

The Billboard

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Polkas Fade From Mil'Kee Juke Boxes

Beer City's Favorite Folk Music Bows To Pop Hits and Rock 'n' Roll Records

By BENN OLLMAN

MILWAUKEE—A musical revolution is kicking up in the Beer City. The polka is playing second fiddle to other tunes on local juke boxes.

Now, should Milwaukee beer and pretzels go the way of the polka, there would be cause for violent reaction.

But Beer Towners evidently do not regard this change in musical tastes a threat to their city's reputation as "The Gemuetlichkeit Capital of the World."

Despite a population heavily weighted with German and Polish nationality groups, Milwaukee juke box patrons are exhibiting brash preference for pop music, country and western, rhythm and blues, and even progressive jazz. "Wass ist los mit der polka?"

Juke boxes here are not the only musical mediums to feel the polka pinch. A few years back the local radio stations scheduled a number of polka and old-time music programs daily. The recent impact of rock 'n' roll and progressive jazz has edged these programs right off the radio waves.

Polka Prospects Slim

Today, only one station, WMIL, with its Fritz the Plumber deejay program, offers a true polka and old-time music show that can boast a large and loyal following. The same sad story also holds for polka bands and dance hall activities, which have almost disappeared from the scene. Just a few seasons back bands like Frankie Yankovic, Heinie and His Grenadiers, Louie Bashell and Lawrence Duchow held forth steadily on radio stations and in local beer halls. Today, all that these polka outfits can scrape up are weekend and private party bookings in Milwaukee.

One stronghold remains, according to reports, suburban West Allis. Juke boxes in West Allis highlight

Jukes Click In Lebanon

BELROUTH, Lebanon—Music along the Mediterranean is getting to be more and more of the juke box variety in this enterprising tourist and agricultural country.

It started in June, 1955, when U. S. juke box manufacturers first brought new music machines into the country. There are now 80 to 100 machines, all late model phonographs, in Lebanon.

"The juke box is still new to most of Lebanon's people," said Wissam W. Ezzedine, of Wael & Wissam Ezzedine, Ezzedine Chemical Company, in Beyrouth, principal seaport of the country.

Ezzedine is distributor in Lebanon. (Continued on page 56)

ACTORS, BANDS MAKE 1-NITERS IN OWN PLANES

CHICAGO — An ancient source of irritation between traveling entertainers and their booking agents, distances between one-night stands, is disappearing into thin air. That is to say, the acts are buying airplanes and flying.

It works wonders in giving maximum freedom to agents in booking where the openings happen or where the highest price dangles, regardless of distance, according to one top booker, Fred C. Williamson, vice-president of Associated Booking Corporation. And surprisingly, the cost of such lofty transportation fades in importance against the economic advantages. Owning and flying a plane, acts have found, just doesn't cost so much. You don't have to be Arthur Godfrey to think about it seriously.

One such act, Yonely, a popular fiddler in posh nighteries, recently hopped from Minneapolis to Pittsburgh for successive evenings, about 800 land miles, and had plenty of time to relax. Two other acts booked by Associated, Ravel, a mental trickster, and Tulara Lee, a comic acrobat artist, enjoy the same advantage. The two latter acts own Tri-Pacers, valued at about \$5,400 in good used condition. They're four-seaters, which, once the initial outlay is covered, will fly thru the air at a modest cost of about a nickle a mile, including gas, oil, maintenance and hangaring. Yonely, because he's a serious airplane bug, cruises in a \$25,000 Bonanza. (Continued on page 13)

Nothing Like a Show In Land of Ice, Snow To Warm the Heart

Air Corpsmen, Performers Find Mutual Pleasure in Frozen North

By BOB BERNSTEIN

GOOSE BAY, Labrador—Any one who believes that live entertainment will ever be replaced by other media should step out onto an improvised stage in a hangar, where thousands of G.I.'s have waited hours in below-zero weather for that rare treat, a show unit.

The deafening applause, the lusty laughter and cheers, the after-show gratitude close to tears which, without exception, is the reaction to such few troupes as play our far-off air bases, provide the biggest thrills performers have ever had.

Personal Glimpse

For a first-hand, frost-bitten glimpse at these unique, forgotten audiences, The Billboard went along on a circuit of the Northeast Air Command bases with emcee Drew Pearson, songstress Ella Logan and a hardy, talented group of volunteers from show business.

The massive, rocky landscape is bleak and icy, with 24-hour darkness thruout the winter months. The airmen are confined to these bases in Labrador, Newfoundland, Iceland and Greenland for a year at minimum, with no towns to visit, no girls to date, little change in an essential but monotonous routine. The Air Force provides what recreation it can. Television sets abound, for example, averaging one to every four men, with each

base running a local station (discussed in next issue), but the cry for live performers grows louder.

Most of the air bases this show unit played hadn't had a live performance in almost a year. Commitments forced the troupe to give its show only three times at a base (an arduous task requiring loss of meals and sleep) covering audiences of 15,000 troops in a few days, but missing 10,000 more whose schedules didn't let them see the show.

Lisa Ferraday

"They are the warmest, sharpest audiences I've ever entertained," was the comment of beautiful Lisa Ferraday, who managed to be every inch a lady and all-woman in mukluk boots, parka and pile cap. "They get every topical reference, every satiric subtlety and every change of mood. New York and Hollywood were never like this."

"If we could humanly have played more shows, it would have been a privilege," according to Adolph Green, co-author of "Bells Are Ringing" who returned to performing for the trip. "You get a kind of dedication and inspiration after witnessing these audiences and what your show means to them."

There wasn't one of the 20 performers who didn't ask to be included on future tours, yet it's almost impossible to get people to make this particular circuit for the first time. The barren topography and lack of knowledge of what the audiences will be like frighten some off, while others feel that wartime no-fee jobs aren't necessary in peacetime.

The man responsible for improving this attitude is Michael Sean O'Shea, who leaves his public relations office as often as he can corral a group of actors to (Continued on page 8)

Harmon's Top Shows Stars

HARMON AIR BASE, Newfoundland—A quick sampling of Air Force personnel here revealed the following current G.I. favorites:

Best singer, Elvis Presley. Best musician, Liberace. Best TV show, "Wyatt Earp." Pet TV peeve, refrigerator commercials. Best comedienne, Nanette Fabray. Best show to wake to, "Eddie Fisher's Coke Time." Best show to go to sleep to, "Sheena, Queen of the Jungle."

The local TV station on the base has scheduled its programs accordingly.

NEWS OF THE WEEK

ABC Talent Terms May Lure Danny Kaye, Bing Crosby . . .

Danny Kaye and Bing Crosby will probably star in ABC-TV shows next fall, lured by liberal talent terms. President Goldenson is banking on Federal Communications Commission station clearance relief to aid his ambitious programming plans. . . . Page 2

Revlon Buys Warner, M-G-M Films for 20 Big Markets . . .

Revlon bought half sponsorship of shows using Warner Bros. and M-G-M pictures on TV stations in 20 markets. In New York it got half of the Saturday night "Late Show" on WCBS-TV; in Los Angeles the Sunday evening "Warner Bros. Premiere" on KTLA. . . . Page 6

Diskers' "Giveaway" Policy Apparently Here to Stay . . .

The record industry's optimistic "Anybody Can Make It" philosophy during 1956 has resulted in what appears to be a most magnanimous giveaway by record manufacturers to dealers in the form of 100 per cent exchange. Dealers are still uncertain as to its ultimate advantages

for the retailer, but the "giveaway" policy seemingly is here to stay. . . . Page 11

Columbia Records' Strength In Singles Moves Into High Gear . . .

Columbia Records' singles business during the past week moved to a peak level, with heavy sales racked up by Guy Mitchell, Johnnie Ray, Frankie Laine and other artists. Hal Cook, vice-president and sales chief, notes a firmer accord between record companies and publishers, resulting in a more stable singles business. . . . Page 11

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GROWN-UP GROWING PAINS

Exec Shake-Ups, Programs, Probers Plague Nets in '56

By LEON MORSE

NEW YORK—The past year has been a year of problems for network TV, an indication that the industry has been groping its way out of the relatively happy state of adolescence into the more troublesome state of maturity.

Problems have arisen in three areas: (1) Washington, where the specter of governmental regulation still casts its threatening shadows, (2) The difficult and all-important area of top-level network administration and management, and (3) The new season having provided virtually no outstanding successes in programming.

On the Washington front the industry was beset by four different investigations which kept the network brass busy making appearances and teaching the investigators the TV facts of life. The first headline-catching inquiry in May, chaired by Sen. Warren G. Magnuson, brought forth spectacular testimony from Dick Moore, KTTV, Los Angeles, topper and a rash of conflicting statements from the networks and their affiliates. Dean Barrow has meanwhile been empowered by the Federal Communications Commission to head its own investigation, and he and his crew have covered ground at networks, agencies and packagers, both here and in Hollywood.

Late Summer

In late summer Rep. Emmanuel Celler used New York City as the setting for his own investigation, where he interviewed the heads of the three networks. The anti-trust division of the Department of Justice all the while had been collecting evidence. Its charge that NBC-TV has violated the Sherman Antitrust Act in its acquisition of the Westinghouse Philadelphia video station has made the most recent headlines.

The networks are still awaiting reports to be made by Dean Barrow and the Magnuson and Celler committees, which presumably could result in legislation affecting their current methods of conducting business.

In the vital area of management, this was a year that saw major shake-ups in top management at two networks and the retirement of a third web prexy. ABC President Robert Kintner resigned as head of that network because of a policy disagreement with Leonard Goldenson, the president of American Broadcasting-Paramount Theaters, Inc., the parent corporation. Several weeks later Kintner joined NBC as an executive vice-president.

Pat Weaver

And it was at NBC that Sylvester (Pat) Weaver, chairman of its board, resigned after a major re-vamping of its method of operation

based on a study made by Booz, Allen & Hamilton. Weaver, one of the major programming innovators, disagreed with the recommendations and the executive realignment that followed.

At CBS-TV, Jack Van Volkenberg resigned to retire to his new Florida home. He was succeeded by executive veepee Merle Jones. At NBC and ABC the changes presage much tighter methods of operation, with the accent on teamwork as a substitute for individual supervision.

The first half of the new season has been a distinct programming disappointment to all three networks. CBS was affected the least, since its strong shows continued to pull in heavy ratings. And it came up with two new properties — "Playhouse 90," the first weekly hour-and-a-half dramatic stanza, and "The Zane Grey

Theater" — both of which have cracked into the first 30 programs in the latest Nielsen ratings.

Wins, Losses

NBC has perhaps taken the greatest programming drubbing, but its new programming team, headed by Manie Sacks, is aware of its problems and is taking immediate steps. The sole new programming contribution on Monday at ABC is the second Lawrence Welk show, which is already giving the opposition trouble. On Tuesday "Wyatt Earp," its 7:30-9 Tuesday powerhouse, and "Cheyenne" have increased their favor with viewers to give the web a headlock on early Tuesday evening ratings.

The year also saw the cancellation of the only Saturday spectacular on CBS, the "Ford Star Jubilee," and the substitution of a

(Continued on page 3)

GOLDENSON PLAN

ABC's Terms May Snag Kaye, Crosby

NEW YORK—The liberal terms ABC-TV is offering talent will probably bring Danny Kaye and Bing Crosby to the web next fall in non-weekly film shows, as well as moving a number of stars into regular weekly live and film series. Chief inducements are the chance for personal development thru a variety of roles normally forbidden them and a financial set-up which will bring them more money over a longer time period via reruns.

ABC, however, is not banking on programming alone for its rise to eminence, according to Leonard Goldenson, acting company president. Relief in the station clearance picture will be forthcoming from the Federal Communications Commission.

Around the same time, estimated at spring, Goldenson is expected to return to presidential duties of the web's parent company, American Broadcasting-Paramount Theaters, leaving behind two presidents, one each for ABC-Radio and ABC-TV. Goldenson's own phrasing for his withdrawal is "at such time as ABC is on a sound basis along simple lines," generally assumed to mean when the 1957-'58 schedule has been set up.

Spring Line-up

Sometime earlier than spring, his special assistant, John Mitchell, will take over as veepee in charge of West Coast operations, with

Earl Hudson, now berthed in Hollywood, going into retirement. Mitchell will depart for San Francisco in a month.

Clearing up industry speculation on intramural activities within AB-PT, Goldenson stated that ABC and Am-Par, its new movie-making division, will not engage in any feature film deals or promotional tie-ins. Feature film, in fact, will play no part in ABC-TV's programming plans, since Goldenson favors "shows designed for TV" and web chief Ollie Treyz likes live shows.

Other ABC drawing-board projects for 1957 include renovation of studios to prepare for color TV, increased studio space in New York and the continued search for new daytime and nighttime properties. The web's programmers are concentrating strength on Wednesday and Saturday evenings.

ABC in No. 2 Spot On Dec. Trendex

NEW YORK—Analysis of the December Trendex report reveals ABC-TV has moved into the No. 2 rating position for prime time. Of the 42 half-hours which comprise the 7:30-10:30 p.m. period each week, the web led its competitors in 11, while NBC-TV led in seven. CBS-TV maintains its supremacy with a rating lead in 24.

According to Trendex figures for December, 1955, ABC a year ago led in only three periods, the "Disneyland" hour and "Rin Tin Tin." NBC led in 18; CBS, in 21. A breakdown of the current figures shows that NBC has only one strong evening, Thursdays, with Groucho Marx, "Dragnet," Tennessee Ernie and "Project 20" (a special during rating week) coming in winners. ABC's long suit is Tuesday with "Conflict," "Cheyenne," "Wyatt Earp" and "Broken

'Landmark' for Calkins-Holden

NEW YORK—Calkins & Holden, for Prudential, last week took an option until February 15 on "Landmark," the new hour film series produced by Goodson-Todman. The program concerns itself with historical subjects and was designed for showing in the 5-6 p.m. time slot Sunday afternoon this season.

Prudential now sponsors "Air Power" and "You Are There," which jointly share the 6:30-7 time period on CBS Sundays. It may be considering "Landmark" for next season as a replacement for its current properties, but probably would be unable to pay for full sponsorship.

Reynolds Asks 'Boy' Sharer

NEW YORK—Reynolds Metal has asked NBC-TV to find a co-sponsor to help share the bills on "Circus Boy," its Sunday 7:30-8 p.m. property.

Reynolds is endeavoring to make its network dollar do more work, and may go into daytime or buy sports programming with the money it will save from "Circus Boy."

H. Bishop to Move 'Clock' to Fridays

NEW YORK — Hazel Bishop will move "Beat the Clock" from 7-7:30 p.m. on CBS-TV Saturdays to 7:30-8 Fridays on the same web in late February.

The program has more than doubled its Trendex since Bishop took over sponsorship this season. CBS is now looking for another client and show to move into the Saturday half hour.

Colgate Renews 'Rich'

NEW YORK — Colgate last week renewed "Strike It Rich" for another 13 weeks. It had previously renewed "Big Pay-Off" for 13 weeks. Both daytime properties are on CBS-TV. Ted Bates is the agency servicing "Rich."

Arrow." CBS has Sunday and Monday wrapped up.

The other three nights are divided nearly evenly, with NBC trailing slightly. Of the top 10 evening shows for December, NBC has one, CBS has nine. The Sponsor Identification Index lists among the top 10 "Treasure Hunt," "Amateur Hour" and Lawrence Welk for ABC; Dinah Shore, "Kraft Theater" and Groucho Marx for NBC, and Ed Sullivan, "Lux Video Theater," "\$64,000 Question" and "Godfrey's Talent Scouts" for CBS. Last December, ABC placed none among the top 10 sponsor identification programs.

Comparing November Trendex figure with the current report, CBS lost rating points on 15 programs compared with gains on 13, while ABC gained on 14 and lost on 11, and NBC gained on nine and lost on nine.

CALLS HELP

G. E. Takes Advantage of Big Success

NEW YORK—There can be too much success in network TV. This point was made when General Electric decided to let Young & Rubicam handle half of its Sunday night "General Electric Theater," CBS-TV, 9-9:30 p.m., along with Batten, Barton, Durstine & Osborn, the agency which has been servicing it up to now.

The dramatic show, which carries the GE institutional message, has never been out of the top 25 Nielsen, and the latest Nielsen shows it to be in the top 10. Because of its success in attracting audiences, GE has decided that the property is too valuable to be used for institutional purposes only. Young & Rubicam, which handles GE's major appliances, will begin using the show to sell them.

Bel-Air Sets Up TV Subsidy, Spring Target

HOLLYWOOD—Bel-Air Productions, maker of indie theatrical films, has set up a TV subsidiary and expects to roll out to Western series pilots this spring.

Pilots are "Fort Courageous," set in the post-Civil War area, for which Milton Geiger is scripting. "Pioneer Trails," Grayson Adams property, will center on events dealing with historical U. S. landmarks.

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A.R.B. NETWORK RATINGS for November

For complete information on programs, ratings, audience size or coverage, please consult American Research Bureau, National Press Bldg., Washington 4, D. C.

ARB Audience Composition Studies

• Network Situation Comedies

NOVEMBER RATINGS		
Rank	Show, Sponsor & Web	Ratings
1.	I Love Lucy Procter & Gamble, Gen'l Foods (CBS)	35.9
2.	Phil Silvers Amana, R. J. Reynolds (CBS)	31.6
3.	Life of Riley Gulf (NBC)	29.5
4.	Private Secretary Amer. Tobacco (CBS)	28.6
5.	Father Knows Best Scott (NBC)	27.9
6.	December Bride Gen'l. Foods (CBS)	25.0
7.	Burns & Allen B. F. Goodrich, Carnation, Gen'l. Mills (CBS)	22.8
8.	Bob Cummings Colgate, R. J. Reynolds (CBS)	22.4
9.	People's Choice Borden, Procter & Gamble (NBC)	22.0
10.	Ozzie & Harriet Eastman-Kodak (ABC)	21.3

AMONG MEN		
Rank	Show, Sponsor & Web	Men Per Set
1.	Private Secretary Amer. Tobacco (CBS)	.93
2.	Phil Silvers Amana, R. J. Reynolds (CBS)	.86
3.	Danny Thomas Armour, Kimberly-Clark (ABC)	.85
4.	Burns & Allen B. F. Goodrich, Carnation, Gen'l Mills (CBS)	.83
5.	I Love Lucy Procter & Gamble, Gen'l Foods (CBS)	.84
6.	The Brothers Sheaffer, Procter & Gamble (CBS)	.84
7.	Oh, Susanna Nestle (CBS)	.80
8.	December Bride Gen'l Foods (CBS)	.78
9.	Ozzie & Harriet Eastman-Kodak (ABC)	.78
10.	Hey, Jeannie Procter & Gamble (CBS)	.77

AMONG WOMEN		
Rank	Show, Sponsor & Web	Women Per Set
1.	Private Secretary Amer. Tobacco (CBS)	1.22
2.	I Love Lucy Procter & Gamble, Gen'l Foods (CBS)	1.14
3.	December Bride Gen'l Foods (CBS)	1.14
4.	Burns & Allen B. F. Goodrich, Carnation, Gen'l Mills (CBS)	1.10
5.	Danny Thomas Armour, Kimberly-Clark (ABC)	1.09
6.	Oh, Susanna Nestle (CBS)	1.09
7.	Father Knows Best Scott (NBC)	1.08
7.	People's Choice Borden, Procter & Gamble (NBC)	1.08
7.	Hey, Jeannie Procter & Gamble (CBS)	1.08
10.	Bob Cummings Colgate, R. J. Reynolds (CBS)	1.06

AMONG CHILDREN		
Rank	Show, Sponsor & Web	Children Per Set
1.	Bob Cummings Colgate, R. J. Reynolds (CBS)	.92
2.	Oh, Susanna Nestle (CBS)	.91
3.	Phil Silvers Amana, R. J. Reynolds (CBS)	.84
3.	Danny Thomas Armour, Kimberly-Clark (ABC)	.84
5.	Father Knows Best Scott (NBC)	.80
6.	Hey, Jeannie Procter & Gamble (CBS)	.79
7.	Ozzie & Harriet Eastman-Kodak (ABC)	.78
8.	Life of Riley Gulf (NBC)	.77
8.	Private Secretary Amer. Tobacco (CBS)	.77
10.	I Love Lucy Procter & Gamble, Gen'l Foods (CBS)	.61

CHARGES CBS Moves Ahead on AA Rates

NEW YORK—Plans last week proceeded for CBS-TV to charge AA rates for its prime time periods. The network is still working on the exact hours to go AA, but has not made any decision. It could be 8-10 p.m. or 8-10:30 p.m. It is also not known how the rates would be raised. One possibility, however, is that the network would revamp its current discount system, so as to cut down discounts in those hours and thus reap larger financial rewards.

Longine Considers New 'Chronoscope'

NEW YORK — Longine-Witnauer has shown interest in reviving "Chronoscope" and installing it in the Sunday 10:30-11 slot on NBC-TV when it is vacated by General Cigar's "Championship Bowling" in the near future. "Chronoscope" had a long run on CBS-TV several years ago, during which it was a continual source of controversy.

YES OR NO?

Opinion Splits Over Star-Guest Quizzes

NEW YORK — There is a vast difference of opinion among top quiz show producers on the possible trend toward celebrity contestants. The device became an issue with the appearance of Edward G. Robinson and Vincent Price as opponents on "The \$64,000 Challenge" last month, with Boris Karloff's arrival on "The \$64,000 Question" adding fuel to the package's fire.

Entertainment Productions, Inc., has taken the lead in this move, claiming three reasons: Celebrities should not be barred just because they are in highly publicized professions, their appearances bring higher ratings and the revelation that a star is well-versed in areas of knowledge other than performing brings intense interest and satisfaction to the public.

Wolf Associates has no plans for "name" contestants on "Break the \$250,000 Bank," because it feels there is no pleasure in watching wealthy (or thought-to-be-rich) stars grow richer. Wolf excludes from this ban long-retired celebrities, such as Francis X. Bushman who recently guested on "The Big Surprise," who can't be assumed to have fortunes or to be appearing as a publicity stunt.

The best way for a celebrity to

Successor Up in Air For BBD&O's Duffy

HOLLYWOOD — One of the big questions currently being discussed in advertising circles is who will succeed Ben Duffy as president of one of the nation's largest agencies, Batten, Barton, Durstine & Osborn. Duffy is gravely ill, and should he recover from his cerebral hemorrhage is not expected to return to the agency.

The logical contenders for the top post are the four executive vice-presidents. They are Edward A. Cashin, in charge of client relations; Charles H. Brower, in charge of creative services; Fred B. Manchee, in charge of operations and treasurer, and J. Dave Danforth, in charge of account service. Two highly touted dark horses are Carroll Newton and Bob Foreman, two highly regarded vice-presidents.

Self-Made Man

Duffy, a self-made man, has been president since 1946, during which time the agency has grown phenomenally. It was the third largest agency in America in 1955, having grossed \$168,000,000, and in 1956 probably increasing to

about \$185,000,000. Duffy attracted many new accounts, his most spectacular coup being the American Tobacco Company. He has given the agency stature, a smooth running administration and has made it play a vital part in the growth of its client's business and of the American economy.

The decision as to his successor is expected to be made at a meeting of the executive committee before the BBD&O convention on February 21.

Galen Drake Set for ABC

NEW YORK—"This Is Galen Drake," a long-standing CBS radio name, debuts on ABC-TV January 12 in the Saturday 7-7:30 p.m. slot for Skippy Peanut Butter division of Best Foods. Don Appel will produce and direct the variety show, which features stories by Drake, songs by Stuart Foster, music by the Bernie Leighton orchestra and celebrity guest debates on topical questions.

Also at ABC, Corn Products Refining cuts back to alternate-week sponsorship of Martha Rountree's "Press Conference" when the show moves from the 8:30-9 p.m. period to 5:30-6 p.m. on Sundays, beginning December 30. "It's Polka Time," scheduled to exit, will be retained to fill the 8:30 time, its old slot. What will replace "Polka" Tuesdays 10-10:30 p.m. is undetermined.

In the talking stage for spring or fall debuts are two "living magazine" shows, one a Mike Wallace emcee-and-producing item, the other a Time magazine production being mulled by Roy Larsen, Time chief.

Sponsors Buy Garland Spec

NEW YORK—Buick and Liggett & Myers last week purchased a Judy Garland spectacular from CBS-TV. The show has no firm scheduled date at the moment, but is expected to be presented in March on a Monday night, probably 9:30-11.

This marks the second spectacular buy for the year by Buick, it having already sponsored a "Producers' Showcase" on NBC-TV.

One-Shot Sponsor Deals Set at CBS

NEW YORK—A few more one-shot sponsorship deals were set at CBS-TV last week, all of them with General Foods giving up the time to non-competing sponsors.

Ford will get two half hours of "I Love Lucy" in April. Bon Ami is getting a half hour of "Zane Gray Theater."

greatest percentage increase, running between \$80 and \$90,000,000.

What can the industry expect in 1957? Washington still remains a puzzle, with careful and judicious handling of the situation there an absolute necessity and greater stress on public service mandatory. But intensified programming competition between all three networks is a certainty. ABC is ready to go for broke for big names, NBC must keep pace and CBS has the know-how and won't step aside.

• Network Panel Quiz Shows

NOVEMBER RATINGS		
Rank	Show, Sponsor & Web	Ratings
1.	You Bet Your Life DeSoto-Plymouth (NBC)	41.5
2.	\$64,000 Question Revlon (CBS)	38.6
3.	I've Got a Secret R. J. Reynolds (CBS)	35.6
4.	What's My Line? J. Montener, Remington Rand (CBS)	34.5
5.	People Are Funny Toni, R. J. Reynolds (NBC)	34.1
6.	\$64,000 Challenge P. Lorillard, Revlon (CBS)	31.4
7.	Name That Tune Whitehall, Lanolin (CBS)	23.5
8.	Do You Trust Your Wife? L & M, Frigidaire (CBS)	22.2
9.	Big Surprise Speidel, Purex (NBC)	21.7
10.	Twenty-One Pharmaceuticals (NBC)	18.5

AMONG WOMEN		
Rank	Show, Sponsor & Web	Women Per Set
1.	What's My Line? J. Montener, Remington Rand (CBS)	1.20
2.	\$64,000 Challenge P. Lorillard, Revlon (CBS)	1.18
3.	Twenty-One Pharmaceuticals (NBC)	1.17
3.	Treasure Hunt Mogen-David (ABC)	1.17
5.	Masquerade Party Lentheric, Emerson (ABC)	1.16
5.	Big Surprise Speidel, Purex (NBC)	1.16
7.	You Bet Your Life DeSoto-Plymouth (NBC)	1.15
8.	Name That Tune Whitehall, Lanolin (CBS)	1.14
9.	\$64,000 Question Revlon (CBS)	1.13
10.	I've Got a Secret R. J. Reynolds (CBS)	1.11

AMONG CHILDREN		
Rank	Show, Sponsor & Web	Children Per Set
1.	Beat the Clock Hazel-Bishop, Pharmacraft (CBS)	.78
2.	People Are Funny Toni, R. J. Reynolds (NBC)	.74
3.	Treasure Hunt Mogen-David (ABC)	.68
4.	Name That Tune Whitehall, Lanolin (CBS)	.57
5.	You Bet Your Life DeSoto-Plymouth (NBC)	.43
6.	Giant Step Gen'l Mills (CBS)	.42
7.	High Finance Chemstrand, Mennen (CBS)	.38
8.	I've Got a Secret R. J. Reynolds (CBS)	.34
9.	Masquerade Party Lentheric, Emerson (ABC)	.31
10.	Do You Trust Your Wife? L & M, Frigidaire (CBS)	.30
10.	Big Surprise Speidel, Purex (NBC)	.30

AMONG MEN		
Rank	Show, Sponsor & Web	Men Per Set
1.	\$64,000 Challenge P. Lorillard, Revlon (CBS)	.98
2.	Masquerade Party Lentheric, Emerson (ABC)	.92
3.	What's My Line? J. Montener, Remington Rand (CBS)	.89
3.	People Are Funny Toni, R. J. Reynolds (NBC)	.89
5.	Twenty-One Pharmaceuticals (NBC)	.86
6.	You Bet Your Life DeSoto-Plymouth (NBC)	.85
7.	I've Got a Secret Hazel Bishop, Pharmacraft (CBS)	.82
9.	\$64,000 Question Revlon (CBS)	.80
9.	Do You Trust Your Wife L & M, Frigidaire (CBS)	.80
10.	Big Surprise Speidel, Purex (NBC)	.80

Grown-Up Growing Pains

• Continued from page 2

policy of occasional spectaculars there whenever the property warrants such treatment. There was also a decline on the part of sponsors in bankrolling spectaculars, as witnessed by NBC's trouble in selling them.

On the technical front there was a major break-thru when Ampex perfected its tape machine, already in operation at CBS. Tho it does not take color, the Ampex machine places TV on the threshold of an electronic era of production. The year also saw a great improvement in the quantity of color programs, sparked by NBC, whose parent company, RCA, threw its great weight behind the sale of color sets.

Among agencies, McCann-Erickson continued to see its billings soar upwards, as Chesterfield moved to the advertising firm. A major loss was suffered by the William Esty Agency when Colgate took an estimated \$13,000,000 in billing away and split it among its other agencies, mainly Ted Bates.

The billings picture at all three networks continued healthy. CBS has increased its lead and this year will gross between \$200 and \$220,000,000, the first time a web has gone above the \$200,000,000 mark. NBC billings also continue lush. It will fall between \$5 and \$10,000,000 short of the \$200,000,000 mark. ABC will show the

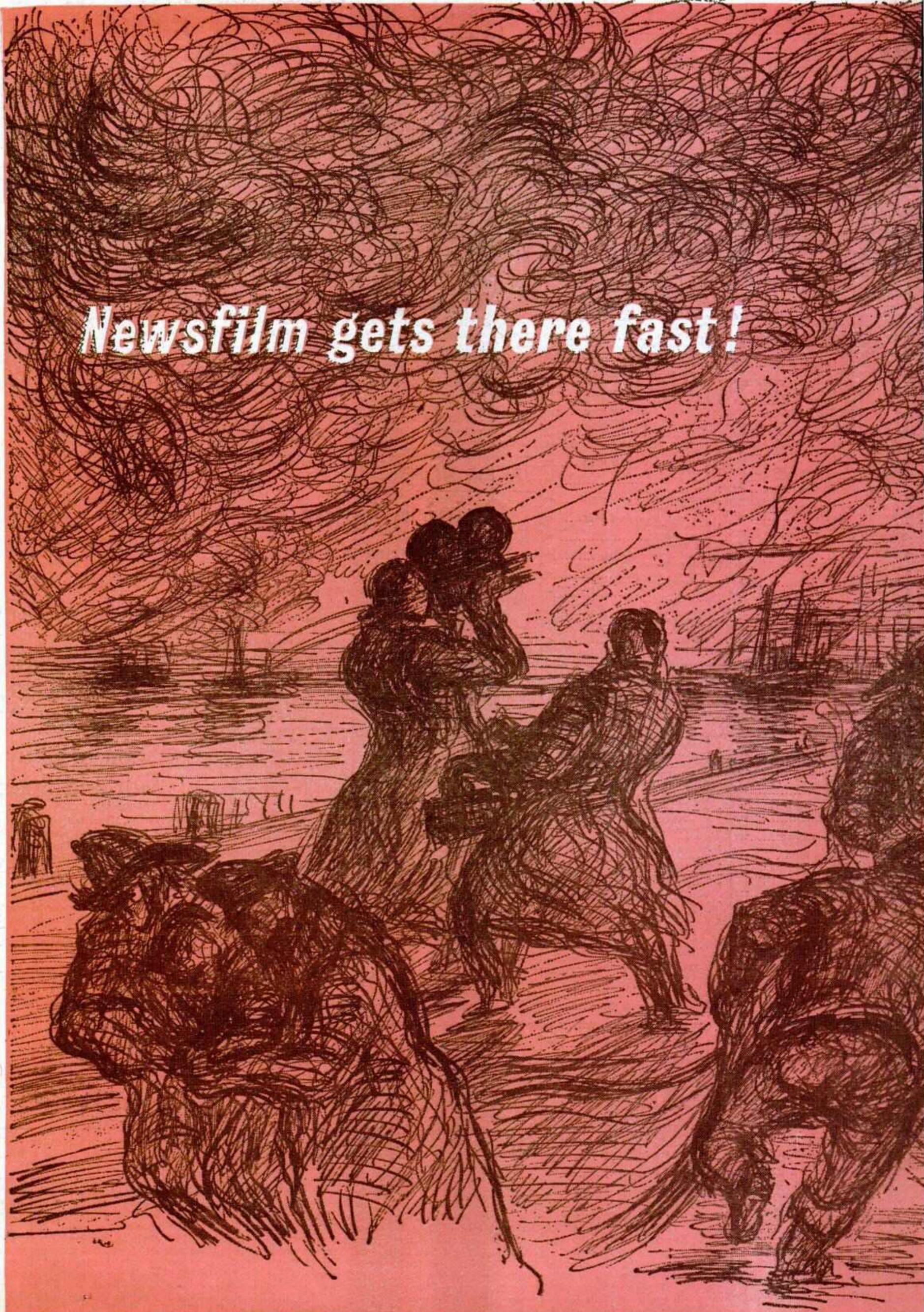
Nestle Takes 'Blondie' Half With Toni

NEW YORK—Nestle last week wrapped up co-sponsorship of "Blondie," which it will share with

Toni in the 8-8:30 Friday evening slot on NBC-TV beginning January 4. The series stars Arthur Lake, Pamela Britton and Hal Peary.

Toni, meanwhile, has canceled its co-sponsorship of 8:30-9 Mondays on NBC where American Tobacco will bankroll "Wells Fargo" on alternate weeks beginning in March.

Newsfilm gets there fast!





Tons of explosives blow up on a Brooklyn pier; violence flares in Eastern Europe; the Near East smolders... wherever news is hot, **NEWSFILM**'s more than 250 camera correspondents around the world get the picture... and get it fast!

And **NEWSFILM** (a product of CBS News) gets to *audiences* fast. Flown to strategically-located processing centers, footage is expertly edited to exacting CBS News standards, then rushed directly to you: twelve minutes a day of worldwide coverage available for local showing within hours after the events occurred.

Ralph Renick, news director of WTVJ, Miami, three-time award winner for outstanding news operation, reports: "We consider **NEWSFILM** the best source for news outside our local area. Proof of its success with audiences is that all WTVJ news programs have attained higher ratings than their competing programs. Proof of its success with sponsors comes from 31 different advertisers who consider news their best vehicle on our station!"

Whatever the New Year brings, if it's news **NEWSFILM** will get it first... fast. It is the only television news service produced exclusively for television stations. And **NEWSFILM** is available to *all* stations.

**CBS TELEVISION
FILM SALES, INC.**

*New York, Chicago, Los Angeles,
Detroit, Boston, San Francisco,
St. Louis, Dallas, Atlanta.
In Canada: S. W. Caldwell, Ltd.*

Year of Excitement for Film Series, Features Industries

Movie Entry Brings \$75,000,000 Pacts; Syndicators, \$45,000,000

By GENE PLOTNIK

NEW YORK — In 1956 the vaults of six big motion picture companies were opened and 2,540 feature films brought out for TV distribution. If anybody ever writes a history of the TV film business, this fact will mark 1956 as a year of memorable significance. It was, so to speak, the year of the flood. The release of these pictures to TV was the event everyone had been talking about, predicting, hoping for and fearing for 10 years.

It did not revolutionize TV programming, as many had expected. Neither network nor syndicated programs were toppled by the onslaught. But within the traditional domain of movie programming, the 1956 influx was cataclysmic.

With the addition of a half dozen independent packages, there were slightly over 2,650 features put on the TV market in the year. This was 10 times the amount released to TV in 1955. It was close to 70 per cent the total amount brought into TV in all the previous years put together.

\$75-Million Pacts

An estimated \$75,000,000 in gross sales contracts were made on movies for TV in 1956. In any of the five previous years the most the industry gross was ever estimated at was \$20,000,000.

This bullishness held all the way down the line. The price per picture hit all-time highs. Stations' participation rates went up. The promotions staged for the debuts of the big pictures were unprecedented for features on TV. And when the ratings began coming in early in the fall, they were, in many situations, twice and three times as high as previous ones. The features had converted fringe time into prime viewing periods.

Midst all the excitement about the movies, half-hour syndication for a while looked like the child of scorn. But all the negative things that were said about it in the first half of 1956 were disproved by the end of the year. Despite rising production costs, the continued struggle for clearances and the continued piling up of reruns, syndication made healthy advances. If it had ever been drying up, as some were saying last spring, then this must have been its year of resurgence.

First-Runs

One measure of the state of syndication is the number of shows that came into the market for first run. In 1956 at least 21 new half-hour series were put on sale, not counting a couple that were in the hands of distributors but on which no sales have been reported yet. Two-thirds of these new shows

nabbed regional sponsors before going into local level sales.

In 1955, when fear of a dry-up was sweeping the trade, an estimated 16 shows were brought into first-run syndication. In 1954 the count was 23 first-run shows.

The upsurge in first-run product cannot be attributed to any decline in rerun entries, because there was also more of the latter. A total of 17 series (including the 153-episode, "Star Performance," which plays some stations as three different shows) were brought into syndication from network this year. The year before only 12 rerun series came into syndication.

Syndication sales were at an all-time high. Informed sources place the industry's gross as at least \$45,000,000. Almost every major distributor improved its billings over 1955. In that year the top estimates placed the industry's gross at \$40,000,000.

CBS Film Sets 'Mayflower'

NEW YORK — CBS-TV Film Sales is preparing a new vidfilm series titled "Johnny Mayflower" which concerns itself with a young runaway back in the Tudor era who hides aboard the historic ship of the same name. The family-adventure show will be produced by Intell in England.

The program is expected to have numerous merchandising and promotion tie-ins. Capt. Alan Villiers will sail a replica of the Mayflower across the Atlantic in April. The first stop will be Plymouth, Mass., then to Roanoke, Va., and back to Plymouth where it will anchor. Several important food companies, among them General Foods, are already tied in to the Mayflower Atlantic trip.

Revlon Nears Giant Leap Into Features

NEW YORK—Revlon is about to enter feature film sponsorship on the broadest scale ever attempted by a national advertiser, it was reported here at press time. It has bought half sponsorship of the Saturday night "Late Show" on WCBS-TV here for a reported \$16,000. In Los Angeles it is buying half of the Sunday evening "Warner Bros. Premiere" on KTLA. In Chicago Revlon is reported dicker with WGN-TV for a weekly Thursday, 10 p.m., feature film. It has also apparently made a deal with the Triangle stations.

In all, it is understood that Revlon is buying half sponsorship of Warner Bros. and M-G-M in 20 major markets. It will be using five commercial minutes in each.

Meanwhile, Bristol-Myers, which has made deals for full sponsorship of Warner, Metro and 20th Century-Fox pictures in six markets, is reported setting still further such deals in Texas. Its earlier deals were in Fort Worth, New Orleans, Philadelphia, New Haven, Conn.; Altoona, Pa., and Binghamton, N. Y., the last four being with the Triangle stations.

Revlon is reported to have looked over a roster of 20th Cen-

The long-range pressure toward consolidation in the distribution field had some effect in 1956. Screen Gems, which in 1955 failed in an attempt to merge with Television Programs of America, in 1956 absorbed Hygo Television Films, which in 1955 had absorbed Unity Television. And UM&M went out of business, the bulk of its catalog going to National Telefilm Associates and Guild Films.

But, despite consolidations, the old pros were all back in the business this year. Cross-Krasne, which had sold out United Television Programs to MCA-TV two years ago, was back on an independent basis. Minot TV, which had been an arm of UM&M, was back in the field a few months after UM&M folded. And Matty Fox, having turned distribution of the Motion Pictures for Television catalog over to Guild Films and UM&M, was back with C&C Television, distributing the RKO catalog.

NTA Network

The most ambitious attempt to set up a film network was made in 1956 when National Telefilm Associates set up the NTA Film Network with 110 affiliates signed up. But by the year's end, it still had not signed up a sponsor.

The big motion picture companies, having made a big splash as program suppliers, began to move into the program broadcasting field, too. M-G-M acquired a 25 per cent interest in three big stations. Columbia's Screen Gems announced its intention to purchase stations. 20th Century-Fox became half owner of the NTA Network. And RKO Radio had become part of the General Teleradio empire.

Where 1955 was a year of rumblings, forebodings and big deals that didn't come off, 1956 was a year of solid accomplishments in the TV film business. It was over-all an exciting year, and for most buyers and sellers business was good.

20th Century-Fox pictures on a line-up of NTA Film Network stations, but so far as is known did not make any deal there. Revlon was represented in these deals by Batten, Barton, Durstine & Osborn.

ZIV IN '56 UP 46% OVER '55

NEW YORK—In summing up his firm's progress in 1956, John Sinn, president of Ziv-TV, stated that volume for all branches (including International and Economee TV) increased 46 per cent over 1955, that Ziv had a 53 per cent increase in first-run sales to regional advertisers, that its total roster of clients increased 27 per cent to a total of 2,883 and that the proportion of sales to sponsors (as against station sales) increased to where it represents 68 per cent of Ziv's billings.

For 1957, Sinn further stated, Ziv has a \$12,500,000 production program with 10 pilot films now in various stages of planning.

New TV Spot Campaigns—

Contracts Set in Every Region In Two Weeks Ending December 8

This chart provides live sales leads for TV stations and their reps, and informs advertisers and agencies of TV spot activity by other companies. It summarizes new national spot business actually set during the period listed above, regardless of when the campaigns begin airing. This feature, based on a survey made by The Billboard of all U. S. TV stations, runs on alternate weeks.

Where available, the ad agency placing the business is listed. Types of contracts are indicated, when known, by the following symbols: (Ann.)—Announcements; (ID)—Identifications; (Part.)—Participations; (Prog.)—Program Buy.

On Eastern Stations

Absorbine Jr. Liniment thru J. Walter Thompson (Ann.)
Almond Joy Candy, Peter Paul thru Dancer, Fitzgerald & Sample (Part.)
Anahist Anti Histamine Tablets thru Ted Bates (Ann.)
Bon Ami Jet Spray thru Ruthrauff & Ryan (ID)
Bowie's Egg Nog thru Sorensen (Ann.)
Canada Dry Beverages thru J. M. Mathes (ID)
Carter's Little Liver Pills thru Ted Bates (Part.)
Coca-Cola thru D'Arcy (ID)
Comet Cleaner, Procter & Gamble thru Compton (Part.)
Fletcher's Castoria, Centaur-Caldwell thru Carl S. Brown (Ann., Part.)
Grennan Fruit Cake, American Bakeries thru Young & Rubicam (Ann.)
Heinz 57 Varieties thru Maxon (Ann.)
Hit Parade Cigarettes, American Tobacco thru BBD&O (Ann., ID, Part.)
Lestoil Detergent thru William B. Remington (Ann.)

M & M Candy, Hawley & Hoops thru Ted Bates (Ann.)
Minute Maid Fruits & Vegetables thru Ted Bates (Ann.)
Mounds Candy, Peter Paul thru Dancer, Fitzgerald & Sample (Part.)
Oldsmobile Cars thru D. P. Brother (Part.)
Papermate Pens thru Foote, Cone & Belding (Ann., Part.)
Pollident, Block Drug thru Grey (Ann.)
Remington Portable Typewriters, Lane-Young thru Fiore & Fiore (Ann.)
Schaper Plastic Games, Highlander Sales thru Mullen (Part.)
Scrabble, Seichow & Righter thru Norman, Craig & Kummell (Part.)
Snippy's, Ungar Electric Tools thru Young & Rubicam (Ann.)
Texaco Petroleum, Texas thru Cunningham & Walsh (Ann.)
Wilson Christmas Hams thru Needham, Louis & Brorby (Part.)

On Southern Stations

American Bakeries thru Tucker Wayne Charles Antell Products thru Paul Venze (Ann., Prog.)
Club Crackers, Strelmann thru Ralph Jones (Part.)
Flavored Siraws thru Dowd-Redfield-Johnstone (Part.)
Haley's M.O., Sterling Drugs thru Charles H. Phillips (Ann.)
Merita Bread, Cake & Crackers, American Bakeries thru Tucker Wayne (ID)
National Biscuit Products thru McCann-Erickson (Prog.)
Reader's Digest thru Schwab & Beatty (ID)
Red Band Flour, General Mills thru Knox Reeves (Ann.)
White Lily Flour, Allen Smith thru Trombras & Assoc.
Anahist Nose Drops thru Ted Bates (Ann.)
Avon Cosmetics thru Monroe Dreher (Ann., Part.)
Big Top Peanut Butter, Procter & Gamble thru Compton (Ann.)
Bon Ami Jet Spray thru Ruthrauff & Ryan (ID)
Bowie's Egg Nog thru Sorensen (Ann.)

Carnation Fresh Milk thru Erwin-Wasey (Prog.)
Carter's Little Liver Pills thru Ted Bates (Ann.)
Coco Wheats, Little Crow Milling thru Rogers & Smith (Part.)
Curtis Candy thru Wentzel, Wainwright, Poister & Poore (Ann.)
Dromedary Cake Mix, National Biscuit thru Ted Bates (Ann.)
Fertilizer, Smith-Douglas thru E. H. Brown (Prog.)
Gilmar Records thru Martin Gilbert (Ann.)
Heinz 57 Varieties thru Maxon (Ann.)
Hollywood Candy thru Headley-Reed (Part.)
Hostess Cake, Continental Baking thru Ted Bates (Part.)
Hy-Power Brand Canned Chili, Rutherford Food thru Bruce B. Brewer (ID)
Indiana Bell Telephone thru J. Walter Thompson (Ann.)
Ironized Yeast, Sterling Drug thru Thompson-Koch (Ann.)
Maggi Protein Drink, Nestle thru Dancer, Fitzgerald & Sample (Ann.)
Maybelline Mascara thru Gordon Best (Ann.)

On Midwestern Stations

Merchants Biscuit thru Allen & Reynolds (Part.)
Morton Frozen Pies thru Ted Bates (Part., Ann.)
Mrs. Tucker's Shortening & Salad Oil thru Bryan Houston (Ann.)
Nabisco Cookies & Crackers thru Headley & Parcher (Part.)
Parker Games thru Badger, Browning & Parcher (Part.)
Phillips Milk of Magnesia, Sterling Drug thru Fitzgerald, Dancer & Sample
Profile Bread, Continental Baking thru Ted Bates (Ann.)
Quick Home Permanent, Richard Hudson thru SSC&B (Part.)
Reader's Digest Condensed Book Club thru Schwab & Beatty (Ann., ID, Part.)

Regulal, Pharmaco thru Doherty, Clifford, Steers & Shenfield (Part.)
Roloids, American Chicle thru Ted Bates (Part.)
Seven-Up thru J. Walter Thompson (Ann.)
Scotch Brand Tape, Minn. Mining thru McManus, John & Adams (Ann.)
Sinclair Petroleum Products thru Morey, Humm & Johnstone (Ann.)
Staff Bread, Continental thru Ted Bates (Ann.)
Vel Bar, Colgate-Palmolive thru McCann-Erickson (Ann.)
Vitalis, Bristol-Myers thru Doherty, Clifford, Steers & Shenfield (Ann.)
Wiedemann Beer thru Tatham-Laird (Prog.)
Wonder Bread, Continental Baking thru Ted Bates (Ann., Part.)

On Southwestern Stations

Big 12 Vitamins (Ann.)
Douglas Aircraft thru J. Walter Thompson (Ann.)
Evinrude Outboard Motors thru Cramer-Krassell (Part.)
Falstaff Beer thru Dancer, Fitzgerald & Sample (Prog.)

Heinz 57 Varieties thru Maxon (Ann.)
Reader's Digest thru Schwab & Beatty (ID)
Texaco Petroleum, Texas thru Cunningham & Walsh (Ann.)
Vitalis, Bristol-Myers thru Doherty, Clifford, Steers & Shenfield (Ann.)

On Rocky Mountain & West Coast Stations

Fels Naptha Soap thru Aitkin Kynett (ID)
M & M Candy, Hawley & Hoops thru Ted Bates (Ann.)
Reader's Digest thru Schwab & Beatty (ID)
Snow Crop, Minute Maid thru Ted Bates (Ann., Part.)

Sunkist Lemons thru Foote, Cone & Belding
Western Airlines thru Buchanan & Co. (Ann.)
Western International Toy thru Advertising Counselors (Part.)

WABD to Run Grind Movies With Warners

NEW YORK—WABD will use its second parcel of Warner Bros. pictures for a Saturday night grind show. Each week a picture will be started at 7 p.m. and run three or four times to 1 a.m.

Ted Cott, manager, expects that this policy will get a sponsor a 50-60 per cent cumulative rating for the evening. He is hoping to

sell the entire package to one sponsor.



QUALITY • UNIQUENESS • PRE-ACCEPTANCE • PLAZA 5-2100 • N.Y.C.

PATTI PAGE SHOW

ANOTHER TOP RATED SYNDICATION SERIES FROM

SCREEN GEMS

PROGRAMMING—
the key to successful TV advertising

THE BILLBOARD—
the key to successful programming

DIMINISHING RETURNS

'Balanced' Feature Shows Better Buy Than Tops Only

NEW YORK—For the best buy in feature films a sponsor does not have to have a solid block of top pictures. While an all-big-name show tends to draw the top excitement, the earliest returns on movie shows available for full sponsorship indicate that an occasional weaker picture, providing it is not very bad, will result in far greater cost efficiency.

In other words, an occasional second-class picture tends to save more in money than it loses in audience.

The Los Angeles market, where the new look in movie sponsorship started, provides a case in point.

The much touted and pioneering "Colgate Theater," playing top M-G-M pictures, had an average 22.5 rating over its 2½ hours in the November report of the American Research Bureau. Based on the reported price of \$15,000 per week, each of Colgate's 12 minutes of commercial time cost \$1,250, or \$55 per rating point.

As against this, KTLA's "Warner Bros. Premiere," Sunday, 7:30-9:30 p.m., had an average November ARB of 17.7, or about 80 per cent the audience of the Colgate show. KTLA is understood to be offering full sponsorship of this show for \$5,500. At \$550 per commercial minute, a sponsor would be paying about \$31 per rating point.

This situation definitely seems to support the "balanced packaging" concept of Associated Artists Productions, distributor of the Warner Bros. library. Where Colgate was given its pick of the M-G-M library, KTLA is said to be abiding by AAP's packaging, which in one series offers some good and some not-so-good titles.

The greater efficiency of balancing is borne out in results produced by major features in the New York market also.

WCBS-TV's "Late Show," which opened December with the full brunt of its M-G-M backlog, had an average 20.0 on the first five days, based on the Trendex recall studies ordered by the station. With a price of \$1,250 per partici-

pation, an advertiser can expect a cost efficiency of \$62 per point on the "Late Show" at its strongest.

In comparison, WABD, which sells a participation in each of its two showings in its "Warner Bros. Premiere," Sunday, 3 and 9 p.m., for a combined price of \$750, got a Nielsen cumulative for October of 15.1. In other words, a participant on the WABD show for his \$750 can expect to reach 15.1 per cent of the New York audience for a cost efficiency of \$49 per rating point.

WABD built its Warner show out of one of AAP's balanced packages. It bought its second AAP package last week.

If these comparisons of the balanced package with the top-name-only shows are indicative of the trend in other major markets, there is a sober lesson here for national advertisers planning to buy movie programs. It is that in terms of deliverable audience there is an apparent point of diminishing returns in the quality scale of

feature films, and that after this hypothetical point as much as 40 per cent of the bill must be attributed to the impact, prestige and excitement value of the big pictures.

'Rabbit' Full Speed Ahead, Bows in Feb.

NEW YORK—The new "Crusader Rabbit" series has gone into full production and will make its air debut in February, at which time Television Arts Productions expects to be turning out five episodes a week. Leonard Key has been elected president of both Ramlen, Inc., which owns the literary, production and merchandising rights, and Crusader Rabbit Sales, Inc., which is distributing it.

Key has sold the new series in 53 markets so far, in 28 of which it will be sponsored by members of the American Bakeries Co-Operative. He has also been merchandising the property quite vigorously, having licensed 46 items, including games and stuffed toys.

An unusual part of the merchandising is that stations will get a 20 per cent cut of the royalties on sales made in their markets.

The full name of the new series is "The New Adventures of Crusader Rabbit and Rags the Tiger." This is to distinguish it from the 190-episode, black-and-white series made by Jerry Fairbanks several years ago and now distributed by George Bagnall & Associates. The new series is in color, four minutes per film. Key hopes to make a total of 260 episodes.

Desilu Mulls 3 More NTA Pilots; 2 Set

HOLLYWOOD—Several additional properties have been tentatively slated by Desilu Productions for its six-pilot commitment for NTA. Two shows had previously been set.

The new series are "Rickey of the Islands," a kid-adventure series about the jungle; "The Wildcatters," an adventure drama, and "Hell on Wheels," a situation comedy.

Already set are "Official Detective," from stories of the magazine, and "The Last Marshal," a Western.

COMMERCIAL CUES

CULHANE AROUND THE WORLD

Reps from 50 New York agencies were invited by Shamus Culhane Productions Wednesday (19) to view "Around the World in 80 Days," which included animated credits produced by the Culhane Studios. A unique motion picture innovation, the animations recapitulated the movie, at the same time suggesting with abstract symbols and splashes of color the credits of the actors and the parts they played. The idea was conceived by Producer Mid Todd, designed by Saul Bass and produced by Culhane. This innovation will perhaps open another field for animation firms.

KOSHER WINES' BIG KICK

TV spot commercials have been one of the biggest factors in popularizing Kosher wines among all segments of the American public, according to the Manischewitz Wine Company, Brooklyn. "In a few years," say executives, "Kosher wines have become one of the most popular types in the country. And they're still rising in favor, with the limit not even in sight." "The Men of Manischewitz" is the new singing commercial slated for coast-to-coast usage by the sponsor. Emil Mogul is the agency.

IDS

George Blake Enterprises is making a series of minute spots for Lucky Strikes featuring Andre Baruch and Al Helfer, former All-American football player, under the direction of Robert J. Kingsley. . . . MPO Television Films, Inc., has done a blurb series for Richard Hudnut thru Kenyon & Eckhardt, and for Helena Rubenstein thru Ogilvy, Benson & Mather. . . . Wilding Picture Productions has acquired the capitol stock of A. J. Henderson Associates, sales training, promotion and merchandising firm. It will now operate the subsidiary as Wilding-Henderson. . . . The Art Directors' Club of Los Angeles will hold a special TV commercial show the first of the year. . . . The National Heart Fund recently completed a 15-minute TV cartoon, called "Pump Trouble," for which Allen Swift did all 13 voices.

• TV Commercials in Production

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

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (C-Color)	Commercial Producer
FOOD AND BEVERAGES			
Food Ingredients			
Robin Hood Flour Mills, Chocolate Cake Mix, Young & Rubicam	1 (60)	FA	Transfilm
Canned and Packaged Goods			
Krey Packing, Canned Meats, Walter Klein	3 (50)	LA (C)	Walter Klein
Phillips Packing Co., Canned Vegetables, Walter Klein	2 (50)	LA (C)	Walter Klein
Heinz Foods, MacLaren	1 (60)	FA, LA	Shamus Culhane
	1 (60)	LA	Shamus Culhane
	1 (60)	FA	Shamus Culhane
Frozen Foods			
Snow Crop, Frozen Foods, Ted Bates	2 (60)	FA	Shamus Culhane

(Continued on page 8)

Saltzman Sets 'G.I.' in Italy

NEW YORK—Harry Saltzman returned to Italy last week to start work on "G.I.," a new half-hour show about combat infantrymen in the U. S. Army. Saltzman obtained authority for the show from the Defense Department and will get technical co-operation from the SETAF Command at Camp Darby, located near his Tisorno Studios in Tirrenia, Italy. Saltzman is dicker-ing for a name star to host "G.I." He expects to start shooting the first film on March 18.

Saltzman has finished all work on this season's new 26 episodes of "Captain Gallant of the Foreign Legion."

Responsibility

All of these famous names were recently featured in tv spots produced by Caravel Films (b&w and color):

- American Standard • Ballantine Beer
- Bufferin • Geritol • Goodyear • Gillette
- Griffin Shoe Polish • Lysol • Nabisco
- Procter & Gamble • Remington Shaver
- Republican National Committee
- Simmons Beauty Rest • Socony Mobil
- Filter Tip Tareyton • U. S. Savings Bonds

Every step in the production of a Caravel commercial is handled by Caravel personnel, with Caravel equipment and at Caravel headquarters. This complete control enables us to accept a full measure of responsibility for the prompt and efficient handling of your tv commercial needs.



Over thirty-five years of experience in the making of business films for America's leading advertisers.



OF ICE AND SNOW

Arctic Bases Trip Joy to All Involved

Continued from page 1

trek to out-of-the-way garrisons with 90-minute revues which he produces and stages. O'Shea points out that most camps in all branches of service are located near civilian centers, where relaxation and fun are available to troops, but there are about 18 U. S. bases totally cut off. Seven of them form a circuit under the Northeast Air Command in the Arctic Circle area.

For the latest tour, O'Shea assembled John Modenos, a gifted baritone who rocked the house; six Hartford Agency models whose fashion show brought whistles that must have reached Admiral Byrd; Cedrone and Mitchell, a zany comedy team whose TV take-offs were the hit of the show; Siri, a fabulous six-foot-four blonde with a sense of humor, whose entrance in a non-functional space suit loosened the steel girders; the Four Jumping Jacks, a quartet of Air Force musicians whose smooth combination of modern jazz and bouncing rhythm have earned them a permanent assignment of touring, and the others mentioned.

Neither O'Shea nor the tour came under the jurisdiction of the USO, which has curtailed its activities because of a lowered budget. That fact that the unit went out with no budget whatsoever is a tribute to some corny old feelings on the part of the per-

formers: Patriotism, compassion and adventure. Nor was it only the actor who responded. Len Berge gave up an engagement to come as pianist and musical director. Jewelry, gowns and furs were happily loaned for the fashion show. Programs were donated to lend a festive, theater note.

At each stop from Goose Bay to Greenland, within sight of huge jet planes, radar screens and trackless icebergs, eager personnel offered praise and hospitality. In our most critical area of defense, the top of the world, closer to Moscow than to New York, they considered the show unit the best tonic and Christmas present they could get, suggested Col. Frank Ellis, Commander of Thule Air Base, Greenland. O'Shea thinks of that opinion as a command performance.

Why networks, packagers, ad agencies, movie companies and TV shows choose to ignore such statements is a mystery to him and his performers, especially since the Air Force picks up the tab, and the gratitude of millions of relatives and friends at home backs up the thanks of the airmen.

It would be the perfect answer to Moscow Molly, a winsome lass whose daily Russian broadcasts keep warning our boys that they will shortly be blown to bits.

SAG, SDG OK Fox Offer on Post-'48 Films

HOLLYWOOD — Cash settlement offered by Matty Fox for release of group of post-1948 RKO pix to television was accepted by Screen Actors' Guild and Screen Directors' Guild last week. Writers' Guild of America temporarily rejected the offer, but it seems certain that its stand will change as soon as some differences can be ironed out.

Settlement with the three guilds comes to \$1,185,000, and means that Fox will probably be free to place the features in TV sometime in January.

Major motion picture producers' reaction to the deal was that it left them free to negotiate completely independent of the Fox settlement, since this did not establish any formula, such as the Monogram package, and apparently took pains to avoid doing so.

SAG receives the largest share of the sum, \$715,000, altho some trade circles had expected the percentage to be higher. Fox will pay \$615,000 of this in 36 monthly installments, the first coming immediately upon signing of the agreement, the remainder starting on a regular basis in July, 1957. The other \$100,000 will be paid when receipts for the entire RKO package of 740 pix exceed \$37 million, or an average of \$50,000 per picture.

"SDG and WGA are each receiving cash sums of \$235,000, to be made in regular payments, and are not hinged on total gross of the pix. The directors accepted Friday (21).

A spokesman for WGA said, however, that there were certain elements in the settlement which the guild did not like, and that approval was being held up until these could be ironed out. The differences do not include the amount of the payment.

One interesting question raised by the deal is whether other producers or distributors may now settle with the guilds on an individual basis. Altho MPPA has been conducting negotiations in an effort to arrive at a formula, these talks have so far been unsuccessful, and for the time being have been discontinued.

HOLLYWOOD — New situation comedy pilot, "Love and Kisses," will be produced by Parke Levy, producer of "December Bride," with a Florida background. Levy is on a scouting trip to Miami Beach and expects to roll the film shortly after the first of the year.

PULSE FILM RATINGS for September

For complete information on programs, ratings, audience size or coverage, please consult The Pulse, Inc., 15 W. 46 St., New York, N. Y.

The Pulse Audience Composition Studies

Syndicated Film Comedy Shows

SEPTEMBER RATINGS

Table with columns: Rank, Show & Distrib., Avg. Rating. Lists shows like Highway Patrol, Badge 714, Man Behind the Badge, etc.

AMONG WOMEN

Table with columns: Rank, Show & Distrib., Women Per 100 Homes Tuned In. Lists shows like Ellery Queen, Mr. and Mrs. North, etc.

AMONG MEN

Table with columns: Rank, Show & Distrib., Men Per 100 Homes Tuned In. Lists shows like Highway Patrol, San Francisco Beat, etc.

AMONG CHILDREN

Table with columns: Rank, Show & Distrib., Kids Per 100 Homes Tuned In. Lists shows like Badge 714, Captured, etc.

Syndicated Film Mystery Shows

SEPTEMBER RATINGS

Table with columns: Rank, Show & Distrib., Avg. Rating. Lists shows like Life of Riley, I Married Joan, etc.

AMONG WOMEN

Table with columns: Rank, Show & Distrib., Women Per 100 Homes Tuned In. Lists shows like Life With Elizabeth, My Little Margie, etc.

AMONG MEN

Table with columns: Rank, Show & Distrib., Men Per 100 Homes Tuned In. Lists shows like Life of Riley, Ray Milland, etc.

AMONG CHILDREN

Table with columns: Rank, Show & Distrib., Kids Per 100 Homes Tuned In. Lists shows like Laurel and Hardy, Meet Corliss Archer, etc.

TV Commercials in Production

Continued from page 7

Table listing TV commercials in production, including Bakery Foods, Food Beverages, and Alcoholic Beverages with details on stations and times.

(Continued next week)

KXLY GIMMICK

Phone Quiz, Guests Hype Late Movies

SPOKANE—KXLY-TV here is dressing up its late night movies with a quiz and personality format that seems to have drawn fabulous results. The station has Ben Roscoe, former Western bit actor and publicist, serve as host of his late show, on which he not only talks about the picture of the night but also phones up viewers to quiz them on it.

This gimmick has been so successful that the show is sold out, even tho it is not using any of the new major-company product. Occasionally it even runs half-hour films back to back in place of a feature film. Dick Jones, station manager, says he is now planning

Seven Screen Gems Pilots Tucked in Can

HOLLYWOOD—Seven of the 10 to 15 pilots which Screen Gems expects to turn out for ad agency airing were completed last week. This places the Columbia TV subsidiary well ahead of any other producer or network, as far as finished product is concerned.

Already in the can are "Johnny Wildlife," an outdoor adventure; "The Shape, the Face, and the Brain" and "Shore Leave," both situation comedies; "Dr. Mike," emergency hospital saga; "Casey Jones," railroading story; "Here Comes the Showboat," musical comedy, and "Western Ranch Party," a Western variety stanza.

To install a "Late Late Show." To jazz the films up still further KXLY will run a "Meet the Stars Night" about once every six weeks, drawing on Hollywood talent that comes to town for the local premieres of their newest pictures. The first star to meet local viewers was George Nader, who appeared last week.

Advertisement for 'I Led 3 Lives' starring Richard Carlson, featuring a photo of the actor and the ZIV Television logo.

Large graphic advertisement for a syndicated show in Boston, featuring the number '29.7' and 'SHOW IN BOSTON'.

BEATS NETWORK SHOWS INCLUDING:

- Jackie Gleason 27.1 Steve Allen 22.1
\$64,000 Challenge 26.4 Phil Silvers 19.0
Godfrey's Talent Scouts 25.7 Dragnet 17.8
This Is Your Life 23.1 ... and many others

ARB, August, 1956

NOTHING TURNS ON THE HEAT LIKE A ZIV PRODUCTION!

Heebner Exits Cap; May Set Own Label

NEW YORK — Walt Heebner, Capitol Records vice-president in charge of administration at the New York office, has resigned effective January 1. Heebner has not made any formal statement regarding his plans, but it is known that he has become increasingly interested in the indie record field, particularly since his activity in the custom business. In the last several months, Heebner has been mulling formation of label of his own, and weighing an offer from a major diskery. He is also desirous of headquartering on the West Coast.

The exec joined Capitol in 1951 as an album producer, and in 1952 became general manager of the label's Custom Department. In 1953 he became vice-president in charge of custom and in January, 1956, was promoted to succeed Bill Fowler as veepee of the New York administration.

