

The Billboard

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Int'l Tunes on Jukes Drop a Beat

Polkas Big Exception to Apparent Dip In U. S. Demand for Foreign Folk Music

By BOB DIETMEIER

CHICAGO—Foreign folk music programmed by juke box operators and on disk jockey radio programs appears to be declining.

Despite the existence of hefty nationality groups in almost all major U. S. cities—comprising large audiences for international ditties—there appears to be a lessening of demand for this music on juke boxes in some big cities. Moreover, in some cities with large nationality populations for whom music from abroad always has been popular, there are fewer radio programs devoted to this type music.

American pop music in all major categories, and even in some instances in special cults such as progressive jazz, seems to be edging nationality ditties with these groups.

The only major exception noted in most areas is in polka music, but because of its widespread appeal, some polka ditties, of course, must be considered in a class by themselves. Even in polkas, however, there are surprising exceptions. Milwaukee, for example, despite its large German and Polish populations, seems to be leaning more to American pop tunes.

It would seem significant that while this development is taking place in the U. S., American pop music is registering impressive gains with peoples around the world.

Speculation about the reasons for this apparent change in musical tastes in nationality groups centers on the notion that American ditties, as part and parcel of U. S., are being taken up more by nationality groups as a steady musical diet, with tunes of their native lands moving to a secondary status. Of course, an important role in this change is played by younger generations in nationality groups who acquire the same pop musical tastes as their counterparts of American-born parentage.

It would seem reasonable that in a city with a large foreign-born

population, music programmed on radio stations and that programmed by juke box operators for this group would correspond. Surprisingly, there does not appear to be a relationship between what disk jockey shows are offering and the kinds of international ditties operators program.

This in itself may reflect the fact that changes in the musical tastes in these nationality groups have brought changes now in process to both operators and stations.

Philadelphia and Boston are good examples of this lack of juke box-radio relationship. In Philadelphia, which has a large Polish population, there are no radio or TV shows devoted to polkas, but almost all operators, in at least some of their locations, find a good audience for polka programming.

In Boston, on the contrary, there are no fewer than seven daily radio programs on station WBOS devoted to six different international categories, plus two Sunday shows devoted to polkas and one Sunday show devoted to Scandinavian ditties on stations WNAC, WJD/ and WMEX respectively. Yet polka programming, or international music of any kind, is virtually nonexistent on the city's juke boxes. And Irish and Italian populations in Boston are dominant, with

(Continued on page 70)

NEW TAX BILLS MAY RELIEVE SHOW WORLD

WASHINGTON—A flood of bills calling for tax relief for many facets of the entertainment industry was introduced during the first day's session of the 85th Congress, and indications are that more will follow.

One called for repeal of the cabaret tax. The bill, H.R. 17, was introduced by Rep. Aime J. Forand, member of its Excise Tax subcommittee. Forand's subcommittee held hearings last November and December on proposed changes in excise tax laws, and the group was openly sympathetic to pleas by musicians and artists for repeal of the tax.

Opening day also saw the introduction of a bill calling for repeal of the manufacturers' excise tax on phonograph records. The bill, H.R. 219, was introduced by Rep. A. S. Herlong Jr., a member of the excise tax subcommittee. A bill calling for removal of excises on musical instruments was introduced by Rep. Hale Boggs. Rep. Noah M. Mason's bill, H.R. 342, went a step further. It asks repeal of excise taxes on admissions, club dues, communications and transportation.

Rodeos got their share of attention, too. A bill introduced by Rep. Gordon L. McDonough, would exempt them from the admissions tax.

LP Output in 1956 Up 27% Over '55; Mostly Pops, Jazz

Reviewers Work Harder to Give Greater Coverage on All Records

By JUNE BUNDY

NEW YORK—Striking statistical confirmation of the increase in pop and jazz long-playing record output in 1956 is provided by a study of releases received by The Billboard's record reviewing staff over the past year.

Altho slightly fewer singles and classical LP's were received in 1956 than in 1955, almost 59 per cent more "other than classical" LP's—pop, jazz, folk, etc.—were logged by The Billboard last year, thereby marking an over-all increase of 27 per cent on LP's received (regardless of category) by The Billboard in 1956.

Tabulations

The Billboard tabulated 4,451 singles and 659 classical LP's in 1956, as compared to 4,542 single disks and 532 longhair albums in 1955. However, in all other LP categories, The Billboard received 1,518 packages in 1956, as compared to 956 the previous year.

The Billboard's music staff chalked up a record of its own last year in the area of record reviewing. More than 90 per cent of singles received were reviewed in 1956, as compared to 85.7 reviewed in 1955.

In the LP field, the staff reviewed 89.3 per cent of classical albums and 85.3 per cent of packages in other categories last year, while only 80.7 per cent of the former and 71.4 per cent of the latter were reviewed in 1955.

Reviewing Up

A monthly breakdown of LP releases reviewed last year provides a strong contrast to 1955 release figures, particularly for June, September, October, November and December. For instance, in the "other than classical" LP group, more than twice as many packages were reviewed last June, November and December, and triple the amount was reviewed in September and October, as compared to the same time periods in 1955.

The continual upswing in the playing of LP selections by pop disk jockeys across the country last year undoubtedly played a major role in jacking up the 1956 LP output in "other than classical" categories. Also on the upswing were the various merchandising gimmicks introduced by labels to push package sales, e.g., RCA Victor's Save on Records plan, Mercury's 1-Cent Bonus, Columbia's Buy of the Month, etc.

Public Factors

Perhaps the most interesting aspects of the LP output increase picture last year were the tremendous step-up in public favor of high fidelity as a hobby ("Sports-car in Hi-Fi," etc.), jazz packages and the introduction of rhythm and blues and country and western packages on a comparatively regular basis. R.&b. moved ahead particularly well. Examples were Atlantic's "Rock and Roll Forever," Fats Domino's "Rockin' n' Rollin'," Starday's George Jones' album, Decca's Red Sovine package, etc.

Off-beat spoken word material
(Continued on page 17)

Public Picks Favorite LP

NEW YORK — "Music From Studio X," an "LP's only" record show, aired over WOR here, last week programmed the results of a special mail-poll of its listeners to select their favorite LP's of 1956.

"My Fair Lady" walked away with show score honors, followed by "South Pacific" and the sound track versions of "Oklahoma!" and "Carousel." Favorite LP orchestras, in order named, were Percy Faith, Paul Weston and Melachrino. In the solo vocal group, only Tennessee Ernie's hymn al-

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NEWS OF THE WEEK

CBS-TV, Bulova in Dispute Over Gleason Show Commercials . . .

CBS-TV and Bulova Watch are engaged in a red-hot dispute over the number of commercials that can be used on the Jackie Gleason show. . . . Page 3

Spring TV Syndication Outlook Bright for Film Distributors . . .

The outlook for spring syndication starts in TV film syndication is at the moment quite promising. Three major distributors are now definitely set to offer new shows. Other possibilities will be pitched to regional sponsors. . . . Page 8

Columbia, Capitol, Dot Climb On EP Price Slash Bandwagon . . .

Columbia, Capitol and Dot Records adopt price-cut policies on Extended Play disks in order to be competitive with RCA Victor's move. Other major manufacturers and independents adopt watchful waiting attitude. . . . Page 15

Stormy ASCAP Membership Meet Deplores Distribution System . . .

A special membership meeting of the American Society of Composers Authors and Publishers held in New York Thursday (3) was highlighted by speeches deploring inequities in the Society's logging and distribution systems. Dissident members plan to continue their struggle in Washington via appeals to both the Justice Department and the House Committee on Small Business. . . . page 16

DEPARTMENTS AND FEATURES

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Games Taxes Show Increase

WASHINGTON—The Internal Revenue Service reported a slight increase in receipts from federal taxes on amusement games and a big jump in similar receipts on gaming devices in July-September 1956, over the same period in 1955.

Tax receipts from coin-operated amusement games in the given period were \$3,964,000 in 1956; \$3,871,000 in 1955.

Tax receipts from gaming devices in the given period were \$6,044,000 in 1956; \$4,984,000 in 1955.

McCANN'S HOT BOX

Gleason Plugs Raise Bulova, CBS Fit; Agency in Middle

NEW YORK—CBS-TV and the Bulova Watch Company reportedly have locked horns over the number of plugs the sponsor is being given on the Jackie Gleason show, Saturday night 8-9. Discussions are being held at the highest level between the web's brass, the client and its agency, McCann-Erickson, to straighten out the dispute.

'Mickey' to Be Sliced in Half

NEW YORK—"Mickey Mouse Club" will be cut from an hour to a half-hour strip next fall when it begins its third season on ABC-TV. A shortage of appropriate sponsors and a dwindling backlog of cartoons prompted the decision, though the series continues to have healthy ratings and financial returns.

The cut-back of the kids' stanza after only two seasons is indicative of the demands made by the medium on programming.

FEATURE FILM PILES UP HOT WGN-TV RATING

CHICAGO—With stations wondering just how late an audience will stay up to gaze at a good feature film, an interesting morsel of evidence from WGN-TV seems to hint "plenty late if the film's good enough."

On December 2, Jim Moran, of Courtesy Motor Sales, a pioneer in high-tab first-run flickers, sponsored a Selznick multi-star opus, "Since You Went Away," in his regular 10 p.m. Sunday night slot. Somehow, neither station nor sponsor were aware in advance that the reels totaled up a running time of two hours and 55 minutes. But next morning, they heard echoes of good-natured complaints voiced by sleepy passengers of the city's trains and buses.

Now the station knows why this viewer-chatter was so widespread. New ARB ratings showed the film hooked a 34.8 for its high, and in an unusually late survey at 12:45 a.m., enough bitter-enders were still staring to pile up a 22.8 rating.

Jim Hanlon, station publicity chief, opined that this was the longest film ever televised.

The web is also engaged in a seeking to persuade the advertiser to shift "Gunsmoke" from Saturday at 10 to Tuesday 10:30, a time period in which it sponsors the recently renewed "Do You Trust Your Wife?" Remington shavers also sponsors some of "Gunsmoke."

CBS-TV would like to program a new and highly regarded music stanza, "The Big Record," in its 10-11 Saturday slot. This could be done if, in addition to the "Gunsmoke" switch, "You're on Your Own" were shifted to 7 p.m. Saturdays, which is available. The new Hazel Bishop stanza is now in the 10:30 p.m. slot on Saturdays. Another time period would also be found for "Do You Trust Your Wife?"

The Bulova gripe focuses around the commercial pattern of the Gleason show which allows for two three-minute commercials during each half hour. The first half hour, however, allows for three plugs, but the second for only two. Bulova, which co-sponsors the show with P. Lorrillard, wants three different commercials in the second half hour as well as the first, but the CBS-TV position is subsidiary struggle with Chesterfield, another McCann client. It is

said to be that it's contract with Gleason forbids changing the commercial pattern.

Complicating the situation is the fact that Bulova is evidently unhappy over its half sponsorship of Gleason and has already asked for relief. The network and McCann have been unable to find a new co-bankroller, and Bulova's unhappiness has been amplified because the Gleason show has taken a drubbing from Perry Como during the last several weeks when he was outpointed by a two to one margin on the Trendex ratings.

Hot Box

Squarely in the middle of the buckshot that is being winged back and forth is McCann, since it is also the agency for CBS. It was the persuasiveness of McCann that is said to be responsible for Bulova's decision to emphasize the use of network TV at the expense of its concentration on spots, the previous pattern of its broadcast advertising.

McCann, consequently, is faced with the problem of finding a solution that will keep all parties happy. Should no such solution be forthcoming, it might conceivably mean that Bulova may take its account elsewhere.

WHILE ON SAFARI

TV Tape to Sub for Godfrey on 'Scouts'

NEW YORK—Arthur Godfrey has become the first performer on a live program to make use of the pre-recording advantages of electronic TV tape over a long period. Beginning February 25, Godfrey will take off on a five-week safari to Africa.

Instead of employing a substitute for the CBS star for his Monday night "Talent Scouts" program, TV tapes will be the sub. The system is thereby being given its first big test, altho it has been used in newscasts.

Formerly when stars longed for scope and flexibility in their schedules, kinescope filled the bill. This is the supreme test for the Ampex system, and it is being used on only "Talent Scouts," not his other two.

Peter Lind Hayes will be the regular sub for the five weeks on Godfrey's daytimer, and a roster of recording stars have been lined up for "Godfrey and His Friends."

The five stars substiting for the Redhead on "Friends" are Vic Damone, Guy Mitchell, Johnnie Ray, Gale Storm and Patti Page.

CBS also has four alternates standing by in case any of the above can't make the date. The alternates are Jo Stafford, Tony Bennett, Tony Martin and Peter Lawford.

Welles Used as Du Pont Lure

NEW YORK—NBC-TV is using Orson Welles as the main bait to see whether it can lure Du Pont into its shop as a major network advertiser. The web is offering Welles' services as producer of either an hour or hour-and-a-half monthly spectacular dramatic show.

Meanwhile, CBS-TV, ABC-TV and Talent Associates were also making cooing noises to Du Pont. CBS is believed to be offering "Seven Lively Arts," and Talent Associates, a series based on the classics.

Swift Nixes Ernie Ford

NEW YORK—Swift has canceled its sponsorship of two quarter hours of Tennessee Ernie on NBC-TV effective during the middle of February. The advertiser is now using 2:45-3 p.m. on the network.

Swift is sponsoring three spectaculars during the first half of this year on NBC and will undoubtedly use some of the money saved on daytime for its nighttime ventures.

BILLBOARD PUBLISHING BUYS TV AVAILABILITIES

The Billboard Publishing Company has concluded negotiations for the purchase of TV Availabilities, a monthly TV business paper which is now in its third year of publication by the Richard Railton Company of San Francisco. TV Availabilities has specialized in the publication of listings and specifications of locally broadcast TV shows in which national advertisers may purchase participations.

Beginning in February, the editorial content of TV Availabilities will be incorporated into The Billboard's TV Availabilities and will be issued in a 9 by 12-inch format printed on coated stock.

TV Availabilities has had a

4,000-copy monthly distribution, concentrated among media executives and TV time buyers at advertising agencies, including virtually every individual in this field involved with television purchases. This group will be added to the list of those receiving The Billboard's merchandising reprint.

As in the past, advertising which appears in The Billboard's weekly issues will be reprinted in the monthly merchandising issue.

The sale of TV Availabilities to The Billboard Publishing Company resulted from negotiations between Richard S. Railton, publisher and general manager of the former, and William D. Littleford, vice-president of The Billboard.

ABC to Unveil Fall Shows in February

NEW YORK — ABC-TV will unveil its 1957-'58 programming schedule February 13 in a presentation for advertisers and agencies at the Waldorf-Astoria Hotel here. The comparatively early date for such an announcement has been made possible by concentrated activity on the part of the web's top echelon in sewing up new shows and stars at break-neck speed.

Less detailed information will be revealed by Leonard Goldenson, president of American Broadcasting-Paramount Theaters, and Ollie Treyz, web chief, at ABC's Miami Beach convention January 15-18 for owned and operated stations and at the annual meeting of the board of governors of the ABC-TV Affiliates Association in Miami January 19. But facts of a "surprise nature" about new network shows will be held until February 13.

Fall Shows

Already confirmed for next fall's schedule are the Frank Sinatra series, "Amazon Trader," an adventure show to be produced by William Orr thru Warner Bros. Pictures; a third Walt Disney series, as yet untitled, which will combine animation and live action; two unnamed hour-long dramas, one believed to be a Western, from Warner Bros., and the retention of 11 shows currently running.

These 11 holdovers are "Disneyland," "Mickey Mouse Club," "Wyatt Earp," "Broken Arrow," "Jim Bowie," "Rin Tin Tin," the two Lawrence Welk hours, the

"Cheyenne," "Conflict" alternating hour, "Voice of Firestone" and "Wednesday Night Fights."

It is expected that "Amateur Hour," "Navy Log," "Lone Ranger" and "Ozzie and Harriet" will also return in the fall, while ABC programmers are not planning to bring back Danny Thomas, Ray Anthony, "Polka Time" and "Circus Time." "Wire Service" may return in a half-hour format. The starting date for the proposed two-hour network daytime schedule has been postponed to the fall, tho tests will take place this spring.

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• New TV Spot Campaigns—

Contracts Set in Every Region
In Two Weeks Ending December 22

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

Anahist thru Ted Bates (Part.)
American Chiclé Products thru Ted Bates (Ann., Part.)
Avon Cosmetics thru Monroe F. Dreher (Ann., Part.)
Bactine, Miles Labs thru Geoffrey Wade (Part.)
Beechnut Baby Foods thru Kenyon & Eckhardt (Ann.)
C & P Telephone thru N. W. Ayer & Sons (Ann., Part.)
California Wines thru McCann-Erickson (Ann.)
Camel Cigarettes, R. J. Reynolds thru William Esty (ID)
Canada Dry Beverages thru J. M. Mathes (Ann.)
Carling's Black Label Beer thru Lang, Fisher & Stashower (Ann.)
Carling's Red Cap Ale thru Lang, Fisher & Stashower (Ann.)
Cracker Jack thru Rogers & Smith (Prog.)
Dentyne, American Chiclé thru Dancer-Fitzgerald-Sample
Heinz 57 Varieties thru Maxon (Ann., ID)
Hunt Club Dog Food, Standard Brands thru Ted Bates (Part.)
Ironized Yeast, Centaur Caldwell Div., Sterling Drug thru Thompson-Koch (Ann.)

Italian Swiss Colony Wine thru Honig-Cooper (ID)
Kent Cigarettes, P. Lorillard thru Lennen & Newell (Ann., ID)
Kool Cigarettes, Brown & Williamson thru Ted Bates (ID)
Ladies' Home Journal, Curtis Publishing thru Batten, Barton, Durstine & Osborn (Part.)
Maybelline Mascara thru Gordon Best (Ann.)
Mounds Candy, Peter Paul thru Dancer-Fitzgerald-Sample (Ann.)
Northern Tissues thru Young & Rubicam (Part.)
Olga Coal thru Bayless-Kerr (Ann., Part.)
Reader's Digest thru BBD&O (ID)
Salada Tea thru Herman W. Stevens Smith Bros. Cough Drops thru Sullivan, Stauffer, Colwell & Bayles (ID)
Speed Queen Washing Machine thru Geer-Murray (Ann.)
Tea Council of U.S.A. thru Leo Burnett (ID)
Temple Oranges, Florida Citrus thru Benton & Bowles (Part.)
Utica Club Beer, West End Brewing (ID)
Wise Potato Chips thru Lynn-Fieldhouse (ID)
Wisk, Lever Bros. thru Batten, Barton, Durstine & Osborn (Ann.)

On Southern Stations

Bufferin, Bristol-Myers thru Young & Rubicam (Ann.)
Chix Gauze Diapers thru Lennen & Newell (Prog.)
Colgate Dental Cream, Colgate-Palmolive thru Ted Bates (Ann.)
Cracker Jack Candy thru Rogers & Smith
Dr. Pepper's Soft Drinks thru Grant (Ann., ID)
Dexter Hand Sewer thru Grant
Eight Top Hits, Whitehouse thru Parker (Ann.)
Flavored Straws thru Dowd-Redfield & Johnstone (Part.)
Ford Cars thru J. W. Thompson (Ann., ID)
Griesedieck Beer thru Maxon (Prog.)
Haley's M.O., Sterling Drug thru Dancer-Fitzgerald-Sample (Ann., Part.)

Hit Parade Cigarettes, American Tobacco thru Batten, Barton, Durstine & Osborn (Ann.)
L & M Cigarettes, Ligette & Myers thru Dancer-Fitzgerald-Sample (Ann.)
Luzianne Coffee, Wm. B. Reilly thru Roman (Ann.)
Phillips 66 thru Lambert & Feasley (Prog.)
Phillips Milk of Magnesia, Sterling Drug thru Dancer-Fitzgerald-Sample (Ann.)
Pure Oil thru Leo Burnett (Ann.)
Southeast Airlines thru Davis (Ann.)
Texaco Super Gas thru Cunningham & Walsh (Ann.)
Vel, Colgate-Palmolive thru Carl S. Brown (Ann.)
Zesta Crackers, Streitmann Biscuit thru Ralph H. Jones (Part.)

On Midwestern Stations

Avon Cosmetics thru Monroe Dreher (Ann., Part.)
Bobbi Home Permanent, Toni thru Tatham-Laird (Ann.)
Bonl Ami Jet Spray Cleaner thru Ruthrauff & Ryan (Ann., Part.)
Colgate Dental Cream, Colgate-Palmolive thru Ted Bates (Ann.)
Energine Lighter Fluid thru Dancer-Fitzgerald-Sample (Ann.)
Floriant, Colgate-Palmolive thru Street & Finney (Ann.)
Folger Coffee thru Cunningham & Walsh (Ann.)
Grand Salad Mixer thru Arthur Meyerhoff (Prog.)
Hellman Beer thru Leo Burnett (Ann.)
Hit Parade Cigarettes, American Tobacco thru Batten, Barton, Durstine & Osborn (Ann., ID, Part.)
Iron Petticoat (Movie), M-G-M thru Donahue & Coe (Ann.)
Kent Cigarettes, P. Lorillard thru Lennen & Newell (Ann., Part.)
Kool Cigarettes, Brown & Williamson thru Ted Bates (ID)
Manischewitz Monarch Wine thru Emil Mogul (Ann., ID)
Maxwell House Coffee thru Benton & Bowles (Ann.)
Mentholatum thru J. Walter Thompson (Part.)

Morton Pies, Continental Baking thru Ted Bates (Part.)
Nabisco Products thru McCann-Erickson (Prog.)
Nytol, Block Drug thru Harry B. Cohen (Ann., Part.)
Omega Oil, Block Drug thru Lawrence C. Gumbinner (Part.)
Pabst Blue Ribbon Beer thru Leo Burnett (Ann.)
Peter Pan Bread thru Allen & Reynolds (Part.)
Sealy Mattress thru Gary Hill (Ann.)
State Securities thru Zimmerman (Ann.)
Stroh Beer thru Zimmer, Keller & Calvert (Prog.)
Sunshine Biscuit thru Cunningham & Walsh (Ann.)
Texaco Super Gas thru Cunningham & Walsh (Ann.)
Vam Hair Formula, Wildroot thru Batten, Barton, Durstine & Osborn (Ann.)
Vel Beauty Bar, Colgate-Palmolive thru Carl S. Brown (Ann.)
Western Land Rollers thru Allen & Reynolds (Ann.)
Wisk, Lever Bros. thru Batten, Barton, Durstine & Osborn (Ann.)
Wonder Bread, Continental Baking thru Ted Bates (Prog.)

On Southwestern Stations

Carter's Little Liver Pills thru Ted Bates (Ann.)
Dr. Pepper's Soft Drinks thru Grant (Ann., ID)
Dentyne, American Chiclé thru Dancer-Fitzgerald-Sample (Ann.)
Folger Coffee thru Cunningham & Walsh (Ann.)
Fritos thru Tracy Locke (ID)

Grant Salad Mixer thru Arthur Meyerhoff (Prog.)
Imperial Pure Cane Sugar thru Tracy Locke (ID)
Kool Cigarettes, Brown & Williamson thru Ted Bates (Ann., ID)
Pearl Beer thru Pitluk (Ann., ID)
Vel Beauty Bar, Colgate-Palmolive thru Carl S. Brown

On Rocky Mountain & West Coast Stations

Beechnut Baby Foods thru Kenyon & Eckhardt (Ann., Part.)
B&B Mushrooms, Grocery Store Products thru Ted Bates (Ann., Part.)
California Sprays thru McCann-Erickson (Ann.)
Colgate Dental Cream, Colgate-Palmolive thru Ted Bates (Ann.)
Flavored Straws thru Dowd-Redfield-Johnstone (Part.)
Folger Coffee thru Cunningham & Walsh (ID)
Hamm Beer thru Campbell-Mithun (Ann.)
Heinz 57 Varieties thru Maxon (Ann., ID)
Ideal Toys thru Grey (Part.)

Old Gold Cigarettes, P. Lorillard thru Lennen & Newell (Ann., ID)
Pacific Public Utilities Service thru Batten, Barton, Durstine & Osborn (Prog.)
Parliament Cigarettes, Benson & Hedges thru Benton & Bowles (Ann.)
Pine Sol, Milner Products thru Gordon Best (Ann., ID)
Profile Bread, Continental Baking thru Ted Bates (Ann.)
Sinclair Petroleum Products thru Morey, Humm & Johnstone (Ann.)
Standard Oil thru D'Arcy (Prog.)
Vel, Colgate-Palmolive thru Carl S. Brown (Ann.)
Wonder Bread, Continental Baking thru Ted Bates (Ann.)

BAH FINISHES 2D NBC STUDY

NEW YORK—Booz, Allen & Hamilton has completed its second survey for NBC-TV, that of the sales department and the manner in which it functions. No major executive changes are expected to stem from the study, but much is hoped for in the way of tightening up the web's sales operation. Booz, Allen & Hamilton's next project for the web will be a study of its programming department.

8 Fellowships Set for Radio, TV Personnel

NEW YORK — CBS Foundation, Inc., the CBS agency for making educational and charitable grants, has announced the establishment at Columbia University of eight annual fellowships for promising radio-TV people to "broaden and strengthen their backgrounds." Selections will be made by a committee of seven, headed by Ed Murrow for CBS-TV, Jacques Barzun for Columbia and former Ambassador Lewis Douglas for the public.

NBC has established the Earl Godwin Memorial Award, in memory of the veteran newscaster who died last September, for local station reporters who demonstrate initiative and enterprise in covering stories for NBC. Herbert Bayard Swope heads the judges' committee.

Ford Sets Up Net Saturation

NEW YORK—Ford has established a pattern of saturation network advertising for January and February thru its purchases of several half hours of various network properties during those months. The saturation, which repeats a pattern pioneered and used so successfully by Ford in radio, is in connection with the introduction of its new hardtop convertible.

Shows to be used are "I Love Lucy" on Mondays, "The Brothers" on Tuesdays, "The Ford Theater" on Wednesdays, Tennessee Ernie, Thursdays and "The Zane Grey Theater," Fridays. "Lucy" and "The Brothers" are short-term buys. The Lincoln-Mercury division of the company also has Ed Sullivan running on Sundays.

NBC EYES SHOW

Bob, Ray in 5-Minute 'Curtaincall' Cartoons

NEW YORK—NBC-TV is giving a long look to a property which seeks to duplicate the success of the Bert and Harry commercials, but on an entertainment scale. It is a five-minute animated strip, "The Curtaincalls," which uses the vocal talents of Bob and Ray. The show has been created by Ed Graham, Jack Sidebotham and the comedians.

The story is of a famous theatrical couple, Paul and Cecily Curtaincall, (modeled on the Lunts) and their friends. There will be Calvin Hoogavin, the voice of truth; Pop Beloved, stage doorman, and Greg Marlowe, a young playwright in love with Cecily.

STABILIZATION

Labor Pacts Halt Vidpix Cost Spiral

HOLLYWOOD—Sponsors can look forward to at least another year of stable TV film costs. Additionally, no major increases in the price of film are expected to take place for another two, and possibly three, years.

The upcoming season will be the first in several when the ante will not be raised over the previous one, due to wage raises garnered by guilds and unions. Last year the major increase was due to the International Association of Theatrical Stage Employees winning of the five-day week, while in 1955 the Screen Actors' Guild was the main factor in upping the budgets.

The SAG contract now runs to March 31, 1960, and talent costs will be stable until then. The Screen Writers' Guild pact runs to January, 1960. The Screen Directors' Guild, whose pact is the first to expire, ends April 4, 1958.

In the technical crafts—both IATSE and teamsters—the present contract runs to January 30, 1958. However, costs will go up to some small degree between now and then.

On January 30 of this year Saturday becomes a double-time day, instead of time and a half, but this will not affect the great majority of programs. On January 30, 1958, there will be a 2½ per cent across-the-board increase for all workers.

In the commercials field costs are likely to increase sooner. The present SAG contract ends March 1, 1958, and that of the screen cartoonists runs out February 8, 1958.

Even when increases do come, however, they are not likely to be nearly as large as during the past round of labor negotiations. For one thing, a great many of the knotty problems, e.g., residual payments and the five-day week, have now been settled.

More importantly, perhaps, the guilds themselves are beginning to realize that they have just about pushed to the line beyond which there is danger of putting crimps into the film boom. SAG, for instance, in a recent letter to its members, pointed out that one advertiser (unnamed, but believed to be Coca-Cola) had switched from film back to live commercials because of the growing burden of residual costs.

The price of most half-hour series this season falls between \$32,000 and \$40,000. This compares with \$28,000 to \$35,000 a year ago, and \$24,000 to \$32,000 two seasons back. In the years 1950-'52, when the telefilm industry more or less got its start, most

programs were in the \$20,000 bracket. It can be seen, therefore, that costs have increased about 30 per cent in the past two years, and 75 per cent over a five or six-year span.

According to producer Hal Roach Jr., there are two areas in which prices could push higher, and that is in the writing and star talent fields. Stars can command more or less their own price. So can established writers, especially comedy writers. How much they're paid depends primarily on hard bargaining, with guild contracts and minimums having little meaning.

CELLER BOMB

Asks Court's Sole Power On Antitrust

WASHINGTON—The Capitol dome almost visibly lifted Monday (7) as Representative Celler proposed blockbusting antitrust bills, one of which is plainly the outgrowth of his TV hearings held here and in New York during the last session. Celler describes his "primacy of free enterprise" bill as one that will re-empower the attorney general, who has been "ousted from his prescribed duty, to enforce the antitrust laws." This has come about, Celler feels, because certain "administrative and regulatory" agencies have been given authority to approve activities challenged as illegal in court, by virtue of said agencies' so-called "expertise" status.

The bill, one of four, reflects testimony apropos of the NBC-Westinghouse station swap given at TV hearings last session, in which the Celler group lambasted the Federal Communications Commission for its apparent failure to join forces with the Department of Justice in preventing the alleged "pressure" tactics by NBC.

Celler legislation would dump the "primary jurisdiction" of regulatory agencies in cases where court action is taken against practices the agency has okayed. The bill would background the present Justice Department suit against NBC, in declaring that suits brought by the U. S. to punish antitrust activities "should not be stayed or barred on the ground that any other agency of the government also has jurisdiction over the activities challenged by the attorney general."

Chernin to Head Up Promotion for Triangle Stations

PHILADELPHIA — Kenneth Chernin has been appointed promotion supervisor of the Radio and Television division of Triangle Publications, Inc. He will supervise advertising and promotion, working closely with the promotion department of each Triangle station.

These include WFIL-AM, FM, TV, here; WBNF-AM, FM, TV, Binghamton, N. Y.; WFBG-AM, TV, Altoona, Pa.; WNHC-AM, FM, TV, New Haven-Hartford, Conn., and WHBG, Harrisburg, Pa.

This One



N4DQ-OEZ-4J4P

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WHIRLYBIRDS *Fasten your seat belts! The new adventure series, "Whirlybirds," is off to the fastest take-off in all television: 85 markets sold after only 6 weeks on the market! Advertisers like Continental Oil (47 markets), Laura Scudder Foods (16 markets), Nabisco (8 markets) are set for immediate start. "Whirlybirds" is the dramatic story of aviation's most amazing aircraft—'copters—and of the men who fly them. Now available: 39 adventure-packed half-hours, produced for CBS Television Film Sales by Desilu Productions, creators of some of television's biggest hits. High-flying "Whirlybirds" will bring in solid sales returns. Act fast for the best choice of remaining markets. For a briefing, contact CBS Television Film Sales, Inc.—New York, Chicago, Boston, Los Angeles, Detroit, San Francisco, St. Louis, Dallas, Atlanta. In Canada: S. W. Caldwell, Ltd.*



**CBS
TELEVISION
FILM
SALES, INC.**

WHAT OF THE LONG SHOW?

Sacks Answers Mitchell in Movie Pro, Con; Live Hours for NBC

NEW YORK — NBC-TV will move ahead with more rather than less hour-long dramatic programming next season, according to Manie Sacks, web programming veepee, despite predictions by Screen Gems that the live hour type of show will give way to feature films on 1957-'58 network schedules.

Advertisers will force networks to at least one or two series of feature films in Class A time, an inevitable development of their success on local stations, thinks John Mitchell, Screen Gems veepee in charge of sales. Sacks and Leonard Goldenson, American Broadcasting - Paramount Theaters president, have plans on their drawing boards for new live hours and no plans for network features.

Screen Gems is shopping for "the right picture package" to include some or all Columbia Pictures releases, in the firm conviction that many sponsors have reached the end of the road in live programming. Hour dramas have reached the saturation point in audience acceptance, thinks Mitchell, while cost-per-thousand has been rising. "Lux Video Theater" is pointed to as an example, its average rating he estimates as hav-

ing dropped in one season from about 35.0 to 20.0.

It is financially feasible for feature films to have a network first run, Mitchell maintains, with local reruns to follow, in the manner of half-hour film shows.

Screen Gems, meanwhile, is by no means lessening its half-hour show activity, currently putting \$1,000,000 into 17 vidfilm pilots costing upward of \$50,000 each. Pilots for "The Web" is already completed, with eight to be finished by March 1 and another eight by April 1. Earmarked for probably syndication are "The

Web," "Ranch Party," "Johnny Nighthawk" and "Leathernecks."

Other planned series include "The Shape, the Face and the Brain," "Dr. Mike," "Here Comes the Showboat," "Casey Jones," "Shore Leave," "Danger Is My Business," "Ivanhoe," "Clipper Ship," "University Award Theater," "Johnny Wildlife," "Tom, Dick and Harry," "Standing Room Only," all half-hour shows, and "The Book of Books," to be produced as 90-minute color specials for holiday seasons. Off the Screen Gems schedule is "You Can't Take It With You."

Story of North Advertising Like Page From Horatio Alger

CHICAGO—A spectacular first year of operation has just been closed out by one of the bouncing-babies of the ad industry, North Advertising, Inc., headquartered here. It ranks 30th in national TV billings, having handled an estimated \$8,000,000 in network time and spots, and North's shingle went up as recently as December 1, 1955.

Dominant account at the pitch plant is the Toni Corporation, of which agency President Don P. Nathanson was formerly ad director. He has also obtained Sealy Mattresses and Lanvin Parfums, Inc.

The agency pulled off a considerable coup by beating some New York competitors to the desirable alternate week sponsorship of Groucho Marx's "You Bet Your Life" in behalf of Prom Home Permanent, a Toni product. Other alternate is Plymouth-De Soto. North also has siphoned Toni's budget into "Person to Person," "The Perry Como Show," Art Linkletter's "People Are Funny," Godfrey's "Talent Scouts" and the forthcoming "Blondie" show on NBC. In daytime TV, the agency is represented on CBS's Garry Moore and Bob Crosby shows and NBC's "Queen for a Day" and "Tic Tac Dough."

North's research department, under psychologist Saul Ben Zeev, is tinkering with methods of pre-testing TV commercials by "Qualitative motivation research" to supplement the "quantitative" findings of older methods. Zeev hopes to build a technique which may be evaluated for consumer impact before costly finished productions are readied for air.

Too, the agency has taken advantage of its location six floors below NBC's color studios in the Merchandise Mart to experiment widely on picking up color-true images of packages and live commercial action. It has a joint arrangement, also, with Desilu Productions in Hollywood to experiment on lighting, make-up and lens standards for luscious beauty close-ups. North's work with UPA Productions on several Tonette children's home permanent commercials won the 1956 Art Director's Club medal for the best animated film commercial.

NEW YORK—Guild Films has announced the resignation of Aaron Katz as veepee and treasurer. While concentrating on other business ventures, Katz will continue to serve as a member of Guild's board of directors.

• 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
DRUGS AND TOILETRIES			
Drugs and Remedies			
Southeastern Drug Bureau, Drug Products, Walter J. Klein	2 (10)	SE (C)	Walter J. Klein
Fletchers Castoria, Medicine, Carl Brown	3 (60)	LA	Shamus Culhane
Dr. Caldwell Laxative, Carl Brown	2 (60)	LA	Shamus Culhane
Whitehall Pharnacal, Anacin, Ted Bates	2 (60)	LA, SA	Transfilm
Norex Laboratories, Amitone, Grey Adv.	1 (60)	LA, FA	Transfilm
HOME BUILDING			
Household Furnishings			
U. S. Rubber, U. S. Naugahyde Cushioning & Coating Fabrics, Fletcher D. Richards (NCAA Football Game)	1 (60)	FA, J	Transfilm
U. S. Koylon Foam, U. S. Naugahyde Cushioning & Coating Fabrics, Fletcher D. Richards (Navy Log, NCAA Football Games)	1 (120)	LA, FA, SE	Transfilm
Appliances, Household Equipment, Supplies			
Westinghouse, Air Conditioner, Fuller, Smith & Ross	7 (60)	SA	James Love
General Electric, Sunlamp, Christmas Bulbs, Batten, Barton, Durstine & Osborn	2 (120)	LA	Sound Masters
Radios, TV Sets, Phonographs, Shavers, Lighters			
Radio Corp. of America, RCA Victor Records, Grey Adv. (Producer's Showcase)	1 (60)	LA, M	Transfilm
RCA Victor Records, Grey Adv. (Saturday Spectacular)	1 (30)	LA (C)	Transfilm
General Electric, GE Transistor Radio, Maxon, Inc. (Warner Bros. Presents)	1 (20)	LA	Transfilm
Admiral, TV, Henri Hurst & McDonald (Today-Tonight)	1 (50)	LA	Fred J. Niles
North American Phillips, Norelco Electric Shavers, C. J. LaRoche & Co. (The Jazz Age)	2 (90), 1(120)	LA (C)	C. J. LaRoche
Channel Master Corp., Showman Antenna, Duso Adv.	1 (40)	LA	Victor Kayfetz
TV Antenna, Duso Adv.	1 (40)	F, SA	Victor Kayfetz
Household Soaps, Cleaners, Polishes			
Colgate, Vel, Foster Adv.	3 (60), 3 (40), 3 (20)	LA	Clayton W. Cousens
APPAREL			
Apparel, Footwear, Accessories			
Kinney Shoes Shoes, M. B. Scott	3 (40)	FA, LA	Hal Roach
Peters Shoe Co., Weather-Bird Shoes, Henri Hurst & McDonald (Mickey Mouse Club)	2 (60)	LA	Wilding
Warner Bros. Co., Bras & Foundation Garments, C. J. LaRoche & Co. (Famous Figures of 1957)	2 (90), 1 (60)	LA (C)	C. J. LaRoche
International Latex Corp., Baby Pants	2 (60), 2(20)	LA	Pathescope Co. of America

(Continued next week)

FOR THOSE WHO CAN AFFORD THE FINEST Quality...

in the East it's...

MOVIELAB

- ROUND-THC-CLOCK SERVICES
- NEGATIVE DEVELOPING
- FIRST PRINT DEPARTMENT
- ULTRA VIOLET AND FLASH PATCH PRINTING
- 16MM AND 35MM RELEASE PRINTING
- KODACHROME PRINTING
- 63 EDITING ROOMS
- SPECIAL TV SERVICES
- For Color it's

Rainbowlab, Inc.

MOVIELAB FILM LABORATORIES, INC.

MOVIELAB BUILDING 619 W. 54th St., N. Y. C. 19 • JUDSON 6-0360

ABC to Try 'Mind' for TV

NEW YORK — ABC-TV will make an audition film next week of "Make Up Your Mind," the panel show which returns to radio via ABC January 14 after three years on other radio networks. George Skinner is the new emcee, with ex-diplomat John S. Young and critic Edith Walton as regular panelists. The 15-minute strip is considered a strong possibility for transference to TV either in its present format or as a weekly half hour.

Arthur Henley is producing the show, called by one ABC exec a "natural simulcast." A rotating group of psychologists, headed by Allan Fromme, would be given more prominence if show goes video.

NBC Inks for 78 'Dragnets'

HOLLYWOOD — NBC-TV renewed its contract with Mark VII Productions for 78 more "Dragnets" last week, assuring the program at least another two-year run on the web.

The show, which first went on TV in 1952, has filmed 198 half-hours thus far, the new addition making the total 276. Only other filmed series to equal or top it are "I Love Lucy" and Groucho Marx. So far Chesterfield has not yet renewed for next season, but it's presumed the sponsor will do so.

Staff Revamp Continues at ABC-TV Web

NEW YORK — The slow but steady realignment of ABC-TV personnel continues this week with the naming of Mortimer Weinbach, veepee for labor relations, to replace James Stabile. Stabile retired last week as veepee and general counsel to join NBC-TV as talent and program contract administrator.

In other ABC shifts, Harold Cohen resigned as director of business affairs for the legal department. Al Seton moves next week from publicity to the post of manager, on-the-air promotion, under John Eckstine. James Connolly has resigned as veepee in charge of San Francisco operations, with John Mitchell taking over temporarily before assuming charge of West Coast operations.

NBC Elects Three Veepps

NEW YORK — NBC has elected three vice-presidents—James Denning, veepee for talent and program contract administration; Thomas Sarnoff, veepee for production and business affairs, Pacific division, and Richard Graham, veepee for law, Pacific division.

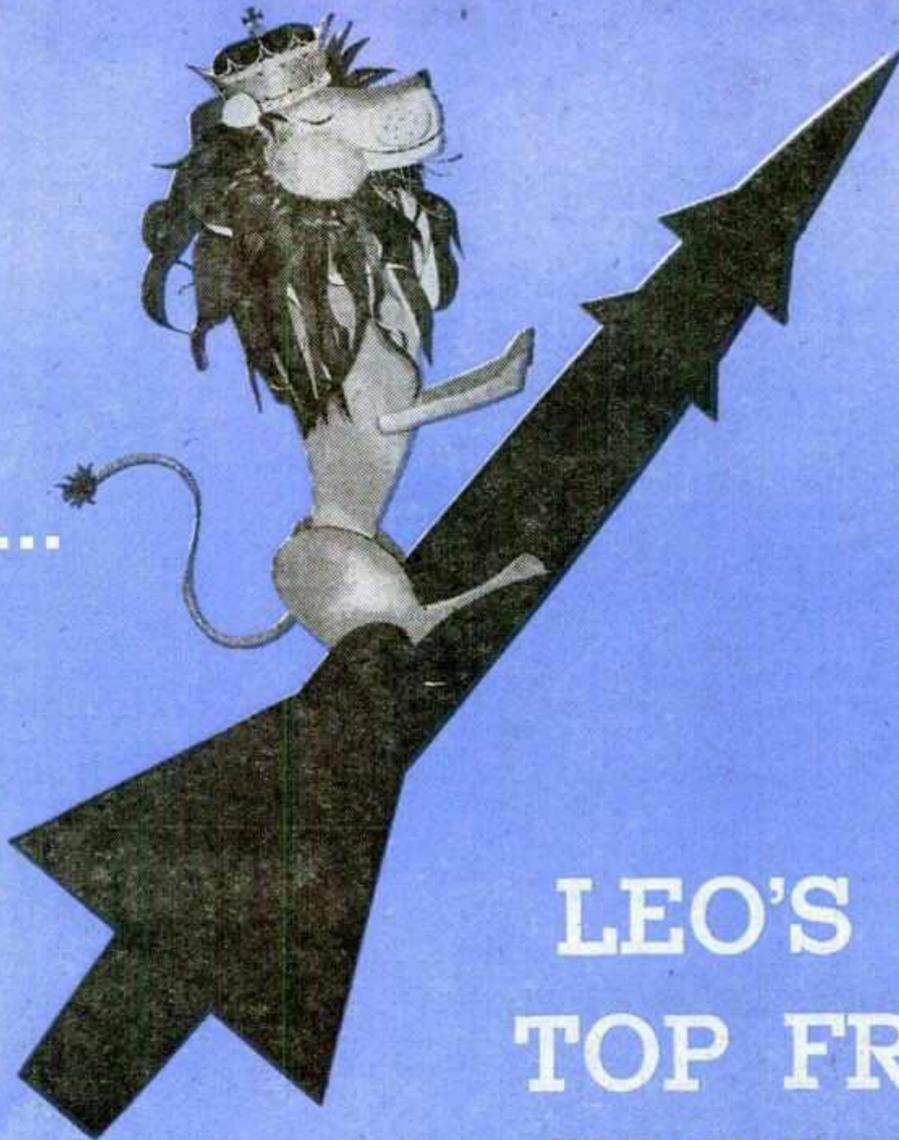
Upon election, Sarnoff, youngest son of Gen. David Sarnoff, resigned as veepee of California National Productions, NBC's film-producing subsidiary.

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

Offices in principal cities throughout the United States

MCA-TV Film Division

The story's
the same
everywhere...



LEO'S ON
TOP FROM
COAST TO
COAST!

IN MINNEAPOLIS...ST. PAUL

25.3

ON KMGM-TV

The sensational MGM-TV success story has made trade headlines and station history from L.A. to N.Y. No matter where you put the M-G-M features, they skyrocket ratings right up to the skies.

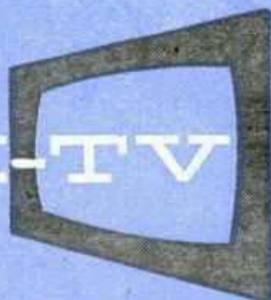
In Minneapolis-St. Paul all the odds were against the M-G-M features coming up with a top rating. They were programmed on an independent channel—against top network competition—and in a time-slot with a previous rating history of only 2.4 (Nov. ARB).

Nevertheless, on December 8th, when KMGM-TV kicked off with Clark Gable and Lana Turner in "Honky-Tonk", the average Trendex was 25.3—topping the second station by more than ten points! Average share: 48.8%.

If you are statistic-minded, this is about equal to all three of the competing stations combined. And if you're billing-conscious, it means that now is the time to make inquiry about the availability of the M-G-M library in your area.

MGM-TV

A SERVICE OF
LOEW'S INCORPORATED



Write, wire or phone
Charles C. Barry, Vice-President, 1540 Broadway, New York



PRODUCTION ON PAR

Outlook Good for First-Run Series for Debut in Spring

By GENE PLOTNIK

NEW YORK—The outlook for the number of spring starts in first-run syndication is pretty good at the moment. There will probably be as many new series brought out for spring debut in 1957 as there were last year, and, depending on the reaction of the regional sponsors, there may be even more.

As for the moment three major distributors appear quite definite about bringing out new shows in time for spring debut. They are Ziv-TV, NBC Television Films and RKO Television. Others have potential spring starters but have not yet decided if they will put them on sale, or, in some cases, are still keeping their plans under wraps.

The spring usually does not have so many syndication debuts for regional sponsors as the winter and fall do. But the release of cheaper shows for sale directly to stations may bring the total number of spring debuts up to the level of the other two seasons.

Last spring the major distributors put six new half-hour series on the air, three of which went on for big multi-sponsors, the other three going into station sales.

Spring Outlook

Herewith is the spring outlook as of the moment for each of the major distributors.

Ziv-TV apparently has not yet decided which property it will push for the spring. The leading candidate seems to be "Harbor Master." Other possibilities are "Martin Kane" and "I Love a Mystery." Ziv did not release a new show last spring. Instead, it went into second-year production on

"Science Fiction Theater," which had debuted in April, 1955.

NBC Television Films is set to put "The Silent Service" on the air by April 1 if any sponsor wants it that early. Last year at this time it had "Crunch and Des" on sale for spring debut.

RKO Television, which was not in the syndication business last spring, expects to have "Sailor of Fortune" on sale in time for spring airings.

ABC Film Syndication has no show earmarked for syndication at the moment. But it has "Exclusive!" in full production. Should it fail to sell it to a network sponsor, it could put it into the syndication market in time for a spring debut.

TPA Plans

Television Programs of America is understood to be planning full production on at least two properties, "Charlie Chan" and "Mr. Digby," either of which could get into syndication by the spring. But TPA has just launched "Hawkeye," which, altho it is going on this month for Langendorf Bakeries, will probably make most of its starts in the spring.

MCA-TV will have a spring syndication start only if it has substantial regional sponsor interest for one of its numerous pilots. Last May it got the Rosemary Clooney show on the air on the basis of the Foremost Dairies buy.

CBS-TV Film Sales seems to be bullish about first-run syndication right now after its fast take-off with "Whirlybirds." It has two pilots, either of which it might decide to push for spring syndication if sponsor interest warranted it. The two shows are "Assignment

Foreign Legion" and "Johnny Mayflower."

National Telefilm Associates is likely to put one of its Desilu pilots, such as "Official Detective," into syndication for the spring. Both distributor and the producer feel good about first-run syndication since the success of "Sheriff of Cochise." Whether they will actually go in again by the spring depends on regional business.

Screen Gems

Screen Gems has four pilots that it will screen for regional clients. On one of them, "The Web," it has been negotiating with a large multi-market sponsor for some time, but the deal has never come to a head. The other three properties that are syndication possibilities for the spring are "Leathernecks," "Johnny Nighthawk" and "Ranch Party."

Hollywood TV Service, which released "Fu Manchu" last spring, may be ready to go with "Famous Sheriffs and Outlaws" in time for spring starts.

Guild Films is working on a show derived from the files of former New York Chief Inspector Conrad Rothengast, but is not likely to have it ready for debut before the fall.

Official Films has been shying away from the syndication of first-run dramatic shows.

That's the outline as it shapes up at the moment. Virtually no distributor today has a consistent first-run release policy for syndication. In the long run, the determination of which first-class properties go into syndication, and when, is made by the major multi-market sponsors.

SUEZ FUSS BRINGS ENG. FILMERS \$, GAS WOES

LONDON—The stringent rationing of gas now operating in Britain is likely to have a serious slowing down effect on all TV film production here before very long.

The coupon allocation to private citizens for pleasure motoring allows only 200 miles travel a month. Business firms with a genuine need for extra gas are lucky to get more than a dribble, giving each car an additional 200 miles range a month.

In the case of video production here, where up to 40 actors and technicians—all living in different parts of the London area—may be occupied in the studio, the problem is certain to become acute within the next month. At Nettlefold Studios, for example, which is just over 20 miles from central London, the situation is causing great concern to Hannah Weinstein and her production team responsible for the "Robin Hood" and "Buccaneer" series, along with the "Sir Lancelot" series being screened at neighboring Twickenham Studios.

So far, no individual technician or actor on any of the series has received an extra allocation. But by skillful "pooling" by individual automobile owners a kind of unofficial taxi service has delivered all the key personnel to the studios on time. However, this has only (Continued on page 13)

NIX PIX

CBS Outlets Turn Down Revlon Deal

NEW YORK—The CBS o.&o. stations in New York and Chicago are reported to have turned down Revlon's proposed half sponsorship of one night's M-G-M features. In Chicago this development is likely to turn Revlon to WGN-TV, whose big movie power is in the Warner Bros. library.

In New York it is not clear what the sponsor's next choice will be. WRCA-TV was reported to have offered a start at Sunday, 10:30 p.m., soon to be vacated by the NBC network. But WRCA wanted an interruption 11-11:15 p.m. for "The 11th Hour News." Revlon apparently didn't care for that.

Revlon is now reported to have dropped all consideration of the NTA Film Network. But as of last week NTA was still hot after at least three other prospects for full sponsorship.

Revlon seems to be trying to get its movie sponsorship on the air by the end of January. When it gets all its station deals wrapped up, it is likely to be in more than 40 markets.

TPA Has Eight In Production

NEW YORK—Television Programs of America opens 1957 with an eight-series production schedule at an estimated gross budget of \$10,500,000. Two established network shows, "Fury" and "Private Secretary," will get 26 new episodes each. The rest of the planned production is on six new properties: "Charlie Chan," "New York Confidential," "Waldo," "Tugboat Annie," "Mr. Digby" and an untitled outdoor action series.

Reporting on 1956 syndication sales, TPA stated "Susie," the "Private Secretary" rerun, has racked up over \$2,000,000 gross sales and is now in 140 markets. "State 7" has grossed \$1,500,000 and is in 125 markets.

ABC Acquires Rights To Hayden's '26 Men'

HOLLYWOOD—ABC Film Division has acquired the rights to Russell Hayden's new Western series, "26 Men," and will produce and distribute the show in conjunction with Hayden. Hayden previously filmed the "Judge Roy Bean" series.

Highwayman, 'Sword' Britain Pix for Official

NEW YORK—The two properties that Sapphire Films will film in England for sale by Official Films for next season are "The Highwayman" and "Sword for Hire." The former is set in England of 1750 and concerns the Bow Street Runners, a vigilante group that was the origination of modern Scotland Yard. The latter is set in Renaissance Florence, Italy.

The pilots of these two shows are due to go before the cameras about February 15.



An old salt, with tattooed arms and a parrot on his shoulder, rasps out his yarn about capturing pirates; he spellbinds his young shipmate . . . and every boy and girl in the TV audience! The "pitch" is for Trix, the sugar coated cereal. The "gimmick" is a giveaway—5 "Jolly Roger Tattoodles" in each package of Trix. Fast pacing makes every moment of this 30 second spot sell. And for a surprise ending, the parrot delivers the sales message! Produced by SARRA for GENERAL MILLS, INC., through TATHAM-LAIRD, INC.

SARRA, INC.

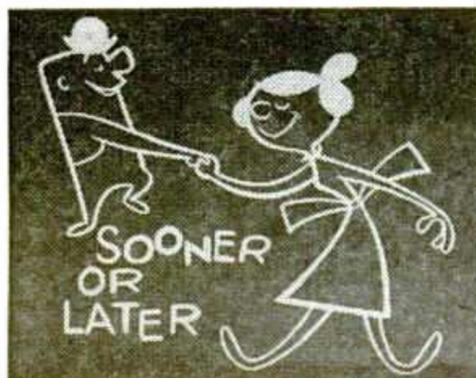
New York: 200 East 56th Street
Chicago: 16 East Ontario Street



The TV audience goes on a visit to the Bulova Watch factory in this 90 second commercial, another in the continuing series for Bulova by SARRA. A dramatic documentary approach tells the story of fine workmanship and precision watchmaking. Interesting closeups of fine watch parts, jewels, mainspring, self-winding mechanisms, etc., clearly reveal the fine craftsmanship that is synonymous with Bulova. Produced by SARRA for the BULOVA WATCH COMPANY, INC., through McCANN-ERICKSON, INC.

SARRA, INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street



The same catchy jingle for Schoenling Lager Beer in seven different musical styles tremendously increases the audio effectiveness of this new series of seven TV spots by SARRA. Modern, highly stylized line drawings of humorous cartoon characters combine with the bouncy musical background to emphasize the sponsor's theme, "sooner or later you're going to try Schoenling." Produced two ways: black on white for spot use, and white on black for superimposition on live crowd backgrounds at sporting events. Prepared by SARRA for THE SCHOENLING BREWING CO., through ROLLMAN ADVERTISING AGENCY, INC.

SARRA, INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street



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



Forrest Tucker, star of "CRUNCH AND DES." This highly successful TV series is now sold in over 170 markets. A few markets are still available... for details contact:

NBC Television Films

A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS, INC.
A SUBSIDIARY OF NATIONAL BROADCASTING COMPANY



663 FIFTH AVE. IN NEW YORK; MERCHANDISE MART IN CHICAGO;
6269 SELMA AVE. IN HOLLYWOOD. IN CANADA: RCA VICTOR, 225 MUTUAL STREET, TORONTO.

WHAT ARE MOVIES?

'Performance' Pix Still Forge Ahead

NEW YORK—Half-hour reruns are often said to be the species of film that will suffer most from the influx of feature films. But to judge from the performance to date of "Star Performance," reruns are far from dead.

Official Films has sold "Performance" on a library basis to stations in 73 markets. In addition, it sold it to Esso Standard Oil for spot booking in 50 markets, six of which overlap with library markets. In addition, Slenderella took "Performance" series in 20 markets, and Budweiser had it for 26 weeks in 14 markets, a few of which were later converted to station library markets. Added together, the former "Four Star Playhouse" films have been placed in a total of 147 U. S. markets.

In addition to that it has been sold in Canada, England, Australia, Honolulu and Italy.

From the American Research Bureau's November reports Official pulled a study on 14 markets in which "Performance" was tops or nearly tops in its slot and was outrating network shows such as "You Bet Your Life," "Lux Video Theater," "Kraft TV Theater," "Studio One," "Godfrey's Talent Scouts," Phil Silvers, the Jane Wyman show and "Dragnet."

Phoenix Story

Most interesting was one market in which it was not tops in its time. That was in four-station Phoenix, Ariz., where it played indie KPHO, Thursday, 8:30 p.m. and had a rating of 15.8 against a 17.9 for "Playhouse 90" and 16.7 for "Lux Video."

In Richmond under Esso sponsorship it played Tuesday, 9:30 p.m., where it got nearly twice the rating of the competing "Brothers" and "Noah's Ark."

In Denver, another four-station market, it played Thursday, 9:30 p.m. and beat the M-G-M movie. In Philadelphia, Tuesday, 10:30 p.m., it beat a top feature film and "Break the \$250,000 Bank."

In the 14 markets together the film's ratings averaged 23.3.

One of the explanations for its sales success is the extraordinary flexibility of the 153-film package. There is no definite count, but indications are that about 80 per cent of the stations play "Performance" at least three times a week.

About 60 per cent of the stations have built programs around one of the principal stars in the package (Charles Boyer, David Niven, Dick Powell and Ida Lupino). WPIX here this week begins playing the four stars' series back to

back, Thursday, 8-10 p.m. The Powell series is already one of the top rated shows on WPIX.

Only about 5 per cent of the stations are stripping it, apparently because the cost per play is too high.

Regional Clients Catch Choice Time Periods

NEW YORK — Altho syndication distributors and sponsors have as tough a clearance problem as ever, major regional sponsors still have an uncanny knack of getting choice time. Sponsors that stay on year after year with strong shows are usually able to improve their time periods in succeeding seasons.

Falstaff Beer this week is starting its sponsorship of "State Trooper" on its big 71-market spread. It has 91 per cent of its clearances in Class A time. For three years Falstaff had been sponsoring "City Detective" and "Celebrity Playhouse."

Its chief clearance is the 9:30-10 p.m. period, which it has in 19 markets. Next is 7:30-8 p.m. in 11 markets. And then comes 10-10:30 p.m. in 10 markets.

Falstaff has the new Rod Cameron show playing 8-8:30 p.m. in seven markets and 8:30-9 p.m. in eight markets.

It is relegated to so-called fringe time in the smallest number of markets, playing 6:30-7 in three, 7-7:30 p.m. in three and 10:30-11 in only two.

The Falstaff time buying was done by the Dancer-Fitzgerald-Sample agency.

Ballantine Buys

Confirming Falstaff's experience was the clearance done by another big regional beer sponsor, Ballantine, which in starting its second year of "Highway Patrol" this fall obtained 92 per cent Class A clearance over its 24-market Eastern spread.

Another minor example is Ohio Oil, which this week starts "Men of Annapolis." It improved its clearance in one market, Dayton, O., where it moved from 10:30 p.m. to 9:30 p.m. The 9:30 slot became

ARB'S TOP 10 FILMS IN 15 KEY MARKETS By Program Type for November

All ratings listed were in ARB's Top 10 for film series in the markets shown.

SERIES (DISTRIBUTOR)	15 KEY MARKETS SURVEYED EVERY MONTH BY ARB														
	ATLANTA	BALTIMORE	BOSTON	CHICAGO	CINCINNATI	CLEVELAND	COLUMBUS	DETROIT	LOS ANGELES	MINN.-ST. PAUL	NEW YORK	PHILADELPHIA	SAN FRANCISCO	SEATTLE-TACOMA	WASHINGTON, D.C.
ADVENTURE SERIES															
SUPERMAN-FLAMINGO	29.1	23.0	23.4	13.5	17.7	—	20.5	18.4	—	—	—	28.8	12.8	24.6	18.7
SCIENCE FICTION THEATRE-ZIV	22.8	18.2	—	22.4	16.7	19.4	—	—	11.7	—	13.5	12.4	19.8	—	12.5
JUNGLE JIM-SCREEN GEMS	22.0	—	—	—	—	—	—	—	12.1	—	—	—	—	—	16.8
SHEENA QUEEN OF THE JUNGLE-ABC	18.6	—	—	—	—	16.8	17.1	—	—	—	8.2	—	—	—	—
WATERFRONT-MCA	17.4	—	29.9	—	—	—	—	—	—	—	—	—	19.8	—	—
HIGHWAY PATROL-ZIV	17.8	17.9	18.0	—	—	25.5	29.7	22.8	—	16.6	18.9	17.1	26.1	31.9	18.1
SOLDIERS OF FORTUNE-MCA	—	17.9	—	—	—	21.1	24.3	—	—	—	8.2	—	—	25.7	14.0
I SEARCH FOR ADVENTURE-BAGHALL	—	—	—	—	—	—	—	—	14.7	13.1	—	—	30.1	38.2	—
CRUNCH & DES-NBC	—	—	—	—	—	19.2	17.9	—	—	—	—	—	23.2	—	—
COUNT OF MONTE CRISTO-TPA	—	—	20.2	—	—	—	—	—	—	—	—	—	—	—	12.5
I LED 3 LIVES-ZIV	—	18.5	—	—	—	—	—	—	—	15.6	—	—	—	—	—
RAMAR OF THE JUNGLE-TPA	—	—	—	—	—	—	—	—	—	—	—	—	—	—	19.8
COMEDY SERIES															
SUSIE-TPA	21.1	—	—	—	—	—	—	—	12.6	—	—	—	—	—	—
AMOS 'N' ANDY-CBS	22.0	—	—	—	—	—	—	18.3	—	—	—	18.2	—	—	—
LIFE OF RILEY-NBC	—	—	—	—	—	—	—	—	11.5	—	—	—	—	40.2	—
LIFE WITH FATHER-CBS	—	—	—	—	—	—	—	—	12.0	—	—	—	—	—	—
ABBOTT & COSTELLO-MCA	—	—	—	—	—	—	—	16.2	—	—	—	—	—	—	—
GREAT GILDERSLEEVE-NBC	—	—	—	—	16.8	—	—	—	—	—	—	13.5	—	—	—
MYSTERY SERIES															
CITY DETECTIVE-MCA	—	—	—	14.3	—	—	—	—	—	12.8	—	—	—	—	—
FEDERAL MEN-MCA	—	—	—	12.1	—	—	—	—	—	—	—	—	—	—	—
MAN CALLED X-ZIV	19.8	23.0	—	—	13.5	—	24.0	—	—	—	—	13.9	—	—	—
BADGE 714-NBC	30.4	—	—	—	—	17.1	—	21.1	—	—	—	14.2	14.8	23.1	—
RACKET SQUAD-ABC	—	—	—	—	—	16.6	—	—	—	—	—	—	—	—	—
MAN BEHIND THE BADGE-MCA	—	—	25.4	—	—	—	—	—	—	—	—	—	—	—	—
ELLERY QUEEN-TPA	—	—	20.0	—	14.1	—	—	—	—	—	—	—	—	—	—
MR. DISTRICT ATTORNEY-ZIV	—	—	—	—	—	—	—	—	12.8	—	—	—	12.3	—	—
WESTERN SERIES															
WILD BILL HICKOK-FLAMINGO	—	24.5	17.6	12.0	15.1	—	—	16.3	—	15.5	—	—	—	—	15.5
BUFFALO BILL JR.-CBS	—	—	—	12.4	—	—	—	—	13.0	—	—	—	—	—	—
ANNIE OAKLEY-CBS	—	17.9	19.7	12.6	17.6	17.5	—	—	14.9	—	—	—	—	33.5	13.5
DEATH VALLEY DAYS-PACIFIC BORAX	—	—	—	—	—	—	35.4	21.8	—	—	11.3	—	—	—	—
RANGE RIDER-CBS	—	—	—	—	—	22.1	—	—	—	—	—	—	—	—	—
SHERIFF OF COCHISE-NTA	—	—	—	—	19.2	16.9	19.3	—	—	19.6	—	—	12.3	27.1	—
WESTERN MARSHAL-NBC	—	—	21.4	—	15.1	—	—	—	—	—	—	—	—	22.2	—
BRAVE EAGLE-CBS	—	—	—	—	—	—	—	16.2	—	—	—	—	—	—	—
CISCO KID-ZIV	—	19.7	—	—	17.3	—	—	—	—	—	—	—	—	—	—
DRAMA SERIES															
SAN FRANCISCO BEAT-CBS	—	—	—	12.7	—	—	—	16.2	13.5	—	—	14.0	—	—	—
STUDIO 57-MCA	—	19.9	20.3	12.5	—	—	—	18.7	—	15.2	—	—	—	23.3	—
DR. HUDSON'S STREET JOURNAL-MCA	—	—	—	30.4	—	—	—	—	—	—	—	—	—	—	—
RHEINGOLD THEATRE-ABC	—	—	—	—	—	—	—	—	—	10.3	—	—	—	—	—
CELEBRITY PLAYHOUSE-SCREEN GEMS	—	—	—	—	—	—	—	—	—	18.8	10.6	12.9	—	—	—
STAGE 7-TPA	—	—	—	—	—	—	—	—	—	20.2	—	—	—	—	—
PUBLIC DEFENDER-INTERSTATE	—	—	—	—	—	—	24.0	—	—	—	—	—	—	—	—
DR. CHRISTIAN-ZIV	—	—	—	—	—	—	—	—	—	—	—	14.3	—	—	—

its chief clearance. It has it in five of its 11 markets. Next comes 10:30 p.m. with three and 10 p.m. with two.

P&G to Export Five Ziv-TV Programs To Spanish Markets

NEW YORK — Procter & Gamble, having tested the technique of daytime stripping in Mexico, will export a package of five Ziv-TV shows, with Spanish sound tracks, to Venezuela for its two leading markets, Caracas and Maracaibo.

The half-hour P&G strip debuts in April and is comprised of "Favorite Story," "Boston Blackie," "Man Called X," "Yesterday's Newsreel" and "The Unexpected."

5-Week Tour for Stars of 'Cochise'

NEW YORK—National Telefilm Associates has arranged a five-week personal appearance tour of 13 cities for John Bromfield and Stan Jones, stars of its "Sheriff of Cochise" series.

The tour, opening January 17 in Denver, lies in Socony Mobil and National Bohemian territory, spon-

Quick Sellout For WBBM Seg

CHICAGO — WBBM-TV claimed Thursday (4) that all spot availabilities for its Saturday night M-G-M feature film repertoire were sold out in an hour on the telephone as soon as they were offered Wednesday morning.

This followed announcement of the whopping Trendex of 42.4, corroborated by a 41.1 ARB, earned when the film package bowed on December 15. The Trendex figure represented a 76.7 share of audience. The debut was sponsored in entirety by Standard Oil of Indiana. The station then decided to switch to spot sales as the simplest way of unloading a desirable property, according to George Arkedes, director of spot sales.

Among the spot sponsors are Marlboro Cigarettes, Sealy Mattresses and Coca-Cola.

sors with big regional buys of the new Western adventure.

"I LED 3 LIVES"
Starring RICHARD CARLSON

#4 AMONG ALL NETWORK SHOWS ALL WEEK IN DALLAS **27.3**

PULSE, August, 1956

- BEATS:**
- 5. WHAT'S MY LINE 25.8
 - 6. LAWRENCE WELK 25.3
 - 7. PHIL SILVERS 25.0
 - 8. LUX VIDEO THEATRE 24.6
 - 9. ALFRED HITCHCOCK 22.5
 - 10. JACKIE GLEASON 21.5

NOTHING TURNS ON THE HEAT LIKE A ZIV PRODUCTION!

5 PILOTS

Bakers Give 'Hawkeye' Big Pre-Testing

SAN FRANCISCO — Langendorf United Bakeries submitted five pilot films to a vigorous pre-testing program before it chose "Hawkeye and the Last of the Mohicans," the show it will put on the air down the entire West Coast next week. It screened the five films before 46 kids who attend the Cragmont School in Berkeley, Calif., and before 100 members of the Columbia Boys Club here.

These groups gave "Hawkeye" the highest rating of the five, 84 per cent of the them rating it good, 11 per cent fair and 4 per cent poor.

The sponsor also asked the kids to say how the pilots compared with five established kid shows—"Lone Ranger," "Cisco Kid," "Steve Donovan," "Rin Tin Tin" and "Jim Bowie."

"Hawkeye" was rated better than any of these by 52.5 per cent of the kids, was considered as good as any of these by 27.3 per cent and was deemed not as good as the older shows by 22 per cent.

Adult OK

Langendorf also screened the pilots for a group of about 100 adults in Oakland, Calif. The adult group gave "Hawkeye" an 86 per cent vote of approval.

These preview tests were apparently a prime factor in determining Langendorf's selection of a new show. In general terms Langendorf wanted an outdoor adventure show with strong appeal for kids and with enough distinctiveness to give high sponsor identification.

Langendorf's previous vehicle was "Steve Donovan." Its agency is Compton. "Hawkeye" is distributed by Television Programs of America.

