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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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Saints Roast Name Sinners for Charity

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

By JIM McHUGH

NEW YORK, Dec. 31.—Once a month, except for July and August, for 25 years come next spring when circuses are hitting the road, the Dexter Fellows Tent of the Circus Saints and Sinners roasts and toasts a celebrity at luncheon.

The "Fall Guy," or victim, lends his name and fame to the group whose core is built around a love of the circus and its personnel, and a pledge to aid the unfortunates in the profession.

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

At these prices and crowds its gross from this activity alone runs to well over \$100,000 annually and lends credence to the claim of some members that CS&S is the "world's largest luncheon club," a proper sounding, circusy claim.

First at Sardi's

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

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

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

Benham Bug Is Organizing

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

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

Benham credits the germ of the idea to the famed press agent, Dexter Fellows. While working on The World and sitting on a bale of hay in the back yard of the Garden with Fellows one day, the latter made note of the "forgotten men" of the circus—the non-performing group, often born and brought up in the business, who keep a show moving and going but seldom rate any of the tangible rewards. Old Jim, at 78, served as a case in point. When queried on quitting he said he couldn't because he'd have no place to go. There was born at the time a desire to help such circus folks, Benham says.

The noble purpose is stated in the bylaws: "To provide voluntary aid and assistance to the members of the circus profession who need assistance in the case of age, infirmity, misfortune or distress; to contribute to any lawful charitable organization. . . ." The mission has been accomplished many times, effectively, but quietly. No fanfare accompanies this kind of deed, altho the CS&S is not adverse to reaping the publicity rewards that often come with their

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14 ARTISTS IN '55 EARN BB'S TRIPLE CROWN

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

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

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

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

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

By BILL SIMON

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

At this writing, it's virtually certain that several industrial titans will enter the field with huge resources, and that other of the so-called independent companies will attempt to enforce their own claims to "major" status along-side the established giants.

Rough Line-Up

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

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

The struggle for exposure and for sales, of course, has been intensified with each recent new year. The major labels, which had become accustomed to the domination by indies of the rhythm and blues field, in 1955 found themselves reeling under the impact of the young "upstarts" in the pop field, and here it really hurt. (See other story.) Even as the year ends, it is obvious that the old-liners, backs to the wall, are launching powerful attempts to hold and recoup their traditional positions.

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

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

Club Field

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

(Continued on page 15)

Gen. Teleradio Label Buy Off

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

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

NEWS OF THE WEEK

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

Recapitulation of Best Selling Record Charts for 1955 indicates growing strength of independent labels. In 1955, more labels divided up the best selling disks, as compared with 1954. The trend is particularly noticeable in the pop and rhythm and blues fields. In the country and western field, the major record companies still hold virtually complete dominance. . . . Page 13

Women Fold to Deejay Ranks; Agencies Sold to Distaff Gabbers . . .

More and more women are becoming disk jockeys today, and the deejay profession, heretofore primarily masculine domain, now numbers everybody from a four-year-old girl to a former Miss America runner-up in its ranks. Sponsors and agencies, who once frowned on the idea of fem jockeys, have become sold on the fem spielers since the advent of TV. . . . Page 14

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

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

Columbia Pictures Offers 104 Pix To TV; See Dam Finally Easing . . .

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

Television Corporation, Columbia's move made it look as if the dam was finally breaking down. . . . Page 2

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

With a record year in gross sales from vending machines behind them, operators can be rightly optimistic for the future. Vending machines are offering a constantly widening array of food and beverages, and with in-plant feeding on the upswing, 1956 looks like another top year. . . . Page 68

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

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

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

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

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THE BENNY GOODMAN STORY ON



COLUMBIA OPENS 104 PIX FOR VIDEO DISTRIBUTION

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

NEW YORK, Dec. 31.—Columbia Pictures this week opened wide its feature film vaults to television.

TV stations thruout the country were notified by telegram that Columbia is preparing to turn over 104 of its features to Screen Gems for TV distribution in the near future. The Columbia features, it's understood, will not be available for sale for at least another six weeks.

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

The notice to stations of Colum-

bia's decision to distribute features to TV was sent out three days after public announcement of Matty Fox's acquisition of the RKO feature film library for TV distribution (see other story). Fox has already begun talks with stations about the RKO features.

Columbia's announcement of its forthcoming package will probably serve to hold many stations back from closing deals with Fox until they have more information about the contents and price of the Columbia bundle. Apparently Columbia's notification to stations was timed with this aim in mind.

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

sion will now be speeded up rapidly.

Columbia's reasons for making the move at this time, according to a company executive, are twofold: 1) It hopes to find out once and for all the amount of revenue that can be derived from TV sale of features that are no longer of value theatrically; and 2) It wants the additional revenue for new production for theaters.

Columbia over the past two years turned over 85 Westerns, including 16 Wild Bill Elliot features, and some 150 cartoons to Hygo Television for distribution.

RICHARD III

NBC to Air 3-Hour Spec On March 10

NEW YORK, Dec. 31.—NBC's move into the realm of spectacular programming in daytime progressed further this week as the web pegged Saturday, March 10, as the date for its three-hour theatrical feature, "Richard III," which will air 2-5 p.m.

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

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

MCA Prepping Night Stanza For T. Ernie

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

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

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

Agency Chairman Lennen Dies, 68

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

With the late John Mitchell, he started in the Lennen & Mitchell Agency while still in his youth. Mitchell died in 1931. The name was changed to Lennen & Newell in 1951 when H. W. Newell, of the then disbanding Geyer, Newell & Ganger, came over as president.

HOLLYWOOD MAJORS MAY RELEASE RUSH OF PIX

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

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

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

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

NTA May Assemble 30-Feature Package

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

NEW YORK, Dec. 31.—National Telefilm Associates is reported to be putting together still another package of feature films, this one to contain about 30 titles. NTA is expected to start offering it to stations before the end of January.

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

Among the titles said to be definite are "Court Martial," a picture with David Niven, which is still in theatrical release; "Stranger on the Prowl" with Paul Muni and Joan Loring, originally released in 1933; "Guest Wife" with Claudette Colbert and Don Ameche, 1945, and "It's in the Bag" with Jack Benny, Fred Allen and Bob Benchley, 1945.

Universal's 8

The eight pictures from Universal (they were produced by Jules Levey) are "Hellzapoppin," "The Boys From Syracuse," "Pardon My Sarong," "See My Lawyer," "The Ghost Catchers," "Butch Minds the Baby," "Crazy House" and "Tight

CBS-TV Mulls Format Change For Gleason

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

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

The tendency in network ranks is to blame the decline of the series not to the fact that it went to film, but that, basically, it's become just another situation comedy.

RKO's Video Film Effort To Continue

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

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

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

TOT AM VIEWERS GETTING SCARCE

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

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

TRADESTERS FEEL:

Time-for-Film May Be Fox Distrib Plan

NEW YORK, Dec. 31.—Matty Fox still had not revealed this week what his new sales concept is for the RKO features he just acquired for his C & C Television Corporation, subsidiary of C & C Super Corporation, of which Fox is a major shareholder.

In announcing acquisition of the huge RKO library this week, Fox again indicated he had a unique plan of distribution which he would reveal shortly. Best informed trade sources predicted it would turn out to be some refinement of the time-for-film exchange plan that he put into effect in the last active days of Motion Pictures for Television.

Under ordinary distribution standards, C & C would probably have to gross around \$25,000 per picture in order to break even.

C & C is paying RKO Teleradio \$15,200,000 cash for some 740 features plus 1,000 shorts.

Numerous features have grossed more than \$25,000 in TV. For example, it is estimated that the Bank of America package has grossed close to \$80,000 per title. But the huge RKO library presents a different problem.

In so large a stock of wheat, it is reasoned, there has to be plenty of chaff. It is estimated that some 200 pictures in the library are below the level of quality of present feature programs. Some observers expect that at least that weak portion of the library will probably be offered to stations on a barter arrangement.

Fox denied this week that he had a sponsorship deal with Inter-

(Continued on page 12)

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Web Winners

"MICKEY MOUSE CLUB"—ABC-TV

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

"ED SULLIVAN SHOW"—CBS-TV

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

NAT'L SPONSORS HOT ON FEATURES

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

NEW YORK, Dec. 31.—ABC-TV's success in programming feature films as network fare is being reflected by the growing number of national advertisers latching onto the feature stanzas on long-term bases.

Best Foods this week became the first bankroller to move into ABC's new "Afternoon Film Festival," scheduled to bow early in January, 3-5 p.m., across the board.

Best contracted to buy 39 participations over 13 weeks. Also, Glamorene took the ABC feature film plunge, on nighttime, by signing for 26 weeks, one spot a week, on "Famous Film Festival," starting February 5.

Previously, Procter & Gamble packed to buy one spot a week on "Famous Film Festival" thru June 1, while Colgate did likewise for 13 weeks. ABC and Colgate are now negotiating to expand Colgate's stake in the features.

The growing acceptance of ABC's feature films by advertisers willing to commit themselves for extended periods goes a long way toward relieving ABC's sales staff, headed by sales director Chick Abry, from the time-consuming task of trying to fill each showing with one-shot or similar short-term bankrollers.

But perhaps more important, the example of major national bank-

rollers willing to sign for long terms provides powerful ammunition for the salesmen in rounding up still other advertisers, both large and small.

C'brough Buys 'State Trooper' From MCA-TV

NEW YORK, Dec. 31.—The Chesebrough Manufacturing Company was this week reported to have bought the "State Trooper" film series from MCA-TV. The manufacturer of Vaseline products is understood to be planning a network showcasing when a time slot is found.

MCA's Revue Productions shot the pilot of "Trooper" early this year. It stars Rod Cameron. In the fall, Falstaff Brewing was quite interested in the show as a replacement for "City Detective" (which also stars Cameron) over its extensive spot spread. But the entry of Ziv-TV's "Highway Patrol" into the syndication market seemed to have scotched that deal.

News in Brief

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

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

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

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

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

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

NBC HUNTS TONY MARTIN CLIENTS; OTHERS OUT . . .

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

BIOW PICKS UP SCHLITZ, MAY QUIT RUPPERT . . .

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

ALMA MAMMY CALLS

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

NEW YORK, Dec. 31.—CBS-TV is going all out to woo Worthington Miner back to produce a new series of 90-minute spectaculars for next season. Miner left CBS, where he was producer of "Studio One" and "The Goldbergs," about two years ago for NBC.

In its efforts to win him back, CBS is understood to be waving

some fancy monetary rewards. But perhaps its biggest bait is the opportunity to produce spectaculars, which Miner has been eager to do.

The CBS spectaculars reportedly being slated for Thursday nights are also being mentioned in the web's programming huddles. It could well be that CBS next season might blossom forth with

spectaculars on both nights, in addition to its current "Ford Star Jubilee" on Saturday nights.

NBC Specs

NBC, meanwhile, is fighting to keep Miner from switching to his alma mater. It's understood the web is trying to pave the way for Miner to produce some Sunday night spectaculars this season, and next season put him at the helm of a Friday night series of specs.

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

Miner is currently producer of "The Medic" and "Frontier" on NBC. He's also working on a new package, "Briefcase," which is based on law cases. All three of these shows are on film. Miner, in a recent interview, pointed out that he feels film is the best form for half-hour shows. But his favorite production chores consist of turning out big, live shows.

ARB to Run Second 'A to Z' Town Study

NEW YORK, Dec. 31.—The second "A to Z" coverage study of smaller TV markets by American Research Bureau has been set to take place from January 10 to February 5, with the results to be ready on February 20. This study, ranging in markets from Aberdeen, S. D., to Zanesville, O., will cover 225 cities, as compared with 140 in last year's initial effort. Selling begins next week.

The concentration in this study will be on in-between cities which have no TV outlets of their own, but receive signals from other markets. The 225 to be covered, along with the 100 markets regularly surveyed by ARB, will provide coverage data for 85 per cent of the nation.

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

Basis for Study

The basis for the market statistics will be derived from about 500 telephone calls within each city studied. Pricing on the survey is expected to be somewhat lower per market than on the premiere effort, to which subscribers numbered virtually all key ad agencies, two of the three TV webs and at least one station in each market covered. About 100 stations are expected to subscribe to the new study.

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

their billings, and stations will pay \$185 for the first city report, \$70 for a second city, \$40 for a third and \$20 for a fourth city and so on.

ARB this week expanded in yet another direction by launching the first national overnight coincidental survey. Altho there have been overnight multi-city ratings, ARB has prepared a telephone survey covering 100 sampling areas, with proportionate break-downs of the population. A rating can be readied by noon of the day following the show rated. First evaluation was on NBC's "Babes in Toyland" spectacular, which showed a national rating of 35.5 with 11,000,000 sets tuned in. The Service will now be offered commercially to sponsors and networks

NBC Moves Fast on '56 Daytime Biz

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

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

Also during the week, Dow Chemical picked up 10 spots on "Today" and 6 spots on "Tonight," and reportedly signed to pick up one spot a week in "Matinee" after April. Cluett-Peabody, which previously bought 50 spots on "Home" for airing next summer, expanded the order by an additional 38 spots.

To top things off, General Cigars purchased one-fourth of NBC's 13 professional basketball games, which begin airing January 7. Mennen previously bought a similar slice. The unsponsored half of the basketball game package is being offered co-op.

Philco Moves Back Into TV

NEW YORK, Dec. 31.—Philco last week took the first step to re-invest some of its money in TV when it bought about \$300,000 worth of "Today," "Home" and "Tonight." With its cancellation of its "Philco Playhouse" on NBC, the client had moved out of the medium. It will introduce many of the unusual features of its 1956 white goods line on the THT shows.

THT, meanwhile, picked up about another \$1,250,000 worth of business. It includes 65 participations by Gruen Watch over the holiday season, and a \$500,000 purchase by the Edison Institute to sell adequate wiring of new and old homes to the American-public.

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2

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Frederick	Bloomsburg
Westminster	Lewisburg
Carlisle	Lewistown
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STEINMAN STATION
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Z82P-SK8-ZL4C

Lack of Producer-Ad Agency Liaison Crimps Show Output

Situation Causes Pilot Losses; Hucksters Eschew Creative Work

By BOB SPIELMAN

HOLLYWOOD, Dec. 31.—How serious is the lack of liaison between producers and advertising agencies in the development of new programs? Answers differ considerably, but it seems certain that, because of it, several hundred thousand dollars being spent for pilot production this year will go down the drain.

Outwardly, neither producers nor agencies are too unhappy with the situation. They accept it as being so, and don't expect it to change. Privately, they are both searching for trends in each other's thinking, as well as in audience reaction.

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

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

important is the fact that agencies have learned that if they do not produce, and the program is a failure, the blame can be spread around rather than be borne by them entirely.

They Won't Talk

This thinking has developed to such an extent that some agencies will not give any program, no matter how good they think it is, their full endorsement, but recommend shows to sponsors only in a general sort of way, leaving the decision basically to the latter's judgment.

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

The producers, as a result, have taken a devil-take-care attitude, with many of them stating with conviction that most sponsors don't know what kind of program they want and the only thing a producer can do is take a stab in the dark and try to give it to them.

Hal Roach Jr., for instance, has long believed that if he is to sell programs, he must present a showcase of pilots and let the sponsor pick and choose. Connie-Stephens has carried the philosophy a step further this year by presenting, if not 57 varieties, at least 13, hoping

to sell at least two or three of these and thus come out in the black.

Optimism among producers this year on their ability to produce pilots that will sell seems to be at an all-time high. As one put it: "My show's better than a dozen that are now on the air. So why shouldn't it sell?"

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

One of the problems a producer faces is not only whether to make a pilot, but when to make it. Desilu V.-P. Martin Leeds, for instance, believes that several of the company's pilots were ahead of their time, and would have sold if they'd been shot a year later. By the time the year went by they had the reputation of having been around, and nobody wanted them. On the other hand, some producers try to follow trends, only to find out that the trend is over by the time the pilot is produced.

What it adds up to is that with competition at an all-time high, shooting a pilot this season may be the biggest gamble it's ever been.

NORM DEPARTURE

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

NEW YORK, Dec. 31. — The youth of this city apparently constitute a dissenting minority when it comes to TV viewing. Their favorite shows are far from the highest rated ones. This was indicated in the latest quarterly report issued by Teen-Age Service, a research agency here that surveys 8,500 high school students and 1,500 college students in this area.

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

"Teen Bandstand," which pulls an average Telespense rating of around 2.5 (standing fifth or sixth among the seven stations programming that time slot in this market), was picked as their favorite daytime show by 21 per cent of the high-school kids. Second favorite daytimer was "The Big Payoff," picked by 16 per cent. Next came "movies" (title not specified), picked by 10 per cent.

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

College Faves

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

Ford and "Wide, Wide World," picked by 16 per cent each. "Teen Bandstand" also rated high, with 11 per cent naming it.

The amount of viewing done by the youth is less than the over-all average, the survey indicates. Among the high school kids, for instance, 17 per cent watch TV less than one hour a day, another 48 per cent watch up to two hours, another 20 per cent watch up to three hours. Only 12 per cent said they watch more than three hours a day. Among the college group the level of televiewing was even less.

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• New TV Spot Campaigns

Future National Spot Drives— Contracts Being Signed Now

Deals Set During Two Weeks Ending December 24

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

NATIONAL SUMMARY

(Campaigns placed in more than one region)

Product and Advertiser	Product and Advertiser
Bab-O, B. T. Babbitt, Inc.	Kellogg's Shredded Wheat, Kellogg Co.
Ben Gay, Thomas Leeming & Co.	L & M Cigarettes, Liggett & Myers
Boone Bell Cosmetics, Boone Bell	Lava Soap, Procter & Gamble
Bufferin, Bristol-Myers	Mounds Candy Bar, Peter Paul
Colgate Dental Cream, Colgate	Nabisco Sky King, National Biscuit
Palmolive	Nestle's Cookie Mix, Nestle Co., Inc.
Crest Toothpaste, Procter & Gamble	Reader's Digest, Reader's Digest Assn.
Dromedary Food Products, Hills Brothers	Rolaids Antacid Products, American Chicle
Hep Aerosol Insect Killer, Bostwick Labs.	Underwood Typewriters, Underwood Corp.
	Whitman's Chocolates, Whitman & Son

REGIONAL SUMMARIES

Eastern

Bab-O, B. T. Babbitt, Inc.	Lava Soap, Procter & Gamble
Benrus Watches, Benrus Watch Co.	Mounds Candy Bar, Peter Paul
Boone Bell Cosmetics, Boone Bell	Nabisco Sky King, National Biscuit
Bufferin, Bristol-Myers	Narragansett Ale & Beer, Narragansett Brewing
Colgate Dental Cream, Colgate	Nestle's Cookie Mix, Nestle Co.
Palmolive	Pepto Bismol, Norwich Pharmacal
Crest Toothpaste, Procter & Gamble	Philip Morris Cigarettes, Philip Morris
Drene Shampoo, Procter & Gamble	From Home Permanent, Toni Co.
Dromedary Food Products, Hills Brothers	Raleigh Cigarettes, Brown & Williamson
Energine Cleaning & Lighter Fluid & Shoe White, Sterling Drug	Reader's Digest, Reader's Digest Assn.
57 Varieties Food Products, H. J. Heinz	Rise Push Button Shave Lotion, Carter Products
Hep Aerosol Insect Killer, Bostwick Labs.	Rival Dog Food, Rival Packing
Ivalon Miracle Sponge, Ivano, Inc.	Rolaids Antacid Products, American Chicle
Ivory Snow, Procter & Gamble	Sinclair Oil, Sinclair Refining
Joy Liquid Detergent, Procter & Gamble	Super Lanolin, Charles Antell
Kellogg's Shredded Wheat, Kellogg Co.	Sweet Goods, National Biscuit
Keebler Biscuits & Crackers, Keebler Biscuit Co.	"The Harder They Fall" (Movie), Columbia Pictures
L & M Cigarettes, Liggett & Myers	Welch Grape Wine, Welch Grape Juice
Ladies Home Journal, Curtis Publishing	Whitman's Chocolates, Whitman & Son

Southern

Absorbine Liniment, W. F. Young	Manischewitz Kosher Wine, Monarch Wine
B. C., B. C. Remedy Co.	Nabisco Sky King, National Biscuit
Bufferin, Bristol-Myers	Phillips Milk of Magnesia, Chas. H. Phillips
Dentyne Gum, American Chicle	Pure Oil, Pure Oil Co.
Hair-in-Place, Boyer Labs.	Rislone Oil Alloy, Shaler Co.
Humko Shortening, Humko Co.	

Midwestern

Arrid Deodorant, Carter Products	Maxwell House Coffee, General Foods
Bab-O, B. T. Babbitt, Inc.	Morton's Frozen Foods, Morton Packing
Beauty Preparations, Charles Antell	Nestle's Cookie Mix, Nestle Co.
Ben Gay, Thomas Leeming & Co.	Paint Rollers, Rolliton Products
Blue Bonnet Margarine, Standard Brands	Pillsbury Products, Pillsbury Mills
Boone Bell Cosmetics, Boone Bell, Inc.	Post Toasties Cereal, General Foods
Candy Bars, Hollywood Candy	Reader's Digest, Reader's Digest Assn.
Carter's Little Liver Pills, Carter Products	Redbook Magazine, McCall Corp.
Colgate Dental Cream, Colgate	Rolaids, Antacid Products, American Chicle
Palmolive	Royal Custard Style Desserts, Standard Brands
Crest Toothpaste, Procter & Gamble	Salad Mixer, Ratner Promotions
Deep Rock Petroleum Products, Deep Rock Oil	Snow Crop Frozen Foods, Minute Maid
Dromedary Food Products, Hills Brothers	Snug Denture Cushions, Midland Pharmacal
Florida Valencia Oranges, Florida Citrus Commission	Stokely Finest Canned Vegetables & Fruits, Stokely Van Camp
Ford Cars, Ford Motors	Underwood Typewriters, Underwood Corp.
Ivory Flakes, Procter & Gamble	Vegetal Shortening, Armour
L & M Cigarettes, Liggett & Myers	Whitman's Chocolates, Whitman & Son
Manchester Cookies, Manchester Biscuit	
Max Factor Cosmetics, Sales Builders	

Southwestern

C D R Rotor, Radiart Corp.	Kellogg's Shredded Wheat, Kellogg Co.
Fritos, Frito Co.	Nu Grape Soda, National Nugrape

Rocky Mountain & West Coast

Anahist Anti Histamine Tablets, Anahist Co.	Lucky Lager, Lucky Lager Co.
Ben Gay, Thomas Leeming	Milk Products, Challenge Co.
Buick Motor Cars, Buick Motor Div.	Mounds Candy Bar, Peter Paul
Chesterfield Cigarettes, Liggett & Myers	One A Day Vitamin Tablets, Miles Labs.
Colgate Dental Cream, Colgate	Richfield Gasoline & Oil, Richfield Oil
Palmolive	Tootsie Rolls, Sweets Co.
Crest Toothpaste, Procter & Gamble	U. S. Tires, Tubes & Accessories, United States Rubber
Folger's Coffee, J. A. Folger	Underwood Typewriters, Underwood Corp.
Hep Aerosol Insect Killer, Bostwick Labs.	Wonder Bread, Continental Baking
L & M Cigarettes, Liggett & Myers	
Lava Soap, Procter & Gamble	

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

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

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

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

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

ON KPRC-TV

Texas Store Moves Into Color Video

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

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

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

Distribution for 'Annapurna'

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

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

Ziv Hires Expert For 'Man X' Staff

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

Ziv is having background footage for "X" shot by cameramen working out of its branch sales offices all over the world. This footage will be worked into the show by intercutting and process shots.

WOR-TV ENJOYS BUSY YULETIDE

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

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

TV Film Org Meet Set

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

Savage said he had heard from a number of companies, but he refused to say just how many until he'd reported to the committee.

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

Sebastian Joins CBS Film Sales

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

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

CRIME PAYS ON TV

Film Men in Trend To Documentaries

HOLLYWOOD, Dec. 31.—Several producers have started to feel once more that crime does pay, at least on television. There seems to be a definite trend toward production of crime drama pilots, especially those with a semi-documentary flavor.

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

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

Already being filmed is "Code Three" at Hal Roach Studios, and "The Man Called X" by Ziv-TV. Ziv has another mystery, "Craig Rice," coming up. Diamond-Bischoff have scheduled "Mystery Theater," which will use stories

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

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

By LEON MORSE

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

AFTRA is contemplating nothing less than the reduction of its second-run kinescope fees from 100 per cent, for talent, to about 35 per cent, the second-run Screen Actors' Guild rerun fee. Third, fourth, fifth and sixth-run SAG fees are 25 per cent of the original cost for talent. AFTRA, of course, would also lower its fees on runs subsequent to the second to about the percentages that the SAG charges.

AFTRA believes that rerun fees have played a major part in bringing about the switch to the use of film as against live TV, the predominant pattern in the industry's early days. In a large number of cases, the residual rights to vidfilm

shows have meant the difference between profit and loss. Producers have also sold shows for first run for less than their cost, "The Ford Theater" being such an example, and gotten the rest out on residual sale.

Four Runs

But in order to sell many of these shows for rerun, more than one showing must be made available. One of the patterns is to sell four runs of a show. "My Little Margie" has racked up an estimated \$2,000,000 in sales to stations this year which are using it as a daytime strip. The rerun version of "Dragnet," retitled "Badge 714," has also been a sensational moneymaker for the producer.

In contradiction to this, few live properties have gone into rerun, tho a number of them have definite potential in that field. "Mr. Peepers," for example, a fairly successful network show, and a prime prospect for reshowing, has never

gone into rerun, probably because the AFTRA fees would have been too high.

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

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

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

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

The AFTRA position would certainly be strengthened if more TV were being presented live. And so it is expected to make every move possible to make it more profitable for networks, sponsors and packagers to present more live TV.

Comedy, Western Pilots by Roach

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

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

Raisbeck Heads Sales For N. American Film

HOLLYWOOD, Dec. 31.—Robert B. Raisbeck, one-time producer of "The Ruggles" tele series, today was named sales director of North American Film Corporation. The company, which was formed by Eddie Yuhl for the production of TV film commercials, will open offices in New York and Chicago in January.

SLIPPING RERUN \$ CUES SHOW SALES

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

HOLLYWOOD, Dec. 31.—The decline in revenue from reruns in the syndicated TV field is leading many producers and production companies to sell programs outright on a capital gains basis rather than retain an interest in them after they are placed in syndication.

Prime examples of such deals during the past two or three months have been the ones Hal Roach Jr. negotiated with Interstate and with ABC Film. Perhaps the biggest of them all, however, is now in the works for three years' backlog of "Four Star Playhouse."

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

and MCA-TV not entirely out of the proceedings.

"Playhouse" during the past three years was made under the banner of "Four Star Productions," but this season is being filmed by, legally, a new company, "Four Star Films, Inc.," this separating the backlog from the current output for tax purposes.

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

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

130 Hue Telescriptions In Studio Library Deal

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


The artists on the color shorts include Nat (King) Cole, Korla Pandit, Connie Haines, the Harmonicats and Sarah Vaughan. There are a total of 1,100 Studio Telescriptions on black-and-white film.

"3 LIVES" PULSE VIGOROUS

31.5*


IN BUFFALO

RICHARD CARLSON'S vivid portrayals of the exciting three lives of Herb Philbrick help keep Buffalo TV fans eager for more of Ziv's "I LED 3 LIVES." This viewing activity shows up in vigorous Telepulse® ratings, for instance . . . 29.9 Jan. 1955 . . . 30.5 Feb. 1955 . . . 31.5 May, 1955 . . . and so on up the line.



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

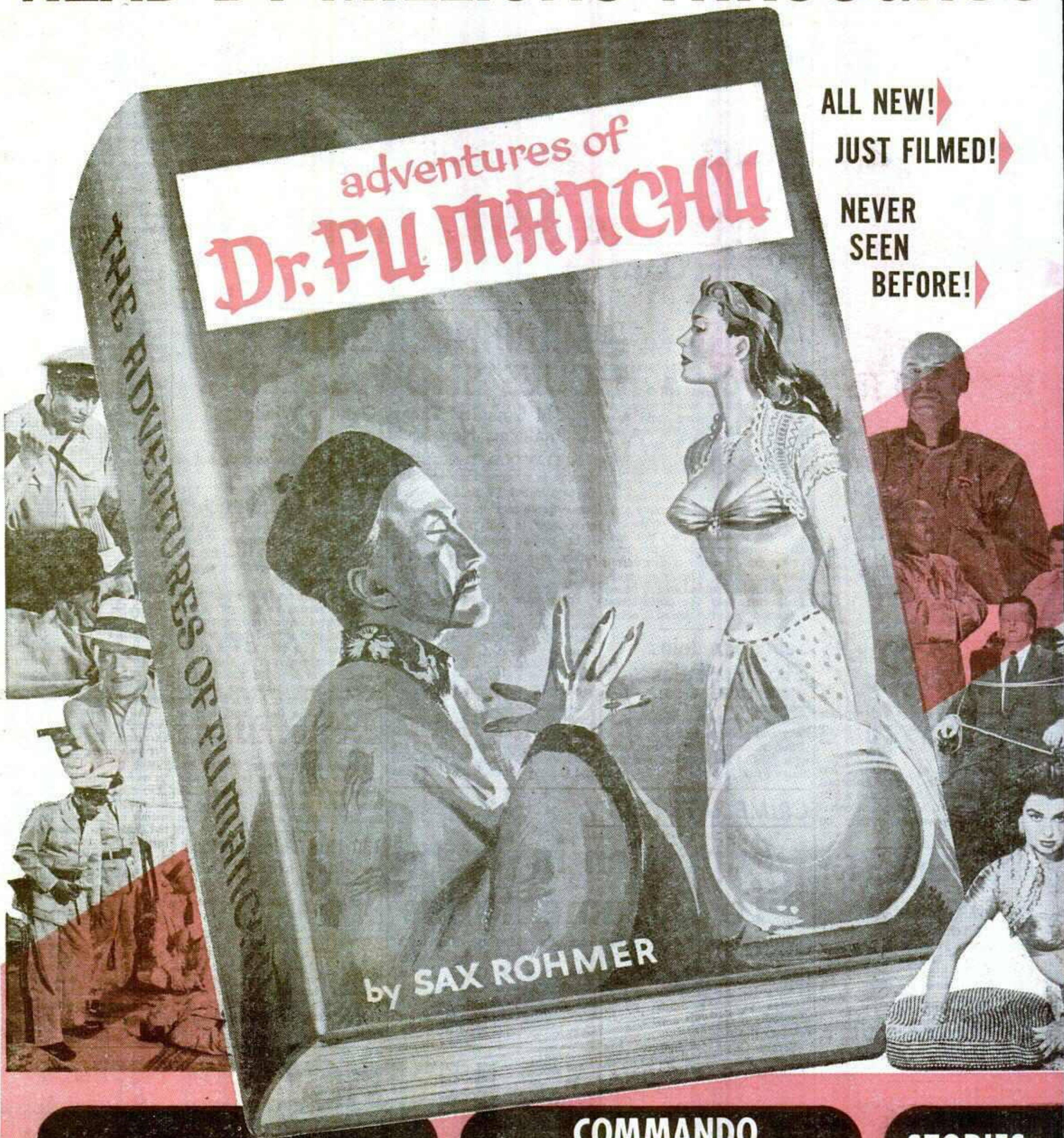
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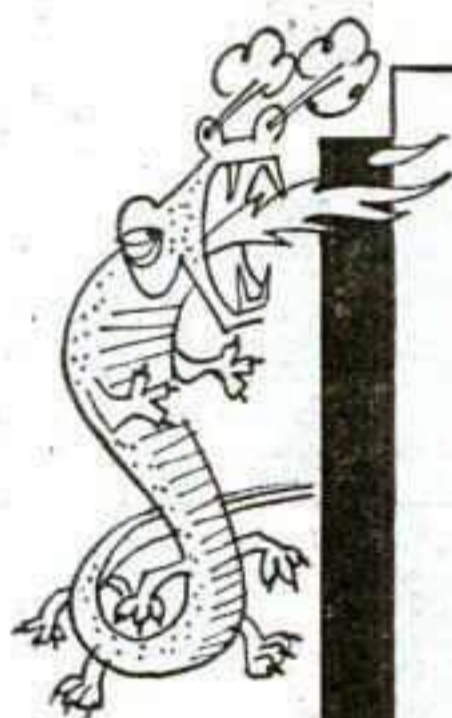
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Millions of TV viewers will
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adventures of

Dr. FU MANCHU



13 - 26½ MINUTE SUBJECTS

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- THE SECRET OF DR. FU MANCHU
- THE PLAGUE OF DR. FU MANCHU
- THE SLAVE OF DR. FU MANCHU
- THE GOLDEN GOD OF DR. FU MANCHU
- DR. FU MANCHU, INC.
- THE VENGEANCE OF DR. FU MANCHU
- DR. FU MANCHU'S RAID
- THE DEATH SHIPS OF DR. FU MANCHU
- THE COUNTERFEITERS OF DR. FU MANCHU
- THE MASTER PLAN OF DR. FU MANCHU
- THE SATELLITES OF DR. FU MANCHU
- THE ASSASSINS OF DR. FU MANCHU

Now Syndicating
"EMMY"
AWARD WINNER
Outstanding
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ALL STAR CAST
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26½ min. each

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one of the world's most popular outdoor personalities
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"FRONTIER DOCTOR"
Now in Production!
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Adventure! Action! Intrigue!

Coming! The New Sensational Series
"THE STATUE OF LIBERTY"
made in cooperation with the
United States Dept. of Justice,
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SMALL STAGES HANDY

British TV-Film Surge Puts Studio Space at Premium

LONDON, Dec. 31.—The steady upsurge of the local film industry coupled with the sudden realization of the dough to be quarried out of TV film has put studio space here at a premium.

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

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

Other Pastures

But London isn't the end of the studio line. Already far-sighted producers have been exploring as far afield as Cardiff—four hours train ride away—where local citizens anxious to rope a flourishing new industry within their ken are offering converted studios at giveaway rents.

That is long-term stuff tho, for London studios about mop up the currently available technicians, of whom there seems to be an increasing shortage.

And union officials have not been eager to allow an overdue influx to their ranks in case the TV bubble should ever burst and leave them again heavily unemployed.

More to Come

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

leading motion picture major, Associated British, shortly to become a commercial TV station operator, none can see exactly how the picture will shape up. Most feel that within two years there is plenty of room for up to 20 top-level video film productions here—excluding any extra studio-building plans the majors may have.

The majority of these series must for financial reasons have America as their primary target. Few English producers aiming at that market would attempt to launch the expensive (minimum average budget now around \$13,500) pro-

gram without some sort of leading American advice.

But with the trend away from the supposedly actual American scene (recreated in British studios) toward European stories revolving around American names, producers here do not feel it so vital to have an all-American creative staff.

Many top TV men look forward to a time when the American viewer will be ready to accept an all-British TV production in the same way that he has already accepted such uncompromisingly British star players as David Niven and Stewart Granger.

HARRIS SUES FOX

Group Seeks 550G For MPTV Split-Up

NEW YORK, Dec. 31.—While Matty Fox was making news on his acquisition of the RKO films, his erstwhile associates known as the Harris Group (Joe Harris, Jim Harris and Sy Weintraub, now running Flamingo Films) slapped him with a suit on money allegedly due them from their severance from Motion Pictures for Television two years ago.

In a complaint filed in New York Supreme Court, the three plaintiffs asked that a trustee be appointed to hold a deposit of stock in the C&C Super Corporation (of which Fox is a major stockholder) as security against the payments still due them. The money they claim totals close to \$550,000.

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

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

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

On February 28, 1955, according to the complaint, the weekly payments ceased. In April they say they notified MPTV of the default. On June 8, it alleges, Fox for the defendants agreed to make good the balance in installments, and he put up 75,000 shares of C&C as security. They charge that when on June 23 they notified Fox that 75,000 shares were not enough to cover the money due, Fox with-

drew the shares from the trustee and refused to put up the additional certificates.

Joe Harris is laying claim to \$212,142. Jim Harris and Weintraub claim \$168,731 each.

NTA Now Has 366 5-Minute Firms in Tow

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

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

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

'Dr. Hudson' to Run in Canada

HOLLYWOOD, Dec. 31.—MCA-TV has sold "Dr. Hudson's Secret Journal" to Sherman Williams Paints and the Dominion Rubber Company for 15 Canadian markets. Cities included are Halifax, Montreal, Toronto, Ottawa, Winnipeg, Edmonton and Vancouver, as well as several smaller ones.

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

NEW YORK, Dec. 31.—A still further line of merchandise will be made available to the syndication sponsors of "Captain Gallant of the Foreign Legion" next month. Among the items lined up by Stone Associates that are in a price range suitable for self-liquidators are a kepi (Foreign Legion hat), a canteen; a gun and holster and a pair of binoculars.

This is in addition to items recently franchised for retail sale, including a miniature desert outpost, which will sell for \$5, a uniform for \$2.98, and a more expensive gun and holster.

Television Programs of America has syndicated the Buster Crabbe series in 33 markets. This is in

addition to the line-up that H. J. Heinz has on NBC-TV.

The extent to which syndicated sponsors can make use of these merchandising aids is exemplified by Nissen Bakery, which has the show in Portland and Bangor, Me., for its Holsum Bread.

In August, Nissen ordered 10,000 Gallant buttons and an equal number of shoulder patches. In September, it ordered 4,000 prize packages that TPA has prepared for the show. In December, it bought another 1,000 buttons, another 2,500 prize packages and 1,000 comic books.

To kick off the show, the bakery had Crabbe make a personal appearance, and it ran a 35-mm. print of the show in a local theater.

Films to Watch

"I SEARCH FOR ADVENTURE"—George Bagnall Associates

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

"WATERFRONT"—MCA-TV Film Syndication

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

"COUNT OF MONTE CRISTO"—Television Programs of America

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

THIS WEEK'S FILM BUYS

ASSOCIATED ARTISTS PRODUCTIONS

- MOVIELAND Philadelphia; KFSA, Fort Smith, Ark.; KRBB, El Dorado, Ark.; KDRO, Sedalia, Mo.; Adv. TBA
SHERLOCK HOLMES FEATURES KFSA, Fort Smith, Ark.; KRBB, El Dorado, Ark.; KDRO, Sedalia, Mo.; Adv. TBA
FEATURE CLASSICS WHAS, Louisville; Adv. TBA
CRAFTSMAN FILMS GREATEST FIGHTS OF THE CENTURY 34 markets; Adv. TBA
NBC FILM DIVISION VICTORY AT SEA WPIX, New York; Liggett Drug Co.
SCREEN GEMS, INC. YOUR ALL STAR THEATER WSPD, Toledo; Imperial Wayside Furniture
WXIX, Milwaukee; Adv. TBA

STERLING TELEVISION CO.

- LITTLE THEATER WITN, Washington; KOSA, Odessa, Tex.; KFBB, Altoona, Pa.; Adv. TBA
KING'S CROSSROADS KHAS, Hastings, Neb.; Adv. TBA
MOVIE MUSEUM WDEF, Chattanooga; KOSA, Odessa, Tex.; WFBG, Altoona, Pa.; Adv. TBA
INVITATION PLAYHOUSE WITN, Washington; KOSA, Odessa, Tex.; WFBG, Altoona, Pa.; Adv. TBA

ZIV TELEVISION PROGRAMS

- CISCO KID KCOR, San Antonio; Jackson Brewing Co.

Distribution for 'Annapurna'

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

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

TV Commercials in Production

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

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

(Continued from last week)

Table with columns: Sponsor, Product & Agency (Show, if any), No. (Seconds), Type (C-Color), Commercial Producer. Rows include: OTHER FOODS AND MEAT PRODUCTS (Gulden's Mustard, Chas. W. Hoyt...), RADIO, TV SETS, PHONOGRAPHS (Columbia Records Corp., Records, McCann-Erickson...), MISCELLANEOUS AND UNIDENTIFIED SPONSORS (CBS Promotion Films, CBS Direct...).

(Continued next week)

Dollar for Dollar YOU CAN'T BEAT WRESTLING from CHICAGO for SOLID SALES RESULTS! Popularity proven by consistent high audience ratings. There's a new show each week (now available in color, too!) Imperial WORLD films, Inc. 49 East Oak Street Chicago 11, Ill. Sylvia Davis, President Gene Lukas, Sales Mgr.