Prior to joining Cap, Heebner spent 10 years with Victor, first in the sales department then in the custom department and then as West Coast a.&r. director for pop, Red Seal and other facets of the line. Between his Victor and Cap posts he was producer of the Spade Cooley TV show.

Early in January, Heebner leaves for England and the Continent, where he will cut some sides.

Avakian to Cut Hi-Lo's on 1st Col. Album

NEW YORK — George Avakian, artist and repertoire chief for Columbia's pop album and jazz departments, flew to the Coast last weekend for a series of recording sessions.

Avakian plans to tape the first Columbia album with the Hi-Lo's, top-rated vocal group which recently signed with the label. He also will do new albums with Dave Brubeck, Calvin Jackson and Turk Murphy.

The Hi-Lo's contract with Starlite label doesn't expire until mid-January, but that company has granted the group permission to cut for Columbia ahead of time.

Schuman to Exit Ford Seg

HOLLYWOOD — Composer-Walter Schumann will relinquish his association with the Tennessee Erie "Ford" show shortly, upon the advice of his physician. Schumann recently suffered a heart attack and has been advised that the preparation of original musical arrangements (Continued on page 34)

Trust Fund Proposal Rapped by Unions

By MILDRED HALL
WASHINGTON — A legislative proposal for belling the controversial Musicians' Performance Trust Fund cat, made by a congressional committee here recently, has met with thumping disfavor among labor legalists and union officials. "A crackpot proposal" was the blunt comment of one AFL-CIO union spokesman on the suggestion

WIENSTROER TO SANTA . . .

NEW YORK — Full of holiday spirits, Coral sales chief Norman Wienstroer sent off his own Christmas list to Santa last week, contents of which follows:

A Christmas tree that lights up like a switchboard.

A song that flips over Bob Thiele.

A record that flips over disk jockeys.

A one-stop that gives free records to distributors.

A Billboard chart that only lists Coral Records.

Victor Clocks LP Sales Peak

NEW YORK — RCA Victor clocked its fastest rate of sales in company history during December with two packages—"Elvis," with Elvis Presley, and "Calypso" with Harry Belafonte.

Both of these collections, issued earlier this season, already are pushing the company's all-time best sellers for accumulative all-speed sales. The "Elvis" set, released in October, is over a million units, including, of course, the big EP excerpt which contains "Love Me." Nearly 50 per cent of the total sale was recorded in December.

"Calypso," in total units, is nearing 600,000, according to Victor, with about 35 per cent logged this month. Majority of sales here are on the LP, but the EPB or two-disk EP reportedly is selling by a comfortable margin over the EPA—or single EP excerpt disk.

At current rate of sale, it's likely that these titles will soon overcome the long-time lead held by such Victor perennials as "The Student Prince," "Glenn Miller Story," "Gaité Parisienne" and several of the Melachrino Strings sets.

SHOWCASE FIXTURES

\$1.98 Specials In '57 Sales Pic

NEW YORK — Record dealers haven't seen the end of so-called "sampler" or "demonstrator" disks—not by a long shot. It's likely that the \$1.98 specials will be very much in the picture in 1957, and that a number of these will be issued, not as once-arounders, but as permanent catalog leaders, available at all times.

In fact, in view of the constantly panding LP market, it's even possible that some of the indie disk-producers will release such disks

Dot Records Sale to Para For \$2 Mil Seems Certain

Wood Would Stay as Chief Exec; Abundant Capital for Firm Seen

By JOEL FRIEDMAN

HOLLYWOOD — The oft reported sale of Dot Records appeared imminent last week with the new owners expected to be Paramount Pictures Corporation. Later firm was in negotiations with Dot Records President Randy Wood over the weekend (22-23), with Barney Balaban, Paramount president; Jules Stein, chairman of the board of Music Corporation of America, and Dot attorney, Harold Orenstein, participating in the conference.

The complete details of the transaction are not known. Purchase price reportedly involves some \$2 million, with Wood expected to receive stock in Paramount Pictures in exchange for his

interest in Dot. Closing stock market quotations of Paramount last week were 27 7/8.

Ostensibly Wood will continue to operate Dot Records as its chief executive officer, with a contract calling for his services for the next five years at a salary in excess of \$100,000 a year.

The Wood could not be reached for confirmation concerning any of the details, no substantial changes in the company operation or company personnel are expected to take place. If the deal becomes reality, Dot will then have additional working capital, including the addition of other company-owned branches, a recording studio and possibly a pressing plant.

The entry of Paramount Pictures

in the record business would hold great significance for the young, mushrooming Dot diskery. Two other studios are presently in the disk business, M-G-M and RKO. Thru an affiliation with Paramount, Dot will have additional call upon motion picture talent and a good many motion picture sound-track albums.

One of the oldest motion picture studios in the film business, Para- (Continued on page 13)

Victor Renews Chi Symphony

CHICAGO — RCA Victor renewed five-year pacts Thursday (20) with the Chicago Symphony Orchestra and its musical director, Fritz Reiner. Larry Kanaga, the label's topper, came here for the ceremony, attended by distrib brass, leading dealers and press.

George Marek, chief of the album division, and Bill Miltenburg, chief engineer, demonstrated a unique triple-track recording by the orchestra of Ravel's "Rhapsodie Espagnole."

The triple-track, Marek said, will not be marketed. Purpose of the middle, or third, track is to help the engineers balance the sound on double-track tapes and LP's. The sound from the center is used to beef up the sounds recorded either on the left or the right when they seem to get out of balance with each other. It was an experimental effort, he said, and appears to help produce a superior recorded product.

After the demonstration, Dr. Reiner quipped, "I still have a one-track mind."

Heath U. S. Tour Set to Start in Feb.

LONDON — Details were finalized this week for Ted Heath's forthcoming tour of North America. Opening his 21-day swing in Philadelphia next February, Heath will be accompanied by June Christy, Al Hibbler and the Eddie Heywood Trio. After playing a number of other American dates Heath winds up the tour in Toronto February 28. In exchange Count Basie will make a three-week tour of Great Britain commencing early April. The deal was handled this side by impresario Harold Davison.

ATLANTIC TOPS '56 R&B CHART

NEW YORK — In this week's "Rhythm-Blues Notes" a summary and analysis of the rhythm and blues hits of 1956 is presented. Atlantic Records takes first-place honors for having had most records on the national r.&b. retail chart. The firm's tally was 20 out of 87 for all labels. Chess-Checker-Argo rang up a score of 11. See "Rhythm-Blues Notes" for additional details.

Col. Singles Sales At Top-Smash Peak

Cook Sees Solid Outlook for '57 Via Improved Disk-Pubber Relations

NEW YORK — Columbia Records the past week probably racked up the biggest singles business in its history, according to Hal Cook, veepee and sales chief. Smash sales figures were credited to Guy Mitchell's "Singing the Blues," Johnnie Ray's "Just Walking in the Rain" and Frankie Laine's "Moonlight Gambler." On Wednesday (19) the Mitchell disk sold 85,000, and on Thursday (20) it hit 93,000. The Johnnie Ray hit sold 37,000 Wednesday and 39,000

Thursday. Laine hit 34,000 Wednesday and 51,000 Thursday. Friday (21) sales figures were not available at press time.

The label, of course, is going into the new year with its singles business at peak strength. Mitchell, who has already surpassed 1,550,000 in sales, is expected to hit the 2,000,000 mark shortly. Ray's "Just Walking in the Rain" is approaching the 1,500,000 mark. Doris Day's "Whatever Will Be, Will Be" has already gone around 1,125,000. The pace is expected to be maintained with a batch of new singles by Mitchell, Ray, Laine, Marty Robbins, etc.

Singles in the country and Western field, incidentally, have also been doing exceptionally well for Columbia. Ray Price's "Crazy Arms" passed the 330,000 mark, and Robbins' "Singing the Blues" has racked up sales of over 285,000.

Cook, noting that emphasis has been on the package business the past year, expressed high satisfaction over the singles outlook.

Disk-Pubber Accord
Cook noted that during the past year a more businesslike accord has developed between diskeries and music publishers, resulting in a more stable singles business. (Continued on page 35)

Lewis Exits Vik; Other Shifts Due

NEW YORK — Jack Lewis, artists and repertoire assistant to Herman Diaz at RCA Victor's Vik subsidiary, will exit his present spot at the end of this month.

At press time, it was expected that Lewis would be shifted to NBC-TV. If so, this could indicate some new interest at the web concerning jazz. Lewis originally came to Victor several years ago to head up jazz recording.

Other shifts among Victor's subsidiary operations are expected momentarily.

with a direct profit motive, shooting for real volume in the six-figure zone. It's estimated that most indie samplers amortize their costs after they hit about 65,000.

An example of a company issuing "permanent" demonstrators is Bill Avar's Period Company, which last week released two new \$1.98 "Showcase" sets, and expects to bring out more on a regular schedule next year. The first three Period "Showcase" sets, issued during the past six months, will continue in the line at the bargain rate.

One of the new issue is a departure in that it does not include excerpts from other Periods sets. This is the complete, allegedly "uncut" Beethoven's Ninth Symphony, available on a single disk, played by the Stuttgart Philharmonic under Isaie Disenhaus. (Last month, the work had its first issuance on a single disk by Vox. It previously had always occupied three LP sides.)

The other new "Showcase" is a jazz demonstrator with 12 tracks from approximately that many catalog LP's. This is Period's second jazz sampler. Artists include (Continued on page 35)

by a House labor subcommittee that diversion of any increased earnings to union welfare funds require written okay from each employee. (Written assignment is currently required only in the subtraction of union dues from wages, under the 1947 Taft-Hartley law.) Subcommittee Recommendation
The subcommittee recommendation (Continued on page 34)

Optimism Breeds 100% Disk Exchange, Return Gimmicks

Act as Record Popularity Meters, Squeeze Out Competitive Versions

HOLLYWOOD — The optimistic "anybody can make it" philosophy (The Billboard, December 22) so prevalent thruout the record industry during 1956 has resulted in what appears to be a most magnanimous giveaway by record manufacturers to record dealers in the form of 100 per cent exchange or return privileges.

Whether it's been a blessing or an ill wind is still debatable as far as dealers are concerned, but like it or not, the disk industry's giveaway policy is here to stay. For the manufacturer it's an effective means of literally forcing more records on the market, and in the case of pop singles, particularly, a quick barometer of the popularity of a given song. Putting a pop single on a guaranteed basis also gives the manufacturer the much hoped for means of killing off a competitive version.

There's an element of gamble involved for the dealer also, regardless of the fact that merchandise purchased on a "100 per cent exchange" basis can be returned. Some majors mean just that when they say exchange, and boiled down for the dealer it simply means that the sale has been made and that he will be billed for whatever quantity purchased.

May Be Burden

Under these circumstances the dealer can exchange any merchandise he cannot sell in return for like merchandise in most cases. But the bold fact remains, however, that a dealer may have been unwittingly burdened with billing he didn't want in the first place.

Under the guise of giving away something for nothing, the disk manufacturers have been able to flood the market with a potentially hot single, averting the possibility of their distributors and dealers being out of stock should the record

take on indications of becoming a hit.

The major record companies with company-owned distributorships preclude such dire circumstances since they ostensibly can ship their own branches whatever quantity they deem necessary. But those with independent wholesalers, as most of the industry is presently constituted, don't fare quite so well. To counteract this, a number of firms, i.e., Columbia, have set up a guarantee pool from which their distributors can draw and pass on this measure of safety to dealers.

Capitol Records, for instance, has had a growing number of hot pop singles on its 100 per cent exchange privilege list, among them,

the Five Keys' "Wisdom of a Fool," Sonny James' "Young Love," "True Love"; "Hey, Jealous Lover"; "Night Lights" and the firm's entire roster of Christmas merchandise.

The other majors, Columbia, RCA Victor and Mercury, Decca, all make it a practice to guarantee their hot single merchandise, too, each policy containing a nuance of its own, the all aimed at stocking dealers' shelves.

Dot Policy

In the case of Dot Records, a recent addition to the circle of major firms, the label makes no pretense of its efforts to help a song on the way by offering distributors and dealers a 100 per cent

(Continued on page 34)

Creditors Jam Rizek Bankruptcy Bandwagon

TRENTON, N. J.—A creditors' bandwagon movement took form here last week as more than \$100,000,000 worth of claims shaped up against the defunct financial empire of James Rizek. "Big money" manipulations of Rizek first came to light last September with revelations of vast trafficking in records and audio equipment and his empire of "paper" corporations.

At a hearing held before Bankruptcy Referee Charles H. Weelans here, acceptance or rejection of a plan submitted by Rizek's attorneys for settlement of his debts had been expected. However, the lack of a \$50,000 bundle of "fresh money" promised by Rizek to show good faith, caused attorneys to ask for an adjournment to check back

with their clients. A decision has thus been pushed off to at least January 2 date of the next creditors' meeting with Weelans.

When the hearing opened, a total of 14 claims, totalling \$139,506 had been filed against Rizek, Colonial Electronics, T.I.D. Corporation and Middlesex Trading Company. Sixteen claims had also been filed against the Jabberwock, a New Brunswick, N. J., record store

(Continued on page 13)

Trinity-Dot Action Draws Mercury Reply

CHICAGO—Mercury Veep Art Talmadge called "ridiculous" a suit which The Billboard last week reported was being filed against his firm by attorney Lee Eastman in behalf of Trinity Music and Dot Records. His firm has never taken the action which the suit is reported to complain about, he said.

The suit, of which he did not receive a copy as of Thursday (20), enjoins Mercury from titling an album by Jim Lowe "Songs They Sing Behind the Green Door." Lowe penned the current hit, "Green Door," and recorded it for Dot. Mercury is shaping an album of Jim Lowe sides, recorded about two years ago, and no title has been assigned to it, Talmadge said.

SUBPEONA RIAA NOEL CARD

NEW YORK—A Scrooge-like note was sounded here last week when the Song Writers of America subpoenaed a Christmas card for examination before hearings on its suit against Broadcast Music, Inc.

The card was sent out last year by the Record Industry Association of America and spotlighted a sales graph charting 78 years of sales (1877-1955) in the phonograph record business. The greeting card — brainchild of RIAA executive secretary, John W. Griffin—and all the records that made it up have been requested for pre-trial examination.

Panart Skeds 30 U. S. LP Preems in '57

NEW YORK—Panart Records, the Cuban-based label, will release 30 new LP's in the States during 1957.

According to Stan Steinhaus, manager for the company's Stateside operation, the majority of these will be dance disks cut by authentic Cuban talent, but the firm also will expand into Continental-type material. Several Panart sets have been cut in London under the supervision of Panart President, Ramon Sabat.

Six new LP's will hit the stores in January. Four of these will feature Cuban cha-cha-chas. Another, "Arrividerci Roma," features the Italian thrush, Floriana Alba, who has been appearing in Havana. "In a Latin Mood" is a new orchestral set cut in England.

Insurgents Win AFM Election

HOLLYWOOD — Insurgent members of AFM, Local 47, last week swamped the faction supporting National President James C. Petrillo in the union's biennial election, sweeping into office the entire "Voice of Membership" ticket headed by Eliot Daniel.

Daniel, with 3,806 votes, beat incumbent John te Groen, who tallied 1,817 votes in the bitter fight. John Tranchitella, 3,830 votes, topped Joe Barros, 1,782, in the race for the vice-presidency. Max Herman, dissident candidate for recording secretary, ran ahead of

(Continued on page 13)

Am-Par EP Ad Insert In Downbeat

NEW YORK — In a move to give its 1956 jazz LP promotional program an important springboard, ABC-Paramount will have a special EP insert in the March '57 issue of Downbeat mag.

Patterned after the precedent-setting Capitol Records EP insert which appeared in The Billboard, October 6, 1956, the Am-Par insert is believed to be the first such disk-gimmick set up by a consumer magazine.

In addition to the EP, which will feature excerpts from 10 ABC-Paramount jazz LP's, the four-page ad spread will carry a special coupon, entitling the bearer to a 98-cent discount on any LP in Am-Par's jazz catalog, when presented at any record store. Dealers will get full credit on the sales, with distributors called upon to participate discount-wise only to the degree they do on regular 10 per cent promotions.

Downbeat is readying a promotion campaign on the stunt, which will be ballyed on newsstands and in disk stores, via special streamers and other display material. The mag will also carry advance editorial pitches on the project and is arranging tie-up ads with musical instrument manufacturers, featuring Am-Par jazz artists. Am-Par is following thru with dealers on its end.

The deal was set by Am-Par prexy Sam Clark and the label's jazz artist and repertoire chief, Creed Taylor, with publisher Chuck Suber and Eastern sales manager Mel Mandel representing Downbeat.

Gas Rationing Puts British Bands on Spot

LONDON — Britain's severe gasoline shortage following the blocking of the Suez Canal has had some far-reaching side effects. Among the hardest hit by the 200-mile a month gas ration now operating here (December 17) are bands and small groups who are committed to heavy schedules over the coming months.

The bigger ensembles can afford to hire coaches, but smaller groups geared to individual travel by players in their own cars cannot absorb the increased cost this will bring. Also, if they do not keep contracted dates they may find themselves in legal trouble with the bookers.

ASCAP Sets Membership Meet, Jan. 3

NEW YORK—A general meeting of the American Society of Composers, Authors and Publishers has been called for next Thursday (January 3) specifically to hear out the membership's hot-running viewpoints regarding such matters as logging, distribution, weighted voting and dissemination of information.

The meeting will be held at 8 p.m. at the Waldorf-Astoria, and word has been received that the attendance will include several prominent West Coast writer and publisher members.

The last general meeting was held here November 23, at which date the meeting time ran out before the members could be heard from.

CINCY COL. REP IN THEATERS TIE

CINCINNATI — Maurie Rose, local Columbia Records distributor, has a nifty promotion rolling thru the holidays in a tie-in with the four local RKO theaters on their gift theater-ticket books.

Each of the books contains one of Rose's coupons which entitles the holder to a free 89-cent Columbia record at any record shop in town. If he'd rather, the holder may apply the coupon toward an 89-cent credit on a hi-fi Columbia album. The coupon carries a listing of the latest Columbia pop singles and albums.

In return, the four RKO house—the Paramount, suburban stand, and the Grand, Albee and Palace, downtown—are showing a trailer on Rose's firm and Columbia Records at each performance daily until January 1. Two huge signs in front of each of the theaters calls attention to the gift ticket books and to a pair of Columbia's latest albums, "Stingiest Man in Town" and Norman Luboff's "Songs of Christmas."

All record shops in town, save one, are honoring the coupons, says Rose. The Song Shop turned down the idea, claiming it brought too much traffic to the store, an excuse that augers well for the promotion.

Another Billboard First for '57

SPECIAL DISK JOCKEY PROGRAMMING QUARTERLY EDITIONS

edited specifically to give DJ's, station librarians and program directors solid, up-to-date programming material and ideas—published four times during '57—to keep pace with the constantly expanding record industry.

FIRST QUARTERLY EDITION

JANUARY 26, 1957

Don't Miss It!

SOA in New Pitch for \$\$ In BMI Fight

NEW YORK — Songwriters of America, official name for the group of writers involved in the multi-million dollar law suit against BMI, Inc., last week renewed its efforts for continued financial support. A letter from John Loeb was sent to all American Society of Composers, Authors and Publishers writer members, soliciting support of those who haven't contributed and asking for renewal pledges of others.

To date, in excess of \$400,000 has gone into the SOA action. Writers have been asked to pledge 5 per cent of their ASCAP income to fight the law suit.

Columbia Sets Own Baltimore Distrib

NEW YORK — Columbia Record Distributors, Inc., on Wednesday (2) will assume the distribution of Columbia Records for the Baltimore area, presently serviced by the Joseph Zamoiski Company. Robert Beasley has been appointed sales manager.

HAYES CUTS 1ST WAX FOR AM-PAR

NEW YORK — ABC-Paramount set some kind of a speed record for doing business as usual during Christmas week. The label signed ex-Cadence artist Bill Hayes and cut his first two sides early Friday (21) at 5:30 a.m. with the disks scheduled to be in distributor hands by Wednesday (25).

Hayes sliced two sides from the new Disney film "Westward Ho the Wagon," the title tune and "Wringo-Wrango," following reports that earlier versions by Fes Parker and Merv Griffin were beginning to show some action in the field. Hayes cover of Parker's "Davey Crockett" was a smash on Cadence, and co-incidentally Am-Par prexy Sam Clark was Cadence sales chief at that time. ABC-Paramount also has a platter out on the tune in its Mickey Mouse Club line.

Seeco Ups '57 Album Output

NEW YORK — Seeco Records, formerly an all-Latin label, has set up a schedule calling for the release of more than 100 new LP's in 1957. This number is exclusive of the jazz disks which the company puts out on its subsidiary Dawn label.

In January and February alone Seeco will launch 12 LP's comprising a new "travelog" series under the uniform slug, "A Visit to . . ." Each set will cover a different country, using various native orks and soloists. Each release will carry a four-color cover.

Last week Seeco President Sidney Siegel renewed his hottest album act, Los Chavles de Espana, this time with a two-year contract. Group was inked when Siegel flew to Puerto Rico to attend its opening at the new Club Caribe, in the Caribe Hilton Hotel there.

On his return, Siegel signed Margarita Sierra, the Spanish thrush who appeared locally this season at the Maisonette and at other sophisticated spots.

Next week Seeco will cut a new album of show tunes with pianist-maestro, Skitch Henderson.

Siegel will take off on January 18 for a month-long recording expedition to the Continent. He will conduct sessions in Spain, England, Italy and France.

Liberty Inks Ward Group

HOLLYWOOD — The rapidly mushrooming talent roster of indie Liberty Records continued to grow last week, with the signing of Billy Ward and the Dominoes to an exclusive recording contract.

Group was inked for a straight three-year deal, with negotiations handled by Liberty toppers, Jack Ames and Si Waronker, and Harry Stein, manager of Ward. Other negotiations for the addition of Hugh O'Brien were also reported. Latter is dickering a pact that will call for a series of western sides. O'Brien plays the "Wyatt Earp" role in the ABC-TV network tele-show.

New Sonic Waxery Debuts on Coast

HOLLYWOOD — Sonic Records, new Coast entry in the disk business, has been organized here by Dick Allen and Stan Hoffman. Label releases its first sides early next month by chirp April Ames, who has since been inked by Liberty here.

Other talent signed thus far includes Adgis Merrill and the Four Hurricanes. Firm has set national distribution in 40 markets thruout the country, with Allen planning a tour of disk jockeys and distributors to introduce the label.

Dot Records Sale

Continued from page 11

mount owns and operates eight subsidiary corporations, among them the Famous-Paramount music publishing firms, Paramount Television Productions, Inc.; Paramount-Roy Rogers Music Company, Inc.; International Telemeter Corporation, Famous Studios, Paramount Newsreel and Paramount Film Distributing Corporation.

Dot, organized in 1951 by Wood, will have reached sales totaling approximately \$6 million in 1956. Firm has an artist roster of more than 75 and recently moved here from Gallatin, Tenn.

Wood would also be expected to take an active part in the operation of the Famous-Paramount music firms, tho no definite plans in this direction have been indicated.

Jules Stein, MCA topper, acknowledged in New York that he was representing Dot earlier last week, tho at the time he would not say who the interested purchasers might be.

Granz Pacts Herman and Kid Ory

NEW YORK — Norman Granz, proprietor of the Clef, Norgran, Verve and Down Home labels, has signed orkster Woody Herman to a new three-year contract. In addition, the jazz impresario inked the veteran New Orleans trombonist, Edward (Kid) Ory.

Herman most recently has been recording for Capitol, and prior to that he cut for his own label, Mars. Several months ago, Granz purchased the Mars masters from Herman and his partner, publisher Howie Richmond.

Ory's last pact was with Good-Time Jazz. Granz will record his first dates, presumably for the traditionalist Down Home label, in Paris.

Creditors Jam

Continued from page 12

owned by Rizek. These totalled \$83,748, but consents to the settlement proposals had been received only from creditors representing claims of \$5,685. The remainder, \$78,000, was understood to be owed to Times Columbia Distributors.

During the day of the hearing, 24 additional claims were filed representing \$670,939. This brought the total to 54 claims for more than \$893,000, with more known to be in the works. It was noted that a \$70,000 claim, originally submitted by Sam Goody against the Rizek interests, was later withdrawn.

According to the New Brunswick Daily Home News, the Audio Video Recording Corporation, one of Rizek's interests, claimed that instead of owing Rizek \$61,000 as originally indicated, it actually was a creditor to the tune of \$20,000.

Meanwhile, Rizek remained free in \$10,000 bail, pending grand jury action against him in regard to an embezzlement charge involving the transfer of \$139,000 in funds of the Hampshire Corporation to his own personal bank account.

BERNSTEIN AND GWIRTZ TRADE JABS RE ASCAP

HOLLYWOOD — An exchange of letters between Shapiro-Bernstein president, Louis Bernstein, and Irving Gwartz, occasioned by the latter's "Call to Arms" (The Billboard, December 15), brought forth the observation by Bernstein last week that "Your contention that every member of ASCAP should have one vote would be the same as saying that every member of General Motors, or any other corporation, should have the same number of votes."

Gwartz replied that the comparison between ASCAP and General Motors was a curious one, "since ASCAP is supposedly a non-profit-making organization, while General Motors certainly operates for profit."

"To acquire more votes, said Gwartz, a General Motors 'member' need only purchase additional stock. What does an ASCAP member do?"

"The ASCAP credo," Gwartz told The Billboard, "says the Society is a 'useful citizen.' The members of ASCAP should at least have the same voting privileges all citizens have," he concluded.

Chevron New Coast Label

HOLLYWOOD — Chevron Records joined the ranks of new entries in the disk business last week, with the firm completing a unique deal with New Yorker cartoonist Virgil Partch. Label, headed by George Garabedian, will use Partch cartoons on all its pop single sleeves' LP's.

An attempt at humor will also be carried thru on actual label copy, with similar Partch reproductions. First artist inked is Jackie Walker, with Garabedian setting national distribution thru C. P. McGregor here.

Actors, Bands

Continued from page 1

A used Piper Cub can be picked up for as little as \$500, according to Williamson, but these are slow and not too practical for the get-about performer. But \$2,500 to \$3,000 worth of used airplane can fill the bill. Flying lessons and rental of a small plane for solo flight to qualify for a license normally runs about \$450.

Les Brown, who tours his band during the summer, always flies, but on an outside chartered transport. Williamson says Brown comes out well ahead for the expense because he can pick those spots where the money is and overlook the problem of mileage getting to them.

Insurgents Win

Continued from page 12

Maury Paul, who tallied 1,828 votes.

Daniel and other officers, including the rebel slate of trustees, board of directors, trial board and national delegates, will take office at a regular membership meeting January 28.

Balloting was the heaviest in Local 47 history, with 5,630 votes cast, an indication of the bitterness that has plagued the union since insurgent forces started its attack on the authority of Petrillo.

With the rebel win, reports persisted that Petrillo might move in and place the local's charter under a trusteeship.

61 Top Talent Booked for Cafe de Paris

LONDON — General manager and booker for London's Cafe de Paris returned from the States with an impressive list of talent for the show spot next year. Commencing March 4 the season opens with Pearl Bailey, followed by Sophie Tucker playing her first London restaurant date since before World War II. She is followed by Zsa Zsa Gabor on April 29 for four weeks. In September, Eartha Kitt occupies the spot for an as yet unspecified length of time. Final booking of the year will be chanteuse Edith Piaf.

ANOTHER BMI "PIN-UP" HIT

SINCE I MET YOU, BABY

Recorded by IVORY JOE HUNTER, Atlantic MOLLY BEE, Decca

Published by PROGRESSIVE MUSIC PUBLISHING CO.



DEALERS, DEEJAYS, ONE STOPS

DAVID SEVILLE

The HIT Version

ARMEN'S THEME

LIBERTY-F-55041

BILL HALEY

"DON'T KNOCK THE ROCK"

Decca 30148/9-30148

Valleybrook PUBLICATION, Inc. 129 E. 5th Street Chester, Penna.

New York Office: 224 W. 49th St., Suite 407 • Cl. 6-5252

WHILE THE LIGHTS ARE LOW

Recorded by The King Sisters on Capitol

AMERICAN MUSIC, INC. 9109 SUNSET BLVD., HOLLYWOOD, CALIF.

From William Wyler's "FRIENDLY PERSUASION" An Allied Artists Picture

FRIENDLY PERSUASION (The I Love)

LEO FEIST, INC.

Recorded by **ELVIS PRESLEY** RCA VICTOR

"LOVE ME TENDER" Elvis Presley Music, Inc.

"ANY WAY YOU WANT ME" (That's How I Will Be) Ross Jungnickel, Inc.

Sole Selling Agent: HILL AND RANGE SONGS, INC.

ERRATUM

Any reference to publisher ownership of "Crazy Arms," which was cited as the "Best Country" song of 1956 in a recent popularity poll, is in error at the present time. The question of the song's ownership is now in litigation and therefore such credit at this particular time should not be given.

LOOK OUT FOR . . .

BABY DOLL

FROM THE WARNER BROS. PICTURE

6 BIG RECORDS

REMICK MUSIC CORP.

NOW . . . AND ALL THROUGH THE WINTER SEASON

Leroy Anderson's **Sleigh Ride**

100% Recorded MILLS MUSIC

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

HOLIDAY HUSTLE

Don't Relax Yet--- Sales Spurt Due

● Post-Christmas period will be a lively one

● Promotion effort now can pay off in a big way

By RALPH FREAS

You're tired from the effort of the past six weeks. You're satisfied with the totals on your cash register. You feel a glow of accomplishment and would like to relax for a few days. Don't! A little well-directed effort now will get you started on the right foot for 1957. If necessary, keep on some of that extra Christmas help for a few days. The added expense can be worth it.

A Retailing Opportunity

For the next two weeks traffic will be heavier than usual. This can mean a unique retailing opportunity for you.

Customer calls during this period fall into several categories. In the first place, you'll have a lot of exchanges. Without dwelling on the "good will" aspect of handling exchanges courteously and graciously, consider the possibilities for "suggestion selling." In making an exchange, the customer has to mention his musical preferences. On learning his tastes, the average retailer should be able to suggest at least a dozen records that would appeal to that customer. When exchanges are made courteously and without strain, the atmosphere for the "plus" sale is a good one.

Another customer category is the "new phonograph owner." There will be no resistance to disk sales from this prospect. The important thing from the dealer's point-of-view is that the new phono owner offers an opportunity to do some missionary work for the full-profit, high mark-up accessory lines. Spend some time to explain the facts of needle life and record care. Demonstrate cloths and sprays and explain their importance. Get the model number and cartridge number of the phonograph on a 3 by 5 file card for your replacement needle "reminder" list. If the customer doesn't have that information, give him a postcard, addressed to you, on which he can fill in that information. Don't neglect a diamond needle sales talk while you are on the subject of record care. In a sense, the phonograph is like a new toy to this owner. He won't tire easily and he'll be receptive to any ideas about using it.

Good Time for Sale

While sorting out the strictly Christmas albums from your stock, remove those items that have become shop-worn from pre-Christmas traffic. Set up a special "sale" counter and mark this merchandise down. "Slow movers" and "turkeys" that have found their way into your stock belong on this counter also. It might even be a good idea to mark down Christmas records before the holiday spirits

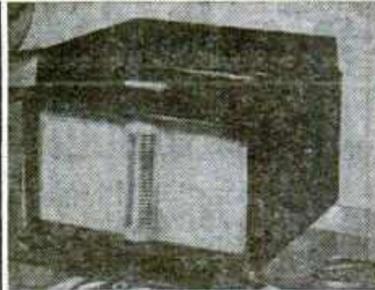
wane completely and offer them at special prices at the same time.

Display and Promotion

There are several display possibilities during this post-Christmas period. For the new phono owner, set up displays of strong catalog items, hi-fi records and that old stand-by, the "basic library" display. An accessory display is also a "must."

You should have a list of all new phonograph buyers. These deserve a direct-mail pitch, telling them of any special bargains you are offering and reminding them of the complete stocks you carry year-round. Slip in one of those "stuffers" on record care and accessories (such as Walco and Columbia have prepared for dealer use).

If you plan any newspaper advertising on the special sale theme, include some phonograph



PHONO QUIZ

Know This Philco Unit

The Philco phonograph pictured above is the table model No. 1347. On the market for a reasonable length of time, this model should be familiar to every phono-record dealer. But length of time on the market is no indication of how well a dealer knows his merchandise. Check your knowledge with the simple test below.

1. Has this model an automatic changer mechanism?
2. How many speeds will it play?
3. How many speakers has it?
4. Is it provided with an automatic 45 r.p.m. spindle?
5. Does it shut-off automatically after the last record is played?
6. What is the frequency response in cycles per second?
7. What kind of needle has it?

The answers are given at the bottom of the page, in the right-hand column.

copy. January is a good month for phono sales because many people are exposed to new playing equipment in the homes of their friends. Cash in on this interest by reminding them that your store is phonograph "headquarters."

How a Deejay Show Paid Off in Sales

● New York store makes the most of limited ad budget

● A radio show can increase sales if used intelligently

Using a trail and error method, the Archie Bleyer Record Shop (Hempstead, N. Y.) has settled on radio advertising as the best method of attracting customers. Direct mail to a select list has been used with moderate success and will be used in the future. But newspaper advertising is out. The disk shop tried everything in newspaper ads but giving merchandise away outright but the newspapers brought little if any business.

"In my opinion," states Jerry Shifrin, manager of the shop, "competition from other advertisers in the newspaper worked against us. We naturally used the paper with the highest readership. But, then, so did every other store in the area. Our ad was lost."

Deejay Show Pays Off

The Bleyer store's first venture in promotion by radio was on a small unknown station just starting in business. Despite its size, the show attracted attention—and cash customers. In part, the show's success resulted from the reaction of home listeners. But the most important aspect of the promotion, according to Shifrin, was the fact that the show was beamed several times a week from the store's show window. Foot traffic along heavily-traveled Main Street came to a halt when the deejay was doing his bit in the window.

Part of the deejay act was a customer interview stunt. He

would roam the store and discuss music and the new releases with the crowd. In time, however, the show did not do so well. Shifrin attributes the slackening off to two factors. First of all, the novelty of the show wore off. Secondly, the small outlet didn't have the wide audience needed to support such a show.

Second Try Even Better

The gradual decline of the radio show's pulling power didn't discourage Jerry Shifrin. He had had a taste of what radio could do. What was needed, he reasoned, was a station with more power and a wider range. He contracted for time with WCBB in nearby Freeport, an outlet powerful enough to hit the entire south shore of Long Island. Subsequent experience proved him right.

The show Shifrin chose was "Night Train," a music and chatter segment handled by deejay Lee Donohue. Attesting to the popularity of the show is the more than 2,000 pieces of mail that it draws weekly.

Not only does the show draw mail, it sells records. Here's how Shifrin uses it. One time, he bought up about 300 copies of the Bill Haley "Rock" album on the Essex label. Donohue played part of the disk on his show and mentioned that the disk was on sale (under \$2) at the Bleyer store. The next day 46 of the albums were sold.

When the new "Elvis" disk debuted, Shifrin made a special effort to have it in stock before any other shop in his trading area. He rushed one of his 25 copies to the "Night Train" show, where Donohue played it and announced its availability. The remaining 24 copies were sold the next day before 11 a.m. Many of the teenagers sent their mothers to the shop for the disk because they had to attend school that morning.

Stromberg Is Co-Sponsor

Shifrin doesn't pick up the entire tab for the deejay program. Half of it comes from co-op ad funds provided by Stromberg-Carlson. This co-sponsorship arrangement works out well for both of them. Shifrin is able to buy twice as much time—he currently is booked for 104 segments—and Stromberg-Carlson sells plenty of phonographs in the area. Shifrin, who carries their phono line, reports heavy turnover, particularly with their "New World" consolette, selling at \$149.50.

Feudin' and Fightin'

In summing up his experience, Shifrin gives a heavy share of the credit to deejay Lee Donohue. Radio alone can't move merchandise. It has to be combined with "showmanship." For example, Donohue started a "feud" with Shifrin over the merits of "Black Denim Trousers" by the Cheers on Capitol. Donohue said he liked the disk and he claimed that Shifrin did not. The local teenagers, to show their allegiance to their favorite deejay, flocked to the store and bought the disk in quantity. Importantly, they bought from the Bleyer store. How else could they show Shifrin what they thought of his taste in music?

NEW PRODUCTS

SYLVANIA INTRODUCES 3 NEW HI-FI CONSOLES . . .

Three new high fidelity consoles are announced to the trade by Sylvania. All are equipped to play at four speeds.

The Model 4303 (shown below) is termed a "custom console" by the firm. It incorporates three speakers and provides a jack plug



for an additional external speaker. The turntable features a "bubble" leveling device to aid the user in eliminating flutter and wow. Available in mahogany or oak, it is priced at \$199.95.

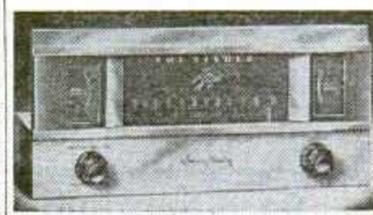
The two other units in the series are the 4301 (priced at \$179.95) and the 4305 (priced at \$149.95). The 4301 also has three speakers and provision for an external speaker. The 4305 is a two-speaker model.

All models have Ronette cartridges with sapphire styli. Weighted turntable insures constant speed and silent operation. The plug-in outlet for additional speakers can also be used as an input for an FM tuner.

The speakers (a 12-inch woofer and two 4-inch high frequency

FISHER FM TUNER PRICED AT \$149.50 . . .

Fisher Radio Corporation has started shipping its latest FM tuner, the FM-90. This unit has a



full wide-band detector in addition to Dual Dynamic Limiters — a Fisher exclusive — to reject AM noise completely.

The FM-90 offers virtually automatic operation. Once the variable AFC and Interchannel Muting Controls have been adjusted, a slight touch of the station selector locks into each station in turn as the tuning needle travels across the dial. There are two meters for micro-accurate tuning. One indicates signal strength and the other shows center-of-channel.

The unit is priced at \$149.50 and a mahogany or blonde cabinet is available optionally at \$17.95. Prices are slightly higher in the far West.

NEW RONETTE CARTRIDGE HAS WIDE FREQ. RANGE . . .

Ronette Acoustical Corporation will begin shipment next month on a new cartridge of advanced design. According to Sydney Storch, Ronette prexy, the cartridge has

units in the case of the three-speaker models, are enclosed in an "acoustically correct" sound chamber. Separate bass and treble controls are provided for precise tonal tuning.

many "exclusive features."

Performance-wise, the new unit is capable of a frequency response from flat to 20,000 cps. with less than 1 per cent intermodulation distortion, says Storch. Stylus replacement has been simplified on the cartridge to a point where a child could install a new needle without tools, according to the firm.

NEW FAIRCHILD CARTRIDGE IS PRICED AT \$60 . . .

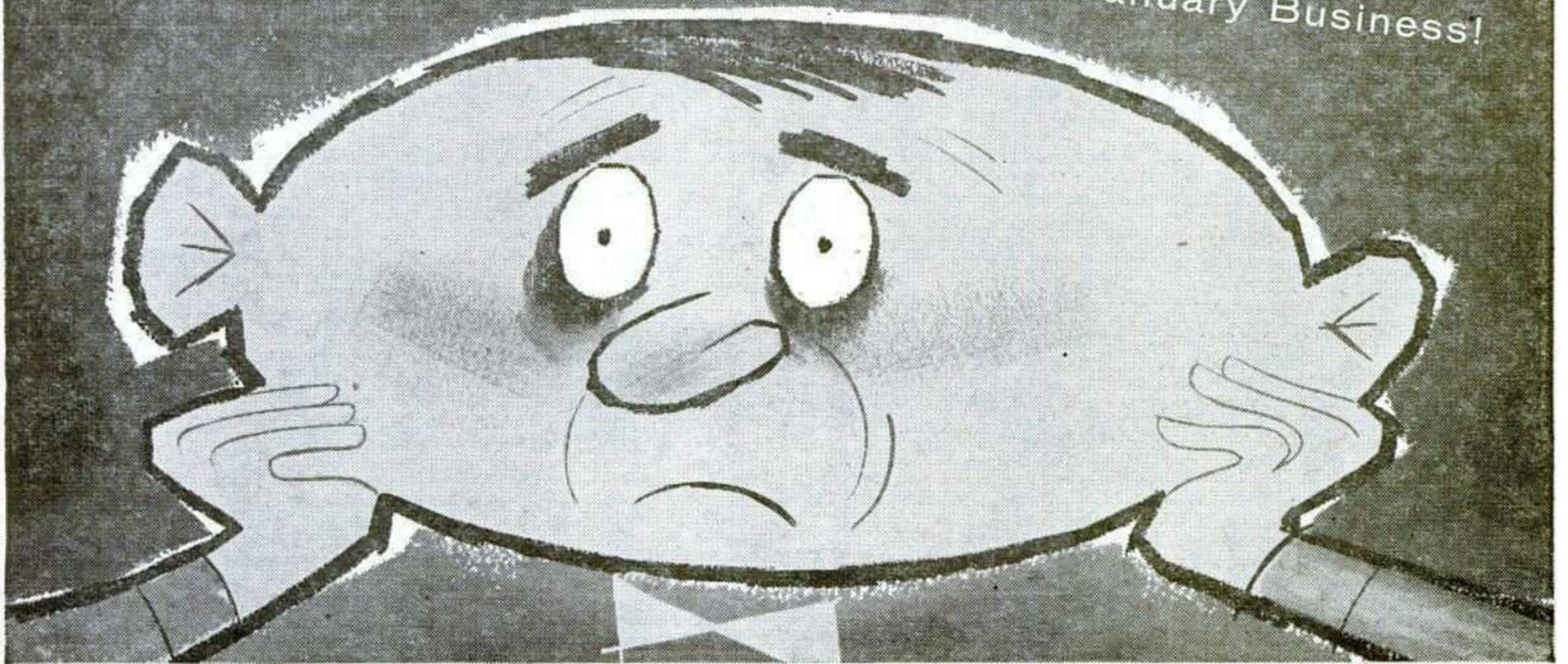
The Fairchild "Experimental Cartridge," seen at recent high fidelity shows, is being made available in limited quantities. Designated the XP-2, the cartridge is hand-constructed. It is a moving-coil type and incorporates several features, such as bonded diamond stylus assembly and an unusual damping system.

Priced at \$60, the XP-2 will be interesting mainly to audio and sound equipment dealers. It is handsomely packaged (as shown here) and will attract audiophiles of the more discriminating kind.



Answers to Phono Quiz:
1. Yes. 2. Three (33, 45, 78). 3. Two (8-inch dynamic speakers and an electrostatic speaker). 4. No, but one is available. 5. Yes. It has an "encore switch" which shuts the unit off or plays the last record again. 6. Up to 20,000 cps. of "distortion-free" sound. 7. Dual sapphire for standard and long-play records.

Don't YOU be Disappointed!
Plan NOW for BIG January Business!



the Voice of Music[®]

**Has the PRODUCTS and the PROMOTION
You Need for FOLLOW-THROUGH SALES!**

V-M DEALERS across the country report BIG pre-Christmas sales. But that's only *part* of the V-M success story. *Post-Christmas* business will be as big if not **BIGGER** and sales will stay high throughout your 'V-M Key Quarter!'

Be sure you have the phonographs and tape recorders most people want and ask for—V-M! Plan ahead! Plan to use your 'V-M Key Quarter' merchandising material clear through Feb. 15. Order NOW and check your distributor for delivery dates. You're going to sell every V-M model on the floor and then some before your 'V-M Key Quarter' is over!

And Here's the Tops in Promotion



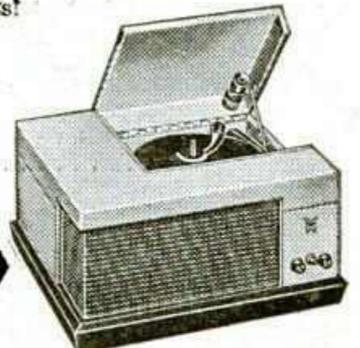
Be set to change your 'V-M Key Quarter' display for big January Sales. It's the crowd pleaser that's never out of date! Switch banners and mobile unit and keep those profits rolling in. Later, you'll switch again to make it a valentine-theme piece without ever slowing down the sales pace!

THESE ARE THE TOP-PROFIT PRODUCTS:

V-M 'CELESTE' and **V-M 'FIDELIS'**[®], the twin stereo-playback tape recorder and high-fidelity phonograph combination that's the talk of the industry! Sell 'em BOTH—sell one now and the other later. You've got stereo—and the tops in stereo—without risking a dime on stereo-only units!



V-M 'Celeste' stereo-playback tape recorder, blonde or mahogany, legs optional. Model 750,\$259.95 List.*



V-M 'Fidelis' high-fidelity four-speed phonograph. Blonde, mahogany, ebony or walnut, legs optional. Model 560,\$149.50 List.*

V-M'S PORTABLE STEREO-MATES—Model 711 tape-o-matic[®] tape recorder and Model 556 portable high-fidelity *four-speed* phonograph. They sell as a unit, they sell one at a time, they give you stereo without risk!



V-M tape-o-matic stereo-playback portable tape recorder. Two-tone gray leatherette. Model 711,\$209.95 List.*



V-M four-speed high-fidelity automatic portable. Two-tone gray leatherette. Model 556,\$119.95 List.*

V-M four-speed automatic portable phonograph... styled for the young at heart in reddish-buff and white leatherette. Model 1260, \$54.95 List.*
*Slightly higher in the West.



V-M'S COLORFUL, COVETED PORTABLE—the one today's teens want most—Model 1260. It's a popular-priced *four-speed* automatic in popular reddish-buff and white, perfect for post-Christmas selling.

Don't miss the boat! Phone your V-M Distributor NOW

the Voice of Music[®]

V-M CORPORATION • BENTON HARBOR, MICHIGAN

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

• Best Selling Pop Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

1. ELVIS—Elvis Presley.....RCA Victor LPM 1382
2. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
3. MY FAIR LADY—Original Cast.....Columbia OL 5090
4. THE EDDY DUCHIN STORY—Sound Track....Decca DL 8289
5. THE KING AND I—Sound Track.....Capitol W 740
6. ELVIS PRESLEY.....RCA Victor LPM 1254
7. HIGH SOCIETY—Sound Track.....Capitol W 750
8. MERRY CHRISTMAS—Lawrence Welk.....Coral CRL 57093
9. OKLAHOMA!—Sound Track.....Capitol SAO 595
10. SONGS FOR SWINGIN' LOVERS—Frank Sinatra..Capitol W 653
11. BELAFONTE—Harry Belafonte.....RCA Victor LPM 1150
12. SAY IT WITH MUSIC—Lawrence Welk.....Coral CRL 57041
13. THIS IS SINATRA—Frank Sinatra.....Capitol T 768
14. THE PLATTERS.....Mercury MG 20146
15. JERRY LEWIS JUST SINGS.....Decca DL 8410

• Pop Albums Coming up Strong

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

1. Hymns.....Tennessee Ernie Ford
Capitol T 756
2. Ski Trails.....Jo Stafford
Columbia CL 910
3. The Platters, Vol. 2.....The Platters
Mercury MG 20216
4. Li'l Abner.....Original Cast
Columbia OL 5150
5. Giant.....Sound Track
Capitol W 773

• Most Played by Jockeys

Albums 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.

1. ELVIS—Elvis Presley.....RCA Victor LPM 1382
2. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
3. SKI TRAILS—Jo Stafford.....Columbia CL 910
4. THE ELGART TOUCH—Les Elgart.....Columbia CL 875
5. SONGS FOR SWINGIN' LOVERS—Frank Sinatra..Capitol W 653
6. HIGH SOCIETY—Sound Track.....Capitol W 750
7. 'S WONDERFUL—Ray Conniff.....Columbia CL 925
8. THIS IS SINATRA—Frank Sinatra.....Capitol T 768
9. ELLA AND LOUIS—Ella Fitzgerald & Louis Armstrong....
.....Verve MG V 4003
10. MERRY CHRISTMAS—Lawrence Welk.....Coral CRL 57093

REVIEWS AND RATINGS OF NEW ALBUMS ON PAGE 18

• Review Spotlight on . . .

Popular Albums

HAPPY HUNTING (1-12") — Ethel Merman, Fernando Lamas and Original Cast. RCA Victor LOC 1026

RCA Victor rushed this one to market fast after the show's successful Broadway bow and it shapes up as a solidly rewarding job for the label. A number of the tunes are already successful on singles and the kick of hearing Miss Merman and her fellow players give their original versions should make this a fast moving item. "If'n," "Mutual Admiration Society" and "New Fangled Tango" are already familiar, and there are several other tunes in the Matt Dubey-Harold Carr score which also could make the grade commercially. Altogether, it's a listenable score and that combined with the priceless Merman delivery and a show that's going to be around for an extended stay, makes this a solid bet for jockey programming and a long counter life.

MIDNIGHT FOR TWO (1-12")—The Three Suns
RCA Victor LPM 1333

The Three Suns, always strong sellers on the album front, team up with Ray Bohr on a magnificent pipe organ on this newest package effort. The results are tops in sound and pleasant on the ear to an advanced degree. The label has made this its January \$2.98 retail special, which should assure plenty of activity. Material is mainly pop and sometimes in a danceable vein — including "Stella By Starlight," "Ain't Misbehavin'," "The Very Thought of You," "Blue Tango," etc. This makes excellent jockey fare and dealers can afford to take plenty of copies.

BUNDLE OF JOY (1-12") — Eddie Fisher and Debbie Reynolds. RCA Victor LPM 1399

This is a highly tuneful package comprising the score and stellar vocal efforts of Eddie Fisher and wife Debbie Reynolds in their upcoming pic, "Bundle of Joy." The stars have already cut a couple of numbers as singles, but the package sells plenty of other ear-arresting material. Fisher vocalizes in top form, but there are also intriguing arrangements of instrumental interludes by Hugo Winterhalter which are stand-outs in sound. A package to be highly considered both counter-wise and jock-wise.

THE BELLS ARE RINGING (1-12")—Judy Holliday and original cast. Columbia OL 5170

"Bells," one of the new Broadway musical hits, should click on disks as well. The Betty Comden-Adolph Green score has a number of tunes of hit caliber, including "Long Before I Knew You," "The Party's Over" and "Just in Time." Miss Holliday and the balance of the cast give these and the other good show tunes a real live feeling that's bound to result in plenty of air play. That's the cue to heavy retail sales, and when the chips are counted this will be very close to the top of the current heap. A must for dealers, even tho more could have been made of the album cover, display-wise.

Classical Albums

WANDA LANDOWSKA PLAYS MOZART (2-12")—Piano Sonatas in B Flat, K. 333; in D, K. 311; in E Flat, K. 282; in G, K. 283; Rondo in A Minor, K. 511; Country Dances, K. 606. Wanda Landowska, Piano. RCA Victor LM 6044

In these recordings, Wanda Landowska makes a triumphant return to the piano and to Mozart. Her performances of Bach on the Harpsichord are unique masterpieces, but during her concert career, she was equally famous as an interpreter of Mozart on the piano. The authority, stylistic perfection and enough of the technical command of old are here to give the listener all that he has come to expect of Landowska. In keeping with the spirit of the 18th century, she has ornamented the repetitions in her own way and written her own cadenzas where they were implied in the score.

RACHMANINOFF: SYMPHONY NO. 2 IN E MINOR (1-12")—Leningrad Symphony Orchestra, Kurt Sanderling, Cond. Decca DL 9874
The recent tour of the Leningrad Philharmonic

thru parts of Western Europe made a profound impression. It was universally recognized that this was one of the truly great ensembles of the world—and here it is heard in a work that it is in a position to do uniquely well. Sanderling gives a vigorous, impassioned reading that wrings it of the last drop of emotional expressivity. The spectacular "Scherzo" comes off as a real tour de force. Curiosity about the orchestra and the qualities of Sanderling's reading will rack up sizeable volume on this item. Recorded in Berlin, there can be no complaints about sound quality.

Jazz Albums

METRONOME ALL-STARS 1956 (1-12")—Clef MG C-7453

Resumption of the practice of recording the Metronome poll winners provides a salable package for jazz fans of all persuasions other than Moldy Fig. Stars are Ella Fitzgerald and Count Basie's band, plus Joe Williams. One side features all the solo winners (or good subs) in Bird Parker's blues-based "Billie's Bounce." Especially telling blows are landed by Billy Taylor, Tony Scott and Thad Jones. Others present: A. Blakey, C. Mingus, Z. Sims, E. Bert, T. Farlow, S. Chaloff, T. Charles (Cohen), A. Cohn and L. Konitz. G. Wallington plays a piano solo to end Side 2. The Ella-Williams-Basie "Party Blues," also cut as a single, is a complete gas for demo purposes. Ella and Count are on the cover.

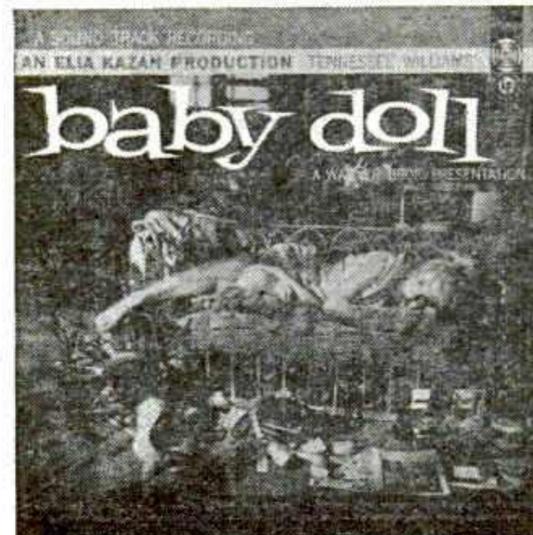
ELLINGTON AT NEWPORT (1-12")—Columbia CL 934

Herein is the Ellington performance that stampeded last summer's Newport Jazz Festival and brought the Duke back into the jazz picture, but good. The number that blew things apart was "Diminuendo and Crescendo in Blue," with its 27 consecutive tenor sax choruses by Paul Gonsalves. One can hear and feel the crowd and then the band catch fire. Unfortunately, Gonsalves was off the recording mike thruout, or this package could be a runaway. As is, it will only be a hit. Rounding it out is the fine new "Newport Jazz Festival Suite" and a remake of "Jeep's Blues," featuring the wonderful Johnny Hodges.

DAVE BRUBECK AND JAY & KAI AT NEWPORT (1-12")—Columbia CL 932

To one listener at Newport, the Brubeck set was a highlight, superior to much of the material on his earlier concert disks, mainly due to Paul Desmond's alto and to several interesting new originals. On disks, six months later, it sounds even better. As for the Jay and Kai set, George Avakian's editing has eliminated the goofs, and this, too, sounds great. All told, this is a jazz set that almost any modern collector will want to own. For name value and for musical merit, this one has what it takes.

— Album Cover of the Week —



BABY DOLL (1-12") Sound Track. Columbia CL 958. The aesthetic values of this off-beat photo—a still from the Elia Kazan's new movie "Baby Doll"—may be nil, but it's undeniably an eye-catcher, and as such is a solid window item for dealers. The censorship controversy over the film gives the cover added interest as window traffic bait.

NEW SENSATIONS IN SALES FOR 1957—YOURS FROM RCA VICTOR

JANUARY'S BIGGEST HI FI BUY!

new from **RCA VICTOR**



REGULARLY \$3.98
THIS MONTH ONLY
\$2.98
SPECIAL 45 EP
FORMER \$1.49 VALUE
THIS MONTH ONLY
\$1.29

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RCA Victor is starting the New Year off with a bang—a bang-up January Pop Promotion! The special-priced "Midnight For Two" is destined to be one of your big profit-makers of the year! The terrific January Release with its cream-of-the-crop artists is backed by a saturation magazine campaign to blanket the

nation with the news; plus colorful in-store displays, ad mats and radio exploitation. To reap the rewards of this power-packed promotion, you must have the merchandise on hand to display and sell. So call your RCA Victor Record Distributor today — and stock up!

Remember — these New Orthophonic High Fidelity recordings sound best on an RCA Victor New Orthophonic High Fidelity "Victrola"®

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picks
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the
month
from



records

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only \$1.98 for each 12" Long Play; 79¢ for each 45 EP



Complete performance of Verdi's OTELLO featuring famous names accompanied by the La Scala Opera Company Orch. and Chorus. Contains program notes. 3-12" Long Plays (CCL-101) \$5.98



Big buy for opera lovers! One of the Met's most celebrated sopranos sings 9 different arias by Mozart, Wagner, Verdi, J. Strauss, Von Suppe, Gounod. 12" Long Play (CAL-335) \$1.98



Nine of the greatest conductors of our time! Each of them leads a famous orchestra in a selection especially associated with his career. 12" Long Play (CAL-336) \$1.98



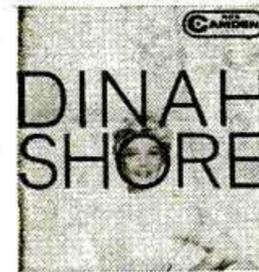
A top attraction for every one of your jazz customers. 12 numbers played by Sidney Bechet, Bud Freeman, Charlie Parker, Pee Wee Russell, Coleman Hawkins and others. 12" Long Play (CAL-339) \$1.98



A jazz-lover's delight! Gene Krupa plays 12 of his best sides. Four of them include Benny Goodman, Jess Stacey, Roy Eldridge, Chu Berry. 12" Long Play (CAL-340) \$1.98; 4-selection 45 EP (CAE-379) 79¢



A new mood music album. 12 tunes with a Continental flavor, by Franz Heller and His Orch. in New Orthophonic High Fidelity. 12" Long Play (CAL-341) \$1.98; 4-selection 45 EP (CAE-378) 79¢



Watch this one move! Dinah Shore sings 4 all-time greats with the famed NBC Chamber Music Society of Lower Basin Street . . . need we say more! 45 EP (CAE-376) 79¢



Arrangements inspired by the late Glenn Miller, played by Tex Beneke and His Orch. Includes St. Louis Blues March, Meadowslands, two others. 45 EP (CAE-377) 79¢



Tex Beneke and His Orchestra in New Orthophonic High Fidelity play "Petticoats of Portugal," "Hey! Jealous Lover!" "Singing the Blues," "Tra La La." 45 EP (CAE-400) 79¢



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Your customers hear these exciting recordings best on an RCA Victor New Orthophonic High Fidelity "Victrola."®

Reviews and Ratings of New Albums

Popular

BABY DOLL 79
Sound Track Recording (1-12")
Columbia CL 958

The current censorship controversy over Elia Kazan's new movie, "Baby Doll," should spark some additional interest in this sound-track LP. Track spotlights some sensuous blues themes, (title tune has been cut as a single both instrumentally and vocally) and solid chanting by Smiley Lewis. Cover photo of Carroll (Baby Doll) Baker in her "crib" has sock display value.

GEORGE WRIGHT PLAYS THE CONN ELECTRONIC ORGAN 79
(1-12")
High Fidelity R 712

Largely responsible for the resurgence of organ album popularity, this set by George Wright is an experiment in duplicating a theater pipe organ sound on a Conn electric organ. As such, the package comes off rather well on basis of Wright's ability to mold his style to the material at hand. Latter consists of standards, "Beer Barrel Polka," "Under Paris Skies," etc. With more home organs being sold today than pianos, the package should prove to be a potent seller.

SOMETHING WONDERFUL 74
Jane Powell (1-12")
M-G-M E3451

A package of show and film music, some of the latter being from the screen star's own films. However, for some the best part of this package will be David Rose and his ork, rather than the vocalizing of Miss Powell. Rose's music is both tasteful and lush. Miss Powell sings, among others, "Hello, Young Lovers," "We Never Talk Much," "Paris," etc. Composers represented are Rodgers-Hammerstein ("King and I"), Nicholas Brodsky-Sammy Cahn ("Rich, Young and Pretty"), etc.

STRADIVARI CHAMPAGNE 74
D'Artega Ork. (1-12")
M-G-M E3446

Composer-conductor presents some 14 selections, four of them including the title theme of his own cleffing. The overall is off the beaten track of the usual mood music package (only one band can be termed a pop standard), but all adds up to distinction and taste as an offering of a wide variety of rhythm arrangements for romantic listening. Deejays could choose any of half-a-dozen bands for soft moment spins, and on store racks it can definitely appeal to the hand-holding coterie.

LATIN SONGS TO INSPIRE BUSY LOVERS 72
(1-12")
Flair FL VILP 104

Whether or not the content of this package carries out the intent of its title will be a matter of personal listener self-evaluation. However, it can be noted that its dozen items, as projected in Spanish by first-rate Latin artists, are certainly gaited to a high, romantic ear-impact. The sound is excellent. There should be a favorable market for this in its field.

MUSIC AT MID-NITE 71
Roy Harrison Orch. (1-12")
Imperial 9014

A lush, plush serving of instrumental background music, served by one of England's top conductors. Package is one of many imports scheduled to be released by this label, and should find a ready market. Selections are all standards and have been studiously arranged in the mood and manner title indicates.

SWINGIN' HARPSICHOORD 70
Bruce Prince Joseph (1-12")
High Fidelity R 603

Another in this firm's series of highly unorthodox recordings comes off rather well, and despite the specialized nature, it should do well. Limer notes point to the fact that the harpsichord used is a rare one, with two manual keyboards, four sets of strings and a pedal clavier, all of which may intrigue "sound" addicts. All of the selections are standards and present a good showcase for the artist.

LOVELIGHT 68
Bruce Campbell Ork. (1-12")
M-G-M E3460

This is a package of unobtrusive, the lush, mood music. It's well-recorded and well-played. It is not outstanding in any way, but it is on a par with much of the mood packages on the market today. A good device for the deejay is a listing on the back cover giving the playing time of each song. Tunes include "Lovelight," "Only Mine," "Star of India," etc.

SECRETS OF LIFE 66
Sound Track (1-12")
Disneyland WDL 4006

An unusual package by composer-conductor Paul Smith from the Dis-

ney true-life adventure film, "Nature's Secrets of Life." The music, of necessity, has been cued to the demands of the film action and as such isn't particularly outstanding for the commercial disk trade. Despite the ple tie-in, album is too off-beat to arouse much attention.

LATIN RHYTHMS FOR DANCING .. 64
(1-12")
Zephyr 12006

A potpourri of Latin-American dance tunes arranged and composed by Nicholas Carras, with the sole attempt here to capitalize on the Velox and Yolanda name. Latter tag is prominently featured on the cover, tho orchestra billing is well hidden. An 18-track set of instrumental mambos, cha-chas, samba, rumba, beguine, tangos, etc., all of which are rather mediocre.

Classical

OISTRAKH OMNIBUS: Brahms, Tchaikovsky, Mozart Violin Concerti (2-12")
—David Oistrakh, Violin; The Saxon State Orchestra, Franz Konwitschny, Cond. Decca DXB 141 81

Regrouping of three Oistrakh performances issued previously on separate disks. The Mozart is his No. 5. As packaged here, this makes an excellent collector's gift item that should also register with owners of new phonos. The performances rate with the best on each work, and the recording, made by Deutsche Grammophon in Germany, is typically good. If not a block-buster like the Rubenstein "Concerto" anthology, this, nevertheless, should be a healthy staple for most shops.

HEIFETZ: CASTELNUOVA-TEDESCO, CONCERTO NO. 2 ("The Prophets"), RICHARD STRAUSS: SONATA IN E FLAT (1-12")—Jascha Heifetz, violin; Los Angeles Symphony Orchestra, Alfred Wallenstein, Cond., Brooks Smith, Piano. RCA Victor LM 2050 80

The Heifetz followers will definitely want this premiere disk of the Castelnuova-Tedesco Concerto No. 2, which the violinist introduced with the New York Philharmonic in 1933. This is a most distinguished performance of a tremendously taxing work, the movement of which fairly leap from drama to pathos and thence to a pitch of complete exaltation. There is brilliant craftsmanship, too, in the new recording of the Strauss, which is something of a Heifetz specialty. A combination which any violin aficionado can treasure as a library showpiece.

MOZART: CONCERTO IN E FLAT FOR TWO PIANOS AND ORCHESTRA, K. 365; CONCERTO NO. 13 IN A MAJOR FOR PIANO AND ORCHESTRA, K. 414 (1-12")—Robert and Gaby Casadesus, Duo-Pianists; The Columbia Symphony Orchestra, George Szell, Cond. Columbia ML 5151 78

Good versions have been available of both works, but this new coupling should lose little time in grabbing whatever slack has been left in the market. This is Casadesus Month at Columbia and in Mozart, particularly, he lives up to the ballyhoo, with a style that offers grace and sparkle. We're speaking of Robert, who solos on the A Major, and shares chores with his wife on the popular E Flat. Well-balanced piano sound helps considerably.

SCHUMANN: CARNIVAL, OP. 9; FANTASIE IN C MAJOR, OP. 17 (1-12")—Robert Casadesus, Piano. Columbia ML 5146 74

Casadesus, Columbia's featured artist this month, faces stiff competition on both of these romantic piano works, but his name, the current promotion, the excellence of the playing and the life-like recording insure as much action as this non-gimmicked music can inspire in these hi-fi days. Some connoisseurs may feel the short Carnival pieces require more profound analysis, but most will share the pianist's obvious delight in the pictorial and satirical impressions.

