

# The Billboard

*Best Buy*  
**IN CLASS A NETWORK TV**  
 Cost-per-thousand figures in 6 program categories...  
 7 sponsor categories...  
 for men, women, children and homes... based on ARB audience research.  
 See TV Programming Dept.

**DISK JOCKEY QUARTERLY**  
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JANUARY 26, 1957 **ABC** THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY **ABC**

## Demand Grows for Recreation Housing

All Types of Building Needed for Rise in Population; More Spots Open for Pros

By TOM PARKINSON

CHICAGO — Concentration of public money on the chore of meeting school needs is creating a giant backlog of demand for recreational and entertainment facilities. Time is coming that bonding authorities will turn to wholesale construction of new arenas, stadiums, coliseums, youth centers and community houses, fair buildings and fairgrounds.

The very population increase that makes the schools a necessity will build the need for play places.

Paralleling the tax-and-bond-financed projects will be private enterprise construction of additional fun facilities. There will be Kid-di-lands, outdoor amusement centers, parks, auto race tracks, resorts and junior Disneylands, to name a few. And all the new places will set the stage for greater expansion in the fields of traveling shows, stage and arena attractions, promotion and concessions.

A stand-out trend that is taking shape indicates there will be much doubling up on facilities. Schools will use municipal arenas. Arenas will be built on fairgrounds. Public gathering places will augment college campuses.

### Bonds Voted Down

Current action on federal and State budgets and their relation to taxes points up the fact that voters these days are thinking at least twice before casting ballots in favor of new tax loads.

Upshot is that more than a few of the bond referendums for new public construction have failed to pass. Generally, those bond issues for schools have been winning approval, while many of the others are rejected.

Caught up in the rejected bundle are proposals for new fairgrounds, some municipal auditoriums, stadiums—including even some school stadiums that might not be counted as essential—and both youth centers and community centers. It's true that in specific cases, the voters have okayed some in each of these classes, but the over-all picture remains the same: only school bonds generally are assured of passage.

It is apparent that voters aren't in the mood to spend money for other projects when their schools are forced to overcrowd classes, operate on double shifts or forego kindergartens. Planning agencies usually predict that the heavy load for schools will be met and ease off in the mid-1960's.

Thus there is reason to believe that in the future—perhaps five years—bond issues for recreational and entertainment purposes will find a new climate of acceptance. Then the need for school facilities may have been overcome and the question of filling free time will be uppermost.

That is when a big rush of con-

(Continued on page 103)

## GOVT. EXPECTS \$277,000,000 IN EXCISE TAX

WASHINGTON — The Amusement industry is expected to contribute \$277,000,000 in excise taxes to the Federal coffer for the 12 months beginning July 1, according to the President's budget. Estimate is \$23,000,000 below the current fiscal year's figure, and \$72,673,000 below actual collections for fiscal 1956.

The government expects to take in \$171,000,000 from excises on radio and television sets, phonographs, phonograph records and musical instruments. The 1957 estimate was the same for this category, while 1956 actual collections totaled \$186,199,000.

Excises on admissions are estimated at \$45,000,000 for fiscal 1958, against \$68,000,000 estimated for the current fiscal year, and \$104,327,000 actually collected for fiscal 1956. The cabaret tax is expected to add \$43,000,000 to the treasury in 1958, the same amount as 1957 and higher than the actual collection in 1956 of \$42,255,000.

Coin-operated amusement and gaming devices are expected to yield the same amount in 1958 as was estimated for fiscal 1957—\$15,000,000. Actual collections in this category totaled \$14,246,000 in fiscal 1956.

## What's Best to Buy On Night Web TV? BB Gives Answers

Welk, Sullivan, Godfrey and Disney Top First Cost-Per-1,000 Lists

By GENE PLOTNIK

NEW YORK — The first continuous publication of comparative cost-per-thousand estimates for network TV programs starts in this issue of The Billboard. It opens with a triumph for four well established gentlemen of TV: Lawrence Welk, Ed Sullivan, Arthur Godfrey and Walt Disney.

The first three, Welk, Sullivan and Godfrey, have the most efficient programs in reaching adult viewers. Disney is the most efficient in reaching children. Their shows reach the biggest audiences per dollar. They are the best buys in evening network TV.

### November ARB

At least they were in November, 1956. The "Best Buy" list in this issue is based on the American Research Bureau's study of the U. S. TV audience made November 8 thru 14. Next week's issue will start the "Best Buy" listing for December.

The Lawrence Welk show was by far the outstanding buy in November. This is one musical that is a virtual giveaway. It cost

Dodge, the sponsor, only \$1.10 for each 1,000 homes reached by each one-minute commercial time on the show. It cost only \$1.12 for each 1,000 men that saw each minute commercial. It cost only 92 cents per 1,000 women viewers per minute commercial.

This study doesn't show it, but the average cost per commercial minute on nighttime network TV is probably more than \$3.50 for each 1,000 homes in the audience.

Cost-per-thousand is undoubtedly the most decisive yardstick in evaluating a television program, or, for that matter, any advertising. To be sure, it is not in itself the last word. The values that an advertiser wants in the TV show its sponsors may be various and sometimes may even be peculiar. Ultimately what most sponsors want their TV shows to do is sell their products. But in the total advertising scheme, it is often difficult or impossible to attribute sales directly to a particular program.

### Responsibilities

Besides, it's usually the commercial that's supposed to do the selling. The program is supposed to get the viewers in the correct mood to receive the commercial.

The cost-per-thousand in a sense tells the sponsor how much of the populace he got to listen to his commercial for each dollar he invested in the show; or, in other words, how efficient was his expenditure.

### Sponsors' Aim

Some sponsors may occasionally be reckless about cost efficiency (Continued on page 2)

## NEWS OF THE WEEK

**ABC-TV Weighs an All-Western Night on Tuesdays Next Fall . . .**  
 ABC-TV plans a radical programming departure with an entire evening of Westerns scheduled for Tuesdays next fall. . . . **Page 2**

**Caesar, Gobel May Join Gleason In New Tack for TV Acting . . .**  
 Sid Caesar and George Gobel are likely to join Jackie Gleason in the long parade of comedians who will not be used on TV in the same manner next season. No answer has been found to prevent comic talents from burning up at an appalling rate. . . . **Page 2**

**Some 1,350 Movies Up for TV If Repayment Plan Gets Set . . .**  
 Approximately 1,350 feature films were released by the Hollywood majors, 1949 thru 1954. This is the additional quantity of features that would be in line for ultimate TV distribution in the event the producers reach a repayment agreement with the talent guilds. . . . **Page 11**

**Victor Revises Save-on-Records Plan; More Profit for Dealers . . .**  
 RCA Victor revamps its Save-on-Records coupon plan, with a view toward winning fullest dealer support. Profit for dealers hiked to 38 per cent. Changes are the result of a recently completed dealer survey. . . . **Page 37**

**Calgary Expo Booking of Polack Circus Cues New Trend by Fairs . . .**  
 A trend toward booking of circuses as fair attractions was demonstrated last week. Major booking was the signing of the Polack Bros. Circus as the building attraction at the Calgary (Alta.) Exhibition and Stampede. . . . **Pages 108, 111**

**Stage Set for Consent Decree In Seeburg Antitrust Case . . .**  
 J. P. Seeburg changed its plea of not guilty to nolo contendere to the federal indictment charging restraint of trade, thus setting the stage for a consent decree settlement in the civil suit against it and its distributor organization. Indications are that agreement will be made to a set of Seeburg trade practices acceptable to the firm and the antitrust division. . . . **Page 120**

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## School Eyes Fair Building

LOUISVILLE—A plan for the University of Louisville to lease the new coliseum and other facilities at the new Kentucky State Fairgrounds is under consideration here. Plan would be in line with the national trend for combination of educational and entertainment facilities.

Giant layout of the new fairgrounds was built with long-term growth in mind. It's not only ahead of demands on it, but it's also more than can be supported at present. University, which is short on plant facilities, on the other hand, may find advantage in leasing the buildings for all but the fair season and operating as field house as well as commercial arena.

## CBS-TV Tops Best Buy List

NEW YORK — The network with the most billings is the network with the most best buys. The Billboard's listing of the most efficient Class A network programs indicates this. CBS-TV had most of the best 10 shows in all but one program category.

In the over-all tabulation, CBS-TV had 10 of the 20 shows that cost the least per thousand homes per commercial minute. NBC-TV had six of the 20 most efficient shows, and ABC-TV had four.

However, ABC-TV shows topped the list in the "Comedy, Variety and Music" categories and in the "Adventure, Mystery and Western" categories.

HERE TODAY AND—

## TV Comedians' Lives Short And Not Very Merry Either

NEW YORK—Life in TV continues to be short and not very merry for the nation's video comedians whose talents are being burned up at an appalling rate. On the heels of the seeming bow-out of Jackie Gleason from his Saturday night 8-9 CBS-TV slot at the end of this season, indications are that both Sid Caesar and George Gobel will not carry on in the same manner for NBC-TV next year.

Among this season's comic casualties already are Herb Shriner and Buddy Hackett. And virtually certain to be canceled are Danny Thomas and Wally Cox, whose "Hiram Holliday" has been one of the disappointments of the season. They, of course, follow such talents and Imogene Coca, Jimmy Durante, Martha Raye and Milton Berle who were knocked off last year.

The Gleason story is a simple one. He finds the task of presenting a weekly hour show too tough a grind. He is expected to do about nine specials for CBS-TV next year. The end of his weekly stanza has thrown the comedy tal-

ents of Art Carney, his No. 1 foil, on the TV market, with both NBC and ABC-TV bidding for Carney's services.

**Caesar, Gobel**

Both Caesar nor Gobel are said not to figure in the NBC plans for next fall in their present formats and time periods. Both have had rating trouble so far this season, indications being they would be difficult to sell unless their formats are revamped and they are slotted in time periods where the competition would be lessened. But both are valuable talents not easily replaced. The network is expected

to do everything possible to see that they stay. CBS is known to be interested in acquiring the services of Caesar should his NBC contract be terminated.

Trade observers see the tremendous rate of consumption of these comedy talents as being, at least, partially to blame for the programming weakness of the current season. Season after season top comedians fall victim to the demands of TV, but few replacements are found to step into the breach. Some answer must be found, but up to now it has been conspicuous by its absence.

## ABC Eyes All-West Line-Up on Tuesday

NEW YORK—In a radical experiment, ABC-TV is considering favorably an all-Western schedule for Tuesday evenings. The line-up of three hours of adult Westerns, to debut in October, would open with "Adventures of Jim Bowie" at 7:30 p.m., moved from its Friday berth of this season.

"Cheyenne" would follow at 8 p.m., instead of the current 7:30 p.m., and would alternate with the new Warner Bros. hour-long "Colt .45" instead of the present "Conflict." The latter will probably exit in June even if this programming departure falls thru. "Wyatt Earp" will likewise move up a half-hour to the 9 p.m. slot, followed by "Broken Arrow," which has zoomed, according to December

reports of all rating bureaus, to lead its current time period.

A strong possibility for 10 p.m. is a new half-hour series to be produced by Lou Edelman, which Benton & Bowles is developing with ABC for one of its clients. Tom McDermott, the agency's broadcast programming veepee, has been in Hollywood prepping the show with Edelman. The story hinges on an amateur detective who roams the West to settle domestic as well as criminal matters.

"Rin-Tin-Tin" and "The Lone Ranger," both now seen in 7:30-8 p.m. time periods, are alternate possibilities for the Tuesday night bloc. ABC's pioneer efforts in the adult Western field have paid off in top ratings this season for "Earp," "Arrow," "Bowie" and "Cheyenne."

## Gen. Foods for Half of 'Fargo'

NEW YORK—General Foods last week purchased the other half of "Wells Fargo" which tees off sometime in March in the Monday night 8:30-9 spot on NBC-TV. American Tobacco has already agreed to sponsor one-half of the Western.

GF, however, will drop "Hiram Holliday" at the end of March, the end of its second 13-week cycle on NBC. The show is in the Wednesday evening 8-8:30 spot. Possibilities to replace "Holliday" are the "Arthur Murray Party" and "Medic," which is returning to production.

## NBC Studies New Caulfield Series

NEW YORK — NBC-TV is evincing considerable interest in a new vidfilm series tentatively titled "Molly," which stars Joan Caulfield and features Marian Lorne. It is produced by Frank Ross, Miss Caulfield's husband.

The situation-comedy is about the misadventures of a young woman who acts as a traveling companion to an elderly lady. It is also being shown around the local agencies.

## Answer to What's Best Buy Per-1,000 on Night Web TV

• Continued from page 1

and be willing to spend almost anything to reach the maximum possible audience. But generally sponsors want a good buy. And generally, as indicated by this "Best Buy" listing, the shows with the largest audiences are the best buys.

There are exceptions, of course. The Welk show admittedly reaches a big audience. But it is more conspicuous for its efficiency than for its total audience. ARB's November study: These were Arthur Godfrey, "Welk's Top Tunes and New Talent," "Robert Montgomery Presents," "Wyatt Earp,"

"Kraft TV Theater," "The Millionaire" (which was 22d in rating rank) and "Lux Video Theater."

Conversely, shows that were among the top 20 in ratings but were not among the 20 most efficient buys were "I Love Lucy," Red Skelton, "Your Hit Parade," Phil Silvers, George Gobel and "Dragnet."

The Billboard's new feature gives not only the best buys among all programs in Class A network time but also the best among each of several program and sponsor types.

The Welk, Sullivan, Godfrey and Disney shows were all slotted in the "Comedy, Variety and Music" category, which, with the help of another efficient gentleman, Perry Como, shaped up as the strongest group of all. The best 10 shows in this category had an average cost of \$2.27 per thousand homes reached per commercial minute.

**Drama, Quiz**

The next two best program groups were drama and quiz. The best 10 dramatic shows, headed by "Climax!" averaged \$2.57 per thousand homes. The 10 most efficient shows in the "Quiz, Panel and Audience Participation" category averaged \$2.53 per thousand. On the face of it the auto spon-

sors seemed to be the luckiest group in November, since it is they that sponsored Welk, Sullivan, Disney and Climax! But, no. Averaging the best 10 in each sponsor group, it is the toilet goods that come out best as a group. Their best 10 buys averaged \$2.31 per thousand homes. The 10 top auto buys averaged \$2.43 per thousand. Next came food and beverages, averaging \$2.52 per thousand, and then cigarettes and tobacco at \$2.80.

**Comedy-Variety**

The comedy-variety group scored the best average in delivering men and women viewers as well as homes. The best 10 deals in this category averaged \$2.09 for each 1,000 women delivered to each minute commercial.

But to reach kids it's the adventure shows that are most efficient as a group. The best 10 deals here averaged \$2.82 for each 1,000 kids delivered. The comedy-variety-music group, as a group, did not do quite as good a job on the kids (average \$3.65 for the best 10), but "Disneyland," Welk and Sullivan, the top three in this category, all of them sponsored by autos, did as slick a job reaching kids as the best adventure shows. Best Buys for November start on page 14 of this issue.

## 'BEST BUY' YARDSTICKS START IN THIS ISSUE

In the pages of this section, The Billboard is proud to introduce a new and unique yardstick for the evaluation of network TV programs. These are the "Best Buy" charts, which will clearly show the relative efficiency, in terms of delivering audiences for their sponsors' expenditures, of network shows in Class A time.

The charts in the current issue examine fully the November network scene, using audience measurement statistics provided by the American Research Bureau. Commencing with next week's issue, these charts will be a weekly feature of this department. For the coming three weeks, the December ARB figures will be analyzed, with subsequent issues utilizing later ARB audience analyses as they become available.

We believe our readers will find these charts of considerable interest for several reasons.

In themselves, we feel neither ratings nor cost-per-thousand figures can be the sole criterion for measuring a program's true worth. There is no doubt that several shows which are not at the top of the rating heap and do not offer potent cost-per-thousand figures nevertheless represent good value for their sponsors, via great loyalty of their audience. Other programs make up in prestige or public service what they do not have in audience size alone. Nevertheless, one significant aspect of analyzing a program's relative progress is its popularity with the wide mass of viewers.

It is to this facet that these charts are applied. And in this regard they will provide information not available from any other source.

No other service currently breaks down cost-per-thousand information beyond homes delivered. These charts also show men viewers, women viewers and children viewers delivered, to better enable agencies and sponsors determine whether they are reaching the proper audiences.

No other service currently provides a cost-per-thousand comparison of programs of the same entertainment type. These charts will cover all major types of network programs, comparing them by their relative ability to deliver homes, men, women and children.

No other service currently provides a cost-per-thousand comparison of the programs sponsored by advertisers who are selling the same type of product. These charts cover programs of all major divisions of sponsors, again breaking down those shows' delivery of homes, men, women and children.

We are anxious to make this new feature of The Billboard as valuable as possible for our readers. To this end, we will welcome comments, criticisms and suggestions.

## MM&M Buys 66 Quarters

NEW YORK—Minnesota Mining & Manufacturing last week bought heavily into NBC-TV daytime. The advertiser has bought 66 quarter hours thru Batten, Barton, Durstine & Osborn.

Quarter hours of "Queen for a Day" and "Tic Tac Dough" will be sponsored on alternate Thursdays shortly. A buy of 14 more quarter hours has also been made on two other daytime shows to be designated later.

## Greyhound Takes Third of S. Allen

NEW YORK—The Greyhound Bus Company has picked up one-third of the Steve Allen Sunday night, 8-9 show on the NBC-TV web. It replaces the United States Time Corporation and Polaroid, which shared the one-third.

Jergens and Viceroy are the other sponsors.

## Buick Eyes Big Races

NEW YORK—Buick is interested in buying the Triple Crown telecasts of America's three biggest horse races, the Kentucky Derby, the Preakness and the Belmont Stakes, from CBS-TV. Gillette sponsored the races last season.

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# Ayer Execs Set Mike Wallace For P. Morris

MIAMI BEACH, Fla. — The ABC strategy sessions here got a big boost when two top execs of the N. W. Ayer Agency flew in from New York to ink a long-term pact on behalf of Philip Morris for the web's new Mike Wallace show. The deal calls for Wallace, who has aired locally in New York via WABD, to make his ABC bow April 28 in the 10-10:30 p.m. slot Sundays.

Wallace will follow Ted Mack's "Amateur Hour," which will occupy the 9-10 p.m. period beginning the first Sunday in April. However, Wallace's premiere effort will air directly after the one-shot hour-long Kate Smith spectacular, which pre-empts the amateurs April 28.

Plans for "Omnibus," which currently is in the 9-10:30 p.m. slot Sundays, are not set but it seems likely that the show, which winds up its ABC run March 31, will return next fall in a Sunday afternoon slot, with no network deal firmed as yet.

# SELIGMAN LIFE OF ABC PARTY

MIAMI BEACH, Fla. — Selig J. Seligman, who has had a colorful career in several fields prior to becoming general manager of KABC-TV, in Hollywood, has convinced his fellow execs among the ABC-owned stations that he can successfully turn performer at any time. Seligman had the ABC group hysterical in the course of its sessions here with his antics and stories.

Amid the country-club atmosphere of the lush Balmoral Hotel, Seligman walked off with first place honors in a dance competition open to all guests by his fantastic tripping with the terp instructress. At a Thursday night "champagne hour," competitors were selected by a drawing of names of would-be entrants. To the mystification of the other guests and the hilarity of the ABC contingent, among those called upon to perform were some well-known ex-ABC brass and some current ABC officials not present, all of whom had been quietly entered by Seligman. The latter, in his winning appearance, hopped up when the name of Sy Siegel, ABC treasurer not on the premises, was called.

# ABC Shadow Boxes for Fight To Overtake CBS, NBC Rivals

## Owned Stations Co-Ordinator Job, Fall Programming Get Once-Over

By SAM CHASE

MIAMI BEACH, Fla. — Top ABC network brass met here last week with the ABC-TV affiliates' board of governors and execs from the web's owned stations to formulate battle strategy for ABC's fight to overtake CBS and NBC.

The network's programming and sales plans for next fall came in for lengthy review in advance of the forthcoming February 13 presentation to advertisers and agencies at the Waldorf-Astoria. While details cannot be revealed at this time, the stations were told that the web is in the midst of pacting some top new names for fall shows, and has concluded some handshake deals.

Altho Miami's fabled weather turned wintry after the first two days, the assembled network and station execs exuded sunny confidence over next season's prospect under the youthful new leadership team headed by AB-PT President Leonard Goldenson and Oliver

Treyz, v.-p. in charge of the TV network.

One indication of the aggressive attitude evinced here was a move by the owned stations to set up a new and unique position tentatively called owned stations co-ordinator. When hired, the exec who fills this post will devote his full time to working with national advertisers and their agencies, as well as with film distributors, in setting up joint programming and sales efforts for the owned outlets. He also will work intimately with Blair and with Katz, the two station reps handling these outlets.

On the programming side, he will meet with the film distributors as new series are developed to screen them and recommend joint purchases by the stations. He also will work closely with the distributors to sell national accounts on sponsorship of the shows on all ABC outlets which pick them up.

On the sales side, a joint selling effort on behalf of the owned stations as a group also will be pre-

pared, on the strength of the wide coverage of the nation's viewers which can be achieved via the five ABC TV O.&O. outlets. A sales plan involving an escalator discount structure for use of two or more of the stations also is being developed.

Several candidates for the co-ordinator's post already are up for consideration, with the final selection in the hands of James C. Riddell, president and general manager of WXYZ, Detroit, who chaired the owned station's sessions here.

A considerable amount of discussion was devoted, not only to the big new shows being prepared for the evening schedule, but also to the network's plans for revision of its daytime structure (The Billboard, January 19).

In this regard, the web plans to lean heavily on the experience of the stations' daytime programming. Prior to committing itself to specifics on a new daytime lineup, the web promised to consult actively with the stations for opinions and advice on the type of programs to be utilized for each slot, and possibly on specific properties as well. By so doing, the network execs expect to cash in on the years of experience of the individual outlets in daytime programming, feeling that what has paid off on a local basis might very well prove to be a national answer as well.

One aspect of the daytime revision seemed clear: The web is unlikely to make any single, mass programming upheaval. Rather, it is apt to make its changes one slot at a time, leaving no islands in the course of the revamp. As indicated in earlier stories, the change will involve three hours of programming, backing up from the 5-5:30 p.m. period, which is being opened up April 1 with the cut-back of "Mickey Mouse Club" to a half-hour strip.

The content of the forthcoming Waldorf presentation was thoroly gone over, the edification of the station brass. The network's ability to deliver audiences to its advertisers also was stressed, with cost-per-thousand figures showing a highly favorable trend (as also revealed by The Billboard's new "Best Buys" charts on other pages of this issue).

Present for the network, in addition (Continued on page 36)

# Goodson Blasts Sneer Given Panels, TV's Only Original

NEW YORK — Television's greatest contribution has been the panel show and other types of audience-participation programs, according to Mark Goodson, of Goodson-Todman, one of TV's earliest and most successful exponents of such formats.

"All other shows are derived from older media, which seems to give them dignity in the eyes of the industry," says Goodson. "Drama or variety or situation comedy, often inferior, is given prime time periods by networks and advertisers without argument, while panel shows draw an executive sneer."

"Yet to do a panel show is harder, with no production talent pool to draw upon. A bare dozen people in the United States can put together a good panel, and each must value his employees as irreplaceable," Goodson goes on. "But schools and the training grounds of theater and movies have given TV hundreds of people capable of turning out a good music, drama or comedy series. The brush-off tendency, in the face of good ratings and product sales,

has resulted in today's contingent of panel shows being reduced to three, all on CBS-TV."

The biggest enemy to panel shows and many other kinds of shows, Goodson thinks, is the sponsor and network tendency to demand top ratings in 13 weeks. The huge turnover in programs should be cut in half, while each has a chance to catch on. "I've Got a Secret," a Goodson-Todman package, lost such a sponsor but survived a year before the ratings climbed to a satisfactory high. The American Research Bureau figures for December name it the 10th most popular show in the country and, as reported elsewhere in The Billboard this week, the fifth best buy.

"What's My Line?" the first Goodson-Todman success, celebrates its eighth anniversary next week with the air of an institution surrounding its Sunday 10:30-11 p.m. telecasts. The original sponsor, Stopette, is still present. "This show built slowly, which is safer than leaping to fame," Goodson states, "and, whether in or out of the top 10, maintains its fine sales

record and a minimum mail count of 3,000 letters per week."

"Part of the show's power certainly stems from the long tenure of John Daly and the three regular panelists and the family feeling of their continued presence. But, without detracting from them, the game format is essential. No matter how attractive, a panel must have a game to play. Critics who did Herb Shriner the disservice of saying he was too good for a silly game helped blast him off TV when he took their advice."

"Unfortunately, fresh games and new formats for panel shows must be sold cheaply because everyone is either afraid of experiment or insistent on imitation of TV's latest hit," Goodson bristles. "And imitations picked for security always vanish, while the primary show continues."

Goodson considers "Secret" a rare exception to this rule. "It began as a copy of 'Line' by request, but soon pursued its own (Continued on page 36)

## 9-MIL. ABC ORDER

# Disney to Film 130 Hrs.; 'Zorro' New

NEW YORK — ABC-TV will pay Walt Disney Productions more than \$9,000,000 for 130 hours of programming for the 1957-'58 season. Under the pact Disney will deliver 26 hour-long "Disneyland" stanzas, 39 weeks of "Mickey Mouse Club" in the new half-hour format and 39 episodes of a new series, "Zorro."

Based on the Johnston McCulley novel, which twice has been made into a successful movie called "The Mark of Zorro," the new swash-buckling adventure show, using live action without animation, is

slated for an early Friday evening berth.

For "Disneyland," Disney will film "The Saga of Andy Burnett," the story of a Kentucky fur trapper, in four or five segments based on novels by Stewart Edward White. Other programs in this series will include "Man and Mars," "Operation Deepfreeze-Part 2" and "Buckskin," the story of cowboys as told by a horse. Two new serials for "Mickey" will be filmed in Europe, in addition to continuation of the current adventures of the Hardy boys, Spin and Marty, and the Disney cartoon family of characters.



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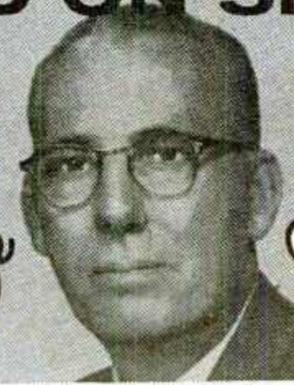
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Vol. 69 No. 4

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**HENRY J. MUESSEN**, President and Chairman of the Board of Piel Bros., puts it this way: "There's no doubt that Bert and Harry sold themselves. However, without Spot's flexibility and great cumulative audiences, they never would have made the grade so fast. They are established salesmen and stars in their own right, thanks to Y&R and Spot Radio and Television."

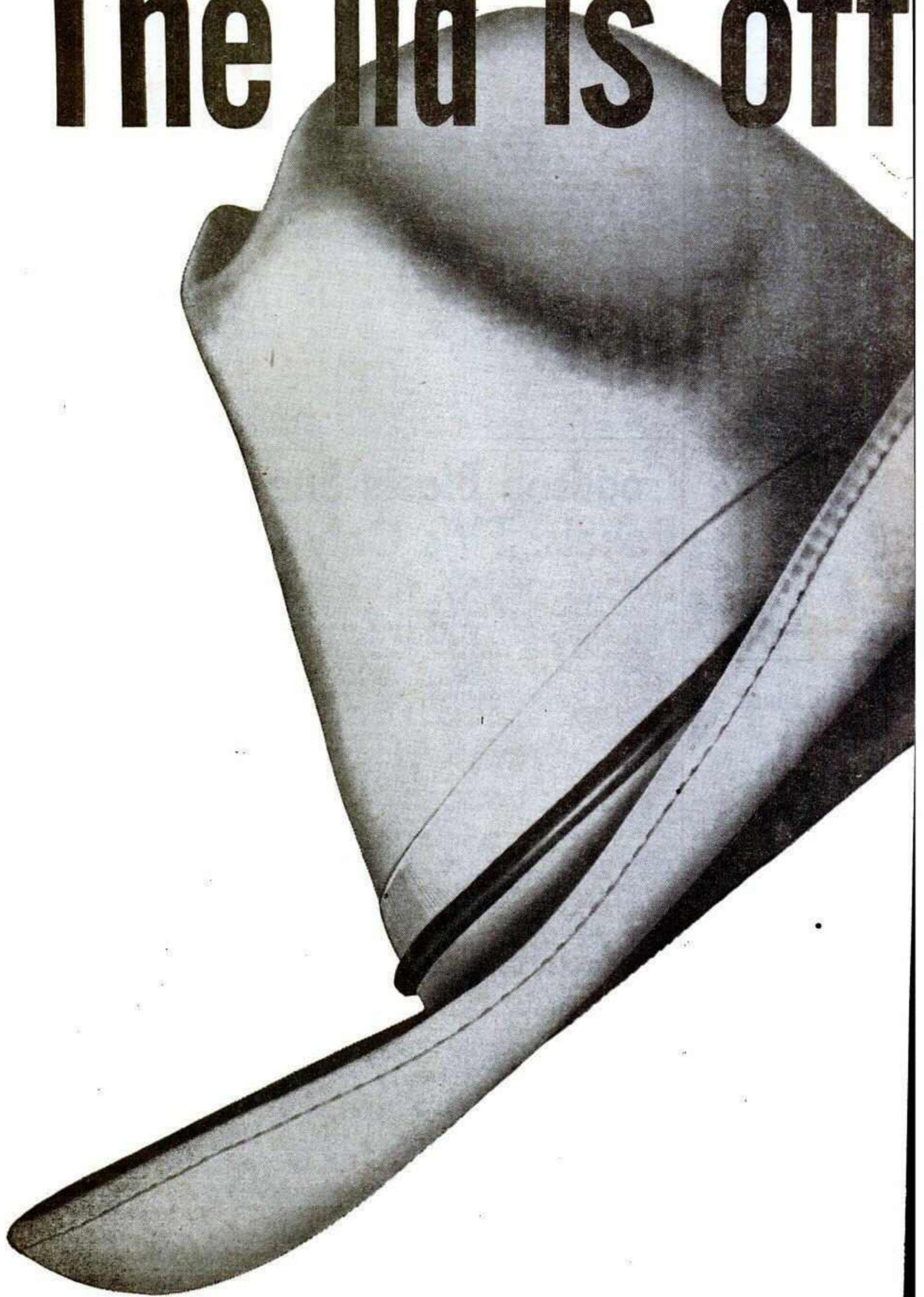
**NBC SPOT SALES**

This One



U8XH-YTS-POWL

# The lid is off



# in San Antonio!

## ABC adds KONO-TV... makes San Antonio the nation's newest 3-network market

Now there are *three* in San Antonio! No longer is this major city a two-network market. ABC-TV's newest primary affiliate, KONO-TV, has filled out the network picture in San Antonio.

San Antonio is the 71st market to be added to the ABC Television Network in which it has a full-time exclusive affiliate. Now 75.6 per cent of the country's TV homes can see ABC-TV programs "live"—a figure which will definitely grow in 1957.

That's why we couldn't keep it under our Stetsons a minute longer. San Antonio's in *our* corral!



## Custom-Made Specs Due for Next Season

NEW YORK—Next season will probably see an accent on the custom-made spectacular. In light of a considerable improvement in ratings over last season's spectaculars, reports are that a large number of advertisers are shopping for them, both at NBC and CBS. Among the potential clients are the automotive companies.

NBC, of course, is expected to continue to use its Saturday, Sunday, Monday pattern for spectaculars, but probably program a lesser number on those evenings. Friday the accent will probably be on "kidult" spectaculars such as the very successful "Jack and the Beanstalk" which hit the rating jackpot, in spite of a lackluster press. And other nights will also be used more for special shows.

The accent, however, is expected to be on catering to the needs of clients, or asking them what they want and producing it. A current example in point is the Buick-Pepsi-Cola situation at CBS-TV. These clients were to have sponsored Judy Garland before her abrupt exit. They are still interested in sponsorship of a spectacular, but the network has asked them for suggestions. The custom-

made pattern is currently being employed by Hallmark and Swift. Both use Sunday nights on NBC.

## WRCA's Sun. Pix Part of 7-Program Deal

NEW YORK—WRCA-TV here is selling participations in its new Sunday night feature film as part of a seven-program package. It is trying to get advertisers to buy a spot in its "Evening Theater," 5:30-6:45 p.m. right across the board as well as on the big movie it will play Sunday starting at 10:30 p.m., the time just turned back to the stations by the NBC-TV network. The whole deal is being offered for \$3,000 a week.

The station bought two individual pictures to kick off the Sunday night show. It got Columbia's "You Can't Take It With You" from Screen Gems and Warner Bros. "Roaring '20s" from Associated Artists Productions. The former debuted the show this Sunday (20).

WRCA-TV interrupts the movie 11-11:15 p.m. for its news and weather shows. "Hy Gardner Calling," which used to play Sunday, 11:15-11:45 p.m., has been shifted to Saturday, 11:30-11:45 p.m.

## CBS Plans Two AM Revamps

NEW YORK—CBS-TV is reported moving forward on two radio mystery properties, "Richard Diamond" and "Suspense." The latter, an old CBS radio and TV favorite, is being developed into an hour-long series.

The former has already been seen in TV in several episodes starring Dick Powell, used as part of the "Four-Star Playhouse" series.

## Warner Garments Buys 2 NBC Hrs. For Fashion TV

NEW YORK—Warner Bros. Foundations has bought two undesignated evening hours on NBC-TV to present its color fashion shows. The sponsor has already used two Saturday afternoon hours this season on the same network to sell its product.

One hour will be presented sometime in September this year, and the other about four weeks before Easter in 1958. C. J. La Roche is the agency.

## SRA to Offer List Of TV Who's Who

NEW YORK—Members of the Station Representatives' Association are being furnished with a complete and up-to-date list of the 2,300 time buyers and media directors of agencies nationwide, as well as a list of the 500 top advertisers in TV and radio.

The list will eliminate the necessity of member firms maintaining their own files. It will be available only to members of SRA.

## CBS Sets 'Flicka' Rerun Schedule

NEW YORK—Beginning February 9, CBS-TV will program reruns of "My Friend Flicka" in the Saturday 7-7:30 p.m. spot. The vidfilm series had been running in the Friday evening 7:30-8 slot on CBS before it was canceled by Colgate.

Interestingly enough, it will replace "Beat the Clock" Saturdays, a program which has been switched into its former Friday time period.

## Ivan Reiner Fills Program Director Post at WOR-TV

NEW YORK—WOR-TV last week appointed Ivan Reiner to the job of program director, a post that has been vacant since the station went into a strong film policy with the "Million Dollar Movie" more than two years ago. This move is understood to presage some increase in live programming (such as WOR-TV's new bowling show as well as various public service efforts) but not a basic overhaul of its programming approach. He was formerly production manager.

Simultaneously, WOR-TV promoted Bill Dix from general sales manager to assistant general manager in charge of sales.

## Standard of Calif. Ups 'Grief' Marts

NEW YORK—Standard Oil of California has increased its sponsorship of "Captain David Grief" to 14 markets with the addition of Boise, Idaho, and Bellingham, Wash. The Guild Films series has moved its shooting location to the Southern California coast.

Lou Dickey, sales manager of KMGM, Minneapolis, has joined Guild Films as Midwest supervisor of sales.

## Corn Prods. Asks Buy of 'Romances'

NEW YORK—Corn Products may bankroll alternate Wednesday and Friday segments of "Modern Romances," NBC-TV's 4:45-5 high-rated daytime strip.

It will take over sponsorship of the alternate quarter hours, if Sterling Drug which now owns them can be persuaded to buy the Monday quarter hour of the stanza.

## Sponsor for 'Heckle'

NEW YORK—Johnson & Johnson has bought an alternate half hour of "Heckle and Jeckle," the Terrytoon cartoon color show seen Saturdays, 1-1:30 p.m., over CBS-TV. Sweets Company of America is the alternate sponsor.

## WOR's 'MDM' Keeps Strength Despite Others

NEW YORK—WOR-TV's 16-repeat "Million-Dollar Movie," now in its third year, is maintaining its strength against the terrific build-up of feature film programs on other stations here. The first three months of this season its ratings were 9 per cent ahead of last year. An advance Wednesday and Thursday Telepulse for January indicates its fourth month will be the best of the season. The two-day total was 18.5, whereas the highest it received for those two days any previous month was 16.6. The January attraction was "Spiral Staircase."

Right after competitor WCBS-TV kicked off its M-G-M pictures the first week in December, WOR-TV had Pulse interviewers show 500 adults here a card listing seven local multi-weekly movie programs and ask: "If it became necessary to take all of them off the air, except one, which one would you want to stay on?"

"MDM" was picked by 46.8 per cent. The next two were picked by 14.4 per cent each. The rest were picked by less than 5 per cent each.

A week later, December 15, WOR-TV had Trendex asked 561 televiewers: "What is your favorite movie program on TV?" The results were roughly the same, with MDM getting 42.2 per cent of the nods, and the second best drawing 23.0 per cent.

## Bell Sets 2d Science Show

NEW YORK—"Hemo the Magnificent," second of the Bell Telephone System's one-shot science films, will be aired March 20 on CBS-TV in the Wednesday 9-10 p.m. time period, displacing "The Millionaire" and "I've Got a Secret."

Frank Capra has directed and produced this story of blood, its nature and workings, which combines animation and live action, as did Bell's first special, "Our Mr. Sun."

## 'Rocket' Purchase Makes KNXT Top Feature Buyer

HOLLYWOOD—KNXT last week bought the new "Rocket" package of 86 20th Century-Fox features from NTA. The first NTA 20th package of 52 pix was purchased by KTTV.

The new purchase makes the CBS outlet the biggest buyer of features among network stations in the market, having already acquired 104 Warner Bros. pix, as well as others. KRCA (NBC) has confined itself mostly to second-run features, and KABC-TV is programming telefilm reruns.

## 'Trooper' Adds 3 Big Beer Firms

NEW YORK—Three more major breweries have brought MCA-TV's "State Trooper" adventure series: Hamm Brewing Company for KSTP, Minneapolis; Schlitz Brewing for WNBQ, Chicago, and Carling Brewing for Cleveland. Falstaff Brewing already has the show in 71 markets and Schmidt & Sons in five.

Among other "Trooper" sales last week were Coca-Cola for two North Dakota markets and Kroger Supermarkets for WKRC, Cincinnati.

## New TV Spot Campaign Chart

Contracts Set in Every Region In Two Weeks Ending January 5

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

Anacin, Whitehall Pharmacal thru Ted Bates (Ann., Part.)  
Avon Cosmetics thru Monroe F. Dreher (Ann., Part.)  
Ballantine Ales, Beer thru Wm. Esty (Prog.)  
Band-Aids, Johnson & Johnson thru Young & Rubicam (Part.)  
Bayer Aspirin, Sterling Drug thru Thompson-Koch (Ann.)  
Big Top Peanut Butter, Procter & Gamble thru Compton (Ann.)  
Bowie's Egg Nog thru Sorensen (Ann.)  
Cities Service Oil Products thru Ellington & Co. (Part.)  
Cookies & Crackers, Sunshine Biscuit thru Cunningham & Walsh (Ann.)  
Colonaid, Carter thru Kaston-Farrell-Chesley-Clifford (Part.)  
Comet Cleaner, Procter & Gamble thru Compton (Part.)  
Cracker Jack thru Rogers-Smith (Part.)  
Crest Toothpaste, Procter & Gamble thru Benton & Bowles (Ann.)  
Dr. Lyon's Tooth Powder, Sterling Drug thru Thompson-Koch (Ann.)  
Decaf Coffee, Nestle thru Dancer-Fitzgerald-Sample (Ann. & Part.)  
Energine Lighter Fluid thru Dancer-Fitzgerald-Sample (Ann.)  
Glim Cleaner, B. T. Babbitt thru Dancer-Fitzgerald-Sample (Ann.)

Great Seal Cough Syrup, Styron-Beggs thru Byer-Bowman (Part.)  
H-O-Cream Farina & Oats, Best Foods thru Dancer-Fitzgerald-Sample (Ann.)  
Haley's M.O., Sterling Drug thru Dancer-Fitzgerald-Sample (Ann.)  
Hometown Bread, National Biscuit thru McCann-Erickson (ID)  
Ironized Yeast, Centaur-Caldwell thru Thompson-Koch (Ann.)  
Keds, United States Rubber thru Fletcher D. Richards (Ann.)  
Kool Cigarettes, Brown & Williamson thru Ted Bates (ID)  
Lanvin Perfume thru Wesley Associates (ID)  
Mapo, Heublein thru Bryan Houston (Ann.)  
Marlboro Cigarettes, Philip Morris thru Leo Burnett (Ann., ID)  
Old Gold Cigarettes, P. Lorillard thru Lennen & Newell (Ann., ID)  
Phillips Milk of Magnesia, Sterling Drug thru Dancer, Fitzgerald-Sample (Ann.)  
Poli grip, Block Drug thru Grey (Ann.)  
Texaco Super Gas thru Cunningham & Walsh (Ann.)  
Tip Top Bread, Ward Baking thru J. Walter Thompson (Ann., Part.)  
Wine, Monarch thru Emil Mogul (Ann.)  
Zest Beauty Soap, Procter & Gamble thru Benton & Bowles (Ann., Part.)

### On Southern Stations

Anacin thru Ted Bates (Ann.)  
Bull of the Woods Chewing Tobacco, American Snuff thru Simon & Gwynn (Ann.)  
Butay Rain Drop Diaper Sweet thru Dan B. Miner (Part.)  
Coca-Cola thru McCann-Erickson (Ann., ID)  
Colonaid, Carter thru Kaster, Farrell, Chesley & Clifford (Ann.)  
Crackers, National Bircuit thru McCann-Erickson (Prog.)  
Cracker Jacks thru Rogers & Smith (Ann.)  
Decaf, Nestle thru Dancer, Fitzgerald & Sample (Part.)  
Dentyne, American Chicle thru Dancer, Fitzgerald-Sample (Ann.)  
Derusto thru Stern, Walter & Jaster (Ann., Part.)  
Du Maurier Cigarettes, Brown & Williamson thru Ruthrauff & Ryan (Ann., Part.)  
Fertilizer, F. S. Royster Guano thru Vansant, Dugdale (Ann.)  
Foods, Colonial Stores thru Forjoe & Co. (ID)  
Ford Cars thru J. Walter Thompson (Ann., ID)  
Foremost Dairy Products thru Batten, Barton, Durstine & Osborn  
Gasoline & Oil, Phillips 66 thru Lambert & Feasley (Prog. Buy)

Hit Parade Cigarettes, American Tobacco thru Batten, Barton, Durstine & Osborn (Ann., ID)  
Ladies Home Journal, Curtis Publishing thru Batten, Barton, Durstine & Osborn (Part.)  
Maybelline Eye Lotion thru Gordon Best (Ann.)  
Mild Dental Snuff, American Snuff thru Simon & Gwynn (Ann.)  
Mounds Candy, Peter Paul thru Dancer, Fitzgerald-Sample (Ann.)  
Nabisco Products thru McCann-Erickson (Ann.)  
Puritan Flour, General Mills thru Knox Reeves (Ann.)  
Pure Oil thru Leo Burnett (Ann., ID)  
Reader's Digest thru Schwab & Beatty (Ann., ID)  
Rolaids, American Chicle thru Ted Bates (Ann.)  
Salad Mixer, Grant thru Arthur Meyerhoff (Prog.)  
Skin Beautifier, Dermogene thru Product Services (Prog.)  
Southern Bell thru Tucker Wayne (Ann., ID)  
Sweet Peach, American Snuff thru Simon & Gwynn (Ann.)  
Utica Club Beer, West End Brewing thru Harry B. Cohen (Prog.)  
Wisk, Lever Bros. thru Batten, Barton, Durstine & Osborn (Part.)  
Zestas, Strietmann Biscuit thru Ralph H. Jones (Ann.)

### On Midwestern Stations

Anacin, Whitehall Pharmacal thru Ted Bates (Part.)  
Art Instruction thru Knox Reeves (Part.)  
Beech-Nut Baby Food thru Kenyon & Eckhardt (Ann., Part.)  
Brylcreem, Harold F. Ritchie thru Atherton & Currier (Ann., ID)  
Burger Beer thru Midland (Ann.)  
California Wine, Wine Advisory Board thru Roy S. Durstine (Part.)  
Candettes, Clayton Labs thru Dowd, Redfield & Johnstone (Ann., Part., ID)  
Chick Remedy, Nitra-Furazone Soluble thru E. H. Brown  
Chunky Chocolate Candy thru Grey (ID)  
Clorox, American Chicle thru Ted Bates (Part.)  
Colonaid, Carter thru Kastor, Farrell, Chesley & Clifford (Ann., Part.)  
Crest, Procter & Gamble thru Benton & Bowles (Ann.)  
Deep Magic, Toni thru North Adv. (Part.)  
Dove Soap, Lever Bros. thru Ogilvy, Benson & Mather (Ann., Part.)  
Green Mint Mouth Wash, Block Drug thru Harry B. Cohen (Part.)  
H-A Hair Arranger, Boyer International thru R. Jack Scott (Part.)  
Hunt Club Dog Food, Standard Brands thru Ted Bates (Ann., Part.)  
Ladies' Home Journal, Curtis Publishing thru Batten, Barton, Durstine & Osborn (Part.)  
Lydia E. Pinkham medicine thru Harry B. Cohen (Ann.)  
Manischewitz Wine, Monarch thru Emil Mogul (Ann.)

Marlboro Cigarettes, Philip Morris thru Leo Burnett (ID)  
Mattress, Land-O-Nod thru Colle (Ann.)  
Maxwell House Coffee, General Foods thru Benton & Bowles (ID)  
Maybelline Mascara thru Gordon Best (Ann.)  
Medimist, Vick Chemical thru Morse (Ann.)  
Nabisco Products thru McCann-Erickson (Ann.)  
Nestle's King Mallows thru McCann-Erickson (Part.)  
Nestle's Products thru McCann-Erickson (Ann., ID)  
Nytol, Block Drug thru Harry B. Cohen (Part.)  
Old Gold Cigarettes, P. Lorillard thru Lennen & Newell (Ann., ID)  
Poident, Block Drug thru Grey (Part.)  
Prell, Procter & Gamble thru Benton & Bowles (Ann.)  
Reader's Digest thru Batten, Barton, Durstine & Osborn (ID)  
Rolaids, American Chicle thru Ted Bates (Part.)  
Sealy Mattress thru Cary-Hill (Ann.)  
Sippy Products, Best Foods thru Guild, Bexcon & Bonfigli (Prog.)  
Gas & Oil, Standard Oil of Ohio thru McCann-Erickson (Prog.)  
Vel Beauty Bar, Colgate-Palmolive thru Carl S. Brown (Ann.)  
Wiedemann Beer thru Tatham-Laird (Prog.)

### On Southwestern Stations

Beer, Falstaff thru Dancer, Fitzgerald & Sample (Prog.)  
Crest, Procter & Gamble thru Benton & Bowles (Ann., Part.)

Hit Parade Cigarettes, American Tobacco thru Batten, Barton, Durstine & Osborn (Ann.)

(Continued on page 26)

1949

1950

1951

1952

1953

1954

1955

1956

AGAIN IN **1957**

*The Finest In TV Film Shows From*



**MCA TV**  
FILM SYNDICATION



## ROSEMARY CLOONEY Show

Biggest hit in syndication. No. 1 national rating right from the start! Musical variety with America's singing sensation and top-of-the-top guest stars. 39 half hours



## Brian Keith CRUSADER

TV's most successful true adventure series. Latest national Nielsen — 29.8! Direct to you after 65 smash weeks on CBS-TV for Camels and Colgate. 52 half hours



## Western Features Starring ROY ROGERS

Strip it together with Western Features starring Gene Autry for TV's most profitable hour strip. 50% adults every time! 67 hour-long features



## Charles Bickford MAN BEHIND THE BADGE

The cases — true. The drama — terrific. The ratings — excellent! A thoroughly reliable sales-builder everywhere. 39 half hours



## IF YOU HAD A MILLION

32.4 national Nielsen average rating for 19 months on the CBS Network (as The Millionaire) . . . now available for local sponsorship! Features Marvin Miller. 39 half hours

# MCA



## DR. HUDSON'S Secret Journal

Inspired dramas from the famous Lloyd C. Douglas best seller. No. 1 film series nationwide for four straight months! Stars John Howard as Dr. Hudson. 78 half hours



## Famous Hollywood Stars FAMOUS PLAYHOUSE

An absolute gold mine of star-studded comedy, mystery, adventure, romance. Build your own show, your own mood, your own title! (New films added yearly.) 300 half hours



## Thomas Mitchell MAYOR OF THE TOWN

The most famous radio dramatic serial continues its fabulous success on television! Huge ready-made audience assures maximum impact in your market. 39 half hours



## CITY DETECTIVE

Spellbinding series of metropolitan mystery and adventure, starring Rod Cameron. Champion track record, solid sales results in every market! 65 half hours



## HEART OF THE CITY

Captures all the thrills and drama of Big Town, U. S. A., plus consistently solid ratings throughout the country. Pat McVey and Jane Hight star. 91 half hours

EVERY SHOW A WINNER . . .

EVERY SPONSORSHIP BACKED BY AWARD-WINNING

ADVERTISING . . .

PUBLICITY . . .

MERCHANDISING



## GUY LOMBARDO

and His Royal Canadians

"The sweetest music this side of heaven." Smash ratings against top competition. Leading film show in New York month after month. Plus famous guest stars! 78 half hours



## Mark Stevens HEADLINE

Mark Stevens portrays crusading editor, Steve Wilson, in this gripping series that played the network as "Big Town." 39 half hours



## Preston Foster WATERFRONT

The all-time all-family dramatic hit that is literally "money in the bank" for every sponsor. Ask for the rating track record, which is making television history. 78 half hours

# TV



## The RAY MILLAND Show

Nielsen says comedy is your best buy. Here's the outstanding comedy series in syndication, paced by an Academy Award star. Two-year selling record for GE! 76 half hours



## Louis Hayward THE LONE WOLF

One of fiction's most electrifying adventurers brought to life by one of Hollywood's top stars. A winner in every market. 39 half hours



## Western Features Starring GENE AUTRY

Strip for action land heaves of national spot advertisers who really go for that low cost per thousand!! 56 hour-long features



## PLAYHOUSE "15"

Unique quarter-hour dramas that harvest big rewards at half the price! The surprise endings pack a terrific wallop and so will your sales campaign! 78 quarter hours



## Adventures of KIT CARSON

After four tremendous years for Coca-Cola, still the #1 Western of all Westerns! Powerful new merchandising campaign available! Stars Bill Williams. 104 half hours



## BIFF BAKER, U.S.A.

Overseas intrigue and suspense in tune with today's headlines. Alan Hale, Jr. and Randy Stuart play the adventurous young couple. A fine all-family attraction. 26 half hours



## Walter Greaza FEDERAL MEN

Five years a network rating sensation (Treasury Men in Action) — now it can sell for you! Every gripping story has the approval of the U. S. Treasury Department. 39 half hours

now  
turn  
the  
page  
for  
the  
most  
EXCITING NEW SHOW OF 1957



# NEW TO TELEVISION!

No. 1 in the big 1957 parade of new MCA releases for local & regional advertisers . . .

## STATE TROOPER

starring

**Rod Cameron**

Greatest Action Series Ever Made . . .

Sold in 80 Markets Before Release!

39 all new half-hour action-packed programs filmed on location with the full cooperation of Nevada's law enforcement agencies. Vivid scenes of Mojave Desert, Virginia City, Lake Tahoe, Reno, Las Vegas, offer backdrop for thrilling adventures. So good a show that Falstaff Brewing snapped it up in 72 markets and 28 states before release (and have cleared Class A time for 91% of their markets — an unprecedented endorsement of Rod Cameron and STATE TROOPER by stations everywhere!). What's your market?



HEADLONG EXCITEMENT!



ALL-NEW PROGRAMS!



TRUE-LIFE DRAMAS!

Insure your sales success in 1957 with this great new TV film program.

Write, wire, phone your MCA TV Film Syndication representative today!

*The Call Letters of Show Business*

**mca**  
**tv**

898 MADISON AVENUE, NEW YORK 22, N. Y. (PLaza 9-7500) AND PRINCIPAL CITIES EVERYWHERE

### ABC Makes Some Friday, Sun. Changes

NEW YORK—A news analysis series from Washington, tentatively titled "Story of the Week," will debut in the Sunday 8:30-9 p.m. slot on ABC-TV February 3. The extended telecasts of Ted Mack's "Amateur Hour" which filled the time have ended, with a one-shot originating in Detroit occupying the spot January 27.

Other programming changes at the web include the moving ahead of the Ray Anthony music show to 9:30 p.m. Fridays to improve its station clearance. "The Vise," currently seen in the 9:30-10 p.m. period on Friday, will be rescheduled.

### 'Code' Replaces D. Fairbanks

NEW YORK—Rheingold's long association with the Douglas Fairbanks' series will soon end when Liebmann Breweries replaces it with "Code 3" in the Monday 10:30-11 p.m. slot on NBC-TV. Rheingold is already sponsoring the ABC Film Syndication show in several West Coast markets.

Liebmann is also considering double exposure for "Code 3" in the New York market. Its Fairbanks buy has been four years, one of the longest in syndication history.

### 'Gillis' Into Production

NEW YORK—Interstate Television is going into production with "Affairs of Dobie Gillis," a comedy series based on the Max Shulman book, which was made into a recent movie. Joel Grey will have the title role.

### TOO MANY EXPERTS

## Creative Programming Hurt by Agency Beefs

HOLLYWOOD — Ad agency interference in creative programming is making it increasingly difficult to devise a format that will have mass audience appeal, producer Herbert B. Leonard said last week, and he's getting surprisingly strong support, even from among agency ranks.

Leonard, who's formula of action and adventure geared towards the family has produced the "Rin-Tin-Tin," "Circus Boy" and "Bengal Lancers" series, avers that agency sensitivity has been growing to such an extent that almost any show on the air today runs the danger of stepping on somebody's toes. In such an atmosphere it's hard to create a new program that will be strong enough to lure an audience, yet still avoid all the taboos agencies have built around television.

A top exec from one of the agencies which handles Leonard's shows agrees. In his opinion agencies should get out of telling producers what to put and not put in their programs, as long as it remains within the bounds of good taste. He feels that agencies are overstepping their jobs of selling

### RKO-TV May Distrib 104 'Schlitz' Films

NEW YORK—RKO Television will probably take over distribution of the last 104 films in the "Schlitz Playhouse of Stars" that were produced by Meridian Productions. A deal was being wrapped up last week between RKO-TV and John Gibbs for Meridian.

RKO-TV is not expected to put the reruns into syndication until the fall. It will probably offer them for network summer replacements first. That is also RKO's plan for the reruns of "Screen Directors' Playhouse."

The first 104 "Schlitz" films are distributed by ABC Film Syndication. The first 52 of them, under the rerun title, "The Playhouse," was the first package handled by ABC Film when it went into business three and a half years ago. The second 52 are sold by ABC Film under the rerun title, "Herald Playhouse." ABC did some summer replacement business with the latter, and is now pushing the entire group for station stripping.

### 3 CASES IN POINT

## AAP Study Shows Movies' Ratings Can Hold After Bow

NEW YORK—Associated Artists Productions pulled a study last week to disprove the growing impression that the big new movie programs do not hold up the ratings they get from their opening ballyhoo. According to AAP, there really isn't enough experience to prove or disprove this idea. But AAP presented figures on three important situations in which the audience for the time period was held quite firmly at the new high level.

A choice example of AAP was WBZ-TV's "Boston Movietime,"

## 1,350 Movies Available for TV If Repayment Plan Is Set

HOLLYWOOD — How many pix are available to TV stations in the post-August, 1948, group? With efforts of major studios to come to agreement with the talent guilds, or, that failing, break the features loose thru court action (Billboard, January 12) it's become important for buyers to know what they may expect in terms of product.

The answer, as far as quantity is concerned, is that when compared to the pre-'48 backlog the number of post-'48 pictures is small. Excluding films shot in 1955 and 1956, which would not be available anyway, and those already released or being released to TV, approximately 1,350 pictures were produced from August 1, 1948 thru 1954.

### 300 to 400 Good

In general, are the pix better than the pre-1948 backlog? This is a difficult question to answer. They're definitely more up to date. But they were also produced during the period which has come to be regarded as the dog days of the motion picture industry. There are very few smash pix in the

group. Perhaps 300 to 400 could be rated as good.

Numerically, Columbia leads the list with 381 feature releases, followed by MGM, 191; 20th Century Fox, 174; Universal-International, 160; Republic, 148; United Artist, 142; Warner Bros., 133, and Paramount, 117.

Of the studios listed this week (U-I, M-G-M, Paramount, 20th Century-Fox M-G-M probably has the most attractive group, with the vast majority being in the A category. It includes such pix as "An American in Paris," "Executive Suite, et al., with most of Hollywood's top stars represented in one or more of the shows.

Paramount has a solid list, highlighted by "A Place in the Sun," "Roman Holiday," "Shane" and "Sunset Boulevard," but the studio has not yet released even its pre-'48 backlog. U-I, which is more or less in a similar position, having released only a group of westerns, has few big pix but lots of adventures and comedies which would probably go over well on TV.

### 20th-Fox Group

Twentieth Century-Fox has a

variegated group leaning somewhat towards features like "How to Marry a Millionaire" and "Gentlemen Prefer Blondes." Some half dozen Marilyn Monroe pictures are included.

There are relatively few 3D and Cinemascope pictures, which would be difficult to adapt to television at all. How other wide screen pix would fit, and how much would be lost if the features, a large percentage of which were filmed in color, were transmitted in black and white is problematical.

One interesting aspect is that since most of the pix were released during the period when television exerted its greatest influence on the box office, many of them will have a tremendously large first-run audience on TV.

The Billboard herewith presents a list of post-1948 features, which listing begins on page 18.

### Hope Prepping 'Hall of Fame'

HOLLYWOOD — "Police Hall of Fame," based on police cases from major U. S. cities, is being readied for telefilming by Bob Hope Enterprises.

Hope will host each show and present an award to the police officer honored in each program. Several scripts are in the works by the James L. Saphier agency, and pilot production is expected to begin next month.

Series would not affect Hope's pact with NBC, for whom he'll continue to do several shows a season.

### WBC to Sponsor Pubserv Confab

BOSTON—The Westinghouse Broadcasting Company will sponsor an industry-wide, three-day conference here, February 27-March 1, on local public service programming. Westinghouse stations WBZ and WBZ-TV, here, will play host to about 75 representatives of stations.

Richard M. Pack, WBC vice-president in charge of programming; William J. Kaland, national program manager, and J. B. Conley, special assistant to President Donald H. McGannon, are making arrangements.

as the actual ratings is the fact that the impression is clearly spreading thru advertising circles that the big movie shows are actually not as strong as they seem at the first rating. Conceivably this is a reaction to the tremendous hoopla that so many stations are known to have staged for the debut of their big libraries. This should prove food for thought among stations and distributors of these films. While undoubtedly effective among the viewers, those big opening blasts may be causing unsought for skepticism among time buyers.

### Connolly, of CBS-TV Program Sales, Dies

NEW YORK—Thomas D. Connolly, manager of program sales for the CBS-TV network, died here last week, a victim of a heart attack. Connolly was a well-known figure in broadcasting and advertising circles for the last 35 years and joined CBS in 1939.

## Hamm's, Ziv Huddle On Big Series Buy

MINNEAPOLIS — Hamm's Beer is reported to be working out a deal with Ziv-TV for a new half-hour film series that the sponsor would place over a wide spread, possibly covering as many as 40 markets, depending on time clearances. The property under consideration is understood to be Ziv's nautical show, which has had the working title "Harbor Master." But several different titles are said to be under consideration.

Should this deal jell, the "Harbor" show would undoubtedly be Ziv's syndication release for spring debut. Ziv's winter release, "Men

of Annapolis," made its air debut only a week ago. Ziv is still making local sales on the "Annapolis" show.

Hamm's, one of the top 10 selling beers in the U. S., has been a big user of syndicated film, but it has never used a single show over its entire territory. Its territory extends from Indiana to the West Coast.

In addition to syndicated programs, Hamm's has also sponsored local sports and CBS-TV's "Person to Person." Hamm's agency is Campbell-Mithun here.

5-6:30 p.m., which the station kicked off with a tremendous promotion late in August. The American Research Bureau rating for that time in August was 4.4.

Since the start of the Warner Bros. pictures, the five-day average ARB for that strip has been as follows:

September	13.7
October	13.1
November	17.7
December	14.6

### KTLA Build-Up

Another station that enjoyed a build-up as it continued to play its new product was KTLA, Los Angeles, probably the first station in the U. S. to air Warner Bros. pictures.

Since starting to play these pictures in July in its Sunday, 7:30 p.m. movie program its ARB ratings have been as follows:

July	7.5
August	7.6
September	12.7
October	11.3
November	17.7
December	16.0

Another station that held fairly steady thru the entire run of its Warner pictures so far is WKRC-TV, Cincinnati. Its "Home Theater," 11:20 to sign-off daily, had a pre-Warner July ARB average of 4.9. Since starting the Warner pictures the "Home Theater" ARB averages have been as follows:

August	9.0
September	9.4
October	6.5
November	8.1
December	6.5

These were the only stations AAP's research could find that have been playing Warner films steadily for at least four months and have been researched by ARB every one of those months. AAP believes that for this short a time span fewer ratings would not be conclusive.

### Not Necessary

While admitting that the big new movie shows may fall off in some cases, AAP contends that the experience of these three important stations at least proves that this need not happen.

What is probably as important

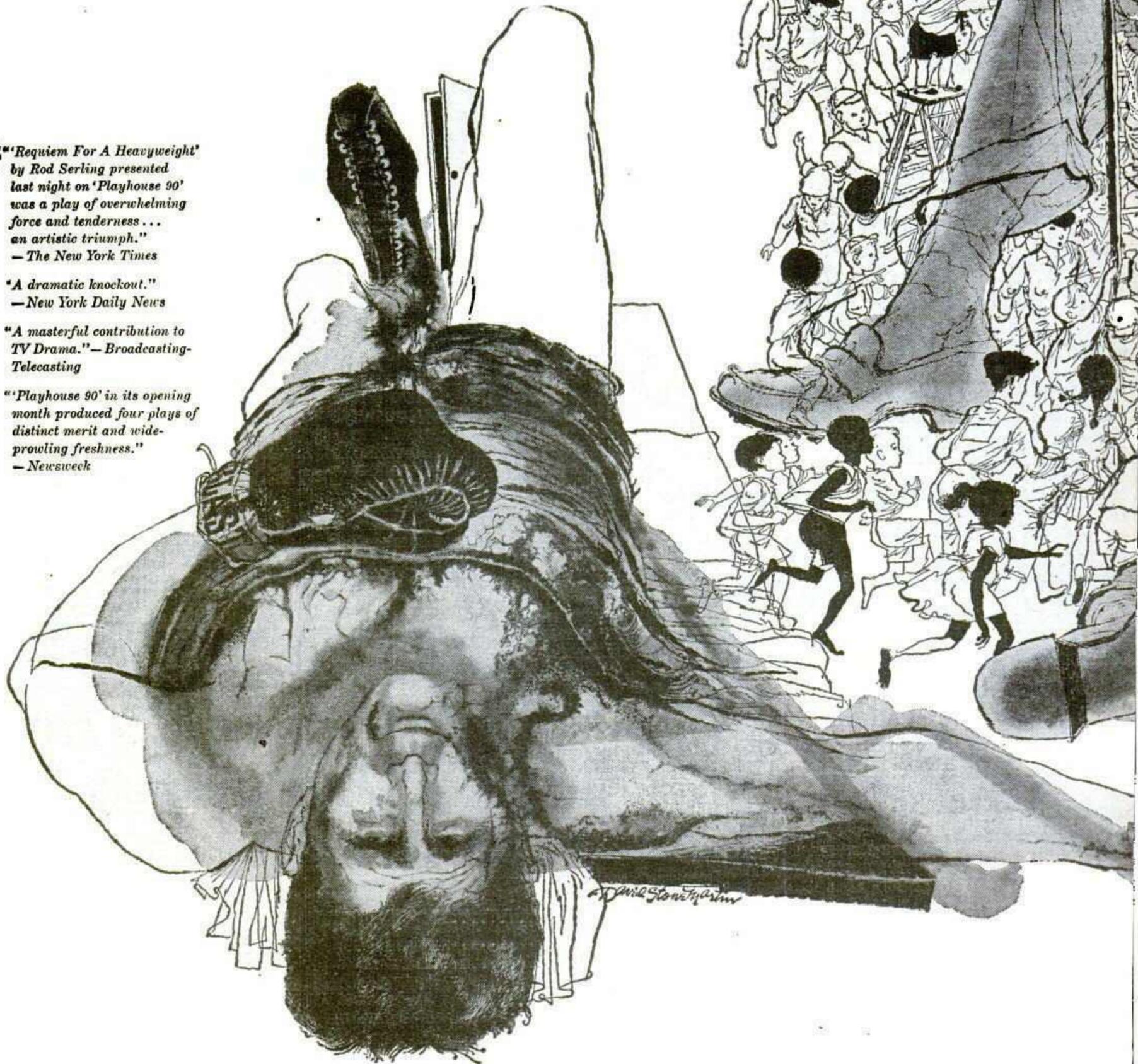
# programs for

**"'Requiem For A Heavyweight'  
by Rod Serling presented  
last night on 'Playhouse 90'  
was a play of overwhelming  
force and tenderness...  
an artistic triumph."  
— The New York Times**

**"A dramatic knockout."  
— New York Daily News**

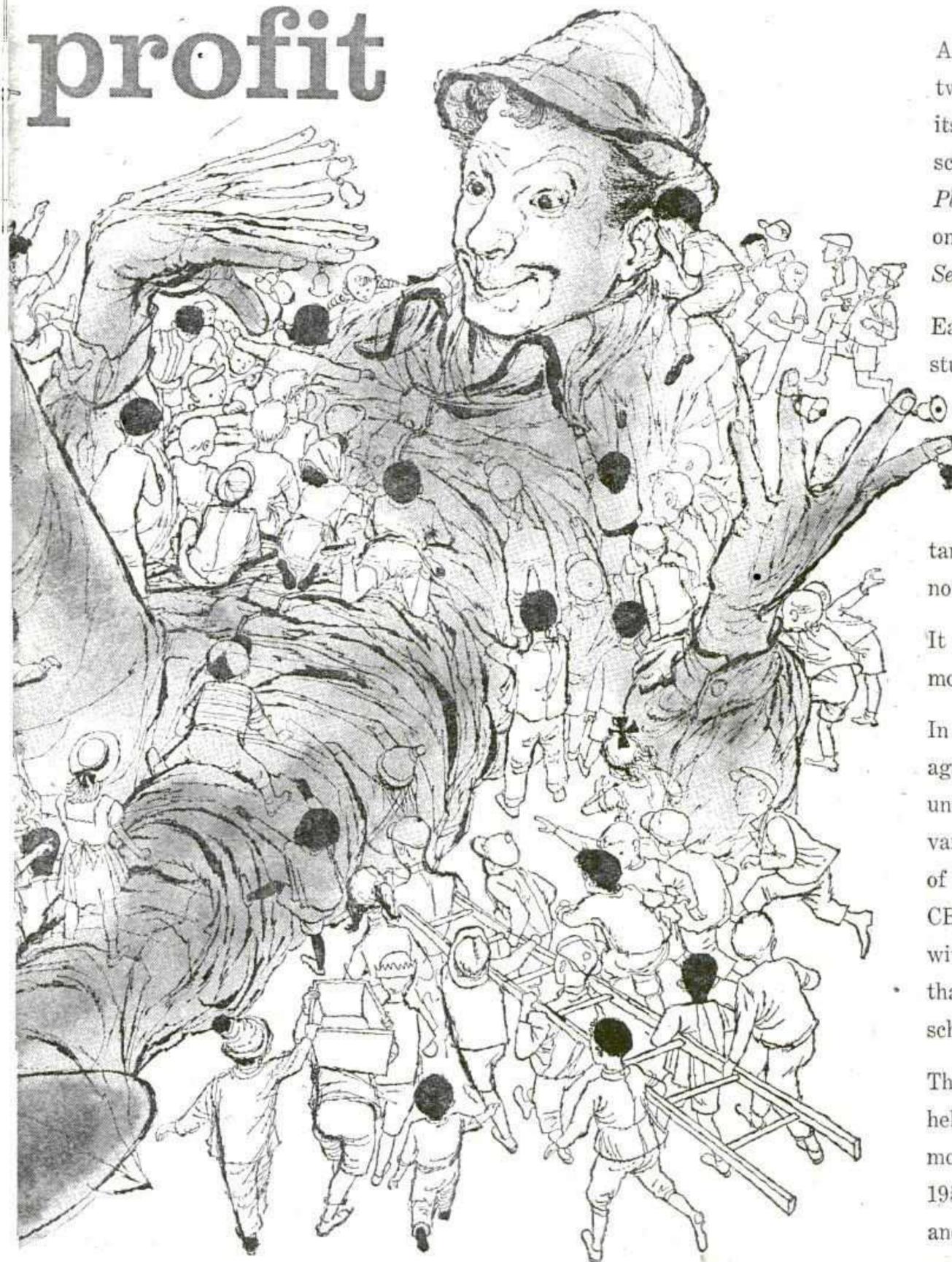
**"A masterful contribution to  
TV Drama." — Broadcasting-  
Telecasting**

**"'Playhouse 90' in its opening  
month produced four plays of  
distinct merit and wide-  
proving freshness."  
— Newsweek**



David Stone Martin

# profit



"Moving, heartwarming and funny... Kaye, Marrow and Friendly did their work for nothing: the money that would have gone to them went to UNICEF."—*New York Post*

"... Not only grand television... but... great statesmanship."—*Variety*

"In months to come it will probably win all the awards, scrolls and citations there are. It will deserve every last one of them."—*New York World-Telegram and Sun*

As television ended its first decade two programs eloquently testified to its boundless vitality: the regularly scheduled weekly dramatic series *Playhouse 90* and the hour-and-a-half one-time special broadcast, "*The Secret Life of Danny Kaye*."

Each presented a great actor in a stunning performance, won vast audiences and unstinted praise as a major television contribution, took infinite pains to produce.

One earned for its producers tangible financial reward; the other nothing but critical acclaim.

It would be difficult to say which was more profitable to television.

In these two programs the medium again brilliantly demonstrated its unique capacity to respond to the varied needs, interests and aspirations of the American people. Broadcast on CBS Television, they were produced with the enthusiasm and imagination that characterize the entire program schedule of the network.

This kind of programming for profit helps explain why Americans spent more time watching television during 1956 than during any previous year, and why they spent as much time watching CBS Television as the other two networks combined.

## CBS TELEVISION

# Vital VHF Decision Due for Key Marts

WASHINGTON—Informed observers here look for several vital decisions to be made by the Federal Communications Commission sometime in February. These moves, involving new VHF allocations in the key markets of St. Louis, New Orleans and Boston, could have a major influence on the competitive status of the TV networks in getting their programming seen in those cities.

In fact, the FCC's decisions could give rise to a scramble for affiliation contracts which could be called a form of "musical channels." In St. Louis, the nation's ninth market, the FCC has allocated but not yet assigned a fourth VHF channel as a result of shifting UHF Channel 36 out of the city to Springfield, Ill. The question arising is, which UHF will be left without a network affiliation? NBC, of course, is set with KSD-TV, and CBS seems certain to tie up with the new KMOX-TV, Channel 11. ABC will be in a happy position of choosing between KWK-TV and the new, still unassigned Channel 2, which some insiders feel will go to Harry Tenenbaum, who has operated Channel 36.

## New Orleans Situation

New Orleans offers an even more intriguing situation. Here, WDSU-TV for over eight years has been the sole VHF outlet, its only competition coming from UHF station WJMR-TV. Now, the FCC is expected to add not one, but two new VHF's. Channel 4 is seen going to the Jesuits' Loyola University of the South, and the commission also is seen adding Channel 12 to the market. Should these developments occur, WDSU, the NBC outlet, will face determined competition as the other two webs also secure VHF footholds. To date, WDSU has dominated with an 85 per cent hold on the local audience.

With the changed situation in New Orleans, the sole remaining outlet in the country with a no

# KHJ-TV Sets Its Sight on Monday Night

HOLLYWOOD — KHJ-TV, the General Teleradio station here, is taking a cue from another indie, KTTV, and aiming its programming to capture one night at a time. The first target is Monday evening.

In the 7-9 p.m. time slot, KHJ is programming "Soldiers of Fortune," "Whirlybirds," "State Trooper" and "Man Called X," all but the latter first run. When a new property can be found for the 8:30-9 p.m. time slot, that will become first run also. The station owns "O. Henry Playhouse," which it has not put on the air yet, but General Manager John Reynolds feels that this does not fit into the "Family Adventure" pattern he is setting for Monday evening.

Most significant is the fact that KHJ was in direct competition with KTTV for most of the programs and was helped to some degree by General Teleradio's new policy of buying a program for all its stations, this being in effect a regional. According to Reynolds, other nights will be built up as soon as syndicated properties can be found.

**PROGRAMMING—**  
The key to successful TV advertising

**THE BILLBOARD—**  
The key to successful programming

VHF competition free ride will be KDKA-TV, Pittsburgh.

In Boston, a third commercial VHF channel is seen being granted by the FCC, with the inside track given to the Herald-Traveler. In this situation, it's conceivable that some interesting web affiliation shifts could occur. The question being asked are whether Westinghouse's WBZ-TV will remain linked with NBC, whether Tom O'Neil's WNAC-TV will stay committed to CBS and which VHF will be grappled off by ABC. Here is a situation which could give rise to a real scramble in the "musical channels" game getting under way.

# ABC Mulls Three Baseball Series

NEW YORK — ABC-TV is mulling three baseball comedy series for next fall: "You Know Me, Al," based on stories by Ring Lardner; "Casey at the Bat," starring former Yankee captain Phil Rizzuto, and "Butterball Jones."

All are proposed film shows whose 39 episodes culminate in World Series plots.

# Benjamin Joins CBS; Pub Affairs Show 1st

NEW YORK — Burton Benjamin has joined CBS-TV as a producer. His first assignment will be to develop a program for the public affairs department. Benjamin has extensive experience in the motion picture field as a producer.

# New MCA-TV Films in Works

NEW YORK — MCA-TV is planning to put four to six more film series into syndication in 1957, Wynn Nathan, sales vice-president, stated last week. As of the moment there is no decision as to how many of these will be new properties and how many reruns.

In 1956, MCA put four shows into syndication, two of them new productions (Rosemary Clooney and "State Trooper") and two of them network reissues ("If You Had a Million" and "Crusader").

In addition, it turned out second-year production on "Dr. Hudson's Secret Journal" and "Soldiers of

# Para Remains Cool to Video

HOLLYWOOD — Paramount still does not have any plans to release features to television or enter TV film production itself, Barney Balaban, president of the company, said last week.

This does not mean that the studio is not studying and watching the features situation closely, Balaban said. He indicated that if Paramount execs feel that circumstances dictate, some or all of the studio's backlog would probably be released.

Fortune." And it put 78 more dramas into its "Famous Playhouse" stockpile, which now exceeds 300 half hours.

Billboard



Based on U. S. TV audience research of the AMERICAN RESEARCH BUREAU

## THE TOP 20 FOR NOVEMBER

The Top Network Programs in Class A Time Ranked by Cost Per Thousand Per Commercial Minute

This chart is the TV industry's only guide to the comparative monthly efficiency of Class A time network programs in delivering audiences to their sponsors. It is the only source for the comparative analysis of costs for reaching men, women and children viewers. Each week, comparisons are made of shows of the same program type and of shows airing for advertisers in the same sponsor category.

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### COST PER THOUSAND

## HOMES

PER COMMERCIAL MINUTE

1. LAWRENCE WELK SHOW (Dodge, ABC).....\$1.10
2. ED SULLIVAN SHOW (Lincoln-Mercury, CBS) ... 1.49
3. ARTHUR GODFREY (Toni, Pillsbury, CBS) ..... 1.62
4. CLIMAX! (Chrysler, CBS)..... 1.87
5. I'VE GOT A SECRET (R. J. Reynolds, CBS) ..... 1.90
6. \$64,000 QUESTION (Revlon, CBS) ..... 1.93
7. LAWRENCE WELK'S TOP TUNES (Dodge, ABC). 2.07
8. WHAT'S MY LINE? (Remington Shavers, CBS)..... 2.13
9. PEOPLE ARE FUNNY (R. J. Reynolds, NBC) ..... 2.16
9. DISNEYLAND (Derby Foods, American Motors, ABC) 2.16
9. YOU BET YOUR LIFE (DeSoto, NBC)..... 2.16
12. ALFRED HITCHCOCK PRESENTS (Bristol-Myers, CBS) ..... 2.26
13. PERRY COMO SHOW (Sunbeam, Noxzema, S&H, NBC) ..... 2.37
14. \$64,000 CHALLENGE (P. Lorillard, CBS) ..... 2.38
15. ROBERT MONTGOMERY PRESENTS (Johnson's Wax, NBC) ..... 2.42
16. WYATT EARP (Procter & Gamble, ABC) ..... 2.45
16. G. E. THEATER (General Electric, CBS)..... 2.45
18. KRAFT TV THEATER (Kraft Foods, NBC) ..... 2.47
19. THE MILLIONAIRE (Colgate, CBS) ..... 2.49
20. LUX VIDEO THEATER (Lever Bros., NBC)..... 2.52

### COST PER THOUSAND

## MEN VIEWERS

PER COMMERCIAL MINUTE

1. LAWRENCE WELK SHOW (Dodge, ABC).....\$1.12
2. ED SULLIVAN SHOW (Lincoln-Mercury, CBS).... 1.42
3. ARTHUR GODFREY (Toni, Pillsbury, CBS) ..... 2.03
4. LAWRENCE WELK'S TOP TUNES (Dodge, ABC) 2.14
5. I'VE GOT A SECRET (R. J. Reynolds, CBS) ..... 2.31
6. CLIMAX! (Chrysler, CBS)..... 2.34
6. ALFRED HITCHCOCK PRESENTS (Bristol-Myers, CBS) ..... 2.34
8. PEOPLE ARE FUNNY (R. J. Reynolds, NBC) ..... 2.39
8. \$64,000 QUESTION (Revlon, CBS)..... 2.39
10. WHAT'S MY LINE? (Remington Shavers, CBS).... 2.42
11. \$64,000 CHALLENGE (P. Lorillard, CBS)..... 2.43
12. PERRY COMO SHOW (Sunbeam, Noxzema, S&H, NBC) ..... 2.48
12. G. E. THEATER (General Electric, CBS)..... 2.48
14. YOU BET YOUR LIFE (DeSoto, NBC) ..... 2.53
15. WYATT EARP (Procter & Gamble, ABC)..... 2.71
16. DISNEYLAND (Derby Foods, American Motors, ABC) 2.87
17. PRIVATE SECRETARY (American Tobacco, CBS).. 2.89
18. STEVE ALLEN SHOW (Brown & Williamson, Jergens, Maybelline, NBC) ..... 2.90
19. ROBERT MONTGOMERY PRESENTS (Johnson's Wax, NBC) ..... 2.98
20. YOU ASKED FOR IT (Best Foods, ABC) ..... 3.04

### COST PER THOUSAND

## WOMEN VIEWERS

PER COMMERCIAL MINUTE

1. LAWRENCE WELK SHOW (Dodge, ABC) .....\$ .92
2. ED SULLIVAN SHOW (Lincoln-Mercury, CBS) .. 1.17
3. ARTHUR GODFREY (Toni, Pillsbury, CBS) ..... 1.49
4. PERRY COMO SHOW (Sunbeam, Noxzema, S&H, NBC) ..... 1.66
4. CLIMAX! (Chrysler, CBS)..... 1.66
6. \$64,000 QUESTION (Revlon, CBS) ..... 1.70
7. I'VE GOT A SECRET (R. J. Reynolds, CBS) ..... 1.74
8. WHAT'S MY LINE? (Remington Shavers, CBS).... 1.79
9. LAWRENCE WELK'S TOP TUNES (Dodge, ABC) 1.88
10. YOU BET YOUR LIFE (DeSoto, NBC) ..... 1.89
11. ALFRED HITCHCOCK PRESENTS (Bristol-Myers, CBS) ..... 1.94
12. PEOPLE ARE FUNNY (R. J. Reynolds, NBC) ..... 1.97
13. \$64,000 CHALLENGE (P. Lorillard, CBS)..... 2.00
14. G. E. THEATER (General Electric, CBS) ..... 2.10
15. ROBERT MONTGOMERY PRESENTS (Johnson's Wax, NBC) ..... 2.19
16. KRAFT TV THEATER (Kraft, NBC) ..... 2.20
17. PRIVATE SECRETARY (American Tobacco, CBS).. 2.21
18. THE MILLIONAIRE (Colgate, CBS) ..... 2.23
19. LUX VIDEO THEATER (Lever Bros., NBC) ..... 2.29
20. PERSON TO PERSON (Amoco, CBS) ..... 2.30

### COST PER THOUSAND

## CHILDREN VIEWERS

PER COMMERCIAL MINUTE

1. DISNEYLAND (Derby Foods, American Motors, ABC) .....\$1.72
2. LASSIE (Campbell, CBS) ..... 1.89
3. LONE RANGER (Swift, ABC) ..... 2.23
4. ROBIN HOOD (Wildroot, CBS) ..... 2.25
5. LAWRENCE WELK SHOW (Dodge, ABC) ..... 2.31
6. RIN-TIN-TIN (Nabisco, ABC)..... 2.42
7. ED SULLIVAN SHOW (Lincoln-Mercury, CBS) .... 2.56
8. ROY ROGERS (General Foods, NBC) ..... 2.89
9. PEOPLE ARE FUNNY (R. J. Reynolds, NBC) ..... 2.92
10. WYATT EARP (Procter & Gamble, ABC) ..... 2.98
11. MY FRIEND FLICKA (Colgate, CBS) ..... 3.04
12. THE BUCCANEERS (Sylvania, CBS) ..... 3.17
13. PHIL SILVERS SHOW (R. J. Reynolds, CBS) ..... 3.18
14. ADVENTURES OF JIM BOWIE (Chesebrough-Ponds, ABC) ..... 3.41
15. PRODUCER'S SHOWCASE (Buick, Whirlpool-Seeger, RCA, NBC)..... 3.54
16. PRIVATE SECRETARY (American Tobacco, CBS) .. 3.56
16. BEAT THE CLOCK (Hazel Bishop, CBS) ..... 3.56
18. PERRY COMO SHOW (Sunbeam, Noxzema, S&H, NBC)..... 3.66
19. JACKIE GLEASON SHOW (P. Lorillard, CBS) .... 3.68
20. BOB CUMMINGS SHOW (R. J. Reynolds, CBS) ... 3.86

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## '56 Olympic' To Pure Oil For Midwest

CHICAGO — Filmed "Highlights of the '56 Olympic Games," a series of six half hours, has been purchased for four Midwest markets by Pure Oil Company, in one of its rare ventures into TV programming. Al Levine, of Sportlite, Inc., distributor of the package, announced. Agency is Leo Burnett.

The markets are Fort Wayne, Ind.; Indianapolis; Madison, Wis., and Milwaukee. An agency spokesman said that markets were picked where the sponsor's distribution warranted the cost.

Meanwhile, Levine estimated the series has been booked for more than 50 markets, including areas

## Jacobi Quits CNP For Harvard Job

NEW YORK—Frederick (Fritz) Jacobi has resigned as publicity director of California National Productions, effective February 1.

He will become public relations counsel for Harvard University's upcoming \$1,000,000 fund-raising campaign.

George Cahan, NBC-TV producer-director, has been named by California National to the new post of executive producer, with headquarters in Hollywood. He will report to Robert Cinader, director of program planning and development for the NBC subsidiary.

where he does not have distribution rights. In many cases, he said, stations pre-empted time for the short series, handling it in the nature of a special event.

## NTA, Off to Good Start on 'Cochise,' Maps Additional 39

HOLLYWOOD—NTA is planning to go ahead and film another 39 episodes of "Sheriff of Cochise," produced by Desilu, as a result of the flying start which the series has made.

"Cochise," starring John Bromfield, was put on the market last September when there were practically no other first-run syndicated shows available, and was immediately sold in 130 markets. With the show on the air less than six months it's not expected that the new set of 39 will go into production until next summer.

## STAMPEDE

# Rush on for Ride Aboard 'Calamity'

HOLLYWOOD — "Calamity Jane" is being regarded as the logical successor to "Annie Oakley," and the rush to mine the "Calamity" gold is almost equal to the '49er stampede.

"Annie" has been a phenomenon in TV reruns, drawing almost as high ratings in its several reruns as the first time around. Furthermore, Gail Davis, the star, has drawn phenomenal crowds in personal appearances around the country. The result is that advertisers are looking for another western heroine, according to Producer Al-

bert C. Gannaway, and the only other one is "Calamity."

Gannaway, who had nothing to do with "Annie Oakley" series, is trying to be first to get "Calamity Jane" on film and has scheduled a pilot for next month. Packager Donald Barry, who produced the series on radio, will function as associate producer.

Competition is being offered by Warner Bros., which filmed a "Calamity Jane" feature some years ago, and by Doris Day, who starred in the pic and wants to do a tele series for her Arwin Productions. One or two others are also trying to get into the pre-sold program derby.

Poor "Clementine," apparently, just doesn't rate.

Billboard



## FOR NOVEMBER

The Top Network Programs in Class A Time Ranked by Cost Per Thousand Per Commercial Minute

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Based on U. S. TV audience research of the AMERICAN RESEARCH BUREAU

### Drama Programs

#### ● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. CLIMAX! (Chrysler, CBS).....\$1.85
2. ALFRED HITCHCOCK PRESENTS (Bristol-Myers, CBS)..... 2.26
3. ROBERT MONTGOMERY PRESENTS (Johnson Wax, NBC)..... 2.42
4. G. E. THEATER (General Electric, CBS)..... 2.45
5. KRAFT TV THEATER (Kraft Foods, NBC)..... 2.47
6. THE MILLIONAIRE (Colgate-Palmolive, CBS)..... 2.49
7. LUX VIDEO THEATER (Lever Bros., NBC)..... 2.52
8. JANE WYMAN SHOW (Procter & Gamble, NBC).. 2.96
9. SCHLITZ PLAYHOUSE (Schlitz Brewing, CBS).... 3.00
10. STUDIO ONE (Westinghouse, CBS)..... 3.05

#### ● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. CLIMAX! (Chrysler, CBS).....\$2.34
1. G. E. THEATER (General Electric, CBS)..... 2.34
3. ROBERT MONTGOMERY PRESENTS (Johnson Wax, NBC)..... 2.98
4. THE MILLIONAIRE (Colgate-Palmolive, CBS).... 3.15
5. KRAFT TV THEATER (Kraft Foods, NBC)..... 3.24
6. LUX VIDEO THEATER (Lever Bros., NBC)..... 3.26
7. GOODYEAR PLAYHOUSE (Goodyear Tire, NBC).. 3.38
8. STUDIO ONE (Westinghouse, CBS)..... 3.85
9. LORETTA YOUNG SHOW (Procter & Gamble, NBC) 3.86
10. BIG STORY (Vick Chemical, NBC)..... 4.19

#### ● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. CLIMAX! (Chrysler, CBS).....\$1.66
2. ALFRED HITCHCOCK PRESENTS (Bristol-Myers, CBS)..... 1.94
3. G. E. THEATER (General Electric, CBS)..... 2.10
4. ROBERT MONTGOMERY PRESENTS (Johnson Wax, NBC)..... 2.19
5. KRAFT TV THEATER (Kraft Foods, NBC)..... 2.20
6. THE MILLIONAIRE (Colgate-Palmolive, CBS).... 2.23
7. LUX VIDEO THEATER (Lever Bros., NBC)..... 2.29
8. SCHLITZ PLAYHOUSE (Schlitz Brewing, CBS).... 2.72
8. STUDIO ONE (Westinghouse, CBS)..... 2.72
10. JANE WYMAN SHOW (Procter & Gamble, NBC).. 2.82

#### ● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. CLIMAX! (Chrysler, CBS).....\$4.42
2. CONFLICT (Chesebrough-Ponds, ABC)..... 4.77
3. C. E. THEATER (General Electric, CBS)..... 5.55
4. THE MILLIONAIRE (Colgate-Palmolive, CBS).... 5.95
5. CROSSROADS (Chevrolet, ABC)..... 6.25
6. ALFRED HITCHCOCK PRESENTS (Bristol-Myers, CBS)..... 6.51
7. SCHLITZ PLAYHOUSE (Schlitz Brewing, CBS).... 6.67
8. ROBERT MONTGOMERY PRESENTS (Johnson Wax, NBC)..... 6.70
9. KRAFT TV THEATER (Kraft Foods, NBC)..... 6.88
10. JANE WYMAN SHOW (Procter & Gamble, NBC)... 7.42

### Situation Comedies

#### ● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. I LOVE LUCY (Procter & Gamble, CBS).....\$2.67
2. PRIVATE SECRETARY (American Tobacco, CBS).. 2.70
3. PHIL SILVERS SHOW (R. J. Reynolds, CBS)..... 2.71
4. DECEMBER BRIDE (General Foods, CBS)..... 2.87
5. FATHER KNOWS BEST (Scott Paper, NBC)..... 3.09
6. LIFE OF RILEY (Gulf Oil, NBC)..... 3.32
7. BURNS AND ALLEN (Carnation, CBS)..... 3.45
8. OZZIE AND HARRIET (Eastman-Kodak, ABC).... 3.46
9. BOB CUMMINGS (R. J. Reynolds, CBS)..... 3.55
10. PEOPLE'S CHOICE (Borden, NBC)..... 4.15

#### ● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. PRIVATE SECRETARY (American Tobacco, CBS)...\$2.89
2. I LOVE LUCY (Procter & Gamble, CBS)..... 3.13
3. PHIL SILVERS (R. J. Reynolds, CBS)..... 3.18
4. DECEMBER BRIDE (General Foods, CBS)..... 3.66
5. BURNS AND ALLEN (Carnation, CBS)..... 4.11
6. OZZIE AND HARRIET (Eastman-Kodak, ABC).... 4.39
7. FATHER KNOWS BEST (Scott Paper, NBC)..... 4.45
8. LIFE OF RILEY (Gulf Oil, NBC)..... 4.48
9. BOB CUMMINGS (R. J. Reynolds, CBS)..... 4.86
10. OH! SUSANNA (Nestle, CBS)..... 5.29

#### ● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. PRIVATE SECRETARY (American Tobacco, CBS)..\$2.21
2. I LOVE LUCY (Procter & Gamble, CBS)..... 2.35
3. DECEMBER BRIDE (General Foods, CBS)..... 2.55
4. PHIL SILVERS (R. J. Reynolds, CBS)..... 2.83
5. FATHER KNOWS BEST (Scott Paper, NBC)..... 2.86
6. HEY, JEANNIE! (Procter & Gamble, CBS)..... 2.93
7. BURNS AND ALLEN (Carnation, CBS)..... 3.10
8. LIFE OF RILEY (Gulf Oil, NBC)..... 3.25
9. BOB CUMMINGS (R. J. Reynolds, CBS)..... 3.36
10. OZZIE AND HARRIET (Eastman-Kodak)..... 3.58

#### ● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. PHIL SILVERS (R. J. Reynolds, CBS).....\$3.18
2. PRIVATE SECRETARY (American Tobacco, CBS).. 3.56
3. BOB CUMMINGS (R. J. Reynolds, CBS)..... 3.86
4. FATHER KNOWS BEST (Scott, NBC)..... 3.88
5. LIFE OF RILEY (Gulf Oil, NBC)..... 4.19
6. OZZIE AND HARRIET (Eastman-Kodak, ABC).... 4.39
7. I LOVE LUCY (Procter & Gamble, CBS)..... 4.49
9. OH! SUSANNA (Nestle, CBS)..... 4.78
9. DECEMBER BRIDE (General Foods, CBS)..... 5.33
10. PEOPLE'S CHOICE (Borden, NBC)..... 6.49

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## Lawrence Tube Looms as Rival Of RCA System

HOLLYWOOD—Is Paramount-Du Mont's Lawrence color system going to give RCA a run for its money?

This seems to be the big question as far as the TV industry is concerned following Litton Industries' acquisition of experimental and development facilities of Chromatic Television Labs, the Paramount subsidiary in Emeryville, Calif.

Litton, an advanced electronics firm which specializes in industrial and military production, has been licensed to produce the tube for these purposes. Du Mont holds the commercial license and, according to Paramount Prexy Barney Balaban, will start production sometime this summer.

Charles B. Thornton, president of Litton, said that the firm chose the Lawrence color tube because its light sensitivity is 2½ times that of present color systems, e.g., RAC; its circuit is simpler, and it is a one-gun system in which colors are subject to variations than in a three-gun tube (RCA).

According to Paramount V.P. Paul Raibourn, it's planned to price sets at approximately two-thirds of present color receivers. This would bring cost down to near that of higher priced black and white sets.

Providing that in commercial application all this proves true, it could be a tremendous shot in the arm for color TV. It would also probably result in a battle royal between the Lawrence and the RCA color tubes.

## 'Fox Hour' Taken Over By Revlon

NEW YORK — Revlon last week relieved General Electric of the unexpired portion of its contract for "20th Century-Fox Hour," the alternate Wednesday 10-11 p.m. dramatic show on CBS-TV.

Revlon will bankroll the remaining 20 shows in the vidfilm series, probably changing the name to the "Revlon Hour." The new bankroller has an option on the time period for use after the dramatic series ends.



# M-G-M IS KING ON TV!

**CHICAGO**  
**42.4**

WBBM-TV—TRENDEX  
Sat. Dec. 15  
10 P.M. to Midnight

**NEW YORK**  
**28.4**

WCBS-TV—TRENDEX  
Sat. Dec. 1  
11:15 P.M. to 1:15 A.M.

**LOS ANGELES**  
**30.8**

KTTV—SPECIAL A.R.B.  
Fri. Oct. 12  
8 to 10:30 P.M.

**DENVER**  
**20.3**

KTVR—SPECIAL A.R.B.  
Thur. Nov. 8  
9 to 10 P.M.

**Minneapolis—St. Paul**  
**25.3**

KMGM-TV—TRENDEX  
Sat. Dec. 8  
9 to 11 P.M.

**SEATTLE**  
**26.2**

KING-TV—A.R.B.  
Sat. Oct. 13  
10:45 P.M. to Midnight

**PHILADELPHIA**  
**17.9**

WFIL-TV—TRENDEX  
Sun. Oct. 28  
5 to 6:30 P.M.

When the lion roars—the ratings soar. The story's the same from coast to coast!

MGM-TV has been making trade history since its inception. In every city, on every station, where M-G-M pictures have been programmed, results run true to form. The ratings devastate all competition. Billings are upped. Profits and prestige are enhanced. Independent stations find it's the answer to networks. Network stations find it's a blockbuster in terms of sponsors and new business. If you haven't done so yet, this is the time to ask about 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

## PULSE FILM RATINGS for November

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

### The Pulse Audience Composition Studies

#### • Syndicated Film Adventure Shows

##### NOVEMBER RATINGS

Rank	Show & Distrib.	Avg. Rating
1.	Dateline Europe (Official).....	12.1
2.	Superman (Flamingo).....	11.0
3.	Man Called X (Ziv).....	10.6
3.	Soldiers of Fortune (MCA).....	10.6
5.	I Search for Adventure (Bagnall).....	10.5
6.	Count of Monte Cristo (TPA).....	9.3
7.	Waterfront (MCA).....	8.7
8.	Captain Midnight (Screen Gems).....	8.3
9.	Ramar of the Jungle (TPA).....	8.1
10.	I Led Three Lives (Ziv).....	7.7

##### AMONG MEN

Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Dangerous Assignment (NBC).....	83
1.	The Falcon (NBC).....	83
3.	Dateline Europe (Official).....	81
3.	Man Called X (Ziv).....	81
3.	Waterfront (MCA).....	81
6.	China Smith (NTA).....	79
6.	I Led Three Lives (Ziv).....	79
8.	The Hunter (Tafon).....	77
8.	I Spy (Guild).....	77
10.	Federal Men (MCA).....	76

##### AMONG WOMEN

Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Dateline Europe (Official).....	90
2.	Dangerous Assignment (NBC).....	89
3.	Man Called X (Ziv).....	87
4.	The Falcon (NBC).....	86
5.	Waterfront (MCA).....	84
6.	I Led Three Lives (Ziv).....	84
7.	I Spy (Guild).....	81
8.	The Hunter (Tafon).....	80
9.	China Smith (NTA).....	79
9.	Passport to Danger (ABC).....	79

##### AMONG CHILDREN

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Ramar of the Jungle (TPA).....	92
2.	Superman (Flamingo).....	91
3.	Captain Midnight (Screen Gems).....	87
4.	Jungle Jim (Screen Gems).....	84
5.	Long John Silver (CBS).....	82
6.	Sheena, Queen of the Jungle (ABC).....	80
7.	Flash Gordon (Guild).....	77
8.	Foreign Legionnaire (TPA).....	62
9.	Joe Palooka (Guild).....	56
10.	Rocky Jones, Space Ranger (MCA).....	55

#### • Syndicated Film Drama Shows

##### NOVEMBER RATINGS

Rank	Show & Distrib.	Avg. Rating
1.	Esso Golden Playhouse (Official).....	14.8
2.	Science Fiction Theater (Ziv).....	11.8
3.	Doug. Fairbanks Presents (ABC).....	11.2
4.	Studio 57 (MCA).....	9.5
5.	Stage 7 (TPA).....	9.4
5.	Celebrity Playhouse (Screen Gems).....	9.4
7.	Dr. Christian (Ziv).....	8.7
8.	Your All Star Theater (Screen Gems).....	7.6
9.	Star Performance (Official).....	6.7
10.	Headline (MCA).....	4.9

##### AMONG MEN

Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Headline (MCA).....	76
1.	Science Fiction Theater (Ziv).....	76
3.	Stage 7 (TPA).....	75
4.	Doug. Fairbanks Presents (ABC).....	74
4.	Dr. Christian (Ziv).....	74
6.	Esso Golden Playhouse (Official).....	73
6.	Studio 57 (MCA).....	73
9.	Your TV Theater (Ziv).....	72
10.	Celebrity Playhouse (Screen Gems).....	71

##### AMONG WOMEN

Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Doug. Fairbanks Presents (ABC).....	96
2.	Celebrity Playhouse (Screen Gems).....	95
3.	Your TV Theater (Ziv).....	90
4.	Stage 7 (TPA).....	89
4.	Dr. Christian (Ziv).....	89
6.	Esso Golden Playhouse (Official).....	86
6.	Star Performance (Official).....	86
9.	Your All Star Theater (Screen Gems).....	84
10.	Headline (MCA).....	82

##### AMONG CHILDREN

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Your All Star Theater (Screen Gems).....	29
2.	Star Performance (Official).....	26
2.	Celebrity Playhouse (Screen Gems).....	26
2.	Esso Golden Playhouse (Official).....	26
5.	Dr. Christian (Ziv).....	23
5.	Science Fiction Theater (Ziv).....	23
7.	Studio 57 (MCA).....	19
7.	Your TV Theater (Ziv).....	19
9.	Doug. Fairbanks Presents.....	15
9.	Headline (MCA).....	15

## SAPPHIRE RUNS TALENT SCHOOL

LONDON—To provide a pool of upcoming actors and actresses for their three filmed productions — "Robin Hood," "The Buccaneer" and "Sir Lancelot"—Sapphire Films is opening the first TV actors' training school in this country. Initiated and controlled by Sapphire's casting director, Basil Appleby, the intensive course is designed to cover film technique, with special attention to Sapphire's particular production schedules. At the end of each comprehensive course, pupils will get a full color test, available to them afterwards for their own use. Successful or promising candidates will automatically be given roles in the Sapphire productions.

## Talent Assoc. Takes Reins On 'Kaiser'

NEW YORK—Talent Associates is expected to take over the production of the "Kaiser Aluminum Hour," alternate Tuesdays 9:30-10:30 on NBC-TV early in February. It will replace Unit Four which now consists of George Roy Hill, Fielder Cook and Franklin Schaffner.

Worthington Miner, who headed up Unit Four, had previously been eased out via a settlement. Talent Associates now produces "The Armstrong Circle Theater," which alternates with Kaiser.

## Adults for NBC Sat. Afternoons

NEW YORK — NBC-TV last week threw open early Saturday afternoon for adult programming when it found a buyer for such shows. Sterling Drug bought a quarter hour each of two shows, one a filmed drama "The Vise" going 12:30-1 and the second, "My True Story," a new stanza, for the following half hour.

"Cowboy Theater," now in the 11:30-12:30 slot, is expected to be yanked shortly because of its failure to find commercial acceptance. The network is trying to persuade Heinz to switch its "Captain Galant" from Sunday afternoons into 11:30-12, and will find another kids' show for the second half hour.

## BUYING CHANGES

### Todman Sees Shifts in Sponsor-Agcy. Pattern

HOLLYWOOD — This season will see significant changes in the buying pattern of advertising agencies and sponsors. Bill Todman, of the Goodson-Todman packaging firm, forecast last week.

The days of pell-mell rush buying late in the season are over, Todman thinks, the fact that so many advertisers were burned this year being primarily responsible. To a large degree it's the late buys that are folding first, e.g., "The Brothers," "Noah's Ark," "Stanley," et al., because the rush to get into production did not permit time for proper evaluation and assessment. In some instances the agencies panicked and, after plowing thru everything that was on the market for two or three months, bought the first thing that came along when the deadline was suddenly at hand.

This year a much more careful evaluation is being made of product available that will fill the advertiser's needs. One big factor in making a purchase is expected to be the time slot, with the type of opposition gaining recognition in the success-failure pattern than before. If, for instance, the time available is opposite an entrenched situation comedy, the sponsor does not want to go against it with a similar type show.

Agency execs with whom he has talked are of the opinion, Todman said, that the days of the firm-39 buy, even in film, are just about over. The pattern towards which most are leaning seems to be one consisting of 26-week pacts with an option, however, at the end of 13 weeks to evaluate the accomplishments of the program and decide whether or not to continue (this would bring film buying more into line with the pattern of live-program purchases). At the same time the traditional summer rerun formula would probably be broken

up, with reruns being used much earlier in the series.

Pointing up these changes is Procter & Gamble's decision to finance three vidpix series (The Billboard, January 19). This, in effect, heralds a new concept in sponsor thinking, that it is better to take a calculated risk in the creation of programming than in simple purchase of it at a later date.

As far as the type of product towards which sponsors are leaning, Todman thinks that it is still adventure with a family slant, especially in the earlier time periods.

## M-G-M PRINTS

### New Set Per Sale Causes Difficulties

HOLLYWOOD—The policy of M-G-M in turning out a new set of prints for each sale that it makes of its feature library is causing some problems, especially for smaller stations, but, according to Charles (Bud) Barry, TV division v.-p., the practice will be continued.

The print cost for a set of the entire library—and M-G-M for the time being is making sales in no other way—is \$75,000. This is in addition to the licensing fee and, for many stations, is a large bill to swallow.

Barry, however, believes that the quality of film that the station receives as a result is worth it (M-G-M does not make a profit in turning out the prints). The practice of bicycling, he thinks, deteriorates film quickly in transshipment from station to station.

The solution being developed is for a large station, or group of stations, to purchase a set of prints in conjunction with one or more smaller stations, apportioning the cost. For instance, the Meredith stations (Omaha, Phoenix, Kansas City, Syracuse) bought one set, as did Portland-Seattle, and CBS for itsits o.&o. outlets.

## 'Adams and Eve' Take Big Step Up In Trendex Rating

NEW YORK—"Mr. Adams and Eve," which met with generally dubious critical notices, climbed a big step upward in its second Trendex ratings.

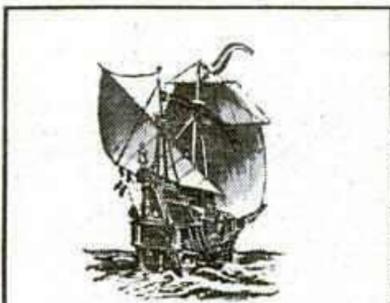
The Ida Lupino-Howard Duff comedy (CBS-TV, Fridays, 9-9:30 p.m.) scored a 24.3, with a 42.8 share of audience, compared with its first Trendex figures of 15.4 and 29.2 share. R. J. Reynolds and Colgate-Palmolive are the sponsors.

The Billboard... television's WEEKLY PROGRAMMING and TIME-BUYING GUIDE —from spot to spectacular

## Believability

Believability is a key factor in the effectiveness of a sales message.

In the skilled hands of specialists, every stage in the production of a television commercial can add significantly to the believability of the message. Caravel guarantees complete control of every element of production by craftsmen whose only function is the imaginative development and creative production of tv spots.



**CARAVEL FILMS**  
incorporated

730 Fifth Avenue  
New York

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

## ACTORS — TV ARTISTS — SPEAKERS

Do you have trouble remembering your lines? The MAGIC MEMORY is the answer. Revolutionary method can be mastered in two hours. No more need for notes or prompting. Memorize anything quickly. If not amazed and delighted return for full refund. Only \$1.00.

**HERB THOMAS**

PIERRE, SOUTH DAKOTA

BOX 233

# CISCO KID

# #1 SYNDICATED SHOW IN HOUSTON

# 29.4

PULSE, May, 1956



## #6 AMONG ALL NETWORK SHOWS, ALL WEEK

BEATING:

DRAGNET  
\$64,000 CHALLENGE  
CLIMAX  
I LOVE LUCY  
JACK BENNY  
AND MANY OTHERS



# 1,350 Post-'48 Pix In Hollywood Vaults

## PARAMOUNT

**AARON SLICK FROM PUNKIN CRICK**—1952  
Alan Young, Dinah Shore

**THE ACCUSED**—1949  
Loretta Young, Robert Young

**ALASKA SEAS**—1954  
Robert Ryan, Jan Sterling

**ALIAS NICK BEAL**—1949  
Ray Milland, Audrey Totter

**ANYTHING CAN HAPPEN**—1952  
Jose Ferrer, Kim Hunter

**APPOINTMENT WITH DANGER**—1951  
Alan Ladd, Phyllis Calvert

**ARROWHEAD**—1953  
Jack Palance, Charlton Heston

**AT WAR WITH THE ARMY**—1951  
Dean Martin, Jerry Lewis

**ATOMIC CITY**—1952  
Michael Moore, Nancy Gates

**THE BIG CARNIVAL**—1951  
Kirk Douglas, Jan Sterling

**THE BLAZING FOREST**—1952  
John Payne, Susan Morrow

**BOTANY BAY**—1953  
Alan Ladd, James Mason

**BRANDED**—1951  
Alan Ladd, Mona Freeman

**BRIDE OF VENGEANCE**—1949  
John Lund, Paulette Goddard

**CAPTAIN CHINA**—1950  
John Payne, Gail Russell

**CAPTAIN CAREY, U. S. A.**—1949  
Alan Ladd, Wanda Hendrix

**CARIBBEAN**—1952  
John Payne, Ariene Dahl

**CARRIE**—1952  
Jennifer Jones, Laurence Olivier

**CASANOVA'S BIG NIGHT**—1954  
Bob Hope, Joan Fontaine

**CEASE FIRE**—1954  
No Stars

**CHICAGO DEADLINE**—1949  
Alan Ladd, Donna Reed

**COME BACK LITTLE SHEBA**—1953  
Burt Lancaster, Shirley Booth

**A CONNECTICUT YANKEE AT KING ARTHUR'S COURT**—1949  
Bing Crosby, Rhonda Fleming

**COPPER CANYON**—1950  
Ray Milland, Hedy Lamarr

**CROSSWINDS**—1951  
John Payne, Rhonda Fleming

**DARK CITY**—1950  
Don DeFore, Elizabeth Scott, Charlton Heston

**DARLING, HOW COULD YOU?**—1951  
Joan Fontaine, John Lund

**DEAR BRAT**—1951  
Mona Freeman, Eddy Arnold

**DEAR WIFE**—1950  
William Holden, Joan Caulfield

**DENVER & RIO GRANDE**—1952  
Edmund O'Brien, Sterling Hayden

**DETECTIVE STORY**—1951  
Kirk Douglas, Eleanor Parker, William Bendix

**DYNAMITE**—1949  
William Gargan, Virginia Wells

**EAGLE AND THE HAWK**—1950  
John Payne, Rhonda Fleming

**EL PASO**—1949  
John Payne, Gail Russell

**FANCY PANTS**—1950  
Bob Hope, Lucille Ball

**FLAMING FEATHER**—1952  
Sterling Hayden, Arleen Whelan

**FLIGHT TO TANGIER**—1953  
Joan Fontaine, Jack Palance, Corinne Calvet

**FOREVER FEMALE**—1954  
William Holden, Ginger Rogers, Paul Douglas

**THE FURIES**—1950  
Barbara Stanwyck, Wendell Corey

**GIRLS OF PLEASURE ISLAND**—1953  
Don Taylor, Leo Genn

**THE GREAT GATSBY**—1949  
Alan Ladd, Betty Fields

**THE GREAT LOVER**—1949  
Bob Hope, Rhonda Fleming

**THE GREAT MISSOURI RAID**—1951  
Wendell Corey, Macdonald Carey

**THE GREATEST SHOW ON EARTH**—1953  
James Stewart, Betty Hutton, Cornel Wilde

**THE HEIRESS**—1949  
Olivia de Havilland, Montgomery Clift

**HERE COME THE GIRLS**—1953  
Bob Hope, Rosemary Clooney, Ariene Dahl

**HERE COMES THE GROOM**—1951  
Bing Crosby, Jane Wyman

**HONGKONG**—1952  
Ronald Reagan, Rhonda Fleming

**HOUDINI**—1953  
Tony Curtis, Janet Leigh

**HURRICANE SMITH**—1952  
Yvonne De Carlo, John Ireland

**JAMAICA RUN**—1953  
Ray Milland, Ariene Dahl, Wendell Corey

**JIVARO**—1954  
Fernando Lamas, Rhonda Fleming

**JUMPING JACKS**—1952  
Dean Martin, Jerry Lewis

**JUST FOR YOU**—1952  
Bing Crosby, Jane Wyman

**THE LAST OUTPOST**—1951  
Ronald Reagan, Rhonda Fleming

**THE LAWLESS**—1950  
Macdonald Carey, Gail Russell

**THE LEMON DROP KID**—1951  
Bob Hope, Marilyn Maxwell

**LET'S DANCE**—1953  
Betty Hutton, Fred Astaire

**LITTLE BOY LOST**—1953  
Bing Crosby, Claude Dauphin

**MANHANDLED**—1949  
Dorothy Lamour, Dan Duryea

**THE MATING SEASON**—1951  
Gene Tierney, John Lund, Thelma Ritter

**MOLLY**—1951  
Gertrude Berg, Philip Loeb

**MR. MUSIC**—1950  
Bing Crosby, Nancy Olson

**MONEY FROM HOME**—1954 (3D)  
Martin and Lewis

**MY FAVORITE SPY**—1951  
Bob Hope, Hedy Lamarr

**MY FRIEND IRMA**—1949  
John Lund, Diana Lynn, Marie Wilson

**MY FRIEND IRMA GOES WEST**—1950  
Marie Wilson, John Lund

**MY OWN TRUE LOVE**—1949  
Phyllis Calvert, Melvin Douglas

**MY SON JOHN**—1952  
Helen Hayes, Van Heflin

**NO MAN OF HER OWN**—1950  
Barbara Stanwyck, John Lund

**OFF LIMITS**—1953  
Bob Hope, Marilyn Maxwell

**PAID IN FULL**—1950  
Robert Cummings, Elizabeth Scott, Diana Lynn

**PASSAGE WEST**—1951  
John Payne, Arleen Whelan

**PEKING EXPRESS**—1951  
Joseph Cotten, Corinne Calvet

**A PLACE IN THE SUN**—1951  
Montgomery Clift, Elizabeth Taylor, Shelley Winters

**PONY EXPRESS**—1953  
Charlton Heston, Rhonda Fleming, Jan Sterling

**QUEBEC**—1951  
John Barrymore Jr., Corinne Calvet

**RED CARTERS**—1954  
Rosemary Clooney, Jack Carson

**RED, HOT AND BLUE**—1949  
Betty Hutton, Victor Mature

**RED MOUNTAIN**—1952  
Alan Ladd, Elizabeth Scott

**RHUBARB**—1951  
Ray Milland, Jan Sterling

**RIDING HIGH**—1950  
Bing Crosby, Nancy Olson

**ROAD TO BALI**—1953  
Bing Crosby, Dorothy Lamour, Bob Hope

**ROMAN HOLIDAY**—1953  
Gregory Peck, Audrey Hepburn

**ROPE OF SAND**—1949  
Burt Lancaster, Paul Henreid

**SAILOR BEWARE**—1952  
Martin and Lewis

**SANGAREE**—1953 (3D)  
Fernando Lamas, Ariene Dahl

**THE SAVAGE**—1952  
Charlton Heston, Susan Morrow

**SCARED STIFF**—1953  
Martin and Lewis, Elizabeth Scott, Carmen Miranda

**SEPTEMBER AFFAIR**—1951  
Joan Fontaine, Joseph Cotten

**SHANE**—1953  
Alan Ladd, Jean Arthur, Van Heflin

**SILVER CITY**—1951  
Yvonne De Carlo, Barry Fitzgerald

**SOMEBODY LOVES ME**—1952  
Betty Hutton, Ralph Meeker

**SOMETHING TO LIVE FOR**—1952  
Joan Fontaine, Ray Milland, Teresa Wright

**SON OF PALEFACE**—1949  
Bob Hope, Jane Russell

**SONG OF SURRENDER**—1949  
Wanda Hendrix, Claude Rains

**SORROWFUL JONES**—1949  
Bob Hope, Lucille Ball

**SPECIAL AGENT**—1949  
William Eythe, Laura Elliott

**STALAG 17**—1953  
William Holden, Don Taylor

**THE STARS ARE SINGING**—1953  
Rosemary Clooney, Laurence Melchior

**THE STOOGES**—1953  
Martin and Lewis

**STREETS OF LAREDO**—1949  
Macdonald Carey, William Holden

**SUBMARINE COMMAND**—1951  
William Holden, Nancy Olson

**SUNSET BOULEVARD**—1950  
Gloria Swanson, William Holden

**THAT'S MY BOY**—1951  
Martin and Lewis

**THELMA JORDAN**—1950  
Barbara Stanwyck, Wendell Corey

**THOSE REDHEADS FROM SEATTLE**—1953  
Rhonda Fleming, Gene Barry

**THUNDER IN THE EAST**—1953  
Alan Ladd, Deborah Kerr

**TOP OF THE MORNING**—1949  
Bing Crosby, Ann Blyth, Barry Fitzgerald

**TROPIC ZONE**—1953  
Ronald Reagan, Rhonda Fleming

**THE TURNING POINT**—1952  
William Holden, Alexis Smith

**UNION STATION**—1950  
William Holden, Nancy Olson, Barry Fitzgerald

**THE VANQUISHED**—1953  
John Payne, Jan Sterling

**WAR OF THE WORLDS**—1953  
Gene Barry, Ann Robinson

**WAR PATH**—1951  
Edmund O'Brien, Dean Jagger

(Continued on page 22)

Billboard



## FOR NOVEMBER

The Top Network Programs in Class A Time Ranked by Cost Per Thousand Per Commercial Minute

Based on U. S. TV audience research of the AMERICAN RESEARCH BUREAU

This chart is the TV industry's only guide to the comparative monthly efficiency of Class A time network programs in delivering audiences to their sponsors. It is the only source for the comparative analysis of costs for reaching men, women and children viewers. Each week, comparisons are made of shows of the same program type and of shows airing for advertisers in the same sponsor category.

The figure shown for each program represents the sponsor's cost for reaching 1,000 TV homes, men, women or children per minute of commercials. These figures were reached by dividing each show's total program and net time costs by the total number of homes, men, women and children under 16 reached by the program, as determined by American Research Bureau. These results then were divided by the allocated commercial minutes in the program. Net time and program costs used are estimates made by The Billboard after extensive research.

### Quiz, Panel & Audience Participation Shows

- COST PER THOUSAND HOMES PER COMMERCIAL MINUTE**
  - I'VE GOT A SECRET (R. J. Reynolds, CBS).....\$1.90
  - THE \$64,000 QUESTION (Revlon, CBS)..... 1.93
  - WHAT'S MY LINE? (Remington Shavers, CBS).... 2.13
  - PEOPLE ARE FUNNY (R. J. Reynolds, NBC)..... 2.16
  - YOU BET YOUR LIFE (De Soto, NBC)..... 2.16
  - \$64,000 CHALLENGE (P. Lorillard, CBS)..... 2.38
  - NAME THAT TUNE (Lanolin Plus, CBS)..... 2.73
  - BEAT THE CLOCK (Hazel Bishop, CBS)..... 2.77
  - THIS IS YOUR LIFE (Procter & Gamble, NBC).... 3.35
  - DO YOU TRUST YOUR WIFE? (Frigidaire, CBS).. 3.76
- COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE**
  - I'VE GOT A SECRET (R. J. Reynolds, CBS)..... \$2.31
  - PEOPLE ARE FUNNY (R. J. Reynolds, NBC)..... 2.39
  - THE \$64,000 QUESTION (Revlon, CBS)..... 2.39
  - WHAT'S MY LINE? (Remington Shaver, CBS)..... 2.42
  - \$64,000 CHALLENGE (P. Lorillard, CBS)..... 2.43
  - YOU BET YOUR LIFE (De Soto, NBC)..... 2.53
  - BEAT THE CLOCK (Hazel Bishop, CBS)..... 3.34
  - NAME THAT TUNE (Lanolin Plus, CBS)..... 3.54
  - THIS IS YOUR LIFE (Procter & Gamble, NBC).... 4.29
  - TREASURE HUNT (Mogen David Wine, ABC).... 5.20
- COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE**
  - \$64,000 QUESTION (Revlon, CBS).....\$1.70
  - I'VE GOT A SECRET (R. J. Reynolds, CBS)..... 1.74
  - WHAT'S MY LINE? (Remington Shaver, CBS)..... 1.79
  - YOU BET YOUR LIFE (De Soto, NBC)..... 1.89
  - PEOPLE ARE FUNNY (R. J. Reynolds, NBC)..... 1.97
  - \$64,000 CHALLENGE (P. Lorillard, CBS)..... 2.00
  - NAME THAT TUNE (Lanolin Plus, CBS)..... 2.38
  - BEAT THE CLOCK (Hazel Bishop, CBS)..... 2.81
  - THIS IS YOUR LIFE (Procter & Gamble, NBC).... 2.97
  - DO YOU TRUST YOUR WIFE? (Frigidaire, CBS).. 3.53
- COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE**
  - PEOPLE ARE FUNNY (R. J. Reynolds, NBC).....\$2.92
  - BEAT THE CLOCK (Hazel Bishop, CBS)..... 3.56
  - NAME THAT TUNE (Lanolin Plus, CBS)..... 4.77
  - YOU BET YOUR LIFE (De Soto, NBC)..... 4.93
  - I'VE GOT A SECRET (R. J. Reynolds, CBS)..... 5.21
  - TREASURE HUNT (Mogen David Wine, ABC).... 5.99
  - THE \$64,000 QUESTION (Revlon, CBS)..... 8.03
  - WHAT'S MY LINE? (Remington Shaver, CBS).....10.33
  - BIG SURPRISE (Purex, NBC).....13.06
  - MASQUERADE PARTY (Olin-Mathieson, ABC)....13.28

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### Comedy, Variety & Music Shows

- COST PER THOUSAND HOMES PER COMMERCIAL MINUTE**
  - LAWRENCE WELK SHOW (Dodge, ABC).....\$1.10
  - ED SULLIVAN SHOW (Lincoln-Mercury, CBS).... 1.49
  - ARTHUR GODFREY (Toni, Pillsbury, CBS)..... 1.62
  - LAWRENCE WELK'S TOP TUNES (Dodge, ABC) 2.07
  - DISNEYLAND (Amer. Motors, Derby Foods, ABC) 2.16
  - PERRY COMO SHOW (Sunbeam, Noxzema, S&H, NBC) ..... 2.37
  - RED SKELTON SHOW (Pet Milk, CBS)..... 2.92
  - GODFREY'S TALENT SCOUTS (Toni, CBS)..... 2.99
  - JACKIE GLEASON SHOW (P. Lorillard, Bulova, CBS) ..... 3.00
  - YOU ASKED FOR IT (Best Foods, ABC)..... 3.06
- COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE**
  - LAWRENCE WELK SHOW (Dodge, ABC).....\$1.12
  - ED SULLIVAN SHOW (Lincoln-Mercury, CBS).... 1.42
  - ARTHUR GODFREY (Toni, Pillsbury, CBS)..... 2.03
  - LAWRENCE WELK'S TOP TUNES (Dodge, ABC).. 2.14
  - PERRY COMO SHOW (Sunbeam, Noxzema, S&H, NBC) ..... 2.48
  - DISNEYLAND (Amer. Motors, Derby Foods, ABC).. 2.87
  - STEVE ALLEN SHOW (Brown & Williamson, Jergens, Maybelline, NBC)..... 2.90
  - YOU ASKED FOR IT (Best Foods, ABC)..... 3.04
  - JACKIE GLEASON SHOW (P. Lorillard, Bulova, CBS) 3.23
  - RED SKELTON SHOW (Pet Milk, CBS)..... 3.36
- COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE**
  - LAWRENCE WELK SHOW (Dodge, ABC).....\$ .92
  - ED SULLIVAN SHOW (Lincoln-Mercury, CBS).... 1.17
  - ARTHUR GODFREY (Toni, Pillsbury, CBS)..... 1.49
  - PERRY COMO SHOW (Sunbeam, Noxzema, S&H, NBC) ..... 1.66
  - LAWRENCE WELK'S TOP TUNES (Dodge, ABC) 1.88
  - DISNEYLAND (Amer. Motors, Derby Foods, ABC) 2.67
  - GODFREY'S TALENT SCOUTS (Toni, CBS)..... 2.71
  - RED SKELTON SHOW (Pet Milk, ABC)..... 2.79
  - JACKIE GLEASON SHOW (P. Lorillard, Bulova, CBS) 2.81
  - YOUR HIT PARADE (Warner-Lambert, NBC)..... 2.81
- COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE**
  - DISNEYLAND (Amer. Motors, Derby Foods, ABC)..\$1.72
  - LAWRENCE WELK SHOW (Dodge, ABC)..... 2.31
  - ED SULLIVAN SHOW (Lincoln-Mercury, CBS).... 2.56
  - PRODUCER'S SHOWCASE (Buick, Whirlpool-Seegar, RCA, NBC) ..... 3.54
  - PERRY COMO SHOW (Sunbeam, Noxzema, S&H, NBC) ..... 3.66
  - JACKIE GLEASON SHOW (P. Lorillard, Bulova, CBS) 3.68
  - STEVE ALLEN SHOW (Brown & Williamson, Jergens, Maybelline, NBC)..... 3.98
  - ARTHUR GODFREY (Toni, Pillsbury, CBS)..... 4.57
  - CIRCUS TIME (Participating, ABC)..... 4.85
  - YOU ASKED FOR IT (Best Foods, ABC)..... 5.59

# OUR "FAIR LADY" PRESENTS 18 NEW FILM SERIES FOR THE NEXT TELECASTING SEASON



## Here Comes The Showboat

Thrilling musical starring Rory Calhoun.

## Danger Is My Business

A man for hire anywhere, any time.

## Clipper Ship

Stirring sagas of the sea.

## The Shape, The Face and The Brain

Comedy starring Mamie Van Doren, Gail Robbins and Virginia Fields.

## Shore Leave

Comic Paul Gilbert joins the Navy.

## Tom, Dick and Harry

Gene Nelson, Joe Mantell and Marvin Kaplan star in this situation comedy.

## You Can't Take It With You

Pulitzer Prize-winning fun for the family.

## Casey Jones

Alan Hale Jr. as the fabulous engineer.

## Johnny Wildlife

World-wide adventures in color.

## Ivanhoe

Based on Sir Walter Scott's classic, starring Roger Moore.

## The Book of Books

Historic spectacles in color.

## University Award Theatre

Dramatic anthology plus contest excitement.

## Dr. Mike

Human interest dramas in big city hospital starring Keith Andes.

## The Leathernecks

Peacetime adventures of the Marine Corps.

## The Web

Brand new suspense filled dramas.

## Johnny Nighthawk

Adventures of a free lance pilot.

## Ranch Party

Informality, music and humor with Tex Ritter.

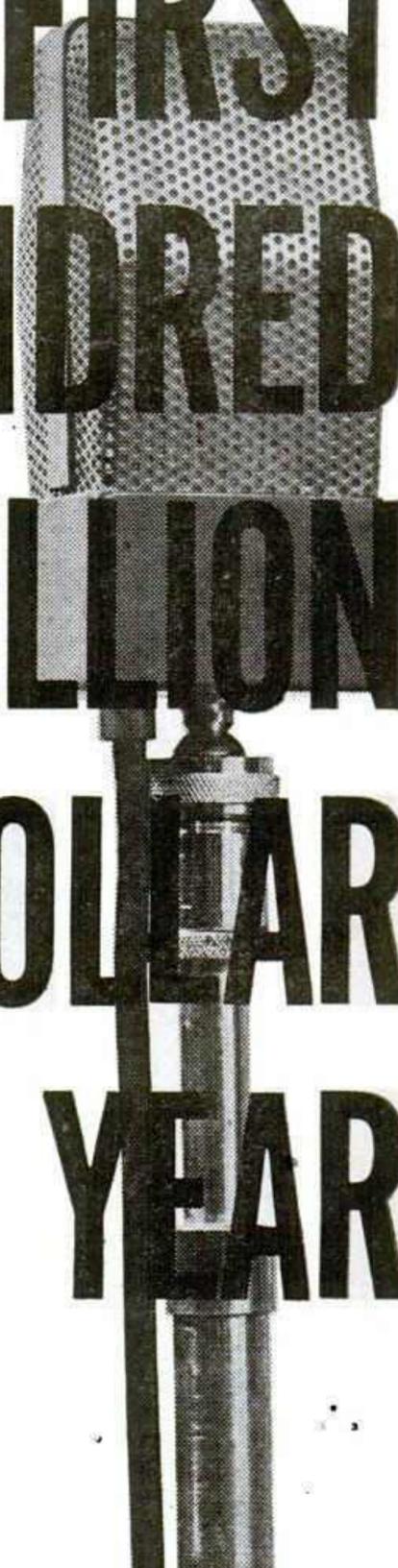
## Standing Room Only

Top stars in top dramas.

for complete information and pilot film screenings call or write:

**SCREEN GEMS INC.** TELEVISION SUBSIDIARY OF **COLUMBIA PICTURES CORP.**

711 FIFTH AVENUE • PLAZA 1-4432 • NEW YORK, N. Y.



# THE FIRST HUNDRED MILLION DOLLAR YEAR

**A** couple of months ago a milestone was passed when McCann-Erickson TV-Radio billing hit a rate of a hundred million dollars annually. A glance at the accompanying charts shows that this covers every radio and TV network, hundreds of local stations—every kind of programming—every type of commercial.

Like all agencies, and most people, we like to set ourselves goals. Probably it was one of our goals to be the first to reach the hundred million mark in this field—but right now there's only time to thank the many people responsible for having done it. The networks and stations who have done so much to bring these media to their present high point of effectiveness . . . the producing outlets and the talent agencies who have contributed so much to the quality of our product.

**McCann-Erickson, Inc.**

New York, Boston, Atlanta, Cleveland, Detroit, Chicago, Louisville, Houston, Dallas, San Francisco, Los Angeles, Portland and offices throughout the world.

