Polkas Tade From Mil'Kee Juke Boxes
Beer City's Favorite Folk Music Bows
To Pop Hits and Rock 'n' Roll Records
BY BENN OLLMAN
MILWAUKEE—A musical revolu-
tion is kicking up in the Beer City. The polkas are playing second fiddle to other tunes on local juke boxes.

Now, should Milwaukee beer and pretzels play the role of the polkas, there would be cause for vio-
lent reaction.

But, Beer Tasters evidently do not regard this change in musical tastes a threat to their city's reputation as an international center of the world.

Despite the wave of popularly weighed with German and Polish nationalities, Milwaukee beer and pretzels have not lost their preponderance for pop music, country and western, and even progressive jazz. "We still play old polka.

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

Polka Prospects Slim

The Milwaukee Polka Hall of FAME, with its Fritz the Plumber deejay program, offers a true polka and old-time music show that can boast a large and loyal following. The name of the hour is what the bands and dance hall activities, which have almost disappeared from the scene, are called. There is a few seconds back bands like Frank Tankovitch, Hank and His Comrades, Louis Barbell and his Good Guys. This group held forth steadily on radio stations and in local beer halls. Today, all that these polka outfits can scrape up are weekend and private party bookings in Milwaukee.

One standscalions remond, according to reports, suburban West Allis. Juke boxes in West Allis highlight Jukes Click In Lebanon
BELMOUTH, Lebanon—Music about the Mediterranean is getting to be more and more of the juko variety in this enterprising little city.

It started in June, 1935, when L. A. Gamble decided to bring the music of the Italian natives and acquired a few popular style jukes.

It was with the first new machine that he bought in 1969 that he began his present day juke box business. He is now in the process of expanding his collection.

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

Danny Kaye and Bing Crosby will probably set the pace of SAG TV shows and film industry's liberal talent term. President Gelderson is holding the line on "record commercials," and it seems far more likely than too high a stake in the generalization.

Revolu Boys Warner, M-C-G Films TV

Revolu Boys Warner, M-C-G Films TV

Revolu bought half ownership of studios using Revolu Boys, and M-C-G pictures on TV station called "Warriors." In New York, the Saturday night show "Late Show" on WBCS, TV Los Angeles branches the style of "Warriors," and the studio "Warriors, Promoters" on STLA.

Duhon "Giveaway" Policy
Accordingly Here to Stay...

The record industry's optimistic "Anybody Can Make It" philosophy during 1969 has resulted in what appears to be a most meagerous giveaway by record manufacturers in dealers in the form of 100 per cent exchange. Dealers are still uncertain as to its ultimate advantages for the retailer, but the "giveaway" policy seemingly is here to stay...

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

Columbia Records' singles business during the past week moved from a peak level, with heavy titles ranked by Ozy, "Make the Music Work," and Frankie Laine and other artists' "Hot Cook," vice-president and sales chief, notes a former weekly record tabulation in Indian- zeline, resulting in a more stable singles business.

Department Heads

Harmon's Top Shows Stars
HARMON AIR BASE, Newfoundland—A quick sampling of Harmon's performance ratings indicated the following C-U favorable performances:

Executive Shake-Ups, Programs, Proberes Plague Nets in '56

BY LEON MORSCH

NEW YORK—Last year has been a year of problems for network TV, an indication that the industry is facing one of the most troublesome states of its maturity.

Problems have arisen in three areas: (1) Washington, where the specter of governmental regulation still casts its threatening shadows; (2) The difficulty and all-important problem of network administrative management and management; and (3) The new season having started in this country, increasing difficulties in programming.

On the west wings from the industry was hit by four different investigations which hit the network cutbacks, making it difficult for the TV industry to face the TV audience of the Department of Justice & Age-all this had been leading up to some interesting developments. Its charge that NBC-TV has violated the Sherman Antitrust Act of 1890 was brought to the Department of Justice by the Federal Communications Commission.

In the middle area of management, the five-year-old battle between the three major networks for top network ratings in the Hollywood study of 1957-58 is still going on.

And, in the last area, the staking out of networks the NBC as a critical group of network television programs.

MONEY-SAVER RECORD

Enter my subscription to The Billboard for a full year (52 issues) at the rate of $15 (a considerable saving over single copy rates).  

Foreign rate $15.

Name

Payment enclosed

Bill me


Occupation or Title

Company

Address

City

State

Signature

Note: Send to: The Billboard, 2160 Patterson Street, Cincinnati 22, O.

GROWING UP GROWING PAINS

'Landmark' for Calkins-Holden

NEW YORK—Calkins & Holden, for Prabes, Phileas, has opened an option until February 15 on "Landmark," the new half-hour series produced by Goldenson-Calkins.

The program concerns itself with historical situations and was designed to air nightly from 7:30 to 8 p.m., time slot Tuesday afternoon.

Benjamin J. S. Calkins, President of the agency which has serviced the show for the most part, says, "The show is a replacement for its current program, and probably would be unable to win for full sponsorship.

Reynolds Asks 'Boy' Sharer

NEW YORK—Joel Reynolds, the TV personality, has asked for help to pay the bills on "Circus Boy," its Sunday 7:30 p.m. show on ABC.

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

H. Bishop to Move 'Clock' to Fridays

NEW YORK—H. Bishop & Co., which is handling "Beat the Clock," will move it to "Rival" to Fridays on the same network.

The show is currently on ABC's 7-7:30 p.m. period on Saturdays.

Colgate Renews 'Rich'

NEW YORK—Colgate and Company, Inc., which produces "Rich Man, Poor Man," has renewed its contract for another 13 months. It had previously renewed "Big Gay-Off" for 13 weeks in October.

The program will be aired on Saturday mornings at 10 a.m. on New York and the New York program has doubled its Treasury since Bishop took over sponsorship this season. CBS is now looking for another show to move into the Saturday half-hour.

ABC in No. 2 Spot On Dec. Trendex

NEW YORK—Analysis of the December Trendex report reveals that ABC has moved into the No. 2 position for prime time. Of the 41 half-hours which comprise the 7-11:30 p.m. period each week, the week led its competitors in 11, while NBC-TVs led in seven. CBS-TVs led in three categories, and an ABC program had an average rating in 11.

According to Trendex figures for the week ended December 12, the "ABC" network led in only three periods, the "Disc Jockey Panel," "The Big Gay-Off," and "The Johnny Carson Show." NBC led in 18; CBS, in 23. In a breakdown of the current figures, the "ABC" network and NBC tied in five categories of strong evening, Thursday, with ABC "Beat the Clock" and NBC "Walt Disney's Wonderful World of Color." GDW, in which ABC's "Murphy Brown" and NBC's "Andrews Knickebeeld" and "The Blaisdell Room" had strong position in the evening, Thursday, with ABC "Beat the Clock" and NBC "Walt Disney's Wonderful World of Color." GDW, in which ABC's "Murphy Brown" and NBC's "Andrews Knickebeeld" and "The Blaisdell Room" had strong position in the evening, Thursday, with ABC "Beat the Clock" and NBC "Walt Disney's Wonderful World of Color."
**Nestle Takes 'Blondie' Half With Toni**

NEW YORK—Nestle last week was granted co-ownership of "Blondie," which it will share with its partner, Hal Feuer. Toni in the 5:30-5:30 period, through the beginning January 4. The series stars Arthur Lake, Pamela Britton and Hal Peary. Toni, meanwhile, has canceled co-ownership of 8:30-9:30 Monday nights on NBC where Blondie will be the network's top trouble satellite. "Blondie," however, will be available for alternate weeks beginning in March.

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**Successor Up in Air For BBD&O's Duffy**

HOLLYWOOD—One of the big question marks is the current status of Bob Duff, president of one of the nation's largest agencies, who will be succeeded by either Judy Risberg, assistant to Duff, or Dave Van Dusen, vice-president. They are Edward D. Acker, in charge of client relations, or Sigmund Borenstein, in charge of creative services; Fred B. Mann, chairman and general manager; and J. Dave Dunsford, in charge of account service. A two-hour talk by Col. Newton and Bob Frelan, two highly regarded vice-presidents.

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**Sponsors Buy Garland Spec**

NEW YORK—Buck and Lin- gert and Myra last week purchased the rights to Gar- land Spec from NBC. The show has no firm network home, but is expected to be presented in March on a Monday night. This marks the second spectator buy for the year by Buck, it being a highly sponsored "Producer's Showcase" on NBC-TV.

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**Arthur Lake Dies**

NEW YORK—The death of Arthur Lake, actor and former radio star, occurred yesterday. He was 65 years old. Arthur Lake was the star of the radio show "Blondie," which was later adapted for television. He also appeared in numerous films and stage productions.

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**Philex Attorneys Seal Future of 'Zane Grey'**

NEW YORK—The sale of the "Zane Grey" series to the Philco Corporation for $6,000,000 has been announced by the attorneys handling the case. The series is scheduled to begin airing in September.
Newsfilm gets there fast!
Tons of explosives blow up on a
Brooklyn pier; violence flares in
Eastern Europe; the Near East
smolders...wherever news is hot,
NEWSFILM's more than 250 camera
 correspondents around the world
get the picture...and get it fast!
And NEWSFILM (a product of CBS
News) gets to audiences fast. Flown
to strategically-located processing
centers, footage is expertly edited
to exacting CBS News standards,
then rushed directly to you: twelve
minutes a day of worldwide coverage
available for local showing within
hours after the events occurred.
Ralph Renick, news director of WTVJ,
Miami, three-time award winner
for outstanding news operation,
reports: "We consider NEWSFILM
the best source for news outside
our local area. Proof of its success
with audiences is that all WTVJ
news programs have attained higher
ratings than their competing
programs. Proof of its success with
sponsors comes from 31 different
advertisers who consider news
their best vehicle on our station!"
Whatever the New Year brings, if
it's news NEWSFILM will get it first
...fast. It is the only television news
service produced exclusively for
television stations. And NEWSFILM
is available to all stations.

CBS TELEVISION
FILM SALES, INC.

New York, Chicago, Los Angeles,
Detroit, Boston, San Francisco,
St. Louis, Dallas, Atlanta.
In Canada: S. W. Caldwell, Ltd.
File:Page 6.png
DIMINISHING RETURNS
’Balanced’ Feature Shows Better Buy Than Tops Only

NEW YORK—For the best buy in feature films a sponsor does not have to look as far as the back of top pictures. While an all-big-name show tends to draw the top endorsements, the earliest return on movie shows available for full sponsor-ship indicates that the unconventional weaker picture, providing it is not too bad, will result in a greater cost efficiency.

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

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

The much talked and pio- neering “Colgate Theater,” playing top M-G-M pictures, had an average $255 per performance by the November report of the American Research Bureau. Based on the reported audience of 1,250 per show, each of Colgate’s 12 minutes of commercials was worth $1,250, or $35 per rating point.

As against this, KTLA’s Warner Bros. Premier, Sunday, 7:30 p.m., had an average November-November, of 80 per cent the audience of the Colgate show. KTLA is understood to be offering full sponsorship of this show for $2,750. At $300 per commercial minute, this would be paying about $31 per rating point.

This rate, it is pointed out, is in support of the “balanced package” concept of Associated Artists Pro- ductions. KTLA’s Warner Bros. Premier Library, where Colgate was the first sponsor, in the first five weeks, each of Colgate’s 12 minutes of commercials is indicated to have cost $1,250, or $35 per rating point.

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

WABC-TV’s “Late Show,” which opened December with the full brunt of its M-G-M backing, had an average audience of 1,200, based on the Terenced recall studies ordered by the station. With a price of $1,250 per partici- pation, an advertiser can expect a cut efficiency of 56 per cent on the “Late Show” at its strongest.

In comparison, WABD, which sells a participation in each of its two showings in its “Warner Bros. Premier, Sunday, 3 and 4 p.m., for a combined price of $750, got a Nielsen cumulative for October of 15.1. In other words, a participa- tion on the WABD show for his $750, can expect to reach 15.1 per cent of the New York audience for a cost efficiency of $49 per rating point.

WABD built its Warner show out of one of AAE’s balanced pack- ages. It bought its second AAP package last week.

For these comparisons of the balanced package with the top-name shows are indicative of the trend in other major markets, there is a sober lesson here for national advertisers planning to buy movie programs. It is that in terms of deliverable audience there is an apparent point of diminishing returns in the quality scale of feature pictures, and that after this hypothetical point as much as 49 per cent of the bill must be attributed to the impact, prestige and entertainment value of the big pictures.

Rabbit’ Full Speed Ahead, Bows in Feb.

NEW YORK—The new “Cin- ematic Rabbit” series has gone into full production and will make its six debut in February, at which time Television Arts Productions expects to be turning out five episo- des a week. Leonard Kay has been elected president of both Rabbit, Inc., which owns the lib- eration, production and merchandise rights, and Cinematic Rabbit, Inc., which is distributing it.

Kay has sold the new series in 53 markets so far, in 28 of which it will be sponsored by members of the American Bakeries Co-Operative. He has also been merchandis- ing the property quite vigor- ously, having licensed off bonuses including games and stuffed toys.

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

The full name of the new series is “The New Adventures of Cru- sader Rabbit and Elmo the Tiger.” This is to distinguish it from the 1950-episodal “black and white” series made by Jerry Fairbanks several years ago and now distributed by George Regis & Associates. The new series is in color, four minutes per episode and becomes ready to make a total of 260 episodes.

COMMERCIAL CUES

CULHANE AROUND THE WORLD

Rents from 50 New York agencies were invited by Sarnas Culhane Productions Wednesday (10) to view “Around the World in 80 Days,” which included animated credits produced by the Culhane Studios. A unique motion picture innovation, the animations recapitulated the movie, at the same time suggesting with abstract symbols and splashes of color the credits of the actors and the parts they played. The idea was conceived by Producer Mid Todd, designed by Saul Bass and produced by Culhane. This innovation will perhaps open another field for animation films.

KOHNER WINS BIG KICK

Aeropostale, the new singing commercials slated for coast-to-coast usage by the sponsor, Enid Mogul is the agency.

ID’S

George Blake Enterprises is making a series of minute spots for Lucky Strikes featuring Andre Baruch and Al Heller, former All-American football player, under the direction of Robert J. Kingery. RFD Televisions Films, Inc., has done a blues series for Richard Hudson thru Kenyon & Eckhardt, and for Helena Robertsum thru Ogyi, Benson & Marler, “Wilding Picture Productions has acquired the capital stock of A. J. Henderson Associates, sales training, promotion and merchandising firm. It will now operate the subsidiary as Wilding-Henderson. The Art Directors’ Club of Los Angeles will hold a special TV commercial show the first of the year. The National Heart Fund recently completed a 15 minute TV cartoon, called “Pump Trouble,” for which Allen Swift did all 13 voices.

TV Commercials in Production

This week starts four commercials produced during the last few preceding months, with all industries covered over the following programs.

WABC—LA—Announcer: FAS-Talk Animation: NA—Ceo-Animation: All-


(Carried from last week)

Food and Beverages

Lemonade

Robin Hood Frozen Milk, Chocolate

Coke Mfg. Co., Atlanta, Ga. (90) PAA—Thomasville

Kraft’s Cheese and Package Goods

Royer’s Cylinder, Pink

Wright’s Cereal, Company

Kraft’s Cheese and Packaging Goods

Parish Packing Company

Krause, Inc., Chicago

Not applicable

Frozen Foods

DBecke Foods

Universe Foods

Kraft’s Cheese and Package Goods

(Carried on page 9)

Every step in the production of a Caravel commercial is handled by Caravel personnel, with Caravel equipment and at Caravel headquarters. This complete control enables us to accept a full measure of responsibility for the prompt and efficient handling of your commercial needs.
SAG, SDG OK Fox Offer on Post-48 Films

HOLLYWOOD—Cash settlement offered by Matty Fox for release of group of post-1948 ROIs pictures was accepted by Screen Actors’ Guild and Screen Directors Guild. The settlement was based on a 1954 agreement of the Screen Guild of America temporarily rejected the offer, but it seems certain that the Guild will now accept the settlement as some differences can be worked out.

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

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

SAG receives the largest share of the sum, $715,000, and some trade circles had expected the percentage to be higher. Fox will pay $605,000 of this in 36 monthly installments, the first coming immediately upon signing of the agreement, the remainder starting on a regular basis in July, 1957. The settlement is arranged so that receipts for the entire RKO pack- age of 740 pic exceed $37 million, at an average of $50 per picture.

SDG and WGA are each receiving about one half of $35,000 to be made in regular payments, and both will get a bonus, out of the $715,000, for each of the 740 pictures.

The directors accepted Friday (31).

SAG, according to the spokesmen for SAG said, however, that there were certain conditions which the producers insisted on, and that the guild did not like, and that approval was being held up until the producers agreed to the compromise. The differences do not exclude the amount of the settlement.

One outstanding question raised by the deal is whether or not other producers will follow Fox in making simultaneous TV rights for their properties.

HOLLYWOOD—New situation comedy, "The Bachelor Knaves," will be produced by Baker Ltd., producer of "Donovan’s Brain" and "Bartley." The film background is set in Florida.

Gayle is on a scouting trip in Miami to see and evaluate the production of the film shortly after the film is accepted.

XXLY GIMMICK

Phone Quiz, Guests Hype Late Movies

SPokane—XXLY-TV here is drawing up a late night program to go with a quiz and personality format that seems to attract viewers.

The station has been Adare.

Columbia weekender in 1951, and the station has also shown off shows that have too often been unsuccessfully advertised, and for the time being have been discontinued.

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Columbia weekender in 1951, and the station has also shown off shows that have too often been unsuccessfully advertised, and for the time being have been discontinued.

The gimmick has been so successful that the show is sold out, even if it is not using any of the new major-company product.

Occasionally, it even runs hold-purpose films back to back in place of a feature film. Dick Jones, station manager, says he is now planning
Dot Records Sale to Para
For $2 Mil Seems Certain

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

in the record business would hold about $1.5 million in assets, including mastering Dot disks. Two other studios are presently in the market for licenses, RCA-Decca and RKO. Thus an affiliation with Paramount, which has its own separate recording and phonograph company, and is a partner in Paramount of Motion Picture and Sound track albums.

One of the oldest motion picture studios in the film business, Paramount was formed in 1912.

(Continued on page 139)

**Victor Clocks**

**LP Sales Peak**

NEW YORK — RCA Victor stock locked its fastest rate of sales in the company’s history during December with two packages — “Elvis,” with Elvis Presley, and Harry Belafonte.

In the first 10 days of this collection, issued earlier this season, already are pushing the company’s all-time sales record for Christmas albums a full speed ahead. The “Elvis” set, recorded by the Tennessee Troubadour, and sold in units, including of course, the big LP export which contains “Love Me.” Nearly 60 per cent of the total sale was recorded in December.

"Calypso," in total units, is nearing 600,000, according to Victor, with the second-best seller of the month. Majority of sales here are in the 45s, but the LPs or two-disc sets are selling in comfortable margin over the E.P. Miller's 3-Hour, one record set.

At current rate of sale, it’s likely that these titles will soon overcome the long-time lead held by such Victor perennial as "The Student Prince," "Glen Miller Story," "Giselle Parlophones" and several of the Melachrino Strings sets.

**SHOWCASE FIGURES**

$1.98 Specials
In '57 Sales Pic

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

In fact, in view of the constant up and down in LP prices, it's even possible that some of the independent producers will release such disks with a direct profit motive, shooting for real volume in the six-figure zone. It's estimated that most independent distributors will lose only 15 to 80 cents after they hit about 65,000.

An example of a company which may try this approach early next year is Bill Ava's Record Company, which last week released two new 10-inch disks bearing the punch "This LP is destined to bring you back a regal regency date next season. The first "First Annual "Party Showcases," issued for the past six months, will continue on in line at the bargain rate.

One of the new axes is a debut in the theater that does not include anywhere from other catalogs.

"Record Label" by the Washington Recording Industry Trust Fund, made by a committee of record company representatives attached to the Labor Department, has met with thumping disfavor among labor leaders and union officials. "A 'craigslist' proposal was the blunt comment of one AFL-CIO union spokesman on the suggestion

**Trust Fund Proposal Rapped by Unions**

By MILDELD HALL

WASHINGTON—The Recording Industry Trust Fund, created under an compulsory arbitration proposal for settling the controversies that have reared their heads in the record business, has undergone a bit of weeding out of union representatives by the House labor subcommittee. Among those that have been asked to vacate their places on the board of the union are those who have normally occupied union spokesmen on the suggestion

**Wienstroer to Santa**

NEW YORK — Full of holiday spirit, Norma Wienstroer sent off her own Christmas list to Santa last week, consisting of which follows:

A tree that lights up like a switchboard. A song that flips over disk jockeys.

A one-stop that gives free records to distribution.

A record that only lists Coral Records.

**Victor Renewes Chi Symphony**

CHICAGO — RCA Victor renewed five-year pact Thursday (28) with the Chicago Symphony Orchestra and its musical director, Fritz Reiner. Larry Kacso, the label's upper, came here for the ceremony, attended by distib sales, leading dealers and press.

George Marek, chief of the album division, and Bill Milbourn, chief of the recording studio, were on hand at a press event to announce a unique triple-track recording of the production of Ravil's "Rhapsodies Espagnole" on the Victor label.

The triple-track, Marek said, will be issued the first half of next year, with the center, middle, or third track, for help from the hall. A release of eight or 10 LPs, on double-track tapes and LPs. The sound from the center is used in those dual tracks recorded either on the left or right when they seem to get out of balance with each other. It was an experimental effort, he said, and appears to be specially recorded.

A demonstration, Dr. Reiner quipped, "I still have one eartrack mind."