ATFP Adopts TV Code of NARTB

WASHINGTON—The Alliance of Television Film Producers Friday (4) formally agreed to the adoption of the television code of the National Association of Radio and Television Broadcasters.

Under the agreement, member companies of the alliance will become affiliate subscribers to NARTB's TV code. It was also agreed that an alliance representative will sit as a non-voting member of the NARTB Code Review Board at meetings when television film production problems are scheduled for review and when changes in the code affecting film production are slated for discussion.

Texize Chemicals, Inc., Buys Ziv 'Annapolis'

GREENVILLE, S. C.—Ziv-TV has sold "Men of Annapolis" to Texize Chemicals, Inc., for the Norfolk and Atlanta markets, with the probability of more buys in the Southeast.

Henderson Advertising here agented the purchase.

CNP Plans Color Shooting on 'Riley'

NEW YORK — California National Productions will film next season's stanzas of "Life of Riley" for colorcasting, the first situation comedy on film to go tint.

NBC-TV will test the show in color with one telecast late this spring.

'Elizabeth' Pix for Sterling in Canada

NEW YORK — Sterling Drug last week bought "Life With Elizabeth" for six-station sponsorship in Canada. It is cutting the show into a quarter-hour series. In its original half-hour form, the comedy show actually consisted of two segments per film.

The Guild Films show stars

SYNDICAT'N DUE FOR 'TUGBOAT'

HOLLYWOOD — It appears likely that Television Programs of America will put "Tugboat Annie" into the syndication market this year, possibly soon enough for a spring debut. TPA is said to be one of the few distributors that might put a first-class show into syndication without an assured pay-off from regional sales.

"Tugboat," the pilot of which was produced at an exceptionally high budget, was one of TPA's prize offerings on the national market last spring.

Betty White. The agency on the deal was Dancer-Fitzgerald-Sample.

Rep.-AFM Suit Key To Features in TV

HOLLYWOOD — The entire question of whether or not a union or guild can exercise control over a motion picture product after its completion appears at stake in the \$6 million anti-trust filed by Republic Studios against the American Federation of Musicians here last week (for other details, see Music section).

The action was apparently precipitated directly as the result of efforts to free post-1948 features for release to television. The outcome will undoubtedly affect the plans of all the majors as regards the placing of these pix in TV.

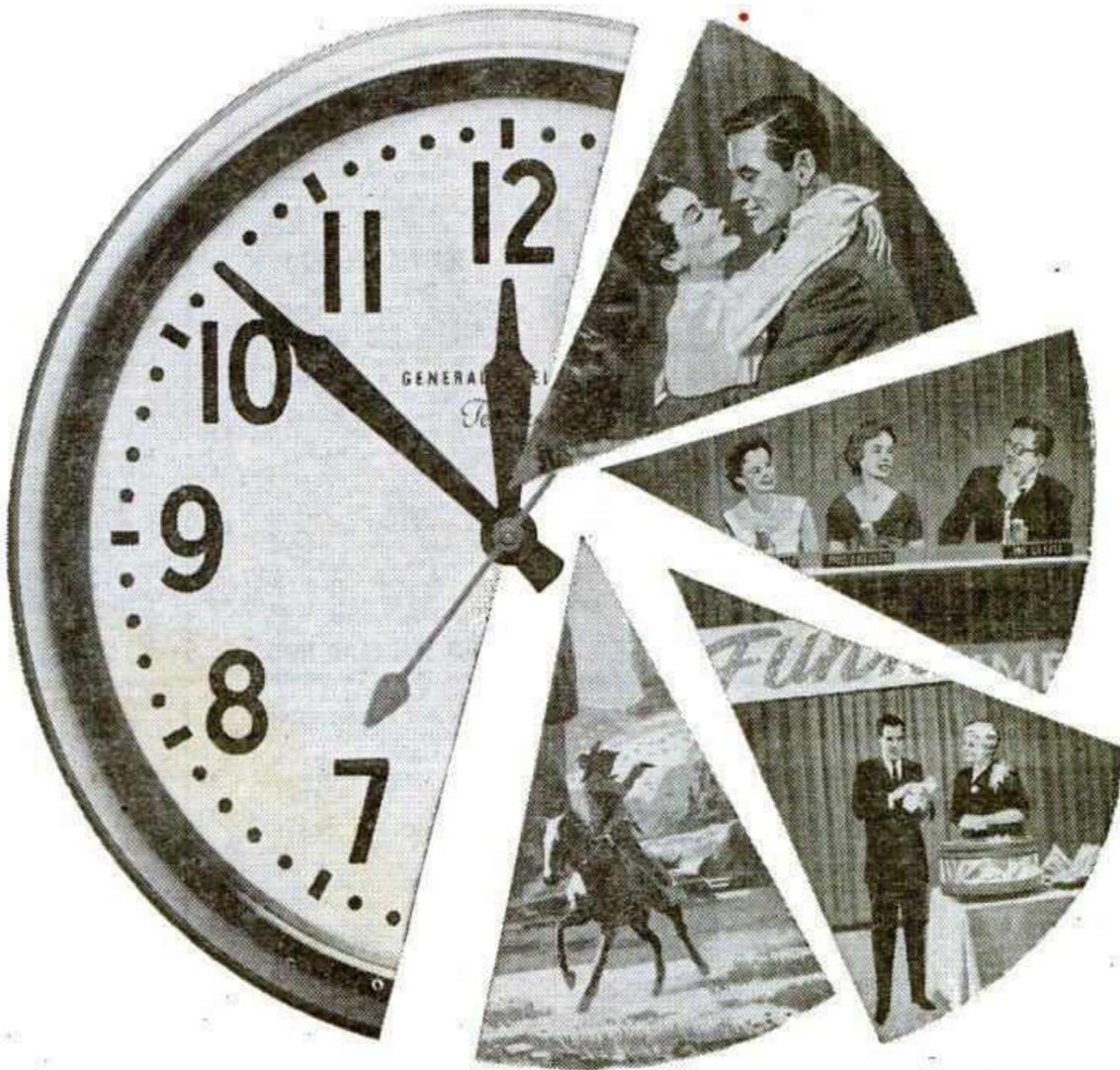
Altho William Saal, executive assistant to President Herbert J. Yates, declared there was no par-

ticular reason for filing the suit at present—after 10 years of payments into the AFM coffers—a spokesman for the Motion Picture Producers' Association indicated it was undoubtedly due to the inability to come to terms with other guilds as long as the 5 per cent AFM formula remains in effect.

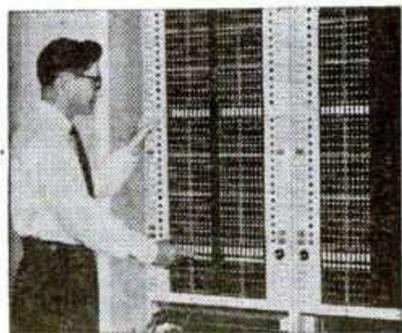
Producer Payments

Under this formula a producer must pay the AFM trust fund either 5 per cent of gross time charges or of gross revenue derived from a picture's sale to television. Additionally, the agreement calls for payment of \$25 to \$75 to the trust fund for each musician em-

(Continued on page 12)



Latest Bell System control units speed accurate network switching



New Bell System control unit permits network switches to be set up and double-checked in advance.

Network switches can be set up *in advance* and double-checked, thanks to new Bell System control units.

Ten or 15 minutes before actual switching time, buttons representing incoming and outgoing circuits are punched on the control panel. Then, at the appointed split second, one master button is pushed and all switches are performed at once.

The first new operating center utilizing the control unit began oper-

ation in Chicago during the summer of 1956, followed by similar installations in Los Angeles and New York. In the near future, operating centers will be added in Des Moines, Dallas and Washington, D. C.

This development, which makes switching faster and more accurate, is another example of how the Bell System is constantly finding new and better ways to serve the broadcasting industry.



BELL TELEPHONE SYSTEM

Providing intercity channels for network radio and television throughout the nation

BIG PLAYBACK
ANOTHER TOP RATED SYNDICATION SERIES FROM **SCREEN GEMS**

NITE TOPPERS

NBC's 1-Shot Shows, Specs Top Ratings

NEW YORK—NBC-TV special shows—spectaculars and all night-time one-shot programs—are averaging a 42 per cent higher rating than the average of all nighttime shows scheduled on a regular basis on the three networks, according to Trendex figures. In the past three seasons, NBC has presented 6% spectaculars, 40 per cent of them achieving Top 10 rank in Nielsen ratings. Their ratings this season are higher than in the first two seasons.

Trendex figures give all the web's specials for 1955-56 an average 19.5 against the average so far for this season of 23.0. The top scorer for NBC is Bob Hope, whose specials have leaped from last year's 23.2 average to this year's 34.0, a 37 per cent rise.

Other increases for web specials according to Trendex averages include: Dinah Shore, from 21.0 to 22.7; "Project 20," from 20.3 to 21.4; Saturday night musicals, from 20.8 to 24.3, and Monday night spectaculars (excluding "Peter Pan"), from 17.8 to 19.9.

FILM POWER

Teleradio's Outlets' \$\$ Up 23 P. C.

NEW YORK—RKO Teleradio's three independent stations averaged a 23 per cent increase in billings in 1956 over the previous year. These three stations (WOR-TV here, KHJ-TV, Los Angeles, and CKLW-TV, Detroit) rely on feature films for the bulk of their programming.

"If anything more were needed to demonstrate the competitive programming power of high quality feature film product the record of these three stations certainly supplies it," said Tom O'Neil, Teleradio board chairman.

Among Teleradio's three network affiliates, WNAC-TV, Boston, made the outstanding showing last year, according to O'Neil, leading its competition in billings on all sales levels and in ratings in all segments of the day.

All of Teleradio's broadcast properties (including seven radio stations) combined had gross time sales \$5,600,000 above the previous year, O'Neil stated.

ABC Seeks Hour Musicals

NEW YORK—Talent agencies have been alerted to come up with 60-minute musicals for ABC-TV. Specific slots for the "almost spectaculars" are two Frank Sinatra stanzas for next fall and a revue format spring series in which ABC would experiment with pop singers and remote pick-ups of bands.

The latter is penciled in for Saturdays, 8-9 p.m., leading into the Lawrence Welk hour, to debut after the demise of "Famous Film Festival."

'Lucy,' 'Ear,' 'Line-Up' In That Order for P&G

NEW YORK—Nielsen figures on Procter & Gamble's nine nighttime buys place "I Love Lucy" in the top rated spot with a 45.9 and a 63.7 share of audience. "Wyatt Earp" scores second in the latest ratings with a 31.9, followed by

PULSE LOCAL RATINGS FOR NOVEMBER

THE TELEVISION INDUSTRY'S MOST COMPLETE INDEX OF TOP LOCAL TV PROGRAMS AND SPOT ADJACENCIES

PORTLAND, ME.

(13-County)
3 TV STATIONS—180,600 TV HOMES
Population—171,900 (120th in U. S.)
Buying Income—\$266,097,000 (124th)
Retail Sales—\$207,427,000 (119th)
Food Sales—\$46,367,000 (116th)
Drug Sales—\$7,805,000 (98th)
Automotive—\$35,922,000 (134th)
Above figures include following counties: Cumberland

TOP NETWORK SHOWS

- 1. Ed Sullivan, WGAN, WMTV, Su. 45.4
2. I've Got a Secret, WGAN, WMTV, W. 38.6
3. Climax, WGAN, WMTV, Th. 35.9
4. Perry Como, WSSH, S. 35.4
5. Zane Grey, WGAN, WMTV, F. 34.5
6. Alfred Hitchcock, WGAN, WMTV, Su. 34.3
6. Private Secretary, WGAN, WMTV, Su. 34.3
6. Producer's Showcase, WSSH, M. 34.3
9. Your Hit Parade, WSSH, S. 32.0
10. George Gobel, WSSH, S. 31.3

TOP MULTI-WEEKLY SHOWS

- 1. Eddie Fisher, WSSH, W. F. 18.8
2. NBC News, WSSH, M-F. 18.7
3. Channel Six News Journal, WSSH, M-F. 17.8
4. News, Weather (11 p.m.), WSSH, M-F. 13.6
5. Queen for a Day, WSSH, M-F. 12.4
6. CBS News, WGAN, M-F. 11.7
6. Comedy Time, WSSH, M-F. 11.7
8. Fun House, WSSH, M-F. 11.5
9. Weather, Sports, News (6:30), WGAN, M-F. 10.7
10. Adventureland, WGAN, M-F. 10.3

TOP FEATURE FILMS

- Once Weekly
1. Sunday Theater, WSSH, Su.-12:00-1:30 p.m. 10.1
2. Saturday Matinee, WSSH, S.-4:30-5:30 p.m. 9.6
3. Channel 6 Theater, WSSH, T.-11:15-12:00 midnight 5.7
4. Late Show, WMTV, S.-11:15-12:00 midnight 5.2
Multi-Weekly
1. Early Show, WMTV, M.-F.-6:15-7:15 p.m. 10.0
2. Adventureland, WGAN, M.-F.-5:00-6:30 p.m. 9.6
3. Million \$ Movie, WSSH, W., Th.-11:15-12:00 midnight 8.3
4. Theater 13, WGAN, M., T., Th.-Su.-11:15-12:00 mid. 5.8

TOP SYNDICATED FILMS

- 1. Sheriff of Cochise (NTA), WSSH, Su.-6:00 25.3
2. Highway Patrol (Ziv), WSSH, F.-7:00 24.8
2. Cisco Kid (Ziv), WSSH, Su.-7:00 24.8
4. Celebrity Playhouse (Screen Gems), WSSH, Th.-9:00 21.5
5. Dr. Christian (Ziv), WGAN, M.-7:00 20.3
5. Crunch and Des (NBC), WSSH, S.-7:00 20.3
7. Science Fiction Theater (Ziv), WSSH, W.-7:00 19.3
8. Studio 57 (MCA), WGAN, T.-9:30 18.3
9. Death Valley Days (Pacific Borax), WSSH, T.-7:00 16.8
9. Gene Autry (CBS), WSSH, F.-6:00 16.8
11. Badge 714 (NBC), WSSH, Su.-10:30 16.3
12. Golden Playhouse (Official), WGAN, T.-7:00 16.0
13. Tales of the Texas Rangers (Screen Gems), WGAN, Th.-7:00 15.8
14. Stage 7 (TPA), WGAN, W.-7:00 15.3
14. Annie Oakley (CBS), WSSH, Th.-6:00 15.3
16. Wild Bill Hickok (Flamingo), WSSH, M.-6:00 15.0
17. Popeye (Assoc. Artists), WSSH, S.-6:00 13.8
17. Stars of the Grand Ole Opry (Flamingo), WGAN, S.-6:30 13.8
19. Kit Carson (MCA), WGAN, Su.-5:30 12.8

CINCINNATI

3 TV STATIONS—305,500 TV HOMES
Population—997,000 (16th in U. S.)
Buying Income—\$1,846,653,000 (18th)
Retail Sales—\$1,237,083,000 (18th)
Food Sales—\$288,030,000 (16th)
Drug Sales—\$39,028,000 (20th)
Automotive—\$233,243,000 (18th)
Above figures include following counties: Campbell & Kenton (Ky.); Hamilton (Ohio)

TOP NETWORK SHOWS

- 1. Ed Sullivan, WKRC, Su. 32.9
2. Climax, WKRC, Th. 32.4
3. 564,000 Question, WKRC, T. 31.5
3. Producer's Showcase, WLW-T, M. 31.5
5. Alfred Hitchcock, WKRC, Su. 31.2
6. Groucho Marx, WLW-T, Th. 31.0
7. Perry Como, WLW-T, S. 30.8
8. G. E. Theater, WKRC, Su. 30.7
9. What's My Line? WKRC, Su. 30.2
10. Playhouse 90, WKRC, Th. 29.4

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WCPO, M.-F. 16.2
2. 50-50 Club, WLW-T, M-F. 14.5
3. Pantomime Hit Parade, WCPO, M.-F. 12.9
4. News, Weather (11 p.m.), WKRC, M-F. 12.5
5. 3 City Final (11 p.m.), WLW-T, M-F. 11.9
6. NBC News, WLW-T, M-F. 11.3
7. Arthur Godfrey, WKRC, M-Th. 10.3
8. Soho, Weather (7 p.m.), WLW-T, M-F. 9.7
8. Ruby Wright, WLW-T, T., Th. 9.7
10. Eddie Fisher, WLW-T, W., F. 9.2

TOP FEATURE FILMS

- Once Weekly
1. Gold Cap Theater, WLW-T, S.-6:00-7:30 p.m. 14.1
2. Saturday Theater, WCPO, S.-3:00-4:00 p.m. 10.4
3. Movietime, U.S.A., WLW-T, Su.-1:00-3:30 p.m. 9.2
4. Best of Hollywood, WKRC, Su.-11:15-12:00 mid. 8.2
4. Million \$ Movie, WCPO, Su.-10:30-12:00 mid. 8.2
Multi-Weekly
1. Home Theater, WKRC, M-F.-11:15-12:00 mid. 8.5
2. Hollywood Theater, WCPO, M-Th.-11:00-12:00 mid. 6.5
3. Ladies Home Theater, WKRC, M-F.-5:00-6:15 p.m. 6.4
4. Movie Time, WCPO, M-F.-5:00-6:15 p.m. 6.4

TOP SYNDICATED FILMS

- 1. Science Fiction Theater (Ziv), WLW-T, T.-10:30 18.0
1. Man Called X (Ziv), WKRC, W.-9:00 18.0
3. Dr. Hudson's Secret Journal (MCA), WKRC, T.-10:30 17.0
4. Cisco Kid (Ziv), WCPO, Su.-6:00 15.9
5. Rosemary Clooney (MCA), WKRC, Th.-7:30 15.5
6. Your All Star Theater (Screen Gems), WKRC, T.-7:30 14.2
6. I Led Three Lives (Ziv), WCPO, F.-9:30 14.2
8. Great Gildersleeve (NBC), WKRC, T.-7:00 13.4
9. Foreign Legionnaire (TPA), WKRC, M.-6:30 13.2
10. Sheriff of Cochise (NTA), WLW-T, M.-10:30 13.0
11. Superman (Flamingo), WLW-T, M.-6:00 12.9
12. Susie (TPA), WCPO, T.-9:30 12.5
12. Studio 57 (MCA), WLW-T, W.-10:30 12.5
14. Ellery Queen (TPA), WKRC, F.-7:00 12.2
15. Annie Oakley (CBS), WLW-T, T.-6:00 12.0
15. Steve Donovan, Western Marshal (NBC), WKRC, T.-6:30 12.0
17. Wild Bill Hickok (Flamingo), WLW-T, W.-6:00 11.4
18. Range Rider (CBS), WLW-T, Th.-6:00 10.5
18. Highway Patrol (Ziv), WCPO, Th.-10:00 10.5

PORTLAND, ORE.

3 TV STATIONS—221,100 TV HOMES
Population—785,600 (22d in U. S.)
Buying Income—\$1,301,021,000 (26th)
Retail Sales—\$995,480,000 (23d)
Food Sales—\$231,416,000 (20th)
Drug Sales—\$23,877,000 (32d)
Automotive—\$185,512,000 (24th)
Above figures include following counties: Clackamas, Multnomah, Washington (Ore.); Clark (Wash.)

TOP NETWORK SHOWS

- 1. Ed Sullivan, KOIN, Su. 42.1
2. Lawrence Welk, KIOR, S. 33.9
3. What's My Line? KOIN, Su. 33.5
4. Disneyland, KIOR, W. 33.2
5. Alfred Hitchcock, KOIN, Su. 32.8
6. Climax, KOIN, Th. 32.5
7. G. E. Theater, KOIN, Su. 32.2
8. Lassie, KOIN, Su. 30.9
9. Red Skelton, KOIN, T. 30.5
10. 564,000 Question, KOIN, T. 29.5

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, KIOR, M.-F. 28.6
2. Cartoon Time, KOIN, M-F. 17.6
3. Mr. Moon, KOIN, M-F. 17.3
4. CBS News, KOIN, M-F. 14.7
5. Weather, Sports, News (6 p.m.), KOIN, M-F. 14.1
6. Arthur Godfrey, KOIN, M-Th. 12.2
7. NBC News, Misc., KPTV, M-F. 12.0
8. Garry Moore, KOIN, M-F. 11.1
9. Art Linkletter, KOIN, M-F. 9.8
10. Bob Crosby, KOIN, M-F. 8.9
10. Eddie Fisher, KPTV, M., W. 8.9

TOP FEATURE FILMS

- Once Weekly
1. Academy Theater, KIOR, S.-7:00-9:00 p.m. 16.6
2. Armchair Theater, KOIN, S.-2:00-3:30 p.m. 13.5
3. Pioneer Playhouse, KIOR, Su.-6:00-7:00 p.m. 13.3
4. 2 Gun Playhouse, KOIN, S.-12:30-1:30 p.m. 9.8
5. Cinema Classics, KPTV, S.-11:00-12:00 mid. 9.3
Multi-Weekly
1. Showtime on 6, KOIN, M-F., Su.-10:45-12:00 mid. 6.9
2. Hometown Theater, KIOR, M-F.-11:15-12:00 mid. 6.5
3. 4:45 Playhouse, KPTV, M-F.-4:45-6:15 p.m. 4.5
4. Midday Matinee, KIOR, M-F.-12:30-2:00 p.m. 1.9

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), KOIN, Th.-7:00 26.5
2. I Search for Adventure (Bag-nall), KOIN, Th.-7:30 24.0
3. Code 3 (ABC), KOIN, T.-10:00 22.9
4. Annie Oakley (CBS), KIOR, F.-6:00 22.5
5. Science Fiction Theater (Ziv), KOIN, M.-8:30 21.9
6. Buffalo Bill Jr. (CBS), KIOR, Th.-6:30 21.0
7. Stars of the Grand Ole Opry (Flamingo), KOIN, S.-7:00 20.7
8. Jungle Jim (Screen Gems), KIOR, Th.-6:00 19.9
9. City Detective (MCA), KOIN, Su.-5:00 18.7
10. Superman (Flamingo), KIOR, T.-6:00 18.2
11. Judge Roy Bean (Screencraft), KIOR, T.-7:00 18.0
12. Crunch and Des (NBC), KPTV, F.-8:00 17.9
13. Stage 7 (TPA), KPTV, Th.-9:00 17.5
14. Soldiers of Fortune (MCA), KOIN, S.-6:00 16.7
15. Dr. Christian (Ziv), KIOR, M.-7:30 16.5
16. Steve Donovan, Western Marshal (NBC), KIOR, W.-6:00 16.2
16. Sheriff of Cochise (NTA), KIOR, W.-9:00 16.2
18. Meet Corliss Archer (Ziv), KIOR, M.-6:30 16.0
19. Liberate (Guild), KPTV, Th.-7:00 15.4
20. Headline (MCA), KIOR, F.-6:30 14.9
21. Joe Palooka (Guild), KIOR, S.-6:00 14.4

SEATTLE-TACOMA

4 TV STATIONS—304,700 TV HOMES
Population—777,800 (24th in U. S.)
Buying Income—\$1,628,460,000 (19th)
Retail Sales—\$1,071,272,000 (22d)
Food Sales—\$219,877,000 (22d)
Drug Sales—\$32,967,000 (24th)
Automotive—\$165,873,000 (27th)
Above market statistics are for Seattle only and include following county: King

TOP NETWORK SHOWS

- 1. Disneyland, KING, W. 33.2
2. Ed Sullivan, KTNT, Su. 32.2
3. Wyatt Earp, KING, M. 31.1
4. Producer's Showcase, KOMO, M. 28.2
5. Alfred Hitchcock, KTNT, Su. 27.9
6. Warner Brothers, KING, M. 27.8
7. Dragnet, KOMO, Th. 27.3
8. Boxing, KING, W. 27.1
9. Perry Como, KOMO, S. 26.5
10. G. E. Theater, KTNT, Su. 25.7

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, KING, M.-F. 30.4
2. Early Edition (6:30), KING, M.-F. 17.4
3. King's Performance, KING, M-F. 16.2
4. My Little Margie, KOMO, M-Th. 14.3
5. S. Boreman, KING, M-F. 13.9
6. World Today, Weather (10:30 p.m.), KING, M-F. 13.3
7. Deadline News (6:30 p.m.), KOMO, M-F. 12.0
7. NBC News, Misc., KOMO, M-F. 12.0
9. Eddie Fisher, KOMO, M., W. 10.4
10. Weather, Big News, Misc. (10:30 p.m.), KTNT, M-F. 9.8

TOP FEATURE FILMS

- Once Weekly
1. Curtain Time, KOMO, S.-11:00-12:00 mid. 12.7
2. Midday Matinee, KING, S.-2:30-4:00 p.m. 9.8
3. Bar 5 Theater, KING, S.-12:00-1:00 p.m. 8.3
4. Armchair Theater, KING, Su.-2:00-3:30 p.m. 8.1
5. Rainbow Theater, KING, S.-11:00-12:00 p.m. 4.4
Multi-Weekly
1. Movietime, KOMO, M-F.-3:45-5:00 p.m. 6.8
2. Late Show, KTNT, M-W., F.-Su.-11:00-12:00 mid. 6.7
3. Queen's Movie, KTVW, M-F.-10:00-11:30 a.m. 5.8
4. Big Movie, KTVW, M-F.-7:00-8:30 p.m. 4.8
5. Popcorn Theater, KTVW, S., Su.-4:00-6:00 p.m. 4.6

TOP SYNDICATED FILMS

- 1. Life of Riley (NBC), KING, Th.-7:30 26.2
2. Highway Patrol (Ziv), KOMO, Th.-7:00 24.7
3. Buffalo Bill Jr. (CBS), KING, S.-4:30 23.8
4. Sky King (Nabisco), KING, S.-5:00 22.4
5. Captain Midnight (Screen Gems), KING, S.-4:00 19.7
6. Crunch and Des (NBC), KOMO, Th.-9:00 19.0
6. Superman (Flamingo), KING, T.-6:00 19.0
8. Annie Oakley (CBS), KING, F.-6:00 18.5
9. Star Performance (Official), KTNT, T.-10:00 18.2
10. Sheriff of Cochise (NTA), KING, M.-7:00 18.0
11. Science Fiction Theater (Ziv), KING, T.-10:00 17.9
12. Badge 714 (NBC), KING, Su.-6:00 17.6
12. Steve Donovan, Western Marshal (NBC), KING, W.-6:00 17.6
14. Wild Bill Hickok (Flamingo), KING, Th.-6:00 17.2
15. I Search for Adventure (Bag-nall), KING, S.-7:00 16.9
16. Soldiers of Fortune (MCA), KING, M.-6:00 16.1

Republic-AFM Suit Is Key

Continued from page 11

played in originally scoring the film.

Whereas the most desirable objective Republic could attain from the suit would be to obtain clear title to the pix, according to the MPPA spokesman it would be almost as important if the court only ruled that the 5 per cent trust fund formula is invalid.

The reason is that it has set a sort of "favored nations" precedent toward which all the other guilds are aiming. This is pushing demands for payment for TV release beyond the boundaries of economic feasibility, at least in the opinion of the producers, and led to the sus-

pension of negotiations between MPPA and the guilds on the release of post-'48 pix to TV.

The feeling now is that, if the AFM formula can be eliminated, the precedent would no longer exist, and negotiations could be started on a fresh basis.

Knotty Problems

The suit is the first of its type ever filed against a union, and involves complex legal ramifications. The law, generally, according to the Norris-La Guardia Act, is that a union is exempt from anti-trust action as long as it is bargaining for terms and conditions of employment, or to achieve or further

or obtain any legitimate or lawful labor objective.

Republic attempts to circumvent this clause by alleging the AFM, thru the trust fund formula, was enabled "to restrain, monopolize, control and dominate interstate commerce and trade in the distribution or licensing of motion pictures for exhibition on or by television."

A spokesman for the U. S. Justice Department, while declining to speculate on legal interpretation, said that the suit would have far-reaching effect in clarifying just what actions fall within the bounds of normal union activity, and that the government is watching it with interest.

Republic, which has paid AFM \$826,810.99 since 1946, claims to have sustained \$2,000,000 dam-

ages over this period, and is asking triple damages as compensation.

Saal declined to comment on what action Republic is contemplating if it wins the suit, and said that he expects it will be fought thru the Supreme Court.

It's interesting to note that a few weeks ago, in somewhat of a parallel action, TV producer Henry B. Donovan filed suit in Superior Court challenging the Screen Actors' Guild's right to collect residuals on television film.

NEW YORK — Larry Menkin has joined Ziv-TV Programs as associate writer and producer, the fourth production exec to arrive under Ziv's \$12,000,000 expansion plan for 1957. Menkin's first assignment will be a brace of "West Point" episodes.

AGREEMENT ON PARA'S ACQUISITION OF DOT

NEW YORK—Negotiations for the sale of Dot Records to Paramount Pictures Corporation were virtually completed Saturday afternoon (5) after several days of conferences between Randy Wood, president of Dot Records, Inc., and Barney Balaban, Paramount topper. Negotiations, first reported in The Billboard November 24, entered final stages late last week when Wood arrived from Hollywood with a group of aids, including Martin Gang, of Gang, Kopp & Tyre, West Coast attorneys, who, along with Harold Orenstein, New York, are Dot's legal counsel. Wood was also accompanied by tax experts.

Agreement was reached on all major aspects of the deal, with some details to be worked out later. Purchase price, it was reported, was in the neighborhood of nearly \$3,000,000, with Randy Wood—who will continue to direct the operations of Dot—getting an annual salary in six figures.

Late Saturday, Barney Balaban, Paramount president, announced that, "An agreement has been reached with Wood, president of Dot Records, Inc." Balaban added: "Upon consummation of the agreement, Dot Records will become a wholly owned subsidiary of Paramount and Mr. Wood will continue the direction of Dot Records, with complete control and full authority to accelerate the expansion of the already vast world-wide operation of the company, which last year attained the status of a major label."

Continued Balaban: "There will be no structural or personnel change in the company. Mr. Wood will also be elected a vice-president of Paramount Pictures Corporation." Balaban added: "The acquisition of this dynamic and successful record company is in line with Paramount's policy of further diversifying its activities, and it is particularly pleased to have in the Paramount organization this young man whose success has been unparalleled in the record and music industry."

Balaban stated that, "Paramount, in addition to its major picture activity, continues to broaden its interests in electronics, TV and the development of color and pay-as-you-go television."

Transaction is being handled by Jules Stein, chairman of the board of Music Corporation of America.

Wood began his career in the record business with a mail order and retail record operation. The label was organized in 1951. During 1956, it was estimated that Dot Records' sales reached a total of \$6,000,000.

The firm, which has an artists roster of more than 75, recently moved to Hollywood from Gallatin, Tenn.

Details of the deal were still being worked out at press time, but it was felt that virtually all important matters had been cleared. It is customary in such negotiations to obtain a ruling from the Treasury Department.

Col., Cap. and Dot Climb EP Price-Cut Bandwagon

Other Majors Adopt Watchful Waiting Policy; Indies on Fence

NEW YORK—RCA Victor's EP price-cut bombshell, dropped last week, has touched off the expected chain reaction among the other major companies. Columbia, Capitol and Dot went along with the major changes, while several others elected to "wait and watch."

Columbia and Capitol announced immediately that they would be "competitive," but, that they would only cut prices on their one and two-pocket sets. These, like Victor's, will carry suggested list prices of \$1.29 and \$2.49 respectively. Three and four-pocket sets, however, will remain at \$3.98 and \$4.98 respectively. These out-

fits point out that they have many of the larger multiple sets in their lines, including original cast sets, sound tracks, etc., while Victor has comparatively few.

A Columbia spokesman stated that his company would provide both dealers and distributors with "adjustments" so that they would not have to sustain a loss on present inventory.

Capitol was ready with full details. In lieu of this firm's usual 2 per cent discount for cash, it will offer dealers a 10 per cent discount on all EP album purchases between January 7 and 31. This is available to c.o.d. and open ac-

counts who make payment on or before February 15.

Dot also is going along at \$1.29 and \$1.49. The label has yet to produce any three or four-pocket sets, but when it does, Dot Presi-

(Continued on page 21)

AN R&B HIT

Exit Groove In a Blaze Of Glory

NEW YORK — Altho Groove Records will not issue any more releases, the label—whose artists have been absorbed by Victor and Vik—exits in a blaze of glory. The recently-issued Mickey and Sylvia disk, "Love Is Strange," has already passed the 250,000 sales mark and is shaping up as one of the biggest rhythm and blues hits of the year. Too, the record this week bounced into the national pop retail chart, in 24th position. A Mickey and Sylvia EP is being issued, containing "Love Is Strange" and other Groove sides cut by the team.

"Love Is Strange," of course, will continue to be available to dealers thru all the regular Groove distributors. Ditto Groove sides cut by the Night Caps and Varetta Dillard.

Col. Unifies Disk, Equipment Facets

All Promotions Put Under Single Head; New Planning Committee Set

NEW YORK—Columbia Records the past week initiated two moves designed to streamline and integrate various facets of the company's over-all operation, including advertising, sales promotion, public relations, etc.

In one of these moves, Goddard Lieberman, Columbia president, appointed Arthur Schwartz as director of advertising and sales promotion for the label. In this newly-created post, Schwartz will plan and direct an integrated program encompassing not only Columbia and Epic Records, but electronic products and equipment as well, including phonographs, needles and accessories.

Lieberman also announced the formation of a policy and planning committee. This would further integrate overall activities relative to advertising and sales promotion, public relations, and design and packaging. This committee con-

sists of Debbie Ishlon, public relations director; Arthur Schwartz and Neil Fujita, director of design and packaging.

Herbert Goldstein and Jack Fuller have been named to assist Schwartz in advertising and sales promotion activities, as has David Jones, catalog editor and supervisor of proofreading.

Jan. Opera Pitch Sparked by Victor

NEW YORK—The tremendous, and reportedly successful drive by the Book-of-the-Month Club to kick off its new Metropolitan Opera mail-order club, admittedly has stirred up some fire at RCA Victor. Victor's Red Seal division has designated this month as "Opera Month," and has marshalled some of its top-flight artists and repertoire into a high-powered release which will be promoted to the hilt.

Originally Victor decided to build the promotion around nine "Highlights" sets from as many operas, and all of the ad copy and point-of-sale material was based on these. But as the idea picked up

steam, the company threw in two more late entries, and swelled the list with two new complete opera sets, two repackaged oldies, and several more sets featuring specific artists.

Of the "Highlights," the original featured group included excerpts from the company's complete sets of "Madame Butterfly," "La Traviata," "La Boheme," "Carmen," "Manon" and "Aida." The original group also included three previously issued "Highlights" — "Rigoletto," "Manon Lescaut" and "Il Trovatore." The two new items added later are highlights from "Marriage of Figaro" and "Elixoer of Love."

Also on the January release are "complete" recordings of Puccini's "Il Tabarro" and the Gay-Pepusch "Beggars Opera," both in new versions. The "Cavalleria Rusticana," from the catalog, featuring Milonov, Bjoerling and Merrill, has been repackaged, covering three sides, with a set of operatic choruses rounding out the fourth. Also issued in a new package is "Dido and Aeneas" featuring Kirsten Flagstad. Formerly issued with the HMV label, this will now carry a Victor LM series number.

In the miscellaneous category, there is the varied "Verdi and Toscanini," volume, a two-disk set; "Licia Albanese Sings Puccini

(Continued on page 21)

Wexler Sets New Diskery, Cabot Music

NEW YORK—Paul Wexler has organized the Cabot Music Corporation and is crystallizing plans for an entry into the record business. Wexler, several years ago a veepee with Columbia Records, is president of the new outfit.

Elliott Wexler, Paul Wexler's brother, who is with Mershaw Corporation, will be a consultant to Cabot Music.

Dot's Album Rep Post Goes To Tom Mack

HOLLYWOOD—In the midst of negotiations for the sale of Dot Records to Paramount Pictures Corporation, the diskery last week took another major step in its expansion plans with the appointment of Tom Mack to the post of director of album repertoire.

Mack will leave his present position as general manager of Capitol Records' custom service division and join the Dot organization on February 1.

Dot President Randy Wood and Vice-President Henry Onorati, New York, are expected to convene here shortly with Mack, completing

(Continued on page 21)

Republic Suit Vs. AFM & Trust Fund

HOLLYWOOD—Never before under such strong attack, the position of the American Federation of Musicians and the controversial music performance trust fund appeared much more fragile last week in the wake of a \$6,000,000 anti-trust action filed by Republic Pictures and its subsidiaries, Republic Productions, Inc., and Hollywood Television Service, Inc.

Relatively unique, the action marks the first time that the union has been charged with violation of the Sherman and Clayton acts. Subject to judicial interpretation, a union is normally protected from such action under the provisions of these acts unless the court holds that the actions and alleged transgressions are beyond the ken of normal union activities relating to wages, hours and working conditions.

Defendants Named

Action, filed by the law firm of Loeb & Loeb (also attorneys for Metro-Goldwyn-Mayer) named the union, Samuel R. Rosenbaum, C. L. Bagley, Leo Cluesmann, Harry J. Steeper, Herman D. Kenin, George Clancy, Stanley Ballard, William J. Harris, W. M. Murdoch and 100 Does as defendants. Suit asked treble damages of \$6,000,000 and asked the court to nullify existing agreements between the plaintiff

and the union and trust fund as "illegal, void and contrary to the anti-trust laws."

Republic charged "the defendants combined, conspired and agreed to restrain, monopolize and attempt to monopolize interstate trade and commerce in the distribution and licensing of motion pic-

(Continued on page 21)

Liberty Gets UA's 'Drango' Track Rights

HOLLYWOOD — Liberty Records acquired its first soundtrack album rights here last week, nabbing the Elmer Bernstein score from the United Artists' release, "Drango." Package is one of nine to be released by the firm this month, in the first of its 1957 album releases.

Other albums include material by the Johnnie Mann Singers, Nino Tempo, Abbey Lincoln, Bobby Troup, Maya Angelou, the Players, a set titled "Jazz for Jean-Agers," by Claude Gordon, and its first classical release by the Paganini String Quartet.

Firm also disclosed the signing of band leader Keith Williams.



THIS YOUNGER GENERATION

DECCA 9-30188 (45 RPM) • 30188 (78 RPM)



LOUIS ARMSTRONG

"SATCH AT HIS BEST!"



ASCAP Meet Features Boos, Catcalls and Fireworks

Hammerstein Defends the Weighted Vote, Pointing to Prolific Writers

NEW YORK—A spectacular display of emotional fireworks, lasting virtually five hours, rocked the staid Waldorf-Astoria Hotel here Thursday (3) at a special membership meeting of the American Society of Composers, Authors and Publishers. In fact, the proceeding waxed so violent at one point, that elder statesman of the Society, Otto Harbach, was prompted to point out that: "It's a good thing the tradepapers aren't here to witness this disgraceful exhibition."

Purportedly, the meeting was a continuation of one held last November 13, at which time many who wished to speak were not given a chance to do so because of time. Many felt, however, that the meeting was called as a result of pressure brought upon the board by various elements within the organization who have grown continually more outspoken in their condemnation of the Society's logging and distribution formulas.

A high point of the meeting was a statement by Oscar Hammerstein II, in reply to many complaints about the weighted vote. He pointed out that there can

never be an equal vote in ASCAP. "There is no reason why a man who owns a thousand copyrights," he said, "should only have the same voting power as a man who owns one copyright." If this ever happens, Hammerstein said, it will be the end of ASCAP, strongly hinting that when it did, he (Hammerstein) would quit the Society.

Late Start

Altho some 250 members were present at the appointed time of

Royalty Pact Set by BMI, Swiss Society

NEW YORK—Broadcast Music, Inc., has successfully concluded negotiations for the collection of performance royalties in Switzerland and Lichtenstein with the Societe Suisse des Auteurs et Editeurs.

Pact gives BMI publishers a source of royalty collection in countries not previously covered by the organization. According to Bob Sour, the agreement is retroactive to January, 1954.

Publishers were asked to inform BMI of any publication or performance rights granted to publishers in these countries prior to the signing of the agreement. Reciprocal royalties of authors and publishers in Switzerland and Lichtenstein will also be collected by BMI here.

8:30 p.m., bitter procedural wrangling held up the actual start till after 10. Fred Fox, of the Sam Fox Music Co., who had brought his own stenotypist, was challenged by counsel Herman Finklestein on his right to do this. An hour and a half of heated debate followed. Ultimately the stenotypist as well as J. M. Ulmer, a Cleveland lawyer for the Fox firm, and others, were ejected to a wild accompaniment of boos, hoots and catcalls, led by Arthur Schwartz, Irving Caesar and Mack Gordon. Vocal disturbances continued thru most of the balance of the formal meeting which finally got under way after 10. Just prior to the official gaveling, reporters for the New York Times and the New York Herald-Tribune left the meeting in utter bewilderment.

Guy Friedman, of Alec Templeton Music, made a lengthy statement regarding inaccuracies in ASCAP's logging system and its general inequities. He said that Alec Templeton once had to pay to ASCAP a fee to play his own music at a concert. The fee was higher than what he received from the Society in performance royalties. Finklestein then interjected that: "We try to correct things like this," and invited Friedman to come up to the office to discuss the matter.

Hans Lengsfelder then rose to read his statement, to the accompaniment of such calls as "Throw (Continued on page 41)

Sanson Files Counterclaim On Copyright

NEW YORK—Joe Santley, of Sanson Music, last week in Federal Court filed a counterclaim asking that a suit by Capitol Records be dismissed and that Capitol and Enterprise Music be enjoined from infringing upon Sanson's copyright, "Nothin's Too Good for My Baby." Tune was recorded by Louis Prima for Capitol's album, "The Wildest," and had been submitted to the diskery by Prima as one of his firm's (Enterprise) copyrights.

Cap filed against Sanson and Enterprise in an interpleader suit to determine who is entitled to royalties.

Sanson, in its answer and counterclaim action, admitted that Capitol on November 16 filed notice of user, but, nevertheless, urged that its copyright be protected, the Cap suit be dismissed and that Cap and Enterprise be made to furnish an accounting of moneys received. The counterclaim also asks that Cap and Enterprise be required to pay damages in consequence of their alleged conspiracy.

VICTOR FILMS DISK CUTTING

NEW YORK—A half-hour film about the making and marketing of a phonograph record was premiered last Saturday (5) over WRCA-TV here. The flick, entitled "The Sound and the Fury," was made for RCA Victor Records, under the supervision of the diskery's advertising manager, Bill Alexander.

Featured in the story is the Boston Symphony Orchestra and Conductor Charles Munch. The music recorded is the Tchaikovsky "Romeo and Juliet" overture.

According to Victor, the film will be shown in the next few weeks on all of the NBC-owned and operated stations in the country.

Coral Gives Jazz Nod on New LP's

NEW YORK—Coral Records is putting the accent on jazz with its January LP release of 14 new sets. In a strong bid to establish itself more firmly in the jazz field, the diskery has nine jazz albums on the docket out of 14 new releases in a program which carries the slogan "Preview for Profits."

New material includes two disks by Johnny Guarneri—"The Songs of Hudson Delange" and "The Duke Again." Also ready are sets by Buddy Weed, Dick Marx and Johnny Frigo, the Manhattan Jazz Septet, Nat Pierce, Eddie Heywood, Joe Burton and Bob Crosby, the latter a kaleidoscope of the maestro's waxings from 1936 to the present.

Also included in the current

release are albums titled: "Dixieland Ball" with the Lancers and George Cates, "Requests From the Mail Bag" with Frank Parker, "Songs by Dorothy Collins," "Show Time" with Lawrence Welk, and "Desmo Sings Desmond" with Johnny Desmond.

Current and coming jazz releases as well as jazz catalog items will be spotlighted to jocks via a special, "Jazz Spectacular" sampler, which carries a dozen bands of material. This package will carry color lithos of the covers of all albums represented, as well as program data for jockeys.

The entire release is wrapped up in a colorful display manual for sales purposes which also carries cover lithos and background data on each album.

Decca Tees-Off '57 With Heavy Pitch on 38 Albums

By REN GREVATT

NEW YORK—Decca Records has kicked off a hefty January package release of 38 albums under the theme "Designed for '57." The release, consisting of 30 pops and 8 Gold Label sets, will be backed by a heavy barrage of promotion at disk jockey, dealer and consumer levels.

Two de luxe four-LP packages head up the new items. Again relying on the proven strength of its catalog, the diskery is issuing a package of four Guy Lombardo LP's including many of the most

famous Lombardo arrangements. Even tho the maestro is now pacted to Capitol, it's expected that the package, tagged "The Sweetest Music This Side of Heaven," will generate a healthy sales response.

The other package is the previously announced disk version of Leonard Feather's "Encyclopedia of Jazz." Each of these four LP's is devoted to the representative jazz of a different decade, including the 20's, 30's, 40's and '50's. Each carries a bevy of top jazz exponents of their times. The four

EDITORIAL

Ostrich Strategy

ASCAP continues its blundering public relations policy.

At the membership meeting last week (see separate story) ex-President Otto Harbach remarked that it was fortunate the trade papers were not in attendance.

It was noted, however, that representatives of the Times and Herald Tribune were in attendance. These gentlemen left after an hour of confused goings-on.

It is never too late to learn, even for those whose aptitude is in the lower register.

The fact is this: When people are in the business of gathering news, the job is accomplished despite the lack of a formal invitation to witness the colorful proceedings.

C-C Launches Disk Guild This Month

MO Club Preps Ad and Direct Mail Send-Off to Spotlight Classic LP's

NEW YORK—The Crowell-Collier Record Guild will be officially launched this month with membership solicitation ads scheduled to appear in the forthcoming issues of Esquire and Playboy magazines.

The new club has been in the planning stage for some time, but was delayed when Crowell-Collier took over ownership of the Josefowitz family's five mail-order record club operations last summer.

The C-C Record Guild will spotlight 12-inch classical packages with four-color covers and will incorporate some of the Josefowitz Musical Masterpieces Society Club material, converting the 10-inch LP's to 12-inch. It will also feature some leased material as well as new packages.

The new material was recorded in Europe this summer by American Sound, and Crowell-Collier's disk division General Manager, William H. Fowler, secured club rights to it for the C-C Record Guild at that time.

New members will be given their choice of any three LP's out of an initial group of 10 packages for the price of one album (\$3.29, plus packing and postage) and a commitment to purchase at least three more albums during the next year. The first 10 albums offers a choice of complete symphonies, a Gershwin package and the opera Carmen.

Original promotion plans for the new Guild calls for extensive advertising in the American Magazine and Colliers magazine, both owned by C-C. However, since both mags suspended publication last month, Fowler has now marked more of his promotional budget for direct mail, augmenting C-C's own 600,000 mailing lists with additional lists.

Victor Preps 2d MOD Train

NEW YORK—The second annual edition of the RCA Victor-March of Dimes Train is scheduled to leave this city Sunday (13) with a full complement of Victor and Vik recording stars aboard. The expedition, designed to raise money for the polio fight, will be on the road for 10 days, hitting nine major towns.

Organizing the tour for Victor is talent-promotion exec, Bernie Miller, who handled similar chores last year. Victor supplies talent, promotion and recording facilities, making the MOD pitch via personal appearances on TV stations and with radio deejays, in specially staged shows, and by taping

(Continued on page 41)

BMI FETES R&B AWARD WINNERS

NEW YORK—Broadcast Music, Inc., will toss a special awards luncheon Wednesday, January 23, at the Pierre Hotel here for publishers and writers whose tunes made the best selling rhythm and blues charts last year.

The event is expected to be the first of an annual series of such luncheons, and represents a move on BMI's part to honor the rhythm and blues field with a special affair, a la its country and western awards presentations in Nashville at the c.&w. deejay convention each year.

Citations will be presented to 48 publishers and 78 writers (for 43 songs) at the Wednesday affair, which will be attended by all of BMI's top brass.

Heebner Sets First Indie Pressing

LONDON—Walt Heebner, who resigned January 1 as vice-president in charge of administration at the New York office of Capitol Records, is scheduled to arrive here Tuesday (8) to set recording sessions for his first project as an independent producer. Heebner will record 12 sides under a contract to furnish pressings and albums for Barkin, Levin and Company, Inc., manufacturers of Lassie coats. The large New York firm will offer the album as a special premium in national advertising in Seventeen, Charm, Mademoiselle

(Continued on page 41)

disks will be available as individual packages and as a single packaged set of four.

Other priority entries include Roberta Sherwood's "Show Stoppers"; Al Hibbler's latest LP, "Here's Hibbler"; a set by Peggy Lee, titled "Dream Street"; "When Your Heart's on Fire," with Jeri Southern, and a Kitty Kallen set, "It's a Lonesome Old Town." Other artists represented in the pop portion of the release include Jack Pleis, Sam Hinton, the Gateway Singers, the Conley Graves Trio,

(Continued on page 41)

Congress May Mull Distrib Formula

By MILDRED HALL

WASHINGTON — The publisher distribution formula of the American Society of Composers, Authors and Publishers may get scrutiny by either the House Small Business Committee, or the House Committee on Education and Labor. Queried by The Billboard, Rep. James Roosevelt (D., Calif.) who serves on both groups, last week (4) said that while no "formal complaint" on ASCAP's distribution formula has been made on the Hill, the situation has been brought to his attention by Irving Gwartz, president of Viking Music Corporation and Diamond Records.

Gwartz, stormy petrel of the distribution tussle within the ASCAP ranks, reportedly told the Congressman that he could obtain "40 or 50" signatures of members to a formal complaint. Roosevelt said that if the facts warrant it, this could be sufficient grounds for a Committee investigation of the distribution formula, which is now the subject of furious protest by members in the background music field who feel that recent revisions of the formula could "wipe us out."

Representative Roosevelt pointed out that the formula question could come within the scope of the House Education and Labor Committee. If an investigation is warranted, it could be made by the same subcommittee group which held West Coast hearings last May and recently issued its report on the Musicians' Performance Trust Fund problem (The Billboard, December 29). If an investigation proves warranted, chairman of that group, Phil M. Landrum (D., Ga.) which included Roosevelt, will be contacted, as will Wright Patman (D., Tex.), chairman of the House Small Business Committee.

Technically, the Small Business Committee, being a "select" committee, cannot come into existence until the 85th Congress re-establishes it. Committee staffers said (4) this should be accomplished in a "few days," and is not likely to cause any change in present membership. On the subject of ASCAP's disputed formula, Committee staffers noted "it was not formally on the books, but we are always interested in these problems."

WOR 'Studio' Public Picks Favorite LP

• Continued from page 1

bum scored, while most of the votes were cast for group singing by the Norman Luboff Choir and the Robert Shaw Chorale.

Favorite tunes with lyrics were "Meet Me Tonight in Dreamland," "When You Were Sweet 16" and "Love's Old Sweet Song." Favorite instrumental standards were "Deep Purple," "That Old Feeling" and "These Foolish Things." Favorite film themes were "Tara's Theme" from "Gone With the Wind," "The High and Mighty" and "Love Is a Many-Splendored Thing."

When "Music From Studio X" was launched over WOR last July, Pulse rated the station fifth or sixth for its time period. Today, Program Director Bob Smith reports that the most recent Pulse study gives "Studio X" the highest average rating in its 9 p.m. to midnight time period. The show is emceed by John Gambling Jr.

Davis Charges Cleffer With Grand Larceny

NEW YORK—The district attorney's office has handed down an indictment in the case of cleffer Danny Taylor. Latter assigned four songs to publisher Joe Davis, titled "Will Ya," "Shoemaker Man," "You Can't Live in the World Alone" and "Ma Kenna." Davis, who had also signed Taylor as an artist and writer, recorded various of the tunes and subsequently found that Taylor had, at a prior date, turned the songs over to three other publishers.

William Gold, of the d.a.'s office, confirmed that an indictment for grand larceny was handed down last week. Davis, it is known, has spent about \$1,000 on the record sessions. Taylor is expected to be brought before a prosecuting judge shortly.

Conklin Gets Disk License, Studies Field

HOLLYWOOD — Absent from the disk scene since his resignation as president of Columbia Records, Jim Conkling was expected to renew his interest in the business shortly with the news of his signing a music performance trust fund agreement.

Conkling acknowledged his request for a disk license here last week, tho he declared he had no concrete plans to enter the field, and that he was still looking into several projects. As for the license, Conkling said, "It's a good thing to have around."

Plan Settlement Of Rizek Debacle

TRENTON, N. J.—Undaunted by the collapse of his financial empire and a four-month-long siege of creditors, James Rizek, New Brunswick manipulator who made a paper fortune in the disk and audio equipment business, may yet return to the world of high finance in a relatively unscathed condition. This was indicated at a creditors' meeting held Wednesday (2) before Referee in Bankruptcy Charles Weelans here.

All told, 52 claims have now been entered against Rizek for a grand total of \$1,051,745. Of these, 31 creditors representing claims of \$620,000 have filed consents to a settlement proposed by Rizek's attorneys. Under the terms of the proposal, the man who became well known in the disk and equipment world via vast dealings with New York disk merchant, Sam Goody, offered to pay off creditors at the rate of 50 cents on the dollar. Ten per cent of this would be payable within 90 days of confirmation of the settlement, with the balance payable in four annual installments of 10 per cent each. Government and salary obligations would be paid off in full.

Under this plan, Rizek will sooner or later have to come up with \$500,000 in settlements, and to do this, the proposal calls for his return to business. He plans to enter the wholesale electronics field, in his own words, "this time to make money."

The consents have been received on the proposal from the necessary majority of creditors, confirmation must still be obtained and some doubt still exists that

RCA, Columbia Up Discounts, Set Drop-Shipment to Racks

Follow in Footsteps of Capitol, Decca; Decision Left to Distribs

HOLLYWOOD—The expected shift in diskery policy relating to rack jobbers came to pass last week, with both RCA Victor and Columbia Records extending increased discounts and instituting direct factory drop-shippments. Capitol and Decca had previously disclosed similar changes in its sales program for rack operators.

The previously denied (The Billboard, November 24) RCA Victor acknowledged that it will henceforth suggest its distributors grant rack jobbers discounts of 38 and 10 per cent of bulk shipments of

LP's from the company's plants. Single records will carry suggested discounts of 5 per cent off dealer's price.

New policy is entirely at the distributor's discretion, with the distributor bearing the brunt of the increase in discount. Aware of the growing importance and volume of rack sales, distributors and RCA Victor's special rack field force will exercise caution, however, in seeing that a given rack jobber does not overextend himself and that each rack in a specific location has enough turnover to warrant the

special discount. Plan becomes effective immediately, with the firm's field men fanning thruout the country to broach details to distributors and jobbers.

Columbia's plan is similar in nature, allowing discounts of 38-10 on LP's, and 38-5 on singles. The firm, however, will bypass distributors in a number of areas, among these Detroit, Albany, N.Y.; Houston and Salt Lake City. Milt Selkowitz, Columbia rack jobbing specialist, acknowledged that "we are considering testing the bypass of distributors in certain areas." Of the foregoing territories, Columbia recently opened its own branch in Detroit, and is known to have already broached its plan to Bill Handleman, Handleman Drug Company, reputed to be the largest rack jobber in the nation. Increased discounts are predicated on drop shipments from the Columbia factories.

In both companies' plans, certain other safeguards will be granted, i. e., 100 per cent guarantees on LP merchandise, tho these are not company policy, with each case determined by the rack jobber or distributor in question.

LP'S ON UPSWING

Pops, Jazz Output Up Over-All 27%

• Continued from page 1

also established a firm sales-head on the retail level, with the esoteric Caedmon label, for instance, chalking up some impressive special-market figures with packages featuring Edith Sitwell, the late Dylan Thomas and other equally distinguished literary names.

Also accounting for 1956's LP load were the usual mood music, foreign, Broadway, TV and Hollywood show packages, with film-land putting particularly strong emphasis last year on musicals—

"The Eddy Duchin Story," etc.—and movie themes such as "Picnic." Color Photogs

It was a peak year for color photographers, with labels vying for cover-art honors, via expensive four-color jobs and other elaborate packaging gimmicks. Julie London's "Calendar Girl" and "Lonely Girl" were among those covers considered particularly strong sales bait.

Title-wise, the boys turned out such provocative come-on tags as "Latin Songs to Inspire Lousy Lovers," ABC-Paramount's "Music for Expectant Mothers" and Unique's "Music to Suffer By."

Lamas Tie-Up With Italian Syndicate

MILAN, Italy—Organizzazione Musicale Nazionalmuzic, large syndicate of Italian publishers headquartered here, has completed an exclusive deal with Lamas Music, subsidiary of RKO General Tele-radio Pictures in the United States. Under the pact, the syndicate will have Italian rights to all material published in the States by Lamas, including all songs and background scores from RKO films.

Deal was made by Marty Machat, secretary and counsel for the Lamas firm and Paul Siegel, well-known mahoff on the international disk and music scene and Stateside rep for Organizzazione Musicale Nazionalmuzic.

Score for the current Eddie Fisher-Debbie Reynolds pic, "Bundle of Joy," set for early release here, is included among the first seven scores to be covered by the agreement.

Glory Records Pacts Vaughan

NEW YORK — Glory Records has signed up Denny Vaughan as a vocalist and will issue the artist's first release shortly. Vaughan, who introduced "Hand in Hand," is also an arranger and writer, and it is expected that he may function in these capacities for Glory in addition to his warbling. Phil Rose and Lou Sprung, Glory chiefs, are planning a strong promotional drive for the artist.

Gilbert New Unique Artist And A&R Exec

NEW YORK — Herschel Gilbert, West Coast film background composer, has been signed as an artist for singles and albums by RKO Unique Records. The diskery has also pacted Jack Harris, singing emcee of a Detroit TV show, and pianist Lou Stein. The latter will focus on special album work.

Gilbert, whose credits include the background score for "The Moon Is Blue," and adaption of the score for the film version of "Carmen Jones," has received three Academy Award nominations for his scorings. He started in the business as an arranger for Harry James' band. In his new post, he will act in a West Coast artist and repertoire capacity under a.&r. chief, Joe Leahy, as well as performing as an artist.

Morris Buys 'Jeanette,' 'Wild Heart'

NEW YORK — E. H. Morris Music last week acquired publishing rights to two songs which have been stirring up some local action in their territories.

Morris' general professional manager, Sidney Kornheiser, purchased "Jeanette," cut by the Antones on Black Records, of Wheeling, W. Va., from that label and the writers of the tune, Joey Pizzaferrator and Chatta Johnson, both members of the Antones group. He has already lined up a Mills Brothers cover on the song.

At the same time, Jack Lee, professional manager of Morris' Broadcast Music, Inc., firm Meridian Music, flew out to Cleveland Thursday (3) to close a deal on "Your Wild Heart," (sliced by the Pony Tails on Unique's subsidiary label Point) with the gal group's manager Tom Elias. The tune was written by James A. Testa and Charles Sano.

RCA VICTOR PUTS 45 EP'S WITH DARING PRICE CUTS!

45's are about to become one of the most important factors in your business. With RCA Victor's dramatic new price reductions, YOUR CUSTOMERS NOW GET SUBSTANTIAL SAVINGS ON ALL 45 EP ALBUMS—AS MUCH AS \$2.00 PER ALBUM!

BUILDS VOLUME—Your once-in-a-while, economy-minded customers will have a new stimulus for buying 45's. Regular customers will buy *more!*

DEVELOPS NEW BUSINESS—The price-cuts will get more teenagers and "young marrieds" into the 45 record-buying habit... giving you a wider range for sales.

INCREASES STORE TRAFFIC—More and more people, of all age groups, will come into your store to buy 45's at these low prices. And with more people coming into the store, your percentage of impulse sales and related sales increases.

More than ever, 45's are going to be America's favorite speed. Get into the sales swim by featuring them—displaying them—stocking up and promoting them... *they mean business!*

OUT FRONT

RCA VICTOR ANNOUNCES



PRICE CUTS UP TO 40%



ON ALL 45 EP ALBUMS!



1-Record albums were \$1.49... **now only \$1.29!**

2-Record albums were \$2.98... **now only \$2.49!**

3-Record albums were \$3.98 and \$4.98... **now only \$2.98!**

Now more than ever, 45 is just your speed for enjoying the world's greatest artists, the world's truest sound. Start the 45 habit today, with this special introductory offer...

10 BELAFONTE RECORDS JUST \$5

ORIGINALLY \$14.90 59 hits on ten 45 EP's in "THE BEST OF BELAFONTE" album, plus 15 page booklet when you buy any RCA Victor Automatic 45 "Victrola"®



AUTOMATIC 45 "VICTROLA" (A) - In three 2-tone combinations. (TEY1) \$32.95. (B)-Extra Power. Two 2-tone combinations. (TEY2) \$36.95	PORTABLE AUTOMATIC 45 "VICTROLA" - Can play up to two hours of music. Two 2-tone combinations. Includes bonus album of three 45 EP's. (8EY01) \$39.95	DELUXE PORTABLE AUTOMATIC 45 "VICTROLA" - Console-like "Golden Throat" tone. Brown-and-tan or 2-tone green simulated leather. (8EY2) \$42.95	DELUXE AUTOMATIC 45 "VICTROLA" - Variable tone control. Extra powerful performance. Black-and-gray or maroon-and-buff. (8EY4) \$49.95	THE MARK VII - Lowest priced Hi-Fi. Multi speakers. Automatic "45" changer. Mahogany finish (oak or maple finish slightly higher). (11P45) \$79.95
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SATURDAY EVENING POST

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HIT PARADER

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THIS WEEK

PARADE

FORTY-FIVER

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THIS MONTH'S RECORDS

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Now more than ever 45 is your best buy
At your RCA Victor dealer now!

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The **FIRST BIG HIT** of 1957!

"I DREAMED"

**Betty
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Rep. Suit Vs. AFM & Trust Fund

• Continued from page 15

tures for exhibition on or by television."

At stake in the suit is the AFM's 5 per cent formula, under which producers must pay the trust fund either 5 per cent of gross time charges or by gross revenue derived from a theatrical film sale to television. In addition, the agreement calls for residual payments of \$25 to \$75 to the fund for each musician employed in original scoring of the film.

Charges Coersion

Complaints charges "the trust funds referred to in each of said

agreements were not created or established for the sole or exclusive benefit of the employees of the plaintiffs," and that "plaintiffs were coerced and compelled by economic necessity to execute" the agreements inked with the union and the music performance trust fund.

Republic's suit is expected to have far-reaching implications for other motion picture studios, particularly in the television industry, if the action is successful, since residual payments to other guilds and unions, i.e., Screen Actors' Guild, etc., might be affected. (See television section for other details.)

This latest in the series of legal haymakers leveled at the AFM and the trust fund brings damages sought to approximately \$20,000,000. Two previous actions by musicians, members of Local 47, were aimed at the phonograph record fund and the TV film fund. In the former action, plaintiff's have thus far received a temporary injunction preventing further payment of wage increases to the fund by the record companies.

Col., Cap. & Dot

• Continued from page 15

dent Randy Wood indicated that he would follow the Victor pattern.

Decca and Coral, who would be expected to act in concert, are adhering to their traditional policy of "watchful waiting." M-G-M officials had not comment to make at this time, but indicated that they might follow suit.

Some Indies on Fence

Most of the key Coast indies are expected to fall in line eventually. Few of these, however, have achieved wide sales of EP's. Modern, Imperial, Alladdin and others have not as yet come to a firm decision, tho indications are that they, too, will reduce single EP's, which are the bulk of their output. One Coast indie, Liberty, averred that they will henceforth produce no EP's at all.

Mercury Records, it is recalled, discontinued their EP's about six months ago.

Another Coast combine, Norman Granz's Clef-Verve-Norgran outfit, cut its 500 or so EP's to 98 cents at one point last year, then recently jacked them back up to \$1.49.

Tom Mack

• Continued from page 15

long-range plans on the firm's LP program, which ultimately will include the acquisition of a complete repertoire staff, the services of additional producers in other parts of the country, and complete art and editorial departments. The possibility of a classical specialist in Dot's LP division also looms for the future.

Wood and Onorati have been readying plans for the release of approximately 100 packages this year, covering popular, jazz, classical, motion picture sound tracks, the firms celebrity series and other special projects, many of which Mack is expected to produce.

Before joining Capitol Mack was on the West Coast repertoire staff of Decca Records. He began his professional career as a trombonist and orchestra manager for the late Glenn Miller, and later served as road manager for bandleaders Charlie Spivak, Artie Shaw, Claude Thornhill and others. He was at one time associated with Bullets Durgom in the personal management field.

Jan. Opera Pitch

• Continued from page 15

Arias," and "Jan Peerce in Opera." This is newly-issued material, except for several re-issued items in the Peerce set.

The opera pitch will be made via consumer ads in such journals as Saturday Review, Theater Arts, High Fidelity, Hi-Fi Must at Home, the Schwann catalog and the Long Player. The ads will carry a coupon which the consumer mails to Victor, and receives, in return, the company's new, complete, four-color illustrated opera and choral catalog.

Dealers will receive a large window display on which opera disk covers can be mounted.

Victor also is staging a disk jockey contest for subscribers to its "Music You Want" service. This, of course, involves spinning the featured operatic recordings.

Cheers Sign With Merc; Cut Session

CHICAGO—The Cheers, vocal group formerly with Capitol, signed with Mercury Records and were recorded on the West Coast last week under the supervision of Bob Shad. Shad, the label's r.&b. and jazz specialist in its a.&r. department, also waxed the Platters and a new pop vocal property, Bobby Milano.

ANOTHER BMI "PIN-UP" HIT

BLUE MONDAY

Recorded by **FATS DOMINO**, Imperial

Published by **COMMODORE MUSIC CORP.**



LOOK OUT FOR ...

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FROM THE WARNER BROS. PICTURE

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DEALERS, DEEJAYS, ONE STOPS

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(That's How I Will Be)
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A Solid Hit!

THE STAR YOU WISHED UPON LAST NIGHT

ROBBINS MUSIC CORPORATION

NOW ... AND ALL THROUGH THE WINTER SEASON

Leroy Anderson's

Sleigh Ride

100% Recorded

MILLS MUSIC

The Great Big Ballad Hit For 1957!

DREAMY EYES

TAURUS MUSIC PUBLISHERS
—ASCAP—

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Announces



WITH PLEASURE ... THE ADDITION TO ITS CATALOG OF THE GREAT NEW COMPOSITION BY ...

DAVID ROSE

"HOLIDAY FOR TROMBONES"

RECORDED BY **DAVID ROSE** and his Orchestra

ON **MGM** 12376 • K12376

It's Breaking Big all over the Country!

Bregman, Vocco and Conn, Inc.
NEW YORK • HOLLYWOOD

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

60-DAY WONDER

"Classy" Approach Woos Customers

- In less than two months, sales were soaring for new disk outlet in San Francisco.
- No deals, no gimmicks—just "easy shopping" pulls customers in.

By GERRY MacCLEAN

SAN FRANCISCO—The Music Box, which opened here November 15, has already yestablihed itself as one of the city's "fine stores." Owner George Jacques has tried to make it the "Tiffany's" of the disk market. Thus far, the Music Box has used no direct-mail promotion (the store has no mailing lists), no discounts, no savings stamps, no club deals, no bargain clearance sales. Yet Jacques expects to gross about \$300,000 for the first year's operation.

Sound Merchandising Methods

Jacques' selling techniques are no more complex than a wheelbarrow. Display, on a king-size scale, is his principle tool. A first visit to the Music Box gives the impression of being in an art gallery, thanks to modern album covers. The two side walls and back wall of the 24-foot wide and 100-foot long shop are covered solidly right up to the ceiling with more than 800 current album covers. From the floor to a reachable height are self-service racks. Above that are the covers whose filled duplicates are accessible in a series of ten double-sided browser boxes which split the main traffic area down the middle. Jacques estimates that 5 per cent of the daily throngs just come in to enjoy the scenery and "even these sightseers sometimes buy."

Says Jacques, "Visual presentation has it all over the old way of doing things. The old-style browser

bins made selection a tedious chore. You had only the title and the artists' name and you sometimes had to lift out the individual record to read the label. Our system saves the time and patience of both the customer and clerk.

"A customer is not likely to ask for many albums he has not seen or heard before. In here, they see them and they can hear them," Jacques added, indicating a row of 14 glassed-in, air-conditioned listening booths.

Many customers are attracted by the unique two-story store front. When Jacques remodeled, he used a product called "glascrete" on the exterior. It is a glass and cement mixture, put on like plaster, which sparkles like a tray of diamonds under the sun's rays and even under street lights at night. It's the only facade of its kind in the Bay City, since "glascrete" was just recently introduced to the building trade.

Jacques frankly admits that he spent upwards of \$50,000 to remodel an already well-appointed building for the express purpose of freezing out his shabbier competition. His receipts after six weeks of operation would indicate that he has succeeded.