## Network and Regional TV Programs

### NIGHTTIME

#### Special Programs

Cinderella  
Great Sebastians, The  
Mayerling  
Mr. Broadway  
Romeo and Juliet  
Ruggles of Red Gap  
Shower of Stars

#### One Hour

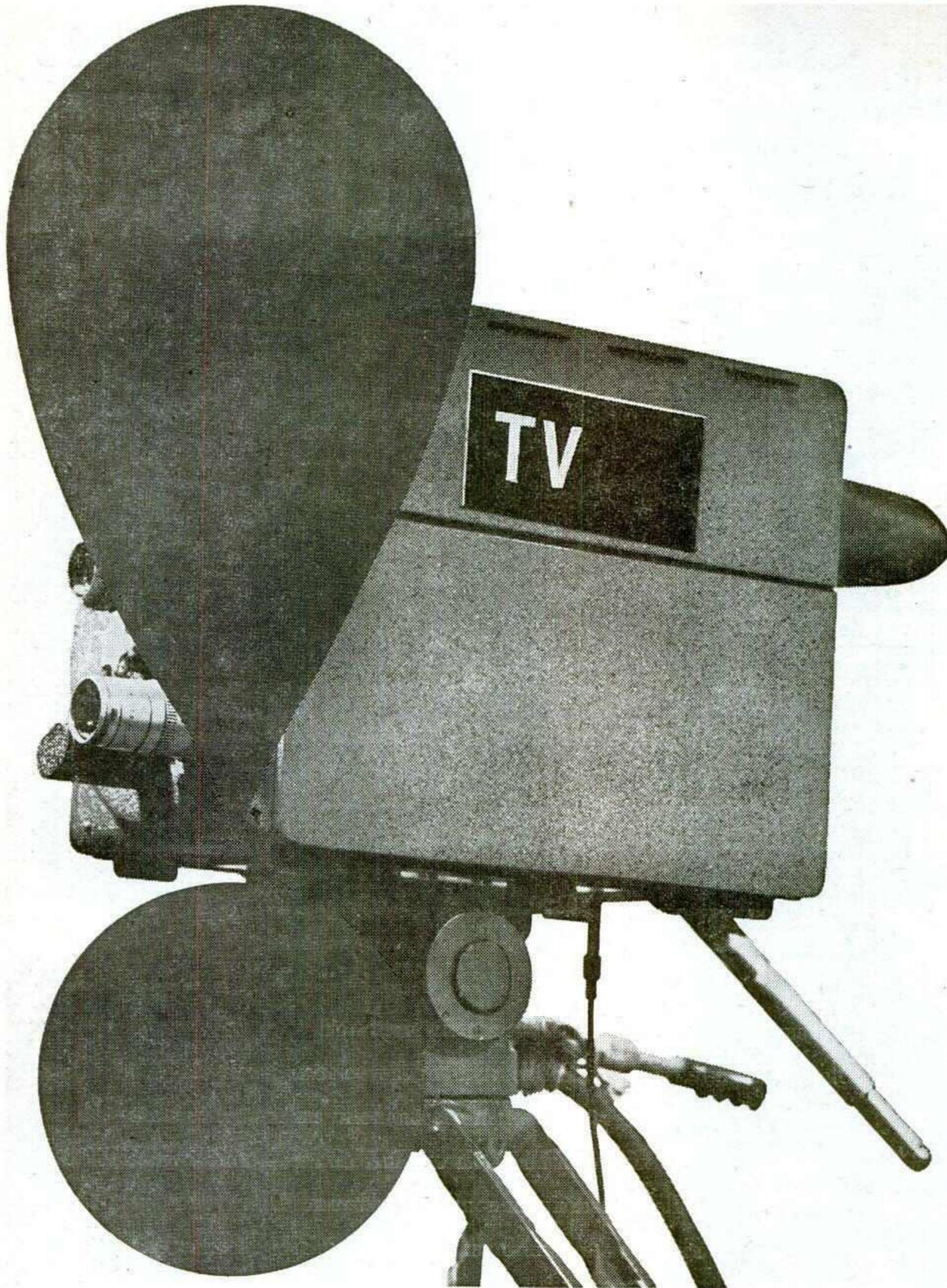
Climax  
Disneyland  
Jackie Gleason Show  
Robert Montgomery Presents  
Studio One  
Warner Brothers Presents  
Wednesday Night Fights

#### Half Hour

Adventures of Jim Bowie  
Crunch and Des  
Death Valley Days  
Dragnet  
Esso Golden Playhouse  
Gale Storm Show, The  
Lone Ranger  
National Biscuit Theatre  
Noah's Ark  
Texas in Review

#### Quarter Hour

Coke Time  
Esso Reporter  
Powerland U.S.A.  
Sohio Reporter



**Clients using other than Network Programs:**

**DAYTIME**

Half Hour  
Lone Ranger  
Sky King  
Quarter Hour  
Bob Crosby  
Don McNeil  
Garry Moore  
Home  
House Party  
It Could Be You  
Mickey Mouse Club  
Ohio Story  
Our Miss Brooks  
Queen For A Day  
Tennessee Ernie Ford  
Today  
Valiant Lady

**TELEVISION**

American Safety Razor Corp.  
American Trust Co.  
Bell Brand Foods, Ltd.  
Bulova Watch Co.  
California Packing Corp.  
California Spray Chemical Corp.  
California Wine Association  
Chesebrough-Pond's Inc.  
Chrysler Division  
Cleveland Electric Illuminating Co.  
Coca-Cola Bottling Companies  
(Various Cities)  
Columbia Records, Inc.  
Cowles Magazines, Inc.  
Columbus & Southern Ohio  
Electric Co.  
Esso Standard Oil Company

Gray Drug Stores, Inc.  
Liggett & Myers  
Lincoln Bank & Trust Co.  
Lucky Lager Brewing Company  
Mead-Johnson & Co.  
The Mennen Company  
Milk Foundation, Inc.  
National Biscuit Company  
(Various Products)  
National Lead Co.  
The Nestlé Company, Inc.  
(Various Products)  
Ohio Bell Telephone Company  
Pacific Power & Light Company  
Rival Packing Co.  
S. O. S. Company  
Southern California and Southern  
Counties Gas Companies

Standard Oil Company (Ohio)  
Stegmaier Brewing Co.  
Swift & Company  
(Various Products)

**RADIO**

Allied Chemical & Dye Corp.  
Barrett Division  
American Safety Razor Corp.  
American Trust Co.  
Bulova Watch Co.  
California Packing Corp.  
(Del Monte)  
California Spray Chemical Corp.  
California Wine Association  
Central Vermont Railway  
Chesebrough-Pond's Inc.  
Chrysler Division  
Cleveland Electric Illuminating Co.  
Coca-Cola Bottling Companies  
(Various Cities)

Columbia Records, Inc.  
Esso Standard Oil Co.  
Gray Drug Stores, Inc.  
The Halle Bros. Co.  
Hampden Brewing Co.  
Humble Oil Co.  
Liggett & Myers  
Lucky Lager Brewing Company  
Lyon Tailoring Inc.  
Manufacturers Trust Company  
Mead-Johnson & Co.  
The Mennen Company  
The Milk Foundation  
The Milnot Co.  
National Biscuit Company  
(Various Products)  
National City Bank of Cleveland  
The Nestlé Company, Inc.  
(Various Products)  
Norwegian Cannery Assoc.  
Ohio Bell Telephone Company

Pacific Power & Light Company  
Rival Packing Co.  
Seeck & Kade, Inc.  
S. O. S. Company  
Southern California and Southern  
Counties Gas Companies  
Standard Oil Company (Ohio)  
Stegmaier Brewing Co.  
Swift & Company  
Tidy House Products Co.

# 1,350 Post-1948 Movies

Continued from page 18

**WHEN WORLDS COLLIDE—1951**  
Richard Derr, Barbara Rush  
**WHISPERING SMITH—1949**  
Alan Ladd, Brenda Marshall

## 20TH CENTURY-FOX

**ALL ABOUT EVE—1950**  
Bette Davis, Ann Baxter  
**AMERICAN GUERRILLA IN THE PHILIPPINES—1950**  
Tyrone Power, Micheline Prele  
**ANNE OF THE INDIES—1951**  
Jean Peters, Louis Jourdan  
**APARTMENT FOR PEGGY—1948**  
Jeanne Crain, William Holden  
**AS YOUNG AS YOU FEEL—1951**  
Monty Woolley, Thelma Ritter  
**BEAUTIFUL BLONDE FROM BASHFUL BEND—1949**  
Betty Grable, Cesar Romero  
**BELLE STARR'S DAUGHTER—1948**  
George Montgomery, Ruth Roman  
**BENEATH THE 12-MILE REEF—1953**  
(CinemaScope)  
Terry Moore, Robert Wagner  
**THE BIG LIFT—1950**  
Montgomery Clift, Paul Douglas  
**THE BLACK ROSE—1950**  
Tyrone Power, Orson Welles  
**BLOODHOUNDS OF BROADWAY—1952**  
Mitzi Gaynor, Scott Brady  
**A BLUEPRINT FOR MURDER—1953**  
Joseph Cotten, Jean Peters, Gary Merrill  
**BROKEN ARROW—1950**  
James Stewart, Debra Paget  
**BUNGALOW 19—1948**  
Tom Conway, Margaret Hamilton  
**CALL ME MADAM—1953**  
Ethel Merman, Donald O'Connor  
**CALL ME MISTER—1951**  
Betty Grable, Dan Dailey  
**CANADIAN PACIFIC—1949**  
Randolph Scott, Jane Wyatt  
**THE CARIBOO TRAIL—1950**  
Randolph Scott, Gabby Hayes  
**CHEAPER BY THE DOZEN—1950**  
Jeanne Crain, Clifton Webb  
**CHICKEN EVERY SUNDAY—1949**  
Dan Dailey, Celeste Holm  
**CITY OF BAD MEN—1953**  
Jeanne Crain, Dale Robertson  
**COME TO THE STABLE—1949**  
Loretta Young, Celeste Holm  
**DAKOTA LIL—1950**  
George Montgomery, Rod Cameron, Marie Windsor  
**DANCING IN THE DARK—1950**  
William Powell, Mark Stevens, Betsy Drake  
**DANGEROUS CROSSING—1953**  
Jeanne Crain, Michael Rennie  
**DAVID AND BATHSHEBA—1952**  
Gregory Peck, Susan Hayward  
**THE DAY THE EARTH STOOD STILL—1951**  
Michael Rennie, Patricia Neal  
**DEADLINE U. S. A.—1952**  
Humphrey Bogart, Ethel Barrymore  
**DECISION BEFORE DAWN—1952**  
Richard Basehart, Gary Merrill  
**THE DESERT FOX—1951**  
James Mason, Jessica Tandy  
**THE DESERT RATS—1953**  
James Mason, Richard Burton  
**DESTINATION GOBI—1953**  
Richard Widmark, Don Taylor  
**DIPLOMATIC COURIER—1952**  
Tyrone Power, Patricia Neal  
**DON'T BOTHER TO KNOCK—1952**  
Richard Widmark, Marilyn Monroe  
**DOWN AMONG THE SHELTERING PALMS—1953**  
William Lundigan, Mitzi Gaynor  
**DOWN TO THE SEA IN SHIPS—1949**  
Richard Widmark, Lionel Barrymore  
**DREAM BOAT—1952**  
Clifton Webb, Ginger Rogers  
**ELOPMENT—1951**  
Clifton Webb, Anne Francis  
**EVERYBODY DOES IT—1949**  
Paul Douglas, Linda Darnell, Celeste Holm  
**THE FAN—1949**  
Jeanne Crain, George Sanders  
**THE FARMER TAKES A WIFE—1953**  
Betty Grable, Dale Robertson  
**FATHER WAS A FULLBACK—1949**  
Fred MacMurray, Maureen O'Hara  
**FIGHTING MEN OF THE PLAINS—1949**  
Randolph Scott, Jane Night  
**THE FIREBALL—1950**  
Mickey Rooney, Pat O'Brien  
**FIXED BAYONETS—1951**  
Michael O'Shea, Richard Basehart  
**FOLLOW THE SUN—1951**  
Anne Baxter, Glenn Ford  
**FOR HEAVEN'S SAKE—1950**  
Clifton Webb, Joan Bennett  
**THE FORBIDDEN STREET—1949**  
Dana Andrews, Maureen O'Hara  
**THE FROGMEN—1951**  
Richard Widmark, Dana Andrews  
**GENTLEMEN PREFER BLONDES—1953**  
Marilyn Monroe, Jane Russell  
**THE GIRL NEXT DOOR—1953**  
June Haver, Dan Dailey  
**GIRL ON THE BRIDGE—1951**  
Hugo Haas, Beverly Michaels  
**THE GLORY BRIGADE—1953**  
Victor Mature, Richard Egan  
**GOLDEN GIRL—1951**  
Mitzi Gaynor, Dale Robertson  
**THE GUNFIGHTER—1950**  
Gregory Peck, Helen Westcott  
**THE GUY WHO CAME BACK—1951**  
Paul Douglas, Joan Bennett  
**HALF ANGEL—1951**  
Loretta Young, Joseph Cotten  
**HALLS OF MONTEZUMA—1951**  
Richard Widmark, Jack Palance  
**HELL AND HIGH WATER—1954**  
(CinemaScope)  
Richard Widmark, Bella Darvi, David Wayne  
**HOUSE OF STRANGERS—1949**  
Richard Conte, Susan Hayward, Edward G. Robinson  
**HOUSE ON TELEGRAPH HILL—1951**  
Valentina Cortese, William Lundigan

**HOW TO MARRY A MILLIONAIRE—1953**  
(CinemaScope)  
Marilyn Monroe, Betty Grable, Lauren Bacall  
**I CAN GET IT FOR YOU WHOLESAL—1951**  
Susan Hayward, Dan Dailey  
**I WAS A MALE WAR BRIDE—1949**  
Gary Grant, Ann Sheridan  
**I'D CLIMB THE HIGHEST MOUNTAIN—1951**  
Susan Hayward, William Lundigan  
**I CHEATED THE LAW—1949**  
Tom Conway, Steve Brodie  
**I DON'T CARE GIRL—1953**  
Mitzi Gaynor, David Wayne  
**I'LL GET BY—1950**  
William Lundigan, June Haver  
**IT NEVER FORGET YOU—1951**  
Tyrone Power, Ann Blyth  
**INFERNO—1953**  
(3D)  
Robert Ryan, Rhonda Fleming  
**IT HAPPENS EVERY SPRING—1949**  
Ray Milland, Jean Peters  
**THE JACKPOT—1950**  
James Stewart, Barbara Hale  
**JAPANESE WAR BRIDE—1952**  
Shirley Yamaguchi, Don Taylor  
**JOURNEY INTO LIGHT—1951**  
Sterling Hayden, Viveca Linfors

**JUNGLE PATROL—1948**  
Kristine Miller, Arthur Franz  
**KANGAROO—1952**  
Maureen O'Hara, Peter Lawford  
**THE KID FROM LEFT FIELD—1953**  
Dan Dailey, Anne Bancroft  
**KING OF THE KHYBER RIFLES—1954**  
(CinemaScope)  
Tyrone Power, Terry Moore, Michael Rennie  
**LADY IN THE IRON MASK—1952**  
Louis Hayward, Patricia Medina  
**LET'S MAKE IT LEGAL—1951**  
Claudette Colbert, Macdonald Carey  
**LES MISERABLES—1952**  
Michael Rennie, Debra Paget  
**A LETTER TO THREE WIVES—1949**  
Jeanne Crain, Linda Darnell, Ann Sothern  
**LOVE NEST—1951**  
William Lundigan, June Haver  
**LOVE THAT BRUTE—1950**  
Paul Douglas, Jean Peters  
**LUCKY NICK CAIN—1951**  
George Raft, Coleen Gray  
**LURE OF THE WILDERNESS—1952**  
Jean Peters, Jeffrey Hunter  
**LYDIA BAILEY—1952**  
Dale Robertson, Anne Francis  
**MAN CRAZY—1953**  
Neville Brand, Christine White  
**MAN IN THE ATTIC—1953**  
Jack Palance, Constance Smith  
**MAN ON A TIGHTROPE—1953**  
Frederic March, Gloria Grahame, Terry Moore

**THE MAN WHO CHEATED HIMSELF—1951**  
Lee J. Cobb, Jane Wyatt  
**MEET ME AFTER THE SHOW—1951**  
Betty Grable, Macdonald Carey  
**A MILLIONAIRE FOR CHRISTY—1951**  
Fred MacMurray, Eleanor Parker  
**MISS MINK OF 1949—1949**  
Jimmy Lydon, Lois Collier  
**MISS ROBIN CRUSOE—1954**  
Amanda Blake, George Nader  
**MR. 880—1950**  
Burt Lancaster, Dorothy McGuire  
**MR. BELVEDERE GOES TO COLLEGE—1949**  
Clifton Webb, Shirley Temple  
**MR. BELVEDERE RINGS THE BELL—1951**  
Clifton Webb, Joanne Dru  
**MISTER SCOUTMASTER—1953**  
Clifton Webb, Edmund Gwenn  
**THE MODEL AND THE MARRIAGE BROKER—1952**  
Jeanne Crain, Thelma Ritter  
**MONKEY BUSINESS—1952**  
Cary Grant, Marilyn Monroe  
**MOTHER DIDN'T TELL ME—1950**  
Dorothy McGuire, William Lundigan  
**THE MUDLARK—1951**  
Irene Dunne, Alec Guinness  
**MY BLUE HEAVEN—1950**  
Betty Grable, Dan Dailey  
**MY COUSIN RACHEL—1953**  
Olivia de Havilland, Richard Burton  
**MY PAL GUS—1952**  
Richard Widmark, Joanne Dru

**MY WIFE'S BEST FRIEND—1952**  
Anne Baxter, Macdonald Carey  
**NEW FACES—1954**  
Eartha Kitt, Robert Clary  
**NIAGARA—1953**  
Marilyn Monroe, Joseph Cotten  
**NIGHT AND THE CITY—1950**  
Richard Widmark, Gene Tierney  
**NIGHT PEOPLE—1954**  
(CinemaScope)  
Gregory Peck, Broderick Crawford, Rita Gam  
**NIGHT WIND—1948**  
Charles Russell, Virginia Christine  
**NIGHT WITHOUT SLEEP—1952**  
Gary Merrill, Linda Darnell  
**NO HIGHWAY IN THE SKY—1951**  
James Stewart, Marlene Dietrich  
**NO WAY OUT—1950**  
Richard Widmark, Linda Darnell  
**O. HENRY'S FULL HOUSE—1952**  
All-Star Cast  
**OH, YOU BEAUTIFUL DOLL—1949**  
Mark Stevens, June Haver  
**ON THE RIVIERA—1951**  
Danny Kaye, Gene Tierney  
**OUTCASTS OF POKER FLAT—1952**  
Dale Robertson, Anne Baxter  
**PANIC IN THE STREETS—1950**  
Richard Widmark, Paul Douglas  
**PEOPLE WILL TALK—1951**  
Cary Grant, Jeanne Crain  
**PHONE CALL FROM A STRANGER—1952**  
Shelley Winters, Gary Merrill

(Continued on page 24)

Billboard



## FOR NOVEMBER

The Top Network Programs in Class A Time Ranked by Cost Per Thousand Per Commercial Minute

Based on U. S. TV audience research of the AMERICAN RESEARCH BUREAU

This chart is the TV industry's only guide to the comparative monthly efficiency of Class A time network programs in delivering audiences to their sponsors. It is the only source for the comparative analysis of costs for reaching men, women and children viewers. Each week, comparisons are made of shows of the same program type and of shows airing for advertisers in the same sponsor category.

The figure shown for each program represents the sponsor's cost for reaching 1000 TV homes, men, women or children per minute of commercials. These figures were reached by dividing each show's total program and net time costs by the total number of homes, men, women and children under 16 reached by the program, as determined by American Research Bureau. These results then were divided by the allocated commercial minutes in the program. Net time and program costs used are estimates made by The Billboard after extensive research.

### News, Comment & Sports Shows

- COST PER THOUSAND HOMES PER COMMERCIAL MINUTE**
  - PERSON TO PERSON (Amoco, CBS).....\$2.58
  - SUNDAY NEWS SPECIAL (Pharmaceuticals, Inc., CBS)..... 3.16
  - DOUG EDWARDS NEWS (American Home Products, CBS)..... 3.52
  - NBC NEWS CARAVAN (Various, NBC)..... 3.56
  - CAVALCADE OF SPORTS (Gillette, NBC)..... 3.65
  - MEET THE PRESS (Johns-Manville, NBC)..... 4.04
  - WEDNESDAY NIGHT FIGHTS (Pabst, ABC)..... 4.22
  - JOHN DALY NEWS (Miles Labs, ABC)..... 4.51
  - RED BARBER'S CORNER (State Farm Insurance, NBC)..... 5.37
  - NATIONAL BOWLING CHAMPIONS (General Cigar, NBC)..... 6.48
- COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE**
  - CAVALCADE OF SPORTS (Gillette, NBC).....\$3.13
  - PERSON TO PERSON (Amoco, CBS)..... 3.21
  - MEET THE PRESS (Johns-Manville, NBC)..... 3.91
  - DOUG EDWARDS NEWS (American Home Products, CBS)..... 3.92
  - SUNDAY NEWS SPECIAL (Pharmaceuticals, Inc., CBS)..... 3.95
  - NBC NEWS CARAVAN (Various, NBC)..... 4.28
  - RED BARBER'S CORNER (State Farm Insurance, NBC)..... 4.53
  - JOHN DALY NEWS (Miles Labs, ABC)..... 4.74
  - WEDNESDAY NIGHT FIGHTS (Pabst, ABC)..... 5.04
  - NATIONAL BOWLING CHAMPIONS (General Cigar, NBC)..... 6.24
- COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE**
  - PERSON TO PERSON (Amoco, CBS).....\$2.30
  - SUNDAY NEWS SPECIAL (Pharmaceuticals, Inc., CBS)..... 3.28
  - DOUG EDWARDS NEWS (American Home Products, CBS)..... 3.48
  - NBC NEWS CARAVAN (Various, NBC)..... 3.56
  - JOHN DALY NEWS (Miles Labs, ABC)..... 3.56
  - MEET THE PRESS (Johns-Manville, NBC)..... 3.91
  - CAVALCADE OF SPORTS (Gillette, NBC)..... 5.00
  - NATIONAL BOWLING CHAMPIONS (General Cigar, NBC)..... 6.37
  - RED BARBER'S CORNER (State Farm Insurance, NBC)..... 7.58
  - WEDNESDAY NIGHT FIGHTS (Pabst, ABC)..... 9.87
- COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE**
  - JOHN DALY NEWS (Miles Labs, ABC).....\$ 6.80
  - WEDNESDAY NIGHT FIGHTS (Pabst, ABC)..... 9.15
  - DOUG EDWARDS NEWS (American Home Products, CBS)..... 10.00
  - PERSON TO PERSON (Amoco, CBS)..... 13.56
  - NBC NEWS CARAVAN (Various, NBC)..... 14.26
  - MEET THE PRESS (Johns-Manville, NBC)..... 15.64
  - CAVALCADE OF SPORTS (Gillette, NBC)..... 22.45
  - NATIONAL BOWLING CHAMPIONS (General Cigar, NBC)..... 41.82
  - RED BARBER'S CORNER (State Farm Insurance, NBC)..... 45.19
  - SUNDAY NEWS SPECIAL (Pharmaceuticals, Inc., CBS)..... 58.14

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### Adventure, Mystery & Western Shows

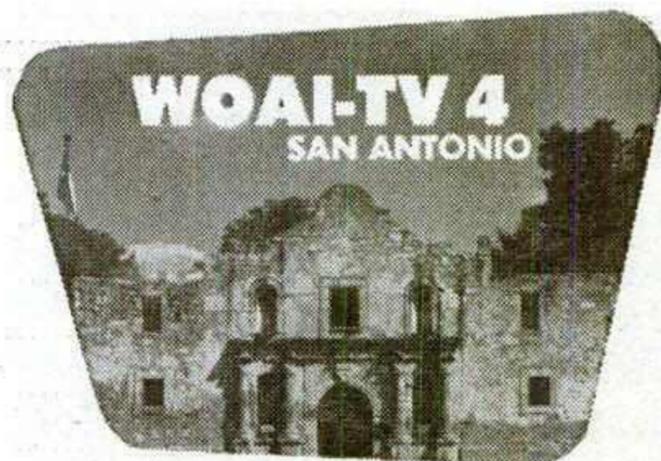
- COST PER THOUSAND HOMES PER COMMERCIAL MINUTE**
  - WYATT EARP (Procter & Gamble, ABC).....\$2.45
  - ADVENTURES OF ROBIN HOOD (Wildroot, CBS) 2.60
  - LASSIE (Campbell, CBS)..... 2.68
  - THE LINE-UP (Procter & Gamble, CBS)..... 2.87
  - LONE RANGER (Swift, ABC)..... 2.91
  - DRAGNET (Schick, NBC)..... 3.07
  - ZANE GREY THEATER (General Foods, CBS)..... 3.07
  - GUNSMOKE (Liggett & Myers, CBS)..... 3.39
  - RIN-TIN-TIN (National Biscuit, ABC)..... 3.56
  - CRUSADER (R. J. Reynolds, CBS)..... 3.62
- COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE**
  - WYATT EARP (Procter & Gamble, ABC).....\$2.71
  - ADVENTURES OF ROBIN HOOD (Wildroot, CBS) 3.33
  - LASSIE (Campbell, CBS)..... 3.62
  - DRAGNET (Liggett & Myers, NBC)..... 3.62
  - ZANE GREY THEATER (General Foods, CBS)..... 3.73
  - GUNSMOKE (Liggett & Myers, CBS)..... 3.78
  - THE LINE-UP (Procter & Gamble, CBS)..... 3.79
  - CRUSADER (R. J. Reynolds, CBS)..... 4.46
  - NAVY LOG (U.S. Rubber, ABC)..... 4.49
  - LONE RANGER (Swift, ABC)..... 4.74
- COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE**
  - WYATT EARP (Procter & Gamble, ABC).....\$2.64
  - THE LINE-UP (Procter & Gamble, CBS)..... 2.77
  - DRAGNET (Liggett & Myers, NBC)..... 2.83
  - LASSIE (Campbell, CBS)..... 2.89
  - GUNSMOKE (Liggett & Myers, CBS)..... 3.29
  - ZANE GREY THEATER (General Foods, CBS)..... 3.43
  - ADVENTURES OF ROBIN HOOD (Wildroot, CBS) 3.45
  - CRUSADER (R. J. Reynolds, CBS)..... 3.68
  - BROKEN ARROW (General Electric, ABC)..... 4.37
  - LONE RANGER (Swift, ABC)..... 4.55
- COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE**
  - LASSIE (Campbell, CBS).....\$1.89
  - LONE RANGER (Swift, ABC)..... 2.23
  - ADVENTURES OF ROBIN HOOD (Wildroot, CBS) 2.25
  - RIN-TIN-TIN (National Biscuit, ABC)..... 2.42
  - ROY ROGERS (General Foods, NBC)..... 2.89
  - WYATT EARP (Procter & Gamble, ABC)..... 2.98
  - MY FRIEND FLICKA (Colgate-Palmolive, CBS).... 3.04
  - THE BUCCANEERS (Sylvania, CBS)..... 3.17
  - ADVENTURES OF JIM BOWIE (Chesebrough-Ponds, ABC)..... 3.41
  - CIRCUS BOY (Reynolds Metals, NBC)..... 3.87

# MGM 1ST RUN THEATER



Every night the premiere of an outstanding MGM hit, telecast in its entirety. Monday thru Friday at 10:30 P.M. and Saturdays at 11:00 P.M.

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**NBC** AFFILIATE Represented Nationally by EDWARD PETRY and COMPANY INC.

# 1,350 Post-1948 Movies

Continued from page 22

- PICKUP ON SOUTH STREET—1953**  
Richard Widmark, Jean Peters, Thelma Ritter
- PINKY—1949**  
Jeanne Crain, William Ludigan, Ethel Barrymore
- PONY SOLDIER—1952**  
Tyrone Power, Cameron Mitchell
- POWDER RIVER—1953**  
Rory Calhoun, Corinne Calvet
- PRESIDENT'S LADY—1953**  
Susan Hayward, Charlton Heston
- PRIDE OF ST. LOUIS—1952**  
Dan Dailey, Joanne Dru
- PRINCE OF FOXES—1949**  
Tyrone Power, Orson Welles
- PRINCE VALIANT—1954 (CinemaScope)**  
James Mason, Janet Leigh, Robert Wagner
- RACING BLOOD—1954**  
Bill Williams, Jean Porter
- RAWHIDE—1951**  
Tyrone Power, Susan Hayward
- RED SKIES OF MONTANA—1952**  
Richard Widmark, Constance Smith
- RETURN OF THE TEXAN—1952**  
Dale Robertson, Joanne Dru
- ROAD HOUSE—1948**  
Ida Lupino, Cornel Wilde, Richard Widmark
- THE ROBE—1953 (CinemaScope)**  
Jean Simmons, Richard Burton, Victor Mature
- THE ROCKET MAN—1954**  
Charles Coburn, George Winslow
- ROSE OF HIMARRON—1952**  
Jack Buciel, Mala Powers
- RUBY GENTRY—1953**  
Jennifer Jones, Charlton Heston
- SAILOR OF THE KING—1953**  
Jeffrey Hunter, Michael Rennie
- SAND—1949**  
Mark Stevens, Coleen Gray
- THE SECRET OF CONVICT LAKE—1951**  
Ethel Barrymore, Glenn Ford
- SILVER WHIP—1953**  
Rory Calhoun, Dale Robertson
- SLATTERY'S HURRICANE—1949**  
Linda Darnell, Richard Widmark
- SNOWS OF KILIMANJARO—1953**  
Gregory Peck, Susan Hayward, Ara Gardner
- SOMETHING FOR THE BIRDS—1952**  
Victor Mature, Patricia Neal
- THE STAR—1953**  
Bette Davis, Sterling Hayden
- STARS AND STRIPES FOREVER—1952**  
Clifton Webb, Ruth Hussey
- STEEL TRAP—1952**  
Joseph Cotten, Teresa Wright
- STELLA—1950**  
Ann Sheridan, Victor Mature
- SWORD OF MONTE CRISTO—1951**  
George Montgomery, Paula Corday
- TAKE CARE OF MY LITTLE GIRL—1951**  
Jeanne Crain, Jean Peters
- TAXI—1953**  
Dan Dailey, Constance Smith
- THAT WONDERFUL URGE—1949**  
Tyrone Power, Gene Tierney
- THIEF OF VENICE—1953**  
Maria Montez, Paul Christian
- THIEVES' HIGHWAY—1949**  
Richard Conte, Valeria Cortesa
- THE THIRTEENTH LETTER—1951**  
Charles Boyer, Linda Darnell
- THREE CAME HOME—1950**  
Claudette Colbert, Patric Knowles
- THREE YOUNG TEXANS—1954**  
Mitzi Garnor, Keefe Brasselle, Jeffrey Hunter
- THY NEIGHBOR'S WIFE—1953**  
Hugo Hass, Cleo Moore
- A TICKET TO TOMAHAWK—1950**  
Dan Dailey, Ann Baxter
- TITANIC—1953**  
Clifton Webb, Barbara Stanwyck, Robert Wagner
- TONIGHT WE SING—1953**  
David Wayne, Ezio Pinza
- TREASURE OF THE GOLDEN CONDOR—1953**  
Cornell Wilde, Constance Smith
- TWELVE O'CLOCK HIGH—1950**  
Gregory Peck, Hugh Marlowe
- TWO FLAGS WEST—1950**  
Linda Darnell, Joseph Cotten
- UNDER MY SKIN—1950**  
John Garfield, Micheline Prele
- UNFAITHFULLY YOURS—1948**  
Rex Harrison, Linda Darnell
- VICKI—1953**  
Jeanne Crain, Jean Peters
- VIVA ZAPATA—1952**  
Marlon Brando, Jean Peters
- WABASH AVENUE—1950**  
Betty Grable, Victor Mature
- WAIT 'TIL THE SUN SHINES NELLIE—1952**  
Jean Peters, David Wayne
- WAY OF A COUCHO—1952**  
Gene Tierney, Rory Calhoun
- WE'RE NOT MARRIED—1952**  
Ginger Rogers, David Wayne
- WHAT PRICE GLORY—1952**  
James Cagney, Dan Dailey
- WHEN MY BABY SMILES AT ME—1948**  
Betty Grable, Dan Dailey
- WHEN WILLIE COMES MARCHING HOME—1950**  
Dan Dailey, Corinne Calvet
- WHERE THE SIDEWALK ENDS—1950**  
Dana Andrews, Gene Tierney
- WHIRLPOOL—1950**  
Gene Tierney, Jose Ferrer, Richard Conte
- WHITE WITCH DOCTOR—1953**  
Susan Hayward, Robert Mitchum
- WITH A SONG IN MY HEART—1952**  
Susan Hayward, David Wayne
- YELLOW SKY—1948**  
Gregory Peck, Anne Baxter, Richard Widmark
- YOU'RE IN THE NAVY NOW—1951**  
Cary Cooper, Janus Greer
- YOU'RE MY EVERYTHING—1949**  
Anne Baxter, Dan Dailey

- ### UNIVERSAL INTERNATIONAL
- ABANDONED—1949**  
Dennis O'Keefe, Gale Storm
  - ABBOTT & COSTELLO GO TO MARS—1953**  
A & C
  - ABBOTT & COSTELLO IN THE FOREIGN LEGION—1950**  
A & C
  - ABBOTT & COSTELLO MEET DR. JEKYLL & MR. HYDE—1953**  
A & C
  - ABBOTT & COSTELLO MEET THE INVISIBLE MAN—1951**  
A & C
  - ABBOTT & COSTELLO MEET THE KILLER—1949**  
A & C
  - AGAINST ALL FLAGS—1952**  
Erroll Flynn, Maureen O'Hara
  - AIR CADET—1951**  
Stephen McNally, Gail Russell
  - THE ALL-AMERICAN—1953**  
Tony Curtis, Lori Nelson

- ALL I DESIRE—1953**  
Barbara Stanwyck, Richard Carlson
- APACHE DRUMS—1951**  
Stephen McNally, Coleen Gray
- BACK TO GOD'S COUNTRY—1953**  
Rock Hudson, Steven Cochran
- BAGDAD—1949**  
Maureen O'Hara, Vincent Price
- BATTLE AT APACHE PASS—1952**  
John Lund, Beverly Tyler
- BECAUSE OF YOU—1952**  
Loretta Young, Jeff Chandler
- BEDTIME FOR BONZO—1951**  
Ronald Reagan, Diana Lynn
- BEND OF THE RIVER—1952**  
James Stewart, Arthur Kennedy
- THE BLACK CASTLE—1952**  
Stephen McNally, Richard Greene
- BONZO GOES TO COLLEGE—1952**  
Edmund Gwenn, Maureen O'Sullivan
- BORDERLINE—1950**  
Fred MacMurray, Claire Trevor
- BORDER RIVER—1954**  
Joel McCrea, Yvonne De Carlo
- BRIGHT VICTORY—1952**  
Arthur Kennedy, Peggy Dow
- BRONCO BUSTER—1952**  
John Lund, Scott Brady
- BUCCANEER'S GIRL—1950**  
Yvonne De Carlo, Phillip Friend
- CALAMITY JANE & SAM BASS—1949**  
Yvonne De Carlo, Howard Duff
- CATTLE DRIVE—1949**  
Joel McCrea, Dean Stockwell

- CAVE OF THE OUTLAWS—1951**  
Macdonald Carey, Alexis Smith
- THE CIMARRON KID—1952**  
Audie Murphy, Beverly Tyler
- CITY ACROSS THE RIVER—1949**  
Stephen McNally, Tony Curtis
- CITY BENEATH THE SEA—1953**  
Robert Ryan, Mala Powers
- COLUMN SOUTH—1953**  
Audie Murphy, Joan Evans, Robert Sterling
- COMANCHE TERRITORY—1950**  
Maureen O'Hara, Macdonald Carey
- COMING AROUND THE MOUNTAIN—1951**  
Abbott & Costello
- CREATURE FROM THE BLACK LAGOON—1954 (3D)**  
Richard Carlson, Julia Adams
- CRISS-CROSS—1949**  
Burt Lancaster, Yvonne De Carlo
- CURTAIN CALL AT CACTUS CREEK—1950**  
Donald O'Connor, Gale Storm
- DEPORTED—1950**  
Marta Toren, Jeff Chandler
- DESERT HAWK—1950**  
Yvonne De Carlo, Richard Greene
- DESERT LEGION—1953**  
Alan Ladd, Arlene Dahl
- DOUBLE CROSSBONES—1951**  
Donald O'Connor, Helene Carter
- DUEL AT SILVER CREEK—1952**  
Audie Murphy, Faith Domergue

- EAST OF SUMATRA—1953**  
Jeff Chandler, Marilyn Maxwell, Anthony Quinn
- FAMILY HONEYMOON—1949**  
Claudette Colbert, Fred MacMurray
- THE FAT MAN—1951**  
J. Scott Smart, Julie London
- THE FIGHTING O'FLYNN—1949**  
Douglas Fairbanks Jr., Helene Carter
- FINDERS KEEPERS—1952**  
Tow Ewell, Julie Adams
- FLAME OF ARABY—1952**  
Maureen O'Hara, Jeff Chandler
- FLESH & FURY—1952**  
Tony Curtis, Mona Freeman
- FORBIDDEN—1954**  
Tony Curtis, Joanne Dru
- FRANCIS—1950**  
Donald O'Connor, Patricia Medina
- FRANCIS COVERS THE TOWN—1953**  
Donald O'Connor, Nancy Guild
- FRANCIS GOES TO THE RACES—1951**  
Donald O'Connor, Piper Laurie
- FRANCIS GOES TO WEST POINT—1952**  
Donald O'Connor, Lori Nelson
- FREE FOR ALL—1949**  
Robert Cummings, Ann Blyth
- FRENCHY—1951**  
Joel McCrea, Shelley Winters
- THE GAL WHO TOOK THE WEST—1951**  
Yvonne De Carlo, Charles Coburn
- GIRLS IN THE NIGHT—1953**  
Joyce Holden, Glenda Farrell

(Continued on page 31)



## FOR NOVEMBER

The Top Network Programs in Class A Time  
Ranked by Cost Per Thousand  
Per Commercial Minute

Based on U. S. TV audience research of the  
AMERICAN RESEARCH BUREAU

This chart is the TV industry's only guide to the comparative monthly efficiency of Class A time network programs in delivering audiences to their sponsors. It is the only source for the comparative analysis of costs for reaching men, women and children viewers. Each week, comparisons are made of shows of the same program type and of shows airing for advertisers in the same sponsor category.

The figure shown for each program represents the sponsor's cost for reaching 1000 TV homes, men, women or children per minute of commercials. These figures were reached by dividing each show's total program and net time costs by the total number of homes, men, women and children under 16 reached by the program, as determined by American Research Bureau. These results then were divided by the allocated commercial minutes in the program. Net time and program costs used are estimates made by The Billboard after extensive research.

### Automotive & Petroleum Sponsors

- COST PER THOUSAND HOMES PER COMMERCIAL MINUTE**
  - DODGE (Lawrence Welk Show, ABC).....\$1.10
  - LINCOLN-MERCURY (Ed Sullivan Show, CBS).... 1.49
  - CHRYSLER CORP. (Climax! CBS)..... 1.87
  - DODGE (Lawrence Welk's Top Tunes, ABC)..... 2.07
  - DE SOTO (You Bet Your Life, NBC)..... 2.16
  - AMERICAN MOTORS (Disneyland, ABC)..... 2.16
  - FORD (Ernie Ford Show, NBC)..... 3.09
  - GULF OIL (Life of Riley, NBC)..... 3.32
  - GOODYEAR TIRE (Goodyear Playhouse, NBC).... 3.44
  - STUDEBAKER-PACKARD (NBC News Caravan, NBC) ..... 3.56
- COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE**
  - DODGE (Lawrence Welk Show, ABC).....\$1.12
  - LINCOLN-MERCURY (Ed Sullivan Show, CBS).... 1.42
  - DODGE (Lawrence Welk's Top Tunes, ABC)..... 2.14
  - CHRYSLER CORP. (Climax! CBS)..... 2.34
  - DE SOTO (You Bet Your Life, NBC)..... 2.53
  - AMERICAN MOTORS (Disneyland, ABC)..... 2.87
  - GOODYEAR TIRE (Goodyear Playhouse, NBC).... 3.38
  - FORD (Ernie Ford Show, NBC)..... 3.64
  - STUDEBAKER-PACKARD (NBC News Caravan, NBC) ..... 4.28
  - GULF OIL (Life of Riley, NBC)..... 4.48
- COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE**
  - DODGE (Lawrence Welk Show, ABC).....\$ .92
  - LINCOLN-MERCURY (Ed Sullivan Show, CBS).... 1.17
  - CHRYSLER CORP. (Climax! CBS)..... 1.63
  - DODGE (Lawrence Welk's Top Tunes, ABC)..... 1.88
  - DE SOTO (You Bet Your Life, NBC)..... 1.89
  - AMERICAN MOTORS (Disneyland, ABC)..... 2.67
  - FORD (Ernie Ford Show, NBC)..... 2.85
  - GOODYEAR TIRE (Goodyear Playhouse, NBC).... 3.22
  - GULF OIL (Life of Riley, NBC)..... 3.25
  - STUDEBAKER-PACKARD (NBC News Caravan, NBC) ..... 3.56
- COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE**
  - AMERICAN MOTORS (Disneyland, ABC).....\$1.72
  - DODGE (Lawrence Welk Show, ABC)..... 2.31
  - LINCOLN-MERCURY (Ed Sullivan Show, CBS).... 2.56
  - BUICK (Producer's Showcase, NBC)..... 3.54
  - GULF OIL (Life of Riley, NBC)..... 4.19
  - CHRYSLER CORP. (Climax! CBS)..... 4.42
  - DE SOTO (You Bet Your Life, NBC)..... 4.93
  - U. S. RUBBER (Navy Log, ABC)..... 5.73
  - CHEVROLET (Crossroads, ABC)..... 6.25
  - FORD (Ernie Ford Show, NBC)..... 7.28

### Home Appliance & Furnishings Sponsors

- COST PER THOUSAND HOMES PER COMMERCIAL MINUTE**
  - SUNBEAM (Perry Como Show, NBC).....\$2.37
  - GENERAL ELECTRIC (G. E. Theater, CBS)..... 2.45
  - WESTINGHOUSE (Studio One, CBS)..... 3.05
  - SCOTT PAPER (Father Knows Best, NBC)..... 3.09
  - ARMSTRONG CORK (Circle Theater, NBC)..... 3.53
  - FRIGIDAIRE (Do You Trust Your Wife? CBS).... 3.76
  - SYLVANIA (The Buccaneers, CBS)..... 3.84
  - JOHNS-MANVILLE (Meet the Press, NBC)..... 4.04
  - RCA and WHIRLPOOL-SEEGAR (Producer's Showcase, NBC) ..... 4.04
  - GENERAL ELECTRIC (20th Century-Fox Hour, CBS) 4.19
- COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE**
  - GENERAL ELECTRIC (G. E. Theater, CBS).....\$2.48
  - SUNBEAM (Perry Como Show, NBC)..... 2.48
  - WESTINGHOUSE (Studio One, CBS)..... 3.85
  - JOHNS-MANVILLE (Meet the Press, NBC)..... 3.91
  - ARMSTRONG CORK (Circle Theater, NBC)..... 4.23
  - SCOTT PAPER (Father Knows Best, NBC)..... 4.45
  - GENERAL ELECTRIC (Broken Arrow, ABC)..... 4.76
  - SYLVANIA (The Buccaneers, CBS)..... 4.81
  - REYNOLDS METALS (Circus Boy, NBC)..... 5.29
  - GENERAL ELECTRIC (20th Century-Fox Hour, CBS) 5.38
- COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE**
  - SUNBEAM (Perry Como Show, NBC).....\$1.66
  - GENERAL ELECTRIC (G. E. Theater, CBS)..... 2.10
  - WESTINGHOUSE (Studio One, CBS)..... 2.72
  - SCOTT PAPER (Father Knows Best, NBC)..... 2.86
  - ARMSTRONG CORK (Circle Theater, NBC)..... 3.45
  - FRIGIDAIRE (Do You Trust Your Wife? CBS).... 3.53
  - RCA and WHIRLPOOL-SEEGAR (Producer's Showcase, NBC) ..... 3.73
  - JOHNS-MANVILLE (Meet the Press, NBC)..... 3.91
  - GENERAL ELECTRIC (20th Century-Fox Hour, CBS) ..... 4.05
  - GENERAL ELECTRIC (Broken Arrow, ABC)..... 4.37
- COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE**
  - SYLVANIA (The Buccaneers, CBS).....\$3.17
  - RCA and WHIRLPOOL-SEEGAR (Producer's Showcase, NBC) ..... 3.54
  - SUNBEAM (Perry Como Show, NBC)..... 3.66
  - REYNOLDS METALS (Circus Boy, NBC)..... 3.87
  - SCOTT PAPER (Father Knows Best, NBC)..... 3.88
  - GENERAL ELECTRIC (G. E. Theater, CBS)..... 5.55
  - GENERAL ELECTRIC (Broken Arrow, ABC)..... 5.58
  - WESTINGHOUSE (Studio One, CBS)..... 9.89
  - GENERAL ELECTRIC (20th Century-Fox Hour, CBS) ..... 10.44
  - ARMSTRONG CORK (Circle Theater, NBC)..... 10.76

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# TAKE A LOOK AT THESE COMMERCIALS

*Here are the nighttime  
television programs that  
will carry advertising  
for our clients this season*

<i>Trend, Purex, Beads-O-Bleach</i>	<b>BIG SURPRISE</b>
<i>Paper Mate Pens</i>	<b>CAVALCADE OF SPORTS</b>
<i>De'sey Tissue, Dial and Liquid Chiffon</i>	<b>DANNY THOMAS</b>
<i>Good Seasons Salad Dressing Mix</i>	<b>DECEMBER BRIDE</b>
<i>Rheingold Beer</i>	<b>DOUGLAS FAIRBANKS PRESENTS (REGIONAL)</b>
<i>Dial and Liquid Chiffon</i>	<b>GEORGE GOBEL SHOW</b>
<i>Paper Mate Pens</i>	<b>GODFREY TALENT SCOUTS</b>
<i>Hallmark Cards</i>	<b>HALLMARK HALL OF FAME</b>
<i>Kraft Marshmallows and Kraft Caramels</i>	<b>KRAFT TELEVISION THEATER</b>
<i>Pepsodent</i>	<b>LUX VIDEO THEATER</b>
<i>Breast-O'-Chicken Tuna</i>	<b>MAURICE CHEVALIER'S "PARIS"</b>
<i>Paper Mate Pens</i>	<b>PEOPLE ARE FUNNY</b>
<i>Kleenex Tissues and Kleenex Table Napkins</i>	<b>PERRY COMO SHOW</b>
<i>Johnson's Wax—Carnu, J-Wax, Rald</i>	<b>RED SKELTON</b>
<i>Johnson's Wax—Carnu, J-Wax, Rald</i>	<b>ROBERT MONTGOMERY PRESENTS</b>
<i>Clairol</i>	<b>ROSEMARY CLOONEY SHOW (REGIONAL)</b>
<i>Kool-Aid</i>	<b>ROY ROGERS</b>
<i>Roma Wine</i>	<b>STAR PERFORMANCE (REGIONAL)</b>

**FOOTE, CONE & BELDING**

NEW YQRK CHICAGO LOS ANGELES HOLLYWOOD  
SAN FRANCISCO DETROIT TORONTO LONDON

# New TV Spot Campaign Chart

Continued from page 6

## On Rocky Mountain & West Coast

Bayer Aspirin, Sterling Drug thru Dancer, Fitzgerald & Sample (Ann.)  
 Beer, Burgermeister thru Batten, Barton, Durstine & Osborn (Ann.)  
 Borax, Pacific Coast thru McCann-Erickson (Prog.)  
 Bromo Quinine, Grove Labs thru Benton & Bowles (Ann.)  
 Chiclets thru Dancer, Fitzgerald & Sample (Part.)  
 Coca-Cola thru McCann-Erickson (Ann., Part.)  
 Crest, Procter & Gamble thru Benton & Bowles (Ann.)  
 Deodorant Beauty Bar, Colgate-Palmolive thru Lennen & Newell (Ann., Part.)  
 Folger's Coffee thru Cunningham & Walsh (ID)  
 Frostings, Town Pride Topping thru Mott & Siteman (Part.)  
 Haley's M.O., Sterling Drug thru Dancer, Fitzgerald & Sample (Ann.)  
 Hit Parade Cigarettes, American Tobacco thru Batten, Barton, Durstine & Osborn (Ann.)  
 Insurance, State Farms thru Needham, Louis & Brorby (Prog.)

John Roberts Men's Shoes, International Shoe thru D'Arcy (Ann.)  
 Ladies' Home Journal, Curtis Publishing thru Batten, Barton, Durstine & Osborn (Part.)  
 Maxwell House Coffee, General Foods thru Benton & Bowles (ID)  
 Old Gold Cigarettes, P. Lorillard thru Lennen & Newell (Ann., ID)  
 Phillips Milk of Magnesia, Sterling Drug thru Dancer, Fitzgerald-Sample (Ann.)  
 Reader's Digest thru Schwab & Beatty (Ann.)  
 Rise, Carter thru Sullivan, Stauffer, Colwell & Bayles (Prog.)  
 Sealy Mattress thru H. Richard Seller (Ann., Part.)  
 Sinclair Petroleum Products thru Morey, Humm & Johnstone (Ann.)  
 Tea Council of U. S. A. thru Leo Burnett (ID)  
 Tree Top Apple Juice, Charbonneau thru Miller, Mackay, Hoeck & Harting (Ann., Part.)  
 Union Pacific Railroad thru Caples (Ann., Part.)  
 Varied Oil Products, Standard Oil of Indiana thru D'Arcy (Prog.)

# 'Kangaroo' Buys 'Pow-Wow' Films

NEW YORK—"Captain Kangaroo" has bought a series of 26 "Pow-Wow" cartoons from Screen Gems for inclusion in its daily CBS-TV telecasts. The five-minute films, produced by the Tempitoo Company, introduce a new cartoon character, Pow-Wow, an Indian boy.

Screen Gems will syndicate the package in the 11 Western States which do not receive "Kangaroo."

NEW YORK — Lewislor Productions has packaged 26 episodes of the Loretta Young show, in which Miss Young does not appear other than as hostess, for a new dramatic anthology series.

A new opening and closing, with another name personality, will be filmed soon.

# Features in New NTA 'Rocket 86' Package

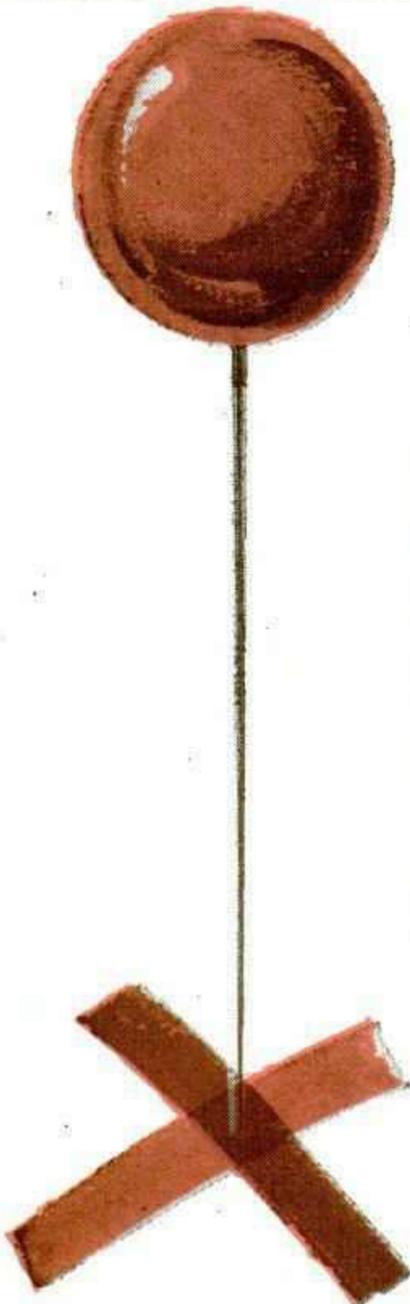
Herewith is a list of the pictures in the new "Rocket 86" package distributed by National Telefilm Associates. All but eight of these pictures are out of the 20th Century-Fox vaults. Seven of the 20th titles have already played the NTA Film Network.

NTA is understood to have sold this package in over 40 markets so far.

- CAPTAIN FROM CASTLE—1948**  
Tyrone Powers, Jean Peters
- MIRACLE ON 34TH STREET—1947**  
Maureen O'Hara, John Payne
- SOMETHING FOR THE BOYS—1944** ..  
Vivian Blaine, Perry Como
- LAURA—1944**  
Gene Tierney, Dana Andrews Clifton Webb
- TAMPICO—1944**  
Edward G. Robinson, Lynn Bari
- LADY IN ERMINE—1948**  
Betty Grable, Douglas Fairbanks Jr.

- GENTLEMAN AT HEART—1942**  
Cesar Romero, Milton Berle
- RIDERS OF THE PURPLE SAGE—1949**  
George Montgomery, Lynn Roberts
- JUST OFF BROADWAY—1942**  
Phil Silvers, Lloyd Nolan
- CLUNY BROWN—1946**  
Jennifer Jones, Charles Boyer
- TIME TO KILL—1943**  
Lloyd Nolan, Heather Angel
- A BELL FOR ADANO—1945**  
Gene Tierney, John Hodiak
- JANE EYRE—1944**  
Joan Fontaine, Orson Welles
- OVER MY DEAD BODY—1943**  
Milton Berle, Mary Beth Hughes
- THE MAGNIFICENT DOPE—1942**  
Henry Fonda, Don Ameche
- CRASH DIVE—1943**  
Anne Baxter, Tyrone Power
- SWANEE RIVER—1940**  
Don Ameche, Al Jolson
- DR. RENAULT'S SECRET—1942**  
J. Carrol Naish, Lynn Roberts
- SECRET AGENT OF JAPAN—1942**  
Preston Foster, Lynn Bari
- GATEWAY—1938**  
Don Ameche, Gregory Ratoff
- SUN VALLEY SERENADE—1941**  
Sonja Henie, John Payne
- HANGOVER SQUARE—1945**  
Laird Cregar, Linda Darnell
- GREEN GRASS OF WYOMING—1948**  
Peggy Cummings, Charles Coburn
- MANHUNT—1941**  
Joan Bennett, Walter Pidgeon
- ISLAND IN THE SKY—1938**  
Paul Kelly, Gloria Stuart
- HOUSE OF ROTHCHILD—1934**  
Robert Young, Loretta Young
- DOWN ARGENTINE WAY—1940**  
Betty Grable, Don Ameche
- THE MOON IS DOWN—1943**  
Lee J. Cobb, Cedric Hardwick
- RIDE KELLY RIDE—1941**  
Mary Healy, Rita Quigley
- I WAKE UP SCREAMING—1941**  
Betty Grable, Victor Mature
- GOLDEN HOOFS—1941**  
Jane Withers, Charles Rogers
- A ROYAL SCANDAL—1945**  
Charles Coburn, Tallulah Bankhead, Vincent Price
- WAKE UP AND LIVE—1937**  
Alice Faye, Joan Davis
- JUNIOR MISS—1945**  
Peggy Ann Garner, Mona Freeman
- WHO WAS HOPE SCHYLER?—1942**  
Sheila Ryan, Harry Howard
- HEAVEN ON A BARBED WIRE FENCE—1939**  
Glenn Ford, Jean Rogers
- DOWN ON THE FARM—1939**  
Spring Byington, Jed Prouty
- A NIGHT IN RIO—1945**  
Alice Faye, Don Ameche
- THE MYSTERIOUS MR. MOTO—1938**  
Peter Lorre, Mary McGuire
- LOVE ON A BUDGET—1938**  
Spring Byington, Jed Prouty
- KING OF BURLESQUE—1935**  
Alice Faye, Jimmy Durante
- LITTLE TOKYO, U.S.A.—1942**  
Preston Foster, Brenda Joyce
- LOVE IS NEWS—1937**  
Tyrone Power, Loretta Young, Don Ameche
- WAY DOWN EAST—1935**  
Henry Fonda, Rochelle Hudson
- BARRICADE—1939**  
Alice Faye, Warner Baxter
- MANILLA CALLING—1942**  
Lloyd Nolan, Carole Landis
- MARGIN FOR ERROR—1943**  
Joan Bennett, Milton Berle
- TONIGHT WE RAID CALAIS—1943**  
Lee J. Cobb, Annabella
- WHISPERING GHOSTS—1942**  
Milton Berle, Brenda Joyce
- A VERY YOUNG LADY—1941**  
Jane Withers, Nancy Kelly
- RIGHT TO THE HEART—1942**  
Stanley Clements, Brenda Joyce
- TRIO—1951**  
Jean Simmons, Michael Rennie
- ENCORE—1952**  
Glynis Johns, Nigel Patrick
- GOOD SAME—1948**  
Gary Cooper, Ann Sheridan
- FOUR WAYS OUT—1954**  
Gina Lollobrigada
- PRINCESS CINDERELLA**
- CHAMBER OF HORRORS—1940**  
Lilli Palmer
- HUMAN MONSTER—1939**  
Bela Lugosi
- INTIMATE RELATIONS—1954**  
Marian Spencer, Russell Enoch
- PIN-UP GIRL—1944**  
Betty Grable, Martha Raye
- RADIONA—1936**  
Loretta Young, Don Ameche
- 3 LITTLE GIRLS IN BLUE—1946**  
June Haver, Vivian Blaine
- CLAUDIA—1943**  
Dorothy McGuire, Robert Young
- CHINA GIRL—1942**  
George Montgomery, Gene Tierney
- SECOND HONEYMOON—1937**  
Tyrone Power, Loretta Young
- JOHNNY COMES FLYING HOME—1946**  
Martha Stewart, Richard Crane
- TOBACCO ROAD—1941**  
Gene Tierney, Dana Andrews
- SNAKE PIT—1940**  
Olivia de Havilland, Lew Ayres
- CARNIVAL IN COSTA RICA—1947**  
Dick Haymes, Vera Ellen
- THE DARK CORNER—1946**  
Lucille Ball, Mark Stevens
- STANLEY AND LIVINGSTON—1939**  
Spencer Tracy
- CRY OF THE CITY—1948**  
Victor Mature
- JOHNNY APOLLO—1940**  
Tyrone Power
- SOMEWHERE IN THE NIGHT—1946**  
Lloyd Nolan, John Hodiak

(Continued on page 35)



# PINPOINT

## your spot campaign for peak coverage and sales

Right across the map, the facts and figures speak for themselves. Or rather, for WBC-TV stations. They're all standouts in their rich market areas because of:

- Big, loyal audiences
- Top talent
- Leading local personalities
- Top-rated shows

**IN BOSTON**, WBZ-TV, Channel 4, New England's first TV station delivers America's 6th TV market, 1,420,000 TV homes. (NBC)

**IN CLEVELAND**, KYW-TV, Channel 3, Northern Ohio's new Sight and Sound delivers America's 7th TV market, 1,217,000 TV homes. (NBC)

**IN PITTSBURGH**, KDKA-TV, Channel 2, Number One TV station in western Pennsylvania delivers America's 8th TV market, 1,200,000 TV homes. (NBC)

**IN SAN FRANCISCO**, KPIX, Channel 5, Northern California's pioneer TV station delivers America's 9th TV market, 1,100,000 TV homes. (CBS)

*No Selling Campaign Is Complete Without WBC-TV Stations*

### WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO: BOSTON, WBZ-WBZA; PITTSBURGH, KDKA; CLEVELAND, KYW; FORT WAYNE, WOWO; CHICAGO, WIND; PORTLAND, KEX. . . .  
 TELEVISION: BOSTON, WBZ-TV; PITTSBURGH, KDKA-TV; CLEVELAND, KYW-TV; SAN FRANCISCO, KPIX.  
 WIND REPRESENTED BY AM RADIO SALES • KPIX REPRESENTED BY THE KATZ AGENCY, INC. • ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.



**current  
network series**

DICK POWELL'S ZANE GREY THEATRE  
HEY, JEANNIE!  
MR. ADAMS AND EVE  
(For Bridget Productions and CBS)

**in syndication**

STAGE 7  
STAR AND THE STORY  
FOUR STAR PLAYHOUSE  
CAVALCADE THEATRE

**in preparation**

TWO ANTHOLOGY SERIES  
TWO COMEDY SERIES  
TWO WESTERN SERIES  
ONE TRAVEL SERIES



**COMPLETED  
HALF-HOUR  
PRODUCTIONS**

1952.....	38
1953.....	49
1954.....	71
1955.....	79
<b>1956.....</b>	<b>133</b>

**FOUR STAR FILMS, INC.**  
Executive Offices: 141 El Camino Drive, Beverly Hills, Calif.  
Studio: RKO Pathe, Culver City, California

**DICK POWELL-DAVID NIVEN-CHARLES BOYER  
WILLIAM CRUIKSHANK**

**President  
WILLIAM CRUIKSHANK**

**Vice President & Executive Producer:  
JACK RAYEL**

# HOW ZIV-TV MAKES BI-COASTAL FILMS

## 'Annapolis' Producer William Castle Does Trick Yet Keeps Costs in Hand

HOLLYWOOD—How does a producer go about filming a TV series simultaneously on the East and West coasts? This was the problem confronting Ziv-TV producer-director William Castle on the "Men of Annapolis" series, and he's developed a sort of schizophrenic camera technique in coming up with the solution.

To be specific, "Annapolis" is being filmed at both the U. S. Naval Academy in Maryland and on the Ziv lot here. Such a dichotomy of production has never before been attempted in TV film. As a matter of fact, it has even been thought about very much, tho some people have talked about it. But that was before thinking.

Why did Ziv engage in the venture in the first place? It would be much simpler merely to shoot process plates at Annapolis and confine actual production to Hollywood, a method that is standard operating procedure in TV and most feature production. However, even the costs are raised considerably above norm by the bi-coastal filming, Castle believes the authenticity that results is worth it. It's suspected, also, that this promise of authenticity was to a large degree responsible for the Academy's consent to the series.

The pattern is to film two weeks in Annapolis, two in Hollywood, shooting footage for four half hours at a time. The Ziv keeps some equipment in Annapolis, most of the heavy equipment, including lights and camera, are trucked back and forth from coast to coast. So are crews. Actors are imported

from both Hollywood and New York; in one instance at least they also came from Maine and Miami. Casting is done in both East and West.

### Key to Reasonable Costs

The key to keeping costs within reason in such an operation is logistics. Ziv has every move timed like an assault, with crew, cast, equipment and producer all being at the same place at the same time, shooting the scenes without ado, and departing. At least that's the idea.

At times, however, the Naval Academy has ideas—and especially schedules—of its own. Castle is assigned class rooms, buildings, outdoor areas, etc., for so long, and so long only. He may be in the middle of a frame, but if four bells strikes the boatswain is there to blow his whistle, and that's the end of the scene.

This is a new experience for Hollywood producers, whose philosophy of time is that it is a continuing process and should not be paid too much attention. The classic example Castle relates is one in which he was shooting a football scene. A halfback had just been sprung loose for a touchdown when 09:46 arrived, the officer in charge blew his whistle, and the team, halfback and all, disappeared.

"At least," pleaded Castle, "leave us the football."

"You can have it tomorrow,"

(Continued on page 31)

# COMMERCIAL CUES

## BUSINESS AS UNUSUAL

Criterion Film Laboratories, New York, has enlarged its color facilities by 50 per cent and also has some new custom designed equipment to insure rapid delivery of 35mm. black and white rushes. . . . Shamus Culhane, for Esso of Canada, has set up a gas station with seven 1957 cars in the Biograph Studios, New York, for an industrial film. . . . S. W. Caldwell's Queensway Film Studios, Toronto, has completed four spots for the Canadian Cancer Society. . . . Holiday cigarette blurbs are pushing a "get your premium now, pay in your coupons later" campaign. . . . Film Producers' Association members have begun negotiations with New York stagehands, Local 52.

## NAMES IN THE ADS

The American Heart Association's TV spots were done by Walter Pidgeon, Mark Stevens, Ann Blyth, Ernest Borgnine, Dan Dailey, Edward R. Murrow, Glen Ford, Mel Allen, Lowell Thomas, Fred MacMurray, Quentin Reynolds, Jeff Chandler, Donna Reed, Eddie Cantor, Ida Lupino, Thomas Mitchell and Burt Lancaster. . . . Joe Pepin has been musical director for a year at Playhouse Pictures. . . . Voices: Shep Menken will do the voice behind the new Burgermeister beer blurbs; Allen Swift will do the voice of a turtle for Benrus.

Billboard



## FOR NOVEMBER

The Top Network Programs in Class A Time Ranked by Cost Per Thousand Per Commercial Minute

Based on U. S. TV audience research of the AMERICAN RESEARCH BUREAU

This chart is the TV industry's only guide to the comparative monthly efficiency of Class A time network programs in delivering audiences to their sponsors. It is the only source for the comparative analysis of costs for reaching men, women and children viewers. Each week, comparisons are made of shows of the same program type and of shows airing for advertisers in the same sponsor category.

The figure shown for each program represents the sponsor's cost for reaching 1000 TV homes, men, women or children per minute of commercials. These figures were reached by dividing each show's total program and net time costs by the total number of homes, men, women and children under 16 reached by the program, as determined by American Research Bureau. These results then were divided by the allocated commercial minutes in the program. Net time and program costs used are estimates made by The Billboard after extensive research.

## Food and Beverage Sponsors

### ● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. PILLSBURY (Arthur Godfrey, CBS).....\$1.62
2. DERBY FOODS (Disneyland, ABC)..... 2.16
3. S&H GREEN STAMPS (Perry Como Show, NBC)... 2.37
4. KRAFT FOODS (Kraft TV Theater, NBC)..... 2.47
5. LEVER BROS. (Lux Video Theater, NBC)..... 2.52
6. GENERAL FOODS (I Love Lucy, CBS)..... 2.67
7. CAMPBELL SOUP (Lassie, CBS)..... 2.68
8. GENERAL FOODS (December Bride, CBS)..... 2.87
9. SWIFT (Lone Ranger, CBS)..... 2.91
10. PET MILK (Red Skelton Show, CBS)..... 2.92

### ● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. PILLSBURY (Arthur Godfrey, CBS).....\$2.03
2. S&H GREEN STAMPS (Perry Como Show, NBC).. 2.48
3. DERBY FOODS (Disneyland, ABC)..... 2.87
4. BEST FOODS (You Asked for It, ABC)..... 3.04
5. GENERAL FOODS (I Love Lucy, CBS)..... 3.13
6. KRAFT FOODS (Kraft TV Theater, NBC)..... 3.24
7. LEVER BROS. (Lux Video Theater, NBC)..... 3.26
8. PET MILK (Red Skelton Show, CBS)..... 3.36
9. CAMPBELL SOUP (Lassie, CBS)..... 3.62
10. GENERAL FOODS (December Bride, CBS)..... 3.66

### ● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. PILLSBURY (Arthur Godfrey, CBS).....\$1.49
2. S&H GREEN STAMPS (Perry Como Show, NBC)... 1.66
3. KRAFT FOODS (Kraft TV Theater, NBC)..... 2.20
4. LEVER BROS. (Lux Video Theater, NBC)..... 2.29
5. GENERAL FOODS (I Love Lucy, CBS)..... 2.35
6. GENERAL FOODS (December Bride, CBS)..... 2.55
7. DERBY FOODS (Disneyland, ABC)..... 2.67
8. SCHLITZ BEER (Playhouse of Stars, CBS)..... 2.72
9. PET MILK (Red Skelton Show, CBS)..... 2.79
10. BEST FOODS (You Asked for It, ABC)..... 2.81

### ● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. DERBY FOODS (Disneyland, ABC).....\$1.72
2. CAMPBELL SOUPS (Lassie, CBS)..... 1.89
3. SWIFT (Lone Ranger, CBS)..... 2.23
4. NATIONAL BISCUIT (Rin-Tin-Tin, ABC)..... 2.42
5. GENERAL FOODS (Roy Rogers, NBC)..... 2.89
6. S&H GREEN STAMPS (Perry Como Show, NBC).. 3.66
7. GENERAL FOODS (Zane Grey Theater, CBS)..... 4.38
8. QUAKER OATS (Sgt. Preston of the Yukon, CBS)... 4.44
9. GENERAL FOODS (I Love Lucy, CBS)..... 4.49
10. PILLSBURY (Arthur Godfrey, CBS)..... 4.57

## Cigarette & Tobacco Sponsors

### ● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. R. J. REYNOLDS (I've Got a Secret, CBS).....\$1.90
2. R. J. REYNOLDS (People Are Funny, NBC)..... 2.16
3. P. LORILLARD (\$64,000 Challenge, CBS)..... 2.38
4. AMERICAN TOBACCO (Private Secretary, CBS)... 2.70
5. R. J. REYNOLDS (Phil Silvers Show, CBS)..... 2.71
6. P. LORILLARD (Jackie Gleason Show, CBS)..... 3.00
7. LIGGETT & MYERS (Dragnet, NBC)..... 3.07
8. BROWN & WILLIAMSON (Steve Allen Show, NBC) 3.14
9. LIGGETT & MYERS (Gunsmoke, CBS)..... 3.39
10. R. J. REYNOLDS (Bob Cummings Show, CBS)..... 3.55

### ● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. R. J. REYNOLDS (I've Got a Secret, CBS).....\$2.31
2. R. J. REYNOLDS (People Are Funny, NBC)..... 2.39
3. P. LORILLARD (\$64,000 Challenge, CBS)..... 2.43
4. AMERICAN TOBACCO (Private Secretary, CBS)... 2.89
5. BROWN & WILLIAMSON (Steve Allen Show, NBC) 2.90
6. R. J. REYNOLDS (Phil Silvers Show, CBS)..... 3.18
7. P. LORILLARD (Jackie Gleason Show, CBS)..... 3.23
8. LIGGETT & MYERS (Dragnet, NBC)..... 3.62
9. LIGGETT & MYERS (Gunsmoke, CBS)..... 3.78
10. AMERICAN TOBACCO (Big Story, NBC)..... 4.19

### ● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. R. J. REYNOLDS (I've Got a Secret, CBS).....\$1.74
2. R. J. REYNOLDS (People Are Funny, NBC)..... 1.97
3. P. LORILLARD (\$64,000 Challenge, CBS)..... 2.00
4. AMERICAN TOBACCO (Private Secretary, CBS).. 2.21
5. P. LORILLARD (Jackie Gleason Show, CBS)..... 2.81
6. LIGGETT & MYERS (Dragnet, NBC)..... 2.83
6. R. J. REYNOLDS (Phil Silvers Show, CBS)..... 2.83
8. BROWN & WILLIAMSON (Steve Allen Show, NBC) 2.90
9. LIGGETT & MYERS (Gunsmoke, CBS)..... 3.29
10. R. J. REYNOLDS (Bob Cummings Show, CBS).... 3.36

### ● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. R. J. REYNOLDS (People Are Funny, NBC).....\$2.92
2. R. J. REYNOLDS (Phil Silvers Show, CBS)..... 3.18
3. AMERICAN TOBACCO (Private Secretary, CBS).... 3.56
4. P. LORILLARD (Jackie Gleason Show, CBS)..... 3.68
5. R. J. REYNOLDS (Bob Cummings Show, CBS)..... 3.86
6. BROWN & WILLIAMSON (Steve Allen Show, NBC) 3.98
7. LIGGETT & MYERS (Dragnet, NBC)..... 4.28
8. LIGGETT & MYERS (Gunsmoke, CBS)..... 4.79
9. R. J. REYNOLDS (I've Got a Secret, CBS)..... 5.21
10. R. J. REYNOLDS (Crusader, CBS)..... 5.45

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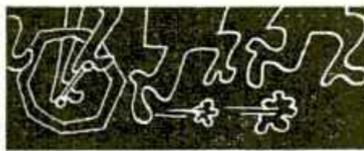
## CONTENTED CLIENTS



## RETURN TO KLING



## AGAIN AND AGAIN FOR

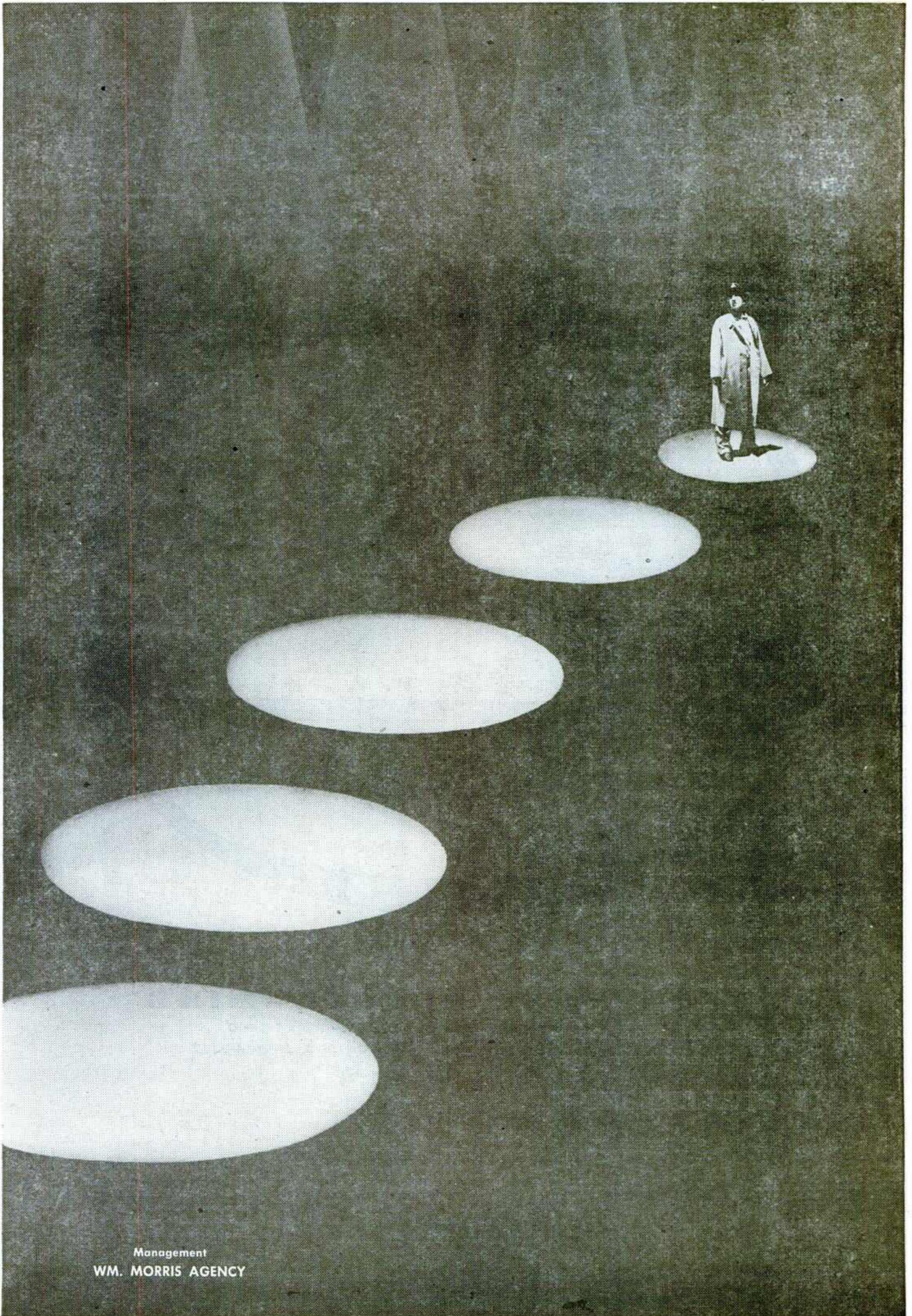


QUALITY.  
CREATIVITY  
AND SERVICE..

HOLLYWOOD • 1416 NORTH LA BREA

**KLING**  
FILM PRODUCTIONS

CHICAGO • 1058 W. WASHINGTON BLVD.

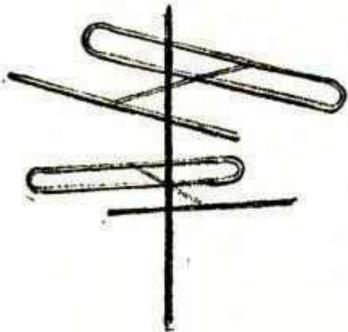


Management  
WM. MORRIS AGENCY



**GOODSON  
TODMAN**

**PRODUCTIONS**



**CREATIVE PROGRAMMING**

41 East 57 Street • New York 22, N. Y. • Plaza 1-0600  
449 South Beverly Drive • Beverly Hills, Calif. • Crestview 4-7357

# 1,350 Post-1948 Movies

Continued from page 24

- THE GLASS WEB—1953 (3D)**  
Edward G. Robinson, John Forsythe
- THE GLENN MILLER STORY—1954**  
James Stewart, June Allyson
- THE GOLDEN BLADE—1953**  
Rock Hudson, Piper Laurie
- THE GOLDEN HOARD—1951**  
Ann Blyth, David Farrar
- THE GREAT SIOUX UPRISING—1953**  
Jeff Chandler, Faith Domergue
- THE GROOM WORE SPURS—1951**  
Ginger Rogers, Jack Carson
- GUNSMOKE—1953**  
Audie Murphy, Susan Cabot
- HARVEY—1951**  
James Stewart, Josephine Hull
- HAS ANYBODY SEEN MY GAL?—1952**  
Piper Laurie, Charles Coburn
- HERE COME THE NELSONS—1952**  
Ozzie & Harriet Nelson
- HOLLYWOOD STORY—1951**  
Richard Conte, Julie Adams
- HORIZON WEST—1952**  
Robert Ryan, Julie Adams
- I WAS A COMMUNIST FOR THE FBI—1951**  
Frank Lovejoy, Dorothy Hart
- I WAS A SHOPLIFTER—1950**  
Scott Brady, Mona Freeman
- ILLEGAL ENTRY—1949**  
Howard Duff, Marta Toren
- THE IRON MAN—1951**  
Steven McNally, Evelyn Keyes
- IT CAME FROM OUTER SPACE—1953 (3D)**  
Richard Carlson, Barbara Rush
- IT GROWS ON TREES—1952**  
Irene Dunne, Dean Jagger
- IT HAPPENS EVERY THURSDAY—1953**  
Loretta Young, John Forsythe
- JOHNNY STOOL PIGEON—1949**  
Howard Duff, Shelley Winters
- JUST ACROSS THE STREET—1952**  
Ann Sheridan, John Lund
- KANSAS RAIDERS—1950**  
Audie Murphy, Marguerite Chapman
- KATIE DID IT—1951**  
Ann Blyth, Mark Stevens
- THE KID FROM TEXAS—1950**  
Audie Murphy, Gale Storm
- THE LADY FROM TEXAS—1951**  
Howard Duff, Mona Freeman
- THE LADY PAYS OFF—1951**  
Linda Darnell, Stephen McNally
- LAW & ORDER—1953**  
Ronald Reagan, Dorothy Malone
- LAWLESS BREED—1953**  
Rock Hudson, Julia Adams
- LIFE OF RILEY—1949**  
William Bendix, James Gleason
- LITTLE EGYPT—1951**  
Mark Stevens, Rhonda Fleming
- LONE HAND—1953**  
Joel McCrea, Barbara Hale
- LOST IN ALASKA—1952**  
Abbott & Costello
- LOUISA—1950**  
Ronald Reagan, Ruth Hussey
- MA & PA KETTLE—1949**  
Marjorie Main, Percy Kilbride
- MA & PA KETTLE AT THE FAIR—1952**  
Marjorie Main, Percy Kilbride
- MA & PA KETTLE BACK ON THE FARM—1951**  
Marjorie Main, Percy Kilbride
- MA & PA KETTLE AT HOME—1954**  
Marjorie Main, Percy Kilbride
- MA & PA KETTLE GO TO TOWN—1950**  
Marjorie Main, Percy Kilbride
- MA & PA KETTLE ON VACATION—1953**  
Marjorie Main, Percy Kilbride
- MAN FROM THE ALAMO—1953**  
Glenn Ford, Julia Adams
- MARK OF THE RENEGADE—1951**  
Ricardo Montalban, Cyd Charisse
- MEET DANNY WILSON—1952**  
Frank Sinatra, Shelley Winters
- MEET ME AT THE FAIR—1953**  
Dan Dailey, Diana Lynn
- THE MILKMAN—1950**  
Donald O'Connor, Jimmy Durante
- MISSISSIPPI GAMBLER—1953**  
Tyrone Power, Piper Laurie

- MYSTERY SUBMARINE—1950**  
Macdonald Carey, Marta Toren
- NO ROOM FOR THE GROOM—1953**  
Tony Curtis, Piper Laurie
- ONCE MORE, MY DARLING—1949**  
Robert Montgomery, Ann Blyth
- ONE-WAY STREET—1950**  
James Mason, Marta Toren
- OUTSIDE THE WALLS—1950**  
Richard Basehart, Marilyn Maxwell
- PEGGY—1953**  
Diana Lynn, Charles Coburn
- THE PRINCE WHO WAS A THIEF—1951**  
Tony Curtis, Piper Laurie
- THE RAGING TIDE—1951**  
Shelley Winters, Richard Conte
- THE RAIDERS—1952**  
Richard Conte, Viveca Lindfors
- RAILS INTO LARAMIE—1954**  
John Payne
- RED BALL EXPRESS—1952**  
Jeff Chandler, Alex Nicol
- RED CANYON—1949**  
Ann Blyth, George Brent, Howard Duff
- REDHEAD FROM WYOMING—1953**  
Maureen O'Hara, Alex Nicol
- REUNION IN RENO—1951**  
Mark Stevens, Peggy Dow
- RIDE CLEAR OF DIABLO—1954**  
Audie Murphy, Dan Duryea
- SALLY & ST. ANN—1952**  
Ann Blyth, Edmund Gwenn
- SASKATCHEWAN—1954**  
Alan Ladd, Shelley Winters

- SCARLET ANGEL—1952**  
Yvonne De Carlo, Rock Hudson
- SEMINOLE—1953**  
Rock Hudson, Barbara Hale
- SHAKEDOWN—1950**  
Howard Duff, Brian Donlevy
- SIERRA—1950**  
Audie Murphy, Wanda Hendrix
- SMUGGLER'S ISLAND—1951**  
Jeff Chandler, Evelyn Keyes
- ON OF ALI BABA—1952**  
Tony Curtis, Piper Laurie
- SOUTH SEA SINNER—1950**  
Mandonald Carey, Shelley Winters
- SPY HUNT—1950**  
Howard Duff, Marta Toren
- STAND AT APACHE RIVER—1953**  
Stephen McNally, Julia Adams
- STEEL TOWN—1952**  
Ann Sheridan, John Lund
- THE STORY OF MOLLY X—1949**  
June Havoc, John Russell
- THE STRANGE DOOR—1951**  
Charles Laughton, Boris Karloff
- SWORD IN THE DESERT—1949**  
Dana Andrews, Marta Toren
- TAKE ME TO TOWN—1953**  
Ann Sheridan, Sterling Hayden
- TAKE ONE FALSE STEP—1949**  
William Powell, Shelley Winters
- TARGET UNKNOWN—1951**  
Mark Stevens, Margaret Douglas
- TAZA, SON OF COCHISE—1954 (3D)**  
Rock Hudson, Barbara Rush
- THUNDER BAY—1953**  
James Stewart, Joanne Dru, Dan Duryea
- THUNDER ON THE HILL—1951**  
Claudette Colbert, Ann Blyth
- TOMAHAWK—1951**  
Yvonne De Carlo, Van Heflin
- TREASURE OF LOST CANYON—1952**  
William Powell, Julie Adams
- TUMBLEWEED—1953**  
Audie Murphy, Lori Nelson
- UNDER THE GUN—1951**  
Richard Conte, Audrey Totter
- UNDERCOVER GIRL—1950**  
Alexis Smith, Scott Brady
- UNDERTOW—1949**  
Scott Brady, John Russell
- UNTAMED FRONTIER—1952**  
Joseph Cotten, Shelley Winters
- VEILS OF BAGDAD—1953**  
Victor Mature, Marie Blanchard
- WALKING MY BABY BACK HOME—1953**  
Donald O'Connor, Janet Leigh
- WAR ARROW—1954**  
Jeff Chandler, Maureen O'Hara
- WEEKEND WITH FATHER—1951**  
Van Heflin, Patricia Neal
- WILLIE & JOE BACK AT THE FRONT—1952**  
Tom Ewell, Harvey Lembeck
- WINCHESTER 73—1950**  
James Stewart, Shelley Winters
- WINGS OF THE HAWK—1953 (3D)**  
Van Heflin, Julia Adams
- WOMAN IN HIDING—1950**  
Ida Lupino, Howard Duff
- WOMAN ON THE RUN—1950**  
Ann Sheridan, Dennis O'Keefe
- WORLD IN HIS ARMS—1952**  
Gregory Peck, Ann Blyth
- WYOMING MALE—1950**  
Stephen McNally, Alexis Smith
- YANKEE BUCCANEER—1952**  
Jeff Chandler, Scott Brady
- YANKEE PASHA—1954**  
Jeff Chandler, Rhonda Fleming
- YES SIR THAT'S MY BABY—1949**  
Donald O'Connor, Gloria De Haven
- YOU GOTTA STA' HAPPY—1949**  
Joan Fontaine, James Stewart
- YOU NEVER CAN TELL—1951**  
Dick Powell, Peggy Dow



## FOR NOVEMBER

The Top Network Programs in Class A Time  
Ranked by Cost Per Thousand  
Per Commercial Minute

This chart is the TV industry's only guide to the comparative monthly efficiency of Class A time network programs in delivering audiences to their sponsors. It is the only source for the comparative analysis of costs for reaching men, women and children viewers. Each week, comparisons are made of shows of the same program type and of shows airing for advertisers in the same sponsor category.

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Based on U. S. TV audience research of the  
AMERICAN RESEARCH BUREAU

### Toiletries & Toilet Goods Sponsors

### Household Cleanser & Polish Sponsors

#### COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. TONI (Arthur Godfrey, CBS).....\$1.62
2. REVLON (\$64,000 Question, CBS)..... 1.93
3. REMINGTON SHAVERS (What's My Line?, CBS)... 2.13
4. BRISTOL-MYERS (Alfred Hitchcock Presents, CBS) 2.26
5. NOXZEMA AND TONI (Perry Como Show, NBC).. 2.37
6. PROCTER & GAMBLE (Wyatt Earp, ABC)..... 2.45
7. COLGATE-PALMOLIVE (The Millionaire, CBS)... 2.49
8. LEVER BROS. (Lux Video Theater, NBC)..... 2.52
9. WILDROOT CO. (Robin Hood, CBS)..... 2.60
10. LANOLIN PLUS (Name That Tune, CBS)..... 2.73

#### COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. TONI (Arthur Godfrey, CBS).....\$2.03
2. BRISTOL-MYERS (Alfred Hitchcock Presents, CBS).. 2.34
3. REVLON (\$64,000 Question, CBS)..... 2.39
4. REMINGTON SHAVERS (What's My Line?, CBS).. 2.42
5. NOXZEMA AND TONI (Perry Como Show, NBC).. 2.48
6. PROCTER & GAMBLE (Wyatt Earp, ABC)..... 2.71
7. JERGENS AND MAYBELLINE (Steve Allen Show, NBC) ..... 2.90
8. GILLETTE (Cavalcade of Sports, NBC)..... 3.13
9. COLGATE-PALMOLIVE (The Millionaire, CBS)... 3.15
10. LEVER BROS. (Lux Video Theater, NBC)..... 3.26

#### COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. TONI (Arthur Godfrey, CBS).....\$1.49
2. NOXZEMA AND TONI (Perry Como Show, NBC).. 1.66
3. REVLON (\$64,000 Question, CBS)..... 1.70
4. REMINGTON SHAVERS (What's My Line?, CBS).. 1.79
5. BRISTOL-MYERS (Alfred Hitchcock Presents, CBS).. 1.94
6. COLGATE-PALMOLIVE (The Millionaire, CBS)... 2.23
7. LEVER BROS. (Lux Video Theater, NBC)..... 2.29
8. LANOLIN PLUS (Name That Tune, CBS)..... 2.38
9. PROCTER & GAMBLE (Wyatt Earp, ABC)..... 2.64
10. TONI (Godfrey's Talent Scouts, CBS)..... 2.71

#### COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. WILDROOT CO. (Robin Hood, CBS).....\$2.25
2. PROCTER & GAMBLE (Wyatt Earp, ABC)..... 2.93
3. COLGATE-PALMOLIVE (My Friend Flicka, CBS).. 3.04
4. CHESEBROUGH-PONDS (Jim Bowie, ABC)..... 3.41
5. HAZEL BISHOP (Beat the Clock, CBS)..... 3.56
6. NOXZEMA AND TONI (Perry Como Show, NBC).. 3.66
7. JERGENS AND MAYBELLINE (Steve Allen Show, NBC) ..... 3.93
8. TONI (Arthur Godfrey, CBS)..... 4.57
9. CHESEBROUGH-PONDS (Conflict, ABC)..... 4.77
9. LANOLIN PLUS (Name That Tune, CBS)..... 4.77

#### COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. JOHNSON WAX (Robert Montgomery Presents, NBC) \$2.42
2. LEVER BROS. (Lux Video Theater, NBC)..... 2.52
3. PROCTER & GAMBLE (The Line-Up, CBS)..... 2.87
4. PROCTER & GAMBLE (Jane Wyman Show, NBC).. 2.96

#### COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. JOHNSON WAX (Robert Montgomery Presents, NBC) \$2.98
2. LEVER BROS. (Lux Video Theater, NBC)..... 3.26
3. PROCTER & GAMBLE (The Line-Up, CBS)..... 3.79
4. KNOMARK MFG. (Caesar's Hour, NBC)..... 5.11

#### COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. JOHNSON WAX (Robert Montgomery Presents, NBC) \$2.19
2. LEVER BROS. (Lux Video Theater, NBC)..... 2.29
3. PROCTER & GAMBLE (The Line-Up, CBS)..... 2.77
4. PROCTER & GAMBLE (Jane Wyman Show, NBC).. 2.82

#### COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. JOHNSON WAX (Robert Montgomery Presents, NBC) \$6.70
2. PROCTER & GAMBLE (Hey, Jeannie! CBS)..... 6.73
3. PROCTER & GAMBLE (Jane Wyman Show, NBC).. 7.42
4. PROCTER & GAMBLE (The Line-Up, CBS)..... 7.82

### Drug & Remedy Sponsors

#### COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. BRISTOL-MYERS (Alfred Hitchcock Presents, CBS) \$2.26
2. PHARMACEUTICALS, INC. (Sunday News Special, CBS) ..... 3.16
3. AMERICAN HOME PRODUCTS (Doug Edwards News, CBS) ..... 3.52
4. MILES LABS (NBC News Caravan, NBC)..... 3.56

#### COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. BRISTOL-MYERS (Alfred Hitchcock Presents, CBS) \$2.34
2. AMERICAN HOME PRODUCTS (Doug Edwards News, CBS) ..... 3.92
3. PHARMACEUTICALS, INC. (Sunday News Special, CBS) ..... 3.95
4. PHARMACEUTICALS, INC. (Amateur Hour, ABC). 4.21

#### COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. BRISTOL-MYERS (Alfred Hitchcock Presents, CBS) \$1.94
2. PHARMACEUTICALS, INC. (Sunday News Special, CBS) ..... 3.28
3. PHARMACEUTICALS, INC. (Amateur Hour, ABC). 3.35
4. AMERICAN HOME PRODUCTS (Doug Edwards News, CBS) ..... 3.48

#### COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. BRISTOL-MYERS (Alfred Hitchcock Presents, CBS) \$6.51
2. MILES LABS (John Daly News, ABC) ..... 6.80
3. PHARMACEUTICALS, INC. (Amateur Hour, ABC).. 7.02
4. VICK AND LEWIS HOWE (Jonathan Winters Show, NBC) ..... 8.10

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### How Ziv Does It

Continued from page 28

the officer was firm, and departed with the pigskin.

Castle was still wondering about that on the "tomorrow" when he was already in a flight back to Los Angeles.

There are other problems. Once the Annapolis scenes have been shot the pix are completed in Hollywood in sets which must be the exact replicas of Annapolis settings. In one instance a set had to be torn down and reconstructed, the grain in the floor was different from that of the Academy.

Scripts in themselves are a triumph of survival and perseverance. The writing, apparently, is the least part. Once completed they go to the Ziv offices in New York, thence to the Navy Department in Washington, from there to a board of officers at Annapolis, back to Washington to the Department of Defense, from there to Ziv in New York, and finally back to Hollywood. If anything remains of the original by that time, it is produced. Otherwise—it's happened in two or three instances—it's discarded.

Despite these problems, the Navy-Ziv relationship has been amicable, with the Academy cooperating as much as possible. Castle says that the Navy is interested primarily in two things: that the finished product is good, and that the can in which it comes floats.

# Jack Barry and Dan Enright Productions

## RICH DECRIES SARNOFF BLAST AT FEATURES

The Billboard has received the following letter from W. Robert Rich, general sales manager of Associated Artists Productions:

"Hot on the heels of the recent Miami comments against feature films by Robert Sarnoff, his own NBC flagship, WRCA-TV, is planning a seven-night a week late movie program. And one of the participating sponsors of WRCA-TV's current Sunday night movie is none other than RCA.

"How does this come about? The answer is very simple. Every station . . . independent, network affiliate or owned - and -operated station . . . attracts sponsorship and shows a profit by providing circulation, the same as any other advertising medium. Circulation in TV is measured by ratings, which are obtained by telecasting the most popular programs possible.

"At the moment, the most popular programs as a whole are the fine major studio motion pictures. The management of WRCA-TV may be risking Sarnoff's disapproval by playing these audience-pulling favorites, but they know full well they'd be risking more than disapproval by failing to come up with expected profits.

"Despite Sarnoff's forecast of doom for those stations which program features, such stations are enjoying ratings, sponsorship and profits greater than ever before. . . . Sold-out status for movie programs is a commonplace, often at premium rates. Features scheduled late at night or in other "fringe" time have extended many stations' effective broadcasting day several hours beyond previous limits. Blue-chip national sponsors have come into feature film programs. Rate increases for

(Continued on page 34)

## • 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)	Commercials Producer
<b>FOODS AND BEVERAGES</b>			
<b>Food Ingredients</b>			
General Mills, Institutional, Batten, Barton, Durstine & Osborn (Giant Step)	1 (30)	FA	TV Graphics
<b>Canned and Packaged Foods</b>			
Campbell Soup, Batten, Barton, Durstine & Osborn	1 (60)	LA	TV Graphics
Quaker Oats, Puss 'n' Boots, Lynn Baker (Caesar's Hour)	1 (60)	LA	Roland Reed
Quaker Oats, Puffed Rice & Wheat, Leo Burnett	2 (60)	LA	Fred Niles
Kellogg, Sugar Pops & Snacks, Leo Burnett	1 (60)	LA	Fred Niles
Kellogg, Corn Flakes, Leo Burnett	1 (60)	LA	Vidicam
<b>Frozen Foods</b>			
Minute Maid Corp., Snow Crop Beans, Ted Bates	1 (60)	LA, SE	Vidicam
<b>Bakery Foods</b>			
Aunt Jemima, Corn Bread, John W. Shaw	1 (60)	FA	Fred Niles
<b>Food Beverages</b>			
Cotton Club, Sparklin Soda, Lustig	1 (10)	SA	Filmack
Cotton Club, Ginger Ale, Lustig	1 (10)	SA	Filmack
Bon Jour, Coffee, Lustig	1 (10)	SA	Filmack
American Coffee, Rutledge & Lilienfeld	1 (20)	SA	Filmack
Don DeHixson, Coffee, Lustig, A. D. Phillips	3 (20)	SA	Filmack
M. J. B. Coffee Co., Coffee, Batten, Barton, Durstine & Osborn	1 (20), 1 (10)	FA	Playhouse
Florida Citrus Commission, Juice Promotion, Benton & Bowles	2 (60), 1 (20)	LA	Vidicam
Challenge Creamery, Milk, Hixson & Jorgenson	2 (60), 1 (20)	LA	All-Scope
Flay-R Straws	6 (60)	LA	Condor
The Nestle Co., Instant Coffee, McCann-Erickson	3 (60), 5 (20)	LA	Sound Masters
<b>Alcoholic Beverages</b>			
Great Falls Select, Beer, Wendt Advertising	1 (60)	SA	Filmack
Schlitz Brewing, Schlitz Beer, J. Walter Thompson	1 (60)	FA	Playhouse
C. Schmidt & Sons, Beer, Al Paul Lefton	2 (60)	FA	Paul J. Fennell
Anheuser-Busch, Inc., Busch Bavarian Beer, Gardner	1 (20)	LA	Gardner
<b>Other Foods</b>			
Sunrise Meats, Ridgway Adv.	1 (10)	SA	Filmack
Sessions Co., Gold Craft Peanut Butter, Noble-Dury	1 (60)	FA	Fred Niles
California Prune & Apricot Growers' Assn., Sunsweet Prunes, Long	5 (60)	FA, LA	All-Scope

(Continued next week)

**SELL YOUR PROSPECT WHEN HIS MIND IS ON**

**TV PROGRAMMING**—The Billboard talks programming . . . creates the perfect editorial atmosphere for TV advertising.



James C. Petrillo

President

AMERICAN FEDERATION OF MUSICIANS



Management: Jules L. Green  
Public Relations: Arthur Cantor



On

**“THE FORD SHOW”**

Thursday, 9:30 p.m., NBC-TV

**THE TENNESSEE ERNIE FORD SHOW**

Mon. - Fri., 2:30 p.m., EST, NBC-TV

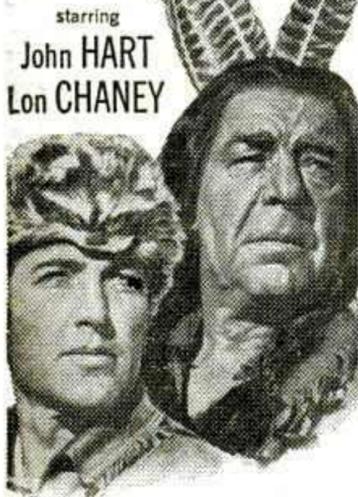
# RICH DECRIES SARNOFF BLAST AT FEATURES

Continued from page 32

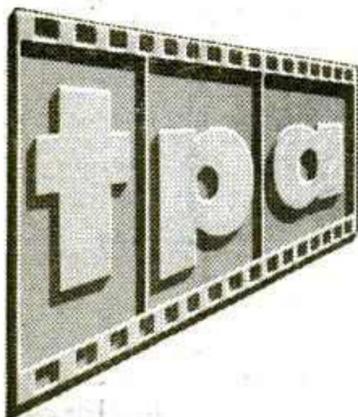
the entire schedule have been made possible by the drawing power of top feature film programs.

"The NBC chief's warnings against overloading schedules with feature films might bear more weight if more programming provided by NBC were drawing top ratings. No one wants to see the end of network creative programming, much of which has been excellent. But there are many quizzes, filmed dramas, so-called comedies and similar network fare that don't come up to the quality or popularity of the libraries of Warner Bros. and the other fine Hollywood studios. Why deprive the public of programs which they have overwhelmingly expressed a desire to see, simply because they happened not to have originated with a network?"

## HAWKEYE AND THE LAST OF THE MOHICANS



James Fenimore Cooper's all-family classic has a ready-made audience. Hawkeye's everybody's idol! Thrilling outdoor action—an "Eastern" filmed on location in actual French-Indian War Country. You get better sponsor identification. Excellent markets still available. Wire or phone collect right now for your market before another sponsor beats you to it.



Television Programs of America, Inc. 488 Madison Ave., N. Y. 22 • PLaza 5-2100

# PULSE LOCAL RATINGS FOR DECEMBER

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

**BALTIMORE**  
 3 TV STATIONS—406,800 TV HOMES  
 Population—1,481,600 (12th in U. S.)  
 Buying Income—\$2,360,849,000 (13th)  
 Retail Sales—\$1,662,028,000 (12th)  
 Food Sales—\$386,142,000 (12th)  
 Drug Sales—\$66,537,000 (12th)  
 Automotive—\$254,051,000 (16th)  
 Above figures include following counties: Anne Arundel, Baltimore City and Baltimore Cos., Md.

- TOP NETWORK SHOWS**
1. Ed Sullivan, WMAR, Su. . . . . 39.3
  2. Producer's Showcase, WBAZ, M. . . . . 37.8
  3. Alfred Hitchcock, WMAR, Su. . . . . 35.0
  4. G. E. Theater, WMAR, Su. . . . . 33.2
  5. Playhouse 90, WMAR, Th. . . . . 32.6
  6. \$64,000 Question, WMAR, T. . . . . 32.5
  7. Climax, WMAR, Th. . . . . 32.2
  8. Jackie Gleason, WMAR, S. . . . . 32.0
  9. Robert Montgomery, WBAZ, M. . . . . 31.7
  10. Millionaire, WMAR, W. . . . . 30.5

- TOP MULTI-WEEKLY SHOWS**
1. Mickey Mouse Club, WAAM, M-F. . . . . 13.5
  2. CBS News, WMAR, M-F. . . . . 11.8
  3. Final, Misc. (7 p.m.), WMAR, M-F. . . . . 10.9
  4. Amos 'n' Andy, WMAR, M-F. . . . . 10.8
  5. Guiding Light, WMAR, M-F. . . . . 10.5
  6. Search for Tomorrow, WMAR, M-F. . . . . 10.4
  7. Arthur Godfrey, WMAR, M-Th. . . . . 10.2
  7. Officer Happy, WBAL, M-F. . . . . 10.2
  9. Love of Life, WMAR, M-F. . . . . 10.0
  10. Report, Corralin, Misc. (11 p.m.), WMAR, M-F. . . . . 9.7
  10. Sports, Weather, Misc. (6:45 p.m.), WMAR, M-F. . . . . 9.7

- TOP FEATURE FILMS**
- Once Weekly**
1. Theater of the Air, WMAR, S.-11:00-12 mid. . . . . 16.0
  2. Ford Film Playhouse, WAAM, F.-10:30-12 mid. . . . . 11.3
  3. Park Circle Theater, WAAM, W.-10:45-12 mid. . . . . 9.8
  4. Million Dollar Movie, WBAL, Su.-11:45-12 mid. . . . . 8.0
  5. Picture Playhouse, WBAL, S.-10:15-12 mid. . . . . 7.0
- Multi-Weekly**
1. Mystery Theater, WMAR, T.-F.-11:30-12 mid. . . . . 5.5
  2. Nocturne Movies, WAAM, M.-T.-S.-Su.-11:00-12 mid. . . . . 4.5
  3. Playhouse 13, WAAM, M.-F.-1:00-2:30 p.m. . . . . 4.0
  4. WAAM Theater, WAAM, M.-F.-11:00-12 p.m. . . . . 2.3

- TOP SYNDICATED FILMS**
1. Man Called X (Ziv), WBAL, S.-10:30 . . . . . 20.2
  2. Stage 7 (TPA), WBAL, M.-10:30 . . . . . 15.9
  3. Esso Golden Playhouse (Official), WMAR, Su.-7:00 . . . . . 15.2
  4. Cisco Kid (Ziv), WBAL, T.-7:00 . . . . . 13.2
  5. Annie Oakley (CBS), WBAL, S.-5:30 . . . . . 12.5
  6. Racket Squad (ABC), WMAR, T.-6:30 . . . . . 12.2
  7. Highway Patrol (Ziv), WMAR, Su.-11:00 . . . . . 11.7
  8. Slenderella Playhouse (Official), S.-7:00 . . . . . 11.5
  9. Captain Gallant (TPA), WBAL, Su.-5:30 . . . . . 11.2
  10. Captain Midnight (Screen Gems) WMAR, S.-6:30 . . . . . 10.9
  11. Amos 'n' Andy (CBS), WMAR, M.-F.-6:00 . . . . . 10.8
  12. Waterfront (MCA), WAAM, F.-10:00 . . . . . 10.7
  13. Soldiers of Fortune (MCA), WBAL, Th.-7:00 . . . . . 10.5
  14. Superman (Flamingo), WBAL, W.-7:00 . . . . . 10.3

**DENVER**  
 4 TV STATIONS—192,600 TV HOMES  
 Population—725,100 (26th in U. S.)  
 Buying Income—\$1,247,924,000 (28th)  
 Retail Sales—\$991,431,000 (24th)  
 Food Sales—\$210,722,000 (24th)  
 Drug Sales—\$46,729,000 (15th)  
 Automotive—\$214,609,000 (21st)  
 Above figures include following counties: Adams, Arapahoe, Denver and Jefferson

- TOP NETWORK SHOWS**
1. \$64,000 Question, KLZ, T. . . . . 45.4
  2. Ed Sullivan, KLZ, Su. . . . . 42.1
  3. What's My Line? KLZ, Su. . . . . 40.4
  4. Producer's Showcase, KOA, M. . . . . 37.1
  5. Your Hit Parade, KOA, S. . . . . 36.4
  6. Do You Trust Your Wife? KLZ, T. . . . . 35.5
  7. Playhouse 90, KLZ, Th. . . . . 33.4
  8. George Gobel, KOA, S. . . . . 30.4
  9. \$64,000 Challenge, KLZ, Su. . . . . 30.2
  10. I Love Lucy, KLZ, M. . . . . 28.7

- TOP MULTI-WEEKLY SHOWS**
1. Mickey Mouse Club, KBTB, M-F. . . . . 22.7
  2. Channel 7 Reporting (10 p.m.), KLZ, M-F. . . . . 16.5
  3. M-G-M Theater, KTVR, M-F. . . . . 16.2
  4. Sport Shop (10:15 p.m.), KLZ, M-F. . . . . 16.0
  5. News, Weather (10 p.m.), KOA, M-F. . . . . 15.8
  6. Dick Lewis, KLZ, M-F. . . . . 13.4
  7. Clubhouse Gang, KBTB, M-F. . . . . 11.7
  8. Academy Theater, KOA, M-F. . . . . 10.0
  9. Queen for a Day, KOA, M-F. . . . . 9.7
  10. Modern Romances, KOA, M-F. . . . . 8.3

- TOP FEATURE FILMS**
- Once Weekly**
1. David O. Selznick Theater, KOA, M.-8:30-10:00 p.m. . . . . 19.9
  2. Warner Brothers, KOA, Su.-9:30-11:00 p.m. . . . . 16.3
  3. Million \$ Movie, KBTB, W.-10:00-11:00 p.m. . . . . 7.2
  4. Movie Matinee, KTVR, Su.-5:30-7:00 p.m. . . . . 5.6
  5. Sunday Cinema, KTVR, Su.-4:00-5:30 p.m. . . . . 4.7
- Multi-Weekly**
1. M-G-M Movie Theater, KTVR, M.-Su.-9:00-10:45 p.m. . . . . 16.9
  2. Academy Theater, KOA, M.-S.-10-11:00 p.m. . . . . 10.9
  3. 10 o'Clock Movie, KBTB, M., T., Th.-S.-10:00-11:00 p.m. . . . . 7.8
  4. Early Show, KTVR, M.-S.-6:30-8:00 p.m. . . . . 7.4
  5. M-G-M Movie Matinee, KTVR, M.-S.-3-5:30 p.m. . . . . 6.3

- TOP SYNDICATED FILMS**
1. Life of Riley (NBC), KLZ, Su.-7:30 . . . . . 31.2
  2. Dr. Hudson's Secret Journal (MCA), KLZ, F.-9:00 . . . . . 21.9
  3. †Death Valley Days (Pacific Borax), KLZ, M.-9:30 . . . . . 21.4
  3. Highway Patrol (Ziv), KOA, F.-9:30 . . . . . 21.4
  3. Superman (Flamingo), KBTB, T.-6:00 . . . . . 20.9
  6. Sheriff of Cochise (NTA), KLZ, T.-9:00 . . . . . 20.8
  7. Star Performance (Official), KLZ, Th.-9:30 . . . . . 19.4
  8. Science Fiction Theater (Ziv), KBTB, W.-7:30 . . . . . 19.2
  8. Guy Lombardo (MCA), KLZ, Su.-9:00 . . . . . 19.2
  10. Dr. Christian (Ziv), KOA, S.-9:00 . . . . . 18.5
  11. †Sky King (Nabisco), KBTB, W.-6:00 . . . . . 16.9
  12. Jungle Jim (Screen Gems), KBTB, Th.-6:00 . . . . . 16.0
  12. Mr. District Attorney (Ziv), KLZ, T.-9:30 . . . . . 16.0
  14. Crunch and Des (NBC), KLZ, Th.-9:00 . . . . . 15.9
  14. Ray Milland Show (MCA), KOA, S.-9:30 . . . . . 15.9
  14. Rosemary Clooney (MCA), KLZ, W.-9:00 . . . . . 15.9
  17. Studio 57 (MCA), KLZ, W.-9:30 . . . . . 15.2

**LOUISVILLE**  
 2 TV STATIONS—190,100 TV HOMES  
 Population—675,500 (28th in U. S.)  
 Buying Income—\$1,117,330,000 (33d)  
 Retail Sales—\$780,222,000 (30th)  
 Food Sales—\$171,641,000 (30th)  
 Drug Sales—\$30,701,000 (26th)  
 Automotive—\$165,858,000 (26th)  
 Above figures include following counties: Clark, Floyd, Ind.; Jefferson, Ky.

- TOP NETWORK SHOWS**
1. \$64,000 Question, WHAS, T. . . . . 47.5
  2. Ed Sullivan, WHAS, Su. . . . . 45.1
  3. Millionaire, WHAS, W. . . . . 42.3
  4. I've Got a Secret, WHAS, W. . . . . 42.0
  5. Red Skelton, WHAS, T. . . . . 42.0
  6. Producer's Showcase, WAVE, M. . . . . 40.9
  7. Dragnet, WAVE, Th. . . . . 39.3
  8. Gunsmoke, WHAS, S. . . . . 38.3
  9. Groucho Marx, WAVE, Th. . . . . 37.8
  10. Disneyland, WHAS, W. . . . . 37.3

- TOP MULTI-WEEKLY SHOWS**
1. Mickey Mouse Club, WAVE, M-F. . . . . 22.4
  2. Today's News (6:15 p.m.), WHAS, M-F. . . . . 20.8
  3. News, Misc. (10:30 p.m.), WHAS, M-F. . . . . 19.0
  3. Small Talk, WHAS, M-F. . . . . 19.0
  5. News, Sports (10:30 p.m.), WAVE, M-F. . . . . 16.1
  6. CBS News, WHAS, M-F. . . . . 15.9
  7. NBC News, WAVE, M-F. . . . . 15.1
  7. Starlite Theater, WAVE, M-F. . . . . 15.1
  9. Funny Flicks, WAVE, M-F. . . . . 14.8
  10. Queen for a Day, WAVE, M-F. . . . . 14.4

- TOP FEATURE FILMS**
- Once Weekly**
1. Mystery Film, WHAS, S.-11:00-12:00 p.m. . . . . 16.0
  2. Late Show, WHAS, F.-11:00-12:00 mid. . . . . 14.5
  3. Cowboy Theater, WAVE, S.-11:00-12:00 p.m. . . . . 12.4
  4. Saturday Theater, WAVE, S.-11:30-12:00 mid. . . . . 8.5
- Multi-Weekly**
1. Starlite Theater, WAVE, M.-F.-10:45-12:00 mid. . . . . 15.1
  2. Movie-Midday, WAVE, M.-F.-12:15-1:30 p.m. . . . . 9.9

- TOP SYNDICATED FILMS**
1. Highway Patrol (Ziv), WHAS, F.-9:30 . . . . . 42.0
  2. Famous Playhouse (MCA), WHAS, S.-9:30 . . . . . 33.8
  3. Crunch and Des (NBC), WHAS, Su.-8:30 . . . . . 33.5
  4. I Led Three Lives (Ziv), WHAS, T.-9:30 . . . . . 31.8
  5. Badge 714 (NBC), WHAS, F.-10:00 . . . . . 30.3
  6. Studio 57 (MCA), WHAS, T.-8:00 . . . . . 30.0
  7. Federal Men (MCA), WAVE, Th.-8:00 . . . . . 29.8
  8. Superman (Flamingo), WHAS, Su.-6:00 . . . . . 29.0
  9. †Death Valley Days (Pacific Borax), WAVE, W.-9:30 . . . . . 27.0
  10. Stage Seven (TPA), WAVE, Su.-9:30 . . . . . 25.5
  11. †Sky King (Nabisco), WAVE, Su.-5:00 . . . . . 25.0
  12. Stars of the Grand Ole Opry (Flamingo), WHAS, Su.-10:00 . . . . . 23.5
  13. Brave Eagle (CBS), WHAS, S.-12:30 . . . . . 22.3
  14. Buffalo Bill Jr. (CBS), WAVE, S.-4:30 . . . . . 22.0
  15. Confidential File (Guild), WAVE, W.-10:00 . . . . . 20.5
  15. Soldier of Fortune (MCA), WHAS, S.-5:30 . . . . . 20.5
  17. San Francisco Beat (CBS), WAVE, Su.-10:30 . . . . . 19.3
  18. Man Called X (Ziv), WHAS, M.-10:00 . . . . . 18.8
  19. I Led Three Lives (Ziv), WHAS, Su.-5:30 . . . . . 16.3
  20. Wild Bill Hickok (Flamingo), WHAS, S.-5:00 . . . . . 15.5
  21. Captain Midnight (Screen Gems), WHAS, S.-10:00 am. . . . . 15.0
  22. My Little Margie (Official), WHAS, M.-F.-5:15 . . . . . 14.2

**LUBBOCK, TEX.**  
 2 TV STATIONS—34,300 TV HOMES  
 Population—152,500 (140th in U. S.)  
 Buying Income—\$272,555,000 (122d)  
 Retail Sales—\$204,452,000 (122d)  
 Food Sales—\$36,488,000 (141st)  
 Drug Sales—\$5,182,000 (146th)  
 Automotive—\$52,842,000 (99th)  
 Above figures include following counties: Lubbock

- TOP NETWORK SHOWS**
1. I Love Lucy, KDUB, M. . . . . 49.5
  2. Ed Sullivan, KDUB, Su. . . . . 48.4
  3. G.E. Theater, KDUB, Su. . . . . 47.3
  4. Alfred Hitchcock, KDUB, Su. . . . . 44.3
  5. Phil Silvers, KDUB, T. . . . . 44.0
  6. Burns and Allen, KDUB, M. . . . . 42.0
  7. December Bride, KDUB, M. . . . . 41.8
  8. Hey, Jeannie, KDUB, S. . . . . 39.5
  9. Ernie Ford, KCBD, Th. . . . . 39.3
  9. Gunsmoke, KDUB, S. . . . . 39.3

- TOP MULTI-WEEKLY SHOWS**
1. CBS News, KDUB, M-F. . . . . 20.4
  2. News, Sports, Weather (6 p.m.), KCBO, M-F. . . . . 19.1
  2. News, Sports, Weather (6 p.m.), KDUB, M-F. . . . . 19.1
  4. Here's Howell, KCBD, M-F. . . . . 18.3
  5. Looney Tunes, KCBD, M-F. . . . . 17.2
  6. Hospitality Time, KCBD, M-F. . . . . 17.1
  7. News, Weather, Sports (10:30 p.m.), KDUB, M-F. . . . . 16.9
  8. Bunny Theater, KCBD, T., Th. . . . . 15.8
  9. Queen for a Day, KCBD, M-F. . . . . 15.0
  10. Comedy Time, KCBD, M-F. . . . . 14.1

- TOP FEATURE FILMS**
- Once Weekly**
1. Movie, KCBD, S.-12:00-1:45 p.m. . . . . 13.1
- Multi-Weekly**
1. Movie, KDUB, M.-W.-F.-Su.-11:00-12:00 mid. . . . . 13.6
  2. Channel 11 Theater, KCBD, M.-Th., S.-11:00-12:00 mid. . . . . 9.4

- TOP SYNDICATED FILMS**
1. Doug Fairbanks Presents (ABC), (ABC), KDUB, M.-7:30 . . . . . 40.8
  2. Annie Oakley (CBS), KDUB, Th.-6:30 . . . . . 33.8
  3. Mickey Rooney (Screencraft), KDUB, F.-8:30 . . . . . 32.3
  4. Stars of the Grand Ole Opry (Flamingo), KDUB, Th.-9:00 . . . . . 30.3
  5. Dr. Hudson's Secret Journal (MCA), KCBD, F.-7:30 . . . . . 29.8
  6. Judge Roy Bean (Screencraft) KDUB, Su.-10:00 . . . . . 29.0
  7. I Spy (Guild), KDUB, T.-8:30 . . . . . 28.3
  8. Code Three (ABC), KDUB, M.-10:00 . . . . . 27.3
  9. Sheriff of Cochise (NTA), KCBD, M.-9:30 . . . . . 25.3
  9. Man Called X (Ziv), KCBD, Su.-9:30 . . . . . 25.3
  11. Rosemary Clooney (MCA), KDUB, W.-7:30 . . . . . 24.0
  11. Crunch and Des (NBC), KDUB, S.-9:30 . . . . . 24.0
  13. Steve Donovan, Western Marshal (NBC), KCBD, M.-6:30 . . . . . 22.5
  14. Badge 714 (NBC), KCBD, T.-10:00 . . . . . 20.3
  15. Superman (Flamingo), KCBD, M.-5:00 . . . . . 19.5
  15. O'Henry Playhouse (Krasne), KCBD, Su.-8:30 . . . . . 19.5
  17. Crunch and Des (NBC), KDUB, T.-10:00 . . . . . 17.8
  18. Looney Tunes (Interstate), KCBD, M.-F.-5:15 . . . . . 17.2
  19. Science Fiction Theater (Ziv), KCBD, Th.-6:30 . . . . . 16.5
  20. Cisco Kid (Ziv), KCBD, W.-5:00 . . . . . 14.8
  21. Celebrity Playhouse (Screen Gems), KCBD, Su.-8:00 . . . . . 14.3
  22. I Led Three Lives (Ziv), KCBD, M.-8:00 . . . . . 13.8
  22. Captain Gallant (TPA), KCBD, T.-6:30 . . . . . 13.8
  24. Stu Erwin (Official), KCBD, M., Th., F.-4:30 . . . . . 12.8
  25. Wild Bill Hickok (Flamingo), KDUB, S.-5:30 . . . . . 11.8
  26. My Little Margie (Official), KCBD, T.-4:30 . . . . . 9.3

## Success Formula for 'Kangaroo': Correct Usage of Commercials

NEW YORK—The only thing wrong with kids' shows as a buy is the sponsor's misuse of his commercials, according to Jack Miller, producer of "Captain Kangaroo," who points to his show's success as refutation of current ad agency thinking that clients should stay away from juvenile programming.

"When television was new, you could use the 'tell mommy to come and watch this commercial' line," says Miller. "Now it won't work, nor can you rely on your junior viewer to badger the folks into buying your product after the show ends. When TV was a novelty, these things scored. We have developed two approaches instead which are paying off."

One method "Captain Kangaroo" offers its participating sponsors is the direct appeal to adults, according to research figures from the recently reported that it has an audience of 65 adults for each 100 children, 40 of them being "shopping mothers." Its nearest competitor in the survey was "Mickey Mouse Club" with 16 adults.

"Whether the sponsor's aim is to air new products, increase store traffic or raise the age level," states Miller, "they know they can reach

parents directly instead of counting on the youngsters."

**RPI Blurb**

The other approach is typified by sponsor Gerber, signed until 1958, which is using the show to spearhead a "Kangaroo" brainchild, the RPI (Recent Post-Infant) commercial aimed at getting six-year-olds to ask for Gerber's baby foods not for themselves but for their younger sisters and brothers. This has paid off in parental good will, Miller is sure, and the novelty effect of unselfishness when junior reminds mommy in the store to buy

something for baby rather than himself.

The steadily dwindling number of kids' shows is the result of un-

a day to be proud of . . .

When you receive your commission . . . and join on the . . . of an officer in the Naval Reserve. If you are a college graduate, between 18 and 27, you may qualify for the Navy's Officer Candidate School. Visit your local Office of Naval Officer Procurement for complete details on how you can serve your country as a commissioned Navy officer.



NAVY

## TOSCANINI WROTE HIS OWN EPITAPH IN WAX

NEW YORK—Arturo Toscanini, who died last Wednesday (16), was responsible for \$33,000,000 in retail disk sales between 1920, the year of his first recording, and 1954, the year he retired. During the last two years, his rate of sale accelerated, but to a degree which had not been determined by press time.

RCA Victor, to whom the maestro's name and exclusive recording services during his career lent the aura of supreme art, has rushed into production what the company considers its most fitting memorial, Toscanini's recording of Verdi's "Aida." The set originally was scheduled for release on March 25, which would have been his 90th birthday. Most of the work was recorded from the NBC Symphony broadcasts of March 26 and April 2, 1949. The maestro, however, was not completely satisfied with some of the vocal portions, and in 1954 he came out of retirement to re-do these in the studio. This was his last recording date.

The cast of "Aida," which will be issued on three disks, includes Herva Nelli, Eva Gustavson, Richard Tucker (courtesy of Columbia Records), Giuseppe Valdengo, Norman Scott, Dennis Harbour, Virginio Assandri and Teresa Randall.

The Victor Talking Machine Company first signed Toscanini in 1920. In December, 1937, with this company, now like the National Broadcasting Corporation, a subsidiary of Radio Corporation of America, NBC sponsored his organization of the great all-star NBC Symphony Orchestra. Several years later, Victor began eyeing the orchestra's broadcasts as a source for recordings. In recent years, most of the Toscanini sets released have been gleaned from those broadcasts.

Last fall, two of the best selling Toscanini albums of the shellac era, cut with the New York Philharmonic, but since superseded by newer NBC version were released on the low-priced Camden subsidiary label. Once again, the Toscanini name proved its magic, and the entire Camden line took a sensational spurt at the disk counters. Camden now has scheduled the old version of Beethoven's Seventh Symphony for April release, and still another set of orchestra excerpts, for September. The April set will carry Camden's first four-color cover, and first liner notes, by Irving Kolodin.

### 150 Different Works

In the 33 years of his recording activity, which ended in 1954, Toscanini recorded about 150 different works which thru March of '54 had sold 20 million records. This time span included, of course, some of the industry's leanest years. His Beethoven's Ninth Symphony, issued in 1952, is listed as the No. 15 classical seller of the past month (see classical Best Selling Chart in this issue) and, altho it is a two-disk LP volume, it has sold more than a quarter of a million packages all told. His "Nutcracker Suite," which is No. 3 this month, also has been up there for several years.

But Toscanini's value to RCA, NBC, Victor and even the  
*(Continued on page 90)*

## Down Under & Asian Cats Dig R&R, Jazz

MELBOURNE, Australia—The Down Under cats are digging the American rock and roll the most, with "standing room only" tags hung out on all dates of the current Bill Haley package show tour of Australia. The unit, which features Haley and the Comets as well as American rhythm and blues stars, Joe Turner and Lavern Baker, opened in Newcastle January 8 and since then has played to sell-out congregations in Brisbane, Adelaide, Sydney and here.

Prior to the outfit's January 3 take-off from Los Angeles, dates had been set for Manila, but demand for the big outdoor concerts (it is now summer here) in Australia forced cancellation of the Philippine stop-over in order to open up additional dates here.

When the tour winds up January 26 the entire company will fly back to the States. The Haleyites will return to their Chester, Pa., home base long enough to pick up clean clothes before sailing on the Queen Elizabeth for England on the 31st.

Starting February 6, Haley and the Comets will play 17 dates in Britain and Scotland in 14 days, including stops in London, Birmingham.  
*(Continued on page 42)*

WASHINGTON — Benny Goodman and ensemble played for a staggering total of 1,100,000 people on a recent two-week stint at the U. S. Central Exhibit at the Bangkok (Thailand) Fair. According to the International Trade Fairs office here, this is as many as Goodman would have reached had he played seven nights a week for three years in Bangkok's biggest commercial theater, which seats 1,000.

KUALA LUMPUR, Selangor—One of Uncle Sam's most powerful weapons in the battle of ideologies in Southeast Asia is jazz, according to final attendance figures just toted up for Benny Goodman's recent appearance here. The Goodman group invaded this city of half a million and swept it away.

Sponsored here by the Art Council Federation of Malaya, the Goodman crew received cash for a complete sell-out house of over 3,000, when it landed at the airport. Tickets were on the black market a full week before the concert. On the night of the session, Chinwoo Auditorium was ablaze with lights and festooned with applauding thousands of Malays.  
*(Continued on page 42)*

## Victor Irons Out Final Kinks in SOR Coupon Plan

### Direct-Shop Pick-Up by Buyers; Full 38% Profit on Selections

By BILL SIMON

NEW YORK — RCA Victor's Save-On-Records coupon plan will be radically revised as of March 1. The changes, inspired by a recently completed survey of retailers, are aimed at eliminating the last vestiges of dealer resistance to the program.

First, dealers will make their normal 38 per cent profit on monthly selections, rather than the 25 per cent previously allowed.

Second, the monthly SOR selections will be available in the dealers' shops. Formerly, the book holder received his album directly from the Victor factory thru the mail after the dealer had forwarded his certificate to the factory.

The customer now will be able to buy all three monthly selections, rather than two, at \$2.98, with his coupon-of-the-month.

Instead of the one bonus album offered in July and October, the customer now will be able to choose one of two offerings.

EP's also are included in the revised set-up. Hereafter, all selections will be issued as three single EP's rather than in multiple-disk sets. The coupon holder may take one single or all three, at the special price of 99 cents, instead of the regular \$1.29.

### Powerful Kick-off

In order to kick this SOR phase off powerfully, the March SOR pop selection will be "An Evening With Belafonte." The classical choice will be Vladimir Horowitz

playing the Beethoven "Moonlight" and "Waldstein" Sonatas, "Polka Dots and Moonbeams," by the Johnny Hamlin Quintet, will be the jazz selection.

Dealers will be permitted to buy any quantity of the monthly selections they wish up to the number of coupon books they have sold. For example, if the dealer has sold 500 books, he may order up to 500 of each album at the bargain price. He is supposed to sell these to subscribers only, and make his 38 per cent profit, at the bargain \$2.98 rate during the month the selections are issued. Nonsubscribers  
*(Continued on page 42)*

## Decca Pacts 3 New Acts To Roster

NEW YORK — Decca artists and repertoire men were active in the pacting department last week, with three new additions to the roster—trumpet man Wingy Manone, Calypso cat Ray Land, and the Toppers, vocal group featured on the Arthur Godfrey CBS-TV airings.

Manone, horn man of note, returns to the disk scene with an album, "Trumpet on the Wing," featuring his blowing and gravel-voiced vocalizing, and a single, just  
*(Continued on page 42)*

## Cricket Sets Up Pop Subsidiary

NEW YORK — F.A.R. (Full Audio Range) Records has been set up as a pop subsidiary label by Cricket Records, a leading manufacturer of kidisks. Marge Cameron, a well-known nitery comedienne, who produced a number of children's records for Cricket, is the first artist pacted by F.A.R. Her first record, "A Promise Made a Fool of Me," is scheduled for release this week. In it the singer says she is converting from "Rock-a-bye" to "Rock and Roll." Distributors now handling Cricket line will handle F.A.R.

## THE BRAVES DON'T POLK

NEW YORK — Walter Dana, a.&r. chief of Dana Records, sends us a breezy note about one of our stories: "In the current issue of your great magazine you stated that Polka Records are holding their own with the surprising exception of Milwaukee, where polkas dropped. "What is surprise to you is not surprise to us. Why? For three years Dana Records are not promoted, distributed or sold in Milwaukee . . . and polka territory without Dana is like American League without Yankees. Enough said!" That's laying it on the line, Walter!

## ASCAP Prexy Cues Some New Rulings

NEW YORK—An atmosphere of turbulence continued to hang over the American Society of Composers, Authors and Publishers this week. In an indirect reply to various publishers and writers, who have become known as the dissident group, the Society adopted measures designed to eliminate false performance reports from stations; Capitol Hill in Washington was the scene of a visit by Society prexy, Paul Cunningham, and general counsel, Herman Finkelstein (see separate story), following up a similar visit last week by a group of outspoken dissidents; and a writer and a publisher expressed in writing to The Billboard additional comments on the Society's hectic general membership meeting January 3.

Cunningham announced a set of new regulations directed against "the procurement by any of its members, of false reports of performances of their musical compositions by the Society's licensees." The regulations provide: (1) Any

member inducing a false report shall be subject to disciplinary proceedings; (2) the Society's complaint committee may initiate inquiries into any alleged violation of the rule and can require a member to appear before it to answer questions; (3) where the complaint committee finds evidence of conspiracy to cause a false report to be made, the matter will be referred to an "impartial panel of three members"; (4) if the impartial panel finds a member guilty, it may censure, fine, suspend or expel a member.

With this announcement, Cunningham also revealed that the Society is withdrawing its pending petition to interpret or modify the Society's consent decree. Meanwhile, two ASCAP mem-  
*(Continued on page 42)*

### SKIFFLER

## Donegan Set For U. S. Tour

LONDON — Chanter Lonnie Donegan is set for a United States tour with the Harlem Globetrotters, exhibition basketball team. Donegan will arrive in the States March 26 and will open two days later at Madison Square Garden. Between halves, Donegan will entertain with his Skiffle Group. Donegan and the Globe Trotters will do 26 dates.

The chanter last week popped back into England's Top Ten with his Pye-Nixa disk, "Don't You Rock Me Daddy-O." Meanwhile, British diskeries are combining the provinces for skiffle groups, and one is already doing well on British Decca. This is Bob Cort's skiffle group, which is selling well with "It Takes a Worried Man to Sing a Worried Blues," backed with "Don't You Rock Me."

## Mitchell to England for 10-Day Tour

LONDON—Following the upswing in Guy Mitchell's popularity here after the success of his current disk hit, "Singing the Blues," the singer has been booked for a 10-day tour opening on February 10 with an appearance on the Val Parnell Associated Television "Sunday Night Show," and ending with another ATV appearance on February 16 in a specially created spectacular titled, "The Guy Mitchell Show." The deal was set by Lew Grade on his recent visit to New York. A vaudeville tour for the summer was also offered the singer and dates are now being worked out.



**JIMMY DALEY**  
and The Ding-A-Lings



**"ROCK, PRETTY BABY"**  
Music from Sound Track of Universal-International Picture "Rock, Pretty Baby"  
9-30163; 30163  
(Also available in album DL 8429 • ED 2480-81-82)



**DECCA**  
RECORDS

# Ike Asks Big Budget Hike For '58 'Ambassador Jazz'

## Hefty Backing From Diskeries Expected on Talent Diplomacy

By MILDRED HALL

WASHINGTON—A fine fiscal future for Ambassador Jazz in 1958 is indicated in the President's budget requests, released last week (16). The message asks \$20 million for the International Exchange Program, which includes talent tours for State Department, and Trade Fair showings — with \$11 million earmarked for U. S. display in the gala Brussel's World Fair opening this spring.

"Music-USA," the government's two-hour pop and jazz beat that circles the globe, will benefit from the round \$140 million asked for the United States Information Agency—a jump of \$27 million over 1957's fiscal estimate. Out of this increase, an extra \$6 million will swell the Agency's overseas broadcast program to a total of over \$27 million, as compared with 1957 estimate of \$21 million.

"The world situation calls for increased emphasis on this program," the President said of the International Exchange of Talent and Trade. A new showcase in the spread of U. S. jazz overseas will be the huge Brussel's Fair exhibit, headed by a special commissioner general, with a Broadway information office to keep the

entertainment world informed of what talent is getting into the World Fair act. The aforesaid talent will have an audience of over 35 million souls, it is estimated, representing 50 countries, during the April to October showings at the Fair.

### Talent Diplomats

State Department also plans more international audiences for America's talent diplomats, with 59 of the expensive jaunts scheduled in the 1958 budget as against 47 planned for fiscal 1957. The international success of Goodman and Gillespie jazz appearances during the past year is expected to reduce the kind of objection voiced in the last Congress by long-hair Appropriations Committee members.

