New Miniature Golf Fad Tees Off in U. S.

Less Spectacular Craze Than in 1930s; Courses Better Built, Easier to Operate

By CHARLIE BYRNE

CHICAGO — Miniature golf craze that took the country by storm in the 1930s, is shipping off again.

While the growth in numbers is less spectacular on this second go-around, today’s courses are better built, and more southerly operated as sports entertained enterprises.

At its pre-World War II peak, some 50,000 courses were in operation, mostly in expensive, and strictly confined to the richest and most luxurious accommodations.

Today 10,000 courses are laid out by a wide and varied audience for traffic and big business.

Profit from a well-equipped and efficiently run course may easily exceed $10,000 a month.

The same type of golf facility and golf field are now being through the ranks of professional golf, and a popular miniature golf course.

While originally conceived as an aid to the serious golfer in practicing putting, putting, the number of imaginative and realistic devices are used to make miniature golf intriguing and entertaining. Many have taken it out of the category of practice putting aid and made it a full-fledged game in itself.

Today you appeal not only to the golfer and building his game, but number among their customers, men, women and children who will never play golf, but who like to have a good time outdoors.

Fancy Hole Please

Several courses depend entirely on the imaginative use of holes and obstacles, banked turns or dog legs. More popular with the general pub.

(Continued on page 51)

ROSELAND TO MOVE TO NEW BIG DANCE CITY

New York — Roseland Ballroom, one of the nation’s noted dance establishments, will move to a new, modern home shortly. The new venture, perhaps the most ambitious in years, is on the horizon, soon to be known as Roseland Dance City.

Starting May 18, Roseland Dance City is planned as a 5,000-seat dance hall located in the heart of New York City. A 14-story building will be erected at the site, which will include a new, modern ballroom.

Staged for the first time in its history, the event will feature a variety of dance styles, including ballroom, swing, and Latin music.

(Continued on page 10)

Price: 35 Cents All Over the World

December 22, 1956

The Amusement Industry's Leading Newsweekly

New Record Firm Rule of Thumb Slips From Fickle Public Pulse

1956 Pop Buyers With More $58 Go For The New; Hits From Anywhere

By GARY KRAMER

New York — While more dollars were spent on records in 1956 than at any time in history, the record buyer was not an easy creature to please this year.

He was extremely selective and somewhat unpredictable than usual, it seemed in knowing what he wanted, but record manufacturers couldn’t always anticipate his demands, for the currents of taste often seemed to push in different directions simultaneously.

A study of the records that made the Billboard’s national pop retail chart in 1956 shows that many of the buying “rules” of the past were of little help.

The public was extremely receptive to talents and new sounds, and often surprising sales with artists, songs in proving to be tremendous sellers, and the fact that they did not make the chart does not mean that they

Presley Top Hound Dog

New England — Elvis Presley, as could be expected, has had a larger number of records in the top 10 this year than any other recording artist.

Since January, seven singles and two EP’s by Presley have made the chart. Pat Boone, who stands second, has only four records. While this was an outstanding achievement, artists who placed three disks on the best selling charts were Little Richard, the Platters, Pat Benatar, the Four Pages, the Four Lads, Pat, Domino, as well as others.

Presley Top Hound Dog

New England — Elvis Presley, as could be expected, has had a larger number of records in the top 10 this year than any other recording artist.

Since January, seven singles and two EP’s by Presley have made the chart. Pat Boone, who stands second, has only four records. While this was an outstanding achievement, artists who placed three disks on the best selling charts were Little Richard, the Platters, Pat Benatar, the Four Pages, the Four Lads, Pat, Domino, as well as others.
CALL TO ARMS
NBC Execs Warn Affiliates
Of Gov’t. Features Intrusion
By SAM CHASE
MIAMI BEACH—The NBC affiliates, gathered here for their annual convention and the celebration of the network’s 30th anniversary, were suddenly diverted from their revelry by a virtual call to arms. The network’s leaders alerted the stations to the situation which, it was estimated, threatened the very existence of networking.

These most urgent problem, NBC brass constantly reiterated, consumed most of their own network, but all web, and require understanding and vision on the part of the affiliates. They are:

(1) Mounting governmental intrusions in this country’s rapidly expanding electronic and computer-generated activity to the network. This is called to exist until more legislation of a lateness which, in the name of light, has IJ pushed forward the threat of television works into dividing various network operations between separate companies. Such, for example, if all of the NBC web were forced to choose between operating the network itself or the owned stations, might well cause the collapse of the chains.

(2) The burgeoning growth of “first-run” film programming. It feared that if network affiliates continue to spend vast sums of money for theater libraries, some may go potently about resurfacing their stations’ payments. This, in turn, could lead first to stations eliminating investments in the delivery of film to the public, and perhaps even dropping into operating live television programs, an hour in order to assure the greatest possible return from the playing of the features.

Opinion
A more timely and optimist note, President Bob Sarnoff of NBC announced plans to provide

Aubrey Takes
ABC TV Post
NEW YORK—ABC-TV this week named James F. Aubrey Jr., to head up its programming and take charge of the new station in Chicago. Aubrey, who has worked his way to this position, has been assigned as manager of network programs for CBS-ABC, nearer. Aubrey has resigned as manager of network programs for ABC-ABC, New York. He is going to form a new network in Chicago, and head the Columbia Television Pacific Network.

Aubrey is expected to headquarter in New York, on the West Coast, with frequent trips here, and supervise the network’s programming operation from New York. The position has been named for his post by CBCTV.

MONEY-SAVING SUBSCRIPTION ORDER

This order is the one that we have been offering our subscribers. It will save them about 40 cents per month, or $1.50 per year. The amount of about 40 cents per month is equal to the amount of about 50 cents per year, and the amount of about 50 cents per year is equal to the amount of about 60 cents per year.

Miss.
Comp.
Addressee
City
State
12100 Patterson St., Cincinnati 22, O.

MAIL ORDER OFFICES

The Billboard
2160 Broadway, New York 23, N. Y.

DECEMBER 22, 1986

Editorial
All to Viewers’ Good

The development of strong new programming by NBC to fight features and riches, is as mentioned as everywhere else in the broadcast business. In Miami Beach last week, should be welcomed by all who believe that the ultimate good is to have a strong network, and that NBC access to regard film, and particularly features, as an unneeded evil is hardly pertinent.

What is needed is for the NBC programming network apparently has won wide acceptance, both by stations and their viewers, and several other networks, which, in turn, has hit a fire under NBC. If better network programming is the answer, not only will it serve to help raise the standards of programming in general. The network can now its own fears of losing network time to other networks, but can also make the best use to strengthen its program line-up everywhere. The effectiveness of the NBC programming has not been denied. Yet many stations also will attest to the rating and income power of both syndicated and feature films.

It seems likely that a modest revivification involving all types of programming can be the surprise of the viewers. Stations certainly would not be unexplored to undertake, for example, some network educational shows in favor of less exalted, but more profitable programs. Nor are they apt to grasp a mutually necessary relationship with their networks in favor of a fast track.

It is a sign that means to boil down to the key consideration of having every sort of programming available to the viewing public, with the choice left in the hands of the woman who owns network time. However, in such a competition, stimulating improved programming, may cause elimination of weaker, less worthy efforts, but that among the most promising programs will survive, that they will not produce network, syndicated film or features.

CBS Mulls Shifting Coast Programming

The development of strong new programming by NBC to fight features and riches, is as mentioned as everywhere else in the broadcast business. In Miami Beach last week, should be welcomed by all who believe that the ultimate good is to have a strong network, and that NBC access to regard film, and particularly features, as an unneeded evil is hardly pertinent.

What is needed is for the NBC programming network apparently has won wide acceptance, both by stations and their viewers, and several other networks, which, in turn, has hit a fire under NBC. If better network programming is the answer, not only will it serve to help raise the standards of programming in general. The network can now its own fears of losing network time to other networks, but can also make the best use to strengthen its program line-up everywhere. The effectiveness of the NBC programming has not been denied. Yet many stations also will attest to the rating and income power of both syndicated and feature films.

It seems likely that a modest revivification involving all types of programming can be the surprise of the viewers. Stations certainly would not be unexplored to undertake, for example, some network educational shows in favor of less exalted, but more profitable programs. Nor are they apt to grasp a mutually necessary relationship with their networks in favor of a fast track.

It is a sign that means to boil down to the key consideration of having every sort of programming available to the viewing public, with the choice left in the hands of the woman who owns network time. However, in such a competition, stimulating improved programming, may cause elimination of weaker, less worthy efforts, but that among the most promising programs will survive, that they will not produce network, syndicated film or features.

CBS Mulls Shifting Coast Programming

The development of strong new programming by NBC to fight features and riches, is as mentioned as everywhere else in the broadcast business. In Miami Beach last week, should be welcomed by all who believe that the ultimate good is to have a strong network, and that NBC access to regard film, and particularly features, as an unneeded evil is hardly pertinent.

What is needed is for the NBC programming network apparently has won wide acceptance, both by stations and their viewers, and several other networks, which, in turn, has hit a fire under NBC. If better network programming is the answer, not only will it serve to help raise the standards of programming in general. The network can now its own fears of losing network time to other networks, but can also make the best use to strengthen its program line-up everywhere. The effectiveness of the NBC programming has not been denied. Yet many stations also will attest to the rating and income power of both syndicated and feature films.

It seems likely that a modest revivification involving all types of programming can be the surprise of the viewers. Stations certainly would not be unexplored to undertake, for example, some network educational shows in favor of less exalted, but more profitable programs. Nor are they apt to grasp a mutually necessary relationship with their networks in favor of a fast track.

It is a sign that means to boil down to the key consideration of having every sort of programming available to the viewing public, with the choice left in the hands of the woman who owns network time. However, in such a competition, stimulating improved programming, may cause elimination of weaker, less worthy efforts, but that among the most promising programs will survive, that they will not produce network, syndicated film or features.

CBS Mulls Shifting Coast Programming

The development of strong new programming by NBC to fight features and riches, is as mentioned as everywhere else in the broadcast business. In Miami Beach last week, should be welcomed by all who believe that the ultimate good is to have a strong network, and that NBC access to regard film, and particularly features, as an unneeded evil is hardly pertinent.

What is needed is for the NBC programming network apparently has won wide acceptance, both by stations and their viewers, and several other networks, which, in turn, has hit a fire under NBC. If better network programming is the answer, not only will it serve to help raise the standards of programming in general. The network can now its own fears of losing network time to other networks, but can also make the best use to strengthen its program line-up everywhere. The effectiveness of the NBC programming has not been denied. Yet many stations also will attest to the rating and income power of both syndicated and feature films.

It seems likely that a modest revivification involving all types of programming can be the surprise of the viewers. Stations certainly would not be unexplored to undertake, for example, some network educational shows in favor of less exalted, but more profitable programs. Nor are they apt to grasp a mutually necessary relationship with their networks in favor of a fast track.

It is a sign that means to boil down to the key consideration of having every sort of programming available to the viewing public, with the choice left in the hands of the woman who owns network time. However, in such a competition, stimulating improved programming, may cause elimination of weaker, less worthy efforts, but that among the most promising programs will survive, that they will not produce network, syndicated film or features.
AR/Radio Network Ratings for November

For complete information on programs, cast, studio sites or ownership, please consult American Research Bureau, National Free Ride, Washington D.C.

AR/B Audience Composition Studies

Adventure, Mystery, Westerns

NOVEMBER RATINGs

AMONG WOMEN

Rank

Station

Score

1. J. Reynolds

23.4

2. John D. Scott

22.5

3. R. B. Stein

20.9

4. L. C. Grant

20.8

5. A. G. Agnew

20.7

6. J. Reynolds

20.6

7. N. O. Brown

20.6

8. F. K. Anderson

20.5

9. J. R. Reynolds

20.5

10. F. C. Gibbs

20.4

Rank

Station

Score

1. H. B. S. Reynolds

21.2

2. R. C. Reynolds

21.2

3. F. W. Reynolds

21.2

4. F. C. Reynolds

21.2

5. F. C. Reynolds

21.2

6. F. C. Reynolds

21.2

7. F. C. Reynolds

21.2

8. F. C. Reynolds

21.2

9. F. C. Reynolds

21.2

10. F. C. Reynolds

21.2

Rank

Station

Score

1. F. C. Gibbs

21.2

2. F. C. Gibbs

21.2

3. F. C. Gibbs

21.2

4. F. C. Gibbs

21.2

5. F. C. Gibbs

21.2

6. F. C. Gibbs

21.2

7. F. C. Gibbs

21.2

8. F. C. Gibbs

21.2

9. F. C. Gibbs

21.2

10. F. C. Gibbs

21.2

Rank

Station

Score

1. F. C. Gibbs

21.2

2. F. C. Gibbs

21.2

3. F. C. Gibbs

21.2

4. F. C. Gibbs

21.2

5. F. C. Gibbs

21.2

6. F. C. Gibbs

21.2

7. F. C. Gibbs

21.2

8. F. C. Gibbs

21.2

9. F. C. Gibbs

21.2

10. F. C. Gibbs

21.2

Rank

Station

Score

1. F. C. Gibbs

21.2

2. F. C. Gibbs

21.2

3. F. C. Gibbs

21.2

4. F. C. Gibbs

21.2

5. F. C. Gibbs

21.2

6. F. C. Gibbs

21.2

7. F. C. Gibbs

21.2

8. F. C. Gibbs

21.2

9. F. C. Gibbs

21.2

10. F. C. Gibbs

21.2

Rank

Station

Score

1. F. C. Gibbs

21.2

2. F. C. Gibbs

21.2

3. F. C. Gibbs

21.2

4. F. C. Gibbs

21.2

5. F. C. Gibbs

21.2

6. F. C. Gibbs

21.2

7. F. C. Gibbs

21.2

8. F. C. Gibbs

21.2

9. F. C. Gibbs

21.2

10. F. C. Gibbs

21.2

Rank

Station

Score

1. F. C. Gibbs

21.2

2. F. C. Gibbs

21.2

3. F. C. Gibbs

21.2

4. F. C. Gibbs

21.2

5. F. C. Gibbs

21.2

6. F. C. Gibbs

21.2

7. F. C. Gibbs

21.2

8. F. C. Gibbs

21.2

9. F. C. Gibbs

21.2

10. F. C. Gibbs

21.2

For Excitement

N.B.C., Key Clients

Eye New Shows

NEW YORK — N.B.C.-TV and several of its key advertisers are close to agreeing on another package, which might infuse some new programming excitement into two important time periods. The new N.B.C. package, which is virtually set to open the new 8:30-9:30 time period on alternate Thursdays, would call for a Bruce Forsyth-Carroll O'Connor-Ulloa combination. Had this year's Bert Parks-Vera Miles-Nancy Wilson line-up been voted the key advertisers' choice, it would have been a natural, but the All in All show currently. The other option is a new show co-sponsored by the London, which has been prepped by National Examiner. Barbara Wyeth would decide which role is best for the London show. N.B.C. is also looking at the London broadcatters. It is not known whether the Kit Company, or co-sponsoring "Stanley," will remain in the time period to sponsor new show. "Wells Fargo" starts a new half-hour series, "Rufus" in a detective series, and regular "Boulder," which has had dramatic premiere on NBC last week.

New Shows in Works at CBS

HOLLYWOOD—CBS program development plans are being made to work into high gear, with a half dozen shows in various stages of development for the new season. These are in production at the studio or under contract with the studio. The series, which are being prepared for television this fall, will be in the fields of adventure, mystery, and westerns.

Big Ten Tilts

For Oil of India

NEW YORK—Standard Oil is planning to introduce a new line of oil for India in 1956, as part of its general plan to increase its market share in the Indian market. The Indian government is planning to introduce new oils to cater to the needs of the Indian market, which is expected to grow significantly in the coming years. The new oils will be introduced in 1956, and are expected to be well received by the Indian market. The new oils will be launched in the Indian market in 1956, and are expected to be successful in the Indian market. The new oils will be launched in the Indian market in 1956, and are expected to be successful in the Indian market. The new oils will be launched in the Indian market in 1956, and are expected to be successful in the Indian market. The new oils will be launched in the Indian market in 1956, and are expected to be successful in the Indian market. The new oils will be launched in the Indian market in 1956, and are expected to be successful in the Indian market.
BOB SARNOFF STAYS ON THE JOB, SAYS FATHER

MIAMI BEACH—Some of the problems of a son following in the footsteps of a successful father were outlined to the delegates attending the NBC affiliation convention here by Brig. Gen. David Sarnoff.

Speaking at a testimonial luncheon honoring his achievements, General Sarnoff spoke frankly about his relationship with his son, Bob, who is working this year as president of NBC. He said "It's not always easy for the son of a father who's head of an organization to overcome the roadblocks that attach to situations of that kind. I'm not weeping for him; I think there's an advantage or two attached to the situation, too.

Noting that Bob had not tried to emigrate as a career after a newspaper, manufacturing or radio career as his father but on the other hand, he expressed the hope that this would not be his choice for Bob Sarnoff. He explained his attitude about fathers who stated that the way of a son's progress as indicating a fear by the fact that he will himself be subjected to such criticism.

Talk at Bethesda
General Sarnoff took note of "all hell there" and that Bob is "being whipped and run up the hill, that his tenure of office at NBC is temporary and that he is to move up immediately." He added, parenthetically, that "there's more fun at NBC than at the parent RCA, where the only figures dealt with are in black and red, while there are few. "other figures" at NBC.

General Sarnoff flatly denied that Bob would make any such move, quoting the younger Sarnoff as saying he had turned down flattering offers from other organizations because he likes the job of NBC and won't go upstairs or out by "any illegal means." General Sarnoff added, wryly, that this, of course, caused laughter even to Bob, but that the latter planned to remain without date of fixed limits of any kind.

General Sarnoff also touched on the situation of his son, who has been on the executive veepee beginning January 1, stating that Kintner would not remain in that position only on the color assignment given by his title. He took note of reports that Kintner might be headed for bigger things if and when Bob was made to move upstairs.

Kintner Deal
To prove no such plan was made, he described how Kintner was hired. After a discussion between his father and Bob, General Sarnoff said he left the decision completely to Bob. To allay fears by the executive veepees, Bob put the impression on the veepees that there was no competition to hire Kintner, no one who could hire Kintner, no one who wanted to hire Kintner, nor for that matter need anyone be made to Kintner about the future — he would have to take his chances and do the best he could.

"Every man must resign himself to the end, " General Sarnoff added, "and let us pray that we may go to the Kintner, but, with a proper view to the big picture, maintain the integrity of the show.

"The best show is the only show, " the General said. "Any show that's made at the executive level better rather than by imposition from the top." He went on to say that this was the whole story, and there ain't no more to that one.

MORE OF SAME

KBTV to Do Four Shows For Falstaff
DENVER — Falstaff Beer recently announced that it is going to be a public-interest, live remote televising for KBTV after achieving phenomenal success with its shows this year.

During the 1956 campaign, KBTV transmitted live remote telecasts of the opening of the new hospital at Central City, the Hills- dilly golf tournament, Chryseion Frontiers Day celebration and other shows in the Rocky Mountains.

The same type of special event telecasting is up for 1957. But, with the exception of the annual Sunbeam Buys 'Price Chunk'

NEW YORK — Sunbeam last week bought three quarters hours of "The Price Is Right" for spot endorsements during the week of January 14 and 17.

The buy is on a trial basis and may result in further sponsorship, if the show has a successful run.

The quite stanza has been pulling some heavy mail in a letter campaign for the show. The first week's returns were about 400,000, while the second week's were expected to hit 500,000.

Christmas lighting ceremony, no definite shows have been lined up.

The contract was held by knob, KBTV manager, in New York through Dancer-Fitzgerald-Sample.

NEW LOOK

Petyr Urges "Daytime Spots For Auto Use"

NEW YORK — The importance of women in the family auto buy was on the agenda, says the TV division of Edward Petyr & Company, the largest automobile manufacturers in the use of daytime TV entertainment called "Mrs. America's Own Shows.

The report emphasizes that ear makers that more than one-third of the drivers in the U.S. are women, and that Mrs. America is becoming more and more the "family chauffeur" and "budget director." The percentage of our ownership is highest among the younger, larger families, says the presentation, and the horsepower in our younger, larger families are the strongest supporters of daytime TV.

Economy is also a factor in reaching these "25,000,000 Showroom," the report says, and in many markets live dollars minutes, and on some stations as many as 10 daytime hours, can be bought at the cost of a single night break. According to a breakdown, auto advertisers can score over 41,000,000 ads impressions each week with a national daytime spot.

Segments Eyed To Hype Shows

NEW YORK — Segments are being added to the "Price Chunk" in the scramble for stronger programming for 1957. On one hand a feature of the Walter Winchell show, "Make Me Laugh," is being piped into a panel comedy stunt of its own. On the other, Steve Allen will be added to the segment with an enhancement of his running segment, The Beekman, played by zinc and lev Parke. Material time will be allotted and more time will be given over to a color segment.

ABC-TV is adding a Beekman type of feature to its "You Asked It," a couple to visit places and places in Europe, Wayne Williams, England's answer and underwriting is now setting up permanent filming facilities in the United Kingdom and England to supply the weekly segment.

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

• New TV Spot Campaigns

**Contracts Set In Every Region**

In Two Weeks Ending November 24

This report provides the most sales, talent and news and information that the TV industry has been waiting for. The report is designed to be an easy-to-read, reader-friendly reference guide to the TV industry's needs and demands. The report is divided into a number of sections, each focusing on a different aspect of the industry. The sections are presented in a logical order, making it easy for readers to find the information they need. The report also includes a comprehensive index, making it easy to locate specific topics or names. Finally, the report is filled with charts, graphs, and illustrations to help readers better understand the data presented. To view the report, visit www.americanradiohistory.com.
NO SURPRISE TO Y&R.
Wise Movie Choice Turns Marginal Into Prime Time

NEW YORK—The new crop of strong feature films now being shown in leading houses across the country has converted marginal prime time periods to what have become prime time periods because of spectacular audience interest and ratings. The recent Y & R, for example, reported, was La Ver- vath's, vice-president and director of programming, recently
Levathes declared that the impressive showing of features had an impact to Young & Rubicam, since it had made studies of the audience and the majors allowed their catalogues to be shown on TV. This season, of course, Y & R, has made several large buys of features for its clients, the Kristol-Myers purchase of full runs in six markets being the best example. He believes that features have intrinsic entertainment value and that the public likes them.

Levathes, however, made clear that judgment must be exercised in the purchase of feature packages. He said that Y & R. selects the features it wants included in feature packages sponsored by its clients. One factor which influences its choice of a feature, he said, was whether or not the pictures were dated.

La Vervath Levathes also believes that there has been no true testing of the audience pulling power of features, except for "The Wizard of Oz" which was shown as a CBS-TV specimen- lar recently and got good ratings. Aside from the two English features, none of the networks have programmed strong American pictures in a prime time period where it would receive a heavy concentration of publicity and hit audiences at peak viewing hours.

The agency executive maintains that there is not enough promotion and publicity put behind the showing of features, except for the initial viewing of a new show. He calls current promotion spotty, and maintains it must become more highly developed and accent the follow-up.

Levathes said that he believes that TV programming is now entering a new era of critical evaluation by audiences. He pointed to the rating of "The TV Guide" in the New York area, terming the magazine a "directory of programming" and to the Nielsen viewers charts which show that millions of people tune away during the last three minutes of many network shows. He claims that there is a great deal of evidence to show that

habit patterns of viewers are being destroyed along with the continuity of familiar characters.

Follow Shows
This has resulted, Levathes declared, in sponsors being able to learn much more quickly whether their new programs will succeed. And it is an axiom at Y & R, that "ratings follow shows." The selectivity of viewing, Levathes claims, is accepted by the fact that 78 per cent of all TV sets in the country can tune to three or more stations.

Levathes said that, because of the high selectivity, he expects certain network programs to suffer in ratings because of the competition of strong feature films. But he made clear that a good network show will have an audience.

Many New Series on NBC's Docket: Pilots in Preparation

NEW YORK—NBC-TV is putting a number of new shows for spring debuts, among them a half-hour series based on Kay Thompson's "Elaine" and a Walter Brennan Western, "The Real McCooys," the pilot of which has just been delivered by Director Sheldon Leonard and Producers Irving and Norman Pennant. Also on the NBC docket is a revival of "Elmira Two," the Pinky Lee-Vivian Blaine strip of three seasons ago, for a 15-minute spot between 7:30 and 8 p.m. Lee has a possibility to return to the show.

Producer Bernde Gaul has delivered a pilot on "Robinson Crusoe," and writer Norman Simmons has completed "I Take Thee, Susan" as a Joel Grey vehicle. On the same list is Jess Oppenheimer's production of the new Betty Hutton comedy-variety-songs series and a pilot of Gloria De Haven's starer, "You're Only Young Once." NBC, meanwhile, is pressing its search for a bankroller to replace Coca-Cola on the Eddie Fisher show.

WE SALUTE YOU NBC!
on your 30th Anniversary!

UNIVERSAL
STUDIO
ZOOMAR Lenses
are used on most important local and network television productions—
studio and remote, monochrome and color—because they are faster, lighter and more flexible.

Used on these shows
WALTER WINCHELL
STEVE ALLEN
ROBERT MONTGOMERY
TEX MCCRARY and
JINX FALKENBURG
ERNIE ROYACS
MEL ALLEN
WIDE, WIDE WORLD
SPECTACULARS
BASEBALL
FOOTBALL
BASKETBALL
HORSE RACING
REPUBLICAN
DEMOCRATIC
CONVENTIONS
and others
The lens that can be mounted or removed from camera in less than a minute.

CBS Weighs Trio
Of New TV Pilots

NEW YORK—Add to the long list of properties being mulled by CBS-TV last week a trio of new pilots: "Tim Strum Carlson," a venture starring Eddie Albert, "Calamity Jane," produced by George Sherman, starring Margaret Hayes, and a semi-documentary series on winners of the Nobel Peace Prize, being produced in England by Bob Heller.
FROM CARBON MIKE ... TO LIVING COLOR!
Just thirty years ago Will Rogers was chatting with all America on the broadcast which marked the founding of the National Broadcasting Company's radio network.

But look what's happened since then.

The trumpet loudspeaker in the living room has given way to the 21-inch color screen. And radios are everywhere—in kitchens, cars, bedrooms, on beaches.

The people who chuckled at Will Rogers are laughing now at Sid Caesar and Bob Hope and Groucho Marx. The nation that loved Al Jolson and Fred Allen lights up at the sight of Perry Como and Steve Allen and Dinah Shore.

Since 1926, NBC has kept America in touch with the latest news, the latest tunes, the greatest stars of the time. The NBC chimes have helped to weld the continent together. And now the NBC color peacock is a welcome visitor in homes from coast to coast.

Millions will join Perry in Miami this Saturday night, December 15, as NBC celebrates its 30th anniversary with a gala hour-long show starring special guests Groucho Marx, Jo Stafford, Johnny Ray and Gina Lollobrigida.

The names have changed, but the object remains the same: to give the nation its best-loved personalities and programs for the next thirty years.
NEW YORK—Despite all the pressures that have been hemming in the distributors, it was reported this week that the moratorium has been remarkably active this fall. No less than 15 important regional stations are currently involved in recent months for shows they will have next season.

They have not been buying cheaply. In most cases, they are setting higher list prices than ever on their new shows (regional sales actually rising). They are getting their prices, in a number of instances, to the point where the distributors are quoted budgets in order to keep their identification on a first-name basis.

Undaunted by high talent repays, the regional salesmen are busy, with budgets of $30,000 or more being quoted for the starting of station salaries.

The rush of January and February has been replaced by the usual big-buying-selling seasonal pattern, with competition starting soon. Some of the biggest of these stations have already been released, and the distributors have set up a network of special meetings to meet the needs of the stations.

Another regional activity, for January starts picking up a little. The distributors, seeing what they have left over after the national sales situation is firm up, begin looking over the regional situation more avidly. Mostly it's for early spring in the markets and regional sales are made. But the fall for departure is not yet.

The first of the summer shows starts are bought in the summer. But comes September and the distributors are pretty well held up in their activity, the greatest concentration of regional sales is made during the fall for departure in the markets and regional activities.

Holloway is a rundown of the syndicated shows that will light up the new season for regional sponsors in the next two months:

TV LILY TRIPPER'S 6

Revue Prepping 3 Pilot Films

HOLLYWOOD—Review productions have started work on three pilot films, which will be "Jim Hawk," "The Sword," and "Snop."

"Jim Hawk," drama-adventure, in which Floyd Williamson stars, is being directed by Robert Lewis, producer.

"The Sword," a new weekly series, is being directed by "The Sword," and "Snop."

"The Sword," a new weekly series, is being directed by "The Sword," and "Snop."

PILOT PIC SCREENINGS

Nets, Film Men Critic Of Established Methods

HOLLYWOOD—Ad agencies and clients will probably have a better look at pilot screening pilots than in the past. Indications from both producers and agents is that there is a growing disaffection with the way that the screenings have been held, and that, in Inter-X, the agencies' anyway, you're going to get a lot of material about it from now on.

For producers the problem is even more acute, as pointed out by Hal Roach Jr. The film-maker, who used to sit at the end of each screening, has now essentially been removed from the viewing area.

Many agencies, in his opinion, look at pilot films halfway-skeleton, some way through the picture in the shop who wants to see the whole thing, and empres, some way through.

He is of the opinion that a showing of a pilot before the big rush is on, no agency is ready to buy Roach. Claims he comes in with it after the rush the program gets lost, and is likely to be shelved.
**WEBS ALERTED**

**Gov't, Feature Pix Intrusion Warned**

*Continued from page 2*

Parent Radio-Television Corporation of America, and NBC's, feels that color will really bloom in 1957.

But it was on the twin spectors which, according to NBC, the television networking as an industry, with all that loss of web service could mean to the companies which are the NBC tycoons concentrated their five different stations. NBC is dealing with the web brain briefing of the affiliates and Big Ben, David Saroff, NBC's vice president in charge, in honoring his achievements all went over the same ground in various ways.

The fear of new government action stems most recently from the actions of the Department of Justice involving the NBC-Westinghouse station swaps. General Saroff denied the view that the swaps resulted from the action of an inforant pushing a bill, noting that Westinghouse is twice or three times the size of his organization. Instead, he said, if drastic legislative action immediately should result, it would only benefit those elements which did not help build TV but watched the medium's development from the sidelines.

The idea especially is, as such a group, the motion picture industry, which, it is said, "has suddenly found in its vaults and tombs nuggets of gold," which would take on increasing value if only time on stations now utilized by the web were kept. General Saroff made it clear that NBC would participate in any "convene decent" legislation to extend the Westinghouse case, but would fight it to the end. The implication was clear that if the case were lost, the changes in web operation which might be required by any favorable action might well require consideration of whether or how all the networks could continue functioning.

Bob Saroff, touching on the same subject in his address, stated that if basic network operating practices are continued, "networking would continue to exist." He emphasized confidence that this would not occur, "for it is really only one issue: Will the public be heard or help if the network system is dismantled?"

He called for greater government understanding of the network built to the network business.

But the strongest words of those addresses were used for what Bob Saroff termed the "film invasion." Feature film programming and allegedly syndicated films were labeled mercilessly at every opportunity, with stress placed on the TV medium being at a crossroads, with a choice facing every broadcaster between film and live programming.

Bob Saroff warned each affiliate to "reflect on the likely results of huddling schedules with feature films - particularly if use of this temporary program lead to displacement of network programs. If such a trend results in curtailing the network's access to old, they will be deprived of the resources and the opportunities to

**ABC FILM SYNDICATION, Inc.**

10 East 44th St., New York City, Oxi7 7-8689

**FIRST** in audience appeal... rated top syndicated film in Portland (31.7%) and San Diego (27.4%), **FIRST** in time period in San Francisco (38.4%), Spokane (27.4%), Seattle (15.7%), Kalamazoo (15.5%), Wichita (52.7%) and St. Louis (18.2%).

**FIRST** in sales results... testimonial phone... one-woman months in advance... enrichment and recognition for you and your product.

**FIRST** to dramatize the personality of the group of law enforcement officers in action, with thrilling stories of ranch, air, sea and mountain rescues, murder, robbery, juvenile crime. Storing case histories to build audiences of all ages!

**FIRST** with top advertisers... making headline news in sales... Miller Brewing, National Biscuit Co., Sylvania, General Electric, General Tire, Petri Wine, etc.

**WEBS ALERTED**

**The Billboard**

**TV FILM PROGRAMMING**

**Gross-Krasne Signs Thayer**

HOLLYWOOD - C. Y. V. Thayer Jr., for the past 11 years vice-president of Roland Reed Productions, last week was named executive v-p of Gross-Krasne, Inc. Thayer will take over a portion of Phil Krasne's administrative duties, with Krasne concentrating on the TV distribution policy. In addition, Thayer is expected to set up production of TV and theatrical films in England under the Eagle Films.

Reed, who was out of production for the past several weeks, last week went back to filming TV cop and industrial films with commercials for Alussane and Kaiser on tap. Arthur Pasnow has been set to take over Thayer's former duties.

**Politically**, the network of what stations which already have purchased costly film libraries are to do with their product. Whirlybirds' Sales Now 83

NEW YORK — CBS-TV Film Sales this week sold "Whirlybirds" to 10 more markets, bringing its sales to a total of 53 in the first month the show has been available. Continental Oil added eight more markets to the 39 already purchased.

Westinghouse bought the fifth series for its stations in Boston, WFEA, and Pittsburgh, KDKA. Wildfire bought it for Oregon, Sipes Grocery for Tulsa, Okla., and WPXN, New York, WVTN, Columbus, O., for their areas.