Attesting to Jacques' business savvy is the fact that 75 per cent of his first month's ad budget was absorbed by his suppliers. The budget, incidentally, amounted to \$926.58, including the pre-opening campaign. All of the ads are strictly institutional.

Record-buying trends are scrupulously studied by Jacques. Trade paper ratings are kept in an up-to-date file. TV is watched for top singers introducing new tunes. As a result, distributor salesmen don't sell new records to Jacques. He buys from a list he has ready when they call on him—if he hasn't already ordered by wire or phone.



PHONO QUIZ

D'You Know V-M's 556?

Pictured above is the V-M 556 portable phonograph. This consistent good seller should be familiar to every dealer. But how well do you know its special features? Check your knowledge now with the simple quiz below.

Answers are given at the bottom of the page, right-hand column.

1. How is the "input receptacle" used?
2. What does the "Lazy Lite" do?
3. Why is the tone arm made of aluminum?
4. What is the "adjustable tone chamber"?
5. Describe the speaker system.
6. At what speeds will it play?
7. What is the "muting switch"?
8. What kind of needle has it?

Take Another Look At Your EP Trade

- Price slash may bring new life to EP sales
- Changes comes as EP market enters period of growth

Fewer than 5 per cent of the dealers in the country will disagree with RCA Victor's price cut to "sweeten" the sale of EP-45 disks. The others have long felt that they are concerned with EP's at that "it's an LP market" and, if all, will adopt a wait-and-see attitude and take profits where they find them.

Were EP's Undersold

But the 5 per cent opposition will stoutly maintain that not enough attention has been paid to motion and display by the dealer, to interest in their development by the industry. EP's, they will say, have always been treated as a step-child. And, incidentally, this minority speaks from a position of profitable experience with the seven-inchers.

Now, these arguments are academic. The RCA Victor price has been cut. Columbia indicates a willingness to follow suit and the other companies will have to fall in line. It's necessary to re-evaluate the role EP will play in your business.

The EP has always been a good buy compared to the 45 single. It offered twice the amount of music for only two-thirds additional cost over the price of a 45 single. But

with the new price, it will be far easier for the dealer to trade-up a teen-ager to an EP purchase.

A Good Bet for Classics

The EP has always been a perfect format for shorter classics. Many dealers—and consumers too—have argued that, in order to get their favorite shorter classical works, they have had to buy an LP which contained the work they wanted combined with several others. This led to duplication in the consumer's library and to irritation.

Part of the fault here must rest with the record companies. In their eagerness to satisfy the LP public, they have overlooked the EP buyer. For example, Angel doubtless has had remarkable sales of Maria Callas in albums of complete operas. There are, however, many buyers who balk at the price of a complete opera but who would definitely find Callas singing arias on an EP within their means.

A New Future for EP's

The change in price may also bring a change in attitude on the part of record companies and dealers. RCA Victor, of course, can be counted upon to promote heavily in this area. They will, in fact, invest a half million dollars in EP promotion in the period just ahead. What other manufacturers will do is anybody's guess. But keeping in mind that the EP is designed for the teen-age market and that this market is the most rapidly growing, indications are that the EP will grow into a big grosser.

NEW PRODUCTS

DU MONT INTRODUCES TRANSISTOR PORTABLE . . .

Table model performance in a tiny portable is Du Mont's promise for its "Transistor" radio. The



"Transistor" is encased in a leather-bound package measuring 7" by 4 1/4" by 3". The unit is powered by six "C" type flashlight batteries. A "Thermistor" circuit ensures peak performance in freezing weather or on the hottest days.

5-YEAR GUARANTEE ON PHILCO RADIO . . .

Philco announces that its all-transistor "cordless" radio may be returned to the factory for repairs at no cost, anytime within five years of date purchase.

This five-year guarantee, says Philco, is made possible by the long life claimed for the set because of the use of seven transistors rather than vacuum tubes and the use of printed circuits.

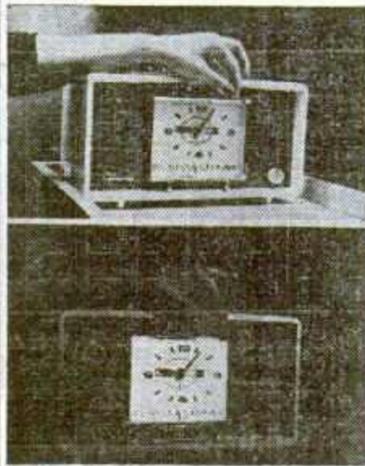
The Philco transistor radio is 7" by 4 1/4" by 2". It is capable of playing more than 250 hours on two ordinary flashlight cells. Many owners have already reported battery service of 750 to 1,000 hours.

SYLVANIA CLOCK-RADIO HAS "PANELESCENT" DIAL . . .

A new clock-radio with a "panelescent" lamp dial has been introduced by Sylvania. The "panelescent" lamp produces a uniform light without the use of bulbs,

tubes, filaments or cathodes. It operates on the principle of electroluminescence—the creation of light by the excitation of ceramic phosphor materials placed in an electric field.

The new model is called the "Night-Lighter." It is available in



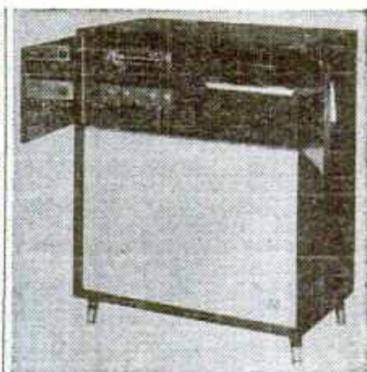
three different color combinations. A special feature of the "Night-Lighter" is that the face not only tells the time but the date, the month and day of the week.

AMI HAS PHONO GROUP FOR LUXURY CLASS . . .

AMI, Inc., manufacturer of sound equipment since 1909, is offering a group of high-fidelity radio phonographs designed for the market that is willing to pay for fine furniture as well as fine sound. The lowest priced model in the line—the Mark I shown here—retails for \$795.

This model, designated the "Brahms," is recommended for small apartments. It measures 34 1/2" long, 22" deep and 40 1/2" high. But the components used are the same as in other models.

The woods used throughout are of 3/4" stock and the finishes are the kind that have made Grand Rapids famous. Of special interest is the



AMI exclusive three-channel front-loaded exponential horn system in a specially engineered enclosure. The cavity of the enclosure is acoustically treated to prevent internal resonances.

The amplifier is rated at 22 watts with less than 2 per cent intermodulation distortion. Frequency response is from below 20 cps to over 20,000 cps (plus or minus 1.5 db).

1. An input receptacle is provided to enable the user to hear tape recordings or radio broadcasts thru the 556's high-fidelity system. An AM, AM-FM tuner or tape recorder is plugged into the input receptacle.
2. The Lazy-Lite is a glowing pilot light which shows that the set is on. By pressing it the user can automatically reject a record without lifting the phono lid.
3. Aluminum construction gives the tone arm rigid strength, combined with easy needle pressure adjustment.
4. An adjustable lid stay enables the user to match the tonal quality of the speakers to the tonal qualities of any room.
5. Two speakers are used—an extended range 8-inch and a 4-inch tweeter.
6. The 556 plays at 16, 33, 45 and 78 r.p.m. speeds.
7. The "muting switch" assures complete silence from the unit during the changing cycle.
8. Twin sapphires in a ceramic cartridge.



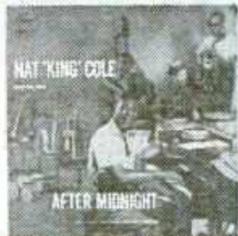
Art Gallery. Here is a small section of one of the 100-foot-long walls, covered from floor to ceiling with album covers and records. More than 800 current album covers are displayed on three of the music box walls.

21

FOR JANUARY
NEW POPULAR
ALBUMS FROM



CAPITOL starts 1957 with an array of top stars in albums that will soon be among the leaders in nation-wide popularity polls.



AFTER MIDNIGHT Nat "King" Cole and the Trio, joined by all-time greats of the jazz world. Nat sings and plays his biggest hits. W-782



MOONDREAMS Dick Haymes—The warm voice and sensitive styling of Dick Haymes in a collection of reflective ballads. T-787



"PEE WEE" AND "FINGERS" "Pee Wee" Hunt and Joe "Fingers" Carr—Mr. Dixieland meets Mr. Ragtime on old-time numbers that really swing. T-783



FOUR FRESHMEN AND FIVE TRUMPETS—Another sensational album by America's most popular vocal group. T-763



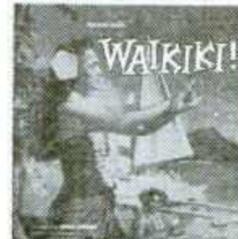
SKYLIGHT RHAPSODY Joe Bushkin—The magic of Joe Bushkin's piano artistry against a rich orchestral backdrop. T-759



COMEDY CARAVAN Comedy Stars—A laugh-provoking collection of hit singles by such outstanding comedians as Stan Freberg, Andy Griffith and many others. T-732



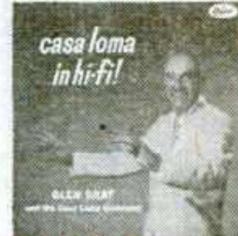
RAY ANTHONY PLAYS FOR DANCERS IN LOVE—Warm, listenable music with a gentle beat for dancing or dreaming. T-786



WAIKIKI! Webley Edwards—Popular favorites of native Hawaiians and visitors alike, recorded on the beach by the Island's leading singers. T-772



MUSIC FOR LOVERS ONLY Jackie Gleason—Twice as much dreamy music as in the original album—tender ballads that have special significance for all of us. W-352



CASA LOMA IN HI-FI! Glen Gray—Newly recorded in High Fidelity, the memorable tunes made famous by a great orchestra. W-747



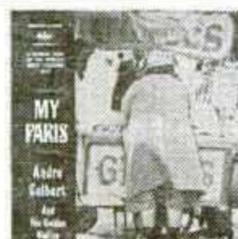
LEGEND OF THE JIVARO Yma Sumac—Exotic Yma Sumac presents the authentic, exciting music of the head-hunting Jivaro. T-770



MUSIC TO MAKE YOU MISTY Jackie Gleason—An expansion of the popular album featuring Bobby Hackett on trumpet and Toots Mondello on alto saxophone. W-455

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Another group of outstanding albums with an international flavor, recorded in the country of the music's origin in flawless High Fidelity!



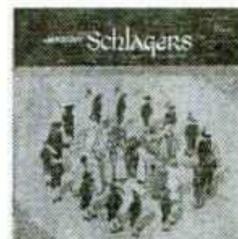
MY PARIS André Colbert—For a wonderful evening of listening music, here is the real Paris, portrayed by a Parisian with a heart—and sense of humor. T-10057



ITALIAN POPULAR SONGS Luciano Virgili—Italy's most successful singer of popular songs in a collection of heart-warming ballads. T-10054



NEW YORK IMPRESSIONS Norrie Paramor—An orchestral tour of America's greatest city, conducted by a musical ambassador from England. T-10063



GERMAN SCHLAGERS Various Singers—Romantic ballads, novelty tunes, dance themes—the tops in German pops. T-10046



ONGETROUWD MAN KAMER! Dolf van der Linden—Luscious music for a Bachelor's Apartment—by the most popular orchestra in all Holland. T-10058



ARGENTINE TANGOS De Angelis & Fresedo—A superb interpretation of Latin music for dancing—or for listening. T-10053

COUNTRY & WESTERN

The debut albums of three of America's most popular singers of Country Music.



SOUTHERN GENTLEMAN Sonny James T-779



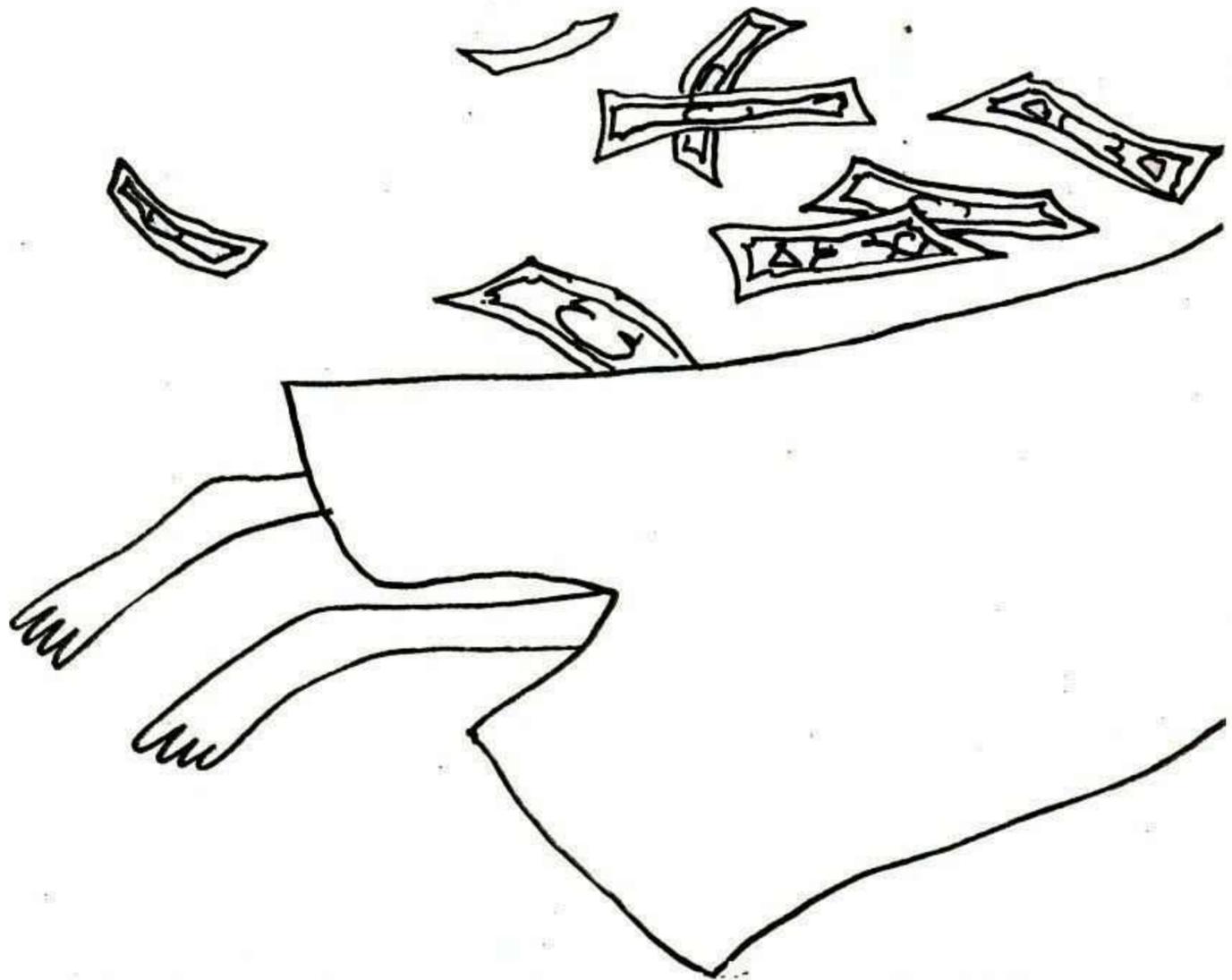
WORDS & MUSIC COUNTRY STYLE Tommy Collins T-776



SWEETHEARTS OR STRANGERS Faron Young T-778

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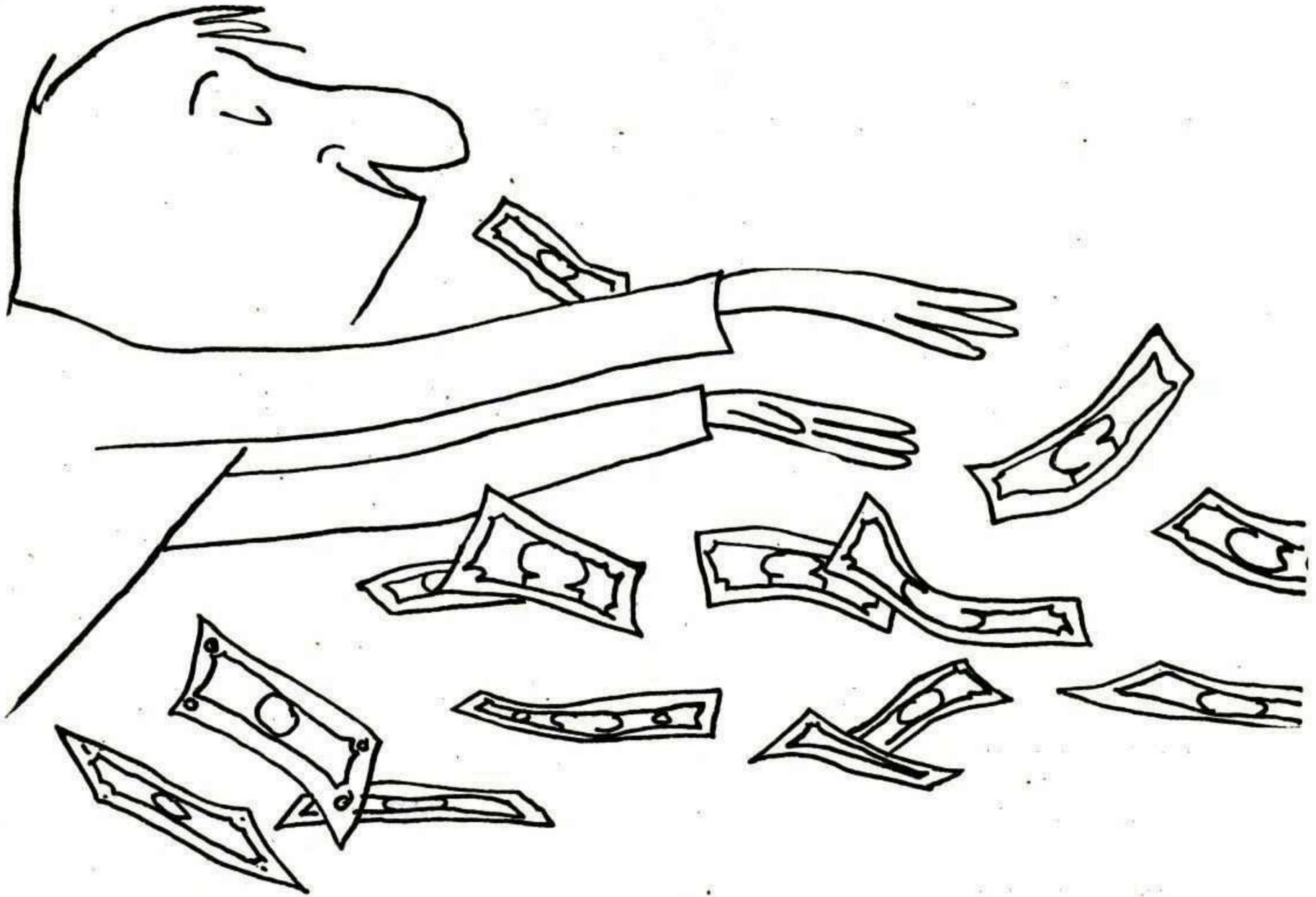
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THE BILLBOARD'S WEEKLY

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. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
2. ELVIS—Elvis Presley.....RCA Victor LPM 1382
3. MY FAIR LADY—Original Cast.....Columbia OL 5090
4. THE KING AND I—Sound Track.....Capitol W 740
5. THE EDDY DUCHIN STORY—Sound Track....Decca DL 8289
6. OKLAHOMA!—Sound Track.....Capitol SAO 595
7. HIGH SOCIETY—Sound Track.....Capitol W 750
8. BELAFONTE—Harry Belafonte.....RCA Victor LPM 1150
9. ELVIS PRESLEY.....RCA Victor LPM 1254
10. THIS IS SINATRA—Frank Sinatra.....Capitol T 768
11. SAY IT WITH MUSIC—Lawrence Welk.....Coral CRL 57041
12. JERRY LEWIS JUST SINGS.....Decca DL 8410
13. HYMNS—Tennessee Ernie Ford.....Capitol T 756
14. THE PLATTERS.....Mercury MG 20146
15. HOWDY!—Pat Boone.....Dot DLP 3030

• 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. The Platters, Vol. 2.....The Platters
Mercury MG 20216
2. Ski Trails.....Jo Stafford
Columbia CL 910
3. Giant.....Sound Track
Capitol W 773
4. 'S Wonderful.....Ray Conniff
Columbia CL 925
5. Li'l Abner.....Original Cast
Columbia OL 5150
6. Calendar Girl.....Julie London
Liberty SL 9002

• Most Played by Jockeys

Albums are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

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. JERRY LEWIS JUST SINGS—Jerry Lewis.....Decca DL 8410
9. MERRY CHRISTMAS—Lawrence Welk.....Coral CRL 57093

• Review Spotlight on . . .

Classical Albums

RICHARD STRAUSS: TILL EULENSPIEGEL'S MERRY FRANKS; DEATH AND TRANSFIGURATION ("TOD UND VERKLAERUNG"); (1-12")—Vienna Philharmonic; Fritz Reiner, Cond. RCA Victor LM 2077 (SLP-28)
This month's RCA Victor "Save on Records" selection (\$2.98 coupon special) would be a bargain at twice the price. Fritz Reiner, in his first recording with the Vienna Philharmonic, turned to two works with which both he and the orchestra have long enjoyed a memorable association. The warmth and humor that Reiner infuses into "Till" and the passion and energized spirituality of the "Death and Transfiguration" show an almost unbeatable understanding of the values that comprise the term "Straussian." To make sales all the easier, the set is graced by a trompe l'oeuil color photo of objects associated with the "Eulenspiegel" story. The sound is magnificent. Price and performance are going to make it rough for competing versions.

ALBANESE SINGS PUCCINI (1-12") — RCA Victor LM 2033

The dozen arias recorded in Rome last summer only offer further proof of the diva's unique sensitive understanding and interpretation of Puccini scores. The brilliantly projected overall includes selections from "Tosca," "Turandot," "Le Villi," "La Rondine," "La Boheme," "Manon Lescaut," "Suor Angelica," and, naturally, "Butterfly." The "Un Bel Di" band is a smash for customer sampling.

JAN PEERCE IN OPERA (1-12")—RCA Victor LM 2055

Tenor brings his warm talent to bear on arias from nine of his operatic roles. Selections are mostly from previous recordings with a variety of orchestras and conductors, and the combination has received meticulous sound treatment to make a top-drawer listening package. Arias included stem from "Don Giovanni," "Forza del Destino," "Carmen," "La Juive," "L'Arlesiana," "Masked Ball," "Cavalleria Rusticana," and "Lucia." Album should see plenty of interest from opera buyers.

Jazz Albums

THE TROMBONE SOUND (1-12")—Kai Winding Septet Columbia CL 936

Here Winding carries on in the spirit of the Kai and Jay experiments, but now without Johnson, who has his own quintet (see below). The ensemble consists of four trombone men—Winding, Carl Fontana, Wayne Andre and Dick Lieb—and rhythm. It comes off as quite a tour de force—the contrast of sound being quite remarkable. Some of the differences in tonal color are due to introduction of the trombonium and valve baritone horn into the brass quartet. The program is provocative and musically stimulating, with selections by seven different arrangers. Best demo bands might be Al Cohn's "Blues" and "Whistle While You Work." There is no reason why this set could not do as well as the best-selling Kai and Jay albums.

— Album Cover of the Week —



RICHARD STRAUSS: TILL EULENSPIEGEL, RCA Victor LM 2077. A color photograph in the trompe l'oeuil style of the various symbols associated with the "Till Eulenspiegel" story. It is a vivid eye-catcher and would be an adornment to any display.

• Reviews and Ratings of New Albums

Popular

HAPPY HUNTING80
Hugo Winterhalter Ork (1-12")
RCA Victor LPM 1400

Winterhalter wraps up the score from Ethel Merman's new hit legit musical, "Happy Hunting," in lush, listenable instrumentals, including a catchy version of "New Fangled Tango," already released as a single. Percy Faith's best-selling "My Fair Lady" LP indicates a definite market for instrumental interpretations of hit Broadway show scores, and this package should grab plenty of sales and jockey spins.

PLAY MELANCHOLY BABY77
Matt Dennis (1-12")
RCA Victor LPM 1322

A tasteful package of torch tunes, spotlighting 12 cry-in-your-martini type selections, including "I'll Never Be the Same," "I'm Thru With Love," and "I Gotta Right to Sing the Blues." Dennis warbles with appealing intimacy and relaxed charm, while excellent backing is provided by a group of top-flight musicians, with Dennis himself on piano.

WONDERFUL ONE75
Luis Arcaraz Ork (1-12")
RCA Victor LPM 1335

Mexico's Arcaraz offers an interesting terp package spotlighting a group of Yankee-style standards and Latin-American selections, and scoring highest, performance-wise, on the latter. Smarily orchestrated instrumental wax with standout trumpet solo work and a deft, danceable beat. Striking cover photo gives album a big display-plus. Great deejay material.

MUSIC FOR PEOPLE WHO CAN'T SLEEP75
Richard Hayman Ork (1-12")
Mercury MK 20194

A soothing mood package of a dozen standards ear-gaited to the title theme. Plenty of variety here in arrangements that add up to pro-

(Continued on Page 30)

Classical

VERDI AND TOSCANINI (2-12")—The NBC Symphony Orchestra, Arturo Toscanini, Cond. RCA Victor LM 6041.....83

Eight of these bands are recordings from Toscanini broadcasts from 1942 to 1948. The ninth stems from a 1952 recording session. Included are overtures to "Forza del Destino," "Luisa Miller," and "Il Vespri Siciliani," the entire fourth act of "Rigoletto," as well as vocal arias from three other Verdi operas. Over-all is great memorabilia to be cherished by any collector. Label has done itself proud with ultra handsome packaging, with a cover spotlighting the Boldini portrait of Verdi and a booklet containing a brilliant essay on the Verdi-Toscanini relationship by Marcia Davenport. This is must inventory for any caterer to operatic trade.

TARTINI: "DEVIL'S TRILL" SONATA IN G MINOR; MOZART: VIOLIN SONATA IN B FLAT, K. 454 (1-12")—David Oistrakh, Violin; Vladimir Yampolsky, Piano. Angel 35356.....81

Two specialties of fiddle virtuosos in warm and eloquent readings by Oistrakh. Readings of both sonatas by Oistrakh have been available on other labels, but they were of Russian origin and are inferior sound-wise to this Western European production. The Tartini is, by far, the best version now available. The Mozart is the most popular (and most recorded) of all his violin sonatas; Oistrakh's rendition of it rates right at the top of the heap. His concentration on musical values rather than the sheerly virtuoso qualities of this work makes Oistrakh's reading a few shades preferable to the recent Heifetz issue. An attractive coupling that will be bought in generous quantities.

PUCCINI: IL TABARRO (1-12")—The Gobbi, Margaret Mas, Giacinto Prandelli, Orchestra and Chorus of Rome Opera House, Vincenzo Bellezza, Cond. RCA Victor LM 2057.....80

With no other recording available, this fine recording of the composer's one-

(Continued on Page 30)

Jazz

IS FOR JAZZ83
The J. J. Johnson Quintet (1-12")
Columbia CL 935

Johnson, after several years' experimentation in trombone sonorities with Kai Winding, is heard now in a different context. The second horn in his new quintet is wielded by Bobby Jasper, Belgian tenor man and flutist, who has recently taken up permanent residence here. This is his first record since arrival and the impression is a favorable one, if not outstanding. After the crisp, snappy air of the Kai and Jay sets, this one has a draggy, unswinging feel in spots. However, Johnson's playing always carries much interest; there is enough inventiveness and solid playing to carry the day for the average jazz fan. Very good sales predicted.

THE MAGNIFICENT THAD JONES81
Blue Note 1527

Since winning the 1956 Down Beat critics' poll as best new trumpet star, Thad Jones has come to throw more and more weight around on the popular level. This reflected itself in the commercial success of the recent "Detroit-New York Junction" LP. As in that set, the Quintet has Jones and tenor man Billy Mitchell on horns; the rhythm section, however, consists of Max Roach, Percy Heath and Barry Harris. This is the greatest Jones album yet. Once the word has spread, the album ought to go like a house a-fire.

BILLY TAYLOR TRIO AT THE LONDON HOUSE80
(1-12")

ABC-Paramount ABC 134
This LP might be sub-titled "Study in piano styles." Taylor has outdone himself to find a distinctive way of presenting each selection in the set; as a result, a many-faceted program is offered here. "London House," is a delightful up-beat

(Continued on page 32)

DESIGNED for

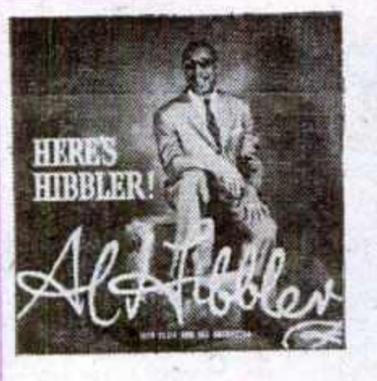
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NEW

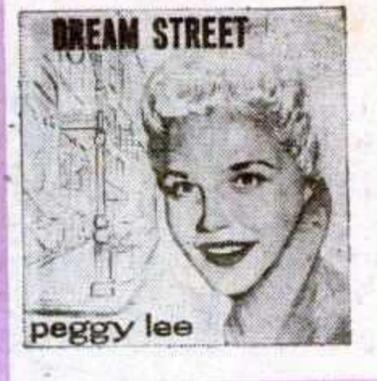
DECCA



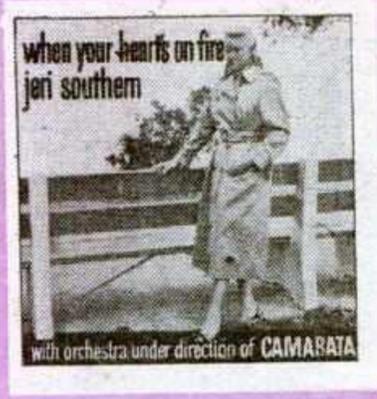
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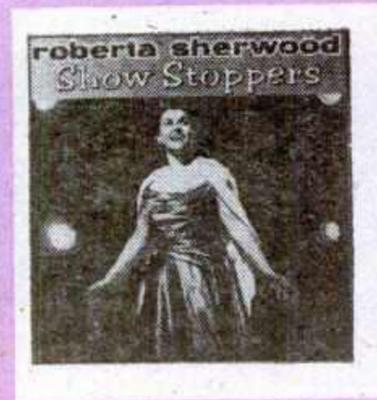
DREAM STREET
PEGGY LEE
DL 8411



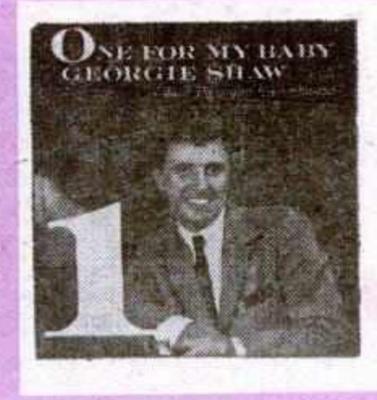
WHEN YOUR HEART'S ON FIRE
JERI SOUTHERN With Orch.
Under Direction Of CAMARATA
DL 8394, ED 2458, ED 2459, ED 2460



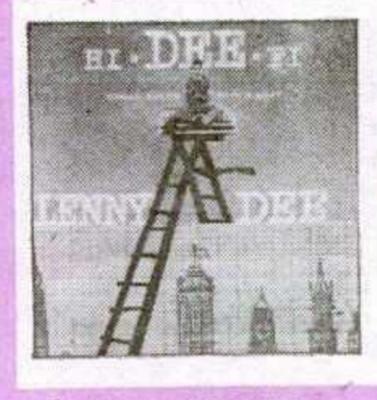
IT'S A LONESOME OLD TOWN
KITTY KALLEN
With Jack Pleis And Orch.
DL 8397, ED 2467, ED 2468, ED 2469



ROBERTA SHERWOOD
SHOW STOPPERS
DL 8426, ED 2473, ED 2474, ED 2475



ONE FOR MY BABY
GEORGIE SHAW
With Jack Pleis And Orch.
DL 8379, ED 2442, ED 2443, ED 2444



HI-DEE-FI • LENNY DEE
(Hi-Fi Organ Solos)
DL 8406, ED 2449,
ED 2450, ED 2451



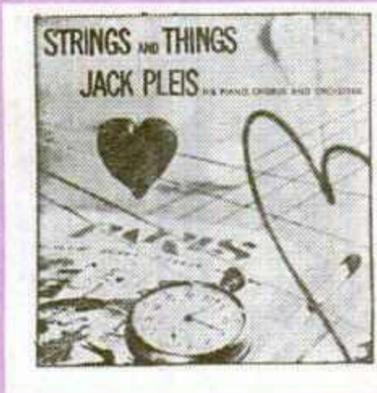
NOT SO CRAZY OTTO—CRAZY OTTO
Recorded by Deutsche Grammophon
Polydor Series
DL 8370, ED 2429, ED 2430, ED 2431



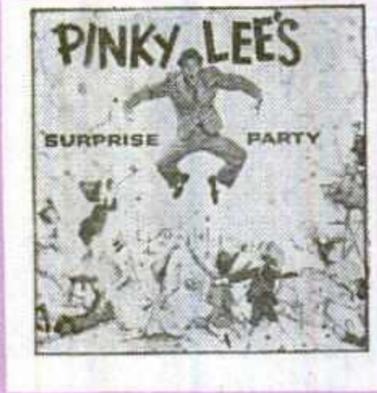
A NEW WORLD OF SOUND

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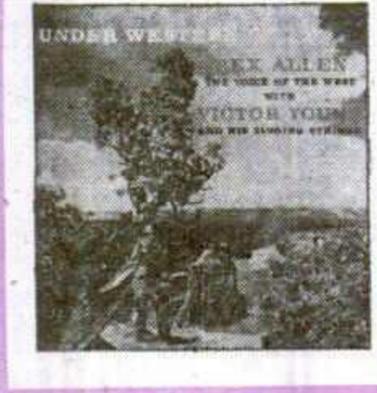
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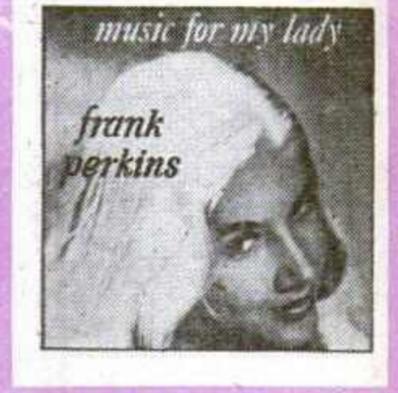
STRINGS AND THINGS — JACK PLEIS
His Piano, Chorus and Orchestra
DL 8422



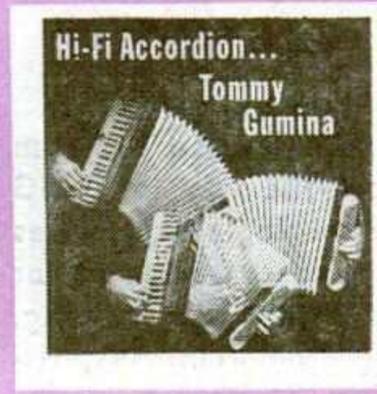
PINKY LEE'S SURPRISE PARTY
With Orch. Dir. By Charles Bud Dant
DL 8421



UNDER WESTERN SKIES
REX ALLEN (The Voice of the West)
With **VICTOR YOUNG** and His Singing Cowboys
DL 8402



MUSIC FOR MY LADY
FRANK PERKINS And His Orch.
DL 8395



HI-FI ACCORDION
TOMMY GUMINA
DL 8404, ED 2452, ED 2453, ED 2454



MY REVERIE
ALVINO REY And His Orchestra
DL 8403



A FAMILY TREE OF FOLK SONGS
SAM HINTON
DL 8418



PUTTIN' ON THE STYLE
THE GATEWAY SINGERS
DL 8413

GOLD LABEL

THE SWEETEST
MUSIC
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HEAVEN

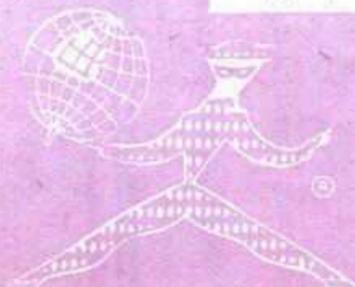


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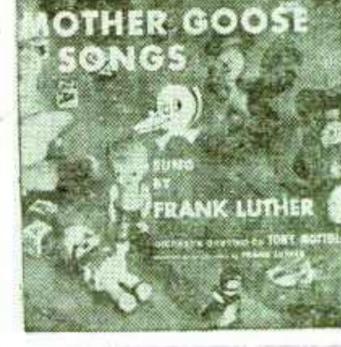
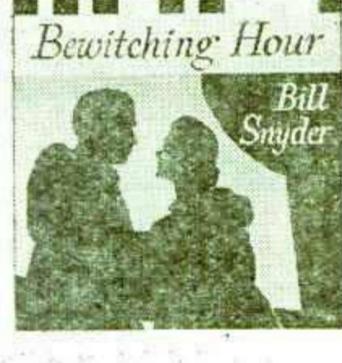
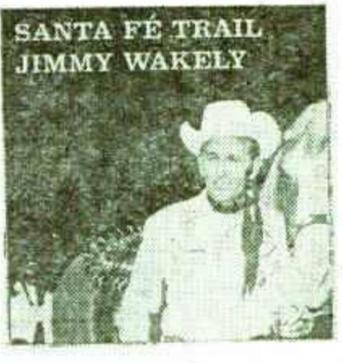
BEETHOVEN — SYMPHONY NO. 6 IN F MAJOR, OPUS 68 — PASTORALE
BERLIN PHILHARMONIC ORCH.
EUGEN JOCHUM, conductor
DL 9892



LUKAS FOSS — PIANO CONCERTO NO. 2
— The Composer of the Piano
FRANZ WAXMAN — SINFONIETTA FOR STRINGS AND TIMPANI
Both: LOS ANGELES FESTIVAL ORCHESTRA — FRANZ WAXMAN

A NEW WORLD

38 GIFT ALBUMS



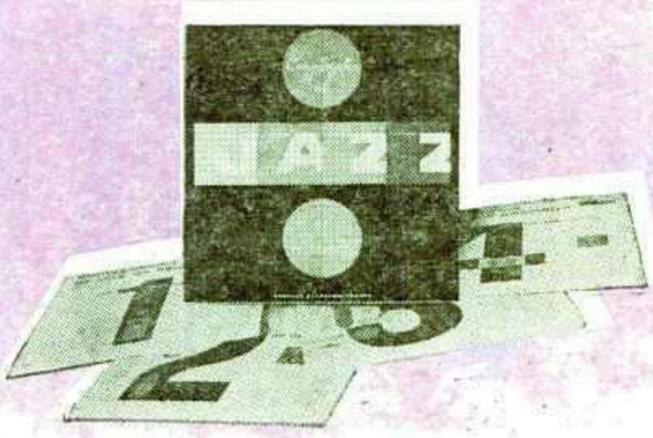
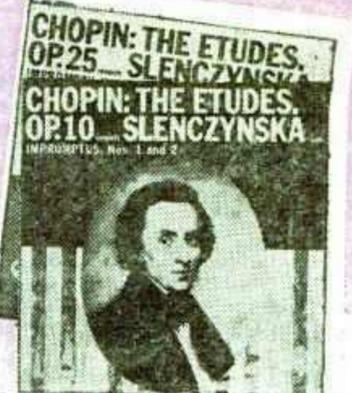
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PIERING NIGHTLY
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PART 1

I'm Getting Sentimental Over You
There Are Such Things
This Love of Mine
Yes Indeed
Opus One
Marie

PART 2

I'll Never Smile Again
Once in a While
Oh! Look at Me Now
Boogie Woogie
On the Sunny Side of the Street

POP DISK JOGKEY PROGRAMMING

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A TRIBUTE TO TOMMY DORSEY

After a trombone intro a la T. D. Himself, the Modernaires wing lightly thru a dozen tunes associated with the Dorsey band: "Getting Sentimental," "This Love of Mine," "Marie"; "Yes, Indeed, Opus 1"; "There Are Such Things," "I'll Never Smile Again," "Boogie Woogie" and so on. Since Dorsey's death, deejays have been reviving many of these numbers in nostalgic retrospect; this makes a compact, authentic sounding digest of Dorseyana that meets their needs.

THE BILLBOARD JANUARY 5, 1957



Reviews and Ratings of New Popular Albums

Continued from page 26

gressively easy listening. Any of half a dozen bands is a jock choice for quiet hour spins. Cover featuring shapely blond enjoying insomnia makes added attractive sales bait.

SONGS AFTER HOURS

Chuck Miller (1-12") Mercury MG 20195 West Coaster Miller, now doing well with his "Auctioneer" single, finds his way around a piano (and harpsichord) keyboard with a degree of ease on this disk. He also sings with a relaxed swinging style, and some evidence of a feeling for jazz. He does a particularly nice job with "Re-enlistment Blues," a seldom revived post-World War II opus, but the vocalizing also is agreeable on others like "You'll Never Know," "Cow Cow Boogie," etc. Disk has the advantage of sharp ork backing, and dealers moving the single may have some success with the package.

YOU DON'T KNOW

WHAT LOVE IS

Nick Noble (1-12") Mercury 20182 Noble sings a flock of standards in a fairly impassioned baritone style. The singer has had some success at the single level and he here transfers the very typical romantic approach to LP. Songs are of a romantic and crooney bent—"You Don't Know What Love Is," "Just One More Chance," "Boulevard of Broken Dreams," etc. The Carl Stevens arrangements and orking add polish. Can lure some sales, but dealers should move with caution, considering strong new release competition from all labels.

THE BARRY SISTERS SING

Cadence 1017 In this case, the Sisters devote themselves to a dozen Yiddish songs of both a folk and popular flavor, rather than to the American pop tradition. The girls have plenty of this type of material in their background and the professional approach shows well here. Ork support is handled by Abraham Ellstein. Etching has a strictly limited market, but in its field it can do a successful business.

THIS IS MY VIENNA

Greta Keller (1-12") Dolphin 8 Cafe chanteuse pays a nostalgic tribute to her home town with some 16 numbers sung in her native German. The material harks back to the Vienna that was—gemutlichkeit, wine, dance and love. For a those with no German, Gerard Willem van Loon has provided ample explanatory liner notes, but the songs for the most part carry themselves for sheer, pleasant listening. Fine musical background is provided via the pianistic of Walter Grimm and an authentic Viennese "Schrammel" orchestra. Package could do well particularly in stores with a German clientele.

ARRIVEDERCI ROMA

Fioriana Alba (1-12") Panart LP 3014 The Italian canary sings with warm tenderness and rich maturity on a group of romantic Italian ballads, including the title tune, "Innamorata," and "Bonjour Trieste." A sexy cheesecake photo of the curvaceous canary gives package interesting display potential.

Reviews and Ratings of New Classical Albums

Continued from page 26

actor from "The Tryptich" is a must for Puccini collectors. Based on a Grand Guignol, eternal triangle shocker, a cutting in the Rome Opera House with such a contribution as Tito Gobbi brings to the betrayed bargeman makes it something of a dramatic cameo. This in no way belittles the vocal support of Margaret Mas and Giacinto Prandelli as the conniving lovers. The package may be somewhat specialized in appeal, due to its general public obscurity, but no dealer with an opera clientele can afford to sell it short.

BEETHOVEN: SYMPHONY NO. 9

(1-12") — Franz Wachmann, Soprano; Margaret Bence, Contralto; Fritz Wunderlich, Tenor; Otto von Rohr, Bass; Stuttgart Philharmonic Orchestra, Isaac Disenhaus, Cond. Period SPL 305

The label has done what has been done only once before (by Vox); it has squeezed the "Ninth" on to one I.P. More, it is offering it at a \$1.98 list price. Of course, this does not knock Toscanini, von Karajan and Furtwangler out of the picture, for musically, this period disk comes nowhere near their readings. Discriminating collectors will still have to shell out \$7.96 and more for a completely satisfying "Ninth." Dollarshy youngsters will be swayed, of course, thinking that it is better to have this than none. The chorus and soloists show familiarity with the score, but were obviously not inspired to rise much above the provincial level.

THE BEGGAR'S OPERA (2-12")—

Members of the Old Vic Company, The Pro Arte Orchestra, Sir Malcolm Sargent, Cond. RCA Victor LM 6048

This is the revised (by Frederic Austin) version of the 18th century music comic masterpiece, substantially the same as that issued last year by Westminster with the late Austin conducting. Neither is close to complete; in fact, the Westminster includes five songs lacking in Victor's, and the latter has two that Westminster has cut. In both, separate casts of actors and singers are employed, and over-all, Victor has the better casts. The songs, handled in lyric opera style, contrast with the low-life speech, but are beautiful in themselves. The Old Vic and Sargent are names that will sell, also.

SCHUMANN: 'CELLO CONCERTO;

TCHAIKOVSKY: VARIATIONS ON A ROCOCO THEME (1-12")—Pierre Fournier, 'Cello; Philharmonic Orchestra, Sir Malcolm Sargent, Cond. Angel 35397

The rich sound of the cellist and the Philharmonia, captured by Angel's peerless engineering, help make this a particularly rich dose of romantic music. While excellent Schumann's are available (Casals and Platigorsky), this reading, combining both sound and performance, is highly acceptable. The Tchaikovsky comes thru with more charm that it has

elsewhere. Coupling should be demonstrated and sold, altho neither of the works is among the more popular, familiar orchestral chestnuts.

VERDI: LA FORZA DEL DESTINO

(1-12") — Adriana Guerrini, Miriam Pirazzini, Giuseppe Campora, Anselmo Colzani, Fernando Corena, Giuseppe Modesti, Professori D'Orchestra and Artisti Del Coro di La Scala, La Rosa Parodi, Cond. Urania UR 7175

Excerpts from the same label's complete opera recording, which never has been the preferred version of the work. Bigger names and stronger artists are available elsewhere. Corena also is in London's top-rated complete version. Overture and 10 arias included here.

BARTOK: SONATA NO. 1 FOR

VIOLIN AND PIANO (1-12")—Robert Mann, Violin; Leonid Hambro, Piano. Bartok 922

A single, not entirely satisfactory reading of this sonata has come down to us from the days of shellac; it is the one by Yehudi Menuhin and Adolf Baller. From both the hi-fi and interpretive standpoints, the new record has it over the RCA Victor album by a few notches. This strangely moving work is extremely difficult. Irving Kolodin has commented that the violinist that plays it must have a "swivel-mounted wrist." It is also hard on the listener, for its musical language shows the influence of the 12-tone school on Bartok at the time of its composition. Here it is brought off nicely, and it will be appreciated by the dedicated Bartok fan.

HAYDN: SYMPHONY NO. 100 IN

G "MILITARY"; TRUMPET CONCERTO; ITALIAN OVERTURE; TOY SYMPHONY (1-12")—Adolph Holler, Trumpet, Vienna Philharmonische Symphony, Orchestre Radio-Symphonie de Paris, Hans Swarowsky and Rene Lebowitz, Cond. Urania UX 104

Very noisy surface mars what sounds like good, competent performances of two popular and two less well-known Haydn works. The recording sound, further, is not the best, as anyone can testify who has heard the Scherchen "Military" on Westminster. Apparently this is the only version of the fine overture on LP; but for the other works, and for better quality disks, one can turn elsewhere.

PIANO MUSIC OF LISZT — SCHU-

MANN—CHOPIN (1-12")—Karl Ulrich Schnabel, Piano. Urania UR 8001

The son of the late Artur Schnabel is a competent but comparatively prosaic pianist. In neither repertoire, performance nor recording is this a first-flight, or "must," release. The surfaces are rather noisy, too. Pieces include four excerpts from Liszt's "Années de Perlerinage," Chopin's Scherzo, Op. 39 and Schumann's "Papillons."



Buyboard

3
new
discs

THE FOUR PREPS

MOONSTRUCK IN MADRID
I CRIED A MILLION TEARS

record no. 3621



CAROLE BENNETT

PLAY THE MUSIC
MISER'S GOLD

record no. 3620



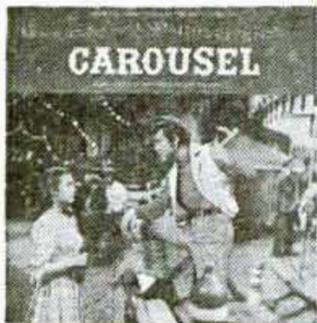
MICHAEL HOLLIDAY

THE RUNAWAY TRAIN
TEN THOUSAND MILES
with Norrie Paramor's Orchestra

record no. 3622



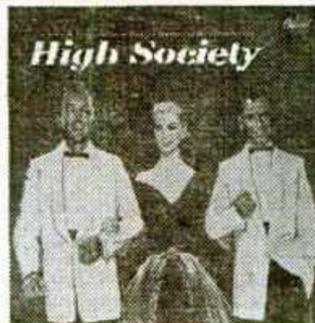
POP ALBUM HITS!



CAROUSEL
Original Soundtrack • W-694



GIANT
Original Soundtrack • W-773



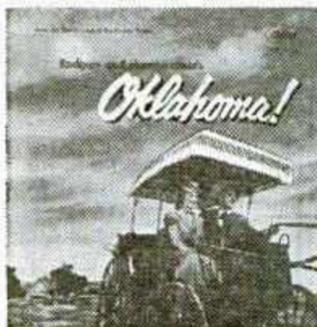
HIGH SOCIETY
Original Soundtrack • W-750



JUDY
JUDY GARLAND • T-734



LES BROWN'S IN TOWN
T-746



OKLAHOMA!
Original Soundtrack • SA0-595



SONGS FOR SWINGIN' LOVERS
FRANK SINATRA • W-853



TENNESSEE ERNIE FORD - HYMNS
T-758



THE KING AND I
Original Soundtrack • W-740



THIS IS SINATRA
T-768

POP SINGLE HITS!

<p>NIGHT LIGHTS NAT "KING" COLE record no. 3551</p>	<p>TRUE LOVE BING CROSBY and GRACE KELLY Record no. 3507</p>	<p>WISDOM OF A FOOL THE FIVE KEYS record no. 3597</p>	<p>OUT OF SIGHT, OUT OF MIND THE FIVE KEYS record no. 3502</p>	<p>FIRST BORN TENNESSEE ERNIE FORD record no. 3553</p>
<p>DREAMY EYES THE FOUR PREPS record no. 3576</p>	<p>YOUNG LOVE SONNY JAMES record no. 3602</p>	<p>JUST KISS ME DEAN MARTIN record no. 3604</p>	<p>CINCO ROBLES (Five Oaks) LES PAUL MARY FORD record no. 3612</p>	<p>HEY! JEALOUS LOVER FRANK SINATRA record no. 3552</p>



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(Orchestra under the direction of O. B. MASINGILL)

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b/w

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eileen barton

(Orchestra under the direction of MARION EVANS)

singing

THE BEAN SONG

(Which Way To Boston)

b/w

QUE PASA, MY LOVE

EPIC 9198 & 5-9198



Reviews and Ratings of New Jazz Albums

Continued from page 26

swinger, with long, intricate melodic lines set to a crisp, secure beat. "It Might as Well Be Spring" is a delicate impressionistic pastel. He offers a lush, full-piano sound in "Gone With the Wind" and "I Cover the Waterfront." Then again, "Midnight Piano" is what could be called a "cool blues." This tasteful and imaginatively conceived album is one of Taylor's best — and will be a "must" for his fans.

and occasionally goes a little more modern. The jazz on this disk is pleasant, but not unusual. Sidemen include, on various sides, Kenny Dorham, Frank Foster, Cecil Payne, Art Taylor and Ernie Henry. Not a major entry.

FREE FOR ALL 65
Stan Free Trio (1-12")
King 395-524

Free is a smart, cocktail-jazz type pianist who could create a popular, listenable program out of standard and show tunes. Here, however, he does 10 originals and two non-popular standards, which will hardly attract any but the very curious. With so many more obvious packages to choose from, buyers might miss this one.

DEVIL MAY CARE 63
Bob Dorough (1-12")
Bethlehem BCP 11

Dorough is a fair-enough modern jazz pianist, but here he elects to sing. There are some good tunes, jazz and show standards, and some, such as Bird Parker's "Yardbird Suite," to which he has set vocalese lyrics. Unfortunately, coupled with his good musicianship is a coy, precious manner which is difficult to take. This, and lack of any real vocal quality make this disk a poor risk. Some good moments are provided by Warren Fitzgerald's modern trumpet.

MORGANA KING
SINGS THE BLUES 78
(1-12")
Mercury MG 20231

The title of this LP is a minomer. Morgana King is not a blues singer and most of her material here is not what is generally considered as being "blues." The contents of the album are a dozen standards read in Miss King's characteristic silky-toned, half-whispered style. Their intime quality always galvanizes a big segment of the jazz customers. Of interest is the inclusion of some little-known verses to several songs whose choruses everyone knows (e.g., "Body and Soul," "More Than You Know," "When Your Lover Has Gone"). The thought that went into this set results in several highly original creations that sell the set.

ROY'S GOT RHYTHM 73
Roy Eldridge (1-12")
EmArcy MG 36084

Sessions were cut in Sweden in 1951. In company with the cool, swinging Swedes, Roy is more controlled than usual, and the horn is pleasing and inventive. Eldridge has several novelty-jump vocals, on "Saturday Nite Fish Fry" and on Lips Page's old "They Raided the Joint," among them. Best trumpet track for demo purposes is "Scotty." For the swing-oriented, with fair sale indicated. Good cover.

PRESENTING ERNIE HENRY 72
(1-12")
Riverside RLP 12-222

The first full showcasing of this young alto sax man is quite impressive. Henry is still another Bird Parker follower, but he's more resourceful than most and should do well up in the running for New Star Alto this year. Side 2 is the superior face, and either track 1 or 2 makes a good demo. On this side, trumpeter Kenny Dorham is in fine form, while on the other his goofs are disconcerting. Pianist Kenny Drew is great thruout. An interesting new disk for students of the current scene.

TENORMAN 71
The Lawrence Marable Quartet (1-12")
Jazz: West JWLP 8

This LP features Marable's discovery, James Clay, on tenor sax. The only horn in the group, he does a reasonably good job of holding interest most of the way (drummer Marable's goading rhythm, obviously, is partly responsible, too). He is only 20 and still feeling his way. Most of his inspiration comes from the Rollins school of hard bop, altho in a tune like "Willow Weep for Me" he shows he has also learned a lesson or two from "Pres." A talent like Clay's deserves exposure—and watching in future.

JAZZ BY GEE 68
Matthew Gee All Stars (1-12")
Riverside RLP 12-221

Trombonist Gee plays in the romantic, robust manner of Bennie Green.

Latin American

TO LOVE AGAIN 85
Esquivel Ork (1-12")
RCA Victor LPM 1345

A most artistically accomplished maestro and arranger from Mexico makes his LP Stateside debut with this gratifying effort. The arrangements are fresh and exhilarating, the musicians play with poise and aplomb and the dishing job is well on the plus side. Choral voices are used frequently as instruments for most listenable effects. Selection includes "Besame Mucho," "Jungle Drums" and other popular standards. A superior product orking-wise, that bears attention, especially from jocks interested in new sounds.

CHA CHA CHA IN HAVANA 80
Fajardo and His All-Stars (1-12")
Panart LP 3004

Fajardo, toast of Havana's Montmartre Club, adds another entry to the plethora of cha cha cha disks now on the market from a number of labels. Flutist maestro does a lot of spontaneous blowing around the basic cha cha melodies provided by the ork, which is loaded with fiddles. The dozen titles, 10 of which are the works of the leader, make good ballroom or home terping accompaniment, with the authen-

(Continued on page 43)

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SINCE AINT GONNA CRY*



Record Roundup

By JAMES PARKS

No matter the season—Be it the "cool Summer Rain that refreshes," the "clean Autumn Rain that whips the leaves from the trees," the "soft Winter Rain that brings a mellow mildness before the snows" or the "warm Spring Rain that melts away the ice breathing life into Mother Nature," . . . so too . . . does the great LORRY RAINE breathe Life and Sincerity into every note in her latest efforts for DOT and ADVANCE RECORDS. Truly one of the greatest and most underrated vocalists in the country today, THE RAINE again displays a talent unsurpassed.

In her latest release for ADVANCE titled YOU CAN FIND CONTENTMENT, Lorry shows



PARKS

a warmth and feeling that will help establish her in the position that is rightfully hers. In a light-hearted "sorta hand-clapping vein" with the aid of the MELLO-MEN and a lush orchestra under the direction of MILT ROGERS, THE RAINE sings out a happy meaningful song that will have you humming and singing along with her whenever it is played.

Little doubt remains as to the amount of spins the Disc Jockeys will give this side. It is excellent programming material for any time of day. With the trend definitely to "Pretty Music," this is a natural for the Teenagers offering a simple and very pretty melody with cute meaningful lyrics and a good "down to earth" rhythmic beat.

Still getting plenty of spins throughout New England is Miss Raine's DOT release of CASUAL LOOK and COTTON PICKIN' KISSES.

THE NEW HAMPSHIRE SUNDAY NEWS, MANCHESTER, N. H., NOV. 18, 1956

SPECIAL RELEASE

YOU CAN FIND CONTENTMENT

ADVANCE No. 3013

b/w DON'T THROW ME IN THE BRIAR PATCH

PUBLISHED BY HIGHLAND MUSIC CO.—BMI

VARIETY

Lorry Raine to Etch 'Em For 2—Advance and Dot

Thrush Lorry Raine is set to wax under two recording flags. In a deal arranged by Dot Records prexy Randy Wood, the label obtained an option on the singer's services on a per-master basis allowing her to continue to work on other material for the Advance label.

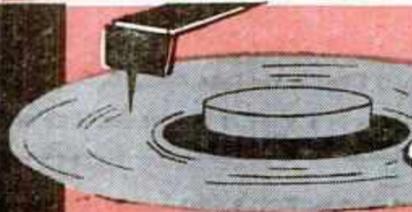
New deal marks Miss Raine's return to the Dot roster. She recorded for the diskery about two years ago before moving over to Advance. Her first sides for Dot, cut with Billy Vaughn, will hit the market next week. Platter is a coupling of "A Casual Look" and "Cotton Pickin' Kisses."

Singer also has an album release in the works at Advance. It's not been determined yet whether the package, tagged "Interlude," will be released under the Dot banner. Included in the set are four previously unreleased tunes by Harry Ruby backgrounded by Nelson Riddle. These sides were cut before Riddle's exclusive pact with Capitol Records.

Already released in Australia and New Zealand on W & G, Australia's Fastest-Growing Label of the HITS!

*By the writer of Ain't Gonna Cry, which caught the ear of Randy Wood and put Lorry back home on the Dot artist roster, via Advance.

Publisher's National DJ Promotion and Press Relations by Tim Gayle



Advance RECORDS

THE PREVIEW LABEL

TIM GAYLE ASSOCIATES • P. O. Box 1155 . . . STUDIO CITY, CALIFORNIA

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending January 2

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Singing the Blues		1 11	6. Just Walking in the Rain		5 18
By Endsley—Published by Acuff-Rose (BMI)			By Bragg & Riley—Published by Golden West Melodies (BMI)		
BEST SELLING RECORDS: G. Mitchell, Col 40767; M. Robbins, Col 21545.			BEST SELLING RECORD: J. Ray, Col 40729.		
2. Love Me Tender		3 13	RECORDS AVAILABLE: J. Kileen, Abbott 3024; Prisonaires, Sun 186; D. Richards-E. Zack, Col 21532; J. Wallace, Mercury 70758.		
By Elvis Presley, Vera Watson—Published by Elvis Presley Music (BMI)			7. Banana Boat Song		11 3
BEST SELLING RECORD: E. Presley, Vic 20-6643.			By Arkin, Carey, Darling—Published by Bryden (BMI)		
RECORD AVAILABLE: H. Rene, Vic 20-6728.			BEST SELLING RECORDS: Tarriers, Glory 249; H. Belafonte, Vic 20-6771		
3. Green Door		2 16	OTHER RECORDS AVAILABLE: Fontane Sisters, Dot 15527; Johnnie & Jack, Vic 20-6777; S. Lawrence, Coral 61761; S. Vaughan, Mercury 71020.		
By Davie & Moore—Published by Trinity (BMI)			8. *Love Me		7 8
BEST SELLING RECORD: J. Lowe, Dot 15486.			By Terry Leiber-Mike Stoller—Published by Hill & Range (BMI)		
4. Blueberry Hill		4 14	BEST SELLING RECORD: E. Presley, Vic.*		
By Lewis Stock-Rose—Published by Chappell (ASCAP)			9. Cindy, Oh Cindy		8 13
BEST SELLING RECORD: F. Domino, Imperial 5407.			By Barron-Long—Published by E. B. Marks (BMI)		
RECORD AVAILABLE: L. Armstrong, Decca 24752.			BEST SELLING RECORDS: E. Fisher, Vic 20-6677; V. Martin, Glory 247.		
5. True Love		6 16	10. Hey! Jealous Lover		9 11
By Cole Porter—Published by Buxton Hill (ASCAP)			By Cahn-Walker-Twomey—Published by Barton Music (ASCAP)		
BEST SELLING RECORD: Bing Crosby-Grace Kelly, Cap 3507.			BEST SELLING RECORD: F. Sinatra, Cap 3552.		
RECORDS AVAILABLE: K. Kallen, Dec 29959; J. Powell, Verve 2018; M. Whiting, Cap 3473.					

Second Ten

11. Moonlight Gambler		15 5	16. Since I Met You Baby		14 6
By Hilliard-Springer—Published by E. H. Morris (ASCAP)			By Ivory Joe Hunter—Published by Progressive (BMI)		
BEST SELLING RECORD: F. Laine, Col 40780.			BEST SELLING RECORD: I. J. Hunter, Atlantic 1111.		
12. Rose and a Baby Ruth		10 9	RECORDS AVAILABLE: M. Bee, Dot 15517; M. Carson, Col 40789.		
By Johnny Dee—Published by Broadcast Music, Inc. (BMI)			17. Gonna Get Along Without Ya Now		18 6
BEST SELLING RECORD: G. Hamilton IV, ABC-Paramount 9765.			By Milton Kellern—Published by Kellum (ASCAP)		
RECORDS AVAILABLE: Country Gentlemen, Vic 20-6673; R. Flanaga, Vic 20-6719; E. Fontaine, Dec 30108.			BEST SELLING RECORD: Patience & Prudence, Liberty 55040.		
13. Don't Forbid Me		15 3	RECORD AVAILABLE: T. Brewer, Coral 60676.		
By Singleton—Published by Roosevelt (BMI)			17. Rock-a-Bye Your Baby		12 7
BEST SELLING RECORD: P. Boone, Dot 15521.			By Jean Schwartz, Joe Young, Sam Lewis—Published by Warock-Mills (ASCAP)		
14. Friendly Persuasion		12 17	BEST SELLING RECORD: J. Lewis, Dec 30124.		
By Webster-Tiomkin—Published by Leo Feist (ASCAP)			19. Garden of Eden		21 10
BEST SELLING RECORD: P. Boone, Dot 15490.			By Dennise Norwood—Published by Republic (BMI)		
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.			BEST SELLING RECORD: J. Valino, Vik 0226.		
14. Young Love		24 2	20. Mama From the Train		20 10
By Carole Joyner-Ric Cartey—Published by Lowery Music (BMI)			By Irving Gordon—Published by Remick (ASCAP)		
BEST SELLING RECORD: S. James, Cap 3602.			BEST SELLING RECORD: P. Page, Mercury 70971.		
RECORDS AVAILABLE: Crew Cuts, Mercury 71022; T. Hunter, Dot 15333.					

Third Ten

21. Two Different Worlds		17 11	26. Mary's Boy Child		18 3
By Wayne-Frisch—Published by Princess Music (ASCAP)			By Lorin—Published by Schumann (ASCAP)		
RECORDS AVAILABLE: S. Clayton, Coral 61710; D. Haymes, Cap 3565; D. Kallman, Dec 30036; R. Rondo, Jubilee 5256; R. Williams-Jane Morgan, Kapp 161.			RECORD AVAILABLE: H. Belafonte, Vic 20-6734.		
22. Honky Tonk		22 20	27. Blue Monday		- 1
By Doggett, Sheperd, Scott & Butler—Published by Bilace (BMI)			By D. Bartholomew-A. Domino—Published by Commodore (BMI)		
RECORD AVAILABLE: B. Doggett, King 4950; T. Brown, King 4976.			RECORDS AVAILABLE: F. Domino, Imperial 5417.		
22. Slow Walk		27 6	27. Mutual Admiration Society		23 8
By Cil Austin—Published by Norbay (BMI)			By Matt Dubey-Harold Karr—Published by Chappell (ASCAP)		
RECORDS AVAILABLE: B. Doggett, King 5000; S. Austin, Mercury 70968; O. Smith, Cadence 1304.			RECORDS AVAILABLE: C. Applewhite, M-G-M 12365; E. Arnold-J. P. Morgan, Vic 20-6708; T. Brewer, Coral 61737.		
24. Jamaica Farewell		26 4	29. Canadian Sunset		27 26
By Lord Burgess—Published by Shari Music (ASCAP)			By Eddie Heywood & Norman Gimbel—Published by Meridian (BMI)		
RECORD AVAILABLE: H. Belafonte, Vic 20-6663.			RECORDS AVAILABLE: T. Heath, London 1692; M. Lopez, Vic 6678; A. Williams, Cadence 1297; H. Winterhalter-E. Heywood, Vic 20-6537.		
25. I Dreamed		29 2	29. Auctioneer		29 2
By C. Grean-M. Moore—Published by Trinity (BMI)			By Van Dyke-Black—Published by Randy Smith Music (ASCAP)		
RECORD AVAILABLE: B. Johnson, Bally 1020.			RECORDS AVAILABLE: C. Miller, Mercury 71001; L. Van Dyke, Dot 15503.		

*Not available as a Pop Single. Available on RCA Victor 45 EPA-992 and in the RCA Victor 3 1/2 "Elvis" LPM 1382

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January 20th



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Dallas, Texas
Riverside 8-4374

Publisher:
LOWERY MUSIC CO.