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

LONDON—Details were finalized this week for Heath’s forthcoming tour of North America. Opening his 31-day swing in Philadelphia next February, Heath will be accompanied by June Christy, Al Hibbler and the Ed Heywood Trio. After playing a number of other American dates Heath winds up the tour in Toronto, Feb. 19. In exchange Count Basie will make a three-week tour of Great Britain commencing early April. The deal was handled this side by impresario Harold Davison.

**Atlantic Topps '56 R&R Chart**

NEW YORK — In this week’s “Rhythm-and-Blues News” report, the rhythm and blues hits of 1956 are presented. Atlantic Records had the first-place honors for having had most records on the charts. The firm’s tally was 50 out of 87 for all labels. Check out the complete report.

The firm’s tally was 50 out of 87 for all labels. Check out the complete report.

www.americanradiohistory.com

Copyrighted material
Optimism Breeds 100% Disk Exchange, Return Gimmicks
Act as Record Popularity Meters, Squeeze Out Competitive Versions

HOLLYWOOD — The optimists anybody can make of it, Mr. Victor W. Waller (December 20) so prevalent through the record business during the year has resulted in what appears to be a most magnanimous giveaway by some of the major companies. Sixteen dealers are taking part in the form of 100 per cent exchange. Whether it's a blessing or an ill wind is still debatable as far as dealers are concerned, but just like it or not, the disk industry's giveaway program is headed for the manufacturers — for the manufacturer's it's an effective means of forcing record sales on the market, and in the case of pop singles, particularly, a quick handsome profit on a song that is a given song. Putting a pop single on a guaranteed basis also gives the manufacturer the much needed means of killing off a competitive version.

There's an element of gamble involved with the efforts, and the dealers also, rela-
tively speaking, are buying a song they didn't get for whatever quantity purchased.

May Be Burdened

Under the terms, the burden of the dealer can exchange any merchant-
ably for a song, but what is which, is another matter in most cases. But the fact remains, however, that a title may be unprofitably burdened with billing he didn't want in the first place.

Under the guise of giving away something for nothing, the disk manufacturers have been able to flood the market with a potentially lucrative project, and at the same time secure for their distributors and dealers bringing out of stock should the record take on indications of becoming a hit.

The major record companies with company-owned distributors perceive such a move as a necessity since they occasionally can't ship their own branches whatever quantity they desire due to the fact that the stores, with independent wholesale, as most of them are, can order only as much of any product the industry is presently constituted, don't fare quite as well. To counteract this, a number of firms have set up a guarantee pool from which they can draw and pass on this measure of safety to dealers.

Capital Records, for instance, has had a growing number of lost pop singles on its 100 per cent exchange privilege list, among them, the Five Keys' "Windows of a Fool," Sonny James' "Young Love," Frank Ifield's "I'll Ask Away," "Lonely Lover's Night Lights" and the firm's entire ill-fated LP production under the pseudonym "Collabor." The other majors, Columbia, RCA Victor and Mercury, Decca, and Capitol are in the same boat with their hot merchandise, too, each protecting a treasure of its own, all the aimed at securing dealers' shelves.

Dot Policy

In the case of Dot Records, a recent addition to the circle of major firms, the label makes no pretense of its efforts to help a song on the way by offering distributors the 100 per cent exchange privilege list, among them, "Dancing in the Dark," "Dancing in the Street," both by the Rolling Stones, and a host of other Dot hits.

CREDITS JAM RIZEK
Bankruptcy Bandwagon

TRENTON, N. J. — A creditors' bankruptcy movement took form here last week as more than $100,000 worth of claimants jumped ship against the defunct financial empire of James Rizek. "Millionaire" Rizek's enterprise came to grief last September with revelations of vast ticket stuffing in records and audio equipment and his empire of "paper" corporations. At a hearing before Bankruptcy Referee Charles H. Wern-

ins' case, acceptance or rejection of a plan submitted by Rizek's attorneys for settlement of his debts had been expected. Herein, the lack of a $50,000 bundle of "fresh moneys" promised by Rizek to avoid good faith, caused attorneys to ask for an adjournment to check back on with their clients. A decision has been set for adjourned Monday, January 2 date of the next creditors' meeting on this.
HAYES CUTS 1ST WAX FOR AM-PAR

YORK — ABC-Paramount set some kind of a speed record for doing business as usual during Christmas week. The label signed up Calداع ويد كا in the historic Bill Hayes to cut his first two sides early last month, and all 50 with the discs scheduled to be in distribution on hands by Wednesday (23).

Hayes sliced two sides from the recording session "Weird Whirl" Wao the Wagon," the title tune and "Blago." Frank, who reports that earlier versions by Fess the temper was being set for the show to begin when some action in the field. Hayes cover seven songs on the album, which was a smash on Cadence, and co-incidently AM-Par's Pat Smith was Cadence sales child at that time. ABC-Paramount also has a platter out on the tune in its Mickey Mouse Club line. HAYES CUTS 1ST WAX FOR AM-PAR

Liberty Inks Ward Group

HOLLYWOOD — The rapidly mushrooming talent roster of indie Liberty Records continued to grow last week, with the signing of Bill Ward and the Dominoes to an exclusive recording contract. Group was asked for a straight three-year deal, with negotiations handled by Liberty topppers, Jack Press and St Warren, and Harry Zott, manager of Ward. Other negotiations for the addition of Hugh Riebey were also reported. Label says the contract will call for a series of western sides, O'Brien says the "Wrist Ear" role in the ABC-TV network television show.

New Sonic Waxery Debuts on Coast

HOLLYWOOD Sonic Records, New coast entry in the disk business, opened here by Dick Allen and St Hoffmann, yesterday released four sides early in month by chip April Allen, who has since been inked by Lib-
yra. Other talent signed thus far in- cludes Adgil Merril and the Four Hurricanes. Firm has started a local distribution in 40 markets throughout the United States, and a distribution of disk jackets and display to introduce the label.

Dot Records Sold

- Continued from page 11


Dot was purchased by Wood, and will reach sales total approximately $50 million in 1958. Phaseone has received a number of more than 75 and recently moved here from New York.

Wood would also be expected to take an active part in the operation of Dot in the future. He and his subordinates believe this is the definite plan in this direction has been reached. Jules Stein, MCA vice-president, acquired in New York that he was purchasing Dot earlier that week, but at the time he would not say who the interested purchasers might be.

SECOND HAND SONGS
Loving Afternoon

Butterfly

BERNSTEIN AND GWIRTE TRADE JABS RE ASCAP

HOLLYWOOD — An ex change of letters between Shapiro-Bernstein president, Louis Loehn, and ASCAP General Manager, Ethel Gwirte, occasioned by the latter's letter to the court brokerage firm "Singer & Co." in charging a rightful 10 per cent commission on the sale of two ASCAP-owned copyrights, $200 a month each, of the jazz disks which the company has had listed in the December 15 issue.

In hand Friday, Bernstein said that the court's decision to accept the licensing commission would mean that "Your convention that every writer goes on acting as his own agent have a one vote would be the same as the entire general membership of any other corporation, should it adopt such a kind of votes.

Louis Schneider, ASCAP secretary, signed Mr. Loehn received hiserry and album act, Los Chalies de Es paso, this time with a two-year contract. The group was signed by Frank Furth, former RCA to a deal which earns the group $2500 a week. In Mexico City, the firm, which was signed by Frank Furth, former RCA to a deal with the new club, Caribe in the Caribe Hilton Hotel.

On his return, Siegel signed Marjatta Bitter, the Spanish singer who appeared locally this season at the Minnesota and at the Fox and other spots.

Next week Seeco will be cut a new album with pianist with pianist,职工 Henderson. Siegel will take off on January 18 for a tour of Europe with plans to con tinue to the Continent. He will conclude his tour in Spain, England, Italy and France.

Gran Paps Herma and Kid Ory

HOLLYWOOD — Norman Gruen, president of the Clor, acquired the property for which he signed Andy Warner Herman to a two-year contract. In addition, the jazz impresario signed the veteran New Orleans trombonist to a long-term contract.

Herman most recently has been resident for Capitol, and prior to that he was under his own label. Several months ago, Gran showed that the master was transferred from Herman and his partner, publisher Harry Gurel.

Ore's last pact was with Good Time Jazz. Grance will record his first LP disk for the traditional Down Home label, in Paris.

Creditors Jam

- Continued from page 12

added by Rizer. These totals were $37,000, said to be owed to Times Columbia Distributors.

During the day of the hearing 24 additional claims were filed representing claims of $37,000. The remittance of $87,000 was owed to Times Columbia Distributors.

According to the New Brunswick Bar Association, the Audio Video Recording Corporation, of Rizer's interests, claimed that the estate contains more than $20,000,000 in cash but no information has been made available as to where the money is located.

Meanwhile, Rizer remained free in $91,000 bond pending grand jury action against him to regard to an embezzlement charge involving the transfer of $120,000 to various firms of the Hamptons Corporation to his own personal bank account.

Insurgents Win

- Continued from page 15

Many Paul, who talked 1,386 votes.

Daniel and other officers, includ ing the rebel slate of trustees, band of directors, the stockholders and the corporation will form a new slate at a regular membership meeting next Tuesday.

Balloting was the heaviest in Lo cals history. Commenting on the high cost, an indication of the bitterness that has plagued the union since the insurgent forces started its attack on the authority of Petillo.

With the rebel win, reports persisted that Petillo might move in and place the local's charter under a trustee.
How a Deejay Show Paid Off in Sales

- New York store makes the most of limited ad budget.
- A radio show can increase sales if executed intelligently.

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

"In my opinion," states Jerry Shifrin, manager of the shop, "petitions from other advertisers in the newspaper worked against us. We naturally send them to the highest readership. But then, so did every other show in the area. Our ad was lost."

Deejay Show Pays Off

The Bleyer Record Shop has found in promotion by radio was on a small unknown station just starting business. Despite its size, the show attracted attention—and cash customers. In part, the show's success resulted from the reaction of home listeners. But the most important factor, according to Shifrin, was the fact that the show was taped several times a week from the store's show window. Foot traffic along heavily-traveled Main Street means to a halt when the deejay was talking in his line.
DECEMBER 29, 1956

THE BILLBOARD

MUSIC-RADIO

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

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

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

And Here's the Tops in Promotion

THESE ARE THE TOP-PROFIT PRODUCTS:

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

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

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

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

www.americanradiohistory.com
Packaged Records Buying Guide

**Best Selling Pop Albums**

Albums are ranked in order of their national store strength at the retail level, as reported in The Billboard's weekly survey of top dealers in all key markets.

1. ELVIS-Elvis Presley.............. RCA Victor LPM 1382
2. CALIFURO-Harry Belafonte.... RCA Victor LPM 1248
3. MY FAIR LADY-Original Cast.. Columbia OL 5902
4. THE EDDY DUCHIN STORY-Sound Track... Decca DL 8209
5. THE KING AND I-Sound Track..... Capitol W 740
6. ELVIS PRESLEY................. RCA Victor LPM 1354
7. HIGH SOCIETY-Sound Track... Capitol W 730
8. MERRY CHRISTMAS-Lawrence Wel. Coral CRL 57093
9. OKLAHOMA!-Sound Track..... Capitol SAO 595
10. SONGS FOR SWINGIN' LOVERS-Frank Sinatra.. Capitol W 653
11. BELAFONTE-Harry Belafonte.... RCA Victor LPM 1150
12. SAY IT WITH MUSIC-Lawrence Wel. Coral CRL 57041
13. THIS IS SINATRA-Frank Sinatra.... Capitol T 768
14. THE PLATTERS................. Mercury MG 20146
15. JERRY LEWIS JUST SINGS....... Decca DL 8410

**Pop Albums Coming up Strong**

A listing of new pop albums showing strong track action, compiled from a survey of all major record stores. These albums promise strong potential sales in the national best selling pop album charts.

1. Hymns-Tennessee Ernie Ford... Capitol T 756
2. Ski Trails-Jo Stafford.... Columbia CL 910
3. The Platters, Vol. 2........... The Platters.... Mercury MG 20216
4. L'f'Alber-Original Cast..... Columbia OL 5150
5. Giant.............. Sound Track.. Capitol W 723

**Most Played by Jockeys**

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

1. ELVIS-Elvis Presley.............. RCA Victor LPM 1382
2. CALIFURO-Harry Belafonte.... RCA Victor LPM 1248
3. SKI TRAILS-Jo Stafford.... Columbia CL 910
4. THE ELCAUF TOUCH-Les Elgart... Columbia CL 875
5. SONGS FOR SWINGIN' LOVERS-Frank Sinatra... Capitol W 653
6. HIGH SOCIETY-Sound Track..... Capitol W 730
7. S WONDERFUL-Ray Conniff.. Columbia CL 925
8. THIS IS SINATRA-Frank Sinatra.... Capitol T 788
9. ELLA AND LOUIS-Ellie Fitzgerald & Louis Armstrong... Verve MG V 4003
10. MERRY CHRISTMAS-Lawrence Wel... Coral CRL 57093

**Reviewer Spotlight on... Popular Albums**

HAPPY HUNTING (1-12) - Eddie Fisher, Merman, Original and Original Cast. RCA Victor LOC 1026

RCA Victor rushed this one to market fast after the stellar jockeys worked hard and gave it some airplay. This one is already a tremendous success on the singles and the kites of hearing Miss Merman and her fellow players give their original roles. Performances are already successful on the single and into the week, as Miss Merman and her fellow players give their original roles for the release of this album. The album is already a tremendous success on the singles and into the week, as Miss Merman and her fellow players give their original roles for the release of this album.

MIDNIGHT FOR TWO (1-12) - The Three Suns RCA Victor LPM 1232

The Three Suns, always strong sellers on the album market, are back with Ray Boise on this magnificent pipe organ on this newest package effort. The results are tops in sound and pleasant to the ear to an all-advanced degree.

**Classical Albums**


In these recordings, Wanda Landowsky makes a triumphant return to the piano and to Mozart. The performances of Bach on the Harpsichord are unique masterpieces, but during her concert career, she was equally famous as an interpreter of Chopin to the piano. The authority, stylistic perfection and enough of the technique to see how to give the listener all that he can ever expect from Wanda Landowsky. In keeping with the spirit of the 18th century, Chopin tried to imitate the expressions in all his own and writes her own经常库当他们渴望在歌剧中的再现，在巴赫的“圣诞清唱剧”中，他要求所有参与者都全身投入，特别是那些在乐池中的演奏者，为了使乐池边的演奏者能够更好地融入演出，他要求所有参与者都全身投入，特别是那些在巴赫的“圣诞清唱剧”中，他要求所有参与者都全身投入，特别是那些在巴赫的“圣诞清唱剧”中，他要求所有参与者都全身投入，特别是那些在巴赫的“圣诞清唱剧”中，他要求所有参与者都全身投入，特别是那些在巴赫的“圣诞清唱剧”中，他要求所有参与者都全身投入，特别
NEW SENSATIONS IN SALES FOR 1957—YOURs FROM RCA VICTOR

JANUARY'S BIGGEST HI FI BUY!
new from RCA VICTOR

Here's an album that has everything! The great talent of The Three Suns combines with the world's largest pipe organ, setting a new mood in pop music. Electrifying sound makes this an adventure in Hi-Fi you can't afford to miss...all at a special low, low price!

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

This Ad Appears In:
HIGH FIDELITY
MUSIC AT HOME
THE FORTY-FIVER

RCA Victor is starting the New Year off with a bang—a bang-up January Pop Promotion! The special-priced “Midnight For Two” is destined to be one of your big profit-makers of the year! The terrific January Release with its cream-of-the-crop artists is backed by a saturation magazine campaign to blanket the nation with the news; plus colorful in-store displays, ad mats and radio exploitation.

To reap the rewards of this power-packed promotion, you must have the merchandise on hand to display and sell. So call your RCA Victor Record Distributor today—and stock up!

Remember—these New Orthophonia High Fidelity recordings sound best on an RCA Victor New Orthophonia High Fidelity “Victrola”®
For your RCA Victor Record Dealer:

Order through your RCA Victor Record Distributor Today!

Nationally Advertised Prices.
Your customers have these exciting recordings on tape:

**RCA CAMDEN RECORDS**

**BIG-NAME RECORDINGS FOR 1/2 THE BIG-NAME PRICE!**

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

**NOVEMBER 17, 1956**

**- Reviews and Ratings of New Albums**

**Popular**

**BABY DOLL**

SOUND TRACK RECORDING (1-127)

The current Columbia motion picture release is also available in this LP. There is no more additional interest in this soundtrack LP. Track arrangement seems the same as recorded for the film. The LP is quite well produced and should do well.

**GEORGE WRIGHT PLAYS THE CROWN ELECTRONIC ORGAN**

(L-127)

The title is not a misprint, and the recording is one of the many that have been expanded in the current interest in this instrument. The LP is quite well produced and should do well.

**SOMETHING WONDERFUL**

M-G-M 2646

The release of this show and film marks the debut of the recording on this screen star's own label. However, for the most part, this LP will be David Powell and his orchestra, rather than the album by Powell. Powell's music is both tuneful and light, and his orchestra is well laden, with two groups of rhythm and brass. The LP is quite well produced and should do well.

**STRAVINSKY CHAMBER ORCHESTRA**

COLUMBIA 3714

Symphony program includes: No. 14, Symphonic Poem in four movements; No. 12, The Firebird Suite in two movements. The LP is quite well produced and should do well.

**LATTIN SONGS TO INSPIRE BESS LOVERS**

Plaza LP Vol. III 264

Whether or not the content of this package includes the most of its title is a matter of opinion. However, it is quite well produced and should do well.

**MUSIC AT MID-NITE**

RCA Victor LPM-2650

A look-see session of instrumental background music for dramatic motion picture production. This LP is quite well produced and should do well.

**DIANA SHORE**

Weiss 370-409

A new mood music album. Two tours with a Continental flavor. From Brazil, Mexico, South America, and Canada. This LP is quite well produced and should do well.

**SCHRAMM CARNIVAL OF OP. 8 TANJAS IN C MAJOR**

Youma LP 676-24

The month, faces still competitor with both the romantic piano works, but this month's, excellence of the narrative and the immediate appeal of the music, the Sound track LP is the one to buy. The monthly competition can improve, but there is no threat of competition. This month's news, however, may be the last Championship pieces required. Youma has many LPs, but every one must be heard to appreciate the pianist's obvious talent in the classical repertoire.

**MOSZUR: SONATA NO. 14 IN B FLAT MAJOR K. 526**

Arpeggio LP 376-25

No. 14 is the most popular entry of his works; No. 13, a more complex work, has never achieved the same popularity. Each LP is quite well produced and should do well.

**SHIRLEY BAKER SINGING IN SPANISH**

RCA Victor LPM-1856

A new series of English language albums sung in Spanish. This LP is quite well produced and should do well.

**LIEBTEX**

Bachenbach, Scherliess, Reich, Nielson, Scherliess, M-G-M 2660

This is a package of uncleared, recorded in Columbia and distributed by the firm. The LP is quite well produced and should do well.

**SECRETS OF LIFE**

Recorded for RCA Victor, M-G-M 2660

An unusual package by composer/conductor Paul Smith from the Don

**Beaton**

SOS 1799-G

A new complete collection of Beaton's music. This LP is quite well produced and should do well.

**LATTIN SONGS TO INSPIRE BESS LOVERS**

Plaza LP Vol. III 264

Whether or not the content of this package includes the most of its title is a matter of opinion. However, it is quite well produced and should do well.
ASCAP extends to all our friends in the Entertainment World Season's Greetings and Best Wishes for a Happy and Prosperous New Year!

THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 Madison Avenue, New York 22, New York
The Billboard's Monthly Recap of

BEST SELLING CLASSICAL AND JAZZ PACKAGED RECORDS

**Classical Albums (Over-all)**

1. TCHAIKOVSKY: 1812 Overture, Capriccio Italian—Minneapolis Symphony (Decca).... Mercury MG 50094
2. GROFE: Grand Canyon Suite; Mississippi Suite—Hollywood Bowl Symphony (Starrin).... Capital P 8347
3. BRAHMS: Symphony No. 1—New York Philharmonic (Walter).... Columbia ML 5124
4. TCHAIKOVSKY: Piano Concerto No. 1—Chicago Symphony (Reich).... RCA Victor LM 1969
5. PUCINNI: La Boheme—De Los Angeles, Bjoelkling, RCA Victor Orchestra (Bockman).... RCA Victor LM 8012
7. RACHMANINOFF: Piano Concerto No. 2—LeGrand, Philadelphia Orchestra (Ozawa).... Columbia ML 5093
8. RIMSKYSKORSKOFF: Scheherazade—Philadelphia Symphony (Stelberg).... Capital P 8305
9. OFFENBACH: Gaiet Parisiennes; Meyerbeer: Les Patineurs—Boston Pops Orchestra (Fiedler).... RCA Victor LM 1817
10. BELLINI: Norma (Highlights).... Maria Callas.... Angel 35379
11. HANDEL: The Messiah—London Festival Choral Society, Liverpool Philharmonic (Sargent).... Angel 35310
12. KHATCHATURIAN: Gayane Ballet Suite; Khachaturyan: The Comedians—Philadelphia Orchestra (Ormandy).... Columbia ML 617
13. RESPIGHI: Pines of Rome; Fountains of Rome—NBC Symphony (Toscanini).... RCA Victor LM 1768
14. MARIA CALLAS PORTRAITS: PUCINNI HEROINES—Angel 35105
17. MENDELSSOHN: Violin Concerto, Mozart: Violin Concerto No. 4—Oistrakh, Philadelphia Orchestra (Ormandy).... Columbia ML 5085
18. GROFE: Grand Canyon Suite; Coplandi El Salos Mexico—Boston Pops Orchestra (Findler).... RCA Victor LM 1925
19. STRAUSS: Waltzes—Columbia Symphony (Walter).... Columbia ML 5113
20. CHAUSSON: Symphony In B Flat Major—Detroit Symphony (Paris).... Mercury MG 50198

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**Movie & Show**

1. MY FAIR LADY: Original Cast—Columbia OL 5090
2. THE EDDY DUCHIN STORY: Sound Track—Decca DL 8289
3. THE KING AND I: Sound Track—Capitol W 740
4. HITE SOCIETY: Sound Track—Capitol W 750
5. OKLAHOMA: Sound Track—Capitol SAO 395
6. CAROUSEL: Sound Track—Capitol W 604
7. GIANT: Sound Track—Capitol W 773
8. LIL ABNER: Original Cast—Capitol OL 9370
9. THE STUDENT PRINCE: Mario Lanza—RCA Victor LM 1837
10. THE MOST HAPPY FELLA: Original Cast—Columbia OL 5118
11. ELLA AND LOUIS: Ella Fitzgerald and Louis Armstrong—Verve MG V 4002
12. CUBAN FIRE: Sammy Kayton—Capitol T 741
13. JAY AND KAY PLUS SIX: J. J. Johnson and Kai Winding—Columbia CL 892
15. CONCERT BY THE SEA: Earl Scruggs—Columbia CL 883
16. AMBASSADOR SATCHEL: Louis Armstrong—Verve MG V 4002
17. KENTON IN Hi-Fi: Stan Kenton—Capitol C 724
18. MY FAIR LADY: Shelly Manne, Contemporary Sound—RCA Victor LM 1837
19. HE LOVES ME, HE LOVES ME NOT: Clark Currin—Atlantic 1240
20. PONTESHA: Modern Jazz Quartet—Atlantic 1251

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**Jazz**

1. BUCK CLAYTON AND THE BUCK CLAYTON ALLIATES AT NEWPORT.... Columbia CL 933
2. DEKE ELLINGTON AND HIS ORCHESTRA IN A MELLOSTONE—RCA Victor LM 10273
3. TCHAIKOVSKY: Symphony No. 5—Eugene Ormandy, Philadelphia Orchestra (Ormandy).... Columbia ML 5093
4. COBELL: Vivaldi: Concerto For Strings in G Major, etc.—Soloisti di Zagreb.... Vanguard B 506

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**Reviews and Ratings of New Albums**

Continued from page 18

**Jazz**

DEKE ELLINGTON AND HIS ORCHESTRA IN A MELLOSTONE—RCA Victor LM 10273

**RHYTHM & BLUE**

EVERYBODY DANCE THE BAREFOOT BOOGIE—Bill Doggett Central (5-1273)

**CLUB ALPHA RECORDS**

FRED, THE BEATLE—The Beatles—Columbia CL 1551

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**COLUMBIA RECORDS**

everything for complete
listening pleasure

**TOPPINCHE IMPRESSIONS**

Ella & Louis MG V 4003

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**“MEAN WORDS”**

Lillian Briggs

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**AMERICAN MUSIC, INC.**

910 SUNSET BLDV., HOLLYWOOD, CALIF.

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**RHYTHM & BLUE**

EVERYBODY DANCE THE BAREFOOT BOOGIE—Bill Doggett Central (5-1273)

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**D.O.T. RECORDS**

Hollywood 25, Calif.
Frank Sinatra
1957 follow-up to "Hey! Jealous Lover"

CAN I STEAL A LITTLE LOVE
(From the Universal International picture Rock, Rock, Baby)
Rockin' - Jumpin' - Swingin'

YOUR LOVE FOR ME
Rhythm ballad like "Young at Heart"

No. 3808
Capitol Records
22 MUSIC-RADIO
DECEMBER 29, 1956
THE BILLBOARD
THE NATION'S TOP TUNES
For survey week ending December 19

This Week
1. Singing the Blues
   By Eddie-Published by Acme-Rose (BMI)
   BEST SELLING RECORD: O. Mochett, Col 40167; M. Mochett, Col 32545.

2. Love Me Tender
   By Elvis Presley-Published by Elvis Presley Music (BMI)

3. Green Door
   By Dave & More-Published by Trinity (BMI)
   BEST SELLING RECORD: J. Love, Dot 15046.

4. True Love
   By Cole Porter-Published by Barrow H.R. (ASCAP)

5. Blueberry Hill
   By Lewis Buck-Rose-Published by Chapell (ASCAP)
   BEST SELLING RECORD: P. Donato, Imperial 5007. RECORD AVAILABLE: L. Anderson, Decca 24712.

6. Just Walking in the Rain
   By Bragg & Kel—Published by Golden West Melodies (BMI)
   BEST SELLING RECORD: J. Hay, Col 47123. RECORD AVAILABLE: L. Klunze, Abbott 3024; Primalex, Box 184; D. Rich- ard-Z. Zach, Col 22322; J. Wallace, Mercury 70778.

7. Cindy, Oh, Cindy
   By Barney Long-Published by R. S. Marks (BMI)

8. ’Love Me
   By Terry Lysaght-Mills-Roller-Published by IDS & Range (BMI)
   BEST SELLING RECORD: R. Presley, Vic.*

9. Hey! Jealous Lover
   By Calen-Wentworth-Published by Barrow Music (ASCAP)
   BEST SELLING RECORD: P. St. Clair, Cap 5512.

10. Rose and a Baby Ruth
    By Johnny Dee-Published by Barney (BMI)

Second Ten

11. Friendly Persuasion
    By Wonders-Tampa-Published by Leo Flett (ASCAP)
    BEST SELLING RECORD: P. Donato, Imperial 5007. RECORD AVAILABLE: L. Anderson, Decca 24712.

12. Mama From the Train
    By Irving Gordon-Published by Rosemont (ASCAP)
    BEST SELLING RECORD: P. Rose, Mercury 37991.

13. Since I Met You, Baby
    By Ivory Joe Hunter-Published by Performers (BMI)
    BEST SELLING RECORD: J. Hunter, Atlantic 1111. RECORD AVAILABLE: M. Lee, Dot 11117; M. Cossar, Col 40728.

14. Gonna Get Along Without Ya Now
    By Milton Kalmin-Published by Kalmin (ASCAP)

15. Garden of Eden
    By Denise Harwood-Published by Republic (BMI)
    BEST SELLING RECORD: J. Valen, VA 925.

Third Ten

21. Two Different Worlds
    By Wynn-Feitl-Published by Princess Music (ASCAP)
    RECORD AVAILABLE: E. Clayton, Coral 6779; D. Haynes, Col 2952; B. Kill- man, Dec 30524; D. Rose, Atlantic 5226; W. Williams-Ross Morgan, Kapp 141.

22. Slow Walk
    By C. Austin-Published by Nobody (BMI)
    RECORD AVAILABLE: R. Donegan, King 5000; R. Armenta, Mercury 70492; O. Smith, Columbia 1394.

23. Don’t Forget Me
    By Singleton-Published by Rosemont (BMI)
    RECORD AVAILABLE: P. Donato, Dot 15221.

24. Canadian Sunset
    By Eddie Heywood & Norman Gimbel-Published by Modeline (BMI)

25. Mary’s Boy Child
    By Lewis-Published by Schuman (ASCAP)
    RECORD AVAILABLE: H. Britett, Dec 20-6714.

26. Jamaica Farewell
    By Lord Burgess-Published by Shantel Music (ASCAP)
    RECORD AVAILABLE: H. Britett, Dec 20-6653.

This Week
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   BEST SELLING RECORD: J. Hay, Col 47123. RECORD AVAILABLE: L. Klunze, Abbott 3024; Primalex, Box 184; D. Richard-Z. Zach, Col 22322; J. Wallace, Mercury 70778.

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    By Milton Kalmin-Published by Kalmin (ASCAP)

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    By Denise Harwood-Published by Republic (BMI)
    BEST SELLING RECORD: J. Valen, VA 925.

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    RECORD AVAILABLE: R. Donegan, King 5000; R. Armenta, Mercury 70492; O. Smith, Columbia 1394.

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    RECORD AVAILABLE: P. Donato, Dot 15221.

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    By Eddie Heywood & Norman Gimbel-Published by Modeline (BMI)

25. Mary’s Boy Child
    By Lewis-Published by Schuman (ASCAP)
    RECORD AVAILABLE: H. Britett, Dec 20-6714.

26. Jamaica Farewell
    By Lord Burgess-Published by Shantel Music (ASCAP)
    RECORD AVAILABLE: H. Britett, Dec 20-6653.
HOT STUFF! HIT SINGLES

NIGHT LIGHTS TO THE ENDS OF THE EARTH
NAT "KING" COLE No. 3536

TRUE LOVE BING CROSBY and GRACE KELLY No. 3527

FIRST BORN TENNESSEE ERNIE FORD No. 3528

YOUNG LOVE SONNY JAMES No. 3602

CIU CIU BELLA LOVE ME DO DANNY KAYE No. 3609

WISDOM OF A FOOL THE FIVE KEYS No. 3597

JUST KISS ME I KNOW I CAN'T FORGET DEAN MARTIN No. 3604

CINCO ROBLES (Five Oaks) LES PAUL & HADJ FORD No. 3612

HEY! JEALOUS LOVER FRANK SINATRA

THE MONEY TREE MARGARET WHITING No. 3586

HOT STUFF! HIT ALBUMS

THE MINK AND I Original Soundtrack M-368

HIGH SOCIETY Original Soundtrack W-796

OKLAHOMA Original Soundtrack 946-018

THIS IS SINATRA 1-764

TENNESSEE ERNIE FORD — HYMNS T-790

LES BROWN'S IN TOWN T-745

GIANT Original Soundtrack W-713

CAROUSEL Original Soundtrack W-494

JUDY JUDY GARLAND 3204

SONGS FOR SWINGIN' LOVERS FRANK SINATRA W-625

LES BROWN'S IN TOWN T-744

NEW! HOT HIT!

THE JORDANAIREs

the rockin', rollin' voices behind ELVIS!

BABY, WON'T YOU PLEASE COME HOME

SUGAREE

Record No. 3610

I'D LOVE TO FALL ASLEEP

(and wake up in your arms)

STEALIN'

record no. 3606

breakin' fast!

LINE RENAUD

with LES BAXTER'S orchestra and chorus
### Best Sellers in Stores
For survey week ending December 19

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>SINGING THE BLUES (BMI)</td>
<td>G. Mitchell</td>
<td>1</td>
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<tr>
<td>THE LOVE (ASCAP)</td>
<td>B. Crosby</td>
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<tr>
<td>ROSE AND A BABY RUTH (BMI)</td>
<td>G. Hamilton</td>
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</tr>
<tr>
<td>MOONLIGHT</td>
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<tr>
<td>BLUEBERRY HILL (BMI)</td>
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</tr>
<tr>
<td>TENDER (BMI)</td>
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<tr>
<td>BANANA BOAT SONG (BMI)</td>
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### Most Played in Juke Boxes
For survey week ending December 19

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<th>Rank</th>
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<tr>
<td>SINGING THE BLUES (BMI)</td>
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<tr>
<td>GREEN DOO (BMI)</td>
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<td>LOVE ME TENDER (BMI)</td>
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<td>MOONLIGHT</td>
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<tr>
<td>TRUE LOVE (ASCAP)</td>
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<tr>
<td>ROSE AND A BABY RUTH (BMI)</td>
<td>G. Hamilton</td>
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<tr>
<td>MAMA FROM THE TRAIN (ASCAP)</td>
<td>P. Boone</td>
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<td>DON'T BE CRUEL (BMI)</td>
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### Most Played by Jockeys
For survey week ending December 19

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### Selling Sheet Music
Tunes are ranked in order of their current national airplay importance in the sheet music market.

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<td>BEULAH (BMI)</td>
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Full list of records and artists available in the Billboard Music Chart as of December 25, 1956.
BILLBOARD PICKS A GREAT HIT
DECEMBER 22ND ISSUE

"YOUNG LOVE"
BY THE
CREW CUTS
MERCURY 71022

REPEAT AFTER ME
PATTI PAGE
71015
I'VE GOT A NEW HEARTACHE
COUPLED WITH
THE BANANA BOAT SONG
SARAH VAUGHAN
71020
EV'RY MINUTE OF THE DAY
COUPLED WITH
A THOUSAND MILES AWAY
THE DIAMONDS
71021
GUAGLIONE
PRONOUNCED
WAHL-YONE
RALPH MARTERIE
71007
IF IT'S A SUNNY SUNDAY
COUPLED WITH
LOVER
EDDIE HEYWOOD
71014
THE AUCTIONEER
COUPLED WITH
BABY DOLL
CHUCK MILLER
71001

AND A HAPPY NEW YEAR TO YOU ALL
Teresa Brewer
MUTUAL ADMIRATION SOCIETY
and
Crazy With Love
61737 • 9-61737

The McGuire Sisters
GOODNIGHT, MY LOVE, PLEASANT DREAMS
and
Mommy
61748 • 9-61748

Billy Williams
FOLLOW ME
and
Stormy
61751 • 9-61751

Steve Lawrence
THE BANANA BOAT SONG
and
Long Before I Knew You
61761 • 9-61761

www.americanradiohistory.com
### The Top 100 POP RECORDS

**December 29, 1956**

A list of the Top 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer, Dick Jockey and Juke Box Operator replies to The Billboard's weekly popular record Best Seller and Most Played surveys. Its purpose is to provide Dick Jockeys with additional programming material and to give trade exposure to NEVER records just beginning to show action in the field.

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<td>10.</td>
<td><em>No. 10</em></td>
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</table>

**Jubilee's Lucky 7**

- **Don Rondo**
  - "TWO DIFFERENT WORLDS"
  - Jubilee 5256

- **The Gallahads**
  - "TAKE MY LOVE"
  - "I GIVE YOU MY WORD"
  - Jubilee 5259

- **Della Reese**
  - "IN THE MEANTIME"
  - "THE MORE I SEE YOU"
  - Jubilee 5263

- **Rosalie Michaels**
  - "BONJOUR TRISTESSE"
  - Jubilee 5261

- **Betty Ann Grove**
  - "YOU'LL GONNA MARRY"
  - Jubilee 5260

- **Bobby Sherwood**
  - "SIX FINGER TUNE"
  - Jubilee 5261

- **Kermit Schafer**
  - "ROCK AROUND THE BLOCKER"
  - Jubilee 5258 (parts 1-2)

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**CAUTION TO DEALERS AND JUKE BOX OPERATORS**

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

a Cool Yule

and a Frantic First

and a billion thanks to everyone

Elvis and the Col.
**Recent Pop Releases**

**Coming Up Strong**

The Billboard's weekly survey of top volume dollar sales indicates these recent arrivals are getting sales through and are the best chance of hitting Billboard's best seller chart.

1. Ain't Got No Home — Clarence Henry (BMI) Argo 5259
2. Slow Walk — Bill Doggett (BMI) King 5000
3. One in a Million On My Word of Honor — The Platters (BMI), Mercury 71011
5. Jim Dandy — Lavern Baker (BMI) Atlantic 1116
7. Wisdom of a Fool — Five Keys (ASCAP) Cadence 3303
8. Blue Monday — Fats Domino (BMI), ASCAP Imperial 5417
9. Baby Doll — Andy Williams (ASCAP) Cadence 1203
10. Don't Knock the Rock — Bill Haley (ASCAP) Decca 30148

**This Week's Best Buys**

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

PARTY BLUES (JATAP, BMI)—Elka Fitzgerald and Joe Williams—Clef 50172—The combination of Elka, Joe and Count Basie has apparently proved to be commercial dynamite. Both pop and R&B sources all over the country have commented this past week on the surprisingly good sales on this disk (which many people did not feel was very "commercial"). Today's is a discriminating market, however, and this is selling well enough to make it a serious chart candidate. There is also interest in the flip, "April in Paris" (Hanna, ASCAP). A previous Billboard "Spotlight" pick.

**Review Spotlight on...**

**Pop Records**

**GUY MITCHELL**... Columbia 48029 ... **TAKE ME BACK** (Oxford, ASCAP)

**KNEE DEEP IN THE BLUES**... (Austen-Reese)

Mitchell has a fast follow-up to his smash "Singin' the Blues" that, now that he has re-read himself in the rockabilly groove, both sides follow the formula, with "Knee Deep" a close relative to his hit. Appropriate down-home stylish all-market potential. Either or both of these figures to score.

**JOHNNIE RAY**... Columbia 48033... **YOU DON'T OWE ME A THING** (Austen-Reese)

**LOOK HOMeward, ANGEL**... (Gatta, BMI)

Here's Ray's first since "Just Walkin' in the Rain," and the wailer is still holding a hot hand. Both tunes have been around topside, was a Marty Robbins country hit, and the flip tune was given some action in several territories via the Enterprises' version on London. Ray's fresh, intense approach should give them new life.

**PAUl PAGE**... Mercury 71015... **LEARNIN' MY LATIN** (Leeds, ASCAP)

REPEAT AFTER ME... (Leeds, ASCAP)

Mercury, reporting unusually heavy play on their two items from La Paga's "Manhattan Tower" LP, is making them available on the singles market. It figures, from the spinner reaction, that these will take off from the counters. For folks who may have missed 'em, both make smart programming.

**TAB HUNTER**... Dot 13533... **RED SAILS IN THE SUNSET** (Shepman-Bernatelli, BMI)

**YOUNG LOVe...** (Lowery, BMI)

Surprise disk entry should feature plenty of promotion, spins and sales. The movie role belies out a song in a fashion that should move the teen-agers as much as does it's appearance. On the topside standard, the mode is rock and roll, and unusual in the treatment it, really comes off. Flip is the off-beat tune that's skycracking into the money already via Sonny James' version. It could be two sides for this great debut disk.

**HARRY BELAFONTE**... RCA Victor 6771... **BANANA BOAT SONG** (Shart, ASCAP)

Side is from the smash "Calypso" album, wherein it has been titled "Day-O." The tune is not exactly the same as that done by the Tarriers, but it's similar enough to grab a big share of the singles foot. Aside from that, it happens to be one of Belafonte's most entertaining arrangements and variables. Flip is a variation on the subject, "Star-O" (Shart, ASCAP), also from the album.

**Pop Disk Jockey Programming**

**CHUCK REED**... Decca 30170... **WHISPERING HEART** (E. H. Morris, ASCAP)

**ANOTHER LOVE HAS ENDED...** (Hidalway, BMI)

The one-time Spade Cooley wailer, formerly on Mercury, goes pop for his Decca debut and the disc should acquire some Decca support and the interest. Reid has his style, showmanship and plenty of warmth. "Love" is a r.&b. flavored, while on the flip, the style is reminiscent of Johnny Ray at his best. On the much-recorded "Heart," he has a good chance to grab the play.

**Reviews and Ratings**

**GISELE MacKENZIE**

He Knows — VIK 6508—Arrangement of the religious tune and stylilsh dulling by the chick overcomes the handicap of a slightly "far out" lyric line. On the strength of top vocalizing and crescendo-like finish, this should open strong. (Spine, ASCAP)

Or Don't You Know...? — 75

A pleasant, moderate-paced love song forms another nice showcase for Miss MacKenzie's vocal talents. Flip, however, is the action side. (Melody Lane, ASCAP)

**EDDIE HENWOOD**

If It's Sunny Sunday — MERCURY 71014—Mixed chorus handles the vocal, and Haywood has prominent spots in soft, lifting rendition of a lovely tune, much in the vein of "Soft Summer Breeze" and "Canadian Sunset." Could happen. (Meridian, BMI)

Lover...? — 74

Plaint, with rhythm backing, styles this in a celtic jazz manner. Strong, as done here, makes for good deejay programming. (Famous, ASCAP)

**BILLY WAISD AND THE DOMINOS**

Evermore — DECCA 30194 — Schirnack threestreet beat side, with the lead singer's effective clefting backed by lush instrumentation. Good clean sound. (Word, BMI)

Half a Love...? — 77

A trendy, easily remembered melody, clutched in sharply accented measure. This smart stylish can take off if given sufficient play. (Word, BMI)

**TONI ARDEN**

Without Love — MORAL 30171... (Clyde McPhatter number, and Miss Arden belts out a most impressive performance in a classy bop backing. (Goodday-Progressive, ASCAP)

LittLy Little By Little...? — 77

In her first Decca release, Miss Arden offers potent competition for the versions of this Nappy Brown swinger new coming out. A bright, and most appealing side. Could do well. (Savoy, BMI)

**RICHARD HAYES**

Let Your Love Run Away With Your Heart...? — ABC-PARAMOUNT 6771... (Shat, BMI)

Where You Are...? — 178

Rich vocal interpretation of a moody ballad with lush backing by Sid Feller's orchestra. Both sides are fine for deeps. (iris, BMI)

**MICKI MARLO**

Little By Little...? — 177

ABC-PARAMOUNT 6771... (Shat, BMI)

Auber's "Une Fille Je Vous Aime," a Capitol alum, opens a new chapter in her career with the best composition she has made. There's a lack of competition on this Nappy Brown-originated tune, but her's has as good promise as any. (Savoy, BMI)

(Continued on page 35)
THE GREATEST

Studio Orchestra for 1956 (Cash Box Poll)

HUGO WINTERHALTER
AND HIS ORCHESTRA

NEW-FANGLED TANGO
(from the hit B'way Musical, "Happy Hunting"); c/w
BUNDLE OF JOY
(from the RKO movie, "Bundle of Joy")
20/47-6775

THE GREATEST
Singer of Calypso

HARRY BELAFONTE
BANANA BOAT (DAY-O)
c/w
STAR-O
20/47-6771

THE GREATEST
New Record Talent

RIC CARTEY
OOOH-EEE c/w YOUNG LOVE
20/47-6751

America’s favorite speed... ⌘ 45 RPM
RCA VICTOR

These brilliant New Orthophonic High Fidelity recordings sound best on an RCA Victor New Orthophonic High Fidelity "Victrola".
1956 TOP TUNES

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

<table>
<thead>
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<th>Publisher</th>
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<td>Warner</td>
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<tr>
<td>2</td>
<td>1659</td>
<td>Forest White</td>
<td>Decca</td>
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<tr>
<td>3</td>
<td>SINGER</td>
<td>John Lennon</td>
<td>Capitol</td>
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<td>4</td>
<td>RECORD</td>
<td>Vernon Duke</td>
<td>Mercury</td>
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<td>Freddie Hartman</td>
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<td>ROCK AND ROLL Waltz</td>
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<td>American</td>
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JAY KIRK
Sends HOLIDAY GREETINGS and THANKS to BILL HALEY and His Comets

FOR SPECIAL DISK JOCKEY PROGRAMMING GUIDE IN THE JANUARY 26 ISSUE FOR THE RECAPITULATION OF ALL 1958 BILLBOARD CHARTS.
GIGANTIC SALES!! IT ROCKS, ROLLS, JUMPS!!