**ABC FILM SYNDICATION, Inc.**

10 East 44th St., New York City, Oxi7 7-8689

**FIRST** in audience appeal... rated top syndicated film in Portland (31.7%) and San Diego (27.4%), **FIRST** in time period in San Francisco (38.4%), Spokane (27.4%), Seattle (15.7%), Kalamazoo (15.5%), Wichita (52.7%) and St. Louis (18.2%).

**FIRST** in sales results... testimonial phone... one-woman months in advance... enrichment and recognition for you and your product.

**FIRST** to dramatize the personality of the group of law enforcement officers in action, with thrilling stories of ranch, air, sea and mountain rescues, murder, robbery, juvenile crime. Storing case histories to build audiences of all ages!

**FIRST** with top advertisers... making headline news in sales... Miller Brewing, National Biscuit Co., Sylvania, General Electric, General Tire, Petri Wine, etc.
DENVER — The value of the M-G-M Library came under closer scrutiny last week with the release of the American Research Bureau’s first report for this market since the battle of the movies began this fall. The best part of it is that no one seems to have lost too much and almost everyone won a little.

Numerous syndicated programs, both first-run and rerun, beat the M-G-M Movie Theater, which plays indie KTVB, 9:11-10 p.m. across the board. The M-G-M show was also trimmed by the “David O. Selznick Theater,” on KOA-TV when the two films clashed Monday, 9-10 p.m. But despite the results on a night-by-night basis, the overall picture for the four M-G-M shows pulled the station up to an above-average position in this competitive market. In the ARB summary of station share of sets in use, KTVB has the pack on Monday—Friday, 9-midnight breakdown. It had a 4.8 share, followed by the usually dominant KLZ-TV with a 5.3.

In the Saturday breakdown for the entire week, KTVB trailed close in a growth area, 17 to 32. Less than six months ago, in the

Revue Winds Up 2 Pilots, Plans Others

NEW YORK — Pilots of two situation comedy shows have been completed by Revue Productions, the studio that handles former character “Amos,” the other by Lewis Paul, “Sister Lucie Goes to Town.” The pilots will be aired as part of one of Revue’s dramatic anthology series. Revue is a production affiliate of MCA subsidiary with mystery and adventure starring.

Up and Down on Revue’s schedule include “Bottle Bailey,” “Miss America,” “Goody Gumdrops” and “Cortez,” the latter a name of Director Erskin writing-producing-doers.

WOONING OF NTA

Five N.Y. Outlets Bid For New 20th Films

NEW YORK — Five of the seven stations in this market are now reported seeking the new package of 20th-Century-Fox features. This is a sign of the extent to which the studio’s feature films has expanded with the supply. A year ago only two New York stations were considered in the run for the Fox features: WCBS-TV for the “Late” and “Early Show,” and WOR-TV for the “Million Dollar Theater.”

WCBS-TV, with a backlog of about 1,000 films (including M-G-M, Warner Bros., and Columbia), may have been re- garded as satisfied for the time being. But according to rumors at press time, WOR has now the two most potent bidders for Fox film, a position it has been filling for several years.

The other two stations that have been discussing the package with NTA are WATV, which bought the first 20th package, WABC, which has been buying first-run pictures in the past few years but has a fairly heavy schedule of reruns, and WOR-TV, which is now making extensive use of its stock of Fox pictures.

These three stations are not expected to bid as high as WNBC and WOR, but NTAs $10,000 per picture in New York on the first 20th package and is said to be shooting higher on the new one.

‘Field-Stream’ For Geneseo Beer in N.Y.

ROCHESTER, N.Y. — Geneseo brewing last week bought the quarter-hour “Field and Stream” package not only because of its great financial “return,” but also because it may have a great need for the equipment as a hedge against the possible demise of “To-night Special,” the show of the day doesn’t click.

Other Stations

The other three stations that have been discussing the package with NTA are WATV, which bought the first 20th package, WABC, which has been buying first-run pictures in the past few years but has a fairly heavy schedule of reruns, and WOR-TV, which is now making extensive use of its stock of Fox pictures.

These three stations are not expected to bid as high as WNBC and WOR, but NTAs $10,000 per picture in New York on the first 20th package and is said to be shooting higher on the new one.

‘Field-Stream’ For Geneseo Beer in N.Y.

ROCHESTER, N.Y. — Geneseo brewing last week bought the quarter-hour “Field and Stream” package not only because of its great financial “return,” but also because it may have a great need for the equipment as a hedge against the possible demise of “To-night Special,” the show of the day doesn’t click.

Other Stations

The other three stations that have been discussing the package with NTA are WATV, which bought the first 20th package, WABC, which has been buying first-run pictures in the past few years but has a fairly heavy schedule of reruns, and WOR-TV, which is now making extensive use of its stock of Fox pictures.

These three stations are not expected to bid as high as WNBC and WOR, but NTAs $10,000 per picture in New York on the first 20th package and is said to be shooting higher on the new one.

‘Field-Stream’ For Geneseo Beer in N.Y.

ROCHESTER, N.Y. — Geneseo brewing last week bought the quarter-hour “Field and Stream” package not only because of its great financial “return,” but also because it may have a great need for the equipment as a hedge against the possible demise of “To-night Special,” the show of the day doesn’t click.

Other Stations

The other three stations that have been discussing the package with NTA are WATV, which bought the first 20th package, WABC, which has been buying first-run pictures in the past few years but has a fairly heavy schedule of reruns, and WOR-TV, which is now making extensive use of its stock of Fox pictures.

These three stations are not expected to bid as high as WNBC and WOR, but NTAs $10,000 per picture in New York on the first 20th package and is said to be shooting higher on the new one.

‘Field-Stream’ For Geneseo Beer in N.Y.

ROCHESTER, N.Y. — Geneseo brewing last week bought the quarter-hour “Field and Stream” package not only because of its great financial “return,” but also because it may have a great need for the equipment as a hedge against the possible demise of “To-night Special,” the show of the day doesn’t click.

Other Stations

The other three stations that have been discussing the package with NTA are WATV, which bought the first 20th package, WABC, which has been buying first-run pictures in the past few years but has a fairly heavy schedule of reruns, and WOR-TV, which is now making extensive use of its stock of Fox pictures.

These three stations are not expected to bid as high as WNBC and WOR, but NTAs $10,000 per picture in New York on the first 20th package and is said to be shooting higher on the new one.

‘Field-Stream’ For Geneseo Beer in N.Y.

ROCHESTER, N.Y. — Geneseo brewing last week bought the quarter-hour “Field and Stream” package not only because of its great financial “return,” but also because it may have a great need for the equipment as a hedge against the possible demise of “To-night Special,” the show of the day doesn’t click.

Other Stations

The other three stations that have been discussing the package with NTA are WATV, which bought the first 20th package, WABC, which has been buying first-run pictures in the past few years but has a fairly heavy schedule of reruns, and WOR-TV, which is now making extensive use of its stock of Fox pictures.

These three stations are not expected to bid as high as WNBC and WOR, but NTAs $10,000 per picture in New York on the first 20th package and is said to be shooting higher on the new one.

‘Field-Stream’ For Geneseo Beer in N.Y.

ROCHESTER, N.Y. — Geneseo brewing last week bought the quarter-hour “Field and Stream” package not only because of its great financial “return,” but also because it may have a great need for the equipment as a hedge against the possible demise of “To-night Special,” the show of the day doesn’t click.

Other Stations

The other three stations that have been discussing the package with NTA are WATV, which bought the first 20th package, WABC, which has been buying first-run pictures in the past few years but has a fairly heavy schedule of reruns, and WOR-TV, which is now making extensive use of its stock of Fox pictures.

These three stations are not expected to bid as high as WNBC and WOR, but NTAs $10,000 per picture in New York on the first 20th package and is said to be shooting higher on the new one.

‘Field-Stream’ For Geneseo Beer in N.Y.

ROCHESTER, N.Y. — Geneseo brewing last week bought the quarter-hour “Field and Stream” package not only because of its great financial “return,” but also because it may have a great need for the equipment as a hedge against the possible demise of “To-night Special,” the show of the day doesn’t click.

Other Stations

The other three stations that have been discussing the package with NTA are WATV, which bought the first 20th package, WABC, which has been buying first-run pictures in the past few years but has a fairly heavy schedule of reruns, and WOR-TV, which is now making extensive use of its stock of Fox pictures.

These three stations are not expected to bid as high as WNBC and WOR, but NTAs $10,000 per picture in New York on the first 20th package and is said to be shooting higher on the new one.

‘Field-Stream’ For Geneseo Beer in N.Y.

ROCHESTER, N.Y. — Geneseo brewing last week bought the quarter-hour “Field and Stream” package not only because of its great financial “return,” but also because it may have a great need for the equipment as a hedge against the possible demise of “To-night Special,” the show of the day doesn’t click.

Other Stations

The other three stations that have been discussing the package with NTA are WATV, which bought the first 20th package, WABC, which has been buying first-run pictures in the past few years but has a fairly heavy schedule of reruns, and WOR-TV, which is now making extensive use of its stock of Fox pictures.

These three stations are not expected to bid as high as WNBC and WOR, but NTAs $10,000 per picture in New York on the first 20th package and is said to be shooting higher on the new one.
Pilots Screenings

Chip Freedman,

most certain to fall prey to the age-ology psychology of 'maybe we'll get a better one tomorrow.' 

The most frequent response of getting to be known as 'having been sold' is also entirely unfactit. A good example of this is the phrase 'The Value of a Model' which Delos produced last season, and which was shown to the pilots at the 20th Century-FOX P & G put in an order for the series, only to cancel later because no network time could be found.

What is the answer then? Rood believes that it's the creation of a pool of pilots of various types. This is due to agencies being sold, but held until such a time when a sponsor suddenly finds himself in need of a program, as almost in every case, the pilot can then be ready to screen a new series of programs, knowing that there's nothing to lose if it's not picked up. The making of the Madison Avenue pilot is at hand, with those which has been accepted. Small producers, of course, can make a deal, but the occasion Avenue crash is likely to be heavy on the network.
No Reduction in Album Disking Foreseen in ’57

Volume Forecasts Show Dealer Saturation Point Still Far Off

NEW YORK — There seems little likelihood of any reduction in disk sales in 1957. It is expected that the forthcoming year will see fewer records sold, but this is not expected to make any sections dent in the over-all quantitative picture. Many execs, notably Goddard Lieberson, president of Columbia, are known to favor a more selective approach toward the package business, but it is felt that current factors in the business preclude a production cut at present. These factors include extreme competition, which has a tendency to any reduction in the sales of records, and the apparent efficiency of dealers in allowing non-performing artists to move in the industry.

A Columbia exec also notes that, however, the Columbia team won show albums and original cast albums and the greater emphasis on television by albums as a means of luring new artists—all of which will tend to increase production.

Mr. Victor’s vice-president, George Mark, stated that court would expand album production in all categories, but that it would definitely not cut down, he said.

Lloyd Dunn, Capitol’s vice-president in charge of sales and merchandising, said firm’s package output could increase at least 15% in 1956. Dunn would indicate quantity, but it is known that firm holds to the policy that “added albums do not contribute to the business.” Dunn averred that the industry is a long way off reaching a saturation point with the dealer. He noted that forecasts for the phonograph industry volume in 1957 far exceed the rate of the disk industry, in that such an increase in sales can be expected in a number of years away.

Decca, of course, wants the same holds for Coral, Yeppee Leonard Schneider said: “As long as there is an increase in phonograph sales we plan to continue package releases.”

Mercury Records plans a re-schedule of packages in order that more attention might be given individual albums.

ABC Paramount plans to do all out on album production next year and will appoint for the first time a company manager to concentrate strictly on LP merchandising and sales.

Chrysalis, with Capitol and Capitol, have indicated an increased album production in 1957. Many of the industry’s execs, however, expect to radically change from the present method of release of a planned program of recorded releases that has been in effect up to now. But, essentially, this is a way of diversifying its repertoire via the hoped-for increase in film production, which is a highly classifiable, classifiable project.

Low Chud, Imperial Records president, expects to release at least 100 packages in 1957, with more emphasis on hit singles and background music fields.

Chord, Sony, RCA, and Decca are expected to match their more record in their respective territories during 1957. Columbia, with the assistance of the Columbia district managers, will go into 1957 with an increased program of record development. Changes in the Columbia field organization were outlined at the label’s district managers’ sales meeting (Continued on page 2).

Col. Reorgs Field Force for 1957

Keynote Is Distribution, Market and Dealer Development Plus Promotion

NEW YORK—Columbia Records has blueprint a complete field organization, to become effective January 1. Bill Gallagher, who is in charge of the field, is making changes in order to consolidate and streamline the label’s sales and merchandising efforts during 1957. Each district manager, Gallagher pointed out, will point out, might be concentrated on a maximum of four markets. This will, he feels, make the field give a better opportunity to concentrate on distributing efficiency, record development and dealer development and promotion. In-store activities, too, will be more closely related and will also get top emphasis, Gallagher adds.

Field men under the direction of special markets manager, Milly Selvitella, will also concentrate on Hayes Now in Decca Fold

NEW YORK—Richard Hayes has Switched from ABC Para-Paramount to Decca. He will head a newly organized six-person division (Continued on page 6).

Dot Maps Expansion; Inks Hunter, Heston

Hollywood—In a series of moves which highly announce future plans, Randi Wood, president of Dot Records, last week inked motion picture stars Tab Hunter and Charlton Heston to recording contracts, announced the forthcoming opening of Dot’s new sales office next week in New Orleans, laid plans for the entry of Dot Records into television and radio, and mapped new areas into which the indie firm is expected to move in the near future.

Both Heston and Hunter were signed to long-term recording contracts, will be cross-promoted to act in films, and will appear on television, radio and in nightclubs in the near future. One of Hunter’s first assignments will be on the NBC television show, "The Red Skelton Hour." Both Hunter and Heston were signed to long-term recording contracts, and both are expected to be in the business for some time to come.

Robert Hoyer, president of Dot Records, who was present at the contracts signing, said that Dot Records plans to move into the national market on a major scale during the year. The firm has already signed a number of recording artists, and plans to sign a number of additional artists in the near future.

AMONG THE TRADE CIRCLE

Nippon Cap.—King Split Has Nippon Diskers Agog

Tokyo—Music circles along Ginza here have been abuzz last week with rumors of a split between Nippon Cap. and King Disk Co., Ltd. This move, which has been discussed for some time, has been confirmed by both companies.

Both companies have confirmed that they have reached an agreement for the sale of Nippon Cap. to King Disk Co., Ltd. The details of the agreement have not been disclosed, but it is understood that Nippon Cap. will become a subsidiary of King Disk Co., Ltd.

The move is expected to bring about a sharp rise in the prices of Nippon Cap. records on the Japanese market. The company has been one of the leading producers in Japan, and its records are widely popular among the Japanese people.

Nippon Cap. has been in operation for more than 50 years, and has been one of the leading record companies in Japan. The company has a number of artists under contract, including many of the leading singers and musicians in the country.

The move is expected to bring about a sharp rise in the prices of Nippon Cap. records on the Japanese market. The company has been one of the leading producers in Japan, and its records are widely popular among the Japanese people.

The move is expected to bring about a sharp rise in the prices of Nippon Cap. records on the Japanese market. The company has been one of the leading producers in Japan, and its records are widely popular among the Japanese people.

The move is expected to bring about a sharp rise in the prices of Nippon Cap. records on the Japanese market. The company has been one of the leading producers in Japan, and its records are widely popular among the Japanese people.
Conkling's AFM Suit Testimony

HOLLYWOOD—The threat of an AFM court action has hovered over the disk business some two years ago, according to testimony presented at the AFM, former president of Columbia Records, before the Rec-

Conkling's testimony pointed out that it was during negotiations with AFM President James C. PetffeU that it was suggested that increase in the musicians scale be paid to the trust fund. Whendiskyra-

Records', Kalmus, was Pauline &b. the contract. YorK

Miller currently is a member of the Trust Fund, with "Latin Blues," with the band. Miller also conducted the New York 31.

Moy Plans 1957 All-Music Meet

Chicago: An attempt to elaborate the operation of American’s 1957 convention more fully representative of the entire music industry, a group of 100 organizations, including representatives of the music, broadcasting, and recording industries, was presented to the convention.

The 31-man board agreed that the 1937 meet, which will be held next June in New York, should include a session devoted to the music industry’s contribution to the OMA board of directors meeting in New York.

The board is not expected to be finalized until the end of the current year, but it is expected to be finalized in time for the next year.

DJ LP Spins Prep ‘Sleeper Singles’

RCA’s ‘One World for Hits’ Set for Spring Kick-Off

World-Wide Pop Disk Sales Project

By BILL SIMON

New York — RCA Victor’s "One World for Hits," the project that was launched last year, is now in its fifth year.

This information was passed last week by Victor executive Bill Boblick, manager of the sales department, and Joe Carlson, a top clerk, following their return from a four-day-and-half-week tour of RCA’s European disk operations. The tour took them to England, France, Spain, Italy, Switzerland, and the United States.

Carlson, who had visited Eng-

RA’s ‘One World for Hits’ Set for Spring Kick-Off

World-Wide Pop Disk Sales Project

By BILL SIMON

New York — RCA Victor’s "One World for Hits," the project that was launched last year, is now in its fifth year.

This information was passed last week by Victor executive Bill Boblick, manager of the sales department, and Joe Carlson, a top clerk, following their return from a four-day-and-half-week tour of RCA’s European disk operations. The tour took them to England, France, Spain, Italy, Switzerland, and the United States.

Carlson, who had visited Eng-

RCA’s ‘One World for Hits’ Set for Spring Kick-Off

World-Wide Pop Disk Sales Project

By BILL SIMON

New York — RCA Victor’s "One World for Hits," the project that was launched last year, is now in its fifth year.

This information was passed last week by Victor executive Bill Boblick, manager of the sales department, and Joe Carlson, a top clerk, following their return from a four-day-and-half-week tour of RCA’s European disk operations. The tour took them to England, France, Spain, Italy, Switzerland, and the United States.

Carlson, who had visited Eng-

RCA’s ‘One World for Hits’ Set for Spring Kick-Off

World-Wide Pop Disk Sales Project

By BILL SIMON

New York — RCA Victor’s "One World for Hits," the project that was launched last year, is now in its fifth year.

This information was passed last week by Victor executive Bill Boblick, manager of the sales department, and Joe Carlson, a top clerk, following their return from a four-day-and-half-week tour of RCA’s European disk operations. The tour took them to England, France, Spain, Italy, Switzerland, and the United States.

Carlson, who had visited Eng-

RCA’s ‘One World for Hits’ Set for Spring Kick-Off

World-Wide Pop Disk Sales Project

By BILL SIMON

New York — RCA Victor’s "One World for Hits," the project that was launched last year, is now in its fifth year.

This information was passed last week by Victor executive Bill Boblick, manager of the sales department, and Joe Carlson, a top clerk, following their return from a four-day-and-half-week tour of RCA’s European disk operations. The tour took them to England, France, Spain, Italy, Switzerland, and the United States.

Carlson, who had visited Eng-

RCA’s ‘One World for Hits’ Set for Spring Kick-Off

World-Wide Pop Disk Sales Project

By BILL SIMON

New York — RCA Victor’s "One World for Hits," the project that was launched last year, is now in its fifth year.

This information was passed last week by Victor executive Bill Boblick, manager of the sales department, and Joe Carlson, a top clerk, following their return from a four-day-and-half-week tour of RCA’s European disk operations. The tour took them to England, France, Spain, Italy, Switzerland, and the United States.

Carlson, who had visited Eng-

RCA’s ‘One World for Hits’ Set for Spring Kick-Off

World-Wide Pop Disk Sales Project

By BILL SIMON

New York — RCA Victor’s "One World for Hits," the project that was launched last year, is now in its fifth year.

This information was passed last week by Victor executive Bill Boblick, manager of the sales department, and Joe Carlson, a top clerk, following their return from a four-day-and-half-week tour of RCA’s European disk operations. The tour took them to England, France, Spain, Italy, Switzerland, and the United States.

Carlson, who had visited Eng-

RCA’s ‘One World for Hits’ Set for Spring Kick-Off

World-Wide Pop Disk Sales Project

By BILL SIMON

New York — RCA Victor’s "One World for Hits," the project that was launched last year, is now in its fifth year.

This information was passed last week by Victor executive Bill Boblick, manager of the sales department, and Joe Carlson, a top clerk, following their return from a four-day-and-half-week tour of RCA’s European disk operations. The tour took them to England, France, Spain, Italy, Switzerland, and the United States.

Carlson, who had visited Eng-

RCA’s ‘One World for Hits’ Set for Spring Kick-Off

World-Wide Pop Disk Sales Project

By BILL SIMON

New York — RCA Victor’s "One World for Hits," the project that was launched last year, is now in its fifth year.

This information was passed last week by Victor executive Bill Boblick, manager of the sales department, and Joe Carlson, a top clerk, following their return from a four-day-and-half-week tour of RCA’s European disk operations. The tour took them to England, France, Spain, Italy, Switzerland, and the United States.

Carlson, who had visited Eng-

RCA’s ‘One World for Hits’ Set for Spring Kick-Off

World-Wide Pop Disk Sales Project

By BILL SIMON

New York — RCA Victor’s "One World for Hits," the project that was launched last year, is now in its fifth year.

This information was passed last week by Victor executive Bill Boblick, manager of the sales department, and Joe Carlson, a top clerk, following their return from a four-day-and-half-week tour of RCA’s European disk operations. The tour took them to England, France, Spain, Italy, Switzerland, and the United States.

Carlson, who had visited Eng-

RCA’s ‘One World for Hits’ Set for Spring Kick-Off

World-Wide Pop Disk Sales Project

By BILL SIMON

New York — RCA Victor’s "One World for Hits," the project that was launched last year, is now in its fifth year.

This information was passed last week by Victor executive Bill Boblick, manager of the sales department, and Joe Carlson, a top clerk, following their return from a four-day-and-half-week tour of RCA’s European disk operations. The tour took them to England, France, Spain, Italy, Switzerland, and the United States.

Carlson, who had visited Eng-

RCA’s ‘One World for Hits’ Set for Spring Kick-Off

World-Wide Pop Disk Sales Project

By BILL SIMON

New York — RCA Victor’s "One World for Hits," the project that was launched last year, is now in its fifth year.

This information was passed last week by Victor executive Bill Boblick, manager of the sales department, and Joe Carlson, a top clerk, following their return from a four-day-and-half-week tour of RCA’s European disk operations. The tour took them to England, France, Spain, Italy, Switzerland, and the United States.

Carlson, who had visited Eng-

RCA’s ‘One World for Hits’ Set for Spring Kick-Off

World-Wide Pop Disk Sales Project

By BILL SIMON

New York — RCA Victor’s "One World for Hits," the project that was launched last year, is now in its fifth year.

This information was passed last week by Victor executive Bill Boblick, manager of the sales department, and Joe Carlson, a top clerk, following their return from a four-day-and-half-week tour of RCA’s European disk operations. The tour took them to England, France, Spain, Italy, Switzerland, and the United States.

Carlson, who had visited Eng-

RCA’s ‘One World for Hits’ Set for Spring Kick-Off

World-Wide Pop Disk Sales Project

By BILL SIMON

New York — RCA Victor’s "One World for Hits," the project that was launched last year, is now in its fifth year.

This information was passed last week by Victor executive Bill Boblick, manager of the sales department, and Joe Carlson, a top clerk, following their return from a four-day-and-half-week tour of RCA’s European disk operations. The tour took them to England, France, Spain, Italy, Switzerland, and the United States.

Carlson, who had visited Eng-

RCA’s ‘One World for Hits’ Set for Spring Kick-Off

World-Wide Pop Disk Sales Project

By BILL SIMON

New York — RCA Victor’s "One World for Hits," the project that was launched last year, is now in its fifth year.

This information was passed last week by Victor executive Bill Boblick, manager of the sales department, and Joe Carlson, a top clerk, following their return from a four-day-and-half-week tour of RCA’s European disk operations. The tour took them to England, France, Spain, Italy, Switzerland, and the United States.

Carlson, who had visited Eng-

RCA’s ‘One World for Hits’ Set for Spring Kick-Off

World-Wide Pop Disk Sales Project

By BILL SIMON

New York — RCA Victor’s "One World for Hits," the project that was launched last year, is now in its fifth year.

This information was passed last week by Victor executive Bill Boblick, manager of the sales department, and Joe Carlson, a top clerk, following their return from a four-day-and-half-week tour of RCA’s European disk operations. The tour took them to England, France, Spain, Italy, Switzerland, and the United States.

Carlson, who had visited Eng-
**TV THEME**

**Disk Bids For Cops' Promotion**

NEW YORK — State police in 45 States and one of the nation's largest insurance companies combine the latest elements in the many-faceted field of disk promotion.

Cyril Stimpson's London delight of "Highway Patrol," theme music for the TV hit, is based on the name of the show. London police are among the "cops" on the special promotion set by 20th Television, producer of the series. Brodick Crawford, star of the series, is sending copies of the disk with a letter to the brass of highway patrols and State police across the nation, urging them to adopt it as their official "theme" and to play it, since it calls attention to the work of the highway officers.

The version of the tune was released by London simultaneously in the United States and Great Britain, where the show is one of the top-rated on television. Whether London's "hobbies" and other radio groups in Britain have agreed to get behind the disk was not disclosed.

Meanwhile, Decca Records has set up a joint promotion with the Insurance Company of North America on its "Christmas Song with Bing!" album. The successful CBS Radio show of last year, from which the album takes its title, will be repeated this Christmas and will be sponsored by the insurance firm.

North America is featuring prominent mention of both the show and the album in all current advertising, in radio trade papers and in display material for branches.

**Cap. Sues Pubs Over 'Baby' Rights**

NEW YORK — Capitol Records filed suit in New York Supreme Court here last week asking the court to adjudge the owners of the rights to publisher royalties from the tune "Nothing's Too Good for My Baby," which appears in Louis Prima's new Capitol LP "The Wildcat." Defendants in the action are Enterprise Music and Joseph H. Sitty, who operates Sunun Music. Both firms claim rights to the tune, which was recorded by Capitol prior to October 16, 1956. At that time Enterprise represented ownership of the song and licensed Capitol. However, on October 16 Sitty claimed ownership of the tune and charged Capitol with infringement.

In its suit, Capitol asks the court for a declaration that neither of the defendants is entitled to any royalties from the tune and that such royalties are derived from restitution action against Capitol. The label also asked that the defendants be required to issue and settle between them the allocation of royalties paid out on the song from Capitol.

**Goldsen Gets Music Rights To 'Fool'in'**

HOLLYWOOD — Publisher Mickey Golden garnered rights to the score for the upcoming Broadway production of "Fool'in." Here's what he wrote last week, organizing a new film, Tyke Music (ASCAP), in partnership with writer William Barnes.

"Barney, who penned music and lyrics for the show, is currently engrossed in rewriting a portion of the show prior to a modern chas- suanua run in 72 cities beginning next month. Shown is the film for Cary and Cary's production, and the first musical under his banner."

Curt will headline dancer Gene Nelson and singer Son Carson. Golden's only previous legit score was "Love Song."

**Liberty Names Bobby Dieterle To Sales Post**

HOLLYWOOD — Bobby Dieterle, who recently resigned his post as Columbia Records' New York, is scheduled to join Coast label Liberty Records sometime next month to head the firm's sales and promotion departments. Mr. Dieterle is expected to direct the operation of Liberty in its relationships with distributors, and will make his home here, joining his wife, Curtis Dieterle, a studio arranger-composer.

Meanwhile, Liberty President Stu Warner resigned his post as orchestra manager at 20th Century-Fox, to devote full time to his company. Associated with the studio for 20 years, Warner's resignation becomes effective February 19. Label chief disclosed that December has thus far accounted for the biggest volume since the company was formed two years ago, largely as a result of the Patience and Prudence hit, "Gonna Get Along Without Ya, Now," and the Julie London album, "Calendar Girl."

Label started recording in its own studio last week, setting sessions with masters Jerry Gray, Don Farnum and Bobby Hammad.

**Caelesto Debs Two Special Holiday LP's**

NEW YORK — Caelesto Records, the spoken-word disk company, last week rushed out two specials for the holiday season.

The first was the initial release in a projected series based on Noel Coward plays and featuring the playwright-actor himself. On one side of the special, Coward, together with Margaret Leighton, does the TV version of his wit, "Brief Encounter." The flip has scenes from "Blithe Spirit," and "Perfect Laughter." Miss Leighton currently is touring Broadway in "Separate Tables."

The second release, which was uncabled last Tuesday (11) at a cocktail party for the press, literature and theatrical personalities, carries several segments from James Joyce's "Ulysses." One side has Siobhan McKenna as Molly Bloom, and other features E. G. Marshall as Leopold Bloom.

Caelesto has just printed its new, complete catalog, listing approximately 70 LP's. These catalogs are being made available to dealers gratis, if any quantity requested.

**BML to Host Parley for FCC**

NEW YORK — Broadcast Music, Inc., will host members of the Federal Communications Commission at a special party in Washington, D. C. January 31. BML officials will all be on hand, while entertainment will be provided by BML writer-performers. Headlining the bill will be Eden Arnold, Kitty Johnson and Joe Venuti.

**For many years no other single factor has matched The Billboard's power and influence on Disk Jockey Programming . . .**

**AND NOW! Another Billboard First For '57 NOT 1, BUT 4 SPECIAL DISK Jockey PROGRAMMING QUARTERLY EDITIONS**

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

**FIRST QUARTERLY EDITION JAN. 26, 1957**

Don't Miss It!
Be generous this year. Give more than before to keep your Hospital going and growing. You're only asked once yearly, you know, but the protection to you is continuous.

Employers, boost the Salute in your Company... Executives, boost the Salute in your Department... Employees, boost the Salute in your conscience and your heart.

*Time for Cheerful Giving to* WILL ROGERS MEMORIAL HOSPITAL and RESEARCH LABORATORIES


Will Rogers Hospital gratefully acknowledges the contribution of advertising production by M-G-M, and of space by this publisher.
For just 25c a week these sales helps can mean MORE PROFIT DOLLARS FOR YOU!

Billboard's SALEs BOOSTER KITS are helping dealers everywhere sell more singles, albums, phones and accessories!

For as little as 25c a week you, too, can put these colorful window, wall and counter posters to work in your store so that you push profits up, up, up!

Twice a month, you get all these sales-aidsm mailed to you in a special SALES BOOSTER KIT.

- "HONOR ROLL OF HITS" POSTER - 17"x22". Flashy two color. Lists the Top 10 Tunes of the week plus the up-and-coming hits.
- "BIG SKY" POP ALBUM POSTER - 17"x22". Two color. Lists the top selling albums. Great for self-selection displays.
- "BIG SKY" CLASSICAL ALBUM POSTER (alternating with "BIG SKY" POP JAZZ ALBUM POSTER). Giant, 17"x22". "Two color. Use 'em on counters and over self-service rooks.
- "TODAY'S TOP TUNES"...give-away folders listing the tops in pops, classical, jazz, R&B, C&W. Great for listening booths, direct mail selling, statement enclosures.
- NEW TITLES...NEW ARTISTS...NEW EQUIPMENT POSTERS...a big supply every kit, to dress up your windows, walls and counters. Real customer convinners of the point-of-sale.

MAIL THIS COUPON NOW AND SAVE UP TO 50% on the cost of the new Kits. Kits can be mailed to you by express.

New SALES BOOSTER KIT subscribers can come in now for the special introductory offer that gives you six KITS for only $3.00 - regular price $5.00 - per kit.

Music as Written

Singer One-Step Opes
Second Outlet in Chi...

Singer One-Stop, Chicago's largest one-stop operation, last week opened a second location at 6020 South Halsted Street. Fred Spiera, a man who said increasing acceptability of this distribution method made way for the expansion. Larger retail outlets, he claimed, are calling upon the supplier to fill their emergency needs, adding that the small retailers and take operators who provide the basis of the business. Allof, he said, are comprising a sharply increasing part of the one-stop trade.

New York

Bally's canary Betty Johnson sang her latest platter "I Decided" on Monday's "The Ed Sullivan's CBS-TV show last Sunday (12) ..." (More in Billboard.)

CARD'D LOVERS TEEN-AGE BAIT

NEW YORK — The Retailers and Camera Supply Store here is utilizing an unusual phone plan that has enabled to get quick promotional to album sales to teen-age customers.

In co-operation with Interscope Theaters and Capital Records, the shop recently set it up so that every patron purchasing a "Can't" sound track LP could have his picture taken free with a stooge cardboard "stardom" of Dean.

A similar three-way photo tie-up is currently in operation during the week of "Edsley's first picture, "Love Me Tender," with purchases of Presley's EP sound track from the album entitled to a free photo with a "stardom" of the Village Boy.

The promotion is the brain-child of retailer Donald L. Janier.

Lubinsky Buys Discovery Wax And Copy

NEW YORK — Herman Lubinsky, Savoy-Regent Records mailer, has acquired over 100 unused masters formerly owned by Discovery Records, label operation founded by Albert Marks in Hollywood. The masters, acquired from the forefathers of Discovery, include performances by Red Norvo, Martha Raye, Phil Moore, Art Pepper, Paul Smith, Hans Koller, Joppe Hipp and others. Lubinsky has also acquired the copyrights formerly held by J. and J. Music Corporation, BMI affiliates, which owned most of the tunes on the Discovery masters bought by Lubinsky.