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 60th ST NEW YORK 23 N Y

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

TV Program and Time-Buying Guide

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

The Billboard Scoreboard

NETWORK TV PROGRAMS

ARB Audience Composition Studies

• Web Quiz and Panel Shows

NOVEMBER RATINGS		
Rank	Show, Sponsor & Web	Rating
1.	\$64,000 Question, Revlon (CBS)	57.1
2.	You Bet Your Life, DeSoto (NBC)	40.7
3.	I've Got a Secret, R. J. Reynolds (CBS)	38.8
4.	What's My Line? Montener, Remington Rand (CBS)	34.8
5.	Two for the Money, P. Lorillard (CBS)	26.9
6.	Truth or Consequences, P. Lorillard (NBC)	25.6
7.	People Are Funny, Paper Mate, Toni (NBC)	25.2
8.	Beat the Clock, Sylvania (CBS)	24.3
9.	Big Surprise, Purex, Speidel (NBC)	22.2
10.	Name That Tune, Whitehall (CBS)	18.6

AMONG WOMEN		
Rank	Show, Sponsor & Web	Women Per Set
1.	Chance of a Lifetime, Emerson, Lenthieric (ABC)	1.26
2.	What's My Line? Montener, Remington Rand (CBS)	1.17
3.	\$64,000 Question, Revlon (CBS)	1.16
3.	Big Surprise, Purex, Speidel (NBC)	1.16
3.	Name That Tune, Whitehall (CBS)	1.16
6.	Break the Bank, Dodge (ABC)	1.15
7.	Masquerade Party, Knomark, Pharmaceuticals (ABC)	1.14
7.	You Bet Your Life, DeSoto (NBC)	1.14
9.	People Are Funny, Paper Mate, Toni (NBC)	1.13
10.	I've Got a Secret, R. J. Reynolds (CBS)	1.10

AMONG MEN		
Rank	Show, Sponsor & Web	Men Per Set
1.	Big Surprise, Purex, Speidel (NBC)	1.00
2.	Life Begins at 80, Serutan (ABC)	.98
3.	Two for the Money P. Lorillard (CBS)	.97
4.	Break the Bank, Dodge (ABC)	.96
4.	Chance of a Lifetime, Emerson Drug, Lenthieric (ABC)	.96
6.	Stop the Music, Quality Foods, Necchi (ABC)	.94
7.	\$64,000 Question, Revlon (CBS)	.91
7.	People Are Funny, Paper Mate, Toni (NBC)	.91
9.	What's My Line? Montener, Remington Rand (CBS)	.90
9.	You Bet Your Life, DeSoto (NBC)	.90

AMONG CHILDREN		
Rank	Show, Sponsor & Web	Children Per Set
1.	Beat the Clock, Sylvania (CBS)	1.02
2.	Truth or Consequences, P. Lorillard (NBC)	.87
3.	Dollar a Second, Moger David (ABC)	.81
4.	People Are Funny, Paper Mate, Toni (NBC)	.77
4.	Name That Tune, Whitehall (CBS)	.77
6.	Big Surprise, Purex, Speidel (NBC)	.62
7.	Masquerade Party, Knomark, Pharmaceuticals (ABC)	.55
8.	You Bet Your Life, DeSoto (NBC)	.53
9.	Two for the Money, P. Lorillard (CBS)	.47
10.	Stop the Music, Quality Foods, Necchi (ABC)	.45

NETWORK LATEST RATINGS

Pulse Top 20 TV Web Shows

(November, 1955)

*Indicates Film

Rank	Program & Web	Nov. Rtg.
1.	\$64,000 Question (CBS)	51.9
2.	Ed Sullivan Show (CBS)	40.0
3.	*I Love Lucy (CBS)	39.1
4.	Shower of Stars (CBS)	37.1
5.	*Groucho Marx (NBC)	35.1
6.	*December Bride (CBS)	30.4
7.	*Disneyland (ABC)	30.3
8.	*Honeymooners (CBS)	30.1
9.	Perry Como (NBC)	29.0
10.	Robert Montgomery (NBC)	28.7
11.	*Burns and Allen (CBS)	28.0
12.	Lux Video Theater (NBC)	27.5
13.	I've Got a Secret (CBS)	27.3
14.	Godfrey's Talent Scouts (CBS)	27.2
15.	*G. E. Theater (CBS)	27.1
16.	*Dragnet (NBC)	26.8
17.	*Our Miss Brooks (CBS)	26.6
17.	This Is Your Life (NBC)	26.6
19.	Jack Benny (CBS)	26.5
20.	*Big Story (NBC)	26.3
20.	Martha Raye (NBC)	26.3

• ARB TOP SHOWS AMONG KIDS

How Network Shows Rated Among Children in November

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

(* Indicates Film)

Rank	Show, Sponsor & Web	Kids Per Set	Avg. Sept. Rating
1.	Barker Bill's Cartoons, Gen'l. Mills, Sust. (CBS)	1.90	3.1
2.	*Mickey Mouse Club, Multi Sponsors (ABC)	1.85	17.6
3.	*Fury, Gen'l. Foods (NBC)	1.81	10.8
4.	Winky Dink & You, Ideal Toy (CBS)	1.78	6.1
5.	Howdy Doody, Sust. (NBC)	1.75	9.6
6.	*Captain Midnight, Wander (CBS)	1.73	8.9
7.	Paul Winchel, Lionel (NBC)	1.62	12.0
8.	*Rin Tin Tin, National Biscuit (NBC)	1.56	24.3
8.	*Wild Bill Hickok, Kellogg (CBS)	1.56	10.8
10.	*Lone Ranger, Gen'l. Mills (CBS)	1.54	11.3
11.	Pinky Lee, Partic. (NBC)	1.53	9.0
12.	Mr. Wizard, Sust. (NBC)	1.52	4.5
13.	*Disneyland, Derby, Amer. Motors, Hudson, Amer. Dairy (ABC)	1.49	46.7
14.	*Roy Rogers, Gen'l. Foods (NBC)	1.48	19.9
15.	Super Circus, Chunky (ABC)	1.44	11.5
16.	Big Top, National Dairy Prod. (CBS)	1.41	11.8
17.	Captain Kangaroo, Partic. (CBS)	1.40	5.2
17.	*Tales of the Texas Rangers, Gen'l. Mills (CBS)	1.40	14.4
19.	Ding Dong School, Sust. (NBC)	1.39	5.8
20.	*Robin Hood, Johnson & Johnson (CBS)	1.38	30.0
21.	*Lassie, Campbell Soup (CBS)	1.36	30.1
22.	World of Mr. Sweeney, Sust. (NBC)	1.35	4.8
23.	*Captain Gallant, H. J. Heinz (NBC)	1.26	13.4
24.	*Gene Autry, Wrigley (CBS)	1.18	10.6
25.	Opera Theater (Griffelkin), Sust. (NBC)	1.13	6.1

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

• Syndicated Film Mysteries

OCTOBER RATINGS		
Rank	Show & Distrib.	Avg. Oct. Rtg.
1.	Mr. District Attorney (Ziv)	17.4
2.	Badge 714 (NBC)	13.5
3.	Man Behind the Badge (MCA)	12.9
4.	City Detective (MCA)	10.9
5.	Follow That Man (MCA)	10.4
6.	Sherlock Holmes (UM&M)	9.2
7.	Racket Squad (ABC)	9.0
7.	Lone Wolf (MCA)	9.0
9.	The Whistler (CBS)	8.9
10.	Fabian of Scotland Yard (CBS)	8.1

AMONG MEN		
Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Boston Blackie (Ziv)	.86
1.	Ellery Queen (TPA)	.86
1.	Inner Sanctum (NBC)	.86
4.	Mr. & Mrs. North (ATPS)	.85
5.	Colonel March of Scotland Yard (Official)	.83
6.	Captured (NBC)	.81
6.	City Detective (MCA)	.81
6.	The Whistler (CBS)	.81
9.	Fabian of Scotland Yard (CBS)	.80
9.	I Am the Law (MCA)	.80
9.	Mr. District Attorney (Ziv)	.80

AMONG TEENS		
Rank	Show & Distrib.	Teens Per 100 Homes Tuned In
1.	Badge 714 (NBC)	.24
1.	Inspector Mark Saber (Koch)	.24
3.	City Detective (MCA)	.22
4.	Man Behind the Badge (MCA)	.21
4.	Inner Sanctum (NBC)	.21
4.	Mr. & Mrs. North (ATPS)	.21
4.	Sherlock Holmes (UM&M)	.21
4.	The Whistler (CBS)	.21
9.	Captured (NBC)	.19
9.	Fabian of Scotland Yard (CBS)	.19
9.	Lone Wolf (MCA)	.19
9.	Racket Squad (ABC)	.19

VIEWERS/100 HOMES		
Rank	Show & Distrib.	Viewers Per 100 Homes Tuned In
1.	Badge 714 (NBC)	254
2.	Boston Blackie (Ziv)	220
3.	Mr. & Mrs. North (ATPS)	216
4.	Inspector Mark Saber (Koch)	210
5.	Man Behind the Badge (MCA)	209
6.	Lone Wolf (MCA)	208
6.	I Am the Law (MCA)	208
8.	The Whistler (CBS)	204
9.	Follow That Man (MCA)	203
10.	Sherlock Holmes (UM&M)	202

AMONG WOMEN		
Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Mr. District Attorney (Ziv)	.94
2.	Mr. & Mrs. North (ATPS)	.92
3.	Follow That Man (MCA)	.88
3.	The Whistler (CBS)	.88
5.	Inspector Mark Saber (Koch)	.86
6.	Boston Blackie (Ziv)	.84
6.	Lone Wolf (MCA)	.84
8.	Man Behind the Badge (MCA)	.83
8.	I Am the Law (MCA)	.83
10.	Ellery Queen (TPA)	.80

AMONG CHILDREN		
Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Badge 714 (NBC)	.82
2.	Boston Blackie (Ziv)	.34
3.	Sherlock Holmes (UM&M)	.30
4.	I Am the Law (MCA)	.29
4.	Man Behind the Badge (MCA)	.29
6.	Lone Wolf (MCA)	.28
7.	Follow That Man (MCA)	.25
8.	Inspector Mark Saber (Koch)	.21
9.	Paris Precinct (UM&M)	.20
10.	Mr. & Mrs. North (ATPS)	.18

• Pulse Top Pix Among Kids

How Non-Net Films Rated Among Children in October

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

Rank Order	Title and Distributor of Series	Kids Per 100 Homes Tuned In	Avg. Aug. Rating
1.	Annie Oakley (CBS)	102	9.7
2.	Little Rascals (Interstate)	99	9.9
3.	Abbott & Costello (MCA)	98	6.2
3.	Ramar of the Jungle (TPA)	98	6.6
5.	Steve Donovan, Western Marshal (NBC)	95	8.9
6.	Range Rider (CBS)	94	8.5
7.	Superman (Flamingo)	93	11.1
7.	Hopalong Cassidy (NBC)	93	7.9
9.	Captain Z-ro (Atlas)	91	5.3
9.	Wild Bill Hickok (Flamingo)	91	8.8
11.	Cowboy G-Men (Flamingo)	89	4.5
11.	Gene Autry (CBS)	89	5.9
13.	Cisco Kid (Ziv)	88	9.5
14.	Hans Christian Anderson (Interstate)	86	3.1
15.	Badge 714 (NBC)	82	13.5
16.	Soldiers of Fortune (MCA)	81	9.0
17.	Death Valley Days (Pacific Borax)	49	8.6
18.	Corliss Archer (Ziv)	44	8.7
18.	Highway Patrol (Ziv)	44	10.6
20.	Your All Star Theater (Screen Gems)	41	5.3
21.	Your Star Showcase (TPA)	40	4.7
22.	Boston Blackie (Ziv)	34	5.9
22.	China Smith (NTA)	34	5.0
24.	I Led Three Lives (Ziv)	33	13.2
25.	Amos 'n' Andy (CBS)	32	10.6
25.	Life With Elizabeth (Gould)	32	5.7

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 RATINGS FOR NOVEMBER

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

This chart supplies ratings for the top 15 once-weekly shows and for the top 10 multi-weekly shows in each local market studied...

All films listed are syndicated unless title is preceded by a dagger symbol indicating nationally spot-booked. Stations are VHF except where the symbol 'U' denotes UHF.

Issues, beginning with the issue of The Billboard dated the third Sunday of each month. For complete information on audience size, coverage, opposition, programs, audience composition and other details not included in this chart, please consult The Pulse, Inc., 15 West 46th Street, New York City

SAN DIEGO 3 STATIONS

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

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

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

LOUISVILLE 2 STATIONS

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

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

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

PROVIDENCE 2 STATIONS

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

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

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

HOUSTON-GALVESTON 3 STATIONS

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

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

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

MEMPHIS 2 STATIONS

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

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

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

ST. LOUIS 3 STATIONS

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

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

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

AGENCY PRESIDENT WRITES:

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

Muzak, ASCAP Seek Decision From Courts

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

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

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

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

Clark Seeks Europe Deals

NEW YORK, Dec. 31.—Sam Clark, president of ABC-Paramount Records here, will go to Europe in February to seek new catalog material and get distribution deals. Meanwhile, AM-Par has signed White & Gillespie to handle its distribution in Australia and New Zealand, with Hector Crawford representing the line personally in those territories.

While in Europe, Clark plans to continue discussions on a deal for British Decca to handle AM-Par's (Continued on page 15)

Wing Extends LP Lottery Deadline

NEW YORK, Dec. 31.—Wing Records LP lottery contest for dealers has been extended to January 15. The contest, originally scheduled to end December 5, calls for dealers in each territory to participate in a drawing for \$200 worth of Wing LP merchandise, with a local deejay drawing the winning ticket in each case.

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

New Items, Soaring Sales Cited by Col

NEW YORK, Dec. 31.—Record sales volume and increased diversification of products were highlights of 1955 for Columbia Records, according to a year-end review of the firm's activities Thursday (29) by James B. Conkling, president.

Conkling said that single record production continued at a high level throughout the year, while LP's have been turned out at the rate of more than a million a month since August. In addition to its manufacture of "Hi Way Hi Fi," 16% r.p.m. disks exclusively for use in auto phonographs, the firm's diversified items included a complete line of phonos and needles, tape recorders and precision custom molded plastic products for industry.

During the year, the diskery's transcription division developed "Auravision," a process of combining recorded sound with printed matter. One of the first applica-

GLENN MILLER DAY AT KVAS

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

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

RCA Settles With Desmond On GM Beef

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

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

Victor reportedly had offered him payment at union scale, amounting to about \$1,000, but Desmond refused to pick up his check, claiming that such disks were competitive to his own solo efforts on Coral. He had insisted on initially being paid, if not Coral rates, "something per side and a royalty."

Even Better in '56, Says Decca Veepee

NEW YORK, Dec. 31.—Decca Records, whose 1955 disk sales are estimated at the \$22,000,000 mark—representing about \$3,000,000 more than the previous year—expects an even better year in 1956. Leonard Schneider, the diskery's executive vice-president, this week stated that as "bullish" as 1955 was for the label, the new year would see an increase all along

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

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

NEW YORK, Dec. 31.—The extent of the indie labels' incursions into the record market is documented by The Billboard's yearly recapitulation of the national retail charts carried in this issue. The indie activity is most marked in the pop, and rhythm and blues field, with the country and western category more than ever a sphere for the majors.

In the pop field, the top 30 records of the year—from the sales viewpoint—were divided as follows. Capitol landed five, with Victor, Columbia and Decca getting four each. Mercury and Dot each snagged three, and Cadence came up with two. Labels credited with one each are Epic, "X,"

M-G-M, Coral and Kapp. Details as to artist, etc., will be found on the full page chart titled 1955's Top Pop Records.

It is to be noted that in last year's recapitulation, Columbia led all majors with seven. The other majors, including Mercury, had five each, making a total of 27 out of 30 top disks. This year, the same five diskeries grabbed off only 20 of the top 30 disks. Last year only three indies were credited with a single hit among the top 30. These were Cadence, London and Coral. This year, the list of labels with one disk among the top 30 totals five—Epic, "X," M-G-M, Coral and Kapp. The outstanding indie, of course, is Dot,

which did not show in the top 30 last year.

A total of 12 labels were responsible for the top 30 in 1955, as compared with eight labels in 1954.

The rhythm and blues field, long a sphere of indie label activity, has become even more so. A total of 17 labels divided up the top 25 best-selling records. Last year, with the annual recap chart running down to 30 places the top disks were divided up by only 12 labels.

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

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

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

N. Y. Changes Definition Of 'Cabaret'

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

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

The new ruling immediately opens up a large section of the city to musicians—particularly areas on the East Side.

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

Dames Draw \$\$ at Victor

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

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

The sets were produced under the direction of Ed Welker, Victor's manager of artists and repertoire for the pop and jazz album division.

Cap Surging Ahead In Singles Output

HOLLYWOOD, Dec. 31.—Capitol Records at this time is enjoying its biggest singles business in its history, according to Alan Livingston, the company's executive vice-president and artist-repertoire chief. The surge in singles sales comes hot on the heels of trade opinion that the package business was smothering the sales potential of singles.

Livingston this week pointed to his own firm's impressive array of singles sellers as evidence that the package and singles business can prosper side by side. He said Capitol has reaped its highest package sales during the past quarter while

at the same time moving far ahead of any year in the past so far as the singles business goes.

Tough on Indies

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

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

New Cap Pact To Tenn. Ernie

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

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

Coral Steps Up Package Push

NEW YORK, Dec. 31.—Coral Records is stepping up its activity in the package field with an extensive promotion, the January Package Plan. Starting date is Monday (2), and dealers and distributors purchasing albums under the plan will be entitled to a special extended dating plan. All Coral and Brunswick LP's and EP's are included in the program.

Kick off of the January program (Continued on page 15)

tions of the process was a multi-million mailing of a color postcard bearing a recorded signing commercial by Rosemary Clooney for the Ford Motor Company.

Epic Sales

Commenting on specific growth aspects, Conkling pointed to the firm's subsidiary Epic Label, which he said, virtually doubled 1954 sales figures during the past year. Mention was also made of the phonograph division, which was said to have increased sales by more than 25 per cent in 1955.

Two additional facets of the multi-sided operation were the start of the LP mail order record club and a marked expansion of international business. During the year, affiliates were added in South Africa and Australia. Conkling also declared that more Columbia recording artists appeared before international audiences in 1955 than ever before.

the line—in singles and packages. "It's in the wind," said Schneider. The Decca exec also pointed to the high rate of phonograph sales as certain to have a beneficial effect on the disk industry generally.

The diskery points to strong sales in singles and package fields as the new year gets under way. Among the newer singles leading the Decca list are Bill Haley's "See You Later, Alligator" and "The Paper Boy"; the Mills Brothers' "All the Way Round the World"; the Rex Allen-Victor Young "I'm a Young Cowboy" and Caterina Valente's "Temptation" and "Si-boney."

Country Sides

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

The past year Decca released its most extensive album line-up, and heavy volume is still being racked up on some of its product. Notable are "Guys and Dolls" in the original cast album, as well as EP's by the film cast and Sammy Davis Jr.; the Bill Haley LP, "Rock Around the Clock"; the over 1,000,000 original cast album of "Oklahoma" the "Holiday" series, the Webb Pierce country album, the two Sammy Davis Jr. albums and packages by Crazy Otto and Lenny Dee.

The company's Christmas catalog accounted for a sizable chunk of the 1955 sales volume—notably sets by Bing Crosby, the Four Aces, Ethel Smith and Leroy Anderson.

(TURN) TABLES FOR LADIES**Gals Across Nation Are Grabbing Mikes to Gab on DeeJay Shows**

By JUNE JUNDY

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

A major reason for the change-over is that sponsors and agencies—who once frowned on the use of dulcet voices on spot commercials—have become sold on the fem spielers since the advent of TV.

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

More Confidence

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

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

answers to (e.g. "Are you married, honey?").

The beauty queen femJay is Phyllis Leftwich, Miss Maryland of 1954-'55, and currently reigning over the turntables at WAYE, Baltimore. The former child star is Ann Gillis (Becky in Jackie Cooper's old "Tom Sawyer" film), who has been heard Monday thru Friday over KDKA, Pittsburgh. Here in New York musical comedy star Martha ("South Pacific") Wright has her own record show, supplemented by a little live thrashing, over WCBS, while another canary, Ruby Mercer, pilots a platter show over WOR here and the Mutual Broadcasting System. Cleveland's first woman announcer, Gloria Brown, took over that title this month as a regular staff spieler at WTAM.

One of the most startling ex-

amples of fem leadership in the local radio field is that of WHER, Memphis. The new 1,000 watt operates on an almost exclusive fem-employee policy, with Assistant Manager Dottie Abbott doubling under the deeJay monicker Marge Abbott. Also on the staff is Marion Keisker, ex-staffer at WREC, Memphis. The manager, tho, is male, one Sam Phillips, owner of Sun Records.

Youth is very much in evidence on the fem deeJay scene, with several teen-age gals spinning 'em after school, including 15-year-old Sheila Owens, WEIC, Charleston, Ill., who has a daily hour afternoon ailer; Patty Boyd, WMAX, Grand Rapids, Mich., the town's only fem jockey and also president of the Del Wood fan club.

In the pre-teen group are 12-

(Continued on page 16)

Infant DOLA Shakes Its Fist at ASCAP**Calls Point System of Logging Remotes Discriminatory, Threatens Tune Boycott**

HOLLYWOOD, Dec. 31.—The Dance Orchestra Leaders of America this week lashed back at the American Society of Composers, Authors and Publishers, charging that the Society was "discriminating against one of the most important factors of the entertainment business" by revamping its point system of logging broadcast remotes, and threatening that the band leaders may drop ASCAP tunes from their books (The Billboard, December 24, 31).

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

First Big Fight

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

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

great growth of ASCAP. Your actions seem to disregard this fact. A president of DOLA, and with sole approval of our board of directors, which includes Tommy Dorsey, Lawrence Welk, Freddy Martin, Ralph Flanagan, Count Basie and Sam Donahue, I protest this reduction of credit points for broadcast remotes and am immediately recommending to all members of DOLA that starting with New Year's Eve, they exclude all ASCAP music from their broadcasts. We hope you will reconsider this matter, but if no action is forthcoming on your part, we will be forced to recommend to our members that they exclude ASCAP tunes in all their various activities, such as recordings, TV, radio, public appearances.

(Continued on page 16)

Fox to Accelerate Diskery Auditing**Free Disks for DeeJay 1-Stop, Dealer Promotions Pose Mounting Problem**

NEW YORK, Dec. 31. — Harry Fox, publisher's agent and trustee, will sharply step up the auditing of diskeries during 1956. When the blueprint is completed, Fox hopes that several hundred labels shall be audited once every two years on a routine basis. Additionally, of course, labels will be audited whenever circumstances warrant such procedure. The expanded plan will also provide for auditing of labels in Canada.

Fox has been gradually stepping

HOTEL VEEPEE TURNS CLEFFER

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

Hassle on U. S., Jap Copyright Pact Settled

TOKYO, Dec. 31.—A hassle between various Japanese creative interests and the Government Copyright Conference Committee regarding United States-Japanese copyright mutuality, was resolved last week, narrowly averting a situation wherein American works would have been thrown into the public domain here.

Altho Japan had signed the

(Continued on page 16)

Young to Air Beefs With ASCAP Board

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

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

2-Yr. TV Deal For Thompson

OKLAHOMA CITY, Dec. 31.—Hank Thompson, c.&w. band leader, inked a two-year TV pact here this week with the Big Red Furniture Warehouse, Big Red, operating a chain of furniture and appliance outlets thruout the State, will sponsor Thompson on a State-wide hook-up, with shows originating live every Saturday via WKY-TV here.

The agreement also calls for Thompson and his group to appear at a number of fairs and rodeos thruout the State. Formerly, Thompson's radio and personal appearances were sponsored by the Falstaff Brewing Corporation. The Big Red deal was negotiated by Jim Halsey, the singer's personal manager.

STILL GOING STRONG**Rock & Roll Supports 2 Big-Budget Shows**

NEW YORK, Dec. 31.—The rock and roll craze with teen-agers is still strong enough to support two big budget stagelights here, judging by the hefty audience reception accorded WVRL's Dr. Jive (Tommy Small) and his troupe at the Brooklyn Paramount and WINS' Alan Freed and his "Rock 'n' Roll" show at the Academy over the Christmas holidays.

The Brooklyn-Paramount chalked up \$85,000 during Dr. Jive's one-week run (December 23-29), and while it didn't come up to the record \$156,000 gross piled up by Alan Freed's Labor Day week show

Capitol Trains Sights on 1956 Package Mart**Preps 28 Albums For Jan. Release; 21 Pop, 7 Longhair**

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

Pop albums to be released in January include "Ray Anthony's Big Band Dixieland," "Battle of the Big Bands" (with Jolly Rogers, Stan Kenton, Ray Anthony, Maynard Ferguson, Dizzy Gillespie, Benny Goodman, Bobby Sherwood, Woody Herman, Charlie Barnet, Billy May, Sam Donahue, Duke Ellington); "Cascades—New Liquid Sounds by Paul Smith," "Modern Sounds" by Shorty Rogers and Gerry Mulligan, and "Music to Change Her Mind" by Jackie Gleason. Others include "Margaret Whiting Sings for the Starry-Eyed"; "Lonely Spell," Bob Manning; "Ballads of the Day by Nat (King) Cole"; "Harold Arlen and His Songs"; "Sweet and Lovely," Jan Garber; "Woody Herman"; "Penthouse Serenade," Nat (King) Cole at the piano; "Voice of the Trade Winds," Harry Owens and His Royal Hawaiians; "New Concepts in Artistry in Rhythm," Stan Kenton and his orchestra; "Nat (King) Cole Sings for Two in Love"; "Sketches on Standards," Stan Kenton; "Serenade," the voices of Walter Schumann; "Soft Lights and Bobby Hackett"; "Mostly Sextets."

(Continued on page 44)

Sampler Pays Off for Seeco; New Plans Set

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

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

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

Seeco's subsidiary label, Dawn, is readying its first LP's in a jazz series to be tagged "Jazzville '56." Vol. 1 couples sessions cut by the Julius Watkins - Charlie Rouse Quintet and the Gene Quill-Dick Sherman combo.

More Diskeries Share Loot on 50 Top Tunes**37 Firms Split Honors for 1955; R&B's Fare Well**

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

In the 1954 recap, 14 publishers had one tune each among the top 50. In the 1955 recap, 26 publishers with one each made the

(Continued on page 16)

George Shaw In Bankruptcy

NEW YORK, Dec. 31.—George L. Shoester, vocalist Georgie Shaw professionally, filed a voluntary petition of bankruptcy for over \$37,000 in U. S. District Court, Southern District of New York. Creditors are listed as General Artists Corporation, for commissions totaling \$1,800; Danny Kessler, \$2,200 for commission on engagements, and Al Gallico, for \$1,500 in commissions on engagements.

Shaw also has a judgment pending against him in New Jersey Superior Court for \$30,000, Will Allen and Murray Taub claiming this sum under a management contract. Federal Judge Lawrence E. Walsh stayed the proceedings in the New Jersey court pending determination on the bankruptcy petition.

Col Distribs Aid Dealers

HOLLYWOOD, Dec. 31.—Columbia Records distributors in the flood-stricken Northwest have informed dealers they will aid them in replenishing damaged stock.

H. R. Basford Company, San Francisco, which covers about 85 per cent of the flood-ravaged Northern California area, and Live Electric Company, Seattle, this week told their dealers that they will replace all flood-damaged stock at but a third of the normal cost. Distributors expect this action will help the dealers facilitate their return to business as normal. No estimate of record dealer losses in the flood areas has been made as yet.

New Giants Prime For '56 Disk Fray

Continued from page 1

companies will be in the club field before the year is out.

In 1956 also, traders anticipate changes in the present price structure. Columbia's reduction of its Masterworks LP prices this week and Norman Granz' reduction of his combined EP catalogs to 98 cents per disk (The Billboard, December 31) quite possibly presage similar moves by other companies.

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

Triple Crown

Continued from page 1

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

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

Rhythm and Blues: Johnny Ace (Pleading My Love), Duke, March 5; Fats Domino (Ain't That a Shame?), Imperial, July 2; Chuck Berry (Maybelle), Chess, September 3; The Platters (On! You), Mercury, November 19.

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100% Recorded

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NEW RELEASES

"WHISLIN' WILLIE"
5 Encores—Rama

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London talks, it is believed, however, that the prime interest of the General firm is the Decca Navigator System and electronic products division, with the London-Decca disks a secondary factor.

Lively Days

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

Danish Philips Boosts Capitol

COPENHAGEN, Denmark, Dec. 31.—The Danish affiliates of the Dutch electronic firm, Philips, has increased its capital to \$2,175,000 thru the issuing of new shares to the amount of \$942,500. Increased capital will enable the firm to expand its local plants for the production of radio, television and phonograph sets, records and other articles.

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

Cap Singles

Continued from page 13

blues trend, Livingston said, and therefore were able to divide up between themselves the lion's share of the singles market. Livingston sees the majors' return to the singles field as having a twofold reason: The majors also jumped on the r.&b. wagon to tip the sales back in their favor; the r.&b. craze is waning. As proof of the latter, Livingston points to some of his own firm's top sellers.

Livingston named Tennessee Ernie's "Sixteen Tons" as the top seller, quoting a sales figure of two and a half million records during the nine weeks it has been in release. He said Dean Martin's "Memories Are Made of This" has hit the million mark. According to Livingston, Frank Sinatra's "Love and Marriage" has sold 700,000, with a similar sales figure for the Cheers' "Black Denim Trousers," Nelson Riddle's "Lisbon Antigua," Kit Carson's "Band of Gold," Nat Cole's "Someone You Love" and "Take Me Back To Toyland," and Sinatra's "Love and Marriage" are all past the 200,000 mark.

Clark Seeks

Continued from page 13

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

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

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

Pubs, Writers In 1956 to Get Foreign Dough

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

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

No figures are available yet, but it is known that BMI is currently preparing its first comprehensive distribution of funds derived from foreign performances. The book-keeping is involved, but the funds are already on tap and it is expected they will be distributed before long.

Included in the distribution will be money from the performing rights societies of France, Germany, Japan, Sweden, Italy, Spain, Austria, Australia and Belgium.

It is understood that the funds in some cases represent performances as far back as 1952. The upcoming distribution of foreign funds by BMI will not include royalties from the British Society, inasmuch as BMI's pact with that organization was concluded in 1955.

Cap on Mark For BG Derby

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

The West Coast major will release its "Benny Goodman Plays Selections From 'The Benny Goodman Story'" in January, featuring new (non-sound track) recordings by Goodman, Harry James, Lionell Hampton and Martha Tilton. Capitol is bearing down heavily on the fact that this is the only high fidelity recording of the film's music available.

In effect, Capitol squeezed out Decca from acquiring record rights to the sound track, altho Decca is a member of the U-I family. Goodman's film contract with U-I gave Decca sound track rights provided the record company would get clearance of the other artists used. James was at Columbia at that time (he's now with Capitol) and therefore was not free for Decca's use. Goodman was impressed with Capitol's "BG in Hi-Fi" album results and decided to sign with the Coast company, thus tipping the scales in Capitol's favor.

Carol Steps Up

Continued from page 13

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

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

Distributors and salesmen are being supplied with special order forms for the company's new and previously released packages.

WNEW Preps DJ Dances for Youths

NEW YORK, Dec. 31.—In a move to strengthen its hold on teen-age listeners, local radio indie WNEW is underwriting a series of monthly community dances in 1956, marking what seems to be a growing trend for Manhattan radio stations to utilize deejay personal appearances as promotion bait for younger audiences.

The WNEW project is somewhat unique, in that the station is actually shelling out cash for its monthly community dances in 1956, marking what seems to be a growing trend for Manhattan radio stations to utilize deejay personal appearances as promotion bait for younger audiences.

Each monthly dance will be given to help a different community group (which aids youth) and the entire proceeds from each affair will go to that charity.

The station will supply a complete package for the dances, including name band (augmented by special instrumentalists) and will line up top recording artists as guests. Each affair will be preceded by three weeks of heavy plugging on all of WNEW's shows, and the station's entire deejay roster will turn out for each dance—Jerry Marshall, Gene Klavan and Dee Finch, Hal Moore, Bill Williams, Lonny Starr, Art Ford, Bill Harrington, Bill Kemp and Jack Lazare.

The first dance will be held January 28 in behalf of the Larchmont-Mamaroneck Youth Clubs' "Buy-a-Brick Campaign" at the Mamaroneck Junior High School gymnasium. Time, talent and air plug costs will run the station more than \$1,000 on each affair.

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

town stations, but has been practiced here with less frequency. Alan Freed broke the ice last year when he moved from Cleveland to WINS here and started staging Rock 'n' Roll stagershow at local movie houses, but this is believed to be the first time that a local station has bankrolled a dance project itself on a regular basis.

A similar financial setup is utilized by Bill Randle of WERE, Cleveland, with Randle and the station paying talent costs on bands and performers who appear at shows staged regularly at local schools by the deejay. Expenses are then chalked up to the station's advertising and promotional budget, a practice which will probably also be adopted by WNEW.

ANOTHER **BMI** "PIN-UP" HIT

DADDY-O

Recorded by
FONTANE SISTERS ... Dot
BONNIE LOU ... King

Published by
LOIS MUSIC PUBLISHING CO.



THESE HANDS

recorded by
HANK SNOW ... RCA Victor
JERRY JERICO ... Daffan Records

HILL & RANGE SONGS

Breaking for a Hit!

REMEMB'RING

Recorded by
TERESA BREWER ... Coral
P. L. HAYES—M. HEALY ... Columbia
GEORGE CATES ... Coral

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

A "HIGHLIGHT" For Every Program

I'M GONNA SLEEP WITH ONE EYE OPEN

MILLER MUSIC CORPORATION

— Have Something Good? —

PUBLICITY BY AN EXPERT! YOUR TUNE, TALENT OR RECORD ★ DJ PROMOTION

If you have something you believe in, give it a chance. Too many good things get lost in the competitive melee.

#2 MARKET FOR NATION'S SONGS

You don't need a "pull"—as much as push. We can provide a little—or a lot—of both.

2,000 up-to-minute dj, juke box, press & trade contacts!

Representing some of top names in business—and making it easier for some on the way to the top.

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HOLLYWOOD 1-9281
PUBLICITY • DJ & SONG EXPLOITATION
8462 SUNSET BLVD., HOLLYWOOD 46, CALIF.

MUSIC AS WRITTEN

MYERS MAKES DEAL ON 'ROCK' PIC . . .

Myers Music topper Jimmy Myers has completed a deal with Columbia Pictures Corporation for the use of the title of his hit tune "Rock Around the Clock" as the title of a Columbia Picture. The film, to star Bill Haley and His Comets, and disk jockey Alan Freed, will also feature other Myers tunes, including "Rock-A-Beatin' Boogie." Shooting starts on the Coast January 7.

CROSS COUNTRY LABEL FORMED IN N. J. . . .

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

DECCA RELOCATES IN HARRISBURG, PA. . . .

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

FORBES TO DISTRIB INDIES IN PITT . . .

Forbes Records, a new distributing company, will begin operation in Pittsburgh on January 1. Herbert Cohen, one of the owners of Alco Records which distributes Mercury Records here, made the announcement on Thursday (22) and said it was done because he felt that a new firm was necessary to handle all the smaller lines he distributes. His partner, Brud Oseroff, will be the supervising manager of both firms. Sam Lane, who ran the Leslie one-stop here,

will be sales manager and promotion director. Alco will handle Mercury exclusively, and Forbes will have a complete line of indie labels Bob Klein, who was a *(Continued on page 48)*

Nation's Gals

• *Continued from page 14*

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

R&B Field

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

Women have always been more successful in the country and western deejay field. Current c.&w. spinners include Mary McCoy, KMCO, Conroe, Tex.; Jolly Polly from Raleigh, WMSN, Raleigh, N. C.; Marge Collie, KRCT, Baytown, Tex.; Ann Jones, KVAN, Vancouver, Wash.; Rosemary Mettero, WCMC, Wildwood, N. J.; Cherokee Sue, WPDX, Clarksburg, W. Va., and Polly Tucker, WINN, Louisville.

Fox Accelerates

• *Continued from page 14*

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

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

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

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

Top Tunes Loot

• *Continued from page 14*

top 50—again closely paralleling what has happened in the disk business.

Publishers who made the 1955 list—who were absent from the Top 50 the previous year—include Chappell, Planetary, Myers, Ardmore, Modern, American, Lois, Beaver, Gallatin, Paxton, Joy, Weiss & Barry, Dootsie Williams, Avas, Bregman-Vocco-Conn, Wildwood, Rylan, Roncom, Maple Leaf and Canadian Limited.

It's notable that rhythm and blues tunes show up well in the Top 50 this year. The Regent-Arc-Harman publisher group is rep-

U. S., Jap Pact

• *Continued from page 14*

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

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

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

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

resented by three, "Sincerely," "Hearts of Stone" and "Maybellene"; E. H. Morris had "Ko Ko Mo"; Myers, "Rock Around the Clock"; Commodore, "Ain't That a Shame" and "I Hear You Knockin'"; Modern, "Dance With Me, Henry"; Progressive, "I Wee Wee Dee"; Lois, "Seventeen"; Dootsie Williams, "Earth Angel," and Wildwood, "Only You."

