ACA Confab Opens Nov. 28

ROCHESTER, N. Y., Nov. 5.—The American Carnivals Association, Inc., will hold its 22d annual meeting at the Hotel Sherman, Chicago, November 28-December 1, Max Cohen, veteran secretary-treasurer, announced.

Business sessions are scheduled for the first two days, with the final two days to be used in case the discussions run over, Cohen said. All meetings are to be held in Room 111 of the Hotel.

Merger With Silk City Yields New Perry Show

NEW YORK, Nov. 5.—A combination of equipment next season will see the reappearance on the road of the Jack J. Perry Shows, which last played the seasons of 1948, 1949 and 1950. In New York this week an association was announced between Perry and Anthony (Angie) Longo, operator of the Silk City Shows.

Longo for the past 14 years has played northern New Jersey's many Italian street festivals and celebrations. To his property Perry will add his own rides, and it is expected to put forth a 16-ride operation which will venture south for the 1956 fair season.

With Perry overseeing the traveling truck show operation, Longo will devote his entire energies to his stationary rides at Butler Park, Washington, N. J. Rather than expose southern fair people to a new title, Longo this week was inclined toward the use of the Perry name.

As outlined, the new Perry show will consist of a Flying Skooter, Rock-o-Plane, Tilt-a-Whirl, Cater-

pillar, two Ferris Wheels, Fly-o-Plane, Whip, three-abreast Merry-Go-Round, Octopus, six kiddie rides and diesel plants. Work will begin shortly in Longo's Paterson, N. J., winter quarters on fronts for two girl shows, a minstrel show, an office and a marquee front.

Dates, Staff Sought

Perry will be active in the coming weeks seeking staff personnel and southern fairs, with the assurance that Longo's experience in this territory will produce a solid route of still dates. It is planned to open in Jersey City in mid-April. Silk City in recent years has played only a couple of weeks following Labor Day, but next year, under the Perry banner, will be active during the southern fair season.

A limited number of rides, probably eight, will make the still dates.

Perry, who was comptroller last summer on Johnny Denton's Gold Medal Shows, in past years booked several fair dates for the Ross Manning Shows.

53 WAGONS

Equipment Move Set For Dominican Fair

SAVANNAH, Ga., Nov. 5.—A mass movement of heavy carnival equipment bound for the International World's Fair, sponsored by the Dominican Republic, will get under way here Tuesday (8).

Fifty-three show wagons containing World of Mirth Shows equipment, principally rides, make up the bulk of the shipment which is possibly the greatest overseas movement of such equipment ever undertaken.

The equipment represents 15 72-foot carloads, less than half that normally transported by the carnival organization. It will be transported on the steamship Dorothy and unloaded some 10 days later at Ciudad Trujillo, the site of the fair.

Concessions Included

Considerable concession equipment is also being crated for transportation to the fair. Frank Bergen, owner of the World of Mirth, and Bernard (Bucky) Allen, concession manager, have arranged for a number of operating personnel to leave Miami by plane for Ciudad Trujillo on Friday (18). The remainder will fly down, also from Miami, on Monday (28).

Agent Ben Braunstein hit New York last week, lining up appearances for stunt man Joie Chitwood and his crew. . . . Another New York visitor was Jack J. Perry, who will associate next year with Angelo (Angie) Longo's Silk City Shows. Perry will take the New Jersey bazaar org on southern dates in 1956 as the Jack J. Perry Shows, a 17-rider.

Bergen said the shippers will load the cumbersome wagons by passing slings thru the wheels. Diesel plants are included along with the heavy major rides.

The show train will leave here Wednesday (9) to return to winter quarters at the fairgrounds in Richmond, Va. Fifteen of the cars will travel empty.

Bergen will journey to Ciudad Trujillo some time after overseeing the storage of equipment in Richmond. Meanwhile his nephew and assistant, Jim Bergen, will help supervise the equipment setup at the fair.

BIG ONES BIGGER

Dixie Events Continue Good for Midway Units

NEW YORK, Oct. 5.—Dixie events were generally good to the traveling gentry again this year. The weather, for one thing, was some better both before and during the fairs. This led thru the growing months to better crops in country that had been hit by drought for two successive years, and a happy spending attitude on the part of the rural folk who joined their industrial neighbors in boosting attendance at a number of events.

The big annuals—the State fairs at Richmond, Raleigh and Columbia—were bigger, if anything, with the South Carolina event showing up best of all in progress over last year. Consequently, the big shows that played the events, World of Mirth at Columbia, the James E. Strates Shows at Raleigh and the Cetlin & Wilson Shows at Richmond, all fared well. Other Southern dates played by the World of Mirth and the Strates organizations generally were excellent. These two organizations, which wind up their seasons this week, have probably found the South pretty nearly as good as they had hoped.

A number of truck shows have also done well—especially those fortunate enough to have an established route of events with stature. Those operations which are sizable enough to operate on both sides of the Mason-Dixon line but still had most of their fair eggs in the cotton-tobacco belt, were not destined to fare so well.

There still are enough good events to go around in quantity, but this has not deterred new shows, seeking to expand their routes and seasons, from exploring the booking possibilities each year and, when

the opportunity presents itself, making the invasion.

Norman Y. Chambliss, president of the North Carolina Association of Agricultural Fairs, reports the events within his organization's domain had a very fine year, generally speaking, with midway earnings reflecting the success of the annuals.

W. A. Schafer Closes After Topping '54

DALLAS, Nov. 5.—Business for Schafer's Just for Fun Shows was slightly above that of '54, W. A. Schafer, owner-manager, announced. Show moved to its winter base here after chalking up good grosses at the Sweet Potato Festival in Gilmer, Tex., which closed October 22.

Schafer announced the appointment of Harry Smith as general agent for the show. Smith, who was agent for Royal American Shows until his retirement years ago, recently sold his business in Hannibal, Mo., and will be back on the road this season. Both Schafer and Smith will be on hand at the Chicago outdoor meetings.

Schafer also announced he has again signed quite a number of '55 fairs for next year.

Shreveport Up 40% For Royal American

SHREVEPORT, Nov. 5.—The Royal American Shows closed its season at the Louisiana State Fair here Sunday (30) with a 40 per cent increase over the 1954 run. Main factor in the sharp increase was ideal weather thruout the run as compared with last year's rainy fair.

A whopping number of youngsters turned out for the Friday (28) kid day with the city schools closed for the day. Rides and shows all received a big play. Leon Claxton's "Harlem in Havana" and Dick Best's Side Show topped the back end while the Roller Coaster, Scooter, Rotor, Roundup and Scrambler took in the big money among the

rides. The following two days, Saturday and Sunday, were big ones for the fair and equally big for the midway.

Following the midnight close Sunday, rides and shows were torn down with the exception of the canvas tops which were left standing until noon Monday for a thorough drying. Everything was off the lot by 3 p.m. Monday and the show train was en route to Tampa quarters late that afternoon. The train was scheduled to arrive at the winter base on Wednesday where workmen immediately launched a refurbishing program under the supervision of C. J. Sedlmayr Jr.

John Marks Winds Up Tour With Winners

RICHMOND, Va., Nov. 5.—The John H. Marks Shows wound up its season with two winning fairs and has now been stored in winter quarters here. Final two stands of the year were at North Carolina fairs in Monroe and Winston-Salem, both of which were again contracted for '56.

Organization jumped 235 miles to its base here without accident. The Cole Bros. elephants, leased from the King-Cole Circus this year, have been returned to the circus in Florida. The Marks show is scheduled to open its 31st season in '56 at winter quarters.

RIDES FOR SALE

Eli Wheel, plain light stringer, \$3,350; with fluorescent Star and Circle, \$3,750. 40 ft. Spillman 36 horse Merry-Go-Round, \$4,200, with Wurlitzer Organ, \$4,500. Spillman Loop-the-Loop 3-Cage Ride, \$950. 1951 Rolo-Whirl, \$750; 25 Kilowatt Light Plant, \$900, with Truck and Tower, \$1,250. 28-foot Drop Frame Van with finished inside, suitable for office, perfect condition, \$1,450. Write or wire for additional data or phone Manchester 468-W

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For New Richmond, Ohio, American Legion Carnival, June 1, 2, 3, 1956. State price and full particulars.
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America's finest trained birds, complete with fine props, aluminum travel cages. Write
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WANTED
Carnival and Concession Workers for winter work—must be able to walk and talk. Starting \$200 per month. See
ALBERT L. ANDRE
804 Church St., Room 207, Hill Bldg. Nashville, Tennessee

"A LUCRATIVE SEASON"
We have just finished.
FOR SALE—Caterpillar (very good); inspect at park, Cedar Rapids, Iowa. Backs to haul tubs and sweeps go with it. Complete Athletic Show (40x40 top), several Trailers to haul Rides, 22x36 Bingo and several Concession Tops and frames. We are buying new equipment, not going out of business.
Write or contact (Winterquarters)
DYER'S GREATER SHOWS, Searcy, Ark.

FOR SALE
ON ACCOUNT OF GOING TO CUBA
25 Eli Wheel with Trailmobile Trailer. Can be seen in operation at Northeastern Florida Fair at Speedway Park. Come see it; make me an offer or write or wire
LEO BISTANY
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Open all year round
Want Freaks and Novelty Acts. State salary and all particulars in first letter.

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Revolutionary fort and museum. 200,000 visitors at \$1.00. Lease to qualified person.
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MIDWAY CONFAB

Martin Brynes, late of the Silk City Shows, chauffeured movie actress Joan Crawford on her recent honeymoon tour of Europe, according to Fats Henry. Brynes is slated to appear in a forthcoming Crawford film, "The Way We Lie."

Norman Brooks has had his mug joint in operation on the Leo Lane Shows for the past month. Monty and Frank Willis closed with their candy floss and novelties at Jesup and are currently wintering in Sylvester, Ga. Lili Rue also closed her gal show recently and plans to play Florida night spots during the cold months. Jimmy and Alice Clancy are handling percentage on the Lane organization and O. J. (Red) Lowe recently joined with Red Brady's rides.

Louie Berger, agent for ACA Shows, arrived back in Chicago last week after a nine-week Southern tour with and ahead of the Paul Olson-operated organization. . . . Homer R. Sharar and Marry Casey visited the Ringling show at San Antonio to visit with Bobbie Hasson and So Sada Thomson.

Several concessions on Johnny's United Shows were destroyed by fire at the recent Troy, Ala., fairgrounds when Dutch Schilling's truck burst into flames. Fireworks stored inside ignited nearby stands. Junior Lemay, show's electrician, jumped behind the wheel and drove the vehicle off the midway. Charles Lamkin lost a bucket joint and Mr. and Mrs. French a cork gallery.

Terry, Cleve, Billy, Joyce, Donna Lee and Sean Blake, all children of D. D. (Tex) Blake, will attend schools in Amarillo, Tex., and Miami while their dad works the Dominican Republic World's Fair. Terry, who was a star griddler in high school, will be on the Texas Tech eleven this year as a freshman.

After having played the Lake City, Fla., Speedway with his Thrill Show, Wild Bill Forcum will be the free act on the C. A. Stephens Shows for the next couple of weeks. After closing with Stephens he intends trekking south to Cuba for four months. He would like to hear from Margaret Forcum.

Fred A. Hasty, whose rides and monkeys have been in the barn at Tuscaloosa, Ala., for the past two years, reports that he will take to the road with them in May, 1956.

Jodo Lynn, sword swallower, closed with Le-Ola on the Ross Manning Shows recently and is now at home in Jenkins, Ky., to be followed in a few weeks by a date at Hubert's Museum, New York. . . . Ralph Lown, operator of ding exhibits since 1944, has left the road and is now at his new home located on Indiana State Highway 66, between Evansville and New Harmony. He's now operating Lown's Burro Ranch, and reports business good. . . . Arthur (Gus) Worthington infos that he and Herbert Clark are no longer partners in the French fry business. Clark has returned to his farm near Charleston, S. C., and Worthington is on a vacation in South America.

Elsie Brizendine is reported on the sick list and is confined to her home in Los Angeles. . . . Peggy and Joe Steinberg, who trouped with the Siebrand Bros. Shows this past year, arrived in Los Angeles and will remain there until early December. At that time they go to Phoenix to attend the banquet and ball of the Arizona Showmen's Association to be held December 3 at the Westward Ho Hotel.

Detroit Notes—Oscar Margolis, concessionaire, is recuperating in Art Center Hospital following surgery. . . . Ben Morrison, veteran showman, planned back to the West Coast last week to take care of business interests. . . . Morrison, Leo Lipka and Jack Dickstein will be presented with gold life membership cards in the Michigan Showman's Association.

Peggy and Harry Wilson were surprised and partied Thursday (3) by personnel of the Vivona Bros. Shows in Georgetown, S. C. There were several reasons—three in fact—for honoring the Wilsons. Harry and Mrs. Wilson were celebrating birthdays on that day, marking their 70th and 59th years. Then, after the birthday festivities, they celebrated their wedding anniversary. Participating in the after-midnight celebrating were Mr. and Mrs. Danny Dell, John and Marie Vivona, Mr. and Mrs. Joe Ross, Mr. and Mrs. Arthur Price, Mr. and Mrs. Lou Dell, Mr. and Mrs. Babe Vivona, Ma Vivona, Art Spenter, Mr. and Mrs. Dominic Vivona, James Rapple and Jackie Davis Levine. The couple was loaded down with gifts.

Mae Hong, King Reid Shows publicist, is vacationing in Miami. Richie Richardson passed thru New York last week after closing with the Dick Wilcox Shows.

Scott Lamb Unit Scores at Dallas Shopping Marts

DALLAS, Nov. 5.—The Scott Lamb museum and animal exhibit is racking up good business playing shopping centers here. Unit is framed as a walk-thru on a 40-foot trailer flashed with plenty of neon.

Larry Nolan, long-time show agent, is handling the booking and has sent the show into Waco, Houston, San Antonio and El Paso. Following a Christmas week lay-off the show will head for California.

While Lamb is out with the show, his son, Tommy, is managing their reptile ranch near Denver.

FROM THE LOTS

Peppers' All-States

PASCAGOULA, Miss., Nov. 5.—Show registered a good week's business at Jackson County Fair here, October 24-29, and Owner-Manager Frank W. Peppers reinked the date for 1956. A free gate and free parking helped draw heavy attendance to the new fairgrounds site. A night midway preview was given Monday (24) to good crowds. Features of opening day were a band concert in the new Agricultural Building and a flower show. Jim Stutz with Hitler's Armored Car, Helen Goldman's Side Show and Jake Pryor's Little Dipper augmented the midway. Show closes following the November 14-19

GAC-Hamid Outdoor Merger

• Continued from page 130

schooled in the intricacies of the outdoor field.

Activities of the new firm will continue to be centered in the present Hamid Rockefeller Center offices altho a grouping with GAC's vast layout is likely in the future, it was said.

Lesser Activity

The move by Hamid comes as no surprise to those persons who know him well. While he and his son will continue their active selling roles, Hamid Sr. has been yearning for the possibility of lesser activity. His organization, which for years held practically a monopolistic booking control in the Eastern fair market, has been decimated by death in the last couple of years. Knowledgeable personnel in the unique field was virtually non-existent, and the chore of training was not appealing. Additionally, and perhaps more important, was the demand of his other constantly growing assets and the demand these made on the time of his son.

Hamid entered the fair booking field in 1921 with Herman Blumenfeld, who sold out his interest and later became office manager of the firm, and Frank Wirth. Blumenfeld died several years ago, leaving a gap in the organization.

PCSA Kicks Off Social Season November 21

LOS ANGELES, Nov. 5.—The Pacific Coast Showmen's Association will launch its winter social program here November 21 with a Homecoming followed by the Memorial Services, Past Presidents' Night and the annual banquet and ball.

The highlight of the homecoming event will be the announcing of the winners in the "Outdoor Queen of the Golden West" contest, which has been under way for several months. M. J. (Mike) Doolan, committee chairman, revealed that the leaders and finalists are Flossie Fitzgerald, Helen Graham, Evelyn Lantz, May Snobar and June Sutton. Doolan added that the contestants are announced according to alphabetical order. He did not disclose any vote standings.

For the party Sam Dolman will serve as chairman with Louis Bacigalupi as co-chairman. Dolman added that a number of acts are being engaged for the November 21 event.

The annual Memorial Services will be held Sunday, December 11, at Showmen's Rest at Evergreen Cemetery, Harry Phillips, cemetery board chairman, announced. Serving on the committee will be Harry Seber, Ted LeFors, Joe Glacy, Everett W. Coe, Al Weber and Jimmy Dunn.

Honor Prexy's

Glacy is chairman of the Past Presidents' Night to be held the following Monday in the club-rooms. Bill Hobday will serve as co-chairman.

Orville N. Crafts is chairman of the banquet and ball committee, and the event will be held in the Gold Room of the Biltmore Hotel on Tuesday night, December 13. Bob Downie, co-chairman, said that Walter Trask Agency will again book the acts, and that the band will play for the show and dancing until 2 a.m.

The festivities at the banquet will start at 6:30 on the evening of December 13 with the reception. Dinner, Downie declared, will be served at 8, with the show and dance to follow.

VFW Fall Festival at Bayou LaBtre, Ala. Visitors at Pascagoula included Mrs. Curly Little, Billie Williams, Mr. and Mrs. Johnnie Adams and Mr. and Mrs. Walter B. Fox.

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WANT TO LEASE FOR 1956 SEASON

Four Major Rides, must be in good condition. Prefer rides with transportation or will consider leasing organized carnival. Write, don't wire.

CHARLIE GRIGGS
Care Fairgrounds Winterquarters, Dyersburg, Tennessee. Or see me at the Chicago Meeting.

GOLDEN EAGLE SHOWS WANT-WANT

Popcorn, Hanky Panks of all kinds (\$16.00 a week), Cork Gallery, Pitch-Till-U-Win, Ball Game, Glass Pitch, no Flats or Mitt Camp. Out all winter.

Wire or write
M. B. VAN HOOSER
Louise, Miss., till Nov. 12

FOR SALE

40 ft. three-abreast Herschell-Spillman Merry-Go-Round. Good shape except for usual end of season repairing. Loads on one special-built semi, \$6,000.00 cash, complete with trailer. Can be seen in operation this week at Palatka, Florida. Will also winter there. Also have Monkey Motordrome and Roll-o-Plane for sale or will trade Merry-Go-Round for 36 ft. two-abreast Drome, and Roll-o-Plane for other Rides.

LEO LANE SHOWS, Palatka, Florida

WANTED

FREAKS—NOVELTY ACTS—ODDITIES

Charles Sealo, Sylvia Jackson, MacArthur (Jones) Twins, if you are not currently employed, please contact. No phone calls, no wires; send Special Delivery Airmail, Paso Delnorte Hotel, El Paso, Texas, or 4712 McKinney Street, Dallas, Texas.

ARTHUR HOFFMAN — CHARLES COX — SAM ALEXANDER

TED LEWIS SHOWS

WANT FOR MELBOURNE, FLA., NOV. 14 TO 19

Hanky Pank Concessions of all kinds. RIDES: Coaster and Octopus. Also want a few Grind Shows. Will be out all winter in Florida.

All replies to **TED LEWIS, Sanford, Fla., this week**

CLUB ACTIVITIES

NOTICE
REGULAR ASSOCIATED TROUPERS & GUESTS
 THE NOV. 25 HOMECOMING CELEBRATION WILL BE COMBINED WITH THE JAN. 3, 1956, BANQUET & BALL AT LARRY POTTER'S SUPPER CLUB.
 The Chevrolet Bel Air Sedan will be awarded at that time—Jan. 3.
Send Your Donation for Reservations—NOW
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 Nov. 16 thru 26
 Can Place Organized Minstrel (No Strip Show). Jewelry, Novelties, Custard and Hanky Panks. (No Popcorn, Grab, Skillo or Nickel pitches needed.)
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 WANT FOR 13 WEEKS IN FLORIDA—OPENING NOV. 29
 SHOWS—Ten In One, Animal Shows, Girl Show, Wildlife (Irene Barton, write), Unicorn, Midget, Auto Exhibits (\$100,000 car with World of Mirth, Columbia, S. C. answer), trailer displaying Sweethearts of Capitol, answer). Any Ding Show capable of getting money. Concessions that work for stock only. Everybody with me last season, confirm by letter if coming. RIDES—What have you? Need live Pony Ride. Mrs. Gyp McDaniels, we can book your Rock Road and Penny Arcade.
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 Plenty of time—Please write everything in first letter

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SAY YOU SAW IT IN THE BILLBOARD!

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VOTE NOW . . . YOUR LAST CHANCE
 Winners to be announced at Gala Homecoming Celebration Nov. 21 . . .
VOTE . . . VOTE . . . VOTE . . . NOW . . . NOW . . . NOW . . . for


Outdoor Show Queen Of The Golden West

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PACIFIC COAST SHOWMEN'S ASS'N


The finalists candidates shown here are going all out for the title . . . and they are helping a most worthy project . . . the PCSA Welfare and Hospital Fund. Needy showmen get a helping hand from the money raised during this contest.
 Write for your book of votes . . . or see any of the contestants. Don't delay—you may keep your favorite from being crowned at the Coronation Ceremonies during the PCSA annual Banquet and Ball at the Biltmore Hotel, Los Angeles, December 13.

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**SUPPORT YOUR CANDIDATE — SUPPORT THE CLUB
 VOTE TODAY* . . . See any Contestant or contact:**
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FLOSSIE FITZGERALD
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MARY HELEN GRAHAM
 Doolan Kiddie Land



EVELYN LANTZ
 Crafts No. 2 Show



MAY SNOBAR
 Monte Young Shows



JUNE SUTTON
 Crafts No. 1 Show

Michigan Showmen's Association
 3153 Cass Ave., Detroit

DETROIT, Nov. 5. — President William (Bill) Green was in the chair for the regular meeting with 65 members on hand. Elmer Mahoney was named chairman of the recreation committee and will be assisted by John Pollard and Art Rosenthal.

Checkers and domino games were recently purchased and the committee is considering the addition of ping pong and dart boards.

Fred Silber, third vice-president, was reported recuperating at home following an illness. Others on the sick list were Charley Westerman, who is confined at the Battle Creek (Mich.) Sanitarium, and Oscar Margolis, at Art Center Hospital.

Chaplain Cal L. Lovejoy was appointed chairman of the annual memorial services to be held in the clubrooms on November 5. Jack Zeman and Paul Greeley were named his assistants.

Charles Schimmel and L. Shelton attended their first meeting of the season. Schimmel and President Green donated their second place membership prize money to the sick and relief committee.

Pacific Coast Showmen's Association
 1235 South Hope Street

LOS ANGELES, Nov. 5.—Vice-President Eddie Harris with Secretary Joe Mead and Treasurer Harry Phillips on the rostrum conducted the regular Monday night (31) meeting.

Past President Bill Hobday inducted Russell Morgan into the organization.

Committee reports showed progress. Phillips told the group that Bobby Irwin is still seriously ill as

is George Moffett. Clyde Gooding is confined to a hospital in Glendale. Louis Goebel is recuperating at his home in Thousand Oaks, Calif. Patty Ryan continues on the sick list. Phillips reported for the cemetery committee that the headstones and monument will be cleaned before the annual Memorial Services in December.

M. J. Doolan reported progress of the queen contest, which ends November 21.

Hobday advised the group that the life membership card was delivered to Frank Zambrini in Long Beach. Hobday also presented the club with a sizable check from Zambrini. It was for the cemetery fund as Zambrini requested.

Harris called upon Lou Leonard, Chicago; Al (Red) Cohn, just back from Dallas; Harry Allen, who was the guest of Rudy Jacob; Clem Bricker, Phoenix, Ariz.; Lou Hoffman, Salt Lake City; Bucket Brownie; Charlie Crouse, West Coast Shows; Harry Lewis, and David Cohn, West Coast Shows.

Bob Downie, co-chairman of the banquet and ball committee, reported that arrangements for the function were made and tickets are on sale.

Heart of America Showmen's Club
 913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Nov. 5.—Despite a small attendance much business was cleared up at the regular meeting. President F. W. (Boxie) Warfield was in the chair and welcomed new members, A. G. Optican, Joseph C. Riseman, Morris Klein and Tom Drake.

The ways and means committee announced it would soon get its Saturday night jamborees started. Joseph A. Clayton, chairman of the banquet and ball, reported he had re-signed last year's orchestra for the event. Festivities are set for New Year's Eve in the Tower Room of the Aladdin Hotel.

Nomination of officers is scheduled for December 2 with election to be held December 16. Out-of-town members can obtain absentee ballots by writing Al C. Wilson, secretary.

National Showmen's Association
 317 West 56th Street, New York Ladies' Auxiliary

The meeting of October 26 was well attended. The nominating committee, headed by Mae McKee, has been busy drawing up their slate for the ensuing year. Hilda Bergen gave a generous donation in honor of her grandniece, Midge and Herman Cohen and Moe and Flora Elk purchased adjoining homes in Westchester. Leah Greenspoon paid us her annual visit. The daughter of Ruth and Jerry Cottlieb is to be married November 14. Every Wednesday during November will be a meeting night.

Lone Star Show Women's Club of Texas
 3105 Forest Avenue, Dallas

DALLAS, Nov. 5. — The first meeting of the fall season drew a capacity turnout. President Beth Anderson was in the chair. Secretary Grace Tinder read the minutes while the financial report was given by Pearl Vaught. Bonney (Five-Star General) Allard kept order and Jule Connor delivered the invocation.

Reports on two recent benefits at Memphis and Dallas were given. Large proceeds were reported from each. The Memphis event, held in conjunction with the Miami club, had entertainers from Harry Seber's Girl Show and from Charley Taylor's backend unit.

Tiny Grant handled the emcee chores at the benefit here at the Dallas fair while the auction was conducted by Kenny Revling and Chuck Moss.

Jack and Ketta Lindsey became grandparents again when their daughter, Charlene Kearns, presented them with a granddaughter.

Wendy and Jackie Ray had their third daughter and Peggy Alexander gave birth to a son.

Reported on the sick list were T. C. Sands, Mildred Taylor and Millie Cepak. Renee Gordon was reported seriously ill at Maxfield Clinic, 2711 Oak Lawn, Dallas.

Neil Fletcher has his carry dogs operating in supermarkets and reports doing good business. Fred and Milly Hudspeth entertained Charlie Finkelstein, of the Charles Antell Company, before leaving for a few more fairs and a California vacation. Halloween party was a big success. Margaret Pugh, chairman of the Arthritis and Rheumatism Fund, is accepting donations. Greeting cards for all occasions are now being displayed in the clubrooms with proceeds to go to the furniture fund. Robbie Ponton is handling the sale.

Membership was saddened by the death of Sam (Blackie) Barnes, who died October 27 and was buried in Showmen's Rest here in Dallas.

Show Folks of America
 145 Turk St., San Francisco

SAN FRANCISCO, Nov. 5.—The regular meeting was called to order by President Charlotte Porter. Assisting her were E. S. Fitzgerald, third vice-president; Oscar Mattley, treasurer; Billie Hodges, secretary, and Bonnie Townsend, recording secretary.

The clubrooms were decorated in Halloween motif and a number of members came in costumes. Doughnuts and cider were served.

A letter from Gene Rosencratz reported he was on the mend. Roy Jack Brooks was confined in Ward H of San Francisco Hospital.

Introduced from the floor were Del Emery, Joe Clemons, Mr. and Mrs. Ferrara, Fred Bodah and Vera Espinoza.

Showmen's League of America
 54 W. Randolph St., Chicago

CHICAGO, Nov. 5.—President Ned Torti opened the regular meeting Thursday (3) but yielded the gavel to First Vice-President Maurice Ohren to conduct the proceedings. Also on the platform were Walter Driver, treasurer emeritus; George Johnson, finance chairman; Homer Briant, executive secretary, and Past President Sam J. Levy Sr.

Members called upon for brief talks included Virgil Lee, Jess Jordan, Sam Solomon, Chuck Magid and Harry Duncan. Sam J. Levy also spoke, highlighting his talk with humorous yarns. Judge Fleming of Litchfield, Ill., was a guest of honor and lauded show business in general.

Louis J. Berger, chairman of the banquet and ball program, announced that all listing should be in the club's office by November 15. Jack Forbes, a new member, was initiated by Harry Duncan and Sam J. Levy.

President Ned Torti was in the chair for the board of governors meeting where new members were announced as follows: W. Stuart McCellan, Morgan C. Hughes, William Russell Brown, Joseph R. Daver, Max Miller, Robert G. Thomson, George Knapp, Stephen Kurylo, Bardon D. Billings, Morley E. Scott, Alexander Ross, Wilfred Higgins, John Blair, Albert Singer and Ernie Lieberman.

The November 24 scheduled meeting, which falls on Thanksgiving Day, was postponed to Saturday night, November 26, and will be held in the Hotel Sherman. The house committee announced it would hold open house in the clubrooms from Thanksgiving thru-out the entire run of the outdoor meetings here.

Dwight Pepple, who recently underwent surgery, is expected to be released from the hospital in the next few days. Harry Ferris was out of the hospital and attended the meeting with the use of crutches. Lou Keller and Harry Atwell were both reported feeling better after long illnesses.

ROADSHOW REP

After 13 years with radio Station KAVE, Carlsbad, N. M., Al Pitcaithley, the former repster, left the station August 31 to take over management of Riverside Country Club there. In a recent letter to the Repertoire desk, Pitcaithley expressed regret over the October 1 closing in Portales, N. M., of Brunk's Comedians. He had been hoping that the show would get to Carlsbad this year. The Brunk show was the last rep outfit to play Carlsbad, and that was back in 1951. A recent visitor with Pitcaithley was Hi Brown Bobby Burns, the minstrel man, who was en route from Dallas to El Paso. Burns is now an electrician with "Ice Capades." While on vacation this summer Pitcaithley met Irving Foy, youngest of the Seven Little Foy's, who has an ice cream parlor in Taos, N. M. Foy was the subject of an article in the October issue of New Mexico magazine.

Frank H. Thompson, former repertoire man who now operates tourist cottages in Aurora, Ill., apparently was in a reminiscent mood recently when he sent the desk the following old-time rep superstitions: If a new member came on the show with a camel back trunk, it was a sign that the show would fail. . . . Passing a country cemetery on the right hand side of the road while making a jump to another town meant a big house that night. . . . If the first local to arrive inside the theater or tent was a mental case it was a sure sign of good business. . . . A local telling a showman that he didn't have enough seats in the house was generally regarded as a bad sign. . . . Poor hotel meals were a sign of good business, while exceptionally good hotel accommodations usually meant poor houses for the show.

Arthur Nims writes from Middletown, Conn., that he had three

amateur minstrel shows in sight until the flood struck the area. . . . E. G. Starrett writes from Greenfield, Mass., that he is negotiating to produce some amateur productions in the area. . . . F. E. Freedley, who formerly operated road shows, has obtained a one-man script bill and a national product which he will sell on a tour from Washington, D. C., westward. Freedley, who spent the summer in Atlantic City, says that his wife will help him with the new show.

Fremont Turgeon, who has been ailing for some time, plans on spending the winter in Santa Barbara, Calif., meaning that he will not tackle the road this winter with his hall show. . . . Arthur Dumaine writes the following from Baltimore: "I read the item by L. L. Pickering in a recent issue and I'll say he is correct as to old-time tent shows being corny. He could have added the names of a lot more tent shows." . . . Herman Johnson writes from Providence, R. I.: "I was pleased with the old-timers in E. F. Hannan's bit on Al Martz and wonder if he can tell us something about the plays used by Avery Strong and Benton and Moulton, and about the James Kennedy 10-20-30 show. I saw these shows in my younger days in Brockton, Mass. They were clean and well performed. I believe one of the plays was 'In Old Colorado,' but the rest have gone from memory."

The Goff Players, a three-person family group, left Caldwell, Idaho, October 22 for a west to east trek. The family had motored from Washington, D. C., in midsummer, intending to play dates en route west, but extremely hot weather forced cancellation of many stands. After arriving in Hollywood the family trekked to Caldwell to visit relatives.

Drivin' 'Round the Drive-Ins

Faulty electrical fixtures were blamed for a minor fire at the Mt. Penn at Reading, Pa., but intermission and picture showings were not interrupted. . . . The Walter Reade Theater management has closed the Absecon Drive-In Theater in Atlantic City, but plans to re-open on weekends. As in the past, the Atlantic Drive-In Theater, also near the resort, will remain open thru the winter.

The New South Wales Theaters and Film Commission in Australia has granted permission to erect nine drive-ins, first ones in the state. Seven will be in the Sydney area, one in New Castle and one at Wollongong. Eight other applications were rejected. The successful applicants must have their theaters operating within 12 months.

Plans for a \$120,000 drive-in theater for Longview, Tex., have been made by J. L. Wyche, building contractor of Alice, Tex. His plans call for 600-car capacity plus central heating. . . . Jack Grove, manager of Post Oak Drive-In, Houston, has announced installation of new equipment and renovating of the concession stand. . . . Two drive-ins owned by Bill Creagh were damaged in a storm recently at Breckenridge, Tex. The screen at the Trail Drive-In was a total loss. Striking shortly before show time, the storm ripped away the top 20 feet of screen and twisted the screen foundation. The entire theater area was flooded. The Corral Drive-In was also flooded, with the concession stand taking the heaviest damage.

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Lovio Dottor, manager of Plainville (Conn.) Drive-In, will supervise the Arch Street Theater, New Britain, Conn., during the winter, according to Sperie Perakos, general manager, Perakos Theater Associates. . . . Joe Bronstein, general manager of Bronstein Drive-In Enterprises, Hartford, Conn., and Mrs. Bronstein are vacationing in Arizona. . . . Veteran Connecticut theater operator George LeWitt has had another delay in his long-projected plans for a drive-in theater at Berlin, Conn. Howard M. Culver, Berlin resident, has been granted permission by the Court of Common Pleas to appeal the Zoning Commission's move giving LeWitt authority to build a drive-in.

The Lee drive-in chain has installed super-capacity heaters at the Monaco, Denver, where plans are shaping up for year-round operation. This makes the third drive-in in the area now equipped with the heaters. New ones at the Monaco are checked out at the box office as cars arrive and checked back in by patrons as they leave.

RSROA Enrolls 3 More Spots

DETROIT, Nov. 5.—Three more roller rinks have been enrolled in the Roller Skating Rink Operators' Association, it was announced recently by Robert D. Martin, RSROA secretary-treasurer, at association headquarters here.

The rinks and their operators are Bronx Outdoor Roller Rink, Bronx, New York, Carl Littman; Green Hut Roller Rink, Succasunna, N. J., George Nelson, and Aberdeen (S. D.) Roller Rink, Mr. and Mrs. Henry Lawrence.

O'Donnell to Mineola Staff As Dance Pro

NEW YORK, Nov. 5.—Edward O'Donnell, of Port Washington, Long Island, five times United States senior dance-skating champion, has been signed to teach dance at Mineola Rink, it was announced earlier this week by operator Earl VanHorn. Like all other members of the rink's teaching staff, O'Donnell holds the gold proficiency medal, highest award by the U. S. Amateur Roller Skating Association.

O'Donnell, who made the decision to turn pro immediately after returning from the World Meet in Barcelona, Spain, will give both private and class lessons. Also on the Mineola staff are former United States senior ladies' champion Jean White VanHorn, former U. S. senior ladies' titlist June Henrich Bickmeyer, former U. S. senior dance winner Marge Hanford, and former World and U. S. senior men's titlist, Donald Mounce.

HARTFORD, Conn., Nov. 5.—This city's only roller rink, Hartford Skating Palace, staged its annual Halloween Party Sunday afternoon and evening (30), offering prizes and contests at both matinee and night sessions. Operators Irving Richland and Harry Neckes distributed over \$100 in prizes.

Special Events Building Box Office at Skateland

DENVER, Nov. 5.—A series of parties and special activities have kicked off the fall skating season to a till-ringing success at Skateland here, with special parties, up to 300 patrons in size, boosting the weekly gate. Recently the Denver Council of Baptist Youths turned out more than 200 members at a Skateland party, followed two nights later by a servicemen's party given in conjunction with special service officers and the USO. Service men stationed at all nearby military installations were invited, and more than half a dozen Army, Air Force and Navy bases

Fordham Sets Dec. Marathon

NEW YORK, Nov. 5.—The second annual marathon, a 26 miles and 385 yards event, has been scheduled for December 17 at 11 p.m., after the regular public skating session, at Fordham Skating Palace in the Bronx, it was announced this week by Fordham officials. The event has been sanctioned by the Roller Skating Rink Operators' Association and is open to all registered RSROA amateurs over 18 years of age. An added feature will be a two-mile event for women.

Trophies will be awarded to the first five to finish. All others completing the marathon will be awarded medals. Deadline for entries is December 10. The entry fee is \$1. Entry blanks may be obtained at the Fordham Rink, Jerome Avenue and 190th Street, or at various RSROA rinks to which they have been distributed. Regulations accompany entry blanks.

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Yanks Finish Third In World Contests

NEW YORK, Nov. 5.—The U. S. Amateur Roller Skating Association team of nine skaters placed third behind West Germany and Great Britain in the World Championships, skated October 20-23 in Barcelona, Spain. In wrapping up top honors, the Germans grabbed first place in all four events: men's singles, ladies' singles, dance and pair skating.

It was the USARSA's first invasion of foreign soil. According to association prexy George Appale, his group will be there for the next meet in 1957.

Best finisher among the Yanks was Billy Ferraro Jr., Garden City, Mich., who placed second in the men's solo event. John Haddad, Fairlawn, N. J., was fourth, and Jack Crichton, Brooklyn, finished sixth. U. S. placings in ladies' singles were Diane Lanzotti, Linden, N. J., seventh, and Margie Adair, the National champ from Hatboro, Pa., 12th.

In mixed pair skating the Jack Crichton-Margie Adair and John Haddad-Diane Lanzotti duos ran seventh and eighth respectively.

The major U. S. surprise came in dance when U. S. runners-up Ray and Jeanne Tiedemann, of Mount Vernon, finished fourth, one place ahead of favored U. S. tit-

lists Ed O'Donnell, of Port Washington, N. Y., and Barbara McCusker, of Cedarhurst, N. Y.

A romantic news item came out of the World Meet when Miss Lanzotti and Haddad announced their engagement while aboard the luxury liner S.S. Independence going over. The entire group returned to this country by Pan American air.

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Jesse Carey, holder of all long-distance records—winner of famous Paris 24-hour race.

Malcolm Carey (deceased), holder of the one-mile and other records.

Malcolm Carey Jr., age 4, holder of Kiddies' Championship at Carmon Roller Rink.

Jesse, now 81 yrs., is skating again after winning over an attack of arthritis.

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See Two-Show Split For King-Cole in '56

Partners to Divide Management Roles; 3 Shows Daily in Tampa, St. Petersburg

MACON, Ga., Nov. 5.—Well-established reports here are that Co-Owners Arnold Maley and Floyd King, of the King-Cole Circus, will have two shows on the road in 1956.