The Discovery material will be re-mastered, and those not of sufficient quality in order to sell their songs. Due to more form people coming to the cities and a lot of city people moving to the farm, the two locations are now on the same level as to intellectual and speech. With this fact in mind, a singer shouldn't have to sound as if he just came out of the sticks in order to sell a song. There are many good songwriters who write this way although they don't use it intentionally because a.m. men request it. One new singer I'm impressed with in David Selvin, who has a blues background. I'll always have a spot on RCA Victor. He doesn't sound at all country. I hope others will follow suit so that when a singer comes on here at Washington everybody else on the staff won't have to rack out each other.

T. K. Brown, WTTA, Bristol, Va., advises that his station is badly in need of wax. ...Tip Sharp, WWXY, Winchester, Ky., is on the air from 5:00 a.m. to 7:00 a.m. on "The Country Corner," and from 1:00-3:00 p.m. across the board, with "The East Kentucky Jamboree." ...Aunt Louise, WTJK, Louisville, Ky., has just celebrated her 453rd birthday on Monday Thursday, 9:00-11:00 a.m., and from 1:00-3:00 p.m., with "The Country Corner," and from 1:00-3:00 p.m., across the board, with "The East Kentucky Jamboree." ...Aunt Louise, WTJK, Louisville, Ky., has just celebrated her 453rd birthday on Monday Thursday, 9:00-11:00 a.m., and from 1:00-3:00 p.m., across the board, with "The Country Corner," and from 1:00-3:00 p.m., across the board, with "The East Kentucky Jamboree." ...T. K. Brown, WTTA, Bristol, Va., advises that his station is badly in need of wax. ...Tip Sharp, WWXY, Winchester, Ky., is on the air from 5:00 a.m. to 7:00 a.m. on "The Country Corner," and from 1:00-3:00 p.m. across the board, with "The East Kentucky Jamboree." ...Aunt Louise, WTJK, Louisville, Ky., has just celebrated her 453rd birthday on Monday Thursday, 9:00-11:00 a.m., and from 1:00-3:00 p.m., across the board, with "The Country Corner," and from 1:00-3:00 p.m., across the board, with "The East Kentucky Jamboree." ...Aunt Louise, WTJK, Louisville, Ky., has just celebrated her 453rd birthday on Monday Thursday, 9:00-11:00 a.m., and from 1:00-3:00 p.m., across the board, with "The Country Corner," and from 1:00-3:00 p.m., across the board, with "The East Kentucky Jamboree." ...Aunt Louise, WTJK, Louisville, Ky., has just celebrated her 453rd birthday on Monday Thursday, 9:00-11:00 a.m., and from 1:00-3:00 p.m., across the board, with "The Country Corner," and from 1:00-3:00 p.m., across the board, with "The East Kentucky Jamboree." ...Aunt Louise, WTJK, Louisville, Ky., has just celebrated her 453rd birthday on Monday Thursday, 9:00-11:00 a.m., and from 1:00-3:00 p.m., across the board, with "The Country Corner," and from 1:00-3:00 p.m., across the board, with "The East Kentucky Jamboree."
It's actually easy to save—when you buy Series E Savings Bonds through the Payroll Savings Plan. Once you've signed up at your pay office, your saving is done for you. The Bonds you receive pay good interest—3½% a year, compounded half-yearly when held to maturity. And the longer you hold them, the better your return. Even after maturity, Savings Bonds go on earning 10 years more. So hold on to your Bond! Join the Payroll Savings Plan today—or buy Bonds regularly where you bank.

Safe as America—U.S. Savings Bonds

DIAGNOSIS:
Knife wound in the heart

Under the blazing blue sledge hammer of a Chicago heat wave, the cramped, makeshift operating room shimmered like an oven, reeking of ether and carbolic. Six sweat-drenched, frock-coated doctors bumbled in fascination, watching deft hands reach into a human chest and expertly stitch up a fluttering wound in the redness of a pulsing heart.

Would he live? The surgeon mopped his brow and hoped. The year was 1893; the operation, fantastic.

Live? Yes, he would live for many more years, thanks to the skill and courage of Dr. Daniel Hale Williams.

Abandoned as a child, Williams, a Negro, had struggled hard for an education. Now only 37, he had already founded America's first interracial hospital, Provident. And here he had just performed the first of the pioneering operations that would mark him as one of our country's great surgeons.

Sensitive and brave, Daniel Hale Williams was blessed with an abundance of the same urge to help his fellow man that binds and strengthens Americans today.

And it is these strong, unified Americans who are our country's real wealth—the real backing behind our nation's Savings Bonds. In fact, they're the true reason why U.S. Savings Bonds are considered one of the world's finest, safest investments.

For your own security—and for America's—why not invest in Savings Bonds regularly? And hold on to them!
Albums Outclass Singles as Yuletide Cash Bell Ringers

BERENICE VREATT and JUNICE JUNTY

NEW YORK—The swing to albums rather than singles as the big Christmas season has become most pronounced this year.

Already it has placed the emphasis of Christmas merchandising on packaged goods and singles, which are now running off the presses and toward the turntable every day. In each case it's the great album sales that are driving up the sales of singles and the few-and-far-between sales of singles now in circulation, from all indications, are getting the cold shoulder in contrast to earlier days, jockeys who habitually get on a Christmas kick the day after Thanksgiving, affording single exposure for the hot seasonal singles.

This year Christmas disks only began to get plays as little as 10 days and in most cases no more than two weeks before Christmas. That is a decided contrast to previous years when the singles have begun to play cards and holiday novelties at all, are playing in the first week of December.

According to Columbia Records sales officials here, the Christmas business has always been a good album business throughout the year, but when it comes to December there is usually a strong, unrecorded action on the part of the record buying public for the big Christmas "hit". In other words, the merchandise records are the 'big pocket' for a full Christmas single and is still being cut, but for a limited period of time only, because of the limited stay power of the hits. Concert also indicates that the market for Christmas singles last year, when in a state of greater activity, by the number of buyers kept up a strong action on "Hillcrest Yule".

At press time, only one Christmas single, by Rosemary, and Carl Mink, is far and away the strongest selling disk of the other hand, there are a brace of

Pubs Enjoy Royalty Windfall

NEW YORK — Publishers received an unexpected holiday windfall recently in the form of $100,000 to $108,000 from RCA Victor here. The amount is but a fraction of the label's books and records by the label.

Due to a change in distribution policy over a period of the past seven quarters, RCA Victor was unable to compute the actual number of sales per record, since royalty payments were due. So to compensate for records which were not ultimately sold, they took an arbitral deduction on the entire statement in the interests of the balance.

An intensive study of this procedure by the RCA offices here in Indianapolis by the Fox office directors here, resulted in the elimination in excess of the ultimate number of disks manufactured and sold. Advised by Fox of this discrepancy, RCA Victor agreed to repay the publishers for all royalties paid hereon, whether or not the disks were accounted for, made for the past seven quarters and no further future statement (effective with the quarter ending November 30, 1958) on the basis of the actual sales, and at the actual amount of dollar percentage arrived at by the Fox auditors.

This action on the part of all publishers for the past seven quarters and no further future statement (effective with the quarter ending November 30, 1958) on the basis of the actual sales, and at the actual amount of dollar percentage arrived at by the Fox auditors. This action on the part of all publishers for the past seven quarters and no further future statement (effective with the quarter ending November 30, 1958) on the basis of the actual sales, and at the actual amount of dollar percentage arrived at by the Fox auditors.
Les Paul Ford

CINCO ROBLES
(FIVE OAKS)

b/w Les Paul-RO-RO-ROBINSON

Record No. 3612

Capitol Records
AN UNPREDICTABLE YEAR

With More to Spend, Public In '56 Really Turns Fickle

Continued from page 1

13 chart-makers, Capitol's score was 11, Decca 9, Columbia 7, RCA Victor 6. The Decca-Coral combined score was 12. But the record was impressive, and was the largest aggregate for any major combined with the score of the Allies. RCA Victor, with the two chart records of Vik added, would be second with a total of 14.

Standings

The standings of the labels hit wise does not, of course, give the overall volume relationship of one manufacturer to another. Pop hits, after all, normally account for less than half of 1% of total business.

There is one single most important label to be noted in looking at the chart records is the big jump in the number of single records that made the top 50 pop charts. Twenty-five chart records were made in the year, up from 12 in 1955.

Looking closely at the rhythm and blues charts that made up the pop charts, it is interesting to note the great variety of rhythm and blues artists and styles, as compared to only a few in 1955.

The Columbia Records roster continued to grow more and more. Out of a distinguished list that includes Doris Day, Tony Bennett, Frank Sinatra and Vic Damone, the label got only one single out of each in 1956. That is about par for the course, naturally, as all of Columbia's output is on the two main labels, Columbia and RCA Victor, Kay Starr and Tony Martin also were in the one-hit category. Not only were there license sales, but there was a great unevenness between one month and another. Many records were released on a major artist are still to be seen, but the Columbia records have the kind of High Light touch that was so characteristic of the Columbia label at the time. Misprints, out of print, out of print for the Columbia label, was sold, with another chart record. One big hit was the Columbia label, was sold, with another chart record. One big hit was the Columbia Records roster of the year, although not as diversified as in the past few years.

The Columbia Records roster of the year, although not as diversified as in the past few years. Out of a distinguished list that includes Doris Day, Tony Bennett, Frank Sinatra and Vic Damone, the label got only one single out of each in 1956. That is about par for the course, naturally, as all of Columbia's output is on the two main labels, Columbia and RCA Victor, Kay Starr and Tony Martin also were in the one-hit category.

A Solid Hit

THE STAR YOU WISHED UPON LAST NIGHT

Rosco Myers. In 1956, Rosco Myers was a successful label, and one of the most successful in the business. He had a hit with the label, was sold, with another chart record. One big hit was the Columbia Records roster of the year.

But Columbia Records also had a hit with the label, was sold, with another chart record. One big hit was the Columbia Records roster of the year.

The Columbia Records roster of the year, although not as diversified as in the past few years. Out of a distinguished list that includes Doris Day, Tony Bennett, Frank Sinatra and Vic Damone, the label got only one single out of each in 1956. That is about par for the course, naturally, as all of Columbia's output is on the two main labels, Columbia and RCA Victor, Kay Starr and Tony Martin also were in the one-hit category.

A Solid Hit

Columbia Reorganizing Field

Continued from page 14

meeting last week at the Barbius Plaza Hotel here. The changes include the following: Frank Wiltum, presently in charge of the sales of the Cincinnati, Cleveland, and Philadelphia territories, will be named as manager of the new Cleveland office.

Warner Paglia, formerly head of the St. Louis, Baltimore, and Cleveland territories, will be named as manager of the new Cleveland office.

New district manager for the Charlotte, Atlanta, Jackson, and adjacent area is Robert Buckman, with headquarters in Atlanta.

Very recently - December 23 - Cale Greenberg, formerly the manager of Harry Hostler as district manager, has been named as manager of the Missouri, Arkansas, and Louisiana area. The new manager is a veteran of the record industry, and has a broad background in the field.

Japan Disking

Continued from page 14

equipment bought from EMI. Currently, the firm is pressing its own records under the label of Backbeat and Odion labels, but the Capitol agreement will be the first in this country.

The new agreement is the result of a study made by EMI to determine what it can offer to the American market. It was found that the American market is not ready for the kind of music that is available in Japan.

The firm is a subsidiary of the larger firm, EMI, which has a very strong position in the European market. The firm is looking to expand its operations in the United States, and has signed an agreement with Capitol Records, which is a subsidiary of Warner Bros.

Meanwhile, the King firm, which is a subsidiary of Capitol Records (London) and Teldec Schiffhalden G.m.b.H., of Germany, is returning a record of its own. This record will be distributed by Capitol Records, and will be an excellent addition to the Capitol catalog of records.

No Album Cut

Continued from page 34

some 200 album releases of 1956, if not exceeds the number of major labels, in the case of the other important labels on the Coast, including the Library of Congress, the Library of Congress, the Library of Congress, the Library of Congress, the Library of Congress.

The proposed project would open their plans for '57 at this time, in the belief that competition will be fierce, but that we have the advantage of having the major label with a large national distribution, rather than taking pot luck with the smaller package that is the open market.

factor in the race for motion picture sound-track albums in the near future, with their artists active in films, and two others, Gale Storm and Molly Bee, in television.

DECEMBER 22, 1956
THE Original HIT!

...THIS RECORD CANNOT BE DUPLICATED

"WITHOUT LOVE"
(THERE IS NOTHING)

Clyde McPhatter

ATLANTIC-1117

b/w "I Make Believe"

ATLANTIC RECORDING CORPORATION
157 WEST 57TH ST., NEW YORK 19, N. Y.

The tremendously emotional quality of Clyde McPhatter's performance will make this one of the great recorded experiences of all time.
Stereo Tape Shapes Up As Extra Profit Item for '57

- Recent moves by several major manufacturers show strong interest in two-channel reproduction.
- Symphonie joins the ranks of phono firms who have added recorders. Firm’s model retails at $188.00.

By RALPH FREAS

NEW YORK—Several recent developments point to heavily increased activity in stereo tape recorder sales during 1957. Last Monday (December 10) RCA Victor house sales pitch for their stereo tape unit at a nation-wide TV audience via partial sponsorship of the “Festival of Music” special. The firm will follow up with an insertion in the January 28 issue of Life.

Ethico Corporation recently plugged into stereo tape with the announcement of a recorder line. This is a turntable recorder calling at $219.95. Heavy promotion of the line is to follow.

Vinyl Corporation, one of the first to go after the stereo playback market on a broad national scale, is back in business. They have decided that only one-third of their tape recorder sales come from sales of stereo units.

The Symphonie Radio & Electronic Corporation, veteran phono manufacturer, has just announced that they too decided to compete in this growing market. At a sales meeting in New York last Sunday (December 9) they unveiled their R-1200 recorder, a two-speed, two-track recorder, priced at $188.

A full line of accessories is companion to the new Symphonie tape recorder. Included are: Tape storage box, amplifier-speaker units for stereo reproduction and cables for hook-up to recorder.

THE BILLBOARD

THE BILLBOARD

DECEMBER 22, 1956

RECORD-EQUIPMENT MERCHANDISING

Record & Equipment Merchandising

News & Sales Tips

NEW PRODUCTS

GE CLOCK-RADIO IS PRICED AT $198.50

A "Special" General Electric color phonograph which is not on the published or suggested list of $198.50, is announced by the firm. The model is GE clock-radio, AM-FM, which is completely self-sufficient and has a "wake-up-to-tune" control. The C-559 will be manufactured limited quantities and will be available at retail in January.

MAGNAVOX HI-FI RADIO-PHONO IS $855...

The "Britannia" model in addition to the Magnavox line, features 25-watt amplifier, four speakers (12.5-inch, 12.5-inch and two high-frequency horns), AM-FM tuner, lightweight pickup (15 in.) equipped with diaphragm stylus and four-speed changer. The unit has a separate 15-watt amplifier for driving a remote control, if the user desires one. It also has terminals for installing tape recording equipment. Cabinet is solid cherry wood.

SYMPHONIC STRENGTHENS HI-FI PHONO LINE...

Symphonie has strengthened their hi-fi phonograph line with the addition of five new phonographs, plus a tape recorder with provision for stereo tape reproduction (see separate story above). As a complement to the phonograph line, they are also offering a special record cabinet, retailing at $298.95.

The leader of the line is the Model 1250, shown above. Called

an AM-FM tuner in the cabinet and an antenna is already built in. A switch in the back of the cabinet provides for the addition of an external speaker. Other models in the line are the "Stand-Up" (Model 1251), the "Concertette" (Model 1290), the "Cassette" (Model 1261) at $169.95, and the "Concerto" (Model 1258), a radio-phone combination retailing at $118.95.

In a special promotion on the Model 1250, Symphonie is giving the phonograph ($129.95) the record cabinet ($29.95) and a diamond needle ($2.50) and offering this $154.90 value at a $35 reduction with the trade-in of the customer’s old phone, regardless of the make, age or condition of the traded in unit at $20.00.

SUPER SALESMEN, Part II

How Racks Upped Dealer Disk $$$

- The Music Center selects rock-jacking opportunity.
- Disk dealers have "know-how" to cash in on racks.

MANHASSET, N. Y.—The Second brothers, co-owners of the Manhasset Music Center, are profitably tapping those aspects of the record business which are viewed by many dealers with either anger or apprehension. As we saw last week, they do it with a new concept, a new approach, a new idea, a new product, a new device to sell.

They state that they expect changes and adjust their thinking to conform to new ideas in record retailing.

This is borne out by their reaction to record racks in supermarkets. While many dealers consider racks competition of an unfair kind, the Second brothers have not only accepted their existence but, characteristically, have started a rack-jacking operation of their own. Now, after seven months' effort, the racks are in supermarkets servicing the 75 racks they’ve installed all over Long Island.

Leo Second, not a rack buyer but more record dealers should go into the rack business. In his opinion, the present jobbers don’t do a good enough job with records.

"We don’t understand the merchandise the way a record dealer does. No, I think, they’ll either get out of the business or the super will throw them out. Space in a super is at a premium and you have to make it worth while for the super to have the rack. Take both paste. Tooth paste is the same week in and week out. You stack it on the shelf and, when it moves, you put it in. But each record is different. A record rack has to be serviced intelligently,” says Leo.

As Don’t Hurt Dealers

Leo Second knows from first-hand experience that not all records will sell in racks. And he has definite ideas as to how these companies can boost their volume from racks. Manufacturer’s, he asserts, should not be allowed to sell unless the record companies "geared" for the super. Furthermore, they should not appoint only those dealers who can service a territory properly.

Are the racks competing with established record outlets? Leo is certain, for several reasons, that they do not. Not a merchandising job, he points out, will sell in super without the "know-how," or "know-how" to cash in on racks.

This week the Second brothers are selling their stock of 2,000 tapes and turntable kits at $9.95 each, in a rack they have installed in a New York City supermarket. They have also been advertising the rack in the New York Times for about a week.

Antonio the “Ambassador,” it sells for $99.95. It features a frequency range of 40 to 15,000 cps with a two-watt amplifier and two 5/8-inch speakers. It has a Rossiter crystal pickup cartridge with twin cap-
THE ORIGINAL SMASH . . .
NOW ON JUBILEE

WHISPERING HEART

b/w
HOW CAN I KEEP MY MIND ON MY FEET

JUBILEE 5265

sherry parsons

Jubilee
1650 BROADWAY, N.Y.C.
### Best Selling Pop Albums

<table>
<thead>
<tr>
<th>Album Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;I Want You&quot;</td>
<td>Elvis Presley</td>
<td>RCA Victor LPM 1526</td>
</tr>
<tr>
<td>&quot;O, Superman&quot;</td>
<td>Harry Belafonte</td>
<td>RCA Victor LPM 1528</td>
</tr>
<tr>
<td>&quot;The Sound of Music&quot;</td>
<td>Julie Andrews</td>
<td>Capitol CL 1050</td>
</tr>
<tr>
<td>&quot;My Way&quot;</td>
<td>Frank Sinatra</td>
<td>RCA Victor LPM 1393</td>
</tr>
<tr>
<td>&quot;All of Me&quot;</td>
<td>Billie Holiday</td>
<td>Columbia CL 760</td>
</tr>
</tbody>
</table>

### Pop Albums Coming up Strong

1. **Merry Christmas** - Jackie Gleason
   - Capital W 758
2. **Two Trails** - Jo Stafford
   - Columbia CL 910
3. **Perry Como Sings Merry Christmas** - Perry Como
   - RCA Victor LPM 1243
4. **Calender Girl** - Julie London
   - Liberty SPL 9002
5. **The Platters, Vol. 2** - The Platters
   - Mercury MG 20121
6. **A Christmas Song With Bing Around the World** - Bing Crosby
   - Decca DL 8419

### Most Played by Jockeys

<table>
<thead>
<tr>
<th>Album Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;I Want You&quot;</td>
<td>Elvis Presley</td>
</tr>
<tr>
<td>&quot;O, Superman&quot;</td>
<td>Harry Belafonte</td>
</tr>
<tr>
<td>&quot;The Sound of Music&quot;</td>
<td>Julie Andrews</td>
</tr>
<tr>
<td>&quot;My Way&quot;</td>
<td>Frank Sinatra</td>
</tr>
<tr>
<td>&quot;All of Me&quot;</td>
<td>Billie Holiday</td>
</tr>
</tbody>
</table>

### Reviews and Ratings of New Albums

#### Classic

- **Richard Strauss** - *Don Juan*, *Tod und Verklarung (Death and Transformation)* (LP), *Von der Bürgerschaft* (2-LP)

- **Marcel Dettmers** - *For Better or For worse* (2-LP)

#### Jazz

- **The American Jazz Quintet at the Varsity Drag** (LP)

- **Count Basie** - *The Basie Big Band at the Half Note* (LP)

### Album Covers of the Week

- **Chet Baker** - "Chet Baker at the Half Note" (LP)

### Jazz

- **The Touch of Betty Johnson** (LP)

- **Hildegard Sings Songs from the Heartland** (LP)

- **The Flatlanders** - *"I'll Be Crying*" (LP)
OPERA GOES TO TOWN
WITH RCA VICTOR'S NEW "HIGHLIGHTS" PROMOTION

Your sales can hit a new high note with this special release of Opera Highlights. Each album features world-famous singers in an opera of proven popular appeal. Each album is packaged with a libretto and its English translation. The release is getting a strong promotional push, nationally and locally...another example of how RCA Victor helps you sell more, faster! Don't lose a single sale—call your RCA Victor record distributor today!

IN JANUARY...THE RCA VICTOR SPOTLIGHT IS ON OPERA HIGHLIGHTS!

Exciting 4-color display to show off these great values!

"RCA Victor's new, complete, 24-page illustrated catalog of distinguished operatic and choral performances is given FREE to your customers."

New packaging. Each album now has its own libretto...a real buying incentive for your customers.
**Reviews and Ratings of New Popular Albums**

**Continued from page 26**

Music in a market that is overloaded with mood and background sets, this most recent release has a very agreeable atmosphere and an easygoing attitude.

**Review of the Record**

**I'M A BABY**

*by Ray Ellington* (ASCAP)

Ellington's new LP is another fine effort from the Ellington stable. The arrangements are well done, and the vocals are especially pleasing. The LP includes some of the Ellington hits and some new material. The overall sound is very satisfactory, and the album should be a good buy for parents of young children.

**TAP DANCING FOR PLEASURE**

*Rita Momma* (Kim-11)

This set is a welcome addition to the music scene. The arrangements are fine, and the vocals are particularly good. The overall sound is pleasing, and the album should be a good buy for anyone interested in tap dancing.

**INTERNATIONAL CASE**

*Casa Cara* (Kim-12)

This is a fine set of Latin music, with excellent arrangements and vocals. The overall sound is very good, and the album should be a good buy for those interested in Latin music.

**LA GAMBORD**

*by Tito Puente* (ABC-74)

This is a fine set of Latin music, with excellent arrangements and vocals. The overall sound is very good, and the album should be a good buy for those interested in Latin music.

**NAME OF THE GAME**

*by Dean Martin* (ABC-75)

This is a fine set of music, with excellent arrangements and vocals. The overall sound is very good, and the album should be a good buy for those interested in music.

**DREAM OF YOU**

*by Ray Biff* (ABC-76)

This is a fine set of music, with excellent arrangements and vocals. The overall sound is very good, and the album should be a good buy for those interested in music.

**Review of the Record**

**BLOWIN' IN THE WIND**

*by Bob Dylan* (ABC-77)

This is a fine set of music, with excellent arrangements and vocals. The overall sound is very good, and the album should be a good buy for those interested in music.

**Review of the Record**

**VIEW FROM THE BRIDGE**

*by Tony Bongiovi* (ABC-78)

This is a fine set of music, with excellent arrangements and vocals. The overall sound is very good, and the album should be a good buy for those interested in music.

**Review of the Record**

**ROADS TO RUIN**

*by Ray Biff* (ABC-79)

This is a fine set of music, with excellent arrangements and vocals. The overall sound is very good, and the album should be a good buy for those interested in music.

**Review of the Record**

**DICTATE**

*by Tony Bongiovi* (ABC-80)

This is a fine set of music, with excellent arrangements and vocals. The overall sound is very good, and the album should be a good buy for those interested in music.

**Review of the Record**

**THE COLD LAD**

*by Ray Biff* (ABC-81)

This is a fine set of music, with excellent arrangements and vocals. The overall sound is very good, and the album should be a good buy for those interested in music.

**Review of the Record**

**SOAP**

*by Ray Biff* (ABC-82)

This is a fine set of music, with excellent arrangements and vocals. The overall sound is very good, and the album should be a good buy for those interested in music.

**Review of the Record**

**DICTATE**

*by Ray Biff* (ABC-83)

This is a fine set of music, with excellent arrangements and vocals. The overall sound is very good, and the album should be a good buy for those interested in music.

**Review of the Record**

**ROADS TO RUIN**

*by Ray Biff* (ABC-84)

This is a fine set of music, with excellent arrangements and vocals. The overall sound is very good, and the album should be a good buy for those interested in music.

**Review of the Record**

**THE COLD LAD**

*by Ray Biff* (ABC-85)

This is a fine set of music, with excellent arrangements and vocals. The overall sound is very good, and the album should be a good buy for those interested in music.

**Review of the Record**

**SOAP**

*by Ray Biff* (ABC-86)

This is a fine set of music, with excellent arrangements and vocals. The overall sound is very good, and the album should be a good buy for those interested in music.
FROM THE ORIGINAL SOUND TRACK OF A GREAT MOTION PICTURE—

CASH IN ON A GREAT ALBUM

...AND CASH IN ON AN EXCITING THEME

the FOUR ACES
SING
Written on the WIND

b/w
SOMEONE TO LOVE
Decca 9-30123 & 30123

A NEW WORLD OF SOUND
December 22, 1956

Reviews and Ratings of New Classical Albums

*Continued from page 28*

David Osukaykoff, a New York-based conductor, and the London Symphony Orchestra under his direction, were featured in a recording of Mahler's Second Symphony. The performance, which was described as "eloquent and well-focused," earned a glowing review in Billboard magazine.

Brahms' Symphony No. 3, conducted by the Chicago Symphony Orchestra under the baton of Fritz Reiner, was also praised for its "tremendous power and passion." The reviewer noted that the orchestra's playing was "startlingly dynamic," and that the overall performance was "a triumph."
2 brand new hits from Eddie's first movie!

7 HOT ONES HEADED FOR THE TOP!

- **HARRY BELAFONTE**
  - Jamaica Farewell
  - Once Was
  - 20/47-6643

- **ARMEN'S THEME**
  - Mary's Boy Child
  - Venezuela
  - 20/47-6715

- **HENRI RENE**
  - The Little White Horse
  - Love Me Tender
  - 20/47-6728

- **STUART HAMBLEN’S ORCHESTRA**
  - Desert Sunrise
  - The Whistler’s Dream
  - 20/47-6714

- **JIM EDWARD, MAXINE & BONNIE BROWN**
  - Man With a Plan
  - Just-a-Lot of Sweet Talk
  - 20/47-6730

- **MITCHELL AYRES**
  - Guaglione
  - The Awakening of Pedro
  - 20/47-6729

- **HANK SNOW**
  - Stolen Moments
  - Two Won't Care
  - 20/47-6715

Joe Reisman

ARMEN’S THEME

I’LL TAKE YOU DANCING

20/47-6749

Your customers hear these New Orthophonic High Fidelity recordings best on an RCA Victor New Orthophonic High Fidelity "Victrola."
### The Nation’s Top Tunes

**For survey week ending December 12**

**Honor Roll of Hits**

<table>
<thead>
<tr>
<th>Title</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Singing the Blues</td>
<td>18</td>
</tr>
<tr>
<td>2. Love Me Tender</td>
<td>10</td>
</tr>
<tr>
<td>3. Green Door</td>
<td>13</td>
</tr>
<tr>
<td>4. True Love</td>
<td>13</td>
</tr>
<tr>
<td>5. Just Walking in the Rain</td>
<td>15</td>
</tr>
</tbody>
</table>

**Second Ten**

<table>
<thead>
<tr>
<th>Title</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>11. Rose and a Baby Ruth</td>
<td>11</td>
</tr>
<tr>
<td>12. Honky Ton</td>
<td>9</td>
</tr>
<tr>
<td>13. Two Different Worlds</td>
<td>13</td>
</tr>
<tr>
<td>15. Mama From the Train</td>
<td>15</td>
</tr>
</tbody>
</table>

**Third Ten**

<table>
<thead>
<tr>
<th>Title</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>21. Mutual Admiration Society</td>
<td>19</td>
</tr>
<tr>
<td>22. Night Lights</td>
<td>29</td>
</tr>
<tr>
<td>23. Confidential</td>
<td>25</td>
</tr>
<tr>
<td>24. Slow Walk</td>
<td>21</td>
</tr>
<tr>
<td>25. Jamaalane Farewell</td>
<td>1</td>
</tr>
</tbody>
</table>

**Sixth Ten**

<table>
<thead>
<tr>
<th>Title</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>26. Blueberry Hill</td>
<td>6</td>
</tr>
<tr>
<td>27. Cindy, Oh, Cindy</td>
<td>7</td>
</tr>
<tr>
<td>28. Hey! Jealous Lover</td>
<td>8</td>
</tr>
<tr>
<td>29. Love Me Tender</td>
<td>12</td>
</tr>
<tr>
<td>30. Friendly Persuasion</td>
<td>14</td>
</tr>
</tbody>
</table>

**Second Ten**

<table>
<thead>
<tr>
<th>Title</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>16. Don't Be Cruel</td>
<td>14</td>
</tr>
<tr>
<td>17. Garden of Eden</td>
<td>16</td>
</tr>
<tr>
<td>18. Rock-a-Bye Your Baby</td>
<td>24</td>
</tr>
<tr>
<td>19. Since I Met You, Baby</td>
<td>21</td>
</tr>
<tr>
<td>20. Canadian Sunset</td>
<td>17</td>
</tr>
</tbody>
</table>

**Third Ten**

<table>
<thead>
<tr>
<th>Title</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>25. Moonlight Gambler</td>
<td>25</td>
</tr>
<tr>
<td>26. Tonight You Belong to Me</td>
<td>18</td>
</tr>
<tr>
<td>27. Hound Dog</td>
<td>28</td>
</tr>
<tr>
<td>28. Money Tree</td>
<td>1</td>
</tr>
<tr>
<td>29. You'll Never, Never Know</td>
<td>17</td>
</tr>
</tbody>
</table>

---

**Note:** The title "Honor Roll of Hits" is a registered trade-mark and the list of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 28, N. Y.

---

**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.**
The Best Sellers on DOT are the Best Sellers in America

<table>
<thead>
<tr>
<th>#</th>
<th>Artist</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>15486</td>
<td>JIM LOWE</td>
<td>GREEN DOOR</td>
</tr>
<tr>
<td>15521</td>
<td>PAT BOONE</td>
<td>ANASTASIA DONT FORBID ME</td>
</tr>
<tr>
<td>15490</td>
<td>PAT BOONE</td>
<td>FRIENDLY PERSUASION CHAINS OF LOVE</td>
</tr>
<tr>
<td>15507</td>
<td>SONNY KNIGHT</td>
<td>CONFIDENTIAL</td>
</tr>
<tr>
<td>15503</td>
<td>LEROY Van DYKE</td>
<td>THE AUCTIONEER</td>
</tr>
<tr>
<td>15525</td>
<td>JIM LOWE</td>
<td>BY YOU, BY YOU, BY YOU I FEEL THE BEAT</td>
</tr>
<tr>
<td>15527</td>
<td>The FONTANE SISTERS</td>
<td>THE BANANA BOAT SONG HONOLULU MOON</td>
</tr>
<tr>
<td>15516</td>
<td>SANFORD CLARK</td>
<td>A CHEAT/USTA BE MY BABY</td>
</tr>
<tr>
<td>15515</td>
<td>GALE STORM</td>
<td>MY HEART BELONGS TO YOU/ORANGE BLOSSOMS</td>
</tr>
<tr>
<td>15511</td>
<td>THE HILTOPPERS</td>
<td>NO REGrets/UNTIL YOU'RE MINE</td>
</tr>
<tr>
<td>15509</td>
<td>JOHNNY MADDOX</td>
<td>NICKELODEON TANGO/SOLITUDE</td>
</tr>
<tr>
<td>15497</td>
<td>MAC WISEMAN</td>
<td>ONE MINT JULIP I'M WAITING FOR SHIPS THAT NEVER COME IN</td>
</tr>
</tbody>
</table>

This Week's Best Buys
DON'T FORBID ME (Roosevelt, BMI) ANASTASIA (Field, ASCAP)-Pat Boone-Dot 15501-

This Week's Best Buys
THE AUCTIONEER (Randy-Smith, ASCAP)-LEROY Van Dyke-25526-The label seems to have a knack for putting over

NEW RELEASES
15522 I've Got a Right to Cry THE HONEYDripper JOE LIGGINS DEP-1049
15523 Melody of Napoli Struttin' Down Jane St. RONNIE O'DELL DEP-1053
15524 Juice A Fool's Blues AL CARR
15525 Eternally I Believe THE TWILIGHTERS
15526 Since I Met You, Baby I'll Be Waiting for You MOLLY BE

Dot RECORDS, Inc. - Sunset and Vine - Hollywood, Calif. - Phone NO 3-6181
THE NATION'S BEST SELLING RECORDS
to BMI writers, publishers and songs a SPECIAL ACHIEVEMENT AWARD from The Cash Box

Best "Pop" . . . DON'T BE CRUEL  Otis Blackwell—Shalimar Music, Inc.
Elvis Presley—Elvis Presley Music, Inc.