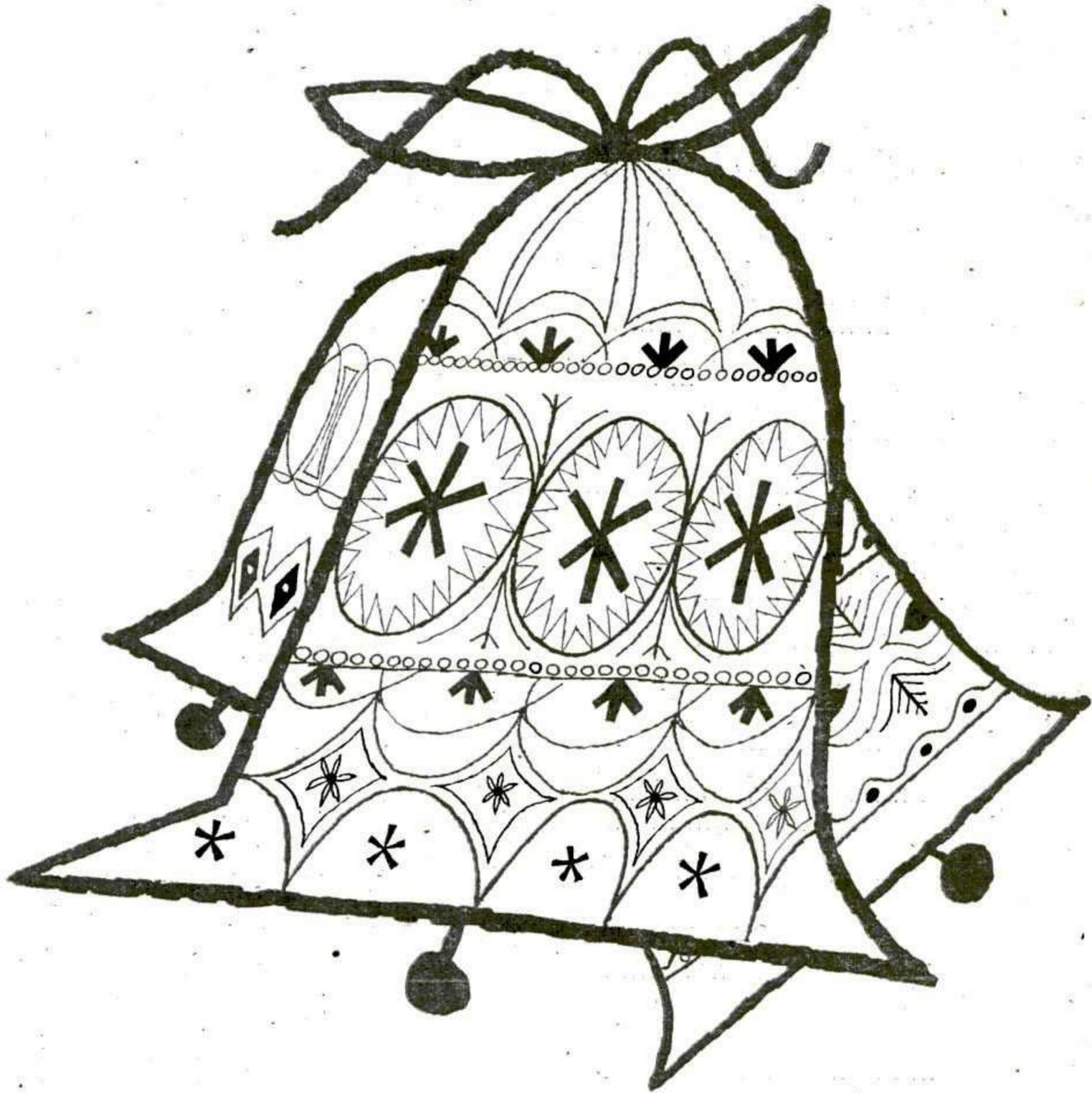
MOZART: SONATA NO. 12 IN F MAJOR, K. 322; SONATA NO. 13 IN B FLAT MAJOR, K. 333; SONATA NO. 14 IN C MINOR, K. 457; SONATA NO. 17 IN D MAJOR ("TRUMPET") K. 576 (1-12")—Robert Casadesus, Piano. Columbia ML 5149 73

Elegant, crystalline piano by Columbia's Artist-of-the-Month that should delight piano students and Mozart lovers. While this repertoire is not the most popular in today's noise-conscious market, it should enjoy a steady sale in shops with classical patronage. At least one of the sonatas is included also in the concurrently released Landowska set.

LISZT: SONATA IN B MINOR, OP. 178; BENEDICTION DE LA SOLITUDE (1-12")—Ernst Levy, Piano. Unicorn UNLP 1035 65

Levy is a sincere, musically pianist—but one who for all his qualities, does not have the Olympian technical resources necessary to set forth the grand proportions of the B Minor Sonata. Anyone around who still recalls what a man like Vladimir Horowitz made of this work will be very disappointed with Levy's reading. The smaller-scale pieces of

(Continued on page 20)



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our friends in the Entertainment World Season's
Greetings and Best Wishes for a Happy and
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THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
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The Billboard's Monthly Recap of BEST SELLING CLASSICAL AND JAZZ PACKAGED RECORDS

• Classical Albums (Over-all)

Albums are ranked in order of their national sales strength at the retail level as determined by surveys of top dealers in all key markets this month.

1. TCHAIKOVSKY: 1812 Overture; Capriccio Italien—
Minneapolis Symphony (Dorati).....Mercury MG 50054
2. GROFE: Grand Canyon Suite; Mississippi Suite—
Hollywood Bowl Symphony (Slatkin).....Capitol P 8347
3. BRAHMS: Symphony No. 1—
New York Philharmonic (Walter).....Columbia ML 5124
4. TCHAIKOVSKY: Piano Concerto No. 1—
Gilels, Chicago Symphony (Reiner).....RCA Victor LM 1969
5. PUCCINI: La Boheme—
De Los Angeles, Bjoerling, RCA Victor Orchestra (Beecham).....RCA Victor LM 6042
6. TCHAIKOVSKY: Nutcracker Suite; Rossini: William Tell Overture; Waldteufel: Skaters—
NBC Symphony (Toscanini).....RCA Victor LM 1986
7. RACHMANINOFF: Piano Concerto No. 2—
Istomin, Philadelphia Orchestra (Ormandy).....Columbia ML 5103
8. RIMSKY-KORSAKOFF: Scheherazade—
Pittsburgh Symphony (Steinberg).....Capitol P 8305
9. OFFENBACH: Gaité Parisienne; Meyerbeer: Les Patineurs—
Boston Pops Orchestra (Fiedler).....RCA Victor LM 1817
10. BELLINI: Norma (Highlights)—
Maria Callas.....Angel 35379
11. HANDEL: The Messiah—
Huddersfield Choral Society, Liverpool Philharmonic (Sargent).....Angel 3510
12. KHATCHATURIAN: Gayne Ballet Suite; Kabalevsky: The Comedians—
Philadelphia Orchestra (Ormandy).....Columbia CL 917
13. RESPIGHI: Pines of Rome; Fountains of Rome—
NBC Symphony (Toscanini).....RCA Victor LM 1768
14. MARIA CALLAS PORTRAYS PUCCINI HEROINESAngel 35195
15. BEETHOVEN: Violin Concerto—
Heifetz, Boston Symphony (Monteux).....RCA Victor LM 1992
16. THE CONCERTO: Works by Grieg, Liszt and Rachmaninoff—
Rubinstein, RCA Victor Orchestra (Wallenstein).....RCA Victor LM 6039
17. MENDELSSOHN: Violin Concerto; Mozart: Violin Concerto No. 4—
Oistrakh, Philadelphia Orchestra (Ormandy).....Columbia ML 5085
18. GROFE: Grand Canyon Suite; Copland: El Salon Mexico—
Boston Pops Orchestra (Fiedler).....RCA Victor LM 1928
19. STRAUSS: Waltzes—
Columbia Symphony (Walter).....Columbia ML 5113
20. CHAUSSON: Symphony in B Flat Major—
Detroit Symphony (Paray).....Mercury MG 50108

• Chamber Music

• Movie & Show

• Jazz

1. BRAHMS: Piano Quartets—
Aller, Hollywood String
Quartet...Capitol PCR 8346
 2. SCHUBERT: Octet in F
Major - Oistrakh, Chamber
Ensemble.....Angel 35362
 3. DVORAK: Quartet in F Major
("American") - Budapest
Quartet...Columbia ML 5143
 4. MOZART: Last Quartets -
Budapest Quartet.....
.....Columbia SL 228
 5. BUDAPEST QUARTET EN-
CORES...Columbia ML 5116
 6. SCHOENBERG: Trans-
figured Night; Ravel: Intro-
duction and Allegro—Holly-
wood Quartet.....
.....Capitol P 8304
 7. CORELLI: Concerti Grossi—
I Musici.....Epic LC 3264
 8. BEETHOVEN: Quartet Nos.
12-16—Budapest Quartet...
.....Columbia SL 174
 9. SCHUBERT: Quartet in A
Major ("Trout") - Madura-
Skoda, Vienna Konzerthaus
Quartet.....
.....Westminster XWN 18264
 10. VIVALDI: Concerto for
Strings in G Major, etc.—
Solisti di Zagreb.....
.....Vanguard BG 560
1. MY FAIR LADY: Original
Cast.....Columbia OL 5090
 2. THE EDDY DUCHIN
STORY: Sound Track.....
.....Decca DL 8289
 3. THE KING AND I: Sound
Track.....Capitol W 740
 4. HIGH SOCIETY: Sound
Track.....Capitol W 750
 5. OKLAHOMA: Sound Track.
.....Capitol SAO 595
 6. CAROUSEL: Sound Track..
.....Capitol W 694
 7. GIANT: Sound Track.....
.....Capitol W 773
 8. LIL ABNER: Original Cast.
.....Columbia OL 5150
 9. THE STUDENT PRINCE:
Mario Lanza.....
.....RCA Victor LM 1837
 10. THE MOST HAPPY FELLA:
Original Cast.....
.....Columbia OL 5118
1. ELLA AND LOUIS: Ella
Fitzgerald and Louis Arm-
strong....Verve MG V 4003
 2. CUBAN FIRE: Stan Kenton
.....Capitol T 731
 3. JAY AND KAI PLUS SIX:
J. J. Johnson and Kai Wind-
ing.....Columbia CL 892
 4. ELLA FITZGERALD SINGS
THE COLE PORTER SONG
BOOK...Verve MG V 4001-2
 5. CONCERT BY THE SEA:
Erroll Garner.....
.....Columbia CL 883
 6. AMBASSADOR SATCH:
Louis Armstrong.....
.....Columbia CL 840
 7. KENTON IN HI-FI: Stan
Kenton.....Capitol T 724
 8. MY FAIR LADY: Shelly
Manne...Contemporary 3527
 9. HE LOVES ME, HE LOVES
ME NOT: Chris Connor...
.....Atlantic 1240
 10. FONTESSA: Modern Jazz
Quartet.....Atlantic 1231

• Reviews and Ratings of New Albums

• Continued from page 18

"Benediction" come off more success-
fully. A far better choice for the B
Minor Sonata would be Geza Anda's
reading on Angel.

Jazz

**DUKE ELLINGTON AND
THE BUCK CLAYTON
ALL-STARS AT NEWPORT**84
(1-12")
Columbia CL 933

Here's still another of the several
excellent on-location recordings Col-
umbia captured at last summer's
Newport Jazz Festival. This is good
Ellington, altho the major excitement
engendered by the band is contained
in CL 934. The Clayton set, which
features Coleman Hawkins along with
Dick Katz, J. J. Johnson, etc., should
appeal immediately to the many buy-
ers of the previously released Clayton
jam sets, which it sometimes sur-
passes in interest. The Duke tunes
include "A Train," "Sophisticated
Lady," "I Got It Bad" and the
drum piece—"Skin Deep."

**LOUIS ARMSTRONG AND
EDDIE CONDON AT NEWPORT**....82
(1-12")
Columbia CL 931

This is part of the four-album group
based on the 1956 Newport Festival.
Considering the popularity of the
two names and the mention of New-
port, this should do well enough tho
some of the blowing in both groups
is not the most inspired. The live
performance angles, the off-the-cuff
announcements by the featured cats
and the whooping it up of the
crowd gives a solid sales send-off.
Musically, Condon's group airs a
typical brace of Dixie standards with
Armstrong on a similar kick. George
Avakian's notes and the photos of
the session add to the sales appeal.
Likely a profitable set.

**DUKE ELLINGTON AND HIS
ORCHESTRA IN A MELLOTONE**....80
(1-12")
RCA Victor LPM 1364

Here's a fine collectors' item, which
should chalk up an impressive sales
record as well as plenty of deejay
spins. Album spotlights Ellington's
wonderful band of 1940, '41 and '42,
and includes such all-time great
Ellingtonia as "Take the 'A' Train,"
"I Got It Bad" with Ivy Anderson,
and "In a Mellotone." Impressive
mood-photo of the Duke on the
cover is eye-catching display plus.

Rhythm & Blues

**EVERYBODY DANCE THE
HONKY TONK** 80
Bill Doggett Combo (1-12")
King 395-531

There are some choice sides in this
package — swinging instrumentals,
great for dancing and listening, of
interest to a wide market. Such per-
formances as "Slow Walk," "Honky
Tonk Number Three," etc., have
proven their rock and roll pop po-
tential. Additionally, Doggett's organ
playing has a fine jazz feeling and
an authentic understanding of the
blues. This disk should have appeal
in all of these categories. Sock cover.

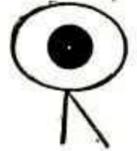


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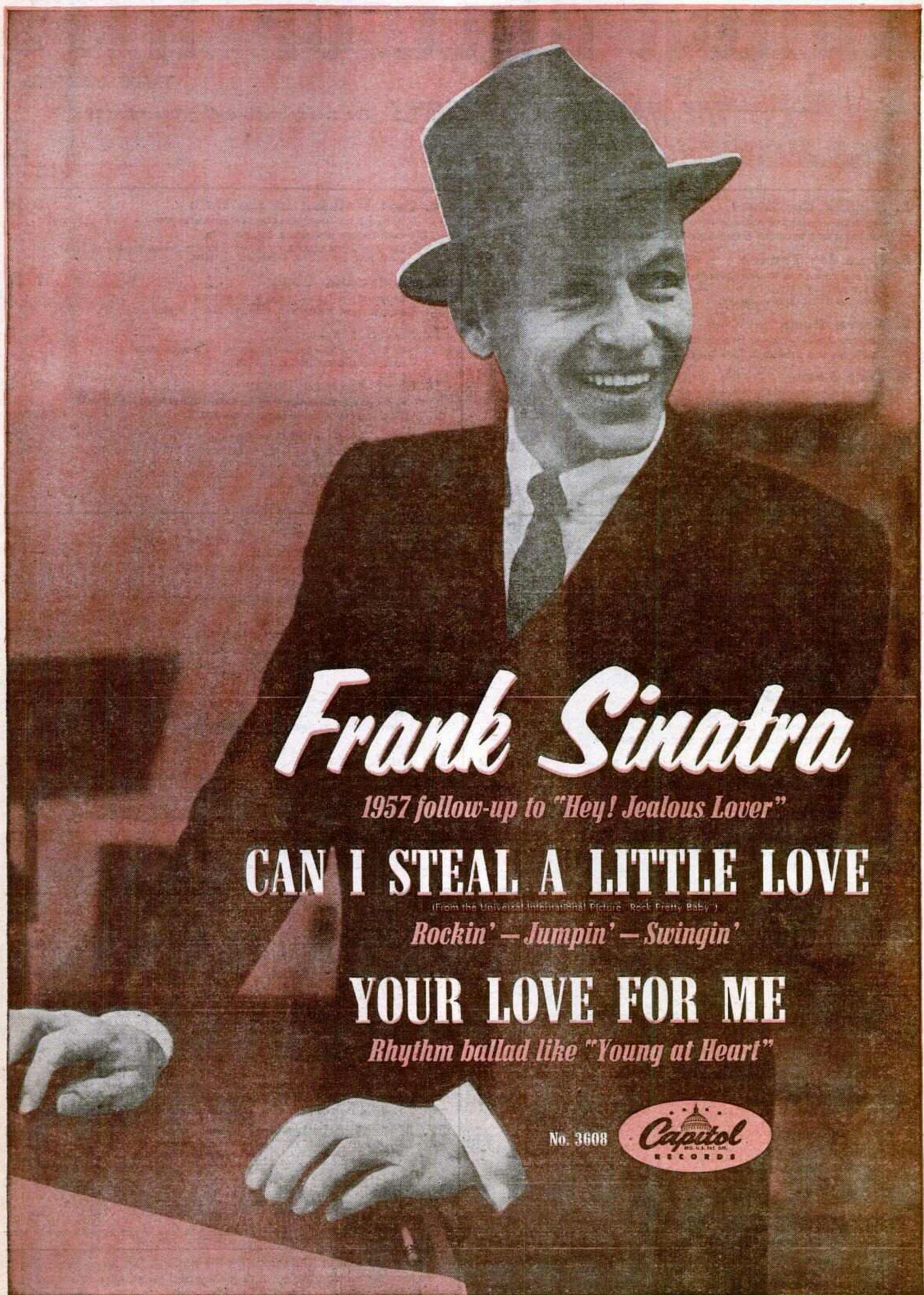
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Frank Sinatra

1957 follow-up to "Hey! Jealous Lover"

CAN I STEAL A LITTLE LOVE

(From the Universal-International Picture "Rock Pretty Baby")

Rockin' — Jumpin' — Swingin'

YOUR LOVE FOR ME

Rhythm ballad like "Young at Heart"

No. 3608



HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending December 19

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Singing the Blues By Endsley—Published by Acuff-Rose (BMI) BEST SELLING RECORDS: G. Mitchell, Col 40767; M. Robbins, Col 21545.	1	9	6. Just Walking in the Rain By Bragg & Riley—Published by Golden West Melodies (BMI) BEST SELLING RECORD: J. Ray, Col 40729. RECORDS AVAILABLE: J. Killeen, Abbott 3024; Prisonaires, Sun 186; D. Richards-E. Zack, Col 21532; J. Wallace, Mercury 70758.	5	16
2. Love Me Tender By Elvis Presley, Vera Watson—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6643. RECORD AVAILABLE: H. Rene, Vic 20-6728.	2	11	7. Cindy, Oh, Cindy By Barron-Long—Published by E. B. Marks (BMI) BEST SELLING RECORDS: E. Fisher, Vic 20-6677; V. Martin, Glory 247.	7	11
3. Green Door By Davie & Moore—Published by Trinity (BMI) BEST SELLING RECORD: J. Lowe, Dot 15486.	3	14	8. *Love Me By Terry Leiber-Mike Stoller—Published by Hill & Range (BMI) BEST SELLING RECORD: E. Presley, Vic.*	9	6
4. True Love By Cole Porter—Published by Buxton Hill (ASCAP) BEST SELLING RECORD: Bing Crosby-Grace Kelly, Cap 3507. RECORDS AVAILABLE: K. Kallen, Dec 29959; J. Powell, Verve 2018; M. Whiting, Cap 3473.	4	14	9. Hey! Jealous Lover By Cahn-Walker-Twomey—Published by Barton Music (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3552.	8	9
5. Blueberry Hill By Lewis Stock-Rose—Published by Chappell (ASCAP) BEST SELLING RECORD: F. Domino, Imperial 5407. RECORD AVAILABLE: L. Armstrong, Decca 24752.	6	12	10. Rose and a Baby Ruth By Johnny Dee—Published by Bentley (BMI) BEST SELLING RECORD: G. Hamilton IV, ABC-Paramount 9765. RECORDS AVAILABLE: Country Gentlemen, Vic 20-6673; R. Fianaga, Vic 20-6719; E. Fontaine, Dec 30108.	11	7
Second Ten					
11. Friendly Persuasion By Webster-Tiomkin—Published by Leo Feist (ASCAP) BEST SELLING RECORD: P. Boone, Dot 15490. RECORDS AVAILABLE: L. Busch, Cap 3520; G. Cates, Coral 61702; Four Aces, Dec 30041; M. Legrand, Col 40751; A. Perkins, Epic 9181; D. Rose, M-G-M 12336; Bob Graybo, RKO-Unique 355.	10	15	16. Banana Boat Song By Arkin, Carey, Darling—Published by Bryden (BMI) BEST SELLING RECORD: Tarriers, Glory 249. OTHER RECORDS AVAILABLE: Fontane Sisters, Dot 15527; S. Lawrence, Coral 61761; S. Vaughan, Mercury 71020.	-	1
12. Mama From the Train By Irving Gordon—Published by Remick (ASCAP) BEST SELLING RECORD: P. Page, Mercury 70971.	14	8	16. Rock-a-Bye Your Baby By Jean Schwartz, Joe Young, Sam Lewis—Published by Warock-Mills (ASCAP) BEST SELLING RECORD: J. Lewis, Dec 30124.	18	5
12. Since I Met You, Baby By Ivory Joe Hunter—Published by Progressive (BMI) BEST SELLING RECORD: I. J. Hunter, Atlantic 1111. RECORDS AVAILABLE: M. Bee, Dot 15517; M. Carson, Col 40789.	18	4	18. Don't Be Cruel By Otis Blackwell—Published by Elvis Presley & Shalimar (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604.	16	21
14. Gonna Get Along Without Ya Now By Milton Kellum—Published by Kellum (ASCAP) BEST SELLING RECORD: Patience & Prudence, Liberty 55040. RECORD AVAILABLE: T. Brewer, Coral 60676.	14	4	18. Honky Tonk By Doggett, Sheperd, Scott & Butler—Published by Bilace (BMI) BEST SELLING RECORD: B. Doggett, King 4950. RECORD AVAILABLE: T. Brown, King 4976.	12	18
15. Garden of Eden By Denise Norwood—Published by Republic (BMI) BEST SELLING RECORD: J. Valino, Vik 0226.	17	8	20. Moonlight Gambler By Hilliard-Springer—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: F. Laine, Col 40780.	25	3
Third Ten					
21. Two Different Worlds By Wayne-Frisch—Published by Princess Music (ASCAP) RECORDS AVAILABLE: S. Clayton, Coral 61710; D. Haymes, Cap 3565; D. Kallman, Dec 30036; D. Rondo, Jubilee 5256; R. Williams-Jane Morgan, Kapp 161.	13	9	27. Crazy Arms By Chuck Seals & Mooney—Published by Jimmy Wakely Songs (BMI) RECORD AVAILABLE: R. Price, Col 21510.	-	1
22. Slow Walk By Cil Austin—Published by Norbay (BMI) RECORDS AVAILABLE: B. Doggett, King 5000; S. Austin, Mercury 70968; O. Smith, Cadence 1304.	23	4	27. White Christmas 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 10779; H. Brooks, Trio 787; K. Carson, Bible-tone 751; S. Cavallaro, Dec 24141; R. Clooney-P. Faith, Col 50077; P. Como, Vic 1970; C. Copas, King 1004; J. Crawford, Dec 24143; B. Crosby, Dec 23778; V. Damone, Mercury 5178; Drifters-C. McPhatter, Atlantic 1048; E. Fisher, Vic 4910; J. Garber, Cap 9008; K. Griffith, Col 38911; J. Heifetz, Dec 23376; E. Howard, Mercury 5216; Ink Spots, Dec 24140; M. Jackson, Col 702; S. Kaye, Col 285; B. King, Gotham 807; M. Lewis, Coral 60863; Liberace, Col 48001; G. Lombardo, Dec 28409; G. Lombardo, Dec 23738; Montovani, London 1280; Mulcays, Cardinal 1024; P. Page, Mercury 5732; L. Paul-M. Ford, Cap 2617; Ravens, Mercury 70505; A. Shaw, Dec 27243; F. Sinatra, Cap 2954; E. Smith, Dec 24142; K. Smith, M-G-M 10096; S. R. Tharpe, Dec 48119; Three Suns, Vic 3658; TNT Choir, TNT 101; E. Tubbs, Dec 46186; C. Turner, International Sacred 2071; H. Voss, Singtime 403; F. Waring, Dec 24500; L. Whitney, Sacred 293; H. Winterhalter, Vic 3937.	-	1
23. Don't Forbid Me By Singleton—Published by Roosevelt (BMI) RECORDS AVAILABLE: P. Boone, Dot 15521.	-	1	27. Mutual Admiration Society My Matt Dubey-Harold Karr—Published by Chappell (ASCAP) RECORDS AVAILABLE: C. Applewhite, M-G-M 12365; E. Arnold-J. P. Morgan, Vic 20-6708; T. Brewer, Coral 61737.	21	6
24. Canadian Sunset By Eddie Heywood & Norman Gimbel—Published by Meridian (BMI) RECORDS AVAILABLE: T. Heath, London 1692; M. Lopez, Vic 6678; A. Williams, Cadence 1297; H. Winterhalter-E. Heywood, Vic 20-6537.	20	24	30. Confidential By Dorindo Morgan—Published by Prestige (ASCAP) RECORDS AVAILABLE: C. Brown, Aladdin 3342; R. Draper, Mercury 70989; B. Johnson, King 4988; S. Knight, Dot 15507.	23	6
25. Mary's Boy Child By Lorin—Published by Schumann (ASCAP) RECORDS AVAILABLE: H. Belafonte, Vic 20-6734.	-	1			
26. Jamaica Farewell By Lord Burgess—Published by Shari Music (ASCAP) RECORD AVAILABLE: H. Belafonte, Vic 20-6663.	25	2			

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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

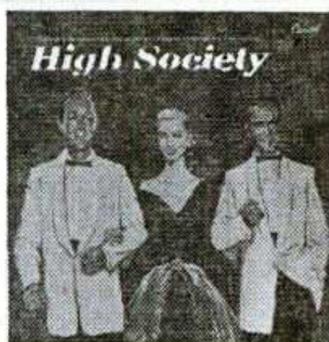
HOT STUFF! HIT SINGLES

NIGHT LIGHTS TO THE ENDS OF THE EARTH NAT "KING" COLE No. 3551	TRUE LOVE BING CROSBY and GRACE KELLY No. 3507	FIRST BORN TENNESSEE ERNIE FORD No. 3533	YOUNG LOVE SONNY JAMES No. 3602	CIU CIU BELLA LOVE ME DO DANNY KAYE No. 3603
WISDOM OF A FOOL THE FIVE KEYS No. 3597	JUST KISS ME I KNOW I CAN'T FORGET DEAN MARTIN No. 3604	CINCO ROBLES (Five Oaks) Ro-Ro-Robinson LES PAUL & MARY FORD No. 3612	HEY! JEALOUS LOVER FRANK SINATRA No. 3552	THE MONEY TREE MARGARET WHITING No. 3586

HOT STUFF! HIT ALBUMS



THE KING AND I
Original Soundtrack • W-740



HIGH SOCIETY
Original Soundtrack • W-750



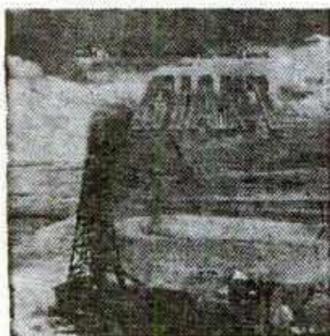
OKLAHOMA!
Original Soundtrack • SA0-595



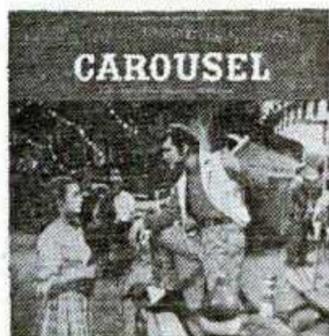
THIS IS SINATRA
T-768



TENNESSEE ERNIE FORD - HYMNS
T-756



GIANT
Original Soundtrack • W-773



CAROUSEL
Original Soundtrack • W-694



JUDY
JUDY GARLAND • T-734



SONGS FOR SWINGIN' LOVERS
FRANK SINATRA • W-653



LES BROWN'S IN TOWN
T-746

NEW! HOT HIT!

THE JORDANAIREs

the rockin', rollin' voices behind ELVIS!



BABY, WON'T YOU PLEASE COME HOME

SUGAREE

Record No. 3610



breaking fast!

LINE RENAUD

with LES BAXTER'S orchestra and chorus

I'D LOVE TO FALL ASLEEP

(and wake up in your arms)

STEALIN'

record no. 3606

• Best Sellers in Stores

For survey week ending December 19

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. SINGING THE BLUES (BMI)— G. Mitchell	1	9
Crazy With Love (ASCAP)—Col 40769		
2. LOVE ME TENDER (BMI)— E. Presley	2	11
Any Way You Want Me (ASCAP)—Vic 20-6643		
3. GREEN DOOR (BMI)—J. Lowe	3	14
(Story of) The Little Man in Chinatown (BMI)— Dot 15486		
4. BLUEBERRY HILL (ASCAP)— F. Domino	4	12
Honey Chile (BMI)—Imperial 5407		
5. TRUE LOVE (ASCAP)— B. Crosby-G. Kelly	6	13
Well, Did You Evah? (ASCAP)—Cap 3507		
6. JUST WALKING IN THE RAIN (BMI)—J. Ray	5	17
In the Candlelight (ASCAP)—Col 40729		
7. *LOVE ME (BMI)—E. Presley	8	6
Vic EPA-992		
8. ROSE AND A BABY RUTH (BMI)— G. Hamilton IV	7	7
If You Don't Know (BMI)—ABC-Paramount 9765		
9. BANANA BOAT SONG (BMI)— Tarriers	21	2
No Hidin' Place (BMI)—Glory 249		
10. ROCK-A-BYE YOUR BABY (ASCAP)— J. Lewis	13	6
Come Rain or Come Shine (ASCAP)—Dec 30124		
11. HEY, JEALOUS LOVER (ASCAP)— F. Sinatra	9	9
You Forgot All the Words (BMI)—Cap 3552		
12. SINCE I MET YOU, BABY (BMI)—I. J. Hunter	15	4
You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111		
13. MOONLIGHT GAMBLER (ASCAP)— F. Laine	25	3
Lotus Land (ASCAP)—Col 40780		
14. CINDY, OH, CINDY (BMI)— E. Fisher	14	12
Around the World (ASCAP)—Vic 20-6677		
15. MARY'S BOY CHILD (ASCAP)— H. Belafonte	—	1
Venezuela—Vic 20-6734		
16. GONNA GET ALONG WITHOUT YA, NOW (ASCAP)—Patience & Prudence	12	4
Money Tree (ASCAP)—Liberty 55040		
17. DON'T BE CRUEL (BMI)— E. Presley	10	22
HOUND DOG (BMI)—Vic 20-6604		
18. HONKY TONK (Parts I & II)— B. Doggett	11	19
King 4950—BMI		
19. MAMA FROM THE TRAIN (ASCAP)— P. Page	20	6
Every Time—I Feel His Spirit (BMI)— Mercury 70971		
20. DON'T FORBID ME (BMI)—P. Boone	23	2
Anastasia (ASCAP)—Dot 15521		
21. GARDEN OF EDEN (BMI)—J. Valino	18	8
Caravan (ASCAP)—Vik 0226		
22. CINDY, OH, CINDY (BMI)— V. Martin	16	9
Only If I Praise the Lord (BMI)—Glory 247		
23. CONFIDENTIAL (BMI)—S. Knight	22	3
Jail Bird (BMI)—Dot 15507		
24. JAMAICA FAREWELL (ASCAP)— H. Belafonte	19	2
Once Was (ASCAP)—Vic 20-6663		
25. SLOW WALK (BMI)—S. Austin	—	4
Wildwood (BMI)—Mercury 70963		

(Now Available as a Pop Single. Available on RCA Victor 45 EPA-992 and in RCA Victor 33 1/2 "Elvis" LPM 1382)

• Most Played in Juke Boxes

For survey week ending December 19

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. SINGING THE BLUES (BMI)— G. Mitchell	1	8
Crazy With Love (ASCAP)—Col 40769		
2. GREEN DOOR (BMI)—J. Lowe	2	12
(The Story of) The Little Man in Chinatown (BMI)—Dot 15486		
3. LOVE ME TENDER (BMI)—E. Presley	3	10
Any Way You Want Me (ASCAP)—Vic 20-6643		
4. JUST WALKING IN THE RAIN (BMI)—J. Ray	4	15
In the Candlelight (ASCAP)—Col 40729		
5. BLUEBERRY HILL (ASCAP)— F. Domino	5	11
Honey Chile (BMI)—Imperial 5407		
6. TRUE LOVE (ASCAP)— B. Crosby-G. Kelly	7	9
Well, Did You Evah? (ASCAP)—Cap 3507		
7. DON'T BE CRUEL (BMI)—E. Presley	8	21
HOUND DOG (BMI)—Vic 20-6643		
8. HONKY TONK (PARTS I & II) (BMI)—B. Doggett	6	16
King 4950		
9. HEY, JEALOUS LOVER (ASCAP)— Frank Sinatra	10	6
You Forgot All the Words (BMI)—Cap 3552		
10. CINDY, OH, CINDY (BMI)—V. Martin	9	8
Only If I Praise the Lord (BMI)—Glory 247		
11. ROSE AND A BABY RUTH (BMI)— G. Hamilton IV	13	5
If You Don't Know (BMI)—ABC-Paramount 9765		
12. MAMA FROM THE TRAIN (ASCAP)—P. Page	12	4
Every Time—I Feel His Spirit (BMI)— Mercury 70971		
13. *LOVE ME—E. Presley	15	3
Vic EPA-992—BMI		
14. CINDY, OH, CINDY (BMI)—E. Fisher	11	7
Around the World (ASCAP)—Vic 20-6677		
15. GARDEN OF EDEN (BMI)—J. Valino	14	4
Caravan (ASCAP)—Vik 0226		
16. FRIENDLY PERSUASION (ASCAP)— P. Boone	—	12
Chains of Love (BMI)—Dot 15490		
17. SINGING THE BLUES (BMI)— M. Robbins	—	2
I Can't Quit (BMI)—Col 21545		
18. GONNA GET-ALONG WITHOUT YA NOW (ASCAP)— Patience & Prudence	17	2
Money Tree (ASCAP)—Liberty 55040		
19. SLOW WALK (BMI)—S. Austin	17	2
Wildwood (ASCAP)—Mercury 70963		
19. I WALK THE LINE (BMI)—J. Cash	20	5
Get Rhythm (BMI)—Sun 241		

*(Now Available as a Pop Single. Available on RCA Victor 45 EPA-992 and in RCA Victor 33 1/2 "Elvis" LPM 1382)

• Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Love Me Tender (Presley)	1	11
2. True Love (Buxton Hill)	2	14
3. Singing the Blues (Auff-Rose)	3	6
4. Just Walking in the Rain (Golden West)	4	12
5. Green Door (Trinity)	5	10
6. Blueberry Hill (Chappell)	6	7
7. Cindy, Oh, Cindy (E. B. Marks-Bryden)	8	8
8. Friendly Persuasion (Feist)	7	9
9. Two Different Worlds (Spier)	9	7
10. Love Me (Hill & Range)	13	3
11. White Christmas (Berlin)	—	1
12. Rudolph, the Red-Nosed Reindeer (St. Nicholas)	—	1
13. Hey, Jealous Lover (Barton)	15	3
14. Rose and a Baby Ruth (Bentley)	—	1
15. Tonight You Belong to Me (Mills)	11	7

• Most Played by Jockeys

For survey week ending December 19

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. SINGING THE BLUES (BMI)— G. Mitchell	1	9
Crazy With Love (ASCAP)—Col 40769		
2. LOVE ME TENDER (BMI)— E. Presley	3	11
Any Way You Want Me (ASCAP)—Vic 20-6643		
3. GREEN DOOR (BMI)—J. Lowe	2	14
(Story of) The Little Man in Chinatown (BMI)—Dot 15486		
4. *LOVE ME (BMI)—E. Presley	5	5
Vic EPA-992		
5. HEY, JEALOUS LOVER (ASCAP)— F. Sinatra	6	10
You Forgot All the Words (BMI)—Cap 3552		
6. TRUE LOVE (ASCAP)— B. Crosby-G. Kelly	4	13
Well, Did You Evah? (ASCAP)—Cap 3507		
7. BLUEBERRY HILL (ASCAP)— F. Domino	7	11
Honey Chile (BMI)—Imperial 5407		
8. JUST WALKING IN THE RAIN (BMI)—J. Ray	8	14
In the Candlelight (ASCAP)—Col 40729		
9. MOONLIGHT GAMBLER (ASCAP)— F. Laine	15	3
Lotus Land (ASCAP)—Col 40780		
10. ROSE AND A BABY RUTH (BMI)— G. Hamilton IV	9	7
If You Don't Know (BMI)—ABC-Paramount 9765		
11. CINDY, OH, CINDY (BMI)—E. Fisher	10	10
Around the World (ASCAP)—Vic 20-6677		
12. FRIENDLY PERSUASION (ASCAP)— P. Boone	12	15
Chains of Love (ASCAP)—Dot 15490		
13. GONNA GET ALONG WITHOUT YA NOW—Patience & Prudence	11	4
Money Tree (ASCAP)—Liberty 55040		
14. SINCE I MET YOU, BABY (BMI)— I. J. Hunter	16	4
You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111		
15. GARDEN OF EDEN (BMI)—J. Valino	17	7
Caravan (ASCAP)—Vik 0226		
16. DON'T FORBID ME (BMI)— P. Boone	—	1
Anastasia (ASCAP)—Dot 15521		
17. MAMA FROM THE TRAIN (ASCAP)— P. Page	19	9
Every Time—I Feel His Spirit (BMI)— Mercury 70971		
18. BANANA BOAT SONG (BMI)— Tarriers	—	1
No Hidin' Place (BMI)—Glory 249		
19. *WHEN MY BLUE MOON TURNS TO GOLD AGAIN—E. Presley	—	1
Vic EPA-992—BMI		
20. ROCK-A-BYE YOUR BABY (ASCAP)— J. Lewis	18	2
Come Rain or Come Shine (ASCAP)—Dec 30124		
21. NIGHT LIGHTS (ASCAP)— Nat (King) Cole	14	9
To the Ends of the Earth (BMI)—Cap 3551		
22. MONEY TREE (ASCAP)—M. Whiting	21	3
Maybe I Love Him (ASCAP)—Cap 3586		
23. JAMAICA FAREWELL (ASCAP)— H. Belafonte	25	3
Once Was (ASCAP)—Vic 20-6663		
24. I DREAMED (BMI)—B. Johnson	20	3
If It's Wrong to Love You (BMI)—Bally 1020		
25. TWO DIFFERENT WORLDS (ASCAP)—D. Rondo	13	9
He Made You Mine (ASCAP)—Jubilee 5256		

*(Now Available as a Pop Single. Available on RCA Victor 45 EPA-992 and in RCA Victor 33 1/2 "Elvis" LPM 1382)

BILLBOARD PICKS A GREAT HIT

DECEMBER 22ND ISSUE

“YOUNG LOVE”

BY THE

CREW CUTS

MERCURY 71022

REPEAT AFTER ME

PATTI PAGE

71015

I'VE GOT A NEW HEARTACHE
COUPLED WITH
THE BANANA BOAT SONG

SARAH VAUGHAN

71020

EV'RY MINUTE OF THE DAY
COUPLED WITH
A THOUSAND MILES AWAY

THE DIAMONDS

71021

GUAGLIONE
PRONOUNCED
WAHL-YONE

RALPH MARGERIE

71007

IF IT'S A SUNNY SUNDAY
COUPLED WITH
LOVER

EDDIE HEYWOOD

71014

THE AUCTIONEER
COUPLED WITH
BABY DOLL

CHUCK MILLER

71001



AND A HAPPY NEW YEAR TO YOU ALL

HAPPY NEW YEAR from
M-G-M Records



JONI JAMES
TO YOU I GIVE MY HEART

and
DANNY BOY
MGM 12369 • K12369

DAVID ROSE
and his Orch.
HOLIDAY FOR TROMBONES
and
MIDNIGHT ON THE CLIFFS
(From Arwin Prod. MGM Release "Julie")
MGM 12376 • K12376

BREAKING BIG

DICK HYMAN | SAM (The TAYLOR Man)
CONGO MOMBO
and
I'LL GET BY
MGM 12404 • K12404

ART MOONEY & His Orch.
GIANT
ROCK AND ROLL
TUMBLEWEED
(From Warner Bros. film "Giant")
MGM 12320 • K12320

LEROY HOLMES and His Orch.
AUGUST MOON
Vocal by SHIRLEY YAMAGUCHI
(From the MGM Picture "The Teahouse of the August Moon")
MGM 12392 • K12392

ANASTASIA
(From 20th Century Fox film "Anastasia")
MGM 12392 • K12392

FOUR SPICES
ARMEN'S THEME
and
FIRE ENGINE BOOGIE
MGM 12397 • K12397

CONNIE FRANCIS
I NEVER HAD A SWEETHEART
and
LITTLE BLUE WREN
(Both from Alan Freed picture "Rock, Rock, Rock")
MGM 12375 • K12375

INTRODUCING
HELENE DE LYS
MORE THAN THAT
and
I COULDN'T CARE LESS
MGM 12399 • K12399

INTRODUCING **JOHN GARY**
HOW CAN MY HEART FORGET YOU
and
PRAY TODAY
MGM 12398 • K12398

GENE SHELDON
POOR BUTTERFLY
and
FIVE FOOT TWO, EYES OF BLUE
MGM 12401 • K12401

MILT HERTH
ICICLE WING DING
and
SNOWFLOWER
MGM 12388 • K12388

MARVIN RAINWATER
GET OFF THE STOOL
and
I FEEL LIKE LEAVING TOWN
MGM 12370 • K12370

• Territorial Best Sellers

For survey week ending December 19

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

Atlanta

1. Green Door, J. Lowe, Dot
2. Singing the Blues, G. Mitchell, Col.
3. True Love, B. Crosby-G. Kelly, Cap.
4. Jamaica Farewell, H. Belafonte, Vic
5. Love Me Tender, E. Presley, Vic.
6. Cindy, Oh, Cindy, E. Fisher, Vic.
7. Canadian Sunset
H. Winterhalter-E. Heywood, Vic.
8. Just Walking in the Rain, J. Ray, Col.
9. Night Lights, Nat (King) Cole, Cap.

Baltimore

1. Love Me, E. Presley, Vic.
2. Singing the Blues, G. Mitchell, Col.
3. Ain't Got No Home, C. Henry, Ago.
4. Priscilla, E. Cooley, Rst.
5. Don't Forbid Me, P. Boone, Dot
6. Blueberry Hill, F. Domino, Imp.
7. Since I Met You, Baby
I. J. Hunter, Atl.
8. City of Angels, Highlights, Bly.
9. Love Me Tender, E. Presley, Vic.
10. Rock-a-Bye Your Baby, J. Lewis, Dec.

Boston

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.
3. Green Door, J. Lowe, Dot
4. Faded Summer Love, G. Shaw, Dec.
5. Rose and a Baby Ruth
G. Hamilton IV, Pmt.
6. Banana Boat Song, Tarriers, Gly.
7. Cindy, Oh, Cindy, V. Martin, Gly.
8. Moonlight Gambler, F. Laine, Col.
9. Auctioneer, L. Van Dyke, Dot
10. Mary's Boy Child, H. Belafonte, Vic.

Buffalo

1. Singing the Blues, G. Mitchell, Col.
2. Green Door, J. Lowe, Dot
3. Banana Boat Song, Tarriers, Gly.
4. True Love, B. Crosby-G. Kelly, Cap.
5. Just Walking in the Rain, J. Ray, Col.
6. Love Me Tender, E. Presley, Vic.
7. Honky Tonk, B. Doggett, Kng.
8. Blue Monday, F. Domino, Imp.

Chicago

1. Singing the Blues, G. Mitchell, Col.
2. Just Walking in the Rain, J. Ray, Col.
3. Blueberry Hill, F. Domino, Imp.
4. Green Door, J. Lowe, Dot
5. Rock-a-Bye Your Baby, J. Lewis, Dec.
6. Love Me Tender, E. Presley, Vic.
7. Garden of Eden, J. Valino, Vik.
8. Banana Boat Song, Tarriers, Gly.
9. Rose and a Baby Ruth
G. Hamilton IV, Pmt.
10. Cindy, Oh, Cindy, V. Martin, Gly.

Cincinnati

1. Singing the Blues, G. Mitchell, Col.
2. Gonna Get Along Without Ya Now
Patience & Prudence, Lbt.
3. Rose and a Baby Ruth
G. Hamilton IV, Pmt.
4. Love Me, E. Presley, Vic.
5. Blueberry Hill, F. Domino, Imp.
6. Love Me Tender, E. Presley, Vic.
7. Green Door, J. Lowe, Dot
8. Cindy, Oh, Cindy, E. Fisher, Vic.
9. Mary's Boy Child, H. Belafonte, Vic.
10. Garden of Eden, J. Valino, Vik.

Cleveland

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.
3. Just Walking in the Rain, J. Ray, Col.
4. Since I Met You, Baby
I. J. Hunter, Atl.
5. Banana Boat Song, Tarriers, Gly.
6. Goodnight, My Love
McGuire Sisters, Cor.
7. Blueberry Hill, F. Domino, Imp.
8. Honky Tonk, B. Doggett, Kng.
9. Green Door, J. Lowe, Dot
10. Mary's Boy Child, H. Belafonte, Vic.

Dallas-Fort Worth

1. Singing the Blues, G. Mitchell, Col.
2. Green Door, J. Lowe, Dot
3. Love Me Tender, E. Presley, Vic.
4. True Love, B. Crosby-G. Kelly, Cap.
5. Just Walking in the Rain, J. Ray, Col.
6. Blueberry Hill, F. Domino, Imp.
7. Cindy, Oh, Cindy, E. Fisher, Vic.

Denver

1. Singing the Blues, G. Mitchell, Col.
2. Rose and a Baby Ruth
G. Hamilton IV, Pmt.
3. Love Me Tender, E. Presley, Vic.
4. Blueberry Hill, F. Domino, Imp.
5. Jamaica Farewell, H. Belafonte, Vic.
6. Garden of Eden, J. Valino, Vik.

Detroit

1. Rock-a-Bye Your Baby, J. Lewis, Dot
2. Since I Met You, Baby
I. J. Hunter, Atl.
3. Singing the Blues, G. Mitchell, Col.
4. Blueberry Hill, F. Domino, Imp.
5. Banana Boat Song, Tarriers, Gly.
6. I Miss You So, C. Connor, Atl.
7. True Love, B. Crosby-G. Kelly, Cap.
8. Gonna Get Along Without Ya Now
Patience & Prudence, Lbt.
9. Love Me Tender, E. Presley, Vic.
10. Priscilla, E. Cooley, Rst.

Kansas City

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.

3. Blueberry Hill, F. Domino, Imp.
4. Honky Tonk, B. Doggett, Kng.
5. City of Angels, Highlights, Bly.
6. Green Door, J. Lowe, Dot
7. Since I Met You, Baby
I. J. Hunter, Atl.
8. Slow Walk, B. Doggett, Kng.
9. Don't Be Cruel, E. Presley, Vic.
10. Hound Dog, E. Presley, Vic.

Los Angeles

1. Singing the Blues, G. Mitchell, Col.
2. Green Door, J. Lowe, Dot
3. Love Me Tender, E. Presley, Vic.
4. True Love, B. Crosby-G. Kelly, Cap.
5. Just Walking in the Rain, J. Ray, Col.
6. Hey, Jealous Lover, F. Sinatra, Cap.
7. Blueberry Hill, F. Domino, Imp.

Milwaukee

1. Singing the Blues, G. Mitchell, Col.
2. Jamaica Farewell, H. Belafonte, Vic.
3. Rose and a Baby Ruth
G. Hamilton IV, Pmt.
4. Moonlight Gambler, F. Laine, Col.
5. True Love, B. Crosby-G. Kelly, Cap.
6. Cindy, Oh, Cindy, V. Martin, Gly.
7. Love Me Tender, E. Presley, Vic.
8. Mary's Boy Child, H. Belafonte, Vic.
9. Hey, Jealous Lover, F. Sinatra, Cap.

Minneapolis-St. Paul

1. Confidential, S. Knight, Dot
2. Singing the Blues, G. Mitchell, Col.
3. True Love, B. Crosby-G. Kelly, Cap.
4. Blueberry Hill, F. Domino, Imp.
5. Auctioneer, L. Van Dyke, Dot
6. Don't Forbid Me, P. Boone, Dot
7. Love Me, E. Presley, Vic.
8. Rock-a-Bye Your Baby, J. Lewis, Dot
9. Love Me Tender, E. Presley, Vic.
10. Green Door, J. Lowe, Dot

New Orleans

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.
3. Green Door, J. Lowe, Dot
4. Cindy, Oh, Cindy, E. Fisher, Vic.
5. Hey, Jealous Lover, F. Sinatra, Cap.
6. Moonlight Gambler, F. Laine, Col.
7. True Love, B. Crosby-G. Kelly, Cap.
8. Armen's Theme, J. Reisman, Vic.
9. City of Angels, Highlights, Bly.
10. Blueberry Hill, F. Domino, Imp.

New York

1. Love Me Tender, E. Presley, Vic.
2. Singing the Blues, G. Mitchell, Col.
3. True Love, B. Crosby-G. Kelly, Cap.
4. Green Door, J. Lowe, Dot
5. Hey, Jealous Lover, F. Sinatra, Cap.
6. Just Walking in the Rain, J. Ray, Col.
7. Blueberry Hill, F. Domino, Imp.
8. Don't Be Cruel, E. Presley, Vic.

Philadelphia

1. Love Me Tender, E. Presley, Vic.
2. Singing the Blues, G. Mitchell, Col.
3. Just Walking in the Rain, J. Ray, Col.
4. Green Door, J. Lowe, Dot
5. True Love, B. Crosby-G. Kelly, Cap.
6. Blueberry Hill, F. Domino, Imp.
7. Rose and a Baby Ruth
G. Hamilton IV, Pmt.

Pittsburgh

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.
3. Rose and a Baby Ruth
G. Hamilton IV, Pmt.
4. Banana Boat Song, Tarriers, Gly.
5. Rock-a-Bye Your Baby, J. Lewis, Dec.
6. Confidential, S. Knight, Dot
7. One in a Million, Platters, Mer.
8. Cindy, Oh, Cindy, V. Martin, Gly.
9. Cindy, Oh, Cindy, E. Fisher, Vic.
10. Green Door, J. Lowe, Dot

St. Louis

1. Singing the Blues, G. Mitchell, Col.
2. Green Door, J. Lowe, Dot
3. Rock-a-Bye Your Baby, J. Lewis, Dec.
4. Banana Boat Song, Tarriers, Gly.
5. Love Me Tender, E. Presley, Vic.
6. Hey, Jealous Lover, F. Sinatra, Cap.
7. Blueberry Hill, F. Domino, Imp.
8. Just Walking in the Rain, J. Ray, Col.
9. Mutual Admiration Society
T. Brewer, Cor.
10. Priscilla, E. Cooley, Rst.

San Francisco

1. Love Me Tender, E. Presley, Vic.
2. Singing the Blues, G. Mitchell, Col.
3. Green Door, J. Lowe, Dot
4. Just Walking in the Rain, J. Ray, Col.
5. True Love, B. Crosby-G. Kelly, Cap.
6. Blueberry Hill, F. Domino, Imp.
7. Hound Dog, E. Presley, Vic.

Seattle

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.
3. Just Walking in the Rain, J. Ray, Col.
4. Don't Be Cruel, E. Presley, Vic.
5. Moonlight Gambler, F. Laine, Col.
6. True Love, B. Crosby-G. Kelly, Cap.

Toronto

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.
3. Hey, Jealous Lover, F. Sinatra, Cap.
4. Green Door, J. Lowe, Dot
5. Cindy, Oh, Cindy, V. Martin, Gly.
6. True Love, B. Crosby-G. Kelly, Cap.

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SOCIETY**

and

Crazy With Love

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The McGuire Sisters



**GOODNIGHT,
MY LOVE,
PLEASANT
DREAMS**

and

Mommy

61748 • 9-61748



Billy Williams



**FOLLOW
ME**

and

Stormy

61751 • 9-61751

Steve Lawrence

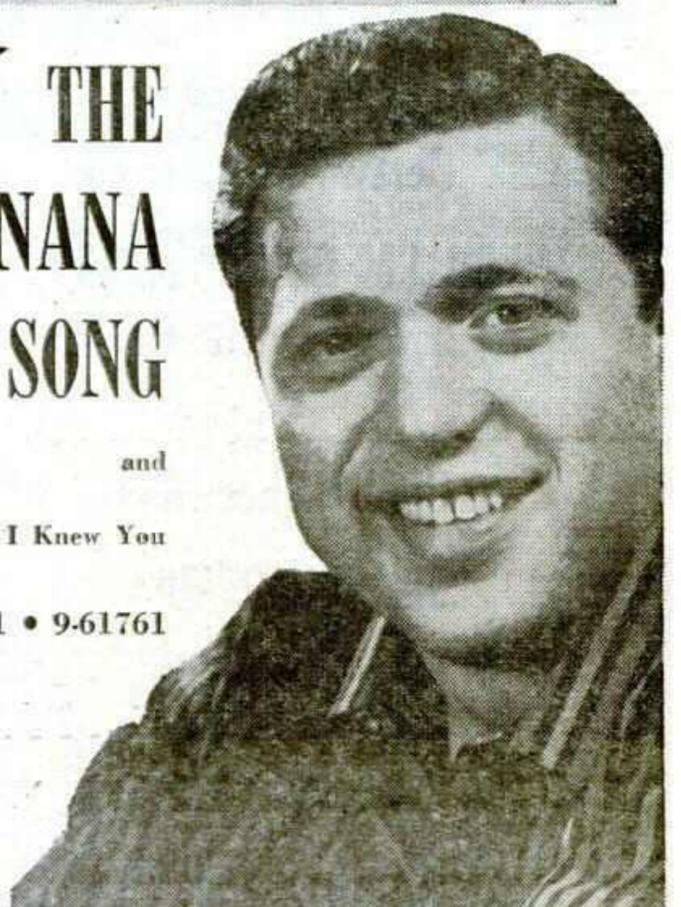


**THE
BANANA
BOAT SONG**

and

Long Before I Knew You

61761 • 9-61761



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7

Don Rondo

"TWO DIFFERENT WORLDS"

Jubilee 5256



The Gallahads

"TAKE MY LOVE"
"I GIVE YOU MY WORD"

Jubilee 5259



just released—hitting

Della Reese

"IN THE MEANTIME"
"THE MORE I SEE YOU"

Jubilee 5263



another new one—hitting

Rosalie Michaels

"BONJOUR TRISTESSE"

Jubilee 5264



Betty Ann Grove

"YOU I'M GONNA MARRY"

Jubilee 5260



Bobby Sherwood

"SIX FINGER TUNE"

Jubilee 5261



Kermit Schafer

"ROCK AROUND THE BLOOPER"

Jubilee 5258 (parts 1-2)



Jubilee RECORDS
1650 Broadway, New York City

THE TOP 100

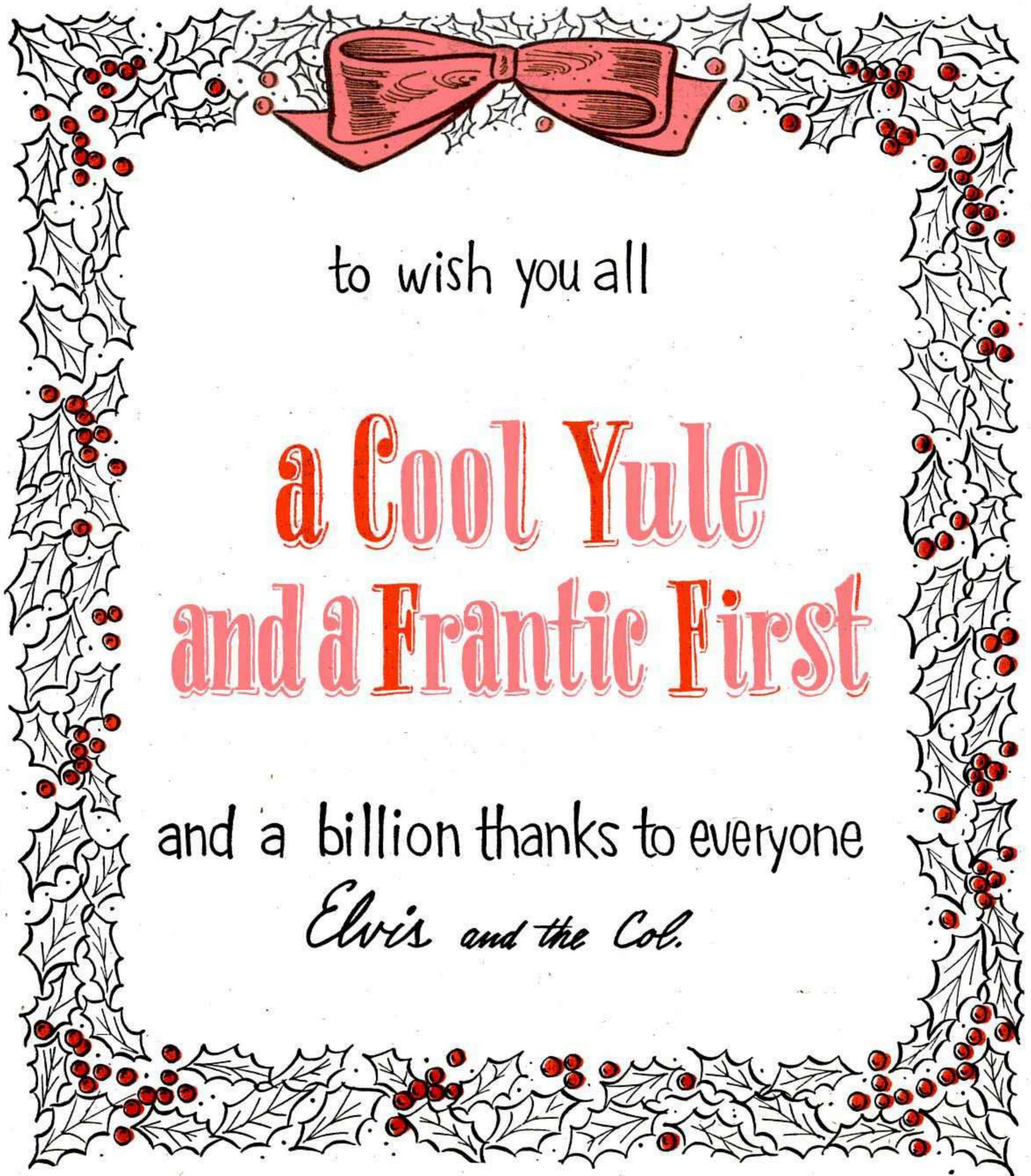
For survey week ending December 19

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

Pos.	Song,	Artist,	Label	Last Week
1.	SINGING THE BLUES—G. Mitchell,	Columbia	1
2.	LOVE ME TENDER—E. Presley,	Victor	2
3.	GREEN DOOR—J. Lowe,	Dot	9
4.	BLUEBERRY HILL—F. Domino,	Imperial	4
5.	TRUE LOVE—Bing Crosby & G. Kelly,	Capitol	5
6.	JUST WALKING IN THE RAIN—J. Ray,	Columbia	3
7.	LOVE ME—E. Presley,	Victor	8
8.	HEY, JEALOUS LOVER—F. Sinatra,	Capitol	6
8.	ROSE AND A BABY RUTH—G. Hamilton IV,	ABC-Paramount	6
10.	CINDY, OH, CINDY—E. Fisher,	Victor	11
11.	MAMA FROM THE TRAIN—P. Page,	Mercury	15
12.	GONNA GET ALONG WITHOUT YA NOW—Patience & Prudence,	Liberty	12
12.	SINCE I MET YOU, BABY—I. J. Hunter,	Atlantic	19
14.	GARDEN OF EDEN—J. Valino,	Vik	14
15.	MOONLIGHT GAMBLER—F. Laine,	Columbia	24
15.	ROCK-A-BYE YOUR BABY—J. Lewis,	Decca	18
17.	HONKY TONK—B. Doggett,	King	10
18.	FRIENDLY PERSUASION—P. Boone,	Dot	15
19.	CINDY, OH, CINDY—V. Martin,	Glory	12
20.	BANANA BOAT SONG—Tarriers,	Glory	50
21.	CONFIDENTIAL—S. Knight,	Dot	20
21.	MARY'S BOY CHILD—H. Belafonte,	Victor	53
23.	SLOW WALK—S. Austin,	Mercury	28
24.	JAMAICA FAREWELL—H. Belafonte,	Victor	23
25.	NIGHT LIGHTS—Nat (King) Cole,	Capitol	20
26.	DON'T BE CRUEL—E. Presley,	Victor	15
27.	MUTUAL ADMIRATION SOCIETY—T. Brewer,	Coral	25
28.	TWO DIFFERENT WORLDS—D. Rondo,	Jubilee	22
29.	SINGING THE BLUES—M. Robbins,	Columbia	31
30.	DON'T FORBID ME—P. Boone,	Dot	43
31.	I DREAMED—B. Johnson,	Bally	40
31.	AUCTIONEER—L. Van Dyke,	Dot	29
33.	BABY DOLL—A. Williams,	Cadence	34
34.	CANADIAN SUNSET—E. Heywood & H. Winterhalter,	Victor	26
35.	PETTICOATS OF PORTUGAL—D. Jacobs,	Coral	37
36.	PRISCILLA—E. Cooley,	Roost	32
37.	JIM DANDY—L. Baker,	Atlantic	—
38.	WHEN MY BLUE MOON TURNS TO GOLD AGAIN—E. Presley,	Victor	44
39.	GOODNIGHT, MY LOVE—McGuire Sisters,	Coral	35
40.	SLOW WALK—B. Doggett,	King	33
40.	YOU'LL NEVER, NEVER KNOW—Platters,	Mercury	30
42.	I FEEL GOOD—Shirley & Lee,	Aladdin	60
43.	YOUNG LOVE—S. James,	Capitol	—
44.	AIN'T GOT NO HOME—C. Henry,	Argo	54
45.	ON LONDON BRIDGE—J. Stafford,	Columbia	38
46.	SINCE I MET YOU, BABY—M. Carson,	Columbia	56
47.	OLD SHEP—E. Presley,	Victor	—
48.	WISDOM OF A FOOL—Five Keys,	Capitol	45
49.	ARMEN'S THEME—D. Seville,	Liberty	48
50.	CITY OF ANGELS—Highlights,	Bally	41
51.	ANASTASIA—P. Boone,	Dot	52
52.	ARMEN'S THEME—J. Reisman,	Victor	46
53.	TRA LA LA—G. Gibbs,	Mercury	39
54.	HOUND DOG—E. Presley,	Victor	36
54.	POOR BOY—E. Presley,	Victor	—
56.	MUTUAL ADMIRATION SOCIETY—J. P. Morgan-E. Arnold,	Victor	48
57.	FADED SUMMER LOVE—G. Shaw,	Decca	54
58.	JUST IN TIME—T. Bennett,	Columbia	50
59.	AUCTIONEER—C. Miller,	Mercury	91
60.	BLUEBERRY HILL—L. Armstrong,	Decca	—
61.	FIRST BORN—T. Ernie,	Capitol	69
62.	STAR YOU WISHED UPON LAST NIGHT—G. Mac Kenzie,	Vik	46
63.	CANADIAN SUNSET—A. Williams,	Cadence	66
64.	MONEY TREE—M. Whiting,	Capitol	57
65.	WHITE CHRISTMAS—Bing Crosby,	Decca	—
66.	I SAW ESAU—Ames Brothers,	Victor	70
67.	ONE IN A MILLION—Platters,	Mercury	76
68.	TONIGHT YOU BELONG TO ME—Patience & Prudence,	Liberty	63
69.	I MISS YOU SO—C. Connor,	Atlantic	88
70.	ANY WAY YOU WANT ME—E. Presley,	Victor	59
71.	TWO DIFFERENT WORLDS—J. Morgan & R. Williams,	Kapp	67
72.	IN THE STILL OF THE NIGHT—Satins,	Ember	61
73.	BANANA BOAT SONG—S. Vaughan,	Mercury	—
74.	MOONLIGHT LOVE—P. Como,	Victor	84
75.	MONEY TREE—Patience & Prudence,	Liberty	79
76.	ON MY WORD OF HONOR—Platters,	Mercury	—
76.	GIVE ME—E. Rodgers,	Columbia	64
78.	PARALYZED—E. Presley,	Victor	—
79.	THOUSAND MILES AWAY—Heartbeats,	Rama	76
80.	TWO DIFFERENT WORLDS—D. Haymes,	Capitol	—
81.	SOMEONE TO LOVE—Four Aces,	Decca	57
82.	I LOVE MY BABY—J. Corey,	Columbia	74
82.	PARTY'S OVER—Doris Day,	Columbia	72
84.	GREENSLEEVES—Beverly Sisters,	London	—
85.	TRUE LOVE—J. Powell,	Verve	61
86.	TEEN-AGE GOODNIGHT—Chordettes,	Cadence	83
86.	LOVE ME TENDER—H. Rene,	Victor	—
88.	BANANA BOAT SONG—Fontane Sisters,	Dot	—
88.	I WALK THE LINE—J. Cash,	Sun	27
90.	PETTICOATS OF PORTUGAL—E. Vaughn,	Dot	—
91.	GIANT—J. Pleis,	Decca	—
92.	TO THE ENDS OF THE EARTH—Nat (King) Cole,	Capitol	95
93.	BLUE MOON—E. Presley,	Victor	89
93.	CHINCHERCHEE—P. Como,	Victor	99
95.	JULIE—Doris Day,	Columbia	96
96.	IT ISN'T RIGHT—Platters,	Mercury	89
97.	LAY DOWN YOUR ARMS—Chordettes,	Cadence	42
98.	DANCING CHANDELIER—S. Syms,	Decca	78
99.	CRAZY WITH LOVE—G. Mitchell,	Columbia	94
100.	FRIENDLY PERSUASION—Four Aces,	Decca	75
100.	RUDY'S ROCK—B. Haley,	Decca	91

CAUTION TO DEALERS AND JUKE BOX OPERATORS

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



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THE BILLBOARD'S WEEKLY

Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

RECENT POP RELEASES**Coming Up Strong**

The Billboard's weekly survey of top volume dealer sales indicates these recent releases are gaining sales strength and have the best chance of hitting Billboard's best seller charts.