Rock 'n' Roll

• *Continued from page 14*

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

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

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

Infant DOLA

• *Continued from page 14*

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

Band leaders here feel that ASCAP is biting the hand that once fed it for so long and so well. They argue that disk jockeys prefer to expose vocal renditions, and that the sole means of pushing instrumentals has been the dance remotes. By drastically diminishing the importance of such remotes, ASCAP, they charge, is delivering a staggering blow to a facet of the music business on the road to recovery but far from being robust.

a great rendition of a Smash Movie Tune

FRANK VERNA

Singing

"MAMAMORATA"
(SWEETHEART)
DECCA 29767-9-29767

From the Paramount Picture "ARTISTS AND MODELS"

A HALL WALLIS PRODUCTION

America's Fastest Selling Records





hit-making arranger and conductor

NELSON RIDDLE

scores a direct HIT with his own terrific instrumental

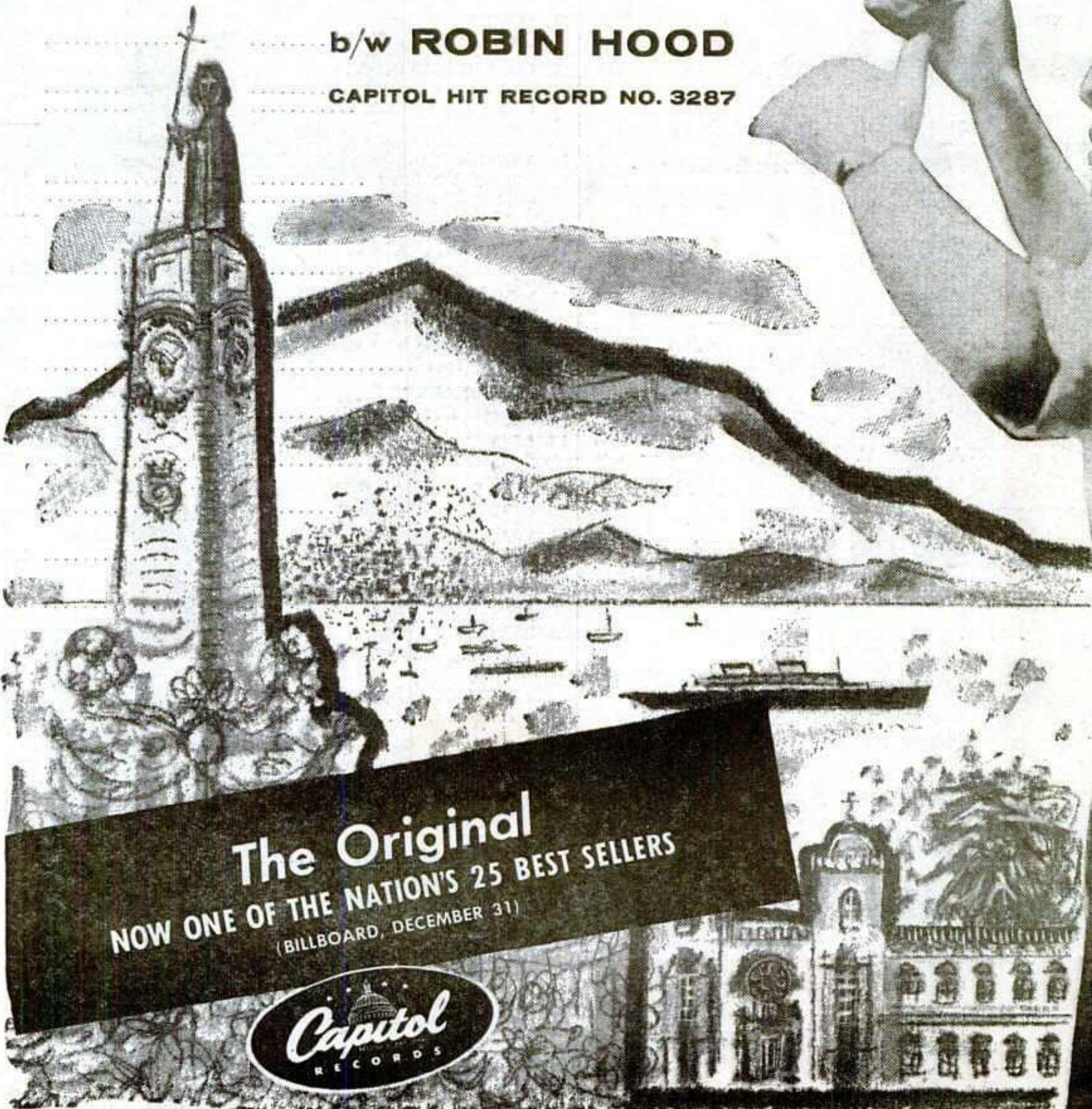
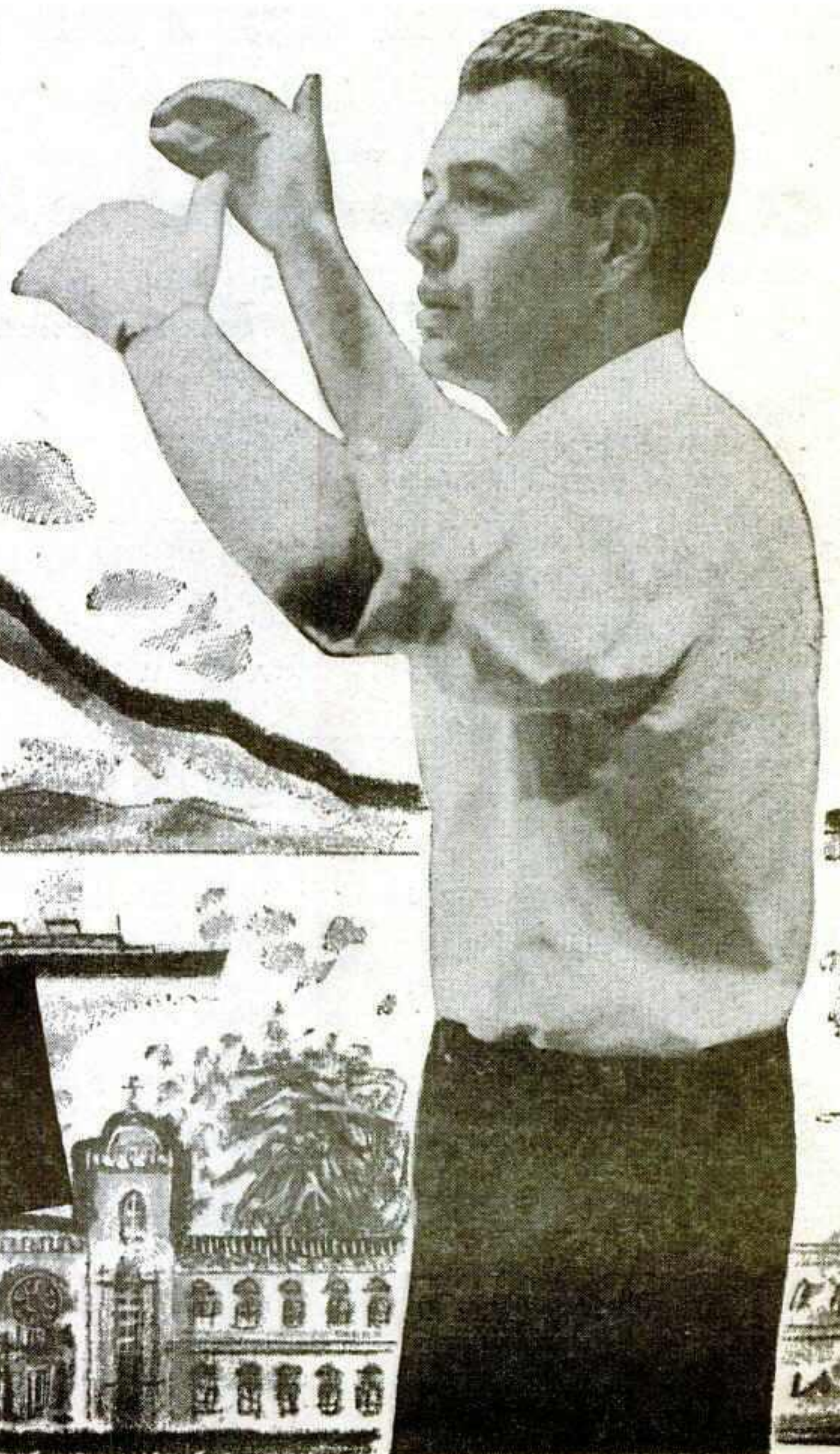
Lisbon Antiqua

(OLD LISBON)

PUBLISHED BY SOUTHERN MUSIC PUBLISHING CO., INC.

b/w **ROBIN HOOD**

CAPITOL HIT RECORD NO. 3287



The Original
NOW ONE OF THE NATION'S 25 BEST SELLERS
(BILLBOARD, DECEMBER 31)



NEW EP PRICE

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SUGGESTED LIST PRICE

ATTENTION DEALERS!

NOW! The Entire Clef and Norgran Extended Play Catalog available to you at **98¢!**

THIS IS NOT A SPECIAL PLAN FOR ONE OR TWO MONTHS...

THIS IS IT!

The Same HI-FI Extended Play Recordings Formerly Listed at \$1.49!

• LATEST RELEASES •

COUNT BASIE SWINGS and JOE WILLIAMS SINGS
EP C-372, EP C-375

THE ART TATUM - ROY ELDRIDGE - ALVIN STOLLER - JOHN SIMMONS QUARTET — EP C-373

ILLINOIS JACQUET AND HIS ORCHESTRA EP C-374

A STAN WILSON RECITAL EP C-371

MUSIC FOR TORCHING WITH BILLIE HOLIDAY EP C-368, EP C-369

LIONEL HAMPTON BIG BAND EP C-367, EP C-370

THE GENE KRUPA QUARTET EP C-366

THE LIONEL HAMPTON QUARTET EP C-365

BASIE EP C-364

THE MODERN JAZZ SOCIETY PRESENTS (A Concert Of Contemporary Music) EP N-140

BUDDY AND SWEETS EP N-141

MUSIC WITH FEELING — BEN WEBSTER WITH STRINGS EP N-142

A RECITAL BY TAL FARLOW — EP N-134

SING AND SWING WITH BUDDY RICH EP N-135

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

HAMP AND GETZ EP N-139

THE BUDDY DeFRANCO QUARTET EP N-123

PLUS MANY OTHER EP'S

CLEF RECORDS

NORGRAN RECORDS

1955's Top Publishers

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

Song	Publisher	Points
1. FRANK LOESSER GROUP		
Unchained Melody	Frank	4,117
Whatever Lola Wants	Frank	613
Heart	Frank	576
		5,306
2. SHAPIRO-BERNSTEIN		
Melody of Love	S-B	3,338
A Blossom Fell	S-B	1,323
		4,661
3. REGENT-ARC-HARMAN GROUP		
Sincerely	Arc	2,181
*Hearts of Stone	Regent	1,653
Maybellene	Arc	407
		4,241
4. "BIG THREE" GROUP		
Love Is a Many-Splendored Thing	Miller	2,129
Something's Gotta Give	Robbins	1,021
I'll Never Stop Loving You	Feist	522
		3,672
5. WONDERLAND		
Ballad of Davy Crockett	Wonderland	3,636
6. ABERBACH GROUP		
*Let Me Go, Lover	Hill & Range	1,881
Suddenly There's a Valley	Warman-Hill & Range	832
Hummingbird Song	Ross-Jungnickel	746
		3,459
7. CHAPPELL		
Cherry Pink and Apple Blossom White	Chappell	3,393
8. PLANETARY		
Yellow Rose of Texas	Planetary	3,364
9. WARNER GROUP		
Hard to Get	Witmark	1,070
Honey Babe	Witmark	855
The Longest Walk	Advanced	455
Play Me Hearts and Flowers	Advanced	429
		2,809
10. E. H. MORRIS GROUP		
*Mr. Sandman	E. H. Morris	1,771
Ko Ko Mo	Meridian	1,016
		2,787
11. MYERS		
Rock Around the Clock	Myers	2,726
12. COMMODORE		
Ain't That a Shame?	Commodore	1,930
I Hear You Knockin'	Commodore	561
		2,491
13. BARTON		
Learnin' the Blues	Barton	1,650
Love and Marriage	Barton	513
		2,163
14. ARDMORE		
Autumn Leaves	Ardmore	2,117
15. MODERN		
Dance With Me, Henry	Modern	1,726
16. AMERICAN		
Sixteen Tons	American	1,616
17. PROGRESSIVE		
Tweedle Dee	Progressive	1,515
18. LOIS		
Seventeen	Lois	1,372
19. BEAVER		
Moments to Remember	Beaver	1,328
20. VALANDO GROUP		
How Important Can It Be?	Laurel	1,167
21. CALLATIN		
Shifting, Whispering Sands	Callatin	1,062
22. PAXTON		
*Naughty Lady of Shady Lane	Paxton	959
23. JOY		
Wake the Town and Tell the People	Joy	942
24. WEISS & BARRY		
*That's All I Want From You	Weiss & Barry	920
25. DOOTSIE WILLIAMS		
Earth Angel	Williams	891
26. HAMBLEN		
Open Up Your Heart	Hamblen	883
29. PARAMOUNT-ROY ROGERS		
The Bible Tells Me So	P-R	873
30. AVAS		
He	Avas	845
31. BREGMAN-VOCCO-CONN		
It's a Sin to Tell a Lie	B-V-C	729
32. WILDWOOD		
Only You	Wildwood	632
33. HUB		
*Teach Me Tonight	Hub	595

(Continued on page 43)



THE FIRST HIT
FOR 1956!

99

SPINAWAY

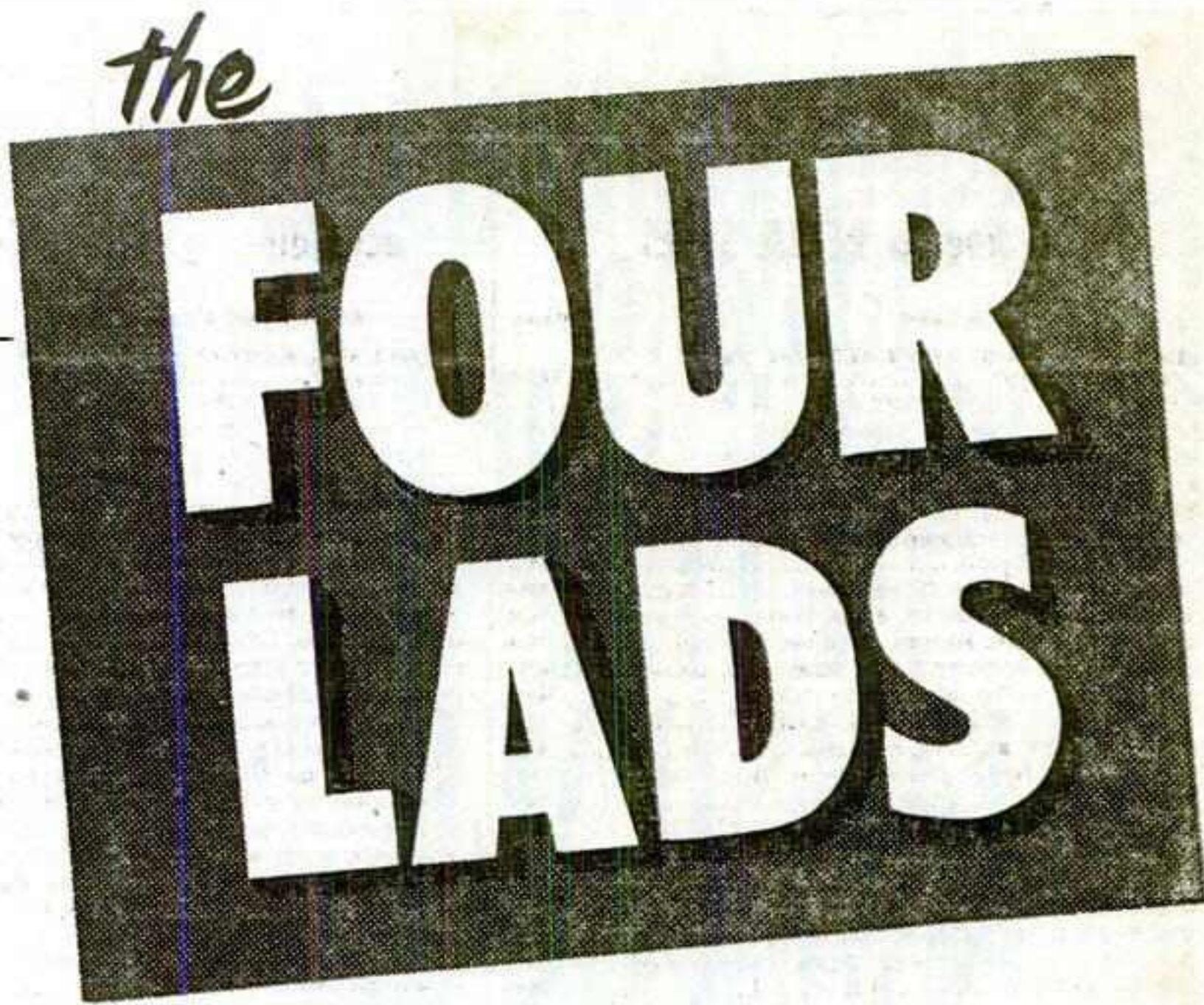
the
Cadillacs

JOSIE - 785

 Josie RECORD
1650 Broadway, New York City

America's Hottest Vocal Group

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



NO,

NOT

MUCH

• Review Spotlight on . . . NO, NOT MUCH
THE FOUR LADS—Columbia 40629 . . . "Moments to Remember."
On the heels of their highly successful "Moments to Remember,"
the Lads deliver a warm, moving treatment of a mighty attractive
new tune. The material has a "Do I Worry" quality and it looks
like a plenty potent entry wherever the teen con jingles. Flip is
"I'll Never Know."

The Billboard
Dec. 31st, 1955

and

"I'LL NEVER KNOW"

Columbia
40629
4-40629

COLUMBIA RECORDS



BIG HITS are a habit on



DOROTHY COLLINS

SEVEN DAYS

and

MANUELLO

CORAL 61562



Review Spotlight on...
 DOROTHY COLLINS... Coral 61562... SEVEN DAYS
 The fresh sound here with a special blue job on a line that's
 already moving in R.H. circles is the Clyde McPhatter job. This
 is a story about with a solid cut and vocal backing. Could be
 a big one. Flip to "Mambo," a rhythmic blues-type melody.

The Billboard 08-24 '55

STEVE LAWRENCE

THE CHICKEN AND THE HAWK

and

SPEEDOO

CORAL 61563



The Billboard
08-24 '55

Review Spotlight on...
 STEVE LAWRENCE... Coral 61563... THE CHICKEN AND THE HAWK
 (Rough, BMG) (Tiger, BMG)
 SPEEDOO
 Steve Lawrence covers this with a couple of last covers of already
 successful R.H. items. Both sides rock and swing at a great pace,
 and Lawrence belts them into a fine dancing style. First rate
 and Lawrence belts them into a fine dancing style. First rate
 support in the backing department adds class. Either side has what
 it takes to land the strong TV star as a top time disk.

JEFFREY CLAY

THESE HANDS

and

YOU'LL BE SORRY

CORAL RECORDS

America's Fastest Growing Record Company



Review Spotlight on...
 JEFFREY CLAY... THESE HANDS
 Here's a rich piece of song material with elements of pop, country,
 folk, and religion. It gets a fine demonstration from both of
 these big-voiced warblers. Oliver's down-to-the-rod sincerity is
 especially telling. Like the smash "10 Tons," it's the place of a
 working man whose hands reveal a lifetime of struggle, and now
 they're raised to praise the Lord. Both entries have strong folk
 Oliver's is "Chain Gang" (Famous, ASCAP), and Clay's is his own
 "You'll Be Sorry" (Northern, ASCAP).

The Billboard - Dec. 31 '55

CORAL 61567

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

The Billboard Music Popularity Charts

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

HONOR ROLL OF HITS

TRADE MARK REG.

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

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Sixteen Tons		1 9	6. Autumn Leaves		4 20
By Merle Travis—Published by American Music (BMI) BEST SELLING RECORD: T. Ernie, Cap 3262. RECORDS AVAILABLE: J. Desmond, Coral 61529; Marvin & The Chirps, Tip Top 202; R. Sovine, Dec 29739.			By J. Mercer, J. Prevert, J. Kosma—Published by Ardmore (ASCAP) BEST SELLING RECORD: R. Williams, Kapp 116. RECORDS AVAILABLE: S. Allen & G. Gates, Coral 61485; R. Charles Singers, M-G-M 12068; M. Ferguson, Mercury 70686; G. Galian, X 0161; J. Gleason, Cap 3223; M. Miller, Col 50033; T. Russo, Bell 1106; V. Young, Dec 29653. ELECTRICAL TRANSCRIPTIONS: Lou Brownie, Standard; Allen Roth Ork, The-saurus; Henry Jerome Ork, Lang-Worth.		
2. Memories Are Made of This		2 5	7. Nuttin' for Christmas		9 3
By Gilkyson-Dehr-Miller—Published by Montclare (BMI) BEST SELLING RECORD: D. Martin, Cap 3295. RECORDS AVAILABLE: M. Carson, Col 40573; G. Storm, Dot 15435.			By Sid Pepper and Roy C. Bennett—Published by Ross Jungnickel (ASCAP) BEST SELLING RECORDS: B. Gordon-A. Mooney, M-G-M 12092; R. Zahnd, Col 40576. OTHER RECORDS AVAILABLE: Fontane Sisters, Dot 15434; S. Fréberg, Cap 3280; J. Ward, King 4854.		
3. Moments to Remember		4 18	8. Love and Marriage		7 12
By Stillman & R. Allen—Published by Beaver (ASCAP) BEST SELLING RECORD: Four Lads, Col 40539. RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Ballad, Bell 1107. ELECTRICAL TRANSCRIPTIONS: Russ Carlyle, Standard; Henry Jerome Ork, Lang-Worth.			By Sammy Cahn and James Van Heusen—Published by Barton (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3260. RECORDS AVAILABLE: H. Grayco, X 0168; Laurie Sisters, Mercury 70705; J. Loco, Col 40591; D. Shore, Vic 20-6266. ELECTRICAL TRANSCRIPTIONS: Billy Mills Ork, Standard; Henry Jerome Ork, Lang-Worth.		
4. He		3 16	9. It's Almost Tomorrow		10 9
By Richard Mullan & Jack Richards—Published by Avas (BMI) BEST SELLING RECORDS: A. Hibbler, Decca 29660; McGuire Sisters, Coral 61501. RECORDS AVAILABLE: K. Armen, M-G-M 12078; G. B. Shea, Victor 20-6292. ELECTRICAL TRANSCRIPTIONS: Paul Smith Trio, Standard; Henry Jerome Ork, Lang-Worth.			By Buss Adkinson—Published by Northern Music (ASCAP) BEST SELLING RECORD: Dream Weavers, Dec 29683. RECORDS AVAILABLE: D. Carroll, Mercury 70717; S. Lanson, Dot 15424; J. Stafford, Col; L. Welk, Coral 61524.		
5. I Hear You Knockin'		6 14	10. Only You		8 15
By David Bartholomew—Published by Commodore (BMI) BEST SELLING RECORDS: G. Storm, Dot 15412; S. Lewis, Imperial 5356. RECORDS AVAILABLE: M. Wiseman, Dot 1273.			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; B. Frank, Bell 1109. ELECTRICAL TRANSCRIPTION: Barbara Carroll, Standard.		
Second Ten					
11. Love Is a Many-Splendored Thing		11 20	16. White Christmas		22 4
By Sammy Fain & Paul Webster—Published by Miller (ASCAP) BEST SELLING RECORD: Four Aces, Dec 29625. RECORDS AVAILABLE: J. Bradley, Mercury 70716; D. Cornell, Coral 61467; Don, Dick & Jimmy, Crown 158; W. Herman, Cap 3202; J. Holiday, Dec 29709; J. Loco, Col 40591; D. Rose, M-G-M 30883; P. B. Ruiz, Vic 20-6341; T. Russo, Bell 1106. ELECTRICAL TRANSCRIPTIONS: David Lewinter Ork, Standard; Henry Jerome Ork, Lang-Worth.			By I. Berlin—Published by Berlin (ASCAP) RECORDS AVAILABLE: Ames Brothers, Coral 60113; L. Armstrong, Dec 28443; E. Arnold, Vic 0390; P. Brito, M-G-M 10799; H. Brooks, Trio 787; K. Carson, Biltmore 751; S. Cavallaro, Dec 24141; R. Clooney-P. Faith, Col 5007; P. Como, Vic 1970; C. Copas, King 1004; J. Crawford, Dec 24143; B. Crosby, Dec 23778; V. Damone, Mercury 5178; Drifters-C. McPhatter, Atlantic 1048; E. Fisher, Vic 4910; J. Garber, Cap 9008; K. Griffith, Col 38911; J. Heifetz, Dec 23376; E. Howard, Mercury 5216; Ink Spots, Dec 24140; M. Jackson, Col 702; S. Kaye, Col 285; B. King, Gotham 807; M. Lewis, Coral 60863; Liberace, Col 48001; G. Lombardo, Dec 28409; G. Lombardo, Dec 23738; Montovani, London 1280; Mulcays, Cardinal 1024; P. Page, Mercury 5732; L. Paul-M. Ford, Cap 2617; Ravens, Mercury 70505; A. Shaw, Dec 27243; F. Sinatra, Cap 2954; E. Smith, Dec 24142; K. Smith, M-G-M 10096; S. R. Tharpe, Dec 48119; Three Suns, Vic 3658; TNT Choir, TNT 101; E. Tubbs, Dec 46186; C. Turner, International Sacred 2071; H. Voss, Singtime 403; F. Waring, Dec 24500; L. Whitney, Sacred 293; H. Winterhalter, Vic 3937.		
12. Band of Gold		12 6	16. Shifting, Whispering Sands		13 17
By Bob Musel & Jack Taylor—Published by Ludlow Music (BMI) BEST SELLING RECORD: D. Cherry, Col 40597. RECORDS AVAILABLE: K. Carson, Cap 3283; Hi-Fi Four, King 4856.			By M. Gilbert & V. Gilbert—Published by Gallatin (BMI) BEST SELLING RECORDS: R. Draper, Mercury 70696; B. Vaughn Dot 15409. RECORDS AVAILABLE: L. Ballad, Bell 1107; Johnson Family, Vic. ELECTRICAL TRANSCRIPTION: Henry Jerome Ork, Lang-Worth.		
13. Great Pretender		15 4	18. All at Once You Love Her		18 6
By Buck Ram—Published by Southern (ASCAP) BEST SELLING RECORD: Platters, Mercury 70753. RECORDS AVAILABLE: J. Riggs, Media 1029.			By Rodgers & Hammerstein—Published by Chappell (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6294. ELECTRICAL TRANSCRIPTIONS: Billy Mills Ork., Standard; George Cook, Standard; Henry Jerome, Lang-Worth.		
14. Teen-Age Prayer		17 3	19. Tender Trap		22 3
By Riechner & Lowe—Published by La Salle (ASCAP) BEST SELLING RECORD: G. Storm, Dot 15436. RECORDS AVAILABLE: G. Mann, Sound 126; Robin Hood, M-G-M 12138; D. Cooper, Modern 977; K. White, Mercury 70750.			By Sammy Cohn and J. Van Heusen—Published by Barton (ASCAP) RECORDS AVAILABLE: F. Sinatra, Cap 3290; E. Fitzgerald, Dec 29746; D. Reynolds, M-G-M 12086.		
15. Suddenly There's a Valley		14 17	19. Woman in Love		18 6
By C. Meyer & B. Jones—Published by Warman-Hill & Range (BMI) BEST SELLING RECORD: J. Stafford, Col 40599. RECORDS AVAILABLE: P. Andrews, Cap 3228; B. Adams, Bell 1108; K. Armen, M-G-M 12078; G. Grant, Era 1003; J. La Rosa, Cadence 1270; M. Lynn, Vic 47-6257; Mills Brothers, Dec 29686. ELECTRICAL TRANSCRIPTIONS: Russ Carlyle, Standard; Henry Jerome Ork, Lang-Worth.			By Frank Loesser—Published by Fank Music (ASCAP) BEST SELLING RECORD: F. Laine, Col 40583. RECORDS AVAILABLE: Four Aces, Dec 29725; G. MacRae, Cap 3284. ELECTRICAL TRANSCRIPTION: George Cook, Standard.		
Third Ten					
21. Bible Tells Me So		21 23	24. Cry Me a River		18 7
By Dale Evans—Published by Paramount-Roy Rogers (ASCAP) RECORDS AVAILABLE: K. Armen, M-G-M 12045; D. Cornell, Coral 61467; Coronets, Groove 0116; M. Jackson, Col 40554; N. Noble, Wing 90003; Weatherford Qt., Vic 20-6218; R. Young, Dec 29615. ELECTRICAL TRANSCRIPTIONS: Ralph Marterie, Standard; Henry Jerome Ork, Lang-Worth.			By Arthur Hamilton—Published by Saunders (ASCAP) RECORDS AVAILABLE: E. Barton, Coral 61530; J. Corey, Col 40596; J. London, Liberty 55006; K. White, Mercury 70722. ELECTRICAL TRANSCRIPTIONS: George Cook, Standard.		
21. Rock and Roll Waltz		- 1	27. Are You Satisfied?		- 1
By Dick Ware and Shorty Allen—Published by Sheldon (BMI) RECORDS AVAILABLE: K. Starr, Vic 20-6359.			By Wooley & Escamela—Published by Cordial Music (BMI) RECORDS AVAILABLE: R. Draper, Mercury 70757; T. Arden, Vic 20-6346; C. Francis, M-G-M 12122; S. Wooley, M-G-M 12114.		
23. Daddy-O		16 9	27. Dungaree Doll		- 1
By Gore Abner & Innis—Published by Mar-Kay (BMI) RECORDS AVAILABLE: B. Lou, King 4835; Fontane Sisters, Dot 15428; E. Russell-R. Eberle, Bell 1111.			By Ben Raleigh & Sherman Edwards—Published by E. B. Macks (BMI) RECORDS AVAILABLE: E. Fisher, Vic 20-6337.		
24. Angels in the Sky		25 4	29. Burn That Candle		28 5
By Dick Glasser—Published by Ridgeway (BMI) RECORDS AVAILABLE: Crew Cuts, Mercury 70741; Monarchs, Wing 90040.			By Winfield Scott—Published by Roosevelt (BMI) RECORDS AVAILABLE: Cues, Cap 3245; B. Haley, Dec 29713.		
24. Lisbon Antigua		28 2	30. C'est La Vie		- 1
By Galhardo-Vale-Portela—Published by Southern (ASCAP) RECORDS AVAILABLE: N. Riddle, Cap 3287; A. Dale, Coral 61553.			By Wolsson & White—Published by Planetary Music (ASCAP) RECORDS AVAILABLE: S. Vaughan, Mercury 70727; S. Gale, Vic 20-6286; DeJohna Sisters, Epic 9131.		

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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.



Buyboard

The **HOTTEST HITS** are on **CAPITOL**

The Nation's Best Seller!

'TENNESSEE' ERNIE FORD

SIXTEEN TONS

B/W YOU DON'T HAVE TO BE
A BABY TO CRY

Record No. 3262



The Nation's Next-Best Seller!

DEAN MARTIN

**MEMORIES ARE
MADE OF THIS**

B/W CHANGE OF HEART Record No. 3295



**FRANK
SINATRA**

LOVE AND MARRIAGE

B/W THE IMPATIENT YEARS Record No. 3260

(LOVE IS) **THE TENDER TRAP**

B/W WEEP THEY WILL Record No. 3290



**NELSON
RIDDLE**

LISBON ANTIGUA

(OLD LISBON)

B/W ROBIN HOOD Record No. 3287

NEW NEW NEW NEW NEW NEW NEW NEW NEW NEW

THE CUES

**CHARLIE BROWN
YOU'RE ON MY MIND**

Record No. 3310



introducing

BERNICE GOODEN

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

WHEN I GO AWAY (THE UH HUH SONG)

Record No. 3306



VICKI YOUNG

STEEL GUITAR
BYE, BYE FOR JUST A WHILE

(BILLBOARD MARCH)

Record No. 3308



PEE WEE HUNT

LULLABY OF BIRDLAND
IT'S ALL BEEN DONE BEFORE

Record No. 3309



AL MARTINO

JOURNEY'S END
CLOSE TO ME

Record No. 3307



The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending December 28

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. SIXTEEN TONS (BMI)— Tennessee Ernie.....	1	9
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
2. MEMORIES ARE MADE OF THIS (BMI)—D. Martin.....	2	6
Change of Heart (BMI)—Cap 3295		
3. I HEAR YOU KNOCKIN' (BMI)— G. Storm.....	3	12
Never Leave Me (ASCAP)—Dot 15412		
4. GREAT PRETENDER (ASCAP)— Platters.....	11	3
I'm Just a Dancing Partner (ASCAP)—Mercury 70753		
5. MOMENTS TO REMEMBER (ASCAP)—Four Lads.....	5	19
Dream On, My Love, Dream On (ASCAP)—Col 40539		
6. NUTTIN' FOR CHRISTMAS (ASCAP)—B. Gordon-A. Mooney....	8	4
M-G-M 12092		
7. AUTUMN LEAVES (ASCAP)— R. Williams.....	6	21
Take Care (BMI)—Kapp 116		
8. LOVE AND MARRIAGE (ASCAP)— F. Sinatra.....	7	9
Impatient Years (ASCAP)—Cap 3260		
9. BAND OF GOLD (BMI)—D. Cherry....	13	5
Rumble Boogie (BMI)—Col 40597		
10. HE (BMI)—A. Hibbler.....	4	15
Breeze (ASCAP)—Dec 29660		
11. LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces.....	10	19
Shine On, Harvest Moon (ASCAP)—Dec 29625		
12. IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers.....	12	9
You Got Me Wondering (ASCAP)—Dec 29683		
13. ONLY YOU (BMI)—Platters.....	9	15
Bark, Battle and Ball (BMI)—Mercury 70633		
14. ANGELS IN THE SKY (BMI)— Crew Cuts.....	17	4
Mostly Martha (BMI)—Mercury 70741		
15. LISBON ANTIGUA (ASCAP)— N. Riddle.....	21	2
Robin Hood (ASCAP)—Cap 3287		
16. TEEN-AGE PRAYER (ASCAP)— G. Storm.....	20	2
MEMORIES ARE MADE OF THIS (BMI)—Dot 15436		
17. HE (BMI)—McGuire Sisters.....	14	11
If You Believe (ASCAP)—Coral 61501		
18. DUNGAREE DOLL (BMI)—E. Fisher..	15	2
Everybody's Got a Home But Me (ASCAP)—Vic 20-6337		
19. TEEN-AGE PRAYER (ASCAP)— G. Mann.....	—	1
Gypsy Lady (BMI)—Sound 126		
20. SHIFTING, WHISPERING SANDS (BMI)—R. Draper.....	16	15
Time (ASCAP)—Mercury 70696		
21. DADDY-O (BMI)—Fontane Sisters....	18	5
Adorable (BMI)—Dot 15428		
21. ROCK AND ROLL WALTZ (BMI)— K. Starr.....	—	1
I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359		
23. ARE YOU SATISFIED? (BMI)— R. Draper.....	—	1
Wabash Cannonball (BMI)—Mercury 70757		
24. ONLY YOU (BMI)—Hilltoppers.....	19	9
Until the Real Thing Comes Along (ASCAP)—Dot 15423		
25. BURN THAT CANDLE (BMI)— B. Haley.....	22	8
ROCK-A-BEATIN' BOOGIE (ASCAP)—Dec 29713		

• THIS WEEK'S BEST BUYS

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

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

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

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

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

WHAT IS A WIFE?—Steve Allen—Coral 61554

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

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

A sleeper that has begun making big strides in the past two weeks, French lyrics notwithstanding. Big city dealers and operators, in particular, report snowballing action. Boston, New York, Philadelphia, Buffalo, Pittsburgh, Cleveland, Milwaukee, St. Louis and Los Angeles were in the van. Flip is "That's My Girl" (Crestview, ASCAP).

• Most Played in Juke Boxes

For survey week ending December 28

RECORDS are ranked in order of the greatest number of plays in juke boxes 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	Last Week	Weeks on Chart
1. SIXTEEN TONS (BMI)— Tennessee Ernie.....	1	8
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
2. MEMORIES ARE MADE OF THIS (BMI)—D. Martin.....	2	3
Change of Heart (BMI)—Cap 3295		
3. I HEAR YOU KNOCKIN' (BMI)— G. Storm.....	3	11
Never Leave Me (ASCAP)—Dot 15412		
4. MOMENTS TO REMEMBER (ASCAP) Four Lads.....	4	13
Dream On, My Love, Dream On (ASCAP)—Col 40539		
5. ONLY YOU (BMI)—Platters.....	6	12
Bark, Battle and Ball (BMI)—Mercury 70633		
6. AUTUMN LEAVES (ASCAP)— R. Williams.....	5	17
Take Care (BMI)—Kapp 116		
7. SHIFTING, WHISPERING SANDS (BMI)—R. Draper.....	7	12
Time (ASCAP)—Mercury 70696		
8. TEEN-AGE PRAYER (ASCAP)— G. Storm.....	18	2
Memories Are Made of This (BMI)—Dot 15436		
9. NUTTIN' FOR CHRISTMAS (ASCAP)—B. Gordon-A. Mooney....	14	2
Santa Claus Looks Just Like Daddy (ASCAP)—M-G-M 12092		
10. LOVE AND MARRIAGE (ASCAP)— F. Sinatra.....	9	5
Impatient Years (ASCAP)—Cap 3260		
11. HE (BMI)—A. Hibbler.....	8	11
Breeze (ASCAP)—Dec 29660		
12. IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers.....	13	5
You Got Me Wondering (ASCAP)—Dec 29683		
13. LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces.....	9	16
Shine On, Harvest Moon (ASCAP)—Dec 29625		
14. ONLY YOU (BMI)—Hilltoppers.....	15	8
Until the Real Thing Comes Along (ASCAP)—Dot 15423		
14. PEPPER HOT BABY (BMI)— J. P. Morgan.....	16	6
If You Don't Want My Love (ASCAP)—Vic 20-6282		
14. GREAT PRETENDER (ASCAP)— Platters.....	—	1
I'm Just a Dancing Partner (ASCAP)—Mercury 70753		
17. DADDY-O (BMI)—Fontane Sisters....	11	5
Adorable (BMI)—Dot 15428		
18. BURN THAT CANDLE (BMI)— B. Haley.....	12	5
Rock-A-Beatin' Boogie (ASCAP)—Dec 29713		
18. HE (BMI)—McGuire Sisters.....	17	11
If You Believe (ASCAP)—Coral 61501		
20. CRY ME A RIVER (ASCAP)— J. London.....	19	4
S'Wonderful (ASCAP)—Liberty 55006		

• Most Played by Jockeys

For survey week ending December 28

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows 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	Last Week	Weeks on Chart
1. MEMORIES ARE MADE OF THIS (BMI)—D. Martin.....	2	5
Change of Heart (BMI)—Cap 3295		
2. SIXTEEN TONS (BMI)— Tennessee Ernie.....	1	9
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
3. MOMENTS TO REMEMBER (ASCAP)—Four Lads.....	3	17
Dream On, My Love, Dream On (ASCAP)—Col 40539		
4. BAND OF GOLD (BMI)—D. Cherry....	9	4
Rumble Boogie (BMI)—Col 40597		
5. GREAT PRETENDER—Platters.....	7	2
I'm Just a Dancing Partner (ASCAP)—Mercury 70753		
6. LOVE AND MARRIAGE (ASCAP)— F. Sinatra.....	5	10
Impatient Years (ASCAP)—Cap 3260		
7. WHITE CHRISTMAS (ASCAP)— Bing Crosby.....	—	1
God Rest Ye Merry, Gentlemen—Dec 23778		
8. ONLY YOU (BMI)—Platters.....	6	11
Bark, Battle and Ball (BMI)—Mercury 70633		
9. I HEAR YOU KNOCKIN' (BMI)— G. Storm.....	4	11
Never Leave Me (ASCAP)—Dot 15412		
10. NUTTIN' FOR CHRISTMAS (ASCAP)— B. Gordon-A. Mooney.....	10	2
Santa Claus Looks Just Like Daddy (ASCAP)—M-G-M 12092		
11. ROCK AND ROLL WALTZ (BMI)— K. Starr.....	—	1
I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359		
12. C'EST LA VIE (ASCAP)—S. Vaughan..	19	6
Never (ASCAP)—Mercury 70727		
13. MEMORIES ARE MADE OF THIS (BMI)—G. Storm.....	13	2
Teen-Age Prayer (ASCAP)—Dot 15436		
14. AUTUMN LEAVES (ASCAP)— R. Williams.....	12	18
Take Care (BMI)—Kapp 116		
15. TEEN-AGE PRAYER (ASCAP)— G. Storm.....	—	1
Memories Are Made of This (BMI)—Dot 15436		
16. BAND OF GOLD (BMI)—K. Carson... 	11	2
Cast Your Bread Upon the Waters—Cap 3283		
16. TENDER TRAP (ASCAP)—F. Sinatra..	14	4
Weep They Will—Cap 3290		
18. HE (BMI)—A. Hibbler.....	17	13
Breeze (ASCAP)—Dec 29660		
19. CRY ME A RIVER (ASCAP)— J. London.....	18	6
S'Wonderful (ASCAP)—Liberty 55006		
20. LISBON ANTIGUA (ASCAP)— N. Riddle.....	—	1
Robin Hood (ASCAP)—Cap 3287		

WING Rings Out The Bells For These New Hits!



TWO GREAT SIDES BY

NICK NOBLE

"To You My Love"

AND

"You Are My Only Love"

WING 90045



BUDDY MORROW

AND HIS GREAT BAND

"Tippity Top"

AND

"A Band Of Angels"

WING 90047

WING RECORDS A SUBSIDIARY OF MERCURY RECORD CORP.

ONLY CAPITOL
 has the Motion Picture
 Sound Track album of



-another brilliant



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



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



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



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



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

RODGERS AND HAMMERSTEIN'S

CAROUSEL

HIGH FIDELITY album by CAPITOL!



BACKED BY ONE of the greatest promotions in record history, it's the Capitol album that'll be "bustin' out all over" America!

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

in magnificent HIGH FIDELITY by Capitol!

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

CAROUSEL

STARRING

GORDON MacRAE

SHIRLEY JONES

BARBARA RUICK

WITH

CAMERON MITCHELL • CLARAMAE TURNER

ROBERT ROUNSEVILLE

MUSIC BY

RICHARD RODGERS

BOOK AND LYRICS BY

OSCAR HAMMERSTEIN II

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

NOW!



LONG PLAY ALBUM W-694 • EXTENDED PLAY ALBUM EDM-694



The Billboard Music Popularity Charts
POPULAR RECORDS

• **Territorial Best Sellers**

For survey week ending December 28

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

Atlanta

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

Baltimore

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

Boston

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

Buffalo

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

Chicago

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

Cincinnati

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

Cleveland

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

Dallas-Fort Worth

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. I Hear You Knockin', G. Storm, Dot
4. He, A. Hibbler, Dec.
5. Rock and Roll Waltz, K. Starr, Vic.

Denver

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

Detroit

1. Sixteen Tons, T. Ernie, Cap.
2. Memories Are Made of This D. Martin, Cap.
3. Great Pretender, Platters, Mer.
4. Band of Gold, D. Cherry, Col.
5. Lisbon Antigua, N. Riddle, Cap.
6. Rock and Roll Waltz, K. Starr, Vic.
7. Speedoo, Cadillac, Jse.
8. Everybody's Got a Home But Me R. Hamilton, Epl.
9. Memories of You, Four Coins, Epl.

Kansas City

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

Los Angeles

1. Sixteen Tons, T. Ernie, Cap.
2. Memories Are Made of This D. Martin, Cap.
3. Moments to Remember, Four Lads, Col.
4. Dolly's Oh Susanna B. Charles-Singing Dogs, Vic.
5. Love Is a Many-Splendored Thing Four Aces, Dec.
6. Rock and Roll Waltz, K. Starr, Vic.