Eddie Cooley

Best "Country" . . . CRAZY ARMS  Ralph Mooney—Pamper Music Publisher
Charles Seals

BROADCAST MUSIC, INC. · 589 Fifth Avenue · New York 17, N. Y.
NEW YORK · CHICAGO · HOLLYWOOD · TORONTO · MONTREAL
The Great New Single Record
From The Patti Page
Album "Manhattan Tower"

Repeat
After Me

COUPLED WITH
LEARNIN' MY LATIN
MERCURY 71015

PATTI PAGE

P.S. Still Going Strong...

MAMA FROM THE TRAIN
MERCURY 70971
### Best Sellers in Stores

For survey week ending December 12

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
<th>Sales Weeks</th>
<th>Last Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. SINGING THE BLUES (BMI)</td>
<td>G. Mitchell</td>
<td>RCA</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>2. LOVE ME TENDER (BMI)</td>
<td>E. Presley</td>
<td>RCA</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>3. BLUEBERRY HILL (ASCAP)</td>
<td>F. Donaggio</td>
<td>RCA</td>
<td>4</td>
<td>11</td>
</tr>
<tr>
<td>4. JUST WALKING IN THE RAIN (BMI)</td>
<td>E. Presley</td>
<td>RCA</td>
<td>5</td>
<td>16</td>
</tr>
<tr>
<td>5. TRUE LOVE (ASCAP)</td>
<td>B. Crosby, G. Kelly</td>
<td>RCA</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>6. ROSE AND A BABY RUTH (BMI)</td>
<td>B. Hamilton IV</td>
<td>RCA</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>7. <em>LOVE ME</em> (BMI)</td>
<td>E. Presley</td>
<td>RCA</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>8. JHE, JELASOY LOVER (ASCAP)</td>
<td>P. Sinatra</td>
<td>RCA</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>9. DON'T BE CRUEL (BMI)</td>
<td>E. Presley</td>
<td>RCA</td>
<td>11</td>
<td>8</td>
</tr>
<tr>
<td>10. HOUND DOG (BMI)</td>
<td>B. Doggett</td>
<td>RCA</td>
<td>12</td>
<td>8</td>
</tr>
<tr>
<td>11. CINDY, OH, CINDY (BMI)</td>
<td>J. Martin</td>
<td>RCA</td>
<td>14</td>
<td>5</td>
</tr>
<tr>
<td>12. SINGING MY SONG (BMI)</td>
<td>J. Hunter</td>
<td>RCA</td>
<td>17</td>
<td>3</td>
</tr>
<tr>
<td>13. ROSE AND A BABY RUTH (BMI)</td>
<td>B. Hamilton IV</td>
<td>RCA</td>
<td>17</td>
<td>14</td>
</tr>
<tr>
<td>14. MAMA FROM THE TRAIN (ASCAP)</td>
<td>E. Page</td>
<td>RCA</td>
<td>17</td>
<td>12</td>
</tr>
<tr>
<td>15. YOULL NEVER, NEVER KNOW (BMI)</td>
<td>F. Sinatra</td>
<td>RCA</td>
<td>17</td>
<td>11</td>
</tr>
<tr>
<td>16. <em>LOVE ME</em> (BMI)</td>
<td>E. Presley</td>
<td>RCA</td>
<td>17</td>
<td>20</td>
</tr>
<tr>
<td>17. SLOW WALK (BMI)</td>
<td>S. Austin</td>
<td>RCA</td>
<td>17</td>
<td>1</td>
</tr>
<tr>
<td>18. GARDEN OF EDEN (BMI)</td>
<td>J. Valentine</td>
<td>RCA</td>
<td>17</td>
<td>3</td>
</tr>
<tr>
<td>19. CONFIDENTIAL (BMI)</td>
<td>B. Knight</td>
<td>RCA</td>
<td>17</td>
<td>5</td>
</tr>
<tr>
<td>20. I WALK THE LINE (BMI)</td>
<td>J. Cash</td>
<td>RCA</td>
<td>17</td>
<td>3</td>
</tr>
</tbody>
</table>

### Most Played in Juke Boxes

For survey week ending December 12

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
<th>Sales Weeks</th>
<th>Last Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. SINGING THE BLUES (BMI)</td>
<td>G. Mitchell</td>
<td>RCA</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>2. LOVE ME TENDER (BMI)</td>
<td>E. Presley</td>
<td>RCA</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>3. BLUEBERRY HILL (ASCAP)</td>
<td>F. Donaggio</td>
<td>RCA</td>
<td>4</td>
<td>11</td>
</tr>
<tr>
<td>4. JUST WALKING IN THE RAIN (BMI)</td>
<td>E. Presley</td>
<td>RCA</td>
<td>5</td>
<td>16</td>
</tr>
<tr>
<td>5. TRUE LOVE (ASCAP)</td>
<td>B. Crosby, G. Kelly</td>
<td>RCA</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>6. ROSE AND A BABY RUTH (BMI)</td>
<td>B. Hamilton IV</td>
<td>RCA</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>7. <em>LOVE ME</em> (BMI)</td>
<td>E. Presley</td>
<td>RCA</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>8. JHE, JELASOY LOVER (ASCAP)</td>
<td>P. Sinatra</td>
<td>RCA</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>9. DON'T BE CRUEL (BMI)</td>
<td>E. Presley</td>
<td>RCA</td>
<td>11</td>
<td>8</td>
</tr>
<tr>
<td>10. HOUND DOG (BMI)</td>
<td>B. Doggett</td>
<td>RCA</td>
<td>12</td>
<td>8</td>
</tr>
<tr>
<td>11. CINDY, OH, CINDY (BMI)</td>
<td>J. Martin</td>
<td>RCA</td>
<td>14</td>
<td>5</td>
</tr>
<tr>
<td>12. SINGING MY SONG (BMI)</td>
<td>J. Hunter</td>
<td>RCA</td>
<td>17</td>
<td>3</td>
</tr>
<tr>
<td>13. ROSE AND A BABY RUTH (BMI)</td>
<td>B. Hamilton IV</td>
<td>RCA</td>
<td>17</td>
<td>14</td>
</tr>
<tr>
<td>14. MAMA FROM THE TRAIN (ASCAP)</td>
<td>E. Page</td>
<td>RCA</td>
<td>17</td>
<td>12</td>
</tr>
<tr>
<td>15. YOULL NEVER, NEVER KNOW (BMI)</td>
<td>F. Sinatra</td>
<td>RCA</td>
<td>17</td>
<td>11</td>
</tr>
<tr>
<td>16. <em>LOVE ME</em> (BMI)</td>
<td>E. Presley</td>
<td>RCA</td>
<td>17</td>
<td>20</td>
</tr>
<tr>
<td>17. SLOW WALK (BMI)</td>
<td>S. Austin</td>
<td>RCA</td>
<td>17</td>
<td>1</td>
</tr>
<tr>
<td>18. GARDEN OF EDEN (BMI)</td>
<td>J. Valentine</td>
<td>RCA</td>
<td>17</td>
<td>3</td>
</tr>
<tr>
<td>19. CONFIDENTIAL (BMI)</td>
<td>B. Knight</td>
<td>RCA</td>
<td>17</td>
<td>5</td>
</tr>
<tr>
<td>20. I WALK THE LINE (BMI)</td>
<td>J. Cash</td>
<td>RCA</td>
<td>17</td>
<td>3</td>
</tr>
</tbody>
</table>

### Most Played by Jockeys

For survey week ending December 12

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
<th>Sales Weeks</th>
<th>Last Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. SINGING THE BLUES (BMI)</td>
<td>G. Mitchell</td>
<td>RCA</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>2. LOVE ME TENDER (BMI)</td>
<td>E. Presley</td>
<td>RCA</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>3. BLUEBERRY HILL (ASCAP)</td>
<td>F. Donaggio</td>
<td>RCA</td>
<td>4</td>
<td>11</td>
</tr>
<tr>
<td>4. JUST WALKING IN THE RAIN (BMI)</td>
<td>E. Presley</td>
<td>RCA</td>
<td>5</td>
<td>16</td>
</tr>
<tr>
<td>5. TRUE LOVE (ASCAP)</td>
<td>B. Crosby, G. Kelly</td>
<td>RCA</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>6. ROSE AND A BABY RUTH (BMI)</td>
<td>B. Hamilton IV</td>
<td>RCA</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>7. <em>LOVE ME</em> (BMI)</td>
<td>E. Presley</td>
<td>RCA</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>8. JHE, JELASOY LOVER (ASCAP)</td>
<td>P. Sinatra</td>
<td>RCA</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>9. DON'T BE CRUEL (BMI)</td>
<td>E. Presley</td>
<td>RCA</td>
<td>11</td>
<td>8</td>
</tr>
<tr>
<td>10. HOUND DOG (BMI)</td>
<td>B. Doggett</td>
<td>RCA</td>
<td>12</td>
<td>8</td>
</tr>
<tr>
<td>11. CINDY, OH, CINDY (BMI)</td>
<td>J. Martin</td>
<td>RCA</td>
<td>14</td>
<td>5</td>
</tr>
<tr>
<td>12. SINGING MY SONG (BMI)</td>
<td>J. Hunter</td>
<td>RCA</td>
<td>17</td>
<td>3</td>
</tr>
<tr>
<td>13. ROSE AND A BABY RUTH (BMI)</td>
<td>B. Hamilton IV</td>
<td>RCA</td>
<td>17</td>
<td>14</td>
</tr>
<tr>
<td>14. MAMA FROM THE TRAIN (ASCAP)</td>
<td>E. Page</td>
<td>RCA</td>
<td>17</td>
<td>12</td>
</tr>
<tr>
<td>15. YOULL NEVER, NEVER KNOW (BMI)</td>
<td>F. Sinatra</td>
<td>RCA</td>
<td>17</td>
<td>11</td>
</tr>
<tr>
<td>16. <em>LOVE ME</em> (BMI)</td>
<td>E. Presley</td>
<td>RCA</td>
<td>17</td>
<td>20</td>
</tr>
<tr>
<td>17. SLOW WALK (BMI)</td>
<td>S. Austin</td>
<td>RCA</td>
<td>17</td>
<td>1</td>
</tr>
<tr>
<td>18. GARDEN OF EDEN (BMI)</td>
<td>J. Valentine</td>
<td>RCA</td>
<td>17</td>
<td>3</td>
</tr>
<tr>
<td>19. CONFIDENTIAL (BMI)</td>
<td>B. Knight</td>
<td>RCA</td>
<td>17</td>
<td>5</td>
</tr>
<tr>
<td>20. I WALK THE LINE (BMI)</td>
<td>J. Cash</td>
<td>RCA</td>
<td>17</td>
<td>3</td>
</tr>
</tbody>
</table>

![Image](https://via.placeholder.com/150)
<table>
<thead>
<tr>
<th>BILL SELLERS</th>
<th>COMING UP BIG</th>
<th>WATCH THESE GROW</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. SLOW WALK COUPLED WITH WILDWOOD</td>
<td>THE BANANA BOAT Song COUPLED WITH I'VE GOT A NEW HEARTACHE</td>
<td>BELIEVE IN ME COUPLED WITH WRINGLE WRANGLE</td>
</tr>
<tr>
<td>Sil Austin 70963</td>
<td>Sarah Vaughan 71020</td>
<td>Len Dresslar 71010</td>
</tr>
<tr>
<td>2. MAMA FROM THE TRAIN COUPLED WITH EVERY TIME</td>
<td>REPEAT AFTER ME COUPLED WITH LEARNIN' MY LATIN</td>
<td>THE HOUR OF LOVE COUPLED WITH DRIFTWOOD</td>
</tr>
<tr>
<td>Patti Page 70971</td>
<td>Patti Page 71015</td>
<td>Eddy Howard 71008</td>
</tr>
<tr>
<td>3. TRA LA LA COUPLED WITH MORNING, NOON AND NIGHT</td>
<td>GUAGLIONE COUPLED WITH CARLA</td>
<td>Kool Kitty COUPLED WITH WHY DON'T CHA STOP IT</td>
</tr>
<tr>
<td>Georgia Gibbs 70998</td>
<td>Ralph Marterie 71007</td>
<td>TO LOVE AND BE LOVED COUPLED WITH</td>
</tr>
<tr>
<td>4. THE AUCTIONEER COUPLED WITH BABY DOLL</td>
<td>DESERT SUNRISE COUPLED WITH NICKELODEON TANGO</td>
<td>ALL BECAUSE OF YOU 71017</td>
</tr>
<tr>
<td>Chuck Miller 71001</td>
<td>Jan August 71012</td>
<td>Buddy Johnson and His Orchestra 71017</td>
</tr>
<tr>
<td>5. CONFIDENTIAL COUPLED WITH TIGER LILY</td>
<td>ON MY WORD OF HONOR COUPLED WITH ONE IN A MILLION</td>
<td>Choo Choo CH Boogie COUPLED WITH</td>
</tr>
<tr>
<td>Rusty Draper 70989</td>
<td>The Platters 71011</td>
<td>Ain't Nobody Here But Us Chickens</td>
</tr>
<tr>
<td>6. BIG BESS COUPLED WITH CAT SCRATCHIN'</td>
<td>IF IT'S A SUNNY SUNDAY COUPLED WITH LOVER</td>
<td>Louis Jordan 71023</td>
</tr>
<tr>
<td>Louis Jordan 70993</td>
<td>Eddie Heywood 71014</td>
<td>Rib Joint 71024</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Butte Heart And Candy Lips COUPLED WITH</td>
</tr>
<tr>
<td></td>
<td></td>
<td>They All Had A Good Time But Me</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Marty Brill 71009</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JIM LOWE</td>
<td>XMAS SPECIAL</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PRINCE OF PEACE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>AND</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Santa Claus Rides A Strawberry Roan 71016</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BIG HIT</td>
<td>POP SINGLE</td>
<td></td>
</tr>
<tr>
<td>A REAL SWINGER</td>
<td>THE GOLDEN GOOSE IS DEAD</td>
<td></td>
</tr>
<tr>
<td>EV'RY MINUTE OF THE DAY</td>
<td>AND</td>
<td></td>
</tr>
<tr>
<td>AND</td>
<td>THE MARTINS AND THE COYS 71019</td>
<td></td>
</tr>
<tr>
<td>BALLAD A THOUSAND MILES AWAY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Diamonds 71021</td>
<td></td>
<td></td>
</tr>
<tr>
<td>35 EAST WACKER DRIVE · CHICAGO 1, ILLINOIS</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Experts say the word "sterling" comes from Easterling, once the popular name of Hanseatic traders in England.

They lived at a time when it was necessary to measure, weigh, test the money paid you... for it might be clipped, short-weighted, faked in one way or another. From long years of doing business with Easterlings, people found that their money was always of purest, sterling quality... could be accepted at face value.

That's the kind of reputation-building ABP businesspapers have been doing for the past fifty years. Associated Business Publications—now celebrating its 50th Anniversary—has worked through the years to improve businesspaper standards and performance... emphasizing the importance of delivering full editorial weight.

In fact, as you can see from the ABP Credo shown below, ABP members are bound to consider first the interests of the subscriber.

We at BILLBOARD subscribe to this Credo—in fact, we've been at it a full 62 years ourselves! And for a very simple reason: we believe the better informed our industry is, the better off we all are—readers, advertisers, us!

In short, our purpose is to help all the people in the industry grow and prosper. We believe we are doing that job best by earning—with impartial, thorough reporting and constructive thinking—the kind of sterling reputation that gets our editorial content, and our advertisers' messages, accepted at face value.

---

The ABC Code of Ethics

The publisher of a businesspaper should dedicate his best efforts to the cause of business and social service, and to this each member of the Associated Business Publications pledges himself:

1. To consider, first, the interests of the subscriber.
2. To subscribe to and work for truth and honesty in all departments.
3. To endeavor to be a leader of thought in his editorial columns, and to make his criticisms constructive.
4. To encourage all constructive efforts to improve the standards and quality of advertising.
5. To avoid unfair competition.
6. To determine what is the highest and largest function of the field which he serves, and then to strive in every legitimate way to promote that function.
This page contains a mix of text and numbers, with some portions of text appearing in different fonts and styles. The text appears to be a combination of advertisements, radio listings, and possibly lyrics or song titles. The page includes references to various stations, songs, and radio programs, along with some advertisements and promotions. However, the content is not clearly structured and difficult to interpret due to the overlapping and varied font styles. The page seems to be a snapshot of a page from a radio program guide or similar publication, with a focus on radio listings and promotions.
A Great Voice... A New Approach!

FIRST RELEASE ON DECCA!

TONI ARDEN

A Rockin' Sockin' Toni...

WITHOUT LOVE

B/W LITTLE BY LITTLE
DECCA 30180 • 9-30180

A NEW WORLD OF SOUND
A list of the Top 100 RECORD SIDES is in the nation according to a combined tabulation of dealers, 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 give trade exposure to NEVER records just beginning to show action in the field.

For survey week ending December 12

THE TOP 100

For survey week ending December 12

A list of the Top 100 RECORD SIDES is in the nation according to a combined tabulation of dealers, 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 give trade exposure to NEVER records just beginning to show action in the field.

For survey week ending December 12

A list of the Top 100 RECORD SIDES is in the nation according to a combined tabulation of dealers, 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 give trade exposure to NEVER records just beginning to show action in the field.

For survey week ending December 12

A list of the Top 100 RECORD SIDES is in the nation according to a combined tabulation of dealers, 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 give trade exposure to NEVER records just beginning to show action in the field.

For survey week ending December 12

A list of the Top 100 RECORD SIDES is in the nation according to a combined tabulation of dealers, 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 give trade exposure to NEVER records just beginning to show action in the field.

For survey week ending December 12

A list of the Top 100 RECORD SIDES is in the nation according to a combined tabulation of dealers, 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 give trade exposure to NEVER records just beginning to show action in the field.

For survey week ending December 12

A list of the Top 100 RECORD SIDES is in the nation according to a combined tabulation of dealers, 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 give trade exposure to NEVER records just beginning to show action in the field.

For survey week ending December 12

A list of the Top 100 RECORD SIDES is in the nation according to a combined tabulation of dealers, 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 give trade exposure to NEVER records just beginning to show action in the field.
ATTENTION!

JUKE BOX OPERATORS

Senator Joseph C. O'Mahoney, Chairman of the Senate Judiciary Subcommittee on Patents, Trademarks and Copyrights, in making public Senate Document 155 last week stated: "THE DOCUMENT . . . IS DESIGNED TO HELP ALL INVOLVED IN THE CONTROVERSY TO FIND A COMPROMISE PROPOSAL FOR CONSIDERATION BY THE SUBCOMMITTEE DURING THE NEXT SESSION OF CONGRESS."

In keeping with the spirit of the Senator's statement, the members of the American Society of Composers, Authors and Publishers wish to extend an invitation to the Juke Box Operators of America to meet for a discussion of this problem in the hope of finding a mutually satisfactory solution.

Our representatives are prepared to meet immediately with representatives of the Juke Box Industry and such individuals or groups as may be interested, at a time and place suitable to them.

President.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
675 Madison Avenue, New York 22, New York
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 volume and have the best chance of hitting Billboard's best seller charts.

1. Ain't Got No Home
   Clarence Henry
   (BMI) Argo 3259

2. Slow Walk
   Bill Doggett
   (BMI) King 5000

3. Goodnight, My Love
   McGuaire Sisters
   (BMI) CORAL 67148

4. Mary's Boy Child
   Harry Belafonte
   (ASCAP) RCA Victor 6734

5. Don't Knock the Rock
   Bill Haley
   (ASCAP) Decca 30145

6. Wisdom of a Fool
   (ASCAP) Capitol 3597

7. On My Word of Honor
   The Platters
   (BMI) Mercury 71011

8. I Miss You So
   Chris Connor
   (ASCAP) Atlantic 1105

9. Baby Doll
   Andy Williams
   (ASCAP) Cadence 1203

10. Greensleeves
     Beverley Sisters
     (ASCAP) London 1203

This Week's Best Buys

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

ON MY WORD OF HONOR—The Platters—Mercury 71011—The Platters have another strong seller here. Reports from Baltimore, Pittsburgh, New York, Boston, Providence, Philadelphia, Los Angeles, St. Louis, Richmond and other cities indicate a fast-take-off and excellent chart possibilities for it. Flip, "One in a Million" (Personality, BMI), was also generating action. A previous Billboard "Spotlight" pick.

BABY DOLL—Remick, ASCAP—Andy Williams—Cadenza 1203—This record has been available a month already, and has been doing nicely from time of release. This week, however, with the picture sketched to open very shortly, action has picked up significantly. Its prospects are much improved and its sales curve is rising accordingly. Flip it "Since I've Found My Baby" (Roosevelt, BMI). A previous Billboard "Spotlight" pick.

GREENSLEEVEs—Burlington, ASCAP—The Beverly Sisters—London 1703—A sleeper that is starting to break big in many important markets. Eastern and Middle Western sales reports are excellent. New York, Boston, Philadelphia, Baltimore, Buffalo, Minneapolis, Chicago and St. Louis are among the cities surveyed. The record is starting to climb fast now and could make into the charts very easily.

BLUE MONDAY—Cosmodore, BMI

WHAT'S THE REASON I'M NOT PLEASING YOU—Bouvier, ASCAP—Fats Domino—Impaler 5117—See this week's Rhythm and Blues Best Buys.

* * *

• Review Spotlight on...

POP RECORDS

THE CREW CUTS—Mercury 71022

LITTLE BY LITTLE—Bill & Range

"Young Love" spotlights a solid reading of an unusual tune, which is stirring up some action in the large pop form. Listen to Young James' version. The flip is another cover—this one an appealing rhythm-and-lyric. The Nappy Brown version has had a start in the R&B field, but this one should turn heavy volume in the pop stores. Both sides are powerful candidates for pop chart honor.

RUSSELL ARMS—Era 1026

CINCO ROBLES

(Warman, BMI)

The "Hit Parade" warrior finally has a potential hit in this sock version—the original—of an appealing Latin-American type ballad. It hits its own warm and sincere, sound solid play-store with jockeys. Les Paul and Mary Ford and Lawrence Welk also have good versions out on the tune. Flip on the Arms disk is a medley ballad, "The World Is Made of Love" (Warman, BMI).

Reviews and Ratings

LES PAUL AND MARY FORD

Cinco Robles

50

CAPITOL 3012—This is a strong piece of material related in style to the "Hey, Casual" hit. It is an interpretation from Bennett Arms and Lawrence Welk but the pair is strong enough here to make the color jingle. (Warman, BMI)

Bo-Bi Robinson—74

A mighty small samba rhythm job on a strictly instrumental kick. Colors really work overtime on this flap will likely get more attention. (Trenor, BMI)

LAWRENCE WELK

Cinco Robles

53

CORAL 67149—Alice Lee and Dick Dale blend attractively on the appealing Latin ballad. Les Paul and Mary Ford also have a strong version, and the original by Russell Arms on Era will be hard to beat, but this side should be a money maker.

Whispering Heart—73

This Les has worked hard on an off-beat ballad, with an unusual melody construction. The original by Sherry Parsons attracted some attention a few weeks ago, but nothing has happened with it to date in the better chance here. (Morrie, ASCAP)

THE DIAMONDS

A Thousand Miles Away—58

MERCURY 71021—A cover of the current Heartbeats' hit. The Diamonds offer an attractive styling of the ballad, but it comes a little too late to get maximum exposure. Some pop stores may stock this in preference to the Heartbeats, however. (Keel, BMI)

Ev'ry Minute of the Day—50

A bright, up-beat cover of a waxing by Frankie Marshall for Ato. This reading is slick and expertly handled. Could do good hit in both pop and R&B stores. (Tiger, BMI)

SUNNY CAFE

I Have You

DECCA 30137—One to wait. Song has that quasi-religious quality or inspirational touch which may attract a mass audience. Miss Gale sings it with a sincere, simple quality. (Ross Ungniedel, ASCAP)

Maybe You'll Be There—75

A pretty lyric, slow in tempo, and Sunny Gale sings it artfully. (Triangle, ASCAP)

DICK IFYMAN AND SAM (THE MAN) TAYLOR

I'll Get By

M-G-M 12346—Ifyman shows his talent on the organ with a solid, puffy-flaunt by Sam Taylor. The side really moves on the swingin' version of the ballad, and definitely rates jock and joe-staples. (Cromwell-Adler, ASCAP)

Congo Mambo—80

The pair team up again on an equally swingin' version of a sharp Latin instrumental. Rates pretty hot on jock and Joe action and sales could follow. Strong competition. (Excellence, BMI)

SAMY DAVIS JR.

All About Love

DECCA 30138—Song from "Bundle of Joy" flick is done with musical gusto by Sammy Davis Jr. Dejesus will give it strong exposure. (Rameed, ASCAP)

Disguises—75

It could well like this well-produced side. Sammy Davis Jr.'s magnetic quality is backed by bright instrumentation with a beguine tempo. (GL, BMI)

DINAH WASHINGTON

All Because of You

MERCURY 71019—Dinah "Tim" has a ballad with a strong beat, and she rides it with commanding ease. Her warm vocal style is sharply etched by vocal chorus in the background. Should capture a lot of people's fancy. (Fret, ASCAP)

To Love and Be Loved—76

A big song that builds to a big climax in "The Show Must Go On." The singer puts a lot of power into her presentation, and the side rates generous airplay. (Juarez, BMI)

(Continued on page 46)
DECEMBER 22, 1956

THE BILLBOARD

MUSIC-RADIO

45

DECEMBER RELEASE

DECEMBER RELEASE

DECEMBER RELEASE

DECEMBER RELEASE

CORAL RECORDS

CORAL RECORDS

CORAL RECORDS

CORAL RECORDS

DOROTHY COLLINS

WOULD YOU EVER

and

BABY CAN ROCK

61753 • 9-61753

LAWRENCE WELK

CINCO ROBLES

and

WHISPERING HEART

61765 • 9-61765

ALAN DALE

YOUR LOVE IS MY LOVE

and

DON'T KNOCK THE ROCK

61752 • 9-61752

LAWRENCE WELK

presents

THE LENNON SISTERS

THE SIAMESE CAT SONG

and

YOU BROKE YOUR PROMISE, MR. SANDMAN

61762 • 9-61762

THE MODERNAIRES

NOAH

and

I'M READY TO LOVE AGAIN

61764 • 9-61764

LAWRENCE WELK

presents

LARRY HOOPER

ROGER BOOM

and

4th "R" (RELIGION)

61763 • 9-61763

LARRY SONN

and his orchestra

CONGO MAMBO

and

DESERT SUNRISE

61758 • 9-61758

ALAN FREED

ROCK 'N' ROLL BOOGIE

and

THE GREY BEAR

61749 • 9-61749

JOHNNY BURNETTE TRIO

LONESOME TRAIN

and

I JUST FOUND OUT

61758 • 9-61758

The McGuire Sisters

CHILDREN'S HOLIDAY

Children's Holiday • Happy New Year • Won't You Be My Valentine • April, April Fool • Billy Bunny Mummy • One America • The Fourth of July Parade • The Nina, The Pinta, The Santa Maria • A Haunting We Will Go • Thank You Day • The Cactus Christmas Tree

CRL 57097 • 82031

www.americanradiohistory.com
**Reviews of New Pop Records**

*Continued from page 44*

**LAWRENCE WELK**: Standards (Dept. of Commerce, Ltd.)

46 

CORAL 6165—Quality charting. The most enjoyable of this collection is a tuneful treatment of an old favorite, "Golden Slippers." Bennett's ensemble handling is consistent throughout. (BMG)

**THE STEREO CUT SCENE**: 73

Proving once again that the best stereo cuts are coming from France, this 12-inch stereo disc is an excellent example of the modern French approach to recording. (Dept. of Commerce, Ltd.)

**GUY LORANDO ORK**: American抽像 (Astral, RMR)

46 DECCA 2441—A link instrumental arrangement is made for this title. Bennett's ensemble handling is consistent throughout. (BMG)

**ALFREDO NEWMAN & VICTOR YOUNG STARING BING HAMPSHIRE (Astral, RMR)

46 Another good jockey. Rich in style. (BMG)

**AL MARTINO**: The Girl from Shangai (Astral, RMR)

46 CAPITOL 5869—A link instrumental arrangement is made for this title. Bennett's ensemble handling is consistent throughout. (BMG)

**METZ MACHETE**: You Can't Come Back (Astral, RMR)

46 A nice soundproofing job. But is it a link or a flip? (Chappell, ASCAP)

**JENNIE DAVY**: Break, Pretty Baby (Astral, RMR)

46 DECCA 2436—A link instrumental arrangement is made for this title. Bennett's ensemble handling is consistent throughout. (BMG)

**WILLOH LEE**: I'm Goin' Up on a Mountain... (Astral, RMR)

46 This title has a touch of originality as well as a lot of style. (BMG)

**PAULO BELTRAN ORK**: Cha Cha Cha Flamenco (ABC-Paramount)

46 This tape of south-of-the-border impres-
**C&W Best Sellers in Stores**

For survey week ending December 12

<table>
<thead>
<tr>
<th>Week</th>
<th>Title and Artist</th>
<th>Rank</th>
<th>Week Sales</th>
<th>First Week Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SINGING THE BLUES (BMI) - M. Robbins</td>
<td>1</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>1</td>
<td>I Can't Quit (BMI) - Col 2354</td>
<td>2</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td>2</td>
<td>CRazy Arms (BMI) - R. Price</td>
<td>3</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>LOVE ME TENDER (BMI) - E. Presley</td>
<td>4</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>4</td>
<td>ANY WAY YOU WANT ME (ASCAP) - Vic 20-6643</td>
<td>5</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>I WALK THE LINE (BMI) - J. Cash</td>
<td>6</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>DON'T BE CRUEL (BMI) - E. Presley</td>
<td>7</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>8</td>
<td>HOUND DOG (BMI) - Vic 20-6644</td>
<td>8</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>9</td>
<td>I'VE GOT A NEW HEARTACHE (BMI) - R. Price</td>
<td>9</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>10</td>
<td>YOU'RE RUNNING WILD (BMI) - Lourie Brothers</td>
<td>10</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>11</td>
<td>CASH ON THE BARREL HEAD (BMI)</td>
<td>11</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

**Most Played C&W in Juke Boxes**

For survey week ending December 12

<table>
<thead>
<tr>
<th>Week</th>
<th>Title and Artist</th>
<th>Rank</th>
<th>Week Sales</th>
<th>First Week Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SINGING THE BLUES (BMI) - M. Robbins</td>
<td>1</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>1</td>
<td>I Can't Quit (BMI) - Col 2354</td>
<td>2</td>
<td>28</td>
<td>28</td>
</tr>
<tr>
<td>2</td>
<td>CRazy Arms (BMI) - R. Price</td>
<td>3</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>LOVE ME TENDER (BMI) - E. Presley</td>
<td>4</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>4</td>
<td>ANY WAY YOU WANT ME (ASCAP) - Vic 20-6643</td>
<td>5</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>I WALK THE LINE (BMI) - J. Cash</td>
<td>6</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>DON'T BE CRUEL (BMI) - E. Presley</td>
<td>7</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>8</td>
<td>HOUND DOG (BMI) - Vic 20-6644</td>
<td>8</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>9</td>
<td>I'VE GOT A NEW HEARTACHE (BMI) - R. Price</td>
<td>9</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>10</td>
<td>YOU'RE RUNNING WILD (BMI) - Lourie Brothers</td>
<td>10</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>11</td>
<td>CASH ON THE BARREL HEAD (BMI)</td>
<td>11</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

**Most Played C&W by Jackeys**

For survey week ending December 12

<table>
<thead>
<tr>
<th>Week</th>
<th>Title and Artist</th>
<th>Rank</th>
<th>Week Sales</th>
<th>First Week Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SINGING THE BLUES - M. Robbins</td>
<td>1</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>1</td>
<td>I WALK THE LINE - J. Cash</td>
<td>2</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td>2</td>
<td>DON'T BE CRUEL - E. Presley</td>
<td>3</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>LOVE ME TENDER - E. Presley</td>
<td>4</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>4</td>
<td>ANY WAY YOU WANT ME (ASCAP) - Vic 20-6643</td>
<td>5</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>I WALK THE LINE - J. Cash</td>
<td>6</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>DON'T BE CRUEL - E. Presley</td>
<td>7</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>8</td>
<td>HOUND DOG (BMI) - Vic 20-6644</td>
<td>8</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>9</td>
<td>I'VE GOT A NEW HEARTACHE - R. Price</td>
<td>9</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>10</td>
<td>YOU'RE RUNNING WILD - Lourie Brothers</td>
<td>10</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>11</td>
<td>CASH ON THE BARREL HEAD - Lourie Brothers</td>
<td>11</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>12</td>
<td>LOVE ME TENDER - E. Presley</td>
<td>12</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>13</td>
<td>I WALK THE LINE - J. Cash</td>
<td>13</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>14</td>
<td>DON'T BE CRUEL - E. Presley</td>
<td>14</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>
**This Week's C&W Best Buys**

**T.I.M.E.** (Oordward, BMD)

**It's My Way** (Gordy, BMD) - Webb Pierce - Decca 30175

**The White Album** (Columbia, BMD) - John Williams and His Orchestra

**The Austrian Waltz** (RCA, BMD) - Doris Day

**Review Spotlight on...**

**C&W RECORDS**

**JERRY LEE LEWIS** (Cloon Music, BMD)
End of the Road (Knox Music) - Sun 259 - An exceptionally strong record by a musician whose best-seller "I Walk the Line" is still climbing in plenty of the long-continued best-seller chart. The line, and his latest platter should keep the sales-sell-out record in print. It is a year and weighty power ballad, "A closer look..."

**JOHNNY CASH**
You Go Your Way (Kool, BMD) - Sun 258 - Johnny Cash is still riding high in plenty of the long-continued best-seller chart. His line, "Just a Closer Walk With Thee," is still climbing. That platter should keep the sales-sell-out record in print. It is a year and weighty power ballad, "A closer look..."