WISDOM OF A FOOL

THE FIVE KEYS

With Orchestra Conducted by Van Alexander

Record No. 3597

Capitol Records
**Tunes With Greatest Radio-TV Audience**

This week's list and the one for last week, appearing on page 12, are based on the figures compiled by John C. Pearson for his copyrighted Audience-Coverage Index.

**Radio**

1. "What’s the Blue in the Rain" - Frank Sinatra
2. "The Christmas Song" - Mel Torme
3. "The Christmas Waltz" - Bing Crosby
4. "Sleigh Ride" - Andy Williams
5. "Rudolph the Red-Nosed Reindeer" - Gene Autry

**Television**

2. "The Christmas Carol" - CBS
3. "The Night Before Christmas" - ABC
4. "The Christmas Special" - NBC
5. "A Christmas Story" - CBS

**Best Selling Sheet Music in Britain**

**For Week Ending December 25**

1. "I've Got a Crush on You" - Jimmy LEDERER
2. "I've Got a Crush on You" - Jimmy LEDERER
3. "I've Got a Crush on You" - Jimmy LEDERER
4. "I've Got a Crush on You" - Jimmy LEDERER
5. "I've Got a Crush on You" - Jimmy LEDERER

**Best Selling Pop Records in Britain**

**For Week Ending December 25**

1. "I Don't Care If The Sun Don't Shine" - Kitty Priddy (HMV)
2. "I Don't Care If The Sun Don't Shine" - Kitty Priddy (HMV)
3. "I Don't Care If The Sun Don't Shine" - Kitty Priddy (HMV)
4. "I Don't Care If The Sun Don't Shine" - Kitty Priddy (HMV)
5. "I Don't Care If The Sun Don't Shine" - Kitty Priddy (HMV)

**Optimism Breeds**

**Continued from page 12**

Outright return privilege. Should the firm make a bad guess on any one record, they absorb the return privilege, thus making an additional profit, with the latter group not seriously affecting the returns. There are no sales of the Wood, president of Dot, has long made it a practice to rush large quantities of material to the market, most recently, the latest chart, "The Heavenly Rambler of Young Love." The independent dealers have long been operating in this fashion, guaranteeing their merchandise in one form or another to their distributors. Very often, too, this has been the undoing of a number of dealers, the market to long overlook the onslaught of tremendous numbers of returns.

**Schuman Exits**

**Continued from page 11**

Jim was presented in the form of a brief, brief report on hearings held last May, over the content between BMI President James Petrie and the West Coast Local 47. The report sympathizes with the embattled local in its fight to voice its opinion, bargaining or otherwise, effectively. On that topic, the book closes the book on the latest round of a study of the mechanics of the West Coast Local 47's Welfare Fund, and the court's decision that it holds the hearings early in the year to amend the Labor Management Relations Act, inasmuch as the court declared that a situation that now exists is in the act.

The subcommittee acknowledges that its "written assignments" refer to Viet Nam and to would-be-lending situation, since union negotiators would have to know in advance what would be the labor activities. On the West Coast, increased earnings to go to wages and salaries. Labor activities were not defined. At Hill predicted the full House Labor Committee was not likely to take the position of the West Coast, and that they could not, of course, and cry of protest from union and consumers companies that would vitally affect welfare funds would kill such a bill, was the general opinion.

The special group on the AFM trust fund, consisting of Chairman Senator Frank Carlson (D. Calif.), Senator James Roosevelt (D. Calif.), and Joe Holt (R. Calif.), unanimously agreed that government should not interfere with the relationship between workers and their employers that would otherwise go to them in the form of higher wages.

Thompson's Bill

A bill introduced last session by Rep. Frank Thomas (Dem.-N. J.), champion of performing musicians on the Hill, would have required the AFM to "grant" union welfare funds and their disbursement, and have the AFM files and the Board, or the Board or the President of the AFM, may release the information.

The Thompson bill, similar in many respects to a bill submitted by Sen. Paul Douglas (R. Ill.) after lengthy Senate hearings on union welfare funds, would be administered by AFL-CIO President Meany, but nothing from banking insurance firms. Congressmen who have filed such legislation are likely that the accounting job would require "another Penthouse"

Labor-law points out that while last week's (Dec. 16) figures of the AFM Local 47 officers strengthened the anti-Penthouse faction, and a count was new under way to keep increased earnings of West Coast musicians out of the AFM Local 47 officers, further legal actions could not affect the decision of the President of the AFM, too, that after lengthy Senate hearings on union welfare funds, the AFM officers would be given the information.

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Monitor Musical Survey

According to a report made by the NBC network radio network, "Monitor," here are the results of the records that received most local air play over NBC during the past week in the following areas.

Marinette, Wis.

"Tou-Ayeer Sings the Blues," John Jackson, KFRA, Farmington.

Wilmington, Del.


Manitowoc, Wis.

"Moonlight Gambler," Frankie Yankovic, OKJ.

Baton Rouge, La.

"Friendly Persuasion," Four Aces, Decca.

Yazoo, Wash.

"Hey! Jesus Lover," Frank Si-

tles, Capitol.

Cincinnati, Ohio.

"Two Different Worlds," Don Rosoul, Jubilee.

Butte, Mont.

"Green Door," Jim Lowe, Dot.

El Paso, Tex.

"Nightlife," Nat (King) Cole, Capitol.

Fresno, Calif.

"Silent Night," Perry Como, RCA Victor.

Louisville.

"Mary's Boy Child," Harry Bel- lafonte, RCA Victor.


$1.98 Specials

---Continued from page 11---

Jack Teagarden, Ralph Burns, Bill Johnson, Maxine Sullivan, Di- go, and Bear McNally. All of them are included in the first category dubbed "Specials" by RCA Victor.

The above mentioned artists are a jazz band is from the transition, the Boston eclectic, and a hit special from the Philadelphia jazz band. The last category includes: the music, "If I'm Lynne, my la-

The other end had, Red Robin- son, Climax Blues Band and blues, reports that a local mother recently called the station and said Pearl's "Love Me Tender," platter has re- cycled in rocking her infant to sleep when everything else had failed.

Yesteryear's Top... as Reported In The Billboard The artist's top hits on records DECEMBER 29, 1956

1. The Old Lamplighter
2. Remember Me
3. White Christmas
4. (I Love You) For Sentimental Reasons
5. Runaway Baby
6. The Whole World Is Singing My Song
7. The Things We Did Last Summer
8. Zip A Dee Do Dah
9. Dream Lover
10. Hugger and Chal- lin'

DECEMBER 29, 1951

1. Mistletoe and Holly
2. Slow Poke
3. Record"Vonder
4. Cry
5. Gold, Cold Heart
6. Mistletoe
7. Because of You
8. One Tam's Casey
9. Little White Cloud That Cried
10. Charmaine

Vox JoX

By June BundY

BIMMIX Program director-des- jay Dave Croninger, WQAM, Mi-

nnesota, announced the ex-

The Billboard Music Popularity Charts... POP RECORDS

---Continued from page 9---

At all Start with Your Eyes... 76
This one might rank and
nked, and with Miss Tina be it with wary and forlorn. Could stop us (Lampa, ASCAP).

The Father's Room.... 71
That is a smooth platter with a bright and shiny fan for this fad with a heart that turns to dust. A wistfulness joke platter which shows some dark satirical work on 000 (irony, BUM)

Mel's Window, I've Had A Million Tears... 72
This has the same kind of style but it's in a different setting. More of a special, ASCAP.

All Through The Night... 71
Similar to the flip, but more sedate in tempo, while the musical is not as good as "O'Clock." Bring us a BUM.

Benny's Day June 25, 72
DID 57253--Bill Wills, thanks to a special feature, gives this platter a great demand for a long while. (Theme: Forum, BUM)

BENSION" Born In June, 72
ROYAL PLAYS-"I'm a thousand miles away"
"Oh, Baby Don't..." RAYA 216

A National Hit on All Charts

The Heartbeats "A Thousand Miles Away"

In 000 (irony, BUM)

The MUSICAL DIGEST, 000, the RCA-300-238

A VARIOUS A RAYA 238

SEMI-FLEX 10" or 45 RECORDS PRESESSED - 15.3c - Including labels carton sleeves, etc., and our major source of BEST PRESSING DEAL ANYWHERE

ROYAL PLASTICS CORP. 1154 Briarcrest, Cincinnati 7, Ohio

Happy Holidays

and Best Wishes for a Prosperous New Year

Distributed By KING

KING-FEDERAL DE-LUXE
**C&W Territorial Best Sellers**

For survey week ending December 19

The chart includes top 25 current country music hits that received most airplay in each of the market areas.

### Birmingham
- Lila Reeves, "My Snapshot"
- June Carter, "I Can't Believe You're Not Here"
- The Band, "The Night They Drove Old Dixie Down"
- Duane Eddy, "The Highwayman"
- The Osmonds, "Daddy"

### Charlotte
- Chuck Hedges, "Don't Let Him Pull Your Arm"
- The Oak Ridge Boys, "I'll Be Home For Christmas"
- The Statler Brothers, "The Night They Drove Old Dixie Down"
- Charlie Daniels, "The Devil Went Down to Georgia"
- Hank Williams, Jr., "Kiss My Country Ass"

### Dallas-Fort Worth
- Shelly Laverne, "I Can't Believe You're Not Here"
- Glen Campbell, "Rhinestone Cowboy"
- George Strait, "The Night They Drove Old Dixie Down"
- The Oak Ridge Boys, "I'll Be Home For Christmas"
- Randy Travis, "The Night They Drove Old Dixie Down"

### Houston
- Shelly Laverne, "I Can't Believe You're Not Here"
- Glen Campbell, "Rhinestone Cowboy"
- George Strait, "The Night They Drove Old Dixie Down"
- The Oak Ridge Boys, "I'll Be Home For Christmas"
- Chubby Checker, "The Night They Drove Old Dixie Down"

### Memphis
- Jackie Wilson, "The Night They Drove Old Dixie Down"
- The Oak Ridge Boys, "I'll Be Home For Christmas"
- Charley Pride, "The Night They Drove Old Dixie Down"
- The Statler Brothers, "The Night They Drove Old Dixie Down"
- Johnnie Rodgers, "The Night They Drove Old Dixie Down"

### Nashville
- Shelly Laverne, "I Can't Believe You're Not Here"
- Glen Campbell, "Rhinestone Cowboy"
- George Strait, "The Night They Drove Old Dixie Down"
- The Oak Ridge Boys, "I'll Be Home For Christmas"
- The Statler Brothers, "The Night They Drove Old Dixie Down"

### St. Louis
- I Walk the Line, "I Can't Believe You're Not Here"
- Jerry Lee Lewis, "The Night They Drove Old Dixie Down"
- Johnny Cash, "The Night They Drove Old Dixie Down"
- The Statler Brothers, "The Night They Drove Old Dixie Down"
- Glen Campbell, "Rhinestone Cowboy"

### Bucks County
- Gene Papp, "The Night They Drove Old Dixie Down"
- The Oak Ridge Boys, "I'll Be Home For Christmas"
- George Strait, "The Night They Drove Old Dixie Down"
- The Statler Brothers, "The Night They Drove Old Dixie Down"
- Hank Williams, Jr., "Kiss My Country Ass"

### Folk TALENT & TUNES

**FOLK**

**McDonald**

DON'T PUSH ME TOO FAR YOU BETTER NOT GO

Charity single for Vietnam War

By BILL SACHS

**Around the Horn**

An NBC-TV special following Zipplane W. Ranchhands have just inaugurated a new daily television show. The show, titled "The Zipplane W. Ranchhounds," features Zipplane W. Ranchhands in Tampa, FL, and is a spin-off of the popular "Wheel of Fortune" game show.

**EXECUTIVE SUMMARY**

The Zipplane W. Ranchhounds are a group of farmers and ranchers in Tampa, FL, who use their expertise to entertain children and families. The show features various ranch activities, such as milking cows, feeding chickens, and branding calves. The Zipplane W. Ranchhounds are known for their humorous and engaging personalities, which make the show popular among viewers of all ages.

**TARGET AUDIENCE**

The show is aimed at children, families, and ranchers in rural areas. The audience is expected to be those who are interested in learning about ranch life and who enjoy watching shows that are both educational and entertaining.

**MARKET RESEARCH**

A survey conducted among 500 families in rural areas revealed that 80% of respondents watch the show regularly. The majority of viewers are between the ages of 10 and 40, with a significant number of older adults also tuning in.

**COMPETITOR ANALYSIS**

The Zipplane W. Ranchhounds face competition from other rural lifestyle shows on NBC, such as "The Little House on the Prairie" and "The Waltons." However, the show's unique combination of ranch activities and humor sets it apart from its competitors.

**MARKETING STRATEGY**

The show will primarily be promoted through local newspapers, radio spots, and social media platforms. The Zipplane W. Ranchhounds will also perform live at local events to attract new viewers and retain current ones.

**FINANCIAL PROJECTIONS**

The show is expected to generate $1 million in revenue during its first year, with projected profits of $500,000. The majority of revenue is expected to come from sponsorships, advertising, and merchandise sales.

**CONCLUSION**

The Zipplane W. Ranchhounds' new show promises to be a hit among the rural viewer demographic. With its unique blend of rural life and humor, the show is poised to become a staple on NBC's schedule.
**C&W Best Sellers in Stores**

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

**Most Played C&W by Jockeys**
**RHYTHM-BlUES NOTES**

**Cary KRAMER**

This, the last issue of the year, calls for a look backward over the artists and records that made this an exciting record year. The charts always straddle the most spectacular issues, and the best-selling lists of 1956 are worth summarizing. Million-selling records constituted this year's R&B chart, records that were listed on at least seven different labels, showing again the diversification of the rhythm and blues field.

This year, as of last year, Atlantic Records produced the largest number of hits. With over 120 records released, including the firm's grand total was 25 chart-dominating singles that were listed on at least seven different labels, showing again the diversification of the rhythm and blues field.

The Janos, Sonny & Cher, and Caesar Quartet were among a host of hits that dominated the charts. The Cowsills, the Monkees, and the Osmonds also had hits, as did the Bee Gees and the Bee Gees.

Mercury Records and the King, Federal, Decca, and United were tied for second place, and there was a tie for third place. The B-52s, ZZ Top, and the Talking Heads were among the artists who had hits. Mercury was the top label, with nine singles listed on the charts, followed by a tie between Decca, United, and Atlantic. The B-52s and ZZ Top were among the artists who had hits.


during December 1956

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

**BY JIMMY REED**

For survey week ending December 19

<table>
<thead>
<tr>
<th>Track Title</th>
<th>Artist</th>
<th>Week of Entry</th>
<th>Chart Position</th>
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<tr>
<td><em>Heartbreak Hotel</em></td>
<td>Elvis Presley</td>
<td>1956-12-17</td>
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**Most Played R&B by Jockeys**

For survey week ending December 19

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Thomas Inks Colo. Fair, 12 Others

LENNOX - S. D. - Art B. Thomas and W. B. Thomas will provide the midway and eight rides for the show, including the Colorado State Fair, Pueblo, and Thomas and Thomas, owners-manager, announced last week. In addition, four other shows may be on the Thomas route in 1957.

New to the route, in addition to the Pueblo area, are the Interstate Fair, La Crosse, W. Va.; Appomatox Fair, A. H.; St. Marys Empire Fair, Sioux Falls, S. D.; Douglas County Fair, A. H., and the Kittitas County Fair, Hallock, Minn.; Pennington County Fair, Thief River Falls, Minn., and the Norman County Fair, Ada, Minn.

The show will return to fair at Homedale, S. D., Spencerie, 14, Broadwell, and Pegovus Falls, all in Minnesota.

Two complete units, one operating at the show, will be on the other by Art B. Thomas, will hit the road next spring. Rides and attractions will be measured for major dates.

Three new rides have been added to the show, with a new coaster. One gains and one new ride from the other by Art B. Thomas, will hit the road next spring. Rides and attractions will be measured for major dates.

Cecchini Gets Games Pact At Del Mar

DEL MAR, CAL. - Louis Cecchi will handle sale of a limited amount of game company stock in the firm of Cecchi and Levang, said the sales will be made on a merit system under which operators doing business with Cecchi will be added consideration. He said that in addition, other rides, including the Del Mar and Balboa midway, will give the fair a balanced midway.

The 1956 fair was played by the United States. It is held in late June and early July.

O. C. Buck Honored By Miami's Showmen

MIAMI - More than 350 members turned out Tuesday (11) in one of the largest gatherings in the city's biggest affairs held in honor of a retiring president. Held at the Cotton Club, the Miami Opera House on the Boulevard, it featured Sammy Walsh as master of ceremonies, and many tributes were offered for President O. C. Buck, who will be succeeded by J. J. Thomas, the Miami Mac's chairman, Entertainers included Hollywood actress Celeste Holm.

In addition to Mac's, other exhibitors and guests who congratulated Mr. Buck were: D. A. and J. V. vice-presidents; Mr. and Mrs. J. A. Smith, national sales manager; Mr. and Mrs. H. E. and M. E. W. of the Miami Mac's general committee. Alling members of the Miami Mac's general committee. Alling members of the Miami Mac's general committee. Alling members of the Miami Mac's general committee. Alling members of the Miami Mac's general committee. Alling members of the Miami Mac's general committee. Alling members of the Miami Mac's general committee. Alling members of the Miami Mac's general committee.
Bingo-Raffles to Net $23,000,000 in Jersey

NEW YORK — A net profit of more than $23,000,000 will accrue this year in New Jersey to sponsors of legalized games of chance and bingo. Operating for the second year under the legalization, charitable organizations will earn more from this source than they did in 1954, when the figure was $17,000,000.

The report for 1955 was announced by the State Legalized Games of Chance Commission, which conducts the games. The commission consists of Arthur A. Weller, its executive director, and Mrs. R. D. Springhill, secretary-treasurer.

There were 4,375 organizations licensed to play this year by the commission. For the first 10 months of the year, these were 4,500 bingo games, spending an average of $2.89 at a 20-cent admission rate, and in all, a $3.19 average for $3 admission. Some patrons, it was explained, handle as many as six or more cards per game.

Thrust of the month there were net proceeds of $15,667,001 from bingo and $4,172,044 from raffles.

Weller said partial explanation of the big increase in bingo-raffles income was the statewide crackdown on mechanical games of chance throughout the State, starting last July Fourth week.

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

He also said that the ruling holding primes to a maximum of $1,000 for an entire night and $300 for one game, was helping the smaller sponsoring organizations to compete for the customer's dollar. Churches and related societies took in 35 percent of the total profits this year, with the next in line being firemen and civic outfits.

Ministers which approved the games under local option voting two years ago, levy assessments on the sponsoring organizations. The top 70 licensed organizations, for the first 10 months of 1955, averaged $12,000 apiece from bingo and raffles.

**W. Va. State Inks Denton, GAC-Hamid**

LEWISBURG, W. Va.—Enter- tainment contracts were recently awarded by West Virginia State Fair, C. T. Sydenstrick, secretary-manager, and said that the attractions of the State Fair will include the Fireworks Corporation of America and.

''Homes was awarded the novelties.

**Yorkton, Sask., Chalks Up Profit**

YOKTON, Sask.—The Yok ton Agricultural and Industrial Exhibitions Association, Ltd., again improved its financial position in 1955, Norman Rensch, president-manager, said, who resigned from the board of directors.

Also no money figure was given, Rensch said the operations will most likely result in a surplus after charging normal depreciation. He added that there were 15,000 admissions at the gates and 15,329 cars, and during the three-day fair, with $2,556 paid out in prize money.

Prince Albert Ex Shows Gate Hike

PRINCE ALBERT, Sask.—The Prince Albert Agricultural Society enjoyed a financially successful year, with paid admissions at the gate, but from $2,556 paid out in prize money. The figure was reported at the annual meeting recently. Archie Anderson was re-elected president, and R. L. Stephenson was named first vice-president, succeeding H. A. Rains. A. Rains was re-elected.

Second vice-president is Ernie Steele. George K. Ross continues as secretary-manager.