As the present season nears an end, months of speculations continue. It is considered definite that experience with the 75-truck circus that opened here in the spring has been unsatisfactory. Associates of the showmen say a decision has been reached to put out two smaller shows next season.

Each of the proposed 1956 shows would move on about 30 trucks. Latest unofficial reports here have it that Maley will be in charge of one show and King of the other, while both outfits will be property of the partnership.

Fla. Business Good

Meanwhile, the circus drew excellent business in South Florida.

Tampa, played for the Shrine Wednesday (26), had a turnout that required three performances. It was the same story in St. Petersburg, where the Grotto had an advance sale of 12,000 tickets and three shows were given Thursday (27).

At Brandenton, under the Shrine, King-Cole had three-quarters and near-full houses. It gave a street parade, and it hosted many circus visitors from nearby Sarasota. Fort Myers, under the Jaycees, was a poor one, with both houses held to less than one-quarter of capacity because of rain.

The circus was going into West Florida, Alabama and Georgia prior to its scheduled closing Nov.

Kelly-Miller Plays Texas

CENTER, Tex., Nov. 5.—Al G. Kelly & Miller Bros.' Circus played to a half house in the afternoon and a near-full night here Saturday (29).

Show's motor move into Center was late because the trucks were curbed in favor of U. S. Army convoys moving in the vicinity of Leesville, La. The performance was on time, however. Weather was cold and windy.

Joyce Loses Camel

HOUSTON, Nov. 5.—One of the Jack Joyce Trained Camels died and three others were recovering from what Joyce attributed to poisoning picked up from feed used while en route to the Shrine show here. The act will continue unaffected, he said.

Millers Announce Acts, Staff, Opening Stand

PIGEON FORGE, Tenn., Nov. 5.—Miller Bros.' Indoor Circus, owned by R. A. and M. A. Miller here, will open November 16 at Huntington, W. Va., and play six stands prior to a holiday layoff.

Staff includes R. A. Miller, general manager; Charles Seldman, general agent; Florence Seldman, special publicity; Joan Webb, secretary; Billy Sheets, producer, and Red Maynard, props boss.

The show announced that the performance is scheduled to include the following acts:

St. Leon Troupe, teeterboard; Capt. Eddie Kuhn, lions and tigers; Miller Brothers' Elephants (4); Platos, riding act (5), and high wire; Gordo, one-finger stand; Joe Wright Trio, Roman rings; Hans

November 19. Then it will be back in quarters at Macon's Central City Park.

The quarters now are being readied. The advance trucks are expected shortly. Already on hand in quarters are several trucks and some other equipment, including one of the bandwagons, which was dropped off recently.

'COPTER, TENT, SEATS

Innovations Bag \$\$ For Hunt Brothers

BURLINGTON, N. J., Nov. 5.—Hunt Bros.' Circus equipment is being steam cleaned and painted for laying away, so that virtually no preparation will be needed for the April 21 opening here, Harry Hunt said yesterday. Expensive innovations on the Hunt show resulted in added publicity and comfort, and ease of operations.

The Hunt family operation closed September 27 in Elkton, Md., after a 151-date tour covering 22 and a half weeks. Total mileage was 4,600, with only 1,500 miles covered thru August, when the show headed south. The modest mileage again proved its worth, in that wear and tear on equipment was less than for shows making longer overland jumps.

The new wire cable tent finished the season in excellent condition, and Hunt said it is easily good for another year and perhaps more. Another Hunt innovation, the seat wagons, were so successful that others are being completed in quarters to replace old-style seats still being carried. The mechanization of seating will eventually include even the blues, Hunt claimed. Patents are held on both the collapsible seating and a mobile comfort station which was unveiled this year and in which Hunt is trying to, interest other shows.

Blown Shows Overcome

The season was viewed as very good, altho one day was lost in Norfolk, Va., to Hurricane Ione and occasional performances were missed elsewhere. Banner business at several dates resulted in three-a-day showings, Hunt noted, which more than offset blown performances. There were notable turnouts around Philadelphia and in the seaboard States.

The Hunt helicopter, used for ballyhoo purposes, will be retained for the coming year, and has not stopped working since the season ended. It was on several survey projects and currently is doing political aerial campaigning for the

Macon Shrine Signs Talent

MACON, Ga., Nov. 5.—W. J. Bailey, chairman of the 21st annual Macon Shrine Circus, announced that several acts have been signed for the indoor event, which starts November 21.

On a recent visit to the King-Cole show Bailey signed the Valencianos and the Hungaria Troupe, the Manos Duo and four from the King show's clown alley. The Frank DeRizkie Family, from Ring Bros.' Circus, also has been contracted.

Advance sale of tickets, he said, is on a par with last year.

Republican Party in New Jersey. The family is still studying the possibility of adding a second 'copter if it is felt the move will be profitable. The pilot will make several Christmas flights, dressed as Santa Claus, for Chambers of Commerce.

Towns in Virginia and West Virginia were returned to after absences as long as 30 years. West Virginia was viewed as "not too good" and Virginia as spotty, but both States produced a couple of very good days. The helicopter's novelty aspect gave the circus an edge in publicity over other show operations in those States, which on a couple of weeks were jammed with at least a half-dozen carnivals and circuses.

Considerable contracting has been accomplished for next year, and the early part of the route, over familiar Northern territory, has taken shape nicely, it was reported. It is expected that the dates, as was the case this year, will be 100 per cent under auspices.

The show finished the season with the Whirlwinds, Arabian tumbling act, after the departure of the Bogino-Bostock riding troupe.

Three new homes are nearing completion on the 21-acre circus site. One will be occupied by Charles Hunt Sr. and Charles

Hardtimes Leonard Plans New Trucker; Buys Mack

COLUMBUS, Nov. 5.—Equipment from the Fred J. Mack Circus was sold this week to Hardtimes Leonard, who is setting up winter quarters here. He will operate the show, probably as Leonard Bros., on about 15 trucks. Leonard has been with Mills Bros.' Circus as electrician since that show's earliest years and he resigned at the end of this year's tour.

His purchase included the nearly new big top, which is a 70, with 40 and two 30's. It also involved 10 trucks, among them a specially built pole truck which was constructed from an auto transport truck and which has outside loading for the center poles. Other equipment includes the Mack show's canvas truck, ticket wagon and completely equipped cook-house truck and department.

Some other Mack equipment, including the power plants and seats, had been sold earlier.

While the show equipment was being moved to a trailer park in Columbus, designated as quarters, Leonard is making a trip to Florida first, and quarters will not be active until the first of the year.

Leonard was negotiating with persons connected now with King Bros. & Cole Bros.' Circus, but it was learned that they will not be associated with his new enterprise.

ARKANSAS STANDS FAIR FOR RINGLING

Show Holds Well Against Marine Corps At Texarkana; Hot Springs Proves Okay

JONESBORO, Ark., Nov. 5.—Arkansas stands panned out fair for Ringling Bros. and Barnum & Bailey Circus this week, with Hot Springs showing up best.

Just across the State line, Texarkana, Tex., gave the circus a pair of strong houses. The big top was more than three-quarters filled each time, and this attendance was achieved altho the U. S. Marine Band was playing day and date and football games were in progress Saturday (29).

Hot Springs was a Sunday date (30). A ministers' group had protested the showing, but the newspaper supported Ringling in an editorial, and other support also came thru. The pickets reappeared. Crowds amounted to two-thirds and three-quarters of capacity. There was a large crowd at the runs. The Hot Springs Showmen's

Association gave a party for Ringling people.

Pine Bluff, the Monday (31) stop, gave one-quarter and near-full houses. Jonesboro, on Tuesday (1), was held to a half house in the afternoon by rain and the night house was better than three-quarters.

Earlier, Alexandria, La., had half and near-full houses.

Macon Moose Show Scores Record Draw

MACON, Ga., Nov. 5.—Sixth annual Moose Circus Halloween event, held at the Macon auditorium, drew 3,100 children, largest attendance in history, officials said. It is a free show to any child willing to sign a pledge to refrain from defacing or damaging property in Halloween pranks.

A program of professional circus acts was offered, with A. Mack Dodd, circus chairman, as master of ceremonies. The acts, were Chester Cable, foot juggling; Glen Henry's comedy dogs, Leonardis, knife throwers; Allen and Lee, upside-down acrobats; Pat and Willa LeVolo, slack-wire and chair-balancing; Ward Hall and Company, magicians and jugglers; Glen Henry's dogs, ponies and chimp; Pedro Morales, wife and Pedro Jr., head-balancing and tumbling; Bernardino Family, tumbling; Glen, Ethel and Shirley Henry, juggling on rolling globes. Clown bits were handled by Jimmy O'Donnell and Tommy Whiteside. Ernie Daulton played the musical score on the house organ and Charley Leonard was stage manager.

Hagen Playing Okla. Stands

FREDERICK, Okla., Nov. 5.—Hagen Bros.' Circus played to three-quarter and near-full houses here Saturday (29) under Lions Club auspices, Manager Bob Couls reported.

The show had two half houses under fire department auspices in Anadarko, Okla., October 25. Harvest was in full sway. Town bally was used in each spot.

Cristiani Loses 1

HUTCHINSON, Kan., Nov. 5.—Appearance of the Bailey-Cristiani show here October 29 was canceled by the auspices. Clyde Bros. appeared in the city earlier in the month and drew weak business.

Herm Ceplar, Wire Artist, Found Dead

SAN ANTONIO, Nov. 5.—Herman Ceplar, 51, high-wire performer who had the Great Ceplar act, was found dead when sheriff's officers entered his home near here Thursday (27). He had been shot in the chest. A rifle was nearby.

Officers went to the home in response to a phone call from a man who said he was Ceplar. They found notes left to his widow, son and daughter. Ceplar came to this country 35 years ago. The act had been partially inactive for two years.

Hunt Jr. and wife, and another by Hazel and Marvin Case. Nine homes now stand on the property. There are 21 buildings in all, and 40 persons in quarters.

Harry Hunt reported the recent death of Tommy Duran, well-known circus fan from nearby Bristol, Pa., who collapsed while visiting the lot here. He was legal adjuster for the Philadelphia Transit Company.

At the same time it was learned that there is a possibility that two Columbus men will be in the new show with Leonard. One is Fred Pfening, who was a prime mover in the Mack show, and the other is Jack Lampton, now owner of the trailer park and formerly with the Wade, Sells-Floto and Sparks shows as well as in the promotion departments of Mills and King shows.

Wilson Buys Ward-Bell Top; Announces Full Circo Program

NEW ORLEANS, Nov. 5.—Jerome O. Wilson has purchased the Ward-Bell big top for his newly equipped Gran Circo Americano.

Final plans call for the troupe to leave from New Orleans, with baggage, stock and some personnel going by boat Tuesday (8) and most of the performers going by plane Saturday (12).

Octavio Pedrero, who piloted the Loyal-Repenski Circus thru Central America a couple of years ago, has been named manager of the reorganized Wilson show.

The circus is to open November 18 at Guatemala City, Guatemala, the first of a tour of Central and South America, which will close after the show reaches its usual territory of Puerto Rico.

Line-up of performers is to include the Drougett Trio, Aerial Dukes, Henry's Pony Drill, Eris' one-finger stand, Tex and Alice Orton, Phil Escalante, Mister Ralph, Walter Jennier and Buddy, the Flying Seigrists, the Antonnetts, Louis McNeese and his elephant, Marie Henry's dogs and ponies, and the Alexanders.

Clowns will be Mel Henry, Nico, Maricio, Chi-Chi and Papino. Henry also will be electrician and front door superintendent.

In addition to director Wilson and manager Pedrero there will be Lillian Grosz, secretary, and Raymond Aguilar, bandmaster. The Ward-Bell tent is a 160-foot round top with four poles around a single ring, and two sets of quarter poles.

UNDER THE MARQUEE

By TOM PARKINSON

Continued from page 133

illness, is working press for Polack Eastern back in Baltimore.

Scott Hall, formerly with the Ringling gate and press departments, is apartment hunting in New York with his wife, the former Evelyn Yong of the center-ring Yong Sisters and Brothers. Hall is with a stock brokerage firm.

Joe Lewis, clowning with Kelly-Miller during the last few weeks of its season, and now he is with Orrin Davenport for Shrine dates. Brownie Gudath was K-M producing clown, with Durwood Fisher as partner. . . . J. W. Hartigan Jr., Morgantown, W. Va., reports that Russell Long, stilt walker and impersonator, worked a three-day celebration there.

Bill Garvey visited King Bros. in St. Petersburg, Fla. Garvey is agent for the Doctor Polgar hypnotist show. . . . John Purtil, of Westerly, R. I., has been with Buddy Wagner's thrill show. He was also with the Joie Chitwood thrill show and handled publicity for the Syracuse Shrine show for the past two years. He is back in Westerly for the winter.

The John Ruffs visited in Chicago on their way back to Pine River, Minn., after looking over prospects in Florida. . . . L. M. White, of the Mexico (Mo.) Ledger, visited the Atwell Club, Chicago. Another visitor was M. W. Organ, Wilmington, O.

Tony Diano's Buffalo Ranch, Canton, O., will be the scene Sunday (6) of the fourth annual get-together of the Walter L. Main Tent of CFA, with guests coming from several surrounding States. Norman Senhauser is secretary-treasurer. . . . W. A. Sadler, CFA chairman for Florida, reports they have reserved 100 tickets for the Ringling show there. Between shows the CFA will give a steak barbecue for R-B personnel.

Ray Bickford tells that The Boston Post recently carried a yarn about his clowning. It's also carrying the Shrine-Hamid Morton promotion for naming a baby kangaroo, which will be donated to the Boston zoo in connection with the circus date in Boston Garden.

Jim Stutz, of the Hitler Armored Car, writes from Pascagoula, Miss., that the Jackson County Fair also included Roy Bible's Congorilla show. Will Hill was a visitor. A chitlin supper was served on the final night of the fair for all show folks.

The Marks carnival has gone into quarters and returned the five bulls it rented from King-Cole circus. . . . Don Mareks' miniature circus is being displayed for a veterans' group at Antioch, Calif. He also is going out as a clown with California Varieties, a vaude unit touring Northern California.

The Australian publication, Argus, reports that two major shows there, Wirth's and Bullen Bros., were battling day and date in Melbourne late in October.

Shirley and Norman Carroll, circus publicists, now are handling press work for "Cinerama Holiday" in Los Angeles. They also are handling "The Last Command," a movie, and audience awards for the Council of Motion Picture Organizations.

Tige Hale, former circus bandmaster, has been with Long Beach Resort, Panama City, Fla., most of the summer and ahead of Shan Bros.' carnival this fall. Now he is with the Long Beach Auditorium.

Mrs. Leona Wixom, wife of Clyde Wixom, Michigan show fan, is in Cottage Hospital, Grosse Pointe, Mich., following a heart attack. . . . Eddie Howe, on leave from Ringling because of his wife's

plus Louis McNeese and his elephant, and Tom Cunnells, billposter. Swenson recently sold a sound truck to Bailey-Cristiani.

Among those catching King-Cole in Bradenton, Fla., were the Harry Atwells, Art Concello, George W. Smith, Leonard Aylesworth and Lucio Cristiani. Also on hand in the area were Sid Jessop, Charlie Lenz and Roland Butler, Estelle Butler, Ed Kelly, Rudy Rudinoff, John Sewell, Mrs. Charlie Bell, Ray and Theol and Sally Marlowe, Phil Streit and George Cook.

Lew Kish, Billie Burke and Dick Doud, clowns, who have been with Gil Gray, are playing the Houston and Fort Worth Shrine shows. . . . Charlotte LaVine's chimps will be at the Kansas City Shrine show. The act just completed its fair dates. . . . Phyllis Darling Puckett, former dancer with Cole, Main, Haag and King circuses, is living in Chalmette, La., writes Billy Dick. . . . Mark Anthony and Eddie Dullum say they are making like tourists in Hawaii with the Fernandez show. E. K. Fernandez gave a party for personnel. Show goes to Kauai from Hilo.

James K. Cotter writes that the Broad Street lot in Glens Falls, N. Y., is giving away to a supermarket. He reports, too, that visitors to Polack Eastern at Utica included Gordon Turner, Ward C. Shafer, Milo Smith, the Bruce Souters, Alfred I. Kimballs, Howard Adams, the Cotters and Frederic Roedel, all fans. They visited with David Hoover, of the lion act.

From Freddie Freeman comes word that overcoats and other winter wardrobe is showing up on the Ringling lot. . . . Day and dating Royal American, the Ringling show exchanged visits. . . . Alex Konyot is the owner of a pure-bred American saddle horse purchased recently. . . . More cars are appearing in the backyard. . . . A number of the Kelly-Miller show visited at Baton Rouge, when they were 15 miles from Ringling. . . . Justino Loyal now is doing the clown boxing number with Freeman. . . . Robert L. Sheldon and his Tyler, Tex., clown group, gave a dinner for Ringling clowns. . . . Birthdays were observed by Carl Stephan, Win Danielson, Dieta Fredonia and Ted Sato. . . . Car 366 also had a birthday party with floorshow and entertainment, with Myron Orton as emcee. Next week is "East Lynn" with Al Schwartz as the villain. . . . Nena and Merle Evans celebrated their wedding anniversary.

Ringling visitors included Joe E. Ward, Johnnie Regan, Bones Brown, Jimmy Davison, the Gabby DeKoes, Bozo Lamont, the Earl (Happy) Oakleys, Margaret McGuire, Otto Griebing Jr., Art Concello, W. E. Lawson, Flo McIntosh, Maurice Marmolejo, Lee Clark, Ken and Bertha Maynard, Happy Kellems, the Ashtons, Rex Ross and Charlotte and Everett Smith of the Christian Science Monitor.

Jake Posey has been released from the hospital at Los Angeles and is back home in Huntington Park, Calif.

Red Dingler, whose bar act was with Hagen Bros. most of this season, is physical director of the YMCA, Macon, Ga., and is planning a show for the Y next spring.

Pete Pepke tells of his visit with Harry Lind, former juggler and since 1925 a maker of juggling props, at Jamestown, N. Y.

Glenn Girard is with the Castle Hotel in Peru, Ind., not Logansport. . . . Jimmy Clark is back in Kokomo, Ind., after a season on the Kelly-Miller bill car.

Joe Applegate, boss canvasman with Clyde Beatty, is back in Riverside, Calif. He has been in circus business 55 years, having started with F. J. Taylor. Joe and his beard may play Santa Claus again this year in Riverside.

CFA Arthur R. Mitchell, Battle Creek, Mich., is recuperating following a heart attack and would like to have mail.

Charlie Lewis and Jeff Murphree, after a season of Shrine and fair dates, are now at the Ace Trailer Village, Houston, where they are repairing and building props for upcoming Houston and Fort Worth dates.

Midget clowns Jack and Ruby Landrus, who closed recently with the Gil Gray Circus, are wintering at Trailer City, Corpus Christi, Tex. Next year will be their fourth with the Gray show. . . . Visting Cliff Shell, Mr. and Mrs. Howard King and Butch Cohen on King Bros. Circus October 29 at Fort Myers, Fla., were Andy and Mabel Kelly, Johnnie and Edna Jack and grandson Joe Herlovich, Judge and Mrs. J. T. Rose and daughter Ann Rose, and Mr. and Mrs. Jimmie Heron and baby. The date gave the show fair afternoon business and a three-quarters house at night.

Two lion acts that have been at the St. Louis Zoo are being moved to the Circus Museum, Peru, Ind., by Jules Jacot and will be available for bookings, reports Paul Kelly, of the museum.

Circus people with Aut Swenson's thrill show this season included Percy Rademacher, Marvin Eck, Studley Foster, Charles Poplin, Jewel Poplin and, for a couple of dates, Nick Francis, all clowns;

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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.

Aqua-Dry is a new scientific concrete sealer that is odorless, non-peeling and non-chipping, according to Rex Chemical Company, Chicago. It has affinity for moisture only before it sets into a synthetic stone. Aqua-Dry effectively bonds itself into holes, cracks and pores in masonry, which makes the passage of water thru the previously open pores no longer possible. A dark basement can be converted into a bright, dry, liveable part of a home. The firm claims the enamel-like finish will not crack, chalk or rub off. The product may be tinted and retails for \$2.95 per gallon.

For dressing up a mantel or party table, a little match or toothpick-holder is to be had from Lis-Co, San Pedro, Calif. Called Ski'n Boot, the ski is 9 inches long, made of wood and painted blue with white edging. The boot, which is hand made of leather in two colors, is held in place by an imitation of the real bindings skiers use. The "ankle" serves as the holder for matches or toothpicks. Mailed directly from Norway, it makes a perfect gift. Retails for \$2.50 each plus 15 cents foreign delivery charge.

A steady flow of orders is reported by Hall of Distributors, Inc., Detroit, on well-known four values which have been selling in increasing volume. They are a \$27.95 Roto-Broil skillet, electric-automatic, for \$8.50 in lots of eight or more; a \$9.95 Sheffield tool set at \$1.35 in gross lots, \$1.45 in dozen lots; a \$39.95 copper clad automatic cooker at \$7.75 in lots of three or more, and a \$39.95 three-piece matching luggage set for \$11.25 in lots of three or more. If

you haven't tried these products, it's suggested that you order minimum quantities of each to test them.

M. K. Brody, Chicago, is featuring a new balloon for the Christmas holidays. The balloon comes in striking candy stripe colors of red and green. There also appears a large print of Santa Claus with "Merry Christmas" written directly below it. The firm points out that the balloon would be an ideal item for parades, parties or as a giveaway. When fully inflated the Santa Claus balloon reaches a length of four feet. The firm urges that you write for prices and complete information on this 25-cent retailer.

Albert Brooks Products Company, Chicago, has come up with a new giveaway item that's low cost and compact, yet has great use value. They're smartly styled plastic hostess aprons in bright and cheerful patterns and colors. Companies testing them as openers and closers reported a 52 per cent sales increase. The aprons are priced as low as 10 cents each. Immediate delivery of one case of 72 dozen or 25,000 dozen is offered.

Those of you who use quantities of cosmetics, perfumes, colognes, sachets and cosmetic sets in beautiful packages should write to Goodier, Dallas. The firm's literature gives a complete illustrated listing with clearly indicated prices which permit the operator to work with a healthy mark-up. Hundreds of items offer a wide enough variety to fill the requirements of almost every prospect. Write for literature in time for Christmas selling.

PIPES FOR PITCHMEN

By BILL BAKER

JACK SCHARDING . . . wants to inform all the boys who were interested in the seven-in-one scope that he has all the information. According to Jack, the gimmicks are made in France and the price, which includes duty and shipping charges in New York, is \$18 per dozen in five-gross lots. "We may as well forget about it," moans Jack, "because no one could handle them at that price. The most we could get for them is a buck." Brother Scharding is still on the retired list, however, he plans to pry himself loose from his easy chair sometime after Christmas to take in the Tampa Fair.

MORE ABOUT THE . . . old seven-in-one scope: Frank Bohart, of Peoria, Ill., pens, "I am piping in, in regard to the 'old brass' scope that James E. Miller speaks of. That is the real scope and I have one. I would be willing to renew my Billboard subscription for five years if I could get the wrinkle on gaffing up those prunes that show a bug under the scope that can't be seen with the naked eye."

A NOTE . . . from I. W. Hightower indicates that he has a proposition that could mean a little heavy sugar for the right person. He needs a demonstrator (some suave man or woman) to work some pretty fancy stores. The deal: 50-50 on the net profit. Any interested party can contact Hightower at East Point, Ga.

TEX DABNEY . . . letters: "My wife Bertha went thru the operation okay; however, she still is a very sick girl. I want to thank the many, many people who sent her cards and flowers. She will be here at Duke Hospital, Durham, N. C., for some time so please keep the cards and notes coming—it helps so much. I might say that Bertha is going first class. Nothing

left undone for her comfort and care. Please send more cards. She sure will need them."

FROM ERWIN, N. C. . . . Mrs. Robert Noell, of Noell's Ark Gorilla Show, gives us the low-down on her meanderings during the past season. Says our friend Mae, "Left the zoo in April to join Beam's Attractions. While with the show, our male baby bear died leaving us with only the female. Later our baby chimp died, too. After that happened we went to see Henry Trefflich and bought a baby orangutan. He seems to be doing nicely and we hope that we can raise him. Business was very slow at the beginning of the season but gradually picked up until finally we hit a few good ones. About the first of July, we moved over to Bill Page's show. Went up into New York State for the first time in 15 years and, believe me, I was surprised to find that many of the folks up in that region are very much the same as the folks in the Southland as far as wrestling and boxing with the chimps is concerned. It went over pretty big. Among some of the acquaintances that we renewed while on the road were: The John S. Maurers, Rex Ingham (who apparently has had a whole multitude of troubles since we last saw him. He's now hobbling around with canes, but, from what he told us, he's lucky to be alive), Broncho and Mozelle West, of Erwin, N. C.; Mrs. Bert Russell (of old-time tent show fame. She still lives in Newport, N. C., and says that she's still in pretty close touch with some of the old-timers in the business) and Warren Buck."

WRITING ON . . . October 20, Mrs. Jack King reported. "Jack was operated on this morning. He is doing as well as can be expected but has a long time to be in bed. Many thanks for your best wishes."



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20 PONIES, \$50 PER HEAD; 1 SMALL
Mule, weight 220 lbs., \$250. Trucking 2 1/2 mile, one way. No time for letter writing. Phone now, day 9317, night 2061. P. L. Cobb, Hotel Ponder, Amite, La.

31 FT. SHOW TRAILER, FIVE CAR HOT
Rod Auto Ride, Side Show specimens. Send for list. Fitzpatrick, 74 Ravine Ave., Caldwell, N. J.

1955 MODEL OTTAWA STEAM TRAIN
Sacrifice \$3,000 each. 40' Herschel-Spillman 36-horse Merry-Go-Round, \$5,000. Kiddie Airplane Ride, \$500. Slightly used Rod Beer Dispenser and Grill, R. H. Chance, 1119 Geo. Wash. Drive, Wichita 16, Kan. no12

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Busy with trucking concern, 1950 Ford F5, aluminum 1 1/2 body, 8,000 actual miles, excellent condition, complete electric system, bottle gas Grill, 8 hold Cream Cabinets, 25 Case Pop Cooler, I will sacrifice. Paul Guisler, R. W. C. North Chili, N. Y.

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BE A MAGICIAN! LARGE PROFESSIONAL
catalog of latest tricks, 35¢. Free! Show business book catalog. Ireland, B-109 N. Dearborn, Chicago 2. np

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talists. Easily concealed. Write for brochure, prices. Nelson Enterprises, 336 South High St., Columbus, Ohio. no26

MISCELLANEOUS

ATOMIC ENERGY SCIENCE PRE 1600 A.D.
The key (handbook) to the folklore of the Hypnotic Magician Superstitions. Robertson, 52 Berkeley St., Boston 16, Mass. \$3.50 c.o.d. no26

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\$2 into \$30,000 in 2 hours in dice game. Man ran \$4 into \$18,000 one summer playing horses on hunches mostly. Lad made 43 consecutive passes at dice in 1 1/2 hour. Man wins \$1,800 in day on horses playing hunches. Many other cases of amazing luck, and why. Very simple reason. You can control bad luck, invite good luck and make fortune come to you. Not astrology or numerology. Original, Copyrighted 1955. A must for speculator, gambler and business man. For complete information rush \$2 now. You'll be glad you did. Or send for circular. Science, Evening Shade 7, Ark.

MUSICAL INSTRUMENTS, ACCESSORIES

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made by Molinary; in good condition. Price \$275. B. Maeser, 7240 W. 107 St., Worth, Ill.

WHOLESALE! MUSICAL INSTRUMENTS,
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M. P. FILMS & ACCESSORIES

16MM. SOUND FILM RENTAL. FEATURES
with shorts, \$2.50, \$3.50 and \$5. None higher; new outright list available. Rogers Films, Lombard, Ill. no19

16MM. 5000 SOUND REELS, DIRT CHEAP.
New list features, Westerns, Serials, War films. Sell, rent, Roshon, 335 Fifth Ave., Pittsburgh 22, Pa.

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grounds, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. no26

PHOTO BOOTHS, CAMERAS, D.P. PAPER,
Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-tn

PERSONAL

MISSING PERSONS REGISTERED FOR-
ever until found, \$1. Missing Persons, 617 W. 11th Ave., Gary, Ind.

PRINTING

BUSINESS CARDS, LETTERHEADS, TICK-
ets, Envelopes, Wedding Invitations, Announcements, Quotations. Lower prices. Lists 10¢. Write Seico Products, Department BB-11, Danvers, Mass.

OFFSET PRINTING! 5000 CIRCULARS, \$18.
Layout and decorative artwork free. Write for prices and samples. Maurice Fischer, 711 S. Boulevard, New York 56.

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1,000 BLACK AND WHITE POSTCARDS
on Kromekote stock; one line of copy underneath photo, \$10.25. Samples on request. 1,000 Business Cards, \$1.55. Leon W. Otteson, Box 852, Alliance, Ohio.

1,000 BUSINESS CARDS, \$2.95; 100 ORDER
Books, \$12.50; 2,000 Labels, \$3.50; 1,000 Statements, \$4.55. Letterheads, Envelopes, Decals. Write: Cante's, Lyndhurst, N. J. no19

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Forms Close Thursdays for the Following Week's Issue

DEMONSTRATORS WANTED—MAGIC AND
Puzzle Sets. New York area A-1 department stores, Salary and commission. Royal Magic & Novelty Co., 29 E. 19th St., New York 3, N. Y.

EARN \$74 WEEKLY AND UP, MAILING
and addressing advertising matter; part or full time. Outfit and full instructions, details, 5¢. Mordash Co., P. O. Box 966, Camden 3, N. J. no26

PIANO—HIGH SALARY. SOUTH FOR WINTER;
commercial orchestra. Wire Ronnie Bartley, 1611 City Nat'l Bank, Omaha, Neb.

RADIO STATION WANTS SMART WEST-
ern Band; good wardrobe; play round and square dances. Time against percentage of booking. References required will be checked. Boom area, Box C-316, c/o Billboard, Cincinnati 22, O.

SAX MEN WANTED - EXPERIENCED
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SOBER AGENT BOOK SCHOOL ASSEM-
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WANTED—ALTO AND CLARINET MAN
immediately for Midwest polka band; steady; travel by bus. Contact L. A. Berg, "Viking Band," Albert Lea, Minn.

WANTED IMMEDIATELY—SAXOPHONE
Man, Trumpet Man, piano doubling accordion, string bass doubling blow bass. Year around job. Established territory band, cut or no notice, no drunks. Johnny Halders Orchestra, Mandan, North Dakota, Box 113. Telephone 2434.

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

MISCELLANEOUS

HYPNOTIST - FOR STAGE PRIVATE
parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. mh17/56

MUSICIANS

ACCORDIONIST—EXPERIENCED FOR BAR
"hillbillies," combo or? Consider all offers; thousands memorized. Write c/o Renand, 1327 Howland Ave., Kalamazoo, Michigan. no19

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much experience; combo only. Al Friedman, Local 10, General Delivery, Hurley, Wisconsin.

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ranger. Sax man with proven book for modern ten-piece orchestra, suitable for ballroom, hotel or club, 15 years' experience. Orchestra Leader, 15512 E. Garo, Puente, Calif.

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immediately; age 29; read well, play shows, all styles and Latin. No sleeper bus. Dick Glerum, 1941 W. McNichols Rd., Detroit 3, Mich. Telephone: University 4-4237. no12

DRUMMER—EXPERIENCED IN SHOWS,
Jazz, Dixieland, Latin. Play all percussion instruments. Want location in Florida. Play with any size organization. Be available December 1. Write Musician, Box C-318, c/o Billboard, Cincinnati 22, O. no19

ORGANIST—HAMMOND, EXP. PIANIST,
Soloist. Write Marjorie Ekedahl, 203 Lafayette St., Jamestown, N. Y. Tel. 23-735.

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE
jumping for parks, fairs, celebrations. Claude I. Shafer, 1941 S. Dennison, Indianapolis 21, Ind. no19

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NEW TYPE TATTOOING MACHINES-
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\$8.95

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Jew'd 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 stones. 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.

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Write for information and prices.

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and their eyes focused on high, they watch this Dare Devil whose motto is do or die. Only a muffled cough or the sound of a sharply in-drawn breath breaks the silence of the great crowd far below as Capt. McDonald, the high diving sensation, is about to demonstrate and bring to a climax one of the world's most dangerous stunts, a feat that has crippled and maimed the few who have attempted it. The impact on nerves and emotions is terrific as this Talent Award Winner is in the process of delivering a devastating load of thrill entertainment. This is not the movie but the real thing as featured by Fox Movietone and the New York Press. Large circus-style posters for advertising this act are available. Capt. Earl McDonald, 456 Lamphier Place, Warren, O. Tel. 45337. no12

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PENNANTS BANNERS STREAMERS

Send for Free Catalog

A & A NOVELTY CO.
Cincinnati 36, Ohio

DIRECT FROM MANUFACTURER



\$2.00
Per Set

Glamorous Hollywood - designed pieces, exquisitely finished in highly polished gold plate aglow with numerous genuine rhinestones and machine-cut jewels. 6 assorted styles in new style mirror box with satin lining.

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This new remarkable PLASTIC SANDWICH MACHINE does a permanent, beautiful, professional, protective lamination job in exactly four minutes' time! Amazing earnings possible in your own studio permanently sandwiching PHOTOS and CARDS of all kinds, clippings, etc., between sheets of clear plastic. Sandwiching machines from \$35.00 up. Rush name for FREE sample and illustrated literature.

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6612 N. Clark Chicago 26, Ill.

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FIRST QUALITY

\$54.00 per gr.
10 Gross Lots
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Refills—4 1/4" Long
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30" ALL PLUSH BEAR All Plush, Ass't Colors, Cotton Stuffed. \$20.00 dz.

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17" Taffeta Clown. \$5.00

★ BRAND NEW ★
32" ALL PLUSH CIRCUS CLOWN BEAR Multi-Color, 5 Ribbons, Pompon, Satin Ears. \$27.00 dz.
Movable Eyes. \$2.00 dz.