**WANDA JACKSON**
The Heart You Could Have Had (Brazos Valley, BMD) - You Won't Forget (Brazos Valley, BMD) - Decca 300133 - "All the way" was one of the first hits of 1957. This one is a year and weighty power ballad, "All the way..."

**AL CASEY**
A Four Beat (Bram, BMD) - Decca 31724 - "An appealing tune" is how the BMD staff at the time described the first hit of 1957. This one is a year and weighty power ballad, "An appealing tune..."

**RED SURF**
Poor Man's Riches (Smile, BMD) - Decca 30981 - "Poor Man's Riches" was one of the hit records of 1957. This one is a year and weighty power ballad, "Poor Man's Riches..."

**NEAL JONES**
Sister My Time (Columbia, BMD) - Columbia 20043 - "It's a neat, neat, neat ballad" is the way the BMD staff describes the first hit of 1957. This one is a year and weighty power ballad, "It's a neat, neat, neat ballad..."

**JUDY STAVITZ**
You Gonna Treat Me Right (Mercury, BMD) - Mercury 10345 - "A solid vocal reading" is how the BMD staff describes the first hit of 1957. This one is a year and weighty power ballad, "A solid vocal reading..."

**HANK HARRIS**
Northwestern Star (RCA, BMD) - RCA 3695 - "A solid vocal reading" is how the BMD staff describes the first hit of 1957. This one is a year and weighty power ballad, "A solid vocal reading..."

**HAROLD CARTER**
The Eberstadt (SSM), BMD - The Eberstadt has been a big hit with the public on WMMS in Cleveland. This one is a year and weighty power ballad, "The Eberstadt..."

**FEBRUARY**

**HAROLD SHARTZ**
Rock And Roll Mama (RCA, BMD) - RCA 6342 - "A solid vocal reading" is how the BMD staff describes the first hit of 1957. This one is a year and weighty power ballad, "A solid vocal reading..."

**C&W Territorial Best Sellers**

For survey week ending December 12

C&W territory listings are based on late reports received from top country and western outlet and are based on sales in each territory.
**R&B Best Sellers in Stores**

For survey week ending December 12

<table>
<thead>
<tr>
<th>Week</th>
<th>Record</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>BLUEBERRY HILL</td>
<td>F. Dominico</td>
</tr>
<tr>
<td>2</td>
<td>HONEY TONK</td>
<td>Parts 1 &amp; 2 - B. Doggett</td>
</tr>
<tr>
<td>3</td>
<td>SINCE I MET YOU, BABY</td>
<td>L. J. Hunter</td>
</tr>
<tr>
<td>4</td>
<td>SLOW WALK</td>
<td>B. Doggett</td>
</tr>
<tr>
<td>5</td>
<td>AIN'T GO NO HOME</td>
<td>B. N. Henry</td>
</tr>
<tr>
<td>6</td>
<td>OH WHAT A NIGHT!</td>
<td>Del-Lites</td>
</tr>
<tr>
<td>7</td>
<td>I THINK OF YOU (Parts 1 &amp; 2)</td>
<td>Shirley &amp; Lee</td>
</tr>
<tr>
<td>8</td>
<td>THOUSAND MILES AWAY</td>
<td>Headaches</td>
</tr>
<tr>
<td>9</td>
<td>GREEN DOOR</td>
<td>L. J. Hunter</td>
</tr>
<tr>
<td>10</td>
<td>LOVE ME TENDER</td>
<td>E. Presley</td>
</tr>
<tr>
<td>11</td>
<td>SINGING THE BLUES</td>
<td>B. Mitchell</td>
</tr>
<tr>
<td>12</td>
<td>OH WHAT A NIGHT</td>
<td>Del-Lites</td>
</tr>
<tr>
<td>13</td>
<td>GETDOLY, GETDOLY</td>
<td>B. &amp; L. King</td>
</tr>
<tr>
<td>14</td>
<td>MY WORD OF HONOR</td>
<td>B. B. King</td>
</tr>
</tbody>
</table>

**Most Played R&B in Juke Boxes**

For survey week ending December 12

<table>
<thead>
<tr>
<th>Week</th>
<th>Record</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>BLUEBERRY HILL</td>
<td>F. Dominico</td>
</tr>
<tr>
<td>2</td>
<td>HONEY TONK</td>
<td>Parts 1 &amp; 2 - B. Doggett</td>
</tr>
<tr>
<td>3</td>
<td>SINCE I MET YOU, BABY</td>
<td>L. J. Hunter</td>
</tr>
<tr>
<td>4</td>
<td>SLOW WALK</td>
<td>B. Doggett</td>
</tr>
<tr>
<td>5</td>
<td>AIN'T GO NO HOME</td>
<td>B. N. Henry</td>
</tr>
<tr>
<td>6</td>
<td>OH WHAT A NIGHT!</td>
<td>Del-Lites</td>
</tr>
<tr>
<td>7</td>
<td>I THINK OF YOU (Parts 1 &amp; 2)</td>
<td>Shirley &amp; Lee</td>
</tr>
<tr>
<td>8</td>
<td>THOUSAND MILES AWAY</td>
<td>Headaches</td>
</tr>
<tr>
<td>9</td>
<td>GREEN DOOR</td>
<td>L. J. Hunter</td>
</tr>
<tr>
<td>10</td>
<td>LOVE ME TENDER</td>
<td>E. Presley</td>
</tr>
<tr>
<td>11</td>
<td>SINGING THE BLUES</td>
<td>B. Mitchell</td>
</tr>
<tr>
<td>12</td>
<td>OH WHAT A NIGHT</td>
<td>Del-Lites</td>
</tr>
<tr>
<td>13</td>
<td>GETDOLY, GETDOLY</td>
<td>B. &amp; L. King</td>
</tr>
<tr>
<td>14</td>
<td>MY WORD OF HONOR</td>
<td>B. B. King</td>
</tr>
</tbody>
</table>

**Rhythm & Blues Notes**

By GARY KRAMER

An article in this week's Billboard documents the truly spectacular performance of rhythm and blues hits on the 12-week chart ending December 9. By studying the retail charts during 1958, the editors of Billboard discovered the 12-week chart to be the most accurate and reliable indicator of a hit's overall sales potential. In such a way, the bestselling pop discs in the first 50 weeks of this year were 30-40 hits. Of these, only 3-4 have since sold in excess of 100,000 copies. In addition, a large number of the hits that made the chart during the first half of the year have since sold in large numbers. In the second half of the year, there have been several "drown home" Southern-style hits.

**Reviews of New R&B Records**

BY GARY KRAMER

**BLUE EYESジョン**

Oh You Don't Love Me (But You Like Me) | B. Davis & Associates |

**LEONARD BANKSON**

I've Got the World (I'm in Love) | B. Davis & Associates |

**LEONID ISHIBASHI**

(I Don't Care) I'm Still in Love | B. Davis & Associates |

**SUNY MARSHALL**

I'm Sorry Baby | B. Davis & Associates |

**KENNY & THE KNOCKERS**

You Can't Love Me | B. Davis & Associates |

**BILLY JOE BASS**

The World Is a Gypsy | B. Davis & Associates |

**BILLY JOE BASS**

I've Got the World (I'm in Love) | B. Davis & Associates |

**LINDA MILLER**

It's a Secret | B. Davis & Associates |

**ANDRE WILLIAMS**

I'm Gonna Sing Every Sunday | B. Davis & Associates |

**GEORGE ROBINSON**

Blue Eyes | B. Davis & Associates |

**PAUL ROBINSON**

I'm Gonna Sing Every Sunday | B. Davis & Associates |

**THERE'S A NEW JUKE BOX**

Elvis Presley | B. Davis & Associates |

**THE SHOPWORTHS**

Elvis Presley | B. Davis & Associates |

**SAMMY PRICE**

I'm Gonna Sing Every Sunday | B. Davis & Associates |

**NEW RELEASE!**

Spiral (If It Ain't One Thing) | B. Davis & Associates |

**PEACOCK DOES IT AGAIN**

Blue Chips | B. Davis & Associates |

**THE ORIGINAL VERSIONS OF THE INSTRUMENTAL HIT**

R&B Joint | B. Davis & Associates |

**NEVER LEAVE ME, BABY** | B. Davis & Associates |

<table>
<thead>
<tr>
<th>Week</th>
<th>Record</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>BLUEBERRY HILL</td>
<td>F. Dominico</td>
</tr>
<tr>
<td>2</td>
<td>HONEY TONK</td>
<td>Parts 1 &amp; 2 - B. Doggett</td>
</tr>
<tr>
<td>3</td>
<td>SINCE I MET YOU, BABY</td>
<td>L. J. Hunter</td>
</tr>
<tr>
<td>4</td>
<td>SLOW WALK</td>
<td>B. Doggett</td>
</tr>
<tr>
<td>5</td>
<td>AIN'T GO NO HOME</td>
<td>B. N. Henry</td>
</tr>
<tr>
<td>6</td>
<td>OH WHAT A NIGHT!</td>
<td>Del-Lites</td>
</tr>
<tr>
<td>7</td>
<td>I THINK OF YOU (Parts 1 &amp; 2)</td>
<td>Shirley &amp; Lee</td>
</tr>
<tr>
<td>8</td>
<td>THOUSAND MILES AWAY</td>
<td>Headaches</td>
</tr>
<tr>
<td>9</td>
<td>GREEN DOOR</td>
<td>L. J. Hunter</td>
</tr>
<tr>
<td>10</td>
<td>LOVE ME TENDER</td>
<td>E. Presley</td>
</tr>
<tr>
<td>11</td>
<td>SINGING THE BLUES</td>
<td>B. Mitchell</td>
</tr>
<tr>
<td>12</td>
<td>OH WHAT A NIGHT</td>
<td>Del-Lites</td>
</tr>
<tr>
<td>13</td>
<td>GETDOLY, GETDOLY</td>
<td>B. &amp; L. King</td>
</tr>
<tr>
<td>14</td>
<td>MY WORD OF HONOR</td>
<td>B. B. King</td>
</tr>
</tbody>
</table>

www.americanradiohistory.com
**COMING TO NEW YORK**

**STORY**

**January 11 to 20, 1956**

**MUSICAL REVUE**

**The Most of the Rest**

**Location**

**Adams Theatre**

**Duration**

11 nights

**Cast**

Rita Moreno, Robert Goulet, Robert Merrill, Robert Rabin, Flip St. Louis, Donald O'Connor, Sammy Davis Jr.

**Plot**

The show is set in a small town where the residents are preparing for a musical revue. Various love interests and misunderstandings ensue, leading to a grand production number that brings the whole community together.

**Reviews**

*New York Times*

Rita Moreno is the star of the show, and her singing and dancing are exceptional. The ensemble cast is also very talented, and the production values are top-notch. Overall, a must-see for lovers of musicals.

*New York Post*

The show is well-crafted and entertaining, with great songs and dances. However, the story is somewhat predictable and the ending feels rushed. Nonetheless, it's a fun time for musical theatre fans.

*Variety*

The musical numbers and choreography are the strongest parts of the show. The story could have benefited from more depth and character development, but it's still worth a visit for the songs alone.
TIC, however, are the colorful holes formed by minor stream banks, miniature windmills, castles, waterfalls, which charm the passer-by with their quaint, fairy-like figures, towers and runways. These are the eye-catching features that draw the large public and it is the general public whose eye is caught by the castles and towers of miniature golf courses.

Driving-range operators have long recognized the value of the miniature golf courses as a bonus to their business. In fact, many successful operators consider the range and mini-golf course to be a part of their business plan.

W. Va. Events To Get Upheld State Aid

CHARLESTON, W. Va. — West Virginia’s junior, high school and collegiate athletes have a new appreciation of $3,000, which was approved by the Board of Regents of the West Virginia University System.

This announcement was made at the Board’s meeting in Staunton, Virginia, which will be held later this week.

The tournament, which was attended by 100+ fair delegates and attraction people, is sponsored by the President, Paul Klopfer, governor, who attended the meeting.

Tom Sydnor, manager of the West Virginia State Fair, delivered the main address of the meeting, pointing out methods of improving fairs in various departments. Several opening discussions proved popular.

The association’s concern was expressed by J. B. S. McDaniel, who represented the Clay County Fair, Clay, Social event of the meeting and important sport night which Jerry Herter successfully conducted.

See 500,000 Gate for Pa. Farm Show

HARRISBURG, Pa. — The Pennsylvania Farm Show, which opened this year, is expected to do a drawing of a million patronage, according to the Pennsylvania Society for Agriculture and Industrial Development.

The Pennsylvania Farm Society will give a demonstration of hand-washing to open the show. The show’s main feature is the farm show area which will include the 14th annual state fair, which will be held on Wednesday evening and the 41st Club and Future Farmer tractor contest on Thursday evening.

High Birth Rate, Student Count Heartens Operators

NEW YORK — The National Association of State and County 4-H Clubs reported today that the national average for births in 1956 was 3.2 per 1,000 population, an increase from the 2.9 per 1,000 population reported for 1955.

Operators of mg-offer shops can look to each year’s new activity as the result of one or two years.

From the Census Bureau figures, school enrollment has been in continuous decline from 1955 to 1956, with the largest decrease in middle schools.

While the year’s birth rate, averaging 25.1 per 1,000 population, was below the record of 25.3 set in 1957, it is the highest number of births in the United States since 1953.

Iowa Fairs Continue To Seek 1-Nighters

DES MOINES — A continued trend for fairs to book only a single appearance at one location has continued for the 1957 season. The state’s largest 1-nighters, the Illinois State Fair, is expected to have the highest attendance of any 1-nighter.

The larger fairs, such as Spencer and Cedar Rapids, are also expected to have the most 1-nighters, according to the state’s largest 1-nighters, the Illinois State Fair, is expected to have the highest attendance of any 1-nighter.
Revived New York Auto Show Wins Crowds, Heavy Publicity

NEW YORK—The revived National Automobile Show was drawing huge crowds at the New York Coliseum this Friday (14). Not held for 10 years, the event is sponsored by the Automobile Manufacturers Association. Featuring were a half-hour stage production, a cutaway fashion show and a three-floor display of motoring equipment. One floor was devoted to trucks. There were plenty of color, animation and comedy models. The price policy was said to have cost about $200,000, with about $300,000 earmarked for the technological phase.

The show was gathering an abundance of publicity. It splatted big ads on its own and was included in advertising by individual auto producers. It used TV spots and took outdoor space ranging from truck cards to 64-sheets.

Presidents of all auto manufacturing concerns were here and they heard an address by Vice-President Richard Nixon.

Six Shows Daily

Boasted by Arthur Knorr, formerly with the Miller Belt TV show and the Miss America Pageant, the stage event ran six times daily and featured the Blackburn Piano and a large group of singers and dancers. Our Washington-conducted the 24-piece band played in a 2-ton steel cocktail glass. Goodman Kay, with Mort Green and George Foster, did the script and costumes. The show was turned out by Lynn Duddy and Jerry Bransil.

General admission prices were 50 cents for adults and 35 cents for children, but the estimated 750,000 who were expected to pay their way won’t come close to offsetting the costs. Topping off the advance publicity was an hour-long nationwide telecast on Sunday (9) over CBS.

NBC May Add To Opera Tour Of Aud-Arenas

NEW YORK—NBC Opera Company has just completed its first national tour. The production appeared in many municipal auditoriums and arenas and in most places was sold out.

Also drafted for tickets exceeded the supply in most places, the show lost in expenses $150,000, as was anticipated. Plans now are being made for a tour next year. One proposal would double the length of the route.

This year the opera played such auditoriums and arenas as Omaha (Neb.) Auditorium; Sioux City (Ia.) Municipal Auditorium; Columbus (O.) War Memorial Auditorium; Kicksheen’s Music Hall, Buffalo; Charlotte Coliseum and Owens Auditorium, Charlotte, N. C.; The Mosque, Richmond, Va.; Norfolk (Va.) Municipal Auditorium; Savannah (Ga.) Auditorium; New Orleans Municipal Auditorium; Jackson (Miss.) Municipal Auditorium; Will Rogers Memorial Auditorium, Fort Worth, and Milwaukee Auditorium.

Wapakoneta Newspaper Lauds Secretary Kahn

WAPAKONETA, O. — Recent announcement of the appointment of Harry Kahn to a two-year term as secretary of Auglaize County Fair here was the subject of comments in the Smoke Signals column of the Wapakoneta paper. Kahn, who has completed 24 years as fair secretary, was in the column as one of the top fairmen of Ohio.

‘Holiday on Ice’ Set For Lubbock’s ’57 Run

LUBBOCK, Tex.—‘‘Holiday on Ice’’ has been signed to appear at the 1957 Panhandle South Plains Fair here, September 22-28, it was announced last week by fair officials. The date will be the third consecutive engagement here for the ice extravaganzas. The 1957 fair drew more than 170,000 people, a new record for the annual.

Multiplex Funfair Co. Scheduling the Trade Over 50 Years

UNUNITED STATES TENT

AND AWNING CO. Established 1870.

Over 50 Years of Specialized Experience.

"The" EST. 1859

4931 Bayshore Dr.
Sarasota, Fl.
Chicago 12, Ill.
Elgin S-5077 — Phone — Brunswick B-640
Any Type — Carnival — Concession — Circus — Any Size

Self-Contained Dispenser

Draws two different mixed drinks—
COKE or PEPSI and ROOT BEER
Draft arm draws PLAIN CARBONATED WATER (includes electric refrigerator and mechanical refrigeration).

COMPLETE, READY TO USE

WRITE FOR INFORMATION

MULTIPLY FAUCET CO.

1400 Ferguson Ave., Dept. 88, St. Louis 14, Mo.

TUBS-O-FUN RIDE

VERY POPULAR 48 PASSENGER, KIDNEY-RAIL RIDE

IIINGAM CORPORATION

LAWRENCE, MASS. 

SMITH & SMITH, Inc., • SPRINGVILLE, NEW YORK

FLUORESCENT LIGHTING
Fiberglas Car Tops
Enclosed Reduction Gear
Steel Fence Rails

COTTON CANDY • SNO KONES • POPCORN

Our 1954 catalogue has been mailed to everyone on our mailing list.

If you have not received your copy, please ask for it.

The new catalogue offers for the first time many new items that you have wanted, all in name-brand quality. Always get the newest, latest prices and the fastest service in the business when you deal with Gold Medal.

GOLD MEDAL PRODUCTS CO.

318 E. Third Street
Clevisota 2, Ohio

AMERICA’S FINEST SHOW TENTS

O. HENRY TENT & AWNING CO.

CONCESSION TOPS • SHOW TENTS • RIDES • BANNERS

Bennie Mendelson

1464 N. Clark St.
Phone: Anderson 1-1200
CHICAGO 40, ILL.

UNITED STATES TENT

AND AWNING CO. Established 1870.

Over 50 Years of Specialized Experience.

"W_P." EST. 1859

4931 Bayshore Dr.
Sarasota, Fl.
Chicago 12, Ill.
Elgin S-5077 — Phone — Brunswick B-640
Any Type — Carnival — Concession — Circus — Any Size

Self-Contained Dispenser

Draws two different mixed drinks—
COKE or PEPSI and ROOT BEER
Draft arm draws PLAIN CARBONATED WATER (includes electric refrigerator and mechanical refrigeration).

COMPLETE, READY TO USE

WRITE FOR INFORMATION

MULTIPLY FAUCET CO.

1400 Ferguson Ave., Dept. 88, St. Louis 14, Mo.

TUBS-O-FUN RIDE

VERY POPULAR 48 PASSENGER, KIDNEY-RAIL RIDE

IIINGAM CORPORATION

LAWRENCE, MASS. 

SMITH & SMITH, Inc., • SPRINGVILLE, NEW YORK
THE FINAL CURTAIN

ALDRICH—Charles, 78, who joined a circus at 14 and became a leader with Barnum & Bailey, at Fort Worth recently. He had been with circuses 15 years and with the same service 30 years. A nephew, Mrs. Atkins, lived in Brant- 
denville, Ill.

BRAZEL—Mrs. Jessie, wife of Fred W. Brazel, operator of Brazil Novelty Company, Cin- cinnati, December 14 at her home in that city. Also surviving are two sisters, Mrs. Emma Therne and Mrs. William Both Services December 17 and burial in Spring Grove Cemetery, Cin- cinnati.

COCKRELL—Fred, 62, veteran of 40 years in out- door show business, also known as Jim Paradise, November 28 in Avon Park, Fla., of a heart attack. For the past 12 years Cockrell was associated with Kenneth Slaughter on the Collier & Wilson Shows. Survived by a sister in Texas. Burial in Avon in Park, Fla.

French wardrobe number in vaudeville and worked with a circus partner. He was a mem- ber of the Caravans, Chicago show organization. Surviving are his widow and a sister, Mrs. Alvin Burton, Rockford, Ill. Burial December 13 in Chicago.

EVANS—Clay M., owner of Evans United Shows, December 5 at Flintburg, Mich. (Details in Carnival section.)

JONES—Mrs. Leon, 71, of Norfolk, former girl show per- son, arrived with carnivals, November 30 in Lexington, Ky.

JULIAN—Frank T., 70, in Dallas recently. He ran a tattooed man with circuses, in- cluding Ringling Bros. and Barn- num & Bailey. His wife, who died about two years ago, was the circus star known as Alice from Dallas.

LINDEY—Jack Ray, co-owner of the 20th Century Shows, in an auto accident at Dallas December 15. (Details in Carnival section.)

MILLER—John T., 72, famed zoo director, December 7 in Detroit of cancer. He started as an animal trainer, working on street fairs in Colorado and New York. For seven years he trained animals for the Carl Hagenbeck Zoo of Hamburg, Germany, in Asia and Africa. He was appointed to the Detroit Zoological Park Com- mission in 1929, becoming its director prior to taking over the zoo in 1927. Among his special projects was the original Jumbo, elephant, which he exhibited at Michigan State Fair. He was also president of the Ringling Bros. as a consultant. Survived by his widow, Mary, now resident in Rockland Park Cemetery near Detroit.

NELSON—James H., Jr., 41, of Colorado Springs, color player of Shreveport, La., who in the past had produced shows with the help of such leaders as Jack Robinson and Jace Cervenka, November 27 in Shreveport. He was a veteran of World War II, a member of Locals 116 and 37, American Federation of Musicians, and Disabled American Veterans. Services November 30 and burial in Fort Jackson Memorial Park, Shreveport.


MARRIAGES

LAUBER-ZOPE—Fritz Lauber and Ruggera Zoppe

at Houston recently. They are circus performers.

TURNER-FUCHS—Linda Turner, elephant trainer and concertina player with circuses, and June E. Fugh, circus conce- rntina player, were married in Columbus, 0, De- cember 3.

BIRTHS

KENNER—A daughter, Laura, December 10 at St. Luke’s Hospital, Fort Thomas, Ky., to Mr. and Mrs. William Kenner. Father is in the business department of the Billboard in Cincinnati.

Carnival Routes Tends to
2160 Patterson St.
Cincinnati 22, 0.

Circus Routes
Savannah, Ga.
Rogers, Ark.
Mo., New Mexico, Ariz., Del., Okla., Wash., Idaho, Canada, Britian, etc.

Ice Shows
Holiday Inn, 213, 40th St., Rochester. N.Y., 1:30; Jewett, N.Y., Sun., 4:30; Crossroads, N.Y., 1:30; 10th Ave., N.Y., 4:30.

Insurance
IDA E. COHEN
175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

In LOVING MEMORY of My Sister DOT Love, COLLEEN

DAVIS—Mabel E., 85, former "giggle-fodder" girl and vaudeville performer, in Chicago December 10 after a long illness. Her husband, Jim, in show business, pre- miered man, formerly with clowns and carnivals. She died a

THE MOST BEAUTIFUL MINIATURE GOLF Courses Built in America are constructed by ARLAND MINIATURE GOLF CO. The producer of 42 courses in the Caribbean and Europe.

OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed investment available from the nation’s leader in drive-in theatre equipment. Write, giving location and details, to: Holmes, 1422 W. 126th St., Chicago, Ill. 

INSURANCE
SAM SOLOMON
The Shearwater’s Insurance Man
1424 South State, Chicago

with: MAPLE SYRUP
in MINNESOTA

at a lower price than ever before

MINIATURE TRAIN DIV.
ALLAN HERSCHELL CO., North Tonawanda, N.Y.

For Park and Kiddie trains—Capacities 1-200 Children to 240 Adults!

www.americanradiohistory.com

Copyrighted material
Atterbury to Produce High Acts for MCA

MINNESOTA STATE INK HELICOPTER
Agency Concordia, Preston Foster

DES MOINES—Lute Corpora-
tion, the largest production company in the country, has announced that it will be bidding for the production of a new show called "Atterbury in the Midwest," which will include Atterbury and Horneback En-
tertainment acts for the 1956 season, to provide and produce such acts.

The negotiation, closed during the recent Minneapolis Regional Managers' Association here, will make five Atterbury-Horneback field shows available to MCA for bookings at fairs, parks, and other outdoor installations. In-
cluded among the five are a four-man gag act and one man, in which headliner shows are used, one a trap act, the other a trap-saw act.

In addition to the five acts now available, Bill Atterbury and Darrell Horneback announced for their summer shows at their 40-acre layout in Springfield, Me. They also plan to import some foreign acts in the near future.

After closing with Stacey, Atterbury and Horneback said their Springfield, Me., headquarters and training camp, the show is being bought for the new business. The Springfield, Me., shows will have two or three tents, one of which is a House pennant, and there will be three large projection barns and a large machine shop equipped to turn out all kinds of rigging.

"Coster Act Booked"

Atterbury and Horneback already have booked a one of their acts into top fairs for '57. Among these bookings will be a one man, one man, a trap-saw act for the Minnesota State Fair, St. Paul, MCA will handle all new bookings, with Atterbury and Horneback continuing to contact their foreign customers.

Crow was highly pleased with the results of his booking efforts at the convention here. Most of the contracts closed paid for him to present different attractions each night.

Preston Foster, star of the "Waterfront" show, was recruited by Stacey on the basis of his booking efforts at the county fairs. The TV film headlined by a young man, a trap-act star in three county fairs (Taco, Tex., and Central City, Ia.) last year, was booked into Iowa fairs by Foster, West Union, Cresco and West Liberty.

The Great State Fair, Mason City, which last year had its best guaranteed business in its 100-year history, again signed for a varied bill.

Moose Jaw Elects President-
Fishes 5G on Year

South Dakota

SOUTH DAKOTA—J. Robert V. Fysh was elected president of the Moose Jaw Show Association for 1956. He succeeds George M. Cooper, Fysh, who is retiring after serving four years, was succeeded by George M. Coopers, who was elected president-elect.

Mrs. Verna Helander continues as secretary.

A loss of $5,000 was recorded for the 1955 season, due to wet weather being blamed. During the season, 14 fairs were held, where costing $70,000 have been made to the grounds. Approximately half of the acts was cut out by way of federal grants.

Minn. Events
Plan for State
Birthday in 58

ST. PAUL—Minnesota's State Board centennial in 1958 will be observed by the Minnesota State Fair, and in many of the county fairs throughout the State.

The State's centennial also will mark the 100th anniversary of the Minnesota State Fair, according to J. H. Baldwin, State Fair secretary, who said that the fair will be planned.

Tom Willis, State centennial di-
rector, said that the agriculture con-
ference is one of the special events representing all phases of Minnesota life now being observed in many States this year.

Jack Clarke, fair general man-
ger, said an appealing program and fair advantage were factors in awarding the contract to B.C.-

B.C. Agency Awarded
Ottawa Grandstand Pact

OTTAWA — Directers of the Central Canadian Association have awarded the 1957 grandstand contract to the Barnum-Carnarthy The-
somote Company, Toronto, for the exhibition grounds, August 31-31.

Auctioneers have yet to be booked for the first two days, Au-

tumn 22 and 23, and the grandstand plat-

The contract, one of the ma-
tor in the East, since it is esti-

Drought Cuts
Gate at Iowa
County Events

Drought cuts have caused attendance drop at 1956 Iowa county fairs, but exhibits at fairs increased.

At least 100 county events recorded a decrease in attendance at the annual convention of the State's Farm Fair Association last week in Des Moines.

A study will be undertaken to determine the feasibility of moving some county fairs to other sites, such as fairgrounds or other interesting places.

The results are expected to be available in December. At the end of the county fairs must be held until January.

Bids Top R. I.
ESE Building
Cost Estimate

PROVIDENCE—Plans for the construction of the livestock building at the Eastern States Ex-

Waterfront Revue, with Preston Foster, will be in one night, as will the "Riverboat Follies, with Cassy Caruso and Johnny (Crazy) O'Brien, "The Giant Sink," with Janice Robertson, and the "Rock and some acts, and the Hawk Thompson Show, with Wanda Throckmorton, and Misses Pat Young and Shirley, as well as the Cinder-Elle, which is one of the strangest acts in the country, will be in for two matinees and one night. These are the acts of the Institute of Agriculture on the St. Paul campus of the University of Minnesota, Dean.

The local fairs of the State are being planned to emphasize the role agriculture played in Minnesota's development during the last century and to open the fair.

The Society's society's plan to mark the 100th anniversary of the Minnesota State Fair, and in many of the county's year-end celebration.

The results are expected to be available in December. At the end of the county fairs must be held until January.

Kans. Assn. To Repeal
Quest Contest at Meet

LAWRENCE—The Kansas Association of Fairs will again hold its annual contest for best contest at the annual convention of the International Association of Fairs and Exhibitions, to be held at Kansas City, Mo., January 20-22.

The contest, which is the most important of the year in the State, was successful last year, and will be a major feature of the Kansas State Fair.

Frank Carson, manager of the International Association of Fairs and Exhibitions, will deliver the keynote address at the annual banquet.

York Crowds
Dip But Gate Hits 266,889

 YORK, Pa. — Total attendance at the 1956 York Interstate Fair was 258,896, as announced by the fair president.

The attendance was 22,500 less than the 260,000 figure in the report released the previous day. The fair operates five days.

State Supt. of Fairgrounds and general manager, who noted that the 1956 event was a success in spite of the late cancellation of some of the added special attractions. Lewis and his associates were pleased with the way the fair went, and the new corn good in view of these handicaps. Lewis and his associates were pleased with the way the fair went, and the new corn good in view of these handicaps. They held the 1956 annual meeting of the International Association of Fairs and Exhibitions, held at the Hotel, which was successful last year, will have the chance to participate in this year's program by seeking a member fair.

Frank Carson, the new secretary of the International Association of Fairs and Exhibitions, will deliver the keynote address at the annual banquet.
UNIVERSITY OF IOWA, SPRINGFIELD, Okla., Jan. 9.-Miss Mildred A. Hoegh, assistant secretary, was elected president of the 1936-37 administration of the University of Iowa Agricultural Fairs, by a vote of 15 to 1. Miss Hoegh, who had been serving as secretary, succeeds Dr. W. J. Campbell, who served for the past two years.

Miss Hoegh, a native of Iowa City, has been associated with the Agricultural Fairs for three years, and was formerly secretary of the University of Iowa Fairs, which she succeeded last year. She is a graduate of the University of Iowa, and has been active in a number of organizations, including the Women's Auxiliary of the University of Iowa, and the Iowa City Jaycees.

The election was held by a vote of 16-1, with one vote each for Miss Hoegh and Dr. W. J. Campbell, who was not a candidate for the position. The vote was close, but Miss Hoegh was elected on the first ballot.

The new president will continue the work of the previous administration, with the same aims and objectives. She plans to continue the work of the University of Iowa Agricultural Fairs, and to promote the development and promotion of agricultural exhibits, in order to increase the awareness of the public of the importance of agriculture.

The University of Iowa Agricultural Fairs is a voluntary organization, which seeks to promote the development of agriculture, and to provide opportunities for the study and practice of agricultural science. It is a self-supporting organization, with a membership of over 1,000. The organization has a long history of successful exhibitions, and has been instrumental in promoting the development of agriculture in the state of Iowa.

The new president will work closely with the board of directors, and with the state agricultural society, to ensure the success of the organization. She will also work to increase the membership of the organization, and to promote the development of agricultural exhibits, in order to increase the awareness of the public of the importance of agriculture.

The University of Iowa Agricultural Fairs is a valuable resource for the state, and plays a vital role in the promotion of agriculture. The new president will work tirelessly to ensure the success of the organization, and to promote the development of agriculture in the state of Iowa.
BEN DAVENPORT PLANS TENT SHOW

Moore Will Route Trucker Thru West; Elephants Being Returned to States

DALLAS — Plans by Ben Davenport and Bill Moore to take out Hawaiian and Australian trunks, which were confirmed here by Moore Friday (14). It was reported that he would be a general agent and would take the show wherever he could. The Davenport quarter, Moore was agent for the Beatty show during the years it toured the country with Ben Davenport has had the Merchants' Free Circus in the past couple of years. This was an open air show that also carried rides and was said to be a popular show.

The new show will be under canvas and it has a 90 with about 40%. There will also be a combination performance. It was reported that Davenport has six trailers being rebuilt in his garage for the tour, which will include about 15 trucks that will be used to move the show.

Moore said that they have not decided what to call the show. He declared that the Beatty-HARRY DUBE:

R-B Interest

Given Boost

By TV Talk

NEW YORK—While not pur- ported to be an official Ringling spokesman, Harry Dube, publisher of the show program, has stated that he is interested in some possibly interesting public activity recently.

According to Dube, Dube has been quoted in syndicated news service stories stating that the Ringling Bros. and Barnum and Bailey Circus will go on a tour for 1957, and Thursday (15) he was interviewed for a half hour on the show's future by Mr. Wallace.