**Cutler Takes Over Sacramento Job**

SACRAMENTO, Calif.—Har- rison Cutler has assumed the duties of secretary-manager of the Sacramen to County Fair here, replacing Robert Baker, who resigned to take a similar post in the Ukiah, Calif., fair. Preceding Cutler was with the Pacific Coast Angus Association and also conducted horse shows at the Salem, Ore., and Delta, Calif., fairs.

**TUBS-O-FUN RIDE**

**VARY POPULAR 44 PASSENGER, KIDDIE AMUSEMENT RIDE**

HAMPTON AMUSEMENT CO.

Portage Des Sioux, Mo.

Phone: Skyline 2-3381
GAC-H Sets Fredericton Act Program

FREDERICTON, N. B.—Grand stand attractions for the 1973 Fredericton Fall have been set with the CAC-Hamiland Agency, Ray Crockett, secretary-manager, and announced.

The bill is again straight acts, including Lisa and Walsh, comedy-dance; Paul Sylowy's dogs, Fatini, high act; the Queens and a King mancmas; Ferris, Ferrelo Duo, roll-o-tum, and the Amorimutes, hands, cups and balls.

The show was set thru Baba Raut, agent. Included are Indian games, net yet trained, plus a professional leader and drummer to supplement the local band.

Carnival Routes
Send to
2160 Patterson St.
Cincinnati, 23, O.

Orderhead Office: Golden Blender, 1a.

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Any Type — Carnival — Concession — Circus — Any Size

Chicago Zoo Plans
Traveling Display
CHICAGO—Chicago's Lincoln Park Zoo is buying a 35-state trailer of special design to carry a display of small animals on a tour of city parks and airports. The Zoo will operate all summer and will be accompanied by Martin Perkins, zoo director, or one of his assistants. It will have rabbits, small birds, baby monkeys and other children's attractions.

INSURANCE

IDA E. COHEN
117 W. JACKSON BLDG.
CHICAGO, ILLINOIS

14" x 15" COLORFUL FLUORESCENT
BUMPER SIGNS
WHERE SHE DANCED
THERE WAS GREEN

The FINAL CURTAIN

CORONER—Edwin Pierce, 49, president of Coronation Amusements, Inc., manufacturer for rent and sale of portable chair grandstands for 30 years, December 19 in a Park Ridge, N. J., hospital. (Details in General Outdoor section.)

CONROY—John F., 81, who performed as Sidney Baxter, the "Wyo-Boy," November 20 in a Piscataway, N. J., hospital. He was survived by his widow, Beatrice Connors, Box 212, Eldorado, Calif., who to use his last words, and who would like to hear from friends who had not seen him since 1913.

HENKLE—Orvis, 85, chairman of the house of the International Livestock Exposition, Chicago, December 17 in a Chicago hospital. He was also a retired executive vice-president of the Ulala Stock Exchange.

LAMONT—Arthur (Bess), 51, whose family name was Missouri, was born at Goldfield, Nevada, Monday (17) after a heart attack. He had been a clown with Ringling Brothers, Solea-Faso and Hagenbeck-Wallace circuses as well as for numerous indoor and winter shows. In recent years he had taught daughter at Goldfield, Last fall, wrote a column for a suburban New Orleans paper, contracted dates for the Tommy Scott show and appeared at a few local dates. In years past he attended Columbia University and served in the Marines during World War II. Surviving are his widow; two sisters, Mrs. Gilbert Clark, Westwood, Calif., and Mrs. Theodore V. Meiss, Meiller, N. J., and a brother, Israel Markel, Jacksonville, Fla.

MENGE—Captain Conrad Sr., 91, captain of the paddlewheel steamboat, survived for many years at Greenfield Village, Dearborn, Mich., December 15 in Detroit. The village was established by the late Henry Ford. Survived by his widow, Sally, and three sons, Jere of Grandview Cemetery, Detroit.

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

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

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

Woods—Victor Thomas, 55, 19-month-old son of Woody and Pat Wood of the Collins & Wilson Shows, suddenly in Detroit, Fla., December 25. Mr. Woods was foreman for Al Duro's Round-Up on the show last season. Mrs. Woods was a ticket seller on the show.

In Loving Memory of my mother, who left us Dec. 30, 1949.

EMMA CARR

Not long ago, a precious memory awakes me every time I hear the name of Emma Carr. She was my mother. For years past she was a joy and a comfort. To give me to you all joy and comfort. Suddenly, she is gone—forever. To comfort her, I was comforted. We are not alone. We are not alone. To comfort us, we are comforted. 

Your loving daughter, 
YVONNE, 
OCCIDENTAL, CALIF.

CHICAGO "Kandy King" FLOSS MACHINE

New Kotton "Kandy King" FLOSS MACHINE makes fine ends faster and gives you better-quality floss. No need to pay for a new sheet of any type. The Only Fine Machine with PRE-HEAT! CONCESSION SUPPLY CO. 1210 Sobol Blvd. 111-7090, 111-7090

Baltimore, Miriam H. Patrick

Who passed away
January 1, 1949

I miss you very much.

BESSIE A. PATRICK

December 29, 1956

The Tommey Scott show and appeared at a few local dates. In years past he attended Columbia University and served in the Marines during World War II. Surviving are his widow; two sisters, Mrs. Gilbert Clark, Westwood, Calif., and Mrs. Theodore V. Meiss, Meiller, N. J., and a brother, Israel Markel, Jacksonville, Fla.

FOLLOW THE LEADER!

If you want personal service—DROP IN ON THE L Engl BANDWAGON—Join the thousands of Showmen who invoice with an Agency that offers only the best.

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Sale Tag on Huge Jersey Wonderland

ASBURY PARK, N. J.—One of the East’s largest and newest kiddie attractions is the U. S. A. —is being disposed of by owners Mr. and Mrs. Miller, of Chicago, manufacturers, who constructed the park in 1955.

Announcement that the spot is for sale confirmed this week what has been in the public eye for a long time. The price runs well into the six figures, as does the report that the cash needed to get the deal rolling, it was learned.

Some 50 acres are included in the compound, which is at the Neptune traffic circle, and the total contains many acres which have not yet been developed. The park looks out on a main route into Asbury Park over heavy traffic. Some $300,000 paid admissions have been rolled up this year, at 45 cents for adults and 35 cents for kids.

Storyland’s properties were designed by Russell Patterson and are never built any other places to present a tour de force, the appearance, which is appealing to youngsters. Major structures in the park white castle which is somewhat elevated and more than a mile long. The strip is in front of it is guarded for parking and can handle bustling crowds.

One Full Season

Only a partial 1955 season was gotten in, due to construction delays, but 1956 was operated in, it is now alleged. A lot of the improvements are included in the park.

Recruit Fails For Salisbury Liquor Store

Salisbury, Md.—Conn. New Year’s Eve they’ll be burying the bottle at this big beach resort. This is the decision that the town voted itself dry for the next two years.

Judge Jesse W. Monty voided a recount which would have redone the election. He also overruled the objection of the judge Count Motter who feared the vote against store and 77 to 70 in favor. The election, November 8, to ban the sale by the drink, was overwhelming. The vote on package stores was 77 to 70, and a recount was held.

Judge Monty ruled that while there were no irregularities in the recount, it should have looked at the ballots, and that there was failure to mark and 47 paid the bills. The judge ruled further that 14 ballots thrown out as blank by the registrar of the county had not been rejected as negative ballots. Future policy of the several big night clubs among the 44 license holders at the beach was in doubt. Denial Mulkey, operator of Salisbury’s Winter Follies who has featured the biggest men in show business who will continue on a modified style.

Whether or not he would still be able to bring those in starting up $20,000 a week as he has done in the past was a matter for comment, it was said in the absence of the liquidators, Some of the biggest names in show business would be the better for the three-year dry spell.

PALISADES, N. J.—Supervisory John McKee has returned from a two-week trip to Europe, where he went on business concerning the German Vesper Oil.

McKee will be supervising the cutting of the trim in this country and in Europe. The company has just returned from a trip to Europe. First action upon his return was drawing plans to submit the new Oil, which is to be cut at Palisades.

Chicago—Funeral services for Richard Miller, 63, operator of Fairyland Amusement Park in suburban Evanston, were held here last night. He died while vacationing at Hollywood, Fla., on Sunday, December 3.

Miller was a native of Germany and entered amusement business in this country 43 years ago. Later he became owner of rides and was associated in the business, including the Neve Reels. 

Moving his rise, he opened his first Kiddie Park in Chicago in that business. Until recent years he had a carnival supply house in Chicago. 

Surviving are his widow, a brother, two sisters and two sons. Richard is 37, and Alfred, who manages Fairlady.

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CHICAGO—Optimistic report reprints of roller skating being included in the Olympic Games, the next ones of the latter being scheduled for Chicago, were made at the December 3 annual meeting of the United Rink Operators here at the LaSalle Hotel.

George Apule, president of the United States Roller Skating Association, following a trip to California, said that he felt roller skating is in a leading position for inclusion in the Olympics at an early date.

William Schmitz, Elizabeth, N. J., general manager of the Association and president of the Miss America Board, followed a parallel career and continues operation of Miller Amusements, a ride unit concern.

In 1936, Miller opened his kids park, which is in that business. Until recent years he had a carnival supply house in Chicago. 

Surviving are his widow, a brother, two sisters and two sons. Richard is 37, and Alfred, who manages Fairlady.

$60,000 Job
On A. C. Hall
Rink Repair

ATLANTIC CITY—It will cost about $60,000 to complete repair of A. C. Hall, Philip E. Thomas, manager of the auditorium said Tuesday. The repair work was done to the building.

Coming on the heels of a new $1.6 million, but not yet completed, the repairs were requested by a man, J. E. Thomas said the work will be completed between now and February when some 1,000 out of the 3,000 seats in the auditorium will be completed.

Whether or not the plans would still be able to bring in starting up to $20,000 a week as he has done in the past was a matter for comment, it was said in the absence of the liquidators, Some of the biggest names in show business would be the better for the three-year dry spell.

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MILLS ELEPHANTS TO INAUGURATION

Burma, Little Burma Going to Capital; McAfee Sells Animals to Mills Show

CLEVELAND—Mills Bros. Circuit will have two elephants in Washington for the Presidential inauguration activities. It was announced Monday (21) by Jack Mills. He said arrangements have been completed with Republican officials.

One of the elephants will be Big Burma, once designated as the CDO's official mascot. The other will be a small elephant purchased a few days ago by R. R. McAfee, Mason, Ga. It has been renamed Little Miss Burma.

Jack Mills, co-owner of the show, was in Macom and bought McAfee's animal show, which included the elephant, a barn and trailer, and all of the show's equipment, for about $8,000. McAfee's show is now being shipped to Washington by special rail car. Mills will arrive January 18 and the show will be headquartered at the Willard Hotel.

Steves Signs 8 Wyo. Towns For Packs Unit

CHEYENNE, Wyo.—Bob Steves, agent for the Western unit of the Tom Pack Circus, announced

UNDER THE MARQUEE

III. Le Mess, circus fan clown, visited Byron and Thelma Cooch on their All-American Circus recently. Mrs. Minnie漫画, Mrs. Al Cooch, was another visitor. Mrs. Minnie漫画, Mrs. Al Cooch, was another visitor. Mrs. Minnie漫画, Mrs. Al Cooch, was another visitor. Mrs. Minnie漫画, Mrs. Al Cooch, was another visitor. Mrs. Minnie漫画, Mrs. Al Cooch, was another visitor. Mrs. Minnie漫画, Mrs. Al Cooch, was another visitor. Mrs. Minnie漫画, Mrs. Al Cooch, was another visitor. Mrs. Minnie漫画, Mrs. Al Cooch, was another visitor.

CHARLES HICKEY

JOHN R. BANNON

25%-Phone Men-25%-

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Phone number: 291-2035

HENSOLDT'S INDOOR CIRCUS OFFICE

805 S. 36th St.

Phone number: 291-2035

PHONE NUMBER

Program: Tuesdays. Two acts—Last admission, every open Tuesday. J. W. Patinkin. (Circus, Inc.)

AL LADY

2911 E. 9th St.

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Are you a... TELEPHONE SALESMAN OR SALESWOMAN?

Joining Byron Gooch's All-American Circus. We need men with flair and pleasant personality to join the most diverse show on earth. We are accepting applications.

CAPTAIN LEE DUNN

BEANY-BOBY-BOO

2911 E. 9th St.

Phone number: 291-2035

HEAVY PERFORMANCE SET FOR EASTERN STAR SHOW

RUSKIN, Fla.—Order of Eastern Star here will produce a circus at the Budweiser Ballroom here January 5. The performance is being arranged through the efforts of Helen Haag Hayes who is active on the committee.

ARNOLD SHOW'S TALENT LISTED

LONDON—Composition of Tom Arnold's 10th anniversary Festival at Harrington Arena, advertised as containing acts now to England, consists of the following artists:

Philly Gruman working 13, horse acts, flying return, Nino Rubino, boy juggler, Ingrid and Schelchitz, liberty horses; Four American Indians, Red Feather, Baldy and Bull, hand to hand; Fred Lortz, cowboys; T. O. Pears, clown, and Karch Khan, working comedians.

Also, 10 Alpaca camels; Ove de Caprio, dwarf, Franky Totty's, jeep driver; Joaquin and Bill, Circus, 270, Oxley, 270, Bull, American Elephants, London, Fred Lortz, cowboys; T. O. Pears, clown, and Karch Khan, working comedians.

Paris area-Joined by Five Circuses

PARIS—This city is offering a wide variety of shows and acts, animal trainers, equestrians, jays and acrobats that can be shown on above a circus ring. At present there are five circuses playing.

Bigger is the annual "Circus Factory," presented by the Dehler Brothers, at the Falstaff Sports, which has 35 acts, among them horseback riders, wild animals, and a bit unusual, "Les Chanteurs a la Cercy du Bois," a Parisian revue of encores, Schibolohla Redin, Eulalia Carlisle, a 17-year-old girl from Argentina who is succeeding in presented several former Ringling acts, and including Ronald, a top act on a pole; Arthur Burton Jr. unassisted rider; Buck Jones, mule; Tony Vetera, clown; Harry the Horse, clown; Fred Lortz, cowboys; T. O. Pears, clown, and Karch Khan, working comedians.

Among the others is "Clique de Mesa," which can be seen in the town of Paris, in the Chanteurs and the Company, the Rink and the Bosco de Vicedomino.

At the Chalet de Oudenhau the Clique Napoleon Ranny, in its unique all-French cast, will be joined by the horse show of the American Tom and the horse show of the World's Fair, and the horse show of the International Fair, and the horse show of the National Fair, and the horse show of the American Tom.
Los Angeles Group Proposes Trade Expo

LOS ANGELES—Plans for a national fair trade show and trial and trade exposition have been proposed by the directors of the Sixth District Agricultural Association, Don M. Muchmore, executive secretary, announced here last week.

The proposed event is inspired by plans for construction of a new sports arena in Exposition Park, and was first presented at the recent convention of the Western Fair Association held in Coronado, Calif.

The exposition would be designed to dramatize California's industry and to increase commerce with Latin-American and Oriental markets, Muchmore said.

The proposal points out that the proposed sports arena will be on land made available by the Sixth District under lease to the Coliseum Association, which will own the facility, will be situated in the heart of Los Angeles and will contain some 145,000 square feet of display space.

Another resource that may be available will be the 125-acre site of the old Pomona fair park, which is expected to be vacated by the National Guard. The building, 66,000 square feet, will be turned over to the Sixth District, which would provide an additional 65,000 square feet of space.

The board said that while there are no specific plans for an agricultural fair in California each year, none are desirable on April 7, which is local support, according to the proposal, would be allocated by the association.

The sports arena is expected to be completed in late 1957 or early 1958. The first trade show would be scheduled for January 1958.

Chambliess and Harris Named by Greenville

GREENVILLE, N.C.—A unanimous vote last week chose Nor- man T. Chambliess of Rock Mount as manager for the sixth consecutive year of the Pitt County Agricultural Fair. He succeeds L. P. Smith, who resigned as manager last year.

Ed Harris, of Greenville, was elected as manager of the fair competition. The executive committee comprises J. Howard Myers, Lester Seavey, Charles E. Edwards, and C. E. Hart.

Mr. Seavey, who retired as pres- ident, reported that the 1956 fair netted nearly $8,500 and that the fair, operated by and operated by the American Legion posts of Greenville, Rocky Mount and Beulaville, has shown a net profit of over $25,000 over the past eight years. More than $4,500 was paid out for exhibits in 1956. The midway featured a popular concert performed by the O. C. Bee Show, and a record of contract for fireworks and attractions was left in Chambliess' hands.

TV POLITICAL COVERAGE AIDS OTTAWA EVENT

OTTAWA—A national convention of conservative groups (opposition) Party in the Coliseum on the grounds of Canada's Parliament Sunday, is expected to receive the fair's dominion-wide television attention for a full week. Formerly a modest and quiet gathering of party poli- ticians and their supporters, this year's gathering climaxed in the building of half-buried walls of their cousins across the border, and the whole was captured Thursday by the broadcast of the fair local.

LATIN THEME

GAC-Hamid Sees Major Review Dates

NEW YORK—Contracts for the GAC-Hamid No. 1 revue, which will carry a Latin theme and be titled "Diamonds of Mexico," have been set with London (Ont.) Fair, Fair and, Rut- land (Vt.) Fair.

A repeat date, they form a size- able part of the show route. The dates have special significance as they follow the Canadian Central Campion Estates, Ottawa, before that event changed its name from the Dominion Fair and route of the show.

GAC-Hamid's revue is foremost on the revue, which, throno and production num- berings, will depict a voyage and holiday in Havana. A feature at London and Rutland will be the theatre's twenty year op- eration featured on the Perry Como television show. GAC-Hamid, who said the revue would fill in the former GAC-Hamid's probable date either in Montreal or the Al- bany, N.Y., area. The schedule date set recently by GAC-Hamid is the West Vir- ginia State Fair, the Albany After- noon and night shows will differ. A revue with Russell Arms and acts will be featured nights. The Love Ranger has been set for two days.

Midwest Loop Meets Feb. 22

HUTCHINSON, Kans.—The Midwest Circuit will hold its annual meeting February 22 at the Continental Hotel, Kansas City, Mo., Virgil Miller, president, an- nounced last week.

The February date was set during the Chicago meetings but hotel accommoda- tions were set last week.

Syracuse Adds Day For Total of Nine

NEW YORK—The 1957 New York State Fair at Syracuse will run one day longer than the pattern established in recent years—nine days instead of eight.

Commissioner Daniel J. Carey, of the Department of Agriculture and Markets, which operates the fair, said the exhibition will open on Friday, August 20 and run through Saturday, September 7.

The one day earlier opening is intended to give a much larger number of school pupils an opportunity to visit the fair. It will also provide another furlough day for persons returning from their vacations before the Labor Day week- end.

Cut Rate Discounts

It was also disclosed that re- duced price admission tickets to the fair will be sold through the state in advance of opening day. The tickets will be good for one admission any day during the fair.

The State Fair contemplates many improvements for 1957, according to the Commissioner. A shunting ring is to be installed in the Coliseum for possible ice show presentation as well for the gen- eral public. Another improvement is the larger 500,000 square foot building for an appetizing for a new agricultural to replace the.

N. C. Fairmen To Discuss State Aid

RALEIGH—The North Caro- lina Association of Agricultural Fairs will stress the possibility of State aid for agricultural fairs, at the annual meeting January 17-18 at the Sir Walter Hotel.

Final details for the get-together will be discussed by Gov. Luther Hodges, who worked out last week by the program and ban- quet committee, composed of J. S. Dutton Jr., of Charlotte, W. K. Lanier, of Warren, Curtis A. Leonard, of Lexington, Bob Shoff- ney, of Raleigh, C. M. Roberts, of Leesville, and Ed Banks, of Raleigh, Norman Y. Chambless, of Rocky Mount, president, attended.

The business session of the association will be held for two hours, the morning of Friday, January 18, and during the afternoon, Emissary speakers on the business program will include L. Y. Ballentine, commissioner of agriculture. Some 500 persons are expected to attend the Friday night banquet.

Off-Season Activities Keep Topfield Humming

County Agricultural Society has set September 17 as the date for the 1957 Topfield Fair, according to General Manager Paul Corbin.

In line with the group's drive for off-season use of the grounds, a series of horse-pulling contests will begin Sunday, January 9, contin-uing for five successive Sundays. The events will be staged in the Topfield School and will draw teams from all over New England. The county fair, of Kingston, N.H., will be clinched Oct. 28.

The Second Annual Sportman's and Social Event, which enjoyed an initial success last year, will be held April 16-17 at the grounds. It will be sponsored by the De- nvers' Fish and Game Club, with the help of the New Hampshire president. Last year a surprising $2,000 attended the event which grossed $10,000.

Another successful event started last year will be reopened this year, the Diamond Cup, which is an amusement park running under the name of Joytown Park.

It will be open Sundays until school closes, then will operate on weekends until the end of the season. The Diamond Cup will be of the kiddie variety with Edmund Knusser and Jack Byran in charge.

Man. Winter Event Elects New Prexy

BRANDON, Man.—James J. Moffett has been elected president of the Brandon Alpine Club, succeeding Ritchie Macpherson. George Annand, was named first vice-president, and R. H. Tompsett was named second vice-president, succeeding Moffett.

Revenue for the year was $34,153, of which $8,000 was taken in 1953. Of this, $15,133 was taken in at the gate.

TARBORO, N. C.—Edgemon's County Agricultural Fair Associa- tion has been chartered here. Listed as incorporators are J. A. Knox, Douglas Hathaway and Ros- sel Carter, all of this city.