• Best Sellers in Stores

For survey week ending January 2

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

This Week	Weeks on Chart	Last Week	Chart
1. SINGING THE BLUES (BMI)— G. Mitchell.....	1	11	
Crazy With Love (ASCAP)—Col 40769			
2. GREEN DOOR (BMI)—J. Lowe.....	2	16	
(Story of) The Little Man in Chinatown (BMI)—Dot 15486			
3. LOVE ME TENDER (BMI)— E. Presley.....	3	13	
Any Way You Want Me (ASCAP)—Vic 20-6643			
4. BLUEBERRY HILL (ASCAP)— F. Domino.....	4	14	
Honey Chile (BMI)—Imperial 5407			
5. TRUE LOVE (ASCAP)— B. Crosby-G. Kelly.....	6	15	
Well, Did You Evah (ASCAP)—Cap 3507			
6. JUST WALKING IN THE RAIN (BMI)—J. Ray.....	5	19	
In the Candlelight (ASCAP)—Col 40729			
7. BANANA BOAT SONG (BMI)—Tarriers	8	4	
No Hidin' Place (BMI)—Glory 249			
8. ★LOVE ME (BMI)—E. Presley.....	7	8	
Vic EPA-992			
9. ROSE AND A BABY RUTH (BMI)— G. Hamilton IV.....	9	9	
If You Don't Know (BMI)— ABC-Paramount 9765			
10. MOONLIGHT GAMBLER (ASCAP)— F. Laine.....	13	5	
Lotus Land (ASCAP)—Col 40780			
11. DON'T FORBID ME (BMI)— P. Boone.....	11	4	
Anastasia (ASCAP)—Dot 15521			
12. YOUNG LOVE (BMI)—S. James.....	22	2	
You're the Reason I'm in Love (BMI)— Cap 3602			
13. CINDY, OH CINDY (BMI)—E. Fisher.	15	14	
Around the World (ASCAP)—Vic 20-6677			
14. GARDEN OF EDEN (BMI)—J. Valino.	25	10	
Caravan (ASCAP)—Vic 0226			
15. ROCK-A-BYE YOUR BABY (ASCAP)— J. Lewis.....	10	8	
Come Rain or Come Shine (ASCAP)— Dec 30124			
16. HEY! JEALOUS LOVER (ASCAP)— F. Sinatra.....	14	11	
You Forgot All the Words (BMI)—Cap 3552			
17. BLUE MONDAY (BMI)—F. Domino..	—	1	
WHAT'S THE REASON (I'M NOT PLEASING YOU) (ASCAP)— Imperial 5417			
18. JAMAICA FAREWELL (ASCAP)— H. Belafonte.....	19	4	
Once Was (ASCAP)—Vic 20-6663			
19. SINCE I MET YOU BABY (BMI)— I. J. Hunter.....	20	6	
You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111			
20. AIN'T GOT NO HOME (BMI)— C. Henry.....	—	1	
Troubles, Troubles (BMI)—Argo 5259			
21. GONNA GET ALONG WITHOUT YA NOW (ASCAP)—Patience & Prudence.....	17	6	
Money Tree (ASCAP)—Liberty 55040			
22. BANANA BOAT SONG (BMI)— H. Belafonte.....	—	1	
Star-O (ASCAP)—Vic 20-6771			
23. HONKY TONK (Parts I & II)— B. Doggett.....	23	21	
King 4950—BMI			
24. LOVE IS STRANGE (BMI)— Mickey & Sylvia.....	—	1	
I'm Going Home (BMI)—Groove 0175			
25. CITY OF ANGELS—Highlights.....	—	5	
Listen, My Love—Bally 1016			

★(Not 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 January 2

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

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

★(Not 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	Weeks on Chart	Last Week	Chart
1. Love Me Tender (Presley).....	1	13	
2. Singing the Blues (Acuff-Rose).....	2	8	
3. True Love (Buxton Hill).....	3	16	
4. Just Walking in the Rain (Golden West).....	5	14	
5. Green Door (Trinity).....	4	12	
6. Cindy, Oh Cindy (E. B. Marks-Bryden).....	6	10	
7. Blueberry Hill (Chappell).....	7	9	
8. Friendly Persuasion (Feist).....	8	11	
9. Love Me (Hill & Range).....	12	5	
10. Hey! Jealous Lover (Barton).....	9	7	
11. Two Different Worlds (Spier).....	10	9	
12. Rose and a Baby Ruth (Bentley).....	13	3	
13. Canadian Sunset (Meridian).....	13	23	
13. Mama From the Train (Remick).....	15	6	
15. Gonna Get Along Without Ya Now (Keilum).....	—	1	

• Most Played by Jockeys

For survey week ending January 2

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

This Week	Weeks on Chart	Last Week	Chart
1. SINGING THE BLUES (BMI)— G. Mitchell.....	1	11	
Crazy With Love (ASCAP)—Col 40769			
2. ★LOVE ME—E. Presley.....	2	7	
Vic EPA-992			
3. HEY! JEALOUS LOVER (ASCAP)— F. Sinatra.....	6	12	
You Forgot All the Words (BMI)—Cap 3552			
4. MOONLIGHT GAMBLER (ASCAP)— F. Laine.....	9	5	
Lotus Land (ASCAP)—Col 40780			
5. TRUE LOVE (ASCAP)— B. Crosby-G. Kelly.....	5	15	
Well, Did You Evah? (ASCAP)—Cap 3507			
6. LOVE ME TENDER (BMI)—E. Presley	4	13	
Any Way You Want Me (ASCAP)—Vic 20-6643			
7. BANANA BOAT SONG (BMI)— Tarriers.....	16	3	
No Hidin' Place (BMI)—Glory 249			
8. GREEN DOOR (BMI)—J. Lowe.....	3	16	
(Story of) The Little Man in Chinatown (BMI)—Dot 15486			
9. DON'T FORBID ME (BMI)—P. Boone.	8	3	
Anastasia (ASCAP)—Dot 15521			
10. YOUNG LOVE (BMI)—S. James.....	18	2	
You're the Reason I'm in Love (BMI)— Cap 3602			
11. BLUEBERRY HILL (ASCAP)— F. Domino.....	15	13	
Honey Chile (BMI)—Imperial 5407			
12. JUST WALKING IN THE RAIN (BMI)—J. Ray.....	10	16	
In the Candlelight (ASCAP)—Col 40729			
13. GONNA GET ALONG WITHOUT YA NOW—Patience & Prudence.....	11	6	
Money Tree (ASCAP)—Liberty 55040			
14. JAMAICA FAREWELL (ASCAP)— H. Belafonte.....	25	5	
Once Was (ASCAP)—Vic 20-6663			
15. ROSE AND A BABY RUTH (BMI)— G. Hamilton IV.....	7	9	
If You Don't Know (BMI)— ABC-Paramount 9765			
16. SINCE I MET YOU BABY (BMI)— I. J. Hunter.....	14	6	
You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111			
17. I DREAMED (BMI)—B. Johnson.....	17	3	
If It's Wrong to Love You (BMI)—Bally 1030			
17. ROCK-A-BYE YOUR BABY (ASCAP)— J. Lewis.....	20	4	
Come Rain or Come Shine (ASCAP)— Dec 30124			
19. BANANA BOAT SONG (BMI)— H. Belafonte.....	—	1	
Star-O (ASCAP)—Vic 20-6771			
20. MARY'S BOY CHILD (ASCAP)— H. Belafonte.....	12	2	
Venezuela Vic 20-6734			
21. BANANA BOAT SONG (BMI)— S. Vaughan.....	—	1	
I've Got a New Heartache (BMI)— Mercury 71020			
22. GARDEN OF EDEN (BMI)—J. Valino.	22	9	
Caravan (ASCAP)—Vic 0226			
23. TWO DIFFERENT WORLDS (ASCAP)—D. Rondo.....	13	11	
He Made You Mine (ASCAP)—Jubilee 5256			
23. MONEY TREE (ASCAP)—M. Whiting.	21	5	
Maybe I Love Him (ASCAP)—Cap 3586			
25. BANANA BOAT SONG (BMI)— Fontane Sisters.....	—	1	
Honolulu Moon Dot 15527			

★(Not available as a Pop Single. Available on RCA Victor 45 EPA-992 and in RCA Victor 33 1/2 "Elvis" LPM 1382)

MOVING UP FAST



YOUNG LOVE **THE CREW CUTS**

MERCURY 71022

Ev'ry Minute Of The Day

COUPLED WITH

A Thousand Miles Away

THE DIAMONDS

MERCURY 71021



A Big Voice Sings A Big Hit

WRINGLE WRANGLE **LEN DRESLAR**

Arthur Godfrey's New Singing Star

MERCURY 71010

GUAGLIONE
WAHL-YONE
Ralph Marterie
71007

KOOL KITTY
Buddy Johnson
71017

I'VE GOT A NEW
HEARTACHE
Sarah Vaughan
71020





MIDWINTER MAGIC from M-G-M

JONI JAMES
TO YOU I GIVE MY HEART
 AND
DANNY BOY
 MGM 12369 • K12369

DAVID ROSE
 And His Orchestra

HOLIDAY FOR TROMBONES
 and
MIDNIGHT ON THE CLIFFS
 MGM 12376 • K12376

Breaking Big

LERROY HOLMES AND HIS TUGBOAT EIGHT

ORIENTAL BLUES (Theme From The Kovacs' Show) **HEY, TAXI!**

GREAT NEW VOCALIST

MGM 12408 • K12408

Vocal by **ERNIE KOVACS**

NEW MOONEY HIT! ART MOONEY and his orch.

SINNERS' TRAIN

and **WHEELING, WEST VIRGINIA** MGM 12403 • K12403

Introducing **DAVE BURTON**

Hungry For Your Kisses

and **FEMME FATALE**

MGM 12409 • K12409

FOUR SPICES

ARMEN'S THEME

and **FIRE ENGINE BOOGIE**

MGM 12398 • K12398

ROGER COLEMAN

IN HAMBURG WHEN THE NIGHTS ARE LONG

and **ONE MORE KISS**

MGM 12380 • K12380

JIMMY SWAN

THE WAY THAT YOU'RE LIVING

and **COUNTRY CATTIN'**

MGM 12348 • K12348

DICK HYMAN and **SAM TAYLOR (THE MAN)**

CONGO MOMBO

AND **I'LL GET BY**

MGM 12404 • K12404

HANK & AUDREY WILLIAMS

THE PALE HORSE AND HIS RIDER and **A HOME IN HEAVEN**

MGM 12394 • K12394

Territorial Best Sellers

For survey week ending January 7

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

- Atlanta**
1. Jamaica Farewell, H. Belafonte, Vic.
 2. Singing the Blues, G. Mitchell, Col.
 3. Green Door, J. Lowe, Dot
 4. Young Love, S. James, Cap.
 5. True Love, B. Crosby-G. Kelly, Cap.
 6. Blueberry Hill, F. Domino, Imp.
 7. Cindy, Oh Cindy, E. Fisher, Vic.

- Baltimore**
1. Love Me, E. Presley, Vic.
 2. Ain't Got No Home, C. Henry, Ago.
 3. Singing the Blues, G. Mitchell, Col.
 4. Don't Forbid Me, P. Boone, Dot
 5. Priscilla, E. Cooley, Rst.
 6. Thousand Miles Away, Heartbeats, Rma.
 7. Blue Monday, F. Domino, Imp.
 8. City of Angels, Highlights, Bly.
 9. True Love, B. Crosby-G. Kelly, Cap.
 10. Slow Walk, B. Doggett, Kng.

- Boston**
1. Singing the Blues, G. Mitchell, Col.
 2. Banana Boat Song, Tarriers, Gly.
 3. Green Door, J. Lowe, Dot
 4. Moonlight Gambler, F. Laine, Col.
 5. Banana Boat Song, H. Belafonte, Vic.
 6. Rose and a Baby Ruth, G. Hamilton IV, Pmt.
 7. Auctioneer, L. Van Dyke, Dot
 8. Blue Monday, F. Domino, Imp.
 9. Love Me Tender, E. Presley, Vic.
 10. Cindy, Oh Cindy, V. Martin, Gly.

- Buffalo**
1. Singing the Blues, G. Mitchell, Col.
 2. Love Me Tender, E. Presley, Vic.
 3. Banana Boat Song, Tarriers, Gly.
 4. True Love, B. Crosby-G. Kelly, Cap.
 5. Green Door, J. Lowe, Dot
 6. Mama From the Train, P. Page, Mer.

- Chicago**
1. Singing the Blues, G. Mitchell, Col.
 2. Just Walking in the Rain, J. Ray, Col.
 3. Rock-a-Bye Your Baby, J. Lewis, Dec.
 4. Blueberry Hill, F. Domino, Imp.
 5. Banana Boat Song, Tarriers, Gly.
 6. Rose and a Baby Ruth, G. Hamilton IV, Pmt.
 7. Green Door, J. Lowe, Dot
 8. Don't Forbid Me, P. Boone, Dot
 9. Banana Boat Song, Fontane Sisters, Dot
 10. Garden of Eden, J. Valino, Vik.

- Cincinnati**
1. Singing the Blues, G. Mitchell, Col.
 2. Young Love, S. James, Cap.
 3. Love Me, E. Presley, Vic.
 4. Rose and a Baby Ruth, G. Hamilton IV, Pmt.
 5. Love Me Tender, E. Presley, Vic.
 6. Wisdom of a Fool, Five Keys, Cap.
 7. I Dreamed, B. Johnson, Bly.
 8. Blueberry Hill, F. Domino, Imp.
 9. Just Walking in the Rain, J. Ray, Col.
 10. Banana Boat Song, S. Lawrence, Cor.

- Cleveland**
1. Singing the Blues, G. Mitchell, Col.
 2. Young Love, S. James, Cap.
 3. Love Me Tender, E. Presley, Vic.
 4. Banana Boat Song, Tarriers, Gly.
 5. Just Walking in the Rain, J. Ray, Col.
 6. Mary's Boy Child, H. Belafonte, Vic.
 7. Jim Dandy, L. Baker, Atl.
 8. Since I Met You Baby - I. J. Hunter, Atl.
 9. Honky Tonk, B. Doggett, Kng.
 10. Love Me, E. Presley, Vic.

- Dallas-Fort Worth**
1. Singing the Blues, G. Mitchell, Col.
 2. Love Me Tender, E. Presley, Vic.
 3. Green Door, J. Lowe, Dot
 4. Blueberry Hill, F. Domino, Imp.
 5. True Love, B. Crosby-G. Kelly, Cap.
 6. Cindy, Oh Cindy, E. Fisher, Vic.
 7. Garden of Eden, J. Valino, Vik.
 8. Gonna Get Along Without Ya Now, Patience & Prudence, Lbt.

- Denver**
1. True Love, B. Crosby-G. Kelly, Cap.
 2. Singing the Blues, G. Mitchell, Col.
 3. Blueberry Hill, F. Domino, Imp.
 4. Love Me, E. Presley, Vic.
 5. Rose and a Baby Ruth, G. Hamilton IV, Pmt.
 6. City of Angels, Highlights, Bly.
 7. Garden of Eden, J. Valino, Vik.
 8. Jamaica Farewell, H. Belafonte, Vic.
 9. Mary's Boy Child, H. Belafonte, Vic.
 10. Green Door, J. Lowe, Dot

- Detroit**
1. Banana Boat Song, Tarriers, Gly.
 2. Don't Forbid Me, P. Boone, Dot
 3. Rock-a-Bye Your Baby, J. Lewis, Dec.
 4. Singing the Blues, G. Mitchell, Col.
 5. Since I Met You Baby - I. J. Hunter, Atl.
 6. Mary's Boy Child, H. Belafonte, Vic.
 7. Young Love, S. James, Cap.
 8. Love Me Tender, E. Presley, Vic.
 9. Gonna Get Along Without Ya Now, Patience & Prudence, Lbt.
 10. Auctioneer, L. Van Dyke, Dot

- Kansas City**
1. Singing the Blues, G. Mitchell, Col.
 2. Moonlight Gambler, F. Laine, Col.
 3. City of Angels, Highlights, Bly.
 4. Love Me Tender, 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. Blueberry Hill, F. Domino, Imp.
 7. Hey! Jealous Lover, F. Sinatra, Cap.
 8. Love Me, E. Presley, Vic.
 9. Hound Dog, E. Presley, Vic.
 10. Don't Be Cruel, E. Presley, Vic.

- Milwaukee**
1. Banana Boat Song, Tarriers, Gly.
 2. Singing the Blues, G. Mitchell, Col.
 3. Mary's Boy Child, H. Belafonte, Vic.
 4. Jamaica Farewell, H. Belafonte, Vic.
 5. Banana Boat Song, H. Belafonte, Vic.
 6. Moonlight Gambler, F. Laine, Col.
 7. Gonna Get Along Without Ya Now, Patience & Prudence, Lbt.

- Minneapolis-St. Paul**
1. Moonlight Gambler, F. Laine, Col.
 2. Confidential, S. Knight, Dot
 3. Don't Forbid Me, P. Boone, Dot
 4. Singing the Blues, G. Mitchell, Col.
 5. Blueberry Hill, F. Domino, Imp.
 6. Gonna Get Along Without Ya Now, Patience & Prudence, Lbt.
 7. Slow Walk, B. Doggett, Kng.
 8. Banana Boat Song, Tarriers, Gly.
 9. Rock-a-Bye Your Baby, J. Lewis, Dec.
 10. True Love, B. Crosby-G. Kelly, Cap.

- New Orleans**
1. Singing the Blues, G. Mitchell, Col.
 2. Green Door, J. Lowe, Dot
 3. True Love, B. Crosby-G. Kelly, Cap.
 4. Hey! Jealous Lover, F. Sinatra, Cap.
 5. Love Me Tender, E. Presley, Vic.
 6. Cindy, Oh Cindy, E. Fisher, Vic.
 7. Don't Forbid Me, P. Boone, Dot
 8. Moonlight Gambler, F. Laine, Col.
 9. One in a Million, Platters, Mer.
 10. Honky Tonk, B. Doggett, Kng.

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

- Philadelphia**
1. Singing the Blues, G. Mitchell, Col.
 2. Love Me Tender, E. Presley, Vic.
 3. True Love, B. Crosby-G. Kelly, Cap.
 4. Just Walking in the Rain, J. Ray, Col.
 5. Green Door, J. Lowe, Dot
 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. Love Is Strange, Mickey & Sylvia, Grv.
 5. One in a Million, Platters, Mer.
 6. Green Door, J. Lowe, Dot
 7. Honky Tonk, B. Doggett, Kng.

- St. Louis**
1. Singing the Blues, G. Mitchell, Col.
 2. Banana Boat Song, Tarriers, Gly.
 3. Green Door, J. Lowe, Dot
 4. Rock-a-Bye Your Baby, J. Lewis, Dec.
 5. Rose and a Baby Ruth, G. Hamilton IV, Pmt.
 6. Greensleeves, Beverly Sisters, Lon.
 7. Hey! Jealous Lover, F. Sinatra, Cap.
 8. Just Walking in the Rain, J. Ray, Col.
 9. Blueberry Hill, F. Domino, Imp.
 10. I Dreamed, B. Johnson, Bly.

- San Francisco**
1. Singing the Blues, G. Mitchell, Col.
 2. Love Me Tender, E. Presley, Vic.
 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. Cindy, Oh Cindy, E. Fisher, Vic.
 8. Money Tree, M. Whiting, Cap.

- Seattle**
1. Singing the Blues, G. Mitchell, Col.
 2. Young Love, S. James, Cap.
 3. Love Is Strange, Mickey & Sylvia, Grv.
 4. Just Walking in the Rain, J. Ray, Col.
 5. Love Me Tender, E. Presley, Vic.
 6. Dreamy Eyes, Four Preps, Cap.
 7. Moonlight Gambler, F. Laine, Col.
 8. Blueberry Hill, F. Domino, Imp.
 9. Don't Forbid Me, P. Boone, Dot
 10. Green Door, J. Lowe, Dot

- 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. True Love, B. Crosby-G. Kelly, Cap.



NOW... for the FIRST TIME...

**COUNT
BASIE**



**JOE
WILLIAMS**



**ELLA
FITZGERALD**



Their Smash Single...

"PARTY BLUES"

B/W

"APRIL IN PARIS"

89172 * 89172X45

Also on Long Play...

Count Basie

Ella Fitzgerald

Joe Williams

"METRONOME ALL-STARS"

MG C-743

and STILL HOT...

The Band of Distinction

COUNT BASIE

MG C-722

CLEF RECORDS

451 NORTH CANON DRIVE, BEVERLY HILLS, CALIF.

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. **I Dreamed** **Betty Johnson**
(BMI) Bally 1020
2. **One in a Million**
On My Word of Honor **The Platters**
(BMI); (BMI) Mercury 71011
3. **Greensleeves** **The Beverly Sisters**
(ASCAP) London 1703
4. **Jim Dandy** **Lavern Baker**
(BMI) Atlantic 1116
5. **Young Love** **Tab Hunter**
(BMI) Dot 15533
6. **You Don't Owe Me a Thing**
Look Homeward, Angel **Johnnie Ray**
(BMI); (BMI) Columbia 40803
7. **Cinco Robles** **Russell Arms**
(BMI) Era 1026
8. **Cinco Robles** **Les Paul-Mary Ford**
(BMI) Capitol 3612
9. **I Love My Baby** **Jill Corey**
(ASCAP) Columbia 40794
10. **By You, By You, By You** **Jim Lowe**
(BMI) Dot 15525

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.

- WHO NEEDS YOU?** (Korwin, ASCAP)
IT'S SO EASY TO FORGET (Dominion, BMI)—The Four Lads—Columbia 40811—The Lads, with three chart records to their credit in 1956, are starting the ball rolling very early for a similar showing for this year. Their latest disk is going great guns in Baltimore, Buffalo, Pittsburgh, Minneapolis, Milwaukee, Philadelphia and other important cities. "Who Needs You" is the preferred side, with nice action also reported on the flip. A previous Billboard "Spotlight" pick.
- CAN I STEAL A LITTLE LOVE?** (Northern, ASCAP)
YOUR LOVE FOR ME (Mr. BMI)—Frank Sinatra—Capitol 3608—Another very fast mover. The past week found this new record making noise in almost all major markets from Los Angeles to New York. It is snowballing at a rapid rate and should not be sluggish in reaching the charts. Top-listed side is getting most attention now, tho the flip is not to be underestimated. A previous Billboard "Spotlight" pick.
- KNEE DEEP IN THE BLUES** (Acuff-Rose, BMI)
TAKE ME BACK (Oxford, ASCAP)—Guy Mitchell—Columbia 40820—Mitchell, still sitting comfortably in the No. 1 slot on the national retail chart, is bringing up another strong one, according to retailers and one-stops. New York, Philadelphia, Baltimore, Buffalo, Pittsburgh, Milwaukee, Minneapolis, and Nashville sources indicated unusually good sales in first 10 days of release. "Knee Deep" had greatest initial impact; flip also could make it. A previous Billboard "Spotlight" pick.
- REPEAT AFTER ME** (Leeds, ASCAP)—Patti Page—Mercury 71015—This disk has been flourishing even tho it was released in the midst of the holiday rush and did not get the full exposure it ordinarily would have. Sales are excellent in a variety of Middle Western markets (Milwaukee, Chicago, Cleveland, etc.) and in Philadelphia, Baltimore, Buffalo and Pittsburgh, to mention a few of the Eastern cities surveyed. Flip is "Learnin' My Latin" (Leeds, ASCAP). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

POP RECORDS

ELVIS PRESLEY . . . RCA Victor 6800 **PLAYING FOR KEEPS**
(Hi-Lo, BMI)

TOO MUCH (Southern Belle-Presley, BMI)

As heavily pre-ordered as this record is, not much description of it is necessary to sell the trade on it. For the record, "Playing for Keeps" is a ballad with an easy, loping melody akin in spirit to "Love Me Tender." Presley's moaning delivery has the usual endocrinal punch. "Too Much" is closer in style to some of his early rockabilly hits; its lurching, groovy rhythm is spell-binding on teen-agers, as is all too well known. To spur sales, the disk is being merchandised in a special jacket with a color photo of Presley-cum-guitar. 'Snuffed?

HARRY BELAFONTE . . . RCA Victor 0322 **I'M JUST A COUNTRY BOY**
(Folkways, BMI)

HOLD 'EM, JOE (Folkways, BMI)

A tremendously successful album seller, Belafonte has hit heavily recently at the singles level. These two classy efforts should continue the trend. The "Country Boy" side is a soft, delicate ballad reading with a fine guitar backing to Belafonte's warbling. On the flip is a re-disking of the Calypso tune the singer recorded formerly and performed in the show, "Almanac." Both can move out in smart style.

Reviews and Ratings * *

BILL HAYES

Wrangle, Wrangle 86

ABC-PARAMOUNT 9785 — A cheery, rhythmic tune from the pic, "Westward Ho, the Wagons." It's the kind of a tune a cowboy sings while riding, his thoughts on his girl. The bright, jingly arrangement gives the material great programming glamor. (Disney, ASCAP)

Westward Ho, the Wagons . . . 83

The theme song of the above-mentioned Disney pic. Has the flavor of the old jubilee "Promised Land" type of thing. Full of the saga of the move to the West, this is colorful stuff and hard to resist. Fine possibilities for both sides. (Wonderland, BMI)

THE JORDANAIRE

Sugaree 78

CAPITOL 3610—A rock 'n' roll styled job here with a catchy, free-swinging approach. Definitely rates action with jocks and jukes alike. Tune is by Marty Robbins. (Acuff-Rose, BMI)

Baby, Won't You Please Come Home . . . 76

A solid reading of the oldie by the group, with the full sound. Nice harmonies by the singers with a strong ork backing. Good juke material. (Pickwick, ASCAP)

THE BOB CORT SKIFFLE GROUP

Don't You Rock Me Daddy-O 78

LONDON 1713 — American folk song adapted to the British skiffle style for pleasingly different results. Some jocks may want to pick up on this for something unusual. (Ludlow, BMI)

It Takes a Worried Man

to Sing the Blues . . . 70

Folk tune is from Burl Ives' repertoire.

The British group beats and strums a lively background, but Ives sings it better. (PD)

CARMEN McRAE

Skyliner 77

DECCA 3004—Rich vocal on zingy oldie, a Charlie Barnet instrumental staple, with smart backing by Jack Pleis. Both sides good jockey material. (Indigo, BMI)

If You Should Leave Me . . . 74

Moving thrushing on lovely ballad. Fine backing. (Sanjud, ASCAP)

LEE DENSON

The Pied Piper 76

VIK 0251—Denson belts this interesting rhythm tune with strong sell. Arrangement moves nicely and the side could get a share of spins. (Southern, BMI)

Heart of a Fool . . . 76

Strong rhythm and blues feeling pervades this swinging rhythm side. Denson has a good professional touch and he could be heard from on future disks. (American, ASCAP)

EILEEN BARTON

The Bean Song 74

EPIC 9198—Thrush is in her "Bake a Cake" vein as she trips thru this two-beat novelty, with male group support. Lightweight, but pleasing. (American, BMI)

Que Pasa, My Love . . . 73

Miss Barton sounds surprisingly like Peggy King on this passionate pleader. Excellent job by the thrush that should win good deejay support. (Winneton, BMI)

(Continued on page 43)

Fireworks at ASCAP Meeting

Continued from page 16

the refugee out," etc. In discussing the logging system, he cited an incident in which he appeared on a mutual network program where a half-hour of his own music was played. He said that the song "Beyond the Blue Horizon," used as a theme on the show, and a Big Three property, received credit for a full performance, but that none of his tunes, performed on the same show, were logged at all. Lengsfelder also pointed out that he is continually asked by writers to interpret their statements. He said that all of them can read English but that the ASCAP statements are beyond their comprehension. Lengsfelder spoke against a background of challenges, shouts and boos.

Fred Fox, following an altercation with Finklestein in which the latter described him (Fox) as representing "a motion picture catalog of very little consequence," read a statement denouncing the election procedures of ASCAP. He also drew attention to the point that collections from motion picture firms by ASCAP were extremely low and posed a question as to what would happen with TV collections now that the same firms were moving strongly into that field.

Another speaker was Pinky Herman, who presented an elaborate display of slides, showing how the distribution techniques have been steadily improved. Westcoaster Irving Gwartz delivered a spirited attack on the distribution methods. Quoting from the consent decree that the prime consideration in distribution was to be given to performances. Gwartz said that under the new system, performances receive only a 20 per cent consideration. Gwartz called for inspection of ASCAP's books, pointing out

that "\$23,000,000 is too much money to be handled behind closed doors." Gwartz also alleged that board members, affiliated with motion picture companies, were actually in contempt of the consent decree.

Senses Danger

Another facet of the meeting was a statement by Arthur Schwartz that ASCAP was never in greater danger than it is today. He said he had just come from a meeting with the managing editor of a large New York paper where he had been shown a series of articles about ASCAP. He said the series could have done irreparable damage to the Society and he had convinced the editor to quash it.

The meeting was also sparked by a typical Finklestein-Barney Young exchange. The long vocal workout finally adjourned at about 2 a.m., following which a number of dissidents were reportedly not able to sleep. Some are known to be planning to seek recourse in Washington thru representation to both the Justice Department and the House Committee on Small Business. (See separate story this issue.)

Stage Show At Paramount

NEW YORK—The Paramount Theater here has scheduled a special stage show with Nat 'King' Cole, Ella Fitzgerald, Count Basie's Orchestra and Joe Williams starting January 23.

The week-long stage presentation will run with "Night Fall," starring Aldo Rey, with Al Hibbler warbling the film's title theme on the sound-track.

Decca Tees Off

Continued from page 16

Jimmy Wakely, Warren Covington and the Commanders, Lenny Dee, Bill Snyder, Tommy Gumina, Alvin Rey, Rex Allen with the Victor Young Singing Strings, Frank Perkins, Bill Hitz, Walter (Fats) Pichon, Georgie Shaw and Crazy Otto. Kiddie sets by Frank Luther and Pinkie Lee are also included.

The Gold Label release is highlighted by a disk of the Liszt Hungarian Dances and Kodaly's Galanta Dances by the RIAS and Bamberg Symphony orks, the Beethoven Sixth Symphony by the Berlin Philharmonic, Franck's D Minor Symphony by the Bamberg Ork and Lukas Foss' Piano Concerto Number 2 with the composer at the piano.

A special dating plan is in effect for dealers on this release and the entire program will get one of the heaviest ad pushes in the company's history. Space has been set in Cosmopolitan, Holiday, The Saturday Review, Harper's, The New Yorker, Down Beat, Metronome, the Schwann Digest and the American Record Guide among others.

Radio spots will get an increasing share of attention, with time buys in numerous markets being set by branches in co-operation with local dealers. The Gold Label series will continue to be pushed via a half-hour radio show on WQXR, New York indie outlet. Also on the radio level, two separate disk jockey samplers with special data and script material, one for pop and one for classical releases will be issued. Dealers will also be supplied with a volume of window and in-store display supplies.

Victor Preps

Continued from page 16

hundreds of interviews with jocks and public figures on the train itself. Last year, results were highly gratifying.

En route, the troupe also puts on a number of impromptu shows at hospitals.

The company this trip will include the following artists: Julius La Rosa, Eddie Heywood, Bob Corley, Lou Monte, the De Castro Sisters, Mike Pedicin, Joe Reisman, Teddi King, Lane Brothers, Dorothy Olsen, Ann Gilbert, Richard Maltby, Henri Rene, Eddie Dano, David Houston, Jim, Maxine and Bonnie Brown, Dick Lee, Lurlean Hunter, Joe Valino, Mickey and Sylvia, Jaye P. Morgan, Hugo Winterhalter and Frankie Lester. Some artists will join the train when it hits a territory where they may be winding up an engagement, and some will leave as they near their next play-dates. The artists' list probably will be expanded.

Train embarks from Grand Central Sunday (13), and hits Boston (14), Buffalo (16), St. Louis (17), Chicago (18), Minneapolis-St. Paul (19), Milwaukee (20), Pittsburgh (21) and New York (22).

Heebner Pressing

Continued from page 16

and Galmour magazines together with a direct mailing to some 200,000 names.

Titled "Go Places With Lassie—Music to Put You in a Travelling Mood," the album will feature such travel-oriented standards as "Paris in the Spring," "Song of India," etc. Heebner will own title to all the masters, except that Lassie Coats will have first call on the 12-inch LP version, to be offered to the public at \$1.75.

In addition, Heebner will record 14 sides, possibly to be used to form the nucleus of his own label. The pressings for Lassie will be ready for delivery in February.

Heebner expects to return to the States after three weeks.

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OTIS WILLIAMS AND HIS CHARMS

BLUES, STAY AWAY FROM ME | PARDON ME

DE LUXE 6105

LITTLE WILLIE JOHN

A LITTLE BIT OF LOVING

WILL THE SUN SHINE TOMORROW

KING 5003

THE MIDNIGHTERS

LET ME HOLD YOUR HAND

OOH BAH BABY

FEDERAL 12288

BILLY GAYLES

JUST ONE MORE TIME
SAD AS A MAN CAN BE

FEDERAL 12287

DANNY COBB

HEY! MR. WARDEN
I'LL LOVE YOU
(TILL THE DAY I DIE)

DE LUXE 6106

JAMES BROWN AND THE FAMOUS FLAMES

JUST WON'T DO RIGHT

LET'S MAKE IT

FEDERAL 12289

BEST SELLERS

HARLEM NOCTURNE

EARL BOSTIC
KING 4978

BILLY GAYLES

I'M TORE UP

FEDERAL 12265

THE MIDNIGHTERS

TORE UP OVER YOU

FEDERAL 12270

MAC CURTIS

THAT AIN'T NOTHIN' BUT RIGHT
DON'T YOU LOVE ME

KING 4995

HERB ZANE

BY YOU, BY YOU
LET ME IN YOUR HEART

DE LUXE 6099

OTIS WILLIAMS AND HIS CHARMS

GYPSY LADY

I'LL REMEMBER YOU

DE LUXE 6098

LITTLE WILLIE JOHN

I'VE BEEN AROUND
SUFFERING WITH THE BLUES

KING 4999

CONFIDENTIAL

BUBBER JOHNSON
KING 4988

I WON'T PLEAD NO MORE

CHONNIE-ON-CHON

JAMES BROWN and the FAMOUS FLAMES
FEDERAL 12290

COME ON AND GET IT

THE MIDNIGHTERS
FEDERAL 12285

EDDIE "PIANO" MILLER
WOLFGANG SEBASTIAN MAYER
DE LUXE 6103

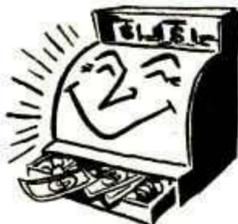
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Say You Saw It in The Billboard

THE TOP 100

For survey week ending January 2

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

Table with 5 columns: Pos., Song, Artist, Label, Last Week. Lists top 100 records including 'Singing the Blues', 'Green Door', 'Love Me Tender', etc.

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IN THE MEANTIME DELLA REESE

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WHISPERING HEART SHERRY PARSONS

#5265



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.

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

• Reviews of New Pop Records

• Continued from page 40

BILL SNYDER
 Chicago Blues74
 DECCA 30096—Moody instrumental theme is handed a fine dramatic treatment, with listenable piano solo work by Snyder. Interesting jockey wax. (Robert, ASCAP)
 Why Can't This
 Night Go On Forever?....73
 Melodic oldie is wrapped up in lush instrumental arrangement and flashy pianistics by Snyder. (Bantam, ASCAP)

LOUIS ARMSTRONG
 This Younger Generation74
 DECCA 30188—Satchmo vocalizes on the foibles of the younger cats and chicks. Tune has a triplet-backed rock and roll beat and is likely to get some interest from jocks. Sy Oliver directs the band. (Marian, ASCAP)
 In Pursuit of Happiness....72
 A pretty, new Carolyn Leigh-Cy Coleman tune gets the inimitable Armstrong vocal and horn treatment. More on-the-air interest indicated here. (Paxton, ASCAP)

LORRY RAINE
 Don't Throw Me in the Briar Patch....73
 ADVANCED 3013—Pert and personable reading by the thrush on a catchy novelty. (Highland, BMI)
 You Can Find Contentment....72
 Fervent thrushing on a sacred theme with a solid gospel beat. (Highland, BMI)

HERB COLEMAN
 Night Letter73
 VIK 0250—A slow, beguine-rhythm ballad with Coleman wringing a share of emotion from the lyrics. Fem vocalist intros tune nicely but gets no billing. (White Star, BMI)
 A Question and the Answers....62
 Coleman sings a slightly Calypso-styled ode with lyrics that at best are on the trite side. Hard to see this one. (Merge, BMI)

ARTHUR LEE SIMPKINS
 I Long for You72
 MIRANDA 3093—Strong vocal stint by veteran Simpkins on a moving
 (Continued on page 44)

• Reviews and Ratings of New Albums

• Continued from page 32

tic flavor of the playing lending a strong plus value.

AN OCCASIONAL CHA CHA CHA ... 80
 Emilio Reyes Ork (1-12")
 Mardi-Gras LP 5004
 Excellent programming wax for Latin-American jockey shows. Reyes and his ork contribute tasteful instrumental and group vocal treatments on a repertoire of both Latin-American and U. S. pop standards, including "An Occasional Man," "Dansero Cha Cha," and "Time On My Hands," all played in infectious cha cha rhythm.

LESSONS IN CHA CHA CHA78
 Orquesta America Del '55 (1-12")
 Panart LP 3015
 Title of package is something of a misnomer. No stepping instructions are included. Contents consists of a baker's dozen selections in the rhythm played by an orchestra obviously expert on the cha cha cha beam. A highly danceable combination for addicts to the rhythm. Teachers could find it an extremely useful aid for individual or class instruction.

Sacred

BILL PEARCE AND DICK ANTHONY77
 (1-12")
 Word W-3012 LP
 An excellent sacred album by two young popular-type baritones associated with the Moody Bible Institute of Chicago. The smart arrangements are in a style related to Fred Warings' tho they are executed here with smaller forces. The lads sing in duet, solo with choir, etc., and Pearce also tosses in a slick trombone solo. For the religious family trade, and especially for the stores that sell religious books and records.

MOODY CHORALE76
 The Moody Chorale, Don Hustad Director (1-12")
 Word W-3009 LP
 A program of anthems and selections from oratorios offered by the 45-voice choral group of Chicago's famous Moody Bible Institute. Included are such works as the "Hallelujah Chorus," and "The Glory of the Lord," from the "Messiah." Tho the singing shows much rehearsing and a deep appreciation on the part of the singers and conductor Don Hustad for the sacred works involved, the listening is somewhat hampered by the mediocre recording job. A higher quality product could have been turned out with more care to the engineering aspects of the diskings.

Rhythm & Blues

BIG JAY IN 3-D68
 Big Jay McNeely (1-12")
 Federal 395-530
 McNeely, an exciting, provocative showman, may click with part of the rock and roll crowd with this set, but his sax-blowing doesn't make it on the basis of sound alone. It's strictly run-of-the-mill honk stuff, with no tone but plenty of tired riffs. All instrumentals.

Semi Classical

STRAUSS SPARKLES IN HI-FI75
 Vienna Philharmonic Symphony, Hans Hagen, Cond (1-12")
 Urania UR 8009
 A fine collection of lesser-played Johann Jr. items adds up to a titillating package for Strauss enthusiasts. The 15 selections comprise waltzes, polkas and marches, with an overture and intermezzo thrown in for good measure. The Philharmonic knows how to showcase the waltz king under Hagen's able baton. Should develop a considerable sales play—particularly as a companion piece for other and more familiar Straussiana.

BREAKING BIG IN '57!



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PUT YOUR ARMS AROUND ME HONEY

WHY CAN'T YOU

CHESS 1647



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3 Big Hits!

Fats Domino

BLUE MONDAY

b/w

What's The Reason I'm Not Pleasin' You

#5417

Roy Brown

SATURDAY NIGHT

b/w

Everybody

#5422

Ruth & Al

HELLO BABY

b/w

Real Gone Party

#5414

Imperial Records

6425 Hollywood Blvd.
Hollywood 28, Calif.

• Reviews of New Pop Records

• Continued from page 43

ballad with a rock and roll tempo. (Miranda, ASCAP)
I Resolve...72
Same comment. (Miranda, ASCAP)

JERI SOUTHERN

There's Something in My Eye...72
DECCA 30065 — A sophisticated, minor-key lament that makes an apt vehicle for the singer. The plain, unimaginative arrangement works against showcasing the material and performance in the best light, however. (Fred Fisher, ASCAP)
I'm Gonna Try Me Some Love...69
Miss Southern discourses on the why's and wherefore's of love. Tune has too much the smack of "material." Sales of the disk will be largely limited to Southern fans. (Sanjud, ASCAP)

THE TOPPERS

Lonely...72
ABC-Paramount—Group brings good projection to a lively item. Backing is ear-easy and combination could

attract some interest at the counter level. (Tee Pee, ASCAP)
Three Roads...69
Ballad-in-rhythm suffers from some overproduction, despite good harmonizing, and sales potential doesn't look to come up to the flip. (Melhedd, ASCAP)

TED HEATH ORK

Jungle Drums...70
LONDON 1712—The percussion is in the spotlight here, and does a virtuoso take-off on a primitive motif, with colorful brass and wind touches to focus it in. Off-the-beaten-track deejay fare. (E. B. Marks, BMI)
Madagascar...70
A bright swiny instrumental, well suited for dancing. The ork does alternate choruses with Latin beat, for nice effect. (Burlington, ASCAP)

ART MOONEY ORK

Wheeling, West Virginia...70
M-G-M 12403—Mooney's chorus and ork run merrily thru a polka tune

here. Polka band touches in the arrangement make it a pleasant listening experience. (Arthur, BMI)
Sinner's Train...69
An adaptation of a gospel type tune, with the fast beat and momentum of "Wild Goose." A good chorus job. Present market for this material is only moderate, however. (Hampshire House, ASCAP)

IRENE CARROLL

I've Got You...69
ARROW 711—The singer comes on happy as a lark in this snappy up-beat love song. A sock reading to a solid beat. (Graphic, BMI)
I Don't Wanna Hear a Love Song (Anymore)...67
A slow, lulling cry-ballad that Miss Carroll also handles competently. Material is a little on the bland side. (Graphic, BMI)

TERRY TAYLOR

Rio de Janeiro...68
RONNEX 1184—Pleasant, up-tempo Latin-American beat gives thrush a chance for some nice warbling. Nothing here to overheat sales thermometer, but backing and vocal are easy to take. (BMI)
Nana...67
Thrush brings good projection to the saga of a bright lights doll via a throaty, feverish ballad. Has considerable quality, despite run-of-mill clefting. (BMI)

ERSKINE HAWKINS ORK

Nobody Plays the Piano Like Sacramento...68
DECCA 30034—Dolly Lynn is vocalist, and Ace Harris plays the bluesy piano on this atmospheric tale. Material has a show quality. Pop appeal is not obvious. (Remick, ASCAP)
Put Your Feet Down on the Ground...66
Ace Harris shouts the vocal on a blues-novelty. Material and treatment are dated. (Springfield, BMI)

GLORIA SANCHEZ

Burrito Joe...67
REAL 1316—Sweet piping on an amusing novelty with a Latin-American beat. (Cordial, BMI)
Tiek Tiek...66
Bouncy Latin theme is handed an okay vocal by the canary. (Real-American, BMI)

DODIE RANDLE

Man Hunt...66
DECCA 30173 — Chick makes a frantic try to come up a distaff
(Continued on page 47)

• 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
Canadian Sunset (R)—Meridian—BMI
Cinco Robles (R)—Warman—BMI
Friendly Persuasion (R) (F)—Feist—ASCAP
Gonna Get Along Without Ya Now (R)—Kellen—ASCAP
Hey! Jealous Lover (R)—Barton—ASCAP
I Could Have Danced All Night (R) (M)—Chappell—ASCAP
I Dreamed (R)—Trinity—BMI
Just in Time (R) (M)—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
The Money Tree (R)—Frank—ASCAP
Mutual Admiration Society (R) (M)—Chappell—ASCAP
My Last Night in Rome (R)—Famous—ASCAP
New-Fangled Tango (R) (M)—Chappell—ASCAP
Night Lights (R)—Bregman, Vocco & Conn—ASCAP
On the Street Where You Live (R) (M)—Chappell—ASCAP
The Party's Over (R) (M) — Stratford—ASCAP
Petticoats of Portugal (R)—Christopher—BMI
Singing the Blues (R)—Acuff-Rose—BMI
Sleigh Ride (R)—Mills—ASCAP
True Love (R) (F)—Buxton Hill—ASCAP
Two Different Worlds (R) — Princess—ASCAP
Whatever Will Be Will Be (R) (F)—Artists—ASCAP
Winter Wonderland (R)—Bregman, Vocco & Conn—ASCAP
Your Love Is My Love (R)—Peer—BMI

Television

A Twelve o'Clock Gal (R)—Ivanhoe—BMI
All About Love (R) — Lamas-Ramrod—ASCAP
Allegheny Moon (R)—Oxford—ASCAP
Blueberry Hill (R)—Chappell—ASCAP
Canadian Sunset (R)—Meridian—BMI
Cindy, Oh Cindy (R)—E. B. Marks-Bryden—BMI
Hey! Jealous Lover (R)—Barton—ASCAP
I Could Have Danced All Night (R) (M)—Chappell—ASCAP
I Don't Know Enough About You (R)—Porgie—BMI
I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
Just in Time (R) (M)—Stratford—ASCAP
Just Walking in the Rain (R)—Golden West—BMI
Love Me Tender (R) (F)—Presley—BMI
Married I Can Always Get (R)—Leeds—ASCAP
Mine All Mine (R)—Fairway—BMI
Mommie (R)—Vernon—ASCAP
The Money Tree (R)—Frank—ASCAP
Mutual Admiration Society (R) (F)—Chappell—ASCAP
Petticoats of Portugal (R)—Christopher—BMI
Singing the Blues (R)—Acuff-Rose—BMI
Sleigh Ride (R)—Mills—ASCAP
Soft Summer Breeze (R)—Regent—BMI
Standing on the Corner (R) (M)—Frank—ASCAP
The Star You Wished Upon Last Night (R)—Robbins—ASCAP
This Younger Generation (R) — Martin—ASCAP
Tonight You Belong to Me (R)—Bregman, Vocco & Conn—ASCAP
True Love (R) (F)—Buxton Hill—ASCAP
Two Different Worlds (R) — Princess—ASCAP
Whatever Will Be Will Be (R) (F)—Artists—ASCAP

• Best Selling Sheet Music in Britain

(For Week Ending December 29)

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)
The Green Door—Francis Day (Trinity)
More—Berry (Shapiro-Bernstein)
Two Different Worlds—Spier (Spier)
Singing the Blues—Frank (Acuff-Rose)
True Love—Chappell (Buxton Hill)
Autumn Concerto—Macmelodies (Symphony)
A House With Love In It—Lawrence Wright (Evans)
St. Therese of the Roses—Dash (Dennis)
Cindy, Oh Cindy—Dash (E. B. Marks-Bryden)
A Woman in Love—Morris (Frank)
Whatever Will Be, Will Be—Melcher-Toff (Artists)

In the Middle of the House—John-Fields (Shapiro-Bernstein)
When Mexico Gave Up the Rhumba—Feist (Copar)
Lay Down Your Arms—Francis Day (Howie Richmond)
Christmas Island—Macmelodies (Peter Maurice)
My Prayer—World Tide (Skidmore)
Rockin' Through the Rye—Sterling (Valleybrook)
Come Home to My Arms—Sterling (Chappell)
Love Me As Though There Were No Tomorrow—Robbins (Robbins)

• Best Selling Pop Records in Britain

(For Week Ending December 29)

This Week Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication. Last Week

1. SINGING THE BLUES—Guy Mitchell (Philips) 2
2. JUST WALKING IN THE RAIN—Johnnie Ray (Philips) 1
3. GREEN DOOR—Frankie Vaughan (Philips) 3
4. ST. THERESE OF THE ROSES—Malcolm Vaughan (HMV) 3
5. CINDY, OH CINDY—Eddie Fisher (HMV) 6
6. RIP IT UP—Bill Haley Comets (Brunswick) 9
7. TRUE LOVE—Bing Crosby & Grace Kelly (Capitol) 5
8. SINGING THE BLUES—Tommy Steele (Decca) 17
9. HOUND DOG—Elvis Presley (HMV) 16
10. LOVE ME TENDER—Elvis Presley (HMV) 11
11. MAKE IT A PARTY—Winifred Atwell (Decca) 7
12. WOMAN IN LOVE—Frankie Laine (Philips) 12
13. WHEN MEXICO GAVE UP THE RUMBA—Mitchell Torok (Brunswick) 15
14. MOONLIGHT GAMBLER—Frankie Laine (Philips) 14
15. MY PRAYER—Platters (Mercury) 10
16. MORE—Jimmy Young (Decca) 13
17. FRIENDLY PERSUASION—Pat Boone (London) 19
18. HOUSE WITH LOVE IN IT—Vera Lynn (Decca) 18
19. BLUEBERRY HILL—Fats Domino (London) 1
20. TWO DIFFERENT WORLDS—Ronnie Hilton (HMV) 1

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VOX JOX

By JUNE BUNDY

THIS 'N' THAT: Don Stewart, KTYL, Mesa, Ariz., writes, "Our full day of uninterrupted Christmas music without commercials, news or anything but station identification was so successful that we plan to make an annual thing of it." . . . It was a Happy New Year for Jerry Marshall, WNEW, New York, who snagged a rare tape interview with Bing Crosby for airing December 31. . . . Bill Randle, WERE, Cleveland, resumes his weekly local TV show January 13. . . . Pete Mandell, WBET, Brockton, Mass., is interested in exchanging short tape-recorded reports of hit disks in other areas from jocks across the country for airing over his nightly show.

CHANGE OF THEME: David Dreis, KENT, Shreveport, La., moves to WPGC, Washington, this week as deejay-program director. . . . Jack Lawyer, one-time night owl at KORA, Bryan, Tex., and more recently with the U. S. Air Force in Japan, is now doing the "early bird" bit on WMLV, Millville, N. J. . . . Eddie Dillon, KVOR, Colorado Springs, Col., has added a half hour to his daily show, and is now on the air from 3:30 to 6 p.m. . . . Carl Shook has joined WCAR, Detroit, after three years with WJIM, Lansing, Mich.

Jim Jones, WTAX, Springfield, Ill., has offered \$5 prizes to the first 10 listeners submitting the best title for his new daily afternoon show. If he uses one of the 10 titles he will send that lucky dialer \$100. . . . WPAT, Paterson, N. J., will supply complete musical programs for new Miami indie WSKP. . . . Urgent calls for record service from Royal Canadian officer R. W. Healey-Ogden, RCAF, Mont Apica, Quebec, and Lloyd A. Ward, formerly with WUSN-TV, Charleston, S. C., now program director of WFOR aboard the U.S.S. Forrestal.

Bob Smith, WOR, New York, has started the new year with an extra hour a day, thus putting the "Howdy Doody" man on a 15-hour a week air schedule. . . . George Marek, music editor of Good Housekeeping magazine and vicepres of RCA Victor's album department, starts a classical deejay show over NBC January 14 from 9:30 to 10 p.m. Program's tag is "Classical Music for People Who Hate Classical Music."

YESTERYEAR'S TOPS—

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

- JANUARY 11, 1947
1. The Old Lamplighter
 2. Ole Buttermilk Sky
 3. (I Love You) For Sentimental Reasons
 4. A Gal in Calico
 5. Huggin' and Chalkin'
 6. Zip-A-Dee Doo-Dah
 7. Rumors Are Flying
 8. The Whole World Is Singing My Song
 9. You Keep Coming Back Like a Song
 10. The Things We Did Last Summer
- JANUARY 12, 1952
1. Slow Poke
 2. (It's No) Sin
 3. Cry
 4. Shrimp Boats
 5. Down Yonder
 6. Little White Cloud That Cried
 7. Tell Me Why
 8. Undecided
 9. Because of You
 10. Cold, Cold Heart



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JAN. 26, 1957

Don't Miss It!

• This Weeks C&W Best Buys

KNEE DEEP IN THE BLUES (Acuff-Rose, BMI)
THE SAME TWO LIPS (Acuff-Rose, BMI)—Marty Robbins—Columbia 40815—Robbins, still solidly entrenched at the top of the country charts, is finding interest unusually keen in this new record of his. Birmingham, Nashville, Atlanta, Durham and Dallas all reported top sales and predicted early placement on the national board. It is still not clear which of the two sides will win out, the "Knee Deep" is moving best right now. A previous Billboard "Spotlight" pick.
I'M GONNA LIVE SOME (Nash, BMI)
I MISS YOU ALREADY (Tree, BMI)—Faron Young—Capitol 3611—This record has been available in most markets only about a week or 10 days, and is also moving out at record speed. Almost all the Southern markets listed above — plus Chicago, Cincinnati, Western Pennsylvania and other Northern markets—reported it a fine seller. Action is pretty evenly divided on the two sides. A previous Billboard "Spotlight" pick.

• Review Spotlight on . . . C&W RECORDS

ELVIS PRESLEY
Playing for Keeps (Hi-Lo, BMI)
Too Much (Southern Belle-Presley, BMI)—RCA Victor 6800—See review in Pop Spotlight Section.

• C&W Territorial Best Sellers

For survey week ending January 2
City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

- 1. Young Love, S. James, Cap.
2. I'm Counting on You, K. Wells, Dec.
3. Singing the Blues, M. Robbins, Col.
4. I'm Tired, W. Pierce, Dec.
5. There You Go, J. Cash, Sun
6. I've Got a New Heartache
R. Price, Col.
7. I Wouldn't Know Where to Begin
E. Arnold, Vic.

Charlotte

- 1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun
3. Singing the Blues, M. Robbins, Col.
4. Love Me Tender, E. Presley, Vic.
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. I Walk the Line, J. Cash, Sun
4. Love Me Tender, E. Presley, Vic.
5. There You Go, J. Cash, Sun
6. Young Love, S. James, Cap.
7. I'm Tired, W. Pierce, Dec.
8. Train of Love, J. Cash, Sun

Houston

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

Memphis

- 1. There You Go, J. Cash, Sun
2. Singing the Blues, M. Robbins, Col.
3. Young Love, S. James, Cap.
4. Crazy Arms, R. Price, Col.
5. I'm Tired, W. Pierce, Dec.
6. Love Me Tender, E. Presley, Vic.
7. Ubangi Stomp, W. Smith, Sun
8. Stolen Moments, H. Snow, Vic.

Nashville

- 1. Singing the Blues, M. Robbins, Col.
2. There You Go, J. Cash, Sun
3. I'm Tired, W. Pierce, Dec.
4. I Walk the Line, J. Cash, Sun
5. I've Got a New Heartache
R. Price, Col.
6. Crazy Arms, R. Price, Col.
7. Young Love, S. James, Cap.
8. Am I Losing You? J. Reeves, Vic.
9. Go Away With Me
Wilburn Brothers, Dec.

Richmond, Va.

- 1. Singing the Blues, M. Robbins, Col.
2. Young Love, S. James, Cap.
3. Love Me Tender, E. Presley, Vic.
4. I've Got a New Heartache
R. Price, Col.
5. Hound Dog, E. Presley, Vic.

St. Louis

- 1. Don't Be Cruel, E. Presley, Vic.
2. Poor Man's Riches, B. Barnes, Sdy.
3. There You Go, J. Cash, Sun
4. Singing the Blues, M. Robbins, Col.
5. I Walk the Line, J. Cash, Sun

• Reviews of New C&W Records

BOBBY GROVE
To Protect the Innocent . . . 77
KING 5007—An unusually moving weeper that stacks up as a potent entry for this recent addition to the King country roster. Grove's poignant performance is going to win him many admirers. (Mar-Kay, BMI)
Whistle of the Gray Train . . . 75
One of those wonderful "railroad blues" with a fast chugga-chugga beat, whistles and other train effects. It's another ear-catching reading, and is a credit to Grove. (Mar-Kay, BMI)

BILL MONROE
You'll Find Her Name Written Here . . . 75
DECCA 30178 — Tennessee Ernie Cleffed this mournful, modal chant.

Monroe wails it with intense spirit, and it should do okay in the mountain belt. (Central Songs, BMI)
Sittin' Alone in the Moonlight . . . 70
Two-track weeping and mandolin backing for an okay back-country styling. Only territorial action. (Bill Monroe, BMI)

SLIM COXX
Lonely Nights . . . 70
COXX 588—Jimmy Stephen does the vocalizing on this weeper tune with electric guitar and fiddle backing by Coxx and the Cowboy Caravan. Voice drips with feeling. (Starlite, BMI)
Mocking Bird Special . . . 65
Cox fiddles brightly on this traditional country tune. Okay square dance instrumental. (Starlite, BMI)

LAUREL AND MILES
Sunset Mountain . . . 68
STAR LIGHT 1001—Duo chant on a sentimental, cowpoke ditty. Pleasantly tuneful delivery. Backing is fair, and side could spark moderate interest in its class. (Starlight, BMI)
Sweet Hawaii . . . 65
Island-flavored tune, as title indicates. Team gives it a melodious projection, but there is little originality in the styling. (Starlight, BMI)

VERN PULLENS
It Took One Moment . . . 67
SPADE 1930—Distorted sound obscures what appears to be a pretty fair warbling talent. Side is a poignant weeper. Should get some Texas territorial support despite the drawbacks. (Hess & Jones, BMI)
Would You Be Happy? . . . 63
Another good warble badly distorted. Flip is stronger. (Hess & Jones, BMI)

GENE CRABB
Telling You Goodbye . . . 66
RURAL RHYTHM 506 — Crabb shows a nice touch for the weepy mood on this ballad job. So-so material. (Four Star Sales, BMI)

FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Jim Wilson and the Flying W Ranchhands kicked off their new daily television show over WRVA-TV, Richmond, Va., Monday (7), 2-2:30 p.m. It marks the station's initial venture with a live studio c.&w. show. . . Don Reno and Red Smiley and the Tennessee Cut-Ups on New Year's Day inaugurated a new daily show, 7-8 a.m., on WDBJ-TV, Roanoke, Va. Meanwhile, they continue with their semi-monthly Thursday night show for Roanoke Valley Motors over the same station.

Two new ones by Faron Young and His Country Deputies on Capitol are "I'm Gonna Live Some Before I Die" and "I Miss You Already (And You're Not Even Gone)." . . . Kenny Marlow's new ditty, "Daylight Angel," has been waxed for Decca by a new artist, Vernon Claud. Deejays who don't have their copies may contact Marlow at Box 452, Nashville 2. . . Goldie Hill's Decca recording of "Call Off the Wedding," cut two years ago, has been covered by Lita Roza on London Records, but not released as yet.

Joe Carson, 20-year-old guitarist-fiddler of Holliday, Tex., and a protege of Hank Thompson, has been signed to a five-year contract by Ken Nelson, Capitol's c.&w. a.&c.r. chief. . . Jimmy Martin and His Sunny Mountain Boys do the guest chores on "Circle Theater Jamboree," Cleveland, Saturday (12). . . Jean Shepard and Hawkshaw Hawkins, who work under the guidance of Tom Kelly, have new releases coming up simultaneously next week. Jean's, on Capitol, will be "Tomorrow I'll Be Gone" b.w. "If You Can Walk Away," while the Hawk will have "Action (Speaks Louder Than Words)" b.w. "Oh, How I Cried," for RCA Victor.

The Pee Wee King unit, with Neal Burris and Little Eller Long, along with Rusty and Doug, Rudy Hansen and Bonnie Lou, played to 5,000 people at a Christmas party in Richmond, Ind., sponsored by the Duning Furniture Company. . . Hawkshaw Hawkins and Jimmy Dickens are scheduled to shoot a flicker for Albert Gannaway Pro- (Continued on page 48)

Blues Won't Bother Me . . . 64
Repetitive guitar backing keeps the beat going, but effort has a plodding feeling that keeps it from getting off the ground. (Four Star Sales, BMI)

TONY WAYNE
Many Ways . . . 65
WESTPORT 134 — Fair-to-middlin' Western styling out of Kansas City, Mo. Not strong enough to make a dent in the current market. (Westport, BMI)
Together Forever . . . 60
Weaker than the flip. (Westport, BMI)

ROYCE PORTER
A Woman Can Make You Blue . . . 60
SPADE 1931 — Lad gives a moderately effective reading to this material. Guitar backing is solid, but over-all work is hardly a candidate for counter conflagration. (Hess & Jones, BMI)
I End Up Crying . . . 58
Slow ballad lament offers coupling change of pace. Singer gets no more than moderate results in projection. (Hess & Jones, BMI)

RAY DOGGETT
It Hurts the One Who Loves You . . . 58
SPADE 1932 — Singer hits an up tempo ballad of own cleffing for fair effect. Vocal trio backing is no great help. Result is strictly run-of-the-mill fare. (Hess & Jones, BMI)
That's the Way Love Is With Me . . . 55
Slow ballad, also written by the singer, with more heavy-handed harmony backing from the trio. Similar sales potential as the flip. (Hess & Jones, BMI)

• C&W Best Sellers in Stores

For survey week ending January 2

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

Table with columns: This Week, Last Week, Weeks on Chart. Lists records like SINGING THE BLUES, I WALK THE LINE, CRAZY ARMS, etc.

• Most Played C&W in Juke Boxes

For survey week ending January 2

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

Table with columns: This Week, Last Week, Weeks on Chart. Lists records like SINGING THE BLUES, CRAZY ARMS, I WALK THE LINE, etc.

• Most Played C&W by Jockeys

For survey week ending January 2

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

Table with columns: This Week, Last Week, Weeks on Chart. Lists records like SINGING THE BLUES, YOUNG LOVE, I'VE GOT A NEW HEARTACHE, etc.



D.J.'s
Harry Booher's recordings on TAILER RECORDS and TYLER RECORDS from Sistersville, W. Va., are no longer available. Out of business.

R&B Best Sellers in Stores

For survey week ending January 2

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 15 R&B best sellers.

Most Played R&B in Juke Boxes

For survey week ending January 2

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 15 most played R&B in juke boxes.

Most Played R&B by Jockeys

For survey week ending January 2

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 15 most played R&B by jockeys.

This Weeks R&B Best Buys

FEELIN' HAPPY (Progressive, BMI) MIDNIGHT SPECIAL TRAIN (Progressive, BMI) - Joe Turner-Atlantic 1122-Turner's most recent release is building pretty much according to form.

Review Spotlight on . . . R&B RECORDS

ELVIS PRESLEY Playing for Keeps (Hi-Lo, BMI) Too Much (Southern Belle-Presley, BMI)-RCA Victor 6800-See review in Pop Spotlight Section.

R&B Territorial Best Sellers

For survey week ending January 2

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

Atlanta: 1. Blueberry Hill, F. Domino, Imp. 2. Jim Dandy, L. Baker, Atl. 3. Love Is Strange, Mickey & Sylvia, Grv.

Charlotte: 1. Ain't Got No Home, C. Henry, Ago. 2. Jim Dandy, L. Baker, Atl. 3. Blueberry Hill, F. Domino, Imp.

Chicago: 1. On My Word of Honor B. B. King, RPM 2. Slow Walk, S. Austin, Mer.

Cincinnati: 1. Thousand Miles Away Heartbeats, Rma. 2. Since I Met You Baby I. J. Hunter, Atl.

Detroit: 1. Since I Met You Baby I. J. Hunter, Atl. 2. Behind the Sun, D. O. Gibson, Che.

Los Angeles: 1. Since I Met You Baby I. J. Hunter, Atl.

Reviews of New Pop Records

Continued from page 44

Presley. The production doesn't add up to much. (Four Star, BMI) I Feel in Love Again...64 A red-hot mama effort that falls between country and pop. (Northern, ASCAP)

THE BALLADIERS Dance the Rhythm and Blues...65 WRIMUS 701-Group belts out rock and roll beat with lusty enthusiasm.

THE ROCKETS My Love for You...55 Sticky, sugar-coated ballad gets an effortful projection from this group.

SANDY SHAW It's Got to Go...64 RONNEX 1169 - Singer kicks off enthusiastically on a rocking beat to the effect that r.&r. has to live up to tune's title.

New Orleans: 1. Singing the Blues, G. Mitchell, Col. 2. Since I Met You Baby I. J. Hunter, Atl.

New York: 1. Blueberry Hill, F. Domino, Imp. 2. Love Me Tender, E. Presley, Vic.

Philadelphia: 1. Since I Met You Baby I. J. Hunter, Atl. 2. Love Is Strange, Mickey & Sylvia, Grv.

St. Louis: 1. Oh, What a Night, Dels, VJ 2. You Got Me Dizzy, J. Reed, VJ

Washington, D. C.: 1. Singing the Blues, G. Mitchell, Col. 2. Blueberry Hill, F. Domino, Imp.

Number of Releases This Week: Label ABC-PARAMOUNT .. 2

A BOMBSHELL!! GUIDED MISSILES By The CUFF LINKS #409 A SLEEPER! DID YOU HAVE FUN VERNON GREEN and the Medallions #407 DOOTONE RECORDS

A RUNAWAY HIT! JIM DANDY LAVERNE BAKER Atlantic 1116 ATLANTIC RECORDING CORP. 157 West 57 St., N.Y.C.

3 SMASH HITS "LITTLE BY LITTLE" The Original-NAPPY BROWN... Savoy #1506 "BAD BOY" The Inimitable JIVE BOMBERS... Savoy #1508 "RIB JOINT" Instrumental by SAM PRICE... Savoy #1505 SAVOY RECORD CO 50 MARKET ST NEWARK, N. J.

SMASH HIT Vee Jay #213 "REALLY DON'T NEED YOUR LOVIN'" Priscilla Bowman and Jay McShann VEE-JAY Records, Inc. 2129 S. Michigan Ave. Chicago Phone: CAIumet 5-6141

"... A Masterpiece" says The Billboard CLARA WARD "REDEEMED" .81 "PAY DAY" .81 Duke #213 DUKE RECORDS 2809 Erastus St. Houston 26, Texas

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My Name.....

Name of Store or Station.....

Street Address.....

City..... State.....

Reviews of New R&B Records

JAMES BROWN
Just Won't Do Right80
FEDERAL 12289 — "Since you've been gone, I drink and gamble every night." The singer cries out a slow-tempo blues here with emotion and rhythmic security. Good juke box selection. (Armo, BMI)

Let's Make It....79
Brown, backed by the Flames, tears into a blues riff (very similar to "Slow Walk") with terrific energy and convincing style. This driving beat item also will be popular with juke box operators. (Armo, BMI)

BIG JOHN GREER
Midnight Ramble77
KING 5006 — Catchy instrumental waxing of a highly rhythmic theme with excellent sax and organ solo work. Good juke side. (Royal, BMI)

Sweet Slumber....76
Sincere, expressive warbling by Greer on a nice ballad. Advanced, ASCAP)

SONNY THOMPSON
Drive In76
CHART 637—Another of Thompson's fine, thumping r.&r. instrumentals; sensuous and danceable blues with piano solo, then growling tenor. (Pelican, BMI)

Drive Out....75
A continuation of the flip. Both sides are fine for the r.&r. boxes. (Pelican, BMI)

JOE PERKINS AND THE ROOKIES
Ain't You Glad You Did It?.....74
KING 5005—Sock vocal by Perkins and the Rookies on a bouncy rhythm novelty with a solid beat. First platter for young Perkins and group.

(Mar-Kay, BMI)
Time Alone Will Tell....71
Tender warbling on pretty ballad with fine lyrics. (Mar-Kay, BMI)

THE TRU-TONES
Tears in My Eyes72
CHART 634 — A slow, pulsing, "darling-filled" love song with the lead getting suitably carried away with hiccuppy sounds. Lots of wailing here. (Sherlyn, BMI)

Magic....66
A moderate-pace love ditty. Group has a nice sound but arrangement is routine. (Sherlyn, BMI)

HARPER-BRINSON BAND
Harper's Express68
SPECIALTY 593—Harmonica makes those "train in the night" sounds with blues type shouts in the Deep South tradition by Rabon Tarrant. Sales in Southern markets primarily. (Venice, BMI)

Harper's Return....68
Guy finds the gal and takes her back home—again on the train—with that rhythmic train sound in the backing. Same comment as on the flip. (Venice, BMI)

LUTHER AND LITTLE EVA
Ain't Got No Home67
KING 5010—A cover of the Clarence Henry hit. Little Eva does the "girl" parts. This is a good performance. It comes too late to cut into Henry's melon. (Ara, BMI)

Love Is Strange....66
Another cover—this one, by Mickey and Sylvia. Arrangement and vocal styling is almost identical. Here again, timing works against the record. (Ben Ghazi, BMI)

FOLK TALENT AND TUNES

Continued from page 46

ductions on the West Coast the week of February 24. . . . Pee Wee King, Jimmy Wakely, Rip Masters, Tommy Bartlett, Buff Cobb, Billie Lee, and Carmel Quinn, of the Arthur Godfrey show, participated in a 28-hour Telerama over WTVW, Evansville, Ind., December 22-23. Despite pre-Christmas activity, a substantial sum was raised for the Multiple Sclerosis Fund.

Carl Smith will be guest on "Ozark Jubilee" in Springfield, Mo., January 26. George Morgan emceed "Jubilee" last Saturday (5) in the absence of Red Foley. . . . Moon Mulligan spent the holidays with his folks in Texas. . . . June Carter is currently doing guest spots on the West Coast. . . . Webb Pierce and Carl Smith are scheduled to finish work on the movie, "Buffalo Guns," the week of February 24. Smith's flicker, "The Badge of Marshal Brennan," had a private showing in Nashville December 28, with the world premiere slated to be held there March 9. . . . Webb Pierce leaves Nashville this week for a visit to one-stop operators, accompanied by a Decca rep. Henry Canon will pilot the pair on the trek. Jim Denny reports booking 120 dates in the last 30 days of the old year, making for the busiest stretch in his long booking career.

Sonny James (Capitol) has been inked for a shot on the Ed Sullivan TV show January 20. . . . Hank Thompson has renewed his TV contract for another year with Big Red Furniture Warehouses of Oklahoma. The show is carried over a network of Oklahoma stations each Saturday from 5-5:30 p.m. Last Saturday (5), Hank had as TV guests Merle Travis and June Carter. They also appeared with him that night at Lindsayland Ballroom, Oklahoma City. . . . Wanda Jackson (Capitol), who appeared on "Ozark Jubilee" from Springfield, Mo., Saturday (5), is set for another on the show January 26.

Leon McAuliffe and His Cimar-

ron Boys kick off a Texas tour at Wichita Falls Thursday (10), and follow with Graham, 13; Dallas, 14; Robstown, 15; Fort Worth, 16; Austin, 17-18, and Houston, 19. Trek was set by Jim Halsey, of Thunderbird Artists, Inc., Independence, Kan. Billy Walker (Columbia) also began a tour of the Lone Star State for the Halsey office at the Cotton Club, Lubbock, Saturday (5). . . . Frank Evans and His Topnotchers, all under 18 years of age, are heard five days a week over WHBO, Tampa, where they're in their 32d week. The combo has a new one on Saturday, "If You Knew" b.w. "Barrelful of Heartaches and a Bucketful of Tears."