Jazz emissaries sent by State Department will be booked at U. S. exhibitions at international trade fairs, whenever Commerce Department can arrange it. The Trade Fairs office will have Uncle

Sam exhibiting in 33 fairs during fiscal 1958, as against 24 in fiscal 1957, if the budget is approved. Commerce spokesmen expect a repeat of record companies getting on the bandwagon on overseas sales promotion. They hope for more on-the-spot waxing of jazz artist disks like the thumping success of the Goodman performance during the Bangkok Fair recently.

Worldwide promotion for all the International Exchange Programs will be carried on by the U.S.I.S. If budget requests are honored, the Agency will also step up its own broadcast activities from about 44 hours daily to over 51 hours. The "Music-USA" program will be maintained on the wider scale effected in the past year.

Here at home, the Eisenhower message specifically asked Congress to establish a Federal Advisory Commission on the Arts. This would give performing artists federal representation.

## Riverside Label Goes Big Time

NEW YORK—Riverside Records, which started as a jazz label with exactly \$500 in cash a little more than four years ago, will issue more than 150 new LP's in 1957. This number will include jazz, folk, spoken word, sports car and specialty-pop packages. The line will be backed with \$50,000 worth of consumer-slanted advertising.

According to partners Bill Grauer Jr. and Orrin Keepnews, the company is buying its own three-story building on West 51 Street and will consolidate all of its operations there on or about April 1.

Riverside's 1956 volume, according to Grauer, was nearly six times that of 1955. There are 200 LP's in the active catalog, of which 80 were released in '56. During '57, the company will release at least 12 new packages in its Jazz Archives Series, gleaned from historic masters which were obtained from such defunct companies as Gennett and Paramount and various piano roll firms. About four modern jazz disks will be issued each month and an average of three folk disks. In the new Spoken Word series,

six complete plays are scheduled, plus a variety of readings, scenes, etc.

Three or four new sampler specials will be added to the three already in the line. These \$1.98 specials will remain in the catalog permanently.

### Enters Tape Field

Starting in 90 days, Riverside, via Livingston, will be in the stereo tape field. At least 70 stereo reels will be issued in the (Continued on page 42)

## AUSSIES HOT FANS OF YANKEE DISK ARTISTS

HOLLYWOOD — Australians are avid disk fans, and above all, fans of American recording artists. So reports Stan Freeberg, fresh from an apparently highly successful Down Under tour. Disk satirist Freeberg was part of a troupe booked by Lee Gordon which included vocalist Don Cornell, Joe (Fingers) Carr (Lou Busch), the

## MERC. TOPS IN BILLBOARD'S LP COVER DERBY

NEW YORK — Mercury Records has taken first place in a tally of the winners of The Billboard album cover contest during the last 25 issues in 1956. Since the weekly feature started in the July 14 issue, Mercury has placed five winners, four of which were classical album covers. The diskery also tied RCA Victor and Dot Records in another derby, placing 14 of its 1956 singles releases on the best selling pop singles chart.

Columbia placed four album cover winners, with Epic, Decca, RCA Victor, Capitol and Liberty Records all tied for third place with two cover winners each. Coral, Riverside, Verve, ABC-Paramount and Bally all had one winner apiece.

## ASCAP Brass to Capitol Hill

WASHINGTON — Another march on Capitol Hill by members of the American Society of Composers Authors and Publishers took place last week (18). This time it was a higher echelon performance. ASCAP President Paul Cunningham and the Association's counsel, Herman Finkelstein, presented their views on the current civil war over ASCAP distribution and logging practices to Rep. James Roosevelt (D., Calif.), following in the footsteps of the dissident spokesmen the previous week. (The Billboard January 19).

Details of the informal meeting, held in the office of House Small Business Committee member Roosevelt, were not released by ASCAP representatives here. The Association's Washington spokesmen, Newmyer Associates, would (Continued on page 42)

## First: WDBJ Early-Morning Folk Tuner

ROANOKE, Va. — The first early-morning, all-country music television show in the nation has been inaugurated at WDBJ here by promotion director Mike Schaffer. Program is beamed 7-8 a.m., five days a week. Show kicked off 50 per cent sold, according to Schaffer, with such sponsors as Dr. Pepper, Rainbo Bread, Virginia Home Improvements Company and McKesson-Robbins Drugs.

Each Thursday's program is designated as The Billboard Day, when the front page of the publication is prominently displayed and the top 15 selections from the country music charts are read off and played.

Friday is termed Salute Day, when tribute is paid to some city within the viewing area, which takes in 67 counties in Virginia, West Virginia and North Carolina. The latter feature is heavily promoted in the territory and a lead-

(Continued on page 42)

## NO WAY OUT OF THIS WRANGLE

NEW YORK—RCA Victor found itself unexpectedly in the 49-cent pop-disk business last week.

The company has been putting out 45 r.p.m. children's records on its 49-cent Bluebird label, aiming these at the supermarket set. Last week it issued a new version of the fast-moving Disney click, "Wrangle Wrangle," warbled by none other than Vaughn Monroe, on Bluebird.

Apparently Monroe regarded this as more than a kidisk, and he kicked it off on the late-evening Hy Gardner TV show. Reportedly, the orders came piling in. And Victor is stuck with the 49-cent tag.



BARNEY BALABAN (left), president of Paramount Pictures Corporation, and Randy Wood, president of Dot Records, Inc., seen after contracts were signed whereby Paramount bought Dot Records to make it a Paramount subsidiary firm (The Billboard, January 12). As part of Paramount's purchase agreement, Wood remains at the helm of Dot, the label he founded in Gallatin, Tenn., in 1951 and built it to a multi-million-dollar firm. Wood will also serve as a vice-president of Paramount Pictures.

## Jones Heads Cap's Custom

HOLLYWOOD — George R. Jones was named manager of Capitol's custom service division to replace Tom Mack, who recently resigned to join Dot Records. Jones left his post as West Coast manager for Langlois Filmusic, Inc., to switch to the Capitol custom position. Prior to his association with Langlois, Jones served C. P. MacGregor Transcriptions firm for 15 years where he had been elevated to general sales manager.

## GIMMICK DISK

## GE Denies Any Diskery Ambitions

NEW YORK—General Electric, international industrial titan, which, until recently has shown little if any interest in the record business, now turns out to be responsible for a minor hit around Louisville.

The disk, with a GE label, credits writing and production to the outfits' ad agency, George R. Nelson, Inc. The tune is "Kentucky," and it's sung by Julie Conway, with the Nelsons. The same recording is on both sides. It's being plugged heavily on local radio, is in the juke boxes, and is on sale in the record shops.

Actually, the record was cut as a community relations project for GE's Louisville plants. It praises the locale and people, and gets in what one GE exec described as a "low key commercial" for GE appliances.

A GE spokesman denied, however, that the company was planning to enter the record business beyond this venture. Rumors that some such move was afoot had circulated in the trade last week.

## Jungnickel Suit Goes to Federal Court

NEW YORK—Ross Jungnickel, Inc.'s Supreme Court suit against Music Publishers Holding Corporation—involving renewal rights to more than 120 tunes written by the late Buddy DeSylva in collaboration with other writers — has been moved to Federal Court jurisdiction as a result of a motion by the defendants. Inasmuch as copyright claims were involved, defence held that Federal Court had proper jurisdiction.

The suit seeks an accounting of moneys due to the late DeSylva, and one-half of the late author's royalties on renewals. Tunes include "Somebody Loves Me," "Birth of the Blues," "Black Bottom" and many others.

## Sonotape to Release First Ork Stereos

NEW YORK—Sonotape, tape-recording affiliate of Westminster Records, will release its first stereophonic orchestral tapes in February. At the same time, the outfit will release its first monaural demonstration tape, or "sampler" at the bargain price of \$3.50.

Several Sonotape stereo reels, released in the past few months have featured color or chamber works. The new orchestral reels will include Beethoven's Fifth Symphony, Tchaikovsky's Fourth and the Nutcracker Suite, all conducted by Artur Rodzinski.

The monaural sampler will carry eight excerpts from top releases, all in a light concert vein. In addition to this issue, Sonotape will bring out four tapes at the regular \$7.95 tag, and two at \$9.95 in February.

## Belter Album Wins Spanish Accolade

BARCELONA, Spain — Belter Records' LP, "Exitos De Ayer Y De Hoy" ("Hits of Today and of Yesterday"), recorded by the French maestro, Bernard Hilda, has obtained the "Gran Premio Del Disco 1956" here. The disk, which is the first of Belter's carried out in Spain, has proved a big seller in Europe and South America.

# ATLANTIC IS **FRANTIC!**

KEEPING UP WITH **8 BIG HITS...**

**HIT!**

**JIM DANDY**  
Lavern Baker  
Atlantic #1116

**HIT!**

**SINCE I MET YOU BABY**  
Ivory Joe Hunter  
Atlantic #1111

**HIT!**

**WITHOUT LOVE**  
Clyde McPhatter  
Atlantic #1117

**HIT!**

**MIDNIGHT SPECIAL TRAIN**  
Joe Turner  
Atlantic #1122

**HIT!**

**I MISS YOU SO**  
Chris Conner  
Atlantic #1105

**HIT!**

**BABY, BABY, OH MY DARLING**  
The Clovers  
Atlantic #1118

**HIT!**

**JUANITA**  
Chuck Willis  
Atlantic #1112

**HIT!**

**BARRELHOUSE**  
Chuck Calhoun  
and The All Stars  
Atlantic #1120

## 4 NEW HITS

**"FOOLS FALL IN LOVE"**  
**"IT WAS A TEAR"**  
The Drifters  
Atlantic #1123

**"LUCKY LIPS"**  
**"MY HEART IS BREAKING OVER YOU"**  
Ruth Brown Atlantic #1125

**"AIN'T THAT LOVE"**  
**"I WANT TO KNOW"**  
Ray Charles Atlantic #1124

**"NEAR YOU"**  
**"ONE LOVE"**  
The Cardinals Atlantic #1126

**ATLANTIC RECORDING CORPORATION**  
157 WEST 57th St. NEW YORK 19, N. Y.

## Pubs Merger Sets Song Swap Sights

NEW YORK — The recently organized publisher combination of Francis, Day & Hunter-B. Feldman-Robbins Music, Ltd., is blueprinting plans for the international exchange and promotion of song material.

A chief move in this direction will be the organization of a company in the United States by B. Feldman-Francis, Day & Hunter, to exploit its own copyrights and to represent other British and foreign catalogs here. The development, expected shortly, is expected to include naming the Big Three to handle selling and management arrangements.

In London, Feldman-Francis, Day are also increasing their exploitation activities in order to attract American and other foreign publishers for British and Continental representation. Already this firm is credited with top performances in the British territory.

One of the deals in the making is for Feldman in London to handle British rights for the American catalog of Joy Music. Feldman already handles a large block of copyrights from the Music Publishers Holding Company and other important American publishers in the British and French markets. The new combine—Francis, Day & Hunter-B. Feldman and Robbins Music, Ltd.—will continue to use its continental chain of affiliates to handle exploitation outside British territory. The new combine also intends to make available to independent foreign publishers sufficient material to attract their music on an exchange basis.

These plans arise out of discussions by Fred Day and Mickey Scopp, heads of Francis, Day & Hunter and the Big Three respectively, during Scopp's recent visit to London. Scopp and Day are expected to crystallize additional details in forthcoming conferences.

## Krasnow Now Reynard V.-P.

NEW YORK—Hecky Krasnow, until recently director of children's and educational recording at Columbia Records, has joined Reynard Publishing Company, Inc., as a vice-president. Reynard is a subsidiary of Sam Fox Publishing Company.

Krasnow, a composer and author, will join with Reynard's Leo Israel in the creation, recording and exploitation of material in his field for release on major labels and on a Reynard label which will be instituted specifically for the educational market.

## SPOUSE WOULD 'CALL THE TUNE'

NEW YORK — Harvey Geller, promotion man for Oxford Music, reported the greatest excuse he's heard yet from a deejay for not playing a publisher's plug tune. Oxford is now working on "Take Me Back, Baby" (recorded by Guy Mitchell). "How come you're not playing the record?" asked Geller. The jockey replied, "I'd like to, but I can't. I've broken up with my wife, but she still listens to my program. If I play your tune, she'll think I'm playing it for her, and feel I've changed my mind."

## S.&S. PLUGS DISK-BOOK TIE

NEW YORK — Simon & Schuster, book publishing firm and producer of Golden Records, will make one of its occasional forays into the pop music publishing field in February.

S.&S.'s Walton Music firm, an ASCAP affiliate, will work with Columbia Records to promote the Walton tune, "The King of Paris," which is based on the best selling S.&S. book of the same title. Music was written by Columbia's Paul Weston and cut by his wife, Jo Stafford. It will be in the stores by February 4.

S.&S. is supplying Columbia with copies of the book, which will be shipped to disk jockeys along with the record. S.&S. also is negotiating currently to sell the story-and-song package for films.

S.&S.'s first publishing push was on another book-based tune, "Second Ending," which was cut by Jerry Vale for Columbia last year.

## Angel Adds \$3.98 Line

NEW YORK — Angel Records February package release will include the first disks in a new \$3.98 "Library Series" of chamber music.

Recognizing the limited market for this type of music, the company has designed a new, simple and highly durable jacket for the series. Angel's regular factory-sealed disks continue at \$4.98 and the "standard" packages at \$3.48.

Heading Angel's regular-line releases in February will be the Mozart opera, "The Abduction From the Seraglio," conducted by Sir Thomas Beecham, with a cast that includes Lois Marshall, Ilse Hollweg and Leopold Simoneau. The release also will include the first recording of the complete Handel Oratorio, "Israel in Egypt," conducted by Sir Malcolm Sargent. This, like the Mozart, will occupy two disks.

The series of Schumann orchestral disks by the Israel Philharmonic will be completed with the issuance of the "Rhenish" Symphony and "Manfred Overture." Otto Klemperer's series of the Beethoven Symphonies, with the Philharmonia Orchestra, will be continued with his new version of the "Fifth."

Another dealer highlight will be the Brahms "Double Concerto," played by David Oistrakh and Pierre Fournier with the Philharmonia.

The Library Series will feature the Smetana Quartet in two Mozart works and the Quartetto Italiano in some early Italian music. Other sets in the regular line will feature such artists as Igor Markevitch, Lovro Vov Maticic, Malcuzyński, Ashkenazy and the Louis de Froment Chamber Orchestra.

Angel is recording the new Menotti ballet, "The Unicorn, the Gorgon and the Manticore," which had its premiere performance here last week at the New York City Center.

## Capitol Inks Tommy Sands

HOLLYWOOD—Capitol Records last week signed Tommy Sands and immediately mapped plans to build the 19-year-old guitar-strumming Elvis-flavored vocalist into a teen-age idol.

Capitol is rushing into releases two sides recorded earlier in the week of songs Sands will perform

## Urge 10% Tax On Tape, Wire Recorders

WASHINGTON—A 10 per cent levy on tape and wire recorders was urged last week (14) by the House Ways and Means Excise Tax Subcommittee in its report on the Forand (D., R.I.) Excise Hearings held last November and December.

The Subcommittee report also approved Rep. Forand's proposal to tax phonograph record players as components rather than as end articles themselves. It further recommended that the tax proposed by the Forand Bill, H. R. 12298, be extended to include tape and wire players and tape and wire recorder-players.

Industry spokesmen told Subcommittee Chairman Forand at the December hearings that Congress should stick to its traditional policy of not taxing a new industry that is not firmly established. Forand said he'd rather "have no excises at all," but Treasury spokesmen were reluctant to lose any revenue. The new tax on tape and wire recorders would yield about \$5,000,000 a year to the Treasury.

There was no congressional action on the Forand Bill last session, and it will have to be reintroduced this session before it can become law. Recommendations made by the Subcommittee in its report, however, must be approved by the full Ways and Means Committee before the bill can be reintroduced. Committee spokesmen say "it will be a matter of months" before any definite action is taken.

## Frank Music Ups Ostrow To Exec Post

NEW YORK — Stu Ostrow, who has been heading up Frank Music's Hollywood office, is scheduled to return to New York where he is being promoted to executive assistant. The move will take place in March according to Herb Eisenman, general manager, who stated the change is in line with the expanding operations of the firm.

Joe Linhart, of the New York office, moves to Hollywood to take over the West Coast operation. Charles Janoff continues as the professional representative in the New York office.

Frank Music's affiliated firms are Frank Distributing Corporation; Frank Productions, Inc.; Saunders Publications, Inc.; Empress Music, Inc.; Audubon Music, Inc.; Desilu Music Corporation, Liberty Songs and Globary Music, Inc.

## Major Artists Adds Pubbery

NEW YORK—Major Artists, local personal management firm operated by Jim Tyson and Jerry Rappoport, has entered the music publishing business, and also has signed five new acts.

The new publishing wings are Sewan and Typort Music. Veteran song plugger Solly Loft has joined the organization to operate these.

New artists and their present disk affiliations include Dick Todd, Decca; Anamarena, Vik; Annette Warren, ABC-Paramount; Jackie Burns, Vik, and Johnny Hartman, Bethlehem. All are singers, except Burns, who is a pianist.

in his starring role on the January 30 "Kraft Theater" production of "The Singing Idol" (NBC-TV). The teleplay calls for the songs to get prominent treatment in the hour-long show.

## 'HEART' REWARD FOR TALMADGE

CHICAGO—Mercury Records' Art Talmadge, who claims that any talent prospect who comes to his office will get a listen, is taking bows this week before evidence that the bothersome policy pays off. The firm's number 1 plug is a treatment of "Wild Heart" by Layne, a 15-year-old school girl from Park Ridge, Ill. It's been getting heavy deejay action here, with sales taking off handsomely in stores and one-stops.

Given a routine audition, a.&r. staffers at Merc were taken by the youngster's hard-voiced, steamed-up style, suggestive of Kay Starr and Teresa Brewer. Very next day she recorded the tune.

The company's audition policy is not without its obstacles, however, for talent hopefuls. Talmadge admits that young Miss Layne had been badgering him for a hearing for two solid years.

## Marshall Exits 'Ballroom' Seg

NEW YORK—For the second time in its 22-year-history WNEW's "The Make Believe Ballroom" has changed helmsmen. With the departure of Jerry Marshall, who had been with the station 14 years and who succeeded Martin Block on the Ballroom show three years ago, Art Ford was named as successor. Ford begins his new tenure Monday (21).

In a statement, Marshall said that "After 14 years at WNEW it has become clear that differences of opinion between me and the management of the station with respect to the programming policy of the 'Make Believe Ballroom' have made necessary a severance of my relationship with the station. I view this with a great deal of regret because of my loyalty both to the station and to my listeners."

Marshall's contract with the station had six months to run and his attorneys said that on the basis of negotiations being concluded Friday (18) with the station's management, a completely satisfactory settlement had been made.

One reason for the split was believed to be the station management's desire to program spot transcribed announcements during segs of "The Ballroom." Marshall reportedly preferred at straight 15-minute segment sponsorship basis for the show. Substitution of spots would have reduced the jockey's income.

A source close to Marshall indicated that the jock, who enjoys one of the nation's highest ratings, has in mind not only TV work but radio jockey work on a national or network basis.

## Cap's Dunn Visiting East

HOLLYWOOD—Lloyd Dunn, Capitol Records, Inc., vice-president in charge of sales and merchandising, left last week for a three-week Eastern business trip. Dunn will confer in New York with Capitol Records Distributing Corporation's new national sales manager, Max Callison, and will visit CRDC branches in Boston, Philadelphia and Hartford, Conn.

Dunn will address the annual midwinter conference of Associated Business Papers in Chicago on February 6.

## CAIDEN FRP

## Collector's Items to Be Re-Issued

NEW YORK—The Jack Caiden collection of rare records, available in the shellac era on the Collectors' Record Shop label, is now being made available on LP. Caiden, owner-operator of the Empire Records pressing plant here, has launched a new label for the LP's, called Famous Records of the Past (FRP), starting out with eight disks.

Caiden's material embraces early operatic, theatrical and documentary performances. Some of the sides date from 1900 disks and from even earlier cylinders. Next month, for example, he will release a musical comedy LP with the voices of Eva Tanguay, Lillian Russell, Joseph Jefferson and Marie Dressler.

In his operatic series, he has such artists as Battistini, Lilli Lehmann, De Luca, MacCormack and Kurz.

Caiden is selling his disks direct to stores rather than thru distributors. His 10-inch LP's retail for \$3.98 and his 12-inchers for \$5.95.

## Disk Talent Draw to Test At Paramount

NEW YORK—Three top-notch dishing names have been pacted to kick off a possible revival of the famous two-for-one show policy of the Paramount Theater here.

The fabled home of the name bands of yesteryear will bring in Ella Fitzgerald, Nat (King) Cole and Count Basie and his band with Joe Williams in a one-week booking commencing Wednesday (23). The management was said to look upon the show as a "test" of the current selling power of a movie plus stage show policy.

Altho Henry Spiegel, flack for the theater, declined comment as to whether future shows might feature disk stars primarily, since record acts are among the hottest on the "in person" circuit today, the Paramount could again take its place as a prime exposure level for platter talent. On a special booking last summer, Frank Sinatra, working with the Dorsey Brothers ork, set a new record for a one-week take at the theater.

ROCHESTER, N. Y.—A new record company, Ken Records, has been formed in the Flower City by Ken Charles, of Ken Charles Productions. The first sides will be released this month.

Heading the talent roster is the Chuck Alaimo Quartet, a rock and roll group. Also signed are Bernie George, the Four Echoes and the Len Hawley ork.

## CHEVRON ALBUM ART GOES COMIC

HOLLYWOOD—Chevron Records has signed two well-known cartoonists to provide cover art for its LP albums. George Garabedian, Chevron president, has acquired the services of Virgil Partch, whose pen-work has been seen in Look, Collier's and other national magazines, and has made an exclusive agreement with Paul Welb, known for his hillbilly cartoons in Esquire.

Chevron feels the humorous but simple line drawings will provide its albums with a freshness in appearance when contrasted to the multi-colored covers of competitive product to arrest the eye of prospective buyers.



# ETHEL MERMAN

in

## "HAPPY HUNTING"

# FERNANDO LAMAS

Lyrics by

## MATT DUBEY

Music by

## HAROLD KARR

Book by

## HOWARD LINDSAY and RUSSEL CROUSE

### "MUTUAL ADMIRATION SOCIETY"

Teresa Brewer—Coral  
 Eddy Arnold & Jaye P. Morgan—RCA Victor  
 Charlie Applewhite—M-G-M  
 Jimmy Blaine & Dotty Evans—Grand Award

### "IF'N"

Jaye P. Morgan & Eddy Arnold—RCA Victor  
 Richard Hayes—ABC-Paramount  
 Jeannie Carson—Decca

### "A NEW-FANGLED TANGO"

Dinah Shore—RCA Victor  
 George Cates—Coral  
 Hugo Winterhalter—RCA Victor

### "THIS MUCH I KNOW"

Tony Martin—RCA Victor  
 Denise Lor—Liberty  
 Jeannie Carson—Decca  
 Lurlean Hunter—Vik  
 Bob Eberle—Grand Award

### "I'M A FUNNY DAME"

Eartha Kitt—RCA Victor

### "I'M A FUNNY GUY"

Al Martino—Capitol

### "THIS IS WHAT I CALL LOVE"

Diahann Carroll—RCA Victor  
 Modernaires—Coral  
 Bob Eberle—Grand Award

### "SHE'S JUST ANOTHER GIRL"

Jeffrey Clay—Coral

### "THE GAME OF LOVE"

Ames Brothers—RCA Victor

## ALBUMS

ORIGINAL CAST ALBUM  
 —RCA Victor

HUGO WINTERHALTER  
 —RCA Victor

LAWRENCE WELK—Coral

TED STRAETER—Kapp

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**'CHANTEZ'**  
**Study in**  
**Personal**  
**Promotion**

NEW YORK—Importance of a hit record to top-ranking TV stars is illustrated by the concentrated effort Dinah Shore has been putting behind her new Victor disk, "Chantez Chantez," backed with "Honky Tonk Heart." In order to find good material, Dinah opened her home to songwriters, finally coming up with the "Chantez" tune by Irving Fields and Al Gamese and "Heart" by Red Skipwine. "Chantez" is getting the initial reaction, and was premed strongly on Dinah's TV show, being reprised several times. Additionally, Dinah has found time to personally promote the disk with a flock of deejays in key areas.

Following the initial TV plug, disk kicked off with a strong sale and the tune sold 6,500 sheet music copies in several days. Hanson Publications are now issuing the tune—which is in Manchester Music (ASCAP)—in a choral edition.

**Celeb Series**  
**Blueprinted**  
**By Mercury**

CHICAGO — Mercury Records will soon launch a new singles series to be based on recouplings of standard tunes performed by established artists, Art Talmadge, vice-president, announced recently. It will be called the "Mercury Celebrity Series" and a new set of catalog numbers will be established for it.

Thinking behind the move is the belief that a hidden adult market for singles can be built for catalog items which feature evergreens back to back, added to the steady demand for such material from juke ops. Thus an old steady like Patti Page's "Tennessee Waltz" would be strengthened by backing it with another tune good for the long pull, and the deadwood which previously backed such numbers would be dropped from the catalog.

**Hormel Pubs**  
**Realign Help**

HOLLYWOOD—Georgie Hormel, president of indie Zephyr Records, continued the realignment and addition of personnel here recently, naming Mary Lyon to the professional manager's post of his Westwind and Gale music publishing firms. Miss Lyon formerly was production manager for the firm, with Roland Gay replacing her.

Al Horwitz has joined the staff as Western office manager, with Pierre Riolland added as a full-time photographer. Hormel previously appointed Irv Marcus as vice-president in charge of sales.

**Cap's Kepler**  
**Trekking East**

HOLLYWOOD—Leo Kepler, Capitol's classical records merchandising manager, is devoting the next three weeks to visiting record dealers in various Eastern markets. Kepler will huddle with dealers in New York, Chicago, Detroit, Cleveland, Boston, Baltimore, Philadelphia and Washington.

Kepler will report dealer reaction to Capitol's new classical catalog to Capitol's national merchandising director, Bud Fraser.

**ASCAP Prexy**  
• Continued from page 37

bers took written exception to certain phases of The Billboard's account of the January 3 meeting (The Billboard January 12 issue). S. J. Ottinger of Gateway Music said the published report of Oscar Hammerstein's statement was out of context and did not reflect "the true import of his antiquated viewpoint which represents the philosophy of the Robber Barons of the 19th Century."

According to Ottinger: "Hammerstein words, 'let the devil take the hindmost,' and 'you know who the hindmost are,' do not define the aims of an ethical moral, organized, capitalist society, but rather that of the jungle." The Billboard quoted Hammerstein to the effect that there never could be an equal vote in the Society, due to the vast difference in the size of the various catalogs represented.

In another letter, Hans Lengsfelder said his speech was not interrupted by disturbances, as reported in the story, and that he actually received considerable applause. Lengsfelder also stated that the several members remarked about his foreign birth, these remarks were not made publicly. He alluded to a number of "top bracket" members who were also foreign born. Lengsfelder concluded that "barring the press from the meetings accounts for inaccuracies and misunderstandings and thus does not serve the best interest of ASCAP."

**ASCAP Brass**

• Continued from page 38

only say that both Cunningham and Finkelstein had departed the city right after the meeting, and "could not be reached for comment."

While Rep. Roosevelt also left town after the meeting, it was learned from his office that Committee jurisdiction for the ASCAP dispute is still undecided. Congressional investigation of the ASCAP situation — which appears fairly certain to take place—will be conducted either by the House Small Business Committee, or the House Education and Labor Committee, which recently reported on the AFM trust fund wrangle (Billboard December 29; January 12). Roosevelt is a member of both groups.

**Aussies Hot Fans**

• Continued from page 38

Australia to the fact that three of his recordings are among the current best sellers Down Under.

The Aussie's intense interest in U. S. recordings was evident, Freeberg said, when the crowds corrected him whenever he altered the lyrics of his own selections. He purposely injected some Aussie expressions to give the selections local appeal, but found that the fans had memorized the original lines from the American recordings.

Despite the wide distance that separates America from Australia, disk tastes are the same, according to Freeberg, with rock and roll riding high and Elvis Presley the current rage.

**Down Under**

• Continued from page 37

ingham, Manchester, Leeds, Glasgow, Liverpool, Cardiff, Plymouth and Southampton. Lew and Leslie Grade are booking a series of British acts to work with Haley in these shows.

American booker Jolly Joyce as well as the wives of some of the group will make the European trek with them. Joyce has been authorized, while in England, to negotiate for British bookings for

**SOR Coupon Plan**  
• Continued from page 37

ers are expected to pay \$3.98. After the month is over, the price becomes \$3.98 to all comers.

Naturally, Victor does not anticipate that all subscribers will take all offerings. This then will afford the dealer the chance to make an extra dollar profit on all unclaimed "specials."

The monthly SOR bulletin, which announces the forthcoming selections each month, will continue to be mailed, with each dealer's imprint, by the Victor factory. This bulletin will be the medium whereby subscribers will be advised of the change-over in the SOR operation.

When SOR was last revised, in November, it was set up for the customer to buy, from his dealer, a coupon book containing 15 coupons. The cost was, and is \$3.98, which immediately entitled him to pick any Victor album out of stock gratis. The other bonus coupons, one each for July and October, entitled him to receive two additional free albums, for a total of three.

Each of the other coupons entitled him to buy two \$3.98 pre-selected albums each month at \$2.98 each. One each is offered in the pop, jazz and classical categories. Now, as stated, he may take all three.

**Riverside Label**

• Continued from page 38

first year, with six coming on the first release.

Riverside personnel will be expanded, particularly on the production staff. Currently Grauer and Keepnews handle sales as well as over-all a.&r. Barrett Clark, former scripter with CBS, has been retained to handle Spoken Word production and editing. Kenneth Goldstein is in charge of the folk division, Ray Fowler is staff engineer, and Harris Lewine handles promotion. The label has swelled its distributor list to 21, and has a deal with Decca-London for most countries outside the U. S. A.

Grauer and Keepnews have been supporting their expansion in part with fees obtained from other diskeries. A couple of years ago, in their roles of prominent jazz archivists, they put together the Label "X" Vault Series for RCA Victor. They also worked with Victor and the J. J. Little and Ives Company in preparing the RCA Victor Encyclopedia of Recorded Jazz, which Little and Ives have been selling in supermarkets at 98 cents per disk.

**Decca Pacts 3**

• Continued from page 37

issued, of "Party Doll," and "Real Gone."

Ray Lang and his Calypso group, now appearing here at the Jamaican Room, had their first disk audition last week. Reportedly, a.&r. man Hal Webman was so carried away with the audition that, after the first half hour, he called for the release of two great sides, "Last Train," and "Keetch."

The Toppers, veterans of Le Ruban Bleu, local bistro, and other Manhattan and out-of-town club work, have been Godfrey regulars for a number of months. Group consists of Bob Harter, Ed Cole, Bob Flavelle and Paul Friesen. First disk couples "Stasu Pandowski," with "The Purple Hills."

various stars of the Grand Ole Opry as well as for Steve Gibson and the Redcaps, and Damita Jo.

Following the completion of the tour of the Isles, the group will spend two more weeks appearing in Germany, France, Belgium and Ireland before sailing for home March 10.

**Benny Goodman**  
• Continued from page 37

Chinese, Indians, Royal Air Force troops and Americans from the small colony here. Every soloist and number was greeted with uproarious applause, with the sextet offerings and "Sing, Sing, Sing," coming in for the noisiest reception.

In addition to Thailand, the Goodman Asian trek covered Singapore, Malaya, Cambodia, Burma, Hong Kong, Korea and Japan. In all locations the story was the same; wild crowds of Asian jazz fans, ecstatic with joy at seeing their first live American band. In Hong Kong, Goodman played to packed houses scaled from \$25 to \$5 in a four-day engagement. During the safari, Goodman annexed such honorary titles as fire chief of Singapore, governor of Kuala Lumpur and mayor, traffic commissioner and police chief of Bangkok.

**WDBJ Folk Seg**

• Continued from page 38

ing disk jockey from the city selected appears as guest on the program.

News, weather and sports are also featured on the program. WDBJ is the CBS outlet here.

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MARIANNE**

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- 11/30 Dinah Shore (Chevvy) Show
- 1/6 Steve Allen Show
- 1/8 Jonathan Winters Show
- 3/6 Master of Ceremonies Arthur Godfrey & His Friends Show

### TV CANADA

- 1/9 Cross Canada Hit Parade

### TV LONDON

- 2/10 Sunday Nite at the Palladium
- 2/16 The Guy Mitchell Show (Associated Rediffusion)

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## TAKE ME BACK BABY

and

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**COLUMBIA**  **RECORDS**



Press Relations  
**MARVIN DRAGER**



# The Billboard's 1st DISK JOCKEY QUARTERLY

Programming tips and trend for jockeys and station management — plus — complete 1956 Chart recaps



## Editorial

With this issue The Billboard initiates its Disk Jockey quarterly program. Replacing our annual jockey issue with the quarterly system ensures far stronger coverage of the record-music scene and its relationship to broadcasting.

Motivation for the new policy is simple and inescapable. The music record industry's booming pace brings with it increasing problems of programming. Developments at all levels of repertoire—pop, country and rhythm and blues singles and albums in all categories—are moving at such a pace that the jockey's needs cannot get adequate treatment in one annual special.

The rise of the record business has broadened the jockey audience to include a much greater segment of the adult audience. The jockey's responsibilities to his station, his sponsor and his expanded audience are obvious. The Billboard's quarterlies have been planned to help the jockey with every phase of his widened responsibility.

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## WHO JUICES THE SPOTLIGHT?

# Jock Showcasing of New Talent Keeps Wax Fresh

- Foresight and backing puts Presley, Perkins, Little Richard, Teen-Agers on the charts
- Many r.&b., c.&w. artists hit pop pictures in '56 via deejay push and savvy

By BILL SIMON

As long as there are disk jockeys who are ready, willing and able to spot new talent and showcase it, the record business will remain fresh, vital, interesting and unpredictable. This was borne out dramatically in 1956, the year which saw the arrival on the Best Selling Charts of such new and by now established pop stars as Elvis Presley, Carl Perkins, Little Richard, the Teen-Agers and many others.

The dominant fact in the 1956 picture, and here again, it's the deejays who can take much of the credit, was the emergence on the pop charts of many artists who previously had been thought of only as rhythm and blues, or as country and western sellers.

But taking first things first, it was in The Billboard of March 10, 1956, that both Elvis Presley and Carl Perkins made their debuts on the pop charts. Presley with his first RCA Victor platter, "Heartbreak Hotel," and Perkins with his all-market hit, "Blue

Suede Shoes," cut for Presley's erstwhile employer, Sun Records of Memphis.

Perkins unluckily landed in the



Kay Starr, whose "Rock and Roll Waltz," on RCA Victor, was the most played pop record in juke boxes during 1956, according to Billboard year-end chart tallies.

hospital following an auto accident, but Presley went on to produce hit after hit for every category of chart. Most of these are still selling and, for the record, these are the titles that made the pop list: "Don't Be Cruel," "Hound Dog"; "I Want You, I Need You, I Love You"; "Love Me Tender," and even two numbers which had been released only as part of EP's, "Love Me" and "Blue Suede Shoes."

Sun also produced a pop hit by c.&w. artist Johnny Cash, namely, "I Walk the Line."

Actually, this resurgence of country talent in the pop play area was a part of the whole so-called "rock and roll" surge in all fields and gave rise to the term "rockabilly," applicable to country artists who performed blues tunes and other material backed by the Big Beat. Capitol came up with Gene Vincent and "Be-Bop-a-Lula," and Vincent provided more good program material in his Capitol LP which followed. Jim Lowe, a pop artist-writer with c.&w. roots, who had come close in several previous attempts, finally clicked in all categories with "Green Door." Lowe, a deejay himself on WCBS, New York, got hefty support from his spinner colleagues thruout the land.

While not exactly in the same rockabilly mode, but still not remotely urbane, there was the novelty vendor called Nervous Nervus on Dot. Nervus' "Transfusion" made a lot of noise literally and figuratively, and the artist was able to follow up that unusual entry with "Ape Call."

(Continued on page 58)

## 1957 Adds to DJ Responsibilities

- Changing trends call for special study
- Must keep abreast to hold current status

By PAUL ACKERMAN

As the nation's Number One practicing musicologist, the disk



Gogi Grant, Era artist, whose disk, "The Wayward Wind," was the pop record most played by jockeys during 1956, according to full-year jockey chart round-up.

jockey enters the new year with a greatly expanded set of responsibilities. The music-record business in recent months and years has grown increasingly complex, and it behooves the jockey to keep abreast of developments in repertoire, music publishing, record manufacturing and distribution and all the other facets entering into the overall music scene.

This is not an easy task. But very many deejays have already shown a consistent interest in—and dedication to—keeping abreast of the changing trends. Constant self-education is necessary in order that the deejay may maintain his present high status.

It has been remarked that in the field of repertoire alone, the deejay who lets his interest lapse is in danger of having the field pass him by. He will be out-paced by more alert deejays who are quicker to sense the public's music taste and who are hip to the developing and overlapping musical patterns.

The day is gone when a pop deejay could feel secure in a rather limited knowledge of the pop music business. Today there is no such thing as a clearly de-

(Continued on page 95)



Elvis Presley, whose RCA Victor disk, "Heartbreak Hotel," was the best selling pop record of the year and the country record most played in juke boxes, according to year-end chart recaps.

# BEST SELLING ARTISTS ON SINGLES

For period of October 6 thru December 29, 1956, inclusive . . . from The Billboard's Best Sellers in Stores charts

## ● POPULAR

Position	Artist and Side	Label
1	ELVIS PRESLEY, Don't Be Cruel/Hound Dog, Love Me Tender, Love Me	RCA Victor
2	JIM LOWE, Green Door	Dot
3	JOHNNIE RAY, Walking in the Rain	Columbia
4	BILL DOGGETT, Honky Tonk	King
5	FATS DOMINO, Blueberry Hill	Imperial
6	B. CROSBY-G. KELLY, True Love	Capitol
7	GUY MITCHELL, Singing the Blues	Columbia
8	PAT BOONE, Friendly Persuasion, Don't Forbid Me	Dot
9	PATIENCE & PRUDENCE, Tonight You Belong to Me, Gonna Get Along Without You Now	Liberty
10	THE PLATTERS, It Isn't Right/You'll Never Never Know, My Prayer	Mercury
11	HUGO WINTERHALTER, Canadian Sunset	RCA Victor
12	VINCE MARTIN, Cindy, Oh Cindy	Glory
13	FRANK SINATRA, Hey! Jealous Lover	Capitol
14	DORIS DAY, Whatever Will Be, Will Be	Columbia
15	GEORGE HAMILTON IV, A Rose and a Baby Ruth	Colonial
16	EDDIE FISHER, Cindy, Oh Cindy	RCA Victor

Position	Artist and Side	Label
17	PATTI PAGE, Mama From the Train, Allegheny Moon	Mercury
18	JANE POWELL, True Love	Verve
19	ANDY WILLIAMS, Canadian Sunset	Cadence
20	JERRY LEWIS, Rock-A-Bye Your Baby	Decca
21	SANFORD CLARK, Fool	Dot
22	EDDIE HEYWOOD, Soft Summer Breeze	RCA Victor
23	IVORY JOE HUNTER, Since I Met You, Baby	Atlantic
24	LENNON SISTERS, Tonight You Belong to Me	Coral
25	JERRY VALE, You Don't Know Me	Columbia
26	JOHNNY CASH, I Walk the Line	Sun
27	NAT "KING" COLE, Night Lights	Capitol
28	THE TARRIERS, Banana Boat Song	Glory
29	HARRY BELAFONTE, Mary's Boy Child, Jamaica Farewell	RCA Victor
30	MITCH MILLER, Song for a Summer Night	Columbia
30	THE HIGHLIGHTS, City of Angels	Bally
30	EDDIE COOLEY, Priscilla	Roost

## ● COUNTRY & WESTERN

Position	Artist and Side	Label
1	ELVIS PRESLEY, Don't Be Cruel/Hound Dog, Love Me Tender; I Want You, I Need You, I Love You	RCA Victor
2	RAY PRICE, Crazy Arms, I've Got a New Heartache/Wasted Words	Columbia
3	MARTY ROBBINS, Singing the Blues	Columbia
4	JOHNNY CASH, I Walk the Line, There You Go	Sun
5	KITTY WELLS, Searching, Repenting/I'm Counting on You	Decca
6	FARON YOUNG, Sweet Dreams, Turn Her Down	Capitol
7	HANK SNOW, Conscience, I'm Guilty, Stolen Moments	RCA Victor
8	CARL SMITH, You Are the One, Wicked Lies/Before I Met You	Columbia
9	LOUVIN BROTHERS, You're Running Wild/Cash on the Barrel Head	Capitol
10	JOHNNY HORTON, I'm a One-Woman Man, Honky Tonk Man	Columbia

Position	Artist and Side	Label
11	JOHNNY EDWARDS & MAXINE BROWN, I Take the Chance	RCA Victor
12	GENE VINCENT, Be-Bop-A-Lulu	Capitol
13	WEBB PIERCE, Teen-Age Boogie/I'm Really Glad You Hurt Me	Decca
14	CARL PERKINS, Dixie Fried/I'm Sorry, But I'm Not Sorry	Sun
15	WILBURN BROTHERS, Go Away With Me	Decca
15	PORTER WAGONER, Tryin' to Forget the Blues	RCA Victor
17	BENNY BARNES, Poor Man's Riches	Starday
18	SONNY JAMES, Young Love	Capitol
19	JIM REEVES, According to My Heart/Honky Tonk Girl	RCA Victor

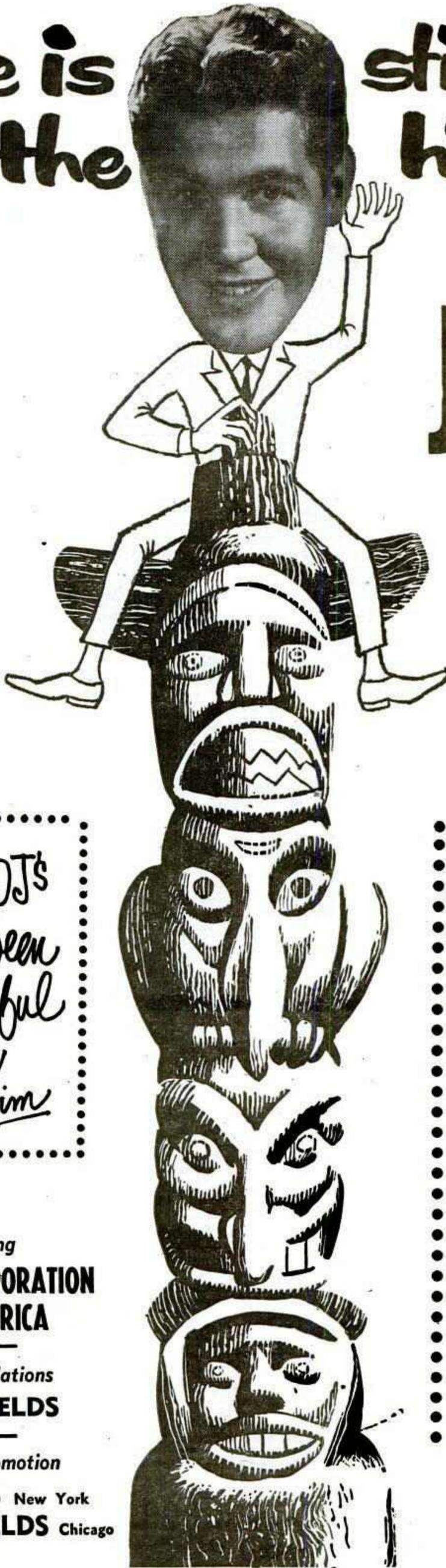
## ● RHYTHM & BLUES

Position	Artist and Side	Label
1	BILL DOGGETT, Honky Tonk, Slow Walk	King
2	ELVIS PRESLEY, Don't Be Cruel/Hound Dog, Love Me Tender	RCA
3	FATS DOMINO, Blueberry Hill, When My Dreamboat Comes Home	Imperial
4	SHIRLEY & LEE, Let the Good Times Roll, I Feel Good	Aladdin
5	THE DELS, Oh, What a Night	Veejay
6	THE SATINS, In the Still of the Night	Ember
7	SIL AUSTIN, Slow Walk	Mercury
8	JIM LOWE, Green Door	Dot
9	THE PLATTERS, My Prayer, It Isn't Right/You'll Never Never Know	Mercury
10	IVORY JOE HUNTER, Since I Met You Baby	Atlantic
11	LAVERNE BAKER, Still/I Can't Love You Enough, Jim Dandy/Tra La La	Atlantic

Position	Artist and Side	Label
12	CHUCK BERRY, Too Much Monkey Business/Brown-Eyed Handsome Man	Chess
13	B. B. KING, Bad Luck/Sweet Little Angel, On My Word of Honor	RPM
14	E. HEYWOOD-H. WINTERHALTER, Canadian Sunset	RCA
15	CLARENCE HENRY, Ain't Got No Home	Argo
16	OTIS RUSH, I Can't Quit You Baby	Cobra
17	HEARTBEATS, Thousand Miles Away	Hull
18	RAY CHARLES, Lonely Avenue	Atlantic
18	GUY MITCHELL, Singing the Blues	Columbia
19	LITTLE WILLIE JOHN, Fever	King
19	LITTLE RICHARD, Rip It Up, She's Got It/Heebie-Jeebies	Specialty
20	JAMES BLEVIN, Goodnight My Love	Modern

Lowe is  
on the

still high man  
hit totem pole



# JIM LOWE

and his fabulous

## GREEN DOOR

IN ITS 16TH CONSECUTIVE WEEK  
IN THE TOP FIVE—BILLBOARD  
HONOR ROLL OF HITS

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thanks DJ's  
you've been  
wonderful  
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*Jim*

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## DJ PLAYS MOLD TRENDS

# Desegregation of Chart Categories Earmarks '56

- Presley topped parade with five singles on all three best selling charts plus high album sales
- Jock assists made '56 sock comeback year for half dozen vet artists via concentrated spinning

By JUNE BUNDY

Rock and roll—as in 1955—was the most important artist and repertoire trend during 1956, in spite of numerous wishful predictions and reports of its “grossly exaggerated” importance and early demise.

Elvis Presley, of course, led the popularity parade, and was an outstanding example of the growing trend toward “integration” of chart categories. In fact, Presley was something of a trend all by himself. As many as five of his single disks appeared on all three best selling charts, while his first two albums registered high on the jockey and retail package lists.

Last year also lined up as a sock, “comeback” year, with such veteran artists as Bing Crosby, Vic Damone, Johnnie Ray, Guy Mitchell and, most recently, Frankie Laine, showing up among the most-played platter fraternity for the first time in several years. In each case, concentrated deejay play was largely responsible for putting each disk on top.

Vic Damone's “On the Street

Where You Live” waxing was the most dramatic illustration of the power of jockey play. The Damone record had been out for more than three months and was considered a dead disk both by Columbia and the retailer, when persistent deejay exposure finally turned the sales tide and put the disk high on the charts. It's also worthy of note that four of the five comeback stars record for Columbia.

Male warblers dominated The Billboard's 1956 year-end recapitulation of the jockey and retail charts, with nine disks by men making the year's top 20. This compares to four by girls (Gogi Grant, Kay Starr, Doris Day and Patti Page), four by vocal groups (two by the Platters and two by the Four Lads) and three instrumentals.

#### Many Newcomers

Many newcomers made the year's top 50 (see story elsewhere in this issue), but few managed to break thru with more than one record. Gogi Grant, for instance, who holds down the No. 1 spot on the jockey's 1956 list, only

made it once last year with “The Wayward Wind,” following her initial hit, “Suddenly There's a Valley,” Cathy Carr and Don Robertson, both newcomers, each had but one hit in 1956.

Established artists who continued to rate plays during 1956 included Perry Como, Pat Boone and Gale Storm, each with three records in the top 50; Teresa Brewer with two, and one each for Doris Day, the Chordettes, Bill Haley, Mitch Miller and Dean Martin. Martin, however, is evidently not as popular with jocks as he is with buyers. His “Memories Are Made of This” was No. 9 on the retail recap chart, but only No. 46 on the most-played jockey list for 1956.

Absent from the top 50 last year were Eddie Fisher, the McGuire Sisters, Georgia Gibbs, the Four Aces and — surprisingly — Frank Sinatra. Sinatra, however, did show up strongly on the most-played and best selling album charts, thus accounting for the heavy jockey play he received thruout 1956 regardless of his “single” stature.

Almost half of the top 50 most-played pop disks were in the rock and roll category, with many appearing simultaneously on the pop and rhythm and blues charts, and several originating first on the r.&b. list. Platters by Presley, Carl Perkins’ “Blue Suede Shoes,” and Fats Domino's “Blueberry Hill” actually showed up on all three charts (pop, r.&b. and coun-  
(Continued on page 58)



Ray Price, Columbia artist, whose “Crazy Arms” dishing won top country honors as the best selling and most played by disk jockeys during last year, according to a recap of The Billboard charts.

## More Good Disks Make Spins Tougher

- DJ must select with taste and instinct
- Toppers harder to pick than ever

By GARY KRAMER

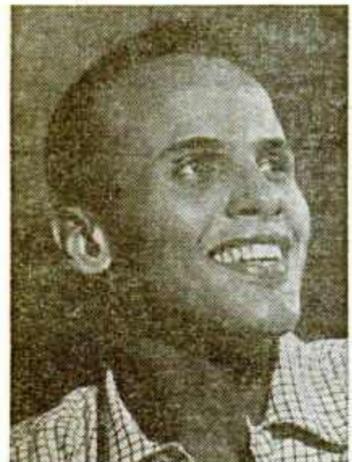
More good records are being turned out by more labels than ever. The public's taste, as a consequence, has broadened in scope while at the same time standards for competing record producers have been substantially raised. The disk jockey and other programming personnel agree that this situation has made their job more interesting—and manifestly, more difficult.

In the past the deejay with his finger on the public's pulse was primarily a careful chart student. The charts showed certain patterns that made it possible to predict a majority of hits. Many of these pat formulae broke down

in 1956, however, and there is at the moment an unusually wide area in which the average jockey can exercise his taste, personality and musical instinct.

The popularity charts are still the No. 1 programming guide. To predict which new records are going to make the chart on the other hand is more difficult than ever. The year 1956 proved over and over again that the hits can come from anywhere. This was true of all taste categories, for there was a steady criss-crossing of lines that still shows no sign of let-up. For example, one-third of all the disks that made the rhythm and blues charts also made the national pop charts.

Country records also did conspicuously well in the pop market. For examples—“Blue Suede Shoes,” by Carl Perkins; “I Walk the Line,” by Johnny Cash; “Singing the Blues,” by Marty Robbins, and “Young Love,” by  
(Continued on page 58)



Harry Belafonte, RCA Victor artist, who won top honors in the pop album field in 1956. His LP, “Calypso,” was the best seller of the year, according to the annual recap of The Billboard pop album charts.

## Librarian Problems Mount

By JOEL FREEDMAN

The giant strides made by the record business in recent years, largely attained thru greater exposure of recorded music via radio and television, have been accompanied by a number of new and somewhat unique problems for station librarians in the broadcast industry.

With radio programming almost wholly restricted to music, news and sports, the task of the station librarian has become doubly significant. Just as the record company interest lies in seeing material programmed, it's equally important for the broadcaster to see that his supply of music is ample, current and can be pro-

- Different filing of 45's and 78's now vogue
- Negative attitude on special EP's

grammed consistent with the demands of disk jockeys and program directors.

The station librarian has been faced with two major problems of late, both of which have been handled rather efficiently and rapidly. The broadcasters howled when the disk industry decided to switch from 78 r.p.m. promotion records to 45's, the change has proven to be for the good of all concerned. Record companies and broadcasters have effected a sav-

## TRIPLE CROWN WINNERS

A Triple Crown Award is given to an artist whose recording of a tune reaches the number one position, in its field, simultaneously on the Best Sellers in Stores, Most Played in Jukeas and Most Played by Jockeys charts.

### • POPULAR

Artist	Tune	Label	Date
THE CHORDETTES	Mr. Sandman	Cadence	January 1955
JOAN WEBER	Let Me Go Lover	Columbia	January 1955
THE MCGUIRE SISTERS	Sincerely	Coral	March 1955
BILL HAYES	Davy Crockett	Cadence	April 1955
PEREZ PRADO	Cherry Pink and Apple Blossom White	RCA Victor	June 1955
BILL HALEY & COMETS	Rock Around the Clock	Decca	August 1955
MITCH MILLER	The Yellow Rose of Texas	Columbia	October 1955
TENNESSEE ERNIE FORD	Sixteen Tons	Capitol	December 1955
DEAN MARTIN	Memories Are Made of This	Capitol	January 1956
ELVIS PRESLEY	Heartbreak Hotel	RCA Victor	May 1956
ELVIS PRESLEY	Don't Be Cruel	RCA Victor	October 1956
GUY MITCHELL	Singing the Blues	Columbia	December 1956

### • COUNTRY & WESTERN

WEBB PIERCE	More and More	Decca	January 1955
CARL SMITH	Loose Talk	Columbia	February 1955
WEBB PIERCE	In the Jailhouse Now	Decca	March 1955
WEBB PIERCE	I Don't Care	Decca	August 1955
WEBB PIERCE	Love, Love, Love	Decca	November 1955
TENNESSEE ERNIE FORD	Sixteen Tons	Capitol	January 1956
ELVIS PRESLEY	Heartbreak Hotel	RCA Victor	April 1956
RAY PRICE	Crazy Arms	Columbia	July 1956
MARTY ROBBINS	Singing the Blues	Columbia	November 1956

### • RHYTHM & BLUES

JOHNNY ACE	Pledging My Love	Duke	March 1955
FATS DOMINO	Ain't It a Shame	Imperial	July 1955
CHUCK BERRY	Maybellene	Chess	September 1955
THE PLATTERS	Only You	Mercury	November 1955
LITTLE RICHARD	Long Tall Sally	Specialty	April 1956
FATS DOMINO	I'm In Love Again	Imperial	June 1956
BILL DOGGETT	Honky Tonk	King	October 1956
FATS DOMINO	Blueberry Hill	Imperial	November 1956

## LP Rise Adds to DJ Spin Problems

- Diskeries divided on sampler vs. full length
- Former present filing headaches, say some

By REN GREVATT

Along with the rising share of total record sales snared by packaged goods, albums are also getting a steadily increasing share of total disk jockey air plays, a fact which bespeaks manifold problems of programming for the average album-inclined jock. With a greater than ever number of LP's coming in to the jockey or the station, the programming problem obviously becomes increasingly complex.

If the average jock were to try to screen personally all new album material, he would not have the time during the week to go on the air with his shows. A number of diskeries, recognizing the problem, have resorted to different methods of calling jockey's attention to their merchandise. One fact that stands out is that no general agreement exists as to the best way to get programming for new releases.

On the one hand, the jockey sampler technique has come into popular vogue. Others, however, feel strongly that jockeys want the albums, not the samplers, and

go to considerable lengths not only to get complete album sets into the hands of key jocks but to provide plenty of supplementary programming data as well.

Among the pioneers of the sampling method are Decca, Coral and Capitol, each of whom now have several specially prepared jockey samplers on wax.

As early as last summer Decca issued its “Passport to Pleasure” sampler, with bands from each of 15 LP's in its “Holiday” series. In the fall the diskery launched one of the biggest sampler operations to jockeys to date, a complete jockey package, consisting of four LP's. The set carried 47 selections from 32 albums. The disks were labeled “Souvenir,” “Jazz,” “Vocal” and “Instrumental,” and band timings and suggested scripts were included for each.

Now, still another elaborate package has been released, this time based on the initial 1957 release, tagged “Designed for 1957.” The latter is a two-disk set housed in a folder style package with complete data on new artists and timing for each selection. The label has also prepared its first Gold Label release sam-  
(Continued on page 95)



Bill Doggett, whose “Honky Tonk,” on the King label, was the best-selling rhythm and blues disk of the year, according to the annual year-end recap of The Billboard retail charts.

ings in operational overhead, tho in some cases this saving may not be realized for some years to come. Early problems of cuing, slippage and storage of 45's, tho seemingly insurmountable at first, have since been licked with a result satisfactory to most stations. Secondly, the continued increase in the number of releases by the record industry has placed more demands on the librarian and his ability to stock, catalog and file this flood of new disk material.

#### Techniques Vary

Altho filing techniques of stations vary thruout the country, a majority of librarians apparently prefer two separate systems, one  
(Continued on page 58)



The **IV's** **II**nd smash!

Here's George Hamilton IV again...  
back real quick with a follow-up  
to his sensational seller  
"A Rose And A Baby Ruth"!

**GEORGE HAMILTON IV**

sings

**ONLY ONE LOVE**

c/w

**IF I POSSESSED A PRINTING PRESS**

**9782**



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for all those  
Spins  
on...

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DIFFERENT  
WORLDS**

and please  
keep  
your  
eye  
on  
my  
latest . . .

**DON'T THE LOVE I  
NEVER HAD**

Jubilee 5270

**DON RONDO**

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**BEST SELLING ARTISTS  
ON ALBUMS**

for period of Oct. 6, 1956, thru Dec. 29, 1956, inclusive  
... from The Billboard's Best Selling Popular Albums Chart

Artists are ranked in order of their national sales strength at the retail level for the total of their albums released during the period covered.

Position	Artist & Album	Label
1	HARRY BELAFONTE, Calypso, Belafonte	RCA Victor
2	ELVIS PRESLEY, Elvis Presley, Elvis	RCA Victor
3	SOUNDTRACK, Eddy Duchin Story	Decca
4	SOUNDTRACK, King & I	Capitol
5	ORIGINAL CAST, My Fair Lady	Columbia
6	SOUNDTRACK, High Society	Capitol
7	FRANK SINATRA, This Is Sinatra, Songs for Swingin' Lovers	Capitol
8	SOUNDTRACK, Oklahoma	Capitol
9	LAWRENCE WELK, Say It With Music, Merry Christmas	Coral
10	THE PLATTERS, The Platters	Mercury
11	FOUR FRESHMEN, Freshmen Favorites, 4 Freshmen & 5 Trombones	Capitol
12	SOUNDTRACK, Carousel	Capitol
13	LES ELGART, The Elgart Touch	Columbia
14	GORDON JENKINS, Manhattan Towers	Capitol
15	E. FITZGERALD & L. ARMSTRONG, Ella & Louis	Verve

**SPECIAL DAYS, WEEKS AND MONTHS**

for January thru March, 1957

Compiled from U. S. Chamber of Commerce Bulletin, "Special Days, Weeks and Months, 1957" (Domestic Distribution Department, Chamber of Commerce of the United States, Washington, D. C.)

**JANUARY**

- 13-26 Take Tea and See Week
- 14-20 National Civil Service Week
- 15-25 National Potato Chip Week
- 19 Robert E. Lee's Birthday. Legal holiday in Ala., Ark., Fla., Ga., Ky., La., Miss., N. C., S. C., Tenn., Tex.
- 19-26 National Crochet Week
- 19-26 Large (Economy) Size Week
- 20 World Religion Day. (Annually, 3d Sunday of January)
- 20-26 Jaycee (Jr. Chamber of Commerce) Week
- 20-26 Pre-Spring Millinery Week
- 26-3 National Fur Care Week
- 27 Temperance Sunday
- 27-3 National YMCA Week
- 27-3 Youth Week

**FEBRUARY**

- 1 National Freedom Day. Presidential Proclamation
- 1-28 American Heart Month
- 1-28 Ice Cream 'n' Cherries Month
- 2 Ground Hog Day
- 2-10 National Colorado Beef Week
- 3-9 National Children's Dental Health Week
- 3-9 National Weight-Watchers' Week
- 6-12 Boy Scout Week
- 7-16 Kraut and Frankfurter Week
- 10 Race Relations Sunday
- 10 Scout Sunday
- 10-16 National Advertising Week
- 10-16 National Beauty Salon Week
- 10-16 National Crime Prevention Week
- 10-16 National Electrical Week (skedded annual for wk. of T. Edison's Birthday)
- 10-17 Negro History Week
- 12 Abraham Lincoln's Birthday
- 12-22 National Defense Week
- 14 Valentine's Day
- 15-22 National Cherry Week
- 15-25 Nationally Advertised Brands Week
- 16-23 National Sew and Save Week

- 17 Universal Day of Prayer for Students
- 17-23 Catholic Book Week
- 17-23 International Wheat Bread for Toast Week
- 17-23 National Engineers' Week
- 17-24 Brotherhood Week
- 22 George Washington's Birthday
- 24-3 National Lutheran Publicity Week

**MARCH**

- 1 Start of 3 months. Spring Clean-Up
- 1-31 Collage Cheese-Cling Peach Salad Time
- 1-31 National Home Improvement Month
- 1-31 One-Dish Meals with Cheese
- 1-31 Red Cross Membership and Fund Campaign
- 1-31 Salad 'n' Ry-Krisp Month
- 2 Red Cross Sabbath
- 2-9 National 4-H Club Week
- 3 Red Cross Sunday
- 3-9 National Peanut Week
- 3-9 National Save Your Vision Week
- 4 Presidents' Day
- 4-9 National Smile Week
- 5 Mardi Gras (Shrove Tuesday)
- 6 Ash Wednesday. Religious. Beginning of Lent
- 6-13 National Canned Salmon Week
- 8 World Day of Prayer
- 10-16 Girl Scout Week
- 10-16 National Rice Week
- 10-16 Spring Millinery Week
- 11-17 Irish Linen Week (Tentative)
- 15 Andrew Jackson's Birthday
- 15-22 Jewish Youth Week
- 15 Beginning of Easter Seal Appeal
- 16-31 Dried Fruit Week
- 17 St. Patrick's Day
- 17-23 National Salesmen's Week
- 17-23 National Wildlife Week
- 17-24 Camp Fire Girls' Birthday Week
- 17-25 National Want Ad Week
- 24-30 International Photography Week
- 24-30 National Tobacco Distribution Week
- 25-30 National Television Servicemen's Week

*A Great New Star*  
with his First Release  
on Jubilee...

# BOB WHALEN

**CHAPEL OF  
THE ROSES**

JUBILEE 5266

with  
**Marty  
Gold**  
and his  
Orchestra  
with the  
Golden  
Chorus

**WITH ALL  
MY LOVE  
I THEE  
ENDOW**

*DJ's thanks for the wonderful welcome*  
*Bob*

**jubilee**

**RECORDS**

1650 Broadway, N. Y. C.



# SINGLES & ALBUMS RELEASED

October thru December, 1956

Space limitations prevented the listing of every single and/or album released in the last three months of 1956. This list is based on all those singles and albums reviewed in The Billboard which received a rating of 70 or over. The singles are listed alphabetically by artist according to category while the albums are listed alphabetically by the title of the album according to the category in which it was reviewed.

## SINGLES

### Popular

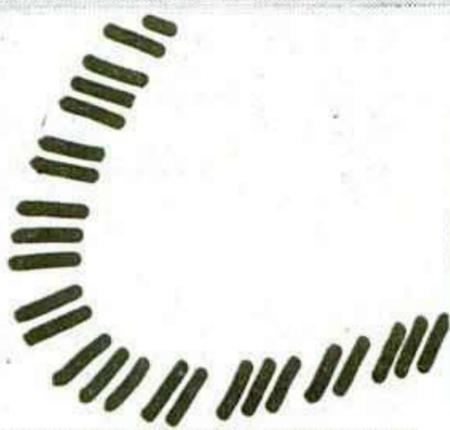
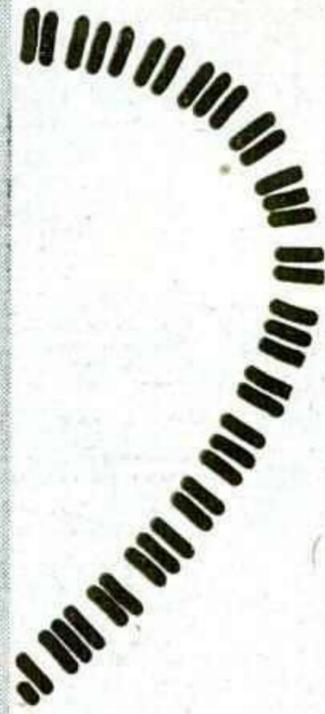
Artist	Song Titles	Label & No.
AL AND DICK	Wake Up to Music/What's Wrong With This Song?	M-G-M 12385
ALICIA AND THE ROCKAWAYS	Why Can't I Be Loved/KEN DARRELL AND THE ROCKAWAYS - Never Comin' Back	EPIC 9191
THE AMES BROTHERS	I Saw Esau/The Game of Love	VICTOR 6720
THE ANDREWS SISTERS	Crazy Arms/I Want to Linger	CAPITOL 3567
ANNISTEEN ALLEN	The Money Tree/Don't Nobody Move	DECCA 30146
RAY ANTHONY ORK	Love Is Just Around the Corner/Dancing Lovers	CAPITOL 3593
CHARLIE APPLEWHITE	Mutual Admiration Society/Don't Take My Heart	M-G-M 12365
LUIS ARCARAZ ORK	Deep Purple/Gelatine Merengue	VICTOR 6690
LUIS ARCARAZ ORK	Bright Star Merengue/Every Day's a Holiday	VICTOR 6747
TONI ARDEN	Without Love/Little by Little	DECCA 30180
NANCY ARNO	The More I Go Out/Hello	FLAIR-X 3002
RUSSELL ARMS	Cinco Robles/The World Is Made of Liza	ERA 1026
VARIOUS ARTISTS	A Tribute to Elvis Presley, Parts 1 and 2	TRIBUTE 501
WINIFRED ATWELL	Hamp's Boogie/St. Louis Blues	LONDON 1704
JAN AUGUST	Desert Sunrise/Nickelodeon Tango	MERCURY 71012
MITCHELL AYRES ORK	Guaglione/The Awakening Period	VICTOR 6729
THE BAKER SISTERS	Little Monster/One by One	MERCURY 70980
LEE BARTELL AND THE BELAIRS	Sonya's Place/By You, By You	CORAL 61735
LES BAXTER ORK AND LEONARD PENNARIO	Dream Rhapsody/Midnight on the Cliffs	CAPITOL 3599
MOLLIE BEE	Since I Met You, Baby/I'll Be Waiting For You	DOT 15517
HARRY BELAFONTE	Banana Boat Song/Star-O	RCA VICTOR 6771
PABLO BELTRAN ORK	Cha Cha Cha Flamenco/The Girl From Malaga-Cha Cha Cha	VICTOR 6757
BOYD BENNETT	Rockin' Up a Storm/A Lock of Your Hair	KING 4985
CAROLE BENNETT	Someone Else's Arms/I'll Walk the Line	CAPITOL 3564
BUNNY BISHOP	Faith Can Move Mountains/Your Strange Ideal of Love	CRYSTALETTE
VIVIAN BLAINE	If Promises Were Made of Gold/Paper Roses	MERCURY 70995
THE BLENDERS	New Sensations in Sound/Wake Up to Music	VICTOR 6712
GERARD BLENE ORK	The Little Landler/Silhouettes in the Sand	JUBILEE 5262
RAY BLOCK ORK	Brave Margot/Canoe	CORAL 61731
OWEN BRADLEY QUINTET	The Italian Theme/Polka Dots and Moonbeams	DECCA 30083
JOHNNY BRANDON	Do You Love Me?/Mister Songbird	LONDON 1695
LOU BREESE	I'm Waiting for Ships That Never Come In/Ace in the Hole	BALLY 1022
BUDDY BREGMAN ORK	Lina/Scarecrow Joe	VICTOR 6693
TERESA BREWER	Mutual Admiration Society/Crazy	CORAL 61737
LILLIAN BRIGGS	I'll Be Gone/Mean Words	EPIC 9190
MARTY BRILL	Bitter Heart and Candy Lips/They All Had a Good Time But Me	MERCURY 71009
MARTY BRILL	John Henry/Black Is the Color of My True Love's Hair	MERCURY 14049
JACKIE BROOKS	My Blues Are Out Walkin'/The Raven	DECCA 30092
LILLIAN BROOKS	Boy/Keep in Touch	KING 4990
JAMES BROWN	Forward Ho/Ghost Town	M-G-M 12350
JAMES BROWN	Wagon Train/Goodbye, My Love	M-G-M 12348
KAY BROWN	Four o'Clock in the Morning Music/Pull Down De Shade	DECCA 30130
LES BROWN ORK	Priscilla/The Best Years of My Life	CAPITOL 3587
BUCCANEERS	Blonde Hair, Blue Eyes and Ruby Lips/Over and Over Again	REGIS 3105
BUCHANAN AND GOODMAN	Buchanan and Goodman on Trial/Crazy Luniverse	LUNIVERSE 102
SONNY BURKE ORK	Walk to the Bull Ring/Sixth Finger Time	DECCA 30132
THE JOHNNY BURNETTE TRIO	The Train Kept A-Rollin'/Honey Hush	CORAL 61719
RORY CALHOUN	Kiss of Love/Flight to Hong Kong	M-G-M 12359
CAB CALLOW	Y-I'll Be Worthy of You/Music Goes Round and Round	AMPAR 9757
BOAGY CARMICHAEL	Flight to Hong Kong/I Walk the Line	CORAL 61719

Artist	Song Titles	Label & No.
LILYANN CAROL	Stop the Clock/So Used to You	MERCURY 70997
THE CAROL SISTERS	In the Chapel of My Heart/Could This Be Love?	VICTOR 6750
CATHY CARR	Waltzing to the Blues/Oh, Baby	FRATERNITY 750
BOB CARROLL	My Mission in Life/I've Got a Right to Cry	BALLY 1021
DIHANN CARROLL	This Is What I Call Love/Don't Cry, Baby	VICTOR 6767
DON CARROLL	Italian Rock and Roll/Where Do I Stand?	BATON 230
JACK CARROLL	My Last Night in Rome/Rio Mayari	UNIQUE 369
JEANNIE CARSON	The Star You Wished Upon Last Night/It's	DECCA 30113
JEANNIE CARSON	This Much I Know/Isle of Sky	DECCA 30151
KAY CARSON	The Fellow Over There/There's a Shadow Between Us	CAPITOL 3595
ANITA CARTER	If I Had Needle and Thread/Believe It or Not	VICTOR 6737
RUSS CASE ORK	Walk to the Bull Ring/The Little White Horse	VIK 0240
JIMMY CAVELLO	Rock, Rock, Rock/The Big Beat	CORAL 61728
OTTO CESANA ORK	Devotion/Interlude	COLUMBIA 40767
FRANK CHACKSFIELD	Sahara/Fanagalo	LONDON 1694
BOBBY CHRISTIAN ORK	Chattanooga Cha, Cha, Cha, Paris 1 and 2	BALLY 1023
THE THREE CHUCKLES	Fallen Out of Love/Midnight 'Til Dawn	VIK 0232
THE THREE CHUCKLES	Won't You Give Me a Chance?/We're Gonna Rock Tonight	VIK 0244
SANFORD CLARK	A Cheat/Usta Be My Baby	DOT 15516
THE FOUR COINS	Time of the Year/Destination Love	EPIC 9192
NAT (KING) COLE	Night Lights/To the End of the Earth	CAPITOL 3551
ROGER COLEMAN	One More Kiss (Sjung Och Le)/In Hamburg When the Nights are Long	M-G-M 12380
DOROTHY COLLINS	Would You Ever/Baby Can Rock	CORAL 61753
LEW CONETTA	Don't Get Me Wrong/Just Out for Kicks	KING 4972
DICK CONTINO	Just Squeeze Me/Peggy O'Neill	MERCURY 70996
JILL COREY	I Love My Baby (My Baby Loves Me)/Egghead	COLUMBIA 40794
DON COSTA	Around the World/Everybody Loves Pierre	ABC-PARAMOUNT 9770
DON CORNELL	Let's Be Friends/Pap-Mama-Cha-Cha	CORAL 61757
DON COSTA AND SID FELLER	For Me and My Gal/The Beer Barrel Polka	ABC-PARAMOUNT 9729
WARREN COVINGTON AND THE COMMANDERS	Petticoats of Portugal/Trombone Boogie	DECCA 30097
THE CREW CUTS	Young Love/Little by Little	MERCURY 71022
THE CREW CUTS	Love in a Home/Keeper of the Flame	MERCURY 70977
THE CREW CUTS	The Varsity Drag/The Halls of Ivy	MERCURY 70988
BING CROSBY	Around the World/Love in a Home	DECCA 30120
SHERYL CROWLEY	It Ain't to Play With/My Devotion	FLASH 112
JIMMY DALEY	Rock, Pretty Baby/Can I Steal a Little Love	DECCA 30163
VIC DAMONE	One Little Boy/When My Love Smiles	COLUMBIA 40783
EDDIE DANO	My Last Night in Rome/La La Colette	VIK 0237
D'ARTEGA ORK	Journey's End/Daily Double Gallop	M-G-M 12378
RUSS DAVID	Let's Dance the Ragtime, Darlin'/Oh, How I Miss You	CORAL 61743
SAMMY DAVIS JR.	All About Love/Dangerous	DECCA 30158
SAMMY DAVIS JR.	New York's My Home/ Never Like This	DECCA 3011
DENA	You Are the Light of My Life/Crazy Dream	DOT 15499
JOHNNY DESMOND	LAURENCE WELK ORK-Theme from "Run for the Sun"/A Girl Named Mary	CORAL 61729
THE DIAMONDS	A Thousand Miles Away/Every Minute of the Day	MERCURY 71021
THE DIAMONDS	My Judge and My Jury/Put Your House in Order	MERCURY 70983
SCOOBY DOO ALL STARS	Moonglow/Ernie's Journey	ZEPHYR 006
LEW DOUGLAS	The Hour of Love/Levi Lullaby	BALLY 1025
THE DREAM WEAVERS	All This Is Home/Till We Meet Again	DECCA 30156
LEN DRESSLAR	Wringin' Wrangle/Believe in Me	MERCURY 71010
DORIS DREW	Be My Lovin' Baby/Abada-Abadu	KAHILL 1015
BILLY ECKSTINE	Just Call Me Crazy/The Chosen Few	VICTOR 6691
CLIFF EDWARDS	I'm Sorry I Made You Cry/Nineteen Twenty Five	DISNEYLAND 40
TOMMY EDWARDS	The Day That I Lost You/My Ship	M-G-M 12342
ERNE ENGLUND	Siboney/I Just Goofed	CADENCE 1302

Artist	Song Titles	Label & No.
FAJARDO AND HIS STARS	El Bodeguero/Silencio	PANART 1850
ELLA FITZGERALD	The Silent Treatment/The Sun Forgot to Shine This Morning	VERVE 2021
BILL FONTAINE	Worry About Tomorrow/Tomorrow/The Lover's Tango	UNIQUE 373
EDDIE FONTAINE	It Ain't Gonna Happen No More/Where Is de Woman	JALO 102
EDDIE FONTAINE AND KAREN CHANDLER	'Til Tonight/As Far as I'm Concerned	DECCA 30121
FONTANE SISTERS	The Banana Boat Song/Honolulu Moon	DOT 15527
LES PAUL AND MARRY FORD	Cinco Robles/Ro-Ro Robinson	CAPITOL 3612
LES PAUL AND MARRY FORD	Runnin' Wild/Blow the Smoke Away	CAPITOL 3570
"TENNESSEE" ERNIE FORD	First Born/Have You Seen Her?	CAPITOL 3553
THE 4 MOST	Ooh! Baby, It Scares Me/Let a Smile Be Your Umbrella	DAWN 220
FOUR SPICES	Armen's Theme/Fire Engine Boogie	M-G-M 12397
CONNIE FRANCIS	I Never Had a Sweetheart/Little Bue Wren	M-G-M 12375
ALAN FREED	Rock 'n' Roll Boogie/The Grey Bear	CORAL 61749
THE GALAHADS	I Give You My Word (I'll Always Love You)/Take My Love	JUBILEE 5259
SUNNY GALE	I Have You/Maybe You'll Be There	DECCA 30157
SUNNY GALE	Welcome to My Heart/Hot Dog! That Made Him Mad	DECCA 30125
THE GATEWAY SINGERS	Monaco/Bury Me in My Overalls	DECCA 30088
JIMMY GAVIN	Hitchhiking Man/The Ballad of Jesse James	EPIC 9189
THE GAYLORDS	A Little Love/The Mountain Climber	MERCURY 70979
JOSEPH GERSHENSON	(A Song to a) Lost Love/Four Girls in Town	DECCA 30154
STEVE GIBSON AND THE RED CAPS	Write to Me/The Gaucho Serenade	ABC-PARAMOUNT 9750
CEASAR GIOVANNINI SEXTETTE	Petticoats of Portugal/Prenez Garde	BALLY 1018
BARRY GORDON	That Pretty Little Girl Next Door/Rock, Little Children	M-G-M 12373
CHARLES GOULD ORK	Monsieur and Madame/I Want a New Romance	VIK 0234
BOB GRAYBO AND THE PETTICOATS	Sweet World/Looka Me	UNIQUE
HELEN GRAYCO	They Can't Take That Away From Me/Year-Round Love	VIK 0236
BETTY ANN GROVE	Stolen Love/You I'm Gonna Marry	JUBILEE 5260
BONNIE GUITAR	Dream Dreamers/Clinging Vine	FABOR 4017
JOAN HAGER	Run, Darlin', Don't Walk/Happy Is a Girl Named Me	DECCA 30137
STUART HAMLEN ORK	The Whistler's Dream/Desert Sunrise	VICTOR 6714
PETER HANLEY	Dedicated to You/I Wanna See You When You Weep	VERVE 10028
RON HARGRAVE	Too Late/A Fool Am I	M-G-M 12344
BILL HARRINGTON	Angelique/Marilyn	DANA 2114
JACK HASKELL	Around the World/The Ho-Ho Rock and Roll	THUNDERBIRD 1956
BILL HAYES	Message From James Dean (Danger, Danger, Danger)/Trail's End	CADENCE 1301
RICHARD HAYES	Let Your Lips Run Away With Your Heart/Where You Are	ABC-PARAMOUNT 9777
DICK HAYMES	Never Leave Me/Two Different Words	CAPITOL 3565
TED HEATH ORK	BOBBIE BRITTON - Autumn Concerto/Lost	LONDON 6190
TED HEATH ORK	Canadian Sunset/Oriental Holiday	LONDON 1692
EDDIE HEYWOOD	If It's Sunny Sunday/Lover	MERCURY 71014
HI-FI's	Dodie/The Last Wagon	LIBERTY 55037
THE HI-JACKS	Wonderful One/The Letter I Wrote Today	ABC-PARAMOUNT 9742
THE HI-LITES	The Next Four Years/The Girl With the Bells	MERCURY 70987
THE HILLTOPPERS	Until You're Mine/No Regrets	DOT 15511
LEROY HOLMES ORK	Anastasia/August Moon	M-G-M 12392
ROBIN HOOD	There's Always a First Time/Is Anybody List'nin'?	M-G-M 12340
GEORDIE HORMEL	Need Me/Yesterday	ZEPHYR 70-001
EDDY HOWARD	The Hour of Love/Driftwood	MERCURY 71008
CAROL HUGHES	Fancy Dance/Mine, All Mine	MERCURY 70986
LURLEAN HUNTER	This Much I Know/The Party's Over	VIK 0241
TAB HUNTER	Red Sails in the Sunset/Young Love	DOT 15533
DICK HYMAN AND SAM (THE MAN)	TALYOR - I'll Get By/Congo Mamba	M-G-M 12404

Artist	Song Titles	Label & No.
DICK JACOBS ORK	Petticoats of Portugal/Song of the Vagabonds/Only a Rose	CORAL 61724
DON JACOBY ORK	That Old Feeling/Jake's Tune	CORAL 61715
JONI JAMES	Danny Boy/To You I Give My Heart	M-G-M 12369
GORDON JENKINS	Repeat After Me/Married I Can Always Get	CAPITOL 3556
THE HAPPY JESTERS	Just Because/Heart of My Heart and That Old Gang of Mine	ABBOTT 3025
THE JODIMARS	Midnight/Clarabella	CAPITOL 3588
BETTY JOHNSON	I Dreamed/If It's Wrong to Love You	BALLY 1020
JONES BOYS	Anastasia/All This Is Home	LIBERTY 55046
KAY CEE JONES	Say Aghavo/Heaven Knows	DECCA 30116
THE RICK JONES QUARTET	Now Hear This/Swingin'	PIV 1004
MORE MORE MORE	LOUIS JORDAN - Big Bess/Cat Scratchin'	MERCURY 70993
ROSEMARY JUNE	Break Away/A Heart for a Heart	PILGRIM 722
KITTY KALLEN	Saturday Blues/Ah, Ah, Ah (The Song That Haunts My Heart)	DECCA 30144
HAL KANNER ORK AND CHORUS	I Guess I'll Get the Papers/Til Roses Cry	KAPP 166
SAX KARI	Tears of Love/Roxanna	JOSIE 779
DANNY KAYE	Love Me Do/Ciu, Ciu Bella	CAPITOL 3603
MARY KAYE TRIO	Add Another Leaf/Fools Rush In (Where Angels Fear to Tread)	DECCA 30145
SAMMY KAYE ORK	Faded Roses/I'm Thru With Love	COLUMBIA 40795
JACKIE KELSO ORK	Once More/Not Yet	VITA 141
THE KEYSTONERS	The Magic Kiss/After I Propose	EPIC 9187
THE KING SISTERS	While the Lights Are Low/In Hamburg	CAPITOL 3594
MORGANA KING	Four Walls, Two Windows and One Broken Heart/Mine for the Taking	MERCURY 70967
BAKER KNIGHT	Bring My Cadillac Back/I Cried	DECCA 30135
THE KOSSOL SISTERS	Kissin' Cousins/Mr. Winter	EPIC 9195
THE LA DELL SISTERS	Don't Wait for Tomorrow/Frankie's Out on Parole	MERCURY 70972
THE LANCERS	Never Leave Me/I Came Back to Say I'm Sorry	CORAL 61712
SNOOKY LANSON	Now You're in My Arms/Rocky Mountain Rose	DOT 15513
JULIUS LA ROSA	Priscilla/All I Want	VICTOR 6700
JOHN LAURENTZ	What About Tomorrow (When Tonight Is Over)/Condemned	CORAL 61720
THE LAURIE SISTERS	Shame on You, George/Give Me One Kiss	VIK 0247
EDDIE LAWRENCE	The New Philosopher/Loce Baseball	CORAL 61713
STEVE LAWRENCE	Long Before I Knew You/The Banana Boat Song	CORAL 61761
JOE LEAHY ORK	The Ballad of Jack and the Beanstalk/Prenez Garde (Please Take Care)	UNIQUE 360
JOE LEAHY ORK	My Son John/Dear Louise	DAWN 219
DOCK LEE	Love Is a King/Adios Pampa Mia	VIK 0238
JACKIE LEE ORK	Dardanelle/Chatterbox	CORAL 61734
TOMMY LEONETTI	When Love Gets a Hold of You/Tears for Souvenirs	CAPITOL 3590
JOHN LESLIE	Don't Trade Your Love for Gold/All That is Left of Our Love	ABC-PARAMOUNT 9749
FRANKIE LESTER	The Money Tree/Love Is a Feeling	VIK 0242
ROBIE LESTER	With You Where You Are/Listen to the Wind	LIBERTY 55033
JERRY LEWIS	Rock-a-Bye Your Baby With a Dixie Melody/Come Rain or Come Shine	DECCA 30124
ABBEY LINCOLN	A Lonesome Cup of Coffee/I Didn't Say Yes (I Didn't Say No)	LIBERTY 55035
GUY LOMBARDO ORK	Anastasia/If It Hadn't Been for You	CAPITOL 3601
MANNY LOPEZ ORK	Canadian Sunset/My Prayer	VICTOR 6678
DENISE LOR	This Much I Know/If You See My Love	LIBERTY 55047
THE LORELEIS	Your Love/Jimmy, Jimmy, Jimmy	BALLY 1024
DICK LORY	Ball Room Baby/Cool It, Baby	DOT 15496
VERA LYNN	Every Day of My Life/Come Back to Me	LONDON 1688
GISELE MACKENZIE	He Knows/Or Don't You Know?	VIK 0249
GISELE MACKENZIE	It's Delightful to Be Married/The Star You Wished Upon Last Night	VIK 0233
THE MERRY MACS	Bluesville U.S.A./Whitewall Tires	ERA 1021
JOHNNY MADDOX	Solitude/Nickelodeon Tango	DOT 15509
BETTY MADIGAN	Take Mine/Hold Me Again, Love	M-G-M 12366
THE MANEROS	Tell Me a Story/Let's All Sing	PLAZA 5005
GARY MANN	(The Tale of) A Rusty Gun/Revenge	UNIQUE 366

Artist	Song Titles	Label & No.
BOB MANNING	Rocky Mountain Rose/Make Believe Dreams	VICTOR 6702
MANTOVANI ORK	Song of Sorrento/Valse Comptre	LONDON 1698
MUZZY MARCELLINO	Oh, You Beautiful Doll/That's a Plenty	CRYSTALETTE 707
THE MARKSMEN	Hands/The Story of a Star	ABC-PARAMOUNT 9745
MICKI MARLO	Little by Little/It All Started With Your Kiss	ABC-PARAMOUNT 9762
MARION MARLOWE	Whatever Happened to You/Where Flamingos Fly	CADENCE 1300
RALPH MARGERIE	Guaglione/Carla	MERCURY 71007
RALPH MARGERIE	That Mellow Saxophone/Do You Ever Think of Me?	MERCURY 70976
DEAN MARTIN	Give Me a Sign/The Look	CAPITOL 3577
FREDDY MARTIN ORK	Moonlight Love/I'll See You in Cuba	VICTOR 6718
MARY MARTIN	The Song From "Born Yesterday" (Boy Wanted)/My Heart Belongs to Daddy	VICTOR 6694
TONY MARTIN	Since You've Been Mine/Moderation	VICTOR 6682
TONY MARTIN	This Much I Know/Lonely Winter	VICTOR 6731
MITZI MASON	You Can't Come Back/I'll Go Way Up on a Mountain	MOSS 001
AL MARTINO	I'm Sorry/I'm a Funny Guy	CAPITOL 3605
JOHNNY MATHIS	Wonderful Wonderful/When Sunny Gets Blue	COLUMBIA 40784
ROBERT MAXWELL ORK	Cumana/Injury Music for Football Games	M-G-M 12351
BILLY MAY ORK	Christopher Columbus/Floater	CAPITOL 3598
ROD MCKUEN	Happy Is a Boy Named Me/Jaydee	LIBERTY 55034
CARMEN MCRAE	The Party's Over/I'm a Dreamer, Aren't We All?	DECCA 30112
JOE MEDLIN	After All I've Been to You/Lord Knows I Tried	KING 4970
THE MELLO-MAIDS	Will You Ever Say You're Mine?/Oh-H-H	BATON 231
JAY MEYER	Suez Canal/On Our Way to Mars	CLASS 204
ROSALIE MICHAELS	Bonjour Tristesse/The Story of Love	JUBILEE 5254
MARK MILANO	Lights of Paris/Marjanna	FLAIR-X 3004
CHUCK MILLER	The Auctioneer/Baby Doll	MERCURY 71001
EDDIE (PIANO) MILLER	Mexicali Rose/Wolfgang Sebastian Mayer	DELUXE 6103
MITCH MILLER	Song of the Sparrow	COLUMBIA 40772
RUSS MILLER	One God/If the Good Lord's Willing	KAPP 906
MILLS BROTHERS	That's All I Need/Tell Me More	DECCA 30136
DUKE MITCHELL	Be Mine Tonight/It's Too Soon to Know	LIBERTY 55031
GUY MITCHELL	Take	



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# MOONLIGHT IN MADRID

and

# MY WILD AND RECKLESS HEART

RKO Unique #383

# JOE LEAHY



Exclusively



## SINGLES

### ● Popular

● Continued from page 52

Artist	Song Titles	Label & No.
DOLORES PARKER	I Never Felt This Way Before/Is There No Love for Me?	UNIQUE 372
FESS PARKER	The Ballad of John Colter/Pioneer's Prayer	DISNEYLAND 45
FESS PARKER AND CAMARATA	Wriggle Wriggle Pts. 1 & 2	DISNEYLAND F 39
SHERRY PARSONS	Whispering Heart/How Can I Keep My Mind on My Feet?	DOVER 101
MIKE PEDICIN QUINTET	Close All the Doors/Teen-Age Fairy Tales	VICTOR 6676
JUNE PERRY	Something Tells Me/In Your Arms	MERCURY 70990
THE PETTICOATS	I'll Go Alone With You/High Heels	UNIQUE 363
PEREZ PRADO	Bongo Bash/Donna	VICTOR 6752
PEREZ PRADO ORK	Petticoats of Portugal/Bandido	VICTOR 6684
ELVIS PRESLEY	Love Me Tender/Any Way You Want Me-That's How I Will Be	RCA VICTOR 6643
THE PROPHETS	Baby, Come Back/Stormy	ATCO 6078
ARTHUR PRYSOCK	O-Ho-O-Yeh/There Goes the Mailman	PEACOCK 1670
TITO PUENTE ORK	Little Jump Cha Cha/Lundo Cha Cha	VICTOR 6698
TITO PUENTE ORK	Que Sera Cha Cha/Rumberos	VICTOR 6735
LEW QUADLING ORK	Armen's Theme/Wind River Valley	CORAL 61754
LORRY RAINE	You Can Find Contentment/Somebody Else Walked In	ADVANCE 3013
JIMMY RANDOLPH	The Little Boy/Fallen Angel	MERCURY 71106
JOHNNIE RAY	You Don't Owe Me a Thing/Look Homeward, Anel	COLUMBIA 40803
CHUCK REED	Whispering Heart/Another Love Has Ended	DECCA 30170
JOE REISMAN ORK	Armen's Theme/I'll Take You Dancing	VICTOR 6740
LINE RENAUD	I'd Love to Fall Asleep/Stealin'	CAPITOL 3606
CAROL RICHARDS	Run Darlin', Don't Walk/My Heart Is an Island	VICTOR 6721
TRUDY RICHARDS	Once Upon a Dream/Paradise	CAPITOL 3555
GALE ROBBINS	This Can't Be the End of Me/Riverman	ERA 1022
KENNY ROBERTS	Broken Teen-Age Heart/I'm Looking for the Bully of the Town	DECCA 30073
LYNN ROBERTS	He Never Looks My Way/I'm Gonna Love Ya 'Til I Die	UNIQUE 364
TITO RODRIGUEZ ORK	Asi Asi/Violets and Violins	VICTOR 6622
THE ROGUES	If You Love Me/World of Love	OLD TOWN 300
DICK ROMAN	Never Leave Me/Comme Ca	ABC-PARAMOUNT 9748
ROSALIE	Beautiful Friendship/Magic Garden	ZEPHYR 70-003
ROSALINDA	The Cruel Tower/My Cherie	ERA 1023
DAVID ROSE ORK	Midnight on the Cliff/Holiday for Trombones	M-G-M 12376
SONNY ROSSI ORK	Cha Cha on Parade/Heart and Soul	MARDI-GRAS 1023
BOB ROUBIAN	Come on Home/Pauline, Pauline	CAPITOL 3584
THE ROVER BOYS	Whoop Doodly Baby/The Piano Tuner	ABC-PARAMOUNT 9760
LITA ROZA	Innismore/No Time for Tears	LONDON 1686
CONNIE RUSSELL	That'll Be the Day/You and Your Ways	ERA 1020
THE SABRES	Crystal/Pity Me	VICTOR 6754
FELICIA SANDERS	Break It to Me Gentle/What Do You Wanna Do Tonight?	MERCURY 70994
THE SATISFIERS	Come Away, Love/Where'll I Be Tomorrow Night?	CORAL 61727
LONNIE SATTIN	The First One to See the Rainbow/I Remember Your Love	CAPITOL 3574
MURRAY SCHAFF	Tombstone Number 9/How Many Miles	KING 4977
STEVE SCHICKEL	Leave My Sideburns Be/Cry-Baby Boogie	MERCURY 70999
THE SCHOLARS	Spin the Wheel/Rocky Road	DOT 15498
THE VOICES OF WALTER SCHUMANN	When You're Away/The Ballad of Roger Boom	VICTOR 6758
GEORGIE SHAW	No One/A Faded Summer Love	DECCA 30078
JOAN SHAW	Don't You Remember?/Just Kiss Me	ABC-PARAMOUNT 9751
ROLAND SHAW ORK	Street of Good-byes/Walk to the Bull Ring	LONDON 1771
ROBERTA SHERWOOD	Mary Lou/Should I Try Again?	DECCA 30057
ROBERTA SHERWOOD	A Woman Ages Quicker Than a Man/Tears Don't Care Who Cries Them	DECCA 30138
DINAH SHORE	High Heels/The Whistling Tree	VICTOR 6683
DINAH SHORE	I'll Come Back (If You Come Back)/A New Fangled Tango	VICTOR 6733
SUSAN SILO	Dear Diary/Don't Ever Cheat	CANDLELIGHT 1005
SUSAN SILO	Operator, Please/A Shoulder to Cry On	CANDLELIGHT 1009
HARRY SIMEONE	If I Had My Way, An American Is a Very Lucky Man	BERWICKE 2756
JERI SIMPSON	In My Black Lace/Sugar	SUN-KIST 700

### Artist Song Titles Label & No.

FRANK SINATRA	Jealous Lover/You Forgot All the Words	CAPITOL 3552
KULDIP SINGH	Don't Take My Heart/Love, You Don't Owe Me a Thing	VICTOR 6732
MARY SMALL	Don't Come Cryin' to Me/Here's Where I Start (Breaking My Heart Again)	CORAL 61718
WARREN SMITH	Ubangi Stomp (Hi-Lo, BMI)/Black Jack David, Hi-Lo, BMI	SUN 250
LARRY SONN ORK	Desert Sunrise/Congo Mambo	CORAL 61759
JERI SOUTHERN	Bells Are Ringing/Just in Time	DECCA 30114
JERI SOUTHERN	Married I Can Always Get/Candlelight Conversation	DECCA 30106
PATTI SPANGLER	Lullaby in Blue/Afraid to Love	UNIQUE 476
GLEN-SPICE ORK	Promenade/In a Spanish Garden	MOHAWK 102
CYRIL STAPLETON ORK	Maid of Madrid/Highway Patrol	LONDON 1697
BENNY STRONG ORK	Don't Bring Lulu/Blond Hair, Blue Eyes and Ruby Lips	DECCA 30160
ENZO STUARTI	Just Say I Love Her/Marisa	JUBILEE 5257
ORQUESTA SUBLIME	Angoa/Bombon Cha	PANART 1940
LYNN TAYLOR	Wouldn't It Be Lovely/Rockroville	CORAL 61726
SAM (THE MAN) TAYLOR ORK	A Sunday Kind of Love/Nightfall	M-G-M 12377
THE THREE FRIENDS	Blanche/Baby, I'll Cry	LIDO 500
THE THREE SUNS	Wind River Valley/Postmark: Vienna	VICTOR 6713
NORRIS THE TROUBADOUR	Rock 'n' Rollin' Honey (You Left Me Baby 'Cause I Had No Money)/Remember Me	CO-ED 132
JOHNNY TYLER	Lie to Me, Baby/Country Fair	STARDAY 263
JERRY VALE	Mother Mine/Tell Me So	COLUMBIA 40775
CATRINA VALENTE	I'll Remember April/Everytime We Say Goodbye	DECCA 30025
JUDY VALENTINE	I'd Give You/I'll Be Following You	MERCURY 71013
BILLY VAUGHN	Petticoats of Portugal/LaLaColette	Dot 15506
BILLY VAUGHN ORK	Sweet Leilani/Creole Love Call	DOT 15514
FRANK VIRTUOSO	Toodle-oo-Kangaroo/Hop Skip Jump Mambo	BUD 2221
JIMMY WAKELY	Jimmy, Jimmy/James Dean	CORAL 61722
DANNY WALKER	Walkin' and Whistlin'/In My Dreams	CORAL 61755
BILLY WARD	Will You Remember (When You Are Far-a-Way?)	DECCA 30043
BILLY WARD AND THE DOMINOS	Evermore/Half a Love	DECCA 30194
ANNETTE WARREN	I'm a Puppet on the Strings of Love/The Right Kind of Love	ABC-PARAMOUNT 9733
FRAN WARREN	My Guy/Riot in Brazil	UNIQUE 357
DINAH WASHINGTON	All Because of You/To Love and Be Loved	MERCURY 71018
DINAH WASHINGTON	The Kissing Way Home/Relax, Max	MERCURY 70968
BERNIE WAYNE ORK	Flirtango/Maracaibo	ABC-PARAMOUNT 9752
LAWRENCE WELK	Cinco Robles/Whispering Heart	CORAL 61765
LAWRENCE WELK AND LENNON SISTERS	You Broke Your Promise, Mr. Sandman/The Siamese Cat Song	CORAL 61762
JOHNNY WILDER	Whoop'ee, Baby/My One Desire	CAPITOL 3572
BILLY WILLIAMS QUARTET	Follow Me/Stormy	CORAL 61751
BILLY WILLIAMS	Shame, Shame, Shame/Don't Cry on My Shoulder	CORAL 61730
MEL WILLIAMS	I Cried a Million Tears/All Through the Night	DIG 128
HAL WILLIS	My Pink Cadillac/Bop-a-Dee Bop-a-Doo	ATLANTIC 1114
STANLEY WILSON ORK	Rich People of Hollywood/Theme of "Alfred Hitchcock Presents"	SUNSET 2021
HUGO WINTERHALTER ORK	All That I Ask Is Love/The Boulevard of Love	VICTOR 6701
PEARL WOODS	I Can't Wait/Let the Good Things Start	DOT 15508
WORLD SYMPHONY ORK	Ticker Tape Tango/Serenade for Trumpets	REQUEST 733
RALPH YOUNG	Baby Doll/Stormy Weather	EPIC 9194
RALPH YOUNG	'Tis Autumn/Strange Melody	DECCA 30099
HELMUT ZACHARIAS ORK	The Whistler and His Dog/Spanish Violins	DECCA 30102
THE ZULU RHYTHM BOYS	Fanagalo/Believe Me	LONDON 1691

### ● Country & Western

ROY ACUFF	It's Hard to Love/I Like Mountain Music	DECCA 30141
REX ALLEN & VICTOR YOUNG	Nothin' to Do/The Trail of the Lonesome Pine	DECCA 30066
COUSIN ARNOLD	Sweet Talking Daddy/Heart of Fantasy	STARDAY 578
EDDY ARNOLD	A Good Lookin' Blonde/A Dozen Hearts	RCA VICTOR 6773
EDDY ARNOLD	I Wouldn't Know Where to Begin/The Ballad of Wes Tancred	RCA VICTOR 6699
RANDY ATCHER	I'll Be All Smiles Tonight, Love/Indian Rock	M-G-M 12347
THE AVALONS	It's Funny, But It's True	GROOVE 0174
BOBBY BARE	Another Love Has Ended/Down on the Corner of Love	CAPITOL 3557

### Artist Song Titles Label & No.

BENNY BARNES	Poor Man's Riches/Those Who Know	STARDAY 262
OTTO BASH	All I Can Do Is Cry/St., James Infirmary	RCA VICTOR 6745
THE HONEY BEES	What's to Become of Me/Just to Live Again	IMPERIAL 5416
WASHBOARD BILL	In the Morning/River Boat Dock	KING 4983
BOBBY (BLUE) BLAND	I Don't Believe/I Learned My Lesson	DUKE 160
THE NEW BLOCKBUSTERS	Rock & Roll Guitar (Parts 1 & 2)	ANTLER 4001
JOHNNY BOND	Lonesome Train/Laughing Back the Heartaches	COLUMBIA 21565
JIMMY BOYD	Crazy Mixed-Up Blues/Rockin' Down the Mississippi	COLUMBIA 21571
DOUG BRAGG	Tiger Lily/Barbed Wire Love	CORAL 61716
HYLO BROWN	The Only One/The Prisoner's Song	CAPITOL 3554
GARY BRYANT	Summer Love Affair/I'm Just Wild About You	DECCA 30104
THE CADETS	I'll Be Spinning/Fools Rush In	MODERN 1006
WYNONA CARR	Till the Well Run Dry/Should I Ever Love Again	SPECIALTY 589
HARRY CARROLL	Checkerboard Lover/Two-Timin'	STARDAY 277
JUNE CARTER	Baby, I Tried/I'm All Right Now	COLUMBIA 40797
RIC CARTEY	Oooh-eeee/Young Love	STARS 539
AL CASEY	A Fool's Blues/Juice	DOT 15524
JOHNNY CASH	There You Go/Train of Love	SUN 258
THE COUNTRY BOYS	Buddy's Boogie/Raisin' the Dickens	COLUMBIA 40810
HANK CROW	Baby Me, Baby/Crazy 'Bout You	SOUTHWEST 204
HANK CROW & JEANNE BLACK	Wish You Would/Who's Gonna Know	SOUTHWEST 207
MAC CURTIS	Don't You Love Me/That Ain't Nothin' But Right	KING 4995
PAUL DAVIS	I Must Turn My Face to the Wall/Big Money	M-G-M 12357
EDDIE DEAN	Banks of the Old Rio Grande/Rock and Roll Cowboy	SAGE 226
BUD DECKELMAN	I Love You So/It's Great to Be Living	M-G-M 12356
LITTLE JIMMY DICKENS	I'm Coming Over Tonight/Say It Now	COLUMBIA 40801
MILT DICKEY	Easy Payment Heart/Six of One	WESTPORT 133
DANNY DILL	I'm Hungry for Your Lovin'/The Stranger of Abilene	ABC-PARAMOUNT 9734
BOB DOSS	Don't Be Gone Long/Somebody's Knocking	STARDAY 265
GLENN DOUGLAS	Used Up Love/What You Don't Know (Won't Hurt You)	DECCA 30119
DENVER DUKE & JEFFREY NULL	A Babe, a Star, a Manger/Christ Who Came to Bethlehem (May Soon Come Again)	BLUE HEN 223
DENVER DUKE & JEFFREY NULL	Hank Williams Isn't Dead/Rock and Roll Blues	MERCURY 12747
ROY DUKE	It's Been the Talk All Over Town/Honky Tonk Queen	DECCA 30095
JIM EDWARD & MAXINE BROWN	A Man With a Plan/Just a Lot of Sweet Talk	RCA VICTOR 6730
TIBBY EDWARDS	Fool That I Was/I Don't Want to Say I Love You	STARDAY 278
LEE EMERSON	I Thought I Heard You Calling My Name/It's So Easy	COLUMBIA 21570
WERLY FAIRBURN	I'm a Fool About Your Love/All the Time	SAVOY 1503
THE FARMER BOYS	Oh, How It Hurts/Cool Down, Mame	CAPITOL 3569
CHARLIE FEATHERS	Can't Hardly Stand It/Everybody's Lovin' My Baby	KING 4971
CHARLIE FEATHERS	One Hand Loose/Bottles to the Baby	KING 4997
TERRY FELL	Caveman/Play the Music Louder	RCA VICTOR 6707
BILL FLAGG	Go Cat, Go/A Good Woman's Leavin'	TETRA 4445
LESTER FLATT, EARL SCRUGGS & THE FOGGY MOUNTAIN BOYS	What Is Good for You (Should Be All Right for Me)/No Doubt About It	COLUMBIA 21561
THE GARDENIAS	My Baby's Tops/Flaming Love	FEDERAL 12284
THE COUNTRY GENTLEMEN	A Rose and a Baby Ruth/Why Did You Go?	RCA VICTOR 6673
DON GIBSON	I'm Gonna Fool Everybody/You're the Only One for Me	M-G-M 12393
RUDY (TUTTI) GRAYZELL	Jig-Ga-Lee-Ga/You Hurt Me So	STARDAY 270
VERNON GREEN	My Mary Lou/Did You Have Fun?	DOOTONE 407
BILL GUYTON	You Traveled Too Far/I've Got a Little Time for Loving	PRIDE 3000
HECK HARPER	Do Right/There Is Fog in the Mountain	NORTHWESTERN 2411
RAY HARRIS	Where'd You Stay Last Nite?/Come on, Little Mama	SUN 254
FREDDIE HART	Drink Up and Go Home/Blue	COLUMBIA 21558
HAWKSHAW HAWKINS	I'll Be Gone/My Fate Is in Your Hands	RCA VICTOR 6716
GOLDIE HILL	New Names, New Faces/Footsteps	DECCA 30142

(Continued on page 56)

# \*DREAM LOVE



\*POLLY BERGEN sings the new hit "Dream Love" on RKO Unique . . . Thanks, DJ's, for your wonderful reception.

*backed by a great rock and roll blues*

## LADIES AND GENTLEMEN OF THE JURY

RKO Unique 381



In Canada  
SPARTON RECORDS

STAN BORDEN  
Sales Manager

Country & Western

Continued from page 54

Table with columns: Artist, Release, Label & No. Includes entries for BUDDY HOLLY, HOMER & JETHRO, DAVID HOUSTON, etc.

Table with columns: Artist, Song Titles, Label & No. Includes entries for JUDY LYNN, VONNIE MACK, JANIS MARTIN, etc.

Table with columns: Artist, Song Titles, Label & No. Includes entries for ROBERT & JOHNNY, CHARLIE ROSS QUARTET, CANDY ROWELL, etc.

Table with columns: Artist, Song Titles, Label & No. Includes entries for BOB WIMBERLY, DEL WOOD, LES YORK, etc.

Rhythm & Blues

Table with columns: Artist, Song Titles, Label & No. Includes entries for FAYE ADAMS, ANNIE ALFORD, THE ANGELS, etc.

Table with columns: Artist, Song Titles, Label & No. Includes entries for EARLSTON FORD, ERNIE FREEMAN, JOHNNY FULLER, etc.

Thanks, DJ's, for helping us ride ALL the charts!

Advertisement for Mickey and Sylvia's 'I'm Going Home'. Features images of the duo and large text: LOVE IS STRANGE, I'M GOING HOME, GROOVE 0175, MICKEY and SYLVIA.

Personal Management: Ben-Ghazi Enterprises, 1587 Broadway, New York, N. Y.

NOW available also on Groove EP-EGA-#18

(Continued on page 62)

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for  
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The Name:

**DANNY COSTELLO**

The First Great Release:

**“ABBRACCIATO”**

(In Each Other's Arms)

c/w

**“LIKE A BROOK GETS  
LOST IN A RIVER”**

Caravan Record 15701

DJ's—  
Thanks for your  
great reception to  
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**Danny**

P.S.: Would you catch  
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## Who Juices the Spotlight?

• Continued from page 45

which enjoyed lesser but still chartworthy success.

### R.&B. Invasion

The most numerous invasion force, however, came right out of the pure area of rhythm and blues. As the adulterated product known as rock and roll caught on, the deejays led the kids in the appreciation of the true, original article. This led to the pop success of such performers as Little Richard, the Teen-Agers and many more.

Running down the impressive list, Specialty's Little Richard, an established r.&b. seller, cracked the pop barrier first with "Tutti Frutti," despite very heavy cover competition from Pat Boone. He then was able to follow up, and this time to outstrip the competition, with "Long Tall Sally" and the coupling of "Rip It Up" and "Ready Teddy." The same happened with that group of youngsters on Gee, appropriately named the Teen-Agers, starring pint-sized Frankie Lyman. This group broke into the all-market money with "Why Do Fools Fall in Love?" and was able to follow the same route with "I Want You to Be My Girl."

Not all of the r.&b. groups were able to repeat on the pop lists after that first break-thru, altho some of those one-shots were substantial hits. For example, we had the Teen Queens with "Eddie, My Love," the Cadillacs with "Speedoo," the Six Teens with "A Casual Look" and Little Willie John with "Fever." Altho these acts didn't repeat, they did open the door to acceptance of any of their future releases which may merit broad pop exposure. Their efforts will not be lightly dismissed.

### Break Precedent

There also was the unprecedented occurrence of two out-and-out r.&b. versions of the same tune making the pop charts. This was "Stranded in the Jungle," cut originally by the Jayhawks, but covered by the Cadets, who outdistanced the original, altho both versions made it. And there was an out-and-out pop styling of "Treasure of Love" by Clyde McPhatter, a balladeer whose previous hits had all been in the r.&b. classification.

Rock and roll, which now is identified virtually as a distinct idiom, produced its own share of new chart artists. Mercury employed the Diamonds to cover a number of hits of r.&b. origin and several of these hit the money. First was a cover for the Teen-Agers' "Why Do Fools Fall in Love?" and the second was "Church Bells May Ring," which is believed to have outsold the original by the Willows. Other new faces were Gloria Mann with "Teen-Age Prayer," the Bonnie Sisters with "Cry Baby" and Bobby Scott with "Chain Gang."



Fats Domino, whose "I'm in Love Again," on the Imperial label, was the record most played by rhythm and blues jockeys during 1956, according to year-end recap of The Billboard r.&b. jockey charts.

"Ivory Tower" carried two new names to the charts. Cathy Carr made it for Fraternity's first big disk and Otis Williams made it for King.

Film material was the vehicle to chart prominence for one Elmer Bernstein, the film conductor responsible for the sound-track version of "The Man With the Golden Arm" music and for Dick Jacobs, who covered. It also did the trick for veteran batoneer Morris Stoloff, with his combination of "Moonglow" and the "Picnic" theme. Coral's George Cates cashed in heavily with his cover of the contrapuntal concoction. A number of similar productions by the same artists fell short, however, and Johann Sebastian Bach's eminence in the field of polyphony weathered the challenges well.

Andy Williams, young vocal star of the Steve Allen TV shows, rode in with the first vocal version of Eddie Heywood's "Canadian Sunset" and jocks gave a good listen to his "Baby Doll" follow-up, which has yet to break thru, however. The Rover Boys established what could be a seasonal perennial in "Graduation Day." Then there was the unusual French-language smash by the Blue Stars on a jazz favorite called "Lullaby of Birdland." This version broke thru where a flock of English-language and instru-



The Platters, whose Mercury disk of "The Great Pretender" was the rhythm and blues record most played in juke boxes during last year, according to a final round-up of 1956 r.&b. juke charts in The Billboard.

mental versions had failed. The break-thru was due to heavy deejay support, incidentally.

Cole Porter's "True Love," carried in a veteran film vocalist, Jane Powell, altho the top version was by Bing Crosby and another chart (and disk) newcomer, Her Serene Highness, Princess Grace of Monaco.

This isn't the whole story, by any means. Jocks and record buyers also went for an occasional instrumental change of pace. Of most recent memory are Bill Doggett's blues rock, "Honky Tonk," and Sil Austin's "Slow Walk." Doggett also did okay with a cover of the second-named.

## Librarian Problems Mounting

• Continued from page 48

for 45 r.p.m. records and another for LP's. In the case of 45's, disks are generally filed alphabetically by artist, with some making additional provisions for label and song titles. Index card catalogs carry as much information as possible, the foregoing, plus publisher and clearance credit, time of selections, and in some cases a very brief artist bio.

The networks program records far in advance of a given show, and maintain duplicate files, despite the fact that network music programming is not as extensive as is local radio. ABC, NBC and CBS all use an alphabetical artist filing system, as do the greater majority of indie stations. The latter seem to inject flourishes of their own, all necessary to the peculiar aspects of their own station's demands.

Some stations, KLAC, Hollywood, for example, maintain separate libraries of 45's for each disk jockey, with jocks determining their own filing system. The varied programming of a station (jazz, popular, rock and roll, country and western, etc.) determines the advisability of maintaining separate libraries for individual DJ's.

In all cases, separate shelves and bins were constructed to handle 45 r.p.m. records, and records are stacked vertically. Some stations surveyed prefer to file their records by type of music (male vocalists, fem vocalists, vocal groups, bands, instrumentals, etc.), but these are in a minority.

### LP Filing

In the case of LP's, the two chief systems found to be used were filing by label, filing by type of music. Index cards likewise carry complete information pertaining to artist, publisher, clearance credits and a full list of selections.

Some stations continue to carry all records received for years. Most indicate they delete between 30 to 50 per cent of their disk inventory at the end of the year. These mainly constitute records which achieved little or no popularity, with little call for subsequent programming.

Coast stations queried indicated a negative attitude with respect to the recent use of extended play disks for jockeys by RCA Victor and Coral. A number of stations are using the records, but most are emphatically opposed to them and discourage diskery representatives from further servicing. Librarians report they try to get single 45's from publisher sources in preference to the EP's, claiming the latter present further burdens in filing, and other technical problems for engineers.

A leading New York indie meanwhile added its voice to those against further EP releases to stations. It was pointed out that whenever an artist filing system is used, the EP's carrying two different artists become a problem. In this case, the station has requested from RCA Victor, two copies of each EP, so that each artist's new disk can be cataloged. The spokesman for the station added that the EP promotion disk also complicates the matter of programming. He indicated that the practice couldn't be discontinued too soon for him.

## Deejay Plays Molding Trends

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try and western); while Jim Lowe's "Green Door"; "Canadian Sunset," by Eddie Heywood and Winterhalter, and disks by the Platters, Bill Haley, Little Richard, Otis Williams, Frankie Lyman and the Teen-Agers, and Bill Doggett all made both pop and r.&b. charts.

Other r.&b. artists, who showed up in pop last year—altho not in the top 50—were Chuck Berry, the Teen Queens, Little Willie John, Clyde McPhatter, and the Cadets. Tennessee Ernie, Gene Vincent, Presley and Perkins showed up strongly on both the pop and country and western charts.

Instrumentally, the jockeys went for sweet, sentimental wax last year, particularly platters

## Good Disks Make Spins Tough

• Continued from page 48

Sonny James. On the other hand, the r.&b. charts contained a healthy sprinkling of pop records (Eddie Heywood's "Canadian Sunset," Jim Lowe's "Green Door," Guy Mitchell's "Singing the Blues," etc.). Elvis Presley, a hit in all categories, illustrates again the importance to all jockeys of following chart movement in all categories, and not just the one in which they specialize.

Life is made no easier by the fact that hits are now spread among more and more labels, which means more lines must be followed carefully. In 1956, 38 labels were represented on the pop charts, and 32 hit the r.&b. national lists. Only in the country field was the market pretty thoroughly locked up by the majors. Related to this is the unusually large number of new artists who made the charts for the first time this past year (see separate story). The average listener is definitely more receptive than ever to new talent—and less loyal to established "names."

There was once a time when a reviewer would listen to a record and quip: "It's so bad it's dangerous," or "It's too good, it'll never sell." Many trade-wise people believed that it was a rarity when a record was both "good" and yet "commercial." How much this has changed might be illustrated with the example of Harry Belafonte, a maker of "good" records. He has been a top album artist for several years, but considered to have a rather limited, specialized following for success in the singles field. Each of his singles issued in the past year, however, has shown greater volume, and with "Jamaica Farewell" and "Mary's Boy Child" he hit the national best-selling charts.

### Good Records Sell

Today "good" records do sell. Taste is an indispensable property of today's disk jockey. He must be able to pick out the best of various types of music for his audience. He must offer listeners not only the cream of the current pop vocals, but the best instrumentals, the most outstanding novelties, the top layer r.&b. and country waxings. He must be attuned to new "sounds" and stylings. A "Banana Boat Song," an act like Patience and Prudence or the possibilities of a new Shirley and Lee record in the pop field should not escape his watchful eye.

A look at the new disks that are making most noise in the first weeks of 1957 gives a small sample of what lies ahead. Following are those that made the pop charts in the first two weeks: "Young Love," by Sonny James; "Blue Monday," by Fats Domi-

no; "Ain't Got No Home," by Clarence Henry; "Love Is Strange," by Mickey and Sylvia, and "Banana Boat," by Harry Belafonte. Score: 1 country, 3 rhythm and blues, 1 "class" pop singer. On the "Coming Up Strong" list (January 12 issue) is only one act, the Platters, that had more than one hit in 1956. Only two of the 10 had one chart record last year. All the rest are either new talent or artists who have not figured in the national listings for a long spell.

From all appearances, it will be an open field again this year. The jock who is not able to study all the new releases as carefully as he might like will find considerable help in The Billboard's "Spotlight" sections. Regular readers have surely noted how this feature has been expanded during 1956. Because there are more good records than ever, it has been necessary to "Spotlight" more records. Not only is a conscientious attempt made to predict which of the new releases will make the charts, but unusual talent and material is pinpointed in almost every issue. A special aid—the "Disk Jockey Programming" pick—has been a regular feature during the past year, and is specifically aimed at publicizing "quality" disks, some of which may not be the most commercial of records, but which, because of unusual merit, are assured strong listener interest. It is worth noting that a significant percentage of these "quality" disks are racking up impressive sales figures.

ters' "My Prayer," and Domino's "Blueberry Hill," etc.

LP's celebrated a banner '56, with jockeys across the country spinning more and more selections from albums. As a result, some album selections—notably several Presley sides, Bing Crosby's "True Love," from his "High Society" sound track album, and "My Prayer," from the Platters' first Mercury package—were spun into the hit single class by concentrated jockey attention.

"My Fair Lady" vied with Harry Belafonte for top album honors in 1956, with other Broadway original-cast and Hollywood sound track LP's grabbing off sizable most-played honors in the field, including "The King and I," "Oklahoma!" "Eddie Duchin Story," "Carousel," "Most Happy Fella" and "Picnic."

The jockeys gave heavy play to all Belafonte albums (thereby giving him a solid start into the single best-seller class in 1957), and to Pat Boone's "Howdy" album. Ella Fitzgerald's "Cole Porter Song Book" showed up in the top 25 LP's, thus indicating the jockey's increasing exposure to the best in jazz, along with Stan Kenton's "Kenton in Hi-Fi" and June Christy's "Misty Miss Christy."

Jockeys played somewhat less Lawrence Welk than moved across retail counters last year, but on the other hand, helped boost bands by putting several orchestras on their most-played list that didn't make the retail top 25. Capitol's "Dance to the Bands," Percy Faith's "Passport to Romance," and Sammy Kaye's "What Makes Sammy Swing and Sway," are examples of these top band packages.

The turntable set also gave heavy play to several vocal albums which failed to hit the top 25 best selling album list, including Vic Damone's "That Towering Feeling," Julie London's "Lonely Girl," and Don Cherry's "Swingin' for Two."

*Without your help...*



... could not have achieved Major Label status and have had an unexcelled year of 14 "Chart Records" during 1956.

# 1956's TOP POPULAR RECORDS

## ... according to Best Sellers in Stores

A recapitulation of The Billboard's Best Sellers in Stores chart for the entire year of 1956. Note: Some records reached their potential late in 1955 or had not yet reached this level when 1956 ended—thus their position in these few instances does not necessarily reflect their total popularity. Points were given in accordance with the length of time the record appeared on the chart.

Position & Record	Artist & Label
1... HEARTBREAK HOTEL	Elvis Presley, Victor
2... DON'T BE CRUEL	Elvis Presley, Victor
3... LISBON ANTIGUA	Nelson Riddle, Capitol
4... MY PRAYER	Platters, Mercury
5... WAYWARD WIND	Gogi Grant, Era
6... HOUND DOG	Elvis Presley, Victor
7... POOR PEOPLE OF PARIS	Les Baxter, Capitol
8... WHATEVER WILL BE WILL BE (QUE SERA SERA)	Doris Day, Columbia
9... MEMORIES ARE MADE OF THIS	Dean Martin, Capitol
10... ROCK AND ROLL WALTZ	Kay Starr, Victor
11... MOONGLOW AND THEME FROM PICNIC	Morris Stoloff, Decca
12... GREAT PRETENDER	Platters, Mercury
13... I ALMOST LOST MY MIND	Pat Boone, Dot
14... I WANT YOU, I NEED YOU, I LOVE YOU	Elvis Presley, Victor
15... LOVE ME TENDER	Elvis Presley, Victor
16... HOT DIGGITY	Perry Como, Victor
17... CANADIAN SUNSET	Eddie Heywood-Hugo Winterhalter, Victor
18... BLUE SUEDE SHOES	Carl Perkins, Sun
19... GREEN DOOR	Jim Lowe, Dot
20... NO NOT MUCH	Four Lads, Columbia
21... HONKY TONK	Bill Doggett, King
22... SIXTEEN TONS	Tennessee Ernie, Capitol
23... JUST WALKING IN THE RAIN	Johnnie Ray, Columbia
24... ALLEGHENY MOON	Patti Page, Mercury
25... I'M IN LOVE AGAIN	Fats Domino, Imperial
26... TONIGHT YOU BELONG TO ME	Patience & Prudence, Liberty
27... BE-BOP-A-LULA	Gene Vincent, Capitol
28... WHY DO FOOLS FALL IN LOVE	Teen Ager, Gee
29... STANDING ON THE CORNER	Four Lads, Columbia
30... FLYING SAUCER	Buchanan & Goodman, Luniverse
31... MOONGLOW AND THEME FROM PICNIC	George Cates, Coral
32... IVORY TOWER	Cathy Carr, Fraternity
33... SEE YOU LATER ALLIGATOR	Bill Haley, Decca
34... I'LL BE HOME	Pat Boone, Dot
35... ON THE STREET WHERE YOU LIVE	Vic Damone, Columbia
36... MAGIC TOUCH	Platters, Mercury
37... BORN TO BE WITH YOU	Chordettes, Cadence
38... BAND OF GOLD	Don Cherry, Columbia
39... MORE	Perry Como, Victor
40... SINGING THE BLUES	Guy Mitchell, Columbia
41... BLUEBERRY HILL	Fats Domino, Imperial
42... FOOL	Stanford Clark, Dot
43... HAPPY WHISTLER	Don Robertson, Capitol
44... TRUE LOVE	Bing Crosby & Grace Kelly, Capitol
45... LONG TALL SALLY	Little Richard, Specialty
46... SWEET OLD FASHIONED GIRL	Theresa Brewer, Coral
47... TRANSFUSION	Norvus Nervous, Dot
48... IT ONLY HURTS FOR A LITTLE WHILE	Ames Brothers, Victor
49... A TEAR FELL	Theresa Brewer, Coral
50... ROCK ISLAND LINE	Lonnie Donegan, London

## ... according to Most Played in Juke Boxes

A recapitulation of The Billboard's Most Played in Juke Boxes chart for the entire year of 1956. Note: Some records reached their potential late in 1955 or had not yet reached this level when 1956 ended—thus their position, in these few instances, does not necessarily reflect their total popularity. Points were given in accordance with the length of time the record appeared on the chart.

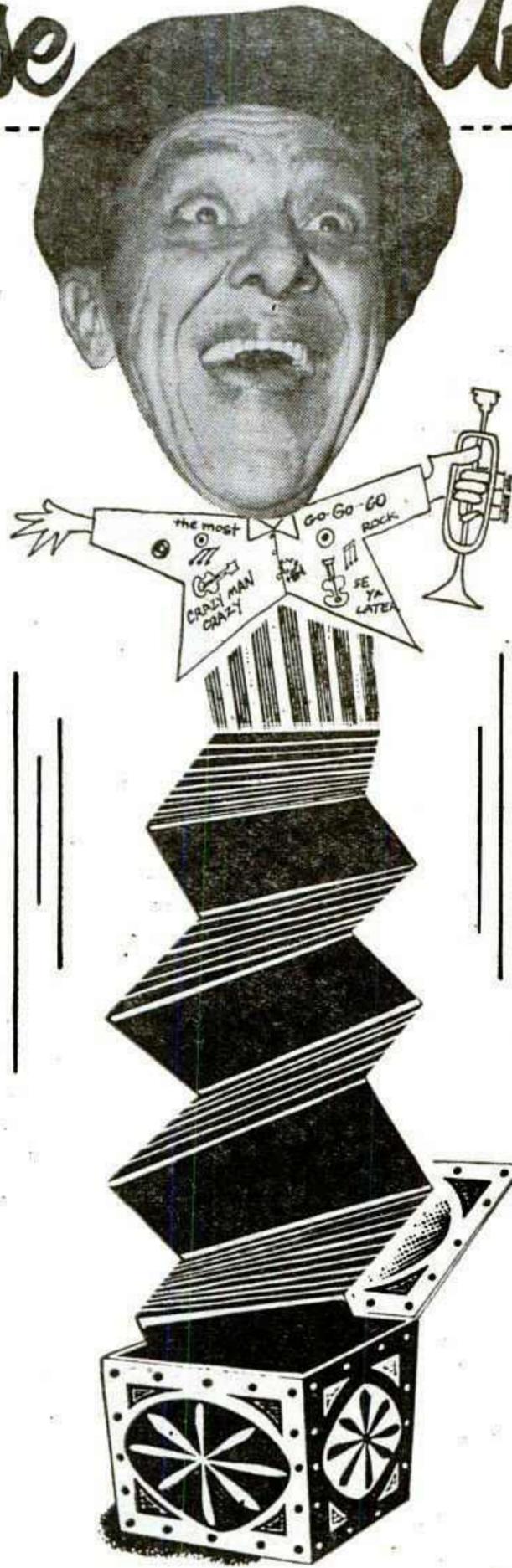
Position & Record	Artist & Label
1... ROCK AND ROLL WALTZ	Kay Starr, Victor
2... LISBON ANTIGUA	Nelson Riddle, Capitol
3... POOR PEOPLE OF PARIS	Les Baxter, Capitol
4... GREAT PRETENDER	Platters, Mercury
5... HEARTBREAK HOTEL	Elvis Presley, Victor
6... MEMORIES ARE MADE OF THIS	Dean Martin, Capitol
7... DON'T BE CRUEL	Elvis Presley, Victor
8... WAYWARD WIND	Gogi Grant, Era
9... MY PRAYER	Platters, Mercury
10... NO NOT MUCH	Four Lads, Columbia
11... I ALMOST LOST MY MIND	Pat Boone, Dot
12... BLUE SUEDE SHOES	Carl Perkins, Sun
13... WHATEVER WILL BE WILL BE (QUE SERA SERA)	Doris Day, Columbia
14... HOT DIGGITY	Perry Como, Victor
15... HOUND DOG	Elvis Presley, Victor
16... I'LL BE HOME	Pat Boone, Dot
17... ALLEGHENY MOON	Patti Page, Mercury
18... SIXTEEN TONS	Tennessee Ernie, Capitol
19... I WANT YOU, I NEED YOU, I LOVE YOU	Elvis Presley, Victor
20... IVORY TOWER	Cathy Carr, Fraternity
21... WHY DO FOOLS FALL IN LOVE	Teen Ager, Gee
22... A TEAR FELL	Teresa Brewer, Coral
23... SEE YOU LATER ALLIGATOR	Bill Haley, Decca
24... GREEN DOOR	Jim Lowe, Dot
25... HONKY TONK	Bill Doggett, King
26... CANADIAN SUNSET	Eddie Heywood-Hugo Winterhalter, Victor
27... MOONGLOW AND THEME FROM PICNIC	Morris Stoloff, Decca
28... JUST WALKING IN THE RAIN	Johnnie Ray, Columbia
29... MAGIC TOUCH	Platters, Mercury
30... MOONGLOW AND THEME FROM PICNIC	George Cates, Coral
31... BAND OF GOLD	Don Cherry, Columbia
32... TONIGHT YOU BELONG TO ME	Patience & Prudence, Liberty
33... I'M IN LOVE AGAIN	Fats Domino, Imperial
34... STANDING ON THE CORNER	Four Lads, Columbia
35... SWEET OLD FASHIONED GIRL	Teresa Brewer, Coral
36... LOVE ME TENDER	Elvis Presley, Victor
37... BORN TO BE WITH YOU	Chordettes, Cadence
38... IT ONLY HURTS FOR A LITTLE WHILE	Ames Brothers, Victor
39... IVORY TOWER	Gale Storm, Dot
40... I HEAR YOU KNOCKING	Gale Storm, Dot
41... MORE	Perry Como, Victor
42... FOOL	Stanford Clark, Dot
43... BE-BOP-A-LULA	Gene Vincent, Capitol
44... JUKE BOX BABY	Perry Como, Victor
45... EDDIE MY LOVE	Fontane Sisters, Dot
46... HAPPY WHISTLER	Don Robertson, Capitol
47... BLUEBERRY HILL	Fats Domino, Imperial
48... TUTTI FRUTTI	Pat Boone, Dot
49... IT'S ALMOST TOMORROW	Dream Weavers, Decca
50... LONG TALL SALLY	Pat Boone, Dot

## ... according to Most Played by Jockeys

A recapitulation of The Billboard's Most Played by Jockeys chart for the entire year of 1956. Note: that some records reached their potential late in 1955 or had not yet reached this level when 1956 ended—thus their position, in these few instances does not necessarily reflect their total popularity. Points were given in accordance with the length of time the record appeared on the chart.