For Your Fair...Part...Celebration George W. Kuszner 60 YEARS OF TRUST William E. Kuszner 60 YEARS OF TRUST
SANTA CLAUS ROLE

SLA Hosts Needy At Annual Party

CHICAGO — Thanks to the
Showman's League of America,
two Hungarian girls, refugees from
Russian-dominated Hungary, more
than 200 of Chicago's underprivi-
leged children, and about 20 of
Chicago's poverty-stricken or trou-
bled-blessed families are enjoying a
merry Christmas.

The League Sunday (16) pre-
sented its 11th annual Christmas
party for such children, and the
party, staged in the Hotel
Sherman, surprised all of the pre-
vious editions. There was an abun-
dance of toys, clothing, and Christ-
mas goodies, such as abundance
that the excess was used to heighten
the lives of nearly in-need fam-
ilies in various sections of the
city.

The two Hungarian girls, Maria
9, and Susan, 10, had never before
seen a Santa Claus, and all of the
magic of Santa and of Yuletide
filled them with boundless joy in
their bouncing mother and their
father, with tears welling in their
eyes, looked on.

Like the 200 underprivileged
children brought to the party bus,
Maria and Susan were each given
a huge bag crammed with toys,
thrown down with candy, cookies
and such, and treated to ice cream,
chocolate milk, and cookies.

Additionally, like the under-
privileged girls, they each were
given a large panda bear, which
each immediately hugged in del-
ight and kissed in joy.

Jackets Please

There were other gifts, too.
Chief among them were warm
jackets for both boys and girls,
and the boys, like the girls, also
were away totting a large sack filled
with toys and games.

To onlookers, of which there
were a large number, mostly mem-
bers of the League, the sight of the
two Hungarian girls seeing Santa
for the first time and delighting
in real ice cream and other good-
ies for the first time was most touch-
ing.

The girls' faces were wreathed in
smiles of sheer joy thru most of
the entertainment portion of the the
party, entertainment geared to their
taste.

When the party was over, the
League's observance of Christmas
continued. Left with toys, jackets
and Christmas goodies, club offi-
cials contacted the Chicago post of-
office and obtained some of the let-
ters sent to Santa Claus by children
of families in dire straits.

Three League members, Al
Sweeney, Jack Duffield and George
Flint, fanned out to contact these
children and their families, and at
each stop left toys, jackets, candy,
nuts and much Christmas gear.

Preparations

Much effort was put into the
make-ready for the party and into
the party itself. Besides Sweeney,
Duffield and Flint, other workers
included Sally Wasserman, Chick
Schlos, Bernie Meidlerh, Louie
Berger, Andy Kind, Nat Green,
Homer Briggs, Whitey Lahrke,
Cardofo Lloyd, Jack Kaplan, Dick
Lempert, Manuel Blasco, Dave
Friedman, Harold Barrows, Tom
Sharkey, John Kennedy, Bill Car-
do, Chico Bolen, Al Keenone,
Jack Kelliott, Max Brantman, Mickey
Blue, Tom Aman and Andres
Du-
mont.

The show was produced by
Jack Zeller and included the
Hollywood Conservatory accocia-
tion band and dancers, Ray Conlon
and Silas, Doreen Boyd, Arizona Jack,
the Hollywood Darlingettes, and the
Toum Tunes. Chick Schlos intro-
duced Tommy Bartlett, who ensured the show.

Members of the League's auxiliary
and Carnival, Inc., assisted in
handling the children.

Crawshaw Inks
Four Canadian Fairs for '57

NEWTON, B. C.—Royal Can-
adian Show will again play four
fairs on the Western Canadian B
Circuit in 1957, George Crawshaw,
owner, announced last week. The
two annuals, which have retained
membership in the loop, but which
hock attractions independently
are at Moose Jaw and Swift Car-
ton. These included the Hoss and
Medicines Hat, both in Alberta.

Crawshaw said the show will
carry a total of 20 rides next year,
a half dozen backend shows and the
usual number of concessions.

The 15 light towers will be added
and a new entrance will be framed.

The needed for more power, the
show has purchased another
light plant.

Kenosha Date Set
By Belle City Org.

MILWAUKEE — Belle City
shows will supply the midway
for the Junior Chamber of Commerce
Celebration and Horse Show on
the lake front at Kenosha, Wis.,
June 24-30, it was announced last
week by Belle City Owner Charles
G. Panseok following signing of
contracts.

The date completes all but one
week of Belle City's 1957 routes,
which includes a fixture for the
Wis. lake front, June 18-23, Cal-
daly, Wis., opened to carnivals
after an eight-year lapse, June 15-
17, and some early-season Milwaukee
lot dates beginning April 19.
A. Hymes will have novelties, books and records. The sale of Wilcox & Wilson Shows next season. Negotia- tion is now under way in Little Rock, Ark., between Roy Cotter, co-owner of the shows, who stopped off on route in this city, Va., home after booking the Indiana State Fair midway. Hymes also has several buildings and lots in Independence.

Gerard Snellings is back in New York. He is searching for a job in the Mid- west in search of ads for his World of Mirth Shows magazine.

W. S. Bingaman, secretary, of the Buck Mountain Association, is in Morgan County, filling his schedule for the upcoming season.

Mr. and Mrs. Frank Culver are visiting their son and daughter-in-law in the Big Orange Valley. The Culver family visited the Valley Registration Shows where they picked up the schedule for this season. Earlier, Alec Santone, concessionaire with the Valley Show, is spending his holidays with his mother in Kansas City, Mo., according to the schedule.

Raymond Agnew and Beverly Barber, Levittown, Ohio, have visited with us in connection with Mr. and Mrs. James Bar- ber at Coolidge, Ohio, during the last week of December. They had purchased the Ed Lundgren show, which was operating as a separate unit, in the Inland Empire area. "Smokey" Lee, who was with Forkum's in Tulsa, Okla., and at the Fairview Park in High Springs, Fla., will be back on the road with his own show next season.

Lloyd Safford was the guest of Buster Westbrooke at the recent Mi- gnol Show in Little Rock. The show was on its way to Kansas City, Mo., and spread an invitation to the Miami Showmen's Association club rooms before returning to the city. The 1957 season is expected to be strong at the Miami Showmen's Association, with the federation of the Penn Premier Shows.

FLAIR ASSN. MEETINGS

Wisconsin Association of Fairs, Schrader Hotel, Milwaukee, Jan- uary 25. President, John E. Thomas, Watertown, Wis.
Kentucky Association of Fairs, Kentucky Hotel, Louisville, Janu- ary 24-25. L. Doc Coucey, Kent- ucky Fair and Exposition Center, Louisville 12, Ky.
Nebraska Association of Fair Managers, Hotel Comforter, Li- bano, January 28-30. H. C. McManus, Nebraska, secretary.
Louisiana Association of Fairs and Exhibitions, Bourbon Hotel, Ala- mens, February 3-4. Addy Net- ton, Donaldsonville, secretary.
Arkansas Fair Managers' Associa- tion, Marion Hotel, Little Rock, Arkansas, January 28-29. Leonard Bass, P.O. Box 907, Little Rock, secretary.
Midwest Circuit, Continental Hotel, Kansas City, Mo., February 16. Virgil C. Miller, Kansas State Fair, Hutchinson, president.

OUTSIDE MEETINGS

Midway Confab

Miami Showmen's Association

Ladies' Auxiliary

Agnes Crono called the 15th meeting of the order. On the business, Mrs. Alice Graf was elected president of the Auxiliary; Mrs. Anna Whitehead, vice-president; Mrs. Anselm Rice, treasurer, and Hilda Boman, recording secretary.

Carson Davis, Fire chief, was called upon for a few comments.

CLUB ACTIVITIES

Western Radio History Society

National Radio History Society

Inland Empire Showmen's Association

FORSALE—REBUILT 1/22/56

SIA 6-222B, 500-watt 6E5P broadcast receiver equipment. Complete with 6E5P chassis, coils, meters, meters, filters, etc. New equipment, $15.00. Asking $7.00. 222 Main Street, Westfield, Mass.

WANTED

Ford or Chevy four-wheeler. Phone 7-3001, 2261 S. Roosevelt, for answer.

REWARD—REWARD

For information leading to the apprehension of Huddrl Baker in connection with the murder of a woman found in the vicinity of the American Legion Hall, this $100 reward is offered.

BOOGE WAX

JERRY SADDLEMORE

P.O. Box 363
Phone: Orange 5-2131
Lakeland, Fla.

P.S.: All people under contract get in touch immediately.

ROCKY MOUNTAIN EMPIRE SHOWS

WANT FOR STOCK SHOW AND ROADS AT ODessa, TEXAS.
December 31 through January 15.

WANTS—Specially wanted: Bred, painted, Jake Converse of all kinds. Clean, worth-full etc.

Contact FRANK O. SWARZ

3197 Novak St., Dayton 11, Ohio. Phone: Glendale 5-8857 or December 31, 1956. Knox County Columbian after 9:00.

WANT—OFFICE SECRETARY—WANT

Must have all phones and be familiar with office work. Also, let us know that you are only 22 and 20 Concessions. "Hot Dows" and "Wonders," save your time and mine.

Address Box 222

i/a The Billboard, 390 Arcade Blvd., St. Louis, Mo.

GIVE TO DAMON RUNYON CANCER FUND

GLADES AMUSEMENT CO.

WANTS FOR EIGHT FLORIDA FAIRS

Starting with De Soto County Fair at Arcadia, Fla., January 14
RIDES—Set of three or four Kiddie Rides
SHOWS—Must be neat, clean and well framed
CONCESSIONS of all kinds that work for stock.

JERRY SADDLEMORE

P.O. Box 363
Phone: Orange 5-2131
Lakeland, Fla.

P.S.: All people under contract get in touch immediately.

DECEMBER 29, 1956

THE BILLBOARD

Copyrighted materia}
Attention, Pitchmen, Concessionaires, Dealers, Agents, Anyone Interested in Extra Profits!

Send $15 for sample package of 10 items

You may reorder any of the individual numbers you desire.
Sample packages of our 10 new premium items, each tested and proved to be "Hot" colors. Our reports prove each number is a winner.

If you are not satisfied with our service we will refund your money.

Merchandise You Have Been Looking for!

Send for FREE SAMPLE! 100
cents for postage and handling.
CLASSIFIED SECTION
A Market Place for Buyers and Sellers
NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in regular 5 pt. type, boldface in regular 5 pt. upper and lower case.
In determining costs, use your name and address. When using a Box Number care of The Billboard, allow six weeks for return, and the Box Number. Also include 15¢ per insertion additional to cost of business.
RATE: 20¢ a word—Minimum $4.

DISPLAY-CLASSIFIED ADS
allow unlimited attention and produce greater results due the use of larger type and white space. Type up to 14 point permitted. No Illustrations, reverse figures, plowers, legals or other decorative material. 1-feed rule border permitted on ads of 2 inches or more.
RATE: $1 per agate line—$14 per inch. Minimum $75.

CASH WITH COPY
(includes credit has been established)

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE
Send all Orders and Correspondence to 2160 Patterson St., Cincinnati 23, Ohio

ACTS, SONGS & PARODIES
CHRISTMAS CONCERT OFFER, "COMEDY" BAND, with soloist, full orchestra, 30 piece. Write for information. BIBLER, 2996 South." 10¢ per word.

AGENTS & DISTRIBUTORS
ATTENTION—MENTHOL, LOW PRICES FOR 1000 cards, single, and assorted cards, for any purpose, just 25¢ each. Write for samples. J. H. suburban, 1527 South, New York City.

JEWELRY CLOSETS
OLD ENGLISH ART JEWELRY
Grand Opening
of New Location
218 E. 89th St., New York 21, N. Y.

Did This Ad
ATTRACT YOUR ATTENTION?
Use DISPLAY CLASSIFIED
A sure way to attract more attention and secure greater results.
RATE: $14 per INCH
Rule border permitted when using two inches or more.

DECALCOMANIA TRANSFERS NOW OFFERED
A new and unusual method of getting one's own name, words, or designs printed on anything. Low cost. Write for illustrated catalogue. 23-40 St., New York 1, N. Y.

FABULOUS CLOSETS
ncluding Entrees, Am. Style, 36 x 56 x 24 & 36 x 56 x 20 — Only $15.00.

EXTRA SPECIAL 11111
BOXED ART, OFFERED AT 3 GAY STANDARDS....

One neat, large, color picture each.

KAREN ORIGINALS
1843 Main St. Brantford, Ontario

M. K. BRODY
1114 S. Halsted St., Chicago 7, Ill.

In Business in Chicago for 22 Years

You Can't Beat BRODY for Morehead—
We Carry a Complete Line of
25000 M. K. BRODY CARDS—HIGH QUALITY—LOW PRICE
All cards are reproduction—mix colors—high quality—white paper—100 cards per doz. $5.00—200 cards per doz. $10.00—500 cards per doz. $25.00

FREE CATALOG AVAILABLE FREE
SEND FOR YOUR COPY TODAY.

M. K. BRODY
1114 S. Halsted St., Chicago 7, Ill.

Quick Photo Invention!
PDQ CAMERA

Photos Finished In 2 Minutes

Send for complete details—write today.

Salesman Wanted
NEW ENGLAND JEWELRY
Doors Open
138 E. 34th St., New York 16

SALESCOCKS
SALES COCKS, 50¢ each.

SALES COCKS, 25 CENTS EACH.

SALES COCKS, 10 CENTS EACH.

SALES COCKS, 5 CENTS EACH.

SALES COCKS, 1 CENT EACH.

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HELP WANTED

WANTED: "MERRY-GO-ROUND"

HELP WANTED - MERRY-GO-ROUND, CANDY STANDS, BOXES, PADDOCKS, Etc., Etc.

One of our advertisers, who has several units of this equipment for sale, requests that any one interested, write in care of THE BILLBOARD.

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HELP WANTED - CANDY STANDS, BOXES, PADDOCKS, Etc., Etc.
VENDING MACHINES

DECEMBER 29, 1956

Communications to 188 W. Randolph St., Chicago 1, Ill.

1

The Billboard

VENDING MACHINES

INSTANT COFFEE MAY GET AROMA

CHICAGO—The aroma that has always characterized the percolated coffee made in the recent colo.

ture cup has been made reality by the Neil Metal Coffee Company, which manufactures a

product called "Vending Instant Coffee," which is sold in vending machines.

Now at least two other firms are promising that coffee made in their machines will have an aroma that

is said to be more appealing than that of the percolated coffee.

One of these is a new machine, and a national major, has a patent on a new process giving its liquid con-

sumers something other than a "taste." The aroma is being added to the liquid just before it is served.

The second firm, which has not yet announced the product, is still working on the problem.

Mass. House Gets Sanitary Code Bill

BOSTON—The titles of the first 654 House bills and 156 Sen-

ate bills were introduced last week by the Massachusetts

Legislature. These bills are designed to eliminate the con-

cerns that have been expressed about the merchandising

industry in the state.

This week, the House passed H. 352, which would authorize the Department of Public Health to estab-

lish a sanitary code. The bill passed with no amendments.

There are also two bills concerning the operation of the state's candy machines. H. 350 and H. 351

are bills that deal with the sanitation of vending machines and are aimed at improving the health condi-

tions in this area.

New Quarters for Jimmy Jingle Co.

MINNEAPOLIS—Jimmy Jingle, the famous vending machine

manufacturer, has moved to new quarters. The company now occupies a 15,000-square-foot building.

The new location includes a new warehouse and office space.

Mass. Cig Wholesalers To Get 918G B

BOSTON—Cigarette dealers will get a $12,590,000 State rein-

bursement as a result of the new cigarette tax law in the state. The tax, which was passed last week by the

Massachusetts legislature, will go into effect on January 1, 1957.

According to the Department of Revenue, the new tax will bring in $12,590,000 per year, which will be

distributed to the state's cigarette wholesalers.

The new cigarette tax law, which was passed by the Massachusetts legislature last week, will go into effect

on January 1, 1957. The tax will be imposed at the rate of 60 cents per pack, which will result in a significant

increase in the cost of cigarettes to wholesalers.

Concession Show To Be Held in Fla.

NEW YORK—The National Association of Concessionaires will

hold its annual conference and show in Florida this year.

The show will be held at the Theatre Equipment & Supply

Manufacturers' Association, at the Florida Hotel, November 20-23.

The Equestrian Turn will add to the fun in this year's New

York Convention. The show will feature a variety of horse and
equestrian exhibits, including a display of riding equipment and

costumes.
Almonds and Walnuts
Almond crop in California is estimated by Agriculture Department at 51,000 tons, the largest on record. Crop is 33 per cent above last year, and 30 per cent above average. Production of walnuts in California and Oregon is expected to total 72,000 tons, 7 per cent less than last year.

Switzer Bows Vend
Size Licorice Pkg.

CHICAGO—Switzer's Licorice Company, St. Louis, introduced a new package for its bite-sized licorice drops at the NAMA show.

Described exclusively for use in vending machines, the new package features a rectangular, 29-cent Switzer pack. The new pack is of cellulose, with yellow, black and red trim. The candy is bowed for a dime. The packets are packed 100 to a case. Joseph Switzer, president of the firm, said the candy would be shipped after the first of the year.

Am. Dryer Bows
2-Nozzle Model

CHICAGO—The American Dryer Corporation bowed its new dual nozzle hand dryer at the NAMA show. The 115-volt model lists for $75, while the 230-volt model lists for $70.

According to Bill Kane, American Dryer President, drying time has been reduced from 38 to 12 seconds on regular packs. Nails involve 300 degrees.

Cabinets are available in five color combinations. The machines are currently in production.

ndered New Year from all at . . .

POPPERETTE

Fully Automatic
Popcorn Machine

10c
Hi Profit %

$159.00

TERMS: 1/2 Deposit With Order, Balance C.O.D.

WRITE, WIRE OR PHONE

Mayflower Distribution

2718 University Ave. St. Paul 4, Minn. Midway 6-7861

Cigarette Machine Conversions

CHICAGO—The Cigarette Machine Conversions, manufacturer of a ball point pen machine, announced today that it is now in production for the vending machine industry.

The new model is said to be a significant improvement over the previous models. It features a special mechanism that allows for a more consistent product output.

The machine is designed to be easily installed in existing vending machine units, making it a cost-effective solution for businesses looking to expand their product offerings.

The company has also announced plans to release additional models in the near future, including a smokeless cigarette version.

Nehi Stockholders
Vote in Common
Stock Increase

CHICAGO—Stockholders of the Nehi Corporation will vote on a proposal to increase authorized stock to 2,000,000 common shares from the present 1,071,000. The vote will be taken at a special meeting, January 23, 1957. One of the provisions in the proposal is to enable directors from time to time to declare stock dividends, and it is the intention of the board to declare a five per cent stock dividend in the near future. W. H. Glenn, president, stated.

Nehi's previously declared quarterly dividend will be paid January 2.

Mass. Ops Weigh
Registration Law

BOSTON—A new Massachusetts law requires that all members of the vending machine industry must engage in reporting requirements. The measure, Chapter 983 of the Acts of 1957, which became effective November 10, is a result of a report and calls for no fee. The law, which was enacted on whether or not they think they should comply, some feel that the move is an attempt to control the vending machine industry, the others feel, they should comply. It is noted in an interpretation before compliance, George Michael, director of the Food and Drug Division, told the Department of Public Health, points out that a company that has not complied with its obligation in the effect, running a community and therefore adhering to new laws.

Members of the Massachusetts Automatic Merchandising Corporation have been notified of the law's requirements, and Lucius Foster, the group's director, said the corporation would inform the organization as to any action the members may wish to take.

Peaumafi Sets
Cracker Vender

CHICAGO—A sixline cracker vender introduced by the Peau-mafi Corporation, Charlotte, North Carolina, for stores to offer 1959. The machine, which was designed and developed for the Taylor Biscuit Company, Raleigh, N. C., was later patented as a Peau-mafi product. The new cracker vender is sold under the firm's own name.

Du Grenal Shows
Canadian Model

CHICAGO—The Du Grenal Company, St. Louis, introduced a new line of cigarette machines for the Canadian market. The machine was designed and developed for the Taylor Biscuit Company, Raleigh, N. C., and was later patented as a Peau-mafi product. The new cracker vender is sold under the firm's own name.
Thank You...

When we look back over the past year it was quite a year. We built a new building, installed complete machinery—molding presses, vacuum-metalizing machines, etc., and we installed new non-nosele equipment. We worked hard and are very pleased with our customers. And then, thank you for making it a successful year. We hope it's been your year as well.

Sam, George & Sid Eppy

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THE WOODPECKER THAT PECKS!

An action packed toy. Also see the vacuum plated POOL TABLE and new SHOE SHINE BOX.

Send 25¢ for Regular Simple Kit of Charms

Postpaid $1.00

FREE LOOK—no obligation. Receive 100 high quality painted charms your complete order today.

World's Largest Selection of Miniature Charms

PENNY KING COMPANY

2518 MISSION STREET

PITTSBURGH, PA.

GIVE TO DAMON RUNYON CANCE CURE

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Cig Routes Run Double Size

Continued from page 51

equipment out on a non-commis- sion basis.

Whitecoat

Commission scale is geared in writing by 3.8 per cent of wholesale firms and 4.8 per cent of non-wholesale operators.

A wholesaler said he had $3,042 machines of six to 10 col- umns, 18,363 machines of 11 to 19 columns, and 3,996 machines of 14 to 29 columns.

Other vending operators said they had 58,704 machines of six to 10 columns, 30,305 machines of 11 to 19 columns and 6,685 machines of 14 to 24 columns.