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**
Knight, J. A. (Books), 20¢
Schultheis, G. S. (License Plates), 25¢
Stewart, W. T. (License Plates), 25¢
- Adams, Richard
Allen, Johnny Dutch
Antalick, Valorie
Armstrong, Hazel
Ayers, C. W. (Bob)
Ayers, Maurice
Babb, J. W.
Baker, Jay Borden
Bailey, Bearcat
Bailey, Catherine
Baggett, James
Ballas, Richard
Barefield, Sally & Jim
Barham, J. C.
Barrett, Martin
Barron, Sol & Mrs.
Beamer, Mrs. Robt.
Beck, Robt. E.
Benincay, Mr. Gene
Berryhill, Louise
Bicket, James (Slick)
Bible, Roy
Billen, Steve
Bimbo, Johnny Vic
Bimbo, Jos.
Black, E. O.
Bloom, Bobby
Bluestein, Morris
Blumenshine, Gail & Mrs.
Boley, James E.
Bonario, Abe
Bradley, Lee
Brandon, Arthur Milo
Brant, Peggy
Brown, Johnny
Brown, R. W. (St. Louis)
Brownell, Wm. H.
Budd, Charie
Burke, Teddy
Burns, Larry R.
Burridge, Mrs. Marjorie
Burtges, Raymond H.
Burto, Leon H.
Bush, Mrs. Biriene
Cadences
Caik, Andrew T.
Campbell, Mrs. Frank A.
Campbell, Sam & Mrs.
Candrea, Joe
Cantrell, Fred
Capell, Mrs. H. N.
Caravella, Frank
Carney, Wm. & Mrs.
Carr, Mrs. Dimples
Carr, Frank
Carroll, James R.
Carter, Ella
Chapman, James D.
Chapman, Wendell
Chemiant, Mrs. Doris
Chiaruri, John P.
Claman, Timmy
Clark, John T.
Clayton, Duke
Clayton, Sue (Kans. City)
Coke, Mrs. Bev. H.
Cole, Bonham B.
Coleman, Tommy
Cooper, Elisha
Cooper, Ruth
Cooper, Tom
Costa, Steve
Costa, Zeke
Crawford, Mrs. L. P.
Curtis, Capt. Bill
Curtis, Date & Mrs.
Curley, Frank P.
Curtis, Harold
Dage, Roy & Mrs.
Dancer, Wm.
Davis, Clyde & Mrs. (Girl Show)
Davis, Sandy H.
Davidson, J. E.
Davidson, Jimmy (Clown)
DeLigzie, Michael (Tony)
DeRizkie, Frank
DeRizkie, Gayle
DeWald, Frieda
Decker, Ralph
Demster, Frank
Dernoga, Mrs. Ann
DIVITO, THOS.
Diamond, Johnny J. (Shows)
Dorsey, Weldon E.
- Drake, Robt. B.
Drome, Harry or Brownie
Dubbies (was with Johnny J. Jones Show)
Duffy, Blanche Gregg
Duffy, Dennis & Mrs.
East, John (Little Cessar)
Ehler, Wm.
Edwards, James
Edwards, James Henry
Edwards, Johnny & Mrs.
Ellis, B. E.
Ellman, Mrs. Mark
Elmore, J. W.
Elyse, Walter L.
Erickson, Eric G. F.
Erwin, L. O.
Evans, Joe
Exline, Emmett
Fee, John L.
Fink, Harry
Flitts, Goldie
Fletcher, H. J.
Flower, Mildred
Ford, Pat
Foreit, John W.
Fowler, Shirley
Fox, Wm. M.
Francis, John
Fraser, Harold
Friederick, Roy
Friedenheim, Mrs. Morris
Gallagher, John & A. Gallagher, Jack & Bess
Gamble, Millard
Gardner, Carolyn
Geary, Walter S.
Geiger, Willard
Gentry, Mrs. Dorothy
Gilchrist, Allan
Glynn, Mack
Goodrich, Alma Jean
Gordon, Mrs. Francis
Gordon, Mrs. Ellman
Gordon, Mrs. John
Gosh, Byron (All American Circus)
Graham, J. L.
Greeno, Emily (Sunny)
Hackett, Edw. James & Mrs.
Hagler, Chas. N.
Hall, Bobby
Hall, Mrs. Marie
Hanel, Nina
Harris, Cotton
Harris, Jasper & Joe
Hartman, Johnny
Hatcher, Mrs. Jack
Havens, Chuck
Haverstick, E. G.
Hawk, James B.
Hawkins, Mrs. Eunice
Heaton, Arthur P.
Hendrix, Cecil (Red)
Henry, A. F.
Hiatt, Chester
Hildaly's High Act
Hines, Earl B.
Hay, David
Hodges, Mac & Mrs.
Holman, Bob & Mrs.
Horan, Irish
Hosford, Richard S.
Hubbard, Luc
Husek, Michael
Ingle, Fred E.
Jackson, Billy
Jackson, Jerry
Jacobs, Dolly
Jenkins, R. A. (Doc)
Jenkins, W. L.
Jenkins, Raymond
Jenkins, W. R.
Johns, Frank
Johns, Geo. C.
Johns, Jim
Johns, William J.
Johnson, Johnny J.
Johnson, Mike R.
Johnson, Russell & P.
Johnson, Mr. Marion
Johnson, Robert
Johnson, Long
Jones, Johnny (Big Star Amuse.)
Jordan, Jess
- Joey, Chas.
Kabage, Richard
Kater, C.
Kaus, D.
Kelly, Bob
Kerby, Charles
Kerhavan, Etienne (Daniel)
King, Clifton A.
King, James
King, Mickey (Aerialist)
Kiser, G. B. (Jeff)
Kieban, Harry
Kneib, Harry
Knight, Mrs. Monte
Kobacker, Robert
Kreker, J. Charles
Kufawa, Viola
Kuler, C.
L. & P. Concessions
La Marr, Eddie & his orchestra
La Pearl, Jack (clown)
Le May, Barbara
Le Vel, Frank X.
Lail, Ben
Laughlin, John Joseph
Lee, Tom
Levine, Max
Lewis, Mrs. Bertha N.
Lewis, James N.
Ljeb, Roderick
Leib, Vivian
Lochner, Edwin F.
Long, Paul
Long, Roy Possun
Lowe, George Dan
Lowrey, Sammy M. & G.
McBride, Gerold W. (Boat)
McCafferty, Frances
McCarthy, Pat
McClain, Bob
McDaniels, Jimmy
McDonald, Marge
McHugh, James & Mrs.
McNeice, Walter (Mrs. Ginsburg)
McTaggart, Neil
Maack, Milton
Madame, Martin
Mayer, Mrs. B.
Martin, Earl
Marvellos, The
Mason, John
Matchett, Cathy J.
Mayman, Bob
Mazer, Lewis
Meadows, Theodore R.
Meyer Jr. Earl
Meyers, Earl
Milan, Alan
Miller, Little Joe
Miller, N. W.
Miller, Mrs. Opal
Milletts, The
Milletts, James & Mrs.
Mitchell, Madam Betty
Montague, Duke
Montello, Mrs. James
Moore, Mrs. Ann
Moore, Harvey Z.
Moore, Mabel V.
Moran, Joseph
Morris, Dorothy
Mullins, James
Myer, William Arthur
Niday, Mrs. B. (Sunshine)
Noon, J. Gilbert
Norwood, A. L.
Novak, John
Null, Don (mg. Roxy Players)
O'Dare, Lynne
O'Neill, Patricia
Oberlies, Mrs. Barbara
Oberlies, Bob
Orlando, Cecil & Mrs.
Orman, Frank
Osbourne, Paul
Page, Earl H.
Palmer, Mrs. Kitty
Palmer, Dick & Mrs.
Pannabaker, Mrs. G.
Paquette, Edward W.
Park, Douglas (Peg)
Parkinson, Harry
Parshall, R. J.
Parr, Ronald
Parsault, Larry
Perry, Elaine
Perry, Jack J.
Perry, Mrs. Margaret
Petus, Bert
Pfeiffer, Sammy C.
Pizzinilli, Doris
Griffin (license plate, 10¢)
- Piercy, Howard
Polastre, Johnny Pea
Pona, James P.
Ponciano, Jack C.
Potter, Northam S.
Probst, Clyde E.
Qualls, Mrs. Bee (magazine, 6¢)
Ranko, Sam
Hawls, Junior
Rescott, Mrs. Joseph (or Bobby Gerry)
Reiley, Mrs. Lucille
Remillard, Jack
Ritchie, Mary
Rivard, Uziel Joseph
Roberts, Charles Jack
Roberts, Nick
Robinson, William & Doris
Rooney, James F.
Ryan, Harry
Sales, J. F.
Sands, James Robert
Santich, L. P.
Santich, Mrs. Lella
Saulsbury, Robert
Savano, Joseph
Schuch, Clarence J.
Scott, H. L.
Sellers, Mrs. Earl
Sellers, Mrs. Sophie
Screbneff, William
Scott, John C. & Lois L.
Shafer, Mrs. Floyd
Shaffer, Billy
Shepard, Milly
Sheriff, Leon H.
Shibles, Earl
Simon, Joseph L.
Sims, Bob
Sinclair, Ray (clown)
Skyles, Danny (the clown)
Smith, Harold C.
Smith, Rex
Snodderley, Roy or Ray
Snow, Charles (Red)
Spartan, Orlo & Mrs.
Spartan, Orlo & Mrs.
Staggs, Wm. A.
Starcke, Lillie Mae
Steele, Eddie
Stevenson, Louie E.
Stewart, Mrs. W. T.
Stone, Mrs. Pauline
Stottsberry, Chas. & Mrs.
Strain, Carl
Strong, John A. (circus)
Stuber, H. G. & Mrs.
Sturdivant, A. O.
Sullivan, Bill
Sullivan, Wm. Henry
Sword, Buford L.
Theron's Bicycle Act
Thorton, Vera
Tina
Tolley, Virgil
Tos, John (clown)
Trela, J. C.
Trivet, Charles
Tucker, W. R.
Turner, Mrs. Elaine
Joe's Amuse. Co.
Valentine, Flying
Valez, Mrs. Dotty
Vandegrift, Carl F.
Wagner, Mrs. Hattie
Wallace, William
Walters, Sam
Walpert, Charles
Walton, Lou
Warren, Clyde L.
Waterman, Margie
Watkins, Mark
Watkins, William
Watton, M.
Webbe, Louis M.
West, George
Western, George K.
Wetzel, Kenneth & Mrs.
Whitehead, George
Whitmore, Otto Romeo
Whitney, Eldon
Wilman, Clyde
Williams, Steve
Wilson, Dick & Mrs.
Wilson, Harry
Wise, David A.
Wolman, Gene
Woods, Rose Lee
Wotasek, Ben
Wright, Elmer G.
Wright, Layon
Wyzkiv, Joseph
Wyman, Mrs. Marilyn
Wyman, Richard
Wyman, Mrs. Richard

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Ask us about the mustard seed heart.

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Bain, Mr.
Benjamin, A.
Benavente, Antonio
Blinko, the Clown
Botler, Francis
Bready, William T.
Burns, George
Burke, Mrs. Arnes P.
Caldwell, Mrs. R. S.
Campbell, M. M.
Caldwell, Remis & Willie E.
Carter, S.
Chelly, Ovid P.
Clair, I.
Cochran, Mrs. Bobby
Calin, John
Cook, Mrs. Mary
Coss, Bill
Daly, Jim
DeRizkie, Frank
Douglas, Roy
Dulac, R.
Diavolo
Eaker, Ira
Fernandez, Victor
Faulkner, Harry Hill
France, Myrion
Freeman, Sonny
Harleigh, George
Heath, Harold & Janet
Hitter, Aaron
Ingram, Mrs. Virginia
Kaplan, Morton
Karp, Vincent
Kirk, Mrs. Rose
Kuhn, N.
Kurat, Stanley
Lamaurica, V.
Larraine, B.
Lashua, Edward
Lobel, Hilda
- Lupien, Jean
Mailley, Roger W.
Mantell, B.
Marino, Eddie
Maxwell, Charles
McClain, Bob
Miller, John Adam
Michel, Luz & Livier
Nelson, Douglas
Nichols, R. R. Miller
Nichols, Mrs. G.
Normanton, H.
Oberwager, Sol
Owen, J.
Outten, Billy
Paul, Lee
Pelloni, Ermilio
Pike, William
Porter, Leo B.
Reals, Miss
Reals, B.
Richardson, Samuel A.
Riley, Ed
Rifkin, Joseph or Joe
Roberts
Rock, Joseph
Rustine, Louis
Schein, Alfred
Shine, Frank
Sobel, Larry
Thotts, Beverly L.
Thompson, Robert
Thompson, Ann
Thompson, Lilly
Tolliver, Jackie Little
Tortalano, Tut
Ulivi, Ilio
Vallis, A.
Vando, R.
Werner, Mrs. M.
Wemy, Wemy
White, Jimmy
Williams, Thomas D.
Youngbauer, John

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St. Chicago 1, Ill.

Averill, Wm. Garfield
Brownell, William H.
Bueback, Frank
Burns, Kenneth
Lans, Thomas J.
Mills, Harry
Mills, Harry J.
Marts, Kenneth
McConnell, Mr. H. B.
Rice, Ruth
Jordan, Mr. Jess
Kuhn, Mildred
Kamaka, Florence
Lans, Thomas J.
Mills, Harry
Mills, Harry J.
Marts, Kenneth
McConnell, Mr. H. B.
Rice, Ruth

Phenomea, Dr. Elmer
Spaeth, Dusty
Smith, Pauline

Stafford, Gordon L.
Smith, Sunny
Willis, Tex
Zimmer, H. E.

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390 Arcade Bldg. St. Louis 1, Mo.

- Parcel Post**
Dick, Daniel D., 8¢
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Albert, E. J.
Alden, Clifford
Allen, Henry S.
Althausen, William
Anderson, Slim
Anthony, J. C.
Ard, Robert
Asbury, H. W.
Barry, Alfred J.
Bice, Larry D.
Blanton, Lewis C.
Borsvold, A. E.
Brigance, James
Bunch, Edward J.
Campbell, Mr. Emmitt
Carl, Mrs. Kathy Lynn
Carl, Robert E.
Carroll, James R.
Clark, Vaughn
Coats, Clavin F.
Cortier, Jim
Corney, E. M.
Crowell, H. J.
Crown, W. J.
Daniel, Charles E.
Darnell, Mr. & Mrs.
Deaton, B. C.
Devalport, B. C. & Mrs.
Denton, Sam & Sarah
DeWitt, Mr. & Mrs. T. R.
Dickson, Hershel
Dopson, Charles Madison
Edwards, Jack
Ellen, Buster
Emerson, George
Evans, E. M.
Fee, Harry
Felton, Verlin G.
Frenzi, James
Foss, John D.
Fry, Mrs. Harvey
Galloway, William D.
Good, Buyl
Gorne, Brad
Gruss, Mr. & Mrs. Mike
Hall, Mr. & Mrs. Edward
Hanson, Huthos
Hunt, Alan E.
Impudiglia, Vito
Jurgensen, Kjeld Hugo
Jorgensen, Jorgen
Keohler, Don M.
Kernes, James
Kerry, Duke
Kenke, Ben
Kortz, Pete
Lamb, James
Lane, Donald
Layton, Jesse L.
Leeright, Mr. & Mrs. J. R.
Litts, G. F.
Logan, Mrs. June H.
Lupien, Miss Jean
Lynn, Kathy
McMillan, R. J.
Malbin, Ed
Mailman, Hugo
- Malmberg, Walter
Harlan
Mathews, Sport
Malvin, H. D.
Middleton, Mrs. Ann
Miller, C. M.
Miller, Jas. E.
Moran, Isabelle
Moreno, Geraldine
Moreno, Tito
Morgan, Mrs. Mary
New Jersey Greater Shows, Inc.
O'Connell, J. J.
Ogden, A. E.
Omer's Mechanical City
Oquist, Eugene H.
Parrish, Dale
Peaney, Earl
Peaney, R. C.
Rambo, W. F.
Reed, James K.
Richmond, Frank
Ridings, Chas.
Riecken, E. M.
Robinson, R.
Rowe, Jack
Ruscitto, Emil B.
Sandusky, A. D.
Schild, J. A.
Schmidt, J. P.
Schmitt, Mr. & Mrs. John
Sellers, Frank
Sheppard, Mr. & Mrs. Wayne
Shipley, Leonard L.
Sickels, Bob
Silcox, Joe
Sokolowski, Peter
Stanko, Mack
Stanley, George
Stenphenson, Richard
Sterner, Maxine
Stewart, Jim
Stienfeldt, Walter J.
Stevens, Mary
Stokes, Pug
Stout, Richard
Sutton, Brad
Tatum, Wm.
Turner, Mr. & Mrs. A. R.
Turner, J. B.
Veaton, William
Wallace, Dave
Wallace, Vernon
Wallace, Mr. & Mrs. Max
Walters, Mrs. An
Weatherbe, Harold
Welch, John
Whalen, Mrs. Betty
Whalen, Richard
Whalin, Thomas
White, Charles C.
Williams, Edw. A.
Williams, Mike
Wilson, Marcella
Wooten, Wayne
Womble, Buddy
Yoeker, Anna
Zimmer, Mrs. F. M.

COMING EVENTS

- Alabama**
Bayou Labatre—VPWA Fall Festival, Nov. 14-19.
Phenix City—Thanksgiving Festival, Nov. 21-26. J. M. Chapman, Box 348.
- California**
San Diego—Electric and Home Appliance Show, Nov. 25-30.
San Diego—Fiesta de la Cuadrilla, Nov. 11-13.
Victorville—Elks Rodeo, Nov. 19-20.
- District of Columbia**
Washington—Food Show, Nov. 12-20. Saul Menick, Washington Food Show Corporation, 145 Kennedy St., N.W.
- Florida**
Quincy—West Fla. Fat Cattle Show & Sale, Jan. 17-19.
Tampa—West Coast Dairy Show, Jan. 28. Charles E. Loe Jr.
- Georgia**
Atlanta—Southeastern China, Glass & Gift Show, Jan. 15-18. Foster B. Steward, 1401 Peachtree St., N.E.
Blackshear—Legion Armistice Celebration, Nov. 7-12.
- Illinois**
Chicago—International Livestock Exposition, Nov. 28-Dec. 3. William Ogilvie.
- Louisiana**
Cameron—Fur Celebration, Nov. 29-Dec. 3.
Mamou—Armistice Celebration, Nov. 7-12.
- Maryland**
Timonium—Eastern National Livestock Show, Nov. 12-16. Joseph Vial.
- Michigan**
Bay City—Poultry Show, Jan. 12-15. Ben M. Mau, 2009 Second St.
Detroit—Junior Livestock Show, Dec. 6-8. Clinton S. Titcomb, 6750 Dix.
Flint—Antique Show, Nov. 7-10.
Grand Rapids—Antique Show, Nov. 14-17.
- New York**
New York—Women's International Exposition, Nov. 7-13.
White Plains—Gilbert's Big Show Carnival-Fair, Dec. 26-31.
- North Carolina**
Warsaw—Armistice Celebration, Nov. 7-12.
- Ohio**
Cincinnati—Sports, Vacation & Travel Show, Jan. 28-Feb. 5. W. S. Bain, c/o Cincinnati Garden.
- Tennessee**
Nashville—Nashville Rodeo, Nov. 8-12.
- Texas**
Aransas Pass—Legion Celebration, Nov. 9-12. Jack Edwards.
Aransas Pass—Armistice Celebration, Nov. 7-12.
El Paso—Southwestern Sun Carnival, Dec. 26-Jan. 1.
Fort Worth—Southwestern Expo. & Fat Stock Show, Jan. 27-Feb. 5. W. R. Watt.
Laredo—Laredo Home Show, Nov. 16-20.
Pat O'Toole, Pleasure Pier, Galveston, Tex.
- Utah**
Ogden—Ogden Livestock Show, Nov. 12-17. E. J. Fieldsted, Klesel Bldg.
Ogden—Ogden Livestock Show, Nov. 11-16. Rudy Van Kampen, 3720 Riverside Road.
- CANADA**
Ontario
Toronto—Royal Winter Fair, Nov. 11-19.
Saskatchewan
Regina—Sask. Wheat Pool, Nov. 1-12.
Saskatoon—Meat and Poultry Show and Sale, Dec. 15-18.

MAKE MONEY WITH FAMOUS "CANNON" 25% WOOL BLANKETS



Nationally advertised, nationally in demand, this "Cannon" four blanket promotion sells on sight. Richly satin bound, these are truly America's quality blankets. Full size 72" by 84", you get four "Cannon" blankets for the price of one (all four packed in one carton). Smart solid colors of red, blue, green and cedar included.

Retail Value... \$49.95
Your Price for All Four... 15.95
YOUR PROFIT... \$34.00

Sample blanket \$4.50. Cash in on the cold weather ahead. Write for free catalog.

JAY NORRIS CO.
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LITTLE ATOM World's Smallest Pistol

COMPLETE WITH KAMMOB AND YOUR CHOICE OF LEATHER HOLSTER OR BLANKY



ACTUAL SIZE

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Actually shoots blanks with terrific report... sells on sight with a bang!

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Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '55 Catalog.

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No. 509 AN EYE CATCHER!! \$2.75
Doz. \$30.00
Gross Gold finish.

White Brilliant Center, Red Sides or Three Sparkling Rhinestones.

No. 877 A Real Money Maker \$2.50 Dz. \$27.00 Gr.

Rated wholesalers, write for samples.
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Truly terrific riddle toys

Jacko
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Long, Shaggy, Flexible Arms, Legs, Dances, Hangs, Cuddles, Stands.

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EDITORIAL

NCMDA's Big Job

The National Coin Machine Distributors' Association this week holds its first full-fledged business meeting since its reactivation earlier this year under new leadership with a jam-packed agenda which augurs for some very lively discussion.

All the subjects on the association's agenda (see separate story) are of vital importance, not only to the distributors, but to the entire coin machine industry.

It is for this reason that the entire industry—distributors, operators and manufacturers—is looking on with great interest and awaiting the outcome of the meeting.

Industry Welfare

The association, under its present leadership, is potentially a tremendously powerful organization which could accomplish much for the betterment of the industry as a whole.

But unless the members of NCMDA work hard at solving the problems they have set out to tackle, and work hard to create the necessary co-operation among themselves and between all factions of the industry, the present group could easily fall into disuse.

Nobody understands that as well as they do. We are confident they understand the big job they have cut out for themselves. And we are confident they can do much to better the industry and establish sound, permanent relationships between the segments of the business.

What they do in their meeting this week will to a large extent point to how much they can accomplish as an association. The results of their meeting is therefore of large concern for everyone in the industry.

Bally Sets Up Own Recording Company

• Continued from page 16

Rose." Breese, former Chicago theater orchestra leader, is also filling in as a.&r. man of the new Bally firm.

Herb Jones, vice-president of Bally, said that the disks would be available on both 45's and 78's, that the price would match current retail and wholesale market prices and that distribution would be handled thru the firm's amusement game and television distributors who have already set up record operations. Additional outlets will

be added to insure national distribution following the release of the first waxing, Jones said.

He added that Bally would not restrict its efforts in any one or two musical categories, but would invade all fields, including pop, rhythm and blues, country and western, old favorites and classics. "We also plan to come out with albums at a later date," he said.

Maloney stated: "Altho we definitely intend to go places in the record business, as we have in the game business, our policy will be somewhat different from the standard waxing policy."

Maloney explained that rather than releasing disks on a weekly or bi-monthly basis, Bally intended to concentrate on fewer tunes, devote more promotion on all tunes at the distributor, retail and music operator levels.

He said: "While I am well aware of the tremendously competitive nature of the record business, I am convinced that the discriminating independent has a great opportunity, provided that he does not set out to overload the market with quantity instead of quality."

Bally's first record will be pressed by RCA Victor's Custom Division. Recording will be made at the firm's new subsidiary headquarters.

United Ships Regulation, New Big-Pin Shuffle

CHICAGO, Nov. 5.—Regulation Shuffle Alley, a new large-pin, large-puck, official play shuffle bowling game, was shipped to distributors this week by United Manufacturing Company.

From one to six players, each depositing a dime, can compete in one game. Each player's scores are tabulated shot-by-shot on scoring reels on the backglass. Strikes, spares and b'ows are recorded on separate score panels adjoining the scoring reels.

Scores are made and recorded according to regular bowling rules, the top possible score being a perfect 300. Players take turns shooting pucks in each frame.

At the end of the game, a separate score panel records the number of the player making the top score, and the top score made.

NCMDA to Host 40; Pricing, PR Key Topics

CHICAGO, Nov. 5.—What is expected to be the largest meeting of coin machine distributors in terms of both attendance and business agenda, at press time was set to roll Sunday (6) evening at the Morrison Hotel here.

Al Schlesinger, managing director of the National Coin Machine Distributors' Association, said of the group's first meeting since being reactivated under him earlier this year: "We fully expect the meeting to be the most profitable ever held. We have a very full agenda of important problems confronting us and the discussion by our members should prove fruitful for the entire industry."

An attendance of at least 40 distributors was expected.

The following topics are scheduled for the meet:

1. Trade magazine price lists.
2. Establishment of a legal and public relations board.
3. Location selling.
4. Equipment financing.
5. Fair trade rules.
6. Business trend surveys.
7. Diversification of equipment merchandise.

Scheduled to attend the meeting besides Schlesinger, of course, were:

Harold Lieberman, Lieberman Music Company, Minneapolis, president; Gil Kitt, Empire Coin Machine Exchange, Chicago, vice-president; Irvin Blumentfeld, General Vending Sales Corporation, Baltimore, secretary; J. D. Lazar, treasurer, and B. D. Lazar, B. D. Lazar Company, Pittsburgh.

Lou Wolcher, Advance Auto-
(Continued on page 163)

Coin Pool Game Boom Sweeps Country; Boosts Op Net Takes

CHICAGO, Nov. 5.—The coin-operated pool bonanza, which began in mid-August, continued to snowball thru the nation this week, with distributors getting steady orders for the games and operators moving more and more pool units into their locations.

Operators surveyed around the country reported grosses from the games ranging from \$20 to \$100 a week.

The reasons why any one type of new game proves successful on the coin machine market are never

easy to analyze—but the factors that have done most to gain the operators' stamp of approval in this case are these:

1. The comparatively low price, which has given hundreds of operators, who would otherwise have declined to buy new equipment, the opportunity to do so with very little investment risk.

2. The current need for "something new" at tavern, bowling alley, and other locations, which is simple to play, easy to service, and free of legal restrictions—the

coin pool games generally qualify on all three counts.

Spot checks of operators and distributors in Chicago, New England, Los Angeles, Milwaukee, Detroit and Pittsburgh show the pool games are "in solid" with the trade, and a majority of those polled expect the games' popularity to continue.

The one strike against the coin pool games has been the relatively large space needed on location. Five manufacturers, Edolite Products, Exhibit Supply, Genco Manufacturing & Sales Company, J. H. Keeney & Company, and Williams Manufacturing Company, have already met this challenge with new models that can be played from three sides, so that one side can be placed against a wall of the location if necessary.

In Chicago, the green light given coin pool games by the City Game Panel has led to operators moving the games into locations at an ever-increasing rate. Among these operators are those who frowned on the idea of moving anything but shuffle games into their locations a month ago.

Join Game Trend

Even the die-hards here are now going along with the pool game trend, and locations, while not all yet embellished with pool games, are rapidly approaching the saturation point. The new three-side play units are expected to furnish countless other locations which did not have room for the regular type table.

Coin-operated pool games have brought a big upsurge in grosses in the New England area and so great is the interest in the new games there that they are rapidly replacing shuffle bowlers and pin-balls.

Pool game business in the Los Angeles area is being looked upon by many operators and distributors as a most welcome addition to the general well being of the industry. The operators were a bit skeptical when the games first came out, virtually all of that has now passed, and operators are using the games with excellent results.

Milwaukee Play

Milwaukee operators are buying an increasing number of coin pool games as a means of accomplishment.
(Continued on page 163)

Expansion Revamps Denver's Coin Mkt.

Juke Box, Game, Vending Operations Get New Look as State Capital Grows

By BOB LATIMER

DENVER, Nov. 5.—With a population increase second only to Los Angeles—350,000 to just short of 800,000 in the last 10 years—the coin machine business in Denver has changed, grown and prospered.

Operators and distributors in all three fields — music, amusement games and vending—have had to change their methods of operation, their outlooks and even their location sites to cope with the expansion.

As the city grew, new operators entered the business, specialization became more pronounced, skilled labor became difficult to find, credit standards had to be changed.

Smaller Routes

Particularly significant of this expansion is the smaller route areas

covered by operators. Whereas a typical operator in the past considered the entire city his territories, chances are today he confines himself to a single section of the city, most likely one of the capital's vastly enlarged suburbs or new business districts.

For example: There are now localized music, amusement and vending operations in Lakewood, a giant suburb west of the city, and others in Aurora, a slightly smaller but populous area to the east. In each of these areas the operators are comparatively newcomers who have solved the problem of lost time on service calls by simply cutting down their territories to a more workable size.

Distance also resulted in many relocations to more strategic points in the city, especially by distributors. Within the last five years those relocating included Mountain Distributors, Draco Sales Company, Midwest Distributing Company, R. F. Jones, Inc., and several smaller firms.

Ops Increase

As might be expected, expansion ushered in a steady stream of new operators in the Denver coin machine field. The majority of the newcomers were ex-G.I.'s, who took advantage of the G.I. Bill for financing.

Interesting to note is the fact that most of the newcomers chose a single field and have stuck to it ever since. A typical example is
(Continued on page 156)

British Coin Exec Studies U. S. Methods

NEW YORK, Nov. 5.—F. L. Timmins, managing director of the British Automatic Company, Ltd., giant United Kingdom operating firm, was in New York this weekend en route to Chicago for the annual NAMA convention.

Before World War II, BAC operated 5,000 coin amusement games, 10,000 scales and 30,000 vending machines (mostly chocolates) in 4,500 British railway stations.

During World War II, the company was forced to scrap its vending machines, but in the last two years it has re-entered the vending field.

Full-Line Vending

Currently, BAC operates about 5,000 columns on candy, mostly in railway stations. Timmins is here to study American equipment and operating procedures, with an eye toward full-line vending in industrial locations. That phase, he explained, is in its infancy in the United Kingdom.

Most of the candy venders, Timmins said, are of British manufacture, altho quite a few Danish Wittenborgs and German Seitz machines are used. The six-column machine is the most popular.

Juke boxes are of British manufacture, with most models offering between 24 and 50 selections.

Timmins feels it will be quite some time before the British monetary situation will allow the importing of American machines. However, he added, there is a good chance that the British vending machine manufacturing industry will expand.

Airline Exec Sees Dip in Freight Rate

NEW YORK, Nov. 5.—Future decreases in the cost of air freight for the shipment of juke boxes and coin games to Europe were predicted by John Wold, cargo sales manager for KLM, the Dutch airline.

The firm will soon reduce freight rates on juke boxes to 45 cents a pound to Frankfurt and 40 cents a pound to Amsterdam and Brussels (The Billboard, October 29).

KLM broke the ice on coin machine freight recently with a shipment of 25 Wurlitzers to the Wurlitzer distributor in Vienna.

Wold pointed out that an airline cannot reduce rates unilaterally, but must have government approval. He indicated, tho, that other lines may bid for rate decreases too.

Currently it costs about \$100 more to ship a juke box from New York to Amsterdam than it would to ship the box by ship. But a \$35 packing saving is effected in air freight, and the cargo reaches its destination about two weeks sooner.

Mallegg Bows Belgian Pool Game to Trade

ANTWERP, Belgium, Nov. 5.—Golf Pool, a game manufactured by Thiessen Billiards here, is being imported to the United States by O. O. Mallegg, Chicago, representative of the European firm.

The game is a coin-operated model, similar in play and design to coin pool games currently popular in the American market. The unit is expected to sell in the U. S. for approximately \$140 net. This price includes \$25 freight charges and a 16½ per cent customs tax.

Sales will be made from Chicago or New York, or the game can be shipped directly from Antwerp.

Smaller Game

Golf Pool is a bit smaller than present coin pool games manufactured in the U. S., according to Mallegg. It is 38 inches wide, 43½ inches long and is equipped with an American made coin chute. Mallegg described the game as made of quality wood, combined with European craftsmanship. He said similar games have been made in Europe since 1913.

The game is now on display at O. O. Mallegg headquarters at 400 W. Madison Street, Chicago.

NAMA Final 2 Days Spotlights Plant Feeding, Mgt. Views

CHICAGO, Nov. 5.—In-plant feeding and management's views on vending are to highlight the final two days of the National Automatic Merchandising Association convention at the Conrad Hilton Hotel here.

Bulk Unit's Glow Attracts Patrons, Nut Sales Zoom

CHICAGO, Nov. 5.—A location owner here is well pleased with the bank of three newly painted, black-lighted bulk nut venders installed by Ray C. Thompson, Bellwood, Ill., operator.

Thompson, a new operator in the bulk vending field, just completed a series of articles in The Billboard relating how he experimented with light reflecting colors and black lights to increase his sales. (The Billboard, November 5, October 29 and 22.)

Joe Kratochvil Jr., who with his father operates the K & R Recreation bowling alley and cocktail lounge, stated:

"The machines are unusual, and certainly their glow catches the attention of the majority of our customers. Nut sales have zoomed, and the venders cause quite a bit of discussion among our customers."

Eye Appeal

The battery of machines is located midway along the center wall of the cocktail lounge next to the entrance to the bowling alleys.

Upon entering the cocktail lounge, the first thing that catches the eye is the bright, glowing hues of the machines and stand. The stand frame is green and yellow, and the venders red and green, green and yellow, and orange and yellow.

Under black-light not visible to the customer, the machines present a striking effect. Like the juke box in the lounge, the proprietors turn on the vender's light when

(Continued on page 168)

Lyon Names Tom Rowan Sales Head

NEW YORK, Nov. 5.—Thomas Rowan this week was promoted to sales manager of Lyon Industries, Inc., manufacturer of cup drink vending machines.

He had been special representative in charge of sales and was an operator before joining Lyon.

Meanwhile, H. G. McCausland, Lyon vice-president, said that orders are backlogged on the new Lyon 200 and that sales have increased on the 1400 series.

Snively to Sell Reconditioned Juice Venders

NEW YORK, Nov. 5.—Orders for reconditioned juice venders of Snively Groves will be taken at the NAMA show, according to Paul Sullivan, Snively sales executive.

Sullivan said that units will be identical to the Snively venders which sell for \$595. Heating units for soup dispensing will be \$60 extra.

Snively is currently financing its own sales. Terms on the reconditioned vender are nothing down and 34 months to pay at \$14.55 a month for a total of \$494.70. About 300 reconditioned units are available.

The conclave, one of the biggest in the history of NAMA, is attended by about 5,000, with more than 135 firms exhibiting the latest in vending equipment.

Also of special interest Wednesday (9) will be the presentation of "Cavalcade of the Best Ideas" by the chairmen of seven discussion groups presented during the convention.

Slated to appear on the "Automatic Feeding Service" panel discussion Tuesday (8) are: Bert Steir, Automatic Merchandising Corporation, Medford, Mass.; David D. Dayton, Tennessee Service Company, Inc., Knoxville; S. Charles Bennett Jr., G. B. Macke Corporation, Washington, D. C.; William Courtney, Automatic Refreshment Service, Youngstown, O., and Carl M. Millman, Automatic Merchandising Corporation, Milwaukee.

John W. Mock, Chicago, management consultant, will preside as moderator.

"Impact," a discussion on how location officials see vending, is scheduled for presentation at 10:15 a.m. Wednesday (9) by six management officials.

They are: Walter Swoboda, industrial relations director, Foote Brothers Gear & Machine Corporation, Chicago; Royal Cherry, factory employment manager, Oldsmobile Division, General Motors Corporation, Lansing, Mich.; L. B. Hudson, assistant director, service enterprises, Indiana University, Bloomington, Ind.; William Jones, vice-president, Potomac Electric Power Company, Washington, D. C.; Mrs. Catherine Hefferman, business manager, Illinois State Psychopathic Institution, Chicago, and Lt. Col. Robert W. Endsley, regional officer, Army and Air Force Exchange Service, Baltimore.

"Cavalcade of the Best Ideas" will open Wednesday's business sessions at 9:30 a.m. with Mock presiding as moderator. The chairmen participating on the panel will be: Vernon Fox, Vernon Fox Company, Chicago; Morton B. Holland, Holland Vending Corporation, Maspeth, N. Y.; J. Richard Howard, Howard Vending Service, Indianapolis; Harry Schwartz, Kwik Kafé of South Jersey, Camden, N. J., and Nathan Weil, Self-Service Sales Corporation, Hartford, Conn.

Rowe to Bow New Candy, Drink Units

Redesigned Auto-Snak, Travel-Aid Vender To Debut; Theater Package for IPA

NEW YORK, Nov. 5.—A 1,200-cup capacity Rowe Spacarb cold drink vender, with illuminated displays recessed into the body of the machine, will be exhibited for the first time at the NAMA show in Chicago, Sunday (6) thru Wednesday (9).

Other newly designed equipment to be exhibited for the first time by the Rowe Manufacturing Company will be the 11-column candy merchant and the latest version of the Auto-Snak.

The new cup drink and candy venders were designed as companions to the Rowe Ambassador and Commander cigarette machines. Both feature the illuminated displays, and both have square-cut cabinets so they can be aligned side by side without waste of space in package vending installations.

Other Rowe units to be displayed include indoor and outdoor milk venders, pastry, cigarette and seven and eight-column candy machines, and the Hebel ice cream and Bert Mills hot drink units, which are sold by Rowe representatives under co-operative arrangements with the Bert Mills Corporation and the Fred Hebel Corporation.

To be shown for the first time

will be the Rowe Travel-Aid vender, a unit which dispenses eight selections of shaving cream, make-up items, perfume and other toiletry goods.

Kits are packaged in special boxes the size of king-size cigarette packs and are manufactured by Rowe Specialties, Inc., which supplies them to operators. Kits vend at 35 cents each.

Simultaneously with the NAMA (Continued on page 166)

DOWN TO THE SEA IN SHIPS—WITH VENDERS

ST. LOUIS, Nov. 5.—Thru co-operation with the National Rejectors, Inc., Uncle Sam's Atlantic Destroyer Force can now keep vending machines aboard ships in top working order.

With Thomas Lewars, service engineer of National Rejectors as instructor, sailors are being taught to handle coin equipment operation so they can provide on-the-spot maintenance while on the high seas.

Greene Charges Excessive Commissions Cripple Trade

CHICAGO, Nov. 8.—Robert Z. Greene, president of the Rowe Manufacturing Company, Inc., charged vending operators assembled at the annual NAMA convention here with "draining away the lifeblood of automatic merchandising in excessive commissions."

Greene, in a speech prepared for delivery Tuesday, maintained that much of the commission money should be going into industry expansion, development of equipment and operational techniques "and a decent return for our efforts and investments."

"In a day and age when our biggest value is the service we

render," he continued, "we are overpaying industrial managements for the privilege of saving them money while providing a needed employee food service . . . we are paying commissions we can't afford."

Commission Rates

Greene added that operators are paying four to 10 times in commissions on food and beverages as the average operator makes in net profit.

But, he continued, high commissions are unnecessary—industrials are primarily interested in service, not commissions. Greene cited a Boston operator who pulled equipment vending coffee, candy

EDITORIAL

Welcome to NAMA

It's a pleasure to welcome convention-goers to the biggest week in the history of the National Automatic Merchandising Association.

By any measurement, this convention and exhibit is NAMA's biggest—in terms of attendance, number of exhibits, or size and scope of the business sessions.

NAMA can look back on enormous growth in just a handful of years. For those who have attended the association's conventions since they were started that fact will be very evident—and will furnish food for thought.

How has NAMA enjoyed such great success with its conventions and exhibits? By going straight to the operator's business and talking turkey. Providing him with facts helpful to him in his business. And after that, more of the same.

By so doing, NAMA has continually increased its membership, has increased its exhibitor roles, has increased its attendance, and has increased the services it can provide members.

NAMA has provided the operator with valuable business knowledge and the operator has responded. NAMA's success is based squarely on that fact. This year's meeting is prime testimony of that.

Food Units Open New Vending Era

CHICAGO, Nov. 5.—Food venders today are on the doorstep of the greatest expansion in the history of automatic merchandising.

After a decade of trial and error in hot and cold food vending, selective models offering packaged meals have been developed to answer the needs of prompt, mass service for industry and business alike.

No longer must management subsidize food service costs for employees. The rapid development of automatic vending machines, now being displayed at the National Automatic Merchandising Association convention at the Conrad Hilton Hotel here, provide the answer for prepared foods for immediate consumption.

More than 135 firms are displaying the latest in vending equipment designed especially for this service.

Following are a few of the new vending machines being shown at the convention:

Vendo Shows Hot, Cold Units

KANSAS CITY, Mo., Nov. 5.—The Vendo Company introduced its four new food machines—two for hot items and two for cold choices—at the NAMA convention in Chicago this week.

Each vender offers three selections. The hot food units offers stews, spaghetti, chili and pork and beans, etc., and the other soups. The capacity is 210 cartons either one-half pints or one-half quart plastic-liner paper containers.

Thermostatically controlled, the temperature is maintained at 165 degrees. Both are equipped with a nickel, dime and quarter changer for variable prices. The machines are 77¾ inches high, 32½ inches wide and 18 inches deep.

The other two venders are a three-salad selection unit, and a three-sandwich choice machine. The salads are packed in one-half pint and one-half quart fiber type containers. Capacity of the machine is 210 cartons.

The sandwich vender has a 237 capacity with the food packed in paper cartons. Both units have nickel, dime and quarter changer for variable prices. Each unit has a sealed ¼-horsepowered refrigeration unit, with the products kept in 35 to 40 degree temperatures.

Dimensions for both are: 77¾ inches high, 32½ inches wide and 18 inches deep.

4 Mills Units Before NAMA

ST. CHARLES, Ill., Nov. 5.—Among the four new vending machines introduced by the Bert Mills Corporation at the National Automatic Merchandising Association convention in Chicago this week was a three-selection, combination hot and cold beverage unit.

The vender can dispense such combination as soups, fresh frozen orange juice, lemonade or tomato juice. It has a 500-cup capacity, and all ingredients are fully refrigerated.

According to the company, the vender can be converted from hot to cold drinks in a few minutes without tools. It is 69½ inches

(Continued on page 152)

Olympic, Wash., Venders Contest Sales Tax Law

OLYMPIA, Wash., Nov. 5.—A suit by a group of vending machine operators seeking to recover \$42,223 paid the State in sales taxes has been taken under advisement by Thurston County Superior Judge Charles T. Wright.

The operators of machines vending items at 5 and 10 cents challenged the legality of certain parts of the State sales tax law, contending the first cent begins on goods costing 14 cents or more.

Claiming the money was paid on gross sales, the operators alleged that the State Tax Commission has set up a collection schedule that precludes them from collecting tax on items less than 14 cents.

The operators further claimed it was unfair to require them to pay the tax when they had no way to collect it from customers.

Assistant Attorney General Keith Grimm representing the commission contended the tax was applicable to all sales of personal property, and the collection schedule does not exempt retailers from paying the tax on gross sales even though they cannot collect it on 5 and 10-cent items.

and cigarettes from a plant employing 125 persons—there wasn't enough volume for a profit. The location then offered to pay a subsidy for a similar installation.

He also cited a chain of small banks in New England—each employing 40 persons—which was willing to grant an operator \$135 a month in gross sales per machine or its equivalent as a subsidy.

Poor Service

"Most locations are lost for reasons having nothing to do with commissions—mainly poor service, indifferent food or inadequate attention," he added.