Jerry Reed, youthful and enterprising country singer and songwriter, is giving all his rock 'n' roll material to other artists, preferring to stick to the pure country stuff himself. His "Oooh-Eee, by Ric Cartey on RCA Victor, is reported stirring up considerable action, and his "Crazy Legs" was recently waxed for Capitol by Gene Vincent. Jerry's own latest releases on the Capitol label are his "Too Busy Cryin' the Blues" and "You're Braggin' Boy." . . . Bill Lowery, of Bill Lowery Enterprises, Atlanta, reports that his latest tune, "Young Love," as done by Sonny James on Capitol, has already topped the 500,000 mark.

"Chattanooga Jamboree," on Station WAPO, Chattanooga, has fone of TV for the season. Wally Clayton, of the "Jamboree" cast, has joined Archie Cambell's "Country Capers" on the same station. Other recent additions to the latter cast are Van Temple, comedian, and Big Rocky and Little Charlie, a new singing team working under the management of "Peanut" Faircloth, WAPO deejay. Others in the "Country Capers" line-up are the Melody Makers Quartet; the pilot, Archie (Grandpappy) Cambell; Faircloth, and Roy Snead. Deejays may obtain copies of these artists' records by writing to Faircloth at WAPO.

Earl Heywood (RCA Victor), the Travelers and the Golden Prairie Cowboys have

RHYTHM-BLUES NOTES

By GARY KRAMER

By now, rhythm and blues have obviously become global in scope. The success of the medium in England, France, Germany and Italy has been previously noted. Latest victim to its charms is Australia. Thursday (3) Joe Turner and Lavern Baker, in the company of Bill Haley, emplaned for "down under," for a two-week tour, with three days' stop in Manila first. Tho this is not exactly the first sampling of r.&b. for the Australians, it is the first package of top caliber to make that scene.

Lavern Baker will hardly have got off the plane from her Australian tour before embarking on an even longer one. On February 15 the "Greatest Show of 1957" shoves off with Miss Baker and about a dozen other top r.&b. acts on a tour of the U. S. A. that is scheduled to play every night thru May 5. Irvin Feld, of Super Enterprises, is the producer of the package that will penetrate Western Canada, move on to the Pacific Northwest and down the coast to Southern California. Bookings have been made in all geographical areas of the country. Has Butte, Mont., ever had a chance before to dig the likes of Laverne Baker, Clyde McPhatter and Chuck Berry, all of whom will be in the show? They will get their chance this spring.

Feld has chosen most of the talent for the "Greatest Show" from the roster of the Shaw Agency. It includes the headliners, Fats Domino and Bill Doggett, plus the Five Keys, the Moonglows, the Five Satins, Eddie Cooley and the Dimples, Charles Brown, Ann Cole, the Schoolboys and the Paul Williams band. Pittsburgh is the tee-off city, and from there the package plays for eighty consecutive days and nights. . . . Incidentally, Charles Brown, before starting on the tour, will come to New York for his first recording date with Atlantic Records. The long-time fave on the Aladdin label has just signed with Atlantic, and is skedded for extensive waxings in the near future.

With the discontinuation of the Groove label, RCA Victor is by no means abandoning the r.&b. field. Bob Rolontz, former Groove a.&r. chief, is taking Mickey and Sylvia, Jack Dupree, the El Vinos and Ann Alford along with him to Vik. Piano Red returns to his home label, RCA Victor, and with him will go Varetta Dillard, Frank Brunson, and the Nightcaps. Steve Scholes' department will cut these artists in future. New r.&b. talent will continue to be signed on both labels, and the total number of releases will be about the same each month as was previously issued by Groove. ("Love Is Strange" will continue to be released on the Groove label.)

Bob Rosen, of Herald-Ember Records, admits that he is a little

just completed work on a pilot film for Apollo Productions, Toronto, which is being aimed at a regular TV film series. Filming was under the direction of Richard Rosenberg. The film, "Rhythm Round-Up," is the first of its kind to be produced in Canada for television viewing, featuring western and Canadian folk music. TV commitments have forced Heywood to cancel an extended tour of Canada with Wilf Carter. Latter is slated to play across Canada on 16 weeks of one-nighters commencing April 20.

puzzled over the leisurely way some of their platters develop. Last year it took the Satins' "Still of the Night" seven months to break out of the woods. Now they have "If You Want to be My Baby," by Naomi Cary. It has been riding along for five months with no noticeable impact until just this week. Jim Gallant, of WNHC-TV, New Haven, Conn., played it a few times on his "TV Band Stand" show, and within days, 8,000 records had been sold in Connecticut and Massachusetts. Also a puzzler is "I Wanna Holler," by Little Butchie Saunders, doing little in its first four months of life, until Jack Holmes worked on it a bit on his program on KLOW, Norfolk, Va. Action has been strong enough to cause Lawrence Welk to start dickering for the nine-year-old singer for his show.

Jack Archer, of Shaw Artists, says that he got a lot of Christmas cards, but there was one that lit the candles. Scrawled in an almost illegible hand, one hungry promoter in the South appended this greeting: "God bless you all! Please send me three dates on Fats Domino." . . . Domino is now taking a long-needed vacation before setting out on the Feld tour. . . . Everybody will be happy to know that Earl Bostic is now fully recovered from his heart attack and last week unveiled a new band on the West Coast, with which he will be traveling extensively.

Joe Louis visited the Steve Allen show Friday (4) to introduce Solomon Burke, who sang Louis' song, "You Can Run, But You Can't Hide."

Tuxedo Records has just signed the Daniel Singers, gospel group long on the Apollo label, to a term contract. Recording sessions are scheduled soon. . . . Imperial Records has just packed Roy Brown and is ready to release his waxing of "Saturday Night." . . . New singer acquired by Ember Records: Rudy Green. . . . Deejay "Jocko" Henderson, of Station WOV ("The Ace From Outer Space"), made his first emcee appearance at Harlem's Apollo Theater Friday (4) in a revue that had Clyde McPhatter as headliner and included Mickey and Sylvia, Jesse Belvin, Clarence Henry and the Heartbeats in the line-up. Henderson has gained quite a following with his jivy air patter. Some expressions of his like "voca" and "great googa-mooga" bid to become permanent additions to the teenage lexicon.

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Walter Driver, Veteran Member Of SLA, Dies

LEWISTON, Mich.—Walter F. Driver, 86, long-retired official and one-time owner of a tent and awning company, died here Monday (31).

A member of the Showmen's League of America almost from its inception, he served the Chicago-based club as treasurer from 1945 thru 1951, when he was named treasurer emeritus.

He retired from the tent and awning business in 1930, at the dissolution of Driver Bros., Chicago company, which he had founded in 1920. Prior to that, he had been an officer of the U. S. Tent & Awning Company, Chicago, for about 12 years, and earlier had been associated with other tent and awning companies.

During World War II he interrupted his retirement to become a canvas inspector for the government. At the end of the war, he returned to Chicago and continued in retirement there until last year, when he went to live with his sister, Mrs. F. M. (Allie) Chew, here.

He was a member of the Medinah Temple Shrine, Chicago; the Lion's Club, Ferandina, Fla.; the American Legion, and also had been a member of the Show Folks of America, Chicago, and of the Michigan Showmen's Association.

Besides his sister here, he is survived by two sons and two brothers. Funeral services Thursday (3) were in the Congregational Church, with interment in a local cemetery.

Phoenix Expo Plans Indoor, Outdoor Parts

PHOENIX, Ariz.—The new Phoenix Coliseum will have the area's first show of the type when the Arizona Sports, Vacation, Boat and Trailer Show holds forth February 12-17. Director of the show is Ken Baker.

Features will include an outdoor section to agument the 26,000-square-foot indoor exhibition area. An indoor casting pool and an outdoor pool for show use will be seen. Bleachers will surround the outdoor pool and with it will be an exhibit area for trailers, camping equipment, archery and other displays.

Baker said that boat space is 70 per cent sold and other booths are selling well. The Arizona Game Protective Association is handling an advance ticket sale. Door prizes will be given. Shows will be given twice daily at the outdoor pool.

Henson Shaping For Reopening

SPRINGFIELD, Tenn.—Henson Bros.' Circus is shaping up for its reopening January 7, according to W. E. (Shotgun) Page, owner. He said that an elephant is being delivered from Florida. Some acts are in quarters.

The indoor show will use auspices and phone promotions. Page has returned from a business trip in Kentucky and Ohio. Visitors at quarters here included Mr. and Mrs. Byron Gosh, owners of the All-American Indoor Circus, and Colon Leonard, operator of Page Bros.' No. 2 carnival. Page's No. 1 carnival unit is in quarters here.

Fort Wayne Sports Show Sets Talent

FORT WAYNE, Ind.—Memorial Coliseum here will house the fourth annual Fort Wayne Sports, Vacation and Boat Show, January 29-February 3, with Ernie Berg, general manager of the Komet Hockey Team, handling the promotion and direction.

Barnes-Carruthers Agency, Chicago, is packaging the tank and stage show, and Tommy Bartlett will be master of ceremonies. Acts will include Bill Fontana, Whiz Kids, Bobo Barnett, Sparky the Seal, DeSoto Sisters, Bob Perry and His Wonder Kids, and Takeo Usui, slide for life.

Berg said space sales are running 20 per cent ahead of last year and attendance is expected to approach 75,000 in six days.

Auto Race Execs Form New Assn.

CHICAGO—Officials, owners and operators of major auto racing associations and racing plants joined forces here last week in the formation of the American Commission of Auto Racing, to be known as ACAR.

The organization was formed to standardize and co-ordinate rules, regulations and records, with the object of improving auto racing and put it on a plane comparable to parent bodies now operating in baseball, football, boxing and other major professional sports.

James Weyandt, St. Paul furniture executive and racing fan, was named executive secretary of the organization. A second meeting will be held February 11-12 in Orlando, Fla.

Organizations represented here included the International Motor Contest Association, United States Automobile Club, National Association for Stock Car Racing, Midwest Association for Stock Car Racing, Pittsburgh Racing Association, Wisconsin Racing Association and Midwest Sports, Inc. Doug Baldwin, secretary of the Minnesota State Fair, and Bill Masterson, manager of the Wisconsin State Fair, were also present.

Jack Hoxie Heads New Fair-Aud. Unit

WICHITA, Kan.—Jack Hoxie, one-time Western movie star and circus feature, will take to the road as headliner on a Country and Western show entitled Death Valley Riders.

Hoxie and a troupe of ten Indians will be with Joe Schad's eight-piece Western band for a tour of fairs and auditoriums. The band includes cowboys, cowgirls and Indians. The show will be handled by the Ben Truex Agency it was reported by Schad.

King Bros.' Debts Exceed \$400,000

MACON, Ga.—Recent moves in Federal Court here have shown that the partnership which operated King Bros.' Circus has \$406,300 in debts and \$86,000 in assets.

The liabilities include \$87,180 in wages and similar payments owed, \$82,000 in federal taxes and \$8,800 in State taxes. Numerous loans ranging from \$1,000 to \$50,000 are listed. These were made to the partners by show people and others during the period before the shows closed.

Penny-a-Bottle Soft Drink Tax Proposed In Pa.

HARRISBURG, Pa.—Pennsylvania's 1957 Legislature convened here New Year's Day with a recommendation from Gov. George M. Leader's Tax Study Committee that it slap a penny-a-bottle tax on soft drinks.

Gov. Leader has remained non-committal on the soft drink levy proposal of his tax study group, which will formally reach the Assembly within the next several weeks.

But the Keystone Bottlers' Association said their members were "shocked and stunned" by the proposal.

The suggested tax would be imposed at the rate of 1 cent on each 12 ounces of bottled soft drink.

A. L. Day, secretary of the Keystone Bottlers' Association, predicted that if the tax is enacted, 2,000 of the 6,157 employees of the bottling industry in Pennsylvania "would be without work." He said business of the 396 bottling plants would drop one-third because of the tax.

"The Pennsylvania soft drink industry is perfectly willing to pay its fair share of all cost of government," Day said. "But it objects most strenuously to being singled out to pay a special 20 to 30 per cent tax, especially when competitors, such as soft drink powders, tea, coffee, candy, chewing gum, popsicles, salted peanuts and some juices, would be untaxed."

The committee also suggested that the "temporary" one cent tax per pack of cigarettes, bringing the total State take to five cents a pack, be re-enacted. This one cent was imposed in 1955 for flood emergency relief purposes.

Carson Cuts Western Tag

HUGO, Okla.—Plans current here now call for the Tex Carson Circus to be billed next season as the Carson Circus.

Idea is to eliminate the first word in order to remove the possible confusion with wild west shows.

The circus is managed by Jack Moore. It is in quarters here after a successful tour.

Skerbeck Family Marks 100th Year As Outdoor Ops

MILWAUKEE — The name Skerbeck, long prominent in outdoor show circles, will celebrate its 100th year in the business in 1957. It was related here by Eugene Skerbeck, carnival owner.

The entry in the field took place in Germany in 1857 when Frank Skerbeck, Eugene's great grandfather, traded a linen factory for a circus, which he operated until 1871. That year he and 16 of the family moved to the United States. Each member of the family participated in the show and it toured on wagons until 1917 when the family entered the ride business.

Today the fourth generation of Skerbecks is still active. Eugene and his sister, Pauline, operate Skerbeck Great Northern Shows. Eugene's sister, Pearl Weydt, owns and operates the Weydt Amusement Company, and other members of the family operate Greaser Amusements.

MCA Pacts Mexican Troupe for Fairs

Dallas Expo Books De Leon Aggregation for 16-Day Run

CHICAGO—The Music Corporation of America has signed the De Leon-Aztec-Mayan Spectacular from Mexico as an outdoor attraction and has already booked it for the full run of the State Fair of Texas at Dallas. Eldred O. Stacey, head of MCA's outdoor department, announced.

The troupe, which is produced by Javier De Leon, will present a full show at fairs, including dancing, singing, music and a thrill act, all based on authentic Mexican Indian ceremonials and with a native cast. Featured are the Birdmen of Teotihuacan, a group of natives who work atop a 100-foot pole. Colorful native costumes are worn and a background that depicts Mexico's famous Pyramid of the Sun will serve as a background and dressing room.

Bill Atterbury, veteran high performer and now a partner in Atterbury-Hornbeck Enterprises, will manage the tour of the Mexican troupe. Previous appearances in the United States have been limited to Southern California Exposition, Del Mar, Calif., and a stand at Shrine Auditorium, Los Angeles last year.

Fair Show Set

Planned for the fair circuit is a performance slightly under two hours, Atterbury said. The 22 performer will travel by bus, with two trucks carrying the props and scenery.

The featured Birdmen routine is based on a reverse of a May pole dance. Five flyers and a dancer climb to the top of the wood pole where they perform rituals. Upon a signal from the chief, the five birdmen throw themselves off

the pole and as they swing around, they unwind and end up on the ground. As they are descending, they make use of feathered wings on their arms, to do various routines.

At the Dallas fair plans are to feature the flyers in two shows a day at Magnolia Stage, where high acts are generally presented. The dancers, singers and musicians will also perform at the stage with the exception of these days, when they will move into the Cotton Bowl. They will be in the big stadium on Mexican Day, East Texas Day and Children's Day. In addition the troupe will be featured thruout the run in parades and make other appearances.

Stacey said the show is being priced so that it can be bought by both large and small fairs, and following the fair season it will be booked into auditoriums and arenas.

Mull \$500,000 Atlantic City Beach Repairs

TRENTON, N. J.—The New Jersey Division of Planning and Development has set aside a tentative allocation of \$250,000 for beach erosion work in Atlantic City. Theodore J. Langan, director of the division, said a definite figure will not be set for another month.

He said the city requested the \$250,000 at a public hearing. The division is awaiting a resolution by the city's governing body indicating it will provide \$250,000 in matching funds, Langan said.

The allocation is for extension of the Absecon Inlet jetty and other work outlined by the U. S. Beach Erosion Board, Langan said. The State has about \$850,000 in funds available for beach erosion work during the 1956-'57 fiscal year. The funds are allocated to counties and municipalities on a 50-50 matching basis.

A. F. Schindler, Dies; Ex-Partner In Ride Factory

SPRINGVALE, N. Y.—Allious F. Schindler, 68, former partner in Smith & Smith, Inc., a manufacturer of Chairplanes and other rides, died recently at a hospital here following a heart attack.

He and a brother-in-law owned the ride plant from 1926 thru 1946, when he sold his half interest to James Neff. Since then, Schindler has operated an auto agency here and was mayor of the town from 1949 to 1953.

Surviving are his widow, Esther, and a daughter, Mrs. Ramona Miller.

H. A. Lehrter Jr., son of Whitey Lehrter, former circus boss canvasman, Chicago, has been named advertising manager of Mars Candy Company. . . . CFA M. G. Gorrov is recuperating after surgery at Madison (Wis.) General Hospital.

Rockaway Sets May 25 Opener

NEW YORK—Every-day operations have been scheduled to begin Saturday, May 25, by Rockaways' Playland, Queens oceanside park.

Several partial-operation dates are listed for the period beginning March 30, when all rides, games and attractions will run from 1-7 p.m. Included are two stretches, April 15-19 and April 22-26, when schools in Nassau County and New York City will close for Easter vacations, and on which dates rides will run all afternoon.

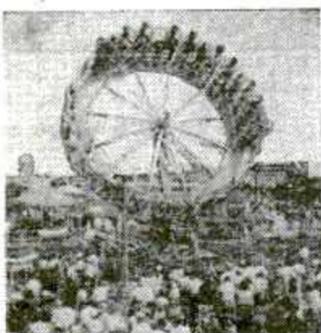
For the week preceding May 25, the park will open every night at 7 o'clock.

Weather has been mild enough recently to allow for several good Sundays for the park Kiddieland.

Wis. State Fair Inks Holmes Rodeo

CHICAGO — Holmes Rodeo Company has been signed to provide the rodeo at the 1957 Wisconsin State Fair, Milwaukee, George Holmes, managing director of the western show announced. A rodeo played the fair's Coliseum in 1956 and scored well.

John Moss, veteran baseball publicist and manager, will handle public relations for the rodeo organization, and Don Decker, comedy bullfighter, has been signed.



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GM Stalling Motorama As Auto Shows Change

DETROIT — Changing conditions in the automobile industry are causing some major shifts in show plans of car manufacturers.

The changes add up to some increase in local autonomy, as far as show arrangements are concerned, and to a new trend taking some elements of shows outside the auditoriums and arenas into open areas, such as shopping centers.

Most spectacular single production of recent years, the General Motors Motorama, which drew over 2,000,000 people in five cities the past year, is in a state of suspended animation. No plans have been made for a Motorama for 1957, presumably as an effect of the New York Automobile Show. This definitely does not mean the death of Motorama. It may well be resumed in a similar or revised format in the future. However, it was felt that the traditional opening at New York would be somewhat of an anti-climax after the big industry-wide Auto Show itself. Motorama has played consistently in Miami, Los Angeles and San Francisco, as well as some years in Chicago, Kansas City, Dallas, and Boston.

More Local Shows

Los Angeles and Boston beat the gun with an early auto show this year. A major trend noted this year is toward an increasing number of local auto shows. This has been a contributing factor in the changed emphasis in show policy.

General Motors' participation in local shows is thru the individual divisions, such as Oldsmobile and Chevrolet, or thru the local dealers' groups. The only exceptions are the Chicago and Detroit shows, which are in classes by themselves and where GM itself will be represented chiefly for some engineering-type displays while the bulk of

their displays will again be handled thru the divisions. This is understood to be generally typical of the various car manufacturers.

The only important show activity of this type GM as a corporation now schedules is a full-scale participation in the Oklahoma City Semi-Centennial, June 14-July 7. The company is taking 51,000 square feet of inside space and 38,000 outside, for a display that will combine features of both Powerama and Motorama. The former is important in this territory because of oil-field activity. This is expected to be one of the major special promotions of the year for GM.

Book Special Car

The Firebird, GM's dream car of the future, which has been the star of recent Motoramas, as well as of the London and Paris auto shows, is being booked for two dealer-sponsored auto shows, Washington, January 5-13, and Kansas City, Mo., March 2-10. These bookings are the type of support thru special appearances of a top-drawing attraction which are expected to be the GM pattern for this year. Arrangements are being made at the local level thru divisional dealers in a given town or area.

The Firebird has just completed appearances with the Canadian 1956 Motorama.

The increased emphasis given the New York Auto Show this year has had an effect upon planning of special events by car manufacturers. Scope of the show was heightened by the decision of the Ford Motor Company, which was not in pre-war shows, to join the Automobile Manufacturers' Association and co-operate fully in establishing an all-out show.

Cars Sell Houses

Another significant development is the use of new car models to draw people to other commodities. Real estate people are using some special car displays to bring people to suburban developments. More thoroly organized is the use of displays in shopping centers, creating an outdoor car show in the plaza areas. Northland, in Detroit, has been a pioneer in this field for the past three years. Lincoln Park Plaza Center here lost by only a day to Los Angeles the honor of having the first auto show this season. A similar show is planned for the new 163d Street Shopping Center in Miami in February.

In the educational show field GM has expanded its activity. The GM Previews of Progress, which have played many fairs and other special events, were doubled recently. There are now 12 units touring this country and 12 in foreign countries. The Previews units were seen by approximately three million people in the past year, and are designed to present new developments in science with showmanship, as well as to encourage young people to seek a scientific career.

Spokane Sports Show Will Again Use Acts

SPOKANE—The Sports Show set for March 19-24 in Spokane Coliseum again will book professional entertainment acts, according to Tom O'Loughlin, show director.

The 1956 show featured eight acts headed by the Mills Brothers and King and Queen of the Sky. More than 60,000 saw the six-day show. John T. Little has been named chairman of the advisory committee for the 1957 show. Spokesman-Review Charities, Inc., again will be the sponsor.

N. Y. Boat Show Foresees Hike In Attendance

NEW YORK—The National Motorboat Show figures to top all its attendance marks during the nine-day run beginning Saturday (19), and the chief reason is the vast capacity of the New York Coliseum.

A couple of ventures in the Bronx's Kingsbridge Armory enabled attendance figures to edge past 225,000 for a record (1956), but the Coliseum can easily take care of twice that number in a week. Kingsbridge was so jammed on occasions that there was absolutely no headway to be made in the aisles, resulting in waiting lines being formed outside the drill hall.

Far More Exhibits

From the exhibit standpoint the sponsoring National Association of Engine and Boat Manufacturers has sold space to 350 separate commercial exhibitors, including 109 boat builders who will display 425 individual craft. This number of boats tops the former record of 253 craft set eight years ago.

Exhibit rates will generally hold firm, with a 10-by-10-foot booth going for \$3.25 per square foot. Cruisers and at least three auxiliary sailboats—two of them more than 40 feet long—will occupy the high Coliseum well, a grouping that should prove dramatically attractive.

Show hours will be 11 thru 11 every day except the two Sundays (20 and 27), when the building will be open from 2-7 p.m.

A telecast was held from the deck of one of the huge cruisers last winter, but the association has scheduled no TV this time, due to unsettled labor jurisdictional dispute which has embroiled the building. (It is understood that rather than try to pacify labor, thereby risking a picket line by offended parties, the sponsors are keeping away from video subject altogether.)

Association secretary and show general manager is Joseph C. Choate, and chairman of the show committee is manufacturer John W. Mulford. Public relations is again being handled by H. A. Bruno Associates, which has done the chore for several years. Public and press receptivity has always been excellent for the event, and combined with the solid growth in boating, this gives evidence of a surge in attendance.

Ontario Arena Managers' Meet

LISTOWEL, Ont.—Next meeting of the Ontario Arenas Association will be here January 20. At the latest meeting it was reported the group now has 88 arena members and 13 associates. Manager Stan Smith, Newmarket Arena, was host at that session.

Discussion of a group insurance plan for members was discussed. Frank Westoby is chairman of a committee to consider it. Wes Allsopp and Bob Crosby were named as a liaison committee to talk with the Ontario Hockey Association about mutual problems. Members voiced opposition to any increase in fees payable to music royalty groups. A representative of the Canadian Ice Machine Company gave a talk on maintenance. Barney Barnett reported on a possible cut in rates to arenas for the Workmen's Compensation Board.

Fuel Shortage Hurts Abroad

NEW YORK—Circus business in England and France has fallen sharply in recent weeks, it is reported, due to the shortage of motor fuel occasioned by the Suez situation.

Recent visitors to America reported that the average citizen receives one gallon of gasoline per week for pleasure use. In addition, fuel for public transportation has also been slashed, making it difficult for the public to travel for entertainment purposes.

'Follies' to End Hiatus, Resume New York Date

NEW YORK — A seven-year gap between Madison Square Garden appearances of the Shipstads & Johnson "Ice Follies" ends January 15, when the unit opens a 13-performance run.

The show will offer matinees on Saturdays and Sundays, with children admitted at half price to the Saturday matinees.

"Ice Follies" replaces the Arthur Wirtz unit, "Hollywood Ice Revue," which has held the date in the past.

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CLUB ACTIVITIES

National Showmen's Association

Ladies' Auxiliary

NEW YORK—Several officers were missing from the December 26 meeting for a variety of reasons. Blanche Kassow served as acting secretary in place of Flo Thompson; Lillian Elkins recorded the minutes in the absence of Secretary Helen Mansfield, whose husband had met with an accident, and Treasurer Grace Stiner was home with a cold.

Ann Brown, president, conducted the meeting, at which many contributions came in for the Sunshine Fund in the memory of the mother of Anna Cook. Thru Sylvia Stern's efforts, the employees of Simon & Schuster filled a large bag with pennies for the club kiddie fund. Two bids are pledged for the Mount Morris Hospital foot clinic.

Still on the sick list were Claire Priddy and Ann Dinsmore.

Mae and Al McKee provided material for a new floor for the Bellevue Hospital kiddies as a Christmas gift.

The dark horse gift was won by Eileen Weisman.

Capades Okay For Boston Despite Snow

BOSTON—After battling two snowstorms, "Ice Capades of 1957" was still slightly ahead as the unit finished eight shows of a 23-performance, 17-day stand at the Boston Garden.

The weather slowed several performances, but an advance sale nearly 30 per cent above last year helped to boost the over-all take. Big advantage in this year's stand was the fact that the engagement included three weekends.

The first Saturday and two Sunday performances were far off on account of the snow, but New Year's Eve was a sellout. Usually the advance suffers in the Hub toward Christmas, but this year it was higher than in several years.

Ala. Coliseum Draws 11,000

MONTGOMERY, Ala. — Pat Boone, Tex Ritter, Lonzo and Oscar and Eddie Hill headed the country and western bill that backed Shorty Sullivan's annual talent show finals at the Alabama State Coliseum here recently.

Building Manager Tom Reid said that attendance was 11,000, with patrons coming from Florida, Mississippi, Tennessee, Georgia and Alabama.

Enquirer Sets Reps

CINCINNATI—John J. Anderson, of the Enquirer Printing Company here, printers of show paper since 1880, last week engaged two well-known fair men to represent his firm in their respective territories this season. Glen Boyd, of Springfield, Mo., will cover Iowa, Nebraska, Missouri, Kansas, Oklahoma, Arkansas and Colorado, and Bob Morse, of the La Porte County Fair, La Porte, Ind., will rep the firm in Indiana and Illinois. Earl Coburn, well known in the trotting race field, again has Ohio, Michigan and Kentucky.

Hot Springs Showmen's Association

Ladies' Auxiliary

On the rostrum with President Virginia Gamble, who presided over the regular meeting, were June Reynolds, first vice-president; Bonnie Wheatley, secretary, and Irene Ogle, acting secretary. Past President Yorla Goldston was reported ill.

Highlight of the holiday festivities was open house December 30 at the home of Past Presidents Harry and Vivian Zimars. Over 100 guests attended. Past President Caroline Holt and Alice Hennies and Sharon Gamble assisted in arrangements.

Lela and Fred Howey left for Tampa, Pearl Weydt and Little Doc O'Kelly are at their home in Wisconsin; Dwight and Shirley Bazinet spent the holidays in San Francisco, and Bill and Betty Dyer, who were present for New Year's Eve, left Tuesday (1) for their winter quarters in Searcy, Ark.

The beaded stole and sweater, donated by Rosie Kahn and raffled off New Year's Eve, was won by Rose Marie Stein and Vivian Zimars, respectively. The door prize prize of \$25 was won by Oglia Glosser. The auxiliary is conducting weekly bake sales at a downtown location. Chairman Evelyn Renaldi, of the Ways and Means Committee, is in charge.

A surprise birthday party was held in the club rooms Wednesday (2) for Charles Weaver, who was 75. Elsie Powell presented a tiered cake, and the members of the men's association gave him a portable TV set.

Showmen's League of America

CHICAGO — President Al Sweeney wielded the gavel at the regular Thursday (3) meeting. Also on the platform were Bill Carsky, vice-president; Bernie Mendelson, treasurer; Homer Briant, executive secretary, and Fred H. Kressmann, a past president.

It was reported that John Gallagan was again confined to a hospital, this time at St. Mary, Knoxville.

Called on for brief talks were Ben Young, Bill Townsend and Lester Berger.

It was announced that Walter Driver, long-time League treasurer, and Edwin E. Wall, veteran member, had died. The latter was buried in Showmen's Rest Friday (4).

Greater Tampa Showmen's Association

TAMPA—President Sam Gordon presided at the regular weekly meeting. He was assisted by the following officers: Bucky Allen, C. C. Groscurth, Vernon Korhn and Harry Julius.

George Ringlin reported that Tommy Thomas is at home after his release from the hospital following surgery.

Irish Gaughn, of the entertainment committee, reported that the dances were continuing to draw good crowds.

Harry Julius announced that he is accepting reservations for the banquet and ball to be held at the Tampa Terrace Hotel during the

(Continued on page 59)

UNDER THE MARQUEE

Beatrice Dante writes that she has turned her big chimp over to the Abilene, Tex., zoo and that she now is at the Miami Rare Bird Farm, Kendall, Fla., working a new chimp in the act.

From Earl and Hattie Shipley comes word of their vacation in California. They visited Kinko and Mary Sunbury at Long Beach, and Everett Hart, Dick Lewis and family, and Don Cash, former clown now a movie make-up man, in Los Angeles. The Shipleys have two more weeks of school dates in Oregon and then eight weeks in Arizona and New Mexico.

Whiteside and O'Donnell, clown duo, are with Henson Bros. Circus.

Juggling clown Dave Malcolm is starting his third season with Peggy Bridge and Arthur LeRoy and their marionettes and magic show around New York. Malcolm is not going on the road this winter.

The Incredible Eriksons are appearing with the Atayde circus in Mexico City. Karl Erikson writes that his act was filmed at their Tampa home recently by Art Baker's TV crew for "You Asked for It." The program is planned for airing in March. In Mexico City, Conchita Erikson is renewing acquaintances with old friends of the Morales Family. Also on the Atayde bill are the Flying Malkos, the Brunos, the Therons, Spiller's Seals and the Alberto Zoppe Troupe.

Harry Shell, calliapist, is at his Missouri home for the winter and writes that the past year was his most successful. . . . Terrell Jacobs played Christmas dates for Junior Clark in Missouri. . . . Norman Anderson is reported to have sold his elephant to Rudy Jacobi. One of the Paul Kelly elephants, Clara Belle, died and was buried at Feru, Ind., quarters.

Frank Braden was expected in Chicago Monday (7) to take over his new post with Paramount Pictures. His assignment at the outset will be on the picture, "Ten Commandments." Other circus men with that picture include Eddie Howe, company manager in Chicago and Theo Forstall, in Los Angeles.

Bill Woodcock is adding a dog to his elephant act. . . . Work has begun in Kelly-Miller quarters on a hangar for D. R. Miller's airplane.

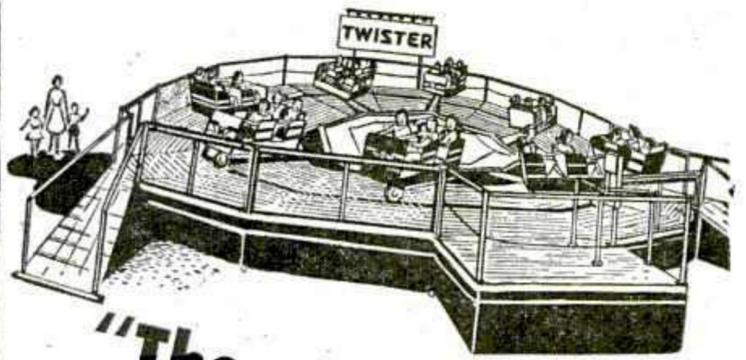
Cecil Eddington recently closed a five-month engagement at Chapman's Department Store, Milwaukee. He clowned for four months in the toy department and played Santa Claus during December.

Visiting at the home of Milt Herriott, Sioux City, Ia., over the holidays was Gil Gray, owner of the Gil Gray Circus. . . . Business Week carried an article about the Ringling show in its December 22 issue. . . . Margie and Joe Geiger have returned to Sarasota, Fla., after three years in Australia.

Paul M. Conaway, circus attorney, visited Sarasota, Fla., during the holidays and was a guest of Lucio Cristiani. He also visited with Walter Kernan, of the Beatty show, and Art Concello, of the Ringling org. . . . Frank Schlack, drummer, is now with a tavern in Minot, N. D. . . . Mrs. Karl K. Knecht was in Rochester, Minn., recently for an appendectomy, reports her husband, who is active in the international circus fans' group.

Hazel King reports from Gainesville, Tex., that Ed Widaman and Tony Gentry have their elephant acts at the fairgrounds there; that Bob Stevens is leaving for the West

(Continued on page 55)



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- Asbury Park, N. J.
- Olympic Park, N. J.
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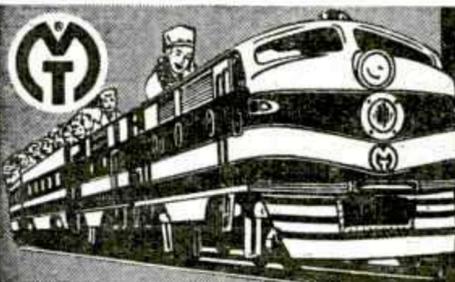
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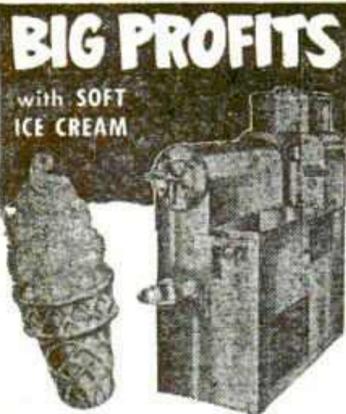
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Emery Gilbert, 'Holiday on Ice' Official, Dies

MILWAUKEE—Emery F. Gilbert, 53, vice-president of "Holiday on Ice," died at Milwaukee Hospital December 29, following a heart attack.

He had been active in the ice show business since "Holiday on Ice" was founded and had been in charge of the company's several shows in Europe, Asia and South America. Gilbert returned to his home here from South America five weeks ago after supervising a show featuring Sonja Henfe, and at the time of his illness he was assisting with advance work for the coming appearance of "Holiday on Ice" in Milwaukee.

A native of Minneapolis, Gilbert and his brother, Calvin, came to Milwaukee in 1929 to start a catering and box lunch company. This business was expanded to Cincinnati, Toledo and Cleveland.

In that period they also promoted professional hockey in Toledo. He operated a rink there called the Ice House, which closed, and later he was associated in building the new Sports Arena there.

Meanwhile, they built an ice hockey rink at the State Fair Park in Milwaukee and staged the first "Holiday on Ice" show there in 1945. This show was put on the road in 1946.

Gilbert's brother sold out in 1950 to resume his catering business. In the ice show company, Gilbert has been associated with Morris Chalfen, president, and George Tyson, executive producer. Gilbert is credited with developing portable ice rinks, a factor which gave "Holiday on Ice" much of its impetus.

Surviving are his widow, Angela; their adopted daughter, Kim Jo; two sons by a former marriage, James and Emery Jr.; his mother, Mrs. Carrie Steele, and a sister, Mrs. Pearl Rogers, all of Minneapolis. His former wife, Helen, also lives in Minneapolis.

Funeral services were in Milwaukee January 2. Among those attending were officials and staff members of "Holiday on Ice," staff of the Milwaukee Auditorium and Arena, officials of the Toledo Sports Arena and representatives of State Fair Park.

ARENAS & AUDITORIUMS

Ontario Arena Association Works for College Course

By TOM PARKINSON

THE STAGE is set for establishment of a college course for arena managers. Already there has been a preliminary session, and the next step is to be finalizing links with a college.

This action is being taken by the Ontario Arenas Association, and it constitutes the most positive action yet taken by an arena group toward the goal of making their work an accredited profession.

Tom Dickson, manager of the Leamington (Ont.) Arena and chairman of the committee in charge, tells the details. Many Ontario towns assign their recreation directors to be managers of arenas as well. Qualified directors often have resigned because they lacked know-how for their expanded jobs. So the OAA has been compiling ideas and material for two years. Officers wrote articles on subjects they knew best. Among these topics were administration, public relations, programming, promotion, ticket methods, canteen, refrigeration and "how to be a successful arena manager."

IN THE FOREWORD to the booklet that resulted, Dickson wrote that the association hoped to set forth the basis of a course to raise the standard of proficiency and to work toward placing arena management on a professional status.

Last spring a three-day course actually was held by the association. Fifty-four managers enrolled. They heard fellow members discuss the specialized subjects. Howard Radford, now manager of the Peterborough (Ont.) Arena and an accountant, led the comments about office operation, and Walter Smillie, of Sarnia, assisted. H. W. J. Barnett, of Sault Memorial Gardens, Sault Ste. Marie, discussed ticket handling. James Webb, of Orilla Community Auditorium, spoke about canteens or concessions. H. R. (Bob) Crosby, Kitchener Memorial Gardens; James McCormick, Kingston Community Memorial Center; Barnett and Dickson took part in the instruction about promotion.

AFTER THE THREE-DAY course, each student took a written exam. Of the 54 persons enrolled, 44 received passing grades. Among them was one from the U. S., Ed Stanley, of the Clinton, N. Y., auditorium-arena.

The association awarded certificates stating that the holder had completed the course. Certificates are of three types. Class A signifies three years' experience and completion of the course. Class B signifies three years' experience and an inadequate score on the exam. Interim class signifies a passing grade plus something less than three year's experience.

Ontario arena managers have contact with their department of agriculture thru the set-up for aid to fairs and arenas, and that leads to connections with the Ontario College of Agriculture. The college and the association have been studying the next step.

DICKSON EXPLAINS that it is very probable that the college will take over the arena management course and offer it in two forms for the future. It would be expanded to a week's study designed as a refresher course for present managers. It also would be expanded to a month's course for new managers. Chances are that the first such course will be offered next summer. Some decisions are to be made by the committee and the college in January. The tentative plans call for the college to issue certificates also, and to recognize those issued by the association.

And what is to follow? Dickson reports that conversation already has turned to the possibilities of developing a two-year college course. It would combine regular, basic educational courses with the specialized material for arena managers.

The final result could well be a course leading to a college degree in arena management.

FIVE SHOWS

New Miami Aquafair Has Okay Opening

MIAMI—Opening of the new Aquafair, a Hamid venture, was highly successful December 22 and plans have been laid for an improvement project which would make the spot more accessible to a different class of clientele.

The spot, which had operated as Tropical Panoram before being taken over and improved by the Hamids, is at Biscayne Boulevard and 185th Street in North Miami, and covers eight acres. Intent is to dredge a channel to it, providing access to many operators of private craft who might visit the attraction.

Prices have been \$1.50 for adults and 75 cents for children, with hours of 9:30 to 5:30 p.m. daily.

Georga A. Hamid noted that there are ways in which the operation differs from his Steel Pier in Atlantic City, notably the absence of name bands, movies and vaudeville, which are in abundance elsewhere in the Miami area. Provided are five shows: Parrot, porpoise, monkey, alligator wrestling and stadium-type. The last named offers various element such as comedy diving and the diving horse act which has appeared at Atlantic City.

The pier itself is of modest size, but is supplemented by an animal farm and other attractions.

Hamid also said he is disposing of his Kiddieland, established adjacent to New Jersey State Fairgrounds, Trenton. He may sell the dozen rides and other facilities there or may lease the park to an operator. The park is served by bus and is close to a shopping center.

Clint Finney and the Walter Hohenadels were among those at the Atwell Luncheon Club sessions in Chicago last week.

Arena Recap

Trotters Observe 30th Anniversary . . .
 CHICAGO — Harlem Globetrotters drew more than 12,000 persons to the Chicago Stadium Thursday (3). Included was a ceremony in which a plaque was presented to observe the Trotters' 30th anniversary. It also marked the first local appearance of the team's new comedy star, Meadowlark Lemon.

Irv Ducoff Manager Of Galveston Center . . .
 GALVESTON, Tex. — Irving Ducoff has been named manager of Moody Convention Center here. The building, now under construction, is expected to be completed by May, 1957. It is a project of the National Hotel Company.

Detroit Expo Hall Contracts Steel . . .
 DETROIT — An \$8,744,647 contract for structural steel for the new convention hall and exposition building here has been awarded.

Promote Wisconsin With Chicago Show . . .
 SOUTH MILWAUKEE, Wis. — Promotion for the All-Wisconsin Resort and Travel Show, to be held in Chicago April 24-28, has been launched by Art Huebner,

director, here: The two-year-old expo boosts Wisconsin resort areas to the Chicago area residents.

Ben Cowall Directs 2 Columbus Shows . . .
 COLUMBUS, O. — Promotion man Ben Cowall has two exhibitions coming up here. The Dispatch-Journal Sports Show will be at the Fairgrounds Coliseum, March 15-24, and the Central Ohio Garden and Outdoor Living Show will be held at the Coliseum February 22-March 3.

Wyoming Town Plans New School Auditorium . . .
 CODY, Wyo. — A \$628,000 combination gym and school auditorium is to be built here. It will measure 150 by 240 feet. Contracts for construction have been awarded.

Long-Term Project Includes New Aud . . .
 CORPUS CHRISTI, Tex. — A multi-million-dollar expansion plan, announced here by the University of Corpus Christi and scheduled over a 16-year period, will include an auditorium, theater, outdoor theater, stadium and field house. The five buildings will be part of a 30-building master plan.

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FAIR ASSN. MEETINGS

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 Agri-

cultural 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 Fan, 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.

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Paragon Mulls More Units

BOSTON — Addition of a Scrambler or Roundup, or possibly both, is planned for Paragon Park at Nantasket Beach, Larry Stone reports. Space has been cleared for the units, which will likely be booked.

The 1956 season was satisfactory, altho poor weather kept it from being one of the best in years, Stone said. Paragon's winter operation of retailing toys at discount prices was discontinued this holiday season, since sales on Sundays are not permitted.

WINTER FAIRS

California
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. 14-18. 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 Pritchett, P. O. Box 413.
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.
Punta Gorda—Charlotte Co. Fair Assn. Jan. 14-18. 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. 18-28. Lamar Allen.



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They took the "teeth" out of North America's toughest truck run in an amazing display of stamina and dependability! The Chevrolet Alcan test called for great truck components . . . and here they are, the same modern features you'll get in your '57 Chevy!

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Unit-design cab and body construction—Chevrolet truck cabs and bodies remained

tight and solid on Alcan bumps, showed that they're built to last!

Rugged Synchro-Mesh manual transmissions—they displayed never-say-die durability . . . came through with smooth, flexible, trouble-free performance!

Easy-going Hydra-Matic transmission*—it reduced driver's work immeasurably and it saved wear on drive-line parts, too!

Sturdy frames and long-leaf springs—these brawny chassis components proved they can take it when the going is roughest . . . took the Alcan's worst with strength to spare!

These Alcan-proved Task-Force 57 features and others like them (such as extra-heavy rear axles, new, improved tubeless tires and easy-rolling Ball-Gear steering) are ready to tame your tough truck runs too! Boost your hauling profits by seeing your Chevrolet dealer soon! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*Optional at extra cost.

1957 CHEVROLET TASK-FORCE TRUCKS



PROVED ON THE ALCAN HIGHWAY . . . CHAMPS OF EVERY WEIGHT CLASS!

THE FINAL CURTAIN

BILLINGS—Mrs. Isabell Burbridge, 86, who put in more than 50 years as a circus and vaude performer with her late husband, Lemuel (Gay) Billings, until retiring 15 years ago, recently in St. Mary Hospital, Quincy, Ill. In 1905 Mrs. Billings and her husband organized Gay's One-Horse Circus, on which their daughters, Mrs. Fred A. Stock, Quincy, and Mrs. Eva Davenport, Sarasota, Fla., trouped at an early age. Mrs. Davenport later became owner of Dailey Bros.' Circus and remained active in the business until her recent retirement. Family traditions are now carried on by two granddaughters, the former Norma Davenport and the former Rosemary Stock. Rosemary and her husband, Mario Rojas, are circus performers currently appearing in El Paso night clubs. Norma is the wife of Pete Crstiani, circus operator, who is currently staging elephant shows in Havana.

BLUESTONE—Dr. Moses A., 61, unofficial physician for personnel of Coney Island, N. Y., and a practitioner in that area for 34 years, recently in Long Island College Hospital, Brooklyn, after a short illness. He lived and practiced at Surf Avenue and West 12th Street, and over the years treated most of the injuries of professionals and patrons at the resort. Surviving are three brothers, Dr. E. M. Bluestone, Riverdale, the Bronx; Dr. Aaron Bluestone, Brooklyn dentist, and Harry Bluestone, Wilmington, Del., and two sisters, Mrs. Rose Plotz, Brooklyn, and Mrs. Ethel Miller, Denver.

DOUGHERTY—Harold E. (Doc), 52, magician, recently in St. Joseph's Hospital, Parkersburg, W. Va., of a heart attack. He worked as a Side Show manager for the Burling Bros.' Circus in 1935 and also worked school assembly shows. Survived by his widow, Ruth, and a son, Harold E. Jr.

DRIVER—Walter F., 86, one-time owner of a Chicago tent firm, December 31 at Lewiston, Mich. (Details in General Outdoor section).

FEIST—Dr. Arnold A., 64, owner of an animal hospital and well known in the circus field, in St. Paul December 28. Surviving are his widow, a daughter, two sisters and a brother.

FRANCOIS—Frank Noel, 62, retired circus and vaudeville hypnotist known professionally as Francois the Mystery Man, recently from injuries received in a Dallas trailer park fight. In the 1920's he was one of the first to do a blindfolded auto driving act. At one time he was associated with Houdini and later did escape and mental acts. Surviving are his widow, Emma; three stepsons, Calvin and Thomas Chamberlain, both of Dallas, and Richard, Nogales, Ariz., and a brother.

GILBERT—Emery F., 63, vice-president and one of the founders of "Holiday on Ice," at Milwaukee December 29 of a heart attack. (Details in Outdoor section.)

GREY Robert S., operator of a Rabbit Racer and string store at Cedar Point, near Sandusky, O., December 17 at his home in Cleveland of cancer. Prior to 1955 he had toured with the Mighty Hoosier State Shows and the Sunny, A-1 and Drago amusement organizations. Cre-

mation followed December 20 services. Surviving are his widow, Pauline, who had been associated with his operations, and two sons.

IN LOVING MEMORY
of my dear Husband
JACK HALSTEAD
Who passed away January 11, 1956.
You are not forgotten, loved one,
Or will you ever be
As long as life and memory last,
I will remember you.
I miss you now, my heart is sore,
As time goes by, I miss you more.
Your loving smiles, your gentle face,
No one can fill your vacant place.
Your Loving Wife, MAY

PLESS—Paul Jennings, 52, owner and operator of the Dreamland Drive-In Theater, Asheville, N. C., December 28 at his home there. The Dreamland was the first drive-in to be operated in Western North Carolina. Survivors include his widow, a son and five daughters.

RICE—Marian, who with her husband, John, operated bingos thruout the Midwest, January 1 in Charleston, Ill. Besides her husband, she is survived by two daughters. Services and burial January 4 in Charleston.

RUSSELL—Bennie D., 54, recently in a Decatur, Ill., hospital of injuries sustained in an auto crash on Christmas Day. He was a veteran monkey trainer on various carnivals, including Beckmann & Gerety, Cotlin & Wilson, Royal American and Cavalcade of Amusements. Surviving are his widow, Virginia, who was seriously injured in the crash; a son, Derrel, and two stepdaughters, Martha and Ruth Stoker.

SCHINDLER—Allious F., 68, recently at a hospital in Springvale, N. Y., following a heart attack. He was a former partner in Smith & Smith, Inc., manufacturer of amusement rides. (Details in Park section.)

MARRIAGES

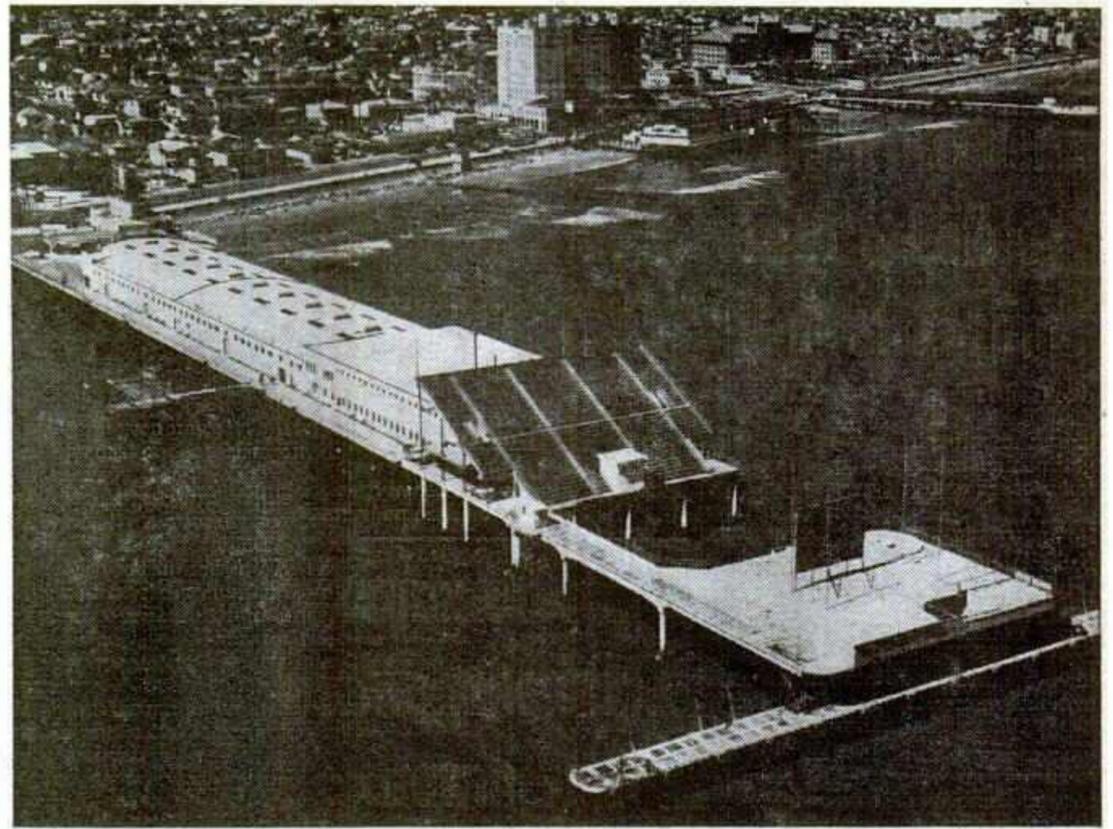
KUSHNER-COFFEY—Paul Kushnir and June Coffey, pitch workers, December 31 in Chicago. (Details in Pipes column.)

SIEGRIST-MUDRY—Joseph A. Siegrist and Mary Mudry, both of the Roxy Theater, Kansas, Mo., December 11 in that city.

SANFORD-RYAN—Ray Sanford Jr., co-owner of Upstate Amusements, and Patricia Ryan, December 13 in Buffalo.

BIRTHS

KEDROWICZ—A son, David Stanley, to Phyllis and Arthur Kedrowicz December 17 in Custer, Wis. Parents are operators of Emil Kedrowicz's Mechanical Farm.



THE FULL-SCALE GALVESTON PLEASURE PIER will be in operation during 1957 at Seawall Boulevard and 25th Street, Galveston, Tex. Operators have planned a regular content of rides, concession games and other amusements on the pier, which is estimated to have cost \$2,000,000. Boulevard entrance is 325 feet wide and extends 1,300 feet into the Gulf of Mexico, according to Howard Robbins, manager, who was formerly manager of the Spindle Center Fair, Gastonia, N. C. All-year facilities will likewise include dancing, fishing, aquatic sports, commercial exhibits, food operations, air-conditioned ballroom seating 2,600 and 2,800-seat outdoor stadium. Pier lease also includes 340 feet of beach front on either side of the pier. Opening has been scheduled for May 1.

Award Contract For Remodeling Birmingham Auditorium

BIRMINGHAM, Ala.—Remodeling and updating of the Birmingham Municipal Auditorium are expected to get under way in about 90 days, Building Manager Fred C. McCallum said.

McCallum said that a second bond issue has been approved, giving the necessary \$1,600,000. Contract for basic construction was awarded a few days ago.

The work will include an extension on the front, new lobby, second-floor exhibit space, dressing rooms, new arena floor, conversion to gas heat, full air-conditioning, rewiring, elevator, new ticket offices and a drive-in box office (The Billboard, October 13), new stage lighting equipment, concession stands and check room.

Earlier plans to build the extension foundation so a third floor might be added later have been changed, and some other amendments are being made to cut about \$62,000 from the cost. New seating at \$53,000 and new stage rigging at \$25,000 are not included in the contract now let.

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

All Valley: Port Isabel, Tex.; Donna 14-26. Glades Amusements: La Belle, Fla. Leeright's Midway: Tucson, Ariz. Miller, Ralph R.: Cameron, La. Scott, Turner Rides: Daytona Beach, Fla. Shop-O-Rama: Ajo, Ariz.

Ice Shows

Holiday on Ice of 1957: Des Moines, Ia., 8-13; Lansing, Mich., 10-15; Milwaukee, Wis., 17-27. Ice Capades, 16th Edition: Spokane, Wash., 8-13; Seattle 15-27; Victoria, B. C., 29-Feb. 2. Ice Capades, 17th Edition: Boston, Mass., 8-13; Providence, R. I., 14-23; New Haven, Conn., 24-30. Ice Vogues of 1957: Charleston, W. Va., 8-11; Youngstown, O., 11-16; Cincinnati 19; Greenville, S. C., 22-26; Asheville, N. C., 27-30. Shipstads & Johnson's Ice Follies of 1957: Philadelphia, Pa., 8-13; New York, 15-27; Toronto, Ont., 28-Feb. 1.

Miscellaneous

Burke's Wild Cargo: Fort Lauderdale, Fla., 8-12. Hitler's Personal Auto, Jack Burke, Mgr.: Anniston, Ala., 8; Albertville 9; Cullman 10; Jasper 11-12; Columbus, Miss., 13-16. O'Day, Marie, Palace Car: Cameron, La., 8-12; Sulphur 14; Vinton 15; Orange, Tex., 16-17; Port Arthur 18-19; Merryville, La., 21; DeRidder 22-23.

INSURANCE

IDA E. COHEN
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CHICAGO, ILLINOIS

Circus Routes

Davenport, Orrin: Saginaw, Mich., 13-19; Grand Rapids 21-26; Detroit Feb. 4-17. Henson Bros.: Monticello, Ky., 10; Williamsburg 11; Corbin 12.

Arena Recap

Minnesota Stadium To Be Remodeled . . .
MINNEAPOLIS—University of Minnesota is planning to remodel its football stadium in a \$2,195,000 project and to construct a new Sports Building at a cost of \$3,300,000.

College Makes Plans To Build Stadium . . .
LUBBOCK, Tex.—A \$1,000,000 stadium for the Texas Technological College has been proposed.

Ice Capades, Inc., Postpones Third Unit . . .
HOLLYWOOD—Plans to field a third unit, entitled "Ice Cycles," have been postponed by Ice Capades, Inc., it was announced here last week.

Moose Jaw Drops New Arena Plan
MOOSE JAW, Sask.—Plans to build a 4,500-seat arena at a cost of \$400,000 have fallen thru.

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Cuban Unrest Hits 4 Havana Circuses

HAVANA—Circus business in Havana is off this season, with the four shows currently there playing to depressed business, it is reported. Observers indicate that political unrest in the country has been the major cause.

Circuses playing the annual holiday season here include King of the American Circuses, made up largely of Tom Packs circus staff, equipment and performers; the Santos & Artigas Circus, Gaby-Fofa-Miliki Circus and the Loyal-Repensky Circus.

A fire recently destroyed the big top of the Santos & Artigas Circus.

The circus at the Sports Palace uses the title of King of the American Circuses, but in translation this has been cut to King American Circus. It has no connection, however, with King Bros.' Circus.

Jack Leontini, of the Sports Palace show, said that press notices have been tops, but that business is off. On Friday (28) the show staged a downtown parade. Betty and Benny Fox performed atop a high building, and the Wallenda girls performed on aerial equipment furnished by the Havana fire department. This resulted in big splashes of publicity.

Theaters, Fairs Hit

Motion picture theaters and two current fairs also are experiencing slower business, it is reported, reflecting conditions in the country.

The Sports Palace program includes Pat Anthony's Wild Animals; Rietta, high pole; Roman ladder number with 24 people; Bozo Harrell and clowns; Three Torianis, juggling; aerial ballet (12), featuring Helene in heel-and-toe catches; Nicolini's Chimps; Wallendas, high wire; Flying Roberts; Jack Joyce Exotic Animals; iron-jaw number; Antonett-Titans, Riskey and teeterboard; the Scottis, comedy acrobatics; the Del Morals, perch; Cristianis Elephants, with Rex and Barbara Williams; Jeanine Pivoteau, aerial; Slivers John-

son, comedy car; Dorchester Troupe, bareback; Betty and Benny Fox, aerial, and the finale spec.

There are 5 and 9 p.m. shows most days, night shows only on Wednesdays, and three shows daily on weekends. A midnight show was given New Year's Eve. Show runs thru January 6, with a possibility of an extension for another week. European format is used, with a single ring plus hippodrome track.

Barton to Do Western Spec For Hunt Show

NEW YORK—Hunt Bros.' Circus has arranged for George Barton to handle the show's new Wild West emphasis during the 1957 season. Barton, old-school Western show producer, was with the Hunts from 1910-12, and his brother, Lou, has been on and off the show in various capacities for 35 years.

The combined circus-Wild West show will take to the road after the pre-season stand at Palisades Park, worked out in conjunction with park operator Irving Rosenthal and George A. Hamid, who will provide talent while the Hunts provide physical equipment.

WQ, Copter Busy

Winter quarters' work in Burlington, N. J., is nearing completion and will be finished by the end of January. Show Manager Marvin Case and wife, Hazel, leave for Florida Sunday (30) to join Joe Gilligan at the Hunts' winter home in Miami. The Hunts will fly down about January 12, and Harry Hunt will join them upon winding up his contracting work.

Eleven elephants are in quarters, including three Polack animals supervised by Pinky and June Madison. The show helicopter will be stationed at LaGuardia Airport here until April, to be used for aerial survey work, and will be made available to local newspapers and TV for press work. Hunt said the show has been approached to use its helicopter to haul diamonds and gold out of the Brazil highlands next September thru November.

Exhib. Building Show Held By D'Hiver Clan

PARIS—A year-end novelty for Paris was the three-ring World Circus Festival presented by the Bouglione brothers (Cirque d'Hiver) in an exhibition building at the Parc des Expositions in the Porte de Versailles section of the city, December 20-January 5.

Horses and cage acts predominated. There were few spectacular acts nor were there sufficient performers and clowns to keep the three rings filled. Cage numbers were: Jeanette MacDonald, lions; Moustier, lions, and Firmin Bouglione, mixed group of lions, tigers, panthers and pumas. Bouglione elephants, Billy Russel's chimps and his sea lions worked singly, using only one ring. Alexis Gruss and Mullens presented ponies and Liberty horses, while the Baker Brothers offered bareback and trick riding.

Only big acts were the Pusztai, teeterboard, and the (14) Rios, Arabian tumblers. Other acts on the bill were Reynolds Trio and Emilian's Troupe, flying trapeze; Antinous, double trapeze; the Alberts, the Tweeds, and Paul Bastia, equilibrist; Rigettis, unsupported ladders; Craggs, perch; Ria and Romes, rotating perch; Hudson Trio, rolling globes, the Montanas, hand-to-hand, and the Acropolis, plastic poses. Helene de Vernon's four-girl aerial ballet, with Sandrine Bouglione, and the two clown units, Pipo, Dario and Mimile, and Dede and Rehde, rounded out the bill. Some of the acts doubled from the Cirque d'Hiver.

Kelly-Miller Plans Finale

HUGO, Okla.—Al G. Kelly & Miller Bros.' Circus is making plans to add a patriotic spec as a finale for the performance next season.

Idea calls for show people to appear in roles of historical characters, and the production is being patterned somewhat after those used in the past by Cole Bros.' Circus and the original Robbins Bros.' Circus.

Experimental new equipment is being built in quarters, but whether it will be adopted remains to be decided.

ORRIN DAVENPORT DETAILS PROGRAM

Keller Animals, Zavatta Riders, Julian, Geraldos, Kelly Bulls Named

CHICAGO — Make-up of his circus performance for Grand Rapids, Mich., was announced here last week by Orrin Davenport, producer and director. His winter tour will open the week of January 13 at Saginaw, where the program will be much the same. Grand Rapids is the week of January 21, and is to be followed by the Detroit show, February 4-17.

Performers at the Grand Rapids date will include:

George J. Keller's Wild Animals; Dick Lewis, table rock; Zoppe Family, Roman ladders; Roland Tiebor's Seals; Johnson and Owens, bars; Miss Mara, single trapeze; Helen Haag's Chimpanzees; Rebertes, comedy acrobatics.

Also Victor Julian's Dogs; the Geraldos, aerial; Klausner's Bears; the Flying Roberts, casting; the Zavatta Family, bareback riding; Bokaras, teeterboard; Paul Kelly Elephants (5), and Les Kimris, aerial finale.

Clowns, Staff Named

Clowns will be Sherman Brothers, Otto Griebing, Ernie Burch, John Toy, Dick Lewis, Percy Rademacher, Carl Marx and Jimmy Davison.

Staff for the Davenport circus includes Orrin Davenport, producer and director; Col. Harry Thomas, equestrian director; Merle Evans, bandmaster; Charles Marine, property boss; Clarence Marine, transportation boss, and Dorothy Kohler, wardrobe.

All of the Davenport dates are under Shrine auspices with the exception of the Cleveland stand, February 18-24, which is for the Grotto. The route extends thru the week of May 13, when the show is at Brandon, Man.

2 PHONEMEN 2

EXPERIENCED AD SALESMEN to work on STRONG IDENTIFIED Labor Deal. For the 3rd year we are renewing the Pueblo Labor Temple, their Directory and Signboards. Last year in three weeks we grossed \$20,000 and if you are aggressive and can adapt yourself you can easily gross \$150 to \$350 per week. Booked solid for '57. Full cut-offs and brochure letters. Come in or phone prepaid.

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Labor Temple Annex, 43 W. 4th, Denver, Colo. Phone: Race 2-4368
Earn \$500 and transportation repaid.

(4) PHONEMEN (4)

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Second annual Chamber of Commerce date. Office open Jan. 11 with paid leapers. Daily draw with weekly settlement and run-down. Drunks will not be tolerated. Sorry, no collects and wrong time of year for advances. Pay your own. I pay mine. Cleveland, Ohio, phone Edison 1-6000, will have my office phone number.

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TOM TERRELL, General Agent
JANETTE TERRELL, Promotion Manager
Richmond Hotel, Augusta, Ga. No collects, no advances.

UNDER THE MARQUEE

Continued from page 51

Coast; that the Glen Henrys will go to Gil Gray's headquarters in Dallas; that Jimmy and Dolly Connors are returning from the Northwest; that Bum Henry played a date in Mobile, Ala., and that guests of Bertha Connors on Christmas Day included the Glen Henrys, Shirley Pacheco, Patty Woods and Hazel King.

Bill and Jackie Wilcox, of the George W. Cole advance, will leave their Hot Springs home, Slip Shod Manor, to confer in Texas with Herb Walters, manager of the show, about plans for next season.

Albert and Judy Spiller, of Spiller's Seals, have returned to the Atayde Bros.' Circus in Mexico City, after a vacation at Mexico's Lake Chapala. The Spillers are the only American act held over with Atayde Bros. for the 1957

season. They reported that their huge male seal, Tarzon, now tips the scales at 473 pounds and is the largest seal ever to have worked the Latin countries.

BENSON BROS.' CIRCUS

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Wants Agent who can set phone, also Phonemen and Acts doing two or more. Ben Thomas, contact Red Larkin, Burkesville, Ky., Jan. 9; Monticello, 10; Williamsburg 11; Corbin 12. Phone leading hotel in above towns.
W. E. PAGE, Mgr.

MUSICAL VARIETY ACTS

To supplement two-day Circus Date, February 13-14, Holland, Michigan.

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Season's Greetings

To all our friends in the U.S.A.
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ERIKSONS
Circus Atayde, Mexico City, Mexico

Fund Raising Under Way For New Maryland Pier

BALTIMORE—Sale of securities has begun for a contemplated amusement pier and convention hall in Ocean City, Md. A group of local businessmen is active in the venture, and principal consultant is George A. Hamid Sr., operator of Steel Pier, Atlantic City.

In October a registration statement was filed with the Securities and Exchange Commission to register \$2,000,000 worth of 6 per cent debenture bonds and 4,000,000 shares of 1 per cent par com-

mon stock by Ocean City Pier Corporation, Berlin, Md.

Plans are for a big steel-concrete structure containing rides and other amusements, in addition to convention and trade show facilities. It is to be 600 feet long, 180 feet wide and three decks high.

Of the \$4,500,000 estimated as cost of construction, none will be provided by Hamid, he reported, as his function will be solely an advisory one.

It is not known how soon construction can begin, since a great deal depends on the securities sale. The securities are being sold by Paul Korns, Johnstown, Pa., one of the directors.

Carroll on S. A. Cruise

NEW YORK—Edward J. Carroll, manager of Riverside Park, Agawam, Mass., and Barrington (Mass.) Fair, left here Friday (4) aboard the Grace liner Santa Paula for a 12-day South American cruise.

Seeing Carroll off were park manager and Mrs. Tom Morrissey; Stanley Drzyzga, park food concession manager; Jack Grant, of the park staff, and Jeff Harris, Barrington Fair midway manager, who flew in from Boston while the others motored to New York.

Night Spot At Salisbury Eyes Change

SALISBURY, Mass. — While ride and arcade operators of this newly dry resort spot are apprehensive over 1957 business, the night spots, which depended largely on the lure of alcoholic beverages plus entertainment for attracting patronage, now must find some new way to operate or else remain shuttered.

Dennis Mulcahy, operator of The Frolics, plans to turn the big club into a huge summer theater which would play musicals. There would be one difference from most straw-hat operations—he intends to engage top flight stars to head the shows.

Jacksonville Spot Plans Kids' Layout

JACKSONVILLE, Fla.—River-view Amusement Park here is planning a five-acre set-up called Fairyland and designed for youngsters. Kiddie rides and other attractions will be included, Owner Sid Walker says.

Also to be ready for the coming season is a boat-launching ramp on Trout River, which is the northern boundary of the park. The ramp is expected to attract out-board motorboat and water ski enthusiasts.

Two Years of Drought Begins For Salisbury

SALISBURY, Mass. — As the new year came in this big resort town lifted its last glass in a toast to liquor. The beachside, with the famed Frolics operated by Dennis Mulcahy, stood deserted as the gay night life passed. Until 1958 there will be no liquor sold here by drink or bottle.

Despite the tremendous blow to the town's revenue that November's dry vote had brought—figured at \$40,000 on licenses alone—there were many who looked to the next two years with hope that the spot would still attract the crowds it had built up over the 23 years it had been in existence as a beach resort.

One stabilizer was the \$1,000,000 beach recently built by the State, plus all Salisbury's other attractions. Many beach businessmen hope they will continue drawing the summer-long family trade which is the backbone of the beach's income.

Cole Slates Tourist Unit At N. Y. Farm

PENN YAN, N. Y. — Former show owner James M. Cole and four local businessmen in Upstate New York's Yates County plan to convert Cole's farm into a tourist attraction with a circus theme, entitled Circus Land.

Cole took his circus off the road in 1947 and has been active since then with his elephant act and ponies, playing various independent circus dates and winter theater engagements.