Vending Employees

The average wholesaler employs 9.5 persons in his vending opera- tion, while the average non-wholesale employs 8.1 persons. On average, employees occupy equal space with the wholesaler, had an average of 95 persons, while the vending operators employed 8.1 persons.

As the supervisory employee, the tobacco distributor has 1.7 persons, while the vending operator has 1.3 persons. On supervisory employees occupied space with the wholesaler, had an average of $1,500, while the vending operators employed 1.3 persons.

Some 5.27 per cent of the whole- sale employees pay bonuses to servicing, for getting new locations, while 50.8 per cent of the vending operators do so, but the median bonus paid by the vending operator is higher ($105) than that paid by the wholesaler ($120). Some vending operators pay bonuses as high as $95, while others pay as low as $7.50.

Bonus Payments

Bonuses payments to new locations are not popular, according to the survey. It disclosed that only 0.5 per cent of the wholesaler employees and 0.9 per cent of the operators said they paid such bonuses.

Median Base Bonus was $50 for wholesalers and $105 for vending operators, with a high of $250 for operators and lows of $15 for both groups. Only 5.9 per cent of the wholesalers and 6.4 per cent of the vending operators said they paid such bonuses to new locations on a full-time basis. Average compensation paid to location salesmen was $101.25 a week by wholesalers and $97.35 a week by operators.

While wholesalers don't use part- time location salesmen, and only 1.2 per cent of vending firms do. Median compensation per loca- tion is $46, with a high of $100 and a low of $10.

Depreciation

Among wholesalers, 162 de- preciate that equipment over five years, 35 depreciate it over seven years and 28 depreciate it over 10 years. Among operators, it's 788 on a five-year basis, 05 on a seven-year basis and 200 on a 10-year basis.

Vending operators are much stronger advocates of depreciation con- servation, with the wholesalers-38.4 cent compared with 33.3 per cent.

Few wholesale tobacco firms offer a complete vending package to vending operators. For vending operators the figure is 27.6 per cent.

Lost Locations

Some 5.2 per cent of the whole- sale sales were lost during the last three years, 88.5 per cent of the wholesalers and 47.9 per cent of the operators had lost their business.

On direct sales of machines to locations during the last three years, 38.5 per cent of the wholesalers and 47.9 per cent of the operators had lost their business.

On this occasion, the wholesaler to machines to locations 193.9 per cent of the wholesalers and 105.6 per cent of the operators said they had been hit. Some 3.0 per cent of the whole- sale sales were hit and 6.0 per cent of the operators said they had lost locations due to the placement of machines on location by a manufacturer functioning as an operator.

Combined Wholesale Operator

Figure showed that regular ac- counts average 64.9 per cent of all sales, with king-size brands taking 44.4 per cent of the market and the remaining 45.6 per cent.

According to NADT figures, vending operators are more prone to sell machines directly to locations than wholesalers—71.3 per cent.

Wholesalers lost 16.3 per cent of their machines did less than 36 per cent of their machines did 50-74 packs, 13.8 per cent did 75-99, 21.1 per cent did 100-124, 14.1 per cent did 125-149, 15.2 per cent did 150-174 and 10.7 per cent did more than 174 packs.

Weekly per-machine totals for cigarette vending operators were somewhat lower 16.8 per cent did 50-74 packs; 21 per cent did 75-99 packs; 13.2 per cent did 100-124 packs, 11.1 per cent did 125-149 packs, 10.7 per cent did 150-174 packs and 6.6 per cent did more than 174 packs.

Phoenix Shows

Foil Containers

For Wittenborgs

CHICAGO—Sealed aluminum foil containers for hot and cold food dispensed in the Wittenborgs hot food Electric were dis- played at the NAMA show.

The containers are made by Phoe- nix. They are pie-shaped to fit the compart- ments of the aluminum containers. The aluminum foil cover allows the food to retain its temperature for longer periods without getting soggy.

Phoenix will act as supplier to Wittenborgs operators. The con- tact will sell for $34.90 for 250-251 cent, depending on quantity, while the last six packs are 13.65 a thousand, depending on quantity.

Schutter Sells

Mercury Bar

CHICAGO—The Schutter Candy Company, Chicago, an- nounced that three bars, heretofore distributed by the Mercury Candy Company, Chicago, will be after the first of the year be distributed by Schutter.

The bars have up to now been manufactured by Schutter but dis- tributed by Mercury bars are called: Mercury with Brazil, Mer- cury with Almond and Mercury with Almond and Coconut.

The bars are packaged 24 and 72 to the case.

Schutter also showed their new Dick Tracy bar for the first time at the National Automatic Vending Association convention. While the candy has been in production for approximately seven months, Ken King, newly appointed sales promotion manager of Schutter, said this was the first public showing.

Dick Tracy bars, selling for a dime, are a six-piece butter fla- vored candy. Packaging is 54 and 100 per case.

Almond Supply Heavy

Almond crop in California this year is estimated at 50,000 tons by Agriculture Department, a record which is 3.1 per cent less than last year and 10 per cent above average.

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THE BILLBOARD

December 29, 1956

VENDING MACHINES

53

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Ball and Vending

GUMS

LOW Factory

Prizes

BUBBLE & CHICLE

CHLOROPHYLL and TAB

P.O. Box 147, Wautoma, Wis.

Phone 786, Wautoma, Wis.

Send for Catalog and Price Sheet

CEN TRAL

VENDING MACHINE CO.

1926 RARINE ST., PITTSBURGH 30, PA.

WRITE FOR FREE CATALOG.

Low Factory Prices

Almond Supply Heavy

Almond crop in California this year is estimated at 54,000 tons by Agriculture Department, a record which is 3.1 per cent less than last year and 10 per cent above average.

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AMERICAN CATALOG SERVICE CO.

1645 AVE., PHILADELPHIA 40, PA.

Phone 6-3850

Send for Free Informational Brochure

Almond Supply Heavy

Almond crop in California this year is estimated at 54,000 tons by Agriculture Department, a record which is 3.1 per cent less than last year and 10 per cent above average.
SUPPLIES IN BRIEF

COINMEN YOU KNOW

Glasgow Containers
Factory shipments of machines made by Glasgow Containers during October totaled 14,830 thousand gross, according to Coinmen Department. Returnable beverage containers accounted for 695 thousand gross, an increase of 228 thousand gross over the previous month's figures. Shipments of nonreturnable beverage containers amounted to 108 thousand gross, an increase of 30 thousand gross over the amount shipped in September. For the first 10 months of this year, shipments of returnable beverage containers totaled 8,148 thousand gross, an increase of 643 thousand gross over the same period of 1935. shipments of nonreturnable beverage containers amounted to 1,099 thousand gross, 293 thousand gross under the amount shipped during the first 10 months of 1935.

Confectionery Sales Up
Manufacturers' sales of confectionery and candy products reported to observers in October were 38 per cent higher in populous sales and 15 per cent higher in dollar sales than in October, according to Coinmen's observers. For the first 10 months of this year, shipments of returnable beverage containers shipped from the first 10 months of 1935. Sales of nonreturnable beverage containers dropped 102 thousand gross under the amount shipped during the first 10 months of 1935.

Tobacco Production Off
Combined production of all types of tobacco is estimated at 2,153 million pounds, 39 per cent below last year and 0.8 per cent below the year-ago figures reported to Coinmen by the Agriculture Department. Production of hand-cured tobacco, at 1,136 million pounds, was 34 per cent below last year, and 0.7 per cent below the year ago figures. Butts, in contrast, increased 2.9 per cent over last year.

Popcorn Production Up
Production of popcorn this year is estimated at 325 million pounds, 9.1 per cent below last year and 8.9 per cent below the year ago figures. Production of popcorn this year is estimated at 325 million pounds, 9.1 per cent below last year and 8.9 per cent below the year ago figures. Butts, in contrast, increased 2.9 per cent over last year.

Sugar Deliveries High
Deliveries of sugar for U.S. consumption totaled 7,760 million pounds from November 1 to December 1, an increase of 38.3 per cent above the previous record high of November, according to Coinmen. Deliveries during the first 10 months of this year were 11.7 per cent below the same period of 1935. For the first 10 months of this year, shipments of returnable beverage containers shipped from the first 10 months of 1935. Sales of nonreturnable beverage containers dropped 102 thousand gross under the amount shipped during the first 10 months of 1935.

Milk Production High
Farm production of milk during the month of December was 8,777 million pounds, 1 per cent above the previous record high of November, according to Coinmen. Deliveries during the first 10 months of this year were 11.7 per cent below the same period of 1935. For the first 10 months of this year, shipments of returnable beverage containers shipped from the first 10 months of 1935. Sales of nonreturnable beverage containers dropped 102 thousand gross under the amount shipped during the first 10 months of 1935.

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VICTOR's SUPER MART VENDORAMA

By BENN GILLMAN

One-stop volume continues to grow in the Music Mart, says Barney Koch. Monday morning visitors in search of new wax in

J. M. Smith, with whom he is associated are Mickey Short, Prominent California music manager, and E. E. (Bud) Brown, president of the company.

J. J. Stephen, new manager at the company, has been with the company for over 25 years.

The company has been in business for over 50 years and is one of the largest music companies in the United States.

The company's headquarters are located at 1434 W. Madison St., Chicago, Ill.

The company's main product lines are phonograph records, sound film, and music publications.

The company's employees include over 1000 people, with headquarters in Chicago and offices throughout the United States.

The company is committed to providing high-quality products and excellent customer service.

The company's mission is to bring joy and entertainment to people through music and sound technology.

The company operates under the leadership of CEO, John Butter, who has been with the company for over 30 years.

John Butter was raised in a music family, with his parents and siblings all involved in the music industry.

John's love for music started at a young age, and he has been involved in the industry ever since.

The company has won numerous awards and accolades over the years, including the prestigious Grammy Award for Best Record Company Packaging.

The company is dedicated to supporting the arts and music education, with programs and initiatives aimed at fostering the next generation of music lovers.

The company is proud to be a part of the music industry and to continue to innovate and evolve to meet the changing needs of its customers.

The company encourages people to support local music businesses and to continue to enjoy the power of music in their lives.
French Hopes High
For U.S. Juke Trade

Lift of Restrictions Could Produce Bisk Business; Vending Machines Open Path

By WALDO WALLIS

PARIS—French hopes are high that approval will soon be forthcoming from the Minister of Economic Affairs for the lifting of restrictions on import of American juke boxes.

Opinions in the trade here is divided about 50-50 on the possibility of any large-scale importation of Juke boxes, but the most optimistic claim that the liquor industry in France is divided in its opinions about the possibility of obtaining American juke boxes.

The Franco-American agreement, however, is simply on a basis of per capita sales, and no extra licences will be granted unless the liquor industry in France requests them. The French-American agreement has been in effect for the past three years, but it is understood that the French government is considering a new agreement on the basis of a percentage of per capita sales.

Demand High

France, which has a population of 120 million, is a large market for juke boxes, and the French government is keen to obtain as many as possible. The government has also been asked to consider the possibility of importing some of the newer and more sophisticated models of juke boxes.

The agreement between the two countries is expected to be signed within the next few weeks, and it is hoped that the importation of juke boxes will begin shortly after that.

S & M Dist. Launches Op Gift Promotion

MEMPHIS—S & M Distributing Company kicked off its Christmas sales campaign today with a showing of Rock-Ola's new 200-record player.

The sales campaign is promoted on free gifts to music operators in Memphis and the South, and it is the first of its kind in the country.

The sales promotion was worked out by Frank Smith, president of S & M, and Al Allen, the company's sales manager.

Two 12-inch records, a rare item, will be given to the first 100 operators who place orders, and a special Christmas card will be issued to all operators who order.

Minnenthorpe Service Schools With Yule Party

LOS ANGELES—Minnenthorpe Service Schools, the Los Angeles branch of the national Minnettehorpe Service Schools, held a Christmas party for its students.

The school is a private institution, and the students are required to pay tuition and fees.

The school offers a variety of programs, including music, theater, and dance.

The school's facilities are state-of-the-art, and the students are provided with all necessary equipment and supplies.

Dime Play ‘Over Top’
In Montgomery, Ala.

The new Dime Play ‘Over Top’ is set to open in Montgomery, Ala., on December 29, 1956.

The Dime Play ‘Over Top’ is a new concept in dime playing, and it is expected to be a hit withjuke box operators.

The Dime Play ‘Over Top’ is a more expensive version of the standard dime play, and it is expected to appeal to the more affluent customers.

The Dime Play ‘Over Top’ is also expected to attract a younger audience, as it is more Exciting and entertaining than the standard dime play.

The Dime Play ‘Over Top’ is also expected to be more profitable for juke box operators, as it is expected to attract more customers and generate more revenue.

The Dime Play ‘Over Top’ is also expected to be more resilient to competition, as it is a more unique and innovative concept.

The Dime Play ‘Over Top’ is also expected to be more durable, as it is made of higher-quality materials and is designed to withstand more wear and tear.

The Dime Play ‘Over Top’ is also expected to be more stylish, as it is designed to appeal to a wider range of customers.

The Dime Play ‘Over Top’ is also expected to be more environmentally friendly, as it is made of recycled materials and is designed to be easily recycled.

The Dime Play ‘Over Top’ is also expected to be more socially responsible, as it is designed to be more inclusive and to appeal to a wider range of customers.

The Dime Play ‘Over Top’ is also expected to be more technologically advanced, as it is designed to be more compatible with new technologies and to be more easily updated.

The Dime Play ‘Over Top’ is also expected to be more cost-effective, as it is designed to be more efficient and to require less maintenance.

The Dime Play ‘Over Top’ is also expected to be more user-friendly, as it is designed to be more intuitive and to require less training.

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"It plays fast—this 'G-200'! It has to in my place. That juke box goes all the time. It got a big play right from the start—and we were the first place in Chicago to have the 'G-200'.

"My customers don't have to wait to play it—even during rush hours. All 200 titles are right up there where everyone can see them. Nobody holds up the parade, waiting to select their numbers. They just put their quarters in—and press the buttons fast.

"The styling and color took the eyes of my customers right from the start. And they all seem to like the sound. Many of them have high fidelity sets at home—and they remark that this juke box sounds good—live.

"Sure I'll say so—why not?"

Why not see what a "G-200" can do for your locations—and you! Call your AMI distributor.

"This one's a money-maker..."

Gus Vack Says...
Levine Addresses Westchester Ops

OSINING, N. Y.—Sidney Levine, national counsel for the Music Merchants of America, addressed the Westchester Operators' Guild at the monthly meeting at the Rainbow Restaurant Monday (17). After the meeting, all WOG members present who were not members of the national organization signed up.

Model 1545

The Oldest ONE-STOP Record Service

All Labels

All Hits

45 RPM .......................... 55c
60 RPM .......................... 50c
78 RPM .......................... 60c

NO EXTRA CHARGE

FREE TITLE SEARCH SERVICE

Save Time! Save Money!

STORE BUSINESS WELCOME

See C.O.D. back sheet for order, including postage.

The Musical Sales Co.

Broadway at 156th Street

New York, N. Y.

Juke Box Operators!

AARDEL TO ZORDA!

Horoscope! Free Record Label! You!

Did you ever wonder who made that record that your listeners love to hear? Which company? Who distributes their records in your area?

The answers are all found in the latest issue—just off the press—of The Music-Record Buying and Guide. A 56-page compilation of every record label (appropriately for easy reference, by order of alphabet) is included in every issue. A 100-page booklet also contains a directory of every distributor, as well as a listing of every record company by state and city, and tells you what labels they handle, plus:

- For recent promotions issued by labels...
- Top songs hit by you over the past two years (alphabetically listed by artist name, for your own personal use).

One-Stop Services

It is made up of a number of "coming" records chosen by Miss Joyce, on whose advice the Westchester Operators' Guild and other buyers have always placed a high value. The Guild and observers can in all probability see the guild to see that they buy.

The package is sent to customers throughout the 15 States, giving operators an opportunity to beat prices before they buy.

S&M Launches

"valls," said Mr. Dixon. "We are offering one gift to a customer on every purchase of $20 or more. S & M served refreshments and gave free samples to several dozen operators who came to see the new models. Among those from the Midwest were: D. W. Johnson "D. W. Johnson, Music Company, Corder, Ill.; Elgin Foster, Foster Amendment Company, Chicago; Don't miss them this fall. A strong Armstrong Amendment Company, Chicago; M. S. Morris, Morris Music Company, Summerville, Tenn.; Roy B. High, Summerville, Tenn.; B. H. Hudson, Amendment Company,هامpton, Va.; C. H. Davidson, Greer, La.; W. F. Forsey and Raymond Bailey, Forsyth Amendment Company, Milford, Pa.; and Bob Lowrey, Anderson Amendment Company, Atlee, Ala.

Mont. Dixie

As you will remember, the recent "Dixie" meeting in Montpelier, Vt., was not only a successful meeting, but it also set a new standard for Dixie meetings. The committee was given a "standing ovation" by the operators present at the Dixie meeting, and their efforts have been recognized by the Dixie Board of Directors, which has named them the "Dixie Operators of the Year." They have been awarded the "Dixie Operators of the Year" award, which is given to the best Dixie meeting in the country.

French-U.S. Trade

The agreement will provide for the establishment of a joint venture to produce "French-U.S." recordings, which will be distributed in France and the United States. The joint venture will be owned by Universal Music Group and the French record company, which will be formed in a 50-50 partnership.

In addition, the joint venture will also produce "French-U.S." videos and DVDs, which will be distributed in both countries. The joint venture will be led by a French executive who will oversee the French operations, while a U.S. executive will oversee the U.S. operations.

The agreement will also provide for the exchange of artists and producers between the two countries, as well as the exchange of distribution and marketing practices. The joint venture will be based in Paris, with offices in Los Angeles.

The agreement is expected to be finalized in the coming weeks, and the joint venture will begin operations in the first quarter of 2023.
Get Set for Your
FIRST LOOK—FIRST LISTEN

A Spectacular New
WURLITZER PHONOGRAPH LINE
for ALL Locations

TO BE PRESENTED SOON DURING NATIONAL WURLITZER DAYS
The Rudolph Wurlitzer Company North Tonawanda, New York
Long-Alley Games to Spark Mfrs’ Plans for ’57 Surge United, Bally in Full Production, Others to Follow; Predict Boom By NICK BIRK

CHICAGO—What might well be an all-time high in long-alley target-bowler games is developing rapidly in Chicago. The big question is—will they create the next big game boom? United Manufacturing Company blazed the trail with its 14-foot-long Bowling Lanes in 14-foot and 11-foot models (The Billboard, December 11). And while there has been no official confirmation to date, reports indicate that at least one game manufacturer, Chicago Coin Company, is planning a 14-foot target-bowler shortly after the first of the year, with another game manufacturer on the "probable" list.

Not since the old-time 22-foot shuffleboard has a piece of that lengthly footage been introduced by any game manufacturer. And while the shuffleboards still flourish in some areas of the country, especially among the small-town operators, they had their heyday in the late 1940s and early 1950s.

Now, according to comments of various local distributors, indications are that the new long-alley target-bowlers will no doubt be used here for a while. One distributor who handles all lines, stated that boudins would be dead without the interest shown in the new target-bowlers, with the added fact that they are entirely in a new field. (Continued on page 66)

Coin Machines

September, 1956

PITKIN PINBALL PERILS Video Drama Portrays Game Route Hazards

NEW YORK—The hazards of operating pinball games, particularly in the cities of Brooklyn and Pitkin Avenue, were dramatically portrayed over CBS-TV on the "Alibi Alley" program. The episode, entitled "Alibi Me," features two game operators and their mortal enemies since childhood. All proper names of persons and businesses from the 1944-45 paragraphs are used in the television drama.

Opening scene shows a man opening the door of an office marked "Brooklyn Amusement Corporation." When he enters the office he pulls a revolver and points it in a threatening manner at a gentleman seated at the desk.

In the ensuing conversation, it becomes established that the seated gentleman is "Little Mort," a pinball operator. The hero turns out to be a fellow who claims he is flat broke because Lucky has jumped all his pinball locations on Pitkin Avenue. The Pitkin Avenue pinball machines have been illegal on Manhattan’s west side for almost a decade.

For his hero, still bashing the hardware, reminds Lucky that ever (Continued on page 64).

Belgium Wants Low Price on U. S. Games

By JOHN ASHTON

BRUSSELS, Belgium—The market here is ripe for American-made coin-operated amusement games, but the price is really high on the outside. The one reservation made by Belgian importers is that “Prices are too high for their market.”’

However, with Miss Driscoll no longer an agent, Belgium is back in the game. Last year, the Belgian government said that it would no longer purchase American games because of the high price. Now, with the recent measure, Belgium is coming in for the American games again.

The game is still a long way from being competitive with the European manufacturers—particularly in West Germany. But it is worth noting that at the same time, the Belgian government said that it was going to look for other sources of supply for the amusement industry.

There are no Belgian manufacturers of coin games. Equipment is still imported, and most importers also advertise their servising and maintaining machines on the spot. Only those where amusement games are owned by locations. Only those where the equipment is owned by locations.

Belgium is much in the summer, and this time a deal for the machine is being made. The deal is being made on a 60-40 split. In the $15,000 salary and location here, amusement games, much of the equipment is placed by operators on a 60-40 split basis.

Wis. Ops Cap Routes With Rides; Hike Nets

By FLORENCE M. TAYLOR

MILWAUKEE—A growing number of Wisconsin operators are turning to kidding rides as a means of bolstering revenues and route diversification. Locations easiest for commuters in this field to establish, they allow the operators to cut costs, and independent supermarket operators.

At least half a dozen well-established operating firms throughout the State have been gradually building their inventories of kidde rides and small Arcade equipment, and re-routing gratifying location takes. They report that the low initial prices of kidde rides, in comparison with music equipment encourage their new emphasis.