Milwaukee

1. Great Pretender, Platters, Mer.
2. Memories Are Made of This D. Martin, Cap.
3. Sixteen Tons, T. Ernie, Cap.
4. Lisbon Antigua, N. Riddle, Cap.
5. Nuttin' for Christmas B. Gordon-A. Mooney, M-G-M.
6. Angels in the Sky, Crew Cuts, Mer.
7. Toyland, Nat (King) Cole, Cap.
8. Zambesi, L. Busch, Cap.
9. I Hear You Knockin', G. Storm, Dot
10. Love and Marriage, F. Sinatra, Cap.

Mpls.-St. Paul

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

New Orleans

1. Sixteen Tons, T. Ernie, Cap.
2. Memories Are Made of This D. Martin, Cap.
3. Great Pretender, Platters, Mer.
4. Are You Satisfied? R. Draper, Mer.
5. I Hear You Knockin', G. Storm, Dot
6. It's Almost Tomorrow Dream Weavers, Dec.
7. Band of Gold, D. Cherry, Col.

New York

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

Philadelphia

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

Pittsburgh

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

St. Louis

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

San Francisco

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

Seattle

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Great Pretender, Platters, Mer.
4. Angels in the Sky, Crew Cuts, Mer.
5. Love and Marriage, F. Sinatra, Cap.
6. Autumn Leaves, R. Williams, Kap.
7. Band of Gold, K. Carson, Cap.
8. Dugaree Doll, E. Fisher, Vic.
9. Moments to Remember, Four Lads, Col.

Toronto

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

Joni James

VARIETY PICK

CASHBOX PICK

BILLBOARD BEST BUY

BILLBOARD REVIEW SPOTLIGHT

MY BELIEVING HEART

YOU NEVER FALL IN LOVE AGAIN
MGM 12176
K 12176
Orchestra Conducted by DAVID TERRY

A HIT!

ART MOONEY and his Orchestra

TUTTI-FRUTTI

and YOU CAN TAKE MY HEART

MGM 12165 78 rpm
K 12165 45 rpm

SPECIAL!

Johnny Oliver

Billboard and Cashbox Pick

CHAIN GANG

and THESE HANDS

MGM 12164 78 rpm
K 12164 45 rpm

CONNIE FRANCIS

MY TREASURE

3 BIG PLUGS
NBC, CBS
and WABD

MGM 12172 78 rpm K 12172 45 rpm

ROBBIN HOOD
A TEEN-AGE PRAYER

MGM 12138 78 rpm • K 12138 45 rpm

NO SCHOOL TOMORROW

Sheb Wooley
BIG POP HIT
ARE YOU SATISFIED

MGM 12114
K 12114

PAT O'DAY
PLEASE DON'T LET ME LOVE YOU

and ANNIE OAKLEY
MGM 12146 78 rpm • K 12146 45 rpm

RUSH ADAMS
LOVE PLAYS THE STRINGS OF MY BANJO

(From the 20th Century-Fox film "Mohawk")
and I LOVE YOU TO THE POINT OF NO RETURN
MGM 12145 78 rpm • K 12145 45 rpm

BETTY MADIGAN

THERE SHOULD BE RULES

and STRANGERS
MGM 12094 78 rpm
K 12094 45 rpm

MARVIN RAINWATER

WHERE DO WE GO FROM HERE?

and DEM LOW DOWN BLUES

MGM 12152 78 rpm
K 12152 45 rpm

HERE COME THE GUYS

stars of tomorrow...on RCA VICTOR records



TONY TRAVIS

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

CULIUCAN

SPEAK TO ME OF LOVE

20/47-6389



BILLY REGIS

ZIGEUNER

I'M DEPENDING ON YOU

20/47-6377



JOEL GREY

LIES, HONEY, LIES

SLOW AND EASY

20/47-6378

WATCH FOR THE GALS!...NEXT WEEK

the dealer's choice

RCA VICTOR



*"New Orthophonic"
High Fidelity recordings*



Brand New Releases

DRAMATIC! EXCITING!

"CHAIN GANG"

AND A POWERFUL COUPLING

"THESE HANDS"

BY

LEN DRESSLAR

MERCURY 70774

A WONDERFUL NEW "POP" BY



Dinah Washington

"The Show Must Go On"

AND

"I Just Couldn't Stand It No More"

MERCURY 70776

HOLLYWOOD'S NEW PICTURE STAR



Joyce Bradley

"Take Your Time With Me Lover"

AND

"A Dangerous Age"

MERCURY 70769

MERCURY RECORD CORPORATION

Starting Off The Big 1956 Year!



Chuck Miller

"Lookout Mountain"

AND

"Boogie Blues"

MERCURY 70767



Ralph Marterie

AND HIS GREAT BAND

"The Grass Is Green"

AND

"Where The Wind Blows"

MERCURY 70771

THE NEW FIND FOR 1956

Jerry Wallace

"The Greatest Magic Of All"

AND

"Walkin' In The Rain"

MERCURY 70774



THE NEW SOUND OF JERRY MURAD'S

Harmonicats

"You Tell Me Your Dream"

AND

"Who's Sorry Now"

MERCURY 70772



35 E. WACKER DRIVE · CHICAGO 1, ILL.

THE NEW YEAR'S 1ST NEW HIT!

the "Unforgettable" sound of the

DICK HYMAN TRIO

"MORITAT" a theme from "THE THREE- PENNY OPERA"

M-G-M 12149 • K 12149

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 36, N. Y.

The Billboard Music Popularity Charts POPULAR RECORDS

• COMING UP STRONG

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

1. All at Once You Love Her **Perry Como**
(ASCAP) RCA Victor 6294
2. Gee Whittakers **Pat Boone**
(BMI) Dot 15435
3. C'est La Vie **Sarah Vaughan**
(ASCAP) Mercury 70727
4. The Tender Trap **Frank Sinatra**
(ASCAP) Capitol 3290
5. Everybody's Got a Home
But Me **Roy Hamilton**
(ASCAP) Epic 9132
6. See You Later, Alligator **Bill Haley**
(BMI) Decca 29791
7. Take Me Back to Toyland
I'm Gonna Laugh You
Right Out of My Life **Nat (King) Cole**
(BMI); (ASCAP) Capitol 3305
8. Go On With the Wedding **Patti Page**
(ASCAP) Mercury 70766
9. Go On With the Wedding
. **Kitty Kallen & Georgie Shaw**
(ASCAP) Decca 29776
10. Be Good to Me
My Baby's Got Such Lovin'
Ways **McGuire Sisters**
(ASCAP); (ASCAP) Coral 61532

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

Today's TOP TUNES

The Low-Cost Dealer Profit-Service!

Here's the inexpensive, easy-to-use personalized promotion sheet that's made to order for more dealer sales. Printed as a 4-page folder (7x8 1/2 per page), it carries The Billboard HONOR ROLL OF HITS to 35 places with the best-selling records of each tune.

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

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



SPECIAL LOW RATES—MAIL YOUR ORDER TODAY

The Billboard • Today's Top Tunes Dept. 932
2160 Patterson St., Cincinnati 22, Ohio

Please print and mail Today's Top Tunes as follows:

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

Store name, address and phone printed as shown:

Name _____ (please print)
 Address _____
 City and State _____
 Phone _____ Ordered by _____

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

• Best Selling Sheet Music

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

1. Sixteen Tons 1 8
Ardmore
2. He 3 15
Avas
3. Autumn Leaves 2 17
American
4. Moments to
Remember 5 15
Beaver
5. Memories Are Made of
This 7 3
Mont Clare
6. Love and Marriage 3 10
Barton
7. Love Is a Many-
Splendored Thing . . . 8 18
Miller
7. Suddenly There's a
Valley 6 17
Warman-Hill & Range
9. It's Almost Tomorrow . . 10 4
Northern
10. Bible Tells Me So 9 21
Paramount-Roy Rogers
11. All at Once You Love
Her 11 1
Chappell
12. Tender Trap — 1
Barton
13. Band of Gold 13 2
Ludlow
14. White Christmas — 4
Berlin
15. Only You — 7
Wildwood

The first pop version
NOW A HIT SINGLE!

MORITAT

by

LES PAUL and MARY FORD

b/w **IN NUEVO LAREDO**

Record No. 3329

both sides from the best selling album

LES and MARY

(No. W577)



DAVID



WHITFIELD

Sings MANTOVANI'S Newest Ballad

Angelus

LONDON #1617



WITH

MANTOVANI HIS ORCHESTRA AND CHORUS

London

RECORDS



A SMASH IN ENGLAND!



**David
Whitfield's
Biggest Ballad**

**WHEN
YOU LOSE THE
ONE YOU LOVE**

WITH
MANTOVANI

HIS ORCHESTRA AND CHORUS
LONDON #1617



LONDON
RECORDS



TAKING OFF FAST!!

JOHNNY OLIVER

Sings **Picked by Billboard Cashbox**

THESE HANDS

M-G-M 12164 • K 12164

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

**The Billboard Music Popularity Charts
POPULAR RECORDS**

• Review Spotlight on . . .

RECORDS

BONNIE LOU . . . King 1506 **MISS THE LOVE**
(Jay & Cee, BMI)

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

CATERINA VALENTE . . . Decca 29760 **SIBONEY**
(Feist, ASCAP)

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

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

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

• Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

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

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

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

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

FELICIA SANDERS
If You Can Dream 76
COLUMBIA 40622 — Felicia Sanders wraps up a poignant ballad from the forthcoming M-G-M movie, "Meet Me in Las Vegas," in a sensitive, sincere vocal interpretation. Should get considerable jockey play. (Feist, ASCAP)

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

VIC DAMONE
Help Me 75
COLUMBIA 40630 — On his first outing on the label, Damone cuts a fine performance on a tender plea to the lady love. Lush Weston backing adds appeal. (April, ASCAP)

Sure 75
More tender, romantic balladry with Damone's usual appealing song savvy on display. Weston ork again lends an impressive hand. (Witmark, ASCAP)

RALPH MARGERIE ORK
The Grass Is Green 74
MERCURY 70771 — A beautiful ballad, with a Civil War background, gets a fine reading here. A chorus chants the lyric to a stirring background of military-type instrumentation. (Dandelion, BMI)

Where the Wind Blows
(In Sorrento) 73
Margerie and the ork do an unusual interpretation of this enchanting standard melody. An instrumental that will likely get good deejay play. (Pure, BMI)

RAY MCKINLEY ORK
You Came a Long Way From St. Louis 74
DECCA 29770 — McKinley had a big

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

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

JANIE MARDEN
(Dear Stranger) Thank You for the Waltz 74
LONDON 1629 — The gal sings with warm expressiveness on an attractive tune with a stimulating beat.

LEN DRESSLER
These Hands 75
MERCURY 70774 — Dressler impresses as an important new talent in this double-cover disk. This particular devotional tune affords his best chance to compete with earlier versions. (Hill & Range, BMI)

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

JILL COREY
Wait for Tomorrow 75
COLUMBIA 40627 — The young thrush offers a heartfelt hymn of hope in a gently sinuous rhythm. Wax will get additional hype value from slotting on U. S. Steel Theater Guild TV'er. (Monument, BMI)

First Love 72
Tome about ramifications of puppy love gets an emotional reading from Miss Corey. Could click for some action at the young teen level. (American, BMI)

JOHNNY DESMOND
I'll Cry Tomorrow 74
CORAL 61569 — Tune based on the Lillian Roth story gets sincere, meaningful treatment. Pic plug value for the song could bring additional attention.

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

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

MARION MARLOWE
Ave Maria 74
CADENCE 1731 — A very tasteful side. Miss Marlowe does the great religious song with technical skill and fervor. (Cadence, ASCAP)

The Lord's Prayer 72
A suitable coupling, particularly at this season. (Schirmer, ASCAP)

THE JONES BOYS
Cowpoke 73
KAPP 130 — This is a slow-paced clip-clopper that carries the melancholy cowpoke's lament. Relaxed de-

(Continued on page 40)

THERE'S
ONLY
ONE
.....
SMASH
.....

CHAIN GANG



C/W SHADRACH



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

IT'S NO NOVELTY...
IT'S NO GIMMICK...
IT'S A GENUINE HIT!

"LULLABYE OF BIRDLAND"

BY THE

BLUE STARS

SUNG AND PLAYED
 IN FRENCH

MERCURY 70742



CHICAGO 1, ILLINOIS

The Billboard Music Popularity Charts POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 38

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

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

HERBIE FIELDS SEXTET
St. Louis Blues... 73
 DECCA 29752—An interesting instrumental arrangement of the great standard with a stimulating beat. Both sides of this disk are from Fields' album "Blow Hot-Blow Cold." (Hasty, ASCAP)

Makin' Whoopee... 72
 Tasteful instrumental treatment of the oldie with a modern tempo and stand-out sax solo work. Good jockey programming f o d d e r. (Bregman, Vocco & Conn, ASCAP)

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

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

DAVID ROSE ORK
That Old Black Magic... 72
 M-G-M 30886—These excerpts from Rose's LP of Harold Arlen tunes should come in handy for deejays and ops. Typically lush, string-laden Rose instrumental. (Famous, ASCAP)

Happiness Is a Thing Called Joe... 72
 As above. (Feist, ASCAP)

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

Honey, My Little Honey... 70
 A two-tempo arrangement of an old-fashioned, simple and folksy number. Will need a load of plugging if anything's to happen. (Hollis, BMI)

LARRY STARR
Fall in Love, Fall in Love (Tatara's Love Song)... 71
 KAPP 129—A lilting love song with a Neapolitan flavor, sung with touching emotion by Starr, and given a full, rich backing by chorus and strings. Starr's is a light ringing voice of uncommon appeal. (Garland, ASCAP)

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

THE CREEL SISTERS
I Do Whatta Do... 71
 ABBOTT 3015—This is standard r.&b. type rhythm fare delivered in swingin' style by the fems. (Dandelion, BMI)

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

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

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

MERV GRIFFIN
A Handful of Dreams... 70
 COLUMBIA 40624 — A smooth, straightforward reading of the theme from the movie "Man With the Gun." Griffin's vocal is tastefully woven into a lush choral and orchestral arrangement. (Piedmont, ASCAP)

Call Out the Engines... 68
 With bells and sirens blaring in the background, Griffin has to swing out to put over the message of this wild novelty. The side has plenty of noisy excitement to create initial interest. (Reis, ASCAP)

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

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

BILL HAYES
Die Ballade Von Davy Crockett... 69
 CADENCE 1422—Hayes, who scored so sensationally with the original version, belts it out in German here.

Leb Wohl, Meine Heimat... 69
 A very pretty interpretation of this traditional song. Bill Hayes' fine vocal is backed by tasteful instrumentation.

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

Please Don't Let Me Love You... 68
 The songstress has an unusual piece of material here. It is a simple ballad with heavy country flavor both in the vocal styling and in the back-

ing. This could help move it in both pop and country markets. (Acuff-Rose, BMI)

RUSH ADAMS

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

I Love You to the

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

TEACHO WILTSHIRE ORK

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

Working Overtime... 65

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

CHARLIE ROSS

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

(Put Another Nickel In)

Musie! Musie! Musie!... 60
 With a belted vocal on a production job scale, this was a big hit. Chances of this piano solo doing a repeat are somewhat remote. (Crowwell, ASCAP)

ART CARNEY AND FRIEND

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

The New Face on

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

GLORIA BECKER

Sixteen Pounds (Housewife's Lament)... 63
REAL 1304 — A mildly humorous take-off on the "Sixteen Tons" idea. Will attract moderate deejay play, but is not a strong entry. (American, BMI)

Adios to Mexico City... 60
 The thrush emotes unconvincingly in this tear-jerker. Both material and arrangement are routine. (Real-American, BMI)

• Reviews of New Spiritual Records

THE RADIO FOUR

An Earnest Prayer... 70
NASHBORO 566—Watch this one. The lead singer carries this along at a strong emotional pace, and the supporting singers and instrumentation give it a rolling beat. Will get plays. (Excellorec, BMI)

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

CHOSEN GOSPEL SINGERS

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

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

THE SKYLARKS

He's My All and All... 72
NASHBORO 565—The group sings this spiritual with emotion, and there's a slow swinging beat to the reading. (Excellorec, BMI)

God Is Able... 72
 Like the flip, this reading is marked by a good beat and a performance full of heart. (Excellorec, BMI)

• Reviews of New Sacred Records

MARSHALL PACK

A Mail Order From Heaven... 70
REPUBLIC 7124—This is the writer's own version of the piece of material spotlighted here several weeks ago in the Nelson King version. Each deejay should sell to his own radio following, and the rest will depend on company distribution. (Nash, BMI)

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

THE CHUCK WAGON GANG

There's Gonna Be Shouting and Singing... 74
COLUMBIA 21489 — There's good (Continued on page 43)

Watch Another TV Hit being made

1955 -Let Me Go Lover

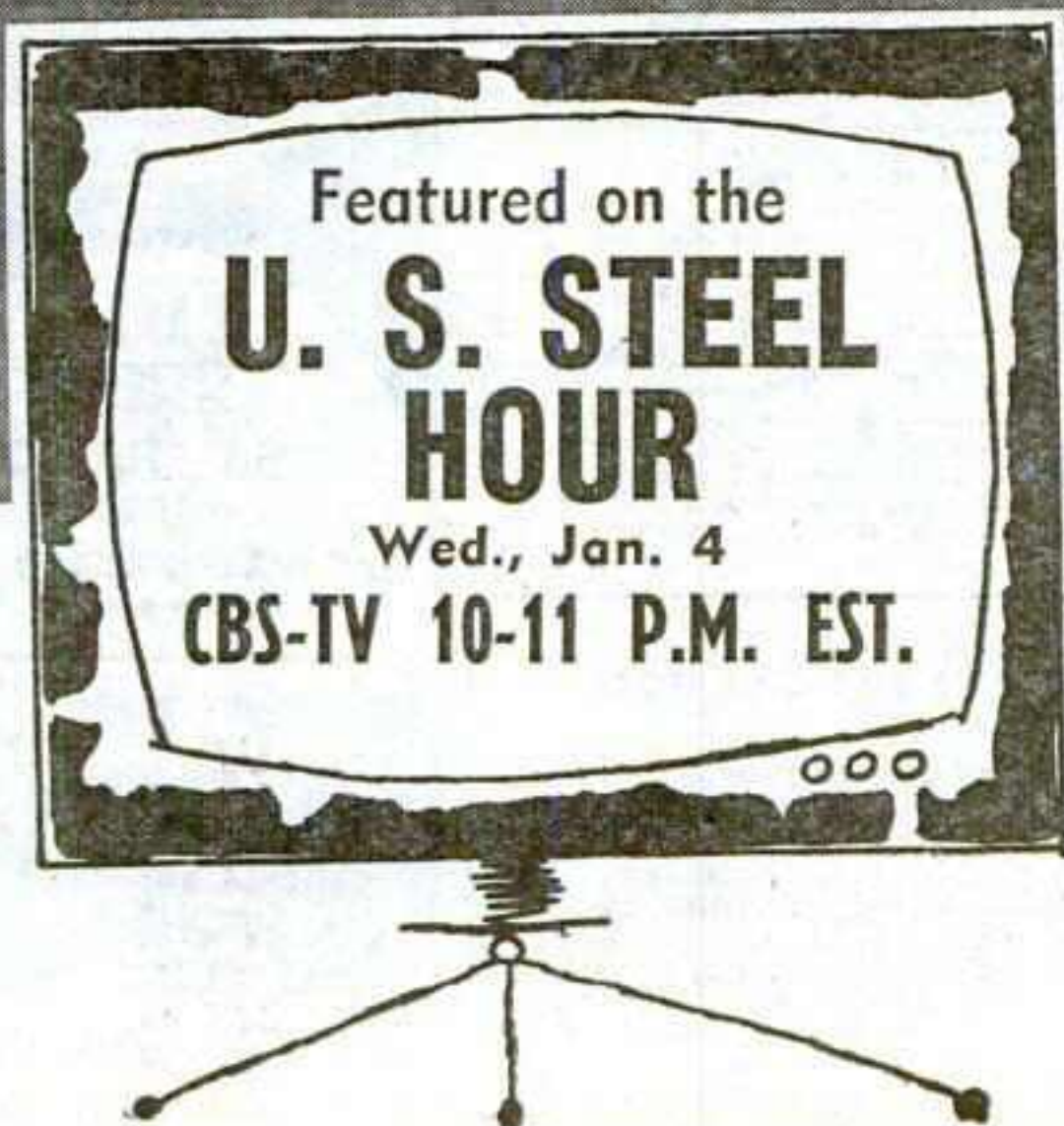
1956 ...

WAIT FOR TOMORROW

B/W FIRST LOVE

JILL COREY

COLUMBIA
40627 4-40627



COLUMBIA  RECORDS

FIRST IN '56!

Your RCA VICTOR Country & Western Pace Setters for the New Year

EDDY ARNOLD

When You Said Goodbye
Trouble in Mind

20/47-6365



ELVIS PRESLEY

I Forgot to Remember
to Forget
Mystery Train

20/47-6357



CHET ATKINS

Jean's Song
Honey

20/47-6360



HANK SNOW

These Hands
I'm Moving In

20/47-6379



HOMER AND JETHRO

This Is a Wife?
Love and Marriage

20/47-6374



SONS OF THE PIONEERS

with Henri Rene's Orchestra & Chorus,

The Last Frontier
How Great Thou Art

20/47-6376



HANK LOCKLIN

Why Baby Why
Love or Spite

20/47-6347



PORTER WAGONER

Eat, Drink and Be Merry/
Let's Squiggle

20/47-6289



BREAKING IN ALL FIELDS!
SEVEN DAYS
 by
CLYDE McPHATTER
 Atlantic 1081



A SMASHER!
"THE DEATH OF EMMETT TILL"
 THE RAMPARTS #382

Coming Up Strong
"I STILL REMEMBER"
 THE ROMANCERS #381

DOOTONE RECORDS
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SAVOY SAVOY

FIRSTS FOR '56

MR. MOON	SAVOY 1182
"5" PENNIES	SAVOY 1182
HOT ROD	
HAL SINGER	SAVOY 1179
PACK-SHACK AND STACK	
BILLY NELSON	SAVOY 1183
I WON'T CRY	
LITTLE DAVID	SAVOY 1178
ALL IS WELL	
BIG MILLER	SAVOY 1181

SAVOY RECORD CO.
 58 MARKET ST. NEWARK, N. J.

Be a Booster for
MILTON SCHUSTER

Now booking Exotics—Theaters—Night Clubs—Carnivals.

BOBBY GOODMAN IN CHARGE CLUB DEPT.
 127 N. Dearborn St. Chicago 2, Ill.

Jam Sessions Curb Sought

WILDWOOD, N. J., Dec. 31.—Action was started by the City Commission to regulate jam sessions in cafes. An ordinance was introduced designed to curb "living entertainment" at any time if the noise is heard outside of the building and in such a manner as to disturb persons in the nearby area.

Former Mayor Doris W. Bradway asked the commission if any attempt was to be made in the ordinance to limit the hours of jam sessions. When told no provision has been made in the measure, Mrs. Bradway said a petition now in circulation to ban "live entertainment" would be continued.

Ida Lupino, Duff, Sharpe Complete 'Adam & Eve' Pilot

HOLLYWOOD, Dec. 31.—Pilot of "Adam and Eve," new TV situation comedy, was completed this week at Four Star Productions. The program stars Howard Duff and Ida Lupino in the title roles. Don Sharpe is the producer, with Sharpe, the two principals, and Collier Young all owning part of the package.

At the same time Sharpe moved another new series, "Wire Service," which he is producing for ABC-TV, from Four Star to Desilu Productions. Warren Lewis will be physical producer for the hour show, which deals with the adventures of wire bureau chiefs.

Sharpe thus returns, for at least one of his packages, to Desilu, where he originally was instrumental in the development of "I Love Lucy." Lewis, also, finds himself in the dual role of producing at both Desilu and Four Star.

ABC and NBC Wooing Students on TV Shows

NEW YORK, Dec. 31.—ABC-TV and NBC-TV are both mapping out new music shows designed to increase listenership on the part of high school and college students.

The exceptional rating success of bandleader Lawrence Welk's program has prompted ABC-TV to take another fling into the band-remote business, and the web is readying a new remote series from Frank Dailey's Meadowbrook in Cedar Grove, N. J.

The show will be aired from 10 to 10:30 Thursday nights, with the U. S. Air Force shelling out for production costs in return for air plugs. Ralph Flanagan's band is among those scheduled to appear on the first telecasts. No starting date has been set yet by the web.

NBC-TV Package

NBC-TV's new music package, a series of one-hour concerts featuring top pop and jazz recording artists, will probably be carried on Saturday afternoons at 5 p.m., a time the network deems best to

attract a student audience. However, the series is still in the planning stage, and consequently its time slot and starting date are still indefinite.

Some traders conjecture that it may be a video version of NBC's "National Radio Fan Club," a two-hour Friday night stanza, spotlighting pop records, top recording stars and their teen-age fan club members.



BREAKING BIG ALL OVER
QUEEN OF HEARTS
 b/w
COME ON SMILEY LEWIS
 #5372

Imperial Records
 6425 Hollywood Blvd. Hollywood 28, Calif.

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 Occupation or title _____
 Company _____
 Address _____
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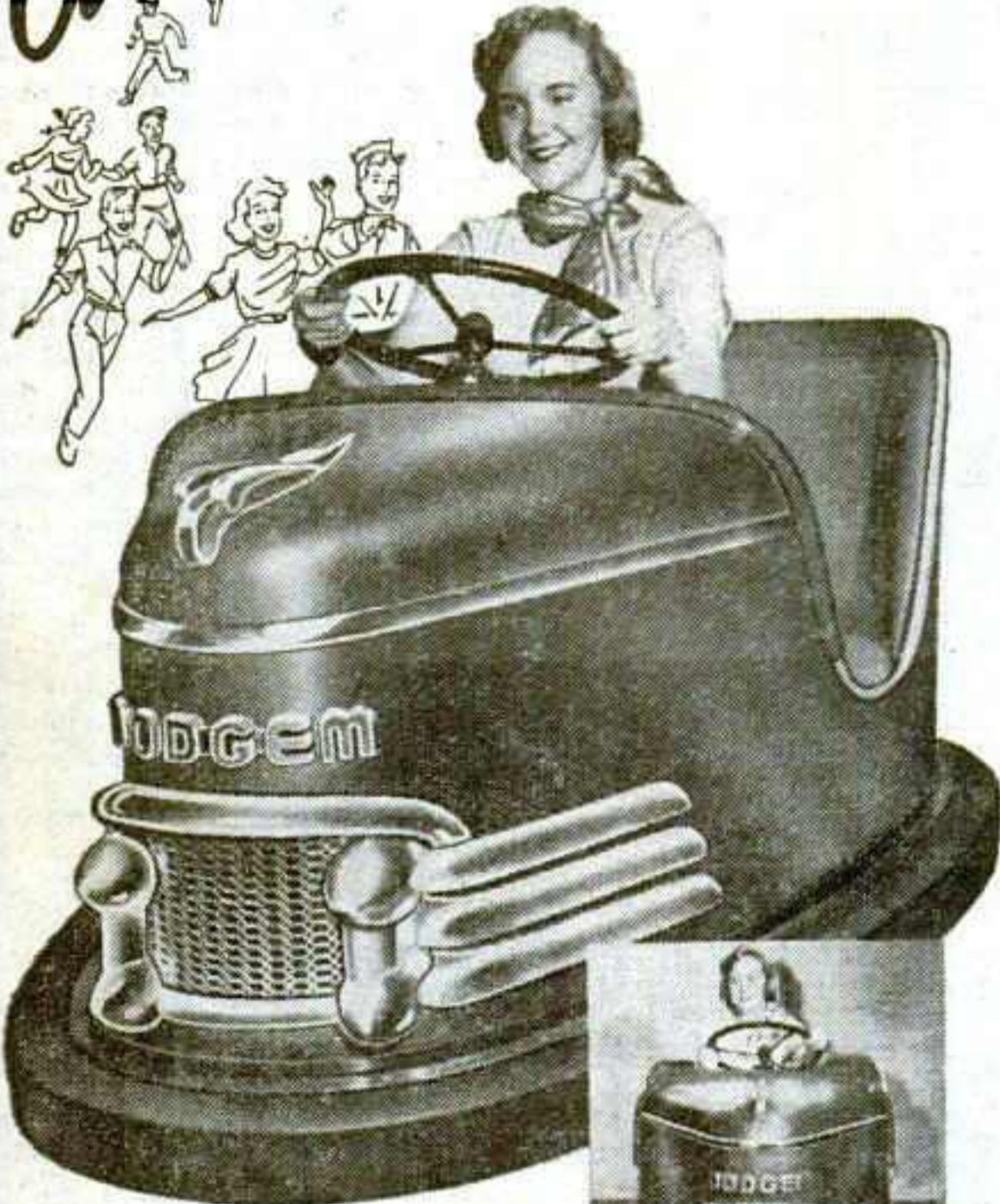
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BELL—Fay G., 52, veteran outdoor show personality, December 16 in Princeton, Ind. For many years he was with Gold Medal Shows. Survived by five sons, a daughter and three sisters.

CHAMBERS—Jess, 73, manager of the Santa Barbara (Calif.) County Fair for 23 years prior to his retirement in 1951 and past president of Western Fairs Association, December 23 in Santa Maria, Calif. (See Fair department for details.)

DUNCAN—Charles (Blacky), for many years elephant man on the Haag Shows, December 17 in Marianna, Fla.

FELDMAN—Morris, 62, veteran outdoor showman, December 24 in Brooklyn. During his many years in show business, he was a concessionaire with Frank Wirth and Hamid-Morton Circus. For the last five years he was manager of the Canadian Thrill Shows.

GIFFORD—Eskel G., 70, veteran stock and repertoire actor and manager, December 23 in Superior, Wis. For many years he was a partner in the Roberson-Gifford Stock Company and later had his own show, the Gifford Players. He leaves his widow, Grace, and a daughter, Nella McMinn. His son-in-law, Roy McMinn, is manager of the Beacon Theater, Superior.

HALEY—Herb, former circus stunt flier and parachute jumper, recently in an airplane crash near Iliamna, Alaska. At the time of his death, he was flying for Cordova Airlines, with headquarters at Cordova, Alaska.

O'NEAL—Leon F., 55, Gainesville, Tex., producing clown for the Gainesville Community Circus and member of the Circus Fans' Association, December 17. Survivors include his widow, a daughter and a grandson.

RHEINSMITH—Steve (Modoc), truck driver for the Ringling Bros. and Barnum & Bailey Circus for years, at Elmira, N. Y., recently.

VAN ROSSUM—Mrs. Lois Anna May, 50, well-known outdoor show personality, December 15 in Sinton, Tex. She and her husband, J. H. Van Rossum, were known in show business as Dutch and Lois Le Blair. In addition to her husband, she is survived by four brothers, John, Bob, Russell and Charles Holcomb and two sisters. Burial in Berlin Cemetery, Eldora, Ia.

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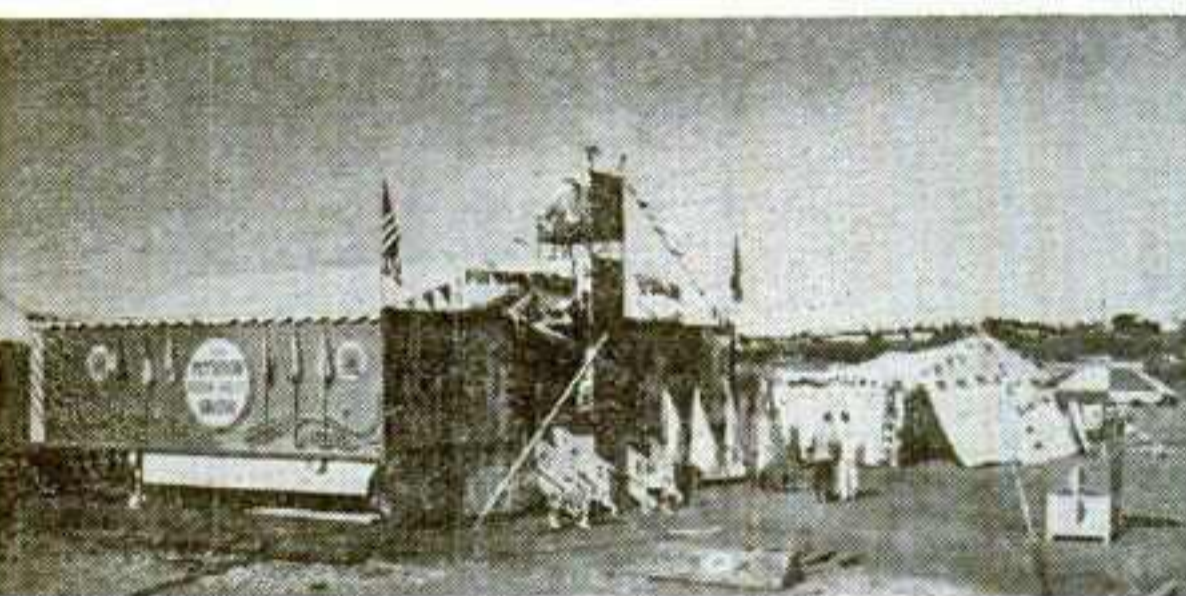
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Holiday Toy Business Boon to N. E. Spots

BOSTON, Dec. 31. - Several Massachusetts spots did good business with sales from Christmas toys, a three-year-old off-season enterprise.

Revere Beach, where the plan was first introduced in the arcades, experienced most activity. Every night cars would jam the esplanade while the customers went from one to the other of the toy shops, where bargains were offered in merchandise running as much as 50 per cent below the Hub's big department stores.

On the wholesale level the beach business meant that the toy business has been pushed to unprecedented heights. The George I. Feldman Company here reports orders far beyond the ability of the toy manufacturers to fill them. Wholesalers, as a result, reached a higher annual gross than ever before.

Doing brisk business at Revere were Bobby Shayeb, who was using his arcade; Gallagher's Arcade; Harry Prince, who also operates a city Arcade in the Hub, and Billy O'Brien, who was finding business good in his first year of operation. Along the main highway at Kiddleland Ranch in Saugus, Summer Rittenberg was getting a big share of the Christmas toy business.

In his first season at the toy business was Larry Stone, operator of Paragon Park, Nantasket. His Playland Arcade was refitted for the new enterprise and after this year's successful operation Stone is already planning enlarged quarters for next season.

Creates New Patrons
"There is actually more to this business than making money," Stone said. "As well as being able to keep a good many of the help on the payroll, it keeps all of us active. What is probably best, it gives us the opportunity of making new friends who will be back in the summer as customers. They will also return for toys next year." Stone kept 12 workers busy without a break and was happy about the financial results. He pointed out that Nantasket is a dead end and that the public must set out to come here, but ads in the Boston papers served well to let people know that they could save money by taking a drive of a few miles to the beach.

Close by, Dave Baker's Funland Arcade tripled the business he did last year and he was planning big things for next season. He pointed out that he had started last year with a space of 20 by 40 feet and this year had used 4,000 square

feet. Next year, he said, he plans to double the space. Baker also will remain open after Christmas for a discount clearance sale. He says he doesn't know if people will buy toys after Christmas, but that he is going to give it a try.

Plans for next year call for clearing out the big kiddie ride area at Funland, which is directly in back of the Arcade. This will make, probably, New England's biggest discount beach establishment.

To the north, at Salisbury Beach, Gene Dean and Dominick Sgroi were finding the toy business a good one.

All in all, the toy business looked like the perfect off-season occupation for beach operators. It was especially good for the Massachusetts men whose summer had been marred by small profits.

Cook to Build Addition for Paragon Golf

NANTASKET BEACH, Mass., Dec. 31.—Larry Stone, operator of Paragon Park here, is planning several changes for next summer, stimulated largely by his visit to the Chicago conventions. Foremost project will be the extension and rebuilding of the miniature golf course, at present a nine-hole installation.

The new course will be designed and built by Holmes Cook, of New London, Conn. Nine new holes will be added and Cook's plans call for an extension, to project under the roller coaster.

A Cook-designed course in Stoneham is the only one operating in that area. He is also planning one for next season at Salisbury Beach.

Fire Damages Arcade, Coaster At Edgewater

DETROIT, Dec. 31.—Damage estimated at \$200,000 resulted from a spectacular three-alarm fire Monday afternoon (26) at Edgewater Park.

The Arcade, one of the oldest major structures in the park, housing a large variety of concessions as well, and an estimated 200 feet of trackage of the coaster at a high point, were destroyed.

Firemen said it might be the work of a "firebug" reported in the vicinity of other recent area fires. Some difficulty in fighting the fire was encountered and firemen chopped ice in the River Rouge to pump a water supply.

NAAPPB Names Larry Stone To Directorship

CHICAGO, Dec. 31.—Larry Stone, president and manager of Paragon Park, Nantasket Beach, Mass., has been named a director of the National Association of Amusement Park, Pools and Beaches.

The appointment was made by the NAAPPB to fill a vacancy in the board made when Roy Stator, president and general manager of Springlake Amusement Park, Oklahoma City, found it necessary to decline nomination and election to the board. Stator was named at the NAAPPB convention in early December.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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| Davis, Lester | Franklin, Thos. |
| Davis, N. E. | Frazier, Harold |
| Davidson, Jimmy | Fricke, Mrs. Joe |
| Davisco, Jerry & Dixie | Frost, Joe |
| DeBoid, Eddie | Furst, Mrs. Gladys |
| DeCabe, Jimmie | Gaines, Al & Mrs. |
| DeLone, G. J. Mrs. | Galher, Sam |
| DeRubyatte's Tumbling Act | Gallager, Jack |
| DeSilva, Geo. | Galluppo, Jack O. |
| Dean, Aloha Bobby | Gambino, John |
| Decker, Joyce | Gamble, Bill & Mrs. |
| Decker, Kirkwood | Gardner, Louis |
| Decker, Ralph & Mrs. | Geer, Frank |
| DeLap, Robt. & Mrs. | Gerdt, Fred |
| DeLorge, J. C. | Gerry, Mrs. Claire |
| DeLorge, J. C. | Gibson, Jackie |
| DeLorge, J. C. | Glassburn, J. C. |
| DeLorge, J. C. | Glosser, Ben & Mrs. |
| DeLorge, J. C. | Goforth, Mrs. Ann |
| DeLorge, J. C. | Gordon, Dixie & Gil |
| DeLorge, J. C. | Gordon, Dixie & Gil |
| DeLorge, J. C. | Graham, John T. & Marie |
| DeLorge, J. C. | Green, Sam & Family |
| DeLorge, J. C. | |

(Continued on page 62)

Brewery Eyes Wider Shore Fireworks Use

NEW YORK, Dec. 31. - The Schaefer brewery will probably step up its shore fireworks program next year, it was revealed this week. In the face of disturbing reports from many segments of the brewing industry, Schaefer experienced an excellent year and much of the credit was reportedly due to its intense outdoor promotion activities.

Schaefer parlayed its fireworks and unique novelty train into a winning combination in 1955. The pyro schedule covering major beaches within its Eastern distribution area and the train made spot appearances at many outdoor events.

On a weekly basis, fireworks were sponsored at Coney Island and at the Rockaways in New York City and on special dates at Revere and Nantasket beaches in Massachusetts. The Massachusetts program will be increased next summer, it was reported.

Joint Promotions
Schaefer puts on the shows at locations where approached by chambers of commerce. In the New York area they have been jointly sponsored and publicized to where they are a regular phase of the summer frolicking at those beaches. Boardwalks are lined for miles with hundreds of thousands of spectators. Interstate Fireworks handled the Massachusetts and Coney Island pyros this year, and International shot off the Rockaways spectacles, offshore near Playland amusement park.

The train is also offered on a co-operative basis, with local dis-

tributors who request it. Consisting of a comical-appearing locomotive on Jeep body and a string of kiddie-colored cars, it was a big attraction wherever it appeared. It came complete with p-a system and was offered for downtown street promotion, something which was snatched up eagerly by fairs.

Opening at the New York Sports and Vacation Show for 10 days in March, the train played a solid season of dates which included the Barnum Festival in Bridgeport, Conn.; State Fairs in Trenton, N. J. and Syracuse, N. Y.; Eastern States Exposition in West Springfield, Mass., and fairs in Rhinebeck and Horseheads, N. Y. It also showed at the Coney Island and Rockaways fireworks affairs, numerous fund drives, and was among the first vehicles to cross the Tappan Zee Bridge of the New York Thruway system at Tarrytown, N. Y.

One of the units in the train is a flatcar on which festival or fair queens are toled, and from which a caricaturist works when the train is a motionless display. Handling its appearances for Schaefer is Robert R. McKinley, public relations man, while the Barber & Baer agency also does p.r. for the brewing firm on an account basis.