Position & Record	Artist & Label
1... WAYWARD WIND	Gogi Grant, Era
2... ROCK AND ROLL WALTZ	Kay Starr, Capitol
3... NO NOT MUCH	Four Lads, Columbia
4... GREAT PRETENDER	Platters, Mercury
5... MOONGLOW AND THEME FROM PICNIC	Morris Stoloff, Decca
6... HEARTBREAK HOTEL	Elvis Presley, Victor
7... LISBON ANTIGUA	Nelson Riddle, Capitol
8... DON'T BE CRUEL	Elvis Presley, Victor
9... HOT DIGGITY	Perry Como, Victor
10... MY PRAYER	Platters, Mercury
11... SIXTEEN TONS	Tennessee Ernie, Capitol
12... WHATEVER WILL BE WILL BE (QUE SERA SERA)	Doris Day, Columbia
13... I ALMOST LOST MY MIND	Pat Boone, Dot
14... I'LL BE HOME	Pat Boone, Dot
15... CANADIAN SUNSET	Eddie Heywood-Hugo Winterhalter, Victor
16... ALLEGHENY MOON	Patti Page, Mercury
17... STANDING ON THE CORNER	Four Lads, Columbia
18... ON THE STREET WHERE YOU LIVE	Vic Damone, Mercury
19... GREEN DOOR	Jim Lowe, Dot
20... LOVE ME TENDER	Elvis Presley, Victor
21... MOONGLOW AND THEME FROM PICNIC	George Cates, Coral
22... BORN TO BE WITH YOU	Chordettes, Cadence
23... HOUND DOG	Elvis Presley, Victor
24... BLUE SUEDE SHOES	Carl Perkins, Sun
25... POOR PEOPLE OF PARIS	Les Baxter, Capitol
26... I WANT YOU, I NEED YOU, I LOVE YOU	Elvis Presley, Victor
27... BAND OF GOLD	Don Cherry, Columbia
28... JUST WALKING IN THE RAIN	Johnnie Ray, Columbia
29... MAGIC TOUCH	Platters, Mercury
30... SEE YOU LATER ALLIGATOR	Bill Haley, Decca
31... IVORY TOWER	Gale Storm, Dot
32... HAPPY WHISTLER	Don Robertson, Capitol
33... IVORY TOWER	Cathy Carr, Fraternity
34... TONIGHT YOU BELONG TO ME	Patience & Prudence, Liberty
35... MORE	Perry Como, Victor
36... I'M IN LOVE AGAIN	Fats Domino, Imperial
37... THEME FROM THE THREE PENNY OPERA	Dick Hyman, MGM
38... WHY DO FOOLS FALL IN LOVE	Teen Ager, Gee
39... FRIENDLY PERSUASION	Pat Boone, Dot
40... CANADIAN SUNSET	Andy Williams, Cadence
41... A TEAR FELL	Teresa Brewer, Coral
42... TRUE LOVE	Bing Crosby & Grace Kelly, Capitol
43... WHY DO FOOLS FALL IN LOVE	Gale Storm, Dot
44... IVORY TOWER	Otis Williams, DeLuxe
45... HONKY TONK	Bill Doggett, King
46... MEMORIES ARE MADE OF THIS	Dean Martin, Capitol
47... SWEET OLD FASHIONED GIRL	Teresa Brewer, Coral
48... TEEN AGE PRAYER	Gale Storm, Dot
49... GLENDORA	Perry Como, Victor
50... SONG FOR A SUMMER NIGHT	Mitch Miller, Columbia

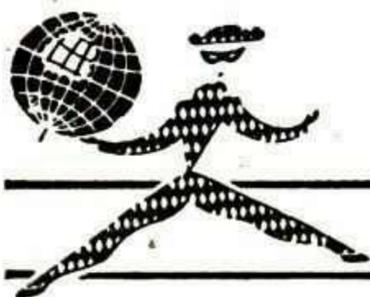
# The Surprise Artist of '57



# WINGY MANONE

A swingin' wingin' release on its way to the top of the charts

# PARTY DOLL



A NEW WORLD OF SOUND



30211 & 9-30211

Rhythm & Blues

Continued from page 58

Table with columns: Artist, Song Titles, Label & No. Includes entries like THE PHAROAHS - Watusi/Teen-Agers' Love Song, KING PLEASURE BAND - Blues I Like to Hear/D B Blues, etc.

Table with columns: Artist, Song Titles, Label & No. Includes entries like WALTER SPRIGGS - (I'm Gonna) Love You, Love Lou, Love You/I Pawned Everything, WYNN STEWART - That Just Kills Me/You Took Her Off My Hands, etc.

Table with columns: Artist, Song Titles, Label & No. Includes entries like THE FAMOUS DAVIS SINGERS - Jesus, Gently Guide Me/Won't It Be Wonderful There, THE DIXIE HUMMING BIRDS - Thank You for One More Day/Get Right Church, etc.

Sacred

Table with columns: Artist, Song Titles, Label & No. Includes entries like THE CROSSROADS QUARTET - There Comes a Time/You Are the Finger of God, RED FOLEY - There'll Be Peace in the Valley for Me/A Servant (In the House of the Lord), etc.

Children's

Table with columns: Artist, Song Titles, Label & No. Includes entries like PATTI DIANE DESMOND - Nursery Time/I Wonder What Little Dogs Dream Of, DOTY EVANS - Music for Two-Year Olds (Parts 1 & 2), etc.

Polkas

Table with columns: Artist, Song Titles, Label & No. Includes entries like KENNY BASS ORK - Blue Eyes Crying in the Rain Polka/Everready Polka, GEORGIE COOK ORK - Hot Pizza Polka/Cotton Pickin' Polka, etc.

Jazz

Table with columns: Artist, Song Titles, Label & No. Includes entry: SIDNEY BECHET - I Remember When/Coquin de Boubou.

ALBUMS

Popular

Table with columns: TITLE, ARTIST, LABEL AND NO. Includes entries like ADOMONO GUITARRA ESTUPENDO - Estupendo, AFTER DINNER MUSIC - Victor Young Strings, AFTER THE LIGHTS GO DOWN LOW - Al Hibbler, etc.

Table with columns: Artist, Song Titles, Label & No. Includes entries like I WONDER WHAT BECAME OF ME - Anita Ellis, JACK AND THE BEANSTALK - Various Unique Artists, JOYRIDE - The Four Lovers, etc.

Advertisement for RAZZBERRY REYNOLDS ALL STAR POLKA BAND AT THE MILL MARCH AT THE MILL MARCH. Includes contact info for BOWERY RECORDS.

Advertisement for SAVE MONEY ORDER YOUR BILLBOARD SUBSCRIPTION TODAY. Includes a form for subscription details and a small image of the Billboard magazine cover.

(Continued on page 68)

# SMASH



**STEVE**

**LAWRENCE**

**SMASH** ROCKABILLY SOUND

**SMASH** CALYPSO

**PARTY  
DOLL**

**PUM-PA-  
LUM**

61792  
9-61792



# 1956's TOP COUNTRY AND WESTERN RECORDS

## ... according to C&W Best Sellers in Stores

A recapitulation of The Billboard's C&W Best Sellers in Stores chart for the entire year of 1956. Note some records reached their potential late in 1955 or had not yet reached this level when 1956 ended—thus their position, in these few instances, does not necessarily reflect their total popularity. Points were given in accordance with the length of time the record appeared on the chart.

Position & Record	Artist & Label
1... CRAZY ARMS	Ray Price, Columbia
2... HEARTBREAK HOTEL	Elvis Presley, Victor
3... I WALK THE LINE	Johnny Cash, Sun
4... BLUE SUEDE SHOES	Carl Perkins, Sun
5... SEARCHING	Kitty Wells, Decca
6... I WANT YOU, I NEED YOU, I LOVE YOU	Elvis Presley, Victor
7... DON'T BE CRUEL	Elvis Presley, Victor
8... WHY BABY WHY	Red Sovine & Webb Pierce, Decca
9... I FORGOT TO REMEMBER TO FORGET	Elvis Presley, Victor
10... SINGING THE BLUES	Marty Robbins, Columbia
11... HOUND DOG	Elvis Presley, Victor
12... YOU AND ME	Red Foley & Kitty Wells, Decca
13... SWEET DREAMS	Faron Young, Capitol
14... SO DOGGONE LONESOME	Johnny Cash, Sun
15... SIXTEEN TONS	Tennessee Ernie, Capitol
16... LOVE LOVE LOVE	Webb Pierce, Decca
17... I DON'T BELIEVE YOU'VE MET MY BABY	Louvin Brothers, Capitol
18... I TAKE THE CHANCE	J. E. & Maxine Brown, Victor
19... BLACKBOARD OF MY HEART	Hank Thompson, Capitol
20... BE-BOP-A-LULA	Gene Vincent, Capitol
21... YES I KNOW WHY	Webb Pierce, Decca
22... EAT, DRINK AND BE MERRY	Porter Wagoner, Victor
23... BLUEBERRY HILL	Fats Domino, Imperial
24... YOU ARE THE ONE	Carl Smith, Columbia
25... I'VE GOT FIVE DOLLARS AND IT'S SATURDAY NIGHT	Faron Young, Capitol
26... LITTLE ROSA	Red Sovine & Webb Pierce, Decca
27... I WAS THE ONE	Elvis Presley, Victor
28... CONSCIENCE I'M GUILTY	Hank Snow, Victor
29... WHY BABY WHY	George Jones, Starday
30... WHAT WOULD YOU DO (IF JESUS CAME TO YOUR HOUSE)	Porter Wagoner, Victor
31... LOVE ME TENDER	Elvis Presley, Victor
32... FOLSOM PRISON BLUES	Johnny Cash, Sun
33... MYSTERY TRAIN	Elvis Presley, Victor
34... HONKY TONK MAN	Johnny Horton, Columbia
35... MY LIPS ARE SEALED	Jim Reeves, Victor
36... 'CAUSE I LOVE YOU	Webb Pierce, Decca
37... JUST CALL ME LONESOME	Eddy Arnold, Victor
38... YOU'RE FREE TO GO	Carl Smith, Columbia
39... HOW FAR IS HEAVEN	Kitty Wells, Decca
40... YOU DON'T KNOW ME	Eddy Arnold, Victor
41... BEAUTIFUL LIES	Jean Shepard, Capitol
42... FOR RENT	Sonny James, Capitol
43... ANY OLD TIME	Webb Pierce, Decca
44... GREEN DOOR	Jim Lowe, Dot
45... BOPPIN' THE BLUES	Carl Perkins, Sun
46... THESE HANDS	Hank Snow, Victor
47... I FEEL LIKE CRYIN'	Carl Smith, Columbia
47... I'VE CHANGED	Carl Smith, Columbia
49... MY BABY LEFT ME	Elvis Presley, Victor
50... I'M A ONE WOMAN MAN	Johnny Horton, Columbia

## ... according to Most Played C&W in Juke Boxes

A recapitulation of The Billboard's Most Played C&W in Juke Boxes chart for the entire year of 1956. Note: Some records reached their potential late in 1955 or had not yet reached this level when 1956 ended—thus their position, in these few instances, does not necessarily reflect their total popularity. Points were given in accordance with the length of time the record appeared on the chart.

Position & Record	Artist & Label
1... HEARTBREAK HOTEL	Elvis Presley, Victor
2... BLUE SUEDE SHOES	Carl Perkins, Sun
3... CRAZY ARMS	Ray Price, Columbia
4... I WALK THE LINE	Johnny Cash, Sun
5... I FORGOT TO REMEMBER TO FORGET	Elvis Presley, Victor
6... WHY BABY WHY	Red Sovine & Webb Pierce, Decca
7... SIXTEEN TONS	Tennessee Ernie, Capitol
8... DON'T BE CRUEL	Elvis Presley, Victor
9... SEARCHING	Kitty Wells, Decca
10... YES I KNOW WHY	Webb Pierce, Decca
11... I WANT YOU, I NEED YOU, I LOVE YOU	Elvis Presley, Victor
12... EAT, DRINK AND BE MERRY	Porter Wagoner, Victor
13... LOVE LOVE LOVE	Webb Pierce, Decca
14... HOUND DOG	Elvis Presley, Victor
15... YOU AND ME	Red Foley & Kitty Wells, Decca
16... SWEET DREAMS	Faron Young, Capitol
17... SINGING THE BLUES	Marty Robbins, Columbia
18... I DON'T BELIEVE YOU'VE MET MY BABY	Louvin Brothers, Capitol
19... SO DOGGONE LONESOME	Johnny Cash, Sun
20... I'VE GOT FIVE DOLLARS AND IT'S SATURDAY NIGHT	Faron Young, Capitol
21... YOU ARE THE ONE	Carl Smith, Columbia
22... BLACKBOARD OF MY HEART	Hank Thompson, Capitol
23... WHY BABY WHY	George Jones, Starday
24... BE-BOP-A-LULA	Gene Vincent, Capitol
25... I TAKE THE CHANCE	J. E. & Maxine Brown, Victor
26... JUST CALL ME LONESOME	Eddy Arnold, Victor
27... 'CAUSE I LOVE YOU	Webb Pierce, Decca
28... POOR MAN'S RICHES	Benny Barnes, Starday
29... FOLSOM PRISON BLUES	Johnny Cash, Sun
29... MY BABY LEFT ME	Elvis Presley, Victor
31... MYSTERY TRAIN	Elvis Presley, Victor
32... YOU GOTTA BE MY BABY	George Jones, Starday
33... CONSCIENCE I'M GUILTY	Hank Snow, Victor
34... WHAT AM I WORTH	George Jones, Starday
35... BOPPIN' THE BLUES	Carl Perkins, Sun
35... YOU'RE FREE TO GO	Carl Smith, Columbia
37... THESE HANDS	Hank Snow, Victor
38... MY LIPS ARE SEALED	Jim Reeves, Victor
39... SEASONS OF MY HEART	Jim Newman, Dot
40... LITTLE ROSA	Red Sovine & W. Pierce, Decca
41... JUST ONE MORE	George Jones, Starday
42... RUN BOY	Ray Price, Columbia
43... LOVE ME TENDER	Elvis Presley, Victor
44... HONKY TONK MAN	Johnny Horton, Columbia
45... ANY OLD TIME	Webb Pierce, Decca
46... I FEEL LIKE CRYIN'	Carl Smith, Columbia
47... FOR RENT	Sonny James, Capitol
48... I'M A ONE WOMAN MAN	Johnny Horton, Columbia
49... HOLD EVERYTHING	Red Sovine & Webb Pierce, Decca
49... BEAUTIFUL LIES	Jean Shepard, Capitol

## ... according to Most Played C&W by Jockeys

A recapitulation of The Billboard's Most Played C&W by Jockeys chart for the entire year of 1956. Note: Some records reached their potential late in 1955 or had not yet reached this level when 1956 ended—thus their position, in these few instances, does not necessarily reflect their total popularity. Points were given in accordance with the length of time the record appeared on the chart.

Position & Record	Artist & Label
1... CRAZY ARMS	Ray Price, Columbia
2... I WALK THE LINE	Johnny Cash, Sun
3... HEARTBREAK HOTEL	Elvis Presley, Victor
4... BLUE SUEDE SHOES	Carl Perkins, Sun
5... YES I KNOW WHY	Webb Pierce, Decca
6... YOU AND ME	Red Foley & Kitty Wells, Decca
7... WHY BABY WHY	Red Sovine & Webb Pierce, Decca
8... SWEET DREAMS	Faron Young, Capitol
9... I DON'T BELIEVE YOU'VE MET MY BABY	Louvin Brothers, Capitol
10... LOVE LOVE LOVE	Webb Pierce, Decca
11... I TAKE THE CHANCE	J. E. & Maxine Brown, Victor
12... DON'T BE CRUEL	Elvis Presley, Victor
13... SEARCHING	Kitty Wells, Decca
14... YOU ARE THE ONE	Carl Smith, Columbia
15... SIXTEEN TONS	Tennessee Ernie, Capitol
16... I FORGOT TO REMEMBER TO FORGET	Elvis Presley, Victor
17... SINGING THE BLUES	Marty Robbins, Columbia
18... BLACKBOARD OF MY HEART	Hank Thompson, Capitol
19... FOLSOM PRISON BLUES	Johnny Cash, Sun
20... FOR RENT	Sonny James, Capitol
21... YOU'RE STILL MINE	Faron Young, Capitol
22... I WANT YOU, I NEED YOU, I LOVE YOU	Elvis Presley, Victor
23... LITTLE ROSA	Red Sovine & Webb Pierce, Decca
24... HONKY TONK MAN	Johnny Horton, Columbia
25... EAT, DRINK AND BE MERRY	Porter Wagoner, Victor
26... HOUND DOG	Elvis Presley, Victor
27... MY LIPS ARE SEALED	Jim Reeves, Victor
28... RUN BOY	Ray Price, Columbia
29... THESE HANDS	Hank Snow, Victor
30... WHY BABY WHY	George Jones, Starday
31... YOU DONE ME WRONG	Ray Price, Columbia
32... HOPING THAT YOU'RE HOPING	Louvin Brothers, Capitol
33... I'VE GOT FIVE DOLLARS AND IT'S SATURDAY NIGHT	Faron Young, Capitol
34... HOW FAR IS HEAVEN	Kitty Wells, Decca
35... ANY OLD TIME	Webb Pierce, Decca
36... SEASONS OF MY HEART	Jim Newman, Dot
37... YOU'RE FREE TO GO	Carl Smith, Columbia
38... I'M A ONE WOMAN MAN	Johnny Horton, Columbia
39... CONSCIENCE I'M GUILTY	Hank Snow, Victor
40... YOU GOTTA BE MY BABY	George Jones, Starday
41... BE-BOP-A-LULA	Gene Vincent, Capitol
42... ACCORDING TO YOUR HEART	Jim Reeves, Victor
43... I WANT TO BE LOVED	Johnny & Jack, Victor
44... I WAS THE ONE	Elvis Presley, Victor
45... 'CAUSE I LOVE YOU	Webb Pierce, Decca
46... UNCLE PEN	Porter Wagoner, Victor
47... IT'S A GREAT LIFE	Faron Young, Capitol
48... I'M SO IN LOVE WITH YOU	Wilburn Brothers, Decca
49... TWENTY FEET OF MUDDY WATER	Sonny James, Capitol
50... I FEEL LIKE CRYIN'	Carl Smith, Columbia
50... I'VE CHANGED	Carl Smith, Columbia

# 2 Winners!

**A Voice With a Heart—on a REAL SMASH!**

## Bob Winn

### DON'T LET ME DOWN

b/w

### ALL THROUGH THE NIGHT

#7003



**A RED HOT Smash!**

## Beverly Vance

### WILL I?

b/w

### IN THE CHAPEL

#7002



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IN CANADA • LONDON RECORDS, Ltd.



sure fire!

**JAYE P. MORGAN's** newest record, sure to be her biggest ballad hit yet . . . . . **I THOUGHT IT WAS OVER / I PLEDGE ALLEGIANCE TO YOUR HEART**

20/47-6798

Your customers will hear this New Orthophonic High Fidelity recording best on an RCA Victor New Orthophonic High Fidelity "Victrola"®

America's favorite speed... 45 RPM

RCA VICTOR



● Popular

● Continued from page 62

Artist	Song Titles	Label & No.
RUSTY MEETS HOAGY—Rusty Draper and Hoagy Carmichael.....		Mercury MG 20173
SHIMMERING STRINGS—David Carroll Ork.....		Mercury MG 20154
SILVER JUBILEE—Guy Lombardo and His Royal Canadians.....		Decca DL 8333
SOLID GOLD HORN—Charles Margulis.....		Grand Award 33-344
SOMETHING WONDERFUL — Jane Powell.....		M-G-M E 3451
THE SOUND OF SONN—Larry Sonn Ork.....		Coral CRL 57057
SOUVENIR D' ITALIE—Johnny Desmond.....		Coral CRL 57079
SPEAK LOW—Al Goodman Ork.....		Camden CAL 317
SQUEEZE PLAY—John Serry, Accordion.....		Dot DLP 3024
STANDARDS A LA ROS—Edmundo Ros Ork.....		London LL 1466
STEPPING IN SOCIETY—Eddie Davis Ork.....		Columbia CL 911
STRADIVARI CHAMPAGNE—D'Arteg's Ork.....		M-G-M E 3446
STRICT TEMPO FOR DANCERS—Harold Smart Ork.....		London LL 1396
STRINGS ON PARADE—Cyril Stapleton Ork.....		London LL 1487
SWINGIN' HARPSICHORD — Bruce Prince Joseph.....		High Fidelity R 603
SWINGING ON A HARP—Betty Glammann.....		Mercury MG 20169
SWINGIN' WITH HER NIBS—Georgia Gibbs.....		Mercury MG 20170
SWINGIN' WITH THE STARR—Kay Starr.....		Liberty SL 9001
'S WONDERFUL—Ray Conniff Ork.....		Columbia CL 925
SYLVIA SYMS SINGS.....		Atlantic 1243
THIS IS SINATRA.....		Capitol T 768
TAP DANCING FOR PLEASURE—Russ Morgan Ork.....		Decca DL 8336
TEEN-AGE DANCE PARTY.....		Gee GLP 702
THAT OLD FEELING—Frank Sinatra.....		Columbia CL 902
THURSDAY'S CHILD—Eartha Kitt.....		Victor LPM 1300
TIGER ON THE KEYS—Stephen Kovacs, Piano.....		Elektra EKL 111
TODAY'S HITS—Tex Beneke Ork.....		Camden CAE 400
TODAY'S HQS—Johnny Guarniere Ork. and the Townsmen.....		RCA Camden CAE 337
TOP 12.....		Columbia CL 937
THE TOUCH OF BETTY JOHNSON.....		Bally BAL 12011
THE TOWERING HILLTOPPERS.....		Dot DLP 3029
TO YOU FROM TEDDY KING.....		Victor LPM 1313
A TRIBUTE TO JAMES DEAN—Leonard Rosenman.....		Imperial 9021
23 SKIDDOO IN HI-FI—Albert White Ork.....		San Francisco M 33003
TWO IN A GONDOLA—Dino Olivieri Ork.....		Capitol T 10026
THE VAGABOND KING—Alfred Drake, Mimi Benzell, Frances Bible, Chorus and Ork., Cond. Jay Blacktom.....		Decca DL 8363
THE VAGABONDS.....		Unique LP 112
WALTZ AND BALLET—Reginald Foort, Organ.....		Cook 1058
WAR AND PEACE—Sound Track.....		Columbia CL 930
PAUL WHITEMAN 50th ANNIVERSARY.....		Grand Award 33-901
THE WILDEST—Louis Prima.....		Capitol T 755
ANDY WILLIAMS SINGS STEVE ALLEN.....		Cadence CLP 1018
WIRED FOR SOUND—Marty Gold.....		Vik LX 1054
WITH LOVE FROM PARIS—Edith Piaf, Charles Trenet, Gilbert Beaud, Les Compagnons de la Chanson, Annie Corday.....		Angel 65028
WIZARD OF OZ—Sound Track.....		M-G-M E 3464 ST
GEORGE WRIGHT PLAYS THE CONN ORGAN.....		High Fidelity R 712
YOU CAN'T BE TRUE, DEAR—Ken Griffith, Organ.....		Columbia CL 907
YOU CAN'T RUN AWAY FROM IT—Sound Track.....		Decca DL 8396
YOU'LL NEVER WALK ALONE—Roy Hamilton.....		Epic LN 3204
YOUNG AMERICA DANCES—Ralph Marterie Ork.....		Mercury MG 20198

● Classical

Artist	Song Titles	Label & No.
ALBENIZ: IBERIA (COMPLETE) (2-12")		—Philadelphia Orchestra; Eugene Ormandy, Cond. .... Columbia M2L 237
ALBENIZ: SIX SPANISH DANCES; TEJERA: ANDALUCIA DANCES (1-12")		—Pilar Lopez Dancers; Spanish Symphony Orchestra. Capitol P 18020
THE ART OF GIUSEPPE DE LUCA (1-12")		—Giuseppe de Luca..... Camden CAL 320
BACH: CLAVIER CONCERTO NO. 1 IN D MINOR; PROKOFIEFF: VIOLIN CONCERTO NO. 2 IN G MINOR, OP. 63 (1-12")		—Sviatoslav Richter, piano; Leonid Kogan, violin; State Orchestra of the U.S.S.R., Kurt Sanderling, Kiril Kondrashin, Cond. .... Monitor MC 2002
BACH: DOUBLE CONCERTO IN D MINOR FOR VIOLIN, OBE AND STRINGS; TRIPLE CONCERTO IN A MINOR FOR FLUTE, VIOLIN, HARPSICHORD, AND STRINGS (1-12")		—Solisti di Zegreb; Antonio Janigro, Cond. .... Vanguard BG 562
BARTOK: DIVERTIMENTO FOR STRING ORCHESTRA; IVES: THE UNANSWERED QUESTION; MILHAUD: SYMPHONY NO. 4 FOR STRINGS; SKALKOTTAS: LITTLE SUITE FOR STRINGS (1-12")		—Zimber Sinfonietta; Lukas Foss, Cond. .... Unicorn UN LP 1037
BARTOK: MUSIC FOR STRINGS, PERCUSSION AND CELESTA; DANCE SUITE (1-12")		—The Rias Symphony Orchestra, Ferenc Fricsay, Cond. .... Decca DL 9747
BEETHOVEN: PIANO SONATAS NO. 4, 5, 6, AND 7 (2-12")		—Friedrich Gulda..... London LL 1372, 1374
BEETHOVEN: PIANO SONATAS NOS. 30, 31 AND 32 (1-12")		—Glenn Gould, piano..... Columbia ML 5130
BEETHOVEN: SYMPHONY NO. 1; SYMPHONY NO. 8 (1-12")		—The Berlin Philharmonic Orchestra, Eugen Jochum, Cond. .... Decca DL 9865
BEETHOVEN: SYMPHONY NO. 4; SYMPHONY NO. 8 (1-12")		—Minneapolis Symphony Orchestra; Antal Dorati, Cond. .... Mercury MG 50100
BEETHOVEN: SYMPHONY NO. 6 ("PASTORAL") (1-12")		—Berlin Philharmonic; Andre Cluytens, Cond. .... Angel 35350
BEETHOVEN: SYMPHONY NO. 9 (2-12")		—Elisabeth Schwarzkopf, soprano; Elisabeth Hongen, contralto; Hans Hopf, tenor; Otto Edelmann, bass; Bayreuth Festival Orchestra, Wilhelm Furtwangler, Con. .... Victor LM 6043
BEETHOVEN: VIOLIN CONCERTO IN D (1-12")		—Jascha Heifetz, violin; Boston Symphony Orchestra; Charles Munch, Cond. .... Victor LM 1992
BERLIOZ: HAROLD IN ITALY (1-12")		—Berlin Philharmonic Orchestra; Igor Markevitch, Cond. .... Decca DL 9841
BERNSTEIN: FANCY FREE: COLUMBIAN; EL SALON MEXICO; MILHAUD: LA CREATION DO MONDE (1-12")		—Columbia Symphony Orchestra, Leonard Bernstein, Cond. .... Columbia CL 920
LEONARD BERNSTEIN ON BEETHOVEN: SYMPHONY NO. 5 (1-12")		—Narrator, Leonard Bernstein, Philharmonic Symphony Orchestra of New York, Bruno Walter, Cond. .... Columbia CL 918
BERNSTEIN: SERENADE FOR VIOLIN SOLO, STRINGS AND PERCUSSION (1-12")		—Isaac Stern, violin; Symphony of the Air; Leonard Bernstein, Cond. .... Columbia ML 5144
BERWALD: SYMPHONY IN C MAJOR; SYMPHONY IN E FLAT (1-12")		—Berlin Philharmonic Orchestra, Igor Markevitch, Cond. .... Decca DL 9855
BLISS: A COLOUR SYMPHONY (1-12")		—London Symphony Orchestra; Sir Arthur Bliss, Cond. .... London LL 1402
BLISS: VIOLIN CONCERTO; THEME AND CADENZA FOR VIOLIN AND ORCHESTRA (1-12")		—Campoli, violin; London Philharmonic Orchestra; Sir Arthur Bliss, Cond. .... London LL 1398
BLOCH: CONCERTO GROSSO NO. 2 FOR STRING QUARTET AND STRING ORCHESTRA; RICHTER: LAMENT FOR STRING ORCHESTRA; ANTHEIL: SERENADE FOR STRINGS (1-12")		—M-G-M String Orchestra; Izler Solomon, Cond. .... M-G-M E 3422
BORODIN: POLOVETSIAN DANCES (FROM "PRINCE IGOR"); RIMSKY-KORSAKOV: LE COQ D'OR SUITE (1-12")		—London Symphony Orchestra and Chorus; Antal Dorati, Cond. .... Mercury MG 50122
BRAHMS: CONCERTO FOR VIOLIN AND ORCHESTRA (1-12")		—Berl Senofsky, violin; Vienna Symphony Orchestra, Rudolf Moralt, Cond. .... Epic LC 3291
BRAHMS: SYMPHONY NO. 1 IN C MINOR (1-12")		—N. Y. Philharmonic, Bruno Walter, Cond. .... Columbia ML 5124
BAAHMS: SYMPHONY NO. 4: ACADEMIC FESTIVAL OVERTURE (1-12")		—Berlin Philharmonic Orchestra; Eugen Jochum, Paul Van Kempen, Conds. .... Decca DL 9866
BRAHMS: SYMPHONY NO. 4 (1-12")		—Vienna Philharmonic Orchestra; Raphael Kubelik, Cond. .... London LL 1485
BRAHMS: VARIATIONS AND FUGUE ON A THEME BY HANDEL; CHOPIN RECITAL (1-12")		—Julius Katchen, piano..... London LL 1325
BRAHMS: VARIATIONS ON A THEME BY HAYDN; ROSSINI: BARBER OF SEVILLE OVERTURE; MOZART: HAFNER SYMPHONY; MENDELSON: SCHERZO FROM "MIDSUMMER NIGHT'S DREAM" (1-12")		—N. Y. Philharmonic; Arturo Toscanini, Cond. .... Camden CAL 326
BRITTEN: THE LITTLE SWEEP (1-12")		—The English Opera Group Orchestra; Choir of Alley's School; Benjamin Britten, Cond. .... London XLL 1439
BRUCKNER: SYMPHONY NO. 4 IN E FLAT (ROMANTIC) (1-12")		—Pittsburgh Symphony Orchestra; William Steinberg, Cond. .... Capitol P 8352
BRUCKNER: SYMPHONY NO. 9 IN D MINOR (ORIGINAL VERSION); BEETHOVEN: FANTASIA IN C MINOR FOR PIANO, CHORUS AND ORCHESTRA (2-12")		—Symphony Orchestra of the Bavarian Radio; Eugen Jochum, cond.; Andor Foldes, piano; RIAS Chamber Choir & Berlin Motet Choir; Berlin Philharmonic Orchestra; Fritz Lehmann, Cond. .... Decca DX 139
BUDAPEST QUARTET ENCORES (1-12")		—Budapest String Quartet..... Columbia ML 5116
CAMPOLI ENCORES (1-12")		—Campoli..... London LL 1461
CHAUSSON: SYMPHONY IN B FLAT (1-12")		—Detroit Symphony Orchestra; Paul Paray, Cond. .... Mercury MG 50108
CORELLI: CONCERTI GROSSI, NOS. 4, 7, 8, 9 and 10 (1-12")		—I Musici..... Epic LC 3264
DEBUSSY: CHILDREN'S CORNER SUITE; BIZET: PETITE SUITE (FROM "JEUX D'ENFANTS"); SCENES BOHEMIENNES (FROM "LA JOLIE EFILLE DE PERTH") (1-12")		—L'Orchestra des Concerts Lamoureux; Jean Fournet, Cond. .... Epic LC 3288
DEBUSSY: PRELUDE TO "THE		(Continued on page 68)

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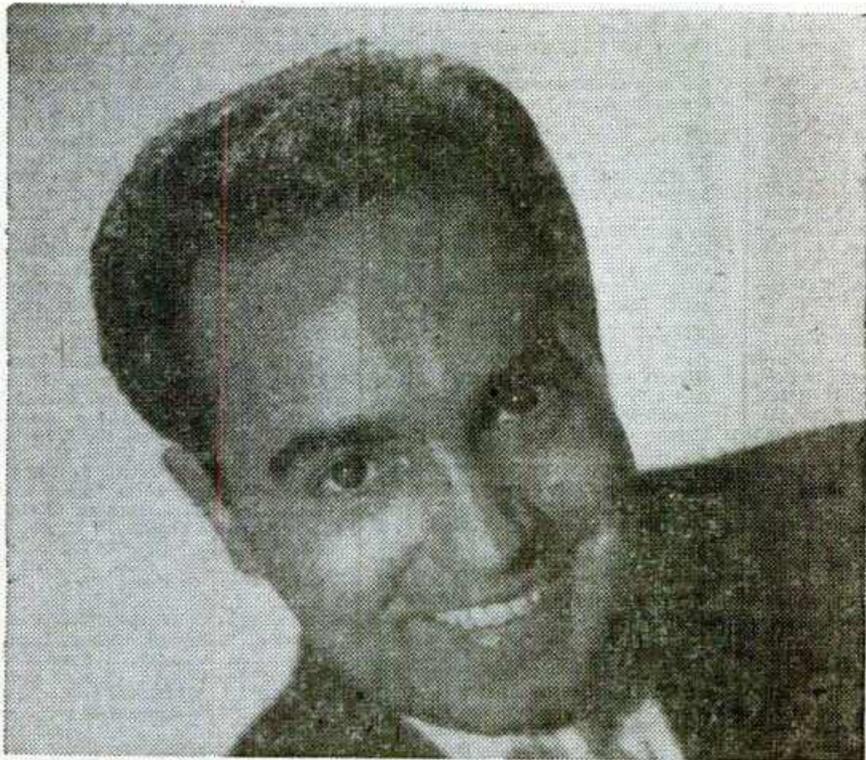
# "BRAZILIAN RHAPSODY"

(PART 1 and 2)

by

## Caesar Giovannini

and his Orchestra  
BALLY-1026 (7-1026)



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DREAMED"

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"LEVI  
LULLABY"

Lew Douglas

Bally 1025 (7-1025)

"I'M  
WAITING  
FOR SHIPS"

Lou Breese

Bally 1022 (7-1022)

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# 1956's TOP POPULAR ALBUMS

## ... according to Best Sellers in Stores

A recapitulation of The Billboard's Best Selling Pop Albums Chart for the entire year of 1956. Note: the possibility exists where an album reached its potential late in 1955 or had not reached this level when 1956 ended—thus its position, in these instances, does not necessarily reflect its total popularity at the retail level. Points were assigned in accordance with the length of time the album appeared on the chart.

Position	Album	Artist & Label
1	CALYPSO	Harry Belafonte, Victor
2	MY FAIR LADY	Original Cast, Columbia
3	KING AND I	Sound Track, Capitol
4	EDDIE DUCHIN STORY	Sound Track, Decca
5	ELVIS PRESLEY	Elvis Presley, Victor
6	HIGH SOCIETY	Sound Track, Capitol
7	SONGS FOR SWINGIN' LOVERS	Frank Sinatra, Capitol
8	BELAFONTE	Harry Belafonte, Victor
9	THE PLATTERS	The Platters, Mercury
10	OKLAHOMA	Sound Track, Capitol
11	ELVIS	Elvis Presley, Victor
12	CAROUSEL	Sound Track, Capitol
13	SAY IT WITH MUSIC	Lawrence Welk, Coral
14	FOUR FRESHMEN AND FIVE TROMBONES	Four Freshmen, Capitol
15	BUBBLES IN THE WINE	Lawrence Welk, Coral
16	SOLO MOOD	Paul Weston, Columbia
17	FRESHMEN FAVORITES	Four Freshmen, Capitol
18	COLE PORTER SONG BOOK	Ella Fitzgerald, Verve
19	HOWDY	Pat Boone, Dot
20	MISTY MISS CHRISTY	June Christy, Capitol
21	MOST HAPPY FELLA	Original Cast, Columbia
22	KENTON IN HI FI	Stan Kenton, Capitol
23	PICNIC	Sound Track, Decca
24	THE ELGART TOUCH	Les Elgart, Columbia
25	ON THE SUNNY SIDE	Four Lads, Columbia

## ... according to Disk Jockey Plays

A recapitulation of The Billboard's Most Played by Jockeys chart for the entire year of 1956 that it appeared. Note: the possibility exists where an album reached its potential late in 1955 or had not reached this level when 1956 ended—thus its position, in these instances, does not necessarily reflect its total popularity. Points were assigned in accordance with the length of time the album appeared on the chart.

\*\*\*This chart made its debut on the Packaged Records Buying Guide page of The Billboard on July 21, 1956. This, therefore, is recapitulation of approximately 5½ months.

Position	Album	Artist & Label
1	HIGH SOCIETY	Sound Track, Capitol
2	SONGS FOR SWINGIN' LOVERS	Frank Sinatra, Capitol
3	CALYPSO	Harry Belafonte, Victor
4	MY FAIR LADY	Original Cast, Columbia
5	EDDIE DUCHIN STORY	Sound Track, Decca
6	ON THE SUNNY SIDE	Four Lads, Columbia
7	SOLO MOOD	Paul Weston, Columbia
8	MY FAIR LADY	Percy Faith, Columbia
9	KING AND I	Sound Track, Capitol
10	COLE PORTER SONG BOOK	Ella Fitzgerald, Verve
11	ELVIS PRESLEY	Elvis Presley, Victor
12	SWINGIN' FOR TWO	Don Cherry, Columbia
13	FOUR FRESHMEN AND FIVE TROMBONES	Four Freshmen, Capitol
14	THAT TOWERING FEELING	Vic Damone, Columbia
15	MISTY MISS CHRISTY	June Christy, Capitol
16	THE ELGART TOUCH	Les Elgart, Columbia
17	HOWDY	Pat Boone, Dot
18	ELVIS	Elvis Presley, Victor
19	THE PLATTERS	The Platters, Mercury
20	PASSPORT TO ROMANCE	Percy Faith, Columbia
21	SAY IT WITH MUSIC	Lawrence Welk, Coral
22	WHAT MAKES SAMMY SWING (AND SWAY)	Sammy Kaye, Columbia
23	LONELY GIRL	Julie London, Liberty
24	BELAFONTE	Harry Belafonte, Victor
25	DANCE TO THE BANDS	Various Artists, Capitol

## Classical

Continued from page 66

Artist	Song Titles	Label & No.
AFTERNOON OF A FAUN"; IBERIA-IMAGES FOR ORCHESTRA, NO. 2; LA MER (1-12")—Detroit Symphony Orchestra; Paul Paray, Cond. ....		Mercury MG 50101
DEBUSSY: SUITE BERGAMASQUE; ESTAMPES; CHILDREN'S CORNER (1-12")—Rudolf Firkusny, piano.....		Capitol P 8350
DELIBES: SYLVIA (1-12")—Philharmonia Orchestra; Robert Irving, Cond. ....		Victor LM 2036
DELIBES: COPPELIA (1-12")—Orchestra of the Royal Opera House, Covent Garden, Robert Irving, Cond. ....		Victor LM 2035
DONIZETTI: DON PASQUALE (2-12")—Choir & Orchestra of Teatro di San Carlo di Napoli; Francesco Molinari-Pradelli, Cond. ....		Epic SC 6016
DONIZETTI: L'ELISIR D'AMOUR (3-12")—Giuseppe Di Stefano; Hilde Gueden; Chorus and Orchestra of the Maggio Musicale Fiorentino; Francesco Molinari Pradelli, Cond. ....		London XLLA 38
DVORAK: CELLO CONCERTO IN B MINOR OP. 104; TCHAIKOVSKY: VARIATIONS ON A ROCOCO THEME, OP. 33 (1-12")—Gaspar Casado, cello; Pro Musica Orchestra, Vienna; Jonel Perlea, Cond. ....		Vox PL 9360
DVORAK: CONCERTO FOR VIOLIN AND ORCHESTRA (1-12")—Johanna Martzy, violin; The Rias Symphony Orchestra, Berlin, Ferenc Fricsay, Cond. ....		Decca DL 9858
DVORAK: QUARTET IN F MAJOR (AMERICAN) OP. 96; QUARTET IN E FLAT MAJOR, OP. 51 (1-12")—Budapest String Quartet.....		Columbia ML 5143
DVORAK: SERENADE FOR STRING ORCHESTRA IN E MAJOR; SLAVONIC RHAPSODY IN G MINOR; SLAVONIC RHAPSODY IN A FLAT MAJOR (1-12")—Bamberg Symphony Orchestra, Fritz Lehmann, Cond. ....		Decca DL 9850
ELGAR: ENIGMA VARIATIONS; PURCELL: SUITE FOR STRINGS (1-12")—Halle Orchestra; Sir John Barbirolli, Cond. ....		Mercury MG 50125
FALLA: EL AMOR BRUJO; ORCHESTRAL FAVORITES (1-12")—Marina de Gabarain, Mezzo soprano; L'Orchestre de La Suisse Romande; Ernest Ansermet, Cond. ....		London LL 1404
FAURE: MASQUES ET BERGAMASQUES; CHAUSSON: VIVIANE (SYMPHONIC POEM ON AN ARTHURIAN LEGEND); DUPARC: LENORE (SYMPHONIC POEM AFTER A BALLAD BY BURGER) (1-12")—Philharmonia Orchestra of Hamburg; Arthur Winograd, Cond. ....		M-G-M E 343
FRISKIN PLAYS BACH GOLDBERG VARIATIONS (1-12")—James Friskin, Piano... Vanguard-Bach Guild BG 558		
GLAZUNOV: THE SEASONS-BALLET (1-12")—L'Orchestre de La Societe des Concerts du Conservatoire de Paris; Albert Wolff, Cond. ....		London LL 1504
GRIEG: LYRIC SUITE; TCHAIKOVSKY: MARCH SLAV; SIBELIUS: FINLANDIA; LISZT: HUNGARIAN RHAPSODY NO. 4 (1-12")—Danish State Radio Symphony Orchestra; Eric Tuxen, Cond. ....		London LL 1313
GRIEG: PER GYNT SUITES—NOS. 1 AND 2; WEDDING DAY AT TROLDHAUGEN; TRIUMPHAL MARCH FROM "SIGMUND JORSALFAR" (1-12")—Bamber Symphony Orchestra, Otmar Sutner, Cond. Bavarian Symphony Orchestra, Kurt Graunke, Cond. ....		Decca 9869
HILDE GUDEN SINGS ARIAS FROM THE ITALIAN OPERAS (1-12")—Hilde Guden ....		London LL 1322
HANDEL: MESSIAH (EXCERPTS) (1-12") Zimble Sinfonietta, Thompson Stone, Cond. ....		Unicorn UNLP 1043
HANDEL: SOLOMON (2-12")—Royal Philharmonic Orchestra, Beecham Choral Society; Sir Thomas Beecham, Bart., Cond. ....		Angel 3546
HAYDN: SONATA IN A FLAT, NO. 8; SONATA IN G MAJOR, NO. 10; SONATA IN C MINOR, NO. 25; SONATA IN E MAJOR NO. 30 (1-12")—Kathleen Long, piano ....		London LL 1380
HAYDN: SYMPHONY NO. 94 "SURPRISE"; MOZART: EINE KLEINE NACHTMUSIK (1-12")—N.W.D.R. Symphony Orchestra; Hans Schmidt-Isserstedt, Cond. ....		Capitol P 18022
HEIFETZ: CASTELNUOVA-TEDESCO, CONCERTO NO. 2 ("THE PROPHETS"); RICHARD STRAUSS: SONATA IN E FLAT (1-12")—Jascha Heifetz, violin; Los Angeles Symphony Orchestra, Alfred Wallenstein, Cond., Brooks Smith, piano ....		RCA Victor LM 2050
ALAN HOVHANESS: PRELUDE AND QUADRUPLE FUGUE; RONALD LOPRESTI: THE MASKS; ROGER SESSIONS: THE BLACK MASKERS SUITE (1-12")—Eastman-Rochester Symphony Orchestra; Howard Hanson, Cond. ....		Mercury MG 50106
KHACHATURIAN: CONCERTO FOR PIANO AND ORCHESTRA (1-12")—Leonard Pennario, piano; Concert Arts Orchestra; Felix Slatkin, Cond. ....		Capitol P 8349
KHACHATURIAN: GAYNE BALLETT SUITE; KABALEVSKY: THE COMEDIANS (1-12")—Philadelphia Orchestra; Eugene Ormandy, Cond. ....		Columbia CL 917
WANDA LANDOWSKA PLAY MOZART (2-12")—Piano Sonatas in B Flat, K. 333; in D, K. 311, in E Flat, K. 282; in G, K. 283; Rondo in A Minor, K. 511; Country Dances, K. 606—Wanda Landowska, piano ....		Victor LM 6044

Artist	Song Titles	Label & No.	TITLE	ARTIST	LABEL AND NO.		
LISZT: 15 HUNGARIAN RHAPSODIES (2-12")—Alexander Brailowsky, piano ..		Victor LM 6038	His Brass Ensemble.....		Unicorn UN LP 1031		
MALCUZYNSKI ENCORES (1-12")—Malcuzyński ..		Angel 35348	MUSIKFREUNDE, VIENNA—Pro Musica Symphony, Vienna; Jascha Horenstein, Cond. ....		Vox PL 10000		
FRANK MARTIN: SIX MONOLOGUES FROM "JEDERMANN" (EVERYMAN); SCHUBERT RECITAL (1-12")—Heinz Rehfus, baritone; Frank Martin, piano ....		London LL 1405	MUSIC OF OFFENBACH (1-12")—Luzerne Festival Orchestra; Ernest Falk, Cond. ....		Period SPL 303		
MENDELSSOHN: A MIDSUMMER NIGHT'S DREAM (1-12")—RIAS Chamber Choir; Berlin Philharmonic Orchestra, Ferenc Fricsay, Cond. ....		Decca DL 9846	OFFENBACH AT HIS BEST (1-12")—Frieda Teller, Soprano; Les Musiciens de Chailiot; William Gunther, Cond. ....		Request RLP 8027		
MENDELSSOHN: PIANO CONCERTO NO. 1 IN G MINOR; PIANO CONCERTO NO. 2 IN D MINOR (1-12")—Peter Katin, piano; London Symphony Orchestra; Anthony Collins, Cond. ....		London LL 1453	OISTRAKH ENCORES (1-12")—David Oistrakh, Violin; Vladimir Yampolsky, Piano. ....		Angel 35354		
MOUSSORGSKY: SOROCHINSK FAIR (2-12")—Soloists, Choir and Orchestra of the Slovenian National Opera; Samo Hubab, Cond. ....		Epic SC 6017	OISTRAKH OMNIBUS: BRAHMS, TCHAIKOVSKY, MOZART VIOLIN CONCERTI (2-12")—David Oistrakh, Violin; The Saxon State Orchestra, Franz Konwitschny, Cond. ....		Decca DXB 141		
MOZART ARIAS SUNG BY HILDE GUEDEN (1-12")—Hilde Gueden.....		London LL 1502	DAVID OISTRAKH PLAYS FROM A TO Z (1-12")—David Oistrakh, Violin; Vladimir Yampolsky, Piano. ....		Monitor MC 2003		
MOZART: BASTIEN AND BASTIENNE (1-12")—The Munich Chamber Orchestra; Christoph Step, Cond. ....		Decca DL 9860	OPERA BALLETS (1-12")—Pro Musica Symphony, Vienna Wuernttemberg State Orchestra, Stuttgart; Jonel Perlea, Cond. ....		Vox PL 9550		
MOZART: CHURCH SONATAS FOR SEVERAL INSTRUMENTS AND ORGAN (1-12")—Eva Hoelderlin, Organ; Southwest German Chamber Orchestra, Rolf Reinhardt, Cond. ....		Vox PL 9980	OPERATIC DEMONSTRATOR (1-12")—Seven Great Operatic Voices.....		London MS-3		
MOZART: CONCERTO IN E FLAT FOR TWO PIANOS AND ORCHESTRA, K. 365; CONCERTO NO. 12 IN A MAJOR FOR PIANO AND ORCHESTRA, K. 414 (1-12")—Robert and Gaby Casadesus, Duo-Pianists; The Columbia Symphony Orchestra, George Szell, Cond. ....		Columbia ML 5151	OPERATIC RECITAL BY GIANNI POGGI AND GIUSEPPE CAMPORA (1-12")—Poggi & Campora.....		London LL 1381		
MOZART: COSI FAN TUTTE (3-12")—Lisa della Casa, Soprano; Chorus of the Vienna State Opera; Vienna Philharmonic Orchestra; Karl Bohm, Cond. ....		London XLLA 32	ORFF: DIE KLUGE (THE STORY OF THE KING AND THE WISE WOMAN) (2-12")—Elisabeth Schwarzkopf, Soprano; Philharmonic Orchestra; Wolfgang Sawallisch, Cond. ....		Angel 3551		
MOZART: DIVERTIMENTO NO. 7 IN D MAJOR (K. 205); DIVERTIMENTO NO. 1 IN E FLAT (K. 113); TWO MENUETTS WITH CONTREDANCE (K. 463) (1-12")—Salzburg Mozarteum Orchestra; Ernest Marzendorfer, Cond. ....		London LL 1427	PALESTRINA: MISSA PAPA MARCELLI; MISSA ASSUMPTA EST MARIA (1-12")—Pro Musica Choir, Vienna; Ferdinand Grossmann, Cond. ....		Vox Jox PL 10020		
MOZART: EINE KLEINE NACHTMUSIK; OVERTURE TO THE MAGIC FLUTE: THE ABDUCTION OF THE SERAGLIO, COSI FAN TUTTI (1-12")—Regent MH 6019			RACHMANINOFF: PIANO CONCERTO NO. 2 IN C MINOR; CHOPIN: NOCTURNE NO. 2 (1-12")—Eugene Malinin, Piano; Philharmonic Orchestra; Otto Ackerman, Cond. ....		Angel 35396		
MOZART: PIANO CONCERTO NO. 12 IN A MAJOR (K. 414); PIANO CONCERTO NO. 14 IN E FLAT (K. 449) (1-12")—Denis Matthews, Piano; Festival Orchestra; Rudolph Schwarz, Cond. ....		Capitol P 18015	RACHMANINOFF: SYMPHONY NO. 2 IN E MINOR (1-12")—Leningrad Symphony Orchestra, Kurt Sanderling, Cond. ....		Decca DL 9874		
MOZART: PIANO CONCERTO NO. 17 IN G MAJOR (K. 453); PIANO CONCERTO NO. 15 IN B FLAT MAJOR (K. 459) (1-12")—Leonard Bernstein, Piano; The Columbia Symphony Orchestra; Leonard Bernstein, Cond. ....		Columbia ML 5145	RAVEL: DAPHNIS AND CHLOE (COMPLETE) (1-12")—Minneapolis Symphony Orchestra, Antal Dorati, Cond. ....		Mercury MG 50040		
MOZART: PIANO CONCERTOS NOS. 24, C MINOR, K. 491; 13, C MAJOR K. 415 (1-12")—Ingrid Haebler, Piano; Pro Musica Orchestra, Vienna; Paul Walter, Cond. ....		Vox PL 10080	ROSSINI-RESPIGHI: LA BOUTIQUE FANTASQUE; PIZZETTI: SUITE FROM "LA PISANELLA" (1-12")—Philharmonic Orchestra, Alfred Wallenstein, Cond. ....		Angel 35324		
MOZART: PIANO CONCERTOS NO. 25 IN C MAJOR (K. 503) and NO. 26 IN D MAJOR (K. 577) "CORONATION" (1-12")—Friedrich Gulda, Piano; New Symphony Orchestra of London; Anthony Collins, Cond. ....		London LL 1370	SCHUBERT: CONCERTO FOR VIOLIN AND ORCHESTRA; SPOHR: CONCERTO NO. 8 IN A MINOR; TCHAIKOVSKY: SERENADE MELANCHOLIQUE (1-12")—Jascha Heifetz, Violin; Dallas Symphony Orchestra, Walter Hendl, Cond.; RCA Victor Orchestra, Izler Solomon, Cond.; Los Angeles Philharmonic Orchestra, Alfred Wallenstein, Cond. ....		Victor LM 2027		
MOZART: REQUIEM (1-12")—Singer-verein der Gesellschaft der Musikfreunde, Vienna; Jascha Horenstein, Cond. ....		Vox DL 270	THE SAXOPHONE VOL. 5 (1-12")—Quatuor de Saxophones Marcel Mule ..		London LL 1434		
MOZART: REQUIEM MASS IN DE MINOR (K. 626)—Irmgard Seefried, Soprano; Jennie Tourel, Alto; Leopold Simoneau, Tenor; William A. Warfield, Bass; Westminster Choir; Philharmonic Symphony of New York, Bruno Walter, Cond. ....		Columbia ML 5012	SCHUBERT: FANTASIE IN C, OP. 15 (WANDERER); PROKOFIEFF: PIANO SONATAS NOS. 2 AND 3 (1-12")—Gary Graffman, Piano.....		Victor LM 2012		
MOZART: SONATA NO. 11 IN A MAJOR (K. 331); SONATA NO. 12 IN F MAJOR (K. 332); BEETHOVEN: SONATA NO. 14 IN C SHARP MINOR "MOONLIGHT" (1-12")—Iturbi, Piano ....		Angel 35378	SCHUBERT OCTET (1-12")—David Oistrakh, Violin and others.....		Angel 35362		
MOZART: SONATA NO. 12 IN F MAJOR, K. 322; SONATA NO. 13 IN B FLAT MAJOR, K. 333; SONATA NO. 14 IN C MINOR, K. 457; SONATA NO. 17 IN D MAJOR ("TRUMPET") K. 576 (1-12")—Robert Casadesus, Piano, K. 322; SONATA NO. 13 IN B FLAT MAJOR, K. 333; SONATA NO. 14 IN C MINOR, K. 457; SONATA NO. 17 IN D MAJOR ("TRUMPET") K. 576 (1-12")—Robert Casadesus, Piano ....		Columbia ML 5149	SCHUBERT: SONATA IN C MINOR, OP. POSTH.; MOMENTS MUSICAUX, OP. 94 (1-12")—Leonard Shure, Piano ....		Epic LC 3289		
MOZART: SYMPHONY NO. 40 IN G MINOR; SYMPHONY NO. 41 IN C MAJOR (JUPITER) (1-12")—Cleveland Orchestra; George Szell, Cond. ....		Epic LC 3287	SCHUBERT: SYMPHONY NO. 5 IN B FLAT; INCIDENTAL MUSIC TO "ROSAMUNDE" (1-12")—N.W.D.R. Symphony Orchestra; Hans Schmidt-Isserstedt, Cond. ....		Capitol P 18021		
MOZART: SYMPHONY NO. 41 IN C MAJOR (JUPITER) (K. 551); SYMPHONY NO. 39 IN E FLAT MAJOR (K. 551) (1-12")—Philharmonic Symphony Orchestra of New York, Bruno Walter, Cond. ....		Columbia ML 5014	SCHUBERT: SYMPHONY NO. 8 (UNFINISHED); MENDELSSOHN: SYMPHONY NO. 4 (ITALIAN) (1-12")—Orchestre National de la Radiodiffusion Francaise; Igor Markevitch, Cond. ....		Angel 35309		
MOZART: VIOLIN CONCERTO NO. 4 IN D MAJOR (K. 218); VIOLIN CONCERTO NO. 5 IN A MAJOR (Turkish) (K. 219) (1-12")—Wolfgang Schneiderhan, Violin; Berlin Philharmonic Orchestra, Hans Rosbaud, Cond.; Vienna Symphony Orchestra, Ferdinand Leitner, Cond. ....		Decca DL 9857	SCHUBERT: SYMPHONY NO. 8 (UNFINISHED); MENDELSSOHN: SYMPHONY NO. 4 (ITALIAN) (1-12")—Orchestre National de la Radiodiffusion Francaise; Igor Markevitch, Cond. ....		Angel 35309		
MOZART: VIOLIN CONCERTO NO. 4 IN D MAJOR (K. 218); VIOLIN CONCERTO NO. 5 IN A MAJOR (TURKISH) (K. 219) (1-12")—Wolfgang Schneiderhan, Violin; Berlin Philharmonic Orchestra, Hans Rosbaud, Cond.; Vienna Symphony Orchestra, Ferdinand Leitner, Cond. ....		Decca DL 9857	SCHUMANN: CARNIVAL, OP. 9; FANTASIE IN C MAJOR, OP. 17 (1-12")—Robert Casadesus, Piano.....		Columbia ML 5146		
MUSIC AT M.I.T.: HANDEL ORGAN CONCERTI (1-12")—Lawrence Moe, Organ; Unicorn Concert Orchestra; Prof. Klaus Liepmann, Cond. ....		Unicorn UN LP1032	SCHUMANN: FANTASIESTUCKE, OP. 12; WALDSCENEN, OP. 82 (1-12")—Friedrich Gulda, Piano... London LL 1371		SCHUMANN: LIEBERKREIS, OP. 24; WOLFE MORIKE LIEDER (1-12")—Gerard Souzay, Baritone.....	London LL 1476	
MUSIC AT M.I.T.: THE MODERN AGE OF BRASS (1-12")—Roger Voisin and			SCHUMANN: PIANO CONCERTO IN A MINOR; MOZART: PIANO CONCERTO NO. 23 IN A MAJOR, K. 488 (1-12")—Monique Hass, Piano; Berlin Philharmonic Orchestra; Eugen Jochum, Ferdinand Leitner, Conds. ....		Decca DL 9868	SCHUMANN: SYMPHONY NO. 1; SYMPHONY NO. 4 (1-12")—Israel Philharmonic, Paul Kletzki, Cond. ....	Angel 35372
			SCHUMANN: SYMPHONY NO. 2 AND OVERTURE, SCHERZO AND FINALE (1-12")—Israel Philharmonic Orchestra; Paul Kletzki, Cond. ....		Angel 35373	SCHUMANN: SYMPHONY NO. 3 IN E FLAT (RHENISH) (1-12")—NBC Symphony Orchestra, Arturo Toscanini, Cond. ....	Victor LM 2048
			ELISABETH SCHWARZKOFF IN SONGS YOU LOVE (1-12")—Elisabeth Schwarzkopf.....		Angel 35383	THE SOUND OF GENIUS (1-12")—Columbia Symphony Orchestra; Bruno Walter, Cond. ....	Columbia WZ 1

(Continued on page 92)

# COLUMBIA'S BIG THREE HIT MAKERS

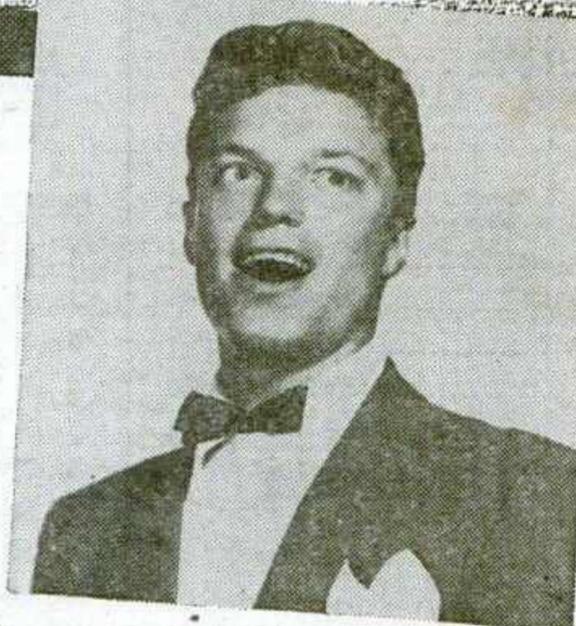


## Johnnie Ray's

(SMASH FOLLOW-UP TO "JUST WALKING IN THE RAIN")

### "YOU DON'T OWE ME A THING"

COLUMBIA 4-40803



## Guy Mitchell's

(ANOTHER 2,000,000 SELLER FOLLOWING "SINGING THE BLUES")

### "KNEE DEEP IN THE BLUES"

COLUMBIA 4-40820



## Marty Robbins's

(WITH TWO GREAT SIDES FOLLOWING "SINGING THE BLUES")

### "KNEE DEEP IN THE BLUES"

c/w

### "THE SAME TWO LIPS"

COLUMBIA 4-40815

# COLUMBIA • RECORDS

# 1956's TOP RHYTHM AND BLUES RECORDS

## ... according to R&B Best Sellers in Stores

A recapitulation of The Billboard's R&B Best Sellers in Stores chart for the entire year of 1956. Note: Some records reached their potential late in 1955 or had not yet reached this level when 1956 ended—thus their position, in these few instances, does not necessarily reflect their total popularity. Points were given in accordance with the length of time the record appeared on the chart.

Position & Record	Artist & Label
1... HONKY TONK	Bill Doggett, King
2... I'M IN LOVE AGAIN	Fats Domino, Imperial
3... LONG TALL SALLY	Little Richard, Specialty
4... FEVER	Little Willie John, King
5... GREAT PRETENDER	Platters, Mercury
6... WHY DO FOOLS FALL IN LOVE	Teen Agers, Gee
7... I WANT YOU TO BE MY GIRL	Teen Agers, Gee
8... MY PRAYER	Platters, Mercury
9... BLUE SUEDE SHOES	Carl Perkins, Sun
10... LET THE GOOD TIMES ROLL	Shirley & Lee, Aladdin
11... RIP IT UP	Little Richard, Specialty
12... TUTTI FRUTTI	Little Richard, Specialty
13... DROWN IN MY OWN TEARS	Ray Charles, Atlantic
14... DON'T BE CRUEL	Elvis Presley, Victor
15... TREASURE OF LOVE	Clyde McPhatter, Atlantic
16... EDDIE MY LOVE	Teen Queens, RPM
17... PLEASE PLEASE PLEASE	James Brown, Federal
18... SPEEDOO	Cadillacs, Josie
19... HEARTBREAK HOTEL	Elvis Presley, Victor
20... IT'S TOO LATE	Chuck Willis, Atlantic
21... HOUND DOG	Elvis Presley, Victor
22... IN THE STILL OF THE NIGHT	Satins, Ember
23... SEVEN DAYS	Drifters, Atlantic
24... MAGIC TOUCH	Platters, Mercury
25... BLUEBERRY HILL	Fats Domino, Imperial
26... CORRINE CORRINA	Joe Turner, Atlantic
27... MY BLUE HEAVEN	Fats Domino, Imperial
28... STRANDED IN THE JUNGLE	Cadets, Modern
29... NEED YOUR LOVE SO BAD	Little Willie John, King
30... SLIPPIN' AND SLIDIN'	Little Richard, Specialty
31... BO WEEVIL	Fats Domino, Imperial
32... CASUAL LOOK	Six Teens, Flip
33... FLYING SAUCER	Buchanan & Goodman, Luniverse
34... HALLELUJAH I LOVE HER SO	Ray Charles, Atlantic
35... DEVIL OR ANGEL	Clovers, Atlantic
36... I WANT YOU, I NEED YOU, I LOVE YOU	Elvis Presley, Victor
37... IVORY TOWER	Otis Williams, DeLuxe
38... AIN'T THAT LOVIN' YOU BABY	Jimmy Reed, Vee Jay
39... LOVE LOVE LOVE	Clovers, Atlantic
40... CANADIAN SUNSET	Eddie Heywood & Hugo Winterhalter, Victor
41... LOVE ME TENDER	Elvis Presley, Victor
42... BAD LUCK	B. B. King, RPM
43... HANDS OFF	Joy McShann & Priscilla Bowman, Vee Jay
44... SO-LONG	Fats Domino, Imperial
45... POOR ME	Fats Domino, Imperial
46... WHATCHA GONNA DO WHEN YOUR BABY LEAVES YOU	Fats Domino, Imperial
47... JIVIN' AROUND	Ernie Freeman, Chess
48... LITTLE GIRL OF MINE	Cleffones, Gee
49... UP ON THE MOUNTAIN	Magnificents, Vee Jay
50... PLEADIN' FOR LOVE	Larry Birdsong, Excello

## ... according to Most Played R&B in Juke Boxes

A recapitulation of The Billboard's Most Played R&B in Juke Boxes chart for the entire year of 1956. Note: Some records reached their potential late in 1955 or had not yet reached this level when 1956 ended—thus their position, in these few instances, does not necessarily reflect their total popularity. Points were given in accordance with the length of time the record appeared on the chart.

Position & Record	Artist & Label
1... GREAT PRETENDER	Platters, Mercury
2... I'M IN LOVE AGAIN	Fats Domino, Imperial
3... LONG TALL SALLY	Little Richard, Specialty
4... TUTTI FRUTTI	Little Richard, Specialty
5... SEVEN DAYS	Drifters, Atlantic
6... FEVER	Little Willie John, King
7... MY PRAYER	Platters, Mercury
8... DROWN IN MY OWN TEARS	Ray Charles, Atlantic
9... WHY DO FOOLS FALL IN LOVE	Teen Agers, Gee
10... BLUE SUEDE SHOES	Carl Perkins, Sun
11... LET THE GOOD TIMES ROLL	Shirley & Lee, Aladdin
12... TREASURE OF LOVE	Clyde McPhatter, Atlantic
13... HONKY TONK	Bill Doggett, King
14... CORRINE CORRINA	Joe Turner, Atlantic
15... EDDIE MY LOVE	Teen Queens, RPM
17... HOUND DOG	Elvis Presley, Victor
17... HANDS OFF	Joy McShann & Priscilla Bowman, Vee Jay
18... I WANT YOU, I NEED YOU, I LOVE YOU	Elvis Presley, Victor
19... DEVIL OR ANGEL	Clovers, Atlantic
20... SPEEDOO	Cadillacs, Josie
21... RIP IT UP	Little Richard, Specialty
22... JIVIN' AROUND	Ernie Freeman, Chess
23... AIN'T THAT LOVIN' YOU BABY	Jimmy Reed, Vee Jay
23... MAGIC TOUCH	Platters, Mercury
25... DON'T BE CRUEL	Elvis Presley, Victor
26... ROLL OVER BEETHOVEN	Chuck Berry, Chess
27... STRANDED IN THE JUNGLE	Cadets, Modern
28... BLUEBERRY HILL	Fats Domino, Imperial
29... IN THE STILL OF THE NIGHT	Satins, Ember
30... WHEN MY DREAM BOAT COMES HOME	Fats Domino, Imperial
31... I'LL BE HOME	Flamingos, Checker
32... POOR ME	Fats Domino, Imperial
33... IT'S TOO LATE	Chuck Willis, Atlantic
34... BO WEEVIL	Fats Domino, Imperial
35... MY BLUE HEAVEN	Fats Domino, Imperial
36... DOWN IN MEXICO	Coasters, Atco
37... HEARTBREAK HOTEL	Elvis Presley, Victor
38... I WANT YOU TO BE MY GIRL	Teen Agers, Gee
39... FORTY DAYS AND FORTY NIGHTS	Muddy Waters, Chess
40... LOVE LOVE LOVE	Clovers, Atlantic
41... SLIPPIN' AND SLIDIN'	Little Richard, Specialty
41... SEE SAW	Moonglows, Chess
41... TOO MUCH MONKEY BUSINESS	Chuck Berry, Chess
44... HALLELUJAH I LOVE HER SO	Ray Charles, Atlantic
45... ONLY YOU	Platters, Mercury
46... WHEN YOU DANCE	Turbans, Herald
47... WHO	Little Walter, Checker
48... PLEASE PLEASE PLEASE	Jim Brown, Federal
49... BAD LUCK	B. B. King, RPM
50... READY TEDDY	Little Richard, Specialty

## ... according to Most Played R&B by Jockeys

A recapitulation of The Billboard's Most Played R&B by Jockeys chart for the entire year of 1956. Note: Some records reached their potential late in 1955 or had not yet reached this level when 1956 ended—thus their position, in these few instances, does not necessarily reflect their total popularity. Points were given in accordance with the length of time the record appeared on the chart.

Position & Record	Artist & Label
1... I'M IN LOVE AGAIN	Fats Domino, Imperial
2... GREAT PRETENDER	Platters, Mercury
3... LONG TALL SALLY	Little Richard, Specialty
4... FEVER	Little Willie John, King
5... HONKY TONK	Bill Doggett, King
6... WHY DO FOOLS FALL IN LOVE	Teen Agers, Gee
7... TUTTI FRUTTI	Little Richard, Specialty
8... DROWN IN MY OWN TEARS	Ray Charles, Atlantic
8... SLIPPIN' AND SLIDIN'	Little Richard, Specialty
10... LET THE GOOD TIMES ROLL	Shirley & Lee, Aladdin
11... SEVEN DAYS	Drifters, Atlantic
12... MY PRAYER	Platters, Mercury
13... DON'T BE CRUEL	Elvis Presley, Victor
14... EDDIE MY LOVE	Teen Queens, RPM
15... TREASURE OF LOVE	Clyde McPhatter, Atlantic
16... BLUEBERRY HILL	Fats Domino, Imperial
17... AIN'T THAT LOVIN' YOU BABY	Jimmy Reed, Vee Jay
18... RIP IT UP	Little Richard, Specialty
19... MAGIC TOUCH	Platters, Mercury
20... PLEASE PLEASE PLEASE	James Brown, Federal
21... BLUE SUEDE SHOES	Carl Perkins, Sun
22... IVORY TOWER	Otis Williams, DeLuxe
23... MY BLUE HEAVEN	Fats Domino, Imperial
24... HEARTBREAK HOTEL	Elvis Presley, Victor
25... HOUND DOG	Elvis Presley, Victor
26... IT'S TOO LATE	Chuck Willis, Atlantic
27... CORRINE CORRINA	Joe Turner, Atlantic
28... DEVIL OR ANGEL	Clovers, Atlantic
29... BO WEEVIL	Fats Domino, Imperial
30... IN THE STILL OF THE NIGHT	Satins, Ember
31... I WANT YOU TO BE MY GIRL	Teen Agers, Gee
31... HANDS OFF	Joy McShann & P. Bowman, Vee Jay
33... LOVE LOVE LOVE	Clovers, Atlantic
34... SPEEDOO	Cadillacs, Josie
35... SO-LONG	Fats Domino, Imperial
36... WHEN MY DREAMBOAT COMES HOME	Fats Domino, Imperial
37... NEED YOUR LOVE SO BAD	Little Willie John, King
38... STRANDED IN THE JUNGLE	Cadets, Modern
39... I WANT YOU, I NEED YOU, I LOVE YOU	Elvis Presley, Victor
40... READY TEDDY	Little Richard, Specialty
41... STILL	LaVern Baker, Atlantic
42... MY HAPPINESS FOREVER	LaVern Baker, Atlantic
43... ONLY YOU	Platters, Mercury
44... LOVE ME TENDER	Elvis Presley, Victor
45... DOWN IN MEXICO	Coasters, Atco
46... SEE YOU LATER ALLIGATOR	Bill Haley, Decca
47... NO MONEY DOWN	Chuck Berry, Chess
48... I WANNA DO MORE	Ruth Brown, Atlantic
49... I CAN'T LOVE YOU ENOUGH	LaVern Baker, Atlantic
50... POOR ME	Fats Domino, Imperial

# AN OPEN LETTER, OF GREAT SIGNIFICANCE, TO EVERY DISC JOCKEY IN AMERICA

## NATIONAL COUNCIL OF DISC JOCKEYS FOR PUBLIC SERVICE, INC.

100 West 55th Street  
New York 19, N. Y.  
Telephone: PLaza 7-0342

January, 1957

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New York, N. Y.

**VICE PRESIDENT**  
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•SANDY SINGER  
Station WTCN  
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WAYNE STITT  
Station KUDL  
Kansas City, Mo.

BOB WATSON  
Station WQXI  
Atlanta, Ga.

LARRY WILSON  
Station WSMB  
New Orleans, La.

\*Designates Board of Directors

This non-profit membership organization, formed in December, is dedicated to the building of a stronger, young America.

Due to the emergency Hungarian Relief situation, this organization accepted immediately the call from CARE and other government agencies to rally the youth of America to participate in our Hungarian Relief Campaign.

This task was undertaken before the completion of our final organizational plans. We had intended to contact every disc jockey, by phone and mail, with an invitation to join this Council. However, time is now a most pressing factor. This letter, therefore, will serve to acquaint you with the Council's aims and purposes and with the importance of the work to which this Council is dedicated.

Membership is open to all featured personalities of radio or television recorded music shows whose station management approves of this Council's purposes and aims. We invite your immediate attention.

Sincerely,

**THE NATIONAL COUNCIL OF DISC JOCKEYS  
FOR PUBLIC SERVICE**

*A Non-Profit Membership Corporation*

### PURPOSES—AIMS

(a) To unite the disc jockeys of the nation for the purpose of maintaining a compact, representative and centralized agency to consider, agree and act in unison upon matters affecting the building of a stronger young America among the estimated 20 million or more youngsters who listen and watch radio and television disc jockey programs.

(b) To focus public attention and the attention of their listening audiences upon the needs and demands of youth.

(c) To marshal the forces of the Disc Jockeys of America into a unit to determine how they can best serve the nation and the community in any case where their unique talents are particularly applicable.

(d) To solicit the cooperation of and to aid and work with all duly formed organizations and agencies, both public and private, which are dedicated to building a stronger young America, on a national level, to implement and effectuate the objectives of the organization; to make an all-out effort to bring home to the youth of America the real story of the work of these agencies and to mobilize youth's interest, energies and amazingly creative imagination in community activities furthering the work of these agencies.

(e) To institute positive national programs designed to enlist the active participation of youth in constructive public service endeavors.

(f) To inculcate by example in the youth of America a desire and ability to do things for themselves and others; to teach them patriotism, courage, self-reliance and kindred virtues.

### MEMBERSHIP APPLICATION

Please send membership applications to:  
**NATIONAL COUNCIL OF DISC JOCKEYS**  
100 W. 55th Street, New York 17, N. Y.

NAME \_\_\_\_\_ CITY \_\_\_\_\_  
STATION \_\_\_\_\_ STATE \_\_\_\_\_

## THE BILLBOARD'S WEEKLY

# Record & Equipment Merchandising News & Sales Tips

## SALES TALK

## You'll Find Good Ideas Everywhere

- The only problem is knowing how to look for them.
- Sharp eyes, open mind and will to do a good job are essential.

We all know good merchants and we all know bad. But what distinguishes one from the other? You might call it "savvy." You might call it "a state of mind"—one lends itself to dealing with the public and promoting and selling merchandise. No matter what it's called we can all agree that the good retailer has something that sets him out from the crowd. He likes his work and he is attuned to it.

## Attuned to Sales

What is meant by "attuned?" Webster tells us the word means "to bring into harmony" and that definition is all right as far as it goes. How does it apply to a phono and record dealer?

The good merchant finds merchandising ideas everywhere. He "brings these ideas into harmony" with his job and he works with them.

In a small way, the principle applies when a dealer leaves his home town for a visit to the major markets, let's say New York or Los Angeles. He may go to a hit show on Broadway or take a boat trip to Catalina. But he will also look in on the Sam Goody store or Clyde Wallich's Music City. He hopes, by inspecting top-flight operations, to uncover some retailing secret that will boost him into the "large grosser" class. Invariably, he finds a smooth running set-up and crowds of customers buying records. But, he doesn't find any secrets.

## "Secrets" Are Everywhere

The good retailer finds "secrets" everywhere in his day to day experience. He sees them at a gas station or shoe-shine parlor.

By way of illustration, imagine a dealer late for a date. He hasn't a watch so he checks various stores for a clock as he hurries along. There's a gas station at the corner with a clock in front of the door. But, when he reaches it, he finds that the clock has stopped.

First he feels irritation. Then the irritation at the clock is transferred to the gas station owner. He reasons that, if the gas station owner can't keep a clock running, what would he do with a broken-down car. Finally, he decides he'll never bring his car there for repairs.

A retailer attuned to his work uses such an experience. He says

to himself, "I'll never let that happen to me. If there's any carelessness around my store, I'll get rid of it. I'll keep my customers from being irritated."

## Secrets With a Shine

On a more positive side, imagine the dealer sees a sign on the wall of his local bootblack shop. In bold letters, it reads, "Ten Ways to Take Care of Your Shoes." Underneath, there are such suggestions as "Always use shoe trees," "Never wear the same pair of shoes two days in a row," "If shoes get wet, don't dry over intense heat—let them dry slowly," etc.

Our hypothetical retailer, in this case, feels obliged to his bootblack. He will also wonder how he can turn this simple good idea to advantage in his own store. Why not have a similar list headed, "Ten Ways to Take Care of Your Records," including such ideas as "Never play a record with a worn needle," "Always pick a record up by the edges—don't touch the grooves," "Always keep a record in its sleeve, free from dust," and so on.

## Keep Your Mind Open

Try this for yourself. The next time you shop, wherever you are, keep your eyes and mind open

## Disk Can Up Use of Tape

A new idea in promoting the use of tape recorders is being produced by Golden Crest Records. It is a 12-inch LP bearing the prosaic but accurate title, "How to Use Your Tape Recorder."

The only way to keep customers coming back to you for recording tape purchases is to make him happy with his recorder and to encourage its proper use. For this reason the Golden Crest disk can be recommended for tie-in sale with a tape recorder. Even if dealers sold it at cost—and there is no reason why they should, since it is worth the \$4.98 list price—they would profit from it.

The disk has specific advantages over the various books that have been written on this subject. Recording faults (bad room acoustics, poor mike techniques, etc.) are vividly demonstrated and corrective measures suggested. No amount of reading can drive home the lessons as forcibly as listening to them. Incidentally, a complete text of the recorded material is included with the disk.

An interesting, as well as valuable, feature of the record is a series of tones recorded at various frequencies from 1,000 cps to 10,000 cps. By feeding the tones into a recorder, the hobbyist can check its ability to reproduce sound over a wide audio spectrum.

Golden Crest offers recording and pressing services under the firm name, Shelley Products. It was this facet of their business that inspired "How to Use Your Tape Recorder." Tapes from amateur recordists, who wanted acetates or pressings, would come in and the firm was struck by their consistently poor quality. They felt that simple corrective measures would vastly improve the poor tapes. The "How to" record is their answer to the problem.

Distributors for the entire Golden Crest line are now being appointed. Queries should be directed to Sage Music Company, 16 West 40th Street, N. Y. C.

for good retailing ideas. You'll be surprised at how creative our local merchants can be.

## Small Store Needs Plenty of Aspirin

Getting good service on phonographs is a major headache to Jerry Dodd, owner-manager of The Record Shop, 67 Division Street, Grand Rapids, Mich.

"You'd be surprised," says Jerry, "at the number of new machines that are returned for minor repair and adjustment. I frankly haven't the time to handle them. I'm too busy running the shop."

The Decca phono line is the one exception. The reason is that the Decca Distributor is close by and takes care of the minor service matters at no charge to Jerry. The other phono distributors are out of town.

The Record Shop also handles the V-M stereo tape playback equipment. But in selling these units, demonstration is the main problem.

"The demo problem," Jerry says, "is fantastic. It's not like a record. You know, with a record, you just hand it to the customer and tell him to listen. But you can't hand him a reel of tape. And if you stop to thread it up

yourself, you're going to spend a lot of time. I think maybe a cartridge is the answer to the problem.

"I will say tho that the V-M stereo units have sold have really satisfied the people that bought them. They're real happy with them."

## Tape Demo Takes Time

Jerry Dodd's record business is up and most of his effort goes into keeping it moving in that direction. He has no specific promotion program, preferring to take advantage of opportunities as they present themselves.

For example, he has a deal with the manager of a local drive-in theater. He provides the theater with latest hit records to play during intermission. In return for this service, the theater owner gives The Record Shop a plug on the screen and announces that "Music is thru the courtesy of The Record Shop" over the theater's sound system.

Neither has Jerry any regular advertising program. But, when something comes along that looks

## NEW PRODUCTS

## FOUR NEW HI-FI PHONOS FROM MAGNAVOX . . .

Magnavox has introduced four new hi-fi radio-phonographs—available also as phono-only models and ranging in price from

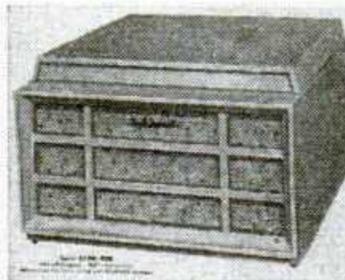


\$159 (without radio) to \$379.50 for a radio-phonograph.

Shown here is the "Super Magnasonic" (\$325, \$249.50 without radio). This is the newest step-up model from previous models that are being retained in the line. It contains a 20-watt amplifier and four speakers (15-inch, 12-inch and two 5-inch high frequency units). Enclosed on all four sides, it can be used as a room divider.

## SONIC OFFERS NEW HI-FI TABLE MODEL PHONO . . .

Sonic has included a hi-fi table model among its new offerings. The unit shown here is the



"Capri 480." It uses a four-speed Garrard changer, three-speaker

good to him, he doesn't mind spending for ads in the local papers.

## Deejay Show Helps

The one promotion he uses on a regular basis is a deejay "remote" from his store. The jock in this instance is Jack Harrison (WLAV). The broadcast goes on every day (except Saturday) from 11:30 to 12:30. Cost-wise, it's a good deal for Jerry. He picks up the talent tab, which is nominal, while other merchants and national advertisers sponsor the show.

Every day Harrison mentions a "special" that can be had at The Record Shop. One day it might be a 98-cent sampler album. Another time it might be a hard-to-get pop single. But what-



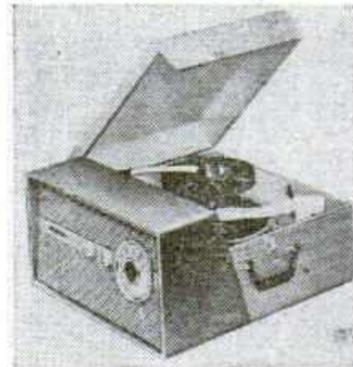
Here's how Jerry Dodd solved his disk demo problem. He moved his four listening booths into the center of the main traffic area. Glass on one side, open on the other, the booths enable clerks to see in from both sides. Notice how the sides of the booths are used for display.

system and separate bass and treble controls. It is available in mahogany or lime oak finishes.

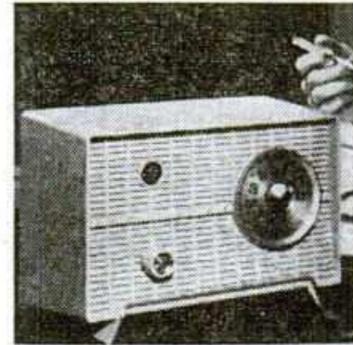
## THREE PORTABLES ADDED TO '57 "VICTROLA" LINE . . .

RCA has added three new portables to its "Victrola" line for 1957. One, the Model 9US5 (shown here), is a combination radio-automatic four-speed player. Available in a choice of two-tone green or tan and white simulated-leather luggage type case, it will be nationally advertised at \$99.95.

Also from RCA come seven



new radios. The model shown below is the "Lyons" (Model 8X5). Priced at only \$21.95, the "Lyons" is available in a choice of four colors—antique white, black, pink and green.



ever is mentioned moves right off the racks.

Like most dealers, Jerry had a disk demonstration problem. Records were damaged and many were stolen. But he has cut such losses by more than half. The most important innovation in this regard was to move the stand-up listening booths to the center of the store. At one time they were back against the wall. When he moved them, he installed glass on one side. The other side is open, permitting him to see thru from either direction. LP's are auditioned in two listening booths, reserved, as the signs on the doors tell us, "for 33 1/3 r.p.m. only." LP customers can listen to any record but they never handle them. Disks are played from turntables behind the counter.



# The Voice of Music

JUST  
**\$54<sup>95</sup>**  
List!\*

**BIG** STYLE!  
**BIG** SOUND!  
**BIG** VALUE!

There's **BIG PROFIT** for YOU in V-M's Model 1260 Phonograph!

Here's the one all America has asked for—V-M Model 1260! Here's what you get to sell:

- BIG STYLE** smart reddish-buff and white leatherette case.
- BIG SOUND** superb front-opening Alnico V heavy-duty speaker.
- BIG VALUE** exclusive 'Super-Fidelis' automatic changer.

There's **BIG PROFIT** for YOU in this leader to end all leaders! V-M dealers coast to coast report shattering portable phono sales records with the 1260. V-M has scheduled national consumer ads on the 1260 for next month and has prepared special tie-in newspaper ad mats for your use in **CASHING-IN** all of this winter.

Feature the V-M 1260, build ready-to-buy traffic you can sell up with ease! **NOBODY ELSE** packs so much punch in a **FOUR SPEED** automatic portable phono at such a low price!

**CALL YOUR V-M DISTRIBUTOR NOW AND ORDER ALL THE 1260's HE CAN GET YOU!**

\*Slightly higher in the West

Model 1260 is just ONE of the packed-with-profit products of



WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

THE BILLBOARD'S WEEKLY

# Packaged Records Buying Guide

## • Best Selling Pop Albums

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

1. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
2. ELVIS—Elvis Presley.....RCA Victor LPM 1382
3. THE KING AND I—Sound Track.....Capitol W 740
4. MY FAIR LADY—Original Cast.....Columbia OL 5090
5. OKLAHOMA!—Sound Track.....Capitol SAO 595
6. THE EDDY DUCHIN STORY—Sound Track.....Decca DL 8289
7. HIGH SOCIETY—Sound Track.....Capitol W 750
8. HYMNS—Tennessee Ernie Ford.....Capitol T 756
9. JERRY LEWIS JUST SINGS.....Decca DL 8410
10. ELVIS PRESLEY.....RCA Victor LPM 1254
11. BELAFONTE—Harry Belafonte.....RCA Victor LPM 1150
12. THIS IS SINATRA—Frank Sinatra.....Capitol T 768
13. SAY IT WITH MUSIC—Lawrence Welk.....Coral CRL 57041
14. SONGS FOR SWINGIN' LOVERS—Frank Sinatra..Capitol W 653
15. THE PLATTERS, VOL. 2.....Mercury MG 20216

## • 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. Giant ..... Sound Track  
Capitol W 733
2. 'S Wonderful.....Ray Conniff  
Columbia CL 925
3. Calendar Girl.....Julie London  
Liberty SL9002
4. Midnight for Two.....The Three Suns  
RCA Victor LPM 1333
5. Your Guy Lombardo Medley .Guy Lombardo  
Capitol T 739

## • 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. 'S WONDERFUL—Ray Conniff.....Columbia CL 925
4. THIS IS SINATRA—Frank Sinatra.....Capitol T 768
5. SKI TRAILS—Jo Stafford.....Columbia CL 910
6. THE ELGART TOUCH—Les Elgart.....Columbia CL 875
7. SONGS FOR SWINGIN' LOVERS—Frank Sinatra..Capitol W 653
8. JERRY LEWIS JUST SINGS—Jerry Lewis.....Decca DL 8410
9. PLATTERS, VOL. II—Platters.....Mercury MG 20216
10. HIGH SOCIETY—Sound Track.....Capitol W 750

## • Review Spotlight on . . .

### Popular Albums

AFTER MIDNIGHT (1-12)—Nat (King) Cole and Trio. Capitol W 782

The Nat Cole Trio gets a healthy revival with the help of four top-notch sitters—in one of the tastiest LP's around. "Just You, Just Me," "Sometimes I'm Happy" and "Sweet Lorraine," are samples of the fare that get Cole's very classy piano and vocal stylings, with wonderfully sharp backings and solo work by Willie Smith on alto, Juan Tizol on trombone, Harry Edison on trumpet and Stuff Smith on some classy fiddle licks. A strong entry with a strong displayable cover of the head man of the outfit. This will get a big jockey reception and dealers can do plenty of business in both pop and jazz fields.

4 FRESHMEN AND 5 TRUMPETS (1-12)—The Four Freshmen. Capitol T 763

The Frosh have been riding the charts for months with their "Four Trombones" album and this figures to be a contender for heavy follow-up honors. They stick close to the standard groove thruout with the likes of "The Night We Called It a Day," "Give Me the Simple Life," "After You've Gone," etc. The Dick Reynolds orkings are superior and a top notch back-up to the close modern stylings of these heavy album sellers. A sharp and colorful cover will help sell copies, but once the jockeys take over there'll be requests aplenty, anyway.

### Country & Western

SOUTHERN GENTLEMAN (1-12") — Sonny James. Capitol T 779

This package is timed just right for pop as well as country sales. Sonny James, of course, is now riding high in the pop field with "Young Love," and altho this is not included in this album, it will aid in sales. James shows a lot of talent here, with tunes of his own, pop standards as "Forgive Me," Hank Williams' "Cold Cold Heart," sacred songs as "May God Be With You." One of the chief attractions of this disk is its fine engineering. It has a very glossy surface and clean sound, and the performances have the authentic, compelling touch of the great artist.

### Spiritual

SURELY GOD IS ABLE (1-12")—The Famous Ward Singers. Savoy MG 14001

This great group of gospel singers will enchant devotees of this category. Most of the numbers

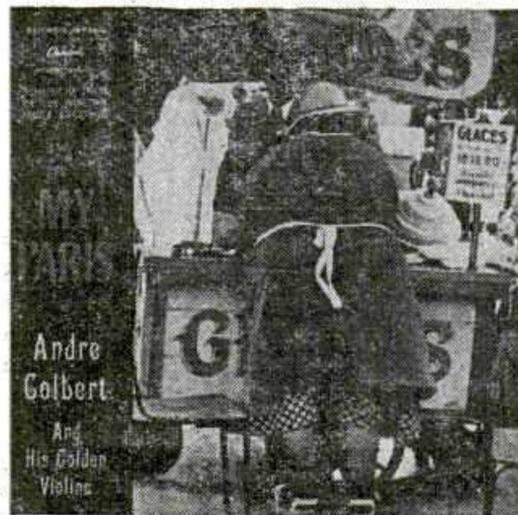
in this package were surely cut while the spirit was on the girls. The wonderful rhythm, wavering harmonies and passionate delivery peculiar to this art form are all present. A number of deejays have expressed a need for good gospel material. This will help fill the bill. Dealers with complete inventories and those catering to a gospel trade should regard this as standard material. Included are "Since I Found the Light," "How Many Times," "I Know It Was the Lord," etc.

### Spoken Word Albums

JAMES JOYCE: ULYSSES—SOLILOQUIES OF MOLLY AND LEOPOLD BLOOM (1-12")—Siobhan McKenna and E. G. Marshall Caedmon TC 1063

In highbrow circles, this LP is bound to be one of the most talked-of sets of the new year. The soliloquy of Molly Bloom is one of the most impressive—and one of the most sensational passages in "Ulysses." It is indeed, as the liner notes aver, a "paean to the world of the physical senses," including sex in its rawest terms. Siobhan McKenna's Molly and E. G. Marshall's Leopold are marvelous characterizations, searing in their insight. The two long soliloquies between them give a brilliant picture of life in all its tawdriness, sudden beauty, unfulfilled longing and rare consumption. College stores and those that cater to literati will find his album a bonanza.

### — Album Cover of the Week —



MY PARIS, Capitol T 10057. This picture of a broad-beamed street vendor, with all its garish colors, is a more effective evocation of Paris, in many respects, than Notre Dame, the Eiffel Tower and Sacre Coeur combined. Here is the humor and the humanity that charges life in Paris' streets. Who could fail to love it? An album hardly ever had a more compelling come-on than this startling photo.

## • Reviews and Ratings of New Albums

### Popular

DANCERS IN LOVE .....87  
Ray Anthony Ork (1-12")  
Capitol T 786

The Anthony ork did well with its earlier "Dream Dancing" album (a chart disk) and this follow-up with strings added can do just as well. Tunes are again in the soft, dreamy tradition, with "Day by Day," "You Do Something to Me," "Easy to Love," etc., included. Anthony's horn gets the spotlight in most of the numbers. Jockies will spin these bands and the disk should get a strong reception, particularly with the college set. Package should pay off well for those who keep it well displayed.

"PEE WEE" AND "FINGERS" .....82  
(1-12")  
Capitol T 783

Two notable exponents of the rag and ricky-tick schools team up with six cohorts here to turn out a dozen rhythmic and rollicking arrangements. Joe (Fingers) Carr offers his typical ragtime piano style with Pee Wee Hunt blowing that trombone sound that takes him all the way back to the days of the original Casa Loma band. Most of the tunes might be associated with the gaslight era—"How Ya Gonna Keep 'Em Down on the Farm," "Last Night on the Back Porch," etc. The cats on the cover look as tho they were having a great time cutting the session and a good many buyers will catch the message.

(Continued on page 80)

### Classical

CHARPENTIER: LOUISE (3-12")—Soloists, Orchestra and Chorus of the Paris Opera-Comique, Jean Fournet, Cond. Epic LC 3112 .....80

Since this is the only complete recording of the opera available, package is bound to stir plenty of interest among collectors of operatic fare. Interest will be justified, as label has brought it meticulous sound production with an excellent corps of singers obviously familiar with its demands. Both Berthe Monmart and Andre Laroze are able choices for Charpentier's young lovers, and Fournet batons with a keen perception of the score. Package is further enhanced with a book comprising complete historical data and a libretto printed in three languages (French, English and German). This is excellent inventory for all stores with operatic clientele.

MOZART: SONATA IN B FLAT MAJOR FOR PIANO AND VIOLIN (K. 454); SONATA IN A MAJOR FOR VIOLIN AND PIANO (K 526) (1-12") — Arthur Grumiaux, Violin; Clara Haskil, Piano, Epic LC 3299.....80  
Paired for the first time are two instrumentalists who have distinguished reputations for their Mozart interpretations. The beauty of tone that Grumiaux displayed in the Epic recording of the Mozart Violin Concerto No. 4 (a best seller) is a big plus factor here again. The sensitivity and stylistic perfection of Miss Haskil complements Grumiaux beautifully. Competition on the B flat sonata is keen (among others: Oistrakh and Heifetz); on the A major, it is negligible. In any case, the names of Grumiaux and

(Continued on page 80)

### Jazz

OPUS IN SWING .....82  
Frank Wess, Flute; Freddie Greene, Rhythm Guitar; Kenny Burrell, Solo Guitar; Eddie Jones, Bass; Kenny Clarke, Drums (1-12")  
Savoy MG 12085

Set is the follow-up and similar to the earlier successful "Opus De Jazz" set from Savoy. Again, it's intimate, but powerfully propulsive modern-mainstream jazz. This time there's a rhythm guitar (the best) instead of piano. Wess blows great flute thruout, and Burrell, a real comer, makes the most of his big opportunity on solo guitar. An eminently satisfying disk, but one that will have to be pointed out to many aficionados.

DIXIELAND .....80  
Ben Pollack and His Pick-A-Rib Boys; Jack Teagarden, Trombone (1-12")

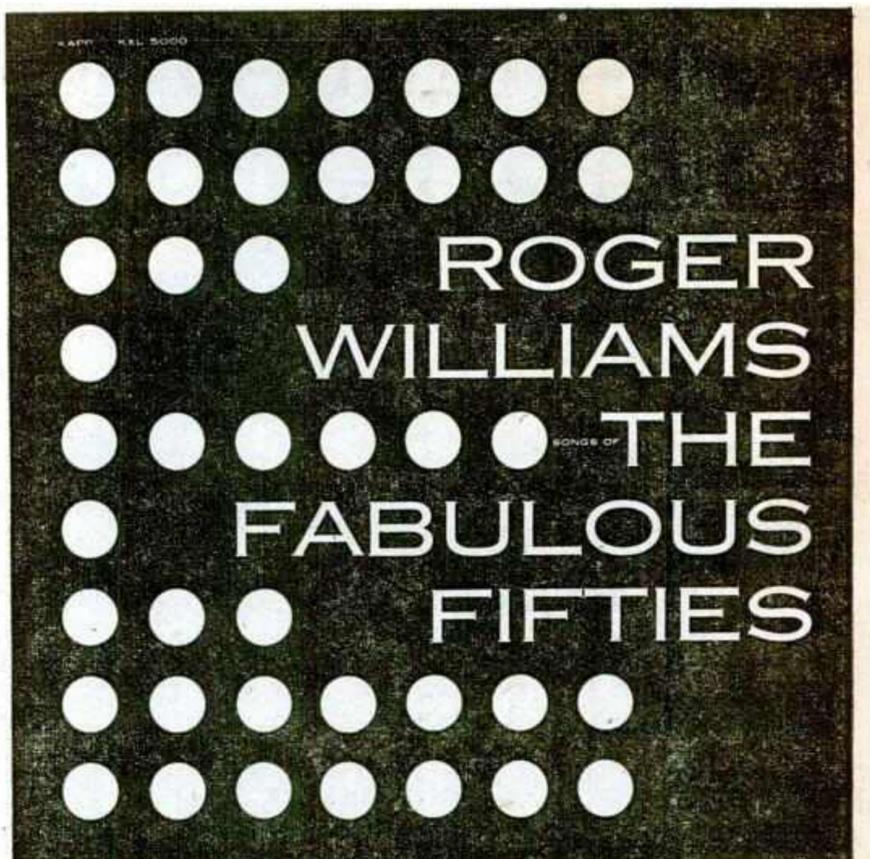
Good, commercial Dixieland program in a beautiful cover that recalls Old New Orleans. J. Teagarden actually is featured on just one of the 12 tunes, but there are fine contributions from his brother Charlie on trumpet, and especially from clarinetist Matty Matlock. Program shows what good Dixie men can do with a polka ("Beer Barrel") and a mambo ("Oy Mambo"). A lot of fun here, and it can be sold as such.

ALL ABOUT URBIE GREEN AND HIS BIG BAND .....80  
(1-12")  
ABC-Paramount ABC 137

Here is a big band album that lies somewhere between jazz and popular

(Continued on page 78)

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WILLIAMS  
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APRIL IN PORTUGAL  
MY HEART CRIES  
FOR YOU  
TRUE LOVE  
LA VIE EN ROSE  
THREE COINS IN  
THE FOUNTAIN  
YOUNG AT HEART  
I BELIEVE  
AUTUMN LEAVES

BLUE TANGO  
VAYA CON DIOS  
HIGH NOON  
TOO YOUNG  
BECAUSE OF YOU  
SONG FROM THE  
MOULIN ROUGE  
MISTER SANDMAN  
WISH YOU WERE HERE  
MONA LISA  
GOODNIGHT IRENE  
SECRET LOVE  
LOVE IS A MANY-  
SPLENDORED THING

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**Spotlight**  
"Review"  
Jan. 19, 1957

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LAST GOODBYE

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COME HOME

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YOUR HEART

ONE SIDED ROMANCE

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★★★★  
Cindy, Joanne and Daddy-O (Buddy Greco)

**THE PINK FLAMINGO and  
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"WOW"

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# The Billboard's Monthly Recap of BEST SELLING CLASSICAL AND JAZZ PACKAGED RECORDS

## • Classical Albums (Over-all)

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

1. **TCHAIKOVSKY: 1812 Overture; Capriccio Italien—**  
Minneapolis Symphony (Dorati).....Mercury MG 50054
2. **THE CONCERTO: Works by Grieg, Liszt and Rachmaninoff—Rubinstein, Chicago Symphony**  
(Reiner); RCA Victor Symphony (Wallenstein).....RCA Victor LM 6039
3. **TCHAIKOVSKY: Nutcracker Suite; Rossini: William Tell Overture; Waldteufel: Skaters—**  
NBC Symphony (Toscanini).....RCA Victor LM 1986
4. **GROFE: Grand Canyon Suite; Mississippi Suite—**  
Hollywood Bowl Symphony (Slatkin).....Capitol P 8347
5. **TCHAIKOVSKY: Piano Concerto No. 1—**  
Gilels, Chicago Symphony (Reiner).....RCA Victor LM 1969
6. **BRAHMS: Symphony No. 1—**  
New York Philharmonic (Walter).....Columbia ML 5124
7. **OFFENBACH: Gaité Parisienne; Meyerbeer: Les Patineurs—**  
Boston Pops Orchestra (Fiedler).....RCA Victor LM 1817
8. **RIMSKY-KORSAKOFF: Scheherazade—**  
Pittsburgh Symphony (Steinberg).....Capitol P 8305
9. **RACHMANINOFF: Piano Concerto No. 2—**  
Istomin, Philadelphia Orchestra (Ormandy).....Columbia ML 5103
10. **PUCCINI: La Bohème—**  
De Los Angeles, Bjoerling, RCA Victor Orchestra (Beecham).....RCA Victor LM 6402
11. **BEETHOVEN: Violin Concerto—**  
Heifetz, Boston Symphony (Munch).....RCA Victor LM 1992
12. **DVORAK: Symphony No. 5 ("New World")—**  
Philadelphia Orchestra (Ormandy).....Columbia ML 5115
13. **TCHAIKOVSKY: Swan Lake, Acts 2 and 3—**  
NBC Symphony (Stokowski).....RCA Victor LM 1894
14. **MARIA CALLAS PORTRAYS PUCCINI HEROINES**.....Angel 35195
15. **BEETHOVEN: Symphonies Nos. 1 and 9—**  
NBC Symphony (Toscanini).....RCA Victor LM 6009
16. **CHAUSSON: Symphony in B Flat Major—**  
Detroit Symphony (Paray).....Mercury MG 50108
17. **MENDELSSOHN: Violin Concerto; Mozart: Violin Concerto No. 4—**  
Oistrakh, Philadelphia Orchestra (Ormandy).....Columbia ML 5085
18. **KHATCHATURIAN: Gayne Ballet Suite; Kabalevsky: The Comedians—**  
Philadelphia Orchestra (Ormandy).....Columbia CL 917
19. **GROFE: Grand Canyon Suite; Copland: El Salon Mexico—**  
Boston Pops Orchestra (Fiedler).....RCA Victor LM 1928
20. **J. STRAUSS: Waltzes—**  
Columbia Symphony (Walter).....Columbia ML 5113

## • Reviews and Ratings of New Jazz Albums

• Continued from page 74

music, and has a great deal to offer aficionados of both fields. Well-known jazzmen make interesting listening pieces out of a few numbers like "Cherokee" and "Round About Midnight." By and large, tho, this is strictly a jazz-oriented dance set, with a good beat and easy to follow. Several items, originals by the arranger, Johnny Carisi, sound as if they were taken from the Basie book. Green's trombone adds tasty solos whenever necessary to spark interest. The band definitely swings and ought to move readily over the counter.

**EASY LIVING** .....78  
Mary Ann McCall (1-12")  
Regent MG 6040

At the \$2.98 retail tag, this is a pretty fair name item. The thrush, tho not one of the prime jazz stylists, should have maintained some sizable following since her Woody Herman and Charlie Ventura days. She achieves some neat jazz touches in a good program which includes the title tune, and a good "Deed I Do." Some of the writer credits on the liner ought to be checked. Fine ork backing from Ernie Wilkins, and some beautiful trumpet bits by Joe Wilder.

**TWO TRUMPETS** .....78  
Art Farmer and Donald Byrd (1-12")  
Prestige LP 7062

The trumpets of Farmer and Byrd are framed in a familiar setting: Jackie McLean on alto, Barry Harris on piano, Art Taylor on drums and Doug Watkins on bass. Farmer and Byrd stimulate each other and a lively flow of ideas volleys back and forth between them, particularly on "Dig," the Miles Davis opus, and on "The Third," a minor blues. They also have well-wrought solos on ballads: Farmer on "When Your Lover Has Gone" and Byrd on "Round About Midnight." The styling is airy, economical and quite relaxed for such ordinarily tense musicians. It's a very enjoyable LP for the modern jazz customer.

**WHIMS OF CHAMBERS** .....77  
Paul Chambers Sextet (1-12")  
Blue Note BLP 1534

This is only the second LP in which Chambers has been the "headliner," but his work on bass on so many other albums in the past year caused so much favorable comment that he was voted "New Star" in a poll of jazz critics last year. His is a strong and virile voice, unusually subtle and versatile in style. The sextet is composed of two of Chambers' colleagues in the Miles Davis combo—John Coltrane, tenor, and Philly Joe Jones, drums — and Don Byrd, trumpet; Kenny Burrell, guitar, and Horace Silver, piano. A great demo track would be "Tale of the Fingers," a Chambers original. Excellent sales to "modern" aficionados.

**THE BOB CORWIN QUARTET** .....77  
(1-12")  
Riverside RLP 12-220

The Bob Corwin quartet is actually the Don Elliott quartet. Elliott plays trumpet all the way thru, except in two selections. Corwin is a skilled pianist, and fingers his way fleetly and surely thru these modern jazz stylings of standards like "I'll Remember April," "Gone With the Wind," etc. Corwin's style is still derivative, but he has good taste and is absorbing some of the best elements of several leading modern jazz pianists. Not much of Elliott's trumpet playing is recorded elsewhere, and this LP is of great interest for what he offers here. A light-hearted, swinging session, easy to digest—and not hard to sell.

**GEORGE LEWIS AND HIS NEW ORLEANS STOMPERS** .....76  
(1-12")  
Blue Note BLP 1205, Vol 1

For jazz cognoscenti here's a most interesting album—pure New Orleans, coupled with the fine sound which comes from modern recording technique. George Lewis and his group never deviated from the old style, and here, as one listens to "Mahogany Hall Stomp," "See See Rider Blues," "Walking With the King" and the various marches, blues, etc.,

**Thrush Gets Victor Deal Along With Demo**

A demo disk cut by Constellation Music, of Chicago, was taken over as a master last week by RCA Victor. Key side in the deal was the tune, "Who Am I?" sung by thrush Doree Post. Miss Post also landed a Victor deal for herself, calling for four more sides in the next six months, plus three one-year options.

Deal was engineered by Paul Barry, of Weiss and Barry, which firm has acquired selling rights to the tune.

one is curiously close to the school of Fats Domino, Louis Armstrong and so many greats. Lewis on clarinet, Avery Howard on trumpet, Jim Robinson on trombone, Alton Purnell on piano, George Guesnon on banjo, Alcide Pavageau on bass and Joe Watkins on drums make up the personnel. Knowledgeable clerks can move a lot of these.

**BRIGHT'S SPOTS** .....75

Ronnie Bright Trio (1-12")  
Regent MG 6051  
This is a \$2.98 seller, and an excellent showcase for two young jazzmen who should place high among the New Star selections in 1957. Bright is a tasteful, facile pianist, sometimes reminiscent of Oscar Peterson, and Kenny Burrell is the latest claimant to the throne of the late Charlie Christian on guitar. Group is constituted like Peterson's, with bass as third instrument. This can sell if demonstrated, and it will sell even easier as the names become known.

**THE JAZZ GUITARIST** .....74

Chuck Wayne (1-12")  
Savoy MG 12077  
Return of Wayne, a first-rate, hard-swinging modern guitarist who has been musical director for Tony Bennett the past two years, must be labeled a disappointment. He gets assists here from tenormen Zoot Sims and Brew Moore, pianist John Mehegan, etc., but what little interest stirred up is by Wayne, and he never lets go as he is capable of doing. Result is a bland set which sells some on the Wayne and Sims names. "Butterfingers," with Sims featured, is your best demo bet.

**MODERN JAZZ** .....67

Ronnie Lang and His All Stars (1-12")  
Tops L 1521  
Quality, more than price, usually dictates jazz sales. This 12-inch is tagged at \$1.49, the cover is intriguing and the 12 good tunes (mainly well-known standards) are listed on the cover where the rack buyers can spot 'em. With Lang, but not listed on the front, are Dave Pell, Marty Paich and Bob Enevoldsen, all of the West Coast clique. The jazz is bland and uninspired. Possibly there will be some "impulse" sales, but the "cats" will probably shun this.

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## • Symphony

1. **BRAHMS: Symphony No. 1—**  
Walter...Columbia ML 5124
2. **DVORAK: Symphony No. 5—**  
Ormandy...Columbia ML 5115
3. **BEETHOVEN: Symphonies Nos. 1 & 9—Toscanini**.....  
.....RCA Victor LM 60094
4. **CHAUSSON: Symphony in B Flat Major—Paray**.....  
.....Mercury MG 50708
5. **BEETHOVEN: Symphonies Nos. 5 & 8—Toscanini**.....  
.....RCA Victor LM 1757
6. **BEETHOVEN: Symphony No. 5; MOZART: Symphony No. 40—Ormandy**.....  
.....Columbia ML 5098
7. **BEETHOVEN: Symphony No. 6—Munch**.....  
.....RCA Victor LM 1997
8. **BEETHOVEN: Symphony No. 7—Reiner**.....  
.....RCA Victor LM 1991
9. **BEETHOVEN: Symphony No. 5; SCHUBERT: Symphony No. 8—Munch**.....  
.....RCA Victor LM 1923
10. **BRAHMS: Symphony No. 4—**  
Walter...Columbia ML 5127

## • Pop Instrumentals

1. **EDDY DUCHIN STORY: Eddy Duchin**.....Decca DL 8289
2. **SAY IT WITH MUSIC: Lawrence Welk**.....  
.....Coral CRL 57041
3. **THE ELGART TOUCH: Les Elgart**.....Columbia CL 875
4. **MUSIC FOR LOVERS ONLY: MUSIC TO MAKE YOU MISTY: Jackie Gleason**.....  
.....Capitol W 475
5. **CARIBBEAN MOONLIGHT: Les Baxter**.....Capitol T 733
6. **WALTZES OF IRVING BERLIN: Mantovani**.....  
.....London LL 1452
7. **TENDER TOUCH: Nelson Riddle**.....Capitol T 753
8. **SONG HITS FROM THEATERLAND: Mantovani**.....  
.....London LL 1219
9. **MIDNIGHT RHAPSODY: Joe Bushkin**.....Capitol T 711
10. **IN THE CANDLELITE: Mantovani**.....London LL 1502

## • Jazz

1. **ELLA AND LOUIS: Ella Fitzgerald and Louis Armstrong**....Verve MG V 4003
2. **AMBASSADOR SATCH: Louis Armstrong**.....Columbia CL 840
3. **CUBAN FIRE: Stan Kenton**.....  
.....Capitol T 731
3. **ELLA FITZGERALD SINGS THE COLE PORTER SONG BOOK**.....Verve MG V 4001-2
5. **JAY AND KAI PLUS SIX: J. J. Johnson and Kai Winding**.....  
.....Columbia CI 892
6. **VELVET CARPET: George Shearing**.....Capitol T 720
7. **ELLINGTON AT NEWPORT: Duke Ellington**.....  
.....Columbia CL 934
8. **KENTON IN HI-FI: Stan Kenton**.....Capitol T 724
9. **CONCERT BY THE SEA: Erroll Garner**.....  
.....Columbia CL 883
10. **DAVE BRUBECK AND JAY AND KAI AT NEWPORT: Dave Brubeck, J. J. Johnson and Kai Winding**.....  
.....Columbia CL 932

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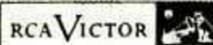
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## • Reviews and Ratings of New Albums

### Popular

• Continued from page 74

#### NEW YORK IMPRESSIONS ..... 81

Norrie Paramor Ork (1-12")  
Capitol T 10063

Britisher Paramor offers a well conceived follow-up to his highly successful album, "In London, In Love." Again, it is a sumptuous sounding string ensemble over which he wields a deft baton—and again he has the anonymous soprano with the eerie, far-out voice riding high over the ork. The record consists of tunes associated with New York and they give a panoramic view of the city: from "Lullaby of Birdland" to Harlem Nocturne"—and from "Forty Second Street" to Penthouse Serenade." A lovely, relaxed hour of handsomely crafted background music. Sales should be very easy on this.

#### CASA LOMA IN HI-FI ..... 80

Glen Gray and the Casa Loma Ork (1-12")  
Capitol W 747

Hi-fi bugs in their late 30's and 40's who cut their eye teeth on the offerings of this great, early swing band will get a nostalgic charge out of this set of re-creations. These are the most popular and typical Casa Loma vehicles, including "Casa Loma Blues" and "Smoke Rings" (two good demos), "For You" (with an aged Kenny Sargent), etc. The jazz original jazz solos have been copied, but few of the original sidemen are here. The kids may not respond, but sales should be good.

#### MOONDREAMS ..... 79

Dick Haymes (1-12")  
Capitol T 787

One of the savviest singers in the business offers another creamy and tasteful package, following his recent "Rain or Shine" waxing. Ian Bernard and ork team up with Haymes' highly professional touch with warm, lustrous and satisfying backings. Selections include "When I Fall in Love," "Moonlight Becomes You," "The Way You Look Tonight." This won't take off like a skyrocket, but it can be a solid entry on a long pull basis, and some jockeys are bound to give it good exposure.

#### MY PARIS ..... 76

Andre Colbert Ork (1-12")  
Capitol T 10057

"This is a lush group of original instrumentals depicting Paris, cut with a group of more than 40 musicians. The titles cut the mood of each number, as "Rain on the Moon," "Tuesday in the Louvre," "Mood Notre Dame," etc. There is much of this type of descriptive mood music around, but this particular package, one of the Capitol of the World series, has the initial promotional advantage of a terrific cover—eye-catching and colorful.

#### HAWAII CALLS: WAIKIKI! ..... 73

Al Kealoha Perry (1-12")  
Capitol T 772

Attractive, luring package will sell this, altho one must search for any authenticity in the performances. It's highly Americanized Hawaiian music, with slick chorus singing in English, and enough of the sliding sounds to appeal to many c.w. buyers. Set was produced by Webley Edwards, of the "Hawaii Calls" radio show from Waikiki Beach. Much of the material is standard.

#### COME RAIN OR COME SHINE ..... 71

Carol Reed (1-12")  
Golden Crest CR 3006

In keeping with her nightly weather forecasts on TV, singer has chosen a program of a dozen items, nearly all standards dedicated to the vagaries of the elements ("Come Rain or Come Shine," "We're Having a Heat Wave," "I'm Always Chasing Rainbows," "Stormy Weather," etc.). Likely a vast quantity of admiring viewers will be surprised and intrigued by the vocal warmth and quality of the package, since the gal is not generally known as a thrush. Jocks can find ample material here for easy listening spins, and album deserves store exposure on its merits.

#### ONGETROUWD MAN KAMER! ..... 69

Dolf van der Linden Ork (1-12")  
Capitol T 10058

The title means—in Dutch—"Bachelor's Apartment." It is for such a seductive, soft lights atmosphere that the conductor has created a delightful instrumental mood music album. The material consists of American standbys ("Prelude to a Kiss," "In a Sentimental Mood," "Moonlight

Serenade," etc.), in lush stylings that are not far in quality from that of our own Percy Faith. Van de Linden's work fits right into our own conception of what constitutes a good commercial LP.

#### THE PERCUSSIVE PHIL KRAUS ..... 65

(1-12")  
Golden Crest 3004

Any xylophone lovers among your customers? They might be interested in this item featuring virtuoso Phil Kraus. He pounds up quite a storm in a program of standard favorites. It has additional interest in that he is accompanied by a number of instruments not heard too often on disks, ranging from bells to Chinese gongs. Since it requires pretty wide range equipment to get the full flavor of such instruments, the disk also might find an audience among audiophiles.

#### OLD MUSIC BOX WALTZ MELODIES ..... 61

(1-12")  
Bornand Music Box Company RCB 4

Recordings made from music box cylinders have a definite charm without having broad popular appeal. If your customer wants "Tales From Vienna Woods," for instance, you'd do well to recommend any of the many orchestral versions available. Still, the disk could be promoted on the "charm" basis. Pretty special stuff.

### Classical

• Continued from page 74

#### RIMSKY-KORSAKOV: SCHEHERAZADE (1-12") — The Concertgebouw; Edward Van Beinum, Cond. Epic LC 3300 ..... 74

A handsome package of a standard item of which some two score versions are currently available. Comparatively this latest reading by Van Beinum and the Concertgebouw rates high in musicianship. Jan Damen's violin contributions are sensitively executed and give the whole an added luster. While this highly pleasant interpretation of an overly familiar score will cause no serious upset in the sales potentials of some of its excellent predecessors, it is none the less an attractive bait for "Scheherazade" admirers, and should be regarded accordingly.

#### BRAMHS: CONCERTO NO. 2 IN B FLAT MAJOR FOR PIANO AND ORCHESTRA, OPUS 83 (1-12")—Alexander Uninsky, Piano; The Hague

Philharmonic Orchestra; Willem Van Otterloo, Cond. Epic LC 3303 ..... 69  
A competent reading of the popular, melodious concerto, especially so in the poetically played third and fourth movements. It's usually the first section that sells this; however, and the artists are less convincing there. Further, they have formidable name competition to worry about. Charming cover will help, but most dealers will do well to stick with the more obvious names on this work.

### Folk

#### LEGEND OF THE JIVARO ..... 84

Yma Sumac (1-12")  
Capitol T 770

Miss Sumac takes off on a wild series of vocal calisthenics in which she portrays a series of authentic native melodies and dances of the Jivaro headhunters of South America. Miss Sumac and her husband, Moises Vivanco, obtained the basic material via a trip into the savage territory with a tape recorder. This was then arranged for the singer, choral group and drums. Notes explain in some detail what each of the selection signifies and for those who want to increase their own cultural knowledge this can prove an interesting addition to a collection.

#### WEST INDIAN CALYPSO MAGIC ..... 80

The Mighty Panther and Lad Richards Ork (1-12")  
ART ALP 18

Another of the numerous authentic Calypso packages to hit the market, this is one of the best recorded of the current crop. The Mighty Panther is a kingpin in the Trinidad clique and he manages to punch out his tricky lyrics as—undoubtedly as any now on wax—a distinct asset. The second side is given over to the Lad Richards crew, which has its own healthy following in the Virgin Islands school. Each side makes good listening and with the growing market for this repertoire, this package will be a worthwhile addition.

#### THE ENGLISH AND SCOTTISH POPULAR BALLADS, VOLS 1-5 ..... 75

Ewan MacColl and A. L. Lloyd (9-12")  
Riverside RLP 12-621-2, 623-4, 625-6, 627-8, 629

This imposing group includes four volumes comprising the Child collection, and one single-disk volume including great ballads not included in that notable collection. The set beyond a doubt is one of the major contributions to recorded literature and will undoubtedly receive very broad acceptance among educational groups, libraries, etc. Each of the sets contains a stitched-in set of notes by Kenneth S. Goldstein. The job shapes up as a labor of love for all involved. This merchandise should be carried by class shops, and especially by dealers in college towns.

### Latin American

#### A TOUCH OF CUBA ..... 79

Luis Tiramani Ork (1-12")  
Epic LN 3311

There's a strong commercial flavor to this package which contains only glowing copy about the fascinating lure of the Island but an apparent tie-in deal on the cover which says "Go Latin From Manhattan via Cubana Airlines." The music itself paints a beguiling picture of Cuba, with a series of slow, sensuous rhythms (beguines and slow rhumbas). Dancers on a Latin kick will like the big ork scorings. Reading the notes while playing the disk in the background would make an effective travelog. Record is well made and the dancing girl on the cover can help keep the sales level in the black.

### Country & Western

#### SWEETHEARTS OR STRANGERS ..... 80

Faron Young (1-12")  
Capitol T 778

Faron Young is one of the outstanding country artists in the traditional c.w. style. He sings a flock of ballad and weepers here, some of them great c.-w. standards, such as Hank Williams' "Your Cheatin' Heart," "You Are My Sunshine," up-tempo ditties such as "You Call Everybody Darlin'," and that sock novelty, "I'm a Bad Boy," etc. Package is recorded with a clean sound. Should have a gratifying sale.

#### WORDS AND MUSIC COUNTRY STYLE ..... 72

Tommy Collins (1-12")  
Capitol T 776

Here's a dozen country ballads, novelty songs, sacred items—all of them written and sung by Tommy Collins. Performances are good, and Capitol's engineering is better than most labels. But this package would have been better if it had included some of the great country standards written by others than Collins. As it is, it's fair package, with moderate potential.

### Rhythm & Blues

#### ROCK AND ROLL PARTY ..... 79

(1-12")  
Regent MG 6042

As its title indicates, here's one

for the devotees of the Big Beat. Most of the sides are instrumentals—driving blues with honking horns featured. There are two strong vocals—both of which were big sellers. These are Nappy Brown's gimmicked rendition of "Don't Be Angry," and Little Esther's "Taint What You Say," the little gal's comeback ditty. Instrumentals include Big Jay McNeely's "Deacon's Hop," the Hot Shots' "Groovin' Grind," Paul Williams' "Gabardine Groove," Hal Singer's "Down for Dean," etc. Set is a \$2.98 seller.

### Novelty

#### COMEDY CARAVAN ..... 89

Andy Griffith, Yogi Bresson, Harry Kari, Stan Freberg, and John Standley (1-12")  
Capitol T 732

For a solid laugh potential, this packaging of nine of the top aural comedy antics of Andy Griffith, Stan Freberg, Johnny Standley and the late Harry Stewart, is a sales natural. Set includes such rib-ticklers as "What It Was, Was Football," "Romeo and Juliet," "Yokohama Mama," "Bees and the Birds," "St. George and the Dragonet," "Little Blue Riding Hood," "It's in the Book," all of which have been sharp sellers individually. Combination is a smart bid for stepped-up sales reaction and a bright future for the package.

### International

#### GERMAN SCHLAGERS ..... 75

Various Schlager Recording Artists (1-12")  
Capitol T 10046

Schlagers are German hit songs, and this album offers an interesting and varied program of recent popular clicks in that country. The vocal choruses are all in German, but the simplicity and attractive styling of most of these tunes will appeal to many, whether they understand the words or not. Barbara Kist, Carl Niessen, the Edelweiss Trio, and Caillo Felgen are some of the performers featured; all top-flight German recording stars. Good demo items: "The Alpine Maid of St. Kathrien," "The Waltz of the Forest Birds," "Queen of the Edelweiss." Primary target will be German language customers.

### Spoken Word

#### NOEL COWARD AND MARGARET LEIGHTON IN NOEL COWARD DIALOGUES ..... 77

(1-12")  
Caedmon TC 1069

Author Coward and actress Margaret Leighton team on three dialogs from as many of his plays. Results, since both are exceptionally accomplished readers are highly felicitous. One side devoted to a special adaptation of "Brief Encounter" is a complete dramatic cameo in itself, the other is given over to comedy scenes from "Blithe Spirit" and "Present Laughter." Unfortunately, the selection from "Spirit" is not too well chosen, as its content falls to give much, there is room for the display of Cowardesque high comedy barbs and it serves as a bridge between the two better items. Sales here look gaited to specialty trade—Coward admirers and drama course libraries.

#### THE CAEDMON TREASURY OF MODERN POETS READING ..... 75

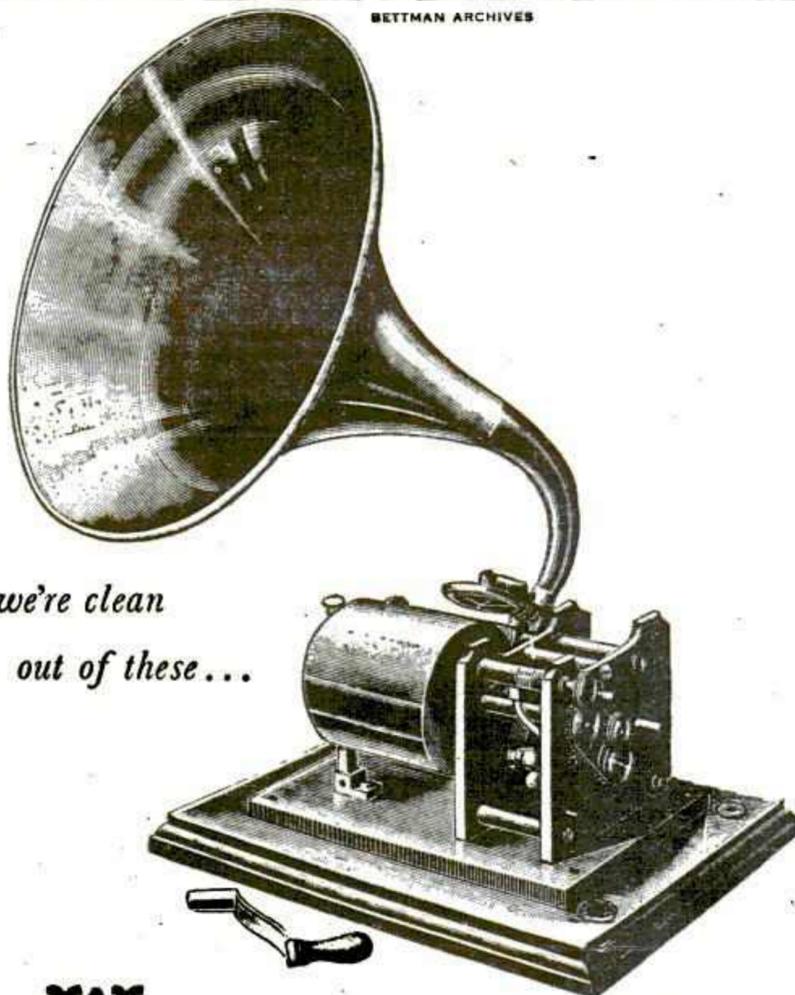
(2-12")  
Caedmon TC 2006

Set includes readings from their own works by 20th century poets. Considerable of the material is available on other individual waxings by the label. On agenda are selections by T. S. Eliot, Dylan Thomas, Conrad Aiken, Robert Frost, Gertrude Stein and up to two score of others. Notable is the sound of the voice of William Butler Yeats waxed from broadcast recordings of the early 1930's. Package stands high as an oral record of some of the best of modern verse by its own creators and, as such, is an ideal candidate for library reference for campus literary courses, as well as for verse lovers in general. Sales potential, however, is limited to specialty shops.

#### WALTER DE LA MARE READING ..... 74

(1-12")  
Caedmon TV 1046

Another notable achievement in recording the music of the spoken word, for music abounds in both de la Mare poetry and prose. Here are included his own readings of a dozen short poems and his poignant vignette of childhood recollection, "The Princess." Perhaps best of all is a bit of conversation, which he did not realize was being recorded, which serves as a personal reminder of the warmth and gentleness that went into his writings. Its chief appeal will be for those with nostalgia for the era of belles lettres, and as a word portrait of a sensitive craftsman.



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GREAT NEW BALLADS**

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SISTERS**

**KID  
STUFF**

**WITHOUT  
HIM**

*orchestra directed by* **DICK JACOBS**



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61771  
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# HONOR ROLL OF HITS

TRADE MARK REG.

**THE NATION'S TOP TUNE** For survey week ending January 16

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Singing the Blues</b> By Endsley—Published by Acuff-Rose (BMI) BEST SELLING RECORDS: G. Mitchell, Col 40767; M. Robbins, Col 21545.	1	13	<b>6. Don't Forbid Me</b> By Singleton—Published by Roosevelt (BMI) BEST SELLING RECORD: P. Boone, Dot 1552L.	10	5
<b>2. Young Love</b> By Carole Joyner-Ric Cartey—Published by Lowery Music (BMI) BEST SELLING RECORD: S. James, Cap 3602; T. Hunter, Dot 15333. RECORDS AVAILABLE: R. Cartey-Jiva Tones, Vic 20-6751; Crew Cuts, Mercury 71022.	6	4	<b>7. Love Me Tender</b> By Elvis Presley, Vera Watson—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6643. RECORD AVAILABLE: H. Rene, Vic 20-5728.	3	15
<b>3. Banana Boat Song</b> By Arkin, Carey, Darling—Published by E. B. Marks-Bryden (BMI) BEST SELLING RECORDS: Tarriers, Glory 249. OTHER RECORDS AVAILABLE: Fontane Sisters, Dot 15527; Johnnie & Jack, Vic 20-6777; S. Lawrence, Coral 61761; S. Vaughan, Mercury 71020.	2	5	<b>8. True Love</b> By Cole Porter—Published by Buxton Hill (ASCAP) BEST SELLING RECORD: Bing Crosby-Grace Kelly, Cap 3507. RECORDS AVAILABLE: K. Kallen, Dec 29959; J. Powell, Verve 2018; M. Whiting, Cap 3473.	7	18
<b>4. Green Door</b> By Davis & Moore—Published by Trinity (BMI) BEST SELLING RECORD: J. Lowe, Dot 15486.	4	18	<b>9. Moonlight Gambler</b> By Hilliard-Springer—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: F. Laine, Col 40789.	11	7
<b>5. Blueberry Hill</b> By Lewis Stock-Rose—Published by Chappell (ASCAP) BEST SELLING RECORD: F. Domino, Imperial 5407. RECORD AVAILABLE: L. Armstrong, Decca 24752.	4	16	<b>10. Just Walking in the Rain</b> By Bragg & Riley—Published by Golden West Melodies (BMI) BEST SELLING RECORD: J. Ray, Col 40729. RECORDS AVAILABLE: J. Kileen, Abbott 3024; Prisonaires, Sun 186; D. Richards-E. Zack, Col 21532; J. Wallace, Mercury 70758.	8	20

## Second Ten

<b>11. *Love Me</b> By Terry Leiber-Mike Stoller—Published by Hill & Range (BMI) BEST SELLING RECORD: E. Presley, Vic.*	9	10	<b>16. Blue Monday</b> By D. Bartholomew-A. Domino—Published by Commodore (BMI) BEST SELLING RECORD: F. Domino, Imperial 5417.	21	3
<b>12. Cindy, Oh Cindy</b> By Barron-Long—Published by E. B. Marks (BMI) BEST SELLING RECORD: E. Fisher, Vic 20-6677. RECORD AVAILABLE: V. Martin, Glory 247.	11	15	<b>17. Rock-a-Bye Your Baby</b> By Jean Schwartz, Joe Young, Sam Lewis—Published by Warwick-Mills (ASCAP) BEST SELLING RECORD: J. Lewis, Dec 30124.	18	9
<b>13. Banana Boat (Day-O)</b> By Belafonte-Burgess-Attaway—Published by Shari (ASCAP) BEST SELLING RECORD: H. Belafonte, Victor 20-677L.	-	2	<b>18. Since I Met You Baby</b> By Ivory Joe Hunter—Published by Progressive (BMI) BEST SELLING RECORD: I. J. Hunter, Atlantic 1111. RECORDS AVAILABLE: M. Bee, Dot 15517; M. Carson, Col 40789.	17	8
<b>14. Hey! Jealous Lover</b> By Cahn-Walker-Twomey—Published by Barton Music (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3552.	13	13	<b>19. Gonna Get Along Without Ya Now</b> By Milton Kellum—Published by Kellum (ASCAP) BEST SELLING RECORD: Patience & Prudence, Liberty 55040. RECORD AVAILABLE: T. Brewer, Coral 60676.	15	8
<b>14. Rose and a Baby Ruth</b> By Johnny Doo—Published by Broadcast Music, Inc. (BMI) BEST SELLING RECORD: G. Hamilton IV, ABC-Paramount 9765. RECORDS AVAILABLE: Country Gentlemen, Vic 20-6573; R. Franagan, Vic 20-6749; E. Fontaine, Dec 30108.	13	11	<b>20. Jamaica Farewell</b> By Lord Burgess—Published by Shari Music (ASCAP) BEST SELLING RECORD: H. Belafonte, Vic 20-6663.	19	6

## Third Ten

<b>21. Friendly Persuasion</b> By Webster-Tiomkin—Published by Leo Feist (ASCAP) RECORDS AVAILABLE: P. Boone, Dot 15490; L. Bush, Cap 3520; G. Catoa, 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.	15	19	<b>26. Honky Tonk</b> By Doggett, Sheperd, Scott & Butler—Published by Bilaco (BMI) RECORD AVAILABLE: B. Doggett, King 4950; T. Brown, King 4976.	24	22
<b>21. I Dreamed</b> By C. Grean-M. Moore—Published by Trinity (BMI) RECORD AVAILABLE: B. Johnson, Bally 1020.	19	4	<b>26. Love Is Strange</b> By Ethel Smith—Published by Ben Ghazo (BMI) RECORD AVAILABLE: Mickey & Sylvia, Groove 8175.	26	2
<b>21. Too Much</b> By Lee Rosenberg & Bernard Weinman—Published by Southern Belle-Elvis Presley (BMI) RECORD AVAILABLE: E. Presley, Vic 20-6800.	-	1	<b>28. Auctioneer</b> By Van Dyke-Black—Published by Randy Smith Music (ASCAP) RECORDS AVAILABLE: C. Miller, Mercury 71001; L. Van Dyke, Dot 15503.	28	4
<b>24. Garden of Eden</b> By Dennise Norwood—Published by Republic (BMI) RECORD AVAILABLE: J. Valino, Vik 0226.	21	12	<b>28. On My Word of Honor</b> By Miles & Harrison—Published by Antler (BMI) RECORDS AVAILABLE: B. B. King, RPM 479; Platters, 71011.	-	1
<b>25. You Don't Owe Me a Thing</b> By Robbins—Published by Acuff-Rose (BMI) RECORDS AVAILABLE: J. Ray, Col 40803; M. Robbins, Col 40706; La Doll Sisters, Mercury 70988.	26	2	<b>30. Two Different Worlds</b> By Wayne-Frisch—Published by Princess Music (ASCAP) RECORDS AVAILABLE: S. Clayton, Coral 61710; D. Haynes, Cap 3565; D. Kallman, Dec 30036; R. Rondo, Jubilee 5256; R. Williams-Jane Morgan, Kapp 161. *Not available as a Pop Single. Available on RCA Victor 45 EPA-992 and in the RCA Victor 3 1/4 "Elvis" LPM 1382	21	13

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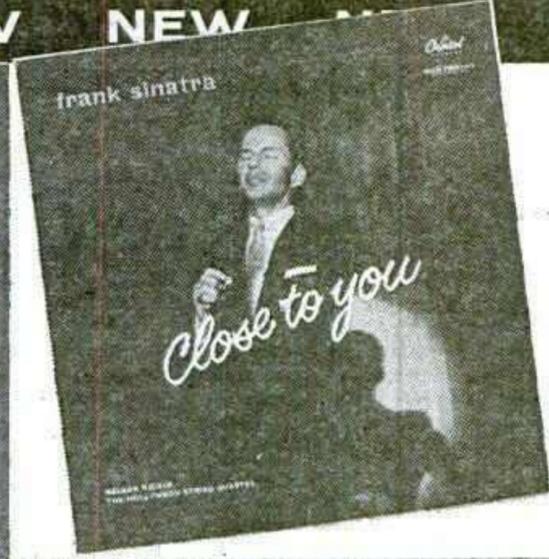
The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.