1. **Ain't Got No Home** **Clarence Henry**
(BMI) Argo 5259
2. **Slow Walk** **Bill Doggett**
(BMI) King 5000
3. **One in a Million**
On My Word of Honor **The Platters**
(BMI); (BMI) Mercury 71011
4. **Goodnight, My Love** **The McGuire Sisters**
(BMI) Coral 61748
5. **Jim Dandy** **Lavern Baker**
(BMI) Atlantic 1116
6. **Greensleeves** **Beverly Sisters**
(ASCAP) London 1703
7. **Wisdom of a Fool** **Five Keys**
(ASCAP) Capitol 3597
8. **Blue Monday**
What's the Reason I'm Not Pleasing You
 **Fats Domino**
(BMI); (ASCAP) Imperial 5417
9. **Baby Doll** **Andy Williams**
(ASCAP) Cadence 1303
10. **Don't Knock the Rock** **Bill Haley**
(ASCAP) Decca 30148

This Week's Best Buys

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

PARTY BLUES (JATAP, BMI)—Ella Fitzgerald and Joe Williams—Clef 89172—The combination of Ella, Joe and Count Basie has apparently proved to be commercial dynamite. Both pop and r.&b. sources all over the country have commented this past week on the surprisingly good sales on this disk (which many people did not feel was very "commercial"). Today's is a discriminating market, however, and this is selling well enough to make it a serious chart candidate. There is also interest in the flip, "April in Paris" (Harms, ASCAP). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .**POP RECORDS**

- GUY MITCHELL** Columbia 40820 **TAKE ME BACK**
(Oxford, ASCAP)
KNEE DEEP IN THE BLUES (Acuff-Rose)
Mitchell has a fast follow-up to his smash "Singing the Blues," now that he has re-found himself in the rockabilly groove. Both sides follow the formula, with "Knee Deep" a close relative to his hit. Appropriate down-home backing adds all-market potential. Either or both of these figures to score.
- JOHNNIE RAY** Columbia 40803 **YOU DON'T OWE ME A THING**
(Acuff-Rose, BMI)
LOOK HOMEWARD, ANGEL (Greta, BMI)
Here's Ray's first since "Just Walkin' in the Rain," and the warbler is still holding a hot hand. Both tunes have been around: topside was a Marty Robbins country hit, and the flip tune got some action in several territories via the Esquires' version on London. Ray's fresh, intense approach should give them new life.
- PATTI PAGE** Mercury 71015 **LEARNIN' MY LATIN**
(Leeds, ASCAP)
REPEAT AFTER ME (Leeds, ASCAP)
Mercury, reporting unusually heavy deejay play on these two items from La Page's "Manhattan Tower" LP, is making them available on the singles market. It figures, from the spinner reaction, that these will take off from the counters. For jocks who may have missed 'em, both make smart programming.
- TAB HUNTER** Dot 15533 **RED SAILS IN THE SUNSET**
(Shapiro-Bernstein, ASCAP)
YOUNG LOVE (Lowery, BMI)
Surprise disk entry should inspire plenty of conversation, spins and sales. The movie idol belts out a song in a fashion that should move the teen-agers as much as does his appearance. On the topside standard, the mode is rock and roll, and unusual as the treatment is, it really comes off. Flip is the off-beat tune that's skyrocketing into the money already via Sonny James' version. It could be two sides for this great debut disk.
- HARRY BELAFONTE** RCA Victor 6771 **BANANA BOAT SONG**
(Shari, ASCAP)
Side is from the smash "Calypso" album, wherein it has been titled "Day-O." The tune is not exactly the same as that done by the Tarriers, but it's similar enough to grab a big share of the singles loot. Aside from that, it happens to be one of Belafonte's most masterful arrangements and warbles. Flip is a variation on the subject, "Star-O" (Shari, ASCAP), also from the album.

POP DISK JOCKEY PROGRAMMING

- CHUCK REED** Decca 30170 **WHISPERING HEART**
(E. H. Morris, ASCAP)
ANOTHER LOVE HAS ENDED (Ridgeway, BMI)
The one-time Spade Cooley warbler, formerly on Mercury, goes pop for his Decca debut, and the disk should arouse considerable interest. Reed has style, showmanship and plenty of warmth. "Love" is r.&b. flavored, while on the flip, the style is reminiscent of Johnnie Ray at his best. On the much-recorded "Heart," he has a good chance to grab the play.

Reviews and Ratings * ***GISELE MacKENZIE**

- He Knows** 81
VIK 0249—Arrangement of the religioso tune and stylish thrashing by the chick overcome the handicap of a slightly "far out" lyric line. On the strength of top vocalizing and crescendo-like finish this is a strong contender. (Spina, ASCAP)
- Or Don't You Know?** 75
A pleasant, moderate-paced love song forms another nice showcase for Miss MacKenzie's vocal talents. Flip, however, is the action side. (Melody Lane, ASCAP)

EDDIE HEYWOOD

- If It's Sunny Sunday** 80
MERCURY 71014—Mixed chorus handles the vocal, and Heywood has prominent spots in soft, lilting rendition of a lovely tune, much in the vein of "Soft Summer Breeze" and "Canadian Sunset." Could happen. (Meridian, BMI)
- Lover** 74
Pianist, with rhythm backing, styles this in virtuosic jazz manner. Standard, as done here, makes for good deejay programming. (Famous, ASCAP)

BILLY WARD AND THE DOMINOS

- Evermore** 78
DECCA 30194 — Schmalzky three-beat side, with the lead singer's effective chanting backed by lush instrumentation. Good clean sound. (Ward, BMI)
- Half a Love** 77
A swingy, easily remembered melody, chanted in sharply accented measure. This smart styling can take off if given sufficient play. (Ward, BMI)

TONI ARDEN

- Without Love** 78
DECCA 30180—This is a cover of a Clyde McPhatter number, and Miss Arden belts out a most impressive performance of this weeper. Chorus etches in a tasty backing. (Goday-Progressive, BMI)
- Little By Little** 77
In her first Decca release, Miss Arden offers potent competition for the various versions of this Nappy Brown swinger now coming out. A bright, and most appealing side. Could do well. (Savoy, BMI)

RICHARD HAYES

- Let Your Lips Run**
Away With Your Heart 77
ABC-PARAMOUNT 9777—Hayes, who left the label for Decca this month, puts plenty of showmanship into an unusual rhythm-ballad with an infectious beat. (Planetary, ASCAP)
- Where You Are** 76
Rich vocal interpretation of a moody ballad with lush backing by Sid Feller's ork. Both sides are fine for deejays. (Iris, BMI)

MICKI MARLO

- Little By Little** 77
ABC-PARAMOUNT 9762—The thrush, a Capitol alumna, opens a new chapter in her career with the best coupling she has made. There's a load of competition on this Nappy Brown-originated tune, but her's has as good a chance as any. (Savoy, BMI)

(Continued on page 35)

THE GREATEST

Studio Orchestra for 1956 (Cash Box Poll)

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THE GREATEST

Singer of Calypso

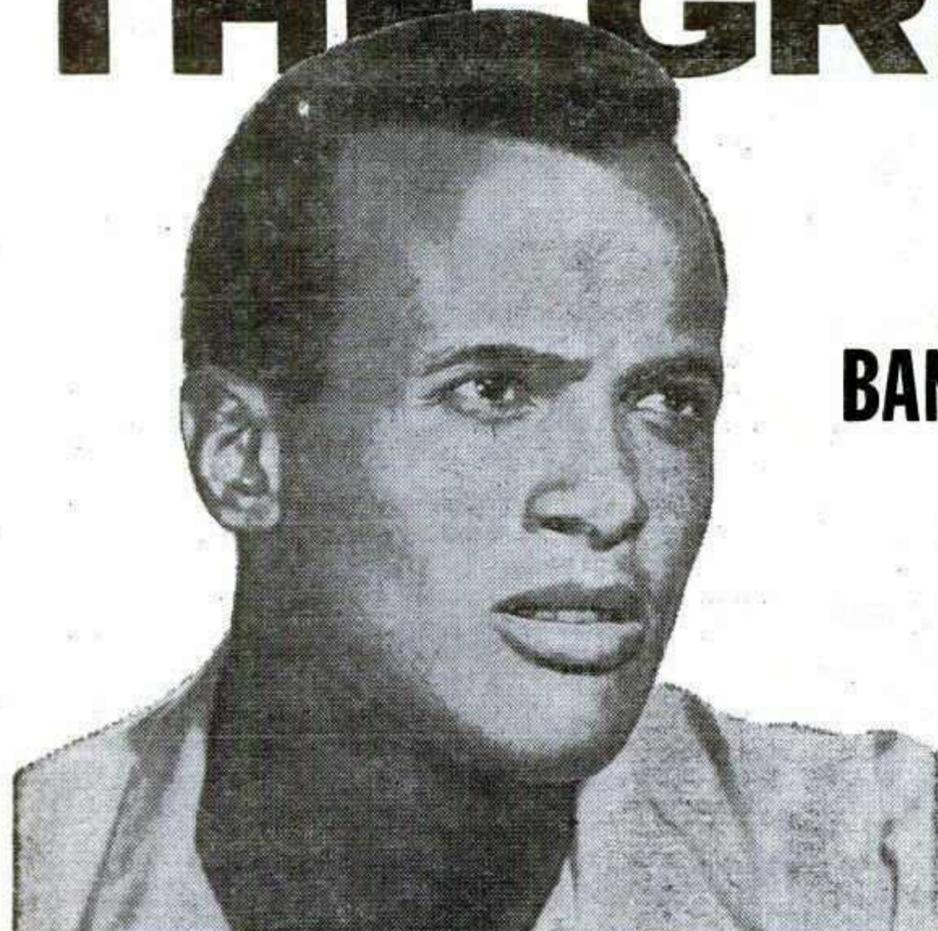
HARRY BELAFONTE

BANANA BOAT (DAY-O)

c/w

STAR-O

20/47-6771



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RIC CARTEY

OOOH-EEE c/w YOUNG LOVE

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1956 TOP TUNES

Based on the Honor Roll of Hits

A recapitulation of The Billboard's weekly Honor Roll of Hits for 1956, this chart is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Charts. These charts include sheet music sales, record sales, juke box plays, disk jockey plays, radio-TV performances and film usage. Tunes with an asterick (*) carried over from 1955.

Pos.	Song	Writer	Publisher	License
1.	WAYWARD WIND BEST SELLING RECORD: G. Grant, Era	Stan Labousk-Herb Newman	Warmen	BMI
2.	POOR PEOPLE OF PARIS (Jean's Song) BEST SELLING RECORD: L. Baxter, Cap	La Gaulante de Pauvre Mannot	Reg Connelly Music	ASCAP
3.	*MEMORIES ARE MADE OF THIS BEST SELLING RECORDS: D. Martin, Cap; G. Storm, Dot	Bilkysen-Dehr-Miller	Montclare	BMI
4.	MOONGLOW AND THEME FROM PICNIC BEST SELLING RECORDS: M. Stoloff, Dec; G. Cates, Coral	Hudson, Delange & Mills (Dunning)	Mills	ASCAP
5.	DON'T BE CRUEL BEST SELLING RECORD: E. Presley, Vic	Otis Blackwell	Elvis Presley-Shalimar	BMI
6.	ROCK AND ROLL WALTZ BEST SELLING RECORD: K. Starr, Vic	Dick Ware & Shorty Allen	Sheldon	BMI
7.	*LISBON ANTIGUA BEST SELLING RECORD: N. Riddle, Cap	Galhardo-Vale-Portela	Southern	ASCAP
8.	WHATEVER WILL BE, WILL BE (Que Sera Sera) BEST SELLING RECORD: Doris Day, Col	Livingston, Evans	Artists Music	ASCAP
9.	HEARTBREAK HOTEL BEST SELLING RECORD: E. Presley, Vic	Axton Durden & Presley	Tree	BMI
10.	MY PRAYER BEST SELLING RECORD: Platters, Mercury	Boulanger & Kennedy	Skidmore	ASCAP
11.	CANADIAN SUNSET BEST SELLING RECORDS: H. Winterhalter- E. Heywood, Vic; A. Williams, Cadence	Eddie Heywood & Norman Gimbel	Meridian	BMI
12.	IVORY TOWER BEST SELLING RECORDS: C. Carr, Fraternity; O. Williams, DeLuxe	Jack Fulton-Lois Steele	E. H. Morris	ASCAP
13.	ALLEGHENY MOON BEST SELLING RECORD: P. Page, Mercury	Hoffman-Manning	Oxford	ASCAP
14.	*GREAT PRETENDER BEST SELLING RECORD: Platters, Mercury	Buck Ram	Southern	ASCAP
15.	HOT DIGGITY BEST SELLING RECORD: P. Como, Vic	Al Hoffman & Dick Manning	Roncom	ASCAP
16.	LOVE ME TENDER BEST SELLING RECORD: E. Presley, Vic	Elvis Presley-Vera Watson	Elvis Presley Music	BMI
17.	I ALMOST LOST MY MIND BEST SELLING RECORD: P. Boone, Dot	Hunter	Hill & Range	BMI
18.	HOUND DOG BEST SELLING RECORD: E. Presley, Vic	J. Leiber & M. Stoller	Elvis Presley Music- Lion Music	BMI
19.	*SIXTEEN TONS BEST SELLING RECORD: T. Ernie, Cap	Merle Travis	American Music	BMI
20.	GREEN DOOR BEST SELLING RECORD: J. Lowe, Dot	Davie & Moore	Trinity	BMI
21.	NO, NOT MUCH BEST SELLING RECORD: Four Lads, Col	Stillman & R. Allen	Beaver Music	ASCAP
22.	TONIGHT YOU BELONG TO ME BEST SELLING RECORD: Patience & Prudence, Liberty; Lennon Sisters-L. Welk, Coral	Billy Rose & Lee Davis	Bregman, Vocco & Conn.	ASCAP
23.	JUST WALKING IN THE RAIN BEST SELLING RECORD: J. Ray, Col	Bragg & Riley	Golden West Melodies	BMI
24.	BLUE SUEDE SHOES BEST SELLING RECORD: C. Perkins, Sun	Carl Perkins	Hi-Lo Music, Inc.- Hill & Range	BMI
25.	STANDING ON THE CORNER BEST SELLING RECORD: Four Lads, Col	Frank Loesser	Frank	ASCAP
26.	I WANT YOU, I NEED YOU, I LOVE YOU BEST SELLING RECORD: E. Presley, Vic	Maurice Mysel & Ira Kosloff	Elvis Presley Music	BMI
27.	ON THE STREET WHERE YOU LIVE BEST SELLING RECORDS: V. Damone, Col; E. Fisher, Vic	Lerner & F. Lowe	Chappell	ASCAP
28.	HONKY TONK BEST SELLING RECORD: B. Doggett, King	Doggett, Sheperd, Scott & Butler	Bilace	BMI
29.	WHY DO FOOLS FALL IN LOVE? BEST SELLING RECORDS: Diamonds, Mercury; Teen-Agers, Gee; G. Storm, Dot	Lyman-Goldner	Patricia Music	BMI
30.	TRUE LOVE BEST SELLING RECORDS: Bing Crosby-G. Kelly, Cap; J. Powell, Verve	Cole Porter	Buxton Hill	ASCAP
31.	THEME FROM THE THREE PENNY OPERA BEST SELLING RECORDS: D. Hyman, M-G-M; R. Hayman-J. August, Mercury	Kurt Weill-Brecht	Harms	ASCAP
32.	I'LL BE HOME BEST SELLING RECORD: P. Boone, Dot	Washington & Lewis	Arc	BMI
33.	*BAND OF GOLD BEST SELLING RECORDS: K. Carson, Cap; D. Cherry, Col	Bob Musel & Jack Taylor	Ludlow Music	BMI
34.	*HE BEST SELLING RECORDS: A. Hibbler, Dec; McGuire Sisters, Coral	Richard Mullan & Jack Richards	Avas	BMI
35.	I'M IN LOVE AGAIN BEST SELLING RECORDS: F. Domino, Imperial; Fontane Sisters, Dot	Domino & Bartholomew	Reese	BMI
36.	IT'S ALMOST TOMORROW BEST SELLING RECORDS: Dream Weavers, Dec; J. Stafford, Col	Buss Adkinson	Northern Music	ASCAP
37.	SINGING THE BLUES BEST SELLING RECORDS: G. Mitchell, Col; M. Robbins, Col	Endsley	Acuff-Rose	BMI
38.	BORN TO BE WITH YOU BEST SELLING RECORD: Chordettes, Cadence	Don Robertson	E. H. Morris	ASCAP
39.	WALK HAND IN HAND BEST SELLING RECORD: T. Martin, Vic	J. Cowell	Republic	BMI
40.	PICNIC BEST SELLING RECORD: McGuire Sisters, Coral	George Dunning & S. Allen	Shapiro-Bernstein	ASCAP
41.	MAGIC TOUCH BEST SELLING RECORD: Platters, Mercury	Buck Ram	Panther	ASCAP
42.	BLUEBERRY HILL BEST SELLING RECORD: F. Domino, Imperial	Lewis Stock-Rose	Chappell	ASCAP
43.	MORE BEST SELLING RECORD: P. Como, Vic	Tom Glader & Alex Alstone	Shapiro-Bernstein	ASCAP
44.	FRIENDLY PERSUASION BEST SELLING RECORD: P. Boone, Dot	Webster-Tiomkin	Leo Feist	ASCAP
45.	SWEET OLD-FASHIONED GIRL BEST SELLING RECORD: T. Brewer, Coral	Bob Merrill	Valor	ASCAP
46.	SEE YOU LATER, ALLIGATOR BEST SELLING RECORD: B. Haley, Dec	Robert Guldry	Arc Music	BMI
47.	A TEAR FELL BEST SELLING RECORD: T. Brewer, Coral	Dorian Burton & Eugene Randolph	Progressive	BMI
48.	SOFT SUMMER BREEZE BEST SELLING RECORD: E. Heywood, Mercury	Eddie Heywood & Judy Spencer	Regent	BMI
49.	SONG FOR A SUMMER NIGHT BEST SELLING RECORD: M. Miller, Col	R. Allen	April	ASCAP
50.	BE-BOP-A-LULA BEST SELLING RECORD: G. Vincent, Cap	Sheriff Tex Davis-Gene Vincent	Lowery Enterprises	BMI

SEE THE SPECIAL DISK JOCKEY PROGRAMMING GUIDE IN THE JANUARY 26 issue for the recapitulation of all 1956 Billboard charts.

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#5418

Smiley Lewis

"SHAME, SHAME, SHAME"

b/w

"NO NO"

Always a Hit!

#5419

Ernie Freeman

"RETURN TO ME"

b/w

"A TOUCH OF THE BLUES"

Billboard Best Buy!

#5417

Fats Domino

"BLUE MONDAY"

b/w

"What's the Reason I'm Not Pleasing You"

Imperial Records

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Hollywood 28, Calif.

Tunes With Greatest Radio-TV Audience

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

Radio

Anastasia (R) (F)—Feist—ASCAP
 Armen's Theme (R)—Bourne—ASCAP
 Baby Doll (R) (F)—Remick—ASCAP
 Banana Boat Song (R) — E. B. Marks-Bryden—BMI
 Cindy, Oh, Cindy (R)—E. B. Marks-Bryden—BMI
 Friendly Persuasion (R) (F)—Feist—ASCAP
 Hey, Jealous Lover (R)—Barton—ASCAP
 I Dreamed (R)—Trinity—BMI
 I Heard the Bells on Christmas Day (R)—St. Nicholas—ASCAP
 If I Had My Druthers (R) (M)—Commander—ASCAP
 Just in Time (R)—Stratford—ASCAP
 Long Before I Knew You (R) (M)—Stratford—ASCAP
 Love Me Tender (R) (F)—Presley—BMI
 Mama From the Train (R) — Remick—ASCAP
 Money Tree (R)—Frank—ASCAP
 Mutual Admiration Society (R) (M)—Chappell—ASCAP
 My Last Night in Rome (R) — Famous—ASCAP
 New-Fangled Tango (R)—Chappell—ASCAP
 Night Lights (R)—Bregman, Vocco & Conn—ASCAP
 Petticoats of Portugal (R)—Christopher—BMI
 Rudolph the Red-Nosed Reindeer (R)—St. Nicholas—ASCAP
 Silver Bells (R)—Paramount—ASCAP
 Singing the Blues (R)—Acutt-Rose—BMI
 Sleigh Ride (R)—Mills—ASCAP
 Someone to Love (R)—Audubon—ASCAP
 The Star You Wished Upon Last Night (R)—Robbins—ASCAP
 Stingiest Man in Town (R) — Harms—ASCAP
 True Love (R) (F)—Buxton Hill—ASCAP
 Two Different Worlds (R) — Princess—ASCAP
 Winter Wonderland (R)—Bregman, Vocco & Conn—ASCAP

Television

Banana Boat Song (R) — E. B. Marks-Bryden—BMI
 Blueberry Hill (R)—Chappell—ASCAP
 Christmas Alphabet (R)—Budd—ASCAP
 Cindy, Oh, Cindy (R)—E. B. Marks-Bryden—BMI
 Friendly Persuasion (R) (F)—Feist—ASCAP
 Give Me Your Heart for Christmas (R)—Fisher—ASCAP
 Gonna Get Along Without Ya Now (R)—Kellee—ASCAP
 Green Door (R)—Trinity—BMI
 Hey, Jealous Lover (R)—Barton—ASCAP
 I Cry More (R)—Famous—ASCAP
 I Dreamed (R)—Trinity—BMI
 I Wanna Do More Than Whistle (R)—Nutmeg—ASCAP
 Just in Time (R)—Stratford—ASCAP
 Look Homeward, Angel (R)—Greta—BMI
 Love in a Home (R) (F)—Commander—ASCAP
 Love Me Tender (R) (F)—Presley—BMI
 Money Tree (R)—Frank—ASCAP
 Moonlight Love (R)—Elkan-Vogel—ASCAP
 Night Before Christmas Song (R) — St. Nicholas—ASCAP
 Night Lights (R)—Bregman, Vocco & Conn—ASCAP
 Rock-a-Bye Your Baby With a Dixie Melody (R)—Mills-Warock—ASCAP
 Rudolph the Red-Nosed Reindeer (R)—St. Nicholas—ASCAP
 Singing the Blues (R)—Acutt-Rose—BMI
 Sleigh Ride (R)—Mills—ASCAP
 The Star You Wished Upon Last Night (R)—Robbins—ASCAP
 To the Ends of the Earth (R)—Winnerton—BMI
 True Love (R) (F)—Buxton Hill—ASCAP
 Two Different Worlds (R) — Princess—ASCAP
 Winter Wonderland (R)—Bregman, Vocco & Conn—ASCAP
 Wringle Wrangle (R) (F)—Disney—ASCAP

Best Selling Sheet Music in Britain

(For Week Ending December 15)

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

Just Walking in the Rain—Frank (Golden West)
 More—Berry (Shapiro-Bernstein)
 Autumn Concerto—Macmelodies (Symphony)
 Two Different Worlds—Spier (Spier)
 The Green Door—Francis Day (Trinity)
 A Woman in Love—Morris (Frank)
 A House With Love in It—Lawrence Wright (Evans)
 Christmas Island—Macmelodies (Peter Maurice)
 Whatever Will Be, Will Be—Melcher-Toff (Artists)
 Cindy, Oh, Cindy—Dash (E. B. Marks-Bryden)
 St. Therese of the Roses—Dash (Dennis)
 Lay Down Your Arms—Francis Day (Howie Richmond)
 In the Middle of the House—John-Fields (Shapiro-Bernstein)
 When Mexico Gave Up the Rumba—Feist (Copar)
 Rockin' Through the Rye—Sterling (Valleybrook)
 Christmas and You—Duchess (Leeds)
 My Prayer—World Tide (Skidmore)
 Rock Around the Clock—Kassner (Myers)
 Walk Hand in Hand—Duchess (Republic)

Best Selling Pop Records in Britain

(For Week Ending December 15)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1.	JUST WALKING IN THE RAIN—Johnnie Ray (Philips)	3
2.	ST. THERESE OF THE ROSES—Malcolm Vaughan (HMV)	3
3.	GREEN DOOR—Frankie Vaughan (Philips)	2
4.	SINGING THE BLUES—Guy Mitchell (Philips)	2
5.	RIP IT UP—Bill Haley Comets (Brunswick)	6
6.	CINDY, OH, CINDY—Eddie Fisher (HMV)	8
7.	TRUE LOVE—Big Crosby & Grace Kelly (Capitol)	10
8.	MAKE IT A PARTY—Winifred Atwell (Decca)	11
8.	MY PRAYER—Platters (Mercury)	4
10.	HOUND DOG—Elvis Presley (HMV)	6
11.	WOMAN IN LOVE—Frankie Laine (Philips)	5
12.	WHEN MEXICO GAVE UP THE RUMBA—Mitchell Torok (Brunswick)	13
13.	BLUE MOON—Elvis Presley (HMV)	14
13.	CHRISTMAS ISLAND—Dickie Valentine (Decca)	16
15.	TWO DIFFERENT WORLDS—Ronnie Hilton (HMV)	12
16.	SINGING THE BLUES—Tommy Steele (Decca)	20
17.	LOVE ME TENDER—Elvis Presley (HMV)	19
18.	MORE—Jimmy Young (Decca)	16
19.	I DON'T CARE IF THE SUN DON'T SHINE—Elvis Presley (HMV)	—
20.	FRIENDLY PERSUASION—Pat Boone (London)	—

Optimism Breeds

Continued from page 12

outright return privilege. Should the firm make a bad guess on any one record, they absorb the return from distributors and dealers, with the latter group not seriously affected by a salesman's zeal. Randy Wood, president of Dot, has long made it a practice to rush huge quantities of new hit records out on the market, most recently, the new Tab Hunter recording of "Young Love."

The independent diskeries have long operated in this fashion, guaranteeing their merchandise in one form or another to their distributors. Very often, too, this has been

the undoing of a number of indies, for few have the capital to long withstand the onslaught of tremendous numbers of returns.

At best, guaranteed sales are a precarious means of doing business. In an industry as highly competitive and as perishable as is the record business, tho, it has become vitally necessary to get out on a limb and offer dealers these supposed safeguards.

Schuman Exits

Continued from page 11

ments and rehearsals are too demanding. Tho his vocal group, "The Voices of Walter Schumann," will cease to appear on the show,

Trust Fund

Continued from page 11

tion was made two weeks ago, in a brief report on hearings held last May, over the contest between AFM President James Petrillo and the West Coast Local 47. The report sympathizes with the embattled local as having "no voice" in union bargaining, or even "effective control of its own affairs," but closes the book on further congressional study of the musicians' fund. However, the full House Labor Committee has been conducting a two-year field study of the union welfare fund situation, and the subcommittee has asked that it hold hearings early in the session to amend the Labor Management Relations Act, to "prevent the kind of situation that now exists" in the AFM.

The subcommittee acknowledged that its "written assignment" requirement would slow down collective bargaining, since union negotiators would have to know in advance whether employees wanted increased earnings to go to wages or fund. Labor experts on the Hill predicted the full House Labor Committee was not likely to take the proposal "too seriously." Hue and cry of protest from unions and insurance companies trying to negotiate welfare funds would kill such a bill, was the general opinion.

The special House group on the AFM trust fund, consisting of Chairman Phil Landrum (D., Ga.), James Roosevelt (D., Calif.) and Joe Holt (R., Calif.), unanimously agreed that government should not interfere with intraunion relationships. But it did recommend broad-scale federal legislation to give individual earners "some protection with respect to payments made by their employers that would otherwise go to them in the form of higher wages."

Thompson's Bill

A bill introduced last session by Rep. Frank Thompson (D., N. J.), champion of performing musicians on the Hill, would have required "complete disclosure" of union welfare funds and their disbursement, under Labor Department administration. The Thompson bill, similar in many respects to one submitted by Sen. Paul Douglas (D., Ill.), after lengthy Senate hearings on the funds, won endorsement by AFL-CIO President Meany, but nothing from banking and insurance firms. Criticism of such disclosure legislation was that it lacked "corrective teeth" and that the accounting job involved would require "another Pentagon" to administer.

Labor legalists point out that while last week's (19) overthrow of the incumbent AFM Local 47 officers strengthened the anti-Petrillo faction, and a court case is now under way to keep increased earnings of West Coast musicians out of the Performance Fund, neither move legally affects the chief complaint, which was against the purposes for which the funds were used.

"The purposes for which these funds are used are highly objectionable to many members of Local 47," the subcommittee report points out. "Altho the funds are supposed to be used to provide employment for unemployed musicians and to promote cultural development, these witnesses believe that the majority of performers benefiting from the funds are not really unemployed professional musicians who normally make their living in that profession, and also that the method of allocating the funds is a device by which the president and executive board of the AFM control an overwhelming majority of the delegates to the national convention of the union."

they will continue to record for RCA Victor and to make concert and guest appearances.

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VOX JOX

By JUNE BUNDY

GIMMIX: Program director-deejay Dave Croninger, WQAM, Miami, writes to express his admiration of a talented parakeet which learned to say, "I like the new WQAM, 5-60 on your radio," and by so doing earned his owner \$100. . . . Leigh Kamman, WLOL, Minneapolis, acted as emcee-narrator recently for two jazz concerts, one featuring Dave Brubeck, the other for the University of Minnesota Jazz Society, . . . Arnie Kuvent and Dex Card, WGAN, Portland, Me., are co-emceeing weekly Saturday night record hops at the Westbrook Armory. . . . Raul Lovett, WBSM, New Bedford, Mass. (with an assist from jock Art Lake, WJAR, Providence, R.I.) paid a two-hour tribute to the late Tommy Dorsey on one of his recent Saturday shows—featuring famous Dorsey platters from the early '30's thru the '50's.

CHANGE OF THEME: Russ Holcomb has taken over the "Night Beat" show at WSAV, Savannah, Ga. . . . Bob Pearson, formerly with KONO, San Antonio, and Gene O'Bannon, ex-KITE, San Antonio, have joined KRIS, Corpus Christi, Tex. . . . Plenty of personnel changes at WLEE, Richmond, Va. Lou Garris, formerly with WALA, Mobile, Ala., has joined WLEE as program director, while Dave Lyman, ex-WNAH, Nashville, is a new WLEE spinner, and Lud Sterling has his own show "Music After Hours," from 10 p.m. to 12:30 a.m. across the board. Meanwhile WLEE manager-jockey, Harvey Hudson, is looking for a new assistant to replace Sterling on his (Hudson's) show and says the door is open for auditions.

Karl Weick, WBLY, Springfield, O., who spotlights a different band each week on his "Bandstand" seg, notes that local record sales on dance band disks have picked up considerably, according to the show's disk dealer sponsor. . . . Jim "Green Door" Lowe, WCBS, New York, plays a special date New Year's Eve in Detroit. . . . Some deejays are still on an anti-rock and roll, "Elvis, stay away from our turntable" kick. Gary Gilbert, KNKS, Hanford, Calif., is one, while Bill Ownbey, WBIG, Greensboro, N. C., is another. Ownbey states flatly "No rock and roll record has ever or will ever be aired on any record I may do."

On the other hand, Red Robinson, CJOR, Vancouver, Canada, reports that a local mother recently called him to say that Presley's "Love Me Tender" platter has succeeded in rocking her infant to sleep when everything else had failed.

YESTERYEAR'S TOPS—

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

- DECEMBER 28, 1946
1. The Old Lampighter
 2. Ole Buttermilk Sky
 3. White Christmas
 4. (I Love You) For Sentimental Reasons
 5. Rumors Are Flying
 6. The Whole World Is Singing My Song
 7. The Things We Did Last Summer
 8. Zip-A-Dee Doo-Dah
 9. A Cal in Calico
- DECEMBER 29, 1951
1. (It's No) Sin
 2. Slow Poke
 3. Down Yonder
 4. Cry
 5. Cold, Cold Heart
 6. Shrimp Boats
 7. Because of You
 8. Undecided
 9. Little White Cloud That Cried
 10. Charmaine

MONITOR MUSICAL SURVEY

According to a survey made by the NBC radio network show, "Monitor," here are the records which received the most local air play over NBC affiliate stations last week in the following areas.

- Marinette, Wis.**
"Teen-Ager Sings the Blues," John Nash, ABC-Paramount.
- Wilmington, Del.**
"Cindy, Oh, Cindy," Eddie Fisher, RCA Victor.
- Mankato, Minn.**
"Moonlight Gambler," Frankie Laine, Columbia.
- Baton Rouge, La.**
"Friendly Persuasion," Four Aces, Decca.
- Yakima, Wash.**
"Hey! Jealous Lover," Frank Sinatra, Capitol.
- Columbia, S. C.**
"Two Different Worlds," Don Rondo, Jubilee.
- Butte, Mont.**
"Green Door," Jim Lowe, Dot.
- El Paso, Tex.**
"Night Lights," Nat (King) Cole, Capitol.
- Prescott, Ariz.**
"Silent Night," Perry Como, RCA Victor.
- Louisville**
"Mary's Boy Child," Harry Belafonte, RCA Victor.

\$1.98 Specials

Continued from page 11

Jack Teagarden, Ralph Burns, Big Bill Broonzy, Josh White, Osie Johnson, Maxine Sullivan, Django and Reinhardt and Charlie Mingus.

The previous \$1.98 releases, besides the first "Jazz Digest," were a classical demo and "Music of Offenbach."

Among the other recently issued "demonstrators" is a jazz set from Transition, the Boston diskery, and a hi-fi special from Urania. The latter contains five frequency cycle bands and eight musical tracks for use in checking bass and treble response, etc.

The Period disks, and most of the other bargain issues cost the dealer \$1.50. This poses a question regarding acceptability of such product by rack jobbers. In view of the retail price and the indie's interest in volume sales, it's likely that some of the companies will make an effort to get together with the rack boys. How this can be done on the small mark-up, and with distributors still getting their share, remains to be seen.

Col. Singles Sales

Continued from page 11

Publishers now tend to give exclusives on important songs, and diskeries try to reciprocate by assigning important artists to cut such material. Instances of double-crossing, jumping of release dates, etc., have notably diminished during the past year, Cook pointed out. An important result of this, he added, is the fact that singles can now be planned and promoted in a more logical way. Formerly, he added, "there was an element of panic to the singles business. . . . but today activity on the a.&c. level can be effectively followed up by integrated planning on the deejay, distributor and dealer levels."

Cover activity, it is to be noted, has by no means disappeared, but most of it is occurring at the indie label level. With regard to major artists on major levels, cover activity has definitely diminished.

Reviews of New Pop Records

Continued from page 30

- It All Started With Your Kiss . . . 76**
This one's a rock and roll-backed ballad, and Miss M. belts it with savvy and feeling. Could step out. (Ampeco, ASCAP)
- THE FOUR LOVERS**
Happy Am I . . . 76
VICTOR 6768—This is a revival-type item, with a rollicking beat, a refrain and hand-clapping. Deejays are likely to find it a strong programming side. (Pincus, ASCAP)
- Never, Never . . . 67**
This ballad side has not the impact of the flip by a long shot. (Regent, BMI)
- DIAMANN CARROLL**
This Is What I Call Love . . . 74
VICTOR 6767—Velvet-voiced thrush sings warmly on nice ballad from current Ethel Merman click musical, "Happy Hunting." (Chappell, ASCAP)
- Don't Cry, Baby . . . 72**
Sultry vocal on okay blues. Both sides should pull jockey play. (Advanced, ASCAP)
- LEW DOUGLAS**
The Hour of Love . . . 74
BALLY 1025—A lush styling of attractive, melodic waltz material. Has a strong touch of Wayne King. Male singers give an easy-going unison vocal reading. Nice for jocks with dreamy late night segs. (E. H. Morris, ASCAP)
- Levi Lullaby . . . 71**
Another pleasant tune, this time at a more up-beat gait. Tune has a persistent quality and ork gives it a listenable whirl. (Meridian, BMI)
- THE HAPPY JESTERS**
Just Because . . . 73
ABBOTT 3025—Zany vocal with silly corn effects makes for a sort of vocal Crazy Otto disk. Grouping of the three old tavern favorites gives this good juke value. (Leeds, ASCAP)
- Heart of My Heart and That Old Gang of Mine . . . 73**
Comment as above, but somebody goofed on label and publisher info. First tune is "The Gang That Sang Heart of My Heart," and second is "Wedding Bells." Publishers should be Robbins and Mills respectively. (Vogel-B'way, ASCAP), (Bourne, ASCAP)
- LOU MONTE**
Roman Guitar . . . 73
VICTOR 6769—Pleasant vocal on a romantic theme with a Latin tempo and bilingual chanting in Monte's usual style. (Alfred, ASCAP)
- Some Cloud Above . . . 72**
Sincere reading of a solemnly-paced ballad with a philosophical theme in a sacred vein. (Laurel, ASCAP)
- SUSAN SILO**
Operator, Please . . . 73
CANDLELIGHT 1009—Teen-age thrush registers a spirited rhythm complaint with the phone company because she can't get the boy friend on the wire. Nice delivery and backing, with moderate sales outlook. (Melody Trails, BMI)
- A Shoulder to Cry On . . . 71**
Pleasant sentimental ballad nicely delivered. Larry Clinton's ork and chorus provide similar backing. About same sales potential as flip. (Bob Kerr, BMI)
- BUDDY MORROW**
Rib Joint . . . 73
MERCURY 71024—A cover of the r.&b. tune swings thruout, building

- to a big brassy climax. Definitely the top side of the two and it could garner some juke play. (Crossroads, BMI)
- Rosie's Boom . . . 71**
Morrow gives out with a bright and cheery job made for dancers with an upbeat turn of mind. A worthwhile juke disk which spotlights some sharp sax ensemble work. (Stow, BMI)
- MEL WILLIAMS**
I Cried a Million Tears . . . 72
DIG 128—Mel Williams chants a pop-styled vocal with good effect by Johnny Otis' ork. Backing is r.&b.-styled, plus interesting use of fiddles for lush effect. (House of Fortune-Quintet, BMI)
- All Through the Night . . . 71**
Similar to the flip, but more swingy in tempo, although the material is not as good as "I Cried." (Dig, BMI)
- RONNIE O'DELL**
Struttin' Down Jane St. . . . 72
DOT 15523—Nice instrumental as tempo title indicates. Good arrangement and sound can snare some interest. Jocks might test it for a change of pace. (Mecca, ASCAP)
- Melody of Napoli . . . 70**
Tuneful, Italian-flavored melody with similar fine sound, projected on a slower beat. Fine accordion lead. Flip is a bit better, but side makes a good coupling. (Mecca, ASCAP)
- PATTI SPANGLER**
Lullaby in Blue . . . 72
UNIQUE 376—A slow, very easy-going side. Tune is one of the less likely entries from the Eddie Fisher pic, "Bundle of Joy." Thrush shows a relaxed, ungimmicked style in her disk debut. (Lamas, BMI)
- Afraid to Love . . . 68**
A pretty, slow-paced tune, which the gal turns out in a whispery, lovey approach. Romantic item for terpers. (Deistone, BMI)
- MARK MILANO**
Lights of Paris . . . 70
FLAIR-X 3004—A slightly Continental flavored opus with baritone Milano giving it two enthusiastic choruses, the second with a choral back-up. A nice arrangement by Jacques Belasco. (Fox, ASCAP)
- Marianna . . . 67**
This has the Neapolitan touch to the hilt and Milano giving with the emotional passages. Singer waxes operatic in spots but the job may get lost in the crowd. (Ron-Com, ASCAP)
- ALEXANDER AVOLA ORK**
The Scoundrel Blues . . . 69
ZEPHYR 70-009—Haunting instrumental treatment of movie title theme with soprano Gloria Wood hitting a few moody non-word high notes. (Lamas, ASCAP)
- Sabourin . . . 69**
Flamboyant instrumental wrap-up of a dramatic theme with more high-C work by Miss Wood. Off-beat jockey wax. Tune is from same film (Lamas, ASCAP)
- JOHN GRAY**
How Can My Heart Forget You? . . . 69
M-G-M 12398—An old-fashioned waltz gets tuneful vocal treatment from singer. Sweet backing with alto sax lead holds the mood. Could interest buyers of sugary listening. (Deep River, ASCAP)
- Pray Today . . . 68**
Singer gives a religious theme same sort of vocal treatment. Ork and

(Continued on page 39)

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b/w
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• This Weeks C&W Best Buys

THERE YOU GO (Knox, BMI)
TRAIN OF LOVE (Knox, BMI)—Johnny Cash—Sun 258—Out only a short time, this disk has taken off like a house afire. Retail reports from Nashville, Shreveport, Memphis, Dallas, New Orleans, Houston, Durham and Richmond indicate that it will be on the national chart very soon. Both sides are doing well, and either one—or both—could place on the national lists. A previous Billboard "Spotlight" pick.

• Review Spotlight on . . . C&W RECORDS

EDDY ARNOLD
A Good Lookin' Blonde (Hill & Range, BMI)
A Dozen Hearts (Trinity, BMI)—RCA Victor 6773—The erstwhile plowboy should plow a furrow right thru the market with this delightful coupling. Topsis is a sassy novelty with a perky pulse, and "Hearts" is a ballad that moves along with the help of some original, cleverly contrived lines. As with most Arnold releases, there should be pop action, too.

• Reviews of New C&W Records

BUDDY HOLLY
Modern Don Juan79
 DECCA 30166—This is patterned after the Presley medium tempo rhythm numbers. The material has a simple and appealing riff that is very much in the current teen-age groove. Will be appreciated by many. (Cedarwood, BMI)
You Are My One Desire70
 Holly quavers thru this ballad in a way that resembles the styling of Presley's "Love Me Tender." There's a sound here of arresting quality. (Copar, BMI)

HOMER AND JETHRO
I'm My Own Grandpa78
 VICTOR 6765—Homer and Jethro do this comedy standard in their usual fine style. There's a swiny pace to the side, which will liven deejay programming. (General ASCAP)
Mama From the Train76
 Deejays looking for laughs will get them in this parody by this outstanding comedy duo. (Remick, ASCAP)

DON RENO AND RED SMILEY
Country Boy Rock 'N' Roll77
 KING 5002—This one comes on very strong with virtuoso picking. Has great country fiddling, too, and fine hoe-down flavor. (Lels, BMI)
Cumberland Gap75
 The P.D. tune done to a turn by outstanding pickers and fiddlers. Deejays will find this a choice instrumental item.

BOB WILLS
It's the Bottle Talking76
 DECCA 30165—A flavorsome rhythm side with heavily accented beat and slow tempo. Lewis Walker belts out the lyric, which is up to the promise of the title. Side deserves to get strong play. (Tubb, BMI)
Lily Dale76
 A tender country song, with a touch of sadness and poetry to it, solidly done. Gary Cummings sings the vocal. (Four Star, BMI)

THE SUNSHINE KIDS
The Good Lord's Been Good to Me74
 DECCA 20169—A lot of charm to this side. Kiddies' fresh voices, coupled with a simple, inspirational ditty will charm a lot of listeners. Strong side for the New Year. (Springfield, BMI)
Love One Another70
 The kids have typically fresh, youthful voices as they deliver this inspirational message. Attractive deejay item. (Springfield, BMI)

THE COUNTRY BOYS
Buddy's Boogie73
 COLUMBIA 40810—Here's a fast moving country rock and roll instrumental. Guitars and fiddle take off on solo flights on a noisy, swinging juke possibility. (Cedarwood, BMI)
Raisin' the Dickens71
 Follows largely in the pattern and beat of the flip for another possible juke entrant. (Cedarwood, BMI)

VONNIE MACK
I Live for You72
 COLUMBIA 40809—Moving vocal on an effective ballad with a lyrical theme. (Cedarwood, BMI)
Please Forgive Me71
 Sweet, double-track piping on a pretty country ballad. (Blackwood, BMI)

RAYMOND JOHNSON AND THE BIRCHFIELD TWINS
I'm Going Down the Road Feeling Bad71
 WAYSIDE 100—This traditional-type tune is done with real hill country feeling and style. Simple vocal is peculiarly proper, and total effect is aided by banjo sound. (BMI)
Flower Blooming in the Wildwood66
 Side has good country feeling, but has not been recorded as well as the flip. (BMI)

• C&W Territorial Best Sellers

For survey week ending December 19 City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. Don't Be Cruel, E. Presley, Vic.
2. I Walk the Line, J. Cash, Sun
3. Turn Her Down, F. Young, Cap.
4. There You Go, J. Cash, Sun
5. Love Me Tender, E. Presley, Vic.

Charlotte

1. Crazy Arms, R. Price, Col.
2. Love Me Tender, E. Presley, Vic.
3. I Walk the Line, J. Cash, Sun
4. Singing the Blues, M. Robbins, Col.
5. Don't Be Cruel, E. Presley, Vic.

Dallas-Fort Worth

1. Singing the Blues, M. Robbins, Col.
2. Crazy Arms, R. Price, Col.
3. Hound Dog, E. Presley, Vic.
4. I Walk the Line, J. Cash, Sun
5. Drink Up and Go Home, F. Hart, Col.
6. Love Me Tender, E. Presley, Vic.
7. Train of Love, J. Cash, Sun
8. Young Love, S. James, Cap.
9. Stolen Moments, H. Snow, Vic.
10. There You Go, J. Cash, Sun

Houston

1. Singing the Blues, M. Robbins, Col.
2. Love Me Tender, E. Presley, Vic.
3. Crazy Arms, R. Price, Col.
4. Don't Be Cruel, E. Presley, Vic.
5. I Walk the Line, J. Cash, Sun
6. Just One More, G. Jones, Sdy.
7. Young Love, S. James, Cap.
8. Stolen Moments, H. Snow, Vic.
9. Poor Man's Riches, B. Barnes, Sdy.

Memphis

1. Singing the Blues, M. Robbins, Col.
2. Crazy Arms, R. Price, Col.
3. I Walk the Line, J. Cash, Sun
4. Ubangi Stomp, W. Smith, Sun
5. Tore Up Over You, J. Cash, Sun
6. There You Go, J. Cash, Sun
7. Don't Be Cruel, E. Presley, Vic.
8. Love Me Tender, E. Presley, Vic.

Nashville

1. Singing the Blues, M. Robbins, Col.
2. I've Got a New Heartache, R. Price, Col.
3. I Walk the Line, J. Cash, Sun
4. Love Me Tender, E. Presley, Vic.
5. Crazy Arms, R. Price, Col.
6. Wasted Words, R. Price, Col.
7. I'm Tired, W. Pierce, Dec.
8. There Goes My Love, G. Morgan, Col.

Richmond, Va.

1. Love Me Tender, E. Presley, Vic.
2. Don't Be Cruel, E. Presley, Vic.
3. Hound Dog, E. Presley, Vic.
4. Singing the Blues, M. Robbins, Col.
5. You're Running Wild, Louvin Brothers, Cap.
6. Poor Man's Riches, B. Barnes, Sdy.

St. Louis

1. I Walk the Line, J. Cash, Sun
2. Love Me Tender, E. Presley, Vic.
3. Crazy Arms, R. Price, Col.
4. Poor Man's Riches, B. Barnes, Sdy.
5. Just One More, G. Jones, Sdy.

BUDDY KNOX
Party Doll70
 TRIPLE-D 797—Number has an old blues-folk flavor with a trace of rock and roll rhythm. Interesting disk that could do okay if it gets circulation. (Blue Moon, BMI)

JIM BOWEN
I'm Stickin' With You70
 Another intriguing, different side, with a good off-brand beat. (Blue Moon, BMI)

BUDDY THOMPSON
Yes, I Care70
 VICTOR 6763—Thompson's sound here is comparable to Slim Whitman's. Fine warbling on so-so material. (Cedarwood, BMI)
Be True to Me68
 Another good warble, and similar tune deficiency. (Planet, BMI)

ANDREWS BROS.
I Got Shook67
 M-G-M 12402—The pair indulges in some old-fashioned country harmonies on this sprightly tune. Pretty thin stuff, however, to make any big dents. (Acuff-Rose, BMI)
The Wind in the Chimney66
 Three-quarter time ballad here, with a nice lilting melody. (Acuff-Rose, BMI)

AL PARSONS
Why Can't You Be True64
 SARG 147—Singer is off on a typical country love lament for fair results. Sound is authentic, but without much heart. Very moderate sales indicated. (Acuff-Rose, BMI)
Darling, I Still Dream of You62
 Faster-tempoed ballad of similar type. Same projection comment as flip. Not enough here, either, to furnish much competition. (Acuff-Rose, BMI)

HANK KING
Atom Bomb Heart89
 BLUE HEN 221—Guy has no good word to say about the lady as title would suggest. Imagery of female heart with atom bomb implications has its interesting aspects but the sales power seems limited on this reading. (Blue Ribbon, ASCAP)
I Want to Know55
 A weepy plaint but material is mediocre even at best. (Vokes, BMI)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Jim Wilson and His Flying W. Ranchhands have just inaugurated a new daily television stanza, 2-2:30 p.m., over WRVA, Richmond, Va. Appearing with the Ranchhands is Blackie Bennett, wizard on the electric guitar. WRVA-TV execs are also kicking around the idea of televising a 30-minute portion of "Old Dominion Barn Dance" from the stage of the WRVA Theater, Richmond, every Saturday night. . . . WWVA, Wheeling, W. Va., home of "World's Original Jamboree," celebrated its 30th anniversary on the air December 13.

Thurston Moore, publisher of Hillbilly Scrapbooks, hopped into Nashville recently to book attractions for his Verona Lake Ranch at Verona, near Walton, Ky., which cracks the 1957 season May 5. Among the names already set are Hank Snow, Bill Monroe and His Blue Grass Boys, the Louvin Brothers, Jim Reeves, Ferlin Huskey and Flatt and Scruggs. Moore produced a new pitch book for the Philip Morris country music show, which next week begins a series of free performances thru the South. . . . Deejays are invited to write to Tailor Records, Sisterville, W. Va., for copies of Harry Booher's new recording of "One Fool Like Me" b.w. "This Rock and Yodel Tune."

Ann Raye is spending the holidays at her home in Biloxi, Miss., after a deejay junket thru Mississippi, Louisiana and Florida to promote her initial Decca release, "Stranger" b.w. "What-Cha Think About Me." Ann and Her Singing River Boys, with Jim Owen, recently played a four-day stand at the Airman's Club, Keesler Air Force Base, Mississippi, and a one-nighter at the Eglin Air Force Base in Florida. They also worked a show and dance recently at Golden Meadow, La., for deejay Dudley Bernard, of Station KLFT.

Gene Vincent, heard with his Blue Caps on the Capitol label, has entered the hospital in Portsmouth, Va., where he is expected to remain three months for treatment of a shin-bone injury sustained a year ago in Norfolk, Va., when he was struck by a hit-and-run motorist while riding a motorcycle. Vincent, who is under the personal management of Bill (Sheriff Tex) Davis, was recently booked into the Sands, Las Vegas, Nev., for a month's engagement, but the injury reportedly caused him to cancel out at the end of the first week.

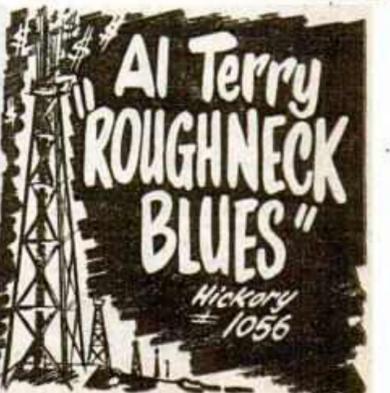
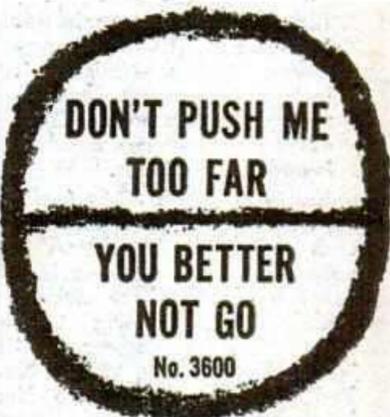
X. Cosse, personal manager of Moon Mullican, Ferlin Husky, the Louvin Brothers and Cowboy Copas, all members of the "Grand Ole Opry" cast, has announced his resignation from their management to move to New York to be near his wife, Martha Carson, who is under contract to General Artists Corporation. Cosse is making his New York headquarters in the office of Nat Tannen at 200 West 57th Street. . . . New Year's Day show set for the Armory, Akron, will feature Carl Smith, the Wilburn Brothers, Jimmy Newman, Red Sovine, Minnie Pearl and Judy Lynn.

Claude Casey, formerly for 14 years with WBT, Charlotte, N. C., and who has appeared in such movies as "Swing Your Partner," for Republic, and "Square-Dance Jubilee" and "Kentucky Jubilee," for Lippert Productions, has settled in Ellenboro, N. C., where he

operates 15-acre Capri Park, with square dancing twice weekly. His own organization, the Sagedusters, play for the hops. Casey has plans for bringing in name acts soon. . . . George Riddle is back on personals in the Carolina country after appearing recently on the "Peach State Jamboree," Swainsboro, Ga., along with Johnnie Bailes and the gang at WJAT there. George also guested on the "Tennessee Barn Dance" over WNOX, Knoxville, December 8, with Betty Lee and Walter Riddle.

"WWVA Jamboree" headliners Wilma Lee, Stoney Cooper and the Clinch Mountain Clan are set thru January in Virginia, Maryland and Kentucky, beginning with New Year's Day in Richmond, Va. Their latest on the Hickory label is "Lovin' You" b.w. "The Tramp on the Street," the former introducing the Coopers' 14-year-old daughter, Carolee, as a member of the family singing group. Rusty and Doug and Hylo Brown, also of the "WWVA Jamboree," are included in the package that plays Richmond.

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• C&W Best Sellers in Stores

For survey week ending December 19

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

This Week		Last Week	Weeks on Chart
1.	SINGING THE BLUES (BMI)—M. Robbins..... I Can't Quit (BMI)—Col 21545	1	15
2.	CRAZY ARMS (BMI)—R. Price..... You Done Me Wrong (BMI)—Col 21510	2	30
3.	I WALK THE LINE (BMI)—J. Cash..... Get Rhythm (BMI)—Sun 241	4	30
4.	WASTED WORDS (BMI)—R. Price..... I'VE GOT A NEW HEARTACHE (BMI)—Col 21562	6	7
5.	LOVE ME TENDER (BMI)—E. Presley..... Any Way You Want Me (ASCAP)—Vic 20-6643	3	11
6.	DON'T BE CRUEL (BMI)—E. Presley..... HOUND DOG (BMI)—Vic 20-6604	5	22
7.	CASH ON THE BARREL HEAD (BMI)— Louvin Brothers YOU'RE RUNNING WILD (BMI)—Cap 3532	7	9
8.	SEARCHING (BMI)—K. Wells..... I'd Rather Stay Home (BMI)—Dec. 29956	9	26
9.	THERE YOU GO (BMI)—J. Cash..... TRAIN OF LOVE (BMI)—Sun 258	10	2
10.	SWEET DREAMS (BMI)—F. Young..... Until I Met You (BMI)—Cap 3443	11	28
11.	YOUNG LOVE (BMI)—S. James..... You're the Reason (BMI)—Cap 3602	—	1
12.	STOLEN MOMENTS (BMI)—H. Snow..... Two Won't Care (BMI)—Vic 20-6715	8	3
13.	BEFORE I MET YOU (BMI)—C. Smith..... Wicked Lies (BMI)—Col 21551	12	10
14.	CONSCIENCE, I'M GUILTY (BMI)—H. Snow..... Hula Rock (BMI)—Vic 20-6578	14	22
15.	REPENTING (BMI)—K. Wells..... I'm Counting on You (ASCAP)—Dec. 30094	13	5

• Most Played C&W in Juke Boxes

For survey week ending December 19

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

This Week		Last Week	Weeks on Chart
1.	SINGING THE BLUES (BMI)—M. Robbins..... I Can't Quit (BMI)—Col 21545	1	13
2.	CRAZY ARMS (BMI)—R. Price..... You Done Me Wrong (BMI)—Col 21510	2	27
3.	I WALK THE LINE —J. Cash..... Get Rhythm (BMI)—Sun 241	4	27
4.	I'VE GOT A NEW HEARTACHE (BMI)— R. Price WASTED WORDS (BMI)—Col 21562	7	6
5.	LOVE ME TENDER (BMI)—E. Presley Any Way You Want Me (ASCAP)—Vic 20-6643	5	8
6.	DON'T BE CRUEL (BMI)—E. Presley..... HOUND DOG (BMI)—Vic 20-6604	3	20
7.	JUST ONE MORE (BMI)—G. Jones..... GONNA COME GET YOU (BMI)—Starday 264	6	11
7.	POOR MAN'S RICHES (BMI)—B. Barnes..... Those Who Know (BMI)—Starday 262	8	14
9.	BEFORE I MET YOU (BMI)—C. Smith..... Wicked Lies (BMI)—Col 21552	10	12
10.	STOLEN MOMENTS (BMI)—H. Snow..... Two Won't Care (BMI)—Vic 20-6715	9	3

• Most Played C&W by Jockeys

For survey week ending December 19

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

This Week		Last Week	Weeks on Chart
1.	SINGING THE BLUES —M. Robbins..... Col 21545—BMI	1	15
2.	I'VE GOT A NEW HEARTACHE —R. Price..... Col 21562—BMI	3	8
3.	CRAZY ARMS —R. Price..... Col 21510—BMI	4	32
4.	I WALK THE LINE —J. Cash..... Sun 241—BMI	2	30
4.	ACCORDING TO MY HEART —J. Reeves..... Vic 20-6620—BMI	5	14
6.	GO AWAY WITH ME —Wilburn Brothers..... Dec 30037—BMI	8	5
7.	YOUNG LOVE —S. James..... Cap 3602—BMI	13	2
8.	LOVE ME TENDER —E. Presley..... Vic 20-6643—BMI	6	10
9.	WASTED WORDS —R. Price..... Col 21562—BMI	9	7
10.	*LOVE ME —E. Presley..... Vic EPA 992—BMI	—	1
11.	THERE YOU GO —J. Cash..... Sun 258—BMI	—	1
12.	BEFORE I MET YOU —C. Smith..... Col 21551—BMI	7	7
13.	STOLEN MOMENTS —H. Snow..... Vic 20-6715—BMI	—	1
14.	REPENTING —K. Wells..... Dec 36094—BMI	15	2
14.	TURN HER DOWN —F. Young..... Cap 3549—BMI	11	6
15.	SEARCHING —K. Wells..... Dec 29956—BMI	12	14

* (Now available as a Pop Single, available on RCA Victor 45 EPA-992 and in RCA Victor 33 1/4 "Elvis" LPM 1382)

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FARON YOUNG

The Young Sheriff
and His Country Deputies

I'M GONNA LIVE
SOME BEFORE I DIE

I MISS YOU
ALREADY

(And You're Not Even Gone)

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JOE TURNER
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"SINCE I MET YOU, BABY"
 ATLANTIC 1111

Lavern Baker
"JIM DANDY"
 ATLANTIC 1116

Clyde McPhatter
"WITHOUT LOVE"
 ATLANTIC 1117

The Clovers
"I'M A LONELY FOOL"
 ATLANTIC 1118

Chris Conner
"I MISS YOU SO"
 ATLANTIC 1105

Chuck Willis
"JUANITA"
 ATLANTIC 1112

ATLANTIC RECORDING CORP.
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• **This Weeks R&B Best Buys**

WITHOUT LOVE (Goday-Progressive, BMI) — Clyde McPhatter—Atlantic 1117—This disk has been building up strength quite rapidly in the past two weeks. It now looks well established in New York, Philadelphia, Los Angeles, St. Louis, Baltimore, Pittsburgh and other cities. Has good chart potential in both the pop and r.&b. fields. Flip is "I Make Believe" (Progressive, BMI). A previous Billboard "Spotlight" pick.

ALL AROUND THE WORLD (Venice, BMI)
THE GIRL CAN'T HELP IT (Robbins, ASCAP)—Little Richard—Specialty 591—Little Richard's latest is making terrific progress. Durham, Richmond, Atlanta, Nashville, St. Louis, Philadelphia, Pittsburgh, Boston and Buffalo are some of the markets surveyed with highly positive results. Due to the picture tie-in on the "Girl Can't Help It" side, it is getting unusually good deejay play; on the retail level, the flip has a slight edge, however. A previous Billboard "Spotlight" pick.

• **Review Spotlight on . . .**

R&B RECORDS

JOE TURNER

Feelin' Happy (Progressive, BMI)
Midnight Special Train (Progressive, BMI)—Atlantic 1122—The "Boss of the Blues" is back in business with this rollicking, romping coupling. Both sides are loaded with traditional jump-blues flavor, with Turner's special brand of Kansas City good spirits. Sock backing on both by great band and vocal group. Topside is a string of shout blues lines, many familiar, and the flip is highly imaginative folk-type material somewhat in the mood of "Corrine Corrina."

LITTLE WILLIE JOHN

Will the Sun Shine Tomorrow? (Jay & Cee, BMI)
A Little Bit of Loving (Jay & Cee, BMI)—King 5003—Two sides belted by this distinctive, warm-hearted chanter merit attention. "Sun" is the slower paced, plaintive and compelling. Flip is a blues chanted in those appealing, quivering high-pitched tones, and it should grow auditions with every hearing.

RHYTHM-BLUES NOTES

By GARY KRAMER

This, the last issue of the year, calls for a look backward over the artists and records who made this an exciting record year. The charts always focus on the most spectacular issues, and the best-selling lists of 1956 are worth summarizing. Eighty-seven records constituted this year's r.&b. chart records. They appeared on 32 different labels, showing again the diversification of the rhythm and blues field.

This year, as of last year, Atlantic Records produced the largest number of hits. With two Atco records included, the firm's grand total was 20 chart disks. The Chess-Checker-Argo group was second with 11. The strength of both these manufacturers lies in the extensive roster of artists who can make the charts repeatedly. In comparison to some of the "one artist" labels, which rise and decline with the relative popularity of their leading artist, Atlantic-Atco and Chess-Checker-Argo rotating as many as a half dozen toppers on the charts with clock-like regularity. In 1956, for example, Joe Turner contributed three chart records: the Drifters, 3; Ray Charles, 3; the Clovers, 2; Chuck Willis, 2. For the Chicago team, Chuck Berry came up with 3, Muddy Waters, 20.

Mercury Records and the King-Federal-De Luxe combine tied for third place, having come up with seven chart records each. In the next slot, with five chart records each were Imperial, Gee and RCA Victor. It is interesting that in this latter group, four of each of the five was due to the power of a single artist or group. Fats Domino, the Teen-Agers and Elvis Presley each had four hits on the national r.&b. retail chart, which gives them the highest individual scores of the year.

V-J Records, of Chicago, had four chart records, two of them by Jimmy Reed. RPM-Modern also had four, two of them by B. B. King. Little Richard made a nice showing

for Specialty, putting three records of his on the charts. Shirley and Lee brought out two good hits for Aladdin. Labels with one hit apiece were Savoy, Columbia, Hull, Capitol, Ember, Cobra, Luniverse, Flash, Josie, Cash, Dot, Decca, Sun, Flip and Melba.

Everybody seems to be flipping over the bright give-and-take between Ella Fitzgerald and Joe Williams on "Party Blues." Jockeys, pop and r.&b., are giving it quite a whirl. Ella's "April in Paris" is also fabulous, and this coupling is starting to shape up as the strongest retail seller for her in many years. . . . Long-time sleeper that now looks very much alive, "In the Chapel" by Ann Cole.