A feature in Circus Land will be Bill Brinley's 75-wagon miniature circus, a replica of old-time units which has been shown in national department stores. Brinley is from Meriden, Conn.

The ponies and the elephants,

ROLLER RUMBLINGS

Kansas City Getting Combo Icer-Rollery

KANSAS CITY, Mo.—A skating rink designed for ice skaters in winter and roller skaters in summer is under construction on a four-acre tract at 86th Street and Troost Avenue here.

The \$50,000 rink, to be known as the Skadium, will be owned and operated by Warren D. Boyce, a mechanical engineer, and Felix Spies, an electrical engineer, both associated with an aviation firm here.

Boyce said the facility will be opened for roller skating in the spring. Some ice skating is planned this winter by flooding the arena and using natural freezing. When

in full operation the Skadium will utilize a mechanical freezing unit.

In addition to a skating area 80 by 160 feet, the Skadium will have a service building and a parking lot to accommodate 100 cars.

Maximum capacity for both ice and roller skating will be about 500 persons.

URO Conventioneers Visit Skateries in Middle West . . .

MUSKEGON, Mich.—Mr. and Mrs. Paul Klatka, operators of Moon-Glo Rink, Kent, O., spent several days visiting Mr. and Mrs. Perry Giles, of Curvecrest Rink here, and Mr. and Mrs. Robert Baker, Palomar Rink, Lansing, Mich., after attending the December 3 meeting of the United Rink Operators in Chicago. Another conventioneer who extended his trip a few days to visit rink and friends in the area was Anthony Callahan, of the Watsonville (Calif.) Rink.

Melvin Named Miss America Pageant Head

ATLANTIC CITY—Howard H. Melvin, vice-president and director of the Atlantic City Electric Company, was elected president of the Miss America Pageant by the board of directors at its annual reorganization meeting here. He succeeds Hugh Wathen, vice-president of South Jersey Gas Company, who served three one-year terms.

The board elected Joseph LeChard, vice-president of the Atlantic City Sewage Company, and Joseph Wagenheim, operator of a meat-packing firm, as vice-presidents, and Philip E. M. Thompson, manager of Convention Hall, treasurer. Lenora S. Slaughter was re-elected executive director of the pageant.

Melvin has been a member of the board since 1952. He served for three years as chairman of press relations, and last year was elected vice-president and chairman of the contracts committee.

Dorothy, Betty and Frieda, will be used to cart kiddies around the grounds. Free acts will be provided during the summer.

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The Following Kiddieland Rides:

- ★ Six Car Ferris Wheel
- ★ Twelve Swing Elephant Ride
- ★ Six Seat Jolly Caterpillar
- ★ Eight Plane Jet Ride
- ★ Seven Seat Boat Ride
- ★ Six Car Jeep Ride
- ★ Miniature Train, complete with Trailer, Track & Fittings

Plus record player and amplifier, light poles, spotlights, signs, benches, chairs, tables, etc., etc.

All equipment in excellent running condition and can be seen at the Trenton Fairgrounds.

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Holiday Display Boosts Edaville R.R. Business

SOUTH CARVER, Mass. — A bigger installation and added attractions paid off last year in higher grosses for the Edaville Railroad, the five and one-half mile track operated by F. Nelson Blount, Warren, R. I., seafood and boat-building businessman.

The line runs from May to October and has a Christmas season extending from mid-November to January. This year its popularity brought a week's extension of the yuletide season to January 6 and saw well over 60,000 patrons riding one of the nation's few remaining active steam narrow-gauge railroads. This was more than 10,000 over the 1955 Christmas figure.

On Christmas Day there were some 12,000 paid rides at 25 cents for children and 50 cents for adults.

The two-foot-gauge line is in its 11th year of operation and the reported 1956 total was 200,000 patrons. Two 40-ton engines draw two 14-car trains along the rails

originally used to haul cranberries. Now the line is festooned with bogs, waterways, canals and pine forests, with 50,000 colored lights showing off numerous scenes from nursery rhymes to Santa Claus displays.

Several food and gift concessions did good business from the growing roster of steady customers who bring their children year after year to see the Christmas display. Heated coaches give patrons a comfortable ride. The installation is located on Route 28, the main highway to Cape Cod.

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FAIRS-EXPOSITIONS

JANUARY 12, 1957

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

57

Mass. Fairmen Will Hear Kingman, Doherty, Others

SALEM, Mass.—The 37th annual meeting of the Massachusetts Agricultural Fairs' Association will be held here January 21-22 at the Hawthorne Hotel. The banquet and floor show will be staged Tuesday (22) at 7 p.m.

A special meeting of horse and oxen pulling contest chairmen will take place at 8 p.m. Monday (21), when uniform rules will be discussed. The regular meeting of the association will start at 10:30 a.m. Tuesday, when President John P. Tutko will make his address of welcome.

A report by Secretary-Treasurer Paul Corson will follow, after which Corson will report as a delegate to the New England Conference and give a report of the States' Relations Committee. This will be followed by a luncheon at 12:30.

Speakers for the afternoon session will include L. Roy Hawes, Commissioner of Agriculture for

Massachusetts; Leo F. Doherty, director of fairs; Daniel P. Hurd Jr., Essex County agricultural agent; Richard Preston, Commissioner of Commerce, and Frank H. Kingman, secretary-treasurer of the International Association of Fairs and Expositions.

The annual business meeting will follow, after which the report of the nominating committee will be heard and the election of officers held. The banquet will begin in the Main Ballroom at 7. Entertainment will be by courtesy of Al Martin, Boston; GAC-Hamid, New York, and Barnes-Carruthers, Chicago. Music will be provided by the Mickey Sullivan orchestra.

Wis. Circuit Books Shows Independently

MILWAUKEE—The Northern Wisconsin Circuit of Fairs, which normally books its night grandstand show at the annual meeting of the Wisconsin Association of Fairs, left the convention Friday (4) without any loop action. It was generally conceded that each fair would book its attractions individually, altho the loop would remain intact. The circuit earlier booked Charles Panacek's Belle City Shows as its midway attraction.

Differences in budgets and the desire by some member fairs to have daily program changes, led to the decision. The circuit informed booking offices that it was interested in percentage show but received little interest in return.

The fairs in the loop and their 1957 dates are: Antigo, August 2-4; Merrill, August 5-8; Neillsville, August 9-11; Wausaukee, August 16-18; Medford, August 23-25; Ladysmith, August 26-28; Shawano, August 30-September 2, and Weyauwega, September 5-8.

Booking of grandstand shows other than on the circuit took the pattern of recent years during the three-day meeting. Most offices picked up their normal number of contracts.

Attraction bookers and fair suppliers were out in good numbers and included:

Sam J. Levy Sr., Randy Avery and George Flint, Barnes-Carruthers Theatrical Enterprises, Inc.; Jonny Rivers, Jonny Rivers Rodeo; Mr. and Mrs. Jack Lindahl, Boyle Woolfolk Agency; John Lempert, showmen's supplies and equipment; Hal Garven, Earl Dunn, Hal Garven Productions; E. O. Stacey, Music Corporation of America; Bill Atterbury, Marty King, Atterbury-Hornbeck Enterprises; Aut Swenson, Swenson Thrillcade; Jay Burke, Grand Ole Opry; Joe Porcheddu, Roger Coleman, Woody Woodrich, Jerry Coleman, Illinois Fireworks Co.; Albert B. Coleen, Maynard De Witt Jr., Star Fireworks Co.; Kenny Lee, Fair Publishing House; Carl H. Borse, Borse's Theatrical Agency; Crash Dick and Crash Dick Jr., Auto Daredevils; A. F. Powers, Homer Smith, R. B. Power, Co.; Charles Zemater Sr. and Jr., and Jack Zemater, Zemater Theatrical Agency; George Holmes, Holmes Rodeo; Earl Newberry, Leo Overland, Newberry Thrill Enterprises.

Tommy Holden, Holden Daredevils; Jote Chitwood, Chitwood Thrill Show; Ernie Young, Mr. and Mrs. Frank Taylor, GAC-Hamid; Tom Drake, Drake Agency; Sam Howard, Sam Howard Water Show; Landy Scott, Duane Hanson, Badger Midget Auto Racing; Preston Lambert, Al Sheehan, Inc.; Louis Rosenberg, Triangle Poster; John Moss, John Moss Agency; Frank and Jack Duffield, Thearle-Duffield Fireworks, Inc.; Maggie and Scotty Swan, Country Caravan; Jimmie Downey, Mitchel Robinson, Robert Kerr, Downey Attractions; Al Sweeney, National Speedways; Frank Winkley, Auto Racing, Inc.; Juanita Keldahl, Marge Maupin, Juanita Entertainment; Glen Jacobs, Gus Sun Agency; Dan Plesnor, Cavalcade of Canadian Hell Drivers; John Howard-Woorn, Peppel-Cola Co.; Sunny Burnet, Globe Poster Co.; George Ferguson, Paul Aubrey, WLS Attractions; Clinton Spielbauer Spielbaure Fireworks; Mr. and Mrs. T. P. Eichelsdoerfer, Regalia Mfg. Co.; T. B. Skarning; Hendricks Family; Lucky Mueller, Ozark Jubilee; Cecil Eddington, clown, and Austin Trull, clown.



COLTON G. (CHICK) MORRIS, recently named publicity director of the Florida State Fair, Tampa, formerly was a feature reporter and radio news commentator for The Christian Science Monitor. He has written several books and magazine articles on U. S. naval action in World War II, in which he served as radio officer to Admiral Halsey.

R. I. Assigns \$126,000 for ESE Building

PROVIDENCE, R. I.—Rhode Island has tossed out all bids for its State building at Eastern States Exposition, West Springfield, Mass., and negotiated a contract for \$126,000 with the lowest bidder. The figure is some \$25,000 off the price the firm had offered.

Explanation is that the State has only \$126,000 in funds available for the project. Donatelli Building Company, North Providence, had bid \$153,583, lowest of four bids received.

The money to be spent includes a \$50,000 State appropriation and \$76,000 raised by public subscription. In chopping down the price, several changes were made by Rhode Island trustees of the ESE, and members of the Rhode Island ESE Commission. The contract was negotiated by Joseph L. Byron, State purchasing agent, who said he acted on the recommendation of the commission.

16 Feet Lopped Off

The exhibition hall is to be shortened by 16 feet to save \$3,233, but this will be restored to plans if extra contributions come in within 60 days. Also, an asphalt floor will be used, rather than concrete. New plans call for cinder block wall backing instead of brick, and painting work on the second floor will be eliminated.

Rhode Island has been the only New England State without a building at the fair, and construction work will end a long campaign for such a structure.

Lloydminster, Alta., Elects New Prez

LLOYDMINSTER, Alta. — R. C. Colightly, president of the Alberta Sheep Breeders' Association, was elected president of the Lloydminster Agricultural Exhibition Association at its annual meeting. He succeeds Guy Powers, president for the past two years.

C. Avery, treasurer, said net on the year's operations was only \$1,117 but net worth of fair assets is now \$103,699, compared with \$63,681 last year. In 1955 the association listed a deficit of \$300.

41 Wisconsin Events Show Profit in 1956

Grandstand Biz Off at 25 Annuals; Gate Receipts Increased at 26

By CHARLIE BYRNES

MILWAUKEE — Wisconsin's county and district fairs racked up better records financially during 1956 than during the previous years when polio outbreaks cut sharply into some events. This information was revealed at the annual convention of the Wisconsin Association of Fairs held in the Hotel Schroeder here Wednesday thru Friday (2-4).

Harlan Seyforth, association president, reported that a survey showed that 41 of the fairs were financially successful, 13 lost money and two broke even. Twenty-six increased gate receipts, 16 decreased and seven were the same. Grandstand income was down at 25 fairs and up at 20, Seyforth reported.

Charles Drewry, State supervisor of county and district fairs, informed the fair delegates that adult exhibitors at '56 county fairs increased from 9,581 to 9,810 and

junior exhibitors from 50,971 to 70,797 during the '56 season.

Lauds Execs

"Fairs have done a wonderful job of encouraging exhibitors and exhibits, but they have also been caught between rising prices for everything they hire, purchase or provide and a fixed income depending upon the whims of the

(Continued on page 61)

Western N. Y. Assn. Sees Fast Wind-Up

BUFFALO—Much of the business slated for the Western New York Association of Fair Managers meeting will be over early the afternoon of Saturday (26), with the remainder of the day available for meetings with committees and concession and attractions people.

W. H. Vanderhoef, secretary, said that the annual meeting and election is to begin at 10:30 a.m. at the Hotel Lafayette, followed by luncheon and entertainment at 12:30.

Resolutions and recommendations to be transmitted to the New York State Association of Fairs meeting in Albany, January 28-29, will be discussed at the meeting.

Edmonton Ex Mulls New Oval

EDMONTON, Alta.—A new master plan for the Edmonton Exhibition, including a five-eighths mile rack track was recommended at a recent meeting of fair board directors. The track would replace the existing half-mile track.

Directors also discussed the building of new barns to accommodate approximately 600 head of livestock.

The meeting instructed the development committee to work on a master plan for "future possible implementation." There was no estimate of the cost and no date set for the start of the project.

An agricultural committee will be set up for the first time with W. C. Bissell as its chairman.

Fla. Vacation For Marshall

TRENTON, N. J. — Norman Marshall, after 15 years of managing New Jersey State Fair here without a formal vacation, has finally gotten away for a couple of weeks, George A. Hamid Sr., reports.

Marshall is vacationing in Florida where he is spending part of his time visiting harness race training tracks. Training and entering the steeds is one of his pet avocations.

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GREATER HARTFORD FAIR

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Want Rides that can be set up and operated inside—Merry-Go-Round with electric motor, Sky Fighter, Pony Cart, Auto Ride, Swings, Boat Ride (no water) or any rides not conflicting. General admission for children will include two rides for each child. Ride operators will be compensated for same. Want Scale & Age, Pizza and a few Skill Games, Hanky Panky only. Want anything of merit that is in keeping with the fair. The Lone Ranger will appear at the fair for all of the five days.

Answer, 231 Main St. Day Phone: Jackson 2-9892. Nite Phone: Jackson 2-0575.

Pat Lizza Elected Ordinance Assn. Post President

LOS ANGELES—Patrick Lizza, president of the Golden State Fireworks Manufacturing Company and president and general manager of the Bermite Powder Company, has been elected president of the local post of the American Ordinance Association.

Golden State manufactures and produces pyrotechnic displays at fairs, including the California State Fair & Exposition, Sacramento.

Lizza has served as a member of the board of directors of the AOA 10 years. His Bermite company works with the nation's Armed Forces in the field of defense research and development. His companies are located in Saugus, Calif.

Lizza, who succeeds Robert C. Geffs, assumes his new duties at this month's meeting of the post.

FOR ENTERTAINMENT

—CONTACT—

JIMMIE DOWNEY

7733 Arthur Ave., St. Louis 17, Mo.

Kansas City Club's Banquet-Ball Clicks

KANSAS CITY, Mo.—The 37th annual banquet and ball of the Heart of America Showmen's Club, held New Year's Eve in the Georgian rooms at Hotel Continental here, was a successful, colorful event. Music was by the Milo Finley Ensemble. F. W. Warfield was toastmaster. A highlight was the appearance of Julia Lee, singer.

The committee in charge consisted of Joseph A. Clayton, George Sargent and S. B. Stewart.

Among those in attendance were Capt. E. H. Hugo and wife, Dorothy, newly elected president of the ladies' auxiliary; George Gordon, newly elected club president, and wife, Ruth, secretary of the auxiliary; Mr. and Mrs. Lester K. Carter; Vera Goff, first vice-president of the auxiliary; May Wilson; Mr. and Mrs. Al Campbell; Mr. and Mrs. Joseph A. Clayton; Mr. and Mrs. Blackie Campbell, Hugo's Exposition Shows; Mr. and Mrs. Dave Reese, Northern Exposition Shows; Mr. and Mrs. Louis De Rein, Mr. and Mrs. Emil Campbell, Mr. and Mrs. Joseph M. Drazie.

Mr. and Mrs. Earl Garrett, Paul and Ruby Wooster, Altamae and Joe Burkard, Mr. and Mrs. C. R. Moss, Mr. and Mrs. Richard C. Holmberg, Mr. and Mrs. George Campbell, Ginger Sickles; W. T. Hale, George W. Gallahar, Maude Miller, of the Hale Shows; Clarence Bechtelheimer, Billie Grimes, Mr. and Mrs. Claude B. Cessna, Claudia Krikorian, Mr. and Mrs. Jimmy Morrissey, Dr. and Mrs. S. B. Stewart.

Al Krikorian; Mr. and Mrs. Myers, Graham Shows; Al C. Wilson, club secretary; Mr. and Mrs. Sunny Allen; Mr. and Mrs. Charlie (Buzz) Payne; Mrs. Ruth Martone, Hi Tida Amusement Company, Long Beach, Calif.; E. D. Hansen, Mike Goff, Doris Hansen, Ned J. Ventling, George Chronic, George and Hattie Howk, Mr. and Mrs. R. W. Durrett, Helen Richards; Raymond A. Clayton, retiring club president; C. H. Van Hooser; Charlotte Clayton, past president of the auxiliary.

Mr. and Mrs. Don E. Haney,

Florence Van Hooser, Lou Rena Aldrich, Joe Aldrich, Mr. and Mrs. Sam Lyon, C. J. Qualls, Mr. and Mrs. Ray C. Long, Gladys Turner, Babe Rogers, Mr. and Mrs. Woody Gaither, Mr. and Mrs. Murl Southwick and Mr. and Mrs. J. E. Conway, Sunset Amusement Company; Robert Turner; John J. Jesse Jr., Allna Simpson, Florentine Art Company; Charlie Horn, G. C. Lear; Mr. and Mrs. Joseph W. Brocato, Holiday Amusement Company; Ruby Harding, Ivan Mikaelson, George Sargent.

St. Louis Clubs Greet New Year At Joint Party

ST. LOUIS—A crowd estimated at 200 attended the party staged jointly by members of the International Association of Showmen and the Missouri Show Women's Club to greet the new year. A buffet lunch was served, and there was dancing until a late hour.

The International Association of Showmen conducted its annual distribution of gifts to underprivileged children December 23. More than 200 children were given packages and treated to a program of acts.

Positions of NSA Execs in Reverse

NEW YORK—In last week's story on the National Showmen's Association January 9 elections it was erroneously stated that Al McKee would advance to first vice-president, and Jeff Harris to second vice-president. In reality the situation is reversed, with Harris moving to the first vice-presidency, and McKee to the second.

Booking Action Light At Milwaukee Fair Meet

MILWAUKEE—With most of Wisconsin's major fairs already signed, carnival operators reported only moderate booking action during the three-day meeting of the Wisconsin Association of Fairs here Wednesday thru Friday (2-4).

E. E. (Ernie) Farrow, owner of Wallace Bros. Shows, reported signing a string of repeats, including fairs at Madison, Darlington, Jefferson, DeLevan, Janesville, Wausau, Appleton, Manitowoc and Elkhorn. The show will also play the July 4 celebration at Madison. Farrow said he has added a Scrambler to the line-up along with a new Rockoplane.

W. A. Schafer, owner of Schafer's Just for Fun Shows, announced signing Winona (Minn.) Steamboat Days and Wisconsin fairs at Menomonee and Monroe. Also on the Schafer route will be fairs at Dubuque, Iowa, and Albert Lea, Minn., in addition to street fairs at Hannibal, Mo., and Keokuk, Iowa. With Schafer at the meeting were Jess Wrigley, assistant manager, and Jack Downs, general agent.

Mickey Stark, owner of Gold Bond Shows, announced that he has

closed with the fair at Wilmot, Wis. With him at the meeting was Anton Turek.

Others from the midway business on hand included: Louis J. Berger, Olson Shows; Marvin, Charles and Edward Larkee, George Desack, Tip Top Shows; Herman McKenna, McKenna Rides; Mr. and Mrs. Johnny Portemont, Johnny's United Shows; L. Steele, concessions; N. Kalashian, concessions; Mr. and Mrs. Charles Brasch, Robert Brasch, Brasch Bros. Shows; Bill Dobson, Dorothy Pickering, Dobson's United Shows; Joseph Lubarsk, concessions; Pearl Weydt, Doc O'Kelly, Weydt Amusement Co.; Ned Torti, Wisconsin De Luxe Co.; Orville Herrickson, concessions; Mr. and Mrs. Charles Panacek, Belle City Shows; Bernard Thomas, A. C. Ehmann, Ross Sinderson, Art B. Thomas Shows; Mr. and Mrs. K. R. Pedersen, Mrs. Donald Maynard, Dairy State Shows; Lawrence Lyons, concessions; Mr. and Mrs. Elmer Bodart, Mr. and Mrs. Reginald Bodart, Mr. and Mrs. Lynn Lucia, concessions; Eugene Skerbeck, Skerbeck Northern Shows.

\$52 LICENSE

Street Sales Get Okay for D. C. Inaugural

WASHINGTON — It will be all right to sell souvenirs, food, beverages and novelty items on the streets here during the Presidential Inauguration, but licenses are required for the 10-day period.

The concessions committee is headed by Robert V. Fleming, who is assisted by Gerald Price, general manager of Glen Echo Park. Vendors' licenses are good from January 15-24 and will cost \$52. Of the total, \$2 is the fee for a regular D. C. vendors' license, \$25 is for the inaugural license fee, and \$25 is a deposit for sales tax.

All items to be sold must be approved by the committee, and none must interfere with the sale of official programs and medals by the committee, Becker said.

Applications for vendors' licenses to sell souvenirs and novelties must be made at Room 106 in the District of Columbia Building at 14th and D Streets, N. W. Food and beverage permits are applied for at the concession committee office, 1022 15th Street, N. W.

Holders of these licenses will be held responsible for the collection of sales taxes, and their products will be tested for quality, quantity and price. The committee will allot locations for those who wish to sell from a fixed place, and it will pass on the type of stand used at these locations.

The committee will have checkers inspecting all items sold by vendors during the inaugural. Applications approved by the committee will be forwarded to the metropolitan police, and approved applicants will pick up their badges at Room 106 in the District Building.

Tivoli Expo Pacts Four La. Annuals

JOPLIN, Mo.—Tivoli Exposition Shows have signed four Louisiana fairs for 1957, H. V. (Pete) Peterson, owner-manager, announced at the show's winter quarters here last week.

The Louisiana annuals pacted are the West Louisiana Forestry Festival; Leesville; the Franklin-Richland Parish Fair, Winnesboro; the Southwest Louisiana Fair, Eunice, and the North Louisiana Cotton Festival and Fair, Bastrop.

Four Illinois fairs and one Arkansas fair, the Craighead County Fair, Jonesboro, have also been signed. The Illinois fairs contracted are the Saline County Fair, Harrisburg; the Franklin County Fair, Benton; the Western Illinois Fair, Griggsville, and the Effingham County Fair, Altamont.

Frisco Show Folks to Hear Sam Abbott

SAN FRANCISCO — Show Folks of America will observe its annual memorial services and banquet and ball January 13, with Sam Abbott, of The Billboard, Hollywood, as speaker at the services and toastmaster at the banquet, E. S. Fitzgerald, SFA president, announced here last week.

The memorial services will be held at 2 p.m. at Showmen's Rest in Mount Olivet Memorial Park. The banquet will be held at 8 p.m.

Miami Club New Year Frolic Attracts 650

MIAMI—More than 650 members and friends of the Miami Showmen's Association celebrated the arrival of the New Year at the club rooms here. The gala event, lasting until dawn, featured a lavish buffet supper, entertainment, dancing and the awarding of 200 useful prizes.

Chairman Alton Pierson, with the aid of Danny Murphy, Mike Roman, Whitey Tarra, Charles Wright and James Stabile, fashioned an event that attracted the elite of the carnival industry over a wide geographical area. In attendance were some 34 carnival owners and managers, 25 business managers and 20 concession managers.

Family groups were numerous,

with the Vivona clan, headed by Katherine, the mother, the most numerous. With her were sons John, Morris, Dominic, Babe and Phil. With them was Danny Dell, the Vivona business manager, Sam Prell attended with his sons, Paul and Mac.

Orchid for Oldest

Recognition was accorded a number of guests, including Mrs. Ella Byus, mother of Whitey, a concessionaire. At 90, she was recognized as the oldest person in attendance. President Oscar Buck pinned an orchid on the spry celebrant.

The spacious building, with the ladies' quarters and bar area thrown open, easily accommodated the huge crowd with ample room left over for dancing.

Numerous private parties were staged by show folks in their homes Tuesday (1) following the Orange Bowl football game. Pat and Agnes Purcell came in from Ormond Beach, Fla., to celebrate with Mr. and Mrs. Robert K. Parker.

At their Miami Beach home, Mr. and Mrs. Ben Weiss entertained Sam Graubart, former operator of concessions; George Bradford, a partner of Weiss some 40 years ago; Mr. and Mrs. Don Robins and daughter, Georgia, of Wilkes-Barre, Pa.; Dr. Sam Black and Mr. and Mrs. Bert Barr and son from Spartanburg, S. C.

Capitol City Shows Re-Inks Valdosta Fair

VALDOSTA, Ga. — Capitol City Shows, managed by L. J. Keef, have been signed to provide the midway attractions at the 1957 Southwest Georgia Fair here.

The award gives the show the contract for the fourth straight year, Howard Hall, fair secretary, pointed out in announcing the signing.

FLA. OKAY FOR VIVONA; HOMESTEAD HOPES HIGH

MIAMI—A month in Miami turned out okay for Amusements of America, the first two weeks at 27th Street N.W. and 52d Street being satisfactory for nearly all parties. Third and fourth weeks dropped off somewhat.

A short vacation will be followed by a date in Hallandale, Fla., then the show plays Broward County and opens February 1 for 10 days at South Florida State Fair, Homestead.

Thirteen fairs have been contracted for 1957, according to General Agent Morris Vivona, with two more to be added during coming fair meetings. The list so far includes Petersburg, Va.; Huntingdon and Leighton, Pa.; Rochester

and Morris, N. Y.; Leaksville, Statesville, Sanford and Henderson, N. C., and Sumter White, Sumter Colored, Charleston and Lancaster, S. C.

Hopes are high for Homestead, due to national exhibits and the scheduled appearance of Jack Bailey's "Queen for a Day." The queen will be elected January 21 and will co-reign with the fair's queen, to be elected during the fair.

Tony Masiello and John Kokil have the three new revolving towers in shape and operating in Florida, while John Dempsey and his crew are winding up work on the new Kiddieland in Sumter, S. C., winter quarters. Roy DeLawter has been handling the diesels, and Harry Wilson has been working on the fair's publicity with Milton Warshaw and also publicizing the Eastern Stars Circus, set for January 5 in Ruskin, Fla.

Plans for the still date and celebration season coming up call for 19 rides and 10 shows on the No. 1 unit, plus 7 rides on the No. 2 unit. Both units will combine for the fair season.

CLUB ACTIVITIES

• Continued from page 51

Florida State Fair. He urged all members to get their applications in for tables at the earliest moment.

George Reinhardt served a fine macaroni and cheese buffet luncheon to the 143 members present.

An estimated crowd of 3,000 people attended the New Year's Eve dance held at the local Armory. Earl Maddox, co-chairman, announced that he had to stop the sale of general admission tickets. Ray Eberle's band provided the music, and circus acts were contracted for by Eddie Zacchini.

A portable TV set has been purchased by the club for use of members who become patients in the local hospital.

Buster Westbrook, third vice-president of the Miami club, made one of his infrequent visits to the club, and commended the members on their co-operation.

Ladies' Auxiliary

President Esther Young called the meeting to order, assisted by Vera Cox, Olive Sprague, Mary Wenzik, Grace Fillingham and Elsie Owens. Chaplain Ella Stophel delivered the invocation. Nancy Liebl is a new member.

A total of 34 attended the recent luncheon to honor Mary Wenzik as flower queen and Monica Baress, Mary Louise Pontico and Vera Cox, past queens.

A shrug and doll was given away and grossed \$54.50. Jean Davis reported 86 members present. Mary Cain and her committee served refreshments.

Caravans, Inc.

CHICAGO — A short business meeting preceded the annual Christmas party at which the following applicants were elected to membership: Lucille Anthony, Gussie Breger, Laura E. Hollon, Ruth Lieberman and Bertha Sheehan.

Correspondence was read by Secretary Wanda Derpa. Welfare checks were sent to the National Multiple Sclerosis Society in memory of Past President Edna Stenson, the Showmen's League of America for its annual Christmas party for underprivileged children, Cook County Hospital Christmas fund, Little Sisters of the Poor and to several individuals.

Welfare Chairman Mae Taylor is recuperating at home with her leg in a cast. She injured her foot while boarding a bus. Frances Berger is also convalescing at home. Another member on the sick list is Bess Hamid.

Members were saddened to hear of the death of Mabel Davis, ill for many years, and extend sympathies to her husband, Frank. Condolences are offered to Pauline Grey, whose husband, Bob, passed away in Cleveland, and to Past President Jeanette Wall, whose husband, Ed, died New Year's Day. Members planning to leave soon for Florida are Claire Sopenar and Isabel Brantman.

Because of the holidays, meeting and social nights for January only have been changed to the second and fourth Tuesdays. Thereafter they will be held on the first and third Tuesdays of each month thru April. Hostesses for the January 22 social will be Eva LeRoy, Helen Wettour and Wanda Derpa.

President Agnes Barnes named the following committees: Finance, Claire Sopenar, Veronica Potenza, Eva LeRoy and Marianna Pope; Ways and Means, Helen Wettour, Pearl McGlynn, Marianna Pope, Estelle Swaidner, Eva Shine, Betty Broderick, June Milcezy and Eileen Cherone; house, Eva LeRoy, Isabel Brantman, Agnes Zelek, Veronica Potenza and Ann Sleyster; press, Lillian Lawrence, Wanda Derpa and Mollie Raymond; Welfare, May Taylor and Lucille Hirsch; entertainment, Eva LeRoy, Frieda Rosen and Veronica Potenza; membership, Marianna Pope, Pauline Grey, Joan Sullivan, Dolly Young and Mae Oakes; for-get-me-not fund, Mae Sopenar, Pearl McGlynn, Jeanette Wall, Ann Sleyster and Joan Sullivan; birthday cards, Helen Hoffmeyer; chaplain, Irene Coffey; sentinels, Josephine Glickman, Eileen Cherone and Rose Jarboe; hostesses, Rose Jarboe and Marion Falco.

Heart of America Showmen's Club

Ladies Auxiliary

KANSAS CITY, Mo.—Dorothy Hugo was installed as the 1957 president at the December 28 meeting. Others installed were Vera Goff, first vice-president; Dot Corey, second vice-president; Mae Wilson, third vice-president; Ruth Gordon, secretary, and Hattie Howk, treasurer. Loreli Wrigler, daughter of the new president, was the installing officer. Ellanora Price, out-going president, greeted each of the new officers.

The installation luncheon, held the following afternoon on the roof garden of the Aladdin Hotel, was attended by 40 members and several visitors. Ruth Gordon was toastmistress.

A tacky party, held the same night in the club rooms, was well attended.

New nominating committee consists of Ruth Martone, chairman; Ruth Yonkees, Margaret Nansher, Loreli Wrigley and Alda Kimbrell.

Alda Kimbrell, Dot Corey and Ruth Yonkees are newly elected members of the board of directors.

Miami Showmen's Association

Ladies Auxiliary

President Agnes Grosso presided, and on the rostrum with her were Kitty Glosser, first vice-president; Frances Deemer, second vice-president; Ann Whitehead, third vice-president; Lois Weiss, treasurer, and Hilda Roman, recording secretary. Chaplain Elsa Bryant delivered the invocation.

Welcomed to their first meeting were Naomi Bantly, Billie Cooper, Lucille Wilkinson and June Tate. Correspondence was read from Mamie Willis and Frances Barnett.

Lola Kockenour announced that the installation banquet will be held at the Biscayne Terrace Hotel Starlight Room January 10. Ann Whitehead, chairman of the blood bank committee, reported that 89 pints of blood were donated recently, bringing the total to 520 pints. She thanked the following for their help in collecting the blood: Margaret Farris, Virginia Feldman, Mollie Strauss, Ruth Schreiber, Elsie Keeler, Lil Tucker, Ann Ford, Dora Pierson, Sidney Thomas and Esther Hornfeld.

Helen Eulie reported that the Secret Pal Revealing Party will be held February 7. President Grosso thanked Ona Lee Jones for her donation of a bookcase. The dark horse of \$19.40 was won by Charlotte Martin. The penny parade brought in \$11.

MIDWAY CONFAB

Personnel with the Pete Kortez' Six Show currently playing a 10-week stand in Caracas, Venezuela, include Mr. and Mrs. Pete Kortez, Rose Westlake, Sam Alexander, Mimi Garneau, Dick Manly, Athelia, Woody, and Donnie and Ronnie.

Elmer Bodart, former owner of Bodart's Blue Ribbon Shows, was in the Christmas tree business in a sizable way during the recent season. He handled close to 12,000 trees in the Wisconsin market.

Dollie and Art Frazier, of the Siebrand Bros. Shows, and Margie and Ralph Lockett, of the Petersburg (Va.) Fair, have scheduled a two-week vacation at Palm Springs, Calif., following the Association of Virginia Fairs meeting at Rich-

mond this month. . . . Helen Golden, Side Show operator, was holiday hostess at Port Richey, Fla., to Virginia Laughlin, Rose Daul, Lottie Daniels, Buddy Le Roy, Al Cook, Billy Dick, Robert Hagen, and Rudy and Sandy Neal.

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Can place a few STRICTLY HANKY PANK Concessions for Dade County Youth Fair, Miami, Jan. 22-27; Orange Festival & Rodeo, Davie, Feb. 13-17; Fiesta Del Sol, Lake Worth, Feb. 18-23. Can use two or three Kiddie Rides at Dade County Fair. Have all Concessions, Exhibit and Demonstrator Space for Davie.

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MERCHANDISE TOPICS

Another new and hot item from Shop-Rite Industries, P. O. Box 88, Brooklyn 14, is the shoe shine product, Shu-Glo, which comes in spray-type cans. All the work required for a perfect shine, says the firm, is one spray. The product is said to dry instantly and requires no polishing. Shop-Rite claims the product is a proven money maker in farmers' markets and an excellent item for demonstrators, pitchmen and routemen. Samples are \$1 each or \$7.20 a dozen, with special discounts on larger orders. Shu-Glo may be ordered direct from the firm.

Ace Toy Manufacturing Company, 536 Broadway, New York, has introduced a novel 15-inch jumping rabbit made of genuine rabbit skin. Ace says that the toy is irresistible to children when the rabbit jumps into life-like action as they squeeze down on it. The item is used by professional magicians and will sell on sight, Ace claims. Interested workers are requested to write to the firm for prices and a copy of its latest free Easter brochure.

An item which has been causing a lot of comment by pitchmen has been made available to them by J & F Enterprises, 941 Feldkamp, Springfield, Ill. Mrs. Fanita Follis, operator of the firm, worked the product in making sellouts at seven fairs last season. It is a foam rubber ironingboard cover pad which comes in attractive pastel colored shades and produces superior demonstrations. Ironing is done directly on the foam rubber pad, which need not be attached to ironing board. The Wonderfoam pad will not burn and the iron may be placed directly upon pad when not in use. Pad is washable and will not stretch. It cushions buttons and zippers so that the iron will not mark material. A sample dozen in assorted colors postpaid is \$5. Price is \$3.60 per dozen when you order two to eight dozen. A quantity of 100 is \$32. In quantities of 500 the price is \$30 per 100.

Kipp Brothers, 240 South Meridian Street, Indianapolis, says its new Dancing Drummer Dog is beginning to sell in strong volume. This is a small toy operated by an air bulb at the end of a flex-

ible tube. When the bulb is squeezed, the dog turns his head, beats on a small drum and dances. The combined three-way action is said to be just right for impulse sales. Each is packed in a polyethylene bag and is available at \$2 per dozen or \$21 per gross. Kipp requests postage included with order.

Lavender sachet baskets have been in short supply at Sherfy's, Ltd., 2124 Boyer, Seattle, due to their popularity with women. This is a small basket of unusual shape and design made of tightly woven bleached rattan that holds dried lavender flowers without spilling. Each has a colorful plastic stopper. Basket may be suspended or placed in drawer with clothes. The baskets are \$79 per 1,000 or \$45 for 500. Imported dried lavender may also be had from the firm at \$8.50 for 10 pounds.

Those who have been unable to get the popular seven-in-one Scopes manufactured in Germany can now get immediate delivery from E. P. Fitzpatrick, 304 North Adams Street, Wilmington, Del. The Scope has four viewers, (two at each end), the lenses of which are made of ground glass. Seven different uses for the item make it ideal for demonstration purposes. Write for prices. A sample is \$1.

An outstanding value in combination watch sets may be had from Cel-Max, Inc., 582 South Main Street, Memphis. Calling it a spotlight value, this Cel-Max ensemble consists of jeweled man's watch, expansion band, key chain, cuff links and tie bar, all smartly matched and coming in an attractive snap-shut lined case. Shipped in assorted sets, a minimum order of six costs \$4.89 per set. In lots of 12 the price is \$4.79 per set. A sample is \$6.45.

If your operation can utilize jewelry closeouts, you should contact New England Jewelry Buyers, 124 Empire Street, Providence, R. I. The firm's items are available at prices that are among the lowest in the trade. A few of the values are: Gross of assorted earrings, \$18; odd lots of necklace and bracelet sets, \$15 per gross; cufflinks, carded, \$1.25 per dozen, etc. Write for other listings.

PIPES FOR PITCHMEN

By BILL BAKER

NOTES FROM . . .

Harry (Bing) Bernstein, of New York, reveal that Jackie Taylor, the jam auctioneer of the Cetlin & Wilson Shows, clicked in a big way recently in Gotham. Opening December 5 at the Madison Square Garden Toy and Gift Sale, Taylor worked that event for 16 of its 19 days before moving to a location at 709 Seventh Avenue, the heart of Times Square, for a 14-day run. Maxie Sohn, the Hat Man, assisted Taylor in securing the location and incidentals required for the operation. After closing his Times Square stand Taylor plans to spend a month on the beach in Miami before working some Florida fairs he has booked.

"SOME OLD-TIMERS . . .

will be saddened by news of the recent death of Ervin W. Babbett, 60, formerly one of the country's foremost gold wire artists," writes Mrs. Jesse A. Broun, a former wire worker who now operates a mug joint in Beaumont, Tex. Since leaving the road in 1951, Babbett made his home in Miami, Okla., according to Mrs. Broun. Old-

timers may remember Mrs. Broun as the former Jessie A. Dean, who headquartered in St. Louis. In 1924 she married Frank C. Walker and was widowed in 1930. Three years ago, at the age of 69, she married Broun, who is now 83 years old and "lively as a jack rabbit."

WRITING FROM . . .

Havana, Mr. and Mrs. Robert Noell, whose Noell's Ark Gorilla Show toured with an Eastern carnival last year, report that they have joined the American Palisades Park carnival on the island with their attraction. The Noells left their Tarpon Springs (Fla.) Zoo in a terrific rush to get to Cuba, only to find out upon arrival that the season was not scheduled to open until January 15. As a result, they missed the Christmas holidays in the States. Meanwhile, they have been doing a lot of sightseeing on the island. The Noells have two of their baby animals in Cuba, Princess Cara Linda, a gorilla, and a chimp, Panzee. Red, a young orangutan, died shortly after the Noells arrived there.

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Send \$1.00 for sample and low prices.
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Letter List

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

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41 Wis. Events Show Profit

Continued from page 57

people and weather," Drewry said. "The result is that paying their share of premium money has been a drain on a good many fair's finances. In looking ahead for another year, the popular thought, of course, is to secure more State aid, which I know your State association officials and your legislative committee will do their utmost," he said. The supervisor cited figures collected by his office which pointed

out that in some cases fairs were probably over-paying on premiums. Willard (Bill) Masterson, manager of the Wisconsin State Fair, headed up a panel discussion on cutting fair expenses. Masterson said that the State fair hadn't changed its gate charge since 1912 but had increased its income by increased attendance. He also warned the fair executives that longer automobiles today were cutting into parking space and also income from parking at many fairs. Masterson said, however, that fairs are primarily service organizations and are not in business to make big profits.

- Malone, Virginia Meak, John Moore, Jimmy A. Moland, Leslie H. Morten, Al Moran, J. Noe, Donald O'Connell, Tom Odell, Mr. & Mrs. Parcell, Madeline Long Pescara, Mr. & Mrs. Phillips, Mr. & Mrs. Raina, Miss Reynolds & Nicols Russell, Marie L. St. Leon, Sonja Sinclair, Ray Smith, Charles Strongman Jr. George Sutton, Inez Sutton, Vivian Van R. Thorne, Jessy Trimba, Mr. & Mrs. Edd O. Varres, John Valdemar, Odette Wahrlick, Eunice Walters, Dallas Wald, M. Wasserman, Harry Warner, Connie Webb, Virgil & Virginia West, Al F. Whitmer, Ken Youngbauer, John

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Big Panel Also participating in the panel were Prof. James Crowley, University of Wisconsin; Frank Campbell, State 4-F Club leader; Archie Putnam, Chippewa Falls Hugh Albers, county agent; Roger Thayer, State Department of Agriculture; Robert Roseberry, P. C. Anderson, Bill Uthmeier, Victor Quick and Alvin W. Ahrens, the latter from the U. S. Trotting Association.

In the Friday morning session the major subject was increasing of receipts. Participants included William H. Dougherty, R. B. Harris, William Steckling, C. J. McAleavy, Forest Knaup, Win H. Eldridge, Jerome Riedy, R. C. Planert, Norman Kaul, Howard Kuhn, Robert Moratz, Harold Lochner, Harlan Seyforth and Uthmeier. Don N. McDowell, director of agriculture, also gave his annual address.

New on the social side of the program this year was a luncheon for fair men's wives and other ladies present at the convention. Almost 30 turned out for the luncheon where hostesses included Mrs. Willard Masterson, Mrs. Charles Drewry, Mrs. W. H. Eldridge and Mrs. R. C. Planert.

The annual cheese and beer party on Thursday evening drew its usual big turnout. This was again presented thru the courtesy of the Wisconsin Cheese Makers' Association, Drewry and the officers and directors of the State association.

Professor George Briggs, Madison, was toastmaster at the Friday night banquet, with Dr. C. W. Carey as chairman. Following supper, a floorshow was staged by the Hunter Artist's Bureau. Acts included Gus and Gregg, comedy-music; Lang Troupe, teeterboard; Benny Meroff and Kathleen, comedy; Ross and Stone, comedy; Al Hoffman, novelty, and the Julinda Family, balancing. Steve Swedish and his ork provided the music.

Gil Gray Circus elephants, lions, camels and llamas took part in the parade at Dallas for the Cotton Bowl football game. . . The Dorey Millers were in Smith Center, Kan., for the holidays, while the Kelly Miller family was at Denver.

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COMING EVENTS

Arizona Phoenix—Phoenix Automobile Show, Jan. 8-13. Phoenix—Arizona Sports, Vacation, Boat & Trailer Show (Coliseum), Feb. 12-17. Ken Baker.

California Richmond—Richmond Automobile Show, Feb. 15-17. San Diego—Auto Show, Jan. 18-27. San Diego—All-Breed Cat Show (Conference Bldg.), Jan. 12-13. San Diego—National Doll Show, Feb. 4-9. San Francisco—China, Glass and Gift Show, Feb. 3-8. Kay Leber, 1355 Market Street.

San Francisco—San Francisco Automobile Show, Jan. 5-13. San Francisco—National Sports & Boat Show (Cow Palace), March 1-10. Thomas Rooney. San Jose—Better Homes Exposition, March 5-10. Patrick J. O'Toole.

Colorado Denver—Denver Automobile Show, Feb. 4-9. Denver—National Western Stock Show, Jan. 11-19.

Connecticut Hartford—Connecticut Sportsmen & Boat Show, Jan. 19-27. F. J. Byron Jr. Hartford—7th Annual National Automata Show, Feb. 20-24. New Haven—Connecticut Boat Show (Arena), March 21-24. Milton Cottler.

District of Columbia Washington—Washington Auto Show, Jan. 5-13. Washington—National Capital Flower & Garden Show (Nat'l Guard Armory), March 7-13. Al Harloff.

Florida Clewiston—Sugarland Expo., Jan. 31-Feb. 4. Doug Peary. Kissimmee—Kissimmee Valley Livestock Show, Feb. 14-17. Carlyle Bronson. Madison—N. Fla. Livestock Show & Sale, Jan. 28-29. C. R. Hamrick Jr. Miami—S.E. Fla. & Dade Co. Youth Show, Jan. 23-27. Lamar S. Walker. Plant City—Fla. Strawberry Festival, Feb. 18-23. P. W. Nulter. Quincy—W. Fla. Livestock Assn. Pat Cattle Show & Sale, Jan. 22-24. A. G. Driggers. West Palm Beach—Palm Beach County Fair, Jan. 18-26. Lamar Allen. Winter Haven—Fla. Citrus Expo., Feb. 11-16. Philip E. Lucey.

Georgia Atlanta—Southeast Boat & Sports Show, March 1-8. Atlanta—Southern China, Glass & Gift Show, Jan. 20-23.

Illinois Chicago—Chicago Auto Show, Jan. 5-13. Chicago—National Boat Show, Feb. 8-17. Guy W. Hughes. Chicago—International Sports & Outdoor Show (Amphitheater), March 8-17. Frank M. Hogan. Peoria—Peoria Sports, Boat, Home & Vacation Show (Robertson Field House), March 26-31. Sidney J. Page.

Indiana Fort Wayne—Fort Wayne Sports, Vacation & Boat Show, Jan. 29-Feb. 3. Indianapolis—Indianapolis Auto Show, Jan. 18-26. Indianapolis—Indianapolis Sports, Vacation & Boat Show, Feb. 22-March 3. Melvin T. Ross.

Iowa Ottumwa—Iowa-Missouri Outdoor America Show (Coliseum), March 28-30. Laurence Hamley.

Louisiana Cameron—Fur and Wildlife Festival, Jan. 7-12. Maryland Baltimore—Automobile Show, Jan. 18-26.

Massachusetts Boston—New England Sportsmen's & Boat Show, Feb. 2-10. Albert C. Rau. Topsfield—Sportsmen's and Boat Show (Fairgrounds), April 18-21. Danvers Fish & Game Club.

Mexico Mexico City—Second International Automobile Show, Jan. 4-13. Michigan Bay City—Poultry Show, Jan. 10-13. Bay City—Better Homes Show, March 18-20. Jack Davis, Box 12. Detroit—Detroit Auto Show, Jan. 19-27. Detroit—Detroit News Boat Show, Feb. 2-10. Frank Jenkins. Detroit—Detroit Sports & Travel Show (Fairgrounds), March 9-17. Frank Jenkins.

Minnisota St. Paul—Land-o-Lakes Boat, Marine & Tackle Show (Auditorium), March 15-24. Noel Van Tilburg.

Missouri Kansas City—Kansas City Auto Show, March 2-10. Kansas City—Kansas City Sports, Boat, Trailer & Travel Show, Feb. 1-10. F. W. Kahler. St. Louis—Auto Show, Jan. 19-27. St. Louis—Builders' Home Show, Feb. 9-17. Mel Doernhoefer. St. Louis—Midwest Sports Show, Feb. 23-March 3. Wendell Emrick.

Nebraska Lincoln—Lincoln Auto Show, March 13-17. Lincoln—Sports and Vacation Show (Fairgrounds Expo. Bldg.), March 28-31. Jack Hutchens, P. O. Box 1966. Omaha—Omaha Auto Show, Feb. 2-10. Omaha—Omaha Sports, Vacation & Boat Show (Auditorium), March 2-10. G. E. Budde.

New Mexico Albuquerque—Albuquerque Auto Show, Feb. 11-17.

New York Buffalo—Buffalo Automobile Show, Jan. 5-12. Buffalo—Buffalo Boat, Travel & Sports Show, Feb. 22-March 2. George W. Collins. Jamaica—Long Island Boat & Sportsmen's Show (Armory), March 2-10. Albert J. Chase. New York—American Toy Fair (New Yorker and McAppin Hotels, Toy Bldg.), March 6-15. New York—National Sports & Vacation Show, Feb. 15-24. Vic Oristano. New York—National Motor Boat Show, Jan. 19-27. Joseph E. Chote. Rochester—Rochester International Sports & Boat Show (War Memorial Aud.), March 8-17. Vic Oristano. Rochester—Rochester Automobile Show, Jan. 26-Feb. 2. Schenectady—Schenectady Auto Show, Jan. 14-19. Syracuse—Auto Show, Feb. 17-23. Syracuse—Food-O-Rama, Feb. 3-10. Syracuse—Post Standard Home Show, March 5-8. Syracuse—Central New York Builders & Garden Show, March 28-April 2. Syracuse—Syracuse Automobile Show, Feb. 17-23.

North Carolina Asheville—Asheville Auto Show, Feb. 14-17.

Ohio Cincinnati—Cincinnati Automobile Show, Jan. 21-26. Cleveland—American and Canadian Sportsmen's Vacation & Boat Show (Auditorium), March 22-31. A. W. Newman. Columbus—Columbus Dispatch-Journal Vacation, Travel & Boat Show (Fairgrounds), March 15-24. Ben Cowall. Toledo—Sports, Home, Boat & Auto Show, March 9-17. Paul Spor, Spitzer Bldg.

Oklahoma Oklahoma City—Boat, Sports, Vacation, Hobby & Outdoor Show (Municipal Aud.), March 10-17. Jack Wright. Oklahoma City—Okla. 4-H & FFA Livestock Show, March 11-15. A. K. Mackey. Okla. Nat'l Stockyard Co. Oklahoma City—Greater Okla. Home Show, March 24-31. Gus Fields, Biltmore Hotel.

Oregon Portland—Portland Boat Show, Feb. 22-March 3. The Oregonian. Pennsylvania Harrisburg—Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), March 25-30. J. Altland. Harrisburg—Pennsylvania State Farm Show, Jan. 14-18. H. R. McCulloch. Pittsburgh—Pittsburgh Automobile Show, Jan. 19-26. Philadelphia—Philadelphia Motor Boat & Sportsmen's Show (Convention Hall), March 1-9. Clinton W. Smullen.

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VENDING MACHINES

64

THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

JANUARY 12, 1957

'57 to Be Year of Conversion And Replacement for Cig Ops

Sales May Be Highest Ever, But Filter Growth Will Call for Big Capital Outlay

NEW YORK—While it is unlikely that cigarette operators will make any record profits for 1957, total cigarette sales for the year could well be the highest in the industry's history.

The two keys to the cigarette vending picture are the growth of share-of-market for filter tips and the lessening of the effects of the cancer scare.

During the last two years, filters have presented a knotty problem to vending operators. On one hand, failure to stock the filter brands has cost them sales. On the other hand, vending filter brands without converting single-price-selection manual machines has cost them profits.

Convert or Replace

The obvious answer, of course, is to either convert or replace so the consumers' desires will be satisfied and the vended price will be high enough to give the operator a fair profit.

While conversion or replacement might be the obvious answer from a long-range viewpoint, operators have been loath to scrap equipment which is functioning properly.

CAVA Meet To Discuss Advertising

LOS ANGELES—Methods of creating demand for more vending machines in the field thru advertising will be discussed by the California Automatic Vendors' Association at its bi-monthly open meeting in the Colonial Room of the Ambassador Hotel January 18, B. J. (Bob) Grenier, association president, announced here last week.

Representatives of Apco, Dario-matic, National Vendors, The Nestle Company, General Foods, Sweetheart Products and others will serve on the panel that will informally deal with the matter.

Operators are welcomed to the meeting, Grenier added. Reservations should be made in advance of the date, which was changed from January 11. The dinner, including tips and tax, will be \$5.70. Those planning to attend should contact Grenier at Deluxe Vending Service, 5878 Smiley Drive, Los Angeles 16.

Austin Preps Nickel 'Soup Service' Pkg.

CHICAGO — Austin Packing Company announced it will introduce a nickel "soup service" package for venders in April. The firm is now awaiting the delivery of special packaging machinery for its new product.

The soup service will contain Austin's Menu Crackers, separately sealed from a plastic soup spoon, napkin and individual salt and pepper tabs. The package will be sealed with a zip tape for easy opening.

Dimensions of the package are 5½ by 1½ by 1 inch, conforming to size requirements of a standard candy bar vender shelves.

The prospect of converting and replacing cigarette machines on a large scale scares many operators. Hence, operators have been vending filters at the same prices as regulars and operating at little or no profit, or else they have not been stocking them at all and losing sales.

30% of Market

When filters comprised only 10 per cent of the market in 1954, the vending operator could afford not to stock them. But in 1955, filters accounted for 19 per cent of the market, and that figure rose to 30 per cent last year.

At the National Automatic Merchandising Association's convention last month, most of the machines exhibited had from 17 to 22 selections, with at least three price variations, for regulars, kings and filters.

The number of locations where a machine stocking seven or eight

brands, and vending at a single price, can operate at a profit, is steadily decreasing.

All of this adds up to the fact that operators must replace and convert cigarette machines on a wholesale basis during 1957. The trend toward filters continues unabated, and these premium-priced brands could well account for one-third of all domestic cigarette sales by the time the year is out.

This substantial capital investment on the part of operators, of course, will mean less profit for the year on the basis of income and outgo.

Figuring on the basis of depreciating the new equipment over a five-year period, the operators will be well ahead of previous years. But, at the end of 1957, they might have less actual cash on hand if they replace and convert.

But for most operators, there
(Continued on page 65)

SPICE PROFITS

Vary Bev Vender Menus: Mills, Jr.

CHICAGO — Variety can furnish the spice of life for beverage vending if properly applied by operators as a sales stimulant, according to Fred Mills Jr., sales manager of Bally Vending Corporation.

"Carefully tabulated collection reports," Mills said, "prove that frequent variation of the 'menu' of a multiple-selection vender invariably produces better revenue than the identical vender in a comparable location with the menu remaining constant week after week.

"For example, keeping coffee, served four ways, as a standard offering, an operator of a beverage vender may vary the remaining selections with hot chocolate, hot beef soup, ice-cold limeade and ice-cold orangeade, to name but a few.

"Next week he may substitute hot chicken soup for the beef soup, giving the menu a welcome new look that invites increased patronage. The following week he may change to tomato soup and at the same time put in lemonade in place of limeade.

"Considering the variety of liquid concentrates now available for soups and cold drinks, an operator could change his menu weekly and

go for two years without repeating the exact same menu. Quickly interchangeable title-strips for soups and cold drinks should be obtained for each vender.

"Candy and snack operators, of course, have long known the benefits of frequent variation of merchandise. Service problems have heretofore discouraged variety-vending in the beverage field, a situation now corrected by the service simplicity of venders and the wide range of flavors available in liquid concentrates. Actually, the vending operator may quickly and easily change the menu every time he visits a location for collection or routine service. And he will find that variety-vending really pays."

Northwestern Markets Own Brand Candy

MORRIS, Ill. — The Northwestern Corporation is marketing its own line of Sweet 16 boxed candy, for its candy vender of the same name.

The candy is purchased in bulk from E. J. Brach and Hershey, and repackaged in Chicago for Northwestern. The suppliers' name also appears on the box.

Northwestern says the specially packaged candies are sold only to operators who have its candy machines.

GOV. WOULD HIKE MD. CIG TAX 5c

BALTIMORE — If Maryland's Gov. Theodore McKeldin has his way, the State's cigarette operators will be saddled with the highest tax in the nation. Governor McKeldin proposed that the Legislature boost the tax on cigarettes by 5 cents a pack, and he added that a graduated tax of from 2 cents to 4 cents could be placed on cigars. The Governor is a non-smoker.

Europe Drink Machine Mkt. Growth Seen

NEW YORK — Austria and Sweden may soon open up as markets for American cup drinks, according to Arnold Cortell, Ameropa Shipping and Trading Corporation, export agent for Cole Products and other American vending machine manufacturers.

Cortell disclosed that he had recently shipped three four-selection Cole units to Austria. Indications are that these machines will be used on industrial locations.

He pointed out that vending in Austria, until now, has been confined primarily to cigarettes and candy on outdoor locations. He added that his firm had shipped only five drink machines to that country in the year since the Russian occupation has ended. Most of the candy and cigarette machines used in Austria are made in Germany.

Swedish Shipment

He also disclosed that a shipment of drink machines has been sent to Sweden, and that the Scandinavian nations may be following West Germany's lead in introducing drink machines in Europe.

Cortell added that Italy is beginning to shape up as a cup drink machine market, with 15 units shipped there in the last five months. Some of these machines are in the huge Olivetti plant.

Ameropa recently had an order from Venezuela for six Du Grenier cigarette machines. It was the first order the firm has had for cigarette machines from that country, Cortell said.

Continental Sales Hit \$1.2 Million in Month

WESTBURY, L. I., N. Y.—In the first annual report issued by Continental Industries, Inc., sales of \$1,200,000 during September were listed for the National Vending Corporation and its subsidiaries. Sales of the Continental Car-Na-Var Corporation for the first 11 months of the year, and for the Car-Na-Var division for September, aggregated \$475,000, against \$485,000 for 1955.

Continental Industries is the corporation formed as a result of a merger between the National Vending Corporation and the Continental Car-Na-Var Corporation. National is a vending machine manufacturing company (cigarette, drink and coffee machines) with operating subsidiaries. Car-Na-Var has made floor waxes for the industrial-institutional market and is entering the consumer wax field.

Continental Industries was formed last August. Hence, there are no comparable 1955 figures for

the fiscal year, which ended September 30.

While Car-Na-Var showed a net loss for the year of \$56,400, compared with a profit of \$2,725 the previous year, for the six months preceding the merger, National Vending and its subsidiaries recorded net income of about \$200,000. This figure is after deductions for depreciation and taxes on an income of about \$480,000.

After the merger was completed, the National Vending profit was transferred to the paid-in surplus account of Continental Industries.

\$15,000,000 Rate

The National Vending Corporation currently has consolidated net sales at the rate of \$15,000,000 a year. For its last fiscal year before the merger, sales were approximately \$10,000,000.

Continental Industries plans to develop along three lines, the man-
(Continued on page 65)

IVI, Schroeder Set Up Coffee Unit Mfg. Firm

CHICAGO — Schroeder Products Company, Inc., joined with Industrial Vendors, Inc., in setting up a jointly owned manufacturing Company January 1 to produce hot beverage venders.

The firm, to be called IVI Products Corporation, will be located in Hammond, Ind. Plans call for production of liquid instant and self-brew coffee machines, with other lines to be added later. Schroeder Products Company will act as national sales representative for IVI vending equipment.

Officers of the new company are Albert L. Schroeder, president (he resigned as president of Schroeder Products to devote full time to his new job); Sidney S. Rudin, vice-president (who set up Industrial Vendors and continues as its head); John A. Totten, secretary (and vice-president of Industrial Vendors), and George A. Schroeder, treasurer.

Mills to Limit 1st Qtr. Output

CHICAGO — Mills Industries, Inc., will continue limited production of its venders thru the first quarter of 1957. According to Nicholas Konder, general manager of the F. L. Jacobs Company subsidiary, decisions on resumption of full production, or sale of assets, hinge on disposal of present inventory.

At present Mills has in stock over 100 canned food machines, six and three-selection models; several hundred coffee venders; 100 orange juice concentrate machines and components for assembling 500 ice cream freezers.

Announcement was made at the NAMA convention that Mills canned food venders are available for outright purchase, and while bids have not been solicited, Konder stated several overtures were made by interested parties.

FTC Charges Vendit With False Ads

WASHINGTON—Vendit, Inc., a Cleveland firm promoting, selling and distributing vending machines, was charged by the Federal Trade Commission with using "bait" and other forms of deceptive advertising to sell its machines and supplies.

According to the Commission complaint, Vendit falsely advertised in "help wanted" sections of newspapers, "as a bait to induce inquiries" on employment prospects. Vendit salesmen then attempted to sell gum, candy and nut vending machines to persons who answered the ads. The complaint alleges that these salesmen misrepresented the money to be earned.

It also alleges that the extent of security in such a business and the assistance given by the company to purchasers were misrepresented.

Named in the complaint is the company's president, Susan D. Clark. Parties are granted 30 days to file an answer to the complaint. A hearing is scheduled March 5 in Cleveland before a Commission hearing examiner.

1957 Year of Conversion

Continued from page 64

won't be any difficult decision this year. It can well be a case of replace and convert, or else.

The prospects for sales are the best ever, with the nation's growing population and the lessening of the cancer scare the two big factors in the improved picture.

Last year, Americans smoked 394 billion cigarettes, according to Department of Agriculture estimates. This is an increase of 12 billion over 1955.

Price Differential

A good measure of credit for this increase must be given to the filter brands, with six major manufacturers making 14 filter brands. While the filters were 3 to 5 cents higher than standards at the outset, many brands cost only a cent or two more than regulars now. But that cent or two is enough to make it necessary for at least dual-price vending.

Much of the filter growth has been at the expense of non-filter brands. Non-filter kings, which gained 34.6 per cent in total sales since 1952, declined 6.2 per cent last year, and regulars fell 9.7 per cent during the year.

The grand subsidy picture for the year is not clear, but the new higher capacity machines will certainly enable operators to take advantage of more deals.

AJ Allowances

Latest allowance is that of the American Tobacco Company, offering \$8 a year on Hit Parades. However, operators have been notified by the Harrouh Corporation, agent for Liggett & Myers, that the subsidy for Chesterfields, regulars and kings, and L&M filters, has been reduced from \$20.50 a year to \$12 a year.

It could be that filters will become so strong that cigarette manufacturers may reduce or eliminate subsidies on the theory that the operators must carry those brands to satisfy their customers. With machines of limited capacities, only able to accommodate one or two filters, the subsidies represented a form of bidding on the part of manufacturers to get their brands represented.

But, with machines of 20 or more columns, the operator is able to carry all major filters. That's one of the reasons he bought the machine in the first place.

Less Competition

So, with the increase in brand selection, the competition for the columns lessens. Whether the reduced competition will be felt in the subsidies is not known. But it would tend to at least make the cigarette manufacturers hold the line, or, as in the case of L&M, cut down a bit.

Most cigarette authorities are agreed on one thing tho, the decline in sales which started in 1953 is definitely over and 1956 sales should be a record or near-record levels.

COINMEN YOU KNOW

Chicago

By NICK BIRO

Paul Huebsch, Keeney general sales manager is all smiles about a new Keeney surprise, but no comment as yet. Ed Jorgenson, field sales service representative for Keeney, up in Montreal conferring with Leonard Drabkin, head of Lawrence Novelty, the New Keeney distributor in Canada. Meanwhile, President Roy P. McGinnis is going South on combination business and pleasure. Ben Coven, head of Coven Distributors, showing the new Wurlitzer models, starting January 6, for two and one-half days. Refreshments will be served to all attending the exhibit.

The New Year was somewhat saddened for Ralph Sheffield, when his young son came down with a case of mumps—but Ralph reports the boy is up and well again. In at Genco—Al Simon from New York, looking over the new six-player skee ball. Avron Gensburg, Genco's vice-president, off for Florida for a week's rest. Herb Jones, at Bally, entertaining Jimmy Savarese, Valley Sales Distributors, in South Bend. Herb also tells us that Tom Callaghan, assistant to the president at Bally, is recuperating nicely from his recent illness and plans to be back soon.

The new year also brought sickness to Mac Brier, of Donan. Mac was returning with his family from a vacation on the Coast, when his two daughters, wife and himself came down with the flu. Mac had to stop somewhere between Tucson and El Paso, but reports that everybody is pretty much over the "bug," and they should be home soon. Don Moloney, of Donan, tells how they're converting their automatic (high-scoring) pool games to bumper pool with new tops, and moving them to private homes and basements. Don says they're getting anywhere from \$85 to \$100 per game.

Bill DeSelm, United's busy sales manager, left Sunday for Des Moines to visit Sandler Distributors for a showing of United and Wurlitzer equipment. Also travelling — John Casola, to see Ray Williams, head of Commercial Music Distributors in Dallas, for a joint showing of the Wurlitzer and United line. Joe Kline and Wally Finke, at First Coin Machine Exchange, hosting

operators from around the State—Jim Harmon, Terre Haute, Ind.; Earle and Gene Fiedler, Rantoul, Ill.; Mr. and Mrs. John Bartlett, Mundelein Ill., and Bill Isetts, and his son from Kenosha, Ill.

Frank Mencuri, at Exhibit, pretty happy over having his family back from California—they're going to settle here permanently. Fred Skor, of World Wide Distributors, tells us that shuffle alleys and the Gottlieb five-ball novelty pin games are moving well. Purveyor's Marie Hopp tells us that Herb Perkins waxes happily during his business-pleasure trip down South. Marie, who flew to New York over the last weekend for the Bear-Giant game, reports it was pretty chilly at the game. (It was pretty chilly for Bear fans here, too, Marie). Al Gottlieb back to the plant after a trip to Florida. Judd Weinberg, acting pro-tem, tells that Rainbow is moving well.

New York

By AARON STERNFIELD

Tenth Avenue has been like a ghost town the last two weeks. (Continued on page 66)

Great Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED.
HEAVY SHEET METAL BASE.
TIN SCOOP.
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE.
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160 capacity, prewar model... \$110.00

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Continental Sales

Continued from page 64

manufacture of a full line of vending machines, expansion of vending and music routes, and entry of the Car-Na-Var division into the \$160,000,000 consumer floor wax market.

Continental's manufacturing effort began with a Corsair, a 20-column electric cigarette machine. Introduced recently were a premix drink vender, a self-brew coffee machine and the Serv-O-Mat display front for battery installations.

Major items listed in the firm's assets of \$7,335,778 were vending machines (\$4,596,516) and buildings, machinery and equipment (\$1,617,920).

NEW YORK — Inveco, Inc., producer of an instant coffee vender and a combination hot-cold drink model, has been purchased by the Carbon Heater Corporation, both of New York.

Carbon Heater Corporation produces instantaneous water heaters and steam generators.

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ALSO AVAILABLE: ROWE PRICE DIFFERENTIAL BARS • NEW CIGARETTE MACHINES (Containers) for all DuGrenier and National Machines. Will vend King Size & Reg. in all Cols. We can also "King Size" your old Rowe machines.

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We Carry in Stock Every Make and Model of Name Brand Cigarette and Candy Vendors.

TRADE PRICES
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400 DELUXE
PENNY FORTUNE SCALE
NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies

13" WIDE
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4650 W. Fulton St. Chicago 44, Ill.
Est. 1889 Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago



amco
Since 1900

COMB VENDOR



Model No. 23A

9" WIDE
6 1/4" DEEP
15 1/4" HIGH
LARGE PROFIT
ON SMALL
INVESTMENT

Ten cent play. Coin returned when machine is empty. Holds one half gross of combs. You enjoy the profit when that lost pocket comb has to be replaced.

Write for Circular and Name of Nearest Distributor

HARMON
MACHINE CO.
INC.

Designers and Manufacturers of Quality Vending Machines

P. O. BOX 147 • WICHITA, KANS.

COINMEN YOU KNOW

• Continued from page 65

with game and music operators waiting for the end of the holiday season before buying equipment. But the distributors, taking advantage of the lull to catch their breath and looking to a heavy buying surge in the new few weeks, didn't seem to mind too much.

J. SCHOENBACH
Distributor For
Harmon Machine Co., Inc.
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
PResident 2-2900
PHONE or WRITE FOR PRICES

Keeneys 3 VENDERS

SOUP
COFFEE
SNACKS

BRING 3-WAY PROFITS!

Write FOR FREE CIRCULARS TODAY!

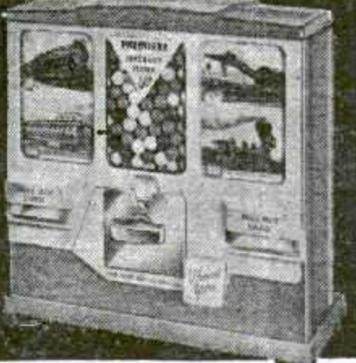
J. H. Keeneys & CO. INC.
2600 W. FIFTIETH ST. • CHICAGO 32, ILL.

SAVE MORE MONEY—
MAKE MORE MONEY

Subscribe to The Billboard TODAY!

WE HAVE

OAK'S
"PREMIERE"



BUYMORE SALES CO.
6 Bayview Avenue
Lawrence, L. I., N. Y.

POPPERETTE

Fully Automatic
Popcorn Machine

10c Hi Profit %

\$159.00

TERMS: 1/3 Deposit With Order, Balance C.O.D.
WRITE, WIRE OR PHONE

Mayflower Distributing Co.
2227 University Ave. St. Paul 4, Minn. Midway 6-7901

THE WOODPECKER THAT PECKS!