"If a cigarette operator of street

(Continued on page 154)

F. G. Robbe Named

NEW YORK, Nov. 5.—Fred G. Robbe this week was named advertising manager of the P. Lorillard Company, manufacturer of Old Kent and Kent Cigarettes. Robbe joined Lorillard in 1950 as assistant director of advertising. Prior to that, he had been with Young & Rubicam for 10 years.

'HERE'S GUM MAN'

Op Builds Success On Location Ties

By BILL MASLOWE

CHICAGO, Nov. 5.—Here's the gum man.

That remark from the location owner brings a big, friendly smile from Joseph and Mario — better known as Joe and Mike—Sparacino, brothers and partners in Sparacino Sons, a bulk gum and charm vending firm here.

And that smile, plus the friendly chatter that follows, always centers around the location proprietor, his family and business, according to Mike, is the foundation upon which the brothers have built a thriving business for their 800 combination bulk gum and charm venders.

"There's nothing like a friendly talk over a cup of coffee or a Coke to help you get what you want," Mike remarked, referring to preferred spotting of bulk venders in locations.

"The preferred spot is always near the exit door, and in direct line with the cashier, where everyone must pass the vender before leaving," according to Mike.

"We make it our business to never interfere with location sales," Mike points out. "Our sales are usually made after the customer has paid his bill and is about to leave the store.

"We depend a great deal upon impulse buying, and with sales tax, nearly everyone receives several pennies in change after paying for a purchase, and the gum machines is one place they can spend a penny and receive full value."

The Sparacinos prefer their machines on stands or wall brackets to counter locations. The globe breakage is too great on counters, Mike said, and frequently covers other merchandise.

Away from the counter it never interferes with the location owner's flow of business, and occupies space otherwise not used, but ideally suited to capture impulse sales.

The firm's 800 venders are located in concentrated areas in Illinois, Iowa and Wisconsin. In addition to the conventional locations the Sparacino's outlets include shoe repair shops, recreation rooms of churches, recreation centers, Ben Franklin 5 and 10-cent stores, the Piggly-Wiggly chain stores, and supermarket shopping centers.

Two excellent stops are a private home where one grocer installed a vender in his garage for the convenience of his own and neighborhood youngsters in Rock Island, Ill. The other is a trailer restaurant that makes the county fairs. Three venders are bracketed on the outside of the trailer.

"Both are above par," Mike said. "But the youngsters' machine in Rock Island is kept pretty busy."

The brothers, according to Mike, make it a point to become acquainted with location owners and

employees, and make it a point to ask about other family members.

"One fellow in Wisconsin was pretty surprised when I asked how his three-year-old son was getting along," Mike related. "How did you know he was three?" he asked. I reminded him how we sat over a cup of coffee just a few hours before his son was born."

As the result, Mike said the owner later guided him to six other locations in the area where he installed vending machines.

"It pays to spend time with the people in locations," Mike asserted. "They'll tell you what they like or don't like about your machine, and frequently, because you take time out to gab with them, they



MIKE SPARACINO JOE SPARACINO

make suggestions for increasing or even move your gum machine to a better spot."

In a number of cases, the friendship with proprietors saves the firm service trips. Several filled globes are left at outlets where the owner services the machines as they empty, cutting the service calls to one every eight weeks.

Others have made suggestions of having only one gum vender instead of two to increase sales. This is particularly true in small restaurants and school stores.

The psychology here was limiting the sales to one machine but servicing it more often, and this, Mike said, the location owner does at his own suggestion. He is supplied with extra filled globes.

Mike explained he services all machines outside of the Chicago area, and usually travels about 800 miles each week. He leaves Monday morning and returns home Friday afternoon. His station wagon is loaded with 12 or more cases of 210 count ball gum, six cases or refills, three or four cases of charms, and 12 to 15 machines.

Joe services venders in the Chicago suburbs, repairs machines, washes globes, cleans the mechanism plus keeping an adequate supply of stock on hand.

Veterans in the bulk gum vending field, Joe and Mike began

PM to Vote on Profit-Sharing Employee Plan

NEW YORK, Nov. 5. — Philip Morris, Inc., stockholders will vote November 29 on a deferred profit-sharing plan which would cover virtually all PM employees.

The proposed plan would do away with the cash bonuses which PM has been paying for several years and would substitute a system to cover seasonal employees. Employees would receive shares based on income.

According to the proposal, PM will pay into the plan 3 per cent of its consolidated earnings before taxes. The firm's annual payment to the plan is not to exceed 15 per cent of the annual compensation of all employees eligible to participate during the year.

Some 4,700 employees would be covered by the plan.

servicing machines in their early teens for their father, Phil. After school they would load a machine in the basket on their bicycle and pedal off to a location, servicing occasionally two each.

"It was then that we learned to smile and listen to the location owner's problems with youngsters, his family and his business."

That was back in the late 1930's. The boys continued to work for their father, servicing bulk vending machines on Chicago's South Side until they entered the service. Mike went into the Army and Joe was in the Navy.

It was shortly after they entered the services that their father sold out in 1943. However, he re-entered the vending field with a cousin prior to his sons' discharge in 1946.

When the cousin dropped out of the business the boys stepped in and worked for their father again until 1947, when he presented them with 300 machines in Illinois, Indiana and Wisconsin.

Joe and Mike went after new locations gradually, and bought others already established. Several years ago they turned back 200 locations to their father, who with another son, Anthony, today operate the S & S Vending firm here.

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Master 5¢ Bulk Porc.	6.50
Master 1¢ & 5¢ Bulk Porc.	6.95
Columbus 1¢ Bulk	6.50
Silver King 1¢ B.G. or Mds.	7.45
Silver King 5¢	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1¢ B.G.	8.45
Advance #11 Mds.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.77
Pistachio Nuts, Vendor's Mix	.75
Pistachio Nuts, Shell	.65
Cashew Whole	.59
Cashew Butts	.53
Peanuts, Jumbo	.45
Spanish	.52
Mixed Nut	.55
Almonds, 480 ct., 5 lbs.	.85
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems (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.
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1/3 Deposit, Balance C.O.D.
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You'll hit the jackpot with this selective tab vender. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.

BALL

More profits with ball gum through the famous Northwestern JET. Vends ball gum, ball gum and charms—1¢, 5¢ or 10¢ play. Available in chrome for outstanding flash.

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All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.

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Consisting of...
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Model Milk Vending Law Passed By N. J. Town; AMANJ Fete Set

CRESKILL, N. J., Nov. 5.—A milk vending ordinance based on the model legislation proposed by the Automatic Merchandisers' Association of New Jersey was adopted Wednesday (2) by the borough of Creskill. It marks the first time that the AMANJ code has been utilized as a basis for regulating the growing milk vending industry in the State.

The Creskill ordinance provides for a \$25 per machine license fee, and it recognizes the milk vending machines as a legitimate retail outlet, subject to sanitary and police restrictions. It opens Creskill immediately for outdoor milk vending.

The ordinance covers dispensers of all perishable foods—which could include ice cream, coffee, cake and sandwiches. However, Edward A. Murach, executive director of the AMANJ, said that Creskill officials had promised to amend the ordinance to set lesser fees for venders of products other than milk. He explained that the ordinance was written with outdoor milk in mind, and it was not the intention of the civic officials to license units doing less business at the same rate.

Banquet

Meanwhile, in a joint committee meeting in Newark that evening, AMANJ officers, directors and committee members voted to hold a banquet in early 1956 as a fund-raising measure. A program journal will be published.

Elsewhere in the State the public hearing in Bayonne of the licensing of cigarette machines has been postponed to November 15. The proposed ordinance provides for a \$15 per-machine tax.

South River, which already has

a \$100 license fee on milk venders, will consider an amendment on November 14 to limit the number of milk venders to one per 10,000 population. The population of the community is 16,000.

Irvington Case

While Dumont still has a license fee of \$100 per outdoor milk machine, a move to prohibit the mechanical milkmen outright was defeated recently. A suit is currently pending in the Appellate Courts involving the right of Irvington to impose a like fee. AMANJ claims the fee amounts to a confiscatory tax. It is unlikely that any action will be taken in Dumont until the Irvington case is resolved.

In Carlstadt, municipal officials have refused to issue licenses for outdoor vending. In Rutherford, Murach has persuaded the Board of Health to reconsider the ordinance it passed recently banning outdoor vending. A meeting is scheduled between city officials

and AMANJ representatives to draw up an ordinance permitting outdoor milk vending.

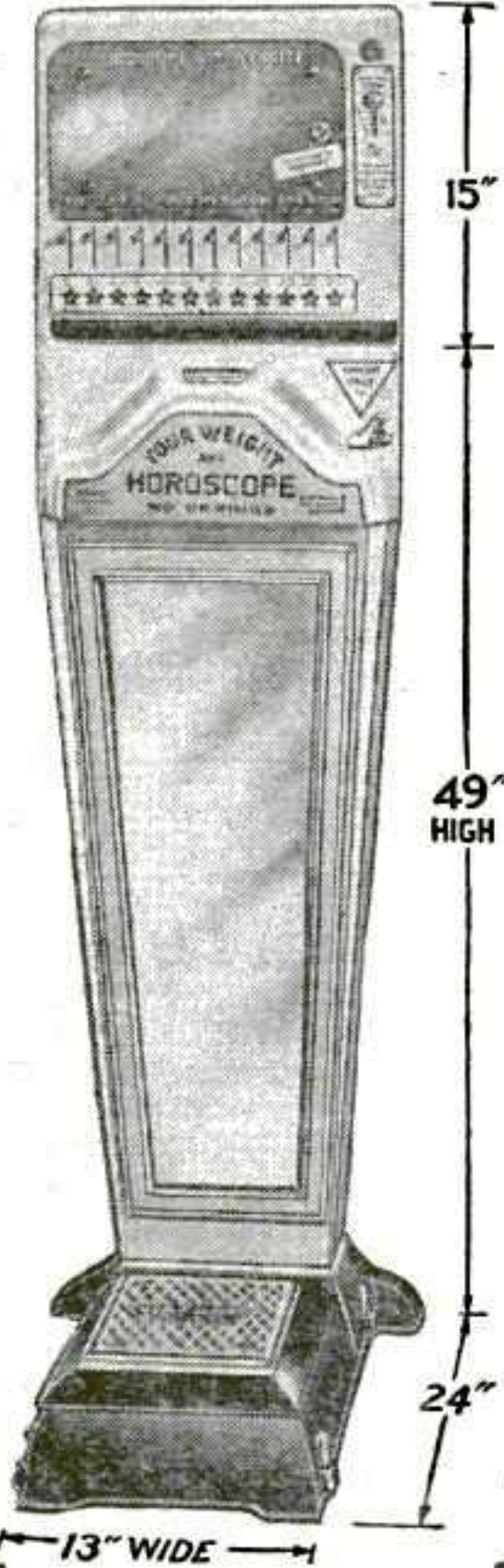
The situation in Elizabeth is still open. The city had refused to issue milk vending licenses, but negotiations are going on with AMANJ officials.

Hudson County

In Hudson County a meeting of health officials, municipal officers, milk venders, dairymen and local merchants is in the offing. Purpose is to set up a uniform milk vending ordinance which will be recommended for enactment in all Hudson County municipalities.

Jersey City is conducting a survey of vending machines by number, type, owner and coin denomination. Indications are that an over-all license fee will be proposed.

The November 15 convention of the League of Municipalities in Atlantic City will hear a report on vending.



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 1 year at \$4. 2 years at \$6. 3 years at \$8.
(Foreign rate, one year, \$8) 922
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Address
City..... Zone..... State.....
Occupation

Food Units Open New Era

Continued from page 150

high, 28 inches wide and 24 inches deep. The changer is standard equipment.

The other three units are a bulk milk vender, a chocolate machine and a coffee unit. No prices were quoted.

A single selection unit, the milk machine has a 20-gallon capacity with two containers equipped with an automatic switch which swing from empty to full container.

White or chocolate milk liquid ingredients are mixed with water under a special aeration process to make reconstituted whole milk. Each cup is filled under refrigeration.

The machine is 69 1/4 inches high, 28 inches deep and 24 inches wide.

The hot or cold chocolate venders permit dispensing of straight chocolate or chocolate malted. It has a 500-cup capacity and the aeration valve eliminates the possibility of unmixed particles, assuring an evenly blend, the firm stated. Liquid ingredients are used.

The unit is 69 1/4 inches high, 22 inches wide and 19 1/2 inches deep.

Mills' coffee bar features three-product selection—coffee, tea and hot chocolate—and has a 1,000-cup and ingredient capacity.

Drinks are available in five different ways: Plain, plain with sugar, plain with double sugar, with cream, with double cream, with cream and sugar, with double cream and sugar, with cream and double sugar and with double cream and double sugar.

All powdered ingredients are used. The optional liquid chocolate unit, available at extra cost, offers one more selection, while the powdered chocolate container can be used for powdered soup.

The changer is standard equipment, and the special single changer is available at extra cost. The unit is 69 1/4 inches high, 32 inches wide and 25 inches deep.

Big Candy Unit By Northwest'n

MORRIS, Ill., Nov. 5.—Sweet 16, a new candy vender with a large capacity from 500 to 600 bars is being presented by Northwestern Corporation for the first time at the NAMA conclave in Chicago this week.

The machine was designed especially for rapid service, flexibility in both products and selling prices, display of products, and construction emphasizing strength and ease of maintenance, according to the company.

Available in two-tone colors, the cabinet vender with full length doors is mounted on four large adjustable ball feet. Candy, gum, crackers and cookie items are displayed horizontally, and access to the products is made by opening the door.

The vender is equipped with a standard coin mechanism that operates with nickels and dimes, or a special mechanism that receives nickels, dimes and pennies, affording price ranges from 5 to 19 cents.

Coffee-Mat's 800-Cup Unit

ELIZABETH, N.J., Nov. 5.—An 800-cup capacity, six selection hot and cold beverage vender was presented by Coffee-Mat, Inc., at the NAMA conclave in Chicago this week.

The vender will dispense four choices of coffee and hot chocolate, soft drink, tea or soup in the other two selections. Another selector mechanism will allow the customer to get either ice or hot tea, ice or hot coffee, or ice or hot chocolate, the company said. Ice drinks are served at 34 degrees.

Finished in gold hammer-tone and brown, the machine is 32 inches wide, 28 inches deep and 69 inches high. The company said the unit with hot and cold selections is designed for year-round operation.

Apco Presents Cup Drink Unit

NEW YORK, Nov. 5.—Two cup vending machines were bowed at the NAMA convention in Chicago this week by Apco, Inc. The one-drink SodaShoppe Jr., with a 800-cup capacity, vends one carbonated drink.

Priced at \$694 f.o.b. factory, its features include a half-horsepower compressor, push-button post selection, all-steel welded cabinet and Jet Carbo-Activator. It has two sirup tanks, is 68 inches high, 27 1/2 inches wide and 18 1/2 inches deep.

The three-drink SodaShoppe Jr. offers two carbonated and one non-carbonated drink. Priced at \$795 f.o.b. factory, it has two sirup tanks, one doubles for both carbonated and non-carbonated flavor. Other features are similar to the one-cup unit.

ABC Sales, Profit Runs Ahead of '54

NEW YORK, Nov. 5.—Earnings of the ABC Vending Corporation for the 39 weeks ended September 25 were reported ahead of the 1954 totals, while sales for the same period were substantially ahead of the 1954 figures.

Total sales for the 1955 period were \$38,779,051, compared with \$37,523,280 a year earlier. Net profit was \$1,318,246, compared with \$1,132,673 in 1954. Earnings per share went up from \$1.18 to \$1.37 on the 960,199 shares of stock outstanding.

EMPTIES MACHINES FASTER!
LEAF Rain-Blo BALL GUM
NEW! Red-Hot "Ball o' Fire" Bubble Gum!
WILLIAM J. NEWMAN
438 Octavia
San Francisco, Calif.

DISTRIBUTOR WANTS LINES
Established distributor with A-1 clientele in Western Missouri, Kansas, Nebraska and Oklahoma wants additional vending machine lines. Open for candy machines, coke machines, coffee and other types of food dispensing equipment. Can give profitable coverage of territory outlined.
Write or wire
BOX NO. 830, c/o The Billboard
188 W. Randolph Chicago 1, Ill.

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, postwar model \$116.00
STONER 8-COLUMN CANDY, 102 capacity, postwar model 90.00
ROWE CANDY 8-COLUMN, 120 capacity 69.00
NATIONAL 9-18, 162 capacity 73.00
UNEDA 4-COLUMN CIGARETTE, king size 50.00
DUGRENIER V.D. CIGARETTE, king size 55.00
All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30¢ conversions available at \$20.00 extra.
NATIONAL VENDING
308 Furman St. Brooklyn, N. Y.
Triangle 5-1857

America's Best 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.
VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1448

Christmas Tree ORNAMENT CHARMS \$15.00 per thou.
• VACUUM PLATED
• 2 COLOR MIRROR FINISH
• KIDS WILL DECORATE TREE WITH THEM
LABELS AVAILABLE at your distributor or
Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL 5-8393
GIVE TO DAMON RUNYON CANCER FUND

Rumba! Mambo!
Cha Cha! Samba



"Maracas"

Sensational item! These miniature plastic maracas work like the real thing—have pellets that make them rattle in the South American way that's sweeping the country! Young and old will enjoy them. They're designed with loop for attaching key chain. Has many uses. **\$10.50 per M**

Two-tone plastic in many color combinations. For bulk and capsule vending.

ORDER TODAY—RATTLE AND ROLL WITH PRICE MARACAS!

Paul A. Price Co. Inc.
55 Leonard St., N. Y. 13, N. Y. Cortland 7-5147-8

GIVE TO DAMON RUNYON CANCER FUND

COINMEN YOU KNOW

Milwaukee

By BENN OLLMAN

VENDING DROPS UP NORTH. Joe Delosso, prexy of the Badger Candy Club, notes that a number of candy salesmen are making their final trips up to the Northern Wisconsin and Michigan territories. Vending business up that way, they report, has begun to take its winter dive as the lake ports close and industry slows down. . . . Re-opening of Farwell Avenue following a lengthy repaving job has led a number of music operators to stop into the Capitol Records headquarters for their disk supplies, according to Bob Thompson. Included were Elmer Schmitz, Hilbert; Mike Young, Soldiers Grove; Lake Novelty, Omro, and Joe Roberts, of the West Bend Amusement.

According to Barney Kuehn, of the Music Mart, the line-up of music operators at his disk counter are asking for one number more than any other this week, Tennessee Ernie's "Sixteen Tons." "It's bigger than 'Mule Train,' I think," says Barney. . . . Herb Geiger, who heads the exhibit space committee of the forthcoming National Automatic Merchandising Association convention, reports that it looks like the biggest meet in the trade group's history. A heavy delegation of Milwaukee merchandise vender operators are expected to attend. . . . Barney Hirsch, candy broker, has moved to new offices at 2950 N. Holton Street.

Gene Geier, the new counter man at the Radio Doctors one-stopper, reports that the big ones for the ops this week include Gale Storm's "I Hear You Knocking" and the Crew Cuts "Slam Bam." . . . Visitors from the Rudolph Wurlitzer Company home office this week at United, Inc., included Carl Karl, from the auditing department; Reid Whipple, factory engineer, and Bert Davidson, regional sales manager. . . . Two more local distributors took on a line of pool games this week and report good results. They are, the United, Inc., and Sam Hastings Distributing Company.

Harry Jacobs Jr., after a long layoff from his favorite sport, golfing, finally played a round at the Bluemound Country Club recently. His score was 76, not bad for a late season game, and proof, he says, "that business must be good so that I could concentrate on the game." . . . Premium merchandise business is in need of improvement, notes Sam Hastings, of the Hastings Distributors. Operator purchases of premium goods to boost coin machine play has slowed down. Exception, says Hastings, is the continued sale of specially packaged "grab bags" which

contain a selection of low-priced prize items for high-scoring coin machine players. . . . Al Andress, covering the Northern Wisconsin territory for the Columbia Records distributor, Morley-Murphy, is back on road, following a lengthy illness. Les Loerke, who had been filling in for him, is back at his regular job in the Morley-Murphy office.

Southern Novelty Company's Harold Summerfield reports that he hasn't bought any of the highly vaunted pool games as yet, but is being sorely tempted by the fine reports he gets from fellow coinmen. Routeman Bob Berndt is away from his duties because of illness. Recently added to the Southern Novelty Company payroll were Glen Grubb and

(Continued on page 154)

CIGARETTE MACHINE CONVERSIONS

IMMEDIATE DELIVERY

on 25c and 30c Coin Mechanism Conversions for:
ROWE IMPERIALS, ROYALS, NATIONAL 930, 950, PRESIDENTS, CRUSADERS 750, 9A

Also Available:
● ROWE PRICE DIFFERENTIAL BARS ● NEW CIGARETTE MAGAZINES (Containers) for all Rowe and National Machines. Will vend King Size & Reg. in all Cols. TERMS ARRANGED—WRITE FOR INFORMATION.

ROWE CIGARETTE VENDORS

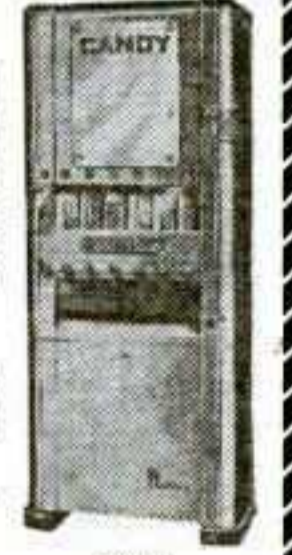
Imperial, 6 Cols., 180 Cap.	\$ 85.00
Imperial, 8 Cols., 240 Cap.	90.00
Crusader, 8 Cols., 340 Cap., Vends 25¢ & 30¢	150.00
Crusader, 10 Cols., 400 Cap., Vends 25¢ & 30¢	160.00
Diplomat, 8 Cols., 340 Cap., Vends at 25¢ & 30¢	160.00
President, 8 Cols., 340 Cap., Vends 25¢ & 30¢	135.00
Uneda Model E, 6 Cols., 180 Cap.	75.00
Uneda Model A, 8 Cols., 240 Cap.	90.00
Uneda Model 500, 9 Cols., 350 Cap.	100.00

CANDY MACHINES

DuGrenier Candyman, 74 Cap.	\$ 67.50
Stoner Candy Prewar, 160 Cap.	135.00
Rowe 5¢ Gum & Mint Vendor, 7 Cols., 175 Cap.	32.50

All Equipment Unconditionally Guaranteed. Trade Prices, 1/3 deposit, balance C.O.D.

Uneda VENDING SERVICE, INC.
The Nation's Leading Distributor of Vending Machines
250 Meserole Street • Brooklyn 6, N. Y. • HEGEMAN 3-6295



ROWE CANDY MERCHANT
with changemaker, 7 Cols., 158 Cap.
\$165.00

NOW—You Can Expand Your Vending Business with this KEENEY Deluxe COFFEE VENDER

KEENEY'S Unseen Ingredient!

Look closely at this new Keeney Deluxe Coffee Vender—study its superior features and you'll see more than the physical materials of which it is made. You'll see the attitude of a company determined to make and market a more practical, better performing unit designed by men who are never quite satisfied until they have produced a far superior product. It's the "unseen ingredient" that insures lasting, low cost performance.

LET'S LOOK AT THE VISIBLE FEATURES:

All controls are conveniently located on the face plate. Each selector button actuates the entire vending cycle by means of snap-action. Automatic light below coin insert indicates when vender is empty. Full safety features include: Coin Lockout—Ground Wire in power cord—Shock-Proof Mountings to prevent free operation and to protect all controls from damage or misadjustment—Built-in Coin Changer that may be pre-set to return 1 to 4 pennies change—stainless steel Mixing Bowls, Hot Water Containers and stainless steel coffee, sugar, and cream containers—Adjustment to control quantity of ingredients—adjustable Temperature Controls—Anti-Overflow Float and shut-off switch—Water Supply Pressure Regulator—a simplified easily accessible electro-mechanical mechanism with standard components—slow-blow type fuses—service outlet—toggle switch for servicing without disconnecting line voltage—swing-up top for easy loading without removing containers. Auxiliary Reserve Tank optional. Every feature to insure successful operation!

Visit the KEENEY Display—Room 502, Fifth Floor, N.A.M.A., Conrad Hilton Hotel, Chicago.

J. H. Keeney & CO. INC.

2600 WEST FIFTIETH STREET • CHICAGO 32, ILLINOIS

300 CUP CAPACITY

Experienced coffee vender operators agree that this new 300-cup Keeney Deluxe Coffee vender ideally combines the average capacity requirement for smaller size at a much lower investment per unit. It is but 19 3/4" wide by 15 1/2" deep by 52" high! You can install a single unit for marginal locations, or group these compact venders for mass dispensing in larger places.

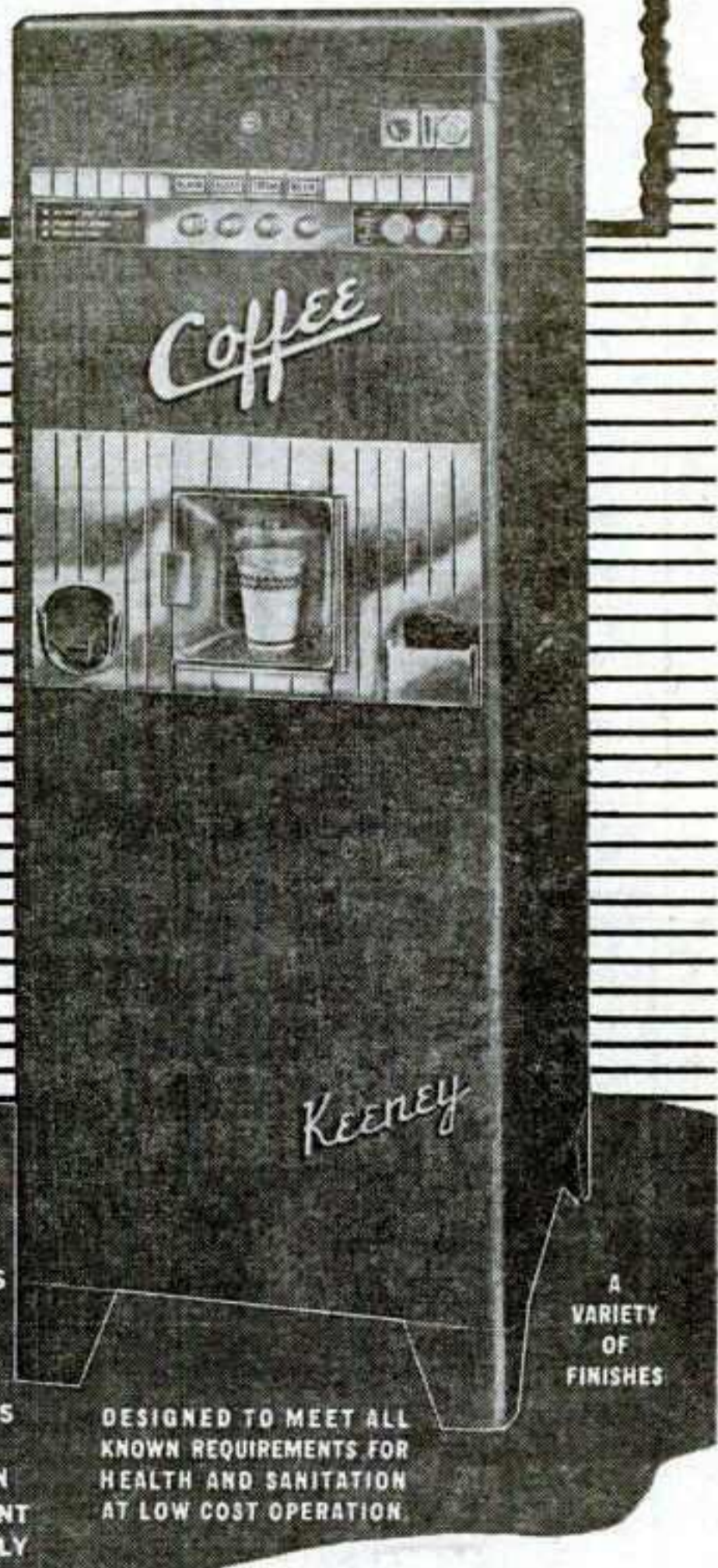
4 SELECTOR BUTTONS

- Black Coffee • With Sugar • With Cream • Sugar and Cream

EASY TO OPERATE!

Insert a dime at top and 1 to 4* pennies drop into the built-in coin changer return outlet while a cup vending automatically at the left. Open dispensing chamber door, place cup in position, depress one of four selector buttons and the cup fills up with a full 6 1/2 ounces of rich full-flavored hot coffee, as you want it, when you want it, almost instantly! Sugar and cream containers and the mixing bowl are of stainless steel for easy cleaning as well as to preserve ingredients and insure cleanliness at all times.

*Price pre-set at option of operator.



BUILT-IN COIN CHANGER OPERATES ON NICKELS, DIMES OR QUARTERS

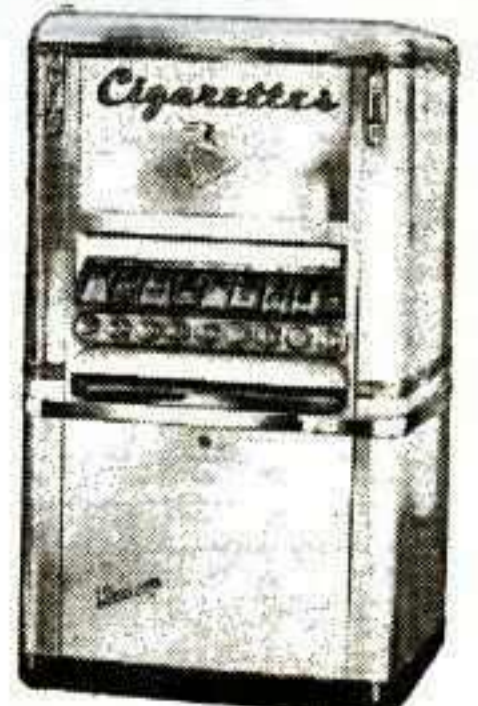
RETURNS CHANGE IN CORRECT AMOUNT AUTOMATICALLY

DESIGNED TO MEET ALL KNOWN REQUIREMENTS FOR HEALTH AND SANITATION AT LOW COST OPERATION

A VARIETY OF FINISHES

The Keeney Deluxe Electric CIGARETTE VENDER

★ Year after year, operators have made much more money with this Keeney Deluxe electrically operated Cigarette Vender. Nine double columns dispense regular or king size packs alternately from front or rear and "the pack you see is the pack you get!" Capacity 432. Has quick price adjustment on each column, swing-up top, 3-way match vending. Write for circular.

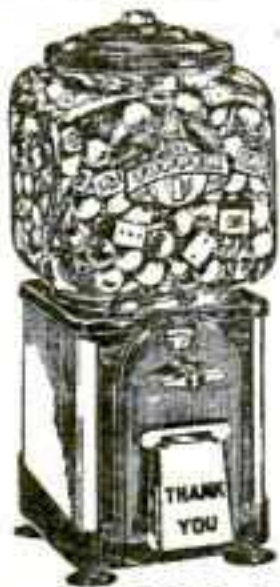


POSITION WANTED

Salesman acquainted with Operators and Distributors desires Vending Equipment Sales Work. Has covered Kansas, Nebraska, Missouri and Southern Illinois. Write

John Kaye Advertising Agency

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VICTOR'S TOPPER

16 BALL GUM MACHINE, \$12.50 each, \$12.00 100 or more. TIME PAYMENT TERMS in lots of 8 or more. Payments as low as \$5 weekly. Write for details.

ROY TORR
LANSDOWNE, PA.

NEW PENNY-NICKEL

ATLAS MASTER BULK VENDORS



Write for full information to

EXCLUSIVE NAT'L SALES AGENT

Penny King Company

2538 Mission St. Pittsburgh 3, Pa.



World's Largest Selection of Miniature Charms

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.

Raps Excessive Commissions

Continued from page 150

locations unwisely goes overboard on commissions because he thinks that's the only way to get the location, it usually affects only one machine. If he is losing money, he can take his loss and pull out of the location," Greene said.

"But when an industrial operator goes overboard in a big factory installation, the chances are he will go broke doing a wonderful volume of business."

Lost Location

The solution, Greene advised, is concentrating on selling industrial management what it needs. High commissions and cutting corners to pay those commissions, he said, will result in poorer food and service, and eventually a lost location.

Greene charged that when a big industrial location is lost, in 99 out of 100 cases it's because of poor service, not because of commissions.

But, Greene pointed out, "an industry-wide commission on individual items would not be equitable (nor legal) and a flat commission across the board, unless it is extremely low, won't work."

Conditions Vary

"A fair commission on coffee might be out of line on milk; commission can't be the same on 5-cent drinks as on 10-cent drinks. Conditions vary from State to State, from city to city, from location to location—even in the same location."

"In industrial locations, particularly, there can be a big difference in volume. An operator may find that 25 machines in one plant, grouped in batteries, bring him a better gross than 50 machines, scattered individually, in another

plant with the same number of employees."

Greene cited the recent survey prepared by Price Waterhouse & Company for NAMA—a survey which showed that commissions ranged from .3 per cent to more than 27 per cent. He concluded that a lot of these commissions are figures which pop into the operator's head, or what he believes to be in his competitor's head.

Lack of Information

"Obviously, too," he continued, "many operators are draining away their profits simply because they don't know the elementary facts about the finances of their operations. Many don't know their own break-even points, what their cost-profit rates are, or should be, the effect of depreciation—in short, they don't know and can't figure just how much they can afford to pay out in commissions."

He added that they operate on the theory that they can afford to match their competitor on commissions.

Greene suggested three possible approaches to the commission problem.

Commissions Last

The average operator, he said, figures commissions as fixed expenses. Greene advised figuring all costs, including profits, first, then figuring out what can be paid in commissions.

An alternative, he suggested, would be to emulate the in-plant feeder who offers plant management a choice of several plans, each allowing a fair profit. These plans would offer commissions based on gross sales.

One could specify that commissions begin only after the operator has recouped at least part of his investment. Another would provide for commissions out of net profits rather than gross sales. A third could be a sliding scale based on volume.

Industry Survey

A third alternative would be a comprehensive industry survey covering all phases of operation—including commission practices—and an area-by-area breakdown.

Such a survey, he explained, would enable each operator to appraise his own operation and would give him a comparative basis on which to judge his own commissions. It would make him cost conscious by showing him how to compute costs.

It would also be a tool in convincing locations that what is offered in commissions is fair and reasonable. "This material, he added, "would enable plant management to differentiate immediately between a blue-sky operator offering a ridiculous and unrealistic commission based on ignorance or spite, and a legitimate operator offering a fair commission founded on businesslike procedures and quality service."

"Now is the time," he concluded, "for us to grow as an industry. Now is the time for us to identify automatic merchandising as a developing giant, rather than a group of isolated pygmies, each going his own way. If we hesitate, for real or fancied reasons, to give information to our own trade association, it will be difficult for us ever to make progress together and to wipe out destructive commission practices."

COINMEN YOU KNOW

Continued from page 153

Stan Johnston, both former Hilltop Coin employees. . . . New Mercury Records salesman covering the Southern Wisconsin territory for the Major Distributing Company is **George Groppe**.

Boston

By CAMERON DEWAR

N. E. OPERATORS SPARED IN STORM. . . . The word is in now on the recent storm that played havoc in Southern New England, and it's good to report that practically no damage was suffered by coinmen in the area. Boston operators with equipment in other parts had worried, but everything turned out all right. . . . Outside of a slight delay in shipping some orders, things are again back to normal in the territory.

Harry Deshowitz says his unique contract with the Waldorf chain of restaurants, where he has placed his music machines, is going well with everybody satisfied. Harry monitors his route from Chelsea and covers a good part of the Bay State. . . . **Ed Ravreby**, of World Fair & Associated Amusements, is throwing a big whingding November 13 to announce the engagement of his daughter, **Ruth Mae**. She assists her dad in the office and will be married early next year to **Richard Mandell**, sales manager for World Fair. The affair will be held in the Ravreby home in Brookline. . . . **Jerry Flatto**, of Boston Record Distributors, had his fill of celebrities this week. **Sunny Gale**, **Snooky Lanson**, **Jo Ann Wheatley**, **Rusty Draper** and **Dick Roman** paid visits to his one-stop. . . . They also dropped in to see **Dick Mitchell**, of Dick's Records.

Raymond C. Kennedy, veteran salesman for Redd Distributors, taking himself a late vacation. Says he likes his holidays quiet. . . . **Redd's** sales chief, **Bob Jones**, back from Western Massachusetts and Connecticut and reports Miami Beach, Congress bowlers and United's new Top Notch doing big business. He is also taking a record number of orders on pool games. . . . Dime conversion has taken an upward trend here recently. . . . Figures responsible is the new Seeburg 200 as well as the pickup in location business. . . . Among operators visiting in town this week were **Ray Courmayer**, of Holyoke; **Bill Goudreau**, of Manchester, N. H.; **John Conti**, of Providence; **Martin Ferraro**, of New Bedford, and **Elmer Laughon**, of York Beach, Me.

Pittsburgh

By LEON M. LEFFINGWELL

CONDUCTS AMI SHOWING. **Herbert Rosenthal**, sales manager, Banner Specialty Company, reports that **Harry Rosenthal**, company manager, headed an AMI showing in Clarksburg, W. Va., October 19-21 at the Stonewall Jackson Hotel. Showing was in conjunction with the West Virginia Operators' Association. Harry was assisted by salesman **Bill Hamel**, and by Banner's music engineering department head, **Thomas Scheller**. The showing was well attended.

Gus Georges, of Pennsylvania Vending Corporation, is kept so busy he doesn't get into the office much anymore, being especially active on the road. . . . **Sidney Weinstein**, of the Sidmor Vending Company, was bedridden for a time with a cold. . . . **Glen Mowry**, of Gem Vending Company, says operators may need snow treads this year, for one can hardly get a sliver of bark off the sycamore tree, and the rag weed is 10 feet tall, indicating heavy snow coming, he says.

Los Angeles

By JOEL FRIEDMAN

POOL GAMES GET GOOD RECEPTION. The entire staff at Paul Laymon Company is excited about the reaction to the new Bally Pin Pool game which just arrived this week. **El Wilkes** reported a flood of orders for the Bally version of the many pool games on the market. . . . **Hymie Rosenberg** and **Al Shifrin**, H. Rosenberg & Company, continue to report good sales on the firm's conversion units. Hymie still threatening to take to the road for a sales tour. . . . Operators visiting with **Ben Chemers** at the California Music Merchants' Association, among them **Walt Hemple**, **Fred Ross**, **Pete Pellegrino**, **Harvey Kirbe** and **Dean Brown**. . . . **Tom Catana** hied up to Las Vegas for a brief vacation. . . . **Clyde Denlinger**, Balboa, up to Wyoming and Utah for a month of fishing and hunting. . . . Operators here saddened to learn of the passing of **Alex Koleopolus**, veteran coin machine man in this area, who died of a heart attack last week.