# Buyboard

NEW NEW NEW NEW NEW NEW NEW

NEW ALBUMS



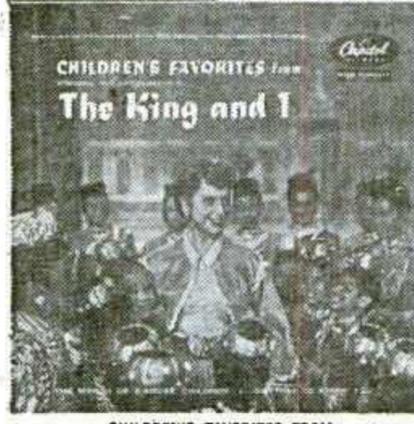
## FRANK SINATRA

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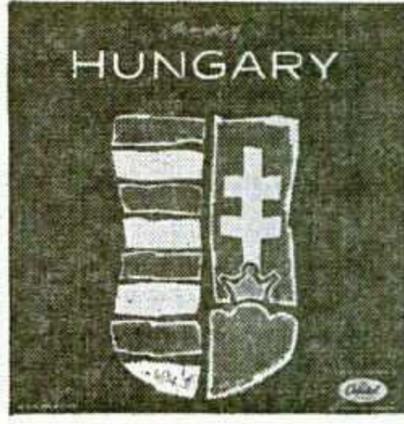
W-789



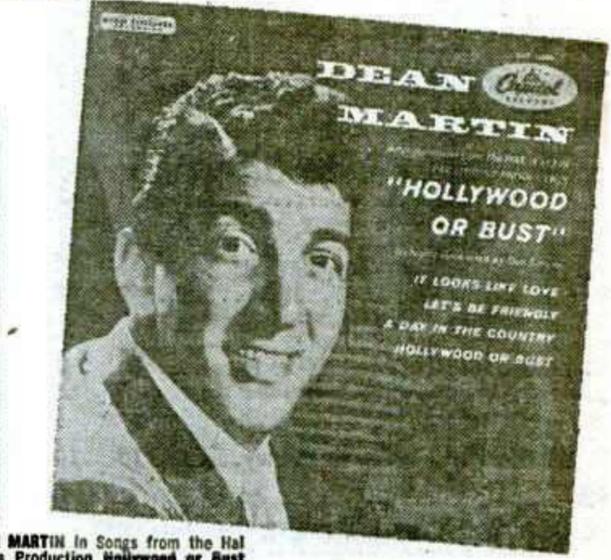
CHILDREN'S FAVORITES FROM the Sound Track of THE KING AND I (Rodgers & Hammerstein) CAS 3247 • CASF 3247



RAVEL: BOLERO The Hollywood Bowl Symphony Orchestra conducted by Felix Slatkin. FAP 1-8357



MUSIC OF HUNGARY (Recorded in Hungary). T-10065



DEAN MARTIN In Songs from the Hal Wallis Production Hollywood or Bust Orchestra conducted by Gus Levone EAP 1-806

NEW SINGLES

**NELSON RIDDLE**  
and His Orchestra  
**ACCORDION WILLY**  
**HOLIDAY IN NAPLES**  
Record No. 3631

**FERLIN HUSKY**  
and His Mosh Puppies  
**MISSING PERSONS**  
**GONE**  
Record No. 3628

**LONNIE SATTIN**  
**WALK ALONG WITH KINGS**  
**I THINK I GO, I THINK I STAY**  
Record No. 3632

**MILT BUCKNER**  
and His Music  
**SECOND SECTION**  
**DINNER DATE**  
Record No. 3634

**NORRIE PARAMOR**  
and His Orchestra  
**MAGIC BANJO**  
**EVERY STREET'S A BOULEVARD**  
(In Old New York)  
From Paramor's "New York Impressions" album  
Record No. 3629

CLIMBING FAST



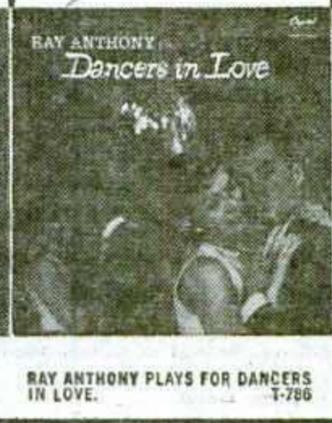
CASA LOMA IN HI-FI • GLEN GRAY AND THE CASA LOMA ORCHESTRA. W-747



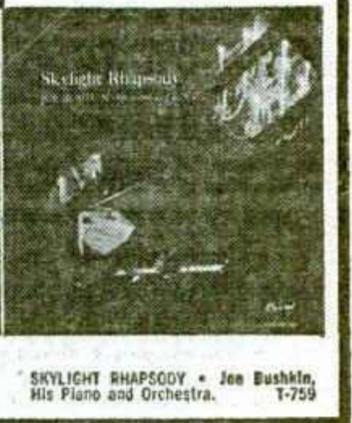
FOUR FRESHMEN AND FIVE TRUMPETS THE FOUR FRESHMEN, orch. cond. by Dick Reynolds. T-763



"PEE WEE" & "FINGERS" • Featuring JOE "FINGERS" CARR and PEE WEE HUNT. T-763



RAY ANTHONY PLAYS FOR DANCERS IN LOVE. T-766



SKYLIGHT RHAPSODY • Joe Bushkin, His Piano and Orchestra. T-759

SMASH HIT SINGLES

**CAN I STEAL A LITTLE LOVE**  
Your Love For Me  
**FRANK SINATRA**  
Record No. 3608

**CINCO ROBLES (Five Oaks)**  
Ro-Ro-Robinson  
**LES PAUL & MARY FORD**  
Record No. 3612

**DREAMY EYES**  
Fools Will Be Fools  
**THE FOUR PREPS**  
Record No. 3576

**HEY! JEALOUS LOVER**  
You Forgot All The Words  
**FRANK SINATRA**  
Record No. 3552

**JUST KISS ME**  
I KNOW I CAN'T FORGET  
**DEAN MARTIN**  
Record No. 3604

**NIGHT LIGHTS**  
TO THE ENDS OF THE EARTH  
RAT "KING" COLE  
Record No. 3551

**OUT OF SIGHT, OUT OF MIND**  
That's Right  
**THE FIVE KEYS**  
Record No. 3502

**TRUE LOVE**  
**BING CROSBY & GRACE KELLY**  
Well Did You Evah?  
Bing Crosby & Frank Sinatra  
Record No. 3507

**WISDOM OF A FOOL**  
Now Don't That Prove I Love You  
**THE FIVE KEYS**  
Record No. 3597

**YOUNG LOVE**  
You're The Reason I'm In Love  
**SONNY JAMES**  
Record No. 3602

### • Best Sellers in Stores

For survey week ending January 16

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	East Week	Chart
1. SINGING THE BLUES (BMI)— G. Mitchell.....	1	13	13
Crazy With Love (ASCAP)—Col 40769			
2. YOUNG LOVE (BMI)—S. James.....	3	4	4
You're the Reason (I'm in Love) (BMI)— Cap 3602*			
3. DON'T FORBID ME (BMI)— P. Boone.....	6	6	6
ANASTASIA (ASCAP)—Dot 15521			
4. YOUNG LOVE (BMI)—T. Hunter.....	12	2	2
Red Sails in the Sunset (ASCAP)—Dot 15533			
5. MOONLIGHT GAMBLER (ASCAP)— F. Laine.....	8	7	7
Lotus Land (ASCAP)—Col 40780			
6. BANANA BOAT SONG (BMI)— Tarriers.....	5	6	6
No Hidin' Place (BMI)—Glory 249			
7. BLUEBERRY HILL (ASCAP)— F. Domino.....	3	16	16
Honey Chile (BMI)—Imperial 5407			
8. GREEN DOOR (BMI)—J. Lowe.....	2	18	18
(Story of) The Little Man in Chinatown (BMI)—Dot 15486			
9. BANANA BOAT (DAY-O) (ASCAP)— H. Belafonte.....	14	3	3
Star-O (ASCAP)—Vic 20-6771			
10. LOVE ME TENDER (BMI)— E. Presley.....	7	15	15
Any Way You Want Me (ASCAP)—Vic 20-6643			
11. BLUE MONDAY (BMI)—F. Domino..	15	3	3
What's the Reason (I'm Not Pleasing You) (ASCAP)—Imperial 5417			
12. ★LOVE ME (BMI)—E. Presley.....	10	10	10
Vic EPA 992			
13. JUST WALKING IN THE RAIN (BMI)—J. Ray.....	9	21	21
In the Candlelight (ASCAP)—Col 40729			
14. TRUE LOVE (ASCAP)— B. Crosby-G. Kelly.....	11	17	17
Well, Did You Evah? (ASCAP)—Cap 3507			
15. ROSE AND A BABY RUTH (BMI)— G. Hamilton IV.....	13	11	11
If You Don't Know (BMI)— ABC-Paramount 9765			
16. TOO MUCH (BMI)—E. Presley.....	—	1	1
Playing for Keeps (BMI)—Vic 20-6800			
17. ROCK-A-BYE YOUR BABY (ASCAP)— J. Lewis.....	21	10	10
Come Rain or Come Shine (ASCAP)— Dec 30124			
18. SINCE I MET YOU BABY (BMI)— I. J. Hunter.....	16	8	8
You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111			
19. JAMAICA FAREWELL (ASCAP)— H. Belafonte.....	17	6	6
Once Was (ASCAP)—Vic 20-6663			
20. LOVE IS STRANGE (BMI)— Mickey & Sylvia.....	20	3	3
I'm Going Home (BMI)—Groove 0175			
21. GONNA GET ALONG WITHOUT YA NOW (ASCAP)—Patience & Prudence.....	22	8	8
Money Tree (ASCAP)—Liberty 55040			
22. CINDY, OH CINDY (BMI)—E. Fisher.	18	16	16
Around the World (ASCAP)—Vic 20-6677			
23. YOU DON'T OWE ME A THING (BMI)—J. Ray.....	—	1	1
Look Homeward, Angel (BMI)—Col 40803			
23. ON MY WORD OF HONOR (BMI)— Platters.....	—	1	1
ONE IN A MILLION (BMI)— Mercury 71011			
23. I DREAMED (BMI)—B. Johnson.....	24	2	2
If It's Wrong to Love You (BMI)—Bally 1020			

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

### • Most Played in Juke Boxes

For survey week ending January 16

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	12	12
Crazy With Love (ASCAP)—Col 40769			
2. BLUEBERRY HILL (ASCAP)— F. Domino.....	2	15	15
Honey Chile (BMI)—Imperial 5407			
3. GREEN DOOR (BMI)—J. Lowe.....	3	16	16
(The Story of) The Little Man in Chinatown (BMI)—Dot 15486			
4. LOVE ME TENDER (BMI)—E. Presley	4	14	14
Any Way You Want Me (ASCAP)—Vic 20-6643			
5. JUST WALKING IN THE RAIN (BMI)—J. Ray.....	5	19	19
In the Candlelight (ASCAP)—Col 40729			
6. DON'T FORBID ME (BMI)— P. Boone.....	12	3	3
Anastasia (ASCAP)—Dot 15521			
7. TRUE LOVE (ASCAP)— B. Crosby-G. Kelly.....	6	13	13
Well, Did You Evah? (ASCAP)—Cap 3507			
8. ★LOVE ME—E. Presley.....	9	7	7
Vic EPA-992—BMI			
9. MOONLIGHT GAMBLER (ASCAP)— F. Laine.....	7	4	4
Lotus Land (ASCAP)—Col 40780			
10. ROSE AND A BABY RUTH (BMI)— G. Hamilton IV.....	8	9	9
If You Don't Know (BMI)— ABC-Paramount 9765			
11. HEY! JEALOUS LOVER (ASCAP)— F. Sinatra.....	10	10	10
You Forget All the Words (BMI)—Cap 3552			
12. BANANA BOAT SONG (BMI)—Tarriers	14	3	3
No Hidin' Place (BMI)—Glory 249			
13. CINDY, OH CINDY (BMI)—E. Fisher.	11	11	11
Around the World (ASCAP)—Vic 20-6677			
14. YOUNG LOVE (BMI)—S. James.....	—	1	1
You're the Reason (I'm in Love) (BMI)— Cap 3602			
15. YOUNG LOVE (BMI)—T. Hunter.....	—	1	1
Red Sails in the Sunset (ASCAP)—Dot 15533			
16. ROCK-A-BYE YOUR BABY (ASCAP)— J. Lewis.....	15	4	4
Come Rain or Come Shine (ASCAP)—Dec 30124			
17. BLUE MONDAY (BMI)—F. Domino	—	1	1
What's the Reason (I'm Not Pleasing You) (ASCAP)—Imperial 5417			
18. HONKY TONK (PARTS I & II) (BMI)—B. Doggett.....	13	20	20
King 4950			
19. GARDEN OF EDEN (BMI)— J. Valino.....	17	7	7
Caravan (ASCAP)—Vic 0226			
20. SINCE I MET YOU BABY (BMI)— I. J. Hunter.....	16	4	4
You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111			
20. ON MY WORD OF HONOR (BMI)— Platters.....	—	1	1
One in a Million (BMI)—Mercury 71011			

★(Not available as a Pop Single. Available on RCA Victor 45 EPA-992 and in RCA Victor 3 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. True Love (Buston Hill).....	3	18	18
1. Singing the Blues (Acuff-Rose).....	1	10	10
3. Love Me Tender (Presley).....	1	15	15
4. Green Door (Trinity).....	7	14	14
5. Blueberry Hill (Chappell).....	5	11	11
6. Banana Boat Song (E. B. Marks-Bryden).....	10	2	2
7. Just Walking in the Rain (Golden West).....	6	16	16
8. Cindy, Oh Cindy (E. B. Marks-Bryden).....	4	12	12
9. Young Love (Lowery).....	—	1	1
10. Don't Forbid Me (Roosevelt).....	—	1	1
11. Moonlight Gambler (E. H. Morris).....	—	1	1
12. Love Me (Hill & Range).....	9	7	7
13. Friendly Persuasion (Feist).....	8	13	13
14. Hey! Jealous Lover (Barton).....	12	9	9
15. Mama From the Train (Remick).....	—	6	6

### • Most Played by Jockeys

For survey week ending January 16

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	13	13
Crazy With Love (ASCAP)—Col 40769			
2. YOUNG LOVE (BMI)—S. James.....	4	4	4
You're the Reason (I'm in Love) (BMI)— Cap 3602			
3. YOUNG LOVE (BMI)—T. Hunter.....	9	2	2
Red Sails in the Sunset (ASCAP)—Dot 15533			
4. DON'T FORBID ME (BMI)—P. Boone.	2	5	5
Anastasia (ASCAP)—Dot 15521			
5. ★LOVE ME (BMI)—E. Presley.....	3	9	9
Vic EPA-992			
6. MOONLIGHT GAMBLER (ASCAP)— F. Laine.....	5	7	7
Lotus Land (ASCAP)—Col 40780			
7. BANANA BOAT SONG (BMI)—Tarriers	6	5	5
No Hidin' Place (BMI)—Glory 249			
8. GREEN DOOR (BMI)—J. Lowe.....	8	18	18
(Story of) The Little Man in Chinatown (BMI)— Dot 15486			
9. HEY! JEALOUS LOVER (ASCAP)— F. Sinatra.....	13	14	14
You Forget All the Words (BMI)—Cap 3552			
10. BANANA BOAT (DAY-O) (ASCAP)— H. Belafonte.....	7	3	3
Star-O (ASCAP)—Vic 20-6771			
11. TRUE LOVE (ASCAP)— B. Crosby-G. Kelly.....	10	17	17
Well, Did You Evah? (ASCAP)—Cap 3507			
12. BLUEBERRY HILL (ASCAP)— F. Domino.....	17	15	15
Honey Chile (BMI)—Imperial 5407			
13. I DREAMED (BMI)—B. Johnson.....	14	7	7
If It's Wrong to Love You (BMI)—Bally 1020			
14. GONNA GET ALONG WITHOUT YA NOW—Patience & Prudence.....	12	8	8
Money Tree (ASCAP)—Liberty 55040			
15. LOVE ME TENDER (BMI)— E. Presley.....	11	15	15
Any Way You Want Me (ASCAP)—Vic 20-6643			
16. BANANA BOAT SONG (BMI)— Fontane Sisters.....	16	3	3
Honolulu Moon (ASCAP)—Dot 15527			
17. ROSE AND A BABY RUTH (BMI)— G. Hamilton IV.....	19	11	11
If You Don't Know (BMI)— ABC-Paramount 9765			
18. YOUNG LOVE (BMI)—Crew Cuts.....	—	1	1
Little By Little (BMI)—Mercury 71022			
19. BANANA BOAT SONG (BMI)— S. Vaughan.....	21	3	3
I've Got a New Heartache (BMI)— Mercury 71020			
20. JUST WALKING IN THE RAIN (BMI)—J. Ray.....	18	18	18
In the Candlelight (ASCAP)—Col 40729			
21. ROCK-A-BYE-YOUR BABY (ASCAP)— J. Lewis.....	20	6	6
Come Rain or Come Shine (ASCAP)—Dec 30124			
22. SINCE I MET YOU BABY (BMI)— I. J. Hunter.....	15	8	8
You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111			
23. YOU DON'T OWE ME A THING (BMI)—J. Ray.....	24	2	2
Look Homeward, Angel (BMI)—Col 40803			
24. BLUE MONDAY (BMI)—F. Domino... —	2	2	2
What's the Reason (I'm Not Pleasing You) (ASCAP)—Imperial 5417			
25. JAMAICA FAREWELL (ASCAP)— H. Belafonte.....	23	7	7
Once Was (ASCAP)—Vic 20-6663			

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

# *Mercury* IS HOT WITH HITS!

**Released Last Week...  
180,000 Ordered...  
Headed For A Million**

## **"YOUR WILD HEART"**

BY

AMERICA'S NEW FIFTEEN YEAR OLD  
SINGING SWEETHEART

## **JOY LAYNE**

MERCURY 71038



**First BIG Rock n' Roll  
Instrumental Hit Of '57**

### **"Birthday Party"**

AND

### **"The Last Time"**

## **SIL AUSTIN**

71027

**The Next BIG Calypso Hit**

### **"No One Sweeter Than You"**

## **NICK NOBLE**

71031



# Another Great Skiffle Hit

## Bob Cort and his skiffle group

# IT TAKES A WORRIED MAN TO SING A WORRIED BLUES



B/W

# DON'T YOU ROCK ME DADDY-O

1713

# LONDON

RECORDS

539 West 25th St., New York 1, N. Y.



## Territorial Best Sellers

For survey week ending January 16

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

### Atlanta

1. Young Love, S. James, Cap.
2. Moonlight Gambler, F. Laine, Col.
3. Singing the Blues, G. Mitchell, Col.
4. Banana Boat (Day-O)  
H. Belafonte, Vic.
5. Jamaica Farewell, H. Belafonte, Vic.
6. True Love, B. Crosby-G. Kelly, Cap.
7. Don't Forbid Me, P. Boone, Dot

### Baltimore

1. Love Me, E. Presley, Vic.
2. Don't Forbid Me, P. Boone, Dot
3. Young Love, S. James, Cap.
4. Singing the Blues, G. Mitchell, Col.
5. Blue Monday, F. Domino, Imp.
6. Too Much, E. Presley, Vic.
7. Ain't Got No Home, C. Henry, Ago.
8. Banana Boat (Day-O)  
H. Belafonte, Vic.
9. Banana Boat Song, Tarriers, Gly.
10. Young Love, T. Hunter, Dot

### Boston

1. Singing the Blues, G. Mitchell, Col.
2. Young Love, S. James, Cap.
3. Banana Boat (Day-O)  
H. Belafonte, Vic.
4. Banana Boat Song, Tarriers, Gly.
5. Moonlight Gambler, F. Laine, Col.
6. Young Love, T. Hunter, Dot
7. Blue Monday, F. Domino, Imp.
8. Wonderful, Wonderful, J. Mathis, Col.
9. Don't Forbid Me, P. Boone, Dot
10. On My Word of Honor, Platters, Mer.

### Buffalo

1. Singing the Blues, G. Mitchell, Col.
2. Young Love, T. Hunter, Dot
3. Green Door, J. Lowe, Dot
4. Banana Boat (Day-O)  
H. Belafonte, Vic.
5. You Don't Owe Me a Thing  
J. Ray, Col.
6. Blueberry Hill, F. Domino, Imp.

### Chicago

1. Banana Boat Song, Tarriers, Gly.
2. Young Love, T. Hunter, Dot
3. Singing the Blues, G. Mitchell, Col.
4. Don't Forbid Me, P. Boone, Dot
5. Rock-a-Bye Your Baby, J. Lewis, Dec.
6. Moonlight Gambler, F. Laine, Col.
7. Blueberry Hill, F. Domino, Imp.
8. Rose and a Baby Ruth  
G. Hamilton IV, Pmt.
9. Rudy's Rock, B. Haley, Dot
10. Green Door, J. Lowe, Dot

### Cincinnati

1. Rose and a Baby Ruth  
George Hamilton IV, Pmt.
2. Young Love, S. James, Cap.
3. Singing the Blues, G. Mitchell, Col.
4. Banana Boat (Day-O)  
H. Belafonte, Vic.
5. Love Me, E. Presley, Vic.
6. Moonlight Gambler, F. Laine, Col.
7. Banana Boat Song, Tarriers, Gly.
8. Green Door, J. Lowe, Dot
9. Too Much, E. Presley, Vic.
10. Just Walking in the Rain  
J. Ray, Col.

### Cleveland

1. Singing the Blues, G. Mitchell, Col.
2. Young Love, S. James, Cap.
3. Banana Boat Song, Tarriers, Gly.
4. Jim Dandy, L. Baker, Atl.
5. Banana Boat (Day-O)  
H. Belafonte, Vic.
6. I Miss You So, C. Connor, Atl.
7. Love Is Strange, Mickey & Sylvia, Grv.
8. Young Love, T. Hunter, Dot
9. Just Walking in the Rain, J. Ray, Col.
10. Love Me Tender, E. Presley, Vic.

### Dallas-Fort Worth

1. Singing the Blues, G. Mitchell, Col.
2. Young Love, S. James, Cap.
3. Young Love, T. Hunter, Dot
4. Moonlight Gambler, F. Laine, Col.
5. Love Me Tender, E. Presley, Vic.
6. Since I Met You Baby, I. J. Hunter, Atl.

### Denver

1. Singing the Blues, G. Mitchell, Col.
2. Don't Forbid Me, P. Boone, Dot
3. Young Love, T. Hunter, Dot
4. Blueberry Hill, F. Domino, Imp.
5. True Love, B. Crosby-G. Kelly, Cap.
6. Banana Boat (Day-O)  
H. Belafonte, Vic.
7. Jamaica Farewell, H. Belafonte, Vic.
8. Moonlight Gambler, F. Laine, Col.
9. Blue Monday, F. Domino, Imp.

### Detroit

1. Young Love, S. James, Cap.
2. Don't Forbid Me, P. Boone, Dot
3. Banana Boat Song, Tarriers, Gly.
4. Since I Met You Baby  
I. J. Hunter, Atl.
5. Singing the Blues, G. Mitchell, Col.
6. Too Much, E. Presley, Vic.
7. Little by Little, N. Brown, Sav.
8. True Love, B. Crosby-G. Kelly, Cap.
9. Jim Dandy, L. Baker, Atl.
10. When My Blue Moon Turns to Gold  
Again, E. Presley, Vic.

### Kansas City

1. Don't Forbid Me, P. Boone, Dot
2. Young Love, T. Hunter, Dot
3. Moonlight Gambler, F. Laine, Col.
4. Banana Boat (Day-O)  
H. Belafonte, Vic.
5. Since I Met You Baby, I. J. Hunter, Atl.
6. Jamaica Farewell, H. Belafonte, Vic.
7. Singing the Blues, G. Mitchell, Col.
8. Blue Monday, F. Domino, Imp.
9. You Don't Owe Me a Thing  
J. Ray, Col.

### Los Angeles

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

### Milwaukee

1. Young Love, S. James, Cap.
2. Banana Boat Song, Tarriers, Gly.
3. Moonlight Gambler, F. Laine, Col.
4. Singing the Blues, G. Mitchell, Col.
5. Banana Boat (Day-O)  
H. Belafonte, Vic.
6. Gonna Get Along Without You Now  
Patience & Prudence, Lbt.
7. Don't Forbid Me, P. Boone, Dot
8. Young Love, T. Hunter, Dot
9. Jamaica Farewell, H. Belafonte, Vic.

### Minneapolis-St. Paul

1. Moonlight Gambler, F. Laine, Col.
2. Don't Forbid Me, P. Boone, Dot
3. Young Love, S. James, Cap.
4. Banana Boat (Day-O)  
H. Belafonte, Vic.
5. Jamaica Farewell, H. Belafonte, Vic.
6. Singing the Blues, G. Mitchell, Col.
7. Young Love, T. Hunter, Dot
8. Confidential, S. Knight, Dot
9. You Don't Owe Me a Thing  
J. Ray, Col.
10. Tiger Lily, R. Draper, Mer.

### New Orleans

1. Singing the Blues, G. Mitchell, Col.
2. Moonlight Gambler, F. Laine, Col.
3. Green Door, J. Lowe, Dot
4. Blue Monday, F. Domino, Imp.
5. Love Me Tender, E. Presley, Vic.
6. Cindy, Oh Cindy, E. Fisher, Vic
7. Young Love, S. James, Cap.
8. True Love, B. Crosby-G. Kelly, Cap.
9. Don't Forbid Me, P. Boone, Dot
10. Hey! Jealous Lover, F. Sinatra, Cap.

### 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. Young Love, S. James, Cap.
6. Just Walking in the Rain  
J. Ray, Col.
7. Hey! Jealous Lover, F. Sinatra, Cap.
8. Banana Boat (Day-O)  
H. Belafonte, Vic.
9. Blueberry Hill, F. Domino, Imp.

### Philadelphia

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.
3. True Love, B. Crosby-G. Kelly, Cap.
4. Green Door, J. Lowe, Dot
5. Blueberry Hill, F. Domino, Imp.
6. Banana Boat Song, Tarriers, Gly.
7. Hey! Jealous Lover, F. Sinatra, Cap.
8. Just Walking in the Rain  
J. Ray, Col.
9. Gonna Get Along Without Ya Now  
Patience & Prudence, Lbt.
10. Rose and a Baby Ruth  
G. Hamilton IV, Pmt.

### Pittsburgh

1. Young Love, S. James, Cap.
2. Singing the Blues, G. Mitchell, Col.
3. Moonlight Gambler, F. Laine, Col.
4. Banana Boat Song, Tarriers, Gly.
5. Love Is Strange  
Mickey & Sylvia, Grv.
6. Young Love, T. Hunter, Dot
7. Come Go With Me, D. Vikings.

### St. Louis

1. Banana Boat Song, Tarriers, Gly.
2. Young Love, T. Hunter, Dot
3. Singing the Blues, G. Mitchell, Col.
4. I Dreamed, B. Johnson, Bly.
5. Young Love, S. James, Cap.
6. Greensleeves, Beverly Sisters, Lon.
7. Rock-a-Bye Your Baby  
J. Lewis, Dec.
8. Rose and a Baby Ruth  
G. Hamilton IV, Pmt.
9. Green Door, J. Lowe, Dot
10. Blueberry Hill, F. Domino, Imp.

### San Francisco

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

### Seattle

1. Young Love, S. James, Cap.
2. Singing the Blues, G. Mitchell, Col.
3. Don't Forbid Me, P. Boone, Dot
4. Love Is Strange  
Mickey & Sylvia, Grv.
5. Love Me Tender, E. Presley, Vic.
6. Moonlight Gambler, F. Laine, Col.
7. Too Much, E. Presley, Vic.
8. Just Walking in the Rain, J. Ray, Col.
9. Blue Monday, F. Domino, Imp.
10. True Love, B. Crosby-G. Kelly, Cap.

### Toronto

1. Singing the Blues, G. Mitchell, Col.
2. Banana Boat Song, Tarriers, Gly.
3. Young Love, S. James, Cap.
4. Friendly Persuasion, P. Boone, Dot
5. True Love, B. Crosby-G. Kelly, Cap.
6. Don't Forbid Me, P. Boone, Dot
7. Jamaica Farewell, H. Belafonte, Vic.

# BEST BETS for D.J.'s from M-G-M Records



HITTING D.J. LISTS

**DAVID ROSE**  
And His Orchestra



**HOLIDAY FOR TROMBONES**

and  
**MIDNIGHT ON THE CLIFFS**  
MGM 12376 • K12376

BREAKING BIG

MILT HERTH

**ICICLE WING DING**

and  
**SNOWFLOWER**  
MGM 12388 • K12388

THE FIND OF '57

DAVE BURTON

**HUNGRY FOR YOUR KISSES**

and  
**FEMME FATALE**  
MGM 12409 • K12409

BEST SELLING ALBUMS

**JONI JAMES**



**JONI SINGS**

Songs by  
**VICTOR YOUNG and FRANK LOESSER**  
E3449  
X1343 X1344 X1345



**WINTER WONDERLAND**  
**RAY CHARLES SINGERS**

E3387  
X1287 X1288 X1289

**LEROY HOLMES**  
and His  
**Tugboat Eight**

**ORIENTAL BLUES**

(Theme from the Kovacs' Show)

MGM 12408 • K12408

**HEY TAXI!**

Vocal by **ERNIE KOVACS**

**ART MOONEY**  
and His Chorus  
and Orch.

**SINNER'S TRAIN**

and  
**WHEELING, WEST VIRGINIA**

MGM 12403 • K12403



**BLUE MIST**  
**SAM (THE MAN) TAYLOR**

E3292  
X3292 X1181 X1182 X1183

**DICK HYMAN AND SAM (THE MAN) TAYLOR**  
**CONGO MOMBO**  
and I'LL GET BY  
MGM 12404 • K12404

**RAY CHARLES SINGERS**  
**BUTTON UP YOUR OVERCOAT**  
and  
**MOONLIGHT IN VERMONT**  
MGM 12363 • K12363

**BETTY MADIGAN**  
**CAN'T YOU TELL** **EV'RY TIME**

MGM 12416 • K12416

Introducing **THE THREE DOLLS**  
**THE LIVING END** and **THE OCTOPUS SONG**  
MGM 12417 • K12417

**ROBERT MAXWELL**  
His Harp & Orch.  
**SONG OF THE NAIROBI TRIO**  
(Solfeggio)  
and  
**ACCIDENTAL SLIP ON AN ORIENTAL RUG**  
MGM 12410 • K12410

**DICK HYMAN**  
**THREEPENNY TANGO**

and  
**THE RED CAT**  
MGM 12415 • K12415

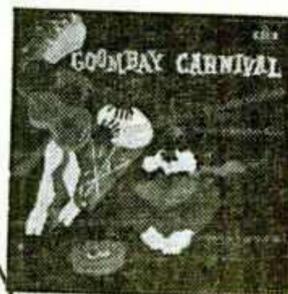
**BILL HENDRICKS**  
**TRICKY**  
and  
**SPINNIN' ROCK BOOGIE**  
MGM 12418 • K12418

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

**MARVIN RAINWATER**

**GONNA FIND ME** **SO YOU THINK YOU'VE GOT TROUBLES**  
**A BLUEBIRD**

MGM 12412 • K12412



**GOOMBAY CARNIVAL**  
**THE CONFIDENTIAL CLUB ORCH.**

RECORDED IN NASSAU, B.W.I.

E3359  
X1252 X1253 X1254

POP POTENTIAL

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. **Jim Dandy**.....*Lavern Baker*  
(BMI) Atlantic 1116
2. **Wringle Wrangle**.....*Fess Parker*  
(ASCAP) Disneyland F 39
3. **Wringle Wrangle**.....*Bill Hayes*  
(ASCAP) ABC-Paramount 9785
4. **Can I Steal a Little Love?**  
**Your Love for Me**.....*Frank Sinatra*  
(ASCAP); (BMI) Capitol 3608
5. **Marianne**.....*Terry Gilkyson*  
(BMI) Columbia 40817
6. **Knee Deep in the Blues**  
**Take Me Back**.....*Guy Mitchell*  
(BMI); (ASCAP) Columbia 40820
7. **Little by Little**.....*Nappy Brown*  
(BMI) Savoy 1506
8. **Who Needs You?**  
**It's So Easy to Forget**.....*Four Lads*  
(ASCAP); (BMI) Columbia 40811
9. **Repeat After Me**.....*Patti Page*  
(ASCAP) Mercury 71015
10. **Cinco Robles**.....*Russell Arms*  
(BMI) Era 1026

### This Week's Best Buys

Special telephone reports indicate these recent releases have broken out in one or more key areas and have excellent potential for placing on The Billboard's best seller charts.

**MARIANNE** (Montclare, BMI)—*Terry Gilkyson*—Columbia 40817—The appetite that the public has recently developed for Calypso material has caused them to gobble up this disk with gusto. While the Gilkyson disk was not the first version of the tune available, it has taken a lead over the various competing disks, and looks now like record to beat. Both East Coast and West Coast markets were rolling up big totals, with the Middle West and South also starting to get the fever. Has all the marks of a very big one. Flip is "Goodbye, Chiquita" (Montclare, BMI).

## • Review Spotlight on . . .

### POP RECORDS

- THE McGUIRE SISTERS**....Coral 61771.....**KID STUFF**  
(Gil, BMI)  
The smart threesome, known best for easy harmonies and hit records, may well have another top-money disk here. The tune has a most attractive melody with more of the stylish harmonies, and the gals sound at their best thruout. This has the makes in abundance. Watch it. Flip is "Without Him," another strong ballad entry. (Joy, ASCAP)
- SANFORD CLARK**.....**Ooo BABY**  
(Debra, BMI)  
Clark had a big record in "The Fool" and this pair of sides could be a dual follow-up. The rockabilly cat has a bright blues in the top side, with solid guitaring by Al Casey, while the Merle Travis tune on the flip gets an equally neat rocking boogie reading. The "Baby" side may have a slight edge but either one could go.
- DON CHERRY**.....**DON'T YOU WORRY YOUR PRETTY LITTLE HEAD**  
(Jungnickel, ASCAP)  
Cherry has two extremely interesting and contrasting sides, both of which merit strong attention. On top, it's Cherry transformed into the highly successful "Singing the Blues" framework in a fast-moving country blues styled job with an intensely rhythmic feel. A solid entry for all levels. The flip is an entirely different, big-band-backed strictly pop ballad, which Cherry delivers with equal class. Watch these. They can be big.
- GEORGE HAMILTON IV**....ABC-Paramount 9782.....**ONLY ONE LOVE**  
(Bentley, BMI)  
Hamilton, still riding well with his "Rose and a Baby Ruth," slicing, has an echo-laden tome of love here that can well be a hit follow-up. The side has a fervent sincerity and the marketable beat, sound and instrumentation are all there. Watch this one. It could climb fast. Flip is "If I Possessed a Printing Press" (Bentley, BMI).
- VAUGHN MONROE**....RCA Victor WBY 56.....**WRINGLE WRANGLE**  
(Disney, BMI)  
Originally brought out as a kiddie record with a 49-cent retail tag, this Monroe side has had strong initial reaction at the pop level. With exposure, which it's getting, and the approximately 40 per cent reduction on the regular price, this strong version of the tune from "Westward Ho, the Wagons," can be the big one in spite of stiff competition from Fess Parker and Bill Hayes versions. Will likely show very quickly.
- JOE LANE**....Mercury 71038.....**YOUR WILD HEART**  
(E. H. Morris, ASCAP)  
Newcomer Miss Lane, a 15-year-old, makes a strong bow with this catchy tune, which has stirred action in another version by the Pony Tails. The young chick comes on a bit like Teresa Brewer and gives a definitely sales-wise reading. Tune will have other covers, but this could be the big one. Flip is "Dum, Dum," a baby talk novelty (Teri, ASCAP).
- RUTH BROWN**....Atlantic 1125.....**LUCKY LIPS**  
(Tiger, BMI)  
See Spotlights on Rhythm and Blues records.

### POP TALENT

- NINO ANTHONY**....Mercury 71040.....**WITHOUT HIM**  
(Joy, ASCAP)  
**I GOT A LOT O' LOVE IN MY HEART**... (Sequence, ASCAP)  
The label has unveiled a solid talent find in the young chanter. Anthony delivers the two sides, with a polished style, akin somewhat to the Sinatra touch. The ballad side on top and the rhythm side on the flip have an equally agreeable, relaxed sound, such that Anthony should be heard from plenty in the future.

### POP DISK JOCKEY PROGRAMMING

- THE RHYTHM ROCKERS FEATURING CHET ATKINS**....RCA Victor 6808...  
.....**Tricky**  
(Shag, BMI)  
**PEANUT VENDOR**.....(E. B. Marks, BMI)  
The well-known country "picker" gets the spotlight in two extremely stylish outings with smart rhythm backing by the Rockers. Both sides have a great guitar sound and for a classy entry with something different to offer, jocks can take their pick of the sides.

## Reviews and Ratings \*

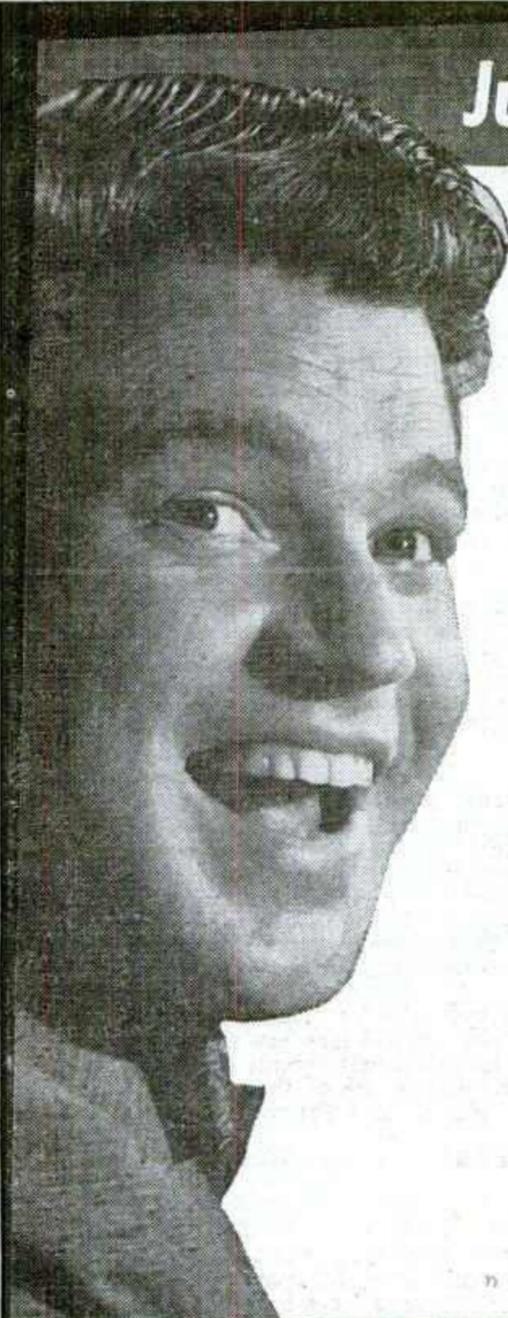
### THE PONI TAILS

- Your Wild Heart** ..... 84  
**POINT 8** — In several territories, this record has kicked up quite a fuss. It's a country-style three-quarter time thumper with a simple, compelling melody that may soon be on everybody's lips. Could be a dangerous sleeper. (E. H. Morris, ASCAP)
- Que La Bozena**....76  
A bright lilting novelty with an Italian flavor in lyrics and arrangement. The girls give a brisk and highly attractive styling to this material. Like the flip, it makes excellent juke fare. (Merge, BMI)

### THE HARVEY BOYS

- Marina Girl** ..... 82  
**CADENCE 1306** — Unusual material. Tune, with a Latin beat, has a standout arrangement. The vocal is excellent, and is showcased in a really artistic a.&r. conception. Great for jocks. (Monument, BMI)
- Nothing Is Too Good for You**....80  
Another calypso-styled piece, chanted in outstanding style. Like the flip, a well-made record and smart programming. (Mecca, ASCAP)

(Continued on page 91)



*Just Released With Sensational Reaction*

**"LET'S GO  
CALYPSO"**

AND

**"SHOULD I EVER  
LOVE AGAIN"**

**RUSTY DRAPER**

MERCURY 71039



*"First BIG Seller Of '57"\**

**"LEAVE IT TO  
LOVE"**

AND

**"THE BASHFUL  
MATADOR"**

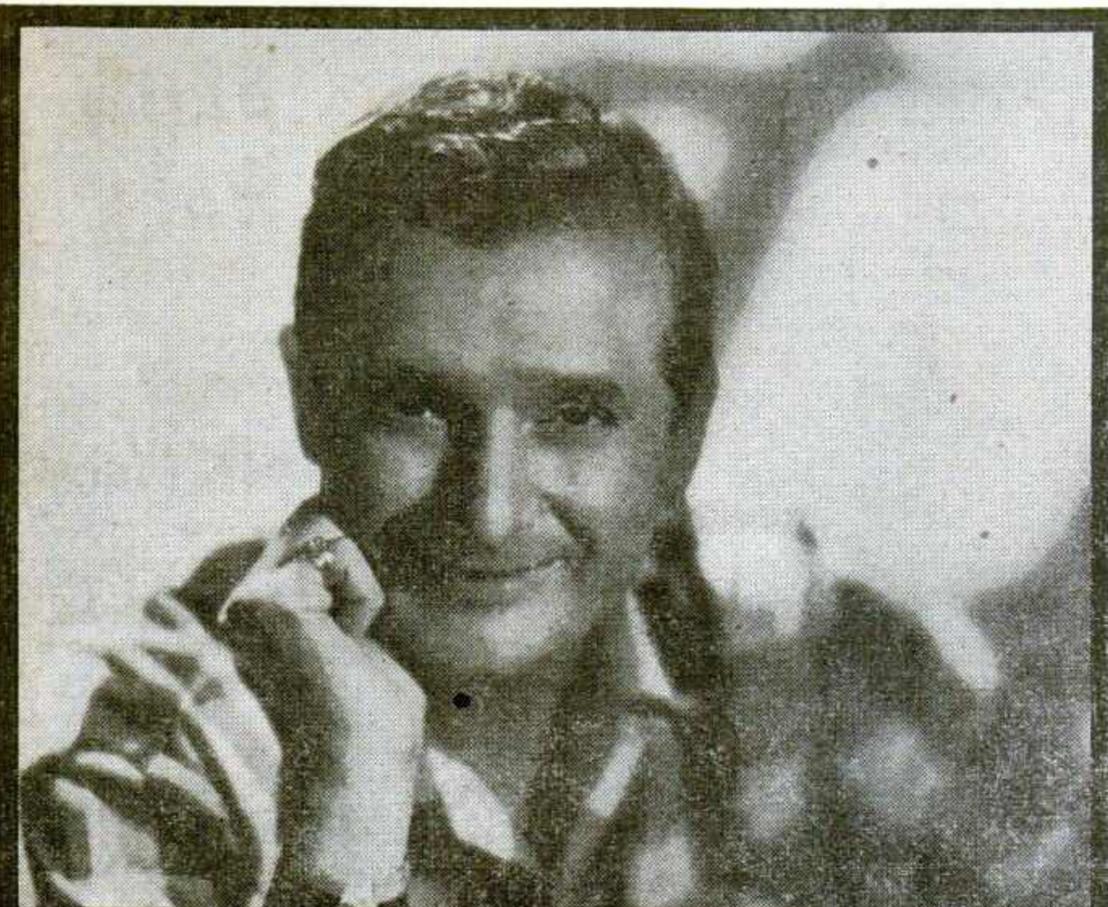
**SARAH VAUGHAN**

MERCURY 71030

*\* Acclaimed By Cash Box-Sleeper Of The Week, Page 10, Jan. 19th issue*



# Riding Higher and Higher



## LOU MONTE

# ROMAN

# GUITAR

20/47-6769



### • 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
- Baby Doll (R) (F)—Remick—ASCAP
- Chantez Chantez (R)—Manchester—ASCAP
- Cinco Robles (R)—Warman—BMI
- Cindy, Oh Cindy (R)—E. B. Marks-Bryden—BMI
- Friendly Persuasion (R) (F)—Feist—ASCAP
- Gonna Get Along Without Ya Now (R)—Kellem—ASCAP
- Hey! Jealous Lover (R)—Barton—ASCAP
- I Dreamed (R)—Trinity—BMI
- I Love My Baby (R)—Shapiro-Bernstein—ASCAP
- I Thought It Was Over (R)—Remick—ASCAP
- It Looks Like Love (R)—Paramount—ASCAP
- Jamaica Farewell (R)—Shari—ASCAP
- Just in Time (R) (M)—Stratford—ASCAP
- Just Walking in the Rain (R)—Golden West—BMI
- Long Before I Knew You (R) (M)—Stratford—ASCAP
- Mama From the Train (R)—Remick—ASCAP
- Marianne (R)—Montclare—BMI
- Moonlight Gambler (R)—E. H. Morris—ASCAP
- Mutual Admiration Society (R) (M)—Chappell—ASCAP
- New-Fangled Tango (R) (M)—Chappell—ASCAP
- The Party's Over (R) (M)—Stratford—ASCAP
- Singing the Blues (R)—Acuff-Rose—BMI
- This Much I Know (F) (M)—Chappell—ASCAP
- True Love (R) (F)—Buxton Hill—ASCAP
- Two Different Worlds (R)—Princess—ASCAP
- Young Love (R)—Lowery—BMI
- Your Love Is My Love (R)—Peer—BMI

#### Television

- Anastasia (R) (F)—Feist—ASCAP
- Armen's Theme (R)—Bourne—ASCAP
- Banana Boat Song (R)—E. B. Marks-Bryden—BMI
- Blueberry Hill (R)—Chappell—ASCAP
- Chantez Chantez (R)—Manchester—ASCAP
- Cindy, Oh Cindy (R)—E. B. Marks-Bryden—BMI
- Don't Forbid Me (R)—Roosevelt—BMI
- Friendly Persuasion (R) (F)—Feist—ASCAP
- Gonna Get Along Without Ya Now (R)—Kellem—ASCAP
- Green Door (R)—Trinity—BMI
- Hey! Jealous Lover (R)—Barton—ASCAP
- Hound Dog (R)—Presley-Lion—BMI
- I Dreamed (R)—Trinity—BMI
- If'n (R) (M)—Chappell—ASCAP
- Jubilant T. Cornpone (R)—Commander—ASCAP
- Just Walking in the Rain (R)—Golden West—BMI
- Learning My Latin (R)—Leeds—ASCAP
- Love Is a Feeling (R)—E. H. Morris—ASCAP
- Love Me Tender (R)—Presley—BMI
- Mama From the Train (R)—Remick—ASCAP
- Now Is the Time (R)—Coliseum—BMI
- The Party's Over (R) (M)—Stratford—ASCAP
- Repeat After Me (R)—Leeds—ASCAP
- Since I Met You Baby (R)—Progressive—BMI
- Singing the Blues (R)—Acuff-Rose—BMI
- Stashu Pandowski (R)—Pincus—BMI
- Tra La La (R)—Snapper—BMI
- True Love (R) (F)—Buxton Hill—ASCAP
- Two Different Worlds (R)—Princess—ASCAP
- With a Little Bit of Luck (R) (M)—Chappell—ASCAP

### • Best Selling Sheet Music in Britain

(For Week Ending January 9)

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.

- Singing the Blues—Frank (Acuff-Rose)
- True Love—Chappell (Buxton Hill)
- Just Walking in the Rain—Frank (Golden West)
- The Green Door—Francis Day (Trinity)
- Two Different Worlds—Spier (Spier)
- Cindy, Oh Cindy—Dash (E. B. Marks-Bryden)
- St. Therese of the Roses—Dash (Dennis)
- Autumn Concerto—Macmelodies (Symphony)
- More—Berry (Shapiro-Bernstein)
- A House With Love In It—Lawrence Wright (Evans)
- Friendly Persuasion—Robbins (Feist)
- A Woman in Love—Morris (Frank)
- Whatever Will Be, Will Be—Melcher-Toff (Artists)
- My Prayer—World Tide (Skidmore)
- When Mexico Gave Up the Rhumba—Feist (Copar)
- Come Home to My Arms—Sterling (Chappell)
- Lay Down Your Arms—Francis Day (Howie Richmond)
- In the Middle of the House—John-Fields (Shapiro-Bernstein)
- Rockin' Through the Rye—Sterling (Valleybrook)

### • Best Selling Pop Records in Britain

(For Week Ending January 9)

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)	1
2.	SINGING THE BLUES—Tommy Steele (Decca)	1
3.	GARDEN OF EDEN—Frankie Vaughan (Philips)	14
4.	GREEN DOOR—Frankie Vaughan (Philips)	5
4.	FRIENDLY PERSUASION—Pat Boone (London)	9
6.	JUST WALKING IN THE RAIN—Johnnie Ray (Philips)	4
7.	ST. THERESE OF THE ROSES—Malcolm Vaughan (HMV)	7
8.	TRUE LOVE—Bing Crosby & Grace Kelly (Capitol)	7
9.	CINDY, OH CINDY—Eddie Fisher (HMV)	6
10.	HOUND DOG—Elvis Presley (HMV)	8
11.	RIP IT UP—Bill Haley Comets (Brunswick)	10
12.	BLUEBERRY HILL—Fats Domino (London)	11
13.	DON'T YOU ROCK ME DADDY-O—Lonnie Donegan (Pye-Nixa)	—
14.	GARDEN OF EDEN—Gary Miller (Pye-Nixa)	16
15.	LOVE ME TENDER—Elvis Presley (HMV)	12
16.	MOONLIGHT GAMBLER—Frankie Laine (Philips)	14
17.	BLUE MOON—Elvis Presley (HMV)	17
18.	TWO DIFFERENT WORLDS—Ronnie Hilton (HMV)	—
19.	GARDEN OF EDEN—Joe Valino (HMV)	—
20.	GARDEN OF EDEN—Dick James (Parlophone)	—

## TOSCANINI WROTE HIS OWN EPITAPH IN WAX

• Continued from page 37

entire music-record industry cannot be evaluated in record sales alone. It's most unlikely that the sponsorship of "his" orchestra was directly profitable to RCA. It was an extremely costly venture, especially so because of the maestro's sometimes extreme demands regarding rehearsals. His high critical standards often were responsible for many costly re-takes in the recording studios before he would permit a work to be released.

But the lending of his name to NBC and Victor products gave them the type of "brand" acceptance that Victor had once reaped from Enrico Caruso. And there is little doubt that RCA contributed a great deal on its own to what became the "Toscanini Legend." As it affected the disk industry, for many years each new Toscanini release created new excitement and cash business. Connoisseurs and critics sometimes regarded Toscanini interpretations as inferior to those of rival conductors, but it was invariably the Toscanini version that sold best. For the Victor Records Division of RCA, at least, he was a gold mine.

When Toscanini died last week, nobody had to ask who he was. One musician in a generation may achieve such recognition.

• **Reviews of New Pop Records**

• Continued from page 88

**CATHY CARR**  
**If Looks Like Love**.....82  
 FRATERNITY 757—From the pic, "Hollywood or Bust," the thrush has drawn a pleasant bouncy tune. She gives it a warm, cuddly sort of treatment that is hard not to like. Miss Carr's fans, in particular, should get a bang out of it. (Famous, ASCAP)  
**Una Momento**...76  
 Also from a pic ("Three Violent People"), this Latin-flavored ballad makes an attractive vehicle for the clear, bland pipes of Miss Carr. She gives the lyric considerable substance. Nice for jocks. (Famous, ASCAP)

**NICK NOBLE**  
**No One Sweeter Than You**.....81  
 MERCURY 71031—The combination of fetching lyrics, a hokey polka band arrangement and an odd Latin-derived beat adds up to commercial dynamite in this instance. Stacks up as Noble's strongest offering in a number of tries. (Studio, BMI)  
**I'm a Visitor**...74  
 A swifty, rock and roll-tinged styling that is most listenable. The whistling and choral interjections spice up Noble's presentation. Good deejay programmer. (Leeds, ASCAP)

**DINAH SHORE**  
**Chantez-Chantez**.....80  
 VICTOR 6792—Thrush has one of her strongest entries in some time with this light-hearted French-styled novelty. The flip could be even stronger tho. (Cromwell, ASCAP)  
**Honeytonk Heart**...78  
 Everyone gets around to rock and roll, or a suggestion thereof, these days. It's an engaging well-produced side Miss Shore delivers here, and for a broad market. Two good pieces of material on this disk. (Manchester, ASCAP)

**SARAH VAUGHAN**  
**Leave It to Love**.....80  
 MERCURY 71030—A rich piping job on a classy tune with colorful, semi-Latin backing. Miss Vaughan's deejay fans will give this plenty of mileage, and it should have a healthy sale. (Stellman, ASCAP)  
**The Bashful Matador**...72  
 An unlikely pop fabrication for the thrush. (Overland, ASCAP)

**PERCY FAITH ORK**  
**The Last Dance**.....79  
 COLUMBIA 40826—This Faith instrumental original is orked much in the vein of his recent "Baby Doll" disk. A listenable and danceable side, with the sizzling strings and wailing sax predominant. Title has obvious programming possibilities. (Marpet, ASCAP)  
**Thru**...78  
 A lovely song gets typically lush Faith orking and a soft choral vocal at the half-way point. A classy side for programming. (Chappell, ASCAP)

**ALAN DALE**  
**The Girl Can't Help It**.....79  
 CORAL 61781—Dale gets into a solid rhythm groove on this tune from the pic of the same name (previously recorded by Little Richard). The beat is terrific—and Dale's styling very convincing. Good commercial potential. (Robbins, ASCAP)  
**Lonesome Road**...76  
 The singer tries a few of Presley's tricks on this fancy standard. It turns out to be rather effective. If played enough, this could stir up a lot of action. (Paramount, ASCAP)

**JAYE P. MORGAN**  
**I Thought It Was Over**.....79  
 VICTOR 6798—Miss Morgan, backed by Frank DeVol's ork, has one of her better recent efforts in this easy, melodic ballad. Some jocks will likely give it a spin. (Remick, ASCAP)  
**I Pledge Allegiance To Your Heart**...73  
 The thrush makes an excursion into

the dual-tracking field here on a tune that has a novel idea. Flip rates a stronger play, however. (United, ASCAP)

**EDMUNDO ROS ORK**  
**Mary Ann**.....78  
 LONDON 1730—In a round-about way, this samba from a Ros LP has kicked off a lot of excitement. It stands to reason that this version will get a sizable share of the melon. Vocal is excellent and tastily backed.  
**The Wedding Samba**...74  
 A re-issue of an instrumental (also from the Ros samba LP) that has been a favorite of L.A. enthusiasts. Still commercially potent. (Leeds, ASCAP)

**FELICIA SANDERS**  
**The Boy on the Dolphin**.....78  
 MERCURY 71042—Title tune from forthcoming flick is a heavy allegorical item that comes off most attractive as the thrush styles it, intensely and intimately. It's her first release on the label and should get plenty of deejay attention. (Robbins, ASCAP)  
**Johnny-O (Katie-O)**...71  
 This side carries a folk-type ballad, warmly chanted, with soft, tasteful backing. (Chappell, ASCAP)

**DENNY VAUGHN ORK**  
**If You Believe**.....78  
 GLORY 251—An inspirational ballad with a strong religious flavor. Persistent melody leaves a nice feeling, and Vaughn, who had the original wax of "Walk Hand in Hand," has another playable disk on his hands. Jocks will like the sound. (Republic, BMI)  
**C'est Ça**...70  
 A sprightly "tra la la" number with chorus contributing gay bits. A pleasant instrumental (no real lyrics). (Word, ASCAP)

**DON CORNELL**  
**Let's Get Lost**.....77  
 CORAL 61780—Chet Baker's reading of this standard tune is well known; Cornell gives it full-bodied piping in his usual style, making a day-and-night contrast to Baker. It's a beautiful tune, and many will take to the Cornell version. (Paramount, ASCAP)  
**Afternoon in Madrid**...72  
 An evocation of the bull ring—its dangers and romance. Castanets and brass in the backing help give proper local color. Cornell's melodramatic styling doesn't help to make this overly commercial. (Chappell, ASCAP)

**JOHNNY MADDOX**  
**Rock and Roll Medley**.....77  
 DOT 15529 — America's answer to Crazy Otto for taking to a rock and roll vein for resounding tavern treatment of "I Almost Lost My Mind," "I Hear You Knockin'" and "I'm in Love Again." Good juke bet. (BMI)  
**Mood Indigo**...69  
 On a more conventional piano, Maddox pounds out a modified styling on the standard, with ork. Okay filler side. (Mills, ASCAP)

**ALAN DEAN**  
**The Letter That I Never Mailed**.....76  
 RAMA 218—Dean does this pop vocal with plenty of schmaltz. His legit style is backed with lush fiddles and a fancy-schmancy arrangement. (Planetary, ASCAP)  
**The Memory Followed Me Home**...76  
 An effective one, like the flip; but this has more of a rhythm pattern. Dean's chanting is excellent. Merits good exposure. (Kahl, BMI)

**THE LANE BROTHERS**  
**Marianne**.....76  
 VICTOR 6810—For their debut on the label, the Lane Brothers are cast in the calypso tune that is beginning to break in the Gilkeyson version. Their smooth blend—and the colorful arrangement here—is going to swing

some of the action their way. (Montclare, BMI)  
**Sogno D'Oro**...75  
 Almost equally impressive is this Italian-style lilter. It has a lovely, flowing melody with idiomatic backing. Good vocal job. Recommended to deejays. (Paris, ASCAP)

**BOB CORLEY**  
**Income Tax**.....75  
 VICTOR 6901 — Southern humorist delivers a timely narrative that has plenty of salty laughs. Good programming change-up for pop or country shows. (Stars, BMI)  
**But Doctor**...75  
 Similarly colloquial comedy, with some rather earthy touches. This one is about a visit to the doctor. (Stars, BMI)

**LENY EVERSONG**  
**Jezebel**.....75  
 CORAL 61782—The new Brazilian chick belts her way thru this tune, originally a solid hit by Frankie Laine. Sounds like a great night club production number, with plenty of all-stops-out tones. A strong interpretation that jocks will spin. (Hill & Range, BMI)  
**Jalousie**...75  
 Caterine Balente waxed this one and Miss Eversong has a dramatic follow-up. Thrush has fine sense of packing. A strong coupling, particularly for jocks. (Harms, ASCAP)

**TONY MARTIN**  
**The Rainmaker**.....75  
 VICTOR 6707—Choral group backs Martin in his performance of this title tune from the upcoming film. A nice rendition but things move a little slowly. (Famous, ASCAP)  
**My Budapest**...72  
 It's great to be sympathetic to the Hungarian cause, but this saccharine, sentimental ode may not be the answer. It's a nice performance but Martin deserves better material. (Cahn-Brodsky, ASCAP)

**EYDIE GORME**  
**I'll Come Back**.....75  
 ABC-PARAMOUNT 9773 — Song material is out of the common groove, lyric-wise. Has the touch of material. La Gorme chants it with a steady, slow-paced semi-shouting style. For deejays. (Sheldon, BMI)  
**It's a Pity to Say Good Night**...69  
 Okay performance altho side lacks the distinction of the flip and seems to lead nowhere. (Leeds, ASCAP)

**SHORTY LONG**  
**Little White Horse**.....74  
 VICTOR 6804—Vocal is showcased by a sparkling arrangement. Bright tune, cut earlier as an instrumental, has considerable of the material element and will get strong play. (Anvil, ASCAP)  
**Another Love Is Ending**...74  
 Another well-made side. Choruses and smartly worked out arrangement set off the vocal. Tune is a rhythm piece with a slow, relaxed beat. (Ridgeway-Luta, BMI)

**FIVE DEMARCO SISTERS**  
**Five Little Misses**.....74  
 DECCA 30181—Pleasant novelty in which les gals, looking for a hit, chant some four which have made it in the style of their original delivery by other sister acts. Could stir some counter reaction. Includes take-offs on the DeCastros, Chordettes, the McGuires, and Patience and Prudence. (Simon, Hum, Kellam, E. H. Morris, ASCAP)  
**I'm Thru With Love**...72  
 Group brings easy-listening harmonizing to oldie. Jack Pleis backing is helpful, but there is nothing startling here as sales bait. (Robbins, ASCAP)

**DOM FRONTIERE ORK**  
**Uno Mas**.....74  
 LIBERTY 55042—Unusually attractive, tasteful rendition of a fine Latin tune. The accordionist-maestro and combo create colors that will dress up any deejay's show. (Palm Springs, ASCAP)  
**Jett Rink**...68  
 Another tasteful job, this time in a Western-style excerpt from "Giant."  
 (Continued on page 101)

**KING WINNERS**

**HONKY TONK**  
 KING 4950

**SLOW WALK**  
 KING 5000

2 BIG HITS

AND NOW HIT #3 — BY THE GREAT...  
**Bill Doggett**  
**HONKY TONK (Vocal)**  
 KING 5001 — THIS IS A VOCAL VERSION!

**SPECIAL RELEASE**

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**BACON FAT**  
 b/w **BAD BOY**  
 KING 5013

**CHRIS COLUMBO**  
**OH YEAH!**  
 Parts 1 & 2  
 KING 5012

**NEW RELEASES**

**LUTHER AND LITTLE EVA—KING 5010**  
**LOVE IS STRANGE** b/w **AIN'T GOT NO HOME**

**OTIS WILLIAMS AND HIS CHARMS**  
**BLUES, STAY AWAY FROM ME** b/w **PARDON ME**  
 DE LUXE 6105

**JAMES BROWN AND THE FAMOUS FLAMES**  
**JUST WON'T DO RIGHT** b/w **LET'S MAKE IT**  
 FEDERAL 12289

**BONNIE LOU**  
**I WANT YOU**  
 b/w  
**EASY LOVE, EASY KISSES**  
 KING 5009

**ANNIE LAURIE**  
**HAND IN HAND**  
 b/w  
**IT HURTS TO BE IN LOVE**  
 DE LUXE 6107

**JOE PERKINS**  
**TIME ALONE WILL TELL**  
 b/w  
**AIN'T YOU GLAD NATURE DID IT**  
 KING 5005

**BIG JOHN GREER**  
**SWEET SLUMBER**  
 b/w  
**MIDNIGHT RAMBLE**  
 KING 5006

**BEST SELLERS**

**HARLEM NOCTURNE** EARL BOSTIC KING 4978

**BILLY GAYLES**  
**JUST ONE MORE TIME**  
 b/w  
**SAD AS A MAN CAN BE**  
 FEDERAL 12287

**MAC CURTIS**  
**THAT AIN'T NOTHIN' BUT RIGHT**  
 b/w  
**DON'T YOU LOVE ME**  
 KING 4995

**LITTLE WILLIE JOHN**  
**A LITTLE BIT OF LOVING** b/w **WILL THE SUN SHINE TOMORROW**  
 KING 5003

**THE MIDNIGHTERS**  
**LET ME HOLD YOUR HAND** b/w **OOH BAH BABY**  
 FEDERAL 12288

**CONFIDENTIAL** BUBBER JOHNSON KING 4988

**BILLY GAYLES**  
**I'M TORE UP**  
 FEDERAL 12265

**THE MIDNIGHTERS**  
**TORE UP OVER YOU**  
 FEDERAL 12270

**DON RENO — RED SMILEY**  
**COUNTRY BOY ROCK 'N ROLL**  
 KING 5002

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**RAM — BUNK — SHUSH**

b/w **BLUE LARGO**

**KING 5020**

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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

845

### ● Classical

● Continued from page 68

Artist	Song Titles	Label & No.
SPOTLIGHT ON BRASS (1-12")—Roger Voisin; Harold Meek; Joseph Orosz		Vox DL 300
SPOTLIGHT ON KEYBOARD (2-12")—Bruce Simonds; Claire Coci; Martin Hoherman; Harold Thompson		Vox DL 362
JOHANN STRAUSS: EMPEROR WALTZ; DIE FLEDERMAUS OVERTURE; VIENNA LIFE; TALES FROM THE VIENNA WOODS; THE GYPSY BARON OVERTURE; BLUE DANUBE WALTZ (1-12")—Columbia Symphony Orchestra; Bruno Walter, Cond.		Columbia ML 5113
JOHANN STRAUSS JR.: THE GYPSY BARON (2-12")—Waldemar Kment, Tenor; Chorus & Orchestra of the Fienna Volkoper; Anton Paulik, Cond.		Vanguard VRS 486-7
RICHARD STRAUSS: DON JUAN; TOD UND VERKLAERUN (DEATH AND TRANSFIGURATION) (1-12")—Paris Conservatory Orchestra; Hans Knappertsbusch, Cond.		London LL 1478
RICHARD STRAUSS: DON QUIXOTE (1-12")—NBC Symphony Orchestra, Arturo Toscanini, Cond.		Victor LM 2026
RICHARD STRAUSS: SUITE FROM "DER ROSENKAVALIER"; TILL EULENSPIEGEL'S MERRY PRANKS (1-12")—Minneapolis Symphony Orchestra; Antal Dorati, Cond.		Mercury MG 50099
STRAVINSKY: OEDIPUS REX (1-12")—La Societe Chorale Du Brassus, L'Orchestre de la Suisse Romande, Ernest Ansermet, Cond.		London XLL 1273
STRAVINSKY: SONG OF THE NIGHTINGALE; PULCINELLA SUITE (1-12")—L'Orchestre de la Suisse Romande; Ernest Ansermet, Cond.		London LL 1494
SUITE DU BALLET "LE BAISER DE LA FEE" (1-12")—RIAS Symphony Orchestra, Berlin; Ferenc Friscay, Cond.		Decca DL 9855
LIN AND ORCHESTRA (1-12")—David it's very listenable (Famous, ASCAP) Oistrakh, Violin; Philharmonia Orchestra; Nicolai Malko, Cond.		Angel 35355
TCHAIKOVSKY: CONCERTO NO. 1 IN B FLAT MINOR FOR PIANO AND ORCHESTRA; GRIEG: CONCERTO IN A MINOR FOR PIANO AND ORCHESTRA (1-12")—Sondra Bianco, Piano; Philharmonic Orchestra of Hamburg; Hans-Jurgen Walthers, Cond.		M-G-M E 3278
TCHAIKOVSKY: EUGEN ONEGIN (COMPLETE) (3-12")—National Opera, Belgrade; Oscar Danon, Cond.		London XLLA 41
TCHAIKOVSKY: FRANCESCA DA RIMINI; CAPRICCIO ITALIEN (1-12")—London Symphony Orchestra; Anthony Collins, Cond.		London LL 1441
TCHAIKOVSKY: SYMPHONY NO. 2 (LITTLE RUSSIAN) (1-12")—L'Orchestre de la Societe des Concerts du Conservatoire de Paris; Georg Solti, Cond.		London LL 1507
TCHAIKOVSKY: VIOLIN CONCERTO; SAINT-SAENS: INTRODUCTION AND RONDO CAPRICCIOSO (1-12")—Michael Rabin, Violin; Philharmonia Orchestra; Aleco Galliera, Cond.		Angel 35388
VERDI: FALSTAFF (3-12")—Tito Gobbi; Elisabeth Schwarzkopf; Nan Merriman; Fedora Barbieri; Rolando Panerai; Philharmonia Opera Company; Philharmonia Orchestra and Chorus; Herbert von Karajan, Cond.		Angel 3552
VERDI: IL TROVATORE (COMPLETE) (3-12")—Renata Tebaldi; Mario del Monaco; Chorus of the Maggio Musicale; Fiorentino; L'Orchestre de La Suisse Romande; Alberto Erede, Cond.		London XLLA 50
VIRTUOSI DI PHILADELPHIA (1-12")—The Philadelphia Orchestra; Eugene Ormandy, Cond.		Columbia ML 5129
WAGNER: DAWN AND SIEGFRIED'S RHINE JOURNEY; SIEGFRIED IDYLL; PRELUDE TO "PARSIFAL"; PRELUDE TO ACT III OF "TRISTAN UND ISOLDE" (1-12")—Detroit Symphony Orchestra; Paul Paray, Cond.		Mercury MG 50107
WAGNER: THE FLYING DUTCHMAN (COMPLETE) (3-12")—Astrid Varnay, Soprano; Herman Uhde, Baritone; Bayreuth Festival Chorus and Orchestra; Joseph Keilberth, Cond.		London XLLA 42
WEBER: GRAND DUO CONERTANT; SCHUMANN: FANTASIESTUCKE; DEBUSSY: PREMIERE RHAPSODIE (1-12")—Reginald Kell, Clarinet		Decca DL 9744
VAUGHAN WILLIAMS: SYMPHONY NO. 8 IN D MINOR; GEORGE BUTTERWORTH: A SHROPSHIRE LAD; ARNOLD BAX: THE GARDEN OF FAND (1-12")—Halle Orchestra, Sir John Barbirolli, Cond.		Mercury MG 50115

### ● Jazz

TITLE	ARTIST	LABEL AND NO.
ADD-A-PART JAZZ AND YOU		Columbia CL 908
JULIAM (CANNONBALL) ADDERLEY IN THE LAND OF HI-FI		EmArcy MG 36077
THE AMAZING MR. WALLER		Riverside RLP 109
LOUIS ARMSTRONG AND EDDIE CONDON AT NEWPORT		Columbia CL 931
THE ART OF JAZZ PIANO—Art Tatum, James P. Johnson, Earl Hines, Joe Sullivan		Epic LN 3295
ASIA MINOR—Machito Ork.		Tico LP 1029

Artist	Song Titles	Label & No.
THE AUSTRALIAN JAZZ QUINTET AT THE VARSITY DRAG		Bethlehem BCP 6012
BACKROOM PIANO—Ralph Sutton		Down Home MG D 4
CHET BAKER IN EUROPE: A JAZZ TOUR OF THE NATO COUNTRIES		Pacific Jazz PJ 1218
BALLADS AND BLUES: MILT JACKSON		Atlantic 1242
BALLADS FOR BACKGROUNDS		Pacific Jazz JWC 503
PIA BECK: DUTCH TREAT		Epic LN 3269
BERNIE'S TUNES—Bernard Peiffer, Piano		EmArcy MG 36080
THE BEST OF MAX ROACH AND CLIFFORD BROWN IN CONCERT		Gene Norman Presents GNP 18
BETHLEHEM'S GIRL FRIENDS—Julie London, Carmen McRae		Bethlehem BCP 6006
THE BIG SOUNDS OF COLEMAN HAWKINS AND BEN WEBSTER		Brunswick BL 54016
A BIT OF BLUES—Osie Johnson		Victor LPM 1369
BLUE HAZE—Miles Davis, Trumpet		Prestige LP 7054
THE BLUES—Johnny Hodges Ork.		Norgran MG N 1061
THE BLUES—Gerry Mulligan, Chico Hamilton, Bud Shank, John Lewis, Bill Perkins, Russ Freeman, Jack Montrose		Pacific Jazz JWC 502
BLUES BY BASIE—Count Basie Band		Columbia CL 901
MR. BONGO—Jack Costanzo Afro-Cuban Band		Gene Norman Presents GNP 19
DAVE BRUBECK AND JAY & KAI AT NEWPORT		Columbia CL 932
RAY BRYANT TRIO		Epic LN 3279
CANDIDO—ABC-Paramount ABC 125		ABC-Paramount ABC 125
EDDIE CONDON'S TREASURE OF JAZZ		Columbia CL 881
COOL GABRIELS—Conte Candoli, Nick Travis, Dick Sherman, Bernie Glow, Phil Sunkel, Don Stratton, Al De Risi, Trumpets		Groove LG 1003
THE COOL VOICE OF RITA KEYS		Columbia CL 903
SONNY CRISS		Imperial LP 9020
MIKE CUOZZO WITH THE COSTA-BURKE TRIO		Jubilee 1027
DADDY PLAYS THE HORN—Dexter Gordon Quartet		Bethlehem BCP 36
DANCING IN THE LAND OF HI-FI—George Auld Ork.		EmArcy MG 36090
WILD BILL DAVIS ON BROADWAY		Imperial LP 9010
BUDDY DE FRANCO—M-G-M E 3396		M-G-M E 3396
DREAM OF YOU—Helen Merrill		EmArcy MG 36078
THE DUKE AND I—Cass Harrison Trio		M-G-M E 3388
EASY JAZZ—Ralph Sharon's All-Star Sextet		London LL 1488
EASY JAZZ ON A FISH BEAT BASS		Zephyr ZP 12005G
ELLA AND LOUIS—Ella Fitzgerald, Louis Armstrong		Verve MG V 4003
DUKE ELLINGTON AND THE BUCK CLAYTON ALL-STARS AT NEWPORT		Columbia CL 933
DUKE ELLINGTON AND HIS ORCHESTRA IN A MELOTONE		RCA Victor LPM 1364
ELLINGTON AT NEWPORT		Columbia CL 934
DUKE ELLINGTON PRESENTS		Bethlehem BCP 6005
FABULOUS—Dom Frontiere Octet		Liberty LRP 3015
4, 5 and 6: JACKIE McLEAN QUARTET, QUINTET AND SEXTET		Prestige LP 7048
THE FOUR MOST GUITARS—Jimmy Raney, Chuck Wayne, Joe Puma, Dick Garcia		ABC-Paramount ABC 109
ERNE FREEMAN PLAYS IRVING BERLIN		Imperial LP 9022
THE GENIUS OF ART TATUM NO. 11		Clef MG C 712
GERSHWIN: PORGY AND BESS—Mel Torme, Frances Faye, Duke Ellington Ork., Russ Garcia Ork., Australian Jazz Quintet, Pat Moran Quartet, Stan Levey Group		Bethlehem EXP 1
DIZZY GILLESPIE: WORLD STATESMAN		Norgran MG N 1084
THE JIMMY GIUFFRE CLARINET		Atlantic 1238
LLOYD GLENN "CHICA-BOO"		Aladdin LP 808

(Continued on page 94)

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# THE TOP 100

For survey week ending Jan 16

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

Pos.	Song, Artist, Label	This Week
1.	SINGING THE BLUES—G. Mitchell, Columbia	1
2.	DON'T FORBID ME—P. Boone, Dot	3
3.	YOUNG LOVE—S. James, Capitol	11
4.	GREEN DOOR—J. Lowe, Dot	2
4.	MOONLIGHT GAMBLER—F. Laine, Columbia	3
6.	YOUNG LOVE—T. Humer, Dot	15
7.	BLUEBERRY HILL—F. Domino, Imperial	5
8.	BANANA BOAT SONG—Tarriers, Glory	8
8.	LOVE ME—E. Presley, Victor	6
10.	LOVE ME TENDER—E. Presley, Victor	6
11.	TRUE LOVE—Bing Crosby & G. Kelly, Capitol	9
12.	JUST WALKING IN THE RAIN—J. Ray, Columbia	10
13.	BANANA BOAT (DAY-O)—H. Belafonte, Victor	12
14.	ROSE AND A BABY RUTH—G. Hamilton IV, Epic	12
15.	HEY! JEALOUS LOVER—F. Sinatra, Capitol	14
16.	BLUE MONDAY—F. Domino, Imperial	20
17.	ROCK-A-BYE YOUR BABY—J. Lewis, Decca	18
18.	GONNA GET ALONG WITHOUT YA NOW—Patience & Prudence, Liberty	16
18.	SINCE I MET YOU BABY—J. Hunter, Atlantic	16
20.	CINDY, OH CINDY—E. Fisher, Victor	23
21.	GARDEN OF EDEN—J. Valino, Vik	19
22.	I DREAMED—B. Johnson, Bally	21
22.	JAMAICA FAREWELL—H. Belafonte, Victor	22
24.	YOUNG LOVE—Crew Cuts, Mercury	47
25.	LOVE IS STRANGE—Mickey & Sylvia, Groove	27
26.	BANANA BOAT SONG—Fontane Sisters, Dot	31
27.	WHEN MY BLUE MOON TURNS TO GOLD AGAIN—E. Presley, Victor	36
28.	JIM DANDY—L. Baker, Atlantic	32
28.	YOU DON'T OWE ME A THING—J. Ray, Columbia	26
30.	TOO MUCH—E. Presley, Victor	—
31.	BANANA BOAT SONG—S. Vaughan, Mercury	40
31.	ON MY WORD OF HONOR—Platters, Mercury	45
34.	AUCTIONEER—L. Van Dyke, Dot	33
35.	BANANA BOAT SONG—S. Lawrence, Coral	33
35.	POOR BOY—E. Presley, Victor	46
37.	ANASTASIA—P. Boone, Dot	44
38.	CINDY, OH CINDY—V. Martin, Glory	25
39.	TWO DIFFERENT WORLDS—D. Rondo, Jubilee	38
40.	HONKY TONK—B. Doggett, King	24
41.	MAMA FROM THE TRAIN—P. Page, Mercury	30
42.	AIN'T GOT NO HOME—C. Henry, Argo	43
43.	KNEE DEEP IN THE BLUES—G. Mitchell, Columbia	54
43.	BY YOU, BY YOU, BY YOU—J. Lowe, Dot	57
45.	I LOVE MY BABY—J. Corey, Columbia	78
46.	CINCO ROBLES—R. Arms, Era	41
47.	CAN I STEAL A LITTLE LOVE?—F. Sinatra, Capitol	86
48.	WISDOM OF A FOOL—Five Keys, Capitol	35
49.	FRIENDLY PERSUASION—P. Boone, Dot	29
50.	WHAT'S THE REASON (I'M NOT PLEASING YOU)?—F. Domino, Imperial	53
51.	DON'T BE CRUEL—E. Presley, Victor	55
52.	BABY DOLL—A. Williams, Cadence	37
53.	SLOW WALK—S. Austin, Mercury	56
53.	WRINGLE WRANGLE—F. Parker, Disneyland	—
55.	MUTUAL ADMIRATION SOCIETY—T. Brewer, Coral	51
56.	SLOW WALK—B. Doggett, King	51
57.	SINCE I MET YOU BABY—M. Carson, Columbia	90
58.	WRINGLE WRANGLE—B. Hayes, Cadence	90
59.	NIGHT LIGHTS—Nat (King) Cole, Capitol	50
60.	MONEY TREE—M. Whiting, Capitol	76
61.	LOOK HOMeward ANGEL—J. Ray, Columbia	—
62.	CONFIDENTIAL—S. Knight, Dot	39
63.	GOODNIGHT MY LOVE—McGuire Sisters, Coral	49
63.	AUCTIONEER—C. Miller, Mercury	62
65.	CITY OF ANGELS—Highlights, Bally	60
65.	TO NEED YOU—Four Lads, Columbia	60
67.	PARALYZED—E. Presley, Victor	59
68.	GIRL CAN'T HELP IT—Little Richard, Specialty	—
69.	RUDY'S ROCK—B. Haley, Decca	—
70.	I FEEL GOOD—Shirley & Lee, Aladdin	90
71.	PARTY'S OVER—Doris Day, Columbia	75
71.	YOUR LOVE FOR ME—F. Sinatra, Capitol	63
73.	I MISS YOU SO—C. Connor, Atlantic	71
74.	CRAZY WITH LOVE—G. Mitchell, Columbia	96
75.	CINCO ROBLES—L. Paul & M. Ford, Capitol	69
76.	WRITTEN ON THE WIND—Four Aces, Decca	84
77.	CANADIAN SUNSET—E. Heywood & H. Winterhalter, Victor	92
78.	DANCING CHANDELIER—S. Syms, Decca	68
79.	GIVE ME—E. Rodgers, Columbia	61
79.	SINGING THE BLUES—M. Robbins, Columbia	47
79.	TRUE LOVE—J. Powell, Verve	67
82.	LITTLE BY LITTLE—N. Brown, Savoy	99
83.	I WOULDN'T KNOW WHERE TO BEGIN—E. Arnold, Victor	—
84.	I FEEL THE BEAT—J. Lowe, Dot	100
85.	ARMEN'S THEME—J. Resiman, Victor	89
85.	YOU'LL NEVER, NEVER KNOW—Platters, Mercury	97
88.	ARMEN'S THEME—D. Seville, Liberty	72
88.	STAR YOU WISHED UPON LAST NIGHT—G. MacKenzie, Vik	92
90.	LOVE ME TENDER—H. Rene, Columbia	—
91.	JUST IN TIME—T. Bennett, Columbia	58
91.	ON LONDON BRIDGE—J. Stafford, Columbia	80
93.	LAY DOWN YOUR ARMS—Chordettes, Cadence	80
94.	TEENAGE GOODNIGHT—Chordettes, Cadence	—
94.	SOME DAY SOON—E. Fisher, Victor	—
96.	DREAMY EYES—Four Preps, Capitol	86
96.	MONEY TREE—Patience & Prudence, Liberty	—
98.	THOUSAND MILES AWAY—Heartbeats, Rama	82
98.	TO THE ENDS OF THE EARTH—Nat (King) Cole, Capitol	86
100.	IN THE ENDS OF THE NIGHT—Satin, Ember	—

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● **Jazz**

● Continued from page 92

Artist	Song Titles	Label & No.
NORMAN GRANZ'S JAM SESSION NO. 8	Clef MG C 711	
THE GREATEST—Count Basie, Joe Williams	Verve MG V 2016	
THE GREAT 16—Muggsy Spanier's Ragtime Band	Victor LPM 1295	
GUIDE TO JAZZ	Victor LPM 1393	
HALF AND HALF—Al Belletto Sextette	Capitol T 751	
CHICO HAMISTON TRIO	Pacific Jazz 1220	
LIONEL HAMPTON PLAYS LOVE SONGS	Verve MG V 2018	
THE HAWK IN PARIS—Coleman Hawkins, Sax, Manny Albam Ork.	Vik LX 1059	
TED HEATH SWINGS IN HI-FI	London LL 1475	
HE LOVES ME, HE LOVES ME NOT—Chris Connor	Atlantic 1240	
HIS FIRST ALBUM—Billy Ussellton Sextet	Kapp KL 1051	
HISTORY OF CLASSIC JAZZ	Riverside SDP 11	
LYNN HOPE	Aladdin LP 805	
THE INCREDIBLE JIMMY SMITH, VOL. 3—Jimmy Smith, Organ	Blue Note 1525	
JAM SESSION AT THE TOWER—Ray Anthony Band	Capitol T 749	
JAZZ AT THE PHILHARMONIC, VOL. 11	Clef MG 11	
JAZZ GOES DANCING—Dave Pell Octet	Victor LPM 1320	
JAZZ IN FOUR COLORS—Lou Levy Quartet	Victor LPM 1319	
THE JAZZ MESSENGERS	Columbia CL 897	
JAMES P. JOHNSON	Riverside RLP 105	
THE JONES BOYS	Period SPL 1210	
JUST IMPROVISE—Con Abney, piano; Jimmy Raney, guitar; Oscar Pettiford, bass; Kenny Clarke, drums	Music Minus One J16	
THE KID FROM DENVER—Paul Quinichette, tenor sax & Ork.	Dawn DLP 1109	
KNOW YOUR JAZZ, VOL. 1	ABC-Paramount ABC 115	
LADY SINGS THE BLUES—Billie Holiday	Clef MG C-721	
THE ELLIOT LAWRENCE BAND AND SINGING AT THE STEEL PIER	Fantasy 3236	
GEORGE LEWIS IN HI-FI	Cavalier CVLP 6004	
MALLETS-A-PLENTY—Jerry Gibbs, vibes; Terry Pollard, piano; Jerry Segal, drums; Herman Wright, bass	EmArcy MG 36075	
SHELLY MANNE AND HIS FRIENDS, VOL. 2	Contemporary C 3527	
METRONOME ALL-STARS 1956	Clef MG C-7453	
THE MIDGETS—Joe Newman Septet	Vik LX 1060	
THE MODERN JAZZ QUARTET AT MUSIC INN	Atlantic 1247	
THE PAT MORAN QUARTET	Bethlehem BCP 6007	
MUSIC WITH THE BIG BEAT—Sam (The Man) Taylor Ork.	M-G-M E 3473	
THE NEW VENTURE IN HI-FI—Charlie Ventura New Jazz Quintet	Baton BL 1202	
HERBIE NICHOLS TRIO	Blue Note BLP 1519	
LENNIE NIEHAUS, VOL. 5: THE SEXTET	Contemporary C 3524	
THE MARTY PAICH QUARTET	Tampa TP 28	
PAIRING OFF—Phil Woods Septet	Prestige LP 7046	
DAVE PELL OCTET PLAYS IRVING BERLIN	Kapp KL 1036	
POWERHOUSE—Bobby Hammack Quartet	Liberty LRP 3016	
JIMMY RANEY	ABC-Paramount ABC 129	
DJANGO REINHARDT MEMORIAL	Period SPL 1201	
THE RHYTHM SECTION—Milt Hinton, bass; Osie Johnson, drums; Hank Jones, piano; Barry Galbraith, guitar	Epic LN 3271	
RIVERSIDE DIXIELAND SAMPLER	Riverside S 1	
RIVERSIDE MODERN JAZZ SAMPLER	Riverside S-3	
RODGERS & HART GEMS	Pacific Jazz JWC 504	
SAN FRANCISCO STYLE: LU WATERS AND BOB HELM	Riverside RLP 213	
SASSY—Sarah Vaughan	EmArcy MH 36089	
THE SAX SECTION	Epic LN 3278	
JACK SHELDON: THE QUARTET & THE QUINTET	Jazz: West JWLP 6	
HORACE SILVER AND THE JAZZ MESSENGERS	Blue Note BLP 1518	
SING! BABY! SING!—Jackie and Roy Kral	Storyville STLP 915	
SMORGASBORD—Bobby Evoldsen	Liberty LJM 6008	
SOMETHING ELSE BY JOHNNY RICHARDS	Bethlehem BC 6011	
JESS STACY PIANO SOLOS	Brunswick BL 54017	
RALPH SUTTON	Riverside RLP 212	
SWEDISH JAZZ—Josta Theselius and All-Stars	Bally BAL 12002	
SWINGIN' IN HI-FI: ROCK 'N ROLL MATRICULATES—Jerry Fielding Ork.	Decca DL 8371	
THE SWINGIN' 30's—Ray McKinley Sextet	Grand Award 333	
SWING SOFTLY SWEET SAMPSON—Edgar Sampson Ork.	Coral CRL 57049	
TAKE A CHORUS—Don Abney, piano; Mundell Lowe, guitar; Wilbur Ware, bass; Bobby Donaldson, drums	Music Minus One J 30	
TENOR MADNESS—Sonny Rollins Quartet and Quintet	Prestige LP 7047	
THIS IS TEAGARDEN—Jack Teagarden Ork.	Capitol T 721	
THE TOUCH OF TONY SCOTT—Tony Scott, clarinet	Victor LPM 1353	

Artist Song Titles Label & No.

TRUMPET WITH A SOUL—Mel Davis, trumpet	Epic LN 3268	
2 DEGREES EAST—3 DEGREES WEST—John Lewis, piano; Percy Heath, bass; Bill Perkins, tenor sax; Chico Hamilton, drums; Jim Hall, guitar	Pacific Jazz PJ 1217	
VIBERATIONS—Red Norvo, vibes	Liberty LJM 6012	
WAIL MOODY, WAIL—James Moody Band	Prestige LP 7036	
WEDNESDAY'S CHILD: PATTY MCGOVERN SINGS THOMAS TALBERT ARRANGEMENTS	Atlantic 1245	
WE JUST COULDN'T SAY GOODBYE—Barbara Carroll Trio	Victor LPM 1296	
WEST COAST VS. EAST COAST	M-G-M E 3390	
RANDY WESTON TRIO PLUS CECIL PAYNE	Riverside RLP 214	
WHAT IS JAZZ?—Leonard Bernstein, Narrator	Columbia CL 919	
THE WOMEN IN JAZZ—Lee Wiley, Mary Lou Williams, Milli Vernon, Teddi King, Toshiko, Jackie Cain	Storyville STLP 916	
THE WORLD OR ALCINA—Bill Russo	Atlantic 1241	
LESTER YOUNG, VOL. 1, VOL. 2	Aladdin LP 801-802	

● **Semi-Classical**

GROFE: GRAND CANYON SUITE; MISSISSIPPI SUITE—Hollywood Bowl Symphony Orchestra; Felix Slatkin, Cond.	Capitol P 8347	
LEUCONA: MARIA LA O	Montilla FM 73	
LEUCONA: ROSA LA CHINA	Montilla FM 75	
L'ITALIA—Hollywood Bowl Symphony Orchestra; Carmen Dragon, Cond.	Capitol P 8351	
OPERETTA AND FILM MELODIES OF OSCAR STRAUSS AND ROBERT STOLZ	Angel 65030	
JOHANN AND JOSEF STRAUSS: CHAMPAGNE FOR ORCHESTRA—Philharmonia Orchestra, Herbert von Karajan, Cond.	Angel 35342	

● **Spoken Word**

DO-IT-YOURSELF PSYCHIATRY—Dave Barry	Key EP 514	
ROBERT FROST READS THE POETRY OF ROBERT FROST	Decca DL 9033	
LOOK! LISTEN! AND LEARN BASEBALL	Pictu-Recs BB 350	
THE POETRY OF PERCY BYSSHE SHELLEY—Vincent Price	Caedmon TC 1059	
CARL SANDBURG READS THE POEMS OF CARL SANDBURG	Decca DL 9039	
SCANDINAVIA: BY JIM FASSET, A PORTRAYAL IN SOUND	Columbia ML 5147	
ADLAI STEVENSON IN CONVERSATION WITH ARNOLD MICHAELIS	AMI 101	
THE TRAGICAL HISTORY OF DR. FAUSTUS—Frank Silvera	Caedmon TC 1033	
WAITING FOR GODOT—Bert Laht, E. G. Marshall, Kurt Kasznar	Columbia 021-238	

● **Documentary**

SOUNDS OF THE ANNUAL INTERNATIONAL SPORTS CAR GRAND PRIX OF WATKINS GLEN, N. Y.	Folkways FPX 140	
SPORTS CARS IN HI-FI	Riverside RLP 5002	

● **Band**

THE CARABINIERI BAND OF ROME	Angel 35371	
EDWIN FRANKO GOLDMAN AND THE GOLDMAN BAND	Regent MG 6021	
HEROES OF THE BULL RING—Spanish Air Force Military Band, Madrid, Commander M. G. de Arriba, Cond.	Decca DL 9840	
MARCHES FOR TWIRLING—Eastman Symphonic Wind Ensemble; Frederick Fennell, Cond.	Mercury MG 50113	
MEN OF BRASS—Mass Brass Bands of Foden's Fairey Aviation and Morris Motors	London LL 1456	
NOW HEAR THIS—Band of the Royal Netherlands Navy; Captain Gijsbert Nieuwland, Cond.	Epic LN 3235	
PIPES AND DRUMS—Edinburgh Police Band	London LL 1484	
HAROLD WALTERS CONDUCTS HIS CONCERT BAND IN A POP FESTIVAL	M-G-M E 3458	

● **International**

THE SOUNDS OF OLD MEXICO—Toni Aguilar, Rosa de Castilla, Luis Perez Meza; Rosita Quintana	Capitol T 10044	
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● **Latin American**

CHA CHA CHA—Gilberto Ork.	Mercury MG 20164	
CHA CHA CHA MERENGUES—Johnny Segui Ork., Domino Ork., Orchestra Cubana	Flair FL-DLP 101	
LET'S DANCE THE MERENGUE, VOL. II	Seeco SCLP 9086	
PUNTE GOES JAZZ	Victor LPM 1312	
THAT CUBAN CHA-CHA-CHA—Orquesta Aragon	Victor LPM 1294	
VICENTICO VALDES SINGS	Seeco SCLP 9081	

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**"A THOUSAND MILES AWAY"**  
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**"OH, BABY, DON'T"**  
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**MITZI MASON**  
**"YOU CAN'T COME BACK"**  
c/w  
**"I'LL GO WAY UP ON A MOUNTAIN"**  
M-O-S-S M001  
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● Folk

Artist	Song Titles	Label & No.
CALYPSO, VOL. II—The Tower Islanders	.....Fiesta	FLP 1212
DANCE CALYPSO!	.....Cook	1180
ENGLISH DRINKING SONGS—A. L. Lloyd	.....Riverside	RLP 618
FOLK SONGS OF ENGLAND AND WALES—New Symphony Orchestra of London; Trevor Harvey, Cond.	.....London	LL 1460
FOLK SONGS OF SCOTLAND AND IRELAND—New Symphony Orchestra of London; Trevor Harvey, Cond.	.....London	LL 1459
FREILACH IN HI-FI—Murray Lehrer	.....Period	RI 1916
THE GREAT AMERICAN BUM—John Greenway	.....Riverside	BUM 619
HAUNTING HUNGARIAN MELODIES—Bela Babai Ork.	.....Period	RL 1914
IRISH HUMOR SONGS—Patrick Galvin	.....Riverside	RLP 12-616
THE LITTLE GAELIC SINGERS OF COUNTY DERRY—James McCafferty, Director	.....Decca	DL 9876
THE PRIZE-WINNING KATZENJAMMERS—Percy Thomas Steelband	.....Cook	1046
THE CHAMPION STEELBANDS OF TRINIDAD	.....Cook	1047
MUSIC TO AWAKEN THE BALLROOM BEAST—Brute Force Steelband	.....Cook	1048
RIVERSIDE FOLK SONG SAMPLER	.....Riverside	52
THE ROVING BALLADEER—Marty Brill	.....Coral	MH 20178
IVAN SKOBTSOV SINGS RUSSIAN FOLK SONGS	.....Monitor	MC 2001
SONGS AND DANCES OF YUGOSLAVIA—Yugoslav National Folk Ballet-Tanec	.....Folkways	FP 80-3
SONGS FOR A LAZY AFTERNOON—Rod McKuen	.....Liberty	LRP 3001
SOUTHERN MOUNTAIN FOLK SONGS AND BALLADS	.....Riverside	RLP 617
STEAMBOAT 'ROUND THE BEND—Ben Lucien Burman, Narrator	.....Folkways	FP 74

● Polka

INTERNATIONAL POLKA AND WALTZ FAVORITES FOR DANCING	.....Starday	LP 103
SWEDISH POLKAS AND HAMBOS—Karl Gronstedt's Dragspelorkester, Swedish Folk Dance Fiddlers	.....Capitol	T 10039

● Rhythm & Blues

AS YOU DESIRE ♪ E—Bill Doggett	.....King	423
THE BEST OF FIVE KEYS	.....Aladdin	LP 806
EVERBODY DANCE THE HONKY TONK—Bill Doggett Combo	.....King	395-531
ILLINOIS JACQUET	.....Aladdin	803
ROCK AND ROLL FOREVER—Joe Turner, Lavern Baker, The Glovers, Clyde McPhatter, The Drifters, Ray Charles, T-Bone Walker and Ruth Brown	.....Atlantic	1239
ROCK, ROCK, ROCK—The Moonglows, Chuck Berry, The Flamingos	.....Chess	LP 1425
SCOOBY DOO	.....Zephyr	ZP 12002G

● Children's

CHILDREN'S HOUR	.....Today	3014
THE ELEPHANT CHILD; HOW THE CAMEL GOT HIS HUMP; HOW THE WHALE GOT HIS TINY THROAT—Gary Moore and supporting cast, Gene Lowell Chorus, Ray Carter Ork.	.....Columbia	CL 676
THE UNSUCCESSFUL ELF—Paul Wing, Narrator	.....Camden	CAE 367
WALT DISNEY TAKES YOU TO DISNEYLAND—Disneyland Concert Orchestra	.....Disneyland	WDL 4004

● Country & Western

GEORGE JONES	.....Starday	LP 101
RED SOVINE	.....M-G-M E	3465
TRAGIC SONG OF LIFE—Louisin Brothers	.....Capitol	T 769

● Religious

GRANVILLE SINGS	.....Audio Fidelity	AFLP 1820
ORGAN AND CHIMES—Owen Bradley, Organ	.....Coral	CRI 57096
ST. PAUL'S CATHEDRAL CHOIR—Dr. John Dykes Bower, Director	.....Angel	35381
SONGS IN REVERENCE—Fred Waring and the Pennsylvanians	.....Decca	DL 8111

● Sacred

J. T. ADAMS AND THE MEN OF TEXAS	.....Word	W 3007
TENNESSEE ERNIE FORD: HYMNS	.....Capitol	T 756
HYMNS—Larry Caton, Organ	.....Regent	MG 6017
SACRED MASTERPIECES—Claude Rhea	.....Word	W 4009

● Liturgical

THE AUGUSTANA CHOIR	.....Word	W 4012
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● Spiritual

Artist	Song Titles	Label & No.
AMEN—Wings Over Jordan Choir	.....King	519

## LP Rise Adds to Problems

Continued from page 48

pler for limited distribution to stations using longhair material.

Coral Records issued a sampler last September under the billing "Album Spectacular," which carried a dozen bands from as many new albums. On the cover of the booklet were photos of all artists represented while there were mounted color lithos of covers of albums represented in the sampler. The diskery is following this up with its current "Jazz Spectacular" sampler set for jocks, which serves the dual purpose of introducing new jazz albums and establishing Coral as a jazz firm in the minds of the jocks.

Capitol, meanwhile, has carried on its jockey sampler program for several months. Folder-type packaging is the rule, with two LP's, a complete list of selections, times and titles of albums from which the material is taken. These are brought to jockeys thru distributors, and as many as 3,000 jocks and stations are on the list for servicing. A spokesman said that jockeys who express a preference for any of the complete albums will be serviced. For all companies mentioned above, regular album subscription services are in effect. However, the sampler programs are not related to this.

Spokesmen for both RCA Victor and Columbia say they believe the sampler is not the answer to the problem of air play. Feeling in these circles runs to complete album service for key jockeys. Many other jockeys and stations receive album servicing via the subscription plans offered by each label.

At RCA Victor specific albums from each regular release are earmarked for special promotion at the jockey level. Copies of these are sent to the key jockey list along with suggested scripts for 15 and 30-minute airings. This is the practice with each monthly release, and Victor execs feel that jockeys much prefer the complete selected album system to the miscellaneous potpourri made available via the sampler technique.

Another system used sparingly at Victor to gain jockey attention for a specific album and its contents is the contest idea. Locally the label's "Jewels From Cartier" album was kicked off via a press and jockey party at the famous Fifth Avenue jewelry store. This was followed up with a jockey contest, based on the album in which a Cartier confection worth \$1,500 was the prize.

At Columbia the thinking runs to full servicing on albums rather than samplers. Columbia also operates an extensive album subscription service which includes all background, timing and programming information necessary. In the case of top jocks and station outlets, rather than sampler servicing, salesmen personally call, deliver a spiel and leave the samples of top-rated merchandise.

On the subject of script material, a survey of those receiving suggested scripts on Columbia Masterworks disks, showed that most jocks were not using them and that only 30 per cent wanted them. The classical script service has since been discontinued. In the case of new Masterworks artists, however, detailed programming notes are made available.

RKO Unique, which to date has not had the quantity of LP releases which would justify a jockey sampler, nevertheless appears to be against the idea. The diskery now is sending single EP's with four selections from an album and program notes. The

THE FAMOUS DABIS SISTERS.....Savoy MG 14000  
GOSPEL TRAIN—Sister Rosetta Tharpe.....Mercury MG 20201  
MARIE KNIGHT SINGS THE GOSPEL.....Mercury MG 20196

Chess #1646  
**"OVER AND OVER AGAIN"**  
Moonglows

---

Chess #1645  
**"HAVANA MOON"**  
Chuck Berry

---

Checker #853  
**"WOULD I BE CRYING"**  
b/w  
**"JUST FOR A KICK"**  
Flamingos

---

Chess #1647  
**"PUT YOUR ARMS AROUND ME HONEY"**  
b/w  
**"WHY DON'T YOU"**  
Bobby Charles

---

Argo #5261  
**"SIMPLE PRAYER"**  
Ravens

---

Checker #854  
**"BLUES RUMBA"**  
Lowell Fulson

---

Chess #1635  
**"BROWN EYED HANDSOME MAN"**  
Chuck Berry

---

Chess LP #1425  
**"ROCK, ROCK, ROCK"**  
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AND HIS BRAZOS VALLEY BOYS

*Newest "POP" Smash Hit in the "Country"*

## ROCKIN' IN THE CONGO

### I WAS THE FIRST ONE

Record No. 3623

**Thunderbird**  
ARTISTS INC.  
JIM HALSEY  
PRESIDENT INDEPENDENCE, KAN.  
Phone 1203



### • C&W Best Sellers in Stores

For survey week ending January 16

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

This Week	Last Week	Weeks on Chart
1. SINGING THE BLUES (BMI)—M. Robbins.....	1	19
<i>I Can't Quit (BMI)—Col 21545</i>		
2. THERE YOU GO (BMI)—J. Cash.....	2	6
<i>TRAIN OF LOVE (BMI)—Sun 258</i>		
3. YOUNG LOVE (BMI)—S. James.....	5	5
<i>You're the Reason (I'm in Love) (BMI)—Cap 3602</i>		
4. I WALK THE LINE (BMI)—J. Cash.....	3	34
<i>Get Rhythm (BMI)—Sun 241</i>		
5. CRAZY ARMS (BMI)—R. Price.....	4	34
<i>You Done Me Wrong (BMI)—Col 21510</i>		
6. I'VE GOT A NEW HEARTACHE (BMI)—R. Price..	6	11
<i>WASTED WORDS (BMI)—Col 21562</i>		
7. LOVE ME TENDER (BMI)—E. Presley.....	8	15
<i>Any Way You Want Me (ASCAP)—Vic 20-6643</i>		
8. I'M TIRED (BMI)—W. Pierce.....	9	3
<i>It's My Way (BMI)—Dec 30155</i>		
9. SEARCHING (BMI)—K. Wells.....	13	30
<i>I'd Rather Stay Home (BMI)—Dec 29956</i>		
10. REPENTING (BMI)—K. Wells.....	10	9
<i>I'M COUNTING ON YOU (ASCAP)—Dec 30094</i>		
11. STOLEN MOMENTS (BMI)—H. Snow.....	10	7
<i>Two Won't Care (BMI)—Vic 20-6715</i>		
12. SWEET DREAMS (BMI)—F. Young.....	13	32
<i>Until I Met You (BMI)—Cap 3443</i>		
13. YOU'RE RUNNING WILD (BMI)—Louvin Brothers.	12	12
<i>CASH ON THE BARREL HEAD (BMI)—Cap 3532</i>		
14. TURN HER DOWN (BMI)—F. Young.....	15	5
<i>I'll Be Satisfied With Love (BMI)—Cap 3549</i>		
15. POOR MAN'S RICHES (BMI)—B. Barnes.....	—	1
<i>Those Who Know (BMI)—Starday 262</i>		

### • Most Played C&W in Juke Boxes

For survey week ending January 16

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

This Week	Last Week	Weeks on Chart
1. SINGING THE BLUES (BMI)—M. Robbins.....	1	17
<i>I Can't Quit (BMI)—Col 21545</i>		
2. I WALK THE LINE (BMI)—J. Cash.....	4	31
<i>Get Rhythm (BMI)—Sun 241</i>		
3. CRAZY ARMS (BMI)—R. Price.....	3	31
<i>You Done Me Wrong (BMI)—Col 21510</i>		
4. I'VE GOT A NEW HEARTACHE (BMI)—R. Price..	2	10
<i>WASTED WORDS (BMI)—Col 21562</i>		
5. THERE YOU GO (BMI)—J. Cash.....	6	3
<i>Train of Love (BMI)—Sun 258</i>		
6. YOUNG LOVE (BMI)—S. James.....	10	2
<i>You're the Reason (I'm in Love) (BMI)—Cap 3602</i>		
7. DON'T BE CRUEL (BMI)—E. Presley.....	5	24
<i>Hound Dog (BMI)—Vic 20-6604</i>		
8. REPENTING (BMI)—K. Wells.....	6	4
<i>I'M COUNTING ON YOU (BMI)—Dec 30094</i>		
9. LOVE ME TENDER (BMI)—E. Presley.....	8	12
<i>Any Way You Want Me (ASCAP)—Vic 20-6643</i>		
10. YEARNING (BMI)—C. Jones-J. Hicks.....	—	1
<i>So Near (Yet So Far Away) (BMI)—Starday 279</i>		

### • Most Played C&W by Jockeys

For survey week ending January 16

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

This Week	Last Week	Weeks on Chart
1. SINGING THE BLUES—M. Robbins.....	1	19
<i>Col 21545—BMI</i>		
2. YOUNG LOVE—S. James.....	2	6
<i>Cap 3602—BMI</i>		
3. I'VE GOT A NEW HEARTACHE—R. Price.....	3	12
<i>Col 21562—BMI</i>		
4. I'M TIRED—W. Pierce.....	6	4
<i>Dec 30155—BMI</i>		
5. THERE YOU GO—J. Cash.....	4	4
<i>Sun 258—BMI</i>		
6. CRAZY ARMS—R. Price.....	5	36
<i>Col 21510—BMI</i>		
7. WASTED WORDS—R. Price.....	9	11
<i>Col 21562—BMI</i>		
8. TRAIN OF LOVE—J. Cash.....	10	3
<i>Sun 258—BMI</i>		
9. AM I LOSING YOU?—J. Reeves.....	—	2
<i>Vic 20-6749—BMI</i>		
10. STOLEN MOMENTS—H. Snow.....	11	4
<i>Vic 20-6715—BMI</i>		
11. I WALK THE LINE—J. Cash.....	8	34
<i>Sun 241—BMI</i>		
12. YOU'RE THE REASON (I'M IN LOVE)—S. James..	—	1
<i>Cap 3602—BMI</i>		
13. ACCORDING TO MY HEART—J. Reeves.....	7	18
<i>Vic 20-6620—BMI</i>		
14. GO AWAY WITH ME—Wilburn Brothers.....	—	8
<i>Dec 30087—BMI</i>		
15. THERE GOES MY LOVE—G. Morgan.....	—	1
<i>Col 40792—BMI</i>		

2 SPOTLIGHT PICKS + 2 GREAT ARTISTS = 2 BIG HITS

• Review Spotlight on ...  
C&W RECORDS

CARL SMITH

You Can't Hurt Me Anymore (Cedarwood, BMI) - Columbia 40823 - That's the Way I Like You Best (Gaylord, BMI) - Columbia 40823 - Smith has a powerful double-header here. The top-listed side is a weeper read with deep feeling and smooth styling. The other side is a bright up-tempo opus, with the singer making like a charmer with the girls - and he's persuasive as usual. Retailers and one-stops can buy this with confidence; it's hard to see how anybody could get stuck with this.



The Billboard  
Jan. 19, 1957

CARL  
SMITH

• Review Spotlight on ...  
C&W RECORDS

JOHNNY HORTON

I'm Coming Home (Golden West, BMI) - Columbia 40813 - I Got a Hole in My Pirogue (Cedarwood, BMI) - Columbia 40813 - The singer, who had a big one in "I'm a One-Woman Man" not long ago, has material in "I'm Coming Home" that could give him his biggest record to date. He is cast in a pounding, "down home" blues item here that gets in the blood after about eight bars. Horton's vocal against this twangy backing makes a terrific impression. "Pirogue" is a rockabilly type novelty of great appeal. It's hard to see how this can miss becoming a gold mine.



The Billboard  
Jan. 5, 1957

JOHNNY  
HORTON

YOU CAN'T HURT  
ME ANYMORE

b/w

THAT'S THE WAY  
I LIKE YOU  
THE BEST

40823 4-40823

I'M COMING  
HOME

b/w

I'VE GOT A  
HOLE IN MY  
PIROGUE

40813 4-40813

THE GREATEST NAME COLUMBIA RECORDS IN COUNTRY & WESTERN ENTERTAINMENT

### • This Weeks C&W Best Buys

**YOU CAN'T HURT ME ANYMORE** (Cedarwood, BMI)  
**THAT'S THE WAY I LIKE YOU BEST** (Gaylord, BMI)—Carl Smith—Columbia 40823—Smith's latest dinking has not been available very long in most areas, but it has not taken long to take off. Nashville, Memphis, Richmond, Atlanta, Dallas and other key Southern markets reported initial demand to be unusually great and predicted a hit of the size of "You Are the One." The faster moving side was "You Can't Hurt Me Anymore." A previous Billboard "Spotlight" pick.

### • Review Spotlight on . . . C&W RECORDS

**LOUVIN BROTHERS**  
**Don't Laugh** (Acuff-Rose, BMI)  
**The New Partner Waltz** (Acuff-Rose, BMI)—Capitol F 3630—Here's double-barreled appeal for the country market. Both sides are in the traditional vein, with the Louvins scoring with their authentic sound. Top listed side is a sprightly rhythm number, whereas the flip is a weeper in slower tempo. The string accompaniment on both sides is typical of the Louvins' recordings. Sides will find strong favor with deejays hewing to the solid c.&w. type of material.

**HANK THOMPSON**  
**Rockin' in the Congo** (Brazos Valley Music, BMI)  
**I Was the First One** (Texoma Music, ASCAP)—Capitol F 3632—Hank has two bright, attractive sides here. "Rockin' in the Congo" is a novelty blues with a tricky lyric that will surely attract the youngsters. Flip is a rhythm side with the vocal backed by an engaging and relaxed instrumental arrangement. Both sides have considerable pop appeal and are likel to get some action in this area, too.

**MELVIN ENDSLEY**  
**Bringin' the Blues to My Door** (Acuff-Rose, BMI)—RCA Victor 6795—The writer of "Singing the Blues," makes a mighty smart disk debut for himself. The blues job here is similar to the hit he wrote and it's strong enough to reap a load of spins. Watch this cat, because with this outing, he could happen. Flip is "I Ain't Gettin' Nowhere With You" (Acuff-Rose, BMI).

## FOLK TALENT & TUNES

By BILL SACHS

### Around the Horn

Hank Thompson and His Brazos Valley Boys (Capitol) will be a featured attraction for the fourth straight year at the Fort Worth Livestock Show and Exposition January 30-February 1. They will do several shows daily, with the Falstaff Brewing Corporation picking up the tab. Jim Halsey, of Thunderbird Artists, set the deal. . . . Faron Young

and Johnny Cash will be the features on the Prince Albert portion of "Grand Ole Opry" over the NBC radio net from Nashville Saturday (19).

Hank Snow embarks on an extended tour at Edmonton, Alta., February 7, following with Calgary, Alta., February 8; Lethbridge, Alta., 9; Butte, Mont., 10; Idaho Falls, Idaho, 11; Pocatello, Idaho, 12; Nampa, Idaho, 13; Twin

(Continued on page 100)

### • C&W Territorial Best Sellers

For survey week ending January 16  
 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've Got a New Heartache, R. Price, Col.
3. Singing the Blues, M. Robbins, Col.
4. I'm Counting on You, K. Wells, Dec.
5. Repenting, K. Wells, Dec.
6. I'm Tired, W. Pierce, Dec.

#### Charlotte

1. I Walk the Line, J. Cash, Sun
2. Love Me Tender, E. Presley, Vic.
3. Singing the Blues, M. Robbins, Col.
4. Crazy Arms, R. Price, Col.
5. Young Love, S. James, Cap.

#### Dallas-Fort Worth

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

#### Houston

1. Singing the Blues, M. Robbins, Col.
2. Yearning, G. Jones-J. Hicks, Sdy.
3. Young Love, S. James, Cap.
4. Am I Losing You? J. Reeves, Vic.
5. Don't Be Cruel, E. Presley, Vic.
6. Hound Dog, E. Presley, Vic.
7. I'm Tired, W. Pierce, Dec.
8. Crazy Arms, R. Price, Col.
9. Just One More, G. Jones, Sdy.
10. Train of Love, J. Cash, Sun

#### Memphis

1. Singing the Blues, M. Robbins, Col.
2. There You Go, J. Cash, Sun
3. Young Love, S. James, Cap.
4. I Walk the Line, J. Cash, Sun
5. Yearning, G. Jones-J. Hicks, Sdy.
6. Too Much, E. Presley, Vic.

#### Nashville

1. I've Got a New Heartache, R. Price, Col.
2. There You Go, J. Cash, Sun
3. Singing the Blues, M. Robbins, Col.
4. Young Love, S. James, Cap.
5. I'm Counting on You, K. Wells, Dec.

#### Richmond, Va.

1. I Walk the Line, J. Cash, Sun
2. Singing the Blues, M. Robbins, Col.
3. Young Love, S. James, Cap.
4. Train of Love, J. Cash, Sun
5. Don't Be Cruel, E. Presley, Vic.
6. Rose and a Baby Ruth G. Hamilton IV, Pmt.

#### 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. Love Me Tender, E. Presley, Vic.
6. Young Love, S. James, Cap.

### • Reviews of New C&W Records

**THE COLLINS KIDS**  
**Move a Little Closer** . . . . . 81  
 COLUMBIA 40824—Here's a payoff swinging country rhythm job with the youngsters taking off on one of their strongest sides. Singing and guitaring of Lorrie and Larry Collins here should get lots of spins. (Vidor, BMI)  
**Go Away, Don't Bother Me** . . . . . 80  
 A swinging country rhythm item with the kids again in top form. Pair can keep company with the best of them. Will vie with flip for action. (Vidor, BMI)

**BRENDA LEE**  
**One Step at a Time** . . . . . 80  
 DECCA 30198 — The young lady essays the hiccup approach in this rocking rendition. An exciting job that has strong potential for spins and sales. (Barton, ASCAP)  
**Fairyland** . . . . . 77  
 Miss Lee sounds like a junior Kay Starr on this ballad with an appealing melody. The young chick gives it a solid whirl and the side figures to collect spins. (Meadowbrook, ASCAP)

**FREDDIE HART**  
**Extra!** . . . . . 78  
 COLUMBIA 40821—The paper shows his ex. newlywed to his best friend. The painful tale is warbled with strong feeling by Hart. (Vidor, BMI)  
**On the Prowl** . . . . . 73  
 Man's lonesome and looking not to be. Pleasing, but not outstanding. (Vidor, BMI)

**PEE WEE KING AND BAND**  
**(I'll Be Walking) Alone in a Crowd** . . . . . 77  
 VICTOR 6793—Lee Russell hands a fine baritone warble to this three-beat weeper. Poignant story line and over-all production is geared to both pop and country selling. (Ridgeway, BMI)  
**Sugar Beet** . . . . . 75  
 Lee Russell and the Coquettes vocalize on this Boudreaux Bryant song. It's a swiny old-fashioned ditty in pop style, a la "Ida, Sweet as Apple Cider." No blockbuster, but should get some pop play. (Tannen, BMI)

**WILEY BARKDULL**  
**After All** . . . . . 77  
 HICKORY 1059 — Pretty country ballad. Wiley Barkdull does it in a quiet vocal style, letting the persuasive melody and instrumentation have full effect. A real nice side in the traditional style. (Acuff-Rose, BMI)  
**Sweet As an Angel** . . . . . 74  
 Another tasteful one. This is a three-beat item, chanted in relaxed fashion like the flip. (Acuff-Rose, BMI)

**CURTIS GORDON**  
**So Tired of Crying** . . . . . 76  
 MERCURY 71037—A fine, driving rhythm side. Gordon chants the tale of a disappointed love with a forceful delivery, detailing the charges of cheating, etc. Well-recorded. (Starrite, BMI)  
**I Know My Baby's Gone** . . . . . 75  
 A weeper, with that peculiarly effective sour type of harmony in the backing. Curtis Gordon belts out the lyric with emotion. Merits good play. (Starrite, BMI)

**CHET ATKINS**  
**Blue Echo** . . . . . 75  
 VICTOR 6796—An unusually interesting guitar solo in a dreamy, imaginative mood. Good program stuff for both pop and country spinners. (Athens, BMI)  
**Trambone** . . . . . 75  
 Simple, catchy, country-style instrumental is another good guitar showcase. But this one is more strictly country. (Athens, BMI)

**HAWKSHAW HAWKINS**  
**Oh How I Cried** . . . . . 75  
 VICTOR 6794—Hawkins does a good job on a blues-type song. Side should do some business. (Valley, BMI)  
**ACTION** . . . . . 70  
 Guy calls for less talk and more action with his girl. It's a light-weight, breezy and pleasant enough effort, but unlikely to set the world on fire. (Cedarwood, BMI)

**THE CARLISLES**  
**I'm Rough Stuff** . . . . . 74  
 MERCURY 71035 — This up-tempo material gives all the Carlises a chance to get in on the fray. They keep things pretty lively in this strong beat side. Fair to good for boxes. (Acuff-Rose, BMI)  
**Business Man** . . . . . 71  
 The woes of a man who dallied in the business world without much talent or yen for it is the subject of this comic material. A few yocks, but not too many. (Acuff-Rose, BMI)

**AL URBAN**  
**Lookin' for Money** . . . . . 74  
 SARG 148—Urban and his echo combine forces on this one in a "down home" country job. Tune has a blues touch and the artist shows a good understanding of the form. (CHS Music, BMI)  
**I Don't Want to Be Alone** . . . . . 70  
 There's a vast feeling of desolation on this weeper and Urban sells it in a solid traditional vein. Some jocks

might like this. (CHS Music, BMI)

**CHUCK WAGON BAND**  
**Red Oak on the Hill** . . . . . 73  
 CHUCK WAGON 106—There's good potential in this coupling in conventional marketing, tho the company is making a pitch for door-to-door sales thru Blind organizations, and offering a three-cent per disk royalty to "Leader Dogs for the Blind." This side has a spiritual theme and recitation by Les Emery. (Western Chuck Wagon, BMI)  
**When Two Are Really One** . . . . . 73  
 Philosophical love song and recitation. Good country side. (Western Chuck Wagon, BMI)

**LEON JACKSON AND JOHNNIE BRYANT**  
**Buttatchee** . . . . . 73  
 KING 5011—Solid country instrumental with first-class fiddling and picking. Like the flip, has the authentic touch, but is a stronger side. Fine for jocks. (Mar-Kay, BMI)  
**Love Please Come Home** . . . . . 72  
 This one has the authentic hill sound, which transcends the so-so material. Jackson and Bryant will appeal to jocks looking for the traditional style c.&w. (Mar-Kay, BMI)

(Continued on page 101)

## WESTPORT RECORDS



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 THE WESTPORT KIDS  
 MILT DICKEY  
 ALVIS WAYNE  
 TONY WAYNE  
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 THE WESTPORT SWEETHEARTS  
 Westport #136 by  
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### R&B Best Sellers in Stores

For survey week ending January 16

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

This Week	Last Week	Weeks on Chart
1. BLUE MONDAY (BMI)—F. Domino	2	4
WHAT'S THE REASON (I'M NOT PLEASING YOU) (ASCAP)—Imperial 5417		
2. BLUEBERRY HILL (ASCAP)—F. Domino	1	16
Honey Chile (BMI)—Imperial 5407		
3. LOVE IS STRANGE (BMI)—Mickey & Sylvia	5	3
I'm Going Home (BMI)—Groove 0175		
4. JIM DANDY (BMI)—L. Baker	7	7
Tra La La (BMI)—Atlantic 1116		
5. AIN'T GOT NO HOME (BMI)—C. Henry	6	8
Troubles, Troubles (BMI)—Argo 5259		
6. SINCE I MET YOU BABY (BMI)—I. J. Hunter	3	9
You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111		
7. HONKY TONK (Parts I & II)—B. Doggett	4	24
King 4950—BMI		
8. WITHOUT LOVE (BMI)—C. McPhatter	12	2
I Make Believe (BMI)—Atlantic 1117		
9. SINGING THE BLUES (BMI)—G. Mitchell	8	7
Crazy With Love (ASCAP)—Col 40769		
10. THOUSAND MILES AWAY (BMI)—Heartbeats	14	8
Oh, Baby Don't (BMI)—Rama 216		
11. SLOW WALK (BMI)—B. Doggett	14	8
Hand in Hand (BMI)—King 5000		
12. YOU GOT ME DIZZY (BMI)—J. Reed	9	7
Honey Don't Let Me Go (BMI)—Vee Jay 226		
13. ON MY WORD OF HONOR (BMI)—B. B. King	11	10
Bim Bam (BMI)—RPM 479		
14. IN THE CHAPEL (BMI)—A. Cole	—	1
Each Day (BMI)—Baton 232		
15. GREEN DOOR (BMI)—J. Lowe	9	14
(Story of) The Little Man in Chinatown (BMI)—Dot 15486		

### Most Played R&B in Juke Boxes

For survey week ending January 16

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

This Week	Last Week	Weeks on Chart
1. BLUE MONDAY (BMI)—F. Domino	4	5
WHAT'S THE REASON (I'M NOT PLEASING YOU) (ASCAP)—Imperial 5417		
2. SINCE I MET YOU BABY (BMI)—I. J. Hunter	1	9
You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111		
3. BLUEBERRY HILL (ASCAP)—F. Domino	2	16
Honey Chile (BMI)—Imperial 5407		
4. WITHOUT LOVE (BMI)—C. McPhatter	9	3
I Make Believe (BMI)—Atlantic 1117		
5. HONKY TONK (Parts I & II)—B. Doggett	3	21
King 4950—BMI		
6. JIM DANDY (BMI)—L. Baker	5	4
Tra La La (BMI)—Atlantic 1116		
7. ON MY WORD OF HONOR (BMI)—Platters	—	1
One in a Million (BMI)—Mercury 71011		
8. LOVE IS STRANGE (BMI)—Mickey & Sylvia	6	3
I'm Going Home (BMI)—Groove 0175		
9. SLOW WALK (BMI)—S. Austin	8	8
Wildwood (BMI)—Mercury 70963		
10. TRICKY (BMI)—C. Jenkins	—	1
You Told Me (BMI)—Flash 115		

### Most Played R&B by Jockeys

For survey week ending January 16

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

This Week	Last Week	Weeks on Chart
1. BLUE MONDAY—F. Domino	4	4
Imperial 5417—BMI		
2. JIM DANDY—L. Baker	3	5
Atlantic 1116—BMI		
3. BLUEBERRY HILL—F. Domino	1	17
Imperial 5407—BMI		
4. AIN'T GOT NO HOME—C. Henry	5	6
Argo 5259—BMI		
5. SINCE I MET YOU BABY—I. J. Hunter	2	9
Atlantic 1111—BMI		
6. WITHOUT LOVE—C. McPhatter	—	1
Atlantic 1117—BMI		
7. LOVE IS STRANGE—Mickey & Sylvia	12	3
Groove 0175—BMI		
8. ★LOVE ME—E. Presley	8	6
Vic EPA 992—BMI		
9. THOUSAND MILES AWAY—Heartbeats	7	3
Rama 216—BMI		
10. SLOW WALK—B. Doggett	—	1
King 5000—BMI		
11. YOU GOT ME DIZZY—J. Reed	—	1
Vee Jay 226—BMI		
12. SINGING THE BLUES—G. Mitchell	—	1
Col 40769—BMI		
13. SLOW WALK—S. Austin	—	7
Mercury 70963—BMI		
14. YOUNG LOVE—T. Hunter	—	1
Dot 15533—BMI		
15. HONKY TONK—B. Doggett	6	22
King 4950—BMI		

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

### This Weeks R&B Best Buys

**BAD BOY (Leeds, ASCAP)—The Jive Bombers—Savoy 1508—The East Coast** has been humming with activity on this disk. New York, Philadelphia, Baltimore, Washington, Pittsburgh and Buffalo are the most important centers of support for this record. Now the Middle Western markets are also beginning to move in quantity. Looks like a chart disk. Flip is "When Your Hair Has Turned to Silver" (E. H. Morris, ASCAP)

**AIN'T THAT LOVE (Progressive, BMI)**  
**I WANT TO KNOW (Progressive, BMI)—Ray Charles—Atlantic 1124—**As is to be expected, Charles has shot out like a rocket in Southern markets almost from the day of release. Early sales reports are also extremely good from New York, Chicago, Pittsburgh, Cincinnati, St. Louis and Buffalo. Considering the form Charles is showing this early in the game, he figures to hit high again. A previous Billboard "Spotlight" pick.

**PUT YOUR ARMS AROUND ME, HONEY (Broadway, ASCAP)—Bobby Charles—Chess 1647—in a survey of leading markets throughout the country, this record was outstanding for the high percentage of cities checked that indicated speedy take-off.** Durham, Nashville, St. Louis, Pittsburgh, Philadelphia, Baltimore, Buffalo and New Orleans were among them. With a spread like that, its prospects for making charts are first-rate. Flip is "Why Can't You" (Arc, BMI). A previous Billboard "Spotlight" pick.

### Review Spotlight on . . . R&B RECORDS

**RUTH BROWN**  
**Lucky Lips (Tiger, BMI)—Atlantic 1125—Ruth Brown** has been marking time waiting for the right material. This is it. It's a rollicking up-tempo side with a catchy lyric and bright instrumental backing. The arrangement includes a choral group, giving it a classy effect. Appealing to the pop as well as r.&b. market, the side is assured of very strong deejay action. Flip is "My Heart Is Breaking Over You," a bluesy, relaxed side which offers a complete change of pace. (Progressive, BMI).

**BILL DOGGETT**  
**Ram Bunk Shush (Dornix, BMI)—King 5020—Doggett** has had a long-term smash with his rhythm and blues and pop hit, "Honky Tonk," and this slicing in that same easy-going, walking beat framework figures to cop plenty of loot, too. Lots of spins and sales in the offing here. Flip is "Blue Largo," (Billace, BMI).