An action packed toy. Also see the vacuum plated POOL TABLE and new SHOE SHINE BOX.

Send 35c for Regular Sample Kit of Charms

"Patent #2762411"

SURE LOCK—the perfect capsule. Outstanding Items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

PENNY KING COMPANY
2538 MISSION STREET PITTSBURGH 3, PA.

Things at Local 433, the game union, are a little slow. So Mrs. Sylvia Goldberg, secretary at the union, is off on a Nassau cruise with her husband.

Frank Brehenny, LaSalle Music, recently lost his sister, Mrs. Irene Hearn. . . . Sandy Moore, Suffolk-Nassau Amusement, returned from a Miami vacation. Sandy and Gabe Foreman open their new addition in Freeport at the end of January.

Martin Blatt, AMI field engineer, and Irv Kempner, Runyon Sales, have been doing the rounds visiting operators. Perry Lowengrub, Runyon salesman, is sporting a new Oldsmobile. Lou Wolberg, Runyon office staff, was feted at a birthday party last week.

Chet French, Farrell & French, was in to visit Murray Kaye at Atlantic-New York last week. Recent visitors on 10th Avenue were John Tartaglia, County Vending, Port Chester; Jack Wilson, Modern Vending, Newburgh, and Ken Grothwold, Suffolk Vending, Northport. . . . Harold Rosenberg, United Games, Peekskill, is planning a Mexican vacation at the end of the month.

Boston
By CAMERON DEWAR

Great joy at Trimount Automatic Sales Corporation. President David S. Bond is a grandfather for the first time. Proud papa is Marshall Caras, assistant to the general manager and Dave's son-in-law. The little girl and mama are doing well. Following the Christmas party for the children of Trimount staff, the employees had their own shindig, with distribution of largesse from the profit-sharing plan.

Dave Baker, president of the Music Operators' Association of Massachusetts, reports the recent dinner of the group was a financial as well as a social success. Plans are already under way to make the second annual banquet better than the first. Dave Gropman, of Beacon Hill Music Company, enjoyed a visit to New York with his wife to mark their 12th wedding anniversary.

The Christmas spirit permeated the Hub and even rival distributors were having fun together. Si Redd, of Redd Distributors (Wurlitzer), and Louis Blatt, of Atlas Distributors (AMI), were guests of Ed Ravreby at the Christmas party and showing of the new Rock-Ola 200. Nicholas (Peachy) Casanta, Milford operator, showed his talents on several instruments. Peachy teaches music when he isn't running his route and is reputed to be able to perform on 14 musical instruments.

Cloverleaf Caterers, run by
(Continued on page 67)

Propose Venders For Mil'kee Court

MILWAUKEE—A resolution to install food and drink vending machines on each floor of the Milwaukee County Courthouse was introduced to the county board by supervisor Robert Schmidt last week.

Such machines would make coffee, soft drinks and other products more easily accessible to employees in the building, the resolution pointed out, adding that considerable criticism had been leveled against county employees who gathered during working hours at the present concession stand on the main floor during coffee breaks.

Jeff City Cig Tax Nets \$10 Mil. in '56

JEFFERSON CITY, Mo. — According to official figures compiled by Director M. E. Morris, of the Department of Revenue, collections of the State cigarette tax totaled \$10,056,828.03 for 1956, or more than \$1,000,000 more than had been anticipated in the first year of operation.

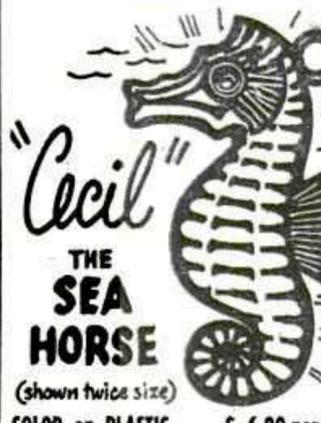
As pointed out by Morris, the tax became effective January 1, 1956, with the proceeds earmarked for the public schools, with the 1955 Legislature estimating it would produce a maximum of \$9,000,000 annually.

FOR SALE

150 Advance Ball Gum Vendors and 75 Northwestern Vendors, \$1.50 each for the lot.

NICHOLAS SCHIRO
2000 S. Carrollton Ave.
New Orleans 18, La.

"Cecil" THE SEA HORSE



(shown twice size)

COLOR on PLASTIC . . . \$ 6.00 per M
TWO-TONE VACUUM PLATE 12.50 per M

at your distributor or
Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	\$12.00
N.W. DeLuxe 1¢ & 5¢ Comb.	12.00
N.W. #39 1¢ Porc.	7.95
N.W. #33 1¢ Porc. B.G.	6.50
Columbus 5¢ Bulk	6.50
Silver King 1¢ B.G. or Mdse.	7.45
ABY Guns	30.00
Acorn, 1¢ or 5¢	8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.77
Pistachio Nuts, Large Tulle	.74
Pistachio Nuts, Vendor's Mix	.67
Pistachio Nuts, Sheik	.55
Cashew Whole	.66
Cashew Butts	.61
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.57
Tabby-Lets, 20¢	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets (similar to M. & M.), 50¢	.40
Assorted Fruit Charms, 100 ct.	.42
Hershey-ets	.43

Complete line of Parts, Supplies, Signs, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.
STAMP FOLDERS, Lowest Prices. Write

BRIGHTEN YOUR MACHINES



ACTUAL SIZE

NEW Snappers
(slightly smaller)
WITH JEWELLED STONES available
TERRIFIC EYE CATCHERS

20 M or more assembled (jewels additional) @ \$6.00/M
Rhinestones \$6.75/M
Plastic Jewels 2.00/M

STICKERS AVAILABLE at your distributor or:

paul a. PRICE co. inc.
55 Leonard St., N. Y. 13, N. Y. Corlondt 7-5147-8

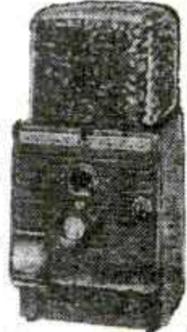
GIVE TO DAMON RUNYON CANCER FUND

THERE ARE BIG PROFITS IN

NUTS

GET YOUR SHARE WITH
Northwestern

49 NUT VENDER



Interchangeable SANI-CARRY globe for faster servicing.
Displays merchandise to best advantage.
Also available in Hot Nut.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

Experienced Operators Say:
"YOU MAKE MORE MONEY WITH . . ."

Northwestern

VENDING EQUIPMENT"
PROVE IT TO YOURSELF!

Just try a Model 49 all-product vender on your route and see for yourself how you can make more money. It's available in 1¢, 5¢ or 10¢ play. Write for complete details of this and other Northwestern money makers today.

THE NORTHWESTERN CORP.
2172 ARMSTRONG STREET MORRIS, ILL.

COINMEN YOU KNOW

Continued from page 66

the Cellucci brothers, have replaced their Coffee Cup machine with a handsome Brewmaster at one of the local newspaper plants. The machine serves coffee, hot chocolate and a beef broth and has boosted sales at the spot. . . . Freddy Faretra down from Concord, N. H., with his

daughter, who assists him in his business. Both attended Associated Amusements' Yule whing ding.

Victor Atwater, of Somerville National Bank, being congratulated by local operators on his elevation to president. Vic is a good friend of many operators and was the first banker in these parts to take on financing for the music business. One-stopper Jerry Flatto, of Boston Record Distributors, collected quite a sum for the needy children of the district. Jerry used miniature Santa Clauses into which the operators put their change.

Memphis

By ELTON WHISENHUNT

Drew Canale, owner of Canale Amusement Company, is becoming a photography bug. He's going in not only for stills but also home movies. Drew's route manager, Thomas T. Blankenship Sr., enjoyed a visit from his son, Thomas Jr., during the holidays. The son is in the Army stationed in Germany. He went to high school with Elvis Presley. . . . Southern Amusement Company, headed by Clarence A. Camp, president, and Parker Henderson, general manager, held open house for their friends and customers on Christmas Eve.



CANALE

Howard Glisson, route man for Southern Amusement Company, and Dink Campbell, route manager for Heard Music Company, at Newport, Ark., are attending a complete factory-trained school at AMI, in Grand Rapids, Mich. . . . George Sammons, president of Sammons-Pennington Company, Seeburg distributors, sent his friends and customers a cigarette lighter for Christmas. Name of his company and "Seeburg 200" was printed on each lighter.

Parker and Kathleen Henderson (he's general manager of Southern Amusement Company) are frequent visitors to Variety Club. They report seeing Elvis there often, say he's a nice boy, chats with all who seek him out. . . . Officials at S & M Distributing Company, Frank Smith, president; Allen Dixon, vice-president and general manager, and Earl Montgomery, secretary-treasurer, report the Rockola 200 moving nicely.

Mid-South ops in Memphis recently for shopping: H. H. Hays, Pine Bluff Music Company, Pine Bluff, Ark.; Charles Wilcox, Baker Music Company, Pine Bluff; Harold

(Continued on page 73)

Acklin Resigns Coca-Cola Berth

NEW YORK—Arthur A. Acklin, a 31-year veteran with the Coca-Cola Company, retired last week. Previous to his retirement Acklin was a board member and chairman of the firm's advisory committee. He had been president of the Coca-Cola Company and the Coca-Cola Export Corporation. Acklin joined the firm in 1925 as assistant to the president. Ten years later he was named secretary and treasurer of the company. He has been a director since 1938.

SCANDINAVIAN CAPERS

Danes Shape Future Growth for Vending

By TED WOLFRAM

COPENHAGEN, Denmark—A good market is developing here and in the other Scandinavian countries for beverage, hot food and bulk vending.

Danish manufacturers do not seem to be inclined to turn out such machines, so the bid seems open to American firms which have or are planning branch factories in Germany or other European countries. German vending machine manufacturers have not gained any foothold in Denmark.

The Automat Service branch of the Borge Kruse coffee firm has steadily expanded its route of machines for dispensing packaged coffee. It operates almost exclusively in railway stations and now has at least 142 vending machines in operation. It not only has increased the number of machines on location, but is constantly replacing small-capacity machines with larger models.

The firm started a little more than two years ago with two single-stack machines (40 packages) in the Central Railway Station of Copenhagen. In this same station it now has eight (one to four-stack) coffee vending machines with a total capacity of over 240 packages. It also has four two-stack venders of rain-wear items and a one-stack tea vender in this station. During the first two years of its operation it sold nearly \$65,250 worth of coffee via its machines, at 39 cents per package.

Currently the only foreign vending machines to be seen here are a limited number of German-made ticket (railway) venders and a postage stamp vender made by the Sterners Specialfabrik, of Dala Jarnas, Sweden, recently installed in front of the branch post office in Copenhagen's Central Railway Station.

There have been no basically "new" vending machines put into operation during 1956, but almost all of the Danish manufacturers have turned out new models with minor improvements and modern cabinets. In particular, improvements have been made on machines for dispensing packaged coffee, photo films and accessories, cigarettes and flowers.

There has been tremendous expansion in route operations but the number of firms or individuals operating routes remains about the same. Majority of the routes con-

fine their operations to railway stations and similar locations. Among such are scales, foot vibrators, ticket venders and packaged coffee.

One of the few "bona fide" route operators is Sigv. Hufeldt, who within a few years has built up a route of bulk peanut vending machines which now covers not only Copenhagen but most of the other cities of Denmark. Hufeldt at present has approximately 300 counter vending machines on location. He currently is building up a route of juke boxes.

AT BIG SAVINGS

Ball and VENDING GUMS

LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. \$27 1/2 lb.
 Chicle Ball Gum, 130 ct. \$26 1/2 lb.
 Chloro-Vend Ball Gum \$40 1/2 lb.
 Chloro-Vend Chicks, 220 ct. \$40 1/2 lb.
 Chicle Chicks, 320 & 520 ct. \$44 1/2 lb.
 Bubble Chicks, 320 & 520 ct. \$27 1/2 lb.
 Tab (short stick), 100 ct. \$34 1/2 box
 8-Stick Gum, 100 packs \$1.90

F.O.B. Factory. 150 Lb. Lots

AMERICAN CHEWING PRODUCTS
 4th & Mt. Pleasant • Newark 4, N. J.

Vending Machine HEADQUARTERS

- SANITARY PRODUCTS
- SANITARY NAPKINS
- COMBS
- BALL POINT PENS
- RAZOR BLADES
- COIN TOILET DOOR LOCKS

ALL Machines and Refills for Men's and Women's Restrooms.

Authorized Factory Distributors of **ADVANCE MACHINES**

A complete supply of merchandise for ALL TYPES of machines . . .

WRITE FOR FREE CATALOG

Write, Wire or Phone 6640 N. Western Ave Chicago 45, Ill. Dept. 8
NATIONAL SANITARY SALES, INC. BR10rgate 4-7830

YOUR NAME ADDRESS

CANCER % YOUR LOCAL POST OFFICE

Give to the **AMERICAN CANCER SOCIETY**

VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25

Each \$12.75 Each 100 or more

30 day money-back guarantee if not satisfied

1/2 deposit on all orders
Write for lowest prices on filled capsules. Immediate delivery.

SPECIAL TRADE-IN OFFER
As High as \$6.00 Per Machine on **VICTOR TOPPERS**
Send Us Your List.

VEEDCO SALES CO.
2124 Market St., Philadelphia 8, Pa.
Phone: LOcust 7-1448

FINEST RECONDITIONED VENDORS

Silver King, 5c. \$ 8.50
 Acorn, 1c or 5c. 10.00
 N. W. Model 49, 1c or 5c. . . . 12.50
 Master, 1c & 5c, Comb. 8.50
 3 Col. Hot Nut. 25.00
 Columbus, 5c, New. 8.50
 Asco Hot Nut. 7.50
 N. W. Model 39. 7.50
 N. W. Model 33 Ball Gum. . . . 7.50
 Du Grenier 6-Col. 1c Tab Gum 14.50
 Du Grenier 4-Col. 1c Tab Gum 10.95
 Mills 6-Col. 1c Tab Gum (Stainless) 17.50
 N. W. 1c 10-Col. Tab Gum. . . . 19.50

OAK'S PREMIERE CARD VENDOR Write for Price

All machines completely checked and ready for location—Order with complete confidence.
1/3 deposit, balance C.O.D.

Rake Coin Machine Exchange
609-A Spring Garden St., Philadelphia 23, Pa. LOmbard 3-2676

VENDING HEADQUARTERS

Make **HUTCHINSON** the ONE and ONLY Stop for ALL your Supplies. Save TIME and MONEY with a GUARANTEE on all orders!

COMPLETE LINE OF NEW MACHINES:
 Victor Northwestern
 Acorn Stamp Machines
 Walling Scales You Name !!

"H. B." GUARANTEES EVERYTHING! Used Equipment

Filled or Empty Capsules
COMPLETE LINE OF CHARMS, BALL GUM, STANDS, PARTS and MERCHANDISE
 WRITE FOR SPECIAL GUM AND CHARM PRICES!

H.B. Hutchinson Jr.
860 North Ave., N.E. Atlanta, Ga.
Phone: TRinity 5-4300

\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$

Victor's SUPER MART VENDORAMA
(Trade Mark)

"Symbol of Progress in the Bulk Vending Field"

U. S. Patent Pending.

Write for complete details and prices.

Our specialty is helping more operators make more money.

STANDARD SPECIALTY CO.
5115 E. 14th St. Oakland, Calif.
Phone: AN 1-9037

GIMMICKS CHARMS CHARMS GIMMICKS

SE

Buy Direct From **EPHY**, or at Distributors. Free—ADVERTISING LABELS.

SAMUEL EPHY & CO., INC. 91-15 144th Place Jamaica 35 L.I. N.Y.

ELVIS PRESLEY PIN-ON BUTTONS

LOVE ME TENDER
 I LIKE ELVIS
 HEY, LOOK! ELVIS PRESLEY BUTTONS
 I LIKE ELVIS
 YOU'RE NOTHIN' BUT A HOUN' DOG
 DON'T BE CRUEL

A VICTOR EXCLUSIVE

Beware of Copies or Imitations. They will be apprehended.

ELVIS PRESLEY LOCK PIN BUTTONS will come to you in three colors and six beautiful designs. The hottest item in bulk vending.

WRITE . . . WIRE . . . PHONE your nearest VICTOR distributor at once for fast delivery.

VICTOR VENDING CORP.
5711 W. Grand Ave., Chicago 30, Ill. Phone NAtional 2-0220

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

How to Use the Index

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

HIGHS AND LOWS. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "Highs" and "lows" are most meaning when used with mean average listing.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

MOST ACTIVE LIST. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue January 12, 1957)

ARCAD E EQUIPMENT	HIGH	LOW	MEAN AVG.
1. WILLIAMS—Sidewalk Engineer... \$175.00	\$175.00	\$125.00	\$165.00
2. BALLY—Undersea Raider....	125.00	125.00	125.00
3. EXHIBIT—Shooting Gallery....	145.00	110.00	125.00
3. GENCO—Sky Rocket....	295.00	275.00	275.00
MUSIC MACHINES			
1. AMI—Model D-80... \$350.00	\$350.00	\$175.00	\$225.00
2. AMI—Model E-120... 475.00	475.00	395.00	435.00
2. AMI—M-100-C... 575.00	575.00	525.00	545.00
2. AMI—M-100-W... 795.00	795.00	625.00	755.00
SHUFFLE GAMES			
1. CHICAGO COIN—Criss-Cross... \$150.00	\$150.00	\$110.00	\$125.00
2. UNITED—Royal... 95.00	95.00	75.00	85.00
2. CHICAGO COIN—Thunderbolt... 350.00	350.00	175.00	245.00
VENDING MACHINES			
1. Rowe Diplomat Electric... \$105.00	\$105.00	\$ 95.00	\$ 95.00
2. Du Grenier (7 Col.)... 50.00	50.00	45.00	45.00
2. Stoner Candy (6 Col.)... 125.00	125.00	80.00	80.00
2. Stoner Candy (8 Col.)... 165.00	165.00	110.00	110.00
PINBALL GAMES			
BALLY			
1. Variety... \$135.00	\$135.00	\$100.00	
2. Miami Beach... 245.00	245.00	180.00	
3. Gaytime... 225.00	225.00	165.00	
GOTTLIEB			
1. Score-Board... \$315.00	\$315.00	\$250.00	
2. Wishing Well... 195.00	195.00	165.00	
3. Tournament... 300.00	300.00	245.00	
UNITED			
1. Caravan... \$375.00	\$375.00	\$325.00	
2. Triple Play... 175.00	175.00	150.00	
3. Cabana... 45.00	45.00	39.50	
3. Pixie... 250.00	250.00	195.00	
3. Stardust... 285.00	285.00	250.00	
WILLIAMS			
1. Race the Clock... \$235.00	\$235.00	\$185.00	
2. Deluxe Baseball... 135.00	135.00	85.00	
2. Hayburner... 75.00	75.00	75.00	
2. Quarterback... 285.00	285.00	275.00	
2. Wonderland... 180.00	180.00	145.00	

PINBALL GAMES

	High	Low	Mean Avg.
BALLY			
Atlantic City (5/52)....	\$ 50.00	\$ 49.50	\$ 50.00
Beach Beauty (1/55)....	345.00	275.00	345.00
Beach Club (2/53)....	75.00	40.00	60.00
Beauty (11/52)....	75.00	49.50	65.00
Big Time (1/55)....	250.00	210.00	225.00
Bright Spot (11/51)....	65.00	60.00	65.00
Broadway (12/55)....	395.00	350.00	375.00
Dude Ranch (9/51)....	75.00	60.00	60.00
Gayety (3/55)....	125.00	100.00	110.00
Gaytime (6/55)....	225.00	165.00	190.00
Ice Frolics (1/54)....	75.00	50.00	55.00
Miami Beach (9/55)....	245.00	180.00	225.00
Nite Club (3/56)....	450.00	400.00	435.00
Palm Beach (7/52)....	75.00	65.00	75.00
Palm Springs (11/52)....	85.00	60.00	65.00
Variety (9/54)....	135.00	100.00	125.00
Yacht Club (6/53)....	60.00	50.00	50.00
CHICAGO COIN			
Basket Ball Champ (10/49)....	\$195.00	\$125.00	\$145.00
GOTTLIEB			
Daisy Mae (7/54)....	150.00	145.00	\$150.00
Derby Day (4/56)....	240.00	225.00	225.00
Dragonette (6/54)....	225.00	129.50	195.00
Flying High (2/53)....	85.00	75.00	85.00
Four Belles (10/54)....	165.00	160.00	165.00
Frontiersman (11/55)....	235.00	185.00	195.00
Gold Star (8/54)....	150.00	134.50	140.00
Grand Slam (4/53)....	95.00	69.50	95.00

	High	Low	Mean Avg.
Gypsy Queen (2/55)....	\$185.00	\$145.00	\$185.00
Harbor Lites (2/56)....	225.00	179.50	210.00
Marathon (10/55)....	295.00	265.00	275.00
Mystic Marvel (3/54)....	165.00	150.00	155.00
Pin Wheel (10/53)....	120.00	99.50	110.00
Queen of Hearts (12/52)....	110.00	64.50	110.00
Quinette (3/53)....	95.00	75.00	75.00
Score-Board (3/56)....	315.00	250.00	295.00
Shindig (9/53)....	115.00	89.50	115.00
Skill Pool (8/52)....	75.00	45.00	75.00
Sluggin' Champ (4/55)....	195.00	175.00	185.00
Southern Belle (6/55)....	200.00	155.00	164.50
Stage Coach (11/54)....	175.00	149.50	175.00
Toreador (6/56)....	325.00	295.00	310.00
Tournament (8/55)....	300.00	245.00	275.00
Twin Bill (1/55)....	185.00	145.00	185.00
Wild West (8/51)....	325.00	295.00	295.00
Wishing Well (9/55)....	195.00	165.00	185.00

UNITED

ABC (2/52)....	\$425.00	\$365.00	\$395.00
Cabana (3/53)....	45.00	39.50	45.00
Caravan (1/56)....	375.00	325.00	350.00
Pixie (9/55)....	250.00	195.00	\$195.00
Stardust (4/56)....	285.00	250.00	250.00
Triple Play (8/55)....	175.00	150.00	150.00

WILLIAMS

Army & Navy (10/55)....	\$ 75.00	\$ 45.00	\$ 75.00
C. O. D. (9/53)....	85.00	49.50	85.00
Deluxe Baseball....	135.00	85.00	135.00
Grand Champion (8/53)....	95.00	59.50	95.00
Hayburner (6/51)....	75.00	75.00	75.00
Lazy Q (2/54)....	65.00	59.50	60.00
Nine Sisters (1/54)....	110.00	110.00	110.00
Quarterback (10/49)....	285.00	275.00	275.00
Race the Clock (1/55)....	235.00	185.00	225.00
Screamo (4/54)....	110.00	75.00	110.00
Sky Way (9/54)....	140.00	114.50	140.00
Times Square (4/53)....	85.00	85.00	85.00
Wonderland (5/55)....	180.00	145.00	149.50

ARCAD E EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; Mutoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecola; U—United; W—Williams, Wa—Wasting.

Air Raider (K) ('48)....	\$150.00	\$125.00	\$150.00
Anti Aircraft....	99.50	95.00	99.50
Bat-A-Score Sr. (Ev) (8/48)....	145.00	105.00	105.00
Big Inning (B) (47)....	129.50	85.00	95.00
Big Top (G) (6/54)....	395.00	295.00	325.00
Carnival Deluxe (U)....	210.00	195.00	205.00
Carnival Gun (U) (10/54)....	205.00	55.00	195.00
Champion Baseball (G)....	295.00	195.00	295.00
Coon Hunt (S) (2/54)....	175.00	150.00	150.00
Dale Gun (Ex)....	55.00	35.00	55.00
Derby, 4 Player (CC) (3/52)....	175.00	99.50	150.00
Flying Saucer (M) (6/50)....	110.00	99.50	99.50
Goalee (CC) (1/46)....	95.00	75.00	95.00
Hockey (CC)....	385.00	310.00	385.00
Jungle Gun (U) (7/54)....	\$185.00	\$135.00	\$135.00
K O Fighter....	350.00	345.00	350.00
Midget Movies (CC)....	145.00	125.00	135.00
Photomatic (M) (1/50)....	350.00	295.00	295.00
Rifle Gallery (G) (6/54)....	195.00	175.00	175.00
(Munves) (6/52)....	275.00	195.00	275.00
Shooting Gallery (Ex) (6/54)....	145.00	110.00	125.00
Sidewalk Engineer (W) (5/55)....	175.00	125.00	165.00
Silver Bullets (Ex) (11/49)....	125.00	125.00	125.00
Silver Gloves (M)....	225.00	165.00	225.00
Sky Gunner (G) (9/53)....	145.00	95.00	145.00
Sky Gunner (CC)....	95.00	85.00	95.00
Sky Rocket (G) (5/55)....	295.00	275.00	275.00
Space Gun (Ex)....	110.00	95.00	95.00
Spurland (Ex) (11/51)....	225.00	175.00	175.00
Super Slugger (U) (7/55)....	375.00	295.00	295.00
Telequiz (T) (1/49)....	95.00	95.00	95.00
Undersea Raider (2/46)....	125.00	125.00	125.00
Voice-O-Graph (M) (4/46)....	375.00	350.00	375.00
Model D-80 (51) 40 sel.,			

MUSIC MACHINES

	High	Low	Mean Avg.
AMI			
78 RPM.....	\$350.00	\$175.00	\$225.00
Model E-120 (53) 120 sel., 45 RPM.....	475.00	395.00	435.00
Model F-120 (54) 120 sel., 45 RPM.....	695.00	569.00	675.00
ROCK-OLA			
1436 A-(53) 120 sel., 45 RPM.....	250.00	179.50	\$245.00
1438 (54) 120 sel., 45 RPM.....	450.00	415.00	450.00
SEEBURG			
M-100-A (49) 100 sel., 45 RPM.....	250.00	225.00	\$245.00
M-100-B (51) 100 sel., 45 RPM.....	495.00	419.00	450.00
M-100-C (53) 100 sel., 45 RPM.....	575.00	525.00	545.00
M100G (54) 100 sel., 45 RPM.....	695.00	650.00	689.00
M-100-W.....	795.00	625.00	755.00
WURLITZER			
1650 (53) 48 sel., 45 RPM.....	425.00	259.00	\$325.00
1700 (54) 104 sel., 45 RPM.....	695.00	525.00	575.00
1800 (2/55)....	845.00	639.00	825.00

SHUFFLE GAMES

Ace Bowler (CC) (9/50)....	\$165.00	\$110.00	\$145.00
Advance Bowler (CC) (5/53)....	105.00	95.00	105.00
Carnival (K) (5/53)....	85.00	55.00	75.00
Chief (U) (11/53)....	110.00	110.00	110.00
Classic (U) (6/53)....	85.00	65.00	85.00
Clipper (U) (5/55)....	275.00	235.00	235.00
Clover Shuffle (U) (1/53)....	85.00	55.00	85.00
Criss-Cross (CC) (11/53)....	150.00	110.00	125.00
Diamond (K) (5/53)....	165.00	160.00	165.00
Domino (K) (5/53)....	75.00	65.00	65.00
Feature (CC) (7/54)....	145.00	115.00	145.00
Fireball (CC) (11/54)....	225.00	195.00	195.00
Holiday Match Bowler (CC) (9/53)....	235.00	175.00	195.00
Hollywood (CC) (5/55)....	295.00	250.00	255.00
League (K) (8/50)....	125.00	75.00	115.00
Lightning (U) (2/55)....	225.00	195.00	195.00
Magic (B) (12/54)....	225.00	175.00	195.00
Olympic (U) (8/54)....	85.00	75.00	75.00
Pacemaker (K) (9/53)....	95.00	85.00	85.00
Royal (U) (8/54)....	95.00	75.00	85.00
Shuffle Pool (G) (11/53)....	295.00	125.00	125.00
Speedlane Bowler (K)....	275.00	175.00	225.00
Super Bonus Deluxe (U)....	355.00	295.00	295.00
Super Frame (CC) (5/54)....	155.00	100.00	110.00
Team Bowler (U) (1/54)....	195.00	125.00	125.00
Tenth Frame (K)....	95.00	55.00	55.00
Tenth Frame Bowler (CC)....	75.00	65.00	65.00
Thunderbolt (CC)....	350.00	175.00	245.00
Triple Score Bowler (CC) (6/53)....	95.00	85.00	85.00
Triple Strike Bowler (CC)....	275.00	235.00	237.00

VENDING MACHINES

NOW! . . . The Billboard INTERNATIONAL
OPENS THE DOOR TO WORLD TRADE ORIGINS . . .



For
JUKE BOXES ★
PHONOGRAPH RECORDS ★
AMUSEMENT GAMES ★
 and **VENDING MACHINES ★**

IN A \$40,000,000 ANNUAL MARKET

Coin Machine and Record Manufacturers and Distributors serving the World
Export-Import Trade now have a mass-circulation communication medium.

Beginning February, 1957, The Billboard International will circulate exclusively to this growing market . . . not as a part of a general publication . . . but, rather, in a separate publication devoted to International buying and selling.

More important, your messages will not only reach, they will be read and acted upon by the buying influences in more than 5,000 quality buyers and sellers of coin-operated equipment and phonograph records . . . because The Billboard International will be published in four major languages:

- | | |
|---------|---------|
| English | Spanish |
| French | German |

▶ Have your advertising message printed in one, or all of these languages, and let this direct contact to 5,000 "live" world trade buyers build your International sales volume . . . with the effectiveness that can only be realized when a trade publication is de-

voted to the direct needs of an established market of recognized identity.

This is the purpose of the new Billboard International . . . your entree to volume sales in a world "growth" market.

Advertising Deadline for First Issue: February 5

Get full details about this direct International sales "agent." Send coupon for descriptive folder or call your nearest Billboard office.



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 188 W. Randolph St.
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 Plaza 7-2800

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 HOLlywood 9-5631

This means that every advertising campaign is channeled to your prospects and customers in over 100 countries. A few are listed below.

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| Argentina | Denmark | India | Norway |
| Australia | Dominican Republic | Iran | Panama |
| Austria | Ecuador | Ireland | Peru |
| Belgium | Egypt | Italy | Philippines |
| Bermuda | Eire | Japan | Portugal |
| Brazil | El Salvador | Lebanon | Scotland |
| British Honduras | England | Malaya | Spain |
| British West Indies | Finland | Mexico | Sweden |
| Canada | France | Morocco | Switzerland |
| Chile | Germany | Netherlands | Turkey |
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| Colombia | Guatemala | West Indies | Venezuela |
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THE BILLBOARD INTERNATIONAL
 188 West Randolph Street
 Chicago 1, Illinois

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Cash, Bank Credit Eases Op Finance

Majority Note Little Change in Terms; Some Face 1 to 2% Interest Rate Hike

This is the second part of a two-part series.

CHICAGO—Cash payments in whole or in part, and good standing with local banks, are helping music operators to ease their finance problems during a period of tight credit on the national scene.

A spot survey of operators throughout the country by The Billboard reveals that close to one-third of those reporting pay cash for 25 to 50 per cent of the cost of a new machine; less than one-fourth pay 10-25 per cent cash. Some indicated that they use nothing but cash payments.

The majority of those surveyed use 12-18 month credit terms at 6 to 7 per cent interest. More than half pay cash for at least some of the phonographs they purchase. Most found no recent increase in interest rates.

In general, operators' remarks indicate a slight tightening up of credit, but few have found that this has created any big problems.

No Great Chance

Nearly half of those surveyed pay interest rates of 6 per cent; about one-fourth pay rates of 7 per cent; one-sixth, rates of 8 per cent. No radical change in rate structure is expected in the coming months. Of course, the total amount of in-

terest operators pay in many cases ranges from 2 to 4 per cent above the 6 or 7 per cent to repay the lender the amount of interest or charges he stands in loaning money to operators.

Where available, cash payments are probably the best way to combat finance headaches. A surprising number of operators surveyed indicated partial or exclusive use of cash payments:

Said Edward Carlson, Carlson Music Company, Detroit, "I have always paid cash and taken the benefit of trade cash discount. Any

(Continued on page 79)

MOA EXHIBIT FORMS TO BE MAILED FEB. 1

OAKLAND, Calif.—Applications for exhibit space at the Music Operators of America annual convention and exhibit will be mailed to prospective exhibitors by February 1.

The convention will be held in Chicago at the Morrison Hotel May 19 thru 21.

George A. Miller, MOA president, said that for the first time a number of firms have applied to MOA headquarters for exhibit space before applications had been mailed.

Three juke box manufacturers and a number of record manufacturers have already asked for the same space they occupied last year, he said.

Int'l Tunes on Jukes Drop a Beat

Polkas Big Exception to Apparent Dip In U. S. Demand for Foreign Folk Music

Continued from page 1

large numbers of Polish and Greek nationality groups.

In Salt Lake City which has large Scandinavian, Dutch, German, Greek and Japanese populations, only two radio stations out of nine have a regularly scheduled nationality record program. None have polka programs, indicating a lack of interest in this type of music. Yet one major one-stop has reported a "surprising" increase in the sale of polka records, with some juke box operators noting an increase in the demand for polka tunes.

Altho no stations have polka programs, it should be mentioned that both stations KDYL and KSOP intersperse polka music thruout programming. But there are fewer programs devoted to nationality music than a year ago, with station KALL dropping its German record hour and station KMUR dropping its Dutch program this year.

The two Salt Lake stations with international programs are KDYL, which has German music (most of it recorded in Germany) hour on Saturdays, and KSL's "Musical Trip Around the World", a half-hour show Wednesdays which features music from many countries but concentrates on Dutch ditties.

In Miami the relationship between dominant nationality groups and international music they favor is clear-cut. Miami, with large populations of Cubans and Puerto Ricans, is experiencing an upsurge in Latin American tunes demanded. One-stops in the city are selling many more Latin American records today than ever before, with operators having equipment in locations with Cuban and/or Puerto Rican patronage are programming heavily in this music.

Interestingly, there has been a slight increase in interest in polkas but not enough to indicate a noticeable swing to that ditty classification.

There are no regular nationality record shows on Miami radio sta-

(Continued on page 81)

Wurlitzer Distribs Begin Show Of New 200, 104-Selection Models

4-In-1, 50c Chute; New Cabinet And Selector Panel for Both Models

NORTH TONAWANDA, N. Y.—The distributor organization of the Rudolph Wurlitzer Company was scheduled to begin week-long operator showings of two new juke boxes Sunday (6).

The two units, a 200-selection machine (Model 2100) and a 104-selection unit (Model 2104), are identical in cabinet design, and both feature a four-in-one, 50-cent coin chute.

In assessing the market for the two models, Bob Bear, sales manager, said, "we recognize a growing demand for a 200-selection phonograph, but the market for one with 104 selections still remains an important part of our business."

Essential difference between the two models is in the selector panel and button arrangement, title strip holders, and programming layout.

The cabinet has new three-color side paneling, with chrome trim strips. The entire panel is in a single piece. Each model is equipped with the Wurlitzer Playrak coin registration unit, which allows the presetting of various coin-play combinations on the machine.

The 200-selection Model 2100 program panel features 40 tunes in the center, with a full 80 tunes in view at all times. Push-button controlled roto page "books" allow complete viewing of the full pro-

gram. The 104-selection Model 2104 program panel offers complete title visibility with number-letter combination selection.

Carousel

Both models again feature the circular record container "Carousel" mechanism. Each segment of the circle contains a playmeter, and "record-now-playing" indicator show the side and number of the selection being played. Time cycle for reset the same on both models, the shortest cycle being six and one-half seconds.

Each model is equipped with three 12-inch speakers and a 4-inch speaker with a 25 per cent increase in amplifier output. Amplifier is mounted so that tubes and elec-

trical components may be reached without removing the pan. Removing the entire record changer mechanism necessitates only the removal of connecting plugs, four screws and disconnection of two actuating cables.

The 200-selection wall box for use in conjunction with the Model 2100, designated Model 5210, has chromed case and curved window. Title strips are illuminated from top and bottom. The top casting includes double coin entry, and the three-in-one magnetic slug rejector has a "two-nickel" feature which permits 10-cent play with 5-cent coins. It also accepts dimes and quarters for multiple play.

104-Selection Box

Continued in the Wurlitzer line is the Model 5207, 104-selection wall box. This unit may be used with any model phonograph having the Carousel mechanism and programming 104 tunes. Title strip flip pages are actuated by top levers directly in front of the coin entry. Nickels, dimes and quarters are handled by a single button selection—patrons need only push the button directly opposite the tune of their choice. The Ace Lock located at the side, features a separate key for each box.

To complete the Wurlitzer line of remote equipment, high fidelity multiple cone, wall and corner speakers are available in Models 5115 and 51.6.

CMMA Operator Wins Contract Court Case

OAKLAND, Calif.—A California music operator won a damage suit against a location owner who violated a written contract, it was announced last week.

The operator, Jerry Wilson, was awarded a judgment of \$1,500 besides interest and all court costs. Wilson, a member of the California Music Merchants' Association is the sixth operator to win a court case with the CMMA contract.

George A. Miller, president of Music Operators of America, who made the announcement, declared that "every operator and every association in the nation should have their own lease contracts and that the California Music Merchants' Association will be happy to send a copy of their contract to any operator or association requesting it."

(Editor's Note: Address of the association is 128 East 14th Street, Oakland, Calif. The Billboard has a "package" of written contracts successfully used by operators. To get the package write: Coin Machine Editor, The Billboard 188 West Randolph St., Chicago 1.)

MIAMI MIRACLE

Blatt's Trick Hikes Gross, Lowers Cost

Willie Blatt, Miami music operator, like many other operators throughout the country, found himself in a position of continuing rising costs of operation and set a amount of income. According to Blatt, "something drastic had to be done." In the following article, Blatt describes how he not only solved the dilemma, but turned it to his advantage.

MIAMI—"We cut our overhead about 25 per cent and raised collections about 10 per cent." Those are the words of music operator Willie Blatt; and believe it or not, he accomplished this in the face of rising costs during a period when machine play was at a status quo level.

Willie relates his own story of how he worked this no small wonder:



BLATT

"We purchased another route and began to service our locations every two weeks, instead of the customary weekly stops. In this way we absorbed the additional route without any added help.

"We found that we had decreased the cost of our record purchases by about 15 per cent, due to the fact that at the present time our juke boxes carry from 100 to

(Continued on page 72)

Royal Plans Sales Swing On 50c Chute

SAN FRANCISCO — Royal Manufacturing Company began an extensive sales campaign this week, cued to the recent introduction of the firm's 50-cent play unit, according to Sales Manager Bob Portale. Firm thus far has manufactured and shipped approximately 2,500 units, said Portale, with current daily production of 40 units expected to be increased to 75.

Portale began a national sales tour this week (7), and is expected to be away from the home office three months. Royal already has appointed 20 distributors to handle the new coin unit, with Portale expecting to substantially add to this number while on the road.

Protest Wave After Boston Juke Fee Hike

BOSTON—A wave of protests over increases in juke box, entertainment and food licenses and fees was reported last week at both City Hall and at the Boston Licensing Board.

Joel Miller, secretary of the board, said he feared a flood of lawsuits would result from the boosts. "It is apparent the licensees did not realize the financial impact of the new ordinances," Miller said. "They are just coming awake now as they receive the 1957 bills."

Under the previous system, juke box operators paid \$50 for Sunday operation to the city and \$50 to the State. The city recently put the cost at an additional \$50 per machine for week-day operation. Under the entertainment boost, one big night club, Blinstrub's, will have to pay \$465 for the same license that cost \$15.

Court Action

Meanwhile, the Music Operators' Association of Massachusetts planned to bring the matter to court.

Also in the battle was James J. Ceracos, of National Music Company, Dorchester, and former president of MOAM. In a radio speech last week, he struck out at the tax which also places a fee of \$50 on the operation of a radio or television set in a restaurant or public place.

"We will have another Boston

(Continued on page 72)

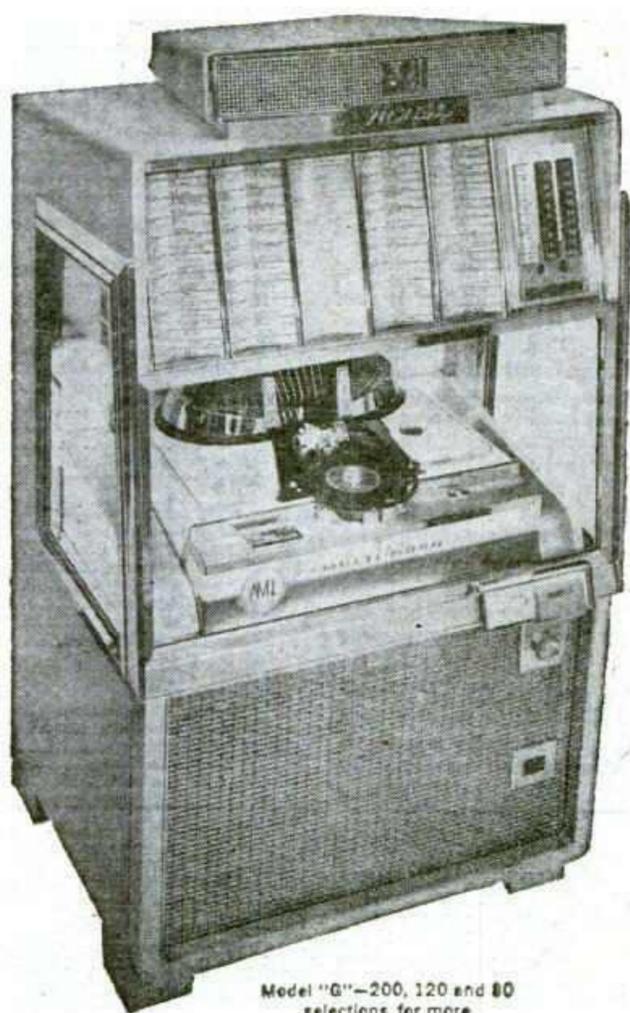
Mich. UMO Mail Goodwill Holiday Letter

DETROIT — In an unusual move of institutional good will building, the United Music Operators of Michigan (UMO) sent out several thousand holiday greetings over New Year's—they were mailed on December 31, to arrive with the start of business for 1957. Greetings went to all juke box locations in the area as well as to officials of the State of Michigan, Detroit, and all surrounding communities.

The greetings stress the stature achieved by the UMO thru its public service programs, noting

(Continued on page 84)

No other juke box
gives you so much
to earn with...



Model "G"—200, 120 and 80
selections for more
plays in less time.

200 instantly visible titles
at eye-level

Easy-to-play selection system

Fastest record changer

Exclusive, multi-horn
high fidelity

Completely modern styling

Widest choice of color cabinetry

Complete accessibility

Plus: Single or single and EP record programming...quick and easy convertibility to 120 plays after depreciation in top locations...simple, rugged, dependable and trouble-free mechanism.

Only the "G-200" gives operators a combination of *all* the advantages needed for more profit. See the "G" and see—complete juke box earning power.

AMI

...music that makes more money for you

1500 Union Avenue, S. E. / Grand Rapids 2, Michigan
ORIGINATOR OF THE AUTOMATIC SELECTIVE JUKE BOX
IN 1927... AHEAD THEN, AHEAD NOW.



50 120 200
SELECTION MODELS

A
ROCK-OLA
FOR
EVERY LOCATION

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

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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.
RATE: 20¢ a word—Minimum \$4.00.

CASH WITH ORDER

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.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

Help Wanted

WANTED—PHONOGRAPH AND PIN GAME Mechanic, including route work. Good salary. No drinkers or floaters. Phone 23, Key Amusement Co., 308 Taylor Ave., Farmington, Mo. ja19

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. ch-ja26

Positions Wanted

MECHANIC-ROUTE MAN AT LIBERTY. 25 years' experience. No booze or drifter. Biddable. Go anywhere. Write Box M-184, c/o Billboard, Cincinnati 22, O.

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. Established over 29 years. Mack H. Postel, 2952 Milwaukee Ave., Chicago 18, Illinois. ja26

CIGARETTE...CANDY...COFFEE...CIGAROMAT
—FACTORY DISTRIBUTORS—

U-Select-It Candy & Coffee, Cigaromat Gum & Cigar Machine, Royal "17" and Mercury Cigarette Machines, Watling Scales, Whites Lalex & Comb Machines. Write for information and prices.

TEXAS ASSOCIATED ENTERPRISES
P. O. Box 1068 Amarillo, Texas

Miami Miracle
• Continued from page 70

200 selections. Instead of having service men walking into each spot with two or three disks every week, we now change about five records per machine, and everybody's happy.

"As a rule, most of our machines are set so that we take the first \$10, \$15, \$20, or \$25, with the location owner getting the next \$10 to \$25. But we usually don't ask the locations to make up the difference. If there is only \$8, \$12 or \$21, when we should get \$25, we take whatever there is, with the reservation that we never leave a location without a share of the money.

"With this two-week collection system, a poor week will often be balanced by better collections the other week. We don't have to give the location anything unless we make collections, so that we leave him the same amount for the two-week period as we previously left him after weekly collections.

Protest Wave
• Continued from page 70

Tea Party," said Geracos," pointing out that mechanical music devices mean much to the enjoyment of the public and that "electronic systems are vital to the security of the nation."

Geracos maintained that the sponsor had already paid the tax on radios and television by buying the time and suggested that if the city must raise more taxes, it should look to ways of attracting more industry rather than tax the small businessman out of business.

MUSIC OPERATOR FORUM

More Selections Up Jukes' Take



This is the first part of a two-part forum series on juke box record programming.

The more selections a juke box can offer, the greater the gross take. So say fully 76 per cent of the operators answering the forum poll this week.

Subsequent answers bear out the fact that the music preference of the public can't be narrowed down to a few hits or other types of music. Public tastes run over a wide area.

To capture the market potential of all the people that might frequent a location, the operator has to offer a selection of music that will appeal to "all those people."

The place of the newer, larger selection juke boxes then is clear. Forum participants agree the more records of various types an operator is able to make available to his customers—the more he will realize in gross profit. Thus it is obviously to his advantage to have a machine, with the capacity of holding potential favorites of a wide group of people, not just a machine that can hold potential favorites of a select group.

However, an operator still has to exercise a great deal of care in programming his machines. More than one operator cautioned of the ever-present danger of neglecting the feelings of patrons that frequent an establishment, in favor of his own preference in music, or the preference of the location owner, or employees of a location.

To do the job right, an operator has to be a miniature, informal market research agency on his own. He should spend time in the location, analyzing the people, and their tastes in music. Only in that way can he accurately predict to any reasonable degree what the people will "buy."

And, predict he must, if he is going to realize anywhere near the full potential of the machines.

Another thing operators participating in the forum emphasized, is the often times changing nature of a specific location. One spot may satisfy a wide variety of patrons, but at different hours for each. Where in the afternoon or early evening hours, a spot may be alive with teen-agers rock 'n' roll'n to their favorite songs, the later hours of the location may find an entirely different group of people, favoring mood music, classical or country and western. For an operator to fully tap the market potential of all these groups, he has to have all types of music available.

Forum answers seem to indicate that the greater the selections available on a juke box, the greater the number of "money-making" records for the operator.

In a 40-50 selection machine, 65 per cent of the operators polled, indicated that most of their take was accounted for by 10 to 20 selections, with 90 per cent concurring that less than 30

selections accounted for most of their take. In the 80-120 selection machines, the curve rises, with 56 per cent saying that most of their take came from 22-40 selections, and 20 per cent more saying that 42-50 selections accounted for most of their take.

When we come to the 200-selection machines, the rising curve in money-making records continues. Fully 65 per cent of the operators indicate that most of their take comes from 32 to 80 selections on their machines. Only 30 per cent feel that under 30 selections account for most of their take.

What is the place of EP's in the operators' programming plans? If operators who participated in the forum are indicative of the national average—it would seem that while the EP's have arrived, they have not cut too wide a swath in the market to date. Despite this, they appear to be making impressive gains according to MOF operators.

Fully 50 per cent of operators polled indicated that they programmed less than 10 EP's on their machines. A hefty 37 per cent answered that they use 12-20 EP's on their machines. A surprising 13 per cent of the operators indicated that as many as 40 EP's might be used.

So EP's are with us, and are being used—to good advantage, it should be noted, by many operators.

How They Voted

- Do more selections increase gross takes?
Yes 76%
No 24%
- How many selections on a 40 or 50-selection machine account for most of the take?
Less than 10 selections..... 10%
10 to 20 selections..... 65%
22 to 30 selections..... 15%
More than 30 selections..... 10%
- How many selections on a 80 to 120-selection machine account for most of the take?
Less than 10 selections..... None
10 to 20 selections..... 20%
22 to 30 selections..... 28%
32 to 40 selections..... 28%
42 to 50 selections..... 20%
More than 50 selections..... 4%
- How many selections on a 200-selection machine account for most of the take?
10 to 20 selections..... 10%
22 to 30 selections..... 20%
32 to 40 selections..... 40%
42 to 50 selections..... 15%
52 to 80 selections..... 10%
More than 80 selections..... 5%
- On machines which have EP's, how many selections do you usually program?
Less than 10 selections..... 50%
12 to 20 selections..... 37%
22 to 30 selections..... None
32 to 40 selections..... 13%

The Question:

Some operators believe in programming a wide variety of music besides hits—including mood and background music, Broadway show music on singles and/or EP's. Other operators buy just hits and fill up their machines with almost anything else. Do you think there's more money to be made with a wide variety of music or with programming only 20 or 30 hits and forgetting the rest of the machine?

The Answers:

MRS. HAZEL LaBORDE, Dalton Novelty Company, Baton Rouge, La.: "I think that the general public likes a variety of music. The teen-agers, naturally, like rock and roll and hits whereas the grandmothers and fathers likes old favorites. As for myself, I like mood music and lots of show tunes.

HARLAN C. WINGRAVE, Emporia, Kans.: "It seems to me that rock and roll hits have required us to program other types of music. You either like or hate rock and roll. I believe in a well programmed 200 selection machine with a variety of music. I see no value in EP's, but I'm afraid the record companies are pushing us there."

GEORGE R. RHODES, Uniontown, Pa.: "Here is where the "fast dollar" operator is going to lose out. EP's form a large part of my selection, but they cannot be bought and slapped on to fill space. Each

location must be studied and experimented with. I bought a French album as a gag at one location—it has been on the box for over a year now and is still being played. The operator must spend his free evenings in locations—studying the customers and getting their reactions—NOT the view-point of the owner, bartender or waitress.

WILLIAM M. ZAJO, Milwaukee, Wis.: "It depends on locations which must be studied. It is better to put in a machine with fewer selections than to program only 20 or 30 and neglect the rest of the machine."

HARRY FABE, Cincinnati, Ohio: "In general, on 100 selection boxes we use no EP's, and a variety of top hits in the different fields. This way we do not have to fill in with just anything."

JOHN W. STRONG, South Central Novelty, Chicago: "My opinion is for a wide variety of music and single side or one tune per side on EP's."

BOB YOUNG, P Y Music Company, Osceola, Wis.: "I think it is best to use a wide variety of music."

M. B. MORRIS, Morris Amusement Company, Somerville, Tenn.: "Each location is different, and you have to give them what they want."

FRANK SURAL, Saginaw, Mich.: "Very often I program a certain type of music, to satisfy the proprietor who wants to create a type of atmosphere. Of course, to what extent it is used depends upon the location and the type of patronage."

THIS IS A 10-LINE AD
For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services.

COINMEN YOU KNOW

• Continued from page 67

Young, Broadway Music Company, Caruthersville, Mo.; Cy Puckett, The Music Man, Lambert, Miss.; Carlton Collins, Crystal Amusement Company, Grenada, Miss.; Bill Foster, Foster Music Company, Pine Bluff; Elgie Foster, Foster Amusement Company, Bolivar, Tenn.; M. L. Armstrong, Armstrong Music Company, Brinkley, Ark.; M. B. Morris, Morris Music Company, Somerville, Tenn.

Also Bill Hayden, Hayden Amusement Company, Caruthersville, Mo., and Lavagnon Johnson, Johnson Amusement Company, Corinth, Miss.

George Sammons, president of Sammons-Pennington Company, Memphis, who is a leader in the conversion to dime-play in Arkansas, enjoyed some duck hunting in East Arkansas recently. . . . Joe Cuoghi, music operator and owner of his own record shop, reports he ordered 20,000 Elvis Presley records for the holidays, sold 12,000 a week before Christmas, rest were also snapped up during holidays. Says over-all he's sold 125,000 Presley records from his one location alone.

Washington

By DELORES NEWCOMB

James Bowen, manager of Kwik Cafe of Washington, says 1956 was a very good year for coffee

vending. He believes 1957 will be even better. Bowen is disappointed at the lack of public acceptance given to hot foods here. He has three hot food machines on location and claims the public doesn't "buy steadily." According to Bowen, hot foods sell best in industrial locations, and Washington is not an industrial city.

The past year also was a good one for Hirsh Machines, according to Treasurer Roger Squitero. Business was good, he says, and should be better this year. . . . The Washington Music Guild has donated two more juke boxes to civic groups, says President Evan Griffith. Jukes are donated periodically to civic, youth and church groups to stem juvenile delinquency.

Michael Bushdid, operator of the Game Room at Washington's National Airport, is a very busy man. In addition to the game room, he also is installing background music in various ticket offices at the airport, has photo machines in local chain stores and is treasurer of National Amusement Corporation. The latter is presently installing amusement machines in Greyhound stations east of the Mississippi.

Los Angeles

By SAM ABBOTT

Jack Simon back from San Francisco, where he went on business

that included obtaining visas for himself and nephew, Joe Simon, to make a trip to the Orient. The trip will serve as a means of contacting customers there of the Simon Distributing Company. . . . Charlie Hipp, well-known bulk vending machine operator, is a patient in the University of California, Los Angeles Campus, Medical Center.

Norty Beckman, of Norty's Record Center at Sierra Distributors, took advantage of the firm being closed in preparation for the showing of the 1957 Wurlitzer phonographs, Models 2100 and 2104, to take inventory. Gary Sinclair, Wurlitzer's factory representative, in town from his home in Redwood City for talks at Sierra Distributors with Wayne Copeland, Ed Wisler, Sierra salesman, soon to take to the road now that the holidays are over.

Bob Feldman and his bride of recent months enjoyed a weekend in Las Vegas. Bob is associated with his father, Lew, in the operation of the Acme Vending Machine Company. The firm just moved into new and larger headquarters on Washington Boulevard. . . . Lew Feldman spent the New Year's holidays at Gilman Hot Springs, Soboba Hot Springs and Palm Springs. . . . B. J. (Bob) Grenier, of DeLuxe Vending Service, and president of the California Automatic Vendors Association, was host at a cocktail party at his home on New Year's Eve.

Denver

By BOB LATIMER

Pete Geritz, head of Mountain Distributors, Denver, has announced the sale of his Best Music Company, with locations thruout Western Kansas, to Harold Schafer,

veteran operator from Colorado Springs, Colo. Schafer will operate the Best routes with his brother, who is relinquishing several routes in Texas to join Schafer in Colorado Springs.

Jim Hall, head of Rocky Mountain Coin Machine Company of Pueblo, spent the pre-Christmas weeks in shopping among Denver distributors. . . . John and Leonard Grooms, phonograph operators from Akron, Colo., visited Denver during December on a mutual buying expedition. Altho the brothers operate separate routes, they pool their interests in buying.

Dime play is a definite success in the Pueblo area, reports Sam Salardino, head of Sali Music Company. Introduced in early 1956, 10-cent play caught on so successfully thru most of the city's locations that "it's difficult to find a nickel phonograph above the 40-play level anywhere in the city," Salardino reports.

Howard Hold, head of Draco Sales Company, Wurlitzer distributors in Denver, is rapidly becoming the "most traveled man of the year" in the Colorado coin machine industry. There are very few weeks which do not find Howard shuttling back and forth between operations in Salt Lake City, Pueblo, Colo.; Cheyenne, Colo.; Laramie, Wyo., and surrounding Colorado communities.

Ben DeGarmo, music operator from Sterling, Colo., made a buying trip to Denver in late December. Figures for 1956 showed that DeGarmo's Fairway Music Company enjoyed a pleasant increase over 1955. . . . William Storey, veteran operator here, has sold part of his route to James Ellender, of Derby, Colo., immediately north

of Denver. Ellender plans to increase the route substantially, exclusively in phonographs.

Mrs. Betty Ferguson, secretary at Draco Sales Company here, was confined to her home with illness during mid-December for a week. . . . Lou Shulman, head of Modern Music Company here, has increased his locations by more than 25 per cent during the last six months of the year, it was announced.

Detroit

By HAL REVES

The Real Music Company has been registered by Philip Berman, of suburban Oak Park, a veteran juke box operator, who has been associated with the Crown, Joel, and Elgin Music Companies in the past. . . . Harold Christenson and M. McBride, of the Wurlitzer home office staff, were visitors at the Angott Sales office for a few days.

Mrs. Madeline Andrews, of the Angott staff, reported everyone in the organization overwhelmed with preparations for Christmas. She and her husband, Charles Andrews, who is on the Angott sales staff, are heading for Greenville, Mich., for the holidays. John Bailey, another salesman, is going to Canada to celebrate the Christmas season.

Marty Rice, of the Rice Music Company, and his family planned to spend the holidays in central Michigan at Clare, visiting with relatives. . . . Ray French, of Northeastern Music, Alpena, in town recently buying records and equipment. . . . Phil Jones, of the Angott one-stop department, reports the pre-Christmas record business genuinely terrific.

(Continued on page 74)

PUT NEW LIFE INTO YOUR OLD POOL GAMES WITH...

✓ 4-HOLE BUMPERLESS RACK POOL TOP (1 hole in each corner).....\$29.50

✓ ROTATION PLAYFIELD.....\$25.00

Above Tops are regular size and include Rack, Oversize Cue Ball and Instruction Card

Rotation Balls, 1 to 10.....Set \$18.50

POOL SUPPLIES

Cue Sticks.....\$ 1.50	Overhead Lights w/brkt.\$10.00
Chalk, Gross.....2.50	Anti-Warp Adjusters, set of two 8.95
Plastic Cups, red, white, yellow .50	Billiard Rail Brush, doz. 4.00
Plastic Bumpers, red or white .50	Cue Repair Kit.....4.95
Pool Balls, set of 10, 2 1/4".....10.00	Write for complete list of parts.

MID-STATE CO. 2369 Milwaukee Ave., Chicago 47, Illinois. Dickens 2-3444

Shea Sells Frisco One-Stop to Tvette

SAN FRANCISCO—Operators' Record Service, of San Francisco, one of the pioneer one-stops of the country, was sold last week by owner Dan Shea to Kenneth K. Tvette, who until selling his route last week, had been an operator for many years.

Tvette announced that he will retain George O'Callaghan in the No. 2 spot, with operations continuing as in the past.

Shea started his one-stop over 10 years ago. The original operation consisted of stocking two large vans with records, and sending them out in the territory to the operators' doors. After the operators became familiar with the "one-source" theory of buying, Shea discontinued his vans, and set up his permanent one-stop in the city.

At present O.R.S. customers range thruout the 11 Western States, Alaska and all the Pacific Islands, plus Japan and the Phillipines.

LIKE NEW

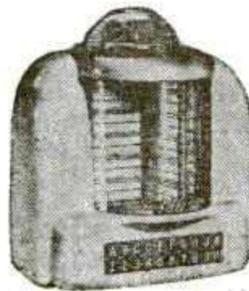
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|-----------------------------------|
| WURLITZER MODEL 1800.....\$825.00 |
| WURLITZER MODEL 1700.....625.00 |
| SEEBURG R.....750.00 |
| SEEBURG G.....625.00 |
| SEEBURG C.....495.00 |

SANDLER DISTRIBUTING CO.

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SHAFFER SPECIALS



Seeburg 3W1 (100) WALL BOX

\$54.50

- ★ Completely Reconditioned
- ★ With New Buttons
- ★ With Chrome Covers

SEEBURG	WURLITZER
M 100-C.....\$545.00	1650.....\$299.50
M 100-B.....425.00	1500A.....249.50
M 100-A.....225.00	1400.....174.50
ROCK-OLA	1250.....124.50
1436.....\$179.50	5207 (Wall Box).....54.50
104 Sel. Wall Box. Write	5205 (Wall Box).....25.00
AMI	
G-80, G-120.....Write	D-40.....\$175.00
E-120.....\$395.00	Model "C".....109.50
D-80.....295.00	W-80, W-120 Wall Box.....Write

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Got. Poker Face.....\$ 95.00
Got. Flying High.....65.00
Got. Minstrel Man.....50.00
Got. Diamond Lil.....145.00
Williams Colors.....150.00
Williams Lulu.....175.00
Williams Skyways.....125.00

USED ARCADE

Quizzer.....\$ 75.00
Genco Champion Baseball.....295.00
Genco Hi Fly Baseball.....375.00
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Midget Movie.....200.00
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1/3 deposit with order and balance C.O.D. or Sight Draft.

Call or Write for Used Music, Bingo (New and Used Pool Games)

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Phone 87-4221

BEST WEST PRICES

Wurlitzer Model 1800. \$840.00
 Wurlitzer Model 1650. 375.00
 Wurlitzer Model 1500. 195.00
 Wurlitzer Model 1250. 150.00

DRACO SALES COMPANY

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 Denver, Colorado
 Phone: Sherman 4-1797



... guarantee
 Billboard advertisement
 a true measure
 of value

COINMEN YOU KNOW

Continued from page 73

James A. Passanante, pioneer music machine operator here, who now heads the J and L Investment Company, held open house for the holidays at his headquarters on Woodward Avenue, drawing a reunion of friends and old-timers. . . . William M. Brennan has formed the B. B. Vending Machine Company, operating on the East Side. . . . The M and H Vending Company, which operated a diversified route of cigarette, coffee, and ball gum machines, in Wayne, Inkster, Dearborn, and nearby suburban areas chiefly, has been dissolved, with each partner now operating independently. Samuel Hutchison continues to oper-

ate the Hutchison Vending Company, while the other ex-partner, Julius W. Miodowski, has formed the Mio Vending Company, with headquarters in Dearborn, and will concentrate upon ball gum and peanut vending.

Milwaukee

By BEN OLLMAN

Sam Cooper, office manager for the Paster Distributing Company, informs that weather permitting, the firm is expecting to start work on the building addition this coming spring. Fast sales action has been noted, adds Cooper, with the new United Bowler since the sample has been placed on the floor. Spending some time here last week was Hank Havenaar from the AMI headquarters in Grand Rapids.

Bill Cigan, of the Big Ten Sales Company, candy broker firm, is now reported operating Variety Vending Company, of Eau Claire. . . . "Lot of strong action with new numbers on the juke boxes the past few weeks," reports Mrs. Ray Lax, of Ray's Amusement Company, West Allis. Coming up strong, she says, are "Cinco Robles," by Russel Arms, and "Young Love," by Sonny James on Capitol.

Sunday (6) United, Inc., threw a dinner party for the members of the Wurlitzer Centennial Club at the Pan American Club. Club includes operators who qualified for the trip to Buffalo for the Wur-

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

- January 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.
- January 22—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
- January 28—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.
- February 1—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.
- February 4—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Ballroom floor, Detroit.
- February 5—Washington Music Merchants' Association, monthly meeting, Seattle.
- February 5—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.
- February 6—Summit County Music Operators' Association, monthly meeting, Akron.
- February 6—Music Operators' of St. Jos. Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.
- February 7—California Music Merchants' Association, Sacramento division, monthly meeting, headquarters, Sacramento.
- February 7—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Room 278, Cleveland.

ATLAS . . . MAXIMUM in MUSIC VALUES!

A.M.I. D-40 . . . \$195
 A.M.I. Model C . . . 150
 A.M.I. B 125
 Wurlitzer 1500 . . . 275
 Wurlitzer 1250 . . . 165
 Rock-Ola Fireball . 275

RECONDITIONED—
 REFINISHED LIKE NEW!

A.M.I.
 E-80

From Original
 Owner—

JUST LIKE NEW!

\$395

Terms: 1/2 Dep., Bal. C.O.D.



ATLAS MUSIC COMPANY

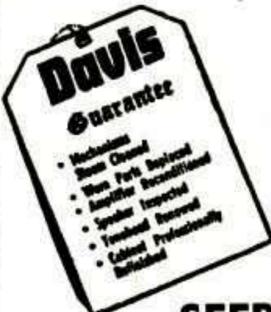
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 of Service.

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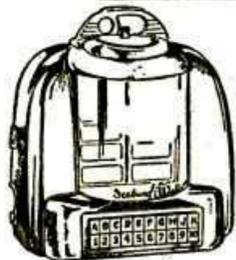
SEEBURG	
HF100R	\$769
HF100C	669
100W	649
M-100C	539
M-100BL	419
148ML	89

ROCK-OLA	
1438	\$449
1436	239
1434	219
1428	89

AMI	
F-120	\$569
E-120	439
D-40	189

WURLITZER	
1800	\$639
1700	539
1650A	279
1650	259
1217 HIDE-AWAY	119
1100	89

Shoot-The-Bear \$85
 Coon Hunt 85



SEEBURG 100-selection wall boxes are available at \$57.50. Chrome covers . . . new selection buttons and new instruction plates . . . backed by Davis 6-point Guarantee— (Canadian and American operators, wire or write for special volume prices).

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WORLD EXPORT

WESTERN EXPORT

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Corp.

litzer Centennial celebration earlier this year. Roster of visitors included the following operators and their spouses: Val Andreas, Oshkosh; Clifford and Roger Bookmeier, Green Bay; Johnny Barros, Merrill; Melvin (Red) Jacomet, West Allis. Also Joe Beck, Doug Opitz, Ken Kulow, Sam Hastings and Robert Hardipg, all of Milwaukee; Chuck Miller and Casper Sittig, Racine; C. S. Pierce, Brodhead; Mickey Green, Wausau, and Leo Konwinski, Iron River, Mich. Another note from the United, Inc., front office: Plans are being made to move the warehouse, showroom and offices to another location within the next few months. Their building has been sold.

"Banana Boat Song," by the Tarriers, and "Jamaica Farewell," by Harry Belafonte, are luring heavy operator trade, according to one-stopper Barney Kuehn. Recent stop-ins included Jim Stecher, Harold Sommerfield and Bob Harding, Milwaukee, and John Jesinski, Manitowoc. . . . Premium goods sales were highly gratifying over the holiday period, claims Sam Hastings, of Hastings Distributing Company, but route receipts dipped slightly.

Wisconsin State Cigarette Operators' Association is planning a meeting in Milwaukee in mid-January, according to Herb Geiger. "We'll be paying close attention to the new governor's annual mes-

sage," he says. "Our organization is interested in the possibilities of new taxes being placed on cigarettes."

Joe Krasno has been named new internal operations manager at the Capitol Records headquarters. He will be replacing Gordon Furman, who is being transferred to the new Capitol branch office in Baltimore. Balance of the staff remains the same, says sales manager Bob Thompson. Dick Kibbe is still covering the Milwaukee area; John Freeman travels the Madison territory, and Al Ripley the northern sector.

Favorite Capitol number, based on sales to operators, says Bob Thompson, included "Young Love," by Sonny James. Operators checking in at the counter for new Capitol disk supplies included Sal John, P. & P. Distributing Company, and Ted Scalist, City-Wide Amusement, both of Milwaukee, and Joe Roberts, West Bend Amusement Company.

Candyman Barney Hirsch recently became a grandfather twice on the same day—a boy and a girl. Norb Wayer, Welch Candy Company, was named director of publicity for the Badger Candy Club. . . . Making the rounds of dealers and key operators last week was Ted Mills, the new Garmisa Record Distributing Company sales representative out of Chicago.