Phil Robinson, Chicago Coin regional representative, in visiting with the gang at Minthorne Music Company, Chicago Coin distributor in Southern California. Phil keeps quite active with his many sales trips, and reports business in the West at an excellent level. . . . **Lyn Brown**, who recently sold his kiddie ride route, is visiting with **Jack Simon**, Simon Sales Company. Lyn expects to get back into the coin business shortly, tho he'll take a vacation for a while. . . . **Ed Wisler**, Minthorne Music Company, kept in town by the overload of back orders for the new Seeburg. He still manages to find time, tho, for a game of pool. . . . **Sammy Ricklin**, California Music Company, hopes to keep his current low-price sale on records going beyond 1955. Records there are now only 5 cents above wholesale. . . . **Ted Mayer**, Ventura operator, in town last week, as was **Lee Nelson**, Santa Ana, and **Tex Miller** from Blythe.

Bob Theim, salesman of Huber Distributing Company, AMI outlet, is chalking up two jobs under the "well done column." He's selling AMI's as fast as they come in and he's receiving a big hand for his singing fetes at local clubs. Could be we'll be seeing his name on a disk label one of these days.

Washington

By DELORES NEWCOMB

WASHINGTON MUSIC GUILD ADDS DIRECTORS. **Jerry Davis**, of Standard Music, and **Edward McManus**, of McManus Music, were recently elected to the board of directors of the Washington Music Guild. Guild Secretary **Evan Griffith** announces that there will be another meeting of the group soon to discuss plans for the winter.

The Game Room at Washington National Airport continues to enjoy good business, says Owner **Michael Bushdid**. He is currently supplying background music in some airline offices at the airport and believes this will be his best music year. . . . **Norman Hayter**, manager of the local Dr. Pepper-Tru Ade Distributing Company, says the past summer was a good one. Sales are off slightly now due to the cool weather, but this is only the expected seasonal slump.

Roger Squitro, of Hirsh Machines, reports that business is picking up after the slump caused by the World Series. Squitro has been

(Continued on page 162)

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. 34¢ lb.
 Clor-o-Vend Ball Gum 40¢ lb.
 Clor-o-Vend Chicks, 320 ct. 40¢ lb.
 Chicle Chicks, 320 & 520 ct. 36¢ lb.
 Bubble Chicks, 320 & 520 ct. 27¢ lb.
 Tab (short stick), 100 ct. 38¢ box
 5-Stick Gum, 100 packs \$1.90

F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS
 4th & Mt. Pleasant • Newark 4, N. J.

OPERATORS . . . BIG PROFITS—FAST TURNOVER with DEAN PEN VENDERS

PROFITS — PROFITS . . . Because the Vender will be selling for you the trimmest and finest writing **RETRACTABLE BALL PEN (DEAN)** that can be compared with the highest priced pens. With gay colored barrels . . . Red, Pink, Yellow, Blue, White, etc., that get **EXTRA and REPEAT SALES**. **ATTRACTIVE FACE ON MACHINE INVITES SALES.**

AN OPERATOR'S MACHINE made of heavy gauge metal. Holds 100 pens and yet is only 5" deep by 8" wide by 13" high. Has a simple ejector for nuisance slugs made of cardboard, plastic, linoleum, etc. Has coin shut off when machine is empty. Provided with rubber suction cups for counter placement and has holes for stand or wall mounting.

Protects your locations . . . gets you new locations

Special Note to NAMA Conventions
 See the Dean Pen Vender and Pen at one of the distributors below:
King & Company
 2700-02 W. Lake St., Chicago, Ill.
Logan Distributing Co.
 916 N. Milwaukee Ave., Chicago, Ill.

SEE the DEAN PEN VENDER and PENS at your distributor listed below, or if there isn't a distributor in your area, please write, wire or phone Dean Manufacturing Corp.:

- American Distributors, 894 Palisade Ave., Teaneck, N. J.
- Bernard K. Bitterman, 4709 E. 27th St., Kansas City 27, Mo.
- Cleveland Coin Machine Exchange, 2025-2029 Prospect Ave., Cleveland 15, Ohio
- Gardner-Lose Co., Inc., 2611 Hale Ave., Louisville 11, Ky.
- King & Company, 2700-02 W. Lake St., Chicago, Ill.
- Logan Distributing Co., 916 N. Milwaukee Ave., Chicago, Ill.
- Northwestern Sales & Service Co., 446 W. 36th St., New York 18, N. Y.
- Parkway Machine Corp., 715 Ensor St., Baltimore 2, Md.
- Rake Coin Machine Exchange, 605-609 Spring Garden St., Philadelphia 23, Pa.
- Sidmore Vending Co., 2137 Fifth Ave., Pittsburgh 19, Pa.
- Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa.
- Vendall Company, Inc., 816 W. 36th St., Minneapolis 8, Minn.



DEAN MANUFACTURING CORP.
 Mfrs. of Ball Pens and Precision Fab. for the past nine years

2888 Archer Ave.
 Chicago 8, Ill.
 Phone: BI 7-3227

Atlas Names Penny King Sales Agent

CLEVELAND, Nov. 5.—Atlas Manufacturing & Sales Corporation announced the appointment of **Penny King Company** of Pittsburgh as its exclusive national sales agent for the firm's new 1956 Atlas Master machine.

All sales of the vender equipped with a penny-nickel mechanism will be handled from Pittsburgh, according to the announcement. Penny King Company, which manufactures charms, will also carry a complete line of parts.

SOUTHERN SURVEY

Youth Camps, Fairs Big \$ Milk Outlets

CLEMSON, S. C., Nov. 5.—Youth camps are excellent locations for milk vending machines.

Community, county and State fairs appear to offer high potentials for short periods.

These conclusions were reached in the second phase of an extensive survey released this week by the Clemson College department of agricultural economics which is studying milk vending sales potential in the South.

The report pointed out summer youth camps and fairs offer operators of milk venders in colleges and secondary schools an opportunity to utilize machines that are idle during summer vacation months when sales are non-existent in the institutions.

A third part of the survey, designed to measure the effect of vending machines sales on per capita milk consumption, is now under way, college officials announced. A detailed report on the findings is to be issued early in 1956.

Chocolate First

Chocolate milk again was the best seller by about a 4 to 1 majority over homogenized milk. In the first phase of the survey conducted earlier this year on the college campus, chocolate milk was by far the favorite dairy drink.

Ten three-selection automatic venders were used in the second part of the survey conducted during the summer months. One-half pint cartons were used to dispense chocolate, homogenized and buttermilk, plus an orange drink at 10 cents each.

Other test sites included two city parks, a swimming pool, an office building, farmers' market, a drive-in theater and a gasoline service station.

Each machine, according to the report, was checked at least once a day to insure adequate milk supplies and proper operation.

The test of the youth camps was made at two 4-H club camps over a one-week period. A single machine was installed at each site. One located about 10 feet from a soft drink stand, and the other a distance of 300 feet. Chocolate and homogenized milk were offered.

Sell Out

During the first half day of sales at one camp 187 cartons were sold. However, the following three days the vender's capacity of 210 cartons was sold out by early afternoon.

The average was more than one carton for each child in attendance. The machine was removed from the camp at the request of the director, who felt the children were neglecting their meals because of the amount of milk they were consuming from the vending machine.

Milk was served twice daily at meal times in both camps. At the other site the average sales were about 150 cartons per day.

An average of 345 cartons per day was sold from one vender at the three and one-day Farm and Home Fair. The machine was spotted in the center of the large tent—460 by 40 feet—in which more than \$1 million of farm equipment was exhibited.

The milk vender was located about 100 feet from the nearest place to buy soft drinks, milk and sandwiches, outside the tent. Chocolate milk accounted for 83 per cent of the total sales, and homogenized milk, the only other drink offered, for the remaining 17 per cent.

One machine was placed in each of two city parks where low volume of sales were recorded. Indications,

the report observed, are that if organized athletic activities had been carried out on a regular schedule, sales would have been much higher.

During the few days when organized activities were in session, sales shot up to 150 cartons daily, but for the entire test period average daily sales were 35 cartons in one park and 25 cartons in the other.

Peak sales, the report showed, were recorded on Mondays with the lowest occurring on the week-ends. Product preferences in both were almost identical. Chocolate accounted for 49.9 per cent of sales, orange drink 43.4 per cent and homogenized milk 6.1 per cent.

The swimming pool site tested had an extremely low volume of sales, 14.5 cartons daily. The vender was placed on the porch of the bathhouse, which overlooked the pool.

Chocolate and homogenized milk were offered during the 10-week period. Two reasons believed to be responsible for the low sales, according to the report, were: (1) the number of people using the swimming facilities averaged only 125 daily; (2) the swimmers seemed to prefer soft drinks and other beverages containing a lot of cracked ice.

Average daily sales of 36.6 cartons were recorded during the 11-week period a vender was placed on the second floor of a four-story office building where 400 persons were employed.

Low Sales

Sales, the report stated, were not large enough to justify the permanent location of a milk vender. However, one was placed by a commercial vender.

Factors which may have contributed to the low sales volume, the report disclosed, were the snack bar on the first floor, numerous nearby drugstores and restaurants as well as employee vacations.

Product preferences were about equal for homogenized and chocolate milk, while either buttermilk or an orange drink could have been used as a third selection.

Three milk venders were installed in a large wholesale farmers' market. More than \$18,000,000 worth of produce is sold annually. The market is divided into wholesale houses and farmer stalls, with 75 per cent of the business handled by the former.

The venders were placed near farmers' stalls in specially constructed shelters. Only one snack bar is available to the public inside the market, while restaurants are located immediately outside the location.

Sales from two machines averaged 58.2 cartons daily each from May 16 thru August 7. Sales of the third vender from June 6 thru August 7 averaged 99.7 cartons per day.

Profitable Outlet

According to the report two machines can be profitably operated here on a year-round basis, and the third at profit only during summer months.

Chocolate outsold homogenized milk 2 to 1 when sold together. An orange drink proved to be rather popular, but buttermilk was a poor seller.

College officials disclosed that a milk operator has installed two permanent machines in the market and will install a third during summer months.

Results at a drive-in theater with a capacity of 300 cars and located three miles from a town of 4,000, indicate, according to the report, that most outdoor theaters will not be successful locations. Sales were extremely low. One carton was sold for every 30 patrons.

The one machine used in the test was available to all concession stand patrons. The average daily sales were only 9.3 cartons with

chocolate milk accounting for 82.5 per cent of total sales.

Perhaps the fact that attendance is at night, immediately after the evening meal, may account for the low volume of sales, the report stated.

Service Station

One vender was tested in a service station employing four full-time persons. The location was on the outskirts of a town of 4,000. There was little pedestrian traffic, and no other milk outlet in the vicinity.

Sales averaged 32.5 cartons daily, but according to the report, there was not sufficient volume to make the outlet profitable. However, a vender has been placed here by an operator.

The average daily sales volume was high enough, the report stated, to suggest that other stations with more business, and in areas where there is pedestrian traffic may be profitable sites. Sale of homogenized and chocolate milk were about even. Orange and buttermilk were low volume sellers, accounting for about 10 per cent of total sales.

The report concluded that the orange drink succeeded only in diverting milk sales rather than increasing total sales per machine. It was an extremely poor seller in some spots and rather good in others.

Kelvinator Can Unit to Preem At NAMA Show

NEW YORK, Nov. 5.—The Super Kelvinator bottle-can vender, a unit made by the Nash Kelvinator Company for the C&C Super Corporation, will be exhibited for the first time at the NAMA show, according to George Herald, in charge of the C&C vending division.

Herald said the three-selection, manually operated machine will have a capacity of 127 cans. He added that it can take any size can, or bottles, and dispense cans in one column and bottles in another.

Also on display at the C&C booth will be the four-selection Choice-Vend can vender, made by the Central Tool Company.

NEW YORK, Oct. 29.—Appointment of Vincent M. Burke as assistant treasurer of Pepsi-Cola Company was announced by Herbert L. Barnet, president, this week. He has been assistant controller of the company since 1951.

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19 MOA Executives To Converge on Chi

Discussions to Include National PR, 3d Performance Society, Convention

CHICAGO, Nov. 5.—Beginning Tuesday (8) and continuing thru Thursday (10), 19 of the 21 executive officers of Music Operators of America will converge on the Morrison Hotel here to discuss industry affairs and problems as they pertain to music operators.

Such topics as a national public relations program; MOA's recently promoted national radio show; how to set up and put into operation a national tax council; what can be done to defeat legislation aimed at removing the juke box exemption from the 1909 Copyright Act, and how to speed up the number of disks released by MOA's third performance rights society, National Juke Box Music, will be but a few of the highlights of the meeting.

George A. Miller, president and general business manager, reported that considerable time and effort would also be devoted to MOA's membership drive. He explained that he was able to sign up 223 new members as a result of a recent tour of local association meetings. "The 223 operators signed," Miller said, "proves beyond any doubt that personal contact and personal explanation of the activities of MOA is the answer to enlisting more music operators faster."

Miller said that he would request the board to vote on two, possibly three, regularly salaried additions to MOA's staff for the purpose of recruiting memberships to MOA.

Also to be discussed will be the national accident and health insurance plan launched last summer and the 1956 MOA convention.

But foremost on the agenda will be the subject of public relations. It was reported earlier that transcriptions for future National Juke Box programs, MOA's weekly ABC radio promotion, would be made by the executive group. MOA plans call for different operators to be featured on the show every week. The get-together here next week will be the first opportunity

that MOA executives have had to discuss the show.

Barney Young, head of National Juke Box Music, will be on hand to spearhead discussions on NJBM times. Young is expected to outline future NJBM plans as well as report on achievements made to date.

The group will also appoint committees for the 1956 MOA convention and set dates for the event.

Miller said that he expected next week's meeting to be the most productive confab ever held by the executive group.

MOA ROSTER UP 223 VIA MILLER TOUR

OAKLAND, Calif., Nov. 5.—George A. Miller, president and general business manager of Music Operators of America, who just completed a three-week trip to local operator associations around the country, reports that he signed 223 operators to MOA's roster while traveling.

Miller said that he was convinced that personal contact with operators would double the effectiveness of MOA's current membership drive.

The subject of adding salaried MOA staffers to travel in the field to recruit new members is expected to be a highlight of the November 8-10 executive board meeting in Chicago (see separate story).

DENVER EXPANDS

Juke, Game, Vending Routes Get New Look

• Continued from page 149

Paul Brower, ex-sailor, who has made a resounding success of amusement machines. Brower, via a thoro selling job, captured Arcade locations in a leading Denver theater chain, at amusement parks and in ballrooms.

In the music field, William Storey, likewise an ex-G.I., made a specialty of uncovering unusual locations for his phonographs and in so doing built up a route that today compares favorably with some of the largest in the mountain capital.

A recent survey revealed that there were approximately 40 new operators in the Denver area, most of whom have found at least moderate success.

With new operators and more locations being added by established operators, a natural consequence has been a shortage of skilled servicemen. The report is the same in all three fields, at both the operator and distributor level: "Reliable, skilled servicemen are impossible to get."

As a result, most operators simply dig in, spend long, extra hours doing their own repair work. Almost every distributor has added additional service personnel and the call is out for more.

And most distributors report a backlog of repair work that would last for several months if nothing new came in.

As might be expected, expansion also introduced overly enthusiastic applications for credit, especially by the newcomers. And while distributors did not want to risk sales losses, it became customary practice to study each operator's possibilities carefully, even assigning an expert from the staff to do the job. In an effort to hold credit within practical limitations. Altho this practice may have occasionally resulted in disappointment on the part of young applicants, in the long run it means better relations and better business all the way around, declare distributors.

But Denver's expansion has also resulted in far more efficient operating methods, from the smallest operator to the largest distributor. New bookkeeping systems which detect more accurately what record numbers are attracting play and which are not, plus detailing the ratio between operating expenses and profits, are being used by operators and they're being guided accordingly.

According to Mike Savio, of Draco Sales Company, the greatest coin machine expansion has been in amusement games. This, he feels, is because the novice feels that amusement games are easier to handle, require less technical skill and represent a smaller initial investment.

UMO Confab Set Nov. 7

DETROIT, Nov. 5.— Music operators in the Motor City will meet at the United Music Operators' of Michigan headquarters in the Fort Wayne Hotel Monday to discuss the recent article which appeared in Reader's Digest, entitled "Racket in the Juke Box." Plans for continuing the association's teen-age public relations program were to be aired along with local operating problems.

A board of directors meeting will precede the general confab.

In a letter to all juke box operators in the State, Roy Small, conciliator of UMO, urged both members and non-members to attend. Guest speaker at the meeting will be Joseph A. Cassese, of the law firm Cassese, Small & Ackerman, which represents UMO.

EDITORIAL

A Grass-Root Need

The executive board of Music Operators of America, meeting in Chicago this week to discuss future plans for the association, faces two chief questions of long standing: public relations and taxes.

Handicapped by a lack of funds, and also because most of its effort has thus far been—and will continue to be—devoted to fighting national legislation, MOA has not yet been able to offer juke box operators the amount of expert help they need to fight State and local taxes and to provide them with a permanent, continuing public relations program.

To a large extent, public relations and taxes are closely interrelated. State and local legislators cannot easily be convinced of the unfairness of confiscatory taxes they levy unless they fully understand the nature of the business they are taxing. And that's where public relations comes in.

Nat'l Vs. Local Plan

The network radio show recently launched by MOA will surely do much to further the cause of the juke box operator. But, as MOA would be the first to admit, it is not nearly enough.

Public relations at best is basically a grass-roots proposition. For an industry especially composed of thousands of small businessmen, the majority of whom are located in small and medium-sized towns, public relations consists primarily of making one's self and business known, respected and understood among the townspeople.

Public relations for the juke box operator particularly is primarily a matter of community relations.

There is, of course, a need for providing the press at large with the real facts concerning the juke box industry and the men who compose it.

But we believe that no amount of national public relations efforts will be able to match what face-to-face contact will do inside a community itself.

Nat'l vs. Local Plan

If operators in any particular town are known and respected, if what they do as businessmen is understood, if their problems as small businessmen are recognized clearly, any amount of unfavorable publicity given the industry nationally will not damage them, and no amount of national public relations can duplicate their accomplishment.

Moreover, under those conditions, their battle for fair local and State taxes is already half won.

The current success enjoyed by MOA in its membership drive augurs well for the association and the services it should be able to offer operators.

Each operator in the U.S. owes it to himself to join MOA for the benefits it can offer him. By joining MOA he can be a long way toward solving his two major problems—public relations and taxes.

Columbia Maps New EP Sales Approach

• Continued from page 16

tered cases has the figure gone higher than 50,000.

Columbia, meanwhile, has set its artist and repertoire staff on a search for suitable EP material for the incentive-price disks. It is expected that about two titles a month will be released during the experimental period.

For juke box operators, Columbia next week will release an EP featuring its newly acquired artist Joe Loco in a package of four Christmas tunes. Fifty thousand copies have been earmarked for sale to coin phono sources at a special introductory price of 49 cents, in contrast to the regular price of 86 cents. The operator disks, however will not be issued in hard jackets.

Any sales subsequent to the initial 50,000 will be at the regular 86-cent price.

Columbia thinking is that greater use of EP's by operators generally is in the works as the Seeburg 100-

record machine gains wider distribution. Seeburg execs are known to have discussed the problem of repertoire with the diskery brass on past occasions and their estimate of the potential undoubtedly affected Columbia's thinking.

Operators wishing to purchase the "retail" incentive EP's will pay the same 65 cents each as dealers. None of the latter will be issued in plain jackets.

SHERIFF DON'T ALLOW PIANO PLAYING HERE

WICHITA FALLS, Tex., Nov. 5.—If Hollywood ever decides to make a movie in this city about the good old Texas days, it's going to have to film the tavern scenes with a juke box in the background if it wants any music. Sheriff Weldon Bailey "don't allow piano playing around here."

Sheriff Bailey says piano music in taverns draws undesirable. However, the sheriff's order said nothing about juke boxes. Nearly every tavern has one.

While Sheriff Bailey, a six-footer, admits there is no law against pianos in night spots, he does discourage their use. One tavern owner related that the sheriff told him "that if he wanted to keep the piano it was perfectly all right, but that he would send over a deputy with a couple of big pistols to make sure that no undesirable started to make trouble." The tavern keeper decided a two-gun deputy would discourage business, took his piano out.

Digest Juke Article Stirs Industry Fire

CHICAGO, Nov. 5.— The Reader's Digest drew heavy fire from representatives of the automatic phonograph trade this week as a result of its recent article, "Racket in the Juke Box."

Letters to DeWitt Wallace, editor of the Digest, and to Lester Velie, author of the article, pointed

out "the injustices, the half-truths, the harm the article had done, and demanded redress."

The action was touched off by an open letter to Wallace by W. D. Littleford, publisher of The Billboard, which appeared in the September 29 issue. Littleford's letter was also mailed to leading newspaper editors thruout the country.

John Haddock, president of AMI Inc., and C. T. McKelvy, general manager of the J. P. Seeburg Corporation, notified The Billboard this week that they were in accord with Littleford's forceful reply to Wallace.

In Minneapolis, operators and distributors were highly indignant, asserting "the story is misleading and unjust, because it referred to Herman Paster as one of the the juke bigwigs in this area."

Declared one distributor: "Herman Paster never was, isn't and never will be the top man in our industry in this territory."

Another said: "The article threw Herman Paster's name in as a 'red herring.'" And a third distributor stated: "There is no union in this territory to dictate anything to operators or jobbers. Reader's Digest owes us an apology. I believe some action should be taken to make this publication retract its reference to our area."

(Continued on page 158)

CORRECTION

CHICAGO, Nov. 5.—In an article headed "One Location Rate Key to Op Security" in the October 8 issue, The Billboard erroneously attributed certain statements to "Dick Steinberg, a director of Music Operators of America and an official of the Music Guild of America." Altho Steinberg is an executive of both organizations, the statements first appeared in an article in the Music Guild, a weekly bulletin of which he is editor and publisher, and were not based on any statements made to The Billboard by Dick Steinberg. The Billboard wishes to correct any erroneous impression that this inaccurate reference may have caused and to apologize for any embarrassment Dick Steinberg may have suffered.

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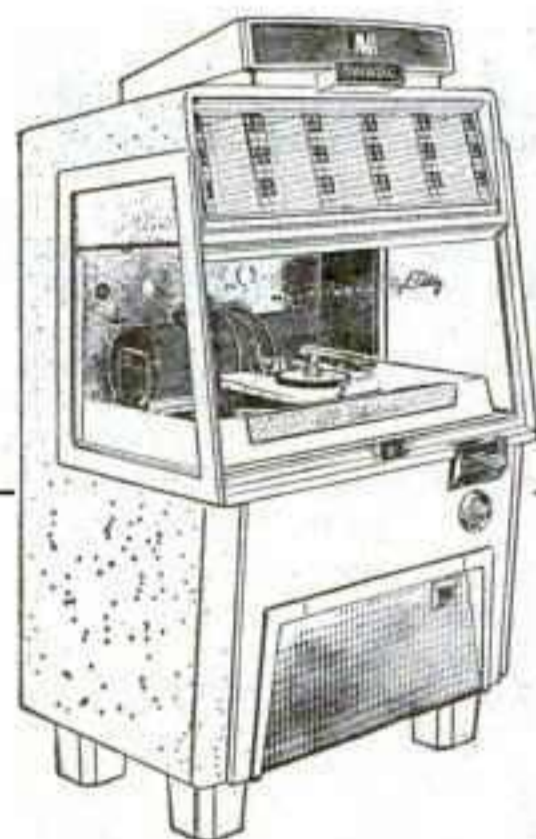


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COINMEN YOU KNOW

Chicago

By KEN KNAUF

THREE COIN MEETS HERE THIS WEEK. With three big coin machine meets in town this week, operators, distributors and manufacturers from all parts of the country began converging here this weekend. Starting Sunday (6) is the National Automatic Merchandising Association annual convention at the Conrad Hilton Hotel and the National Coin Machine Distributors' Association meet at the Morrison Hotel. Beginning Tuesday (8) is the Music Operators of America executive meeting at the Morrison Hotel.

Ralph Sheffield, Genco Manufacturing & Sales Company director of sales, celebrated his 17th wedding anniversary Wednesday (2). . . . Art Weinand, Williams Manufacturing Company sales manager, said the second release of the Jolly Joker game has begun, and the Deluxe Bank Pool game is going good. . . . Bill Coan Jr., of the J. H. Keeney & Company vending machine staff, is readying three new Keeney venders for the coming NAMA show; Paul Huebsch, general sales manager, at the same time, has three different models of coin pool games coming off the lines.



9 RECORD LABELS VIE FOR JUKE TOP 10 LIST. Competition has become so keen that multiple versions for a single tune is common. Fighting for top 10 honors are 17 record manufacturers, 44 artists and 46 different versions. (Page 70, The Billboard, November 5.)

OPS, DISTRIBS HIT HIGH PRICES ON NEW GAMES. The poll by The Billboard showed fast depreciation cuts net, as ops and distrisbs seek more low-cost new-type games. (Page 69, The Billboard, November 5.)

NATIONAL BULK PRODUCT AD TIE-IN SEEN AS SALES BUILDER. Ops cite candy, gum, nut firms' aid need to open better outlets. Tell of building bulk operations in huge chains, giant supermarkets, etc., without suppliers' aid. (Page 74, The Billboard, November 5.)

GAMES HIT FALL PEAK. With production in full swing, a dozen new models were introduced by manufacturers during October, bringing the year's total of new games to 95. Shuffle games are still most popular game with the new coin-operated pool games rising rapidly. (Page 69, The Billboard, November 5.)

OPS IN JUKE BOX, VENDING FIELD BOOST SALES WITH PUBLIC RELATIONS. Efforts of the Music Operators' Association of St. Joseph Valley in Indiana to bring better music to public get big play in daily paper. St. Louis op combines trademark with route work to increase juke fans. Trio of hard-working Canadians built 200-unit vending route in year, stressing service and quality products. (Pages 69, 70, The Billboard, November 5.)

4 MFRS. BOW POOL GAMES FEATURING 3-SIDE PLAY. New units designed to take up less space on location are more suited for small outlets. (Page 82, The Billboard, November 5.)

'Love Is Thing' Chosen by Ops On Radio Show

NEW YORK, Nov. 5.—For the second successive week, the Four Aces' version of "Love Is a Many-Splendored Thing" on the Decca label was chosen as the favorite disk of the nation's juke box operators.

The selection was made tonight (5) on "National Juke Box," the Music Operators of America-prepared program which is a regular Saturday night feature on the ABC radio network.

George A. Miller, MOA president, presented Roger Williams' "Autumn Leaves" on the Kapp label as the West Coast regional favorite, with Les Paul and Mary Ford's "Amukiriki" on Capitol as the most promising tune.

Eastern Selections

Albert S. Denver, president of the Music Operators of New York, introduced the selections of the East Coast operators. They were "Moments to Remember" with the Four Lads (Columbia) as top tune, and Russ Morgan's "Dog Face Soldier" on Decca as the most promising record.

Representing the Southwest and Midwest, J. Harry Snodgrass, Albuquerque, N. M., operator, presented Billy Vaughn's "Shifting, Whispering Sands" on Dot as the regional favorite, with Patti Page's "Croce Di Oro" on Mercury as most likely to succeed.

W. Va. Assn. Pres. Named MOA Director

OAKLAND, Calif., Nov. 5.—J. A. Wallace, president of the West Virginia Music Operators Association, has been named a director of Music Operators of America, George A. Miller, MOA president and general business manager, announced this week.

The appointment was made during the West Virginia association's annual convention and banquet.

Miller also announced that 19 of the 21 executive officers of MOA would be on hand for the board meeting in Chicago, November 8-10.

Juke Anti-Trust Action Drags on

CHICAGO, Nov. 5.—Thomas Kerr, assistant local federal anti-trust chief, said this week that the federal grand jury investigation of the juke box industry would continue thru December.

The grand jury is investigating charges of monopolistic practices within the industry.

Kerr said that altho no hearing dates had been scheduled, he expected witnesses to be called sometime during November and December. The last grand jury hearings were held October 7.

Subpoenas will continue to be issued for both local and out-of-town operators, he said.

UJA Names Bond For High Berth

BOSTON, Nov. 5.—David S. Bond, head of the Trimount Automatic Sales Corporation, has been named chairman of the Business Men's Council of the Combined Jewish Appeal of Greater Boston. Trimount is the Seeburg outlet in Boston.

Bond had served previously as chairman of the CJA vending division and as section chairman.

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.

November 6-9—National Automatic Merchandising Association, annual convention, Conrad Hilton Hotel, Chicago.

November 6-9—Popcorn and Concession Industries' Convention and Exhibition, Morrison Hotel, Chicago.

November 8—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

November 8—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton Gibson, Cincinnati.

November 8-10—Music Operators of America, executive meeting, Morrison Hotel, Chicago.

November 9—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.

November 10—Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.

November 10—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline, Mass.

November 12—Kansas Music Association, election meeting, Kansas City.

November 14-17—American Bottlers of Carbonated Beverages, 37th annual convention, Miami Municipal Auditorium, Miami.

November 16—Automatic Equipment & Owners' Association of Indiana, monthly meeting, Association headquarters, Gary.

November 16—Music Operators' Association of St. Joseph Valley, bi-weekly meeting, offices of Carl Zimmer Company, South Bend, Ind.

November 21—Central States Phonograph Operators' Association, monthly meeting, offices of Les Montooth, Peoria, Ill.

November 21—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

November 27-30—National Association of Amusement Parks, Pools and Beaches, annual convention, Hotel Sherman, Chicago.

December 5—United Music Operators' Association of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

December 5—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

Digest Article Stirs Industry

• Continued from page 156

Dick Steinberg, editor and publisher of the Music Guild, as well as a director of Music Operators of America, points out in an editorial in his weekly bulletin that the Reader's Digest article, tho certainly a one-sided and misleading story emphasized "the need for a public relations campaign supported by all operators, distributors and manufacturers."

Steinberg urged the executive committee of Music Operators of America to discuss the possibilities of adopting a public relations campaign during its meeting in Chicago, November 8-10.

Because of The Billboard's editorial stand on the Reader's Digest article, carbon copies of several of the letters sent to Wallace and Velie were also directed to The Billboard's coin machine department. One of the letters, from the United Music Operators of Michigan's conciliator Roy Small, follows:

"Mr. DeWitt Wallace, Editor
The Reader's Digest
Pleasantville, New York

"Dear Mr. Wallace:

"The November, 1955, issue of Reader's Digest is guilty of misrepresentation, wherein you published a juke box story that does not give the true picture of the juke box business in Michigan and especially in the Greater Detroit area and our trade association.

"The general purpose of our organization is to promote good public relations between juke box operators, the public, and the operators themselves. Under separate cover we are sending a booklet of reprints of our published activities which will bear out this statement.

"To join our organization an operator must be licensed under local ordinances. In order to be licensed he must pass a test of good moral character and this, therefore, screens out racketeers.

"Racketeering conditions in the juke box business do not exist in Michigan and especially in the City of Detroit as your incomplete story implies. The laudable accomplishments of the United Music Operators of Michigan during the past one and one half years, have been acknowledged and praised by public officials, the daily press and trade papers.

"The majority of juke box operators are honest small businessmen who have one or two employees and in many cases their business is not big enough to support any

employee and they do all of their own work. These are the innocent people your 'Juke Box Racket' story has damaged the most, and we believe you will want to do everything you can to correct this situation now that we have brought it to your attention.

"We request you to examine our files to investigate our organization and use the material we are sending you as a basis of a true story of the honest juke box operator who has been used too often as a whipping boy.

"We urge you, as a matter of fairness, to call to your readers' attention the present day enviable reputation of the United Music Operators of Michigan. You should give equal publicity to the recognized good efforts of our ethical organization. It is important that we know your attitude in this matter, and the earliest possible publication date of an explanation. Should you feel that no explanation is due to the public as to our organization, our attorneys Cassese, Small & Ackerman, have advised us that we have grounds for a damage action in the Federal Court.

"Very truly yours,

"Roy Small,
Conciliator and Public Relations Counsel."

AMI in Philly Hi-Fi Show; Gets IHFM Nod

PHILADELPHIA, Nov. 5.—AMI, Inc., launched into its fourth high-fidelity music-showing yesterday, exhibiting its automatic phonograph equipment and home hi-fi phonograph models in the Philadelphia High-Fidelity Music Show at the Benjamin Franklin Hotel.

Similar showings were held by AMI at the Chicago and Boston hi-fi shows and at the New York Audio Fair all last month.

Meanwhile Bill FitzGerald, advertising and sales promotion manager of AMI as well as the man in charge of the firm's participation in these showings, announced this week that AMI had been admitted membership in the Institute of High Fidelity Manufacturers, a non-profit organization founded to promote high fidelity.

IF YOU MISSED READING THE NOVEMBER 5 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

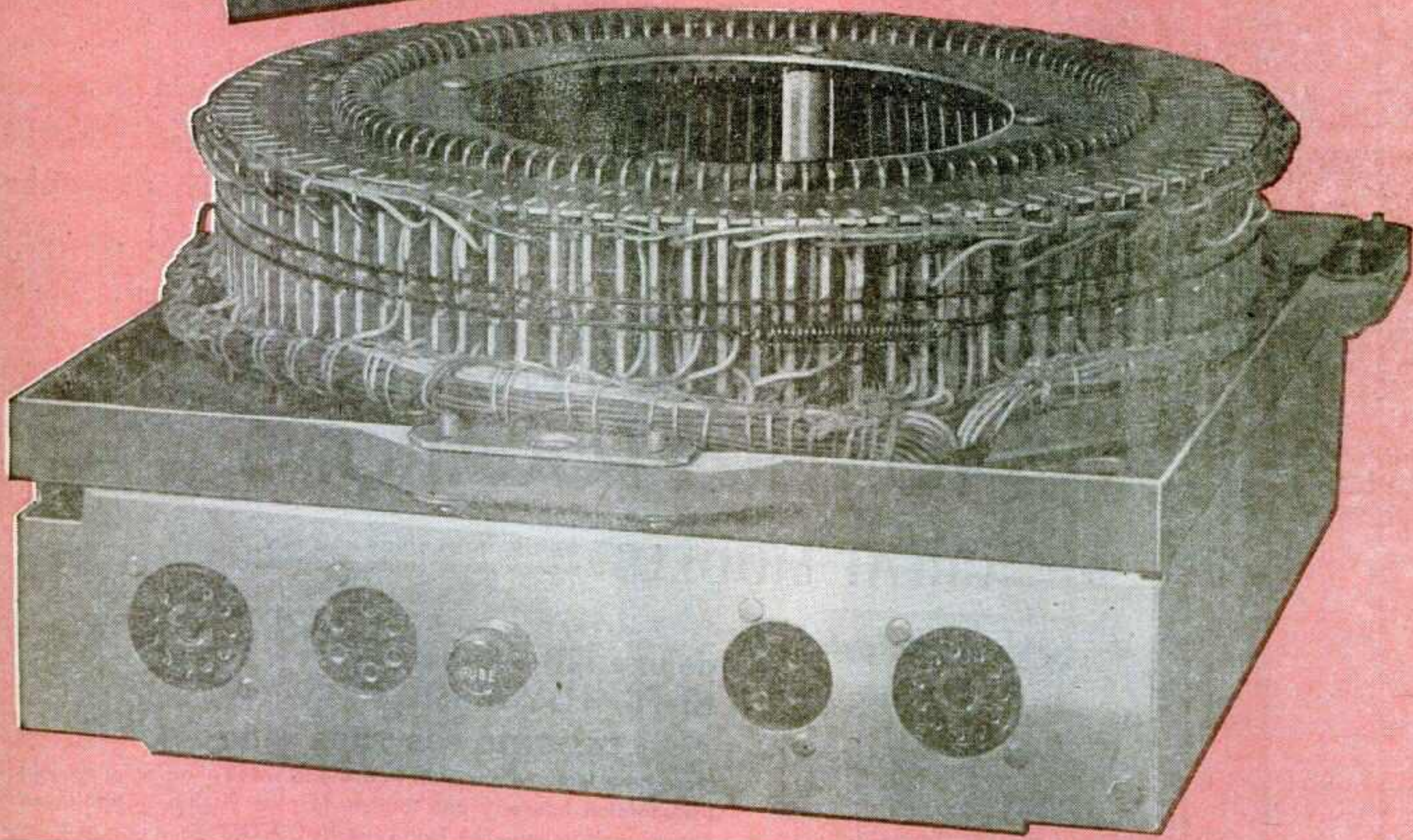
A CONTINUING STORY OF



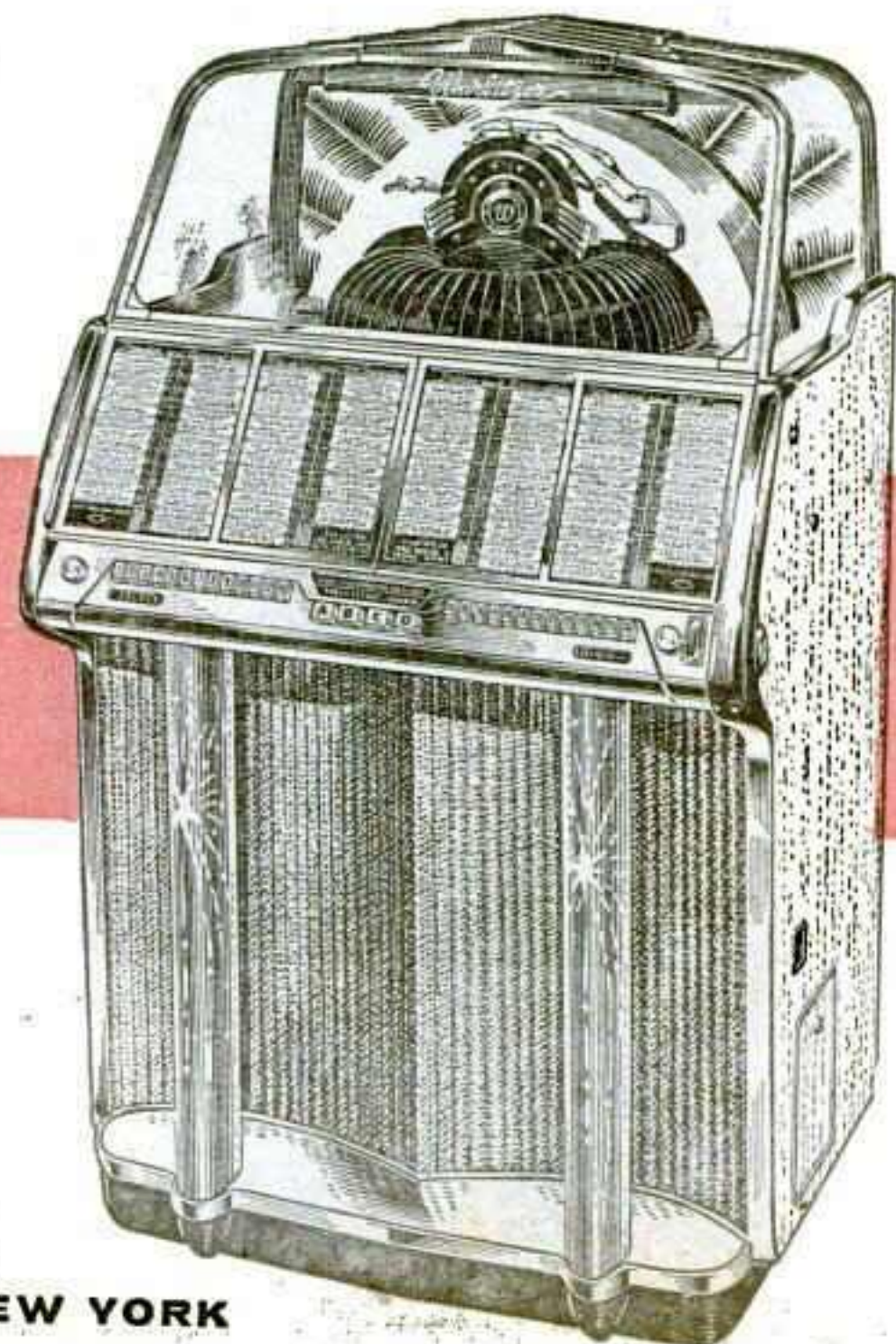
Leadership in Action

A New High in

SELECTOR SIMPLICITY



Two years of operation in tens of thousands of locations have proved the Wurlitzer Carousel the simplest, surest changer ever incorporated in any juke box. Contributing to its enviable record for trouble-free operation is the sturdy selector unit. It delivers the plays the public picks accurately and quickly . . . one more example of Wurlitzer quality engineering.