The Jersey coastal area was viewed as a lush possibility for company fireworks and boardwalk train activity but the firm holds back from participating unless approached by a local distributor on the train, or by a chamber of commerce for fireworks.

Rocks' Open Daily During Festive Week

NEW YORK, Dec. 31.—Rockaways' Playland is running daily thru the week ending New Year's Day, with a 1 p.m. opening time. The park will open Sundays at 10:30 a.m. The regular weekend schedule will resume after the holiday week.

Dick Geist, vice-president, returned this week from a trip taken following the annual Chicago conventions. Among other places, he visited Disneyland and the now defunct Las Vegas park which opened in 1954.

In Los Angeles, a visit was made to the shop of Phil Gordon, where a new group game is being devised.

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ROCHESTER, NEW YORK
Or Phone: Culver 4002 or Monroe 1208

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for our 61st Season
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Best of working conditions. Must be sober and reliable.
WRITE AT ONCE
WILLOW GROVE PARK
(do not phone or wire)
WILLOW GROVE PARK (Montgomery Co.), PENNA. (15 miles north of Philadelphia)

High Quality KIDDIE RIDES
ROTO WHIP—SPEED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL
Illustrated Circulars Free
W. F. MANGELS CO., Coney Island 24, N. Y.

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DODGEM LOCATION WANTED
Dodgem ride with new portable building available for 1956 season in Resort area or established Park. Address
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P. O. Box 670 Anniston, Ala.

PCSA Elects Harris; Downie Named Veep

LOS ANGELES, Dec. 31.—Thirty-seven of the 40 nominees on the regular ticket for posts on the Pacific Coast Showmen's Association board of governors and three of the 10 named on the independent slate were elected here Monday night (26). The officers nominated had no opposition.

In view of the absence of an independent ticket Edward J. Harris was named president; Robert Downie, vice-president; Ted LeFors, secretary, and Harry Phillips re-elected treasurer. Edwin Tait was named to the cemetery board for five years. Harry Hargrave and C. F. (Doc) Zeiger were named trustees for five and two years respectively.

The officers, trustees, cemetery board member and board of governors will be installed Monday night, January 2. A proxy installation jointly with the Ladies' Auxiliary will be held Saturday night (7) at the Roger Young Auditorium.

In reporting the results of the election to the body, M. J. (Mike) Doolan said that 78 ballots were issued and 77 turned in. A three-way tie developed with the three undisclosed names being put into a hat. J. Ed Brown pulled the name of George Surtees, who was one of the 37 elected on the regular

ticket. The names of the other two contenders in the tie were not revealed.

Winners on the independent ticket were Arthur Andersen, Louis Bacigalupi, John T. Backman, Bob Banard, Al (Red) Cohn, Tom Condon, Dan Dix, Sam Dolman, M. H. Ellison, Joe (Red) Dauer, Alex Freedman, Ernest Fitzgerald, Charles Goss, Max Hillman, Matt Herman, Arthur Hockwald, Rudy Jacobi, Matthew Lantz, Lee Garland, George Lauerman, Bob Matthews, Harry Merkel, C. E. (Candy) Moore, Harry Myers, Louis Leos, Joe Mead, Eddie Hellwig, Sam Landesman, Tony Martone, G. C. Loomis, Surtees, Newton Stone, John Snobar, Sam Steffin, Joe Steinberg, Elmer Velare and Charles Walpert.

The three on the independent ticket were M. M. Buckley, Jimmy Smith and Fred Mortenson.

With 50 names submitted on the two tickets, the 40 highest were picked.

Dominican Business Stays at High Pace

NEW YORK, Dec. 31.—Midway business at the Dominican Peace and Progress Fair was described as excellent this week by all sources who have intimate knowledge of the fun zone.

Attendance during the first week topped 140,000, it is claimed, and spending was good enough to permit several operators to pull further ahead than they had anticipated. Publicity on the event at the island republic was strong, with island newspapers and radio devoting a huge bulk of space and time to the fair, pet project of Generalissimo Juan Trujillo.

Pictures and reports reveal a spacious layout for the World of Mirth Shows' equipment, with its elaborate carnival front decorating the midway entrance. The "Largest Midway on Earth" pillars bear national flags, and Latin titles and pictures of Trujillo adorn the rest of the front.

Latin Talkers Lauded

Latin descriptions also label the Ferris Wheel front, and Latin concession signs and talkers have reportedly been worth their weight in pesos on numerous occasions. Official representatives of the country, in New York, this week lauded the bi-lingual talkers at the Club 18 Revue and elsewhere.

There was no early indication when, or whether, the loose-spending trend would level off, but early business was reportedly good for all. The novelty of the bear pitch

BLOOD DONORS RESPOND TO STEAK DINNERS

MIAMI, Dec. 31.—The promotion campaign put on to induce participation in the Miami Showmen's Association blood donation project paid off handsomely on Tuesday (20), when 138 pints were given. The prizes—138 steak dinners. Committeemen were Whitey Tara and Charlie Wright, chairmen; Mike Roman, Joe Aarons, Johnny Applebaum, Barney Tassell, Jimmy Ferenzi, Fred Conti, and Dallas Jackson.

Champagne Surgery OK

Lowell, Mass., Dec. 31.—Roland Champagne, owner-manager of the Continental Shows, underwent surgery recently at General Hospital here, and is reportedly improving daily. Champagne's physician advises he will likely be well enough to attend the coming winter fair meetings.

GOLD CARD RULE

NSA Elects Snellens, Slates Installations

NEW YORK, Dec. 31.—The entire slate of the National Showmen's Association, headed by Gerald Snellens as president, was voted into office Wednesday (28) without opposition, Secretary Jeff Harris casting the single ballot. Installations will be at the next meeting, Wednesday, January 11, and Snellens sabled the club from the Dominican Republic that he will be on hand.

Preceding the installation meeting will be an important session of the outgoing board of governors, which will discuss for the second time whether to close the clubrooms next summer from mid-June to mid-August. This question was decided in the affirmative several meetings ago by the board, but the general assembly this week voted by a large margin to send it back for reconsideration.

Discussion of the proposal provided the most spirited meeting of the season, and it is expected that a goodly number of governors will attend on the 11th when it is taken up again.

New Gold Card Plan

Getting its final reading and thus passing into law was the bylaws amendment conceived by Past President Joe McKee, changing the requirement for earning gold life membership cards. In the future, such awards will go to members who bring in 50 new members over a two-year span. The previous time limit was one year. It was felt that this provision and the desirability of the gold cards will have a stimulating effect on membership drives.

Presiding over the meeting was Morris Batalsky, second vice-president and the highest ranking officer present, who shared the gavel-wielding duties with McKee.

The new officers, supporting Gerald Snellens, will be Batalsky, first vice-president; Harris, second vice-president; Al McKee, third vice-president; Is Trebish, secre-

tary; Harry Rosen, treasurer, and Harry Eddels, assistant treasurer. Completing the slate was a list of 50 governors (The Billboard, December 31).

Royal American Buys Twister, Caterpillar

TAMPA, Dec. 31.—The Royal American Shows will take a new Twister and Jolly Caterpillar on the road the coming season. Both rides were recently purchased from the Allan Herschell Company and are scheduled to be delivered in time for the Florida State Fair here January 31-February 11.

The North Tonawanda, N. Y., ride firm recently increased the speed of its standard Jolly Caterpillar from 3 to 7½ r.p.m. The device bought by the Carl Sedlmayr organization will be one of the new faster types.

Activity here in winter quarters is running on a high plane. A good sized crew has been busy this fall refurbishing show wagons, and work is also under way on the Ferris Wheels.

Belleville, Ill., Pacts Winrod for '56 Fair

PACIFIC, Mo., Dec. 31.—E. L. Winrod, co-owner and manager of Imperial Shows, announced this week that he had closed to provide the midway attractions at the '56 St. Clair County Free Fair, Belleville, Ill. The fair, which will run July 27-August 4, has been the object of considerable competition this winter.

Winrod also disclosed his unit of Imperial Shows will play the 3d District Livestock Show and Fair at Hope, Ark., September 24-29, making a route of 12 fairs and celebrations thus far. The Imperial unit will open April 25 at its winter base here, Winrod said.

Fire of undetermined origin recently damaged a garage and other buildings owned by Bob (Sailor) Hollingsworth in Paolo, Kan. Hollingsworth, who was out with Central States Shows during '55, was not on hand at the time, being on the road with his parakeet circus.

Miami Fems Honor Prez

MIAMI, Dec. 31.—Over 150 members of the Ladies' Auxiliary of the Miami Showmen's Association paid tribute to President Ada Cowan at a recent dinner held in the Bon Fire Restaurant here.

President Cowan, who will leave her office January 11, was presented with a vase of red roses by Martha and Bennie Weiss. The board of directors presented her with a chest of silver. She in turn thanked all the board members, chairmen and others who had helped her during the year.

Mrs. Irene Moore won a gift for being the top money-raiser during the summer. Mrs. Betty Enda served as toastmistress and Mary Ellen O'Rear as femsee. Entertainment was provided by the members and by the restaurant management.

Club's memorial services December 18 were attended by over 250 members. Clergies of all denominations participated. Chaplain Elsa Bryant delivered the invocation. Kitty Glosser supervised arrangements and Regina McLinden handled the music and solos.

Pete Sutton Named Mgr. Of Babcock United Shows

LOS ANGELES, Dec. 31.—F. M. (Pete) Sutton, former owner of the Great Sutton Shows, has been named manager of the Frank W. Babcock United Shows here succeeding Larry Ferris, who becomes general supervisor and general agent, Frank W. Babcock, show owner, announced.

Sutton assumed his duties with the Babcock organization upon appointment. For the past two years he was associated with the Crafts Shows and resigned following this show's appearance at the Arizona State Fair.

At the present time, Sutton is engaged in getting the Babcock equipment ready for the 1956 opening at the Riverside County Fair and National Date Festival in Indio, Calif., on February 16. The show moves from there to Imperial to

play the California Mid-Winter Fair, a new date on the Babcock roster. The third date will be the National Orange Show in San Bernardino, another "first" for the organization.

Sutton and his wife, the former June Allen, were born in show business. He is a native of Arkansas, where his late father, F. M. Sutton Sr., had the Sutton Shows organized in 1901. Sutton served in the Pacific theater during World War II and upon returning to civilian life in 1947 operated his own show. In 1953 he came to the West Coast with the Crafts Shows. Mrs. Sutton is the daughter of Leo Allen, concessionaire on the old Sols Liberty and Johnny J. Jones shows. The Suttons live in Van Nuys and have two sons, Frank, 8, and David, 7.

has drawn excellent business, and custard, heretofore available only in Ciudad Trujillo, was being avidly eaten by island country folk. Bingo also shared in the kickoff bonanza, and casino equipment was in operation, altho the building was not completed.

The dozen or so major airlines serving the Dominican Republic are all booked solid, starting the third week in January, indicating a high volume of tourist business in store.

Altho a gate policy of 50 cents and 25 cents was announced, 10-ticket books have been put on sale which bring the individual ticket costs down to a quarter for adults and a dime for children.

MSA BOOK \$\$ HEFTY

Weiss Clicks in Cuba; Repeat Season in Bag

MIAMI, Dec. 31.—Fresh from a successful 11-day stand at Camaguary, Cuba, with the Hollywood Park Amusements, Bennie Weiss today reported signing the last of his 1955 fairs to be repeated next season. The tour will again take the Ben Weiss & Son Concession Company's bingo and skillo to fairs in six States along the East Coast.

Wrapping up the schedule this week was the Orange County Fair in Middletown, N. Y., with Manager Fred Germain signing the contract and accepting payment in advance.

Weiss reported business good in Cuba, with the show following Camaguary with an engagement in the heart of Havana. Some 20 rides are carried, including the Velare Rotor, he said, and six free acts, including the Zaccini human cannonball act. Show has Vince Nodarse as president; Gene Beecher, vice-president, and Duke Dougherty, business manager. Bob Parker has a dozen concessions.

As year-book chairman for the Miami Showmen's Association, of which he is third vice-president,

Bob Buffington and his wife spent the holidays with relatives at Johnson City, Tenn. After trekking back to their home in Tampa the Buffingtons will go to Miami on a buying trip for their gift shops, which they operate at Virginia Beach, Va. They also plan on operating a cash bingo at the beach next season.

Phoenix Club Banquet Pulls 200 Celebrants

PHOENIX, Dec. 31.—Over 200 members and guests of the Arizona Showmen's Association attended the club's annual banquet and ball here Monday (19) at the Cudia Guest Resort.

Francis W. Wilson served as emcee with all arrangements handled by Don Hanna. Officers were seated at the speaker's table along with representatives of other clubs. John W. Becker was on hand for the Showmen's League of America; John M. Stone, Heart of America Showmen's Club, and P. W. Siebrand, Pacific Coast Showmen's Association. The Jean Bump Dancing School presented the floorshow and James C. Whittle's ork played for the dancing. Din-

ner music was provided by Mrs. Ida Brayman at the Hammond.

Receptionists included Mrs. Mary Collins, Mrs. Ruby Freeman, Mrs. Margaret Hanna, Mrs. Ann Horstman, Mrs. Rose Merrow, Mrs. Inga Siebrand and Mrs. Janelle Siebrand. P. H. Siebrand was in charge of tickets with advertising by M. R. Freeman, William R. Siebrand, Jack Terrell, Harry Lucas and J. L. Brown. Wires were read from the Pacific Coast Showmen's Association; William Jones, of the Polack Circus, and Sam Abbott, of The Billboard's Hollywood office.

The day before the banquet the annual memorial services were held at Greenwood Cemetery. Rev. Carl D. Soultz officiated, with 40 members present.

MIAMI CLUB HONORS PRELL PRESIDENCY

MIAMI, Dec. 31.—A hefty turnout made the Tuesday (20) testimonial dinner for President Samuel E. Prell one of the most notable events held yet by the Miami Showmen's Association. The affair, held in the Clover Club, had Maxie Sharp as its chairman.

Master of ceremonies was Sammy Walsh, night club entertainer, who introduced a list of persons who spoke in laudatory fashion about Prell. These included David B. Endy, president emeritus; past presidents William Cowan, Leo Bistany and William B. Moore; vice-presidents Oscar Buck, Ross Manning and Ben Weiss; treasurer Mel G. Dodson; chaplain William C. Bryant; executive secretary Martin M. Weiss; George Brautigan, State's Attorney;

Jim Dooley, of Station WTVJ; Warren A. Weimer, honorary member, and Wallace N. Maer.

Prell was introduced by toastmaster William C. Cowan, and received a significant gift from those who attended.

Michigan Club's Prez Nominee Switches Slates

DETROIT, Dec. 31.—A switcheroo was pulled in the Michigan Showmen's Association this week when President William H. (Bill) Green decided to head an independent rather than the regular ticket in the campaign for the '56 presidency.

After Green had been selected to again run as head of the regular ticket, an independent ticket, also headed by Green, was presented. He resigned from the regular ticket but left his name on the independent slate.

Green said the program of the independent slate follows:

1. A quick payoff of the mortgage on the clubhouse.
2. Markers for graves of deceased members now unmarked in the Michigan Showmen's Rest in Forest Lawn Cemetery.
3. A regular social program.
4. Acquisition of additional graves adjoining the present burial plot.
5. An all-out drive to bring in more members from all fields of show business.
6. A regular monthly news bulletin.
7. A party at Thanksgiving time for bachelors and members without families.
8. Opening of a reading and writing room in the clubhouse.

St. Louis Ladies To Install Execs At Jan. 19 Event

ST. LOUIS, Dec. 31.—Officers of the Missouri Showwomen's Club will be installed at a dinner and reception to be held January 19 in the York Hotel, President Verna Schantz announced. The festivities will start at 8 p.m.

The club's recent card party was attended by over 200 and President Schantz's Christmas supper was equally well attended. Hostesses included Liz Steele, Edie Myers, Amelia Kock, Mary Thompson, Peggy Grimm and Teresa Sidenberg.

New members include Verna P. Lankston, sponsored by Florence Cobb and Betty Hutchinson; Margaret Shelly, sponsored by Florence Cobb and Lotis Francis, and Shirley Germain, by Helen and Josie Germain.

Membership was saddened by the death of Minnie Quillian.

Arlene Impellizzeri presented her husband with a new daughter, Betty Hutchinson was released from a Covington, Ky., hospital. Madaline Ragan reported recuperating in Hollywood, Fla., and Rose Brown was reported ill with a virus.

Raymond Clayton Installed as Prez At Kansas City

KANSAS CITY, Mo., Dec. 31.—Raymond A. Clayton was installed as president of the Heart of America Showmen's Club with appropriate ceremonies here during the club's regular meeting. Al C. Wilson, veteran secretary, installed Clayton as well as the other officers.

Clayton outlined plans for '56 which will include a membership drive. The new president supervised the refurbishing operations on the clubrooms this year.

Other actions at the meeting included the presentation of a \$25 defense bond to L. K. Carter for recruiting the largest number of members the past year. Almost all tickets were reported sold out for the New Year's Eve banquet and ball.

MIDWAY CONFAB

Bobbie Sickels, general agent and assistant manager of Peppers' All-States Shows, spent the holidays with friends and relatives in Pell City, Ala. The Peppers show is again wintering in Mobile, Ala., and will have rides and concessions in operation at the Mardi Gras which opens there soon.

Friends of Gideon H. Diamon, promoter of the annual July 4 celebration at Saranac, Mich., will regret to learn that he is seriously ill at his home there. He would like to hear from friends who may address him at Box 304.

Bill and Carolyn Harding, formerly with the Johnny J. Jones Exposition, Rubin & Cherry Shows and Cavalcade of Amusements, are now living in Mobile, Ala., where Mrs. Harding is secretary in a loan office.

Georgie Spears Jr., acrobatic contortionist with Col. Lew Albers' "Can It Be Possible," spent the holidays with his former dancing partner and sister, Billie, at their home in Lansing, Mich. Spears reports that he will appear at two Detroit night spots. . . . Lou Pease recently bought a house trailer and is now wintering with his family at Leo Carrol's All-States Trailer Park in Tampa. Pease, who is selling automobiles at Hill Motors, Inc., Tampa, during the winter, is also working on show fronts for the coming season. . . . W. H. Duke Brownell, veteran advance agent for railroad shows, will return to the road in 1956. Brownell recently underwent two major operations in Miami, where he has wintered for 26 years. . . . Raymond Barber and family, owners of the Inland Empire Shows, Lewiston, Idaho, spent the holidays with his parents, Mr. and Mrs. James Barber, of Phoenix, Ariz. The senior Barber is the former owner of the Pacific Coast Shows.

Eddie Martino, pin cushion, is working at Hubert's Museum, New York, as talker on the ticket booth after a season on the road.

Around Miami way, ill showmen include Al Weinberg, Whitey Hurzon, Ed Yeasted, Jack Rose, Tom Rankin, Johnny Glynn, and Bill Tucker. They were visited by Bill Bryant and Lyman Truesdale. William (Tubba) Heiman is in Victoria Hospital.

Willie Pink, who, until his retirement two years ago, operated rides for close to 25 years, reports he'll be back in action this spring with a new Scrambler purchased from the Eli Bridge Company. The ride is booked on the Patty Conklin midway and will play Canada. Pink is currently at his Los Angeles home. . . . Turner Scott sends season's greetings from Orlando, Fla., where his rides did good business. He'll head for his Daytona Beach permanent ride spot for a February opening.

Jack Edwards is back at his Aransas Pass, Tex., home after a business trip to Fort Worth and Wichita Falls, Tex. Reports his surplus store in Aransas Pass has become a gathering place for many show people wintering in that city. . . . Serge (Little Red) Urling, son of Dr. and Mrs. Serge T. Urling, of the former Johnny J. Jones Shows, recently married Sonja Ray Fair in Spokane. The Doc and his wife are currently residing in De Land, Fla.

Bill S. Nurney, Merry-Go-Round operator, is wintering at his home in Plymouth, N. C. . . . Johnny Knisey, Oneonta, N. Y., advertising agent for the Continental Shows, reports that he is helming two sponsored quarter-hour radio hillbilly shows, plus doing personal appearances. . . . From Philadelphia Joseph Lehr, spot worker, writes that Happy Kirwan journeyed from Miami to spend Christmas with his two sons, Kenny and John, and a sister. While in Philly Kirwan visited Mr. and Mrs. Roy Hunter.

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LAMAR ALLEN, Mgr.
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Texas State Again Elects R. L. Thornton

DALLAS, Dec. 31.—R. L. Thornton Sr. was re-elected to his 12th consecutive term as president of the State Fair of Texas at the annual meeting of the board of directors here Tuesday (20).

All other officers were re-elected. Thornton, who is also serving his second term as mayor of Dallas, is chairman of the board of the Mercantile National Bank of Dallas. He was elected to his first term as president of the State Fair in 1945, when the fair was being reorganized after a period of inactivity during World War II.

Under his supervision, the fair has held 10 highly successful post-war expositions, and attendance has risen from 1,639,986 at the 1946 fair to a record-breaking 2,611,271 at the 1955 expo in October.

Thornton rejuvenated the "big show" policy at the State Fair Auditorium as a result of which the Dallas fair has presented such shows as "Annie Get Your Gun," "South Pacific," "Guys and Dolls," "The King and I," and, last fall, "Pajama Game" as featured attractions.

Thornton has also vigorously pushed the expansion and improvement of the State Fair plant. Since he took office, the Cotton Bowl Stadium has been enlarged from a saucer which held about 46,000 to the present bowl with a capacity of 75,504. A new \$800,000 Automobile Building and a \$500,000 Women's Building have been built.

Aides Plant

Much of the credit for the fairgrounds has been given to Thornton, since he was a leader in obtaining the Texas Centennial Central Exposition for Dallas in 1936, resulting in the building program which gave Dallas the basis for its present fairgrounds. Thornton served the centennial as chairman of its executive committee.

Other officers re-elected included Hugo W. Schoelkopf, first vice-president, and the following other vice-presidents: Ben E. Cabell, John W. Carpenter, J. J. Kettle, Julius Schepps, C. A. Tatum, J. Glenn Turner and T. M. Watson, all prominent Dallas businessmen.

James H. Stewart, recently elected president of the International Association of Fairs and Expositions, was re-elected executive vice-president and general manager of the Dallas Fair. Charles R. Meeker Jr. was re-elected vice-president and assistant general manager. Meeker is also managing director of State Fair Musicals, Inc., a companion organization to the fair.

S. Bowen Cox was elected secretary; Arthur K. Hale, assistant secretary, and Fred F. Florence, treasurer.

VOCALISTS

Elmira Pacts GAC-Hamid's Name Talent

ELMIRA, N. Y., Dec. 31.—A strong all-week program of name attractions was signed for the Chemung County Fair last week with the GAC-Hamid Agency. George A. Hamid Jr. and Joe Higgins represented the talent firm. It will be the first time a concentration of widely popular artists has been presented here.

The evening "International Follies" to show from Monday thru Saturday, August 13-18, will feature the Mariners, vocal quartet, and other acts.

Replacing the usual thrill show on opening Sunday will be matinee and night performances of "TV Discoveries of 1956," including singers Jill Corey, Denise Lor, Russell Arms and Edye Gorme. On Tuesday and Wednesday afternoons there will be a "Kiddie Kapers" show featuring the Gary Moore chimp, Rin-Tin-Tin and other kiddie attractions.

There will be harness racing as usual from Wednesday thru Friday afternoons, with acts interspersed between races, and the auto thrill show will replace the motorcycle racing of the past two years on Saturday.

Top officials of the fair were re-elected, and treasurer Edward L. Hardemann presented an inscribed watch for 40 years' service to G. Archie Turner. Thomas B. Bowlby, society president, presided over the meeting.

FAIR ASSN. MEETINGS

Massachusetts Agricultural Fairs Association, Weldon Hotel, Greenfield, Mass., January 9-10 Paul Corson, Topsfield, secretary.

Minnesota Federation of County Fairs and Minnesota State Fair, Hotel St. Paul, St. Paul, January 9-11. Harold C. Pederson, 3531 22d Avenue South, Minneapolis 7, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 10-11. Everett E. Erhart, Stafford, secretary.

Ohio Fair Managers Association, Deshler-Hilton Hotel, Columbus, January 10-12. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 12-13. Rollo E. Singleton, Department of Agriculture, Jefferson City, secretary.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 14. Robert Turner, Horsehead, N. Y., secretary.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 15-17. Harry B. Kelley, Hillsdale, Mich., secretary.

Georgia Association of Agricultural Fairs, Atlanta Biltmore, Atlanta, January 16. Joe F. Pruett, 550 Riverside Drive, Mason, secretary.

Association of Colorado Fairs, Albany Hotel, Denver, January 16. Forrest F. Hammes, 108 E. Main St., Littleton, secretary.

South Carolina State Association of Fairs, Jefferson Hotel, Columbia, January 17-18. Paul Black, 408 East Main Street, Spartanburg, president.

South Carolina Association of Fairs, Hotel Jefferson, Columbia, January 18.

Tennessee State Fair Association, Noel Hotel, Nashville, January 19-20. L. E. Griffin, P. O. Box 90, Nashville, secretary.

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 19-20. Corbin Green, Hickory, secretary.

Virginia Association of Fairs, Patrick Henry Hotel, Roanoke, January 22-23. William E. Finch, Fairgrounds, Riverside Drive, Danville, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 22-24. Clifford C. Hunter, Taylorsville, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 23-25. H. C. McClellan, Arlington, secretary.

Western Canada Association of Exhibitions, Royal Alexandra Hotel, Winnipeg, January 23-25. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 25-26. Roy E. Symons, Skowhegan, secretary.

Pennsylvania State Association of County Fairs, Lycoming Hotel, Williamsport, January 25-27. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Kentucky Association of Fairs & Horse Shows, Kentucky Hotel, Louisville, January 26-27. L. Doc Cassidy, State Fairgrounds, Louisville, secretary.

North Dakota Association of Fairs, Clarence Parker Hotel, Minot, January 26-28. A. D. Scott, Box 68, Fargo, secretary.

Oklahoma Association of Fairs, Student Union Building, Stillwater, January 27-28. Vera C. McQuilkin, P. O. Box 3898, Oklahoma City, secretary.

West Virginia Association of Fairs, Daniel Boone Hotel, Charleston, January 28. James T. Hetzer, 307 Bank Arcade, Huntington, secretary.

Western New York Fair Managers' Association, Buffalo, January 28. W. Howard Vanderhoef, Hamburg, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 29-31. Clifford D. Coover, Shelby, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 30-31. James A. Carey, Department of Agriculture & Markets, State Office Building, Albany, secretary.

Mississippi Association of Fairs & Livestock Shows, Robert E. Lee Hotel, Jackson, February 1. J. M. Dean, Jackson, Miss., executive secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 2-4. Bob Murdoch, Blackstone Hotel, Tyler, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, February 6-7. Leonard T. Barnes, P. O. Box 907, Little Rock, secretary-treasurer.

Association of Connecticut Fairs, Terryville High School, Terryville, March 17. Joseph C. Bartlett, North Haven, secretary.

Fostoria, O., Renames Klopp

FOSTORIA, O., Dec. 31.—The Seneca County Fair Board has named Harold W. Klopp again as president, at its annual meeting held here. Don E. Mesnard was also re-elected, as secretary-treasurer. The 1955 fair earned approximately \$400 more this year than last, it was reported. Arrangements have been made to rent 45 acres of additional space for parking next year, which in turn will give additional space for concessions and rides, Klopp said.

SIGNS RICHMOND, VA.

Good Outdoor Season Predicted by Cooke

NEW YORK, Dec. 31.—The Cooke & Rose Agency will have the grandstand talent shows again next season at the Atlantic Rural Exposition in Richmond, Va., among others, booker Harry Cooke revealed this week.

The Richmond date will be for nine days, compared with the six days when Cooke last showed there, in 1954. He said he will use a circus theme September 24-29, and "Grand Ole Opry" show on Sunday, September 23, and a Wild West show on September 21-22. Exceptions in the nine-day span contracted by the agency will be

Saturday afternoon (22), when there will be a thrill show, and the closing Saturday afternoon (29), when big car racing will be offered.

Other dates listed include a rodeo at the Tazewell County Fair, Tazewell, Va., and the Shade Gap (Pa.) Fair, July 31 to August 4, where there will be three aerial acts, an animal act and a bike act every afternoon, and a different hillbilly unit nightly.

Total dates inked thus far represent an increase over those already in the bag when last winter's fair meetings started. On the basis of discussions held so far, Cooke opined that the coming season promises to be a good one for those in the talent field as well as other phases of the outdoor amusement business. The detracting influences of television have diminished, he added, to the point where alert agents can break the handicap imposed by video over the past four years or so.

Advance indications of this were the increased budgets allotted for the agency's industrial and employees' Christmas shows this winter. Altho forced to pass up the Chicago conventions, Cooke intends to make the Eastern meetings starting with Syracuse on January 13.

WINTER FAIRS

Florida

- Arcadia—DeSoto County Fair, Jan. 9-14. A. G. Erickson.
- Bowling Green—Strawberry Festival, Feb. 6-11. J. D. O'Haver.
- Clewiston—Sugarcane Exposition, Jan. 24-28. Doug Peary.
- Dade City—Pasco Co. Fair Assn., March 1-10. H. A. Gruetzmacher, Box 248.
- De Land—Volusia County Fair, March 5-10. Lee Maxwell.
- Delray Beach—Florida Gladioli Festival & Fair, Feb. 20-25. R. C. Lawson.
- Eustis—Lake County Fair & Flower Show, March 12-17. Karl Lehmann.
- Fanning Springs—Suwannee River Fair & Livestock Assn., Jan. 18-20. L. C. Cobb.
- Fort Myers—Southwest Florida Fair, Jan. 30-Feb. 4. J. Clyde King.
- Fort Pierce—Indian River Area Youth Show, Jan. 20. M. B. Jordan.
- Fort Pierce—Legion Fair, Feb. 20-25. Wally Owens.
- Lebo—Pinellas County Fair, Feb. 28-March 3. J. H. Logan.
- Lake Wales—Lake Wales Fair, Jan. 16-21. Phil Hoyt.
- Miami—S.E. Florida & Dade County Youth Show, Jan. 25-29. P. K. Price.
- Orlando—Central Florida Fair, Feb. 20-25. C. T. Bickford.
- Palm Bay—Manatee County Fair, Jan. 23-28. W. H. Kendrick.
- Punta Gorda—Charlotte County Fair, Jan. 16-21. Harry Jack.
- Sanford—Sanford Fair and Exposition, Feb. 12-18. E. O. Mayberry.
- Sarasota—Sarasota Co. Fair, Jan. 16-21. Geo. W. Potter.
- Sebring—Highland County Fair, Feb. 28-March 3. B. J. Harris.
- Tampa—Florida State Fair, Jan. 31-Feb. 11. J. C. Huskisson.
- West Palm Beach—Palm Beach Co. Expo., Jan. 20-28. Lamar Allen.
- Williston—Levy Co. Fair, March 20-25. C. C. Belott, Mgr., Box 742.

Pincher Creek Elects Buchanan

PINCHER CREEK, Alta., Dec. 31.—Douglas Buchanan was re-elected president at the annual meeting of the Pincher Creek and District Agricultural Society. Vice-presidents are Lloyd Slater and Mrs. George Cummins and treasurer is Oswald Blakely. A secretary will be appointed later. A deficit of \$216 was reported for 1955. The society sponsors an annual fair, a horse show and an agricultural short course for farm boys and girls.

Leo Doherty To Address Mass. Meet

TOPSFIELD, Mass., Dec. 31.—An additional speaker at the State fair meeting, January 9-10 in the Hotel Weldon, at Greenfield, will be Leo Doherty, director of fairs for the State Department of Agriculture.

Making the announcement was Paul Corson, manager of the Topsfield Fair, who added that talent at the annual banquet will be provided by the GAC-Hamid and Al Martin agencies.

N. J. Meeting Is Postponed

TRENTON, N. J., Dec. 31.—The annual New Jersey fair meeting has been postponed indefinitely by acting Secretary of Agriculture William C. Lynn. Chances are that the affair, usually held during the last week in January, will not be held until several weeks later, this year.

Cited as a factor in the postponement is the condition of Willard Allen, agriculture secretary, who has been recovering from an illness since last summer. Lynn, secretary of the New Jersey Association of Agricultural Fairs, has been filling in, and indicated the session will be put off until Allen is well enough to attend.

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CIRCUS SAINTS, SINNERS

Famous Folks Clamor For Calls as Fall Guys

Continued from page 50

jole, beg and compromise his friends, there are few important people today who wouldn't willingly follow President Eisenhower (when he was still General Ike), Admirals Halsey and Woodward, Lauritz Melchior, Charles E. Eilson, and Jack Dempsey and Gene Tunney, to name a few.

The bylaws limit the membership to 650. As might be expected, it was deemed no great honor in the beginning to be a member of such a struggling and obscure organization. Not so today. You can hear them knocking for a chance to pay the \$50 initiation fee and \$15 annual dues.

No Fixes

One aspirant once offered Fabulous Freddie a station wagon if the founder would put in the fix

for him. It didn't work. The yen for membership is understandable. Drop a bomb on one of the luncheons today, and a very sizable part of the political and financial power of New York City might well be lost.

While the deflating antics which surround the appearance of any fall guy are tailored to fit the individual, the basic ingredients are the same. To begin with there is nothing amateurish. Secretary Les Kramer is chiefly responsible for the skits. Professional actors are used as needed, and blackouts with an explosive burlesque quality are favored. Research is always thoro, and Tex O'Rourke is charged with delivering the rapier thrusts.

Victims are entitled to rebuttal. For the most part they don't win. From start to finish the two-hour sessions have the audience rolling in the aisles. Admiral Halsey rode a white horse to the dais. Admiral Woodward rowed a "boat."

There are some 14 other Circus Saints and Sinners Clubs in the nation. The P. T. Barnum Tent, Washington, has a virtually unlimited pool of political figures to draw on. With the exception of the Los Angeles tent, all of the others are located in the East at Miami, Buffalo; Norfolk, Va.; Wheeling, W. Va.; Pittsburgh, Dunkirk, N. Y.; Bradford, Pa.; Baltimore, Petersburg, Va.; Staunton, Va.; Rochester, N. Y., and Richmond, Va.

Clyde Route Strengthened In U. S., Canada

OKLAHOMA CITY, Dec. 31.—Clyde Bros.' Circus has booked some new key dates in the U. S. and has scheduled 10 weeks in Canada. Owner Howard Suesz said this week.

The show will open in Texas February 20. It plays Davenport, Ia., April 27-29, for the Shrine, and enters Canada May 10, he reported.

Meanwhile the show's three new baby elephants have been broken by Floyd Smith, of the St. Louis Zoo, at the show's Edmond, Okla., quarters. The elephants worked several engagements during the holiday season, with Eddie Akin handling them. The Suesz family has moved into a new home in Oklahoma City.

Eddie Woekener's Condition Serious

PERU, Ind., Dec. 31.—Eddie Woekener, veteran circus band leader, who suffered a stroke here December 15, is reported in a serious condition in Dukes Hospital here.

Woekener, who for many years had the band on the Hagenbeck & Wallace Circus and other shows, has made his home in Peru for many years.

MONEY-MAKER

2d 'Whirly-Bird' to Be Operated by Hunt

NEW YORK, Dec. 31.—A second helicopter is to be added to the Hunt Bros.' Circus publicity and promotion activities next season, Harry Hunt said today, and delivery is expected in time for the April 21 opener at quarters in Burlington, N. J., for the Police Benevolent Association.

The show is buying a sleek Bell machine, which will have 220-mile range, 100 m.p.h. speed limit, 35-gallon fuel capacity, and 3.5-hour flight time per tank. It will do aerial broadcasting and be decorated in circus decor as is the current edition, introduced last season.

The "whirly-bird" has been proving its effectiveness and earning power ever since last season began, and Hunt pointed to 34 Christmas assignments—Santa drops—performed recently. As many as four in a day were contracted. National advertisers have expressed increasing interest in the machine and its booming loud-speaker, which plugs not only the circus

but local merchants and national products as well.

More than 70 showfolks and friends attended the Hunts' Christmas party at quarters, which was decorated with 4,700 colored bulbs.

Harry Hunt reported contracting virtually complete thru June and said the early part of the season will be over established territory throughout the North. He was not definite on whether there will be a return to the Virginias next year, where the show closed its 1955 tour.

Stella Wirth will return at the organ next season, and arrangements are being made for other band men and a leader, plus some acts to fill out the show. Most of the personnel are set for 1956, including Ed Schuster, agent; Albert Underwood, brigade; John Cloutman, press; George Foster, banners; Joe Gilligan, transportation. An advance press agent will be added.

Two new mobile seat wagons are under construction, Hunt reported.

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Merle Evans Joins Orrin Davenport

SARASOTA, Fla., Dec. 31.—Merle Evans, who retired two weeks ago as bandmaster for Ringling Bros. and Barnum & Bailey, revealed this week his plan to go with the Orrin Davenport show as band leader.

He will open with Davenport at Saginaw, Mich., January 15, and make the full route of approximately 22 weeks of Shrine and Grotto dates, he stated.

Evans said he also would make some personal appearances in high schools and universities when possible during the winter. In the past he has appeared as lecturer and guest conductor at a number of schools each winter.

Evans and Davenport are close personal friends and the bandmaster often stayed at the circus producer's home in Chicago during the Ringling show's runs there.

Atayde Opens In Mexico City With U.S. Acts

MEXICO CITY, Dec. 31.—Circo Atayde opened its annual Mexico City run on Friday (23) with several feature acts who are known in U. S. circuses.

Program includes the Smahas, dressage riding; the 12 Australians, Captain Spiller and His Seals, the Seven Raymonds; the Haslevs, an aerial ballet with 26 girls, intermission, the Flying Hartzells, Tony Smaha and Liberty horses; the Freddie; Celeste, the star in the moon, aerial motor act, and elephants, plus several clown turns.

Water Circus Opens Strong

KINGSTON, Jamaica, Dec. 31.—James Harrington's new Hollywood Aqua Circus, combining circus and water acts, opened here and played to 11 days of good business. Show then was transported in three airplanes to Tegucigalpa, Honduras. Leonard R. Simons was in Kingston as assistant to Harrington and then returned to Miami via Havana.

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Room 31, Manufacturer's Bldg. Rock Island, Ill. Phone 6-4077

700 at Hackmanns' Roller Gardens Bow

AUBURN, Wash., Dec. 31.—A capacity crowd of more than 700 people, including many rink operators and skaters from Washington and Oregon, attended the October 8 opening of the new Roller Gardens here, operated by Mr. and Mrs. Win Hackmann. Crowds have been uniformly good at the RSROA-member rink since the opening and class membership is excellent, the Hackmanns report.

The rink is located on the second floor over the Federal Way Lanes in Federal Shopping Way's Florida Building. Modern in every respect, the rink boasts a circular skating area, 180 by 105 feet, of northern maple cushioned on fiber pads; one of the largest Wurlitzer pipe organs on the Pacific Coast, indirect lighting in rainbow colors, complete acoustical treatment, controlled ventilation, and electric doors which allow only those who wish to skate or pay to watch skating enter, eliminating loitering. Bona Fide Builders of Tacoma, Wash., was the contractor on the job.

In addition to Mr. and Mrs. Hackmann, the former also serving as professional in figure and speed skating, the staff includes Jacque Scott, who teaches dance and figure skating. Miss Scott is a silver dance medalist and also holds a silver judge's commission. At the keyboard of the Wurlitzer is Don French, a veteran organist who formerly played at the Redondo rink near Tacoma.

The Hackmanns, who have been associated in skating for the past six years, have a schedule calling for nightly sessions, except Tuesdays, from 7:30 to 10:30. Skate-dance classes are held nightly from 6:30 to 7:30, and double evening sessions are held on Fridays and Saturdays, the extra period running from 10:30 to 12:30. Matinees for children under 14 years of age are held Saturdays, 1 to 1:30, and there is a Sunday matinee session from 1 to 4.

The Hackmanns have two children, Frank, 11, and Winette, 15, who are also proficient on skates. The former has won the U. S. North American champion juvenile free style title in 1953 and 1954, and also won the speed championship in the same classification in '54. In addition he has won four straight State titles in free skating. Currently a silver medalist, he is now working on his gold bar free skating test. Winette won the Washington junior girls' free skating title in 1953 and 1954. She, too, is working on her gold bar. She is adept in free style, dance, figure and speed skating.

14 NAMES IN ROLLER SKATE HALL OF FAME

NEW YORK, Dec. 31.—Addition of Ralph Ware and Jackson Haines to The Journal-American Roller Skating Hall of Fame this week raised the total number of names elected thus far to 14. Others are Jesse Carey, Philadelphia; Roland Cioni, Akron, O.; Harley Davidson, deceased; Fred Martin, Detroit; Gloria Nord, Hollywood, Calif.; Rodney Peters, St. Louis; James Plimpton, deceased; Perry Rawson, Asbury Park, N. J.; Earl and Iaez Van Horn, Mineola, N. Y. and Earl and Nellie Reynolds, deceased.