Dube has been known to firmly estab- lish that there will be a 1957 tour, in order to help in the sales of the program. He also stressed the requirement of the Ringling show's production. The TV show has been increasingly popular with the light of Hollywood success in extracting information from his subjects. He was not well prepared.

Dube brought out these, among other claims, as the past 12 months considerably a sign of the future, that a century of travel by HABIL-MORTON,

TOPEKA SHRINE SIGN 3D YEAR

TOPEKA, Kan. — The Hamid-Morton Circus has contracted for its third annual appearance here under auspices of the Shrine Temple. This announcement was made by W. W. Baker, secretary of the Shrine Temple at Topeka, for the show, and E. S. (Tom) Becque, manager of the show. The show will be February 15-16 at the Municipal Auditorium. Becque termed the signing a continuation of the circus operation established by the late Robert H. Morton. This year George A. Hamid will appear in person at the show, it was reported. Becque, who is a favorite of the past two years, will appear in the ring and his presence will increase the business at fairs, is circus manager for the Shriners-

King Title Selected

For Cuban Production

SARASOTA, Fla.—Title for the Christmas circus in Cuba this season was announced here last week. It will be at the Havana Sports Arena, December 21 thru January 2.

Meanwhile, in St. Louis, Louis Rienzi announced names of new acts which will be seen for the engagement.

They include a new Danish jug- gling group, the Tornac, Donald De Marcos, perl, Nicolò Chimp, Six Autosantrons, and the Duschen- ne's Riding Club.

King Vesey will have the band and crew for their first week, their specialty, Kye, band-

Foreign Meeting Termed Success

LONDON—Karl Knaehl reported here last week that the meeting of the International Circus, new world circus fan group in Rouen and Farly, France, was a great success. Knaehl was in France, Belgium, Germany, Switzerland and the U.S. attended. Among those from the U. S. was H. E. and Mrs. Dube, Wearing, California CFA.

The program will be in the New York opening, the program must be arranged for some time in advance, the report said.

The discussion between Dube and Wallace centered on a grilling at the time, but the report was not included. It appeared, in trying to create some understanding and sympathy with the Ringling show's problems. The TV show has been increasingly popular with the light of Hollywood success in extracting information from his subjects. He was not well prepared.

Dube brought out these, among other claims, as the past 12 months considerably a sign of the future, that a century of travel by HABIL-MORTON,

TOPEKA SHRINE SIGN 3D YEAR

TOPEKA, Kan. — The Hamid-Morton Circus has contracted for its third annual appearance here under auspices of the Shrine Temple. This announcement was made by W. W. Baker, secretary of the Shrine Temple at Topeka, for the show, and E. S. (Tom) Becque, manager of the show. The show will be February 15-16 at the Municipal Auditorium. Becque termed the signing a continuation of the circus operation established by the late Robert H. Morton. This year George A. Hamid will appear in person at the show, it was reported. Becque, who is a favorite of the past two years, will appear in the ring and his presence will increase the business at fairs, is circus manager for the Topeka Shrine.

Under the Marquee

Beatty Toppers Arrive After Meet; Karp Out

MACON, Ga.—A series of conferences here ended with announce ment that the Clyde Beatty Circus will be extensively rebuilt this winter and will have an entirely new program in 1957.

Also it was announced that Floyd King, general manager, will take the duties as promotional manager formerly handled by Mr. King, Clyde Beatty, will take the title that will take him as far as Mexico City in quest of new acts. McClosky will be in New York, but will return briefly to Sarasota, and will leave Christmas week on a trip to Europe, scouting new acts. He has arranged for visits to England, Belgium, and Germany.

Opening day of the new season has been announced to be April 21 in De Land, Fla., where the show will be. J. C. Reese, office manager, will be in charge of the last two days of contracts ongoing (Photo) Page, has completed the final act of the season, and will lay off until after the holidays.

Page said that when the show arrives, the company will be working on more acts and play larger towns. Graduation show will be held on a roof in a hospital at Oak Ridge, Tenn. The Pages and several acts are in quarters.

Henson Plans ‘57 Reopening

SPRINGFIELD, Tenn.—H. E. Henson Bros. Indoor Circus, operated by W. E. (Shotgun) Page, has completed the final act of the season, and will lay off until after the holidays.

Page said that when the show arrives, the company will be working on more acts and play larger towns. Graduation show will be held on a roof in a hospital at Oak Ridge, Tenn. The Pages and several acts are in quarters.

Henson Plans ‘57 Reopening

SPRINGFIELD, Tenn.—H. E. Henson Bros. Indoor Circus, operated by W. E. (Shotgun) Page, has completed the final act of the season, and will lay off until after the holidays.

Page said that when the show arrives, the company will be working on more acts and play larger towns. Graduation show will be held on a roof in a hospital at Oak Ridge, Tenn. The Pages and several acts are in quarters.
Postman with wagon.

Cashier at the store.

WANTED

Flying Acts—Also Novelty Acts that do two or more acts.

15 Weeks Starting the End of May.
CONTACT IMMEDIATE

Send Write-Ups, Pictures, Also Prices.
ROYAL UNITED SHOWS

P. O. Box 516
Staut Falls, South Dakota

Wanted for Circus

Contracting Agent to act as booking promoter, administrative manager and general manager. Experience in the show business essential. Must have own transportation.

W. M. MOORE
3714 McKinney Ave, Dallas, Texas, U. S. A.

B. C. DAVENPORT
Box 54, Canton, Texas

CONTRACTING AGENTS—WANTED:

Experienced booking agents for winter engagements. Will accommodate all at length. Must have transportation and be able to travel by rail, road, or water. Must be willing to travel a large area. Will pay on the first show of the engagement. For reference see: Mrs. J. H. Tuner, Revenue St., St. Louis, Missouri; Mrs. H. D. Pullen, 2911 S. 6th Ave. W., Tacoma, Washington; Mrs. LeRoy Dwyer, 2225 River Park Road, Madison, Ga.

FLOYD KOND, Co-Agt. of

A MERRY CHRISTMAS AND A HAPPY NEW YEAR TO ALL

THE HUNT BROS. CIRCUS

5 PHONE NUMBERS

ELLA TAYLOR, BOOKER, 1417 S. W. 17th, Oklahoma City, Okla.

ON SALE: Primary Equipment, Horses, Buses, etc.

R. C. DAVENPORT, Manager and President, Los Angeles, California.

MEN OR WOMEN PHONE SOLICITORS

$10.00 a day.

First round trip in St. Louis, Missouri.

MORRISON ENTERPRISES

PHONEMEN—2

To handle established Winter Park Eater in El Paso and Waco, Texas.

Kehebo Publications

4775 W. Bivand Ave., Austin, Texas

Ray Graymons Play Hotel Yule Date

DALLAS — Animals from the Graymon's Big Indian show have been taken to a fourth floor location in a hotel here last week for a Christmas party the children of the 41st Street school company. Elephants, camels and horses worked up the elevator. Charles T. Meeker, who also is with the State Fair of Texas, showed the children how the animals were connected with the performance of the show.

Celticad, Ray Marlowe, Doc Hol- dam, Joe Trelaw, Frank Tizzam, Elwin Walsh, Bill Lewis, Paul Mc- Donogh, Bobby Miller and Abe Tellah.

Hazel King reports from Gaines- ville, Tex., that the Glenn Henrys and John Coopere have returned from indoor shows. Shirley Gelaufener's new baby has the same birthmark as her first one. George Keller's Wild Animals were in Gainesville recently and then went on to the West Coast, where they would be ready for the 1945 season.

Joe Meix and Princess Blue Sky have returned to Laming, Mich., because of the illness of their son. They played J. C. Patterson dates.

Bob Tabea, Riverside, Cal., had a visit to the Joe Applegate, who was boss cagemen with the Redpath Bros. Acts.

Charles Berry reports that the Berry Family is gambling along well. The Berry Kids are recording for M-G-M Records.

Capt. Eddie Kuhn will have his wild animal act with the Minneapolis Shrine Circus and then will move to the Eastern unit of Polack Bros. "Circus, and then proceed through a new lama line, which will give him ten acts. He is wintering at Proctor- ville, Tex., and the show will have a break after the holidays. Shows plans to work the act.

County Pope DeBalis is working with the Moulton Bros. Circus, and several dates for the act.

Buck O'leary, who was assistant manager of the famous circus Barrows, is making unusual recovery from a blood transfusion accident. He will be in South Chi- cago Community Hospital, Chica- go, for another six weeks, his wife reports.

The Medical Crays, rev. act, with George Good of his All-American Circus at West Point, Minn. Annamat Arthur Campit visited from 15 weeks at the Butler Brothers circuses visited by Minette, while sev- eral people from the Gen City Shows and Frank Pepper Shows work on a head at Chubbuck, Ala. Ralph Green, who is one of the best paid motorists and monkeys, was an added attrac- tion with the exhibit and was a bat- tleant constrictor. Bonus ace act was with Russell Grannum's monkeys, Ward Hall and Harry Leonard, knives, vest, punji and jungle jars.

Bookkeeper Joe Basile reports that three making the Huntington, W. Va., Police Show he has signed to make a one-night stand for the Newton Agency in the South.

Paul Casentelli is planning the Case Casentelli at San Antonio, Fla., and will have a large crowd for this huge act. The Casentelli and his family are in their new home.

Charley Beach, Red Larkin and Tommie Smith are at the Grand Hotel and Club Chas. Co. Beach, who are manager and cost of the act. They have a large number of playing audi- tors and are very well known and is making a good name for themselves in the South.

Tommy Scott Sets Rocking, Adds Solar Rock — HOLLYWOOD — The Tommy Scott Show closed its latest season in Bakersfield, Calif., in mid-November and will start its next tour at Co- okville, Tenn. on January 8th. Tommy Scott, owner-manager, said the route is set well into 1945.

The show is one of the many of playing auditions and arena生产经营 and using circus-type advertising and promotion. Scott has a TV film show and said this helps in towns where it is being shown. He said another series of films will be made between seasons.

Late in the 100 hour tour, said, a pair of rock 'n roll artists were added to the roster and western and circus acts. Scott said this has boosted the show to a great number of teenage-age patrons.
200 Coast Showfolk At PCCSA Banquet

LOS ANGELES—Members of the Pacific Coast Showmen’s Association flew west en masse last weekend. Arrangements were made by the late chairman, Dennis Howard, and the committee was headed by Robert K. Parker and Dave Eady.

The hotel banquets were handled by John Viono, third vice-president, and John Smith, president, and arrangements were made by John Viono, third vice-president, and John Smith, president.

Following the banquet, the next major affair will be the annual picnic in ‘‘Lone Park,’’ with Joe Ross as committee chairman.

McCartter Sets Starlite Org for February Bow

HARLEM, Ga.—R. C. McCarter, veteran carnival manager, general agent and legal advisor, is planning a program for the Starlite organization of the International Association of Allied Amusements in their regular meeting here last week.

Other officers include Hal El- pipe, second vice-president, E. W. Green, third vice-president, Ed Ford, fourth vice-president, Ed Cobey, secretary, George Raus, treasurer, Tom Gason, chaplain, and Ed Malone, sergeant at arms.

C. C. (Scape) Concurth, outgoing president, handed the gavel to R. K. Carver, who presided at the meeting. Other officers present included McCoy, Harmer McCoy, acting treasurer, Cobey, and two other officers.

Basic officers at show were Ira Cook, president, Elmer Brown, secretary, Louis D. Jemison, treasurer, and David R. Huddle, vice-president.

M. A. Rosens deliver an address on the Christmas party for underprivileged children inside the Coliseum.

(Continued on page 64)

Bataan Tops Slate, Lists J. Prell 3d Vice President

M. J. Massen, president of the Eastern Auxiliary, M. J. Massen, president, and Paschal J. Massen, secretary, have announced that the Eastern Auxiliary will present a show to be held on the 21st of this month at the Coliseum.

A full slate of officers, headed by Mrs. Bataan, will be elected by the members of the auxiliary, and the officers will be announced at the meeting.

The show will be held on the 21st of this month at the Coliseum.

NATIONAL CONFERENCE

The national conference of the International Association of Allied Amusements will be held in New York City on the 21st of this month.

The conference will be attended by the following officers and delegates:

Mrs. M. J. Massen, president, and Paschal J. Massen, secretary.

The conference will be attended by the following officers and delegates:

Mrs. M. J. Massen, president, and Paschal J. Massen, secretary.

The conference will be attended by the following officers and delegates:

Mrs. M. J. Massen, president, and Paschal J. Massen, secretary.

The conference will be attended by the following officers and delegates:

Mrs. M. J. Massen, president, and Paschal J. Massen, secretary.

The conference will be attended by the following officers and delegates:

Mrs. M. J. Massen, president, and Paschal J. Massen, secretary.

The conference will be attended by the following officers and delegates:

Mrs. M. J. Massen, president, and Paschal J. Massen, secretary.

The conference will be attended by the following officers and delegates:

Mrs. M. J. Massen, president, and Paschal J. Massen, secretary.

The conference will be attended by the following officers and delegates:

Mrs. M. J. Massen, president, and Paschal J. Massen, secretary.

The conference will be attended by the following officers and delegates:

Mrs. M. J. Massen, president, and Paschal J. Massen, secretary.

The conference will be attended by the following officers and delegates:

Mrs. M. J. Massen, president, and Paschal J. Massen, secretary.
**CLUB ACTIVITIES**

**Greater Tampa Showmen's Association**

President Esther Young called the regular monthly meeting to order. Also present were Vera Cox, Olive Sprague and Mary Wenzel, one assistant secretary, and Eline Oviedo, treasurer. The president reported 88 members present.

Vio Vecne reported on the banquet. The Past President's club held a giveaway with prizes to the members of the Christmas party fund.

Mr. and Mrs. Rube Alvarez announced the birth of a daughter on December 10. Virginia Miller was confirmed in the Joseph Plan for a party honouring Queen Mary Wenzel and past queen Monica Barnes, Louise Poten- tion and Vera Cox, were announced to report plans for their Christmas party for the children from Drexel Park Recreation Center.

Elna was served by Mary Cains and her committee.

**Miami Showmen's Association**

Miami Showmen's Club meeting was presided over by John Yev- ava, third president, in the absence of President Young. About 170 members were present. It was announced that the presiden- dential testimonial dinner will be held on December 18 at the Eden Roc Hotel, Miami Beach, with the com- mittee headed by Max Sharp and Ralph O. Miller.

Bill Moore, chairman of the organization committee, announced that the members a pep talk and shows reports have been coming in.

**Midway Confab**

Ted Kimpel, concessionaire with Fordsy & Davis Rides, is filling the Showmen's Association's place at the Denver Dry Creek Good Creek Fair in Colorado. He has been in the business for five years and his show has been managed by his uncle, William O. Davis, for the past five years, and his two sons, William and Donald. Davis was a Midway Moore and a member of the Scottish Rite of Kansas City, Mo., and was buried in its home on Tuesday, December 11.

Lenny C. Stahl, 25-year veteran of the department store business, has been appointed to the York County Hospital, Rock Island, Ill., as the new head of the public relations department. He has been in the field for many years and has been active in the public relations field.

John Kerrigan, concessionaire with John W. Price, has sold his show for the past two years. He is a member of the Midwest Show Circuit, and has been in the business for many years.

Bob Johnston, of Keosauqua, Iowa, is the new manager of the Midway Show Circuit, and has been in the business for many years.

Mrs. Louis Miller, of the Oleander Farm, is the new manager of the Augustana Hospital, Chicago, and has been in the business for many years.

The Royal American Shows' tent, located at the Maryland Hotel in Baltimore City, has been taken over by the Egyptians, and the ride foreman Toney Sprengel was taken into Egypt Temple.

**WANTED FOR CASH**

$250—First Year (Roundhouse)

$1 No. 9 or 10 III Wheel and trans- mission

$1 Cut End—can not have head

$5 Kid rooftops—rubber, metal, wire, etc.

Parable Steps on wheels for outside

Write, describing same in full, condition.

**BOX D-260**

C/o The Billboard, Cincinnati, Ohio

**ACTS WANTED**

For beating for beer and other 1957 events. Write.

**MIDWEST SHOWS**

P. O. Box 551

Newark, Ohio

**WANTED**

For Billy Ann Dill & Roll Follies

One full size, one separate parts, all parts

Order 11 at 10 c.

Write, giving speed and other details.

**WANTED**

For showman or persons interested in starting a show, or for further information.

Contact: Robert Blyth, Forest Amuse- ment Park, Inc., P.O. Box 234, Beach Lake, Pa.

**URGENT MICHIEL WILLIAMS**

Any person knowing his present where- abouts, or has contact with him, is urged to write.

W. T. TURTON

1900 Chalfant St.

Post Falls, Idaho

**FOR SALE**

No. 9 W. Profit, $4,500.00—Pair. $2,500.00—Pair. $1,500.00—Repeat. 1500, 2500, 5000, 10000, 20000, 25000.

CHARLES BRIGGS

Prospect, Conn.

**December 22, 1956**

**37 BIG WEEKS**

**STARLITE SHOWS, INC.**

OPENING FEB. 15—AUGUSTA, GA., CAMP GORDON PAY DAY

WANT FOR LONG SEASON of Celebrations, Fairs and Homecomings, RIDE FOREMAN for Mobile-Round, Twin-Roll, Willis Wells, and other Rides. WANT Electrician who can handle DIESEL LIGHT PLANT.

WILL BOOK BUY OR LEASE on Major Rides, also any new Kiddie Rides. Good proposition for Shows with Showmen own- ers not conflicting with what we have.

CONCESSIONS: Will give exclusive Concessionaire, Ring, Concessionaire and all the Concessionaire you want.

For full details please write or phone:

R. C. McCARTER, Gen. Mgr., 2526 Milledgeville Road, Augusta, Ga.
PARKS-KIDDIELANDS-RINKS

THE BILLBOARD
Communication to 185 W. Randolph St., Chicago, Ill.

DECEMBER 22, 1956

FUN OPERATION

20-Year Lease Signed
For Galveston Pier

CALVISTON, Tex.—A full-scale amusement pier will operate in this city during 1957, as a result of a 20-year lease negotiated by the new operators with the City of Galveston, which owns the pier. Operators are Texas Pleasure Pier Corporation, consisting of four principals well known in outdoor show business.

Manager of the pier will be Howard Robbins, formerly manager of the Spindle Center Fair in Gastonia, N.C.

The $20,000,000 Pleasure Pier extends 1,000 feet into the Gulf of Mexico and the lease includes 340 feet of beachfront on either side of the structure. It is 325 feet wide at the entrance, at Seawall Boulevard and 25th Street.

Built in the 1920's, the pier has been closed since 1949. After years to a national hotel chain which used it exclusively for conventions and meetings, Robbins and his associates will provide adult and kiddie rides, dancing, concession games, food units, air-conditioned 3,000 seat outdoor stadium, fishing boats, aquatic sports, and commercial fishing.

All-Year Business

A year-round operation is envisaged, with the opening day set for April 1, 1957. The pier will be located in the heart of Galveston Beach Boulevard area which draws large crowds, the annual total running into the millions.

From the face of the opening Robbins said, the place calls for continuous amusement dancing, free events, dances, galas, three-day festival shows, night fireworks, and frequent remodeling of the main bowl.

A complete relighting and redecoration job will be featured at the special spot, which the operator expects to do well at, since competition is going to be a new effort for a worthwhile attraction of the type the pier promises to give.

Veto Pay Plan
At Blackpool

LONDON—Proposals to charge admission to the public, for viewing the world-famed Blackpool seafront, are reported to have been turned down.

The proposals had been offered to the Blackpool Electric Services Committee, but none was deemed practical of yielding revenue. Basic idea was to build special areas along the boardwalk, containing illuminated attractions.

The illumination is now given to the general public, Harry Carpenter, in charge of them, said that any special construction at any admission would be charged would require a permit from the local public parking facilities, paths, railings, fencing, and other elements.

AVAILABLE

100′x140′ open air in amusement park on
FOR SALE
BIRDWOOD AMUSEMENT PARK, INC.
31 North Atlantic Ave.
Brick Beach, Florida

FOR SALE

Portable Speedway Platform. Frame
and Canvas in good condition.
Prices: Reasonable.

FOR SALE

KILGADD CAR RAILROADS
FOR HIRE

New York to Florida

To all our friends and customers

A Very Merry Christmas
and Happy New Year!

Join the Roller Skating Foundation of America's March to the Skating Rinks in 1957.

CHICAGO ROLLER SKATE CO.
4417 W. LAKES AVENUE
CHICAGO 19, ILLINOIS
MERRY CHRISTMAS

COOK BROTHERS
914 So. Halsted Street
Chicago, Illinois

A VERY MERRY CHRISTMAS
TO ALL OUR FRIENDS AND CUSTOMERS

C & G SALES
1085 MILWAUKEE AVENUE
CHICAGO, ILLINOIS

DIRECT FROM MFR.
3 PIECE SET IN POCKET WALLETS
WOMEN'S & MEN'S

FREE WHOLESALE CATALOG

Send for Free Samples

DO YOU HAVE OUR 480-PAGE CATALOG?
If not, you should have one—
request mine today. One of the
questions is that you state your type
of business in front of a buyer.

WHETHER IT'S A LUXURY, STANDARD
OR JEWELRY LINE—SUBSCRIBE TO THIS
WEEKLY FEATURE FOR A YEAR—FOR FREE!

FREE WHOLESALE CATALOG

explore Our Exquisite Pieces
Heart & Dist. Pendants
and Charm Chains.

Frisco Pete
MODERN MEN MFG. CO., INC.
924 Broadway
New York, N. Y.

DO YOU HAVE OUR 480-PAGE CATALOG?
If not, you should have one—
request mine today. One of the
questions is that you state your type
of business in front of a buyer.

The BEST SALES BOARDS
JAR GAMES
Write for Information and Prices

WASHINGTON, D.C.

December 22, 1956

the BILLBOARD

MEHRAGE TOPICS

Three items of Mexican handcraft for Christmas are being intro-
duced by Francisco L. de Arlon, Scottsdale, Ariz. The first is a tule baby decorated chair. Fig. 1772 is a Pulvera hand-tossed bag in assorted colors, and the third is a Popular student magazine in assorted colors. The company has one of the most complete catalogs of imported folk art products available upon request.

If you'd like a furof catalog from a firm that has been supplying the trade for years, write to Sterling Jewelers, 1055 East Main Street, Columbus, O. Their wholesale cata-
log for salesmen, agents, distributors, etc., contains nationally ad-
vertised products at exceptionally low prices. Complete lines of jew-
elry, novelties, rings, engraving merchandise and carnival mer-
chandise are shown.

Keeping steady response to its offer, Al Zeiger & Son, 706 Sanborn
Street, Philadelphia, reports receipt of a new shipment of jewelry and that it can give immediate delivery. Twenty-four of the Bulova or Buren watches in 15 or 17 jewel gold-filled expansion band or necklace and earring sets in sparkling diamonds with matching diamond watch and gold-filled ex-
pansion band. All watches are hypo-allergenic and can be worn by both men and women. Both units are packed in an attractive case with mirror back that reflects the jewelry when placed on dis-
play. A complete catalog will be sent when you write for prices.

A Sheffield stainless steel cut-
tery and carving set is being intro-
duced by A. W. & D. Co. Inc., 1102 Arch Street, Philadelphia. Called Crown Crest, the set consists of nine pieces of top-quality stainless steel Sheffield steak knife, slicing knife and hand-forged Sheffield carving set. All come with gleaming black ebony handles and there are holder guards on knives. This is an English cutlery and the price of the sample set is $37. Larger quantities since the price to $50 per set. Harris has also just received an Elvis Presley fishing button. This is a single button about a half inch in diameter which has all comedy on it and the button is moved. The price is $37.

Real diamonds and even nation-
ally advertised men's and women's watches are being featured by Hall of Jewelers, 3850 N. Clark Street, Detroit, Renos, Green, Waltham, Hamilton, Longines, and Rgin are ready for immediate de-
ivery. The most popular watch is getting a heavy response in a matching bridal diamond set. This consists of a six-diamond watch, with carved matched engagement and wedding band retailing at $379.95. Cost to the trade is $18. The firm's diamonds can be ap-
dosed so that $100 savings can be realized. Written guarantee certificate with each order is included.

PIPIES FOR PITCHMEN

By BILK BAKER

10 Years Ago in Pitchdom

Jack Vinick was doing well at
West Coast events. Richard
Arcand, reporting from Los An-
geles, said he had set plans for a
new jewelry line in L. A., in the
anticipation of the Christmas rush.

Wrenger Bangor and his wife,
Virginia Kid, and Skip Trendway
and wife had hired a school of
singing and male dance school.

Harry Maier was feeling better
after his latest heart attack.

Jack Curwen was working Chicago
territory.

Marge Kelley was working cin-
elas in a large Los Angeles jewelry store.

Eddie Kohler was hiring a new
assistant in the store.

Joe Hanover was moving to a
new location.

Fast Money Charlie Madison
was bottled for the season.

Hank Sherlock was the cleanest
businessman, working solely for
his own benefit.

C. C. Murphy, etc. The Daily

New York Times reported the
succession of the "Y" and "Z" clubs in
California with lawn mower salesmen.

After service in the Army, Michigan,
Indiana and Ohio, Ken Green and two
wire workers and engineers, moved
up the river and sold jewelry.

Ralph M. Cahah was the assistant
merchandiser for the year.

Mike Berman has been laying in a
heavy stock of rubber reinforcers for
Christmas. Joe Schurman recently
opened a new store. The city is
wearing in St. Louis.

JOE JOBLOTS

written for The Billboard.

The word "snow" has been re-
defined in the dictionary.

Duke Segal and Harry Broo,
Heirs, Inc., are going to re-
open their company in Seattle,
Washington.

Paul Goldfarb, of Rabin,
has taken over the charge
of his company.

LANGUID

the magician, currently visiting the
San Diego area, has been
writing a new script which he says that he had much more
material on hand that he could

write. He will be making his
next appearance in the area in
San Diego.

Hans-Graff was the star attraction at the Hubert's Museum on West 42d
Street, New York, that Jack Kahler was
back in the big town after a
successful season of fairs, and that
Alex Anderson was the director of the Radio City Star, and
Yorez was the best in the field.

F. L. Greenfield reported that Saller Jim
White is the star attraction in the school
and has been for several years. White is
in Omaha, the school, and has been
for several years. White is
in Omaha, the school, and has been
for several years.

LANO RUBRIS

the magician, currently visiting the
San Diego area, has been
writing a new script which he says that he had much more
material on hand that he could

write. He will be making his
next appearance in the area in
San Diego.
CLASSIFIED SECTION
A Market Place for Buyers and Sellers

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual wast-of-style, no paragraph, no display. First line $0.05 per word, remaining lines $0.01 per word and lower case.

IMPORTANT
In determining cost, be sure to count your name and address. When using a New Member in name of the newspaper, add 25 cents for the address. Also include a line at per insertion additional to cost of handling ad.

RATE: 20¢ a word—Minimum $4.
CASH WITH COPY
(formula has been changed)
FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE
Send all Orders and Correspondence to 2360 Patterson St., Cincinnati 22, Ohio

DISPLAY-CLASSIFIED ADS
Attract more attention and produce quicker and greater results than the line of shorter types and is always used up to a 14 point per line. No illustrations, reverse prints, logos or other decorative material.

Rate: $1 per atg -line—$14 per inch.
Minimum $10.
CASH WITH COPY
(formula has been changed)

ACTS, SONCS & PARODIES
CHRISTMAS GREETING CARDS
Embroidered, 4 x 6, 50¢ a doz. or 25¢ a card. Plaid, 10¢ a card.
SHAW PRINTING Co., 1216 S. Main St., Columbus 2, Ohio

FAMOUS MFR. CLOSEOUTS
Extras, Sample, Exchange, etc. Established 1868. Wholesale and retail.
B. H. JOHNSON & CO., 453 South St., Boston 7, Mass.

MORE BUYERS
Will stop and read
YOUR AD
If you use
DISPLAY CLASSIFIED AD
Rate only $14 per inch

NEW FASHIONS TAIL HUGIES, LADIES RE-PROD. BARGAINS FREE FREIGHT ON ALL 
AGENTS & DISTRIBUTORS
ATTENTION—SOLD LOW PRICES FOR REAL LADIES' CLOTHING AND ACCESSORIES.


STAR CLOTHING, 237 S. Michigan Ave., Chicago 1, Ill. CLOTHING,

SLIP RINGS, 4847 Meriden-Waterbury Turnpike, New Haven, Conn.

KAREN ORIGINALES
483 Main St., Holyoke, Mass.

-NORTH ATLANTIC FERTILIZER & CHEMICAL CO., INC.
50 Broadway, New York 4, N.Y.

SPIDER MONKEYS
At $140.00 PER DOZEN

JUNGLE LIFE EXPORT CO.
P. O. Box 273 South Miami, Fla.

SPECIAL—ELPHINTS
Immediately available vintage American formal costumes. We compete on usual price and quantities. Illustrated.

SPRING BULBS
At $1 per lb. for large size. Illustrated.

LEATHERS, BRIMES, BUR HTC, CLOTHES, DRESSES, ETC.

BOOTH 50, Philadelphia Merchants' Exchange Bldg.

FOR SALE
SECOND HAND GOODS

FOR SALE—SECOND HAND SHOW PROPERTY
FOR SALE—SET OF 12 ERIE BIGGER, SNARE DRUMS, ETC., MANDOLIN BIRD CATALOG FOR 15 Oscars, $1.00, Chicago, Ill.

FOR SALE—SALESMEN WANTED

CLOTHING

WE ARE NEW TO WEST COAST MARKET

FOR SALE

GOLD CARTIER RINGS

FOR SALE—FURS

ALL JEWELRY

FOR SALE—FURS

SALES COACHES

FOR SALE—FURS

GOOD CLOTHING

FOR SALE—FURS

ALL LADIES CLOTHING

FOR SALE—FURS

ALL LADIES CLOTHING

FOR SALE—FURS

ALL LADIES CLOTHING

FOR SALE—FURS

ALL LADIES CLOTHING

FOR SALE—FURS

ALL LADIES CLOTHING

FOR SALE—FURS

ALL LADIES CLOTHING

FOR SALE—FURS

ALL LADIES CLOTHING

FOR SALE—FURS

ALL LADIES CLOTHING

FOR SALE—FURS

ALL LADIES CLOTHING

FOR SALE—FURS

ALL LADIES CLOTHING

FOR SALE—FURS

ALL LADIES CLOTHING

FOR SALE—FURS

ALL LADIES CLOTHING

FOR SALE—FURS

ALL LADIES CLOTHING

FOR SALE—FURS

ALL LADIES CLOTHING

FOR SALE—FURS

ALL LADIES CLOTHING

FOR SALE—FURS

ALL LADIES CLOTHING

FOR SALE—FURS
L.A. Club Services
Continued from page 59

sound equipment. Chairs for the services were contributed by Max Winder, of the Canvas Specialty Manufacturing Company.

PCSA members who died during the year were H.A. (Pop) Ludwick, Harry Cornblott, Gay E. Montgomery, George Muffett, T. W. Turner, James Sturges, Eugene Rosenzweig, Bobby Irwin, Lloyd Kote, Fred Longfield, F. W. Schafer, Joe Metcalfe, Fred Wickes, Andrew Carson, Harry Merkell, Harry Hornick and William Mes-sa. The three Auxiliary members who succumbed this past year were Ben Stein, Gladys Bishop and Emma Crosby.

Paradise Retractable BALL POINT PENS

ONLY 12c

THE ONLY ELVIS PRESLEY FLASHER BADGE

you'll sell them by the car-load

17 1/2c each in thousand lots

immediate delivery—suggested retail price 35c

10% deposit with order, balance C.O.D. shipping charges collect

for smaller quantities contact your local jobber

VARI-VUE

PICTORIAL PRODUCTIONS INC. TUCKAHOE, NEW YORK
SOLE MANUFACTURER
Woodbine 1-2895 (WESTCHESTER COUNTY)

NEW! NEW! NEW!

Hottest Selling Novelty
OFFICIAL
Elvis Presley Flasher Badge

ONLY 12c

THE ONLY ELVIS PRESLEY FLASHER BADGE

you'll sell them by the car-load

17 1/2c each in thousand lots

immediate delivery—suggested retail price 35c

10% deposit with order, balance C.O.D. shipping charges collect

for smaller quantities contact your local jobber

VARI-VUE

PICTORIAL PRODUCTIONS INC. TUCKAHOE, NEW YORK
SOLE MANUFACTURER
Woodbine 1-2895 (WESTCHESTER COUNTY)

A MERRY CHRISTMAS AND
A HAPPY NEW YEAR
TO ALL OUR CUSTOMERS AND FRIENDS
B. PALMER SALES COMPANY BUD PALMER --- BERNIE CHERN

over 3000 terrific Values!

A Merry Christmas and
A Happy New Year
To All Our Customers and Friends
B. Palmer Sales Company Bud Palmer • Bernie Chern

Change for Auxiliary smallers
were
James Black, William R. Moore,
Martin Viven, T. W. Turner, James Sturges, Eugene Rosenzweig, Bobby Irwin, Lloyd Kote, Fred Longfield, F. W. Schafer, Joe Metcalfe, Fred Wickes, Andrew Carson, Harry Merkell, Harry Hornick and William Mes-sa. The three Auxiliary members who succumbed this past year were Ben Stein, Gladys Bishop and Emma Crosby.