Wurlitzer 1800

**THE YEAR'S TOP PHONOGRAPH
IN BEAUTY - IN TONE - IN EARNINGS**

See It -- Hear It -- Buy It
at your Wurlitzer Distributor

E RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
Established 1856



YOU MAKE MORE MONEY

WITH

ROCK-OLA

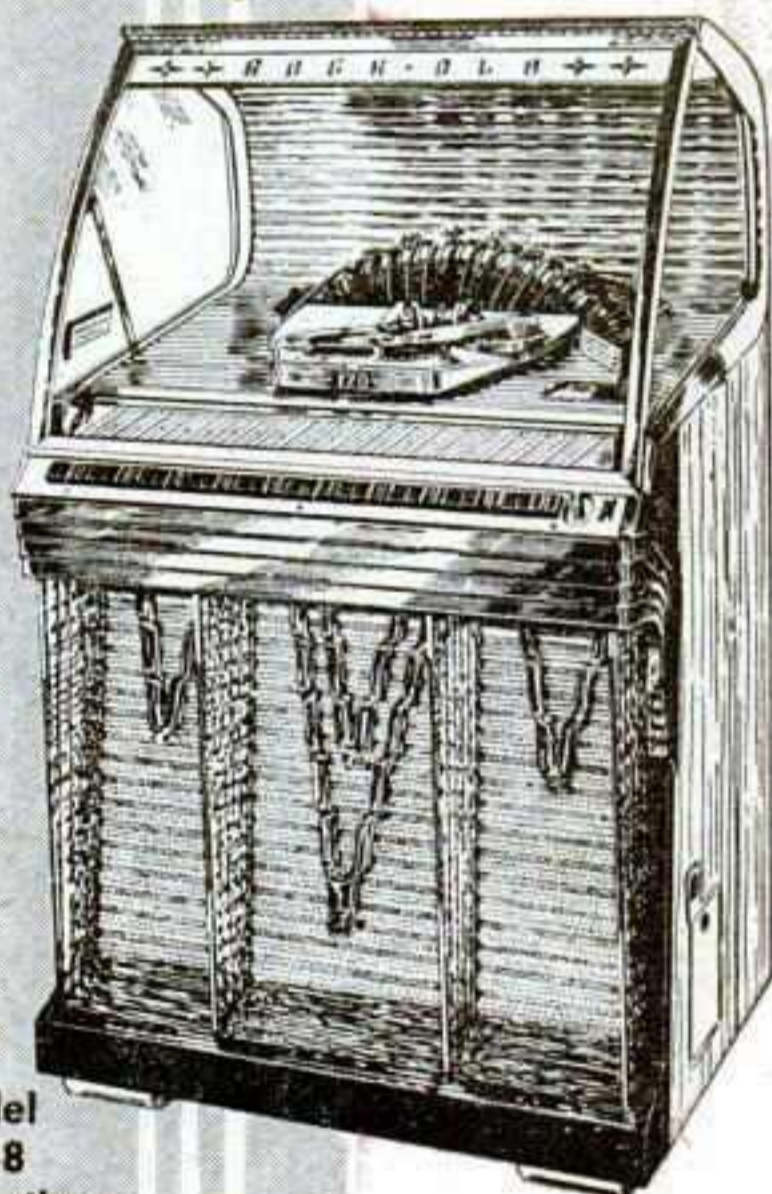
50 and 120 Selection HI-FIDELITY Phonographs

JOB-TAILORED TO YOUR LOCATIONS



TWO GREAT MODELS—

WORTH MORE WHEN YOU BUY
WORTH MORE WHEN YOU TRADE



Model 1448
120 Selections

Model 1448

deluxe 120 Selections
HI-FIDELITY MUSIC

DESIGNED FOR YOUR TOP LOCATIONS

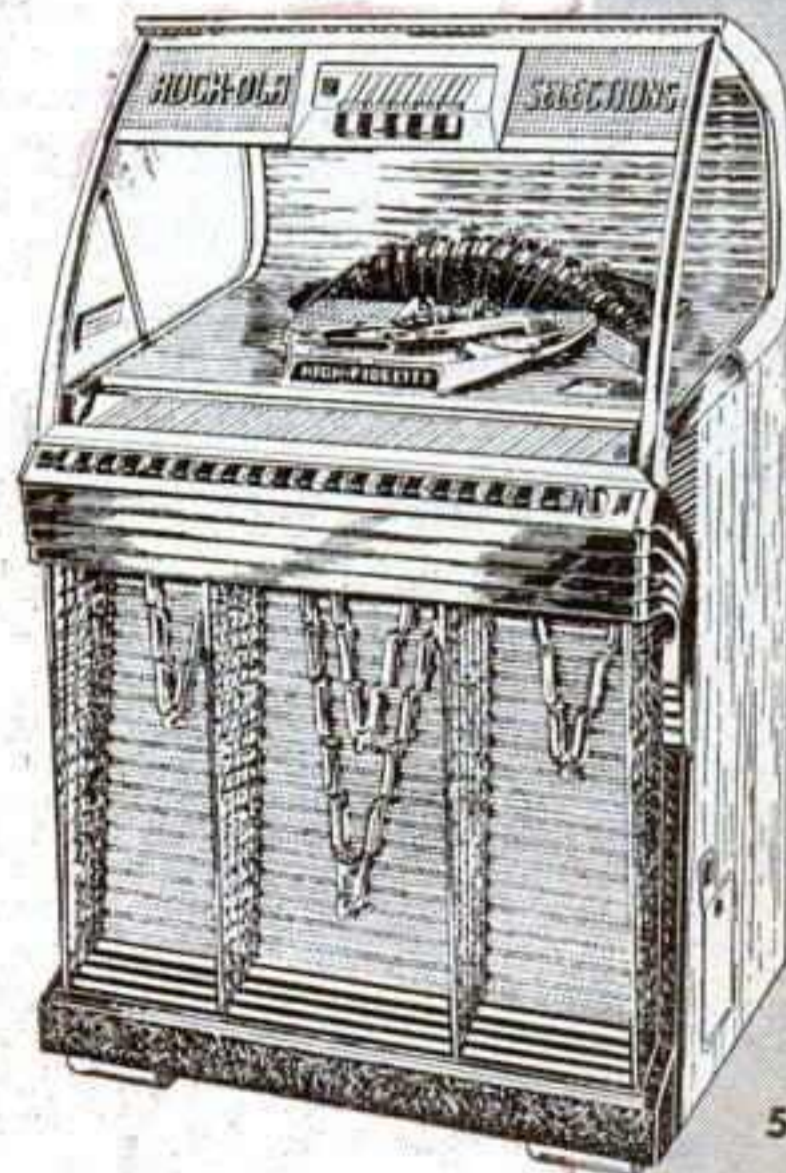
More new features are built into Model 1448 than were ever before incorporated into any one model—to give you the world's greatest phonograph value—The True-Tone HI-FIDELITY Amplifier and Component HI-FIDELITY Speakers (largest in the industry) combine to produce the finest HI-FIDELITY tones yet achieved. The Robot Record Arm assures an even, uninterrupted flow of music regardless of jarring or outside interference. The Play Proven Accumulator and HI-SPEED Selector Panel permit faster play, greater revenue and the world famous ROCK-OLA trouble-free mechanism means longer life and service-free operation, and that means **GREATER PROFITS FOR YOU.**

A N D

Model 1452

Standard 50 Selections
HI-FIDELITY MUSIC

Model 1452 is designed for locations requiring only a limited number of selections as in areas where "country music" is all the rage or in college centers with a demand for the latest hit tunes, but demanding the finest in HI-FIDELITY MUSIC. Model 1452 has all the same outstanding features as Model 1448 except for the smaller record storage and playing capacity.



Model 1452
50 Selections

SEE YOUR ROCK-OLA DISTRIBUTOR or write direct to: **ROCK-OLA MANUFACTURING CO.**
800 N. Kedzie Ave., Chicago 51, Ill.

YOU MAKE MORE MONEY

WITH

ROCK-OLA

50 and 120 Selection
HI-FIDELITY
Phonographs



MODEL 1452

50 Selections

TOPS IN THRIFT

COSTS LESS TO BUY—

COSTS LESS TO OPERATE—

Smaller record storage and playing capacity permits lower selling price, means lower maintenance and upkeep — yet Model 1452 is the equal in every other respect to its famous big brother, the Model 1448 deluxe HI-FIDELITY Phonograph.

FEATURES

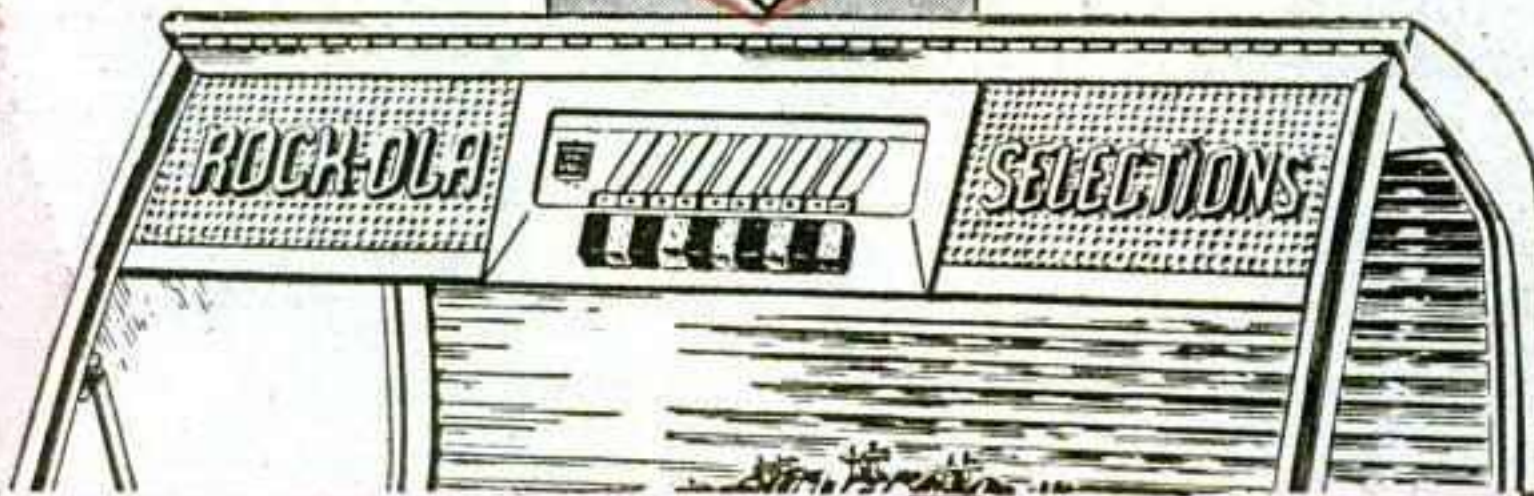
THE INTERNATIONALLY POPULAR TOP HIT TUNES OF THE WEEK

UPPER SELECTION PANEL PERMITS LOCATIONS TO DISPLAY PROMINENTLY THE TOP HIT TUNES EACH WEEK—
UP PLAY—

INCREASES



STIMULATES AND SPEEDS
PROFITS



SEE YOUR ROCK-OLA DISTRIBUTOR or write direct to: ROCK-OLA MANUFACTURING CORP.
800 N. Kedzie Ave., Chicago 51, Illinois

COINMEN YOU KNOW

• Continued from page 154

spending a lot of time looking at new music machines. He likes the fact that new models are equipped for dime play and says he has purchased several. . . . The five snack bars recently opened at Maryland University by C. B. Macke Corporation are doing well, says Sid Lotenberg, even tho classes have been in progress only several weeks. Lotenberg says it is partly due to increased student activity and the fact that Macke can supply food for 24-hour service. Lotenberg adds that Macke is continuing to test new machines.

Miami

By RAOUL SHAPIRO

DELEGATION TO ATTEND NAMA SHOW. With many operators and distributors prepping to attend the NAMA convention in Chicago next week, activity has slowed down here. Up to this time the following are planning to attend: Willie Levy, Mellow Music Company; Ted Bush, Bush Distributing Company; Sam Taran, Taran Distributing Company; Harry Zimand, Acme Music Company; Joe Mangone, All Coin Amusement Company, and Willie Blatt, Music Makers. Blatt will also attend an executive board meeting of the MOA while in Chicago. Seems the main worry of those planning to go is where to get warm clothing to combat the Northern climate.

Operators up and down the State are not to happy about collections. Red Gurkin, Belle Glade Music Company, not only complaining about business, but got himself a dilly of a cold to boot. Red says he doesn't know whether he is more miserable over collections or his cold. . . . Marvin Turner, of Palm City Music Company in Fort Meyers, not too happy over business.

Locally, Bobby Schwartz, of B&B Vending, says the Beach is very quiet. . . . Harry Zimand, of Acme Music Company, says he still manages to have a wide grin at all times. . . . One guy who is not complaining is Norman Rogers, of R&S Music. Norman says collections are down a bit, but so what. Everything must have its ups and downs, and with so many tourists beginning to come down business is bound to improve.



ONLY THE BILLBOARD —

among over-all entertainment weeklies—is a member of the
AUDIT BUREAU OF CIRCULATIONS.

. . . Morris Marder, of M&M Service, is another one who says collections aren't bad. . . . With delivery of the Seeburg V 200 to operators, everyone seems to be shopping around for EP's. Everyone questioned here says he intends to operate on straight dime play. With many machines set out last week, everyone is interested to see what collections will be on dime play.

Cherri Leiber, wife of Marvin Leiber, of Pan American Distributing Company, has taken upon herself the task of raising a foster child until a proper home can be found for the tyke. Considering Cherri has a little one of her own, and pitches in at Pan American once in a while, it's amazing that she is willing to sacrifice every moment of her spare time to do such wonderful work. . . . Congratulations to Ed Mercer's mother, who celebrated her 89th birthday. Ed made a trip to St. Petersburg, where his mother resides, to help her celebrate. May there be many more of them, Mrs. Mercer. . . . Vaughn Shivley, for many years in the coin machine business and now connected with a finance company, wants to say hello to his many friends in the industry.

Detroit

By HAL REVES

FIRMS CHANGE LOCATIONS. Clarence F. Codling, formerly of Ferndale, who operates a route of amusement games in suburban locations, now has his headquarters in Birmingham. . . . Michael Benson, who heads the Michigan Nickel Company with one of the most diversified routes in the amusement field in this area, has moved his business, formerly in northwestern Detroit, to the down river suburb of Ecorse. . . . Clarence Sharpe, who operates a suburban music route as C. Sharpe Music with headquarters in Wyandotte, is also operating a route of games in suburban locations. . . . Edward L. Carlson, whose career in the coin machine business here goes back some two decades, is now operating as Carlson Music. . . . A newcomer in the phonograph record stock room at Angott Music is Bill Jones, who is taking the place of Gene Heneks, now out on the route as collector.

Joseph Brilliant, of Brilliant Music, took off for Lansing, Mich., Tuesday (1) for a business trip. . . . Harold Conn, of C & C Music, will soon be back on the job operating his music machine routes. He had been hospitalized for a gall bladder operation and is now at home recuperating. . . . Dale Sauve, of Sauve & Son Distributing Company, wasted no time bagging his catch during the pheasant hunting season. Young Sauve spent opening day at his father's farm in Fair Haven, Mich., and brought home three birds. . . . A new corporation has been set up here to operate vending machines, but Abel Selburn says that the firm, Industrial Vending Service, Inc., is still so new and in the process of organization that the type of merchandise and of locations has not yet been decided. Selburn is acting agent for the firm.

Exhibit Bows New Features On Pool Games

CHICAGO, Nov. 5.—The new Exhibit Supply coin pool game, Skill Pool '84', which can be played from either three or four sides, has been spruced up with added design features.

Three large levels have been sunk into the playfield. Because they are set in this way, rather than into the rails, the playfield is leveled even tho the rails may be slightly out of line.

The company has solved the lighting problem by building a light fixture into one of the pins in the center of the table.

The table top has been made into a one-piece hinged top. The top is simply lifted for easy servicing, eliminating the need of removing rails or rubber.

For ball delivery, "railroad track" ball troughs insure a free-run of the balls to the end of the trough. In addition, the tables are now furnished with built-on cigarette holders that protect the rails and playing fields from cigarette burns.

GRANADA, Minn., Nov. 5. — A milk vending machine with a 400-bottle capacity has been installed at the local school here in an effort to increase students' consumption of milk. Installed by the Winnebago creamery, it is the first vender to be used in a school in this area.

Always the Leader--BUT NOW WAY IN FRONT!

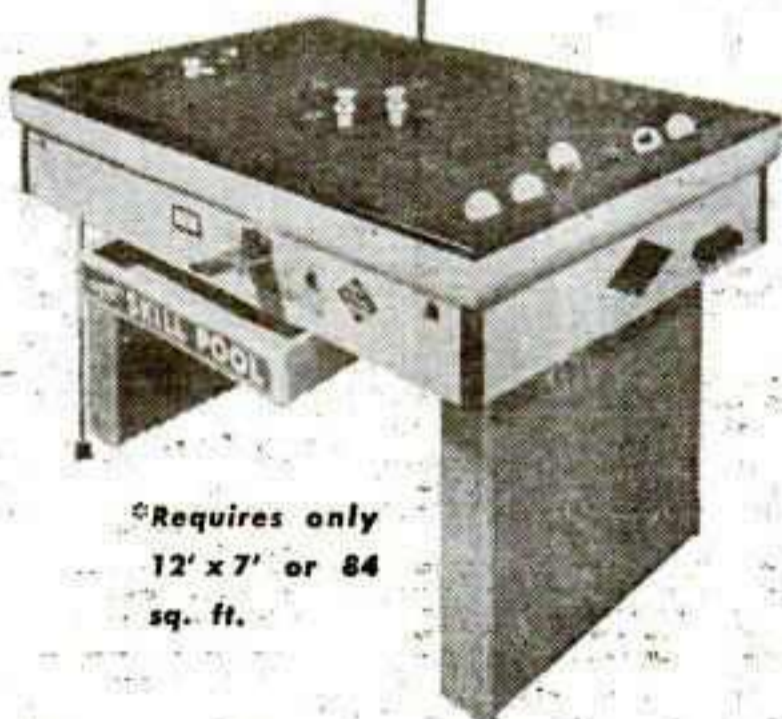
EXHIBIT

Optional 3-Sided Play

SKILL POOL

84 DELUXE

LOOK WHAT'S BEEN ADDED To Make the #1 POOL GAME EVEN BETTER'N EVER!



Requires only
12' x 7' or 84
sq. ft.

**LIGHTING
FIXTURE**

New, Out-of-the-Way
LIGHTING FIXTURE
does not interfere
with play!

**3 PLAYFIELD
LEVELS**

Sunk into the playfield for fast,
reliable easier leveling of table.
Insures that playfield is level
for true play!

**HINGED
TOP**

For easy, speedy servicing!
Lifts right up without effort.

PLUS 5 BIG ADDITIONAL FEATURES!

- **NEW**—"STA-KLEEN" CHEAT PROOF, SILENT BALL RUNS!
- **NEW**—DECORATED CABINET—The best looking in the business!
- **NEW**—LARGER, "10 - BALLS - GUARANTEED - EVERY-TIME" BALL TROUGH!
- **NEW**—CIGARETTE HOLDERS ON THE TABLE—protects rails and playing field!
- **NEW**—OPERATOR SERVICE CARD FRAME—Built In! Always handy. Never out of place!

Separate Instruction Sheets for Regular Play and for 3-Sided Play!

THE EXHIBIT SUPPLY CO.

Established 1901

4218 W. LAKE ST.

CHICAGO 24, ILLINOIS

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Organized Coin Pool Game Play Begins in Wis.

MILWAUKEE, Nov. 5.—Milwaukee coin machine distributors report that the bulk of their coin-operated pool game sales are being made to operators in areas outside of the Beer City.

Strongholds of the pool game trend are said to be in the northern and the southern parts of the State. In the Racine-Kenosha area, where interest in shuffleboard play has been kept alive much longer than most areas in the entire nation thru league play, several operators have instituted organized pool game competition as well.

Chuck Miller and John Anderes, both operating in the Racine-Kenosha sector, report their new pool game loops thriving.

Up in the Wausau, Stevens Point, Merrill district news comes from coinman Dewey Wright that coin-operated pool game leagues have been added to the already established shuffleboard leagues, and that both are doing well.

Gold Medal Buys Cough Drop Mfr.

NEW YORK, Nov. 5.—The Gold Medal Candy Corporation has acquired Cocilana, Inc., Brooklyn, maker of Cocilana and M.D. cough drops and Dimhill hard candies.

The acquisition will operate as the Cocilana division of the Gold Medal Candy Corporation and will continue manufacturing in its current plant.

Gold Medal officers will head the division, with Hy Becker as executive vice-president and Tico Bonomo as secretary.

NCMDA to Host

Continued from page 149

matic Sales Company, San Francisco; Ron Rood, Rood Distributing Company, Orlando, Fla.; Max Hurvich, Birmingham Vending Company, Birmingham; John Bilotta, Bilotta Distributing Company, Newark, N.J.

Joe Mangone, All Coin Amusements, Miami; Ted Bush and Ozzie Truppman, Bush Distributing Company, Miami; Wally Finke and Joe Kline, First Coin Machine Exchange, Chicago; Sam London, S. L. London Music Company, Milwaukee; Bill Marmer, Marmer Distributing Company, Cincinnati; Jack Bess, Roanoke Vending Machine Exchange, Inc., Richmond; Hy Branson, H. M. Branson Distributing Company, Louisville.

Don Moloney and Mac Brier, Donan Distributing Company, Chicago; K. A. O'Connor, O'Connor Distributors, Inc., Richmond; Ed Ravreby, World Fair, Inc., Allston, Mass.; Ben Axelrod, Morris Novelty Company, St. Louis; Kenneth Brake, Rock City Amusement Company, Nashville; Bill Miller; Sam Solomons; Mike Stewart; Charles Robinson; J. Brown; Charles Kaglas; A. R. Koupal; Sam Kolber; Joe Robbins; Sam Kaufman; Will Pound; Louis Bennett; Harvey Carr, editor of The Coin Machine Journal; Hilmer Stark, general manager, coin machine division, The Billboard, and Bob Dietmeier, editor, coin machine division, The Billboard.

OLD CHI GAME UNION OUT; JUKE UNION TAKES OVER

CHICAGO, Nov. 5.—A new membership drive has begun by the local juke box union, Electrical Workers' Local 134, AFL, to recruit members in the amusement games field here. A number of Chicago games operators have already joined the union.

The membership drive is reportedly under direction of Tom Smith, with headquarters at 600 West Washington Street.

The Automatic Equipment & Coin Machine Service and Repairmen, Local 3, an independent union, which began its membership drive last April, was reported this week no longer in existence in Chicago. The union had attempted to organize members of the amusement games industry here.

Coin Pool Game Boom Sweeps Country; Boosts Op Net Takes

Continued from page 149

ing what they feel are two very desirable ends: First, they are buying them because of the climbing costs of regular pinball games, and secondly, they report that in many instances this new type of equipment is sparking considerable play in locations that have previously been considered unprofitable.

Detroit area operators appear convinced that the pool games are here to stay—based upon the solid experience of the Belgian pool games which did a substantial business here for about a dozen years, prior to and during World War II.

Pittsburgh sources report pool games are supplementing games already on location and are creating new business. Distributors and operators like the low-priced items; they are easier to sell, operators are more satisfied with them, accounts receivable are fewer in that it is easier for the operator to pay for them. They are especially welcome in view of the higher price of shuffle bowlers.

Space Problem

One problem in respect to the games expressed by New England operators and distributors was the matter of placing them because of the space required to accommodate them. But a number of operators here have cleared out old machines in order to take care of the more attractive new pool games. The low cost of the games has proved a big selling factor with operators, as has the low repair bills encountered with the games' simple mechanisms.

From the profit standpoint the machines are finding great favor in the New England area, with grosses mounting steadily in the past few weeks. Reports of takes ranged all the way from \$20 per week to \$100, depending on locations. Bob Jones, sales manager of Redd Distributors, who are having great success with the games, credits a good deal of it to the fact that many operators haven't bought new machines for some time and the pool games look like the perfect replacement material.

Low Initial Cost

Jones also pointed to the low initial cost and ease of repair as well as the looks of the machines as having much to do with the demand.

Trimount Automatic Sales Corporation's sales chief, Irwin Margold, reported a terrific demand for the machines, allowing that there was some difficulty in placing them because of space limitations. He commented they looked like steady pieces which would last a long time and bring in steadily mounting grosses for operators.

While most New England operators were not as sure as distributors were of the future of the machines, they are generally well satisfied with results. They were more apt to wait and see what the effect would be on the customer rather than rush into too much investment. Nothing so far has been done here in tournaments or leagues. Bob Jones was of the opinion that they probably would come, but it would not be for some time, since there appeared to be no activity.

Los Angeles Sales

Los Angeles sales on the games have slowed some in recent weeks, tho this is looked upon as a natu-

ral result of what may be an over-producing market. Sales competition on distributor level is exceptionally high, and has remained so for several weeks.

Operator takes from the pool games averaged approximately \$35 per week shortly after the games were first introduced and have since decreased by approximately 15 per cent. Thus far there has been little report of replacement of equipment, tho operators have been replacing parts — bumpers, balls, felt and rails.

General operator opinion in California is that the games have been good for business. As a relatively low-priced piece of equipment, the operator feels that he can recoup his investment in a very short period. Operators agree that the games will see a short period of popularity, tho they believe certain types of locations will always find demand for them. To date no leagues or pool tournaments have been formed in this area.

Some operators have found a number of problems cropping up. The length of time it takes to play a game, with some players adopting defensive tactics, has apparently caused some concern. Tho no operators are using a time-device, there has been some talk on the merits of limiting the time of a game. Breakage of cue sticks, and replacement of parts has been limited, tho spasmodic shortages of some items, such as balls, have worried some operators from time to time.

Milwaukee distributors polled reported that while the sale of pool games is very gratifying, there is not enough margin in them alone to satisfy the sales picture for the long term. "Operators are always looking for something new, and the pool games seem to be the answer right now," reports Sam Cooper, Paster Distributing Company. "We can't get enough of them to satisfy the demand."

Distributor Activity

Several distributors who haven't been very active in the games department have latched on to the pool games as an opening to re-establish themselves in this field by taking on non-exclusive lines. One of these distributors, Sam Hastings, reports that he feels that pool games are going to be around for a long time because of their universal play appeal and lack of mechanical and legal difficulties. Hastings, who operates the pool games along with his distribution set-up notes that he is getting numerous requests for pool game installations from locations that normally did not use coin games.

Red Jacomet, Red's Novelty, Milwaukee, reports excellent results with pool games. After several months of experience with them, Jacomet says they have been leveling off at between \$40 and \$50 per week and holding fairly steady.

Detroit operators are buying the games to add to existing routes, and continue buying, jobbers indicate—evidence that the games are not being moved from one location to another because of drops in takes.

"There will be innovations in the game which will keep it going for years," comments Michael Benson, a past president to the Michigan Miniature Bowling Association. Benson's own experience is significant. He bought 100 pool tables, and finds that they are practically worn out by usage after 15 weeks—but he is well satisfied to replace them with new model pool games, noting the low cost.

General experience of Detroit area operators indicates that grosses are running as good on these games as those which may cost twice as much. Reports from operators indicate average grosses of around \$40 a week—with a net of \$20. In the good locations, the average is up to \$60 a week gross.

In contrast to reports from other areas, Detroit operators consider these games a "plus"—that is, they will go in the same locations with

shuffleboard or bowling games, and not hurt revenue of other games. In fact, since pool is a slow game, customers, while waiting their turn, will play a game on the others to pass the time.

Supreme Bull's-Eye, new	\$100.00
Seeburg Coon Hunt, new	275.00
Williams Jet Fighter, new	275.00
Machines Rebuilt the Munves Way	
Look and Work Like New	
Exhibit Star Shooting Gallery	\$225.00
Sky Fighter, Microscope	110.00
Exhibit Space Gun	125.00
Williams Jet Fighter	175.00
Williams Polar Hunt	395.00
Seeburg Chicken Sam	110.00
Bally Rapid Fire	125.00
Keeney Air Raider	145.00
Chicago Coin Sky Gunner	175.00
Chicago Coin Goalee	95.00
300 Illus. Catalog on Request	

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For route work. Regular hours. Good pay. No drifters.
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OPERATORS, ATTENTION
WE NEED
250 SEEBURG M100A's
for EXPORT
Here is your opportunity to trade M100A's for reconditioned Seeburg Models M100B, BL's and C's.
EXCEPTIONAL DEALS OFFERED
Contact Us Today
Exclusive Gottlieb, Williams, Seeburg, Chicago Coin and Genco Distributors
TRIMOUNT
Remember IN NEW ENGLAND IT'S TRIMOUNT!
40 WALTHAM STREET
BOSTON 18, MASS
Tel: Liberty 7-2400

POOL GAMES
IMMEDIATE DELIVERY AT LOW PRICES

POOL GAME SUPPLIES	
SPECIAL	
United Imperial Bowlers	
\$175.00	
GUNS	
Keeney Sportsman	\$245.00
Keeney Ranger	345.00
Genco Rifle Gallery	200.00

BINGOS	
Surf Club	\$300
Hi Fi	205
Nevada	175
Beach Club	135
Beauty	140
Palm Beach	95
Yacht Club	95
Atlantic City	95
Spot Light	70
SHUFFLE GAMES	
Un. Mars	375
Un. Mer	355
Un. Leader	225
Un. Team	225
Un. League	225
Un. Chief	225
Un. Royal	175
Un. Olympic	95
Un. Classic	135
Un. Deluxe	65
Un. Cascade	85
Un. Targette	265
Un. Comet	300
Genco Match	135
Pool	85
Genco Shuffle Pool	85
Keeney	
Diamond	\$225
Century	295
Domino	115
Carnival	95
10 Player	75
6 Player	75
C.C. Advance	185
C.C. Triple	115
C.C. Double	95
SUPPLIES	
Shuffleboard	Case (12) \$ 3.50
Game Wax	Pucks (Set of 8) 10.00
Fast Wax	Case (12) 4.50
Score Sheets	10 Pads 7.50
Fluorescent Lights	Pr. 22.50
Adjusters	18.50

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NOW DELIVERING NEW REGULATIONS—PIXIE—MARATHON—HUNTER

BINGOS	
ABC	\$ 75.00
Atlantic City	90.00
Beach Club	135.00
Cabana	135.00
Frolics	110.00
Hi Fi	185.00
Havana	175.00
Mexico	195.00
Nevada	195.00
Palm Beach	85.00
Spot Light	40.00
Singapore	225.00
Stars	45.00
Tropicana	250.00
Tropics	150.00
Yacht Club	115.00
Write for special price—immediate delivery— VALLEY BUMPER POOL	
CIGARETTE VENDORS	
Ajax 8-Col. Electric, new	\$125.00
Lehi 12 Col., new	228.00
Super Six, new	115.00
Super Nine, new	155.00
National 930, used	95.00
Electro 8 Col., used	125.00
National 950, used	110.00
PX 10 Col., used	115.00
Keeney Elec., 9 Col.	135.00
PX Electric	85.00
All new Equipment 25¢ or 30¢. All used, completely shopped and refinished with 25¢ and King Size.	
5-Col. Mills Candy	\$55.00
4-Col. Unesada Candy	45.00
Ship. Stamp	23.50
UNITED ALLEYS	
5 Player	\$ 40.00
DeLuxe	60.00
Cascade	75.00
Olympic	85.00
10th Frame	50.00
Chief	225.00
Lightning	350.00
Speedy	295.00
Leader	250.00
League Bowler	210.00
Mars	225.00
Ace	225.00
Royals	135.00
Clipper	Write
C.C. Super Triple	\$365.00
C.C. Triple Score	95.00
C.C. 10th Frame	75.00
MUSIC	
AMI E-120, used	\$495.00
AMI F-90, new	Write
AMI F-80, used	445.00
AMI F-120, used	495.00
AMI F-130, new	Write
COUNTER GAMES, USED	
Advance Shocker	\$15.00
Zigzag Skill	20.00
Pistol Target Skill	15.00
Merc. Grip Scales	20.00
Got. 3-Way Grippers	20.00
Wizard Fortune	15.00
Teller	15.00
Whiz	20.00
Gypsy	18.50
Gypsy Fortune Teller	10.00
S.K. Grip Vee	20.00
Smiley	10.00
Three-of-a-Kind	10.00
ABT Skill Guns	20.00
ABT Target Skill	20.00
ABT Elec. Skill Gun	20.00
ABT Challenger	20.00
ABT, red, white & blue	20.00
Adv. Shockers, new	\$24.50
Kickers & Catchers, new	49.50
Ship. St. Wizard	19.50
Genco Play Ball, non-coin operated	10.00
GUNS	
Bear Gun	\$150.00
Bonus Gun	325.00
Coon Gun	175.00
Carnival Gun	295.00
C.C. Pistol	50.00
Dale Gun	50.00
Gun Patrol	125.00
Six Shooter	125.00
Sky Gunner	150.00
Silver Bullet	95.00
Write for complete list new and used Arcade Equipment.	
SPECIAL CLOSE-OUTS NEW	
United Capital	
United 5th Inning	
United Super Slugger	
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Write for special prices.	
NOVELTY GAMES	
Hot Rods	\$50.00
Steeple Chase	50.00
Touch Down	50.00
Spark Plug	50.00
Hay Burners	50.00
Jalopy	50.00
SHUFFLE BOARD	
SCORE UNITS	
Genco, Monarch, Edelman, Rock-Olas, \$75.00 each.	
VENDORS (Used)	
50 5c Sanitary Napkin	\$15.00
50 5c Victor Rockets	10.00
40 5c N. W. Jets, Caps.	10.00
20 1¢ Baby Grands	7.50
15 N. W. 33 1c Ball Gum	6.50
10 Columbus 1¢ Nut	6.50
5 Masters	4.50
Adv. 10¢ Comb. new	
Write for Special Deal	
Andico Coffee, new \$495.00	
Andico Coffee, used 350.00	
Mills Single Drink, cup 150.00	

Cleveland Coin MACHINE EXCHANGE, INC.
2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715
Terms: 1/3 deposit with all orders, balance C.O.D.

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Prices indicated are the highest and lowest for the period.

Prices do not reflect shipping costs involved. West Coast buyers, for example, should add 10 per cent to prices shown. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed.

The Most Active Equipment list (to the right) indicates which machines have been advertised the greatest number of times for the period indicated. In the case of Pinball Games, most advertised games are listed for manufacturers with 10 or more games listed. All advertised used Pinball Games are listed below. Machines appear in order of frequency advertised.

PINBALL GAMES

Table with columns: HIGH, LOW, Times Adv't'd. Lists various pinball games like Atlantic City, Beach Club, Beauty, etc.

CHICAGO COIN

Table listing Chicago Coin games like Basketball Champ, Cue-Tee, etc.

EVANS

Table listing Evans games like Saddle & Turf, Model, etc.

GENCO

Table listing Genco games like Basketball, 2 player, Golden Nugget, etc.

GOTTLIEB

Table listing Gottlieb games like All State Basketball, Chinatown, Cinderella, etc.

UNITED

Table listing United games like ABC, Cabana, Havana, Hawaii, etc.

WILLIAMS

Table listing Williams games like All Star Baseball, Arcade, Army & Navy, etc.

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated October 8, 1955)

ARCADE EQUIPMENT

- 1. UNITED—Carnival Gun
1. EXHIBIT—Dale Gun
1. GENCO—Sky Gunner
1. SEEBURG—Shoot the Bear
2. GENCO—Rifle Gallery
2. EXHIBIT—Sportland

MUSIC MACHINES

- 1. SEEBURG—M-100-A (78 RPM) (50)
2. SEEBURG—M-100-B (20)
3. AMI—Model E-120 (53)
4. AMI—Model D-40 (51)
5. AMI—Model A (46)

SHUFFLE GAMES

- 1. UNITED—Cascade Shuffle Alley (6 player) (2/53)
2. UNITED—Olympic Shuffle Alley (6/53)
3. UNITED—League Bowler (1/54)
4. UNITED—Chief Shuffle Alley (11/53)
4. UNITED—Leader Shuffle Alley
4. UNITED—Clover Shuffle Alley, 6 player (1/53)

VENDING MACHINES

- 1. Columbus 1c Bulk
1. Northwestern 33, Ball Gum
2. Electro (8 col.)
2. Master 5c Bulk
2. Silver King, 5c
2. Victor Model V, B/G Wheel

PINBALL GAMES

(Manufacturers with ten or more games listed below)

BALLY

- 1. Beach Club
2. Surf Club
3. Hi-Fi

GOTTLIEB

- 1. Chinatown
1. Guys & Dolls
1. Knockout

UNITED

- 1. Nevada
2. Rio
2. Mexico

WILLIAMS

- 1. Big Ben
2. Hayburner
3. All Star Baseball
3. Fairway
3. Four Corners

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like Gun Club, Hayburner, Jalousy, etc.

MANUFACTURERS NOT LISTED

Table listing manufacturers not listed like Control Tower, Cue-Tee, Four Stars, etc.