### Reviews of New R&B Records

**THE DRIFTERS**  
**It Was a Tear . . . 85**  
ATLANTIC 1123—A stylish reading of a smart r.&b. ballad. Group sounds in top form with lead giving everything he's got. This one rates healthy attention. (Progressive, BMI)  
**Fools Fall in Love . . . 84**  
Lead gets in the groove again with some splendid shouting. This side moves faster than flip, but it's very close in potential. (Tiger, BMI)

**THE FOUR FELLOWS**  
**Loving You, Darling . . . 83**  
GLORY 250—A soulful ballad, sung by the Four Fellows with a lot of style and heart. This slow-tempo tasteful side is sure to get a strong play, particularly with the brief recitative segment midway. Watch it. (Ben Ghazi, BMI)  
**Give Me Back My Broken Heart . . . 81**  
Another in the same groove—with a sensitive, tender lyric, sung with a lot of style. Watch it. (Bryden, BMI)

**THE ECHOES**  
**Ding Dong . . . 82**  
GEE 1028—Here's a jamming swinger with a sharp pay-off arrangement and the assemblage makes the most of it. Plenty of good juke decisions here and sales could come along. (Maureen, BMI)  
**My Heart Beats for You . . . 80**  
Group pounds this out behind a belting lead shouter. Has the touch of the Teen-Agers and the side has enough to offer to get it a whirl from some jocks. (Kahl, BMI)

**THE CARDINALS**  
**Near You . . . 81**  
ATLANTIC 2266—Francis Craig's old hit provides a strong vehicle for the Cardinals, who chant it solidly to a neat rhythm pattern featuring guitars and other rhythm — to the virtual exclusion of horns. Watch it. (Supreme, ASCAP)  
**One Love . . . 79**  
A tender ballad, done by the Cardinals with emotion and sensitivity. Lead gives the reading a touch of church sound. A classy side with a carefully worked out arrangement. (Progressive, BMI)

**THE JIVE BOMBERS**  
**Little Bad Boy . . . 78**  
SAVOY 1508—This is the recent Jive Bombers' issue—but speeded up so that Clarence Palmer, the lead, sound gives it novelty value. Some sounds like Donald Duck. Its weird of the kids are certain to go for it. (Leeds, ASCAP)  
**When Your Hair Has Turned to Silver . . . 76**  
This is the coupling with the original, but without any changes. (W. H. Morris, ASCAP)

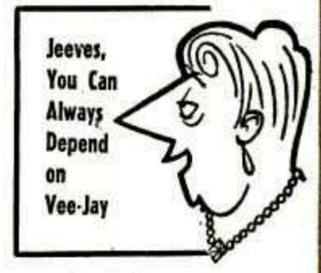
**ANNIE LAURIE**  
**It Hurts to Be in Love . . . 78**  
DE LUXE 6107—Miss Laurie makes her first appearance on the label with a heavy rhythm item that ought to put her in competition with the best of them again. She has power and stylistic authority, and she sells this material handily. (R-T, BMI)  
**Hand in Hand . . . 74**  
A Dinah-ish reading of a ballad that calls for heavy belting. That's what the thrush dishes out here, and it is quite a performance. (Arnel, ASCAP)

**THE SMOOTHTONES**  
**Don't Keep Our Love Hidden in the Dark . . . 77**  
OKEH 7078—A new group on the label, the Smoothtones live up to their names—they offer a smartly tailored harmony job that is going to cause many people to sit up and notice. They stack up as important new talent. (Shallmar, BMI)  
**Little Cupid . . . 73**  
Here the group also impresses in a happy bit of fluff, that hasn't much in the way of lyrics but does have a good striding beat and a commercial sound. (Shallmar, BMI)

**KEN McDONALD**  
**Good, Good, Good . . . 76**  
DE LUXE 6109 — A new singer, McDonald has a strong opening showcase. He drives hard in this medium tempo swinger, and shows he knows how to style a blues riff. The beat here is sensational; tailor-made for the boxes. (Men-Lo, BMI)  
**Only Me . . . 75**  
McDonald has an uncanny resemblance to Johnnie Ray in this belted ballad, both in the timbre of his voice and in style. Both sides are impressive; many will consider this a first-rate discovery. (Men-Lo, BMI)

**THE CLIPPERS**  
**Bella-Marie . . . 75**  
GEE 1027—Group sings the praises of one of the chicks here in a rhythm piece. (Kahl, BMI)  
**I'm Yours . . . 70**  
The boys wail thru this slow pleader in an impassioned, off-key rendition. (NI, BMI)

**JACKIE BRENSTON**  
**Much Later . . . 74**  
FEDERAL 12291—Brenston is giving his girl the gate in this solid rhythm swinger, and he does it with a passion. Material and performance packs a punch, and ought to do well commercially. (Armo, BMI)  
**The Mistrater . . . 72**  
A shouted plaint into which Brenston puts heart and soul. His efforts are not entirely in vain; his message starts  
(Continued on page 100)



VEE-JAY #229  
**"YOU GAVE ME PEACE OF MIND"**  
The Spaniels

VEE-JAY #226  
**"YOU GOT ME DIZZY"**  
Jimmy Reed

VEE-JAY #204  
**"OH, WHAT A NIGHT"**  
The Dells

VEE-JAY #213  
**"HOOTIE BLUES"**  
Priscilla Bowman  
John McShann

VEE-JAY #228  
**"NEVER LEAVE ME BABY"**  
The Orioles

VEE-JAY #219  
**"EVERY WOMAN I KNOW"**  
BILLY "THE KID" EMERSON

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# RHYTHM-BLUES NOTES

By GARY KRAMER

The Five Satins, along with the eight-man nucleus of Paul Williams' ork, wrote a new chapter in the "show must go on" tradition last week. Traveling in three cars in the San Francisco Bay area, the artists were headed for Denver, where they had a booking. There

one of the cars was hit and utterly demolished. Luckily, no one was injured. One of the Five Satins continued on to Denver by bus and arrived there without further mishap.

Not so, the others. They had piled into the remaining two cars, but got only as far as Ely, Utah, when another accident occurred. By unhappy coincidence, 18 miles from there, the third car also had an accident. At this point, Paul Williams called Leroy Smith, who was promoting the Denver date. Smith chartered a plane out of Ogden, Utah, and had the whole group picked up. The show came off on time, with no one in the audience aware of how unlikely it was that there would be anybody on stage that night. The Satins went on to Texas and Middle West gigs from Denver.

The appalling ignorance of some people who work year in and year out in the entertainment business comes occasionally as a big shock. This past week, for example, Dizzy Gillespie was notified that he is being listed in "Who's Who." The trumpet man, who was hailed in the press for his "good will" ambassadorship in a recent tour of the Near East, this week also was canceled out of a scheduled appearance in a West Coast auditorium. Said the manager: "I don't know Mr. Gillespie and I don't know his kind of music. All I know is, if we get in there, then pretty soon it'll be rock 'n' roll and I don't want to be any party to it." (Sometimes it seems a wonder that teenagers only break up the furniture in theaters.)

Fats Domino has been set for the Perry Como TV show on February 2. A juicy part for Fats is being written into the script. . . . Chess Records is offering a rather unusual kind of r.&b. LP in their forthcoming "Moon Glow" with Strings. . . . Mercury Records has signed the combo of Tony Smith, a fine Chicago outfit. Their first record is an instrumental, "Wiggle Waggle Walk" backed with "Wacker Drive." The label is also formulating an LP by Sil Austin. The Platters, en route back from the Far East, will plane into New York this week. They headline at Ben Maksik's Town and Country Club in Brooklyn for two weeks beginning January 29.

## new BIGHITS!

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Cuff Links 409
  - (2) **DID YOU HAVE FUN**  
Vernon Green 407
  - (3) **LET ME CRY**  
Willie Headen 410
  - (4) **LAFF OF THE PARTY**  
Redd Foxx, Vols. 1, 2 & 3
- ALSO SELLING BIG—
- (5) **EARTH ANGEL**  
Penguins 248
  - (6) **BEST VOCAL GROUPS**  
Penguins-Medallions LP 204
  - (7) **THE PENGUINS**  
EP 201

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b/w **"I GAVE MY HEART"**

### PEACOCK RECORDS, Inc.

7809 Erastus St. Houston 26, Texas

## R&B Territorial Best Sellers

For survey week ending January 16

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. Jim Dandy, L. Baker, Atl.
2. Ain't Got No Home, C. Henry, Ago.
3. Blue Monday, F. Domino, Imp.
4. Blueberry Hill, F. Domino, Imp.
5. Without Love, C. McPhatter, Atl.
6. Only Word of Honor, B. B. King, RPM
7. You Got Me Dizzy, J. Reed, VJ
8. Girl Can't Help It, Little Richard, Spe.

### Charlotte

1. Jim Dandy, L. Baker, Atl.
2. Love Is Strange, Mickey & Sylvia, Grv.
3. Without Love, C. McPhatter, Atl.
4. Tricky, G. Jenkins, Fsh.
5. Ain't Got No Home, C. Henry, Ago.
6. Blue Monday, F. Domino, Imp.
7. Girl Can't Help It, Little Richard, Spe.
8. Blueberry Hill, F. Domino, Imp.
9. Singing the Blues, G. Mitchell, Col.
10. Since I Met You Baby  
I. J. Hunter, Atl.

### Chicago

1. Slow Walk, S. Austin, Mer.
2. Blueberry Hill, F. Domino, Imp.
3. Honky Tonk, B. Doggett, Kng.
4. Love Is Strange, Mickey & Sylvia, Grv.
5. On My Word of Honor  
B. B. King, RPM

### Cincinnati

1. In the Chapel, A. Cole, Btn.
2. Thousand Miles Away, Heartbeats, Rma.
3. Honky Tonk, B. Doggett, Kng.
4. Blue Monday, F. Domino, Imp.
5. Blueberry Hill, F. Domino, Imp.
6. Slow Walk, S. Austin, Mer.
7. Since I Met You Baby  
I. J. Hunter, Atl.

### Detroit

1. Jim Dandy, L. Baker, Atl.
2. Since I Met You Baby  
I. J. Hunter, Atl.
3. Should I Ever Love Again?  
W. Carr, Spe.
4. Blue Monday, F. Domino, Imp.
5. Love Is Strange, Mickey & Sylvia, Grv.
6. Bacon Fat, A. Williams, Epl.
7. Operator, B. Gaddy, Otn.
8. Honky Tonk, B. Doggett, Kng.
9. You Got Me Dizzy, J. Reed, VJ

### Los Angeles

1. Blue Monday, F. Domino, Imp.
2. Honky Tonk, B. Doggett, Kng.
3. Singing the Blues, G. Mitchell, Col.
4. Blueberry Hill, F. Domino, Imp.
5. Green Door, J. Lowe, Dot
6. Love Is Strange, Mickey & Sylvia, Grv.
7. Slow Walk, S. Austin, Mer.
8. Love Me Tender, E. Presley, Vic.
9. Thousand Miles Away, Heartbeats, Rma.
10. Ain't Got No Home, C. Henry, Ago.

### New Orleans

1. Blue Monday, F. Domino, Imp.
2. Honky Tonk, B. Doggett, Kng.
3. Blueberry Hill, F. Domino, Imp.
4. Without Love, C. McPhatter, Atl.
5. Since I Met You Baby  
I. J. Hunter, Atl.
6. Juanita, C. Willis, Atl.

### New York

1. Blueberry Hill, F. Domino, Imp.
2. Blue Monday, F. Domino, Imp.
3. Love Is Strange, Mickey & Sylvia, Grv.
4. Don't Be Cruel, E. Presley, Vic.
5. Love Me Tender, E. Presley, Vic.

### Philadelphia

1. Love Is Strange, Mickey & Sylvia, Grv.
2. Blue Monday, F. Domino, Imp.
3. Since I Met You Baby  
I. J. Hunter, Atl.
4. Jim Dandy, L. Baker, Atl.
5. Blueberry Hill, F. Domino, Imp.

### St. Louis

1. Love Is Strange, Mickey & Sylvia, Grv.
2. Blue Monday, F. Domino, Imp.
3. Bacon Fat, A. Williams, Epl.
4. Blueberry Hill, F. Domino, Imp.
5. Jim Dandy, L. Baker, Atl.
6. Thousand Miles Away, Heartbeats, Rma.
7. Walking by Myself, J. Rogers, Chs.

### Washington, D. C.

1. Jim Dandy, L. Baker, Atl.
2. Love Is Strange, Mickey & Sylvia, Grv.
3. Blue Monday, F. Domino, Imp.
4. Singing the Blues, G. Mitchell, Col.
5. Without Love, C. McPhatter, Atl.
6. In the Chapel, A. Cole, Btn.
7. Green Door, J. Lowe, Dot
8. Honky Tonk, B. Doggett, Kng.
9. On My Word of Honor,  
B. B. King, RPM
10. Blueberry Hill, F. Domino, Imp.

## Reviews of New R&B Records

Continued from page 99

coming thru after a bit. Good dance beat makes this a juke box possibility. (Armo, BMI)

### LITTLE JOE AND THE THRILLERS

This I Know . . . 73  
OKEH 7075—Here's a slow and pulsing blues-styled ballad. Material is only so-so, but Little Joe and the

# FOLK TALENT & TUNES

Continued from page 98

Falls, Idaho, 14; Rock Springs, Wyo., 15; Salt Lake City, 16; Billings, Mont., February 17; Bismarck, N. D., 18; Minot, N. D., 19; Winnipeg, Man., 20, and winding up at Springfield, Ill., 22. The tour was arranged thru the recently organized Hank Snow Promotions, with James (Sleepy) McDaniel and Richard Blake already on the road setting up arrangements. The package will comprise Hank Snow and His Rainbow Ranch Boys, Cowboy Copas, Ferlin Huskey and the Hushpuppies, Sleepy McDaniel, Jimmie Rodgers Snow and Jean Valli.

The decision of Roy Acuff to curtail his extensive road work to spend more time with his family has led to the formation of a new "Grand Ole Opry" package comprising Ernest Tubb, Kitty Wells, Johnnie and Jack and the Wilburn Brothers. Bookings and advance work for the new unit are being handled by Frankie More, with Hal Smith serving as road manager. Smith recently took on the personal management of Ernest and Justin Tubb and the Wilburn lads.

Lucky Hill headed up a 12-hour March of Dimes radio and TV marathon on the Armed Forces affiliate stations, KVOH-AM and AJC-TV, in Tripoli, Libya, North Africa, Saturday (19), with all service talent in the area participating. Lucky has a release coming up in a few weeks on the Starday label with his own tunes, "Fickle Baby" b.w. "It's Comin' Home to You." . . . Dave Price won "Big D Jamboree's" Search-for-Stars contest for the 10th time January 5, thus gaining a regular spot on the show. . . . That's an effective deejay mailing piece Ann Raye has to herald her initial Decca release, "Stranger" b.w. "What'cha Think About Me." . . . Ed Scott, Sheriff Scotty on KLZ-TV, Denver, is booking c.&w. talent in the area thru his newly opened Denver office, Spur Productions.

Harriane Moore, director of public relations at WSM, Nashville, and chief tub-thumper for "Grand Ole Opry" talent, is back in harness after a fortnight's vacation. . . . The Jordanaires, who have been backing Elvis Presley on personals recently,

Thrillers make it sound better. A good group. (Vir-Cel, BMI)  
Let's Do the Slop. . . 72  
The it's a pretty "far out" title, the tune has a swinging rock and roll rhythm with Little Joe belting it with great gusto. Lots of noise here in a snappy juke opus. (Blackwood, BMI)

TAB SMITH  
Crazy Walk . . . 72  
UNITED 205—Here's a nice rhythmic instrumental with Smith blowing tenor sax in a walking beat. Organ has appealing breaks, too. Good juke wax. (Pamlee, BMI)  
Pretend . . . 68  
Organ backs up also man Smith who is featured on a nice wailing, slurred solo thruout. Has a slow, danceable beat. (Brandom, ASCAP)

GENE NASH  
Take a Gamble on Me . . . 70  
JUBILEE 5267—Tune has a slow, triple-backed rhythm with Nash singing the plea in extremely relaxed style. Moderate results. (Artists, ASCAP)

Jockey, Jockey, Jockey . . . 68  
Singer Nash delivers a bluesy rock and roller about another kind of jock (racetrack style) and the lady at the paddock. Interesting idea for a lyric. (Newman, ASCAP)

SANDY REED  
Tell Me Walcha Gonna Do . . . 67  
DE LUXE 6108—Reed is a shouter and he packs quite a wallop, but he doesn't have the right kind of material to show his voice to best advantage. Only fair commercial potential. (Men-Lo, BMI)  
Watching the Door . . . 65  
A cry-ballad of only so-so quality. Reed works hard on this, but doesn't light the fire. (Men-Lo, BMI)

scurried out to Hollywood following Presley's appearance on the Ed Sullivan TV-er January 6 to record the sound track for Elvis' new movie now in the works. . . . Hank Snow advises that he'll do his own managing from now on. . . . Dow Chemical's new "Red Foley Show" made its bow over 300 ABC radio stations Saturday (19), showcasing the talents of Porter Wagoner, the Foggy River Boys, Libby Horne, Pete Stamper, Susie Arden and Bill Wimberly's Country Rhythm Boys.

Jimmie Davis appeared as guest on "Ozark Jubilee" from Springfield, Mo., Saturday (19); Carl Smith occupies that slot on "Jubilee's" second birthday, January 26, and Carl Perkins and Johnny Horton move in February 2. . . . The February issue of TV Star Parade carries a feature on "Ozark Jubilee's" Brenda Lee. . . . Uncle Cyp Brasfield is mending from his recent illness and expects to resume his comedy chores with "Ozark Jubilee" early in February.

Gabe Tucker, who recently gave up the personal management on Ernest Tubb, Justin Tubb and the Wilburn Brothers, is moving to Houston and will soon inaugurate a deejay show over KRCT, Baytown, Tex. He will also represent a major publishing firm in the Gulf Coast area and at night will play in one of the area niteries. Within three months he plans to be handling publicity for several leading folk artists out of his Houston office. On the side he hopes to ring in a bit of fishing.

Mimi Roman planed from her native Brooklyn to Louisville early last week to join the Philip Morris Country Music Show. Mimi info that the mail has been good on her latest Decca release, "Tonight I Made You Mine" b.w. "Cheater's Luck." . . . Don Pierce, of Starday, was in Cincinnati Monday of last week (14) to kick off a three-week tour to plug the new Mercury-Starday country series, featuring new releases by George Jones, the Carlises, Benny Barnes, Eddie Bond, Curtis Gordon and Tibby Edwards. While in Cincy, Don worked with Sam Klayman and Lou Simon, of Supreme Distributing Company, and also huddled with Jimmy Skinner, at the latter's Music Center, relative to Jimmie's upcoming session in Nashville in February. Pierce's trek will take him as far south as Florida and back to Tennessee.

Columbia Records is reissuing to deejays copies of Johnny Horton's latest release, "Coming Home" and "I Got a Hole in My Piroque," according to Horton's personal manager, Tillman Franks. The original records sent to the jockeys had faulty grooves and could not be played. Franks says that any deejay who does not receive his new copy of the record may obtain one by contacting him at Station KWKH, Shreveport, La. . . .  
(Continued on page 101)

## NEW RELEASE

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Reviews of New Pop Records

Continued from page 91

Flip has more finesse. (Witmark & Sons, ASCAP)
CATERINA VALENTE
Poinclana 73
DECCA 30168—Standard tune with jungle sound overtones is lacking in comparable quality to some of the thrush's previous excellent waxings. Side is a letdown, and sales will likely reflect accordingly. (E. B. Marks, BMI)
Nocturne for the Blues...73
Thrush accomplishes similar result with an adaptation of "Harlem Nocturne." Over-all seems effortful. Same sales potential as flip. (Shapiro-Bernstein, ASCAP)
THE STAFFORDS
Bejaysers, Bejabbers, Begorrah...73
DECCA 30077—This has a gay "McNamara's Band" feel. There's a rollicking march tempo and the Irish brogue and the son of old Erin in the tenor slot make it a possible tavern juke entry. (Amber, ASCAP)
Once There Was You...68
A nice, danceable, ballad attractively chanted by the mixed vocal group. Flip side has more distinction, however. (Amber, ASCAP)
ALFRED APAKA
One More Aloha...70
DECCA 30190—Maestro-singer and his Hawaiian Village Serenaders come up with another sensitive serving of authentic "Islands sound." Vocal is ear-easy and over-all is good sales bait for lovers of the idiom (Criteria, ASCAP)
Starlight in Hawaii...68
Another languorous ballad gets the full "Islands" treatment. Plenty of vocal sugar here and spread thick. (South Sea, ASCAP)
PAT RILEY
Without You to Love...70
TIN PAN ALLEY 175—Good ballad

for this type of rock and roll treatment. The recording doesn't favor the warbler's diction, but the disk could make some noise if it gets effective plugging. (Juke Box Alley, BMI)
Get With It...62
Riley and group rock out a bright rhythm trifle that might have some appeal to the young dance crowd. More cloudy recording. (Juke Box Alley, BMI)
BUNNY BISHOP
Hopless...69
CRYSTALLETTE 705—Promising vocal quality brought to a tango rhythm twist on "La Cinquanteine." Thrush deserves deejay attention and side could stir interest on air spins. (Mello-Art, ASCAP)
My Love Loves Me...68
Gal again spots quality with an Old-English ballad-type offering, with delivery nicely gauged to material. Backing is likewise helpful. Also deserving juke interest. (Paramount, ASCAP)
GEORGE HALE
Pray for Peace...69
LIBERTY 55050—Ballad with sacred overtones (as title suggests) gets sincere treatment from the singer. Choral backing adds additional lift. Straightforward religious appeal could gain it attention. (Liberty Songs, ASCAP)
Say Yes to Her Life...68
Singer brings good quality delivery to an easy going waltz. Gets competent backing and chorus-wise. Moderate reception indicated. (Liberty Songs, ASCAP)
APRIL AMES
A Smile Will Go a Long, Long Way...68
ZEPHYR 3118—Thrush makes a propitious label debut with a slow rhythm tune of pleasant cleffing. There is promise here, but nothing

to set sales thermometer soaring. (Mills, ASCAP)
Imagination...67
More nice delivery of the standard ballad. Bill Hitchcock's backing is helpful on both sides. Same sales comment. (ABC, ASCAP)
FRED LOWERY
Moon Love...68
DECCA 30191—The famous whistler works with organ and clavichord accompaniment on the revival of this pretty tune based on Tchaikowsky's 5th Symphony. Limited market but it's very listenable. (Famous, ASCAP)
Indian Love Call...66
The whistling virtuoso makes a production out of this operetta classic, with some amazingly high notes. More attractive wax for the fans who dig it. (Harms, ASCAP)
THE CONTINENTALS
Meanwhile Back at the Ranch...68
KEY 571—Group belts out a novelty rhythm for moderate results. Talent in delivery comes thru, but there's not enough spring in the over-all to make a take-off seem likely. (Somerset, ASCAP)
Take a Gamble on Me...66
Group works out on another rhythm item which is run-of-mill. Again they give it a personal lift, but counter potential looks less than flip. (Daywin, BMI)
DOREE POST
Rock and Roll Calypso...68
VICTOR 6799—A portion of the adulterated Stateside form of calypso. Gal manages to get some typical Mexican intonations into a reading with few other marks of distinction. (Constellation, BMI)
Who Am I?...65
A slow rock and roller. Miss Post delivers series of romantic observations with only moderate results. (Constellation, MI)
MONIQUE CADOU
One Sided Romance...66
KAPP 171—A three-quarter time job with weepy sentiments in something akin to the country tradition. Chick needs experience. (Garland, BMI)
I Pledge Allegiance to Your Heart...64
A rockabilly flavor is infused in this uninspiring tune. Thrush employs dual track harmony techniques here. (United, BMI)
JOHNNY JANO
I'd Make a Good Man for You...65
EXCELLO 2099—A stutter-and-mumble job a la Presley. Jano is a talented stylist and has good material here. Presley imitators still are having rough going in the market, however. (Excellorec, BMI)
Havin' a Lot of Fun...64
A lively extrovert side that carries out the theme of the title very well. Some of the kids may enjoy this Presley-type reading. (Excellorec, BMI)
JOE VITALE ORK
A Doll and a Boy...64
DANSRITE 110—Poetic three-beat tune may be too far out for today's market Judy Carroll does a sensitive vocal.
I've Gotta Fall in Love...64
Rhythm side. Material has the touch of material. Simple backing showcases Judy Carroll's vocal nicely; but side is not geared for the teen-agers.
CONNIE RUSSELL
Barefoot Boy...63
ERA 1027—Waltz tune is well sung, but the material is somewhat mystifying. (Thunderbird, ASCAP)
Deep Inside of Me...63
Intense thrashing isn't enough to carry this slight side. (Warman, BMI)
THE THREE J'S
Always Stay in Love With Me...62
WILLET 0632—Group generates a nice harmony sound but arrangement and the triteness of the tune itself kills their chances here. (World Music, ASCAP)
Oh! Oh! There She Goes...60
Side has a bright rhythm. Swinging band work helps but it will take more than that to rescue it. (Republic, ASCAP)
BILL CURTIS
The Plymouth Rock...60
MONTE CARLO 003—Curtis warbles a swiny, attractive rocker in fairly undistinguishable style on this side. (Koss Music, BMI)
Can't Get You Off My Mind...52
Warbler-cleffer Curtis sings in the old style somewhere between young Bing and Hoagy Carmichael, but without comparable charm. Ballad is of small consequence. (Koss Music, BMI)
Sacred
STATESMEN QUARTET
Brand New Star...81
VICTOR 6760—The group has a commercial version of this mournful ode about a departed child. Spoken bit really sells it. (Home Folks Music, BMI)
Practice What You Preach...75
Here the mood switches to a churchy rhythm approach, with light, philosophical advice. Flip is the side, however. (Stamps-Baxter, SESAC)
STUART HAMBLEN AND FAMILY
Beyond the Sun...80
VICTOR 6759—A strong tune with a strong reading by Hamblen, backed

FOLK TALENT AND TUNES

Continued from page 100

Jimmie Davis, former governor of Louisiana, guested on A. J. Winu's show over WTAW, College Station, Tex., Monday of last week (14).
Bill Anderson, deejay at WGAU, Athens, Ga., has signed with TNT Records, San Antonio, with his
by the family group. This one should get plenty of attention at the right juke spots and can sell, too.
Dear Lord, Be My Shepherd...77
Another warm, appealing talk with the Lord. Has a solid and genuine prayerful sound that should bring spins for this side as well. (Hamblen, BMI)
CECH CAMPBELL
I'm on the Right Road Now...69
M-G-M 12405—Singer puts heart into a sacred theme with helpful chorus backing. Can stir up some interest in its category. (Lynn Music, BMI)
Contentment...67
Semi-sacred waltz-tempoed number. Singer and chorus give it interesting delivery. Other side has the edge. (Lynn Music, BMI)
Spiritual
CHOSEN GOSPEL SINGERS
Trouble of This World Condition...75
NASHBORO 593—To a vigorous, striding gait, the group's lead comforts his listeners with the thought that our troubles will soon be over, and before long we shall be eternally happy with Jesus. (Excellorec, BMI)
Do Thy Will...74
A shouted prayer handled with great dignity and feeling by the group's lead. Both sides will be found most attractive by followers of the Chosen Gospel Singers. (Excellorec, BMI)
Children's
DOROTHY OLSEN
Calico Pie...78
VICTOR 6770—The "singing school teacher" offers a charming, lulling novelty that will appeal to the kiddies. The nonsense lyric and bright backing are particular assets. (Marvin, ASCAP)
Mama Llama, Papa Llama...73
This lyric also involves a play on words, but it is only moderately funny. Miss Olsen's clear voice and smooth styling are just fine to get the message home to the youngsters. (Regent, BMI)
JAMES STEWART
Winnie the Pooh and the Heffalump (Parts 1 and 2)...77
VICTOR WBY 48—Reissue, originally presented in a "reader-record" package, is put out in a cutely-illustrated single sleeve to sell at 49 cents. Script, referring to book, hasn't been edited, which may be confusing. Story has some appeal to pre-schoolers and should do okay in the supermarkets.

initial release, a pair of originals, "Take Me" and "Empty Room," due out in February. Deejays may obtain a copy by writing to Anderson at the station. . . . Johnny Cash plays Fort Worth January 24 and the following day stops off at Corpus Christi, Tex. . . . Odie and Jody set for Daleville, Ala., January 31, and Selma, Ala., February 1. . . . Roy Acuff, Johnny and Jack, Kitty Wells and Minnie Pearl show their wares at Pensacola, Fla., February 2. . . . Ferlin Husky is routed as follows: Blountstown, Fla., January 28; DeFuniak Springs, Fla., 29; Luverne, Ala., 30; Ozark, Ala., 31, and Selma, Ala., February 1.
Johnny Cash, who was skedded to begin a series of appearances on the Jackie Gleason TVer last Saturday (19), was forced to postpone it until Saturday (26) to permit a better spotting. Last Saturday's "Honeymooners" script will give Johnny greater leeway around the half-way mark. . . . Roy Acuff appeared with Dinah Shore when the latter originated her NBC-TV network show from Ryman Auditorium, Nashville, Tuesday (22). Roy formerly worked with Dinah on WSM, Nashville. . . . Herb Schucher, Jim Reeves' promotional expert, joined the ranks of benefactors on New Year's Day. The name of the lucky bride has not been ascertained.
Texas Bill Strength has quit his deejay chores at KEVE, Minneapolis, to devote more time to his record shop in that city, which is proving fairly successful. Bill also will give more time to promoting himself as an artist. Strength has just kicked off an hour-long TV show, seven days a week, over KMGM, Minneapolis, titled "Adventure Time With Texas Bill." On February 15, Texas Bill leaves on a two-week tour, which will include an appearance on "Big D Jamboree" in Dallas February 16; a double session for Capitol in Hollywood, several West Coast dates for Americana Corporation, and his fourth guest shot on "Ozark Jubilee" in Springfield, Mo., March 2.

Reviews of New C&W Records

Continued from page 98

JUDY FAYE
Keep Talkin'...72
LIBERTY BELL 9011—Mighty sweet sultry piping by Miss Faye on a torchy blues-inspired tune. Thrush sounds like a country Julie London, with a rock-a-billie touch. Merits spinner attention. (Debra, BMI)
Be Careful, My Darling...69
A more conventional country waltz weeper here, with those fine "dulcet tones again. An unusual and attractive disk all around. (Renda-Debra, BMI)

TIBBY EDWARDS
I Asked for More...72
MERCURY 71036—Driving guitar, honky tonk piano and fine country fiddling provide solid backing to this strong vocal by Tibby Edwards. Latter puts his heart into the delivery. (Starrite, BMI)
But I Do...72
A weeper, but with elements of a novelty. The lyric changes pace, giving the side an unusual effect. (Starrite, BMI)

JOE VITALE ORK
A Doll and a Boy...64
DANSRITE 110—Poetic three-beat tune may be too far out for today's market Judy Carroll does a sensitive vocal.
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BILLY BOWMAN
New Roadside Rag...71
DECCA 30195—Fancy steel guitar work by a smart picker. Works with fiddle, drums and bass backing. Likely juke instrumental. (Hill & Range, BMI)
Billy's Bounce...71
Same comment. (Old Charter, BMI)
DELBERT BARKER
Wild Heart...71
KING 5008—She's got a wild heart, and he cautions her not to drink her blues away. The vocal by Delbert is backed by a solid rhythm pattern. (Mar-Kay, BMI)
There Must Be a Way...69
Routine weeper material, sung in good fashion by Barker. (Mar-Kay, BMI)
BUCK OWENS
Sweethearts in Heaven...70
PEP 109—This one gives a celestial touch to what would ordinarily be a weeper. If he passes away first, he'll be waiting to lead her thru the Pearly Gates. A good side, real sad. (Pamper, BMI)
There Goes My Love...67
Weeper, slow in tempo, Buck Owens' vocal is full of unrequited passion, as he tells the sad story. (Pamper, BMI)
CHICK MORRIS
Rattlesnake Daddy
From Tennessee...69
LEE 503—A curiously effective blues. Sounds like a collector's side, with New Orleans flavor. Unlike the flip, this side uses both horns and strings, whereas the flip is more country-oriented. (Lols, BMI)
Greenback Dollar...69
Country blues. Chick Morris sings the tune with real feeling and an understanding of the idiom. Recording sound could be brighter. But merits spinning anyway. (PD)
LOUIS JACKSON
Tweedle Woofin' Boogie...68
C NOTE 1209—Country instrumental of the boogie-blues type. Drives right along with the right mood. (Minor Tone, BMI)
Fran's Mood...68
Country blues instrumental of unusual character. Combines the Deep Southern r.&b. and country flavors. Jocks looking for something out of the common groove have it here. (Minor Tone, BMI)

STATESMEN QUARTET
Brand New Star...81
VICTOR 6760—The group has a commercial version of this mournful ode about a departed child. Spoken bit really sells it. (Home Folks Music, BMI)
Practice What You Preach...75
Here the mood switches to a churchy rhythm approach, with light, philosophical advice. Flip is the side, however. (Stamps-Baxter, SESAC)
STUART HAMBLEN AND FAMILY
Beyond the Sun...80
VICTOR 6759—A strong tune with a strong reading by Hamblen, backed

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**Chi Office Back After Two Years;  
Two New York Events Contracted**

CHICAGO—Barnes-Carruthers Theatrical Enterprises, Inc., has been awarded the contract to produce the night grandstand show at the 1957 Indiana State Fair, Sam J. Levy Sr., president of the office, announced here last week. Also disclosed was signing of two New York fairs not before serviced by the Barnes agency.

The local office will return to the big Indianapolis fair after an absence of two years, when the grandstand show was provided by the Music Corporation of America and the Ernie Young Agency. The Levy firm will put a revue with acts and possibly a name attraction in front of the big grandstand for six nights.

Also closed by Barnes was a contract to provide a grandstand revue and acts for five nights of the Cobbleskill (N.Y.) Fair, which will operate September 10-14. And the office booked the Tommy Bartlett audience-participation show for one night of the Madison County Fair, Brookfield, N. Y.

## Lack of Name Pares CNE Show Profits

TORONTO—The feeling that a big-name attraction is needed to put over the grandstand show at the Canadian National Exhibition here was demonstrated here last week when it was reported that last year's show netted just \$10,000. When Ed Sullivan headed the show the year previous a profit of \$80,000 was chalked up.

Admission rates were raised in 1956 and the show was without the expense of a name performer.

The cost of last year's production was up \$60,000 over 1955, despite the lack of a headliner, according to a member of the fair board. He said he was investigating why the show cost more than \$500,000 and yet failed to produce the revenue expected.

Income in 1956 was \$2,626,970 and expenses were \$2,264,156. This left a surplus of \$362,813. Other accounts brought the total surplus to \$512,531, but debit accounts brought the amount to be turned over to the city to \$254,251, he said.

Full financial report of the CNE was scheduled to be released in the near future.

## Manitoba Sets Trapper Fest For Feb. 13

THE PAS, Manitoba — The 1957 Trappers' Festival here will open February 13 with the first three days of Northwoods entertainment. About 50 acts will be presented, 12 hours daily, on a big stage of ice and snow.

Included will be trappers, traders, Indians and Eskimos. An innovation will be the first World's Championship Dog Derby, billed in previous years as the Canadian Championship. The event will be run in three laps of 40 miles, on successive days, and the total purses are \$3,250. Winner gets the trophy and \$1,350.

The Fur Queen of the North will be crowned at the festival, and the title, King Trapper, will go to the male contestant gathering the most points in a variety of contests, including ice fishing, bannock raking, rat skinning, goose calling, trap setting and moccasin racing.

## Del Mar Fair Contracts Icer, Polack Circus

DEL MAR, Calif. — Polack Bros. Circus will be featured as a free grandstand attraction for three of the 10-day Southern California Exposition and County Fair, Paul T. Mannen, exposition manager, said here last week.

The fair will open its 18th annual run on June 28 with an ice show to be produced by John Harris, of "Ice Capades," for five days. "China Dolls," a stage spectacular with an all-Chinese group of performers, will follow the ice show for two days.

The entertainment, including the free grandstand presentations and the Don Diego Super Circus, will be presented by the Hollywood Theatrical Agency, headed by Jo and Newton (Carolina) Brunson.

The booking of Polack Bros. marks the first time for this attraction to play the fair. It has, however, appeared in San Diego, 19 miles south, under the auspices of Al Bahr Shrine Temple.

Mannen said that the one-pay gate will again be used but the admission for adults will be \$1 instead of 85 cents. Children's admission will remain at 25 cents. Two Kids' days are planned, with all under 16 years of age admitted free. Previously, children were admitted free only on opening day.

## Autry Expands Colo. Ranch

DENVER—Gene Autry last week leased additional acreage for his rodeo stock farm, which is located south of Denver. The land, combined with his purchase of a ranch near Pueblo, Colo., brings his holdings to more than 11,566 acres. The ranch is primarily devoted to breeding, raising and training of rodeo stock.

## Split Week, Regionals On N. Y. Meet Agenda

ALBANY, N. Y.—Gov. Averell Harriman will be guest of honor at the convention of the New York State Association of Agricultural Fair Societies in the Sheraton-Ten Eyck Hotel here, January 28-29.

Several items of growing concern to fairs will be discussed, according to James A. Carey, agricultural fairs representative in the State Department of Agriculture and Markets, who also is executive secretary of the association.

Included is the tendency toward split-week operation, whereby more and more events are opening on Friday or Saturday and closing at mid-week. Another serious problem is whether fairs can come up with a grandstand attraction formula to counteract the varied programs offered on television.

Also among the topics are the

following: Development of regional fairs serving larger areas of population, a uniform method of computing attendances, and the increasing value of fairs to commercial exhibitors as a supplement to newspaper and radio-TV advertising. The regional scheme, posing the combination of two or three events which are in close proximity, has been studied since last year.

The annual banquet Tuesday night (29) will feature entertainment provided by the GAC-Hamid Agency.

President of the association is Edward L. Hardeman, Elmira.

## Kelly-Miller Circus Pacted By Mo. Fairs

CAPE GIRARDEAU, Mo. — The Al C. Kelly & Miller Bros. Circus has been contracted to make a one-day appearance at the Southern Missouri District Fair here Monday, September 9, with matinee and night shows under its own canvas.

The circus Side Show also will be presented and there will be a Wild West concert following each performance.

Aut Swenson, of the thrill show bearing his name, booked the circus into the fair.

The date is the first date set for the Kelly-Miller Circus. Additional fair dates may be contracted, Art Miller said at the show's winter quarters in Hugo, Okla.

## Georgia Meeting Pulls Best Turnout in Years

ATLANTA—The annual meeting of the Georgia Association of Agricultural Fairs—for years a lightly attended affair—this year turned out to be highly successful from the standpoint of both attendance and interest. The confab, held here Monday (14) in the Biltmore Hotel, drew a total of 37 fair delegates from 16 annuals and close to 25 attraction representatives.

Credit for the increased interest was given Joe Purett, veteran secretary of the association, and E. Lee Carteron, 1956 president, both of whom worked hard to stimulate attendance.

Altho the event was a one-day meeting, many delegates and attraction people were on hand two

days before the sessions. Carteron presided at the two business meetings and kept the proceedings going at a fast pace. Speakers included Burt Scroggins, Dalton; Doug Strohbehn, Savannah; Robert Wade, Macon; I. V. Hulme, Elberton, and Mrs. E. N. Nicolson, Hiwassee. A feature was colored films of the Eastern States Exposition, Springfield, Mass. Plans for a fair manager's short course were announced for some time in May.

**Elect Strohbehn**

Strohbehn was elected president; Paul Henson, Rome, was named vice-president, and Pruett, of Macon, was again named secretary-treasurer.

Attraction people participating in the discussions included Floyd Heth, Heth Shows; Hal Eifort, Gooding Amusement Company; James H. Drew, James H. Drew Shows; George B. Flint, Barnes-Carruthers Theatrical Enterprises; George Hamid Jr., GAC-Hamid, and E. B. Henderson, Regalia Manufacturing Company.

Also present were H. S. (Tommy) Thompson, V. L. Creson, Lee Amusement Co.; Elbert Mulls, Hoard & Mulls Amusements; Tony Vitale, Fireworks Corporation of America; Bernie Shapiro, Southern Poster Co.; Shirley Levy and Robert Kline, Lawrence Shows; Issy Cetlin, Cetlin & Wilson Shows; Al Dorso, concessions; Janette Terrill, Tom Terrill, Dennis Terrill, Starlite Shows; W. L. (Bill) Andre, concessions, and John Howard-Woorm and Robert Schumaker, Pepsi-Cola Co.

## College Club Discusses Fair Publicity

SAN LUIS OBISPO, Calif.—Methods of obtaining publicity for fairs from the standpoint of editors were discussed before the Press Club of the California State Polytechnic College at its regular meeting Thursday night (10) here.

Speaker for the evening was Sam Abbott, of The Billboard, Hollywood. The talk followed the regular business session.

The Journalism department, headed by Ken Kitch, each year sends a field crew to various fairs in the State to handle or work with the expositions' publicity departments. Among the fairs co-operating in the program are the Southern California Exposition, Del Mar; Calaveras County Fair and Jumping Frog Jubilee, Angels Camp; Los Angeles County Fair, Pomona, and the Merced County Fair, Merced.

Abbott's talk was informal and was followed by a question-and-answer period.

## UP TO SOLONS

## Bingo Seeks 2d Approval In New York

NEW YORK—This State's bingo hot potato seems headed toward an obvious conclusion, one which would find the game legalized in 1958.

For years the game has been played at many locations, both permanent and transient, under varying local interpretations of the laws. Last year, game bill was overwhelmingly approved in the Legislature by a combination of both parties.

Now the measure has been introduced again for a second approval. If it is voted upon favorably, it will be submitted to voters as a referendum in the November election, with the possibility of being passed and effective in 1958.

The measure would set up a local option system as in New Jersey, each community voting its own decision.

## Bingo Control Is Target of Pennsy Bill

HARRISBURG, Pa.—Legislation to legalize bingo and raffles for church groups and other non-profit organizations in Pennsylvania has been introduced in the General Assembly.

It would set up a five-member Legalized Games of Chance Control Commission to supervise operations of the licensed games.

Raffles would include drawings and wheels of chance. Local municipal authorities would issue licenses at the rate of \$5 for each day's activities.

The bills were co-sponsored by Representatives Floyd K. Brenninger and Thomas H. W. Jones, Montgomery County Republicans. Representative Joseph G. Wargo (D., Lackawanna) joined as co-sponsor on the bingo bill.

Only members of the sponsoring groups could participate in the games of chance, the bills provide. These groups include veteran, charitable, educational, religious and fraternal organizations, service clubs and volunteer fire companies. Salaries could not be paid in conjunction with operations.

Bingo and other chance games are illegal in Pennsylvania at present, but State officials leave enforcement of the anti-gambling laws up to local authorities. Many county district attorneys, in conjunction with local officials, condone church bingo and raffles.

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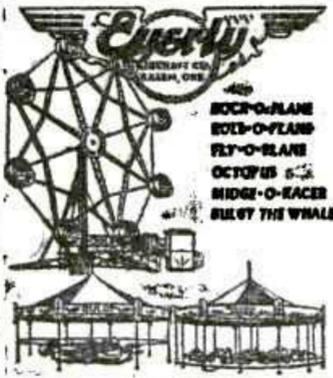
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**FAIR MEETINGS**

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 23-24. Roy E. Symons, Skowhegan, secretary.

Pennsylvania Association of County Fairs, Abraham Lincoln Hotel, Reading, January 23-25. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Kentucky Association of Fairs, Kentucky Hotel, Louisville, January 24-25. L. Doc Cassidy, Kentucky Fair and Exposition Center, Louisville 17, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 27-29. Clifford C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 27-29. Clifford D. Coover, Shelby, Mont., secretary.

New York State Association of Agricultural Fair Societies, Sheraton Ten Eyck Hotel, Albany, January 28-29. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 28-30. H. C. McClellan, Arlington, secretary.

Louisiana Association of Fairs and Festivals, Bentley Hotel, Alexandria, February 3-4. Adolph Netter, Donaldsonville, secretary.

Oklahoma Association of Fairs, Huckins Hotel, Oklahoma City, February 4-5. Vera G. McQuilkin, P.O. Box 3998, Oklahoma City, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 7-9. Bob Murdoch, East Texas Fair, 102 East Locust Street, Tyler, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, February 11-12. Leonard T. Barnes, P.O. Box 907, Little Rock, secretary.

Midwest Circuit, Continental Hotel, Kansas City, Mo., February 22. Virgil C. Miller, Kansas State Fair, Hutchinson, president.

Association of Connecticut Fairs, Berlin High School, Berlin, March 9. Joseph C. Bartlett, North Haven, Conn., secretary.

**Lang Aid Service Inks Pact With Calif. State Fair**

SACRAMENTO—Edwin Lang's Mom's Aid, baby stroller and wheel chair service, will play the California State Fair and Exposition here in August for the first time. Lang was the successful bidder for the contract with a flat \$415.

Lang has held contracts at the Arizona State Fair, State Fair of Texas, and the Los Angeles County Fair for the past several years.

**Mercedes Mends From Auto Accident Injuries**

RHINELANDER, Wis.—Joseph Mercedes, who at one time played vaudeville, parks and fairs as a mental act and for a number of years has been executive director of the Wisconsin Tourist Bureau, was reported in good condition last week in St. Mary's Hospital here after being injured Sunday (13) when struck by an automobile.

Mercedes suffered a slight fracture of the hip and bruises about the body. Doctors said the hip injury was not serious.

**L.B. Poston Named Prez**

TAMPA — L. B. Poston was named president of the Lutz Progressive Association, Inc.; sponsor of the Lutz Junior Agriculture Fair here. He succeeds J. W. Hodges.

**Demand Grows For Recreation Housing Units**

Continued from page 1

struction in these lines can be anticipated. Already there is much action in the arena-auditorium field, for example, but some observers believe that is to be shadowed by the rush that will follow a change in the voters' outlook and output.

In the interim period—when the need for schools is tapering off and the demand for recreational facilities starts to climb—the trend for combining the two is anticipated. Already there are examples, and the idea has wide possibilities.

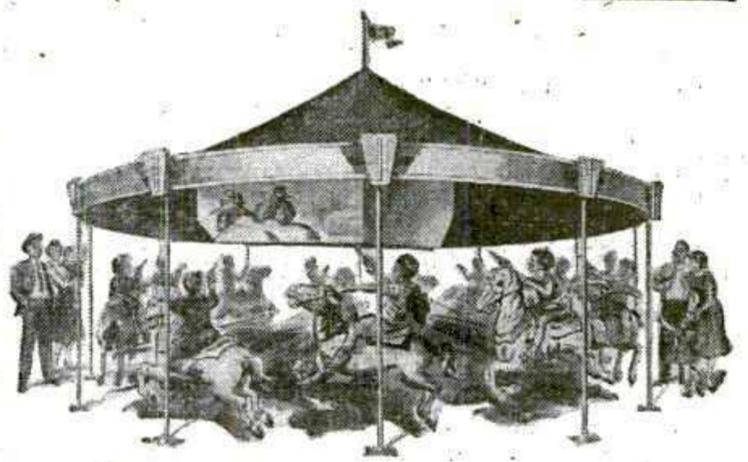
In many cases already, schools and colleges are using municipal fairground arenas for athletic events. This trend may well be expanded to provide for the use of fairgrounds buildings by schools' vocational training classes or others requiring much space. Observers note that many fairgrounds facilities are idle during the school term and could be made available easily.

When the bond-and-building boom begins, it is expected that cities will rush to put up even more new auditoriums and arenas, many of them judiciously located near schools. In Lubbock, Tex., they built a municipal auditorium-arena adjacent to the Texas Tech campus and the college is a big user of the building, setting the pace. Similarly, Centenary College and Shreveport high schools are big users of the Louisiana State Fair's coliseum and stadium.

This will be a switch from the past arrangement in which many schools and colleges built auditoriums, arenas and field houses primarily for their own use and then rented them out for shows and public entertainment events.

There are more influences in the picture than schools, of course. There is a trend in fairgrounds operation to build arenas rather than grandstand. Part of the reason is the potential for greater year-around use of an arena. Cities are increasingly competitive for what is broadly termed the convention business. They need big-capacity spots for many gatherings and expositions and they will make large investments to win crowds of visitors.

The combinations become multiple when it is seen that schools not only can be linked with arenas or fairs but also that the fair and arena fields themselves are more closely allied with each other in many localities. In a similar vein, some places, including Chicago, have worked out a co-operative plan between park boards and school systems so that they acquire land together and build adjacent facilities. A park next door saves the school the cost of a playground.



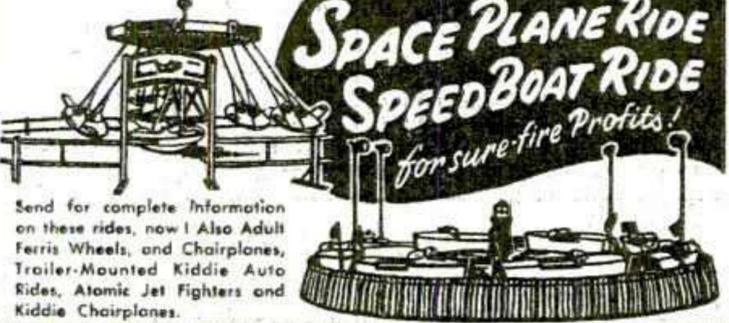
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# Weather Fails to Hurt Columbia, S. C., Turnout

COLUMBIA, S. C.—Despite highway conditions that discouraged attendance, the 28th annual meeting of the South Carolina Association of Fairs drew representatives from half of the State's events who participated in a lively and interesting confab. The meeting was held Wednesday (16) in the Hotel Jefferson.

Paul Black, president, was in the chair during the business sessions, which featured leading fair executives who discussed pertinent topics. George B. Flint, Barnes-Carruthers Theatrical Enterprises, and chaplain of the Showmen's League of America, delivered the invocation.

Laurie S. Wolfe, Orangeburg, spoke on "Why People Go to Fairs." George Hamid, Harry Cooke, James E. Strates and Flint served in a panel discussion on attractions. John Vivona, owner of Amusements of America, talked on truck shows vs. railroad shows and Strates retaliated.

### Hughes Attends

Despite a recent illness, Judge Hughes, chairman emeritus of the association and the veteran of the State, participated in an open forum discussion along with J. Cliff Brown Sr. and Col Frank Barnwell.

Black, who hails from Spartanburg, was re-elected president. J. Cliff Brown, Sumter, was named vice-president; Tom Moore Craig, Spartanburg, was re-elected secretary-treasurer.

Close to 180 turned out for the annual banquet which was enlivened by Larry Elliott's 10-piece

band and a floorshow. Acts included Pedro Morales' Miamians; Alice and Winters, dance; Jimmie Drosso, impersonations, and Arthur Dick, one-legged acrobat. Hamid emceed the show.

Attraction reps and fair suppliers on hand included Tony Vitale, Fireworks Corporation of America; Fred Herrin Jr., Paramount Fireworks Company; R. C. McCarter, Al Goodman, Starlite Shows; Issy Cetlin, Cetlin & Wilson Shows; James E. Strates, Alvin Travers, James E. Strates Shows; P. E. Reithoffer, Reithoffer Shows; Frank Bergen, World of Mirth Shows; Morris Vivona, Amusements of America; Ross Manning, Ross Manning Shows; John Marks, Marks Mile Long Midway; Rocco Masucci, Virginia Greater Shows; Harry Frames, Frames Greater Shows; Jack Royal, Marion Spillers, S & R Shows; F. E. Spain, Cold Medal Shows; Ben Wolfe, Wolfe Amusement Co.; George Hamid, George Hamid Jr., Frank Hamid, GAC-Hamid; Harry Cooke, C. E. Cooke, Cooke & Rose Agency.

George B. Flint, Barnes-Carruthers Theatrical Enterprises; Bob Conto, Kochman Thrill Show; Sam Nunis, auto races; Bernie Shapiro, Southern Poster Co.; A. Rosenberg, Triangle Poster Co.; E. B. Henderson, Regalia Manufacturing Co.; J. A. Reeves, Globe Ticket Co.; Buck Denby, legal adjuster; Vernon Franne, agent; Paul Butwin, bingo; A. B. Webb, Price Sound Co.; C. Wordell, sound systems; A. (Whitey) Beardsley, concessions; Jack Hornfeldt, concessions; John Howard-Woorm, Pepsi-Cola Co.; Joe Cory, agent; Benny Weiss, bingo.

# Calif. Fair Studies Bids On Novelties

SACRAMENTO—Contract for novelties at the California State Fair and Exposition is not expected to be awarded for at least another month with the concessions board requesting more time to study the four bids that were opened here Thursday (17).

West Coast Novelties was the highest bidder with \$15,650. Freedman Concessions offered \$15,600; Patty Treanor, \$11,000, and M. (Whitey) Monette, \$8,500.

Freedman Concessions, headed by Alex Freedman and Morry Levy, has held the contract for the last six years.

# Olney, Ill. Pacts Heth

OLNEY, Ill. — The Richland County Fair has signed Heth Shows to provide the midway attractions at its July 29-August 3 run, Phil H. Heyde, fair official, announced. This marks the first time the Heth midway will play this fair.

The fair has had a change of directors in recent years. The new officials have inaugurated a free gate during the day, which has substantially increased attendance. Bob Burns is fair president and Eroll Preston secretary.

Charlie Cheer made Christmas shows in recent weeks and is stopping over in Chicago with the Skating Coles. He'll visit friends in New York City before joining Polack Eastern at White Plains, N. Y., for the season.

# Coney Chamber Sets Memorial For Ehrmann

NEW YORK—The Coney Island Chamber of Commerce has established a Memorial Fund in honor of the late Monroe J. Ehrmann, Coney Island publicist for four decades, for the purchase of biographies of writers and journalists, as well as books on journalism and related subjects to be made available thru the school library to the students of Abraham Lincoln High School.

John G. Ward, president of the Coney Island Chamber of Commerce; Murray Handwerker, chairman of the Chamber's Monroe Ehrmann Memorial Committee, and William A. Nicholson, executive secretary of the Coney Island Chamber, were at presentation ceremonies Monday (14) at the school. Abraham H. Lass, principal, represented the school.

Rebecca Ehrmann, of 3815 Maple Avenue, Brooklyn, widow of the late publicist, was present at the ceremonies.

A plaque, engraved "In Fond Memory of Monroe J. Ehrmann for His Years of Devoted Service to the Coney Island Community," will mark the library section at the school in which shelves will be reserved for the books made available thru the Memorial.

Ehrmann's association with the Coney Island community commenced in the spring of 1908, when he started reporting Coney Island activities as a free-lance representative for several New York and Brooklyn newspapers, including The Old World, The Standard Union and The Brooklyn Citizen. In 1910 Coney Island celebrated its first Mardi Gras and newspaperman Ehrmann was enlisted by the Mardi Gras Committee as publicist for the event. He remained a Coney Island publicist from that date until his death in September, 1955.

From the time the Coney Island Chamber of Commerce was founded in 1923, until his death, Monroe Ehrmann was the official Coney Island publicity representative for the Chamber's free summer fireworks display and other special events and community activities.

# Vera Cox Named Prez At Tampa

TAMPA—Vera Cox was elected president of the Ladies' Auxiliary of the Greater Tampa Showmen's Association at regular elections held here last week.

Vice-presidents are Olive Sprague, Mary Wenzik and Egle Sedlmayr. Grace Fillingham was named secretary and Elsie Owens treasurer. New board members are Monica Baress, Sally Beldock, Kattie Burkhardt, Mary Cain, Evelyn Clain, Maxine Cyr, Jean Davis, Ann Detweiler, Esther Groscurth, Vera Harrison, Myrtle Jeter, Elsie Johnson, Bonnie Norman, Bertie Perrot, France Piercy, Joy Purvis, Nora Reinhardt, Laura Sedlmayr, Nella Mae Stokes, Ella Stophel, Flora Venner, Neve Darbritton, Jan Warren, Gertrude Weiss and Blanche Zeiman.

Esther Young, outgoing president, will be honored at a January 17 dinner at Bartke's Airport Restaurant and Lounge. A program of entertainment is planned by Olive Sprague. New club members include Josephine Allsup, Mavis Osborne, Mary Jane Diaz, Marcelyn Dalrymple, Helen Albanese and Ursula Goetz.

# Frisco Club Pays Tribute To Deceased

SAN FRANCISCO — Show Folks of America, San Francisco chapter, observed its 12th annual Memorial Services at Showmen's Rest in Olivet Memorial Park here Sunday (13), with Earl Leonard as chairman.

The weather cleared for the event, bringing out one of the largest crowds ever to attend.

Frederick L. Pyman, S. T. D., SFA chaplain, conducted the services, with the invocation being delivered by Father Francis K. McNaull Jr. Following his prayer, Carol Aaroe sang "Stranger in Galilee" and "The Lord's Prayer." The benediction was delivered by Rev. Fred Hanes, St. Francis Methodist Church pastor.

Lorraine Mannibusan was the guest vocalist, rendering "Ave Maria" in French and "Nearer My God to Thee."

Principal speaker was Sam Abbott of The Billboard, Hollywood, who officiated in this capacity for the third consecutive year. His subject was "F-A-I-T-H Spells Life."

Prior to the placing of the wreath on the monument by E. S. Fitzgerald, retiring president, and Leonard, Rev. Pyman spoke informally on "The Heritage of Show Folks."

Father McNaull delivered the closing prayer.

Roger Brown, past national president of the CFA and high-ranking Masonic leader in South Dakota, visited at Hugo, Okla., and attended Masonic activities with Kelly-Miller people. Buckles Woodcock and Fred Logan received their Master Mason Degree.

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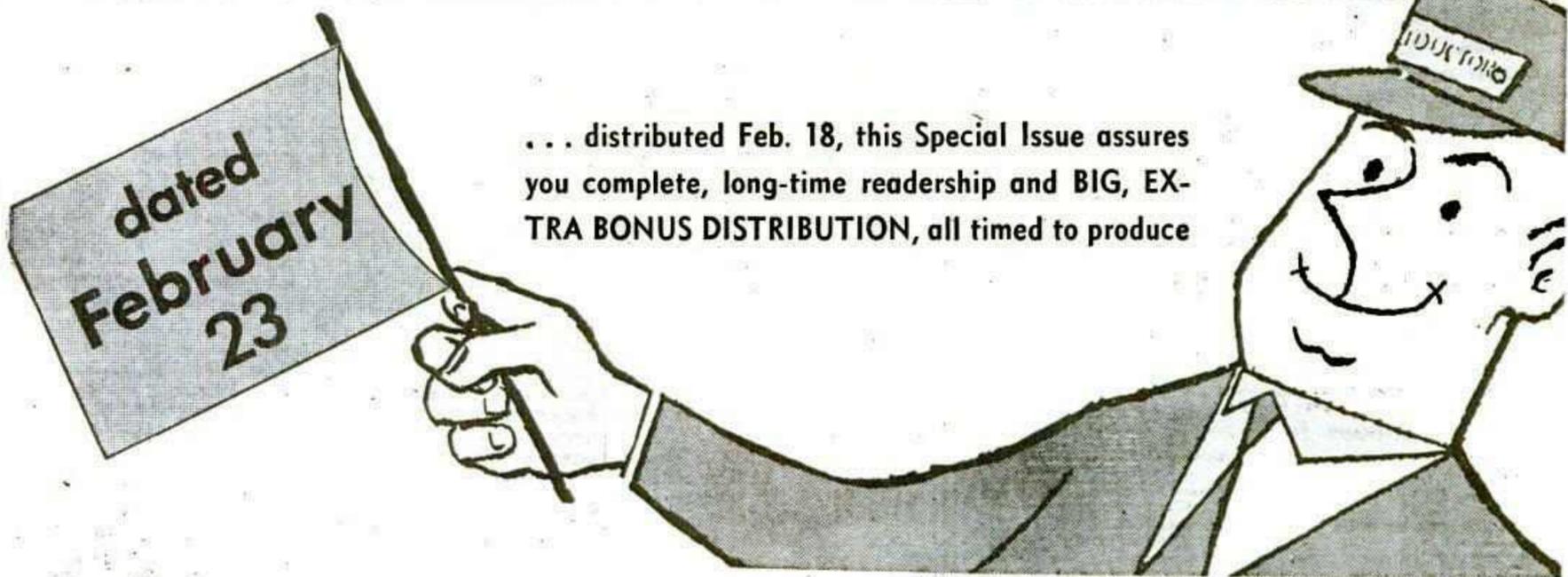
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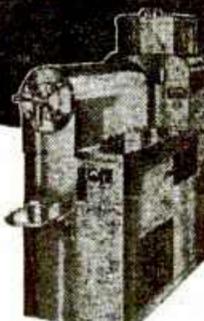
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# Civic Leaders Mulling Stamford Tourist Lure

STAMFORD, Conn.—Stamford officials are reserving decision on the question of how to develop an 80-acre municipal tract fronting on Long Island Sound. Choices are either to spend \$4,000,000 of city money to create a public park, or spend nothing and derive a percentage income from a new tourist resort proposed by designer Norman Bel Geddes.

Geddes made his proposal last summer (The Billboard, June 16) when he said he had financing available for a major attraction on the property. Some \$1,000,000 has been pledged as a starter on the work, it is understood, and it is still accessible for the project.

The city ordered a survey on the possibility of creating its own park and the \$1,000,000 nut was part of the report.

### Good Access

Location of the acreage is close to the New England Thruway and Merritt Parkway, assuring any attraction of the multi-million potential audience of the New York metropolitan area and Southern New England.

Geddes has in mind a 40-year lease, it is understood, at the end of which time all buildings, attractions and improvements would revert to the City of Stamford. Until then, operators would pay the city an annual percentage of the gross for the use of the property.

The attraction, which cannot be described at this stage since it is unbuilt and contains numerous

copyable features, will be attractive to a wide age group.

Geddes has designed many notable units, including the General Motors Futurama at the New York World's Fair; the initial Macy's Thanksgiving Day parade in New York, more than 260 stage productions and industrial units.

# Kathy Glosser Installed By Miami Fems

MIAMI—Over 400 showfolk and guests turned out for the installation of Kathylene Glosser as president of the Ladies' Auxiliary of the Miami Showmen's Association here Friday (11). The event was held at the Biscayne Terrace Hotel Starlight Roof.

Also taking office were Frances Deemer, Rosita Dell and Katherine Leisure, first, second and third vice-presidents respectively; Lois Weiss, treasurer; Hilda Roman, secretary, and Rhea Carson, corresponding secretary.

The new board included Betty Endy, Leona Parker, Raynell Golden, Louise Endy, Hilda Roman, Martha Weiss, Dolly Young, Mae Levine, Ruth Schreiber, Sidney Thomas, Ada Cowan, Agnes Grosso, Estelle Tarbes Bell, Nancey Whiteside, Ella Dodson, Helen Eule, Peggy Heiman, Onalee Jones, Lola Kochenour, Myrtle Duncan, Zella Travers, Annalee Wilkins, Evelyn Taylor, Irene Moore, Ann Tara, Dorothy Miller Cohn, Ellen Coleman, Julia Sarama, Dora Pierson, Ann Whitehead, Pearl Ridings, Mollie Straus, Lillian Sylvester, Charlotte Martin, Marie Vivona, Judith Solomon and Lillian Reilly.

Elsa Bryant handled the chaplain's duties; Babs Geffen was fessce; Ann Harris, installing officer; Nancey Whiteside, flower bearer; Irene Moore, Jean Lampell, Marie Vivona, Catherine Curry, Eleanor Miller, Margie Layne and Myrtle Duncan, pages; Peggy Heiman, Agnes Anderson, Virginia Feldman, Rita Buzzella, Ella Dodson and Onalee Jones were hostesses and Mama Levine was guest of honor.

Evelyn Taylor and Glendora Daniels presided at the candle lighting, while Dorothy Cohn and Ann Demoga were cake bearers. Charlotte Martin and Peggy Minden handled the door. Gold card awards were presented Lillian Reilly, Lillian Sylvester, Stephanie Travers, Eleanor Miller, Marie Vivona and Barbara Stoeffle. Those receiving plaques were Dorothy Cohn, Ellen Coleman, Mollie Straus, Ruth Schreiber, Agnes Grosso, Rosita Dell Grosso, Marie Vivona, Julia Sarama, Eleanor Miller, Onalee Jones, Kathylene Glosser, Ann Tara, Dora Pierson, Nancey Whiteside, Estelle Tarbes Bell, Mary Stevens, Sidney Thomas and Charlotte Martin.

Scroll awards were presented Virginia Feldman, Katherine Leisure, Sue Walters, Glendora Daniels, Katherine Marchiano, Rose Cornett, Kay Shullock, Pearl Ridings, Helen Eule, Myrtle Duncan, Ella Dodson, Florence Ross, Lee Cook and Florence Yancey.

Installation arrangements were handled by Lola Kochenour, May Nelson and Hilda Roman.

### Schackelford Re-Elected

LETHBRIDGE, Alta. — A. W. Shackelford has been elected to his 11th consecutive term as president of the Lethbridge and District Exhibition board. Vice-presidents are Mel Fengstad and

## ARENAS & AUDITORIUMS

# 'Holiday' Shows Add Spice to Ice Routes

By TOM PARKINSON

"HOLIDAY ON ICE," which has done the unusual and some trailblazing before, is at it again. In the coming weeks it is going to add spice to the sometimes prosaic routing of ice shows.

First comes a one-day stand. It has been virtually unheard of for an icer to play this minimum time. Yet Holiday's "Ice Vogues" is going into the Cincinnati Garden for Saturday (19) only. In the memory of business manager Al Grant, the only other one-day icer stand was when this show played this date a year ago.

It is a pre-sold two-performance deal at a flat fee to Procter & Gamble for the soap company's employees. Morning and afternoon performances are scheduled, so the show was hung on the previous day. Since the Garden has its own ice, problems of portable rinks are cut. There were two days for the move from Youngstown's High School Fieldhouse and two more for moving to Greenville (S. C.) Textile Hall.

THEN "HOLIDAY ON ICE OF 1957" will follow its sister show into the Garden for an eight-day public run starting February 26.

This will be the first Cincinnati appearance of "Holiday" and it succeeds the discontinued "Hollywood Ice Revue" in the date. Since the show hasn't played there before, the Procter & Gamble showing of the '56 edition will be as new there as the '57 "Holiday." Management feels there will be a minimum of conflict between its two units since the first in is for a restricted audience.

Earlier, "Holiday on Ice of 1957" will be playing Milwaukee Arena. Milwaukee is a sort of home-coming stand for the show. This time it is also a lone coming. For while Milwaukee in the past has been one of the most frequented ice show stands, this time "Holiday" has the town to itself. It's another former "Hollywood Ice Revue" stop, and that show is out of the running. More, it is a regular on the "Ice Follies" tour, but this year a conflict in dates eliminated that stand.

MILWAUKEE HAS SUPPORTED all its ice shows well in the past. "Holiday on Ice" reports a very strong advance sale at this juncture. And trade observers will be watching closely to see what happens when one show plays where three have been before.

Another departure in the "Holiday" route is its newly contracted engagement in Havana, Cuba, for the 1956 edition or "Ice Vogues." The island showing is being resumed after about six years. This time it will be an outdoor date, using the Havana ball park, under the auspices of Mr. Angel Vasquez, president of the baseball club. The previous booking was at the indoor Sports Palace.

Movement to Cuba is uncomplicated. A car ferry from West Palm Beach will carry the freight car with the ice floor and the show's three baggage cars to Havana. Personnel will fly over. This is the same procedure as that used by circuses which play the Sports Palace.

# Phoenix Club Nominates Two 1957 Tickets

PHOENIX, Ariz.—Two slates of officers have been nominated for the top positions in the Arizona Showmen's Association here.

The regular ticket has Harry Lucas as president; Charles Cooper, first vice-president; Jack Terrell, second vice-president; Jack Poster, third vice-president; Don Hanna, treasurer, and Earl Salter, secretary. These nominees were selected by the nominating committee, which included M. R. Freeman, P. W. Siebrand, Melvin Gallimore and W. J. Siebrand.

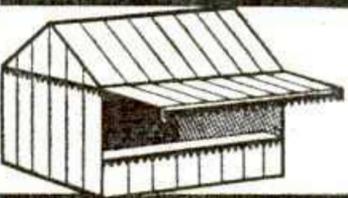
The opposition includes Sammy Steffens, president; Harry L. Gordon, first vice-president; Ann Horstman, second vice-president; Dolores Gordon, third vice-president; Don Hanna, secretary, and Earl Salter, secretary. In accordance with club bylaws, action will be taken within two weeks.

It was announced that the banquet and ball was a financial as well as a social success. Sick list included Harry Clark, Frank Sciba, Vincent P. Seedy and M. M. Buckley.

Sam (Insurance) Solomon is a new member. Art and Dolly Frazier visited the clubrooms. Bertha Hough came in from Long Beach, Calif., to visit Rose Merrow. Louis Wald headed for Los Angeles.

Charles Bryant, Rodeo contract for the 1957 exhibition was awarded to Zumalt and Lake, of Missoula, Mont., who have staged the event in Lethbridge for the past two years.

**ANCHOR**



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# THE FINAL CURTAIN

**CLINTON—Herbert (Bert),** 65, former parallel bar performer of Gibsonton, Fla., who in recent years toured on the Sterling Crown, William T. Collins and Gem City shows with his daughter, Katy Robertson, concessionaire, January 10 in Tampa of burns received in a trailer fire. He is also survived by a step-daughter, Amby Herbert, and a brother, William. Military services January 12 and burial in Woodlawn Cemetery, Tampa.

**CUNNINGHAM—Mrs. Hannah,** 73, mother of Myrtle McSpadden, co-owner of Lone Star Shows, January 9 in Seattle following a long illness. Survivors, in addition to her daughter, include a grandson, Richard McSpadden; a granddaughter, Vera Broadbent; a great-granddaughter, Beverly Broadbent, and a sister, Caroline Peterson.

**CURYEA—Mrs. Betty Jean,** 37, daughter of the late Ralph T. Hemphill, general manager of the State Fair of Oklahoma, Oklahoma City, for 33 years.

## MARRIAGES

**HAMILTON-RUNGE—**Kellis Hamilton, associated with Rod Ling on the World of Pleasure Shows, and Nina (Pat) Runge, connected with a girl show on the same organization, October 30 in Davenport, Ia., it has just been learned.

## BIRTHS

**CARROLL—**A son, James, recently to James and Lorna Carroll. For the past two seasons father was an Octopus foreman on the United States Shows and mother worked as a ticket seller on the same show.

**DRAPER—**A daughter, January 8 in Tulsa, Okla., to Mr. and Mrs. Bill Draper. Father was a rider last season with Del Crouch's Motor-drome on the Olson Shows.

**PEASE—**A daughter, Lucille Diane, December 26 to Mr. and Mrs. Lou Pease. Father operates back-end shows on Bee's Old Reliable Shows.

**SCRUGGS—**A son, Robert Ford, January 8 in Tampa to Mr. and Mrs. Troy Scurggs, members of the Royal American Shows.

**SLAYTON—**A daughter, Stephanie Lauren, to Richard and Carmen Slayton, December 26, at Sarasota, Fla. Father is equestrian director, and mother is performer with circuses.

**SPAETH—**A son, recently in Council Bluffs, Ia., to Mr. and Mrs. D. Spaeth. Mrs. Spaeth is the former Jeanie Kriel, of the Kriel family of circus acts.

## DIVORCES

**SHEPHERD—**Betty Ruth Shepherd from Roy Shepherd, ride superintendent on the Crafts Shows, recently.

**MORGAN—Louis J.,** 68, former dramatic actor with his own show on the Stair & Havlin Circuit, and subsequently a booking agent with the William Morris Agency, Chicago, in Los Angeles December 20. Surviving are his widow, Adele, and two daughters.

and wife of Hal Curyea, superintendent of fairgrounds, January 16 in St. Anthony Hospital, Oklahoma City, after a lengthy illness.

**GALLO—Frank,** former concessionaire and for the past 20 years operator of an artificial flower company in St. Louis, January 16 in that city. Burial January 21.

**SANDERS—Pearl F.,** 49, wife of William B. Sanders, owner of American Tent Corporation, Norfolk, Va., recently in Norfolk. She was active in church, social and charity work. Survivors include her husband; two sons, William B. Jr. and John; a daughter, Mrs. Thomas Brown, and four grandchildren.

**SIGNOR—Art,** veteran carnival concessionaire, January 15 in Muskogee, Okla. (See Carnivals for details).

**TREFES—Harry,** 70, active at Misquamicut Beach, R. I., since 1913, December 12 in Westerly (R. I.) Hospital. He owned the Roller-drome at Groton, Conn.; the Atlantic Beach Casino at Misquamicut, and for 21 years ran an amusement park in the Atlantic Beach section of Misquamicut.

# Walton, N. Y., Fair to Be Sewage Site

WALTON, N. Y.—Stockholders of Delaware Valley Agriculture Society have voted to sell the fairgrounds to New York City for ultimate use as a sewage plant.

The move would mean the end of the century-old fair unless provision is made for its continuation. Stockholders moved to sell the property for "not less than \$25,000."

Walton was chosen as site for a sewage plant for the Cannonsville Dam and Reservoir, yet to be built, which will approach the village limits. Until the plant is built, New York City officials have said, there is no objection to continuation of the fair at the site.

# Hopkinton, N. H., Elects Kimball

HOPKINTON, N. H.—Frank M. Kimball has been elected president of the Contoocook Valley Fair Association which operates Hopkinton Fair here. Dates this year are August 30-September 2.

George C. Ciley Jr. was chosen vice-president, and Charles A. Jones, secretary, with Winston L. Sprague added to the board of directors. Re-elected directors were Robert Farnum, Robert Russell, Bayard Pope, William Clough Jr., William E. Phelps and Harry L. Holmes.

# Barton, Vt., Okay Despite Weather

BARTON, Vt.—Orleans County Fair here closed the books on its '56 run with a profit despite two days of inclement weather, Donald A. Thurston, president, announced.

Thurston said the Victor Amusement Company would again provide the midway attractions at this year's fair, set for August 14-18. The fair board has been reorganized, capitalization increased and bylaws revised.

# Margery Brown Succeeds Davis At Corpus Arena

CORPUS CHRISTI, Tex.—Thomas G. Davis will resign as manager of the Memorial Coliseum and Exposition Hall in Corpus Christi, it was announced by City Manager Russell McClure. The resignation becomes effective on February 15.

McClure also announced that Margery Brown will become manager. She has served as booking and promotion supervisor since the opening of the Coliseum in 1954.

The city manager commended Davis for his administration. Prior to coming with the city, Davis was accountant for the city of Uvalde, a theater manager and manager of the Del Mar College Auditorium. He has served several years as executive secretary of the Corpus Christi Symphony.

# Homestead, Fla., Revival Sets February 1 Bow

HOMESTEAD, Fla.—Hopes are high for the first South Florida State Fair, which starts a 10-day run February 1. Located 18 miles from Miami on U. S. 1 and offering almost unlimited parking, the event's run will feature a number of special events.

National coverage has been achieved for the "Queen for a Day" program of Jack Bailey. She will be picked up on January 21, flown into Homestead, and will cut the opening ribbon on February 1. Publicist Milton M. Warsaw has also arranged for an all-services military parade.

Hopes are for an annual edition of the fair, of which Joseph Behoff is managing director. The fair committee comprises Judge Sylvester P. Adair, Mrs. Faye Bogner, Milton Fisher, Frank Hausman, Edward M. Ghezzi, Al Koch, A. E. White and James Mort.

Amusements of America, the Vivona family show, will occupy the midway, and a grandstand-type show will feature 12 acts, including the Flying Zucchini and the Miss Victory cannon act. More than \$180,000 worth of commercial space has reportedly been sold, and independent midway space has been going fast. Bill Sanders, of American Tent & Awning Company, Norfolk, is erecting some 60,000 square feet of tents to house cattle and farm exhibits.

Kiddie days will feature giveaways of autos, ponies, bicycles, etc. There will also be a Negro Day, Farmers' Day, Air Force Day (a major air installation is nearby), Armed Forces Day and a Miss South Florida beauty contest.

During the event a jamboree will be held for the Miami Showmen's Association, to which Warsaw and Behoff belong and of which John Vivona is a vice-president.

# Cookeville, Tenn. Gets New Grounds

COOKEVILLE, Tenn.—A 40-acre site between the Sparta Highway and Bunker Hill Road will be purchased for a new Putnam County Fairground. Bonds were voted in the amount of \$50,000 by the quarterly court last week to pay for the land and start construction of buildings.

Officials said the present fairgrounds will be sold and the money derived from the sale will be used for additional buildings at the new site.

# DOWNTOWN OR CARLIN'S

# Offer New \$6 Mil Balto. Arena Site

BALTIMORE — An alternate site has been submitted to Mayor D'Allesandro for the Civic Center planned for this city. The mayor last fall stated that the site of Carlin's Park was best for the \$6,000,000 project. Downtown factions disagreed and he gave them until January 15 to suggest an alternate (The Billboard, September 22, November 17).

The committee for downtown hired Dr. Pietro Belluschi, of the Massachusetts Institute of Technology, in conjunction with the planning council of the Greater Baltimore Committee.

Dr. Belluschi's surprise announcement is that the best spot for the project is at the city's inner harbor. It would project from Sam Smith parking lot, across South Calvert Street, and into the harbor, which would be partly filled.

The intent is to erect a large arena and exhibit hall for all-purpose, year-around use. While the downtown boosters disagreed on the suburban Carlin's site, they had not envisioned building over the harbor. The report had been cloistered from all questioners by the MIT professor and his staff, and was not revealed until last weekend.

### Voters Give Okay

The Maryland Port Authority immediately supported the new proposal, which was handed to the Civic Center Commission. Most civic officials also came out for it as being convenient to all facilities. The \$6,000,000 bond issue was approved, 105,253-54,078, at the polls in November, although the wording left out the location.

## Carnival Routes

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Leeright Midway: Tucson, Ariz.  
Scott, Turner Rides: Daytona Beach, Fla., 21-Feb. 9.  
Shop-O-Rama: Yuma, Ariz.  
Sugar State: Kraemer, La.

## Circus Routes

Davenport, Orrin: Grand Rapids, Mich., 22-26; Detroit, Feb. 4-17.

## Ice Shows

Holiday on Ice of 1957: Milwaukee, Wis., 22-27; Louisville, Ky., 29-Feb. 6.  
Ice Capades, 18th Edition: Seattle, Wash., 22-27; Victoria, B. C., 29-Feb. 2; Vancouver 4-9.  
Ice Capades, 17th Edition: Providence, R. I., 22-23; New Haven, Conn., 24-30; Washington, D. C., 31-Feb. 13.  
Ice Vogues of 1957: Greenville, S. C., 22-26; Asheville, N. C., 27-30; Spartanburg, S. C., 31-Feb. 2; Macon, Ga., 3-7.  
Shipstade & Johnson's Ice Follies of 1957: New York, 22-27; Toronto, Ont., 28-Feb. 1; Montreal, Que., 2-10.

## Miscellaneous

Burke's Wild Cargo: (Pair) West Palm Beach, Fla., 22-26.  
Hitler's Personal Auto: Brownwood, Tex., 22.

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It is believed that the downtown construction would check a continuing slide of property values and be instrumental in attracting a \$19,000,000 federal office building and \$18,000,000 Hilton hotel.

A 10,000-seat arena would be part of the development, and it would have facilities also for 3,000 extra portable seats.

Carlin's has ceased to be a full-scale park with the disposition of its rides and the loss to fire of its ice rink. William J. Fischer is president of the corporation, which will continue in the amusement business once a final determination of the civic center issue is made. The park was originated in 1919 as a dance hall, operated by John J. Carlin Sr.



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## 15 Weeks Detailed for Ringling; Heads Named; Press, Music Open

NEW YORK—A 15-week route for the Ringling circus was outlined Friday (18) by Art Concello, executive director, and several departmental personnel were named as general plans for the show were discussed.

Concello's discussion brought out the fact that some details of the Ringling plan have been changed and that other facets remain the same as he outlined earlier this winter.

He revealed that some changes and additions in the route have been made since November, and the plans he outlined indicated the show might make considerably fewer stands in the year than originally anticipated.

He also reported: The opening will be April 3 in Madison Square Garden, and the first half of the season will end, probably July 15, with an open air date in Philadelphia. Ball park dates will account for the final three weeks in the summer route, after which the show will hibernate for a couple of weeks before hitting a few major fairs in the fall.

Concello was in town for the signing of a contract with the American Guild of Variety Artists, covering all performing personnel.

As planned, the 300-odd performers this year will be supplemented by "not more than 100"

roustabouts and other hands, due to elimination of big-payroll departments such as seating, canvas, tickets and dining hall. Concello said the contracted route of arenas, for one-week stands, would drive the weekly nut down to a third of what it was last year.

### 500 Less Personnel

Concello said it cost as much as \$175,000 a week to run the outfit in 1956 and that the planned economical operation might chop this to below \$60,000. Major savings are the trimming of hundreds of personnel, and the total elimina-

tion of the show train and costly departments. As many as 500 men less than was required when the show played under canvas will be used this year.

Number one man under the executive director will be Harold (Tuffy) Genders, manager. Harry Dube, New York representative and program publisher, will procure the dates. Eddie Billetti will return to the road as superintendent. Lloyd Morgan will handle transportation and Bill Reynolds will handle the show's relationship

(Continued on page 109)

## Polack Unit Signs Acts, Special Dates

Eastern Show to Play Marine Base, Calgary Stampede, Atlantic City

CHICAGO—Eastern unit of Polack Bros.' Circus will play new engagements for the Marine Corps, the Atlantic City Shrine and the Calgary Stampede, it was revealed last week by Sam Polack, general agent.

The show opens February 22 with its annual sellout date at White Plains, N. Y. For March 1-2 it will be at the U. S. Marine base, Camp Lejeune, N. C., under auspices of the Marine special services and appearing in the Marines' new Coliseum there.

Polack said that the show will be at the New Jersey State Armory, Atlantic City, under auspices of the Atlantic City Shrine Club, in April. The club hasn't had a circus in the past.

The circus will be in the Coliseum at Calgary, Alta., July 10-13, the final four days of the fair's six-day run. This also is an outright sale, Polack stated.

Other special additions to the show's route also are brewing, Polack said.

### Acts Contracted

Names of acts which have been contracted by the circus were announced. They will include:

George Hanneford Family, riding; Capt. Eddie Kuhn's Wild Animals; Ethel Jenner, seal act; Polack Bros.' Elephants (3); Zavatva Dogs; Princess Tatjana, single trapeze act, with an entry on a white horse; the Frielani Troupe (6), cycling; the Mandarins, Oriental act.

## Gosh Booking South; Plays Miss. Stands

GREENWOOD, Miss.—All-American Indoor Circus has been contracted for a string of 16 towns in Kentucky, 14 towns in West Virginia, and 6 spots in Virginia. Manager Byron Gosh said his show now is playing a route of 14 locations in Mississippi.

With the show are Captain Guy Leslie and his seals; Minnie Rooney's Dogs; Joe and Martha Smiga; Clarence, Man About Town, clown; the DeKohls, juggling and bag punching; Carol Wisenent Family, balancing and contortion.

Rolling stock includes four trucks, five house trailers and six automobiles. Plans call for making dates in ballparks and stadiums this spring.

Joannides, juggling on the wire; Four Flying Thrillers; Aerial Voices, bars; aerial ballet; the Rudis, double trapeze and break-away; the Victorias, perch; Vanda and Johnny; Irma and Rio, and Great Giovanni.

The El Kigordo wild animal act will appear at the White Plains, Camp Lejeune, and Lansing, Mich., stands, since the Kuhn act has prior commitments until then.

## Maley, Pal Mull New One

MACON, Ga.—Lawrence Higgins, New Jersey stock broker and circus fan, has been in consultation here with Arnold Maley for several days relative to plans for framing a new show. The two left for Sarasota, Fla., to look over some circus equipment and indicated a definite decision and announcement would be made soon.

## Ayres Davies, Joe Applegate Sign on Hagen

OKLAHOMA CITY—Hagen Bros.' Circus this summer will have two new staff members who were named last week by Bob Couls, manager.

One is Ayres Davies, who will be superintendent. Davies formerly had his own show and at various times he has been with such other shows as Vandenburg Bros., James M. Cole Circus and Kelly-Morris. He has been off the road for the past few years, during which time he was with a construction firm in Florida.

The other is Joe Applegate, who will be boss canvasman. Applegate was with the Beatty circus in the same capacity until it closed early last year. He has been with circuses for about a half century.

## Beatty Arrives At Quarters; Show Readying

DE LAND, Fla.—Clyde Beatty has arrived at winter quarters of the Clyde Beatty Circus and is now daily rehearsing his animal act. He is breaking two new animals.

The elephants, ponies and Liberty horses are also being rehearsed preparatory to leaving January 29 for the Detroit Shrine Circus. After two weeks in Detroit they will go on to Cleveland. These animals will travel in two baggage cars.

Frank McClosky, general manager, and Walter Kernan, manager, are back at quarters after extensive travels. They announced that the U. S. Tent and Awning Company is now building a new top, which will be a 140-foot top with three 50-foot middle pieces. New seats are also being built at quarters.

Floyd King, general agent and promotional manager, has returned to quarters after a trip to Washington and the East. Bill Petty, auditor, has returned from a vacation in California.

A force of 60 is now at work here. King said that eight promotional crews are already at work at various April show dates, including Charleston, S. C.; Columbia, S. C.; Rock Hill, S. C.; Albermarle, N. C.; Burlington, N. C.; Lynchburg, Va., and South Boston, Va.

## Bamford, Golub Take Wild West Into Far East

SAN FRANCISCO—Stock of the Bob Steele All-American Wild West Show and Rodeo left here by ship Monday (14) for at least eight weeks in the Orient under the direction of A. V. Bamford and Harry Golub. The show opens in Manila February 1 for ten days for Encore Productions.

Both Bamford and Golub flew to Manila and will accompany the rodeo on its route that will include Singapore, Cambodia, and probably dates in Japan. Eight weeks have been booked with at least four more expected to be negotiated.

Among those with the show are Polly Burson, Janie Stutz, Red Russell, Chief Black Hawk and Bill Hammond. Personnel will fly in a chartered plane from Los Angeles, arriving in Manila two days before the scheduled opening.

The stock was shipped by Pacific Far East Lines, Inc., with Jerry Booker handling the assignment. About 40 head of stock, Golub said, were shipped, with 14 Brahama bulls and eight saddle horses already in the Philippines to be used.

In Manila the event will open the new bullring with a seating capacity of 15,000.

## Press Service Offered Shows

SPRINGFIELD, Mo.—Leon Frederick announces that he is opening a service to supply press material for circuses.

His plan is to mail publicity releases, supply photos and mats, and distribute other press matter to both newspapers and broadcasters on a subscribing show's route.

## RINGLING, UNION SIGN CONTRACT

Dues Check-Off, Medical Coverage Provided as Concello, AGVA Agree

NEW YORK—The Ringling show Friday (18) signed a contract with the American Guild of Variety Artists covering all performing personnel. Both AGVA and the Teamsters' Union picketed the Big Show thruout its ill-fated 1956 season, charging it with refusal to negotiate.

The signing took place at the AGVA offices here, and was attended by three Ringling representatives and two union leaders. They were Art Concello, Ringling executive director; Harry Dube, New York representative; Frederick Allen, circus attorney; Jackie Bright, AGVA administrative secretary, and union counsel Harold F. Berg.

The signing served to formalize agreements reached weeks ago by Concello and Bright. Concello said in November that he and the AGVA had reached an accord and that he anticipated working smoothly with the union. During his previous administrations of the circus, Concello usually had some sort of working agreement with the union, altho there wasn't always a contract.

### Per Diem Payments

Details of established wage scales were not disclosed, but both parties said pay would not vary much, if at all, from past years. Due to the changing nature of the circus operation, however, pay this year will include a sum, possibly around \$30, for food, since there will be no cookhouse carried on the show.

There is to be a checkoff system for dues this season, and the show will contribute \$3.50 per person, weekly, into the AGVA welfare fund. Dues will be \$36 a year,

payable in two sums of \$18.

### Union Drivers

There was no representative present from the Teamsters' Union. It was brought out that the show will carry its own union drivers, and an agreement has been worked out with that union. Trucks are to be carried on flatcars and the drivers and other personnel will travel with the show on regularly scheduled trains.

### Formal Notification

Bright said he has notified AFL-CIO President George Meany and all unions that differences between the circus and AGVA have been resolved, and urging support of the show in 1957.

The contract is not a one-year deal, it was emphasized, but is a permanent agreement, with each party having the right to terminate it after the end of any season. Sixty days' notice of such intent must be given, after the closing date of the season.

In addition to specifying wages, the contract guarantees a performer with dispensation up to 150 weeks, at \$50 per week, if injury is suffered either on or off the job, as long as the contract is in force. There is a \$1,000 medical policy and a \$7,500 death payment, plus \$500 death contribution from AGVA.

## Cristiani Books Macon

MACON, Ga.—Cristiani Bros. Circus will play Macon under auspices on Saturday, April 3. Final agreement was made last week and Charles Underwood opened the advance sale office Thursday (17) with a telephone staff consisting largely of Macon women.

## Ringling Date In the Works For Toronto

NEW YORK—Details for a presentation of the Ringling Bros. and Barnum & Bailey Circus at the Canadian National Exhibition are nearly completed, it is learned.

The show would play one week at the annual Toronto event, the first week, when schools are closed and the children's market can be exploited. A big-name attraction and other elements would comprise the second week's CNS grandstand show.

Negotiations have been carried on between Harry Dube, for the circus, and Jack Arthur and Hiram McCallum, for the fair.

## Gil Gray Buys Land, Builds New Quarters

DALLAS—Gil Gray Circus has set up winter quarters on a one-acre site on South St. Augustine Road here and is building a permanent building to house the show.

Max Craig, superintendent, is in charge at quarters. The show's six elephants, horses, ponies, trained camels and lion act will be housed in the new building. Joe Horwath, Johnny Herriott and other members of the show have arrived. Bill Moore, formerly with the Beatty show as agent, was a recent visitor at the quarters.

# Orrin Davenport Opens Tour; Gets Saginaw Crowds in Cold

SAGINAW, Mich. — Despite zero-degree weather on Sunday (13), the Orrin Davenport Circus chalked up two capacity houses on opening day here. The stand is under Shrine auspices. The show also drew full afternoon houses on Monday and Tuesday plus capacity on Tuesday night. Monday night sleet and wind held business to a half house.

Performances were going smoothly, altho the Keller animal act was out. Equipment and cats being shipped from Hawaii arrived in San Francisco on Saturday (12) and were expected to join by Wednesday.

Promotion here was handled by Ralph Rubenstein and was ahead of last year's. Block ticket sales were at a new high; program had several more pages. Nick Carter's concessions also were running ahead of last year's business.

Acts include Julian's Dogs, Helen Haag's Chimps, Zoppe-Zavattas, Geraldos, Miss Mara, Grace McIntosh, the Kovacs, Damm Brothers, the Gutis, Dick Lewis, the Reberetes, Cole Bros., Elephants, Otto Griebing, Karl Marx, Sherman Brothers, Ernie (Blinko) Burch, Butch Francisco and Jimmy Davidson. John Toy was unable to make this date because of illness but is contracted for the season.

# Acts in Paris Deluged With Holiday Work

PARIS — There was such an extraordinary amount of circus fare in Paris during the holiday weeks that it is difficult to come up with a comprehensive account of it. One estimate of the number of performers and trained animals taking part in the five big circuses that were under way was 500 artists and 500 animals.

Biggest and most spectacular show was the "Grand Circus '57," presented in the Palais des Sports by Hubert de Malafosse, who also supervised the booking and administration of the show, which took place in three rings, two platforms and on a hippodrome. Jerome Medrano, of Cirque Medrano, produced the show; Cho Ta Chen Courtault was ringmaster, and M. Muscat fronted the band.

An overwhelming number of big animal acts were used, including Liberty horses, ponies and bare-back riders from Circus Williams and Circus Althoff, of Germany, and zebras from Cirque Amar, of France. There were about 40 elephants from Cirque Amar, Billy Smart's Circus (England) and Circus Williams (Germany). Featured horse and elephant men were Fred Petoletti, Jacob and Addi Enders, Billy Smart Jr., Claud and Guenther Geber. Other animal acts were Willy Hagenbeck's (Germany) mixed group, and the sealions of Captain Fleining (England), King (Denmark) and Althoff (Germany).

Aerial acts included the flying trapeze acts of the Osades, Sylvests and Codreanos; balancing on trapeze by Elizabeth and Charles, and Lothar, and the Nocks, sway-poles. Perch acts were the Tinos, Lynd and Constant, Molly Moren and Company, and the Minivers. Novelty and juggling acts were the Reverhos (on wire), Burton and Son (ladders), Three Berardys, Kach Maht, Four Aicardis, Toly Beir, and Three Novaks.

Clown alley featured 12 English clowns, including Coco, Sascha and Company, and the Spanish group, the eight Rudi Llatas. A fine Christmas spec was enhanced by the remarkable boy's choir, "Les Petits Chanteurs a la Croix de Bois" (Little Singers of the Wooden Cross) appear as musical background.

# CFA Sets Dates For Convention In Hollywood

HOLLYWOOD — The 26th annual convention of the Circus Fans Association will be here June 12-14, it was announced by Harry Chipman, convention chairman.

Headquarters for the CFA will be at the Hollywood Roosevelt Hotel. Chipman, former circus advance agent, is a member of the Los Angeles group of fans who earlier had invited the national association to meet there.

Louisville Courier-Journal for January 6 carried a cover picture and inside feature about W. S. Berger, Fort Mitchell, Ky., ventriloquist, who has an elaborate library about vent and a collection of dummies used by many performers. The article mentions Jay Jaxon, the Great Lester, Stanley Burns, Fred Ketch, Phil O'Rey, Al Robinson, Max Terhune, Jay Marshall and other vent practitioners.

# Havana Indoor Show Held Over; Business Climbs in Final Days

SARASOTA, Fla. — The King of the American Circuses was held over a second week at Havana, Cuba, and scored good business then to make up for weak takes earlier. Jack Leontini, who was director of the show, returned last week to Florida.

He said that Cuban officials of the show arranged for block ticket sales at afternoon performances and that most sales were to government bureaus and departments.

Thus there were seven full houses, one of them a turnaway.

Unrest in the country continued in Havana. On the day the show gave a street parade, a "Molotov Cocktail" was thrown into a shop in the business area. After another incident linked with an attempted revolt, soldiers set up road blocks to investigate traffic, and among those stopped were Jack Joyce and Pat Anthony.

Other circuses which played Havana were Santos & Artigas, Loyal Repensky and Caby-Fofa-Miliki. Each moved to a route of interior towns after the holiday season in Havana.

## UNDER THE MARQUEE

Atayde Bros. Circus, of Mexico City, has bought six young lions in the United States to replace four which were shot while escaping from an overturned burning trailer recently. Injured in the accident were Don Castilio and Captain Ismail, trainer. Additions to the show are two new trucks and trailers, water pump and tank and 500 feet of hose to handle the needs of Spiller's Seals. The show's Club Ensalada gave a dance and party for the membership recently.

Redd and Janie Russell, California trick riders and ropers, leave this month for a 10-week tour of China, Japan, the Philippines and Hawaii with the All-American Rodeo Company. Upon their return they will work U. S. rodeos. . . . Miss Lona and Her Pets are back at Gibsonton, Fla., after a successful route of Christmas shows and club dates around Chicago, booked thru the Kurt Oranto Agency. The act will also play Florida State Fair, Tampa, January 29-February 9, set by the Barnes-Carruthers office thru the Oranto Agency.

The D. R. Millers and the Ray McMillans, of the Kelly-Miller show, are touring California and Mexico on a combination business and pleasure trip. . . . Herb Walters, Floyd Hill and Charles Rex, all of the George W. Cole Circus, visited in Hugo, Okla., last week.

Clown Bill Bentlage scored a major publicity mark when the St. Louis Post-Dispatch used a series of full color photos of him with and without make-up for the cover of their Pictures roto section on January 13. He writes that he will make his 20th consecutive year with the St. Louis Police Circus this spring.

George J. Keller's wild animal act was out of the Orrin Davenport opening at Saginaw, Mich., because his cats had not arrived from Honolulu. Keller said it was the first date he has missed and that slipping delays in Hawaii appeared to be to blame.

# Ringling Maps 15-Week Tour

Continued from page 108

with railroads, arena buildings and other phases. Dub Morris and Whitey Versteeg are set for the lighting.

Pat Valdo will be in charge of personnel, assisted again by Bob Dover. A couple of departments are still open and several people were named as possible heads. These include press and music, which Concello said will not have any fiddles this year. Richard and Edith Barstow will again do the choreography. Costume and design remain in the hands of Miles White and Max Weldy, who are reportedly proceeding with work.

From the performing end there will be one less production number. There will be a spec, probably along "Mother Goose" lines; a girl number and a menage number. Chances are strong that the old diving routine of a decade ago

will be revived, as well as a human cannonball act.

Clowning will again be a major part of the show, and a chief role will be played by Otto Griebing, who has signed a contract. Paul Jung will produce gags in conjunction with Paul Wenzel.

Following the April 3 opener in Madison Square Garden, dates will be as follows: Boston, Providence, R. I.; Rochester, N. Y.; Hershey, Pa.; Norfolk; Raleigh, Charlotte and Winston-Salem, N. C.; Baltimore, Washington and Philadelphia, with the last three all being in ball parks or stadiums. Four or five major fair dates are sought for the second part of the season, and one, the Canadian National Exhibition, Toronto, is virtually a certainty. The show would then close until the following January.

The menagerie and Side Show will be presented in New York and Boston as usual, Concello confirmed, but said other spots will not be able to accommodate them. Seventeen cages of animals will be brought up from quarters for the two dates.

For fairs, the plan is to set three rings on the grandstand track, backed up by poles for webbing. High acts poles will be behind the web poles, and a long cycloramic backdrop will spread across the rear from end to end. The band will be in the center of an aperture, providing a passage on each side of the bandstand for entrance and exit. One tent will be employed behind the backdrop for wardrobe, props, etc. Where there is racing, only night shows will be offered, and the track will be cleaned and leveled in the morning.

A stipend will be added on all salaries for eating expenses. Daily pay and sleeping cots will likely attract the cream of the crop for roustabout duties. Equipment and animals will be hauled in show trucks on regulation flatbed and baggage cars, and personnel will travel on the trains, with the show providing tickets. This will presumably make for a flexible transportation system which will not depend on special routing for a circus train.

With astute handling of the operation, Concello noted, there is no reason why a greater net could not be returned from fewer weeks on the road. Promotion of winter quarters as a major tourist attraction should enable all aspects of the corporation to run on a financially sound basis. He said he would be on the show as constantly as possible.

In some regards, the show can be likened to a regular touring production like an ice show. One advance press man will be used, and possibly a general public relations man on the show. The arenas will contract outdoor space and do all exploiting. Ticket prices are expected to be the same as an arena would charge for an icer or similar attraction.

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## Mouse Work Under Way For Palisades' Opener

PALISADE, N. J.—The Wild Mouse ride is under construction at Palisades Park as a permanent installation, and is expected to be completed in six weeks. It is one of several units slated for completion before the season starts.

## Rocks' Buys Roundup to Replace Rotor

NEW YORK—A Model 30 Roundup is on order for Rockaways' Playland from the Frank Hrubetz firm, it is reported. The unit will occupy space filled for the last three years by a Rotor.

Originally installed by Charles Freeman's Anglo-Rotordromes, Ltd., the Rotor has since reverted, by agreement, to the ownership of Ernest Hoffmeister. It is understood this Rotor has been moved to Euclid Beach Park, Cleveland, by Frank Cerbini's Funland Rides of Coney Island.

## Double Wheel Patent Okayed For Courtney

CHICAGO—A patent has been allowed to John F. Courtney on plans for a double-wheel sky ride, and he revealed here last week that he would start building both stationary and portable units.

Courtney said he and Inar C. Hillman, of the I. C. Hillman Engineering Company of Chicago, and George A. Davis are associated in the Courtney-Adams Sky-Rides, Inc., to build the rides. The firm also will deal in Roto Ferris Wheels, another new device.

The ride is one of several improvements in store for the funspot, across the Hudson River from New York. The park color scheme, renewed each year by Jack Ray, is to be changed again. Under study is erection of an old-fashioned ice cream parlor with sawdust floor and furniture and fixtures of bygone years.

Plans are virtually complete for the circus which will be put on within the park to ballyhoo the season's opening. First-night show has been pre-sold at \$5 a head as a charity for St. Joseph's Home for Boys, Englewood Cliffs, N. J. Hamid-Morton talent and Hunt Bros.' equipment will comprise the offering.

A new miniature golf course is being constructed by Holmes Cook and general park refurbishing is a continuing process. Further thought is being given to installation of a level parking ramp on the sharply inclined parking field used by Palisades. The ramp would be flooded in wintertime for use as an outdoor ice rink. This project has been in the discussion stage for some time, even to the possibility of using equipment which would permit summertime ice skating.

## New Kiddieland Ready to Open At Houston

HOUSTON—A new Kiddieland will open in a recently developed residential section of Houston on February 15. It will be operated by the Cowling family and will include six Allan Herschell rides.

L. E. Cowling is president of the Southern States Life Insurance Company, and his sons, Richard and Robert, are vice-presidents. They will own the kid spot, and Richard will be manager. They also have 40 real estate companies, an oil equipment firm, cattle ranch and airplane chartering service.

Richard Cowling estimates there are 50,000 children in a two-mile radius of the Kiddieland, and the nearest competitive park is 10 miles away. The site has 13 acres; six are being developed now, two of them for parking.

Rides will be a 36-foot Merry-Go-Round, Sky Fighter, Rodeo, Roadway, Boat and Helicopter. They probably will add a Miniature Train, Coaster and Ferris Wheel later. The concession department will be equipped with as much automatic dispensing equipment as possible.

## TENT MUSICALS SLATED FOR PLAYLAND AT RYE

RYE, N. Y.—Westchester County-operated Playland will feature theater-in-the-round on its ballgrounds next summer.

The show operator, Philip Moloney of New York, will produce the Westchester Musical Theater under canvas. Access will be thru the park, making it necessary for patrons to pay the usual parking fee and then get tickets at the show booth. Opening will be in mid-June, with the producer handling

all aspects of the operation, down to canvas and seating. Park provides the site and gets a cut of the proceeds.

The annual report for 1956 will be published within two weeks, it is learned, and it will show last year to have been the park's biggest from a revenue standpoint.

Director Edward J. Kilecullen reported on additions to the ride phase of Playland. Twenty mahogany boats are on order for the boat ride channel from a New Rochelle manufacturer, and the park will also operate an Allan Herschell wet boat ride, to be added to the Kiddieland. A Tilt-A-Whirl has been ordered from the Sellner company, this to be a concession operation.

Usual maintenance and repairs are under way, chief project being replacement of the Magic Carpet walk-thru foundation.

Ice skating has been in operation since October 28. Four games of high school hockey have already been played. One college game was held on the Playground Rink, Dartmouth vs. Williams, for the benefit of both schools' scholarship funds.

## Real RR Crew Lays Track For Miniature

SAN ANTONIO—A Missouri Pacific Railroad construction crew is at work laying ties and spiking down rails in the new Brackenridge Park miniature railroad. Two Missouri Pacific officials are supervising road bed preparations for the 3.2-mile line. Three bridges are being constructed. Signal devices will be erected at grade crossings. The roadbed should be ready for use sometime in February. Meanwhile, work is in progress on the four depots along the route. Passengers will be able to board trains at any of the stations, located across from the zoo, at the sunken gardens, at the golf driving range and near Witte Museum.

## ROLLER RUMBLINGS

## Holiday Grosses Big At Denver Area Spots

DENVER—Most rinks in the Rocky Mountain area reported big business over the holiday season, Christmas and New Year's Eve parties boosting grosses above average.

Grant Alley's Skateland, Boulder, a university town, felt a dip when the college let out for the season, but youngsters soon boosted business to normal, while at Warner Norcross' rink, Greeley, special promotion and parties made the season a good one.

In Denver, Christmas parties, complete with Santa Claus, gifts and free Archie comic books, packed Mammoth Garden. A New Year's Eve party saw Mammoth decorated like a night club. Hats, horns and confetti were passed out to a jammed rink.

Carnival Night is scheduled for Mammoth next month under sponsorship of Mammoth Garden Roller Club. President Jim Giardini says that the rink will be turned into a bazaar, complete with booth games, etc. "This type of party is a big thing at our rink," publicist Bill Booth reports. "A large portion of our business is made up of young airmen from the nearby air base and they go for this type of party and it doesn't interfere with skating." Booth reported exceptionally large sessions at Mammoth during the holiday period, some evening crowds totaling more than 600 skaters.

At Pueblo, Frank Porter's Skateland also had big holiday trade, and the usual promotion of parties and extra skating sessions created more interest than usual.

## New York Marathon Set For Feb. 23 at Wal-Cliffe . . .

New York—Jim Ferris is running the third annual New York marathon for male amateur members of the Roller Skating Rink Operators' Association of America over age 18, to be held Saturday, February 23, at 11 p.m. Ferris this year is at Wal-Cliffe Roller Rink and Swimming Pool on Elmont Boulevard, where the marathon will be held. Entry deadline is February 16.

The event will be 26 miles, 385 yards in duration over a 16-lap track. There will be 419½ laps necessary for its completion. Ferris reports entry fee is \$1.50 and the field will be limited to 30 skaters, with the first five finishers receiving trophies, and all others who finish receiving medals.

## Sinking Spring Marathon For March of Dimes Benefit . . .

SINKING SPRING, Pa.—Preparations are under way at George (Doc) Yoder's Skatarena here for the third annual March of Dimes skating marathon, a 24-hour event slated to start at 7 p.m., February 23. All proceeds from the contest, along with any donations, will go to the Berks County chapter of the polio drive. Applications are available at the Skatarena. Last year's winning team skated more than 404 miles, 15 of 17 starting teams finishing the grind. Sanctioned and officiated by the United

States Amateur Roller Skating Association, the contest is open to males 16 years of age or over. The first 25 teams entered will compete.

**URO Has Headquarters At MARS I Indianapolis Show . . .**  
MUSKEGON, Mich.—Thru the courtesy of the Manufacturers' Association of the Roller Skating Industry, the United Rink Operators had use of a room at the January 14 trade show sponsored by MARS I in Indianapolis, said Robert L. Baker, URO president. Officers and members of the URO were on hand to greet rink men attending the show.

## Monthly Novice Dance Meet Builds in E. Colorado . . .

GREELEY, Colo.—More than 40 beginning skater couples entered the monthly dance contest held at the Warnoco Rink here recently. The contest is open to all beginning or novice skaters who never won a place in competition and is an intra-mural affair between six rinks in Eastern Colorado. Next contest will be held at Grant Alley's Rink, Boulder.

## New Haven's Roll-A-Round Makes Suburban Bus Tie-Up . . .

NEW HAVEN, Conn.—Skaters patronizing New Haven Roll-A-Round now have suburban bus facilities. Dunn Bus Company has started Saturday bus service from four suburban towns, Ansonia, Derby, Shelton and East Derby. Skaters are charged \$1 for round trip bus fare and skating rink admission.

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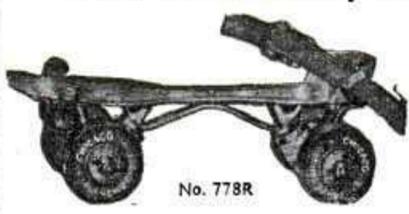
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## N. C. Names Green; Urge More Control

RALEIGH — Corbin Green, of the Catawba Fair, Hickory, was elected president of the North Carolina Association of Agricultural Fairs at the annual convention Friday (18).

One of the event's highlights was a talk by L. Y. Ballentine, agriculture commissioner of the State, who cited the many improvements since the State began licensing and inspecting fairs under a 1949 law.

Ballentine said, however, that there is still ample room for improvement, and that the time has come for the association to name a committee to work with his department. The association and State have been practical, he said, in not expecting fairs to become perfect overnight, but nevertheless, more supervision is needed.

The committee and department would work together to tighten present rules and regulations, and raise standards.

### Defer Aid Request

A topic which came up for discussion was whether to approach the Legislature, which convenes next month, for State aid. It was decided that the concept was brought up too late for thorough study and that the executive committee should draft a plan to submit to a subsequent Legislature. It was felt that 1959 was a good possibility for this action.

The usual 250-odd fairmen and suppliers of all kinds of elements to fairs were in attendance. The event was to climax, as usual, with the banquet on Friday night. Larry

Elliott's band was set for the music, and talent was to be provided by the GAC-Hamid, Music Corporation of America, and Cook and Rose agencies. Ticket sale indicated a turnout exceeding 450.

Election of Green saw the entry of retiring president Norman Y. Chambliss, of Rocky Mount, into the executive committee. Other 1957 officers are, vice-presidents, Clyde Smyre of Statesville, Clyde L. Propst Jr. of Concord, and Alex McBryde, and secretary-treasurer, J. Sibley Dorton Jr. of Charlotte.

Elected directors were William M. Oliver of Reidsville, W. K. Lanier of Warrenton, Ernest P. Batten of Wilson, Neal Bolton of Winston-Salem, J. R. McNeal of Mount Airy, and Joe Kennon of Fletcher.

## Carney Heads Brockton As Buckley Successor

BROCKTON, Mass. — George L. Carney Jr. became the new president of the Brockton Agricultural Society at a meeting of the stockholders held this week. Carney, a native of this city, replaces Dr. George A. Buckley in the top spot.

Carney, who is in the contracting business, was elected along with a new slate of officers and directors as the aftermath of a court suit over sale of 131 shares of stock held in the treasury. The former officers were halted by an injunction from selling the stock to some of the former directors, who had held no stock.

The injunction was dissolved by agreement, and the sale of the stock was not approved by the annual meeting. Fred F. Field Jr., of Brockton, was named vice-president, and Howard Buckley, of

Needham, treasurer. Carlton J. Larsen has one more year of a three-year contract to serve as general manager.

Last year there had been some question as to the financial soundness of the fair, but Carney said it has money in the bank and the 84th annual event will be held September 8-14.

While the Brockton Fair last year had some of the largest entries in its history in cattle, poultry and rabbits, Carney said stronger emphasis will be placed on agriculture exhibits in an effort to bring the fair back to its former stature as an agricultural event.

A meeting of the officers is planned in about two weeks, at which time definite arrangements for the 1957 affair will be discussed.

## Lewis Elected to 43d Term as York Manager

YORK, Pa. — A 28th term as president was voted this week for Samuel S. Lewis by members of the York County Agricultural Society. The veteran fair operator is in his 43d year as manager of the fair, a position he first assumed in 1915.

Also elected were four managers, and dates of the 1957 event were fixed as September 9-13. New fair treasurer is Ralph B. Jacobs, and retained are Lewis, president; Horace B. Faber, vice-president, and Catherine O. Morgart, secretary.

Fair admission prices will remain unchanged this year, it was decided.

**Receipts Topping 1956**  
It was reported that contracts for exhibition space are comfortably ahead of the same time last year. At meeting time there were 87 contracts totaling \$29,901, for an increase of nine contracts and \$1,182 over last year.

Managers are Harry D. Immel, concessions and machinery; John M. Rudisill, cattle, sheep and swine; Stuart B. Lafean, employment and identification; Horace B. Faber, gates; Dr. F. H. Hartenstein, poultry, pigeon and pet stock; Walter F. Grove, police; S. S. Lewis, Horticultural Hall; Frank H. Wogan, parking; Ralph B. Jacobs, grandstand and annex ticket sales; Arthur B. Thompson, fine and domestic arts, school and

miscellaneous exhibits, and John A. Dempwolf, tickets. Re-elected were Dempwolf, Faber, Jacobs and Lafean.

Standing committees for the 1957 fair are: Concessions, Faber, Immel and Dempwolf; attractions, Lafean, Hartenstein and Jacobs; advertising, Immel, D. Philip Young and Grove; premiums, Hartenstein, Rudisill and Thompson, and racing, Hartenstein, Young and Wogan.

### Donate Property

The society voted to donate a strip of ground to West York borough, 20 feet wide and 250 feet long, to permit lengthening of a street. Also donated is a piece of property 60 by 34 feet, north of the borough line.

## N. H. Seeks Aid Boost

CONCORD, N. H. — New Hampshire fairs will receive a larger subsidy from the tax on pari-mutuel horse racing if a bill filled in the Legislature Tuesday (15) becomes law.

The fairs now get 6½ per cent of the revenue and would have an 11½ per cent share, according to the measure introduced by Rep. Howard S. Willis, of Salem, site of Rockingham race track.

## WINTER FAIRS

**California**  
Imperial—Mid-Winter Fair, March 2-10. D. V. Stewart.  
Indio—Riverside Co. Fair & National Date Festival, Feb. 16-24.  
San Bernardino—National Orange Show, March 14-24.

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

**Florida**  
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.  
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.  
Sebring—Highlands Co. Fair Assn. Feb. 25-March 2. B. J. Harris Jr.  
Tampa—Fla. State Fair, Jan. 29-Feb. 9. J. C. Huskisson.  
West Palm Beach—Palm Beach Co. Fair Assn. Jan. 18-26. Lamar Allen.

## Cold Fails to Dent Ohio Meet Turnout

### Demand Big for One-Day Shows; James Murray Elected President

COLUMBUS, O. — Sub-zero weather in Northern Ohio failed to dent attendance at the annual banquet of the Ohio Fair Managers Association Wednesday night (16) in the Deshler-Hilton Hotel. An estimated 1,200 persons, capacity for the ballroom, attended the high-light and final event of the association's three-day convention.

Attendance the first day was off from previous years because of the weather but stepped up the following day and hit a peak the third day. Contracting of grandstand attractions was on a par with last year. The trend to one-day package shows continued, with more such shows contracted than at any time in the past. Heaviest contracting was reported by one-day units offering country or western singers.

### Elect Murray

James D. Murray, secretary-manager of the Henry County Fair, Napoleon, was elected the association's 1957 president, moving up from first vice-president. Other officers elected were Russell W. Alt, first vice-president, and Bryant P. Sandles, second vice-president. Goldie C. Scheible and Henry F. Richards were elected executive secretary and treasurer, respectively.

The association adopted a resolution urging the State's Director of Agriculture, to divide the 96 county fairs into groups on the basis of location and, in co-operation with the association, to design one fair executive in each district to assist the other fairs in the area. Such persons would visit the fairs of his or her district and also note violations of existing Ohio laws pertaining to fairs.

Richland County Fair, Mansfield, was the winner of the Myers Y. Cooper Trophy for being judged the best Ohio fair in 1956. Robert Walsh, Belleville, a director, was the orator for the fair in the contest which decided the award.

Attraction suppliers, carnival representatives and show suppliers in attendance included the following:

Eldred Stacey, Music Corporation of America; Billy Senior, Barnes-Carruthers Theatrical Enterprises; Ernie Young, Joe Higgins, Bob Weems, GAC-Hamid, Inc.; Jack Lindahl, Boyle Woolfolk Agency; Mr. and Mrs. Bob Shaw, Gus Sun Jr., Glen Jacobs, Tom Hargis, Gus Sun Agency; Tom Powell, Tom Powell Agency; Mr. and Mrs. B. Ward Beam, Beam Attractions.

John and Pat Kelly, Grand Ole Opry; Chester Rotroff, Rotroff Grandstand Attractions; Mrs. Margaret Klein, Mr. and Mrs. Bob Kaltenbach, Joe Smiley, Klein's Attractions; Bill Querner, Earl Haupt, Bill McCluskey, WLW Midwestern Hayride.

Aut Swenson, Swenson Thrillcade; Earl Newberry, Newberry Thrill Enterprises; Jack Kochman, Bill Reed, Jack O'Dare, Kochman Thrill Show; Joie Chitwood, Buddy Wagner, Ray Wagner, Chitwood Thrill Show; Mr. and Mrs. Lee Hendricks, Hollywood Animal

Stars; Carl Bradford Sr. and Jr., G. L. Bradford, Bradford's Border Collies; Mr. and Mrs. Bob McKinley, McKinley Rodeo; Carl Fuggett, rodeo stock company.

Clarence Darkes, Ohio Horse-Pullers, Inc.; Mr. and Mrs. Cherokee Hammon, Mr. and Mrs. Jimmie Foster, Cherokee Rodeo; Danny Fleenor, Canadian Daredevils; Mr. and Mrs. Lloyd Schermerhorn Indian Creek Rodeo; Bob Otto, auto-wrestling promoter; Gene Holter, Holter Animal Show; Bill Atterbury, Darrell Hornbeck, Atterbury-Hornbeck Enterprises.

F. E. Gooding, Hal Eifort, Mr. and Mrs. John F. Enright, Leona Frantz, Joe Kemper, Bob Cashner, Gooding Amusement Company; Mr. and Mrs. Happy Powelson, Homer Snedeker, Frank Bland, Richard Griley, Powelson Amusements; Mr. and Mrs. Ray Howard, C. D. Howard, Louis L. Howard, E. J. Tinkham, Howard Bros. Shows; Fred Nolan, James Miller, Ruth Hart, Veto Presutti, Tim Nolan, Nolan Amusements; Mr. and Mrs. A. J. Sunny, A. J. Sunny Amusements; J. J. Frederick, Fletcher Dickinson, Motor State Shows; Don Mercier, Mercier Attractions.

A. F. Conway, Atlas Fireworks; James A. Soggi, American Fireworks; Roy Jones, Jack Repko, Lou Lowenkron, Harold Schottenstein, Tom Minadeo, Pepsi-Cola; Harry Wigton, Kurt Kuehn, Regalia Manufacturing Company; Morgan Penn, Al White, Auld Crafters, Inc.; Harry M. Nash, sound systems; Henry A. Theodore, concessions; Ray Schaffer, Schaffer and Sons.

Circus Sortman, trophies; David Rosenberg, Triangle Poster Company; John Anderson, Mr. and Mrs. E. J. Coburn, Enquirer Printing Company; John H. Foster, trophies; A. F. Powers, Homer Smith, R. B. Powers Company; Janice Oldham, signs; W. S. Myers, Mr. and Mrs. Morris W. Myers, Mr. and Mrs. Ray Prowant, Myers Concessions; C. F. Lutz, Advance Promotion Service.

## Calgary Inks Polack Circus

CALGARY, Alta. — Calgary Exhibition & Stampede has contracted the Eastern Unit of Polack Bros.' Circus for a four-day appearance in the Coliseum during fair week.

The show, which was bought as a package, will appear in the building July 10-13. The fair's dates are July 8-13. Other attractions will include Royal American Shows on the midway, a GAC-Hamid revue booked by Ernie Young in front of the grandstand and the usual rodeo and chuck wagon races.

The Polack Western Unit has long played the Pacific National Exhibition, Vancouver, B. C.

## Charleston, S. C. Sets New Annual

CHARLESTON, S. C. — With Robert B. Scarborough as president, Coastal Carolina Fair has been organized here. It will be held annually under auspices of the Charleston Exchange Club and will replace Charleston County Fair.

Other officers are Arthur Baker, vice-president; Joseph W. Cabaniss, secretary, and Oscar W. Johnson, treasurer.

## Carnduff Cuts Its Run

CARNDUFF, Sask. — A one-day fair will be held in 1957 instead of the usual two-day event, it was decided at the annual meeting of the Carnduff Agricultural Society. President Glen Wilmat and Vice-President R. Cowan were returned to office. Alex Frith resigned as secretary.

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## Three Calif. Shows Merge To Get Sacramento Midway

West Coast, Crafts, Foley & Burk Win on Combined Bid of \$132,500

SACRAMENTO — Three carnivals entered a single bid of \$132,500 and snared the midway contract for the 12-day California State Fair and Exposition at the event's board of directors meeting here Tuesday (17).

The awarding of the contract to West Coast Shows, Crafts Shows, and Foley & Burk Combined Shows marks the first time that show organizations have combined to bid for the contract. Dudley T. Fortin, fair manager, said that the bid had been accepted on the flat fee basis. The money was the higher bid, the Frank W. Babcock United Shows offered \$117,500.

Bobby Cohn, West Coast general agent, explained that the joint bid minimized the risk to be taken by a single show and also assured the fair of the "cream of equipment." West Coast Shows played the fair in 1956, paying 72.26 per

cent of all lot revenue, which amounted to \$158,118.

### Only at One Fair

The combination will not function at other fairs, Cohn added. For the State Fair, however, the plan is to have a three-man board comprised of Mike Krekos, of West Coast; O. N. Crafts, Crafts, and L. G. Chapman, Foley & Burk. Two of them will represent a quorum and two a majority. The board is expected to designate one person who will act as the liaison

between the fair association and the combined shows.

The plan also calls for the use of the top rides of each show represented. Approximately 27 major and 18 kid rides will be used, without duplication, Cohn declared.

Asked how long the combination had been working on the plan, Cohn told The Billboard that a meeting was held Monday (14) in San Francisco, less than 36 hours before the deadline for bids in Fortin's office.

## 150 Fun Seekers Enjoy Frisco Ball

SAN FRANCISCO—More than 150 members and friends attended the 12th annual Show Folks of America banquet and ball held in the Capri Room of A. Sabella's on Fishermen's Wharf here Sunday night (13).

The event attracted a large number of show owners along with representatives of the Pacific Coast Showmen's Association and Regular Associated Troupers, both in Los Angeles.

A sumptuous meal of prime ribs was served, with formalities, handled for the second successive year by Sam Abbott of The Billboard, Hollywood, kept at a minimum. The stage show was directed by Duke Navarro, with dancing to Alex Duchin and his orchestra. The affair was handled by James Redder, of the Ralph Meeker Shows, and marked the highlight of the SFA's social calendar.

Seated at the speakers' table were E. S. Fitzgerald, retiring president; Eddie Hellwig, incoming president; Steve Vaughn, Regular Associated Troupers president; M. J. (Mike) Doolan, Hot Springs Showmen's Association president; Matthew (Jimmie) Lantz, PCSA vice-president; Dave Cavagnaro, Napa Fair; Marosa Herman, retiring PCSA Auxiliary president; Charlotte Porter, SFA past president and now treasurer; Bonnie Townsend, recording secretary, and Lillian Schue, past president of the PCSA Auxiliary and Troupers. Club representatives included Mike Krekos, Arizona Showmen's Association; Dan Dix, PCSA; Matt Herman,

Greater Tampa Showmen's Association, and Helen Vaughn, Showmen's League of America Auxiliary.

### Read Wires

Telegrams were read from Berta Harris, PCSA Auxiliary president; Florence and Jim McCaffrey, Steve Vaughn; Al Flint, PCSA executive secretary; Pete and June Sutton, and Inez and Clarence Allton.

Introductions included Eleanor and Orville N. Crafts, Crafts Shows; L. G. Chapman, Foley & Burk Shows; Ray Cox, Great Western Shows; Harry Myers, West Coast Shows; William Meyer, Gold Coast Shows; Louis Leos, West Coast Shows; Dora Redder, banquet and ball co-chairman; William Davis and James Redder, Ralph

(Continued on page 115)

## SLA to Dedicate New Home Feb. 26

CHICAGO — The Showmen's League of America will dedicate its new four-story clubhouse here February 26 at ceremonies that will fall on the birthday of William F. (Buffalo Bill) Cody, organization's first president.

Al Sweeney, league president, said the dedication ceremonies will take on a Hollywood touch with flags, bunting, searchlights, and a reception for civic leaders, newspaper men, name attractions and showmen. A cocktail party will be held at 6 p.m., with the formal dedication set for an hour later.

In honoring Cody, it is hoped to be able to bring in showmen who were identified with the club's first president and relatives of the Western star.

Before leaving for Tampa, Wednesday (16), where he will operate the auto races at the Florida

## Vandike Inks Texas Cele

WICHITA FALLS, Tex.—Alvin Vandike's Victory Exposition Shows has been awarded the midway contract for the Diamond Jubilee to be conducted here this year. The event, which marks the 75th anniversary of Wichita County, will be held May 12-18.

## NEW MIAMI PRESIDENT

# Manning Installed, Names Chairmen

MIAMI—Ross Manning, operator of the Ross Manning Shows, was installed as president of the Miami Showmen's Association on Thursday (10) along with a complete slate of officers including the following:

Ben Weiss, first vice-president; John Vivona, second vice-president; Harry (Buster) Westbrook, third vice-president; Ep Glosser, secretary; Paul Prell, assistant secretary; Mel G. Dodson, treasurer, and William J. Tucker, assistant treasurer.

Board of directors for 1957 includes Raymond S. Blumberg, William C. Bryant, S. Tommy Carson, Joseph Cannane, Issy Cetlin, Harry Weiss, A. R. Whiteside, Danny Dell, David E. Fineman, Patrick J. Finnerty, James Stabile, Phil Cook, Abe Prell, James E. Strates, H. William Jones, John W. Wilson, Harry Modele, Pete Norman, Harold Hesch, Alton Pierson, Harry Schreiber, Claude Sechrest, Rhody Ridings, Russ Erdele, Ed Horowitz.

Also, Irving Sherman, William Tara, L. I. Thomas, Sydney Daniels, Mors (Rip) Weinkle, Richard J. Coleman, Charles Wright, Joe (Ross) Grosso, Harry Katz, Ben Glasberg, Edward (Pud) Hartman, Sydney Goodwalt, Fred W. Holtzman, John Campi, Andy Markham, Joe Prell, William Lish, Frank C. Miller, Louis Rice, Lloyd Serfass, John Hoffman, Max Sharp, Robert Negus, Dominic Vivona, and Jack Essner.

### Buck Applauded

More than 300 members turned out for installations, which were conducted by Phil Cook, and a large hand was given former president Oscar C. Buck.

Committee chairmen, who will select their own members, were named immediately by Manning, as follows:

Finance, Clif Wilson; relief, William C. Bryant; cordial relations, Rhody Ridings; bylaws, Wallace N. Maer; picnic, Joe Ross; house, Charles Wright; ways and means, Tommy Carson; funeral, William J. Tucker; entertainment, Mike Roman; building management, Mel Dodson; building emergency, Fred Holtzman; year book, Buster Westbrook; bar, Mike Roman; tiler, James Stabile; chaplain, William C. Bryant; blood bank, William Tara.

Also, fights, Art Lewis; membership, Abe Prell; banquet, Max Sharp and Nate Farber; kids Christmas party, Willie Lish; ambassador of goodwill, Ep Glosser; West Coast rep, Ed Roth; civic affairs, Danny Dell; cemetery plaque, William B. Moore; cemetery, William C. Bryant and Ralph Endy; amusement parks, Jack Gilbert, Jack Greenspoon, George Preist, and Andy Markham; circus reps, Frank C. Miller, Henry Robinson; Robert M. Sobol, Arnold F. Maley, Harry Sobol, and Sam Crowell.

Ben Weiss was assigned to look into decoration of the bar and lounge, and said he is receiving bids on the work, which will begin soon.

## Crafts Units Bow in March

NORTH HOLLYWOOD, Calif.—Crafts Shows will open in March and play two fairs in that many States that month, Orville N. Crafts, owner of Crafts 20 Big, Fiesta and Exposition shows, said here last week.

The three units will be combined starting March 14 for the National Orange Show in San Bernardino. For this date, Crafts plans to use six Ferris Wheels, approximately 55 rides, 7 or 8 shows and 100 concessions.

Following the Orange Show, Exposition unit will move into Arizona to play the Maricopa County Fair in Mesa. The show has held this contract for several years.

Crafts 20 Big will open about two weeks after the Orange Show.

Roger Warren will again manage the Exposition unit and J. Frank Warren Jr. the 20 Big.

## Booking Spirited for Eastern Canada Dates

FREDERICTON, N. B.—Spirited booking seems to be shaping up for Canada's Atlantic provinces, prospective contenders including both Canadian and United States shows.

Bill Lynch, the only native among the lot, will probably put out three outfits from his quarters near Halifax, N. S.—one large show and at least two smaller ones. As in former years, they will be active in the provinces of New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland.

The leading U. S. contender is King Reid, Manchester Center, Vt.

He has had some New Brunswick stands in July since 1952 and sometimes a few Quebec dates. Reid has already announced seven or eight weeks in Eastern Canada in mid-summer, which will probably hinge on Fredericton and the Doodstock Old Home Week around the last of July. From Canada Reid will, as in the past, go into his fair dates at Skowhegan, Me.

### N. B. for Model

One of the Central Canadian outfits is wintering down east. That is the Model Shows of Canada, owned by Joe Harris and Frank

(Continued on page 115)

## Katie Little Elected Prez Of Dallas Club

DALLAS — Mrs. Katie Little was elected president of the Lone Star Showmen's Club of Texas at a recent well-attended meeting here in the new club house. She succeeds Chuck Moss.

Also named were W. A. Schafer, Mrs. Bette Harris and Mrs. Riley Hickman, first, second and third vice-presidents respectively; John Obluck, secretary; Herman Palmer, treasurer, and Mrs. Bobbie Peck McCough, corresponding secretary.

Installation of officers will be held at 8 p.m. February 3. The annual banquet and ball is scheduled for the Baker Hotel February 6 during the annual meeting of Texas fair managers. Memorial services are set for February 7 in the Baker Hotel. The club will hold an open house in the hotel during the fair convention.

## Art Signor Buried in Hot Springs

HOT SPRINGS—Funeral services were held here Friday (18) for Art Signor, veteran concessionaire, who died Tuesday (15) in Muskogee, Okla., following a long illness.

Signor was office secretary for the William T. Collins' Shows during the '56 season, but left the show during the year due to illness. He had previously been with 20th Century, World of Today and a number of Texas shows.

A member of the Showmen's League of America and the Hot Springs Showmen's Association, his funeral was conducted by the Masons and burial was here in Hot Springs.

He leaves his wife, Katie, and a son, William, both well known in midway circles.

## Detroit Fems Elect Officers

DETROIT — Margie Mansell was elected president of the Ladies' Auxiliary of the Michigan Showmen's Association at the regular meeting here Monday (7). She succeeds Laura Baker in the club's top position.

Also elected were Carrie Dear, first vice-president; Helen Cook, second vice-president; Ravel Talo, third vice-president; Grace Zeigler, treasurer, and Margaret Stapleton, secretary.

Local directors include Edna Burd, Jean Briggs, Anne Stone, Lotta Johnson, Tina Weiner, Rose Schimmel, May Price, Mary Cloth

(Continued on page 115)

# MIDWAY CONFAB

James L. Reed cards from Whistler, Ala., that he again will be with Byers Bros.' Shows this season as mail and The Billboard agent. He will also have the cookhouse, while his wife will have popcorn, apples, snow and floss.

Mrs. Floyd O. Kile, wife of the owner-manager of Floyd O. Kile Shows, has missed the Midwest fair meetings due to a siege in Greenwell Springs Hospital, Greenwell Springs, La. She reports she's well on the mend, has gained 20 pounds but will be kept there for a couple of months to get a complete rest. . . . J. C. (Tommy) Thomas, of Royal American, is out of a Tampa hospital following surgery and plans to be on hand when RAS opens at the Florida State Fair on January 29. Tommy reports he received more than his share of flowers, get-well cards and other messages for which he's thankful.

George Davis reports from Pharr, Tex., that the pickings have been slim for the winter shows operating in the Rio Grande Valley. Drought and poor crops are given as the reason. . . . Lou and Kitty Pease, who have shows on Bee's Old Reliable, recently became the parents of a daughter, Lucille Diane, in New Orleans. Lou is representing a brush company there during the off season.

Les J. Ketner writes from San Antonio that the Arcade on Theater Row there is quite a gathering point for showfolks. Among those seen talking shop there recently were Pop Skinner, Doris Knight, Grace McFarland, Peaches Tuttle, Al Woods, Joe Ramirez, Adolph Obadal, Jack V. Drury and John W. (Doc) Ketner.

Mr. and Mrs. Tom Broome Jr., formerly of the O. C. Buck Shows, are wintering in Adams, Mass., in their recently purchased trailer. . . . T. B. Garrett is in the Tuberculosis Hospital, Rome, Ga., and would like to hear from friends, according to Harry Worthly.

Edward J. Carroll, Barrington (Mass.) Fair president, returned from a South American cruise Wednesday (16) and reported running into Pete Kortez and other

U. S. amusement operators at the park in Caracas, Venezuela. . . . Jeff Harris injured his back in a fall on ice in New York.