Ware and Haines Enter Journal's Hall of Fame

NEW YORK, Dec. 31.—Roller and ice skating immortal Jackson Haines and Chicago Roller Skate Company pioneer Ralph Ware are 1955 additions to The N. Y. Journal-American Roller Skating Hall of Fame. Nominations were made by readers of Bill Love's skate

column and The Billboard. Final selection was by the same board that has served since the "Hall" was founded three years ago.

Members of the judging panel are Art Goodfellow, editor and publisher of the National Roller Skating Guide; Chicago Skate exec Joe Shevelson, and Love. The 1955 selections were unanimous.

Here are the citations:
 Jackson Haines—Known the world over for the popular spin that bears his name. Jackson Haines played a major role in founding and developing the international style of ice and roller skating. He first came into the limelight during the early 1860's, when he combined skating and dancing to awe spectators thruout the Eastern United States and Canada. Later, he thrilled Europeans with the same graceful, rhythmic style. Among his titles was the figure championship of America, 1863-64.

Ralph Ware—Dedicated to the advancement of roller skating as a sport and recreation, Ralph was one of the original three Ware brothers, who with their dad, E. C. Ware, pioneered the Chicago Roller Skate Company. After joining the young firm in 1906, he devoted four decades, until his death in 1945, to the development, production and marketing of advanced skates at fair prices. Due partly to his efforts, Chicago now manufactures 14 different models and 20 different type wheels.

Hall of Fame honorable mention was awarded to Laurene Anselmy, Fred Bergin, Vic Brown, Malcolm Carey, Arthur Eglington, Al Flath, Johnny Johnston, Joe Laurey, Norman Latin, Fred Nall, Allie Moore, Levant Richardson, Betty Lytle Ringwald, and Gladys and George Werner.

Wahlig Takes Close One in Fordham Grind

NEW YORK, Dec. 31.—For the second straight year it was defending champ Charlie Wahlig by inches in the 26-mile, 385-yard marathon race at Fordham Palace Roller Rink, 190th Street and Jerome Avenue. The event was contested Saturday night (17), with former middleweight boxing champ Rocky Graziano on hand for a personal appearance. Pressing Wahlig right up to the tape were teammate Emmett O'Connell and last year's runner-up, RSROA senior speed titlist Earl Wilmot, who wore the uniform of the Melody Skateland Club, Richmond, Ind.

Wahlig, an honor student at Manhattan College, covered the distance of just over 367 laps around the 14-lap track in 1 hour, 31 minutes, 24.8 seconds, slightly slower than last time.

In addition to the win, place and show skaters, trophies went to Harry McCormick, of Merryland Speed Club, Glasgow, Del., and Robert H. Smith, of the Triangle Speed Club, Dayton, O. The other four men in the original field of 25 starters who finished were Robert Johnson, of Melody Skateland Club, Richmond, Ind.; Kerwin Bauer, Garden Spot Skating Club, Lancaster, Pa.; Robert Hossler, Garden Spot Skating Club, Lancaster, Pa., and James T. Rice, of the Printz Skating Club in Holly Oaks, Del. The latter four received medals.

The entire event was under the

HOCUS-POCUS

By BILL SACHS

JAY MARSHALL takes his bag of nifties and his nifty gags into the Seville Hotel, Miami, for 10 days beginning January 12.

Earl Lockman and wife are back in Los Angeles after an extended trek thru the Midwest and East with their magic and escapes.

Al Wheatley (Chop Chop) is playing niteries along the West Coast.

Al Maddox took on a permanent assistant recently when he married Diane Gagliardi, ballet dancer, in Las Vegas. Billed as the Magical Maddox, they are currently working club and television dates in the Las Vegas sector and are slated to return to Hollywood late in January. They will make their home in Beverly Hills, Calif.

Harry E. Cecil, "world's worst magician," of Detroit, typewrites regarding an article, apparently an expose, on the Great Rope Trick, which appears in the January issue of Argosy Magazine. We failed to see the piece, as Harry neglected to enclose a clipping as he said he was doing.

Logan Pritchett (Mr. Zuko) has just signed a new contract to begin his second year with Meyer's Bakery, Little Rock, Ark. Mr. Zuko appears as good-will ambassador for the baking firm, presenting a 45-minute program of magic and vent at schools, clubs, churches, fairs and celebrations. Pritchett was recently featured at the National Duck-Calling Contest at Stuttgart, Ark., and he's now set on school dates until next June. He is also doing a daily TV show with his vent figure, the Jolly Baker Boy, the company's trademark. TV seg is done live when he's in town, and on film when he's on the road.

That's an interesting feud that's brewing between Sorcar, currently appearing in Paris with his full-evening show, and Kalanag, one of the ablest of the European magicians. It all hinges on Kalanag accusing Sorcar of systematically lifting his major effects and of deliberating sitting thru show after show for that purpose.

ROADSHOW REP

Betty Large, script writer and producer; J. Austin Trainor, veteran character actor; Marlina Balderson, ingenue, and Loran McAulay, stage manager, recently completed a holiday program, "Adventures With Santa Claus," over radio station CFCY, Charlottetown, P.E.I. It is planned to offer the show on TV next season, said Trainor.

G. M. Cahill, who has been promoting minstrel shows and amateur drama dates in Northern Michigan, reports that results have been no better than fair during the past four weeks. Cahill said bad weather has been the worst deterrent. "Professional or amateur, you've got to have decent weather in order to get them out," he said.

Writing from Williamsport, Pa., A. A. Clifton asks that someone send to this column the roster of Diamond Bros. Minstrels, an outfit that was a favorite in New York State where Clifton lived in the '20's. . . . Doc Howard Filbert, solo performer and health lecturer, writes from Monticello, Ark., that business is only fair there. En route west Filbert did good business in West Virginia and Tennessee. Filbert, who is trekking West, says that Sacramento will be his last port. He is boosting a nationally advertised product and also takes on sponsored dates for his show, the greater portion of which is musical.

Leonard Williamson, writing from Newcastle, Wyo., says that he spent the past two weeks in South Dakota, but that cold weather hurt his show so much that the results were hardly worth the effort. He and his wife do a two-act dramatic bill and also offer music. A nephew, Gene Williamson, does advance and plays piano when he is back with the show. The Williamsons have been traveling West from Wilmington, Del., since mid-October. California is their destination.

pose. Kalanag is reported circulating his accusations via eight full-size mimeographed releases, accompanied by a two-page report written by Hank Vermeiden, Amsterdam magician and magic dealer, who made the trip to Paris expressly to catch the Sorcar performance. Current issue of Jay Marshall's New Phoenix carries a full report on the duel between the two magic giants. . . . Mal Lippincott, of the magic team of Mal and Maxine Lippincott, has been transferred from a Montgomery, Ala., hospital to the lung center at V.A. Hospital, Birmingham, Ala. He's in 5-54-5 Ward there. Mal and Maxine enjoyed a visit last week from their daughter, Francine Rightor, and son, Haskell, who flew in from San Francisco. Francine and her husband, Haskell III, settled in the California city recently after closing with the rep show, "Theater for You," directed by Jack and Reid Babcock. With Mal in the hospital, Maxine is residing at the Vulcan Trailer Park, 430 Green Springs Highway, Birmingham.

DRIVIN' 'ROUND THE DRIVE-INS

Howard Sharplev and Ambrose L. Presto, who operate the Hillsdale (Mich.) Drive-In and Skyline Drive-In, Morenci, Mich., are extending their operations into Ohio with construction of an outdoor theater, to open in the spring at Montpelier.

David Newman, of Cooperative Theaters, Detroit, is also with the newly established Walled Lake Drive-In Theater, Inc., which plans to build the Walled Lake Drive-In on Maple Road, one mile west of Walled Lake, Mich. The corporation has been organized by Newman with two newcomers to the theater business, Dick Roach, Walled Lake, and Norman O. Stockmever, Detroit. The theater is expected to be ready to open for spring business.

John O'Sullivan, general manager of the Pix Drive-In Theater, Bridgeport, Conn., has been promoted to central New England division manager for Lockwood and Gordon Enterprises. He will supervise a group of theaters in New Hampshire, Rhode Island and Massachusetts. He was with Warner Brothers for 14 years before joining Lockwood and Gordon as manager of the Danbury, Conn. Drive-In.

MAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY-GLAMOUR-SHOWMANSHIP

GET THE NEW "REVOLVING" **HOLLYWOOD SPOTS-LITE** (EASILY INSTALLED)

BETTER'N A CRYSTAL BALL
 NO MIRRORS TO BREAK
 WASH OR POLISH

GLAMOROUS NEW IDEA IN BEAUTY MODERN SHOWMANSHIP LIGHTING EFFECTS AND LOUDSPEAKERS IT'S DIFFERENT IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SKATING RINKS, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS.

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Complete Portable Rinks FOR SALE

Beautifully designed Tents—interchangeable floors—no bolts required for ralls, light fixtures or office. Place orders now for spring delivery.

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CURVECREST RINK-COTE

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

PERRY B. GILES, Pres.
 Curvecrest, Inc. Muskegon, Michigan
 We invite you to bring your skates to Curvecrest and see for yourself!

RINK MEN WHO USE CHICAGO SKATES ARE SUCCESSFUL



No. 4089

There's a reason. Chicago's are strong, can take hard wear, low upkeep cost, easy rolling, simple to replace worn parts after long wear, cheapest in the end. The most complete line from the smallest child's needs to the most proficient skater's requirement, also

JUMP BARS FOR THE JUMPERS

CHICAGO ROLLER SKATE CO.
 4427 W. LAKE STREET Estebrook 9-3800 CHICAGO 24, ILLINOIS

SKATING RINK TENTS

42 x 102 IN STOCK
 52 x 122 AT ALL TIMES

NEW SHOW TENTS MADE TO ORDER

CAMPBELL TENT & AWNING CO.
 100 Central Ave. Alton, Ill.

WE BUY AND SELL USED ROLLER SKATES

All Kinds! Best Prices!

We carry the world's most complete line of **MEN'S OR LADIES' ON HYDE 325 OR 304 SHOES** (wood or fibre wheels)

BONNY'S HUG-ME. TIGHTS \$10.50 DOZ. BONNY'S NEW "PRINCESS" LINE SKATING SKIRTS \$24.00 DOZ. UP

Write for price list. 1/3 down, bal. C.O.D.

Authorized Distributor for **"CHICAGO" ROLLER SKATE CO.**

JACK ADAMS & SON, INC.
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Portables are the answer. Write **Porto-Bilt**

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OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1,595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19.

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES table with columns for HIGH, LOW, Mean Average and rows for BALLY, GENCO, GOTTLIEB, UNITED, WILLIAMS.

MOST ACTIVE EQUIPMENT (For four-week period ending with issue dated December 17, 1955) table with columns for ARCADE EQUIPMENT, MUSIC MACHINES, SHUFFLE GAMES, VENDING MACHINES, PINBALL GAMES.

Table with columns for ARCADE EQUIPMENT, VENDING MACHINES, MUSIC MACHINES, SHUFFLE GAMES and rows for various machine models and manufacturers.

Table with columns for HIGH, LOW, Mean Average and rows for various machine models and manufacturers.

Explanation of Coin Machine Price Index

Prices given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment.

Highs and Lows. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more.

Mean Average. The mean average is a computation based on all prices at which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and the "low."

Most Active List. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only, most advertised games are listed of each manufacturer who has eight games or more listed below.

MORE... MORE... MORE!

MORE USED GAMES ARE NOW ADVERTISED IN THE BILLBOARD THAN EVER BEFORE

Be Sure... Read Every Ad... and Tell Them "I Saw It in The Billboard"



The AMI "G" Color Wheel Visualizer gives you 512 color combinations! 8 two-tone cabinets to harmonize with 8 color interiors for 8 different kinds of locations... 512 combinations... and 512 better chances to collect more coins from today's color-conscious patrons.

AMI "G" has the right color for every interior... every location, whether a club, cocktail lounge, dance hall, bar, tavern, restaurant, diner or ice cream parlor.



Music Operators: Ask your distributor... or write AMI today for your free AMI "G" Color Wheel Visualizer... it shows you just the right juke box color for every interior and location. Color Wheel Visualizer shown 1/2 actual size... printed in full color.



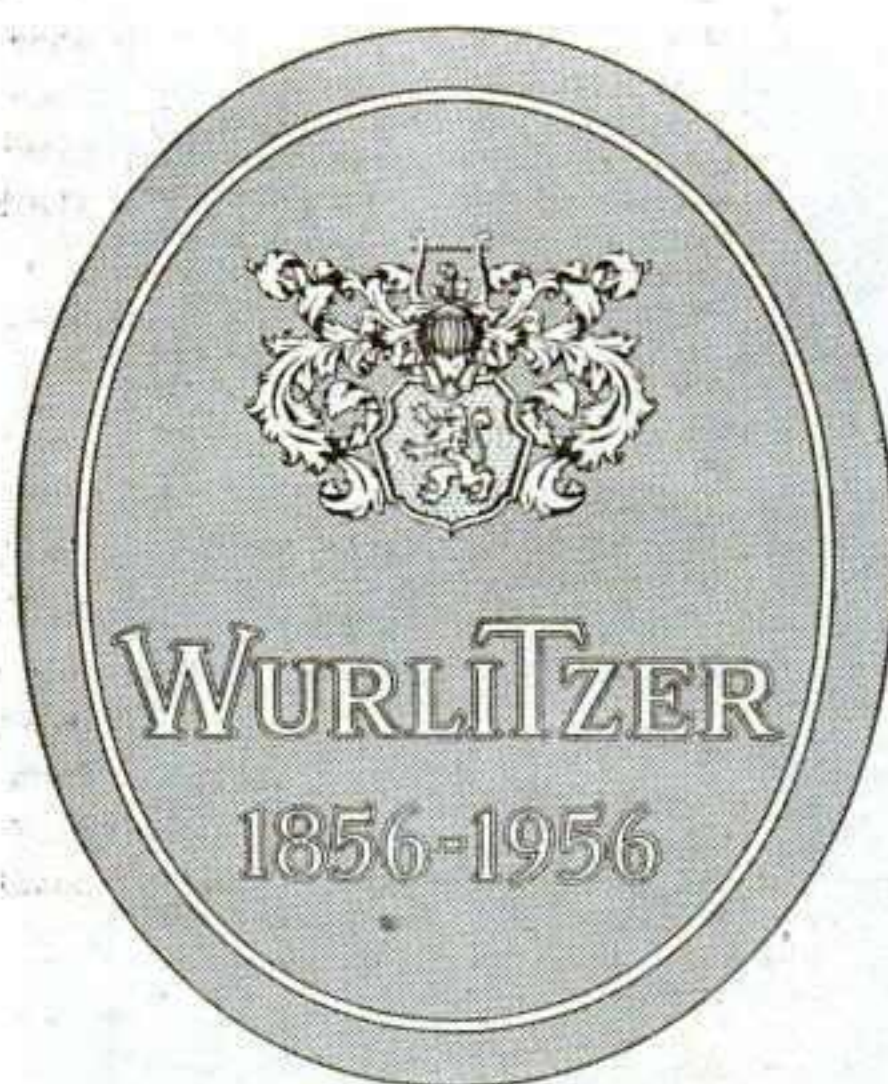
AMI Incorporated / 1500 Union Avenue, S. E. Grand Rapids 2, Michigan

AMI Model "G"—120, 80, 40 selections. More plays in less time
 ORIGINATOR OF THE AUTOMATIC SELECTIVE JUKE BOX IN 1927

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palasgade, Copenhagen K., Denmark
 Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W. 1, England—building the BAL-AMI Juke Box



**IT'S OUR 100th BIRTHDAY
BUT THE PRESENT WILL BE FOR
YOU**



**SEE THE WONDERFUL
WURLITZER CENTENNIAL
PHONOGRAPH**

AT YOUR WURLITZER DISTRIBUTOR

NATIONAL WURLITZER DAYS

BEGINNING SUNDAY, JANUARY 15

The Rudolph Wurlitzer Company, North Tonawanda, N. Y.

ESTABLISHED 1856

REFLECTED EFFORT

P-R in Boston Rises; David Bond Sets Pace

BOSTON, Dec. 31. — Industry public relations and good will are hitting a new high here in the Greater Boston area, with the outstanding community work of David S. Bond, president of the Trimount Sales Corporation, Seeburg outlet, setting the pace.

Bond, a veteran in juke box and amusement game field, was recently cited as a "devoted community worker" in his capacity as chairman of the businessmen's council of the Combined Jewish Appeal.

Devoting most of his working hours since last April to the job of trying to raise funds for the CJA, Bond's efforts paid off last month when he brought his area's collections to a total of \$3,578,000, which was 80 per cent of the total \$4,624,000 collected thruout the Greater Boston area.

Devoted Worker

CJA general chairman Louis P. Smith said of Bond: "We are extremely fortunate that a devoted community worker like David S. Bond accepted this position (chairman of the Businessmen's Council) which carries with it, not only a great honor but great responsibility for the success of the campaign. The business, industry and professional teams which constitute the Businessmen's Council shoulder the responsibility for the achievement in our CJA efforts."

Bond received first-hand knowledge of the important work per-

formed by CJA overseas when he toured Europe and the Jewish States. He remarked that he was deeply impressed with the rehabilitation and resettlement programs of the CJA.

His interest in youth activities is manifest by his pioneering work for



DAVID S. BOND

the Hillel House at Boston University, of which he is a charter member. The Hebrew Teachers College recognized him for his service to higher Hebrew learning by electing him a member of its board of trustees. He is also a director of the Brandeis University Association and a trustee of the Combined Jewish Appeal. He is a member of Temple Israel.

By doing an outstanding job in charitable affairs, Bond is constantly drawing better public relations and building goodwill for the coin machine industry.

Rock-Ola Distribs Get New Promotion Material for Ops

CHICAGO, Dec. 31.—The Rock-Ola Manufacturing Corporation has supplied its phonograph distributors with their first 1956 sales kit, which contains new promotional items for operators.

Newest additions in the kit are door, window and truck decals, and Rock-Ola business cards. The decals measure 12 by 6 inches, are colored bright red with black and gold lettering. The business cards feature the Rock-Ola crest and a picture of the Model 1448. The card is enameled stock, name of the operating firm, address and the individual are lettered in black.

Other operator promotion included in the kit are a pencil and pen pocket saver, a serviceman's adjuster kit, advertising cuts and other sales promotional material to be used by distributors.

Ops Start Slow On Yule Disks, Rush Hits Dec.

DENVER, Dec. 31. — While thruout November it appeared that Christmas record sales to music operators here this year was going to hit an all-time low, record distributors and one-stops this week reported heavy operator record sales during the first three weeks of December, enough to offset an anticipated drop and turn it into a 10 to 20 per cent increase over last year.

The Christmas rush, which usually occurs during the first two weeks of November and begins to ebb during the last two weeks of the month, did not get under way this year until after December 1, record outlets reported.

The slow start was blamed on

delayed holiday diskery promotion and very little early retail promotion. Record distributors explained that altho they had new Christmas ditties by November 5, demand was not noticeable until December, and downtown Christmas decorations were postponed until the first week of December, distributors added, which eliminated an early demand for holiday tunes on phonographs.

Surprisingly, record distributors reported that only a small percentage of operator Christmas buying this year was replacements.

To stimulate sales at the operator level, record distributors and one-stops alike were furnishing coinmen with special title strips colored in bright red, white and green. Telephone calls to operators were also used by both to step up holiday buying.

S. H. LYNCH & CO.

EXCLUSIVE *Seeburg* DISTRIBUTOR

DALLAS — 2900 GASTON AVE. HOUSTON — 910 CALHOUN ST.

SAN ANTONIO — 414 DOLOROSA

DID YOU READ THESE EXCLUSIVE INDUSTRY NEWS ITEMS PUBLISHED IN THE BILLBOARD AND ONLY IN THE BILLBOARD LAST WEEK?

Ops Schedule Monthly Meets In South Bend

SOUTH BEND, Ind., Dec. 31.—The Music Operators' Society of St. Joseph Valley, which has held bi-monthly meetings since its inception last May, will change its schedule and hold monthly meetings only beginning next month. The association was formerly known as the Music Operators' Association of St. Joseph Valley.

Al Evans, an officer of the organization, said that bi-monthly meetings were necessary when the association was formed, but now that it was running smoothly it was decided that a monthly meeting would be sufficient.

The organization's next meeting will be held Wednesday (4) at the offices of Carl Zimmer, president, in nearby Mishawaka. Preparations for adopting a teen-age jamboree sometime next year will spark the event.

Raymond Kennedy, Redd Distributing, Retires

BOSTON, Dec. 31.—Redd Distributing personnel turned out in full force at Tallino's restaurant here recently for a special retirement party staged for staffer Raymond C. Kennedy.

Before the event the Redd president and Bob Jones, sales manager, presented Kennedy and his wife with a high-fidelity console phonograph in appreciation of his services with the firm. Redd Distributing is the Wurlitzer outlet in this area.

GREATER DEPRECIATION WRITE-OFFS. Uncle Sam has set up two new tax rate scales for juke box operators. Listed are advantages ops can employ in tabulation of write-offs under 1954 Internal Revenue Code, using either scale or a combination of both. (Page 48, The Billboard, December 31.)

LEGAL SPARRING ON PIN GAMES OPENS IN MINN. St. Paul and Minneapolis operators plan action against ruling by Miles Lord, Minnesota's attorney general, that pinball games in violation. Detailed is action being taken. (Page 56, The Billboard, December 31.)

PR CAMPAIGN BOOSTS DIME PLAY. Davis Distributing Corporation, Syracuse, N. Y., provides operators with tips converting to dime play, lists facts and figures resulting from actual moves made by N. Y. ops. (Page 48, The Billboard, December 31.)

BULK OPS TELL OF SUCCESS. Tho located hundreds of miles apart, bulk operators relate similar procedure for successful operations, short cuts for slashing overhead costs, plus importance of "preparatory work." (Page 52, The Billboard, December 31.)

POOL GAME RANKS HIGH FOR '55. Trade introduces 130 new models of coin-operated games topping the 113 variety produced in 1954. Listed are reported best sellers and indications of the game trend for the coming year. (Page 56, The Billboard, December 31.)

'1955 SET PACE FOR NEW ERA IN VENDING. Sales top \$1.8 billion mark as new machines are introduced making great strides in food vending field. Future looms bright as nation's attention turns to automatic feeding. (Page 52, The Billboard, December 31.)

See '56 Gross Up 10 to 25%

• Continued from page 64

summed up his views briefly: "It looks good."

Distributors, such as Nate Feinstein, manager of Atlas Music, Seeburg outlet, said that with business conditions all over the country steadily improving, the juke box business would go forward also.

Feinstein based his views on several factors: Population is on the increase, especially in the teen-age category; remote equipment has opened up new locations and will open many more during the next 12 months; new equipment is becoming the rallying point for operators switching to dime play.

Ben Coven, head of Coven Music Company, Wurlitzer distributor, expects 1956 to be a good year. Coven cited a 25 per cent increase in business in 1955 over 1954, and anticipated an additional 25 per cent boost during the next 12 months.

Coven pointed out that credit in the phonograph business was sound, could easily be increased

during 1956 without hitting danger levels. He also stated that competition between phonograph manufacturers would continue to keep equipment improving.

Len Micon, phonograph sales manager of World Wide Distributing Company, Rock-Ola outlet, also looks for a 25 per cent increase in business next year. Micon bases his views on operator acceptance of new equipment, expected stepped-up replacement programs by operators, good credit conditions and general business increase expectations thruout the country.

Mike Spagnola, head of Automatic Phonograph Distributing Company, AMI distributors, was not quite as enthusiastic, but was positive that there would be an increase in business during the coming year.

Mike said "Our sales ended up for the past year nearly 40 per cent ahead of 1954. We expect an additional rise next year, altho perhaps not nearly as great."

ROCK-OLA
MODEL 1448
Worth More When You Buy It
Worth More When You Trade It

IF YOU MISSED READING THE DECEMBER 31 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

Bally BIG bowlers earn BIG money

POPULAR OFFICIAL BOWLING SCORES

For bigger bowler profits... get Bally ABC-BOWLER on location now... or CONGRESS-BOWLER for added attraction of match-score features.



New KING-SIZE Pins
New OVER-SIZE Puck

New king-size pins... nearly a foot high and almost as big as official bowling alley pins, increase play-appeal of all Ballybowlers. Compare new giant pin (left) with old-fashioned pin (right). Matching the new big pin is the new Bally over-size puck with a hefty, husky feel that adds to thrill of skill-shooting. New over-size puck is larger puck on each playfield below. Compare size with smaller old-fashioned pucks.

CONGRESS-BOWLER and ABC-BOWLER play 10 frames... are available in dime play or one play for a dime. 3 plays for a quarter... require only 8 1/2 ft. by 25 in. floor space.

ABC bowler WITH MATCH SCORE FEATURES Congress bowler

BALLY MANUFACTURING COMPANY
2640 Belmont Ave., Chicago 18, Illinois

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

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Order NOW at LOW Subscription Rates.
Fill in and Mail Coupon Today!

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 Yes Please send me The Billboard for one year at \$12.
 (Foreign rate, one year, \$24) 992

Name

Address

City..... Zone..... State.....

Occupation



SUPPLIES IN BRIEF

Cig Output Increases

Output of cigarettes in calendar 1955 probably will total 414 billion, Agriculture Department reports. This total is 3 per cent more than in 1954, but 5 per cent below the 1952 record. A significant share of the decline from 1952 to 1955 is due to the decrease in output for shipment to troops overseas. Domestic consumption for 1955 is about 383 billion, 3.9 per cent greater than in 1954, but 2.8 per cent below the peak of 1952. The proportionate share of king-size cigarettes is not expected to show a great change from 1954 to 1955. However, filter-tip cigarettes increased substantially from 1953 to 1955, and a large majority are king-size in length. Agriculture Department estimates that all filter-tip cigarettes increased from 3 per cent of the total output in 1953 to about 10 per cent in 1954 and probably to about 17 per cent for 1955. Unofficial trade reports indicate that by late 1955, filter-tips will amount to at least one-fifth of the total output.

cent. The number of cigars selling for more than 15 cents apiece during January-September, 1955, was 1.2 per cent larger than for those months in 1954.

Glass Containers Up

Shipments of machine-made glass containers during November totaled 10,117 thousand gross, an increase of 6 per cent above shipments in November, 1954, and a decrease of 11 per cent from the October, 1955, total, according to Census Bureau. Returnable beverage containers totaled 418 thousand gross compared with 257 thousand gross in November, 1954. Non-returnable beverage containers remained stable in 53 thousand gross. Dairy product containers dropped slightly from November of last year. Census bases these figures on reports from 36 companies representing complete coverage of the glass container industry in the continental United States.

Peanut Supply Heavy

The supply of peanuts on November 30 was 79 per cent larger than last year. The total of 1,097 million pounds in off-farm positions includes imported shelled peanuts still on hand, but excludes shelled oil stock. Shelled peanuts reported used in making candy, salted peanuts and peanut butter totaled 160 million pounds, compared with 161 million pounds in (Continued on page 83)

Cigar Consumption Up

Total tax-paid consumption of cigars in 1955 for the U. S. is estimated at about 6.1 billion, 2 per cent greater than in 1954 and the highest since 1930, according to Agriculture Department. During the first three quarters of 1955, the indicated sales of cigars priced from 4.1 to 8.0 cents apiece at retail constituted about 48 per cent of the total, and those priced from 8.1 to 15 cents constituted nearly 42 per cent of the total. The number in the 4.1 to 8.0-cent group was about 2.6 per cent greater than in the corresponding period of 1954, and the number in the 8.1 to 15-cent group increased 1.7 per

WANTED BALLY ICE FROLICS

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Panoram Operators FILMS FOR PANORAM

Highest quality prints—good projection contrast. We distribute ONLY CLEAN film. Drop us a card or letter for further information.
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Box 4244 Panorama City, Calif.

BINGO SPECIALS

Un. Starlet (New)	Write
Un. Pixie (New)	Write
6 Un. Triple Play	\$325.00
14 Un. Manhattan	295.00
2 Un. Singapore (New)	250.00
7 Un. Singapore	185.00
10 Un. Tropicana	185.00
3 Un. Nevada	95.00
1 Un. Circus	85.00
5 Un. Mexico	75.00
6 Un. Havana	75.00
7 Un. Tahiti	75.00
2 Un. Tropics	75.00
6 Un. Cabana	75.00
1 Ba. Gay Time	295.00
10 Ba. Big Time	295.00
5 Ba. Variety	270.00
2 Ba. Gayety	245.00
5 Ba. Surf Club	160.00
1 Ba. Hi-Fi	145.00
1 Ba. Dude Ranch	140.00
6 Ba. Palm Springs	125.00
10 Ba. Ice Frolics	95.00
5 Ba. Beach Club	95.00
5 Ba. Frolics	115.00
11 Ba. Beauty	85.00
3 Ba. Atlantic City	60.00
8 Ba. Palm Beach	60.00
1 Ba. Bright Lights	50.00
1 Ba. Spotlight	35.00

DAN STEWART CO.

140 East Second South
Salt Lake City 1, Utah
Phone: DAVIS 2-2473

BINGO SPECIALS!

MIAMI BEACH	WRITE	PALM SPRINGS	\$125.00
BIG TIME	\$430.00	BEACH CLUB	115.00
GAY TIME	410.00	FROLICS	100.00
VARIETY	270.00	YACHT CLUB	75.00
GAYETY	245.00	PALM BEACH	60.00
ICE FROLICS	130.00	BRIGHT LIGHTS	60.00
SURF CLUB	150.00	ATLANTIC CITY	60.00
HI-FI	145.00	CONY ISLAND	45.00
DUDE RANCH	125.00	SPOT LIGHT	40.00

1/3 Deposit

FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago Bayport 1-1616

FIRST OF THE YEAR CLEARANCE

MUSIC	BRAND NEW
30 ROCK-OLA COMET 1438WRITE, WIRE, PHONE	2 EXHIBIT CARD VENDORS...\$175 2 UNITED 5TH INNING DELUXE \$275
25 WURLITZER 1700'sWRITE, WIRE, PHONE	RECONDITIONED SPECIALS
SEEBURG 100BL\$450	CHICAGO COIN BIG LEAGUE DELUXE BULL'S-EYE BASEBALL\$300
SEEBURG 100A265	BALLY CHAMPION BOWLERS250
BINGO	WILLIAMS DELUXE BASEBALL150
MIAMI BEACH . .WRITE, WIRE, PHONE	SUPER PENNANT BASEBALL200
GAYETY\$260	BALLY VICTORY\$200 UNITED DERBY ROLL275
HI FI100	SIWALK ENGINEERSWRITE AMERICAN BANKSHOT100
TROPICANA100	WILLIAMS KING OF SWAT300 DELUXE BONUS GUNS350
GAY TIME450	BALLY JETS300 GENCO CHAMPION BASEBALL300
BEACH CLUB125	TEAM BOWLERS250 GENCO QUARTERBACK300
SINGAPORE100	
KIDDIE RIDES	
BALLY MOON RIDE, like new\$250	



WRITE—WIRE—PHONE
298 Lincoln St., Allston 34, Mass.

ALgonquin 4-4040

Exclusive distributors for
WURLITZER — BALLY — EXHIBIT



COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

- January 3—Washington Music Merchants Association, monthly meeting, Seattle.
- January 3—West Virginia Music Operators Association, monthly meeting, Daniel Boone Hotel, Charleston, W. Va.
- January 3—Automatic Phonograph Owners Association, monthly meeting, Hotel Sheraton Gibson, Cincinnati.
- January 4—Summit County Music Operators of St. Joseph Valley, bi-weekly meeting, offices of Carl Zimmer Company, Mishawaka, Ind.
- January 4—Retail Amusement Association of Canton, O., monthly meeting, Massillon.
- January 5—California Music Merchants Association, Sacramento division, Sacramento.
- January 9—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.
- January 13—Massachusetts Music Operators Association, monthly meeting, Beaconsfield Hotel, Brookline.
- January 13—Cleveland Phonograph Merchants Association, monthly meeting, Hollenden Hotel, Cleveland.
- January 16—Worcester Operators Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- January 17—Automatic Equipment & Owners Association of Indiana, monthly meeting, association headquarters, Gary.
- January 28-29—Kansas Music Association, monthly meeting, Salina, Kan.
- January 30—Central States Phonograph Operators Association, monthly meeting, offices of Les Montooth, Peoria, Ill.
- February 7—Anthracite Music Operators Association, monthly meeting, Wilkes-Barre, Pa.
- February 25—National Automatic Merchandising Association, regional meeting (IV), Biltmore Hotel, Atlanta.
- March 10—National Automatic Merchandising Association, regional meeting (VI), Congress Hotel, Chicago.
- March 24—National Automatic Merchandising Association, regional meeting (IX), Baker Hotel, Dallas.

COINMEN YOU KNOW

Los Angeles

By SAM ABBOTT

MUSIC ASSOCIATION HAS BIG YEAR. The Los Angeles Division of the Music Merchants Association enjoyed a banner year, according to Ben Chemers, local representative. One of the latest members added to the roster of the association is Eugene Mickens, a Los Angeles operator. . . . Jerry Jacobs, a music operator, is recuperating from recent surgery at his home in Glendale. He will be back on the route in another 10 days or two weeks. . . . Al Hanlin is now making his headquarters on Pico Boulevard at Bob Bard's place. Working with Al are Rusty Jones and Ray Powers.

H. O. Chapman, who operates music with Nick Carter, has been upped to the rank of colonel in the Reserves. He is with the 311th Logistical Command, Engineers Section. . . . Nick Carter took off the first of the week for Visalia to help in removing some machines that were threatened by the flood there. . . . Mr. and Mrs. Merrill Knapp, who operate a route and an Arcade in Nogales, Ariz., made their annual trip to Los Angeles during the yule holidays. While here, they visited several of the Pico distributors, including Minthorne Music

(Continued on page 78)

Eastern Ops Look to Big '56

Continued from page 70

significant progress seems in store for 1956.

In the bulk field, the traditional "mama-and-papa" locations are giving way to supermarket and modern shopping center stops. Today's operator is getting a greater and greater portion of his revenue from attractive bulk charm and gum venders in well-lighted shopping centers, and a lesser and lesser portion from the neighborhood grocery store.

In the charm field the 5-cent capsule item is more than holding its own. Nut profits have fallen off, due mainly to rising prices and the reluctance of bulk operators to change the traditional 1-cent vend.

One development which may be in the offing during the next 12 months is the introduction of pack-

aged cold meals in vending machines, with an edible gelatin substance separating salad from dessert, all in the same pack.

The general picture for Eastern operators is one of continued progress, with a high level of industrial employment, a kinder reception on the part of industrial management, the opening of new location types, and the vending of products which have never before been dispensed automatically in any great numbers.

Cleveland Coin Machine Exchange, Inc.

American Shuffleboard Distributors
2029 Prospect Ave. Cleveland, Ohio
To. 1-6715
Write for prices.

Let's Make a Deal

We have a lot to offer . . . tell us what you need and we will work it out.

DAVID ROSEN

Wire • Phone • Write

Exclusive A.M.I. Dist. Ea. Pa.
855 N. BROAD STREET, PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2903



BY TRAIN, plane and boat, Rolfe M. Lobell, vice-president in charge of sales at Leaf Brands, Inc., and his wife, Dolly, will leave January 13 on an extensive world tour. They will return to Chicago about the first week in May.

Miniature BULBS

OVER 60% DISCOUNT
We Sell Name Brands Only.
10 to Box—Specify No.

Number	Cost per 100	Cost per 1,000
44, 47	\$5.20	\$49.50
51, 55	4.65	44.50
63	5.05	47.75
81	5.90	56.50
1458	6.75	63.50

All prices include Fed. Tax

Pop-Open Tubular MONEY WRAPPERS

Available in 1c, 5c, 10c, 25c & 50c
—Specify denomination.
Sold only by Peach State

55¢ per 1,000 in case lots \$11.00 per case of 20,000

PEACH STATE

Distributing Co. — Macon, Ga.
549 Pine St. Phone 3-1588

THE Bally LABEL IS YOUR INSURANCE OF TOP Pin-Pool EARNINGS



Swivel-mounted lamp (optional) quickly attachable to PIN-POOL, illuminates entire table, never interferes with play.

EARN UP TO \$2 PER HOUR

In PIN-POOL . . . as in pin-ball and shuffle-bowling . . . Bally-quality construction insures the smooth performance that results in maximum play-appeal . . . maximum earning power. Cash in on the growing popularity of PIN-POOL. Get Bally PIN-POOL busy for you now.

SEE NEW FLASHY Light-up BUMPERS

All bumper-posts illuminated, adding attention-getting flash, flooding table with soft, easy-on-the-eyes light.

BALLY MANUFACTURING COMPANY, 2640 BELMONT AVE., CHICAGO 18, ILL.

UNIVERSITY COIN MACHINE EXCHANGE
858 N. High St. AX. 4-3592
Columbus 8 Ohio



ONLY THE BILLBOARD —

among over-all entertainment weeklies—is a member of the AUDIT BUREAU OF CIRCULATIONS.

BUY QUALITY AMERICAN



IT'S PROVEN . . . IT'S ALIVE!

Rejuvenate your routes for greater profits with the proven, permanent game . . . American Shuffleboard! Check on our complete line of supplies for every need.

American

Union 5-6633
SHUFFLEBOARD COMPANY Est 1928

Union City, New Jersey

SPECIALS

BALLY: GAY TIMES (used very little), \$325.00; **GAYETIES**, \$237.50; **BIG TIMES**, \$375.00; **FUTURITIES**, \$39.50; **SPOTLIGHTS**, \$49.50; **ATLANTIC CITY**, \$45.00. **GOTTLIEB: DIAMOND LIL**, \$165.00. **WILLIAMS: SMOKE SIGNAL**, \$159.50; **BAND WAGON** (4-player large deluxe game), \$339.50; **CIRCUS WAGON**, \$229.50; **BIG LEAGUE BASEBALL**, \$145.00. No orders accepted without one-third deposit.

NEW ORLEANS NOVELTY CO.

115 MAGAZINE STREET Tel.: Canal 8318 NEW ORLEANS, LOUISIANA

More Cig Sales Seen For 1956

NEW YORK, Dec. 31.—Americans are going to smoke more cigarettes in 1956 than they did in 1955, and they smoked more in 1955 than they did the previous year.

But, according to the Department of Agriculture, next year's total will fall far short of the record set in 1952. This year's output was reported at 414 billion smokes, compared with 402 billion a year earlier. In 1953, the figure was 423 billion, while the 1952 record was 435.5 billion.

The department bases its increased consumption prediction on the prospect that employment and income will continue at high levels. On the other hand, increasing retail prices and additional State cigarette taxes will hamper sales.

N. Y. Operators

Continued from page 64

some coins in the juke box and shuffle game in the process.

But when the city boy moved to mortgaged manor, there wasn't any friendly neighborhood tavern, and there was too much to do around the house. So the games and juke boxes lost a steady customer.

However, the mountain is now

Newly Formed Kid Ride Co.

KENOSHA, Wis., Dec. 31.—George (Dan) Ash has bought the share of his partner, Gunny Lawrence, in the recently formed kiddie ride manufacturing firm here.

Formerly called A. & L. Kiddie Rides, the company will now be known as Dan's Kiddie Rides. Headquarters are at the same address, 4303 75th Street.

The company produces two models of coin-operated kiddie rides, both horse rides. Exhibited at the National Association of Amusement Parks, Pools and Beaches show at the Hotel Sherman here last November, the horse rides feature a new black and white color motif.

The standard horse ride is 20 inches wide, 48 inches long and approximately 48 inches high. It is trimmed with leather bridle and stirrups and has a wooden base covered with aluminum.

The accompanying model is smaller in size.

moving to Mahomet. Developments have been developed, and zoning regulations are being bent to allow for bistros. Best evidence of this trend is in Nassau County, a Long Island suburb of New York, where Manhattan and Queens operators are picking up new stops, and where the coin business is getting better and better.

Industry Tribute

This development, in a sense, is a tribute to the juke box and the coin amusement game. Suburban communities are being invaded by hordes from the cities, evidently attempting to escape city life.

But they're bringing with them those pleasures in city life that they don't like to relinquish. And the juke box and the coin game are two of those pleasures.

WANTED
WILL PAY CASH FOR
COIN OPERATED
Kiddie Rides
BIG BRONCOS
BALLY CHAMPIONS
FORBES AMUSEMENT CO.