Sil Austin has just returned from a tour of the British West Indies, and is about to embark on a one-nighter junket thru Ohio and Michigan. . . . Ocie Smith, who recently waxed a vocal of Austin's hit "Slow Walk," is creating a little noise in a current appearance at the Baby Grand in Harlem. . . . The Chess brothers, about to move into new, luxurious offices nearer the Loop, are not giving up their studios deep in the Chicago South Side where they recorded so many hits. They are not ones to jinx their luck. (Incidentally, when Atlantic moved into plush quarters on 57th Street in Manhattan, they also hung on to the unpretentious studio where most of their hits originated.)

What A Rating!!!
THE DIXIE HUMMING BIRDS
"THANK YOU FOR ONE MORE DAY" 86
"GET RIGHT CHURCH" 84
 according to The Billboard
 Peacock #1764

PEACOCK RECORDS, Inc.
 2809 Erastus St. Houston 26, Texas

• **R&B Best Sellers in Stores**

For survey week ending December 19

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

This Week	Weeks on Chart	Last Week	Chart
1. BLUEBERRY HILL (ASCAP)—F. Domino	1	12	
Honey Chile (BMI)—Imperial 5407			
2. HONKY TONK (PARTS I & II)—B. Doggett	2	20	
King 4950—BMI			
3. SINCE I MET YOU, BABY (BMI)—I. J. Hunter	3	5	
You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111			
4. SLOW WALK (BMI)—B. Doggett	4	5	
Hand in Hand (BMI)—King 5000			
5. AIN'T GOT NO HOME (BMI)—C. Henry	5	4	
Troubles, Troubles (BMI)—Argo 5259			
6. SINGING THE BLUES (BMI)—G. Mitchell	12	3	
Crazy With Love (ASCAP)—Col 40769			
7. OH, WHAT A NIGHT (BMI)—Dels	6	8	
Jo-Jo (BMI)—VeeJay 204			
8. I FEEL GOOD (BMI)—Shirley & Lee	7	6	
Now That It's Over (BMI)—Aladdin 3338			
9. SLOW WALK (BMI)—S. Austin	8	7	
Wildwood (BMI)—Mercury 70963			
10. YOU GOT ME DIZZY (BMI)—J. Reed	13	3	
Honey, Don't Let Me Go (BMI)—VeeJay 226			
11. LOVE ME TENDER (BMI)—E. Presley	11	11	
Any Way You Want Me (ASCAP)—Vic 20-6643			
12. JIM DANDY (BMI)—L. Baker	15	3	
Tra La La (BMI)—Atlantic 1116			
13. THOUSAND MILES AWAY (BMI)—Heartbeats	9	7	
Oh, Baby, Don't (BMI)—Rama 216			
14. ON MY WORD OF HONOR (BMI)—B. B. King	15	6	
Jim Bam (BMI)—RPM 479			
15. GREEN DOOR (BMI)—J. Lowe	10	10	
(Story of) The Little Man in Chinatown (BMI)—Dot 15486			

• **Most Played R&B in Juke Boxes**

For survey week ending December 19

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

This Week	Weeks on Chart	Last Week	Chart
1. BLUEBERRY HILL (ASCAP)—F. Domino	1	12	
Honey Chile (BMI)—Imperial 5407			
2. SINCE I MET YOU, BABY (BMI)—I. J. Hunter	3	5	
You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111			
3. HONKY TONK (PARTS I & II)—B. Doggett	2	17	
King 4950—BMI			
4. SLOW WALK (BMI)—S. Austin	4	4	
Wildwood (BMI)—Mercury 70963			
5. I FEEL GOOD (BMI)—Shirley & Lee	5	5	
Now That It's Over (BMI)—Aladdin 3338			
6. LOVE ME TENDER (BMI)—E. Presley	6	2	
Any Way You Want Me (ASCAP)—Vic 20-6643			
7. GREEN DOOR (BMI)—J. Lowe	9	3	
(Story of) The Little Man in Chinatown (BMI)—Dot 15486			
8. OH, WHAT A NIGHT (BMI)—Dels	6	6	
Jo-Jo (BMI)—VeeJay 204			
9. SLOW WALK (BMI)—B. Doggett	—	1	
Hand in Hand (BMI)—King 5000			
10. BLUE MONDAY (BMI)—F. Domino	—	1	
What's the Reason I'm Not Pleasing You? (ASCAP)—Imperial 5417			

• **Most Played R&B by Jockeys**

For survey week ending December 19

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

This Week	Weeks on Chart	Last Week	Chart
1. BLUEBERRY HILL—F. Domino	1	13	
Imperial 5407—BMI			
2. SINCE I MET YOU, BABY—I. J. Hunter	5	5	
Atlantic 1111—BMI			
3. I FEEL GOOD—Shirley & Lee	4	6	
Aladdin 3338—BMI			
4. HONKY TONK (BMI)—B. Doggett	2	18	
King 4950—BMI			
5. ON MY WORD OF HONOR—B. B. King	3	4	
RPM 479—BMI			
6. SLOW WALK—S. Austin	14	5	
Mercury 70963—BMI			
7. LOVE ME TENDER—E. Presley	9	10	
Vic 20-6643—BMI			
8. IN THE STILL OF THE NIGHT—Satin	8	15	
Ember 10005—BMI			
9. AIN'T GOT NO HOME—C. Henry	12	2	
Argo 5259—BMI			
10. OH, WHAT A NIGHT—Dels	15	5	
VeeJay 264—BMI			
11. GIRL CAN'T HELP IT—Little Richard	—	1	
Specialty 591—ASCAP			
12. WHITE CHRISTMAS—Drifters	—	1	
Atlantic 1548—ASCAP			
13. LET THE GOOD TIMES ROLL—Shirley & Lee	—	18	
Aladdin 3325—BMI			
14. *LOVE ME—E. Presley	—	3	
Vic EPA 992—BMI			
15. ON MY WORD OF HONOR—Platters	—	1	
Mercury 71011—BMI			

* (Now Available as a Pop Single, available on RCA Victor 45 EPA-992 and in RCA Victor 33 1/2 "Elvis" LPM 1382)

3 MORE HITS

From America's Fastest Growing R&B Label . . .



The Channels "THE GLEAM IN YOUR EYES" "STARS IN THE SKY" #102

The Empires "WHISPERING HEART" "LINDA" #104

The Quadrells "WHAT CAN THE MATTER BE" "COME TO ME" #103

STILL GOING STRONG The Channels "CLOSER YOU ARE" #100

The Continentals "DEAR LORD" #101

AMERICA'S FASTEST GROWING R&B LABEL



315 W. 47th St., N. Y. (PL 7-8140)

R&B Territorial Best Sellers

For survey week ending December 19

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

- 1. Blueberry Hill, F. Domino, Imp.
2. Since I Met You, Baby, I. J. Hunter, Atl.
3. Ain't Got No Home, C. Henry, Ago.
4. On My Word of Honor B. B. King, RPM
5. Whatcha Gonna Do When Your Baby Leaves You, C. Willis, Atl.
6. You Got Me Dizzy, J. Reed, VJ

Charlotte

- 1. Honky Tonk, B. Doggett, Kng.
2. Ain't Got No Home, J. Reed, VJ
3. Blueberry Hill, F. Domino, Imp.
4. Since I Met You, Baby I. J. Hunter, Atl.
5. Jim Dandy, L. Baker, Atl.
6. I Feel Good, Shirley & Lee, Ala.
7. Oh, What a Night, Dels, VJ
8. Singing the Blues, G. Mitchell, Col.
9. Tricky, G. Jenkins, Fsh.

Chicago

- 1. Blueberry Hill, F. Domino, Imp.
2. Singing the Blues, G. Mitchell, Col.
3. Slow Walk, S. Austin, Mer.
4. Green Door, J. Lowe, Dot
5. Honky Tonk, B. Doggett, Kng.

Cincinnati

- 1. Thousand Miles Away, Heartbeats, Rma.
2. In the Chapel, A. Cole, Btn.
3. Since I Met You, Baby I. J. Hunter, Atl.
4. Honky Tonk, B. Doggett, Kng.
5. Slow Walk, B. Doggett, Kng.
6. Blueberry Hill, F. Domino, Imp.
7. I Can't Quit You Now, O. Rush, Cba.

Detroit

- 1. Blueberry Hill, F. Domino, Imp.
2. Slow Walk, B. Doggett, Kng.
3. I Feel Good, Shirley & Lee, Ala.
4. Love Me Tender, E. Presley, Vic.
5. Slow Walk, S. Austin, Mer.
6. Behind the Sun, D. O. Gibson, Che.
7. Since I Met You, Baby I. J. Hunter, Atl.
8. Don't Be Cruel, E. Presley, Vic.
9. Hound Dog, E. Presley, Vic.

Los Angeles

- 1. Oh, What a Night, Dels, VJ
2. Blueberry Hill, F. Domino, Imp.
3. Honky Tonk, B. Doggett, Kng.
4. Goodnight, My Love, J. Belvin, Mod.

New Orleans

- 1. Ain't Got No Home, C. Henry, Ago.
2. Since I Met You, Baby I. J. Hunter, Atl.
3. Blueberry Hill, F. Domino, Imp.
4. I Feel Good, Shirley & Lee, Ala.
5. Blue Monday, F. Domino, Imp.
6. Honky Tonk, B. Doggett, Kng.
7. Singing the Blues, G. Mitchell, Col.
8. Slow Walk, B. Doggett, Kng.
9. Green Door, J. Lowe, Dot
10. On My Word of Honor, Platters, Mer.

New York

- 1. Since I Met You, Baby I. J. Hunter, Atl.
2. Juanita, C. Willis, Atl.
3. Love Is Strange, Mickey & Sylvia, Grv.
4. Thousand Miles Away, Heartbeats, Rma.
5. Slow Walk, S. Austin, Mer.
6. Blueberry Hill, F. Domino, Imp.

Philadelphia

- 1. Since I Met You, Baby I. J. Hunter, Atl.
2. Goodnight, My Love, J. Belvin, Mod.
3. Blueberry Hill, F. Domino, Imp.
4. Thousand Miles Away, Heartbeats, Rma.
5. Honky Tonk, B. Doggett, Kng.

St. Louis

- 1. Blueberry Hill, F. Domino, Imp.
2. Oh, What a Night, Dels, VJ
3. On My Word of Honor B. B. King, RPM
4. Thousand Miles Away, Heartbeats, Rma.
5. You Get Me Dizzy, J. Reed, VJ
6. Slow Walk, B. Doggett, Kng.
7. Ain't Got No Home, C. Henry, Ago.

Washington, D. C.

- 1. Honky Tonk, B. Doggett, Kng.
2. Singing the Blues, G. Mitchell, Col.
3. Blueberry Hill, F. Domino, Imp.
4. You Got Me Dizzy, J. Reed, VJ
5. In the Chapel, A. Cole, Btn.
6. Slow Walk, S. Austin, Mer.
7. Since I Met You, Baby I. J. Hunter, Atl.
8. Green Door, J. Lowe, Dot
9. Jim Dandy, L. Baker, Atl.
10. Love Me Tender, E. Presley, Vic.

Reviews of New Pop Records

Continued from page 35

chorus supply good backing assist. Same sales potential. (Sampson, BMI)

THE MAD HATTERS Down on the Lower East Side . . . 69 CENTRAL 711 - Exuberant group singing on a bouncy rhythm item with a listenable ad-lib quality. get juke play. (Echo, BMI) It's Confidential . . . 67 The boys warble sincerely on an attractive ballad with a spiritual theme. (Echo, BMI)

PAT THE CAT AND HIS KITTENS Jesse James . . . 69 BULLSEYE 106 - The Jesse James story dressed up in lyrics and music for the black denim trousers set. Some of the lines are amusing, and a good rocking beat is preserved thruout. (Bow and Arrow, BMI) The Bareback Rider . . . 66 Another unusual and interesting side, done up in a modified Bill Haley style. If these sides get exposure, they might do all right. (Top-All, BMI)

THE COUNTRY GENTLEMEN Right Around the Corner . . . 68 VICTOR 6764 - These gentlemen, who make it clear that they're not from the country, cover a couple of r.&b. tunes that have yet to happen in their original versions. Good sound, but it's questionable if either side can stand up against more forceful rock and roll competition. (Jay and Cee, BMI) My Heart's Desire . . . 67 As above. (Prem, BMI)

LYNN CHRISTIE Moon Madness . . . 67 NAR 524 - Thrush chants an over-slow ballad competently. Instrumental and choral backing sound, however, is heavy and pretentious—a bid for originality that doesn't come off. Very moderate interest indicated. (Narbeth, BMI) Why Am I Afraid and Blue? . . . 65 Another offering of same type on slightly faster beat. Neither side can be considered much of a showcase for the singer. (Narbeth, BMI)

THE TEARDROPS I Paid for Love . . . 67 KING 5004 - This is a brother duo that recently made an appearance at the Copa in New York. They are in the rock and roll idiom and in this beat item, they are listenable, if not outstanding. (Melling, BMI) My Inspiration . . . 57 This is probably not intended to be a caricature of all the various rock and roll devices, but it is such a catalog of cliches that it can only be played for laughs. (Mellins, BMI)

GENE SHELDON Poor Butterfly . . . 66 M-G-M 12401 - A stringy version of this old-timer—with strings that is—and the featured banjo and guitar work is nicely handled. (Harms, ASCAP) Five Foot Two, Eyes of Blue . . . 66 The pace is different but otherwise comment is the same. (Feist, ASCAP)

HELENE DE LYS More Than That . . . 66 M-G-M 12399 - Thrush brings moderate appeal to a stock ballad. Backing is pleasant but not distinguished. Counter interest looks scant. (Duchess, BMI) I Couldn't Care Less . . . 65 Another ballad on the love lament side gets similar projection. Over-all prophecies same sales spark. (Mid, BMI)

DON CARROLL When We Were in Love . . . 64 STARS 540 - A ballad with rock and roll touches. Carroll is a light tenor with a nice sound but little originality style-wise. Only fair commercial possibilities. (Lowery, BMI) My Heart . . . 50 Another ballad, but of far less interest than the flip. Production sounds like a demo side, and not of the fancier type. Very potential. (Stars, BMI)

TED FORREST QUINTET Rock Up Baby . . . 63 NORMAN 6163 - Some effortful r.&b. belting here and hefty backing but over-all is run-of-the-mill projection-wise. May find some favor with young stompers, but future looks dubious. (Oceanic, BMI) My Zesa Shana Baby Doll . . . 61 Group chants up-tempo ballad with fem lead taking the play. Little here to spark interest either on counter or with jocks. (Anchor, BMI)

THE SPANIELS You Gave Me Peace of Mind (Tollie, BMI) Please Don't Tease (Shalimar, BMI)—Vee Jay 229—The group sounds extremely classy on this top-notch coupling. The top-side is a slow, reverent and soul-satisfying bit of soloing with the group offering a wailing response in the backing. The flip is a swinging upbeat job with a meaningful plea to the lady love. Both sides have solid breakout strength.

THE BEST YEARS OF MY LIFE JoAnn Greer with Les Brown's Orch. Capitol AMERICAN MUSIC, INC. 9109 SUNSET BLVD. HOLLYWOOD, CALIF.

Reviews of New R&B Records

OTIS WILLIAMS Blues Stay Away From Me . . . 81 DE LUXE 6105—Williams and the Charms come up with a solid beat-blues item, which will bear watching. Singer belts it out in fine form and backing is exceptional. Jocks can use it to good advantage. (Lois, BMI) Pardon Me . . . 78 Singer puts across another hefty beat opus in which he has had a hand in the cleffing. Fine rhythm feel here, too, but not quite up to flip. (Jay & Cee, BMI)

ORIOLES Never Leave Me, Baby . . . 78 VEE-JAY 228—The group hits an infectious, striding beat in this Ivory Joe Hunter ballad; and my, how they wail in the harmony department! Makes an indelible impression. (Progressive, BMI) For All We Know . . . 75 This pretty ballad will have a lot of potential in the pop market, as well as in r.&b. There are listening kicks here for everybody, regardless of taste. Deejays have a "quality" item here they'll enjoy. (Feist, ASCAP)

THE RAVENS A Simple Prayer . . . 77 ARGO 5261—An extremely effective production, on the fervent and fancy-side, with high lead really knocking himself out: Impressive effort merits spins. (Sunflower, ASCAP) Water Boy . . . 65 A bass (not J. Ricks) carries the load. Market possibilities rest in the flip. (Arc, BMI)

ROMAINE BROWN Ooba Dabba Dabba Da . . . 76 DECCA 30122—A rock and roller with a fine beat and a catchy riff. Essentially an instrumental, with the vocal by a male group. Deejays will find this a side with plenty of moxie. (Rose, BMI) Hold 'Em, Joe . . . 68 This side is the Calypso standard, with Romaine Brown doing the vocal in a zestful performance. Like the flip, merits deejay spins. (Folkways, BMI)

THE RAMBLERS Don't You Know . . . 74 FEDERAL 12286—A slow blues, getting its chief effect from the expertly stylized vocal of the lead: He shouts the lyric effectively, with the rest of the group furnishing a quiet background. (Armo, BMI) The Heaven and Earth . . . 68 This one shows the celestial influence. It's a dreamy ballad, compounded of heaven, earth and, of course, angels and stars as important elements. Gets dreary as it goes along. (Armo, BMI)

BOBBY BROOKS One Lonely Ring . . . 73 RAINBOW 377—New warbler makes a good impression, with the aid of Ray Ellis' backing. Has touches of Hamilton and Eckstine, and has a good chance. (Song Smiths, ASCAP) Take Me . . . 72 Standard also gets a classy warble from the promising chanter. Could see pop action. (Bregman, Vocco, Conn, ASCAP)

ROY MILTON DRK One Zippy Zam . . . 72 KING 4993—Milton, belting out the vocal on this side, says he "feels like having a ball," and he and the band indeed sound happy and jivey

on this driving rhythm opus. Good juke box selection. (Jay & Cee, BMI) You're Gonna Suffer, Baby . . . 70 Mickey Champion is the songstress on this side, and she styles a slow, groovy blues to a "T." Easy on the ears. (Jay & Cee, BMI)

TOMMY (DEANIE BOY) DEAN Skid Row . . . 71 VEE-JAY 218—Good medium blues instrumental, tho not particularly unusual for this crowded market. (Conrad, BMI) The Gold Coast . . . 65 Slightly brighter pace, and emphasis more on jazz than r.&b. (Conrad, BMI)

ABE MOORE ORK Moore Boogie . . . 70 DIG 125—Tantalizin' medium-tempo instrumental. Fine dance fare and good deejay spin stuff. Tenor and guitar in good solo sermons. (Dig, BMI) S and J . . . 70 Moderate-paced blues instrumental with steely guitar standing out. (Dig, BMI)

THE HEPSTERS I Gotta Sing the Blues . . . 68 RONEL 110 - The lead says he's "gotta" sing the blues—and he does, with a solid feeling for the idiom. The heavy-beat backing and assist by the group help sell the material very effectively. (Adams, Vee & Abbott, BMI) This-a-Way . . . 65 This side has a good beat and a fair blend job, but that doesn't bring off the so-so material. (Adams, Vee & Abbott, BMI)

THE SWAN SILVERTONES The Lord's Prayer . . . 79 VEE-JAY 232 - Extremely effective setting of the Prayer, without credit to Malotte. Slow and intense chanting. Should sell steadily. Great Day in December . . . 76 The Christmas story is chanted by the group, tho appeal should not be limited to this month. Good example of narrative singing that gets across. (Tollie, BMI)

MIGHTY GOSPEL GIANTS He Died on Calvary . . . 77 TUXEDO 916—After a slow intro, this picks up a fast hand-clapping beat and sells well via a wildly chanted lead figure thru the balance of the disk. Definitely the action side. Recording quality is below par. (Ford, BMI) You've Got to Pray . . . 73 The Giants warn the brethren about the value of prayer. Good chanting by the lead, tho again the poor recording quality is a handicap. (Ford, BMI)

Spiritual

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MUSIC PRINTING LEAD SHEETS—100—\$3.50; 200—\$5.00; 500—\$9.00. PROFESSIONAL COPIES 2 page—\$4—100; 59—200. AUTO LITHO Jensen Beach 1, Florida

A BOMBSHELL!!!

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IT'S ALREADY A BIG SELLER . . . VEE JAY #229

Review Spotlight on . . . R&B RECORDS

THE SPANIELS You Gave Me Peace of Mind (Tollie, BMI) Please Don't Tease (Shalimar, BMI)—Vee Jay 229—The group sounds extremely classy on this top-notch coupling. The top-side is a slow, reverent and soul-satisfying bit of soloing with the group offering a wailing response in the backing. The flip is a swinging upbeat job with a meaningful plea to the lady love. Both sides have solid breakout strength.

VEE-JAY Records, Inc. 2129 S. Michigan Ave. Chicago Phone: CALumet 5-6141

Season's Greetings SOPHIE TUCKER Me Too - TED SHAPIRO

Thomas Inks Colo. Fair, 12 Others

LENNOX, S. D. — Art B. Thomas Shows will provide the midway attractions at eight fairs new to the show, including the Colorado State Fair, Pueblo, Bernard Thomas, owner-manager, announced last week. In addition, five fairs played last year will again be on the Thomas route in 1957.

New to the route, in addition to the Pueblo annual, are the Interstate Fair, La Crosse, Wis.; Arapahoe County Fair, Littleton, Colo.; Sioux Empire Fair, Sioux Falls, S. D.; Douglas County Fair, Alexandria, Minn.; Kittson County Fair, Hallock, Minn.; Pennington County Fair, Thief River Falls, Minn., and

the Norman County Fair, Ada, Minn.

The show will return to fairs at Huron, S. D.; Spencer, Ia.; Breckenridge, Hibbing and Fergus Falls, all in Minnesota.

Two complete units, one operated by Bernard Thomas, the other by Art B. Thomas, will hit the road next spring. Rides and attractions will be merged for major dates.

Three new rides have been added for next year, a new Helicopter from the Allan Herschell Company, and a 16-car Octopus and Rockoplane from the Eyerly Aircraft Company. This brings to 32 the total rides owned and operated by the Thomas organization.

In reviewing the 1956 season, Thomas reported that the ride gross was up 20 per cent over the previous season despite drought and bad weather at a few of the major dates. The new Dodgem, operated by Ray Cammack, led the rides, followed by the Kiddieland and then the Tilt-a-Whirls.

Six new light towers are being built which will give the show a total of 15 and by early next year all the rides will be equipped with fluorescent lights.

Cecchini Gets Games Pact At Del Mar

DEL MAR, Calif. — Louis Cecchini will handle sale of a limited amount of game concession space in the fun zone and Crafts Shows will supply rides at the 1957 Southern California Exposition and County Fair here, Paul T. Mannen, fair secretary-manager, announced.

Cecchini, co-partner in the firm of Cecchini & Levaggi, said that sales will be made on a merit system under which operators doing an outstanding job will be given added consideration. He said that concession space is being limited to give the fair a balanced midway.

The 1956 fair was played by the Frank W. Babcock United Shows. It is held in late June and early July.

Gooding Inks Ohio State

COLUMBUS, O. — The Ohio State Fair has awarded the 1957 midway contract to the Gooding Amusement Company. The action gives the Gooding organization the contract for the 36th time.

O. C. Buck Honored By Miami's Showmen

MIAMI — More than 350 members turned out Tuesday (18) in one of the Miami Showmen's Association's biggest affairs held in honor of a retiring president. Held in the Eden Roc Hotel, Miami Beach, it featured Sammy Walsh as toastmaster, and many verbal tributes were offered for President Oscar C. Buck, who will be succeeded by Ross Manning. Entertainers included Hollywood actress Celeste Holm.

In addition to Manning, other officers and guests who congratulated Buck were Ben Weiss and John Vivona, vice-presidents; Mel C. Dodson, treasurer; Marty Weiss, executive secretary; Bill Bryant, chaplain; Dave Endy, president emeritus; past presidents Sam Prell, Bill Moore and Bill Cowan;

Sam Solomon, past president of the Showmen's League of America; Art Lewis, past president of the National Showmen's Association; George Brautigan, State's attorney; Dick Cerstein, incoming State's attorney, and Wallace N. Maer, club counsel.

A fried chicken dinner was enjoyed by all, and Buck was presented with a three-piece luggage set.

The joint memorial services drew a large turnout to the club auditorium on Sunday (16), following which those attending went to Showmen's Rest where the big cemetery monument—an elephant flanked by two lions, resint on a marble base—was dedicated.

The president's affair had Maxie Sharp as chairman, aided by Lew Lange, Artie Lewis and Nate Farber. Entertainment also included the Mambo Aces, "Velvet" and Rickey Lane. The memorial program was prepared by Bill Bryant and Kitty Glosser, aided by Mike Roman and Bill Tucker of the funeral committee. Officiating at the services were George Brautigan, Rev. Lloyd Whyte and Rabbi Max Shapiro.

Bay City Club Names Hellwig New President

SAN FRANCISCO — Edward Hellwig, manager of the West Coast Exposition Shows, Monday (10) was elected 1957 president of Show Folks of America succeeding E. S. Fitzgerald, of the Foley & Burk Combined Shows.

Other officers named were: Leona Stevens, first vice-president; Oscar Mattley, second vice-president; Lola Cox, corresponding secretary; Bonnie Townsend, recording secretary; George Simmonds, financial secretary, and Charlotte Porter, treasurer. Mrs. Townsend, Simmonds and Mrs. Porter were re-elected.

Named as board members were: Teddy Teixeira, Charles Albright, Harry Myers, Barney Stevens, Jimmie Lynch, Hazel Christensen, Al Rodin, William Coles, Ted Levitt, John Provenzale, Flossie Fitzgerald, Hunter Farmer, Eddie Harris, Marjorie Latiker, Frances Scott, Dave Cavagnaro, Bobby Cohn, Nick Ferrara, James Redder, Jack Dalton, Joe Richards, Art Craner, Sam Dolman, Louis Leos, Sam Landesman, Dave Long, Earl Leonard, Harry Baker, Joe LaMont and Lester Hart.

The new officers' slate was announced at the regular weekly meeting, which was conducted by Oscar Mattley, third vice-president. He acted in the absence of Fitzgerald, who was in Los Angeles to attend the Pacific Coast Showmen's Association banquet and ball. Mrs. Porter also attended the function.

The calendar of coming events was emphasized. Christmas Day dinner will be served in the club-rooms, with Earl Leonard and Joe Barell as co-chairman. No meeting will be held Monday (24.)

James Redder said that tickets were available for the annual banquet and ball, to be held January 13 at A. Sabella's Capri Room at Fishermen's Wharf.

Heth Signs Du Quoin, Ill.

DU QUOIN, Ill. — The Heth Shows beefed up their already strong 1957 route by the addition of the Du Quoin State Fair here. Announcement of the signing was made by Al Kunz, key Heth staffer.

Penn Premier Jells Route With 12 Fairs

HENDERSON, N. C. — A total of 12 fairs, including three played formerly by the John H. Marks Shows, have been set for the Penn Premier Shows. Lloyd D. Serfass, general manager, said the fair bookings had been completed earlier than in any previous year.

On the basis of the known worth of a number of fairs played in the past, plus high expectations from the new events, Serfass said he was expecting the coming season to be one of the best in his organization's history.

The fair season will begin on August 5 at Uniontown, Pa. Other fairs are Waynesburg, a free fair, and Indiana, Pa.; Roanoke, Staunton and Fredericksburg, Va.; New Bern, High Point, Mt. Airy, Laurerburg, Winston Salem Colored, and Trenton, N. C.

Former Marks Spots

The fairs previously played by Marks are Winston-Salem Colored, Roanoke and Staunton. Roanoke had previously been attributed to another show, Serfass said.

During the past season the show carried 23 rides, 14 shows, 6 light towers and 2 searchlights. Planned additions include a new Ferris Wheel, for a total of three, and a second Roll-o-Plane. Powelson's Scrambler and Irvin Degler's Skooter were booked during the

season. All other units are owned by the show, Serfass said.

Three trailers have been purchased from Sherman Husted. These will be used for the construction of new show fronts. Six new International tractors are scheduled for spring delivery. There are 18 persons in winter quarters here and an intensive refurbishing schedule is to get underway shortly after the first of the year.

Secretary Joe Gillman will return from California in time to help Serfass and Buster Westbrook, concession manager, at the Eastern fair meetings.

Phoenix Club Banquet Draws 200 Funseekers

PHOENIX — The Arizona Showmen's Association observed its annual memorial services here Sunday (16) and followed it on Monday night (17) with the banquet and ball attended by a near record 200 members and guests.

The memorial services were at Greenwood Cemetery under the direction of Don Hanna. Rev. Carl D. Stolte, pastor of the First Presbyterian Church, officiated at the services attended by more than 100.

The banquet and ball drew upward of 200 to the Casa Linda, which was decorated in Christmas colors for the event. Ralph Horstman was chairman of the event, with his wife, Ann, serving as co-chairman. Mrs. Horstman introduced the toastmaster, Jack Poster.

Seated at the speakers' table were P. H. Siebrand, club president; W. J. Siebrand, first vice-president; J. L. Brown, second vice-president; Charles Cooper, third vice-president; Hanna, treasurer, and Earl Salter, secretary. Representatives of other show clubs

also had places of honor. They included Joe Steinberg, Pacific Coast Showmen's Association; William Sanders, Showmen's League of America, and Sam Steffin, Show Folks of America, San Francisco.

Honored guests introduced included Mr. and Mrs. Ralph Watkins Jr., Arizona State Fair; Mr. and Mrs. Kemper Marley, Arizona State Fair Commission; Mr. and Mrs. W. Cooper; Mrs. Bobbie Johnson, Phoenix Gazette; Laverne Lamar, sheriff's office representative; Mr. and Mrs. Eddie Williams, State Treasurer's office; Mrs. Frances Wilson, Mickey Wilson Shows; Fred Wilson, club attorney; O. N. Crafts, Crafts Shows, and Evelyn and Jimmy Lantz.

Congratulatory wires were received and read from Margaret and Hunter Farmer, Pacific Coast Showmen's Association, and Sam Abbott, The Billboard, Hollywood.

The show featured the Salmas Brothers, musical group. Dancing was enjoyed until a late hour, with music by Freddie Davis and His Orchestra.

Barnes Office Adds Two More Eastern Fairs

CHICAGO — Two more Eastern fairs have contracted to buy their night grandstand shows from Barnes-Carruthers Theatrical Enterprises, this city, in the agency's drive for Eastern business.

The Chenango County Fair, Norwich, N. Y., and the Jefferson County Fair, Watertown, N. Y., both recently signed. The Norwich fair is to get an ice show, "Ice Cubes," for two nights and "Grand Ole Opry" for one night, plus acts for the fair's full run. The Watertown fair pacted "Grand Ole Opry" for one night, plus acts for its full run.

Dallas Names Hale Secy.

DALLAS — Arthur K. Hale, on the staff of the State Fair of Texas since 1948, was recently elected secretary, replacing the late S. Bowen Cox. Hale has served as assistant secretary since 1950 and manager of the Cotton Bowl department since February, 1948.

Robert B. Cullum, grocery executive and president of the Cotton Bowl Athletic Association, was named to the board of directors to fill out the unexpired term of the late R. B. George.

R. L. Thornton was re-elected president for his 12th consecutive term. Others re-elected were James H. Stewart, executive vice-president and general manager; Charles R. Meeker Jr., vice-president and assistant general manager, and Fred F. Florence, treasurer.

A financial report by Hale showed the fair's estimated profit for the year to be approximately \$363,000.

Interstate Inks Class A Pyro

SPRINGFIELD, Mass. — The Interstate Fireworks Company has been awarded the pyrotechnic contract by the Class A Circuit of Fairs, it was announced by Joseph J. Godin, firm president, from his offices here.

The contract was awarded during the recent outdoor meetings in Chicago.



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Imperial—Mid-Winter Fair, March 2-10. D. V. Stewart.

Connecticut
Hartford—Hartford Fair, March 13-17. County Amusement Co.

Florida
Arcadia—DeSoto Co. Fair, Jan. 14-19. A. G. Erickson.
Dade City—Pasco Co. Fair Assn. March 6-9. J. F. Higgins.
De Land—Volusia Co. Fair Assn. March 4-9. Lee Maxwell.
Eustis—Lake Co. Fair & Flower Show Assn. March 11-17. Karl Lehmann.
Fannin Springs—Suwannee River Fair & Livestock Show, Jan. 23-25. L. C. Cobb, Trenton.
Fort Myers—Southwest Fla. Fair Assn. Feb. 4-9. Robert Hippelheuser.
Lake Wales—Lake Wales VFW Fair Assn. Jan. 14-19. David Pritchitt, P. O. Box 415.
Largo—Pinellas Co. Fair Assn. Feb. 26-March 2. J. H. Logan.
Orlando—Central Fla. Fair Assn. Feb. 18-23. C. T. Bickford.
Palmetto—Manatee Co. Fair Assn. Jan. 28-Feb. 2. W. H. Kendrick.
Plant City—Hillsborough Co. Jr. Agr. Fair Assn. Dec. 13-15. D. A. Storms.
Punta Gorda—Charlotte Co. Fair Assn. Jan. 14-19. Harry Jack.
Sarasota—Sarasota Co. Fair Assn. Jan. 14-19. Kenneth Clark.
Sebring—Highlands Co. Fair Assn. Feb. 25-March 2. B. J. Harris Jr.
Tampa—Fla. State Fair, Jan. 29-Feb. 9. J. C. Huskisson.
West Palm Beach—Palm Beach Co. Fair Assn. Jan. 18-26. Lamar Allen.

Railroad Shows Expect Increases In Freight Rates

WASHINGTON — The Interstate Commerce Commission has approved freight rate increases for the railroads, and showmen anticipate that proportionate hikes will be applied to rates for show train moves.

Eastern railroads were granted a 7 per cent increase, effective December 28. Western railroads were awarded a 5 per cent increase, and they were mapping plans to get that raised to the same level awarded the Eastern lines.

While circus and carnival trains are not under jurisdiction of the ICC, the rates usually are based on the levels set by ICC for other types of freight and increases for standard freight are reflected in show train rates.

Bingo-Raffles to Net \$23,000,000 in Jersey

NEW YORK — A net profit of more than \$23,000,000 will accrue this year in New Jersey to sponsors of legalized games of chance and bingo. Operating for the second year under the legalization, charitable organizations will earn more from this source than they did in 1955, when the figure was \$17,000,000.

The estimate for 1956 was announced by the State Legalized Games of Chance Commission, which polices the activity. The commission consists of Arthur A. Weller, its executive director, and 19 investigators, and runs on an annual budget of \$142,000. There were 4,335 organizations licensed to play this year by the commission. For the first 10 months of the year, there were 4,500,000 bingo players spending an average of \$2.89 at a 50-cent admission rate, and up to a \$3.19 average for \$1 admission. Some patrons, it was explained, handle as many as six or more cards per game.

Thru the end of October there were net proceeds of \$15,567,021 from bingo and \$5,172,064 from raffles.

Weller said partial explanation of the big increase in bingo-raises income was the Statewide crack-down on mechanical games of chance thruout the State, starting last July Fourth week.

"In those areas," he said, "many charitable and religious organizations reported an increase in their sponsored bingo games."

He also said that the ruling holding prizes to a maximum of \$1,000 for an entire night and \$250 for one game, was helping the smaller sponsoring organizations to compete for the customer's dollar.

Churches and related societies took in 55 per cent of the total profits this year, with the next in line being volunteer firemen and civic outfits.

Municipalities which approved the games under local option voting two years ago, levy assessments on the sponsoring organizations. The top 70 licensed organizations, for the first 10 months of 1956, averaged \$12,000 apiece from bingo and raffles.

W. Va. State Inks Denton, GAC-Hamid

LEWISBURG, W. Va.—Entertainment contracts were recently awarded by West Virginia State Fair. C. T. Sydenstricker, secretary-manager, said midway attractions will be furnished by Johnny Denton's Gold Medal Shows. GAC-Hamid will supply the grandstand talent, including a revue featuring Russel Arms and a two-day appearance by the Lone Ranger.

Other contracts awarded include one for bingo on the independent midway to Ben Weiss and one to the Fireworks Corporation of America. A. Hymes was awarded the novelties.

Yorkton, Sask., Chalks Up Profit

YORKTON, Sask.—The Yorkton Agricultural and Industrial Exhibition Association, Ltd., again improved its financial position in 1956, Norman Roebuck, president-manager, told the board of directors at the annual meeting.

Altho no money figure was given, Roebuck said the operations had resulted in a surplus after charging normal depreciation. He said there were 22,486 paid admissions at the gates and 15,229 at the grandstand during the three-day fair, with \$8,366 paid out in prize money.

Prince Albert Ex Shows Gate Hike

PRINCE ALBERT, Sask.—The Prince Albert Agricultural Society enjoyed a financially successful year, with paid admissions at the gate up \$604 from 1955, it was reported at the annual meeting recently. Archie Anderson was re-elected president, and R. J. Stephenson was named first vice-president, succeeding E. A. Rawlinson. Second vice-president is Ernie Stobbs. George K. Ross continues as secretary-manager.

Cutler Takes Over Sacramento Job

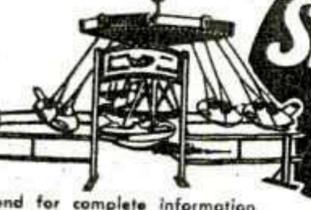
SACRAMENTO, Calif.—Harrison Cutler has assumed the duties of secretary-manager of the Sacramento County Fair here, succeeding Robert Baker, who resigned to take a similar post at the Ukiah, Calif., Fair. Prior to entering the fair field, Cutler was with the Pacific Coast Angus Association and also conducted horse shows at the Salem, Ore., and Del Mar, Calif., fairs.



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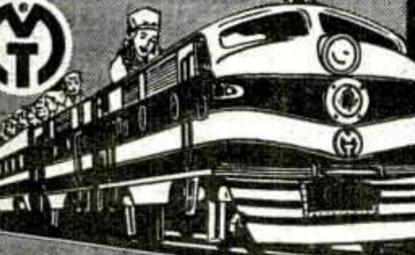
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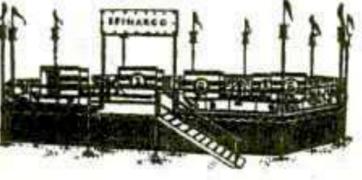
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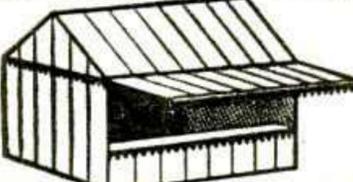
GAC-H Sets Fredericton Act Program

FREDERICTON, N. B.—Grandstand attractions for the 1957 Fredericton Fair have been set with the GAC-Hamid Agency, Ray Crewdson, secretary-manager, announced.

The bill is again straight acts, including Elsa and Waldo, comedy dance; Paul Sydell's dogs; Fattini, high act; Six Queens and a King, marimba; Ferris - Ferroni Duo, rollo-rollo, and the Antoinettes, Risely and teeterboard.

The show was set thru Babe Raab, agency rep. Included are an emcee, not yet named, plus a professional leader and drummer to supplement the local band.

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Circus Routes

Davenport, Orrin: Saginaw, Mich., Jan. 20-26.

Ice Shows

Holiday on Ice of 1957: Rock Island, Ill., 26-Jan. 2; Des Moines, Ia., 3-8; Lansing, Mich., 10-16.
Ice Capades, 18th Edition: Phoenix, Ariz., 25-Jan. 2; Spokane, Wash., 6-13; Seattle, Wash., 15-27.
Ice Capades, 17th Edition: Boston, Mass., 28-Jan. 13; Providence, R. I., 28-Jan. 13.
Ice Vogues of 1957: Allentown, Pa., 26-28; Hartford, Conn., 29-Jan. 1; Roanoke, Va., 3-6; Charleston, W. Va., 8-11; Youngstown O., 12-16.
Shipstads & Johnson's Ice Follies of 1957: Philadelphia, Pa., 25-Jan. 13; New York 15-27.

Ed Knoblauch, former head of the Ringling press department, is still recuperating at his Peoria home. He is feeling well and is able to talk and speak better.

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THE FINAL CURTAIN

CORONATI—Edwin Pierce, 48, president of Coronati Amusements, Inc., manufacturer for rent and sale of portable chair grandstands for 30 years, December 19 in a Park Ridge, N. J., hospital. (Details in General Outdoor section.)

CONROY—John P., 81, who performed as Sidney Baxter, "The Wiry Scot," November 29 in a Placerville, Calif., hospital. He is survived by his widow, Beatrice Conroy, Box 212, Eldorado, Calif., who use to assist him in his wire act and who would like to hear from friends. He had been retired since 1918.

HENKLE—Orvis, 83, chairman of the horse show of the International Livestock Exposition, Chicago, December 17 in a Chicago hospital. He was also a retired executive vice-president of the Union Stock Yard & Transit Company.

LAMONT—Arthur (Bozo), 51, whose family name was Montaigne, at Gulfport, Miss., Monday (17) after a heart attack. He had been a clown with Ringling, Beatty, Sells-Floto and Hagenbeck-Wallace circuses as well as numerous indoor and winter shows. In recent seasons he had taught school at Gulfport and Tampa, written a column for a suburban New Orleans paper, contracted dates for

BIRTHS

DOUGHERTY—A son, Samuel T. Jr., recently in Jackson Memorial Hospital, Miami, to Mr. and Mrs. Duke Dougherty. Father is an executive with American Palisades Park of Cuba. Mother is the former Gerry Hatcher, underwater performer at Week-e-Watchee Springs, Fla., and at one time a member of touring water shows.

GUIITERREZ—A daughter, Valentina, to John and Shirley Ann Guiterrez at Gainesville, Tex., December 1. Parents are circus performers.

WESTPHAL—A son, Julius Andre, November 28 in La Salle, Ill., to Mr. and Mrs. Frank G. Westphal, owners of the Westphal Amusement Company.

Chicago Zoo Plans Traveling Display

CHICAGO—Chicago's Lincoln Park Zoo is buying a 30-foot trailer of special design to carry a display of small animals on a tour of city parks and playgrounds. The "show" will operate all summer and will be accompanied by Marlin Perkins, zoo director, or one of his assistants. It will have rabbits, small snakes, baby alligators and other children's attractions.

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the Tommy Scott show and appeared at a few indoor dates. In years past he attended Columbia University and served in the Merchant Marine during World War II. Surviving are his widow; two sisters, Mrs. Gilbert Clark, Westwood, Calif., and Mrs. Theodore V. Meisse, Metler, N. J., and a brother, Basil Montaigne, Jacksonville, Fla.

MENCE—Captain Conrad Sr., 91, captain of the paddle-wheel steamer Suwanee, operated for many years at Greenfield Village, Dearborn, Mich., December 13 in Detroit. The village was established by the late Henry Ford. Survived by his widow, Sallie, and three sons. Interment in Grandlawn Cemetery, Detroit.

MILLER—Richard, 65, Chicago area Kiddieland operator and pioneer in the business, at Hollywood, Fla., Sunday, December 18. (Details in Parks section.)

STEELE—George G., 61, director of the beef cattle division of Caldwell County Agricultural Fair, Lenoir, N. C., December 19 in Lenoir. Steele also was chairman of the Caldwell County Agriculture Stabilization and Conservation Committee and a member of the Agricultural Workers' Council. Surviving are his widow and four sisters. Burial in Lenoir.

WOLVERTON—Mabel, formerly in vaude as part of the Roberts and Hillman act, at Saginaw, Mich., recently.

WOOD—Victor Thomas, two-month-old son of Woody and Pat Wood, of the Cetlin & Wilson Shows, suddenly in Dade City, Fla., show quarters. Wood was foreman for Al Dorso's Round-Up on the show last season. Mrs. Woods was a ticket seller on the show.

In loving memory of my Mother, who left us Dec. 25, 1955.

EMMA CARR

Not gone, just away.
Your loving memory guides me along the way.
The years won't dim my memory of you,
For the years we were pals were but too few.
So guide me to you from up heaven way
Till we are together again come judgment day.
Your loving daughter, YVONNE.
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Sale Tag on Huge Jersey Wonderland

ASBURY PARK, N. J.—One of the East's largest and newest kiddie attractions—Storyland, U. S. A.—is being disposed of by owner Max Kolmer, New York clothing manufacturer, who constructed the park in 1955.

Announcement that the spot is for sale confirmed this week what has been known in some circles since last fall. The price runs well into six figures, as does the required cash needed to get the deal rolling, it was learned.

Some 50 acres are included in the compound, which is at the Neptune traffic circle, and the total contains many acres which have not yet been developed. The park looks out on a main route into Asbury Park, and gets heavy traffic. Some 300,000 paid admissions have been rolled up this year, at 85 cents for adults and 35 cents for kids.

Storyland's properties were designed by Russell Patterson and are novel in their exaggerated, cartoonish appearance, which is appealing to youngsters. Major structure is the long white castle which is somewhat elevated and more than 100 feet from the parkway. The strip in front of it is graded for parking and can handle hundreds of cars.

One Full Season

Only a partial 1955 season was gotten in, due to construction delays, but 1956 was operated in, in its entirety, and to excellent results, it is claimed.

Numerous tenants operate within the park, including food in charge of Walter Reade Theaters catering division, a camera shop, novelties, and others. There is an adjacent Kiddieland which is also a concession operation.

The many Patterson-designed displays include Cinderella, Little

Bo Peep, Humpty Dumpty, House That Jack Built, Sleeping Beauty, Davy Crockett, Mistress Mary, Noah's Ark, Peter Rabbit, Mother Goose; Hickory, Dickory, Dock; Jonah and the Whale, Three Little Pigs, Pumpkin House, Gingerbread House, and many more. A birthday party structure consists of a replica of a cake, elevated, beneath which are tables. Some displays are animated, such as the Messmore-Damon rocket ship, which houses a space-flight auditorium for kiddie patrons.

ALL DRY NOW

Recount Fails For Salisbury Liquor Stores

SALISBURY, Mass. — Come New Year's Eve they'll be burying the bottle at this big beach resort. A court ruling this week brought the decision that the town voted itself dry for the next two years.

Judge Jesse W. Morton voided a recount which would have retained package stores. By his own count Judge Morton found 778 votes against package stores and 770 in favor. The vote at the State election, November 6, to ban the sale of liquor by the drink, was overwhelming. The vote on package stores was 778 to 776, and a recount was held.

Judge Morton ruled that while there were no irregularities in the recount, it should be voided because there was failure to mark and seal 47 protested ballots. The judge ruled further that 14 ballots thrown out as blank by the registers, should have been counted as negative ballots. Future policy of the several big night clubs among the 44 license holders at the beach was in doubt. Dennis Mulcahy, operator of the Frolics, which has featured the biggest names in show business, says he will continue on a modified style.

Whether or not he would still be able to bring in stars costing up to \$20,000 a week as he has done in the past was a matter for conjecture in the absence of the liquor. Others, such as concessionaire Gene Dean, not directly concerned in the liquor end of the beach business, were of the opinion that the beach would be the better for the two-year dry spell.

PALISADES, N. J.—Superintendent Joe McKee has returned to Palisades Amusement Park from a two-week trip to Europe, where he went on business concerning the German Wild Mouse ride.

McKee will be supervising construction of the unit in this country for importer Eric Wedemeyer. First action upon his return was drawing up a lumber list for the first Wild Mouse, to be operated at Palisades.

Richard Miller, Kiddie Park Pioneer, Dies

CHICAGO — Funeral services for Richard Miller, 65, operator of Fairyland Amusement Park in suburban Lyons, were held here last week. He died while vacationing at Hollywood, Fla., on Sunday, December (16).

Miller was a native of Germany and entered amusement business in this country with a high striker. Later he became owner of rides and was with several carnivals, including the Nat Reiss Shows.

Multiplying his ride holdings, he operated several ride units playing dates around Chicago. At that time he also had a Merry-Go-Round at a permanent location on Chicago's South Side and had rides at Navy Pier. His brother, Charles Miller, followed a parallel career and continues operation of Miller Amusements, a ride unit concern.

In 1936, Miller opened his kiddie park and continued activity in that business. Until recent years he had a carnival supply house in Chicago.

Surviving are his widow, a brother, two sisters and two sons, Richard Jr. and Alfred A., who manages Fairyland.

\$60,000 Job On A. C. Hall Rink Repair

ATLANTIC CITY—It will cost about \$60,000 to complete repairs to the ice rink at Convention Hall, Philip E. M. Thompson, manager of the auditorium said after bids on materials were tabulated.

Thompson said low bids on the 37 items totaled \$24,659.34. Rest of the cost will go to Convention Hall personnel who will make the repairs. Thompson said the work must be done between now and February when no large conventions are booked for the hall.

As a result, it will be at least 30 days before ice skating can be permitted in the hall, and there is a possibility that there will be none at all. While brine pipes for the rink were replaced 10 years ago, Thompson said, the present trouble has been caused by deterioration of larger pipes between the rink and condenser units.

Hartford Palace Holds 'Sadie Hawkins' Event . . .

HARTFORD, Conn. — Irving Richland and Harry Neckes conducted their traditional "Sadie Hawkins" day program at the Hartford Skating Palace December 15, with prizes awarded winners of contests.

ROLLER RUMBLINGS

Skating May Get Nod From Internationals

CHICAGO—Optimistic reports on the likelihood of roller skating being included in the Olympic Games and the Pan American Games, the next ones of the latter being scheduled for Cleveland in 1959, were made at the December 3 annual meeting of the United Rink Operators here at the La Salle Hotel.

George Apdale, president of the United States Amateur Roller Skating Association, following a trip to California, said that he felt roller skating is in a leading position for inclusion in the Olympics at an early date.

William Schmitz, Elizabeth, N. J., general manager of the America on Wheels chain of rinks and chairman of the Pan American Games Committee, reported that progress is being made toward inclusion of roller skating in the Western Hemisphere games. The operators' association is co-operating with the amateur association in its efforts to raise funds for the Pan American Games, as well as expense money for the next world meet, it was reported.

Manufacturer representatives spoke briefly on products, both the Chicago and Cleveland skate companies reporting that improved products will be presented soon. Manufacturers called the operators' attention to promotional work being done thru the Roller Skating Foundation of America and the Manufacturers' Association of the Roller Skating Industry. Chicago Roller Skate Company is sponsoring a series of TV shows, the first to be presented January 30, as well as other forms of advertising. MARS is setting up a series of trade shows, the first one to be held in Indianapolis in January. These shows, it was said, will be offered in areas chosen for the purpose of reaching operators who have not been reached thru various meetings now held.

Bob Phillips, Cleveland Skate Company, announced that tape is now available to assist in the teaching of square dancing on skates. He also spoke of the new type of roller hockey set up under international rules. Under these rules, he said, it is impossible for the game to cause personal injury or property damage.

Robert Craigin, of the International Society of Skating Professionals, was introduced and led a discussion on the qualifications to be expected of professionals and the need for more and better instructors. Operators and pros were requested to use Craigin as a clearing house for professional employment.

As a follow-up to previous discussions on the possibility of interesting Boy Scouts in skating classes, it was reported that the Scout organization is not interested in adding roller skating to its list of merit badges at this time, since it now includes what it considers an adequate number of merit tests in its curriculum.

Problems relating to insurance

coverage of various types were discussed, with many of the questions being referred to O. E. Wirtanen, of the Roller Rink Safety League, and Mr. DeYoung, of Lloyds of London. The steady increase in the number of personal injury claims was discussed, together with methods of handling claims to avoid lawsuits so as to hold down the rising cost of liability insurance.

About 40 operators and guests remained for dinner served at conclusion of the meeting. Among those attending were Robert Baker, president, and Mrs. Baker, Palomar Roller Gardens, Lansing, Mich.; William Schmitz, Elizabeth, N. J.; E. V. Regalia, Florham Park (N. J.) Arena; Anthony P. Callahan, Watsonville (Calif.) Rink; Mr. and Mrs. Steve Seipp, North Avenue Rollerway, Chicago; Mr. and Mrs. Loren H. Whitfield, Oak Park Rink, Roanoke, Ind.; Mr. and Mrs. Tracy Swartout, Swartout's Rink, Valparaiso, Ind.; Joseph F. Shevelson, Chicago Roller Skate Company; Milton Aranson, Johnny Jones Jr., Pittsburgh; Vince DeVitt, Raybestos-Manhattan, Bridgeport, Conn.; Bob Phillips, Cleveland Skate Company; O. E. Wirtanen, Roller Rink Safety League, Rockford, Ill.; Donald and Harold Shurr, Oak Ridge Rollerdrome, Gary, Ind.; William Skelly, Skelly's, Detroit; Paul Riedell, Riedell Shoes, Inc., Red Wing, Minn.; Mr. and Mrs. Merle Arthur, Art's Roll-Aire, Harvey, Ill.; Mr. and Mrs. Perry Giles, Curvecrest, Muskegon, Mich.; Alfred Steinke, Chieftain Rink, Big Rapids, Mich.; Clarence Harrell, Rock Lake Rollerade, Akron, Ind.; Mr. and Mrs. Paul Klatka, Moon-Glo Rink, Kent, O.; Joseph Wolak, Roller Drome, Hammond, Ind.; Mr. and Mrs. Darl A. Young, Young's Rink, Peru, Ill.; Robert Craigin, Society of Skating Professionals, Oak Ridge, Ind.; Mr. Jensen, S. C. Lawlor Company, Chicago; Mrs. Carl Babcock, Valparaiso, Ind.; Vi Koch, Skating Reporter; Mr. Holmes, Fort Wayne, Ind., and George Apdale, USARSA president.

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MILLS ELEPHANTS TO INAUGURATION

Burma, Little Burma Going to Capital; McAfee Sells Animals to Mills Show

CLEVELAND—Mills Bros. Circus will have two elephants in Washington for the Presidential inaugural activities, it was announced Friday (21) by Jack Mills. He said arrangements had been completed with Republican officials.

One of the elephants will be Big Burma, once designated as the GOP's official mascot. The other will be a small elephant purchased several days ago from R. E. McAfee, Macon, Ga. It has been renamed Little Miss Burma.

Jake Mills, co-owner of the show, was in Macon and bought McAfee's animal show, which included the elephant, a burro, a truck and trailer, together with 30 shifting cages for small animals. This unit will be added to the Mills show of next season. McAfee formerly was associated with King Bros. Circus.

The baby elephant was to be "initiated" into the Grotto at Cleveland at a Christmas party on Friday (21).

Jack Mills also announced that

Neil Berk has returned to the show as general agent. Berk's wife is recovering from an illness, he added.

Mills and his wife are planning to fly to London January 2, where they will catch British circuses and scout acts. They will return about January 12. The co-owner said that prior to his leaving here he expected that he and his brother would have met to decide on final form of plans about next year's show.

Meanwhile, for the inaugural set-up, the Mills elephants will be moved via baggage car, and a party of about 60 persons, including Mills personnel and guests, will go to Washington by special rail car. They will arrive January 18 and be headquartered at the Willard Hotel.

Stevens Signs 8 Wyo. Towns For Packs Unit

CHEYENNE, Wyo.—Bob Stevens, agent for the Western unit of the Tom Packs Circus, announced

Atayde Readies Holiday Annual At Mexico City

MEXICO CITY—Circo Atayde, biggest show in Mexico, starts its annual run in the capital city at the holiday season. It will run ten weeks. Spec will be "Oklahoma," with more than 30 cowboys and cowgirls taking part.

Acts will include the Theron Troupe, bikes; Eriksons, head balancing; the Brunos, breakway pole; the Alberto Zoppe Family, with Cucciola, riding; Seven Raymonds, juggling; the Sanchez Family, trampoline; Les Morselles Troupe; Captain Ismails, elephants; Senora Aparro, chimps; a pony and camel act; Spiller's Seals; and producing clown, Aurelio Garcia Atayde, with four Spanish-speaking clowns.

One ring show will have 20 acts in 2 hours, 40 minutes. Staff includes Don Aurelio Atayde, producer and director; Don Andres Atayde, general impresario; Carlos Crus, Francisco Atayde and Rosco, advance; and Beatrice Atayde, wardrobe.

here last week that he has signed contracts for producing circuses in eight Wyoming towns.

Towns are Casper, Cheyenne, Sheridan, Laramie, Worland, Rawlins, Rock Springs and Riverton.

Heavy Performance Set For Eastern Star Show

RUSKIN, Fla.—Order of Eastern Star here will produce a circus at the Ruskin Amphitheater January 5. The performance is being arranged by Orrin Davenport. Helen Haag Hayes is active on the committee.

Music will be provided by Merle Evans, and the announcer will be Tommy Hanneford. Harry Cossy & Co., Dede and Rhede, Michael and Sasha, and others. Producer is Clem Butson.

Performers will include the Sensational Ortons; the Flying Deislars; La Norma, single trapeze; Dresler Brothers, high act; Dime Wilson, table rock; Vicki and George Hanneford, perch; Kay and Tommy Hanneford, rolly-rolly; Bokara Troupe, teeterboard; Hip Raymond, comedy car; Bert Dearo, slack wire; Naomi, Trudy and Penny, rolling globe; Ruby's Dogs and Ponies; Kay Hanneford, lady principal riding; Roland Tiebor's Seals; Helen Haag's Chimpanzees; Klausner's Bears; Hugo Schmitt's elephant, llama and zebra; Al Tomaini, giant, and clowns Dime Wilson, producing; Connie Wilson, Gilbert Wilson, Frankie Saluto, Jimmy Armstrong, Peggy and Shorty Sylvester and the Douglas Brothers.

Arnold Show's Talent Listed

LONDON—Composition of Tom Arnold's 10th anniversary Festival Circus in Harringay Arena, advertised as containing acts all new to England, consists of the following artists:

Philippe Gruss working 12 leopards; Flying Contis, flying return; Nino Rubio, boy juggler; Ingrid and Edith Schickler, liberty horses; Four Astaras, acrobatic; Dschapur and Rutha, hand to hand; Fred Lony, chair balancing; Karah Khavak, working crocodiles.

Also, 10 Algerian camels; Octave De Jonghe's dogs; Three Primletty's, leap from tower; Joy Kay & Co., comedy acrobatic; Kam Tai Troupe, acrobatic; pony parade, aerial can-can, Foreign Legion horse patrol, and clowns Carl E. Wilson will handle publicity. Ralph (Highpockets) Duval will be in charge of props, and Harry Haag will be equestrian director.

Paris Area Jammed by Five Circuses

PARIS—This city is offering a wide variety of ground and aerial acts, animal trainers, equestrians, jocks and anything else that can be shown on or above a circus ring. At present there are five circuses playing here.

Biggest is the annual "Circus Festival," presented by booker Hubert de Malafosse, at the Palais des Sports, which has 35 acts, among which are three groups of elephants, and a bit unusual, "Les Petits Chanteurs a la Croix du Bois," a semi-religious boys' choir of renown. Schichtholz-Bedini, European rep of John Ringling North, succeeded in placing several former Ringling acts on this bill, including the Nocks, high sway pole; Albert Burton Jr., unsupported ladder; Victor's chimpanzees, Momy Moren and Company, the Rixos and Roberto de Vasconcellos.

At the Porte d'Orleans the Cirque Napoleon Rancy, in its unique all-metal arena, is playing a stand, December 18-January 6, with a good bill featuring the horse numbers of Sabine Rancy and Dany Renz; Guy Gossing, lions; elephants from (Danish) Circus Benneweis; Gabriella's "Show Dogs"; Chefalo, illusionist, and 12 additional acts.

Cirque Medrano is running its regular bill until January 10, when it will be replaced by a "package" show, the Spanish Circus of Manuel Feijoo and Arturo Castilla, which will feature Pinto del Oro, former Ringling center ring star.

Cirque d'Hiver has a varied bill topped by the Eight Croneras, criss-cross trapeze; U. Frediani and Sons, teeterboard leapers; Kosmar, wire; Baker Brothers, riders; Marno Brothers, hand-to-hand; E. Moustier, 10 lions; New China Troupe, acro; Bougliones, horses, and the clown acts of Pipo, Dario and Mimile, and the Francinis.

Josef Bouglione (Cirque d'Hiver) is ballyhooing his own "Circus Festival" on the fair grounds at the Porte de Versailles, December 20-January 5, which is relying largely on "competitions" among equestrians and horse trainers for drawing power. Stacks up more like a publicity gag than circus.

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UNDER THE MARQUEE

Hi Lo Merk, circus fan clown, visited Byron and Thelma Gosh on their All-American Circus recently. The Rev. Ralph Miller, Macon, Miss., was another visitor. . . . Dr. and Mrs. H. H. Conley, Park Ridge, Ill., fans, caught Tom Packs Circus at New Orleans. They met the Roger Browns there. The Browns had seen the Orrin Davenport Circus at Kansas City earlier.

Charles Hilderra has finished his fair dates and now is lining up Christmas dates. He will clown at a Navy school at Pacific Grove, Calif. . . . Pedro Morales writes that his family act, the Miamians, has been with Larry Elliot's band on a tour that will be completed by

Christmas, when they will be back home in Tampa.

Tracy Andrews is clowning at Younker Bros.' store in Des Moines, reports CFA William A. Temple, editor of Younkers' house journal. Temple recalls that Laurence Cross played the date for many years but now is with the Meier & Frank store in Portland, Ore., and does a TV show for them.

Emmett Kelly is expected to be back with Ringling-Barnum the coming season. . . . A Whale Show joined the Clyde Beatty Circus for the last several days of its season. Unit had been with the Cetlin & Wilson carnival earlier.

Joe Beach, of Springfield, Mass., visited acts appearing with the Harlem Globetrotters basketball team, including Rudy Cardenas, juggler; Bernie Shirtzinger, baton twirler; Ray Wilbert, hoops, and Jimmy and Yvonne, trampoline. Beach also visited the Hollanders, musical duo, and Al Morgan and Kids, acrobatic perch act, at the Springfield Firemen's Ball.

Hugo Zeiter writes from Okinawa that he expects to return to the U. S. next year with material for an Oriental spec. He tells of great interest on Okinawa in the first giraffe to be seen on that island. It recently was added to the zoo there. . . . Major Anthony Greenhaw, former general agent for various circuses, is in San Francisco, having retired from the Army.

Floyd King, general agent of the Clyde Beatty Circus, is working out of Macon, Ga., for a few weeks.

Joining Byron Gosh's All-American Indoor Circus in January are: Captain Leslie and His Sea Lions; Clarence, Man-About-Town; Hall and Leonard; Senorita Carol; Buttons and Bonzo, and Minnie Rooney's Dogs. . . . Rex and

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Los Angeles Group Proposes Trade Expo

LOS ANGELES — Plans for inauguration of an annual industrial and trade exposition have been proposed by the directors of the Sixth District Agricultural Association, Don M. Muchmore, executive secretary, announced here last week.

The proposed event was inspired by plans for construction of a new sports arena in Exposition Park and was first presented at the recent convention of the Western Fairs Association, held in Coronado, Calif.

The exposition would be designed to dramatize California's industry and to increase commerce with Latin-American and Oriental markets, Muchmore said.

The proposal points out that the projected sports arena will be on land made available by the Sixth District under lease to the Coliseum Commission. The facility, if built, will be situated in the heart of Los Angeles and will contain

some 145,000 square feet of exhibit space.

Another resource that may be available within the next several years is the State Armory in the park, which is expected to be vacated by the National Guard. The building, which will revert to the Sixth District, would provide an additional 65,000 square feet of space.

The board said that while there are some 79 agricultural fairs in California each year, none are devoted to industry and trade. Financial support, according to the proposal, would be allocated by the State Legislature from revenues received from pari-mutuels at race-tracks.

The sports arena is expected to be completed in late 1957 or early the next year. The first trade show would be planned for 1958.

Chambliss and Harris Named By Greenville

GREENVILLE, N. C. — A unanimous vote last week chose Norman Y. Chambliss of Rocky Mount as manager for the ninth consecutive year of the Pitt County Agricultural Fair.

Ed Harris, of Greenville, was elected president of the fair association. The executive committee comprises J. Howard Moye, Lester E. Turnage, Larry Averette, Senator Paul E. Jones, Charles S. Edwards, and C. E. Hart.

Averette, who retired as president, reported that the 1956 fair netted more than \$8,000 and that the fair, owned and operated by the American Legion posts of Greenville, Farmville and Ayden, has shown a net profit of more than \$52,000 in eight years.

More than \$4,500 was paid out for exhibits in 1956. The midway next year will again be populated by the O. C. Buck Shows, and awarding of contracts for fireworks and attractions was left in Chambliss' hands.

TV POLITICAL COVERAGE AIDS OTTAWA EVENT

OTTAWA — A national convention of the Conservative (opposition) Party in the Coliseum on the grounds of Central Canada Exhibition has rated the fair dominion-wide television attention for a full week. Formerly a modest and quiet gathering of party politicians by American standards, this year's gathering emulated the fanfare and ballyhoo of their cousins across the border, and the whole was captured by television with frequent mention of the fair locale.

LATIN THEME

GAC-Hamid Sets Major Revue Dates

NEW YORK—Contracts for the GAC-Hamid No. 1 revue, which will carry a Latin theme and be titled "Havana Holiday," have been set with London (Ont.) Fair, Sherbrooke (Que.) Fair and Rutland (Vt.) Fair.