New York's Herman and Midge Cohen are leaving for a vacation in Hawaii, as are Moe and Flora Elk, while Jimmy and Mildred Peterson will be vacationing in Florida and the Bahamas.

Bob Tilton, show op, postals that a number of the midway folk recently dropped in at Arthur's Cafe, Bath, Me. Included were Bob Fuller, tattoo artist, and Gene Bouffard, concessionaire. Jeanie Joy, exotic, recently appeared at a Lisbon, Me., nitery, and Soapie Sutherland, former scenic artist, is keeping busy with his sign shop in Bath.

Frank Kuba, who has been with Myers Concessions for 20 years, is recovering from a fractured collar bone sustained at the Myers winter quarters in Dupont, Ohio.

Myrtle McSpadden, co-owner of Lone Star Shows, was in a Chicago hospital last week being treated for back injuries suffered in a fall on the ice. Mrs. McSpadden was en route from her mother's funeral in Seattle to rejoin her husband in Cuba, where they have part of their show in operation this season. As soon as the doctors release her Mrs. McSpadden plans to fly to Miami and then to Cuba.

Mr. and Mrs. Roger Haney, owners of Lake Lansing Amusement Park, Haslett, Mich., are spending a month in California before going on a cruise to the Hawaiian Islands.

Agnes Bloom, of the Glades Amusement Company, advises that the show is ready for its first date of the 1957 season at Arcadia, Fla. Work in winter quarters was under the direction of Jerry Saddleire, owner-manager, and his wife, Agnes. They were assisted by their son, Joe. Jim Hensen supervised the repainting of equipment.

Sherry Baker, wife of Jerry Baker, mechanic on the World of Pleasure Shows, has undergone surgery for throat cancer. Mail will reach her at 3120 West Jackson Street, Indianapolis 22. . . . The Munroe brothers, operators of a Side Show and Snake Show, are in their quarters at Jacksonville, Fla., preparing a banner line and reconditioning equipment.

Mrs. T. H. Strong, wife of the owner of Strong's Amusement Company, returned to her home in Waterloo, Neb., January 6 after surgery in Omaha. She expects to be back on the road when the show opens in June.

Donald Brown, Omaha, and Jack Kilgore, Hugo Okla., both formerly with Strong's Amusement Company, and Jack Strong, son of Mr. and Mrs. T. H. Strong, the shows' operators, are in the same barracks at the Naval Recruit Training Station, San Diego, Calif. Friends may write to Jackie Hiram Strong S. R., 4906635, Co. 587-56, NSNTC, San Diego 33.

Mrs. Louis Augustino, Florida City, Fla., reports that her husband, the veteran Side Show operator and concessionaire, is in Veterans' Hospital there for an eye operation.

Jeff Harris flew from Miami to New York for officer installations of the National Showmen's Association. At the meeting, John (Duke) DeNoia made an appearance after six months of hospitalization. New club members are Al Sweaney, Showmen's League of America president; Harry Brown, Gary Brown and Howard Finklestein. . . . Percy Kingman and crew are posting paper for South Florida State Fair, Homestead.

# HETH SHOWS

"The Nation's Most Fun-Packed Midway"  
PRESENTS AMERICA'S #1 TRUCK SHOW ROUTE FOR 1957

Ozark Empire Fair, Springfield, Mo.

Du Quoin State Fair, Du Quoin, Ill.

West Tennessee District Fair, Jackson, Tenn.

Mount Vernon State Fair, Mount Vernon, Ill.

Union County Fair, Sturgis, Ky.

Richland County Fair, Olney, Ill.

Dickson County Fair, Dickson, Tenn.

Connorsville, Ind., Giant 4th Celebration

Greater Gulf State Fair, Mobile, Ala.

West Alabama Fair, Tuscaloosa, Ala.

South Mississippi Fair & Dairy Show, Laurel, Miss.

Cobb County Fair, Marietta, Ga.

West Georgia Fair, Carrollton, Ga.

National Peanut Festival & Fair, Dothan, Ala.

Central Georgia Fair, Cordele, Ga.

Flint River Exposition, Bainbridge, Ga.

**RIDES**— Can place Dark Ride and Funhouse for season. Excellent opportunity for independent operator with 4 or 5 new Kiddie Rides. Contact immediately.

**SHOWS**— Organized, top-notch Side Show; Motordrome, unusual Grind Shows. Shows must have their own equipment and transportation and must be in keeping with our standards.

**HELP**— We need sober, union Billposter who will stay ahead of Show and also double in light Special Agent duties. We have Foremen openings on Merry-Go-Round, Twin Wheels, Tilt-A-Whirl and Caterpillar. Salary and percentage, but don't apply unless you are capable, sober and can drive semi.

**CONCESSIONS**— We have openings for large, flashy sit-down type Cookhouse and Grab. All pitches sold. Will place Photos, Age & Scales, Ice Cream or Custard, Long and Short Ranges, Basketball, Derby Racers, String Games and Hanky Panks. Excellent opportunity for flashy Penny Arcade.

FLOYD R. HETH, Owner—General Manager  
AL KUNZ, Manager

We will be at the Tampa Fair, Feb. 2, 3, 4 & 5, or phone 74-8981, Tampa, during Fair. All mail to P. O. Box 5515, North Birmingham, Ala.

# Schafer Inks 2 Minn. Fairs

DALLAS — Schafer's Just for Fun Shows will provide the midway attractions at two Minnesota fairs new to its route this year, W. A. Schafer, owner-manager, announced. The events are at St. Charles and Preston.

Schafer, who recently returned to his base of operations here after making fair meetings with Jack Downs, his agent, also reported that Captain Rodgers would be back this season with his Reptile Show. Fred Hart will have the Funhouse and is busy remodeling the unit here.

Mrs. W. A. Schafer was recently elected chairman of the March of Dimes fund drive in this district. Recent visitors to quarters included Mr. and Mrs. Tobe McFarland, Joe Murphy, Chuck Moss, Ralph Wagner, Floyd Vincent, Bob Harris and Tony Marino.

Archie Hensley, Schafer's right-hand man, is on the mend after a recent illness.

**HUBERT'S MUSEUM**  
228 W. 42nd St., New York, N. Y.  
Open all year round  
Want Freaks and Novelty Acts. State salary and all particulars in first letter.

# of AMUSEMENTS AMERICA A STAR SPANGLED MIDWAY

SOUTH FLORIDA STATE FAIR, HOMESTEAD, FLORIDA  
Sponsored by Chamber of Commerce

One-half million free gate tickets given away by Coca-Cola, Beauty Contest, Armed Forces parades, Rodeo parade, nationally televised on "Queen for a Day"; Barn Dance, sponsored by 7-Up; Talent Show, livestock and commercial exhibits. **WANT**—Hankies of all kinds, some P. C. open, Popcorn and Apples, Custard, Eating and Drinking Stands, French Fries, Jewelry, Age and Scales, Diggers, Derby, Bird and Bear Pitches, one Long and Short Range Gallery, also Cookhouse; Ralph Ryan, contact. **CAN PLACE**—Rides and Shows not conflicting. Want sit down Minstrel or Girl Revue with own equipment, also Side Show with own equipment. Motordrome Jack Thompson or Johnny Barro, contact. **WILL RENT**—Diesel Power Plant for this date. **Contact JOHNNY VIVONA, 9674 N.W. 10th Ave. Phone: Plaza 8-5561. Miami, Fla.**

**WANTED**  
**BINGO CALLER**  
Married man preferred. Year-round work.  
**JACK GILBERT**  
245 Elmwood Ave. Buffalo, N. Y.

**ARCADES**  
Contact  
**JOE MUNVES**  
At R.A.S. Shows—or Tampa Terrace Hotel, Tampa, Fla.  
Jan. 29 - Feb. 7  
See the Latest in Arcade Equipment.

**AMERICAN MIDWAY SHOWS**  
WANT FOR NAVY PAY DAY, KINGSVILLE, TEX., JAN. 30-FEB. 9  
**CAN PLACE CONCESSIONS OF ALL KINDS**  
SHOWS: Grind Shows, Funhouse, Side Show, RIDE MEN. Most drive, top pay. (Bobby Cumberlin, Vince, wire at once.) **WILL SELL "EX" ON STORES (4) TO ONE MAN FOR SEASON.** We play 22 Fairs and Celebrations in Texas, Oklahoma and Kansas, plus 5 Service Camp Paydays.  
**ADDRESS: DON BRASHEAR, MGR.**  
CITRUS FIESTA, MISSION, TEX., NOW.

**BURKHART SHOWS**  
GRAND OPENING FEB 15 AT KENTWOOD, LA.  
**LAST CALL** **LAST CALL** **LAST CALL**  
Will lay out lot on Feb. 12, so everyone connected get in touch. Have openings for Water Games, Long Range, Bingo, String Games, Coke or anything not working over 50¢ and stock. Have ten weeks in Louisiana; then north with extremely good route. Will be at the Louisiana Fair Meetings Feb. 3 & 4.  
**KENNETH RITCHIE, MGR., BOX 221, AMITE, LA. PHONE 9283.**

# CONKLIN SHOWS

The Best Fair Dates on the Continent!!

Will sell exclusive privilege for Guess Age-Weight—Novelties—Lord's Prayer Pennies and Hat Concessions. Have openings for all legitimate Concessions. Can place Shows and Rides—which do not conflict—on a real money-making proposition.

**HERE ARE THE DATES:**

KITCHENER, ONTARIO	.....	JULY 30-AUGUST 5
PETERBOROUGH, ONTARIO	.....	AUGUST 7-AUGUST 10
BELLEVILLE, ONTARIO	.....	AUGUST 12-AUGUST 15
THREE RIVERS, QUEBEC	.....	AUGUST 17-AUGUST 22
SHERBROOKE, QUEBEC	.....	AUGUST 24-AUGUST 29
QUEBEC CITY, QUEBEC	.....	AUGUST 30-SEPTEMBER 8
RENFREW, ONTARIO	.....	SEPTEMBER 11-SEPTEMBER 14
PICTON, ONTARIO	.....	SEPTEMBER 16-17-18
LINDSAY, ONTARIO	.....	SEPTEMBER 19-20-21
KINGSTON, ONTARIO	.....	SEPTEMBER 23-24-25

and

"THE GREAT WESTERN FAIR," LONDON, ONTARIO,  
SEPTEMBER 9 TO SEPTEMBER 14

**WE HAVE FOR SALE:**

Caterpillar—Flying Scooter—Octopus—Rolloplane—Looper.

Apply **FRANK R. CONKLIN**

P. O. BOX 31 BRANTFORD, ONTARIO, CANADA

## WILLIAM T. COLLINS SHOWS

WORLD'S LARGEST MOTORIZED MIDWAY  
WANT FOR THE FINEST ROUTE OF FAIRS OF ANY MOTORIZED SHOW IN THE COUNTRY

**RIDES**

Will book Dark Ride, Looper or any major Ride not conflicting with what we have. Also want Kid Rides such as Jolly Caterpillar and Tubs-O-Fun.

**SHOWS**

Will book any worth-while attraction with own equipment and transportation. Especially want Motordromes and Grind Shows.

**CONCESSIONS**

Want Hanky Panks of all kinds.

**HELP**

Ride Superintendent who knows all Rides and can handle Ride Help. Want Foremen and Second Men on all Rides. Must have chauffeur's license and be sober and reliable and be able to furnish references.

Year-round work, drive semi in the winter. (Doug Humphrey, Swede Lindquist and others who have worked for me, please get in touch.) All replies to **WM. T. COLLINS, Mgr., 801 E. 78th St., Minneapolis, Minnesota.**  
P.S.: Will be at the Tampa Fair Feb. 2-6.

# WANTED

Any information concerning the whereabouts of the following concessionaires:

<b>SAM BUNCH</b>	<b>C. R. CLIFF KNOX</b>	<b>CHARLES SHAUNESSY</b>
<b>CLIFFORD CRAIG</b>	<b>W. J. LINDSEY</b>	<b>(SHEANSEY)</b>
<b>GEORGE CUNNINGHAM</b>	<b>NORMAN E. LITTLEFIELD</b>	<b>WILLIAM SNYDER</b>
<b>R. E. GETTYS</b>	<b>DEAN PEACOCK</b>	<b>ARTHUR TEWS</b>
<b>JACK HALEY</b>	<b>JOE POSEY</b>	<b>RUDY WAGONER</b>
<b>ROBERT L. HETH</b>	<b>ALEXANDER SCOTT</b>	<b>AL (KOKOMO)</b>
<b>JOE HOFFMAN</b>	<b>ROBERTSON</b>	<b>WILKINSON</b>
<b>RAY JOHNSON</b>		<b>VERNE WOLFE</b>

OTHER LISTS TO FOLLOW. Contact us immediately

## NED, WISCONSIN DELUXE COMPANY

1902 N. THIRD STREET MILWAUKEE 12, WISCONSIN

## THOMAS JOYLAND SHOWS

WANT — FOR 1957 SEASON — WANT

**SHOWS**

Monkey Show with animals, have 70-ft. front for same. Also want Wildlife, Minstrel, Fat Show, Unborn, Platform, Animal Shows.

**HELP**

Can place Help in all departments. Also Foremen and Second Men for Roll-O-Plane, Tilt-A-Whirl, Flying Scooter, Caterpillar; must drive and have license. All people who worked for me before write.

**CONCESSIONS**

Can place Hanky Panks of all kinds, Age and Scales, Long and Short Range Galleries, High Striker, Photos, Cork Gallery, Pitch Games, Water Games. Can place P.C. Dealers, Agents for Slim Stores, Six Cats, Buckets, Swingers and Bingo Help. CAN PLACE GOOD ASSISTANT ELECTRICIAN FOR FRONT GATE, TOWERS; MUST DRIVE. CAN PLACE SHOWMEN IN ALL DEPARTMENTS. Chas. LeRoy wants married couple for his Illusion Show. Write Box 174, Gibsonton, Fla.

All wire and mail **L. I. THOMAS, Mgr.**

1701 N.W. 83d Street Miami 47, Florida

## LEO CARRELL HAS FOR SALE

GREATEST MONKEY SHOW ON EARTH

2 wonderful working Chimps, 4 good working Monkeys, 1 nursing Mother and Baby Rhesus Monks, 2 Giant Rhesus Monks, 1 Java Monk.

1 Loop-the-Loop Outfit, 1 40x100 green and blue striped Tent and Side Wall, nice 116 ft. Front, Lights, Wire, Bulbs, Stakes, Sledges, etc. Sell complete for \$2,500.00 or will sell separately.

**LEO CARRELL**

Rt. 1, Box 158, Tampa, Fla.

Phone 93-6772

FROM SEPT. 19 TO OCT. 19, 1957  
**?? WHERE CAN YOU GROSS MORE MONEY ??**

NOW BOOKING

SHOWS—RIDES AT MEMPHIS MID-SOUTH FAIR OPENS SEPT. 19  
**CLIF WILSON** FEATURE AND GRIND SHOWS DALLAS STATE FAIR OF TEXAS CLOSSES OCT. 19

Will be at Tampa Fair until Feb. 9  
Phone 7-4501  
Mail: Route 4, Box 727, West Hillsborough Rd., Tampa, Fla.  
Permanent Home Address after Feb. 9:  
190 N.W. 93rd St., Miami 50, Fla.  
(Phone: Plaza 9-6536)

## Wide Schedule of Events Carded for Homestead, Fla.

HOMESTEAD, Fla. — Many free gate tickets have reportedly been distributed for the first South Florida State Fair here, which the Vivona midway will play and which backers hope to develop into a permanent event.

Dates are February 1-10, and the event is being handled by Joe Behoff and Milton Warshaw for

Redlands District Chamber of Commerce. Air, Navy, Marine and Coast Guard units are to participate in one of three parades scheduled.

Edmondo Zacchini, of Olympic Amusements, will provide a 12-act grandstand show, including Miss Victory, human cannonball. Other events include a barn dance featuring Happy Arnold and his orchestra, a South Florida queen contest, three kiddie days, appearance of TV's "Queen for a Day" show, with emcee Jack Bailey crowning the local queen, a Negro achievement day on Thursday, and a Negro kiddie day.

John Vivona, of Amusements of America, said the show has signed to play the Hialeah Home Show following the fair.

## McCarter Buys Heller Outfit; Eyes Shoppers

COLUMBIA, S. C.—Purchase of equipment of Harry Heller's Acme Shows by R. C. McCarter, operator of the newly organized Starlite Shows headquartering in Augusta, Ga., was completed Thursday (16) during the annual meeting here of the South Carolina Association of Fairs. Purchase price was not disclosed.

The purchase, comprising equipment Heller had stored in Orange, N. J., and in operation last year at his amusement park in Lynchburg, Va., includes nine rides, a diesel light plant and a semi-lowboy office trailer. The equipment will be moved to Augusta this week. With his latest purchase McCarter said he would field two Ferris Wheels, an eight-car Whip, Whirlwind, Chairplane, Merry-Go-Round and seven Kiddie Rides for still dates. Other Heller rides will be placed in shopping centers and brought on the show when fair dates start. In the line-up will be six shows.

Nine fairs are signed to date, said McCarter, who hopes for a total of 19. Any vacancies in the fair route will be filled by new deal fairs contracted by Tom Terrell's staff.

McCarter branded as false a rumor that one man has all the concessions on the show.

## NSA Auxiliary Installs Prez

NEW YORK—Ann Brown was installed as president for a second term Monday (7) at the Hotel Rossoff, with the dinner and program presided over by Bess Hamid. Installing officer was Gayle Lambert, and marshals were Mary Pendrack and Edith Purdin.

A complete slate of officers took their positions. Included were Mildred Peterson, first vice-president; Katherine Rausch, second vice-president; Helen Mansfield, recording secretary; Flora Thompson, corresponding secretary; Claire Priddy, treasurer; Leah Rosen, assistant treasurer; Florence Van Raalte, chaplain, and Blanche Balzer, auxiliary hostess.

Chairman of the board of governors is Margaret McKee, with Veronica Zucchi as vice-chairman.

Betty Schatt presented corsages to officers, and Bess Hamid gave corsages to outgoing officers, past presidents and organizers. Also on the dais was Evelyn Batalsky, wife of the new president of the parent organization, Morris Batalsky.

Congratulatory flowers were received from the Greater Tampa Showmen's Association, Showmen's League of America, NSA, Miami Showmen's Association, Hot Springs Showmen's Association, Regular Associated Troupers; Caravans, Inc., and Molly Spitz.

## Hellwig Takes Over as Prez Of Show Folks

SAN FRANCISCO — Eddie Hellwig was installed as president of the local Show Folks of America by Superior Court Judge Walter Carpeneti, who acted as installing officer for the sixth consecutive year. The event was in the clubrooms here Monday night (14).

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

Officers who served in 1956 were E. S. Fitzgerald, president; Hellwig, first vice-president; Louis Leos, second vice-president; Mattley, third vice-president, and Albert T. Roche, corresponding secretary.

Nathan Cohn, a gold life card member and the club's attorney, was the master of ceremonies. Sam Abbott, of The Billboard, Hollywood, was the honored guest.

Members of the board of directors inducted included Teddy Texeira, Charles Albright, Harry Myers, Barney Stevens, Jimmie Lynch, Hazel Christensen, Al Rodin, William Coles, Teddy Levitt, John Provenzale, Flossie Fitzgerald, Hunter Farmer, Edward J. Harris, Marjorie Latiker, Frances Scott, Dave Cavagnaro, Bobby Cohn, Nick Ferrara, James Redder, Jack Dalton, Joe Richards, Art Craner, Sam Dolman, Louis Leos, Sam Landesman, Dave Long, Earl Leonard, Harry Baker, Joe Lamont, and Lester Hart.

Frederick L. Pyman, chaplain, dismissed the meeting with a prayer.

The installation of officers followed a steak dinner served in the late afternoon in the clubrooms.

## Masucci Adds 2 More Rides

SUFFOLK, Va. — Virginia Greater Shows will add a Roller Coaster and Flyoplane to its lineup this season, Rocco Masucci, general manager, announced on a recent visit to winter quarters here.

Masucci will return to the winter base late this month to get the refurbishing program under way. Meanwhile, Bill Murray, general agent, is holding down the fort here.



the great NORTH-EASTERN  
**SPORTS SHOW for 1957**  
SPORTS - TRAVEL - VACATION  
BOATS - OUTDOOR LIVING  
**APRIL 5-14**  
SYRACUSE, N. Y. at the New York State Fair grounds.

**WM. HARTMAN**  
Director

## Wilson Famous Shows

Can Place for the 1957 Season

Concessions, Shows with own equipment and Rides that do not conflict. Electrician for plant; Foreman and Second Men for Wheel, Merry-Go-Round, Flying Scooter, Scrambler, Coaster and Kid Rides. All must drive. We have Caterpillar Ride for sale or trade.

Address:  
**RAY WILSON**  
Astoria, Ill.

## MOTOR STATE SHOWS

NOW BOOKING FOR 3 UNITS

Long season. Open latter part of April. Can place a neat Cook House catering to show people, Hanky Panks, 2 Grind Shows, Fun House, etc. Help on Merry-Go-Round, Wheel, Octopus, Rockoplane, etc. Want good Electrician, Scenic Painter. Will be at Ohio, Mich., Miss., La. fair meetings. All replies:

**J. J. FREDERICK**  
2263 Newton St. Detroit 11, Mich.  
Phone: Trinity 3-2860

### IMPORTANT

Anyone knowing the whereabouts of any relatives of HENRY "TUBBY" SNYDER'S family, dead or alive, please write Henry "Tubby" Snyder formerly owned the Great Cosmopolitan Shows Carnival; was with the Fisk & Snyder Carnival. He died in Chicago in April, 1936, and left his wife, Aida E. Snyder, and, we believe, a daughter named Anna. Any information that will be of service in finding them will be rewarded. Address: P. O. BOX 114, Ravinia Sta., Highland Park, Ill.

## WANTED

One or two non-conflicting Major Rides for coming season. Have booked 30 weeks, all Celebrations. Contact:

**J. B. KEMMERLING**  
2006 S. Baldwin Ave., Arcadia, California  
Phone: Hillcrest 7-0026

### FOR SALE

Kiddie Goat Ride—Eight goats, two years old; seven carts and harness, lead wheel, platform, lights. Operated in the Northwest last year. Will beat a Pony Ride. Also new Model H PDQ Camera, complete. If interested, write

**NICK CARTER**  
Elkhart, Kansas

### LINDLE SHOWS

BEARDSTOWN, ILL.—**JACK LINDLE**  
Now booking for strong route of Fairs, Centennials and Celebrations. X on all Stock Concessions, Cook House or Sit-Down Grab; none booked. Will buy or lease one major Ride not conflicting with Wheel, Jenny, Coaster, Mixup. Want one Walk-Thru Show. Sell or trade Speedliner or G-12 Train.

### WANTED

**Girls for Girl Show**  
Soldiers' payday February 1, Lawton, Okla.; then Celebrations and Stock Shows to follow. Wires and air mail to  
**FRENCHY BOUILLION**  
c/o Smith Shows  
1603 S. Second St. Lawton, Okla.

### FOR SALE

1949 1½-ton International Tractor; 1949 32-ft. Fruehauf Trailer; 28x50-ft. Cookhouse, flys, plenty of equipment. Make offer.  
**MRS. M. RIGGINS**  
833 Madrid St. Coral Gables, Fla.

## SHOW SIGN PAINTER

Steady work on new equipment.  
Apply  
**KING EQUIPMENT CO.**  
Mt. Clemens, Mich.

### Hot Springs Showmen's Association Ladies Auxiliary

President Gamble called the meeting to order. With her on the rostrum were June Reynolds, first vice-president; Bonnie Wheatley, secretary; Rose Marie Stein, treasurer; Daisy Fritts, club mother, and Helen Staley, chaplain.

Rose Kahn was appointed to represent the club at installation ceremonies of the National Showmen's Association, and Sybil Lashbrook was named to function in the same manner at St. Louis club ceremonies.

At the New Year's Eve raffle the stole donated by Posie Kahn brought the auxiliary \$150 for its general fund. Harry and Belle Roberts returned from a two-week vacation in Chicago. Olga Glosser planned to Saskatchewan for a visit with her family. Benny Hazen, Lee Moss and June Reynolds attended the fair meeting in Minneapolis. Florence and Jack Timken are back after holidays in New York. Ollie and Bill Shelford are vacationing in Georgia. Harry Henries has gone to Houston and Mickey Young to Lafayette, La.

A Wurlitzer organ ordered for the club rooms will be delivered soon.

### Detroit Fems

Continued from page 112

ier, Gertrude Quist and Viola Lippa. Out-of-town directors are Sophie Tucker, Pat Crognale, Mayme Wade, Maizie Pence, Leona Bennett, Ann Barker, Ann Gooding, Leona Goldstein, Clara Silber and Peg Cohen.

The officers will be installed at the annual dinner to be held January 20 in the ballroom of the Fort Shelby Hotel here.

Back after absences were Francis Moran, Belle Iler, Sylvia Sommers, Leona Bennett, Ann Barker, Grace Risch, Maude Youda and Bertha Litman. The sick list included Sylvia Thomas and Eva Yellick.

### SEARCHLIGHTS

Brand-new Sperry and C. D. 60-Inch Searchlights, still crated, located Albany, Chicago or St. Louis, with tires and complete spare parts box, \$400. Brand-new Generators, still crated, 16.5 kw., \$600. Complete Burner Heads, \$100 a set. Also very good buys in slightly used equipment.

### J. PILE

#### A.A.A. SEARCHLIGHT COMPANY

5306 W. Lawrence Ave., Chicago, Ill. Glenview 4-1240 Mulberry 5-3510

### CANTRELL'S TENT SHOW

Open Now — Want Now Strong Jig Show Team to feature. Buck and Ethel Able have a real proposition for you. Want Brown Skin Stripper for Concert. Will book Mus and two Hankies. (This is not a Carnival but Tent Jig Show playing two spots a week.) Want Concession Agents, Working Man for Canvas. Tracey, have Candy Stand for you; Jim and Betty Atchley, contact us. Want to buy Wrestling Bear and a Floss Machine.

### D. W. CANTRELL

Mgr. Tent Show Innis, La., Jan. 24-27

### LEERIGHT'S MIDWAY SHOWS

Want now and for all the 1957 season. Grind Shows and Girl Show. Will book one major Ride not conflicting. Concession Agents, Ride Help and all useful Carnival People contact or come on. All Concessions open at reasonable privilege. Tucson, Ariz., this week, 50,000 soldiers' payday; Fry, Ariz., next week; followed by Nogales in city and northward to Colorado, Wyoming, Utah, Montana. Choice route of Fairs and Celebrations. Wire or write LEERIGHT'S MIDWAY SHOWS per above dates.

### GIRLS Last Call

For large Dancing and Posing Shows, with or without experience and wardrobe. Young and attractive. Top salary. Also Talker, Candy Man, Ticket Sellers, etc. Wire (no collect) MIKE MILLER, c/o Bill Hames Shows, Box 1377, Fort Worth, Texas, Jan. 25 to Feb. 3; then c/o Bill Hames Shows, San Antonio, Texas, Feb. 5 to 18.

ADVERTISERS know exactly what THE BILLBOARD delivers because The Billboard is a member of the Audit Bureau of Circulations.

# CLUB ACTIVITIES

### Pacific Coast Showmen's Association

LOS ANGELES—R. C. (Bob) Downie, who recently took over the presidency, briefly outlined his aims for the coming year at the regular weekly meeting Monday night (14). Downie, with Al Weber, treasurer, and H. D. (Bob) Matthews, secretary, on the rostrum, said that he will soon announce committee appointments. Edward J. Harris, junior past president, was invited to the rostrum following the Pledge of Allegiance.

Benjamin J. Schultz was inducted into the membership. Harry Simonds was reported a patient at the Seaside Hospital in Long Beach.

President Downie called upon several members who had not been in recent attendance. They included Lonnie Wald, Ed Butler, Charles Crouse, Charles Goss and Louis Pugliese.

Weber made a report on the cemetery board's work and plans.

### Greater Tampa Showmen's Association

#### Ladies' Auxiliary

President Esther Young called the Thursday (16) meeting to order assisted by Vera Cox, Olive Sprague and Mary Wenzik, vice-presidents; Elsie Owens, treasurer, and Grace Fillingham, secretary. Chaplain Ella Stophel delivered the invocation.

It was announced that Mary Wenzik, flower queen, would crown the new queen at the end of the contest.

Marie Critzers was reported back in St. Joseph's Hospital.

Bertie Perrot, sergeant at arms, reported 88 members present.

### Can. Bookings

Continued from page 112

Rome, a railroad show. It came down thru Campbellton, Bathurst and Newcastle, N. B., at mid-season last year and then went to Charlottetown, P. E. I., for a date just prior to the fair. The plan had been to go into Nova Scotia, but instead the show went to St. John, N. B., played an August date on the East End Grounds and then closed. Equipment has since been moved to the St. John Exhibition grounds. Presumably Model will pick up in the spring more or less where it left off last summer, playing some Eastern Canada dates.

Latest aspirant is Clifford Mullins and his Royal Pine Shows, Bangor, Me. He has announced four unnamed mid-summer dates on the Canadian side.

Back in business in a modest way after some years of retirement is Frank Elliott, Amherst, N. S. He has been playing some attractive small dates with a four-ride show the last couple of seasons.

Meanwhile, Jerry and William Bondar are said to want a few down-east dates for their newly acquired Bernard & Barry Shows. This is a 40-car railroader out of Windsor, Ont. B. & B. will close a week in Kirkland Lake, Ont., July 5, and is seeking three weeks between that and its opening at the fair in St. Hyacinthe, Que., July 29.

In more populous areas this would be regarded as normal pre-season carnival activity. In this case it must be remembered that Canada's Atlantic provinces comprise 206,601 square miles with resident population of only 1,750,000 people. That works out at less than nine to the square mile.

### Caravans, Inc.

CHICAGO — President Agnes Barnes was in the chair at the first meeting of the year. Eva LeRoy served as first vice-president in the absence of Isabell Brantman, who is in Florida. Also present were Wanda Derpa, secretary; Lillian Lawrence, treasurer, and Irene Coffey, chaplain.

A thank-you letter was read from the Showmen's League of America for assistance at the annual Christmas party for underprivileged children. Another letter was read from Mae Taylor thanking the club for a gift sent during her convalescence. Correspondence also read from Pauline Grey, Bess Hamid, Mrs. Myrtle Knittel and Rev. Marcel LaVoie.

Claire Sopenar has completed arrangements for the open house and installation. The annual spring benefit party will be held April 26 with Helen Wettour as chairman. Josephine Haywood was to represent Caravans at the auxiliary installation in Tampa. Mae Sopenar plans a Canadian trip.

Evening awards went to Rose Jarboe and Agnes Zelek, Helen Wettour, Eva LeRoy and Wanda Derpa were designated hostesses for the next social.

### Hot Springs Showmen's Association

#### Ladies' Auxiliary

HOT SPRINGS—The January 10 meeting was called to order by President Virginia Gamble. Invocation was given by Chaplain Helen Staley. Correspondence from Juana Strassburg, announcing purchase of a home in Hollywood, Fla., was read. Membership application of Louise Miller was posted.

The auxiliary purchased a Wurlitzer organ and the men's club a spinet piano, both delivered in time for the meeting. Edith Conklin, Katherine Doolan and Pearl Weydt are additions to the board of governors.

Hostesses for the Monday (14) card party were Pearl Weydt and Ida Lee Knight. Door prizes were won by Helen Staley and Marion Shuford. Daisy and Carl Fritts are leaving for a three-week Florida vacation. Word was received of the January 15 death of Art Signor in Muskogee, Okla.

### 150 Fun Seekers

Continued from page 112

Meecker Shows; M. (Whitey) Monette; William Kindel, Patty and Raymond Treanor, W. Lee Brandon, Crafts Shows; Bobby Cohn, West Coast Shows, and Ted Levitt, Gold Coast Shows.

Caroline Vogel was crowned queen by Harry Golub, who attended the affair with his partner in the promotion of a rodeo in the Orient. A. V. Bamford, Miss Vogel also offered several dances during the show, which also featured David Warren, magic; Don Carlos, hypnotist, and Duchin's music.

Wine for the event was again donated by Brother John, of the Christian Bros. Winery in Napa. The presentation was made by Dave Cavagnaro, who represented Brother John, who was unable to attend.

Fitzgerald, outgoing SFA president, urged that all show clubs work together for the betterment of the industry.

A large basket of flowers from the Regular Associated Troupers of Los Angeles was presented the group.

Frederick L. Pyman, S. T. D., SFA chaplain, delivered the invocation.

Among those attending from Los Angeles were Norman Schue, Sam Lasky, Art Harris and Ruth Korte.

### Showmen's League of America

CHICAGO—Over 40 members attended the Thursday (10) meeting despite sub-zero weather. Jack Duffield, first vice-president, was in the chair, assisted by Bernie Mendelson, treasurer, and Homer Briant, executive secretary. Also on the platform were three past-presidents, Carl J. Sedlmayr, Maurice Ohren and Ned Torti.

Sedlmayr spoke on the plaque to be installed in the clubrooms next year and said he would report to the membership in a letter. Harold Barrows added his pledge to the plaque fund.

Brief talks were made by Ed Levinson, Jack Benjamin, Morris Brown, Ohren and Torti.

Joe Haas was released from Alexian Bros. Hospital here. Robert Miller was reported ill at home and John Gallagan was reported out of a Knoxville hospital. Lou Keller was holding his own at home.

### Miami Showmen's Association

MIAMI—William B. Moore reports that 34 names are needed before the bronze plaque will go in for casting. Names are \$50 apiece.

Membership cards for 1957 are ready and will be sent out soon. Members are asked to submit dues of \$11, of which \$1 goes into the cemetery fund.

Paid-up cards are ready for the following, and will be forwarded when the executive secretary is informed of the addresses: Henry Moore, Lloyd R. Matter Jr., John W. Flowers, John R. Alexander, Charles W. Smith, James T. Hawley, John C. Thomas, Norman Libin, William I. Storey, George Smith Jr., Theodore W. Plante, Hyman Snyder, Joseph S. Andrykoff, Paul M. Mueller, Vernon, O. McNatt, John H. Williams, John R. Morton, Clarence Cook, Paul Treon, James Finn, Joseph Cacchiotti, and Albert J. Hannum.

#### Ladies' Auxiliary

President Kathleen Glosser pre-

### National Showmen's Association Ladies' Auxiliary

NEW YORK—First meeting of the new administration under President Ann Brown was held January 7. Other officers are Vice-Presidents Mildred Peterson and Kitty Rausch, Corresponding Secretary Flo Thompson, Treasurer Claire Priddy, Assistant Treasurer Leah Rosen, Recording Secretary Helen Mansfield, and Chaplain Florence Van Raalte.

It was reported that Grace Steiner is out of the hospital after several blood transfusions.

Donations to the kiddie fund were made by Ann Lager, Jeanette Finkel, Agnes Goldberg, Bess Hamid and Anna Cook. The sunshine fund was donated to by Mae McKee, Lean Rosen, Eileen Weisman, Jean Harris, Mickey Levine, Bess Hamid, Ethel Shapiro, Florence Van Raalte, Anna Keller, Anna Rosenberg and Molly Rosenthal, some of the money being in memory of Anna Cook's late mother.

New members are Mrs. Joe Basile and the wife and sister-in-law of radio's Big Joe Rosenfeld Jr.

New chairmen are Fredi Coleman, bulletin; Evelyn Batalsky, membership, with Mae McKee as co-chairman; Mildred Peterson, publicity; Dolly McCormick, kiddie fund, and Irma Bernard and Eileen Weisman, ways and means.

Anna Brown was presented with a pair of Gorham sterling silver adjustable candlesticks, and a cake was presented at the meeting by Jane Tubis, Bunny Kassow, Ann Peterson, Eileen Weisman, Mae McKee, Evelyn Batalsky, Francis Simmons and Lillian Serauson.

sided at her first meeting January 16. On the rostrum with her were Francis Deemer, first vice-president; Rosita Dell, second vice-president; Kay Leisure, third vice-president; Lois Weiss, treasurer; Hilda Roman, recording secretary, and Rhea Carson, corresponding secretary. Invocation was given by Chaplain Onalee Jones. Tyler Evelyn Taylor reported seven officers and 130 members present.

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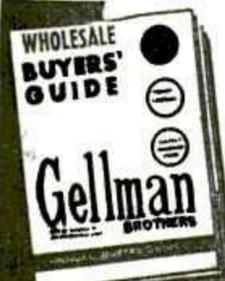
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The John Robbins Company has moved to 1801 Forbes Street, Pittsburgh. The new, modern and larger quarters contain 60,000 square feet of space to give better service. Among items presently in stock are plush toys, jewelry, housewares, luggage, slum, bingo supplies, appliances, novelties, china, glassware and imports. You are invited to visit the new showroom and warehouse.

Kipp Bros., 240 South Meridian Street, Indianapolis, is jumping the field with an offer of Valentine Day supplies. Special to the trade is a \$7.80 assortment which will bring in \$14.36. It consists of two gross of two-for-1-cent valentines, one gross of comics, two gross of penny sellers, one gross of three-for-5-cent sellers, one gross of 5-

cent mechanicals and one dozen 10-cent cello-paks. In addition to a large assortment of exchange valentines, Kipp also has valentine balloons at \$7.50 per gross and crepe paper party hats at \$5.40 per gross. Complete valentine listing will be sent on request.

A new low-priced item is being introduced by National Distributing Company, 1751 West Flagler Street, Miami. This is a super tool knife which may be carried in the pocket and includes many blades and tools that do the work of scissors, saw, file, fork, regular blade, bottle opener, can opener, screw driver, leather punch, corkscrew and scaler. In lots of six or more, the price is \$2 each. A sample is \$2.50. Most similar knives cost five times as much.

Providence Ring Company, 49 Westminster Street, Providence, R. I., reports sensational profits are possible with its three-stone ring for men. It has a gold finish and a large white, brilliant center stone with red or green side stones. The firm says this No. 185 is full of life and fire. The price is \$3.25 per dozen, but drops to \$3 per dozen in gross lots.

A jeweled watch, key chain, expansion band, cuff links and tie bar in a smart case may be had from Cel-Max, Inc., 582 South Main Street, Memphis. Sample is \$6.45. Price is \$4.89 or \$4.79 in lots of 12.

## PIPES FOR PITCHMEN

By BILL BAKER

RETURNING . . . to Providence, R. I., after a sojourn in Florida since October, H. E. Erskine, an old-timer in the med business, relates the following story: "During my stay in Florida, I took on a job as performer and utility man with a med worker. He had a good spiel and would have gotten along okay except that he tried to do some of the old-time burnt cork skits, which killed the show and his sales. This man forgot that times have changed and that folks, no matter where they live, listen to radio and TV and read the papers. So people attending the show just wouldn't take such old-timers, as "Pete Geta a Job" and "Pay the Barber," skits that were done years ago by the Kickapoo shows."

MIAMI NEWS NOTES . . . from Joe Joblots: Tomato Face Dutch, the trombone king, plans to join the Paul Revere Enterprises next summer. Many employees of the firm are now in Miami spending their loot. . . . Rubin Bluestein has what is believed to be the only silver-colored car in Florida, bought with money won at the dog track. . . . Jumbo, of the Savoy Hotel, has bought a banana plantation in Cuba and invites the boys to visit him. . . . Kelly Green is looking for a new gin rummy customer. . . . Andy Day flew to Cuba after a winning day at Tropical Park. . . . Abe the Gilly has entered his car in the Daytona Beach races. . . . Red Revere Lux is looking for a location on Maxwell Street for next summer.

TEX ST. JOHN . . . an old-timer, has been in Florida State Hospital, Arcadia, for almost two years and would like to hear from friends. Details about his illness will be supplied by his wife, Connie, who may be reached at General Delivery, Arcadia.

DAVE (RED) STONE . . . piping in from Roanoke, Va., reports the town has plenty of room for pitchmen and that there seems to be a lot of long green floating around, ready for harvesting. Dave, who worked the McClellan store there for the past two weeks, says he bumped into Joe Stone, of popcorn note, recently. Joe, the oldest of the Stone brothers, was sporting a 1957 Thunderbird, and invited Dave out to his home, which is also the sit of Stone brothers' winter quarters.

WRITING FROM . . . Dayton, O., Charles H. Miller reports that Phil Kraft was in town pitching polish and getting good takes at McCrory's for a couple of weeks. Kraft broke in a couple of new workers while there. One of them, Ray (Butterball) Coffen, is now working a store on his own in Detroit. Another, Jerry Williams, is working polish in a Springfield, O., store, while Mrs. Williams is working cake decorators in a Dayton store. Another newcomer in Dayton is Koomer, who opened in Rike's on January 17. Miller, who now has Kraft's spot in town, says he, too, has been doing okay with polish. In his spare time Miller is framing a coil car and will have it ready in about a month. "Glad to hear of June Coffey's marriage," says Miller. "Congrats to the couple." Miller, who gets mail at General Delivery, Dayton, would like to hear from Neal Sheedy, Pete Berryman, Bill Summers and Forrest Stafford.

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Cobuccio Jr., Jos.  
Cody, Betty  
Collins, Ernie  
Conkey, Billy  
Conlon, Edw. H.  
Conn, Andre Alan  
Conroy, Harry (Tex)  
Cook, Jack (Star Amuse. Co.)  
Cooper, Marvin  
Cooper, Nelson  
Correll, Maran  
Cosito, James Jos  
Courtney, Wilfred J.  
Coyne, Mrs. Thos. J.  
Crimmins, Harry  
Cummins, Glen  
Darsel, Murb  
Darling, Phyllis  
Davis, Edw. (From Angels Camp, Calif.)  
Davis, Julie  
Davis, James  
DeCoste, R. A.  
Delano, Buddy J.  
Dehon, W. M.  
Demetro, Johnnie  
Demetry, Pete (The Demetry, Pete)  
Denind, G.  
Dickerson, F. E. C.  
Dodson, Essie  
Donald, John Henry  
Donna, Albert  
Dorner, Armond  
Dowling, James J.  
Duchane, Louis & Mrs.  
Dunn, Bill & Pauline  
Duran, Martha  
Durborow, Richard L.  
Durham, John W.  
Eddy, Samuel D.  
Eisenhower, Geo.  
Ellis, Ray  
Emmert, Eugene G.  
Engerer, Capt.  
Ernest & Addie  
Evans, Bert Mitchell  
Evans, Clarence  
Exline, E. D. (Martin)  
Fagan, Earl W.  
Farnowski, Arnold  
Flax, Harry  
Fitzgerald, E. S.  
Flinnagan, James T.  
Flower, Mildred  
Floyd, Don  
Floyd, Lolita Ruth  
Floyd, Al or Dr.  
Forett, John W.  
Forrest, Wilfred  
Fossett, Tony  
Frank, Joe  
Frazier, Eve  
Freese, Tony  
Gable, Jos.  
Gallivan, Robt. W.  
Garden, Maria  
Geibert, Goldie  
George, Mrs. Carl  
Gerton, Lee E.  
Gibson, E. M.  
Gillepsie, H. M.  
Glass, Harry W.  
Gloth, Louis  
Golden, Geo.

**MAIL ON HAND AT NEW YORK OFFICE**

1564 Broadway New York 36, N. Y.

- Roberts, William  
Robertson, Daniel L.  
Robinson, Robert  
Roper, Thomas R.  
Rosenfeld, Jimmie  
Ross, Bessie  
Ross, C. H.  
Ross, Emile  
Rout, Frankie  
Rummens, Charles F.  
Sallee, Ezar Cleo  
Saunders, Heavy  
Saunders, Larry  
Saxe, Reggie  
Schmuck, Carl R.  
Schuch, Clarence  
Schultheis, Eugene  
Screbneff, Wm.  
Sealo, Charles  
Sebrece, E. W. & M. E.  
Sells, Dean  
Settles, Mrs. Ethel  
Seydel, Dick B.  
Seydel, Mildred N.  
Shoop, Harold  
Showalter, Henry  
Shriver, C. H.  
Sims, Walter Frank  
Smallwood, Bob  
Smith, C. C.  
Smith, Lucky  
Smith, Sid (Sandman)  
Smythe, Frank  
Sniffen Sr., Charles  
Snyder, Eugene  
Sorens, Bernice  
Stafford, Ben  
Stafford, Ed  
Stanley, Joseph for Stash (worked for Arkie)  
Steffen, Samuel  
Strope, William D.  
Steuber, Frances  
Stingham, Paul E.  
Strain, Jr., Henry  
Stratton, Howard  
Strickler, Thomas E.  
Strid, Phil & Lea  
Suffrin, Albert  
Sullivan, William  
Summers, Kenneth E.  
Sutton, Robert Lee  
Surran, Frank  
Swan, Walter  
Swinsky, William  
Szydel, Stanly John  
Taylor, Robert  
Taylor, William  
Teit, Fletcher & Mrs. Perhurne, Robert F.  
Thompson, Mrs. C. F.  
Toney, Mrs. Pauline  
United States Shows  
Vance, Ray  
Vangness, K. O.  
Vilado, Mrs. Josephine  
Vinson, Jack  
Viola, Frank  
Wallace, Vernon  
Walsh, Earl  
Walsh, Effie  
Ward, Harold  
Ward, Judy  
Ward, J. Robert & Juliene  
Waters, Ethel  
Waters, Mrs. Dorothy  
Weatherman, Jack B.  
Weaver, Mrs. Lillian  
Weeks, Happy  
Welner, Joseph H.  
West, Whitney  
Westfall, Mary T.  
Whitemire, Otto  
Whitts, W.  
Williams, Boyd  
Williams, Harriet & Rico  
Wilson, Harry  
Wilson, Jack R.  
Winburn, Herbert  
Woods, James L.  
Wood, Vernon P.  
Woods, Herman  
Workman, Jimmy  
Wright, John & Ella  
Wyatt, Arthur L.  
Wynn, Bill (candy butcher)  
Yawger, Edward  
Yeager, Eddie  
Young, Max B.

**MAIL ON HAND AT CHICAGO OFFICE**

188 W. Randolph St. Chicago 1, Ill.

- Bleeker, Elsie  
Boyer, Jack  
Butler, Al  
Christy, Tommy  
Clayton, John  
Cook, G. R. & M.  
Demetry, Peter  
Denning, Elaine  
Earle, Beatrice  
France, Miriam  
Gorman, G. M.  
Keegan, Blackfish  
Knight, L.  
Lajoie, Ledia A.  
Lakont, Lily  
Lamore, Grant  
Lorraine, Blanche  
Lynch, Jerry  
Lyons, Bane  
McKennon, Paul  
McKenny, (Bucky)  
Meak, Johnny  
Milanese, Giuseppe  
Miller, Clifford M.  
Moore, Jimmy A.  
Moland, Leslie H.  
Parnes, Sid  
Pelkey, Leonard  
Ralph, Art  
Rania, Miss  
Richardson, Samuel  
Roya, William J.  
Sutton, Inez  
Sutton, Vivian Van R.  
Vanteen  
Weintraub, Mike  
Welds' Bear Act  
Whitmer, Ken  
Wright, Wilbert A.  
Younger, Edith or Cliff  
Youngbaur, John

**MAIL ON HAND AT ST. LOUIS OFFICE**

390 Arcade Bldg. St. Louis 1, Mo.

- Ayers, Maurice C.  
Arnold, Rube  
Barnes, Doc  
Bond, Tiny  
Barnes, Libbie  
Bogart, Jack  
Bowers, Michael  
Chrisman, Dale  
Duffy, John F.  
De Marsh, Jack  
Duane, Clyde  
De Nise, William  
Eaton, Gerald  
Kelly, Tommie  
La Pearl, Jack  
Nolan, James Le Roy  
Perini, E. J.  
Rosen, Gordon  
Stuck, Arthur A. & Virginia

**MAIL ON HAND AT ST. LOUIS OFFICE**

390 Arcade Bldg. St. Louis 1, Mo.

- Alden, Clifford J.  
Annes, Mike  
Anthony, Korrine  
Armstrong, Matthew  
Asbury, Howard W.  
Bacon, William  
Barnes, Lowell  
Barton, J.  
Bathelot, Mary  
Beckner, Cecil E.  
Benson, Bennie  
Biggs, Regina  
Blankenship, Tom  
Boaz, Howard  
Bowers, L. A.  
Bowers, Mur  
Brumblow, Marvin  
Bruno, Cicilian  
Bullard, C. S.  
Burgess, David E.  
Carpenter, Clifford R.  
Cameron, J. W. (Bill)  
Clark, V. S. Jack  
Chambers, Louise  
Clarkston, Bob  
Cohen, William  
Collins, Mrs. Dale  
Conlon, Pat  
Cook, James  
Cooper, Ray  
Corey, Barney  
Coulter, J. H.  
Craze, Margo  
Crawford, J. R.  
Crusely, Raymond  
Crowe, Jesse  
Cudney, C. H.  
Daniels, John & Lon  
Davis, H. T.  
Davis, Scotty  
Demetro, Mary  
Deveraux, Paul  
Diaz, Ted  
Drake, Joe  
Eisenhower, George  
Carpenter, Clifford  
Exline, Emmett D.  
Fein, Morris  
Fisher, Hal  
Franker, Charles  
Fester, Chuck  
Foltz, Russel N.  
Freehand, Raymond  
Gamble, Earl  
Gilbert, Mr. & Mrs. A. L.  
Gilk, George  
Glass, Dave  
Graves, Mrs. Floyd  
Grutel, Jim  
Halley, W. R.  
Harn, Mr. & Mrs. D. H.  
Harrell, E. D.  
Hartman, Jack Mac  
Henderson, Mr. & Mrs. Grabo  
Henson, Bill  
Hewitt, Roy  
Hill, Monk  
Holston, J. F.  
Impeduglia, Vito or Lucille  
Ingram, Robert  
Ingram, Eugene  
Jones, Willie E.  
Johnson, Edward D.  
Jordan, Jim (Wally)  
King, W. P.  
Krugner, Dean  
Lemons, Charles  
Logsdon, Walter  
Long, Kenneth Eddy  
Lowe, Thomas Alva  
McClain, O. C.  
McHenry, Myron F.  
McIntendon, Leon  
Matthews, Sport & Alice  
Meadows, Ted  
Melton, William Ray  
Metzger, Rurt  
Mines, Rex  
Minser, C. C.  
Mitchell, Red  
Morrison, Melvin  
Morris, Terrell  
Neighburs, Barney  
Nelson, Joe William  
Newcome, M. C.  
Olender, Harvey L.  
Phinney, Mrs. Margaret  
Pierce, Clyde  
Pierce, Patrick  
Quilian, Louis  
Siddell

- Raaz, E. Pete  
Rankins, Ray L.  
Rawlings, Jack A.  
Rawlings, William  
Reynolds, Duke  
Robertson, Freddie  
Ross, Jack  
Sado, William  
Scott, Harold  
Settle, Thurman D.  
Sharp, Charles  
Sharp, Joe  
Smith, Ida  
Star, Hedy Jo  
Switzer, Jackie  
Turner, A. R.  
Wardino, Sam  
Wellkins, Stephen  
West, Mrs. Margie  
Williamson, Al  
Wix, Johnie  
Woods, James L.  
Young, Max B.

**Distributors! Concessionaires! INVENTORY CLOSEOUTS!**

Buy Now at Tremendous Savings!

**25" MOUSE DOLL \$9.00**  
Rayon Cloth .90 dz.  
**28" BEAR \$13.50**  
Taffeta & Rayon . . . . . dz.  
**36" CLOWN \$11.40**  
Taffeta & Rayon . . . . . dz.  
**13" PEASANT \$6.00**  
Hungarian Doll dz.  
**EASTER BUNNIES, CHICKS, ETC. LARGE SELECTION—ALL SIZES. PRICED LOW AS \$6 DOZEN.**

**NOW READY FOR IMMEDIATE DELIVERY**  
F.O.B. N.Y.C. 25% dep., bal. C.O.D. if not rated. Send for NEW 40-pg. FREE CATALOG and closeout lists.

**ACE TOY MFG. COMPANY**  
536 Broadway, N. Y. C.  
WA 5-3234

**Will You Wear A Pair Of Comfortable New Sandals To \$150 IN A WEEK**

Step into big extra money wearing FLEXICLOGS! Patented flex-with-your-foot FLEXICLOGS are latest fashion rage. When friends see this smart new footwear on your feet they'll order. Make up to \$10.00 a sale on amazing TRIPLE PROFIT PLAN! Styles for women and men. Write for complete money-making selling outfit, including full-size FLEXICLOGS sample, FREE!

FLEXICLOGS, Dept. 8-A  
New Holstein, Wisc.  
Name.....  
Full Address.....

**YOUR PHOTO ON STAMPS**

MAKE 300% PROFIT!  
Clear, glossy, genuine photos, size as shown, perforated & gummed like postage stamps. Use on letters, cards, etc. Easy to sell; your profit up to 300%! 100 photos for \$1; send picture (returned unharmed). \$1 refundable. 48-hour service.

**NAT'L PHOTOSTAMPS CO. (Dept. X)**  
309 N. Y. Ave. Brooklyn 13, N. Y.

**HURDY GURDYS**

6 Tunes per Roll  
Price \$135.00. With carrying cart \$180.  
**NOEL GRAUBART Import & Export Co.**  
120 W. 42 St., N.Y.C. WI 7-5902

**45 RPM RECORDS**

Rock 'N' Roll only. New and used, but all good and unbreakable. Assorted labels, titles and artists—well known. Minimum order—100. All orders C.O.D. or cash in advance—F.O.B. Baltimore.

**Jalen Amusement Co., Inc.**  
14 E. 21st St. Baltimore 18, Md.

**Para-Shooter The PARACHUTE SHOOTER**

This is a good item for demonstration  
This Acme Parachute for the last 24 years has been one of the most fascinating and fast moving Toys ever offered to the trade.  
Made as economically as possible by a company with experience and with tried and proven materials. It is simple and foolproof in operation. Can be used indoors as well as outside.

**FOR COMING EVENTS CHECK THE BILLBOARD**

1-A Parachute packed in red and green foil tubes.  
1-AP Parachute packed in red and green plastic tubes.  
1-APS Sewed Parachute packed in red and green plastic tubes.

**ACME TOYS** 2333 ABBEY AVE. CLEVELAND 13, OHIO  
For Toy Parachutes be sure and get Acme, the Time-Tested Product.

**Spotlight Value! Packed with "SELL" Priced for PROFIT!**

**CEL-MAX Ensemble**

**KEY CHAIN \$4.89**  
Sample \$6.45  
In lots of 12, \$4.79 Ea.

**EXPANSION BAND**  
**JEWELED WATCH**  
**CUFF LINKS**  
**TIE BAR**

Stunning Beauty in FIVE (5) Smartly matching pieces!  
Complete Jewelry Wardrobe PLUS Handsome Jeweled Watch!  
Shipped in assorted sets. Beautifully boxed! Min. order 6.

**NATIONALLY ADVERTISED**  
It's terrific! High styled Cuff Links . . . Full length Key Chain . . . Tie Bar . . . Fine Expansion Band and Handsome Jeweled Watch! . . . All luxuriously packed . . . Sensationally priced! A sample will convince you! 25% with order, balance C.O.D. Write for new catalog.

**CEL-MAX, Inc.**  
582 SO. MAIN ST. MEMPHIS, TENN.

**LITTLE ATOM World's Smallest Pistol**

COMPLETE WITH RUMROD AND YOUR CHOICE OF LEATHER HOLSTER OR CAPS

ACTUAL SIZE

Dealer's \$1200. Cost . . . \$1.95 ea. Actually shoots caps with terrific report . . . sells on sight with a bang!

**DISPLAY CARD MOVES 'EM FAST**  
Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '57 Catalog.

**G & S Mfg. Co.**  
Dept. B. NASHVILLE, TENNESSEE

**45 RPM RECORDS**

Rock 'N' Roll only. New and used, but all good and unbreakable. Assorted labels, titles and artists—well known. Minimum order—100. All orders C.O.D. or cash in advance—F.O.B. Baltimore.

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1-APS Sewed Parachute packed in red and green plastic tubes.

**ACME TOYS** 2333 ABBEY AVE. CLEVELAND 13, OHIO  
For Toy Parachutes be sure and get Acme, the Time-Tested Product.

**WEINMAN'S** MEN'S WOMEN'S New Styles

**BENRUS ELGIN WALTHAM GRUEN BULOVA** WATCHES

Guaranteed LIKE NEW!

Choice Lot 6 FOR \$49

All famous makes — complete with expansion bands. Reconditioned and guaranteed like new! (Sample, \$9.95)

Assortment, Men's Elgin, Waltham, Complete with Expansion Bands. \$69.50

10 FOR \$6.45

SPECIAL LOT—Men's Elgin, Waltham Watches Reconditioned and Guaranteed. Expansion Bands Included. 5-Day Money-Back Guarantee.

25% with order, bal. C.O.D. Send money order or certified check to avoid delay in shipment.

You Always GET A BETTER DEAL AT **WEINMAN'S** 182 S. Main St., Memphis, Tenn.

**JEWELRY CLOSEOUTS**

E-1—Tailored earrings, asst. gr. \$18.00  
E-2—Stone earrings, asst. gr. 21.00  
B-1—Bracelets, asst. gr. \$4.00  
T-1—Tailored Tie Sets, bxd., ds. 3.50  
T-2—Stone Tieside Sets, bxd., ds. 4.50  
O-1—Odd lot necks & bracelets, gr. 15.00  
R-3—Men's stone rings, asst. ds. 2.75  
2180—Stone neck & ears, bxd., ds. 7.50  
2184—Stone neck & ears, bxd., ds. 9.00  
2256—3-piece pearl set, bxd., ds. 12.00  
5631—3-pc. Rhinestone Set, ds. 18.00  
W-1—6-piece Watch Set, each 5.35  
W-2—Ladies' Watch Set, each 6.35  
C-1—Cufflinks, carded, ds. 1.25  
T-4—Tiesides, carded, ds. 1.25  
WF-8—Men's stone dial watch, bxd. 8.50

Try samples of any items listed above at reg. prices. 20% deposit, balance c.o.d. Free Catalog.

NEW ENGLAND JEWELRY BUYERS  
124 Empire St., Dept. B Prov. R. I.

# CLASSIFIED SECTION

## A Market Place for Buyers and Sellers

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Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

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Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

**DISPLAY-CLASSIFIED ADS**  
attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

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#### ACTS, SONGS & PARODIES

**SECOND CHORUSES — SPECIAL MUSIC** material for vocalists, bands, acts, barber-shoppers. Four different, \$2. Johnny Murphy, Box 25, Wantagh, N. Y. fe9

**YOKS FOR VOX JOX! DISC JOCKIES,** write for information on sensational comedy material service. Available monthly. Show-Biz Comedy Service (Dept. BB-3), 1613 East 29th St., Brooklyn 29, N. Y.

**22,000 PROFESSIONAL GAGS, ROUTINES,** ad lbs, doubles! 1,600 pages! For free comedy catalog write: Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. ap20

#### AGENTS & DISTRIBUTORS

**ATTENTION—HOSIERY: LOW PRICES FOR** Jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery. Nylons, \$1 dozen up; sample order one dozen, slightly imperfect. Nylons packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (S-1741), 1258 Market St., Chattanooga, Tenn. fe16

**ATTN: SALESMEN—11 WESTERN STATES** "only" Save heavy freight charges! Sell famous name brand Appliances, Housewares, Furniture, Jewelry, Tools, Auto Accessories, Sporting Goods from Western Catalog (64 and 350 pages). No investment, no inventory. We drop ship! General Wholesalers, Box 4058CR, San Francisco.

**ATTENTION! CONCESSIONAIRES — POKET** Combs, \$1.50 gross. 25% dep., bal. C.O.D., F.O.B. N. Y. Samples, 10¢. Shop-rite Industries, Box 88, Brooklyn 14, N. Y.

**DECALCOMANIA TRANSFERS NOW OFFERED** in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesman wanted; also make money with our line of automobile Initials and Sign Letters. Free samples, "Railoo," XL, Boston 10, Massachusetts. ch-np

**CERAMIC BRAHMA BULLS—THEY LOOK** alive; sell on sight; terrific money maker. Size 8 1/2x6, \$9 dozen, F.O.B. Majestic Sales, 432 Diane Drive, Longview, Tex. fe2

#### FABULOUS CLOSEOUTS

Tailored Earrings, Asst. STYLES \$ 1.50 ds.  
Charm Brace, Asst. .... 2.50 ds.  
Pierced Earrings on Display ..... 1.75 ds.  
Large Stone Earrings ..... 4.80 ds.  
Rings, Asst. C/P Set, Reg. \$2.50 .. 5.40 ds.  
Emeral on Copper Pins, ..... 2.00 ds.  
Cuff Links ..... 2.50 ds.  
Rhinestone Earrings, Asst. .... 2.50 ds.

#### EXTRA SPECIAL !!!

**BOXED SETS, Asst. STYLES... \$ 4.50 ds.**  
Ornamental Stay Combs ..... 1.00 ds.  
Gen. Cultured Pearl Pins & Neck... 2.50 ds.  
Large Stone Earrings ..... 4.80 ds.  
Rings, Asst. ..... 2.00 ds.  
4 pc. Pearl Set, Boxed ..... 1.50 ds.  
Pearl Earrings, Asst. STYLES... 1.50 ds.

**24 HOUR SERVICE** 30% Deposit with Order, Balance C.O.D.

**FREE BOOKLET** DESCRIPTIVE LITERATURE

**KAREN ORIGINALS**

49 No. Main St. Bristol, Connecticut

**EARRINGS — ASSORTED STONED AND** tailored, \$5 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. ja26

#### FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches ..... \$1.75 ds.  
Stoned & Tailored Earrings ..... 1.75 ds.  
Pierced Earrings on Display ..... 1.25 ds.  
Charm Bracelets, asst. .... 1.50 ds.  
Neck & Earrings, asst., boxed ..... 9.00 ds.  
Children's Jewelry, boxed, asst. .... 2.95 ds.  
Asst. Tie Slides, carded ..... 1.00 ds.  
Rosaries, imported ..... 1.95 ds.  
Cameo Sets, boxed ..... 7.20 ds.  
Tie Slides Sets, asst., boxed ..... 4.00 ds.  
4 Pc. Rhinestone Sets, boxed ..... 18.00 ds.  
Summer Earrings, asst. .... 7.00 gr.  
Pearl Necklaces (domestic) ..... 1.45 ds.  
Neck & Earrings, asst., boxed ..... 9.00 ds.

Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

**SAMUEL SILVERMAN & CO., INC.**

1820 Westminster St. Providence, R. I.

**FREE SALES TRIAL NEW INVENTION.** Invaluable to every ladder user. Sells quickly or money refunded. Harper Manufacturing Co., Millstadt, Ill.

**JOBBER & DISTRIBUTORS—BEAUTIFUL** hand-tooled Mexican Ladies' Leather handbags. (Large size) \$50 per dozen; sample, \$5. Satisfaction or refund. Other Items: Ray Daum, 3002 Santa Ursula Ave., Laredo, Tex. fe

**JOKERS FUN SHOP — FULL CREDIT** allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. fe28

**YOUR OWN BUSINESS — SUITS, \$1.50;** Overcoats, 65¢; Mackinaws, 25¢; Shoes, 12 1/2¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits; catalog free. Nathan Portnoy Associates, 605-AF West 12th Place, Chicago. ch-np

**\$1 RETAIL GADGET AS LOW AS 25¢. SEND** \$1 for sample and full information. Refund of your \$1 on your first order. B-H Sales, 1233 Ryland, Cincinnati 37, O. fe2

#### ANIMALS, BIRDS, PETS

**ANIMALS, BIRDS, REPTILES FOR SALE.** Write, visit Ross Allen's Reptile Institute at Florida's Silver Springs. fe18

**CANADIAN BEAR CUBS — ORDER NOW** from Canada's largest exporter for spring delivery. We ship everywhere. Write: Reliable Bird Co., Winnipeg, Canada. fe2

**FOR SALE—10 AMERICAN ELK, 3 BISON** (American Buffalo), 15 Japanese Sika Deer, 20 white Fallow Deer, 15 White Tail Deer, 15 Columbia Black Tail Deer, 1 pair Himalayan Bear, 2 female Burros, Rose Park Zoo, John Pettera, owner, Prairie du Chien, Wis. Phone 436. Prefer calls after 8 p.m.

This is a **DISPLAY CLASSIFIED AD**

Your Advertisement displayed in a space this size will cost only **\$14 per insertion**

**TIGHT ROPE WALKING DOG, WITH NICKEL-** plated Rigging on rollers, cost \$200; quick sale, \$100. J. J. Mussetman, 1347 So. Second St., Louisville, Ky.

#### SPECIAL

**BABY ELEPHANTS**

**DROMEDARY CAMELS**

Immediately available, excellent health. Phone: Whitehall 3-4073.

**NORTH ATLANTIC FERTILIZER & CHEMICAL CO., INC.**

90 Broad St. New York

**THREE SMALL ELEPHANTS, GENTLE,** will lead, \$3,000 ea. Buy now and I will care for them till spring. One large female Camel, \$1,500; other stock, write for details. Tote Em in Zoo, Rt. 2, Box 368, Wilmington, N. C.

#### BUSINESS OPPORTUNITIES

**!! ARE YOU THE MAN AND WIFE !!**

Stewart's Drive Inns for 30 years (root beer, sandwiches) have succeeded, prospered for 200 owner-operators in 8 states. Your city, town, state may be open exclusive territory—exclusively. Entire investment (land, building, equipment under \$10,000 investment). Our owner-operators net this amt. First season up to \$25,000 net. Brochure, details, photos. Send \$1.00, you must qualify fully. Do so. STEWART'S DRIVE INNS, P.O. Box 1305, Station "C," Canton 8, Ohio.

**FASTEST MOVING CAREFULLY CIGARETTE** Lighters ever presented. Imported. \$7.75 per dozen, carded or boxed. Satisfaction guaranteed. Ready-Williams Distributing Co., Box 547, Ft. Walton Beach, Fla. fe2

**HOW TO MAKE MONEY WITH CARNIVAL** Games. 144-page book, 35 illustrations, \$2 postage. Theron Fox Publishing, 128 Yosemite San Jose 26, Calif. fe4

**LETTER SVCE, NO. E. ALA. ALSO DIRECT** mail adv., printing, etc. Many expansion options. No competition. Retiring. Dept. #8315.

**SPORTS & DANCE AUD. E. MAINE.** Choice resort loc. R. E. Liv. qtr. Xint eqpt! Expansion opty! Dept. #42397.

**CHAS. FORD & ASSOC., INC.**

6425 Hollywood Blvd. Los Angeles, Calif.

**MUST SELL 300,000 BRAND NEW RECORDS**—Latin-American, 78 rpm.; different labels at 5¢ each. All records in original sleeves, 25 to a box, 100 to a carton. Juan Martinez Vela, Inc., Box 2027, San Juan, Puerto Rico. ja26

#### PHONOGRAPH RECORD PRODUCTION MANAGER

Top Mechanic who is not afraid to work. Good opportunity. Brooklyn. Submit full details and salary desired.

#### BOX C-125

c/o Billboard Cincinnati 22, Ohio

**PORTABLE AND PERMANENT. PORTABLE** 50x120, same location, available free this season. Permanent 84x100, plus toilet, lounge, skate room, etc. Complete, shoe skates, etc. Only one in town of 150,000. Younger partner recalled to army. Older to foreclose on former business, \$10,500. Might sell separately. Russell White, 105 Terrace View Lane, Peoria, Ill. Ph. 5-4265. ja26

**SEATTLE NIGHT CLUB OPERATOR RE-** modeling dance establishment to open about May 1. Wish to contract Name or Semi-Name Dance Attraction to play 8 hours daily, 5 nights weekly, on two to four-week contracts. Not over 6-piece combo. Send records and promotion material to: DeGregg Advertising, 926 Vance Building, Seattle, Wash.

**SPECIALIZED MAGAZINES—5,166 PUBLI-** cations, current copies; also 1,148 Self-Help Books. All trades, professions, sports, hobbies, etc. List free. Publications, 34H North Ritter, Indianapolis 19, Ind.

#### COSTUMES, UNIFORMS, WARDROBES

**GIRL SHOW, STRIP, MINSTREL, PARADE** Costumes, Wigs, Rhinestones, Plumes. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone: UNION 3-9509.

#### FOR SALE SECOND-HAND GOODS

**ABOUT ALL MAKES OF POPPERS, CARA-** mel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. mh9

#### FOR SALE — SECOND-HAND SHOW PROPERTY

**ALLAN HERSHELL 3-ABREAST MERRY-** Go-Round rebuilt last spring. New fluorescent lights, new fence, organ box, amplifier, tape recorder, ticket box, cable, Fruehauf van, racked for Merry-Go-Round, and Diamond T tractor, all in A-1 condition, clean. One Mangels Rotowhip, 1 year old, ticket box; 1850 Cotton Candy machine in 6x8 concession canvas top and sides; good condition, \$125. Mrs. Beulah Slenk, 4142 S. Albany, Chicago 32, Ill.

**BRILL'S NEWEST PLANS—WATER BOAT** Ride, \$8; 3 cute illusions, \$3; Burned Alive Illusion, \$5. Free catalog. Brill, Box 875, Peoria, Ill.

**CLEAN 7X12 WHITE CONCESSION TRAIL-** er, windowed, screened and equipped for year-round business, \$1,700. 3325 Prospect, Peoria, Ill.

**Valentine**

**\$7.80 VALENTINE ASSORTMENT**  
New assortment contains 2 gross of 2 for 1¢ Valentines; 1 gross of Comics; 2 gross of penny sellers; 1 gross of 3 for 5¢ sellers; 1 gross of 5¢ Mechanicals and 1 dozen 10¢ Cello-Paks. Your cost \$7.80 —BRINGS YOU \$14.36!

**EXCHANGE VALENTINES**

25¢ Deluxe Greeting Cards	Per 10	\$1.50
10¢ Greeting Cards	Per 50	2.50
5¢ Greeting Cards	Per 100	2.50
5¢ Mechanical	Per 100	2.50
Comic Valentines	Per Gr.	.80
5¢ Teacher's Valentines	Per 100	2.50
5¢ Giant Movable	Per 100	2.50
2 for 5¢ Mechanical	Per 100	1.25
Penny Valentines	Per Gr.	.70
2 for 1¢ Valentines	Per Gr.	.40
10¢ Cello-Pak Assortments	Per 100 Pkgs.	6.75
25¢ Cello-Pak Assortments	Per Doz. Pkgs.	1.85
39¢ Cello-Pak Assortments	Per Doz. Trays	3.00

**VALENTINE'S DAY SUPPLIES**

Valentine Balloons ..... Per Gr. \$7.50  
Crepe Party Hats ..... Per Gr. \$3.40  
Order from above and ask for a complete listing of all Valentines and Valentine's Day supplies.  
Include postage with order. 25% deposit required on all C.O.D. orders.

**KIPP BROTHERS**

Wholesale Distributors Since 1880  
740-43 SOUTH MERIDIAN ST. INDIANAPOLIS 23, IND.

**Hawaiian "TI" PLANT LOGS**

Now bagged in polyethylene... **KEEP LONGER, SELL FASTER!**

Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details. **LOWEST PRICES ANYWHERE**

**Sherfy's**  
2126 Boyer St. Seattle, Wn.

**Flash! Flash! Flash!**

**SHEFFIELD STEAK KNIVES and CARVING SET**

9 PIECES — Matched gold-speckled handles; six serrated Sheffield steak knives; 3-pc. hand-forged Sheffield carving set; 24-carat gold tooled drawer chest.

**\$3.60** ea. in lots of 12  
Sample \$5.00 each  
25% dep., bal. C.O.D., F.O.B. Chicago.

**ARCADE SALES CO.**  
610 N. Cicero Ave., Chicago 44, Ill.

**WATCH SPECIALISTS**  
FOR 67 YEARS

Copy of \$975 Diamond Bracelet Watch \$9.50  
Natl. Adv. 9 Piece Watch Sets \$5.95  
In quantity can make sets to your price with your own name.  
Catalog 17J & 7J Very Thin Men's, Women's Watches & Original Watch Sets

**RESULT SALES** (Dept. B)  
580 FIFTH AVE., NEW YORK 36, N. Y.

**THE BEST SALES BOARDS and JAR GAMES**

Write for information and prices

**GALENTINE COMPANY**  
Dept. B  
819 E. Jefferson Blvd.  
South Bend 17, Ind.

## To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personals
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:  
 REGULAR-CLASSIFIED AD—20¢ a word. Minimum \$4.  
 DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard  
2160 Patterson St.  
Cincinnati 22, Ohio

Please insert the above ad in..... Issue

I enclose remittance of \$.....

Name .....

Address .....

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

FOR SALE

A ROUNDUP, SIZE 24

In excellent condition, with or without 1955 Chev. Tractor.

WILBUR POTTS

BOX 815 ARANSAS PASS, TEX. Tel. 9528

FOR SALE - ARCADE MOUNTED ON trailer, 60 machines in trailer; 3 sides open. 50 extra machines. Will book on show. Tip Top Shows, Box 103, Waupaca, Wisconsin

FOR SALE - EXCELLENT CONDITION, ONE 40' Herschell-Spiller 2-abreast Merry-Go-Round; one 48' Parker Ferris Wheel; one 24-seat Chairplane; one 12-seat Kiddie Chairplane; one 8-Car Kiddie Ride. All in good shape, \$12,000. Ike B. Tegeler, Dyersville, Iowa.

FOR SALE - USED THEATRE EQUIPMENT for small theatre. Write Steven Schneider, Scotland, S. Dakota.

FOR SALE - MARIONETTE, NINE ICE Skaters, a Mumbo Jumbo and Cowboy with guitar. Write for pictures and price. Viola Rose, Box 301, Rt. 2, Coloma, Mich.

HIGH AERIAL POLES, LADDERS AND High Dive with transportation ready to go. Xcellos, Box 287, Kensington, Conn.

ONE MINIATURE TRAIN WITH 3 COACHES and five hundred feet of track; also one Auto Ride on trailer. Chas. DeMartino, 3462 66th St., Brooklyn 19, N. Y.

FOR SALE 1950 Caterpillar, \$4,500 Little Dipper, \$3,500

15 Lusse Scooters Good Condition Phone 3-4802 CHARLES GARVIN Box 386 Bowling Green, Ky.

OTTAWAY STEAM TRAIN WITH THREE Coaches, in perfect condition throughout; sacrifice for \$2,500. R. H. Chance, 1119 George Washington Ave., Wichita 16, Kan. fe2

POPCORN WAGON, 7X10; CALUMET Coach; Cretors Popper plus Peanut Warmer, 1 year old, condition like new. Georgiana Sienk, 4142 S. Albany, Chicago 32, Ill. fe2

RIDES IN NEW YORK, NEW ENGLAND, Midwest. Have 32' - 36' Merry-Go-Rounds, Sky Fighters, Coaster, etc. New low Refrigeration Unit. Forbating Rink with Trailer and Compressor. Side Show Truck Body, Truck free; two DeVry portable Picture Machines; 5 1/2 kw., D.C. Light Plant in Circus Parade Wagon, new; 32' Office Bus, etc. We sell anything, anywhere. Young's Carnival Sales, 5218 Wadena, Duluth-7, Minn.

ROLLER RINK ROOF STRUCTURE. 60'x130'. \$2,500. Hodges, 2700 Kienlen Ave., St. Louis, Mo.

SACRIFICE SALE OR RENT - COMPLETE Tent Outfit; 16 Projectors, Films, Truck. Operating Rocky Ford, Ga., Jan. 14-28. Contact O. L. Sikes, Twin City, Ga.

TANGLEY CALLIOPE, BEAUTIFULLY restored, plays on rolls, also one that plays by hand. Seeburg Pianos, coin operated; Wuritzer 150 Organ, also 125; Artisan double Tracker Organ. B. L. Williams, 8400 Conn Ave., Chevy Chase, Md. ja26

THIS IS A 14-LINE AD FOR ONLY \$14

You can buy this space to profitably buy or sell Used Show Equipment

USED RIDES - LARGE STOCK OF ADULT and kiddie rides that have been traded in on new equipment. Write today for list King Amusement Co., Mt. Clemens, Mich. fe16

1 CHAIRPLANE AND TRAILER, COTTON Candy Machine, Frozen Custard Machine, Kiddie Car Ride. See at Sawyers Lake. Phone 8-9915. W. B. Miller, Rt. 4, Jeffersonville Rd., Macon, Ga.

15 BROKEN PONIES CONSISTING OF 10 Mares, 5 Horse Ponies, being ridden every day, all for \$1,000. Can be hauled in school bus, 25¢ per mile one way. Don't wait, phone day or night, 9317. P. L. Cobb, Amite, La.

INSTRUCTIONS BOOKS & CARTOONS

I COMMITTED SUICIDE - SENSATIONAL, awesome; read it; save lives; one dollar. Mer DeShenn, 410 So. Orange St., Bartow, Florida. fe16

"RULE OTHERS WITH THOUGHTS." (FOR adults.) Since telepathy controversial, no promises. But satisfaction guaranteed - or refund. \$2. Delmar, 846-E7 Sunnyside, Chicago 40. ja26

MAGICAL APPARATUS

BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35¢. Free! Show business book catalog. Ireland, B-109, N. Dearborn, Chicago 2. np

NEW 152 PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50¢ wholesale. Sub-miniature radiophone for mentalist easily concealed. Brochure prices on request. Nelson Enterprises, 336 South High, Columbus, O. fe2

\$1 TRICK AND MAGIC LIST, 25¢ IN COIN. Magicians, send name, address for used list. Beebe, Star R-1, De Land, Fla.

MISCELLANEOUS

COLLECTORS OF RARE AND UNUSUAL photos; send for information. I do not handle art photos. Martin, Box 705, Gilroy, California. fe16

LIKE FULL MAIL BOXES? INTERESTING. "Offer-tunities" and money-making opportunities galore, 25¢. Traylor Enterprises, 133BB Magnolia, La Feria, Tex. ja26

MUSICAL INSTRUMENTS, ACCESSORIES

NEW AIR CALLIOPE WITH 44 BRASS pipes with engine, also trailers. Coratt Organ Co., Danville, Ill.

M. P. FILMS & ACCESSORIES

16 & 35MM. MOVIES, EQUIPMENT SALE, exchange, low rentals. Major Movies, P. O. Box 44, Ada, O.

PARTNERS WANTED

WANT WOMAN PARTNER - NEW, MODERN Grab on wheels. Apply at once. Box 273, Maratara Blvd. (Pole 13), Marrero, La.

PERSONALS

BILL - ADDRESS: 1907 BUCHANAN; phone: Greenwood 3-1571. Please call. Jo.

PRESS CARD - GAIN ADMITTANCE FREE almost anywhere, \$1. Wholesale. House of America, 210 Fifth Ave., New York 10, N. Y.

PHOTO SUPPLIES DEVELOPING - PRINTING

HASSAN PHOTO BOOTH, SIZES 1 1/2x2, 2 1/2x3 1/2, F3.5 lenses, extra shutters, top frame; complete; very good condition, \$250. Minit Studio, 4840 W. Fort St., Detroit 8, Michigan.

COMIC FOREGROUNDS AND BACK-grounds. Direct-Positive Cameras, Papers, Chemicals, Mounts, Glass, Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. xp

ENLARGEMENTS, HEAVYWEIGHT, EIGHT Ex7's or five Ex10's, \$1. No negative 25¢ additional for each different photo. Jack Keona, Huntington Mills, Pa. fe16

MUTO. PHOTOMATIC POST WAR

Have two in good condition, both for \$400, or \$250 each. Write:

WOLTZ STUDIOS, INC. 219 NEW YORK AVENUE DES MOINES, IOWA

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1548 W. Cortez, Chicago 22, Ill. ch-tfn

PRINTING

ALWAYS SPEEDIEST SERVICE, QUALITY Window Cards, three colors, 14x22 size, \$8 hundred; larger 17x26 size, \$12.50. Cards for all amusement occasions, many illustrated. Also Bumper Cards, Bumper Stickers. Tribune Press, Dept. W-57, Earl Park, Indiana. ma30

MIMEO, BOND, DUPLICATING PAPERS, \$1 ream, samples. Brookman Paper Co., 555 Westchester Ave., New York 55. ch-np

NEARGRAVURE EMBOSSED PROCESSED Letterheads - "Aristocrat of Show Stationery"! Sparkling! Dynamic! Engravings in golds and colors for midways, circuses, orchestras, bookers, acts, magicians. Assortment samples, 25¢. Solidays Colorprint, Knox, Ind.

TARGETS FOR SHORT RANGE GALLERY, \$5 per thousand. Samples on request. Admiral Printing Co., 420 E. Balto St., Baltimore 2, Md.

200 8 1/2x11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.75; black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. fe2

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS - 10, 20, 30, 50 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start with experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-132, Chicago 32, Ill. ja26

GET NEW SHIRT OUTFIT FREE - MAKE \$90 weekly on 5 average orders a day. Famous quality Made-To-Measure Dress and Sport Shirts at \$3.95 up sell fast to all men. No experience needed. Full or part time. Write Packard Shirt Co., Dept. 414, Terre Haute, Ind.

GOLDMINE OF 600 MONEY MAKERS - Free copy, Specialty Salesman Magazine desk, 22-B, 307 North Michigan, Chicago 1. ch-tfn

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83 St., Los Angeles, Calif. fe23

WANTED TO BUY

CASINO EQUIPMENT - EVANS BIG 6, RACE Horse, Mutual Wheels, Crap Tables, Roulette. 1071 N.W. 40th St., Miami 37, Fla.

WANTED - CRIME SHOW WITH PROPS, Wax Dummies, etc. Box C-128, c/o Billboard, Cincinnati 22, O. fe9

COMPLETE RIDES - ANY CONDITION, OR parts. Cash waiting. 1071 N.W. 40th St., Miami 37, Fla.

HELP WANTED

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word - Minimum \$4. CASH WITH COPY.

Forms Close Thursdays for the Following Week's Issue

IF YOU WANT TO EARN MONEY FAST - I'll send you free sample. Stocking of newest Stretch DuPont Nylons to sell at only \$1 a pair. American Mills, Dept. 603, Indianapolis 7, Ind. np

FEMALE IMPERSONATORS - NO DRAG, comedy preferred. Apply to Circus Bar, 401 Ocean Drive, Miami Beach, Fla. ja26

MUSICIANS ALL CHAIRS - FEMALE AND Male Vocalists. Traveling band, some location. Guaranteed salary; 50 weeks per year; must read, cut or no notice. Write Box C-130, c/o Billboard, Cincinnati 22, O. fe2

WANT - COMBO, VERSATILE MUSICIANS for top locations. Constant openings. Box C-167, c/o Billboard, Chicago, Ill.

WANT PRESENTABLE, SINGLE, SOBER Man for winter quarters. Commission rebuilding; manage same on road. Forrest Swisher, Parada Shows, Caney, Kan.

AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursdays for the Following Week's Issue

CIRCUS & CARNIVAL

MAGIC, PUNCH, FIRE, CAN DRIVE. LAST engagement Hagen Bros. Prefer circus. Sober and reliable. Ray Erlson, 131 Oley Reading, Penna. ja26

MISCELLANEOUS

AVAILABLE IN GULF STATES, FOR CLUB dates, special events, etc. Win Beaver, comedy magician and emcee; 10 to 40 minute acts for any type or size audience. Box 818, Aliceville, Ala., or phone 2364, Carrollton, Tex. fe9

HYPNOTIST - FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. mh30

HILLBILLY COMEDIAN EDDIE DYER recently featured comedian with Bill Monroe and the Blue Grass Boys, a Grand Old Opry unit. Two seasons Etlin Britts' New England Hay Loft Jamboree. Contact Eddie Dyer, 29 Avon St., Revere, Mass. ja26

MAGICIAN ACT FOR FAIRS, CELEBRATIONS, etc. An 18-minute Novelty Act or 45-minute Evening Show. Write: Jack Vance, 2839 S. Dunmoor St., Memphis 14, Tenn. ja26

MAGICIAN FOR NITE CLUBS, THEATRES, hotels, supper clubs, lounges, parks, fairs, celebrations, etc. Contact Rollin, 2110 Seventh Ave., Altoona, Pa. fe2

ORGAN GRINDER, PERFORMING MONKEYS (Ringtails), many tricks. Fast-moving 30-minute act or work as strolling advertisement for all occasions, etc. Available after mid-May. Organ Grinder Farnell, 7558 Chief Mentor Highway, New Orleans, La. Franklin 9522.

PUBLIC RELATIONS, ADVERTISING, Sales Promotion. Account executive with 10 years' experience desirous of west coast location. Thorough background in graphic arts. Major interest in consumer goods and entertainment fields. Age 34, married. Present employer is aware of this ad. Box C-128, c/o Billboard, Cincinnati 22, O.

MUSICIANS

ALTO OR TENOR SAX - CLARINET DOUBLE; section, no lead, no fake, semi-location. 12 years' union experience, single, 29. Loren Loy, 2315 F. St., Lincoln 10, Neb. 5-9142. fe2

AVAILABLE - GIRL TENOR SAX, CLARINET; have car; prefer South. Audrey Blak, 1274 N.W. 79th St., Miami, Fla. Plaza 7-7680. fe2

AT LIBERTY - TRUMPET MAN, YOUNG, sober, union, dependable; desiring work in small jazz group. Contact Bob Switzer, 3038 East 12th St., Indianapolis, Ind. Phone ME 8-7149.

COMMERCIAL DRUMMER AVAILABLE. Would like position in organized band or combo. Play two or four beat; Latin, jump, society, dixie, read and play shows. Good references. Write, wire or call: Jack Rearkick, Aberdeen, Miss. Phone 277-W.

COMMERCIAL LEAD, ALTO OR TENOR, Double Flute; ad lib. Clarinet, Bass Clarinet; read shows well; name experience; hotel or combo work considered only. Write or wire: Eddie Beau, Taycheedah, Wis.

DRUMMER INTERESTED IN FLORIDA OR Nevada. Prefer location work with combo. Young, car, new equipment; member 655. Good beat. Paul Lewth, 110 Avon St., New Haven, Conn. LO 27992. fe2

DRUMMER - WORKING LOCATIONS NOW - Desire to make new contacts - west. Require notice. "Sam" Arnold Salmon, P. O. Box 226, Winnemucca, Nev. ja26

DRUMMER - PLAY ALL STYLES. SOLO. Well contest prize winner. Prefer good band, location or will travel; do not smoke or drink; immediate; new equipment. Donald L. Hooker, Louisville, O. Phone: Trogan 5-8192.

EXPERIENCED DRUMMER - JOIN IMMEDIATELY, location only considered; dance or show; new equipment, plenty rhythm, reliable, voice. Tom Wrenn, 20 Chatham Rd., Asheville, N. C. fe2

MODERN INSTRUMENTAL SEXTET WISHing summer employment. Experienced, union, college students, music majors, sober. Will add vocalist if desired. Prefer location, but will travel. Gary Behm, 311 North Gilbert, Iowa City, Iowa. ja26

NITE CLUB ACT - COLORED MALE SONG stylist formerly with name orchestra. Have piano. Accompanist, appearance, personality, wardrobe. Available Florida east coast. Maurice Saitte 3, 705 N.W. 14 Terrace, Ft. Lauderdale, Fla. ja26

PIANIST, SINGER AND SAX, DUO, TRIO. All fields, music arranging & teaching, recordings made. Musician, 1441 S. Napa St., Philadelphia, Pa.

PIANO - READ, FAKE, SING, SMALL combo. On location preferred. Can work alone. No shows. Male, white, union. Musician, 2260 N.W. 27 Ave., Miami 37, Florida. fe16

TRUMPET DOUBLING TROMBONE FOR combos in south. H. McKeenan, 505 E. Main, Corbin, Ky.

TRUMPET MAN, ALSO TROMBONE MAN - Prefer to work with same band. Do not drink, reads and fake. Draft exempt. Will travel. Chuck Nolen, 1802 West Main St., Dothan, Ala. ja26

PARKS & FAIRS

AT LIBERTY AFTER NOV. 1, 1957, RAY'S Circus Revue. Dogs, Monks, Birds, small Pony and baby Elephant. Due to enlarging acts forced to move to larger quarters. Mail Magnolia, Ohio. Route #1. Phone Canton, Ohio, Union 62010. H. R. (Rube) Ray. ja21

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. ja26

FAMOUS PROF. PAMAHASIKA - OWNER of the Pamahasika's Studio. Have the Props for white cockatoos, macaws, parakeets, canaries, dogs, ponies, chimps, monkeys. I present, train, teach. 3504 N. 8th St., Philadelphia 40, Pa. fe9

HIGH FIRE DIVING AS FEATURED BY Fox Moviezone. A stunt man demonstrates his most dangerous assignment. A wonderful sight to behold. Impressive results wherever shown. A Capt. Mac Production, 456 Lamphier Place, Warren, O. Tel. 45337. fe16

You Can't Beat BRODY for Merchandise

We Carry a Complete Line of ELECTRICAL APPLIANCES - Household Goods - GLASSWARE - Clocks - LAMPS - Assorted Novelties - BABY DOLLS - Boudoir Dolls - PLUSH ANIMALS - Plastic Goods - CARNIVAL GOODS - Premium Goods - SPECIAL AUCTION GOODS - Small Novelties for Give-Aways

M. K. BRODY 1116 S. Halsted St., Chicago 7, Ill. L. D. Phone: MOnroe 6-9520 In Business in Chicago for 37 Years

ANGEL LIGHT KEYCHAIN FLASHLIGHT The Only Flashlight That Utilizes the Keychain While It Beams the Light on the Spot. NEW - MODERN - COLORFUL. Made of tough high impact styrene. Reflector designed to throw brighter beam. Lightweight (approx. 1 oz.), including battery. Modern in design . . . only 3" long. Bright color cases . . . red, white, black, turquoise. Luminous reflectors . . . silver, gold, white or yellow. \$4.20 Sold in doz. lots only. 25% dep., bal. C.O.D., F.O.B. Chicago. C & G SALES 1080 Milwaukee Ave. Chicago, Ill.

WATERPROOF \$8.75 with stretch band Luminous Dial & Hands, YELLOW TOP unbreakable crystal, 15 & 17 JEWELS. Your choice of BULOVA, BENRUS, ELGIN. Guaranteed and reconditioned LIKE NEW. Write for Free Catalog. SPECIAL! Men's Watches Bulova, Benrus, Elgin, Gruen with stretch bands \$6.50 Wholesale only. 25% with order, balance C.O.D. 5-day money-back guarantee. Send money order or certified check with order to avoid delay in shipment. AL ZEIGER AND SON 706 SANSON ST., PHILA. 6, PA. Walnut 2-6055

Quick Photo Invention! PDQ CAMERA Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2x3 1/4 in. Complete, easy to operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER Camera. PDQ CAMERA CO. 1846 W. Cortez Chicago 22, Ill.

Free Wholesale Catalog CONTAINING Expansion & Photo Idents Heart & Disc Pendants Aluminum Chain Idents Rings Pins Pearls Closeouts, Etc. SEND FOR YOUR COPY TODAY Please state your business. FRISCO PETE 226 S. Wells St. Chicago 6, Ill. All Phones: Franklin 2-2567

Make a FORTUNE Selling TOWELS LOW AS 3¢ A Dozen We've sold MILLIONS of Towels! Our Agents, Salesmen and Saleswomen are cleaning up! Now you can, too! Our prices are lowest in the country. Look at them: 100 Towels \$4.50 500 Towels 20.00 1000 Towels 35.00 2000 Towels 65.00 5000 Towels 150.00 Sample pkg. 20 Towels, only \$1.00 plus 10¢ postage. Others charge \$1.00 for FIVE towels, but when you buy unwoven cotton and rayon towels from us you can sell TEN for \$1.00 and make 300% PROFIT. Order today! Send money with order. C.O.D.'s sent if 25% remittance accompanies order. TOWEL SHOP, Dept. 924, 510 St. Charles, St. Louis, Mo.

Midget Bible Only 1 1/2 in. Over 200 pages, illustrated. Black overleaf cover, gold printed. ENGLISH PROTESTANT OR SPANISH CATHOLIC EDITION. Send 25¢ for samples of both. Either style, 50¢ dozen, \$6.75 per 100. \$50.00 per 1000. F.O.B. Detroit. Jehnson Smith Co. Detroit 7, Mich.

BUY DIRECT FROM MANUFACTURER ATTENTION, WHOLESALERS, JOBBERS and PREMIUM HOUSES Trouble Lights In 25', 50' and 100' lengths with new snap-off metal guard. Also 14 gauge 100-foot cables with neoprene jacket. Also new economy all-purpose floodlights, fast-moving suctioner's item. Special prices for quantity buyers. We ship C.O.D. P.O.B. our plant. 25% Deposit, Balance C.O.D. Sheldon Cord Products 3549 W. 5th Ave. Chicago 24, Ill.

FOR ENGRAVERS Necklaces and Bracelets Boy Alone - Girl Alone Or Combination Made of Aluminum and Gold or Nickel Plated. MILLER CREATIONS With It Since 1907 7739 So. Avalon Ave. Chicago 19, Ill. Phone: WAterfall 8-8555 DAY AND NIGHT SERVICE

!SENSATIONAL PROFITS! No. 185 Full of Life! Fire! Brilliantly \$3.25 Doz. \$36.00 Gross Gold finish. White brilliant center. Red or Green sides. PROVIDENCE RING COMPANY 49 Westminster St., Providence, R. I.

IF YOU ARE INTERESTED IN JOB LOTS CLOSEOUTS BE SURE TO CONTACT US IMMEDIATELY. WISCONSIN DELUXE COMPANY 1902 No. Third Street Milwaukee 12, Wisconsin

PLASTIC SANDWICHES MAKE \$18.00 an HOUR with the new PLASTIC SANDWICH MACHINE This new, remarkable PLASTIC SANDWICH MACHINE does a permanent, beautiful, professional, protective lamination job in exactly four minutes' time! Amazing earnings possible in your own studio permanently sandwiching PHOTOS and CARDS of all kinds, clippings, etc., between sheets of clear plastic. Sandwiching machines from \$39.50 up. Rush name for FREE sample and illustrated literature. PLASTICAST CO. 6612 N. Clark, Dept. LM-2106, Chicago 24, Ill.

## Consent Decree Stage Set In Seeburg Antitrust Case

CHICAGO—Seeburg last week changed its plea of not guilty to nolo contendere to the federal indictment charging restraint of trade, thus setting the stage for a consent decree settlement in the civil suit against it and its distributor organization.

Judge Walter J. LaBuy, of the U. S. District Court here, settled the criminal phase of the antitrust case in a judgment handed down Tuesday (15) in which he fined Seeburg \$2,000.

The significance of this judgment is that it means Seeburg and the AntiTrust Division in all likelihood will agree to a set of trade practices for Seeburg which are acceptable to both parties. Agreement on these practices between the government and Seeburg would then be set forth in the terms of a consent decree to be entered later.

The plea of nolo contendere means that Seeburg did not contest

the criminal indictment. It was made because Seeburg in all probability plans to agree to terms in a consent decree in the civil suit.

In that event, the outcome of the case would then be determined by the consent decree, with the federal decision last week merely opening the door to it.

Seeburg was indicted by a federal grand jury last March on charges that it had engaged in a combination and conspiracy with its distributors in restraint of trade.

At the same time, a civil antitrust suit was filed against Seeburg and 31 Seeburg distributors. The civil suit contains the same charges as the criminal indictment.

According to the indictment and the complaint, the distributor defendants entered into an agreement with Seeburg not to compete with each other or sell machines outside of an assigned territory. In addition, it was charged that distributors refuse to sell machines to location owners.

## N. Y. Ops: EP Price Cuts Minor Effect

This is the first in a series of juke box operator reports from major cities on extended play records and how recent price cuts in EP's will affect operator record buying.

NEW YORK—The recent EP price reduction on the part of most major labels will have only a minor effect on the buying habits of juke box operators, according to leading trade sources in the New York area.

Wholesale prices have been reduced by most major record manufacturers. As a result, one-stops in the New York area have cut their prices on all two-tune EP's.

Moreover, the likelihood of additional increases, probably to 90 cents, was envisioned by Bernie Boorstein, of Leslie Distributors, New York one stop with outlets in Newark, N. J., Hartford, Conn., and Pittsburgh.

Dime and 15-cent play are an integral part of the EP picture. The strongest advocates of EP's are those operators who are getting 10 cents for singles and 15 cents for EP's.

Many of the other operators, even those on dime play, regard EP's as a necessary evil. They feel that a dime deposited for an EP selection provides the patron with six minutes of music—the same as he got for two nickels when the machine was on 5-cent play.

### Pop EP's

On the other hand, some pop hits are available only on EP's. The operator will buy these as long as the price is not prohibitive. On the average, tho, operators are only

putting in about 30 EP sides on 200-selection machines.

However, in some cases where operators get 15 cents for EP selections, the results have been encouraging (The Billboard, January 19).

### Price Differential

Dick Steinberg, executive director of the Music Guild of New Jersey, doubted that the EP price drop would have much if any affect on operator buying habits.

### Dime Play

Steinberg pointed out that while dime play is making significant strides, it is still not standard. He added that until it is firmly established, only a few operators will be able to get 15 cents for EP's. In North Jersey, he explained, dime play is making excellent progress, but 53 per cent of the boxes still operate at 5 cents.

Steinberg pointed out that while some disks—like the two Presley hits—are available only on EP's, these are the exceptions. He concluded that the operators are still able to program the majority of their selections on singles.

Equipment, of course, is a big stumbling block in the development of EP's and of 15-cent play. Operators aren't buying 200's in wholesale lots to replace older equipment which is functioning well. Instead, the replacement process is, at best, at the rate of 20 per cent a year.

Meanwhile, an operator would rather get a dime for three minutes of play than he would for six minutes of play. He will buy EP's when the situation calls for it, but he won't be pushing it as will the operator who gets 15 cents.

## Mich. UMO Elects Small To 3d Term

DETROIT—Roy Small, conciliator and public relations counsel of the United Music Operators of Michigan (UMO), was re-elected unanimously to a third term of office at the scheduled annual meeting on Monday (7) evening at the Fort Wayne Hotel.

Small has spearheaded the extensive youth activities program of the UMO during the past two years, including the tie-in with local disk jockeys which has aroused national interest in the trade.

Small's election was the only formal action taken at the regular January meeting, with the remainder of the evening devoted to general discussion of business problems.

## CMMA Plans Annual Fete

LOS ANGELES—Music operators from California will assemble Saturday evening, February 2, in the Grand Ballroom of the Ambassador Hotel, Los Angeles, to attend the annual banquet and floorshow, held each year under the auspices of the California Music Merchants' Association.

Vince Passaro, business manager for the Los Angeles division, anticipates an audience of from 600 to 1,000 operators, their families and friends.

Out-of-town operators will be welcomed by Walter J. Hemple, president of the Los Angeles division, who heads the reception committee. Arrangements for the entertainment will be made by Rodney A. Pantages, who acts as

## MGNJ Names 8 Committees; Elections Set

NEWARK, N. J.—Eight committees of the Music Guild of New Jersey were named at that organization's board meeting here Thursday (10). The board meeting was the last before the MGNJ's 20th annual meeting and election of officers, to be held at the Hotel Essex House January 24.

Candidate for re-election as president will be Sam Waldor, who is seeking his 10th consecutive term. Waldor will receive an award from the membership, in recognition of his work for the association, at the annual meeting.

The nominating committee named Thursday consists of Joe Lederman, Rudy Leitgeb and Ray Kitzler.

### Committee Heads

Committee chairmen include: Harold Chasen, 20th anniversary celebration; Ed Burg, code of fair trade practices; Harry Goldman, budget; Sam Waldor, labor; Cleo Rosazza, bond; Robert Harvey, membership; Herman Halperin, music merchandising and promotion, and Humbert Betti Jr., trade area group.

Elected to membership in the association were Stehr Vending Company, Sparta, and Conrad Music Systems, Mahwah.

Dick Steinberg, executive director of the association, reported that North Jersey is 47 per cent converted to 10-cent play.

## Iowa Ops Hold State Meeting

DES MOINES—More than 50 operators turned out for a meeting of the Iowa Music Operators, Inc., here, January 12-13, which featured an address by Harry Snodgrass, national secretary of the Music Operators of America. The group also made plans to hold its next meeting in Des Moines on March 17.

Snodgrass gave members an up-to-the-minute briefing on developments in Congress regarding the current ASCAP copyright battle.

He also told the group of the necessity of State and local association.

(Continued on page 141)

## N. E. Ops Attend Service School On AMI 200

BOSTON—A service school for AMI was held Tuesday and Wednesday (8 and 9) at the Atlas Distributing Company. On hand to greet the operators who showed up despite the heavy snowstorm were Louis and Barney Blatt, co-owners of Atlas.

The factory representative who conducted the school was Martin Blatt (no relation). He was assisted by Atlas' service manager, Tom Byrne, in explaining the technicalities of the AMI 200.

Among operators who attended were: Gerald Waterhouse, North Dartmouth; Edward Maloney, Fitchburg; Francis Jaeger, Southbridge; H. V. Cronin, Revere; Edward H. Beals, Needham; Michael Williams, Winthrop; Bert Green, Needham; George Chopelas, Malden; Stephen Pielock, Worcester; Leon Sherter, Newton; Russ Broude, Brookline; Fred Koufos, Roxbury; John J. Lopas, Waltham, and George Pappas, of Lowell.

Also Vincent L. Pitts, Allston; Bert Thompson, Ralph DiPacelo, Louis Adelchi, James McCarthy, Allan Goldberg and Tony Piccinto, all of Quincy; J. Zeroli and Philip LaFontaine, Providence, R. I., and George H. Rochefort, Biddeford, Me.

From New Hampshire came Michael Paskevich, of Nashua; Dino Dinati, John J. Rourke, Saul Taube and Frank Wajde, all of Manchester.

## Dairy State Ops Meeting

WISCONSIN RAPIDS, Wis.—Despite sub-zero temperatures, the Wisconsin Music Merchants' Association pulled a strong turnout for its regular monthly meeting, held Tuesday (15), at the Hotel Mead, Wisconsin Rapids.

The session began with a luncheon gathering at noon, and wound up with a dinner and business meeting in the evening.

Operators from all key cities in the State were present. C. S. Pierce, Brodhead, president of the

(Continued on page 137)

## Syracuse Video Show Features 200-Play Juke

SYRACUSE—A 200-selection juke box figured prominently in the recent premiere of "Top Ten Dance Party," a television show designed for the teen-age audience over WHEN-TV here.

The program, a Saturday afternoon regular, features 15 dancing couples from local high schools or youth groups, all dancing to music from the juke box.

The program also features games interviews, prizes and a guest celebrity, usually a recording artist. First guest was Chuck Zimmerman, regular quarterback on the Syracuse University football team, 1956 Eastern champions and Cotton Bowl representative.

The juke box on the program was furnished by the Davis Distributing Corporation.

## Hub DeeJay Launches Op Pop Survey

BOSTON—Greater Boston's 4,500 automatic phonographs and nearly 300 music operators have been called on by WBZ-WBZA disk jockey Norman Prescott. They will provide the only weekly music pop survey of its kind in New England.

Each Saturday afternoon from 3 to 6 Prescott reports on his show the position of the 35 top tunes in New England as determined by the number of plays they receive on the juke boxes. The survey was inaugurated last Saturday and plans are to not only present the top tunes each week, but to report on their comparative position in previous weeks.

Prescott also will report if the tunes are showing up in other parts of the nation thru The Billboard standings. The disk jockey said that the juke box survey is the most accurate measure of current popularity since the listener is paying for a chance to hear the record and is most likely to play the one he likes best at the moment.

## Ontario Ops Reap Good Gross, But Credit Tight

TORONTO—The juke box trade here is fairly well established, but operators are finding it tough to expand because of credit restrictions. Distributors, on the other hand, generally look forward to record sales in 1957.

Operators are less concerned with dime play—this change was made three years ago—than they are with finding good servicemen at salaries they can afford to pay. For the most part, operators must act as their own servicemen. Servicemen are paid from \$60 a week to a top of \$100.

There are an estimated 800 to 2,000 music machines spotted in the Toronto area, which leaves plenty of room for expansion in this metropolitan area of 1,500,000.

The operator, however, is restricted in type of locations. Restaurants make up the bulk of the juke box spots. Taverns and saloons are verboten under the Liquor Control Board rules. A

number of machines are placed in confectionery stores, but not many.

### Need Credit Adjustment

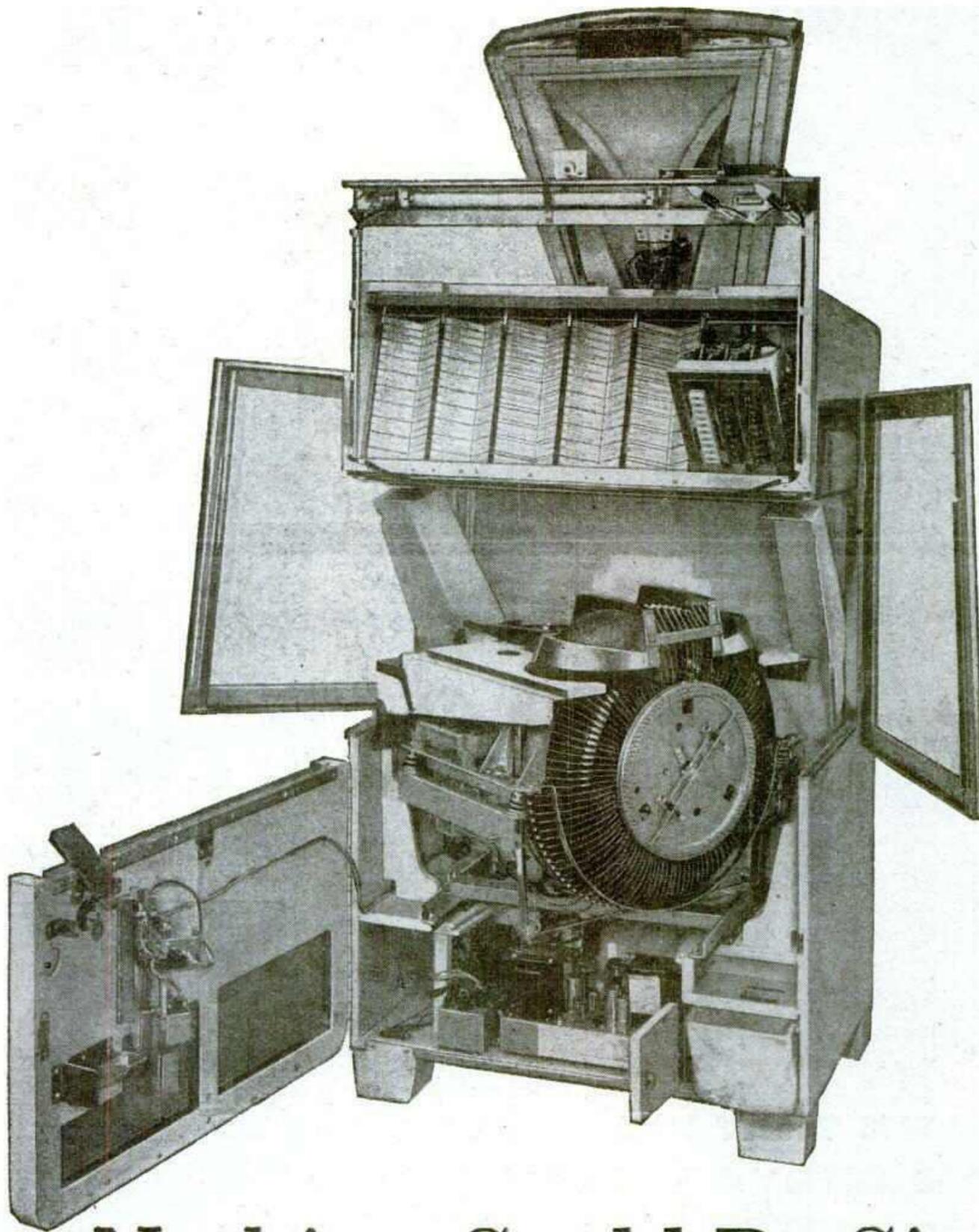
Biggest problem to the juke operator here is the credit restrictions. Generally, however, most feel they will be able to become adjusted to the situation in time.

The city is "well-stocked" with juke boxes, in the opinion of Art Lipton, Siegel Distributing Company, Ltd., franchise-holder for Wurlitzer in Canada. He feels that the 200-selection machine has not been too successful, altho the routes he services have expanded.

The juke box business never looked better in the opinion of Frank Kirke, Kirke Novelty. He is distributor in Ontario for Rock-Ola. Kirke looks for an increase of 50 per cent in his business in 1957.

A 25 per cent increase in business is expected by Al Clavir, Toronto Trading Post, distributor of

(Continued on page 132)



# ...Nothing Could Be Simpler!

One solenoid in the whole "G-200" selection system does the work of 200 separate coils in ordinary juke boxes.

There are no selector magnets.

There are 2400 fewer feet of wiring harness.

There's only one relay in the whole record changer.

The whole pulse converter removes in one piece. So does the pulse generator. So does the pushbutton and credit assembly.

Major components plug in for fast service . . . no dangling wires.

Front-located scan button rotates the record magazine for easy loading, cancelling selected pins and resetting the popularity meter. The scan button cancels tripped pins automatically.

The entire record mechanism slides way out of the cabinet—turns a full circle—and locks in any position you want.

The side windows swing wide open and back, bolting from within for security.

One key gets you into the mechanism. Large front doors swing up or out. Title strips, record changer, amplifier, hinged slug rejector, etc.—all can be "front door serviced." No need to move box out from wall. There's a separate cash compartment lock, too.

The top-mounted high frequency horn and driver assembly is hinged at the back—it swings up and locks in position.

You get at the twin bass horn drivers easily through a concealed port in top of cabinet.

The heavy duty plastic title strip holders swing out and down for easy, fast filling away from the box.

Truly, the juke box built for the Operator . . . and Service Man

**AMI** Incorporated / 1500 Union Avenue, S. E.  
Grand Rapids 2, Michigan

*Music that makes more money for you*



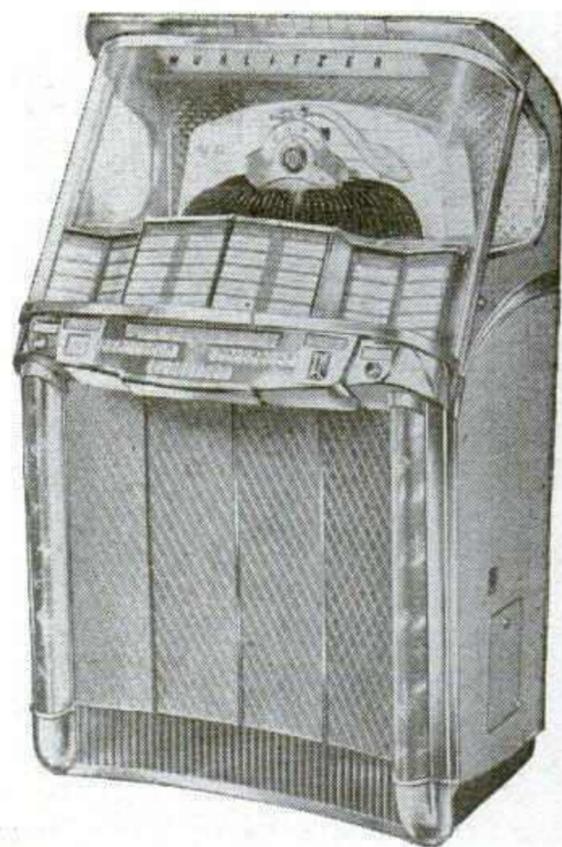
ORIGINATOR OF THE AUTOMATIC SELECTIVE JUKE BOX IN 1927 . . . AHEAD THEN, AHEAD NOW!

# WURLITZER

# 1st

## Pioneers of 50 Cent Play

**PROOF AGAIN THAT WURLITZER  
ALWAYS SERVES THE BEST  
INTERESTS OF THE  
OPERATOR**



*See and Hear*

**104 SELECTION MODEL 2104**

**200 SELECTION MODEL 2100**

*At your Wurlitzer Distributor Today*

WURLITZER • NORTH TONAWANDA, N.Y.  
ESTABLISHED 1858

# MUSIC OPERATOR FORUM



The Music Operator Forum is a weekly Billboard feature devoted to presenting the views of music operators throught the country on current operating problems. If you have a question to put to the Forum, or any suggestions for topics which you may want surveyed, address your letter to: Forum Editor, Coin Machine Division, The Billboard, 188 West Randolph, Chicago 1.

## What Operators Say

### The Question:

What commission arrangement do you like best and how do you get it?

### The Answers:

M. F. Moore, Moore Amusement Company, Huntington, W. Va.: "I like 60-40. Also, front money, but it is impossible to get it here as we have too many operators coming in and going out of business who offer locations 30 and 60 days' free front money. We older operators have this at all times with an in-and-out operator and have never been able to get together."

An Arizona operator who asked his name to be withheld: "It is not what I get that I like best. Competition forces me to take 50 per cent. Whereas I should have 60 per cent in order to keep the route in good equipment. In small spots, 100 per cent is not enough, yet it took me 15 years to get enough brains to give them to my rival. My service calls are also cut 90 per cent. With 50 per cent on all good spots, I can barely make a go of it."

L. P. Wilbur, Duluth, Minn.: "Deduct for the cost of records first, and then 50-50."

A Missouri operator who asked his name be withheld: "Due to rural locations and very stiff competition, I have to be satisfied with 50 per cent and try to make up the difference with games."

A Missouri operator who asked his name be withheld: "50-50 unless location insists on a better machine than is profitable for us. Then we insist on front money determined by the needs of each location."

Edward G. Disy, Caribou, Me.: "50-50 basis with a minimum guarantee of \$30 every two weeks on a 100-record machine and \$25 monthly minimum on a 200-record machine."

Mrs. Durgin, Durgin & Noyes, Inc., Presque Isle, Me.: "We like to get a minimum by contract of \$50 a month with any excess over that divided 50-50. Example: Machine takes \$85—operator receives first \$50 and splits \$35 with location 50-50. In general our locations are 50-50 with some exceptions as above."

G. Heard, Newport, Ark.: "All machines on 50-50. We would prefer front money."

M. J. Proffitt, South Central Novelty, Chicago: "Over the years we have used the flat rate of 50-50."

Saw Gray, East Chicago, Ind.: "A minimum guarantee of \$10 per week, above that 50 per cent."

## OPERATORS' HEADACHE

# Low Commissions Pinch Ops' Profit

- 50-50 cut still used by majority of ops. Front money, and guarantees meet only modest success.
- Loss of locations feared. Dime play, promotion used to boost take. Associations would help gain better commissions.

This is part one of a four-part Forum on operator commission arrangements.

While rising costs in service, labor, and machines have forced operators into an increasingly tight operating margin, commission arrangements in general have done little to augment his income.

The traditional 50-50 split, which should have been forced into obsolescence long ago due to general economic conditions is still very much a part of most operator's business.

Efforts to introduce such improvements in the commission set-up as front-money, guarantees, and 60-40 splits have met with only modest success. In general, the old bug-a-boo—cut-throat competition—has forced operators to return to the traditional 50-50 cut with most locations.

Fully 54 per cent of the operators answering the Forum indicated that at least some of their machines were on the traditional 50-50 split with no other supplementary arrangements. And of the 54 per cent, 44 per cent stated that more than three-fourths of their machines were on the straight 50-50 cut.

Only about one-fourth of the operators answering the poll said they used any front plus percentage arrangements. And better than half of these had such arrangements in less than 25 per cent of their locations.

Even less—20 per cent of the operators participating in the Forum—said they received 60-40 split on any of their machines. Again, better than half of these operators showed

tions with locations by asking for a better split. Some indeed have tried but found it impossible to do so.

Instead most operators are relying upon income boosters, such as dime play, promotion and programming to increase their share of the take. In this way, they are even able to improve existing relations with locations, especially if the measures used to increase the juke box take is successful.

Some operators indicate that if their location is a good one and the machines are producing well, they would rather not bother the location owner with any attempt to obtain a better commission arrangement. Many feel there is a very real danger in losing a good location to competition that will give him the split he wants. "And a good location on a 50-50 split is worth much more than one lost to someone else," adds an operator who has more than 75 per cent of his machines on this basis.

However, doing something out of necessity, and believing it to be the answer to an economically sound operation—are two different things. And more than one operator answering the Forum indicated that stronger associations that could set accepted business practices for an area would be a big help to many a commission squabble.

### Results

Operators indicated that if they could be assured of no undercutting by competitors they could negotiate a better commission ar-

### How They Voted

1. What type of commissions do you prefer?	
Flat %	55%
Front money and %	17%
Guarantee and %	28%
2. What per cent of your juke boxes are on the following commissions?	
Flat 50-50 split	54.0%
Under 50% of machines	3.4%
50-75% of machines	6.6%
Over 75% of machines	44.0%
Flat 60% to you:	
Under 10% of machines	7.7%
10-25% of machines	4.5%
25-50% of machines	3.3%
Over 50% of machines	4.5%
Front money and %:	
Under 10% of machines	12.0%
10-25% of machines	5.5%
25-50% of machines	3.0%
Over 50% of machines	5.5%

the 60-40 split in use for but one-fourth of their spots.

### Need Better Split

More than one operator voiced the need for a better commission set-up, but few evidenced that they had been successful in bringing it about. "The locations have for years been used to the 50-50 split—and if we don't give it to them, some other operator will step in and do it," said one Midwest operator, aptly summing up the feeling of many.

Significantly, operators reflected this same concern about holding their locations, and not wishing to upset the current status quo when queried about what type of commission arrangement they "preferred." A flat percentage was favored by 55 per cent of all the Forum operators. Only half as many—28 per cent—wanted some sort of "guarantee and percentage" arrangement, and even less—17 per cent, indicated a desire for front money and percentage.

While on the surface this would seem to indicate a bare majority of operators are well satisfied with their "flat percentage" arrangement, the fact is that most of the Forum replies strongly suggest otherwise.

### Fear Location Loss

It might be more accurate to say, that while operators realize that an improvement in the commission arrangement is needed to continue an economically sound juke box operation—they "prefer" not to disturb their rela-

agement with the location owner. This would in turn result in better margin to the operator, who then could afford to give better service to the locations—newer machines, more new records, and the like.

One result of the inflexible commission agreements has been the dropping of many lesser producing locations from operators' routes. Where before an operator could "carry" many marginal stops, he now has to prune his route to only the producing locations. "With the tight margins we operate under, with present commission arrangements, we have turned loose many locations that just didn't make it worth our while to service them," said one operator.

"Our competitors first picked up the marginal stops we dropped," another added, "but they soon found they weren't worth the bother either." That operators have had to cut expenses to the bone to exist under the 50-50 straight split is undeniable. Whether, however, this has resulted in improved juke box service to the locations is doubtful. And, just how long operators can continue to operate, under today's economic conditions, and still realize a fair return on their investment, without some sort of improvement in the commission picture is also a question that must soon be faced.

Next week's Forum will analyze operators' reaction to front-money splits and how they affect their operating picture.

# COINMEN YOU KNOW

## New York

By AARON STERNFIELD

Senator Al Bodkin is leaving for a vacation in Miami. . . . Sam Kramer, Interboro Music, became a grandfather recently. . . . Sal Trella, Elkay Music, has left for a Florida vacation. . . . Ralph Ele-

fante expects to be a father any day now. . . . Irving Kaye has begun operations in his new Brooklyn shop and expects to be in production on his new two-hole pool game next week.

Jim Sherry is getting in shape by boxing at the New York Athletic Club. . . . Mr. and Mrs. Bob Luttmann, Bob's Music, recently became parents of a second son, Clifford. . . . Anne Nahr, a secretary at the Music Operators of New York, is in Roosevelt Hospital for a heart operation. . . . Frank Schneider is a new member of MONY.

Mickey Wishinsky, Hurleyville, N. Y., operator, is in Las Vegas for a couple of weeks. . . . Sandy Moore, Suffolk-Nassau Amusement, is back from a Miami vacation and has left for Caracas, Venezuela, on the firm's export business. . . . Hank Walton, in charge of Suffolk-Nassau's Eastern Long Island operation, reports he needs snowshoes to visit some of the stops. . . . Jack Wilson, Modern Vending, Beacon, N. Y., and Otto Stegmaier, Greenwood Lake, N. Y., were 10th Avenue visitors last week. . . . Art Garvey, Bally representative, was another 10th Avenue visitor.

## Detroit

By HAL REVES

John Wagner Jr., three-year-old son of John Wagner, of the Wagner Music Company, made a hit at the Angott Distributing Company on Sunday, showing his prowess with a cap pistol and his ability to actually pivot a new Wurlitzer around. Mrs. Mary Angott, mother of the 14 Angott children, including Mike, Carl, Leo and Mrs. Madeline Andrews, was a very special guest of honor for the occasion.

Dale and Dennis Gorman, the 15-year-old twins of Mrs. Andrews, succeeded in puzzling everyone as they buzzed around the place helping to officiate in greeting guests. Cliff Irwin, of Irwin and Murray Music Company, Port Huron, was the photographer of the day, taking color slides of operators and guests.

Herb A. Clegg, former salesman for the Angott organization, has established a thriving manufacturing business in Port Huron, manufacturing Doodle Pads and Jot-Em-Down Pads. . . . Mrs. Michael Weinberger, wife of the founder of the S & W Coin Machine Exchange, and mother of Leo Weinberger, Leo's Amusement, has entered the hospital for observation.

Leo Fournier, manager of Weidman National Sales, reports the vending business going strong in this territory, with especial activity in the coffee vending field, reflect-

(Continued on page 131)

## New Wurlitzers Shown at Albany

ALBANY, N. Y.—About 25 up-State operators and their wives attended an open house at the Albany branch of the Bilotta Distributing Company Sunday (6) to view the new Wurlitzer 200 and 104-selection juke boxes.

Among those present were Jack Wilson, Newburgh; Tom Gobel and Bucky Greening, Hudson Valley Amusement Company, Beacon, N. Y.; Howard Hollingsworth, Poughkeepsie; Zeke Wenzel, Kingston; Tom Greco, Greco Bros., Glasco, and John Fuller, Universal Vendors, Albany.

Host at the affair was Bob Catlin, manager of the Albany branch.

# Stewart Quits AMI Sales Post; Sams Fills Job

GRAND RAPIDS, Mich.—John W. Haddock, president of AMI, Inc., last week announced the resignation of John A. Stewart.

Stewart leaves AMI February 1 to take up new duties with the Bally Vending Corporation, Chicago. He was affiliated with the Bally organization prior to coming with the Michigan firm seven years ago. Earlier, he had many years' experience in finance and banking.

"It is with regret that we accepted Mr. Stewart's resignation," Haddock said. "He has been a valuable, hard-working and loyal associate and we here at AMI shall miss him greatly. John has a wide circle of friends thruout the coin machine business and enjoys the respect and warm regard of all who know him. He carries with him our very best wishes for great success in his new position."

## Sams Fills Post

In a statement issued at the same time, E. R. Ratajack, AMI sales manager, announced that Tom H. Sams, West Coast representative for AMI for the past several years, with headquarters in San Francisco, has been moved in to the home office to take over the position vacated by Stewart.

"Tom's background of sales and sales-finance before coming with AMI, and his experience thruout the country both in the music business and other lines, gives him an intimate knowledge of local conditions in many areas. He understands the problems of the music operator and distributor and is singularly well equipped to handle this new assignment," Ratajack said.

Sams is married and a veteran Navy pilot of World War II. Mrs. Sams, former skating star with the "Ice Follies," has remained in San Francisco to dispose of their property and will move to Grand Rapids shortly.

## Mil'kee Ops Attend United's Showing Of New Wurlitzer

MILWAUKEE — Departing from their old pattern of devoting a weekend to introducing new model Wurlitzers, United, Inc., held open house all week long, commencing January 7. A steady trek of operators from all over the State stopped in to view the new 2100 and 210 models. Answering questions was Reid Whipple, factory service engineer.

Partial list of operators who signed the roster includes Karl Adams, A. & E. Music Co., Beloit; Mr. and Mrs. Don Millard, Madison; Frank L. Barca, Kenosha; Mr. and Mrs. Gary Reier, Mukwanago; Ralph Klatt, Beaver Dam; George Fix, Stevens Point; Ben Kurek, South Milwaukee; Mr. and Mrs. Roy Schmitz, Neshkoro; William J. Miller, Menasha; Bernard Groshok, Stevens Point; John A. Anderes, Racine, and E. G. Dowe, Beaver Dam.

Also from Milwaukee: Earl M. Linde, Hastings Distributing Co.; David Jakubowski; Clarence Smith, Milwaukee Amusement; Carl Klein; Vincent Waters; Russell Leibundgutt and Donald Hoerig, Brede Coin Machine Co.; William M. Zajc and Bert A. Liesch.

# Mass. Ops at Redd Showing

ALLSTON, Mass.—Despite the season's worst snowstorm, Redd Distributing Company's premiere week-long (7-11) showing of the 1957 Wurlitzer 2100 and 2104 phonographs drew better than 200 operators from several of the New England States.

Because of the inclement weather, planned catering of refreshment had to be canceled since visitors were slow in arriving and the caterer couldn't get thru the 10-inch snow blanket.

Hosting the occasion were Si Redd, president; Bob Jones, sales manager; Charles Brant, office manager, and salesmen Al Levine and Jim Sisti. Hank Petit, Wurlitzer field engineer, was on hand for the showing thruout the week.

Also included in the exhibit was the new Bally bowling alley. On hand to explain its workings to the game operators were Arthur Garvey and Paul Calanari, of the Bally organization.

Among operators attending the showing were: Ralph Lackey, Roxbury; David J. Baker, Arlington; Henry Levine, Milton; Gerald Pothier, Gloucester; Gene Sweeney, Buzzards Bay; Peter Pompeo, Milton; Dave Gropman, Boston; Mark Shaevel, Mattapan, and Raymond Shea, Worcester.

Also Nicholas Casasanta, Milford; Dutchy Marciano, Beverly; Henry Plotnick, Milton; Tom Libbey, Haverhill; Walter Luby, Shrewsbury; Al York, Brockton, and Al Dolins, Hyannis.

Also Leon Sherter, Boston; George Couture, Greenfield; Adams and Adams, New Bedford; Al Gorcowitz, Randolph; Steve Pielock, Worcester; William Spiller, Boston; Monte Becker and Jerry Balboni, Springfield; Perry Lipson, Newton, and Sol Robinson and Hank Gladstone, of Boston.

From New Hampshire came Ralph Faretra and Bill Hamid, of Concord; Saul Taube, Dino Donati, John Rourke, Frank Wajde, of Manchester; Michael Paskevich, Nashua, and John Connors, of Salem Depot.

Among Connecticut operators were Stan Kalwa, Thompsonville; Ed and Ed Jr. Navickas, Bristol; Art Rode, Terryville; John Colucci and Joe Daniels, Waterbury; Anthony and Winnie Wilkas, Hartford, and James O'Connor, Danielson.

Martin Oliver, from Portland; Elmer Loughton, from York Beach, and Guy Durgin, from Presque Isle, were down from Maine.

## Rutter Holds Show Of Wurlitzer for Intermountain Ops

SALT LAKE CITY—J. H. Rutter, Inc., Wurlitzer distributor for the Intermountain Region, held a showing of the new Wurlitzer (Models 2100 and 2104) juke boxes in the company's showroom.

The showing, held from January 7-12, attracted operators from over a four-State area. Hosts for the event were: J. H. (Hebe) Rutter, owner-manager; Walt Royer, service manager, and Frank Shobert, newly hired salesman for the firm.

Among operators attending the opening showing were: Ray Holt, Rainbow Music Company; Ray Samuelson, Ray's Music Company; J. A. (Andy) Stevenson, Liberty Phonograph Company; Max Horton, Horton Music; LaMar Fillmore, Provo, Utah; Roy Sparks, Nephi, Utah; Dan (the music man) Kenaga, Pocatello, Idaho, and A. C. Kartchner, Kartchner Music Company, Idaho Falls, Idaho.

# Wurlitzers at WCC Dinner

MILWAUKEE — United, Inc., Wurlitzer distributors unveiled the new '57 models Sunday, January 6, at the Pan American Club to members of the Wurlitzer Centennial Club. Cocktails and dinner were served. Reid Whipple, Wurlitzer factory service engineer, was on hand to point out the features of Model 2100, 200-selection, and Model 2104, 104-selection machines, to the operators and their wives.

In attendance at the Pan American Club showing were: Mr. and Mrs. E. R. Green and niece, Wausau; Mr. and Mrs. Leo Konwinski, Ottawa Sales, Iron River, Mich.; Mr. and Mrs. Charles Miller, A. & M. Distributing Co., Racine; Mr. and Mrs. Casper Sittig, Racine; Mr. and Mrs. Val Andreas, Oshkosh; Mr. and Mrs. C. G. Bookmeier, Green Bay.

Milwaukeeans included Mr. and Mrs. Joe Beck, and Mr. and Mrs. Erv Beck, Mitchell Novelty Co.; Mr. and Mrs. Sam Hastings, Hastings Distributing Co.; Mr. and Mrs. Otto Hadrian; Mr. and Mrs. Robert Harding; Mr. and Mrs. Ken Kulow and Mr. and Mrs. Doug Opitz, Kendou Co.; Mr. and Mrs. John Tuska, J. T. Novelty, and Mr. and Mrs. Jerome Jacomet, Red's Novelty Co.

United, Inc., personnel acting as hosts were Mr. and Mrs. Harry Jacobs Jr., Mr. and Mrs. Harry Jacobs Sr., and Mr. and Mrs. S. P. Johnson.

# T&L Previews Wurl. Models

CINCINNATI — Showings of the new Wurlitzer 2100 and 2104 juke boxes were held by T & L Distributing Company, Cincinnati, last week. Paul C. Goldstein, of T & L, stated that more than 35 operators from the Cincinnati area gathered to view the features of the new models.