ARCADE EQUIPMENT

Table listing various arcade equipment like ABT Challenger, Across the Board, Advance Shockers, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like Lite League, Major League, Midget Movies, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like Pistol Target Skill, Pitch'm & Bat'm, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like Pistol Pete, Play Ball, Polar Hunt, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like Red White & Blue, Rifle Gallery, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like Set Shot Basketball, Shoot the Bear, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like Six Shooter, Skunk Ball, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like AMI Model A, Model B, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like AMI Model C, Model D, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like AMI Model E, Model F, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like SEEBURG 146, H-146 Hideaway, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like SEEBURG 147, H-147 Hideaway, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like SEEBURG 148, H-148 Hideaway, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like Criss-Cross Target, Crown Bowler, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like Leader Shuffle Alley, Lightning, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like Match Bowler, Match Pool, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like Mercury Deluxe, Shuffle Alley, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like Mystic Bowler, Name Bowler, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like Official Shuffle Alley, Olympic Shuffle Alley, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like Pacesetter, Palisade, etc.

(Continued on page 165)

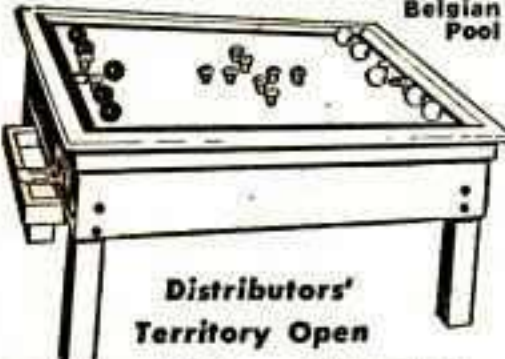
COBRA CARTRIDGES

Realigned and Resurfaced, 75c each. Compare them with new cartridges. Cartridges returned within 10 days.

ELECTRONIC INDUSTRIES
P. O. Box 2008 Mesa, Arizona

BANK-A-BALL

THE SMALLEST ADV. PROFIT OPPORTUNITY
Orms only mfg. in United States with 9 years' experience making Belgian Pool



Distributors' Territory Open
ORMS MFG. CO. 2814 MAIN ST. DALLAS, TEXAS

SAM SOLOMON'S BUYS

4 NATIONAL 9ML CIGARETTE VENDORS, \$165.00
(Wheatwood Finish—Like New)

UNIVERSITY COIN MACHINE EXCHANGE
858 N. HIGH ST., COLUMBUS 8, O.
Tel.: AXminster 4-3529

BINGO MECHANIC

WANTED

For route work. Regular hours—good pay and vacation. No drifters. Write to

BOX 831
The Billboard, Chicago, Ill.

Salesman Wanted

For Pennsylvania and New York to sell coin machine parts and supplies. Salary plus commission—established accounts. Must have car.

BOX 832
The Billboard Chicago 1, Ill.

READY FOR LOCATIONS

- 15—Bally Dude Ranch... \$165.00
- 12—Bally Palm Springs... 185.00
- 3—Bally Ice Frolics... 205.00
- 3—Bally Surf Clubs... 215.00
- 1—Bally Beauty... 135.00
- 1—Bally Palm Beach... 85.00
- 10—Genco Jumpin' Jacks... 45.00
- 2—United Classic Bowler 115.00
- 1—United Imperial Bowler... 185.00
- 1—United Leader Bowler 205.00

Also Other Bingos and Bowlers. 1/3 down, balance C.O.D. or S/D

MICKY ANDERSON

314 East 11th St. Erie, Pennsylvania
Phone 5-7549

Santa Clara, Calif., Pin Law Ruled Void

SANTA CLARA, Calif., Nov. 5.—Santa Clara County's anti-pinball game ordinance was declared "invalid and void as being in conflict with a State law on the same subject" by the Appellate Division of the Superior Court here yesterday.

Judges Leonard R. Avilla, presiding, and William F. James set aside the conviction of Duane Douglas Stigen, bartender at the Pueblo Club at Sunnyvale, who was fined \$50 last June for paying a customer \$5 for making 100 free games on a nickel pinball game.

The case came before the appellate judges on Stigen's appeal. Stigen was fined by Justice Peter R. Bond under provisions of the ordinance which holds it is a misdemeanor for a person to have in his possession or under his control any pinball game, and who pays or causes to be paid to the user any money, credit, allowance or thing of value as result of chance or skill in operation of the machine.

Reviewing Stigen's contention the ordinance conflicts with a State law on the same subject, the court said:

"It is elemental that a county ordinance is invalid when it is in conflict with the law of the State. Such conflict exists when the local ordinance attempts to penalize an act already forbidden by State law.

Lily Sales, Profits Run Ahead of '54

NEW YORK, Nov. 5.—Sales and earnings for the first nine months of the year have increased over 1954 figures for the Lily-Tulip Cup Corporation, supplier of paper cups for the vending industry.

Net sales for the period ended September 30 were \$49,587,530, compared with \$46,292,544 for a like period in 1954.

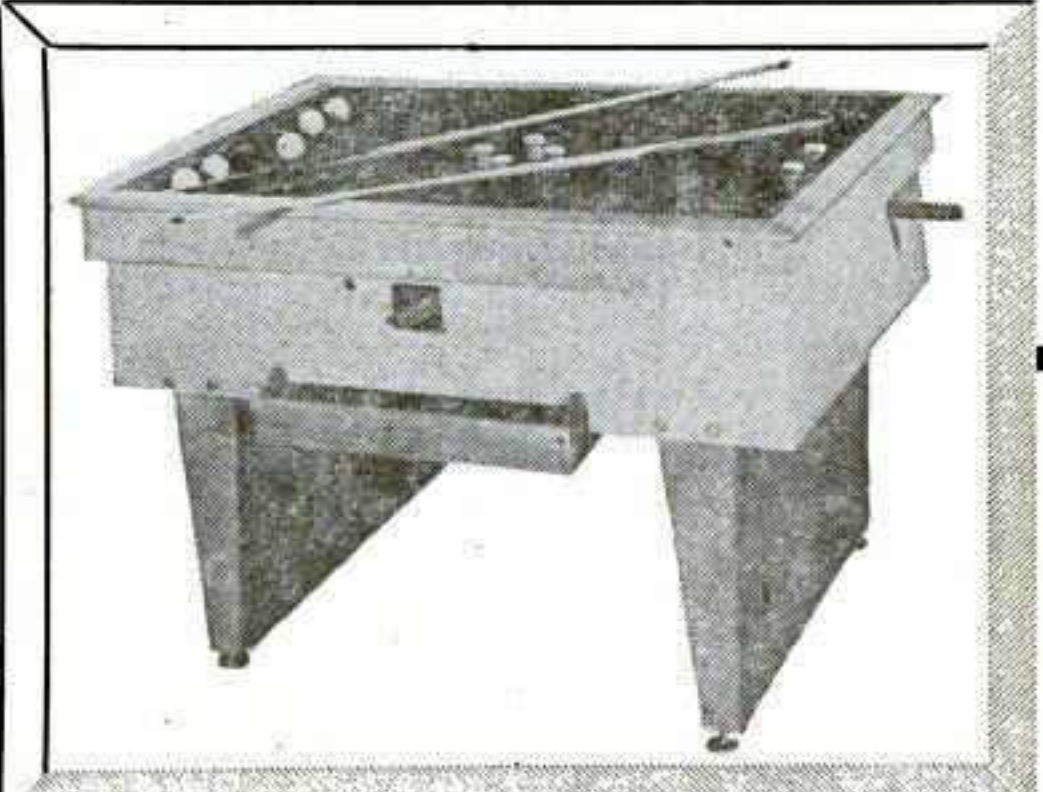
Earnings rose from \$4,131,370 to \$4,396,913. For the third quarter, sales jumped from \$1,416,160 to \$1,555,894.

COINMEN YOU KNOW

Twin Cities

B. R. (Bun) Couch, Grand Forks, N. D., coinman, erected a new store building in front of his home and entered the retail television business. Reports are that he is doing a good job in the new field. He is continuing his coin machine operations. . . . Another coinman who has gone into retail television sales in his community is Leonard Sawyer, of Backus, Minn., with reports from that area that Sawyer is proving himself an expert in retail sales, just as he is in maintaining his coin machines route. . . . Con Kaluza, of Con's Music Service, Brownsville, Minn., is all aglow these days as the new Brownsville hospital nears completion. He served as general chairman of the project and worked so hard on it that he hopes he doesn't wind up as the hospital's first patient.

all the same?
NOT ON YOUR LIFE!



CUE-STAR by FISCHER

- has, from the beginning, offered:
- ★ **LOWEST PRICE**—QUALITY at a cost that assures profit for distributor and operator alike.
- ★ **HINGED TOP**—AT NO EXTRA COST! Easy cleaning of ball return and mechanism.
- ★ **QUIET ACTION**—sponge rubber-padded ball return assures quieter play.
- ★ **DOUBLY-PROTECTED CASH BOX**—cash box access door inside table—under separate lock and key.
- ★ **CUE-TIP KITS** extra cue-tips, clamp, cement—location man or operator maintains cues—no service calls.
- ★ **COLOR CHOICE**—3 eye-pleasing, modern, multi-tone color motifs, in GREEN, BLUE and CORAL.

Distributorships Open in Certain Areas!
Wire, Write, Phone Immediately!

FISCHER SALES & MANUFACTURING CO.

9 SO. CLINTON STREET, CHICAGO 6, ILLINOIS • Phone ANdover 3-1849 • CABLE: BILWEIK—CHICAGO

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
RATE: 15¢ a word—Minimum \$3.00.

DISPLAY CLASSIFIED ADS
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
RATE: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER
Unless credit has been established.

IMPORTANT INFORMATION
In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

Business Opportunities

ARCADE FOR SALE—LEAVING U.S. FOR Europe, 168-42 Jamaica Ave., N.Y.C. Olympic 7-3435.

COIN RADIOS AND TELEVISION — BUY direct from manufacturer and save; steel cabinet, modern design, coin retractor; write for prices and full story, Coin Radio & Television Corp., 190A Duane St., New York City no19

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J. ch-de3

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. no26-ch

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines \$5 up. Established over 28 years.
MACK H. POSTEL Chicago 18, Ill.
2952 Milwaukee Ave. Chicago 18, Ill.

ADVANCE MACHINE OPERATORS—Machines and Merchandise at rock bottom prices; immediate shipment. McDonald Distr. Co., 2416 Davis St., Dallas, Tex. de17

CIGARETTE MACHINES—DU GRENIER, 7 col. S, \$45; 7 col. V, \$50; 9 col. W, \$55; Rowe Imperial, 6 col., \$45; 8 col., \$50; Unedapak E, 6 col., \$45; 9 and 9 col., \$55. Quarter operation, refinished, ready for location. One-third deposit required with order, balance c.o.d. Central Vending Machine Service Co., 39677 Parrish St., Philadelphia, Pa. EVERgreen 6-4244. ch-17n

COIN-OPERATED TIMERS — ELECTRONIC, automatic; no buttons to push or mechanical lever to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. no19

FOR SALE—FREEDMAN PHONO RECORD Display Racks for self-service. All sizes. Box No. M-148, c/o Billboard, Cincinnati 22, O.

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders, DAV razor blade venders, Advance 23C's National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

NATIONAL SANITARY SALES

Dept. B-8, 4307 W. Lawrence Av., Chicago 30 np

TWO AUTO-PHOTO MACHINES, 2½ YEARS old. Many extra parts. Perfect condition. Best offer. Joe Raide, 431 S. Wilbur Ave., Syracuse, N. Y. no19

VENDING MACHINES, PARTS, ALL SUPPLIES. Ball Gum all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk. Panned Candies, 1¢ Hersheys, 320 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake Street, Chicago 12, Ill. no18

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. ch-de3

18 PHILADELPHIA TOBOGGAN SKEEBALL Alleys and 32 Scientific Poker Tables in good condition. Can have all or part. Robert Perlman, 3334 Crescent St., L.I.C. 6, N.Y.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. 423

WHAT'S NEW IN COIN MACHINES?
WHAT ARE THEY GETTING FOR USED EQUIPMENT?
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?

Find out every week in **The Billboard**

Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20)

Name 921
Address
City Zone State
Occupation



Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio
 "The House that Confidence Built"
SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.
 ESTABLISHED 1923
 1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio
 735 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.

SHUFFLE ALLEYS
 Ready for location
 United Clover \$ 85.00
 United Cascade 75.00
 United Classic 105.00
 United Olympic 85.00
 United Chief 195.00

PLA-POOL
 Marvel's Sensational LARGER
 Bumper-Type Pool Game . . .
 Especially Designed and Built
 for Choice Locations

NEW ELECTRIC SCOREBOARDS
 SLIM JIM MODELS (Overhead), 15-21 pts. \$129.50
 and 15-21 and/or 59 pts. 95.00
 WALL MODELS, same type scoring as above . . . 95.00

USED SCOREBOARDS
 1 Genco Overhead 15/21/50 & Frames \$ 85.00
 1 Marvel Wall Model 15/21 59.50
 1 Keeney Wall Model 15/21 49.50

Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.
 2369 Milwaukee Ave. Chicago 47, Ill.
MID-STATE CO. Tel.: Dickens 2-2444

Rowe Candy, Drink Units

Continued from page 150

show, Rowe will unveil at the International Popcorn Association-TESMA convention at Chicago's Hotel Morrison a new theater vending package.

The package consists of three uniform showcase machines assembled as a single unit and dispensing 11 selections of candy, gum and mints; 6 soft drink selections and 11 cigarette brands.

The venders have deep charcoal-gray cabinets, set off by the multi-colored, illuminated display fronts, and a yellow and charcoal gray striped canopy, which covers the entire unit.

The new Candy Merchant, which is included in the theater package and which will be sold individually, has eight bar columns and three gum and mint columns.

Each of the bar columns can be adjusted to vend 15, 20 or 30 bars for a maximum capacity of 240, and each of the gum and mint columns hold 50 packs for a capacity of 150. The unit vends at both 5 and 10 cents and has a nickel changemaker as standard equipment.

The new D-1200 Showcase Rowe Spacarb drink machine—also available either in the package or separately—comes in two models, one six drink (four carbonated and two non-carbonated) and the other with four carbonated selections. Both models have four sirup tanks with a total capacity of 20 gallons each.

Selection is made by a dial, with pointer, at eye level. Cabinets come in green, red, blue and charcoal gray. A coin changer is standard equipment.

The redesigned Auto-Snak exhibited will have a six-unit common front which fits into the space formerly occupied by a five-vender installation. It will be available in a variety of sizes.

According to the manufacturer, the new Auto-Snak has fewer parts than the old model, can be assembled and installed in half the time, is of sturdier steel construction, is easier to keep clean and has interchangeable units which may be replaced at will.

MAKE EXTRA MONEY!!
 ASK FOR OUR
NEW 1956
GIFT & PREMIUM
PRIZE CATALOG
RAKE
 COIN MACHINE EXCHANGE
 609-A Spring Garden Street
 Philadelphia 23, Pa.

Let's
Make A
Deal

We have a lot to offer—
tell us what you need
—we will work it out.

WIRE • PHONE • WRITE

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 Exclusive AMI Dist. Ea. Pa.
 855 N. BROAD STREET PHILADELPHIA, 23, PA.
 PHONE: STEVENSON 2-2903

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SAY YOU SAW IT IN THE BILLBOARD!

Selling faster **THE POPULAR NATIONAL**
than ever **Deluxe Billiard Model**
before! **ONLY 12 FEET LONG**



A NATURAL DISTRIBUTOR ITEM

- Space Problem Eliminated
- Easy to Handle—Simple to Install
- Same League Promotion as Long Boards
- Quick Play—Higher Profits
- Supplements Your Present Distributor Line

OTHER MODELS FROM 9 TO 22 FEET

Phone: Orange 2-9100 or write
NATIONAL SHUFFLEBOARD COMPANY ORANGE, NEW JERSEY

NEW SENSATIONAL FILMS
 for Panorams!
 WE SHOOT 50 NEW SUBJECTS EVERY MONTH!
 Drop us a card for more information.

TRIUMPH PRODUCTIONS, INC.
 7713 Santa Monica Blvd.
 Los Angeles 46, Calif.

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

FOR SALE—ABSOLUTELY THE BEST

Gayety	\$275.00	Ice Frolics	\$160.00	Spot Life	\$ 50.00
Variety	265.00	Dude Ranch	145.00	Manhattan	300.00
Hi Fi	165.00	Beach Club	135.00	Hawaii	125.00
Surf Club	175.00	Yacht Club	70.00	Havana	100.00
Palm Springs	140.00	Atlantic City	65.00	Circus	45.00
Tahiti	75.00	Tropics	70.00	Zingo	35.00

One-third deposit required with each order. All games A-1 condition; guaranteed.
CROWN NOVELTY CO., INC.
 920 HOWARD AVE., NEW ORLEANS, LA. PHONE: CANAL 7137

DE LUXE POOL GAMES
 HINGED TOP—3 OR 4-SIDED PLAY
 Genco De Luxe Tournament
 Williams De Luxe Bank Pool

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 EXPERTLY RECONDITIONED . . .
 EMPIRE GUARANTEED

SEEBURG	AMI
M100R \$835	E120 \$575
M100HFG 735	D40 295
M100C 625	D80 375
M100B 515	Model C 175
M100A 295	Model A 125

MUSIC SPECIALS

Wurlitzer 1700	\$795.00
Wurlitzer 1650	450.00
Wurlitzer 1600	425.00
Wurlitzer 1500A	450.00
Wurlitzer 1500	395.00
Wurlitzer 1400	325.00
Wurlitzer 4820 Wall Box (48 sel., 3-wire)	20.00
Wurlitzer 5204A Wall Box (104 sel., 3-wire)	35.00
Seeburg HF100G	675.00
Seeburg M100C	539.50
Seeburg M100B	419.50
AMI E-120	439.50

BRADY DISTRIBUTING COMPANY
 522 East Trade Street
 Charlotte 2, North Carolina Phone: 5-1714

5 BALLS
 WMS. REGATTA
 WMS. JOLLY JOKER
 WMS. CIRCUS WAGON

GOTTIED
 Gold Star \$200.00
 Green 145.00
 Pastures 145.00
 Lovely Lucy 125.00
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 Guys and Dolls 125.00
 Marble Queen 125.00
 Grand Slam 110.00
 Skill Pool 110.00
 Chinatown 85.00
 Quartet 110.00
 Coronation 85.00
 Knockout 49.50
 Joker 49.50
 Cinderella 49.50
 King Arthur 49.50
 Colosseum 49.50

WILLIAMS
 Big Ben \$185.00
 Skyway 160.00
 9 Sisters 125.00
 Dealer 125.00
 Lucy 125.00
 Struggle 125.00
 Buggy 125.00
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 C.O.D. 115.00
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 Army & Navy 90.00
 Haybarn 90.00
 Twenty 85.00
 Disk Jockey 85.00
 Jalopy 85.00
 Four Corners 90.00
 Lucky Tinning 49.50
 Saratoga 49.50
 Colosseum 49.50

BINGOS
 UNITED PIXIES
 BALLY MIAMI BEACH

Bigtime	\$495	Tahiti	\$175
Variety	375	Nevada	325
Triple Play	495	Beauty	120
Gayety	395	Frolics	125
Bally Hi Fi	235.00	Yacht Club	100
Surf Club	235	Palm Beach	95
Ice Frolics	195	Atlantic City	95
Palm Springs	195	Bright Light	95
Mexico	225	Bright Spot	95
Dude Ranch	175	Coney Island	95
Beach Club	165	Golden Nugget	95
Rio	175	Genco 400	55
Havana	175		

GUNS
 Genco Sky Racket \$445.00
 Genco Wild West 395.00
 Un. Sel. Bonus 395.00
 Keeney Sportsman 295.00
 Genco Sky Gunner 135.00
 United Carnival 145.00
 Genco Rifle Gallery 225.00
 Williams Super Jet 295.00
 Seeburg Coon Hunt 165.00

ARCADE
 GENCO QUARTERBACK
 UNITED SUPER SLUGGER

SIDEWALK ENGINEER
 ROUND THE WORLD TRAINER
 AUTO PHOTO
 HARVARD METAL TYPER
 HYDRO DUCK GUN
 EXH. VACUUMATIC CARD VENDOR

Wms. All Star Baseball	\$345.00
Set Shot Basketball	345.00
Photomatic, Lafa	445.00
Voic-a-Graph	495.00
Williams Super Jet	395.00
Genco 2-Player Basketball	225.00
3D Theatre	199.50
Chl. 4-Player Derby	195.00
Chicoin Super Home Run	225.00
Wms. Deluxe Baseball	175.00
Wms. Super World Series	99.50
Wms. Star Series	79.50
Ev. Bab-a-Score	175.00
Mufa. Drivemobile	165.00
Telequiz and Films	100.00
Mufa. Flying Saucer	149.50
Goalie	99.50
Chl. Pistol	99.50
Exh. Date Gun	89.50
Scientific Baseball	79.50
Mercury 13-Way Athletic Scale	79.50
Flash Hockey	75.00
Wms. Quarterback	75.00
Exh. Hi-Ball	75.00
Anti-Aircraft	99.50
Undersea Raider	125.00
Mufa. Drop Kick Football	295.00
Standard Metal Typer	295.00
Deco Space Ranger	225.00
Royal Mustang Horse	275.00
Exh. Big Bronco	375.00

Quality That Outperforms All Others!

The **BRAND NEW COIN POOL**

10 BIG REASONS WHY YOU'LL ENJOY TERRIFIC POPULARITY and PROFITS!

- NO SERVICE CALLS . . . JUST TOP COLLECTIONS!
- IMMEDIATE DELIVERY!
- NON-WARP PLAYFIELD
- MARKED FOR PLAY FROM 3 OR 4 SIDES
- AUTHENTIC BILLIARD CLOTH
- BAKED PHENOLIC RESIN BALLS
- CONVENTIONAL RUBBER BUMPERS and CUSHIONS
- RUBBER-LINED BALL TROUGH
- SILENT, SMOOTH BALL DROP
- EASY-LIFT TOP
- CHEAT-PROOF BALL RELEASE

DISTRIBUTORS!
 Sign up now for big selling action!
 WRITE, WIRE, PHONE!

COIN POOL MACHINE & PARTS CO.
 2259 N. LINCOLN AVENUE, CHICAGO 14, ILLINOIS • Lincoln 9-3998

SHUFFLE GAMES
 UNITED TOP NOTCH

Chicoin Bonus Score Bowler	\$425.00
United Lightning, High Score	355.00
United Banner, Match Score	310.00
United Speedy	295.00
United Comet, Match Score	325.00
United Cascade, High Score	325.00
United Ace, Match Score	275.00
United Rainbow, High Score	245.00
United Leader, Match Score	235.00
United Chief, High Score	195.00
United Team, Match Score	325.00
United League, High Score	195.00
United Imperial, Match Score	185.00
United Royal, High Score	180.00
United Classic, Match Score	130.00
United Olympic, High Score	120.00
United Clover, Match Score	110.00
United Cascade, High Score	110.00
United Super	89.50
Chicoin Hollywood	495.00
Chicoin Holiday	410.00
Chicoin Criss Cross Bowler	260.00
Chicoin Starlite	225.00
Chicoin Super Frame Bowler	225.00
Genco Match Pool	149.50
Genco Shuffle Pool	99.50
Bally Victory	295.00

BRAND NEW CLOSEOUTS
 United Derby Roll Write
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| 3 TAHITIS | 8 VARIETIES |
| 6 DUDE RANCHES | 3 GAYETIES |
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| 3 FROLICS | 3 ICE FROLICS |
| 5 ATLANTIC CITY | 3 PALM SPRINGS |
| 3 TROPICANAS | 2 TROPICS |
| 3 SINGAPORES | 1 HAVANA |
| | 1 NEVADA |

SPECIALS: 10 Brand-New UNITED SUPER DELUXE SLUGGERS
10 New UNITED SUPER DELUXE SUPER BONUS
WRITE—WIRE—CALL.

ATTENTION, ALL DISTRIBUTORS: Trade us your DEAD SHUFFLE ALLEYS, GAMES and MUSIC from your stockroom for our reconditioned KIDDIE RIDES.

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AL 4-4040 Cable Address: REDINC
Exclusive Distributors for WURLITZER—BALLY—UNITED

Denver Arcade Offsets Costs With Dime Play

DENVER, Nov. 5.—Rising costs of Arcade operation here have been met by moving in new equipment set for dime play.

This move, combined with the assets of greatly increased population in the area, and a record number of summer tourists, found Arcade business here in a healthy condition at the end of the summer season.

Arcade operator Bob Lindell, of Denver's Amusement Company, gives dime play machines credit for saving Arcade business here in the face of rising operating costs. Lindell found there was little customer resistance to paying 10 cents for playing an amusement game, so long as it is an attractive, eye-appealing new unit.

"We believe that the most important developments in the arcade field have come along during the past two years with bigger, more impressive 10-cent play machines," said Lindell.

Lindell has specialized for many years in summer-long Arcade operation at Denver's two large amusement parks, Elitch Gardens and Lakeside. In addition to these, he maintains the Rifle Sport Arcade in Denver's downtown theater district which combines a shooting gallery with an Arcade and has been in continuous operation for 15 years.

In the largest operation, Elitch Gardens, Lindell operates thru the summer months only, which, however, extends from the end of May until September. Most of the 40 to 50 machines involved are simply stored "on the spot" during the winter months, with heavy covers allowing them to remain in place under the shelter of a pavilion roof thru the off-season. The more delicate machines whose electronic components are likely to suffer from over-humidity or low temperatures, are moved to Denver Amusement Company's downtown warehouse.

A typical amusement park line-up, the machines include pinballs, photo reflex machines, voice recorders, fortune tellers, nickel and dime pistols, shuffle games, active participation units, and many of the "test yourself" variety.

During the past two seasons Lindell has moved with the trend to "participation" types such as Chicago Coin's Round the World Trainer, Williams' Sidewalk Engineer, and Mutoscope's Drive It machine.

"Our gross this year was up a few percentage points over last year, but our net was down slightly," Lindell reported. "This was due to the fact that we have run up against higher operating costs. It now costs more to operate each machine, and replacement and repair costs are up."

Lindell said the best takes from machines this past season were on the "participation" type games. All of these new machines operate on dime play and have proven extremely popular this year with adults, teen-agers and children.

Approximately one-third of Lindell's amusement park machines are penny-operated, another third set for nickels, and the remainder on dime play.

With the incentive of a complete remodeling job thruout the park established this year, Lindell added half a dozen new machines to his Arcade for the 1955 season. Most of these were 10-cent play types with the emphasis on player participation.

For the three years previous to 1953, the general Arcade situation was a discouraging one, with receipts dwindling and not much relief. "Since then," said Lindell, "we have done everything possible to make the Arcades appealing, maintaining a prestige atmosphere with attractive machines, eliminating any questionable devices which might bring criticism. We have definitely been encouraged with business during the past two years."

EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN—AMI—GENCO—EXHIBIT

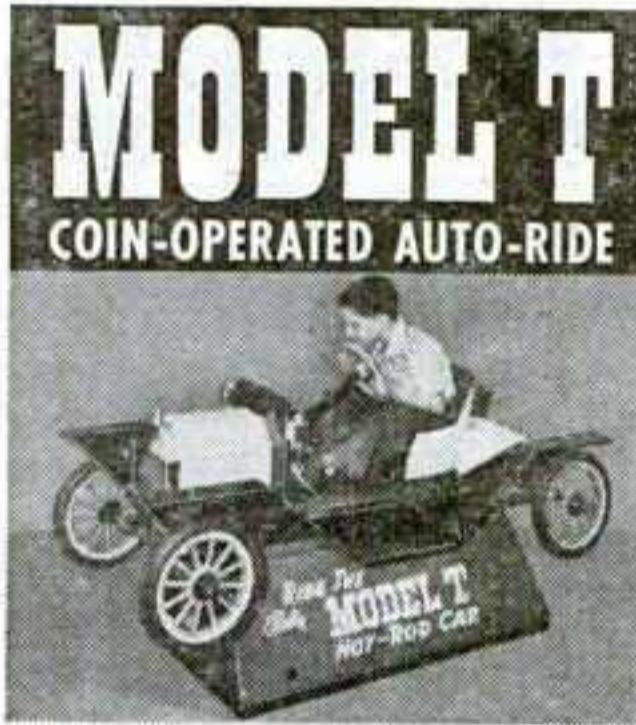
MUSIC		ARCADES	
AMI Model A	\$110.00	Chicago Coin Home Run	\$200.00
AMI Model B	175.00	Chicago Coin Super Home Run	225.00
AMI Model C	195.00	Wms. Deluxe Baseball	150.00
AMI Model D-80	375.00	Exhibit Shooting Gallery	165.00
AMI Model E-120	525.00	Genco Wild West	295.00
AMI Model F-80	475.00	United Carnival Gun	225.00
AMI Model F-120	750.00		
BINGOS		CHICAGO COIN BOWLERS	
Seeburg 147M	65.00	Score-a-Line	Write
Seeburg M100A	245.00	Flash	\$250.00
Seeburg M100B	495.00	Gold Cup	110.00
Seeburg M100BL	525.00	Triple Score	90.00
Wurlitzer 1015	65.00	Name	75.00
Rock-Ola 1438 Comet	475.00	Double Score	50.00
Rock-Ola 1434 Fireball	195.00	Super Match	55.00
		10th Frame	50.00
		Match	45.00
		Cross Cross Target	195.00
BINGOS		UNITED BOWLERS	
Bright Spot	\$ 85.00	League	\$210.00
Frolics	100.00	Olympic	90.00
Beach Club	150.00	Cascade	75.00
Dude Ranch	195.00	10th Frame	50.00
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Variety	395.00		
Big Time	495.00		

1/3 deposit with order; balance C.O.D. or sight draft

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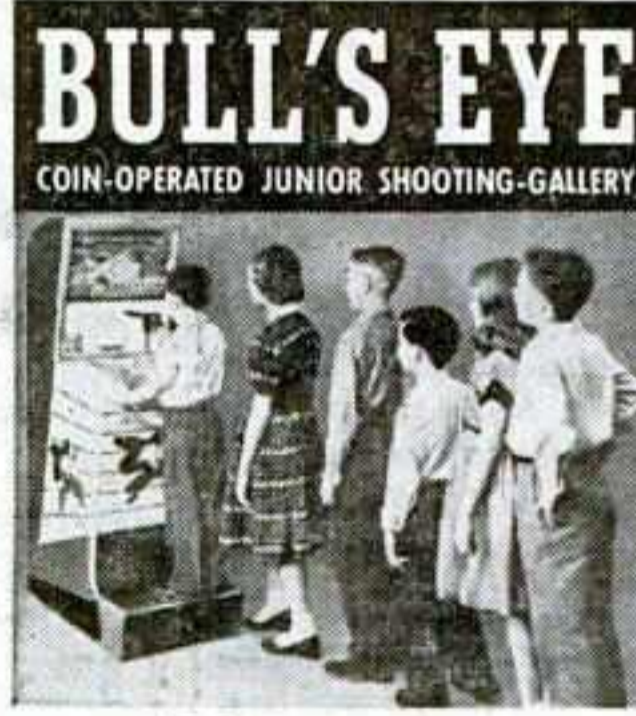
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Earn More Money with Bally Kiddie-Fun Equipment



Miniature model of early style roadster in eye-catching colors... with real headlights and real horn... MODEL T takes youngsters on a rolling, rocking ride for a dime. Eccentric motion of MODEL T, mounted on rigid steel base, creates illusion of exciting travel on a country road... an illusion so attractive to boys and girls, from toddlers to teenagers, that MODEL T keeps busy earning money every minute of the day.

Packed with appeal to junior marksmen, boys and girls, from 6 to 16, Bally BULL'S EYE Junior Shooting Gallery is a gold-mine in every location frequented by youngsters. Realistic western six-shooter shoots 10 to 20 shots for nickel at exciting wild animal targets, shots and hits registering on illuminated score-glass. Pistol is positively safe, because no bullets or pellets are fired, hits registering when gun is accurately aimed and trigger pulled. Gayly colorful cabinet occupies only 1 1/2 ft. by 3 ft. of floor-space to take in coins at a rate of \$15 to \$35 per hour.



THE CHAMPION is a life-like western golden-palominobronco in iron-tough plastic... with genuine cowboy saddle. All-metal base permits operation outdoors in all weather. THE CHAMPION walks, trots or gallops, as rider controls speed by pulling reins. Riding-time is adjustable to 45 seconds, 1 minute, 90 seconds, 3 minutes. Occupying only 22 in. by 44 in. of floor space, THE CHAMPION takes in \$2.00 to \$8.00 per hour.

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Ill.

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A.M.I. C-40	\$175	ALL MAKES & MODELS	IMMEDIATE DELIVERY
A.M.I. D-40	275		
A.M.I. E-120	575		
A.M.I. F-120	725		
ROCK-OLA 1436	295		
ROCK-OLA 1436A	315		
ROCK-OLA 50 Sel.—1442	325		
WURLITZER 1550	295		

The Finest BINGOS Anywhere!

GAYTIME	\$445	DUDE RANCH	\$150	TRIPLE PLAY	\$425
GAYETY	325	FROLIC	125	NEVADA	150
BIG TIME	495	YACHT CLUB	85	HAWAII	125
VARIETY	325	PALM BEACH	65	MEXICO	125
ICE FROLIC	325	ATLANTIC CITY	95	TROPICS	95
PALM SPRINGS	185	BEACH CLUB	145	CABANA	75
SURF CLUB	210	SPOT-LITE	45	RIO	135
HI-FI	175	CONEY ISLAND	75	LEADER	45

WILL TRADE BINGOS for LATE 5 BALLS and PHONOGRAPHS	LATE GUNS Wms. POLAR HUNT	NEW GAMES Bally MIAMI BEACH United PIXIE Williams CIRCUS WAGON
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NEW MODEL! NICKEL DISPENSERS

READY NOW FOR IMMEDIATE DELIVERY

- ★ Single 5c Tube holds 200 nickels with feather touch operation.
- ★ All die-cast parts in mechanism.
- ★ Chrome-Plated mechanism.
- ★ Detachable units (1c, 5c, 10c, 25c) as many tubes as you want (1, 2, 3, 4, 5-hole bases).
- ★ All "wearing" parts of old model eliminated.
- ★ Single 10c Tube with base attached available in quantity.
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When ordering remember . . . **Bally & Gottlieb** for games that make money

INTERNATIONAL AMUSEMENT CO.
1423 SPRING GARDEN STREET
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PHILADELPHIA 30, PA.

SCOTT-CROSSE COMPANY
2029 Prospect Ave. Cleveland, Ohio
To. 1-6715
Write for prices.

Fancy Nut \$ Hits '55 Peak

CHICAGO, Nov. 5.—Nuts handled by bulk venders are now selling at peak prices for 1955, distributors in the Chicago area reported this week.

Within the past 30 days there was a 15-cent-per-pound increase in the prices of pistachio, almonds and cashew nuts.

There has been no increase in the price of Virginia peanuts, while the cost of Spanish peanuts dropped from 4 to 5 cents per pound.

The price hike, distributors said, was in line with the usual seasonal increase.

Cleveland Coin Machine Exchange, Inc.
Valley Manufacturing Distributors
2029 Prospect Ave. Cleveland, Ohio
To. 1-6715
Write for prices.

Bulk Unit's Glow

Continued from page 150

they open for the day, and do not turn them off until closing time.

A reporter for The Billboard visiting the location found patrons asking the bartenders for change to make purchases from the 5-cent nut machine, and before making a purchase studying the units.

Comments included: "Pretty nifty colors"; "The nuts really taste fresh"; "look at the black-light bulb"; "first time I ever saw such nut machines."

Since the installation of the machines, Thompson reported his sales at the outlet up 267 per cent, and that he is frequently called for refills.

About 150 persons pass thru the location a day, Kratochvil reported, adding that he is frequently questioned about the brilliant colors of the machines.

Nearly two and one half billion more cigarettes were manufactured in August of this year than in August of 1954, the Treasury Department reports. Manufacture of cigars also showed a slight gain over 1954 figures. Smoking tobacco dropped about 500,000 pounds, while chewing tobacco gained slightly.

FINEST RECONDITIONED GAMES
—ANYWHERE!

UNITED 10TH FRAME STARS	70
UNITED CASCADE	70
GENCO SHUFFLE POOL	65
CHICAGO COIN DOUBLE SCORE	75
BALLY PALM SPRINGS	170
BALLY DUDE RANCH	170
BALLY ICE FROLICS	195
BALLY BIG TIME	495

BUMPER POOL TABLES
Write for Prices!

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ACME-INTERNATIONAL DISTRIBUTORS
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TWO FOR \$29.50

Gott. Round-Up, Wms. Shoo-Shoo, Wms. Virginia, Chico Trinidad, Ex. Shantytown, Chico King Pin, Chico Super Hockey, Genco Harvest Time Wms. Super Pennant Baseball \$150.00	39.50
Wms. Super World Series	15.00
Pokerino Roll Down	250.00
United Deluxe Target	195.00
United Super Alley	50.00
United 10th Frame Alley	60.00
United Broadway Alley	90.00
Wms. Big Ben Pingams, like new	99.50
Wm's Circus Wagon, floor sample	write!
Wms. Four Corners	30.00
Wurlitzer 1250	124.50
Wurlitzer 1015's	44.50
Seaburg 147 M	44.50
Aireon Phone, working good	35.00
Wurlitzer 3020 Wall Boxes	6.50
Wurlitzer 248 Stepper	25.00
Wurlitzer 219 Stepper	10.00
Wurlitzer 40 Sel. Wallbox	25.00

Book Type 25.00
Send for complete bargain list.
1/3 deposit.

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Valley's BUMPER POOL

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LIKE MONEY IN YOUR SIDE POCKET

LIVE RUBBER CUSHIONS

GENUINE RUBBER BACKED BILLIARD CLOTH

LIVE RUBBER CUSHIONS

SERVICE FREE

FINEST BALLS

SOMETHING NEW HAS BEEN ADDED

PROVEN MONEY MAKER

CADILLAC OF POOL GAMES

ONLY OFFICIAL TOURNAMENT BUMPER POOL

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VALLEY MANUFACTURING CO.
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PHONES 8587 or 8588

Spotlighting . . .

COIN MACHINES

in

OUTDOOR RECREATION AMUSEMENT CENTERS

In the last few years there has been a trend in manufacture of coin machines such as Kiddie Rides, Bowling Alleys, Baseball Hitting Machines and many others which have enriched the usage of coin machines on fairgrounds, amusement parks, on carnivals and other outdoor show grounds. Vending machines and music machines, too, have seen much wider usage.

At the Outdoor Convention many coin machine manufacturers, realizing this greater penetration of the outdoor market, are exhibiting their equipment.

A SPECIAL SECTION . . . reflecting this great outdoor show business use of coin machines will appear in the November 26th Outdoor Convention issue. Special articles will highlight "Coin Machines in Outdoor Show Business."