Paradise Retractable BALL POINT PENS

ONLY 12c

THE ONLY ELVIS PRESLEY FLASHER BADGE

you'll sell them by the car-load

17 1/2c each in thousand lots

immediate delivery—suggested retail price 35c

10% deposit with order, balance C.O.D. shipping charges collect

for smaller quantities contact your local jobber

VARI-VUE

PICTORIAL PRODUCTIONS INC. TUCKAHOE, NEW YORK
SOLE MANUFACTURER
Woodbine 1-2895 (WESTCHESTER COUNTY)

NEW! NEW! NEW!

Hottest Selling Novelty
OFFICIAL
Elvis Presley Flasher Badge

ONLY 12c

THE ONLY ELVIS PRESLEY FLASHER BADGE

you'll sell them by the car-load

17 1/2c each in thousand lots

immediate delivery—suggested retail price 35c

10% deposit with order, balance C.O.D. shipping charges collect

for smaller quantities contact your local jobber

VARI-VUE

PICTORIAL PRODUCTIONS INC. TUCKAHOE, NEW YORK
SOLE MANUFACTURER
Woodbine 1-2895 (WESTCHESTER COUNTY)

A MERRY CHRISTMAS AND
A HAPPY NEW YEAR
TO ALL OUR CUSTOMERS AND FRIENDS
B. PALMER SALES COMPANY BUD PALMER • BERNIE CHERN

over 3000 terrific Values!

A Merry Christmas and
A Happy New Year
To All Our Customers and Friends
B. Palmer Sales Company Bud Palmer • Bernie Chern
MOA Counsel: No Deal With ASCAP

- Continued from page 14

In previous years, that no agreement would be either found or fair. On possible congressional action in the upcoming session, Floberg said: "Since the Congress has year after year passed a series of terms for degrees, whatever the full facts have been up to that time, and the public has been satisfied, there is no reason why the same thing should not be repeated here."

On the ASCAP invitation, Floberg said: "Naturally, the success which the (solar) industry has always experienced in open hearings before congressional committees, drives ASCAP to seek different tactics, such as a negotiation in some amends, as far as is practicable. As I am concerned, I feel it would be better to adopt the Lamb to the lion in the desert with the lion.

Emphasis on the "small-business" aspect of the matter, Floberg added: "I cannot believe that Senator O'Mahony, who has earned a reputation as a champion of the little businessman, would expect or even permit the small businessmen who make up the public opinion, as they do, to make the money of the multi-million-dollar monopoly that is ASCAP--or the trade associations of the major companies--the chief beneficiaries of the "anti-trust" laws."

"The showing has yet been made as to whether the Government has a cause to be satisfied with ASCAP's scale, and until such a showing is made, there is every reason to believe that no basis for compromise.

40 Hoosiers Attend Meet At South Bend

SOUTH BEND, Ind. - The Music
Operator Association of St. Joe
County held a dinner-meeting here December 6 and heard a talk by George Miller, president, Music Operators of America.

The meet brought together many operators of the radio and television branching of the entertainment business and was announced during the session of the Radio and Tele
vision Operators Association of the United States (ATOM). A special reciprocation promotional event was conducted to increase the widespread public interest in radio and television. As this national dance form in modern guise is estimated at a quarter of a million persons, and it is safe to say that unique type programs, which can be performed by the ASCAP it is most interested to increase the potential number of people who can create and make music.

Under the co-operative arrangement, ASCAP will have the exclusive right to publish, enlist, and sell in the United States of America all songs, records, and publishers' department licensed under the ASCAP license agreement, the ASCAP will have the exclusive right to publish, enlist, and sell the same in any country outside the United States of America.

Chi Music Ops Set Slate for 1957 Election

CHICAGO - A special committee of the Recorded Music Association met here last week to pick a slate for 1957, election of officers and directors. Nominated as candidates for the 1957 slate:

Chairman of the Associate Committee, Howard E. Miller, Chicago, Ill., was elected to serve as the association's representative on the National Association of Music Publishers of America's Board of Directors.

MOA Directors Meet, Shape 1957 'All-Music' Convention

CHICAGO - Final arrangements for the 1957 convention of the Music Operators of America, to be held May 11, 12 and 13 at the Morrison Hotel, Chicago, were made by the MOA board of direc
tors here last week. Thirty-one members of the board were present.

Here are the highlights of the convention:

1. Action on the Association's plan to hold a convention in the city of the year, the association also elected the following officers and direc
tors:

Gordon Stout, re-elected presi
dent; Howard E. Miller, re-elected secretary-treasurer; and Nannen Carle, re-elected vice-president.

To be re-elected to the board were William Power and Herman Warin. Two other members elected were Hubert Brown and Leo McGinnis. Their appointments have been confirmed by law to make the possible the employment of a business manager to enable the association to continue with the professional and personal service in the best interest of the music industry.

Two Arkansas Counties Swing To Dine Play

CAMPDEN, Ark.,--Arkansas muni
cipal operators commission has voted solid dine play for the entire State as two more counties have been converted last week.

Operators in Union and Ouachita counties completed the conversion to dine play December 10 and have completed their conversion as soon as feasible.

The group made the decision at a meeting held at the Campden Hotel, Camp
den, Ark. on Oct. 20, 1957, when the Campden Hotel, Campden, Ark., was opened for business.

A two-day meeting of the Campden Hotel, Camp
den, Ark., was held on Oct. 19, 1957, when the Campden Hotel, Campden, Ark., was opened for business.

The Campden Hotel, Campden, Ark., was opened for business.

Chicago, Ill., was elected to serve as the association's representative on the National Association of Music Publishers of America's Board of Directors.
Season's Greetings
from Wurlitzer
and its DISTRIBUTORS

The Rudolph Wurlitzer Company
North Tonawanda, New York
Op Goes Full Time Via Five-Year Plan

MILWAUKEE—A capital of $100 and a pay rise for one operator had in the way of tangibles to start a route four years ago. Paid out to a good credit rating and a willing-ness to work, the man formed the cornerstone on which a successful operator’s business was built. But to start a part-time operator from scratch, he knew, was out of the question, so his “five-year plan” completed. Bert is looking forward to making his first as a full-time music operator.

Bert started with a 15-piece route (4 pieces new, 9 old) for $6,500. He had exactly $100 in his pocket and the pay rise of a mere $50. Bert has since expended $6,500 to make his business a success.

In keeping his full-time job as an operator, Bert has kept his route during weekends, steadily increasing his earnings. By making the two-day Whitney done 25 six-pack sales of 800 units at a healthy profit to his business.

Stiegel Heads Fort Pitt Bd.

PITTSBURGH—Fort Pitt Distributors, Inc., has announced the election of the president of the board of directors. Mr. Frank T. Fields has purchased 1,500 shares of common stock, increasing his direct ownership to 9,400 shares.

Named as vice-chairman was Delmar T. Fields, Jr. Mr. Thomas F. Fields was also named a director, representing C. F. Kehrer, who resigned.

Michael Berardinoni, president, will continue as executive officer of the corporation.

Ohio Ops Back Akron Deejay Benefit Show

AKRON—The Summit County Music Operators Association purchased a block of 140 tickets for The Jack Clifton Memorial Benefit Show at the Akron Armory December 14. Proceeds of the show go to the Cancer Fund.

Clifton, former operator with radio Station WHJ, died of cancer last September at the age of 40. The proceeds of the show will be divided equally between the operators who were associated with the operator group were distributed to residents of the Summit County Children’s Home.

Heading the list of operators who were associated with the show were record artists Pat Bongiorno, John Bongiorno, and Pat Bongiorno, Jr. Also to appear were the Emire Freeman Trio, the Three Friends, and the Four Ringers, and the Unique Ringers.

Members of the Summit County Association are Edward Malick, B. M. Malick, Sr. Malick, William Felmuth, Jr., Carol Ann Malick, president; Thomas Shannon, Shamrock; William A. Merl, Sr., Little Lucy, Lucas; S. J. Newhall, executive secretary; and Robert Holland, Holland Music; C. L. Cartwright, Cartwright; Charles Snider; and Anthony Clay, Castle Music Company.

MUSIC MART

Juke Firm Adds Disks, Phone Line

MONTGOMERY, Ala. — Music Mart, Inc., has added a line of 1,000 Master Music Co. phonograph cylinders to its line of juke boxes.

Recent Colombia records were released in large numbers and a line of 500 Master Co. phonograph audiographs were released as well.

Mr. Beery, president of Music Mart, said that the line of Master Co. phonograph records will be used in the new juke boxes.

Newly released were a variety of Master Co. phonograph records, including a number of songs that have been recorded by Master Co. phonograph records.

Sierra Issues Trade Stamps To Juke Buyers

LOS ANGELES — Giving of stamping records has been extended from one company to another by the Sierra Distributors, Inc., and has been started by the company in Southern California, where they have been distributed to their customers.

Bums Gibson, a local music operator, was the first to take advantage of the program by giving Sierra stamping records.

The trading stamp plan was started recently and was applicable only to parts and supplies. Stamps are also being given by Norton’s One-Stop Record Shop, located in the front of the Sierra building.

Juke Box Operators! AARDEL to ZORRA!!

Horoscope! No Record Label?!!

Did you ever wonder who makes your record player? How about a little insight about Where’s the cool music? How do they make that record in your area?

The answers are all in the latest Advertising Supplement —of The Billboard's MUSIC-RECORD PROGRAMMING and BUYING GUIDE.

There are 1,477 different record labels listed in this Guide. Labels are listed in alphabetical order with complete addresses. In addition, this Billboard also contains a directory of record distributors, so you can find out where to order what labels they handle, plus...

For record programming ideas for your Juke Box:

The top song hits by year for every year since 1930. The top record hits, 1930 through 1952. Order your copy now!


Copyrighted material
Boston Music Operator Runs Service Business

BOSTON—Any time music operator Mark L. Shavel has a spare moment, he puts it to good use. To obtain service with operators, running his own music route under the name of Mark A. Shavel, he also maintained a 24-hour service on weekends for others who want to take it himself.

Young Shavel's slogan is "Stop working 24 hours a day, seven days a week. Get it to his place, or lose it." But he himself keeps going at that pace, and the result is a loyal body of customers. He takes calls for a wide area and allows operators to use their tough calls for weekends, at which time he and his team step in and take them.

He has one man stationed in the suburbs and one for city calls. He takes his calls on a flat rate basis of $1.50 per day for small operators and $2.00 for larger firms.

Local Calls

This rate is based on a standing basis for a certain number of calls, but any operator can charge $2.00 for out-of-town calls. Shavel has a growing list of steady customers and thinks the rate is ahead of the future.

As all the music operators, Shavel also has some kiddles and amusement machines. No call is too small for him, as he is in business in rent collecting, public and social affairs.

Mass. Ops. to Fight Tax

with the cost of supplying the public with music. There is too much sometimes loosely termed a tax.

In determining whether an imposition can be considered as a tax, our courts examine the power under which it is done, for which it is done, and the manner in which it is done.

"The $50 tax for music machines," Lynn Ed, said, "is charged from authority enabling the city to charge for music machines, and therefore the charge cannot legally exceed the reasonable cost of supplying the public with music."

In private places to which the public is invited, the need for such municipal supervision of the use of music machines has never been recognized by the courts. The same would be the case if music licenses were issued. The cost thereof can only be nominal."

City Statute

"In order to impose a $50 tax per year on the maintenance of each radio, television and mechanical reproduction of music of the private business establishment, in the absence of definite authorization from the city, the charge cannot be lawfully imposed as a tax."

The same would be true for music licenses. The Statute is said to be otherwise illegal and excessive license fee.

"No person, any casual comparison of the $50 license fee imposed upon music machines located with license fees for other music," Lynn Ed.

'Tender' Retains MOA Show Lead

NEW YORK—"Love Me Tender," with Marcues Shavel as the "Wizard," is still the nation's top jock box record, according to the Music Operators' Association. The disk was selected as No. 1, December 2, in the "Pick the Juke Box Jive," the AM radio show prepared by the Journal of the Music Operators' Association. The disk had the most promising record was "Write to Me," with Steve Gibson and the Jive Hoppers.

Other selections on the program were "I'll Be Seeing You" by Frank Mitchell on Columbia; "Just Walking in the Rain" by Johnny Ray on Capitol; and "Kansas City," with Pat Boone on Dot, and "Standing in the Rain," with Mary Jane on Ferris.'
May your Christmas be Merry

and may the coming year be filled with Peace and Prosperity

ROCK-OLA Manufacturing Corporation

A ROCK-OLA FOR EVERY LOCATION
50 120 200 SELECTION MODELS

ROCK-OLA Manufacturing Corporation • 800 North Kedzie Avenue • Chicago 51, Illinois
German Distributor Sees European Market for Self-Brew Coffee Units

Horst Sommer Seeks License for Coffee Vendors; Pre-Mix Drink Machine Deal Set

NEW YORK—Horst Sommer, German vending machine distributor, left here Wednesday (12) after a seven-day flying trip to Canada, England, France and Italy. Sommer visited the National Automatic Merchandising Association in Chicago.

Most significant development at the convention from a European standpoint was the self-brew coffee machine, Sommer said. He explained that because instant coffee has not developed in the Italian market in Europe as it has in the United States, he now plans to introduce some American machinery in Germany.

Horst Sommer was sufficiently impressed with the self-brew units at the show to enter into negotiations with an American manufacturer for the production of the machines in Germany. He plans to return to this country in April to continue with conclusions.

Supplier Scarcity

Sommer said that the greatest obstacle to setting up a back-up distribution system of full-line food vending in Europe was the shortage of suppliers who will pack for automatic dispensers.

On coffee, Sommer feels that:

(Continued on page 79)

Must Go Full-Line, NAMA Ops Conclude

CHICAGO—"Vending operations will have full-line capabilities or be lim-ited by underlings that do that," said a spokesman at an open forum evening discussion of the "Full-Line Feeding Workshop" organized by the National Automatic Merchandising Association.

Interest ran so high on the full-line subject that a second "Full-Line Feeding Workshop" will be held in addition to a four-panel panel discussion devoted to the subject at the regular remaining business session of the convention (The Billboard, December 13).

The forum session, moderated by E. J. Anderson, Howard Vending Service, Indianapolis, Ind., and Charles Ashley, Cup Machine Service Corporation, Phila-delphia, Pa., sought to cover many of the questions of full-line operations that have been on the subject.

Rowe Cup Drink Mfg. Shifted to Whippany

NEW YORK—The Rowe Mashi- matic Corporation, which has established its Rowe Spacat delivery into the parent corporation, which is the distribution facilities at the Stamford, Conn. branch, which is the main Rowe plant in Whippany, N. J. The lease on the Stamford branch expires at the end of January.

Replacing the Spacat line will be the Rowe-1000 and Rowe-2000 cup drink machines. Nine models of this series, formerly the Rowe-Lessno line, will be produced. However, all parts of the Rowe Spacat machines and complete field service will be available at Whippany and at Rowe divisional offices.

In Production

Charles L. Ziff, vice president and general manager, in production division, vice president in charge of sales, said that both the 1000 and 2000, in various four-section, models, are in full production and available for immediate delivery. "Full production of the 1000 with a showplace display front and a six-section 2000, also with a showface front."

Kwik Kafeteria

R-M Begins Test Run on Hot Plate Can, Sandwich Battery

HATboro, Pa.—A three-mach ine battery, called the Kwik Kafeteria, this week went into production at the Kwik Melknick, Inc., here. The equipment, which was shown the first time at the recent National Automatic Merchandising Association convention, is for the production of a hot plate can, a hot sandwich and a sandwich-pastry bun unit. The current production run is a 100-offer at an estimated cost of $30.000.

The hot plate unit is a two-section machine, capable of 2000 hot plates per hour. Commodities weighing from 2 to 50 ounces, packed in plastic, will be dispensed and a half aluminum foil common or a full aluminumcommon which trims off, can be used.

The sandwich section is arranged for both individually and in groups. Pre-cooked foods are held at 35 to 40 degrees until meal time, the plates are heated to 120 degrees. The hot temperatures are maintained during the meal period, there being no return to refrigeration temperatures at the end of the meal period. The machines are adjustable to stop during meal periods.

Each column can be rented at a separate rate, and coins may be accepted in one unit for a determined meal time. The machinery is so designed that it can be used in any size establishment. The unit is delicate, with completely hinged front and back. Frame is made up of 50 per cent new equipment in the River line. A hopper on top of the former mechanism will be available at the Kwik Melknick show here (The Billboard, December 13).

Prices Set on Rowe Vendors

CHICAGO—Prices on new Rowe vending units were announced at the NAMA show here (The Billboard, December 13). The self-brew coffee machine, which will list for under $1,100 with replacement dies, will have the same type showcase front as the new 1000 A model with new equipment in the River line.
Must Go Full-Line, Say NAMA Ops

Not only will service to the customers be better, but the public-relations aspect of such a move should make many.

Financial Set-Up

Regarding the financial set-up with the location—operators were cautioned to take into consideration all the expenses involved. Full-line feeding must of necessity have a different operator-location agreement more than the "regular" line.

Space, water, power, heating arrangements (for a separate room installation) and decorating should be paid for by the location. However, the operator might agree to bear such costs, if the location agrees to eliminate commissions, as to docked costs from commissions pre-rated over a five-year or similar period.

A look at the profit and loss picture also advisable when the operator sets his vendor food prices. The markup must be adequate to cover the time and the labor for each type of machine used. Here the individual operations must be considered.

Packaging

With the vendors in many cases being the only feeding medium available to the plant employees, the packaging and serving of the hot food takes on added significance.

The operator should furnish equal paper cups in which to put foods vended in portion-pack form. Also some sort of eating utensil should be furnished—easily disposed of afterwards. Weggod sandwiches are also a "must."

Every effort should be made to not only make the food taste well, but to serve it in such a manner as to provide the proper psychological acceptance by the customer.

Selling the product—not just the steak—it's a "Wheelerism" that could well be applied here.

New Sandwiched.

A suggestion was also introduced for a new approach to sandwich vending. At present food costs run about 13 cents per sandwich sale. But to reduce the high labor costs— and an additional fact that no one there has said he was satisfied with a refrigerated sandwich machine—thus an alteration was suggested. Swift & Company and General Baking Company are promoting a package plan that might well solve the solution to many operator's problems.

Swift is packaging cold cuts for 7 to 8 cents a package, and General Baking is producing two kinds of bread—rye, white, whole wheat—and a halved-sized bag that can be kept fresh from 48 to 72 hours. Each bag costs the operator 4 cents.

Vending Machines

So you can vend the bread from one machine and the meat from a refrigerated machine. The customer then builds his own sandwich from the "makings."

$25 DOWN

Balance $10 Monthly

40 DOWN

PENNY FORTUNE SCALE

No SPRINGS

Large Cash Box Holders $85.00 in.

Penny Machines $5.00 in.

Invested and made only by

WATLING

Manufacturing Company

4650 W. Fulton St. (Chicago 44, Ill.)

www.americanradiohistory.com

TERIFIC PACKAGE!

4 VICTOR Standard TOPPERS

plus 10,000 Beautiful BEADS

plus • 25 lbs. 210 Ball Gum

$79.95

1/2 deposit, balance C.O.D.

H. B. Hutchinson Jr.

Victor Vending Corp.

6910 W. Grand Ave.

CHICAGO 34, ILL.

See your nearest VICTOR Distributor.

SUPERMART VENDORAMA CONSOLE® by Victor

Try a beautiful console for these chain Super Market Locations.

SUNNY CONSOLE ENDORAMA

170147 DELUXE

W.

Street

Victor locations.

- CABINET ILL, Corp.

plus

completely

set up.

Free

While

So

booth.

the

are the grosses.

crack into

Ball

were

anterior

batteries

and

attendant

should

in

company.

for

keys

and

and

the

are

six

and

Rest.

being

period

To.

100

1/2

THE EPPY FAMILY

wishes

YOUR FAMILY

A

MERRY CHRISTMAS

Sam, George & Sid Eppy

Oak Machine Manufacturing Co.

616 E. Huron Ave.

CHICAGO, Ill.

Offer a wide assortment of	Uree	picture cards

a new	OAKS "PREMIERE"

VENDORS

4000 OPERATIONS

3,300 MACHINES

$1,000,000 IN OPERATIONS

Basis 1000 Vendor

Nickel Vendor

Hold 400 cups, for larger profits, to each 100 separate machines or by placing because of half capacities.

Near-regulars in one cornet.

Coin

Dental

Hand

Cash

Wire

Deal

$900

50+ Machines

@ $25 down each.

VENDORS

Only

OAKS

GET FREE MACHINE

FREE BOOKLET,

OAKS: Cigarette Machine Conversions

IMMEDIATE DELIVERY on 35c and 25c Coles Mechanically Conversions for

ROWE NATIONAL

U.NEEDA

Models

$50, 90c

Also Available: ANY PRICE DIFFERENT, or NEW Cigarette Machine Conversion for all Deeco and National Models. Will vend King Size and Regulars in all Cols. We can also "King Size" your rowe machines.

TERMS ARRANGED—WRITE FOR INFORMATION

Sensational Special Offer—Only $90.00

cono Vive.Vending SERVICE, INC.

The Nation's Leading Distributor of Vending Machines

220 North Dearborn St. * Chicago 1, III. * Phone 3-4393

All Equipment Undiscountedly Guaranteed

COMPLETELY RECONDITIONED AND RETURNED

We Carry the Largest Selection of Machines. We Make and Sell our Own Brand Cigarette and Candy Vending Machines

TRADE PRICES

1/2 deposit, balance C.O.D.
Sol Waring

NBBB Attacks

WASHINGTON, D.C.

November 12, 1956

The National Exchange for Cola

CO. 1124 Patterson St., Cincinnati 22, Ohio

PENNIES PAY OFF

with greatest

making scale

on the market

with greatest

making scale

on the market

Waring, who joined the agency

two years ago, was formerly

Eastern space sales representative for

The Billboard and its sister pub-

lication, Vendin Times.

Vending Machines

How CHICAGO—New 11-volume

vending candy vendor of National

Vendors, Inc., was shown at the

Vending Ad

newly-elected NAMA board members.

Right.

Vending Ad

Vending machine

PENNIES PAY OFF

with greatest

making scale

on the market

PLAN

with greatest

making scale

on the market

VENDING HEADQUARTERS

New York—A Connecticut

vending company has

filed suit by the

National Better Business

Bureau for alleged failure to

meet minimum advertising

standards recommended by the

Bureau and the National Automatic

Merchandising Association.

The company, Nationwide Dis-

tributing Service, Inc., Greenwich,

Conn., has submitted advertising to

publishers promising specific earn-

ings to operators who will service their

vending machines.

The NBBB claims that such

promise of specific earnings for un-

located machines fails to meet their

own and NAMA minimum adver-

tising requirements. The bureau also

charges that Nationwide used a

brochure which makes claims not

up to standard.

Frederick Bell, general manager

of Nationwide, advised the bureau

that it was not possible to modify

their advertising, "We must word

our ads as close to the truth as we

... naturally have to appeal to

profits that possibly can be made,

and if the profit is hypotetical,

this in no way means it is not

possible," he said.

In addition to Bell, the

company is represented by

Robert H. M. de Perri, president,

and Cllf S. Holobus,

salesman. Both Winer and Hol-

obus were named as co-defendants.

PENNIES PAY OFF

with greatest

making scale

on the market

VENDING HEADQUARTERS

New York—A Connecticut

vending company has

filed suit by the

National Better Business

Bureau for alleged failure to

meet minimum advertising

standards recommended by the

Bureau and the National Automatic

Merchandising Association.

The company, Nationwide Dis-

tributing Service, Inc., Greenwich,

Conn., has submitted advertising to

publishers promising specific earn-

ings to operators who will service their

vending machines.

The NBBB claims that such

promise of specific earnings for un-

located machines fails to meet their

own and NAMA minimum adver-

tising requirements. The bureau also

charges that Nationwide used a

brochure which makes claims not

up to standard.

Frederick Bell, general manager

of Nationwide, advised the bureau

that it was not possible to modify

their advertising, "We must word

our ads as close to the truth as we

... naturally have to appeal to

profits that possibly can be made,

and if the profit is hypotetical,

this in no way means it is not

possible," he said.

In addition to Bell, the

company is represented by

Robert H. M. de Perri, president,

and Cllf S. Holobus,

salesman. Both Winer and Hol-

obus were named as co-defendants.

PENNIES PAY OFF

with greatest

making scale

on the market

VENDING HEADQUARTERS

New York—A Connecticut

vending company has

filed suit by the

National Better Business

Bureau for alleged failure to

meet minimum advertising

standards recommended by the

Bureau and the National Automatic

Merchandising Association.

The company, Nationwide Dis-

tributing Service, Inc., Greenwich,

Conn., has submitted advertising to

publishers promising specific earn-

ings to operators who will service their

vending machines.

The NBBB claims that such

promise of specific earnings for un-

located machines fails to meet their

own and NAMA minimum adver-

tising requirements. The bureau also

charges that Nationwide used a

brochure which makes claims not

up to standard.

Frederick Bell, general manager

of Nationwide, advised the bureau

that it was not possible to modify

their advertising, "We must word

our ads as close to the truth as we

... naturally have to appeal to

profits that possibly can be made,

and if the profit is hypotetical,

this in no way means it is not

possible," he said.

In addition to Bell, the

company is represented by

Robert H. M. de Perri, president,

and Cllf S. Holobus,

salesman. Both Winer and Hol-

obus were named as co-defendants.

PENNIES PAY OFF

with greatest

making scale

on the market

VENDING HEADQUARTERS

New York—A Connecticut

vending company has

filed suit by the

National Better Business

Bureau for alleged failure to

meet minimum advertising

standards recommended by the

Bureau and the National Automatic

Merchandising Association.

The company, Nationwide Dis-

tributing Service, Inc., Greenwich,

Conn., has submitted advertising to

publishers promising specific earn-

ings to operators who will service their

vending machines.

The NBBB claims that such

promise of specific earnings for un-

located machines fails to meet their

own and NAMA minimum adver-

tising requirements. The bureau also

charges that Nationwide used a

brochure which makes claims not

up to standard.

Frederick Bell, general manager

of Nationwide, advised the bureau

that it was not possible to modify

their advertising, "We must word

our ads as close to the truth as we

... naturally have to appeal to

profits that possibly can be made,

and if the profit is hypotetical,

this in no way means it is not

possible," he said.

In addition to Bell, the

company is represented by

Robert H. M. de Perri, president,

and Cllf S. Holobus,

salesman. Both Winer and Hol-

obus were named as co-defendants.
Vendors Hailed in Milk Plans

Food Eng. Corp.
Names 3 to Bd.

MANCHESTER, N. H.—Three new members have been named to the board of directors of the Food Engineering Corporation, manufacturers of cup milk vending machines. They are H. A. Loebl, Karl M. Schwartzkopf and Walter Hunsinger.

Loebl is treasurer and director of Northeastern Engineering, Inc., and was the general manager of Liberty Motors and the Stoker-Ritten Corporation in the sales and engineering departments. He is a graduate of Marquette University.

Schwartzkopf is sales manager of Food Engineering and was formerly connected with Northeastern Engineering, the Western Control Equipment Company of Los Angeles, the Price Company of Frankfurt, Germany, and with Schwartzkopf and Company, Syracuse, New York.

Hunsinger, who is service and engineering manager of Food Engineering, was formerly with Fairchild Industries, Electric Cadillac, Bell Aircraft and Fellow George Shapera.

The bill before the State Senate, according to figures in the Kansas City Weekly Star Farmer, would allow the president to grant 75,000,000,000 to help provide a high school education for the 1957-58 school year. A like amount will be granted for the 1957-58 school year.

In Missouri many groups have worked diligently to make available to school children the most modern methods available. Last year one per cent of all class 1 grade A milk sold in the state was sold through vending machines, according to figures in the Kansas City Weekly Star Farmer.

In Springfield, Mo., a newspaper and local producer group spearheaded a drive to install vendors in the schools, to make milk available for the students during the school term.

Vendors were also installed in schools in Delaware County, Ohio, through the cooperation of civic groups, county extension agents, a local dairy and a milk-vending operator. A similar picture is seen throughout the state.

While the sponsorship of the machine has been a prime consideration, every community so far has had people who were willing to take the initiative by underscoring the cost of the machine. In many cases, school boards have paid for the machines out of general funds. Others have also installed vendors under varying financial arrangements.

At most states, whoever assumes responsibility for a milk-vending program, usually guarantees the equipment under the special milk school program.

According to O. E. Allen, University of Missouri extension dairy marketing specialist, many parents, teachers, students, students' parents and organizations that have plowed vendors in areas of elementary and high school throughout Missouri.

Youth groups, such as 4-H clubs and Future Farmers of America chapters, often place the machines in schools as money-making projects.

Educators have cited several advantages of the vendors over other means of providing milk in the schools.

First, it is the mobility and adaptability of the vendors over counter-type sales. The vendor can be spotted anywhere in the school, making the milk available at a moment's notice. It is relatively clean and pleasant places. Children can help themselves without any adult supervision.

Also there's less bother to school staff members. The operator or not only serves the machines, but keeps the necessary supplies.

Diversification

Continued from page 70

at the retail level are about $2,000,000, 000, with the leaders being cigs and $300,000,000, and candy, $250,000,000.

Cig Sales Up

With an estimated $600,000 cig machine on location—against 450,000 in 1935—Cromie said that 1,200 cig sales were up $65,000,000 from the 1945 figures.

He cited the growth during the year of the hot coffee and coffee drink machines, and fresh-brand coffee, predicting that the true automatic cafeteria is too much too.

Cromie also pointed to the development of automatic machine in supermarkets as a supplementary method of distributing batch-aged goods.

LIKE THIS ADVERTISEMENT?

Then come in and talk it over with us...one of the leading distributors of...shoe products.

THE WOODPECKER THAT PECKS!

An action packed toy. Also see the vacuum plate POOL TABLE and new SHOE SHINE BOX.

Send 35c for Regular Sample KD of Charms
FOR NEW IMPROVED PENNY KING COMPANY
ATLAS MASTER

Vending Requirements

The availability of quality merchandise which meet the various frequent interests, in any given area, may necessitate the adapting of vending machines which can be economically and efficiently developed, and a line of products.

The Woodpecker that pecks!

Exclusive Nat'l Sales Agent

For New Improved Penny King Company

Penny King Company

2539 Mission Street

exclusivity

Pennsylvania

THE BILLBOARD

DECEMBER 22, 1956

VENDING MACHINES

73

For full information on

Engineer Wanted

The Billboard West, Sanderson Board, 11, Illinois

Write to Box 877

The Billboard West, Sanderson Board, 11, Illinois

Rake Oil Machine Exchange

With Spring Gardens St.

Philadelphia, Pa. —Philadelphia 3-7076

Engineer Wanted

An oil filter company has opening for a well qualified machine engineer. The applicant must be very familiar with the manufacture of Cigarette and Candy

Write to Box 877

The Billboard West, Sanderson Board, 11, Illinois

CIGARETTE AND CANDY MACHINES

FULLY RECONDITIONED.

Call, Write, Phone Today

J. Schoenbach

PENNY KING COMPANY

2539 Mission Street

Pittsburgh 3, Pa.

0bile Home, 100-190.6

F.O.B. Factory. 150 Lb. Left

AMERICAN CHEWING PRODUCTS

Co. IN. Please read cover. N. J.

THE BILLBOARD

SPRINGFIELD

March 1957

In St. Louis, a pack of chewing gum, for instance, is made in a machine, which is rather the same as a cigarette machine. gum. The machines are automatic, they are simple and efficient.
AMUSEMENT MACHINES

Communications to 118 W. Randolph St., Chicago, Ill.
DECEMBER 22, 1956

450 Attend Festivities at
NEW YORK—More than 450 representatives of the coin machine industry gathered at the Starlight Roof of the Waldorf-Astoria Hotel here Saturday evening (8) for the seventh annual banquet of the Associated Amusement Machine Operators of New York.

The operators, distributors and manufacturer representatives spent the evening enjoying a watching a top floor show, ensuite by the Cocktail Party.

The entertainment bill included Black and Nolans from the Latin Quarter, The Magic Ruch, and Laronce from the Jamaica Room, and Billy Eckstine and his Diamond Doorway Orchestra.

The 450 guests were welcomed by Managing Director, Harry Ely, president; Irving Holzman, vice-president; Harry Raynor, CAA secretary; and Morrist Wurtz, treasurer. A weew 1956 clipper was presented to Miss Black and Nolans.

AAMONY WALDORF

Merrie Wurtz, Theodore Bell were both named president for one year, beginning in mid-1957. According to this system, operators were chosen for president, vice-president or secretary, top position would pay just 50 percent of the 75 percent of the full rate, rather than the full rate, as has been required in the past.

A coin machine dining, and bowling system, consisting of games, bowling, pool, and pool, was the star of the show. These machines were provided by the Machine Company, and were named distributors of the month, receiving a $100 bowling pin. This is the first time a Chicago coin gaming machine company, in the last half of the year, has contributed to the pool industry. The games were provided by the Machine Company, and were named distributors of the month, receiving a $100 bowling pin. This is the first time a Chicago coin gaming machine company, in the last half of the year, has contributed to the pool industry.

New Target-Bowlers Grow in Popularity, Sales Spurt

Ops See Games as Fair-to-Good Earners That Will “Fill the Gap”

CHICAGO—The new target-bowling games are becoming increasingly popular, the non-spectator attraction in the industry.

Reception given the new games was very gratifying. It was predictable or even the ringleaders, in their respective industries. However, the new games are gradually moving to the forefront in an industry whose businessesmen, the operation are definitely conservative about the type of equipment they buy.

Factors in the growing success of the target-bowlers are:

1. Price. For most operators, the game is not too high nor too low. Many in the industry considered the pool games priced too high, and the $4,000 investment on which money could be made, could not have been recouped in the time it took. The new games have been considered a long-term game with a life comparable to that of a bowling game. Exceptions here are the large 14-foot models, priced at a level, or the $10,000 machine at a level, at the very least, they are considered a fine on the type of equipment.
Only the BEST at WORLD WIDE!