A repeat date, they form a sizeable part of the show route. The dates have special significance since they preceded or followed Central Canada Exhibition, Ottawa, before that event changed its 1957 dates and disrupted the planned route of the show.

Peg Leg Bates will headline the revue, which, thru scenery and production numbers, will depict a cruise and holiday in Havana. A feature at London and Rutland will be Glen Denninger, boy organist featured frequently on the Perry Como television show.

George A. Hamid Sr. said the revue would fill in the former Ottawa week by playing an auspicious date either in Montreal or the Albany, N. Y., area.

Another major date set recently by GAC-Hamid is the West Virginia State Fair, Lewisburg. Afternoon and night shows will differ. A revue with Russell Arms and acts will be featured nights. The Lone Ranger has been set for two days.

Syracuse Adds Day For Total of Nine

NEW YORK — The 1957 New York State Fair at Syracuse will run one day longer than the pattern established in recent years—nine days instead of eight.

Commissioner Daniel J. Carey, of the Department of Agriculture and Markets, which operates the fair, said the exposition will open on Friday, August 30, and close on Saturday, September 7.

The one day earlier opening is intended to give a much larger number of school pupils an opportunity to visit the fair. It will also provide another fairgoing day for persons returning from their vacations before the Labor Day weekend.

Cut Rate Ducats

It was also disclosed that reduced price admission tickets to the fair will be sold thruout the state in advance of opening day. The tickets will be good for admission any day during the fair.

The State Fair contemplates many improvements for 1957, according to the Commissioner. A skating rink is to be installed in the Coliseum for possible ice show presentation as well as for the general skating. The fair is also requesting an appropriation for a new grandstand to replace the

structure destroyed in a gale during World War II. Other innovations are scheduled within the limit of available funds, the commissioner said.

The theme of the 1957 show will be "salute to industry" and feature the 17 lines of industry in with the Department of Commerce says New York leads the nation.

N. C. Fairmen To Discuss State Aid

RALEIGH — The North Carolina Association of Agricultural Fairs will stress the possibility of State aid for agricultural fairs, at the annual meeting January 17-18 at the Sir Walter Hotel.

Final details for the get-together, which will be addressed by Gov. Luther Hodges, were worked out last week by the program and banquet committee, composed of J. S. Dorton Jr., of Charlotte; W. K. Lanier, of Warrenton; Curtis A. Leonard, of Lexington; Bob Shoffner, of Raleigh; C. M. Roberts, of Leaksville, and Ed Burks, of Raleigh. Norman Y. Chambliss, of Rocky Mount, president, attended.

The business session of the association will be held for two hours, the morning of Friday, January 18, and during the afternoon. Prominent speakers on the business program will include L. Y. Ballentine, commissioner of agriculture.

Some 500 persons are expected to attend the Friday night banquet.

KEY SESSION

Georgia Assn. Menaced by Poor Interest

ATLANTA—The future of the Georgia Association of Agricultural Fairs may well hinge on the January 14 meeting in the Biltmore Hotel, Secretary Joe F. Pruett has warned members. Citing poor participation, he wrote:

"Interest in the association has reached an all-time low this year, and this meeting will be for the purpose of discussing whether or not we should try to continue our organization.

"Our business needs an association as bad as any industry we know, but efforts to do a good job for you have met with the least co-operation imaginable. If you want to continue the association, we suggest that you . . . be on hand on the 14th."

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Off-Season Activities Keep Topsfield Humming

County Agricultural Society has set September 1-7 as the date for the 1957 Topsfield Fair, according to General Manager Paul Corson.

In line with the group's drive for off-season use of the grounds, a series of horse-pulling contests will begin Sunday, January 6, continuing for five successive Sundays. The events will be staged in the Cattle Building and will draw teams from all over New England. James Seavey, of Kingston, N. H., will be chairman.

The Second Annual Sportsmen's and Boat Show, which enjoyed an initial success last year, will be held April 18-21 at the grounds. Co-sponsors will again be the Danver's Fish and Game Club, with Walter Lanik as president. Last year a surprising 32,000 attended the event which grossed \$16,000.

Another successful promotion started last year will be reopened this year on Sunday, April 7, which is an amusement park running under the name of Joytown Park.

It will be open Sundays until school closes, then will operate on a seven-day basis. Rides will be of the kiddie variety with Edmund Kuszner and Jack Bryan in charge.

Man. Winter Event Elects New Prexy

BRANDON, Man.—James I. Moffatt has been elected president of the Manitoba Winter Fair, succeeding Ritchie Macpherson. George MacArthur was re-elected first vice-president, and R. H. Turner was named second vice-president, succeeding Moffatt.

Revenue for the year was \$34,136, compared with \$31,618 in 1955. Of this, \$15,135 was taken in at the gates.

TARBORO, N. C.—Edgecombe County Agricultural Fair Association has been chartered here. Listed as incorporators are J. A. Knox, Douglas Hathaway and Russell Carter, all of this city.

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THE SHOWMEN'S LEAGUE OF AMERICA made it a very Merry Christmas for a Hungarian refugee family, more than 200 of Chicago's underprivileged children and about 20 trouble-ridden Chicago families whose children had poured their hearts out in letters to Santa Claus. Photos above, from top to bottom, show: 1.—The Hungarian girls beaming at their first chat with Santa after being given Panda bears and sacks of toys. 2.—Youngsters using their chair seats for tables as they delight in Christmas goodies. 3.—A typical view of some of the moppets wide-eyed as they watch the show at the League's 11th annual Christmas party.

SANTA CLAUS ROLE

SLA Hosts Needy At Annual Party

CHICAGO — Thanks to the Showmen's League of America, two Hungarian girls, refugees from Russian-dominated Hungary; more than 200 of Chicago's underprivileged children, and about 20 of Chicago's poverty-stricken or trouble-beset families are enjoying a merry Christmas.

The League Sunday (16) presented its 11th annual Christmas party for underprivileged children and the party, staged in the Hotel Sherman, surpassed all of the previous editions. There was an abundance of toys, clothing, and Christmas goodies, such an abundance that the excess was used to brighten up the lives of sorely in-need families in various sections of the city.

The two Hungarian girls, Marie, 9, and Susan, 10, had never before seen a Santa Claus, and all of the magic of Santa and of Yuletide filled them with boundless joy as their beaming mother and their father, with tears welling in their eyes, looked on.

Like the 200 underprivileged children brought to the party by bus, Marie and Susan were each given a huge bag crammed with toys, loaded down with candy, cookies and such and treated to ice cream, chocolate milk, and cookies. Additionally, like the underprivileged girls, they each were given a large panda bear, which each immediately hugged in delight and kissed in joy.

Jackets Please

There were other gifts, too. Chief among them were warm jackets for both boys and girls, and the boys, like the girls, also went away toting a large sack filled with toys and games.

To onlookers, of which there were a large number, mostly members of the League, the sight of the two Hungarian girls seeing Santa for the first time and delighting in real ice cream and other goodies for the first time was most touching.

The girls' faces were wreathed in smiles of sheer joy thru most of the entertainment portion of the party, entertainment geared to their age.

When the party was over, the League's observance of Christmas continued. Left with toys, jackets,

and Christmas goodies, club officials contacted the Chicago post office and obtained some of the letters sent to Santa Claus by children of families in dire straits.

Three League members, Al Sweeney, Jack Duffield and George Flint, fanned out to contact these children and their families, and at each stop left toys, jackets, candy, nuts and such.

Long Preparations

Much effort was put into the make-ready for the party and into the party itself. Besides Sweeney, Duffield and Flint, other workers included Solly Wasserman, Chick Schloss, Bernie Mendelson, Louis Berger, Andy Kasin, Nat Green, Homer Briant, Whitey Lehrter, Gardner Lloyd, Jack Kaplan, Sheik Lempart, Manuel Blasco, Dave Friedman, Harold Barrows, Tom Sharkey, John Kennedy, Bill Carsky, Chick Bohden, Al Kaufman, Jack Kweit, Max Brantman, Mickey Blue, Tom Auman and Andre Dumont.

The show was produced by Chuck Zemater and included the Hollywood Conservatory accordion band and dancers, Ray Conlan and Silas, Doreen Boyd, Arizona Jack, the Hollywood Starlets, and the Teen Tones. Chick Schloss introduced Tommy Bartlett, who emceed the show.

Members of the League's auxiliary and Caravans, Inc., assisted in handling the children.

Crawshaw Inks Four Canadian Fairs for '57

NEWTON, B. C.—Royal Canadian Shows will again play four fairs on the Western Canadian B Circuit in 1957, George Cranshaw, owner, announced last week. The three annuals, which have retained membership in the loop, but which book attractions independently, are at Moose Jaw and Swift Current, Sask., and Lethbridge and Medicine Hat, both in Alberta.

Cranshaw said the show will carry a total of 16 rides next year, a half dozen backend shows and the usual number of concessions. More light towers will be added and a new entrance will be framed. Due to the need for more power, the show has purchased another light plant.

Kenosha Date Set By Belle City Org

MILWAUKEE — Belle City Shows will supply the midway for the Junior Chamber of Commerce Celebration and Home Show on the lake front at Kenosha, Wis., June 24-30, it was announced last week by Belle City Owner Charles G. Panacek following signing of contracts.

The date completes all but one week of Belle City's 1957 route, which includes a Racine, Wis., lake front stand, June 18-23; Cudahy, Wis., opened to carnivals after an eight-year lapse, June 12-17, and some early-season Milwaukee lot dates beginning April 19.

PCSA Honors Past Prexies

LOS ANGELES—The Pacific Coast Showmen's Association observed its Past Presidents' Night recently with 14 of those who had led the organization in past years present. Matt Herman was chairman of the event.

Tributes were paid past presidents by Chairman Herman, and Edward J. Harris, president, was on hand to assist. Among those honored were Harry C. Seber, Orville N. Crafts, Harry Fink, J. Ed Brown, S. L. Cronin, Theo Forstall, C. F. (Doc) Zeiger, Joe Glacy, Mike Krekos, E. W. (George) Coe, M. J. (Mike) Doolan, Moe Levine, Hunter G. Farmer and J. Frank Warren.

Harris presided at the regular Monday night (10) meeting, with Robert Downie, vice-president, and Robert Matthews, secretary, on the rostrum.

Harry Hargraves, who recently returned from a trip around the world, told of his stays in Africa and Australia.

FAIR ASSN. MEETINGS

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 2-4. Win H. Eldridge, 315 1/2 E. Mill Street, Plymouth, secretary.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 5. Robert S. Turner, Horseheads, secretary.

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 6-8. William H. Clark, 360 Walnut Street, Franklin, secretary.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 7-9. Harold C. Pederson, 3521 22d Avenue South, Minneapolis 7, secretary.

Kansas Fairs' Association, Jayhawk Hotel, Topeka, January 8-9. Everett E. Erhart, Stafford, secretary.

Missouri Association of Fairs and Exhibitions, Governor Hotel, Jefferson City, January 10-11. Rollo E. Singleton, Department of Agriculture, State of Missouri, Jefferson City, secretary.

Georgia Association of Agricultural Fairs, Atlanta, January 14. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 15-17. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 16. Tom Craig, 618 Montgomery Building, Spartanburg, secretary.

Association of Tennessee Fairs, Hotel Andrew Jackson, Nashville, January 17-18. L. E. Griffin, P.O. Box 90, Nashville, secretary-treasurer.

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 17-18. Corbin Green, P.O. Box 776, Hickory, secretary.

Western Canada Association of Exhibitions, Prince Edward Hotel, Brandon, Man., January 18-20. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Virginia Association of Fairs, Jefferson Hotel, Richmond, January 20-21. William E. Finch, Fairgrounds, Danville, secretary.

Michigan Association of Fairs and Exhibitions, Fort Shelby Hotel, Detroit, January 20-22. Harry B. Kelley, Hillsdale, secretary-treasurer.

Association of Alabama Fairs, Hotel Stafford, Tuscaloosa, January 21-22. C. W. Summers, Jasper, secretary.

New Jersey Association of Agricultural Fairs, Hotel Hildebrecht, Trenton, January 21. William C. Lynn, Room 615, 1 West State Street, Trenton 8, secretary.

Massachusetts Agricultural Fairs Association, Hotel Hawthorne, Salem, January 21-22. Paul Corson, Topsfield, secretary.

North Dakota Association of Fairs, Decotah Hotel, Grand Forks, January 21-23. A. D. Scott, Fargo, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 23-24. Roy E. Symons, Skowhegan, secretary.

Pennsylvania Association of County Fairs, Abraham Lincoln Hotel, Reading, January 23-25. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Kentucky Association of Fairs, Kentucky Hotel, Louisville, January 24-25. L. Doc Cassidy, Kentucky Fair and Exposition Center, Louisville 17, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 27-29. Clifford C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 27-29. Clifford D. Coover, Shelby, Mont., secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 28-29. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 28-30. H. C. McClellan, Arlington, secretary.

Louisiana Association of Fairs and Festivals, Bentley Hotel, Alexandria, February 3-4. Adolph Netter, Donaldsonville, secretary.

Oklahoma Association of Fairs, Huckins Hotel, Oklahoma City, February 4-5. Vera G. McQuilkin, P.O. Box 3998, Oklahoma City, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 7-9. Bob Murdoch, East Texas Fair, 102 East Locust Street, Tyler, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, February 11-12. Leonard T. Barnes, P.O. Box 907, Little Rock, secretary.

Midwest Circuit, Continental Hotel, Kansas City, Mo., February 22. Virgil C. Miller, Kansas State Fair, Hutchinson, president.

Association of Connecticut Fairs, Berlin High School, Berlin, March 9. Joseph C. Bartlett, North Haven, Conn., secretary.

MIDWAY CONFAB

A. Hymes will have novelties, scales and age with the Cetlin & Wilson Shows next season. Negotiations were completed in New York with Issy Cetlin, co-owner of the shows, who stopped off en route to his Petersburg, Va., home after booking the Indiana State Fair midway. Hymes also has several fairs which he books and plays independently.

Gerald Snellens is back in New York after a swing thru the Midwest in search of ads for his World of Mirth Shows magazine. . . . Oscar Buck has left his Troy, N. Y., home for Miami, where he will remain thru the holidays and preside at several social and business functions of the Miami Showmen's Association, of which he is president.

Mr. and Mrs. Frank Culver are visiting their son and friends in the Rio Grande Valley. The Culvers visited the Valley Exposition Shows when that org played Mission, Tex., recently. Alec Santoro, concessionaire with the Valley Shows, is spending the holidays with his mother in Kansas City, Mo., reports Walter Whitmer.

Raymond Agnes and Beverly Barber, Lewiston, Idaho, owners of the Inland Empire Shows, are visiting with Mr. and Mrs. James Barber at Coolidge, Ariz., during the holidays. James Barber recently purchased the Ed Lundgren show, which will be sent north to enlarge the Inland Empire org. . . . Smokey Lee, who was with Forkum's thrill unit last season, is wintering in High Springs, Fla., and will be back on the road with his own show next season.

Lloyd Serfass was the guest of Buster Westbrook at the recent Miami-University of Pittsburgh football game in the Orange Bowl, Miami. Serfass also spent some time at the Miami Showmen's Association club rooms before returning to the Henderson, N. C., winter quarters of his Penn Premier Shows.

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 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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2160 Patterson St.
Cincinnati 22, O.

- Parcel Post**
- Fritts, Doris, 35¢
Mann, Bob (Magazine), Mrs. 55¢
- | | | | |
|--------------------------|------------------------|-------------------------|-------------------------|
| Ackley, Jimmy & Mrs. | Birchman, Bud | Chavanne, James N. | Epperly, Dallas |
| Akins, Anthony | Bistany, Leo | Chavanne, Louise | Ernest, Bill & Julie |
| Aldorf, James | Bjarnberg, Martin E. | Chidester, Bill | Evans, Merle & Mrs. |
| Alkens, Harry | Black, Holly Mary | Chidester, Wm. J. | Evans, Sallor & Mrs. |
| Allen, Barney & Mrs. | Blanchfield, D. W. | (Survivors of) | Ewell, Peggy |
| Allen, Eugene | Bly, Ed | Christianson, Geo. | Fablin, Chas & Mrs. |
| Allen, Mrs. Audrey | Boden, Mervin & Mrs. | Clark, Mr. Lou | (Tangerine Co.) |
| Allen, Mrs. Mildred | Boley, James | Clark, S. K. & Mrs. | Fagen, Marge |
| Allen, Roy & Mrs. | Bond, John & Mrs. | Claudette, Claude | (Tangereen) |
| Allen, Samuel M. | Bontli, Bill & Mrs. | Clawson, Mrs. Ralph | Fallin, Walter (Shorty) |
| Alligretti, Frank | Borden, Sam | Claxton, Leon | Farmer, Jimmie |
| Almany, Fred | Borsvold, Arthur | Cole, Claman D. | Faye, Sandra |
| Andrican, Mrs. Margaret | Bowen, Roy & Mrs. | Coleman, Mrs. June | Fee, Bea & Harry |
| Anthony, Jack & Mrs. | Bowlin, Johnny & Mrs. | Collier, V. L. | Fisher, Geo. |
| Appel, Sam & Mrs. | Bradburn, Robt. | Converse, Art & Mrs. | Fitta, R. (Goldie) |
| Applegate, Joe | Bradford, Enoch | Coomes, Ruth | Fleef, Albert |
| Arnold, Floyd (Rube) | Brady, Henry S. | Cortes, Rita | Fletcher, H. J. |
| Arnos, Julian | Brandt, Mr. (Gaby) L. | Cox, L. G. Amuse. | Flock, Henry |
| Ashley, Chas | Branholts, Jake | Cramer, Bill | Flower, Mildred |
| Baker, Earl D. & Mrs. | Breneman, E. L. | Crowell, Henry | Fontana, Joe & Mrs. |
| Bagley, Glen & Mrs. | Brooks, Johnny A. | Cucco, Betty Jean | Ford, Grady |
| Balle, King | Brown, Carl L. | Cunningham, Patricia | Ford, Margie |
| Bailey, Kay L. | (Signa Magazine) | Cushman, Victor L. | Forest, John W. |
| Baker, Bennie | Browning, Mrs. Linda | Cyphert, Wm. | Foster, Geo. & Mrs. |
| Baker, Fred | Burch, Ernie (Clown) | Cyz, Jimmy & Mrs. | Forster, Carl J. |
| Baker, Walter | Burke, Geo. | Dakis, Nellie & Peter | Fowler, Carl J. |
| (Buddy) | Burks, Billy | Darnell, Ray | Fowler, Shirley |
| Baker, Walter | Burkart, Mrs. Earl | David, Jock | Fox, Bennie |
| Barfield, John & Mrs. | Burnes, Chas. (Chuck) | (Pitchman) | Frazier, Edna |
| Barnhart, Dr. Dendri | Burns, Clarence & Mrs. | Davidson, Jim & Mrs. | Fredricks, Hank |
| Barrett, L. H. & Mrs. | Butler, Al | Davis, Chas (Bimbo) | Fritts, Doris |
| Barry, A. J. | Butler, Woods | Davis, J. C. (Scotty) | Gambone, Felix |
| Barry, Michael T. | Button, Bill & Eileen | Davis, Jimmy & Mrs. | Gattie, Glenn |
| Bass, Teddy & Whitey | Byers, Betty A. | Dawna, Al | Gawlic, Walter P & Mrs. |
| Bejarano, Wm. | Campbell, Frank | Day, Andy | Geo. Robt. Henry |
| Bender, Jay | Cantrell, D. W. | DeMint, Jr., Carlos E. | Geno, Al |
| Benger, Nick | Cappell, Doc & Mrs. | DeNiase, Wm. | Gerber, Joe |
| Benitaky, Harold M. | Mamie (Cappell's) | DeWolf, Harold E. | Gerry, Mrs. Claire |
| Bennett, Elbert M. | Carson, Leo & Show | Dearduff, Roy & Mrs. | Gold, Leon |
| Bennett, Silas P. & Mrs. | Carson, Tommy & Mrs. | Dearo, Corrinne & Bert | Goodwalt, Sidney & Mrs. |
| Benson, Mr. & Mrs. | (Legal Adjuster) | Decker, Bobby | Gordon, Buster & A. |
| (Moss Diggers) | Cenname, Edw. & Mrs. | Decker, J. K. & Mrs. | Gore, Bob & Mrs. |
| Berggren, Prof. Carl | Chambles, Doris | Demetro, Archie | Graham, Del & Mrs. |
| Bernard, J. M. & Mrs. | Charneski, Felix | Demeter, Frank | Graham, John L. & Mrs. |
| Berryhill, Leo | Bible, Roy | Denton, Earl & Mrs. | Grantham, Buttons |
| | | Dewsberry, Geoff & June | Graves, Johnny & Mrs. |
| | | Dillon, Leonard | Gray, C. H. |
| | | Dillon, Virgil | Grey, Howard & Mrs. |
| | | Dion, Ted & Mrs. | Grey, Tommy |
| | | Donnelly, Geo. & Mrs. | Green, Johnny |
| | | Doran, Fred | Gretona, Otto |
| | | Dorso, Danny & Mrs. | Griffith, Frank & Mrs. |
| | | Downs, Jack | Grish, Mrs. John |
| | | Drewsbury, Jeff & June | Gruswald, Larry |
| | | Duane, Patricia | (Comedy Diving Act) |
| | | Duchene, Louis | Gulce, Walter & Pat |
| | | Durham, John W. | Gunn, Red & Pat |
| | | Eddy, Duke | Hager, Dorothea E. |

(Continued on page 50)

CLUB ACTIVITIES

Miami Showmen's Association

Ladies' Auxiliary

Agness Grosso called the 154th meeting to order. On the rostrum with her were Kitty Glosser, first vice-president; Ann Whitehead, third vice-president; Lois Weiss, treasurer, and Hilda Roman, recording secretary. Nan Rankin delivered the invocation, followed by a salute to the flag. Tyler Evelyn Taylor reported 95 members present.

Welcomed to their first meeting were Polly Stahler, Eleanor Duquet, Grace Goss, Esther Ginsberg, Gladys Essner, Polly Baysinger, Elowene Vogt, Jean Garden, Cornelia Williams, Hilda Soloman, Louise Johnson and Peggy Biscow. A new member, Helen Stabile, was welcomed.

Hilda Roman read correspondence from Dorothy Packman, Peggy and Harry Wilson, Ladies' Auxiliary of the National Showmen's Association, Loretta Blumenthal, Opal Lee Fustanio, Mickie Hawkins, and Edith and Charlie Walpert.

Pearl Riding read applications for membership. Estelle T. Bell reported on the ways and means committee. Ann Whitehead reported Rhea Carson ill, and second Vice-President Frances Deemer in Jackson Memorial Hospital. Ann Whitehead reported donations to the blood bank by Dorothy Cohen, Charlotte Wright, Ona Lee Jones, Charlotte Melville, Molly Straus, Peggy Biscow, Anna Benjamin, Bessie Weiner and Rosita Dell.

Pacific Coast Showmen's Association

LOS ANGELES — Four new members were added to the rolls at the regular weekly Monday night (17) meeting. Edward J. Harris, president, conducted the session with Robert Downie, vice-president, and Robert Matthews, secretary, on the rostrum.

New members are Louis (Doc) Firestone, Nicholas J. Quinn, James McPherson and William McMurtrey.

Charles Walpert was named chairman of the Christmas dinner

with Sam Landesman to serve as co-chairman. The committee includes Tom Condron, Sam Dolman, Steve Vaughn, Art Thompson, Abe Goldstein and Ed Kennedy.

President Harris called upon several members who had not been in recent attendance. They included Lee Smith, Charles Crouse, Charles Elbey, Roy Hoaglund, Red Crosby, Sam Brown and Vic Davis. Firestone was called upon for a few comments.

FOR SALE—REBUILT 15-KW. GENERATOR
Complete with Louis Alles single phase 110 Volt AC 144 amp. type alternating 1200 r.p.m. frame 5006 Generator; with Class 5118A Louis Alles Excitor, with 4 cyl. Model D3400 Caterpillar Diesel Engine #574905; with 2 cycle starting engine, 60 gallon fuel tank, mounted on steel skids and completely housed in wood housing. In excellent condition; subject to inspection our yard. Terms: \$2100 net cash, f.o.b. St. Louis, Mo. For further details wire, write or telephone. **ALLIED CONSTRUCTION EQUIPMENT CO.** 4015 Forest Park Ave., St. Louis 8, Mo. (Telephone No.: FRanklin 1-1818 or 1-7132)

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\$50 for each for information establishing the whereabouts of the following parties:
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Experienced Arcade Operator. Must be sober, married and able to furnish references. Year around operation. Salary and fat bonus to a man who can qualify.
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Adult Ferris Wheel, Merry-Go-Round, other Adult Rides. Must be clean and complete.
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ANYONE HAVING INFORMATION
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WALTER ORLOWSKI
heir of Mattie A. Orlowski, deceased, please contact
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GIVE TO DAMON RUNYON CANCER FUND

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WANTS FOR EIGHT FLORIDA FAIRS

Starting with De Soto County Fair at Arcadia, Fla., January 14

RIDES—Set of three or four Kiddie Rides.

SHOWS—Must be neat, clean and well framed.

CONCESSIONS of all kinds that work for stock.

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P.S.: All people under contract get in touch immediately.

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WANT FOR STOCK SHOW AND RODEO AT ODESSA, TEXAS, DECEMBER 31 THROUGH JANUARY 5

RIDES—Especially Scrambler, Pretzel, Dodgem, Tilt. Good, clean Concessions of all kinds. Clean, worth-while Shows.

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WANT—OFFICE SECRETARY—WANT

Must know all phases and tax forms of carnival office. Also Lot Man that can lay out 25 Rides, 15 Shows and 50 Concessions. "Has-Beens" and "Would-Bes," save your time and mine.

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CARNIVAL WANTED

Good, small for two-day 81st Anniversary Celebration, July 16 and 17. Town 300 population.

OTTO HULSEBUS

Carnival Committee
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THANK YOU WILL KUHN

Concessionaire,
for your automobile purchase.

"Save Money With Johnny"

JOHNNY CANOLE

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Attention, Pitchmen, Concessionaires, Dealers, Agents, Anyone Interested in Extra Profits!

Send \$15 for sample package of 10 items

You may re-order any of the individual numbers you desire.

Sample package of our 10 Latest Promotions. Each item tested and proven to be "hot" sellers. Our repeat orders prove each number is a winner.

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**WRITE FOR FREE
1957
LOUIS WATCH
BROCHURE**

MERCHANDISE TOPICS

Tomahawk Gift Shop, 501 North 32d Street, Muskogee, Okla., is bringing out two kinds of hand-made earrings designed for Christmas. The first is a snap-on type with three miniature shells which look like bells and are decorated with perfectly fashioned miniature leaves and red berries. The second is a single shell which has been painted in pastel colors and has a red berry for the clapper. This screw-type earring is also decorated with the same miniature leaves and red berries. These appealing items are individually carded. Cost to the trade is \$6.75 per dozen.

The new Banquet automatic electric saucepan, featuring accurate, adjustable simmer control for temperature-controlled cooking, is offered the trade by United National Company, 549 West Randolph Street, Chicago. The pan plugs into any 110-volt outlet and is constructed of heavy gauge polished aluminum, which makes it easy to keep clean. Double walls retain the heat and the detachable cord attaches to terminals in the handle. Polished black plastic handles and feet offer contrast with the mirror finish of the pan, which is of one-piece construction.

Polyethylene Freez - ur - Pops molds and a polyethylene mixer featuring Walt Disney characters will be introduced by Plastic Metal Manufacturing Company, 3550 North Spaulding Avenue, Chicago 18. The Disney character appears on the frozen liquid when it is removed from the mold. Mickey Mouse, Donald Duck, Pluto, Cin-

derella and Tinker Bell are the characters. Five molds are offered with 10 reusable plastic sticks and are packed in a transparent polyethylene bag with a decorative insert giving full instructions for making a Freez-ur-Pop. The package will retail for 49 cents. A Mickey Mixer will be perfect for milk shakes and chocolate drinks and will be an incentive for children to drink more milk. The 24-ounce mixer's cover has a secure lip to prevent leakage and a pouring spout. This also will retail for 49 cents. Distribution of the items will be thru supermarkets, chains and department stores.

Magidson Brothers, 1440 North Western Avenue, Chicago 22, has chosen the grace of the violin design for its latest in wall decorations. Called the violin planter with musical notes, the item is 21 inches long and seven inches wide. Strings are of copper wire. Two handy shelves in the form of musical notes for art objects accompany the planter. The planter, when hung on the wall, has two shelves in the top portion for bric-a-brac. The bottom section is for artificial ivy, neptune moss, etc.

Art Braver and Nat and Jim Cook, top men in Cook Bros., 916 South Halsted, Chicago, hosted well over 500 customers at a gala open house in company headquarters during the week preceding Christmas. The week-long party began Monday (17) and continued thru the holiday. Refreshments and good fellowship were the theme of the party.

PIPES FOR PITCHMEN

By BILL BAKER

ALONG WITH . . . holiday greetings to the trade, Jack Scharding sends word that he is doing extremely well with the Mystic Eye and lie detector item in a Los Angeles Newberry dime store. Jack plans to continue his demonstrations there until January 1, when he heads for Florida. A few pitch folks are working parking lots in L. A., but, according to Jack, they are not doing too well. He informs us that Red Hallie, the old-time horoscope worker, is still holding down a job in a bank, and reports that Pop Adams was a recent visitor in Long Beach, Calif.

THE SIXTH ANNUAL . . . party and dinner was enjoyed by the staff of Kim & Cioffi at the estate of Mr. and Mrs. Dan DeFoe in Pine Hill, N. J. After 40 years on the streets as a pitchmen, DeFoe has retired, but keeps in close contact with his old pals who are frequent guests at the estate.

WORD FROM . . . the brother of Harry Kincheloe in Oklahoma City is that the veteran pitchman recently underwent surgery there and is now well along the road to recovery. Needless to say, Harry would like to read a few pipes from friends.

"THERE'S PLENTY . . . of do-re-mi circulating in McLennan County and pitchmen can get it if they only come to town," writes Loyd Long from Waco, Tex. In substantiation of his claim, Long points to the 50,000-bale cotton crop in the county this year and the current price of 34 cents a pound for the white stuff. Among other items of interest to the trade, Long reports that Murl Webster closed his med show in Cleveland, Tex.,

and brought it to Waco for storage just before Thanksgiving Day, in time to set up a bang-up dinner for his sidekicks in town. Among those partaking of the sumptuous repast, for which Mrs. Jean Webster received due credit, were Mr. and Mrs. Walter McInroe and their son and daughter, Mrs. Skeet McDonald, Pat Harris, Happy Hanks and Mr. and Mrs. Long.

WALTER McINROE . . . a sidekick of Loyd Long, former pitchman of Waco, Tex., recently entered the hospital at Marlin, Tex., for a series of arthritic treatments. At last report he was doing okay. His wife, Thelma, and children are living in a motel on the Dallas road near Waco. Long points out that so many of the pitch folks are getting out of the business in reporting that the latest to abdicate are Mr. and Mrs. Buster Williams. They are now managing a trailer court and curio shop for Dr. N. F. Tate in Texas.

10 Years Ago In Pitchdom

Cowboy Williams was purveying oil in Neisner's, Cincinnati, to click returns, and Kitty Kempton was doing well in the same store with perfume. . . . Richard Arcand was back in Los Angeles after spending a few days at Arizona State Fair, Phoenix. . . . Among pitchfolk in evidence at a Hollywood parade were Jack Vinnick and Harry Trotter, with Santa Claus pennants, and Marge Kelly. . . . Prof. and Mrs. L. O. Bowie were at their home in Strong, Me., after making 10 New England fairs with graphology. . . . Mack Graves headed for the East Coast to work indoor shows after a stand at the Post-War Products Exposition, Detroit.

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KEEP LONGER, SELL FASTER!

Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.

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COMPLETE WITH KAMROD AND YOUR CHOICE OF LEATHER HOLSTER OR CAPS



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Actually shoots caps with terrific report . . . sells on sight with a bang!

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BALL POINT
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Gold cap • regular or slimline • in tubes or without tubes (specify). Shipped prepaid. One-third deposit for C.O.D. shipment. Full payment in advance saves you C.O.D. charges. Order now!

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500 pens minimum order.

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6640 N. Western Avenue
Chicago 45, Illinois

WHOLESALE BUYERS' GUIDE

Gellman BROS.

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG IT IS NOW AVAILABLE

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, Including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

The FAMOUS Geneva 7 PC. MENS JEWELRY SET

ADVERTISED IN LIFE

AT THE NEW LOW PRICE

\$5.95 6 or more

Sample \$6.95
1 Yr. Written Guarantee
25% deposit with order, balance C.O.D.

Includes:
* Inlaid Watch, Fancy Dial
* Matching Expansion Band
* Spring Clip Tie Bar, matching Cuff Links
* Retractable Ball Point Pen
* Propel-Repel Lead Pencil
* Beautiful satin lined box with Life tag and \$71.99 price tag

Also available in 17-J, \$9.95

NATIONAL DISTRIBUTING CO.
PHONE 82-6473
1751 W. FLAGLER
MIAMI, FLORIDA

EYE-APPEAL! BUY-APPEAL!

Luxurious 6 Pc. Set Priced for ACTION



Includes:
• All metal, top action pen
• All metal automatic pencil
• Stunning Tie Bar
• Smartly styled Cuff Links
• Handy Pocket Knife
All in plush, set-lined metal gift case.

Now . . . an item so popular in appeal . . . so high in value . . . and so low in price . . . it's bound to make sales history.

In a choice of gleaming chrome or rich gold tone, it's a profit-packed "natural."

25% with order, balance C.O.D.

MODERN PEN Mfg. Co., Inc.
384 B'way, N.Y. 13, N.Y.

IT'S NEW! IT'S BIG! IT'S FREE!

325 PAGE CATALOG

GIANT BOOK PACKED WITH NATIONALLY ADVERTISED MERCHANDISE AT LOWEST WHOLESALE PRICES!

Big, colorful Catalog shows thousands of wholesale bargains in housewares, jewelry, electrical goods, leather goods, watches, and toys. Gem's low prices and same-day shipping policy mean bigger, faster profits for you! Write today for your 1957 Gem Catalog. State your business.

GEM Sales 533 Woodward Dept. A
Detroit 26 Mich.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every Kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Cane, Ball Gum, Special Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.
1111 South 12th St. St. Louis 4, Mo.

ONLY THE BILLBOARD —

among over-all entertainment weeklies—is a member of the

AUDIT BUREAU OF CIRCULATIONS.

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT

In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address.

Also include 25¢ per insertion additional to cover cost of handling replies.

**RATE: 20c a word—Minimum \$4.
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FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

DISPLAY-CLASSIFIED ADS

attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

1-point rule border permitted on ads of 2 inches or more.

**RATE: \$1 per agate line—\$14 per inch.
Minimum \$10.**

CASH WITH COPY

(unless credit has been established)

ACTS, SONGS & PARODIES

CHRISTMAS COMEDY OFFER. "COMEDY Digest," with this ad only, \$2. Free "Comedy Guide" with order. Show-Biz Comedy Service, 1613 East 29th St. (Dept. B-95), Brooklyn 29, N. Y.

23,000 PROFESSIONAL GAGS, ROUTINES, ad libs, doublets! 1,600 pages! For free comedy catalog write: Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. ja5'57

AGENTS & DISTRIBUTORS

ATTENTION—HOSIERY: LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery. Nylons, \$1 dozen up; sample order one dozen, slightly imperfect. Nylons packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chittanooga, Tenn. ja12

ATTN! SALESMEN—11 WESTERN STATES "only"! Save heavy freight charges! Sell famous name brand Appliances, Housewares, Furniture, Jewelry, Tools, Auto Accessories, Sporting Goods from Western Catalog (64 and 350 pages). No investment, no inventory. We drop ship! General Wholesalers, Box 4058CR, San Francisco. ja5-np

ANIMALS, BIRDS, PETS

ANIMALS, BIRDS, REPTILES FOR SALE. Write, visit Ross Allen's Reptile Institute at Florida's Silver Springs. ja19

CHIMP—8 MONTHS, 18 LBS., DARK brown, very friendly. Can do some tricks, needs training. Make offer. George King, 44075 Ford Road, Plymouth, Mich. ja5

CHRISTMAS SPECIALS—BABY RAG- coons, desecrated Skunks, Pigmy Skunks, Parakeets, Monkeys, \$19.50 each. Baby Alligators, Animals, Birds, Reptiles, all kinds. Free list. Thompson Wild Animal Farm, Clewiston, Fla. ja5

SPECIAL—ELEPHANTS

Immediately available Indian Assam female Babies, large choice. All about 5'.

We compete as usual on price and quantity

Phone Whitehall 3-4073

NORTH ATLANTIC FERTILIZER & CHEMICAL CO., INC.
50 Broad St. New York

WILD ANIMALS, BIRDS, REPTILES. Foreign countries and U. S. Free list. Wholesale to dealers. Jungle World, Box 947, Miami 48, Fla. de29

BUSINESS OPPORTUNITIES

ATTENTION—ALL CARNIVAL AND CIR- cular Owners: Motel, 26 units, brick veneer, several hundred feet of paving, 10 acres of land all fenced, 400' federal highway frontage. Would make excellent winter quarters as well as a good income, both winter and summer. Will sell all cash or reasonable down payment. Good climate, don't pass this up. Contact K. Marshall, Phone LO 45578 or 2022 South St., Nacogdoches, Tex. ja5

BOWLING CENTER

W. — West Virginia
Excellent location, living quarters, modern. \$22,950 gross. Snack bar.
Investment opportunity; Dept. 8374.

CHAS. FORD & ASSOC. INC.

6425 Hollywood Blvd. Los Angeles, Calif.
GET YOUR GOOD AGENCIES OR START import. 100 European exporters' addresses, \$1. American Patent Central, Box 692, Vancouver, B. C. Canada.

HOW TO MAKE MONEY WITH CARNIVAL Games 144-page book, 35 illustrations, \$2 postpaid. Theron Fox Publishing, 1296 Yosemite San Jose 26, Calif. fe4

I'LL GIVE YOU \$3 FOR \$1. SOUND FAN- tastic! It's true! Free details! Wholesale Service, 406 South Second, Alhambra, Calif.

LAST SUPPER EXHIBIT—COMPLETE tractor and trailer, perfect condition throughout. \$5,500 complete, \$4,500 without tractor. J. Marshall, Box C-120, c/o Billboard, Cincinnati 22, O.

NEWS CLIPPINGS, TESTIMONIAL LET- ters, etc., reproduced in quantities for sales promotions. Prompt! Price list free. Fame Reproductions, 291 Ellis, San Francisco 2, Calif. ja5

PENNY VENDING GUM, BEECHNUT AND American Chicle, 4 1/2 box of 100, F.O.B. Portsmouth. Send payment to John Collins, 1400 McConnell, Portsmouth, O.

ROLLERDROME FOR SALE—NEW MA- sonry and steel, 14,000 square feet. Pay for self 4 years; \$165,000; terms. Alvin Rose, Route 12, Fazelville Pike, Knoxville, Tenn.

THERE'S A GOLD MINE IN SEATTLE TO be tapped by someone with money to invest. Write: KMI, 12065 Beacon Ave., Seattle 88, Wash.

DISPLAY CLASSIFIED AD

Your Advertisement displayed in a space this size will cost only **\$14 per insertion**

WANTED—PROFESSIONAL COUPLE TO manage small Roller Skating rink, good location; or will rent rink to responsible party. Write Diamond State Drive-In Theatre, Felton, Dela. ja5

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CAR- mel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. de29

FOR SALE—SECOND-HAND SHOW PROPERTY

LAST SUPPER EXHIBIT—COMPLETE tractor and trailer, perfect condition throughout. \$5,500 complete, \$4,500 without tractor. J. Marshall, Box C-120, c/o Billboard, Cincinnati 22, O.

BEST OFFER TAKES ALL

3-30' Show Fronts
1-40' Panel Front Entrance (beauty)
1-20x40 Top, fair condition, with poles and banner line

ALSO HAVE FOR SALE

1-28' Fruehauf drop-frame Van
1-24' Fruehauf flat bottom, racked for wheel

ERNIE ALLEN

P. O. Box 35 Terre Haute, Ind.

LIST YOUR RIDES WITH BUY YOUR rides through Young's Carnival Sales, 5218 Wadena, Duluth 7, Minn. Phone Market 4-5519. Prompt Service. Want Rides from New England especially. ja5

NO. 5 ELI WHEEL, LATE MODEL SPIT- fire, also Kiddle Ride with tractors and trailers. Will sacrifice for cash. No deal. Box C-119, c/o Billboard, Cincinnati 22, O.

ONE 1936 SPILLMAN MERRY-GO-ROUND, \$4,000, fair condition, needs paint. Must be moved immediately. James Barber, 260 East Congress, Coolidge, Ariz.

THIS IS A 14-LINE AD

FOR ONLY \$14

You can buy this space to profitably buy or sell Used Show Equipment

USED RIDES—LARGE STOCK OF ADULT and Kiddle rides that have been traded in on new equipment. Write today for list. King Amusement Co., Mt. Clemens, Mich. fe16

MAGICAL APPARATUS

NEW 152 PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50¢ wholesale. Sub-miniature radiophone for mentalist easily concealed. Brochure prices on request. Nelson Enterprises, 336 South High, Columbus, O. ja5

MISCELLANEOUS

JUGGLING CLUBS, WELL BALANCED FOR professionals. Made of durable fibre-glass plastic, 10 to 12 oz., white with fire red stripes, \$8 each. Al Nichols, York Beach, Maine.

LOOKING FOR HELP? WRITE US! WE can supply the "right" person for the "right" job! Commercial Employment, 652 Chestnut, Gadsden, Ala.

M. P. FILMS & ACCESSORIES

ARCADE OPERATORS—NEW 16MM. RE- leases, Art. Pinup and Burelesque Subjects; 400 ft. and 600 ft., \$20 and \$30. 10% discount on large orders. Send for free list. Box C-118, c/o Billboard, Cincinnati 22, O. ja19

SLIGHTLY USED BELL & HOWELL 16 Projector, extra head, lens, stand, excellent roadshow, theatre, auditorium, \$750. Devlin, 747 Madison Ave., New York City.

PERSONALS

BUD McCONN, WHEREVER YOU ARE please write or call Vera and baby Bud.

PHOTO SUPPLIES DEVELOPING—PRINTING

COMIC FOREGROUNDS AND BACK- grounds. Direct-Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 8, Mo. np

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-tfn

PRINTING

FREE SAMPLES! QUALITY PRINTING! Letterheads, envelopes, business cards, statements, etc. Order by mail and save! James Printing Specialties, Washington, Ga.

MIMEO, BOND, DUPLICATING PAPERS, \$1 ream, samples. Brookman Paper Co., 555 Westchester Ave., New York 55. ch-de29

200 8 1/2 X 11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.75; black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. ja7

SALESMEN WANTED

GOLDMINE OF 600 MONEY MAKERS— Free copy. Specialty Salesman Magazine, desk 22-B, 307 North Michigan, Chicago 1. ch-tfn

We Wish to Extend a VERY HAPPY NEW YEAR

To All Our Friends and Customers

C & G SALES

1080 Milwaukee Ave. Chicago, Illinois

FOR ENGRAVERS



Necklaces and Bracelets Boy Alone - Girl Alone Or Combination

Made of Aluminum and Gold or Nickel Plated.

MILLER CREATIONS

With It Since 1907
7739 So. Avalon Ave. Chicago 19, Ill.
Phone: Waterfall 8-8855
DAY AND NIGHT SERVICE

A Very Merry Christmas and a Happy New Year

to all our customers and friends.

McBRIDE JEWELRY CO.
1261 Broadway, New York, N. Y.

JEWELRY CLOSEOUTS

- E-1—Tailored earrings, asst. gr. \$18.00
 - E-2—Stone earrings, asst. gr. 21.00
 - B-1—Bracelets, asst. gr. 24.00
 - T-1—Tailored Tie Set, bxd., ds. 3.50
 - T-2—Stone Tie Slide Set, bxd., ds. 4.50
 - O-1—Odd lot necks & bracelets, gr. 15.00
 - R-3—Men's stone rings, asst. ds. 2.75
 - 2160—Stone neck & ears, bxd., ds. 7.50
 - 2164—Stone neck & ears, bxd., ds. 9.00
 - 2256—3-piece pearl set, bxd., ds. 12.00
 - 5631—3-pc. Rhinestone Set, ds. 18.00
 - W-1—6-piece Watch Set, each 5.95 (Ladies' 30y more)
 - C-1—Cufflinks, carded, ds. 1.25
 - T-4—Tie Slides, carded, ds. 1.25
 - WF-8—Men's stone dial watch, bxd. 5.50
- Try samples of any items listed above at reg. prices. 20% deposit. balance c.o.d. Free Catalog

NEW ENGLAND JEWELRY BUYERS

124 Empire St., Dept. 8, Prov. R. 1

You Can't Beat BRODY for Merchandise

We Carry a Complete Line of ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—CLOCKS—LAMPS—Assorted Novelties—BABY DOLLS—Boudoir Dolls—FLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION GOODS—Small Novelties for Give-Aways.

24-PAGE CATALOG AVAILABLE FREE. SEND for Your Copy Today.

M. K. BRODY

1116 S. Halsted St., Chicago 7, Ill.
L. D. Phone: MOnroe 6-9520

In Business in Chicago for 37 Years



Quick Photo Invention!

PDQ CAMERA

Makes finished photos in 2 minutes. Takes and finishes 30 to 40 overlapping black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 3 1/2 x 3 1/4 in. Complete, easy to operate portable photo studio. 788% PROFIT. Write quick, get details about the great PHOTOMASTER Camera.

PDQ CAMERA CO.

1844 W. Cortez Chicago 22, Ill.

SALESBOARDS

- 1000 25¢ Charley Board Prof. \$50.00 \$1.10
 - 1000 5¢ Double Fin Prof. 24.00 1.15
 - 1440 5¢ Barrel Board Prof. 18.00 1.39
 - 1440 10¢ Barrel Board Prof. 26.00 1.69
 - 1000 25¢ Charley Tk. Prof. \$52.04 \$1.79
 - 1000 5¢ J.P. Boards Prof. 24.00 1.98
 - 1000 5¢ J.P. Girtle Boards Prof. 28.00 2.49
- Ticket Deals, etc.

DELUXE SALES CO., BLUE EARTH, MINNESOTA

Did This Ad ATTRACT YOUR ATTENTION! Use DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using two inches or more.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of automobile Initials and Sign Letters. Free samples, "Raleco," XL, Boston 10, Massachusetts. ch-np

FABULOUS CLOSEOUTS

Tailored Earrings, Asst. STYLES \$ 1.50 ds.
Charm Brace, Asst. 2.50 ds.
Pierced Earrings on Display 1.75 ds.
Tie Slide & C/V. Set. Reg. \$2.50. 5.40 ds.
Enamel on Copper Pins, 2.50 ds.
Cuff Links 2.50 ds.
Rhinestone Earrings, Asst. 2.50 ds.

EXTRA SPECIAL!!!!

BOXED SETS, Asst. STYLES... \$ 4.50 ds.
Ornamental Stay Combs... 1.00 ds.
Gen. Cultured Pearl Pins & Neck... 2.50 ds.
Large Stone Earrings... 4.80 ds.
Ropes Asst. 3.00 ds.
4 pc. Pearl Set, Boxed... 13.50 ds.
Pearl Earrings, Asst. STYLES... 1.50 ds.

24 HOUR SERVICE
20% Deposit with Order. Balance C.O.D.
FREE BOOKLET

DESCRIPTIVE LITERATURE KAREN ORIGINALS

48 No. Main St. Bristol, Connecticut

EARRINGS—ASSORTED STONED AND tailored, \$8 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. de29

EXCITINGLY BEAUTIFUL—NEW LUCITE Religious Necklaces, \$7.50 dozen postpaid, retail \$2 each; sample, \$1. Concourse, 42 Concourse, East, Jersey City, N. J.

JAPAN DIRECTORY—JAPANESE MANU- facturing exporters, plus Japan trade Journal information and opportunity mail, \$1 today. Nippon Annal, 920 3rd Ave., Seattle 4, Wash. ja19

JOKERS FUN SHOP—FULL CREDIT AL- lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. de29

NEW FLASHY 7x11" SIGNS; LIGHT RE- flecting. Illustrated, color blended, 2,000 varieties. Sample, 10¢; 12, \$1; 100 best sellers, \$6 postpaid U. S. Only. Koehler, 335 Goetz, St. Louis 23, Mo. de29

VITAMINS—BIG PROFITS, LOWEST prices. Best season, now free, details. DeLuxe Sales, DeLuxe Building, Blue Earth, Minnesota.

YOUR OWN BUSINESS—SUITS, \$150; Overcoats, \$35; Mackinaws, 25¢; Shoes, 12 1/2¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits; catalog free. Nathan Portnoy Associates, 605-AF West 12th Place, Chicago. ch-np

WHOLESALE DIRECTORY OF MANUFAC- turers, distributors of thousands of nationally known products: Jewelry, Clothing, Vitamins, Appliances, etc. Carter, Box 6011-BE, Chicago 80. sp

WEINMAN'S MEN'S WOMEN'S New Styles

BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES

Guaranteed LIKE NEW!

Choice Lot 6 FOR \$49

All famous makes—complete with expansion bands. Reconditioned and guaranteed like new! (Sample, \$9.95)

Assortment, Men's Elgin, Waltham. Complete with Expansion Bands. \$69.50

SPECIAL LOT—Men's Elgin, Waltham Watches. Reconditioned and Guaranteed. Expansion Bands included. \$6.45 Each

5-Day Money-Back Guarantee.

25% with order, bal. C.O.D. Send money order or certified check to avoid delay in shipment.

You Always GET A BETTER DEAL AT **WEINMAN'S** 182 S. Main St., Memphis, Tenn.

DO YOU HAVE OUR 480-PAGE FREE CATALOG

If not, you should have one—it's yours for the asking! Our only request is that you state your type of business in first letter.

FOR THE LATEST MERCHANDISE—PRICES—QUALITY—AND SERVICE

Contact: **Wisconsin DeLuxe Company**
1902 No. Third St.
Milwaukee 12, Wisconsin

Free Wholesale Catalog CONTAINING

- Expansion & Photo Idents
- Heart & Disc Pendants
- Aluminum Chain Idents
- Rings • Pins • Pearls
- Closeouts, Etc.

SEND FOR YOUR COPY TODAY
Please state your business.

FRISCO PETE 226 S. Wells St. Chicago 6, Ill.
All Phones: Franklin 2-2567

LAVENDER SACHET BASKETS

Made of tightly woven bleached rattan, dried lavender flowers without spilling. Each with colorful plastic stopper.

\$79.00 PER 1,000
\$45.00 per 500
Imported dried lavender flowers, 10 lbs., \$8.50.

SHERFY'S, LTD.
2136 Boyer Seattle, Washington

WATCH SPECIALISTS FOR 67 YEARS

Copy of \$975 Diamond Bracelet Watch \$9.50
Natl. Adv. 9 Piece Watch Sets \$5.95
In quantity can make sets to your price with your own name.
Catalog 17J & 7J Vary Thin Men's, Women's Watches & Original Watch Sets

RESULT SALES (Dept. B)
580 FIFTH AVE., NEW YORK 36, N. Y.

Flash! Flash! Flash!
SHEFFIELD STEAK KNIVES
and CARVING SET



3 PIECES - Matched gold-speckled handles; six serrated Sheffield steak knives; 3-pc. hand-forged Sheffield carving set; 24-carat gold tooled drawer chest.

\$3.60 ea. in lots of 12
Sample \$5.00 each

Write for FREE 1957 Wholesale Catalog

25% dep., bal. C.O.D., F.O.B. Chicago.

ARCADE SALES CO.
610 N. Cicero Ave., Chicago 44, Ill.

Dancing Drummer Dog



He turns his head, drums and dances when bulb is squeezed. Bright red and blue trim. Each in Poly-bag.

Dot. \$ 2.00
Gross 21.60

Include postage with order.
25% deposit with C.O.D. orders.

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST.
INDIANAPOLIS 25, INDIANA

FREE! WHOLESALE CATALOG

Big Sales for Salesmen, Agents, Distributors. Write today for our BIG, FREE Catalog containing nationally advertised products at unbelievable LOW PRICES. Deal direct with widely known wholesale house handling complete lines of JEWELRY & NOVELTIES & RINGS ENGRAVING MDS. & CARNIVAL MDS.

Sterling Jewelers
1775 EAST MAIN ST.
COLUMBUS 5, OHIO

To All Our Friends
A Very Happy New Year
BUY EARLY and SAVE
EASTER LINE

6"-9" Chenille Rabbits & Chicks \$4.75 dz.
9" Sitting & Standing Plastic Rabbits 6.25 dz.
6" Plastic Chicks 4.00 dz.
6" Real Fur Rabbits 6.75 dz.
Minimum Order: 3 Dozen.

Send for FREE Easter Brochure and 40-pg. catalog of year-round sellers. F.O.B. N.Y.C. 25% dep., bal. C.O.D. if not rated.

ACE TOY MFG. COMPANY
536 Broadway, N. Y. C.
WA 3-3234

40 YEARS OF VALUES

PERFUME ASSORTMENTS. Nationally advertised, 10 famous brands for big, fast profits, 3 deals.

DOZEN \$7.20, \$9.60, \$15.00

1001 items stocked. Fine selection Toys, Jewelry, Novelties, Watches, Gifts, etc. DEALS of \$50, \$100, \$200, \$300; sells fast easily for double and more by Auctioneers, Dealers, etc. Nobody Undersells "MILLS." We meet or BEAT all current advertised prices. No catalog at present.

Deposit or payment, F.O.B. New York.

MILLS SALES CO
Cut Rate WHOLESALERS Since 1916
26 West 23rd St., New York 10, N. Y.

THE BEST SALES BOARDS
and
JAR GAMES

Write for Information and prices

GALENTINE COMPANY
Dept. 8
519 E. Jefferson Blvd.
South Bend 17, Ind.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83rd St., Los Angeles, Calif. ja12

COMPLETE TATTOO OUTFIT, \$150; ALSO extra machines, designs and stencils. 419 W. Grand, Oklahoma City, Okla.

NEW MALLEABLE FRAME TATTOOING machines. Artistic designs. Complete outfits. Bright colors, concentrated black ink. Milt Zeis, 728 Lealey, Rockford, Ill. de29

WANTED TO BUY

WANTED - ADULT MERRY-GO-ROUND, cheap for cash; trade three-car Gas Train. Horace Chittum, 509 Hurlburt, Peoria, Ill.

WANTED-USED 45 PHONOGRAPH RECORDS, top price paid for late top numbers. Herbert Fischer, 14923 Edbrooks, Dolton, Ill. Dolton 5067. ja1437

WANTED-USED ELECTRIC TRAIN, KING type preferred. Complete, clean and good condition. Send photo; price 1/2 right. Albert Fowler, Queen City, Mo.

WILL TRADE 1938 SPILLMAN MERRY-GO-ROUND, want Major Rides, Glass House, Semis, what have you? James Barber, 280 East Congress, Coolidge, Ariz.

3 KIDDIE RIDES AND 1 ADULT RIDE, also Concessions. Cash deal. Tucumcari Lions' Club, Tucumcari, N. M.

HELP WANTED

REGULAR CLASSIFIED ADS Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum \$4. CASH WITH COPY.

Forms Close Thursdays for the Following Week's Issue

MALE VOCALIST, SINGLE, MUST SING original keys; travelling commercial orchestra. Guaranteed salary; 50 weeks per year. Bob Calame, 2107 N. 18th St., Omaha, Nebraska. ja5

VOCALIST-DOUBLE BASS, COMBO, MALE or female. Ballads, read, fake; locations. Leader, 2133 Southeast 45 Ave., Portland, Ore. Belmont 2-8780.

WANTED - MUSICIANS FOR REPLACEMENTS on organized commercial dance band. Cut or no notice. If you drink don't answer this ad. Del Clayton, 1611 City National Bank Bldg., Omaha 2, Neb. ja5

WANTED-RADIO AND TV PERSONNEL: Station Managers, Salesmen, Announcers, Engineers, etc. Good positions, choice locations. Write Commercial Employment, 652 Chestnut, Gadsden, Ala.

WANTED - TRUMPET FOR MIDWEST Polka Band immediately. Wire L. A. Berg, Albert Lea, Minn.

WANTED-DIXIE AND COMBO MUSICIANS for our steady top locations. Continual openings. Also organized units. Box C-166, c/o Billboard, Chicago, Ill.

AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue

AGENTS & MANAGERS

AT LIBERTY FOR SEASON 1957-CIRCUS Gen. Agent. First time at liberty in 20 years. No wires. Write. Address John D. Foss, 1108 W. Providence, Spokane, Wash. ja5

MISCELLANEOUS

ANIMAL MAN WANTS PERMANENT JOB in zoo. Circus background, has handled bulls, big cats and other animals. Age 48, white, single, sober. Write Box C-117, c/o Billboard, Cincinnati 22, O. ja5

FORMER NEWSPAPERMAN, REPORTER, DJ, who knows records, music and all disk jockeys in Florida where he travels regularly as a press relations man for Florida Highway Patrol, would like serve as contact man for record company or what have you? Write or wire Red Kerce, Tallahassee, Fla. ja5

HYPNOTIST - FOR STAGE, PRIVATE parties and lecture demonstrations. For information, write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. mh30'57

MUSICIANS

AT LIBERTY - GUITARIST, DOUBLING Fender bass, whizzer vocals, flashy solos, driving beat; consider all offers. Mr. Cleo Scroggins, 1424 West First Ave., Kennesaw, Washington.

AT LIBERTY-MUSICIAN, PIANO, DOUBLE Hammond Organ; have organ. Available Jan. 15. Two years TV and radio. Cocktail, hotel, clubs, vocals; prefer single combo or society. Large library, requests. Consider anything. Single, sober. Musician, 2161 N. Meridian, Indianapolis. ja5

BASS MAN - NAME BAND AND COMBO experience, age 34. Need fake job temporarily, unable to read due to eye operation. Very good ear. Prefer combo. Musician, Room 62, Michigan Hotel, Indianapolis, Ind. ja5

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COMMERCIAL LEAD, ALTO OR TENOR, double flute, alt. b/c clarinet, bass clarinet, read shows well. Name experience. Consider combo or hotel work only. Available January 1. Write Eddie Beau, Taycheedah, Wisconsin.

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GIRL COMBO, ALL TYPES OF MUSIC INCLUDING Dixieland, South American. Present location one year, furnish references. Good dance or entertaining unit. No agents. Band Leader, 1322 Fletcher, Phone 9825, Anderson, Ind. de29

JOHN EMERY - ORGANIST-PIANIST-VOCALIST. One of America's most entertaining musicians. Dinner, dance, cocktail music, requests. Have electronic organ. Available Jan. 5. Write c/o Caron, 410 Church, No. Adams, Mass. ja19

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- Milton, Gene Edward
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Valez, Dottie
Valondo, Sallie
Vaughn, Marge & Tex
Venus, Bunoy
Vigo, Richard (Red)
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Von Ralston, Mr. & Mrs.
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Walker, Theodora F.
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Wallace, Johnny
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Wanous, Walter
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Warwick, Stanley & Mrs.
Washam, David
Weakley, Mickey
Webb, Mary
Weiner, Jack & Mrs.
Weir, J. C. & Mrs.
Weiser, S. E.
Weiser, Joseph H.
Weiner, Joseph H.
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Westover, William
Edward
Weatherick, John & Mrs.
Whittington, Ralph O.
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Wilbits, W.
Wilkinson, Al & Esther
Williams, Birdie
Williams, Leopold
Williams, Ray & Florence
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Wilson, Charles
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Wolf, Norman C.
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Wanous, Walter
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Weakley, Mickey
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Wilson, Charles
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Cruze, Ed
Dann, Harry
Daubenspeck, R.
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de Leon, Jose
Del Rio, Carmen
Deloney, Billie

Demetro, John
DeMtro, Mary
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Eldred, Charles W.
Eldred, Jack
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Emswiller, Mr. & Mrs. Albert
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Foley, Mr. & Mrs. James
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Franker, Russel
Frey, Russell J.
Garner, Mr. & Mrs. Louis
Geasey, Claire L.
Gerry, Bobby
Good, Buryl
Gospodarski, Larry P.
Groszinger, Harry
Groves, John R.
Grutel, Jimmy
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Hall, Mr. & Mrs. Hubert
Hammond, Dallas Ray
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Powers, Tom

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Beck, Donald
Beck, John
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Childester, Wm. J. & Mrs. Chisholm, Mr. & Mrs. Donnie
Clark, Mr. & Mrs. G. L.
Codee, E. B. (Tex)
Cook, Mrs. Jack
Cromley, Bob
Cruze, Ed
Dann, Harry
Daubenspeck, R.
Deal, Mr. & Mrs. James E.
de Leon, Jose
Del Rio, Carmen
Deloney, Billie

Demetro, John
DeMtro, Mary
Diablo, Don
Dunley, Dick
Duffy, Mr. & Mrs. Bruce C.
Dunn, David B.
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Eldred, Charles W.
Eldred, Jack
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Fatta, Mr. & Mrs. S. Tex
Fink, Harry
Flannigan, James T.
Foley, Mr. & Mrs. James
Forster, Mr. & Mrs. Gus
Franker, Marion
Franker, Russel
Frey, Russell J.
Garner, Mr. & Mrs. Louis
Geasey, Claire L.
Gerry, Bobby
Good, Buryl
Gospodarski, Larry P.
Groszinger, Harry
Groves, John R.
Grutel, Jimmy
Hall, Mr. & Mrs. Ed.
Hall, Mr. & Mrs. Hubert
Hammond, Dallas Ray
Haskins, J. L.
Haywood, Mr. & Mrs. Lee
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NATD SURVEY

Average Cigar Operation Has 41 Machines

NEW YORK — The average operator of cigar machines has 41.3 units on location, according to a survey released last week by the National Association of Tobacco Distributors. The 97 firms that replied to the cigar vending questionnaire said they operated 3,966 pieces of equipment.

Some 24 wholesalers said they operated 1,245 machines, for an average of 51.9 per wholesaler. For vending operators, the figure was 72 firms with 2,721 machines for an average of 37.8 machines per firm.

Average weekly sales per machine was \$3.87 for wholesalers, with the average firm grossing \$10,444.36 on its cigar operation. For vending operators, the per-machine weekly average was \$3.18, with the average firm grossing \$6,260.61 a year on cigar sales.

The survey reported that the average tobacco wholesaler who operates cigars services 51.3 cigar locations, while the average vending operator with cigars handles 35.9 locations.

Delicia Ships Malt Shake

CHICAGO — Announcement was made by Delicia, Inc., New York, at the NAMA convention, that the firm was starting to ship Malt Shake, their new dime chocolate-covered malt-cream wafer bar. The candy is packaged in cellophane, with red, white and yellow lettering.

The bar is being produced as a companion piece to the firm's Coffee Break candy bar. Malt Shake is packaged in a 12-count counter box, as well as the standard 100 pack (vend count) case.

New Quarters for Jimmy Jingle Co.

MINNEAPOLIS — Jimmy Jingle Company, coffee vending and catering service here, has moved to its new two-story headquarters.

The first floor will be confined to the Jimmy Jingle operation. The second floor will be used for commercial catering, which the firm plans to enter.

Jimmy Jingle operates about 100 coffee vending machines in the area, along with five pastry machines and three hot-food units.

INSTANT COFFEE MAY GET AROMA

CHICAGO — The aroma that has always characterized the percolated coffee may soon be available for its instant coffee counterpart.

The first announcement of such a feature was made recently by the O'Neil Coffee Company, which manufactures a liquid concentrate.

Now at least two other firms are promising that coffee aroma will be "built in" their 1957 offerings. Heyman Process Corporation, Brooklyn, has a patent on a new process giving its liquid concentrate an aroma. The second firm, a major national supplier of instant coffee for vending, is also preparing to introduce aroma into its product. It should be on the market sometime next year.

Mass. House Gets Sanitary Code Bill

BOSTON — The titles of the first 654 House bills and 156 Senate bills filed with the 1957 Massachusetts Legislature have produced only one measure that may concern some segments of the merchandising vending industry here.

This is House Bill No. 56, which would authorize the Department of Public Health to establish a sanitary code. All of the details are not yet available, but Lucius Foster, executive director of the Massachusetts Automatic Merchandising Council, is watching the matter closely.

There also are two bills concerning the cigarette excise tax which, according to Foster, do not appear to be substantive or important. But, as he points out, these are sometimes the sleepers that cause trouble and the MAMC is keeping an eye on them.

Mass. Cig Wholesalers To Get 918G Rebate

BOSTON — Cigarette dealers will get a \$918,306 State reimbursement as commission on the two-and-a-half-year collection of State cigarette taxes, it was disclosed this week. At the same time tax authorities estimated the Commonwealth will pay wholesalers, vending operators and retail chains another \$425,000 by the end of the present fiscal year next June 30.