2106 Forbes St.
Pittsburgh 19, Penn.
Express 1-1613



... because they went to their doctors in time

Many thousands of Americans are being cured of cancer every year. More and more people are going to their doctors in time.

But the tragic fact, our doctors tell us, is that every third cancer death is a needless death... twice as many could be saved.

For the facts of life about cancer, call the American Cancer Society office nearest you or write to "Cancer" in care of your local Post Office.

American Cancer Society

WORLD WIDE—
Where You Get Only the Finest!

LATE SHUFFLE GAMES

BLINKER	\$445	DELUXE CLIPPER	\$345
HOLLYWOOD	375	DELUXE LIGHTNING	325
HOLIDAY	295	DELUXE MERCURY	395
THUNDERBOLT	285	DELUXE 11TH FRAME	275
DELUXE VENUS	325	BANNER	245
DELUXE COMET	275	ACE	225
DELUXE TARGETTE	240	IMPERIAL	145
DELUXE CAPITOL	385	CLASSIC	105

5-BALL GAMES

WISHING WELL	\$245	SMOKE SIGNAL	\$210
TWIN BILL	195	SPITFIRE	175
STAGECOACH	175	STAR POOL	145
LADY LUCK	155	CUE-TEE	135
GOLD STAR	145	SKYWAY	135
DAISY MAE	165	BIG BEN	125
FOUR BELLES	165	THUNDERBIRD	115
JOCKEY CLUB	125	DEALER	95
PINWHEEL	95	JALOPLY	65
GUY'S 'N' DOLLS	85	SEA JOCKEY	65
CYCLONE	75	TIMES SQUARE	65
CHINATOWN	75	SILVER SKATES	65

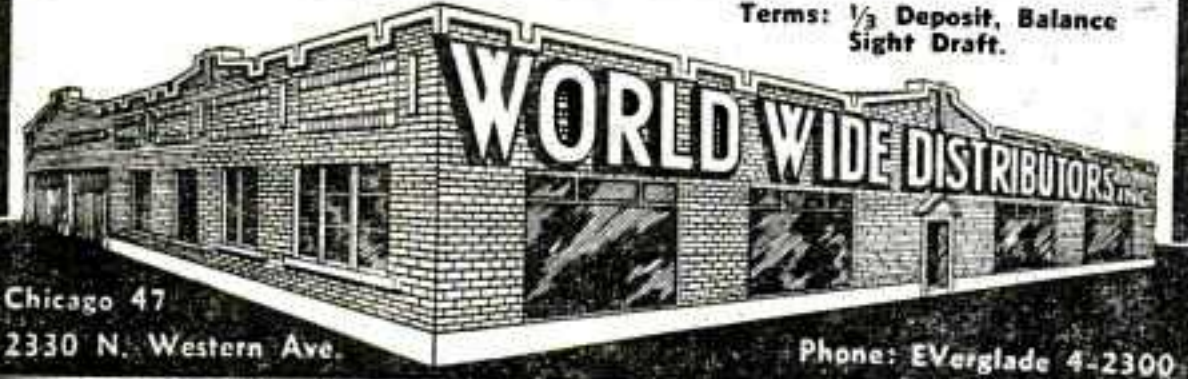
POOL GAMES

ALL TYPES
IMMEDIATE DELIVERY
LOWEST PRICES!

ARCADE

Williams POLAR HUNT	\$375
Williams KING OF SWAT	345
United DELUXE CARNIVAL GUN	260
Cenco RIFLE GALLERY	195
Chicago Coin SUPER HOME RUN	210
Williams SIDEWALK ENGINEER	WRITE
Exhibit SPACE GUN	85

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47 2330 N. Western Ave. Phone: EVerglade 4-2300

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

FOR SALE

MIAMI BEACH	\$410.00
GAY TIME	335.00
GAYETY	240.00
VARIETY	265.00
RIO	75.00

ALL MACHINES IN A-1 CONDITION... JUST LIKE NEW

One-third deposit, balance C.O.D. or sight draft.

NASTASI DISTRIBUTING COMPANY
912 POYDRAS MAGNOLIE 6386 or 7459
NEW ORLEANS 12, LA.

FOR SALE—COLD FACTS ON HOT BARGAINS

Miami Beach	\$410.00	Yacht Club	\$ 60.00	Ice Frolics	\$130.00
Big Time	365.00	Havana	65.00	Beach Club	120.00
Variety	250.00	Gay Time	340.00	Frolics	85.00
Hi Fi	140.00	Gayety	240.00	Manhattan	230.00
Palm Springs	120.00	Surf Club	130.00	Rio	60.00
Dude Ranch	120.00				

All games sold on a guarantee basis. One-third deposit
PHONE OR WIRE—PROMPT DELIVERY
We invite your inquiries on any type of coin machines

CROWN NOVELTY CO., Inc.
920 Howard Avenue, New Orleans, La. Phone Canal 7137
Nick Carbajal, Gen. Manager

ROYAL
DISTRIBUTING, INC.

PALM BEACH	\$ 49.50	VARIETY	\$275.00
BEACH CLUB	99.50	PALM SPRINGS	120.00
DUDE RANCH	125.00	LEADERS	175.00
ICE FROLICS	160.00	IMPERIALS	150.00
SURF CLUB	139.50	GOLD CUP	99.50
HI-FI	139.50	CLASSIC	89.50

CLEANEST GAMES YOU'VE EVER SEEN!
1/3 DOWN, THE REST "SIGHT DRAFT"

Ask For Ben Mackie or Harold Hoffman
3726 KESSENA AVE. CINCINNATI, O. MOntana 1-5004

RECONDITIONED EQUIPMENT

As this issue of the Billboard goes to press, we have on hand the following reconditioned games; cleaned, rails scraped and lacquered and thoroughly checked and ready for location:

2—GAYETY	\$250.00	1—SURF CLUB	\$140.00
2—VARIETY	250.00	3—PALM SPRINGS	140.00
1—HI-FI	140.00	1—RIO	75.00

Previous response to our ads has been good. Old customers come back for more, giving ample proof of their satisfaction with our equipment, both price and condition. You won't regret doing business with us. Rush your order for quick shipment.

H.M. BRANSON DISTRIBUTING COMPANY
811 EAST BROADWAY Phone: WAbash 1343 LOUISVILLE 4, KENTUCKY
EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHS AND BALLY GAMES

POOL TABLES
BUMPER POOL—JUMBO POOL—HI-SCORE

FOOT VIBRATOR
A New Field for the Alert Operator
A Treat for TIRED FEET
Profitable locations available everywhere 5c
Coin Operated
Exclusive territories available
List price, \$225.00; Operator's price \$195.00
Trades accepted

FACTORY DISTRIBUTORS
ADVANCE—All Purpose 25c
10¢ Comb Vendors
 \$ 28.50 || 10¢ Comb Vendors, 50 or more | 24.50 |
Comb Vendors, per gross	17.40
10¢ Sanitary Napkin	3.75
10¢ Sanitary Napkin	22.50
NORTHWESTERN—Newest	
16-Coin Candy	\$475.00
49ers, all purpose	17.95
Tab Gum Vendors	28.95
5¢ Package Gum Vendors	29.45
VICTORS—Standard Topper, case of 4, each	12.50
DeLuxe Toppers	13.50
DeLuxe Toppers, half cabinet	13.50
Distributors for LEAF BALL GUM. SPECIAL QUANTITY PRICE.	
BINGOS	
ABC	\$ 65.00
Beach Club	110.00
Beauty	105.00
Cabana	105.00
Frolics	105.00
Gayety	295.00
Hi-Fi	150.00
Havana	145.00
Ice Frolics	175.00
Long Beach	50.00
Mexico	150.00
Miami Beach	75.00
Manhattan	345.00
Palm Beach	75.00
Palm Springs	165.00
Spot Lite	85.00
Singapore	145.00
Stars	40.00
Triple Play	395.00
Tropicana	195.00
Tropics	125.00
Yacht Club	75.00
PIN & NOVELTY GAMES	
Hot Rods	\$ 50.00
Jolly Burners	50.00
Futureties	50.00
Futurites	50.00
Steeple Chase	50.00
Spark Plug	50.00
UPRITE GAMES	
Genco 400	\$ 35.00
Golden Nugget	65.00
Silver Chest	95.00
Saddle & Turf, club model	275.00
IMMEDIATE DELIVERY ON MINTERS AND BUG-ABOO, 3-10-25¢ play. Write for special prices.	
RIDES	
Miss America Boat	\$295.00
Bally Space Ship	325.00
Atomic Jet Ship	150.00
Decco Merry-Go-Round	395.00
Decco Air Ship	295.00
Bally Moonride	350.00
MUSIC	
AMI Model A-40	\$ 95.00
AMI Model E-120	495.00
AMI Model F-80	625.00
AMI Model F-120	695.00
Wurr 1015	60.00
Seeburg Sicum, 200 sel.	325.00
Wallboxes, Seeburg 100	75.00
Wallboxes, Rock-Ola 50 sel.	50.00
Wallboxes, Packard & Buckley	5.00
COUNTER GAMES	
Champion Basketball	\$ 15.00
Bouncer	15.00
ABT Challenger	25.00
Ex. Disposition Register	25.00
Ex. Personality Indicator	25.00
Ex. Lovemeter	25.00
Got 3-Way Grippers	20.00
Gypsy	18.50
Gypsy Fortune Teller	10.00
Merc. Grip Scales	20.00
Pistol Target Skill	15.00
S. K. Grip Vue	20.00
Smiley	10.00
Three	18.00
Zig Zag Skill	20.00
Adv. Shockers, new	34.50
Kickers & Catchers	49.50
Ship. 5¢ Wizard	19.50
CIGARETTE MACHINES	
Ajax, 8 col., elec., new	\$125.00
Mercury, 9 col., new	210.00
Lehi, 12 col., new	225.00
Super Six, new	115.00
Super Nine, new	155.00
National 930, used	95.00
National 950, used	110.00
Electro, 8 col., used	125.00
P X, 10 col., used	115.00
P X, electric	85.00
Keeney Electric, 9 col.	135.00
All new equipment 25¢ or 30¢ off used equipment shipped and refinished with 25¢ and King Size.	
CANDY VENDORS, Used	
5 Col. Mills	\$55.00
6 Col. Uneda	65.00
9 Col. National	95.00
1 Col. Nat'l King	25.00
VENDORS, Used	
50 5¢ Sanitary Napkins	\$15.00
50 5¢ Victor Rockets	10.00
60 5¢ N.W. Jets, Caps.	10.00
20 1¢ Baby Grands	7.50
5 Masters	6.50
Shipman Stamp, 3 col.	23.50
Andico Coffee, new	475.00
Andico Coffee, used	325.00
Mills Single Drink, cup	150.00
3 American 9" Bank Shot, like new, complete with cash box and scoring unit, \$250.00.	
Shuffleboard Score Units—Genco, Monarch, Edelman, Rock-Olas — \$75.00 each.	
ARCADE	
Bally Big Inning	\$ 99.50
C.C. 6-Pl. Home Run	200.00
C.C. 6-Pl. Super Home Run	225.00
United Super Slugger	395.00
Bat-a-Score Sr.	65.00
Sci. Pitch'm & Bat'm	150.00
Wms. DeLuxe Baseball	145.00
Wms. World Series	85.00
Life a League	75.00
Evans Bat a Score	150.00
Heavy Hitter	35.00
Bear Gun	125.00
Coon Hunt	175.00
Bonus Gun	295.00
Carnival Gun	275.00
Bally Defender	150.00
C.C. Pistol	50.00
Ex. Sportland	175.00
Ex. Gun Patrol	95.00
Ex. Six Shooter	95.00
Ex. Dale Gun	50.00
Sky Gunner	145.00
Silver Bullet	95.00
Ex. Jet Gun	125.00
Champion Hockey	85.00
C.C. Hockey	75.00
C.C. Basket Ball	195.00
Goalie	95.00
Harvard Metal Typar	125.00
Stan. F.S. Metal Typar	340.00
K.O. Filter, F.S.	395.00
Periscope	95.00
Midjet Movies, latest	125.00
Quizzer	95.00
Telequiz	100.00
Shoe Brush Up, New	95.00
Auto Photo	185.00
DeLuxe Photo	265.00
Mut. Recorder	250.00
Balloons-Mat, New	395.00
Drivemobile	150.00
Mills Volino Virtuoso, as is	250.00
SHUFFLE BOWLERS	
United 5 Player	\$ 40.00
United Cascade	60.00
United Clipper	75.00
United Comet	295.00
United Clover	65.00
United Chief	140.00
United Lightning	295.00
United Leader	125.00
United League Bowler	150.00
United Mars	295.00
United 11th Frame	195.00
United Original	70.00
United Rainbow	185.00
United Royal	135.00
United Venus	325.00
United Speedy	210.00
C. C. 10th Fr. Double	75.00
C. C. Hi-Speed Triple	175.00
C. C. 10th Fr. Triple	95.00
C. C. Match Bowlers	45.00
C. C. Super Frame	195.00
C. C. Star Lite	225.00
C. C. Triple Strike	395.00
C. C. Flasher	215.00
Bally Rockets	275.00
Bally Myrtics	355.00
Genco 8 Player	195.00
Keeney Carnival	125.00
Keeney League Bowler	40.00
Keeney Team Bowler	50.00
Keeney Bottle Pins	40.00

Cleveland Coin MACHINE EXCHANGE, INC.
M. S. GISSER Sales Manager
2029 Prospect Avenue, Cleveland 15, Ohio. Phone To-16715
Terms: One-third deposit with all orders, balance C.O.D.

Start '56 with a GOOD BUY!

WATLING FORTUNE SCALES \$ 95
 MILLS MODERNE SCALES 65
 ROCK-OLA LO-BOY SCALES 75

KEENEY SPORTSMAN GUN \$195
 GENCO SKY GUNNER 85

UNITED CLASSIC BOWLER \$ 95
 UNITED LEADER BOWLER 175
 UNITED TEAM BOWLER 195
 UNITED CLIPPER BOWLER 325
 GENCO SHUFFLE POOL 65

BALLY DUDE RANCH BINGO \$125
 BALLY PALM SPRINGS BINGO 150
 BALLY SURF CLUB BINGO 160
 BALLY ICE FROLICS BINGO 160

IMMEDIATE DELIVERY—WRITE

POOL TABLES—All Makes

IRV OVITZ
ACME-INTERNATIONAL
DISTRIBUTORS
 3643-45 W. Montrose Chicago 18, Ill.
 Cornelia 7-7272

SEEBURG SHOOT THE BEAR \$ 95.00

GENCO 2-PLAYER BASKETBALL 225.00

C. C. PISTOL PETE 45.00

EXHIBIT SILVER BULLETS . 45.00

EXHIBIT SPACE GUN 75.00

EXHIBIT DALE GUN 35.00

Send deposit for quick shipment

ALABAMA VENDING CO.
 Tuscaloosa, Ala.

Beer City Jukes
 • Continued from page 64

agreed operators. "We have to show them in black and white that total collections can be higher when operating on a dime even tho the number of plays falls off," declared Doug Opitz.

Dime Clincher

A clincher in promoting dime play, says Opitz, is the impressive new machines being used in dime play spots. "Once a location owner discovers that his competitor is making more money on his juke box, and that dime play means a new machine, it isn't long before he wants to follow suit," said Opitz. Hilltop Coin Machine Company has installed new phonographs in all of its dime play spots.

Hilltop Coin has all of its dime play locations on the same type of commission basis: collections up to a stipulated amount go to Hilltop; locations take all remaining collections up to an equal amount, and the balance is split 50-50.

What about the reaction of local tavern patrons to dime play? Opitz notes that there has been some opposition, but no more than can be expected to any price increase in any field. He points out that when location owners are shown how juke box operating costs have quadrupled in the last 10 years, they usually pass the information along to their customers and consequently opposition is squelched.

A check of collection receipts in

Hilltop's dime play locations revealed that 50 per cent of the coins taken in were quarters.


No special programming is used to promote dime play at Hilltop, except in a few locations where patrons have expressed a preference for classical music. "Use of classical records," says Opitz, "is a good deal for operators, since the disks can usually be left on the machines for a longer period of time than pop numbers." Several spots, he added, are turning in good results with EP's priced at 15 cents, two for a quarter.

Most of the dime locations on the Hilltop route are rhythm and blues spots where the juke box is an important fixture.

Joe Ash says . . .

When you compare quality with price, Active is never undersold!

EXCLUSIVE DISTRIBUTORS FOR WURLITZER & D. GOTTLIEB & CO. in S. Jersey Del and E. Pennsylvania



Joe Ash says . . .
 Los compradores en el extranjero encontraran estos aparatos libres de contratiempos a los mas bajos precios de aqui.

Exportamos juegos de bolos (pin games) y velioneras (music machines) nuevas o reconstruidas listas para operacion

ACTIVE
 AMUSEMENT MACHINES CO.

666 N. Broad St. Phila. 30
 Fremont 7-4495
 Write or wire for prices

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

MORE SHAFFER SPECIALS
 Fully Reconditioned and Ready for Location

SEEBURG	WURLITZER
M100C \$595.00	1800 WRITE
M100-B 475.00	1500 \$275.00
M100-A 250.00	1400 175.00

AMI	ROCK-OLA
E-120 \$450.00	1442 (50 Sel.) WRITE
D-40 150.00	1438 Comet \$495.00
Model C 100.00	1434 165.00

SEND FOR YOUR FREE COPY OF OUR COMPLETE LIST IN ILLUSTRATED CATALOG

Shaffer Music Co.
 In the Coin Machine Business Over 25 Years

COLUMBUS, OHIO 849 N. High St. AXminster 4-4614	CINCINNATI, OHIO 1200 Walnut St. MAin 1-6310	INDIANAPOLIS, IND. 1327 Capitol Ave. MEIrose 4-3571
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ATTENTION, FOREIGN OPERATORS!
 Now Is the Time to Plan for the Spring Season

We Have One of the Largest Selections of KIDDIE RIDES and TARGET GUNS

in stock for immediate delivery. These machines have proved their earning power on our locations and are best suited for DEPARTMENT STORES—LUNA PARKS RAILROAD STATIONS, Etc.

Why not open up a new territory in your country? We will be happy to supply additional information on request.

Take Advantage of Our Closeouts on **BINGOS SHUFFLE ALLEYS**

Sorry we have been late on deliveries of **SEEBURG M100A's** We have now caught up with our backlog

Write for Prices—Do It Today!

INTERNATIONAL AMUSEMENT CO.
 1423 SPRING GARDEN STREET
 RIttenhouse 6-7712

SCOTT-CROSSE COMPANY
 PHILADELPHIA 30, PA.

CLEARANCE SALE

IN ORIGINAL FACTORY CARTONS

BRAND NEW ROCK-OLA MODEL 1536
20 SELECTION DIRECT WIRE WALL BOXES

LIMITED QUANTITY

WHILE THEY LAST—FIRST COME, FIRST SERVED


\$10.00 each
 (ORIGINAL COST 43.50 ea.)

WRITE, WIRE or PHONE

GENERAL COIN MACHINE CORP.
 3232 W. CHICAGO AVE.

PHONE: NEVADA 8-7611
 CHICAGO 51, ILL.

End of the Year SPECIALS!



SHUFFLE GAMES

UNITED	UNITED
SPECIAL TOP NOTCH WRITE	Olympic, High Score \$95
Super Bonus, High Score \$425	Cascade, High Score 85
Venus, High Score 345	CHICAGO COIN
Clipper, High Score 345	BLINKER WRITE
Lightning, High Score 325	BULL'S-EYE WRITE
Comet, Match Score 295	Hollywood \$425
Comet, High Score 275	Holiday 350
Banner, Match Score 285	Bonus Score 395
Mercury, Match Score 285	Crisscross 235
Ace, Match Score 260	Starlite 215
Mars, High Score 275	Super Frame 195
Speedy, High Score 275	Hi-Speed, Triple Score 195
Leader, Match Score 195	BALLY
Team, Match Score 185	Magic \$325
League, High Score 185	Mystic 295
Chief, High Score 175	Victory 265
Imperial, Match Score 160	
Royal, High Score 145	

BINGOS

UNITED	BALLY	BALLY
Triple Play \$425	Gaytime \$425	Palm Springs .. \$165
Nevada 175	Gayety 295	Dude Ranch ... 145
Mexico 145	Variety 295	Beach Club ... 135
Rio 125	Hi-Fi 165	Yacht Club ... 95
Havana 125	Surf Club 165	Palm Beach ... 95
Tahiti 125	Ice Frolics 165	Bright Lights ... 95

ABOVE GAMES ARE COMPLETELY RECONDITIONED AS IS, AND QUANTITY PRICES ON REQUEST

1/2 deposit, balance Sight Draft or C.O.D.

Empire COIN MACHINE EXCHANGE
 1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

AUDITED PAID CIRCULATION

... means the paid circulation of this business paper has been audited and certified by the Audit Bureau of Circulations. It also means advertisers know what they pay for . . . before they spend the money.

Call ASCME

FOR ALL BOWLING AND BINGO GAMES

MAGIC	\$350
HOLLYWOOD	375
VENUS	320
COMET	260
TARGET	225
LEADER	175
OLYMPIC	75

SPECIALS

BALLY BIG TIMES
UNITED 5th INNING—NEW

All State Coin Machine Exchange

2317 N. Western Ave. Chicago 47, Illinois

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

COINMEN YOU KNOW

• *Continued from page 75*

and Paul A. Laymon, Inc. The Knapps make the annual trip to visit their daughter who lives here.

Jack Neel, Riverside music operator, in town for his second visit in December. He finished up buying for 1955 and went home to make up a new list for purchases in 1956. . . . John Kitchersid in town on a buying trip from his home base in Long Beach. . . . Homer RaZor, who operates First National Music with Walter Hemple in San Fernando, left with Mrs. RaZor during the holidays to visit their son, who is a major in the Army at Fort Kit Carson in Colorado. The RaZors visited him a couple of years ago when he was stationed in Germany. . . . Walter Hemple will join Ben Korte and Glenn Wolcott when they attend the Troupers' annual banquet and ball at Larry Potter's Supper Club early in January.

Al Martinez and Mrs. Martinez down from Santa Maria. Both were shopping with Mrs. Martinez visiting the downtown Los Angeles stores. . . . Don Edwards a visitor from Bakersfield. . . . George Landier, veteran Long Beach and Orange County operator, is enjoying his work as member of the band at Disneyland near Anaheim. . . . Johnny Lantz is eagerly anticipating the arrival of his 1907 model English automobile purchased in France. He plans to enter it in a horseless carriage days celebration.

Smoking Tobacco Down

Output of smoking tobacco for pipes and roll-your-own cigarettes in 1955 probably will total nearly 82 million pounds, Agriculture Department reports. This represents roughly 1 3/4 million pounds less than in 1954, and 25 million pounds less than in 1950, when the postwar decline for smoking tobacco began.

FINEST RECONDITIONED EQUIPMENT

READY FOR LOCATION

Gayety	\$300.00
Surf Club	175.00
Hi-Fi	150.00
Dude Ranch	140.00
Palm Beach	70.00
Variety	275.00
Palm Springs	175.00
Boach Club	110.00
Atlantic City	75.00
Yacht Club	70.00
C. C. Starlite Bowler	175.00
United Clover Shuffle Alley ..	65.00
C. C. Gold Cup Bowler, large pins	85.00

ONE-THIRD DEPOSIT

Marmor DISTRIBUTING COMPANY

519 Central Parkway, Cincinnati 14, O.
Phone Dunbar 1-5152

NOW DELIVERING

Gottlieb's SPOT POOL
Chicago Coin's AUTOMATIC POOL
and
Crown Pool

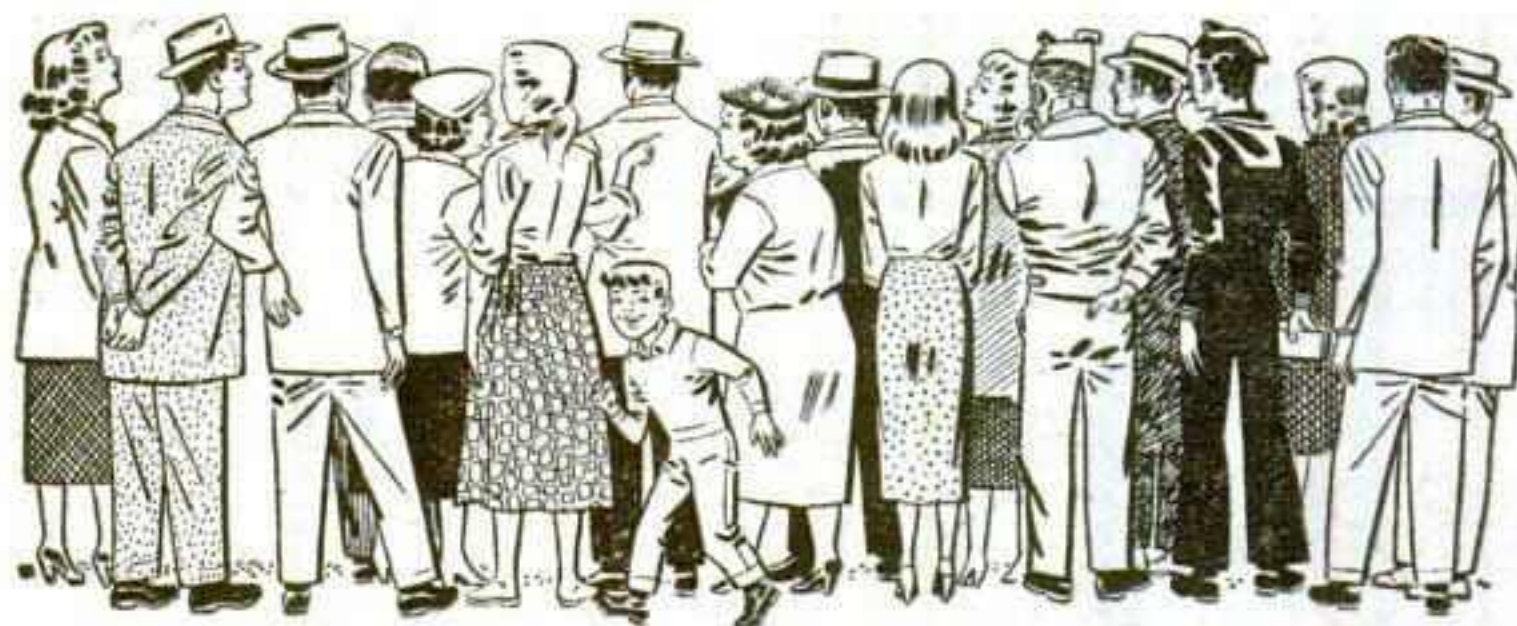
Keeney's
FASCINATION POOL

Wire, Write
or Phone

State Music Distributors, Inc.

Abe Susman, Pres.
3100 Main Street Dallas, Texas
Phone: RI-6455

Why Are They Crowding Around ?



TO SEE AND PLAY

VALLEY'S
New 1956 Model
BUMPER POOL

"ASK THE MAN WHO OPERATES VALLEY'S BUMPER POOL GAMES"

- GREATER PUBLIC ACCEPTANCE
- GREATER OPERATOR ACCEPTANCE
- STURDIER CONSTRUCTION HEAVY 3/4" STOCK
- NEW CLIMATIC TOP ADJUSTER
- HEAVIER WEIGHT



THE
ELDORADO
OF
BUMPER POOL
GAMES



WIRE, WRITE OR PHONE FOR COMPLETE DETAILS & PRICES

VALLEY MANUFACTURING CO.

333 MORTON ST. BAY CITY, MICH.
PHONES 8587 or 8588

Mo. 2c Cig Tax Effective Jan. 1

ST. LOUIS, Dec. 31.—With the new 2-cent cigarette State tax becoming effective January 1, cigarette vending operators are busy inserting pennies in packages for change.

In St. Louis and St. Louis County operators indicated the price of king-size and filter-tip smokes may be increased to 30 cents a pack. The price for regular cigarettes will remain at 25 cents.

Out-State operators reported they will use a single 30-cent price and enclose 2 or 3 cents in each package for change. According to officials, close to 500,000 pennies will be tied up in machines as change.

CHICAGO, Dec. 31.—The Curtiss Candy Company, which is observing its 40th anniversary this month, paid special honor to its first five employees at a dinner Monday. Honored were Hannah Fobel, Edwin Zeddies, Julius Segal, Herman Krieger and Emil Engstrom. The five were with the late Otto Schnering when he founded the company.

Cleveland Coin Machine Exchange, Inc.

Valley Manufacturing Distributors
2029 Prospect Ave. Cleveland, Ohio
Tel. 1-6715
Write for prices.

NEW MODEL!

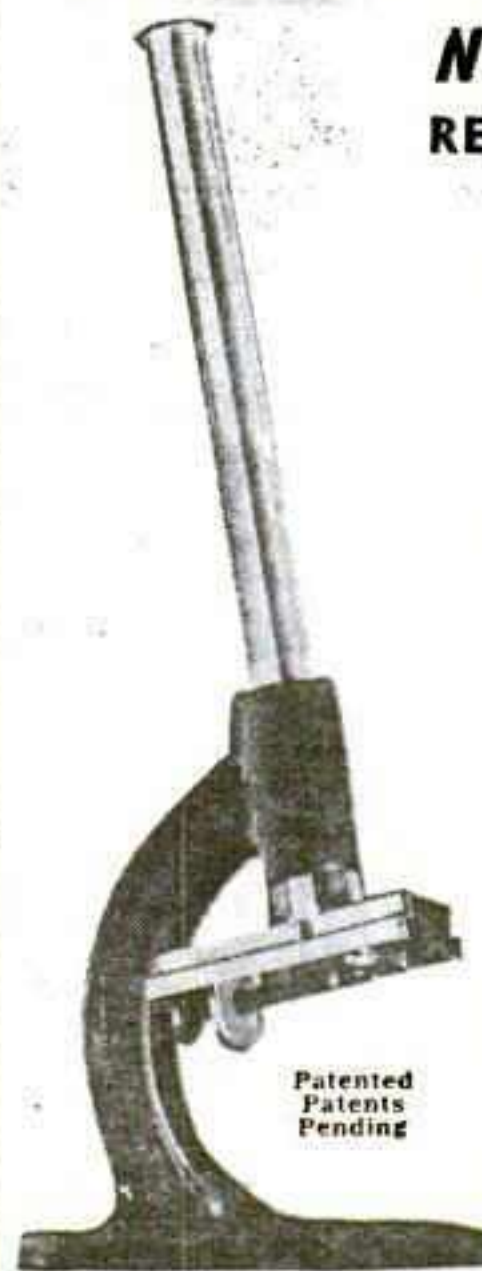
NICKEL DISPENSERS

READY NOW FOR IMMEDIATE DELIVERY

- ★ Single 5c Tube holds 200 nickels with feather touch operation.
- ★ All die-cast parts in mechanism.
- ★ Chrome-Plated mechanism.
- ★ Detachable units (1c, 5c, 10c, 25c) as many tubes as you want (1, 2, 3, 4, 5-hole bases).
- ★ All "wearing" parts of old model eliminated.
- ★ Single 10c Tube with base attached available in quantity.
- ★ Guaranteed accurate.
- ★ Wall or Counter mount.

Exclusive Factory Representative

For Kwik-Koin Dispensers (Manufactured by McPherson Manufacturing Co.) Tacoma, Washington



DUNIS DISTRIBUTING CO.

100 Elliott Ave. W., Seattle 99, Wash., Ph.: Alder 0414
(Inquiries Accepted Now For Local Distributors)

WE WILL PURCHASE FOR CASH ANY QUANTITY OF THE FOLLOWING EQUIPMENT

- GOTTIEB OR WILLIAMS PIN GAMES
- GENCO BIG TOP, WILD WEST AND SKYROCKET
- WILLIAMS SAFARI AND POLAR HUNT
- UNITED BONUS AND CARNIVAL GUNS
- SEEBURG SHOOT THE BEAR GUNS
- SEEBURG M100A

We are offering exceptionally high prices in trade for the equipment listed above toward Seeburg M100B, M100BL, M100C.

Write for complete details

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and International Mutoscope Distributors.



Remember IN NEW ENGLAND IT'S TRIMOUNT

40 WALTHAM STREET BOSTON 18, MASS

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

COINMEN YOU KNOW

Detroit

By HAL REVES

HEBERT SELLS JUKE INTEREST. Arthur L. Hebert has disposed of his interest in Arton Music, juke box operators, to Anthony Sanders, his former partner, and is now engaged solely in the office machines business with which he has long been connected. . . Mrs. Mary A. Barcey, who joined the ranks of the Motor City's feminine operators last year, has recently organized her business as the Midwest Amusement Company. Headquarters are at the Flamingo Bar, which she also owns. Currently running a small route of shuffle games and juke boxes, she plans to expand her operations in the same type of equipment for 1956.


COBRA CARTRIDGES

Realigned and Resurfaced, 75¢ each. Compare them with new cartridges. Cartridges returned within 10 days.
ELECTRONIC INDUSTRIES
P. O. Box 2008 Mesa, Arizona

Panoram Operators!

FOR SALE
We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.
Phil Gould
183 Market St. Newark 5, N. J.
MArket 3-4275

GIVE TO DAMON RUNYON CANCER FUND



Davis Guarantee

- Mechanism Overhauled
- Worn Parts Replaced
- Amplifier Reconditioned
- Speaker Inspected
- Tonehead Renewed
- Cabinet Professionally Refinished

DAVIS REBUILT EQUIPMENT

with the DAVIS 6-Point GUARANTEE


The following models are available for prompt shipment:

SEEBURG		WURLITZER	
148	\$ 95	1100	\$125
M100C	595	1400-1450	250
		1500-1550	295
AMI		ROCK-OLA	
A	\$125	1428	\$ 95
D-80, 45 R.P.M.	345	1436 FIREBALL 120, 78 R.P.M.	275

WALL BOXES

SEEBURG 3W5, 5c, 10c, 25c, 3-wire	\$12.95
SEEBURG 3W2, 5c, 3-wire	4.95
WURLITZER 3020, 5c, 10c, 25c	9.95
WURLITZER 4820, 5c, 10c, 25c	14.95
WURLITZER 5204, 104 Selections	22.95
WURLITZER 219 Stepper	9.95
WURLITZER 252 Stepper	22.50
AMI 40 Selection Stepper	14.95
WURLITZER Speakers 4000, 4006, 4007, 4009	9.95

Private Western Union Wire • Cable Address: "Davdis" • 1/3 Dep. Required



Davis

WORLD EXPORT
WESTERN EXPORT
DISTRIBUTING

Exclusive Seeburg Factory Distributor

738 Erie Boulevard East
Syracuse 3, N. Y., U.S.A., Ph. 75-1631

Corp.

Gottlieb Proudly Presents ... SPOT POOL

THE ARISTOCRAT OF POOL TABLES

BUY THE BEST... WE DO...

GENUINE BRUNSWICK-BALKE-COLLENDER ACCESSORIES WITH ALL THE FEATURES AND EXTRAS

Hinged top and front door.	Distinctive cabinet built by craftsmen.
Durable mechanism for minimum maintenance.	Optional lighting accessory.
Metal ball tracks and quiet reset.	Colorful bumper protectors.
Cross-lined playfield.	Precision dimensions for accurate play.
Genuine Billiard components.	Inlaid rail markers.

"There is no substitute for quality"

AT YOUR DISTRIBUTOR NOW!

1927-1956
29 Years of Leadership!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

Copyrighted material

**START THE NEW YEAR PROSPEROUS
WITH CHICAGO COIN AUTOMATIC POOL**

IMMEDIATE DELIVERY

BINGOS

GAYTIME	\$425.00
GAYETY	295.00
BIG TIME	425.00
VARIETY	295.00
SURF CLUB	175.00
ICE FROLICS	160.00
PALM SPRINGS	150.00
DUDE RANCH	140.00
YACHT CLUB	90.00
BEACH CLUB	125.00
BEAUTY	115.00
ATLANTIC CITY	75.00
BRIGHT SPOT	85.00
PALM BEACH	85.00
PIXIE	490.00
HAWAII	110.00

VENDORS

SHIPMAN 2-COL. STAMP MACH. \$	15.95
LEHIGH PX 12-COL. CIGARETTE (New)	225.00
SILVER KING HOT NUT	9.00
NATIONAL 918 CANDY VENDOR	95.00
MERCURY 9-COL. CIGARETTE (New)	150.00
KEENEY COFFEE VENDOR	425.00
ACORN CAPSULE VENDOR	15.00
ATLAS CAPSULE VENDOR	15.00
ALKUNO CRACKER VENDOR	27.50
ACORN CHARM VENDOR	(Used, 5c)
CONTINENTAL CHANGE VENDOR	86.00
ROWE PENNY INSERTER	(Electric, New) WRITE

ARCADES

GENCO SUPER BIG TOP	WRITE
GENCO QUARTERBACK	WRITE
EXHIBIT TREASURE COVE	\$495.00
GUN	435.00
GENCO SKY ROCKE	85.00
BALLY BIG INNING	
CHI COIN 6-PLAYER SUPER HOME RUN	225.00
CHI COIN 6-PLAYER HOME RUN SET SHOT BASKETBALL (Used)	200.00
KIDDIE WHIP (New)	295.00
SIDEWALK ENGINEER	WRITE
MUTO. VOICE-O-GRAPH	475.00
CHI COIN 4-PLAYER DERBY	175.00
SKY GUNNER	150.00
BEAR GUN	125.00
COON HUNT	195.00
CHI COIN BASKETBALL CHAMP	95.00
CHI COIN GOALEE	80.00
QUIZZER WITH FILM STANDARD METAL TYPER (Used)	295.00
CHI COIN PISTOL	50.00
EXHIBIT GUN PATROL	95.00
EXHIBIT SIX SHOOTER	95.00
CHI COIN BIG LEAGUE	
BULL'S-EYE BASEBALL	375.00
AUTO PHOTO	1800.00
EXHIBIT BIG BRONCHO	350.00
EXHIBIT SHOOTING GALLERY	150.00
UNITED CARNIVAL GUN	225.00
GENCO 2-PLAYER BASKETBALL	185.00

CHICAGO COIN BOWLERS

SCORE-A-LINE	WRITE
BLINKER	WRITE
BULL'S-EYE	WRITE
HOLLYWOOD	\$375.00
BONUS SCORE	\$375.00
TRIPLE STRIKE	300.00
FIREBALL	275.00
FLASH	195.00
FEATURE FRAME	160.00
SUPER FRAME	150.00
ADVANCE	125.00
TRIPLE SCORE	80.00
SUPER MATCH	50.00
NAME BOWLER	50.00
CRISS CROSS TARGET	175.00
BOWL-A-BALL	95.00

UNITED BOWLERS

MARS	\$225.00
SPEEDY	260.00
ACE	200.00
RAINBOW	175.00
LEAGUE	150.00
OLYMPIC	75.00
CASCADE	60.00

MUSIC

AMI F-120	\$495.00
AMI F-80	625.00
AMI MODEL B	145.00
ROCK-OLA 1438 COMET	445.00

1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

The House of Quality



MONROE
coin machine exchange inc.
DIRECT FACTORY DISTRIBUTORS OF ALL TYPE COIN-OPERATED MACHINES

2423 Payne Ave. Cleveland 14, Ohio Superior 1-4600

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

Ops Face Collection Problem on Conn. Tax

HARTFORD, Conn., Dec. 31.—Connecticut's cigarette tax is going up one cent a pack, effective February 1, and will run for a nine-month period.

The move poses a problem for vending machine operators.

Operators, with a set 25-cent per pack rate, must either absorb the tax or reset all machines for nine months in order to collect the penny. Since the tax does not go on for over a month, operators say they plan further study before definite action.

The tax hike is part of a large-scale program designed primarily to raise money for flood recovery purposes throughout Connecticut. The State was hit twice—in August and October—by disastrous flood waters, which knocked out business in both large and small cities, primarily in the Western and Northern sections of the State.

FTC Orders

• Continued from page 68

good references or any requirement other than the purchase price. In making sales, they must not represent that cash outlay is secured by merchandise inventory and that no financial risk is involved nor selling required.

The companies must not claim that profits are greater than customary; that exclusive territories or financial assistance are available for expansion; that satisfactory locations for vending operating are obtained by the firms; that purchase money will be refunded to dissatisfied customers; or the availability to purchase supplies and obtain repairs locally thru arrangements made by the companies.

Finally, the order restrains the firms from representing they are endorsed by the Better Business Bureau of Chicago.

The agreement, it was pointed out, is for settlement purposes only. It does not constitute an admission of violation of the law.

WE WILL TRADE SKILL POOL FOR LATE BINGO GAMES

SEND YOUR LIST IN TODAY OR CALL US

FRANK SWARTZ SALES CO.