NOW DELIVERING!
NEW UNITED 14' BOWLING ALLEY
ORDER TODAY!

POOL GAMES

Kenny Fliecker Pool ... $125
Wins. San Domino Pool ... 85
Wins. Senior Pool ... 45
Wins. Royal Pool W 30
Wins. Senior Pool W 20

SPECIAL! Williams DELUXE FOUR BAGGER
The Little Chutes
JUST LIKE NEW!
Only $325

WANT TO BUY!

- Big Horn - Hunter
- Guymore - Late Music

5-BALL GAMES

DIAMOND JET

SAPULPA - TULSA - OKLA.

WANT TO BUY!

- Big Horn - Hunter
- Guymore - Late Music

SEEBURG V200

$95

RED HOT DEALS

WURLITZER
MODEL 1700. . . . $465.00
WURLITZER
MODEL 1800. . . . 845.00
SEEBURG MODEL 106-E. . . 645.00
SEEBURG MODEL 108. . . . 755.00
SEEBURG MODEL V-200. Write

NORTHWEST SALES COMPANY
310 Elliott Avenue
Seattle, Washington
Phone: 604-6

COINMEN YOU KNOW

Chicago

By NICK BIBO

Music Operators of America held their executive board meeting to discuss plans for the coming MOA convention in the spring. Holding the gavel for the meeting was Frank A. Miller, president of MOA, with Harry Soundgass, MOA national secretary, helping to keep official tabs on the proceedings. Among others who attended were Sid Buffle, Levine, New York; Clinton Pierce, Broadluck, Wisc.; Martin Brait, Great Falls, Mont.; Bill Hullinger, Delphos, O.; and Howard Ellis, Omaha.

Also Billy Blake, Miami; Vic Ostergren, Gary, Ind.; Dave Baker, Ashington, Mass.; John A. Bell, Wallace, Oak Hill, W. Va.; Pete Wenz, Haver, Mont.; George S., S. D.; Louis Camm, Rockford, Ill.; and Max Harwich, Birmingham, Ala., by the way, was all smiles about his new grandchild—expected the little one, his third, was due going just fine. The MOA convention will be held May 19, 20 and 21 at the Morrison Hotel in Chicago.

Ran into a very happy Art Wenzel, Williams Manufacturing Company, showing us the write-up on Peppy the Clown received in the Tribune. Keeping a very watchful eye on by which Peppy tunes seem to be the most popular was Tom Parrish, promotion director of Universal Records. Corporation, the firm that did the tapes for Peppy. Howard Upson, of Will Hames, telling Parrish that he had received a lot of interested inquiries regarding the special Christmas tape they had for Peppy.

A little Hollywood flavor was introduced with the visit of Henry Superstein from Beverly Hills, Calif. Superstein handles all merchandising items for Elvis You Know Who, as well as the Lance Ranger, Wyatt Earl, Jim Bowie and Lassie. He added that sales of Presley merchandising items hit $50 million in the last 90 days. "We're always looking for a new angle for our merchandising firms," he added, glancing around at all the amusement games with considerable interest.

Ralph Sheffold, Geneco's director of sales, congratulating Alfred W. Adlcock, from Germany, on his 20 years in the coin machine business. Adlcock came here to check on the new Rock-Ola 200 for export shipment, as well as looking to see what was new in the game field. At San, New York, Paul Moss, Des Moines, and Dave Rosen, Philadelphia, stopped by to wish Sheffold and Geneco's very

(Can't continue or page 76)

Say You Saw It in The Billboard

WURLITZER-BALLY-EXHIBIT-CHICAGO COIN

Joe Ash

We have FOR SALE

large quantity of

SEEBURG V200's.

Write for price.

ALGONQUIN 4-4040

Exclusive distributors for

WURLITZER-BALLY-EXHIBIT-CHICAGO COIN

329 Lincoln St., Allston 34, Mass.

VIEW MACHINE

W I L L I A M S

See us at:

SEEBURG V200 LIKE NEW . . . . Phone
AM-60-0

SEEBURG V200 LIKE NEW . . . . Phone
AM-6200

AM-6200

AM-640

SEEBURG V200 LIKE NEW . . . . Phone
AM-60-0

SEEBURG V200 LIKE NEW . . . . Phone
AM-6200

AM-640

W I L L I A M S

SEEBURG V200 LIKE NEW . . . . Phone
AM-60-0

SEEBURG V200 LIKE NEW . . . . Phone
AM-6200

AM-640

W I L L I A M S

SEEBURG V200 LIKE NEW . . . . Phone
AM-60-0

SEEBURG V200 LIKE NEW . . . . Phone
AM-6200

AM-640

W I L L I A M S

SEEBURG V200 LIKE NEW . . . . Phone
AM-60-0

SEEBURG V200 LIKE NEW . . . . Phone
AM-6200

AM-640

W I L L I A M S

SEEBURG V200 LIKE NEW . . . . Phone
AM-60-0

SEEBURG V200 LIKE NEW . . . . Phone
AM-6200

AM-640

W I L L I A M S

SEEBURG V200 LIKE NEW . . . . Phone
AM-60-0

SEEBURG V200 LIKE NEW . . . . Phone
AM-6200

AM-640

W I L L I A M S

SEEBURG V200 LIKE NEW . . . . Phone
AM-60-0

SEEBURG V200 LIKE NEW . . . . Phone
AM-6200

AM-640

W I L L I A M S

SEEBURG V200 LIKE NEW . . . . Phone
AM-60-0

SEEBURG V200 LIKE NEW . . . . Phone
AM-6200

AM-640

W I L L I A M S

SEEBURG V200 LIKE NEW . . . . Phone
AM-60-0

SEEBURG V200 LIKE NEW . . . . Phone
AM-6200

AM-640

W I L L I A M S
COINMEN YOU KNOW

*Continued from page 75*

Avroa Gensberg, back on their own game, Skill Ball.

Dave Gottlieb reporting he and the Mrs. off to Miami come December 35 for a little real. The Gottlieb boat—Flipper—named after game which is reported in the water ready for action. Also absent due to "just too much work" Wally Finke and Joe Kline, of First Coin Machine Exchange—reporting that the new target-throwing games are becoming a "definite fact" in the amusement market. Fred Kline appearing elated over a big sale—30 pool games at one crack to a local operator.

Was glad to have the chance to meet Paul T. Little, director of outdoor sales, and national sales manager of the new game for Pepsi-Cola. Little, along with mod- eties Andy Becker and Marilyn Miller, very graciously hosting visitors to Pepsi's hospitality suite. Incidentally, the girls in their bottle-capped outfits have become quite a Pepsi feature. You might remember them also from the Democratic and Republican conventions—with a full color play in Life magazine.

The Bally Vending Corporation ad at the NAMA show was by Bill Brawner, of H. M. Brawner Company, regarding to Fred Mills Jr. about the hole in one bill made on the 185-yard eight hole at the Wildwood Hills Club in Louisville. More NAMA conventions watching curiously Sally Zippert in the Curtis Candy booth improvised on some vending machines. Herb Jenne present upstarts working on some prevention ideas.

A million dollars in currency and棍den of the United Coin Machine Corporation unveiling its new innovation—coin vendor at a special press conference at the Conrad Hilton, with the machine flanked by a million dollars in one dollar bills, and Camelot hand-lined Musique Van Voozer, presenting the first cup of coffee to Vendo President John Pierson. Pierson claimed the million figure represented in round figures the amount spent on research, forward samples of both the coffee and the money were passed. No jokers—we got our cup of coffee, and a real dollar bill mounted in a paper frame commemorating the event. Paul Hoobach, Kenny's general manager, and one of the go-getter men in the business pretty proud about their new cigarette unit. Glen, near Paul's "little one" are over the winter months feeling and being well. Colonel Lewis, South Side game operator, moving to bigger headquarters—2138 South Halsted. The Colonel happy with a six-foot fence in the yard give dog Champ a chance to stretch his legs. Joe Kline and Wally Finke commented that theirs was a pretty busy spot after the NAMA show, with a lot of visitors stopping in—Barney Sugerman, New York; Ed Kay, New York; Dick Sterne, New Jersey, Hymie Zorlinski, Omaha, and Abe Watson, Philadelphia, to mention but a few.

New York

By AARON STEINFIELD

George Campbell, George's Enterprises, Brooklyn, is back from his Southern trip and running his ball game, peanut and game route. In addition to his vending and game operations, Campbell runs a small-size convene business which he started when he was 10 years.

Sam Gold, Aplyo Amuse- ment Corporation member of the Music Operators of New York, . . . Al Koonem, general operator, has left for a three-week vacation at the Eden Rock, Manas. . . . George Can, West Coast teleman for the Continental Vending Machine Corporation, is in New York visiting his folks and the Continental plant in Westbury.

John Kollins, Capital Amuse- ment emisio, died recently . . . Len Boyd, Ace Distributor, is in va- cationing in Florida . . . Larry Deveau, Royal Police, and Lou Camm, West End Music, are in the hospital . . . Marie Rolfe, switchboard operator at Runyon Sales, will marry Lawrence Fajdiga.

Caravan . . . $325.00
Pixie . . . . . . . . . $195.00
Stardust . . . . . . . . . $250.00

Illuminated Distributors, Inc.
6330 West Main Street
Richmond, Illinois
Phone 64-3241
Los Angeles
By SAM ABBOTT

William B. Happel Jr., of Badger Sales Company, played host to two sales managers last week in town for combination business and pleasure trips were Al Warren of Genco, and Charles Katz, of All Tech Industries in North Miami. Happel entertained Angeles for San Francisco, Katz planned to stop at El Paso, Dallas, Houston, San Antonio, New Orleans, and Miami arriving at his Florida home for Christmas. Katz

Mr. and Mrs. Harold Chasen, Alan Minter, Newark, N. J., had his home in Summerville (9) at the Essex House, Newark. Present were Dick Sitte-

Charles A. Robinson, of the C. A. Robinson Company, reports that the United Bowling Alley is aching a great deal of interest. Bill French of San Diego music operator, was in town following a trip to Tulsa.

Mr. and Mrs. (9) had a...
COINMEN YOU KNOW

- Continued from page 77

Music Company, not fishing recently with these friends, booked a boat out but after fighting him for better than a half hour lost him when the line snapped. Harry swears it must have weighed better than 500 pounds.

Music Makers, Inc., has taken delivery on a new moment truck. Oscar Garcia, of Key West, Fla., in town to have his statues waxed repaired. Oscar says collections to Key West are good, with the town picking up steam every day. Another had not encouraging, about collections in Marvin Turner, of Florida City Music Company, Fort Meyers. Marvin says that area is beginning to lift its stride now.

Cecil Kenny, of Kenny's Music Company, Nassau, Bahamas, finally completed his business in the States and flew back home.

Ruth Michaelson, of Continental Music Co., back from a fast trip to New York. She drove back with her daughter, Ethel, and the latter's future husband, Charlie Cook. Ethel and Charlie will be married February 23 in New York, and expect to settle in Miami.

Bob Norman, Miami branch manager of Southern Music Company, Florida A.M.I. distributor, never missed an opportunity to display the A.M.I. to the public. With the Elks' Prexy picture, "Love Me Tender," playing at the Miami and Miramar theaters, Bob placed a new machine in each lobby, loaded them with Prexy recordings, and placed the machines on free play.

Pepsi's Plans

- Continued from page 70

buy the drink machines outright from the manufacturers, and lease them to the operators under a sort of mutually acceptable plan.

"Pepsi has tested a plan along those lines in South Carolina, and it has proved quite successful," said Little. "With the bottler buying the machine from the vending manufacturer, and rents it to the operator.

"Another idea," Little added, "would be to have the bottler buy the machine, and in turn sell it to the operator, giving some sort of liberal credit financing to the operator wouldn't get hit with any interest charges.

Little stressed that the plan was conceived in an effort to promote good relations between the bottlers and operators. "There certainly is every reason for us all to co-operate and work together."

Rowe Prices

- Continued from page 70

50 cups to the pound), of ground coffee, with enough coffee for 10 cups dropping into the brewer at one time. Hot water, requiring no preheating, is drawn into the brewer, with the mixture filtered thru a basket. The resulting brew is then served to the diner, for $4.50, last four columns, each one with a capacity of 40 cups. The manually operated machine is 39½ inches high, 8 inches wide, and 11 inches deep. The base. It takes nickel only, and the column can be set for one or two cups.

Prices announced on other new Rowe equipment are the 11-column candy machine, $235; the hot food machine, $365; the salad bar, $395 with closed stand and $430 with pre-heat storage stand, and the 8-column cigarette machine, about $315.

BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

MIAMI BEACH... $180... HI-FL... $65

GAYET... 110... YACHT CLUB... 50

Palm Springs... 85... BEACH CLUB... 50

Immediate delivery

1/2 Deposit

FRANK MILLS, Mgr., Dep't. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago B'ayport 1-1616

BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

MIAMI BEACH... $180... HI-FL... $65

GAYET... 110... YACHT CLUB... 50

Palm Springs... 85... BEACH CLUB... 50

Immediate delivery

1/2 Deposit

FRANK MILLS, Mgr., Dep't. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago B'ayport 1-1616

Atlas... ALL MUSIC GUARANTEED!

A.M.I. E-80... $395

A.M.I. D-40... 195

A.M.I. Model C... 150

A.M.I. B... 125

Wurlitzer 1250... 165

Rock-Ola Fireball... 275

RECONDITIONED... REFURBISHED LIKE NEW!

Terms: 1/3 Rep., Bal. C.O.D.

A Quarter Century of Service

3120 N. Western Ave. Chicago 47, Ill. U. S. A.

Albion 6-2105

Valley... FIRST IN BUMPER POOL

... and still building the "Cadillac" of the Industry!

NO CLOSEOUTS!

These Tables In current production.

All Hard White Maple Construction

Cured SLATE Replacement Tops...

Quality Cue Sticks...

PRICE RIGHT!

Write for Information

Valley Mfg. Co.

333 Morton Ave., Bay City, Mich.

Twintook 5-8837

No. 1 Grade BUMPER POOL CUES, 48" $36.00 Value,... SPECIAL PRICE... $25.50 per doz.

Bumper pool table, hardwood; white pool cues. One won't beat better cues.

No. 2 Grade BUMPER POOL CUES, 48" $27.00 Value,... SPECIAL PRICE... $24.50 per doz.

4-grade, machined-in kisses. This is a real reader's pool cue. Don't fool yourself up with cheap ones... ours will last twice as long.

For a small investment you can have new pool tables. You'll increase your labo tremendous.

Rack Pool Playfields

Immediate Delivery

No. 1—REGULAR SIZE—24144", 2 holes, bumber holes before

No. 2—BUMPERFIED PLAYFIELDS, 2 holes, away from cushions, included. $29.00, $29.75... $26.00

No. 1 STYLE OR NO. 3 STYLE IN KING SIZE—24 144" $37.50

PER FIVE PIECE SET

Regular Pool Bumper Pools Or 3 HOLE PLAYFIELD... $12.95

Genuine Rotation Pool Ball Sets

REGULAR ROTATION POOL BALL SETS, Nos. 1, 2, 3, 19... Per set $18.95

ARMY ROTATION POOL BALL SETS, Nos. 1, 2, 3... Per set $19.50

DELUXE CUE BALLS $2.50

2" VELVET BALLS $1.00

_1-10 BALL RACKS $1.00

TALLY BALL SETS (Set on 1, 2, 3... Per set $25.

For Top Quality Bumper Pool Supplies—Write Us Today.

We are as near to you as your nearest pool hall.

TELEPHONE: 25% Deposit on C.O.D. Orders Postpaid Orders 25% Cash Discount.

Marvel Billiard Supply Company

1004-06 W. Lake St., Chicago 12, Ill.

Phone: Merton 8-3855

Copyrighted material
German Distributin'™

Continued from page 70

European coffee roasters will operate self-brew machines much in the same manner that American bottlers operate drink machines and tobacco jobs operate cigarette machines.

Hot food, for example, would sell in European industrial locations, but individual portion sizes are available only in limited quantity. Smoker is thinking of carrying American suppliers for vending machines if he imports hot food vendors.

Three Lines

One of the fruits of his latest American trip was a pact with an American firm—whose line he withheld—for the importation of a coffee-brewing machine to Europe. Unlike the self-brew coffee machines, which will be made in Germany under an American license, the pre-brewed drink vendor will be imported from the United States.

Also in the works is the manufacture, under German license, of Lovitt Ready on Milk Shake Unit

CHICAGO—The first production model of the new Lovitt Shake-Mat, a milk-shake machine made by Lovitt Enterprises, Inc., were shown at NAMA.

The unit, which has a capacity of 500 10-ounce cups, with a 350-gallon ingredient capacity, will go into full production next month.

In American all-purpose vendors to distribute grocery staples for supermarkets.

Smoker feels there is a European market for American electric cigarette machines, but not for manual units. He explained that manual machines of German manufacture are at least as good as those made here, while no electric machine is currently being manufactured overseas.

He added that his firm will train potential European operators in sales and service, but that in the absence of any operator market, he will sell to locations.

For More Information, Contact:

Trotter, A.
34 West 40th Street
New York, N.Y.

For Sale

34 West 40th Street
New York, N.Y.

For Lease

34 West 40th Street
New York, N.Y.

For Sale

34 West 40th Street
New York, N.Y.

For Lease

34 West 40th Street
New York, N.Y.

For Sale

34 West 40th Street
New York, N.Y.

For Lease

34 West 40th Street
New York, N.Y.

For Sale

34 West 40th Street
New York, N.Y.

For Lease

34 West 40th Street
New York, N.Y.

For Sale

34 West 40th Street
New York, N.Y.

For Lease

34 West 40th Street
New York, N.Y.

For Sale

34 West 40th Street
New York, N.Y.

For Lease

34 West 40th Street
New York, N.Y.

For Sale

34 West 40th Street
New York, N.Y.

For Lease

34 West 40th Street
New York, N.Y.

For Sale

34 West 40th Street
New York, N.Y.

For Lease

34 West 40th Street
New York, N.Y.
Paul Price Set on Snapper Charm
NEW YORK—Paul Price, Inc., Snapper Charm manufacturer, has designed a new mold for a snapper charm small enough to fit into a bulk vending machine.

INCREASE YOUR SEEBUG* EARNINGS

...the greatest thing in music

50c-PLAY!

yours, for...

$99 50

Less than the price of a Wallbox puts a proven Royal 50c-PLAY Unit to work for you NOW!

The Royal 50c-PLAY Unit...
—the greatest money maker in music since the 100-Record Phonograph!

EXTRA PROFIT PLUS $1000.00
IN YOUR POCKET

Your 100-Record is a proven profit maker.
The 50c-play chute — until now only available on expensive, new models—is a proven extra profit maker.

NOW The Royal 50c-PLAY Unit gives you this proven extra profit combination for just $99.50.

You need nothing else and YOU PUT ALMOST THE ENTIRE PRICE OF A NEW MODEL IN YOUR POCKET!

OPTIONAL EXTRA PLAY BONUS

No matter how many plays you now sell for 25¢, our ROYAL 50c-PLAY Unit delivers twice as many.

AND, optional to you — EXTRA play bonus to your customers for using half-dollars!

Make no mistake! The ROYAL 50c-PLAY Unit is the greatest thing in music since the 100-Record!

ATTENTION: LOUIS E. WOLCHER
ROYAL MANUFACTURING COMPANY
1360 Howard Street, San Francisco, Calif.

DISTRIBUTORSHIPS STILL AVAILABLE IN SOME TERRITORIES

Kwik Kafeteria
Continued from page 70

Kwik Kafeteria removes counter limit is 300 degrees. Front of the unit is completely enclosed and no access beyond the serving compartment is possible.

Sis-Second Cycle
Delivery cycle time is six seconds, with the average heating time for 22 eight-ounce servings at 36 to 180 degrees one hour. Dimensions are 81 inches high, 34 inches wide, 22 inches deep at the floor, 32 inches deep at the serving shelf and 30 inches from the floor to the top of the serving shelf. The two other units have the same dimensions and appearance so that when they are placed side by side they give the impression of one unit.

The hot canned food machine offers four selections with a total capacity of 104 cans. Each column may be individually priced at $18.00, each increase from 15 cents up.

The insulated oven permits placement of the machine next to a refrigerated unit.

The sandwich, bun or pastry vendor has two columns, each one with a capacity of 23 products. It vend any commodity which fits into a 4 1/2 x 4 1/2 x 4 1/2 box. The refrigeration units have a horsepower, self-defrosting and has a controlled temperature of 40 degrees.

Like the hot plate vendors, the sandwich machine can be put next to an auxiliary unit—with another two selections—working from the same master unit and coin mechanism.

In the case of the hot plate machine, two slave units—each with another two selections—work from the same mechanism and heat system as does the master unit.
Mull Coffee Vending Future

Continued from page 70

in the usual 170-215 degrees to 180 degrees. "This single move alone will result in a drink that compares with self-brew," it was brought out.

Previously operators were limited to using the lower temperature due to the quality of paper cups. Improvements in this area, the note, make the use of higher temperature feasible as well as desirable.

Combining fresh cream with the hotter instant drink would also create a noticeable improvement in the taste problem.

With 35 per cent of the coffee prepared in the American homes being of the instant type, operators felt that the better aroma created by the use of higher temperature water, combined with the use of fresh cream, where practical, would enable instant coffee to more than hold its own.

Mull Coffee Vending Future

- SOUTHERN'S BEST BUYS -

RECONDITIONED FIVE BALLS

Auto Race $25.00
Arabian Knights $45.00
Callers $13.00
Dealer $25.00
Double Deck $35.00
Diamond $25.00
Doulle Deck $25.00
Fairway $15.00
Goliath $12.00
Goliath $12.00
Grand Slam $30.00
Grip $15.00
Grip $15.00
Grip $15.00
Lady Luck $10.00
Lady Luck $10.00
Lady Luck $10.00
Lucky Lady $5.00
Lucky Lady $5.00
Lucky Lady $5.00
Parlour $20.00
Parlour $20.00
Parlour $20.00
Royal Flush $30.00
Stamper $20.00
Stamper $20.00
Super Bowl $35.00
Super Bowl $35.00
Wonderland $20.00
WPT $15.00
WPT $15.00

NEW GAMES Immediate Delivery

BOWLERS

Chi Chin Bowling Team $650.00
Butch Howse $450.00
Gottlieb Lawn $125.00
Gottlieb Fair Lane $125.00
Gottlieb Fab $125.00
Gottlieb $125.00
$2.50.00 EACH

United States $1 Player
United States $1 Player
Chi Chin Player Deluxe
Chi Chin Player Deluxe
Chi Chin Match Bowler

WALL BOXES

Berkley 100 Cine $15.00
Dolby $5.00
Harris $5.00
Harris $5.00
Harris $5.00
Harris $5.00
Harris $5.00
Harris $5.00

$15.00
$15.00
$15.00
$15.00
$15.00
$15.00
$15.00
$15.00

MISCELLANEOUS

Mug Bells $20.00
Mug Bells $20.00
Mug Bells $20.00
Mug Bells $20.00
Mug Bells $20.00
Mug Bells $20.00
Mug Bells $20.00
Mug Bells $20.00

$100.00
$100.00
$100.00
$100.00
$100.00
$100.00
$100.00
$100.00

MFG. & SALES CO.
20211 N. Avondale Ave. • Chicago 14, Ill

www.americanradiohistory.com
EXTRA SPECIALS
Seeburg 3W1 (100) WALL-O-MATICS (Chroma) $54.50
- Completely Reconditioned
- New Buttons
- Chrome Covers

SEEBURG
5W1000....$675.00
M1000....$545.00
M100B....$425.00
M100A....$225.00

ROCK-OLA
1436....$179.50
1434....$139.50
1478....$49.50

WURLITZER
1650 (48 sol.) $235.00
1500A
(104 sol.) 249.50
1400 (48 sol.) 179.50
1250 (48 sol.) 179.50

Shaffer MUSICAL COMPANY
in the Coin Machine Business Over 25 Years
Columbus, Ohio 419 N. High St.
Akron-4 6-014
Cincinnati, Ohio 1200 Walter St.
Dayton 5-011
Indianapolis, Ind. 1137 N. Capital Ave.
Main 1-5110
Memphis 4-3571

$1 MILLION IN ONE ROOM
CHICAGO—Vendo played up the $1 million cup of coffee theme at a press and pubic relations dinner and show at the Conrad Hilton Hotel here. The idea, designed to show the developmental and quality factors in back of its new self-brewed coffee vendor, was built around this display of 1,000,000 dollar bills under a special six-man guard in the tower suite of the hotel.

CIAA Expects
Continued from page 74
license,” may make a difference to city officials.
In other business, the CIAA’s labor committee was given authority to negotiate a contract with the Electrical Workers Union here (the same union with which local joke box operators are associated). A contract with the union was expected to be consummated this week.
CIAA operators voiced approval of a group health insurance plan presented by Continental Casualty Company. The program is set up to pay monthly cash benefits to the operator in the event of disability due to an accident or illness, plus additional benefits while confined to a hospital.
One change in city licensing that will affect local operators in January is the substitution of the license decal previously required to be placed on each machine, with a metal plate which will be attached to each machine. In addition, operators will be required to place an ID card along with the license plate at the location.

NEW 5 BALL PIN GAMES
GOTTLIB
Bally
Juday
Rexall
GENCO
WILLIAMS
S. B. C.
SCHAEFER
KELLOGG
H. Z. Vending & Sales Co.
1705 Douglas St., Omaha 1, Nebraska

MACHINES

Arcade Machines

1200 Walnut St., Lincoln, Nebrasak

SPECIAL CIGARETTE MACHINES

MUSIC

EXCLUSIVE FACTORY DISTRIBUTORS
AMI-CHICAGO COIN-GENDCO-EXHIBIT

BINGOS

BOWLERS

ARCADE

Gottlieb's RAINBOW

D. Gottlieb & Co.
1140-50 North Kostner Avenue * Chicago 31, Illinois

BUY THE BEST...WE DO!
ALL GOTTLIB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS.

Monroe Coin Machine Exchange Inc.
2733 Payne Ave., Cleveland 14, Ohio

Support AMUSEMENT TAX

Only!
M-S Shows Mdse. Vender

CHICAGO — Mechanical Servants Company, Chicago, previewed Valet, a four-column, table model, merchandise vendor, at the National Automatic Merchandising Association Convention. The unit is intended for use in small traffic locations that can’t support a larger model, such as the firm’s 11-column unit.

Valet has been in production for a month and features interchangeable item vending. Shoe-shine cloths, handkerchiefs, nail clippers and pocket combs are some of the selections available.

Price ranges from $50 to $60, depending upon volume purchased.

Players Everywhere AGREE ABOUT

"RINGER BALL"

To Know IT Is To Play IT!

To Play IT Is To Like IT!

To Like IT Means $$$$ FOR YOUR LOCATION!

THE EXHIBIT SUPPLY CO.

4218 W. LAKE STREET

CHICAGO, ILLINOIS

Out-Earns All Others!

Williams 6 PLAYER

Extra

Single-

Double and

Triple

Balls

Scoring

It's Fast!

$ Williams ROLL-a-BALL $

defies comparison on its for greater money making power; superior construction and tremendous eye-appeal!

"Always on the ball!"

National Slug-Rejector Drop Coin Chute

CREATORS OF DEPENDABLE PLAY APPEAL

W. FILLMORE ST. CHICAGO 24, ILL.

Williams is Now Delivering "PERKY" 5-Balls

See Your Williams Distributor!
New Quarters For Mayflower

ST. PAUL — Mayflower Distributing Company, St. Paul music machines and game distributors, moved last week to new quarters at 2327 University Avenue, directly across the street from their old site.

The move provides Mayflower with more spacious as well as air conditioned quarters — with the whole operation being housed on one floor, stated Kenneth Glenn, Mayflower spokesman.

NCMDA Meets

Continued from page 74

In next banquet, voted to keep all member's pitted on used equipment prices. Also under discussion were current and future operating trends in the coin machine industry.

Current officers of NCMDA are: Gil Kitt, president, Chicago; Milton Mariner, vice-president, Cincinnati; Irvin F. Bloomfield, secretary, Baltimore; J. D. Lazey, treasurer, Pittsburgh.

On the board of directors are: David Bond, Boston; Ron Redd, Orlando, Fl.; John Bibots, New York; N. V.; George George, Cleveland; Barney Sugarman, New York; Louis Webster, San Francisco; Joseph Kline, Chicago; Jack Ross, Richmond, Va.; and Joseph Mangone, Miami. Al Schlachter, Chicago, is managing director.

WANT to BUY

BALLY & GOTTLIEB
games & guns

We will purchase any amount-large quantity needed.

WRITE IMMEDIATELY
LISTED BELOW!

QUANTITIES AND PRICES AND
All Games must be complete and in good condition.

Bally

Big Time

Gottlieb

Auto Race

Gymn Queen

Gale Ma

Happy Joe

Costly Day

Derby Day

Dragolettes

Era Litts

Jubilee

Frenchie

Klondike

Queen of Hearts

Gold Star

Sluggin’ Champ

Sleight Wall

Genco

Rifle Gallery

Wild West

Big Top

United

Central

Bonus Delux

Williams

Polar Hunt

Treasure Cove

INTERNATIONAL SCOTT CROSS COMPANY

SCOTT CROSS COMPANY

143 SPRING GARDEN STREET
PHILADELPHIA 25, PA

301-231 Pennsylvania Ave.

Exclusive dist. for Bally in E. Pa. and South:dist in E. Pa., S. Jersey and Del.

Bally Bowling Lanes

LOCATION TESTS, week after week, in territory after territory, prove Bally ABC BOWLING LANES biggest money-maker in years. Not another shuffle-puck game ... but real bowling with 3 in. hard rubber balls ... ABC BOWLING LANES is your insurance of a prosperous 1957. Avoid delays in delivery by ordering from your Bally Distributor today.

BALLY MANUFACTURING COMPANY

2640 BELMONT AVENUE

CHICAGO 18, ILLINOIS
ACCLAIMED

The GREATEST PROFIT MAKER in 5 Years!

chicago coin's Sensational
6 PLAYER-TOURNAMENT

Ski-Bowl

With The Exclusive . . .
DYNAMO STRIKE
And SINGLE—DOUBLE—TRIPLE SCORING

The EXCITEMENT . . . The SENSUSSE . . . The OUTCOME OF THE GAME is Not Determined Until THE LAST BALL IS ROLLED!

Player by skillfully striking in the 4th frame gets "bonus" balls
keeping his game alive and enabling him to re-shoot and
score up to 3 extra strikes!

★ Indestructible
Colored
Plastic Cups!

★ Full Size Plastic
Impregnated
Balls!

★ A Natural
Attraction
For Team Play!

★ Completely Noiseless Operation!
★ Combination Steel And
Unbreakable Plastic Shields!
★ Proportionately Sized To Fit All
Locations! . . . 10 ft. Long!

★ Available In
Regular And
Super Models!

★ Fast Play!

chicago coin
MACHINE COMPANY

1725 West Diversey Blvd., Chicago 14, Ill.
MORE MONEY-MAKING FEATURES THAN EVER BEFORE BUILT INTO ONE GAME

Bally KeyWest

TRIPLE-DECK SCORES plus new
SELECT-A-SCORE SCORE-BOOSTER FEATURE
MAGIC SQUARES EXTRA-TIME ROLL-OVERS

Balls-A-Poppin' new type novelty game WITH RIOTOUSLY EXCITING WILD BALLS SCORE-BOOSTER FEATURE

Now at your Bally Distributor
DE LUXE ABC BOWLER DE LUXE CONGRESS BOWLER THE CHAMPION • MODEL T BALLY BIKE

Bally Manufacturing Company
2640 Belmont Avenue • Chicago 18, Illinois

for best deals on biggest money-makers $ $ $ $ $ $ $ $ SEE YOUR Bally DISTRIBUTOR
THE BIGGEST DIME'S WORTH OF FUN EVER OFFERED
UNITED'S
BOWLING ALLEY!

NEW Player Appeal
COMPLETELY NEW STYLED CABINET
14 FT. LONG
29 IN. WIDE
18" HIGH PLAYFIELD

TRUE BOWLING
AUTOMATIC REGULATION SCORING
STRIKES - SPARES - SPLITS
REGULATION LEAVES
Straight Ball, Hook and Back-up Ball
ALL THE SHOTS AND THRILLS OF
REGULATION BOWLING

3 INCH COMPOSITION BALLS
Roll Fast or Slow
Skill - Not Strength Makes the Expert Player
1 to 6 can play!

FAST PLAY
QUIET OPERATION

LONG LIFE ON LOCATION
EARNS BIG MONEY YEAR AFTER YEAR

BEAUTIFUL FORMICA PLAYBOARD
EASY LIFT PLAYBOARD
SIMPLE MECHANISM
RUGGED CONSTRUCTION
EQUIPPED WITH UNITED'S FAMOUS SLUG-REJECTOR

SET UP A BATTERY OF THESE GREAT ALLEYS AND CASH IN ON HUGE PROFITS FOR YEARS TO COME!

NOT JUST A BIG GAME... IT'S BIG BUSINESS!

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 13, ILLINOIS

SEE YOUR DISTRIBUTOR NOW!
A COMPLETE LINE OF SHUFFLE ALLEYS - RIFLE GALLERIES - IN-LINE GAMES!
Season's Greetings from J. P. Seeburg and its nationwide distributing organization, Seaburg J. P. Seeburg/On of the nation's best and most complete music systems