Among those operators in attendance were Charles Long, Arthur Mechler, Dilver Dickman, Herb Donaldson, Alvin Lakamp, Jim Davis, William Harris, Albert Dallolio, Charles F. Mayer, Robert Clark, Virgil Webster, R. Buck, Clifford Brafford and Stanley Kofroth.

Frank Michael, Willard Walton, Mike Hendricks, Jerry Distel, Sam Gerros, George Strassell, M. L. Larson, Ervin H. Enderle, James C. Burger, Norton Robinson, Normand Lewis, William Tran, Ray L. Wilber, Nat Bartfield, Harry G. Faber and Lucas Nicholas.

Mort Schwartz, Harold Hayes, Richard Stillmaker, Hilltop Amusement Company and Ace Amusement Company.

**FOR SALE!**

AMI E-80, late model . . . \$425.00

Seeburg 3 W-1 Wall-O-Matic  
100 Sel.—Chrome,  
extra clean . . . . . 65.00

Seeburg M-100-C . . . . . 545.00

Seeburg V-200 . . . . . Write

Chicago Advance Pool . . . 195.00

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Victoria, Texas

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SELECTION MODELS

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**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

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Save Time! Save Money!  
STORE BUSINESS WELCOME

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order, including postage.

The Musical Sales Co.  
SEEBURG DISTRIBUTORS

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Vernon 7-5755

**Juke Box Operators!**

► **AARDELL TO ZORA!!**

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Did you ever wonder who makes that record that your locations inquire about? Where's the company located? Who distributes their records in your area?

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There are 1,467 different record labels listed in this Guide. Labels are listed alphabetically for easy reference, with complete addresses. In addition, this 100-page booklet also contains a directory of record distributors, arranged by state and city, and tells you what labels they handle plus

For record programming ideas for your machines

The top song hits by year for every year since 1900. The top record hits, by artist and label, for the past five years. Order your copy now!

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Yes, I want ( ) copies of The Music-Record Programming and Buying Guide at \$1.00 each. My remittance is enclosed. Please rush to: 836

My Name.....

Company Name.....

Street Address.....

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

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 26, 1957)

ARCAD E EQUIPMENT	HIGH	LOW	MEAN AVG.
<b>1. WILLIAMS—</b>			
Sidewalk Engineer...	\$175.00	\$165.00	\$165.00
<b>2. GENCO—</b>			
Champion Baseball...	295.00	275.00	295.00
<b>3. SEEBURG—Coon Hunt</b>			
	175.00	125.00	150.00
<b>MUSIC MACHINES</b>			
1. AMI—Model D-80...	\$350.00	\$175.00	\$295.00
2. AMI—M-100-B	495.00	395.00	450.00
3. AMI—Model E-120	450.00	295.00	439.00
3. AMI—M-100-C	575.00	495.00	545.00
3. AMI—M-100-W	795.00	649.00	769.00
3. WURLITZER—1650	425.00	259.00	295.00
3. WURLITZER—1800	840.00	639.00	795.00
<b>SHUFFLE GAMES</b>			
<b>1. CHICAGO COIN—</b>			
Criss-Cross	\$150.00	\$110.00	\$125.00
<b>2. UNITED—Royal</b>			
	95.00	75.00	85.00
<b>3. CHICAGO COIN—</b>			
Fireball	225.00	180.00	195.00
<b>3. CHICAGO COIN—</b>			
Holiday Match Bowler	235.00	150.00	195.00
<b>VENDING MACHINES</b>			
<b>1. Rowe Diplomat</b>			
Electric	\$105.00	\$ 95.00	\$ 95.00
<b>2. P. X.</b>			
	90.00	75.00	85.00
<b>3. Du Grenier (7 Col.)</b>			
	50.00	45.00	50.00
<b>3. Stoner Candy (8 Col.)</b>			
	165.00	110.00	165.00
<b>PINBALL GAMES</b>			
1. Nite Club	\$450.00	\$425.00	
2. Miami Beach	225.00	200.00	
2. Variety	135.00	100.00	
2. Yacht Club	60.00	35.00	
<b>GOTTLIEB</b>			
1. Mystic Marvel	\$165.00	\$110.00	
1. Score-Board	315.00	250.00	
3. Flying High	85.00	65.00	
<b>UNITED</b>			
1. Cabana	\$ 85.00	\$ 39.50	
2. ABC	425.00	365.00	
3. Caravan	375.00	310.00	
3. Hawaii	75.00	39.50	
<b>WILLIAMS</b>			
1. Deluxe Baseball	\$110.00	\$ 85.00	
2. Quarterback	285.00	275.00	
3. Hayburner	75.00	75.00	
3. Screamo	110.00	75.00	

### PINBALL GAMES

BALLY	High	Low	Mean Avg.
Beach Beauty (1/55)	\$345.00	\$335.00	\$345.00
Beach Club (2/53)	65.00	40.00	50.00
Beauty (11/52)	75.00	49.50	65.00
Big Time (1/55)	250.00	200.00	235.00
Broadway (12/55)	375.00	375.00	375.00
Gayety (3/55)	125.00	100.00	110.00
Gaytime (6/55)	195.00	160.00	195.00
Ice Frolics (1/54)	75.00	50.00	65.00
Miami Beach (9/55)	225.00	200.00	225.00
Nite Club (3/56)	450.00	425.00	435.00
Palm Springs (11/52)	65.00	40.00	60.00
Variety (9/54)	135.00	100.00	125.00
Yacht Club (6/53)	60.00	35.00	50.00
<b>CHICAGO COIN</b>			
<b>Basket Ball Champ</b>			
(10/49)	\$195.00	\$145.00	\$145.00
<b>GOTTLIEB</b>			
Arabian Knights (11/53)	\$135.00	\$115.00	\$125.00
Dragonette (6/54)	195.00	189.50	195.00
Flying High (2/53)	85.00	65.00	85.00

	High	Low	Mean Avg.
Four Belles (10/54)	\$165.00	\$135.00	\$165.00
Green Pastures (1/54)	125.00	124.50	125.00
Gypsy Queen (2/55)	185.00	145.00	175.00
Harbor Lites (2/56)	225.00	210.00	210.00
Marathon (10/55)	295.00	265.00	265.00
Mystic Marvel (3/54)	165.00	110.00	155.00
Pin Wheel (10/53)	120.00	110.00	120.00
Score-Board (3/56)	315.00	250.00	305.00
Skill Pool (8/52)	75.00	75.00	75.00
Sluggin' Champ (4/55)	195.00	185.00	195.00
Southern Belle (6/55)	200.00	155.00	175.00
Stage Coach (11/54)	175.00	149.50	175.00
Tournament (8/55)	300.00	245.00	275.00
Wild West (8/51)	325.00	295.00	325.00
Wishing Well (9/55)	195.00	165.00	185.00

<b>UNITED</b>			
ABC (2/52)	\$425.00	\$365.00	\$395.00
Cabana (3/53)	85.00	39.50	45.00
Caravan (1/56)	375.00	310.00	350.00
Hawaii (6/54)	75.00	39.50	39.50

<b>WILLIAMS</b>			
Deluxe Baseball	\$110.00	\$ 85.00	\$135.00
Hayburner (6/51)	75.00	75.00	75.00
Quarterback (10/49)	285.00	275.00	275.00
Race the Clock (1/55)	235.00	225.00	225.00
Screamo (4/54)	110.00	75.00	110.00
Sky Way (9/54)	140.00	125.00	140.00
Wonderland (5/55)	180.00	145.00	180.00

### 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—Shopton; T—Telecoin; U—United; W—Williams; Wa—Walling

Bat-A-Score Sr. (Ev) (8/48)	\$145.00	\$105.00	\$105.00
Big Inning (B) (47)	95.00	85.00	95.00
Carnival Gun (U) (10/54)	205.00	195.00	195.00
Champion Baseball (G)	295.00	275.00	295.00
Coon Hunt (S) (2/54)	175.00	125.00	150.00
Dale Gun (Ex)	55.00	50.00	55.00
Derby, 4 Player (CC) (3/52)	150.00	125.00	150.00
K O Fighter	350.00	345.00	350.00
Midget Movies (CC)	200.00	125.00	135.00
Photomatic (M) (1/50)	350.00	295.00	350.00
Rifle Gallery (G) (6/54)	195.00	175.00	175.00
Shooting Gallery (Ex) (6/54)	125.00	110.00	125.00
Sidewalk Engineer (W) (5/55)	175.00	165.00	165.00
Silver Bullets (Ex) (11/49)	125.00	125.00	125.00
Silver Gloves (M)	225.00	165.00	165.00
Sky Rocket (G) (5/55)	295.00	275.00	295.00
Sportsman (K) (11/54)	195.00	195.00	195.00
Telequiz (T) (1/49)	95.00	95.00	95.00
Undersea Raider (2/46)	125.00	125.00	125.00

### MUSIC MACHINES

<b>AMI</b>			
Model A (46) 40 sel., 78 RPM	\$100.00	\$ 80.00	\$ 95.00
Model C-40	150.00	100.00	150.00
Model D-80 (51) 40 sel., 78 RPM	350.00	175.00	295.00
Model E-120 (53) 120 sel., 45 RPM	450.00	295.00	439.00
Model F-120 (54) 120 sel., 45 RPM	695.00	569.00	675.00

<b>ROCK-OLA</b>			
1436 A-(53) 120 sel., 45 RPM	\$275.00	\$179.00	\$239.00

	High	Low	Mean Avg.
1438 (54) 120 sel., 45 RPM	\$450.00	\$295.00	\$450.00

### SEEBURG

M-100-B (51) 100 sel., 45 RPM	\$495.00	\$395.00	\$450.00
M-100-C (53) 100 sel., 45 RPM	575.00	495.00	545.00
M100G (54) 100 sel., 45 RPM	695.00	625.00	689.00
M-100-W	795.00	649.00	769.00

### WURLITZER

1260 (50) 48 sel., 45 or 78 RPM	\$165.00	\$124.50	\$150.00
1400 (51) 48 sel., 45 or 78 RPM	225.00	174.50	174.50
1500 (52) 104 sel., 45-78 RPM Mix	395.00	145.00	249.50
1650 (53) 48 sel., 45 RPM	425.00	259.00	295.00
1700 (54) 104 sel., 45 RPM	695.00	539.00	625.00
1800 (2/55) (W)	840.00	639.00	795.00

### SHUFFLE GAMES

Ace Bowler (CC) (9/50)	\$165.00	\$145.00	\$150.00
Advance Bowler (CC) (5/53)	105.00	95.00	105.00
Arrow (CC)	275.00	225.00	265.00
Banner (U) (8/54)	175.00	150.00	150.00
Bonus Score Bowler (CC) (4/55)	275.00	225.00	245.00
Carnival (K) (5/53)	75.00	55.00	75.00
Clipper (U) (5/55)	275.00	235.00	265.00
Criss-Cross (CC) (11/53)	150.00	110.00	125.00
Criss-Cross Targette Regular (CC) (1/55)	125.00	125.00	125.00
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	180.00	195.00
Holiday Match Bowler (CC) (9/53)	235.00	150.00	195.00
Hollywood (CC) (5/55)	295.00	240.00	275.00
Imperial (U) (9/53)	95.00	95.00	95.00
Lightning (U) (2/55)	225.00	195.00	210.00
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	95.00
Royal (U) (8/54)	95.00	75.00	85.00
Speedy (U) (8/54)	195.00	125.00	150.00
Super Bonus Deluxe (U)	355.00	295.00	355.00
Super Frame (CC) (5/54)	155.00	95.00	110.00
Team Bowler (K) (10/52)	125.00	75.00	125.00
Tenth Frame (K)	95.00	55.00	55.00
Tenth Frame Bowler (CC)	95.00	65.00	75.00
Thunderbolt (CC)	275.00	245.00	245.00
Triple Score Bowler (CC) (6/53)	95.00	85.00	85.00
Triple Strike Bowler (CC)	275.00	235.00	275.00

### VENDING MACHINES

Acorn 5c or 1c	\$ 10.00	\$ 8.50	\$ 10.00
Du Grenier (7 Col.)	50.00	45.00	50.00
Northwestern 39, 1c	7.95	7.50	7.50
Northwestern 33 Ball Gum	7.50	6.50	7.50
P X (8 Col.)	90.00	75.00	85.00
Rowe Diplomat Electric (8 Col.)	105.00	95.00	95.00
Stoner Candy (6 Col.)	125.00	80.00	80.00
Stoner Candy (8 Col.)	165.00	110.00	165.00

## Consent Decree Defines Code Of Ethics for CMA Firms

NEW YORK—Terms of the consent decree handed down in United States District Court, Southern District of New York, by Judge Sylvester J. Ryan in the case of the Justice Department, Anti-Trust Division, against the Cigarette Merchandisers' Association were made public last week (The Billboard, January 19).

The decree ends nearly three years of litigation involving the CMA, an association composed of cigarette operators in the metropolitan New York area; Local 805 of the Teamsters' Union, several operating companies and their employees.

The defendants, who were charged with conspiring to monopolize the cigarette vending business, had previously pleaded nolo contendere to the criminal phase of the indictment. The consent decree covers the civil phase.

Assistant Attorney General Victor R. Hansen, head of the Anti-Trust Division, said: "It is expected that the terms of this judgment will assure the discontinuance of the concerted action which suppressed competition in the sale of cigarettes thru vending machines. The naming of the labor union as a defendant was because it had joined with business concerns to

assist them to effectuate violations of the Anti-Trust laws, and it was not sued for any activity in connection with its legitimate labor objectives."

### Restraints Listed

Specifically, the decree provides that the defendants refrain from allocating locations, dividing territories, removing competition, hindering or restricting the placement of machines and using pressure on locations.

Named as defendants were: Cigarette Merchandisers' Association, Inc.; Confectionery & Tobacco Drivers and Warehousemen's

Union, Local 805; the Rowe Corporation; Cigarette Service, Inc.; United Tobacco Corporation; Herald Vending Corporation; County Enterprises, Inc.; Matthew Forbes, Milton Holt, Arthur Gluck, Gustave Stern, Jackson Bloom, Harold Jacobs, and Lou Price.

All the defendants except Local 805 are prohibited from barring competition for a location because another operator is interested in that location or because an operator once had a machine on that location.

CMA members may sign up lo-  
(Continued on page 139)

## Fedam Names 1st Distrib, New \$219 Unit

ELMWOOD PARK, Ill. — The Fedam Company last week announced the appointment of Moore & Morgan, of Rockford, Ill., as first distributor to handle its vending machine line.

The firm will cover Illinois, except Cook County; Wisconsin, Minnesota, Iowa, Missouri, and the Omaha and Lincoln, Nebraska trading areas. Fedam will announce other distributors later.

At the same time, Fedam announced a new model hot food vender to list for \$219, the Model VS-3. It will supplement the firm's present Model VS-1. Like the VS-1, the new unit holds 50 eight-ounce cans, has 10 selections. Both machines have straight 15-cent or quarter operation.

Basic difference in the two models is a detachable stand on the new unit.

Price of the VS-1 was increased to \$175.95; former price was \$159.95.

## Bally to Ship Bev. Vender To Operators

CHICAGO — Bally Vending Corporation plans to start shipments of its Hot-Cold Beverage Bar, Wednesday, January 23. Announcement came from Fred Mills Jr., Bally Vending's sales manager.

Shipments will be made directly to operators, with no distributor relations as yet announced. Sales of Bally Vending Corporation products are currently made thru factory representatives.

"Initially, we'll ship about three units a day," Mills stated, "with plans of increasing our output after the first week or two."

## READY ACCEPTANCE

### Industrial Growth Ups Memphis Food Vending

MEMPHIS—Industrial growth here has spawned the growing food vending field in this area, with operations considerably expanded over the past year.

Food vending in industrial plants here began three years ago, but never before has it become so well accepted as it has in the last 12 months.

Food vending operators estimate that collections are up as much as 30 per cent over this time last year. A merger of Chickasaw Canteen Company and Automatic Merchandising Company, to form a new organization, Memphis Canteen Company, exemplifies new expansion into industrial plants. The firm handles thru its vending machines, sandwiches, crackers, soft drinks, cakes, hot chocolate, ice cream, milk, pies, pastries and hot food.

One of the relatively new vending machine ventures in industrial plants being introduced in this area is hot soups in cans.

### Plants Faced Problems

Explaining the good acceptance of the industrial vending programs here, Charles E. Pugh, manager of Quality Vending Service, says it stems mainly from the problems the plants encounter in operating lunch rooms. Plants often find themselves in the cafe business, he points out, to accommodate their employees. This means dealing with operating licenses and added personnel and becomes a major operation requiring many man hours simply to administer. Added to this is the fact that there is most often no profit and more likely a loss. The plants, ever in competition with others,

are on the lookout to cut costs whenever possible.

This opens the door for the automatic food vending machine, Pugh said. Here the licenses are paid by the operators and the company is not out space or man hours, has no added personnel problems and suffers no extra costs.

Said H. L. Todd, manager of Commodities Inc., coffee and hot chocolate vending firm, "Industry in this section had been slow to take advantage of vending as the industrial North and East had done. However, the trend now has set in. We have made big strides in the past three years."

Exodus of many industrial plants from North and East to the South in recent years has placed the South in the midst of a gigantic economic growth. In addition to the moves South, some companies

(Continued on page 129)

## Wico Sets Up Vending Arm

CHICAGO—Wico Corporation, Chicago, announced the formation of its new Automatic Merchandising Division to promote sales of its new hot food dispenser, shown for the first time at the recent NAMA convention.

Announcement was made by Max Wiczor, president, and founder of Wico, who added that separate sales offices have been set up for the new division.

Denis P. Parsons has been appointed national sales manager of the division. Parsons, formerly of England, was associated with the Reynolds Aluminum Company for eight years, where he held the post of Midwest regional sales manager

(Continued on page 129)

## National Plans Showings for Candy Vender

ST. LOUIS—Individual showings of the new National 10-column candy vender will be held simultaneously in 13 different cities on Saturday, February 2, according to an announcement by A. F. Diederich, president of National Vendors, Inc.

"Invitations have been mailed to National customers, but all operators are invited," Diederich added.

The special post-convention showings have been arranged to permit operators in all parts of the country to see and examine the new unit which was introduced at the NAMA exhibit last month.

A schedule of the showings, with respective cities and hosts of each event are as follows: Atlanta, At-  
(Continued on page 127)

## Macke to Provide Full-Line Feeding For 3 D.C. Firms

WASHINGTON—G. B. Macke Corporation, largest operator of vending machines in the area, will complete the installation of three more automatic snack bars in the near future. The snack bars, to be installed locally in the Acacia Insurance Company, Chestnut Farms Dairy, and in the General Electric plant at Front Royal, Va., will provide full-line feeding—including hot foods.

Macke spokesman Sid Lotenberg said that one feature of the new installations will be a Wittenborg machine, made in Denmark, that "will serve everything—hot or cold—including fried chicken and salads." All food served in the snack bars will be prepared in the Macke commissary.

According to Lotenberg, Macke will concentrate more heavily on snack bars and industrial feeding because of its success in the field. Macke currently has five snack bars at Maryland University and  
(Continued on page 128)

## New Site for Detroit Dist.

DETROIT—Vend Distributing Company, Inc., distributor of coffee vending equipment and supplies to the operating trade, is moving into modern new quarters in a central metropolitan location.

Vend Distributing distributes Koffee Club, its own make coffee vendor, and is exclusive distributor in the State of Michigan for Tenco Coffee and M & R Dietetic Laboratories' powdered cream as well as other supplies.

The firm is headed by Howard B. Kirk, president; Charles F. Anspach and Jerrold R. Bilger.

### Distb Move

The new site provides 4,000 square feet of floor space, and a  
(Continued on page 128)

## Continental to Expand Sales, Service Force

WESTBURY, L. I., N. Y. — The Continental Vending Machine Corporation is in the throes of growing pains. The firm, the manufacturing division of Continental Industries, is currently attempting to expand a sales and field service organization that hasn't grown as rapidly as the manufacturing effort.

According to Dan Carr, general sales manager, major gap exists in the Midwest, with Ohio, Michigan, Indiana, Kentucky, Wisconsin and Illinois uncovered.

This situation was brought about with the promotion of Fred Roland, who had formerly covered the Midwest out of Chicago, to the managership of the Buffalo operation.

### Promotion Policy

Carr explained that the company's policy is to promote a man when he merits the promotion and then attempt to fill his old job.

Roland had been stretched pretty thin covering the seven-State area, Carr continued, and two men will be required to replace him. He added that orders from the region are coming in steadily by phone and mail, but that the potential is untapped.

Latest addition to the Continental sales force is Dave Hoffman, who will cover New Jersey. Hoffman operates the County Cigarette Service from East Meadow, L. I.,

N. Y. He will retain his interest in the operating firm, but has trained a manager to take over the operation to free him full-time for Continental.

### Sales Force

The current sales force of 11 should be expanded to 20 in the next few months, Carr said. He added that the five field service engineers will be increased by three in the next six months.

Carr emphasized, tho, that the firm will not work thru distribu-  
(Continued on page 127)

## Canteen Sales Hit New Mark

NEW YORK—Record sales and earnings for fiscal 1956 were reported last week by the Automatic Canteen Company of America. The firm's fiscal year ended September 29.

Consolidated sales were \$98,905,010, compared with \$95,798,155 the previous year, while net income after federal taxes was \$2,200,000, compared with \$1,947,000 for fiscal 1955.

Earnings per share were \$2.68, compared with \$2.21 the previous year. Some 892,180 common shares out outstanding.

The form reported total assets of \$32,912,673 at the end of the fiscal year, with working capital of \$11,100,762. Ratio of assets to liabilities was 2.34 to 1.

These figures include sales and earnings of the parent company and its subsidiaries as well as those of the Rowe Manufacturing Company and Rowe operations.

## Dairy Shows Set For Frisco in Oct.

SAN FRANCISCO — Three major dairy trade groups will hold October conventions here. They are the Milk Industry Foundation, October 21-23; the International Association of Ice Cream Manufacturers, October 23-25, and the Dairy Industries Supply Association, which has no formal sessions, but which will meet during the week.

A San Francisco area Dairy Conventions' Committee, composed of representatives of all three organizations, is being formed for the meetings.

## '54 DRINK SHIPMENTS TOP '47 BY 25%: CENSUS

WASHINGTON—The nation's soft drink bottlers shipped beverages with a sales value of \$1,096,065,000 in 1954, an increase of \$345,527,000 over the 1947 value, according to an advance 1954 Census of Manufacturing report issued by the United States Department of Commerce. Shipments totaled 1,097,100,000 cases, including bottled, canned and bulk soft drinks, an increase of 185,593,000 cases over the 1947 total.

Bottled soft drinks, all sizes, reached a value of \$1,067,407,000—an increase of \$319,834,000 over

the 1947 tally. Shipments of canned soft drinks were valued at \$27,209,000. There were no 1947 figures available for comparison. Bulk soft drinks (barrels, tanks, etc.) amounted to \$1,449,000—a decrease of \$1,516,000 from 1947.

### Popular Bottles

Most popular bottles were the six and seven-ounce sizes, with a value of \$543,329,000. Next came the 12 and 16-ounce sizes with a combined value of \$159,609,000. Third place went to the eight, nine and 10-ounce sizes, with a value of \$143,002,000. Fourth were the 28  
(Continued on page 128)

**National Plans**

Continued from page 126

Janta Biltmore Hotel, J. Herman Saxon; Boston, 1292 Washington Street, Lou Magerer; Columbus, O., The Neil House, Al Horth.

Dallas, Tower Hotel Courts, Ed Brown; Detroit, Hotel Tuller, Ed Kopine; Denver, 2314 Broadway,

Charles Kaplan; Houston, Ben Milam Hotel, Henry Brown; Kansas City, Phillips Hotel, Marvin Pierson; Los Angeles, 713 South Westmoreland, E. C. McNeil.

Memphis, Holiday Inn, Chester B. Roe; Minneapolis, Nicollet Hotel, Bob Croarkin; New York City, Hotel Lexington, C. P. Anderson; Seattle, 1435 23d Avenue South, Bert Farmer.

The showings are scheduled from 2 o'clock in the afternoon until 10 o'clock in the evening on Saturday, February 2. In Columbus, Dallas, Detroit, Houston and Kansas City, showings will also be held on Sunday, February 3.

**Continental Force**

Continued from page 126

tors and that all sales will be handled by direct factory representatives.

Production on the firm's new self-brew coffee machine, Carr continued, will get under way in 90 days. Production on the Corsair cigarette machine, he added, is at the rate of 400 a week.

Carr said that Harold Roth, president, and Robert Hirsch, secretary, are devoting more time to the manufacturing company's parent firm, Continental Industries, and delegating more authority to department heads.

He explained that this move is the result of the smoother functioning of the firm and standardization of operating procedures.

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**OAK'S "PREMIERE"**  
BUYMORE SALES CO.  
6 Bayview Avenue  
Lawrence, L. I., N. Y.



**OPERATORS!—MAKE MONEY!**  
With Route of "FUN SHOPS"  
Earn STEADY PROFITS supplying stores with our FAST-SELLING Jokes, Tricks and Puzzles on self-service display racks. Popular priced, all-year-round sellers! \$250 investment required to start. Write or wire TODAY for complete details. D. ROBBINS & COMPANY, Dept. 88-9 127-R West 17th Street, N. Y. C. 11

**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¢ Perc.	7.95
N.W. #33 1¢ Perc. B.G.	6.50
Columbus 5¢ Bulk	6.50
Silver King 1¢ B.G. or Mdse.	7.45
ABT Guns	30.00
Acorn, 1¢ or 5¢	8.50

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	\$.77
Pistachio Nuts, Large Tulip	.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, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 550 ct.	.40
M & M, 550 ct.	.50
Hershey-ets	.43

Rain Bio Ball Gum, 40 ct. \$ .28  
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct. .30  
Rain Bio Ball Gum, 100 ct. .32  
200 lb. minimum, prepaid on all Rain Bio Ball Gum.

Adams Gum, all flavors, 100 ct. .45  
Wrigley's Gum, all flavors, 100 ct. .45  
Bech-Nut, 100 ct. .45  
Hershey's Chocolate, 200 ct. 1.40  
Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
1/3 Deposit, Balance C.O.D.  
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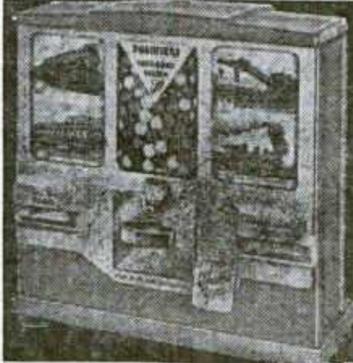
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**PACKAGE GUM VENDOR**  
This amazing vendor is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs.  
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**TERRIFIC DEAL!**



**3 OAK "PREMIERES" PLUS**  
● 5000 ATTRACTIVE CARDS 99.75  
● 25 Lb. 210 GUM  
1/2 deposit on all orders.

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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 . . .

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**"Ceil" 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  
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Great new charm. Finely detailed—two-tone combinations. Versatility assured with loop for attaching charm.

Two-tone plastic . . . \$6.50 per M  
Vacuum plated & plastic . . . \$8.50 per M  
Stickers available at your dist. or

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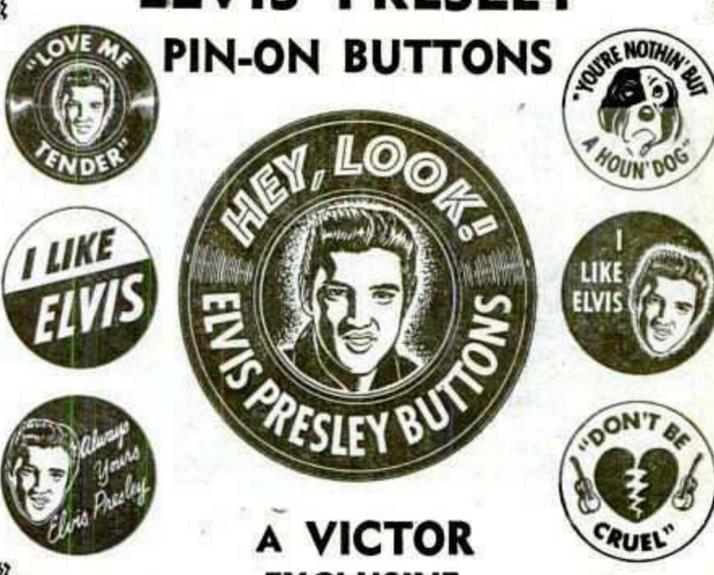
**THE WOODPECKER THAT PECKS!**  
An action packed toy. Also see the vacuum plated POOL TABLE and new SHOE SHINE BOX.

Send 35c for Regular Sample Kit of Charms

SURE-LOCK Patent #2762411—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

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**PENNY KING COMPANY**  
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**ELVIS PRESLEY PIN-ON BUTTONS**



**A VICTOR EXCLUSIVE**

We have the exclusive rights on Elvis Presley buttons for vending machine use. Presley buttons sold by us are with the understanding that they will be used for this purpose ONLY.

Vending machine operators' price is \$12.50 per thousand, F.O.B. Chicago. Minimum lot is 5,000 and weighs 16 1/2 lbs.; 25 stickers included. Full certified payment is required with order. We are currently making prompt shipments.

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

Experienced Operators Say:  
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**VENDING EQUIPMENT"**  
PROVE IT TO YOURSELF!

Just try a Model 49 all-product vander 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.



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**VEND—PUBLISHED BY THE BILLBOARD**  
HUNDREDS OF MONEY-MAKING VENDING IDEAS

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Made of Metal. Blade Cuts. Excellent Gimmick. Excellent for Capsules. Free Advertising Labels. Feature with METAL PLIERS and METAL SCISSORS.

5,000 & Up . . . . . \$10.50 per 1,000  
1,000 to 4,000 . . . . . 13.00 per 1,000

Buy direct from EPPY: or at Distributors

**SAMUEL EPPY & CO., INC.** 91-15 144th Place  
Jamaica 35 L.I. N.Y.

**'54 Drink Shipments**  
• Continued from page 126

to 32-ouncers, with a value of \$102,113,000. Last were the 20 to 24-ounce sizes, with a value of \$16,563,000.

Sales value of soft drinks in bottles larger than 32 ounces was set at \$1,430,000 for 1954, while the value of soft drinks not reported by size of container reached \$101,361,000. Figures were not available for comparison with 1947 because, in that year, no size breakdown was made by the Census Department.

**Flavors**

Most popular flavors bought by the public were drinks containing Kola extracts, with fruit flavors such as lemon, lime, orange and grape running second. Root beer and sassafras were also popular, as was ginger ale.

The Census report was computed on the basis of returns obtained from the 4,643 firms "primarily engaged in the manufacture of bottled soft drinks," and lists the number of people employed in the industry as 91,616.

**N.H. Solons Oppose Upping Cig Taxes**

CONCORD, N. H. — Possible attempts to increase the New Hampshire tobacco tax during the current legislative session would meet with a strong opposition, according to a survey of politicians.

Of the 101 lawmakers taking part in the survey, 64 said they would be opposed to increasing the State's 15 per cent tobacco levy. Twenty-six legislators said they would favor such an increase. Eleven were undecided.

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Since 1900

**Electric SHOCKING Machine**

Model No. 9  
8" WIDE  
8 1/4" DEEP  
15 1/2" HIGH

Bright red case and attractive silk screen make this little money maker an eye catcher.

Harmless vibrating electric current, increased at operator's will, yields tremendous profit from one dry-cell battery, good for up to 3,000 plays.

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**POPPERETTE**

Fully Automatic Popcorn Machine

10¢ Hi Profit %

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**Detroit Dist.**  
• Continued from page 126

parking lot at the side with space for 15 cars.

The companion A & K Vending Company, which operates a route of coffee vending equipment as well as diversified vending, is making the move to the new quarters along with Vend Distributing. Both companies are under virtually the same management, with Kirk as president of both.

Invitations have been sent out to a formal open house to be held at the new quarters for all friends and persons in the industry on Saturday (26). The entire site will be open for inspection from noon until a late hour, with refreshments served.

**J. SCHOENBACH**

Distributor For  
**Harmon Machine Co., Inc.**

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**CIGARETTE AND CANDY MACHINES**

- Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.
- STONER 8-COLUMN CANDY, 160 capacity, prewar model . . \$110.00
  - STONER 6-COLUMN CANDY, 102 capacity, prewar model . . . 80.00
  - STONER 8-COLUMN CANDY, 160 capacity, postwar model . . 165.00
  - ROWE 8-COLUMN CANDY, 120 capacity . . . . . 60.00
  - DUGRENIER "W" CIGARETTE, 9-column, king-size . . . . . 65.00
  - DUGRENIER MODEL S, 7-column, king-size . . . . . 45.00
  - UNEEDA 6-COLUMN CIGARETTE, king-size . . . . . 45.00
- All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

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**OPERATORS!**  
A NEW ITEM WITH BIG PROFITS

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Place on consignment in Drug, Supermarkets, Hardware Stores, etc.

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**FEATURES . . . . .**

- MOST ATTRACTIVE AND BEST DESIGNED SET ON THE MARKET
- TAKES BUT 19" x 19" FLOOR SPACE
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**Macke to Provide**  
• Continued from page 126

another in the Government Employees' Insurance Building, which serves 500 people.

Macke also has snack bars in two other GE plants. One in the Brockport, N. Y., plant serves over 1,000 employees. Snack bar at GE's Waynesboro, Va., plant feeds approximately 800 employees daily.

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M-100A . . . . . MH-100A

**CONVERSION**

to 33 1/2 RPM . . . . . to 45 RPM

\$24.50 • \$69.50

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49" HIGH  
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**5c**

**HOROSCOPE SCALE**

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

**\$25.00**  
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**ELVIS PRESLEY BUTTONS**

3 colors  
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per carton of 5,000, F.O.B. factory. Cash with order.

Terms: 25% deposit, balance C.O.D. Or send full amount and save C.O.D. charges.

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IMMEDIATE DELIVERY on 25c and 30c Coin Mechanism Conversions for

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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.

TERMS ARRANGED—WRITE FOR INFORMATION

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"The Nation's Leading Distributor of Vending Machines"  
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**ROWE PRESIDENT** 8 Cols., 340 cap., 25¢ and 30¢ Vend. King and Regular. Fully Modernized—Cut Base.

**SPECIAL LOW PRICE—Only \$89.95**

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We Carry in Stock Every Make and Model of Name Brand Cigarette and Candy Vendors.

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**FEBRUARY**

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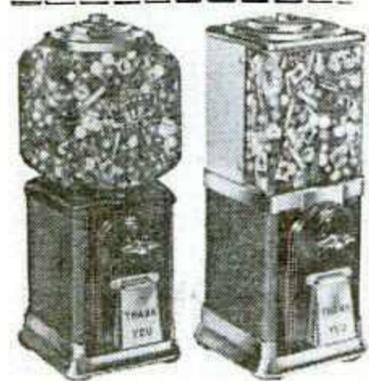
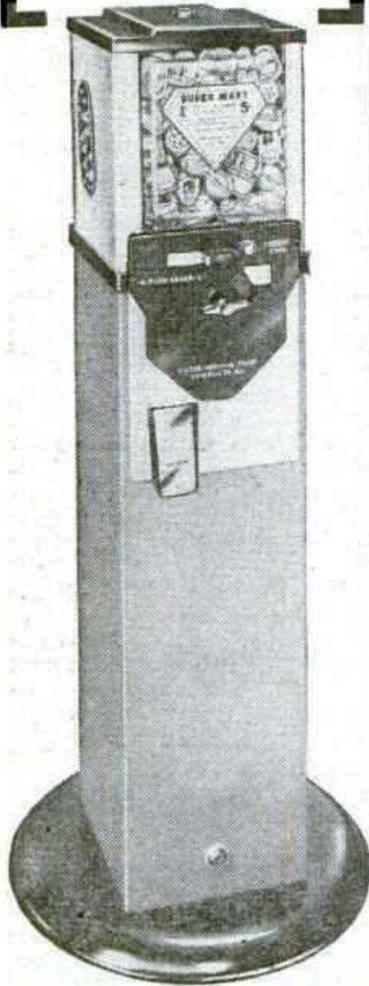
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10  
17  
24

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Welcome your Heart Fund Volunteer

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The World Famous STANDARD TOPPER



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**Victor Vending Corp.**  
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CHICAGO 39, ILL.

## Bayuk Sales, Net Slightly Off in '56

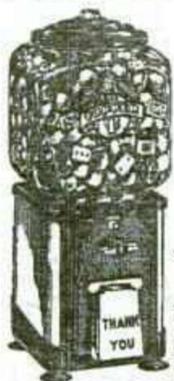
PHILADELPHIA — Sales and earnings for Bayuk Cigars, Inc., dropped slightly in 1956 compared with the previous year, according to E. Archie Mishkin, president. Last year's earnings were about \$42,000,000, with net earnings of \$1,300,000. In 1955 the firm grossed \$44,309,808, with profits of \$1,317,424.

### 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 ..... 19.50
  - 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 . 14.50
  - Du Grenier 4-Col., 1c Tab . 10.95
  - Mills, 6-Col., 1c Tab .... 17.50
  - N. W. 1c 10-Col., Tab Gum 19.50
  - Perfume Machine ..... 19.50
  - Ball Point Pen, New ..... Write
  - 2-Col. Stamp, New ..... Write
- 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.

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**VICTOR Standard TOPPER 1c BALL GUM VENDOR**  
\$13.25 Each  
\$12.75 Each 100 or more  
30 day money-back guarantee if not satisfied  
1/3 deposit on all orders  
Write for lowest prices on filled capsules. Immediate delivery.

**SPECIAL TRADE-IN OFFER**  
As High as \$6.00 Per Machine on VICTOR TOPPERS  
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**ELVIS PRESLEY BUTTONS**  
3 colors  
6 designs  
\$62.50  
per carton of 5000, F.O.B. factory. Cash with order.



**VICTOR Standard TOPPER 1c Ball Gum VENDOR**  
\$13.25 Each  
\$12.75 Each 100 or More

Sold on Time Payment in lots of 8 or more—25 weeks to pay. Write for details.

**ROY TORR**  
Lansdowne, Pa.

## Ready Acceptance

Continued from page 126

have opened new plants in the South in normal expansion.

Memphis Canteen Company, subsidiary of Automatic Merchandising Company, Chicago, by far the largest food vending operation here, is still expanding and will have one of the largest food vending operations in the South when completed.

The prosperous vending field has induced many a small operator into the business, too. This has given some of the established operators sharp competition. Every plant here has had vending equipment on location.

## FOR QUICK SALE

40 Barvend Model 6-D Hot Coffee, Cocoa and Soup Machines. 5 Colespa Cold Drink Machines, Model 4-D, with 5¢ National Cranger. 50 Hav-a-Snak Cracker & Cookie Vending Machines. All of the above are practically brand new, perfect operating condition, ready for immediate shipment. For details and prices write:

**AUTOMATIC RESTAURANTS OF KY., INC.**

715 W. Main Louisville, Kentucky

## Ball and VENDING GUMS

LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

- Bubble Ball Gum, 140-170 & 210 ct. .... 27¢ lb.
- Chicle Ball Gum, 130 ct. .... 35¢ lb.
- Clor-o-Vend Ball Gum ..... 40¢ lb.
- Clor-o-Vend Chicks, 320 ct. .... 40¢ lb.
- Chicle Chicks, 320 & 520 ct. .... 36¢ lb.
- Bubble Chicks, 320 & 520 ct. .... 27¢ lb.
- Tab (short stick), 100 ct. .... 38¢ box
- 5-Stick Gum, 100 packs ..... \$1.90

F.O.B. Factory. 150 Lb. Lots  
**AMERICAN CHEWING PRODUCTS**  
4th & Mt. Pleasant • Newark 4, N. J.

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## Expertly RECONDITIONED

- ROWE DIPLOMAT, Electric, 8 Cols., 380 Cap., 25c & 30c, King or Reg. .... \$ 95.00
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- ROWE CRUSADER, 8 Cols., 380 Cap., 25c & 30c, King or Reg. .... 100.00
- ROWE PRESIDENT, 8 Cols., 340 Cap., 25c & 30c, King or Reg. .... 90.00
- LEHIGH PX, Electric, 8 Cols., 320 Cap., 25c or 30c, King or Reg. .... 75.00
- LEHIGH PX, Manual, 8 Cols., 320 Cap., 25c or 30c, King or Reg. .... 90.00
- DUGRENIER, 7 Cols., 270 Cap., 25c or 30c, King or Reg. .... 50.00
- EASTERN ELECTRIC, 8 Col., 290 Cap., 25c, 30c & 35c Vend. .... 100.00

All machines fully reconditioned, refinished in baked enamel finishes, all bases cut.  
Buy With Confidence—All equipment unconditionally guaranteed.  
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3967 Parrish St., Philadelphia 4, Pa.  
Evergreen 6-4244 • Baring 2-8710

GIVE TO DAMON RUNYON CANCER FUND

## Wico Sets Arm

Continued from page 126

for the consumer division, before becoming associated with Wico.

Present plans call for distribution of products thru direct manufacturing representatives. Morrie Wiczor has been named Midwest representative for the firm, and will operate out of the Chicago offices, with plans for expansion of the distribution program to be announced later.

Parsons announced that Wico will soon expand to other lines in the vending field, but at present, no definite word is available. Wico has been engaged in the manufacture of vending parts since 1939.

OUR SPECIALTY IS HELPING MORE OPERATORS MAKE MORE MONEY

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2600 W. FIFTIETH ST. • CHICAGO 82, ILL.

## New—For Additional Income ADVANCE AMCO® HANDY POCKET COMB VENDOR

Dispenses a Quality Comb for 10c

A typical product by Advance known the world over for the best in vendors. Provides a highly appreciated location service and fits in well on location with other vendors. Built to last, to deliver a comb for each coin deposited and is guaranteed against mechanical defects.

### SPECIFICATIONS

Sturdy all steel construction, fine white synthetic enamel finish, silk screened in blue lettering; height 33 1/2", width 4 1/2", shipping weight 22 lbs.; hasp and shackle on top; coin mechanism gives good coin detection, coin returned when machine is empty; separate cash box can be locked with different key number than key of cabinet, capacity approximately 200 combs; size of comb, 4 1/4" long, 1 1/2" wide, 7/64" thick.

### PRICE OF MACHINE

10c Operation—	Each
Single	.....\$24.10
2 to 11	..... 19.30
12 to 49	..... 18.05
50 or more	..... 17.60

### PRICE OF COMBS

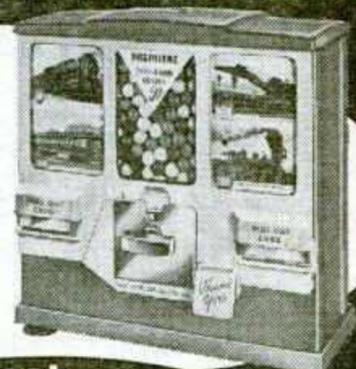
	Gross
1 to 24 gross	.....\$3.50
25 to 49 gross	..... 3.25
50 to 100 gross	..... 3.00

Prices quoted are net, F.O.B. Brooklyn. Deposit required with order—balance C.O.D.  
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## U. S. Subcommittee Backs New Proposed Fed. Pin Tax Code

### Would Set \$25 Category on Games Offering Non-Cash \$5 Value Prizes

WASHINGTON — Higher tax rates on pinball and other amusement machines were proposed by the House Ways and Means Excise Tax Subcommittee last week (14) when it issued its report on the Forand (D., R.I.) excise tax hearings held last November and December.

The report, reflecting unanimous agreement of the subcommittee members, would set up a third tax category for pinballs as outlined in Forand's Omnibus Excise Tax Bill, H. R. 12298. Under the new set-up, it would be possible for machines offering prizes of non-redeemable merchandise with a retail value not above \$5 to be taxed at \$25 yearly, instead of the current \$250.

Representative Forand asked, however, that the scope of the proposed legislation be broadened to include pinballs which offer no prizes. He said "The bill should state specifically that the \$25 annual tax proposed for pinball machines that entitle a person to receive a merchandise prize of a retail value of less than \$5 not redeemable in cash," also should apply to pinballs "which do not entitle a person to receive a prize." Current levy on machines of that type is only \$10.

Alvin J. Gottlieb, treasurer of D. Gottlieb & Company, told the subcommittee during December hearings that the new category would "seriously curtail" his market. It would, he said, remove machines

containing the element of chance from the \$250 category "where they rightfully belong." (The Billboard, December 15.)

The report also recommended that "the \$250 annual tax imposed on slot machines and certain pinball machines when operated by the insertion of a coin, token or similar object, also should be imposed on such machines which are not operated by the insertion of a coin." The subcommittee report further recommended that "the definition in the bill of machines subject to either the \$25 or \$250

annual tax be expanded to include other types of machines which constitute gaming devices."

Since no action was taken by Congress on the Forand Bill last session, the bill will have to be reintroduced this session before it can become law. However, recommendations made by the subcommittee in its report must be approved by the full Ways and Means Committee before the bill can be reintroduced. Committee spokesmen say, "It will be a matter of months" before any definite action is taken.

## Boston Vetos Sun., Teen-Age Pin Play

### License Board Issues 6-Point Ultimatum; Inspection Provisions Part of New Code

BOSTON—In a drastic move to "control and halt abuses" of the 355 pinball machines registered so far this year in the city, the Boston Licensing Board last week banned their use by all teen-agers and operation by anyone on Sundays.

The ban was issued in a six-point ultimatum after unanimous vote of the board. Newly appointed Chairman Clarence R. Elam said that in the future, operators of machines will be held to the six rulings or forfeit their licenses.

Paul T. Smith, attorney for the Massachusetts Amusement Association, said the operators will comply with the ruling and that members were "delighted with the ruling and will do everything in their power to comply."

#### Six Points

The six points are: 1. No teen-ager will be permitted to operate a pinball machine at any time, the term "teen-ager" to mean those up to and including 19.

2. Each machine must bear a sign near the coin slot stating "Gambling prohibited under penalty of the law; teen-agers not permitted to operate this machine."

3. Pinball machine licenses are granted only for six days and do not authorize Sunday operation.

4. Licensees must co-operate with police and agents of the Licensing Board in arranging for inspection of the inside mechanism upon request.

5. Special tabulating devices not approved by the State Bureau of Standards are prohibited.

6. Violation of any of the above rulings shall be cause for revocation or suspension of the license.

#### Opinion Sought

The rule prohibiting the use of pinball machines on Sundays brought up the question as to whether the Licensing Board has authority in the matter. Mayor John B. Hynes, when informed of the ruling, turned the matter over to the Corporation Counsel for a legal opinion.

The issuance of Sunday licenses always has been a confused subject. None of the agencies involved has been able to clarify who has the final authority. The agencies involved are the mayor's office, the State Public Safety Commission or a legislative body. The Licensing Board now has interpreted the

law to mean that none of the machines may be operated on Sunday.

It was believed that the Sunday ban may bring about legal action by the MAA. Until now the Public Safety Commission has granted Sunday licenses supposedly only to those places designated as amusement areas, such as beaches and parks.

#### New Standards

Elam said that when he assumed chairmanship he was confronted with several problems that had not been resolved. "Prominent among them," he said, "was the question of misuses of pinball machines,"

(Continued on page 140)

## South Carolina Studies Bill to Outlaw Pinballs

COLUMBIA, S. C.—A bill to outlaw pinball games in South Carolina was given the first of three readings in the State Legislature January 10.

Introduced by Rep. Paul Moore, Spartanburg, the bill, if passed, would leave little chance for legal loopholes. The bill would, according to reports, permit enforcement by law officers without necessity for them to prove that such a machine was used for gambling. Simple possession of a pinball would make the possessor liable to prosecution, according to reports.

Moore, who considers the bill

## Williams Bows Shamrock Pin, New 2-Player

CHICAGO — Williams Manufacturing Company shipped to distributors a new two-player five-ball pin game, Shamrock.

Featured are bonus scoring, extra balls and a double number match.

The large-size backglass has four-reel scoring for each of two

(Continued on page 134)

### HEP CREW

## 30-Mo. Co. Has 75 Yrs. Experience

MILWAUKEE—Southern Novelty Company, two-and-a-half-year-old operating firm, can boast nevertheless of a total of 75 years of valuable coin machine experience among its personnel.

Owners Harold Sommerfield and Chris Le May head up a team of seven coinmen who have spent a good share of their adult working lives in the industry. Le May ranks as the most experienced veteran, having racked up more than 24 years of activity in the industry five in the business a total of 11

(Continued on page 134)

## Bally Bowling Lanes Shipped In 3 Sections

CHICAGO — ABC Bowling Lanes, Bally Manufacturing Company's long alley bowling game, is being built with a three-piece cabinet to permit easier handling, shipping and installation.

Both the 14 and 11-foot models are now built with the three sections, termed by Bally, the "E-Z-3." Sections consist of separate front-alley, rear-alley and back-cabinet.

According to Bally, each piece is easily loaded on a truck, unloaded and moved on to location, where the three pieces are quickly and easily attached and the game is ready for play.

Said Bill O'Donnell, Bally general sales manager: "The length of the one-piece game resulted in in-

(Continued on page 140)

## Ops Must File Statement on Location Lease

### \$600 or Over Split Requires Note to IRS

WASHINGTON — The Internal Revenue Bureau ruled last week that agreements between amusement machine-firms and location owners constitute "leasing arrangements" and must be filed as such.

According to the ruling, an agreement under which a corporation places coin-operated amusement or gaming devices on "premises occupied by another" in consideration of a percentage of gross receipts, constitutes a lease of the space.

The Bureau ruled that if the amount paid to the occupant of the premises exceeds \$600 in any taxable year, the corporation must file the required information returns, forms 1096 and 1099.

## Chi Coin Ships Skee Roll, New Target-Bowler

CHICAGO—Deluxe Skee Roll, a new six-player target-bowler available in 11 and 13-foot models, 29 inches wide, is being shipped to distributors this week by Chicago Coin Machine Company.

The game has players rolling balls down the board at a hole-target area, with scores registered separately for each player on four-reel scoring units on the backglass.

The game is movable in two sections, all mechanisms located in the head of the unit. It has the realistic bowling alley type ball return.

Three of the seven ball target holes are located in a vertical row at the top of the target area. The game has single, double, triple advance scoring, with up to three bonus balls offered in the final frames.

Target holes are in the style of color plastic cups, with plastic impregnated balls standard equipment. The new model has a modern-design cabinet, unbreakable plexi-glass playfield hood and a mirrored backboard glass.

The game is available in regular and "super" models as well as in 11 and 13-foot size. It is equipped with a National slug rejector.

### SUPPORT FROM PRESS

## Boston American Lashes Out At Teen Pinball Prohibition

BOSTON—After being the butt of scowls, frowns and other brickbats in the last few months, the pinball industry here has at last found an outspoken champion in the form of the Hearst organization's Boston American.

Pinball machines were barred to teen-agers up to and including 19 years of age this week. Most papers have reported the procedure with a certain amount of smug relish, but the American is the first

publication to come out against the new law. The editorial follows:

"Daddy, when may I play a game of pinball? 'Not till you're 20, son. Stop pestering me about it. Come with me to the race track if you like. Or get a job driving a truck. Or get married. Or go enlist in the Army before the draft board gets you. But don't you dare go near a pinball machine!"

"The Boston Licensing Board

(Continued on page 134)

## Court Rules Out Salt Lake City Pin Ordinance

SALT LAKE CITY—The Intermountain Music Operators' Association, January 10, won a round in their battle with the city to prevent banning of pinballs when an anti-pinball ordinance was ruled unconstitutional by Third District Court Judge Stewart M. Hansen.

But city officials indicated that the battle is not over. City Attorney E. Ray Christensen said he would determine from the city commission what action would be taken in terms of amending the ordinance or appealing the decision to the Utah Supreme Court. Commissioners indicated that they would here, most of that time spent with the old Wisconsin Novelty Company.

Harold Sommerfield has been leave the matter to the legal department.

Originally, the ordinance, passed by the City Commission November 6, was to become effective January 10. A temporary restraining order was issued in December by Judge Hansen, preventing the police department from enforcing the ordinance.

In his decision, the judge said that the city, in prohibiting rather than suppressing pinballs, had gone beyond the power given it by State law. Judge Hansen noted that by examination of the enabling act that gives the city authority to pass an ordinance, the city may regulate and suppress certain items, one of

(Continued on page 140)

# COINMEN YOU KNOW

Continued from page 124

ing recent organization changes at the manufacturing level. Albert A. Weidman, founder of the company, has returned to his home at Vero Beach, Fla., following a short visit to the offices here.

Ray Taylor, manager of the Brilliant Music Company, advises they have taken over distribution of the new Williams six-player Roll-A-Ball, which is already going good and is expected to have a

big future in game-starved Detroit. Joseph Brilliant, head of the company, was upstate on a short business trip. . . . Marvin Blank, of J. G. Music, and Leo Weinberger, of Leo's Amusement, are both mulling over plans for a Southern trip.

Marty Rice, Rice Music Company, has returned from a two-week vacation with his wife and family in Northern Michigan, where they enjoyed ice fishing and other wintertime activities. . . . Phil Jones, of the Angott Distributing Company music department, reports hillbilly ballads, like "Young Love," the up-and-coming trend on local juke boxes.

Frank Alluvot, head of Frank's Music Company, who has been a victim of laryngitis and a severe cold, is planning to leave with his family on a Southern trip for about three weeks around January 20. . . . Harley Ketchpaw, route man for Frank's Music, went hunting near Atlanta, Mich., but returned empty-handed, while Frank Alluvot Jr., assistant manager, who was hunting nearby, managed to get his buck.

Roy Small, conciliator of the United Music Operators, was on the sick list for several days with what was believed to be a virus infection. . . . Edward Carlson, Carlson Music Company and president of the UMO, and Mrs. Carlson are in Florida on an extended vacation.

Harry and Iz Levin are celebrating their 10th anniversary as operators of the Cadet Distributing Company. Opening in a small side-street location, the brothers have built their business into one of the largest independent record distributing offices in the area, with a large Woodward Avenue showroom, and have won and maintained an exceptional number of friends in the trade in the process.

Edward Grodzicki, of E & A Music, is busy in his spare time as a special counsellor to "alumni" of the Green Hornets, a baseball team for boys of 8 to 12 which he has sponsored for the past five years in Dearborn.

Harry White, owner of the White Music Company, has joined the Meltone Music Company, operated by Vince Meli, as a special goodwill ambassador. He has just returned to Detroit after five years at Oscoda, Mich., where he operates a motel. . . . Bill Angott, son of Carl Angott, found-

## Minn. House Gets Bill to Prohibit Use of Bad Coins

ST. PAUL—The slug menace which has cost owners of coin-operated equipment untold losses was the object of a bill introduced the past week in the Minnesota House of Representatives here.

Coinmen long have sought some form of legislation to outlaw use of slugs and of counterfeit coins which all too often are found in their coin boxes or which plug up machines, necessitating service and periods of shut-down for the units.

The Minnesota Legislature, in the proposal introduced in the House, is asked to make the use of a slug or counterfeit coin to operate a vending machine or coin-box telephone a misdemeanor under State law.

Misdemeanors are punishable by fines of up to \$100 or workhouse terms of up to 90 days.

er of the Angott Distributing Company, has resigned from the record department of that firm to go into the baby products manufacturing business as president of Nursrite, Inc.

## Memphis

By ELTON WHISENHUNT

Joe Cuoghi, affable partner in Popular Tunes Record Shop, a one-stop, reports Coca-Cola Bottling Company is negotiating to sponsor popular local deejay Dewey Phillips. Phillips has a one-hour music program on television, and is



CAMP

friend of Cuoghi's, who furnishes the deejay records. . . . Frank Smith, president, and Earl Montgomery, secretary-treasurer, S & M Sales Company, were seen duck hunting in Arkansas recently. . . . Clarence A. Camp, president of Southern Amusement Company, has soloed and now has his flying permit. He makes periodic flights to his cabin on Horseshoe Lake, Ark., 30 miles away.

Joe Hill Louis, former long-time employee of Canale Amusement Company, is back working for his old boss, Drew Canale, after a year of touring the Mid-South and other cities with his band. Joe is a talented guitarist and rhythm and blues singer. He resumed a 15-minute spot on local Station WDIA, and will play dance jobs. . . . Bob Neal, record shop owner, is selling his shop to go back to radio, where he was a popular deejay for years. He's also manager of Johnny Cash, Carl Perkins, Warren Smith and other recording stars.

Bill Fitzgerald, manager of Music Sales Company, reports the first disk of local singer Lee Denson is going good. It's "Heart of a Fool" b/w "Whippoorwill Song" on Vic. Lee won two weeks on the Ted Mack Show, got signed while in New York. He's a country and western, rock and roll type. . . . Johnny Vincent, recording artist for Ace Records, was in town recently meeting operators and deejays. . . . Joe Cuoghi, Popular Tunes Record Shop, reports sale of twice as many EP's during 1956 as in 1955, expects to sell "two or three times" as many during 1957 as last year. . . . Parker Henderson,



HENDERSON

general manager of Southern Amusement Company, flew one of his company's route men, Jimmy Davis, to the AMI Service Training School in Grand Rapids, Mich., for the one-week course.

Charles McDow has been promoted from general route manager at Southern Amusement Company to vice-president of routes. . . . Mid-South game and music operators in Memphis recently shopping: Roy B. Morris and M. B. Morris, Morris Amusement Company, Somerville, Tenn.; Elgie Foster, Foster Amusement Company, Bolivar, Tenn.; M. L. Armstrong, Armstrong Music Company, Brinkley, Ark.; Lavaugh Johnson, Johnson Music Company, Corinth, Miss.; Bill Foster, Foster Music Company, Pine Buff, Ark.; Harold Young, Broadway Music Company, Carruthersville, Mo.;

(Continued on page 133)

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Big Top	295.00
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Wms. Deluxe Baseball	110.00
Wms. Four Bagger	350.00
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C.C. Miami Shuffle	Less than 1/2 original cost
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Chalk, Gr.	3.50
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*HOLIDAY	235	*STAR 10TH FRAME	60
*PLAYTIME	215	KEENEY	
*FLASH	195	*DIAMOND	\$165
*BOWLING TEAM	325	*BIKINI	135
*GOLD CUP	115	*PACEMAKER	85
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Canada Ops' Pin Trade Dropping Off

Continued from page 120

the AMI. The future looks bright, he said, with working conditions never better. Clavir thought the operator should become adjusted easily to the matter of credit restrictions.

"We will sell more than ever this year," Reg Gilchrist said. His company, R. C. Gilchrist Company, Ltd., distributors of Seeburg, should find business up 40 per cent this year, he said. "Operators have had their 200-selection machines for sometime now, and we should experience a continuing increase, as these machines pay for themselves," he said.

Anti-Pin Move

The Canadian government has threatened to impose tougher license fees on coin machines, and is expected to move against pinball operations. The result is that the operator is beginning to cut back on pinball locations and line up more new locations for his juke boxes.

A few of the operators are looking with envious eyes at the vending field, but their first need is to clear themselves of debt before getting their feet wet in a new field.

Pinballs are verboten in the city itself. A few of the suburbs allow the games, provided payment of a license fee which runs from \$25 a unit to as high as \$75 in some municipalities.

In only one suburban municipality does the juke operator pay a license fee. There it is only \$15.

High Court Rule

Recently pinballs were brought into the spotlight when the Supreme Court of Canada ruled they were illegal. Pin operators said that the ruling applied only to in-line games and not to five-balls.

Meanwhile, a defense fund, said to be mounting in the thousands, has been organized by the operators and the distributors. A wait-and-see attitude is being maintained.

Public-relation-wise, the industry here has not come very far. Isolated cases across the country will find the operator individually strong on communal work. But when it comes to a co-operative effort by the operators, it is competition all the way. This was most noticeable about a year ago when the race for locations was sharpest. The operators would be played against each other by the location owners for the loan of money in advance of juke receipts.

The only time that operators really banded together was thru the Music Operators' Association, formed mainly to deal with the issue of a tax on each machine expected by the Canadian counterpart of ASCAP. Nearly \$10,000 was raised by the operators, and the issue remains unsettled.

CMMA Plans

Continued from page 120

production manager of the show. Also assisting in the arrangements is Music Operators of America President George Miller, on hand for the past 10 days in the Southern part of the State, co-ordinating details between members.

Current plans call for artists from all major record companies and many smaller labels to take part in the floorshow.

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Set in usual want-ad style, one paragraph no display. First line set in regular 5 pt caps.

RATE: 20c a word—Minimum \$4.00.

CASH WITH ORDER

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATES: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER

Unless credit has been established.

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 25c per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

Business Opportunities

SELF-SERVICE TUBE TESTER ROUTES—Newest way for vending machine operators to make money! Get started today, buy direct from factory at big savings. Same quality E-Z Tube Tester successfully in use coast-to-coast. Tests over 350 different radio and TV tubes. Ideal for supermarkets, drug stores, hardware stores, etc. Send 25c for complete Sales Plan and Operating Manual. Tells all you have to know to start and build a successful Tube Tester business, including all forms. Catalog sheet free on request. Dept. BC-2, Caltex Manufacturing Co., 3815 Martin Court, Seaford, L. I., N. Y. Tel.: Castle 1-2777.

Help Wanted

SALESMEN—EXPERIENCED, ABLE, FOR selling self-service Tube Testing Machines to vending machine operators and similar companies thruout the country. Extensive travel. Salary, bonus. Send resume. Box 143, South Station, Yonkers, N. Y.

WANTED—PHONOGRAPH AND PIN GAME Mechanic, including route work. Good salary. No drinkers or floaters. Phone 23, Key Amusement Co., 306 Taylor Ave., Farmington, Mo.

Parts, Supplies & Services

Special Introductory Offer HAMPTON HOUSE INSTANT COFFEE Perfect for vending. Write for details to: Hampton House Vending Coffee 180-10 Brinkerhoff Ave., Jamaica 33, N. Y.

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedo Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448.

Positions Wanted

SERVICEMAN-COLLECTOR—TEN YEARS' experience all types of music: six years bingo, slots, one-balls. Southern states preferred; best references. Ray Curtis, Route 4, Independence, Mo.

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.

CIGARETTE...CANDY...COFFEE...CIGAROMAT—FACTORY DISTRIBUTORS—

U-Select-It Candy & Coffee, Cigaromat Gum & Cigar Machine, Royal "17" and Mercury Cigarette Machines, Watling Scales, Whites Latex & Comb Machines Write for information and prices.

TEXAS ASSOCIATED ENTERPRISES

P. O. Box 1068 Amarillo, Texas

FOR SALE—DAHLBERG COIN RADIOS, 10c per hour; under-pillow Speakers for hospitals; used. Box M-185 c/o Billboard, Cincinnati 22 O.

SHIPMAN DUPLEX STAMP MACHINES, \$10 each; Triplex, \$29.50 each. Like new. U.S.P., Waterbury 5, Conn. Folders direct; factory prices.

TWO SUPERIOR HOT DRINK VENDING machines, one new, one used two months. Robert Huey, 714 Avondale St., Kent, O.

VENDING MACHINES—PARTS, ALL SUPPLIES, Ball Gum, all sizes, 1 Tab Gum, 5c Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1 Hershey's, 320 or 320 ct. Candy Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12 Ill.

6 BASEBALL PITCHING MACHINES AND Stall Equipment; worth new, \$18,000; will sell used, \$3,500 or take partner. 924 Bloomfield Ave. West Caldwell, N. J.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673 The Billboard Chicago 1, Ill.

TURNSTILES WANTED, COIN OPERATED and regular. Give full description and lowest price. L. Wakefield, Shelburne Falls, Mass.

USED VENDING MACHINES WANTED—49's, Acorns, Toppers, Silver Kings, Counter Games. Send us your list. Rake, 609C Spring Garden St., Philadelphia 23, Pennsylvania.

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- 1. Clip your ad to this form. 2. Check classification you want your ad to appear under. 3. Check whether you want Regular or Display Classified if Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry no illustrations or cuts. 4. Count all words, then enclose check or money order insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard Coin Market Place 2160 Patterson St. Cincinnati 22 Ohio

Please insert my ad in "Market Place" and run as indicated below:

- Next 6 issues Next 4 issues Next 3 issues Next issue only

\$ Payment enclosed

Name

Address

City Zone State

when answering ads...

Say You Saw It in The Billboard

**Cigarette Production**

Cigarettes manufactured in November, 1956, totaled 36,557,227 thousand, an increase of 1,789,178 thousand from the number produced in November, 1955, according to Treasury Department. Cigarette consumption in November, 1956, increased 94,904 thousand over the same month a year earlier. Figures for the January-November, 1956, period set consumption at 366,499,206 thousand, an increase of 11,795,801 thousand over the same period in 1955.

**Moore, Bankers Begin S. A. Inspection Tour**

NEW YORK — Sandy Moore, head of Howard Coin Machines, Inc.; Judge George E. MacCaro, executive vice-president of the Fort Neck National Bank, and Herman Maas, president of the bank, left from Idlewild Airport Sunday afternoon (20) for a three-week inspection tour of South American banking facilities.

Howard is the newly formed export division of the Suffolk-Nassau Sales Corporation. The trio boarded a National Airlines plane for Havana, where they will spend one day, then to Caracas, Venezuela, for the first leg of their South American trip.

Moore and the bankers will talk with Latin American banking executives and distributors in an attempt to survey the credit situation there.

**Sight Drafts**

Current plans call for the shipment of used games and juke boxes to South American operators and distributors on sight drafts. Fort Neck will handle the paper in this country, but the local bank plans

to work closely with South American bankers.

When Moore returns to his Freeport, L. I., showrooms, the firm's new building addition will have been completed. During Moore's absence, Gabe Foreman will be doing double duty at the office.

**Canipe Named Memphis Op Assoc. Head**

MEMPHIS — C. A. (Jack) Canipe, 34-year-old head of the maintenance department of Canipe Amusement Company, last week was elected president of the Memphis Music Association. The term is for one year.

He succeeds Allen Dixon, general manager and vice-president of S & M Sales Company, Rock-Ola distributor, who had been president since the association's inception four years ago.

Other new officers: June Bodenheimer, Shelby Amusement Company, vice-president.

Edward H. Newell, owner of Ormatt Music Company, treasurer.

Parker Henderson, general manager of Southern Amusement Company, secretary.

All are serving in their new capacities for the first time except Newell, who succeeded himself. This will be his fifth term as treasurer.

Bodenheimer succeeds Robert Harbin, Harbin Amusement Company. Henderson succeeds Canipe, who was elected secretary last year.

Dixon, the outgoing president, was highly praised by practically every one of the some two dozen operators present at the meeting in the banquet room of Bill & Jim's Restaurant. The business meeting and election of officers followed dinner.

In recognition of his outstanding work for the association during the four years he has been president, Dixon was elected parliamentarian. He will be called on to rule on procedure and interpret rules when questions arise.

"Allen Dixon has been the main-spring of the whole association," said the new president. "The association wouldn't be what it is today if it hadn't been for him."

The election of Canipe was the operators' recognition of his leadership. He is the son of the late C. A. (Jack) Canipe Sr., one of the pioneers in the juke box industry in the United States.

**BEST OF ALL**

WURLITZER  
MODEL 1800 .....\$825.00

WURLITZER  
MODEL 1700 ..... 650.00

WURLITZER  
MODEL 1650 ..... 350.00

WURLITZER  
MODEL 1400 ..... 195.00

**EMARCY  
DISTRIBUTING CO.**

348 SIXTH STREET  
SAN FRANCISCO, CALIF.  
Phone: Hemlock 1-2323

**NOW READ THIS!**

Wurl. 1900 .....\$795.00  
Muto. Photomatic, postwar 295.00  
Muto. Volce-O-Graph ... 275.00  
Midget Movie Machine .. 55.00  
Lane Carousel ..... 275.00  
Wurl. 219 Steppers. Ea... 5.00  
Wurlitzer 104 Sel. Ch.  
Wallboxes ..... 65.00  
Wurlitzer 104 Sel. Stepper 40.00  
Wurlitzer 1650 ..... 299.50  
AMI Model C ..... 99.50  
Chico Miami Shuffle .... 195.00  
United Deluxe-Targetto .. 139.50  
United League Alley .... 74.50  
United Royal ..... 74.50  
Keeney Mainliner ..... 74.50

Many other buys. Send for complete list. 1/2 deposit with order. No packing charge.

**ODCO, Inc.**

1100 02 Broadway, Albany 4, N. Y.  
Telephone 5-0228.

**CLEARANCE SALE! CHALLENGER PISTOLS**

Like new, with chrome floor stand and Bull's-Eye Target; one year old (12 or 5c). **\$29.95**

Complete in lots of 5 or more. \$39.95 lots of 1 to 4.

WOW! STAR SHOOTING GALLERY ..\$115.00  
SPORTLAND SHOOTING GALLERY .. 139.50  
(in good working order)

**WHILE THEY LAST!**

WILLIAMS CRANE .....\$159.50  
EX. SPACE PATROL ..... 175.00

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**

**PHONOGRAPH PLASTICS**

**STRONG AND DURABLE—EASY TO INSTALL**

A. M. I.	SEEBURG	WURLITZER
MODEL A Tops, l. or r. .... \$ 8.95 Centers, l. or r. ... 15.45 Bottoms, l. or r. ... 11.95	Model 100C — Highly polished chrome tubes (replaces glass tubes). Set of 12 .....\$14.95	MODEL 1500 Center Dome ....\$14.50
MODEL B Dome ..... 17.95 Centers, l. or r. ... 8.95 Bottoms, l. or r. ... 8.95	Model 144-147-148 Domes ..... 15.95	MODEL 1015 Top Center, l. or r. 7.50 Lower Sides, ea. . . 5.50
MODEL C Centers, l. or r. ... 8.95 Bottoms, l. or r. ... 8.95	Model C—Chrome Pilasters, pr. .... 17.50	Replaces old glass bubbler tubes with Plastic Twisted Rod Sets, 4 straight clear—4 curved colored ...\$7.75
E-40-80-120 (metal grille for lower part of machine—eliminates cleaning plastic louvers). 2 to set ..... 10.00	<b>WURLITZER</b> MODEL 1250 Center Dome ....\$18.95 Dome Ends, ea. ... 6.10	Also available to fit Models 950, 850, 750, 700, 600, 500.
<b>ROCK-OLA</b> Available to fit Models 1423-1426, 1428, 1432, 1434, 1436 and 1438.	MODEL 1400 Center Dome .... 13.45 Dome Ends, ea. .. 10.50 Bottom Sides, set of 2 ..... 16.50	TERMS: 1/3 deposit, balance C.O.D. or S.D. Satisfaction guaranteed. All prices F.O.B. Chicago.

**MARVEL MFG. CO.** 2845 W. Fullerton Chicago 47, Illinois  
Tel.: Dickens 2-2424

**COINMEN YOU KNOW**

Continued from page 131

Cy Puckett, The Music Man, Lambert, Miss.; Carlton Collins, Crystal Amusement Company, Grenada, Miss.; Edward Wilcox and Charles Wilcox, Baker Music Company, Pine Bluff, Ark.; Vernon Ward and Jimmy Ward, 19 Music Company, Pine Bluff, Ark.

Edward H. Newell, owner of Ormatt Music Company, said a pick-up in business is due about March 1 when construction begins. During holidays collections were off, he reported. . . J. A. Butcher, of Butcher Amusement Company, Dyersburg, Tenn., hurt in wreck, is now making his rounds on crutches. . . Among "unusual" Christmas presents given was one a customer of Bill Fitzgerald, manager of Music Sales Company, gave his wife: three oak trees and a load of fertilizer.

**BINGOS AT BARGAINS!**

All Games Are Complete

7 Palm Beach . . . \$ 25	THE INCREASINGLY POPULAR REX'S "Consolette"
5 Beach Clubs . . . 25	SOME DISTRIBUTORSHIPS ARE STILL AVAILABLE!
2 Palm Springs . . . 50	"CONSOLETTA" WILL REPLACE 4 TO 8 WALLBOXES AT A LOWER COST
2 Beautys . . . . . 35	• Use with any make machine
3 Hi-Fi . . . . . 35	• Anyone can install
4 Stardusts . . . . 175	• 60" high, 27" wide, 18" deep
4 Havanas . . . . . 35	• Remote control with volume control
3 Tropics . . . . . 30	• Wide selection of colors
2 Cabanas . . . . . 25	Call Ray Daggett at 2-8255!
2 Manhattans . . . 110	
1 Caravan . . . . . 265	

**REX**  
COIN MACHINE DISTRIBUTING CORP.  
821 So. Salina St. Syracuse 3, N.Y.  
Phone: 2-8255

**JANUARY IS TRADE-IN MONTH AT TRIMOUNT**

We have export orders for music of all types, Bingo Games, 5 Ball Pin Games, Shuffle Alleys and Arcade equipment.

Exceptionally liberal allowances offered during the month of January

Remember IN NEW ENGLAND IT'S TRIMOUNT

40 WALTHAM STREET BOSTON 18, MASS.

Exclusive Gottlieb, Williams, Seeburg, Genco and International Mutoscope Distributors.

**WHAT'S NEW IN COIN MACHINES? WHAT ARE THEY GETTING FOR USED EQUIPMENT? WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?**

Find out every week in **The Billboard**

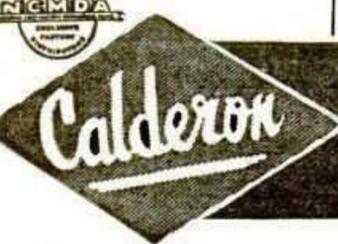
Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$15. (Foreign rate, one year, \$15)

Name.....  
Address.....  
City..... Zone..... State.....



<p><b>5 BALLS</b></p> <p>CHGO. COIN BLONDIE ..... \$275.00              CHGO. COIN CAPRI ..... 225.00              GOTTLIEB STAGE COACH .... 149.50              WILLIAMS SMOKE SIGNAL ... 145.00</p> <p><b>BOWLING GAMES</b></p> <p><b>BALLY BOWLING LANES</b>              -NOW DELIVERING</p> <p>CHICAGO COIN SKI-BOWL.....Write              GENCO SKILL BALL.....Write</p> <p><b>MUSIC MACHINES</b></p> <p>ROCK-OLA 1455-D ..... Write              ROCK-OLA 1455-S..... Write              ROCK-OLA 1454 ..... Write              ROCK-OLA 1438 ..... \$450.00</p> <p>AMI MODEL D-80, 40 SEL.,              78 RPM ..... 295.00</p>	<p><b>IN-LINE BINGO GAMES</b></p> <p><b>BALLY</b></p> <p>ATLANTIC CITY ..... \$ 49.50              BEACH BEAUTY ..... 345.00              BEACH CLUB ..... 49.50              BEAUTY ..... 49.50              BIG TIME ..... 235.00              BIG SHOW ..... Write              BRIGHT LIGHTS ..... 49.50              BRIGHT SPOT ..... 60.00              BROADWAY ..... 375.00              DOUBLE HEADER ..... 495.00              GAYETY ..... 125.00              GAYTIME ..... 225.00              ICE FROLICS ..... 65.00              KEY WEST ..... Write              MIAMI BEACH ..... 225.00              NITE CLUB ..... 450.00              VARIETY ..... 125.00              YACHT CLUB ..... 50.00</p> <p><b>UNITED</b></p> <p>CABANA ..... \$ 39.50              HAVANA ..... 39.50              HAWAII ..... 39.50              TAHITI ..... 39.50</p>
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**Calderon Distributing, Inc.**  
 450 Massachusetts Ave.  
 Indianapolis, Indiana  
 MEIrose 4-8468

**HARDY FELLOWS**

**N. Y. Ops Brave Storm To Meet**

KINGSTON, N. Y. — Despite sub-zero weather and six-foot snow drifts, the regular monthly meeting of the New York State Operators' Guild was held Wednesday night (16) at the Governor Clinton Hotel here.

Hardy members who braved the storm were Jack Wilson, Newburgh; Russ Carpenter, Chester; Mike Mulqueen, Walden; Mrs. Anne Koenig, Kingston; George Shapiro, Newburgh; Collins Trop, Kingston; Les Smith, Newburgh; James (Pie) Haley, Middletown; Mrs. Gertrude Browne, Beacon, and Tom Greco, Galsco.

A Wurlitzer triumvirate of John Bilotta, New York State distributor; Bob Catlin, manager of Bilotta's Albany branch, and Ted Parker, factory field representative, were guests of the association.

**Showing of New Wurlitzer Models**

CLEVELAND—Over 85 operators gathered at Cleveland Coin Machine Exchange, Inc., last week for showing of new Wurlitzer juke box (Models 2100 and 2104), M. S. Gisser, CCME head, announced.

Hosting operators from in and around the Cleveland area were Herb Wedewen, Dave Liebling and Milton Horowitz. Also in attendance to explain the various features of the new machines to operators, was A. D. Palmer, of the Rudolph Wurlitzer Company.

**Boston American**

• Continued from page 130

has barred teen-agers from playing pinball.

**Drops Responsibility**

"In this way it bows out of its responsibility to restrict pinball licenses to establishments where gambling by teen-agers is not permitted. Does this imply that the board will frown upon gambling by pinball machines only when teen-agers are involved? There is danger of that interpretation in some places.

"Pinball is licensed as an amusement and therefore as a game. As such it is as harmless as Parchesi. Of course, it is widely used as a gambling device. So are other games and amusements licensed by the board, like bowling, for instance. So are many unlicensed games. Such as Parchesi, Lotto and Old Maid.

"The youngsters who will miss the jingling bells and flashing lights of the pinball machines will be equally entranced by the buzzer on the race track starting gate and the flashing lights on the tote board. Of course, they can't bet at the pari-mutuel windows until they're 21, but the law allows them a three-year study of racing forms at the tracks in order that they may be equipped at 21 to make their fortune betting on the horses.

"Meanwhile, the youth of 19 can't even play pinball with his dad. Egad!"

**Coven Markets New Hi-Fi Wall Speaker Model**

CHICAGO—Coven Music Corporation, Wurlitzer distributors here, has introduced a new hi-fi wall speaker to its line of Comco phonograph accessories.

The new speaker has a range of from 60 cycles to over 10,000, according to Ben Coven, head of the firm. It lists at \$23.95.

Coven said the speaker can be used with any phonograph. Matching transformers are available to go with it. The speaker can be used as a single, double, or in any number at any one location.

Coven also has available an extended range speaker, listing at \$8 lower than the new hi-fi model. The extended range speaker was introduced at an earlier date.

**Williams Bows**

• Continued from page 130

players. Main ball target is a center bonus hole located at the top of a line of light-up bonus score values which increase as points are made.

Button-operated flipper buttons shoots balls back up the playfield for added action. Each player has an opportunity to get an extra ball on his last shot. Large ball bumpers are clustered at the playfield top and one bumper is located between flippers at the bottom. Roll-over buttons advance the bonus build-up.

Shamrock is available with both dime and quarter coin chutes.

**30-Month Co.**

• Continued from page 130

years, having also earned his spurs with the old Wisconsin Novelty Company.

Both Harold Sommerfield and Chris Le May joined forces, buying out about half of the Wisconsin Novelty Company routes two and a half years ago to form their present firm. It has since waxed prosperous and expanded into one of the local area's top firms.

The employee roster includes Stan Johnson, also a veteran with 20 years of work in the coin machine business. He was also employed by Wisconsin Novelty before he came to Southern Novelty Company. Glen Grubb, altho he operates his route under a separate firm name, Advance Amusement Company, headquarters at Southern Novelty, and uses their service and maintenance facilities, functioning as part of the team.

Charley (Slim) Sommerfield, Chris' brother, handles the record-buying chores and shop work. He has been with the firm only a few years, but acquired experience in the field in Lansing, Mich., before coming to Milwaukee.

Sonny Bauers, a relative newcomer, as years of experience at Southern Novelty Company goes, has been on the payroll only one and a half years. The "baby" of the team in terms of seniority, is Red Beyers. He came on board seven months ago, and according to Harold Sommerfield, has already qualified as a top-notch coin machine man.

Three months ago Southern Novelty Company decided to diversify its holdings by adding music equipment. Until then they had been strictly a games firm. "Since we were virtually starting out in the music field from scratch," says Sommerfield, "we figured we might as well begin right by emphasizing dime play." As a result, most of their music machines are set at one for a dime and five for a quarter. All are 200 plays.

**SALE BOWLERS**

- SCORE A LINE ..... \$295
- BOWLING TEAM ... 275
- BONUS SCORE ..... 225
- ARROW ..... 225
- LIGHTNING ..... 225
- SPEEDY ..... 175
- HOLIDAY ..... 150
- FEATURE ..... 125
- SUPER FRAME ..... 100

**PINS**

- DERBY DAY ..... \$225
- DUETTE ..... 215
- EASY ACES ..... 225

**SPECIAL**

- Genco CHAMPION
- BASEBALL, 2 Pl. .. \$275
- SKY ROCKET ..... 275
- GOALEE ..... 50

1/2 dep., bal. C.O.D. or S/D

**UNIVERSITY Coin Machine Exchange**

858 No. High St. Columbus 8, OHIO  
 Tel: AXminster 4-3529

THE "The Amusement Industry's BILLBOARD Leading Newsweekly"

... with Audited Paid Circulation to match



**Write! Wire! — Phone Us Collect!**

FOR THESE LOW PRICED NEW YEAR'S SPECIALS WITH THE FAMOUS DAVIS GUARANTEE (Available preset for 10c play if requested)

<p><b>SEEBURG</b></p> <p>HF100R ..... \$769              HF100C ..... 669              100W ..... 649              M-100C ..... 539              M-100BL ..... 419              M-100B ..... 395              148ML ..... 89</p>	<p><b>AMI</b></p> <p>C-200 ..... Write              F-120 ..... \$569              E-120 ..... 439              D-40 ..... 189</p>	<p><b>WURLITZER</b></p> <p>1800 ..... \$639              1700 ..... 539              1650 ..... 259              1217 HIDE-AWAY ..... 119              1100 ..... 89</p>
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**ROCK-OLA**

1438 ..... \$449  
 1436 ..... 239  
 1434 ..... 219  
 1428 ..... 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).

Cable Address: "DAVDIS." 1/2 deposit required. Private Western Union wire.

Our Only Address in Europe:  
**Holland-Belgie Europe**

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 Phone 47.66.63  
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All currencies accepted: Francs, pounds sterling, guilders, lire, marks, etc.

**WORLD EXPORT Corp.**

WESTERN EXPORT DISTRIBUTING

Exclusive Seeburg Factory Distributor

738 Erie Boulevard East  
 Syracuse 3, N. Y., U.S.A., Ph. 75-1631

INTRODUCING

**The "Trotter"**  
**\$395.00**

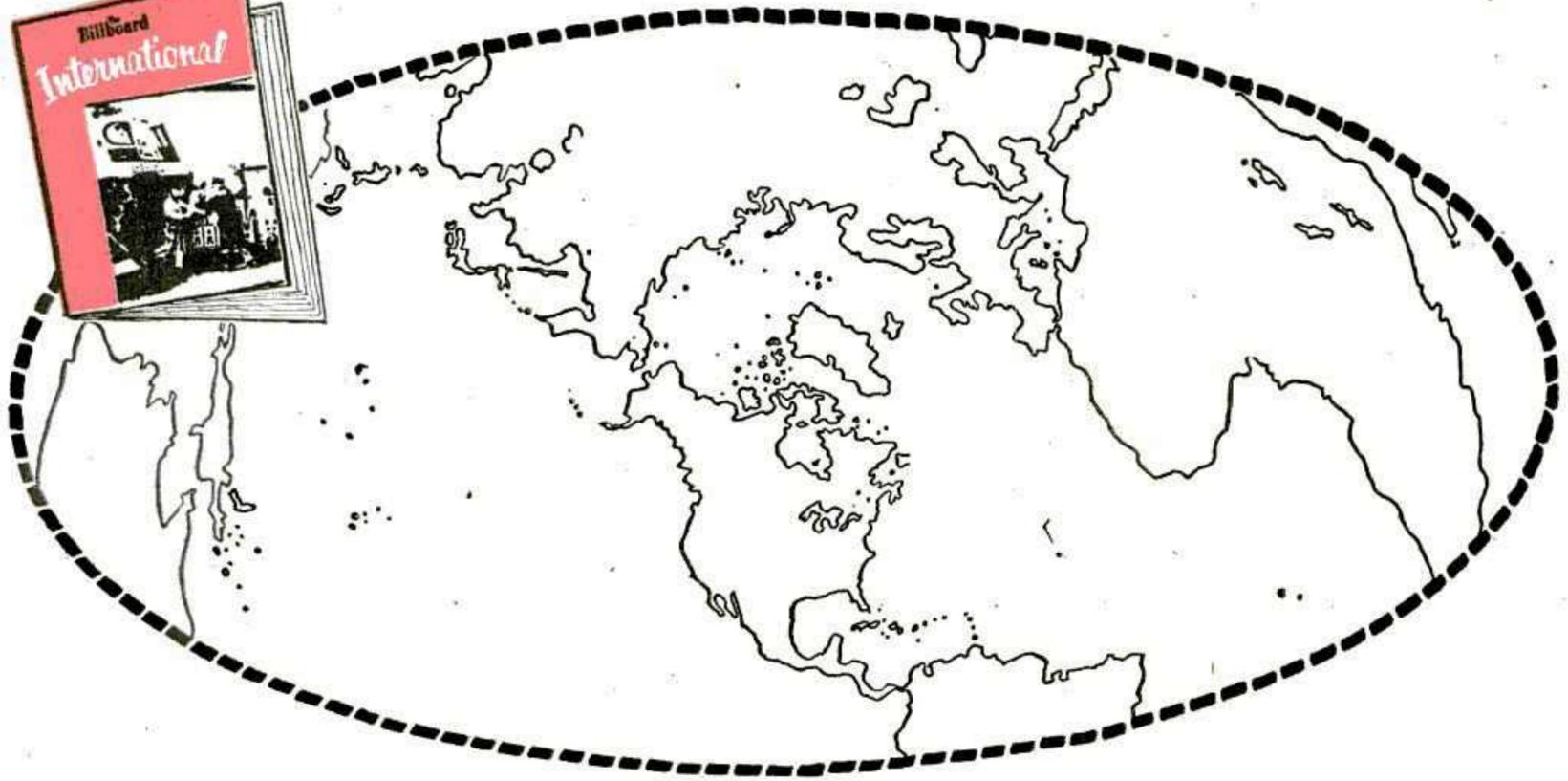
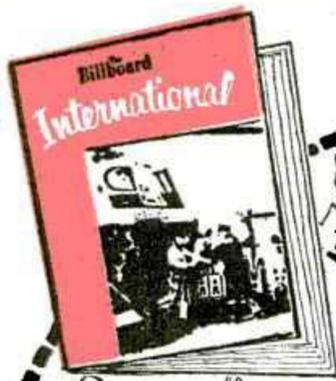
Genuine leather saddle and harness. All mechanism in body of horse. Compact. Easily moved and handled. On casters. National Slug rejector. 60" long. 1/2 dep., bal. C.O.D. Write today.

**Mike Munves**

577 Tenth Ave. 1st 42nd St.  
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**Best Buy on the Market Today**





# CHARTING THE COURSE TO WORLD SALES

**PROGRESS**—In 1956 U. S. produced more, sold more, built more and earned more for peaceful pursuits than in any previous year. It was a year of progress.

**\$30,000,000** — It was a period in which U. S. exports only exceeded \$30,000,000 for records and coin-operated equipment. While world exports exceeded an estimated \$45,000,000.

**MARKET** — This clearly establishes the soundness of fast-developing world trade for

## RECORDS and JUKE BOXES AMUSEMENT GAMES VENDING MACHINES

The **BILLBOARD INTERNATIONAL**, upon release of the February, 1957, issue, will be the newest trade magazine published by the veteran publishers of **The Billboard**. The new every-other-month publication will have the advantage of 63 years' experience . . . the editorial perception that comes with knowing the market . . . the penetration of selected circulation to 5,000 foreign trade origins in over 100 countries.

The **BILLBOARD INTERNATIONAL** offers sales cultivation in areas that seek export merchandise . . . merchandise that reflects the quality and ingenuity of U. S. craftsmanship.

The **BILLBOARD INTERNATIONAL** will be universally read and understood because it will be published in four languages: **English, French, German and Spanish**. Established publishing practices will enable advertisers in **The BILLBOARD INTERNATIONAL** to use any or all of these four languages at minimum translation fees.

In short, **The BILLBOARD INTERNATIONAL** will give advertisers international representation in "live" carefully selected trading areas. Begin your campaign in the first issue—**February, 1957**—and take advantage of the savings that are possible with consistent representation. Let **The BILLBOARD INTERNATIONAL** be your every-other-month sales agent in this world-wide "growth" market.

**Advertising Closing Dates for February Issue**  
Complete plates . . . . . February 8, 1957  
Set advertisements . . . . . February 5, 1957

Get full details about this direct international sales "agent." Send coupon for descriptive folder or call your nearest Billboard office.



**CHICAGO**  
188 W. Randolph St.  
Central 6-8761

**NEW YORK**  
1564 Broadway  
Plaza 7-2800

**HOLLYWOOD**  
6000 Sunset Blvd.  
Hollywood 9-5831

THE **BILLBOARD INTERNATIONAL**  
188 West Randolph Street  
Chicago 1, Illinois

I am interested in knowing more about the Billboard International. Send literature without obligation.

Name \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

# Shaffer *GUARANTEED*

## RECONDITIONED PHONOS

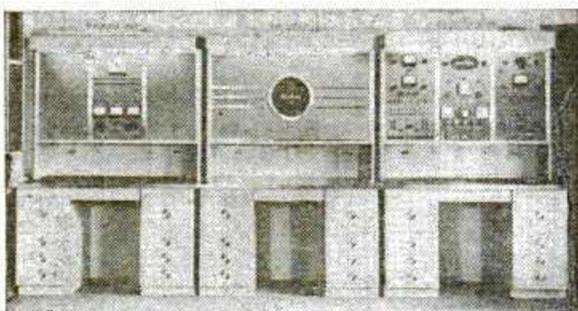
★ Mechanisms Completely Overhauled and Tested

★ All Worn and Defective Parts Replaced with New Parts

★ Amplifiers and Tone Arms Reconditioned or Replaced

★ Cabinet Refinished and Plastics, Glass Replaced Where Needed.

Shaffer Music Has One of America's Finest Service Departments



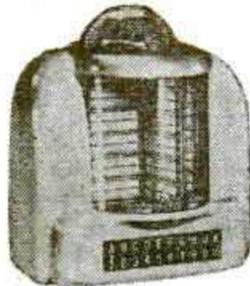
One of Shaffer's electronics test panels for precision accuracy in testing and checking phonograph electronic equipment.

### SEEBURG

HF100-R	\$765.00
HF100-G	665.00
100-W	645.00
M100-C	545.00
M100-B	425.00
M100-A	215.00

### AMI

G-200	Write
G-120	Write
G-80	Write
E-120	\$375.00
D-80	295.00
D-40	150.00



**SEEBURG 3W1**  
100 Wall Box Special

Chrome Covers  
New Buttons

Completely Reconditioned  
New Instruction Plates

**\$49.50**

### ROCK-OLA

1442	Write
1436	\$179.50
1434	139.50
1546 Wall Box	Write

### SEEBURG

Coin Hunt	\$ 89.50
Bear Gun	69.50

### WURLITZER

1900	Write
1650	\$259.50
1500A	249.50
1400 (45 r.p.m.)	174.50
1250	124.50
5207 Wall Box	49.50

Write for Illustrated Catalog.

# Shaffer MUSIC COMPANY

In the Coin Machine Business Over 25 Years

Columbus, Ohio 849 N. High St. AXminster 4-4614  
Cincinnati, Ohio 1200 Walnut St. MAIn 1-6310  
Indianapolis, Ind. 1327 Capitol Ave. MEIrose 4-3571

## BY LAND AND AIR

# Route Gets Fast Calls Via Sport Cars, Plane

GREENFIELD, Mass.—When Arthur K. Strahan gets an emergency call from a location, he really flies. The proprietor of Mohawk Music Service tells of one customer more than 30 miles away who almost fainted when Strahan walked into his spot 20 minutes after he'd called.

This sort of thing is common with Mohawk's location owners now, but it was a bit of a surprise until they got used to it. Within a Luscomb airplane, the only one in New England, Strahan covers his 80-mile radius territory and has even gone as far as to build his own airstrip close to his plant.

Preventative service is this operator's motto, and the only way to accomplish this, says Strahan, is to use speed. To insure this on the ground as well as in the air, he uses two Thunderbirds and a Volkswagon.

Located in the rolling Mohawk Valley of Western Massachusetts, this type of travel is particularly effective. There, communities are widely separated and roads are uncluttered with traffic. On the shorter haul calls the VW is pressed into service, and Strahan says he has saved \$1,300 in gasoline alone in a year by using the little buggy.

### Operates 24 Years

This six-man organization which has been in business 24 years also uses some trucks, but for most calls, the Thunderbirds are ample to carry tools, records and spare parts. The plane is exclusively used to pick up machines and parts in Boston, a 35-minute trip which would take two and a half hours by car.

Strahan points with pride to his "big doses of preventative service" by claiming that he doesn't have as many as one service call per month per location. If he's in the neighborhood he pops in just to see if things are going right. By this system he catches slight malad-

justments that would, if let go, work into long service calls.

Not only is the use of a plane an efficient method, but it has great value as a sales gimmick. Taking a prospective location owner for a flight, says Strahan, sometimes clinches the deal, especially when the storekeeper has never been in a plane before.

If Strahan's system of service is unique, so also is his collection method. He has worked out a plan based on the Telephone Company's collection system. The money is picked up once a month, with the customer getting a monthly statement. The money is put in a bag and taken to the plant.

### On Monthly Basis

Most of the customers are paid by check once a year, with a few preferring it every six months. Some locations balked at the idea, but Strahan sold them on plan of getting a large-sum payment. His customers, he says, wouldn't take it any other way now. The method also saves Strahan money on his bookkeeping.

Among the other things Strahan has sold his locations on is dime play. He is proud of the fact that he has all of his machines running on 10 cents, even in areas like Nashua, N. H., where the nickel is still pretty popular.

Unusual, too, is his commission split. In the Bay State, operators have difficulty keeping the 50-50 balance, but when he converted to dime play, Strahan sold all his locations on the idea that bigger profits and better service were worth more in the split. He now works on a basis of 70-30.

Strahan doesn't stick wholly to music, altho he would like to. If a location wants a pinball machine, he gives it to him if the city allows it. As well as a few pin games he also operates some Arcade pieces and 40 cigarette machines.

## 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 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.

February 12—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

February 12—California Music Merchants' Association, Los Angeles Div., monthly meeting, Headquarters, Los Angeles.

February 12—Automatic Phonograph Owners' Association, Hotel Sheraton Gibson, Cincinnati.

February 13—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, O.

February 14—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.

February 18—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

February 20—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary, Ind.

March 17—Iowa Music Operators' Association, first State-wide meet, Des Moines.

March 26—Music Operators of New York, quarterly meeting, 258 West 57th St., New York, N. Y.

April 1—West Virginia Music Operators, quarterly meeting, State offices, Charleston, W. Va.

## See Md. County Coin Machines As Tax Source

WASHINGTON — A tax on amusement devices was called for last week by the nearby Prince Georges County, Maryland, grand jury as a possible source of revenue to help the county out of its financial problems.

A grand jury report urged the county's delegation to the Maryland General Assembly to "consider a percentage license on amusement devices operating in the county." Blair Smith, State's attorney, said this would include juke boxes, pinball games and "other amusement machines."

An annual \$10 tax on vending machines and \$25 on pinballs and other amusement machines already has been urged by the county commissioners. It was estimated that such a tax would provide \$25,000 yearly and would offset some of the costs of the county's school construction program.

## WANTED GAME & PHONO MECHANIC

Inside work—Must be reliable  
Leading Chicago Distributor  
Write Box 878, The Billboard  
188 West Randolph  
Chicago 7, Ill.

## NEW! 4-HOLE BUMPERLESS RACK POOL PANELS

Fits all games. Hole in each corner. Reg. size, w/ rack and oversize Cue Ball. Panel only ..... each \$29.50

2-HOLE RACK POOL PANELS With Rack and Oversize Cue Ball ..... each \$25

Refinished Like New  
**POOL TABLES** Reg. Size \$125  
Jumbo \$175  
Complete: NEW 4-HOLE PANEL; 4 New Cues; New 5 Red, 5 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 Set ..... .65  
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

2 1432 Rock-Olas 45 RPM ..... \$110.00

1436 Rock-Ola 78 RPM ..... 195.00

1436 Rock-Ola 45 RPM ..... 220.00

3 1438 Rock-Olas ... 395.00

1 1700 Wurlitzer ... 395.00

## COIN MACHINE SERVICE, INC.

ROCK-OLA DISTRIBUTORS FOR NORTHERN CALIFORNIA

422 Wilson St., Santa Rosa CALIFORNIA

Phone Paul Speer  
Santa Rosa 1498  
or write for prices



**Aluminum  
De-Greased  
DISCS**

## 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





**STANDARD HARVARD**  
METAL TYPER, Inc.

1318 N. WESTERN AVE.  
CHICAGO 22, ILL. • EV 4-3120

### 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	BEAUTY.....60

Immediate Delivery. 1/3 Deposit  
**FRANK MILLS, Mgr., Dept. R-6**

## SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago BAyport 1-1616

when answering ads . . .  
**Say You Saw It in The Billboard**

### Dairy State Ops

*Continued from page 120*

association, presided. Agreement was general that the move to dime play in all sectors of the State is steadily gaining ground.

A legislative committee was appointed, comprised of association directors and a representation of operators from all parts of the State.

On hand were Mr. and Mrs. Clint S. Pierce, Brodhead; Ed Dowe, Beaver Dam; Norm Boettcher, Cliff and Roger Bookmeier and Harry Daul, Green Bay; Paul Jacobs, George Fix and Bernard Groshek, Stevens Point; Dewey Wright, Wausau; Herb Tonnell, Appleton; Arnold Foch, Beloit; Harry Jacobs Jr., and Woody Johnson, Milwaukee; Reid Whipple and Bert Davidson, Wurlitzer factory, Buffalo.

Also, Mr. and Mrs. John Jesinski, Floyd Bidwell, Bernhard Ladewig, Russell and Bob Dougherty and Allen McCory.

Next meeting of the Wisconsin Music Merchants' Association has been set for Monday, February 4, at the Eagles Club in Milwaukee.

### KANSAS DISTRIBUTOR-WURLITZER

**WE ARE THE DISTRIBUTOR  
FOR UNITED'S NEW  
14 FT. BOWLING ALLEY.**

**IMMEDIATE DELIVERY**

**UNITED DISTRIBUTORS, INC.**

902 W. SECOND WICHITA 12, KANSAS HO 4-6111  
HO 4-3504

**JOE ASH**  
says:



We Will Exchange  
**EXHIBIT RINGER BALLS  
For BINGOS!!**

FOR SALE ★ Large Quantity of ★ WRITE  
SEEBURG V-200's for price

SPECIAL ★ **GENCO STATE FAIRS** ★ WRITE

Exclusive Distributors for Wurlitzer and D. Gottlieb & Co.  
in S. Jersey, Del. and E. Penna.

ACTIVE

AMUSEMENT MACHINES CO.

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

666 N. Broad St.  
Phila. 30  
FRemont 7-4495  
Write or wire for prices

# Now up to 6 can play



## GENCO'S OFFICIAL 6 PLAYER SKILL BALL

FOR BIGGER-THAN-EVER,  
BETTER-THAN-EVER PLAY  
AND PROFIT!

ANOTHER GENCO FIRST!

Adjustable  
PLAYFIELD RAMP

The only game that can be adjusted for perfect play action for any location.



2-piece DE LUXE Cabinet!

Easy to move... easy to service

BUY a  
PROVEN GAME

Genco's OFFICIAL SKILL BALL has been tried and proven in thousands of locations.

ONLY THE ORIGINAL OFFICIAL SKILL BALL HAS ALL THESE EXCLUSIVE NEW FEATURES:

- ★ Covered, Locked Cash Box prevents pilferage
- EXTRA BALL FEATURE ON EACH FRAME
- SINGLE, DOUBLE, TRIPLE SCORING
- LIFETIME PLASTIC CUPS
- NEWLY DESIGNED TRANSPARENT, UNBREAKABLE PLEXIGLASS, SHOW CASE FRONT
- COLORFUL, SOUNDPROOF BACKFIELD OF EVERLASTING FOAM PLASTIC

KEEP "ON THE GO" WITH GENCO!

SEE YOUR GENCO DISTRIBUTOR TODAY!

GENCO

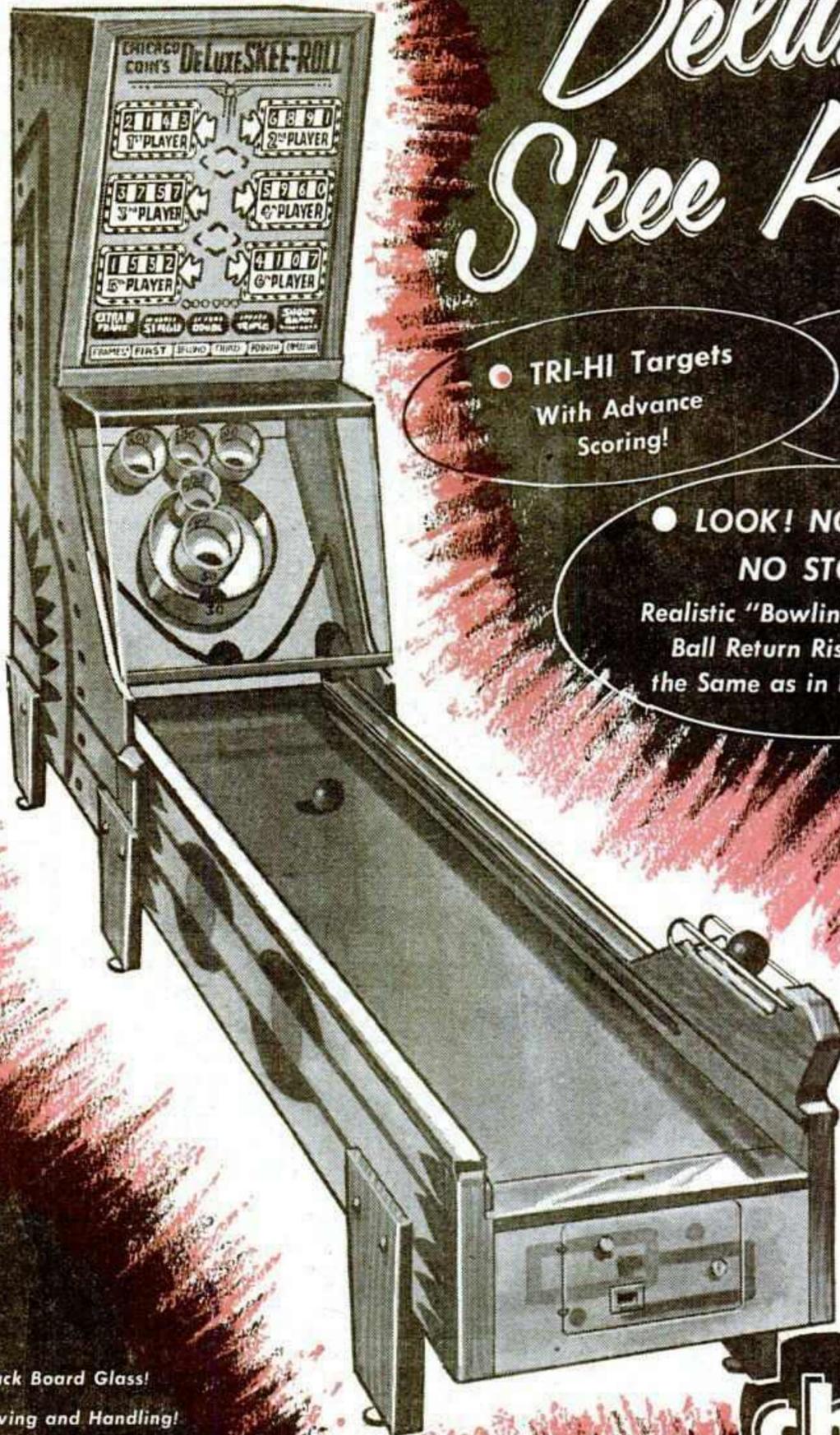
MFG. & SALES CO.

2621 N. ASHLAND AVE.  
CHICAGO 14, ILL.

# Big Thrill For '57

## chicago coin's ALL NEW — 6 PLAYER

# Deluxe Skee Roll



● Single—Double—Triple Scoring!  
"Bonus Balls" in the 4th Frame... 3 EXTRA Balls Possible!

● New Crystal Clear Unbreakable Plexi-glass Playfield Hood!

● 11 ft. Long Also Available in 13 ft. Lengths... New, Wider 29 in. Size!

● Simple! Fool-proof! Fast Ball Return!

● New Ultra Modern Design Cabinet—Attractive—Colorful!

● Precision Engineered For Real Easy Servicing of All Parts—No Mechanism Contained In Front Section of Cabinet!

● TRI-HI Targets With Advance Scoring!

● New Higher Scoring... Top Score 9900

● LOOK! NO STRAIN! NO STOOP!  
Realistic "Bowling Alley" Type. Ball Return Riser Operates the Same as in Real Bowling!

- Startling New Mirrored Back Board Glass!
- 2 pc. Cabinet For Easy Moving and Handling!
- Completely Noiseless Operation!
- Indestructible Colored Plastic Cups!
- Full Size Plastic Impregnated Balls!
- Available In Regular and Super Models!

National Slug Rejector... Fool-proof Cash Box Protection!

# chicago coin

MACHINE COMPANY

1725 West Diversey Blvd., Chicago 14, Ill.

**1957**  
 PROMISES TO BE  
**A BIG YEAR**  
 FOR EXHIBIT—  
 ITS DISTRIBUTORS  
 AND OPERATORS  
**THE EXHIBIT**  
**SUPPLY COMPANY**  
 4218 W. LAKE STREET  
 CHICAGO, ILLINOIS

**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

GIVE TO DAMON RUNYON  
 CANCER FUND

**Code Defined for CMA Firms**

• Continued from page 126

cations for no longer than three years and they may not have automatic renewal clauses in their contracts. Exceptions to this restriction are allowed when the location insists on a longer contract, or when the operator can demonstrate he needs a longer period to recoup his investment.

**All May Join**

The decree further provides that all cigarette operators in the area are eligible to join CMA, but they must pay dues and abide by the bylaws. If they are remiss in any of these two obligations, CMA has the right to expel or penalize them.

Local 805 may not bar its members from working for an operator, nor may it withhold labor from an operator because he refuses to join CMA or abide by CMA rules.

Neither may it use threats, force or take any action to compel a location doing business with a non-CMA member to switch to a CMA member.

**Right to Bargain**

However, Local 805 does have the right to bargain collectively with CMA or any other group, to set its own policies and to enforce those policies among union members.

The operators must furnish CMA with notices of machine placements and removals and must file information about location contracts with CMA.

CMA must furnish any operator, whether a member or not, the name of the operator of any specific location and the expiration date of the contract.

**Inspect Books**

Upon reasonable notice, Justice Department representatives have the right to look at CMA books and to interview officers and employees. If requested, CMA must furnish reports to the Justice Department.

The association was given 90 days to amend its bylaws to conform with the consent decree and to furnish the Justice Department with a copy of the amended bylaws.

Commenting on the consent decree, Sidney Bruck, CMA president, pointed out that the agreement

does not necessarily mean that the Association had been guilty of the government's charges.

**"Fair Code"**

"This consent decree," said Bruck, "means that the organization has agreed on a fair code of operating practices and that it will do all in its power to see that its members abide by the spirit as well as the letter of the law."

He added that the entry of the decree means that the government and the association see eye to eye on a method of doing business in the cigarette industry.

\*\*\* **ROYAL** \*\*\*  
 DISTRIBUTING, INC.

**Champion Baseball,**  
**Genco, 9/55 . . . . . \$240.00**  
**Bonus Gun (Deluxe), United . . 250.00**  
**Derby Roll, United . . . . . 150.00**

**ROCK-OLA DISTRIBUTORS**

Ask For Ben Mackie or Harold Hoffman  
 3726 KESSEN AVE. CINCINNATI, O. MOntana 1-5004

**Empireland**

**Complete  
 Parts and  
 Service  
 Departments**

**MAKE IT FAST WITH**

*Williams*  
**SHAMROCK**  
**2-PLAYER**  
**5-BALL NOVELTY**

- Double "Number-Match"
- New "Extra Ball"
- **BONUS SCORING**

3 Thumper Bumpers  
 2 Cyclonic Kickers  
 2 Flippers

Available with  
 Twin Chutes

**FAST ACTION!  
 HIGH SCORES!**

**GET SHAMROCK NOW**  
 from your Williams Distributor!

CREATORS OF DEPENDABLE PLAY APPEAL  
 4242 W. FILLMORE ST. CHICAGO 24, ILL.

**UNITED**  
**BOWLING ALLEY**

*Greatest Game Since  
 Shuffle Alley*

**WILLIAMS**  
 6-Player  
**ROLL-A-BALL**

**GENCO**  
 Official 6-Player  
**SKILL BALL**

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

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.  
 No. 2 Grade Bumper Pool Cues, 48", \$27 val., Special Price, \$24.50 dx. 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.

## CASH IN NOW RACK POOL PLAYFIELDS, BUMPERLESS

Immediate Delivery

Regular Size—32"x48" ..... \$24.50  
 King Size—32"x66" ..... 34.50

Specify Style

No. 1—Holes away from cushions for rebound play.  
 No. 2—Holes close to rails.

FREE: With each playfield, Deluxe Cue Ball, 2 1/4", and Triangle.

REGULAR STYLE BUMPER POOL REPLACEMENT PLAYFIELDS  
 Available in 2 or 3 hole at same prices as listed above.

### GENUINE ROTATION POOL BALL SETS

REGULAR ROTATION POOL BALL SETS, Nos. 1-10, incl., 2 1/8" . . . Per set \$18.50  
 ARAMITH ROTATION POOL BALL SET, Nos. 1-10, incl., 2 1/8" . . . Per set \$19.75  
 Rule cards and instruction sheets packed with each set.  
 DELUXE CUE BALLS, 2 1/4" . . . . . Each \$2.50  
 REGULAR CUE BALLS, 2 1/4" . . . . . Each \$1.95  
 2 1/4" 10-BALL RACKS . . . . . Each \$1.50  
 KELLY POOL BOTTLES . . . . . Each \$1.50  
 TALLY BALL SETS (Peas), Nos. 1-10, incl. . . . . Per set .65  
 For Top Quality Bumper Pool Supplies—Every Item You Need.  
 Write for Our Special Price List for Bumper Pool Supplies.  
 We are as near to you as your telephone or mail box.  
 TERMS: 25% Deposit on C.O.D. Orders; Prepaid Orders 2% Cash Discount.

## MARVEL Billiard Supply Company

1604-06 W. LAKE ST., CHICAGO 12, ILL. Phone: MOntrose 6-8855

## Court Rules Out

Continued from page 130

which is "the subject of the action." He said that in another portion of the statute, the city has power to "prohibit or suppress." Apparently, the Legislature in passing the law, made a distinction between prohibiting and suppressing, according to the judge. "The effect of the ordinance is to absolutely prohibit what has been referred to as pinballs within the corporate limits of the city. No reference is made as to whether the machines are used for gambling or amusement.

"The ordinance simply abolishes their use within the city limits with the exception of a person's home. This appears to me to go beyond the power conferred upon the city by Utah code.

## Bally Bowling

Continued from page 130

stallation problems. This has kept operators out of numerous spots, not because the locations do not have room inside, but simply because the long game cannot be manipulated thru many of the entrance-foyers of modern locations. With the new construction feature, ABC Bowling Lanes is easier to move into a spot than a standard shuffle bowler."

## Boston Vetos

Continued from page 130

especially involving teen-agers. As a result of numerous conferences, new standards have been set up." Elam pointed out that the MAA controls placement of the machines and that in the past the board had received "100 per cent co-operation of the association in policing its own industry."

The board will send a directive to all operators of pinball machines informing them of the unanimous adoption of the new code. Elam said Boston police will receive formal notice effective Sunday (13). The ruling banning Sunlay play will be effective January 20. This date was selected to give operators time to secure a nd post the required notices on machines.

### 1956 Drive

The board's action is a sequel to a drive started last year by the city council to rid the city of pinball machines, which the councilors said were extracting lunch money from school children while inculcating in them the gambling habit.

The campaign originated last October with the Watch and Ward Society, whose complaints against three locations resulted in the revocation of licenses for four machines. The board finally revoked 14 licenses and warned operators that licenses would not be renewed in 1957 until each machine was inspected by the police department. Only 335 of the 560 licenses were granted renewals this year.

A bill is now pending in the State Legislature calling for stiff penalties for the use of the machines as gambling devices. As of now, the only penalty is revocation of the license.

## Wanted SIZEABLE MUSIC ROUTES

In E. Penna., Delaware & N. Jersey  
 Write Details in First Letter to  
**BOX 84, BILLBOARD**  
 1564 Broadway N. Y. C.

## We ONLY Advertise What We Have in Stock

ALL MACHINES 100%  
 CLEAN AND CHECKED  
 Refund in 10 Days  
 if Not Satisfied

### SHUFFLE ALLEYS

Hollywood Bowler	\$175.00
Bowling Team	350.00
Cris Cross Bowler	95.00
Mainliner	75.00
Jet Bowler	100.00
Fire Ball	100.00
Star Lite	100.00
Advance Bowler	75.00
Diamond	75.00
Super Frame	125.00
Chief	75.00
Royal	75.00
Mercury	125.00
Cris Cross Target	75.00
Targette	125.00
Fireball	125.00
Flash Bowler	100.00
Shuffle Pool	50.00
Clipper	175.00
Bonus Score	175.00
Mystic Bowler	150.00
League	100.00
Miami Shuffle	100.00
Star Bowler	45.00
Super-United	25.00
Deluxe	25.00
Delight	25.00
Triple Score	50.00
Crown Bowler	75.00
Double Score	25.00
6-Player Keeney	25.00

IMPORTANT: Inventory changes every day. If you don't see what you want, write, wire or phone today. ACT QUICKLY—ORDER TODAY!  
 1/3 with order, balance C.O.D.

## DAVID ROSEN

Exclusive A.M.I. Dist. Ea. Pa.  
 855 N. BROAD STREET PHILADELPHIA, 23, PA  
 PHONE: STEVENSON 2-2903

NOW DELIVERING  
 Chicago Coin's REALLY NEW  
 De Luxe SKEE ROLL  
 With NEW, NEW, NEW, NEW FEATURES!  
 In 2 New Sizes—11 Ft. and 14 Ft.

### SHUFFLES

CHICAGO COIN

BOWLING TEAM	\$285
*HOLLYWOOD	275
*ARROW	245
*THUNDERBOLT	245
BONUS SCORE	245
*PLAYTIME	195
FLASH	185
CRISS CROSS TRGT.	125
*GOLD CUP	115
ADVANCE	105
TRIPLE SCORE	75
DOUBLE SCORE	65
*NAME	55

UNITED

SELECT PLAY	\$295
*SUPER BONUS	335
*IMPERIAL	95
ROYAL	85
OLYMPIC	75

KEENEY

*DIAMOND	\$155
BIKINI	125
PACEMAKER	85
*DOMINO	65
CARNIVAL	50
10 PLAYER	50

BALLY

REGULATION	\$415
------------	-------

\*Indicates Match Play

### BRAND NEW

Latest Models!  Only \$125 Complete

POOL GAMES  
 GREATEST VALUE IN HISTORY!  
 NEW BUMPER POOL GAMES SENIOR MODEL

Most Wanted Size: 36"x60"  
 Illuminated Jumbo Bumpers, Levelmatic Adjusters, All Latest Features. Made by Leading Mfr.  
 Price Slashed Far Below Cost!  
 ONLY GAME TODAY WHICH CAN PAY FOR ITSELF IN A FEW WEEKS!

### SLATE POOL GAMES

BRAND NEW SLATE TOPS, FACTORY INSTALLED IN FINEST RECONDITIONED GAMES! \$125

### 5-BALLS

GOTTLIEB

4-PL. SCOREBOARD	\$305
D. L. SLUGGIN' CHAMP	185
4 BELLES	165
GUYS & DOLLS	95
FLYING HIGH	85
SKILL POOL	75
SPOT BOWLER	59

CHICAGO COIN

BLONDIE	\$315
---------	-------

WILLIAMS

C. O. D.	\$85
SEA JOCKEY	75
HAYBURNER	75

### POOL GAME CONVERSIONS

<b>FINEST SLATE TOPS</b> Regulation 32"x48". Best rubberbacked billiard cloth, jumbo Plastic Bumpers . . . . .	<b>SLATE RACK-POOL TOP—2-Hole</b> with Cue Ball & Rack \$67.50
<b>RACK POOL TOPS</b> All new! Rack, oversize Cue Ball, reg. size . . . . .	<b>4-HOLE BUMPERLESS RACK POOL TOPS</b> Holes in corners, reg. size w/rack, oversize Cue Balls . . . . .

\*\*\*\*\*

FIRST  
 Prize for  
 FIRST Quality  
 Equipment!

\*\*\*\*\*

### GUNS

GENCO

DAVY CROCKETT, NEW. Write	
STATE FAIR	\$395
WILD WEST, D. L.	295
NITE FIGHTER	135

EXHIBIT

JUNGLE HUNT	\$435
TREASURE COVE	295
SHOOTING GALLERY	115
JET GUN	120
GUN PATROL	115
SIX-SHOOTER	110
DALE GUN	55

UNITED

DELUXE CARNIVAL	\$210
-----------------	-------

KEENEY

RANGER	\$245
SPORTSMAN	195

### ARCADE

Genco HY FLY, New . . . . . SPECIAL!  
 Wms. FOUR BAGGER \$375  
 Wms. STAR SLUGGER 355  
 Microscope K.O. CHAMP, Floor Sample . . . . . 348  
 Genco CHAMPION . . . . . 288  
 BASEBALL . . . . . 285  
 C.C. TWIN HOCKEY . . . . . 225  
 UNITED DERBY ROLL . . . . . 225  
 C.C. STEAM SHOVEL. Write Wms. ALL STAR  
 6-PL. BASEBALL . . . . . 175  
 SIDEWALK ENGINEER 165  
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 Wms. STAR BASEBALL 135  
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WURLITZER 1250	125.00
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New 200 Selection  
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One Only..... **\$895**

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ceiling type, new  
Regular \$59.50.... **\$19.50**

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Double Header	\$525.00	Star Dust	\$295.00
Gayety	95.00	Starlet	245.00
Manhattan	95.00	Triple Play	145.00
Pixie	215.00	Tropicana	85.00
Singapore	85.00	Nevada	75.00
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## BINGOS—Cleaned and Checked

Bright Lights	Mexico	} YOUR CHOICE... <b>\$45</b> 3 FOR \$125
Bright Spot	Hawaii	
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## Iowa Ops Meet

Continued from page 120

ciations to represent the interest of the operators. "MOA was created to cope with problems that couldn't be handled on a State or local level," he stated.

"One of the main aims of the MOA is to help local and State groups, so when they face adverse tax or license legislation they are able to present their cases as legitimate businessmen," Snodgrass added.

### Distributors

William Schlagel, an attorney from Ottumwa, Ia., also addressed the group on the Iowa tax structure, and emphasized the need for public relations for the organization.

Distributors who displayed equipment during the meeting, included H & Z Vending and Sales, Omaha; Atlas Music, Des Moines; Sandler Distributing Company, Minneapolis and Des Moines, and Lieberman Music, Minneapolis.

Also on hand were Al Thelke, United Manufacturing Company; Eric Dwyer, AM, representative from Grand Rapids, and Bert Davidson, Wurlitzer representative from North Tonawanda, N.Y.

Sessions were held in the Fort Des Moines Hotel, starting with a cocktail hour Saturday (12) night, followed by a smorgasbord and a social gathering the same evening.

NEW YORK — Sam Bushnell has resigned the vice-presidency of the Conditional Sales Credit Corporation to join the firm of Jones & Company Factors.

Conditional Sales is a factoring house specializing in music, amusement and vending machine paper. Bushnell said he plans to continue with coin machine factoring with Jones.

## "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	65.00
Keeney Team	75.00
Chief	110.00
Capital	225.00
Cascade	85.00
Clover	85.00
Classic	85.00
DeLuxe	85.00
Leader	110.00
League	125.00
Olympic	85.00
Royal	95.00
Team Bowler	125.00
10th Frame	75.00
6-Pl. Original	65.00
Genco Shuffle Pool	125.00
Genco 14' Bank Roll	150.00
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
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

### BINGOS

Beauty	\$ 65.00
Cabana	45.00
Caravan	310.00
Circus	50.00
Gayety	110.00
Hawkeye	75.00
Ice Frolic	75.00
Leader	50.00
Pixie	195.00
Stars	45.00
Surf Clubs	65.00
Spot Lite	50.00
Star Dust	275.00
Tropics	65.00
Variety	110.00
Yacht Club	50.00

### ARCADE EQUIPMENT

Atomic Bomber	\$125.00
Auto Photo	1,495.00
Bally Big Inning	85.00
Bally Defender	125.00
Balloonomat F.S.	345.00
2 Pl. Basketball	195.00
Boomerang	65.00
Coon Hunt	150.00
C.C. Hockey	75.00
Champion Hockey	125.00
Chester Pollard	
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
Em. Hi Ball	95.00
Genco Quarterback	285.00
Genco Champion	
Baseball	275.00
Harvard Metal	
Typewriter	125.00
Hayburners	75.00
K.O. Fitter, F.S.	350.00
K.O. Fitter, original	150.00
Keeney Air Raider	150.00
Keeney Submarine	125.00
Life A League	75.00
Liberator	75.00
Knotty Peaks	20.00
Movie Movies	125.00
Muto Card Vendors	95.00
Muto. Photomat	350.00
Muto. Lord's	
Prayer	Write
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Oracle of the Sphinx	
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Pitch'm & Bat'm	175.00
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Silver Gloves	225.00
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Telegiz	95.00
Spear the Dragon	125.00
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Undersea Raider	125.00
Un. Super Slugger	295.00
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Wms. Crane	225.00
Zodiac, new	395.00
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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. Console, 25c & 30c	95.00
Rowe 8-Col. Elec. Dipomat, 25c & 30c	95.00

### COUNTER GAMES

Adv. Shockers	\$22.50
Merc. Grips	25.00
Got. 3-Way	
Grippers	25.00
Pop-Up	20.00
Kickers & Catchers	52.50

### MUSIC

A.M.I. A-40	\$100.00
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 A 100-45 R	275.00
Seeburg 200	Write
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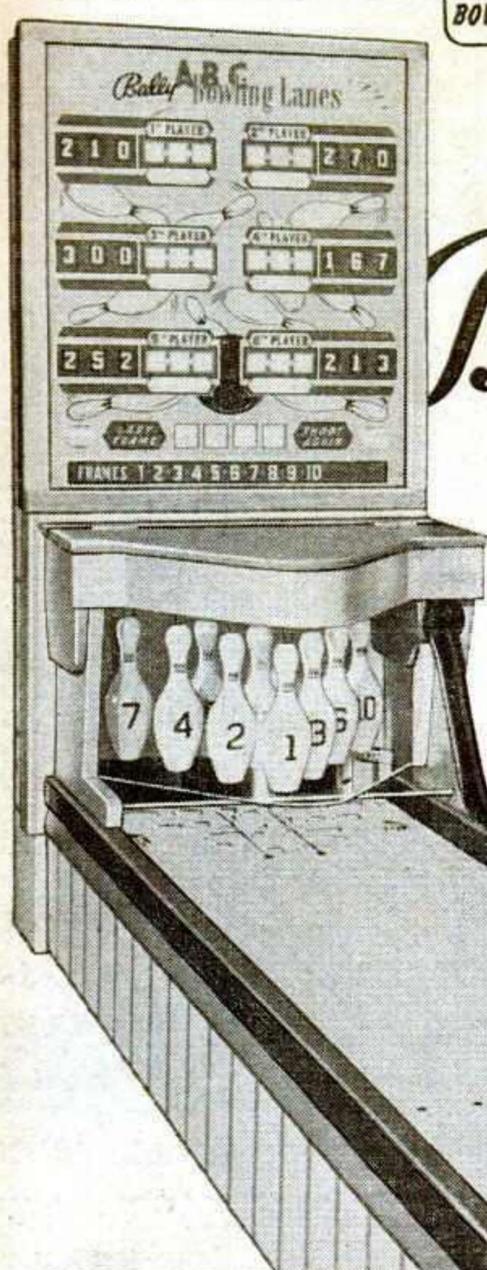
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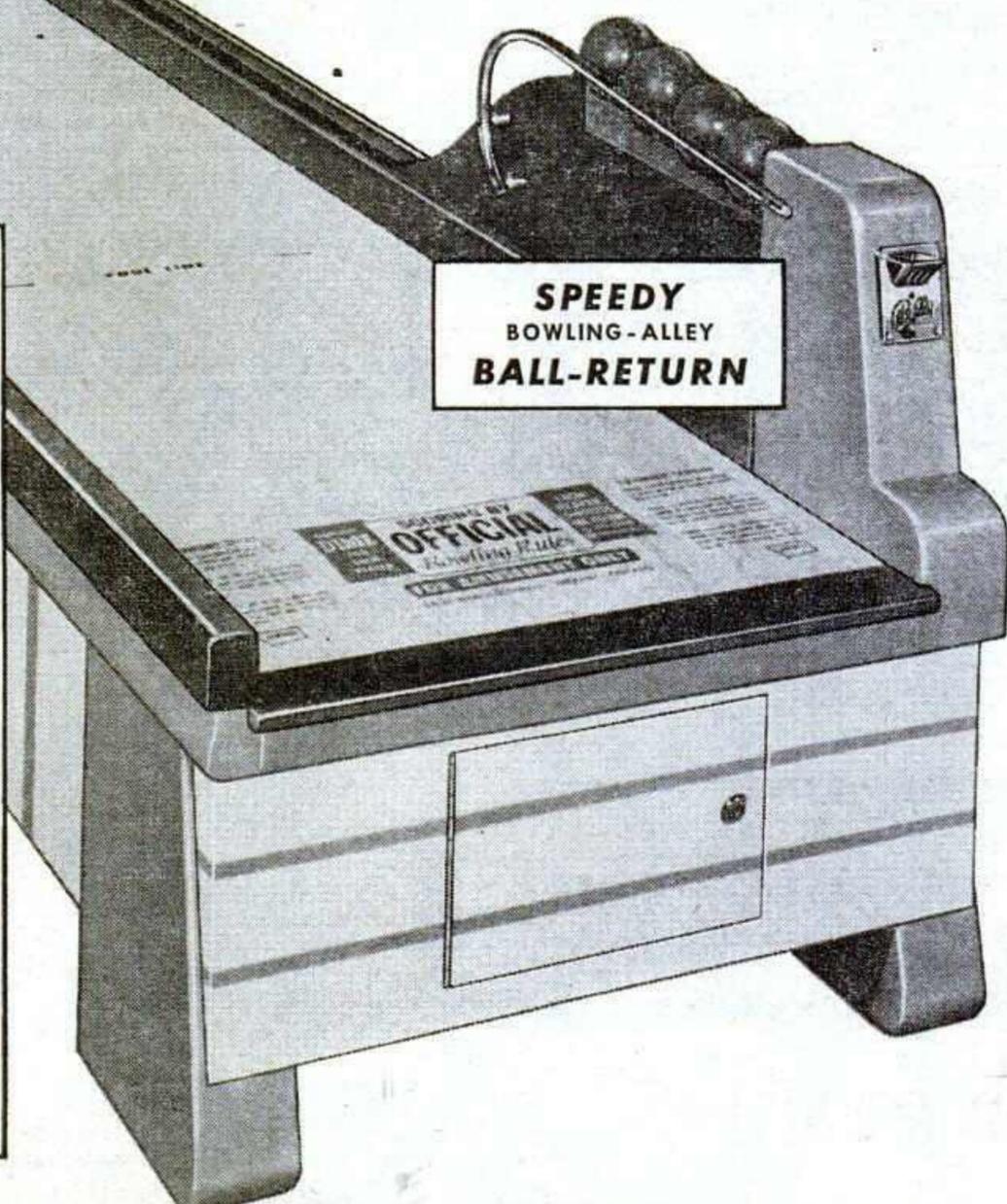
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Makes the Expert Player  
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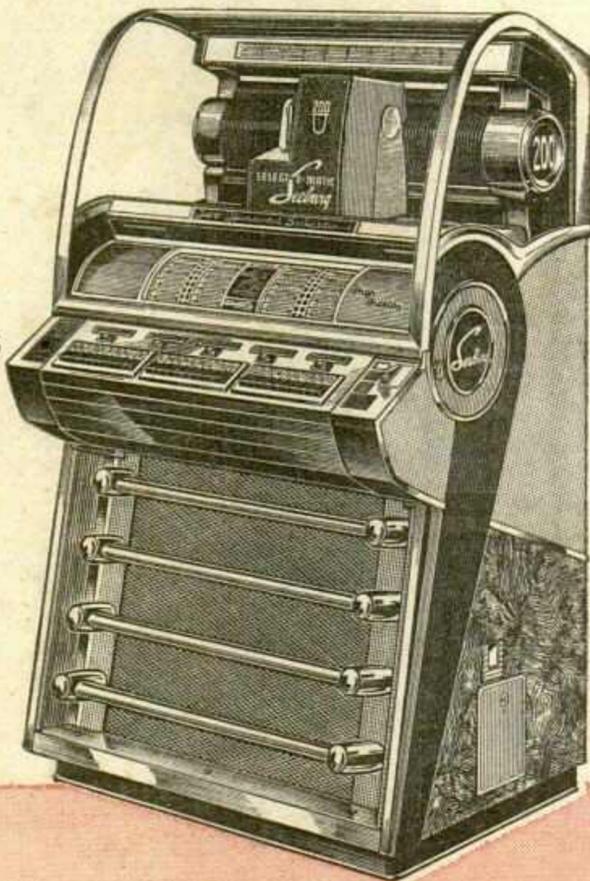
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