515-A Fourth Ave., S. Nashville 10, Tenn. 4-8571

BALLY

Exclusive Distributor For

ROCK-OLA

SHUFFLE ALLEYS

Bally Gold Medal	Write
Bally Jet Bowler	\$350.00
Bally Magic Bowler	400.00
Bally Champion	275.00
Chi. Coin Starlite	225.00
Chicago Coin Bull's-Eye Bowler	Write
Keeney Century	250.00
Keeney Pacemaker	100.00
Keeney Bonus	150.00
United Rainbow	225.00
United Cascade	85.00
United Clover	75.00
United Imperial Bowler	175.00
United 6 Play Star	45.00
Un. Deluxe Comet Targette	275.00

WHILE THEY LAST—LIKE NEW

5 Chi Coin Criss Cross Target ..\$175.00

MUSIC

Rock-Ola 1448 Hi-Fi, 120 Select. Write	
Rock-Ola 1446 Hi-Fi, 120 Select. ..	\$725.00
Rock-Ola 1438 Comet, 120 Select. ..	499.50
Rock-Ola 1428 Magi-Clo	49.50

ARCADE

Now Delivering Bally Pin Pool. Write

Genco Tournament Pool	Write
Bally Bull's-Eye Kiddy Gun	Write
Bally Hot Rod	Write
Exhibit Sportland (Moving Target)	\$199.50
Keeney Sportsmen (Moving Target)	199.50
Genco Quarterback	Write
Genco Champion Baseball	395.00
4 Bally Space Ships (extra clean) ..	325.00
2 Bally Speed Boats (extra clean) ..	325.00

PINBALLS

Bally Broadway	Write
Miami Beach	Write
Bally Beach Beauty	Write
Gaytime	\$445.00
Gayety	345.00
Palm Springs	175.00
Beach Club	125.00
Yacht Club	95.00
Hi-Fi	175.00
Atlantic City	75.00
Surf Clubs	195.00
Ice Frolic	175.00
Beauty	125.00
Bright Spot	95.00
Coney Island	85.00
Dude Ranch	175.00

Calderon

Distributing, Inc.

450 Massachusetts Ave. Indianapolis, Indiana MEIrose 4-8468



GIN RUMMY, POKER FACE, GYPSY QUEEN, QUEEN OF HEARTS

EVERY GOTTLIEB CARD GAME HAS BEEN A BIG MONEY MAKER!

EASY ACES TOPS THEM ALL!

- ★ Targets and Rollovers Light Playing Cards 10 to the Ace in all 4 Suits in Various Combinations.
- ★ 11 Different Combinations Light Center Hole for Specials and Extra Specials.
- ★ All New Card Spotting and Scoring Out Hole.
- ★ 4 Rotating Light Pop Bumpers Boosts High Score.
- ★ High Score to 7 Million.
- ★ 2 Super Powered Flippers.
- ★ 2 Cyclonic Kickers.

NOW at no extra cost, to help protect your equipment: Extra Heavy Duty All-Steel Legs . . . Plated Cigarette Holders on Side Rails.

SEE IT AT YOUR DISTRIBUTOR NOW!

Amusement Pinballs as American as Baseball and Hot Dogs!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS

BINGO MECHANIC WANTED

For route work. Regular hours —good pay and vacation. No drifters. Write to **BOX 837** The Billboard, Chicago, Ill.

ARCADES

Arcades Are Profitable—Opening One? Specialists in Equipping Complete Arcades Layout—Design—Estimates Forty-Four Years' Experience Write or Phone

Grandmother, new	Write
Circus Target, new	Write
Hydro Duck, new	Write
Sidewalk Engineer, new	Write
Metal Typers, new	Write
Counter Games, all types	Write
Pool Games & Pool Game Supplies	Write
Exhibit Star Gallery	\$225.00
Exhibit Shooting Gallery	175.00
Seeburg Coon Hunt	195.00
Air Hockey, Air Football, new	325.00
Bally Big Inning	100.00
Mutoscope Sky Fighter	110.00
Bull's-Eye Target Pistol, new	125.00
Williams Jet Fighter	195.00
Exhibit Wild West	195.00
Williams Major League Baseball	195.00

MIKE MUNYER
300 illus. Catalog on Request.
577 Tenth Ave. (at 42nd St.)
New York 36, N.Y. BRyant 9-6677
43 YEARS SERVICE • EST. 1912

Recovery Aids

Continued from page 68

East Berlin where he had a first-hand view of life in the Communist dominated sector, Leaf said. "In East Berlin there are no highway signs, few automobiles and a scant selection of consumer products on the shelves of the 'HO stores,' which are government operated," he reported.

Restrictions were so severe that Leaf took chocolate bars with him to tide him over mealtimes. Communist identity papers are required to purchase all items, even candy in East Berlin, he said.

"The candy on sale here had little appeal," he commented. "The packaging was very poor, and since I could not buy any, I cannot criticize its quality."

L. A. Vending

Continued from page 68

ager; Paul Doane, Los Angeles sales manager; Kenneth Muhbach, Oakland sales manager; Norman Newell, San Diego sales manager, and Danny Lipson, supervisor of the mechanical department for the three outlets.

Under the firm's usual leasing agreement, a machine is placed on location for three years with a new unit installed at the renewal of the contract. Smith-Hudson will also service the machine if desired.

The firm was organized five years ago by Smith and Robert Hudson in Seattle. Smith purchased Hudson's interest when the latter became a member of the Armed Forces. In 1954 McIntyre became a partner in the company.

POOL GAMES

 <p>CHICAGO COIN AUTOMATIC POOL Original Front Play Sensational! Definitely the Best! Automatic Scoring!</p>	 <p>EXHIBIT DELUXE "84" SKILL POOL 11 Ways Better! Engineered by Exhibit Breaking Profit Records Everywhere!</p>	 <p>CHICAGO COIN CHAMPION POOL Newest of All! Exciting Center-Hole Feature and Light-Up Bumper Posts.</p>
---	--	---

TARGET GUNS

FIRST-Conditioned

EXHIBIT	
TREASURE	395
COVE	295
500	235
SPORTLAND	235
SHOOTING GALLERY	175
LETTER	125
JET GUN	110
SIX SHOOTER	65
DALE GUN	65

GENCO

SKY ROCKET	\$365
RIFLE GALLERY	205
INVADER	125
SKY GUNNER	125

UNITED

CARNIVAL	\$265
DELUXE	

SHUFFLE GAMES

FIRST-Conditioned CHICAGO COIN

* BLINKER	WRITE
* HOLLYWOOD	WRITE
ARROW	355
* HOLIDAY	350
* TRIPLE STRIKE	345
FIREBALL	325
* PLAYTIME	295
FEATURE	255
* STARLIGHT	210
SUPER FRAME	195
CRISS CROSS TARGET	185
ADVANCE	165
GOLD CUP	135
TRIPLE SCORE	95
DOUBLE SCORE	85
* CROWN	85
10TH FRAME, 6 PLAYER	85
* NAME BOWLER	55

GENCO

* MATCH POOL	\$110
SHUFFLE POOL	75

***Indicates "Match Game" UNITED**

* DELUXE CAPITOL	\$395
* DELUXE CLIPPER	345
* DELUXE MARS	325
* DELUXE COMET	295
* BANNER	250
* DELUXE TARGETTE	245
RAINBOW	235
* LEADER	185
LEAGUE	185
CHIEF	175
ROYAL	140
* CLASSIC	95
OLYMPIC	85
* STAR 6-PLAYER	55
DELUXE 6-PLAYER	45

KEENEY

* BIKINI	\$195
* DIAMOND	185
* BONUS	165
* PACEMAKER	115
* DOMINO	95
CARNIVAL	75
CLUB 10-PLAYER	55
6-PLAYER	45

SPECIAL!

Have purchased entire Binks Mfg. Co. inventory of their outstanding counter game:

ZIPPER

3 Great Play Principles: Bingo Scoring — High Score — Steeple Chase (zig zag ball action). 1r, 5c, 10c, 25c play.

BRAND NEW

Originally \$79.50—NOW \$25



FIRST

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

COIN MACHINE EXCHANGE, INC.

Joe Kline & Wally Finke

Your American Red Cross Is Always There After Disaster Strikes

Capture AND **HOLD** THE CHOICE LOCATIONS!!!



Keeney's
JUMBO DELUXE
(18 inches longer)
FASCINATION POOL
is the answer!

FEATURES

- 3 or 4 sided play
- Perfect operating Ball Release can't be cheated
- Perfectly squared to entice the professionals

YOUR KEENEY DISTRIBUTOR HAS THEM!

Mahogany Grained Moulding—Cork Finish Body and Legs

- Green, rubber-backed felt
- Simple coin mechanism
- Levels on 2 Side Rails
- Leg Levelers
- White Diamonds on Side Rails

3 WAY SKILL TEST

- SPEED
- TIMING
- ACCURACY

OPERATE Keeney's 6-PLAYER Deluxe CHALLENGE BOWLER

Order Yours Today!



J. H. *Keeney* & CO., INC.

2600 WEST FIFTIETH STREET • CHICAGO 32, ILLINOIS

REGULAR SIZE 52" L. x 36" W. x 32" H.

POOL GAME PARTS and ACCESSORIES
Immediate Delivery

- Cue Sticks... Ea. \$2.50
- Phenolic Resin Balls, Ea. \$ 2.50
- Cue Tips, Elk Leather... Package of 25 .75
- Novo-Plv Panels, complete w/ cloth and holes... Ea. 35.00
- Novo-Plv Panels, w/ rubber bumpers and cups... Ea. 42.50
- Tip Clamps... Ea. 25¢
- Chalk... Per Gross 3.00
- Ko-Bumpers... Ea. .35

SPECIAL!
Chicago Coin
HOLLYWOOD
\$350

Exclusive Chicago Distributor for the BEST in POOL GAMES!
CUE-STAR by FISCHER — **\$209**
COIN POOL Marked for 3 or 4 Side Play
IMMEDIATE DELIVERY
• ALSO AVAILABLE FOR IMMEDIATE DELIVERY ...
• **JUMBO SIZES—18" Longer!**

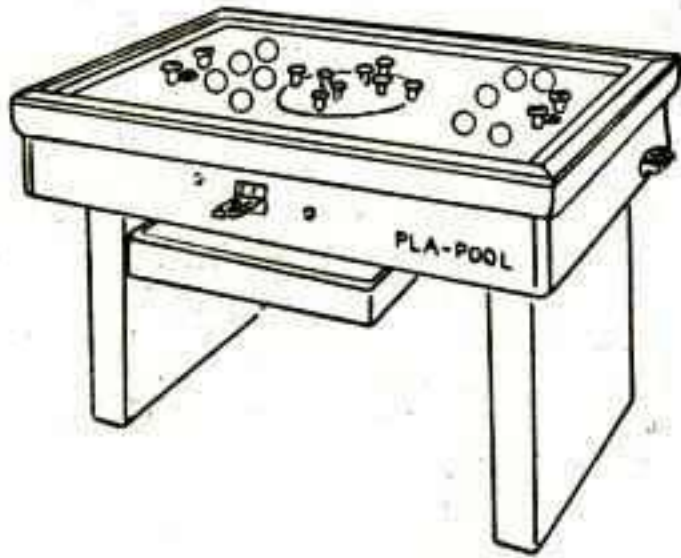
CHARLEY PIERI Get Our List, New-Used Games, All Types
Monarch Coin Machine, Inc. Lincoln 9-3996-7
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"PLA-POOL" for Big Profits

MARVEL'S SENSATIONAL BUMPER-TYPE POOL GAMES . . . 2 SIZES

CHECK THESE EXCLUSIVE FEATURES:

- 3 or 4-sided play
- Pockets set in from and permit rebound action
- Dimensions:
DeLuxe Model, 72"x36"x32"
Regular Model, 52"x36"x32"
- Regulation Size Cues
- Table Top on Hinges with Lock
- Cash Box Inside, also with Lock
- Attractively Finished Cabinets
- ABT Double 10¢ Chute
- Finest obtainable pure gum rubber cushions and playing field cloth
- Immediate Delivery



MID-STATE CO. 2349 Milwaukee Ave., Chicago 47, Ill. Tel.: Dickens 2-3444

GIVE TO DAMON RUNYON CANCER FUND

Midwest Ops

Continued from page 68

crease over-all volume sales in hot chocolate, tea and soup.

A tendency toward wider use of liquid concentrate—chocolate and coffee—became noticeable late in 1955. Caterers entering the vending field are using pre-brew equipment, and operators are following developments in pre-brew and self-brew equipment.

Water Pre-Mix

Beverage sales, aided by the long spell of torrid weather that engulfed the nation this past summer, were excellent. However, operators are closely watching the progress in the pre-mix field.

(Editor's note: To date only franchised bottlers have had access to this equipment. However, one soft drink manufacturer is reported planning to release equipment to operators in areas not conflicting with his franchise bottlers.)

In the bulk field, Midwest operators in 1955 experienced one of their most competitive years, and in order to keep over-all sales up were forced to place more machines on locations.

While small neighborhood locations continued among the better outlets, the move is toward the high-trafficked supermarkets, industrials and suburban locations.

Every conceivable kind of EQUIPMENT SUPPLIES AND SERVICES has been sold in The Billboard

WHAT DO YOU HAVE TO SELL? Write BOX 666 2160 Patterson Street Cincinnati, Ohio

CHARLESTON, W. Va., Dec. 31.—According to official figures compiled by the State Tax Department, both cigarette and soft drink tax receipts for last month were up from November a year ago.

Cigarette taxes amounted to \$523,881 last month, compared with \$483,138 in November, 1954. Soft drink taxes netted \$210,040 last month, compared with \$190,

461 in November a year ago. Receipts for the fiscal year beginning July 1 also were up from both tax sources, the department said.

Cigarette tax collections of \$3,154,443 were 20.7 per cent above those a year ago, and soft drink taxes totaling \$1,488,865 were 8.4 per cent above those for July to November of 1954.

Exclusive Distributors for
AMI-Chicago Coin-Exhibit-Genco-Gottlieb-Keeney-Williams

GENCO

- Champion Baseball \$350.00
 - Quarterbacks Write
 - Big Top 375.00
 - Rifle Gallery 195.00
- GOTTLIEB**
- Duefie Deluxe \$250.00
 - Guys & Dolls 99.50
 - Hawaiian Beauty 149.50
 - Poker Face 110.00
 - Skill Pool 89.50
 - Stage Coach 175.00
 - King of Swat 350.00
 - Wishing Well 245.00

WILLIAMS

- Army & Navy \$ 65.00
- Colors 175.00
- Dealer 110.00
- Disk Jockey 74.50
- Fairway 74.50
- Grand Champion 74.50
- Hay Burner 49.50
- Hong Kong 49.50
- Lazy O 99.50
- Lu Lu 215.00
- Nine Sisters 109.50
- Peter Pan 210.00
- Screamo 109.50
- Thunderbird 144.50
- Times Square 74.50
- Wonderland 195.00

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4-PLAYER GENCO SKEE BALLS
CASH WAITING

MILLER-NEWMARK Distributing Co.

5743 W. Grand River Ave. Detroit 8, Michigan TYler 8-2230
42 Fairbanks St., N.W. Grand Rapids, Mich. Phone: 9-8632

2 GREAT GAMES FROM GENCO! THE ORIGINAL POOL GAME with OPTIONAL TABLE LIGHT

GENCO'S **TOURNAMENT POOL**

FOR 2 OR 4 PLAYERS

For **3 or 4-SIDED PLAY**

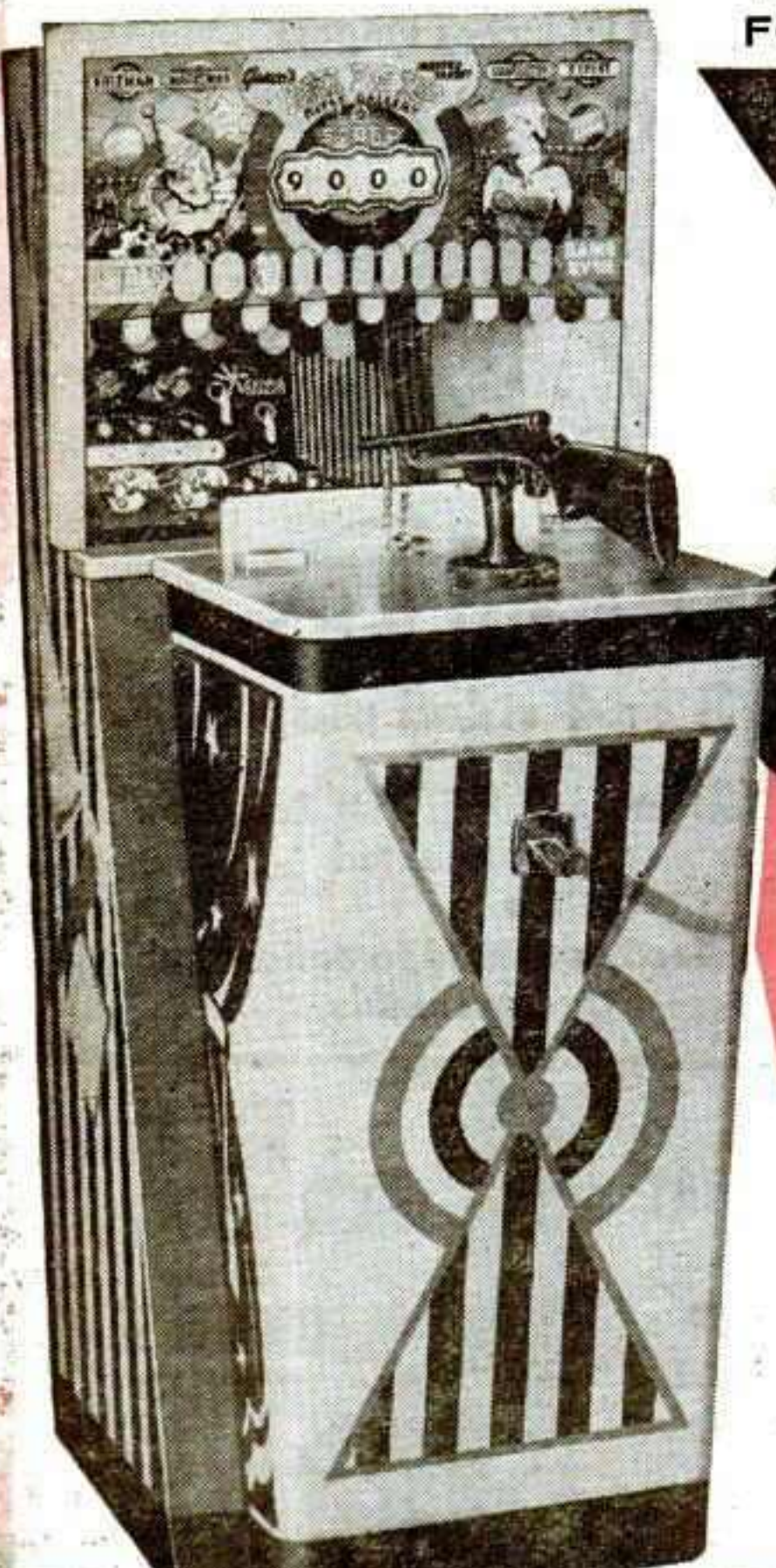


LATEST ADDITION!

GENCO KING SIZE TOURNAMENT POOL
18 inches LONGER for 25% FASTER PLAY
than Deluxe Model (same width)

HINGED PLAYFIELD for easy servicing

GENCO'S **SUPER BIG TOP** RIFLE GALLERY



Operators everywhere acclaimed **BIG TOP** the finest Gun Game ever made! And **NOW WE** proudly present this brand-new, better-than-ever model!

SEE them NOW at your GENCO Distributor

CONVERTIBLE...
novelty, match or super star

PLUS many more NEW FEATURES!

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue Chicago 14, Illinois

Pin Games Banned In Calif. County

SAN BERNARDINO, Calif., Dec. 31.—San Bernardino County supervisors have adopted an ordinance banning the possession of pinball games in the unincorporated areas of the county.

Officials estimated the ordinance would affect approximately 300 to 400 games located in out-of-city spots.

County supervisors said they passed the ordinance, backing up Sheriff Frank Bland, who had called the games "a law enforcement problem." Bland said it was impractical to enforce the old ordinance which forbade gambling on the games.

Opposition to a more inclusive pinball ban, which would affect the various cities in the county has been voiced by the city of San Bernardino.

Valley Bows

Continued from page 72

has legs which are attached by thumb screws, rather than the usual boxed-in legs. The legs can be folded up.

Earl Feddick, Valley president, said the home-play model lists at \$99.95. He said the model will soon be provided with an interchangeable checkerboard top for checker playing, card playing and use as an extra table.

Tables of both models, the regular coin Bumper Pool and the home play game, are made of white maple, the tables manufactured by Valley.

SOUTHERN'S SUPER-VALUES . . .

DUCK RIDE	\$200
RIDE 'EM COWBOY HORSE	250
EXHIBIT BIG BRONCHO	350
UNITED DERBY ROLL	150
UNITED TROPICS	75

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MUSIC IS OUR BUSINESS!

ROCK-OLA 1438 COMET	\$575
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Exclusive **AMI** Distributors in Virginia, Central and Southern West Virginia and Eastern Tennessee

NOW DELIVERING THE MODEL "G" The Machine of Tomorrow TODAY!

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Your Dollar Buys More at NATIONAL . . . The House That Serves You Better!

The **ARISTOCRAT** of POOL TABLES . . .

GOTTLIEB'S SPOT POOL

Immediate Shipment!
Replacement Accessories Available

RECONDITIONED 5-BALL GAMES

SWEET ADD-A-LINE	\$250
SOUTHERN BELLE	225
GYPSY QUEEN	210
DELUXE SLUGGIN' CHAMP	205
SLUGGIN' CHAMP	200
TWIN BILL	185
STAGE COACH	175
LADY LUCK	165
DRAGONETTE	160
GOLD STAR	145
HAWAIIAN BEAUTY	145
MYSTIC MARVEL	130
SHINDIG	110
PINWHEEL	110
POKER FACE	100
GUYS-DOLLS	90

RECONDITIONED SHUFFLE GAMES

CHICAGO COIN HOLLYWOOD	\$365
DELUXE CAPITOL	395
DELUXE CLIPPER	350
DELUXE LIGHTNING	345
DELUXE MERCURY	300
MARS SHUFFLE ALLEY	300
BANNER	265
ACE	245
TEAM	195
ROYAL	150
OLYMPIC	75
CASCADE	65

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Get those Easy Earnings with Gottlieb's New

EASY ACES

Immediate Delivery!

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PLAYERS PREFER THEM OPERATORS LIKE THEIR BETTER CONSTRUCTION

Williams PRODUCES MANY MORE POOL TABLES THAN ANY OTHER SOURCE...

Williams DE LUXE BANK POOL

SIZE 52" L. x 36" W. x 32" H.

2 sets of Rules for 3 or 4 sided play

Williams SCORE-POOL

PLEXIGLASS TO ELIMINATE REPLACEMENT!

TOTALS SCORES AUTOMATICALLY ON LITE BOX

2 DIMES PER GAME

Transfer Scoring from one player to another

Lively Rails

Accurate Scoring

where more space is available...

Williams DE LUXE SENIOR BANK POOL

18 inches longer than the Deluxe Model—same width

- 2 Coin Operation • Perfect Bank Shots
- New Free-Swinging HINGED TOP
- Extra Cue Hooks • Fool-Proof Mechanism
- Red Diamonds on Siderails

OPERATE Williams ROYAL CROWN FAST SCORE BUILD-UP!

OPERATE Williams JOLLY JOKER HIGHEST EARNINGS! LOWEST PRICE!



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CREATORS OF DEPENDABLE PLAY APPEAL
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1ST
IN EARNING
POWER *



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CHAMPION POOL

The original . . . Official-Type Pool Game
With The Exciting Center Hole Feature!

New Attractively Applied Designed Cabinet With
"Interlock" Construction!

New Tantalizing Center Hole Feature Increases
Play . . . Requires Even More Skill and Alertness!

New Type Ball Drop Mechanism . . . Simple . . .
Positive . . . Fool-Proof!

New Plastic Light-Up Bumper Posts!

New Super Sensitive Rebound Rails!

Built-in Accurate Spirit Levels!

Hinged Front Door and Playfield For Easy Servicing!

2 Color Grid Screened Playfield For 3 Sided Play!

2 Coin Operation! 2-4 Can Play! 3-4 Sided Play!

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(By Actual Test Locations)

NOW AT YOUR
DISTRIBUTOR
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Also Available
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CROWN
POOL
Featuring
2 Hole Play

IT'S HOTTER THAN EVER!
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AUTOMATIC
POOL



Featuring . . .

AUTOMATIC
BACK RACK SCORING WITH FRONT PLAY!

It's the FIRST Automatic Pool Game in the Industry!

New Livelier Rebound Rails! Accurate Fool-Proof Scoring!

New Ingenious Player Score Transfer Device! (Accurate Transfer Scoring From One Player to Another.)

Lites Are
Optional
Equipment

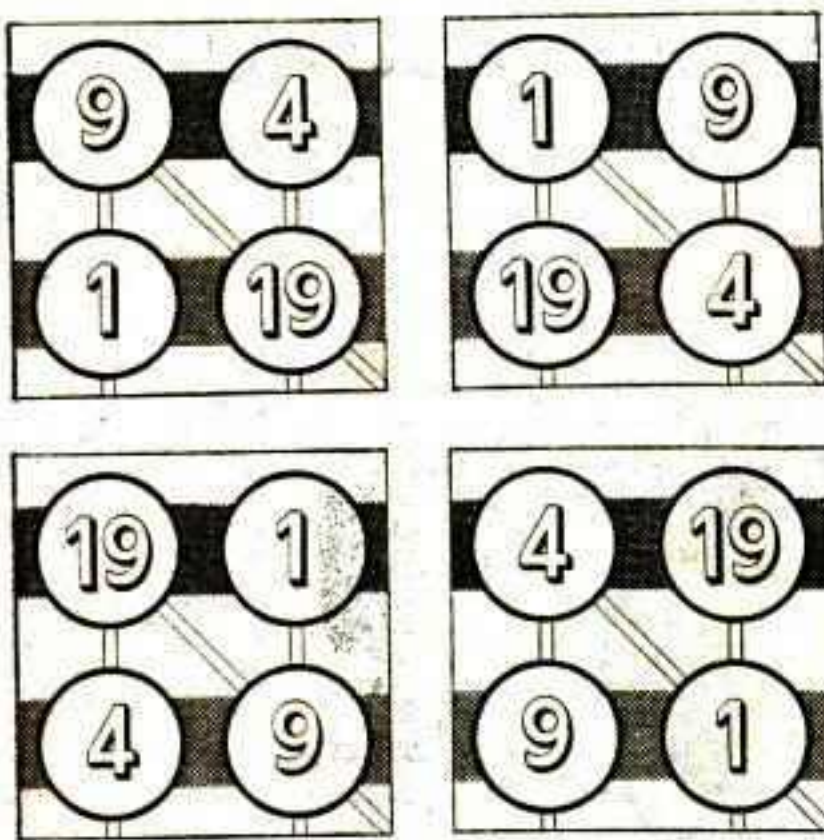


More money-making play-appeal than ever

in Bally BROADWAY

MAGIC SQUARES

Arrow points to only one of 4 Magic Squares—A, B, C and D—each plainly labeled on BROADWAY backglass. The 4 numbers in Magic Square A may be shifted to player's choice of the 4 different combinations illustrated below.



Each of the 4 Magic Squares—A, B, C and D—may be shifted to player's choice of 4 different combinations. Separate button for each Magic Square permits player to shift only the Square or Squares that he desires to shift—without shifting other Squares. Maximum "number-juggling" flexibility of Magic Squares insures maximum play-appeal... results in maximum earning power.

EXTRA TIME

Player shifts Magic Squares before shooting fourth ball... or before shooting fifth ball, if "5th BALL" panel is lit. Earning-power of popular Extra Time feature has been proved in BEACH CLUB... VARIETY... BIG TIME and other great Bally games.

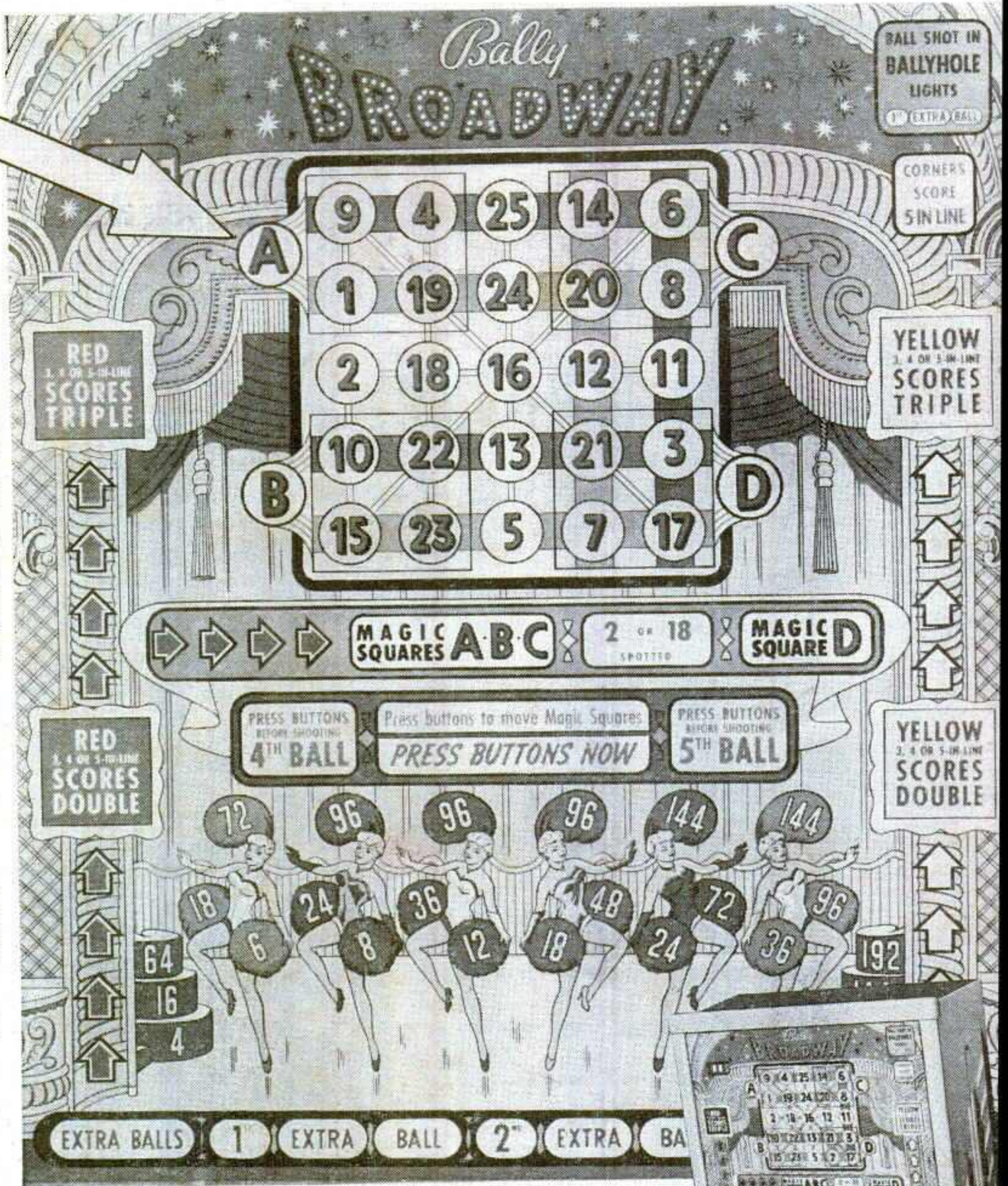
DOUBLE SCORES TRIPLE SCORES

SPOTTED 2 OR 18

BALLYHOLE

Ball in Ballyhole (16), when Ballyhole panel is lit, lights 1st EXTRA BALL, giving player extra ball without depositing coin.

CORNER-SCORES ADVANCING SCORES EXTRA BALLS



Jam-packed with time-tested play-appeal
 ... exciting new features brilliantly billboarded
 on the brightest backglass in years
 ... easy to understand, fun to play... Bally
 BROADWAY is ringing up
 cash-box collections that
 top all records since the great
 days of BEACH CLUB. Get your
 share of the BROADWAY
 bonanza. Get BROADWAY today.



SEE
Bally
 BOWLERS
 PAGE
 74

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois

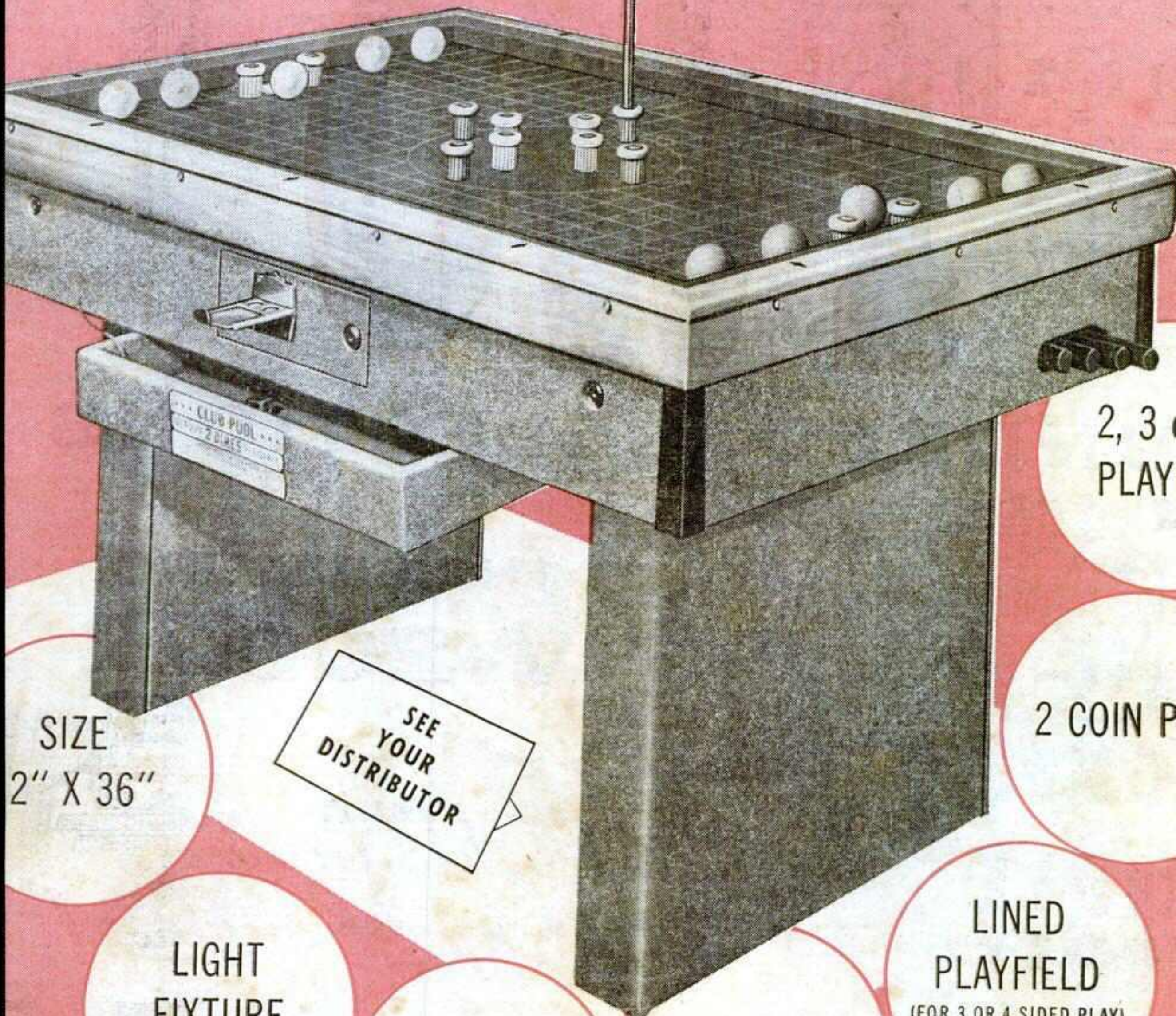
UNITED'S

CLUB POOL

Fascinating Skill Game

Operates Everywhere!

TREMENDOUS APPEAL!
TREMENDOUS EARNINGS!



SIZE
2" X 36"

SEE
YOUR
DISTRIBUTOR

2, 3 or 4
PLAYERS

2 COIN PLAY

LIGHT
FIXTURE
(OPTIONAL)

BUILT-IN
CUE RACK

HINGED TOP

LINED
PLAYFIELD
(FOR 3 OR 4 SIDED PLAY)

AT YOUR DISTRIBUTOR

REGULATION Shuffle-Alley

W-P-NOTCH Shuffle Alley

CHARLET In-Line-Game



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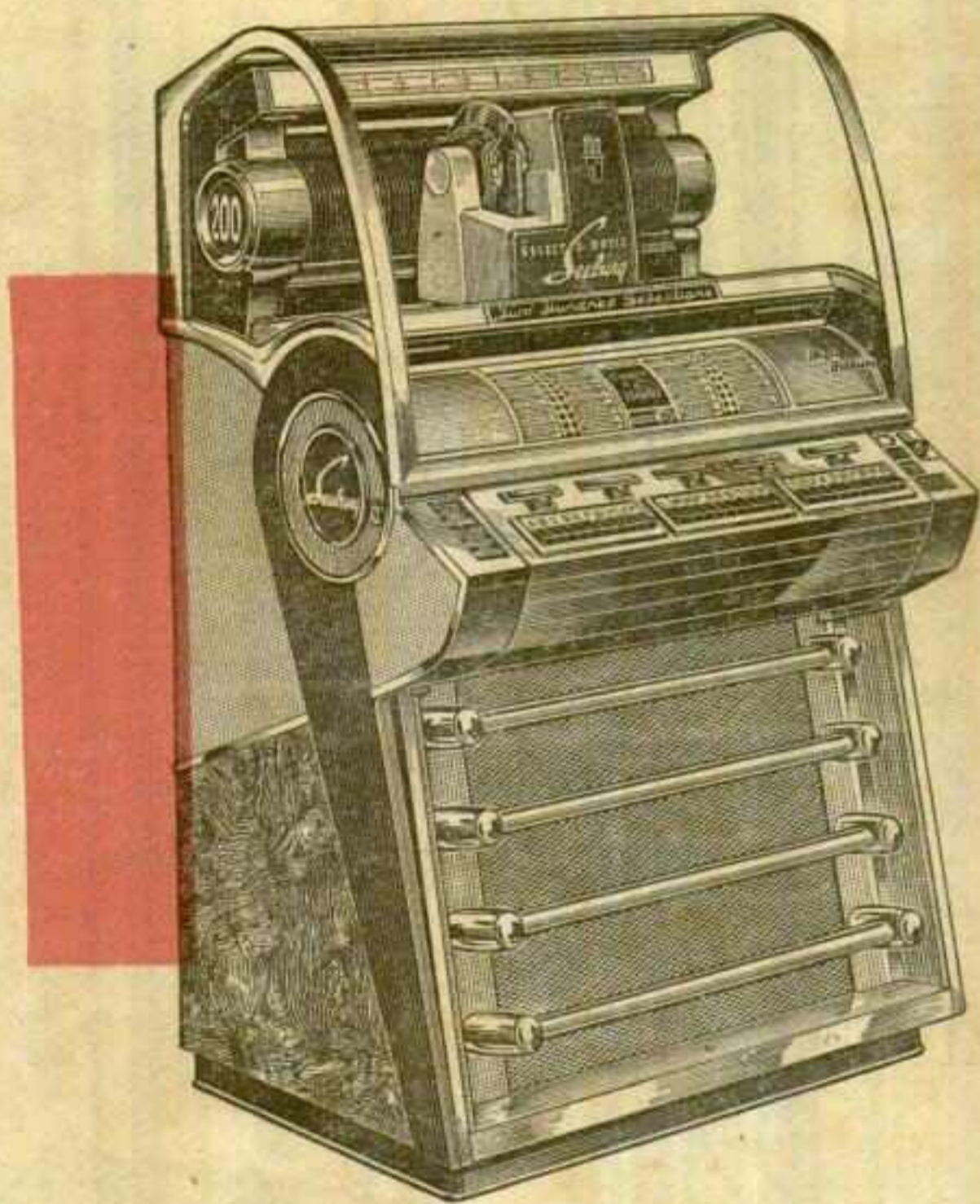
JUMBO CLUB POOL also available with all the features of Club Pool. Size: 70" x 36"

ONLY **ONE** HAS

TWO

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AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEM

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