Automatic Scoring

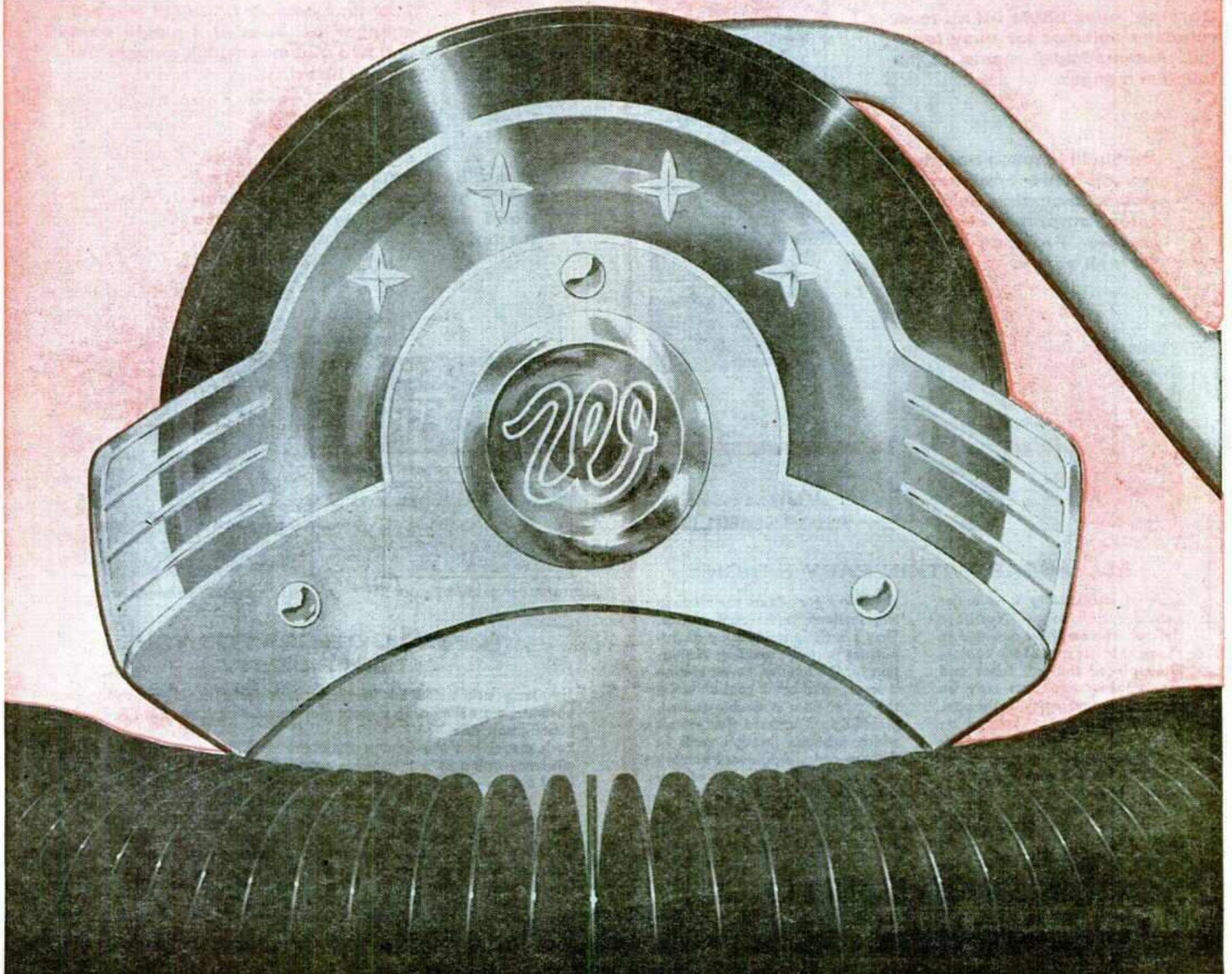
POOL TABLES and SHUFFLE ALLEYS

All Makes and Models \$50.00 up

Write for Complete Lists and Prices

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A New
All-Location Line
from Wurlitzer



THE CAROUSEL MECHANISM

A TRIUMPH OF TROUBLE-FREE HIGH SPEED OPERATION

LOCATION-PROVEN OPERATOR ACCEPTED

WURLITZER MODEL 2100

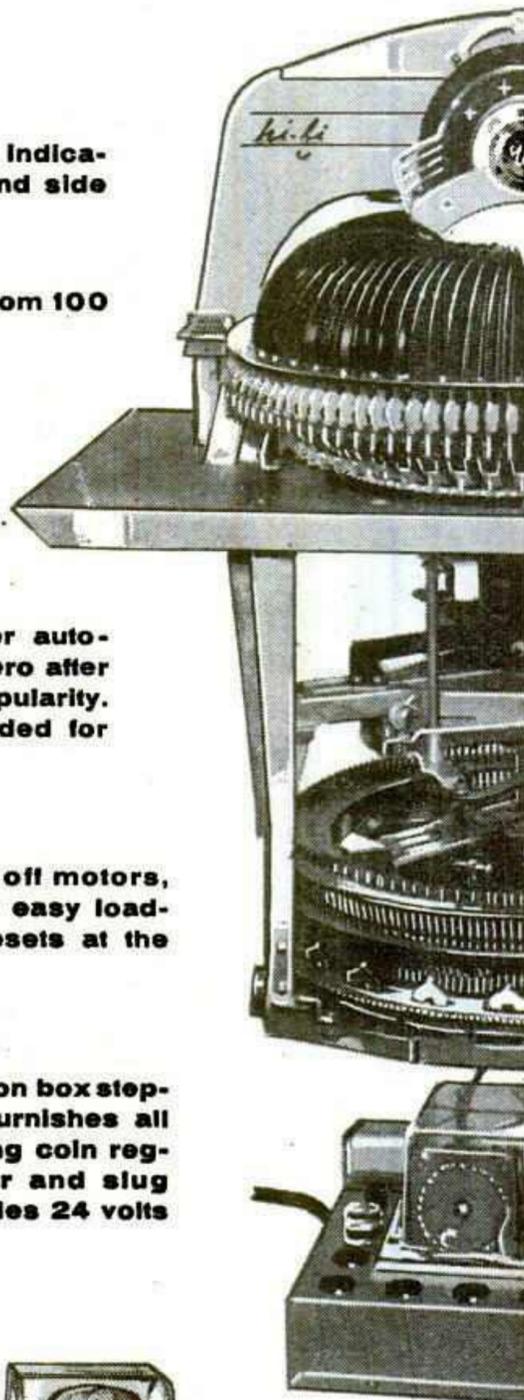
Record-now-playing indicators show number and side of selection playing.

200 selections from 100 records.

Playmeter reset lever automatically clears to zero after checking for play popularity. Meters are color-coded for easy reading.

Service lever shuts off motors, releases selector for easy loading. Automatically resets at the touch of a finger.

Unit built junction box stepper on 2100 furnishes all power, including coin register, amplifier and slug rejector. Provides 24 volts for wall boxes.



WURLITZER MODEL 2104

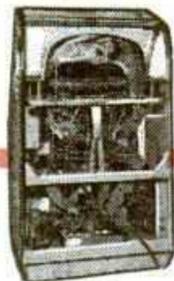
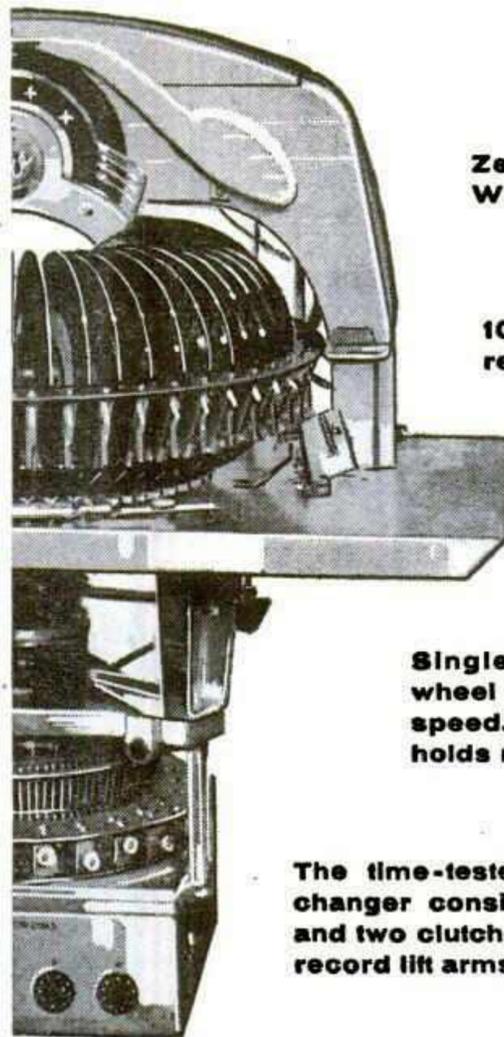
Zenith Cobra Stylus standard Wurlitzer equipment.

104 selections from 52 records.

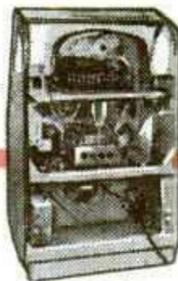
Single direction turntable is fly-wheel balanced for accurate record speed. Self-centering chuck gently holds records.

The time-tested Carousel record changer consists of a single cam and two clutches which actuate the record lift arms.

Simplified selector mechanism offers positive tune picking. Positions automatically after record loading.



2100



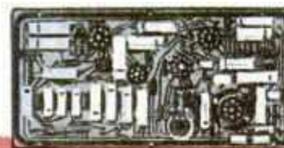
2104

WURLITZER ACCESSIBILITY

ALL AREAS WITHIN EASY REACH

Ease of accessibility is a major consideration in all Wurlitzer designs. The amplifier mounted in the right lower rear of the cabinet is so placed that all tubes and electrical components may be reached without removing the pan. The coin mechanism, located on the left-hand side above the cash box compartment, may be easily snapped out for cleaning or adjustment. Removing the entire record changer mechanism necessitates only the removal of the connecting plugs, four screws, and the disconnection of two actuating cables. Both mechanisms stand unsupported on the floor for service.

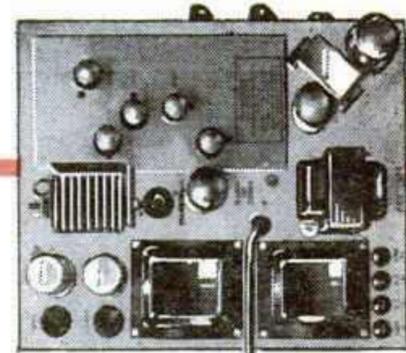
The ample rear doors are made in two sections for efficient service. They are designed to play an important part in providing ventilation for the interior. Lower section is screened to admit cool air while the upper door is double-walled, providing an upward flow of air which exhausts through vents in the top curve. Additional venting is provided at the rear of the center dome casting. Cash box door has separate lock, opens into metal-lined casing holding fabric bag which cannot be reached from the inside of phonograph. Sturdy metal trim-guard discourages tampering.



Electronic Component Placement



Plated Wiring Circuits

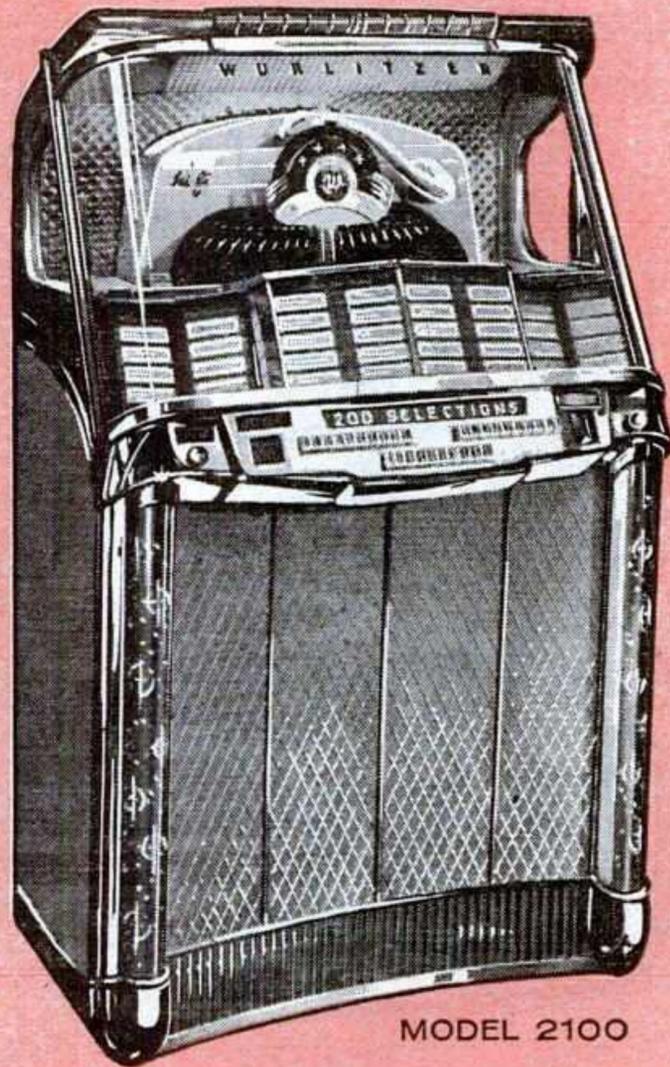


Dynatone Amplifier

TOPS ALL OTHERS FOR TRUE HIGH FIDELITY

The long acknowledged Wurlitzer leadership in high fidelity tone becomes, more than ever, a great play-stimulating feature in this fine new phonograph line. Each model has the famous Dynatone amplifier now offering greater efficiency with a 25% increase in output. It incorporates a built-in volume level control — plus — that great Wurlitzer exclusive . . . plated wiring circuits. Uniformity of all metal wiring connections is assured. Pre-amp units are shock-mounted for extended life at minimum maintenance costs. Each model features three 12-inch bass woofers and a 4-inch tweeter. You have only to hear these wonderful Wurlitzers play to realize that for true high fidelity and breathtaking tonal clarity, they are the undisputed leaders of the industry.

MORE THAN EVER **WURLITZER** MEETS THE MUSIC NEEDS OF EVERY LOCATION



MODEL 2100

**THE MAGNIFICENT NEW
200 SELECTION
WURLITZER MODEL 2100**

**THE EXCITING NEW
104 SELECTION
WURLITZER MODEL 2104**

Wurlitzer presents on these pages the story of its brilliantly beautiful new phonographs comprising a line created to meet the music needs of every size and type of location.

The magnificent 200-selection Model 2100! The exciting 104-Selection Model 2104!

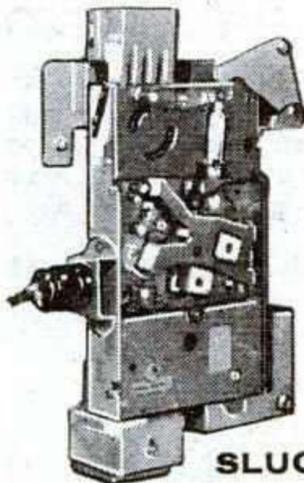
Into each has been designed and engineered more earning power than was ever before offered by any coin-operated instrument.

Essentially identical in outward styling with the exception of their selector panels, both feature sturdy metal dome castings with a new forward sweep, striking color-styled cabinetry. Eye-pleasing gold record changer compartment backgrounds, lighted gold pilasters, gold and white turntable support castings, and new contoured rigidized metal grilles.

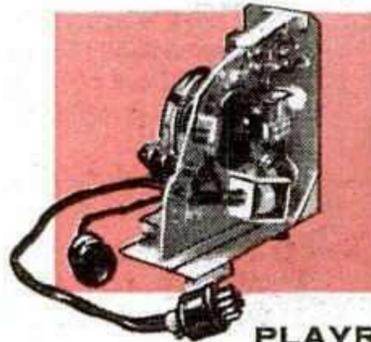
Both offer that proven play-promoting feature pioneered by Wurlitzer — 50c play!

Each carries to new heights the quality that has always distinguished Wurlitzer workmanship — standards of tone, beauty and earning power against which all other phonographs will be measured.

**WURLITZER
NOW FIRST WITH
SINGLE ALL-COIN
SLUG REJECTOR**

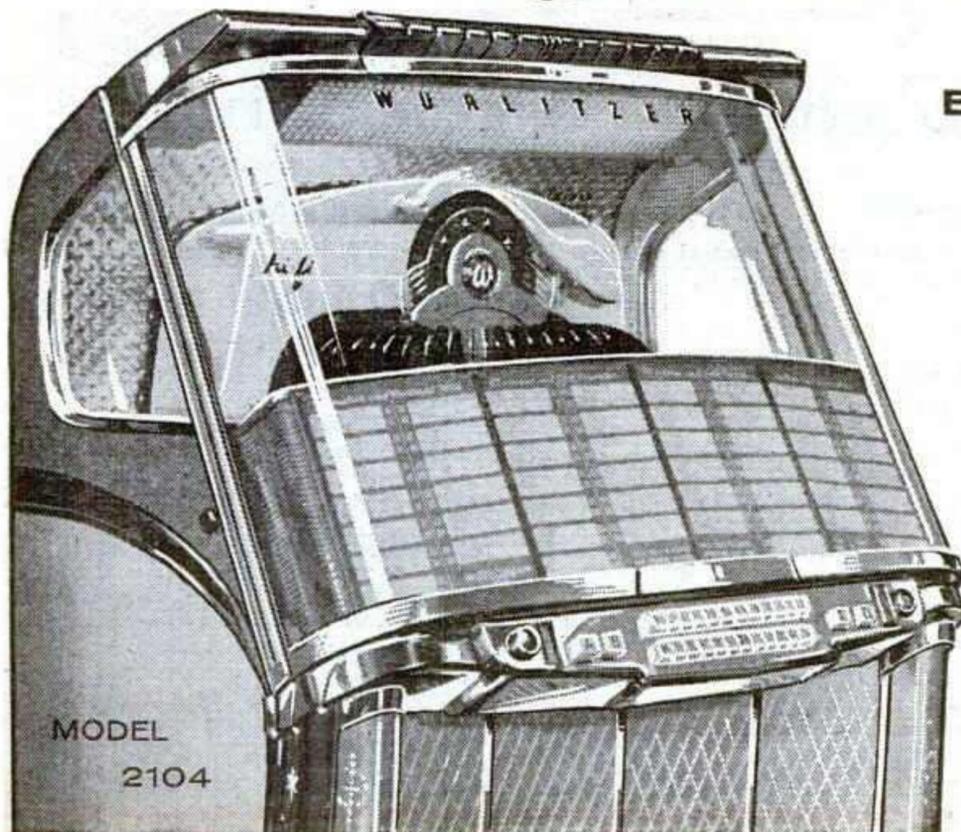


SLUG REJECTOR



PLAYRAK

The new single slug rejector accepts coins of all denominations, including half-dollars. Coupled with the sensational PLAYRAK coin registration unit, which allows the presetting of various coin-play combinations with cash register precision, this swift, simple, automatic coin control system is the most practical and profitable ever developed.



MODEL
2104

**EVERY WURLITZER FEATURE POINTS
TO GREATER EARNING POWER**

The Wurlitzer 200-selection Model 2100 program panel (shown above) features 40 top tunes in the center, with a full 80 tunes in view at all times. Push button-controlled roto page "books" allow complete viewing of the full program.

The selector system has been improved and further simplified to insure accurate, trouble-free operation. The 200-selection changer mechanism now has the same fast action as its 104-selection counterpart.

The Wurlitzer 104-selection Model 2104 program panel, pictured at left, offers complete title visibility with simple number-letter combination selection to eliminate errors and stimulate play.

**WURLITZER PIONEERS
50c PLAY**

... greatest single contribution to increased earnings in the annals of automatic music. Proof positive that the greatest contributions to operator profits always come first from Wurlitzer.



WURLITZER WALL BOXES

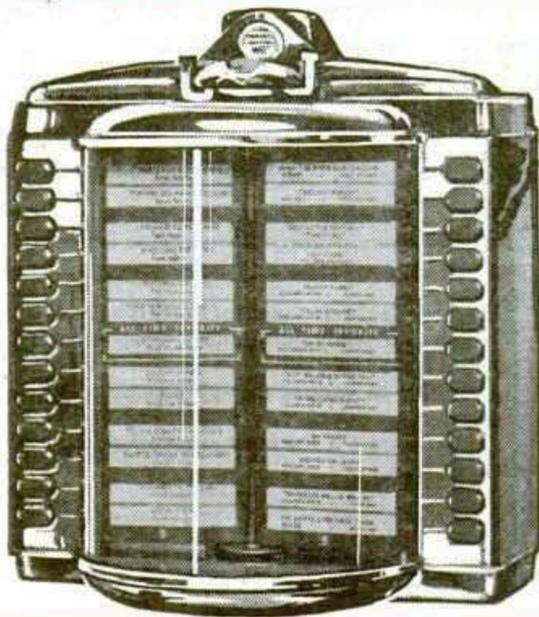
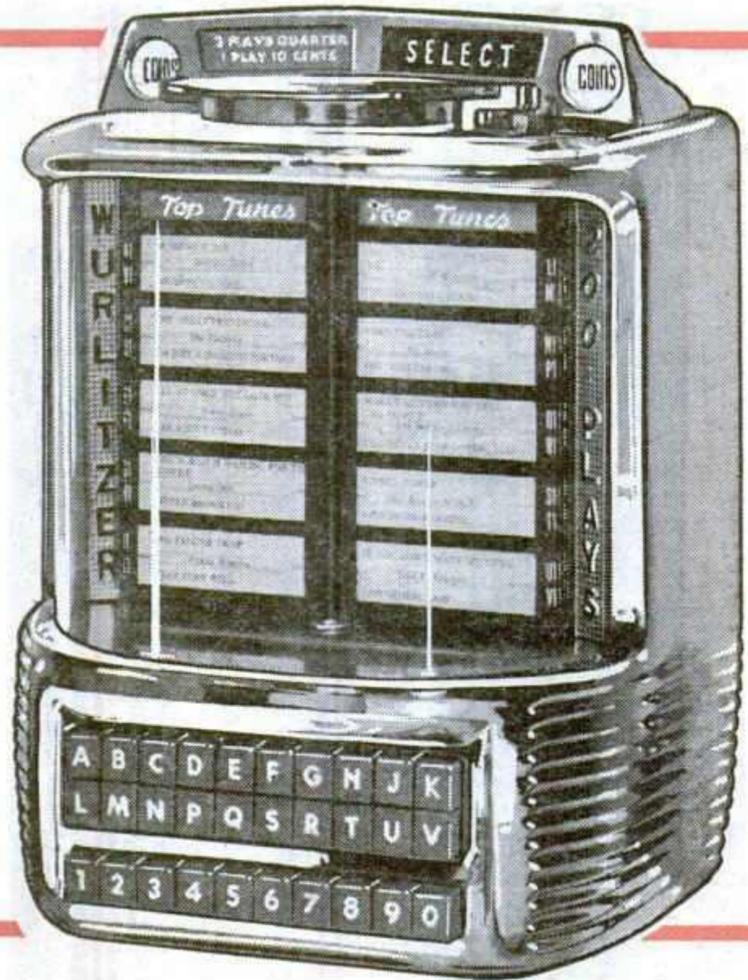
MODEL 5210 WALL BOX 200 SELECTIONS

The Model 5210, 200-selection wall box embodies the greatest array of play-promoting features ever found in a wall box. Pages and title strips are easily visible and are illuminated from top and bottom for easy selection. The top casting includes double coin entry for greater customer convenience and the three-in-one magnetic slug rejector has a "two nickel" feature which permits 10c play with 5c coins. It also accepts dimes and quarters, for multiple play.

The program pages are top-operated and each leaf has an over-center spring, assuring that individual pages always lie flat for easy reading. The heavily chrome-plated die-cast case has a panel with three rows of buttons in the lower section. Selection is made through a letter and numeral combination, exactly the same as the Model 2100 phonograph. This fine wall box is truly a worthy companion to the 2100... the world's top-earning, 200-selection phonograph.

DIMENSIONS:

14-7/32" High, 11" Wide, 7-31/32" Deep
Weight — 28 lbs.



MODEL 5207 WALL BOX 104 SELECTIONS

An eye-appealing wall box which will increase the earnings of your Model 2104 or other 104-selection Wurlitzer phonographs. The highly chromed case has circular, full-view visibility for easy title strip reading. The flip pages are actuated by top levers directly in front of the coin entry. 5, 10 and 25c coins are handled by a single-button selection — patrons need only push the button directly opposite the tune of their choice.

The Ace Lock, located at the side, features a separate key for each box. Truly a proven high-earning favorite.

DIMENSIONS:

12 1/2" High, 11 1/4" Wide, 7 1/4" Deep
Weight — 20 1/4 lbs.

WURLITZER MODELS 2100 AND 2104 SPECIFICATIONS

DIMENSIONS:

Height — 55 1/4" Weight —
Width — 33 1/4" (2100) 355 lbs.
Depth — 27 1/4" (2104) 323 lbs.

Packed for shipment:

(2100) — 425 lbs. approx.
(2104) — 383 lbs. approx.

COIN EQUIPMENT:

Equipped for 50c play, single entry for coins of all denominations. Four-in-one magnetic slug rejector. PLAYRAK coin register mechanism.

RECORD CHANGER:

Model 2100 provides 200 selections from 100 seven-inch 45 RPM records.
Model 2104 provides 104 selections from 52 seven-inch 45 RPM records. Playmeter standard equipment.

SOUND SYSTEM:

Includes pre-amp, automatic level control and volume control. Dual tone and fader controls.

tone ARM:

Single, low pressure tone arm with Zenith Cobra Cartridge, plays both record sides.

WATTAGE:

Model 2100 — Complete phonograph, 425 watts.
Standby, 150 watts.
Model 2104 — Complete phonograph, 300 watts.
Standby, 145 watts.

LIGHTING:

Model 2100 — Three 20-watt, one 14-watt, two 4-watt.
Model 2104 — Four 20-watt fluorescent.

NUMBER OF SELECTIONS:

Model 2100 — 200 Model 2104 — 104

CABINET FINISH:

Color-styled Dino-weld side panels.

REMOTE:

200-selection wall box, Model 5210 available.
104-selection wall box, Model 5207 available.

AUXILIARY SPEAKERS:

Will use any present Wurlitzer Speaker.
Model 5115 - 5116 available.

TUBE COMPLEMENT:

1 type 5U4GA (or 5U4GB)
1 type 12AU7A 1 type 6AU6
2 type 12AX7 1 type 6AN8
2 type 6L6GB

WURLITZER • NORTH TONAWANDA, NEW YORK

Bowling Alley Units Show Rising Favor

By KEN KNAUF

CHICAGO—A growing interest is being shown here in the new 14-foot bowling alley games, with more and more operators introducing them to their locations.

As is customary, operators have purchased a number of the games for their individual routes, more or less on a "test" basis, and preliminary reports here indicate that the games have met with convincing success.

Currently, the initial model produced, United Manufacturing Company's Bowling Alley, is the only model on regular location. At least one other manufacturer, however, was expected to begin shipment this week.

Whether or not the new models will become a permanent fixture at tavern locations remains to be seen. A number of factors must be

considered. For one thing, the game is considerably higher priced than average. But most operators who have tried it out contend that the game's play appeal matches its price.

Another consideration is the size of the game. It is too big for many locations to handle, but there are reports of locations doing everything possible to make room for the games. In Chicago, the new models are finding particular success in bowling alley locations.

Bill DeSelm, United sales manager, compared the game with the top models the firm has produced thru the years, including the Shuffle Alley of 1949. Bowling Alley was introduced late in November (The Billboard, November 24).

Most operators here see a limited market for the game, but generally agree that if grosses hold up to the level of the past month that the game will continue to be placed at an increasingly larger number of route stops.

National Union Plans 10-State Drive in 1957

GARY, Ind.—Establishment of locals in 10 additional States will be the objective of the intensified organizing drive to be pursued in 1957 by the National Union of Automatic Equipment and Coin Machine Operators' Service and Repairmen, John Testo, Gary, general organizer, announced.

Testo said that his plans for the new year will be circumscribed only by the limitations of his treasury. The pace of expansion will be increased continuously as the finances of the union permit, he predicted. He is confident that locals of his union will be functioning in all of the 48 States within five years.

Locals are now in operation in Indiana, Wisconsin, Michigan, New Hampshire, Massachusetts and Oregon.

Testo, a veteran labor organizer, is in charge of the union's national headquarters here in Gary.

"We want to be strongly organized, of course, and we want to grow," Testo said. "But, above all, we're out to prove that the coin machine industry can be legitimate and free of racketeering. Our members are the highest type of citizens in their respective communities. They seek to make a modest, legitimate living, to serve the public and to keep their industry clean."

His union, Testo stated, steers clear of the dime-or-nickel play issue.

He said that the chute toll is influenced by factors completely removed from the union. The fact that Gary is the only Indiana city wholly on dime play is the result of general economic conditions rather than the effect of organization, Testo declared.

Kaye Moves to Larger Plant

BROOKLYN—Irving Kaye, local game and arcade machine manufacturer, moved into new quarters at 1457 Bergen Street. Here Monday (7). The building contains 20,000 square feet of floor space, all on one floor, with truck loading facilities inside the plant.

Kaye said that the firm will introduce two or three new games within two weeks.

GRECO REPORT

Hudson Bridge To Stimulate Catskill Trade

GLASCO, N. Y.—The coin machine business along the west bank of the Hudson River was given a solid shot in the arm with the opening of the bridge spanning the river from Kingston to Rhinebeck.

According to Tom Greco, of Greco Bros., game and music operator and jobber here, the new bridge will open up territories which had been closed, because of geographical obstacles, to West-of-the-river operators.

Before the span was completed, operators in the Kingston area could reach the east bank of the Hudson only by driving 16 miles south to Highland, or going 24 miles north to Catskill.

Expansion Plans

The Greco operation had been exclusively on the west bank. Now, (Continued on page 83)

Eastern Game Ops Look to Hinterlands

Little Expansion Seen for City Routes; Tavern Openings in Suburbs to Help

NEW YORK—While expansion prospects for game operators in the metropolitan areas along the Eastern Seacoast aren't too bright for 1957, coin machine operators in suburban areas are looking for one of their best years.

The saturation point was approached several years ago in city locations, and the most operators can hope for is new games to stimulate jaded appetites on existing locations.

That doesn't mean that big city operators aren't grossing enough to pay for the groceries or to vacation in Miami, for that matter. It does mean, tho, that the only way most operators can undertake any major expansion is to buy the route of a competitor.

No Pubs Handy

In the suburbs, however, it's a different story. When the new homeowner first took title to his

six-room split-level colonial ranch in "Rolling Acres," he gave up his trips to the neighborhood pub and the friendly shuffleboard or pin-ball games. The primary reason for this sacrifice was that there was no friendly neighborhood tavern.

However, the suburbs are no longer frontiers, and developments which were at the end of the line a couple of years ago are now taking on some of the aspects of the longer-established communities.

In other words, the neighborhood tavern is making its appearance in the suburbs, and with it come the shuffle, pool, pin and gun games.

Shuffles Tops

Shuffle games are still the top earners in metropolitan areas like New York, altho pins do well wherever they can be licensed. Pool games haven't done well in downtown areas—primarily due to lack of playing space—but they have been steady earners in the hinterlands, where space conservation isn't as important a factor. Gun games provide the icing for operators with stops busy enough to support a second game.

The manufacturing business in the East continued its decline in 1956, with only Capitol Projectors and International Mutoscope doing anything to speak of, and then only on a limited basis.

The industry was shocked by the death of two leading manufacturers during the course of the year—Max Levine, of Scientific Machines, and Bill Rabkin, of International Mutoscope. The status of Scientific is currently in doubt, but indications are that the firm will not resume production. No plans have been announced for Mutoscope.

The kiddie ride business has leveled off to the point where it is a minor factor in the industry. A few astute kiddie ride operators, placing machines in suburban shopping

(Continued on page 82)

Danish Ops Eager for U. S. Games

COPENHAGEN, Denmark — During 1956 there has been extensive expansion in all branches of the coin machine fields in Denmark.

While there has been practically no direct importation of coin games from the United States, there have been a large number of gun games, kiddie rides and other amusement pieces imported from distributors in Germany, Belgium or Holland. Among these units are Bally's Champion horse ride and International Mutoscope's Drive Yourself machine.

German makers of amusement games and gaming devices are selling large numbers of such machines to Danish operators of Arcades in the amusement parks and traveling carnival groups.

Operators are just as eager to procure American-made pinball and Arcade machines. American manufacturers and exporters have a good potential market in Scandinavia, where some of the finest and most prosperous amusement parks in Europe are located. Among these parks are the Tivoli in Copenhagen, and Liseberg in Gothenburg, Sweden.

Cash, Bank Credit Ease Finance For Ops; Slight Change in Terms

• Continued from page 70

operator will save money in the long run by paying cash."

G. U. Shriner, Highway Novelty Corporation, Bedford, Pa., remarked, "We pay cash for all of our machines, so we are not in a position to say whether or not credit is tightening."

Western Music Company, Pendleton, Ore., reported making cash payments for the last seven years. Styers Coin Machine Company, Winston Salem, N. C., reported always paying cash, but found money recently tightened up.

Credit Rating Important

Where cash payments cannot be made, the next best way to keep finances running smoothly is to have good established credit sources:

Coin Automatic Music Company, Johnson City, Tenn., reported finding that "as long as payments are kept up so that the bank does not have to send notices, paper will be accepted without hesitation."

An Indiana operator reported: "If we need credit assistance, we borrow direct from the bank at 6 per cent simple interest. We don't approve of the finance notes charged on contracts."

W. F. House, Kentucky Amusement Company, Louisville, emphasized the advantage of good credit relations: "Having been established over 30 years, financing is no problem to us."

H. W. Grogan, Grogan Music Company, Parkersburg, W. Va., commented: "We borrow money to buy equipment from the local bank, giving real estate as collateral. One cannot borrow on equipment anywhere. Prices are higher, collections lower."

Deals Reasonable

A California operator remarked, "Haven't noticed any tougher terms. We still make any reasonable deal that we want." Said an Upper New York Stater: "I believe money is tighter now, but I get all I want from my local bank at 5 per cent on straight notes when I want it."

H. L. Murph, Hartsville, S. C., operator, found little change on the

finance front. Said Murph: "Finance is available in any amounts and terms that I might need at 6 per cent or less." Ernest Krauter, Acme Vending, Inc., Maplewood, N. J., remarked: "We get all the financing we want, but at increased cost."

M. F. Moore, Moore Amusement Company, Huntington, W. Va., checks first on locations before making financing arrangements. He reports getting all the needed finance, but makes purchases only after he is assured that his locations are paying their share of expenses.

Some operators are feeling the pinch of lower collections and tighter credit, or both. George E. Hermetet, Frenchie Amusement Company, Savannah, Ga., commented: "Money is much harder to get for the machines. Bank will loan money to music firms with good credit, however."

Cites Interest Hike

Bert Liesch, Milwaukee, operator, remarked: "Money is tighter

now since my last three purchases. I have had to pay 7 per cent as against 6 per cent previously. Beyond 6 per cent, the terms are pretty steep, but we don't have much choice."

An encouraging note was sounded by Lloyd L. Kiester, Frontenac, Minn., operator: "While I believe that money is tighter now, I also think that juke box financing is one of the best risks for the banks to handle; therefore I don't look for any raise in rates in the near future." From the opposite point of view, were the remarks of B. B. Howell, Indianapolis. Said Howell: "Money is much tighter, terms higher and rougher to meet. I'm now paying 8 per cent for some finance."

Another Minnesota operator commented: "Terms are tighter. Previously accounts were 60 to 90 day open. Now a contract is required." Gene Jaeger, Victoria, Tex., added: "Terms tighter—and if it gets worse we have poor prospects for new machine purchases."

Free-Play Pinball Code To Get Indiana Review

INDIANAPOLIS — Drastic changes in the statute governing the operation of pinball machines will be asked in the biennial session of the Indiana General Assembly, which begins its 61-day deliberations here January 10.

An effort to repeal the free-play sanctions approved by the legislature in 1955 will culminate a six-year struggle to give Indiana a "tough" anti-gambling law.

State Senator Thomas C. Hasbrook, of Indianapolis, who pioneered the anti-gambling drive in 1951 as a member of the House of Representatives and sponsor of the 1955 act, feels that the free-play proviso was embedded in the law by surreptitious means and that it should be taken out. He does not say, however, as to whether he would lead the move to do so.

Leadership of the anti-pin forces

may be assumed by Marion County (Indianapolis) Sheriff Robert A. O'Neal. He announced last week that he would press for the enactment of legislation to bring "free game" machines into the category of gambling devices. To accomplish that, he proposes to ask for the amendment of the 1955 Hasbrook law.

Hit by Press

Influential Indiana newspapers denounced the inclusion of the free-play stipulation after its passage in 1955. Now much of the Hoosier press is swinging behind the O'Neal plan for striking it out.

"We know the operators pay off over the counter and we know that school children spend their lunch money playing the machines," Sheriff O'Neal said. "I think that machines offering free

(Continued on page 80)

No. 1 Grade Bumper Pool Cues, 48", \$36 val., Special Price, \$28.50 dx.
Solid mahogany butts; white points with tips. You can't buy better cues.
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4-prong, walnut-stained butts. This is a real saving for top-quality cues. Don't foul yourself up with cheap cues... ours will last twice as long.

For a small investment you can have new pool tables. You'll increase your take tremendously, too.

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REGULAR ROTATION POOL BALL SETS, Nos. 1-10, incl. 2 1/2" Per set \$18.50
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SLATE TOPS 3/4 in. HIGHEST QUALITY BLACK SLATE Regular \$45.00
Jumbo \$65.00
(Regular Fits All Small Tables—Jumbo Fits all Jumbo Tables Except Bally—Specify for Bally)

ARAMITH ROTATION BALLS \$22.50 Set
(10 Balls Numbered 1 to 5 with Instructions)

1/2 Down—Balance C.O.D. or Sight Draft
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GIVE TO DAMON RUNYON CANCER FUND

Free-Play Code

Continued from page 79

games should be treated as slot machines."

The first Hasbrook bill, which provided for penalties ranging up to 10 years imprisonment, died in a conference committee of the 1951 legislature. Passed in 1953, the second was invalidated by the Indiana Supreme Court. With much of its stringency removed, his third proposal was passed in March, 1955, signed by Gov. George N. Craig and left on the statute books, unchallenged by the courts.

Impartial legislative observers here are predicting a torrid clash over the free-play issue. Some of them are even saying that it will become one of the major struggles of the legislative session, bringing the rural, the urban, the reform and liberal elements into conflict. The consensus is that the law will be purged of the free-play concession.

The position of the new governor, Harold Handley, has not been stated. It is believed, however, that he has at least mildly "liberal" inclinations. Those who hold this view point to the fact that as lieutenant governor, he presided over the State Senate in 1955 and that if he had been opposed to the legalization of free play it may not have passed.

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- LADY LUCK
- DIAMOND LILL
- TWIN BILL

- GYPSY QUEEN
- SOUTHERN BELLE
- SWEET ADD-A-LINE
- TOURNAMENT
- WISHING WELL
- MARATHON
- FRONTIERSMAN
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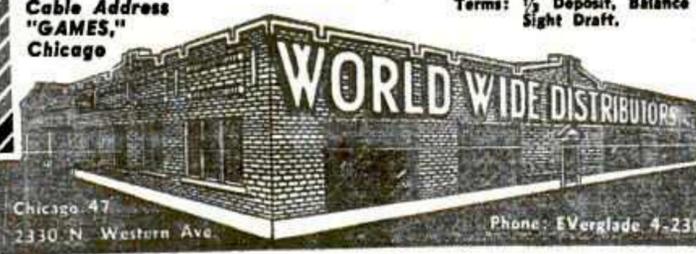
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GIVE TO DAMON RUNYON CANCER FUND

Int'l Tunes

• Continued from page 70

tions, but foreign ditties are programmed occasionally.

In Detroit, which has large Polish, Italian and Irish populations, a tie between juke box operators and a radio station on nationality programming has been formed which makes it the only city in which such a co-operative program has been reported.

Polkas have set the pace in demand for nationality numbers in Detroit. So the local juke box association—the United Music Operators of Michigan—set up a co-operative program with Eugene H. Konstantynowicz, who conducts nationality ditties on station WJLB, two of which feature polka music. (The Billboard, December 22.)

However, despite a substantial Italian population, Italian ditties have enjoyed very little demand, Motor City operators report.

An outstanding example of the changes in musical tastes by nationality groups is in Milwaukee, with heavy German and Polish populations, where polkas are waning in favor of current pop, country and western, rhythm and blues and even progressive jazz. (The Billboard, December 29.)

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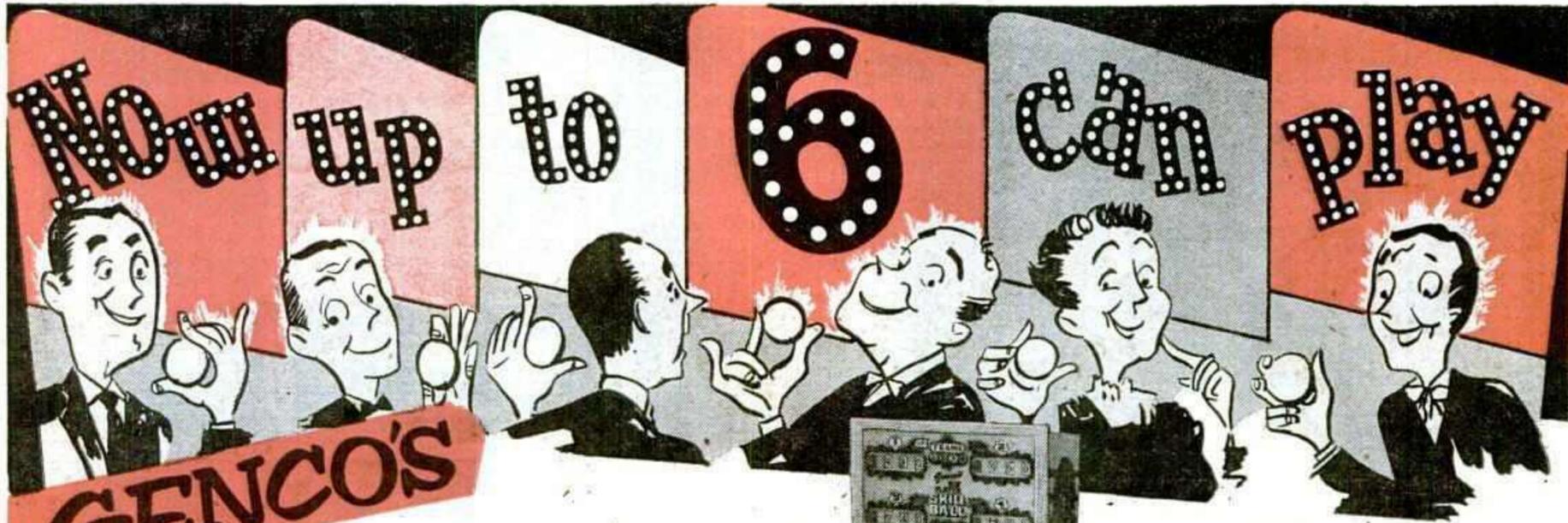
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BETTER-TAN-EVER PLAY
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PLAYFIELD RAMP
The only game that can be adjusted for perfect play action for any location.



2-piece DE LUXE Cabinet!
Easy to move . . . easy to service!

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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

GENCO MFG. & SALES CO. 2621 N. ASHLAND AVE. CHICAGO 14, ILL.

Wanted
SIZEABLE
MUSIC ROUTES
 In E. Penna., Delaware & N. Jersey
 Write Details in First Letter to
BOX 84, BILLBOARD
 1564 Broadway N. Y. C.

BEST IN THE
MIDDLE WEST
BOWLERS
CHI COIN
 Score-A-Line\$325
 Fireball 225
 Bowling Team 250
 Feature 125
 Super Frame 100
 Bonus Score 275

UNITED
 Lightning\$225
 Speedy 125
 10th Frame Super 95

BALLY
 Magic\$225
 Rocket 150

SURE WE LIKE TO TRADE;
JUST CALL US
 1/3 dep., bal. C.O.D. or S/D

UNIVERSITY Coin Machine Exchange
 858 No. High St. Columbus 8, OHIO
 Tel: AXminster 4-3529

NEW! 4-HOLE BUMPERLESS
RACK POOL PANELS
 Fits all games. Hole in each corner. Reg. size, w/ rack and oversize Cue Ball. Panel only\$29.50 each

2-HOLE RACK POOL
PANELS With Rack and Oversize Cue Ball\$25 each

Refinished Like New
POOL TABLES Reg. Size\$125
 Jumbo\$175

Complete: NEW 4-HOLE PANEL; 4 New Cues; New 8 Red, 8 White Rotation Balls, numbered 1-10; Set of 1-10 Peas and Plastic Pea Bottle.
 New Rotation Balls, Per Set ...\$12.50
 Peas, 1 thru 10, Per Set45
 Plastic Pea Bottles, Each 1.25
 Oversize Cue Balls, Each 2.00
 Triangle Racks, Each 1.25

Get Our List, New-Used Games, All Types
CHARLEY PIERI
MONARCH COIN MACH., INC.
 2257 N. Lincoln Chicago 14, Ill.
 Lincoln 9-3996-7

ALL NEW MACHINES
 New Machines
 Immediate Shipment From Stock
 Write today for complete details and prices

Exhibit Jungle Gun, Rifle Wms. Roll-A-Ball, 6 Plyr. Skee-ball Bally Motorbikes, Kiddy Ride Wms. Peppy the Clown, Marionette Theatre
 Williams Crane
 Williams Sidewalk Engineer
 Genco Davy Crockett Gallery
 Pirate Gun Gallery
 State Fair Gallery
 Genco Quarterback Football Relaxator Foot Vibrator
 Harvard Metal Typers
 Standard Metal Typers
 Muto. Lord's Prayer Vendor
 Muto St. Christopher Vendor
 "Goldie" Horse, 4 speeds
 Auto Test Drivemobile
 Graphoskop, coin op. telescope
 Drive-In Movies, Kiddy Rides
 Giant Panoram
 Vacuumatic Card Vendors
 Grandmother Card Vendors

"Trotter" Horse, Kiddy Ride. All works in body of horse. Genuine leather saddle. Best buy on the market today. Write for circularPrice \$395.00

Send for our large catalog and supplement. Illustrated. Free. Write today.

MIKE MUNYVÉ
 577 Tenth Ave. (at 42nd St.)
 New York 36, N. Y. BRyont 9-6577

GIVE TO DAMON RUNYON CANCER FUND

Hudson Bridge
 • Continued from page 79
 route expansion plans call for locations in the Rhinebeck-Red Hook-Hyde Park area running all the way to the Connecticut line.
 While the Catskill area has always done best in the summer when the tourist season was in full swing, most operators in the region

keep their equipment on location 12 months a year for the year-round population.
 The new bridge will add to the area's traffic and population. Banking sources in the region guess that the span might increase business in the Kingston area by 30 per cent.
 The bridge also connects with the New York-Albany section of the New York Thruway, which runs along the west bank of the Hudson.

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

Immediate Delivery. 1/3 Deposit
FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.
 7855 Stony Island Ave. Chicago Bayport 1-1616

BARGAIN HUNTERS... LOOK
AT THESE A-1 OFFERINGS FROM
SOUTHERN AUTOMATIC!

UNITED POOL ALLEY	\$150	GENCO SHUFFLE POOL	\$ 40
BAT-A-SCORE	50	BALLOON-O-MAT	150
VACUMATIC CARD VENDOR	125	COON HUNT	125
MERCURY CIGARETTE VENDOR	50	DUCK RIDE	150
9-COL. SMOKE SHOP	90	18-COL. SMOKESHOP	125

BRAND-NEW ELECTRIC SCORE POOL TABLES\$100
 USED ELECTRIC SCORE POOL TABLES 75

Terms: 1/3 Deposit, Balance Sight Draft.

SOUTHERN AUTOMATIC MUSIC CO., Inc.
 735 SOUTH BROOK STREET, LOUISVILLE, KENTUCKY

METAL TYPERS
 Vending Aluminum Identification Discs Are In Demand Because:
 ★ They Are Service Free
 ★ Bring In Dimes
 ★ Require No Electrical Outlet
 Write for Information Today

ALUMINUM De-Greased DISCS

STANDARD HARVARD 1318 N. WESTERN AVE. CHICAGO 22, ILL. • EV 4-3120
METAL TYPER, Inc.

OUT-EARNS ALL OTHERS!

Williams
6-PLAYER
ROLL-A-BALL

Super Deluxe in Every Detail!
 Gets and Holds Heavy Play With:

- ★ Single—Double—Triple Scoring!
- ★ Extra Balls Feature!
- ★ Optional Match Feature!

Williams Is Now Delivering:
"PERKY" 5-Ball Game.
"PEPPY" the Musical Clown

Order From Your Williams Distributor!

Williams MANUFACTURING COMPANY
 CREATORS OF DEPENDABLE PLAY APPEAL
 4242 W. FILLMORE ST. CHICAGO 24, ILL.

Empire's Lineup of 3 Winners!

WILLIAMS 6-Player ROLL-A-BALL **UNITED BOWLING ALLEY** **GENCO Official 6-Player SKILL BALL**

Greatest Game Since Shuffle Alley

SHUFFLE GAMES

United Pool Alley \$395.00	Holiday\$175.00
Regulation 375.00	Magic 175.00
A.B.C. Bowler 365.00	Mainliner 175.00
"300" 270.00	Speedlane 175.00
Capitol, Match 265.00	Ace, Match Score 150.00
Clipper, High Score 265.00	Banner, Mch. Score 150.00
Bonus Score 245.00	Mystic 150.00
Thunderbolt 245.00	Speedy, High Score 150.00
Hollywood 245.00	Crisis Cross Target 125.00
Miami Shuffle 195.00	Imperial 95.00

5 BALLS

GOTTLIEB	GOTTLIEB
Gladiator\$295.00	Happy Days\$ 95.00
Scoreboard 275.00	Flying High 85.00
Tournament 275.00	4 Stars 75.00
Duetto 225.00	Chinatown 75.00
Southern Belle 175.00	Skill Pool 75.00
Wishing Well 185.00	
Sluggin' Champ 195.00	WILLIAMS
Twin Bill 175.00	PERKY Write
Gypsy Queen 175.00	FUN HOUSE Write
Stage Coach 175.00	Can Can\$245.00
Mystic Marvel 135.00	Super Score 250.00
Daisy Mae 150.00	Race the Clock 225.00
Hawaiian Beauty 135.00	Wonderland 180.00
Arabian Nights 125.00	Skyway 140.00
Green Pastures 125.00	Big Ben 135.00
Shindig 115.00	9 Sisters 110.00
Queen of Hearts 110.00	Lazy Queen 110.00
Pinwheel 110.00	Screamo 110.00
Marble Queen 100.00	Grand Champ 95.00
Poker Face 100.00	Jalopy 90.00
Grand Slam 95.00	4 Corners 90.00
	Times Square 85.00
	Army-Navy 75.00
	Disk Jockey 75.00

ARCADE

PEPPY THE CLOWN..... Write	Grandma Horoscope\$495.00
AUTO PHOTO Write	Champion Horse 395.00
WMS. CRANE, NEW..... Write	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 275.00
	Coin Recordio 175.00
	Sidewalk Engineer 165.00
	Silver Gloves 165.00
	Major League Baseball 150.00
	De Luxe Baseball 135.00
	Undersa Raider 125.00
	4-Player Derby 99.50
	Flash Hockey 99.50
	Flying Saucer 99.50
	Telequiz 95.00

GUNS

PIRATE GUN .. Write	Coon Hunt\$175.00
DAVY CROCKETT.. Write	Sky Gunner .. 148.00
State Fair\$395.00	Nite Fighter .. 148.00
Wild West 295.00	Bear Gun 145.00
Deluxe BONUS 275.00	Invader 148.00
800 Shooting Gallery 350.00	Silver Bullet .. 125.00
Anti-Aircraft .. 99.50	Shoot's Gallery 110.00
Jet Fighter ... 225.00	Space Gun 95.00
Carnival 195.00	Mauser Pistol .. 89.50
Rifle Gallery .. 175.00	Dale Gun 85.00

PHONOGRAPHS
 Steam Cleaned
 Expertly Reconditioned

SEEBURG	AMI
HF 100 R\$775.00	F 120\$475.00
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WANTED!
 Gottlieb, Super Jumbo and Jubilee
 United, Team and League

1/2 Deposit, Balance Sight Draft or C.O.D.

Empire COIN MACHINE EXCHANGE
 1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

"WE HIGHLY RECOMMEND UNITED'S NEW BOWLING ALLEY—NOW DELIVERING"

SHUFFLE ALLEYS

Ex. Twin Rotation	125.00
C.C. Criss Cross	150.00
C.C. Hi-Speed	85.00
C.C. 10th Fr. Triple	45.00
Keeney Team	75.00
Chief	110.00
Cascade	85.00
Clover	85.00
Classic	85.00
DeLuxe	85.00
League	125.00
Olympic	85.00
Royal	95.00
Team Bowler	125.00
10th Frame	75.00
6-Pl. Original	45.00
Genco Shuffle Pool	125.00
Genco 14' Bank Roll	150.00
Un. Regulation	450.00
Un. Select Play	375.00
Un. Shuffle Pool	295.00
Bally A.B.C.	425.00
5th Inning	125.00
11th Frame	125.00
Crown Bowler	110.00
Keeney Carnival	75.00
Criss Cross Bowler	125.00
Keeney Domino	75.00
Keeney Deluxe	75.00
C.C. Fireball	195.00
Keeney League	75.00
Pacemaker	95.00
Super Frame	95.00
Team Bowler	125.00
Triple Play	95.00
Triple Score	95.00
Wur. 14' Skee Ball	250.00
Vogue	475.00

AMERICAN 9' SHUFFLE
Rebound with
Score Unit 225.00

RIDES

2 Rabbit Rides	\$250.00
3 Wild Steers	250.00
4 Dopey Ducks	250.00
20 Palomino Horses	295.00
3 Thunderbolt Horses	350.00
1 Lane's Fire Engine	450.00
3 Bally Space Ships	300.00
2 Miss America Boat	295.00
Merry-Go-Rounds	325.00

BINGOS

Beach Club	50.00
Beauty	65.00
Cabana	45.00
Caravan	375.00
Circus	50.00
Gayety	110.00
Hawaii	75.00
Ice Frolic	75.00
Leader	50.00
Palm Beach	65.00
Stars	45.00
Surf Clubs	65.00
Spot Lite	50.00
Tropics	65.00
Variety	125.00
Yacht Club	50.00

CIGARETTE MACHINES

LEHIGH 12-Col.—NEW
All Coin Combinations \$235.00
EASTERN ELECTRICS, 12 Col., New Write

Mercury, 9 Col.	\$165.00
National 930, used	95.00
National 930	110.00
P.X., 8 Col.	85.00
Electro, 8 Col.	95.00
Mills 5-Col. Candy	65.00
Keeney 9-Col. Electric	135.00
Rowe 8-Col. Elec.	95.00
Console, 25¢ & 30¢	95.00
Rowe 8-Col. Elec. Dipomat, 25¢ & 30¢	95.00

VENDORS

15 Ship, 2-Col. Gum, 2¢	\$18.50
New 2-Col. Roll Stamp	35.00
New 1-Col. Schirk Roll Stamp	25.00

MUSIC

A.M.I. A-40	\$190.00
A.M.I. D-40	225.00
A.M.I. D-80	295.00
A.M.I. F-120	695.00
Seeburg 100-A	245.00
Seeburg 100-C	550.00
Seeburg 100-R	795.00
Seeburg 200	Write
Seeburg B	450.00

Our 1957 Coin Machine Catalog for Export now ready. Includes Shuffle Alleys, Pin Games, Counter Games, Arcade Equipment, Music & Vending Machines.

ARCADE EQUIPMENT

Atomic Bombar	\$125.00
Air Foot Ball	225.00
Auto Photo	1,495.00
Bally Big Inning	85.00
Bally Defender	125.00
Balloonmat, F.S.	245.00
Boomerang	65.00
Coon Hunt	150.00
C.C. Hockey	75.00
Champion Hockey	125.00
Chester Pollard	75.00
Foot Ball	75.00
C.C. 2-Man Hockey	385.00
C.C. 4-Pl. Derby	150.00
Dale Gun	50.00
Evans Bat-A-Score	145.00
Flash Hockey	225.00
Ex. Hi Ball	95.00
Genco Quarterback	285.00
Genco Champion Baseball	275.00
Harvard Metal Typer	125.00
Hayburners	75.00
K.O. Filter, F.S.	350.00
K.O. Filter, original	150.00
Keeney Air Rider	150.00
Keeney Submarine	125.00
Lite A League	75.00
Liberator	75.00
Knotty Peaks	20.00
Midget Movies	125.00
Muto, Card Vendors	50.00
Muto, Photomat	350.00
Muto, Lord's Prayer	Write
Muto, Voice Recorder	375.00
Oracle of the Sphinx with cards	150.00
Panorams	275.00
Pitch'm & Bat'm	175.00
Quizzer	95.00
Romance Indicators	30.00
Silver Bullets	125.00
Shoe Brush Up	95.00
Shoe Shine	150.00
Sidewalk Engineer	145.00
Skill Jump	45.00
Silver Gloves	225.00
Speedway Bombsite	150.00
Telequiz	95.00
Spear the Dragon	125.00
Stand, Metal Typer	325.00
Undersea Raider	125.00
Un. Super Slugger	295.00
Foot Vibrator	150.00
Wms. Crane	Write
Zodiac, new	395.00
Zingo	65.00
Zodiac Vendors	89.50

WURLITZER DISTRIBUTORS

Cleveland Coin MACHINE EXCHANGE, INC.

2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: TOWNE 1-3713
Terms: 1/3 deposit with all orders, balance C.O.D.



M. S. GISSER
Sales Manager

WANTED A-1 MECHANIC FOR BINGO GAMES

- Work in Chicago area
- Salary: \$600.00 per month
- Regular hours
- Bonus
- Vacation
- Must have car

WRITE TO BOX 875

The Billboard
188 W. Randolph Street
Chicago 1, Illinois

Every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES has been sold in The Billboard.

What Do You Have To Sell?
Write BOX 666
2360 Patterson St. Cincinnati, Ohio

Mich. UMO

Continued from page 70

"we believe our youth program helps create the kind of citizen of whom we can all be proud.

"Members of this organization display a certificate of identification on juke boxes which inform the public of continuing support of the United Music Operators of Michigan youth program. We solicit your continuous co-operation."

The greetings were imprinted on 8 by 11-inch paper, with a large picture showing the 13 assembled officers of the organization—incidentally, preaching a silent lesson of interracial co-operation thru the appearance of one Negro operator in the group.

In a separate list at the side were printed the administrative board of the UM; advisors, including civic officials, trade paper editors, musical and other leaders; a long list of associates from television and radio stations, and a list

of participants including youth groups, recreation commissions, settlement houses and trade associations.

Owners of locations serviced by UMO members received a further special distinction in the form of an enclosed card starting with a quotation from Virgil, the classic Latin author, "The noblest motive is the public good," and noting that the location owner by his participation had been recognized as a YOUTH PROGRAM SUPPORTER. Greetings followed, signed by "Your UMO Music Operator," and the name of the individual operator.

The Allen Vending Company, operating a route of penny candy and nut vendors, has been transferred from Harry Lipsitt, who established the business as a student about six years ago, and who is now in the Air Force, to his father, Murray J. Lipsitt. Headquarters are being moved northward to San Juan Drive, and a route manager is to be appointed.

ATTENTION, MICHIGAN OPERATORS!

WE ARE EXCLUSIVE DISTRIBUTORS IN MICHIGAN FOR

BALLY BOWLING LANES

Now on Display at

King-Pin Equipment Company

826 Mills St., Kalamazoo, Mich.
Phone: Fireside 5-1151

King-Pin Distributing Company

7624 Fenkell, Detroit, Mich.
Phone: UN 3-4770

GIVE TO DAMON RUNYON CANCER FUND

COLOR... ACTION... PLAYER APPEAL!

GOTTLIEB'S RAINBOW

- NUMBERED ROLLOVERS LITE RAINBOW SECTIONS IN LITE BOX
- COMPLETED RAINBOW LITES CENTER HOLES FOR SPECIAL SCORES
- 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

BUY THE BEST... WE DO!
ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS.

Subject to AMUSEMENT TAX Only!

Amusement Pinballs
as American as Baseball and Hot Dogs!

"PERK" UP YOUR POOL TABLES!

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

SUPPLIES

Set of 10 2 1/2" Pool Balls ... \$12.00
 Playfield Cloth ... 9.50
 Cue Sticks, Ea. ... \$2.50
 Chalk, Cr. ... 8.50
 Cement20
 Cue Clamps, Ea.25

PURVEYOR DISTRIBUTING COMPANY
 4322-24 N. WESTERN AVENUE CHICAGO, ILLINOIS

LOOK AT THESE BUYS! HURRY!

Muto. Photomatic, post war. \$300.00
 Muto. Voice O Graphs ... 275.00
 Muto. Lord's Prayer Vender, 299.50
 Muto. Rock N Roll ... 59.50
 Exhibit Sportland Rifles ... 164.50
 United Jungle Rifle ... 89.50
 Seeburg Coon Hunt ... 84.50
 United Regulation Star Alley 149.50
 United Chiefs ... 94.50
 United Royals ... 74.50
 United League ... 99.50
 Wms. Grand Champion Pin Game ... 89.50
 Bally Palm Springs ... 60.00
 Seeburg Model C's ... 495.00
 Seeburg Model G ... 625.00
 Wurlitzer 1650 ... 324.50
 AMI Model C ... 110.00
 Stoner 6-Col. Candy Machine. 79.50
 Shipman Pkg. Gum & Life Saver 10.00
 Westinghouse Coca-Cola Bottle Vender, upright with change-maker ... 165.00
 Exhibit Big Broncho Horse ... 275.00
 Lane Carousels ... 275.00
 Deco Carousels ... 225.00
KING SIZE POOL TABLES ... 99.00
REGULAR SIZE POOL TABLES 59.00
 1/2 Dep. No Packing Charge.

ODCO, Inc.

1100-02 Broadway, Albany 4, N. Y.
 Telephone 5-0228

when answering ads ...

SAY YOU SAW IT IN THE BILLBOARD!

CLEARANCE SALE! CHALLENGER PISTOLS



Like new, with chrome floor stand and Bull's-Eye Target; one year old (12 or 8c).
\$29.95
 Complete in lots of 8 or more, \$39.95 lots of 1 to 4.
WOW! STAR SHOOTING GALLERY ... \$125.00
SPORTLAND SHOOTING GALLERY ... 149.50
 (in good working order)

WHILE THEY LAST!

Circus Jet (Merry-Go-Round Type) ... \$95.00

KIDDIE RIDES (Coin Operated). We Buy—Sell—Trade. Send us your list and requirements.

Export Inquiries Invited ... All Prices F.O.B. Chgo. ... All Phones: Uptown 8-1369.
CAROUSEL INDUSTRIES, INC., 2645 W. Lawrence Avenue, Chicago 25, Illinois

★★★ **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. MOntona 1-5004

JOE ASH SAYS:



We Will Exchange EXHIBIT RINGER BALLS For BINGOS!!

FOR SALE * Large Quantity of * WRITE * SEEBURG V-200's * for PRICE

Exclusive Distributors For Wurlitzer & D. Gottlieb & Co. in S. Jersey, Del. & E. Penna.

ACTIVE

AMUSEMENT MACHINES CO.

666 N. Broad St. Phila. 30
 FRemont 7-4495
 Write or wire for prices

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

EXPLOSIVE

chicago coin's ... 6 PLAYER TOURNAMENT

Ski-Bowl

Introducing 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!

Player by skillfully striking in the 4th frame gets "bonus" balls ... keeping his game alive and enabling him to re-shoot and score up to 3 extra strikes!



Look!

- ★ Completely Noiseless Operation!
- ★ Combination Steel And Unbreakable Plastic Shield!
- ★ A Natural Attraction For Team Play!
- ★ Indestructible Colored Plastic Cups!
- ★ Proportionately Sized To Fit All Locations! ... 10 ft. Long!
- ★ Full Size Plastic Impregnated Balls!

★ Available In Regular And Super Model!

Still Available! Our Famous **CHAMPIONSHIP REGULATION BOWLER** At Your Distributor



1725 West Diversey Blvd., Chicago 14, Ill.



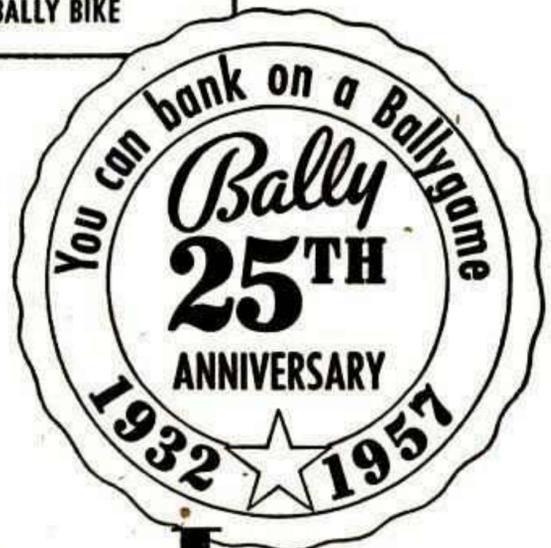
Sensational *new* Bowling Game is record-smashing money-maker

1957 will be your biggest money-making year if you're quick to cover your locations with

Bally ABC BOWLING LANES . . . and grab your share of the countless new spots ready and waiting for the greatest skill-amusement game ever built. Not another shuffle-puck game . . . but real bowling with 3 in. hard rubber ball . . . plus Bally profit-proved quick-set "fly-away" pins and rapid-fire score-totalizer... ABC BOWLING LANES is the fastest money-maker you ever operated. Avoid delays in delivery by ordering from your Bally Distributor today.

NOW AT YOUR
Bally
 DISTRIBUTOR
 KEY WEST
 BALLS-A-POPPIN'
 DE LUXE ABC BOWLER
 DE LUXE CONGRESS BOWLER
 THE CHAMPION • MODEL T
 BALLY BIKE

BALLY MANUFACTURING COMPANY
 2640 BELMONT AVENUE • CHICAGO 18, ILLINOIS

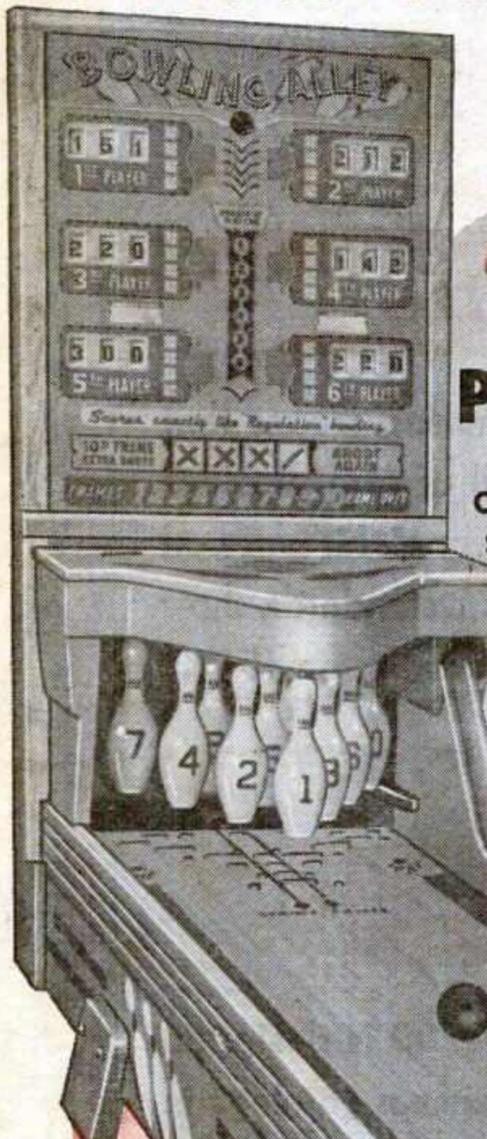


Bally[®] ABC Bowling Lanes

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!

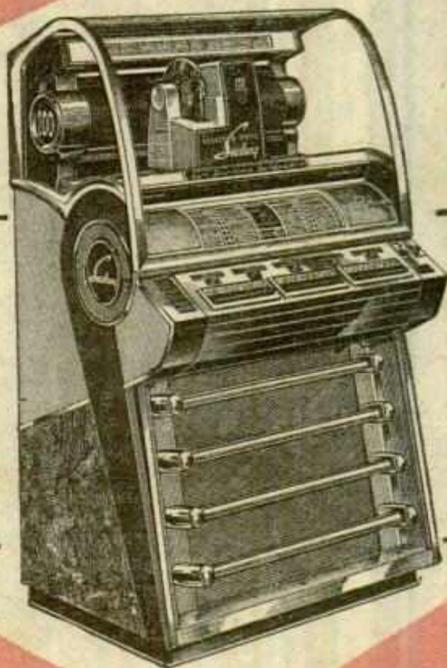
A COMPLETE LINE OF SHUFFLE ALLEYS • RIFLE GALLERIES • IN-LINE GAMES!

proper programming

Proper programming means that the musical bill of fare provides "music for everyone": hit tunes on 45 RPM singles...standards, show tunes, all-time favorites on 45 E. P. albums.

profitable programming

The Seeburg V-200 is designed to produce maximum earnings in every location. *The reason is DUAL PRICING:* hit tunes (on singles) at one price...album music (on E. P. records) at a proportionately higher price to compensate for the additional playing time.



**The world's first
Dual Music System...
SEEBURG V-200**

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*America's finest and most complete
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