Authorization for the State payment came this week on Executive Council approval in line with a legislative act passed earlier this year. The new tax statute provided

Tobacco Distrib. Cig Routes Run Double Size of Venders

NATD Survey Shows Average Route Of 295 Units; Only 152 for Non-Dist.

NEW YORK — Altho wholesale tobacco distributors comprise only 27.39 per cent of the firms operating cigarette vending machines, they account for 42.21 per cent of the machines in operation, with an average of 295.5 machines per wholesaler, as against 152.8 machine per non-wholesaler operator.

These figures were revealed this week in the "Marketing of Consumer Products Thru Automatic Merchandising Machines," prepared by the National Association of Tobacco Distributors' Market Research Division, headed by Harden E. Goldstein.

The survey was based on replies from 1,592 operators of 6,800 operators queried. Of the 1,592 operators, 306 were primarily tobacco distributors who had vending ma-

chines and 1,286 were not affiliated with a tobacco wholesaling operation.

Distributors 2-1

A total of 201,224 machines were reported in operation, with 1,048 firms responding. The 287 distributors operated 84,932 machines, while the 761 vending operators had 116,292 machines on location. According to the survey, the tobacco wholesaler operates a cigarette route roughly twice as large as his non-wholesaling competitor.

In terms of weekly volume, the machines operated by the wholesalers did better (\$29.94) than those operated by the non-wholesalers (\$26.81). In terms of annual business thru cigarette vending machines, the average wholesaler did

\$460,680, while the straight operating firm did only \$213,021.

While information on commission payments to locations was withheld, the survey did disclose that 211 wholesalers paid commissions on the spot, while 256 paid by mail. For the non-wholesalers, 694 firms paid on the spot, while 896 paid by mail.

Weekly Payments

Some 71 wholesaling firms said they paid locations weekly, while 146 non-wholesalers said they paid weekly. On monthly payments, 203 wholesalers and 795 non-wholesalers paid on that basis.

Quarterly payments were made by 94 wholesalers and 268 non-wholesalers. Semi-annual payments were made by 14 wholesalers and 83 non-wholesalers. Annual payments were made by 21 wholesalers and 74 non-wholesalers.

Some 44.4 per cent of the wholesalers said they pay no commissions on some of their equipment, while 62.6 per cent of the non-wholesalers said they had some

(Continued on page 53)

NATD SURVEY SHOWS

15% of Candy Units Sell Dime Bars Only

NEW YORK — Slightly more than 15 per cent of the nation's candy machines dispense 10-cent bars exclusively, according to a survey released last week by the National Association of Tobacco Distributors (see separate story).

Wholesale tobacco distributors reported that 58.32 per cent of their candy machines vended 5-cent bars only, while 15.99 per cent of their machines vended bars at 10 cents only. Some 25.69 per cent

of the machines vended both 5-cent and 10-cent bars. Distributors surveyed reported 10,865 machines on location.

Among straight vending operators, the figures were substantially the same, in a survey of 32,732 machines. Straight 5-cent sales were reported by 55.29 per cent of the machines, with 15.53 per cent selling at 10 cents only. Combination nickel and dime sales were reported by 29.18 per cent of the machines.

704 Surveyed

All told, some 704 firms surveyed said they operated 60,333 machines for an average of 85.3 machines per firm. Some 181 wholesalers operate 14,624 candy venders for an average of 80.8 machines per firm. The 526 vending operators operate 45,709 machines, for an average of 86.9 machines per firm.

Only 16.7 per cent of the wholesalers said they operated penny machines, while 34.9 per cent of the vending operators said they did so.

On candy vending sales, the wholesalers reported a weekly per-machine average of \$10.41, with an annual firm candy vending gross of \$43,738.66.

Vending operators reported lower volume from candy—\$7.38 per machine per week and \$33,348.74 per operator per year on total sales. The average wholesaler serviced 64.9 candy locations, while the average vending operator handled 68.2 candy locations.

Concession Show To Be Held in Fla.

NEW YORK — The National Association of Concessionaires will hold its 1957 trade show and convention, in conjunction with the Theatre Owners of America and the Theatre Equipment & Supply Manufacturers' Association, at the Americana Hotel, Bar Harbour, Fla., November 20-23.

The 1957 show, which was held this year in the New York Coliseum, had heavy emphasis placed on automatic merchandising, with the nation's largest cigarette, cup drink and candy machine manufacturers exhibiting.

Mass. Cig Ops To Get 425G For Collections

BOSTON — Cigarette vending machine operators will begin to receive a new year's bonus from the State of Massachusetts from the kitty of \$425,000 to be spread among wholesalers, chain stores and the operators.

A total of \$1.3 million was approved as reimbursement to tobacco dealers and the other groups by the State for the collection of the commonwealth's cigarette tax. The amounts will be returned before June, the end of the fiscal year, but some will begin getting the windfall shortly.

The now disbanded Massachusetts Cigarette Operators' Association led a strong battle for the refund and were instrumental in first calling the State's attention to the situation. Much of the 1.5 per cent tax was collected by the State on cigarettes lost to the operator because of fire, theft and other losses. Highest estimate of refunds were put at \$10,000 for big firms, with the lowest amount being around \$200.

Quade Named New Jim-Jak Head

MINNEAPOLIS — Executive management of Jim-Jak Industries, makers of Jim-Jak coffee vending units, has been taken over by Harry Quade, it was announced here by E. J. Wegley, Jim-Jak president.

The firm is completing moving of its offices and will occupy quarters in the same building with William Schupp Company, subcontractors doing cabinet manufacture and vender assembly for Jim-Jak.

Quade, who also is manager of the Schupp firm, is taking over direction of the manufacture and sales of Jim-Jak which owns the patent rights on the coffee vending unit.

Continental Names Dan Carr Gen. Sales Mgr.

WESTBURY, L. I., N. Y. — Dan Carr has been named general sales manager of the Continental Vending Machine Corporation, manufacturer of the Corsair cigarette machine and of self-brew coffee and pre-mix beverage venders. Carr will be in charge of sales for the full line.

Named Continental sales manager is Al Kahan, who was formerly co-sales manager, along with Carr.

Added to the Continental sales force are Bill Wiener and Murray Wiener, who formerly operates the Wiener Sales Corporation, New

York distributor for the Eastern Electric cigarette machines.

The Wieners have been in the cigarette vending business for 25 years each, getting their starts with the old U-Need-a-Pak Company. Murray Wiener will cover New York State, with the exception of the New York metropolitan area. Bill Wiener will cover Pennsylvania east of Pittsburgh.

Meanwhile Al Stevye has been named to handle sales in Washington, Oregon, Idaho, Montana and Alaska. Stevye, who will work out of Seattle, was formerly with Cliff Bergeson, Seattle operator.

that dealers were to receive a certain small percentage for their efforts in forwarding taxes monthly to the State.

Under the act, dealers are to be reimbursed for the three years: 1954-'55-'56. A second State payment for the last six months of this period will be certified next spring.

Percentage Withheld

After January, 1957, dealers automatically will withhold a stated percentage of their total cigarette tax collections, and this will end future need of State reimbursement, officials explain.

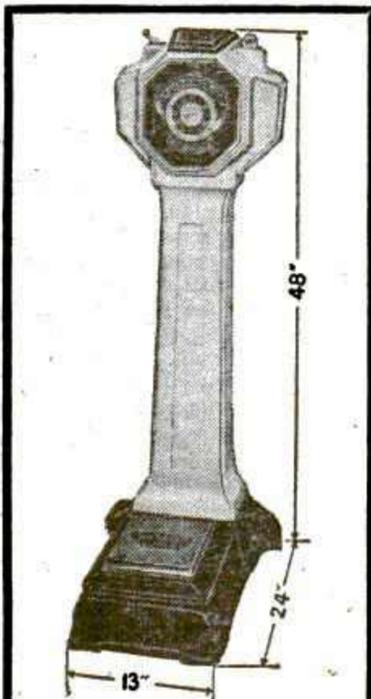
Wholesalers for the past three years will get 1½ per cent of their total taxes forwarded to the State. But starting in 1957 they will be allowed 2 per cent. The current State budget must absorb the estimated \$1,343,000 cigarette tax reimbursement. This estimate includes payments of the final six months of 1956 and five months of 1957.

Budget Comm. William H. Bixby said the figure had been taken into consideration in balancing the current budget. The State's annual \$28 million tax take from this source has been adjusted in regards to revenue estimates for the coming months.

The back payments will add to the tax revenue problems facing incoming Gov. Foster Furcolo. But State House officials feel it will bring the cigarette tax system up to date and eliminate future large-sum reimbursements.

Almonds and Walnuts

Almond crop in California is estimated by Agriculture Department at 51,000 tons, the largest on record. Crop is 33 per cent above last year, and 30 per cent above average. Production of walnuts in California and Oregon is expected to total 72,000 tons, 7 per cent less than last year.



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Switzer Bows Vend Size Licorice Pkg.

CHICAGO—Switzer's Licorice Company, St. Louis, introduced a new vend-sized package for their bite-sized licorice drops at the NAMA show.

Designed exclusively for use in vending machines, the new package is a baby size of the 10-ounce, 29-cent Switzer pack. The new pack is of cellophane, with yellow, black and red trim. The candy sells for a dime. The packets are packed 100 to a case. Joseph Switzer, president of the firm, said the candy would be shipped after the first of the year.

Am. Dryer Bows 2-Nozzle Model

CHICAGO — The American Dryer Corporation bowed its new dual nozzle hand dryer at the NAMA show. The 115-volt model lists for \$160, while the 220-volt model lists for \$170.

According to Bill Kane, American Dryer president, drying time has been reduced from 18 to 15 seconds on the new model. Nozzles revolve 360 degrees.

Cabinets are available in five color combinations. The machines are currently in production.

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TENCO HOSTS U. S., CAN. OPS

CHICAGO — Tenco, Inc., for the second straight year played no favorites at the recent National Automatic Merchandising Association show here, throwing a party for Canadian operators one night and a shindig for American operators the following night. This year some 73 Canadian operators attended—compared with 28 last year—while the Tenco suite bulged when it was the U. S. operators' turn—with an estimated 400 showing up.

H. W. Lay Bows Bag Product Mch.

CHICAGO — H. W. Lay & Company, Inc., Chamblee, Ga., introduced its two-selection potato chips and similar bag item vender at the NAMA meeting. Called the Rota-Vend, it has a 48-bag capacity, costs \$149.50. Dime operation, via two-slide type coin mechanisms, is standard.

The cabinet is 58 inches high, 20½ inches wide, 27½ inches deep. It weighs 127 pounds with base.

Bagged products are displayed in two windows at top of the cabinet. Delivery receptacle is immediately below each window. Each selection has its own coin unit.

The machine can be order with nickel or quarter coin units at the same delivered price. It is warranted to one year from shipment for material defects.

Tenn. Tobacco Tax Revenue Up

NASHVILLE — According to figures released by the State finance and taxation department, a total of \$1,285,973 was paid in taxes on tobacco in Tennessee during October.

"To date this year," a department spokesman said, "a total of \$25,719,000 has been paid in taxes, which is a 17.7 per cent increase over the amount paid for the same period of time last year.

"Taxes have been paid so far this year on 227,335,000 packages of cigarettes, which represents a 5.1 per cent increase over last year," it was stated.

Fleetwood Sets New Rebate Plan

CHICAGO—Fleetwood Vendors Corporation, manufacturer of a ball point pen machine, announced a new purchase plan for the vendors.

A credit of \$3 is applied for every gross of pens purchased at \$16.20 until the \$15 cost of the machine is covered.

Nehi Stockholders Vote on Common Stock Increase

CHICAGO — Stockholders of the Nehi Corporation will vote on a proposal to increase authorized stock to 2,000,000 common shares from the present 1,078,000, at a special meeting, January 25, 1957.

One of the purposes of the proposal is to enable directors from time to time to declare stock dividends, and it is the intention of the board to declare a five per cent stock dividend at its meeting in early February, W. H. Glenn, president, stated.

Nehi's previously declared quarterly cash dividend will be paid January 2.

Mass. Ops Weigh Registration Law

BOSTON—A new Massachusetts law requires that all members of the vending machine industry must register as processors of food. The measure, Chapter 663 of the Acts of 1956 which became effective November 10, is merely a recording and calls for no fee.

However, the industry is divided on whether or not they think they should comply. Some feel that the more that is known about the vending industry the better, while others feel they should wait for further interpretation before complying.

George Michaels, director of the Food and Drug Division of the Department of Public Health, points out that a candy supplier who has candy stored in his warehouse is, in effect, running a commissary and is therefore subject to the new law.

Members of the Massachusetts Automatic Merchandising Council have been notified of the law's requirements, and Lucius Foster, the group's director, is awaiting instructions from the organization as to any action the members may wish to take.

Pneumafil Sets Cracker Vender

CHICAGO—A saltine cracker vender introduced by the Pneumafil Corporation, Charlotte, N. C., lists for \$149.50 with 30-day delivery expected. The unit offers three selections of nickel packaged goods, has 48 package capacity.

The cabinet is 43 inches high, 8½ inches wide, 14 inches deep at its widest part at the base. Individual coin mechanisms are carried on each selection.

Featured products in the machine will be restaurant type crackers or similar items. It vends two packages for a nickel.

Pneumafil Corporation introduced a nickel package cracker-cookie machine in 1955. The machine was designed and developed for the Taylor Biscuit Company, Raleigh, N. C., but was later marketed as a Pneumafil product. The new cracker vender is also sold under the firm's own name.

Du Grenier Shows Canadian Model

CHICAGO — The Du Grenier CAK9 Smokemaster, designed exclusively for Canadian operators, was shown for the first time at the NAMA show. The machine has a penny changemaker and auxiliary columns. It vends the flat-box Canadian cigarettes and comes with a penny changemaker.

Dimensions are 61 inches high, 29 inches wide and 13¾ inches deep. It is scheduled to go into production early in 1957. Complete details will be announced later, according to Richard E. Gibbs, Du Grenier sales manager.

Keathley's New Coconut Pie

CHICAGO — Keathley's, Inc., Memphis, bowed a Coconut Pie package for venders. The item, vended for a nickel, can be handled in standard machines. It is 4 by 1½ by 1 inches in a cellophane and boat package.

The item comes in 120 count at \$2.95 per hundred delivered. Minimum shipment is 10 cases.



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- DUGRENIER "W" CIGARETTE, 9-column, king-size..... 65.00
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We look forward to 1957 with quiet optimism. We are ready to tackle even a bigger and better year of business — with your help, of course.

Sam, George & Sid Eppy

Cig Routes Run Double Size

Continued from page 51

equipment out on a non-commission basis.

Written Contracts

Commission scale is covered in writing by 38.6 per cent of wholesale firms and by 30.6 per cent of non-wholesale operators.

Wholesalers said they had 54,022 machines of six to 10 columns, 16,383 machines of 11 to 13 columns and 3,069 machines of 14 to 20 columns.

Other vending operators said they had 58,704 machines of from six to 10 columns, 30,305 machines of from 11 to 13 columns and 8,685 machines of from 14 to 20 columns.

Vending Employees

The average wholesaler employs 9.5 persons in his vending operation, while the average non-wholesaler employs 8.1 persons. On administrative employees occupied sole with vending, the wholesaler had an average of 1.9 persons, while the vending operator has 1.4 persons.

On supervisory employees, the tobacco distributor has 1.7 persons, while the vending operator has 1.3 persons. On servicemen it's 2.4 and 1.9, while on mechanics it's 2.3 and 1.8. Only on warehousemen does the vending operator have more employees than the wholesaler—1.7 to 1.2.

Some 52.7 per cent of the wholesalers pay bonuses to servicemen for getting new locations, while 50.8 of vending operators do so. But the median bonus paid by the vending operator is higher (\$15) than that paid by the wholesaler (\$12.50). Some vending operators pay bonuses as high as \$75, while others pay as low as \$7.50.

Bonus Payments

Bonus payments to new locations are not popular, according to the survey. It disclosed that only 8.5 per cent of the wholesalers and 5.9 per cent of the operators said they paid such bonuses.

Median location bonus was \$50 for wholesalers and \$65 for vending operators, with a high of \$250 for operators and lows of \$15 for both groups. Only 5.9 per cent of the wholesalers and 6.3 per cent of the vending operators said they employed location solicitors on a full-time basis. Average compensation paid solicitors was \$104.21 a week by wholesalers and \$97.35 a week by operators.

Wholesale firms don't use part-time location solicitors, and only 3.2 per cent of vending firms do. Median compensation per location is \$40, with a high of \$100 and a low of \$10.

Depreciation

Among wholesalers, 162 depreciate their equipment over five years, 35 depreciate it over seven years and 26 depreciate it over 10 years. Among operators, it's 788 on

a five-year basis, 66 on a seven-year basis and 260 on a 10-year basis.

Vending operators are much stronger advocates of written contracts than are the wholesalers—64.3 per cent compared with 33.3 per cent.

Few wholesale tobacco firms offer a complete vending package to industrials—5.6 per cent. For vending operators the figure is 27.8 per cent.

Lost Locations

Some 52.6 per cent of the wholesalers and 47.4 per cent of the vending operators said they had lost locations during the last three years because of commission and bonus competition from other operators.

On direct sales of machines to locations during the last three years, 58.5 per cent of the wholesalers and 47.9 per cent of the operators said they had been hurt.

On the leasing of machines to locations 19.3 per cent of the wholesalers and 10.5 per cent of the operators said they have been hit. Some 5.6 per cent of the wholesalers and 9.8 per cent of the operators said they had lost locations due to the placement of machines on location by a manufacturer functioning as an operator.

Market Breakdown

Combined wholesaler-operator figures showed that regulars accounted for 54.3 per cent of all sales, with king-size brands taking 24.4 per cent of the market and filters 21.3 per cent.

According to NATD figures, vending operators are more prone to sell machines directly to locations than are wholesalers—11.1 per cent to 13.1 per cent.

Wholesalers said 10.3 per cent of their machines did less than 50 packs a week, 11.3 per cent did 50-74 packs, 13.8 per cent did 75-99, 24.6 per cent did 100-124, 14.1 per cent did 125-149, 15.2 per cent did 150-174 and 10.7 per cent did more than 175 packs.

Weekly per-machine totals for cigarette vending operators were somewhat lower: 15.2 per cent did 50-74 packs; 21 per cent did 75-99 packs; 13.2 per cent did 100-124 packs; 11.1 per cent did 125-149 packs; 10.7 per cent did 150-174 packs and 8.6 per cent did more than 174 packs.

Phoenix Shows Foil Containers For Wittenborgs

CHICAGO — Sealed aluminum foil containers for hot and cold food dispensed in the Wittenborg hot and cold food vender were displayed at the NAMA show.

The containers are made by Phoenix Industries, Inc., here. They are pie-shaped to fit the compartments in the Wittenborg. The laminated foil cover allows the food to retain its temperature for longer periods than food in open dishes.

Phoenix will act as supplier to Wittenborg operators. The containers will sell for from \$24.50 to \$21.21 a thousand, depending on quantity, while the heat seal lids will sell for \$16.98 a thousand to \$13.65 a thousand, also depending on quantity.

Schutter Sells Mercury Bar

CHICAGO—The Schutter Candy Company, Chicago, announced that three bars, heretofore distributed by the Mercury Candy Company, Cleveland, will after the first of the year be distributed by Schutter.

The bars have up to now been manufactured by Schutter but distributed by Mercury. Bars are called: Mercury with Brazils; Mercury with Filberts, and Mercury with Almond and Coconuts.

The bars are packaged 24 and 72 to the case.

Schutter also showed their new Dick Tracy bar for the first time at the National Automatic Merchandising Association convention. While the candy has been in production for approximately six months, Ken King, newly appointed sales promotion manager of Schutter, said this was the first public showing.

Dick Tracy bars, selling for a dime, are a six-piece butter flavored taffy candy. Packaging is 24 and 100 per case.

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6 1/4" DEEP
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Bubble Ball Gum, 140-170 & 210 ct. 27¢ lb.
Chicle Ball Gum, 130 ct. 35¢ lb.
Clor-o-Vend Ball Gum 40¢ lb.
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Tab (short stick), 100 ct. 38¢ box
5-Stick Gum, 100 packs \$1.90

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ROWE CRUSADER 8 Cols., 380 Cap 25c & 30c, King or Reg. 100.00
ROWE PRESIDENT 8 Cols., 340 Cap. 25c & 30c, King or Reg. 90.00
LEHIGH PX Electric 8 Cols., 320 Cap. 25c or 30c, King or Reg. 75.00
LEHIGH PX Manual 8 Cols., 320 Cap. 25c or 30c, King or Reg. 90.00
DUGRENIER 7 Cols., 270 Cap. 25c or 30c, King or Reg. 50.00
EASTERN ELECTRIC 8 Cols., 290 Cap. 25c, 30c & 35c Vend. 100.00

All machines fully reconditioned, refinished in baked enamel finishes, all bases cut.
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SUPPLIES IN BRIEF

Glass Containers

Factory shipments of machine-made glass containers during October totaled 14,830 thousand gross, according to Commerce Department. Returnable beverage containers accounted for 885 thousand gross, an increase of 568 thousand gross over the previous month's figure. Shipments of nonreturnable beverage containers amounted to 108 thousand gross, an increase of 30 thousand gross over the amount in September. For the first 10 months of this year, shipments of returnable beverage containers to-

taled 8,146 thousand gross, an increase of 642 thousand gross over the same period in 1955. Shipments of nonreturnable beverage containers at 1,050 thousand gross are 9,000 gross under the amount shipped during the first 10 months of 1955.

Confectionery Sales Up

Manufacturers' sales of confectionery and competitive chocolate products in October were 16 per cent higher in poundage sales and 13 per cent higher in dollar sales than in October, 1955, according to preliminary Commerce Department figures. Bar goods were up 18 per cent in poundage sales and 11 per cent in dollar value, while 5 and 10-cent specialties increased 6 per cent in poundage and 8 per cent in dollar value. Bulk goods, including penny items, increased 9 per cent and 10 per cent, respectively.

Tobacco Production Off

Combined production of all types of tobacco is estimated at 2,145 million pounds—2.2 per cent below last year and 0.8 per cent above the average, according to Agriculture Department. Production of Flue-cured tobacco, at 1,410 million pounds, is about 5 per cent below 1955, but still the third largest crop of record. Burley production is placed at 494 million pounds, 5 per cent above last year, but 15 per cent below average.

Popcorn Production Up

Popcorn production this year is estimated at 325 million pounds by Agriculture Department, a third more than in 1955, and the largest crop since 1953, when 385 million pounds were produced. The 1955 crop was 243 million pounds, and the 10-year average is 267 million pounds. Figures cover production for 17 States listed by Agriculture as "commercial popcorn States."

Milk Production High

Farm production of milk during November totaled 8,757 million pounds, 1 per cent above the previous record high of November, 1955, and 12 per cent above the 1945-'54 average for the month, according to Agriculture Department. Output of milk in the first 11 months of this year totaled 117.7 billion pounds, compared with the previous record high of 114.3 billion pounds for the January-November period last year.

Sugar Deliveries High

Deliveries of sugar for U. S. consumption totaled 7,786,000 tons thru November 10, 351,000 tons above those for the comparable period of last year, according to Agriculture Department. Deliveries during October were at the high level of 831,000 tons, 103,000 tons above those of last year and 159,000 tons above the average for the last five years. Price of raw sugar, duty paid, at New York averaged 6.29 cents per pound for October.

COINMEN YOU KNOW

Los Angeles

By SAM ABBOTT

Frank Lamb, of Jud Novelty, in Bellflower, is back from a 4,000-mile trip that took him into Texas, Oklahoma, Arkansas and other Southern States on a hunting trip. Jack Simon, of Simon Distributing Company, leaves the middle of January for the Orient with his nephew, Joe Simon, Chicago. They will contact customers of the local firm with whom they have been doing business but have not as yet met.

Wayne Wolcott is now living in San Fernando and is associated with his brother, Glenn, in the operation of music, games, and Arcade equipment. Lloyd Dindinger, of Oceanside, is back in Michigan and will drive a new car out to California. George Warner, who was in the coin machine field for years, still makes frequent trips to Coin Row to visit with old friends.

Louis Germany, of Santa Ana, is reported looking into the coin machine field with the view of re-entering it. Mel Teixeira, of Santa Maria, in town for Christmas shopping and to look over new equipment at Paul A. Laymon, Inc. Wayne Guill, of Bakersfield, in town and stopping off at Badger Sales Company. Dorothy Leonard is helping out hubby, Jack, at the premium department at Badger Sales. Walter Schinkal, San Diego music operator, and crew made a pre-Christmas trip to Los Angeles. Bill Snyder made one of his infrequent trips to town from his home base in Lakewood.

Bill Leuenhagen picked up a number of phonograph rentals for private parties during the holidays. A number of accounts he had serviced for years. Don Ames, Badger Sales, San Diego, representative, spent Christmas with his brother, Marshall, who is in coin machine sales here for the same firm. Tab Simonson and Bill Schaeffer, partners in the operation of Bakersfield Music, made a brief visit to West Pico from their base in Bakersfield. Al Anderson, of Shafter, was another San Joaquin Valley operator in town.

Spot price has remained at 6.27 since November 5. On November 20, the Department increased the total sugar quota by 100,000 tons, bringing the quota to a total of 8,875,000 tons.

Pecans and Filberts

Pecan production is estimated by Agriculture Department at 160,700,000 pounds, 9 per cent above last year and 17 per cent above average. Filbert crop in Washington and Oregon is now estimated at 3,035 tons, up slightly from a month ago, but only about 40 per cent as large as last year.

Coffee & Coke in Minn. Post Office

MINNEAPOLIS — Coffee and soft drink venders, heretofore banned by federal regulation, were installed in the Minneapolis main post office December 1.

Jimmy Jingle Company installed two coffee machines to vend dime coffee, while six soft drink vending units were placed on location by the Coca-Cola Bottling Company. Jim Feehan, Jimmy Jingle general manager, stated that a commission of 20 per cent will be paid to the Post Office Employees' Welfare Fund.

Boston

By CAMERON DEWAR

Arthur DuGrenier of the sales staff of A. Du Grenier Company, Haverhill, Mass., is in traction at Hale Hospital, Haverhill Mass., with a broken leg sustained in a recent auto accident. Ed Beals, Needham music operator, is a proud parent these days. His daughter, Joan, just concluded a successful engagement at the Early Bird Club, Spokane, Wash. Recently married, she went out West with her husband, where she is teaching music to a growing roster of pupils.

At Trimount Automatic Sales Corporation, Irwin Margold reports business holding up well, altho there is still a decided shortage of good equipment. He says bowler-type games are in demand, but operators are anxious for a different type of machine. Santa Claus visited the Trimount plant December 16, for the annual employees' Christmas party. Presents were passed out to kiddies, wives and others.

Quite a number of the boys were missing from the local scene recently. Si Redd, of Redd Distributors, flew out to the Wurlitzer distributors' meeting at Buffalo and went on to the NAMA Convention in Chicago. Bill McConnell, an official of NAMA, also made the trip. Dave Baker, of Melo-Tone Music, a director of MOA, picked up many new ideas at the Chicago confab of that body's directors. Dave was accompanied by Phil Swartz, of Winrox Vending Company. Both had much to say about the threat of ASCAP's campaign.

Louis Blatt, of Atlas Distributors, announces that his firm will hold a service school January 8-9. The school will be in session each of the days from 2 p.m. on, when experts discuss the workings of the AMI 200. Ed Ravreby is planning the unveiling of the Rock-Ola 200 sometime before Christmas, but hasn't yet fixed the exact date. Bob Jones, of Redd Distributors, back at work after a honeymoon in the Virgin Islands and Puerto Rico. Seen shop-

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Pistachio Nuts, Vendor's Mix.....	.67
Pistachio Nuts, Shell.....	.55
Cashew Whole.....	.64
Cashew Butts.....	.61
Peanuts, Jumbo.....	.45
Spanish.....	.32
Mixed Nuts.....	.57
Tabby-Lets, 520 ct.....	.30
Rainbow Peanuts.....	.32
Boston Baked Beans.....	.32
Jelly Beans.....	.28
Licorice Gums.....	.28
Leaflets (similar to M. & M.), 550 ct.....	.40
Assorted Fruit Charms, 100 ct.....	.42
Hershey-ets.....	.43

Rain Blo Ball Gum, 60 ct.....	\$.28
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.....	.30
Rain Blo Ball Gum, 100 ct.....	.32
200 lb. minimum, prepaid on all Rain Blo Ball Gum.....	.48
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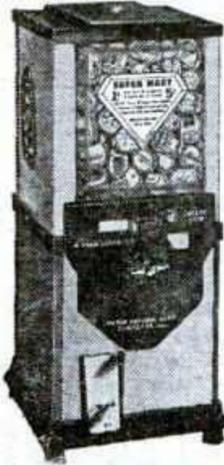
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ping around in the balmy weather was Lloyd Barker, of Westfield; Mark Shaevell, of Mattapan; Ralph Ridgeway, of Springfield; Ray Shea, of Worcester, and Joe Glaser, of Bangor, Me.

Milwaukee

By BENN OLLMAN

One-stop volume continues to grow at the Music Mart, says Barney Kuehn. Monday morning visitors in search of new wax included John Jersick, of Sheboygan; Mr. and Mrs. Nielsen, of Nielsen Amusement Company, West Bend, and Eddie Tarman, Milwaukee.

Newest addition to the operating fraternity in the Milwaukee area is Jim Stecher, who is building up a route of music and games locations. Ken Wendel, James Martin sale representative here, made the rounds this week breaking in a new salesman for the Music Distributors firm of Chicago. He is Ray Ruch, of Racine, and will emphasize his company's M-G-M line, along with a number of indie labels.

Math Schaefer, following a spell of illness, is reported feeling much better. He expects to be taking charge of the music and games routes again within a few weeks. Paul Bartnik, "grounded" by the snowy weather, reports that the Banaco Music routes are holding up well. Top disk on the Banaco machines, according to record buyer Alice Antczak, is "A Rose and a Baby Ruth," by Roy Hamilton.

Southern Novelty, notes Harold Sommerfield, has taken the leap into music operating. Until three months ago the firm only handled games equipment. Results so far? "Excellent," says Sommerfield. According to Charles (Slim) Sommerfield, who handles the disk buying chores for Southern Novelty, top results last week were obtained via the new Frankie Laine version of "Moonlight Gambler."

Arcade takes at the Mitchell Field Game Room have tapered sharply, according to Erv Beck, of Mitchell Novelty. Lloyd Pundsack is the newest addition to the Hastings Distributing Company payroll, reports Sam Hastings. According to Hastings, last week's route receipts were the biggest of the year. "Don't know just why," he adds. Nate Victor, office manager for the S. L. London Music Company, back from his Florida vacation, reports sales of the 200-play Seeburgs holding strong and his desk loaded down with work.

Memphis

By ELTON WHISENHUNT

George Sammons, president of Sammons-Pennington Company, Seeburg distributor, spoke to a meeting of music operators at Hot Springs recently. He told of the need for conversion to dime play. Sammons is a leader in dime play conversion among Arkansas operators. He has helped get it started in many Arkansas cities and reports it is getting good acceptance from customers and location owners.

Clarence A. Camp, president of Southern Amusement Company and other enterprises, and Parker Henderson, general manager of Southern, flew to Chicago recently for the National Automatic Merchandising Association con-

vention. Henderson piloted the company plane, an Apache, making the flight in less than four hours. R. E. (Buster) Williams, president of Or-Matt Company, Plastic Products Company (record manufacturer) and other companies, and his wife were in New York recently on business.

Edward H. Newell, general manager of Or-Matt Company, recently saw the Ole Miss football team defeat their arch enemy, Mississippi State, 13-7 at Oxford, Miss. Gil Semonin, sales engineer of J. P. Seeburg Corporation, Chicago, was a Memphis visitor. He called on Sammons-Pennington Company, Seeburg distributor, on a good will tour. He left here for Dallas.

Stanley Werner and his wife, Rose, make a good team as cigarette vending operators. Their operation is growing, with modest start, and Rose proves as capable as a man in servicing or repairing machines. . . . Jack Canipe, Canipe Amusement Company, new secretary of Memphis Amusement Association, the operators' association, seen at open house of S & M Distributing Company recently by The Billboard correspondent.

Vending notes: News is out now and vending ops are talking about merger of two big food vending companies: Automatic Merchandising Company and Chickasaw Canteen Company. New name is Memphis Canteen Company and new manager is William G. Wesche. R. E. Swanson sold out Chickasaw Canteen Co. . . . Food vending is booming and most operators are taking advantage of merry jingle of cash registers to expand. They include Memphis Canteen Company, Quality Vending Service and Meyer Sales Company. Most vending operators report collections up 30 per cent over this time last year and this could be just beginning.

Twin Cities

By JACK WEINBERG

Sol Stone, coinman in the Minneapolis area for quite a few years, has sold his Gopher Novelty Company route to Twin City Novelty Company managed by Norton Lieberman. Some 50 or 75 pieces, including music and games, are involved. Stone will concentrate his efforts in the two Musicland stores, record shops he operates in downtown Minneapolis. Introduction of the new United Bowling Alley game by Sandler Distributing Company in Minneapolis Sunday, December 8, drew several score operators not only from the Twin Cities proper but from State-wide and out-of-State, Solly Rose, office chief, reported. Irving Sandler came in from the Des Moines office for the showing. Operators expressed considerable interest in the game.



SANDLER

Among Twin Cities operators looking at the new skee alleys were Dave Chapman, of Chappie's Amusement Company; Amose and Danny Heilicher, of Advance Music Company; Leo Landsberger, of Loop Music Company; Charles Karter, of Star Novelty Company; Harold Thiesen and Walter Witt. Avis Fike, of Sandler Distributing Company, was bedded with a cold for a couple of days this past week, but is back at her desk.

The area around the Iron Range district is moving steadily ahead in its dime-play program, reported

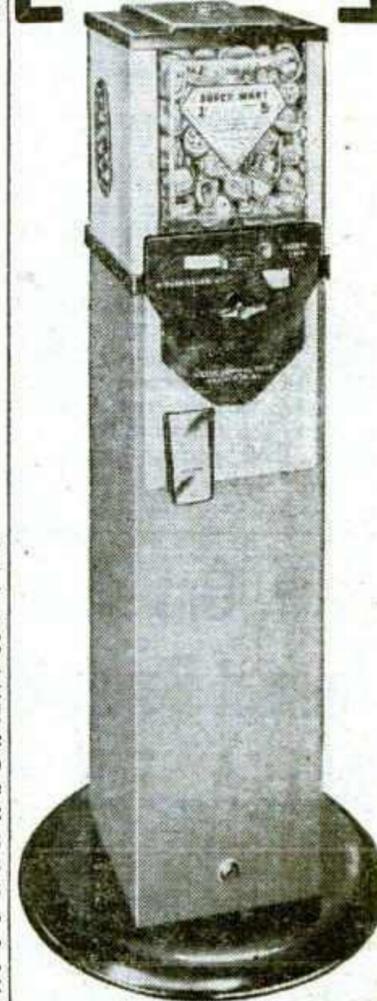
John Butterac, of Arrowhead Amusement Company, Hibbing, Minn. He said that both he and his competitor in the area have been converting regularly without little opposition from locations. Charles Sersen, operator of St. Cloud, Minn., said the single 200 Wurlitzer he has on location is set up for dime play, but that otherwise his jukes run on straight nickel. He said he is biding his time on conversion of the others.

Lew Ruben, of Lieberman Music Company, traveled thru 20 below zero weather in North Dakota for eight days and then headed back for home, only to find the thermometer ha' nose-dived to zero in the Twin Cities. Word from LaBeau Novelty Sales Company in St. Paul is that operators are taking to the new Rock-Ola 200-unit very well and that business on the machines has been good. Harold Lieberman, of Lieberman Music Company, spent several days at his Omaha offices recently.

Meanwhile Sid Levin at the Minneapolis office reports that Williams' new Roll-A-Ball skee alley is getting good attention from operators and deliveries are being made daily on it. Out-of-town visitors in the Twin Cities market shopping this past week included John Morton, of Dakota Music Company, Bismarck, N. D.; Bob Aherin, of LaMoure, N. D.; Bernie Misch, of La Crosse, Wis.; Art Hagness, of Grand Forks, N. D.; J. C. Weber, of Blue Earth, Minn.; Royal Hegan, of Slayton, Minn.; Dick Henderson, of Willmar, Minn.; Don Hall, of Spencer, Iowa; Stan Bader, New Rockford, N. D. Jack Karter, of Midwest Novelty Company, St. Paul, was elected an officer of Sons of Jacob Synagogue there where he is a member.

Elgin McDaniel, operator from Wadena, Minn., in town shopping, said he has converted all of his music to dime play, with some at three for a quarter—newer units—and the older jukes at five plays for a quarter. McDaniel told other operators who still are fence-straddling or going into conversion cautiously that he is doing "very well" with few complaints from locations. Echoing McDaniel was Ben Weis, of Pine Ridge Sales Service, Bemidji, Minn., who said his switchover to dime play has been constant and those machines are enjoying good patronage. He gets 10 cents, five for a quarter, Weis said.

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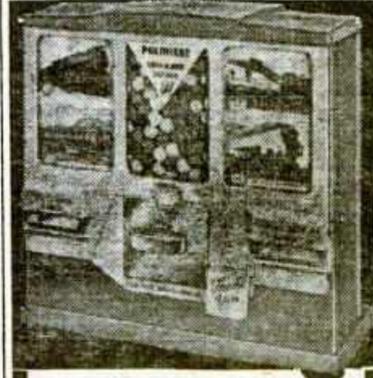
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French Hopes High For U.S. Juke Trade

Lift of Restrictions Could Produce Brisk Business; Vending Machines Open Path

By WALDO WALLIS

PARIS — French hopes are high that approval will soon be forthcoming from the Minister of Economic Affairs for the easing of restrictions on import of American juke boxes.

Opinion in the trade here is divided about 50-50 on this possibility, but among all the outside juke boxes serenading France's invitation to date, the American machine has the most realistic—if not the most touching—refrain and probably has the first chance to enter.

France's trade agreements with all the juke box producing nations except the United States, mention article by article all the permitted imports. And coin-operated machines do not figure on those lists.

The Franco-American agreement however, is simply on a basis of "per-equation." It is true that the juke box is considered a "non-essential"—but the Minister of Economic Affairs has what they call "discretionary power" over imports of all types of American coin-operated games.

Demand High

And the growing demand for the juke boxes, along with France's embrace of the vending machine, due to it helping out the terrific man-power shortage in the country—is felt to be basis enough for swaying the "discretionary powers" of the Minister.

Main basis for many of the arguments of French operators in favor of American juke box imports is the added revenue the State

(Continued on page 58)

MILLER, LEVINE STATE POSITION ON COPYRIGHT

WASHINGTON—George A. Miller, president of the Music Operators of America, and Sidney H. Levine, general counsel, summed up MOA sentiments on a Senate-proposed copyright compromise with the American Society of Composers, Authors & Publishers as follows:

"Compromise implies mutual adjustment of differences to the ultimate benefit of both parties, but hardly the self-destruction which our industry would visit upon itself by making any one-sided concessions. The performance rights societies have nothing to offer us, nothing to compromise, nothing to contribute, and nothing to sacrifice. There is no benefit or boon that they can confer upon us."

Senator Joseph O'Mahoney (D., Wyo.), chairman of the Judiciary Subcommittee on Patents and Copyrights, had asked both sides—MOA and ASCAP—to submit a compromise to the Senate group—or have the matter taken out of their hands (The Billboard, December 15 & 22).

Music on Juke Box Comes to Lebanon

Continued from page 1

anon of AMI phonographs. His firm is also planning to launch a commercial TV network in his country.

7 Cents Per Play

Already, said Ezzedine, there are juke boxes on location in Lebanon airport restaurants, hotels, tea rooms, snack bars and summer resort spots. Only about 20 per cent are owned by locations. Most of these machines operate at about 7 cents per play. (A Lebanon coin equal to 7 cents, U. S. standard.)

Ezzedine said that about 95 per cent of the records programmed here are American 45 r.p.m. disks. The other 5 per cent are principally French tunes. At present there are no 45 r.p.m. records available in Arabic, the principal language of the country. Some Arabic records are available in 78 r.p.m., however. All other disks are imported.

Wider use of Arabic records, Ezzedine feels, would help to get most of Lebanon's people used to the idea of automatic music. At present most juke boxes are located

in population centers where international travelers gather.

No Restrictions

The juke box industry in Lebanon, currently represented by AMI and Seeburg, looks promising. Biggest factor is the lack of government restrictions which often hamper progress of the coin machine industry in other countries. However, customs fees on juke box im

(Continued on page 58)

Calif. Ops Sked Annual Banquet At L. A., Feb. 2

LOS ANGELES—The annual banquet and floor show of the California Music Merchants' Association will be held Saturday evening, February 2, at the Ambassador Hotel ballroom, here.

Making the arrangements for the meet were George A. Miller, State president of the association; Walter Hemple, president of the Los Angeles division, and Vince Passaro, business manager of the Los Angeles division.

Recording stars will appear at the meet, and operators from throughout the State of California will be in attendance. About 1,000 music operators and their friends are expected to join in the evening festivities, featuring dinner and dancing, and the floor show.

Phonograph distributors, record distributors and other firms allied with the industry, will sponsor the affair. Door prizes will be awarded.

(Continued on page 58)

S & M Dist. Launches Op Gift Promotion

MEMPHIS—S & M Distributing Company kicked off a pre-Christmas sales campaign to tie in with a showing of Rock-Ola's new 200-play machines.

The sales campaign is predicated on free gifts to music operators in Memphis and the Mid-South on their first order of the 200-selection unit.

The sales promotion was worked out by Frank Smith, president of S & M; Allen Dixon, vice-president and general manager, and Earl Montgomery, secretary-treasurer.

In printed matter mailed to the ops, and distributed in person when they come into S & M sales rooms, S & M is offering the following free gifts:

A man's 21-jewel Lord Elgin wrist watch or a lady's 22-jewel Hamilton wrist watch with the purchase of one 200-play machine; with purchase of two 200s, a cellorette bar with complete set of glasses; with the purchase of three 200s, a Zenith portable TV set.

Alternate gifts, equal in value to those offered, will be substituted at the option of the operator.

"Our trade-in policy still pre-

(Continued on page 58)

Polkas Bow to Pops On Beer City Jukes

Continued from page 1

spots, primarily the neighborhood taverns.

One-stop record shop operators Barney Kuehn, Music Mart, and Stu Glassman, Radio Doctors, report that they move a sizable number of polka records, but that country and western disks are well ahead.

"We're selling a lot of polkas to upstate operators," says Kuehn. "Many of them are still ordering polkas on 78 r.p.m. disks. Their favorite bands are Li'l Wally, Frankie Baker, Cousin Fuzzy, Frankie Yankovic and Georgie Cook."

One thing that could help to keep polkas in the picture here would be an operator tie-in with

stations promoting polka music. None currently exists. However, one-stopper Barney Kuehn's Music Mart does sponsor weekly portions of the Fritz the Plumber Show on WMIL and reports that it pulls a fine over-the-counter sales response.

Harold Reitz, RCA Victor distributor, says that polka volume has noticeably dropped. "A few years ago we considered our polka records a major item. Artists like Johnny Vadnal, Six Fat Dutchmen and Louie Bashell accounted for a heavy volume of sales for our label. Nowadays it takes a strong hitting novelty polka to make a dent on the market in respect to either retail shops or the juke boxes."

Minthorne Tops Service Schools With Yule Party

LOS ANGELES — Minthorne Music was host to approximately 200 operators and servicemen from Los Angeles and adjacent counties at a school Christmas party December 12.

The affair marked the end of six months of service schools sponsored by the company and directed by Nick and Vince Lanzisero, the firm's service managers.

Hank Tronick, manager for the company, spoke on merchandising and programming. His talk was followed by a film on the Seeburg V-200, which Minthorne distributes in Southern California and Arizona. The film was made, Tronick said, by a Dayton music operator. Also presented was a film on the Seeburg juke box and home unit; this is scheduled for TV showings after the first of the year.

All of those attending were presented with gifts. Door awards were also given.

Tronick added that the service schools will be resumed early in 1957.

Dime Play 'Over Top' In Montgomery, Ala.

MONTGOMERY, Ala. — After years of experiment, Montgomery phonograph operators have at last established dime play.

The spark plug which generated the switch to dime-a-disk was the advent of the 200-selection phonographs, according to Raymond Cohen, head of Cohen Amusement Company here. This, combined with the swing to dime by the town's two biggest operations, Cohen Amusement, and Franco Novelty Company, clinched the city-wide dime move.

Since they began making the switch a few months ago, approximately 80 per cent of the machines on both routes have been converted.

The remaining 20 per cent still on nickels is a matter of simple economics, according to Cohen. "We have many rhythm and blues locations where dime play will not go over," he indicated. "Consequently, we are placing older ma-

Assn. Launched For Colorado

DENVER—The Colorado Music Merchants' Association was formed early this month, the result of a series of informal meetings which were held the past two months in the showrooms of Denver phonograph distributors.

So much interest was created in discussions of the possibilities of dime play that 95 per cent of Denver's phonograph operating firms sent representatives, according to Pete Geritz, Mountain Distributors, one of the sponsors of the program.

Currently there are between 25 and 30 phonograph operators attending each of the meetings, which have been held on a monthly basis.

At the last meeting, held the night of December 12 at Modern Music Company, with Lou Shulman acting as host, the new association was officially launched. Officers will be named later.

chines, as they come off of better locations, into the nickel spots."

Small Spots Change

At the same time, however, the Montgomery operator has successfully established dime locations in such traditionally nickel locations as hamburger stands, small confectioneries and other such spots. Here, again, it has been the quickly recognized greater cost of the 200-play machine which has made the difference.

Cohen said that there has been no particular resistance to dime play on the part of location owners since mid-1956. A hike in soft-drink vending machine sales to 6 cents, and a hike from nickel to dimes on Montgomery telephones, helped advance the cause of the higher fee on juke boxes. Pointing out that there has been no resultant drop in soft drink or telephone patronage, has helped operators

(Continued on page 58)

Baker: Contract Might Save Op Fed. Tax Blues

BOSTON—Failure to secure a contract with the location could put music operators in the position of having to file a joint return on federal income tax with his location.

This point was brought out by Dave Baker, president of the Music Operators' Association of Massachusetts, at the group's monthly meeting. Baker, a director of Music Operators' of America, had just returned from a board meeting in Chicago at which this development had been discussed.

Baker, in stressing that operators should endeavor to secure contracts with their locations, underscored the point by stating that it might cost money not to get a contract. He said that some time ago some Virginia operators had been told by the Internal Revenue Bureau to

(Continued on page 58)

Ravreby Holds Rock-Ola Show

BOSTON — More than 600 operators and distributors and their wives and families attended the first New England showing of the new Rock-Ola 200 Friday (21) at Associated Amusements, Inc., Allston.

Edward Ravreby, president of Associated, said that the affair was a combined showing and Christmas party running from 12 noon until midnight. On hand was Santa Claus with presents for all. Lavish refreshments were furnished by Sea and Surf of Framingham, with entertainment by record artists and dancing to juke box music.

Helping Ravreby to greet the guests were Richard Mandell, general manager; Henry Factoroff, service manager; Ralph English,

(Continued on page 58)

One-Stop Serves 15 Western States

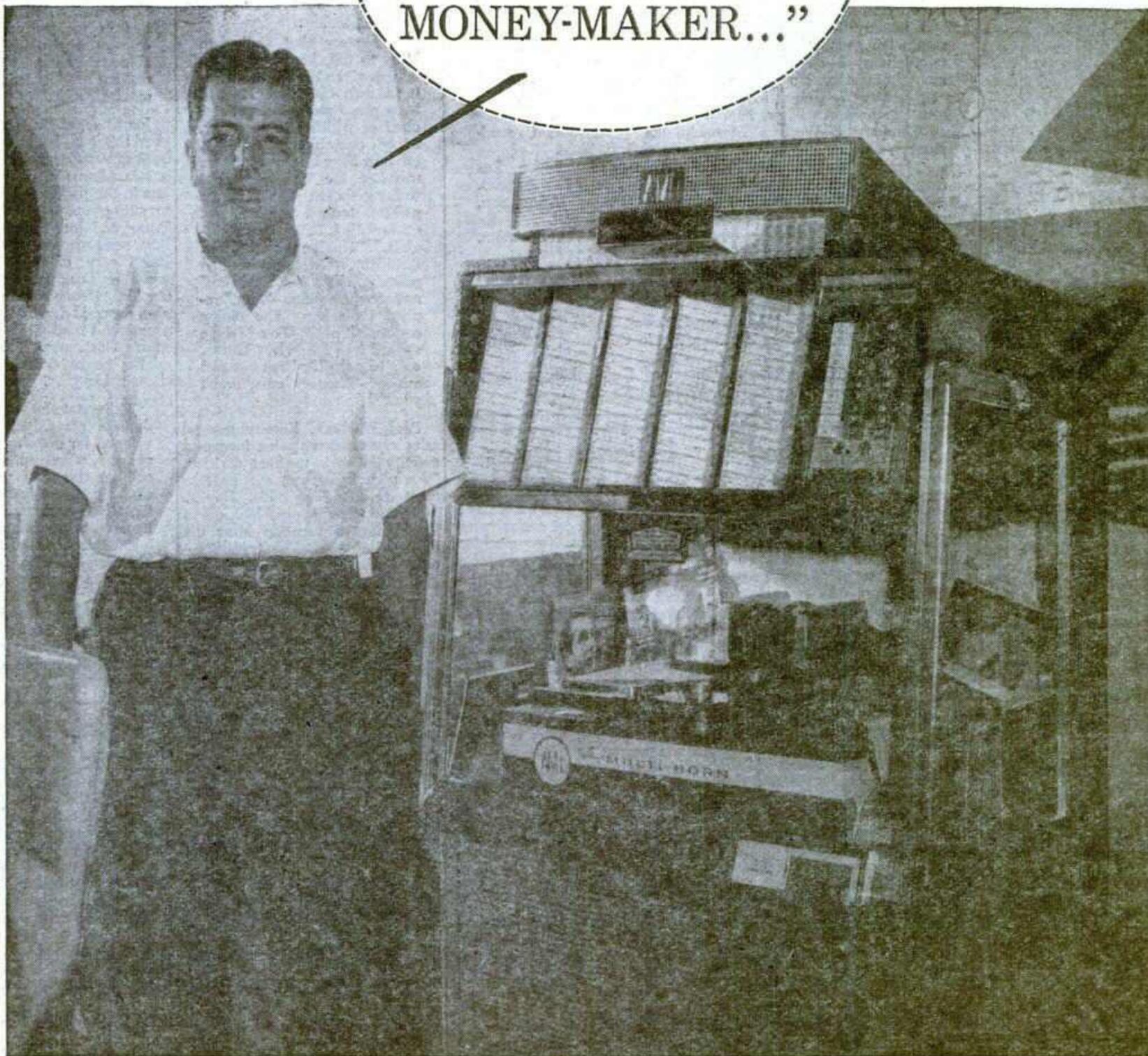
SALT LAKE CITY — The Rhythm Record One-Stop, operated by Mary Royer, has moved to new headquarters and expanded to service 15 Western States.

The new location at 475 South Eighth East here gives Miss Royer more working space. Since the move she has doubled her preview package volume. The shop is housed in the street-level floor of a large home.

The one-stop's preview package

(Continued on page 58)

Top Location Owner
 Gus Vack Says...
 "THIS ONE'S A
 MONEY-MAKER..."



"It plays fast—this 'G-200'! It has to in my place. That juke box goes all the time. It got a big play right from the start—and we were the first place in Chicago to have the 'G-200'.

"My customers don't have to wait to play it—even during rush hours. All 200 titles are right up there where everyone can see them. Nobody holds up the parade, waiting to select their numbers. They just put their quarters in—and press the buttons fast.

"The styling and color took the eyes of my customers right from the start. And they all seem to like the sound. Many of them have high fidelity sets at home—and they remark that this juke box sounds good—live.

"Sure I'll say so—why not?"

Why not see what a "G-200" can do for your locations—and you! Call your AMI distributor.

ORIGINATOR OF THE AUTOMATIC SELECTIVE
 JUKE BOX IN 1927 ... AHEAD THEN, AHEAD NOW

AMI

Incorporated / 1500 Union Avenue, S. E.
 Grand Rapids 2, Michigan
 ...music that makes more money for you



Levine Addresses Westchester Ops

OSSINING, N. Y.—Sidney Levine, national counsel for the Music Operators of America, addressed the Westchester Operators' Guild at the monthly meeting at the Rainbow Restaurant Monday (17).

After the meeting, all WOG members present who were not members of the national organization signed up.



ROCK-OLA
Hi-Fidelity Music
Model 1454
Designed for your pampered locations

The Oldest ONE-STOP Record Service
All Labels
All Hits
45 RPM 55c
78 RPM 60c
Single EP's 91c

NO EXTRA CHARGES
FREE TITLE STRIP SERVICE
No Order Too Large!
Save Time! Save Money!
STORE BUSINESS WELCOME

No C.O.D. Send check with order, including postage.
The Musical Sales Co.
SEEBURG DISTRIBUTORS
140 West Mount Royal Ave.
Baltimore 1, Md.
Vernon 7-5755

Juke Box Operators!
▶ **AARDELL TO ZORA!!**
Horoscopes! No! Record Labels! Yes!

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

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

There are 1,467 different record labels listed in this Guide. Labels are listed alphabetically for easy reference, with complete addresses. In addition, this 100-page booklet also contains a directory of record distributors, arranged by state and city, and tells you what labels they handle, plus . . .

For record programming ideas for your machines . . .

The top song hits by year for every year since 1900. The top record hits, by artist and label, for the past five years. Order your copy now!

Merchandising Division, The Billboard
2160 Patterson St., Cincinnati 23, Ohio

Yes, I want () copies of The Music-Record Programming and Buying Guide at \$1.00 each. My remittance is enclosed. Please rush to: 800

My Name.....
Company Name.....
Street Address.....
City..... State.....

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.

- December 25—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
- December 31—Central States Phonograph Operators' Association, monthly meeting, 805 Main St., Peoria, Ill.
- January 1—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.
- January 1—West Virginia Music Operators' Association, quarterly meeting, State Office, Charleston, W. Va.
- January 1—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.
- January 1—Washington Music Merchants' Association, monthly meeting, Seattle.
- January 2—Summit County Music Operators' Association, monthly meeting, Akron.
- January 2—Music Operators' Society of St. Jos. Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.
- January 3—California Music Merchants' Association, Sacramento Div., monthly meeting, Headquarters, Sacramento.
- January 3—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Room 278, Cleveland.
- January 7—United Music Operators of Michigan, monthly meeting, Ballroom Floor, Fort Wayne Hotel, Detroit.
- January 8—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
- January 8—California Music Merchants' Association, Los Angeles Division, monthly meeting, headquarters, Los Angeles.
- January 8—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati.
- January 10—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.
- January 16—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary, Ind.
- January 19—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, Ohio.
- January 21—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

S&M Launches

Continued from page 56

vails," said Mr. Dixon. "We are offering one gift to a customer on initial orders only."

S & M served refreshments and gave free souvenirs to several dozen operators who came to see the new models. Among those from the Mid-South were:

D. C. Johnson and his brother, Lavaughn Johnson, Johnson Music Company, Corinth, Miss.; Elgie Foster, Foster Amusement Company, Bolivar, Tenn.; M. L. Armstrong, Armstrong Amusement Company, Brinkley, Ark.

M. B. Morris, Morris Music Company, Somerville, Tenn.; Roy B. Morris, Somerville, Tenn.; Bill Hayden, Hayden Amusement Company, Carruthersville, Mo.; W. V. Forsythe and Raymond Bailey, Forsythe Amusement Company, Millington, Tenn.

Among Memphis operators: Guy Canipe, Canipe Amusement Company; Jake Kahn, Tri-State Amusement Company; Edward H. Newell, general manager of Or-Matt Company; Bill Fitzgerald, manager of Music Sales Company; B. L. Alston and R. D. Ward, Music Sales Company; Charles Stringer, and Buford Bennett, Southern Amusement Company; J. W. Cooper, Or-Matt Company.

W. H. Canipe, Canipe Amusement Company; C. V. McDowell, Southern Amusement Company; Douglas Highfill, Rainbow Amusement Company; Don Matthews, Don's Company, Inc.; Jack Canipe Jr., Canipe Amusement Company, and Mr. and Mrs. Stanley Werner, Werner Amusement Company.

One-Stop Serves

Continued from page 56

is made up of a number of "coming" records chosen by Miss Royer, who checks disk trends in The Billboard and observes music tastes of local residents thru juke box plays and requests to local deejays.

The package is sent to customers thruout the 15 States, giving operators in some isolated Western areas the opportunity to "hear before they buy."

Lebanon Jukes

Continued from page 56

ports are high, 45 per cent. This accounts for the almost exclusive use of new juke boxes. New machines can be imported at the same fee as used ones.

Since the country has virtually nothing but new machines, the people have a very good impression of the juke box. It looks smart and operates in top condition.

Discussing the future of the industry in Lebanon, Ezzedine called his country's economy "a free market." He said that there is no curtail on money and that the businessman can obtain currency from any country for international trade.

One weak point in the industry outlook, Ezzedine said, was the sharp lack of technicians in the country to service, repair or develop music machines. Machines on location must be insured at high rates.

Ezzedine, in the U. S. last week to discuss the Lebanon industry with representatives of the American music industry, said his firm would launch its TV network system in January. His country has as yet no commercial television. Because of its international position, Ezzedine said, Lebanon has good potential for successful TV operations.

Lebanon is primarily an agricultural country and a tourist mecca for people from all parts of the Arab world, as well as Europe.

Ravreby Shows

Continued from page 56

salesman; Irving Berman, service department; Sally Segal, bookkeeper, and Christine Kane, receptionist.

On Display

Two models of the Rock-Ola, the deluxe and the standard, were on display, plus the 120-selection machine. Associated also displayed some of its new lines in kiddie rides and games, including United's new 14-foot bowler, as well as that firm's new Brazil.

In the display were Capitol's line of arcade equipment, including the new Hit-a-Miss, Drive-In Movie kiddie ride, and Auto Test.

COINMEN YOU KNOW

Chicago

By NICK BIRO

Glad to hear that Thomas J. Callaghan, assistant to the president at Bally, who has been bed-ridden for several days, will be up and around by the first of the year. In the coin machine business, where colorful people are more "rule" than "exception," Callaghan might well stand as king. At 70, the peppery little man with flashing black eyes, can look back to 38 years in the Secret Service under eight presidents of the United States—all of whom he knew personally, before becoming associated with Bally.

One story that Callaghan loves to tell, happened when he was given the job of guarding Calvin Coolidge. He had been given many instructions, chief of which was to never, never contradict the dour, taciturn New Englander. One morning the two were out walking when Coolidge pointed toward a hazy sky, commenting, "Big fire in Virginia." "That's not smoke, Mr. President," Callaghan replied politely, "that's fog." "Smoke," answered Coolidge—"Fog," replied Callaghan. The dialog continued until Coolidge stalked into the White House, only to poke his head out and answer—"Contary cuss, aren't you?"

Paul Huebsch, Keeney general sales manager, reporting increased activity in their vending division. "We plan to expand our staff to meet the load," he adds. Roy P. McGinnis, Keeney president, off to Florida for a vacation after the first of the year. Also travelling—only business, not pleasure—Sam

Contracts for Ops

Continued from page 56

file joint returns on the basis that they were in partnership with their locations.

At that time the case was fought and won in favor of the operators. Now, Baker said, the situation has again arisen, and the same Virginia music men have received notice from the federal men that they must file the joint return.

Whether or not the tax danger exists, Baker said, the only sure way for any operator to protect his location is by writing a contract. He pointed out that as far as he was concerned the most productive locations on his route were under contract.

The MOAM's legal counsel, Jacob Levy, an authority on such contracts, also has urged that members try to get locations under contract. He stands ready to advise any MOAM member on this matter.

French-U. S. Trade

Continued from page 56

will derive. The operator in Paris now pays "spectacle-exploitation" tax at a flat rate of \$170 per year, lately reduced from \$250 per year.

In addition he pays 21 per cent of the receipts in commercial profits tax. This is to the State. To the private Society of Authors' Rights (Societe des Droits d'Auteur), he pays a blanket royalty of \$228 per year per machine, and this in some localities is as high as \$357.

But in spite of the number of French-made machines now on the market, the American product is the grand favorite of the public. With what they would add to the treasury each year in revenue, for an argument, the trade is increasingly confident that approval for their import may soon be granted.

Lewis, Exhibit's busy president, off to the East, leaving Frank Menci home to "mind the store."

Art Weinand, Williams' sales manager, greeting Oscar and Meyer Parkoff, of Seaboard New York Corporation, the firm that distributes Williams products in Connecticut, New York, and Newark. Weinand credits part of the so-called "Christmas slow-up" to the fact that distributors are reluctant to load up inventories because of year-end State tax valuation. Taxes are computed on basis of inventory in stock as of the first. Consequently, many distributors in various parts of the country where this is applicable are reluctant to load up—making production scheduling more difficult.

Joe Kline, of First, is still musing over this one—he bought a season book at Wrigley Field for the Bears' games. And of the 50,000 spectators in the park, who does he wind up sitting next to—Herb Perkins, of Purveyor. Joe Robbins, Empire's busy sales manager, played host to Bill Cleary, of Sault Ste. Marie, and Russ Dougherty, of Wisconsin Rapids. Henry Nelson, of Detroit, also dropped by to look over the showrooms and wish Gil Kitt a Merry Christmas. Robbins reported the target-bowlers were giving them a big play.

Mills stated that while no definite plans had been developed for distribution of the venders, present arrangements call for the units to be handled by direct factory representatives—with no distributor hook-up in the immediate offing. Mac Brier, of Donan, is planning to take the whole family to Phoenix for a brief vacation. Don Moloney, Donan's prexy, reporting that many of their pool games are being sold—as Christmas presents—into private homes and recreation rooms.

Mont. Dime Play

Continued from page 56

convince location owners to go along with the dime play move.

"In some cases," added Cohen, "we have eased gradually from nickel play to dime, starting out with dime, nickel and quarter chutes in most cases. Now, most of our dime play machines are a straight dime or three-for-quarter."

Cohen is particularly pleased with the fact that at nearby military installations, where prices are traditionally held to a minimum on merchandise or services, he has been able to slide into dime play without any friction with the persons in charge. "Profits are far better, and we have not been troubled with any attempts by other operators to take over established locations with nickel play," he summed up.

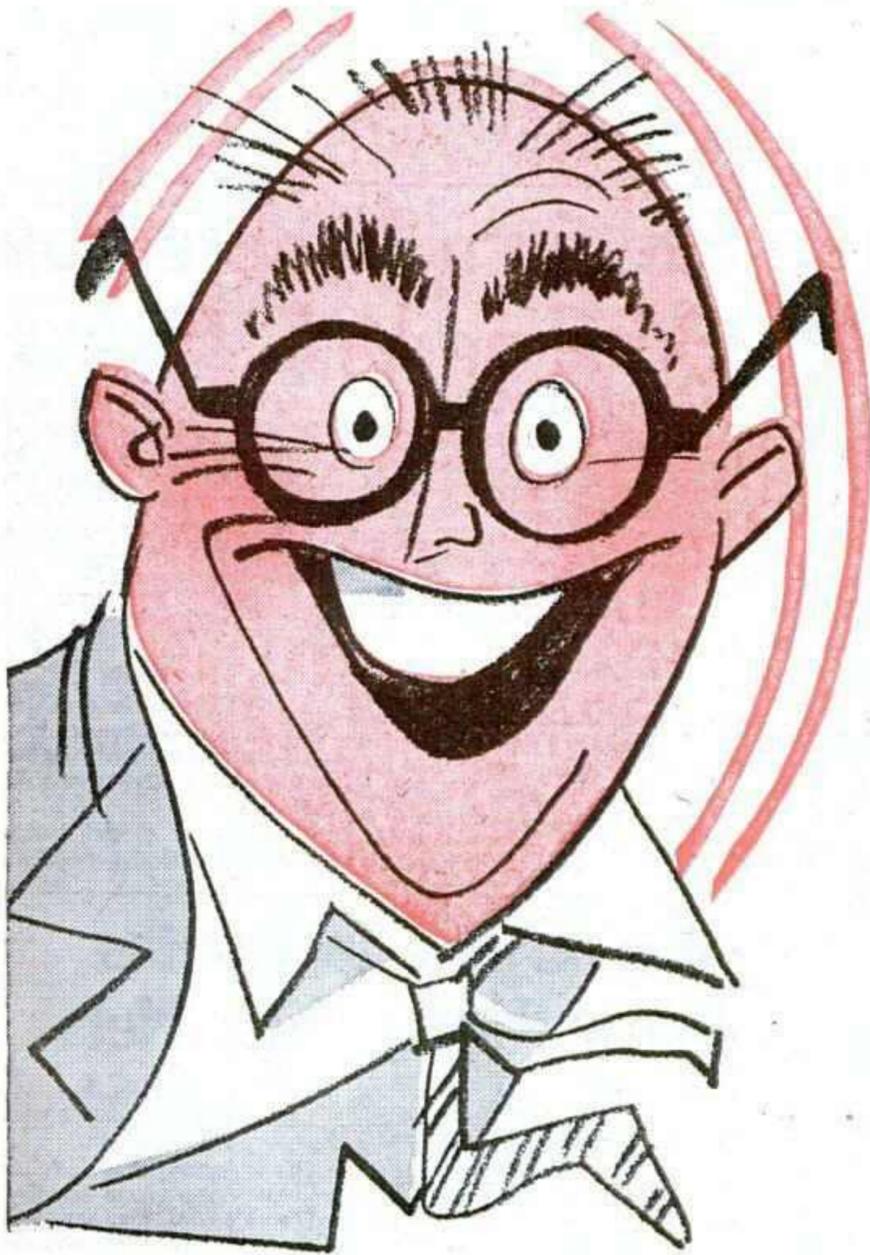
Calif. Ops Sked

Continued from page 56

Tickets are now on sale at the Los Angeles association offices, at the Bakersfield association office, the Fresno division office and the Oakland association office. The following committees will be in charge of the affair:

General chairmen: George A. Miller and Walter Hemple; committee on affairs, Vince Passaro, chairman, Sammy Ricklin, Bill Leuenhagen, I. L. Cordell and Ben Korte; committee for ticket sales, Jerry Jacobs, chairman, Rodney A. Pantages, Wayne Copeland, Joe Silla, Paul Laymon, William Black, Bill Happell, Wes Elster, Hank Tronick and Larry Marvin.