THE ISSUE NOV. 26

ADVERTISING DEADLINE . . NOV. 17

Appearing in the

OUTDOOR CONVENTION ISSUE

Convention at Hotel Sherman, Chicago,
November 27-30.

a special section

ON THE OUTDOOR DEPARTMENT PAGES

ON THE ROUTE

Extending free advice to phonograph and amusement game repair mechanics, who find themselves "stymied" with repair problems, is a novel service which has built a lot of good will for Rite-Way Distributors, St. Louis. Pete Drechess, repair specialist with more than 30 years' experience, is on hand to extend the service.

No better location for a juke box exists than a busy bus terminal, according to Franco Novelty Company, Montgomery, Ala. When Greyhound Bus Company built its new, modern terminal just above the courthouse square in downtown Montgomery, Franco won the location and installed an 80-play Rock-Ola, which has been in continuous use ever since. The machine ranks high in Franco's weekly collections.

Attaching a colorful decalomania on all of his cigarette vending machines, which urges "Buy Two and Don't Run Short," has proven particularly effective in volume building for Bryan Matthews, operator of Super Vending Company, Mobile, Ala. "There's a lot of psychological value in this suggestion," Matthews says. "Frequently it takes only a reminder to make the one-pack purchaser recall instances when he has run out of cigarettes, and influence him to dig a little deeper and buy two packs."

EXTRA VALUES

Wurlitzer 1700	\$795.00
Seeburg HF100G	649.50
Seeburg M100C	499.50
Seeburg M100B	399.50
AMI E-120	435.00

SIERRA DISTRIBUTORS
 2775 West Pico Boulevard
 Los Angeles 6, California Phone: Republic 1-6371

Candy

Manufacturers' sales of confectionery increased 74 per cent in September over the August total, according to Commerce Department. This was an increase of 3 per cent over last year's September total. Poundage sales for the first nine months of 1955 were virtually the same as last year, while dollar sales were 1 per cent higher. Poundage sales of bar goods were down 1 per cent, but poundage sales of package goods retailing above 50 cents per pound were up 2 per cent compared to last year.


SEEBURG HM-100 A (Hideaway).....	\$275
WURLITZER 1100.....	155
A. M. I. MODEL "C".....	165

RECONDITIONED—REFINISHED LIKE NEW!
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WITH

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SEEBURG M100C Phonograph . . . \$625
AMI . . . D-80 . . . \$345
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PLAYER

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... COMPETITIVE PLAY IS A
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 AND EVER INCREASING PROFITS!

**PACKED WITH FEATURES THAT MAKE IT
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ALL NEW DOUBLE NUMBER MATCH FEATURE!

A Greater Earning Attraction than the Fabulous Jumbo Match and Jubilee Diamond Match.

Both Players Matching Number at same time scores BIG Super Special.

Regular Single Number Match Scores Single Special.

NEW 10 TIMES VALUE BONUS FEATURE!

Mystery special when lit and single bonus hole.

5 Hi-Speed Pop Bumpers clustered for dynamic action.

2 Cyclonic Kickers fire into each other for spectacular cross-board action.

Alternating light rollovers for super scoring.

Adjustable 3 or 5 ball play.

SEE MARATHON
 AT YOUR DISTRIBUTOR NOW!

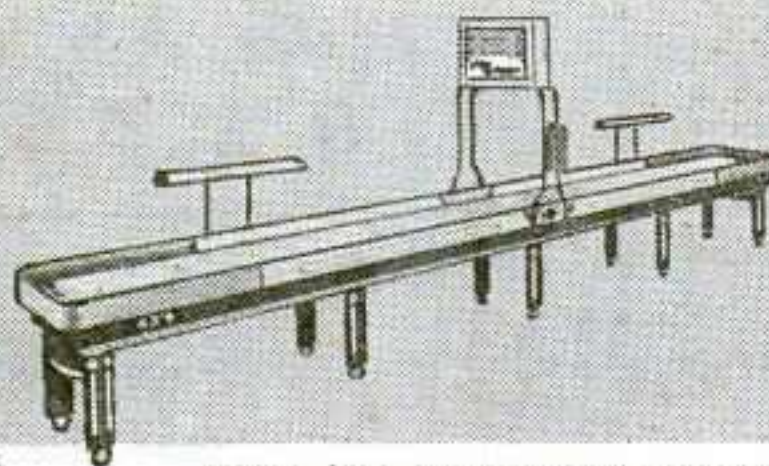
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Incomparable quality plus square-dealing is the answer! American delivers only brand-new units with the latest improvements . . . not used or rebuilt models.

TOURNAMENT SIZE 22' AMERICANS

WITH REGULATION 20'8" x 20" TOP

OTHER SIZES - 9' 12' 18' 20'

Pan-a-Rama Sales Pass 300 Mark, Says Goldsmith

NEW YORK, Nov. 5.—Some 300 Pan-a-Rama coin motion picture units have been sold in the first six weeks of production, according to Sam Goldsmith, executive of Capitol Projectors, manufacturer of the device.

Goldsmith said that Leo Willens is en route home from Honolulu, where he has sold at least 30 units. Another 35 have been ordered by OK Distributors, Vancouver, B. C.

Current production, he said, is 70 units a week. Goldsmith added that Capitol will preem two new rides at the National Association of Amusement Parks, Pools and Beaches show in Chicago, November 27-30.

Price Launches Maracas Charms

NEW YORK, Nov. 5.—Paul A. Price, local charm manufacturer, has begun production on two-tone plastic Maracas.

The charms come in assorted colors for both capsule and bulk use. They have pellets which rattle and loops for placement on charm bracelets.

Cleveland Coin Machine Exchange, Inc.

American Shuffleboard Distributors
2029 Prospect Ave., Cleveland, Ohio
Tel. 1-6715
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PALM SPRINGS.....	180.00
ICE FROLICS.....	170.00
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HI-FI.....	165.00
BEACH CLUBS.....	135.00
VARIETY.....	325.00
MIGHTY MIKE.....	350.00
GENCO BASKETBALL.....	185.00
ROCK-OLA MODEL 1436 ..	295.00

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FEATURING
3-SIDED PLAY!

IT PAYS TO OPERATE
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WINNERS!

LITE IS OPTIONAL EQUIPMENT

TWO SETS OF RULES FOR 3 OR 4 SIDED PLAY

PERFECT BANK SHOTS EASY TO GAUGE WITH RED DIAMONDS SPACED ON FOUR SIDE RAILS!

CAN'T BE BEAT

Diagram shows how player may move ball from area close to wall to corresponding position on opposite side of playfield.

2-INCH SQUARE BALK-LINES COVER PLAYFIELD! CIRCLED MUSHROOMS!

2-3-or 4 PLAYERS
FOOL-PROOF MECHANISM!
Anti-Cheat Ball Release
2 COIN OPERATION!
3 Designed for or 4 SIDED PLAY!
SILENT BALL-DROP
PROTECTED CASH BOX

OPERATE *Williams*
REGATTA
NEW 5-BALL SCORE BUILD-UP!
HIGH SCORES!

OPERATE *Williams*
CIRCUS WAGON
LUXURY 2 PLAYER WITH NUMBER MATCH
• BONUS POCKET Buildup!
• Bonus Scoring!
• Multi-Tilt!

OPERATE *Williams*
JOLLY JOKER
HIGHEST EARNINGS!
LOWEST PRICE!

EXTRA CUE HOOKS IN ADDITION TO BUILT-IN HOLDER

First WITH THE HINGED TOP!

See YOUR WILLIAMS DISTRIBUTOR NOW!

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

The "FORWARD LOOK" in 5-BALL CABINETS!

ATTENTION!
N. Illinois and Iowa Operators!
NOW DELIVERING
GOTTLIEB'S NEW
MARATHON

WANTED!
WILL PAY
HIGH DOLLAR
CASH or TRADE!

Grand Slam—Queen of Hearts—
Skill Pool—Super Jumbo—Jubilee
—Crossroads—Marble Queen—
Globe Trotter—Gypsy Queen—Dia-
mond Lili—Twin Bill.

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POOL GAMES
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1226 S. W. 16th Ave. Portland 5, Ore.

Keeney Ships 3 Coin Pool Game Models

CHICAGO, Nov. 5.—J. H. Keeney & Company is currently shipping three different models of its Fascination Pool, coin-operated pool game.

These include the regular coin pool model that can be played from either three or four sides; and a large-size model with ball holes set farther back from the ends for added bank shot chances.

The latest of these models are the three-side play game, which has its playfield "squared off" so balls that are out of play near the wall can be moved to corresponding positions at the opposite side of the table, and the King-Size, which is also marked off for three-side play and is 18 inches longer than the standard model.

All three models are equipped with standard table levels so correct table balance can be assured at locations. A swivel-type table light is optional with all the games. The light can be moved by the players, if necessary, to make shots from the side of the table where the light is located. The games are also equipped with a hinged table top to facilitate servicing.



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Your **HEADQUARTERS** for

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NEW BOWLING TEAM

Revolutionary! Setting a new high in sales, performance and earnings!

TARGET GUNS

FIRST-Conditioned

EXHIBIT

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SHOOTING GALLERY 175
JET GUN 125
DALE GUN 65

GENCO

WILD WEST\$395
INVADER 125
SKY GUNNER 125

UNITED

CARNIVAL DELUXE\$265
SEEBURG

SHOOT THE BEAR\$145

ARCADE

FIRST-Conditioned

GENCO 2-PLAYER BASKETBALL

Wms. ALL STAR BASEBALL 155
MIDGET MOVIES 145
C.C. 4-PLAYER DERBY 135
TELEQUIZ with film 115

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PLAYED FROM 3 SIDES

FOR CRAMPED LOCATIONS

CAN ALSO BE PLAYED FROM 4 SIDES

TABLE AGAINST WALL
SAVES 60 Sq. Ft. of Floor Space

The ORIGINAL POOL GAME designed for TABLE LIGHT

The ONLY 3-side play Pool Game that eliminates player arguments.

- NO SQUARES ON TABLE
- DEFINITE SPOTS for ball placement when moved

GIVES YOU 50% MORE LOCATIONS TO OPERATE IN!

HINGED PLAYFIELD FOR EASY SERVICING

DUAL LEVELING GAUGES!

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2 LINES GOING

Genco Boosts Production on Pool by 30%

CHICAGO, Nov. 5. — Running two separate production lines on coin pool games—one for the regular model and one for the three-side play model—Genco Manufacturing & Sales Company has boosted production 30 per cent in the last two weeks.

According to Avron Gensburg, vice-president, production figures are expected to continue climbing thru the next two weeks.

"We have been gratified with the reception of our new three-side play table," said Gensburg. "Since our first samples reached the field, we have had a flood of reorders."

The new three-side play model saves 60 square feet of playing space on location, according to Genco. One side of the table can be placed against the wall of the location. The table is equipped with a hinged top for servicing facility, and has mother-of-pearl billiard markers along the cushions to aid in lining up shots.

A new adjustable table level is to be added to assure table balance on location. Available with each Genco table is a light fixture that screws into one of the table bumpers.

Exclusive Chicago Distributor for the BEST in POOL GAMES!

CUE-STAR by FISCHER — \$209

BRAND NEW COIN POOL Marked for play from 3 or 4 sides!
IMMEDIATE DELIVERY!

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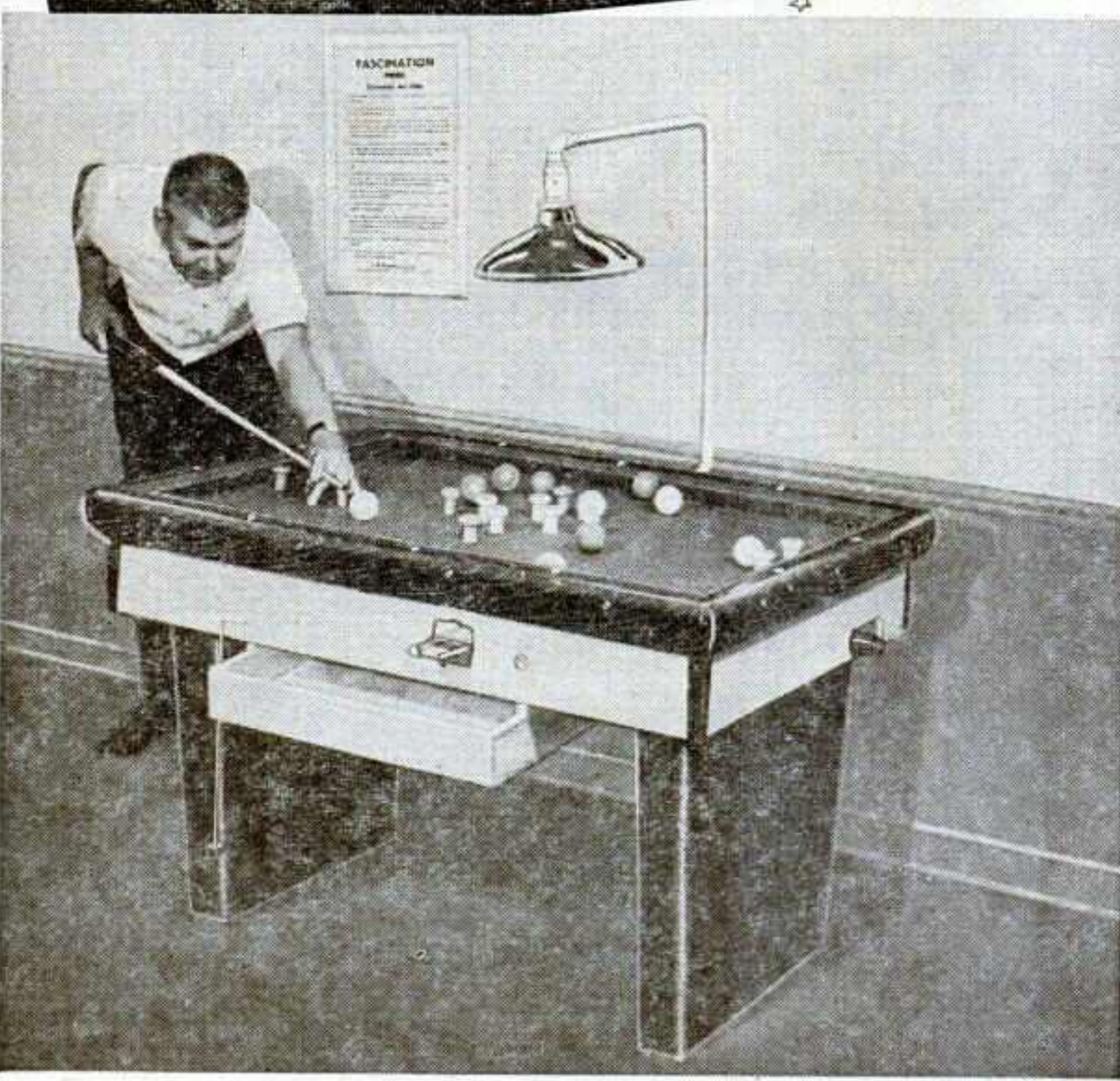
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Keeney's
"FASCINATION POOL"

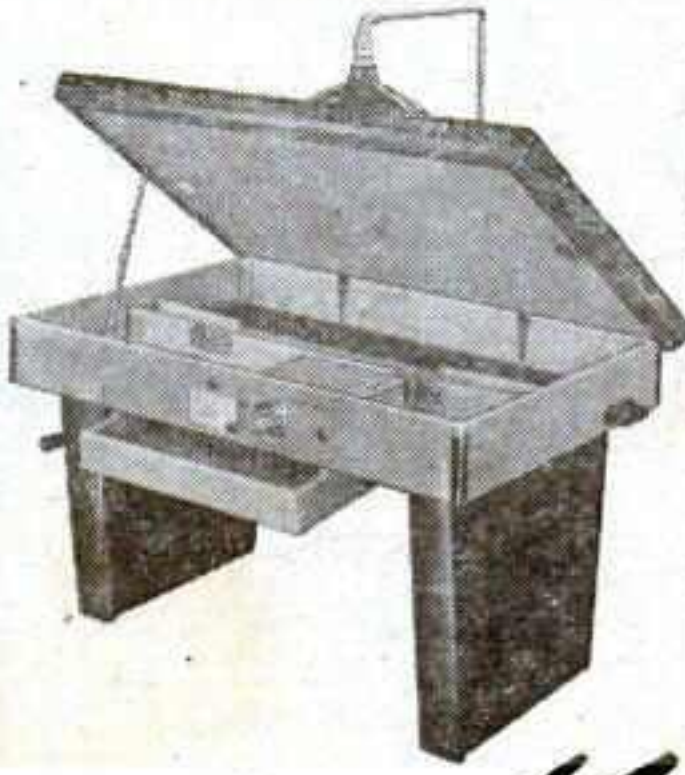


- Mahogany Grained Moulding—Cork Finish Body and Legs
- Perfect operating Ball Release can't be cheated
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 - Simple coin mechanism
 - Levels on 2 Side Rails
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52" L. x 36" W. x 32" H.
OR
JUMBO DELUXE
(18 inches longer)
3-Sided Play!
Keeney's Original HINGED TOP!



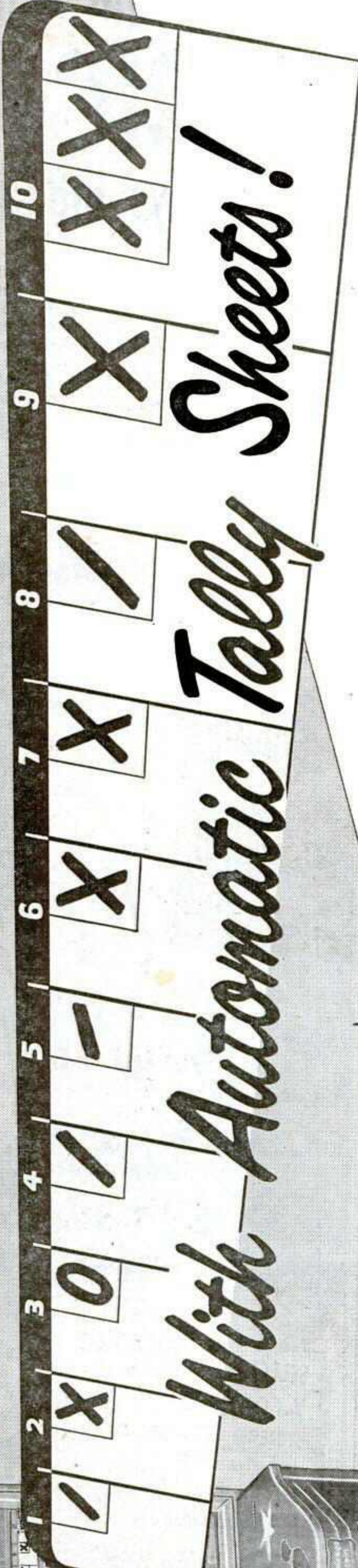
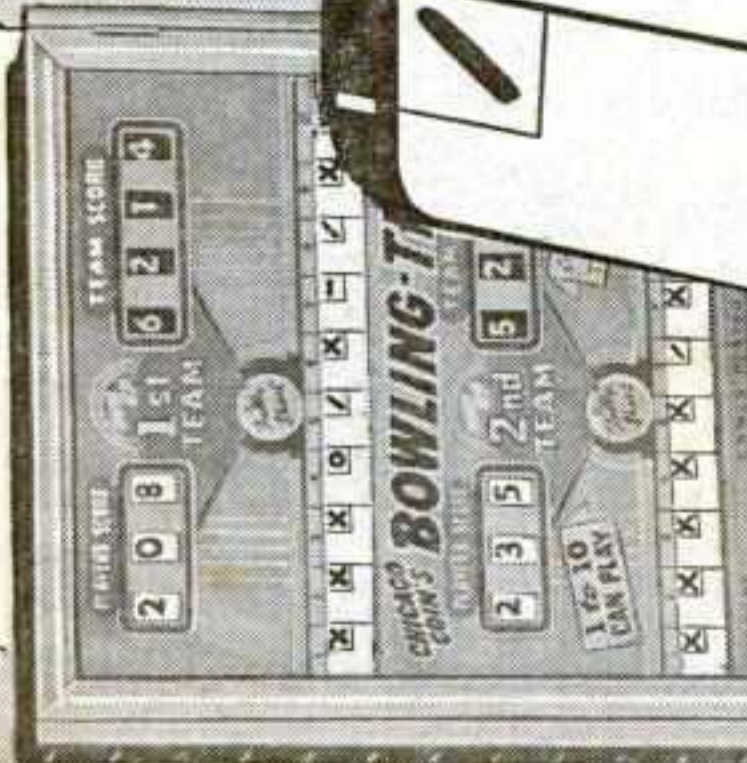
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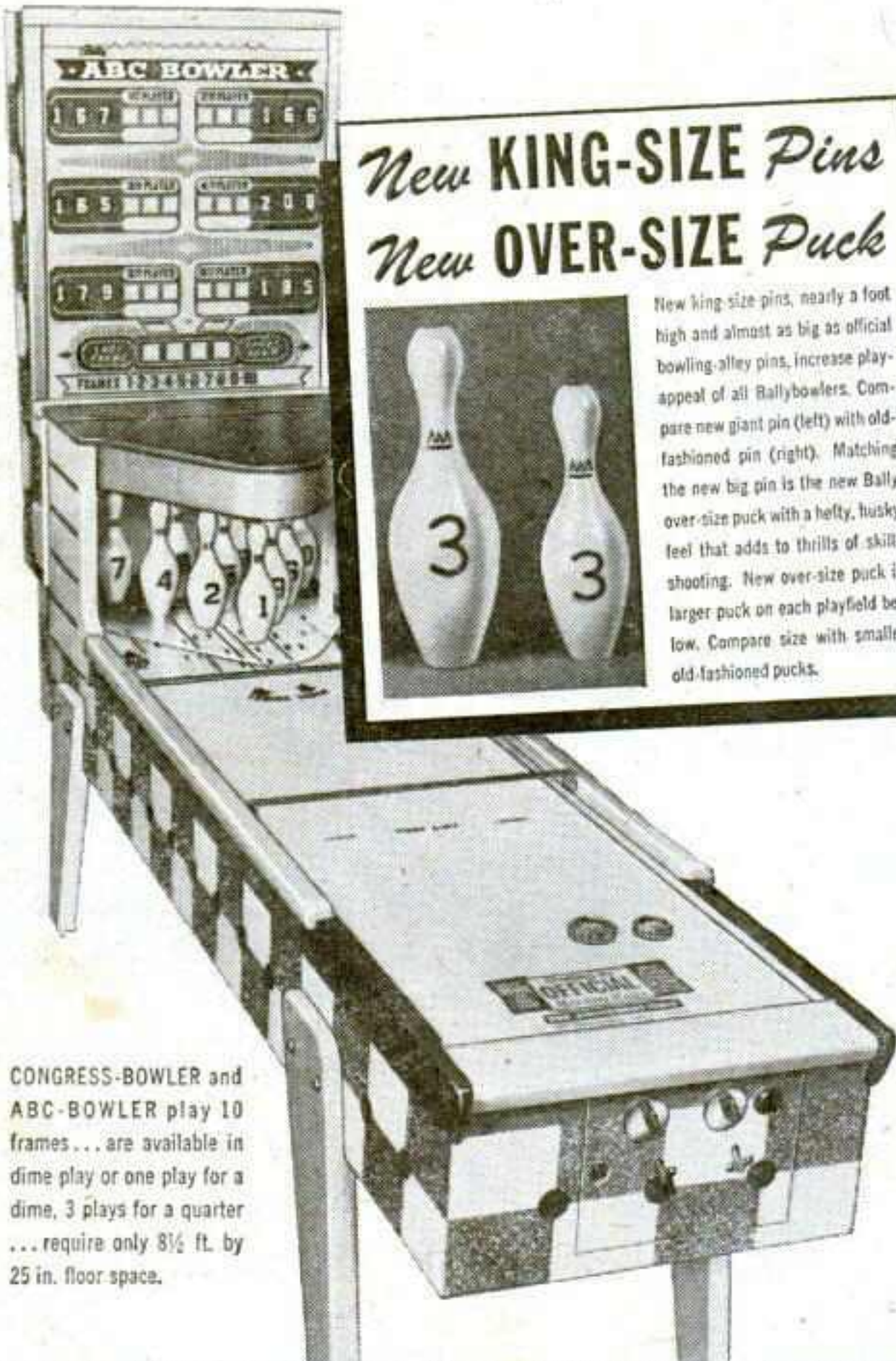
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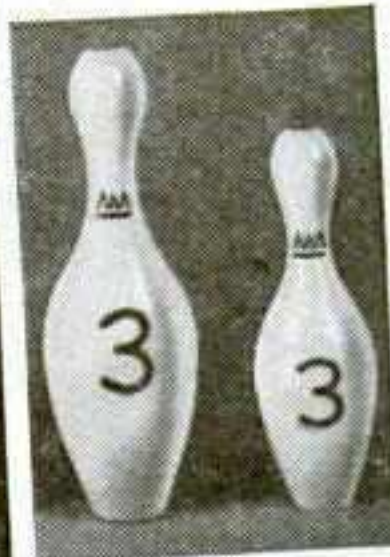
POPULAR OFFICIAL BOWLING SCORES

BOWLER earnings climb to a new sensational high... as 20,000,000 bowlers and their millions of non-bowling friends... discover the fun and fellowship... and the sporting satisfaction of shuffle-bowling by OFFICIAL BOWLING RULES. For biggest group-play... and continuous repeat-play... resulting in bigger bowler profits... get Bally ABC-BOWLER on location now... or CONGRESS-BOWLER for added attraction of match-score features.



CONGRESS-BOWLER and ABC-BOWLER play 10 frames... are available in dime play or one play for a dime, 3 plays for a quarter... require only 8 1/2 ft. by 25 in. floor space.

New KING-SIZE Pins New OVER-SIZE Puck



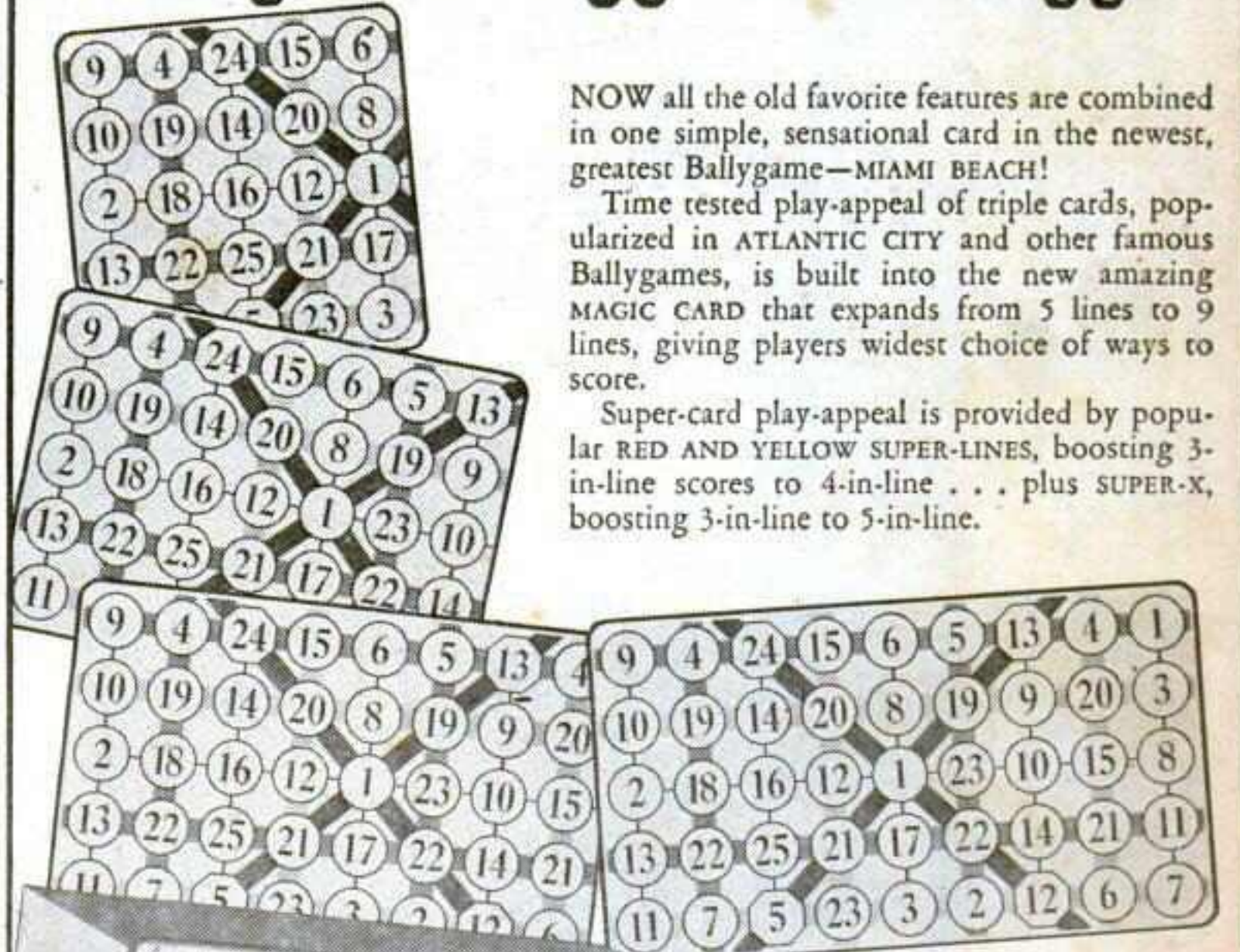
New king size pins, nearly a foot high and almost as big as official bowling alley pins, increase play-appeal of all Ballybowlers. Compare new giant pin (left) with old-fashioned pin (right). Matching the new big pin is the new Bally over-size puck with a hefty, husky feel that adds to thrills of skill-shooting. New over-size puck is larger puck on each playfield below. Compare size with smaller old-fashioned pucks.

ABC bowler

WITH MATCH-SCORE FEATURES

Congress bowler

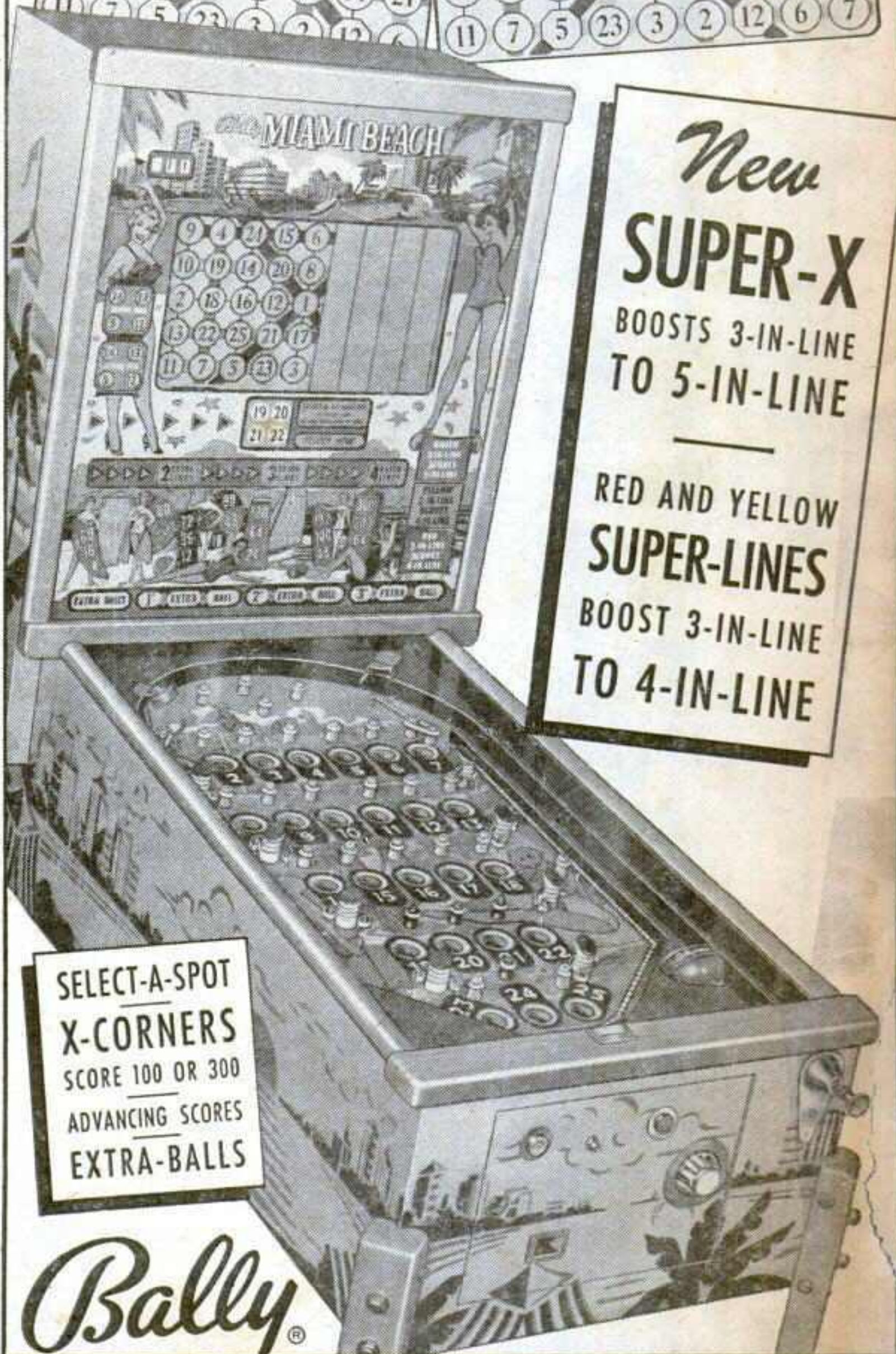
Pinball public wild about new MAGIC CARD that grows bigger and bigger



NOW all the old favorite features are combined in one simple, sensational card in the newest, greatest Ballygame—MIAMI BEACH!

Time tested play-appeal of triple cards, popularized in ATLANTIC CITY and other famous Ballygames, is built into the new amazing MAGIC CARD that expands from 5 lines to 9 lines, giving players widest choice of ways to score.

Super-card play-appeal is provided by popular RED AND YELLOW SUPER-LINES, boosting 3-in-line scores to 4-in-line... plus SUPER-X, boosting 3-in-line to 5-in-line.



New
SUPER-X
BOOSTS 3-IN-LINE
TO 5-IN-LINE

RED AND YELLOW
SUPER-LINES
BOOST 3-IN-LINE
TO 4-IN-LINE

SELECT-A-SPOT
X-CORNERS
SCORE 100 OR 300
ADVANCING SCORES
EXTRA-BALLS

Bally MIAMI BEACH



PIXIES




**BIG, NEW
BUILD-UP
FEATURE**

8

**BALLS
NEXT
GAME**

New, Double-Scoring DIAGONAL FEATURE

First coin lites large card
Second coin lites diagonals

With Diagonal Panel lit
Player can obtain Regular Card
scores PLUS Diagonal scores
Player can score up to

12

3-IN-LINE SCORES
ALSO
4-IN-LINE SCORES

3-IN-LINE SCORES 4-IN-LINE
4-IN-LINE SCORES 5-IN-LINE

Lite-A-Name Feature
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UMC PENNANT FEATURE
4-Corners Score 5-in-Line
Extra Balls

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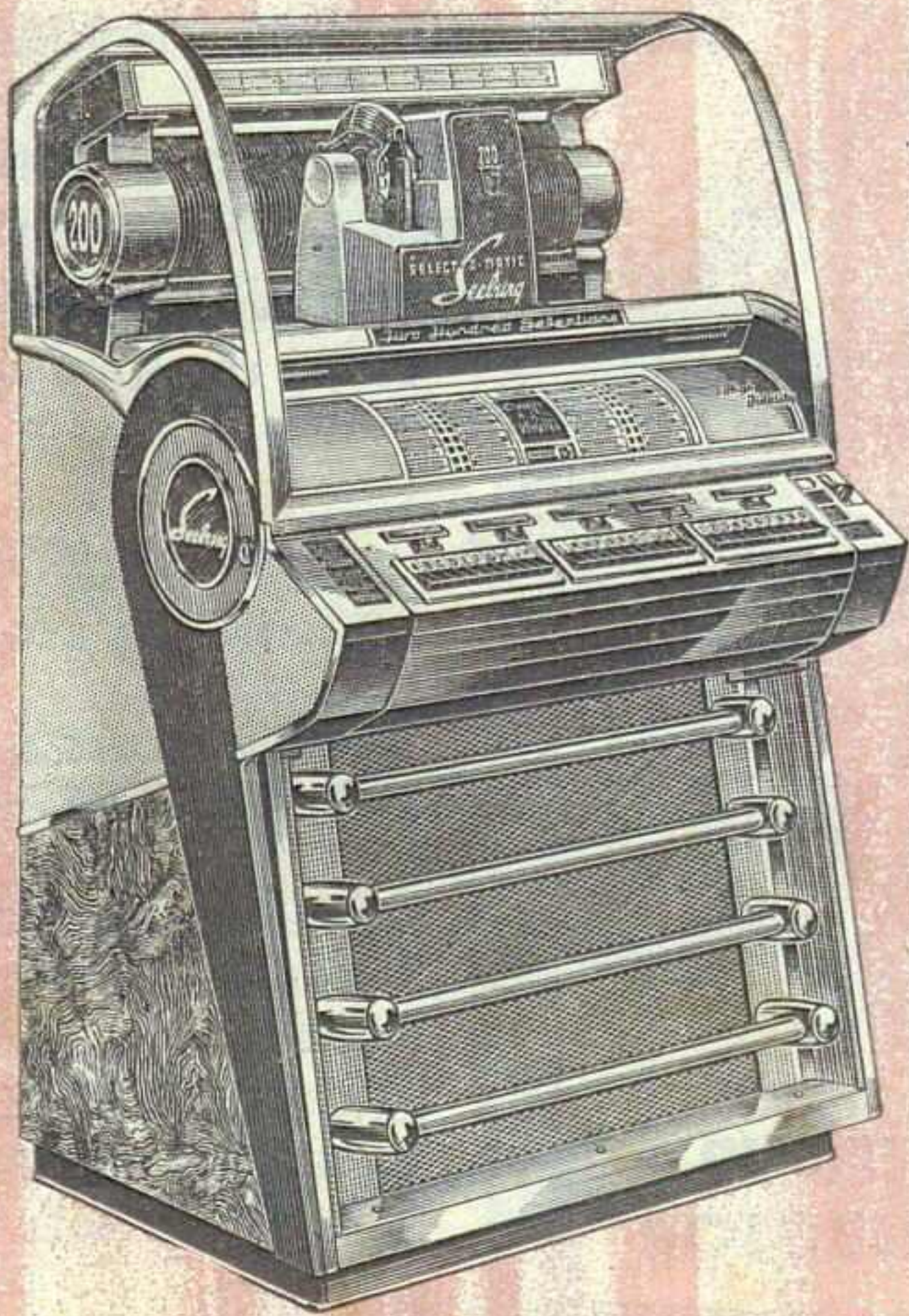
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2-Player Rubber Ball
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