The best that can be done in theaters forit have been attempting to tempt the kidde ride field, say, are the ones that have decided to offer musical rides. Services required for the average amusement ride are more than 600. The small demand for thousands of people, especially during the season, has made use of the social aspect of rides.

V. T. Connor Dies; Owned Chi Arcades

CHICAGO—Vincent T. Connor, Sr., co-owner with Ted Kruse of the Kruse & Connor Arcade at Chicago’s IC Station, died Thursday night (7) of a heart attack. Services were scheduled for Monday at St. Mary’s Church, Des Plaines, Ill. A native of New York City, Connor joined in opening an Arcade at the IC Station in 1942, and operated the present Arcade in April, 1944.

An attorney, Connor served as Deputy Director of the former Amusement Corporation, Chicago, a music machine. He was listed as the 1945 treasurer, and the bookkeeper of the firm.

Connor is survived by his widow, Mary, and three daughters, Mary Edith, Valerie and Brigitte.

Belgium wants low price on U.S. games

Belgium: The market here is ripe for American-made coin-operated amusement games, but the price is really high in Belgium. The one reservation made by Belgian importers is that "Prices are too high for their market." However, with Miss Driscoll no longer an agent, Belgium is back in the game. Last year, the Belgian government said that it would no longer purchase American games because of the high price. Now, with the recent measure, Belgium is coming in for the American games again.

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Long-Alley Games

Continued from page 30

special emphasis on the long-alley

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Another Chicago distributor at-

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some

time," said

him,

commenting

on

United's

next

production

plant.

Predictions

from

Bally

were
equally

optimistic,

with

Herb

Joes,

Bally

vice-president,

com-

menting

that

the

interest

shown

date

in

the

long-alley

target-

bowler
gave

every

indication

that

they

were

here

to

stay.

A

stable

swath

in

the

game

industry.

The

news

of

at

least

two

other

manufacturers

putting

in

the

"party"

with

their

respective

14-

foot

target-bowler

entries

could

be

a

good

sign,

sources

say.

Create Boom?

Reasons

for

the

appearance

of

the

long-alley

models

are

many

and

varied.

Introduction

of

various

types

of

games

in

this

country

is

very
definitely

two

cycles.

Shuffleboards,

pinball,

shuttle

bowlers,

game

balls,

base-

ball

games,

and

pool

games

have

each

seen

their

boom

period

at

var-

ious

times.

Each,

to

varying

degrees,

has

seen

its

success

peak

reached.

Each

has

contributed

millions

of

dollars

in

revenue

and

many

millions

in

hours

of

playing

dis-

tained

to

the

American

public.

Some

have

seen

success

peak,

ultima-

tely

die,

and

never

return.

Others

have

been

up

and

down

two

or

three

times

in

cycle

of

popularity.

But

one

thing

is

certain:

the

games
don't

just

"grow" by

themselves.

Demand

is

spec-

ified

to

search

and

testing

before

a

new

model

is

introduced

to

the

public.

For

the

long-alley

game

to

be

a

departure

from

previous

models

is

expected.

That

the

new-

long-alley

bowlers

fit

this
category

is

beyond

question.

But

the

big

$64,000

question

is,

will

they

be

the

next

boom

game

to

hit

the

industry?

And

this,

only

time

will

tell.
Automatic Scoring
POOL TABLES
and
SHUFFLE ALLEYS
All Makes and Models $50.00 up
Write for
Complete Lists and Prices

DAVID ROSEN
615 S. BROAD STREET, PHILADELPHIA, PA. PHONE: STUART 2-2923

EXCLUSIVE FACTORY DISTRIBUTORS
AMI: CHICAGO COIN-GENDO-EXHIBIT

BINGOS

BOWLERS

ARCADE

Syracuse Distributors (New) 375 Sixth Ave., Syracuse, N. Y. 13206
Amsco Distributors (New York) 34-48 52nd Street, Long Island City, New York
Barbara Bowling Supply Co. 2141 Maple Ave., Des Moines 4, Iowa
Boston Bowling Supply Co. 140 Liberty St., Boston, Mass.
Brookside Bowling Supply Co. 1130 Independence Blvd., St. Louis, Mo.
Crown Bowling Supply Co. 1216 E. 11th St., Houston, Texas
Davis Bowling Supply Co. 515 E. 33rd St., Chicago 37, Ill.
Denny's Bowling Supply Co. 16536 W. 96th Street, Garden Grove, Calif.
Duffy's Bowling Supply Co. 4901 W. Morgan St., Chicago 22, Ill.
Ham's Bowling Supply Co. 2712 W. Lincoln Ave., Chicago 41, Ill.
Kirk's Bowling Supply Co. 1321 W. 59th St., Chicago 11, Ill.
Northlight Bowling Supply Co. 700 W. Cermak Rd., Chicago 22, Ill.
Owen's Bowling Supply Co. 220 North Main St., Greensboro, N. C.
Wood's Bowling Supply Co. 101 E. 20th St., New York 16, N. Y.

Pinball Perils
Continued from page 60
since the late lamented "Blondey Hitchs" got "bumped off." Pitkin Avenue was his private preserve and that Lucky was being grossly unfair in his business tactics.

But Lucky taunts our hero, pointing out that Lurkin, a police officer, is aware of the hands feelers between the two operators, and that if any one of the pair meets with a fatal accident, Lieutenant Lurkin will of a certain arrest the survivor.

But Temper

However, Lucky's taunts are too much for our hero, so he pulls the trigger on Lucky, twice. His next job is to get an alibi, as our hero knows he will be wanted No. 1.

The search for the alibi is frustrating. His uncle, who runs a neighborhood pub, won't come across because of his associations with Lucky. He is the "other" headliner.

His girl friend won't alibi for him, because she discovers that he has been double-timing her. A sick ward volunter volunteers to cover for him, but dies as soon as he makes the point.

Crime Doesn't Pay

Finally, our hero blackmails his landlord, providing him with an alibi— he was in his room all day. But all this comes to naught when a newsboy, in the presence of the landlord and Lieutenant Lurkin, says he made his way to our hero's room the day of the shooting, and nobody was home.

The climax of our story is provided by our coin machine man. Mayer Pollof, whose Atlantic New York Corporation operates the Brooklyn Amusement Company, Inc., is currently discussing the possible sale of his machines with his attorney, Sidney Levine.

DAVIS Rebuilt and Reconditioned Equipment is FULLY GUARANTEED

Operators at home and abroad buy from Davis with complete confidence. Davis 6-point Guarantee insures location-ready equipment. Phonographs available on a 10c play if requested. Write, wire or phone us collect about the following equipment.

SEEBURG

H100R $795
H100G $689
100W $599
5100C $539
5100BL $425
140ML $95

ROCK-OLA

1438 $450
1436 $250
1434 $235
1428 $1100

WURLITZER

1800 $640
1700 $550
1620A $325
1650 $275
1217 Hide-Away $125

Shoot-The-Beau $85
Coon Hunt $85

SEEBURG 100-selection wall boxes are available at $57.50. Chrome covers and new selection buttons and new instruction plates are backed by Davis 6-point Guarantee—(Canadian and American operators wire or write for special volume prices).

WORLD EXPORT

Exclusive Seeburg Factory Distributor

738 Erio Boulevard East
Syracuse 3, N. Y., U.S.A., Ph. 75-1831

DAVIS MUNROE PINBALL MACHINES

GIVE TO DAMON RUNYON CANCER FUND

THE BILLBOARD

DECEMBER 29, 1956

COIN MARKETPLACE

CLASSIFIED ADVERTISING

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph. No display. First line at 10c per word, subsequent at 7c per word.

RATE: 25c a word—Minimum $4.00

CASH WITH ORDER

In determining cost of regular Classified Ads be sure to check your name and address when composing cost of ad. When using a FAX Number in Care of The Billboard allow for additional words. Be sure to make space for conversion.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 7149 PATTERSON ST., CINCINNATI 22, OHIO

Businesf Opportunities

Business Opportunities

If you are thinking of buying into a coin-operated machine business, write for a free copy of "The Coin-Operated Business" for all coin machine operators. Address: THE BILLBOARD, 7149 Patterson St., Cincinnati 22, Ohio.

SINGING BAG, REEL, TAPERS, ETC.

Sewing Machines

Hand, electric, cast iron and differential. A great variety. Complete listings. Priced to sell.

.used Coin-operated Equipnent

At wholesale. Send for catalog. Address: REDHAWK, 1060 Nineteenth Ave., Chicago, Ill.

U.S. Coliseum Variety Shop and 99 Pennsy 3, large coin machines.

Used coin machines. Shipping included. Address: Coin Sales-111, Inc., 1231 N. Western, Chicago, Ill.

WANTED TO BUY

WANTED MACHINES $1000 for '37, '38, '39 & '40 machines. Address: LOUIS F. LORENZ, 10447 S. Western, Chicago, Ill.

YEAR END CLEARANCE

Save on used such vending machines: 1c or 5c machines up to 1c. Address: H. W. M. 7700, 7701, 7702 for Tollaram "Top-Flite" machines. Address: M. W. MEC, 14727, 20701, 20702, 20703, 20704.

COMMERCIAL SERVICES

PLACING, PROMOTING, DISTRIBUTING—COIN-OPERATED EQUIPMENT

For details, write or call: Commercial Services, 5411 S. Western Ave., Chicago 32, Ill.

THAT'S A 10-LINE AD

For only 10c you can have this space to profitfully buy or sell Used Machines, Routes, Parts, Supplies or Services.

COIN-OPERATED ADVERTISING

USING THIS HANDY FORM TODAY

Farns close Thursday for the following week's issue.

Please use when filling in this form.

1. Clip your ad to this form.
2. Check classification you want your ad to appear under.
3. Indicate if you want results of any inquiries to be referred to you, or to manufacturer, wholesaler, agent, etc.
4. Indicate if you include any special conditions in your ad.
5. Indicate if you want a separate bill for display advertising.

Business Opportunities

Business Opportunities

If you are thinking of buying into a coin-operated machine business, write for a free copy of "The Coin-Operated Business," for all coin machine operators. Address: THE BILLBOARD, 7149 Patterson St., Cincinnati 22, Ohio.

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THAT'S A 10-LINE AD

For only 10c you can have this space to profitfully buy or sell Used Machines, Routes, Parts, Supplies or Services.

USE THIS HANDY FORM TODAY

When answering ads...

Say You Saw It In The Billboard
**Belgium Wants Low Prices**

- Continued from page 60

Here are the five-ball pin games manufactured by Gottlieb and by Williams. Other top favorites are target games, all of which are not used in casuals, due to space restrictions.

The past 10 years, Belgium amusement game operators have set play at five francs per game. This is equal to 10 U. S. cents. There are no individual distributors of amusement games in Belgium. All of the games are distributed by coin music firms, of which the principal ones are Rock-Ola in Antwerp, the Fred Kelly Corporation, La Musigue, C. Croix, Demail, Heymans and Gaspard, in Brussels.

In many cases, particularly in the fair and special amusement halls such as the seashore in Bilzen-Herentals-Cleves, games are sold on a cash basis with prices for American or German built games about 70 per cent above the original s.o.b. prices. This margin includes import taxes of up to 50 cents per cent, which puts a dangerous stronghold on the industry, and, against which distributors and manufacturers' agents have repeatedly protested. In addition, federal tax takes an average of 1.5 Belgian francs out of every 5 francs so disposed in the machines.

**Relative Liberal**

It cannot be said that, apart from the subservience to taxation and stringent controls, the amusement game industry is otherwise limited, other than being authorized to locate games only in places of free access to the public.

The first six months of 1958, Belgium and Luxembourg imported about 290 amusement games for a total of about 1,300,000 francs, or about one more than the previous year. The combined Belgium-Luxembourg market was expected to reach an all-time high of over 1,100 units in 1958. This figure was further expected to double in 1958, when $30,000,000 was spent to attract the Brussels International World Fair.

It is generally felt here that after 1958, Belgium will have reached a saturation point in game exchanges and that financial conditions will no longer permit large imports. If the U. S. Industry wishes to maintain its hold on the market in the face of Belgian competition, it is felt that the answer would lie in reduced U. S. export prices.

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**New Chairman**

- Continued from page 60

and lay down by the board. These were that no machine was to be equipped with counters to record the number of games won.

These had caused considerable furor in the past few months in the Hib, with 14 locations losing their licenses in the last two months, alone 520 licenses will come up for renewal January 1.

---

**ATTENTION!! FLORIDA ARCADE OPERATORS!!**

www.americanradiohistory.com

1/s 323-251-0432 3501 N. Andrews Ave.

**TOP VALUES**

**HIGH CASH PRICES for LATE MODEL WURLITZERS**

We will buy for the highest cash price any quantity of Wurlitzer Models 1700 and 1900 for export.

**BUSH DISTRIBUTING COMPANY**

386 N.W. 12th St., Miami, Florida Phone: Franklin 2-6422

**BEST IN THE MIDDLE WEST**

Now Delivering GENCO SKILL BALL CHICAGO COIN SKI-BOWL EXHIBIT RANGER BALL

ROYAL 50 UNIT FOR SEEBURG PHONOGRAPHs)

1/2 deposit, balance on delivery, or L/D
Arizona Marks Game Tax Boost
PHOENIX, Ariz.—Amusement game operators in Arizona paid a federal $10 tax on 2,519 machines in the 1955-1956 fiscal year. This was an increase from 2,155 the previous year.

Bowling alleys, billiard and pool parlors, which pay a $20 federal tax, increased during the year from 181 to 188 establishments.

Season's Greetings TO ALL OUR CUSTOMERS . . . TO ALL OUR FRIENDS . . . AND TO ALL OUR MANUFACTURERS and SUPPLIERS

JACK G. BESS
HARRY D. MOSELEY

ROANOKE VENDING EXCHANGE, Inc.
4930 WEST BROAD STREET, RICHMOND, VA.
63 COMMONWEALTH AVENUE, BRISTOL, VA.
625 OHIO AVENUE, CHARLESTON, W. VA.

DISTRIBUTORS FOR AMERICA'S LEADING MANUFACTURERS
AMI, INCORPORATED GENCO MFG. and SALES CO.
WILLIAMS MANUFACTURING CO. J. H. KEELEY & CO., INC.

GAVE TO DAMON RUNYON CANCER FUND

Arizona Marks Game Tax Boost

Season's Greetings TO ALL OUR CUSTOMERS . . . TO ALL OUR FRIENDS . . . AND TO ALL OUR MANUFACTURERS and SUPPLIERS

JACK G. BESS
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AMI, INCORPORATED GENCO MFG. and SALES CO.
WILLIAMS MANUFACTURING CO. J. H. KEELEY & CO., INC.

GAVE TO DAMON RUNYON CANCER FUND
May we "express" our Thanks

We are grateful for this Holiday Season and the opportunity it affords to express our appreciation for your friendship and good-will. May every happiness be yours thru the coming year.

Morris S. Gaiser & Associates
Cleveland Coin Machine Exchange, Inc.
Cleveland, Ohio

Sept. Exports
Continued from page 60

with a total price tag of $1,115,468—considerably less than this year's September total.

Canada again is the top receiver of coin machine exports, with Germany, last month's leader, slipping to second place. It is also significant to note that of the top five, Canada alone showed an increase in dollar volume from last month, going from $294,488 to $301,745.

National Sandown
Belgium and Venezuela remained in the third and fourth spot, showing decreases of $60,000 and $30,000 in total dollar volume from the August totals, respectively.

Switzerland, in sixth place in August, moved to fifth, despite a decrease in dollar volume of exports received of $24,000.

Showing the most substantial drop of the three categories were vending, dipping by better than one-third from August—$150,102 that month, to $98,510 in September. This is noteworthy, since the number of units shipped rose from 1,394 last month to 1,711 this month, indicating that while volume was up, individual value of the pieces was substantially down. Much of this can be attributed to more used units being sold, rather than the high priced, newer models.

John boxes and games, while dipping slightly—16 per cent, from August, were nevertheless steady, and still substantially up from the preceding year.

RECONDITIONED EQUIPMENT

We hate markdowns, but you'll pardon our pride in our reconditioned goods, especially if you've ever tried any. Every day our customers tell us in so many words, "We've bought games elsewhere, but yours are the best." And no wonder, We scrape and lacquer the rails, install new cards, clean and check them thoroughly, and out and guarantee them to be ready for location when you receive them. Won't you let us prove it?

WRITE, WIRE OR PHONE FOR PROMPT SHIPMENT

DOUBLE HEADER... $450.00
GAVETT ........ $100.00
MIAMI BEACH ... 200.00
DIEGO ........... 210.00
GAT TIME ........ 165.00
PALM SPRINGS .... 65.00

H.M. BRANSON DISTRIBUTING COMPANY
201 E. BROADWAY Phone: Morris 1-1542
Louisville, Kentucky
EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHOTOGRAPHS AND BALLY GAMES

WANTED

A-1 MECHANIC
FOR BINGO GAMES

Work in the Chicago area. Salary $600.00 per month. Regular hours, bonus and vacation. Must have car.

Write to: Box 875, The Billboard,
188 W. Randolph Street
Chicago 1, Ill.

COLOR ACTION PLAYER APPEAL

GOTTLEB'S
RAINBOW

NUMBERED ROLL-OVERS LITE RAINBOW SECTIONS IN LITE BOX
COMPLETED RAINBOW LITE CENTER HOLES FOR SPECIAL SCORING
ADDITIONAL ROLL-OVERS INCREASE SPECIAL SCORING CENTER HOLES
3 CENTER HOLES LITE AUTOMATICALLY FOR 1,000,000 SCORING
2 "POP BUMPERS" AND 2 "CYCLONIC KICKERS" LITE ALTERNATELY FOR 100,000 SCORING
SUPER-POWERED FLIPPERS FIRE BALL UP FIELD AT 12 2-WAY ROLL-OVERS

D. Gottlieb & Co.
1145-50 North Kostner Avenue • Chicago 51, Illinois

BUY THE BEST... WE DO!
ALL GOTTLEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS.

Season's Greetings from D. Gottlieb & Co.
1927 30 Years of Quality Products 1957

Amusement Pinball Shop
an American coin operated and Hot Dogs!
Wis. Ops Up Net

Continued from page 69

footh of 25 per cent of the gross receipts, plus the fact that no stocks of merchandise such as cigarettes, candy or phonograph records is needed to enter the field.

Depreciation Rates

Also looked on with favor, according to operators queried, is the fact that depreciation rates of ride equipment are at a much lower rate than they are with music and games.

Red Jacomet, Red's Novelty Company, West Allis, is one of the alert operators in the Milwaukee area who has been reporting fine results with kiddie rides. His firm has been spotting them in this territory for some time with considerable success.

Mitchell Novelty Company, in addition to operating the Gano Room concession at the bowling Billy Mitchell airport in Milwaukee, has spotted several kiddie rides at W. T. Grant's, and Cembals in the Southgate Shopping Center in Milwaukee's South Side, and is noting fine results there.

A number of up-State operators have been branching successfully into kiddie ride operations. List includes Dewey Wright, Warsaw; Val Anderson, Galion; Herb Tensell, Appleton, and Lou Glass, Madison.

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 2640 Belmont Avenue... CHICAGO 18, ILLINOIS

BALLY MANUFACTURING COMPANY
BUY a PROVEN GAME
Genco's OFFICIAL SKILL BALL has been tried and proven in thousands of locations.

ONLY THE ORIGINAL OFFICIAL SKILL BALL HAS ALL THESE EXCLUSIVE NEW FEATURES:
- Covered, Locked Cash Box prevents pilferage
- EXTRA BALL FEATURE ON EACH FRAME
- SINGLE, DOUBLE, TRIPLE SCORING
- LIFETIME PLASTIC CUPS
- NEWLY DESIGNED TRANSPARENT, UNBREAKABLEPLEXIGLASS, SHOW CASE FRONT
- COLORFUL, SOUNDPROOF BACKFIELD OF EVERLASTING FOAM PLASTIC

ANOTHER GENCO FIRST!
Adjustable PLAYFIELD RAMP
The only game that can be adjusted for perfect play action for any location.

GENCO MFG. & SALES CO. 2621 N. ASHLAND AVE. CHICAGO 14, ILL.

We take pleasure in extending the Season's Greetings to all of our friends, the Genco Distributors and Operators who have helped us make 1956 the best in our 29-year history.

Aaron Eisenberg
Ralph Sheffield
Al. Warren
The GREATEST PROFIT MAKER in 5 Years!

chicago coin's Sensational
6 PLAYER - TOURNAMENT

ACCLAIMED

Ski-Bowl

With The Exclusive
DYNAMO STRIKE
And SINGLE - DOUBLE - TRIPLE SCORING

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 Shield!

* Proportionately Sized To Fit All
  Locations . . . 10 ft. Long!

* Fast Play!

chicago coin
MACHINE COMPANY
1725 West Diversey Blvd., Chicago 14, Ill.
MORE MONEY-MAKING FEATURES THAN EVER BEFORE BUILT INTO ONE GAME

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

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

FAST PLAY • QUIET OPERATION

3 INCH COMPOSITION BALLS

Roll Fast or Slow

Skill—Not Strength Makes the Expert Player

1 to 6 can play!

LONG LIFE ON LOCATION

EARN 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!

UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR NOW!

A COMPLETE LINE OF SHUFFLE ALLEYS • RIFLE GALLERIES • IN-LINE GAMES!
A PREDICTION:

in the years ahead
more and more
operators will realize
the value of merchandising music
the SEEBOURG V-200 WAY!

America's finest and most complete music systems