Get Set for Your **FIRST LOOK - FIRST LISTEN**



A Spectacular New **WURLITZER PHONOGRAPH LINE** for ALL Locations

TO BE PRESENTED SOON DURING NATIONAL WURLITZER DAYS
The Rudolph Wurlitzer Company North Tonawanda, New York

Long-Alley Games to Spark Mfrs' Plans for '57 Surge

United, Bally in Full Production, Others to Follow; Predict Boom

By NICK BIRO

CHICAGO—What might well be an industry swing toward long-alley target-bowler games is developing rapidly in Chicago. Now the big question is—will they create the next big game boom?

United Manufacturing Company blazed the trail with its 14-foot-long Bowling Alley, introduced last month (The Billboard, November 24).

Last week, Bally Manufacturing

Company announced its entry into the long-alley target-bowler field with their ABC Bowling Lanes in 14-foot and 11-foot models (The Billboard, December 22.)

And while there has been no official confirmation to date, reports indicate that at least one other game manufacturer, Chicago Coin Machine Company, may introduce a 14-foot target-bowler shortly after the first of the year, with still another game manufacturer on the "probable" list.

Not since the old-time 22-foot shuffleboards has a piece of this lengthy footage been introduced by any game manufacturer. And while the shuffleboards still flourish in

some areas of the country, especially for tournament play and such, they had their heyday in the late 1940's and early 1950's.

Distributors

Now, according to comments of various local distributors, indications are that the new long-alley target-bowlers will no doubt be with us for quite a while. One distributor, who handles all lines, stated that business would be "dead" without the interest shown in the new target-bowlers, with

(Continued on page 61)

Sept. Exports Up 27% Over 1955 Period

However, Trail August; Canada Leads Markets

CHICAGO—U. S. coin machine exports for September show a substantial increase over the same month last year, both in dollar volume and units shipped. However, September totals lagged considerably behind a record August.

Compared to August, when 6,279 units left the country valued at \$1,860,116, September's 5,438 units, valued at \$1,586,147, show a marked dip. However, compared to a year ago—the figures are far ahead. September of 1955 saw 3,811 total units leave the country

(Continued on page 66)

Genco Debuts New 6-Player Skill Ball Unit

CHICAGO—Genco's six-player Skill Ball—a multi-player version of the firm's two-player Skill Ball was introduced by Genco Manufacturing & Sales Company last week.

Like the two-player game, the new unit features single, double and triple scoring; three balls per frame, four frames per game. The player can also win an extra ball, once each frame by going into the "50" pocket.

Dimensions of the new model are 75 inches high, 9 1/4-foot alley and 2 1/2 feet wide.

Ralph Sheffield, Genco's director of sales, stated the firm was discontinuing production of their two-player Skill Ball unit.

New Chairman Named to Hub License Board

BOSTON—A new chairman of the Licensing Board was appointed by Gov. Christian A. Herter this week to replace Mary Driscoll, only recently reappointed to a new term. However, while Miss Driscoll was bounced from the \$9,000-a-year post, she was retained as a consultant to the board at a similar salary.

Clarence R. Elam, first Negro ever to serve on the board was named to the top job. Reports were that Elam took a dim view of pinball machines and might be tougher than Miss Driscoll in handing out new licenses.

Miss Driscoll recently had threatened to withhold the new permits from operators whose machines did not meet the new stand-

(Continued on page 64)

PITKIN PINBALL PERILS

Video Drama Portrays Game Route Hazards

NEW YORK—The hazards of operating coin games, particularly in the wilds of Brooklyn's Pitkin Avenue, were dramatically portrayed over CBS-TV on the "Alfred Hitchcock" series.

The opus, entitled "Alibi Me," dealt with two game operators, mortal enemies since childhood. All proper names of persons and business firms in the following paragraphs are those used in the television drama.

Opening scene shows a man opening the door of an office marked "Brooklyn Amusement Corporation." When he enters the office he pulls a revolver and points

it in a threatening manner at a gentleman seated at the desk.

Unfair Competition

In the ensuing conversation, it becomes established that the seated gentleman is "Lucky Moore," a pinball operator. The hero turns out to be a competitor who claims he is flat broke because Lucky has jumped all his pinball locations on Pitkin Avenue. (Ed. Note: Pinball machines have been illegal on Pitkin Avenue, as in the rest of New York City, for nearly a decade.)

Our hero, still brandishing the hardware, reminds Lucky that ever

(Continued on page 62)

Belgium Wants Low Price on U. S. Games

By JOHN ASHTON

BRUSSELS, Belgium — The market here is ripe for American-made coin-operated amusement games of every type.

The one reservation made by Belgian importers is this: "Prices must be adapted to the current offers of German competitors"—in other words, prices must be cut.

Competition with the U. S. from European manufacturers — particularly in West Germany—is mounting. At the same time, the Belgian market for these games has developed steadily since the end of World War II.

There are no Belgian manufacturers of coin games. Equipment is

wholly imported, and most importers also act as distributors, owning, servicing and maintaining machines on location. Only places where amusement games are owned by locations are the country fairs and the large amusement parks and halls. There are several dozen fairs moving thru the country, each outfit using at least 30 different machines.

60-40 Split

In the 15,000 cafes and similar locations here, amusement games, much in the manner of juke boxes, are placed by operators on a 60-40 split basis.

Most popular of the American

(Continued on page 64)

Bribe Attempt Charged In Boston Pin Probe

BOSTON—Police and the Suffolk County district attorney have been given the name of a man who allegedly offered the executive secretary of the Watch & Ward Society \$1,000 to call off the crusade against pinball machines.

Dwight S. Strong declined to name the man and said he had identified him for police and the prosecutor and plans to notify the Massachusetts Crime Commission. The alleged bribery attempt occurred December 6. Strong said he is disclosing it now because the

Boston Licensing Board is accepting pinball applications for 1957.

The alleged bribe offer was made while four Hub lunchroom proprietors were on trial on lottery charges involving pinball machines. They were acquitted. The man identified himself as the owner of one of the pinball machines, Strong said, but he was not a defendant.

Christmas Gift

The bribe came, the Watch &

(Continued on page 63)

PRICE INDEX ON HOLIDAY

CINCINNATI—The Billboard's Used Price Index has taken a leave of absence during the holiday season. With coin machine trade at a fairly steady pace, there has been very little change in prices over the past two weeks.

The Used Price Index will reappear immediately following the holiday period, with improved weekly listings thru 1957.

Orleans Plans New Pin Code

NEW ORLEANS—A new ordinance designed to aid police and revenue officers in controlling pinball operations was introduced here to the city council last week.

City revenue collector Lee G. Lowe said the measure will provide for penalties which may be enforced before any court action has been taken for operators guilty of license fee evasion. There is also a stipulation for fines, and, or prison terms which would apply upon court conviction.

Lowe explained that the old ordinance provides penalties only after conviction, and operators can avoid these simply by getting the proper licenses at the last minute.

Coin Machine Exports

September, 1956

Country	Phonographs		Amusement Games		Vendors		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	317	\$ 166,536	309	\$ 65,143	1,276	\$70,066	1,902	\$ 301,745
Germany	361	250,340	130	44,539	15	2,042	506	296,921
Belgium	355	178,217	427	30,845	782	209,062
Venezuela	132	121,267	35	10,226	70	9,962	237	141,455
Switzerland	115	84,255	53	16,925	1	611	169	101,791
Austria	105	81,636	6	1,534	111	83,170
Mexico	126	58,495	63	840	175	2,524	364	61,859
Peru	64	50,774	50	613	114	51,387
Columbia	84	49,009	10	508	94	49,517
France	1	975	115	32,600	6	2,346	122	35,921
Netherlands	76	28,412	34	4,143	1	574	111	33,129
Hong Kong	17	5,185	151	24,425	168	29,610
Italy	115	23,412	115	23,412
Sweden	19	13,643	42	7,961	61	21,604
Dom. Rep.	20	14,578	6	750	26	15,328
Other	178	80,468	261	39,990	117	9,778	556	130,236
TOTALS	1,970	\$1,183,790	1,757	\$303,841	1,711	\$98,516	5,438	\$1,586,147

Wis. Ops Cap Routes With Rides; Hike Nets

MILWAUKEE—A growing number of Wisconsin operators are turning to kiddie rides as a means of bolstering receipts and route diversification. Locations easiest for newcomers in this field to establish, they claim, are the shopping centers, and independent supermarket stores.

At least a half dozen well-established operating firms thruout the State have been gradually building their inventories of kiddie rides and small Arcade equipment, and reporting gratifying location takes. They report that the low initial

prices of kiddie rides, in comparison with music equipment encourages their new emphasis.

Other factors that have been tempting operators to sample the kiddie ride field, they say, are the minimum amount of equipment servicing required for the average unit on location; reasonable commission demands from location owners, averaging in the neighbor-

(Continued on page 67)

V. T. Connor Dies; Owned Chi Arcades

CHICAGO — Vincent T. Connor, 54, co-owner with Ted Kruse of the Kruse & Connor Arcade at Chicago's IC Station, died Thursday night (20). Funeral services were scheduled for Monday at St. Mary's Church, Des Plaines, Ill.

Associated with the coin machine industry since 1940, Connor joined Kruse in opening an Arcade at the IC Station in 1942, and opened the present Arcade in April, 1944.

An attorney, Connor served as Des Plaines justice of the peace for 15 years.

He was a vice-president of the former Amusement Corporation, Chicago, a m u s e m e n t machine manufacturing company.

Connor is survived by his widow, Mary, and three daughters, Mary Edith, Valerie and Brigitta.

Bottler Show Set For Washington

WASHINGTON — The American Bottlers of Carbonated Beverages will hold its 1957 convention at the District of Columbia National

Guard Army, November 11-14. The convention, and the International Soft Drink Industry Exposition, is returning here after an absence of six years. Bottlers will meet with their congressmen to discuss tax and legislative problems affecting the industry.

Long-Alley Games

• Continued from page 60

special emphasis on the long-alley models.

Another Chicago distributor attributed a marked rejuvenation in his used game sales, as well as his new models to the long-alley target-bowlers being on the scene. "The new long-alley target-bowlers are also arousing interest in the used shuffle bowlers," he stated. "While many of the operators are putting the new games in their top locations, the interest they create is enabling the operators to place more used shuffle bowlers in some of the lesser volume spots," he added.

Full Production

Bill DeSelm, sales manager for United Manufacturing Company, stated the plant was in full production, working six days a week to turn out its Bowling Alley. "We'll definitely stay with this one for some time," said he, commenting on United's future production plans.

Predictions from Bally were equally optimistic, with Herb Jones, Bally vice-president, commenting that the interest shown thus far in the long-alley target-bowler gave every indication that they were here to cut a sizable swath in the game industry.

The news of at least two other manufacturers planning to join the "party" with their respective 14-foot target-bowler entries adds credence to United's and Bally's optimistic forecasts.

Create Boom?

Reasons for the appearance of the long-alley models are many and varied. Introduction of various types of games in this country seems to very definitely run in cycles. Shuffleboards, pinballs, shuffle bowlers, gun games, baseball games and pool games have each seen their boom period at various times.

Each, to varying degrees, has seen its success peak reached. Each has contributed millions of dollars in revenue and many more millions in hours of playing enjoyment to the American public. Some have risen in success to a peak, ultimately to die, and never return. Others have been up and down two or more times in cycle of popularity.

But one thing is certain, the games do not just "grow" by themselves. Thousands are spent in research and testing before a new model is introduced to the public. For the game has to be a departure from previous models to create real interest. That the new long-alley target-bowlers fit this category is beyond question.

But the big \$64,000 question is, will they be the next boom game to hit the industry? And this, only time will tell.

CHICAGO — The Continental Can Company displayed its new nine-ounce hot vending cup at the NAMA show here.

Known as the Pure-Vend, the cup is plastic coated with a wire tube roll. Production has begun.

Pressuretrol Debuts

CHICAGO—The Halkirk Company exhibited its new high limit control for the firm's portable steam cleaner. Known as the Pressuretrol, the unit lists separately for \$35, or may be bought with the steam cleaner for a total of \$214.50.



Aluminum De-Greased DISCS

METAL TYPERS



Vending Aluminum Identification Discs Are In Demand Because:

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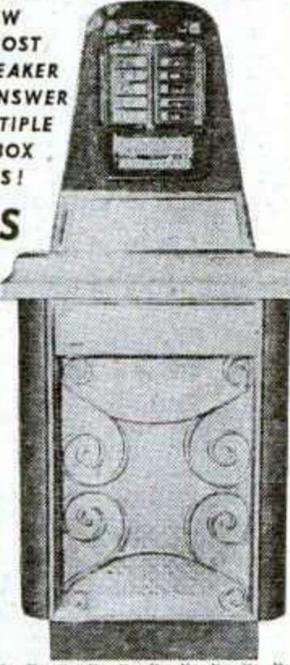
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No. 2 Grade BUMPER POOL CUES, 48"

\$27.00 Value... SPECIAL PRICE... \$24.50 per doz.

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Immediate Delivery

NO. 1—REGULAR SIZE—32"x48", 2-hole, bumpers besides holes. Holes away from cushion for rebound play. Includes ball rack... \$24.75

NO. 2—BUMPERLESS PLAYFIELDS, 2 hole, away from cushion. Includes ball rack and 2 1/4" cue ball... \$24.75

NO. 1 STYLE OR NO. 2 STYLE IN KING SIZE—32"x66" (Holes close to cushion if specified)... \$37.50

REGULAR BUMPER POOL LINED 2 OR 3 HOLE PLAYFIELDS... \$22.95

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REGULAR ROTATION POOL BALL SETS, Nos. 1-10, Incl., 2 1/4"... Per set \$18.50

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Rule cards and instruction sheets packed with each set.

DELUXE CUE BALLS, 2 1/4"... Each \$2.50

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2 1/4" 10-BALL RACKS... Each \$1.50

KELLY POOL BOTTLES... Each \$1.50

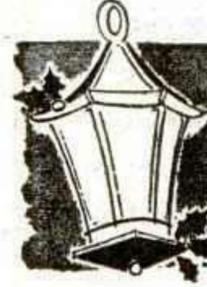
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and

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BEACH BEAUTY	345
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Un. Lightning	195.00
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Genco Quarterback (New)	\$275.00
C.C. Steam Shovel (New)	Write
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COIN MACHINE EXCHANGE INC.
2423 Payne Ave. Cleveland 14, Ohio. Superior 1-4600

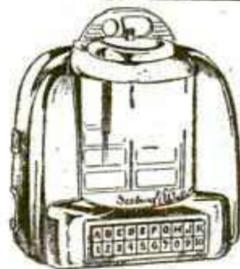
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Pinball Perils

Continued from page 60

since the late lamented "Blacky Hirsch" got "bumped off," Pitkin Avenue was his private preserve and that Lucky was being grossly unfair in his business tactics.

But Lucky taunts our hero, pointing out that Lieutenant Larkin, a police officer, is aware of the harsh feelings between the two operators, and that if any one of the pair meets with a fatal accident Lieutenant Larkin will of a certainty arrest the survivor.

Quick Temper

However, Lucky's taunts are too much for our hero, so he pulls the trigger on Lucky, twice. His next job is to get an alibi, as our hero knows he will be suspect No. 1.

The search for the alibi is frustrating. His uncle, who runs a neighborhood pub, won't come thru because of his associations with Lucky, Blacky and the "other hoodlums."

His girl friend won't alibi for him, because she discovers he has been two-timing her. A sick ward heeler volunteers to cover for him, but he dies as soon as he makes the promise.

Crime Doesn't Pay

Finally, our hero blackmails his landlady into providing him with an alibi—he was in his room all day. But all this comes to naught when a messenger boy, in the presence of the landlady and Lieutenant Larkin, says he made five trips to our hero's room the day of the shooting, and nobody was home.

The drama failed to amuse one coin machine man. Meyer Parkoff, whose Atlantic New York Corporation operates the Brooklyn Amusement Company, Inc., is currently discussing possible action with his attorney, Sidney Levine.

COIN MARKET PLACE

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

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Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

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In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

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Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

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Business Opportunities

FOR SALE—TREMENDOUS BUSINESS, established route of 1,100 1¢ Gum Machines in Midwestern City. All late model equipment of Acorn and Victor machines. Route is 9 years old and requires no out of town travel. Wholesale Business of Equipment and Supplies also included in sale of Route. Books open for inspection. Possibilities of future expansion. Box 1215, c/o Billboard Pub. Co., St. Louis, Mo.

PUNCHING BAG, METAL TYPER, 10¢ Horoscope, \$15 each; Six Shooter, Pistol Pete, Hockey, \$40 each; Drop Picture, \$30 each; others. Come get 'em. Wimpy, Fairgrounds, Covington, La.

VENDING MACHINES—PARTS, ALL SUPPLIES, Ball Gum, all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Fanned Candies, 1 Hershey's, 320 or 520 ct. Candy Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St. Chicago 12, Ill. de29

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2154 Market St., Philadelphia 3, Pa. Locust 7-1448. ch-de29

YEAR END CLEARANCE
Save on used bulk vending machines! 1¢ or 5¢ Silver King, \$5.85; like new 1¢ Acorn B.G., \$7.00; 1¢ or 5¢ Universal "Nugget" (similar to Acorn), \$6.25. Cash with order, please.

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A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. Established over 29 years. Mack II, Postel, 2952 Milwaukee Ave., Chicago 18, Illinois. de29

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18 5-COLUMN VARIETY SHOP AND 32 3-column Three Some vendors, \$12.50 each; Penny Counting Scale \$10; Columbia Weighing Machine, \$50. Al Hoff, 1920 Rose, Baltimore 13, Md.

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TEXAS ASSOCIATED ENTERPRISES

FOR SALE—WHISPER TONE HOSPITAL Radios, used, 10¢ for one hour; under-pillow Speakers, \$17.50 each; Stands with lamp shades, \$5 each. Miltier Newark Distributing Co., 42 Fairbanks, Grand Rapids, Michigan. de29

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. de29

Line Discontinued Distributor Closeout

173 Erickson Fortune Telling Napkin Holders. Chrome M-X, latest model, operator's price is \$24.50 on this model. Will take \$12.00 each cash and throw in a brand new Hanson penny weighing scale with case to any one who takes the whole lot. All brand new and in original cases. Or I will trade for Bally Bullseye or Champion rides.

USED VENDING MACHINES WANTED—49's, Acorns, Toppers, Silver Kings, Counter Games. Send us your list. Bake, 609C Spring Garden St., Philadelphia 23, Pennsylvania. ch-fn

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Forms close Thursday for the following week's issue.

Please use pencil when filling in this form.

- Clip your ad to this form.
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 - Help Wanted
 - Parts, Supplies & Services
 - Positions Wanted
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 - Used Coin-Operated Equipment
 - Wanted To Buy
- Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
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- Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard
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\$ _____ Payment enclosed

Name _____

Address _____

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when answering ads . . .

Say You Saw It in The Billboard

Boston Pin Probe

Continued from page 60

Ward official said, in the form of a "Christmas gift" or a "contribution" to the society. (The society is a private citizen's group organized in

1878 and receives no budget from State or city. It's major activities are investigation and studies of gambling, vice, narcotics and crime. It operates thruout New England.)

The first offer was \$500. When this was refused the bid went to \$1,000, according to Strong. In the

Watch & Ward publication, "On Guard," Strong said 15 Massachusetts communities have banned pinball machines. He expects three others to join in this action in January.

Strong estimates that more than 400 pinball machines are licensed in Boston, and he estimates the take at \$6,240,000 a year. According to Strong, some persons who have tried to rid the city of pinball machines have been threatened, lost employment and been offered gifts and money to stop their fight against the pinball business.

The devices have been under heavy attack in the city lately and the new chairman of the Boston Licensing Board has said he intends to take a firmer hand in the control of licenses of all types.

CHICAGO — The Dixie Cup Corporation has gone into production on six-ounce squat and seven-ounce tapered plastic-coated vending cups. Both cups were exhibited at the NAMA show.

The cups, called Dixielites, will be shipped in early January. Prices have not yet been announced.

BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

NITE CLUB.....	\$435	YACHT CLUB.....	\$60
BROADWAY.....	375	PALM SPRINGS.....	60
MIAMI BEACH.....	225	DUDE RANCH.....	60
GAYTIME.....	195	BEACH CLUB.....	60
VARIETY.....	135	BEACH BEAUTY.....	60

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5c, 10c or 25c PLAY

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EASY TO LOAD
Size:
15 1/2" x 7 1/2" x 5 1/2"
Shipping Wgt.:
17 Lbs.



GAME HOLDS 1,000 Numbered Tickets—with fortune and concealed number under perforation

Assortment of Payout Cards—from 50% to 80%

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We Are Cleaning Up Our Inventory at

SACRIFICE PRICES!

- 25 Wurlitzer 1015's
- 5 Wurlitzer 1100's
- 5 Wurlitzer 1250's
- 20 Wurlitzer 1400's
- 15 Wurlitzer 1600's
- 5 Wurlitzer 1800's

WRITE, WIRE or CALL TODAY!



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40 WALTHAM STREET BOSTON 18, MASS

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TO ALL OUR FRIENDS

from

JOE KLINE WALLY FINKE
SAM KOLBER FRED KLINE
and all the staff

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4-PL. SCOREBOARD ..\$305
HARBOR LIGHTS 225
D. L. SLUGGIN' CHAMP 185
4 BELLES 165
MYSTIC MARVEL 155
GOLD STAR 140
PINWHEEL 120
FLYING HIGH 85
QUEEN OF HEARTS ... 85
SKILL POOL 75
QUARTETTE 75
CYCLONE 65
SPOT BOWLER 59
- CHICAGO COIN
BLONDIE\$325
CAPRI 265
- WILLIAMS
RACE THE CLOCK...\$235
SMOKE SIGNAL..... 175
C. O. D. 85
SEA JOCKEY 75
HAYBURNER 75

SHUFFLES

- CHICAGO COIN
BOWLING TEAM ..\$295
TRIPLE STRIKE 275
*THUNDERBOLT 265
*HOLIDAY 235
*PLAYTIME 215
FLASH 195
SUPER FRAME 155
CRISS CROSS TRGT. 125
*GOLD CUP 115
ADVANCE 105
TRIPLE SCORE 85
DOUBLE SCORE 75
*NAME 65
- UNITED
CLIPPER\$275
LIGHTNING 210
LEAGUE 115
ROYAL 85
OLYMPIC 75
*STAR 10TH FRAME 60
SUPER 10TH FRAME 60
- KEENEY
*DIAMOND\$165
BIKINI 135
PACEMAKER 85
*DOMINO 65
CARNIVAL 55
10 PLAYER 55
- *Indicates Match Play

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6-PLAYER TOURNAMENT SKI-BOWL

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EXPLODING COLLECTIONS EVERYWHERE!

BE SMART! BE FIRST WITH FIRST!

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BY LEADING MANUFACTURERS!

LATEST MODELS! NEWEST FEATURES!

- STANDARD PLAYFIELD.
- * Jumbo Plastic Lite-Up Bumpers
- * 2 or 3-Hole Play
- * Levelmatic Adjusters

- NEW SENIOR SIZE 36"x60"\$125
- NEW KING SIZE 36"x70"\$145

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BRAND-NEW SLATE TOPS, FACTORY INSTALLED IN FINEST RECONDITIONED GAMES!

\$125

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RACK POOL TOPS All new! Rack, oversize Cue Ball, reg. size.... \$25

JUMBO RACK POOL TOPS 32"x66", Rack, oversize Cue Ball. \$35

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FINEST SLATE TOPS Regulation 32"x48", Best rubberbacked billiard cloth, jumbo Plastic Bumpers..... \$67.50

EXHIBIT'S NEW and DIFFERENT RINGER BALL

TOSS the Ball!

BINGOS

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DOUBLE HEADER\$545
NIGHT CLUB 435
MIAMI BEACH 225
BIG TIME 225
VARIETY 125
BEAUTY 75
PALM BEACH 75
SPOTLIGHT 55

GUNS

- Genco STATE FAIR ..\$399
Exh. TREASURE COVE 299
Genco SKY ROCKET .. 279
Un. BONUS GUN 255
Un. DE L. CARNIVAL. 205
Un. CARNIVAL 199
Ex. SPORTLAND 175
Auto. SUPER BOMBER 145
United JUNGLE GUN .. 135
Ex. SHOOTING GAL. .. 125
UNDERSEA RAIDER.. 125
Ex. DALE GUN 85

ARCADE

- Wms. FOUR BAGGER \$375
Mutoscope K.O. CHAMP, Floor Sample 348
C.C. TWIN HOCKEY .. 310
Wms. ALL STAR
6-PL. BASEBALL 175
SIDEWALK ENGINEER 165
C.C. BASKET CHAMP. 145
Wms. STAR BASEBALL 135
Wms. DEL. BASEBALL 135
Cap. MIDGET MOVIES. 135
Auto. ROCK 'N' ROLL. 115
Evans BAT-A-SCORE... 105
Bally BIG INNING 95
Chi Coin GOALEE 95
TELEQUIZ (w/film) ... 95
Scien. BATTING PRAC. 75
Amusa. BOOMERANG. 65

Exclusive Distributors for CHICAGO COIN EXHIBIT INT. MUTOSCOPE

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"NEW YEAR'S SPECIAL"

BRAND NEW



SPECIAL PRICE \$125

2 or 3-hole play, Jumbo Light-Up Bumpers and Non-Warp Play Fields. Latest models. Newest features.

Purveyor Distributing Co. 4322-24 N. Western Ave., Chicago, Ill. Juniper 8-1814

REPLACEMENT TOPS

SLATE TOPS—FINEST QUALITY for regulation size (32"x48") games\$65.00

4-HOLE BUMPERLESS RACK POOL TOPS, 1 hole in each corner, regular size w/rack, oversize cue ball\$29.50

RACK POOL TOPS all new with rack and oversize cue ball. Regular size\$25.00 Jumbo size 35.00

Belgium Wants Low Prices

Continued from page 60

games here are the five-ball pin games manufactured by Gottlieb and by Williams. Other top favorites are target games, altho these types are not used in cafes, due to space restrictions.

Over the past 10 years, Belgian amusement game operators have set play at five francs per game. This is equal to 10 U. S. cents. There are no individual dis-

tributors of amusement games in Belgium. All of the games are distributed by coin music firms, of which the principal ones are Rock-Ola in Antwerp; the Fred Kelly Corporation, Le Musifone, G. Crols, Demat, Heymans and Gaspar, in Brussels.

In many cases, particularly to fairs and special amusement halls such as along the seacoasts in Blakenberghe-Ostend, games are sold on a cash basis with prices for American or German built games about 70 per cent above the original f.o.b. prices. This margin includes import taxes of up to 30 per cent, which puts a dangerous stranglehold on the industry, and against which distributors and manufacturers' agents have repeatedly protested. In addition, federal tax takes an average of 1.5 Belgian francs out of every 5 francs deposited in the machines.

Relatively Liberal It cannot be said that, apart from the subservience to taxation and stringent controls, the amusement game industry is otherwise limited, other than being authorized to locate games only in places of free access to the public.

During the first six months of 1956, Belgium and Luxemburg imported about 690 amusement games for a total of about \$44,000 plus import duty. The combined Belgo-Luxemburg market was expected to reach an all-time high of over 1,100 units in 1956. This figure was further expected to double in 1958, when 30,000,000 foreign visitors are expected to attend the Brussels International World Fair.

It is generally felt here that after 1958, Belgium will have reached a saturation point in game imports and that financial conditions will no longer permit large imports. If the U. S. industry wishes to maintain its hold on the market in the face of German competition, it is felt that the answer would lie in reduced U. S. export prices.

New Chairman

Continued from page 60

ard laid down by the board. These were that no machine was to be equipped with counters to record the number of games won.

These had caused considerable furor in the past few months in the Hub, with 14 locations losing their licenses in the last two months. Some 530 licenses will come up for renewal January 1.

ATTENTION!!

FLORIDA ARCADE OPERATORS!!

5,000 sq. ft. available in amusement park on Boardwalk, Daytona Beach, Fla. Excellent opportunity for man who can furnish machines.

FOREST AMUSEMENT PARK, INC.

31 North Atlantic Ave. Daytona Beach, Fla.

BONNE ANNEE ET MEILLEURS VOEUX DEMANDEZ NOTRE NOUVEAU GROS CATALOGUE D'EXPORT

- Nous expedions partout
Toutes les machines sont garanties 100%

HAPPY NEW YEAR and BEST WISHES FOR THE FUTURE!

SEND FOR BIG NEW EXPORT CATALOG!

- We Ship Everywhere
All Machines 100% Guaranteed

BUENA SUERTE Y FELICIDAD EN 1957

Peda nuestro nuevo catalogo completo! Embarcamos a todas partes.

Toda clase de maquinas 100% garantizadas.

YEAR-END CLEARANCE SALE!

PRICES SLASHED—Terrific Buys—Write or Call!

GUNS

- EXHIBIT SPORTLAND
EXHIBIT "500"
EXHIBIT SHOOTING GALLERY

ARCADE

- WILLIAMS 4 BAGGER
MIDGET MOVIES (with film)
GENCO QUARTERBACK
GENCO CHAMPION BASEBALL
UNITED SUPER SLUGGER

LARGE STOCK OF

- KIDDIE RIDES
SHUFFLE ALLEYS
BINGOS
POOL TABLES

MUSIC

- SEEBURG V200 LIKE NEW Phone
AMI G200 LIKE NEW Phone
AMI E-120 Phone
AMI E-80 Phone

298 LINCOLN ST. ALLSTON 34, MASS. ALgonquin 4-4040



Exclusive distributors for WURLITZER—BALLY—EXHIBIT—CHICAGO COIN

Exclusive Distributors in ILLINOIS—WISCONSIN

6-Player

WILLIAMS ROLL-A-BALL One of Williams Greatest! GENCO'S OFFICIAL 6-Player SKILL BALL

Exclusive Distributors in NORTHERN ILLINOIS—MICHIGAN NORTHERN INDIANA

UNITED'S BOWLING ALLEY Greatest Game Since Shuffle Alley

SHUFFLE GAMES

- Imperial \$95.00
Ace, Match Score 165.00
Speedy, High Score 150.00
Banner, Mch. Score 160.00
Clipper, High Score 265.00
Capitol, Mch. Score 265.00
United Pool Alley 395.00
Regulation 375.00
A.B.C. Bowler 365.00
Bonus Score 345.00

5 BALLS

- GOTTLIEB: Gladiator \$325.00, Scoreboard 315.00, Tournament 300.00, Duet 265.00, Southern Belle 200.00, Wishing Well 195.00, Sluggin' Champ 195.00, Twin Bill 185.00, Gypsy Queen 185.00, Stage Coach 175.00, Mystic Marvel 165.00, Daisy Mae 150.00, Hawaiian Beauty 145.00, Arabian Nights 135.00, Green Pastures 125.00, Shindig 115.00, Queen of Hearts 110.00, Pinwheel 110.00, Marble Queen 100.00, Poker Face 100.00, Grand Slam 95.00

ARCADE

- PEPPY THE CLOWN Write
AUTO PHOTO Write
WMS. CRANE, NEW Write
Grandma Horoscope \$495.00
Champion Horse 395.00
Hi-Fly Baseball (New) 389.50
Star Slugger 350.00
Star Super Slugger 350.00
Twin Hockey 310.00
Muto. Photomatic (Prewar) 295.00
Space Ranger 295.00
Champion Baseball 295.00
Genco Quarterback 275.00
Set Shot Basketball 275.00
Muto. Football 275.00
Bally Moonride 250.00
2-Player Basketball 195.00
Thunderbolt Horse 175.00
Coin Recordie 175.00
Sidewalk Engineer 165.00
Silver Gloves 165.00
Major League Baseball 150.00
De Luxe Baseball 135.00
Underses Raider 125.00
4-Player Derby 99.50
Flash Hockey 99.50
Flying Saucer 99.50
Teleguiz 95.00

GUNS

- PIRATE GUN Write
DAYCROCKETT Write
State Fair \$395.00
Wild West 295.00
Deluxe BONUS 275.00
500 Shooting Gallery 250.00
Jet Fighter 225.00
Carnival 195.00
Rifle Gallery 175.00

PHONOGRAPHS

- SEEBURG: HF 100 R \$795.00, HF 100 G 695.00, M 100 C 875.00, M 100 B 475.00, M 100 A 250.00

WANTED!

Gottlieb, Super Jumbo and Jubilee United, Team and League

HIGH CASH PRICES for LATE MODEL WURLITZERS

We will buy for the highest cash price any quantity of Wurlitzer Models 1700 and 1800 for export.

BUSH DISTRIBUTING COMPANY

286 N.W. 29th St., Miami, Florida Phone: Franklin 3-4623

BEST IN THE MIDDLE WEST Now Delivering

GENCO SKILL BALL CHICAGO COIN SKI-BOWL EXHIBIT RINGER BALL ROYAL 50¢ UNITS FOR SEEBURG PHONOGRAPHS

1/3 deposit, balance C.O.D. or S/D

UNIVERSITY Coin Machine Exchange 858 No. High St. Columbus 8, OHIO Tel: AXminster 4-3529

Empire COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

ADVERTISERS know exactly what THE BILLBOARD delivers because The Billboard is a member of the Audit Bureau of Circulations.

SPECIAL CLOSE-OUT
 NEW GENCO 2-PLAYER SKILL BALL
 Write for price.
Morris Novelty Co.
 3007 Olive St. St. Louis 3, Mo.
 (Phone: FRanklin 1-0757)

GIVE TO DAMON RUNYON CANCER FUND

Arizona Marks Game Tax Boost

PHOENIX, Ariz.—Amusement game operators in Arizona paid a federal \$10 tax on 2,519 machines in the 1955-1956 fiscal year. This was an increase from 2,155 the previous year.
 Bowling alleys, billiard and pool parlors, which pay a \$20 federal tax, increased during the year from 181 to 188 establishments.

CLEARANCE SALE! CHALLENGER PISTOLS \$29.95
 Like new, with chrome floor stand and Bull's-Eye Target; Complete in lots of 5 or more. \$39.95 lots of 1 to 4.
WOW! STAR SHOOTING GALLERY \$125.00
SPORTLAND SHOOTING GALLERY 149.50
 (in good working order) All Prices F.O.B. Chicago.
 KIDDIE RIDES (Coin Operated). We Buy—Sell—Trade. Send us your list and requirements.
 All Phones: Uptown 8-1369
Carousel Industries, Inc. 2645 W. Lawrence Ave., Chicago 25, Ill.

ATTENTION—N. ILLINOIS AND IOWA OPERATORS!
THAT'S GOLD IN GOTTLIEB'S EXCITING NEW COLORFUL! RAINBOW ACTION!
SLUG REJECTOR! IMMEDIATE SHIPMENT!

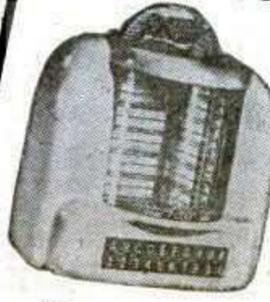
BEST WISHES for a PROSPEROUS, HAPPY NEW YEAR

POOL TABLE BUYS!	LATE GOTTLIEB 5-BALLS
Wms. DIAMOND SCORE \$75	MULTIPLE PLAY
United HIGH SCORE 75	SCOREBOARD, 4-Player \$250
Wms. DEL. BANK POOL 50	TOREADOR, 2-Player \$10
Gen. TOURNAMENT POOL 50	GLADIATOR, 2-Player 800
Gott. SPOT POOL 50	MARATHON, 2-Player 295
	TOURNAMENT, 2-Player 275
	DUETTE, 2-Player 195

NATIONAL COIN MACHINE EXCHANGE
 1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO 14

BEST WISHES TO YOU for a Happy and Prosperous 1957

WALL BOX SPECIAL



SEEBURG 3W1 (Chrome) \$54.50

- Completely Reconditioned
- New Buffons
- Chrome Covers

Shaffer MUSIC COMPANY
 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. 1827 N. Capitol Ave. MElrose 4-3571
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when answering ads . . . Say You Saw It in The Billboard

'Match' Ski-Bowl By Chicago Coin

CHICAGO—Chicago Coin Machine Company announced last week it was shipping a new three-way match model of its Ski-Bowl game.
 Similar to the firms six-player tournament Ski-Bowl, the game features number, star and crown match scoring. Ed Levin, Chicago Coin's director of sales, said the firm was in full production on the match model.

From All of Us To All of You
A Very, Very Happy New Year
THE EXHIBIT SUPPLY COMPANY
 4218 W. LAKE STREET CHICAGO, ILLINOIS

Season's Greetings
 TO ALL OUR CUSTOMERS . . . TO ALL OUR FRIENDS . . . AND TO ALL OUR MANUFACTURERS and SUPPLIERS

JACK G. BESS HARRY D. MOSELEY

ROANOKE VENDING EXCHANGE, Inc.
 4930 WEST BROAD STREET, RICHMOND, VA.
 63 COMMONWEALTH AVENUE, BRISTOL, VA.
 625 OHIO AVENUE, CHARLESTON, W. VA.

DISTRIBUTORS FOR
 AMERICA'S LEADING MANUFACTURERS
 AMI, INCORPORATED GENCO MFG. and SALES CO.
 WILLIAMS MANUFACTURING CO. J. H. KEENEY & CO., INC.

GIVE TO DAMON RUNYON CANCER FUND

PROVED FOR HEAVY EARNINGS!
 Has New EASY-SERVICING Features . . .

Williams PERKY 5-Ball Game!



PLAYFIELD LOADED WITH FAST ACTION!

Making Numbers 1 to 5 Scores Replay!

- 3 THUMPER BUMPERS
- 2 CYCLONIC KICKERS
- 2 FLIPPERS

WRITE— WIRE—PHONE— See YOUR Williams DISTRIBUTOR!

Scoring Features:

- ★ 3 "Special" when lit Targets
- ★ 1 "Special" when lit Skill Hole
- ★ 1 "Super Special" when lit Skill Hole

Twin Chutes at slight extra cost.

Williams MANUFACTURING COMPANY

CREATORS OF DEPENDABLE PLAY APPEAL
 4242 W. FILLMORE ST. CHICAGO 24, ILL.

Williams Now Delivering "ROLL-A-BALL"

★★★ **ROYAL** ★★★
DISTRIBUTING, INC.

CARAVAN . . . \$325.00

PIXIE \$195.00

STARDUST . . . \$250.00

ROCK-OLA DISTRIBUTORS

Ask For Ben Mackie or Harold Hoffman
3726 KESSEN AVE. CINCINNATI, O. MONTANA 1-5004

Sept. Exports

Continued from page 60

with a total price tag of \$1,165,468—considerably less than this year's September total.

Canada is again the top receiver of coin machine exports, with Germany, last month's leader, slipping to second place. It is also significant to note that of the top five, Canada alone showed an increase in dollar volume from last month, going from \$294,486 to \$301,745.

National Rundown

Belgium and Venezuela remained in the three and four spot, showing decreases of \$40,000 and \$30,000 in total dollar volume from the August totals, respectively.

Switzerland, in sixth place in August, moved to fifth, despite a decrease in dollar volume of exports received of \$24,000.

Showing the most substantial drop of the three categories were venders, dipping by better than one-third from August—\$150,102 that month, to \$98,516 in September. This is noteworthy, since the number of units shipped rose from 1,394 last month to 1,711 this month, indicating that while volume was up, individual value of the pieces was substantially down. Much of this can be attributed to more used units being sent over, rather than the higher priced, newer models.

Juke boxes and games, while dipping slightly—16 per cent, and 11 per cent, respectively, from August, were nevertheless steady, and still substantially up from the preceding year.

RECONDITIONED EQUIPMENT

We hate braggarts, but you'll pardon our pride in our reconditioned games, especially if you've ever tried any. Every day our customers tell us in so many words, "We've bought games elsewhere, but yours are the best." And no wonder. We scrape and lacquer the rails, install new cards, clean and check them thoroughly inside and out and guarantee them to be ready for location when you receive them. Won't you let us prove it?

WRITE, WIRE OR PHONE FOR PROMPT SHIPMENT

DOUBLE HEADER	\$450.00	GAYETY	\$100.00
MIAMI BEACH	200.00	BIG TIME	210.00
GAY TIME	165.00	PALM SPRINGS	65.00

H.M. BRANSON DISTRIBUTING COMPANY

811 E. BROADWAY Phone: JUniper 7-1343 LOUISVILLE 4, KENTUCKY
EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHS AND BALLY GAMES



May we "express" our Thanks

We are grateful for this Holiday Season and the opportunity it affords to express our appreciation for your friendship and good-will. May every happiness be yours thru the coming year.

Morris S. Gisser & Associates

Cleveland Coin Machine Exchange, Inc.
Cleveland, Ohio

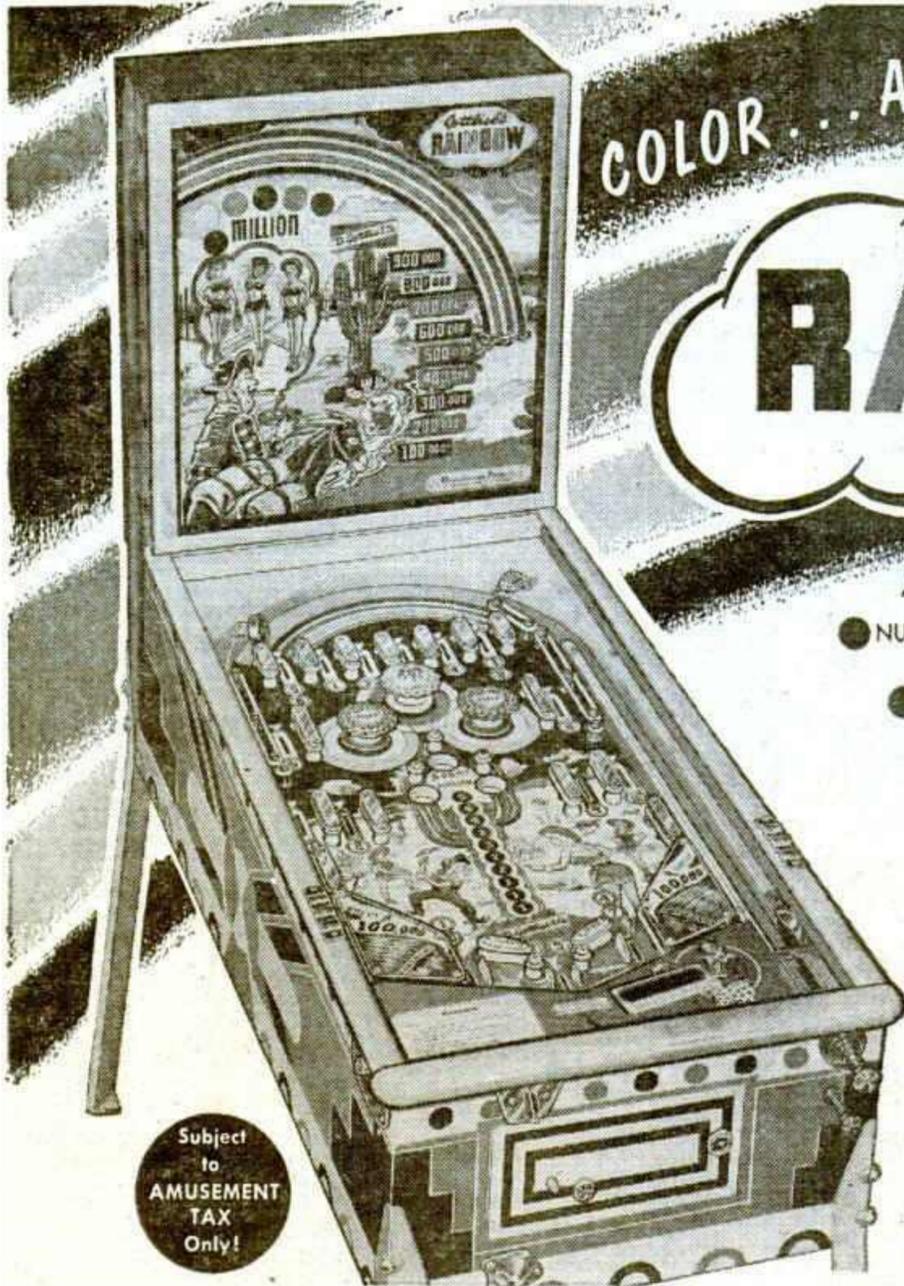
WANTED A-1 MECHANIC FOR BINGO GAMES

Work in the Chicago area. Salary \$600.00 per month. Regular hours, bonus and vacation. Must have car.

Write to: Box 875, The Billboard,
188 W. Randolph Street Chicago 1, Ill.

COLOR . . . ACTION . . . PLAYER APPEAL!

GOTTLIEB'S RAINBOW



- NUMBERED ROLLOVERS LITE RAINBOW SECTIONS IN LITE BOX
- COMPLETED RAINBOW LITES CENTER HOLES FOR SPECIAL SCORE!
- ADDITIONAL ROLLOVERS INCREASE SPECIAL SCORING IN CENTER HOLES
- 3 CENTER HOLES LITE AUTOMATICALLY FOR 1,000,000 SCORING
- 2 "POP BUMPERS" AND 2 "CYCLONIC KICKERS" LITE ALTERNATELY FOR 100,000 SCORING
- SUPER-POWERED FLIPPERS FIRE BALL UP FIELD AT 12 2-WAY ROLLOVERS

D. Gottlieb & Co.
1140-50 North Kostner Avenue • Chicago 51, Illinois

Subject to AMUSEMENT TAX Only!

Amusement Pinballs
as American as Baseball and Hot Dogs!

BUY THE BEST . . . WE DO!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS.

Season's Greetings from D. Gottlieb & Co.

1927 30 Years of Quality Products 1957

KANSAS DISTRIBUTOR-WURLITZER

Wurlitzer 1650 Hi-Fi, 45 rpm	\$325.00	AMI Model "A".....	\$ 80.00
Wurlitzer 1600, 45 rpm..	300.00	AMI WM 120 Wall Boxes.	65.00
Wurlitzer 1800	795.00	AMI E 120.....	395.00
Keeney Deluxe Sportsman Gun.....	195.00	Keeney Deluxe Ranger Gun.....	250.00

UNITED DISTRIBUTORS, INC.

902 W. SECOND WICHITA 12, KANSAS HO 4-6111
HO 4-3504

Wis. Ops Up Net

• Continued from page 60

hood of 25 per cent of the gross receipts, plus the fact that no stocking of merchandise such as cigarettes, candy or phonograph records is needed to enter the field.

Depreciation Favors Rides

Also looked on with favor, according to operators queried, is the fact that depreciation rates of ride equipment are at a much lower rate than they are with music and games.

Red Jacomet, Red's Novelty Company, West Allis, is one of the alert operators in the Milwaukee area who has been reporting fine results with kiddie rides. His firm has been spotting them in this territory for some time with considerable success.

Mitchell Novelty Company, in addition to operating the Game Room concession at the bustling Billy Mitchell airport in Milwaukee, has spotted several kiddie rides at W. T. Grants, and Gimbel's in the Southgate Shopping Center on Milwaukee's South Side, and is noting fine results there.

A number of up-State operators have been branching successfully into kiddie ride operations. List includes: Dewey Wright, Wausau; Val Andreas, Oshkosh; Herb Tonnell, Appleton, and Lou Glass, Madison.

Exclusive Distributor For

BALLY
ROCK-OLA

5 BALLS

CHGO. COIN BLONDIE	\$275.00
CHGO. COIN CAPRI	225.00
GOTTLIEB STAGE COACH	149.50
WILLIAMS SMOKE SIGNAL ...	145.00

BOWLING GAMES

BALLY BOWLING LANES
-NOW DELIVERING

CHICAGO COIN SKI-BOWL.....	Write
GENCO SKILL BALL.....	Write

MUSIC MACHINES

ROCK-OLA 1455-D	Write
ROCK-OLA 1455-S.....	Write
ROCK-OLA 1454	Write
ROCK-OLA 1438.....	\$450.00
AMI MODEL D-80, 40 SEL., 78 RPM	295.00



IN-LINE BINGO GAMES

BALLY

ATLANTIC CITY	\$ 49.50
BEACH BEAUTY	345.00
BEACH CLUB	49.50
BEAUTY	49.50
BIG TIME	235.00
BIG SHOW	Write
BRIGHT LIGHTS	49.50
BRIGHT SPOT	60.00
BROADWAY	375.00
DOUBLE HEADER	495.00
GAYETY	125.00
GAYTIME	225.00
ICE FROLICS	65.00
KEY WEST	Write
MIAMI BEACH	225.00
NITE CLUB	450.00
VARIETY	125.00
YACHT CLUB	50.00

UNITED

CABANA	\$39.50
HAVANA	39.50
HAWAII	39.50
TAHITI	39.50

Joe Ash says:



CALL...WRITE...WIRE!

No Reasonable offer will be refused. Write your own ticket!!

ALLEYS FOR SALE

United 5th Inning
United Clipper
United Shuffle Targetta
United Star Slugger
United Capital
Keeney Diamond Bowler

Chicago Coin Superframe
Chicago Coin Criss Cross
Chicago Coin Fireball
Chicago Coin Advance
Bally Gold Medal
Bally Magic Bowler
Bally Blue Ribbon
United Rainbow
Exhibit Ringer Ball

FOR SALE * Large Quantity of * WRITE
SEEBURG B-200's for PRICE

Exclusive Distributors For Wurlitzer & D. Gottlieb & Co. in S. Jersey, Del. & E. Penna.

ACTIVE

AMUSEMENT MACHINES CO.

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

666 N. Broad St. Phila. 30
FRemont 7-4495
Write or wire for prices

Distributing, Inc.

450 Massachusetts Ave
Indianapolis, Indiana
MElrose 4-8468



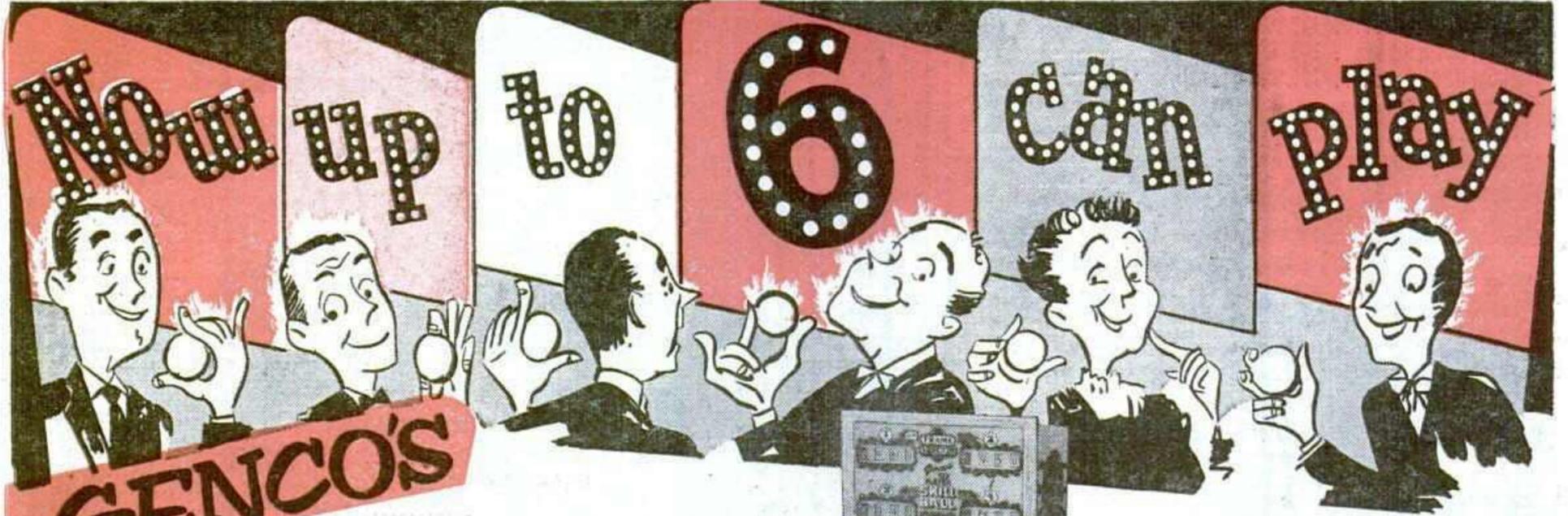
Bally ABC Bowling Lanes

LOCATION TESTS, week after week, in territory after territory, prove Bally ABC BOWLING LANES biggest money-maker in years. Not another shuffle-puck game... but real bowling with 3 in. hard rubber balls... ABC BOWLING LANES is your insurance of a prosperous 1957. Avoid delays in delivery by ordering from your Bally Distributor today.

BALLY MANUFACTURING COMPANY

2640 BELMONT AVENUE

CHICAGO 18, ILLINOIS



GENCO'S

OFFICIAL 6 PLAYER SKILL BALL

FOR BIGGER-THAN-EVER, BETTER-THAN-EVER PLAY AND PROFIT!

ANOTHER GENCO FIRST!

Adjustable
PLAYFIELD RAMP
The only game that can be adjusted for perfect play action for any location.



2-piece DE LUXE Cabinet!
Easy to move... easy to service

BUY a PROVEN GAME
Genco's OFFICIAL SKILL BALL has been tried and proven in thousands of locations.

ONLY THE ORIGINAL OFFICIAL SKILL BALL HAS ALL THESE EXCLUSIVE NEW FEATURES:

- ★ Covered, Locked Cash Box prevents pilferage
- EXTRA BALL FEATURE ON EACH FRAME
- SINGLE, DOUBLE, TRIPLE SCORING
- LIFETIME PLASTIC CUPS
- NEWLY DESIGNED TRANSPARENT, UNBREAKABLE PLEXIGLASS, SHOW CASE FRONT
- COLORFUL, SOUNDPROOF BACKFIELD OF EVERLASTING FOAM PLASTIC

KEEP "ON THE GO" WITH GENCO!

SEE YOUR GENCO DISTRIBUTOR TODAY!

GENCO MFG. & SALES CO. 2621 N. ASHLAND AVE. CHICAGO 14, ILL.



We take pleasure in extending the Season's Greetings to all of our friends, the Genco Distributors and Operators who have helped us make 1956 the best in our 29-year history.



Avron Sensburg
Ralph Sheffield
Al. Warren

Genco Manufacturing & Sales Company

ACCLAIMED

IN EVERY TYPE LOCATION FROM COAST TO COAST!

The GREATEST PROFIT MAKER in 5 Years!

chicago coin's Sensational
6 PLAYER-TOURNAMENT

Ski-Bowl

With The Exclusive . . .
DYNAMO STRIKE
And SINGLE-DOUBLE-TRIPLE SCORING

The EXCITEMENT . . . The SUSPENSE . . . The OUTCOME OF THE GAME is Not Determined Until THE LAST BALL IS ROLLED! . . . keeping his game alive and enabling him to re-shoot and score up to 3 extra strikes!

★ Indestructible Colored Plastic Cups!

★ Full Size Plastic Impregnated Balls!

★ A Natural Attraction For Team Play!

- ★ Completely Noiseless Operation!
- ★ Combination Steel And Unbreakable Plastic Shield!
- ★ Proportionately Sized To Fit All Locations! . . . 10 ft. Long!

★ Fast Play!

★ Available In Regular And Super Models!

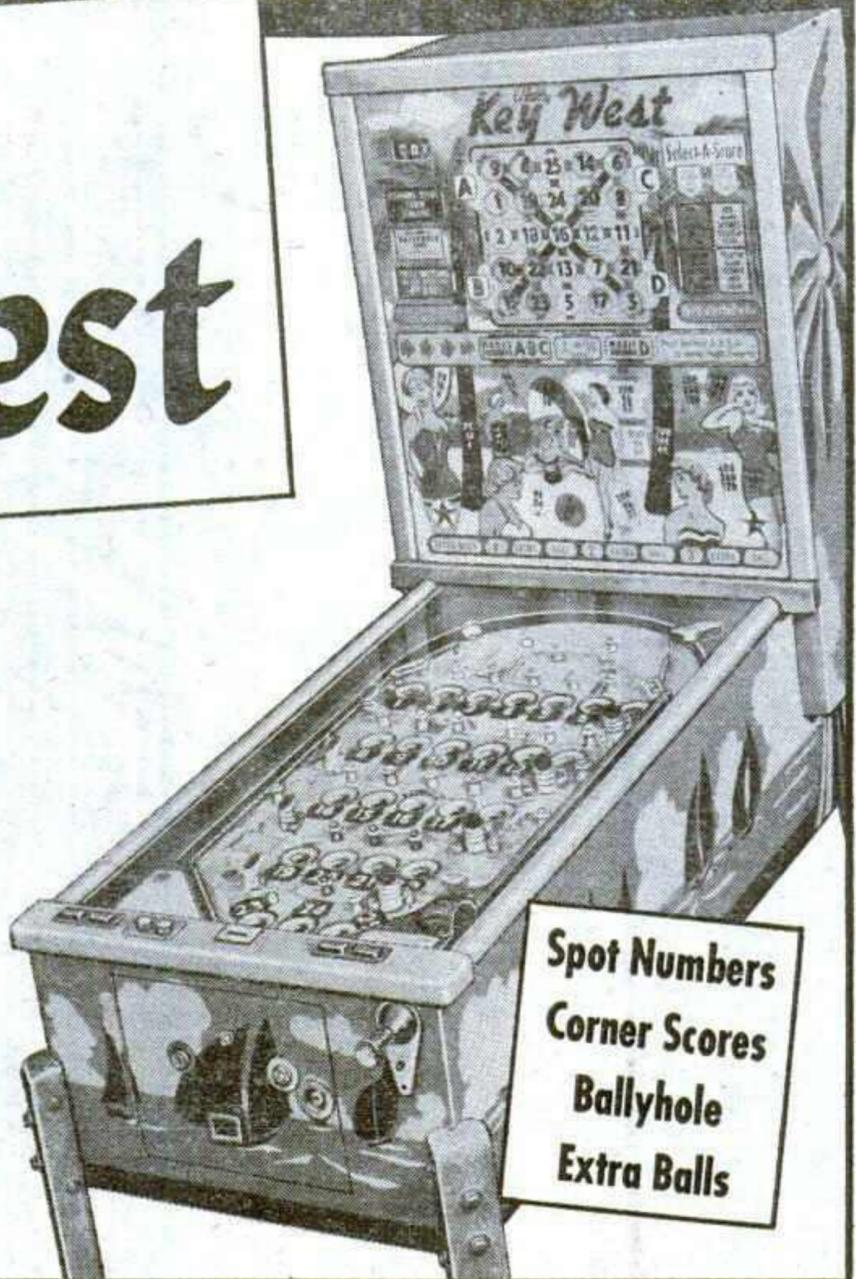
chicago coin
MACHINE COMPANY

1725 West Diversey Blvd., Chicago 14, Ill.

MORE MONEY-MAKING

FEATURES THAN EVER BEFORE BUILT INTO ONE GAME

Bally® Key West



TRIPLE-DECK SCORES

plus new

**SELECT-A-SCORE
SCORE-BOOSTER FEATURE**

MAGIC SQUARES

EXTRA-TIME ROLL-OVERS

Spot Numbers
Corner Scores
Ballyhole
Extra Balls

BALLS-A-POPPIN'

new type novelty game

WITH RIOTOUSLY EXCITING

WILD BALLS
SCORE-BOOSTER FEATURE



NOW AT YOUR

Bally®

DISTRIBUTOR

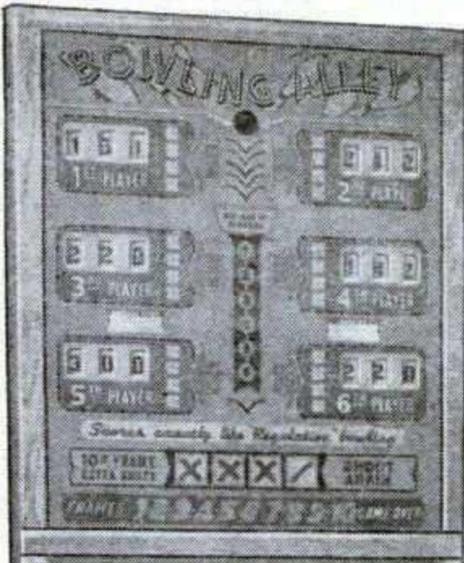
DE LUXE ABC BOWLER
DE LUXE CONGRESS BOWLER
THE CHAMPION • MODEL T
BALLY BIKE

BALLY MANUFACTURING COMPANY
2640 BELMONT AVENUE • CHICAGO 18, ILLINOIS

for best deals on biggest money-makers \$ \$ \$ \$ \$
\$ \$ \$ \$ \$ SEE YOUR *Bally*® DISTRIBUTOR

THE BIGGEST DIMES WORTH OF FUN EVER OFFERED

UNITED'S BOWLING ALLEY!



**NEW
Player Appeal**

COMPLETELY NEW
STYLED CABINET
14 FT. LONG
29 IN. WIDE
18" HIGH PLAYFIELD

**TRUE
BOWLING**

AUTOMATIC REGULATION SCORING
STRIKES—SPARES—SPLITS
REGULATION LEAVES
Straight Ball, Hook and Back-up Ball
ALL THE SHOTS AND THRILLS OF
REGULATION BOWLING

**3 INCH
COMPOSITION
BALLS**

Roll Fast or Slow
Skill—Not Strength
Makes the Expert Player
1 to 6 can play!

**FAST
PLAY
•
QUIET
OPERATION**

NO STOOP
BALL RETURN
RISER
JUST LIKE A
REGULATION
BOWLING ALLEY

**LONG
LIFE ON
LOCATION**

EARNs BIG MONEY
YEAR AFTER YEAR

- BEAUTIFUL FORMICA PLAYBOARD
- EASY LIFT PLAYBOARD
- SIMPLE MECHANISM
- RUGGED CONSTRUCTION
- EQUIPPED WITH UNITED'S
FAMOUS SLUG-REJECTOR

SET UP A BATTERY OF THESE GREAT ALLEYS
AND CASH IN ON HUGE PROFITS
FOR YEARS TO COME!

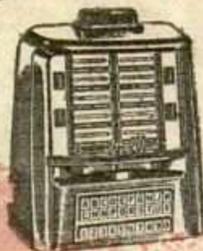
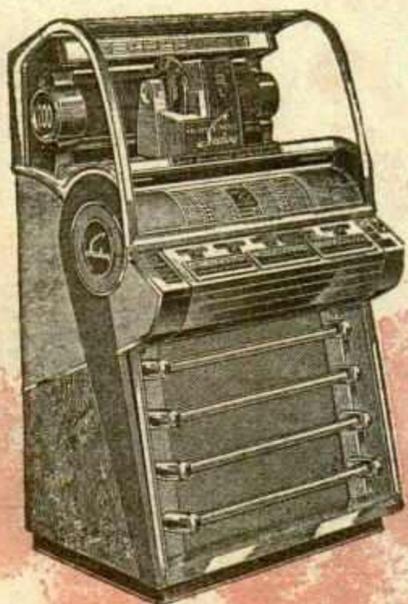


NOT JUST A BIG GAME... IT'S BIG BUSINESS!

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR NOW!

A COMPLETE LINE OF SHUFFLE ALLEYS • RIFLE GALLERIES • IN-LINE GAMES!



A PREDICTION:

in the years ahead

more and more

operators will realize

the value of merchandising music

*the **SEEBURG V-200 WAY!***



Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG
Chicago 22, Illinois
A Division of Fort Pitt Industries, Incorporated

America's finest and most complete music systems